

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

October 2019 to September 2020

- **Feb, Mar, Aug & Sep incomplete due to COVID-19**
- **No Fieldwork April to July due to lockdown**

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

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See also

Volume 1 - Total Network and Appendices
Volume 3 - ITV areas

This reports contains the weighted data results from the Establishment survey for the period Oct 2019 - Sep 2020

Data is presented at different levels

Household

Set

Individual

Accordingly; bases do vary.

Appendices can be found in the Volume 1 report. These contain details of the survey objectives, sample design, response rates and standard definitions. A copy of the questionnaire is also included at the end of the report.

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Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
AB	1623	1491	527	327	871	325	546	1599
%V	30.4%	30.8%	31.7%	35.3%	29.9%	34.1%	27.8%	32.3%
%H (All HH)		91.9%	32.5%	20.1%	53.7%	20.0%	33.6%	98.5%
%H (TV HH)			35.3%	21.9%	58.4%	21.8%	36.6%	
C1	1592	1434	493	305	873	302	570	1506
%V	29.8%	29.6%	29.7%	32.9%	29.9%	31.7%	29.1%	30.4%
%H (All HH)		90.1%	31.0%	19.2%	54.8%	19.0%	35.8%	94.6%
%H (TV HH)			34.4%	21.3%	60.9%	21.1%	39.7%	
C2	869	795	292	152	451	161	290	816
%V	16.3%	16.4%	17.6%	16.4%	15.5%	16.9%	14.8%	16.5%
%H (All HH)		91.5%	33.6%	17.5%	51.9%	18.5%	33.4%	93.9%
%H (TV HH)			36.7%	19.1%	56.7%	20.3%	36.5%	
D	758	666	237	92	386	101	285	673
%V	14.2%	13.8%	14.3%	9.9%	13.2%	10.6%	14.5%	13.6%
%H (All HH)		87.9%	31.3%	12.1%	50.9%	13.3%	37.6%	88.8%
%H (TV HH)			35.6%	13.8%	58.0%	15.2%	42.8%	
E	503	452	113	52	335	64	271	360
%V	9.4%	9.3%	6.8%	5.6%	11.5%	6.7%	13.8%	7.3%
%H (All HH)		89.9%	22.5%	10.3%	66.6%	12.7%	53.9%	71.6%
%H (TV HH)			25.0%	11.5%	74.1%	14.2%	60.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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BBC London

Household level data

Table 1.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%V (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Under 25	164	107	26	20	50	10	40	159
%V	3.1%	2.2%	1.6%	2.2%	1.7%	1.0%	2.0%	3.2%
%H (All HH)		65.2%	15.9%	12.2%	30.5%	6.1%	24.4%	97.0%
%H (TV HH)			24.3%	18.7%	46.7%	9.3%	37.4%	
25 - 34	975	790	248	120	390	95	295	964
%V	18.2%	16.3%	14.9%	12.9%	13.4%	10.0%	15.0%	19.5%
%H (All HH)		81.0%	25.4%	12.3%	40.0%	9.7%	30.3%	98.9%
%H (TV HH)			31.4%	15.2%	49.4%	12.0%	37.3%	
35 - 44	1153	1016	371	208	510	158	352	1139
%V	21.6%	21.0%	22.3%	22.4%	17.5%	16.6%	17.9%	23.0%
%H (All HH)		88.1%	32.2%	18.0%	44.2%	13.7%	30.5%	98.8%
%H (TV HH)			36.5%	20.5%	50.2%	15.6%	34.6%	
45 - 54	982	918	365	216	517	216	301	961
%V	18.4%	19.0%	22.0%	23.3%	17.7%	22.7%	15.3%	19.4%
%H (All HH)		93.5%	37.2%	22.0%	52.6%	22.0%	30.7%	97.9%
%H (TV HH)			39.8%	23.5%	56.3%	23.5%	32.8%	
55 - 64	856	823	299	179	548	213	335	811
%V	16.0%	17.0%	18.0%	19.3%	18.8%	22.4%	17.1%	16.4%
%H (All HH)		96.1%	34.9%	20.9%	64.0%	24.9%	39.1%	94.7%
%H (TV HH)			36.3%	21.7%	66.6%	25.9%	40.7%	
65 +	1217	1184	354	185	900	261	639	920
%V	22.8%	24.5%	21.3%	20.0%	30.9%	27.4%	32.6%	18.6%
%H (All HH)		97.3%	29.1%	15.2%	74.0%	21.4%	52.5%	75.6%
%H (TV HH)			29.9%	15.6%	76.0%	22.0%	54.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
1	1660	1406	337	184	1003	192	811	1366
%V	31.1%	29.1%	20.3%	19.8%	34.4%	20.1%	41.3%	27.6%
%H (All HH)		84.7%	20.3%	11.1%	60.4%	11.6%	48.9%	82.3%
%H (TV HH)			24.0%	13.1%	71.3%	13.7%	57.7%	
2	1443	1341	458	261	862	316	546	1369
%V	27.0%	27.7%	27.6%	28.2%	29.6%	33.2%	27.8%	27.6%
%H (All HH)		92.9%	31.7%	18.1%	59.7%	21.9%	37.8%	94.9%
%H (TV HH)			34.2%	19.5%	64.3%	23.6%	40.7%	
3	909	841	321	198	435	175	261	896
%V	17.0%	17.4%	19.3%	21.4%	14.9%	18.4%	13.3%	18.1%
%H (All HH)		92.5%	35.3%	21.8%	47.9%	19.3%	28.7%	98.6%
%H (TV HH)			38.2%	23.5%	51.7%	20.8%	31.0%	
4	871	829	350	188	416	171	245	865
%V	16.3%	17.1%	21.1%	20.3%	14.3%	17.9%	12.5%	17.5%
%H (All HH)		95.2%	40.2%	21.6%	47.8%	19.6%	28.1%	99.3%
%H (TV HH)			42.2%	22.7%	50.2%	20.6%	29.6%	
5+	463	421	195	96	199	99	100	458
%V	8.7%	8.7%	11.7%	10.4%	6.8%	10.4%	5.1%	9.2%
%H (All HH)		90.9%	42.1%	20.7%	43.0%	21.4%	21.6%	98.9%
%H (TV HH)			46.3%	22.8%	47.3%	23.5%	23.8%	
Average HH size	2.48	2.52	2.81	2.77	2.32	2.68	2.14	2.57

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Without	3787	3389	1083	603	2193	675	1518	3411
%V	70.8%	70.0%	65.2%	65.0%	75.2%	70.8%	77.4%	68.9%
%H (All HH)		89.5%	28.6%	15.9%	57.9%	17.8%	40.1%	90.1%
%H (TV HH)			32.0%	17.8%	64.7%	19.9%	44.8%	
With	1559	1449	579	325	723	278	445	1543
%V	29.2%	30.0%	34.8%	35.1%	24.8%	29.2%	22.7%	31.1%
%H (All HH)		92.9%	37.1%	20.8%	46.4%	17.8%	28.5%	99.0%
%H (TV HH)			40.0%	22.4%	49.9%	19.2%	30.7%	
0 - 3	579	517	196	102	262	83	179	569
%V	10.8%	10.7%	11.8%	11.0%	9.0%	8.7%	9.1%	11.5%
%H (All HH)		89.3%	33.9%	17.6%	45.3%	14.3%	30.9%	98.3%
%H (TV HH)			37.9%	19.7%	50.7%	16.1%	34.6%	
4 - 9	815	751	324	164	344	138	207	806
%V	15.2%	15.5%	19.5%	17.7%	11.8%	14.5%	10.6%	16.3%
%H (All HH)		92.1%	39.8%	20.1%	42.2%	16.9%	25.4%	98.9%
%H (TV HH)			43.1%	21.8%	45.8%	18.4%	27.6%	
10 - 15	756	714	292	163	368	150	218	750
%V	14.1%	14.8%	17.6%	17.6%	12.6%	15.7%	11.1%	15.1%
%H (All HH)		94.4%	38.6%	21.6%	48.7%	19.8%	28.8%	99.2%
%H (TV HH)			40.9%	22.8%	51.5%	21.0%	30.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
1	2557	2557	698	395	1407	208	1199	2293
%V	47.8%	52.9%	42.0%	42.6%	48.3%	21.8%	61.1%	46.3%
%H (All HH)		100.0%	27.3%	15.4%	55.0%	8.1%	46.9%	89.7%
%H (TV HH)			27.3%	15.4%	55.0%	8.1%	46.9%	
2	1397	1397	518	324	909	373	536	1324
%V	26.1%	28.9%	31.2%	35.0%	31.2%	39.1%	27.3%	26.7%
%H (All HH)		100.0%	37.1%	23.2%	65.1%	26.7%	38.4%	94.8%
%H (TV HH)			37.1%	23.2%	65.1%	26.7%	38.4%	
3	554	554	277	125	372	221	152	543
%V	10.4%	11.5%	16.7%	13.5%	12.8%	23.2%	7.7%	11.0%
%H (All HH)		100.0%	50.0%	22.6%	67.1%	39.9%	27.4%	98.0%
%H (TV HH)			50.0%	22.6%	67.1%	39.9%	27.4%	
4	207	207	106	55	142	97	45	204
%V	3.9%	4.3%	6.4%	5.9%	4.9%	10.2%	2.3%	4.1%
%H (All HH)		100.0%	51.2%	26.6%	68.6%	46.9%	21.7%	98.6%
%H (TV HH)			51.2%	26.6%	68.6%	46.9%	21.7%	
5+	123	123	63	29	86	56	30	123
%V	2.3%	2.5%	3.8%	3.1%	2.9%	5.9%	1.5%	2.5%
%H (All HH)		100.0%	51.2%	23.6%	69.9%	45.5%	24.4%	100.0%
%H (TV HH)			51.2%	23.6%	69.9%	45.5%	24.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%V (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Under 20"	326	326	112	70	261	121	140	294
%V	6.1%	6.7%	6.7%	7.6%	9.0%	12.7%	7.1%	5.9%
%H (All HH)		100.0%	34.4%	21.5%	80.1%	37.1%	42.9%	90.2%
%H (TV HH)			34.4%	21.5%	80.1%	37.1%	42.9%	
20" - 29"	1028	1028	326	201	766	289	477	922
%V	19.2%	21.2%	19.6%	21.7%	26.3%	30.3%	24.3%	18.6%
%H (All HH)		100.0%	31.7%	19.6%	74.5%	28.1%	46.4%	89.7%
%H (TV HH)			31.7%	19.6%	74.5%	28.1%	46.4%	
30" - 39"	2092	2092	725	395	1393	496	898	1934
%V	39.1%	43.2%	43.6%	42.6%	47.8%	52.0%	45.8%	39.0%
%H (All HH)		100.0%	34.7%	18.9%	66.6%	23.7%	42.9%	92.4%
%H (TV HH)			34.7%	18.9%	66.6%	23.7%	42.9%	
40" - 49"	2290	2290	911	501	1317	545	772	2206
%V	42.8%	47.3%	54.8%	54.0%	45.2%	57.2%	39.3%	44.5%
%H (All HH)		100.0%	39.8%	21.9%	57.5%	23.8%	33.7%	96.3%
%H (TV HH)			39.8%	21.9%	57.5%	23.8%	33.7%	
50" - 59"	1000	1000	440	219	528	252	277	982
%V	18.7%	20.7%	26.5%	23.6%	18.1%	26.4%	14.1%	19.8%
%H (All HH)		100.0%	44.0%	21.9%	52.8%	25.2%	27.7%	98.2%
%H (TV HH)			44.0%	21.9%	52.8%	25.2%	27.7%	
60"+	210	210	110	52	92	55	37	209
%V	3.9%	4.3%	6.6%	5.6%	3.2%	5.8%	1.9%	4.2%
%H (All HH)		100.0%	52.4%	24.8%	43.8%	26.2%	17.6%	99.5%
%H (TV HH)			52.4%	24.8%	43.8%	26.2%	17.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Main living room	4741	4741	1649	912	2859	946	1913	4400
%V	88.7%	98.0%	99.2%	98.4%	98.0%	99.3%	97.5%	88.8%
%H (All HH)		100.0%	34.8%	19.2%	60.3%	20.0%	40.4%	92.8%
%H (TV HH)			34.8%	19.2%	60.3%	20.0%	40.4%	
Kitchen	445	445	208	97	329	188	140	427
%V	8.3%	9.2%	12.5%	10.5%	11.3%	19.7%	7.1%	8.6%
%H (All HH)		100.0%	46.7%	21.8%	73.9%	42.2%	31.5%	96.0%
%H (TV HH)			46.7%	21.8%	73.9%	42.2%	31.5%	
Adult's bedroom	1787	1787	767	399	1174	584	589	1720
%V	33.4%	36.9%	46.1%	43.0%	40.3%	61.3%	30.0%	34.7%
%H (All HH)		100.0%	42.9%	22.3%	65.7%	32.7%	33.0%	96.3%
%H (TV HH)			42.9%	22.3%	65.7%	32.7%	33.0%	
Child's bedroom	252	252	120	58	140	75	65	250
%V	4.7%	5.2%	7.2%	6.3%	4.8%	7.9%	3.3%	5.0%
%H (All HH)		100.0%	47.6%	23.0%	55.6%	29.8%	25.8%	99.2%
%H (TV HH)			47.6%	23.0%	55.6%	29.8%	25.8%	
Other bedroom	179	179	79	54	147	95	51	176
%V	3.3%	3.7%	4.8%	5.8%	5.0%	10.0%	2.6%	3.6%
%H (All HH)		100.0%	44.1%	30.2%	82.1%	53.1%	28.5%	98.3%
%H (TV HH)			44.1%	30.2%	82.1%	53.1%	28.5%	
Second living/dining room	336	336	156	74	232	124	109	325
%V	6.3%	6.9%	9.4%	8.0%	8.0%	13.0%	5.6%	6.6%
%H (All HH)		100.0%	46.4%	22.0%	69.0%	36.9%	32.4%	96.7%
%H (TV HH)			46.4%	22.0%	69.0%	36.9%	32.4%	
Study/office	66	66	28	19	47	26	20	66
%V	1.2%	1.4%	1.7%	2.0%	1.6%	2.7%	1.0%	1.3%
%H (All HH)		100.0%	42.4%	28.8%	71.2%	39.4%	30.3%	100.0%
%H (TV HH)			42.4%	28.8%	71.2%	39.4%	30.3%	
TV room	29	29	10	10	15	9	6	29
%V	0.5%	0.6%	0.6%	1.1%	0.5%	0.9%	0.3%	0.6%
%H (All HH)		100.0%	34.5%	34.5%	51.7%	31.0%	20.7%	100.0%
%H (TV HH)			34.5%	34.5%	51.7%	31.0%	20.7%	
Conservatory	49	49	23	14	31	21	10	47
%V	0.9%	1.0%	1.4%	1.5%	1.1%	2.2%	0.5%	0.9%
%H (All HH)		100.0%	46.9%	28.6%	63.3%	42.9%	20.4%	95.9%
%H (TV HH)			46.9%	28.6%	63.3%	42.9%	20.4%	
Attic or loft room	15	15	5	8	10	8	2	15
%V	0.3%	0.3%	0.3%	0.9%	0.3%	0.8%	0.1%	0.3%
%H (All HH)		100.0%	33.3%	53.3%	66.7%	53.3%	13.3%	100.0%
%H (TV HH)			33.3%	53.3%	66.7%	53.3%	13.3%	
No specific location	5	5	2	2	2	1	1	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	40.0%	40.0%	40.0%	20.0%	20.0%	100.0%
%H (TV HH)			40.0%	40.0%	40.0%	20.0%	20.0%	
Other	50	50	23	15	33	21	12	50
%V	0.9%	1.0%	1.4%	1.6%	1.1%	2.2%	0.6%	1.0%
%H (All HH)		100.0%	46.0%	30.0%	66.0%	42.0%	24.0%	100.0%
%H (TV HH)			46.0%	30.0%	66.0%	42.0%	24.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC London

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Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Any DSAT provider	1662	1662	1662	64	626	626	0	1609
%V	31.1%	34.4%	100.0%	6.9%	21.5%	65.7%	0.0%	32.5%
%H (All HH)			100.0%	3.9%	37.7%	37.7%	0.0%	96.8%
%H (TV HH)			100.0%	3.9%	37.7%	37.7%	0.0%	
Sky with subscription	1414	1414	1414	34	516	516	0	1381
%V	26.4%	29.2%	85.1%	3.7%	17.7%	54.1%	0.0%	27.9%
%H (All HH)			100.0%	2.4%	36.5%	36.5%	0.0%	97.7%
%H (TV HH)			100.0%	2.4%	36.5%	36.5%	0.0%	
Sky without subscription	45	45	45	2	12	12	0	41
%V	0.8%	0.9%	2.7%	0.2%	0.4%	1.3%	0.0%	0.8%
%H (All HH)			100.0%	4.4%	26.7%	26.7%	0.0%	91.1%
%H (TV HH)			100.0%	4.4%	26.7%	26.7%	0.0%	
Freesat	116	116	116	17	56	56	0	114
%V	2.2%	2.4%	7.0%	1.8%	1.9%	5.9%	0.0%	2.3%
%H (All HH)			100.0%	14.7%	48.3%	48.3%	0.0%	98.3%
%H (TV HH)			100.0%	14.7%	48.3%	48.3%	0.0%	
Other satellite provider	155	155	155	21	77	77	0	140
%V	2.9%	3.2%	9.3%	2.3%	2.6%	8.1%	0.0%	2.8%
%H (All HH)			100.0%	13.5%	49.7%	49.7%	0.0%	90.3%
%H (TV HH)			100.0%	13.5%	49.7%	49.7%	0.0%	
DCAB	927	927	64	927	361	361	0	909
%V	17.3%	19.2%	3.9%	100.0%	12.4%	37.9%	0.0%	18.3%
%H (All HH)			6.9%	100.0%	38.9%	38.9%	0.0%	98.1%
%H (TV HH)			6.9%	100.0%	38.9%	38.9%	0.0%	
DTT	2916	2916	626	361	2916	953	1962	2618
%V	54.5%	60.3%	37.7%	38.9%	100.0%	100.0%	100.0%	52.8%
%H (All HH)		100.0%	21.5%	12.4%	100.0%	32.7%	67.3%	89.8%
%H (TV HH)			21.5%	12.4%	100.0%	32.7%	67.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%H (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
PVR	2759	2759	1485	881	1322	875	446	2687
%V	51.6%	57.0%	89.4%	95.0%	45.3%	91.8%	22.7%	54.2%
%H (All HH)		100.0%	53.8%	31.9%	47.9%	31.7%	16.2%	97.4%
%H (TV HH)			53.8%	31.9%	47.9%	31.7%	16.2%	
DVDR	51	51	14	14	32	10	22	47
%V	1.0%	1.1%	0.8%	1.5%	1.1%	1.0%	1.1%	0.9%
%H (All HH)		100.0%	27.5%	27.5%	62.7%	19.6%	43.1%	92.2%
%H (TV HH)			27.5%	27.5%	62.7%	19.6%	43.1%	
VCR	17	17	3	4	14	3	11	15
%V	0.3%	0.4%	0.2%	0.4%	0.5%	0.3%	0.6%	0.3%
%H (All HH)		100.0%	17.6%	23.5%	82.4%	17.6%	64.7%	88.2%
%H (TV HH)			17.6%	23.5%	82.4%	17.6%	64.7%	
Any recorder	2789	2789	1485	883	1351	878	473	2710
%V	52.2%	57.6%	89.4%	95.3%	46.3%	92.1%	24.1%	54.7%
%H (All HH)		100.0%	53.2%	31.7%	48.4%	31.5%	17.0%	97.2%
%H (TV HH)			53.2%	31.7%	48.4%	31.5%	17.0%	
Receives HDTV (via STB or built-in reception)	3392	3392	1421	835	2064	866	1198	3259
%V	63.4%	70.1%	85.5%	90.1%	70.8%	90.9%	61.1%	65.8%
%H (All HH)		100.0%	41.9%	24.6%	60.8%	25.5%	35.3%	96.1%
%H (TV HH)			41.9%	24.6%	60.8%	25.5%	35.3%	
DVD/Blu-ray player or recorder	2400	2400	860	530	1484	547	937	2275
%V	44.9%	49.6%	51.7%	57.2%	50.9%	57.4%	47.8%	45.9%
%H (All HH)		100.0%	35.8%	22.1%	61.8%	22.8%	39.0%	94.8%
%H (TV HH)			35.8%	22.1%	61.8%	22.8%	39.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5346	4838	1662	927	2916	953	1962	4954
%V (All HH)		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%
%H (TV HH)			34.4%	19.2%	60.3%	19.7%	40.6%	
Has broadband internet	4954	4488	1609	909	2618	929	1689	4954
%V	92.7%	92.8%	96.8%	98.1%	89.8%	97.5%	86.1%	100.0%
%H (All HH)		90.6%	32.5%	18.3%	52.8%	18.8%	34.1%	100.0%
%H (TV HH)			35.9%	20.3%	58.3%	20.7%	37.6%	
Number of computers (PCs and laptops)								
0	777	666	138	55	509	75	433	413
%V	14.5%	13.8%	8.3%	5.9%	17.5%	7.9%	22.1%	8.3%
%H (All HH)		85.7%	17.8%	7.1%	65.5%	9.7%	55.7%	53.2%
%H (TV HH)			20.7%	8.3%	76.4%	11.3%	65.0%	
1	1628	1434	459	243	879	252	627	1608
%V	30.5%	29.6%	27.6%	26.2%	30.1%	26.4%	32.0%	32.5%
%H (All HH)		88.1%	28.2%	14.9%	54.0%	15.5%	38.5%	98.8%
%H (TV HH)			32.0%	16.9%	61.3%	17.6%	43.7%	
2	1355	1253	479	262	718	273	445	1348
%V	25.3%	25.9%	28.8%	28.3%	24.6%	28.6%	22.7%	27.2%
%H (All HH)		92.5%	35.4%	19.3%	53.0%	20.1%	32.8%	99.5%
%H (TV HH)			38.2%	20.9%	57.3%	21.8%	35.5%	
3	708	661	247	148	358	136	222	707
%V	13.2%	13.7%	14.9%	16.0%	12.3%	14.3%	11.3%	14.3%
%H (All HH)		93.4%	34.9%	20.9%	50.6%	19.2%	31.4%	99.9%
%H (TV HH)			37.4%	22.4%	54.2%	20.6%	33.6%	
4	457	423	163	104	231	91	141	457
%V	8.5%	8.7%	9.8%	11.2%	7.9%	9.5%	7.2%	9.2%
%H (All HH)		92.6%	35.7%	22.8%	50.5%	19.9%	30.9%	100.0%
%H (TV HH)			38.5%	24.6%	54.6%	21.5%	33.3%	
5+	421	400	176	115	222	128	94	421
%V	7.9%	8.3%	10.6%	12.4%	7.6%	13.4%	4.8%	8.5%
%H (All HH)		95.0%	41.8%	27.3%	52.7%	30.4%	22.3%	100.0%
%H (TV HH)			44.0%	28.8%	55.5%	32.0%	23.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8515	3332	1798	5374	2304	3070	8061
%H		39.1%	21.1%	63.1%	27.1%	36.1%	94.7%
Under 20"	371	129	84	295	142	153	333
%V	4.4%	3.9%	4.7%	5.5%	6.2%	5.0%	4.1%
%H		34.8%	22.6%	79.5%	38.3%	41.2%	89.8%
20" - 29"	1265	428	250	959	395	564	1149
%V	14.9%	12.8%	13.9%	17.8%	17.1%	18.4%	14.3%
%H		33.8%	19.8%	75.8%	31.2%	44.6%	90.8%
30" - 39"	2588	947	512	1734	681	1052	2416
%V	30.4%	28.4%	28.5%	32.3%	29.6%	34.3%	30.0%
%H		36.6%	19.8%	67.0%	26.3%	40.6%	93.4%
40" - 49"	2733	1127	608	1591	704	887	2645
%V	32.1%	33.8%	33.8%	29.6%	30.6%	28.9%	32.8%
%H		41.2%	22.2%	58.2%	25.8%	32.5%	96.8%
50" - 59"	1149	525	257	595	292	302	1129
%V	13.5%	15.8%	14.3%	11.1%	12.7%	9.8%	14.0%
%H		45.7%	22.4%	51.8%	25.4%	26.3%	98.3%
60"+	232	119	59	101	58	43	231
%V	2.7%	3.6%	3.3%	1.9%	2.5%	1.4%	2.9%
%H		51.3%	25.4%	43.5%	25.0%	18.5%	99.6%
Don't know	177	57	29	100	32	68	158
%V	2.1%	1.7%	1.6%	1.9%	1.4%	2.2%	2.0%
%H		32.2%	16.4%	56.5%	18.1%	38.4%	89.3%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8515	3332	1798	5374	2304	3070	8061
%H		39.1%	21.1%	63.1%	27.1%	36.1%	94.7%
Main living room	4764	1655	919	2878	955	1923	4422
%V	55.9%	49.7%	51.1%	53.6%	41.4%	62.6%	54.9%
%H		34.7%	19.3%	60.4%	20.0%	40.4%	92.8%
Kitchen	448	210	97	331	189	142	430
%V	5.3%	6.3%	5.4%	6.2%	8.2%	4.6%	5.3%
%H		46.9%	21.7%	73.9%	42.2%	31.7%	96.0%
Adult's bedroom	2216	972	493	1434	732	702	2141
%V	26.0%	29.2%	27.4%	26.7%	31.8%	22.9%	26.6%
%H		43.9%	22.2%	64.7%	33.0%	31.7%	96.6%
Child's bedroom	306	146	71	171	92	79	303
%V	3.6%	4.4%	3.9%	3.2%	4.0%	2.6%	3.8%
%H		47.7%	23.2%	55.9%	30.1%	25.8%	99.0%
Other bedroom	220	98	70	182	121	61	217
%V	2.6%	2.9%	3.9%	3.4%	5.3%	2.0%	2.7%
%H		44.5%	31.8%	82.7%	55.0%	27.7%	98.6%
Second living/dining room	339	156	77	236	126	110	328
%V	4.0%	4.7%	4.3%	4.4%	5.5%	3.6%	4.1%
%H		46.0%	22.7%	69.6%	37.2%	32.4%	96.8%
Study/office	66	28	19	47	26	20	66
%V	0.8%	0.8%	1.1%	0.9%	1.1%	0.7%	0.8%
%H		42.4%	28.8%	71.2%	39.4%	30.3%	100.0%
TV room	29	10	10	15	9	6	29
%V	0.3%	0.3%	0.6%	0.3%	0.4%	0.2%	0.4%
%H		34.5%	34.5%	51.7%	31.0%	20.7%	100.0%
Conservatory	49	23	14	31	21	10	47
%V	0.6%	0.7%	0.8%	0.6%	0.9%	0.3%	0.6%
%H		46.9%	28.6%	63.3%	42.9%	20.4%	95.9%
Attic or loft room	15	5	8	10	8	2	15
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		33.3%	53.3%	66.7%	53.3%	13.3%	100.0%
No specific location	5	2	2	2	1	1	5
%V	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%
%H		40.0%	40.0%	40.0%	20.0%	20.0%	100.0%
Other	58	26	18	38	24	14	58
%V	0.7%	0.8%	1.0%	0.7%	1.0%	0.5%	0.7%
%H		44.8%	31.0%	65.5%	41.4%	24.1%	100.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8515	3332	1798	5374	2304	3070	8061
%H		39.1%	21.1%	63.1%	27.1%	36.1%	94.7%
PVR	3962	2306	1245	1756	1261	495	3884
%V	46.5%	69.2%	69.2%	32.7%	54.7%	16.1%	48.2%
%H		58.2%	31.4%	44.3%	31.8%	12.5%	98.0%
DVDR	55	15	17	34	12	23	51
%V	0.6%	0.5%	0.9%	0.6%	0.5%	0.7%	0.6%
%H		27.3%	30.9%	61.8%	21.8%	41.8%	92.7%
VCR	19	3	4	15	3	12	16
%V	0.2%	0.1%	0.2%	0.3%	0.1%	0.4%	0.2%
%H		15.8%	21.1%	78.9%	15.8%	63.2%	84.2%
Any recorder	4004	2311	1251	1797	1271	526	3919
%V	47.0%	69.4%	69.6%	33.4%	55.2%	17.1%	48.6%
%H		57.7%	31.2%	44.9%	31.7%	13.1%	97.9%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8515	3332	1798	5374	2304	3070	8061
%H		39.1%	21.1%	63.1%	27.1%	36.1%	94.7%
Receives HDTV (via STB or built-in reception)	5247	2418	1275	3198	1546	1652	5099
%V	61.6%	72.6%	70.9%	59.5%	67.1%	53.8%	63.3%
%H		46.1%	24.3%	60.9%	29.5%	31.5%	97.2%
DVD/Blu-ray player or recorder	3040	1144	703	1897	777	1120	2904
%V	35.7%	34.3%	39.1%	35.3%	33.7%	36.5%	36.0%
%H		37.6%	23.1%	62.4%	25.6%	36.8%	95.5%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4835	1662	927	2916	953	1962	4485
%H		34.4%	19.2%	60.3%	19.7%	40.6%	92.8%
Under 20"	48	7	5	37	6	30	36
%V	1.0%	0.4%	0.5%	1.3%	0.6%	1.5%	0.8%
%H		14.6%	10.4%	77.1%	12.5%	62.5%	75.0%
20" - 29"	349	60	44	263	39	224	269
%V	7.2%	3.6%	4.7%	9.0%	4.1%	11.4%	6.0%
%H		17.2%	12.6%	75.4%	11.2%	64.2%	77.1%
30" - 39"	1283	325	201	882	196	686	1138
%V	26.5%	19.6%	21.7%	30.2%	20.6%	35.0%	25.4%
%H		25.3%	15.7%	68.7%	15.3%	53.5%	88.7%
40" - 49"	1960	751	419	1124	436	688	1877
%V	40.5%	45.2%	45.2%	38.5%	45.8%	35.1%	41.9%
%H		38.3%	21.4%	57.3%	22.2%	35.1%	95.8%
50" - 59"	919	397	200	480	220	260	900
%V	19.0%	23.9%	21.6%	16.5%	23.1%	13.3%	20.1%
%H		43.2%	21.8%	52.2%	23.9%	28.3%	97.9%
60"+	197	101	49	85	49	36	196
%V	4.1%	6.1%	5.3%	2.9%	5.1%	1.8%	4.4%
%H		51.3%	24.9%	43.1%	24.9%	18.3%	99.5%
Don't know	80	23	10	46	6	39	68
%V	1.7%	1.4%	1.1%	1.6%	0.6%	2.0%	1.5%
%H		28.8%	12.5%	57.5%	7.5%	48.8%	85.0%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4835	1662	927	2916	953	1962	4485
%H		34.4%	19.2%	60.3%	19.7%	40.6%	92.8%
PVR	2714	1468	871	1284	856	428	2643
%V	56.1%	88.3%	94.0%	44.0%	89.8%	21.8%	58.9%
%H		54.1%	32.1%	47.3%	31.5%	15.8%	97.4%
DVDR	44	12	12	27	8	19	39
%V	0.9%	0.7%	1.3%	0.9%	0.8%	1.0%	0.9%
%H		27.3%	27.3%	61.4%	18.2%	43.2%	88.6%
VCR	14	3	3	11	3	9	12
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.5%	0.3%
%H		21.4%	21.4%	78.6%	21.4%	64.3%	85.7%
Any recorder	2744	1471	873	1313	860	453	2667
%V	56.8%	88.5%	94.2%	45.0%	90.2%	23.1%	59.5%
%H		53.6%	31.8%	47.8%	31.3%	16.5%	97.2%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4835	1662	927	2916	953	1962	4485
%H		34.4%	19.2%	60.3%	19.7%	40.6%	92.8%
Receives HDTV (via STB or built-in reception)	3320	1397	825	2000	841	1159	3192
%V	68.7%	84.1%	89.0%	68.6%	88.2%	59.1%	71.2%
%H		42.1%	24.8%	60.2%	25.3%	34.9%	96.1%
DVD/Blu-ray player or recorder	2109	726	463	1300	454	846	1995
%V	43.6%	43.7%	49.9%	44.6%	47.6%	43.1%	44.5%
%H		34.4%	22.0%	61.6%	21.5%	40.1%	94.6%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Set level data

Table 1.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3680	1670	870	2458	1350	1108	3576
%H		45.4%	23.6%	66.8%	36.7%	30.1%	97.2%
Under 20"	323	122	79	258	135	123	297
%V	8.8%	7.3%	9.1%	10.5%	10.0%	11.1%	8.3%
%H		37.8%	24.5%	79.9%	41.8%	38.1%	92.0%
20" - 29"	916	368	206	696	356	340	880
%V	24.9%	22.0%	23.7%	28.3%	26.4%	30.7%	24.6%
%H		40.2%	22.5%	76.0%	38.9%	37.1%	96.1%
30" - 39"	1305	623	311	852	485	367	1278
%V	35.5%	37.3%	35.7%	34.7%	35.9%	33.1%	35.7%
%H		47.7%	23.8%	65.3%	37.2%	28.1%	97.9%
40" - 49"	773	377	189	467	268	199	767
%V	21.0%	22.6%	21.7%	19.0%	19.9%	18.0%	21.4%
%H		48.8%	24.5%	60.4%	34.7%	25.7%	99.2%
50" - 59"	231	127	57	115	72	43	228
%V	6.3%	7.6%	6.6%	4.7%	5.3%	3.9%	6.4%
%H		55.0%	24.7%	49.8%	31.2%	18.6%	98.7%
60"+	35	19	10	17	9	7	35
%V	1.0%	1.1%	1.1%	0.7%	0.7%	0.6%	1.0%
%H		54.3%	28.6%	48.6%	25.7%	20.0%	100.0%
Don't know	97	34	18	54	25	29	90
%V	2.6%	2.0%	2.1%	2.2%	1.9%	2.6%	2.5%
%H		35.1%	18.6%	55.7%	25.8%	29.9%	92.8%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Set level data

Table 1.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3680	1670	870	2458	1350	1108	3576
%H		45.4%	23.6%	66.8%	36.7%	30.1%	97.2%
PVR	1247	838	374	473	405	67	1241
%V	33.9%	50.2%	43.0%	19.2%	30.0%	6.0%	34.7%
%H		67.2%	30.0%	37.9%	32.5%	5.4%	99.5%
DVDR	11	3	5	8	4	4	11
%V	0.3%	0.2%	0.6%	0.3%	0.3%	0.4%	0.3%
%H		27.3%	45.5%	72.7%	36.4%	36.4%	100.0%
VCR	4	0	1	3	0	3	4
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	25.0%	75.0%	0.0%	75.0%	100.0%
Any recorder	1259	841	378	483	411	73	1253
%V	34.2%	50.4%	43.4%	19.7%	30.4%	6.6%	35.0%
%H		66.8%	30.0%	38.4%	32.6%	5.8%	99.5%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3680	1670	870	2458	1350	1108	3576
%H		45.4%	23.6%	66.8%	36.7%	30.1%	97.2%
Receives HDTV (via STB or built-in reception)	1927	1022	450	1199	706	493	1907
%V	52.4%	61.2%	51.7%	48.8%	52.3%	44.5%	53.3%
%H		53.0%	23.4%	62.2%	36.6%	25.6%	99.0%
DVD/Blu-ray player or recorder	931	418	240	597	323	274	910
%V	25.3%	25.0%	27.6%	24.3%	23.9%	24.7%	25.4%
%H		44.9%	25.8%	64.1%	34.7%	29.4%	97.7%

Base: BBC London - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13267	12194	4669	2569	6762	2559	4203	12732
%H		91.9%	35.2%	19.4%	51.0%	19.3%	31.7%	96.0%
Total Children	2751	2517	1037	542	1236	473	763	2717
%V	20.7%	20.6%	22.2%	21.1%	18.3%	18.5%	18.2%	21.3%
%H		91.5%	37.7%	19.7%	44.9%	17.2%	27.7%	98.8%
0 - 3	664	593	226	111	304	94	210	654
%V	5.0%	4.9%	4.8%	4.3%	4.5%	3.7%	5.0%	5.1%
%H		89.3%	34.0%	16.7%	45.8%	14.2%	31.6%	98.5%
4 - 15	2086	1924	811	431	933	379	554	2063
%V	15.7%	15.8%	17.4%	16.8%	13.8%	14.8%	13.2%	16.2%
%H		92.2%	38.9%	20.7%	44.7%	18.2%	26.6%	98.9%
4 - 9	1087	988	428	216	454	185	269	1072
%V	8.2%	8.1%	9.2%	8.4%	6.7%	7.2%	6.4%	8.4%
%H		90.9%	39.4%	19.9%	41.8%	17.0%	24.7%	98.6%
10 - 15	999	935	383	215	479	194	284	992
%V	7.5%	7.7%	8.2%	8.4%	7.1%	7.6%	6.8%	7.8%
%H		93.6%	38.3%	21.5%	47.9%	19.4%	28.4%	99.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13267	12194	4669	2569	6762	2559	4203	12732
%H		91.9%	35.2%	19.4%	51.0%	19.3%	31.7%	96.0%
Total Adults (16+)	10516	9677	3632	2027	5525	2086	3440	10014
%V	79.3%	79.4%	77.8%	78.9%	81.7%	81.5%	81.8%	78.7%
%H		92.0%	34.5%	19.3%	52.5%	19.8%	32.7%	95.2%
16 - 19	542	515	214	127	256	120	136	539
%V	4.1%	4.2%	4.6%	4.9%	3.8%	4.7%	3.2%	4.2%
%H		95.0%	39.5%	23.4%	47.2%	22.1%	25.1%	99.4%
20 - 24	768	665	269	148	350	152	198	754
%V	5.8%	5.5%	5.8%	5.8%	5.2%	5.9%	4.7%	5.9%
%H		86.6%	35.0%	19.3%	45.6%	19.8%	25.8%	98.2%
25 - 34	2104	1782	614	305	897	283	614	2077
%V	15.9%	14.6%	13.2%	11.9%	13.3%	11.1%	14.6%	16.3%
%H		84.7%	29.2%	14.5%	42.6%	13.5%	29.2%	98.7%
35 - 44	2079	1866	700	410	909	311	598	2054
%V	15.7%	15.3%	15.0%	16.0%	13.4%	12.2%	14.2%	16.1%
%H		89.8%	33.7%	19.7%	43.7%	15.0%	28.8%	98.8%
45 - 54	1760	1672	692	404	916	400	516	1732
%V	13.3%	13.7%	14.8%	15.7%	13.5%	15.6%	12.3%	13.6%
%H		95.0%	39.3%	23.0%	52.0%	22.7%	29.3%	98.4%
55 - 64	1398	1354	530	308	862	370	492	1349
%V	10.5%	11.1%	11.4%	12.0%	12.7%	14.5%	11.7%	10.6%
%H		96.9%	37.9%	22.0%	61.7%	26.5%	35.2%	96.5%
65+	1866	1823	613	324	1336	450	886	1510
%V	14.1%	14.9%	13.1%	12.6%	19.8%	17.6%	21.1%	11.9%
%H		97.7%	32.9%	17.4%	71.6%	24.1%	47.5%	80.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
BBC London
Individual level data
Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10516	9677	3632	2027	5525	2086	3440	10014
%H		92.0%	34.5%	19.3%	52.5%	19.8%	32.7%	95.2%
AB	3394	3170	1204	732	1788	751	1037	3360
%V	32.3%	32.8%	33.1%	36.1%	32.4%	36.0%	30.1%	33.6%
%H		93.4%	35.5%	21.6%	52.7%	22.1%	30.6%	99.0%
C1	3071	2813	1043	650	1620	634	986	2957
%V	29.2%	29.1%	28.7%	32.1%	29.3%	30.4%	28.7%	29.5%
%H		91.6%	34.0%	21.2%	52.8%	20.6%	32.1%	96.3%
C2	1870	1731	668	364	945	382	564	1794
%V	17.8%	17.9%	18.4%	18.0%	17.1%	18.3%	16.4%	17.9%
%H		92.6%	35.7%	19.5%	50.5%	20.4%	30.2%	95.9%
D	1474	1319	536	201	706	213	493	1358
%V	14.0%	13.6%	14.8%	9.9%	12.8%	10.2%	14.3%	13.6%
%H		89.5%	36.4%	13.6%	47.9%	14.5%	33.4%	92.1%
E	708	643	181	80	465	106	360	545
%V	6.7%	6.6%	5.0%	3.9%	8.4%	5.1%	10.5%	5.4%
%H		90.8%	25.6%	11.3%	65.7%	15.0%	50.8%	77.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10516	9677	3632	2027	5525	2086	3440	10014
%H		92.0%	34.5%	19.3%	52.5%	19.8%	32.7%	95.2%
Working full time	5610	5108	1918	1132	2700	1052	1647	5554
%V	53.3%	52.8%	52.8%	55.8%	48.9%	50.4%	47.9%	55.5%
%H		91.1%	34.2%	20.2%	48.1%	18.8%	29.4%	99.0%
Working part time	1013	934	372	207	547	224	323	988
%V	9.6%	9.7%	10.2%	10.2%	9.9%	10.7%	9.4%	9.9%
%H		92.2%	36.7%	20.4%	54.0%	22.1%	31.9%	97.5%
Not working	3868	3612	1333	683	2264	803	1461	3447
%V	36.8%	37.3%	36.7%	33.7%	41.0%	38.5%	42.5%	34.4%
%H		93.4%	34.5%	17.7%	58.5%	20.8%	37.8%	89.1%
Houseperson	5346	4838	1662	927	2916	953	1962	4954
%V	50.8%	50.0%	45.8%	45.7%	52.8%	45.7%	57.0%	49.5%
%H		90.5%	31.1%	17.3%	54.5%	17.8%	36.7%	92.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5188	4734	1774	1010	2658	1014	1643	4973
%H		91.2%	34.2%	19.5%	51.2%	19.5%	31.7%	95.9%
16 - 19	278	271	108	67	136	61	76	278
%V	5.4%	5.7%	6.1%	6.6%	5.1%	6.0%	4.6%	5.6%
%H		97.5%	38.8%	24.1%	48.9%	21.9%	27.3%	100.0%
20 - 24	380	348	145	84	181	88	93	372
%V	7.3%	7.4%	8.2%	8.3%	6.8%	8.7%	5.7%	7.5%
%H		91.6%	38.2%	22.1%	47.6%	23.2%	24.5%	97.9%
25 - 34	1057	863	289	140	436	136	300	1043
%V	20.4%	18.2%	16.3%	13.9%	16.4%	13.4%	18.3%	21.0%
%H		81.6%	27.3%	13.2%	41.2%	12.9%	28.4%	98.7%
35 - 44	1045	918	329	197	448	145	303	1028
%V	20.1%	19.4%	18.5%	19.5%	16.9%	14.3%	18.4%	20.7%
%H		87.8%	31.5%	18.9%	42.9%	13.9%	29.0%	98.4%
45 - 54	883	837	345	203	457	192	265	866
%V	17.0%	17.7%	19.4%	20.1%	17.2%	18.9%	16.1%	17.4%
%H		94.8%	39.1%	23.0%	51.8%	21.7%	30.0%	98.1%
55 - 64	687	662	251	157	410	173	237	662
%V	13.2%	14.0%	14.1%	15.5%	15.4%	17.1%	14.4%	13.3%
%H		96.4%	36.5%	22.9%	59.7%	25.2%	34.5%	96.4%
65+	859	836	307	163	590	220	370	725
%V	16.6%	17.7%	17.3%	16.1%	22.2%	21.7%	22.5%	14.6%
%H		97.3%	35.7%	19.0%	68.7%	25.6%	43.1%	84.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5188	4734	1774	1010	2658	1014	1643	4973
%H		91.2%	34.2%	19.5%	51.2%	19.5%	31.7%	95.9%
AB	1706	1582	597	361	881	371	511	1692
%V	32.9%	33.4%	33.7%	35.7%	33.1%	36.6%	31.1%	34.0%
%H		92.7%	35.0%	21.2%	51.6%	21.7%	30.0%	99.2%
C1	1441	1320	496	312	744	294	450	1397
%V	27.8%	27.9%	28.0%	30.9%	28.0%	29.0%	27.4%	28.1%
%H		91.6%	34.4%	21.7%	51.6%	20.4%	31.2%	96.9%
C2	1011	929	341	201	505	199	306	972
%V	19.5%	19.6%	19.2%	19.9%	19.0%	19.6%	18.6%	19.5%
%H		91.9%	33.7%	19.9%	50.0%	19.7%	30.3%	96.1%
D	741	649	267	101	342	105	238	685
%V	14.3%	13.7%	15.1%	10.0%	12.9%	10.4%	14.5%	13.8%
%H		87.6%	36.0%	13.6%	46.2%	14.2%	32.1%	92.4%
E	289	254	73	36	185	46	139	228
%V	5.6%	5.4%	4.1%	3.6%	7.0%	4.5%	8.5%	4.6%
%H		87.9%	25.3%	12.5%	64.0%	15.9%	48.1%	78.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5188	4734	1774	1010	2658	1014	1643	4973
%H		91.2%	34.2%	19.5%	51.2%	19.5%	31.7%	95.9%
Working full time	3374	3052	1142	670	1603	626	977	3335
%V	65.0%	64.5%	64.4%	66.3%	60.3%	61.7%	59.5%	67.1%
%H		90.5%	33.8%	19.9%	47.5%	18.6%	29.0%	98.8%
Working part time	277	246	89	51	144	49	95	271
%V	5.3%	5.2%	5.0%	5.0%	5.4%	4.8%	5.8%	5.4%
%H		88.8%	32.1%	18.4%	52.0%	17.7%	34.3%	97.8%
Not working	1525	1424	538	287	903	336	566	1355
%V	29.4%	30.1%	30.3%	28.4%	34.0%	33.1%	34.4%	27.2%
%H		93.4%	35.3%	18.8%	59.2%	22.0%	37.1%	88.9%
Houseperson	1307	1097	304	193	676	167	509	1181
%V	25.2%	23.2%	17.1%	19.1%	25.4%	16.5%	31.0%	23.7%
%H		83.9%	23.3%	14.8%	51.7%	12.8%	38.9%	90.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5328	4943	1858	1017	2868	1071	1796	5041
%H		92.8%	34.9%	19.1%	53.8%	20.1%	33.7%	94.6%
16 - 19	263	245	105	61	119	59	60	261
%V	4.9%	5.0%	5.7%	6.0%	4.1%	5.5%	3.3%	5.2%
%H		93.2%	39.9%	23.2%	45.2%	22.4%	22.8%	99.2%
20 - 24	388	317	124	64	170	64	105	382
%V	7.3%	6.4%	6.7%	6.3%	5.9%	6.0%	5.8%	7.6%
%H		81.7%	32.0%	16.5%	43.8%	16.5%	27.1%	98.5%
25 - 34	1047	919	326	165	461	147	314	1034
%V	19.7%	18.6%	17.5%	16.2%	16.1%	13.7%	17.5%	20.5%
%H		87.8%	31.1%	15.8%	44.0%	14.0%	30.0%	98.8%
35 - 44	1034	948	370	213	461	166	295	1026
%V	19.4%	19.2%	19.9%	20.9%	16.1%	15.5%	16.4%	20.4%
%H		91.7%	35.8%	20.6%	44.6%	16.1%	28.5%	99.2%
45 - 54	878	835	348	202	459	207	251	866
%V	16.5%	16.9%	18.7%	19.9%	16.0%	19.3%	14.0%	17.2%
%H		95.1%	39.6%	23.0%	52.3%	23.6%	28.6%	98.6%
55 - 64	711	692	279	152	452	197	255	687
%V	13.3%	14.0%	15.0%	14.9%	15.8%	18.4%	14.2%	13.6%
%H		97.3%	39.2%	21.4%	63.6%	27.7%	35.9%	96.6%
65+	1007	987	306	161	746	231	516	786
%V	18.9%	20.0%	16.5%	15.8%	26.0%	21.6%	28.7%	15.6%
%H		98.0%	30.4%	16.0%	74.1%	22.9%	51.2%	78.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5328	4943	1858	1017	2868	1071	1796	5041
%H		92.8%	34.9%	19.1%	53.8%	20.1%	33.7%	94.6%
AB	1688	1588	607	371	907	380	527	1669
%V	31.7%	32.1%	32.7%	36.5%	31.6%	35.5%	29.3%	33.1%
%H		94.1%	36.0%	22.0%	53.7%	22.5%	31.2%	98.9%
C1	1630	1493	548	338	876	341	536	1560
%V	30.6%	30.2%	29.5%	33.2%	30.5%	31.8%	29.8%	30.9%
%H		91.6%	33.6%	20.7%	53.7%	20.9%	32.9%	95.7%
C2	859	802	327	163	440	182	258	822
%V	16.1%	16.2%	17.6%	16.0%	15.3%	17.0%	14.4%	16.3%
%H		93.4%	38.1%	19.0%	51.2%	21.2%	30.0%	95.7%
D	733	670	269	101	364	109	255	672
%V	13.8%	13.6%	14.5%	9.9%	12.7%	10.2%	14.2%	13.3%
%H		91.4%	36.7%	13.8%	49.7%	14.9%	34.8%	91.7%
E	418	389	108	44	281	60	221	317
%V	7.8%	7.9%	5.8%	4.3%	9.8%	5.6%	12.3%	6.3%
%H		93.1%	25.8%	10.5%	67.2%	14.4%	52.9%	75.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5328	4943	1858	1017	2868	1071	1796	5041
%H		92.8%	34.9%	19.1%	53.8%	20.1%	33.7%	94.6%
Working full time	2236	2055	776	461	1097	427	670	2219
%V	42.0%	41.6%	41.8%	45.3%	38.2%	39.9%	37.3%	44.0%
%H		91.9%	34.7%	20.6%	49.1%	19.1%	30.0%	99.2%
Working part time	737	687	283	156	403	175	228	718
%V	13.8%	13.9%	15.2%	15.3%	14.1%	16.3%	12.7%	14.2%
%H		93.2%	38.4%	21.2%	54.7%	23.7%	30.9%	97.4%
Not working	2343	2188	796	396	1362	467	895	2092
%V	44.0%	44.3%	42.8%	38.9%	47.5%	43.6%	49.8%	41.5%
%H		93.4%	34.0%	16.9%	58.1%	19.9%	38.2%	89.3%
Houseperson	4039	3741	1358	734	2240	787	1454	3772
%V	75.8%	75.7%	73.1%	72.2%	78.1%	73.5%	81.0%	74.8%
%H		92.6%	33.6%	18.2%	55.5%	19.5%	36.0%	93.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%V		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (All HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
%H (TV HH)								
AB	333	328	174	32	207	99	109	325
%V	28.9%	29.3%	34.5%	24.4%	30.4%	37.5%	26.1%	30.9%
%H (All HH)		98.5%	52.3%	9.6%	62.2%	29.7%	32.7%	97.6%
%H (TV HH)			53.0%	9.8%	63.1%	30.2%	33.2%	
C1	395	372	151	45	230	73	157	369
%V	34.3%	33.2%	29.9%	34.4%	33.7%	27.7%	37.6%	35.1%
%H (All HH)		94.2%	38.2%	11.4%	58.2%	18.5%	39.7%	93.4%
%H (TV HH)			40.6%	12.1%	61.8%	19.6%	42.2%	
C2	213	210	103	31	118	53	66	196
%V	18.5%	18.8%	20.4%	23.7%	17.3%	20.1%	15.8%	18.6%
%H (All HH)		98.6%	48.4%	14.6%	55.4%	24.9%	31.0%	92.0%
%H (TV HH)			49.0%	14.8%	56.2%	25.2%	31.4%	
D	126	126	44	17	73	26	46	103
%V	10.9%	11.3%	8.7%	13.0%	10.7%	9.8%	11.0%	9.8%
%H (All HH)		100.0%	34.9%	13.5%	57.9%	20.6%	36.5%	81.7%
%H (TV HH)			34.9%	13.5%	57.9%	20.6%	36.5%	
E	84	83	32	6	54	14	40	59
%V	7.3%	7.4%	6.3%	4.6%	7.9%	5.3%	9.6%	5.6%
%H (All HH)		98.8%	38.1%	7.1%	64.3%	16.7%	47.6%	70.2%
%H (TV HH)			38.6%	7.2%	65.1%	16.9%	48.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%V (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Under 25	38	31	10	4	12	0	12	38
%V	3.3%	2.8%	2.0%	3.1%	1.8%	0.0%	2.9%	3.6%
%H (All HH)		81.6%	26.3%	10.5%	31.6%	0.0%	31.6%	100.0%
%H (TV HH)			32.3%	12.9%	38.7%	0.0%	38.7%	
25 - 34	171	158	61	16	86	30	56	170
%V	14.9%	14.1%	12.1%	12.2%	12.6%	11.4%	13.4%	16.2%
%H (All HH)		92.4%	35.7%	9.4%	50.3%	17.5%	32.7%	99.4%
%H (TV HH)			38.6%	10.1%	54.4%	19.0%	35.4%	
35 - 44	174	174	84	18	81	35	46	174
%V	15.1%	15.5%	16.6%	13.7%	11.9%	13.3%	11.0%	16.6%
%H (All HH)		100.0%	48.3%	10.3%	46.6%	20.1%	26.4%	100.0%
%H (TV HH)			48.3%	10.3%	46.6%	20.1%	26.4%	
45 - 54	207	201	123	27	103	55	48	204
%V	18.0%	18.0%	24.4%	20.6%	15.1%	20.8%	11.5%	19.4%
%H (All HH)		97.1%	59.4%	13.0%	49.8%	26.6%	23.2%	98.6%
%H (TV HH)			61.2%	13.4%	51.2%	27.4%	23.9%	
55 - 64	196	192	94	26	123	58	65	182
%V	17.0%	17.2%	18.6%	19.8%	18.0%	22.0%	15.6%	17.3%
%H (All HH)		98.0%	48.0%	13.3%	62.8%	29.6%	33.2%	92.9%
%H (TV HH)			49.0%	13.5%	64.1%	30.2%	33.9%	
65 +	364	363	133	40	276	86	191	282
%V	31.6%	32.4%	26.3%	30.5%	40.5%	32.6%	45.7%	26.8%
%H (All HH)		99.7%	36.5%	11.0%	75.8%	23.6%	52.5%	77.5%
%H (TV HH)			36.6%	11.0%	76.0%	23.7%	52.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%H (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
1	362	349	112	41	239	55	184	280
%V	31.5%	31.2%	22.2%	31.3%	35.0%	20.8%	44.0%	26.6%
%H (All HH)		96.4%	30.9%	11.3%	66.0%	15.2%	50.8%	77.3%
%H (TV HH)			32.1%	11.7%	68.5%	15.8%	52.7%	
2	377	365	178	32	221	90	132	361
%V	32.8%	32.6%	35.2%	24.4%	32.4%	34.1%	31.6%	34.3%
%H (All HH)		96.8%	47.2%	8.5%	58.6%	23.9%	35.0%	95.8%
%H (TV HH)			48.8%	8.8%	60.5%	24.7%	36.2%	
3	178	174	82	19	109	54	55	177
%V	15.5%	15.5%	16.2%	14.5%	16.0%	20.5%	13.2%	16.8%
%H (All HH)		97.8%	46.1%	10.7%	61.2%	30.3%	30.9%	99.4%
%H (TV HH)			47.1%	10.9%	62.6%	31.0%	31.6%	
4	177	174	93	29	86	46	40	176
%V	15.4%	15.5%	18.4%	22.1%	12.6%	17.4%	9.6%	16.7%
%H (All HH)		98.3%	52.5%	16.4%	48.6%	26.0%	22.6%	99.4%
%H (TV HH)			53.4%	16.7%	49.4%	26.4%	23.0%	
5+	58	58	39	9	27	20	7	58
%V	5.0%	5.2%	7.7%	6.9%	4.0%	7.6%	1.7%	5.5%
%H (All HH)		100.0%	67.2%	15.5%	46.6%	34.5%	12.1%	100.0%
%H (TV HH)			67.2%	15.5%	46.6%	34.5%	12.1%	
Average HH size	2.31	2.32	2.56	2.50	2.20	2.59	1.95	2.42

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%H (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Without	840	812	352	87	519	181	338	742
%V	73.0%	72.6%	69.7%	66.4%	76.1%	68.6%	80.9%	70.6%
%H (All HH)		96.7%	41.9%	10.4%	61.8%	21.5%	40.2%	88.3%
%H (TV HH)			43.3%	10.7%	63.9%	22.3%	41.6%	
With	310	307	153	44	163	83	80	309
%V	26.9%	27.4%	30.3%	33.6%	23.9%	31.4%	19.1%	29.4%
%H (All HH)		99.0%	49.4%	14.2%	52.6%	26.8%	25.8%	99.7%
%H (TV HH)			49.8%	14.3%	53.1%	27.0%	26.1%	
0 - 3	112	112	51	14	66	31	36	112
%V	9.7%	10.0%	10.1%	10.7%	9.7%	11.7%	8.6%	10.7%
%H (All HH)		100.0%	45.5%	12.5%	58.9%	27.7%	32.1%	100.0%
%H (TV HH)			45.5%	12.5%	58.9%	27.7%	32.1%	
4 - 9	155	152	79	16	79	37	42	154
%V	13.5%	13.6%	15.6%	12.2%	11.6%	14.0%	10.0%	14.7%
%H (All HH)		98.1%	51.0%	10.3%	51.0%	23.9%	27.1%	99.4%
%H (TV HH)			52.0%	10.5%	52.0%	24.3%	27.6%	
10 - 15	144	143	81	28	72	46	27	144
%V	12.5%	12.8%	16.0%	21.4%	10.6%	17.4%	6.5%	13.7%
%H (All HH)		99.3%	56.3%	19.4%	50.0%	31.9%	18.8%	100.0%
%H (TV HH)			56.6%	19.6%	50.3%	32.2%	18.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%H (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
1	462	462	147	41	277	54	223	398
%V	40.1%	41.3%	29.1%	31.3%	40.6%	20.5%	53.3%	37.9%
%H (All HH)		100.0%	31.8%	8.9%	60.0%	11.7%	48.3%	86.1%
%H (TV HH)			31.8%	8.9%	60.0%	11.7%	48.3%	
2	356	356	172	48	217	89	128	327
%V	30.9%	31.8%	34.1%	36.6%	31.8%	33.7%	30.6%	31.1%
%H (All HH)		100.0%	48.3%	13.5%	61.0%	25.0%	36.0%	91.9%
%H (TV HH)			48.3%	13.5%	61.0%	25.0%	36.0%	
3	181	181	102	26	108	59	49	177
%V	15.7%	16.2%	20.2%	19.8%	15.8%	22.3%	11.7%	16.8%
%H (All HH)		100.0%	56.4%	14.4%	59.7%	32.6%	27.1%	97.8%
%H (TV HH)			56.4%	14.4%	59.7%	32.6%	27.1%	
4	79	79	55	10	51	37	14	79
%V	6.9%	7.1%	10.9%	7.6%	7.5%	14.0%	3.3%	7.5%
%H (All HH)		100.0%	69.6%	12.7%	64.6%	46.8%	17.7%	100.0%
%H (TV HH)			69.6%	12.7%	64.6%	46.8%	17.7%	
5+	41	41	30	6	29	24	5	41
%V	3.6%	3.7%	5.9%	4.6%	4.3%	9.1%	1.2%	3.9%
%H (All HH)		100.0%	73.2%	14.6%	70.7%	58.5%	12.2%	100.0%
%H (TV HH)			73.2%	14.6%	70.7%	58.5%	12.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%V (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Under 20"	103	103	48	12	76	35	40	95
%V	8.9%	9.2%	9.5%	9.2%	11.1%	13.3%	9.6%	9.0%
%H (All HH)		100.0%	46.6%	11.7%	73.8%	34.0%	38.8%	92.2%
%H (TV HH)			46.6%	11.7%	73.8%	34.0%	38.8%	
20" - 29"	335	335	157	38	236	105	131	302
%V	29.1%	29.9%	31.1%	29.0%	34.6%	39.8%	31.3%	28.7%
%H (All HH)		100.0%	46.9%	11.3%	70.4%	31.3%	39.1%	90.1%
%H (TV HH)			46.9%	11.3%	70.4%	31.3%	39.1%	
30" - 39"	523	523	267	57	328	145	183	478
%V	45.4%	46.7%	52.9%	43.5%	48.1%	54.9%	43.8%	45.5%
%H (All HH)		100.0%	51.1%	10.9%	62.7%	27.7%	35.0%	91.4%
%H (TV HH)			51.1%	10.9%	62.7%	27.7%	35.0%	
40" - 49"	550	550	267	76	327	150	177	521
%V	47.8%	49.2%	52.9%	58.0%	47.9%	56.8%	42.3%	49.6%
%H (All HH)		100.0%	48.5%	13.8%	59.5%	27.3%	32.2%	94.7%
%H (TV HH)			48.5%	13.8%	59.5%	27.3%	32.2%	
50" - 59"	235	235	145	27	121	73	48	231
%V	20.4%	21.0%	28.7%	20.6%	17.7%	27.7%	11.5%	22.0%
%H (All HH)		100.0%	61.7%	11.5%	51.5%	31.1%	20.4%	98.3%
%H (TV HH)			61.7%	11.5%	51.5%	31.1%	20.4%	
60"+	63	63	40	9	30	17	13	62
%V	5.5%	5.6%	7.9%	6.9%	4.4%	6.4%	3.1%	5.9%
%H (All HH)		100.0%	63.5%	14.3%	47.6%	27.0%	20.6%	98.4%
%H (TV HH)			63.5%	14.3%	47.6%	27.0%	20.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%V (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Main living room	1106	1106	501	131	673	261	412	1010
%V	96.1%	98.8%	99.2%	100.0%	98.7%	98.9%	98.6%	96.1%
%H (All HH)		100.0%	45.3%	11.8%	60.8%	23.6%	37.3%	91.3%
%H (TV HH)			45.3%	11.8%	60.8%	23.6%	37.3%	
Kitchen	121	121	69	15	95	59	36	118
%V	10.5%	10.8%	13.7%	11.5%	13.9%	22.3%	8.6%	11.2%
%H (All HH)		100.0%	57.0%	12.4%	78.5%	48.8%	29.8%	97.5%
%H (TV HH)			57.0%	12.4%	78.5%	48.8%	29.8%	
Adult's bedroom	504	504	287	73	303	169	133	476
%V	43.8%	45.0%	56.8%	55.7%	44.4%	64.0%	31.8%	45.3%
%H (All HH)		100.0%	56.9%	14.5%	60.1%	33.5%	26.4%	94.4%
%H (TV HH)			56.9%	14.5%	60.1%	33.5%	26.4%	
Child's bedroom	81	81	50	14	40	28	13	81
%V	7.0%	7.2%	9.9%	10.7%	5.9%	10.6%	3.1%	7.7%
%H (All HH)		100.0%	61.7%	17.3%	49.4%	34.6%	16.0%	100.0%
%H (TV HH)			61.7%	17.3%	49.4%	34.6%	16.0%	
Other bedroom	97	97	58	11	68	39	30	92
%V	8.4%	8.7%	11.5%	8.4%	10.0%	14.8%	7.2%	8.8%
%H (All HH)		100.0%	59.8%	11.3%	70.1%	40.2%	30.9%	94.8%
%H (TV HH)			59.8%	11.3%	70.1%	40.2%	30.9%	
Second living/dining room	99	99	58	12	63	36	27	96
%V	8.6%	8.8%	11.5%	9.2%	9.2%	13.6%	6.5%	9.1%
%H (All HH)		100.0%	58.6%	12.1%	63.6%	36.4%	27.3%	97.0%
%H (TV HH)			58.6%	12.1%	63.6%	36.4%	27.3%	
Study/office	18	18	10	1	14	7	7	18
%V	1.6%	1.6%	2.0%	0.8%	2.1%	2.7%	1.7%	1.7%
%H (All HH)		100.0%	55.6%	5.6%	77.8%	38.9%	38.9%	100.0%
%H (TV HH)			55.6%	5.6%	77.8%	38.9%	38.9%	
TV room	21	21	14	1	13	7	6	21
%V	1.8%	1.9%	2.8%	0.8%	1.9%	2.7%	1.4%	2.0%
%H (All HH)		100.0%	66.7%	4.8%	61.9%	33.3%	28.6%	100.0%
%H (TV HH)			66.7%	4.8%	61.9%	33.3%	28.6%	
Conservatory	24	24	16	2	15	9	6	24
%V	2.1%	2.1%	3.2%	1.5%	2.2%	3.4%	1.4%	2.3%
%H (All HH)		100.0%	66.7%	8.3%	62.5%	37.5%	25.0%	100.0%
%H (TV HH)			66.7%	8.3%	62.5%	37.5%	25.0%	
Attic or loft room	2	2	1	1	0	0	0	2
%V	0.2%	0.2%	0.2%	0.8%	0.0%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	0.0%	0.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	25	25	14	3	18	9	8	25
%V	2.2%	2.2%	2.8%	2.3%	2.6%	3.4%	1.9%	2.4%
%H (All HH)		100.0%	56.0%	12.0%	72.0%	36.0%	32.0%	100.0%
%H (TV HH)			56.0%	12.0%	72.0%	36.0%	32.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%H (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Any DSAT provider	505	505	505	5	214	214	0	478
%V	43.9%	45.1%	100.0%	3.8%	31.4%	81.1%	0.0%	45.5%
%H (All HH)			100.0%	1.0%	42.4%	42.4%	0.0%	94.7%
%H (TV HH)			100.0%	1.0%	42.4%	42.4%	0.0%	
Sky with subscription	391	391	391	5	156	156	0	373
%V	34.0%	34.9%	77.4%	3.8%	22.9%	59.1%	0.0%	35.5%
%H (All HH)			100.0%	1.3%	39.9%	39.9%	0.0%	95.4%
%H (TV HH)			100.0%	1.3%	39.9%	39.9%	0.0%	
Sky without subscription	16	16	16	0	8	8	0	16
%V	1.4%	1.4%	3.2%	0.0%	1.2%	3.0%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	102	102	102	0	54	54	0	95
%V	8.9%	9.1%	20.2%	0.0%	7.9%	20.5%	0.0%	9.0%
%H (All HH)			100.0%	0.0%	52.9%	52.9%	0.0%	93.1%
%H (TV HH)			100.0%	0.0%	52.9%	52.9%	0.0%	
Other satellite provider	19	19	19	0	11	11	0	15
%V	1.7%	1.7%	3.8%	0.0%	1.6%	4.2%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	57.9%	57.9%	0.0%	78.9%
%H (TV HH)			100.0%	0.0%	57.9%	57.9%	0.0%	
DCAB	131	131	5	131	50	50	0	127
%V	11.4%	11.7%	1.0%	100.0%	7.3%	18.9%	0.0%	12.1%
%H (All HH)			3.8%	100.0%	38.2%	38.2%	0.0%	96.9%
%H (TV HH)			3.8%	100.0%	38.2%	38.2%	0.0%	
DTT	682	682	214	50	682	264	418	606
%V	59.3%	60.9%	42.4%	38.2%	100.0%	100.0%	100.0%	57.7%
%H (All HH)		100.0%	31.4%	7.3%	100.0%	38.7%	61.3%	88.9%
%H (TV HH)			31.4%	7.3%	100.0%	38.7%	61.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%H (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
PVR	735	735	460	126	392	239	153	696
%V	63.9%	65.7%	91.1%	96.2%	57.5%	90.5%	36.6%	66.2%
%H (All HH)		100.0%	62.6%	17.1%	53.3%	32.5%	20.8%	94.7%
%H (TV HH)			62.6%	17.1%	53.3%	32.5%	20.8%	
DVDR	20	20	7	0	18	5	13	19
%V	1.7%	1.8%	1.4%	0.0%	2.6%	1.9%	3.1%	1.8%
%H (All HH)		100.0%	35.0%	0.0%	90.0%	25.0%	65.0%	95.0%
%H (TV HH)			35.0%	0.0%	90.0%	25.0%	65.0%	
VCR	11	11	5	1	8	3	5	9
%V	1.0%	1.0%	1.0%	0.8%	1.2%	1.1%	1.2%	0.9%
%H (All HH)		100.0%	45.5%	9.1%	72.7%	27.3%	45.5%	81.8%
%H (TV HH)			45.5%	9.1%	72.7%	27.3%	45.5%	
Any recorder	744	744	460	126	401	239	162	703
%V	64.6%	66.5%	91.1%	96.2%	58.8%	90.5%	38.8%	66.9%
%H (All HH)		100.0%	61.8%	16.9%	53.9%	32.1%	21.8%	94.5%
%H (TV HH)			61.8%	16.9%	53.9%	32.1%	21.8%	
Receives HDTV (via STB or built-in reception)	883	883	457	122	551	245	306	836
%V	76.7%	78.9%	90.5%	93.1%	80.8%	92.8%	73.2%	79.5%
%H (All HH)		100.0%	51.8%	13.8%	62.4%	27.7%	34.7%	94.7%
%H (TV HH)			51.8%	13.8%	62.4%	27.7%	34.7%	
DVD/Blu-ray player or recorder	769	769	360	99	492	212	280	714
%V	66.8%	68.7%	71.3%	75.6%	72.1%	80.3%	67.0%	67.9%
%H (All HH)		100.0%	46.8%	12.9%	64.0%	27.6%	36.4%	92.8%
%H (TV HH)			46.8%	12.9%	64.0%	27.6%	36.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1151	1119	505	131	682	264	418	1051
%V (All HH)		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%
%H (TV HH)			45.1%	11.7%	60.9%	23.6%	37.4%	
Has broadband internet	1051	1021	478	127	606	253	353	1051
%V	91.3%	91.2%	94.7%	96.9%	88.9%	95.8%	84.4%	100.0%
%H (All HH)		97.1%	45.5%	12.1%	57.7%	24.1%	33.6%	100.0%
%H (TV HH)			46.8%	12.4%	59.4%	24.8%	34.6%	
Number of computers (PCs and laptops)								
0	146	144	48	9	107	25	82	56
%V	12.7%	12.9%	9.5%	6.9%	15.7%	9.5%	19.6%	5.3%
%H (All HH)		98.6%	32.9%	6.2%	73.3%	17.1%	56.2%	38.4%
%H (TV HH)			33.3%	6.3%	74.3%	17.4%	56.9%	
1	284	269	103	24	168	49	119	276
%V	24.7%	24.0%	20.4%	18.3%	24.6%	18.6%	28.5%	26.3%
%H (All HH)		94.7%	36.3%	8.5%	59.2%	17.3%	41.9%	97.2%
%H (TV HH)			38.3%	8.9%	62.5%	18.2%	44.2%	
2	289	279	126	37	173	74	98	288
%V	25.1%	24.9%	25.0%	28.2%	25.4%	28.0%	23.4%	27.4%
%H (All HH)		96.5%	43.6%	12.8%	59.9%	25.6%	33.9%	99.7%
%H (TV HH)			45.2%	13.3%	62.0%	26.5%	35.1%	
3	177	175	88	24	109	48	61	177
%V	15.4%	15.6%	17.4%	18.3%	16.0%	18.2%	14.6%	16.8%
%H (All HH)		98.9%	49.7%	13.6%	61.6%	27.1%	34.5%	100.0%
%H (TV HH)			50.3%	13.7%	62.3%	27.4%	34.9%	
4	134	133	65	27	73	41	33	134
%V	11.6%	11.9%	12.9%	20.6%	10.7%	15.5%	7.9%	12.7%
%H (All HH)		99.3%	48.5%	20.1%	54.5%	30.6%	24.6%	100.0%
%H (TV HH)			48.9%	20.3%	54.9%	30.8%	24.8%	
5+	120	119	74	11	51	27	24	120
%V	10.4%	10.6%	14.7%	8.4%	7.5%	10.2%	5.7%	11.4%
%H (All HH)		99.2%	61.7%	9.2%	42.5%	22.5%	20.0%	100.0%
%H (TV HH)			62.2%	9.2%	42.9%	22.7%	20.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2247	1175	285	1391	686	705	2112
%H		52.3%	12.7%	61.9%	30.5%	31.4%	94.0%
Under 20"	126	59	17	93	46	47	117
%V	5.6%	5.0%	6.0%	6.7%	6.7%	6.7%	5.5%
%H		46.8%	13.5%	73.8%	36.5%	37.3%	92.9%
20" - 29"	400	188	46	292	136	156	366
%V	17.8%	16.0%	16.1%	21.0%	19.8%	22.1%	17.3%
%H		47.0%	11.5%	73.0%	34.0%	39.0%	91.5%
30" - 39"	648	335	83	394	185	210	600
%V	28.8%	28.5%	29.1%	28.3%	27.0%	29.8%	28.4%
%H		51.7%	12.8%	60.8%	28.5%	32.4%	92.6%
40" - 49"	687	365	89	412	207	205	655
%V	30.6%	31.1%	31.2%	29.6%	30.2%	29.1%	31.0%
%H		53.1%	13.0%	60.0%	30.1%	29.8%	95.3%
50" - 59"	261	164	31	135	84	51	257
%V	11.6%	14.0%	10.9%	9.7%	12.2%	7.2%	12.2%
%H		62.8%	11.9%	51.7%	32.2%	19.5%	98.5%
60"+	68	43	11	30	17	13	67
%V	3.0%	3.7%	3.9%	2.2%	2.5%	1.8%	3.2%
%H		63.2%	16.2%	44.1%	25.0%	19.1%	98.5%
Don't know	57	20	9	35	11	24	51
%V	2.5%	1.7%	3.2%	2.5%	1.6%	3.4%	2.4%
%H		35.1%	15.8%	61.4%	19.3%	42.1%	89.5%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2247	1175	285	1391	686	705	2112
%H		52.3%	12.7%	61.9%	30.5%	31.4%	94.0%
Main living room	1112	503	131	678	263	415	1016
%V	49.5%	42.8%	46.0%	48.7%	38.3%	58.9%	48.1%
%H		45.2%	11.8%	61.0%	23.7%	37.3%	91.4%
Kitchen	121	69	15	95	59	36	118
%V	5.4%	5.9%	5.3%	6.8%	8.6%	5.1%	5.6%
%H		57.0%	12.4%	78.5%	48.8%	29.8%	97.5%
Adult's bedroom	593	344	88	355	205	150	566
%V	26.4%	29.3%	30.9%	25.5%	29.9%	21.3%	26.8%
%H		58.0%	14.8%	59.9%	34.6%	25.3%	95.4%
Child's bedroom	109	68	19	56	40	16	109
%V	4.9%	5.8%	6.7%	4.0%	5.8%	2.3%	5.2%
%H		62.4%	17.4%	51.4%	36.7%	14.7%	100.0%
Other bedroom	114	73	11	78	46	31	109
%V	5.1%	6.2%	3.9%	5.6%	6.7%	4.4%	5.2%
%H		64.0%	9.6%	68.4%	40.4%	27.2%	95.6%
Second living/dining room	101	59	12	64	36	28	98
%V	4.5%	5.0%	4.2%	4.6%	5.2%	4.0%	4.6%
%H		58.4%	11.9%	63.4%	35.6%	27.7%	97.0%
Study/office	19	11	1	15	8	7	19
%V	0.8%	0.9%	0.4%	1.1%	1.2%	1.0%	0.9%
%H		57.9%	5.3%	78.9%	42.1%	36.8%	100.0%
TV room	21	14	1	13	7	6	21
%V	0.9%	1.2%	0.4%	0.9%	1.0%	0.9%	1.0%
%H		66.7%	4.8%	61.9%	33.3%	28.6%	100.0%
Conservatory	24	16	2	15	9	6	24
%V	1.1%	1.4%	0.7%	1.1%	1.3%	0.9%	1.1%
%H		66.7%	8.3%	62.5%	37.5%	25.0%	100.0%
Attic or loft room	2	1	1	0	0	0	2
%V	0.1%	0.1%	0.4%	0.0%	0.0%	0.0%	0.1%
%H		50.0%	50.0%	0.0%	0.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	30	17	3	23	13	11	30
%V	1.3%	1.4%	1.1%	1.7%	1.9%	1.6%	1.4%
%H		56.7%	10.0%	76.7%	43.3%	36.7%	100.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2247	1175	285	1391	686	705	2112
%H		52.3%	12.7%	61.9%	30.5%	31.4%	94.0%
PVR	1104	749	186	527	350	177	1057
%V	49.1%	63.7%	65.3%	37.9%	51.0%	25.1%	50.0%
%H		67.8%	16.8%	47.7%	31.7%	16.0%	95.7%
DVDR	20	7	0	18	5	13	19
%V	0.9%	0.6%	0.0%	1.3%	0.7%	1.8%	0.9%
%H		35.0%	0.0%	90.0%	25.0%	65.0%	95.0%
VCR	11	5	1	8	3	5	9
%V	0.5%	0.4%	0.4%	0.6%	0.4%	0.7%	0.4%
%H		45.5%	9.1%	72.7%	27.3%	45.5%	81.8%
Any recorder	1115	751	186	538	351	186	1068
%V	49.6%	63.9%	65.3%	38.7%	51.2%	26.4%	50.6%
%H		67.4%	16.7%	48.3%	31.5%	16.7%	95.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2247	1175	285	1391	686	705	2112
%H		52.3%	12.7%	61.9%	30.5%	31.4%	94.0%
Receives HDTV (via STB or built-in reception)	1459	848	196	897	476	421	1399
%V	64.9%	72.2%	68.8%	64.5%	69.4%	59.7%	66.2%
%H		58.1%	13.4%	61.5%	32.6%	28.9%	95.9%
DVD/Blu-ray player or recorder	1105	560	154	707	347	359	1037
%V	49.2%	47.7%	54.0%	50.8%	50.6%	50.9%	49.1%
%H		50.7%	13.9%	64.0%	31.4%	32.5%	93.8%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1119	505	131	682	264	418	1021
%H		45.1%	11.7%	60.9%	23.6%	37.4%	91.2%
Under 20"	4	1	0	4	0	3	4
%V	0.4%	0.2%	0.0%	0.6%	0.0%	0.7%	0.4%
%H		25.0%	0.0%	100.0%	0.0%	75.0%	100.0%
20" - 29"	82	20	7	60	11	49	65
%V	7.3%	4.0%	5.3%	8.8%	4.2%	11.7%	6.4%
%H		24.4%	8.5%	73.2%	13.4%	59.8%	79.3%
30" - 39"	271	110	22	180	52	128	229
%V	24.2%	21.8%	16.8%	26.4%	19.7%	30.6%	22.4%
%H		40.6%	8.1%	66.4%	19.2%	47.2%	84.5%
40" - 49"	452	197	63	273	109	165	424
%V	40.4%	39.0%	48.1%	40.0%	41.3%	39.5%	41.5%
%H		43.6%	13.9%	60.4%	24.1%	36.5%	93.8%
50" - 59"	208	127	22	109	66	42	205
%V	18.6%	25.1%	16.8%	16.0%	25.0%	10.0%	20.1%
%H		61.1%	10.6%	52.4%	31.7%	20.2%	98.6%
60"+	60	38	8	30	17	13	59
%V	5.4%	7.5%	6.1%	4.4%	6.4%	3.1%	5.8%
%H		63.3%	13.3%	50.0%	28.3%	21.7%	98.3%
Don't know	42	12	8	26	8	18	36
%V	3.8%	2.4%	6.1%	3.8%	3.0%	4.3%	3.5%
%H		28.6%	19.0%	61.9%	19.0%	42.9%	85.7%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1119	505	131	682	264	418	1021
%H		45.1%	11.7%	60.9%	23.6%	37.4%	91.2%
PVR	728	458	124	387	237	150	688
%V	65.1%	90.7%	94.7%	56.7%	89.8%	35.9%	67.4%
%H		62.9%	17.0%	53.2%	32.6%	20.6%	94.5%
DVDR	18	5	0	16	3	13	17
%V	1.6%	1.0%	0.0%	2.3%	1.1%	3.1%	1.7%
%H		27.8%	0.0%	88.9%	16.7%	72.2%	94.4%
VCR	7	4	1	5	3	2	6
%V	0.6%	0.8%	0.8%	0.7%	1.1%	0.5%	0.6%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	85.7%
Any recorder	735	458	124	394	237	157	695
%V	65.7%	90.7%	94.7%	57.8%	89.8%	37.6%	68.1%
%H		62.3%	16.9%	53.6%	32.2%	21.4%	94.6%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1119	505	131	682	264	418	1021
%H		45.1%	11.7%	60.9%	23.6%	37.4%	91.2%
Receives HDTV (via STB or built-in reception)	872	454	121	544	244	300	828
%V	77.9%	89.9%	92.4%	79.8%	92.4%	71.8%	81.1%
%H		52.1%	13.9%	62.4%	28.0%	34.4%	95.0%
DVD/Blu-ray player or recorder	688	308	86	453	186	266	634
%V	61.5%	61.0%	65.6%	66.4%	70.5%	63.6%	62.1%
%H		44.8%	12.5%	65.8%	27.0%	38.7%	92.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1128	670	154	709	422	287	1091
%H		59.4%	13.7%	62.9%	37.4%	25.4%	96.7%
Under 20"	122	58	17	90	45	44	113
%V	10.8%	8.7%	11.0%	12.7%	10.7%	15.3%	10.4%
%H		47.5%	13.9%	73.8%	36.9%	36.1%	92.6%
20" - 29"	318	169	38	232	125	107	301
%V	28.2%	25.2%	24.7%	32.7%	29.6%	37.3%	27.6%
%H		53.1%	11.9%	73.0%	39.3%	33.6%	94.7%
30" - 39"	378	225	61	214	133	82	371
%V	33.5%	33.6%	39.6%	30.2%	31.5%	28.6%	34.0%
%H		59.5%	16.1%	56.6%	35.2%	21.7%	98.1%
40" - 49"	236	169	26	138	98	40	232
%V	20.9%	25.2%	16.9%	19.5%	23.2%	13.9%	21.3%
%H		71.6%	11.0%	58.5%	41.5%	16.9%	98.3%
50" - 59"	53	37	9	26	18	8	52
%V	4.7%	5.5%	5.8%	3.7%	4.3%	2.8%	4.8%
%H		69.8%	17.0%	49.1%	34.0%	15.1%	98.1%
60"+	8	6	3	0	0	0	8
%V	0.7%	0.9%	1.9%	0.0%	0.0%	0.0%	0.7%
%H		75.0%	37.5%	0.0%	0.0%	0.0%	100.0%
Don't know	15	7	1	8	3	6	15
%V	1.3%	1.0%	0.6%	1.1%	0.7%	2.1%	1.4%
%H		46.7%	6.7%	53.3%	20.0%	40.0%	100.0%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 2.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1128	670	154	709	422	287	1091
%H		59.4%	13.7%	62.9%	37.4%	25.4%	96.7%
PVR	375	291	61	140	113	27	369
%V	33.2%	43.4%	39.6%	19.7%	26.8%	9.4%	33.8%
%H		77.6%	16.3%	37.3%	30.1%	7.2%	98.4%
DVDR	2	2	0	2	2	0	2
%V	0.2%	0.3%	0.0%	0.3%	0.5%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	3	1	0	3	1	3	3
%V	0.3%	0.1%	0.0%	0.4%	0.2%	1.0%	0.3%
%H		33.3%	0.0%	100.0%	33.3%	100.0%	100.0%
Any recorder	380	293	61	144	114	30	373
%V	33.7%	43.7%	39.6%	20.3%	27.0%	10.5%	34.2%
%H		77.1%	16.1%	37.9%	30.0%	7.9%	98.2%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1128	670	154	709	422	287	1091
%H		59.4%	13.7%	62.9%	37.4%	25.4%	96.7%
Receives HDTV (via STB or built-in reception)	587	394	76	353	232	122	571
%V	52.0%	58.8%	49.4%	49.8%	55.0%	42.5%	52.3%
%H		67.1%	12.9%	60.1%	39.5%	20.8%	97.3%
DVD/Blu-ray player or recorder	416	252	68	254	161	93	403
%V	36.9%	37.6%	44.2%	35.8%	38.2%	32.4%	36.9%
%H		60.6%	16.3%	61.1%	38.7%	22.4%	96.9%

Base: BBC South East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2660	2599	1294	327	1499	684	815	2540
%H		97.7%	48.6%	12.3%	56.4%	25.7%	30.6%	95.5%
Total Children	517	512	269	74	273	141	132	515
%V	19.4%	19.7%	20.8%	22.6%	18.2%	20.6%	16.2%	20.3%
%H		99.0%	52.0%	14.3%	52.8%	27.3%	25.5%	99.6%
0 - 3	125	125	56	15	75	33	42	125
%V	4.7%	4.8%	4.3%	4.6%	5.0%	4.8%	5.2%	4.9%
%H		100.0%	44.8%	12.0%	60.0%	26.4%	33.6%	100.0%
4 - 15	393	388	213	59	198	108	89	391
%V	14.8%	14.9%	16.5%	18.0%	13.2%	15.8%	10.9%	15.4%
%H		98.7%	54.2%	15.0%	50.4%	27.5%	22.6%	99.5%
4 - 9	200	196	106	20	99	49	49	198
%V	7.5%	7.5%	8.2%	6.1%	6.6%	7.2%	6.0%	7.8%
%H		98.0%	53.0%	10.0%	49.5%	24.5%	24.5%	99.0%
10 - 15	193	192	107	40	99	59	40	193
%V	7.3%	7.4%	8.3%	12.2%	6.6%	8.6%	4.9%	7.6%
%H		99.5%	55.4%	20.7%	51.3%	30.6%	20.7%	100.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2660	2599	1294	327	1499	684	815	2540
%H		97.7%	48.6%	12.3%	56.4%	25.7%	30.6%	95.5%
Total Adults (16+)	2143	2086	1025	253	1227	543	684	2024
%V	80.6%	80.3%	79.2%	77.4%	81.9%	79.4%	83.9%	79.7%
%H		97.3%	47.8%	11.8%	57.3%	25.3%	31.9%	94.4%
16 - 19	112	111	67	19	49	33	16	112
%V	4.2%	4.3%	5.2%	5.8%	3.3%	4.8%	2.0%	4.4%
%H		99.1%	59.8%	17.0%	43.8%	29.5%	14.3%	100.0%
20 - 24	143	128	67	16	55	28	27	142
%V	5.4%	4.9%	5.2%	4.9%	3.7%	4.1%	3.3%	5.6%
%H		89.5%	46.9%	11.2%	38.5%	19.6%	18.9%	99.3%
35 - 44	351	330	143	31	185	69	117	350
%V	13.2%	12.7%	11.1%	9.5%	12.3%	10.1%	14.4%	13.8%
%H		94.0%	40.7%	8.8%	52.7%	19.7%	33.3%	99.7%
35 - 44	315	313	157	44	145	69	76	314
%V	11.8%	12.0%	12.1%	13.5%	9.7%	10.1%	9.3%	12.4%
%H		99.4%	49.8%	14.0%	46.0%	21.9%	24.1%	99.7%
45 - 54	351	341	202	52	176	99	77	346
%V	13.2%	13.1%	15.6%	15.9%	11.7%	14.5%	9.4%	13.6%
%H		97.2%	57.5%	14.8%	50.1%	28.2%	21.9%	98.6%
55 - 64	340	335	179	36	223	110	113	324
%V	12.8%	12.9%	13.8%	11.0%	14.9%	16.1%	13.9%	12.8%
%H		98.5%	52.6%	10.6%	65.6%	32.4%	33.2%	95.3%
65+	530	528	211	56	394	136	258	435
%V	19.9%	20.3%	16.3%	17.1%	26.3%	19.9%	31.7%	17.1%
%H		99.6%	39.8%	10.6%	74.3%	25.7%	48.7%	82.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2143	2086	1025	253	1227	543	684	2024
%H		97.3%	47.8%	11.8%	57.3%	25.3%	31.9%	94.4%
AB	656	647	352	68	413	214	199	646
%V	30.6%	31.0%	34.3%	26.9%	33.7%	39.4%	29.1%	31.9%
%H		98.6%	53.7%	10.4%	63.0%	32.6%	30.3%	98.5%
C1	734	699	302	100	394	137	257	703
%V	34.3%	33.5%	29.5%	39.5%	32.1%	25.2%	37.6%	34.7%
%H		95.2%	41.1%	13.6%	53.7%	18.7%	35.0%	95.8%
C2	428	418	225	56	239	122	118	405
%V	20.0%	20.0%	22.0%	22.1%	19.5%	22.5%	17.3%	20.0%
%H		97.7%	52.6%	13.1%	55.8%	28.5%	27.6%	94.6%
D	210	210	93	21	107	45	62	184
%V	9.8%	10.1%	9.1%	8.3%	8.7%	8.3%	9.1%	9.1%
%H		100.0%	44.3%	10.0%	51.0%	21.4%	29.5%	87.6%
E	114	113	53	8	72	24	48	87
%V	5.3%	5.4%	5.2%	3.2%	5.9%	4.4%	7.0%	4.3%
%H		99.1%	46.5%	7.0%	63.2%	21.1%	42.1%	76.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2143	2086	1025	253	1227	543	684	2024
%H		97.3%	47.8%	11.8%	57.3%	25.3%	31.9%	94.4%
Working full time	1046	1018	527	126	548	249	299	1034
%V	48.8%	48.8%	51.4%	49.8%	44.7%	45.9%	43.7%	51.1%
%H		97.3%	50.4%	12.0%	52.4%	23.8%	28.6%	98.9%
Working part time	268	263	141	29	158	88	71	262
%V	12.5%	12.6%	13.8%	11.5%	12.9%	16.2%	10.4%	12.9%
%H		98.1%	52.6%	10.8%	59.0%	32.8%	26.5%	97.8%
Not working	821	798	350	98	520	206	314	721
%V	38.3%	38.3%	34.1%	38.7%	42.4%	37.9%	45.9%	35.6%
%H		97.2%	42.6%	11.9%	63.3%	25.1%	38.2%	87.8%
Houseperson	1151	1119	505	131	682	264	418	1051
%V	53.7%	53.6%	49.3%	51.8%	55.6%	48.6%	61.1%	51.9%
%H		97.2%	43.9%	11.4%	59.3%	22.9%	36.3%	91.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1025	999	510	107	571	256	315	976
%H		97.5%	49.8%	10.4%	55.7%	25.0%	30.7%	95.2%
16 - 19	55	53	35	7	20	12	9	55
%V	5.4%	5.3%	6.9%	6.5%	3.5%	4.7%	2.9%	5.6%
%H		96.4%	63.6%	12.7%	36.4%	21.8%	16.4%	100.0%
20 - 24	63	59	29	7	29	15	14	62
%V	6.1%	5.9%	5.7%	6.5%	5.1%	5.9%	4.4%	6.4%
%H		93.7%	46.0%	11.1%	46.0%	23.8%	22.2%	98.4%
25 - 34	184	172	72	14	100	33	67	184
%V	18.0%	17.2%	14.1%	13.1%	17.5%	12.9%	21.3%	18.9%
%H		93.5%	39.1%	7.6%	54.3%	17.9%	36.4%	100.0%
35 - 44	153	151	75	20	65	32	34	152
%V	14.9%	15.1%	14.7%	18.7%	11.4%	12.5%	10.8%	15.6%
%H		98.7%	49.0%	13.1%	42.5%	20.9%	22.2%	99.3%
45 - 54	159	155	88	21	76	38	38	154
%V	15.5%	15.5%	17.3%	19.6%	13.3%	14.8%	12.1%	15.8%
%H		97.5%	55.3%	13.2%	47.8%	23.9%	23.9%	96.9%
55 - 64	187	184	101	21	124	67	57	176
%V	18.2%	18.4%	19.8%	19.6%	21.7%	26.2%	18.1%	18.0%
%H		98.4%	54.0%	11.2%	66.3%	35.8%	30.5%	94.1%
65+	225	224	108	18	156	60	96	194
%V	22.0%	22.4%	21.2%	16.8%	27.3%	23.4%	30.5%	19.9%
%H		99.6%	48.0%	8.0%	69.3%	26.7%	42.7%	86.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1025	999	510	107	571	256	315	976
%H		97.5%	49.8%	10.4%	55.7%	25.0%	30.7%	95.2%
AB	323	318	174	25	206	100	105	318
%V	31.5%	31.8%	34.1%	23.4%	36.1%	39.1%	33.3%	32.6%
%H		98.5%	53.9%	7.7%	63.8%	31.0%	32.5%	98.5%
C1	348	335	149	43	175	61	114	339
%V	34.0%	33.5%	29.2%	40.2%	30.6%	23.8%	36.2%	34.7%
%H		96.3%	42.8%	12.4%	50.3%	17.5%	32.8%	97.4%
C2	228	221	124	31	124	67	57	215
%V	22.2%	22.1%	24.3%	29.0%	21.7%	26.2%	18.1%	22.0%
%H		96.9%	54.4%	13.6%	54.4%	29.4%	25.0%	94.3%
D	85	85	40	6	42	17	25	74
%V	8.3%	8.5%	7.8%	5.6%	7.4%	6.6%	7.9%	7.6%
%H		100.0%	47.1%	7.1%	49.4%	20.0%	29.4%	87.1%
E	42	41	23	2	24	11	13	30
%V	4.1%	4.1%	4.5%	1.9%	4.2%	4.3%	4.1%	3.1%
%H		97.6%	54.8%	4.8%	57.1%	26.2%	31.0%	71.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1025	999	510	107	571	256	315	976
%H		97.5%	49.8%	10.4%	55.7%	25.0%	30.7%	95.2%
Working full time	647	631	322	76	349	160	189	638
%V	63.1%	63.2%	63.1%	71.0%	61.1%	62.5%	60.0%	65.4%
%H		97.5%	49.8%	11.7%	53.9%	24.7%	29.2%	98.6%
Working part time	47	46	24	3	25	14	10	45
%V	4.6%	4.6%	4.7%	2.8%	4.4%	5.5%	3.2%	4.6%
%H		97.9%	51.1%	6.4%	53.2%	29.8%	21.3%	95.7%
Not working	327	318	160	28	196	81	115	289
%V	31.9%	31.8%	31.4%	26.2%	34.3%	31.6%	36.5%	29.6%
%H		97.2%	48.9%	8.6%	59.9%	24.8%	35.2%	88.4%
Houseperson	238	228	96	21	133	46	88	206
%V	23.2%	22.8%	18.8%	19.6%	23.3%	18.0%	27.9%	21.1%
%H		95.8%	40.3%	8.8%	55.9%	19.3%	37.0%	86.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1118	1087	515	146	656	287	369	1048
%H		97.2%	46.1%	13.1%	58.7%	25.7%	33.0%	93.7%
16 - 19	57	57	31	12	28	21	7	57
%V	5.1%	5.2%	6.0%	8.2%	4.3%	7.3%	1.9%	5.4%
%H		100.0%	54.4%	21.1%	49.1%	36.8%	12.3%	100.0%
20 - 24	80	69	38	10	26	13	13	80
%V	7.2%	6.3%	7.4%	6.8%	4.0%	4.5%	3.5%	7.6%
%H		86.3%	47.5%	12.5%	32.5%	16.3%	16.3%	100.0%
25 - 34	168	159	70	16	85	36	50	167
%V	15.0%	14.6%	13.6%	11.0%	13.0%	12.5%	13.6%	15.9%
%H		94.6%	41.7%	9.5%	50.6%	21.4%	29.8%	99.4%
35 - 44	162	162	82	24	79	38	42	162
%V	14.5%	14.9%	15.9%	16.4%	12.0%	13.2%	11.4%	15.5%
%H		100.0%	50.6%	14.8%	48.8%	23.5%	25.9%	100.0%
45 - 54	192	186	114	31	100	61	39	192
%V	17.2%	17.1%	22.1%	21.2%	15.2%	21.3%	10.6%	18.3%
%H		96.9%	59.4%	16.1%	52.1%	31.8%	20.3%	100.0%
55 - 64	153	151	78	15	99	43	56	149
%V	13.7%	13.9%	15.1%	10.3%	15.1%	15.0%	15.2%	14.2%
%H		98.7%	51.0%	9.8%	64.7%	28.1%	36.6%	97.4%
65+	304	303	103	38	237	75	162	241
%V	27.2%	27.9%	20.0%	26.0%	36.1%	26.1%	43.9%	23.0%
%H		99.7%	33.9%	12.5%	78.0%	24.7%	53.3%	79.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1118	1087	515	146	656	287	369	1048
%H		97.2%	46.1%	13.1%	58.7%	25.7%	33.0%	93.7%
AB	333	328	178	42	208	114	94	328
%V	29.8%	30.2%	34.6%	28.8%	31.7%	39.7%	25.5%	31.3%
%H		98.5%	53.5%	12.6%	62.5%	34.2%	28.2%	98.5%
C1	386	364	153	57	219	76	143	364
%V	34.5%	33.5%	29.7%	39.0%	33.4%	26.5%	38.8%	34.7%
%H		94.3%	39.6%	14.8%	56.7%	19.7%	37.0%	94.3%
C2	201	197	101	25	115	55	60	189
%V	18.0%	18.1%	19.6%	17.1%	17.5%	19.2%	16.3%	18.0%
%H		98.0%	50.2%	12.4%	57.2%	27.4%	29.9%	94.0%
D	125	125	53	15	65	28	37	110
%V	11.2%	11.5%	10.3%	10.3%	9.9%	9.8%	10.0%	10.5%
%H		100.0%	42.4%	12.0%	52.0%	22.4%	29.6%	88.0%
E	73	73	30	6	49	14	35	57
%V	6.5%	6.7%	5.8%	4.1%	7.5%	4.9%	9.5%	5.4%
%H		100.0%	41.1%	8.2%	67.1%	19.2%	47.9%	78.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1118	1087	515	146	656	287	369	1048
%H		97.2%	46.1%	13.1%	58.7%	25.7%	33.0%	93.7%
Working full time	399	387	205	51	198	89	109	396
%V	35.7%	35.6%	39.8%	34.9%	30.2%	31.0%	29.5%	37.8%
%H		97.0%	51.4%	12.8%	49.6%	22.3%	27.3%	99.2%
Working part time	221	217	116	25	134	73	60	217
%V	19.8%	20.0%	22.5%	17.1%	20.4%	25.4%	16.3%	20.7%
%H		98.2%	52.5%	11.3%	60.6%	33.0%	27.1%	98.2%
Not working	494	481	190	70	324	125	199	432
%V	44.2%	44.3%	36.9%	47.9%	49.4%	43.6%	53.9%	41.2%
%H		97.4%	38.5%	14.2%	65.6%	25.3%	40.3%	87.4%
Houseperson	913	891	409	110	549	218	331	845
%V	81.7%	82.0%	79.4%	75.3%	83.7%	76.0%	89.7%	80.6%
%H		97.6%	44.8%	12.0%	60.1%	23.9%	36.3%	92.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
AB	911	876	316	132	607	218	389	886
%V	24.3%	24.8%	27.3%	22.6%	25.0%	26.7%	24.1%	26.7%
%H (All HH)		96.2%	34.7%	14.5%	66.6%	23.9%	42.7%	97.3%
%H (TV HH)			36.1%	15.1%	69.3%	24.9%	44.4%	
C1	1055	1005	362	168	682	257	425	976
%V	28.2%	28.4%	31.2%	28.8%	28.0%	31.5%	26.3%	29.5%
%H (All HH)		95.3%	34.3%	15.9%	64.6%	24.4%	40.3%	92.5%
%H (TV HH)			36.0%	16.7%	67.9%	25.6%	42.3%	
C2	774	748	232	148	523	192	331	677
%V	20.7%	21.2%	20.0%	25.3%	21.5%	23.5%	20.5%	20.4%
%H (All HH)		96.6%	30.0%	19.1%	67.6%	24.8%	42.8%	87.5%
%H (TV HH)			31.0%	19.8%	69.9%	25.7%	44.3%	
D	608	551	161	91	364	102	262	520
%V	16.2%	15.6%	13.9%	15.6%	15.0%	12.5%	16.2%	15.7%
%H (All HH)		90.6%	26.5%	15.0%	59.9%	16.8%	43.1%	85.5%
%H (TV HH)			29.2%	16.5%	66.1%	18.5%	47.5%	
E	395	354	88	45	257	48	208	254
%V	10.6%	10.0%	7.6%	7.7%	10.6%	5.9%	12.9%	7.7%
%H (All HH)		89.6%	22.3%	11.4%	65.1%	12.2%	52.7%	64.3%
%H (TV HH)			24.9%	12.7%	72.6%	13.6%	58.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Household level data

Table 3.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%V (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Under 25	161	131	28	16	80	16	64	158
%V	4.3%	3.7%	2.4%	2.7%	3.3%	2.0%	4.0%	4.8%
%H (All HH)		81.4%	17.4%	9.9%	49.7%	9.9%	39.8%	98.1%
%H (TV HH)			21.4%	12.2%	61.1%	12.2%	48.9%	
25 - 34	576	516	152	81	285	81	204	561
%V	15.4%	14.6%	13.1%	13.9%	11.7%	9.9%	12.6%	16.9%
%H (All HH)		89.6%	26.4%	14.1%	49.5%	14.1%	35.4%	97.4%
%H (TV HH)			29.5%	15.7%	55.2%	15.7%	39.5%	
35 - 44	621	571	218	96	340	127	213	606
%V	16.6%	16.2%	18.8%	16.4%	14.0%	15.5%	13.2%	18.3%
%H (All HH)		91.9%	35.1%	15.5%	54.8%	20.5%	34.3%	97.6%
%H (TV HH)			38.2%	16.8%	59.5%	22.2%	37.3%	
45 - 54	696	654	250	137	445	194	252	673
%V	18.6%	18.5%	21.6%	23.5%	18.3%	23.7%	15.6%	20.3%
%H (All HH)		94.0%	35.9%	19.7%	63.9%	27.9%	36.2%	96.7%
%H (TV HH)			38.2%	20.9%	68.0%	29.7%	38.5%	
55 - 64	639	621	233	120	448	189	259	596
%V	17.1%	17.6%	20.1%	20.5%	18.4%	23.1%	16.0%	18.0%
%H (All HH)		97.2%	36.5%	18.8%	70.1%	29.6%	40.5%	93.3%
%H (TV HH)			37.5%	19.3%	72.1%	30.4%	41.7%	
65 +	1051	1041	279	134	833	210	623	718
%V	28.1%	29.5%	24.1%	22.9%	34.3%	25.7%	38.6%	21.7%
%H (All HH)		99.0%	26.5%	12.7%	79.3%	20.0%	59.3%	68.3%
%H (TV HH)			26.8%	12.9%	80.0%	20.2%	59.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
1	1133	1049	236	121	775	141	634	811
%V	30.3%	29.7%	20.4%	20.7%	31.9%	17.3%	39.3%	24.5%
%H (All HH)		92.6%	20.8%	10.7%	68.4%	12.4%	56.0%	71.6%
%H (TV HH)			22.5%	11.5%	73.9%	13.4%	60.4%	
2	1259	1210	414	210	857	313	544	1169
%V	33.6%	34.2%	35.7%	36.0%	35.2%	38.3%	33.7%	35.3%
%H (All HH)		96.1%	32.9%	16.7%	68.1%	24.9%	43.2%	92.9%
%H (TV HH)			34.2%	17.4%	70.8%	25.9%	45.0%	
3	536	507	205	94	336	154	182	525
%V	14.3%	14.3%	17.7%	16.1%	13.8%	18.8%	11.3%	15.8%
%H (All HH)		94.6%	38.2%	17.5%	62.7%	28.7%	34.0%	97.9%
%H (TV HH)			40.4%	18.5%	66.3%	30.4%	35.9%	
4	537	504	206	102	307	141	166	533
%V	14.3%	14.3%	17.8%	17.5%	12.6%	17.3%	10.3%	16.1%
%H (All HH)		93.9%	38.4%	19.0%	57.2%	26.3%	30.9%	99.3%
%H (TV HH)			40.9%	20.2%	60.9%	28.0%	32.9%	
5+	278	264	98	57	156	67	90	275
%V	7.4%	7.5%	8.5%	9.8%	6.4%	8.2%	5.6%	8.3%
%H (All HH)		95.0%	35.3%	20.5%	56.1%	24.1%	32.4%	98.9%
%H (TV HH)			37.1%	21.6%	59.1%	25.4%	34.1%	
Average HH size	2.39	2.39	2.63	2.63	2.30	2.65	2.12	2.53

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Without	2771	2614	807	411	1876	591	1285	2354
%V	74.0%	74.0%	69.6%	70.4%	77.1%	72.3%	79.6%	71.1%
%H (All HH)		94.3%	29.1%	14.8%	67.7%	21.3%	46.4%	85.0%
%H (TV HH)			30.9%	15.7%	71.8%	22.6%	49.2%	
With	973	920	352	173	556	226	330	959
%V	26.0%	26.0%	30.4%	29.6%	22.9%	27.7%	20.4%	28.9%
%H (All HH)		94.6%	36.2%	17.8%	57.1%	23.2%	33.9%	98.6%
%H (TV HH)			38.3%	18.8%	60.4%	24.6%	35.9%	
0 - 3	347	323	119	45	194	65	129	343
%V	9.3%	9.1%	10.3%	7.7%	8.0%	8.0%	8.0%	10.4%
%H (All HH)		93.1%	34.3%	13.0%	55.9%	18.7%	37.2%	98.8%
%H (TV HH)			36.8%	13.9%	60.1%	20.1%	39.9%	
4 - 9	513	486	185	94	282	105	178	505
%V	13.7%	13.8%	16.0%	16.1%	11.6%	12.9%	11.0%	15.2%
%H (All HH)		94.7%	36.1%	18.3%	55.0%	20.5%	34.7%	98.4%
%H (TV HH)			38.1%	19.3%	58.0%	21.6%	36.6%	
10 - 15	494	468	188	98	286	132	154	488
%V	13.2%	13.2%	16.2%	16.8%	11.8%	16.2%	9.5%	14.7%
%H (All HH)		94.7%	38.1%	19.8%	57.9%	26.7%	31.2%	98.8%
%H (TV HH)			40.2%	20.9%	61.1%	28.2%	32.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
1	1652	1652	409	240	1044	184	860	1385
%V	44.1%	46.7%	35.3%	41.1%	42.9%	22.5%	53.3%	41.8%
%H (All HH)		100.0%	24.8%	14.5%	63.2%	11.1%	52.1%	83.8%
%H (TV HH)			24.8%	14.5%	63.2%	11.1%	52.1%	
2	1098	1098	396	188	796	307	489	988
%V	29.3%	31.1%	34.2%	32.2%	32.7%	37.6%	30.3%	29.8%
%H (All HH)		100.0%	36.1%	17.1%	72.5%	28.0%	44.5%	90.0%
%H (TV HH)			36.1%	17.1%	72.5%	28.0%	44.5%	
3	454	454	203	82	330	165	165	439
%V	12.1%	12.8%	17.5%	14.0%	13.6%	20.2%	10.2%	13.3%
%H (All HH)		100.0%	44.7%	18.1%	72.7%	36.3%	36.3%	96.7%
%H (TV HH)			44.7%	18.1%	72.7%	36.3%	36.3%	
4	210	210	91	50	167	103	64	208
%V	5.6%	5.9%	7.9%	8.6%	6.9%	12.6%	4.0%	6.3%
%H (All HH)		100.0%	43.3%	23.8%	79.5%	49.0%	30.5%	99.0%
%H (TV HH)			43.3%	23.8%	79.5%	49.0%	30.5%	
5+	122	122	60	25	95	58	37	120
%V	3.3%	3.5%	5.2%	4.3%	3.9%	7.1%	2.3%	3.6%
%H (All HH)		100.0%	49.2%	20.5%	77.9%	47.5%	30.3%	98.4%
%H (TV HH)			49.2%	20.5%	77.9%	47.5%	30.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%V (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Under 20"	256	256	86	48	218	100	118	224
%V	6.8%	7.2%	7.4%	8.2%	9.0%	12.2%	7.3%	6.8%
%H (All HH)		100.0%	33.6%	18.8%	85.2%	39.1%	46.1%	87.5%
%H (TV HH)			33.6%	18.8%	85.2%	39.1%	46.1%	
20" - 29"	857	857	277	137	688	257	432	751
%V	22.9%	24.3%	23.9%	23.5%	28.3%	31.5%	26.7%	22.7%
%H (All HH)		100.0%	32.3%	16.0%	80.3%	30.0%	50.4%	87.6%
%H (TV HH)			32.3%	16.0%	80.3%	30.0%	50.4%	
30" - 39"	1658	1658	550	298	1198	433	764	1446
%V	44.3%	46.9%	47.5%	51.0%	49.3%	53.0%	47.3%	43.6%
%H (All HH)		100.0%	33.2%	18.0%	72.3%	26.1%	46.1%	87.2%
%H (TV HH)			33.2%	18.0%	72.3%	26.1%	46.1%	
40" - 49"	1815	1815	681	304	1247	497	750	1693
%V	48.5%	51.4%	58.8%	52.1%	51.3%	60.8%	46.4%	51.1%
%H (All HH)		100.0%	37.5%	16.7%	68.7%	27.4%	41.3%	93.3%
%H (TV HH)			37.5%	16.7%	68.7%	27.4%	41.3%	
50" - 59"	741	741	312	140	470	226	244	725
%V	19.8%	21.0%	26.9%	24.0%	19.3%	27.7%	15.1%	21.9%
%H (All HH)		100.0%	42.1%	18.9%	63.4%	30.5%	32.9%	97.8%
%H (TV HH)			42.1%	18.9%	63.4%	30.5%	32.9%	
60"+	128	128	66	21	65	36	29	127
%V	3.4%	3.6%	5.7%	3.6%	2.7%	4.4%	1.8%	3.8%
%H (All HH)		100.0%	51.6%	16.4%	50.8%	28.1%	22.7%	99.2%
%H (TV HH)			51.6%	16.4%	50.8%	28.1%	22.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Main living room	3503	3503	1152	580	2418	813	1605	3111
%V	93.6%	99.1%	99.4%	99.3%	99.4%	99.5%	99.4%	93.9%
%H (All HH)		100.0%	32.9%	16.6%	69.0%	23.2%	45.8%	88.8%
%H (TV HH)			32.9%	16.6%	69.0%	23.2%	45.8%	
Kitchen	368	368	156	59	316	161	155	345
%V	9.8%	10.4%	13.5%	10.1%	13.0%	19.7%	9.6%	10.4%
%H (All HH)		100.0%	42.4%	16.0%	85.9%	43.8%	42.1%	93.8%
%H (TV HH)			42.4%	16.0%	85.9%	43.8%	42.1%	
Adult's bedroom	1438	1438	567	263	1069	496	573	1342
%V	38.4%	40.7%	48.9%	45.0%	44.0%	60.7%	35.5%	40.5%
%H (All HH)		100.0%	39.4%	18.3%	74.3%	34.5%	39.8%	93.3%
%H (TV HH)			39.4%	18.3%	74.3%	34.5%	39.8%	
Child's bedroom	269	269	113	57	178	92	86	269
%V	7.2%	7.6%	9.7%	9.8%	7.3%	11.3%	5.3%	8.1%
%H (All HH)		100.0%	42.0%	21.2%	66.2%	34.2%	32.0%	100.0%
%H (TV HH)			42.0%	21.2%	66.2%	34.2%	32.0%	
Other bedroom	163	163	61	43	131	72	59	160
%V	4.4%	4.6%	5.3%	7.4%	5.4%	8.8%	3.7%	4.8%
%H (All HH)		100.0%	37.4%	26.4%	80.4%	44.2%	36.2%	98.2%
%H (TV HH)			37.4%	26.4%	80.4%	44.2%	36.2%	
Second living/dining room	314	314	152	51	231	119	112	297
%V	8.4%	8.9%	13.1%	8.7%	9.5%	14.6%	6.9%	9.0%
%H (All HH)		100.0%	48.4%	16.2%	73.6%	37.9%	35.7%	94.6%
%H (TV HH)			48.4%	16.2%	73.6%	37.9%	35.7%	
Study/office	44	44	21	6	30	15	15	44
%V	1.2%	1.2%	1.8%	1.0%	1.2%	1.8%	0.9%	1.3%
%H (All HH)		100.0%	47.7%	13.6%	68.2%	34.1%	34.1%	100.0%
%H (TV HH)			47.7%	13.6%	68.2%	34.1%	34.1%	
TV room	19	19	11	1	15	7	8	18
%V	0.5%	0.5%	0.9%	0.2%	0.6%	0.9%	0.5%	0.5%
%H (All HH)		100.0%	57.9%	5.3%	78.9%	36.8%	42.1%	94.7%
%H (TV HH)			57.9%	5.3%	78.9%	36.8%	42.1%	
Conservatory	77	77	35	16	59	32	26	74
%V	2.1%	2.2%	3.0%	2.7%	2.4%	3.9%	1.6%	2.2%
%H (All HH)		100.0%	45.5%	20.8%	76.6%	41.6%	33.8%	96.1%
%H (TV HH)			45.5%	20.8%	76.6%	41.6%	33.8%	
Attic or loft room	4	4	1	1	4	2	1	4
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	25.0%	
No specific location	2	2	1	1	1	0	1	1
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%	0.1%	0.0%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			50.0%	50.0%	50.0%	0.0%	50.0%	
Other	34	34	14	8	26	14	12	34
%V	0.9%	1.0%	1.2%	1.4%	1.1%	1.7%	0.7%	1.0%
%H (All HH)		100.0%	41.2%	23.5%	76.5%	41.2%	35.3%	100.0%
%H (TV HH)			41.2%	23.5%	76.5%	41.2%	35.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Any DSAT provider	1159	1159	1159	22	565	565	0	1104
%V	31.0%	32.8%	100.0%	3.8%	23.2%	69.2%	0.0%	33.3%
%H (All HH)			100.0%	1.9%	48.7%	48.7%	0.0%	95.3%
%H (TV HH)			100.0%	1.9%	48.7%	48.7%	0.0%	
Sky with subscription	975	975	975	8	474	474	0	936
%V	26.0%	27.6%	84.1%	1.4%	19.5%	58.0%	0.0%	28.3%
%H (All HH)			100.0%	0.8%	48.6%	48.6%	0.0%	96.0%
%H (TV HH)			100.0%	0.8%	48.6%	48.6%	0.0%	
Sky without subscription	41	41	41	1	23	23	0	39
%V	1.1%	1.2%	3.5%	0.2%	0.9%	2.8%	0.0%	1.2%
%H (All HH)			100.0%	2.4%	56.1%	56.1%	0.0%	95.1%
%H (TV HH)			100.0%	2.4%	56.1%	56.1%	0.0%	
Freesat	116	116	116	3	57	57	0	109
%V	3.1%	3.3%	10.0%	0.5%	2.3%	7.0%	0.0%	3.3%
%H (All HH)			100.0%	2.6%	49.1%	49.1%	0.0%	94.0%
%H (TV HH)			100.0%	2.6%	49.1%	49.1%	0.0%	
Other satellite provider	83	83	83	10	41	41	0	74
%V	2.2%	2.3%	7.2%	1.7%	1.7%	5.0%	0.0%	2.2%
%H (All HH)			100.0%	12.0%	49.4%	49.4%	0.0%	89.2%
%H (TV HH)			100.0%	12.0%	49.4%	49.4%	0.0%	
DCAB	584	584	22	584	261	261	0	560
%V	15.6%	16.5%	1.9%	100.0%	10.7%	31.9%	0.0%	16.9%
%H (All HH)			3.8%	100.0%	44.7%	44.7%	0.0%	95.9%
%H (TV HH)			3.8%	100.0%	44.7%	44.7%	0.0%	
DTT	2432	2432	565	261	2432	817	1615	2089
%V	65.0%	68.8%	48.7%	44.7%	100.0%	100.0%	100.0%	63.1%
%H (All HH)		100.0%	23.2%	10.7%	100.0%	33.6%	66.4%	85.9%
%H (TV HH)			23.2%	10.7%	100.0%	33.6%	66.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
PVR	2053	2053	1057	542	1238	766	473	1935
%V	54.8%	58.1%	91.2%	92.8%	50.9%	93.8%	29.3%	58.4%
%H (All HH)		100.0%	51.5%	26.4%	60.3%	37.3%	23.0%	94.3%
%H (TV HH)			51.5%	26.4%	60.3%	37.3%	23.0%	
DVDR	27	27	11	3	19	7	11	24
%V	0.7%	0.8%	0.9%	0.5%	0.8%	0.9%	0.7%	0.7%
%H (All HH)		100.0%	40.7%	11.1%	70.4%	25.9%	40.7%	88.9%
%H (TV HH)			40.7%	11.1%	70.4%	25.9%	40.7%	
VCR	6	6	2	0	6	1	5	6
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	16.7%	83.3%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	16.7%	83.3%	
Any recorder	2075	2075	1059	543	1257	768	489	1953
%V	55.4%	58.7%	91.4%	93.0%	51.7%	94.0%	30.3%	58.9%
%H (All HH)		100.0%	51.0%	26.2%	60.6%	37.0%	23.6%	94.1%
%H (TV HH)			51.0%	26.2%	60.6%	37.0%	23.6%	
Receives HDTV (via STB or built-in reception)	2535	2535	1015	520	1768	746	1022	2381
%V	67.7%	71.7%	87.6%	89.0%	72.7%	91.3%	63.3%	71.9%
%H (All HH)		100.0%	40.0%	20.5%	69.7%	29.4%	40.3%	93.9%
%H (TV HH)			40.0%	20.5%	69.7%	29.4%	40.3%	
DVD/Blu-ray player or recorder	1876	1876	681	318	1302	496	805	1724
%V	50.1%	53.1%	58.8%	54.5%	53.5%	60.7%	49.8%	52.0%
%H (All HH)		100.0%	36.3%	17.0%	69.4%	26.4%	42.9%	91.9%
%H (TV HH)			36.3%	17.0%	69.4%	26.4%	42.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3743	3534	1159	584	2432	817	1615	3313
%H (All HH)		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.8%	23.1%	45.7%	
Has broadband internet	3313	3140	1104	560	2089	785	1304	3313
%V	88.5%	88.9%	95.3%	95.9%	85.9%	96.1%	80.7%	100.0%
%H (All HH)		94.8%	33.3%	16.9%	63.1%	23.7%	39.4%	100.0%
%H (TV HH)			35.2%	17.8%	66.5%	25.0%	41.5%	
Number of computers (PCs and laptops)								
0	793	722	160	82	539	92	447	395
%V	21.2%	20.4%	13.8%	14.0%	22.2%	11.3%	27.7%	11.9%
%H (All HH)		91.0%	20.2%	10.3%	68.0%	11.6%	56.4%	49.8%
%H (TV HH)			22.2%	11.4%	74.7%	12.7%	61.9%	
1	1038	967	281	145	663	183	480	1010
%V	27.7%	27.4%	24.2%	24.8%	27.3%	22.4%	29.7%	30.5%
%H (All HH)		93.2%	27.1%	14.0%	63.9%	17.6%	46.2%	97.3%
%H (TV HH)			29.1%	15.0%	68.6%	18.9%	49.6%	
2	820	786	291	139	535	212	322	816
%V	21.9%	22.2%	25.1%	23.8%	22.0%	25.9%	19.9%	24.6%
%H (All HH)		95.9%	35.5%	17.0%	65.2%	25.9%	39.3%	99.5%
%H (TV HH)			37.0%	17.7%	68.1%	27.0%	41.0%	
3	453	441	176	89	294	132	162	453
%V	12.1%	12.5%	15.2%	15.2%	12.1%	16.2%	10.0%	13.7%
%H (All HH)		97.4%	38.9%	19.6%	64.9%	29.1%	35.8%	100.0%
%H (TV HH)			39.9%	20.2%	66.7%	29.9%	36.7%	
4	297	285	121	55	177	81	95	297
%V	7.9%	8.1%	10.4%	9.4%	7.3%	9.9%	5.9%	9.0%
%H (All HH)		96.0%	40.7%	18.5%	59.6%	27.3%	32.0%	100.0%
%H (TV HH)			42.5%	19.3%	62.1%	28.4%	33.3%	
5+	342	332	130	75	225	117	109	342
%V	9.1%	9.4%	11.2%	12.8%	9.3%	14.3%	6.7%	10.3%
%H (All HH)		97.1%	38.0%	21.9%	65.8%	34.2%	31.9%	100.0%
%H (TV HH)			39.2%	22.6%	67.8%	35.2%	32.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6705	2498	1187	4812	2016	2796	6160
%H		37.3%	17.7%	71.8%	30.1%	41.7%	91.9%
Under 20"	307	96	54	264	111	153	270
%V	4.6%	3.8%	4.5%	5.5%	5.5%	5.5%	4.4%
%H		31.3%	17.6%	86.0%	36.2%	49.8%	87.9%
20" - 29"	1085	363	183	864	334	530	969
%V	16.2%	14.5%	15.4%	18.0%	16.6%	19.0%	15.7%
%H		33.5%	16.9%	79.6%	30.8%	48.8%	89.3%
30" - 39"	2070	727	388	1505	603	902	1839
%V	30.9%	29.1%	32.7%	31.3%	29.9%	32.3%	29.9%
%H		35.1%	18.7%	72.7%	29.1%	43.6%	88.8%
40" - 49"	2177	861	371	1514	655	860	2047
%V	32.5%	34.5%	31.3%	31.5%	32.5%	30.8%	33.2%
%H		39.5%	17.0%	69.5%	30.1%	39.5%	94.0%
50" - 59"	837	356	157	537	263	274	820
%V	12.5%	14.3%	13.2%	11.2%	13.0%	9.8%	13.3%
%H		42.5%	18.8%	64.2%	31.4%	32.7%	98.0%
60"+	134	68	23	69	39	30	132
%V	2.0%	2.7%	1.9%	1.4%	1.9%	1.1%	2.1%
%H		50.7%	17.2%	51.5%	29.1%	22.4%	98.5%
Don't know	94	28	12	59	11	48	84
%V	1.4%	1.1%	1.0%	1.2%	0.5%	1.7%	1.4%
%H		29.8%	12.8%	62.8%	11.7%	51.1%	89.4%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6705	2498	1187	4812	2016	2796	6160
%H		37.3%	17.7%	71.8%	30.1%	41.7%	91.9%
Main living room	3520	1159	582	2428	816	1612	3127
%V	52.5%	46.4%	49.0%	50.5%	40.5%	57.7%	50.8%
%H		32.9%	16.5%	69.0%	23.2%	45.8%	88.8%
Kitchen	370	156	59	317	161	156	347
%V	5.5%	6.2%	5.0%	6.6%	8.0%	5.6%	5.6%
%H		42.2%	15.9%	85.7%	43.5%	42.2%	93.8%
Adult's bedroom	1767	724	334	1311	641	670	1665
%V	26.4%	29.0%	28.1%	27.2%	31.8%	24.0%	27.0%
%H		41.0%	18.9%	74.2%	36.3%	37.9%	94.2%
Child's bedroom	349	142	76	230	118	112	349
%V	5.2%	5.7%	6.4%	4.8%	5.9%	4.0%	5.7%
%H		40.7%	21.8%	65.9%	33.8%	32.1%	100.0%
Other bedroom	194	75	52	152	86	66	191
%V	2.9%	3.0%	4.4%	3.2%	4.3%	2.4%	3.1%
%H		38.7%	26.8%	78.4%	44.3%	34.0%	98.5%
Second living/dining room	321	156	51	237	123	115	304
%V	4.8%	6.2%	4.3%	4.9%	6.1%	4.1%	4.9%
%H		48.6%	15.9%	73.8%	38.3%	35.8%	94.7%
Study/office	45	21	6	31	15	16	45
%V	0.7%	0.8%	0.5%	0.6%	0.7%	0.6%	0.7%
%H		46.7%	13.3%	68.9%	33.3%	35.6%	100.0%
TV room	19	11	1	15	7	8	18
%V	0.3%	0.4%	0.1%	0.3%	0.3%	0.3%	0.3%
%H		57.9%	5.3%	78.9%	36.8%	42.1%	94.7%
Conservatory	77	35	16	59	32	26	74
%V	1.1%	1.4%	1.3%	1.2%	1.6%	0.9%	1.2%
%H		45.5%	20.8%	76.6%	41.6%	33.8%	96.1%
Attic or loft room	4	1	1	4	2	1	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	25.0%	100.0%
No specific location	2	1	1	1	0	1	1
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		50.0%	50.0%	50.0%	0.0%	50.0%	50.0%
Other	36	16	8	27	15	12	36
%V	0.5%	0.6%	0.7%	0.6%	0.7%	0.4%	0.6%
%H		44.4%	22.2%	75.0%	41.7%	33.3%	100.0%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6705	2498	1187	4812	2016	2796	6160
%H		37.3%	17.7%	71.8%	30.1%	41.7%	91.9%
PVR	2847	1628	729	1628	1109	520	2717
%V	42.5%	65.2%	61.4%	33.8%	55.0%	18.6%	44.1%
%H		57.2%	25.6%	57.2%	39.0%	18.3%	95.4%
DVDR	28	11	3	19	7	11	25
%V	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%	0.4%
%H		39.3%	10.7%	67.9%	25.0%	39.3%	89.3%
VCR	6	2	0	6	1	5	6
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	16.7%	83.3%	100.0%
Any recorder	2877	1631	730	1651	1111	540	2743
%V	42.9%	65.3%	61.5%	34.3%	55.1%	19.3%	44.5%
%H		56.7%	25.4%	57.4%	38.6%	18.8%	95.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6705	2498	1187	4812	2016	2796	6160
%H		37.3%	17.7%	71.8%	30.1%	41.7%	91.9%
Receives HDTV (via STB or built-in reception)	3929	1726	783	2772	1313	1459	3738
%V	58.6%	69.1%	66.0%	57.6%	65.1%	52.2%	60.7%
%H		43.9%	19.9%	70.6%	33.4%	37.1%	95.1%
DVD/Blu-ray player or recorder	2552	978	451	1784	742	1042	2384
%V	38.1%	39.2%	38.0%	37.1%	36.8%	37.3%	38.7%
%H		38.3%	17.7%	69.9%	29.1%	40.8%	93.4%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3534	1159	584	2432	817	1615	3140
%H		32.8%	16.5%	68.8%	23.1%	45.7%	88.9%
Under 20"	24	3	2	21	2	19	16
%V	0.7%	0.3%	0.3%	0.9%	0.2%	1.2%	0.5%
%H		12.5%	8.3%	87.5%	8.3%	79.2%	66.7%
20" - 29"	225	34	25	186	28	158	170
%V	6.4%	2.9%	4.3%	7.6%	3.4%	9.8%	5.4%
%H		15.1%	11.1%	82.7%	12.4%	70.2%	75.6%
30" - 39"	943	228	160	672	157	514	755
%V	26.7%	19.7%	27.4%	27.6%	19.2%	31.8%	24.0%
%H		24.2%	17.0%	71.3%	16.6%	54.5%	80.1%
40" - 49"	1523	542	248	1057	393	664	1404
%V	43.1%	46.8%	42.5%	43.5%	48.1%	41.1%	44.7%
%H		35.6%	16.3%	69.4%	25.8%	43.6%	92.2%
50" - 59"	663	280	125	418	204	214	646
%V	18.8%	24.2%	21.4%	17.2%	25.0%	13.3%	20.6%
%H		42.2%	18.9%	63.0%	30.8%	32.3%	97.4%
60"+	115	61	20	55	32	23	114
%V	3.3%	5.3%	3.4%	2.3%	3.9%	1.4%	3.6%
%H		53.0%	17.4%	47.8%	27.8%	20.0%	99.1%
Don't know	41	11	4	23	1	22	34
%V	1.2%	0.9%	0.7%	0.9%	0.1%	1.4%	1.1%
%H		26.8%	9.8%	56.1%	2.4%	53.7%	82.9%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3534	1159	584	2432	817	1615	3140
%H		32.8%	16.5%	68.8%	23.1%	45.7%	88.9%
PVR	2011	1043	531	1201	746	454	1894
%V	56.9%	90.0%	90.9%	49.4%	91.3%	28.1%	60.3%
%H		51.9%	26.4%	59.7%	37.1%	22.6%	94.2%
DVDR	21	7	3	15	5	9	18
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
%H		33.3%	14.3%	71.4%	23.8%	42.9%	85.7%
VCR	5	2	0	4	1	3	5
%V	0.1%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	100.0%
Any recorder	2031	1045	532	1217	748	469	1911
%V	57.5%	90.2%	91.1%	50.0%	91.6%	29.0%	60.9%
%H		51.5%	26.2%	59.9%	36.8%	23.1%	94.1%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3534	1159	584	2432	817	1615	3140
%H		32.8%	16.5%	68.8%	23.1%	45.7%	88.9%
Receives HDTV (via STB or built-in reception)	2490	994	510	1727	720	1008	2339
%V	70.5%	85.8%	87.3%	71.0%	88.1%	62.4%	74.5%
%H		39.9%	20.5%	69.4%	28.9%	40.5%	93.9%
DVD/Blu-ray player or recorder	1640	576	272	1142	414	728	1494
%V	46.4%	49.7%	46.6%	47.0%	50.7%	45.1%	47.6%
%H		35.1%	16.6%	69.6%	25.2%	44.4%	91.1%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

Table 3.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3170	1339	604	2380	1199	1180	3021
%H		42.2%	19.1%	75.1%	37.8%	37.2%	95.3%
Under 20"	283	94	52	243	109	133	254
%V	8.9%	7.0%	8.6%	10.2%	9.1%	11.3%	8.4%
%H		33.2%	18.4%	85.9%	38.5%	47.0%	89.8%
20" - 29"	860	329	158	678	306	372	799
%V	27.1%	24.6%	26.2%	28.5%	25.5%	31.5%	26.4%
%H		38.3%	18.4%	78.8%	35.6%	43.3%	92.9%
30" - 39"	1127	498	229	833	446	388	1084
%V	35.6%	37.2%	37.9%	35.0%	37.2%	32.9%	35.9%
%H		44.2%	20.3%	73.9%	39.6%	34.4%	96.2%
40" - 49"	654	318	122	457	262	195	643
%V	20.6%	23.7%	20.2%	19.2%	21.9%	16.5%	21.3%
%H		48.6%	18.7%	69.9%	40.1%	29.8%	98.3%
50" - 59"	175	76	31	118	59	59	174
%V	5.5%	5.7%	5.1%	5.0%	4.9%	5.0%	5.8%
%H		43.4%	17.7%	67.4%	33.7%	33.7%	99.4%
60"+	18	8	3	14	7	7	17
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
%H		44.4%	16.7%	77.8%	38.9%	38.9%	94.4%
Don't know	53	16	8	36	10	26	50
%V	1.7%	1.2%	1.3%	1.5%	0.8%	2.2%	1.7%
%H		30.2%	15.1%	67.9%	18.9%	49.1%	94.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Set level data

Table 3.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3170	1339	604	2380	1199	1180	3021
%H		42.2%	19.1%	75.1%	37.8%	37.2%	95.3%
PVR	837	585	198	428	362	66	823
%V	26.4%	43.7%	32.8%	18.0%	30.2%	5.6%	27.2%
%H		69.9%	23.7%	51.1%	43.2%	7.9%	98.3%
DVDR	7	4	0	4	2	2	7
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		57.1%	0.0%	57.1%	28.6%	28.6%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	846	586	198	434	363	71	832
%V	26.7%	43.8%	32.8%	18.2%	30.3%	6.0%	27.5%
%H		69.3%	23.4%	51.3%	42.9%	8.4%	98.3%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3170	1339	604	2380	1199	1180	3021
%H		42.2%	19.1%	75.1%	37.8%	37.2%	95.3%
Receives HDTV (via STB or built-in reception)	1439	732	273	1044	593	452	1399
%V	45.4%	54.7%	45.2%	43.9%	49.5%	38.3%	46.3%
%H		50.9%	19.0%	72.6%	41.2%	31.4%	97.2%
DVD/Blu-ray player or recorder	913	401	179	641	327	314	890
%V	28.8%	29.9%	29.6%	26.9%	27.3%	26.6%	29.5%
%H		43.9%	19.6%	70.2%	35.8%	34.4%	97.5%

Base: BBC Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8945	8463	3045	1535	5589	2163	3425	8376
%H		94.6%	34.0%	17.2%	62.5%	24.2%	38.3%	93.6%
Total Children	1768	1671	630	308	1001	387	614	1744
%V	19.8%	19.7%	20.7%	20.1%	17.9%	17.9%	17.9%	20.8%
%H		94.5%	35.6%	17.4%	56.6%	21.9%	34.7%	98.6%
0 - 3	390	365	134	56	214	71	143	385
%V	4.4%	4.3%	4.4%	3.6%	3.8%	3.3%	4.2%	4.6%
%H		93.6%	34.4%	14.4%	54.9%	18.2%	36.7%	98.7%
4 - 15	1378	1306	497	252	787	316	471	1359
%V	15.4%	15.4%	16.3%	16.4%	14.1%	14.6%	13.8%	16.2%
%H		94.8%	36.1%	18.3%	57.1%	22.9%	34.2%	98.6%
4 - 9	696	659	245	123	392	139	253	685
%V	7.8%	7.8%	8.0%	8.0%	7.0%	6.4%	7.4%	8.2%
%H		94.7%	35.2%	17.7%	56.3%	20.0%	36.4%	98.4%
10 - 15	683	647	251	129	395	177	218	674
%V	7.6%	7.6%	8.2%	8.4%	7.1%	8.2%	6.4%	8.0%
%H		94.7%	36.7%	18.9%	57.8%	25.9%	31.9%	98.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8945	8463	3045	1535	5589	2163	3425	8376
%H		94.6%	34.0%	17.2%	62.5%	24.2%	38.3%	93.6%
Total Adults (16+)	7176	6792	2415	1226	4588	1776	2812	6633
%V	80.2%	80.3%	79.3%	79.9%	82.1%	82.1%	82.1%	79.2%
%H		94.6%	33.7%	17.1%	63.9%	24.7%	39.2%	92.4%
16 - 19	374	357	137	65	225	96	128	371
%V	4.2%	4.2%	4.5%	4.2%	4.0%	4.4%	3.7%	4.4%
%H		95.5%	36.6%	17.4%	60.2%	25.7%	34.2%	99.2%
20 - 24	604	521	178	98	320	134	186	601
%V	6.8%	6.2%	5.8%	6.4%	5.7%	6.2%	5.4%	7.2%
%H		86.3%	29.5%	16.2%	53.0%	22.2%	30.8%	99.5%
25 - 34	1174	1076	352	210	612	225	386	1155
%V	13.1%	12.7%	11.6%	13.7%	11.0%	10.4%	11.3%	13.8%
%H		91.7%	30.0%	17.9%	52.1%	19.2%	32.9%	98.4%
35 - 44	1119	1029	403	183	622	256	366	1094
%V	12.5%	12.2%	13.2%	11.9%	11.1%	11.8%	10.7%	13.1%
%H		92.0%	36.0%	16.4%	55.6%	22.9%	32.7%	97.8%
45 - 54	1218	1161	464	237	783	351	432	1189
%V	13.6%	13.7%	15.2%	15.4%	14.0%	16.2%	12.6%	14.2%
%H		95.3%	38.1%	19.5%	64.3%	28.8%	35.5%	97.6%
55 - 64	1087	1064	406	213	769	340	428	1030
%V	12.2%	12.6%	13.3%	13.9%	13.8%	15.7%	12.5%	12.3%
%H		97.9%	37.4%	19.6%	70.7%	31.3%	39.4%	94.8%
65+	1599	1585	475	221	1258	374	884	1192
%V	17.9%	18.7%	15.6%	14.4%	22.5%	17.3%	25.8%	14.2%
%H		99.1%	29.7%	13.8%	78.7%	23.4%	55.3%	74.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7176	6792	2415	1226	4588	1776	2812	6633
%H		94.6%	33.7%	17.1%	63.9%	24.7%	39.2%	92.4%
AB	1853	1784	663	281	1230	469	761	1816
%V	25.8%	26.3%	27.5%	22.9%	26.8%	26.4%	27.1%	27.4%
%H		96.3%	35.8%	15.2%	66.4%	25.3%	41.1%	98.0%
C1	2042	1941	760	355	1275	558	717	1953
%V	28.5%	28.6%	31.5%	29.0%	27.8%	31.4%	25.5%	29.4%
%H		95.1%	37.2%	17.4%	62.4%	27.3%	35.1%	95.6%
C2	1517	1467	493	313	1016	427	589	1372
%V	21.1%	21.6%	20.4%	25.5%	22.1%	24.0%	20.9%	20.7%
%H		96.7%	32.5%	20.6%	67.0%	28.1%	38.8%	90.4%
D	1216	1099	357	203	721	242	479	1113
%V	16.9%	16.2%	14.8%	16.6%	15.7%	13.6%	17.0%	16.8%
%H		90.4%	29.4%	16.7%	59.3%	19.9%	39.4%	91.5%
E	548	501	142	74	347	80	266	379
%V	7.6%	7.4%	5.9%	6.0%	7.6%	4.5%	9.5%	5.7%
%H		91.4%	25.9%	13.5%	63.3%	14.6%	48.5%	69.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7176	6792	2415	1226	4588	1776	2812	6633
%H		94.6%	33.7%	17.1%	63.9%	24.7%	39.2%	92.4%
Working full time	3432	3273	1251	650	2101	917	1184	3381
%V	47.8%	48.2%	51.8%	53.0%	45.8%	51.6%	42.1%	51.0%
%H		95.4%	36.5%	18.9%	61.2%	26.7%	34.5%	98.5%
Working part time	629	605	219	122	409	168	241	613
%V	8.8%	8.9%	9.1%	10.0%	8.9%	9.5%	8.6%	9.2%
%H		96.2%	34.8%	19.4%	65.0%	26.7%	38.3%	97.5%
Not working	3098	2896	936	451	2070	687	1383	2622
%V	43.2%	42.6%	38.8%	36.8%	45.1%	38.7%	49.2%	39.5%
%H		93.5%	30.2%	14.6%	66.8%	22.2%	44.6%	84.6%
Houseperson	3743	3534	1159	584	2432	817	1615	3313
%V	52.2%	52.0%	48.0%	47.6%	53.0%	46.0%	57.4%	49.9%
%H		94.4%	31.0%	15.6%	65.0%	21.8%	43.1%	88.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3535	3324	1181	608	2214	878	1336	3286
%H		94.0%	33.4%	17.2%	62.6%	24.8%	37.8%	93.0%
16 - 19	196	186	79	32	120	57	63	196
%V	5.5%	5.6%	6.7%	5.3%	5.4%	6.5%	4.7%	6.0%
%H		94.9%	40.3%	16.3%	61.2%	29.1%	32.1%	100.0%
20 - 24	311	269	86	48	159	68	91	308
%V	8.8%	8.1%	7.3%	7.9%	7.2%	7.7%	6.8%	9.4%
%H		86.5%	27.7%	15.4%	51.1%	21.9%	29.3%	99.0%
25 - 34	598	541	174	109	310	114	196	588
%V	16.9%	16.3%	14.7%	17.9%	14.0%	13.0%	14.7%	17.9%
%H		90.5%	29.1%	18.2%	51.8%	19.1%	32.8%	98.3%
35 - 44	553	505	193	87	300	119	181	538
%V	15.6%	15.2%	16.3%	14.3%	13.6%	13.6%	13.5%	16.4%
%H		91.3%	34.9%	15.7%	54.2%	21.5%	32.7%	97.3%
45 - 54	603	568	223	115	369	160	209	586
%V	17.1%	17.1%	18.9%	18.9%	16.7%	18.2%	15.6%	17.8%
%H		94.2%	37.0%	19.1%	61.2%	26.5%	34.7%	97.2%
55 - 64	544	533	196	105	388	169	219	507
%V	15.4%	16.0%	16.6%	17.3%	17.5%	19.2%	16.4%	15.4%
%H		98.0%	36.0%	19.3%	71.3%	31.1%	40.3%	93.2%
65+	730	722	231	112	567	190	377	562
%V	20.7%	21.7%	19.6%	18.4%	25.6%	21.6%	28.2%	17.1%
%H		98.9%	31.6%	15.3%	77.7%	26.0%	51.6%	77.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3535	3324	1181	608	2214	878	1336	3286
	%H		94.0%	33.4%	17.2%	62.6%	24.8%	37.8%	93.0%
AB		928	888	318	139	610	231	379	911
	%V	26.3%	26.7%	26.9%	22.9%	27.6%	26.3%	28.4%	27.7%
	%H		95.7%	34.3%	15.0%	65.7%	24.9%	40.8%	98.2%
C1		934	884	363	167	562	265	297	908
	%V	26.4%	26.6%	30.7%	27.5%	25.4%	30.2%	22.2%	27.6%
	%H		94.6%	38.9%	17.9%	60.2%	28.4%	31.8%	97.2%
C2		825	797	261	170	550	227	322	744
	%V	23.3%	24.0%	22.1%	28.0%	24.8%	25.9%	24.1%	22.6%
	%H		96.6%	31.6%	20.6%	66.7%	27.5%	39.0%	90.2%
D		608	543	180	98	348	118	230	564
	%V	17.2%	16.3%	15.2%	16.1%	15.7%	13.4%	17.2%	17.2%
	%H		89.3%	29.6%	16.1%	57.2%	19.4%	37.8%	92.8%
E		239	210	59	34	145	37	108	158
	%V	6.8%	6.3%	5.0%	5.6%	6.5%	4.2%	8.1%	4.8%
	%H		87.9%	24.7%	14.2%	60.7%	15.5%	45.2%	66.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3535	3324	1181	608	2214	878	1336	3286
%H		94.0%	33.4%	17.2%	62.6%	24.8%	37.8%	93.0%
Working full time	2075	1963	738	384	1254	536	718	2043
%V	58.7%	59.1%	62.5%	63.2%	56.6%	61.0%	53.7%	62.2%
%H		94.6%	35.6%	18.5%	60.4%	25.8%	34.6%	98.5%
Working part time	148	138	44	25	92	30	62	139
%V	4.2%	4.2%	3.7%	4.1%	4.2%	3.4%	4.6%	4.2%
%H		93.2%	29.7%	16.9%	62.2%	20.3%	41.9%	93.9%
Not working	1304	1214	396	196	867	311	556	1097
%V	36.9%	36.5%	33.5%	32.2%	39.2%	35.4%	41.6%	33.4%
%H		93.1%	30.4%	15.0%	66.5%	23.8%	42.6%	84.1%
Houseperson	815	738	195	116	491	125	366	654
%V	23.1%	22.2%	16.5%	19.1%	22.2%	14.2%	27.4%	19.9%
%H		90.6%	23.9%	14.2%	60.2%	15.3%	44.9%	80.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3642	3468	1234	618	2374	898	1476	3347
%H		95.2%	33.9%	17.0%	65.2%	24.7%	40.5%	91.9%
16 - 19	178	170	58	33	104	39	65	175
%V	4.9%	4.9%	4.7%	5.3%	4.4%	4.3%	4.4%	5.2%
%H		95.5%	32.6%	18.5%	58.4%	21.9%	36.5%	98.3%
20 - 24	293	252	92	49	161	65	95	293
%V	8.0%	7.3%	7.5%	7.9%	6.8%	7.2%	6.4%	8.8%
%H		86.0%	31.4%	16.7%	54.9%	22.2%	32.4%	100.0%
25 - 34	576	535	179	101	302	111	191	567
%V	15.8%	15.4%	14.5%	16.3%	12.7%	12.4%	12.9%	16.9%
%H		92.9%	31.1%	17.5%	52.4%	19.3%	33.2%	98.4%
35 - 44	566	524	210	96	322	137	185	556
%V	15.5%	15.1%	17.0%	15.5%	13.6%	15.3%	12.5%	16.6%
%H		92.6%	37.1%	17.0%	56.9%	24.2%	32.7%	98.2%
45 - 54	616	593	241	122	414	190	224	603
%V	16.9%	17.1%	19.5%	19.7%	17.4%	21.2%	15.2%	18.0%
%H		96.3%	39.1%	19.8%	67.2%	30.8%	36.4%	97.9%
55 - 64	544	531	210	107	381	172	209	523
%V	14.9%	15.3%	17.0%	17.3%	16.0%	19.2%	14.2%	15.6%
%H		97.6%	38.6%	19.7%	70.0%	31.6%	38.4%	96.1%
65+	870	863	244	109	691	184	507	629
%V	23.9%	24.9%	19.8%	17.6%	29.1%	20.5%	34.3%	18.8%
%H		99.2%	28.0%	12.5%	79.4%	21.1%	58.3%	72.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3642	3468	1234	618	2374	898	1476	3347
%H		95.2%	33.9%	17.0%	65.2%	24.7%	40.5%	91.9%
AB	924	895	345	142	620	239	382	905
%V	25.4%	25.8%	28.0%	23.0%	26.1%	26.6%	25.9%	27.0%
%H		96.9%	37.3%	15.4%	67.1%	25.9%	41.3%	97.9%
C1	1109	1056	396	187	713	293	420	1044
%V	30.5%	30.4%	32.1%	30.3%	30.0%	32.6%	28.5%	31.2%
%H		95.2%	35.7%	16.9%	64.3%	26.4%	37.9%	94.1%
C2	692	670	232	143	466	200	266	628
%V	19.0%	19.3%	18.8%	23.1%	19.6%	22.3%	18.0%	18.8%
%H		96.8%	33.5%	20.7%	67.3%	28.9%	38.4%	90.8%
D	608	556	177	105	373	124	249	549
%V	16.7%	16.0%	14.3%	17.0%	15.7%	13.8%	16.9%	16.4%
%H		91.4%	29.1%	17.3%	61.3%	20.4%	41.0%	90.3%
E	309	290	83	41	202	43	159	221
%V	8.5%	8.4%	6.7%	6.6%	8.5%	4.8%	10.8%	6.6%
%H		93.9%	26.9%	13.3%	65.4%	13.9%	51.5%	71.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3642	3468	1234	618	2374	898	1476	3347
%H		95.2%	33.9%	17.0%	65.2%	24.7%	40.5%	91.9%
Working full time	1356	1309	513	267	847	381	466	1338
%V	37.2%	37.7%	41.6%	43.2%	35.7%	42.4%	31.6%	40.0%
%H		96.5%	37.8%	19.7%	62.5%	28.1%	34.4%	98.7%
Working part time	481	467	175	97	317	138	179	474
%V	13.2%	13.5%	14.2%	15.7%	13.4%	15.4%	12.1%	14.2%
%H		97.1%	36.4%	20.2%	65.9%	28.7%	37.2%	98.5%
Not working	1794	1682	540	254	1203	376	828	1525
%V	49.3%	48.5%	43.8%	41.1%	50.7%	41.9%	56.1%	45.6%
%H		93.8%	30.1%	14.2%	67.1%	21.0%	46.2%	85.0%
Houseperson	2928	2796	964	468	1941	691	1249	2658
%V	80.4%	80.6%	78.1%	75.7%	81.8%	76.9%	84.6%	79.4%
%H		95.5%	32.9%	16.0%	66.3%	23.6%	42.7%	90.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
AB	558	532	221	65	325	118	207	548
%V	27.6%	27.4%	28.2%	25.4%	26.2%	26.0%	26.3%	29.4%
%H (All HH)		95.3%	39.6%	11.6%	58.2%	21.1%	37.1%	98.2%
%H (TV HH)			41.5%	12.2%	61.1%	22.2%	38.9%	
C1	642	623	253	83	404	164	239	611
%V	31.7%	32.0%	32.3%	32.4%	32.6%	36.2%	30.4%	32.8%
%H (All HH)		97.0%	39.4%	12.9%	62.9%	25.5%	37.2%	95.2%
%H (TV HH)			40.6%	13.3%	64.8%	26.3%	38.4%	
C2	395	382	164	63	242	94	147	357
%V	19.5%	19.6%	20.9%	24.6%	19.5%	20.8%	18.7%	19.2%
%H (All HH)		96.7%	41.5%	15.9%	61.3%	23.8%	37.2%	90.4%
%H (TV HH)			42.9%	16.5%	63.4%	24.6%	38.5%	
D	269	255	106	25	158	48	110	230
%V	13.3%	13.1%	13.5%	9.8%	12.7%	10.6%	14.0%	12.3%
%H (All HH)		94.8%	39.4%	9.3%	58.7%	17.8%	40.9%	85.5%
%H (TV HH)			41.6%	9.8%	62.0%	18.8%	43.1%	
E	159	154	41	20	112	29	83	119
%V	7.9%	7.9%	5.2%	7.8%	9.0%	6.4%	10.5%	6.4%
%H (All HH)		96.9%	25.8%	12.6%	70.4%	18.2%	52.2%	74.8%
%H (TV HH)			26.6%	13.0%	72.7%	18.8%	53.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Household level data

Table 4.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Under 25	58	56	13	7	31	5	27	54
%V	2.9%	2.9%	1.7%	2.7%	2.5%	1.1%	3.4%	2.9%
%H (All HH)		96.6%	22.4%	12.1%	53.4%	8.6%	46.6%	93.1%
%H (TV HH)			23.2%	12.5%	55.4%	8.9%	48.2%	
25 - 34	308	276	102	38	126	37	89	304
%V	15.2%	14.2%	13.0%	14.8%	10.2%	8.2%	11.3%	16.3%
%H (All HH)		89.6%	33.1%	12.3%	40.9%	12.0%	28.9%	98.7%
%H (TV HH)			37.0%	13.8%	45.7%	13.4%	32.2%	
35 - 44	313	296	117	44	167	67	100	313
%V	15.5%	15.2%	14.9%	17.2%	13.5%	14.8%	12.7%	16.8%
%H (All HH)		94.6%	37.4%	14.1%	53.4%	21.4%	31.9%	100.0%
%H (TV HH)			39.5%	14.9%	56.4%	22.6%	33.8%	
45 - 54	379	371	193	50	225	114	111	374
%V	18.7%	19.1%	24.6%	19.5%	18.1%	25.2%	14.1%	20.1%
%H (All HH)		97.9%	50.9%	13.2%	59.4%	30.1%	29.3%	98.7%
%H (TV HH)			52.0%	13.5%	60.6%	30.7%	29.9%	
55 - 64	383	376	181	51	249	115	134	372
%V	18.9%	19.3%	23.1%	19.9%	20.1%	25.4%	17.0%	20.0%
%H (All HH)		98.2%	47.3%	13.3%	65.0%	30.0%	35.0%	97.1%
%H (TV HH)			48.1%	13.6%	66.2%	30.6%	35.6%	
65 +	584	570	177	65	442	116	326	446
%V	28.9%	29.3%	22.6%	25.4%	35.6%	25.6%	41.4%	23.9%
%H (All HH)		97.6%	30.3%	11.1%	75.7%	19.9%	55.8%	76.4%
%H (TV HH)			31.1%	11.4%	77.5%	20.4%	57.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
1	554	516	158	36	372	85	287	423
%V	27.4%	26.5%	20.2%	14.1%	30.0%	18.8%	36.5%	22.7%
%H (All HH)		93.1%	28.5%	6.5%	67.1%	15.3%	51.8%	76.4%
%H (TV HH)			30.6%	7.0%	72.1%	16.5%	55.6%	
2	772	750	321	90	484	185	299	744
%V	38.1%	38.6%	40.9%	35.2%	39.0%	40.8%	38.0%	39.9%
%H (All HH)		97.2%	41.6%	11.7%	62.7%	24.0%	38.7%	96.4%
%H (TV HH)			42.8%	12.0%	64.5%	24.7%	39.9%	
3	304	298	125	62	186	89	97	304
%V	15.0%	15.3%	15.9%	24.2%	15.0%	19.6%	12.3%	16.3%
%H (All HH)		98.0%	41.1%	20.4%	61.2%	29.3%	31.9%	100.0%
%H (TV HH)			41.9%	20.8%	62.4%	29.9%	32.6%	
4	278	269	120	52	144	68	76	278
%V	13.7%	13.8%	15.3%	20.3%	11.6%	15.0%	9.7%	14.9%
%H (All HH)		96.8%	43.2%	18.7%	51.8%	24.5%	27.3%	100.0%
%H (TV HH)			44.6%	19.3%	53.5%	25.3%	28.3%	
5+	116	112	59	16	55	27	28	116
%V	5.7%	5.8%	7.5%	6.3%	4.4%	6.0%	3.6%	6.2%
%H (All HH)		96.6%	50.9%	13.8%	47.4%	23.3%	24.1%	100.0%
%H (TV HH)			52.7%	14.3%	49.1%	24.1%	25.0%	
Average HH size	2.34	2.36	2.52	2.71	2.23	2.51	2.07	2.44

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Without	1527	1462	572	176	981	345	636	1368
%V	75.4%	75.2%	73.0%	68.8%	79.1%	76.2%	80.8%	73.4%
%H (All HH)		95.7%	37.5%	11.5%	64.2%	22.6%	41.7%	89.6%
%H (TV HH)			39.1%	12.0%	67.1%	23.6%	43.5%	
With	497	483	211	80	259	108	151	497
%V	24.6%	24.8%	26.9%	31.3%	20.9%	23.8%	19.2%	26.7%
%H (All HH)		97.2%	42.5%	16.1%	52.1%	21.7%	30.4%	100.0%
%H (TV HH)			43.7%	16.6%	53.6%	22.4%	31.3%	
0 - 3	174	169	65	22	90	26	64	174
%V	8.6%	8.7%	8.3%	8.6%	7.3%	5.7%	8.1%	9.3%
%H (All HH)		97.1%	37.4%	12.6%	51.7%	14.9%	36.8%	100.0%
%H (TV HH)			38.5%	13.0%	53.3%	15.4%	37.9%	
4 - 9	260	248	117	37	121	46	75	260
%V	12.8%	12.8%	14.9%	14.5%	9.8%	10.2%	9.5%	13.9%
%H (All HH)		95.4%	45.0%	14.2%	46.5%	17.7%	28.8%	100.0%
%H (TV HH)			47.2%	14.9%	48.8%	18.5%	30.2%	
10 - 15	247	242	115	40	139	68	71	247
%V	12.2%	12.4%	14.7%	15.6%	11.2%	15.0%	9.0%	13.3%
%H (All HH)		98.0%	46.6%	16.2%	56.3%	27.5%	28.7%	100.0%
%H (TV HH)			47.5%	16.5%	57.4%	28.1%	29.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
1	803	803	244	99	452	83	369	702
%V	39.7%	41.3%	31.1%	38.7%	36.5%	18.3%	46.9%	37.7%
%H (All HH)		100.0%	30.4%	12.3%	56.3%	10.3%	46.0%	87.4%
%H (TV HH)			30.4%	12.3%	56.3%	10.3%	46.0%	
2	625	625	268	79	414	163	251	581
%V	30.9%	32.1%	34.2%	30.9%	33.4%	36.0%	31.9%	31.2%
%H (All HH)		100.0%	42.9%	12.6%	66.2%	26.1%	40.2%	93.0%
%H (TV HH)			42.9%	12.6%	66.2%	26.1%	40.2%	
3	323	323	154	48	234	116	119	319
%V	16.0%	16.6%	19.6%	18.8%	18.9%	25.6%	15.1%	17.1%
%H (All HH)		100.0%	47.7%	14.9%	72.4%	35.9%	36.8%	98.8%
%H (TV HH)			47.7%	14.9%	72.4%	35.9%	36.8%	
4	121	121	75	19	85	55	30	121
%V	6.0%	6.2%	9.6%	7.4%	6.9%	12.1%	3.8%	6.5%
%H (All HH)		100.0%	62.0%	15.7%	70.2%	45.5%	24.8%	100.0%
%H (TV HH)			62.0%	15.7%	70.2%	45.5%	24.8%	
5+	73	73	42	12	55	36	18	73
%V	3.6%	3.8%	5.4%	4.7%	4.4%	7.9%	2.3%	3.9%
%H (All HH)		100.0%	57.5%	16.4%	75.3%	49.3%	24.7%	100.0%
%H (TV HH)			57.5%	16.4%	75.3%	49.3%	24.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%V (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Under 20"	237	237	95	19	209	87	121	216
%V	11.7%	12.2%	12.1%	7.4%	16.9%	19.2%	15.4%	11.6%
%H (All HH)		100.0%	40.1%	8.0%	88.2%	36.7%	51.1%	91.1%
%H (TV HH)			40.1%	8.0%	88.2%	36.7%	51.1%	
20" - 29"	541	541	235	60	411	181	230	491
%V	26.7%	27.8%	30.0%	23.4%	33.1%	40.0%	29.2%	26.3%
%H (All HH)		100.0%	43.4%	11.1%	76.0%	33.5%	42.5%	90.8%
%H (TV HH)			43.4%	11.1%	76.0%	33.5%	42.5%	
30" - 39"	950	950	372	119	671	241	430	867
%V	46.9%	48.8%	47.4%	46.5%	54.1%	53.2%	54.6%	46.5%
%H (All HH)		100.0%	39.2%	12.5%	70.6%	25.4%	45.3%	91.3%
%H (TV HH)			39.2%	12.5%	70.6%	25.4%	45.3%	
40" - 49"	936	936	422	141	575	252	323	903
%V	46.2%	48.1%	53.8%	55.1%	46.4%	55.6%	41.0%	48.4%
%H (All HH)		100.0%	45.1%	15.1%	61.4%	26.9%	34.5%	96.5%
%H (TV HH)			45.1%	15.1%	61.4%	26.9%	34.5%	
50" - 59"	438	438	224	69	228	118	110	430
%V	21.6%	22.5%	28.6%	27.0%	18.4%	26.0%	14.0%	23.1%
%H (All HH)		100.0%	51.1%	15.8%	52.1%	26.9%	25.1%	98.2%
%H (TV HH)			51.1%	15.8%	52.1%	26.9%	25.1%	
60"+	82	82	48	15	42	26	16	82
%V	4.1%	4.2%	6.1%	5.9%	3.4%	5.7%	2.0%	4.4%
%H (All HH)		100.0%	58.5%	18.3%	51.2%	31.7%	19.5%	100.0%
%H (TV HH)			58.5%	18.3%	51.2%	31.7%	19.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%V (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Main living room	1927	1927	779	256	1227	452	775	1777
%V	95.2%	99.1%	99.4%	100.0%	99.0%	99.8%	98.5%	95.3%
%H (All HH)		100.0%	40.4%	13.3%	63.7%	23.5%	40.2%	92.2%
%H (TV HH)			40.4%	13.3%	63.7%	23.5%	40.2%	
Kitchen	266	266	117	39	219	112	108	257
%V	13.1%	13.7%	14.9%	15.2%	17.7%	24.7%	13.7%	13.8%
%H (All HH)		100.0%	44.0%	14.7%	82.3%	42.1%	40.6%	96.6%
%H (TV HH)			44.0%	14.7%	82.3%	42.1%	40.6%	
Adult's bedroom	858	858	420	126	584	291	293	829
%V	42.4%	44.1%	53.6%	49.2%	47.1%	64.2%	37.2%	44.5%
%H (All HH)		100.0%	49.0%	14.7%	68.1%	33.9%	34.1%	96.6%
%H (TV HH)			49.0%	14.7%	68.1%	33.9%	34.1%	
Child's bedroom	169	169	92	25	97	54	43	169
%V	8.3%	8.7%	11.7%	9.8%	7.8%	11.9%	5.5%	9.1%
%H (All HH)		100.0%	54.4%	14.8%	57.4%	32.0%	25.4%	100.0%
%H (TV HH)			54.4%	14.8%	57.4%	32.0%	25.4%	
Other bedroom	91	91	52	13	74	46	28	89
%V	4.5%	4.7%	6.6%	5.1%	6.0%	10.2%	3.6%	4.8%
%H (All HH)		100.0%	57.1%	14.3%	81.3%	50.5%	30.8%	97.8%
%H (TV HH)			57.1%	14.3%	81.3%	50.5%	30.8%	
Second living/dining room	171	171	78	21	132	63	69	164
%V	8.4%	8.8%	9.9%	8.2%	10.6%	13.9%	8.8%	8.8%
%H (All HH)		100.0%	45.6%	12.3%	77.2%	36.8%	40.4%	95.9%
%H (TV HH)			45.6%	12.3%	77.2%	36.8%	40.4%	
Study/office	37	37	22	6	25	13	12	37
%V	1.8%	1.9%	2.8%	2.3%	2.0%	2.9%	1.5%	2.0%
%H (All HH)		100.0%	59.5%	16.2%	67.6%	35.1%	32.4%	100.0%
%H (TV HH)			59.5%	16.2%	67.6%	35.1%	32.4%	
TV room	24	24	11	4	15	6	9	24
%V	1.2%	1.2%	1.4%	1.6%	1.2%	1.3%	1.1%	1.3%
%H (All HH)		100.0%	45.8%	16.7%	62.5%	25.0%	37.5%	100.0%
%H (TV HH)			45.8%	16.7%	62.5%	25.0%	37.5%	
Conservatory	56	56	34	5	45	27	18	51
%V	2.8%	2.9%	4.3%	2.0%	3.6%	6.0%	2.3%	2.7%
%H (All HH)		100.0%	60.7%	8.9%	80.4%	48.2%	32.1%	91.1%
%H (TV HH)			60.7%	8.9%	80.4%	48.2%	32.1%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	3	3	3	0	2	2	0	3
%V	0.1%	0.2%	0.4%	0.0%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Other	34	34	14	3	29	11	18	34
%V	1.7%	1.7%	1.8%	1.2%	2.3%	2.4%	2.3%	1.8%
%H (All HH)		100.0%	41.2%	8.8%	85.3%	32.4%	52.9%	100.0%
%H (TV HH)			41.2%	8.8%	85.3%	32.4%	52.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 4.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Any DSAT provider	784	784	784	16	364	364	0	747
%V	38.7%	40.3%	100.0%	6.3%	29.4%	80.4%	0.0%	40.1%
%H (All HH)			100.0%	2.0%	46.4%	46.4%	0.0%	95.3%
%H (TV HH)			100.0%	2.0%	46.4%	46.4%	0.0%	
Sky with subscription	654	654	654	9	302	302	0	623
%V	32.3%	33.6%	83.4%	3.5%	24.4%	66.7%	0.0%	33.4%
%H (All HH)			100.0%	1.4%	46.2%	46.2%	0.0%	95.3%
%H (TV HH)			100.0%	1.4%	46.2%	46.2%	0.0%	
Sky without subscription	16	16	16	1	6	6	0	15
%V	0.8%	0.8%	2.0%	0.4%	0.5%	1.3%	0.0%	0.8%
%H (All HH)			100.0%	6.3%	37.5%	37.5%	0.0%	93.8%
%H (TV HH)			100.0%	6.3%	37.5%	37.5%	0.0%	
Freesat	95	95	95	6	53	53	0	88
%V	4.7%	4.9%	12.1%	2.3%	4.3%	11.7%	0.0%	4.7%
%H (All HH)			100.0%	6.3%	55.8%	55.8%	0.0%	92.6%
%H (TV HH)			100.0%	6.3%	55.8%	55.8%	0.0%	
Other satellite provider	61	61	61	2	27	27	0	61
%V	3.0%	3.1%	7.8%	0.8%	2.2%	6.0%	0.0%	3.3%
%H (All HH)			100.0%	3.3%	44.3%	44.3%	0.0%	100.0%
%H (TV HH)			100.0%	3.3%	44.3%	44.3%	0.0%	
DCAB	256	256	16	256	102	102	0	249
%V	12.6%	13.2%	2.0%	100.0%	8.2%	22.5%	0.0%	13.4%
%H (All HH)			6.3%	100.0%	39.8%	39.8%	0.0%	97.3%
%H (TV HH)			6.3%	100.0%	39.8%	39.8%	0.0%	
DTT	1240	1240	364	102	1240	453	787	1118
%V	61.3%	63.8%	46.4%	39.8%	100.0%	100.0%	100.0%	60.0%
%H (All HH)		100.0%	29.4%	8.2%	100.0%	36.5%	63.5%	90.2%
%H (TV HH)			29.4%	8.2%	100.0%	36.5%	63.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
PVR	1214	1214	709	235	701	419	282	1156
%V	60.0%	62.4%	90.4%	91.8%	56.5%	92.5%	35.8%	62.0%
%H (All HH)		100.0%	58.4%	19.4%	57.7%	34.5%	23.2%	95.2%
%H (TV HH)			58.4%	19.4%	57.7%	34.5%	23.2%	
DVDR	29	29	16	1	22	10	12	27
%V	1.4%	1.5%	2.0%	0.4%	1.8%	2.2%	1.5%	1.4%
%H (All HH)		100.0%	55.2%	3.4%	75.9%	34.5%	41.4%	93.1%
%H (TV HH)			55.2%	3.4%	75.9%	34.5%	41.4%	
VCR	8	8	2	0	8	2	5	7
%V	0.4%	0.4%	0.3%	0.0%	0.6%	0.4%	0.6%	0.4%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	62.5%	87.5%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	62.5%	
Any recorder	1231	1231	710	235	718	420	298	1171
%V	60.8%	63.3%	90.6%	91.8%	57.9%	92.7%	37.9%	62.8%
%H (All HH)		100.0%	57.7%	19.1%	58.3%	34.1%	24.2%	95.1%
%H (TV HH)			57.7%	19.1%	58.3%	34.1%	24.2%	
Receives HDTV (via STB or built-in reception)	1500	1500	692	237	1013	429	585	1427
%V	74.1%	77.1%	88.3%	92.6%	81.7%	94.7%	74.3%	76.6%
%H (All HH)		100.0%	46.1%	15.8%	67.5%	28.6%	39.0%	95.1%
%H (TV HH)			46.1%	15.8%	67.5%	28.6%	39.0%	
DVD/Blu-ray player or recorder	1201	1201	498	154	790	301	489	1127
%V	59.3%	61.7%	63.5%	60.2%	63.7%	66.4%	62.1%	60.5%
%H (All HH)		100.0%	41.5%	12.8%	65.8%	25.1%	40.7%	93.8%
%H (TV HH)			41.5%	12.8%	65.8%	25.1%	40.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2024	1945	784	256	1240	453	787	1864
%H (All HH)		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%
%H (TV HH)			40.3%	13.2%	63.8%	23.3%	40.5%	
Has broadband internet	1864	1796	747	249	1118	434	683	1864
%V	92.1%	92.3%	95.3%	97.3%	90.2%	95.8%	86.8%	100.0%
%H (All HH)		96.4%	40.1%	13.4%	60.0%	23.3%	36.6%	100.0%
%H (TV HH)			41.6%	13.9%	62.2%	24.2%	38.0%	
Number of computers (PCs and laptops)								
0	277	258	84	14	191	42	149	129
%V	13.7%	13.3%	10.7%	5.5%	15.4%	9.3%	18.9%	6.9%
%H (All HH)		93.1%	30.3%	5.1%	69.0%	15.2%	53.8%	46.6%
%H (TV HH)			32.6%	5.4%	74.0%	16.3%	57.8%	
1	455	428	160	43	289	80	209	447
%V	22.5%	22.0%	20.4%	16.8%	23.3%	17.7%	26.6%	24.0%
%H (All HH)		94.1%	35.2%	9.5%	63.5%	17.6%	45.9%	98.2%
%H (TV HH)			37.4%	10.0%	67.5%	18.7%	48.8%	
2	540	528	200	73	326	118	208	539
%V	26.7%	27.1%	25.5%	28.5%	26.3%	26.0%	26.4%	28.9%
%H (All HH)		97.8%	37.0%	13.5%	60.4%	21.9%	38.5%	99.8%
%H (TV HH)			37.9%	13.8%	61.7%	22.3%	39.4%	
3	322	311	137	55	189	83	106	321
%V	15.9%	16.0%	17.5%	21.5%	15.2%	18.3%	13.5%	17.2%
%H (All HH)		96.6%	42.5%	17.1%	58.7%	25.8%	32.9%	99.7%
%H (TV HH)			44.1%	17.7%	60.8%	26.7%	34.1%	
4	198	196	102	23	124	69	54	198
%V	9.8%	10.1%	13.0%	9.0%	10.0%	15.2%	6.9%	10.6%
%H (All HH)		99.0%	51.5%	11.6%	62.6%	34.8%	27.3%	100.0%
%H (TV HH)			52.0%	11.7%	63.3%	35.2%	27.6%	
5+	232	223	101	47	121	61	60	230
%V	11.5%	11.5%	12.9%	18.4%	9.8%	13.5%	7.6%	12.3%
%H (All HH)		96.1%	43.5%	20.3%	52.2%	26.3%	25.9%	99.1%
%H (TV HH)			45.3%	21.1%	54.3%	27.4%	26.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3896	1770	539	2619	1175	1444	3693
%H		45.4%	13.8%	67.2%	30.2%	37.1%	94.8%
Under 20"	276	111	21	245	103	142	255
%V	7.1%	6.3%	3.9%	9.4%	8.8%	9.8%	6.9%
%H		40.2%	7.6%	88.8%	37.3%	51.4%	92.4%
20" - 29"	701	323	86	543	265	278	648
%V	18.0%	18.2%	16.0%	20.7%	22.6%	19.3%	17.5%
%H		46.1%	12.3%	77.5%	37.8%	39.7%	92.4%
30" - 39"	1168	482	142	826	317	509	1081
%V	30.0%	27.2%	26.3%	31.5%	27.0%	35.2%	29.3%
%H		41.3%	12.2%	70.7%	27.1%	43.6%	92.6%
40" - 49"	1167	542	191	707	328	379	1134
%V	30.0%	30.6%	35.4%	27.0%	27.9%	26.2%	30.7%
%H		46.4%	16.4%	60.6%	28.1%	32.5%	97.2%
50" - 59"	486	258	82	247	132	115	477
%V	12.5%	14.6%	15.2%	9.4%	11.2%	8.0%	12.9%
%H		53.1%	16.9%	50.8%	27.2%	23.7%	98.1%
60"+	85	50	15	43	27	16	85
%V	2.2%	2.8%	2.8%	1.6%	2.3%	1.1%	2.3%
%H		58.8%	17.6%	50.6%	31.8%	18.8%	100.0%
Don't know	14	4	1	8	2	6	13
%V	0.4%	0.2%	0.2%	0.3%	0.2%	0.4%	0.4%
%H		28.6%	7.1%	57.1%	14.3%	42.9%	92.9%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3896	1770	539	2619	1175	1444	3693
%H		45.4%	13.8%	67.2%	30.2%	37.1%	94.8%
Main living room	1938	784	256	1237	456	781	1787
%V	49.7%	44.3%	47.5%	47.2%	38.8%	54.1%	48.4%
%H		40.5%	13.2%	63.8%	23.5%	40.3%	92.2%
Kitchen	266	117	39	219	112	108	257
%V	6.8%	6.6%	7.2%	8.4%	9.5%	7.5%	7.0%
%H		44.0%	14.7%	82.3%	42.1%	40.6%	96.6%
Adult's bedroom	1030	514	156	698	357	341	1000
%V	26.4%	29.0%	28.9%	26.7%	30.4%	23.6%	27.1%
%H		49.9%	15.1%	67.8%	34.7%	33.1%	97.1%
Child's bedroom	221	124	33	122	69	53	221
%V	5.7%	7.0%	6.1%	4.7%	5.9%	3.7%	6.0%
%H		56.1%	14.9%	55.2%	31.2%	24.0%	100.0%
Other bedroom	108	62	17	89	55	34	107
%V	2.8%	3.5%	3.2%	3.4%	4.7%	2.4%	2.9%
%H		57.4%	15.7%	82.4%	50.9%	31.5%	99.1%
Second living/dining room	176	81	21	134	64	70	169
%V	4.5%	4.6%	3.9%	5.1%	5.4%	4.8%	4.6%
%H		46.0%	11.9%	76.1%	36.4%	39.8%	96.0%
Study/office	37	22	6	25	13	12	37
%V	0.9%	1.2%	1.1%	1.0%	1.1%	0.8%	1.0%
%H		59.5%	16.2%	67.6%	35.1%	32.4%	100.0%
TV room	24	11	4	15	6	9	24
%V	0.6%	0.6%	0.7%	0.6%	0.5%	0.6%	0.6%
%H		45.8%	16.7%	62.5%	25.0%	37.5%	100.0%
Conservatory	56	34	5	45	27	18	51
%V	1.4%	1.9%	0.9%	1.7%	2.3%	1.2%	1.4%
%H		60.7%	8.9%	80.4%	48.2%	32.1%	91.1%
Attic or loft room	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	3	3	0	2	2	0	3
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
Other	37	16	3	31	13	18	37
%V	0.9%	0.9%	0.6%	1.2%	1.1%	1.2%	1.0%
%H		43.2%	8.1%	83.8%	35.1%	48.6%	100.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3896	1770	539	2619	1175	1444	3693
%H		45.4%	13.8%	67.2%	30.2%	37.1%	94.8%
PVR	1750	1106	343	934	607	327	1684
%V	44.9%	62.5%	63.6%	35.7%	51.7%	22.6%	45.6%
%H		63.2%	19.6%	53.4%	34.7%	18.7%	96.2%
DVDR	31	17	2	24	11	14	30
%V	0.8%	1.0%	0.4%	0.9%	0.9%	1.0%	0.8%
%H		54.8%	6.5%	77.4%	35.5%	45.2%	96.8%
VCR	8	2	0	8	2	5	7
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.3%	0.2%
%H		25.0%	0.0%	100.0%	25.0%	62.5%	87.5%
Any recorder	1774	1111	345	958	612	346	1705
%V	45.5%	62.8%	64.0%	36.6%	52.1%	24.0%	46.2%
%H		62.6%	19.4%	54.0%	34.5%	19.5%	96.1%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3896	1770	539	2619	1175	1444	3693
%H		45.4%	13.8%	67.2%	30.2%	37.1%	94.8%
Receives HDTV (via STB or built-in reception)	2446	1216	393	1676	807	869	2355
%V	62.8%	68.7%	72.9%	64.0%	68.7%	60.2%	63.8%
%H		49.7%	16.1%	68.5%	33.0%	35.5%	96.3%
DVD/Blu-ray player or recorder	1626	713	227	1091	464	627	1545
%V	41.7%	40.3%	42.1%	41.7%	39.5%	43.4%	41.8%
%H		43.8%	14.0%	67.1%	28.5%	38.6%	95.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1942	781	256	1238	452	786	1792
%H		40.2%	13.2%	63.7%	23.3%	40.5%	92.3%
Under 20"	15	0	0	14	0	14	10
%V	0.8%	0.0%	0.0%	1.1%	0.0%	1.8%	0.6%
%H		0.0%	0.0%	93.3%	0.0%	93.3%	66.7%
20" - 29"	134	37	8	95	18	78	105
%V	6.9%	4.7%	3.1%	7.7%	4.0%	9.9%	5.9%
%H		27.6%	6.0%	70.9%	13.4%	58.2%	78.4%
30" - 39"	535	159	63	393	99	294	462
%V	27.5%	20.4%	24.6%	31.7%	21.9%	37.4%	25.8%
%H		29.7%	11.8%	73.5%	18.5%	55.0%	86.4%
40" - 49"	778	338	113	486	204	283	745
%V	40.1%	43.3%	44.1%	39.3%	45.1%	36.0%	41.6%
%H		43.4%	14.5%	62.5%	26.2%	36.4%	95.8%
50" - 59"	397	205	58	208	109	98	389
%V	20.4%	26.2%	22.7%	16.8%	24.1%	12.5%	21.7%
%H		51.6%	14.6%	52.4%	27.5%	24.7%	98.0%
60"+	75	41	14	37	22	16	75
%V	3.9%	5.2%	5.5%	3.0%	4.9%	2.0%	4.2%
%H		54.7%	18.7%	49.3%	29.3%	21.3%	100.0%
Don't know	7	1	0	4	0	4	6
%V	0.4%	0.1%	0.0%	0.3%	0.0%	0.5%	0.3%
%H		14.3%	0.0%	57.1%	0.0%	57.1%	85.7%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1942	781	256	1238	452	786	1792
%H		40.2%	13.2%	63.7%	23.3%	40.5%	92.3%
PVR	1195	702	233	685	414	271	1136
%V	61.5%	89.9%	91.0%	55.3%	91.6%	34.5%	63.4%
%H		58.7%	19.5%	57.3%	34.6%	22.7%	95.1%
DVDR	22	12	0	17	6	10	22
%V	1.1%	1.5%	0.0%	1.4%	1.3%	1.3%	1.2%
%H		54.5%	0.0%	77.3%	27.3%	45.5%	100.0%
VCR	7	2	0	7	2	4	6
%V	0.4%	0.3%	0.0%	0.6%	0.4%	0.5%	0.3%
%H		28.6%	0.0%	100.0%	28.6%	57.1%	85.7%
Any recorder	1210	703	233	700	415	285	1150
%V	62.3%	90.0%	91.0%	56.5%	91.8%	36.3%	64.2%
%H		58.1%	19.3%	57.9%	34.3%	23.6%	95.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1942	781	256	1238	452	786	1792
%H		40.2%	13.2%	63.7%	23.3%	40.5%	92.3%
Receives HDTV (via STB or built-in reception)	1472	682	234	991	421	570	1401
%V	75.8%	87.3%	91.4%	80.0%	93.1%	72.5%	78.2%
%H		46.3%	15.9%	67.3%	28.6%	38.7%	95.2%
DVD/Blu-ray player or recorder	1044	423	127	683	246	437	974
%V	53.8%	54.2%	49.6%	55.2%	54.4%	55.6%	54.4%
%H		40.5%	12.2%	65.4%	23.6%	41.9%	93.3%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 4.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1954	989	283	1381	723	658	1901
%H		50.6%	14.5%	70.7%	37.0%	33.7%	97.3%
Under 20"	261	111	21	231	103	128	245
%V	13.4%	11.2%	7.4%	16.7%	14.2%	19.5%	12.9%
%H		42.5%	8.0%	88.5%	39.5%	49.0%	93.9%
20" - 29"	566	286	78	448	248	200	543
%V	29.0%	28.9%	27.6%	32.4%	34.3%	30.4%	28.6%
%H		50.5%	13.8%	79.2%	43.8%	35.3%	95.9%
30" - 39"	633	324	79	432	217	215	619
%V	32.4%	32.8%	27.9%	31.3%	30.0%	32.7%	32.6%
%H		51.2%	12.5%	68.2%	34.3%	34.0%	97.8%
40" - 49"	389	204	78	220	124	96	389
%V	19.9%	20.6%	27.6%	15.9%	17.2%	14.6%	20.5%
%H		52.4%	20.1%	56.6%	31.9%	24.7%	100.0%
50" - 59"	88	52	24	39	23	17	88
%V	4.5%	5.3%	8.5%	2.8%	3.2%	2.6%	4.6%
%H		59.1%	27.3%	44.3%	26.1%	19.3%	100.0%
60"+	10	9	1	6	6	0	10
%V	0.5%	0.9%	0.4%	0.4%	0.8%	0.0%	0.5%
%H		90.0%	10.0%	60.0%	60.0%	0.0%	100.0%
Don't know	7	3	1	5	2	2	7
%V	0.4%	0.3%	0.4%	0.4%	0.3%	0.3%	0.4%
%H		42.9%	14.3%	71.4%	28.6%	28.6%	100.0%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1954	989	283	1381	723	658	1901
%H		50.6%	14.5%	70.7%	37.0%	33.7%	97.3%
PVR	555	404	110	249	194	55	547
%V	28.4%	40.8%	38.9%	18.0%	26.8%	8.4%	28.8%
%H		72.8%	19.8%	44.9%	35.0%	9.9%	98.6%
DVDR	9	6	2	8	5	3	8
%V	0.5%	0.6%	0.7%	0.6%	0.7%	0.5%	0.4%
%H		66.7%	22.2%	88.9%	55.6%	33.3%	88.9%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	564	407	111	258	197	61	555
%V	28.9%	41.2%	39.2%	18.7%	27.2%	9.3%	29.2%
%H		72.2%	19.7%	45.7%	34.9%	10.8%	98.4%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1954	989	283	1381	723	658	1901
%H		50.6%	14.5%	70.7%	37.0%	33.7%	97.3%
Receives HDTV (via STB or built-in reception)	973	534	159	685	386	299	954
%V	49.8%	54.0%	56.2%	49.6%	53.4%	45.4%	50.2%
%H		54.9%	16.3%	70.4%	39.7%	30.7%	98.0%
DVD/Blu-ray player or recorder	583	290	100	408	217	191	571
%V	29.8%	29.3%	35.3%	29.5%	30.0%	29.0%	30.0%
%H		49.7%	17.2%	70.0%	37.2%	32.8%	97.9%

Base: BBC East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4738	4585	1972	696	2767	1138	1629	4550
%H		96.8%	41.6%	14.7%	58.4%	24.0%	34.4%	96.0%
Total Children	883	859	384	126	462	186	277	883
%V	18.6%	18.7%	19.5%	18.1%	16.7%	16.3%	17.0%	19.4%
%H		97.3%	43.5%	14.3%	52.3%	21.1%	31.4%	100.0%
0 - 3	206	201	74	23	112	31	81	206
%V	4.3%	4.4%	3.8%	3.3%	4.0%	2.7%	5.0%	4.5%
%H		97.6%	35.9%	11.2%	54.4%	15.0%	39.3%	100.0%
4 - 15	677	657	310	103	351	155	196	677
%V	14.3%	14.3%	15.7%	14.8%	12.7%	13.6%	12.0%	14.9%
%H		97.0%	45.8%	15.2%	51.8%	22.9%	29.0%	100.0%
4 - 9	341	328	151	48	167	64	103	341
%V	7.2%	7.2%	7.7%	6.9%	6.0%	5.6%	6.3%	7.5%
%H		96.2%	44.3%	14.1%	49.0%	18.8%	30.2%	100.0%
10 - 15	336	329	159	55	184	91	93	336
%V	7.1%	7.2%	8.1%	7.9%	6.6%	8.0%	5.7%	7.4%
%H		97.9%	47.3%	16.4%	54.8%	27.1%	27.7%	100.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4738	4585	1972	696	2767	1138	1629	4550
%H		96.8%	41.6%	14.7%	58.4%	24.0%	34.4%	96.0%
Total Adults (16+)	3855	3727	1587	570	2304	952	1352	3667
%V	81.4%	81.3%	80.5%	81.9%	83.3%	83.7%	83.0%	80.6%
%H		96.7%	41.2%	14.8%	59.8%	24.7%	35.1%	95.1%
16 - 19	185	182	87	47	101	62	39	183
%V	3.9%	4.0%	4.4%	6.8%	3.7%	5.4%	2.4%	4.0%
%H		98.4%	47.0%	25.4%	54.6%	33.5%	21.1%	98.9%
20 - 24	222	214	86	37	130	64	65	220
%V	4.7%	4.7%	4.4%	5.3%	4.7%	5.6%	4.0%	4.8%
%H		96.4%	38.7%	16.7%	58.6%	28.8%	29.3%	99.1%
25 - 34	619	572	221	91	265	92	173	615
%V	13.1%	12.5%	11.2%	13.1%	9.6%	8.1%	10.6%	13.5%
%H		92.4%	35.7%	14.7%	42.8%	14.9%	27.9%	99.4%
35 - 44	569	537	218	87	301	123	178	569
%V	12.0%	11.7%	11.1%	12.5%	10.9%	10.8%	10.9%	12.5%
%H		94.4%	38.3%	15.3%	52.9%	21.6%	31.3%	100.0%
45 - 54	658	647	334	98	388	198	190	652
%V	13.9%	14.1%	16.9%	14.1%	14.0%	17.4%	11.7%	14.3%
%H		98.3%	50.8%	14.9%	59.0%	30.1%	28.9%	99.1%
55 - 64	675	666	323	92	436	204	232	662
%V	14.2%	14.5%	16.4%	13.2%	15.8%	17.9%	14.2%	14.5%
%H		98.7%	47.9%	13.6%	64.6%	30.2%	34.4%	98.1%
65+	928	908	318	117	685	209	476	765
%V	19.6%	19.8%	16.1%	16.8%	24.8%	18.4%	29.2%	16.8%
%H		97.8%	34.3%	12.6%	73.8%	22.5%	51.3%	82.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3855	3727	1587	570	2304	952	1352	3667
%H		96.7%	41.2%	14.8%	59.8%	24.7%	35.1%	95.1%
AB	1113	1068	459	145	653	262	391	1100
%V	28.9%	28.7%	28.9%	25.4%	28.3%	27.5%	28.9%	30.0%
%H		96.0%	41.2%	13.0%	58.7%	23.5%	35.1%	98.8%
C1	1241	1204	522	196	746	348	398	1204
%V	32.2%	32.3%	32.9%	34.4%	32.4%	36.6%	29.4%	32.8%
%H		97.0%	42.1%	15.8%	60.1%	28.0%	32.1%	97.0%
C2	771	754	327	138	473	197	275	723
%V	20.0%	20.2%	20.6%	24.2%	20.5%	20.7%	20.3%	19.7%
%H		97.8%	42.4%	17.9%	61.3%	25.6%	35.7%	93.8%
D	516	494	223	59	284	99	185	469
%V	13.4%	13.3%	14.1%	10.4%	12.3%	10.4%	13.7%	12.8%
%H		95.7%	43.2%	11.4%	55.0%	19.2%	35.9%	90.9%
E	214	206	58	32	149	46	103	171
%V	5.6%	5.5%	3.7%	5.6%	6.5%	4.8%	7.6%	4.7%
%H		96.3%	27.1%	15.0%	69.6%	21.5%	48.1%	79.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3855	3727	1587	570	2304	952	1352	3667
%H		96.7%	41.2%	14.8%	59.8%	24.7%	35.1%	95.1%
Working full time	1926	1861	863	271	1050	471	579	1910
%V	50.0%	49.9%	54.4%	47.5%	45.6%	49.5%	42.8%	52.1%
%H		96.6%	44.8%	14.1%	54.5%	24.5%	30.1%	99.2%
Working part time	446	435	180	82	273	121	152	441
%V	11.6%	11.7%	11.3%	14.4%	11.8%	12.7%	11.2%	12.0%
%H		97.5%	40.4%	18.4%	61.2%	27.1%	34.1%	98.9%
Not working	1480	1427	544	217	979	359	619	1313
%V	38.4%	38.3%	34.3%	38.1%	42.5%	37.7%	45.8%	35.8%
%H		96.4%	36.8%	14.7%	66.1%	24.3%	41.8%	88.7%
Houseperson	2024	1945	784	256	1240	453	787	1864
%V	52.5%	52.2%	49.4%	44.9%	53.8%	47.6%	58.2%	50.8%
%H		96.1%	38.7%	12.6%	61.3%	22.4%	38.9%	92.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1843	811	278	1127	486	641	1834
%H		96.6%	42.5%	14.6%	59.1%	25.5%	33.6%	96.1%
16 - 19	108	107	52	24	65	41	24	106
%V	5.7%	5.8%	6.4%	8.6%	5.8%	8.4%	3.7%	5.8%
%H		99.1%	48.1%	22.2%	60.2%	38.0%	22.2%	98.1%
20 - 24	110	103	37	20	67	33	34	110
%V	5.8%	5.6%	4.6%	7.2%	5.9%	6.8%	5.3%	6.0%
%H		93.6%	33.6%	18.2%	60.9%	30.0%	30.9%	100.0%
25 - 34	310	294	115	46	137	45	91	306
%V	16.2%	16.0%	14.2%	16.5%	12.2%	9.3%	14.2%	16.7%
%H		94.8%	37.1%	14.8%	44.2%	14.5%	29.4%	98.7%
35 - 44	289	269	111	44	145	62	83	289
%V	15.1%	14.6%	13.7%	15.8%	12.9%	12.8%	12.9%	15.8%
%H		93.1%	38.4%	15.2%	50.2%	21.5%	28.7%	100.0%
45 - 54	326	323	167	46	191	94	96	325
%V	17.1%	17.5%	20.6%	16.5%	16.9%	19.3%	15.0%	17.7%
%H		99.1%	51.2%	14.1%	58.6%	28.8%	29.4%	99.7%
55 - 64	327	320	155	43	209	96	114	317
%V	17.1%	17.4%	19.1%	15.5%	18.5%	19.8%	17.8%	17.3%
%H		97.9%	47.4%	13.1%	63.9%	29.4%	34.9%	96.9%
65+	438	427	174	56	313	115	198	380
%V	23.0%	23.2%	21.5%	20.1%	27.8%	23.7%	30.9%	20.7%
%H		97.5%	39.7%	12.8%	71.5%	26.3%	45.2%	86.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1843	811	278	1127	486	641	1834
%H		96.6%	42.5%	14.6%	59.1%	25.5%	33.6%	96.1%
AB	553	534	242	72	325	140	186	549
%V	29.0%	29.0%	29.8%	25.9%	28.8%	28.8%	29.0%	29.9%
%H		96.6%	43.8%	13.0%	58.8%	25.3%	33.6%	99.3%
C1	621	602	277	99	358	181	177	608
%V	32.5%	32.7%	34.2%	35.6%	31.8%	37.2%	27.6%	33.2%
%H		96.9%	44.6%	15.9%	57.6%	29.1%	28.5%	97.9%
C2	401	389	162	68	251	99	152	372
%V	21.0%	21.1%	20.0%	24.5%	22.3%	20.4%	23.7%	20.3%
%H		97.0%	40.4%	17.0%	62.6%	24.7%	37.9%	92.8%
D	254	243	112	27	140	51	89	240
%V	13.3%	13.2%	13.8%	9.7%	12.4%	10.5%	13.9%	13.1%
%H		95.7%	44.1%	10.6%	55.1%	20.1%	35.0%	94.5%
E	79	75	18	13	52	15	38	64
%V	4.1%	4.1%	2.2%	4.7%	4.6%	3.1%	5.9%	3.5%
%H		94.9%	22.8%	16.5%	65.8%	19.0%	48.1%	81.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1908	1843	811	278	1127	486	641	1834
%H		96.6%	42.5%	14.6%	59.1%	25.5%	33.6%	96.1%
Working full time	1177	1144	521	163	639	275	363	1164
%V	61.7%	62.1%	64.2%	58.6%	56.7%	56.6%	56.6%	63.5%
%H		97.2%	44.3%	13.8%	54.3%	23.4%	30.8%	98.9%
Working part time	87	82	38	18	53	31	21	87
%V	4.6%	4.4%	4.7%	6.5%	4.7%	6.4%	3.3%	4.7%
%H		94.3%	43.7%	20.7%	60.9%	35.6%	24.1%	100.0%
Not working	642	615	252	97	434	179	255	581
%V	33.6%	33.4%	31.1%	34.9%	38.5%	36.8%	39.8%	31.7%
%H		95.8%	39.3%	15.1%	67.6%	27.9%	39.7%	90.5%
Houseperson	395	368	136	37	236	76	160	346
%V	20.7%	20.0%	16.8%	13.3%	20.9%	15.6%	25.0%	18.9%
%H		93.2%	34.4%	9.4%	59.7%	19.2%	40.5%	87.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1947	1884	777	292	1178	466	711	1833
%H		96.8%	39.9%	15.0%	60.5%	23.9%	36.5%	94.1%
16 - 19	77	76	35	24	36	21	15	77
%V	4.0%	4.0%	4.5%	8.2%	3.1%	4.5%	2.1%	4.2%
%H		98.7%	45.5%	31.2%	46.8%	27.3%	19.5%	100.0%
20 - 24	112	111	49	17	63	31	32	110
%V	5.8%	5.9%	6.3%	5.8%	5.3%	6.7%	4.5%	6.0%
%H		99.1%	43.8%	15.2%	56.3%	27.7%	28.6%	98.2%
25 - 34	309	278	106	45	128	47	81	309
%V	15.9%	14.8%	13.6%	15.4%	10.9%	10.1%	11.4%	16.9%
%H		90.0%	34.3%	14.6%	41.4%	15.2%	26.2%	100.0%
35 - 44	280	268	107	44	156	61	94	280
%V	14.4%	14.2%	13.8%	15.1%	13.2%	13.1%	13.2%	15.3%
%H		95.7%	38.2%	15.7%	55.7%	21.8%	33.6%	100.0%
45 - 54	331	324	167	53	197	103	94	326
%V	17.0%	17.2%	21.5%	18.2%	16.7%	22.1%	13.2%	17.8%
%H		97.9%	50.5%	16.0%	59.5%	31.1%	28.4%	98.5%
55 - 64	348	346	169	50	226	108	118	345
%V	17.9%	18.4%	21.8%	17.1%	19.2%	23.2%	16.6%	18.8%
%H		99.4%	48.6%	14.4%	64.9%	31.0%	33.9%	99.1%
65+	490	481	144	60	372	95	278	385
%V	25.2%	25.5%	18.5%	20.5%	31.6%	20.4%	39.1%	21.0%
%H		98.2%	29.4%	12.2%	75.9%	19.4%	56.7%	78.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1947	1884	777	292	1178	466	711	1833
%H		96.8%	39.9%	15.0%	60.5%	23.9%	36.5%	94.1%
AB	559	534	217	73	327	122	205	550
%V	28.7%	28.3%	27.9%	25.0%	27.8%	26.2%	28.8%	30.0%
%H		95.5%	38.8%	13.1%	58.5%	21.8%	36.7%	98.4%
C1	620	602	245	97	388	166	221	596
%V	31.8%	32.0%	31.5%	33.2%	32.9%	35.6%	31.1%	32.5%
%H		97.1%	39.5%	15.6%	62.6%	26.8%	35.6%	96.1%
C2	370	365	165	70	222	98	123	351
%V	19.0%	19.4%	21.2%	24.0%	18.8%	21.0%	17.3%	19.1%
%H		98.6%	44.6%	18.9%	60.0%	26.5%	33.2%	94.9%
D	262	252	111	32	144	47	96	230
%V	13.5%	13.4%	14.3%	11.0%	12.2%	10.1%	13.5%	12.5%
%H		96.2%	42.4%	12.2%	55.0%	17.9%	36.6%	87.8%
E	136	131	39	20	97	32	65	107
%V	7.0%	7.0%	5.0%	6.8%	8.2%	6.9%	9.1%	5.8%
%H		96.3%	28.7%	14.7%	71.3%	23.5%	47.8%	78.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
BBC East
Individual level data
Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1947	1884	777	292	1178	466	711	1833
%H		96.8%	39.9%	15.0%	60.5%	23.9%	36.5%	94.1%
Working full time	748	718	342	108	412	196	216	746
%V	38.4%	38.1%	44.0%	37.0%	35.0%	42.1%	30.4%	40.7%
%H		96.0%	45.7%	14.4%	55.1%	26.2%	28.9%	99.7%
Working part time	359	353	142	64	221	90	131	354
%V	18.4%	18.7%	18.3%	21.9%	18.8%	19.3%	18.4%	19.3%
%H		98.3%	39.6%	17.8%	61.6%	25.1%	36.5%	98.6%
Not working	838	812	292	120	545	180	365	732
%V	43.0%	43.1%	37.6%	41.1%	46.3%	38.6%	51.3%	39.9%
%H		96.9%	34.8%	14.3%	65.0%	21.5%	43.6%	87.4%
Houseperson	1629	1578	648	219	1004	377	627	1518
%V	83.7%	83.8%	83.4%	75.0%	85.2%	80.9%	88.2%	82.8%
%H		96.9%	39.8%	13.4%	61.6%	23.1%	38.5%	93.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
AB	337	323	113	47	219	69	149	332
%V	31.2%	31.4%	32.7%	28.5%	33.0%	34.5%	32.1%	33.4%
%H (All HH)		95.8%	33.5%	13.9%	65.0%	20.5%	44.2%	98.5%
%H (TV HH)			35.0%	14.6%	67.8%	21.4%	46.1%	
C1	343	322	119	55	199	69	130	324
%V	31.8%	31.3%	34.4%	33.3%	30.0%	34.5%	28.0%	32.6%
%H (All HH)		93.9%	34.7%	16.0%	58.0%	20.1%	37.9%	94.5%
%H (TV HH)			37.0%	17.1%	61.8%	21.4%	40.4%	
C2	194	188	76	29	113	41	72	180
%V	18.0%	18.3%	22.0%	17.6%	17.0%	20.5%	15.5%	18.1%
%H (All HH)		96.9%	39.2%	14.9%	58.2%	21.1%	37.1%	92.8%
%H (TV HH)			40.4%	15.4%	60.1%	21.8%	38.3%	
D	136	130	28	23	87	15	71	112
%V	12.6%	12.6%	8.1%	13.9%	13.1%	7.5%	15.3%	11.3%
%H (All HH)		95.6%	20.6%	16.9%	64.0%	11.0%	52.2%	82.4%
%H (TV HH)			21.5%	17.7%	66.9%	11.5%	54.6%	
E	69	67	11	11	46	6	41	45
%V	6.4%	6.5%	3.2%	6.7%	6.9%	3.0%	8.8%	4.5%
%H (All HH)		97.1%	15.9%	15.9%	66.7%	8.7%	59.4%	65.2%
%H (TV HH)			16.4%	16.4%	68.7%	9.0%	61.2%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%V (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
Under 25	36	26	11	3	8	0	8	36
%V	3.3%	2.5%	3.2%	1.8%	1.2%	0.0%	1.7%	3.6%
%H (All HH)		72.2%	30.6%	8.3%	22.2%	0.0%	22.2%	100.0%
%H (TV HH)			42.3%	11.5%	30.8%	0.0%	30.8%	
25 - 34	157	144	38	27	64	12	52	154
%V	14.6%	14.0%	11.0%	16.4%	9.6%	6.0%	11.2%	15.5%
%H (All HH)		91.7%	24.2%	17.2%	40.8%	7.6%	33.1%	98.1%
%H (TV HH)			26.4%	18.8%	44.4%	8.3%	36.1%	
35 - 44	144	135	45	17	75	15	60	142
%V	13.3%	13.1%	13.0%	10.3%	11.3%	7.5%	12.9%	14.3%
%H (All HH)		93.8%	31.3%	11.8%	52.1%	10.4%	41.7%	98.6%
%H (TV HH)			33.3%	12.6%	55.6%	11.1%	44.4%	
45 - 54	217	214	77	42	140	50	89	217
%V	20.1%	20.8%	22.3%	25.5%	21.1%	25.0%	19.2%	21.9%
%H (All HH)		98.6%	35.5%	19.4%	64.5%	23.0%	41.0%	100.0%
%H (TV HH)			36.0%	19.6%	65.4%	23.4%	41.6%	
55 - 64	200	190	73	39	122	48	74	188
%V	18.5%	18.4%	21.1%	23.6%	18.4%	24.0%	15.9%	18.9%
%H (All HH)		95.0%	36.5%	19.5%	61.0%	24.0%	37.0%	94.0%
%H (TV HH)			38.4%	20.5%	64.2%	25.3%	38.9%	
65 +	324	320	101	37	256	75	181	256
%V	30.0%	31.1%	29.2%	22.4%	38.6%	37.5%	39.0%	25.8%
%H (All HH)		98.8%	31.2%	11.4%	79.0%	23.1%	55.9%	79.0%
%H (TV HH)			31.6%	11.6%	80.0%	23.4%	56.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
1	333	320	78	43	237	45	192	262
%V	30.9%	31.1%	22.5%	26.1%	35.7%	22.5%	41.4%	26.4%
%H (All HH)		96.1%	23.4%	12.9%	71.2%	13.5%	57.7%	78.7%
%H (TV HH)			24.4%	13.4%	74.1%	14.1%	60.0%	
2	371	357	131	59	224	78	146	359
%V	34.4%	34.7%	37.9%	35.8%	33.7%	39.0%	31.5%	36.2%
%H (All HH)		96.2%	35.3%	15.9%	60.4%	21.0%	39.4%	96.8%
%H (TV HH)			36.7%	16.5%	62.7%	21.8%	40.9%	
3	174	164	51	32	100	31	68	172
%V	16.1%	15.9%	14.7%	19.4%	15.1%	15.5%	14.7%	17.3%
%H (All HH)		94.3%	29.3%	18.4%	57.5%	17.8%	39.1%	98.9%
%H (TV HH)			31.1%	19.5%	61.0%	18.9%	41.5%	
4	144	137	57	25	81	34	47	144
%V	13.3%	13.3%	16.5%	15.2%	12.2%	17.0%	10.1%	14.5%
%H (All HH)		95.1%	39.6%	17.4%	56.3%	23.6%	32.6%	100.0%
%H (TV HH)			41.6%	18.2%	59.1%	24.8%	34.3%	
5+	56	52	29	6	23	12	11	55
%V	5.2%	5.0%	8.4%	3.6%	3.5%	6.0%	2.4%	5.5%
%H (All HH)		92.9%	51.8%	10.7%	41.1%	21.4%	19.6%	98.2%
%H (TV HH)			55.8%	11.5%	44.2%	23.1%	21.2%	
Average HH size	2.29	2.28	2.52	2.34	2.15	2.46	2.02	2.38

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
Without	821	780	248	126	530	158	372	739
%V	76.1%	75.7%	71.7%	76.4%	79.8%	79.0%	80.2%	74.4%
%H (All HH)		95.0%	30.2%	15.3%	64.6%	19.2%	45.3%	90.0%
%H (TV HH)			31.8%	16.2%	67.9%	20.3%	47.7%	
With	258	250	98	38	134	42	92	254
%V	23.9%	24.3%	28.3%	23.0%	20.2%	21.0%	19.8%	25.6%
%H (All HH)		96.9%	38.0%	14.7%	51.9%	16.3%	35.7%	98.4%
%H (TV HH)			39.2%	15.2%	53.6%	16.8%	36.8%	
0 - 3	88	86	24	13	42	6	35	86
%V	8.2%	8.3%	6.9%	7.9%	6.3%	3.0%	7.5%	8.7%
%H (All HH)		97.7%	27.3%	14.8%	47.7%	6.8%	39.8%	97.7%
%H (TV HH)			27.9%	15.1%	48.8%	7.0%	40.7%	
4 - 9	124	119	53	15	54	15	39	122
%V	11.5%	11.6%	15.3%	9.1%	8.1%	7.5%	8.4%	12.3%
%H (All HH)		96.0%	42.7%	12.1%	43.5%	12.1%	31.5%	98.4%
%H (TV HH)			44.5%	12.6%	45.4%	12.6%	32.8%	
10 - 15	119	119	49	22	69	28	41	119
%V	11.0%	11.6%	14.2%	13.3%	10.4%	14.0%	8.8%	12.0%
%H (All HH)		100.0%	41.2%	18.5%	58.0%	23.5%	34.5%	100.0%
%H (TV HH)			41.2%	18.5%	58.0%	23.5%	34.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
1	436	436	97	56	263	23	240	379
%V	40.4%	42.3%	28.0%	33.9%	39.6%	11.5%	51.7%	38.2%
%H (All HH)		100.0%	22.2%	12.8%	60.3%	5.3%	55.0%	86.9%
%H (TV HH)			22.2%	12.8%	60.3%	5.3%	55.0%	
2	326	326	117	60	206	63	142	303
%V	30.2%	31.7%	33.8%	36.4%	31.0%	31.5%	30.6%	30.5%
%H (All HH)		100.0%	35.9%	18.4%	63.2%	19.3%	43.6%	92.9%
%H (TV HH)			35.9%	18.4%	63.2%	19.3%	43.6%	
3	160	160	72	28	116	61	55	159
%V	14.8%	15.5%	20.8%	17.0%	17.5%	30.5%	11.9%	16.0%
%H (All HH)		100.0%	45.0%	17.5%	72.5%	38.1%	34.4%	99.4%
%H (TV HH)			45.0%	17.5%	72.5%	38.1%	34.4%	
4	69	69	38	8	50	29	21	67
%V	6.4%	6.7%	11.0%	4.8%	7.5%	14.5%	4.5%	6.7%
%H (All HH)		100.0%	55.1%	11.6%	72.5%	42.0%	30.4%	97.1%
%H (TV HH)			55.1%	11.6%	72.5%	42.0%	30.4%	
5+	39	39	22	13	30	24	6	39
%V	3.6%	3.8%	6.4%	7.9%	4.5%	12.0%	1.3%	3.9%
%H (All HH)		100.0%	56.4%	33.3%	76.9%	61.5%	15.4%	100.0%
%H (TV HH)			56.4%	33.3%	76.9%	61.5%	15.4%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%V		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (All HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
%H (TV HH)								
Under 20"	96	96	27	11	79	25	54	82
%V	8.9%	9.3%	7.8%	6.7%	11.9%	12.5%	11.6%	8.3%
%H (All HH)		100.0%	28.1%	11.5%	82.3%	26.0%	56.3%	85.4%
%H (TV HH)			28.1%	11.5%	82.3%	26.0%	56.3%	
20" - 29"	292	292	99	48	219	84	135	267
%V	27.1%	28.3%	28.6%	29.1%	33.0%	42.0%	29.1%	26.9%
%H (All HH)		100.0%	33.9%	16.4%	75.0%	28.8%	46.2%	91.4%
%H (TV HH)			33.9%	16.4%	75.0%	28.8%	46.2%	
30" - 39"	478	478	172	88	320	117	203	427
%V	44.3%	46.4%	49.7%	53.3%	48.2%	58.5%	43.8%	43.0%
%H (All HH)		100.0%	36.0%	18.4%	66.9%	24.5%	42.5%	89.3%
%H (TV HH)			36.0%	18.4%	66.9%	24.5%	42.5%	
40" - 49"	475	475	186	92	289	117	172	466
%V	44.0%	46.1%	53.8%	55.8%	43.5%	58.5%	37.1%	46.9%
%H (All HH)		100.0%	39.2%	19.4%	60.8%	24.6%	36.2%	98.1%
%H (TV HH)			39.2%	19.4%	60.8%	24.6%	36.2%	
50" - 59"	208	208	100	27	120	47	73	204
%V	19.3%	20.2%	28.9%	16.4%	18.1%	23.5%	15.7%	20.5%
%H (All HH)		100.0%	48.1%	13.0%	57.7%	22.6%	35.1%	98.1%
%H (TV HH)			48.1%	13.0%	57.7%	22.6%	35.1%	
60"+	25	25	14	3	13	5	8	25
%V	2.3%	2.4%	4.0%	1.8%	2.0%	2.5%	1.7%	2.5%
%H (All HH)		100.0%	56.0%	12.0%	52.0%	20.0%	32.0%	100.0%
%H (TV HH)			56.0%	12.0%	52.0%	20.0%	32.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
Main living room	1020	1020	346	162	664	200	464	937
%V	94.5%	99.0%	100.0%	98.2%	100.0%	100.0%	100.0%	94.4%
%H (All HH)		100.0%	33.9%	15.9%	65.1%	19.6%	45.5%	91.9%
%H (TV HH)			33.9%	15.9%	65.1%	19.6%	45.5%	
Kitchen	125	125	53	26	103	58	46	120
%V	11.6%	12.1%	15.3%	15.8%	15.5%	29.0%	9.9%	12.1%
%H (All HH)		100.0%	42.4%	20.8%	82.4%	46.4%	36.8%	96.0%
%H (TV HH)			42.4%	20.8%	82.4%	46.4%	36.8%	
Adult's bedroom	481	481	209	85	323	146	177	459
%V	44.6%	46.7%	60.4%	51.5%	48.6%	73.0%	38.1%	46.2%
%H (All HH)		100.0%	43.5%	17.7%	67.2%	30.4%	36.8%	95.4%
%H (TV HH)			43.5%	17.7%	67.2%	30.4%	36.8%	
Child's bedroom	64	64	27	12	36	16	20	62
%V	5.9%	6.2%	7.8%	7.3%	5.4%	8.0%	4.3%	6.2%
%H (All HH)		100.0%	42.2%	18.8%	56.3%	25.0%	31.3%	96.9%
%H (TV HH)			42.2%	18.8%	56.3%	25.0%	31.3%	
Other bedroom	76	76	33	19	60	35	25	74
%V	7.0%	7.4%	9.5%	11.5%	9.0%	17.5%	5.4%	7.5%
%H (All HH)		100.0%	43.4%	25.0%	78.9%	46.1%	32.9%	97.4%
%H (TV HH)			43.4%	25.0%	78.9%	46.1%	32.9%	
Second living/dining room	82	82	43	13	54	32	22	82
%V	7.6%	8.0%	12.4%	7.9%	8.1%	16.0%	4.7%	8.3%
%H (All HH)		100.0%	52.4%	15.9%	65.9%	39.0%	26.8%	100.0%
%H (TV HH)			52.4%	15.9%	65.9%	39.0%	26.8%	
Study/office	17	17	4	2	12	2	10	17
%V	1.6%	1.7%	1.2%	1.2%	1.8%	1.0%	2.2%	1.7%
%H (All HH)		100.0%	23.5%	11.8%	70.6%	11.8%	58.8%	100.0%
%H (TV HH)			23.5%	11.8%	70.6%	11.8%	58.8%	
TV room	16	16	6	3	11	5	6	16
%V	1.5%	1.6%	1.7%	1.8%	1.7%	2.5%	1.3%	1.6%
%H (All HH)		100.0%	37.5%	18.8%	68.8%	31.3%	37.5%	100.0%
%H (TV HH)			37.5%	18.8%	68.8%	31.3%	37.5%	
Conservatory	26	26	20	2	21	16	4	25
%V	2.4%	2.5%	5.8%	1.2%	3.2%	8.0%	0.9%	2.5%
%H (All HH)		100.0%	76.9%	7.7%	80.8%	61.5%	15.4%	96.2%
%H (TV HH)			76.9%	7.7%	80.8%	61.5%	15.4%	
Attic or loft room	3	3	1	0	3	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.5%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
Any DSAT provider	346	346	346	4	143	143	0	336
%V	32.1%	33.6%	100.0%	2.4%	21.5%	71.5%	0.0%	33.8%
%H (All HH)			100.0%	1.2%	41.3%	41.3%	0.0%	97.1%
%H (TV HH)			100.0%	1.2%	41.3%	41.3%	0.0%	
Sky with subscription	303	303	303	4	123	123	0	293
%V	28.1%	29.4%	87.6%	2.4%	18.5%	61.5%	0.0%	29.5%
%H (All HH)			100.0%	1.3%	40.6%	40.6%	0.0%	96.7%
%H (TV HH)			100.0%	1.3%	40.6%	40.6%	0.0%	
Sky without subscription	5	5	5	0	0	0	0	5
%V	0.5%	0.5%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%
%H (All HH)			100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Freesat	36	36	36	0	21	21	0	36
%V	3.3%	3.5%	10.4%	0.0%	3.2%	10.5%	0.0%	3.6%
%H (All HH)			100.0%	0.0%	58.3%	58.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	58.3%	58.3%	0.0%	
Other satellite provider	8	8	8	0	2	2	0	8
%V	0.7%	0.8%	2.3%	0.0%	0.3%	1.0%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	25.0%	25.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	25.0%	25.0%	0.0%	
DCAB	165	165	4	165	57	57	0	165
%V	15.3%	16.0%	1.2%	100.0%	8.6%	28.5%	0.0%	16.6%
%H (All HH)			2.4%	100.0%	34.5%	34.5%	0.0%	100.0%
%H (TV HH)			2.4%	100.0%	34.5%	34.5%	0.0%	
DTT	664	664	143	57	664	200	464	589
%V	61.5%	64.5%	41.3%	34.5%	100.0%	100.0%	100.0%	59.3%
%H (All HH)		100.0%	21.5%	8.6%	100.0%	30.1%	69.9%	88.7%
%H (TV HH)			21.5%	8.6%	100.0%	30.1%	69.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
PVR	643	643	324	158	357	193	164	617
%V	59.6%	62.4%	93.6%	95.8%	53.8%	96.5%	35.3%	62.1%
%H (All HH)		100.0%	50.4%	24.6%	55.5%	30.0%	25.5%	96.0%
%H (TV HH)			50.4%	24.6%	55.5%	30.0%	25.5%	
DVDR	12	12	3	0	12	3	8	10
%V	1.1%	1.2%	0.9%	0.0%	1.8%	1.5%	1.7%	1.0%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	66.7%	83.3%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	66.7%	
VCR	2	2	0	0	2	0	2	0
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Any recorder	649	649	324	158	363	193	171	622
%V	60.1%	63.0%	93.6%	95.8%	54.7%	96.5%	36.9%	62.6%
%H (All HH)		100.0%	49.9%	24.3%	55.9%	29.7%	26.3%	95.8%
%H (TV HH)			49.9%	24.3%	55.9%	29.7%	26.3%	
Receives HDTV (via STB or built-in reception)	792	792	322	153	511	191	320	766
%V	73.4%	76.9%	93.1%	92.7%	77.0%	95.5%	69.0%	77.1%
%H (All HH)		100.0%	40.7%	19.3%	64.5%	24.1%	40.4%	96.7%
%H (TV HH)			40.7%	19.3%	64.5%	24.1%	40.4%	
DVD/Blu-ray player or recorder	647	647	239	105	429	158	271	610
%V	60.0%	62.8%	69.1%	63.6%	64.6%	79.0%	58.4%	61.4%
%H (All HH)		100.0%	36.9%	16.2%	66.3%	24.4%	41.9%	94.3%
%H (TV HH)			36.9%	16.2%	66.3%	24.4%	41.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1079	1030	346	165	664	200	464	993
%H (All HH)		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%
%H (TV HH)			33.6%	16.0%	64.5%	19.4%	45.0%	
Has broadband internet	993	947	336	165	589	195	394	993
%V	92.0%	91.9%	97.1%	100.0%	88.7%	97.5%	84.9%	100.0%
%H (All HH)		95.4%	33.8%	16.6%	59.3%	19.6%	39.7%	100.0%
%H (TV HH)			35.5%	17.4%	62.2%	20.6%	41.6%	
Number of computers (PCs and laptops)								
0	140	132	26	8	105	12	93	57
%V	13.0%	12.8%	7.5%	4.8%	15.8%	6.0%	20.0%	5.7%
%H (All HH)		94.3%	18.6%	5.7%	75.0%	8.6%	66.4%	40.7%
%H (TV HH)			19.7%	6.1%	79.5%	9.1%	70.5%	
1	249	242	81	38	151	32	119	246
%V	23.1%	23.5%	23.4%	23.0%	22.7%	16.0%	25.6%	24.8%
%H (All HH)		97.2%	32.5%	15.3%	60.6%	12.9%	47.8%	98.8%
%H (TV HH)			33.5%	15.7%	62.4%	13.2%	49.2%	
2	291	275	88	44	178	51	127	291
%V	27.0%	26.7%	25.4%	26.7%	26.8%	25.5%	27.4%	29.3%
%H (All HH)		94.5%	30.2%	15.1%	61.2%	17.5%	43.6%	100.0%
%H (TV HH)			32.0%	16.0%	64.7%	18.5%	46.2%	
3	194	186	74	41	115	58	56	194
%V	18.0%	18.1%	21.4%	24.8%	17.3%	29.0%	12.1%	19.5%
%H (All HH)		95.9%	38.1%	21.1%	59.3%	29.9%	28.9%	100.0%
%H (TV HH)			39.8%	22.0%	61.8%	31.2%	30.1%	
4	99	97	36	16	61	21	40	99
%V	9.2%	9.4%	10.4%	9.7%	9.2%	10.5%	8.6%	10.0%
%H (All HH)		98.0%	36.4%	16.2%	61.6%	21.2%	40.4%	100.0%
%H (TV HH)			37.1%	16.5%	62.9%	21.6%	41.2%	
5+	105	98	42	18	54	25	29	105
%V	9.7%	9.5%	12.1%	10.9%	8.1%	12.5%	6.3%	10.6%
%H (All HH)		93.3%	40.0%	17.1%	51.4%	23.8%	27.6%	100.0%
%H (TV HH)			42.9%	18.4%	55.1%	25.5%	29.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2054	818	360	1384	578	806	1940
%H		39.8%	17.5%	67.4%	28.1%	39.2%	94.4%
Under 20"	115	35	11	94	30	63	101
%V	5.6%	4.3%	3.1%	6.8%	5.2%	7.8%	5.2%
%H		30.4%	9.6%	81.7%	26.1%	54.8%	87.8%
20" - 29"	381	146	58	296	130	165	352
%V	18.5%	17.8%	16.1%	21.4%	22.5%	20.5%	18.1%
%H		38.3%	15.2%	77.7%	34.1%	43.3%	92.4%
30" - 39"	610	234	122	415	179	237	559
%V	29.7%	28.6%	33.9%	30.0%	31.0%	29.4%	28.8%
%H		38.4%	20.0%	68.0%	29.3%	38.9%	91.6%
40" - 49"	559	230	118	339	153	186	551
%V	27.2%	28.1%	32.8%	24.5%	26.5%	23.1%	28.4%
%H		41.1%	21.1%	60.6%	27.4%	33.3%	98.6%
50" - 59"	239	117	29	137	52	85	235
%V	11.6%	14.3%	8.1%	9.9%	9.0%	10.5%	12.1%
%H		49.0%	12.1%	57.3%	21.8%	35.6%	98.3%
60"+	32	20	4	14	6	8	32
%V	1.6%	2.4%	1.1%	1.0%	1.0%	1.0%	1.6%
%H		62.5%	12.5%	43.8%	18.8%	25.0%	100.0%
Don't know	118	36	18	89	29	61	110
%V	5.7%	4.4%	5.0%	6.4%	5.0%	7.6%	5.7%
%H		30.5%	15.3%	75.4%	24.6%	51.7%	93.2%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
BBC West
Set level data
Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2054	818	360	1384	578	806	1940
%H		39.8%	17.5%	67.4%	28.1%	39.2%	94.4%
Main living room	1022	346	162	666	200	466	939
%V	49.8%	42.3%	45.0%	48.1%	34.6%	57.8%	48.4%
%H		33.9%	15.9%	65.2%	19.6%	45.6%	91.9%
Kitchen	128	54	26	106	59	48	123
%V	6.2%	6.6%	7.2%	7.7%	10.2%	6.0%	6.3%
%H		42.2%	20.3%	82.8%	46.1%	37.5%	96.1%
Adult's bedroom	575	259	110	383	189	194	552
%V	28.0%	31.7%	30.6%	27.7%	32.7%	24.1%	28.5%
%H		45.0%	19.1%	66.6%	32.9%	33.7%	96.0%
Child's bedroom	84	42	14	48	25	24	83
%V	4.1%	5.1%	3.9%	3.5%	4.3%	3.0%	4.3%
%H		50.0%	16.7%	57.1%	29.8%	28.6%	98.8%
Other bedroom	93	39	26	74	45	29	91
%V	4.5%	4.8%	7.2%	5.3%	7.8%	3.6%	4.7%
%H		41.9%	28.0%	79.6%	48.4%	31.2%	97.8%
Second living/dining room	84	44	13	55	33	22	84
%V	4.1%	5.4%	3.6%	4.0%	5.7%	2.7%	4.3%
%H		52.4%	15.5%	65.5%	39.3%	26.2%	100.0%
Study/office	18	4	2	13	2	11	18
%V	0.9%	0.5%	0.6%	0.9%	0.3%	1.4%	0.9%
%H		22.2%	11.1%	72.2%	11.1%	61.1%	100.0%
TV room	20	8	3	14	7	7	20
%V	1.0%	1.0%	0.8%	1.0%	1.2%	0.9%	1.0%
%H		40.0%	15.0%	70.0%	35.0%	35.0%	100.0%
Conservatory	26	20	2	21	16	4	25
%V	1.3%	2.4%	0.6%	1.5%	2.8%	0.5%	1.3%
%H		76.9%	7.7%	80.8%	61.5%	15.4%	96.2%
Attic or loft room	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2054	818	360	1384	578	806	1940
%H		39.8%	17.5%	67.4%	28.1%	39.2%	94.4%
PVR	924	533	218	459	278	182	899
%V	45.0%	65.2%	60.6%	33.2%	48.1%	22.6%	46.3%
%H		57.7%	23.6%	49.7%	30.1%	19.7%	97.3%
DVDR	13	3	0	13	3	10	11
%V	0.6%	0.4%	0.0%	0.9%	0.5%	1.2%	0.6%
%H		23.1%	0.0%	100.0%	23.1%	76.9%	84.6%
VCR	2	0	0	2	0	2	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	934	534	219	469	280	190	907
%V	45.5%	65.3%	60.8%	33.9%	48.4%	23.6%	46.8%
%H		57.2%	23.4%	50.2%	30.0%	20.3%	97.1%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2054	818	360	1384	578	806	1940
%H		39.8%	17.5%	67.4%	28.1%	39.2%	94.4%
Receives HDTV (via STB or built-in reception)	1234	591	220	778	347	431	1200
%V	60.1%	72.2%	61.1%	56.2%	60.0%	53.5%	61.9%
%H		47.9%	17.8%	63.0%	28.1%	34.9%	97.2%
DVD/Blu-ray player or recorder	896	349	163	597	253	344	854
%V	43.6%	42.7%	45.3%	43.1%	43.8%	42.7%	44.0%
%H		39.0%	18.2%	66.6%	28.2%	38.4%	95.3%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	346	165	664	200	464	947
%H		33.6%	16.0%	64.5%	19.4%	45.0%	91.9%
Under 20"	12	0	0	10	0	10	7
%V	1.2%	0.0%	0.0%	1.5%	0.0%	2.2%	0.7%
%H		0.0%	0.0%	83.3%	0.0%	83.3%	58.3%
20" - 29"	70	12	4	51	3	47	57
%V	6.8%	3.5%	2.4%	7.7%	1.5%	10.1%	6.0%
%H		17.1%	5.7%	72.9%	4.3%	67.1%	81.4%
30" - 39"	263	66	42	190	46	145	215
%V	25.5%	19.1%	25.5%	28.6%	23.0%	31.3%	22.7%
%H		25.1%	16.0%	72.2%	17.5%	55.1%	81.7%
40" - 49"	419	159	84	253	101	152	411
%V	40.7%	46.0%	50.9%	38.1%	50.5%	32.8%	43.4%
%H		37.9%	20.0%	60.4%	24.1%	36.3%	98.1%
50" - 59"	189	86	24	111	40	70	186
%V	18.3%	24.9%	14.5%	16.7%	20.0%	15.1%	19.6%
%H		45.5%	12.7%	58.7%	21.2%	37.0%	98.4%
60"+	22	12	2	10	2	8	22
%V	2.1%	3.5%	1.2%	1.5%	1.0%	1.7%	2.3%
%H		54.5%	9.1%	45.5%	9.1%	36.4%	100.0%
Don't know	55	12	8	39	8	31	49
%V	5.3%	3.5%	4.8%	5.9%	4.0%	6.7%	5.2%
%H		21.8%	14.5%	70.9%	14.5%	56.4%	89.1%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	346	165	664	200	464	947
%H		33.6%	16.0%	64.5%	19.4%	45.0%	91.9%
PVR	634	319	158	348	188	160	609
%V	61.6%	92.2%	95.8%	52.4%	94.0%	34.5%	64.3%
%H		50.3%	24.9%	54.9%	29.7%	25.2%	96.1%
DVDR	8	1	0	8	1	6	6
%V	0.8%	0.3%	0.0%	1.2%	0.5%	1.3%	0.6%
%H		12.5%	0.0%	100.0%	12.5%	75.0%	75.0%
VCR	2	0	0	2	0	2	0
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	640	319	158	355	188	167	613
%V	62.1%	92.2%	95.8%	53.5%	94.0%	36.0%	64.7%
%H		49.8%	24.7%	55.5%	29.4%	26.1%	95.8%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1030	346	165	664	200	464	947
%H		33.6%	16.0%	64.5%	19.4%	45.0%	91.9%
Receives HDTV (via STB or built-in reception)	779	318	153	499	187	312	754
%V	75.6%	91.9%	92.7%	75.2%	93.5%	67.2%	79.6%
%H		40.8%	19.6%	64.1%	24.0%	40.1%	96.8%
DVD/Blu-ray player or recorder	545	194	89	362	129	234	515
%V	52.9%	56.1%	53.9%	54.5%	64.5%	50.4%	54.4%
%H		35.6%	16.3%	66.4%	23.7%	42.9%	94.5%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Set level data

Table 5.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1024	472	195	720	378	342	993
%H		46.1%	19.0%	70.3%	36.9%	33.4%	97.0%
Under 20"	103	35	11	84	30	53	94
%V	10.1%	7.4%	5.6%	11.7%	7.9%	15.5%	9.5%
%H		34.0%	10.7%	81.6%	29.1%	51.5%	91.3%
20" - 29"	310	135	53	245	127	118	295
%V	30.3%	28.6%	27.2%	34.0%	33.6%	34.5%	29.7%
%H		43.5%	17.1%	79.0%	41.0%	38.1%	95.2%
30" - 39"	347	168	80	225	133	92	344
%V	33.9%	35.6%	41.0%	31.3%	35.2%	26.9%	34.6%
%H		48.4%	23.1%	64.8%	38.3%	26.5%	99.1%
40" - 49"	140	71	33	86	52	34	140
%V	13.7%	15.0%	16.9%	11.9%	13.8%	9.9%	14.1%
%H		50.7%	23.6%	61.4%	37.1%	24.3%	100.0%
50" - 59"	49	31	5	26	11	15	49
%V	4.8%	6.6%	2.6%	3.6%	2.9%	4.4%	4.9%
%H		63.3%	10.2%	53.1%	22.4%	30.6%	100.0%
60"+	10	8	2	3	3	0	10
%V	1.0%	1.7%	1.0%	0.4%	0.8%	0.0%	1.0%
%H		80.0%	20.0%	30.0%	30.0%	0.0%	100.0%
Don't know	64	24	10	50	21	29	60
%V	6.3%	5.1%	5.1%	6.9%	5.6%	8.5%	6.0%
%H		37.5%	15.6%	78.1%	32.8%	45.3%	93.8%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1024	472	195	720	378	342	993
%H		46.1%	19.0%	70.3%	36.9%	33.4%	97.0%
PVR	290	213	60	111	90	22	290
%V	28.3%	45.1%	30.8%	15.4%	23.8%	6.4%	29.2%
%H		73.4%	20.7%	38.3%	31.0%	7.6%	100.0%
DVDR	5	2	0	5	2	3	5
%V	0.5%	0.4%	0.0%	0.7%	0.5%	0.9%	0.5%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	294	214	61	115	92	23	294
%V	28.7%	45.3%	31.3%	16.0%	24.3%	6.7%	29.6%
%H		72.8%	20.7%	39.1%	31.3%	7.8%	100.0%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1024	472	195	720	378	342	993
%H		46.1%	19.0%	70.3%	36.9%	33.4%	97.0%
Receives HDTV (via STB or built-in reception)	455	273	67	279	160	120	447
%V	44.4%	57.8%	34.4%	38.8%	42.3%	35.1%	45.0%
%H		60.0%	14.7%	61.3%	35.2%	26.4%	98.2%
DVD/Blu-ray player or recorder	351	155	74	234	124	110	338
%V	34.3%	32.8%	37.9%	32.5%	32.8%	32.2%	34.0%
%H		44.2%	21.1%	66.7%	35.3%	31.3%	96.3%

Base: BBC West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2470	2345	873	386	1427	492	936	2364
%H		94.9%	35.3%	15.6%	57.8%	19.9%	37.9%	95.7%
Total Children	436	426	171	65	221	71	150	430
%V	17.7%	18.2%	19.6%	16.8%	15.5%	14.4%	16.0%	18.2%
%H		97.7%	39.2%	14.9%	50.7%	16.3%	34.4%	98.6%
0 - 3	102	100	28	15	49	9	40	100
%V	4.1%	4.3%	3.2%	3.9%	3.4%	1.8%	4.3%	4.2%
%H		98.0%	27.5%	14.7%	48.0%	8.8%	39.2%	98.0%
4 - 15	334	326	143	50	172	62	110	330
%V	13.5%	13.9%	16.4%	13.0%	12.1%	12.6%	11.8%	14.0%
%H		97.6%	42.8%	15.0%	51.5%	18.6%	32.9%	98.8%
4 - 9	176	168	73	23	76	22	55	172
%V	7.1%	7.2%	8.4%	6.0%	5.3%	4.5%	5.9%	7.3%
%H		95.5%	41.5%	13.1%	43.2%	12.5%	31.3%	97.7%
10 - 15	158	158	70	27	95	41	55	158
%V	6.4%	6.7%	8.0%	7.0%	6.7%	8.3%	5.9%	6.7%
%H		100.0%	44.3%	17.1%	60.1%	25.9%	34.8%	100.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2470	2345	873	386	1427	492	936	2364
%H		94.9%	35.3%	15.6%	57.8%	19.9%	37.9%	95.7%
Total Adults (16+)	2034	1919	702	321	1206	421	786	1935
%V	82.3%	81.8%	80.4%	83.2%	84.5%	85.6%	84.0%	81.9%
%H		94.3%	34.5%	15.8%	59.3%	20.7%	38.6%	95.1%
16 - 19	104	98	45	17	54	24	30	104
%V	4.2%	4.2%	5.2%	4.4%	3.8%	4.9%	3.2%	4.4%
%H		94.2%	43.3%	16.3%	51.9%	23.1%	28.8%	100.0%
20 - 24	160	128	44	32	67	25	42	159
%V	6.5%	5.5%	5.0%	8.3%	4.7%	5.1%	4.5%	6.7%
%H		80.0%	27.5%	20.0%	41.9%	15.6%	26.3%	99.4%
25 - 34	325	289	92	44	140	37	103	320
%V	13.2%	12.3%	10.5%	11.4%	9.8%	7.5%	11.0%	13.5%
%H		88.9%	28.3%	13.5%	43.1%	11.4%	31.7%	98.5%
35 - 44	276	260	96	37	136	37	99	273
%V	11.2%	11.1%	11.0%	9.6%	9.5%	7.5%	10.6%	11.5%
%H		94.2%	34.8%	13.4%	49.3%	13.4%	35.9%	98.9%
45 - 54	353	348	132	68	232	92	140	353
%V	14.3%	14.8%	15.1%	17.6%	16.3%	18.7%	15.0%	14.9%
%H		98.6%	37.4%	19.3%	65.7%	26.1%	39.7%	100.0%
55 - 64	336	324	128	63	211	84	127	322
%V	13.6%	13.8%	14.7%	16.3%	14.8%	17.1%	13.6%	13.6%
%H		96.4%	38.1%	18.8%	62.8%	25.0%	37.8%	95.8%
65+	480	472	165	61	367	123	245	404
%V	19.4%	20.1%	18.9%	15.8%	25.7%	25.0%	26.2%	17.1%
%H		98.3%	34.4%	12.7%	76.5%	25.6%	51.0%	84.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2034	1919	702	321	1206	421	786	1935
%H		94.3%	34.5%	15.8%	59.3%	20.7%	38.6%	95.1%
AB	678	644	236	105	428	151	277	672
%V	33.3%	33.6%	33.6%	32.7%	35.5%	35.9%	35.2%	34.7%
%H		95.0%	34.8%	15.5%	63.1%	22.3%	40.9%	99.1%
C1	660	607	241	103	357	133	224	639
%V	32.4%	31.6%	34.3%	32.1%	29.6%	31.6%	28.5%	33.0%
%H		92.0%	36.5%	15.6%	54.1%	20.2%	33.9%	96.8%
C2	372	358	159	58	215	97	118	353
%V	18.3%	18.7%	22.6%	18.1%	17.8%	23.0%	15.0%	18.2%
%H		96.2%	42.7%	15.6%	57.8%	26.1%	31.7%	94.9%
D	238	224	50	42	146	29	117	208
%V	11.7%	11.7%	7.1%	13.1%	12.1%	6.9%	14.9%	10.7%
%H		94.1%	21.0%	17.6%	61.3%	12.2%	49.2%	87.4%
E	87	85	17	13	60	10	50	62
%V	4.3%	4.4%	2.4%	4.0%	5.0%	2.4%	6.4%	3.2%
%H		97.7%	19.5%	14.9%	69.0%	11.5%	57.5%	71.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2034	1919	702	321	1206	421	786	1935
%H		94.3%	34.5%	15.8%	59.3%	20.7%	38.6%	95.1%
Working full time	988	929	356	161	532	181	350	975
%V	48.6%	48.4%	50.7%	50.2%	44.1%	43.0%	44.5%	50.4%
%H		94.0%	36.0%	16.3%	53.8%	18.3%	35.4%	98.7%
Working part time	220	217	81	35	142	57	85	220
%V	10.8%	11.3%	11.5%	10.9%	11.8%	13.5%	10.8%	11.4%
%H		98.6%	36.8%	15.9%	64.5%	25.9%	38.6%	100.0%
Not working	814	762	262	121	530	180	350	728
%V	40.0%	39.7%	37.3%	37.7%	43.9%	42.8%	44.5%	37.6%
%H		93.6%	32.2%	14.9%	65.1%	22.1%	43.0%	89.4%
Houseperson	1079	1030	346	165	664	200	464	993
%V	53.0%	53.7%	49.3%	51.4%	55.1%	47.5%	59.0%	51.3%
%H		95.5%	32.1%	15.3%	61.5%	18.5%	43.0%	92.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	995	945	357	156	580	209	371	951
%H		95.0%	35.9%	15.7%	58.3%	21.0%	37.3%	95.6%
16 - 19	56	56	26	10	28	11	17	56
%V	5.6%	5.9%	7.3%	6.4%	4.8%	5.3%	4.6%	5.9%
%H		100.0%	46.4%	17.9%	50.0%	19.6%	30.4%	100.0%
20 - 24	80	65	22	16	33	12	21	80
%V	8.0%	6.9%	6.2%	10.3%	5.7%	5.7%	5.7%	8.4%
%H		81.3%	27.5%	20.0%	41.3%	15.0%	26.3%	100.0%
25 - 34	160	147	49	18	71	18	53	157
%V	16.1%	15.6%	13.7%	11.5%	12.2%	8.6%	14.3%	16.5%
%H		91.9%	30.6%	11.3%	44.4%	11.3%	33.1%	98.1%
35 - 44	139	129	50	21	61	19	42	137
%V	14.0%	13.7%	14.0%	13.5%	10.5%	9.1%	11.3%	14.4%
%H		92.8%	36.0%	15.1%	43.9%	13.7%	30.2%	98.6%
45 - 54	167	164	63	32	107	41	66	167
%V	16.8%	17.4%	17.6%	20.5%	18.4%	19.6%	17.8%	17.6%
%H		98.2%	37.7%	19.2%	64.1%	24.6%	39.5%	100.0%
55 - 64	172	167	70	29	109	45	65	163
%V	17.3%	17.7%	19.6%	18.6%	18.8%	21.5%	17.5%	17.1%
%H		97.1%	40.7%	16.9%	63.4%	26.2%	37.8%	94.8%
65+	222	217	78	31	171	63	107	191
%V	22.3%	23.0%	21.8%	19.9%	29.5%	30.1%	28.8%	20.1%
%H		97.7%	35.1%	14.0%	77.0%	28.4%	48.2%	86.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	995	945	357	156	580	209	371	951
%H		95.0%	35.9%	15.7%	58.3%	21.0%	37.3%	95.6%
AB	335	323	124	57	209	78	131	332
%V	33.7%	34.2%	34.7%	36.5%	36.0%	37.3%	35.3%	34.9%
%H		96.4%	37.0%	17.0%	62.4%	23.3%	39.1%	99.1%
C1	309	288	114	45	166	60	106	304
%V	31.1%	30.5%	31.9%	28.8%	28.6%	28.7%	28.6%	32.0%
%H		93.2%	36.9%	14.6%	53.7%	19.4%	34.3%	98.4%
C2	201	193	83	32	115	50	64	190
%V	20.2%	20.4%	23.2%	20.5%	19.8%	23.9%	17.3%	20.0%
%H		96.0%	41.3%	15.9%	57.2%	24.9%	31.8%	94.5%
D	112	106	27	19	63	14	49	101
%V	11.3%	11.2%	7.6%	12.2%	10.9%	6.7%	13.2%	10.6%
%H		94.6%	24.1%	17.0%	56.3%	12.5%	43.8%	90.2%
E	38	35	8	3	26	7	20	24
%V	3.8%	3.7%	2.2%	1.9%	4.5%	3.3%	5.4%	2.5%
%H		92.1%	21.1%	7.9%	68.4%	18.4%	52.6%	63.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	995	945	357	156	580	209	371	951
%H		95.0%	35.9%	15.7%	58.3%	21.0%	37.3%	95.6%
Working full time	582	556	215	96	315	109	206	577
%V	58.5%	58.8%	60.2%	61.5%	54.3%	52.2%	55.5%	60.7%
%H		95.5%	36.9%	16.5%	54.1%	18.7%	35.4%	99.1%
Working part time	40	40	20	5	24	13	11	40
%V	4.0%	4.2%	5.6%	3.2%	4.1%	6.2%	3.0%	4.2%
%H		100.0%	50.0%	12.5%	60.0%	32.5%	27.5%	100.0%
Not working	368	344	121	53	240	86	154	328
%V	37.0%	36.4%	33.9%	34.0%	41.4%	41.1%	41.5%	34.5%
%H		93.5%	32.9%	14.4%	65.2%	23.4%	41.8%	89.1%
Houseperson	214	201	59	26	138	33	104	179
%V	21.5%	21.3%	16.5%	16.7%	23.8%	15.8%	28.0%	18.8%
%H		93.9%	27.6%	12.1%	64.5%	15.4%	48.6%	83.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1039	973	345	165	627	212	415	984
%H		93.6%	33.2%	15.9%	60.3%	20.4%	39.9%	94.7%
16 - 19	48	42	19	7	26	13	13	48
%V	4.6%	4.3%	5.5%	4.2%	4.1%	6.1%	3.1%	4.9%
%H		87.5%	39.6%	14.6%	54.2%	27.1%	27.1%	100.0%
20 - 24	80	62	22	16	34	12	21	79
%V	7.7%	6.4%	6.4%	9.7%	5.4%	5.7%	5.1%	8.0%
%H		77.5%	27.5%	20.0%	42.5%	15.0%	26.3%	98.8%
25 - 34	165	142	43	25	69	19	50	163
%V	15.9%	14.6%	12.5%	15.2%	11.0%	9.0%	12.0%	16.6%
%H		86.1%	26.1%	15.2%	41.8%	11.5%	30.3%	98.8%
35 - 44	137	131	47	16	75	17	57	137
%V	13.2%	13.5%	13.6%	9.7%	12.0%	8.0%	13.7%	13.9%
%H		95.6%	34.3%	11.7%	54.7%	12.4%	41.6%	100.0%
45 - 54	187	184	69	36	125	51	74	187
%V	18.0%	18.9%	20.0%	21.8%	19.9%	24.1%	17.8%	19.0%
%H		98.4%	36.9%	19.3%	66.8%	27.3%	39.6%	100.0%
55 - 64	165	157	58	35	102	40	62	159
%V	15.9%	16.1%	16.8%	21.2%	16.3%	18.9%	14.9%	16.2%
%H		95.2%	35.2%	21.2%	61.8%	24.2%	37.6%	96.4%
65+	258	255	87	30	197	59	137	213
%V	24.8%	26.2%	25.2%	18.2%	31.4%	27.8%	33.0%	21.6%
%H		98.8%	33.7%	11.6%	76.4%	22.9%	53.1%	82.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1039	973	345	165	627	212	415	984
%H		93.6%	33.2%	15.9%	60.3%	20.4%	39.9%	94.7%
AB	343	321	112	48	219	73	146	340
%V	33.0%	33.0%	32.5%	29.1%	34.9%	34.4%	35.2%	34.6%
%H		93.6%	32.7%	14.0%	63.8%	21.3%	42.6%	99.1%
C1	351	319	127	58	191	73	118	336
%V	33.8%	32.8%	36.8%	35.2%	30.5%	34.4%	28.4%	34.1%
%H		90.9%	36.2%	16.5%	54.4%	20.8%	33.6%	95.7%
C2	171	165	75	26	101	47	54	163
%V	16.5%	17.0%	21.7%	15.8%	16.1%	22.2%	13.0%	16.6%
%H		96.5%	43.9%	15.2%	59.1%	27.5%	31.6%	95.3%
D	125	119	23	22	82	15	67	107
%V	12.0%	12.2%	6.7%	13.3%	13.1%	7.1%	16.1%	10.9%
%H		95.2%	18.4%	17.6%	65.6%	12.0%	53.6%	85.6%
E	49	49	8	11	34	3	30	38
%V	4.7%	5.0%	2.3%	6.7%	5.4%	1.4%	7.2%	3.9%
%H		100.0%	16.3%	22.4%	69.4%	6.1%	61.2%	77.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1039	973	345	165	627	212	415	984
%H		93.6%	33.2%	15.9%	60.3%	20.4%	39.9%	94.7%
Working full time	406	373	141	66	217	73	144	398
%V	39.1%	38.3%	40.9%	40.0%	34.6%	34.4%	34.7%	40.4%
%H		91.9%	34.7%	16.3%	53.4%	18.0%	35.5%	98.0%
Working part time	180	177	61	30	118	45	74	180
%V	17.3%	18.2%	17.7%	18.2%	18.8%	21.2%	17.8%	18.3%
%H		98.3%	33.9%	16.7%	65.6%	25.0%	41.1%	100.0%
Not working	447	419	141	68	290	93	197	400
%V	43.0%	43.1%	40.9%	41.2%	46.3%	43.9%	47.5%	40.7%
%H		93.7%	31.5%	15.2%	64.9%	20.8%	44.1%	89.5%
Houseperson	865	829	287	138	526	166	360	813
%V	83.3%	85.2%	83.2%	83.6%	83.9%	78.3%	86.7%	82.6%
%H		95.8%	33.2%	16.0%	60.8%	19.2%	41.6%	94.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
AB	273	271	127	16	194	76	118	267
%V	30.3%	31.1%	35.2%	22.5%	32.2%	37.1%	29.6%	33.0%
%H (All HH)		99.3%	46.5%	5.9%	71.1%	27.8%	43.2%	97.8%
%H (TV HH)			46.9%	5.9%	71.6%	28.0%	43.5%	
C1	256	249	102	25	164	57	107	230
%V	28.4%	28.6%	28.3%	35.2%	27.2%	27.8%	26.9%	28.4%
%H (All HH)		97.3%	39.8%	9.8%	64.1%	22.3%	41.8%	89.8%
%H (TV HH)			41.0%	10.0%	65.9%	22.9%	43.0%	
C2	195	190	73	16	141	46	95	174
%V	21.6%	21.8%	20.2%	22.5%	23.4%	22.4%	23.9%	21.5%
%H (All HH)		97.4%	37.4%	8.2%	72.3%	23.6%	48.7%	89.2%
%H (TV HH)			38.4%	8.4%	74.2%	24.2%	50.0%	
D	96	88	37	4	57	15	43	81
%V	10.7%	10.1%	10.2%	5.6%	9.5%	7.3%	10.8%	10.0%
%H (All HH)		91.7%	38.5%	4.2%	59.4%	15.6%	44.8%	84.4%
%H (TV HH)			42.0%	4.5%	64.8%	17.0%	48.9%	
E	81	73	22	9	47	11	36	56
%V	9.0%	8.4%	6.1%	12.7%	7.8%	5.4%	9.0%	6.9%
%H (All HH)		90.1%	27.2%	11.1%	58.0%	13.6%	44.4%	69.1%
%H (TV HH)			30.1%	12.3%	64.4%	15.1%	49.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%V (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Under 25	27	25	3	4	13	3	10	27
%V	3.0%	2.9%	0.8%	5.6%	2.2%	1.5%	2.5%	3.3%
%H (All HH)		92.6%	11.1%	14.8%	48.1%	11.1%	37.0%	100.0%
%H (TV HH)			12.0%	16.0%	52.0%	12.0%	40.0%	
25 - 34	85	82	29	8	48	17	31	84
%V	9.4%	9.4%	8.0%	11.3%	8.0%	8.3%	7.8%	10.4%
%H (All HH)		96.5%	34.1%	9.4%	56.5%	20.0%	36.5%	98.8%
%H (TV HH)			35.4%	9.8%	58.5%	20.7%	37.8%	
35 - 44	131	127	52	7	76	21	55	131
%V	14.5%	14.6%	14.4%	9.9%	12.6%	10.2%	13.8%	16.2%
%H (All HH)		96.9%	39.7%	5.3%	58.0%	16.0%	42.0%	100.0%
%H (TV HH)			40.9%	5.5%	59.8%	16.5%	43.3%	
45 - 54	152	148	64	25	102	44	57	149
%V	16.9%	17.0%	17.7%	35.2%	16.9%	21.5%	14.3%	18.4%
%H (All HH)		97.4%	42.1%	16.4%	67.1%	28.9%	37.5%	98.0%
%H (TV HH)			43.2%	16.9%	68.9%	29.7%	38.5%	
55 - 64	176	166	82	14	112	47	65	163
%V	19.5%	19.0%	22.7%	19.7%	18.6%	22.9%	16.3%	20.1%
%H (All HH)		94.3%	46.6%	8.0%	63.6%	26.7%	36.9%	92.6%
%H (TV HH)			49.4%	8.4%	67.5%	28.3%	39.2%	
65 +	330	324	132	13	251	73	179	255
%V	36.6%	37.2%	36.6%	18.3%	41.6%	35.6%	45.0%	31.5%
%H (All HH)		98.2%	40.0%	3.9%	76.1%	22.1%	54.2%	77.3%
%H (TV HH)			40.7%	4.0%	77.5%	22.5%	55.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
1	283	261	77	13	195	36	158	210
%V	31.4%	29.9%	21.3%	18.3%	32.3%	17.6%	39.7%	26.0%
%H (All HH)		92.2%	27.2%	4.6%	68.9%	12.7%	55.8%	74.2%
%H (TV HH)			29.5%	5.0%	74.7%	13.8%	60.5%	
2	349	342	168	22	234	98	136	330
%V	38.7%	39.2%	46.5%	31.0%	38.8%	47.8%	34.2%	40.8%
%H (All HH)		98.0%	48.1%	6.3%	67.0%	28.1%	39.0%	94.6%
%H (TV HH)			49.1%	6.4%	68.4%	28.7%	39.8%	
3	122	122	53	14	87	37	51	122
%V	13.5%	14.0%	14.7%	19.7%	14.4%	18.0%	12.8%	15.1%
%H (All HH)		100.0%	43.4%	11.5%	71.3%	30.3%	41.8%	100.0%
%H (TV HH)			43.4%	11.5%	71.3%	30.3%	41.8%	
4	111	111	46	18	67	27	40	111
%V	12.3%	12.7%	12.7%	25.4%	11.1%	13.2%	10.1%	13.7%
%H (All HH)		100.0%	41.4%	16.2%	60.4%	24.3%	36.0%	100.0%
%H (TV HH)			41.4%	16.2%	60.4%	24.3%	36.0%	
5+	37	37	17	4	20	6	13	37
%V	4.1%	4.2%	4.7%	5.6%	3.3%	2.9%	3.3%	4.6%
%H (All HH)		100.0%	45.9%	10.8%	54.1%	16.2%	35.1%	100.0%
%H (TV HH)			45.9%	10.8%	54.1%	16.2%	35.1%	
Average HH size	2.20	2.23	2.35	2.67	2.15	2.37	2.04	2.31

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Without	702	673	283	42	480	161	319	610
%V	77.9%	77.2%	78.4%	59.2%	79.6%	78.5%	80.2%	75.4%
%H (All HH)		95.9%	40.3%	6.0%	68.4%	22.9%	45.4%	86.9%
%H (TV HH)			42.1%	6.2%	71.3%	23.9%	47.4%	
With	199	199	79	28	123	43	79	199
%V	22.1%	22.8%	21.9%	39.4%	20.4%	21.0%	19.8%	24.6%
%H (All HH)		100.0%	39.7%	14.1%	61.8%	21.6%	39.7%	100.0%
%H (TV HH)			39.7%	14.1%	61.8%	21.6%	39.7%	
0 - 3	73	73	25	10	44	12	32	73
%V	8.1%	8.4%	6.9%	14.1%	7.3%	5.9%	8.0%	9.0%
%H (All HH)		100.0%	34.2%	13.7%	60.3%	16.4%	43.8%	100.0%
%H (TV HH)			34.2%	13.7%	60.3%	16.4%	43.8%	
4 - 9	98	98	43	7	56	19	37	98
%V	10.9%	11.2%	11.9%	9.9%	9.3%	9.3%	9.3%	12.1%
%H (All HH)		100.0%	43.9%	7.1%	57.1%	19.4%	37.8%	100.0%
%H (TV HH)			43.9%	7.1%	57.1%	19.4%	37.8%	
10 - 15	95	95	40	18	55	19	35	95
%V	10.5%	10.9%	11.1%	25.4%	9.1%	9.3%	8.8%	11.7%
%H (All HH)		100.0%	42.1%	18.9%	57.9%	20.0%	36.8%	100.0%
%H (TV HH)			42.1%	18.9%	57.9%	20.0%	36.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
1	356	356	106	23	227	32	195	294
%V	39.5%	40.8%	29.4%	32.4%	37.6%	15.6%	49.0%	36.3%
%H (All HH)		100.0%	29.8%	6.5%	63.8%	9.0%	54.8%	82.6%
%H (TV HH)			29.8%	6.5%	63.8%	9.0%	54.8%	
2	289	289	134	22	201	74	126	275
%V	32.1%	33.1%	37.1%	31.0%	33.3%	36.1%	31.7%	34.0%
%H (All HH)		100.0%	46.4%	7.6%	69.6%	25.6%	43.6%	95.2%
%H (TV HH)			46.4%	7.6%	69.6%	25.6%	43.6%	
3	146	146	77	18	101	52	49	141
%V	16.2%	16.7%	21.3%	25.4%	16.7%	25.4%	12.3%	17.4%
%H (All HH)		100.0%	52.7%	12.3%	69.2%	35.6%	33.6%	96.6%
%H (TV HH)			52.7%	12.3%	69.2%	35.6%	33.6%	
4	62	62	34	7	56	37	20	59
%V	6.9%	7.1%	9.4%	9.9%	9.3%	18.0%	5.0%	7.3%
%H (All HH)		100.0%	54.8%	11.3%	90.3%	59.7%	32.3%	95.2%
%H (TV HH)			54.8%	11.3%	90.3%	59.7%	32.3%	
5+	20	20	11	1	18	10	8	20
%V	2.2%	2.3%	3.0%	1.4%	3.0%	4.9%	2.0%	2.5%
%H (All HH)		100.0%	55.0%	5.0%	90.0%	50.0%	40.0%	100.0%
%H (TV HH)			55.0%	5.0%	90.0%	50.0%	40.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Under 20"	95	95	31	7	75	19	56	87
%V	10.5%	10.9%	8.6%	9.9%	12.4%	9.3%	14.1%	10.8%
%H (All HH)		100.0%	32.6%	7.4%	78.9%	20.0%	58.9%	91.6%
%H (TV HH)			32.6%	7.4%	78.9%	20.0%	58.9%	
20" - 29"	276	276	117	17	218	80	138	246
%V	30.6%	31.7%	32.4%	23.9%	36.2%	39.0%	34.7%	30.4%
%H (All HH)		100.0%	42.4%	6.2%	79.0%	29.0%	50.0%	89.1%
%H (TV HH)			42.4%	6.2%	79.0%	29.0%	50.0%	
30" - 39"	452	452	198	45	309	112	197	406
%V	50.2%	51.8%	54.8%	63.4%	51.2%	54.6%	49.5%	50.2%
%H (All HH)		100.0%	43.8%	10.0%	68.4%	24.8%	43.6%	89.8%
%H (TV HH)			43.8%	10.0%	68.4%	24.8%	43.6%	
40" - 49"	396	396	195	37	266	124	142	381
%V	44.0%	45.4%	54.0%	52.1%	44.1%	60.5%	35.7%	47.1%
%H (All HH)		100.0%	49.2%	9.3%	67.2%	31.3%	35.9%	96.2%
%H (TV HH)			49.2%	9.3%	67.2%	31.3%	35.9%	
50" - 59"	184	184	92	16	125	59	67	178
%V	20.4%	21.1%	25.5%	22.5%	20.7%	28.8%	16.8%	22.0%
%H (All HH)		100.0%	50.0%	8.7%	67.9%	32.1%	36.4%	96.7%
%H (TV HH)			50.0%	8.7%	67.9%	32.1%	36.4%	
60"+	27	27	19	0	19	13	6	27
%V	3.0%	3.1%	5.3%	0.0%	3.2%	6.3%	1.5%	3.3%
%H (All HH)		100.0%	70.4%	0.0%	70.4%	48.1%	22.2%	100.0%
%H (TV HH)			70.4%	0.0%	70.4%	48.1%	22.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Main living room	861	861	359	69	595	201	394	778
%V	95.6%	98.7%	99.4%	97.2%	98.7%	98.0%	99.0%	96.2%
%H (All HH)		100.0%	41.7%	8.0%	69.1%	23.3%	45.8%	90.4%
%H (TV HH)			41.7%	8.0%	69.1%	23.3%	45.8%	
Kitchen	95	95	50	2	82	40	43	91
%V	10.5%	10.9%	13.9%	2.8%	13.6%	19.5%	10.8%	11.2%
%H (All HH)		100.0%	52.6%	2.1%	86.3%	42.1%	45.3%	95.8%
%H (TV HH)			52.6%	2.1%	86.3%	42.1%	45.3%	
Adult's bedroom	417	417	210	42	304	152	152	402
%V	46.3%	47.8%	58.2%	59.2%	50.4%	74.1%	38.2%	49.7%
%H (All HH)		100.0%	50.4%	10.1%	72.9%	36.5%	36.5%	96.4%
%H (TV HH)			50.4%	10.1%	72.9%	36.5%	36.5%	
Child's bedroom	64	64	31	12	35	20	15	62
%V	7.1%	7.3%	8.6%	16.9%	5.8%	9.8%	3.8%	7.7%
%H (All HH)		100.0%	48.4%	18.8%	54.7%	31.3%	23.4%	96.9%
%H (TV HH)			48.4%	18.8%	54.7%	31.3%	23.4%	
Other bedroom	75	75	47	6	60	38	22	70
%V	8.3%	8.6%	13.0%	8.5%	10.0%	18.5%	5.5%	8.7%
%H (All HH)		100.0%	62.7%	8.0%	80.0%	50.7%	29.3%	93.3%
%H (TV HH)			62.7%	8.0%	80.0%	50.7%	29.3%	
Second living/dining room	79	79	40	8	68	36	32	79
%V	8.8%	9.1%	11.1%	11.3%	11.3%	17.6%	8.0%	9.8%
%H (All HH)		100.0%	50.6%	10.1%	86.1%	45.6%	40.5%	100.0%
%H (TV HH)			50.6%	10.1%	86.1%	45.6%	40.5%	
Study/office	13	13	6	0	8	2	6	11
%V	1.4%	1.5%	1.7%	0.0%	1.3%	1.0%	1.5%	1.4%
%H (All HH)		100.0%	46.2%	0.0%	61.5%	15.4%	46.2%	84.6%
%H (TV HH)			46.2%	0.0%	61.5%	15.4%	46.2%	
TV room	10	10	4	0	8	2	5	10
%V	1.1%	1.1%	1.1%	0.0%	1.3%	1.0%	1.3%	1.2%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	50.0%	100.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	50.0%	
Conservatory	14	14	7	1	11	5	6	13
%V	1.6%	1.6%	1.9%	1.4%	1.8%	2.4%	1.5%	1.6%
%H (All HH)		100.0%	50.0%	7.1%	78.6%	35.7%	42.9%	92.9%
%H (TV HH)			50.0%	7.1%	78.6%	35.7%	42.9%	
Attic or loft room	3	3	0	0	3	0	3	3
%V	0.3%	0.3%	0.0%	0.0%	0.5%	0.0%	0.8%	0.4%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	4	4	3	0	2	1	1	4
%V	0.4%	0.5%	0.8%	0.0%	0.3%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	25.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Any DSAT provider	361	361	361	2	179	179	0	343
%V	40.1%	41.4%	100.0%	2.8%	29.7%	87.3%	0.0%	42.4%
%H (All HH)			100.0%	0.6%	49.6%	49.6%	0.0%	95.0%
%H (TV HH)			100.0%	0.6%	49.6%	49.6%	0.0%	
Sky with subscription	280	280	280	1	141	141	0	266
%V	31.1%	32.1%	77.6%	1.4%	23.4%	68.8%	0.0%	32.9%
%H (All HH)			100.0%	0.4%	50.4%	50.4%	0.0%	95.0%
%H (TV HH)			100.0%	0.4%	50.4%	50.4%	0.0%	
Sky without subscription	9	9	9	0	4	4	0	9
%V	1.0%	1.0%	2.5%	0.0%	0.7%	2.0%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	44.4%	44.4%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	44.4%	44.4%	0.0%	
Freesat	67	67	67	1	35	35	0	62
%V	7.4%	7.7%	18.6%	1.4%	5.8%	17.1%	0.0%	7.7%
%H (All HH)			100.0%	1.5%	52.2%	52.2%	0.0%	92.5%
%H (TV HH)			100.0%	1.5%	52.2%	52.2%	0.0%	
Other satellite provider	28	28	28	1	15	15	0	28
%V	3.1%	3.2%	7.8%	1.4%	2.5%	7.3%	0.0%	3.5%
%H (All HH)			100.0%	3.6%	53.6%	53.6%	0.0%	100.0%
%H (TV HH)			100.0%	3.6%	53.6%	53.6%	0.0%	
DCAB	71	71	2	71	25	25	0	68
%V	7.9%	8.1%	0.6%	100.0%	4.1%	12.2%	0.0%	8.4%
%H (All HH)			2.8%	100.0%	35.2%	35.2%	0.0%	95.8%
%H (TV HH)			2.8%	100.0%	35.2%	35.2%	0.0%	
DTT	603	603	179	25	603	205	398	537
%V	66.9%	69.2%	49.6%	35.2%	100.0%	100.0%	100.0%	66.4%
%H (All HH)		100.0%	29.7%	4.1%	100.0%	34.0%	66.0%	89.1%
%H (TV HH)			29.7%	4.1%	100.0%	34.0%	66.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%H (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
PVR	536	536	324	68	342	195	147	503
%V	59.5%	61.5%	89.8%	95.8%	56.7%	95.1%	36.9%	62.2%
%H (All HH)		100.0%	60.4%	12.7%	63.8%	36.4%	27.4%	93.8%
%H (TV HH)			60.4%	12.7%	63.8%	36.4%	27.4%	
DVDR	8	8	2	1	8	4	5	8
%V	0.9%	0.9%	0.6%	1.4%	1.3%	2.0%	1.3%	1.0%
%H (All HH)		100.0%	25.0%	12.5%	100.0%	50.0%	62.5%	100.0%
%H (TV HH)			25.0%	12.5%	100.0%	50.0%	62.5%	
VCR	7	7	3	0	5	2	4	5
%V	0.8%	0.8%	0.8%	0.0%	0.8%	1.0%	1.0%	0.6%
%H (All HH)		100.0%	42.9%	0.0%	71.4%	28.6%	57.1%	71.4%
%H (TV HH)			42.9%	0.0%	71.4%	28.6%	57.1%	
Any recorder	544	544	324	68	350	195	155	511
%V	60.4%	62.4%	89.8%	95.8%	58.0%	95.1%	38.9%	63.2%
%H (All HH)		100.0%	59.6%	12.5%	64.3%	35.8%	28.5%	93.9%
%H (TV HH)			59.6%	12.5%	64.3%	35.8%	28.5%	
Receives HDTV (via STB or built-in reception)	649	649	327	62	456	193	263	609
%V	72.0%	74.4%	90.6%	87.3%	75.6%	94.1%	66.1%	75.3%
%H (All HH)		100.0%	50.4%	9.6%	70.3%	29.7%	40.5%	93.8%
%H (TV HH)			50.4%	9.6%	70.3%	29.7%	40.5%	
DVD/Blu-ray player or recorder	574	574	251	42	400	143	257	536
%V	63.7%	65.8%	69.5%	59.2%	66.3%	69.8%	64.6%	66.3%
%H (All HH)		100.0%	43.7%	7.3%	69.7%	24.9%	44.8%	93.4%
%H (TV HH)			43.7%	7.3%	69.7%	24.9%	44.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	901	872	361	71	603	205	398	809
%V (All HH)		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%
%H (TV HH)			41.4%	8.1%	69.2%	23.5%	45.6%	
Has broadband internet	809	789	343	68	537	200	336	809
%V	89.8%	90.5%	95.0%	95.8%	89.1%	97.6%	84.4%	100.0%
%H (All HH)		97.5%	42.4%	8.4%	66.4%	24.7%	41.5%	100.0%
%H (TV HH)			43.5%	8.6%	68.1%	25.3%	42.6%	
Number of computers (PCs and laptops)								
0	115	102	28	6	76	12	64	32
%V	12.8%	11.7%	7.8%	8.5%	12.6%	5.9%	16.1%	4.0%
%H (All HH)		88.7%	24.3%	5.2%	66.1%	10.4%	55.7%	27.8%
%H (TV HH)			27.5%	5.9%	74.5%	11.8%	62.7%	
1	236	229	91	19	154	47	107	230
%V	26.2%	26.3%	25.2%	26.8%	25.5%	22.9%	26.9%	28.4%
%H (All HH)		97.0%	38.6%	8.1%	65.3%	19.9%	45.3%	97.5%
%H (TV HH)			39.7%	8.3%	67.2%	20.5%	46.7%	
2	214	208	88	16	146	54	93	214
%V	23.8%	23.9%	24.4%	22.5%	24.2%	26.3%	23.4%	26.5%
%H (All HH)		97.2%	41.1%	7.5%	68.2%	25.2%	43.5%	100.0%
%H (TV HH)			42.3%	7.7%	70.2%	26.0%	44.7%	
3	151	149	70	10	101	40	60	149
%V	16.8%	17.1%	19.4%	14.1%	16.7%	19.5%	15.1%	18.4%
%H (All HH)		98.7%	46.4%	6.6%	66.9%	26.5%	39.7%	98.7%
%H (TV HH)			47.0%	6.7%	67.8%	26.8%	40.3%	
4	84	84	44	8	57	28	29	84
%V	9.3%	9.6%	12.2%	11.3%	9.5%	13.7%	7.3%	10.4%
%H (All HH)		100.0%	52.4%	9.5%	67.9%	33.3%	34.5%	100.0%
%H (TV HH)			52.4%	9.5%	67.9%	33.3%	34.5%	
5+	102	100	39	12	70	24	46	102
%V	11.3%	11.5%	10.8%	16.9%	11.6%	11.7%	11.6%	12.6%
%H (All HH)		98.0%	38.2%	11.8%	68.6%	23.5%	45.1%	100.0%
%H (TV HH)			39.0%	12.0%	70.0%	24.0%	46.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1725	798	153	1253	538	715	1611
%H		46.3%	8.9%	72.6%	31.2%	41.4%	93.4%
Under 20"	109	32	9	89	22	67	101
%V	6.3%	4.0%	5.9%	7.1%	4.1%	9.4%	6.3%
%H		29.4%	8.3%	81.7%	20.2%	61.5%	92.7%
20" - 29"	346	157	24	279	117	162	313
%V	20.1%	19.7%	15.7%	22.3%	21.7%	22.7%	19.4%
%H		45.4%	6.9%	80.6%	33.8%	46.8%	90.5%
30" - 39"	574	259	60	409	168	241	526
%V	33.3%	32.5%	39.2%	32.6%	31.2%	33.7%	32.7%
%H		45.1%	10.5%	71.3%	29.3%	42.0%	91.6%
40" - 49"	459	227	44	312	151	160	442
%V	26.6%	28.4%	28.8%	24.9%	28.1%	22.4%	27.4%
%H		49.5%	9.6%	68.0%	32.9%	34.9%	96.3%
50" - 59"	204	102	17	140	66	74	196
%V	11.8%	12.8%	11.1%	11.2%	12.3%	10.3%	12.2%
%H		50.0%	8.3%	68.6%	32.4%	36.3%	96.1%
60"+	28	20	0	20	14	6	28
%V	1.6%	2.5%	0.0%	1.6%	2.6%	0.8%	1.7%
%H		71.4%	0.0%	71.4%	50.0%	21.4%	100.0%
Don't know	5	1	0	4	0	4	5
%V	0.3%	0.1%	0.0%	0.3%	0.0%	0.6%	0.3%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	100.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1725	798	153	1253	538	715	1611
%H		46.3%	8.9%	72.6%	31.2%	41.4%	93.4%
Main living room	865	361	69	598	202	396	782
%V	50.1%	45.2%	45.1%	47.7%	37.5%	55.4%	48.5%
%H		41.7%	8.0%	69.1%	23.4%	45.8%	90.4%
Kitchen	95	50	2	83	40	43	92
%V	5.5%	6.3%	1.3%	6.6%	7.4%	6.0%	5.7%
%H		52.6%	2.1%	87.4%	42.1%	45.3%	96.8%
Adult's bedroom	469	233	48	347	172	175	450
%V	27.2%	29.2%	31.4%	27.7%	32.0%	24.5%	27.9%
%H		49.7%	10.2%	74.0%	36.7%	37.3%	95.9%
Child's bedroom	78	34	18	47	28	19	76
%V	4.5%	4.3%	11.8%	3.8%	5.2%	2.7%	4.7%
%H		43.6%	23.1%	60.3%	35.9%	24.4%	97.4%
Other bedroom	90	56	7	73	47	27	85
%V	5.2%	7.0%	4.6%	5.8%	8.7%	3.8%	5.3%
%H		62.2%	7.8%	81.1%	52.2%	30.0%	94.4%
Second living/dining room	83	42	8	71	38	33	83
%V	4.8%	5.3%	5.2%	5.7%	7.1%	4.6%	5.2%
%H		50.6%	9.6%	85.5%	45.8%	39.8%	100.0%
Study/office	13	6	0	8	2	6	11
%V	0.8%	0.8%	0.0%	0.6%	0.4%	0.8%	0.7%
%H		46.2%	0.0%	61.5%	15.4%	46.2%	84.6%
TV room	11	6	0	9	4	5	11
%V	0.6%	0.8%	0.0%	0.7%	0.7%	0.7%	0.7%
%H		54.5%	0.0%	81.8%	36.4%	45.5%	100.0%
Conservatory	14	7	1	11	5	6	13
%V	0.8%	0.9%	0.7%	0.9%	0.9%	0.8%	0.8%
%H		50.0%	7.1%	78.6%	35.7%	42.9%	92.9%
Attic or loft room	3	0	0	3	0	3	3
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	4	3	0	2	1	1	4
%V	0.2%	0.4%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1725	798	153	1253	538	715	1611
%H		46.3%	8.9%	72.6%	31.2%	41.4%	93.4%
PVR	771	504	101	455	286	169	729
%V	44.7%	63.2%	66.0%	36.3%	53.2%	23.6%	45.3%
%H		65.4%	13.1%	59.0%	37.1%	21.9%	94.6%
DVDR	8	2	1	8	4	5	8
%V	0.5%	0.3%	0.7%	0.6%	0.7%	0.7%	0.5%
%H		25.0%	12.5%	100.0%	50.0%	62.5%	100.0%
VCR	7	3	0	5	2	4	5
%V	0.4%	0.4%	0.0%	0.4%	0.4%	0.6%	0.3%
%H		42.9%	0.0%	71.4%	28.6%	57.1%	71.4%
Any recorder	783	507	101	467	289	178	741
%V	45.4%	63.5%	66.0%	37.3%	53.7%	24.9%	46.0%
%H		64.8%	12.9%	59.6%	36.9%	22.7%	94.6%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1725	798	153	1253	538	715	1611
%H		46.3%	8.9%	72.6%	31.2%	41.4%	93.4%
Receives HDTV (via STB or built-in reception)	1020	567	100	703	345	358	965
%V	59.1%	71.1%	65.4%	56.1%	64.1%	50.1%	59.9%
%H		55.6%	9.8%	68.9%	33.8%	35.1%	94.6%
DVD/Blu-ray player or recorder	820	385	60	583	235	348	771
%V	47.5%	48.2%	39.2%	46.5%	43.7%	48.7%	47.9%
%H		47.0%	7.3%	71.1%	28.7%	42.4%	94.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	872	361	71	603	205	398	789
%H		41.4%	8.1%	69.2%	23.5%	45.6%	90.5%
Under 20"	8	2	0	8	2	6	6
%V	0.9%	0.6%	0.0%	1.3%	1.0%	1.5%	0.8%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
20" - 29"	66	10	1	57	4	54	46
%V	7.6%	2.8%	1.4%	9.5%	2.0%	13.6%	5.8%
%H		15.2%	1.5%	86.4%	6.1%	81.8%	69.7%
30" - 39"	283	98	25	194	45	149	241
%V	32.5%	27.1%	35.2%	32.2%	22.0%	37.4%	30.5%
%H		34.6%	8.8%	68.6%	15.9%	52.7%	85.2%
40" - 49"	324	150	30	209	88	121	311
%V	37.2%	41.6%	42.3%	34.7%	42.9%	30.4%	39.4%
%H		46.3%	9.3%	64.5%	27.2%	37.3%	96.0%
50" - 59"	166	83	15	119	55	64	161
%V	19.0%	23.0%	21.1%	19.7%	26.8%	16.1%	20.4%
%H		50.0%	9.0%	71.7%	33.1%	38.6%	97.0%
60"+	22	18	0	15	12	3	22
%V	2.5%	5.0%	0.0%	2.5%	5.9%	0.8%	2.8%
%H		81.8%	0.0%	68.2%	54.5%	13.6%	100.0%
Don't know	2	1	0	1	0	1	2
%V	0.2%	0.3%	0.0%	0.2%	0.0%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	872	361	71	603	205	398	789
%H		41.4%	8.1%	69.2%	23.5%	45.6%	90.5%
PVR	523	320	66	329	189	140	490
%V	60.0%	88.6%	93.0%	54.6%	92.2%	35.2%	62.1%
%H		61.2%	12.6%	62.9%	36.1%	26.8%	93.7%
DVDR	4	0	0	4	0	4	4
%V	0.5%	0.0%	0.0%	0.7%	0.0%	1.0%	0.5%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	4	1	0	3	0	3	3
%V	0.5%	0.3%	0.0%	0.5%	0.0%	0.8%	0.4%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	75.0%
Any recorder	531	320	66	337	189	148	498
%V	60.9%	88.6%	93.0%	55.9%	92.2%	37.2%	63.1%
%H		60.3%	12.4%	63.5%	35.6%	27.9%	93.8%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	872	361	71	603	205	398	789
%H		41.4%	8.1%	69.2%	23.5%	45.6%	90.5%
Receives HDTV (via STB or built-in reception)	638	323	60	447	190	257	597
%V	73.2%	89.5%	84.5%	74.1%	92.7%	64.6%	75.7%
%H		50.6%	9.4%	70.1%	29.8%	40.3%	93.6%
DVD/Blu-ray player or recorder	504	228	30	343	119	225	468
%V	57.8%	63.2%	42.3%	56.9%	58.0%	56.5%	59.3%
%H		45.2%	6.0%	68.1%	23.6%	44.6%	92.9%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 6.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	853	437	83	650	333	317	821
%H		51.2%	9.7%	76.2%	39.0%	37.2%	96.2%
Under 20"	102	30	9	81	20	61	95
%V	12.0%	6.9%	10.8%	12.5%	6.0%	19.2%	11.6%
%H		29.4%	8.8%	79.4%	19.6%	59.8%	93.1%
20" - 29"	280	147	23	222	113	108	267
%V	32.8%	33.6%	27.7%	34.2%	33.9%	34.1%	32.5%
%H		52.5%	8.2%	79.3%	40.4%	38.6%	95.4%
30" - 39"	290	161	35	215	123	92	286
%V	34.0%	36.8%	42.2%	33.1%	36.9%	29.0%	34.8%
%H		55.5%	12.1%	74.1%	42.4%	31.7%	98.6%
40" - 49"	135	77	14	103	63	40	131
%V	15.8%	17.6%	16.9%	15.8%	18.9%	12.6%	16.0%
%H		57.0%	10.4%	76.3%	46.7%	29.6%	97.0%
50" - 59"	38	20	2	22	12	10	35
%V	4.5%	4.6%	2.4%	3.4%	3.6%	3.2%	4.3%
%H		52.6%	5.3%	57.9%	31.6%	26.3%	92.1%
60"+	5	2	0	5	2	3	5
%V	0.6%	0.5%	0.0%	0.8%	0.6%	0.9%	0.6%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Don't know	3	0	0	3	0	3	3
%V	0.4%	0.0%	0.0%	0.5%	0.0%	0.9%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 6.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	853	437	83	650	333	317	821
%H		51.2%	9.7%	76.2%	39.0%	37.2%	96.2%
PVR	247	184	35	126	96	29	239
%V	29.0%	42.1%	42.2%	19.4%	28.8%	9.1%	29.1%
%H		74.5%	14.2%	51.0%	38.9%	11.7%	96.8%
DVDR	5	2	1	5	4	1	5
%V	0.6%	0.5%	1.2%	0.8%	1.2%	0.3%	0.6%
%H		40.0%	20.0%	100.0%	80.0%	20.0%	100.0%
VCR	2	2	0	2	2	1	2
%V	0.2%	0.5%	0.0%	0.3%	0.6%	0.3%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
Any recorder	251	187	35	130	99	30	243
%V	29.4%	42.8%	42.2%	20.0%	29.7%	9.5%	29.6%
%H		74.5%	13.9%	51.8%	39.4%	12.0%	96.8%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	853	437	83	650	333	317	821
%H		51.2%	9.7%	76.2%	39.0%	37.2%	96.2%
Receives HDTV (via STB or built-in reception)	382	244	40	256	156	100	367
%V	44.8%	55.8%	48.2%	39.4%	46.8%	31.5%	44.7%
%H		63.9%	10.5%	67.0%	40.8%	26.2%	96.1%
DVD/Blu-ray player or recorder	316	157	29	240	116	123	303
%V	37.0%	35.9%	34.9%	36.9%	34.8%	38.8%	36.9%
%H		49.7%	9.2%	75.9%	36.7%	38.9%	95.9%

Base: BBC South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1982	1946	850	188	1295	485	811	1872
%H		98.2%	42.9%	9.5%	65.3%	24.5%	40.9%	94.5%
Total Children	333	333	145	41	192	66	126	333
%V	16.8%	17.1%	17.1%	21.8%	14.8%	13.6%	15.5%	17.8%
%H		100.0%	43.5%	12.3%	57.7%	19.8%	37.8%	100.0%
0 - 3	80	80	26	10	51	12	38	80
%V	4.0%	4.1%	3.1%	5.3%	3.9%	2.5%	4.7%	4.3%
%H		100.0%	32.5%	12.5%	63.8%	15.0%	47.5%	100.0%
4 - 15	252	252	119	31	142	54	88	252
%V	12.7%	12.9%	14.0%	16.5%	11.0%	11.1%	10.9%	13.5%
%H		100.0%	47.2%	12.3%	56.3%	21.4%	34.9%	100.0%
4 - 9	129	129	62	10	75	31	44	129
%V	6.5%	6.6%	7.3%	5.3%	5.8%	6.4%	5.4%	6.9%
%H		100.0%	48.1%	7.8%	58.1%	24.0%	34.1%	100.0%
10 - 15	124	124	57	21	67	23	44	124
%V	6.3%	6.4%	6.7%	11.2%	5.2%	4.7%	5.4%	6.6%
%H		100.0%	46.0%	16.9%	54.0%	18.5%	35.5%	100.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1982	1946	850	188	1295	485	811	1872
%H		98.2%	42.9%	9.5%	65.3%	24.5%	40.9%	94.5%
Total Adults (16+)	1650	1614	704	148	1103	418	685	1539
%V	83.2%	82.9%	82.8%	78.7%	85.2%	86.2%	84.5%	82.2%
%H		97.8%	42.7%	9.0%	66.8%	25.3%	41.5%	93.3%
16 - 19	58	57	20	9	45	18	26	58
%V	2.9%	2.9%	2.4%	4.8%	3.5%	3.7%	3.2%	3.1%
%H		98.3%	34.5%	15.5%	77.6%	31.0%	44.8%	100.0%
20 - 24	105	103	29	18	60	22	39	105
%V	5.3%	5.3%	3.4%	9.6%	4.6%	4.5%	4.8%	5.6%
%H		98.1%	27.6%	17.1%	57.1%	21.0%	37.1%	100.0%
25 - 34	192	187	79	19	110	45	66	190
%V	9.7%	9.6%	9.3%	10.1%	8.5%	9.3%	8.1%	10.1%
%H		97.4%	41.1%	9.9%	57.3%	23.4%	34.4%	99.0%
35 - 44	225	221	92	12	131	37	94	225
%V	11.4%	11.4%	10.8%	6.4%	10.1%	7.6%	11.6%	12.0%
%H		98.2%	40.9%	5.3%	58.2%	16.4%	41.8%	100.0%
45 - 54	268	262	124	40	173	81	93	265
%V	13.5%	13.5%	14.6%	21.3%	13.4%	16.7%	11.5%	14.2%
%H		97.8%	46.3%	14.9%	64.6%	30.2%	34.7%	98.9%
55 - 64	287	277	132	25	189	77	112	273
%V	14.5%	14.2%	15.5%	13.3%	14.6%	15.9%	13.8%	14.6%
%H		96.5%	46.0%	8.7%	65.9%	26.8%	39.0%	95.1%
65+	515	506	228	24	393	138	255	422
%V	26.0%	26.0%	26.8%	12.8%	30.3%	28.5%	31.4%	22.5%
%H		98.3%	44.3%	4.7%	76.3%	26.8%	49.5%	81.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1650	1614	704	148	1103	418	685	1539
%H		97.8%	42.7%	9.0%	66.8%	25.3%	41.5%	93.3%
AB	531	526	251	34	373	153	221	523
%V	32.2%	32.6%	35.7%	23.0%	33.8%	36.6%	32.3%	34.0%
%H		99.1%	47.3%	6.4%	70.2%	28.8%	41.6%	98.5%
C1	465	456	196	55	295	121	173	435
%V	28.2%	28.3%	27.8%	37.2%	26.7%	28.9%	25.3%	28.3%
%H		98.1%	42.2%	11.8%	63.4%	26.0%	37.2%	93.5%
C2	390	385	157	33	285	99	186	361
%V	23.6%	23.9%	22.3%	22.3%	25.8%	23.7%	27.2%	23.5%
%H		98.7%	40.3%	8.5%	73.1%	25.4%	47.7%	92.6%
D	164	154	69	13	94	32	62	148
%V	9.9%	9.5%	9.8%	8.8%	8.5%	7.7%	9.1%	9.6%
%H		93.9%	42.1%	7.9%	57.3%	19.5%	37.8%	90.2%
E	100	92	31	12	56	13	43	72
%V	6.1%	5.7%	4.4%	8.1%	5.1%	3.1%	6.3%	4.7%
%H		92.0%	31.0%	12.0%	56.0%	13.0%	43.0%	72.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1650	1614	704	148	1103	418	685	1539
%H		97.8%	42.7%	9.0%	66.8%	25.3%	41.5%	93.3%
Working full time	681	670	301	70	430	178	251	673
%V	41.3%	41.5%	42.8%	47.3%	39.0%	42.6%	36.6%	43.7%
%H		98.4%	44.2%	10.3%	63.1%	26.1%	36.9%	98.8%
Working part time	191	186	84	23	125	52	73	188
%V	11.6%	11.5%	11.9%	15.5%	11.3%	12.4%	10.7%	12.2%
%H		97.4%	44.0%	12.0%	65.4%	27.2%	38.2%	98.4%
Not working	769	750	315	55	546	187	359	669
%V	46.6%	46.5%	44.7%	37.2%	49.5%	44.7%	52.4%	43.5%
%H		97.5%	41.0%	7.2%	71.0%	24.3%	46.7%	87.0%
Houseperson	901	872	361	71	603	205	398	809
%V	54.6%	54.0%	51.3%	48.0%	54.7%	49.0%	58.1%	52.6%
%H		96.8%	40.1%	7.9%	66.9%	22.8%	44.2%	89.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	793	771	349	76	524	211	312	750
%H		97.2%	44.0%	9.6%	66.1%	26.6%	39.3%	94.6%
16 - 19	35	33	16	6	26	14	12	35
%V	4.4%	4.3%	4.6%	7.9%	5.0%	6.6%	3.8%	4.7%
%H		94.3%	45.7%	17.1%	74.3%	40.0%	34.3%	100.0%
20 - 24	51	50	18	10	29	13	16	51
%V	6.4%	6.5%	5.2%	13.2%	5.5%	6.2%	5.1%	6.8%
%H		98.0%	35.3%	19.6%	56.9%	25.5%	31.4%	100.0%
25 - 34	96	95	43	10	56	24	32	96
%V	12.1%	12.3%	12.3%	13.2%	10.7%	11.4%	10.3%	12.8%
%H		99.0%	44.8%	10.4%	58.3%	25.0%	33.3%	100.0%
35 - 44	106	101	40	6	62	17	45	106
%V	13.4%	13.1%	11.5%	7.9%	11.8%	8.1%	14.4%	14.1%
%H		95.3%	37.7%	5.7%	58.5%	16.0%	42.5%	100.0%
45 - 54	131	129	62	18	82	38	44	131
%V	16.5%	16.7%	17.8%	23.7%	15.6%	18.0%	14.1%	17.5%
%H		98.5%	47.3%	13.7%	62.6%	29.0%	33.6%	100.0%
55 - 64	129	125	55	12	87	33	54	125
%V	16.3%	16.2%	15.8%	15.8%	16.6%	15.6%	17.3%	16.7%
%H		96.9%	42.6%	9.3%	67.4%	25.6%	41.9%	96.9%
65+	244	238	115	14	182	72	109	205
%V	30.8%	30.9%	33.0%	18.4%	34.7%	34.1%	34.9%	27.3%
%H		97.5%	47.1%	5.7%	74.6%	29.5%	44.7%	84.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	793	771	349	76	524	211	312	750
%H		97.2%	44.0%	9.6%	66.1%	26.6%	39.3%	94.6%
AB	263	261	129	19	184	82	103	260
%V	33.2%	33.9%	37.0%	25.0%	35.1%	38.9%	33.0%	34.7%
%H		99.2%	49.0%	7.2%	70.0%	31.2%	39.2%	98.9%
C1	210	206	89	29	132	57	75	199
%V	26.5%	26.7%	25.5%	38.2%	25.2%	27.0%	24.0%	26.5%
%H		98.1%	42.4%	13.8%	62.9%	27.1%	35.7%	94.8%
C2	203	198	83	16	144	51	93	188
%V	25.6%	25.7%	23.8%	21.1%	27.5%	24.2%	29.8%	25.1%
%H		97.5%	40.9%	7.9%	70.9%	25.1%	45.8%	92.6%
D	76	70	33	8	41	15	26	68
%V	9.6%	9.1%	9.5%	10.5%	7.8%	7.1%	8.3%	9.1%
%H		92.1%	43.4%	10.5%	53.9%	19.7%	34.2%	89.5%
E	40	36	14	4	22	6	16	34
%V	5.0%	4.7%	4.0%	5.3%	4.2%	2.8%	5.1%	4.5%
%H		90.0%	35.0%	10.0%	55.0%	15.0%	40.0%	85.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	793	771	349	76	524	211	312	750
%H		97.2%	44.0%	9.6%	66.1%	26.6%	39.3%	94.6%
Working full time	411	404	184	48	263	113	149	407
%V	51.8%	52.4%	52.7%	63.2%	50.2%	53.6%	47.8%	54.3%
%H		98.3%	44.8%	11.7%	64.0%	27.5%	36.3%	99.0%
Working part time	40	37	18	2	22	8	15	37
%V	5.0%	4.8%	5.2%	2.6%	4.2%	3.8%	4.8%	4.9%
%H		92.5%	45.0%	5.0%	55.0%	20.0%	37.5%	92.5%
Not working	339	326	146	25	237	90	147	302
%V	42.7%	42.3%	41.8%	32.9%	45.2%	42.7%	47.1%	40.3%
%H		96.2%	43.1%	7.4%	69.9%	26.5%	43.4%	89.1%
Houseperson	177	160	60	13	105	27	78	150
%V	22.3%	20.8%	17.2%	17.1%	20.0%	12.8%	25.0%	20.0%
%H		90.4%	33.9%	7.3%	59.3%	15.3%	44.1%	84.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	857	843	355	72	579	207	372	789
%H		98.4%	41.4%	8.4%	67.6%	24.2%	43.4%	92.1%
16 - 19	23	23	4	3	19	4	14	23
%V	2.7%	2.7%	1.1%	4.2%	3.3%	1.9%	3.8%	2.9%
%H		100.0%	17.4%	13.0%	82.6%	17.4%	60.9%	100.0%
20 - 24	54	54	11	8	31	9	23	54
%V	6.3%	6.4%	3.1%	11.1%	5.4%	4.3%	6.2%	6.8%
%H		100.0%	20.4%	14.8%	57.4%	16.7%	42.6%	100.0%
25 - 34	96	93	35	9	54	20	34	94
%V	11.2%	11.0%	9.9%	12.5%	9.3%	9.7%	9.1%	11.9%
%H		96.9%	36.5%	9.4%	56.3%	20.8%	35.4%	97.9%
35 - 44	119	119	52	6	70	20	49	119
%V	13.9%	14.1%	14.6%	8.3%	12.1%	9.7%	13.2%	15.1%
%H		100.0%	43.7%	5.0%	58.8%	16.8%	41.2%	100.0%
45 - 54	137	133	63	22	91	43	49	134
%V	16.0%	15.8%	17.7%	30.6%	15.7%	20.8%	13.2%	17.0%
%H		97.1%	46.0%	16.1%	66.4%	31.4%	35.8%	97.8%
55 - 64	157	152	78	14	102	45	57	148
%V	18.3%	18.0%	22.0%	19.4%	17.6%	21.7%	15.3%	18.8%
%H		96.8%	49.7%	8.9%	65.0%	28.7%	36.3%	94.3%
65+	271	268	112	10	212	66	146	217
%V	31.6%	31.8%	31.5%	13.9%	36.6%	31.9%	39.2%	27.5%
%H		98.9%	41.3%	3.7%	78.2%	24.4%	53.9%	80.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	857	843	355	72	579	207	372	789
%H		98.4%	41.4%	8.4%	67.6%	24.2%	43.4%	92.1%
AB	267	265	122	15	189	71	118	263
%V	31.2%	31.4%	34.4%	20.8%	32.6%	34.3%	31.7%	33.3%
%H		99.3%	45.7%	5.6%	70.8%	26.6%	44.2%	98.5%
C1	255	250	106	26	163	64	99	236
%V	29.8%	29.7%	29.9%	36.1%	28.2%	30.9%	26.6%	29.9%
%H		98.0%	41.6%	10.2%	63.9%	25.1%	38.8%	92.5%
C2	187	187	74	17	140	48	93	173
%V	21.8%	22.2%	20.8%	23.6%	24.2%	23.2%	25.0%	21.9%
%H		100.0%	39.6%	9.1%	74.9%	25.7%	49.7%	92.5%
D	88	84	36	6	53	18	35	79
%V	10.3%	10.0%	10.1%	8.3%	9.2%	8.7%	9.4%	10.0%
%H		95.5%	40.9%	6.8%	60.2%	20.5%	39.8%	89.8%
E	59	57	17	8	34	7	27	38
%V	6.9%	6.8%	4.8%	11.1%	5.9%	3.4%	7.3%	4.8%
%H		96.6%	28.8%	13.6%	57.6%	11.9%	45.8%	64.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	857	843	355	72	579	207	372	789
%H		98.4%	41.4%	8.4%	67.6%	24.2%	43.4%	92.1%
Working full time	270	266	117	22	167	65	102	266
%V	31.5%	31.6%	33.0%	30.6%	28.8%	31.4%	27.4%	33.7%
%H		98.5%	43.3%	8.1%	61.9%	24.1%	37.8%	98.5%
Working part time	151	148	66	20	102	44	59	151
%V	17.6%	17.6%	18.6%	27.8%	17.6%	21.3%	15.9%	19.1%
%H		98.0%	43.7%	13.2%	67.5%	29.1%	39.1%	100.0%
Not working	430	424	169	30	309	97	212	367
%V	50.2%	50.3%	47.6%	41.7%	53.4%	46.9%	57.0%	46.5%
%H		98.6%	39.3%	7.0%	71.9%	22.6%	49.3%	85.3%
Houseperson	725	712	301	58	498	178	320	659
%V	84.6%	84.5%	84.8%	80.6%	86.0%	86.0%	86.0%	83.5%
%H		98.2%	41.5%	8.0%	68.7%	24.6%	44.1%	90.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
AB	710	687	274	102	425	151	274	686
%V	32.7%	32.8%	34.6%	31.7%	33.7%	37.8%	31.7%	34.2%
%H (All HH)		96.8%	38.6%	14.4%	59.9%	21.3%	38.6%	96.6%
%H (TV HH)			39.9%	14.8%	61.9%	22.0%	39.9%	
C1	675	662	230	121	379	110	269	630
%V	31.1%	31.6%	29.0%	37.6%	30.0%	27.6%	31.2%	31.4%
%H (All HH)		98.1%	34.1%	17.9%	56.1%	16.3%	39.9%	93.3%
%H (TV HH)			34.7%	18.3%	57.3%	16.6%	40.6%	
C2	393	384	153	54	228	73	155	370
%V	18.1%	18.3%	19.3%	16.8%	18.1%	18.3%	18.0%	18.5%
%H (All HH)		97.7%	38.9%	13.7%	58.0%	18.6%	39.4%	94.1%
%H (TV HH)			39.8%	14.1%	59.4%	19.0%	40.4%	
D	263	242	106	26	152	50	103	217
%V	12.1%	11.6%	13.4%	8.1%	12.0%	12.5%	11.9%	10.8%
%H (All HH)		92.0%	40.3%	9.9%	57.8%	19.0%	39.2%	82.5%
%H (TV HH)			43.8%	10.7%	62.8%	20.7%	42.6%	
E	128	120	31	19	77	15	62	102
%V	5.9%	5.7%	3.9%	5.9%	6.1%	3.8%	7.2%	5.1%
%H (All HH)		93.8%	24.2%	14.8%	60.2%	11.7%	48.4%	79.7%
%H (TV HH)			25.8%	15.8%	64.2%	12.5%	51.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Household level data

Table 7.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
Under 25	43	43	12	8	12	4	8	43
%V	2.0%	2.1%	1.5%	2.5%	1.0%	1.0%	0.9%	2.1%
%H (All HH)		100.0%	27.9%	18.6%	27.9%	9.3%	18.6%	100.0%
%H (TV HH)			27.9%	18.6%	27.9%	9.3%	18.6%	
25 - 34	292	266	92	37	118	33	85	283
%V	13.5%	12.7%	11.6%	11.5%	9.4%	8.3%	9.8%	14.1%
%H (All HH)		91.1%	31.5%	12.7%	40.4%	11.3%	29.1%	96.9%
%H (TV HH)			34.6%	13.9%	44.4%	12.4%	32.0%	
35 - 44	351	328	137	63	157	59	98	345
%V	16.2%	15.7%	17.3%	19.6%	12.4%	14.8%	11.4%	17.2%
%H (All HH)		93.4%	39.0%	17.9%	44.7%	16.8%	27.9%	98.3%
%H (TV HH)			41.8%	19.2%	47.9%	18.0%	29.9%	
45 - 54	396	385	174	73	214	87	127	393
%V	18.2%	18.4%	21.9%	22.7%	17.0%	21.8%	14.7%	19.6%
%H (All HH)		97.2%	43.9%	18.4%	54.0%	22.0%	32.1%	99.2%
%H (TV HH)			45.2%	19.0%	55.6%	22.6%	33.0%	
55 - 64	417	410	160	77	264	97	167	406
%V	19.2%	19.6%	20.2%	23.9%	20.9%	24.3%	19.4%	20.3%
%H (All HH)		98.3%	38.4%	18.5%	63.3%	23.3%	40.0%	97.4%
%H (TV HH)			39.0%	18.8%	64.4%	23.7%	40.7%	
65 +	670	663	218	64	497	119	377	535
%V	30.9%	31.7%	27.5%	19.9%	39.4%	29.8%	43.7%	26.7%
%H (All HH)		99.0%	32.5%	9.6%	74.2%	17.8%	56.3%	79.9%
%H (TV HH)			32.9%	9.7%	75.0%	17.9%	56.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
1	647	619	172	80	422	79	343	524
%V	29.8%	29.6%	21.7%	24.8%	33.4%	19.8%	39.7%	26.1%
%H (All HH)		95.7%	26.6%	12.4%	65.2%	12.2%	53.0%	81.0%
%H (TV HH)			27.8%	12.9%	68.2%	12.8%	55.4%	
2	741	710	282	90	453	154	299	707
%V	34.1%	33.9%	35.6%	28.0%	35.9%	38.6%	34.6%	35.3%
%H (All HH)		95.8%	38.1%	12.1%	61.1%	20.8%	40.4%	95.4%
%H (TV HH)			39.7%	12.7%	63.8%	21.7%	42.1%	
3	340	327	124	78	190	77	113	336
%V	15.7%	15.6%	15.6%	24.2%	15.1%	19.3%	13.1%	16.8%
%H (All HH)		96.2%	36.5%	22.9%	55.9%	22.6%	33.2%	98.8%
%H (TV HH)			37.9%	23.9%	58.1%	23.5%	34.6%	
4	328	326	158	54	144	60	84	326
%V	15.1%	15.6%	19.9%	16.8%	11.4%	15.0%	9.7%	16.3%
%H (All HH)		99.4%	48.2%	16.5%	43.9%	18.3%	25.6%	99.4%
%H (TV HH)			48.5%	16.6%	44.2%	18.4%	25.8%	
5+	114	113	57	20	53	28	25	113
%V	5.3%	5.4%	7.2%	6.2%	4.2%	7.0%	2.9%	5.6%
%H (All HH)		99.1%	50.0%	17.5%	46.5%	24.6%	21.9%	99.1%
%H (TV HH)			50.4%	17.7%	46.9%	24.8%	22.1%	
Average HH size	2.34	2.36	2.60	2.53	2.18	2.53	2.02	2.43

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
Without	1620	1565	567	213	1012	301	711	1464
%V	74.7%	74.7%	71.5%	66.1%	80.2%	75.4%	82.4%	73.1%
%H (All HH)		96.6%	35.0%	13.1%	62.5%	18.6%	43.9%	90.4%
%H (TV HH)			36.2%	13.6%	64.7%	19.2%	45.4%	
With	550	530	226	109	250	98	152	541
%V	25.3%	25.3%	28.5%	33.9%	19.8%	24.6%	17.6%	27.0%
%H (All HH)		96.4%	41.1%	19.8%	45.5%	17.8%	27.6%	98.4%
%H (TV HH)			42.6%	20.6%	47.2%	18.5%	28.7%	
0 - 3	183	176	67	41	78	27	51	179
%V	8.4%	8.4%	8.4%	12.7%	6.2%	6.8%	5.9%	8.9%
%H (All HH)		96.2%	36.6%	22.4%	42.6%	14.8%	27.9%	97.8%
%H (TV HH)			38.1%	23.3%	44.3%	15.3%	29.0%	
4 - 9	302	294	127	55	125	53	73	295
%V	13.9%	14.0%	16.0%	17.1%	9.9%	13.3%	8.5%	14.7%
%H (All HH)		97.4%	42.1%	18.2%	41.4%	17.5%	24.2%	97.7%
%H (TV HH)			43.2%	18.7%	42.5%	18.0%	24.8%	
10 - 15	282	275	134	51	129	55	74	281
%V	13.0%	13.1%	16.9%	15.8%	10.2%	13.8%	8.6%	14.0%
%H (All HH)		97.5%	47.5%	18.1%	45.7%	19.5%	26.2%	99.6%
%H (TV HH)			48.7%	18.5%	46.9%	20.0%	26.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
1	879	879	246	131	494	75	419	778
%V	40.5%	42.0%	31.0%	40.7%	39.1%	18.8%	48.6%	38.8%
%H (All HH)		100.0%	28.0%	14.9%	56.2%	8.5%	47.7%	88.5%
%H (TV HH)			28.0%	14.9%	56.2%	8.5%	47.7%	
2	692	692	279	115	429	145	284	646
%V	31.9%	33.0%	35.2%	35.7%	34.0%	36.3%	32.9%	32.2%
%H (All HH)		100.0%	40.3%	16.6%	62.0%	21.0%	41.0%	93.4%
%H (TV HH)			40.3%	16.6%	62.0%	21.0%	41.0%	
3	325	325	150	51	206	100	106	319
%V	15.0%	15.5%	18.9%	15.8%	16.3%	25.1%	12.3%	15.9%
%H (All HH)		100.0%	46.2%	15.7%	63.4%	30.8%	32.6%	98.2%
%H (TV HH)			46.2%	15.7%	63.4%	30.8%	32.6%	
4	130	130	70	16	91	47	44	130
%V	6.0%	6.2%	8.8%	5.0%	7.2%	11.8%	5.1%	6.5%
%H (All HH)		100.0%	53.8%	12.3%	70.0%	36.2%	33.8%	100.0%
%H (TV HH)			53.8%	12.3%	70.0%	36.2%	33.8%	
5+	67	67	49	10	43	32	10	67
%V	3.1%	3.2%	6.2%	3.1%	3.4%	8.0%	1.2%	3.3%
%H (All HH)		100.0%	73.1%	14.9%	64.2%	47.8%	14.9%	100.0%
%H (TV HH)			73.1%	14.9%	64.2%	47.8%	14.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%V (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
Under 20"	189	189	61	24	154	52	102	173
%V	8.7%	9.0%	7.7%	7.5%	12.2%	13.0%	11.8%	8.6%
%H (All HH)		100.0%	32.3%	12.7%	81.5%	27.5%	54.0%	91.5%
%H (TV HH)			32.3%	12.7%	81.5%	27.5%	54.0%	
20" - 29"	600	600	222	92	433	157	275	530
%V	27.6%	28.7%	28.0%	28.6%	34.3%	39.3%	31.9%	26.4%
%H (All HH)		100.0%	37.0%	15.3%	72.2%	26.2%	45.8%	88.3%
%H (TV HH)			37.0%	15.3%	72.2%	26.2%	45.8%	
30" - 39"	1016	1016	394	142	647	204	443	945
%V	46.8%	48.5%	49.7%	44.1%	51.3%	51.1%	51.3%	47.2%
%H (All HH)		100.0%	38.8%	14.0%	63.7%	20.1%	43.6%	93.0%
%H (TV HH)			38.8%	14.0%	63.7%	20.1%	43.6%	
40" - 49"	1014	1014	455	177	567	245	322	981
%V	46.7%	48.4%	57.4%	55.0%	44.9%	61.4%	37.3%	49.0%
%H (All HH)		100.0%	44.9%	17.5%	55.9%	24.2%	31.8%	96.7%
%H (TV HH)			44.9%	17.5%	55.9%	24.2%	31.8%	
50" - 59"	424	424	209	62	227	101	126	419
%V	19.5%	20.2%	26.4%	19.3%	18.0%	25.3%	14.6%	20.9%
%H (All HH)		100.0%	49.3%	14.6%	53.5%	23.8%	29.7%	98.8%
%H (TV HH)			49.3%	14.6%	53.5%	23.8%	29.7%	
60"+	84	84	45	13	42	29	13	84
%V	3.9%	4.0%	5.7%	4.0%	3.3%	7.3%	1.5%	4.2%
%H (All HH)		100.0%	53.6%	15.5%	50.0%	34.5%	15.5%	100.0%
%H (TV HH)			53.6%	15.5%	50.0%	34.5%	15.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%V (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
Main living room	2074	2074	788	322	1252	398	854	1922
%V	95.6%	99.0%	99.4%	100.0%	99.2%	99.7%	99.0%	95.9%
%H (All HH)		100.0%	38.0%	15.5%	60.4%	19.2%	41.2%	92.7%
%H (TV HH)			38.0%	15.5%	60.4%	19.2%	41.2%	
Kitchen	199	199	102	12	160	77	83	190
%V	9.2%	9.5%	12.9%	3.7%	12.7%	19.3%	9.6%	9.5%
%H (All HH)		100.0%	51.3%	6.0%	80.4%	38.7%	41.7%	95.5%
%H (TV HH)			51.3%	6.0%	80.4%	38.7%	41.7%	
Adult's bedroom	936	936	431	157	578	258	320	895
%V	43.1%	44.7%	54.4%	48.8%	45.8%	64.7%	37.1%	44.7%
%H (All HH)		100.0%	46.0%	16.8%	61.8%	27.6%	34.2%	95.6%
%H (TV HH)			46.0%	16.8%	61.8%	27.6%	34.2%	
Child's bedroom	146	146	71	29	72	39	33	146
%V	6.7%	7.0%	9.0%	9.0%	5.7%	9.8%	3.8%	7.3%
%H (All HH)		100.0%	48.6%	19.9%	49.3%	26.7%	22.6%	100.0%
%H (TV HH)			48.6%	19.9%	49.3%	26.7%	22.6%	
Other bedroom	135	135	52	31	96	49	47	131
%V	6.2%	6.4%	6.6%	9.6%	7.6%	12.3%	5.4%	6.5%
%H (All HH)		100.0%	38.5%	23.0%	71.1%	36.3%	34.8%	97.0%
%H (TV HH)			38.5%	23.0%	71.1%	36.3%	34.8%	
Second living/dining room	220	220	103	31	144	65	78	216
%V	10.1%	10.5%	13.0%	9.6%	11.4%	16.3%	9.0%	10.8%
%H (All HH)		100.0%	46.8%	14.1%	65.5%	29.5%	35.5%	98.2%
%H (TV HH)			46.8%	14.1%	65.5%	29.5%	35.5%	
Study/office	67	67	33	8	47	22	26	65
%V	3.1%	3.2%	4.2%	2.5%	3.7%	5.5%	3.0%	3.2%
%H (All HH)		100.0%	49.3%	11.9%	70.1%	32.8%	38.8%	97.0%
%H (TV HH)			49.3%	11.9%	70.1%	32.8%	38.8%	
TV room	25	25	15	0	16	8	8	25
%V	1.2%	1.2%	1.9%	0.0%	1.3%	2.0%	0.9%	1.2%
%H (All HH)		100.0%	60.0%	0.0%	64.0%	32.0%	32.0%	100.0%
%H (TV HH)			60.0%	0.0%	64.0%	32.0%	32.0%	
Conservatory	31	31	12	4	23	8	15	30
%V	1.4%	1.5%	1.5%	1.2%	1.8%	2.0%	1.7%	1.5%
%H (All HH)		100.0%	38.7%	12.9%	74.2%	25.8%	48.4%	96.8%
%H (TV HH)			38.7%	12.9%	74.2%	25.8%	48.4%	
Attic or loft room	7	7	1	0	5	1	4	7
%V	0.3%	0.3%	0.1%	0.0%	0.4%	0.3%	0.5%	0.3%
%H (All HH)		100.0%	14.3%	0.0%	71.4%	14.3%	57.1%	100.0%
%H (TV HH)			14.3%	0.0%	71.4%	14.3%	57.1%	
No specific location	6	6	4	2	2	2	1	6
%V	0.3%	0.3%	0.5%	0.6%	0.2%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	16.7%	100.0%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	16.7%	
Other	36	36	24	6	22	15	7	36
%V	1.7%	1.7%	3.0%	1.9%	1.7%	3.8%	0.8%	1.8%
%H (All HH)		100.0%	66.7%	16.7%	61.1%	41.7%	19.4%	100.0%
%H (TV HH)			66.7%	16.7%	61.1%	41.7%	19.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
Any DSAT provider	793	793	793	18	294	294	0	778
%V	36.5%	37.9%	100.0%	5.6%	23.3%	73.7%	0.0%	38.8%
%H (All HH)			100.0%	2.3%	37.1%	37.1%	0.0%	98.1%
%H (TV HH)			100.0%	2.3%	37.1%	37.1%	0.0%	
Sky with subcription	651	651	651	5	218	218	0	637
%V	30.0%	31.1%	82.1%	1.6%	17.3%	54.6%	0.0%	31.8%
%H (All HH)			100.0%	0.8%	33.5%	33.5%	0.0%	97.8%
%H (TV HH)			100.0%	0.8%	33.5%	33.5%	0.0%	
Sky without subcription	14	14	14	2	4	4	0	14
%V	0.6%	0.7%	1.8%	0.6%	0.3%	1.0%	0.0%	0.7%
%H (All HH)			100.0%	14.3%	28.6%	28.6%	0.0%	100.0%
%H (TV HH)			100.0%	14.3%	28.6%	28.6%	0.0%	
Freesat	123	123	123	3	68	68	0	123
%V	5.7%	5.9%	15.5%	0.9%	5.4%	17.0%	0.0%	6.1%
%H (All HH)			100.0%	2.4%	55.3%	55.3%	0.0%	100.0%
%H (TV HH)			100.0%	2.4%	55.3%	55.3%	0.0%	
Other satellite provider	44	44	44	6	25	25	0	43
%V	2.0%	2.1%	5.5%	1.9%	2.0%	6.3%	0.0%	2.1%
%H (All HH)			100.0%	13.6%	56.8%	56.8%	0.0%	97.7%
%H (TV HH)			100.0%	13.6%	56.8%	56.8%	0.0%	
DCAB	322	322	18	322	111	111	0	315
%V	14.8%	15.4%	2.3%	100.0%	8.8%	27.8%	0.0%	15.7%
%H (All HH)			5.6%	100.0%	34.5%	34.5%	0.0%	97.8%
%H (TV HH)			5.6%	100.0%	34.5%	34.5%	0.0%	
DTT	1262	1262	294	111	1262	399	863	1126
%V	58.2%	60.3%	37.1%	34.5%	100.0%	100.0%	100.0%	56.2%
%H (All HH)		100.0%	23.3%	8.8%	100.0%	31.6%	68.4%	89.2%
%H (TV HH)			23.3%	8.8%	100.0%	31.6%	68.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%H (All HH)		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (TV HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
PVR	1357	1357	725	308	706	368	338	1320
%V	62.5%	64.8%	91.4%	95.7%	55.9%	92.2%	39.2%	65.9%
%H (All HH)		100.0%	53.4%	22.7%	52.0%	27.1%	24.9%	97.3%
%H (TV HH)			53.4%	22.7%	52.0%	27.1%	24.9%	
DVDR	16	16	6	3	11	4	7	14
%V	0.7%	0.8%	0.8%	0.9%	0.9%	1.0%	0.8%	0.7%
%H (All HH)		100.0%	37.5%	18.8%	68.8%	25.0%	43.8%	87.5%
%H (TV HH)			37.5%	18.8%	68.8%	25.0%	43.8%	
VCR	16	16	1	4	13	3	11	16
%V	0.7%	0.8%	0.1%	1.2%	1.0%	0.8%	1.3%	0.8%
%H (All HH)		100.0%	6.3%	25.0%	81.3%	18.8%	68.8%	100.0%
%H (TV HH)			6.3%	25.0%	81.3%	18.8%	68.8%	
Any recorder	1371	1371	726	308	718	368	351	1332
%V	63.2%	65.5%	91.6%	95.7%	56.9%	92.2%	40.7%	66.5%
%H (All HH)		100.0%	53.0%	22.5%	52.4%	26.8%	25.6%	97.2%
%H (TV HH)			53.0%	22.5%	52.4%	26.8%	25.6%	
Receives HDTV (via STB or built-in reception)	1591	1591	709	303	972	377	596	1547
%V	73.3%	76.0%	89.4%	94.1%	77.0%	94.5%	69.1%	77.2%
%H (All HH)		100.0%	44.6%	19.0%	61.1%	23.7%	37.5%	97.2%
%H (TV HH)			44.6%	19.0%	61.1%	23.7%	37.5%	
DVD/Blu-ray player or recorder	1267	1267	503	215	769	280	489	1204
%V	58.4%	60.5%	63.4%	66.8%	60.9%	70.2%	56.7%	60.1%
%H (All HH)		100.0%	39.7%	17.0%	60.7%	22.1%	38.6%	95.0%
%H (TV HH)			39.7%	17.0%	60.7%	22.1%	38.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2170	2094	793	322	1262	399	863	2004
%V		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%
%H (All HH)			37.9%	15.4%	60.3%	19.1%	41.2%	
%H (TV HH)								
Has broadband internet	2004	1940	778	315	1126	393	732	2004
%V	92.4%	92.6%	98.1%	97.8%	89.2%	98.5%	84.8%	100.0%
%H (All HH)		96.8%	38.8%	15.7%	56.2%	19.6%	36.5%	100.0%
%H (TV HH)			40.1%	16.2%	58.0%	20.3%	37.7%	
Number of computers (PCs and laptops)								
0	285	256	47	25	189	17	172	134
%V	13.1%	12.2%	5.9%	7.8%	15.0%	4.3%	19.9%	6.7%
%H (All HH)		89.8%	16.5%	8.8%	66.3%	6.0%	60.4%	47.0%
%H (TV HH)			18.4%	9.8%	73.8%	6.6%	67.2%	
1	507	483	172	72	273	60	213	493
%V	23.4%	23.1%	21.7%	22.4%	21.6%	15.0%	24.7%	24.6%
%H (All HH)		95.3%	33.9%	14.2%	53.8%	11.8%	42.0%	97.2%
%H (TV HH)			35.6%	14.9%	56.5%	12.4%	44.1%	
2	509	504	183	93	306	108	198	508
%V	23.5%	24.1%	23.1%	28.9%	24.2%	27.1%	22.9%	25.3%
%H (All HH)		99.0%	36.0%	18.3%	60.1%	21.2%	38.9%	99.8%
%H (TV HH)			36.3%	18.5%	60.7%	21.4%	39.3%	
3	354	352	146	47	227	83	144	354
%V	16.3%	16.8%	18.4%	14.6%	18.0%	20.8%	16.7%	17.7%
%H (All HH)		99.4%	41.2%	13.3%	64.1%	23.4%	40.7%	100.0%
%H (TV HH)			41.5%	13.4%	64.5%	23.6%	40.9%	
4	231	227	107	29	137	62	75	231
%V	10.6%	10.8%	13.5%	9.0%	10.9%	15.5%	8.7%	11.5%
%H (All HH)		98.3%	46.3%	12.6%	59.3%	26.8%	32.5%	100.0%
%H (TV HH)			47.1%	12.8%	60.4%	27.3%	33.0%	
5+	284	273	138	56	130	69	61	284
%V	13.1%	13.0%	17.4%	17.4%	10.3%	17.3%	7.1%	14.2%
%H (All HH)		96.1%	48.6%	19.7%	45.8%	24.3%	21.5%	100.0%
%H (TV HH)			50.5%	20.5%	47.6%	25.3%	22.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4125	1794	634	2566	1033	1533	3910
%H		43.5%	15.4%	62.2%	25.0%	37.2%	94.8%
Under 20"	218	70	27	184	64	120	201
%V	5.3%	3.9%	4.3%	7.2%	6.2%	7.8%	5.1%
%H		32.1%	12.4%	84.4%	29.4%	55.0%	92.2%
20" - 29"	731	279	110	530	200	331	656
%V	17.7%	15.6%	17.4%	20.7%	19.4%	21.6%	16.8%
%H		38.2%	15.0%	72.5%	27.4%	45.3%	89.7%
30" - 39"	1254	501	197	786	271	515	1175
%V	30.4%	27.9%	31.1%	30.6%	26.2%	33.6%	30.1%
%H		40.0%	15.7%	62.7%	21.6%	41.1%	93.7%
40" - 49"	1240	595	204	703	331	372	1206
%V	30.1%	33.2%	32.2%	27.4%	32.0%	24.3%	30.8%
%H		48.0%	16.5%	56.7%	26.7%	30.0%	97.3%
50" - 59"	501	263	69	271	130	141	494
%V	12.1%	14.7%	10.9%	10.6%	12.6%	9.2%	12.6%
%H		52.5%	13.8%	54.1%	25.9%	28.1%	98.6%
60"+	97	58	13	48	35	13	97
%V	2.4%	3.2%	2.1%	1.9%	3.4%	0.8%	2.5%
%H		59.8%	13.4%	49.5%	36.1%	13.4%	100.0%
Don't know	84	27	13	44	3	41	80
%V	2.0%	1.5%	2.1%	1.7%	0.3%	2.7%	2.0%
%H		32.1%	15.5%	52.4%	3.6%	48.8%	95.2%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4125	1794	634	2566	1033	1533	3910
%H		43.5%	15.4%	62.2%	25.0%	37.2%	94.8%
Main living room	2082	791	322	1261	401	860	1930
%V	50.5%	44.1%	50.8%	49.1%	38.8%	56.1%	49.4%
%H		38.0%	15.5%	60.6%	19.3%	41.3%	92.7%
Kitchen	202	105	12	161	78	83	194
%V	4.9%	5.9%	1.9%	6.3%	7.6%	5.4%	5.0%
%H		52.0%	5.9%	79.7%	38.6%	41.1%	96.0%
Adult's bedroom	1078	528	172	670	319	351	1037
%V	26.1%	29.4%	27.1%	26.1%	30.9%	22.9%	26.5%
%H		49.0%	16.0%	62.2%	29.6%	32.6%	96.2%
Child's bedroom	207	114	35	105	58	48	207
%V	5.0%	6.4%	5.5%	4.1%	5.6%	3.1%	5.3%
%H		55.1%	16.9%	50.7%	28.0%	23.2%	100.0%
Other bedroom	155	59	39	107	55	52	151
%V	3.8%	3.3%	6.2%	4.2%	5.3%	3.4%	3.9%
%H		38.1%	25.2%	69.0%	35.5%	33.5%	97.4%
Second living/dining room	224	105	31	147	67	80	219
%V	5.4%	5.9%	4.9%	5.7%	6.5%	5.2%	5.6%
%H		46.9%	13.8%	65.6%	29.9%	35.7%	97.8%
Study/office	67	33	8	47	22	26	65
%V	1.6%	1.8%	1.3%	1.8%	2.1%	1.7%	1.7%
%H		49.3%	11.9%	70.1%	32.8%	38.8%	97.0%
TV room	25	15	0	16	8	8	25
%V	0.6%	0.8%	0.0%	0.6%	0.8%	0.5%	0.6%
%H		60.0%	0.0%	64.0%	32.0%	32.0%	100.0%
Conservatory	31	12	4	23	8	15	30
%V	0.8%	0.7%	0.6%	0.9%	0.8%	1.0%	0.8%
%H		38.7%	12.9%	74.2%	25.8%	48.4%	96.8%
Attic or loft room	7	1	0	5	1	4	7
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		14.3%	0.0%	71.4%	14.3%	57.1%	100.0%
No specific location	6	4	2	2	2	1	6
%V	0.1%	0.2%	0.3%	0.1%	0.2%	0.1%	0.2%
%H		66.7%	33.3%	33.3%	33.3%	16.7%	100.0%
Other	39	26	8	22	15	7	39
%V	0.9%	1.4%	1.3%	0.9%	1.5%	0.5%	1.0%
%H		66.7%	20.5%	56.4%	38.5%	17.9%	100.0%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4125	1794	634	2566	1033	1533	3910
%H		43.5%	15.4%	62.2%	25.0%	37.2%	94.8%
PVR	1964	1188	420	924	549	375	1917
%V	47.6%	66.2%	66.2%	36.0%	53.1%	24.5%	49.0%
%H		60.5%	21.4%	47.0%	28.0%	19.1%	97.6%
DVDR	19	6	3	14	4	10	16
%V	0.5%	0.3%	0.5%	0.5%	0.4%	0.7%	0.4%
%H		31.6%	15.8%	73.7%	21.1%	52.6%	84.2%
VCR	16	1	4	13	3	11	16
%V	0.4%	0.1%	0.6%	0.5%	0.3%	0.7%	0.4%
%H		6.3%	25.0%	81.3%	18.8%	68.8%	100.0%
Any recorder	1982	1189	420	940	549	392	1933
%V	48.0%	66.3%	66.2%	36.6%	53.1%	25.6%	49.4%
%H		60.0%	21.2%	47.4%	27.7%	19.8%	97.5%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4125	1794	634	2566	1033	1533	3910
%H		43.5%	15.4%	62.2%	25.0%	37.2%	94.8%
Receives HDTV (via STB or built-in reception)	2493	1243	424	1511	663	848	2440
%V	60.4%	69.3%	66.9%	58.9%	64.2%	55.3%	62.4%
%H		49.9%	17.0%	60.6%	26.6%	34.0%	97.9%
DVD/Blu-ray player or recorder	1721	726	298	1041	418	623	1651
%V	41.7%	40.5%	47.0%	40.6%	40.5%	40.6%	42.2%
%H		42.2%	17.3%	60.5%	24.3%	36.2%	95.9%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2093	793	322	1262	399	863	1938
%H		37.9%	15.4%	60.3%	19.1%	41.2%	92.6%
Under 20"	11	2	2	9	2	7	8
%V	0.5%	0.3%	0.6%	0.7%	0.5%	0.8%	0.4%
%H		18.2%	18.2%	81.8%	18.2%	63.6%	72.7%
20" - 29"	146	20	10	123	8	114	105
%V	7.0%	2.5%	3.1%	9.7%	2.0%	13.2%	5.4%
%H		13.7%	6.8%	84.2%	5.5%	78.1%	71.9%
30" - 39"	584	183	76	377	81	296	517
%V	27.9%	23.1%	23.6%	29.9%	20.3%	34.3%	26.7%
%H		31.3%	13.0%	64.6%	13.9%	50.7%	88.5%
40" - 49"	857	360	153	491	194	297	824
%V	40.9%	45.4%	47.5%	38.9%	48.6%	34.4%	42.5%
%H		42.0%	17.9%	57.3%	22.6%	34.7%	96.1%
50" - 59"	374	180	59	198	83	114	369
%V	17.9%	22.7%	18.3%	15.7%	20.8%	13.2%	19.0%
%H		48.1%	15.8%	52.9%	22.2%	30.5%	98.7%
60"+	79	40	13	40	27	13	79
%V	3.8%	5.0%	4.0%	3.2%	6.8%	1.5%	4.1%
%H		50.6%	16.5%	50.6%	34.2%	16.5%	100.0%
Don't know	41	9	9	24	3	22	36
%V	2.0%	1.1%	2.8%	1.9%	0.8%	2.5%	1.9%
%H		22.0%	22.0%	58.5%	7.3%	53.7%	87.8%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2093	793	322	1262	399	863	1938
%H		37.9%	15.4%	60.3%	19.1%	41.2%	92.6%
PVR	1329	714	306	681	357	323	1292
%V	63.5%	90.0%	95.0%	54.0%	89.5%	37.4%	66.7%
%H		53.7%	23.0%	51.2%	26.9%	24.3%	97.2%
DVDR	15	5	3	11	4	7	13
%V	0.7%	0.6%	0.9%	0.9%	1.0%	0.8%	0.7%
%H		33.3%	20.0%	73.3%	26.7%	46.7%	86.7%
VCR	15	1	4	12	3	9	15
%V	0.7%	0.1%	1.2%	1.0%	0.8%	1.0%	0.8%
%H		6.7%	26.7%	80.0%	20.0%	60.0%	100.0%
Any recorder	1343	714	306	693	357	336	1304
%V	64.2%	90.0%	95.0%	54.9%	89.5%	38.9%	67.3%
%H		53.2%	22.8%	51.6%	26.6%	25.0%	97.1%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2093	793	322	1262	399	863	1938
%H		37.9%	15.4%	60.3%	19.1%	41.2%	92.6%
Receives HDTV (via STB or built-in reception)	1568	696	302	955	368	587	1524
%V	74.9%	87.8%	93.8%	75.7%	92.2%	68.0%	78.6%
%H		44.4%	19.3%	60.9%	23.5%	37.4%	97.2%
DVD/Blu-ray player or recorder	1107	433	185	680	242	438	1046
%V	52.9%	54.6%	57.5%	53.9%	60.7%	50.8%	54.0%
%H		39.1%	16.7%	61.4%	21.9%	39.6%	94.5%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1000	312	1304	634	670	1971
%H		49.2%	15.4%	64.2%	31.2%	33.0%	97.0%
Under 20"	207	68	25	174	61	113	193
%V	10.2%	6.8%	8.0%	13.3%	9.6%	16.9%	9.8%
%H		32.9%	12.1%	84.1%	29.5%	54.6%	93.2%
20" - 29"	585	260	100	407	191	216	551
%V	28.8%	26.0%	32.1%	31.2%	30.1%	32.2%	28.0%
%H		44.4%	17.1%	69.6%	32.6%	36.9%	94.2%
30" - 39"	670	318	122	408	190	219	658
%V	33.0%	31.8%	39.1%	31.3%	30.0%	32.7%	33.4%
%H		47.5%	18.2%	60.9%	28.4%	32.7%	98.2%
40" - 49"	382	235	50	212	137	76	382
%V	18.8%	23.5%	16.0%	16.3%	21.6%	11.3%	19.4%
%H		61.5%	13.1%	55.5%	35.9%	19.9%	100.0%
50" - 59"	128	84	10	73	46	27	126
%V	6.3%	8.4%	3.2%	5.6%	7.3%	4.0%	6.4%
%H		65.6%	7.8%	57.0%	35.9%	21.1%	98.4%
60"+	18	18	0	9	9	0	18
%V	0.9%	1.8%	0.0%	0.7%	1.4%	0.0%	0.9%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Don't know	43	19	5	20	0	20	43
%V	2.1%	1.9%	1.6%	1.5%	0.0%	3.0%	2.2%
%H		44.2%	11.6%	46.5%	0.0%	46.5%	100.0%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Set level data

Table 7.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1000	312	1304	634	670	1971
%H		49.2%	15.4%	64.2%	31.2%	33.0%	97.0%
PVR	635	474	114	243	191	52	625
%V	31.3%	47.4%	36.5%	18.6%	30.1%	7.8%	31.7%
%H		74.6%	18.0%	38.3%	30.1%	8.2%	98.4%
DVDR	4	1	0	3	0	3	4
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	639	474	114	247	191	56	629
%V	31.4%	47.4%	36.5%	18.9%	30.1%	8.4%	31.9%
%H		74.2%	17.8%	38.7%	29.9%	8.8%	98.4%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2032	1000	312	1304	634	670	1971
%H		49.2%	15.4%	64.2%	31.2%	33.0%	97.0%
Receives HDTV (via STB or built-in reception)	925	547	122	556	295	261	916
%V	45.5%	54.7%	39.1%	42.6%	46.5%	39.0%	46.5%
%H		59.1%	13.2%	60.1%	31.9%	28.2%	99.0%
DVD/Blu-ray player or recorder	614	293	114	361	176	185	604
%V	30.2%	29.3%	36.5%	27.7%	27.8%	27.6%	30.6%
%H		47.7%	18.6%	58.8%	28.7%	30.1%	98.4%

Base: BBC South - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5082	4939	2061	816	2754	1011	1744	4862
%H		97.2%	40.6%	16.1%	54.2%	19.9%	34.3%	95.7%
Total Children	985	961	432	189	425	172	253	972
%V	19.4%	19.5%	21.0%	23.2%	15.4%	17.0%	14.5%	20.0%
%H		97.6%	43.9%	19.2%	43.1%	17.5%	25.7%	98.7%
0 - 3	207	200	78	49	89	31	59	203
%V	4.1%	4.0%	3.8%	6.0%	3.2%	3.1%	3.4%	4.2%
%H		96.6%	37.7%	23.7%	43.0%	15.0%	28.5%	98.1%
4 - 15	779	761	354	140	335	141	194	769
%V	15.3%	15.4%	17.2%	17.2%	12.2%	13.9%	11.1%	15.8%
%H		97.7%	45.4%	18.0%	43.0%	18.1%	24.9%	98.7%
4 - 9	399	389	162	78	161	68	93	392
%V	7.9%	7.9%	7.9%	9.6%	5.8%	6.7%	5.3%	8.1%
%H		97.5%	40.6%	19.5%	40.4%	17.0%	23.3%	98.2%
10 - 15	380	372	192	62	174	73	102	377
%V	7.5%	7.5%	9.3%	7.6%	6.3%	7.2%	5.8%	7.8%
%H		97.9%	50.5%	16.3%	45.8%	19.2%	26.8%	99.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5082	4939	2061	816	2754	1011	1744	4862
%H		97.2%	40.6%	16.1%	54.2%	19.9%	34.3%	95.7%
Total Adults (16+)	4096	3978	1629	628	2330	839	1491	3890
%V	80.6%	80.5%	79.0%	77.0%	84.6%	83.0%	85.5%	80.0%
%H		97.1%	39.8%	15.3%	56.9%	20.5%	36.4%	95.0%
16 - 19	187	185	89	37	97	48	49	185
%V	3.7%	3.7%	4.3%	4.5%	3.5%	4.7%	2.8%	3.8%
%H		98.9%	47.6%	19.8%	51.9%	25.7%	26.2%	98.9%
20 - 24	269	266	116	37	126	67	59	269
%V	5.3%	5.4%	5.6%	4.5%	4.6%	6.6%	3.4%	5.5%
%H		98.9%	43.1%	13.8%	46.8%	24.9%	21.9%	100.0%
25 - 34	572	531	199	71	237	62	174	557
%V	11.3%	10.8%	9.7%	8.7%	8.6%	6.1%	10.0%	11.5%
%H		92.8%	34.8%	12.4%	41.4%	10.8%	30.4%	97.4%
35 - 44	645	607	261	120	295	113	181	634
%V	12.7%	12.3%	12.7%	14.7%	10.7%	11.2%	10.4%	13.0%
%H		94.1%	40.5%	18.6%	45.7%	17.5%	28.1%	98.3%
45 - 54	711	695	332	138	369	164	205	707
%V	14.0%	14.1%	16.1%	16.9%	13.4%	16.2%	11.8%	14.5%
%H		97.7%	46.7%	19.4%	51.9%	23.1%	28.8%	99.4%
55 - 64	681	671	271	111	447	166	281	664
%V	13.4%	13.6%	13.1%	13.6%	16.2%	16.4%	16.1%	13.7%
%H		98.5%	39.8%	16.3%	65.6%	24.4%	41.3%	97.5%
65+	1031	1023	360	113	758	218	540	873
%V	20.3%	20.7%	17.5%	13.8%	27.5%	21.6%	31.0%	18.0%
%H		99.2%	34.9%	11.0%	73.5%	21.1%	52.4%	84.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4096	3978	1629	628	2330	839	1491	3890
%H		97.1%	39.8%	15.3%	56.9%	20.5%	36.4%	95.0%
AB	1445	1412	607	220	860	351	510	1416
%V	35.3%	35.5%	37.3%	35.0%	36.9%	41.8%	34.2%	36.4%
%H		97.7%	42.0%	15.2%	59.5%	24.3%	35.3%	98.0%
C1	1282	1260	480	221	695	232	463	1227
%V	31.3%	31.7%	29.5%	35.2%	29.8%	27.7%	31.1%	31.5%
%H		98.3%	37.4%	17.2%	54.2%	18.1%	36.1%	95.7%
C2	770	752	316	118	433	155	277	733
%V	18.8%	18.9%	19.4%	18.8%	18.6%	18.5%	18.6%	18.8%
%H		97.7%	41.0%	15.3%	56.2%	20.1%	36.0%	95.2%
D	440	404	188	46	243	82	161	384
%V	10.7%	10.2%	11.5%	7.3%	10.4%	9.8%	10.8%	9.9%
%H		91.8%	42.7%	10.5%	55.2%	18.6%	36.6%	87.3%
E	158	150	38	24	99	19	80	130
%V	3.9%	3.8%	2.3%	3.8%	4.2%	2.3%	5.4%	3.3%
%H		94.9%	24.1%	15.2%	62.7%	12.0%	50.6%	82.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4096	3978	1629	628	2330	839	1491	3890
%H		97.1%	39.8%	15.3%	56.9%	20.5%	36.4%	95.0%
Working full time	2009	1935	845	341	978	370	608	1984
%V	49.0%	48.6%	51.9%	54.3%	42.0%	44.1%	40.8%	51.0%
%H		96.3%	42.1%	17.0%	48.7%	18.4%	30.3%	98.8%
Working part time	487	474	209	79	272	113	160	481
%V	11.9%	11.9%	12.8%	12.6%	11.7%	13.5%	10.7%	12.4%
%H		97.3%	42.9%	16.2%	55.9%	23.2%	32.9%	98.8%
Not working	1587	1557	574	208	1073	356	717	1413
%V	38.7%	39.1%	35.2%	33.1%	46.1%	42.4%	48.1%	36.3%
%H		98.1%	36.2%	13.1%	67.6%	22.4%	45.2%	89.0%
Houseperson	2170	2094	793	322	1262	399	863	2004
%V	53.0%	52.6%	48.7%	51.3%	54.2%	47.6%	57.9%	51.5%
%H		96.5%	36.5%	14.8%	58.2%	18.4%	39.8%	92.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2018	1949	801	326	1138	431	707	1937
%H		96.6%	39.7%	16.2%	56.4%	21.4%	35.0%	96.0%
16 - 19	104	102	51	21	54	29	26	102
%V	5.2%	5.2%	6.4%	6.4%	4.7%	6.7%	3.7%	5.3%
%H		98.1%	49.0%	20.2%	51.9%	27.9%	25.0%	98.1%
20 - 24	144	141	59	16	67	34	33	144
%V	7.1%	7.2%	7.4%	4.9%	5.9%	7.9%	4.7%	7.4%
%H		97.9%	41.0%	11.1%	46.5%	23.6%	22.9%	100.0%
25 - 34	281	260	96	37	121	34	87	273
%V	13.9%	13.3%	12.0%	11.3%	10.6%	7.9%	12.3%	14.1%
%H		92.5%	34.2%	13.2%	43.1%	12.1%	31.0%	97.2%
35 - 44	312	292	115	62	149	54	94	308
%V	15.5%	15.0%	14.4%	19.0%	13.1%	12.5%	13.3%	15.9%
%H		93.6%	36.9%	19.9%	47.8%	17.3%	30.1%	98.7%
45 - 54	366	353	176	68	187	87	100	363
%V	18.1%	18.1%	22.0%	20.9%	16.4%	20.2%	14.1%	18.7%
%H		96.4%	48.1%	18.6%	51.1%	23.8%	27.3%	99.2%
55 - 64	318	312	116	59	209	73	136	310
%V	15.8%	16.0%	14.5%	18.1%	18.4%	16.9%	19.2%	16.0%
%H		98.1%	36.5%	18.6%	65.7%	23.0%	42.8%	97.5%
65+	494	487	189	63	350	119	231	436
%V	24.5%	25.0%	23.6%	19.3%	30.8%	27.6%	32.7%	22.5%
%H		98.6%	38.3%	12.8%	70.9%	24.1%	46.8%	88.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2018	1949	801	326	1138	431	707	1937
%H		96.6%	39.7%	16.2%	56.4%	21.4%	35.0%	96.0%
AB	712	698	297	118	435	184	251	699
%V	35.3%	35.8%	37.1%	36.2%	38.2%	42.7%	35.5%	36.1%
%H		98.0%	41.7%	16.6%	61.1%	25.8%	35.3%	98.2%
C1	608	595	230	114	319	118	201	590
%V	30.1%	30.5%	28.7%	35.0%	28.0%	27.4%	28.4%	30.5%
%H		97.9%	37.8%	18.8%	52.5%	19.4%	33.1%	97.0%
C2	412	401	166	58	238	82	156	395
%V	20.4%	20.6%	20.7%	17.8%	20.9%	19.0%	22.1%	20.4%
%H		97.3%	40.3%	14.1%	57.8%	19.9%	37.9%	95.9%
D	217	191	89	24	108	38	70	194
%V	10.8%	9.8%	11.1%	7.4%	9.5%	8.8%	9.9%	10.0%
%H		88.0%	41.0%	11.1%	49.8%	17.5%	32.3%	89.4%
E	68	63	19	12	38	8	30	60
%V	3.4%	3.2%	2.4%	3.7%	3.3%	1.9%	4.2%	3.1%
%H		92.6%	27.9%	17.6%	55.9%	11.8%	44.1%	88.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2018	1949	801	326	1138	431	707	1937
%H		96.6%	39.7%	16.2%	56.4%	21.4%	35.0%	96.0%
Working full time	1237	1185	509	216	618	238	380	1223
%V	61.3%	60.8%	63.5%	66.3%	54.3%	55.2%	53.7%	63.1%
%H		95.8%	41.1%	17.5%	50.0%	19.2%	30.7%	98.9%
Working part time	111	106	46	11	67	30	37	108
%V	5.5%	5.4%	5.7%	3.4%	5.9%	7.0%	5.2%	5.6%
%H		95.5%	41.4%	9.9%	60.4%	27.0%	33.3%	97.3%
Not working	665	653	246	99	451	163	288	602
%V	33.0%	33.5%	30.7%	30.4%	39.6%	37.8%	40.7%	31.1%
%H		98.2%	37.0%	14.9%	67.8%	24.5%	43.3%	90.5%
Houseperson	476	451	150	87	269	81	188	430
%V	23.6%	23.1%	18.7%	26.7%	23.6%	18.8%	26.6%	22.2%
%H		94.7%	31.5%	18.3%	56.5%	17.0%	39.5%	90.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2078	2029	828	301	1191	408	783	1952
%H		97.6%	39.8%	14.5%	57.3%	19.6%	37.7%	93.9%
16 - 19	83	83	38	16	43	19	24	83
%V	4.0%	4.1%	4.6%	5.3%	3.6%	4.7%	3.1%	4.3%
%H		100.0%	45.8%	19.3%	51.8%	22.9%	28.9%	100.0%
20 - 24	125	125	57	21	59	33	26	125
%V	6.0%	6.2%	6.9%	7.0%	5.0%	8.1%	3.3%	6.4%
%H		100.0%	45.6%	16.8%	47.2%	26.4%	20.8%	100.0%
25 - 34	291	271	104	35	116	29	87	284
%V	14.0%	13.4%	12.6%	11.6%	9.7%	7.1%	11.1%	14.5%
%H		93.1%	35.7%	12.0%	39.9%	10.0%	29.9%	97.6%
35 - 44	333	315	146	58	146	59	87	326
%V	16.0%	15.5%	17.6%	19.3%	12.3%	14.5%	11.1%	16.7%
%H		94.6%	43.8%	17.4%	43.8%	17.7%	26.1%	97.9%
45 - 54	345	342	157	70	182	77	105	344
%V	16.6%	16.9%	19.0%	23.3%	15.3%	18.9%	13.4%	17.6%
%H		99.1%	45.5%	20.3%	52.8%	22.3%	30.4%	99.7%
55 - 64	364	358	155	52	238	93	145	354
%V	17.5%	17.6%	18.7%	17.3%	20.0%	22.8%	18.5%	18.1%
%H		98.4%	42.6%	14.3%	65.4%	25.5%	39.8%	97.3%
65+	538	536	171	50	408	99	309	437
%V	25.9%	26.4%	20.7%	16.6%	34.3%	24.3%	39.5%	22.4%
%H		99.6%	31.8%	9.3%	75.8%	18.4%	57.4%	81.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2078	2029	828	301	1191	408	783	1952
%H		97.6%	39.8%	14.5%	57.3%	19.6%	37.7%	93.9%
AB	733	714	309	102	426	167	259	718
%V	35.3%	35.2%	37.3%	33.9%	35.8%	40.9%	33.1%	36.8%
%H		97.4%	42.2%	13.9%	58.1%	22.8%	35.3%	98.0%
C1	674	665	250	106	376	114	262	637
%V	32.4%	32.8%	30.2%	35.2%	31.6%	27.9%	33.5%	32.6%
%H		98.7%	37.1%	15.7%	55.8%	16.9%	38.9%	94.5%
C2	358	351	150	60	194	73	121	338
%V	17.2%	17.3%	18.1%	19.9%	16.3%	17.9%	15.5%	17.3%
%H		98.0%	41.9%	16.8%	54.2%	20.4%	33.8%	94.4%
D	224	213	99	21	135	44	91	190
%V	10.8%	10.5%	12.0%	7.0%	11.3%	10.8%	11.6%	9.7%
%H		95.1%	44.2%	9.4%	60.3%	19.6%	40.6%	84.8%
E	90	86	20	11	60	11	50	70
%V	4.3%	4.2%	2.4%	3.7%	5.0%	2.7%	6.4%	3.6%
%H		95.6%	22.2%	12.2%	66.7%	12.2%	55.6%	77.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2078	2029	828	301	1191	408	783	1952
%H		97.6%	39.8%	14.5%	57.3%	19.6%	37.7%	93.9%
Working full time	772	751	337	125	360	132	227	762
%V	37.2%	37.0%	40.7%	41.5%	30.2%	32.4%	29.0%	39.0%
%H		97.3%	43.7%	16.2%	46.6%	17.1%	29.4%	98.7%
Working part time	376	367	163	67	205	83	122	373
%V	18.1%	18.1%	19.7%	22.3%	17.2%	20.3%	15.6%	19.1%
%H		97.6%	43.4%	17.8%	54.5%	22.1%	32.4%	99.2%
Not working	922	904	329	109	622	193	429	811
%V	44.4%	44.6%	39.7%	36.2%	52.2%	47.3%	54.8%	41.5%
%H		98.0%	35.7%	11.8%	67.5%	20.9%	46.5%	88.0%
Houseperson	1693	1644	643	235	993	318	675	1574
%V	81.5%	81.0%	77.7%	78.1%	83.4%	77.9%	86.2%	80.6%
%H		97.1%	38.0%	13.9%	58.7%	18.8%	39.9%	93.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
AB	466	455	208	48	312	127	185	452
%V	17.5%	17.7%	22.5%	16.8%	16.4%	19.3%	14.8%	19.6%
%H (All HH)		97.6%	44.6%	10.3%	67.0%	27.3%	39.7%	97.0%
%H (TV HH)			45.7%	10.5%	68.6%	27.9%	40.7%	
C1	807	778	274	99	596	224	372	751
%V	30.2%	30.3%	29.7%	34.6%	31.3%	34.1%	29.8%	32.5%
%H (All HH)		96.4%	34.0%	12.3%	73.9%	27.8%	46.1%	93.1%
%H (TV HH)			35.2%	12.7%	76.6%	28.8%	47.8%	
C2	589	583	221	74	440	173	267	515
%V	22.1%	22.7%	23.9%	25.9%	23.1%	26.3%	21.4%	22.3%
%H (All HH)		99.0%	37.5%	12.6%	74.7%	29.4%	45.3%	87.4%
%H (TV HH)			37.9%	12.7%	75.5%	29.7%	45.8%	
D	490	457	146	41	324	83	241	408
%V	18.4%	17.8%	15.8%	14.3%	17.0%	12.6%	19.3%	17.7%
%H (All HH)		93.3%	29.8%	8.4%	66.1%	16.9%	49.2%	83.3%
%H (TV HH)			31.9%	9.0%	70.9%	18.2%	52.7%	
E	316	293	75	24	232	50	182	183
%V	11.8%	11.4%	8.1%	8.4%	12.2%	7.6%	14.6%	7.9%
%H (All HH)		92.7%	23.7%	7.6%	73.4%	15.8%	57.6%	57.9%
%H (TV HH)			25.6%	8.2%	79.2%	17.1%	62.1%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Under 25	123	95	26	10	61	20	41	116
%V	4.6%	3.7%	2.8%	3.5%	3.2%	3.0%	3.3%	5.0%
%H (All HH)		77.2%	21.1%	8.1%	49.6%	16.3%	33.3%	94.3%
%H (TV HH)			27.4%	10.5%	64.2%	21.1%	43.2%	
25 - 34	416	392	128	53	241	72	169	403
%V	15.6%	15.3%	13.9%	18.5%	12.7%	11.0%	13.5%	17.5%
%H (All HH)		94.2%	30.8%	12.7%	57.9%	17.3%	40.6%	96.9%
%H (TV HH)			32.7%	13.5%	61.5%	18.4%	43.1%	
35 - 44	422	410	170	59	273	124	149	410
%V	15.8%	16.0%	18.4%	20.6%	14.3%	18.9%	11.9%	17.8%
%H (All HH)		97.2%	40.3%	14.0%	64.7%	29.4%	35.3%	97.2%
%H (TV HH)			41.5%	14.4%	66.6%	30.2%	36.3%	
45 - 54	451	437	189	61	325	146	179	438
%V	16.9%	17.0%	20.5%	21.3%	17.1%	22.2%	14.3%	19.0%
%H (All HH)		96.9%	41.9%	13.5%	72.1%	32.4%	39.7%	97.1%
%H (TV HH)			43.2%	14.0%	74.4%	33.4%	41.0%	
55 - 64	486	475	194	50	357	133	224	442
%V	18.2%	18.5%	21.0%	17.5%	18.7%	20.2%	17.9%	19.1%
%H (All HH)		97.7%	39.9%	10.3%	73.5%	27.4%	46.1%	90.9%
%H (TV HH)			40.8%	10.5%	75.2%	28.0%	47.2%	
65 +	771	756	217	54	649	164	485	501
%V	28.9%	29.5%	23.5%	18.9%	34.1%	25.0%	38.9%	21.7%
%H (All HH)		98.1%	28.1%	7.0%	84.2%	21.3%	62.9%	65.0%
%H (TV HH)			28.7%	7.1%	85.8%	21.7%	64.2%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
1	841	797	207	60	642	135	507	569
%V	31.5%	31.1%	22.4%	21.0%	33.7%	20.5%	40.6%	24.6%
%H (All HH)		94.8%	24.6%	7.1%	76.3%	16.1%	60.3%	67.7%
%H (TV HH)			26.0%	7.5%	80.6%	16.9%	63.6%	
2	959	941	345	102	717	262	455	889
%V	35.9%	36.7%	37.3%	35.7%	37.6%	39.9%	36.5%	38.5%
%H (All HH)		98.1%	36.0%	10.6%	74.8%	27.3%	47.4%	92.7%
%H (TV HH)			36.7%	10.8%	76.2%	27.8%	48.4%	
3	364	358	160	61	224	105	119	352
%V	13.6%	14.0%	17.3%	21.3%	11.8%	16.0%	9.5%	15.2%
%H (All HH)		98.4%	44.0%	16.8%	61.5%	28.8%	32.7%	96.7%
%H (TV HH)			44.7%	17.0%	62.6%	29.3%	33.2%	
4	335	313	137	47	222	107	114	331
%V	12.6%	12.2%	14.8%	16.4%	11.7%	16.3%	9.1%	14.3%
%H (All HH)		93.4%	40.9%	14.0%	66.3%	31.9%	34.0%	98.8%
%H (TV HH)			43.8%	15.0%	70.9%	34.2%	36.4%	
5+	169	156	76	18	101	49	52	168
%V	6.3%	6.1%	8.2%	6.3%	5.3%	7.5%	4.2%	7.3%
%H (All HH)		92.3%	45.0%	10.7%	59.8%	29.0%	30.8%	99.4%
%H (TV HH)			48.7%	11.5%	64.7%	31.4%	33.3%	
Average HH size	2.30	2.29	2.53	2.54	2.20	2.55	2.01	2.45

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Without	2010	1927	649	195	1488	473	1015	1658
%V	75.3%	75.1%	70.2%	68.2%	78.1%	72.0%	81.3%	71.8%
%H (All HH)		95.9%	32.3%	9.7%	74.0%	23.5%	50.5%	82.5%
%H (TV HH)			33.7%	10.1%	77.2%	24.5%	52.7%	
With	659	639	275	91	418	184	233	652
%V	24.7%	24.9%	29.8%	31.8%	21.9%	28.0%	18.7%	28.2%
%H (All HH)		97.0%	41.7%	13.8%	63.4%	27.9%	35.4%	98.9%
%H (TV HH)			43.0%	14.2%	65.4%	28.8%	36.5%	
0 - 3	243	232	93	31	151	61	90	239
%V	9.1%	9.0%	10.1%	10.8%	7.9%	9.3%	7.2%	10.4%
%H (All HH)		95.5%	38.3%	12.8%	62.1%	25.1%	37.0%	98.4%
%H (TV HH)			40.1%	13.4%	65.1%	26.3%	38.8%	
4 - 9	344	325	140	51	204	92	112	340
%V	12.9%	12.7%	15.2%	17.8%	10.7%	14.0%	9.0%	14.7%
%H (All HH)		94.5%	40.7%	14.8%	59.3%	26.7%	32.6%	98.8%
%H (TV HH)			43.1%	15.7%	62.8%	28.3%	34.5%	
10 - 15	339	332	155	43	221	104	117	337
%V	12.7%	12.9%	16.8%	15.0%	11.6%	15.8%	9.4%	14.6%
%H (All HH)		97.9%	45.7%	12.7%	65.2%	30.7%	34.5%	99.4%
%H (TV HH)			46.7%	13.0%	66.6%	31.3%	35.2%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
1	1079	1079	258	108	779	128	650	862
%V	40.4%	42.0%	27.9%	37.8%	40.9%	19.5%	52.1%	37.3%
%H (All HH)		100.0%	23.9%	10.0%	72.2%	11.9%	60.2%	79.9%
%H (TV HH)			23.9%	10.0%	72.2%	11.9%	60.2%	
2	819	819	334	98	600	248	352	724
%V	30.7%	31.9%	36.1%	34.3%	31.5%	37.7%	28.2%	31.4%
%H (All HH)		100.0%	40.8%	12.0%	73.3%	30.3%	43.0%	88.4%
%H (TV HH)			40.8%	12.0%	73.3%	30.3%	43.0%	
3	403	403	181	47	328	163	165	382
%V	15.1%	15.7%	19.6%	16.4%	17.2%	24.8%	13.2%	16.5%
%H (All HH)		100.0%	44.9%	11.7%	81.4%	40.4%	40.9%	94.8%
%H (TV HH)			44.9%	11.7%	81.4%	40.4%	40.9%	
4	164	164	84	22	126	67	59	160
%V	6.1%	6.4%	9.1%	7.7%	6.6%	10.2%	4.7%	6.9%
%H (All HH)		100.0%	51.2%	13.4%	76.8%	40.9%	36.0%	97.6%
%H (TV HH)			51.2%	13.4%	76.8%	40.9%	36.0%	
5+	100	100	67	10	72	51	21	100
%V	3.7%	3.9%	7.3%	3.5%	3.8%	7.8%	1.7%	4.3%
%H (All HH)		100.0%	67.0%	10.0%	72.0%	51.0%	21.0%	100.0%
%H (TV HH)			67.0%	10.0%	72.0%	51.0%	21.0%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Under 20"	170	170	69	18	138	59	79	151
%V	6.4%	6.6%	7.5%	6.3%	7.2%	9.0%	6.3%	6.5%
%H (All HH)		100.0%	40.6%	10.6%	81.2%	34.7%	46.5%	88.8%
%H (TV HH)			40.6%	10.6%	81.2%	34.7%	46.5%	
20" - 29"	615	615	225	70	512	204	308	516
%V	23.1%	24.0%	24.4%	24.5%	26.9%	31.1%	24.7%	22.3%
%H (All HH)		100.0%	36.6%	11.4%	83.3%	33.2%	50.1%	83.9%
%H (TV HH)			36.6%	11.4%	83.3%	33.2%	50.1%	
30" - 39"	1207	1207	454	148	923	353	570	1059
%V	45.2%	47.0%	49.1%	51.7%	48.5%	53.7%	45.7%	45.9%
%H (All HH)		100.0%	37.6%	12.3%	76.5%	29.2%	47.2%	87.7%
%H (TV HH)			37.6%	12.3%	76.5%	29.2%	47.2%	
40" - 49"	1445	1445	579	172	1070	435	636	1327
%V	54.2%	56.3%	62.7%	60.1%	56.2%	66.2%	51.0%	57.5%
%H (All HH)		100.0%	40.1%	11.9%	74.0%	30.1%	44.0%	91.8%
%H (TV HH)			40.1%	11.9%	74.0%	30.1%	44.0%	
50" - 59"	565	565	300	53	381	190	191	546
%V	21.2%	22.0%	32.5%	18.5%	20.0%	28.9%	15.3%	23.6%
%H (All HH)		100.0%	53.1%	9.4%	67.4%	33.6%	33.8%	96.6%
%H (TV HH)			53.1%	9.4%	67.4%	33.6%	33.8%	
60"+	90	90	40	17	50	25	25	90
%V	3.4%	3.5%	4.3%	5.9%	2.6%	3.8%	2.0%	3.9%
%H (All HH)		100.0%	44.4%	18.9%	55.6%	27.8%	27.8%	100.0%
%H (TV HH)			44.4%	18.9%	55.6%	27.8%	27.8%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%V (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Main living room	2548	2548	922	286	1893	657	1235	2212
%V	95.5%	99.3%	99.8%	100.0%	99.4%	100.0%	99.0%	95.8%
%H (All HH)		100.0%	36.2%	11.2%	74.3%	25.8%	48.5%	86.8%
%H (TV HH)			36.2%	11.2%	74.3%	25.8%	48.5%	
Kitchen	264	264	142	21	214	113	101	250
%V	9.9%	10.3%	15.4%	7.3%	11.2%	17.2%	8.1%	10.8%
%H (All HH)		100.0%	53.8%	8.0%	81.1%	42.8%	38.3%	94.7%
%H (TV HH)			53.8%	8.0%	81.1%	42.8%	38.3%	
Adult's bedroom	1113	1113	502	130	853	409	443	1023
%V	41.7%	43.4%	54.3%	45.5%	44.8%	62.3%	35.5%	44.3%
%H (All HH)		100.0%	45.1%	11.7%	76.6%	36.7%	39.8%	91.9%
%H (TV HH)			45.1%	11.7%	76.6%	36.7%	39.8%	
Child's bedroom	274	274	139	33	186	95	91	272
%V	10.3%	10.7%	15.0%	11.5%	9.8%	14.5%	7.3%	11.8%
%H (All HH)		100.0%	50.7%	12.0%	67.9%	34.7%	33.2%	99.3%
%H (TV HH)			50.7%	12.0%	67.9%	34.7%	33.2%	
Other bedroom	176	176	90	16	137	66	71	166
%V	6.6%	6.9%	9.7%	5.6%	7.2%	10.0%	5.7%	7.2%
%H (All HH)		100.0%	51.1%	9.1%	77.8%	37.5%	40.3%	94.3%
%H (TV HH)			51.1%	9.1%	77.8%	37.5%	40.3%	
Second living/dining room	255	255	115	39	207	110	97	235
%V	9.6%	9.9%	12.4%	13.6%	10.9%	16.7%	7.8%	10.2%
%H (All HH)		100.0%	45.1%	15.3%	81.2%	43.1%	38.0%	92.2%
%H (TV HH)			45.1%	15.3%	81.2%	43.1%	38.0%	
Study/office	38	38	18	3	29	11	18	37
%V	1.4%	1.5%	1.9%	1.0%	1.5%	1.7%	1.4%	1.6%
%H (All HH)		100.0%	47.4%	7.9%	76.3%	28.9%	47.4%	97.4%
%H (TV HH)			47.4%	7.9%	76.3%	28.9%	47.4%	
TV room	10	10	5	1	7	5	2	10
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.8%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	10.0%	70.0%	50.0%	20.0%	100.0%
%H (TV HH)			50.0%	10.0%	70.0%	50.0%	20.0%	
Conservatory	77	77	36	5	65	28	37	72
%V	2.9%	3.0%	3.9%	1.7%	3.4%	4.3%	3.0%	3.1%
%H (All HH)		100.0%	46.8%	6.5%	84.4%	36.4%	48.1%	93.5%
%H (TV HH)			46.8%	6.5%	84.4%	36.4%	48.1%	
Attic or loft room	4	4	2	2	2	2	0	4
%V	0.1%	0.2%	0.2%	0.7%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	4	4	1	1	2	1	1	4
%V	0.1%	0.2%	0.1%	0.3%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	25.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			25.0%	25.0%	50.0%	25.0%	25.0%	
Other	16	16	8	5	13	11	2	14
%V	0.6%	0.6%	0.9%	1.7%	0.7%	1.7%	0.2%	0.6%
%H (All HH)		100.0%	50.0%	31.3%	81.3%	68.8%	12.5%	87.5%
%H (TV HH)			50.0%	31.3%	81.3%	68.8%	12.5%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Any DSAT provider	924	924	924	7	511	511	0	882
%V	34.6%	36.0%	100.0%	2.4%	26.8%	77.8%	0.0%	38.2%
%H (All HH)			100.0%	0.8%	55.3%	55.3%	0.0%	95.5%
%H (TV HH)			100.0%	0.8%	55.3%	55.3%	0.0%	
Sky with subcription	799	799	799	3	442	442	0	772
%V	29.9%	31.1%	86.5%	1.0%	23.2%	67.3%	0.0%	33.4%
%H (All HH)			100.0%	0.4%	55.3%	55.3%	0.0%	96.6%
%H (TV HH)			100.0%	0.4%	55.3%	55.3%	0.0%	
Sky without subcription	30	30	30	0	14	14	0	25
%V	1.1%	1.2%	3.2%	0.0%	0.7%	2.1%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	46.7%	46.7%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	46.7%	46.7%	0.0%	
Freesat	79	79	79	0	47	47	0	70
%V	3.0%	3.1%	8.5%	0.0%	2.5%	7.2%	0.0%	3.0%
%H (All HH)			100.0%	0.0%	59.5%	59.5%	0.0%	88.6%
%H (TV HH)			100.0%	0.0%	59.5%	59.5%	0.0%	
Other satellite provider	56	56	56	5	29	29	0	53
%V	2.1%	2.2%	6.1%	1.7%	1.5%	4.4%	0.0%	2.3%
%H (All HH)			100.0%	8.9%	51.8%	51.8%	0.0%	94.6%
%H (TV HH)			100.0%	8.9%	51.8%	51.8%	0.0%	
DCAB	286	286	7	286	151	151	0	272
%V	10.7%	11.1%	0.8%	100.0%	7.9%	23.0%	0.0%	11.8%
%H (All HH)			2.4%	100.0%	52.8%	52.8%	0.0%	95.1%
%H (TV HH)			2.4%	100.0%	52.8%	52.8%	0.0%	
DTT	1905	1905	511	151	1905	657	1248	1599
%V	71.4%	74.2%	55.3%	52.8%	100.0%	100.0%	100.0%	69.3%
%H (All HH)		100.0%	26.8%	7.9%	100.0%	34.5%	65.5%	83.9%
%H (TV HH)			26.8%	7.9%	100.0%	34.5%	65.5%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%H (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
PVR	1354	1354	819	264	880	603	278	1292
%V	50.7%	52.8%	88.6%	92.3%	46.2%	91.8%	22.3%	56.0%
%H (All HH)		100.0%	60.5%	19.5%	65.0%	44.5%	20.5%	95.4%
%H (TV HH)			60.5%	19.5%	65.0%	44.5%	20.5%	
DVDR	7	7	2	1	6	3	3	7
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	28.6%	14.3%	85.7%	42.9%	42.9%	100.0%
%H (TV HH)			28.6%	14.3%	85.7%	42.9%	42.9%	
VCR	9	9	1	1	7	1	6	9
%V	0.3%	0.4%	0.1%	0.3%	0.4%	0.2%	0.5%	0.4%
%H (All HH)		100.0%	11.1%	11.1%	77.8%	11.1%	66.7%	100.0%
%H (TV HH)			11.1%	11.1%	77.8%	11.1%	66.7%	
Any recorder	1361	1361	819	264	887	603	284	1299
%V	51.0%	53.0%	88.6%	92.3%	46.6%	91.8%	22.8%	56.3%
%H (All HH)		100.0%	60.2%	19.4%	65.2%	44.3%	20.9%	95.4%
%H (TV HH)			60.2%	19.4%	65.2%	44.3%	20.9%	
Receives HDTV (via STB or built-in reception)	1747	1747	766	245	1313	573	741	1605
%V	65.5%	68.1%	82.9%	85.7%	68.9%	87.2%	59.4%	69.5%
%H (All HH)		100.0%	43.8%	14.0%	75.2%	32.8%	42.4%	91.9%
%H (TV HH)			43.8%	14.0%	75.2%	32.8%	42.4%	
DVD/Blu-ray player or recorder	1514	1514	594	171	1128	442	686	1380
%V	56.7%	59.0%	64.3%	59.8%	59.2%	67.3%	55.0%	59.8%
%H (All HH)		100.0%	39.2%	11.3%	74.5%	29.2%	45.3%	91.1%
%H (TV HH)			39.2%	11.3%	74.5%	29.2%	45.3%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2668	2566	924	286	1905	657	1248	2309
%V (All HH)		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%
%H (TV HH)			36.0%	11.1%	74.2%	25.6%	48.6%	
Has broadband internet	2309	2229	882	272	1599	623	976	2309
%V	86.5%	86.9%	95.5%	95.1%	83.9%	94.8%	78.2%	100.0%
%H (All HH)		96.5%	38.2%	11.8%	69.3%	27.0%	42.3%	100.0%
%H (TV HH)			39.6%	12.2%	71.7%	27.9%	43.8%	
Number of computers (PCs and laptops)								
0	561	525	98	36	447	72	375	222
%V	21.0%	20.5%	10.6%	12.6%	23.5%	11.0%	30.0%	9.6%
%H (All HH)		93.6%	17.5%	6.4%	79.7%	12.8%	66.8%	39.6%
%H (TV HH)			18.7%	6.9%	85.1%	13.7%	71.4%	
1	793	760	266	81	551	179	373	778
%V	29.7%	29.6%	28.8%	28.3%	28.9%	27.2%	29.9%	33.7%
%H (All HH)		95.8%	33.5%	10.2%	69.5%	22.6%	47.0%	98.1%
%H (TV HH)			35.0%	10.7%	72.5%	23.6%	49.1%	
2	631	617	240	83	446	174	272	628
%V	23.7%	24.0%	26.0%	29.0%	23.4%	26.5%	21.8%	27.2%
%H (All HH)		97.8%	38.0%	13.2%	70.7%	27.6%	43.1%	99.5%
%H (TV HH)			38.9%	13.5%	72.3%	28.2%	44.1%	
3	347	341	166	50	233	120	113	346
%V	13.0%	13.3%	18.0%	17.5%	12.2%	18.3%	9.1%	15.0%
%H (All HH)		98.3%	47.8%	14.4%	67.1%	34.6%	32.6%	99.7%
%H (TV HH)			48.7%	14.7%	68.3%	35.2%	33.1%	
4	168	162	86	12	122	64	58	168
%V	6.3%	6.3%	9.3%	4.2%	6.4%	9.7%	4.6%	7.3%
%H (All HH)		96.4%	51.2%	7.1%	72.6%	38.1%	34.5%	100.0%
%H (TV HH)			53.1%	7.4%	75.3%	39.5%	35.8%	
5+	168	161	68	24	105	48	57	167
%V	6.3%	6.3%	7.4%	8.4%	5.5%	7.3%	4.6%	7.2%
%H (All HH)		95.8%	40.5%	14.3%	62.5%	28.6%	33.9%	99.4%
%H (TV HH)			42.2%	14.9%	65.2%	29.8%	35.4%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5128	2172	596	3860	1662	2197	4643
%H		42.4%	11.6%	75.3%	32.4%	42.8%	90.5%
Under 20"	190	78	20	151	65	87	168
%V	3.7%	3.6%	3.4%	3.9%	3.9%	4.0%	3.6%
%H		41.1%	10.5%	79.5%	34.2%	45.8%	88.4%
20" - 29"	784	297	89	660	275	385	667
%V	15.3%	13.7%	14.9%	17.1%	16.5%	17.5%	14.4%
%H		37.9%	11.4%	84.2%	35.1%	49.1%	85.1%
30" - 39"	1552	622	195	1175	481	693	1386
%V	30.3%	28.6%	32.7%	30.4%	28.9%	31.5%	29.9%
%H		40.1%	12.6%	75.7%	31.0%	44.7%	89.3%
40" - 49"	1760	751	210	1295	559	736	1633
%V	34.3%	34.6%	35.2%	33.5%	33.6%	33.5%	35.2%
%H		42.7%	11.9%	73.6%	31.8%	41.8%	92.8%
50" - 59"	640	345	57	438	223	215	621
%V	12.5%	15.9%	9.6%	11.3%	13.4%	9.8%	13.4%
%H		53.9%	8.9%	68.4%	34.8%	33.6%	97.0%
60"+	100	45	21	54	29	25	100
%V	2.0%	2.1%	3.5%	1.4%	1.7%	1.1%	2.2%
%H		45.0%	21.0%	54.0%	29.0%	25.0%	100.0%
Don't know	101	35	5	86	31	56	68
%V	2.0%	1.6%	0.8%	2.2%	1.9%	2.5%	1.5%
%H		34.7%	5.0%	85.1%	30.7%	55.4%	67.3%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5128	2172	596	3860	1662	2197	4643
%H		42.4%	11.6%	75.3%	32.4%	42.8%	90.5%
Main living room	2563	928	289	1902	661	1242	2226
%V	50.0%	42.7%	48.5%	49.3%	39.8%	56.5%	47.9%
%H		36.2%	11.3%	74.2%	25.8%	48.5%	86.9%
Kitchen	264	142	21	214	113	101	250
%V	5.1%	6.5%	3.5%	5.5%	6.8%	4.6%	5.4%
%H		53.8%	8.0%	81.1%	42.8%	38.3%	94.7%
Adult's bedroom	1304	608	160	999	502	497	1209
%V	25.4%	28.0%	26.8%	25.9%	30.2%	22.6%	26.0%
%H		46.6%	12.3%	76.6%	38.5%	38.1%	92.7%
Child's bedroom	370	187	49	255	133	121	369
%V	7.2%	8.6%	8.2%	6.6%	8.0%	5.5%	7.9%
%H		50.5%	13.2%	68.9%	35.9%	32.7%	99.7%
Other bedroom	214	117	21	157	80	77	204
%V	4.2%	5.4%	3.5%	4.1%	4.8%	3.5%	4.4%
%H		54.7%	9.8%	73.4%	37.4%	36.0%	95.3%
Second living/dining room	263	120	40	213	113	99	243
%V	5.1%	5.5%	6.7%	5.5%	6.8%	4.5%	5.2%
%H		45.6%	15.2%	81.0%	43.0%	37.6%	92.4%
Study/office	38	18	3	29	11	18	37
%V	0.7%	0.8%	0.5%	0.8%	0.7%	0.8%	0.8%
%H		47.4%	7.9%	76.3%	28.9%	47.4%	97.4%
TV room	10	5	1	7	5	2	10
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	10.0%	70.0%	50.0%	20.0%	100.0%
Conservatory	77	36	5	65	28	37	72
%V	1.5%	1.7%	0.8%	1.7%	1.7%	1.7%	1.6%
%H		46.8%	6.5%	84.4%	36.4%	48.1%	93.5%
Attic or loft room	4	2	2	2	2	0	4
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	4	1	1	2	1	1	4
%V	0.1%	0.0%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		25.0%	25.0%	50.0%	25.0%	25.0%	100.0%
Other	17	8	6	14	12	2	16
%V	0.3%	0.4%	1.0%	0.4%	0.7%	0.1%	0.3%
%H		47.1%	35.3%	82.4%	70.6%	11.8%	94.1%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5128	2172	596	3860	1662	2197	4643
%H		42.4%	11.6%	75.3%	32.4%	42.8%	90.5%
PVR	1930	1287	351	1148	843	304	1857
%V	37.6%	59.3%	58.9%	29.7%	50.7%	13.8%	40.0%
%H		66.7%	18.2%	59.5%	43.7%	15.8%	96.2%
DVDR	7	2	1	6	3	3	7
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		28.6%	14.3%	85.7%	42.9%	42.9%	100.0%
VCR	9	1	1	7	1	6	9
%V	0.2%	0.0%	0.2%	0.2%	0.1%	0.3%	0.2%
%H		11.1%	11.1%	77.8%	11.1%	66.7%	100.0%
Any recorder	1940	1288	351	1157	845	312	1866
%V	37.8%	59.3%	58.9%	30.0%	50.8%	14.2%	40.2%
%H		66.4%	18.1%	59.6%	43.6%	16.1%	96.2%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5128	2172	596	3860	1662	2197	4643
%H		42.4%	11.6%	75.3%	32.4%	42.8%	90.5%
Receives HDTV (via STB or built-in reception)	2936	1423	384	2205	1065	1140	2743
%V	57.3%	65.5%	64.4%	57.1%	64.1%	51.9%	59.1%
%H		48.5%	13.1%	75.1%	36.3%	38.8%	93.4%
DVD/Blu-ray player or recorder	2018	817	242	1503	618	885	1850
%V	39.4%	37.6%	40.6%	38.9%	37.2%	40.3%	39.8%
%H		40.5%	12.0%	74.5%	30.6%	43.9%	91.7%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2566	924	286	1905	657	1248	2229
%H		36.0%	11.1%	74.2%	25.6%	48.6%	86.9%
Under 20"	7	4	2	5	3	2	6
%V	0.3%	0.4%	0.7%	0.3%	0.5%	0.2%	0.3%
%H		57.1%	28.6%	71.4%	42.9%	28.6%	85.7%
20" - 29"	113	16	8	92	8	84	68
%V	4.4%	1.7%	2.8%	4.8%	1.2%	6.7%	3.1%
%H		14.2%	7.1%	81.4%	7.1%	74.3%	60.2%
30" - 39"	584	144	76	457	116	341	456
%V	22.8%	15.6%	26.6%	24.0%	17.7%	27.3%	20.5%
%H		24.7%	13.0%	78.3%	19.9%	58.4%	78.1%
40" - 49"	1203	443	135	903	328	574	1087
%V	46.9%	47.9%	47.2%	47.4%	49.9%	46.0%	48.8%
%H		36.8%	11.2%	75.1%	27.3%	47.7%	90.4%
50" - 59"	514	272	46	346	169	178	495
%V	20.0%	29.4%	16.1%	18.2%	25.7%	14.3%	22.2%
%H		52.9%	8.9%	67.3%	32.9%	34.6%	96.3%
60"+	80	34	17	46	22	24	80
%V	3.1%	3.7%	5.9%	2.4%	3.3%	1.9%	3.6%
%H		42.5%	21.3%	57.5%	27.5%	30.0%	100.0%
Don't know	64	13	2	56	11	45	37
%V	2.5%	1.4%	0.7%	2.9%	1.7%	3.6%	1.7%
%H		20.3%	3.1%	87.5%	17.2%	70.3%	57.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2566	924	286	1905	657	1248	2229
%H		36.0%	11.1%	74.2%	25.6%	48.6%	86.9%
PVR	1320	803	259	849	585	264	1260
%V	51.4%	86.9%	90.6%	44.6%	89.0%	21.2%	56.5%
%H		60.8%	19.6%	64.3%	44.3%	20.0%	95.5%
DVDR	7	2	1	6	3	3	7
%V	0.3%	0.2%	0.3%	0.3%	0.5%	0.2%	0.3%
%H		28.6%	14.3%	85.7%	42.9%	42.9%	100.0%
VCR	6	1	0	6	1	5	6
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%	0.3%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
Any recorder	1326	803	259	855	585	270	1266
%V	51.7%	86.9%	90.6%	44.9%	89.0%	21.6%	56.8%
%H		60.6%	19.5%	64.5%	44.1%	20.4%	95.5%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2566	924	286	1905	657	1248	2229
%H		36.0%	11.1%	74.2%	25.6%	48.6%	86.9%
Receives HDTV (via STB or built-in reception)	1693	732	240	1263	538	725	1553
%V	66.0%	79.2%	83.9%	66.3%	81.9%	58.1%	69.7%
%H		43.2%	14.2%	74.6%	31.8%	42.8%	91.7%
DVD/Blu-ray player or recorder	1312	495	148	987	373	614	1183
%V	51.1%	53.6%	51.7%	51.8%	56.8%	49.2%	53.1%
%H		37.7%	11.3%	75.2%	28.4%	46.8%	90.2%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 8.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2562	1248	310	1955	1005	949	2414
%H		48.7%	12.1%	76.3%	39.2%	37.0%	94.2%
Under 20"	182	74	19	146	62	85	163
%V	7.1%	5.9%	6.1%	7.5%	6.2%	9.0%	6.8%
%H		40.7%	10.4%	80.2%	34.1%	46.7%	89.6%
20" - 29"	671	282	81	568	267	301	599
%V	26.2%	22.6%	26.1%	29.1%	26.6%	31.7%	24.8%
%H		42.0%	12.1%	84.6%	39.8%	44.9%	89.3%
30" - 39"	969	478	118	718	365	352	930
%V	37.8%	38.3%	38.1%	36.7%	36.3%	37.1%	38.5%
%H		49.3%	12.2%	74.1%	37.7%	36.3%	96.0%
40" - 49"	558	308	75	393	231	162	546
%V	21.8%	24.7%	24.2%	20.1%	23.0%	17.1%	22.6%
%H		55.2%	13.4%	70.4%	41.4%	29.0%	97.8%
50" - 59"	126	73	10	91	54	37	126
%V	4.9%	5.8%	3.2%	4.7%	5.4%	3.9%	5.2%
%H		57.9%	7.9%	72.2%	42.9%	29.4%	100.0%
60"+	20	11	4	8	7	1	20
%V	0.8%	0.9%	1.3%	0.4%	0.7%	0.1%	0.8%
%H		55.0%	20.0%	40.0%	35.0%	5.0%	100.0%
Don't know	37	22	2	30	20	11	31
%V	1.4%	1.8%	0.6%	1.5%	2.0%	1.2%	1.3%
%H		59.5%	5.4%	81.1%	54.1%	29.7%	83.8%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Set level data

Table 8.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2562	1248	310	1955	1005	949	2414
%H		48.7%	12.1%	76.3%	39.2%	37.0%	94.2%
PVR	610	484	92	299	259	40	597
%V	23.8%	38.8%	29.7%	15.3%	25.8%	4.2%	24.7%
%H		79.3%	15.1%	49.0%	42.5%	6.6%	97.9%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	3	0	1	1	0	1	3
%V	0.1%	0.0%	0.3%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	33.3%	33.3%	0.0%	33.3%	100.0%
Any recorder	614	485	92	303	260	43	600
%V	24.0%	38.9%	29.7%	15.5%	25.9%	4.5%	24.9%
%H		79.0%	15.0%	49.3%	42.3%	7.0%	97.7%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2562	1248	310	1955	1005	949	2414
%H		48.7%	12.1%	76.3%	39.2%	37.0%	94.2%
Receives HDTV (via STB or built-in reception)	1243	691	144	942	527	415	1190
%V	48.5%	55.4%	46.5%	48.2%	52.4%	43.7%	49.3%
%H		55.6%	11.6%	75.8%	42.4%	33.4%	95.7%
DVD/Blu-ray player or recorder	706	322	94	516	245	271	666
%V	27.6%	25.8%	30.3%	26.4%	24.4%	28.6%	27.6%
%H		45.6%	13.3%	73.1%	34.7%	38.4%	94.3%

Base: BBC Yorkshire and Lincolnshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6132	5866	2340	728	4186	1673	2513	5662
%H		95.7%	38.2%	11.9%	68.3%	27.3%	41.0%	92.3%
Total Children	1205	1159	501	154	761	338	423	1196
%V	19.7%	19.8%	21.4%	21.2%	18.2%	20.2%	16.8%	21.1%
%H		96.2%	41.6%	12.8%	63.2%	28.0%	35.1%	99.3%
0 - 3	287	275	110	36	181	71	110	284
%V	4.7%	4.7%	4.7%	4.9%	4.3%	4.2%	4.4%	5.0%
%H		95.8%	38.3%	12.5%	63.1%	24.7%	38.3%	99.0%
4 - 15	918	883	392	118	580	267	313	912
%V	15.0%	15.1%	16.8%	16.2%	13.9%	16.0%	12.5%	16.1%
%H		96.2%	42.7%	12.9%	63.2%	29.1%	34.1%	99.3%
4 - 9	469	441	197	58	283	130	153	465
%V	7.6%	7.5%	8.4%	8.0%	6.8%	7.8%	6.1%	8.2%
%H		94.0%	42.0%	12.4%	60.3%	27.7%	32.6%	99.1%
10 - 15	449	442	194	60	297	137	160	447
%V	7.3%	7.5%	8.3%	8.2%	7.1%	8.2%	6.4%	7.9%
%H		98.4%	43.2%	13.4%	66.1%	30.5%	35.6%	99.6%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6132	5866	2340	728	4186	1673	2513	5662
%H		95.7%	38.2%	11.9%	68.3%	27.3%	41.0%	92.3%
Total Adults (16+)	4927	4707	1839	574	3425	1335	2090	4466
%V	80.3%	80.2%	78.6%	78.8%	81.8%	79.8%	83.2%	78.9%
%H		95.5%	37.3%	11.7%	69.5%	27.1%	42.4%	90.6%
16 - 19	221	203	98	33	133	70	63	218
%V	3.6%	3.5%	4.2%	4.5%	3.2%	4.2%	2.5%	3.9%
%H		91.9%	44.3%	14.9%	60.2%	31.7%	28.5%	98.6%
20 - 24	400	331	123	44	225	96	129	385
%V	6.5%	5.6%	5.3%	6.0%	5.4%	5.7%	5.1%	6.8%
%H		82.8%	30.8%	11.0%	56.3%	24.0%	32.3%	96.3%
25 - 34	836	791	291	106	497	182	314	817
%V	13.6%	13.5%	12.4%	14.6%	11.9%	10.9%	12.5%	14.4%
%H		94.6%	34.8%	12.7%	59.4%	21.8%	37.6%	97.7%
35 - 44	748	719	309	104	484	224	260	727
%V	12.2%	12.3%	13.2%	14.3%	11.6%	13.4%	10.3%	12.8%
%H		96.1%	41.3%	13.9%	64.7%	29.9%	34.8%	97.2%
45 - 54	770	748	333	110	548	261	287	749
%V	12.6%	12.8%	14.2%	15.1%	13.1%	15.6%	11.4%	13.2%
%H		97.1%	43.2%	14.3%	71.2%	33.9%	37.3%	97.3%
55 - 64	785	765	324	81	568	221	347	726
%V	12.8%	13.0%	13.8%	11.1%	13.6%	13.2%	13.8%	12.8%
%H		97.5%	41.3%	10.3%	72.4%	28.2%	44.2%	92.5%
65+	1167	1151	361	96	970	280	690	845
%V	19.0%	19.6%	15.4%	13.2%	23.2%	16.7%	27.5%	14.9%
%H		98.6%	30.9%	8.2%	83.1%	24.0%	59.1%	72.4%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4927	4707	1839	574	3425	1335	2090	4466
%H		95.5%	37.3%	11.7%	69.5%	27.1%	42.4%	90.6%
AB	878	861	398	97	593	253	340	860
%V	17.8%	18.3%	21.6%	16.9%	17.3%	19.0%	16.3%	19.3%
%H		98.1%	45.3%	11.0%	67.5%	28.8%	38.7%	97.9%
C1	1593	1503	567	208	1132	471	661	1518
%V	32.3%	31.9%	30.8%	36.2%	33.1%	35.3%	31.6%	34.0%
%H		94.4%	35.6%	13.1%	71.1%	29.6%	41.5%	95.3%
C2	1117	1111	469	149	819	370	449	1022
%V	22.7%	23.6%	25.5%	26.0%	23.9%	27.7%	21.5%	22.9%
%H		99.5%	42.0%	13.3%	73.3%	33.1%	40.2%	91.5%
D	928	853	298	84	583	167	416	808
%V	18.8%	18.1%	16.2%	14.6%	17.0%	12.5%	19.9%	18.1%
%H		91.9%	32.1%	9.1%	62.8%	18.0%	44.8%	87.1%
E	411	380	107	36	297	73	224	258
%V	8.3%	8.1%	5.8%	6.3%	8.7%	5.5%	10.7%	5.8%
%H		92.5%	26.0%	8.8%	72.3%	17.8%	54.5%	62.8%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4927	4707	1839	574	3425	1335	2090	4466
%H		95.5%	37.3%	11.7%	69.5%	27.1%	42.4%	90.6%
Working full time	2257	2183	949	310	1489	659	830	2211
%V	45.8%	46.4%	51.6%	54.0%	43.5%	49.4%	39.7%	49.5%
%H		96.7%	42.0%	13.7%	66.0%	29.2%	36.8%	98.0%
Working part time	540	522	206	71	379	165	214	521
%V	11.0%	11.1%	11.2%	12.4%	11.1%	12.4%	10.2%	11.7%
%H		96.7%	38.1%	13.1%	70.2%	30.6%	39.6%	96.5%
Not working	2112	1985	678	189	1551	511	1040	1718
%V	42.9%	42.2%	36.9%	32.9%	45.3%	38.3%	49.8%	38.5%
%H		94.0%	32.1%	8.9%	73.4%	24.2%	49.2%	81.3%
Houseperson	2668	2566	924	286	1905	657	1248	2309
%V	54.2%	54.5%	50.2%	49.8%	55.6%	49.2%	59.7%	51.7%
%H		96.2%	34.6%	10.7%	71.4%	24.6%	46.8%	86.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2437	2297	897	279	1660	648	1012	2196
%H		94.3%	36.8%	11.4%	68.1%	26.6%	41.5%	90.1%
16 - 19	117	102	52	18	66	39	27	114
%V	4.8%	4.4%	5.8%	6.5%	4.0%	6.0%	2.7%	5.2%
%H		87.2%	44.4%	15.4%	56.4%	33.3%	23.1%	97.4%
20 - 24	211	170	58	24	114	47	67	198
%V	8.7%	7.4%	6.5%	8.6%	6.9%	7.3%	6.6%	9.0%
%H		80.6%	27.5%	11.4%	54.0%	22.3%	31.8%	93.8%
25 - 34	418	395	147	50	248	88	160	407
%V	17.2%	17.2%	16.4%	17.9%	14.9%	13.6%	15.8%	18.5%
%H		94.5%	35.2%	12.0%	59.3%	21.1%	38.3%	97.4%
35 - 44	367	348	149	46	236	109	127	350
%V	15.1%	15.2%	16.6%	16.5%	14.2%	16.8%	12.5%	15.9%
%H		94.8%	40.6%	12.5%	64.3%	29.7%	34.6%	95.4%
45 - 54	386	368	161	56	262	122	140	373
%V	15.8%	16.0%	17.9%	20.1%	15.8%	18.8%	13.8%	17.0%
%H		95.3%	41.7%	14.5%	67.9%	31.6%	36.3%	96.6%
55 - 64	376	361	150	34	274	101	173	339
%V	15.4%	15.7%	16.7%	12.2%	16.5%	15.6%	17.1%	15.4%
%H		96.0%	39.9%	9.0%	72.9%	26.9%	46.0%	90.2%
65+	563	553	179	52	460	140	319	414
%V	23.1%	24.1%	20.0%	18.6%	27.7%	21.6%	31.5%	18.9%
%H		98.2%	31.8%	9.2%	81.7%	24.9%	56.7%	73.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2437	2297	897	279	1660	648	1012	2196
%H		94.3%	36.8%	11.4%	68.1%	26.6%	41.5%	90.1%
AB	429	420	191	50	291	125	166	423
%V	17.6%	18.3%	21.3%	17.9%	17.5%	19.3%	16.4%	19.3%
%H		97.9%	44.5%	11.7%	67.8%	29.1%	38.7%	98.6%
C1	779	720	276	100	545	232	313	746
%V	32.0%	31.3%	30.8%	35.8%	32.8%	35.8%	30.9%	34.0%
%H		92.4%	35.4%	12.8%	70.0%	29.8%	40.2%	95.8%
C2	587	582	244	72	424	183	241	529
%V	24.1%	25.3%	27.2%	25.8%	25.5%	28.2%	23.8%	24.1%
%H		99.1%	41.6%	12.3%	72.2%	31.2%	41.1%	90.1%
D	473	424	149	44	280	83	197	404
%V	19.4%	18.5%	16.6%	15.8%	16.9%	12.8%	19.5%	18.4%
%H		89.6%	31.5%	9.3%	59.2%	17.5%	41.6%	85.4%
E	168	152	37	13	121	25	95	95
%V	6.9%	6.6%	4.1%	4.7%	7.3%	3.9%	9.4%	4.3%
%H		90.5%	22.0%	7.7%	72.0%	14.9%	56.5%	56.5%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2437	2297	897	279	1660	648	1012	2196
%H		94.3%	36.8%	11.4%	68.1%	26.6%	41.5%	90.1%
Working full time	1378	1323	579	181	913	404	509	1342
%V	56.5%	57.6%	64.5%	64.9%	55.0%	62.3%	50.3%	61.1%
%H		96.0%	42.0%	13.1%	66.3%	29.3%	36.9%	97.4%
Working part time	144	134	49	17	89	36	53	130
%V	5.9%	5.8%	5.5%	6.1%	5.4%	5.6%	5.2%	5.9%
%H		93.1%	34.0%	11.8%	61.8%	25.0%	36.8%	90.3%
Not working	909	834	268	80	656	208	448	720
%V	37.3%	36.3%	29.9%	28.7%	39.5%	32.1%	44.3%	32.8%
%H		91.7%	29.5%	8.8%	72.2%	22.9%	49.3%	79.2%
Houseperson	628	583	171	53	449	119	330	473
%V	25.8%	25.4%	19.1%	19.0%	27.0%	18.4%	32.6%	21.5%
%H		92.8%	27.2%	8.4%	71.5%	18.9%	52.5%	75.3%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2410	942	295	1765	687	1078	2269
%H		96.8%	37.8%	11.8%	70.9%	27.6%	43.3%	91.1%
16 - 19	105	101	45	16	67	31	36	103
%V	4.2%	4.2%	4.8%	5.4%	3.8%	4.5%	3.3%	4.5%
%H		96.2%	42.9%	15.2%	63.8%	29.5%	34.3%	98.1%
20 - 24	189	160	65	20	111	49	62	187
%V	7.6%	6.6%	6.9%	6.8%	6.3%	7.1%	5.8%	8.2%
%H		84.7%	34.4%	10.6%	58.7%	25.9%	32.8%	98.9%
25 - 34	418	396	144	56	249	94	154	410
%V	16.8%	16.4%	15.3%	19.0%	14.1%	13.7%	14.3%	18.1%
%H		94.7%	34.4%	13.4%	59.6%	22.5%	36.8%	98.1%
35 - 44	381	370	160	59	248	114	133	376
%V	15.3%	15.4%	17.0%	20.0%	14.1%	16.6%	12.3%	16.6%
%H		97.1%	42.0%	15.5%	65.1%	29.9%	34.9%	98.7%
45 - 54	385	380	172	53	285	138	147	377
%V	15.5%	15.8%	18.3%	18.0%	16.1%	20.1%	13.6%	16.6%
%H		98.7%	44.7%	13.8%	74.0%	35.8%	38.2%	97.9%
55 - 64	409	404	174	48	294	120	174	387
%V	16.4%	16.8%	18.5%	16.3%	16.7%	17.5%	16.1%	17.1%
%H		98.8%	42.5%	11.7%	71.9%	29.3%	42.5%	94.6%
65+	604	599	182	43	511	140	371	430
%V	24.3%	24.9%	19.3%	14.6%	29.0%	20.4%	34.4%	19.0%
%H		99.2%	30.1%	7.1%	84.6%	23.2%	61.4%	71.2%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2410	942	295	1765	687	1078	2269
%H		96.8%	37.8%	11.8%	70.9%	27.6%	43.3%	91.1%
AB	449	441	207	47	302	128	174	438
%V	18.0%	18.3%	22.0%	15.9%	17.1%	18.6%	16.1%	19.3%
%H		98.2%	46.1%	10.5%	67.3%	28.5%	38.8%	97.6%
C1	813	783	291	108	587	240	348	772
%V	32.7%	32.5%	30.9%	36.6%	33.3%	34.9%	32.3%	34.0%
%H		96.3%	35.8%	13.3%	72.2%	29.5%	42.8%	95.0%
C2	530	529	225	78	396	187	208	493
%V	21.3%	22.0%	23.9%	26.4%	22.4%	27.2%	19.3%	21.7%
%H		99.8%	42.5%	14.7%	74.7%	35.3%	39.2%	93.0%
D	455	429	149	40	303	85	219	404
%V	18.3%	17.8%	15.8%	13.6%	17.2%	12.4%	20.3%	17.8%
%H		94.3%	32.7%	8.8%	66.6%	18.7%	48.1%	88.8%
E	244	228	70	23	177	48	129	162
%V	9.8%	9.5%	7.4%	7.8%	10.0%	7.0%	12.0%	7.1%
%H		93.4%	28.7%	9.4%	72.5%	19.7%	52.9%	66.4%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2490	2410	942	295	1765	687	1078	2269
%H		96.8%	37.8%	11.8%	70.9%	27.6%	43.3%	91.1%
Working full time	879	860	370	130	576	255	321	869
%V	35.3%	35.7%	39.3%	44.1%	32.6%	37.1%	29.8%	38.3%
%H		97.8%	42.1%	14.8%	65.5%	29.0%	36.5%	98.9%
Working part time	396	388	157	54	290	129	160	391
%V	15.9%	16.1%	16.7%	18.3%	16.4%	18.8%	14.8%	17.2%
%H		98.0%	39.6%	13.6%	73.2%	32.6%	40.4%	98.7%
Not working	1203	1150	410	109	895	303	592	999
%V	48.3%	47.7%	43.5%	36.9%	50.7%	44.1%	54.9%	44.0%
%H		95.6%	34.1%	9.1%	74.4%	25.2%	49.2%	83.0%
Houseperson	2041	1982	753	233	1456	538	918	1836
%V	82.0%	82.2%	79.9%	79.0%	82.5%	78.3%	85.2%	80.9%
%H		97.1%	36.9%	11.4%	71.3%	26.4%	45.0%	90.0%

Base: BBC Yorkshire and Lincolnshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
AB	409	399	179	52	286	132	154	391
%V	26.5%	26.7%	31.4%	26.3%	26.4%	32.4%	22.9%	28.6%
%H (All HH)		97.6%	43.8%	12.7%	69.9%	32.3%	37.7%	95.6%
%H (TV HH)			44.9%	13.0%	71.7%	33.1%	38.6%	
C1	428	411	157	63	289	117	172	400
%V	27.7%	27.5%	27.5%	31.8%	26.7%	28.7%	25.6%	29.3%
%H (All HH)		96.0%	36.7%	14.7%	67.5%	27.3%	40.2%	93.5%
%H (TV HH)			38.2%	15.3%	70.3%	28.5%	41.8%	
C2	277	275	113	33	193	74	119	253
%V	18.0%	18.4%	19.8%	16.7%	17.8%	18.1%	17.7%	18.5%
%H (All HH)		99.3%	40.8%	11.9%	69.7%	26.7%	43.0%	91.3%
%H (TV HH)			41.1%	12.0%	70.2%	26.9%	43.3%	
D	254	245	70	35	191	58	133	213
%V	16.5%	16.4%	12.3%	17.7%	17.7%	14.2%	19.8%	15.6%
%H (All HH)		96.5%	27.6%	13.8%	75.2%	22.8%	52.4%	83.9%
%H (TV HH)			28.6%	14.3%	78.0%	23.7%	54.3%	
E	174	164	51	14	122	27	95	110
%V	11.3%	11.0%	8.9%	7.1%	11.3%	6.6%	14.1%	8.1%
%H (All HH)		94.3%	29.3%	8.0%	70.1%	15.5%	54.6%	63.2%
%H (TV HH)			31.1%	8.5%	74.4%	16.5%	57.9%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%V (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
Under 25	51	48	9	4	29	6	22	51
%V	3.3%	3.2%	1.6%	2.0%	2.7%	1.5%	3.3%	3.7%
%H (All HH)		94.1%	17.6%	7.8%	56.9%	11.8%	43.1%	100.0%
%H (TV HH)			18.8%	8.3%	60.4%	12.5%	45.8%	
25 - 34	209	192	88	21	106	49	57	205
%V	13.5%	12.8%	15.4%	10.6%	9.8%	12.0%	8.5%	15.0%
%H (All HH)		91.9%	42.1%	10.0%	50.7%	23.4%	27.3%	98.1%
%H (TV HH)			45.8%	10.9%	55.2%	25.5%	29.7%	
35 - 44	235	228	108	39	147	76	70	230
%V	15.2%	15.3%	18.9%	19.7%	13.6%	18.6%	10.4%	16.8%
%H (All HH)		97.0%	46.0%	16.6%	62.6%	32.3%	29.8%	97.9%
%H (TV HH)			47.4%	17.1%	64.5%	33.3%	30.7%	
45 - 54	275	259	107	38	189	78	111	270
%V	17.8%	17.3%	18.8%	19.2%	17.5%	19.1%	16.5%	19.8%
%H (All HH)		94.2%	38.9%	13.8%	68.7%	28.4%	40.4%	98.2%
%H (TV HH)			41.3%	14.7%	73.0%	30.1%	42.9%	
55 - 64	298	296	110	42	231	90	140	282
%V	19.3%	19.8%	19.3%	21.2%	21.3%	22.1%	20.8%	20.6%
%H (All HH)		99.3%	36.9%	14.1%	77.5%	30.2%	47.0%	94.6%
%H (TV HH)			37.2%	14.2%	78.0%	30.4%	47.3%	
65 +	475	472	148	52	381	109	273	329
%V	30.8%	31.6%	26.0%	26.3%	35.2%	26.7%	40.6%	24.1%
%H (All HH)		99.4%	31.2%	10.9%	80.2%	22.9%	57.5%	69.3%
%H (TV HH)			31.4%	11.0%	80.7%	23.1%	57.8%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
1	508	484	134	55	382	96	286	376
%V	32.9%	32.4%	23.5%	27.8%	35.3%	23.5%	42.5%	27.5%
%H (All HH)		95.3%	26.4%	10.8%	75.2%	18.9%	56.3%	74.0%
%H (TV HH)			27.7%	11.4%	78.9%	19.8%	59.1%	
2	572	557	225	77	414	174	240	535
%V	37.1%	37.3%	39.5%	38.9%	38.3%	42.6%	35.7%	39.2%
%H (All HH)		97.4%	39.3%	13.5%	72.4%	30.4%	42.0%	93.5%
%H (TV HH)			40.4%	13.8%	74.3%	31.2%	43.1%	
3	221	214	96	33	141	69	71	217
%V	14.3%	14.3%	16.8%	16.7%	13.0%	16.9%	10.5%	15.9%
%H (All HH)		96.8%	43.4%	14.9%	63.8%	31.2%	32.1%	98.2%
%H (TV HH)			44.9%	15.4%	65.9%	32.2%	33.2%	
4	160	160	82	21	101	44	57	160
%V	10.4%	10.7%	14.4%	10.6%	9.3%	10.8%	8.5%	11.7%
%H (All HH)		100.0%	51.3%	13.1%	63.1%	27.5%	35.6%	100.0%
%H (TV HH)			51.3%	13.1%	63.1%	27.5%	35.6%	
5+	82	80	33	12	43	24	19	80
%V	5.3%	5.4%	5.8%	6.1%	4.0%	5.9%	2.8%	5.9%
%H (All HH)		97.6%	40.2%	14.6%	52.4%	29.3%	23.2%	97.6%
%H (TV HH)			41.3%	15.0%	53.8%	30.0%	23.8%	
Average HH size	2.20	2.22	2.42	2.31	2.09	2.34	1.94	2.31

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%V		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (All HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
%H (TV HH)								
Without	1196	1154	403	149	875	305	570	1020
%V	77.5%	77.2%	70.7%	75.3%	80.9%	74.8%	84.7%	74.7%
%H (All HH)		96.5%	33.7%	12.5%	73.2%	25.5%	47.7%	85.3%
%H (TV HH)			34.9%	12.9%	75.8%	26.4%	49.4%	
With	347	341	167	49	207	103	104	346
%V	22.5%	22.8%	29.3%	24.7%	19.1%	25.2%	15.5%	25.3%
%H (All HH)		98.3%	48.1%	14.1%	59.7%	29.7%	30.0%	99.7%
%H (TV HH)			49.0%	14.4%	60.7%	30.2%	30.5%	
0 - 3	123	122	46	17	74	29	45	123
%V	8.0%	8.2%	8.1%	8.6%	6.8%	7.1%	6.7%	9.0%
%H (All HH)		99.2%	37.4%	13.8%	60.2%	23.6%	36.6%	100.0%
%H (TV HH)			37.7%	13.9%	60.7%	23.8%	36.9%	
4 - 9	177	172	89	21	102	53	49	176
%V	11.5%	11.5%	15.6%	10.6%	9.4%	13.0%	7.3%	12.9%
%H (All HH)		97.2%	50.3%	11.9%	57.6%	29.9%	27.7%	99.4%
%H (TV HH)			51.7%	12.2%	59.3%	30.8%	28.5%	
10 - 15	170	168	88	26	100	54	46	169
%V	11.0%	11.2%	15.4%	13.1%	9.2%	13.2%	6.8%	12.4%
%H (All HH)		98.8%	51.8%	15.3%	58.8%	31.8%	27.1%	99.4%
%H (TV HH)			52.4%	15.5%	59.5%	32.1%	27.4%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
1	525	525	146	57	358	68	291	406
%V	34.0%	35.1%	25.6%	28.8%	33.1%	16.7%	43.2%	29.7%
%H (All HH)		100.0%	27.8%	10.9%	68.2%	13.0%	55.4%	77.3%
%H (TV HH)			27.8%	10.9%	68.2%	13.0%	55.4%	
2	514	514	216	76	366	153	213	470
%V	33.3%	34.4%	37.9%	38.4%	33.8%	37.5%	31.6%	34.4%
%H (All HH)		100.0%	42.0%	14.8%	71.2%	29.8%	41.4%	91.4%
%H (TV HH)			42.0%	14.8%	71.2%	29.8%	41.4%	
3	275	275	114	44	215	108	107	270
%V	17.8%	18.4%	20.0%	22.2%	19.9%	26.5%	15.9%	19.8%
%H (All HH)		100.0%	41.5%	16.0%	78.2%	39.3%	38.9%	98.2%
%H (TV HH)			41.5%	16.0%	78.2%	39.3%	38.9%	
4	124	124	61	16	98	51	47	119
%V	8.0%	8.3%	10.7%	8.1%	9.1%	12.5%	7.0%	8.7%
%H (All HH)		100.0%	49.2%	12.9%	79.0%	41.1%	37.9%	96.0%
%H (TV HH)			49.2%	12.9%	79.0%	41.1%	37.9%	
5+	57	57	33	5	44	29	15	57
%V	3.7%	3.8%	5.8%	2.5%	4.1%	7.1%	2.2%	4.2%
%H (All HH)		100.0%	57.9%	8.8%	77.2%	50.9%	26.3%	100.0%
%H (TV HH)			57.9%	8.8%	77.2%	50.9%	26.3%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%V		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (All HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
%H (TV HH)								
Under 20"	139	139	47	10	127	46	80	124
%V	9.0%	9.3%	8.2%	5.1%	11.7%	11.3%	11.9%	9.1%
%H (All HH)		100.0%	33.8%	7.2%	91.4%	33.1%	57.6%	89.2%
%H (TV HH)			33.8%	7.2%	91.4%	33.1%	57.6%	
20" - 29"	424	424	171	55	341	153	188	385
%V	27.5%	28.4%	30.0%	27.8%	31.5%	37.5%	27.9%	28.2%
%H (All HH)		100.0%	40.3%	13.0%	80.4%	36.1%	44.3%	90.8%
%H (TV HH)			40.3%	13.0%	80.4%	36.1%	44.3%	
30" - 39"	747	747	272	87	575	208	367	664
%V	48.4%	50.0%	47.7%	43.9%	53.1%	51.0%	54.5%	48.6%
%H (All HH)		100.0%	36.4%	11.6%	77.0%	27.8%	49.1%	88.9%
%H (TV HH)			36.4%	11.6%	77.0%	27.8%	49.1%	
40" - 49"	763	763	317	118	540	236	304	700
%V	49.4%	51.0%	55.6%	59.6%	49.9%	57.8%	45.2%	51.2%
%H (All HH)		100.0%	41.5%	15.5%	70.8%	30.9%	39.8%	91.7%
%H (TV HH)			41.5%	15.5%	70.8%	30.9%	39.8%	
50" - 59"	399	399	198	59	255	129	126	386
%V	25.9%	26.7%	34.7%	29.8%	23.6%	31.6%	18.7%	28.3%
%H (All HH)		100.0%	49.6%	14.8%	63.9%	32.3%	31.6%	96.7%
%H (TV HH)			49.6%	14.8%	63.9%	32.3%	31.6%	
60"+	62	62	32	11	40	24	17	60
%V	4.0%	4.1%	5.6%	5.6%	3.7%	5.9%	2.5%	4.4%
%H (All HH)		100.0%	51.6%	17.7%	64.5%	38.7%	27.4%	96.8%
%H (TV HH)			51.6%	17.7%	64.5%	38.7%	27.4%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
Main living room	1484	1484	566	198	1073	405	668	1311
%V	96.2%	99.3%	99.3%	100.0%	99.2%	99.3%	99.3%	96.0%
%H (All HH)		100.0%	38.1%	13.3%	72.3%	27.3%	45.0%	88.3%
%H (TV HH)			38.1%	13.3%	72.3%	27.3%	45.0%	
Kitchen	201	201	92	21	175	93	83	189
%V	13.0%	13.4%	16.1%	10.6%	16.2%	22.8%	12.3%	13.8%
%H (All HH)		100.0%	45.8%	10.4%	87.1%	46.3%	41.3%	94.0%
%H (TV HH)			45.8%	10.4%	87.1%	46.3%	41.3%	
Adult's bedroom	724	724	316	102	542	257	285	687
%V	46.9%	48.4%	55.4%	51.5%	50.1%	63.0%	42.3%	50.3%
%H (All HH)		100.0%	43.6%	14.1%	74.9%	35.5%	39.4%	94.9%
%H (TV HH)			43.6%	14.1%	74.9%	35.5%	39.4%	
Child's bedroom	144	144	76	20	93	51	42	144
%V	9.3%	9.6%	13.3%	10.1%	8.6%	12.5%	6.2%	10.5%
%H (All HH)		100.0%	52.8%	13.9%	64.6%	35.4%	29.2%	100.0%
%H (TV HH)			52.8%	13.9%	64.6%	35.4%	29.2%	
Other bedroom	174	174	76	27	143	73	70	167
%V	11.3%	11.6%	13.3%	13.6%	13.2%	17.9%	10.4%	12.2%
%H (All HH)		100.0%	43.7%	15.5%	82.2%	42.0%	40.2%	96.0%
%H (TV HH)			43.7%	15.5%	82.2%	42.0%	40.2%	
Second living/dining room	146	146	73	16	106	50	56	139
%V	9.5%	9.8%	12.8%	8.1%	9.8%	12.3%	8.3%	10.2%
%H (All HH)		100.0%	50.0%	11.0%	72.6%	34.2%	38.4%	95.2%
%H (TV HH)			50.0%	11.0%	72.6%	34.2%	38.4%	
Study/office	39	39	16	7	32	15	17	39
%V	2.5%	2.6%	2.8%	3.5%	3.0%	3.7%	2.5%	2.9%
%H (All HH)		100.0%	41.0%	17.9%	82.1%	38.5%	43.6%	100.0%
%H (TV HH)			41.0%	17.9%	82.1%	38.5%	43.6%	
TV room	6	6	2	1	5	2	3	6
%V	0.4%	0.4%	0.4%	0.5%	0.5%	0.5%	0.4%	0.4%
%H (All HH)		100.0%	33.3%	16.7%	83.3%	33.3%	50.0%	100.0%
%H (TV HH)			33.3%	16.7%	83.3%	33.3%	50.0%	
Conservatory	47	47	20	10	41	24	17	45
%V	3.0%	3.1%	3.5%	5.1%	3.8%	5.9%	2.5%	3.3%
%H (All HH)		100.0%	42.6%	21.3%	87.2%	51.1%	36.2%	95.7%
%H (TV HH)			42.6%	21.3%	87.2%	51.1%	36.2%	
Attic or loft room	4	4	4	1	2	2	0	4
%V	0.3%	0.3%	0.7%	0.5%	0.2%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	100.0%	25.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	25.0%	50.0%	50.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	14	14	9	2	12	8	4	13
%V	0.9%	0.9%	1.6%	1.0%	1.1%	2.0%	0.6%	1.0%
%H (All HH)		100.0%	64.3%	14.3%	85.7%	57.1%	28.6%	92.9%
%H (TV HH)			64.3%	14.3%	85.7%	57.1%	28.6%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
Any DSAT provider	570	570	570	12	302	302	0	544
%V	36.9%	38.1%	100.0%	6.1%	27.9%	74.0%	0.0%	39.8%
%H (All HH)			100.0%	2.1%	53.0%	53.0%	0.0%	95.4%
%H (TV HH)			100.0%	2.1%	53.0%	53.0%	0.0%	
Sky with subcription	470	470	470	5	254	254	0	450
%V	30.5%	31.4%	82.5%	2.5%	23.5%	62.3%	0.0%	32.9%
%H (All HH)			100.0%	1.1%	54.0%	54.0%	0.0%	95.7%
%H (TV HH)			100.0%	1.1%	54.0%	54.0%	0.0%	
Sky without subcription	17	17	17	2	7	7	0	13
%V	1.1%	1.1%	3.0%	1.0%	0.6%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	11.8%	41.2%	41.2%	0.0%	76.5%
%H (TV HH)			100.0%	11.8%	41.2%	41.2%	0.0%	
Freesat	77	77	77	1	38	38	0	75
%V	5.0%	5.2%	13.5%	0.5%	3.5%	9.3%	0.0%	5.5%
%H (All HH)			100.0%	1.3%	49.4%	49.4%	0.0%	97.4%
%H (TV HH)			100.0%	1.3%	49.4%	49.4%	0.0%	
Other satellite provider	29	29	29	5	13	13	0	29
%V	1.9%	1.9%	5.1%	2.5%	1.2%	3.2%	0.0%	2.1%
%H (All HH)			100.0%	17.2%	44.8%	44.8%	0.0%	100.0%
%H (TV HH)			100.0%	17.2%	44.8%	44.8%	0.0%	
DCAB	198	198	12	198	112	112	0	195
%V	12.8%	13.2%	2.1%	100.0%	10.4%	27.5%	0.0%	14.3%
%H (All HH)			6.1%	100.0%	56.6%	56.6%	0.0%	98.5%
%H (TV HH)			6.1%	100.0%	56.6%	56.6%	0.0%	
DTT	1082	1082	302	112	1082	408	673	923
%V	70.1%	72.4%	53.0%	56.6%	100.0%	100.0%	100.0%	67.6%
%H (All HH)		100.0%	27.9%	10.4%	100.0%	37.7%	62.2%	85.3%
%H (TV HH)			27.9%	10.4%	100.0%	37.7%	62.2%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
PVR	898	898	520	188	584	383	201	850
%V	58.2%	60.1%	91.2%	94.9%	54.0%	93.9%	29.9%	62.2%
%H (All HH)		100.0%	57.9%	20.9%	65.0%	42.7%	22.4%	94.7%
%H (TV HH)			57.9%	20.9%	65.0%	42.7%	22.4%	
DVDR	15	15	7	4	12	6	6	14
%V	1.0%	1.0%	1.2%	2.0%	1.1%	1.5%	0.9%	1.0%
%H (All HH)		100.0%	46.7%	26.7%	80.0%	40.0%	40.0%	93.3%
%H (TV HH)			46.7%	26.7%	80.0%	40.0%	40.0%	
VCR	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Any recorder	904	904	521	188	589	383	205	855
%V	58.6%	60.5%	91.4%	94.9%	54.4%	93.9%	30.5%	62.6%
%H (All HH)		100.0%	57.6%	20.8%	65.2%	42.4%	22.7%	94.6%
%H (TV HH)			57.6%	20.8%	65.2%	42.4%	22.7%	
Receives HDTV (via STB or built-in reception)	1084	1084	484	190	795	375	421	1021
%V	70.3%	72.5%	84.9%	96.0%	73.5%	91.9%	62.6%	74.7%
%H (All HH)		100.0%	44.6%	17.5%	73.3%	34.6%	38.8%	94.2%
%H (TV HH)			44.6%	17.5%	73.3%	34.6%	38.8%	
DVD/Blu-ray player or recorder	858	858	339	119	640	270	370	789
%V	55.6%	57.4%	59.5%	60.1%	59.1%	66.2%	55.0%	57.8%
%H (All HH)		100.0%	39.5%	13.9%	74.6%	31.5%	43.1%	92.0%
%H (TV HH)			39.5%	13.9%	74.6%	31.5%	43.1%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1543	1495	570	198	1082	408	673	1366
%H (All HH)		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%
%H (TV HH)			38.1%	13.2%	72.4%	27.3%	45.0%	
Has broadband internet	1366	1322	544	195	923	395	528	1366
%V	88.5%	88.4%	95.4%	98.5%	85.3%	96.8%	78.5%	100.0%
%H (All HH)		96.8%	39.8%	14.3%	67.6%	28.9%	38.7%	100.0%
%H (TV HH)			41.1%	14.8%	69.8%	29.9%	39.9%	
Number of computers (PCs and laptops)								
0	293	284	75	12	227	42	183	126
%V	19.0%	19.0%	13.2%	6.1%	21.0%	10.3%	27.2%	9.2%
%H (All HH)		96.9%	25.6%	4.1%	77.5%	14.3%	62.5%	43.0%
%V			26.4%	4.2%	79.9%	14.8%	64.4%	
1	410	391	147	41	273	80	193	400
%V	26.6%	26.2%	25.8%	20.7%	25.2%	19.6%	28.7%	29.3%
%H (All HH)		95.4%	35.9%	10.0%	66.6%	19.5%	47.1%	97.6%
%V			37.6%	10.5%	69.8%	20.5%	49.4%	
2	381	373	158	60	261	117	143	381
%V	24.7%	24.9%	27.7%	30.3%	24.1%	28.7%	21.2%	27.9%
%H (All HH)		97.9%	41.5%	15.7%	68.5%	30.7%	37.5%	100.0%
%H (TV HH)			42.4%	16.1%	70.0%	31.4%	38.3%	
3	213	207	91	38	157	83	74	213
%V	13.8%	13.8%	16.0%	19.2%	14.5%	20.3%	11.0%	15.6%
%H (All HH)		97.2%	42.7%	17.8%	73.7%	39.0%	34.7%	100.0%
%H (TV HH)			44.0%	18.4%	75.8%	40.1%	35.7%	
4	129	125	45	28	91	43	48	129
%V	8.4%	8.4%	7.9%	14.1%	8.4%	10.5%	7.1%	9.4%
%H (All HH)		96.9%	34.9%	21.7%	70.5%	33.3%	37.2%	100.0%
%H (TV HH)			36.0%	22.4%	72.8%	34.4%	38.4%	
5+	116	115	54	19	74	44	31	116
%V	7.5%	7.7%	9.5%	9.6%	6.8%	10.8%	4.6%	8.5%
%H (All HH)		99.1%	46.6%	16.4%	63.8%	37.9%	26.7%	100.0%
%H (TV HH)			47.0%	16.5%	64.3%	38.3%	27.0%	

Base: BBC North East & Cumbria - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3197	1344	430	2368	1057	1312	2954
%H		42.0%	13.5%	74.1%	33.1%	41.0%	92.4%
Under 20"	163	54	11	149	54	96	146
%V	5.1%	4.0%	2.6%	6.3%	5.1%	7.3%	4.9%
%H		33.1%	6.7%	91.4%	33.1%	58.9%	89.6%
20" - 29"	523	220	75	423	205	218	474
%V	16.4%	16.4%	17.4%	17.9%	19.4%	16.6%	16.0%
%H		42.1%	14.3%	80.9%	39.2%	41.7%	90.6%
30" - 39"	972	370	112	733	287	445	879
%V	30.4%	27.5%	26.0%	31.0%	27.2%	33.9%	29.8%
%H		38.1%	11.5%	75.4%	29.5%	45.8%	90.4%
40" - 49"	971	418	149	692	318	374	906
%V	30.4%	31.1%	34.7%	29.2%	30.1%	28.5%	30.7%
%H		43.0%	15.3%	71.3%	32.7%	38.5%	93.3%
50" - 59"	470	232	65	303	148	155	457
%V	14.7%	17.3%	15.1%	12.8%	14.0%	11.8%	15.5%
%H		49.4%	13.8%	64.5%	31.5%	33.0%	97.2%
60"+	71	36	17	49	32	17	70
%V	2.2%	2.7%	4.0%	2.1%	3.0%	1.3%	2.4%
%H		50.7%	23.9%	69.0%	45.1%	23.9%	98.6%
Don't know	27	14	2	20	13	7	22
%V	0.8%	1.0%	0.5%	0.8%	1.2%	0.5%	0.7%
%H		51.9%	7.4%	74.1%	48.1%	25.9%	81.5%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3197	1344	430	2368	1057	1312	2954
%H		42.0%	13.5%	74.1%	33.1%	41.0%	92.4%
Main living room	1494	572	198	1082	410	672	1322
%V	46.7%	42.6%	46.0%	45.7%	38.8%	51.2%	44.8%
%H		38.3%	13.3%	72.4%	27.4%	45.0%	88.5%
Kitchen	201	92	21	175	93	83	189
%V	6.3%	6.8%	4.9%	7.4%	8.8%	6.3%	6.4%
%H		45.8%	10.4%	87.1%	46.3%	41.3%	94.0%
Adult's bedroom	837	358	114	611	290	321	798
%V	26.2%	26.6%	26.5%	25.8%	27.4%	24.5%	27.0%
%H		42.8%	13.6%	73.0%	34.6%	38.4%	95.3%
Child's bedroom	186	102	29	117	70	47	186
%V	5.8%	7.6%	6.7%	4.9%	6.6%	3.6%	6.3%
%H		54.8%	15.6%	62.9%	37.6%	25.3%	100.0%
Other bedroom	218	94	31	182	91	91	209
%V	6.8%	7.0%	7.2%	7.7%	8.6%	6.9%	7.1%
%H		43.1%	14.2%	83.5%	41.7%	41.7%	95.9%
Second living/dining room	149	75	16	109	52	57	141
%V	4.7%	5.6%	3.7%	4.6%	4.9%	4.3%	4.8%
%H		50.3%	10.7%	73.2%	34.9%	38.3%	94.6%
Study/office	39	16	7	32	15	17	39
%V	1.2%	1.2%	1.6%	1.4%	1.4%	1.3%	1.3%
%H		41.0%	17.9%	82.1%	38.5%	43.6%	100.0%
TV room	6	2	1	5	2	3	6
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	100.0%
Conservatory	47	20	10	41	24	17	45
%V	1.5%	1.5%	2.3%	1.7%	2.3%	1.3%	1.5%
%H		42.6%	21.3%	87.2%	51.1%	36.2%	95.7%
Attic or loft room	4	4	1	2	2	0	4
%V	0.1%	0.3%	0.2%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	25.0%	50.0%	50.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	16	9	2	13	9	4	15
%V	0.5%	0.7%	0.5%	0.5%	0.9%	0.3%	0.5%
%H		56.3%	12.5%	81.3%	56.3%	25.0%	93.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3197	1344	430	2368	1057	1312	2954
%H		42.0%	13.5%	74.1%	33.1%	41.0%	92.4%
PVR	1256	784	261	762	534	228	1204
%V	39.3%	58.3%	60.7%	32.2%	50.5%	17.4%	40.8%
%H		62.4%	20.8%	60.7%	42.5%	18.2%	95.9%
DVDR	16	7	5	13	7	6	15
%V	0.5%	0.5%	1.2%	0.5%	0.7%	0.5%	0.5%
%H		43.8%	31.3%	81.3%	43.8%	37.5%	93.8%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	1265	787	264	767	535	232	1213
%V	39.6%	58.6%	61.4%	32.4%	50.6%	17.7%	41.1%
%H		62.2%	20.9%	60.6%	42.3%	18.3%	95.9%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3197	1344	430	2368	1057	1312	2954
%H		42.0%	13.5%	74.1%	33.1%	41.0%	92.4%
Receives HDTV (via STB or built-in reception)	1775	832	306	1332	677	655	1698
%V	55.5%	61.9%	71.2%	56.3%	64.0%	49.9%	57.5%
%H		46.9%	17.2%	75.0%	38.1%	36.9%	95.7%
DVD/Blu-ray player or recorder	1203	500	185	889	429	460	1121
%V	37.6%	37.2%	43.0%	37.5%	40.6%	35.1%	37.9%
%H		41.6%	15.4%	73.9%	35.7%	38.2%	93.2%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1494	569	198	1082	408	673	1321
%H		38.1%	13.3%	72.4%	27.3%	45.0%	88.4%
Under 20"	9	2	1	8	2	7	6
%V	0.6%	0.4%	0.5%	0.7%	0.5%	1.0%	0.5%
%H		22.2%	11.1%	88.9%	22.2%	77.8%	66.7%
20" - 29"	83	20	7	73	17	56	64
%V	5.6%	3.5%	3.5%	6.7%	4.2%	8.3%	4.8%
%H		24.1%	8.4%	88.0%	20.5%	67.5%	77.1%
30" - 39"	392	112	41	312	84	229	317
%V	26.2%	19.7%	20.7%	28.8%	20.6%	34.0%	24.0%
%H		28.6%	10.5%	79.6%	21.4%	58.4%	80.9%
40" - 49"	591	222	89	424	166	258	531
%V	39.6%	39.0%	44.9%	39.2%	40.7%	38.3%	40.2%
%H		37.6%	15.1%	71.7%	28.1%	43.7%	89.8%
50" - 59"	347	178	50	216	111	105	334
%V	23.2%	31.3%	25.3%	20.0%	27.2%	15.6%	25.3%
%H		51.3%	14.4%	62.2%	32.0%	30.3%	96.3%
60"+	57	29	11	38	24	15	56
%V	3.8%	5.1%	5.6%	3.5%	5.9%	2.2%	4.2%
%H		50.9%	19.3%	66.7%	42.1%	26.3%	98.2%
Don't know	15	7	1	9	5	4	12
%V	1.0%	1.2%	0.5%	0.8%	1.2%	0.6%	0.9%
%H		46.7%	6.7%	60.0%	33.3%	26.7%	80.0%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1494	569	198	1082	408	673	1321
%H		38.1%	13.3%	72.4%	27.3%	45.0%	88.4%
PVR	882	512	186	572	377	195	833
%V	59.0%	90.0%	93.9%	52.9%	92.4%	29.0%	63.1%
%H		58.0%	21.1%	64.9%	42.7%	22.1%	94.4%
DVDR	11	4	2	10	5	5	10
%V	0.7%	0.7%	1.0%	0.9%	1.2%	0.7%	0.8%
%H		36.4%	18.2%	90.9%	45.5%	45.5%	90.9%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	887	512	186	577	377	200	838
%V	59.4%	90.0%	93.9%	53.3%	92.4%	29.7%	63.4%
%H		57.7%	21.0%	65.1%	42.5%	22.5%	94.5%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1494	569	198	1082	408	673	1321
%H		38.1%	13.3%	72.4%	27.3%	45.0%	88.4%
Receives HDTV (via STB or built-in reception)	1062	474	189	775	365	410	1000
%V	71.1%	83.3%	95.5%	71.6%	89.5%	60.9%	75.7%
%H		44.6%	17.8%	73.0%	34.4%	38.6%	94.2%
DVD/Blu-ray player or recorder	732	277	106	550	228	322	665
%V	49.0%	48.7%	53.5%	50.8%	55.9%	47.8%	50.3%
%H		37.8%	14.5%	75.1%	31.1%	44.0%	90.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Set level data

Table 9.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1702	774	232	1287	649	638	1633
%H		45.5%	13.6%	75.6%	38.1%	37.5%	95.9%
Under 20"	154	52	11	141	52	89	141
%V	9.0%	6.7%	4.7%	11.0%	8.0%	13.9%	8.6%
%H		33.8%	7.1%	91.6%	33.8%	57.8%	91.6%
20" - 29"	439	201	68	350	188	162	410
%V	25.8%	26.0%	29.3%	27.2%	29.0%	25.4%	25.1%
%H		45.8%	15.5%	79.7%	42.8%	36.9%	93.4%
30" - 39"	580	258	71	421	204	217	562
%V	34.1%	33.3%	30.6%	32.7%	31.4%	34.0%	34.4%
%H		44.5%	12.2%	72.6%	35.2%	37.4%	96.9%
40" - 49"	380	196	60	268	152	116	375
%V	22.3%	25.3%	25.9%	20.8%	23.4%	18.2%	23.0%
%H		51.6%	15.8%	70.5%	40.0%	30.5%	98.7%
50" - 59"	123	53	15	87	37	50	122
%V	7.2%	6.8%	6.5%	6.8%	5.7%	7.8%	7.5%
%H		43.1%	12.2%	70.7%	30.1%	40.7%	99.2%
60"+	14	7	7	10	8	2	14
%V	0.8%	0.9%	3.0%	0.8%	1.2%	0.3%	0.9%
%H		50.0%	50.0%	71.4%	57.1%	14.3%	100.0%
Don't know	12	7	1	10	8	2	10
%V	0.7%	0.9%	0.4%	0.8%	1.2%	0.3%	0.6%
%H		58.3%	8.3%	83.3%	66.7%	16.7%	83.3%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Set level data

Table 9.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1702	774	232	1287	649	638	1633
%H		45.5%	13.6%	75.6%	38.1%	37.5%	95.9%
PVR	374	272	76	190	157	33	371
%V	22.0%	35.1%	32.8%	14.8%	24.2%	5.2%	22.7%
%H		72.7%	20.3%	50.8%	42.0%	8.8%	99.2%
DVDR	5	3	2	3	2	1	5
%V	0.3%	0.4%	0.9%	0.2%	0.3%	0.2%	0.3%
%H		60.0%	40.0%	60.0%	40.0%	20.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	378	275	78	191	158	33	375
%V	22.2%	35.5%	33.6%	14.8%	24.3%	5.2%	23.0%
%H		72.8%	20.6%	50.5%	41.8%	8.7%	99.2%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1702	774	232	1287	649	638	1633
%H		45.5%	13.6%	75.6%	38.1%	37.5%	95.9%
Receives HDTV (via STB or built-in reception)	713	358	116	557	312	245	698
%V	41.9%	46.3%	50.0%	43.3%	48.1%	38.4%	42.7%
%H		50.2%	16.3%	78.1%	43.8%	34.4%	97.9%
DVD/Blu-ray player or recorder	471	223	79	339	201	138	456
%V	27.7%	28.8%	34.1%	26.3%	31.0%	21.6%	27.9%
%H		47.3%	16.8%	72.0%	42.7%	29.3%	96.8%

Base: BBC North East & Cumbria - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3401	3313	1377	456	2263	957	1306	3162
%H		97.4%	40.5%	13.4%	66.5%	28.1%	38.4%	93.0%
Total Children	592	583	281	78	345	172	173	589
%V	17.4%	17.6%	20.4%	17.1%	15.2%	18.0%	13.2%	18.6%
%H		98.5%	47.5%	13.2%	58.3%	29.1%	29.2%	99.5%
0 - 3	148	147	58	21	89	38	51	148
%V	4.4%	4.4%	4.2%	4.6%	3.9%	4.0%	3.9%	4.7%
%H		99.3%	39.2%	14.2%	60.1%	25.7%	34.5%	100.0%
4 - 15	444	436	223	57	256	134	121	441
%V	13.1%	13.2%	16.2%	12.5%	11.3%	14.0%	9.3%	13.9%
%H		98.2%	50.2%	12.8%	57.7%	30.2%	27.3%	99.3%
4 - 9	229	223	109	28	135	67	68	227
%V	6.7%	6.7%	7.9%	6.1%	6.0%	7.0%	5.2%	7.2%
%H		97.4%	47.6%	12.2%	59.0%	29.3%	29.7%	99.1%
10 - 15	215	213	114	30	120	67	53	214
%V	6.3%	6.4%	8.3%	6.6%	5.3%	7.0%	4.1%	6.8%
%H		99.1%	53.0%	14.0%	55.8%	31.2%	24.7%	99.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3401	3313	1377	456	2263	957	1306	3162
%H		97.4%	40.5%	13.4%	66.5%	28.1%	38.4%	93.0%
Total Adults (16+)	2809	2730	1096	378	1918	785	1133	2573
%V	82.6%	82.4%	79.6%	82.9%	84.8%	82.0%	86.8%	81.4%
%H		97.2%	39.0%	13.5%	68.3%	27.9%	40.3%	91.6%
16 - 19	112	109	41	16	83	38	45	111
%V	3.3%	3.3%	3.0%	3.5%	3.7%	4.0%	3.4%	3.5%
%H		97.3%	36.6%	14.3%	74.1%	33.9%	40.2%	99.1%
20 - 24	226	215	61	23	117	39	78	226
%V	6.6%	6.5%	4.4%	5.0%	5.2%	4.1%	6.0%	7.1%
%H		95.1%	27.0%	10.2%	51.8%	17.3%	34.5%	100.0%
25 - 34	406	373	171	56	220	110	110	390
%V	11.9%	11.3%	12.4%	12.3%	9.7%	11.5%	8.4%	12.3%
%H		91.9%	42.1%	13.8%	54.2%	27.1%	27.1%	96.1%
35 - 44	404	394	196	59	247	123	124	389
%V	11.9%	11.9%	14.2%	12.9%	10.9%	12.9%	9.5%	12.3%
%H		97.5%	48.5%	14.6%	61.1%	30.4%	30.7%	96.3%
45 - 54	455	438	195	68	307	138	170	445
%V	13.4%	13.2%	14.2%	14.9%	13.6%	14.4%	13.0%	14.1%
%H		96.3%	42.9%	14.9%	67.5%	30.3%	37.4%	97.8%
55 - 64	484	482	184	74	366	149	217	464
%V	14.2%	14.5%	13.4%	16.2%	16.2%	15.6%	16.6%	14.7%
%H		99.6%	38.0%	15.3%	75.6%	30.8%	44.8%	95.9%
65+	721	718	247	83	577	187	390	548
%V	21.2%	21.7%	17.9%	18.2%	25.5%	19.5%	29.9%	17.3%
%H		99.6%	34.3%	11.5%	80.0%	25.9%	54.1%	76.0%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2809	2730	1096	378	1918	785	1133	2573
%H		97.2%	39.0%	13.5%	68.3%	27.9%	40.3%	91.6%
AB	776	759	348	113	537	266	271	748
%V	27.6%	27.8%	31.8%	29.9%	28.0%	33.9%	23.9%	29.1%
%H		97.8%	44.8%	14.6%	69.2%	34.3%	34.9%	96.4%
C1	826	794	314	103	536	221	315	790
%V	29.4%	29.1%	28.6%	27.2%	27.9%	28.2%	27.8%	30.7%
%H		96.1%	38.0%	12.5%	64.9%	26.8%	38.1%	95.6%
C2	538	534	236	72	359	149	210	504
%V	19.2%	19.6%	21.5%	19.0%	18.7%	19.0%	18.5%	19.6%
%H		99.3%	43.9%	13.4%	66.7%	27.7%	39.0%	93.7%
D	424	412	123	66	315	104	212	376
%V	15.1%	15.1%	11.2%	17.5%	16.4%	13.2%	18.7%	14.6%
%H		97.2%	29.0%	15.6%	74.3%	24.5%	50.0%	88.7%
E	245	231	75	24	171	46	125	156
%V	8.7%	8.5%	6.8%	6.3%	8.9%	5.9%	11.0%	6.1%
%H		94.3%	30.6%	9.8%	69.8%	18.8%	51.0%	63.7%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
BBC North East & Cumbria
Individual level data
Table 9.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2809	2730	1096	378	1918	785	1133	2573
%H		97.2%	39.0%	13.5%	68.3%	27.9%	40.3%	91.6%
Working full time	1183	1153	538	176	766	372	394	1167
%V	42.1%	42.2%	49.1%	46.6%	39.9%	47.4%	34.8%	45.4%
%H		97.5%	45.5%	14.9%	64.8%	31.4%	33.3%	98.6%
Working part time	296	290	103	51	211	84	127	292
%V	10.5%	10.6%	9.4%	13.5%	11.0%	10.7%	11.2%	11.3%
%H		98.0%	34.8%	17.2%	71.3%	28.4%	42.9%	98.6%
Not working	1327	1287	454	151	941	328	613	1112
%V	47.2%	47.1%	41.4%	39.9%	49.1%	41.8%	54.1%	43.2%
%H		97.0%	34.2%	11.4%	70.9%	24.7%	46.2%	83.8%
Houseperson	1543	1495	570	198	1082	408	673	1366
%V	54.9%	54.8%	52.0%	52.4%	56.4%	52.0%	59.4%	53.1%
%H		96.9%	36.9%	12.8%	70.1%	26.4%	43.6%	88.5%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1310	524	177	908	375	534	1242
%H		97.0%	38.8%	13.1%	67.3%	27.8%	39.6%	92.0%
16 - 19	54	52	19	8	39	17	21	52
%V	4.0%	4.0%	3.6%	4.5%	4.3%	4.5%	3.9%	4.2%
%H		96.3%	35.2%	14.8%	72.2%	31.5%	38.9%	96.3%
20 - 24	114	114	33	11	51	21	30	114
%V	8.4%	8.7%	6.3%	6.2%	5.6%	5.6%	5.6%	9.2%
%H		100.0%	28.9%	9.6%	44.7%	18.4%	26.3%	100.0%
25 - 34	204	186	79	30	111	53	58	195
%V	15.1%	14.2%	15.1%	16.9%	12.2%	14.1%	10.9%	15.7%
%H		91.2%	38.7%	14.7%	54.4%	26.0%	28.4%	95.6%
35 - 44	197	189	89	25	123	55	68	184
%V	14.6%	14.4%	17.0%	14.1%	13.5%	14.7%	12.7%	14.8%
%H		95.9%	45.2%	12.7%	62.4%	27.9%	34.5%	93.4%
45 - 54	213	204	95	30	142	66	76	206
%V	15.8%	15.6%	18.1%	16.9%	15.6%	17.6%	14.2%	16.6%
%H		95.8%	44.6%	14.1%	66.7%	31.0%	35.7%	96.7%
55 - 64	243	241	86	33	187	69	117	229
%V	18.0%	18.4%	16.4%	18.6%	20.6%	18.4%	21.9%	18.4%
%H		99.2%	35.4%	13.6%	77.0%	28.4%	48.1%	94.2%
65+	326	323	123	40	255	94	162	262
%V	24.1%	24.7%	23.5%	22.6%	28.1%	25.1%	30.3%	21.1%
%H		99.1%	37.7%	12.3%	78.2%	28.8%	49.7%	80.4%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1310	524	177	908	375	534	1242
%H		97.0%	38.8%	13.1%	67.3%	27.8%	39.6%	92.0%
AB	389	381	168	60	266	130	136	376
%V	28.8%	29.1%	32.1%	33.9%	29.3%	34.7%	25.5%	30.3%
%H		97.9%	43.2%	15.4%	68.4%	33.4%	35.0%	96.7%
C1	383	371	151	44	239	108	131	374
%V	28.4%	28.3%	28.8%	24.9%	26.3%	28.8%	24.5%	30.1%
%H		96.9%	39.4%	11.5%	62.4%	28.2%	34.2%	97.7%
C2	280	278	118	35	190	72	118	257
%V	20.7%	21.2%	22.5%	19.8%	20.9%	19.2%	22.1%	20.7%
%H		99.3%	42.1%	12.5%	67.9%	25.7%	42.1%	91.8%
D	183	175	54	29	133	46	87	164
%V	13.6%	13.4%	10.3%	16.4%	14.6%	12.3%	16.3%	13.2%
%H		95.6%	29.5%	15.8%	72.7%	25.1%	47.5%	89.6%
E	115	105	33	9	81	20	61	71
%V	8.5%	8.0%	6.3%	5.1%	8.9%	5.3%	11.4%	5.7%
%H		91.3%	28.7%	7.8%	70.4%	17.4%	53.0%	61.7%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1350	1310	524	177	908	375	534	1242
%H		97.0%	38.8%	13.1%	67.3%	27.8%	39.6%	92.0%
Working full time	700	683	308	106	460	219	241	686
%V	51.9%	52.1%	58.8%	59.9%	50.7%	58.4%	45.1%	55.2%
%H		97.6%	44.0%	15.1%	65.7%	31.3%	34.4%	98.0%
Working part time	61	57	14	10	39	8	31	60
%V	4.5%	4.4%	2.7%	5.6%	4.3%	2.1%	5.8%	4.8%
%H		93.4%	23.0%	16.4%	63.9%	13.1%	50.8%	98.4%
Not working	588	570	202	60	409	148	261	495
%V	43.6%	43.5%	38.5%	33.9%	45.0%	39.5%	48.9%	39.9%
%H		96.9%	34.4%	10.2%	69.6%	25.2%	44.4%	84.2%
Houseperson	323	300	81	35	228	64	164	266
%V	23.9%	22.9%	15.5%	19.8%	25.1%	17.1%	30.7%	21.4%
%H		92.9%	25.1%	10.8%	70.6%	19.8%	50.8%	82.4%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1458	1420	572	202	1010	410	600	1331
%H		97.4%	39.2%	13.9%	69.3%	28.1%	41.2%	91.3%
16 - 19	59	58	22	8	44	21	24	59
%V	4.0%	4.1%	3.8%	4.0%	4.4%	5.1%	4.0%	4.4%
%H		98.3%	37.3%	13.6%	74.6%	35.6%	40.7%	100.0%
20 - 24	113	101	28	12	65	18	47	112
%V	7.8%	7.1%	4.9%	5.9%	6.4%	4.4%	7.8%	8.4%
%H		89.4%	24.8%	10.6%	57.5%	15.9%	41.6%	99.1%
25 - 34	202	187	93	26	109	58	52	195
%V	13.9%	13.2%	16.3%	12.9%	10.8%	14.1%	8.7%	14.7%
%H		92.6%	46.0%	12.9%	54.0%	28.7%	25.7%	96.5%
35 - 44	207	204	106	33	124	68	56	205
%V	14.2%	14.4%	18.5%	16.3%	12.3%	16.6%	9.3%	15.4%
%H		98.6%	51.2%	15.9%	59.9%	32.9%	27.1%	99.0%
45 - 54	242	234	100	38	165	72	94	239
%V	16.6%	16.5%	17.5%	18.8%	16.3%	17.6%	15.7%	18.0%
%H		96.7%	41.3%	15.7%	68.2%	29.8%	38.8%	98.8%
55 - 64	241	241	98	41	179	80	100	235
%V	16.5%	17.0%	17.1%	20.3%	17.7%	19.5%	16.7%	17.7%
%H		100.0%	40.7%	17.0%	74.3%	33.2%	41.5%	97.5%
65+	395	395	124	44	322	94	228	286
%V	27.1%	27.8%	21.7%	21.8%	31.9%	22.9%	38.0%	21.5%
%H		100.0%	31.4%	11.1%	81.5%	23.8%	57.7%	72.4%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1458	1420	572	202	1010	410	600	1331
%H		97.4%	39.2%	13.9%	69.3%	28.1%	41.2%	91.3%
AB	387	378	179	54	271	136	136	371
%V	26.5%	26.6%	31.3%	26.7%	26.8%	33.2%	22.7%	27.9%
%H		97.7%	46.3%	14.0%	70.0%	35.1%	35.1%	95.9%
C1	443	423	162	58	297	113	183	416
%V	30.4%	29.8%	28.3%	28.7%	29.4%	27.6%	30.5%	31.3%
%H		95.5%	36.6%	13.1%	67.0%	25.5%	41.3%	93.9%
C2	258	256	118	37	169	77	92	248
%V	17.7%	18.0%	20.6%	18.3%	16.7%	18.8%	15.3%	18.6%
%H		99.2%	45.7%	14.3%	65.5%	29.8%	35.7%	96.1%
D	241	237	70	37	182	58	124	211
%V	16.5%	16.7%	12.2%	18.3%	18.0%	14.1%	20.7%	15.9%
%H		98.3%	29.0%	15.4%	75.5%	24.1%	51.5%	87.6%
E	130	126	42	15	90	26	64	85
%V	8.9%	8.9%	7.3%	7.4%	8.9%	6.3%	10.7%	6.4%
%H		96.9%	32.3%	11.5%	69.2%	20.0%	49.2%	65.4%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1458	1420	572	202	1010	410	600	1331
%H		97.4%	39.2%	13.9%	69.3%	28.1%	41.2%	91.3%
Working full time	483	469	230	70	306	153	153	481
%V	33.1%	33.0%	40.2%	34.7%	30.3%	37.3%	25.5%	36.1%
%H		97.1%	47.6%	14.5%	63.4%	31.7%	31.7%	99.6%
Working part time	235	234	88	41	172	76	95	232
%V	16.1%	16.5%	15.4%	20.3%	17.0%	18.5%	15.8%	17.4%
%H		99.6%	37.4%	17.4%	73.2%	32.3%	40.4%	98.7%
Not working	740	717	252	91	532	181	352	617
%V	50.8%	50.5%	44.1%	45.0%	52.7%	44.1%	58.7%	46.4%
%H		96.9%	34.1%	12.3%	71.9%	24.5%	47.6%	83.4%
Houseperson	1220	1195	489	163	854	344	510	1100
%V	83.7%	84.2%	85.5%	80.7%	84.6%	83.9%	85.0%	82.6%
%H		98.0%	40.1%	13.4%	70.0%	28.2%	41.8%	90.2%

Base: BBC North East & Cumbria - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
AB	581	560	235	89	353	145	208	559
%V	18.9%	19.0%	23.8%	18.2%	18.9%	25.3%	16.0%	21.1%
%H (All HH)		96.4%	40.4%	15.3%	60.8%	25.0%	35.8%	96.2%
%H (TV HH)			42.0%	15.9%	63.0%	25.9%	37.1%	
C1	834	808	255	140	517	161	356	767
%V	27.1%	27.4%	25.9%	28.7%	27.6%	28.1%	27.4%	28.9%
%H (All HH)		96.9%	30.6%	16.8%	62.0%	19.3%	42.7%	92.0%
%H (TV HH)			31.6%	17.3%	64.0%	19.9%	44.1%	
C2	535	518	196	110	313	124	189	492
%V	17.4%	17.6%	19.9%	22.5%	16.7%	21.6%	14.6%	18.5%
%H (All HH)		96.8%	36.6%	20.6%	58.5%	23.2%	35.3%	92.0%
%H (TV HH)			37.8%	21.2%	60.4%	23.9%	36.5%	
D	541	505	148	86	307	84	222	452
%V	17.6%	17.1%	15.0%	17.6%	16.4%	14.7%	17.1%	17.0%
%H (All HH)		93.3%	27.4%	15.9%	56.7%	15.5%	41.0%	83.5%
%H (TV HH)			29.3%	17.0%	60.8%	16.6%	44.0%	
E	586	560	151	63	381	58	323	384
%V	19.0%	19.0%	15.3%	12.9%	20.4%	10.1%	24.9%	14.5%
%H (All HH)		95.6%	25.8%	10.8%	65.0%	9.9%	55.1%	65.5%
%H (TV HH)			27.0%	11.3%	68.0%	10.4%	57.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Household level data

Table 10.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Under 25	107	90	19	13	44	8	36	97
%V	3.5%	3.0%	1.9%	2.7%	2.4%	1.4%	2.8%	3.7%
%H (All HH)		84.1%	17.8%	12.1%	41.1%	7.5%	33.6%	90.7%
%H (TV HH)			21.1%	14.4%	48.9%	8.9%	40.0%	
25 - 34	487	446	148	56	208	54	154	470
%V	15.8%	15.1%	15.0%	11.5%	11.1%	9.4%	11.9%	17.7%
%H (All HH)		91.6%	30.4%	11.5%	42.7%	11.1%	31.6%	96.5%
%H (TV HH)			33.2%	12.6%	46.6%	12.1%	34.5%	
35 - 44	471	451	161	84	239	71	168	450
%V	15.3%	15.3%	16.3%	17.2%	12.8%	12.4%	12.9%	17.0%
%H (All HH)		95.8%	34.2%	17.8%	50.7%	15.1%	35.7%	95.5%
%H (TV HH)			35.7%	18.6%	53.0%	15.7%	37.3%	
45 - 54	564	546	205	108	341	134	207	532
%V	18.3%	18.5%	20.8%	22.1%	18.2%	23.4%	15.9%	20.0%
%H (All HH)		96.8%	36.3%	19.1%	60.5%	23.8%	36.7%	94.3%
%H (TV HH)			37.5%	19.8%	62.5%	24.5%	37.9%	
55 - 64	572	554	200	110	391	148	243	509
%V	18.6%	18.8%	20.3%	22.5%	20.9%	25.8%	18.7%	19.2%
%H (All HH)		96.9%	35.0%	19.2%	68.4%	25.9%	42.5%	89.0%
%H (TV HH)			36.1%	19.9%	70.6%	26.7%	43.9%	
65 +	875	863	254	117	647	158	489	597
%V	28.4%	29.2%	25.8%	24.0%	34.6%	27.6%	37.7%	22.5%
%H (All HH)		98.6%	29.0%	13.4%	73.9%	18.1%	55.9%	68.2%
%H (TV HH)			29.4%	13.6%	75.0%	18.3%	56.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
1	996	928	230	109	669	123	547	677
%V	32.4%	31.4%	23.3%	22.3%	35.8%	21.5%	42.1%	25.5%
%H (All HH)		93.2%	23.1%	10.9%	67.2%	12.3%	54.9%	68.0%
%H (TV HH)			24.8%	11.7%	72.1%	13.3%	58.9%	
2	1020	989	350	160	644	213	431	937
%V	33.1%	33.5%	35.5%	32.8%	34.4%	37.2%	33.2%	35.3%
%H (All HH)		97.0%	34.3%	15.7%	63.1%	20.9%	42.3%	91.9%
%H (TV HH)			35.4%	16.2%	65.1%	21.5%	43.6%	
3	488	479	185	98	272	117	155	476
%V	15.9%	16.2%	18.8%	20.1%	14.5%	20.4%	11.9%	17.9%
%H (All HH)		98.2%	37.9%	20.1%	55.7%	24.0%	31.8%	97.5%
%H (TV HH)			38.6%	20.5%	56.8%	24.4%	32.4%	
4	370	360	146	75	200	91	110	365
%V	12.0%	12.2%	14.8%	15.4%	10.7%	15.9%	8.5%	13.8%
%H (All HH)		97.3%	39.5%	20.3%	54.1%	24.6%	29.7%	98.6%
%H (TV HH)			40.6%	20.8%	55.6%	25.3%	30.6%	
5+	203	195	76	46	86	30	56	198
%V	6.6%	6.6%	7.7%	9.4%	4.6%	5.2%	4.3%	7.5%
%H (All HH)		96.1%	37.4%	22.7%	42.4%	14.8%	27.6%	97.5%
%H (TV HH)			39.0%	23.6%	44.1%	15.4%	28.7%	
Average HH size	2.30	2.32	2.51	2.62	2.16	2.48	2.01	2.46

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Household level data

Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Without	2304	2196	691	351	1487	431	1055	1898
%V	74.9%	74.4%	70.1%	71.9%	79.5%	75.2%	81.3%	71.5%
%H (All HH)		95.3%	30.0%	15.2%	64.5%	18.7%	45.8%	82.4%
%H (TV HH)			31.5%	16.0%	67.7%	19.6%	48.0%	
With	772	754	295	136	384	142	242	756
%V	25.1%	25.6%	29.9%	27.9%	20.5%	24.8%	18.6%	28.5%
%H (All HH)		97.7%	38.2%	17.6%	49.7%	18.4%	31.3%	97.9%
%H (TV HH)			39.1%	18.0%	50.9%	18.8%	32.1%	
0 - 3	269	259	104	32	103	29	74	262
%V	8.7%	8.8%	10.5%	6.6%	5.5%	5.1%	5.7%	9.9%
%H (All HH)		96.3%	38.7%	11.9%	38.3%	10.8%	27.5%	97.4%
%H (TV HH)			40.2%	12.4%	39.8%	11.2%	28.6%	
4 - 9	414	405	154	67	210	69	141	404
%V	13.5%	13.7%	15.6%	13.7%	11.2%	12.0%	10.9%	15.2%
%H (All HH)		97.8%	37.2%	16.2%	50.7%	16.7%	34.1%	97.6%
%H (TV HH)			38.0%	16.5%	51.9%	17.0%	34.8%	
10 - 15	396	387	156	82	211	92	119	390
%V	12.9%	13.1%	15.8%	16.8%	11.3%	16.1%	9.2%	14.7%
%H (All HH)		97.7%	39.4%	20.7%	53.3%	23.2%	30.1%	98.5%
%H (TV HH)			40.3%	21.2%	54.5%	23.8%	30.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
1	1256	1256	330	158	729	87	642	990
%V	40.8%	42.6%	33.5%	32.4%	39.0%	15.2%	49.5%	37.3%
%H (All HH)		100.0%	26.3%	12.6%	58.0%	6.9%	51.1%	78.8%
%H (TV HH)			26.3%	12.6%	58.0%	6.9%	51.1%	
2	942	942	331	164	613	206	407	838
%V	30.6%	31.9%	33.6%	33.6%	32.8%	36.0%	31.4%	31.6%
%H (All HH)		100.0%	35.1%	17.4%	65.1%	21.9%	43.2%	89.0%
%H (TV HH)			35.1%	17.4%	65.1%	21.9%	43.2%	
3	470	470	197	97	317	154	163	448
%V	15.3%	15.9%	20.0%	19.9%	16.9%	26.9%	12.6%	16.9%
%H (All HH)		100.0%	41.9%	20.6%	67.4%	32.8%	34.7%	95.3%
%H (TV HH)			41.9%	20.6%	67.4%	32.8%	34.7%	
4	206	206	92	51	153	89	64	204
%V	6.7%	7.0%	9.3%	10.5%	8.2%	15.5%	4.9%	7.7%
%H (All HH)		100.0%	44.7%	24.8%	74.3%	43.2%	31.1%	99.0%
%H (TV HH)			44.7%	24.8%	74.3%	43.2%	31.1%	
5+	76	76	37	18	58	36	22	76
%V	2.5%	2.6%	3.8%	3.7%	3.1%	6.3%	1.7%	2.9%
%H (All HH)		100.0%	48.7%	23.7%	76.3%	47.4%	28.9%	100.0%
%H (TV HH)			48.7%	23.7%	76.3%	47.4%	28.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%V (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Under 20"	164	164	48	39	128	53	75	149
%V	5.3%	5.6%	4.9%	8.0%	6.8%	9.2%	5.8%	5.6%
%H (All HH)		100.0%	29.3%	23.8%	78.0%	32.3%	45.7%	90.9%
%H (TV HH)			29.3%	23.8%	78.0%	32.3%	45.7%	
20" - 29"	733	733	236	119	556	204	352	624
%V	23.8%	24.8%	23.9%	24.4%	29.7%	35.6%	27.1%	23.5%
%H (All HH)		100.0%	32.2%	16.2%	75.9%	27.8%	48.0%	85.1%
%H (TV HH)			32.2%	16.2%	75.9%	27.8%	48.0%	
30" - 39"	1523	1523	498	248	1042	328	713	1312
%V	49.5%	51.6%	50.5%	50.8%	55.7%	57.2%	54.9%	49.4%
%H (All HH)		100.0%	32.7%	16.3%	68.4%	21.5%	46.8%	86.1%
%H (TV HH)			32.7%	16.3%	68.4%	21.5%	46.8%	
40" - 49"	1486	1486	574	288	913	361	551	1366
%V	48.3%	50.4%	58.2%	59.0%	48.8%	63.0%	42.4%	51.5%
%H (All HH)		100.0%	38.6%	19.4%	61.4%	24.3%	37.1%	91.9%
%H (TV HH)			38.6%	19.4%	61.4%	24.3%	37.1%	
50" - 59"	557	557	242	110	319	157	162	538
%V	18.1%	18.9%	24.5%	22.5%	17.0%	27.4%	12.5%	20.3%
%H (All HH)		100.0%	43.4%	19.7%	57.3%	28.2%	29.1%	96.6%
%H (TV HH)			43.4%	19.7%	57.3%	28.2%	29.1%	
60"+	76	76	36	13	46	23	23	76
%V	2.5%	2.6%	3.7%	2.7%	2.5%	4.0%	1.8%	2.9%
%H (All HH)		100.0%	47.4%	17.1%	60.5%	30.3%	30.3%	100.0%
%H (TV HH)			47.4%	17.1%	60.5%	30.3%	30.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%V (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Main living room	2916	2916	980	486	1852	571	1281	2527
%V	94.8%	98.8%	99.4%	99.6%	99.0%	99.7%	98.7%	95.2%
%H (All HH)		100.0%	33.6%	16.7%	63.5%	19.6%	43.9%	86.7%
%H (TV HH)			33.6%	16.7%	63.5%	19.6%	43.9%	
Kitchen	223	223	107	40	173	94	79	213
%V	7.2%	7.6%	10.9%	8.2%	9.2%	16.4%	6.1%	8.0%
%H (All HH)		100.0%	48.0%	17.9%	77.6%	42.2%	35.4%	95.5%
%H (TV HH)			48.0%	17.9%	77.6%	42.2%	35.4%	
Adult's bedroom	1376	1376	531	262	934	394	540	1264
%V	44.7%	46.6%	53.9%	53.7%	49.9%	68.8%	41.6%	47.6%
%H (All HH)		100.0%	38.6%	19.0%	67.9%	28.6%	39.2%	91.9%
%H (TV HH)			38.6%	19.0%	67.9%	28.6%	39.2%	
Child's bedroom	223	223	94	48	146	77	69	218
%V	7.2%	7.6%	9.5%	9.8%	7.8%	13.4%	5.3%	8.2%
%H (All HH)		100.0%	42.2%	21.5%	65.5%	34.5%	30.9%	97.8%
%H (TV HH)			42.2%	21.5%	65.5%	34.5%	30.9%	
Other bedroom	240	240	96	50	170	79	91	231
%V	7.8%	8.1%	9.7%	10.2%	9.1%	13.8%	7.0%	8.7%
%H (All HH)		100.0%	40.0%	20.8%	70.8%	32.9%	37.9%	96.3%
%H (TV HH)			40.0%	20.8%	70.8%	32.9%	37.9%	
Second living/dining room	278	278	111	74	202	108	94	268
%V	9.0%	9.4%	11.3%	15.2%	10.8%	18.8%	7.2%	10.1%
%H (All HH)		100.0%	39.9%	26.6%	72.7%	38.8%	33.8%	96.4%
%H (TV HH)			39.9%	26.6%	72.7%	38.8%	33.8%	
Study/office	31	31	20	4	20	14	6	31
%V	1.0%	1.1%	2.0%	0.8%	1.1%	2.4%	0.5%	1.2%
%H (All HH)		100.0%	64.5%	12.9%	64.5%	45.2%	19.4%	100.0%
%H (TV HH)			64.5%	12.9%	64.5%	45.2%	19.4%	
TV room	13	13	11	1	6	5	1	13
%V	0.4%	0.4%	1.1%	0.2%	0.3%	0.9%	0.1%	0.5%
%H (All HH)		100.0%	84.6%	7.7%	46.2%	38.5%	7.7%	100.0%
%H (TV HH)			84.6%	7.7%	46.2%	38.5%	7.7%	
Conservatory	45	45	23	9	35	22	13	44
%V	1.5%	1.5%	2.3%	1.8%	1.9%	3.8%	1.0%	1.7%
%H (All HH)		100.0%	51.1%	20.0%	77.8%	48.9%	28.9%	97.8%
%H (TV HH)			51.1%	20.0%	77.8%	48.9%	28.9%	
Attic or loft room	8	8	5	0	5	3	2	7
%V	0.3%	0.3%	0.5%	0.0%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	62.5%	0.0%	62.5%	37.5%	25.0%	87.5%
%H (TV HH)			62.5%	0.0%	62.5%	37.5%	25.0%	
No specific location	2	2	0	1	2	0	2	2
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	50.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	50.0%	100.0%	0.0%	100.0%	
Other	16	16	5	1	13	4	9	15
%V	0.5%	0.5%	0.5%	0.2%	0.7%	0.7%	0.7%	0.6%
%H (All HH)		100.0%	31.3%	6.3%	81.3%	25.0%	56.3%	93.8%
%H (TV HH)			31.3%	6.3%	81.3%	25.0%	56.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Any DSAT provider	986	986	986	14	378	378	0	920
%V	32.0%	33.4%	100.0%	2.9%	20.2%	66.0%	0.0%	34.7%
%H (All HH)			100.0%	1.4%	38.3%	38.3%	0.0%	93.3%
%H (TV HH)			100.0%	1.4%	38.3%	38.3%	0.0%	
Sky with subcription	890	890	890	10	335	335	0	833
%V	28.9%	30.2%	90.3%	2.0%	17.9%	58.5%	0.0%	31.4%
%H (All HH)			100.0%	1.1%	37.6%	37.6%	0.0%	93.6%
%H (TV HH)			100.0%	1.1%	37.6%	37.6%	0.0%	
Sky without subcription	32	32	32	1	12	12	0	28
%V	1.0%	1.1%	3.2%	0.2%	0.6%	2.1%	0.0%	1.1%
%H (All HH)			100.0%	3.1%	37.5%	37.5%	0.0%	87.5%
%H (TV HH)			100.0%	3.1%	37.5%	37.5%	0.0%	
Freesat	61	61	61	2	35	35	0	58
%V	2.0%	2.1%	6.2%	0.4%	1.9%	6.1%	0.0%	2.2%
%H (All HH)			100.0%	3.3%	57.4%	57.4%	0.0%	95.1%
%H (TV HH)			100.0%	3.3%	57.4%	57.4%	0.0%	
Other satellite provider	36	36	36	3	15	15	0	33
%V	1.2%	1.2%	3.7%	0.6%	0.8%	2.6%	0.0%	1.2%
%H (All HH)			100.0%	8.3%	41.7%	41.7%	0.0%	91.7%
%H (TV HH)			100.0%	8.3%	41.7%	41.7%	0.0%	
DCAB	488	488	14	488	203	203	0	467
%V	15.9%	16.5%	1.4%	100.0%	10.8%	35.4%	0.0%	17.6%
%H (All HH)			2.9%	100.0%	41.6%	41.6%	0.0%	95.7%
%H (TV HH)			2.9%	100.0%	41.6%	41.6%	0.0%	
DTT	1871	1871	378	203	1871	573	1298	1539
%V	60.8%	63.4%	38.3%	41.6%	100.0%	100.0%	100.0%	58.0%
%H (All HH)		100.0%	20.2%	10.8%	100.0%	30.6%	69.4%	82.3%
%H (TV HH)			20.2%	10.8%	100.0%	30.6%	69.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%H (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
PVR	1615	1615	918	462	781	533	248	1514
%V	52.5%	54.7%	93.1%	94.7%	41.7%	93.0%	19.1%	57.0%
%H (All HH)		100.0%	56.8%	28.6%	48.4%	33.0%	15.4%	93.7%
%H (TV HH)			56.8%	28.6%	48.4%	33.0%	15.4%	
DVDR	16	16	4	2	15	4	12	14
%V	0.5%	0.5%	0.4%	0.4%	0.8%	0.7%	0.9%	0.5%
%H (All HH)		100.0%	25.0%	12.5%	93.8%	25.0%	75.0%	87.5%
%H (TV HH)			25.0%	12.5%	93.8%	25.0%	75.0%	
VCR	10	10	3	1	9	3	6	9
%V	0.3%	0.3%	0.3%	0.2%	0.5%	0.5%	0.5%	0.3%
%H (All HH)		100.0%	30.0%	10.0%	90.0%	30.0%	60.0%	90.0%
%H (TV HH)			30.0%	10.0%	90.0%	30.0%	60.0%	
Any recorder	1625	1625	918	462	790	533	257	1521
%V	52.8%	55.1%	93.1%	94.7%	42.2%	93.0%	19.8%	57.3%
%H (All HH)		100.0%	56.5%	28.4%	48.6%	32.8%	15.8%	93.6%
%H (TV HH)			56.5%	28.4%	48.6%	32.8%	15.8%	
Receives HDTV (via STB or built-in reception)	2029	2029	906	366	1298	526	771	1846
%V	65.9%	68.8%	91.9%	75.0%	69.4%	91.8%	59.4%	69.6%
%H (All HH)		100.0%	44.7%	18.0%	64.0%	25.9%	38.0%	91.0%
%H (TV HH)			44.7%	18.0%	64.0%	25.9%	38.0%	
DVD/Blu-ray player or recorder	1366	1366	467	249	929	350	579	1232
%V	44.4%	46.3%	47.4%	51.0%	49.7%	61.1%	44.6%	46.4%
%H (All HH)		100.0%	34.2%	18.2%	68.0%	25.6%	42.4%	90.2%
%H (TV HH)			34.2%	18.2%	68.0%	25.6%	42.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3077	2951	986	488	1871	573	1298	2654
%V (All HH)		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%
%H (TV HH)			33.4%	16.5%	63.4%	19.4%	44.0%	
Has broadband internet	2654	2556	920	467	1539	542	997	2654
%V	86.3%	86.6%	93.3%	95.7%	82.3%	94.6%	76.8%	100.0%
%H (All HH)		96.3%	34.7%	17.6%	58.0%	20.4%	37.6%	100.0%
%H (TV HH)			36.0%	18.3%	60.2%	21.2%	39.0%	
Number of computers (PCs and laptops)								
0	724	679	157	68	469	59	410	333
%V	23.5%	23.0%	15.9%	13.9%	25.1%	10.3%	31.6%	12.5%
%H (All HH)		93.8%	21.7%	9.4%	64.8%	8.1%	56.6%	46.0%
%H (TV HH)			23.1%	10.0%	69.1%	8.7%	60.4%	
1	889	845	285	143	518	149	368	866
%V	28.9%	28.6%	28.9%	29.3%	27.7%	26.0%	28.4%	32.6%
%H (All HH)		95.1%	32.1%	16.1%	58.3%	16.8%	41.4%	97.4%
%H (TV HH)			33.7%	16.9%	61.3%	17.6%	43.6%	
2	763	744	273	121	457	161	296	755
%V	24.8%	25.2%	27.7%	24.8%	24.4%	28.1%	22.8%	28.4%
%H (All HH)		97.5%	35.8%	15.9%	59.9%	21.1%	38.8%	99.0%
%H (TV HH)			36.7%	16.3%	61.4%	21.6%	39.8%	
3	325	316	128	67	201	95	106	324
%V	10.6%	10.7%	13.0%	13.7%	10.7%	16.6%	8.2%	12.2%
%H (All HH)		97.2%	39.4%	20.6%	61.8%	29.2%	32.6%	99.7%
%H (TV HH)			40.5%	21.2%	63.6%	30.1%	33.5%	
4	188	183	75	47	115	59	57	188
%V	6.1%	6.2%	7.6%	9.6%	6.1%	10.3%	4.4%	7.1%
%H (All HH)		97.3%	39.9%	25.0%	61.2%	31.4%	30.3%	100.0%
%H (TV HH)			41.0%	25.7%	62.8%	32.2%	31.1%	
5+	188	184	68	42	111	50	60	188
%V	6.1%	6.2%	6.9%	8.6%	5.9%	8.7%	4.6%	7.1%
%H (All HH)		97.9%	36.2%	22.3%	59.0%	26.6%	31.9%	100.0%
%H (TV HH)			37.0%	22.8%	60.3%	27.2%	32.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5791	2151	1077	3844	1521	2323	5242
%H		37.1%	18.6%	66.4%	26.3%	40.1%	90.5%
Under 20"	198	62	47	158	70	88	182
%V	3.4%	2.9%	4.4%	4.1%	4.6%	3.8%	3.5%
%H		31.3%	23.7%	79.8%	35.4%	44.4%	91.9%
20" - 29"	917	295	156	701	264	437	793
%V	15.8%	13.7%	14.5%	18.2%	17.4%	18.8%	15.1%
%H		32.2%	17.0%	76.4%	28.8%	47.7%	86.5%
30" - 39"	2037	714	352	1386	491	895	1795
%V	35.2%	33.2%	32.7%	36.1%	32.3%	38.5%	34.2%
%H		35.1%	17.3%	68.0%	24.1%	43.9%	88.1%
40" - 49"	1814	721	367	1120	472	648	1682
%V	31.3%	33.5%	34.1%	29.1%	31.0%	27.9%	32.1%
%H		39.7%	20.2%	61.7%	26.0%	35.7%	92.7%
50" - 59"	652	292	128	375	189	185	633
%V	11.3%	13.6%	11.9%	9.8%	12.4%	8.0%	12.1%
%H		44.8%	19.6%	57.5%	29.0%	28.4%	97.1%
60"+	90	44	14	55	27	27	90
%V	1.6%	2.0%	1.3%	1.4%	1.8%	1.2%	1.7%
%H		48.9%	15.6%	61.1%	30.0%	30.0%	100.0%
Don't know	82	21	13	49	7	42	67
%V	1.4%	1.0%	1.2%	1.3%	0.5%	1.8%	1.3%
%H		25.6%	15.9%	59.8%	8.5%	51.2%	81.7%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5791	2151	1077	3844	1521	2323	5242
%H		37.1%	18.6%	66.4%	26.3%	40.1%	90.5%
Main living room	2956	990	496	1873	576	1297	2565
%V	51.0%	46.0%	46.1%	48.7%	37.9%	55.8%	48.9%
%H		33.5%	16.8%	63.4%	19.5%	43.9%	86.8%
Kitchen	226	109	41	174	94	79	215
%V	3.9%	5.1%	3.8%	4.5%	6.2%	3.4%	4.1%
%H		48.2%	18.1%	77.0%	41.6%	35.0%	95.1%
Adult's bedroom	1628	634	318	1112	490	622	1507
%V	28.1%	29.5%	29.5%	28.9%	32.2%	26.8%	28.7%
%H		38.9%	19.5%	68.3%	30.1%	38.2%	92.6%
Child's bedroom	297	124	66	198	106	92	292
%V	5.1%	5.8%	6.1%	5.2%	7.0%	4.0%	5.6%
%H		41.8%	22.2%	66.7%	35.7%	31.0%	98.3%
Other bedroom	286	116	65	201	97	104	277
%V	4.9%	5.4%	6.0%	5.2%	6.4%	4.5%	5.3%
%H		40.6%	22.7%	70.3%	33.9%	36.4%	96.9%
Second living/dining room	283	114	75	204	110	95	272
%V	4.9%	5.3%	7.0%	5.3%	7.2%	4.1%	5.2%
%H		40.3%	26.5%	72.1%	38.9%	33.6%	96.1%
Study/office	31	20	4	20	14	6	31
%V	0.5%	0.9%	0.4%	0.5%	0.9%	0.3%	0.6%
%H		64.5%	12.9%	64.5%	45.2%	19.4%	100.0%
TV room	13	11	1	6	5	1	13
%V	0.2%	0.5%	0.1%	0.2%	0.3%	0.0%	0.2%
%H		84.6%	7.7%	46.2%	38.5%	7.7%	100.0%
Conservatory	45	23	9	35	22	13	44
%V	0.8%	1.1%	0.8%	0.9%	1.4%	0.6%	0.8%
%H		51.1%	20.0%	77.8%	48.9%	28.9%	97.8%
Attic or loft room	8	5	0	5	3	2	7
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		62.5%	0.0%	62.5%	37.5%	25.0%	87.5%
No specific location	2	0	1	2	0	2	2
%V	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	50.0%	100.0%	0.0%	100.0%	100.0%
Other	16	5	1	13	4	9	15
%V	0.3%	0.2%	0.1%	0.3%	0.3%	0.4%	0.3%
%H		31.3%	6.3%	81.3%	25.0%	56.3%	93.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5791	2151	1077	3844	1521	2323	5242
%H		37.1%	18.6%	66.4%	26.3%	40.1%	90.5%
PVR	2452	1483	704	1075	785	291	2338
%V	42.3%	68.9%	65.4%	28.0%	51.6%	12.5%	44.6%
%H		60.5%	28.7%	43.8%	32.0%	11.9%	95.4%
DVDR	17	4	2	16	4	12	14
%V	0.3%	0.2%	0.2%	0.4%	0.3%	0.5%	0.3%
%H		23.5%	11.8%	94.1%	23.5%	70.6%	82.4%
VCR	10	3	2	9	4	6	10
%V	0.2%	0.1%	0.2%	0.2%	0.3%	0.3%	0.2%
%H		30.0%	20.0%	90.0%	40.0%	60.0%	100.0%
Any recorder	2465	1483	705	1089	785	303	2347
%V	42.6%	68.9%	65.5%	28.3%	51.6%	13.0%	44.8%
%H		60.2%	28.6%	44.2%	31.8%	12.3%	95.2%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5791	2151	1077	3844	1521	2323	5242
%H		37.1%	18.6%	66.4%	26.3%	40.1%	90.5%
Receives HDTV (via STB or built-in reception)	3313	1589	616	2103	963	1140	3088
%V	57.2%	73.9%	57.2%	54.7%	63.3%	49.1%	58.9%
%H		48.0%	18.6%	63.5%	29.1%	34.4%	93.2%
DVD/Blu-ray player or recorder	1860	660	358	1284	531	753	1713
%V	32.1%	30.7%	33.2%	33.4%	34.9%	32.4%	32.7%
%H		35.5%	19.2%	69.0%	28.5%	40.5%	92.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2950	986	488	1871	573	1298	2556
%H		33.4%	16.5%	63.4%	19.4%	44.0%	86.6%
Under 20"	12	2	0	8	0	8	6
%V	0.4%	0.2%	0.0%	0.4%	0.0%	0.6%	0.2%
%H		16.7%	0.0%	66.7%	0.0%	66.7%	50.0%
20" - 29"	180	29	23	135	21	114	120
%V	6.1%	2.9%	4.7%	7.2%	3.7%	8.8%	4.7%
%H		16.1%	12.8%	75.0%	11.7%	63.3%	66.7%
30" - 39"	893	230	120	611	113	498	711
%V	30.3%	23.3%	24.6%	32.7%	19.7%	38.4%	27.8%
%H		25.8%	13.4%	68.4%	12.7%	55.8%	79.6%
40" - 49"	1251	466	233	767	280	487	1139
%V	42.4%	47.3%	47.7%	41.0%	48.9%	37.5%	44.6%
%H		37.3%	18.6%	61.3%	22.4%	38.9%	91.0%
50" - 59"	497	212	96	283	135	147	478
%V	16.8%	21.5%	19.7%	15.1%	23.6%	11.3%	18.7%
%H		42.7%	19.3%	56.9%	27.2%	29.6%	96.2%
60"+	68	33	11	40	20	20	68
%V	2.3%	3.3%	2.3%	2.1%	3.5%	1.5%	2.7%
%H		48.5%	16.2%	58.8%	29.4%	29.4%	100.0%
Don't know	49	15	6	27	4	23	35
%V	1.7%	1.5%	1.2%	1.4%	0.7%	1.8%	1.4%
%H		30.6%	12.2%	55.1%	8.2%	46.9%	71.4%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2950	986	488	1871	573	1298	2556
%H		33.4%	16.5%	63.4%	19.4%	44.0%	86.6%
PVR	1583	912	449	756	522	234	1487
%V	53.7%	92.5%	92.0%	40.4%	91.1%	18.0%	58.2%
%H		57.6%	28.4%	47.8%	33.0%	14.8%	93.9%
DVDR	14	4	2	13	4	9	11
%V	0.5%	0.4%	0.4%	0.7%	0.7%	0.7%	0.4%
%H		28.6%	14.3%	92.9%	28.6%	64.3%	78.6%
VCR	6	2	1	5	2	3	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	83.3%
Any recorder	1591	912	449	764	522	242	1492
%V	53.9%	92.5%	92.0%	40.8%	91.1%	18.6%	58.4%
%H		57.3%	28.2%	48.0%	32.8%	15.2%	93.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2950	986	488	1871	573	1298	2556
%H		33.4%	16.5%	63.4%	19.4%	44.0%	86.6%
Receives HDTV (via STB or built-in reception)	2002	899	362	1273	518	755	1822
%V	67.9%	91.2%	74.2%	68.0%	90.4%	58.2%	71.3%
%H		44.9%	18.1%	63.6%	25.9%	37.7%	91.0%
DVD/Blu-ray player or recorder	1167	391	207	801	294	507	1040
%V	39.6%	39.7%	42.4%	42.8%	51.3%	39.1%	40.7%
%H		33.5%	17.7%	68.6%	25.2%	43.4%	89.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2841	1164	589	1973	948	1025	2686
%H		41.0%	20.7%	69.4%	33.4%	36.1%	94.5%
Under 20"	186	61	47	150	70	80	177
%V	6.5%	5.2%	8.0%	7.6%	7.4%	7.8%	6.6%
%H		32.8%	25.3%	80.6%	37.6%	43.0%	95.2%
20" - 29"	737	267	133	566	243	323	673
%V	25.9%	22.9%	22.6%	28.7%	25.6%	31.5%	25.1%
%H		36.2%	18.0%	76.8%	33.0%	43.8%	91.3%
30" - 39"	1143	484	232	775	378	397	1084
%V	40.2%	41.6%	39.4%	39.3%	39.9%	38.7%	40.4%
%H		42.3%	20.3%	67.8%	33.1%	34.7%	94.8%
40" - 49"	564	255	134	353	192	161	544
%V	19.9%	21.9%	22.8%	17.9%	20.3%	15.7%	20.3%
%H		45.2%	23.8%	62.6%	34.0%	28.5%	96.5%
50" - 59"	155	79	32	92	54	38	155
%V	5.5%	6.8%	5.4%	4.7%	5.7%	3.7%	5.8%
%H		51.0%	20.6%	59.4%	34.8%	24.5%	100.0%
60"+	21	11	3	14	7	7	21
%V	0.7%	0.9%	0.5%	0.7%	0.7%	0.7%	0.8%
%H		52.4%	14.3%	66.7%	33.3%	33.3%	100.0%
Don't know	34	6	7	22	3	19	33
%V	1.2%	0.5%	1.2%	1.1%	0.3%	1.9%	1.2%
%H		17.6%	20.6%	64.7%	8.8%	55.9%	97.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Set level data

Table 10.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2841	1164	589	1973	948	1025	2686
%H		41.0%	20.7%	69.4%	33.4%	36.1%	94.5%
PVR	868	571	255	319	262	57	851
%V	30.6%	49.1%	43.3%	16.2%	27.6%	5.6%	31.7%
%H		65.8%	29.4%	36.8%	30.2%	6.6%	98.0%
DVDR	4	0	0	4	0	4	3
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	75.0%
VCR	4	1	1	4	1	3	4
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.3%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	75.0%	100.0%
Any recorder	874	571	255	325	263	62	855
%V	30.8%	49.1%	43.3%	16.5%	27.7%	6.0%	31.8%
%H		65.3%	29.2%	37.2%	30.1%	7.1%	97.8%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2841	1164	589	1973	948	1025	2686
%H		41.0%	20.7%	69.4%	33.4%	36.1%	94.5%
Receives HDTV (via STB or built-in reception)	1311	690	254	830	445	385	1266
%V	46.1%	59.3%	43.1%	42.1%	46.9%	37.6%	47.1%
%H		52.6%	19.4%	63.3%	33.9%	29.4%	96.6%
DVD/Blu-ray player or recorder	693	269	152	482	236	246	673
%V	24.4%	23.1%	25.8%	24.4%	24.9%	24.0%	25.1%
%H		38.8%	21.9%	69.6%	34.1%	35.5%	97.1%

Base: BBC North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7086	6842	2481	1275	4033	1421	2612	6524
%H		96.6%	35.0%	18.0%	56.9%	20.1%	36.9%	92.1%
Total Children	1401	1357	514	246	676	241	435	1371
%V	19.8%	19.8%	20.7%	19.3%	16.8%	17.0%	16.7%	21.0%
%H		96.9%	36.7%	17.6%	48.3%	17.2%	31.0%	97.9%
0 - 3	322	309	116	42	126	35	91	313
%V	4.5%	4.5%	4.7%	3.3%	3.1%	2.5%	3.5%	4.8%
%H		96.0%	36.0%	13.0%	39.1%	10.9%	28.3%	97.2%
4 - 15	1079	1048	398	204	550	206	344	1058
%V	15.2%	15.3%	16.0%	16.0%	13.6%	14.5%	13.2%	16.2%
%H		97.1%	36.9%	18.9%	51.0%	19.1%	31.9%	98.1%
4 - 9	548	531	196	89	272	88	184	536
%V	7.7%	7.8%	7.9%	7.0%	6.7%	6.2%	7.0%	8.2%
%H		96.9%	35.8%	16.2%	49.6%	16.1%	33.6%	97.8%
10 - 15	531	517	202	116	278	118	160	522
%V	7.5%	7.6%	8.1%	9.1%	6.9%	8.3%	6.1%	8.0%
%H		97.4%	38.0%	21.8%	52.4%	22.2%	30.1%	98.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7086	6842	2481	1275	4033	1421	2612	6524
%H		96.6%	35.0%	18.0%	56.9%	20.1%	36.9%	92.1%
Total Adults (16+)	5686	5485	1966	1029	3357	1180	2176	5152
%V	80.2%	80.2%	79.2%	80.7%	83.2%	83.0%	83.3%	79.0%
%H		96.5%	34.6%	18.1%	59.0%	20.8%	38.3%	90.6%
16 - 19	277	269	109	68	151	67	84	269
%V	3.9%	3.9%	4.4%	5.3%	3.7%	4.7%	3.2%	4.1%
%H		97.1%	39.4%	24.5%	54.5%	24.2%	30.3%	97.1%
20 - 24	424	397	122	83	226	89	137	412
%V	6.0%	5.8%	4.9%	6.5%	5.6%	6.3%	5.2%	6.3%
%H		93.6%	28.8%	19.6%	53.3%	21.0%	32.3%	97.2%
25 - 34	968	894	315	137	438	141	297	939
%V	13.7%	13.1%	12.7%	10.7%	10.9%	9.9%	11.4%	14.4%
%H		92.4%	32.5%	14.2%	45.2%	14.6%	30.7%	97.0%
35 - 44	865	834	306	167	427	131	296	831
%V	12.2%	12.2%	12.3%	13.1%	10.6%	9.2%	11.3%	12.7%
%H		96.4%	35.4%	19.3%	49.4%	15.1%	34.2%	96.1%
45 - 54	942	916	364	192	565	238	326	899
%V	13.3%	13.4%	14.7%	15.1%	14.0%	16.7%	12.5%	13.8%
%H		97.2%	38.6%	20.4%	60.0%	25.3%	34.6%	95.4%
55 - 64	918	898	353	192	603	255	349	842
%V	13.0%	13.1%	14.2%	15.1%	15.0%	17.9%	13.4%	12.9%
%H		97.8%	38.5%	20.9%	65.7%	27.8%	38.0%	91.7%
65+	1292	1278	396	190	946	258	687	961
%V	18.2%	18.7%	16.0%	14.9%	23.5%	18.2%	26.3%	14.7%
%H		98.9%	30.7%	14.7%	73.2%	20.0%	53.2%	74.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5686	5485	1966	1029	3357	1180	2176	5152
%H		96.5%	34.6%	18.1%	59.0%	20.8%	38.3%	90.6%
AB	1169	1132	501	201	699	318	381	1142
%V	20.6%	20.6%	25.5%	19.5%	20.8%	26.9%	17.5%	22.2%
%H		96.8%	42.9%	17.2%	59.8%	27.2%	32.6%	97.7%
C1	1577	1532	496	298	970	331	640	1490
%V	27.7%	27.9%	25.2%	29.0%	28.9%	28.1%	29.4%	28.9%
%H		97.1%	31.5%	18.9%	61.5%	21.0%	40.6%	94.5%
C2	1075	1050	425	247	621	278	343	1018
%V	18.9%	19.1%	21.6%	24.0%	18.5%	23.6%	15.8%	19.8%
%H		97.7%	39.5%	23.0%	57.8%	25.9%	31.9%	94.7%
D	1021	961	302	185	541	161	380	906
%V	18.0%	17.5%	15.4%	18.0%	16.1%	13.6%	17.5%	17.6%
%H		94.1%	29.6%	18.1%	53.0%	15.8%	37.2%	88.7%
E	843	810	243	98	526	93	433	596
%V	14.8%	14.8%	12.4%	9.5%	15.7%	7.9%	19.9%	11.6%
%H		96.1%	28.8%	11.6%	62.4%	11.0%	51.4%	70.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5686	5485	1966	1029	3357	1180	2176	5152
%H		96.5%	34.6%	18.1%	59.0%	20.8%	38.3%	90.6%
Working full time	2779	2678	1055	550	1513	614	899	2705
%V	48.9%	48.8%	53.7%	53.4%	45.1%	52.0%	41.3%	52.5%
%H		96.4%	38.0%	19.8%	54.4%	22.1%	32.3%	97.3%
Working part time	472	452	155	100	265	106	159	453
%V	8.3%	8.2%	7.9%	9.7%	7.9%	9.0%	7.3%	8.8%
%H		95.8%	32.8%	21.2%	56.1%	22.5%	33.7%	96.0%
Not working	2430	2350	755	377	1576	460	1116	1990
%V	42.7%	42.8%	38.4%	36.6%	46.9%	39.0%	51.3%	38.6%
%H		96.7%	31.1%	15.5%	64.9%	18.9%	45.9%	81.9%
Houseperson	3077	2951	986	488	1871	573	1298	2654
%V	54.1%	53.8%	50.2%	47.4%	55.7%	48.6%	59.7%	51.5%
%H		95.9%	32.0%	15.9%	60.8%	18.6%	42.2%	86.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2786	2667	966	511	1620	577	1043	2529
%H		95.7%	34.7%	18.3%	58.1%	20.7%	37.4%	90.8%
16 - 19	148	143	62	32	86	39	47	145
%V	5.3%	5.4%	6.4%	6.3%	5.3%	6.8%	4.5%	5.7%
%H		96.6%	41.9%	21.6%	58.1%	26.4%	31.8%	98.0%
20 - 24	209	195	63	42	120	51	69	205
%V	7.5%	7.3%	6.5%	8.2%	7.4%	8.8%	6.6%	8.1%
%H		93.3%	30.1%	20.1%	57.4%	24.4%	33.0%	98.1%
25 - 34	486	445	152	68	224	73	151	472
%V	17.4%	16.7%	15.7%	13.3%	13.8%	12.7%	14.5%	18.7%
%H		91.6%	31.3%	14.0%	46.1%	15.0%	31.1%	97.1%
35 - 44	426	403	143	81	199	55	144	407
%V	15.3%	15.1%	14.8%	15.9%	12.3%	9.5%	13.8%	16.1%
%H		94.6%	33.6%	19.0%	46.7%	12.9%	33.8%	95.5%
45 - 54	460	448	178	95	275	112	163	430
%V	16.5%	16.8%	18.4%	18.6%	17.0%	19.4%	15.6%	17.0%
%H		97.4%	38.7%	20.7%	59.8%	24.3%	35.4%	93.5%
55 - 64	449	436	170	100	287	122	165	414
%V	16.1%	16.3%	17.6%	19.6%	17.7%	21.1%	15.8%	16.4%
%H		97.1%	37.9%	22.3%	63.9%	27.2%	36.7%	92.2%
65+	608	597	198	93	429	125	304	455
%V	21.8%	22.4%	20.5%	18.2%	26.5%	21.7%	29.1%	18.0%
%H		98.2%	32.6%	15.3%	70.6%	20.6%	50.0%	74.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2786	2667	966	511	1620	577	1043	2529
%H		95.7%	34.7%	18.3%	58.1%	20.7%	37.4%	90.8%
AB	581	560	246	106	344	161	183	571
%V	20.9%	21.0%	25.5%	20.7%	21.2%	27.9%	17.5%	22.6%
%H		96.4%	42.3%	18.2%	59.2%	27.7%	31.5%	98.3%
C1	723	701	223	143	440	148	292	691
%V	26.0%	26.3%	23.1%	28.0%	27.2%	25.6%	28.0%	27.3%
%H		97.0%	30.8%	19.8%	60.9%	20.5%	40.4%	95.6%
C2	568	553	221	123	332	142	190	536
%V	20.4%	20.7%	22.9%	24.1%	20.5%	24.6%	18.2%	21.2%
%H		97.4%	38.9%	21.7%	58.5%	25.0%	33.5%	94.4%
D	517	477	158	89	262	79	183	455
%V	18.6%	17.9%	16.4%	17.4%	16.2%	13.7%	17.5%	18.0%
%H		92.3%	30.6%	17.2%	50.7%	15.3%	35.4%	88.0%
E	396	377	118	49	241	46	195	275
%V	14.2%	14.1%	12.2%	9.6%	14.9%	8.0%	18.7%	10.9%
%H		95.2%	29.8%	12.4%	60.9%	11.6%	49.2%	69.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2786	2667	966	511	1620	577	1043	2529
%H		95.7%	34.7%	18.3%	58.1%	20.7%	37.4%	90.8%
Working full time	1589	1517	588	321	858	349	509	1551
%V	57.0%	56.9%	60.9%	62.8%	53.0%	60.5%	48.8%	61.3%
%H		95.5%	37.0%	20.2%	54.0%	22.0%	32.0%	97.6%
Working part time	127	117	41	24	69	24	45	116
%V	4.6%	4.4%	4.2%	4.7%	4.3%	4.2%	4.3%	4.6%
%H		92.1%	32.3%	18.9%	54.3%	18.9%	35.4%	91.3%
Not working	1068	1030	337	164	692	203	489	859
%V	38.3%	38.6%	34.9%	32.1%	42.7%	35.2%	46.9%	34.0%
%H		96.4%	31.6%	15.4%	64.8%	19.0%	45.8%	80.4%
Houseperson	869	799	224	137	497	111	386	688
%V	31.2%	30.0%	23.2%	26.8%	30.7%	19.2%	37.0%	27.2%
%H		91.9%	25.8%	15.8%	57.2%	12.8%	44.4%	79.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2900	2818	1001	518	1737	604	1133	2624
%H		97.2%	34.5%	17.9%	59.9%	20.8%	39.1%	90.5%
16 - 19	129	126	47	36	65	28	37	124
%V	4.4%	4.5%	4.7%	6.9%	3.7%	4.6%	3.3%	4.7%
%H		97.7%	36.4%	27.9%	50.4%	21.7%	28.7%	96.1%
20 - 24	215	202	59	42	106	39	68	208
%V	7.4%	7.2%	5.9%	8.1%	6.1%	6.5%	6.0%	7.9%
%H		94.0%	27.4%	19.5%	49.3%	18.1%	31.6%	96.7%
25 - 34	482	449	163	69	214	68	146	467
%V	16.6%	15.9%	16.3%	13.3%	12.3%	11.3%	12.9%	17.8%
%H		93.2%	33.8%	14.3%	44.4%	14.1%	30.3%	96.9%
35 - 44	439	431	164	86	229	76	153	423
%V	15.1%	15.3%	16.4%	16.6%	13.2%	12.6%	13.5%	16.1%
%H		98.2%	37.4%	19.6%	52.2%	17.3%	34.9%	96.4%
45 - 54	482	468	186	96	290	126	164	469
%V	16.6%	16.6%	18.6%	18.5%	16.7%	20.9%	14.5%	17.9%
%H		97.1%	38.6%	19.9%	60.2%	26.1%	34.0%	97.3%
55 - 64	469	462	183	92	316	133	183	429
%V	16.2%	16.4%	18.3%	17.8%	18.2%	22.0%	16.2%	16.3%
%H		98.5%	39.0%	19.6%	67.4%	28.4%	39.0%	91.5%
65+	684	680	198	97	516	133	383	505
%V	23.6%	24.1%	19.8%	18.7%	29.7%	22.0%	33.8%	19.2%
%H		99.4%	28.9%	14.2%	75.4%	19.4%	56.0%	73.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2900	2818	1001	518	1737	604	1133	2624
	%H		97.2%	34.5%	17.9%	59.9%	20.8%	39.1%	90.5%
AB		588	573	254	94	354	157	198	570
	%V	20.3%	20.3%	25.4%	18.1%	20.4%	26.0%	17.5%	21.7%
	%H		97.4%	43.2%	16.0%	60.2%	26.7%	33.7%	96.9%
C1		854	831	273	155	530	183	347	799
	%V	29.4%	29.5%	27.3%	29.9%	30.5%	30.3%	30.6%	30.4%
	%H		97.3%	32.0%	18.1%	62.1%	21.4%	40.6%	93.6%
C2		507	497	204	124	289	135	153	482
	%V	17.5%	17.6%	20.4%	23.9%	16.6%	22.4%	13.5%	18.4%
	%H		98.0%	40.2%	24.5%	57.0%	26.6%	30.2%	95.1%
D		503	484	144	96	279	82	197	451
	%V	17.3%	17.2%	14.4%	18.5%	16.1%	13.6%	17.4%	17.2%
	%H		96.2%	28.6%	19.1%	55.5%	16.3%	39.2%	89.7%
E		447	433	126	49	285	47	238	321
	%V	15.4%	15.4%	12.6%	9.5%	16.4%	7.8%	21.0%	12.2%
	%H		96.9%	28.2%	11.0%	63.8%	10.5%	53.2%	71.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2900	2818	1001	518	1737	604	1133	2624
%H		97.2%	34.5%	17.9%	59.9%	20.8%	39.1%	90.5%
Working full time	1190	1160	467	229	655	265	390	1154
%V	41.0%	41.2%	46.7%	44.2%	37.7%	43.9%	34.4%	44.0%
%H		97.5%	39.2%	19.2%	55.0%	22.3%	32.8%	97.0%
Working part time	345	335	114	76	196	82	114	337
%V	11.9%	11.9%	11.4%	14.7%	11.3%	13.6%	10.1%	12.8%
%H		97.1%	33.0%	22.0%	56.8%	23.8%	33.0%	97.7%
Not working	1361	1320	418	213	884	257	628	1130
%V	46.9%	46.8%	41.8%	41.1%	50.9%	42.5%	55.4%	43.1%
%H		97.0%	30.7%	15.7%	65.0%	18.9%	46.1%	83.0%
Houseperson	2207	2152	763	350	1373	462	912	1966
%V	76.1%	76.4%	76.2%	67.6%	79.0%	76.5%	80.5%	74.9%
%H		97.5%	34.6%	15.9%	62.2%	20.9%	41.3%	89.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
AB	636	604	243	93	351	136	215	611
%V	25.4%	25.7%	27.3%	25.5%	25.6%	28.0%	24.3%	27.3%
%H (All HH)		95.0%	38.2%	14.6%	55.2%	21.4%	33.8%	96.1%
%H (TV HH)			40.2%	15.4%	58.1%	22.5%	35.6%	
C1	717	660	249	101	384	145	239	663
%V	28.6%	28.0%	27.9%	27.7%	28.0%	29.9%	27.0%	29.7%
%H (All HH)		92.1%	34.7%	14.1%	53.6%	20.2%	33.3%	92.5%
%H (TV HH)			37.7%	15.3%	58.2%	22.0%	36.2%	
C2	499	482	198	79	271	102	169	454
%V	19.9%	20.5%	22.2%	21.7%	19.8%	21.0%	19.1%	20.3%
%H (All HH)		96.6%	39.7%	15.8%	54.3%	20.4%	33.9%	91.0%
%H (TV HH)			41.1%	16.4%	56.2%	21.2%	35.1%	
D	412	384	135	66	215	68	148	336
%V	16.4%	16.3%	15.2%	18.1%	15.7%	14.0%	16.7%	15.0%
%H (All HH)		93.2%	32.8%	16.0%	52.2%	16.5%	35.9%	81.6%
%H (TV HH)			35.2%	17.2%	56.0%	17.7%	38.5%	
E	240	223	66	26	151	35	116	170
%V	9.6%	9.5%	7.4%	7.1%	11.0%	7.2%	13.1%	7.6%
%H (All HH)		92.9%	27.5%	10.8%	62.9%	14.6%	48.3%	70.8%
%H (TV HH)			29.6%	11.7%	67.7%	15.7%	52.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Under 25	115	79	15	7	24	5	18	114
%V	4.6%	3.4%	1.7%	1.9%	1.7%	1.0%	2.0%	5.1%
%H (All HH)		68.7%	13.0%	6.1%	20.9%	4.3%	15.7%	99.1%
%H (TV HH)			19.0%	8.9%	30.4%	6.3%	22.8%	
25 - 34	376	327	100	33	128	33	95	367
%V	15.0%	13.9%	11.2%	9.1%	9.3%	6.8%	10.7%	16.4%
%H (All HH)		87.0%	26.6%	8.8%	34.0%	8.8%	25.3%	97.6%
%H (TV HH)			30.6%	10.1%	39.1%	10.1%	29.1%	
35 - 44	393	364	160	49	176	73	103	380
%V	15.7%	15.5%	18.0%	13.5%	12.8%	15.1%	11.6%	17.0%
%H (All HH)		92.6%	40.7%	12.5%	44.8%	18.6%	26.2%	96.7%
%H (TV HH)			44.0%	13.5%	48.4%	20.1%	28.3%	
45 - 54	451	433	191	74	254	105	149	440
%V	18.0%	18.4%	21.4%	20.3%	18.5%	21.6%	16.8%	19.7%
%H (All HH)		96.0%	42.4%	16.4%	56.3%	23.3%	33.0%	97.6%
%H (TV HH)			44.1%	17.1%	58.7%	24.2%	34.4%	
55 - 64	470	459	198	92	278	115	163	433
%V	18.8%	19.5%	22.2%	25.3%	20.3%	23.7%	18.4%	19.4%
%H (All HH)		97.7%	42.1%	19.6%	59.1%	24.5%	34.7%	92.1%
%H (TV HH)			43.1%	20.0%	60.6%	25.1%	35.5%	
65 +	699	691	226	109	512	154	358	500
%V	27.9%	29.4%	25.4%	29.9%	37.3%	31.8%	40.4%	22.4%
%H (All HH)		98.9%	32.3%	15.6%	73.2%	22.0%	51.2%	71.5%
%H (TV HH)			32.7%	15.8%	74.1%	22.3%	51.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
1	923	844	242	107	560	121	440	698
%V	36.8%	35.9%	27.2%	29.4%	40.8%	24.9%	49.7%	31.2%
%H (All HH)		91.4%	26.2%	11.6%	60.7%	13.1%	47.7%	75.6%
%H (TV HH)			28.7%	12.7%	66.4%	14.3%	52.1%	
2	846	812	313	133	470	191	279	807
%V	33.8%	34.5%	35.1%	36.5%	34.3%	39.4%	31.5%	36.1%
%H (All HH)		96.0%	37.0%	15.7%	55.6%	22.6%	33.0%	95.4%
%H (TV HH)			38.5%	16.4%	57.9%	23.5%	34.4%	
3	349	330	147	62	164	79	85	348
%V	13.9%	14.0%	16.5%	17.0%	12.0%	16.3%	9.6%	15.6%
%H (All HH)		94.6%	42.1%	17.8%	47.0%	22.6%	24.4%	99.7%
%H (TV HH)			44.5%	18.8%	49.7%	23.9%	25.8%	
4	281	268	140	44	129	71	59	277
%V	11.2%	11.4%	15.7%	12.1%	9.4%	14.6%	6.7%	12.4%
%H (All HH)		95.4%	49.8%	15.7%	45.9%	25.3%	21.0%	98.6%
%H (TV HH)			52.2%	16.4%	48.1%	26.5%	22.0%	
5+	106	100	49	18	49	24	25	105
%V	4.2%	4.2%	5.5%	4.9%	3.6%	4.9%	2.8%	4.7%
%H (All HH)		94.3%	46.2%	17.0%	46.2%	22.6%	23.6%	99.1%
%H (TV HH)			49.0%	18.0%	49.0%	24.0%	25.0%	
Average HH size	2.14	2.15	2.40	2.27	2.02	2.37	1.82	2.25

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Without	1968	1838	657	286	1125	382	744	1704
%V	78.6%	78.1%	73.7%	78.6%	82.0%	78.8%	84.0%	76.2%
%H (All HH)		93.4%	33.4%	14.5%	57.2%	19.4%	37.8%	86.6%
%H (TV HH)			35.7%	15.6%	61.2%	20.8%	40.5%	
With	537	515	234	78	246	104	143	531
%V	21.4%	21.9%	26.3%	21.4%	17.9%	21.4%	16.1%	23.8%
%H (All HH)		95.9%	43.6%	14.5%	45.8%	19.4%	26.6%	98.9%
%H (TV HH)			45.4%	15.1%	47.8%	20.2%	27.8%	
0 - 3	179	168	72	26	80	32	48	174
%V	7.1%	7.1%	8.1%	7.1%	5.8%	6.6%	5.4%	7.8%
%H (All HH)		93.9%	40.2%	14.5%	44.7%	17.9%	26.8%	97.2%
%H (TV HH)			42.9%	15.5%	47.6%	19.0%	28.6%	
4 - 9	273	262	116	38	115	45	69	271
%V	10.9%	11.1%	13.0%	10.4%	8.4%	9.3%	7.8%	12.1%
%H (All HH)		96.0%	42.5%	13.9%	42.1%	16.5%	25.3%	99.3%
%H (TV HH)			44.3%	14.5%	43.9%	17.2%	26.3%	
10 - 15	263	256	127	42	129	62	67	261
%V	10.5%	10.9%	14.3%	11.5%	9.4%	12.8%	7.6%	11.7%
%H (All HH)		97.3%	48.3%	16.0%	49.0%	23.6%	25.5%	99.2%
%H (TV HH)			49.6%	16.4%	50.4%	24.2%	26.2%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
1	941	941	252	114	484	62	422	785
%V	37.6%	40.0%	28.3%	31.3%	35.3%	12.8%	47.6%	35.1%
%H (All HH)		100.0%	26.8%	12.1%	51.4%	6.6%	44.8%	83.4%
%H (TV HH)			26.8%	12.1%	51.4%	6.6%	44.8%	
2	793	793	317	141	491	195	296	716
%V	31.7%	33.7%	35.6%	38.7%	35.8%	40.2%	33.4%	32.0%
%H (All HH)		100.0%	40.0%	17.8%	61.9%	24.6%	37.3%	90.3%
%H (TV HH)			40.0%	17.8%	61.9%	24.6%	37.3%	
3	382	382	188	59	241	122	119	370
%V	15.2%	16.2%	21.1%	16.2%	17.6%	25.2%	13.4%	16.6%
%H (All HH)		100.0%	49.2%	15.4%	63.1%	31.9%	31.2%	96.9%
%H (TV HH)			49.2%	15.4%	63.1%	31.9%	31.2%	
4	166	166	93	39	109	77	33	166
%V	6.6%	7.1%	10.4%	10.7%	7.9%	15.9%	3.7%	7.4%
%H (All HH)		100.0%	56.0%	23.5%	65.7%	46.4%	19.9%	100.0%
%H (TV HH)			56.0%	23.5%	65.7%	46.4%	19.9%	
5+	70	70	41	12	46	29	16	70
%V	2.8%	3.0%	4.6%	3.3%	3.4%	6.0%	1.8%	3.1%
%H (All HH)		100.0%	58.6%	17.1%	65.7%	41.4%	22.9%	100.0%
%H (TV HH)			58.6%	17.1%	65.7%	41.4%	22.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%V (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Under 20"	119	119	42	20	95	40	55	110
%V	4.8%	5.1%	4.7%	5.5%	6.9%	8.2%	6.2%	4.9%
%H (All HH)		100.0%	35.3%	16.8%	79.8%	33.6%	46.2%	92.4%
%H (TV HH)			35.3%	16.8%	79.8%	33.6%	46.2%	
20" - 29"	547	547	213	86	386	156	229	481
%V	21.8%	23.2%	23.9%	23.6%	28.1%	32.2%	25.8%	21.5%
%H (All HH)		100.0%	38.9%	15.7%	70.6%	28.5%	41.9%	87.9%
%H (TV HH)			38.9%	15.7%	70.6%	28.5%	41.9%	
30" - 39"	1184	1184	440	173	748	273	474	1041
%V	47.3%	50.3%	49.4%	47.5%	54.5%	56.3%	53.5%	46.6%
%H (All HH)		100.0%	37.2%	14.6%	63.2%	23.1%	40.0%	87.9%
%H (TV HH)			37.2%	14.6%	63.2%	23.1%	40.0%	
40" - 49"	1230	1230	538	210	711	312	400	1157
%V	49.1%	52.3%	60.4%	57.7%	51.8%	64.3%	45.1%	51.8%
%H (All HH)		100.0%	43.7%	17.1%	57.8%	25.4%	32.5%	94.1%
%H (TV HH)			43.7%	17.1%	57.8%	25.4%	32.5%	
50" - 59"	535	535	262	103	278	147	131	519
%V	21.4%	22.7%	29.4%	28.3%	20.3%	30.3%	14.8%	23.2%
%H (All HH)		100.0%	49.0%	19.3%	52.0%	27.5%	24.5%	97.0%
%H (TV HH)			49.0%	19.3%	52.0%	27.5%	24.5%	
60"+	106	106	55	17	46	24	22	105
%V	4.2%	4.5%	6.2%	4.7%	3.4%	4.9%	2.5%	4.7%
%H (All HH)		100.0%	51.9%	16.0%	43.4%	22.6%	20.8%	99.1%
%H (TV HH)			51.9%	16.0%	43.4%	22.6%	20.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%V (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Main living room	2325	2325	884	361	1358	480	878	2079
%V	92.8%	98.8%	99.2%	99.2%	99.0%	99.0%	99.1%	93.0%
%H (All HH)		100.0%	38.0%	15.5%	58.4%	20.6%	37.8%	89.4%
%H (TV HH)			38.0%	15.5%	58.4%	20.6%	37.8%	
Kitchen	240	240	122	30	178	92	86	228
%V	9.6%	10.2%	13.7%	8.2%	13.0%	19.0%	9.7%	10.2%
%H (All HH)		100.0%	50.8%	12.5%	74.2%	38.3%	35.8%	95.0%
%H (TV HH)			50.8%	12.5%	74.2%	38.3%	35.8%	
Adult's bedroom	1081	1081	494	197	674	336	339	1004
%V	43.2%	45.9%	55.4%	54.1%	49.1%	69.3%	38.3%	44.9%
%H (All HH)		100.0%	45.7%	18.2%	62.3%	31.1%	31.4%	92.9%
%H (TV HH)			45.7%	18.2%	62.3%	31.1%	31.4%	
Child's bedroom	237	237	120	41	119	62	57	235
%V	9.5%	10.1%	13.5%	11.3%	8.7%	12.8%	6.4%	10.5%
%H (All HH)		100.0%	50.6%	17.3%	50.2%	26.2%	24.1%	99.2%
%H (TV HH)			50.6%	17.3%	50.2%	26.2%	24.1%	
Other bedroom	103	103	51	15	80	47	33	99
%V	4.1%	4.4%	5.7%	4.1%	5.8%	9.7%	3.7%	4.4%
%H (All HH)		100.0%	49.5%	14.6%	77.7%	45.6%	32.0%	96.1%
%H (TV HH)			49.5%	14.6%	77.7%	45.6%	32.0%	
Second living/dining room	184	184	89	39	116	60	56	179
%V	7.3%	7.8%	10.0%	10.7%	8.5%	12.4%	6.3%	8.0%
%H (All HH)		100.0%	48.4%	21.2%	63.0%	32.6%	30.4%	97.3%
%H (TV HH)			48.4%	21.2%	63.0%	32.6%	30.4%	
Study/office	30	30	15	6	20	11	9	29
%V	1.2%	1.3%	1.7%	1.6%	1.5%	2.3%	1.0%	1.3%
%H (All HH)		100.0%	50.0%	20.0%	66.7%	36.7%	30.0%	96.7%
%H (TV HH)			50.0%	20.0%	66.7%	36.7%	30.0%	
TV room	45	45	23	4	26	10	15	45
%V	1.8%	1.9%	2.6%	1.1%	1.9%	2.1%	1.7%	2.0%
%H (All HH)		100.0%	51.1%	8.9%	57.8%	22.2%	33.3%	100.0%
%H (TV HH)			51.1%	8.9%	57.8%	22.2%	33.3%	
Conservatory	49	49	27	8	37	22	15	48
%V	2.0%	2.1%	3.0%	2.2%	2.7%	4.5%	1.7%	2.1%
%H (All HH)		100.0%	55.1%	16.3%	75.5%	44.9%	30.6%	98.0%
%H (TV HH)			55.1%	16.3%	75.5%	44.9%	30.6%	
Attic or loft room	5	5	2	3	4	3	1	5
%V	0.2%	0.2%	0.2%	0.8%	0.3%	0.6%	0.1%	0.2%
%H (All HH)		100.0%	40.0%	60.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			40.0%	60.0%	80.0%	60.0%	20.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	25	25	10	5	15	5	10	24
%V	1.0%	1.1%	1.1%	1.4%	1.1%	1.0%	1.1%	1.1%
%H (All HH)		100.0%	40.0%	20.0%	60.0%	20.0%	40.0%	96.0%
%H (TV HH)			40.0%	20.0%	60.0%	20.0%	40.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Any DSAT provider	891	891	891	15	350	350	0	851
%V	35.6%	37.9%	100.0%	4.1%	25.5%	72.2%	0.0%	38.1%
%H (All HH)			100.0%	1.7%	39.3%	39.3%	0.0%	95.5%
%H (TV HH)			100.0%	1.7%	39.3%	39.3%	0.0%	
Sky with subcription	763	763	763	10	303	303	0	730
%V	30.5%	32.4%	85.6%	2.7%	22.1%	62.5%	0.0%	32.7%
%H (All HH)			100.0%	1.3%	39.7%	39.7%	0.0%	95.7%
%H (TV HH)			100.0%	1.3%	39.7%	39.7%	0.0%	
Sky without subscription	48	48	48	3	17	17	0	45
%V	1.9%	2.0%	5.4%	0.8%	1.2%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	6.3%	35.4%	35.4%	0.0%	93.8%
%H (TV HH)			100.0%	6.3%	35.4%	35.4%	0.0%	
Freesat	68	68	68	1	27	27	0	66
%V	2.7%	2.9%	7.6%	0.3%	2.0%	5.6%	0.0%	3.0%
%H (All HH)			100.0%	1.5%	39.7%	39.7%	0.0%	97.1%
%H (TV HH)			100.0%	1.5%	39.7%	39.7%	0.0%	
Other satellite provider	43	43	43	4	16	16	0	41
%V	1.7%	1.8%	4.8%	1.1%	1.2%	3.3%	0.0%	1.8%
%H (All HH)			100.0%	9.3%	37.2%	37.2%	0.0%	95.3%
%H (TV HH)			100.0%	9.3%	37.2%	37.2%	0.0%	
DCAB	364	364	15	364	141	141	0	348
%V	14.5%	15.5%	1.7%	100.0%	10.3%	29.1%	0.0%	15.6%
%H (All HH)			4.1%	100.0%	38.7%	38.7%	0.0%	95.6%
%H (TV HH)			4.1%	100.0%	38.7%	38.7%	0.0%	
DTT	1372	1372	350	141	1372	485	886	1166
%V	54.8%	58.3%	39.3%	38.7%	100.0%	100.0%	100.0%	52.2%
%H (All HH)		100.0%	25.5%	10.3%	100.0%	35.3%	64.6%	85.0%
%H (TV HH)			25.5%	10.3%	100.0%	35.3%	64.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
PVR	1379	1379	817	343	690	459	231	1322
%V	55.0%	58.6%	91.7%	94.2%	50.3%	94.6%	26.1%	59.1%
%H (All HH)		100.0%	59.2%	24.9%	50.0%	33.3%	16.8%	95.9%
%H (TV HH)			59.2%	24.9%	50.0%	33.3%	16.8%	
DVDR	19	19	10	1	14	6	8	17
%V	0.8%	0.8%	1.1%	0.3%	1.0%	1.2%	0.9%	0.8%
%H (All HH)		100.0%	52.6%	5.3%	73.7%	31.6%	42.1%	89.5%
%H (TV HH)			52.6%	5.3%	73.7%	31.6%	42.1%	
VCR	8	8	1	1	7	1	7	4
%V	0.3%	0.3%	0.1%	0.3%	0.5%	0.2%	0.8%	0.2%
%H (All HH)		100.0%	12.5%	12.5%	87.5%	12.5%	87.5%	50.0%
%H (TV HH)			12.5%	12.5%	87.5%	12.5%	87.5%	
Any recorder	1395	1395	821	343	702	460	242	1331
%V	55.7%	59.3%	92.1%	94.2%	51.2%	94.8%	27.3%	59.6%
%H (All HH)		100.0%	58.9%	24.6%	50.3%	33.0%	17.3%	95.4%
%H (TV HH)			58.9%	24.6%	50.3%	33.0%	17.3%	
Receives HDTV (via STB or built-in reception)	1653	1653	773	332	1019	457	562	1536
%V	66.0%	70.3%	86.8%	91.2%	74.3%	94.2%	63.4%	68.7%
%H (All HH)		100.0%	46.8%	20.1%	61.6%	27.6%	34.0%	92.9%
%H (TV HH)			46.8%	20.1%	61.6%	27.6%	34.0%	
DVD/Blu-ray player or recorder	1430	1430	558	244	859	343	516	1311
%V	57.1%	60.8%	62.6%	67.0%	62.6%	70.7%	58.2%	58.7%
%H (All HH)		100.0%	39.0%	17.1%	60.1%	24.0%	36.1%	91.7%
%H (TV HH)			39.0%	17.1%	60.1%	24.0%	36.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2505	2353	891	364	1372	485	886	2235
%H (All HH)		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%
%H (TV HH)			37.9%	15.5%	58.3%	20.6%	37.7%	
Has broadband internet	2235	2105	851	348	1166	466	700	2235
%V	89.2%	89.5%	95.5%	95.6%	85.0%	96.1%	79.0%	100.0%
%H (All HH)		94.2%	38.1%	15.6%	52.2%	20.9%	31.3%	100.0%
%H (TV HH)			40.4%	16.5%	55.4%	22.1%	33.3%	
Number of computers (PCs and laptops)								
0	435	403	83	38	287	38	248	181
%V	17.4%	17.1%	9.3%	10.4%	20.9%	7.8%	28.0%	8.1%
%H (All HH)		92.6%	19.1%	8.7%	66.0%	8.7%	57.0%	41.6%
%H (TV HH)			20.6%	9.4%	71.2%	9.4%	61.5%	
1	702	649	238	99	379	122	256	689
%V	28.0%	27.6%	26.7%	27.2%	27.6%	25.2%	28.9%	30.8%
%H (All HH)		92.5%	33.9%	14.1%	54.0%	17.4%	36.5%	98.1%
%H (TV HH)			36.7%	15.3%	58.4%	18.8%	39.4%	
2	632	598	249	99	335	146	189	630
%V	25.2%	25.4%	27.9%	27.2%	24.4%	30.1%	21.3%	28.2%
%H (All HH)		94.6%	39.4%	15.7%	53.0%	23.1%	29.9%	99.7%
%H (TV HH)			41.6%	16.6%	56.0%	24.4%	31.6%	
3	345	325	146	56	172	79	93	345
%V	13.8%	13.8%	16.4%	15.4%	12.5%	16.3%	10.5%	15.4%
%H (All HH)		94.2%	42.3%	16.2%	49.9%	22.9%	27.0%	100.0%
%H (TV HH)			44.9%	17.2%	52.9%	24.3%	28.6%	
4	202	196	90	38	106	50	56	202
%V	8.1%	8.3%	10.1%	10.4%	7.7%	10.3%	6.3%	9.0%
%H (All HH)		97.0%	44.6%	18.8%	52.5%	24.8%	27.7%	100.0%
%H (TV HH)			45.9%	19.4%	54.1%	25.5%	28.6%	
5+	189	183	86	35	94	50	44	189
%V	7.5%	7.8%	9.7%	9.6%	6.9%	10.3%	5.0%	8.5%
%H (All HH)		96.8%	45.5%	18.5%	49.7%	26.5%	23.3%	100.0%
%H (TV HH)			47.0%	19.1%	51.4%	27.3%	24.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4719	2042	793	2878	1286	1592	4366
%H		43.3%	16.8%	61.0%	27.3%	33.7%	92.5%
Under 20"	142	52	24	110	48	62	133
%V	3.0%	2.5%	3.0%	3.8%	3.7%	3.9%	3.0%
%H		36.6%	16.9%	77.5%	33.8%	43.7%	93.7%
20" - 29"	658	262	106	475	206	269	587
%V	13.9%	12.8%	13.4%	16.5%	16.0%	16.9%	13.4%
%H		39.8%	16.1%	72.2%	31.3%	40.9%	89.2%
30" - 39"	1537	615	244	960	391	570	1380
%V	32.6%	30.1%	30.8%	33.4%	30.4%	35.8%	31.6%
%H		40.0%	15.9%	62.5%	25.4%	37.1%	89.8%
40" - 49"	1558	722	265	900	422	478	1477
%V	33.0%	35.4%	33.4%	31.3%	32.8%	30.0%	33.8%
%H		46.3%	17.0%	57.8%	27.1%	30.7%	94.8%
50" - 59"	616	306	121	319	173	146	600
%V	13.1%	15.0%	15.3%	11.1%	13.5%	9.2%	13.7%
%H		49.7%	19.6%	51.8%	28.1%	23.7%	97.4%
60"+	114	61	18	49	26	23	112
%V	2.4%	3.0%	2.3%	1.7%	2.0%	1.4%	2.6%
%H		53.5%	15.8%	43.0%	22.8%	20.2%	98.2%
Don't know	95	24	16	66	21	44	77
%V	2.0%	1.2%	2.0%	2.3%	1.6%	2.8%	1.8%
%H		25.3%	16.8%	69.5%	22.1%	46.3%	81.1%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4719	2042	793	2878	1286	1592	4366
%H		43.3%	16.8%	61.0%	27.3%	33.7%	92.5%
Main living room	2334	886	362	1363	482	881	2086
%V	49.5%	43.4%	45.6%	47.4%	37.5%	55.3%	47.8%
%H		38.0%	15.5%	58.4%	20.7%	37.7%	89.4%
Kitchen	241	122	31	178	92	86	229
%V	5.1%	6.0%	3.9%	6.2%	7.2%	5.4%	5.2%
%H		50.6%	12.9%	73.9%	38.2%	35.7%	95.0%
Adult's bedroom	1355	635	260	860	454	406	1275
%V	28.7%	31.1%	32.8%	29.9%	35.3%	25.5%	29.2%
%H		46.9%	19.2%	63.5%	33.5%	30.0%	94.1%
Child's bedroom	321	168	58	159	90	69	319
%V	6.8%	8.2%	7.3%	5.5%	7.0%	4.3%	7.3%
%H		52.3%	18.1%	49.5%	28.0%	21.5%	99.4%
Other bedroom	125	62	17	98	56	42	121
%V	2.6%	3.0%	2.1%	3.4%	4.4%	2.6%	2.8%
%H		49.6%	13.6%	78.4%	44.8%	33.6%	96.8%
Second living/dining room	186	91	39	117	60	57	182
%V	3.9%	4.5%	4.9%	4.1%	4.7%	3.6%	4.2%
%H		48.9%	21.0%	62.9%	32.3%	30.6%	97.8%
Study/office	31	16	6	20	11	9	30
%V	0.7%	0.8%	0.8%	0.7%	0.9%	0.6%	0.7%
%H		51.6%	19.4%	64.5%	35.5%	29.0%	96.8%
TV room	45	23	4	26	10	15	45
%V	1.0%	1.1%	0.5%	0.9%	0.8%	0.9%	1.0%
%H		51.1%	8.9%	57.8%	22.2%	33.3%	100.0%
Conservatory	49	27	8	37	22	15	48
%V	1.0%	1.3%	1.0%	1.3%	1.7%	0.9%	1.1%
%H		55.1%	16.3%	75.5%	44.9%	30.6%	98.0%
Attic or loft room	5	2	3	4	3	1	5
%V	0.1%	0.1%	0.4%	0.1%	0.2%	0.1%	0.1%
%H		40.0%	60.0%	80.0%	60.0%	20.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	26	10	5	16	5	11	25
%V	0.6%	0.5%	0.6%	0.6%	0.4%	0.7%	0.6%
%H		38.5%	19.2%	61.5%	19.2%	42.3%	96.2%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4719	2042	793	2878	1286	1592	4366
%H		43.3%	16.8%	61.0%	27.3%	33.7%	92.5%
PVR	2052	1306	502	914	646	268	1989
%V	43.5%	64.0%	63.3%	31.8%	50.2%	16.8%	45.6%
%H		63.6%	24.5%	44.5%	31.5%	13.1%	96.9%
DVDR	19	10	1	14	6	8	17
%V	0.4%	0.5%	0.1%	0.5%	0.5%	0.5%	0.4%
%H		52.6%	5.3%	73.7%	31.6%	42.1%	89.5%
VCR	9	2	1	7	1	7	5
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.4%	0.1%
%H		22.2%	11.1%	77.8%	11.1%	77.8%	55.6%
Any recorder	2072	1312	503	928	648	280	2002
%V	43.9%	64.3%	63.4%	32.2%	50.4%	17.6%	45.9%
%H		63.3%	24.3%	44.8%	31.3%	13.5%	96.6%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4719	2042	793	2878	1286	1592	4366
%H		43.3%	16.8%	61.0%	27.3%	33.7%	92.5%
Receives HDTV (via STB or built-in reception)	2752	1392	551	1701	867	834	2606
%V	58.3%	68.2%	69.5%	59.1%	67.4%	52.4%	59.7%
%H		50.6%	20.0%	61.8%	31.5%	30.3%	94.7%
DVD/Blu-ray player or recorder	1960	808	361	1193	534	660	1824
%V	41.5%	39.6%	45.5%	41.5%	41.5%	41.5%	41.8%
%H		41.2%	18.4%	60.9%	27.2%	33.7%	93.1%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2353	891	364	1372	485	886	2105
%H		37.9%	15.5%	58.3%	20.6%	37.7%	89.5%
Under 20"	7	2	0	6	1	5	6
%V	0.3%	0.2%	0.0%	0.4%	0.2%	0.6%	0.3%
%H		28.6%	0.0%	85.7%	14.3%	71.4%	85.7%
20" - 29"	105	20	9	77	10	67	75
%V	4.5%	2.2%	2.5%	5.6%	2.1%	7.6%	3.6%
%H		19.0%	8.6%	73.3%	9.5%	63.8%	71.4%
30" - 39"	601	157	68	377	77	300	478
%V	25.5%	17.6%	18.7%	27.5%	15.9%	33.9%	22.7%
%H		26.1%	11.3%	62.7%	12.8%	49.9%	79.5%
40" - 49"	1006	417	174	591	244	347	939
%V	42.8%	46.8%	47.8%	43.1%	50.3%	39.2%	44.6%
%H		41.5%	17.3%	58.7%	24.3%	34.5%	93.3%
50" - 59"	484	231	91	246	124	122	470
%V	20.6%	25.9%	25.0%	17.9%	25.6%	13.8%	22.3%
%H		47.7%	18.8%	50.8%	25.6%	25.2%	97.1%
60"+	96	49	16	40	21	19	94
%V	4.1%	5.5%	4.4%	2.9%	4.3%	2.1%	4.5%
%H		51.0%	16.7%	41.7%	21.9%	19.8%	97.9%
Don't know	54	14	7	34	7	27	43
%V	2.3%	1.6%	1.9%	2.5%	1.4%	3.0%	2.0%
%H		25.9%	13.0%	63.0%	13.0%	50.0%	79.6%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2353	891	364	1372	485	886	2105
%H		37.9%	15.5%	58.3%	20.6%	37.7%	89.5%
PVR	1354	810	340	669	453	217	1297
%V	57.5%	90.9%	93.4%	48.8%	93.4%	24.5%	61.6%
%H		59.8%	25.1%	49.4%	33.5%	16.0%	95.8%
DVDR	16	8	1	13	6	7	13
%V	0.7%	0.9%	0.3%	0.9%	1.2%	0.8%	0.6%
%H		50.0%	6.3%	81.3%	37.5%	43.8%	81.3%
VCR	7	0	0	7	0	7	2
%V	0.3%	0.0%	0.0%	0.5%	0.0%	0.8%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	28.6%
Any recorder	1367	812	340	681	454	227	1303
%V	58.1%	91.1%	93.4%	49.6%	93.6%	25.6%	61.9%
%H		59.4%	24.9%	49.8%	33.2%	16.6%	95.3%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2353	891	364	1372	485	886	2105
%H		37.9%	15.5%	58.3%	20.6%	37.7%	89.5%
Receives HDTV (via STB or built-in reception)	1617	759	328	990	447	544	1504
%V	68.7%	85.2%	90.1%	72.2%	92.2%	61.4%	71.4%
%H		46.9%	20.3%	61.2%	27.6%	33.6%	93.0%
DVD/Blu-ray player or recorder	1165	426	197	706	260	446	1054
%V	49.5%	47.8%	54.1%	51.5%	53.6%	50.3%	50.1%
%H		36.6%	16.9%	60.6%	22.3%	38.3%	90.5%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2366	1151	429	1507	801	706	2260
%H		48.6%	18.1%	63.7%	33.9%	29.8%	95.5%
Under 20"	134	50	24	104	47	57	126
%V	5.7%	4.3%	5.6%	6.9%	5.9%	8.1%	5.6%
%H		37.3%	17.9%	77.6%	35.1%	42.5%	94.0%
20" - 29"	553	242	97	397	195	202	512
%V	23.4%	21.0%	22.6%	26.3%	24.3%	28.6%	22.7%
%H		43.8%	17.5%	71.8%	35.3%	36.5%	92.6%
30" - 39"	936	458	176	583	313	270	902
%V	39.6%	39.8%	41.0%	38.7%	39.1%	38.2%	39.9%
%H		48.9%	18.8%	62.3%	33.4%	28.8%	96.4%
40" - 49"	552	305	91	309	178	131	538
%V	23.3%	26.5%	21.2%	20.5%	22.2%	18.6%	23.8%
%H		55.3%	16.5%	56.0%	32.2%	23.7%	97.5%
50" - 59"	132	75	30	72	49	24	129
%V	5.6%	6.5%	7.0%	4.8%	6.1%	3.4%	5.7%
%H		56.8%	22.7%	54.5%	37.1%	18.2%	97.7%
60"+	18	12	2	9	5	4	18
%V	0.8%	1.0%	0.5%	0.6%	0.6%	0.6%	0.8%
%H		66.7%	11.1%	50.0%	27.8%	22.2%	100.0%
Don't know	40	10	9	32	14	18	35
%V	1.7%	0.9%	2.1%	2.1%	1.7%	2.5%	1.5%
%H		25.0%	22.5%	80.0%	35.0%	45.0%	87.5%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Set level data

Table 11.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2366	1151	429	1507	801	706	2260
%H		48.6%	18.1%	63.7%	33.9%	29.8%	95.5%
PVR	699	496	162	245	193	51	692
%V	29.5%	43.1%	37.8%	16.3%	24.1%	7.2%	30.6%
%H		71.0%	23.2%	35.1%	27.6%	7.3%	99.0%
DVDR	3	1	0	1	0	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	33.3%	0.0%	33.3%	100.0%
VCR	3	2	1	1	1	0	3
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
Any recorder	705	500	163	248	195	53	699
%V	29.8%	43.4%	38.0%	16.5%	24.3%	7.5%	30.9%
%H		70.9%	23.1%	35.2%	27.7%	7.5%	99.1%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2366	1151	429	1507	801	706	2260
%H		48.6%	18.1%	63.7%	33.9%	29.8%	95.5%
Receives HDTV (via STB or built-in reception)	1136	634	223	711	420	291	1101
%V	48.0%	55.1%	52.0%	47.2%	52.4%	41.2%	48.7%
%H		55.8%	19.6%	62.6%	37.0%	25.6%	96.9%
DVD/Blu-ray player or recorder	795	383	164	487	273	214	769
%V	33.6%	33.3%	38.2%	32.3%	34.1%	30.3%	34.0%
%H		48.2%	20.6%	61.3%	34.3%	26.9%	96.7%

Base: BBC Scotland - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5353	5062	2136	829	2768	1151	1617	5025
%H		94.6%	39.9%	15.5%	51.7%	21.5%	30.2%	93.9%
Total Children	913	873	408	131	401	174	226	901
%V	17.1%	17.2%	19.1%	15.8%	14.5%	15.1%	14.0%	17.9%
%H		95.6%	44.7%	14.3%	43.9%	19.1%	24.8%	98.7%
0 - 3	206	194	88	28	93	39	53	200
%V	3.8%	3.8%	4.1%	3.4%	3.4%	3.4%	3.3%	4.0%
%H		94.2%	42.7%	13.6%	45.1%	18.9%	25.7%	97.1%
4 - 15	708	679	320	103	308	135	173	700
%V	13.2%	13.4%	15.0%	12.4%	11.1%	11.7%	10.7%	13.9%
%H		95.9%	45.2%	14.5%	43.5%	19.1%	24.4%	98.9%
4 - 9	356	340	150	52	141	57	84	353
%V	6.7%	6.7%	7.0%	6.3%	5.1%	5.0%	5.2%	7.0%
%H		95.5%	42.1%	14.6%	39.6%	16.0%	23.6%	99.2%
10 - 15	352	340	170	51	167	78	89	347
%V	6.6%	6.7%	8.0%	6.2%	6.0%	6.8%	5.5%	6.9%
%H		96.6%	48.3%	14.5%	47.4%	22.2%	25.3%	98.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5353	5062	2136	829	2768	1151	1617	5025
%H		94.6%	39.9%	15.5%	51.7%	21.5%	30.2%	93.9%
Total Adults (16+)	4440	4189	1728	697	2367	977	1390	4124
%V	82.9%	82.8%	80.9%	84.1%	85.5%	84.9%	86.0%	82.1%
%H		94.3%	38.9%	15.7%	53.3%	22.0%	31.3%	92.9%
16 - 19	204	186	93	33	99	55	44	201
%V	3.8%	3.7%	4.4%	4.0%	3.6%	4.8%	2.7%	4.0%
%H		91.2%	45.6%	16.2%	48.5%	27.0%	21.6%	98.5%
20 - 24	325	262	92	41	107	51	56	324
%V	6.1%	5.2%	4.3%	4.9%	3.9%	4.4%	3.5%	6.4%
%H		80.6%	28.3%	12.6%	32.9%	15.7%	17.2%	99.7%
25 - 34	741	667	236	85	271	94	177	728
%V	13.8%	13.2%	11.0%	10.3%	9.8%	8.2%	10.9%	14.5%
%H		90.0%	31.8%	11.5%	36.6%	12.7%	23.9%	98.2%
35 - 44	677	629	282	93	303	132	171	661
%V	12.6%	12.4%	13.2%	11.2%	10.9%	11.5%	10.6%	13.2%
%H		92.9%	41.7%	13.7%	44.8%	19.5%	25.3%	97.6%
45 - 54	735	711	336	126	412	189	223	719
%V	13.7%	14.0%	15.7%	15.2%	14.9%	16.4%	13.8%	14.3%
%H		96.7%	45.7%	17.1%	56.1%	25.7%	30.3%	97.8%
55 - 64	749	736	340	149	446	209	237	707
%V	14.0%	14.5%	15.9%	18.0%	16.1%	18.2%	14.7%	14.1%
%H		98.3%	45.4%	19.9%	59.5%	27.9%	31.6%	94.4%
65+	1008	999	349	171	729	247	482	785
%V	18.8%	19.7%	16.3%	20.6%	26.3%	21.5%	29.8%	15.6%
%H		99.1%	34.6%	17.0%	72.3%	24.5%	47.8%	77.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4440	4189	1728	697	2367	977	1390	4124
%H		94.3%	38.9%	15.7%	53.3%	22.0%	31.3%	92.9%
AB	1210	1157	492	187	663	278	385	1177
%V	27.3%	27.6%	28.5%	26.8%	28.0%	28.5%	27.7%	28.5%
%H		95.6%	40.7%	15.5%	54.8%	23.0%	31.8%	97.3%
C1	1277	1175	483	194	649	280	368	1216
%V	28.8%	28.0%	28.0%	27.8%	27.4%	28.7%	26.5%	29.5%
%H		92.0%	37.8%	15.2%	50.8%	21.9%	28.8%	95.2%
C2	952	922	409	163	514	232	283	897
%V	21.4%	22.0%	23.7%	23.4%	21.7%	23.7%	20.4%	21.8%
%H		96.8%	43.0%	17.1%	54.0%	24.4%	29.7%	94.2%
D	676	633	247	114	340	133	207	590
%V	15.2%	15.1%	14.3%	16.4%	14.4%	13.6%	14.9%	14.3%
%H		93.6%	36.5%	16.9%	50.3%	19.7%	30.6%	87.3%
E	324	303	97	40	201	54	148	244
%V	7.3%	7.2%	5.6%	5.7%	8.5%	5.5%	10.6%	5.9%
%H		93.5%	29.9%	12.3%	62.0%	16.7%	45.7%	75.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4440	4189	1728	697	2367	977	1390	4124
%H		94.3%	38.9%	15.7%	53.3%	22.0%	31.3%	92.9%
Working full time	2064	1962	891	318	1002	461	541	2026
%V	46.5%	46.8%	51.6%	45.6%	42.3%	47.2%	38.9%	49.1%
%H		95.1%	43.2%	15.4%	48.5%	22.3%	26.2%	98.2%
Working part time	405	388	154	78	219	91	128	395
%V	9.1%	9.3%	8.9%	11.2%	9.3%	9.3%	9.2%	9.6%
%H		95.8%	38.0%	19.3%	54.1%	22.5%	31.6%	97.5%
Not working	1961	1830	682	301	1141	425	716	1694
%V	44.2%	43.7%	39.5%	43.2%	48.2%	43.5%	51.5%	41.1%
%H		93.3%	34.8%	15.3%	58.2%	21.7%	36.5%	86.4%
Houseperson	2505	2353	891	364	1372	485	886	2235
%V	56.4%	56.2%	51.6%	52.2%	58.0%	49.6%	63.7%	54.2%
%H		93.9%	35.6%	14.5%	54.8%	19.4%	35.4%	89.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2146	2023	837	340	1123	476	647	1993
%H		94.3%	39.0%	15.8%	52.3%	22.2%	30.1%	92.9%
16 - 19	112	103	57	16	56	34	22	110
%V	5.2%	5.1%	6.8%	4.7%	5.0%	7.1%	3.4%	5.5%
%H		92.0%	50.9%	14.3%	50.0%	30.4%	19.6%	98.2%
20 - 24	157	135	49	22	53	29	24	156
%V	7.3%	6.7%	5.9%	6.5%	4.7%	6.1%	3.7%	7.8%
%H		86.0%	31.2%	14.0%	33.8%	18.5%	15.3%	99.4%
25 - 34	368	333	118	41	131	44	88	360
%V	17.1%	16.5%	14.1%	12.1%	11.7%	9.2%	13.6%	18.1%
%H		90.5%	32.1%	11.1%	35.6%	12.0%	23.9%	97.8%
35 - 44	331	304	132	47	140	62	79	321
%V	15.4%	15.0%	15.8%	13.8%	12.5%	13.0%	12.2%	16.1%
%H		91.8%	39.9%	14.2%	42.3%	18.7%	23.9%	97.0%
45 - 54	355	339	157	57	203	91	113	345
%V	16.5%	16.8%	18.8%	16.8%	18.1%	19.1%	17.5%	17.3%
%H		95.5%	44.2%	16.1%	57.2%	25.6%	31.8%	97.2%
55 - 64	362	352	156	74	215	100	114	335
%V	16.9%	17.4%	18.6%	21.8%	19.1%	21.0%	17.6%	16.8%
%H		97.2%	43.1%	20.4%	59.4%	27.6%	31.5%	92.5%
65+	461	457	168	83	324	116	208	365
%V	21.5%	22.6%	20.1%	24.4%	28.9%	24.4%	32.1%	18.3%
%H		99.1%	36.4%	18.0%	70.3%	25.2%	45.1%	79.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2146	2023	837	340	1123	476	647	1993
%H		94.3%	39.0%	15.8%	52.3%	22.2%	30.1%	92.9%
AB	591	565	246	95	317	137	180	574
%V	27.5%	27.9%	29.4%	27.9%	28.2%	28.8%	27.8%	28.8%
%H		95.6%	41.6%	16.1%	53.6%	23.2%	30.5%	97.1%
C1	587	544	223	96	287	132	154	564
%V	27.4%	26.9%	26.6%	28.2%	25.6%	27.7%	23.8%	28.3%
%H		92.7%	38.0%	16.4%	48.9%	22.5%	26.2%	96.1%
C2	509	489	215	82	272	117	155	472
%V	23.7%	24.2%	25.7%	24.1%	24.2%	24.6%	24.0%	23.7%
%H		96.1%	42.2%	16.1%	53.4%	23.0%	30.5%	92.7%
D	303	284	109	51	150	61	89	265
%V	14.1%	14.0%	13.0%	15.0%	13.4%	12.8%	13.8%	13.3%
%H		93.7%	36.0%	16.8%	49.5%	20.1%	29.4%	87.5%
E	156	141	45	16	97	28	68	118
%V	7.3%	7.0%	5.4%	4.7%	8.6%	5.9%	10.5%	5.9%
%H		90.4%	28.8%	10.3%	62.2%	17.9%	43.6%	75.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2146	2023	837	340	1123	476	647	1993
%H		94.3%	39.0%	15.8%	52.3%	22.2%	30.1%	92.9%
Working full time	1174	1116	505	179	572	262	310	1151
%V	54.7%	55.2%	60.3%	52.6%	50.9%	55.0%	47.9%	57.8%
%H		95.1%	43.0%	15.2%	48.7%	22.3%	26.4%	98.0%
Working part time	91	82	28	17	43	16	27	87
%V	4.2%	4.1%	3.3%	5.0%	3.8%	3.4%	4.2%	4.4%
%H		90.1%	30.8%	18.7%	47.3%	17.6%	29.7%	95.6%
Not working	875	822	304	144	505	198	307	750
%V	40.8%	40.6%	36.3%	42.4%	45.0%	41.6%	47.4%	37.6%
%H		93.9%	34.7%	16.5%	57.7%	22.6%	35.1%	85.7%
Houseperson	598	540	154	75	326	78	248	485
%V	27.9%	26.7%	18.4%	22.1%	29.0%	16.4%	38.3%	24.3%
%H		90.3%	25.8%	12.5%	54.5%	13.0%	41.5%	81.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2293	2166	891	357	1245	501	744	2131
%H		94.5%	38.9%	15.6%	54.3%	21.8%	32.4%	92.9%
16 - 19	92	83	36	16	43	22	22	91
%V	4.0%	3.8%	4.0%	4.5%	3.5%	4.4%	3.0%	4.3%
%H		90.2%	39.1%	17.4%	46.7%	23.9%	23.9%	98.9%
20 - 24	168	127	43	20	54	21	32	167
%V	7.3%	5.9%	4.8%	5.6%	4.3%	4.2%	4.3%	7.8%
%H		75.6%	25.6%	11.9%	32.1%	12.5%	19.0%	99.4%
25 - 34	373	334	118	44	140	50	90	368
%V	16.3%	15.4%	13.2%	12.3%	11.2%	10.0%	12.1%	17.3%
%H		89.5%	31.6%	11.8%	37.5%	13.4%	24.1%	98.7%
35 - 44	346	325	150	45	163	71	93	339
%V	15.1%	15.0%	16.8%	12.6%	13.1%	14.2%	12.5%	15.9%
%H		93.9%	43.4%	13.0%	47.1%	20.5%	26.9%	98.0%
45 - 54	380	371	179	69	209	98	110	374
%V	16.6%	17.1%	20.1%	19.3%	16.8%	19.6%	14.8%	17.6%
%H		97.6%	47.1%	18.2%	55.0%	25.8%	28.9%	98.4%
55 - 64	387	385	184	75	231	108	123	372
%V	16.9%	17.8%	20.7%	21.0%	18.6%	21.6%	16.5%	17.5%
%H		99.5%	47.5%	19.4%	59.7%	27.9%	31.8%	96.1%
65+	547	542	181	88	405	131	274	419
%V	23.9%	25.0%	20.3%	24.6%	32.5%	26.1%	36.8%	19.7%
%H		99.1%	33.1%	16.1%	74.0%	23.9%	50.1%	76.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2293	2166	891	357	1245	501	744	2131
%H		94.5%	38.9%	15.6%	54.3%	21.8%	32.4%	92.9%
AB	619	592	246	91	346	141	205	603
%V	27.0%	27.3%	27.6%	25.5%	27.8%	28.1%	27.6%	28.3%
%H		95.6%	39.7%	14.7%	55.9%	22.8%	33.1%	97.4%
C1	690	631	260	98	362	148	214	652
%V	30.1%	29.1%	29.2%	27.5%	29.1%	29.5%	28.8%	30.6%
%H		91.4%	37.7%	14.2%	52.5%	21.4%	31.0%	94.5%
C2	443	432	195	81	242	114	128	425
%V	19.3%	19.9%	21.9%	22.7%	19.4%	22.8%	17.2%	19.9%
%H		97.5%	44.0%	18.3%	54.6%	25.7%	28.9%	95.9%
D	373	349	138	63	190	72	118	326
%V	16.3%	16.1%	15.5%	17.6%	15.3%	14.4%	15.9%	15.3%
%H		93.6%	37.0%	16.9%	50.9%	19.3%	31.6%	87.4%
E	168	162	52	24	105	25	79	126
%V	7.3%	7.5%	5.8%	6.7%	8.4%	5.0%	10.6%	5.9%
%H		96.4%	31.0%	14.3%	62.5%	14.9%	47.0%	75.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2293	2166	891	357	1245	501	744	2131
%H		94.5%	38.9%	15.6%	54.3%	21.8%	32.4%	92.9%
Working full time	890	846	386	139	430	199	231	875
%V	38.8%	39.1%	43.3%	38.9%	34.5%	39.7%	31.0%	41.1%
%H		95.1%	43.4%	15.6%	48.3%	22.4%	26.0%	98.3%
Working part time	314	307	125	61	176	75	101	308
%V	13.7%	14.2%	14.0%	17.1%	14.1%	15.0%	13.6%	14.5%
%H		97.8%	39.8%	19.4%	56.1%	23.9%	32.2%	98.1%
Not working	1085	1009	378	157	636	228	409	944
%V	47.3%	46.6%	42.4%	44.0%	51.1%	45.5%	55.0%	44.3%
%H		93.0%	34.8%	14.5%	58.6%	21.0%	37.7%	87.0%
Houseperson	1907	1813	737	289	1046	407	638	1750
%V	83.2%	83.7%	82.7%	81.0%	84.0%	81.2%	85.8%	82.1%
%H		95.1%	38.6%	15.2%	54.9%	21.3%	33.5%	91.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
AB	157	153	64	20	114	49	64	153
%V	21.1%	21.4%	23.5%	25.3%	20.4%	22.9%	18.5%	24.1%
%H (All HH)		97.5%	40.8%	12.7%	72.6%	31.2%	40.8%	97.5%
%H (TV HH)			41.8%	13.1%	74.5%	32.0%	41.8%	
C1	193	185	69	25	144	58	86	173
%V	25.9%	25.8%	25.4%	31.6%	25.7%	27.1%	24.9%	27.3%
%H (All HH)		95.9%	35.8%	13.0%	74.6%	30.1%	44.6%	89.6%
%H (TV HH)			37.3%	13.5%	77.8%	31.4%	46.5%	
C2	155	150	61	15	113	42	71	138
%V	20.8%	20.9%	22.4%	19.0%	20.2%	19.6%	20.5%	21.8%
%H (All HH)		96.8%	39.4%	9.7%	72.9%	27.1%	45.8%	89.0%
%H (TV HH)			40.7%	10.0%	75.3%	28.0%	47.3%	
D	133	125	45	14	105	42	63	108
%V	17.9%	17.5%	16.5%	17.7%	18.8%	19.6%	18.2%	17.0%
%H (All HH)		94.0%	33.8%	10.5%	78.9%	31.6%	47.4%	81.2%
%H (TV HH)			36.0%	11.2%	84.0%	33.6%	50.4%	
E	106	104	33	5	85	22	62	62
%V	14.2%	14.5%	12.1%	6.3%	15.2%	10.3%	17.9%	9.8%
%H (All HH)		98.1%	31.1%	4.7%	80.2%	20.8%	58.5%	58.5%
%H (TV HH)			31.7%	4.8%	81.7%	21.2%	59.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 12.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%V (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Under 25	22	18	4	2	10	3	7	20
%V	3.0%	2.5%	1.5%	2.5%	1.8%	1.4%	2.0%	3.2%
%H (All HH)		81.8%	18.2%	9.1%	45.5%	13.6%	31.8%	90.9%
%H (TV HH)			22.2%	11.1%	55.6%	16.7%	38.9%	
25 - 34	114	104	37	11	77	29	48	107
%V	15.3%	14.5%	13.6%	13.9%	13.8%	13.6%	13.9%	16.9%
%H (All HH)		91.2%	32.5%	9.6%	67.5%	25.4%	42.1%	93.9%
%H (TV HH)			35.6%	10.6%	74.0%	27.9%	46.2%	
35 - 44	131	124	51	18	89	39	51	125
%V	17.6%	17.3%	18.8%	22.8%	15.9%	18.2%	14.7%	19.7%
%H (All HH)		94.7%	38.9%	13.7%	67.9%	29.8%	38.9%	95.4%
%H (TV HH)			41.1%	14.5%	71.8%	31.5%	41.1%	
45 - 54	148	146	59	21	111	48	63	138
%V	19.9%	20.4%	21.7%	26.6%	19.8%	22.4%	18.2%	21.8%
%H (All HH)		98.6%	39.9%	14.2%	75.0%	32.4%	42.6%	93.2%
%H (TV HH)			40.4%	14.4%	76.0%	32.9%	43.2%	
55 - 64	136	134	54	13	111	44	68	122
%V	18.3%	18.7%	19.9%	16.5%	19.8%	20.6%	19.7%	19.2%
%H (All HH)		98.5%	39.7%	9.6%	81.6%	32.4%	50.0%	89.7%
%H (TV HH)			40.3%	9.7%	82.8%	32.8%	50.7%	
65 +	194	191	68	13	161	52	109	123
%V	26.1%	26.7%	25.0%	16.5%	28.8%	24.3%	31.5%	19.4%
%H (All HH)		98.5%	35.1%	6.7%	83.0%	26.8%	56.2%	63.4%
%H (TV HH)			35.6%	6.8%	84.3%	27.2%	57.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
1	212	198	56	16	160	40	120	132
%V	28.5%	27.7%	20.6%	20.3%	28.6%	18.7%	34.7%	20.8%
%H (All HH)		93.4%	26.4%	7.5%	75.5%	18.9%	56.6%	62.3%
%H (TV HH)			28.3%	8.1%	80.8%	20.2%	60.6%	
2	229	221	87	21	177	68	109	205
%V	30.8%	30.9%	32.0%	26.6%	31.6%	31.8%	31.5%	32.3%
%H (All HH)		96.5%	38.0%	9.2%	77.3%	29.7%	47.6%	89.5%
%H (TV HH)			39.4%	9.5%	80.1%	30.8%	49.3%	
3	113	111	42	17	85	37	48	110
%V	15.2%	15.5%	15.4%	21.5%	15.2%	17.3%	13.9%	17.4%
%H (All HH)		98.2%	37.2%	15.0%	75.2%	32.7%	42.5%	97.3%
%H (TV HH)			37.8%	15.3%	76.6%	33.3%	43.2%	
4	116	114	53	15	87	44	44	115
%V	15.6%	15.9%	19.5%	19.0%	15.5%	20.6%	12.7%	18.1%
%H (All HH)		98.3%	45.7%	12.9%	75.0%	37.9%	37.9%	99.1%
%H (TV HH)			46.5%	13.2%	76.3%	38.6%	38.6%	
5+	74	72	34	11	50	25	25	72
%V	9.9%	10.1%	12.5%	13.9%	8.9%	11.7%	7.2%	11.4%
%H (All HH)		97.3%	45.9%	14.9%	67.6%	33.8%	33.8%	97.3%
%H (TV HH)			47.2%	15.3%	69.4%	34.7%	34.7%	
Average HH size	2.52	2.54	2.77	2.84	2.48	2.79	2.29	2.71

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Without	532	509	179	47	409	138	271	426
%V	71.5%	71.1%	65.8%	59.5%	73.0%	64.5%	78.3%	67.2%
%H (All HH)		95.7%	33.6%	8.8%	76.9%	25.9%	50.9%	80.1%
%H (TV HH)			35.2%	9.2%	80.4%	27.1%	53.2%	
With	212	208	94	32	151	75	76	208
%V	28.5%	29.1%	34.6%	40.5%	27.0%	35.0%	22.0%	32.8%
%H (All HH)		98.1%	44.3%	15.1%	71.2%	35.4%	35.8%	98.1%
%H (TV HH)			45.2%	15.4%	72.6%	36.1%	36.5%	
0 - 3	74	73	33	11	49	22	27	73
%V	9.9%	10.2%	12.1%	13.9%	8.8%	10.3%	7.8%	11.5%
%H (All HH)		98.6%	44.6%	14.9%	66.2%	29.7%	36.5%	98.6%
%H (TV HH)			45.2%	15.1%	67.1%	30.1%	37.0%	
4 - 9	111	108	49	17	80	42	38	109
%V	14.9%	15.1%	18.0%	21.5%	14.3%	19.6%	11.0%	17.2%
%H (All HH)		97.3%	44.1%	15.3%	72.1%	37.8%	34.2%	98.2%
%H (TV HH)			45.4%	15.7%	74.1%	38.9%	35.2%	
10 - 15	111	110	53	18	81	44	37	111
%V	14.9%	15.4%	19.5%	22.8%	14.5%	20.6%	10.7%	17.5%
%H (All HH)		99.1%	47.7%	16.2%	73.0%	39.6%	33.3%	100.0%
%H (TV HH)			48.2%	16.4%	73.6%	40.0%	33.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
1	270	270	74	28	202	47	155	204
%V	36.3%	37.7%	27.2%	35.4%	36.1%	22.0%	44.8%	32.2%
%H (All HH)		100.0%	27.4%	10.4%	74.8%	17.4%	57.4%	75.6%
%H (TV HH)			27.4%	10.4%	74.8%	17.4%	57.4%	
2	240	240	94	24	189	71	118	212
%V	32.3%	33.5%	34.6%	30.4%	33.8%	33.2%	34.1%	33.4%
%H (All HH)		100.0%	39.2%	10.0%	78.8%	29.6%	49.2%	88.3%
%H (TV HH)			39.2%	10.0%	78.8%	29.6%	49.2%	
3	122	122	58	15	99	53	46	118
%V	16.4%	17.0%	21.3%	19.0%	17.7%	24.8%	13.3%	18.6%
%H (All HH)		100.0%	47.5%	12.3%	81.1%	43.4%	37.7%	96.7%
%H (TV HH)			47.5%	12.3%	81.1%	43.4%	37.7%	
4	55	55	29	7	47	27	20	54
%V	7.4%	7.7%	10.7%	8.9%	8.4%	12.6%	5.8%	8.5%
%H (All HH)		100.0%	52.7%	12.7%	85.5%	49.1%	36.4%	98.2%
%H (TV HH)			52.7%	12.7%	85.5%	49.1%	36.4%	
5+	30	30	18	5	23	16	7	30
%V	4.0%	4.2%	6.6%	6.3%	4.1%	7.5%	2.0%	4.7%
%H (All HH)		100.0%	60.0%	16.7%	76.7%	53.3%	23.3%	100.0%
%H (TV HH)			60.0%	16.7%	76.7%	53.3%	23.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%V (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Under 20"	46	46	17	5	40	16	24	38
%V	6.2%	6.4%	6.3%	6.3%	7.1%	7.5%	6.9%	6.0%
%H (All HH)		100.0%	37.0%	10.9%	87.0%	34.8%	52.2%	82.6%
%H (TV HH)			37.0%	10.9%	87.0%	34.8%	52.2%	
20" - 29"	166	166	68	16	139	59	80	139
%V	22.3%	23.2%	25.0%	20.3%	24.8%	27.6%	23.1%	21.9%
%H (All HH)		100.0%	41.0%	9.6%	83.7%	35.5%	48.2%	83.7%
%H (TV HH)			41.0%	9.6%	83.7%	35.5%	48.2%	
30" - 39"	371	371	149	34	306	125	180	320
%V	49.9%	51.8%	54.8%	43.0%	54.6%	58.4%	52.0%	50.5%
%H (All HH)		100.0%	40.2%	9.2%	82.5%	33.7%	48.5%	86.3%
%H (TV HH)			40.2%	9.2%	82.5%	33.7%	48.5%	
40" - 49"	423	423	167	50	333	137	196	387
%V	56.9%	59.1%	61.4%	63.3%	59.5%	64.0%	56.6%	61.0%
%H (All HH)		100.0%	39.5%	11.8%	78.7%	32.4%	46.3%	91.5%
%H (TV HH)			39.5%	11.8%	78.7%	32.4%	46.3%	
50" - 59"	150	150	75	22	101	55	46	145
%V	20.2%	20.9%	27.6%	27.8%	18.0%	25.7%	13.3%	22.9%
%H (All HH)		100.0%	50.0%	14.7%	67.3%	36.7%	30.7%	96.7%
%H (TV HH)			50.0%	14.7%	67.3%	36.7%	30.7%	
60"+	20	20	9	3	14	7	7	20
%V	2.7%	2.8%	3.3%	3.8%	2.5%	3.3%	2.0%	3.2%
%H (All HH)		100.0%	45.0%	15.0%	70.0%	35.0%	35.0%	100.0%
%H (TV HH)			45.0%	15.0%	70.0%	35.0%	35.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%V (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Main living room	706	706	270	78	551	212	339	609
%V	94.9%	98.6%	99.3%	98.7%	98.4%	99.1%	98.0%	96.1%
%H (All HH)		100.0%	38.2%	11.0%	78.0%	30.0%	48.0%	86.3%
%H (TV HH)			38.2%	11.0%	78.0%	30.0%	48.0%	
Kitchen	178	178	78	12	156	70	86	161
%V	23.9%	24.9%	28.7%	15.2%	27.9%	32.7%	24.9%	25.4%
%H (All HH)		100.0%	43.8%	6.7%	87.6%	39.3%	48.3%	90.4%
%H (TV HH)			43.8%	6.7%	87.6%	39.3%	48.3%	
Adult's bedroom	272	272	125	36	215	110	105	253
%V	36.6%	38.0%	46.0%	45.6%	38.4%	51.4%	30.3%	39.9%
%H (All HH)		100.0%	46.0%	13.2%	79.0%	40.4%	38.6%	93.0%
%H (TV HH)			46.0%	13.2%	79.0%	40.4%	38.6%	
Child's bedroom	70	70	36	14	49	31	18	69
%V	9.4%	9.8%	13.2%	17.7%	8.8%	14.5%	5.2%	10.9%
%H (All HH)		100.0%	51.4%	20.0%	70.0%	44.3%	25.7%	98.6%
%H (TV HH)			51.4%	20.0%	70.0%	44.3%	25.7%	
Other bedroom	11	11	7	1	8	6	2	11
%V	1.5%	1.5%	2.6%	1.3%	1.4%	2.8%	0.6%	1.7%
%H (All HH)		100.0%	63.6%	9.1%	72.7%	54.5%	18.2%	100.0%
%H (TV HH)			63.6%	9.1%	72.7%	54.5%	18.2%	
Second living/dining room	91	91	46	9	71	35	36	88
%V	12.2%	12.7%	16.9%	11.4%	12.7%	16.4%	10.4%	13.9%
%H (All HH)		100.0%	50.5%	9.9%	78.0%	38.5%	39.6%	96.7%
%H (TV HH)			50.5%	9.9%	78.0%	38.5%	39.6%	
Study/office	10	10	5	1	7	3	4	10
%V	1.3%	1.4%	1.8%	1.3%	1.3%	1.4%	1.2%	1.6%
%H (All HH)		100.0%	50.0%	10.0%	70.0%	30.0%	40.0%	100.0%
%H (TV HH)			50.0%	10.0%	70.0%	30.0%	40.0%	
TV room	27	27	11	3	26	13	13	26
%V	3.6%	3.8%	4.0%	3.8%	4.6%	6.1%	3.8%	4.1%
%H (All HH)		100.0%	40.7%	11.1%	96.3%	48.1%	48.1%	96.3%
%H (TV HH)			40.7%	11.1%	96.3%	48.1%	48.1%	
Conservatory	20	20	12	2	15	9	6	20
%V	2.7%	2.8%	4.4%	2.5%	2.7%	4.2%	1.7%	3.2%
%H (All HH)		100.0%	60.0%	10.0%	75.0%	45.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	75.0%	45.0%	30.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.4%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
Other	10	10	5	2	7	4	3	10
%V	1.3%	1.4%	1.8%	2.5%	1.3%	1.9%	0.9%	1.6%
%H (All HH)		100.0%	50.0%	20.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			50.0%	20.0%	70.0%	40.0%	30.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Any DSAT provider	272	272	272	4	170	170	0	255
%V	36.6%	38.0%	100.0%	5.1%	30.4%	79.4%	0.0%	40.2%
%H (All HH)			100.0%	1.5%	62.5%	62.5%	0.0%	93.8%
%H (TV HH)			100.0%	1.5%	62.5%	62.5%	0.0%	
Sky with subcription	238	238	238	1	152	152	0	225
%V	32.0%	33.2%	87.5%	1.3%	27.1%	71.0%	0.0%	35.5%
%H (All HH)			100.0%	0.4%	63.9%	63.9%	0.0%	94.5%
%H (TV HH)			100.0%	0.4%	63.9%	63.9%	0.0%	
Sky without subcription	13	13	13	1	7	7	0	11
%V	1.7%	1.8%	4.8%	1.3%	1.3%	3.3%	0.0%	1.7%
%H (All HH)			100.0%	7.7%	53.8%	53.8%	0.0%	84.6%
%H (TV HH)			100.0%	7.7%	53.8%	53.8%	0.0%	
Freesat	72	72	72	0	66	66	0	70
%V	9.7%	10.1%	26.5%	0.0%	11.8%	30.8%	0.0%	11.0%
%H (All HH)			100.0%	0.0%	91.7%	91.7%	0.0%	97.2%
%H (TV HH)			100.0%	0.0%	91.7%	91.7%	0.0%	
Other satellite provider	17	17	17	2	8	8	0	15
%V	2.3%	2.4%	6.3%	2.5%	1.4%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	11.8%	47.1%	47.1%	0.0%	88.2%
%H (TV HH)			100.0%	11.8%	47.1%	47.1%	0.0%	
DCAB	79	79	4	79	46	46	0	77
%V	10.6%	11.0%	1.5%	100.0%	8.2%	21.5%	0.0%	12.1%
%H (All HH)			5.1%	100.0%	58.2%	58.2%	0.0%	97.5%
%H (TV HH)			5.1%	100.0%	58.2%	58.2%	0.0%	
DTT	560	560	170	46	560	214	346	470
%V	75.3%	78.2%	62.5%	58.2%	100.0%	100.0%	100.0%	74.1%
%H (All HH)		100.0%	30.4%	8.2%	100.0%	38.2%	61.8%	83.9%
%H (TV HH)			30.4%	8.2%	100.0%	38.2%	61.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 12.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%H (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
PVR	356	356	244	71	242	198	44	336
%V	47.8%	49.7%	89.7%	89.9%	43.2%	92.5%	12.7%	53.0%
%H (All HH)		100.0%	68.5%	19.9%	68.0%	55.6%	12.4%	94.4%
%H (TV HH)			68.5%	19.9%	68.0%	55.6%	12.4%	
DVDR	3	3	1	0	3	1	2	3
%V	0.4%	0.4%	0.4%	0.0%	0.5%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
VCR	3	3	1	0	3	1	2	2
%V	0.4%	0.4%	0.4%	0.0%	0.5%	0.5%	0.6%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	359	359	244	71	245	198	47	339
%V	48.3%	50.1%	89.7%	89.9%	43.8%	92.5%	13.6%	53.5%
%H (All HH)		100.0%	68.0%	19.8%	68.2%	55.2%	13.1%	94.4%
%H (TV HH)			68.0%	19.8%	68.2%	55.2%	13.1%	
Receives HDTV (via STB or built-in reception)	548	548	237	74	443	202	241	504
%V	73.7%	76.5%	87.1%	93.7%	79.1%	94.4%	69.7%	79.5%
%H (All HH)		100.0%	43.2%	13.5%	80.8%	36.9%	44.0%	92.0%
%H (TV HH)			43.2%	13.5%	80.8%	36.9%	44.0%	
DVD/Blu-ray player or recorder	289	289	125	36	209	92	117	262
%V	38.8%	40.4%	46.0%	45.6%	37.3%	43.0%	33.8%	41.3%
%H (All HH)		100.0%	43.3%	12.5%	72.3%	31.8%	40.5%	90.7%
%H (TV HH)			43.3%	12.5%	72.3%	31.8%	40.5%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	744	716	272	79	560	214	346	634
%V (All HH)		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (TV HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
Has broadband internet	634	617	255	77	470	204	267	634
%V	85.2%	86.2%	93.8%	97.5%	83.9%	95.3%	77.2%	100.0%
%H (All HH)		97.3%	40.2%	12.1%	74.1%	32.2%	42.1%	100.0%
%H (TV HH)			41.3%	12.5%	76.2%	33.1%	43.3%	
Number of computers (PCs and laptops)								
0	190	180	48	11	151	35	117	91
%V	25.5%	25.1%	17.6%	13.9%	27.0%	16.4%	33.8%	14.4%
%H (All HH)		94.7%	25.3%	5.8%	79.5%	18.4%	61.6%	47.9%
%H (TV HH)			26.7%	6.1%	83.9%	19.4%	65.0%	
1	214	203	80	19	164	63	102	205
%V	28.8%	28.4%	29.4%	24.1%	29.3%	29.4%	29.5%	32.3%
%H (All HH)		94.9%	37.4%	8.9%	76.6%	29.4%	47.7%	95.8%
%H (TV HH)			39.4%	9.4%	80.8%	31.0%	50.2%	
2	163	160	65	22	120	52	68	161
%V	21.9%	22.3%	23.9%	27.8%	21.4%	24.3%	19.7%	25.4%
%H (All HH)		98.2%	39.9%	13.5%	73.6%	31.9%	41.7%	98.8%
%H (TV HH)			40.6%	13.8%	75.0%	32.5%	42.5%	
3	81	79	35	13	57	27	30	80
%V	10.9%	11.0%	12.9%	16.5%	10.2%	12.6%	8.7%	12.6%
%H (All HH)		97.5%	43.2%	16.0%	70.4%	33.3%	37.0%	98.8%
%H (TV HH)			44.3%	16.5%	72.2%	34.2%	38.0%	
4	46	45	21	8	34	19	15	46
%V	6.2%	6.3%	7.7%	10.1%	6.1%	8.9%	4.3%	7.3%
%H (All HH)		97.8%	45.7%	17.4%	73.9%	41.3%	32.6%	100.0%
%H (TV HH)			46.7%	17.8%	75.6%	42.2%	33.3%	
5+	50	49	25	6	34	18	15	50
%V	6.7%	6.8%	9.2%	7.6%	6.1%	8.4%	4.3%	7.9%
%H (All HH)		98.0%	50.0%	12.0%	68.0%	36.0%	30.0%	100.0%
%H (TV HH)			51.0%	12.2%	69.4%	36.7%	30.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1499	651	174	1190	545	645	1360
%H		43.4%	11.6%	79.4%	36.4%	43.0%	90.7%
Under 20"	54	20	6	45	17	27	45
%V	3.6%	3.1%	3.4%	3.8%	3.1%	4.2%	3.3%
%H		37.0%	11.1%	83.3%	31.5%	50.0%	83.3%
20" - 29"	210	86	22	177	78	100	180
%V	14.0%	13.2%	12.6%	14.9%	14.3%	15.5%	13.2%
%H		41.0%	10.5%	84.3%	37.1%	47.6%	85.7%
30" - 39"	514	230	49	424	196	228	457
%V	34.3%	35.3%	28.2%	35.6%	36.0%	35.3%	33.6%
%H		44.7%	9.5%	82.5%	38.1%	44.4%	88.9%
40" - 49"	523	212	67	408	178	230	485
%V	34.9%	32.6%	38.5%	34.3%	32.7%	35.7%	35.7%
%H		40.5%	12.8%	78.0%	34.0%	44.0%	92.7%
50" - 59"	171	89	25	117	66	51	166
%V	11.4%	13.7%	14.4%	9.8%	12.1%	7.9%	12.2%
%H		52.0%	14.6%	68.4%	38.6%	29.8%	97.1%
60"+	22	9	4	16	8	8	22
%V	1.5%	1.4%	2.3%	1.3%	1.5%	1.2%	1.6%
%H		40.9%	18.2%	72.7%	36.4%	36.4%	100.0%
Don't know	5	4	1	3	2	1	4
%V	0.3%	0.6%	0.6%	0.3%	0.4%	0.2%	0.3%
%H		80.0%	20.0%	60.0%	40.0%	20.0%	80.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1499	651	174	1190	545	645	1360
%H		43.4%	11.6%	79.4%	36.4%	43.0%	90.7%
Main living room	709	271	79	553	213	341	612
%V	47.3%	41.6%	45.4%	46.5%	39.1%	52.9%	45.0%
%H		38.2%	11.1%	78.0%	30.0%	48.1%	86.3%
Kitchen	178	78	12	157	70	87	162
%V	11.9%	12.0%	6.9%	13.2%	12.8%	13.5%	11.9%
%H		43.8%	6.7%	88.2%	39.3%	48.9%	91.0%
Adult's bedroom	340	163	44	271	144	126	320
%V	22.7%	25.0%	25.3%	22.8%	26.4%	19.5%	23.5%
%H		47.9%	12.9%	79.7%	42.4%	37.1%	94.1%
Child's bedroom	90	46	20	65	43	23	90
%V	6.0%	7.1%	11.5%	5.5%	7.9%	3.6%	6.6%
%H		51.1%	22.2%	72.2%	47.8%	25.6%	100.0%
Other bedroom	16	11	2	12	9	3	16
%V	1.1%	1.7%	1.1%	1.0%	1.7%	0.5%	1.2%
%H		68.8%	12.5%	75.0%	56.3%	18.8%	100.0%
Second living/dining room	95	47	9	74	36	37	92
%V	6.3%	7.2%	5.2%	6.2%	6.6%	5.7%	6.8%
%H		49.5%	9.5%	77.9%	37.9%	38.9%	96.8%
Study/office	10	5	1	7	3	4	10
%V	0.7%	0.8%	0.6%	0.6%	0.6%	0.6%	0.7%
%H		50.0%	10.0%	70.0%	30.0%	40.0%	100.0%
TV room	27	11	3	27	13	13	26
%V	1.8%	1.7%	1.7%	2.3%	2.4%	2.0%	1.9%
%H		40.7%	11.1%	100.0%	48.1%	48.1%	96.3%
Conservatory	20	12	2	15	9	6	20
%V	1.3%	1.8%	1.1%	1.3%	1.7%	0.9%	1.5%
%H		60.0%	10.0%	75.0%	45.0%	30.0%	100.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	2	0	1	1	0	1	2
%V	0.1%	0.0%	0.6%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	50.0%	50.0%	0.0%	50.0%	100.0%
Other	10	5	2	8	4	3	10
%V	0.7%	0.8%	1.1%	0.7%	0.7%	0.5%	0.7%
%H		50.0%	20.0%	80.0%	40.0%	30.0%	100.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1499	651	174	1190	545	645	1360
%H		43.4%	11.6%	79.4%	36.4%	43.0%	90.7%
PVR	528	378	101	341	288	54	506
%V	35.2%	58.1%	58.0%	28.7%	52.8%	8.4%	37.2%
%H		71.6%	19.1%	64.6%	54.5%	10.2%	95.8%
DVDR	3	1	0	3	1	2	3
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	533	379	102	345	288	57	509
%V	35.6%	58.2%	58.6%	29.0%	52.8%	8.8%	37.4%
%H		71.1%	19.1%	64.7%	54.0%	10.7%	95.5%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1499	651	174	1190	545	645	1360
%H		43.4%	11.6%	79.4%	36.4%	43.0%	90.7%
Receives HDTV (via STB or built-in reception)	966	446	128	793	396	398	910
%V	64.4%	68.5%	73.6%	66.6%	72.7%	61.7%	66.9%
%H		46.2%	13.3%	82.1%	41.0%	41.2%	94.2%
DVD/Blu-ray player or recorder	380	176	45	278	131	146	350
%V	25.4%	27.0%	25.9%	23.4%	24.0%	22.6%	25.7%
%H		46.3%	11.8%	73.2%	34.5%	38.4%	92.1%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	716	272	79	560	214	346	617
%H		38.0%	11.0%	78.2%	29.9%	48.3%	86.2%
Under 20"	4	1	0	4	0	4	3
%V	0.6%	0.4%	0.0%	0.7%	0.0%	1.2%	0.5%
%H		25.0%	0.0%	100.0%	0.0%	100.0%	75.0%
20" - 29"	35	10	2	30	6	24	19
%V	4.9%	3.7%	2.5%	5.4%	2.8%	6.9%	3.1%
%H		28.6%	5.7%	85.7%	17.1%	68.6%	54.3%
30" - 39"	170	56	12	141	45	96	128
%V	23.7%	20.6%	15.2%	25.2%	21.0%	27.7%	20.7%
%H		32.9%	7.1%	82.9%	26.5%	56.5%	75.3%
40" - 49"	360	134	41	284	110	175	325
%V	50.3%	49.3%	51.9%	50.7%	51.4%	50.6%	52.7%
%H		37.2%	11.4%	78.9%	30.6%	48.6%	90.3%
50" - 59"	129	63	19	89	47	42	124
%V	18.0%	23.2%	24.1%	15.9%	22.0%	12.1%	20.1%
%H		48.8%	14.7%	69.0%	36.4%	32.6%	96.1%
60"+	17	7	3	12	6	6	17
%V	2.4%	2.6%	3.8%	2.1%	2.8%	1.7%	2.8%
%H		41.2%	17.6%	70.6%	35.3%	35.3%	100.0%
Don't know	2	1	0	1	1	1	2
%V	0.3%	0.4%	0.0%	0.2%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	716	272	79	560	214	346	617
%H		38.0%	11.0%	78.2%	29.9%	48.3%	86.2%
PVR	347	238	70	233	191	42	328
%V	48.5%	87.5%	88.6%	41.6%	89.3%	12.1%	53.2%
%H		68.6%	20.2%	67.1%	55.0%	12.1%	94.5%
DVDR	2	0	0	2	0	2	2
%V	0.3%	0.0%	0.0%	0.4%	0.0%	0.6%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	2	1	0	2	1	2	2
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.6%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
Any recorder	349	238	70	236	191	44	330
%V	48.7%	87.5%	88.6%	42.1%	89.3%	12.7%	53.5%
%H		68.2%	20.1%	67.6%	54.7%	12.6%	94.6%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	716	272	79	560	214	346	617
%H		38.0%	11.0%	78.2%	29.9%	48.3%	86.2%
Receives HDTV (via STB or built-in reception)	532	229	72	430	196	234	489
%V	74.3%	84.2%	91.1%	76.8%	91.6%	67.6%	79.3%
%H		43.0%	13.5%	80.8%	36.8%	44.0%	91.9%
DVD/Blu-ray player or recorder	223	91	27	163	67	97	198
%V	31.1%	33.5%	34.2%	29.1%	31.3%	28.0%	32.1%
%H		40.8%	12.1%	73.1%	30.0%	43.5%	88.8%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Set level data

Table 12.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	782	378	95	630	331	299	743
%H		48.3%	12.1%	80.6%	42.3%	38.2%	95.0%
Under 20"	49	20	6	41	17	24	42
%V	6.3%	5.3%	6.3%	6.5%	5.1%	8.0%	5.7%
%H		40.8%	12.2%	83.7%	34.7%	49.0%	85.7%
20" - 29"	175	77	20	148	72	76	162
%V	22.4%	20.4%	21.1%	23.5%	21.8%	25.4%	21.8%
%H		44.0%	11.4%	84.6%	41.1%	43.4%	92.6%
30" - 39"	344	173	37	283	151	132	329
%V	44.0%	45.8%	38.9%	44.9%	45.6%	44.1%	44.3%
%H		50.3%	10.8%	82.3%	43.9%	38.4%	95.6%
40" - 49"	163	77	26	124	68	56	160
%V	20.8%	20.4%	27.4%	19.7%	20.5%	18.7%	21.5%
%H		47.2%	16.0%	76.1%	41.7%	34.4%	98.2%
50" - 59"	42	26	5	28	19	9	42
%V	5.4%	6.9%	5.3%	4.4%	5.7%	3.0%	5.7%
%H		61.9%	11.9%	66.7%	45.2%	21.4%	100.0%
60"+	6	2	1	4	2	2	6
%V	0.8%	0.5%	1.1%	0.6%	0.6%	0.7%	0.8%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
Don't know	3	2	0	2	2	0	3
%V	0.4%	0.5%	0.0%	0.3%	0.6%	0.0%	0.4%
%H		66.7%	0.0%	66.7%	66.7%	0.0%	100.0%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Set level data

Table 12.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	782	378	95	630	331	299	743
%H		48.3%	12.1%	80.6%	42.3%	38.2%	95.0%
PVR	182	141	31	108	96	12	178
%V	23.3%	37.3%	32.6%	17.1%	29.0%	4.0%	24.0%
%H		77.5%	17.0%	59.3%	52.7%	6.6%	97.8%
DVDR	1	1	0	1	1	0	1
%V	0.1%	0.3%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	183	141	32	110	97	13	180
%V	23.4%	37.3%	33.7%	17.5%	29.3%	4.3%	24.2%
%H		77.0%	17.5%	60.1%	53.0%	7.1%	98.4%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	782	378	95	630	331	299	743
%H		48.3%	12.1%	80.6%	42.3%	38.2%	95.0%
Receives HDTV (via STB or built-in reception)	434	216	56	364	200	164	421
%V	55.5%	57.1%	58.9%	57.8%	60.4%	54.8%	56.7%
%H		49.8%	12.9%	83.9%	46.1%	37.8%	97.0%
DVD/Blu-ray player or recorder	157	85	19	114	65	50	152
%V	20.1%	22.5%	20.0%	18.1%	19.6%	16.7%	20.5%
%H		54.1%	12.1%	72.6%	41.4%	31.8%	96.8%

Base: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1871	1819	755	223	1389	597	792	1721
%H		97.2%	40.4%	11.9%	74.2%	31.9%	42.3%	92.0%
Total Children	396	389	180	58	281	141	141	392
%V	21.2%	21.4%	23.8%	26.0%	20.2%	23.6%	17.8%	22.8%
%H		98.2%	45.5%	14.6%	71.0%	35.6%	35.6%	99.0%
0 - 3	90	89	40	13	57	25	33	89
%V	4.8%	4.9%	5.3%	5.8%	4.1%	4.2%	4.2%	5.2%
%H		98.9%	44.4%	14.4%	63.3%	27.8%	36.7%	98.9%
4 - 15	306	300	139	46	224	116	108	303
%V	16.4%	16.5%	18.4%	20.6%	16.1%	19.4%	13.6%	17.6%
%H		98.0%	45.4%	15.0%	73.2%	37.9%	35.3%	99.0%
4 - 9	156	151	68	23	113	58	55	153
%V	8.3%	8.3%	9.0%	10.3%	8.1%	9.7%	6.9%	8.9%
%H		96.8%	43.6%	14.7%	72.4%	37.2%	35.3%	98.1%
10 - 15	151	149	71	23	111	58	53	150
%V	8.1%	8.2%	9.4%	10.3%	8.0%	9.7%	6.7%	8.7%
%H		98.7%	47.0%	15.2%	73.5%	38.4%	35.1%	99.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1871	1819	755	223	1389	597	792	1721
%H		97.2%	40.4%	11.9%	74.2%	31.9%	42.3%	92.0%
Total Adults (16+)	1475	1429	576	165	1107	456	651	1329
%V	78.8%	78.6%	76.3%	74.0%	79.7%	76.4%	82.2%	77.2%
%H		96.9%	39.1%	11.2%	75.1%	30.9%	44.1%	90.1%
16 - 19	86	83	38	10	63	29	33	83
%V	4.6%	4.6%	5.0%	4.5%	4.5%	4.9%	4.2%	4.8%
%H		96.5%	44.2%	11.6%	73.3%	33.7%	38.4%	96.5%
20 - 24	112	104	38	16	72	34	38	106
%V	6.0%	5.7%	5.0%	7.2%	5.2%	5.7%	4.8%	6.2%
%H		92.9%	33.9%	14.3%	64.3%	30.4%	33.9%	94.6%
25 - 34	245	230	87	24	173	67	106	238
%V	13.1%	12.6%	11.5%	10.8%	12.5%	11.2%	13.4%	13.8%
%H		93.9%	35.5%	9.8%	70.6%	27.3%	43.3%	97.1%
35 - 44	242	232	97	32	170	73	96	233
%V	12.9%	12.8%	12.8%	14.3%	12.2%	12.2%	12.1%	13.5%
%H		95.9%	40.1%	13.2%	70.2%	30.2%	39.7%	96.3%
45 - 54	252	247	105	36	188	85	103	237
%V	13.5%	13.6%	13.9%	16.1%	13.5%	14.2%	13.0%	13.8%
%H		98.0%	41.7%	14.3%	74.6%	33.7%	40.9%	94.0%
55 - 64	236	234	97	24	192	79	112	218
%V	12.6%	12.9%	12.8%	10.8%	13.8%	13.2%	14.1%	12.7%
%H		99.2%	41.1%	10.2%	81.4%	33.5%	47.5%	92.4%
65+	302	298	114	21	251	89	162	214
%V	16.1%	16.4%	15.1%	9.4%	18.1%	14.9%	20.5%	12.4%
%H		98.7%	37.7%	7.0%	83.1%	29.5%	53.6%	70.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1475	1429	576	165	1107	456	651	1329
%H		96.9%	39.1%	11.2%	75.1%	30.9%	44.1%	90.1%
AB	336	329	145	43	242	109	133	331
%V	22.8%	23.0%	25.2%	26.1%	21.9%	23.9%	20.4%	24.9%
%H		97.9%	43.2%	12.8%	72.0%	32.4%	39.6%	98.5%
C1	401	390	154	53	297	128	169	375
%V	27.2%	27.3%	26.7%	32.1%	26.8%	28.1%	26.0%	28.2%
%H		97.3%	38.4%	13.2%	74.1%	31.9%	42.1%	93.5%
C2	332	323	138	34	246	101	145	308
%V	22.5%	22.6%	24.0%	20.6%	22.2%	22.1%	22.3%	23.2%
%H		97.3%	41.6%	10.2%	74.1%	30.4%	43.7%	92.8%
D	255	240	87	28	202	83	119	217
%V	17.3%	16.8%	15.1%	17.0%	18.2%	18.2%	18.3%	16.3%
%H		94.1%	34.1%	11.0%	79.2%	32.5%	46.7%	85.1%
E	151	147	52	7	120	35	85	97
%V	10.2%	10.3%	9.0%	4.2%	10.8%	7.7%	13.1%	7.3%
%H		97.4%	34.4%	4.6%	79.5%	23.2%	56.3%	64.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1475	1429	576	165	1107	456	651	1329
%H		96.9%	39.1%	11.2%	75.1%	30.9%	44.1%	90.1%
Working full time	736	714	290	92	548	237	312	711
%V	49.9%	50.0%	50.3%	55.8%	49.5%	52.0%	47.9%	53.5%
%H		97.0%	39.4%	12.5%	74.5%	32.2%	42.4%	96.6%
Working part time	119	116	54	16	82	37	45	113
%V	8.1%	8.1%	9.4%	9.7%	7.4%	8.1%	6.9%	8.5%
%H		97.5%	45.4%	13.4%	68.9%	31.1%	37.8%	95.0%
Not working	616	595	231	58	474	182	292	501
%V	41.8%	41.6%	40.1%	35.2%	42.8%	39.9%	44.9%	37.7%
%H		96.6%	37.5%	9.4%	76.9%	29.5%	47.4%	81.3%
Houseperson	744	716	272	79	560	214	346	634
%V	50.4%	50.1%	47.2%	47.9%	50.6%	46.9%	53.1%	47.7%
%H		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	722	697	276	83	531	218	314	652
%H		96.5%	38.2%	11.5%	73.5%	30.2%	43.5%	90.3%
16 - 19	42	42	19	5	31	14	17	41
%V	5.8%	6.0%	6.9%	6.0%	5.8%	6.4%	5.4%	6.3%
%H		100.0%	45.2%	11.9%	73.8%	33.3%	40.5%	97.6%
20 - 24	60	57	20	8	39	17	21	57
%V	8.3%	8.2%	7.2%	9.6%	7.3%	7.8%	6.7%	8.7%
%H		95.0%	33.3%	13.3%	65.0%	28.3%	35.0%	95.0%
25 - 34	122	114	39	12	84	30	54	118
%V	16.9%	16.4%	14.1%	14.5%	15.8%	13.8%	17.2%	18.1%
%H		93.4%	32.0%	9.8%	68.9%	24.6%	44.3%	96.7%
35 - 44	118	112	43	15	84	34	49	113
%V	16.3%	16.1%	15.6%	18.1%	15.8%	15.6%	15.6%	17.3%
%H		94.9%	36.4%	12.7%	71.2%	28.8%	41.5%	95.8%
45 - 54	123	120	52	19	89	42	47	113
%V	17.0%	17.2%	18.8%	22.9%	16.8%	19.3%	15.0%	17.3%
%H		97.6%	42.3%	15.4%	72.4%	34.1%	38.2%	91.9%
55 - 64	116	114	48	12	92	38	53	106
%V	16.1%	16.4%	17.4%	14.5%	17.3%	17.4%	16.9%	16.3%
%H		98.3%	41.4%	10.3%	79.3%	32.8%	45.7%	91.4%
65+	141	138	55	11	113	42	71	105
%V	19.5%	19.8%	19.9%	13.3%	21.3%	19.3%	22.6%	16.1%
%H		97.9%	39.0%	7.8%	80.1%	29.8%	50.4%	74.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	722	697	276	83	531	218	314	652
%H		96.5%	38.2%	11.5%	73.5%	30.2%	43.5%	90.3%
AB	168	164	73	22	119	56	63	166
%V	23.3%	23.5%	26.4%	26.5%	22.4%	25.7%	20.1%	25.5%
%H		97.6%	43.5%	13.1%	70.8%	33.3%	37.5%	98.8%
C1	185	180	68	25	135	57	78	175
%V	25.6%	25.8%	24.6%	30.1%	25.4%	26.1%	24.8%	26.8%
%H		97.3%	36.8%	13.5%	73.0%	30.8%	42.2%	94.6%
C2	179	174	73	18	130	52	78	164
%V	24.8%	25.0%	26.4%	21.7%	24.5%	23.9%	24.8%	25.2%
%H		97.2%	40.8%	10.1%	72.6%	29.1%	43.6%	91.6%
D	124	116	39	14	97	38	60	106
%V	17.2%	16.6%	14.1%	16.9%	18.3%	17.4%	19.1%	16.3%
%H		93.5%	31.5%	11.3%	78.2%	30.6%	48.4%	85.5%
E	66	64	24	3	50	15	35	42
%V	9.1%	9.2%	8.7%	3.6%	9.4%	6.9%	11.1%	6.4%
%H		97.0%	36.4%	4.5%	75.8%	22.7%	53.0%	63.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	722	697	276	83	531	218	314	652
%H		96.5%	38.2%	11.5%	73.5%	30.2%	43.5%	90.3%
Working full time	425	412	165	52	311	130	181	408
%V	58.9%	59.1%	59.8%	62.7%	58.6%	59.6%	57.6%	62.6%
%H		96.9%	38.8%	12.2%	73.2%	30.6%	42.6%	96.0%
Working part time	29	28	12	3	21	9	11	26
%V	4.0%	4.0%	4.3%	3.6%	4.0%	4.1%	3.5%	4.0%
%H		96.6%	41.4%	10.3%	72.4%	31.0%	37.9%	89.7%
Not working	265	255	99	27	198	78	120	216
%V	36.7%	36.6%	35.9%	32.5%	37.3%	35.8%	38.2%	33.1%
%H		96.2%	37.4%	10.2%	74.7%	29.4%	45.3%	81.5%
Houseperson	147	134	40	15	99	29	70	104
%V	20.4%	19.2%	14.5%	18.1%	18.6%	13.3%	22.3%	16.0%
%H		91.2%	27.2%	10.2%	67.3%	19.7%	47.6%	70.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	733	299	83	576	238	338	677
%H		97.3%	39.7%	11.0%	76.5%	31.6%	44.9%	89.9%
16 - 19	43	41	19	5	32	16	16	42
%V	5.7%	5.6%	6.4%	6.0%	5.6%	6.7%	4.7%	6.2%
%H		95.3%	44.2%	11.6%	74.4%	37.2%	37.2%	97.7%
20 - 24	52	47	18	9	33	17	17	49
%V	6.9%	6.4%	6.0%	10.8%	5.7%	7.1%	5.0%	7.2%
%H		90.4%	34.6%	17.3%	63.5%	32.7%	32.7%	94.2%
25 - 34	123	116	48	12	89	37	52	120
%V	16.3%	15.8%	16.1%	14.5%	15.5%	15.5%	15.4%	17.7%
%H		94.3%	39.0%	9.8%	72.4%	30.1%	42.3%	97.6%
35 - 44	125	120	53	17	86	39	47	120
%V	16.6%	16.4%	17.7%	20.5%	14.9%	16.4%	13.9%	17.7%
%H		96.0%	42.4%	13.6%	68.8%	31.2%	37.6%	96.0%
45 - 54	129	128	53	18	99	43	56	124
%V	17.1%	17.5%	17.7%	21.7%	17.2%	18.1%	16.6%	18.3%
%H		99.2%	41.1%	14.0%	76.7%	33.3%	43.4%	96.1%
55 - 64	121	120	49	12	100	41	59	112
%V	16.1%	16.4%	16.4%	14.5%	17.4%	17.2%	17.5%	16.5%
%H		99.2%	40.5%	9.9%	82.6%	33.9%	48.8%	92.6%
65+	161	160	58	10	138	46	91	109
%V	21.4%	21.8%	19.4%	12.0%	24.0%	19.3%	26.9%	16.1%
%H		99.4%	36.0%	6.2%	85.7%	28.6%	56.5%	67.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	733	299	83	576	238	338	677
%H		97.3%	39.7%	11.0%	76.5%	31.6%	44.9%	89.9%
AB	169	165	72	21	123	53	70	165
%V	22.4%	22.5%	24.1%	25.3%	21.4%	22.3%	20.7%	24.4%
%H		97.6%	42.6%	12.4%	72.8%	31.4%	41.4%	97.6%
C1	216	210	86	28	162	71	91	201
%V	28.7%	28.6%	28.8%	33.7%	28.1%	29.8%	26.9%	29.7%
%H		97.2%	39.8%	13.0%	75.0%	32.9%	42.1%	93.1%
C2	153	150	65	16	116	49	67	144
%V	20.3%	20.5%	21.7%	19.3%	20.1%	20.6%	19.8%	21.3%
%H		98.0%	42.5%	10.5%	75.8%	32.0%	43.8%	94.1%
D	130	125	48	14	105	45	60	112
%V	17.3%	17.1%	16.1%	16.9%	18.2%	18.9%	17.8%	16.5%
%H		96.2%	36.9%	10.8%	80.8%	34.6%	46.2%	86.2%
E	85	84	28	4	70	20	50	55
%V	11.3%	11.5%	9.4%	4.8%	12.2%	8.4%	14.8%	8.1%
%H		98.8%	32.9%	4.7%	82.4%	23.5%	58.8%	64.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	753	733	299	83	576	238	338	677
%H		97.3%	39.7%	11.0%	76.5%	31.6%	44.9%	89.9%
Working full time	311	302	125	40	237	107	131	303
%V	41.3%	41.2%	41.8%	48.2%	41.1%	45.0%	38.8%	44.8%
%H		97.1%	40.2%	12.9%	76.2%	34.4%	42.1%	97.4%
Working part time	89	88	41	13	61	28	33	87
%V	11.8%	12.0%	13.7%	15.7%	10.6%	11.8%	9.8%	12.9%
%H		98.9%	46.1%	14.6%	68.5%	31.5%	37.1%	97.8%
Not working	351	340	132	30	276	103	172	285
%V	46.6%	46.4%	44.1%	36.1%	47.9%	43.3%	50.9%	42.1%
%H		96.9%	37.6%	8.5%	78.6%	29.3%	49.0%	81.2%
Houseperson	597	583	233	63	461	185	276	530
%V	79.3%	79.5%	77.9%	75.9%	80.0%	77.7%	81.7%	78.3%
%H		97.7%	39.0%	10.6%	77.2%	31.0%	46.2%	88.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
AB	303	295	145	31	172	67	106	291
%V	22.1%	22.3%	22.2%	26.5%	22.8%	23.6%	22.6%	24.0%
%H (All HH)		97.4%	47.9%	10.2%	56.8%	22.1%	35.0%	96.0%
%H (TV HH)			49.2%	10.5%	58.3%	22.7%	35.9%	
C1	385	371	178	40	210	80	130	352
%V	28.1%	28.0%	27.2%	34.2%	27.9%	28.2%	27.7%	29.0%
%H (All HH)		96.4%	46.2%	10.4%	54.5%	20.8%	33.8%	91.4%
%H (TV HH)			48.0%	10.8%	56.6%	21.6%	35.0%	
C2	316	309	169	23	177	77	101	287
%V	23.0%	23.4%	25.8%	19.7%	23.5%	27.1%	21.5%	23.6%
%H (All HH)		97.8%	53.5%	7.3%	56.0%	24.4%	32.0%	90.8%
%H (TV HH)			54.7%	7.4%	57.3%	24.9%	32.7%	
D	222	211	109	13	113	40	73	182
%V	16.2%	15.9%	16.7%	11.1%	15.0%	14.1%	15.5%	15.0%
%H (All HH)		95.0%	49.1%	5.9%	50.9%	18.0%	32.9%	82.0%
%H (TV HH)			51.7%	6.2%	53.6%	19.0%	34.6%	
E	145	138	55	10	81	20	61	103
%V	10.6%	10.4%	8.4%	8.5%	10.7%	7.0%	13.0%	8.5%
%H (All HH)		95.2%	37.9%	6.9%	55.9%	13.8%	42.1%	71.0%
%H (TV HH)			39.9%	7.2%	58.7%	14.5%	44.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Under 25	58	48	13	4	19	2	17	56
%V	4.2%	3.6%	2.0%	3.4%	2.5%	0.7%	3.6%	4.6%
%H (All HH)		82.8%	22.4%	6.9%	32.8%	3.4%	29.3%	96.6%
%H (TV HH)			27.1%	8.3%	39.6%	4.2%	35.4%	
25 - 34	194	184	76	12	88	23	65	188
%V	14.1%	13.9%	11.6%	10.3%	11.7%	8.1%	13.8%	15.5%
%H (All HH)		94.8%	39.2%	6.2%	45.4%	11.9%	33.5%	96.9%
%H (TV HH)			41.3%	6.5%	47.8%	12.5%	35.3%	
35 - 44	199	192	105	22	83	35	48	197
%V	14.5%	14.5%	16.1%	18.8%	11.0%	12.3%	10.2%	16.2%
%H (All HH)		96.5%	52.8%	11.1%	41.7%	17.6%	24.1%	99.0%
%H (TV HH)			54.7%	11.5%	43.2%	18.2%	25.0%	
45 - 54	237	229	122	26	128	56	72	227
%V	17.3%	17.3%	18.7%	22.2%	17.0%	19.7%	15.3%	18.7%
%H (All HH)		96.6%	51.5%	11.0%	54.0%	23.6%	30.4%	95.8%
%H (TV HH)			53.3%	11.4%	55.9%	24.5%	31.4%	
55 - 64	254	246	137	18	153	69	84	238
%V	18.5%	18.6%	20.9%	15.4%	20.3%	24.3%	17.9%	19.6%
%H (All HH)		96.9%	53.9%	7.1%	60.2%	27.2%	33.1%	93.7%
%H (TV HH)			55.7%	7.3%	62.2%	28.0%	34.1%	
65 +	430	423	202	34	283	98	185	310
%V	31.3%	32.0%	30.9%	29.1%	37.5%	34.5%	39.4%	25.5%
%H (All HH)		98.4%	47.0%	7.9%	65.8%	22.8%	43.0%	72.1%
%H (TV HH)			47.8%	8.0%	66.9%	23.2%	43.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
1	448	417	175	28	260	67	193	327
%V	32.7%	31.5%	26.8%	23.9%	34.5%	23.6%	41.1%	26.9%
%H (All HH)		93.1%	39.1%	6.3%	58.0%	15.0%	43.1%	73.0%
%H (TV HH)			42.0%	6.7%	62.4%	16.1%	46.3%	
2	469	457	239	43	263	111	152	438
%V	34.2%	34.5%	36.5%	36.8%	34.9%	39.1%	32.3%	36.0%
%H (All HH)		97.4%	51.0%	9.2%	56.1%	23.7%	32.4%	93.4%
%H (TV HH)			52.3%	9.4%	57.5%	24.3%	33.3%	
3	215	212	108	20	115	50	65	211
%V	15.7%	16.0%	16.5%	17.1%	15.3%	17.6%	13.8%	17.4%
%H (All HH)		98.6%	50.2%	9.3%	53.5%	23.3%	30.2%	98.1%
%H (TV HH)			50.9%	9.4%	54.2%	23.6%	30.7%	
4	166	164	91	19	83	39	44	165
%V	12.1%	12.4%	13.9%	16.2%	11.0%	13.7%	9.4%	13.6%
%H (All HH)		98.8%	54.8%	11.4%	50.0%	23.5%	26.5%	99.4%
%H (TV HH)			55.5%	11.6%	50.6%	23.8%	26.8%	
5+	74	73	41	6	33	16	17	73
%V	5.4%	5.5%	6.3%	5.1%	4.4%	5.6%	3.6%	6.0%
%H (All HH)		98.6%	55.4%	8.1%	44.6%	21.6%	23.0%	98.6%
%H (TV HH)			56.2%	8.2%	45.2%	21.9%	23.3%	
Average HH size	2.26	2.28	2.39	2.47	2.18	2.41	2.04	2.38

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Without	1054	1009	494	89	598	223	375	902
%V	76.8%	76.3%	75.5%	76.1%	79.3%	78.5%	79.8%	74.2%
%H (All HH)		95.7%	46.9%	8.4%	56.7%	21.2%	35.6%	85.6%
%H (TV HH)			49.0%	8.8%	59.3%	22.1%	37.2%	
With	318	314	160	28	156	61	95	313
%V	23.2%	23.7%	24.5%	23.9%	20.7%	21.5%	20.2%	25.8%
%H (All HH)		98.7%	50.3%	8.8%	49.1%	19.2%	29.9%	98.4%
%H (TV HH)			51.0%	8.9%	49.7%	19.4%	30.3%	
0 - 3	104	102	47	6	49	15	34	101
%V	7.6%	7.7%	7.2%	5.1%	6.5%	5.3%	7.2%	8.3%
%H (All HH)		98.1%	45.2%	5.8%	47.1%	14.4%	32.7%	97.1%
%H (TV HH)			46.1%	5.9%	48.0%	14.7%	33.3%	
4 - 9	164	162	79	16	77	30	47	162
%V	12.0%	12.2%	12.1%	13.7%	10.2%	10.6%	10.0%	13.3%
%H (All HH)		98.8%	48.2%	9.8%	47.0%	18.3%	28.7%	98.8%
%H (TV HH)			48.8%	9.9%	47.5%	18.5%	29.0%	
10 - 15	159	158	87	14	82	37	44	158
%V	11.6%	11.9%	13.3%	12.0%	10.9%	13.0%	9.4%	13.0%
%H (All HH)		99.4%	54.7%	8.8%	51.6%	23.3%	27.7%	99.4%
%H (TV HH)			55.1%	8.9%	51.9%	23.4%	27.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
1	486	486	196	38	230	23	206	393
%V	35.4%	36.7%	30.0%	32.5%	30.5%	8.1%	43.8%	32.3%
%H (All HH)		100.0%	40.3%	7.8%	47.3%	4.7%	42.4%	80.9%
%H (TV HH)			40.3%	7.8%	47.3%	4.7%	42.4%	
2	451	451	234	44	268	115	153	406
%V	32.9%	34.1%	35.8%	37.6%	35.5%	40.5%	32.6%	33.4%
%H (All HH)		100.0%	51.9%	9.8%	59.4%	25.5%	33.9%	90.0%
%H (TV HH)			51.9%	9.8%	59.4%	25.5%	33.9%	
3	222	222	127	20	140	74	66	212
%V	16.2%	16.8%	19.4%	17.1%	18.6%	26.1%	14.0%	17.4%
%H (All HH)		100.0%	57.2%	9.0%	63.1%	33.3%	29.7%	95.5%
%H (TV HH)			57.2%	9.0%	63.1%	33.3%	29.7%	
4	109	109	61	11	75	44	31	109
%V	7.9%	8.2%	9.3%	9.4%	9.9%	15.5%	6.6%	9.0%
%H (All HH)		100.0%	56.0%	10.1%	68.8%	40.4%	28.4%	100.0%
%H (TV HH)			56.0%	10.1%	68.8%	40.4%	28.4%	
5+	55	55	36	4	43	28	14	55
%V	4.0%	4.2%	5.5%	3.4%	5.7%	9.9%	3.0%	4.5%
%H (All HH)		100.0%	65.5%	7.3%	78.2%	50.9%	25.5%	100.0%
%H (TV HH)			65.5%	7.3%	78.2%	50.9%	25.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Under 20"	122	122	60	5	96	43	53	105
%V	8.9%	9.2%	9.2%	4.3%	12.7%	15.1%	11.3%	8.6%
%H (All HH)		100.0%	49.2%	4.1%	78.7%	35.2%	43.4%	86.1%
%H (TV HH)			49.2%	4.1%	78.7%	35.2%	43.4%	
20" - 29"	384	384	182	37	265	117	147	343
%V	28.0%	29.0%	27.8%	31.6%	35.1%	41.2%	31.3%	28.2%
%H (All HH)		100.0%	47.4%	9.6%	69.0%	30.5%	38.3%	89.3%
%H (TV HH)			47.4%	9.6%	69.0%	30.5%	38.3%	
30" - 39"	671	671	325	58	420	167	252	592
%V	48.9%	50.7%	49.7%	49.6%	55.7%	58.8%	53.6%	48.7%
%H (All HH)		100.0%	48.4%	8.6%	62.6%	24.9%	37.6%	88.2%
%H (TV HH)			48.4%	8.6%	62.6%	24.9%	37.6%	
40" - 49"	686	686	381	66	377	173	204	640
%V	50.0%	51.9%	58.3%	56.4%	50.0%	60.9%	43.4%	52.7%
%H (All HH)		100.0%	55.5%	9.6%	55.0%	25.2%	29.7%	93.3%
%H (TV HH)			55.5%	9.6%	55.0%	25.2%	29.7%	
50" - 59"	288	288	174	23	143	71	72	277
%V	21.0%	21.8%	26.6%	19.7%	19.0%	25.0%	15.3%	22.8%
%H (All HH)		100.0%	60.4%	8.0%	49.7%	24.7%	25.0%	96.2%
%H (TV HH)			60.4%	8.0%	49.7%	24.7%	25.0%	
60"+	44	44	26	3	21	9	12	44
%V	3.2%	3.3%	4.0%	2.6%	2.8%	3.2%	2.6%	3.6%
%H (All HH)		100.0%	59.1%	6.8%	47.7%	20.5%	27.3%	100.0%
%H (TV HH)			59.1%	6.8%	47.7%	20.5%	27.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%V (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Main living room	1305	1305	650	116	742	281	461	1160
%V	95.1%	98.6%	99.4%	99.1%	98.4%	98.9%	98.1%	95.5%
%H (All HH)		100.0%	49.8%	8.9%	56.9%	21.5%	35.3%	88.9%
%H (TV HH)			49.8%	8.9%	56.9%	21.5%	35.3%	
Kitchen	169	169	88	11	125	59	67	153
%V	12.3%	12.8%	13.5%	9.4%	16.6%	20.8%	14.3%	12.6%
%H (All HH)		100.0%	52.1%	6.5%	74.0%	34.9%	39.6%	90.5%
%H (TV HH)			52.1%	6.5%	74.0%	34.9%	39.6%	
Adult's bedroom	613	613	346	54	386	199	187	578
%V	44.7%	46.3%	52.9%	46.2%	51.2%	70.1%	39.8%	47.6%
%H (All HH)		100.0%	56.4%	8.8%	63.0%	32.5%	30.5%	94.3%
%H (TV HH)			56.4%	8.8%	63.0%	32.5%	30.5%	
Child's bedroom	141	141	77	11	78	38	41	139
%V	10.3%	10.7%	11.8%	9.4%	10.3%	13.4%	8.7%	11.4%
%H (All HH)		100.0%	54.6%	7.8%	55.3%	27.0%	29.1%	98.6%
%H (TV HH)			54.6%	7.8%	55.3%	27.0%	29.1%	
Other bedroom	106	106	63	11	75	47	28	102
%V	7.7%	8.0%	9.6%	9.4%	9.9%	16.5%	6.0%	8.4%
%H (All HH)		100.0%	59.4%	10.4%	70.8%	44.3%	26.4%	96.2%
%H (TV HH)			59.4%	10.4%	70.8%	44.3%	26.4%	
Second living/dining room	175	175	98	18	125	69	56	164
%V	12.8%	13.2%	15.0%	15.4%	16.6%	24.3%	11.9%	13.5%
%H (All HH)		100.0%	56.0%	10.3%	71.4%	39.4%	32.0%	93.7%
%H (TV HH)			56.0%	10.3%	71.4%	39.4%	32.0%	
Study/office	24	24	12	4	17	10	7	23
%V	1.7%	1.8%	1.8%	3.4%	2.3%	3.5%	1.5%	1.9%
%H (All HH)		100.0%	50.0%	16.7%	70.8%	41.7%	29.2%	95.8%
%H (TV HH)			50.0%	16.7%	70.8%	41.7%	29.2%	
TV room	7	7	4	0	5	2	3	7
%V	0.5%	0.5%	0.6%	0.0%	0.7%	0.7%	0.6%	0.6%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	71.4%	28.6%	42.9%	
Conservatory	45	45	26	4	32	19	14	44
%V	3.3%	3.4%	4.0%	3.4%	4.2%	6.7%	3.0%	3.6%
%H (All HH)		100.0%	57.8%	8.9%	71.1%	42.2%	31.1%	97.8%
%H (TV HH)			57.8%	8.9%	71.1%	42.2%	31.1%	
Attic or loft room	4	4	2	0	1	0	1	4
%V	0.3%	0.3%	0.3%	0.0%	0.1%	0.0%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	25.0%	0.0%	25.0%	100.0%
%H (TV HH)			50.0%	0.0%	25.0%	0.0%	25.0%	
No specific location	3	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Other	11	11	8	1	7	5	2	11
%V	0.8%	0.8%	1.2%	0.9%	0.9%	1.8%	0.4%	0.9%
%H (All HH)		100.0%	72.7%	9.1%	63.6%	45.5%	18.2%	100.0%
%H (TV HH)			72.7%	9.1%	63.6%	45.5%	18.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Any DSAT provider	654	654	654	3	241	241	0	608
%V	47.7%	49.4%	100.0%	2.6%	32.0%	84.9%	0.0%	50.0%
%H (All HH)			100.0%	0.5%	36.9%	36.9%	0.0%	93.0%
%H (TV HH)			100.0%	0.5%	36.9%	36.9%	0.0%	
Sky with subcription	527	527	527	2	190	190	0	501
%V	38.4%	39.8%	80.6%	1.7%	25.2%	66.9%	0.0%	41.2%
%H (All HH)			100.0%	0.4%	36.1%	36.1%	0.0%	95.1%
%H (TV HH)			100.0%	0.4%	36.1%	36.1%	0.0%	
Sky without subscription	53	53	53	0	21	21	0	38
%V	3.9%	4.0%	8.1%	0.0%	2.8%	7.4%	0.0%	3.1%
%H (All HH)			100.0%	0.0%	39.6%	39.6%	0.0%	71.7%
%H (TV HH)			100.0%	0.0%	39.6%	39.6%	0.0%	
Freesat	61	61	61	0	26	26	0	56
%V	4.4%	4.6%	9.3%	0.0%	3.4%	9.2%	0.0%	4.6%
%H (All HH)			100.0%	0.0%	42.6%	42.6%	0.0%	91.8%
%H (TV HH)			100.0%	0.0%	42.6%	42.6%	0.0%	
Other satellite provider	29	29	29	1	10	10	0	27
%V	2.1%	2.2%	4.4%	0.9%	1.3%	3.5%	0.0%	2.2%
%H (All HH)			100.0%	3.4%	34.5%	34.5%	0.0%	93.1%
%H (TV HH)			100.0%	3.4%	34.5%	34.5%	0.0%	
DCAB	117	117	3	117	43	43	0	111
%V	8.5%	8.8%	0.5%	100.0%	5.7%	15.1%	0.0%	9.1%
%H (All HH)			2.6%	100.0%	36.8%	36.8%	0.0%	94.9%
%H (TV HH)			2.6%	100.0%	36.8%	36.8%	0.0%	
DTT	754	754	241	43	754	284	470	644
%V	55.0%	57.0%	36.9%	36.8%	100.0%	100.0%	100.0%	53.0%
%H (All HH)		100.0%	32.0%	5.7%	100.0%	37.7%	62.3%	85.4%
%H (TV HH)			32.0%	5.7%	100.0%	37.7%	62.3%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%H (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
PVR	819	819	584	112	385	260	125	764
%V	59.7%	61.9%	89.3%	95.7%	51.1%	91.5%	26.6%	62.9%
%H (All HH)		100.0%	71.3%	13.7%	47.0%	31.7%	15.3%	93.3%
%H (TV HH)			71.3%	13.7%	47.0%	31.7%	15.3%	
DVDR	8	8	5	1	6	4	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.8%	1.4%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
VCR	8	8	3	1	8	4	4	6
%V	0.6%	0.6%	0.5%	0.9%	1.1%	1.4%	0.9%	0.5%
%H (All HH)		100.0%	37.5%	12.5%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			37.5%	12.5%	100.0%	50.0%	50.0%	
Any recorder	825	825	585	112	390	261	130	768
%V	60.1%	62.4%	89.4%	95.7%	51.7%	91.9%	27.7%	63.2%
%H (All HH)		100.0%	70.9%	13.6%	47.3%	31.6%	15.8%	93.1%
%H (TV HH)			70.9%	13.6%	47.3%	31.6%	15.8%	
Receives HDTV (via STB or built-in reception)	986	986	562	107	586	266	319	910
%V	71.9%	74.5%	85.9%	91.5%	77.7%	93.7%	67.9%	74.9%
%H (All HH)		100.0%	57.0%	10.9%	59.4%	27.0%	32.4%	92.3%
%H (TV HH)			57.0%	10.9%	59.4%	27.0%	32.4%	
DVD/Blu-ray player or recorder	769	769	399	71	444	193	252	716
%V	56.0%	58.1%	61.0%	60.7%	58.9%	68.0%	53.6%	58.9%
%H (All HH)		100.0%	51.9%	9.2%	57.7%	25.1%	32.8%	93.1%
%H (TV HH)			51.9%	9.2%	57.7%	25.1%	32.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1372	1323	654	117	754	284	470	1215
%V (All HH)		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (TV HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
Has broadband internet	1215	1174	608	111	644	268	376	1215
%V	88.6%	88.7%	93.0%	94.9%	85.4%	94.4%	80.0%	100.0%
%H (All HH)		96.6%	50.0%	9.1%	53.0%	22.1%	30.9%	100.0%
%H (TV HH)			51.8%	9.5%	54.9%	22.8%	32.0%	
Number of computers (PCs and laptops)								
0	260	245	92	15	156	32	123	113
%V	19.0%	18.5%	14.1%	12.8%	20.7%	11.3%	26.2%	9.3%
%H (All HH)		94.2%	35.4%	5.8%	60.0%	12.3%	47.3%	43.5%
%H (TV HH)			37.6%	6.1%	63.7%	13.1%	50.2%	
1	406	387	191	28	218	71	147	397
%V	29.6%	29.3%	29.2%	23.9%	28.9%	25.0%	31.3%	32.7%
%H (All HH)		95.3%	47.0%	6.9%	53.7%	17.5%	36.2%	97.8%
%H (TV HH)			49.4%	7.2%	56.3%	18.3%	38.0%	
2	331	323	173	34	179	84	95	330
%V	24.1%	24.4%	26.5%	29.1%	23.7%	29.6%	20.2%	27.2%
%H (All HH)		97.6%	52.3%	10.3%	54.1%	25.4%	28.7%	99.7%
%H (TV HH)			53.6%	10.5%	55.4%	26.0%	29.4%	
3	168	165	87	16	97	42	55	168
%V	12.2%	12.5%	13.3%	13.7%	12.9%	14.8%	11.7%	13.8%
%H (All HH)		98.2%	51.8%	9.5%	57.7%	25.0%	32.7%	100.0%
%H (TV HH)			52.7%	9.7%	58.8%	25.5%	33.3%	
4	99	98	56	13	48	26	21	99
%V	7.2%	7.4%	8.6%	11.1%	6.4%	9.2%	4.5%	8.1%
%H (All HH)		99.0%	56.6%	13.1%	48.5%	26.3%	21.2%	100.0%
%H (TV HH)			57.1%	13.3%	49.0%	26.5%	21.4%	
5+	108	106	56	12	57	28	28	108
%V	7.9%	8.0%	8.6%	10.3%	7.6%	9.9%	6.0%	8.9%
%H (All HH)		98.1%	51.9%	11.1%	52.8%	25.9%	25.9%	100.0%
%H (TV HH)			52.8%	11.3%	53.8%	26.4%	26.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2788	1484	249	1711	800	911	2572
%H		53.2%	8.9%	61.4%	28.7%	32.7%	92.3%
Under 20"	146	74	6	116	54	61	128
%V	5.2%	5.0%	2.4%	6.8%	6.8%	6.7%	5.0%
%H		50.7%	4.1%	79.5%	37.0%	41.8%	87.7%
20" - 29"	484	238	46	342	162	180	437
%V	17.4%	16.0%	18.5%	20.0%	20.3%	19.8%	17.0%
%H		49.2%	9.5%	70.7%	33.5%	37.2%	90.3%
30" - 39"	877	438	74	554	236	317	790
%V	31.5%	29.5%	29.7%	32.4%	29.5%	34.8%	30.7%
%H		49.9%	8.4%	63.2%	26.9%	36.1%	90.1%
40" - 49"	859	488	85	484	241	242	811
%V	30.8%	32.9%	34.1%	28.3%	30.1%	26.6%	31.5%
%H		56.8%	9.9%	56.3%	28.1%	28.2%	94.4%
50" - 59"	340	207	30	169	89	80	328
%V	12.2%	13.9%	12.0%	9.9%	11.1%	8.8%	12.8%
%H		60.9%	8.8%	49.7%	26.2%	23.5%	96.5%
60"+	47	27	4	22	10	12	46
%V	1.7%	1.8%	1.6%	1.3%	1.3%	1.3%	1.8%
%H		57.4%	8.5%	46.8%	21.3%	25.5%	97.9%
Don't know	36	12	4	26	8	18	32
%V	1.3%	0.8%	1.6%	1.5%	1.0%	2.0%	1.2%
%H		33.3%	11.1%	72.2%	22.2%	50.0%	88.9%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2788	1484	249	1711	800	911	2572
%H		53.2%	8.9%	61.4%	28.7%	32.7%	92.3%
Main living room	1310	651	116	744	282	462	1165
%V	47.0%	43.9%	46.6%	43.5%	35.3%	50.7%	45.3%
%H		49.7%	8.9%	56.8%	21.5%	35.3%	88.9%
Kitchen	169	88	11	125	59	67	153
%V	6.1%	5.9%	4.4%	7.3%	7.4%	7.4%	5.9%
%H		52.1%	6.5%	74.0%	34.9%	39.6%	90.5%
Adult's bedroom	724	410	63	456	241	215	688
%V	26.0%	27.6%	25.3%	26.7%	30.1%	23.6%	26.7%
%H		56.6%	8.7%	63.0%	33.3%	29.7%	95.0%
Child's bedroom	183	103	15	99	49	51	182
%V	6.6%	6.9%	6.0%	5.8%	6.1%	5.6%	7.1%
%H		56.3%	8.2%	54.1%	26.8%	27.9%	99.5%
Other bedroom	127	75	15	92	59	33	122
%V	4.6%	5.1%	6.0%	5.4%	7.4%	3.6%	4.7%
%H		59.1%	11.8%	72.4%	46.5%	26.0%	96.1%
Second living/dining room	177	99	18	127	70	57	167
%V	6.3%	6.7%	7.2%	7.4%	8.8%	6.3%	6.5%
%H		55.9%	10.2%	71.8%	39.5%	32.2%	94.4%
Study/office	25	13	5	17	10	7	24
%V	0.9%	0.9%	2.0%	1.0%	1.3%	0.8%	0.9%
%H		52.0%	20.0%	68.0%	40.0%	28.0%	96.0%
TV room	8	5	0	6	3	3	8
%V	0.3%	0.3%	0.0%	0.4%	0.4%	0.3%	0.3%
%H		62.5%	0.0%	75.0%	37.5%	37.5%	100.0%
Conservatory	46	26	4	33	19	14	45
%V	1.6%	1.8%	1.6%	1.9%	2.4%	1.5%	1.7%
%H		56.5%	8.7%	71.7%	41.3%	30.4%	97.8%
Attic or loft room	4	3	0	1	0	1	4
%V	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%	0.2%
%H		75.0%	0.0%	25.0%	0.0%	25.0%	100.0%
No specific location	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Other	12	9	1	8	6	2	12
%V	0.4%	0.6%	0.4%	0.5%	0.8%	0.2%	0.5%
%H		75.0%	8.3%	66.7%	50.0%	16.7%	100.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2788	1484	249	1711	800	911	2572
%H		53.2%	8.9%	61.4%	28.7%	32.7%	92.3%
PVR	1212	922	154	522	382	141	1146
%V	43.5%	62.1%	61.8%	30.5%	47.8%	15.5%	44.6%
%H		76.1%	12.7%	43.1%	31.5%	11.6%	94.6%
DVDR	8	6	1	6	4	2	8
%V	0.3%	0.4%	0.4%	0.4%	0.5%	0.2%	0.3%
%H		75.0%	12.5%	75.0%	50.0%	25.0%	100.0%
VCR	8	3	1	8	4	4	6
%V	0.3%	0.2%	0.4%	0.5%	0.5%	0.4%	0.2%
%H		37.5%	12.5%	100.0%	50.0%	50.0%	75.0%
Any recorder	1220	924	154	530	384	145	1153
%V	43.8%	62.3%	61.8%	31.0%	48.0%	15.9%	44.8%
%H		75.7%	12.6%	43.4%	31.5%	11.9%	94.5%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2788	1484	249	1711	800	911	2572
%H		53.2%	8.9%	61.4%	28.7%	32.7%	92.3%
Receives HDTV (via STB or built-in reception)	1674	1002	176	1033	533	500	1575
%V	60.0%	67.5%	70.7%	60.4%	66.6%	54.9%	61.2%
%H		59.9%	10.5%	61.7%	31.8%	29.9%	94.1%
DVD/Blu-ray player or recorder	1091	583	102	650	310	340	1028
%V	39.1%	39.3%	41.0%	38.0%	38.8%	37.3%	40.0%
%H		53.4%	9.3%	59.6%	28.4%	31.2%	94.2%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1323	654	117	754	284	470	1174
%H		49.4%	8.8%	57.0%	21.5%	35.5%	88.7%
Under 20"	6	2	1	5	1	4	3
%V	0.5%	0.3%	0.9%	0.7%	0.4%	0.9%	0.3%
%H		33.3%	16.7%	83.3%	16.7%	66.7%	50.0%
20" - 29"	84	26	5	54	10	44	60
%V	6.3%	4.0%	4.3%	7.2%	3.5%	9.4%	5.1%
%H		31.0%	6.0%	64.3%	11.9%	52.4%	71.4%
30" - 39"	361	139	31	233	63	170	293
%V	27.3%	21.3%	26.5%	30.9%	22.2%	36.2%	25.0%
%H		38.5%	8.6%	64.5%	17.5%	47.1%	81.2%
40" - 49"	558	305	55	305	136	169	517
%V	42.2%	46.6%	47.0%	40.5%	47.9%	36.0%	44.0%
%H		54.7%	9.9%	54.7%	24.4%	30.3%	92.7%
50" - 59"	257	155	19	126	62	64	247
%V	19.4%	23.7%	16.2%	16.7%	21.8%	13.6%	21.0%
%H		60.3%	7.4%	49.0%	24.1%	24.9%	96.1%
60"+	40	23	3	18	8	10	39
%V	3.0%	3.5%	2.6%	2.4%	2.8%	2.1%	3.3%
%H		57.5%	7.5%	45.0%	20.0%	25.0%	97.5%
Don't know	18	5	3	12	3	9	14
%V	1.4%	0.8%	2.6%	1.6%	1.1%	1.9%	1.2%
%H		27.8%	16.7%	66.7%	16.7%	50.0%	77.8%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1323	654	117	754	284	470	1174
%H		49.4%	8.8%	57.0%	21.5%	35.5%	88.7%
PVR	803	577	110	371	253	119	749
%V	60.7%	88.2%	94.0%	49.2%	89.1%	25.3%	63.8%
%H		71.9%	13.7%	46.2%	31.5%	14.8%	93.3%
DVDR	6	3	1	4	2	2	5
%V	0.5%	0.5%	0.9%	0.5%	0.7%	0.4%	0.4%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	83.3%
VCR	5	0	1	5	2	3	3
%V	0.4%	0.0%	0.9%	0.7%	0.7%	0.6%	0.3%
%H		0.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Any recorder	808	577	110	376	253	123	753
%V	61.1%	88.2%	94.0%	49.9%	89.1%	26.2%	64.1%
%H		71.4%	13.6%	46.5%	31.3%	15.2%	93.2%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1323	654	117	754	284	470	1174
%H		49.4%	8.8%	57.0%	21.5%	35.5%	88.7%
Receives HDTV (via STB or built-in reception)	960	550	104	563	255	308	885
%V	72.6%	84.1%	88.9%	74.7%	89.8%	65.5%	75.4%
%H		57.3%	10.8%	58.6%	26.6%	32.1%	92.2%
DVD/Blu-ray player or recorder	596	298	55	340	137	203	547
%V	45.0%	45.6%	47.0%	45.1%	48.2%	43.2%	46.6%
%H		50.0%	9.2%	57.0%	23.0%	34.1%	91.8%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1465	829	133	957	516	441	1398
%H		56.6%	9.1%	65.3%	35.2%	30.1%	95.4%
Under 20"	140	72	5	111	53	58	125
%V	9.6%	8.7%	3.8%	11.6%	10.3%	13.2%	8.9%
%H		51.4%	3.6%	79.3%	37.9%	41.4%	89.3%
20" - 29"	401	212	41	288	152	136	377
%V	27.4%	25.6%	30.8%	30.1%	29.5%	30.8%	27.0%
%H		52.9%	10.2%	71.8%	37.9%	33.9%	94.0%
30" - 39"	516	299	43	320	173	147	497
%V	35.2%	36.1%	32.3%	33.4%	33.5%	33.3%	35.6%
%H		57.9%	8.3%	62.0%	33.5%	28.5%	96.3%
40" - 49"	301	184	30	179	106	73	294
%V	20.5%	22.2%	22.6%	18.7%	20.5%	16.6%	21.0%
%H		61.1%	10.0%	59.5%	35.2%	24.3%	97.7%
50" - 59"	83	52	10	42	26	16	81
%V	5.7%	6.3%	7.5%	4.4%	5.0%	3.6%	5.8%
%H		62.7%	12.0%	50.6%	31.3%	19.3%	97.6%
60"+	7	4	1	4	2	2	7
%V	0.5%	0.5%	0.8%	0.4%	0.4%	0.5%	0.5%
%H		57.1%	14.3%	57.1%	28.6%	28.6%	100.0%
Don't know	18	6	1	14	4	9	18
%V	1.2%	0.7%	0.8%	1.5%	0.8%	2.0%	1.3%
%H		33.3%	5.6%	77.8%	22.2%	50.0%	100.0%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1465	829	133	957	516	441	1398
%H		56.6%	9.1%	65.3%	35.2%	30.1%	95.4%
PVR	409	345	44	151	129	22	397
%V	27.9%	41.6%	33.1%	15.8%	25.0%	5.0%	28.4%
%H		84.4%	10.8%	36.9%	31.5%	5.4%	97.1%
DVDR	3	3	0	2	2	0	3
%V	0.2%	0.4%	0.0%	0.2%	0.4%	0.0%	0.2%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.2%	0.2%	0.0%	0.3%	0.4%	0.2%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	412	347	44	154	131	23	400
%V	28.1%	41.9%	33.1%	16.1%	25.4%	5.2%	28.6%
%H		84.2%	10.7%	37.4%	31.8%	5.6%	97.1%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1465	829	133	957	516	441	1398
%H		56.6%	9.1%	65.3%	35.2%	30.1%	95.4%
Receives HDTV (via STB or built-in reception)	714	452	72	470	278	192	690
%V	48.7%	54.5%	54.1%	49.1%	53.9%	43.5%	49.4%
%H		63.3%	10.1%	65.8%	38.9%	26.9%	96.6%
DVD/Blu-ray player or recorder	496	285	47	310	173	137	480
%V	33.9%	34.4%	35.3%	32.4%	33.5%	31.1%	34.3%
%H		57.5%	9.5%	62.5%	34.9%	27.6%	96.8%

Base: BBC Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3099	3022	1562	288	1645	685	960	2897
%H		97.5%	50.4%	9.3%	53.1%	22.1%	31.0%	93.5%
Total Children	559	552	284	49	265	105	160	552
%V	18.0%	18.3%	18.2%	17.0%	16.1%	15.3%	16.7%	19.1%
%H		98.7%	50.8%	8.8%	47.4%	18.8%	28.6%	98.7%
0 - 3	122	119	56	7	56	17	38	119
%V	3.9%	3.9%	3.6%	2.4%	3.4%	2.5%	4.0%	4.1%
%H		97.5%	45.9%	5.7%	45.9%	13.9%	31.1%	97.5%
4 - 15	437	432	228	42	210	88	122	434
%V	14.1%	14.3%	14.6%	14.6%	12.8%	12.8%	12.7%	15.0%
%H		98.9%	52.2%	9.6%	48.1%	20.1%	27.9%	99.3%
4 - 9	220	216	110	21	100	39	61	217
%V	7.1%	7.1%	7.0%	7.3%	6.1%	5.7%	6.4%	7.5%
%H		98.2%	50.0%	9.5%	45.5%	17.7%	27.7%	98.6%
10 - 15	218	216	118	21	109	48	61	216
%V	7.0%	7.1%	7.6%	7.3%	6.6%	7.0%	6.4%	7.5%
%H		99.1%	54.1%	9.6%	50.0%	22.0%	28.0%	99.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3099	3022	1562	288	1645	685	960	2897
%H		97.5%	50.4%	9.3%	53.1%	22.1%	31.0%	93.5%
Total Adults (16+)	2540	2471	1277	239	1380	580	800	2345
%V	82.0%	81.8%	81.8%	83.0%	83.9%	84.7%	83.3%	80.9%
%H		97.3%	50.3%	9.4%	54.3%	22.8%	31.5%	92.3%
16 - 19	121	119	67	11	57	26	31	119
%V	3.9%	3.9%	4.3%	3.8%	3.5%	3.8%	3.2%	4.1%
%H		98.3%	55.4%	9.1%	47.1%	21.5%	25.6%	98.3%
20 - 24	196	182	73	25	81	31	50	191
%V	6.3%	6.0%	4.7%	8.7%	4.9%	4.5%	5.2%	6.6%
%H		92.9%	37.2%	12.8%	41.3%	15.8%	25.5%	97.4%
25 - 34	400	385	178	34	190	75	114	392
%V	12.9%	12.7%	11.4%	11.8%	11.6%	10.9%	11.9%	13.5%
%H		96.3%	44.5%	8.5%	47.5%	18.8%	28.5%	98.0%
35 - 44	355	344	189	37	159	68	90	349
%V	11.5%	11.4%	12.1%	12.8%	9.7%	9.9%	9.4%	12.0%
%H		96.9%	53.2%	10.4%	44.8%	19.2%	25.4%	98.3%
45 - 54	401	391	217	41	217	96	121	388
%V	12.9%	12.9%	13.9%	14.2%	13.2%	14.0%	12.6%	13.4%
%H		97.5%	54.1%	10.2%	54.1%	23.9%	30.2%	96.8%
55 - 64	414	404	224	36	249	117	133	395
%V	13.4%	13.4%	14.3%	12.5%	15.1%	17.1%	13.9%	13.6%
%H		97.6%	54.1%	8.7%	60.1%	28.3%	32.1%	95.4%
65+	654	645	329	55	427	168	259	510
%V	21.1%	21.3%	21.1%	19.1%	26.0%	24.5%	27.0%	17.6%
%H		98.6%	50.3%	8.4%	65.3%	25.7%	39.6%	78.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2540	2471	1277	239	1380	580	800	2345
%H		97.3%	50.3%	9.4%	54.3%	22.8%	31.5%	92.3%
AB	594	581	293	62	344	143	201	581
%V	23.4%	23.5%	22.9%	25.9%	24.9%	24.7%	25.1%	24.8%
%H		97.8%	49.3%	10.4%	57.9%	24.1%	33.8%	97.8%
C1	716	698	347	86	374	158	216	677
%V	28.2%	28.2%	27.2%	36.0%	27.1%	27.2%	27.0%	28.9%
%H		97.5%	48.5%	12.0%	52.2%	22.1%	30.2%	94.6%
C2	625	612	352	51	349	169	180	581
%V	24.6%	24.8%	27.6%	21.3%	25.3%	29.1%	22.5%	24.8%
%H		97.9%	56.3%	8.2%	55.8%	27.0%	28.8%	93.0%
D	405	389	207	25	202	78	124	353
%V	15.9%	15.7%	16.2%	10.5%	14.6%	13.4%	15.5%	15.1%
%H		96.0%	51.1%	6.2%	49.9%	19.3%	30.6%	87.2%
E	200	191	78	16	111	32	79	153
%V	7.9%	7.7%	6.1%	6.7%	8.0%	5.5%	9.9%	6.5%
%H		95.5%	39.0%	8.0%	55.5%	16.0%	39.5%	76.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2540	2471	1277	239	1380	580	800	2345
%H		97.3%	50.3%	9.4%	54.3%	22.8%	31.5%	92.3%
Working full time	1169	1140	631	112	593	270	323	1145
%V	46.0%	46.1%	49.4%	46.9%	43.0%	46.6%	40.4%	48.8%
%H		97.5%	54.0%	9.6%	50.7%	23.1%	27.6%	97.9%
Working part time	234	229	120	24	126	58	68	224
%V	9.2%	9.3%	9.4%	10.0%	9.1%	10.0%	8.5%	9.6%
%H		97.9%	51.3%	10.3%	53.8%	24.8%	29.1%	95.7%
Not working	1131	1097	524	103	658	252	406	971
%V	44.5%	44.4%	41.0%	43.1%	47.7%	43.4%	50.8%	41.4%
%H		97.0%	46.3%	9.1%	58.2%	22.3%	35.9%	85.9%
Houseperson	1372	1323	654	117	754	284	470	1215
%V	54.0%	53.5%	51.2%	49.0%	54.6%	49.0%	58.8%	51.8%
%H		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1243	1204	639	109	667	293	374	1155
%H		96.9%	51.4%	8.8%	53.7%	23.6%	30.1%	92.9%
16 - 19	66	65	38	4	31	14	16	65
%V	5.3%	5.4%	5.9%	3.7%	4.6%	4.8%	4.3%	5.6%
%H		98.5%	57.6%	6.1%	47.0%	21.2%	24.2%	98.5%
20 - 24	99	91	42	9	42	17	25	97
%V	8.0%	7.6%	6.6%	8.3%	6.3%	5.8%	6.7%	8.4%
%H		91.9%	42.4%	9.1%	42.4%	17.2%	25.3%	98.0%
25 - 34	203	195	94	17	94	43	51	199
%V	16.3%	16.2%	14.7%	15.6%	14.1%	14.7%	13.6%	17.2%
%H		96.1%	46.3%	8.4%	46.3%	21.2%	25.1%	98.0%
35 - 44	175	168	90	18	81	35	46	171
%V	14.1%	14.0%	14.1%	16.5%	12.1%	11.9%	12.3%	14.8%
%H		96.0%	51.4%	10.3%	46.3%	20.0%	26.3%	97.7%
45 - 54	195	190	104	17	105	43	63	187
%V	15.7%	15.8%	16.3%	15.6%	15.7%	14.7%	16.8%	16.2%
%H		97.4%	53.3%	8.7%	53.8%	22.1%	32.3%	95.9%
55 - 64	201	195	112	18	118	59	59	189
%V	16.2%	16.2%	17.5%	16.5%	17.7%	20.1%	15.8%	16.4%
%H		97.0%	55.7%	9.0%	58.7%	29.4%	29.4%	94.0%
65+	304	298	158	27	196	83	114	246
%V	24.5%	24.8%	24.7%	24.8%	29.4%	28.3%	30.5%	21.3%
%H		98.0%	52.0%	8.9%	64.5%	27.3%	37.5%	80.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1243	1204	639	109	667	293	374	1155
%H		96.9%	51.4%	8.8%	53.7%	23.6%	30.1%	92.9%
AB	299	293	152	32	173	76	97	295
%V	24.1%	24.3%	23.8%	29.4%	25.9%	25.9%	25.9%	25.5%
%H		98.0%	50.8%	10.7%	57.9%	25.4%	32.4%	98.7%
C1	325	315	167	36	161	74	87	311
%V	26.1%	26.2%	26.1%	33.0%	24.1%	25.3%	23.3%	26.9%
%H		96.9%	51.4%	11.1%	49.5%	22.8%	26.8%	95.7%
C2	331	322	185	24	187	90	97	302
%V	26.6%	26.7%	29.0%	22.0%	28.0%	30.7%	25.9%	26.1%
%H		97.3%	55.9%	7.3%	56.5%	27.2%	29.3%	91.2%
D	201	191	102	9	97	38	59	178
%V	16.2%	15.9%	16.0%	8.3%	14.5%	13.0%	15.8%	15.4%
%H		95.0%	50.7%	4.5%	48.3%	18.9%	29.4%	88.6%
E	87	83	33	8	49	15	33	69
%V	7.0%	6.9%	5.2%	7.3%	7.3%	5.1%	8.8%	6.0%
%H		95.4%	37.9%	9.2%	56.3%	17.2%	37.9%	79.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1243	1204	639	109	667	293	374	1155
%H		96.9%	51.4%	8.8%	53.7%	23.6%	30.1%	92.9%
Working full time	680	663	372	57	343	158	185	662
%V	54.7%	55.1%	58.2%	52.3%	51.4%	53.9%	49.5%	57.3%
%H		97.5%	54.7%	8.4%	50.4%	23.2%	27.2%	97.4%
Working part time	62	59	32	7	34	17	17	55
%V	5.0%	4.9%	5.0%	6.4%	5.1%	5.8%	4.5%	4.8%
%H		95.2%	51.6%	11.3%	54.8%	27.4%	27.4%	88.7%
Not working	498	479	234	45	289	118	170	435
%V	40.1%	39.8%	36.6%	41.3%	43.3%	40.3%	45.5%	37.7%
%H		96.2%	47.0%	9.0%	58.0%	23.7%	34.1%	87.3%
Houseperson	290	269	121	21	152	47	105	233
%V	23.3%	22.3%	18.9%	19.3%	22.8%	16.0%	28.1%	20.2%
%H		92.8%	41.7%	7.2%	52.4%	16.2%	36.2%	80.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1297	1267	639	130	712	287	425	1190
%H		97.7%	49.3%	10.0%	54.9%	22.1%	32.8%	91.8%
16 - 19	55	54	29	7	27	11	15	54
%V	4.2%	4.3%	4.5%	5.4%	3.8%	3.8%	3.5%	4.5%
%H		98.2%	52.7%	12.7%	49.1%	20.0%	27.3%	98.2%
20 - 24	97	91	32	16	39	14	25	94
%V	7.5%	7.2%	5.0%	12.3%	5.5%	4.9%	5.9%	7.9%
%H		93.8%	33.0%	16.5%	40.2%	14.4%	25.8%	96.9%
25 - 34	197	190	83	18	96	33	63	193
%V	15.2%	15.0%	13.0%	13.8%	13.5%	11.5%	14.8%	16.2%
%H		96.4%	42.1%	9.1%	48.7%	16.8%	32.0%	98.0%
35 - 44	180	176	99	19	77	33	44	178
%V	13.9%	13.9%	15.5%	14.6%	10.8%	11.5%	10.4%	15.0%
%H		97.8%	55.0%	10.6%	42.8%	18.3%	24.4%	98.9%
45 - 54	206	201	113	24	112	53	58	201
%V	15.9%	15.9%	17.7%	18.5%	15.7%	18.5%	13.6%	16.9%
%H		97.6%	54.9%	11.7%	54.4%	25.7%	28.2%	97.6%
55 - 64	213	209	112	18	131	58	74	206
%V	16.4%	16.5%	17.5%	13.8%	18.4%	20.2%	17.4%	17.3%
%H		98.1%	52.6%	8.5%	61.5%	27.2%	34.7%	96.7%
65+	350	347	171	28	231	85	146	263
%V	27.0%	27.4%	26.8%	21.5%	32.4%	29.6%	34.4%	22.1%
%H		99.1%	48.9%	8.0%	66.0%	24.3%	41.7%	75.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1297	1267	639	130	712	287	425	1190
%H		97.7%	49.3%	10.0%	54.9%	22.1%	32.8%	91.8%
AB	296	288	142	30	171	68	103	286
%V	22.8%	22.7%	22.2%	23.1%	24.0%	23.7%	24.2%	24.0%
%H		97.3%	48.0%	10.1%	57.8%	23.0%	34.8%	96.6%
C1	391	383	180	50	213	84	129	366
%V	30.1%	30.2%	28.2%	38.5%	29.9%	29.3%	30.4%	30.8%
%H		98.0%	46.0%	12.8%	54.5%	21.5%	33.0%	93.6%
C2	294	289	168	27	162	80	82	279
%V	22.7%	22.8%	26.3%	20.8%	22.8%	27.9%	19.3%	23.4%
%H		98.3%	57.1%	9.2%	55.1%	27.2%	27.9%	94.9%
D	204	198	105	15	105	40	65	175
%V	15.7%	15.6%	16.4%	11.5%	14.7%	13.9%	15.3%	14.7%
%H		97.1%	51.5%	7.4%	51.5%	19.6%	31.9%	85.8%
E	113	109	45	8	62	16	46	84
%V	8.7%	8.6%	7.0%	6.2%	8.7%	5.6%	10.8%	7.1%
%H		96.5%	39.8%	7.1%	54.9%	14.2%	40.7%	74.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1297	1267	639	130	712	287	425	1190
%H		97.7%	49.3%	10.0%	54.9%	22.1%	32.8%	91.8%
Working full time	489	478	259	55	250	112	138	483
%V	37.7%	37.7%	40.5%	42.3%	35.1%	39.0%	32.5%	40.6%
%H		97.8%	53.0%	11.2%	51.1%	22.9%	28.2%	98.8%
Working part time	172	170	88	17	93	41	51	169
%V	13.3%	13.4%	13.8%	13.1%	13.1%	14.3%	12.0%	14.2%
%H		98.8%	51.2%	9.9%	54.1%	23.8%	29.7%	98.3%
Not working	633	618	291	58	369	134	236	536
%V	48.8%	48.8%	45.5%	44.6%	51.8%	46.7%	55.5%	45.0%
%H		97.6%	46.0%	9.2%	58.3%	21.2%	37.3%	84.7%
Houseperson	1082	1054	533	96	603	237	366	982
%V	83.4%	83.2%	83.4%	73.8%	84.7%	82.6%	86.1%	82.5%
%H		97.4%	49.3%	8.9%	55.7%	21.9%	33.8%	90.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
AB	673	653	228	97	438	141	297	653
%V	24.4%	24.8%	26.5%	22.4%	24.8%	24.6%	25.0%	26.9%
%H (All HH)		97.0%	33.9%	14.4%	65.1%	21.0%	44.1%	97.0%
%H (TV HH)			34.9%	14.9%	67.1%	21.6%	45.5%	
C1	778	753	275	128	499	193	306	716
%V	28.3%	28.7%	31.9%	29.5%	28.3%	33.7%	25.7%	29.5%
%H (All HH)		96.8%	35.3%	16.5%	64.1%	24.8%	39.3%	92.0%
%H (TV HH)			36.5%	17.0%	66.3%	25.6%	40.6%	
C2	568	551	171	108	375	133	243	491
%V	20.6%	21.0%	19.9%	24.9%	21.3%	23.2%	20.4%	20.2%
%H (All HH)		97.0%	30.1%	19.0%	66.0%	23.4%	42.8%	86.4%
%H (TV HH)			31.0%	19.6%	68.1%	24.1%	44.1%	
D	444	408	122	69	262	73	189	380
%V	16.1%	15.5%	14.2%	15.9%	14.9%	12.7%	15.9%	15.7%
%H (All HH)		91.9%	27.5%	15.5%	59.0%	16.4%	42.6%	85.6%
%H (TV HH)			29.9%	16.9%	64.2%	17.9%	46.3%	
E	290	263	65	33	189	34	155	188
%V	10.5%	10.0%	7.5%	7.6%	10.7%	5.9%	13.0%	7.7%
%H (All HH)		90.7%	22.4%	11.4%	65.2%	11.7%	53.4%	64.8%
%H (TV HH)			24.7%	12.5%	71.9%	12.9%	58.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Under 25	106	90	20	10	50	10	40	104
%V	3.9%	3.4%	2.3%	2.3%	2.8%	1.7%	3.4%	4.3%
%H (All HH)		84.9%	18.9%	9.4%	47.2%	9.4%	37.7%	98.1%
%H (TV HH)			22.2%	11.1%	55.6%	11.1%	44.4%	
25 - 34	428	386	108	60	216	55	161	414
%V	15.5%	14.7%	12.5%	13.8%	12.3%	9.6%	13.5%	17.1%
%H (All HH)		90.2%	25.2%	14.0%	50.5%	12.9%	37.6%	96.7%
%H (TV HH)			28.0%	15.5%	56.0%	14.2%	41.7%	
35 - 44	449	420	159	72	233	85	148	436
%V	16.3%	16.0%	18.5%	16.6%	13.2%	14.8%	12.4%	18.0%
%H (All HH)		93.5%	35.4%	16.0%	51.9%	18.9%	33.0%	97.1%
%H (TV HH)			37.9%	17.1%	55.5%	20.2%	35.2%	
45 - 54	495	474	189	94	316	137	179	480
%V	18.0%	18.0%	22.0%	21.7%	17.9%	23.9%	15.0%	19.8%
%H (All HH)		95.8%	38.2%	19.0%	63.8%	27.7%	36.2%	97.0%
%H (TV HH)			39.9%	19.8%	66.7%	28.9%	37.8%	
55 - 64	474	465	176	94	327	140	187	441
%V	17.2%	17.7%	20.4%	21.7%	18.5%	24.4%	15.7%	18.2%
%H (All HH)		98.1%	37.1%	19.8%	69.0%	29.5%	39.5%	93.0%
%H (TV HH)			37.8%	20.2%	70.3%	30.1%	40.2%	
65 +	801	794	209	104	622	147	475	552
%V	29.1%	30.2%	24.3%	24.0%	35.3%	25.7%	39.9%	22.7%
%H (All HH)		99.1%	26.1%	13.0%	77.7%	18.4%	59.3%	68.9%
%H (TV HH)			26.3%	13.1%	78.3%	18.5%	59.8%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
1	830	784	176	85	575	98	477	584
%V	30.1%	29.8%	20.4%	19.6%	32.6%	17.1%	40.1%	24.1%
%H (All HH)		94.5%	21.2%	10.2%	69.3%	11.8%	57.5%	70.4%
%H (TV HH)			22.4%	10.8%	73.3%	12.5%	60.8%	
2	924	892	301	160	623	223	400	857
%V	33.6%	33.9%	35.0%	36.9%	35.3%	38.9%	33.6%	35.3%
%H (All HH)		96.5%	32.6%	17.3%	67.4%	24.1%	43.3%	92.7%
%H (TV HH)			33.7%	17.9%	69.8%	25.0%	44.8%	
3	395	376	158	68	235	107	128	385
%V	14.3%	14.3%	18.4%	15.7%	13.3%	18.7%	10.8%	15.9%
%H (All HH)		95.2%	40.0%	17.2%	59.5%	27.1%	32.4%	97.5%
%H (TV HH)			42.0%	18.1%	62.5%	28.5%	34.0%	
4	396	375	154	78	217	100	117	395
%V	14.4%	14.3%	17.9%	18.0%	12.3%	17.5%	9.8%	16.3%
%H (All HH)		94.7%	38.9%	19.7%	54.8%	25.3%	29.5%	99.7%
%H (TV HH)			41.1%	20.8%	57.9%	26.7%	31.2%	
5+	208	201	72	44	114	47	67	206
%V	7.6%	7.6%	8.4%	10.1%	6.5%	8.2%	5.6%	8.5%
%H (All HH)		96.6%	34.6%	21.2%	54.8%	22.6%	32.2%	99.0%
%H (TV HH)			35.8%	21.9%	56.7%	23.4%	33.3%	
Average HH size	2.40	2.40	2.63	2.66	2.28	2.65	2.11	2.54

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Without	2032	1942	593	310	1368	419	948	1717
%V	73.8%	73.9%	68.9%	71.4%	77.6%	73.1%	79.7%	70.7%
%H (All HH)		95.6%	29.2%	15.3%	67.3%	20.6%	46.7%	84.5%
%H (TV HH)			30.5%	16.0%	70.4%	21.6%	48.8%	
With	721	687	267	124	396	154	242	711
%V	26.2%	26.1%	31.0%	28.6%	22.5%	26.9%	20.3%	29.3%
%H (All HH)		95.3%	37.0%	17.2%	54.9%	21.4%	33.6%	98.6%
%H (TV HH)			38.9%	18.0%	57.6%	22.4%	35.2%	
0 - 3	253	241	86	34	141	44	96	251
%V	9.2%	9.2%	10.0%	7.8%	8.0%	7.7%	8.1%	10.3%
%H (All HH)		95.3%	34.0%	13.4%	55.7%	17.4%	37.9%	99.2%
%H (TV HH)			35.7%	14.1%	58.5%	18.3%	39.8%	
4 - 9	391	372	145	71	208	75	133	385
%V	14.2%	14.2%	16.8%	16.4%	11.8%	13.1%	11.2%	15.9%
%H (All HH)		95.1%	37.1%	18.2%	53.2%	19.2%	34.0%	98.5%
%H (TV HH)			39.0%	19.1%	55.9%	20.2%	35.8%	
10 - 15	367	348	141	72	201	91	110	362
%V	13.3%	13.2%	16.4%	16.6%	11.4%	15.9%	9.2%	14.9%
%H (All HH)		94.8%	38.4%	19.6%	54.8%	24.8%	30.0%	98.6%
%H (TV HH)			40.5%	20.7%	57.8%	26.1%	31.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
1	1236	1236	299	177	757	117	640	1030
%V	44.9%	47.0%	34.7%	40.8%	42.9%	20.4%	53.8%	42.4%
%H (All HH)		100.0%	24.2%	14.3%	61.2%	9.5%	51.8%	83.3%
%H (TV HH)			24.2%	14.3%	61.2%	9.5%	51.8%	
2	823	823	304	137	590	226	364	740
%V	29.9%	31.3%	35.3%	31.6%	33.5%	39.4%	30.6%	30.5%
%H (All HH)		100.0%	36.9%	16.6%	71.7%	27.5%	44.2%	89.9%
%H (TV HH)			36.9%	16.6%	71.7%	27.5%	44.2%	
3	329	329	150	64	234	117	116	322
%V	12.0%	12.5%	17.4%	14.7%	13.3%	20.4%	9.7%	13.3%
%H (All HH)		100.0%	45.6%	19.5%	71.1%	35.6%	35.3%	97.9%
%H (TV HH)			45.6%	19.5%	71.1%	35.6%	35.3%	
4	147	147	63	40	111	73	38	146
%V	5.3%	5.6%	7.3%	9.2%	6.3%	12.7%	3.2%	6.0%
%H (All HH)		100.0%	42.9%	27.2%	75.5%	49.7%	25.9%	99.3%
%H (TV HH)			42.9%	27.2%	75.5%	49.7%	25.9%	
5+	94	94	45	17	72	40	32	94
%V	3.4%	3.6%	5.2%	3.9%	4.1%	7.0%	2.7%	3.9%
%H (All HH)		100.0%	47.9%	18.1%	76.6%	42.6%	34.0%	100.0%
%H (TV HH)			47.9%	18.1%	76.6%	42.6%	34.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%V (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Under 20"	186	186	66	35	159	76	83	162
%V	6.8%	7.1%	7.7%	8.1%	9.0%	13.3%	7.0%	6.7%
%H (All HH)		100.0%	35.5%	18.8%	85.5%	40.9%	44.6%	87.1%
%H (TV HH)			35.5%	18.8%	85.5%	40.9%	44.6%	
20" - 29"	641	641	201	104	503	179	324	561
%V	23.3%	24.4%	23.3%	24.0%	28.5%	31.2%	27.2%	23.1%
%H (All HH)		100.0%	31.4%	16.2%	78.5%	27.9%	50.5%	87.5%
%H (TV HH)			31.4%	16.2%	78.5%	27.9%	50.5%	
30" - 39"	1279	1279	423	230	900	310	590	1117
%V	46.5%	48.7%	49.1%	53.0%	51.0%	54.1%	49.6%	46.0%
%H (All HH)		100.0%	33.1%	18.0%	70.4%	24.2%	46.1%	87.3%
%H (TV HH)			33.1%	18.0%	70.4%	24.2%	46.1%	
40" - 49"	1299	1299	502	218	854	342	512	1215
%V	47.2%	49.4%	58.3%	50.2%	48.4%	59.7%	43.0%	50.0%
%H (All HH)		100.0%	38.6%	16.8%	65.7%	26.3%	39.4%	93.5%
%H (TV HH)			38.6%	16.8%	65.7%	26.3%	39.4%	
50" - 59"	529	529	217	102	331	161	170	520
%V	19.2%	20.1%	25.2%	23.5%	18.8%	28.1%	14.3%	21.4%
%H (All HH)		100.0%	41.0%	19.3%	62.6%	30.4%	32.1%	98.3%
%H (TV HH)			41.0%	19.3%	62.6%	30.4%	32.1%	
60"+	89	89	46	15	42	21	21	88
%V	3.2%	3.4%	5.3%	3.5%	2.4%	3.7%	1.8%	3.6%
%H (All HH)		100.0%	51.7%	16.9%	47.2%	23.6%	23.6%	98.9%
%H (TV HH)			51.7%	16.9%	47.2%	23.6%	23.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%V (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Main living room	2602	2602	854	431	1752	570	1181	2308
%V	94.5%	99.0%	99.2%	99.3%	99.4%	99.5%	99.2%	95.1%
%H (All HH)		100.0%	32.8%	16.6%	67.3%	21.9%	45.4%	88.7%
%H (TV HH)			32.8%	16.6%	67.3%	21.9%	45.4%	
Kitchen	255	255	100	42	219	105	114	242
%V	9.3%	9.7%	11.6%	9.7%	12.4%	18.3%	9.6%	10.0%
%H (All HH)		100.0%	39.2%	16.5%	85.9%	41.2%	44.7%	94.9%
%H (TV HH)			39.2%	16.5%	85.9%	41.2%	44.7%	
Adult's bedroom	1063	1063	425	197	770	356	414	996
%V	38.6%	40.4%	49.4%	45.4%	43.7%	62.1%	34.8%	41.0%
%H (All HH)		100.0%	40.0%	18.5%	72.4%	33.5%	38.9%	93.7%
%H (TV HH)			40.0%	18.5%	72.4%	33.5%	38.9%	
Child's bedroom	205	205	92	43	129	69	60	205
%V	7.4%	7.8%	10.7%	9.9%	7.3%	12.0%	5.0%	8.4%
%H (All HH)		100.0%	44.9%	21.0%	62.9%	33.7%	29.3%	100.0%
%H (TV HH)			44.9%	21.0%	62.9%	33.7%	29.3%	
Other bedroom	116	116	42	33	93	53	40	115
%V	4.2%	4.4%	4.9%	7.6%	5.3%	9.2%	3.4%	4.7%
%H (All HH)		100.0%	36.2%	28.4%	80.2%	45.7%	34.5%	99.1%
%H (TV HH)			36.2%	28.4%	80.2%	45.7%	34.5%	
Second living/dining room	230	230	112	36	168	86	82	218
%V	8.4%	8.8%	13.0%	8.3%	9.5%	15.0%	6.9%	9.0%
%H (All HH)		100.0%	48.7%	15.7%	73.0%	37.4%	35.7%	94.8%
%H (TV HH)			48.7%	15.7%	73.0%	37.4%	35.7%	
Study/office	30	30	14	4	20	8	12	30
%V	1.1%	1.1%	1.6%	0.9%	1.1%	1.4%	1.0%	1.2%
%H (All HH)		100.0%	46.7%	13.3%	66.7%	26.7%	40.0%	100.0%
%H (TV HH)			46.7%	13.3%	66.7%	26.7%	40.0%	
TV room	14	14	8	0	10	3	6	13
%V	0.5%	0.5%	0.9%	0.0%	0.6%	0.5%	0.5%	0.5%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	21.4%	42.9%	92.9%
%H (TV HH)			57.1%	0.0%	71.4%	21.4%	42.9%	
Conservatory	60	60	30	11	45	25	19	57
%V	2.2%	2.3%	3.5%	2.5%	2.6%	4.4%	1.6%	2.3%
%H (All HH)		100.0%	50.0%	18.3%	75.0%	41.7%	31.7%	95.0%
%H (TV HH)			50.0%	18.3%	75.0%	41.7%	31.7%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	1	1	0	0	0	1
%V	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	100.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	100.0%	0.0%	0.0%	0.0%	
Other	24	24	8	7	18	8	10	24
%V	0.9%	0.9%	0.9%	1.6%	1.0%	1.4%	0.8%	1.0%
%H (All HH)		100.0%	33.3%	29.2%	75.0%	33.3%	41.7%	100.0%
%H (TV HH)			33.3%	29.2%	75.0%	33.3%	41.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands West

Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Any DSAT provider	861	861	861	17	394	394	0	817
%V	31.3%	32.8%	100.0%	3.9%	22.3%	68.8%	0.0%	33.6%
%H (All HH)			100.0%	2.0%	45.8%	45.8%	0.0%	94.9%
%H (TV HH)			100.0%	2.0%	45.8%	45.8%	0.0%	
Sky with subcription	724	724	724	7	337	337	0	691
%V	26.3%	27.5%	84.1%	1.6%	19.1%	58.8%	0.0%	28.5%
%H (All HH)			100.0%	1.0%	46.5%	46.5%	0.0%	95.4%
%H (TV HH)			100.0%	1.0%	46.5%	46.5%	0.0%	
Sky without subscription	35	35	35	0	18	18	0	33
%V	1.3%	1.3%	4.1%	0.0%	1.0%	3.1%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	51.4%	51.4%	0.0%	94.3%
%H (TV HH)			100.0%	0.0%	51.4%	51.4%	0.0%	
Freesat	83	83	83	1	37	37	0	80
%V	3.0%	3.2%	9.6%	0.2%	2.1%	6.5%	0.0%	3.3%
%H (All HH)			100.0%	1.2%	44.6%	44.6%	0.0%	96.4%
%H (TV HH)			100.0%	1.2%	44.6%	44.6%	0.0%	
Other satellite provider	61	61	61	10	26	26	0	54
%V	2.2%	2.3%	7.1%	2.3%	1.5%	4.5%	0.0%	2.2%
%H (All HH)			100.0%	16.4%	42.6%	42.6%	0.0%	88.5%
%H (TV HH)			100.0%	16.4%	42.6%	42.6%	0.0%	
DCAB	434	434	17	434	185	185	0	421
%V	15.8%	16.5%	2.0%	100.0%	10.5%	32.3%	0.0%	17.3%
%H (All HH)			3.9%	100.0%	42.6%	42.6%	0.0%	97.0%
%H (TV HH)			3.9%	100.0%	42.6%	42.6%	0.0%	
DTT	1763	1763	394	185	1763	573	1190	1507
%V	64.0%	67.1%	45.8%	42.6%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	22.3%	10.5%	100.0%	32.5%	67.5%	85.5%
%H (TV HH)			22.3%	10.5%	100.0%	32.5%	67.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%H (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
PVR	1522	1522	783	400	893	539	353	1435
%V	55.3%	57.9%	90.9%	92.2%	50.7%	94.1%	29.7%	59.1%
%H (All HH)		100.0%	51.4%	26.3%	58.7%	35.4%	23.2%	94.3%
%H (TV HH)			51.4%	26.3%	58.7%	35.4%	23.2%	
DVDR	22	22	8	3	16	6	10	20
%V	0.8%	0.8%	0.9%	0.7%	0.9%	1.0%	0.8%	0.8%
%H (All HH)		100.0%	36.4%	13.6%	72.7%	27.3%	45.5%	90.9%
%H (TV HH)			36.4%	13.6%	72.7%	27.3%	45.5%	
VCR	6	6	2	0	5	1	4	6
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	16.7%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	83.3%	16.7%	66.7%	
Any recorder	1541	1541	784	401	907	540	367	1451
%V	56.0%	58.6%	91.1%	92.4%	51.4%	94.2%	30.8%	59.8%
%H (All HH)		100.0%	50.9%	26.0%	58.9%	35.0%	23.8%	94.2%
%H (TV HH)			50.9%	26.0%	58.9%	35.0%	23.8%	
Receives HDTV (via STB or built-in reception)	1827	1827	740	383	1239	518	721	1721
%V	66.4%	69.5%	85.9%	88.2%	70.3%	90.4%	60.6%	70.9%
%H (All HH)		100.0%	40.5%	21.0%	67.8%	28.4%	39.5%	94.2%
%H (TV HH)			40.5%	21.0%	67.8%	28.4%	39.5%	
DVD/Blu-ray player or recorder	1345	1345	493	224	906	334	572	1247
%V	48.9%	51.2%	57.3%	51.6%	51.4%	58.3%	48.1%	51.4%
%H (All HH)		100.0%	36.7%	16.7%	67.4%	24.8%	42.5%	92.7%
%H (TV HH)			36.7%	16.7%	67.4%	24.8%	42.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2628	861	434	1763	573	1190	2428
%V (All HH)		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%
%H (TV HH)			32.8%	16.5%	67.1%	21.8%	45.3%	
Has broadband internet	2428	2332	817	421	1507	552	955	2428
%V	88.2%	88.7%	94.9%	97.0%	85.5%	96.3%	80.3%	100.0%
%H (All HH)		96.0%	33.6%	17.3%	62.1%	22.7%	39.3%	100.0%
%H (TV HH)			35.0%	18.1%	64.6%	23.7%	41.0%	
Number of computers (PCs and laptops)								
0	613	565	136	58	408	66	342	316
%V	22.3%	21.5%	15.8%	13.4%	23.1%	11.5%	28.7%	13.0%
%H (All HH)		92.2%	22.2%	9.5%	66.6%	10.8%	55.8%	51.5%
%H (TV HH)			24.1%	10.3%	72.2%	11.7%	60.5%	
1	775	732	207	114	492	131	361	751
%V	28.2%	27.9%	24.0%	26.3%	27.9%	22.9%	30.3%	30.9%
%H (All HH)		94.5%	26.7%	14.7%	63.5%	16.9%	46.6%	96.9%
%H (TV HH)			28.3%	15.6%	67.2%	17.9%	49.3%	
2	567	555	205	104	365	148	217	564
%V	20.6%	21.1%	23.8%	24.0%	20.7%	25.8%	18.2%	23.2%
%H (All HH)		97.9%	36.2%	18.3%	64.4%	26.1%	38.3%	99.5%
%H (TV HH)			36.9%	18.7%	65.8%	26.7%	39.1%	
3	325	318	124	69	203	88	115	325
%V	11.8%	12.1%	14.4%	15.9%	11.5%	15.4%	9.7%	13.4%
%H (All HH)		97.8%	38.2%	21.2%	62.5%	27.1%	35.4%	100.0%
%H (TV HH)			39.0%	21.7%	63.8%	27.7%	36.2%	
4	218	212	95	34	132	59	73	218
%V	7.9%	8.1%	11.0%	7.8%	7.5%	10.3%	6.1%	9.0%
%H (All HH)		97.2%	43.6%	15.6%	60.6%	27.1%	33.5%	100.0%
%H (TV HH)			44.8%	16.0%	62.3%	27.8%	34.4%	
5+	255	246	94	56	163	81	83	255
%V	9.3%	9.4%	10.9%	12.9%	9.2%	14.1%	7.0%	10.5%
%H (All HH)		96.5%	36.9%	22.0%	63.9%	31.8%	32.5%	100.0%
%H (TV HH)			38.2%	22.8%	66.3%	32.9%	33.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4963	1847	890	3471	1424	2047	4565
%H		37.2%	17.9%	69.9%	28.7%	41.2%	92.0%
Under 20"	219	70	37	192	83	109	190
%V	4.4%	3.8%	4.2%	5.5%	5.8%	5.3%	4.2%
%H		32.0%	16.9%	87.7%	37.9%	49.8%	86.8%
20" - 29"	813	262	142	626	226	400	728
%V	16.4%	14.2%	16.0%	18.0%	15.9%	19.5%	15.9%
%H		32.2%	17.5%	77.0%	27.8%	49.2%	89.5%
30" - 39"	1600	555	304	1134	434	700	1424
%V	32.2%	30.0%	34.2%	32.7%	30.5%	34.2%	31.2%
%H		34.7%	19.0%	70.9%	27.1%	43.8%	89.0%
40" - 49"	1558	639	266	1037	457	581	1468
%V	31.4%	34.6%	29.9%	29.9%	32.1%	28.4%	32.2%
%H		41.0%	17.1%	66.6%	29.3%	37.3%	94.2%
50" - 59"	601	252	115	383	192	191	591
%V	12.1%	13.6%	12.9%	11.0%	13.5%	9.3%	12.9%
%H		41.9%	19.1%	63.7%	31.9%	31.8%	98.3%
60"+	91	47	15	44	22	22	90
%V	1.8%	2.5%	1.7%	1.3%	1.5%	1.1%	2.0%
%H		51.6%	16.5%	48.4%	24.2%	24.2%	98.9%
Don't know	82	23	11	54	10	44	75
%V	1.7%	1.2%	1.2%	1.6%	0.7%	2.1%	1.6%
%H		28.0%	13.4%	65.9%	12.2%	53.7%	91.5%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4963	1847	890	3471	1424	2047	4565
%H		37.2%	17.9%	69.9%	28.7%	41.2%	92.0%
Main living room	2618	860	433	1760	572	1188	2321
%V	52.8%	46.6%	48.7%	50.7%	40.2%	58.0%	50.8%
%H		32.8%	16.5%	67.2%	21.8%	45.4%	88.7%
Kitchen	256	100	42	220	105	116	243
%V	5.2%	5.4%	4.7%	6.3%	7.4%	5.7%	5.3%
%H		39.1%	16.4%	85.9%	41.0%	45.3%	94.9%
Adult's bedroom	1313	544	255	947	462	485	1243
%V	26.5%	29.5%	28.7%	27.3%	32.4%	23.7%	27.2%
%H		41.4%	19.4%	72.1%	35.2%	36.9%	94.7%
Child's bedroom	270	117	59	168	88	79	270
%V	5.4%	6.3%	6.6%	4.8%	6.2%	3.9%	5.9%
%H		43.3%	21.9%	62.2%	32.6%	29.3%	100.0%
Other bedroom	136	50	41	108	63	45	135
%V	2.7%	2.7%	4.6%	3.1%	4.4%	2.2%	3.0%
%H		36.8%	30.1%	79.4%	46.3%	33.1%	99.3%
Second living/dining room	235	116	36	172	88	84	223
%V	4.7%	6.3%	4.0%	5.0%	6.2%	4.1%	4.9%
%H		49.4%	15.3%	73.2%	37.4%	35.7%	94.9%
Study/office	31	14	4	21	8	13	31
%V	0.6%	0.8%	0.4%	0.6%	0.6%	0.6%	0.7%
%H		45.2%	12.9%	67.7%	25.8%	41.9%	100.0%
TV room	14	8	0	10	3	6	13
%V	0.3%	0.4%	0.0%	0.3%	0.2%	0.3%	0.3%
%H		57.1%	0.0%	71.4%	21.4%	42.9%	92.9%
Conservatory	60	30	11	45	25	19	57
%V	1.2%	1.6%	1.2%	1.3%	1.8%	0.9%	1.2%
%H		50.0%	18.3%	75.0%	41.7%	31.7%	95.0%
Attic or loft room	2	1	0	2	1	1	2
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	1	1	0	0	0	1
%V	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Other	25	9	7	18	8	10	25
%V	0.5%	0.5%	0.8%	0.5%	0.6%	0.5%	0.5%
%H		36.0%	28.0%	72.0%	32.0%	40.0%	100.0%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4963	1847	890	3471	1424	2047	4565
%H		37.2%	17.9%	69.9%	28.7%	41.2%	92.0%
PVR	2094	1185	545	1134	748	386	1999
%V	42.2%	64.2%	61.2%	32.7%	52.5%	18.9%	43.8%
%H		56.6%	26.0%	54.2%	35.7%	18.4%	95.5%
DVDR	23	8	3	16	6	10	22
%V	0.5%	0.4%	0.3%	0.5%	0.4%	0.5%	0.5%
%H		34.8%	13.0%	69.6%	26.1%	43.5%	95.7%
VCR	6	2	0	5	1	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	100.0%
Any recorder	2118	1187	546	1152	749	402	2020
%V	42.7%	64.3%	61.3%	33.2%	52.6%	19.6%	44.2%
%H		56.0%	25.8%	54.4%	35.4%	19.0%	95.4%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4963	1847	890	3471	1424	2047	4565
%H		37.2%	17.9%	69.9%	28.7%	41.2%	92.0%
Receives HDTV (via STB or built-in reception)	2833	1257	568	1931	895	1036	2707
%V	57.1%	68.1%	63.8%	55.6%	62.9%	50.6%	59.3%
%H		44.4%	20.0%	68.2%	31.6%	36.6%	95.6%
DVD/Blu-ray player or recorder	1825	697	318	1233	488	744	1723
%V	36.8%	37.7%	35.7%	35.5%	34.3%	36.3%	37.7%
%H		38.2%	17.4%	67.6%	26.7%	40.8%	94.4%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2628	861	434	1763	573	1190	2332
%H		32.8%	16.5%	67.1%	21.8%	45.3%	88.7%
Under 20"	16	3	0	15	1	13	8
%V	0.6%	0.3%	0.0%	0.9%	0.2%	1.1%	0.3%
%H		18.8%	0.0%	93.8%	6.3%	81.3%	50.0%
20" - 29"	181	27	19	145	19	126	133
%V	6.9%	3.1%	4.4%	8.2%	3.3%	10.6%	5.7%
%H		14.9%	10.5%	80.1%	10.5%	69.6%	73.5%
30" - 39"	759	187	124	535	120	415	615
%V	28.9%	21.7%	28.6%	30.3%	20.9%	34.9%	26.4%
%H		24.6%	16.3%	70.5%	15.8%	54.7%	81.0%
40" - 49"	1081	395	180	714	265	449	1000
%V	41.1%	45.9%	41.5%	40.5%	46.2%	37.7%	42.9%
%H		36.5%	16.7%	66.0%	24.5%	41.5%	92.5%
50" - 59"	478	197	93	298	147	151	469
%V	18.2%	22.9%	21.4%	16.9%	25.7%	12.7%	20.1%
%H		41.2%	19.5%	62.3%	30.8%	31.6%	98.1%
60"+	78	42	14	35	19	16	77
%V	3.0%	4.9%	3.2%	2.0%	3.3%	1.3%	3.3%
%H		53.8%	17.9%	44.9%	24.4%	20.5%	98.7%
Don't know	35	9	4	21	1	20	30
%V	1.3%	1.0%	0.9%	1.2%	0.2%	1.7%	1.3%
%H		25.7%	11.4%	60.0%	2.9%	57.1%	85.7%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2628	861	434	1763	573	1190	2332
%H		32.8%	16.5%	67.1%	21.8%	45.3%	88.7%
PVR	1494	773	392	868	524	343	1409
%V	56.8%	89.8%	90.3%	49.2%	91.4%	28.8%	60.4%
%H		51.7%	26.2%	58.1%	35.1%	23.0%	94.3%
DVDR	17	5	3	11	4	8	15
%V	0.6%	0.6%	0.7%	0.6%	0.7%	0.7%	0.6%
%H		29.4%	17.6%	64.7%	23.5%	47.1%	88.2%
VCR	4	2	0	3	1	2	4
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Any recorder	1510	774	393	880	525	355	1423
%V	57.5%	89.9%	90.6%	49.9%	91.6%	29.8%	61.0%
%H		51.3%	26.0%	58.3%	34.8%	23.5%	94.2%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2628	861	434	1763	573	1190	2332
%H		32.8%	16.5%	67.1%	21.8%	45.3%	88.7%
Receives HDTV (via STB or built-in reception)	1795	724	376	1210	498	712	1691
%V	68.3%	84.1%	86.6%	68.6%	86.9%	59.8%	72.5%
%H		40.3%	20.9%	67.4%	27.7%	39.7%	94.2%
DVD/Blu-ray player or recorder	1172	411	190	793	273	520	1077
%V	44.6%	47.7%	43.8%	45.0%	47.6%	43.7%	46.2%
%H		35.1%	16.2%	67.7%	23.3%	44.4%	91.9%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Set level data

Table 14.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2334	987	455	1708	851	857	2233
%H		42.3%	19.5%	73.2%	36.5%	36.7%	95.7%
Under 20"	203	67	37	178	82	96	182
%V	8.7%	6.8%	8.1%	10.4%	9.6%	11.2%	8.2%
%H		33.0%	18.2%	87.7%	40.4%	47.3%	89.7%
20" - 29"	632	235	123	481	207	274	595
%V	27.1%	23.8%	27.0%	28.2%	24.3%	32.0%	26.6%
%H		37.2%	19.5%	76.1%	32.8%	43.4%	94.1%
30" - 39"	841	368	180	599	314	285	809
%V	36.0%	37.3%	39.6%	35.1%	36.9%	33.3%	36.2%
%H		43.8%	21.4%	71.2%	37.3%	33.9%	96.2%
40" - 49"	476	244	86	324	192	132	468
%V	20.4%	24.7%	18.9%	19.0%	22.6%	15.4%	21.0%
%H		51.3%	18.1%	68.1%	40.3%	27.7%	98.3%
50" - 59"	123	55	22	85	45	40	122
%V	5.3%	5.6%	4.8%	5.0%	5.3%	4.7%	5.5%
%H		44.7%	17.9%	69.1%	36.6%	32.5%	99.2%
60"+	13	4	1	9	3	6	13
%V	0.6%	0.4%	0.2%	0.5%	0.4%	0.7%	0.6%
%H		30.8%	7.7%	69.2%	23.1%	46.2%	100.0%
Don't know	47	14	7	33	9	24	45
%V	2.0%	1.4%	1.5%	1.9%	1.1%	2.8%	2.0%
%H		29.8%	14.9%	70.2%	19.1%	51.1%	95.7%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2334	987	455	1708	851	857	2233
%H		42.3%	19.5%	73.2%	36.5%	36.7%	95.7%
PVR	600	413	153	266	223	43	590
%V	25.7%	41.8%	33.6%	15.6%	26.2%	5.0%	26.4%
%H		68.8%	25.5%	44.3%	37.2%	7.2%	98.3%
DVDR	6	3	0	4	2	2	6
%V	0.3%	0.3%	0.0%	0.2%	0.2%	0.2%	0.3%
%H		50.0%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	608	414	153	272	224	47	598
%V	26.0%	41.9%	33.6%	15.9%	26.3%	5.5%	26.8%
%H		68.1%	25.2%	44.7%	36.8%	7.7%	98.4%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2334	987	455	1708	851	857	2233
%H		42.3%	19.5%	73.2%	36.5%	36.7%	95.7%
Receives HDTV (via STB or built-in reception)	1038	533	193	721	398	324	1016
%V	44.5%	54.0%	42.4%	42.2%	46.8%	37.8%	45.5%
%H		51.3%	18.6%	69.5%	38.3%	31.2%	97.9%
DVD/Blu-ray player or recorder	652	286	128	440	216	224	646
%V	27.9%	29.0%	28.1%	25.8%	25.4%	26.1%	28.9%
%H		43.9%	19.6%	67.5%	33.1%	34.4%	99.1%

Base: BBC Midlands West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6597	6307	2265	1154	4023	1518	2506	6176
%H		95.6%	34.3%	17.5%	61.0%	23.0%	38.0%	93.6%
Total Children	1310	1247	469	228	705	256	450	1293
%V	19.9%	19.8%	20.7%	19.8%	17.5%	16.9%	18.0%	20.9%
%H		95.2%	35.8%	17.4%	53.8%	19.5%	34.4%	98.7%
0 - 3	287	274	95	41	158	47	111	284
%V	4.4%	4.3%	4.2%	3.6%	3.9%	3.1%	4.4%	4.6%
%H		95.5%	33.1%	14.3%	55.1%	16.4%	38.7%	99.0%
4 - 15	1023	973	374	187	548	209	339	1009
%V	15.5%	15.4%	16.5%	16.2%	13.6%	13.8%	13.5%	16.3%
%H		95.1%	36.6%	18.3%	53.6%	20.4%	33.1%	98.6%
4 - 9	528	500	191	93	282	95	187	518
%V	8.0%	7.9%	8.4%	8.1%	7.0%	6.3%	7.5%	8.4%
%H		94.7%	36.2%	17.6%	53.4%	18.0%	35.4%	98.1%
10 - 15	495	472	182	94	265	113	152	491
%V	7.5%	7.5%	8.0%	8.1%	6.6%	7.4%	6.1%	8.0%
%H		95.4%	36.8%	19.0%	53.5%	22.8%	30.7%	99.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6597	6307	2265	1154	4023	1518	2506	6176
%H		95.6%	34.3%	17.5%	61.0%	23.0%	38.0%	93.6%
Total Adults (16+)	5288	5060	1796	926	3318	1262	2056	4883
%V	80.2%	80.2%	79.3%	80.2%	82.5%	83.1%	82.0%	79.1%
%H		95.7%	34.0%	17.5%	62.7%	23.9%	38.9%	92.3%
16 - 19	273	265	107	45	157	70	88	270
%V	4.1%	4.2%	4.7%	3.9%	3.9%	4.6%	3.5%	4.4%
%H		97.1%	39.2%	16.5%	57.5%	25.6%	32.2%	98.9%
20 - 24	424	377	130	72	214	94	120	421
%V	6.4%	6.0%	5.7%	6.2%	5.3%	6.2%	4.8%	6.8%
%H		88.9%	30.7%	17.0%	50.5%	22.2%	28.3%	99.3%
25 - 34	881	817	258	168	466	171	296	865
%V	13.4%	13.0%	11.4%	14.6%	11.6%	11.3%	11.8%	14.0%
%H		92.7%	29.3%	19.1%	52.9%	19.4%	33.6%	98.2%
35 - 44	817	763	299	139	432	174	257	799
%V	12.4%	12.1%	13.2%	12.0%	10.7%	11.5%	10.3%	12.9%
%H		93.4%	36.6%	17.0%	52.9%	21.3%	31.5%	97.8%
45 - 54	874	844	352	163	555	248	307	857
%V	13.2%	13.4%	15.5%	14.1%	13.8%	16.3%	12.3%	13.9%
%H		96.6%	40.3%	18.6%	63.5%	28.4%	35.1%	98.1%
55 - 64	806	793	299	166	561	245	316	764
%V	12.2%	12.6%	13.2%	14.4%	13.9%	16.1%	12.6%	12.4%
%H		98.4%	37.1%	20.6%	69.6%	30.4%	39.2%	94.8%
65+	1212	1202	351	172	932	260	672	907
%V	18.4%	19.1%	15.5%	14.9%	23.2%	17.1%	26.8%	14.7%
%H		99.2%	29.0%	14.2%	76.9%	21.5%	55.4%	74.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5288	5060	1796	926	3318	1262	2056	4883
%H		95.7%	34.0%	17.5%	62.7%	23.9%	38.9%	92.3%
AB	1379	1342	482	210	894	306	588	1350
%V	26.1%	26.5%	26.8%	22.7%	26.9%	24.2%	28.6%	27.6%
%H		97.3%	35.0%	15.2%	64.8%	22.2%	42.6%	97.9%
C1	1485	1431	565	271	912	416	495	1415
%V	28.1%	28.3%	31.5%	29.3%	27.5%	33.0%	24.1%	29.0%
%H		96.4%	38.0%	18.2%	61.4%	28.0%	33.3%	95.3%
C2	1109	1081	366	230	724	300	424	999
%V	21.0%	21.4%	20.4%	24.8%	21.8%	23.8%	20.6%	20.5%
%H		97.5%	33.0%	20.7%	65.3%	27.1%	38.2%	90.1%
D	909	833	275	162	534	183	351	833
%V	17.2%	16.5%	15.3%	17.5%	16.1%	14.5%	17.1%	17.1%
%H		91.6%	30.3%	17.8%	58.7%	20.1%	38.6%	91.6%
E	405	374	108	53	255	56	198	286
%V	7.7%	7.4%	6.0%	5.7%	7.7%	4.4%	9.6%	5.9%
%H		92.3%	26.7%	13.1%	63.0%	13.8%	48.9%	70.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
BBC Midlands West
Individual level data
Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5288	5060	1796	926	3318	1262	2056	4883
%H		95.7%	34.0%	17.5%	62.7%	23.9%	38.9%	92.3%
Working full time	2515	2429	931	503	1511	665	846	2479
%V	47.6%	48.0%	51.8%	54.3%	45.5%	52.7%	41.1%	50.8%
%H		96.6%	37.0%	20.0%	60.1%	26.4%	33.6%	98.6%
Working part time	448	434	157	84	285	111	174	433
%V	8.5%	8.6%	8.7%	9.1%	8.6%	8.8%	8.5%	8.9%
%H		96.9%	35.0%	18.8%	63.6%	24.8%	38.8%	96.7%
Not working	2314	2187	701	338	1517	484	1033	1961
%V	43.8%	43.2%	39.0%	36.5%	45.7%	38.4%	50.2%	40.2%
%H		94.5%	30.3%	14.6%	65.6%	20.9%	44.6%	84.7%
Houseperson	2753	2628	861	434	1763	573	1190	2428
%V	52.1%	51.9%	47.9%	46.9%	53.1%	45.4%	57.9%	49.7%
%H		95.5%	31.3%	15.8%	64.0%	20.8%	43.2%	88.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2598	2481	884	456	1602	622	980	2408
%H		95.5%	34.0%	17.6%	61.7%	23.9%	37.7%	92.7%
16 - 19	145	141	64	19	88	41	47	145
%V	5.6%	5.7%	7.2%	4.2%	5.5%	6.6%	4.8%	6.0%
%H		97.2%	44.1%	13.1%	60.7%	28.3%	32.4%	100.0%
20 - 24	217	193	63	36	100	47	53	215
%V	8.4%	7.8%	7.1%	7.9%	6.2%	7.6%	5.4%	8.9%
%H		88.9%	29.0%	16.6%	46.1%	21.7%	24.4%	99.1%
25 - 34	447	413	133	89	236	90	146	438
%V	17.2%	16.6%	15.0%	19.5%	14.7%	14.5%	14.9%	18.2%
%H		92.4%	29.8%	19.9%	52.8%	20.1%	32.7%	98.0%
35 - 44	402	374	142	65	210	80	130	391
%V	15.5%	15.1%	16.1%	14.3%	13.1%	12.9%	13.3%	16.2%
%H		93.0%	35.3%	16.2%	52.2%	19.9%	32.3%	97.3%
45 - 54	428	411	171	78	260	115	145	418
%V	16.5%	16.6%	19.3%	17.1%	16.2%	18.5%	14.8%	17.4%
%H		96.0%	40.0%	18.2%	60.7%	26.9%	33.9%	97.7%
55 - 64	399	394	141	81	283	119	164	372
%V	15.4%	15.9%	16.0%	17.8%	17.7%	19.1%	16.7%	15.4%
%H		98.7%	35.3%	20.3%	70.9%	29.8%	41.1%	93.2%
65+	560	554	169	88	426	131	295	431
%V	21.6%	22.3%	19.1%	19.3%	26.6%	21.1%	30.1%	17.9%
%H		98.9%	30.2%	15.7%	76.1%	23.4%	52.7%	77.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2598	2481	884	456	1602	622	980	2408
%H		95.5%	34.0%	17.6%	61.7%	23.9%	37.7%	92.7%
AB	692	670	235	102	444	151	293	679
%V	26.6%	27.0%	26.6%	22.4%	27.7%	24.3%	29.9%	28.2%
%H		96.8%	34.0%	14.7%	64.2%	21.8%	42.3%	98.1%
C1	663	641	267	125	394	193	201	644
%V	25.5%	25.8%	30.2%	27.4%	24.6%	31.0%	20.5%	26.7%
%H		96.7%	40.3%	18.9%	59.4%	29.1%	30.3%	97.1%
C2	603	589	194	126	394	160	234	540
%V	23.2%	23.7%	21.9%	27.6%	24.6%	25.7%	23.9%	22.4%
%H		97.7%	32.2%	20.9%	65.3%	26.5%	38.8%	89.6%
D	459	419	144	79	260	92	168	425
%V	17.7%	16.9%	16.3%	17.3%	16.2%	14.8%	17.1%	17.6%
%H		91.3%	31.4%	17.2%	56.6%	20.0%	36.6%	92.6%
E	181	162	45	23	110	25	85	121
%V	7.0%	6.5%	5.1%	5.0%	6.9%	4.0%	8.7%	5.0%
%H		89.5%	24.9%	12.7%	60.8%	13.8%	47.0%	66.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2598	2481	884	456	1602	622	980	2408
%H		95.5%	34.0%	17.6%	61.7%	23.9%	37.7%	92.7%
Working full time	1506	1450	551	291	898	385	513	1486
%V	58.0%	58.4%	62.3%	63.8%	56.1%	61.9%	52.3%	61.7%
%H		96.3%	36.6%	19.3%	59.6%	25.6%	34.1%	98.7%
Working part time	114	107	34	21	68	22	45	105
%V	4.4%	4.3%	3.8%	4.6%	4.2%	3.5%	4.6%	4.4%
%H		93.9%	29.8%	18.4%	59.6%	19.3%	39.5%	92.1%
Not working	975	921	297	143	636	215	421	814
%V	37.5%	37.1%	33.6%	31.4%	39.7%	34.6%	43.0%	33.8%
%H		94.5%	30.5%	14.7%	65.2%	22.1%	43.2%	83.5%
Houseperson	593	551	145	81	364	88	276	465
%V	22.8%	22.2%	16.4%	17.8%	22.7%	14.1%	28.2%	19.3%
%H		92.9%	24.5%	13.7%	61.4%	14.8%	46.5%	78.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2690	2580	912	470	1715	639	1076	2476
%H		95.9%	33.9%	17.5%	63.8%	23.8%	40.0%	92.0%
16 - 19	128	124	43	26	69	29	41	126
%V	4.8%	4.8%	4.7%	5.5%	4.0%	4.5%	3.8%	5.1%
%H		96.9%	33.6%	20.3%	53.9%	22.7%	32.0%	98.4%
20 - 24	207	184	67	36	114	48	67	207
%V	7.7%	7.1%	7.3%	7.7%	6.6%	7.5%	6.2%	8.4%
%H		88.9%	32.4%	17.4%	55.1%	23.2%	32.4%	100.0%
25 - 34	434	404	125	80	231	81	150	427
%V	16.1%	15.7%	13.7%	17.0%	13.5%	12.7%	13.9%	17.2%
%H		93.1%	28.8%	18.4%	53.2%	18.7%	34.6%	98.4%
35 - 44	415	389	158	73	222	94	127	408
%V	15.4%	15.1%	17.3%	15.5%	12.9%	14.7%	11.8%	16.5%
%H		93.7%	38.1%	17.6%	53.5%	22.7%	30.6%	98.3%
45 - 54	446	433	180	85	296	134	162	439
%V	16.6%	16.8%	19.7%	18.1%	17.3%	21.0%	15.1%	17.7%
%H		97.1%	40.4%	19.1%	66.4%	30.0%	36.3%	98.4%
55 - 64	407	399	158	86	278	126	152	392
%V	15.1%	15.5%	17.3%	18.3%	16.2%	19.7%	14.1%	15.8%
%H		98.0%	38.8%	21.1%	68.3%	31.0%	37.3%	96.3%
65+	653	648	182	84	506	129	377	476
%V	24.3%	25.1%	20.0%	17.9%	29.5%	20.2%	35.0%	19.2%
%H		99.2%	27.9%	12.9%	77.5%	19.8%	57.7%	72.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2690	2580	912	470	1715	639	1076	2476
%H		95.9%	33.9%	17.5%	63.8%	23.8%	40.0%	92.0%
AB	687	672	248	108	450	155	295	671
%V	25.5%	26.0%	27.2%	23.0%	26.2%	24.3%	27.4%	27.1%
%H		97.8%	36.1%	15.7%	65.5%	22.6%	42.9%	97.7%
C1	822	789	299	145	518	223	295	772
%V	30.6%	30.6%	32.8%	30.9%	30.2%	34.9%	27.4%	31.2%
%H		96.0%	36.4%	17.6%	63.0%	27.1%	35.9%	93.9%
C2	506	492	172	104	330	140	190	460
%V	18.8%	19.1%	18.9%	22.1%	19.2%	21.9%	17.7%	18.6%
%H		97.2%	34.0%	20.6%	65.2%	27.7%	37.5%	90.9%
D	450	414	131	83	274	91	183	408
%V	16.7%	16.0%	14.4%	17.7%	16.0%	14.2%	17.0%	16.5%
%H		92.0%	29.1%	18.4%	60.9%	20.2%	40.7%	90.7%
E	224	213	63	30	144	31	113	165
%V	8.3%	8.3%	6.9%	6.4%	8.4%	4.9%	10.5%	6.7%
%H		95.1%	28.1%	13.4%	64.3%	13.8%	50.4%	73.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2690	2580	912	470	1715	639	1076	2476
%H		95.9%	33.9%	17.5%	63.8%	23.8%	40.0%	92.0%
Working full time	1009	978	381	212	613	280	333	992
%V	37.5%	37.9%	41.8%	45.1%	35.7%	43.8%	30.9%	40.1%
%H		96.9%	37.8%	21.0%	60.8%	27.8%	33.0%	98.3%
Working part time	334	327	123	64	217	89	128	328
%V	12.4%	12.7%	13.5%	13.6%	12.7%	13.9%	11.9%	13.2%
%H		97.9%	36.8%	19.2%	65.0%	26.6%	38.3%	98.2%
Not working	1339	1266	403	195	880	269	612	1147
%V	49.8%	49.1%	44.2%	41.5%	51.3%	42.1%	56.9%	46.3%
%H		94.5%	30.1%	14.6%	65.7%	20.1%	45.7%	85.7%
Houseperson	2160	2078	716	353	1400	486	914	1964
%V	80.3%	80.5%	78.5%	75.1%	81.6%	76.1%	84.9%	79.3%
%H		96.2%	33.1%	16.3%	64.8%	22.5%	42.3%	90.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
AB	238	223	88	34	169	78	92	233
%V	24.0%	24.6%	29.5%	22.7%	25.3%	32.0%	21.6%	26.3%
%H (All HH)		93.7%	37.0%	14.3%	71.0%	32.8%	38.7%	97.9%
%H (TV HH)			39.5%	15.2%	75.8%	35.0%	41.3%	
C1	277	252	87	41	183	64	119	259
%V	28.0%	27.8%	29.2%	27.3%	27.4%	26.2%	28.0%	29.3%
%H (All HH)		91.0%	31.4%	14.8%	66.1%	23.1%	43.0%	93.5%
%H (TV HH)			34.5%	16.3%	72.6%	25.4%	47.2%	
C2	207	197	61	40	148	59	88	186
%V	20.9%	21.7%	20.5%	26.7%	22.1%	24.2%	20.7%	21.0%
%H (All HH)		95.2%	29.5%	19.3%	71.5%	28.5%	42.5%	89.9%
%H (TV HH)			31.0%	20.3%	75.1%	29.9%	44.7%	
D	163	143	39	22	102	29	73	140
%V	16.5%	15.8%	13.1%	14.7%	15.2%	11.9%	17.2%	15.8%
%H (All HH)		87.7%	23.9%	13.5%	62.6%	17.8%	44.8%	85.9%
%H (TV HH)			27.3%	15.4%	71.3%	20.3%	51.0%	
E	106	91	23	12	67	14	53	67
%V	10.7%	10.0%	7.7%	8.0%	10.0%	5.7%	12.5%	7.6%
%H (All HH)		85.8%	21.7%	11.3%	63.2%	13.2%	50.0%	63.2%
%H (TV HH)			25.3%	13.2%	73.6%	15.4%	58.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
Under 25	55	41	8	6	31	7	24	54
%V	5.6%	4.5%	2.7%	4.0%	4.6%	2.9%	5.6%	6.1%
%H (All HH)		74.5%	14.5%	10.9%	56.4%	12.7%	43.6%	98.2%
%H (TV HH)			19.5%	14.6%	75.6%	17.1%	58.5%	
25 - 34	147	130	44	21	70	26	44	146
%V	14.8%	14.3%	14.8%	14.0%	10.5%	10.7%	10.4%	16.5%
%H (All HH)		88.4%	29.9%	14.3%	47.6%	17.7%	29.9%	99.3%
%H (TV HH)			33.8%	16.2%	53.8%	20.0%	33.8%	
35 - 44	173	152	59	24	107	42	65	170
%V	17.5%	16.8%	19.8%	16.0%	16.0%	17.2%	15.3%	19.2%
%H (All HH)		87.9%	34.1%	13.9%	61.8%	24.3%	37.6%	98.3%
%H (TV HH)			38.8%	15.8%	70.4%	27.6%	42.8%	
45 - 54	201	179	61	43	130	57	73	193
%V	20.3%	19.8%	20.5%	28.7%	19.4%	23.4%	17.2%	21.8%
%H (All HH)		89.1%	30.3%	21.4%	64.7%	28.4%	36.3%	96.0%
%H (TV HH)			34.1%	24.0%	72.6%	31.8%	40.8%	
55 - 64	165	157	56	26	121	50	71	155
%V	16.7%	17.3%	18.8%	17.3%	18.1%	20.5%	16.7%	17.5%
%H (All HH)		95.2%	33.9%	15.8%	73.3%	30.3%	43.0%	93.9%
%H (TV HH)			35.7%	16.6%	77.1%	31.8%	45.2%	
65 +	249	247	70	30	211	63	148	166
%V	25.2%	27.3%	23.5%	20.0%	31.5%	25.8%	34.8%	18.8%
%H (All HH)		99.2%	28.1%	12.0%	84.7%	25.3%	59.4%	66.7%
%H (TV HH)			28.3%	12.1%	85.4%	25.5%	59.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
1	303	265	61	36	200	44	157	227
%V	30.6%	29.2%	20.5%	24.0%	29.9%	18.0%	36.9%	25.6%
%H (All HH)		87.5%	20.1%	11.9%	66.0%	14.5%	51.8%	74.9%
%H (TV HH)			23.0%	13.6%	75.5%	16.6%	59.2%	
2	335	317	113	50	235	91	144	311
%V	33.8%	35.0%	37.9%	33.3%	35.1%	37.3%	33.9%	35.1%
%H (All HH)		94.6%	33.7%	14.9%	70.1%	27.2%	43.0%	92.8%
%H (TV HH)			35.6%	15.8%	74.1%	28.7%	45.4%	
3	141	131	46	26	101	48	54	140
%V	14.2%	14.5%	15.4%	17.3%	15.1%	19.7%	12.7%	15.8%
%H (All HH)		92.9%	32.6%	18.4%	71.6%	34.0%	38.3%	99.3%
%H (TV HH)			35.1%	19.8%	77.1%	36.6%	41.2%	
4	141	129	52	25	90	42	49	138
%V	14.2%	14.2%	17.4%	16.7%	13.5%	17.2%	11.5%	15.6%
%H (All HH)		91.5%	36.9%	17.7%	63.8%	29.8%	34.8%	97.9%
%H (TV HH)			40.3%	19.4%	69.8%	32.6%	38.0%	
5+	70	64	27	13	42	20	22	68
%V	7.1%	7.1%	9.1%	8.7%	6.3%	8.2%	5.2%	7.7%
%H (All HH)		91.4%	38.6%	18.6%	60.0%	28.6%	31.4%	97.1%
%H (TV HH)			42.2%	20.3%	65.6%	31.3%	34.4%	
Average HH size	2.37	2.38	2.62	2.55	2.34	2.65	2.16	2.49

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
Without	739	672	214	101	509	172	337	636
%V	74.6%	74.2%	71.8%	67.3%	76.1%	70.5%	79.3%	71.9%
%H (All HH)		90.9%	29.0%	13.7%	68.9%	23.3%	45.6%	86.1%
%H (TV HH)			31.8%	15.0%	75.7%	25.6%	50.1%	
With	252	234	85	48	160	72	89	248
%V	25.5%	25.8%	28.5%	32.0%	23.9%	29.5%	20.9%	28.0%
%H (All HH)		92.9%	33.7%	19.0%	63.5%	28.6%	35.3%	98.4%
%H (TV HH)			36.3%	20.5%	68.4%	30.8%	38.0%	
0 - 3	94	82	34	11	54	21	32	92
%V	9.5%	9.1%	11.4%	7.3%	8.1%	8.6%	7.5%	10.4%
%H (All HH)		87.2%	36.2%	11.7%	57.4%	22.3%	34.0%	97.9%
%H (TV HH)			41.5%	13.4%	65.9%	25.6%	39.0%	
4 - 9	122	115	40	23	74	29	45	120
%V	12.3%	12.7%	13.4%	15.3%	11.1%	11.9%	10.6%	13.6%
%H (All HH)		94.3%	32.8%	18.9%	60.7%	23.8%	36.9%	98.4%
%H (TV HH)			34.8%	20.0%	64.3%	25.2%	39.1%	
10 - 15	127	120	48	26	85	41	44	126
%V	12.8%	13.2%	16.1%	17.3%	12.7%	16.8%	10.4%	14.2%
%H (All HH)		94.5%	37.8%	20.5%	66.9%	32.3%	34.6%	99.2%
%H (TV HH)			40.0%	21.7%	70.8%	34.2%	36.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
1	416	416	111	63	286	67	220	355
%V	42.0%	45.9%	37.2%	42.0%	42.8%	27.5%	51.8%	40.1%
%H (All HH)		100.0%	26.7%	15.1%	68.8%	16.1%	52.9%	85.3%
%H (TV HH)			26.7%	15.1%	68.8%	16.1%	52.9%	
2	275	275	91	51	206	81	125	247
%V	27.8%	30.4%	30.5%	34.0%	30.8%	33.2%	29.4%	27.9%
%H (All HH)		100.0%	33.1%	18.5%	74.9%	29.5%	45.5%	89.8%
%H (TV HH)			33.1%	18.5%	74.9%	29.5%	45.5%	
3	124	124	53	18	97	48	49	117
%V	12.5%	13.7%	17.8%	12.0%	14.5%	19.7%	11.5%	13.2%
%H (All HH)		100.0%	42.7%	14.5%	78.2%	38.7%	39.5%	94.4%
%H (TV HH)			42.7%	14.5%	78.2%	38.7%	39.5%	
4	63	63	28	10	56	30	26	62
%V	6.4%	7.0%	9.4%	6.7%	8.4%	12.3%	6.1%	7.0%
%H (All HH)		100.0%	44.4%	15.9%	88.9%	47.6%	41.3%	98.4%
%H (TV HH)			44.4%	15.9%	88.9%	47.6%	41.3%	
5+	28	28	15	8	23	18	5	27
%V	2.8%	3.1%	5.0%	5.3%	3.4%	7.4%	1.2%	3.1%
%H (All HH)		100.0%	53.6%	28.6%	82.1%	64.3%	17.9%	96.4%
%H (TV HH)			53.6%	28.6%	82.1%	64.3%	17.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%V (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
Under 20"	70	70	21	13	58	24	35	63
%V	7.1%	7.7%	7.0%	8.7%	8.7%	9.8%	8.2%	7.1%
%H (All HH)		100.0%	30.0%	18.6%	82.9%	34.3%	50.0%	90.0%
%H (TV HH)			30.0%	18.6%	82.9%	34.3%	50.0%	
20" - 29"	216	216	76	33	186	78	108	190
%V	21.8%	23.8%	25.5%	22.0%	27.8%	32.0%	25.4%	21.5%
%H (All HH)		100.0%	35.2%	15.3%	86.1%	36.1%	50.0%	88.0%
%H (TV HH)			35.2%	15.3%	86.1%	36.1%	50.0%	
30" - 39"	379	379	127	68	298	124	174	329
%V	38.3%	41.8%	42.6%	45.3%	44.5%	50.8%	40.9%	37.2%
%H (All HH)		100.0%	33.5%	17.9%	78.6%	32.7%	45.9%	86.8%
%H (TV HH)			33.5%	17.9%	78.6%	32.7%	45.9%	
40" - 49"	516	516	179	86	393	154	238	478
%V	52.1%	57.0%	60.1%	57.3%	58.7%	63.1%	56.0%	54.0%
%H (All HH)		100.0%	34.7%	16.7%	76.2%	29.8%	46.1%	92.6%
%H (TV HH)			34.7%	16.7%	76.2%	29.8%	46.1%	
50" - 59"	212	212	94	38	139	65	74	205
%V	21.4%	23.4%	31.5%	25.3%	20.8%	26.6%	17.4%	23.2%
%H (All HH)		100.0%	44.3%	17.9%	65.6%	30.7%	34.9%	96.7%
%H (TV HH)			44.3%	17.9%	65.6%	30.7%	34.9%	
60"+	40	40	20	6	23	15	8	39
%V	4.0%	4.4%	6.7%	4.0%	3.4%	6.1%	1.9%	4.4%
%H (All HH)		100.0%	50.0%	15.0%	57.5%	37.5%	20.0%	97.5%
%H (TV HH)			50.0%	15.0%	57.5%	37.5%	20.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
Main living room	900	900	298	149	666	243	423	803
%V	90.9%	99.3%	100.0%	99.3%	99.6%	99.6%	99.5%	90.7%
%H (All HH)		100.0%	33.1%	16.6%	74.0%	27.0%	47.0%	89.2%
%H (TV HH)			33.1%	16.6%	74.0%	27.0%	47.0%	
Kitchen	113	113	56	17	96	56	41	103
%V	11.4%	12.5%	18.8%	11.3%	14.3%	23.0%	9.6%	11.6%
%H (All HH)		100.0%	49.6%	15.0%	85.0%	49.6%	36.3%	91.2%
%H (TV HH)			49.6%	15.0%	85.0%	49.6%	36.3%	
Adult's bedroom	375	375	142	66	299	140	158	346
%V	37.9%	41.4%	47.7%	44.0%	44.7%	57.4%	37.2%	39.1%
%H (All HH)		100.0%	37.9%	17.6%	79.7%	37.3%	42.1%	92.3%
%H (TV HH)			37.9%	17.6%	79.7%	37.3%	42.1%	
Child's bedroom	64	64	21	13	49	23	26	64
%V	6.5%	7.1%	7.0%	8.7%	7.3%	9.4%	6.1%	7.2%
%H (All HH)		100.0%	32.8%	20.3%	76.6%	35.9%	40.6%	100.0%
%H (TV HH)			32.8%	20.3%	76.6%	35.9%	40.6%	
Other bedroom	47	47	19	9	38	19	19	45
%V	4.7%	5.2%	6.4%	6.0%	5.7%	7.8%	4.5%	5.1%
%H (All HH)		100.0%	40.4%	19.1%	80.9%	40.4%	40.4%	95.7%
%H (TV HH)			40.4%	19.1%	80.9%	40.4%	40.4%	
Second living/dining room	85	85	39	15	63	33	30	80
%V	8.6%	9.4%	13.1%	10.0%	9.4%	13.5%	7.1%	9.0%
%H (All HH)		100.0%	45.9%	17.6%	74.1%	38.8%	35.3%	94.1%
%H (TV HH)			45.9%	17.6%	74.1%	38.8%	35.3%	
Study/office	14	14	8	2	10	7	3	14
%V	1.4%	1.5%	2.7%	1.3%	1.5%	2.9%	0.7%	1.6%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	50.0%	21.4%	100.0%
%H (TV HH)			57.1%	14.3%	71.4%	50.0%	21.4%	
TV room	5	5	3	1	5	3	2	5
%V	0.5%	0.6%	1.0%	0.7%	0.7%	1.2%	0.5%	0.6%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	40.0%	
Conservatory	17	17	5	4	14	7	7	17
%V	1.7%	1.9%	1.7%	2.7%	2.1%	2.9%	1.6%	1.9%
%H (All HH)		100.0%	29.4%	23.5%	82.4%	41.2%	41.2%	100.0%
%H (TV HH)			29.4%	23.5%	82.4%	41.2%	41.2%	
Attic or loft room	2	2	1	1	2	2	0	2
%V	0.2%	0.2%	0.3%	0.7%	0.3%	0.8%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	1	0	1	0
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	6	1	8	6	2	10
%V	1.0%	1.1%	2.0%	0.7%	1.2%	2.5%	0.5%	1.1%
%H (All HH)		100.0%	60.0%	10.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	10.0%	80.0%	60.0%	20.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
Any DSAT provider	298	298	298	4	171	171	0	287
%V	30.1%	32.9%	100.0%	2.7%	25.6%	70.1%	0.0%	32.4%
%H (All HH)			100.0%	1.3%	57.4%	57.4%	0.0%	96.3%
%H (TV HH)			100.0%	1.3%	57.4%	57.4%	0.0%	
Sky with subscription	251	251	251	1	137	137	0	245
%V	25.4%	27.7%	84.2%	0.7%	20.5%	56.1%	0.0%	27.7%
%H (All HH)			100.0%	0.4%	54.6%	54.6%	0.0%	97.6%
%H (TV HH)			100.0%	0.4%	54.6%	54.6%	0.0%	
Sky without subscription	6	6	6	1	5	5	0	5
%V	0.6%	0.7%	2.0%	0.7%	0.7%	2.0%	0.0%	0.6%
%H (All HH)			100.0%	16.7%	83.3%	83.3%	0.0%	83.3%
%H (TV HH)			100.0%	16.7%	83.3%	83.3%	0.0%	
Freesat	32	32	32	2	20	20	0	29
%V	3.2%	3.5%	10.7%	1.3%	3.0%	8.2%	0.0%	3.3%
%H (All HH)			100.0%	6.3%	62.5%	62.5%	0.0%	90.6%
%H (TV HH)			100.0%	6.3%	62.5%	62.5%	0.0%	
Other satellite provider	22	22	22	0	14	14	0	20
%V	2.2%	2.4%	7.4%	0.0%	2.1%	5.7%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	63.6%	63.6%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	63.6%	63.6%	0.0%	
DCAB	150	150	4	150	76	76	0	139
%V	15.2%	16.6%	1.3%	100.0%	11.4%	31.1%	0.0%	15.7%
%H (All HH)			2.7%	100.0%	50.7%	50.7%	0.0%	92.7%
%H (TV HH)			2.7%	100.0%	50.7%	50.7%	0.0%	
DTT	669	669	171	76	669	244	425	582
%V	67.6%	73.8%	57.4%	50.7%	100.0%	100.0%	100.0%	65.8%
%H (All HH)		100.0%	25.6%	11.4%	100.0%	36.5%	63.5%	87.0%
%H (TV HH)			25.6%	11.4%	100.0%	36.5%	63.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%H (All HH)		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (TV HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
PVR	531	531	274	142	346	227	119	500
%V	53.6%	58.6%	91.9%	94.7%	51.7%	93.0%	28.0%	56.5%
%H (All HH)		100.0%	51.6%	26.7%	65.2%	42.7%	22.4%	94.2%
%H (TV HH)			51.6%	26.7%	65.2%	42.7%	22.4%	
DVDR	5	5	3	0	3	2	1	3
%V	0.5%	0.6%	1.0%	0.0%	0.4%	0.8%	0.2%	0.3%
%H (All HH)		100.0%	60.0%	0.0%	60.0%	40.0%	20.0%	60.0%
%H (TV HH)			60.0%	0.0%	60.0%	40.0%	20.0%	
VCR	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Any recorder	535	535	275	142	350	227	122	502
%V	54.0%	59.1%	92.3%	94.7%	52.3%	93.0%	28.7%	56.7%
%H (All HH)		100.0%	51.4%	26.5%	65.4%	42.4%	22.8%	93.8%
%H (TV HH)			51.4%	26.5%	65.4%	42.4%	22.8%	
Receives HDTV (via STB or built-in reception)	708	708	275	137	529	228	301	660
%V	71.5%	78.1%	92.3%	91.3%	79.1%	93.4%	70.8%	74.6%
%H (All HH)		100.0%	38.8%	19.4%	74.7%	32.2%	42.5%	93.2%
%H (TV HH)			38.8%	19.4%	74.7%	32.2%	42.5%	
DVD/Blu-ray player or recorder	531	531	188	94	396	162	234	477
%V	53.6%	58.6%	63.1%	62.7%	59.2%	66.4%	55.1%	53.9%
%H (All HH)		100.0%	35.4%	17.7%	74.6%	30.5%	44.1%	89.8%
%H (TV HH)			35.4%	17.7%	74.6%	30.5%	44.1%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	990	906	298	150	669	244	425	885
%V		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%
%H (All HH)			32.9%	16.6%	73.8%	26.9%	46.9%	
%H (TV HH)								
Has broadband internet	885	808	287	139	582	233	349	885
%V	89.4%	89.2%	96.3%	92.7%	87.0%	95.5%	82.1%	100.0%
%H (All HH)		91.3%	32.4%	15.7%	65.8%	26.3%	39.4%	100.0%
%H (TV HH)			35.5%	17.2%	72.0%	28.8%	43.2%	
Number of computers (PCs and laptops)								
0	180	157	24	24	131	26	105	79
%V	18.2%	17.3%	8.1%	16.0%	19.6%	10.7%	24.7%	8.9%
%H (All HH)		87.2%	13.3%	13.3%	72.8%	14.4%	58.3%	43.9%
%H (TV HH)			15.3%	15.3%	83.4%	16.6%	66.9%	
1	262	236	74	31	171	51	120	259
%V	26.5%	26.0%	24.8%	20.7%	25.6%	20.9%	28.2%	29.3%
%H (All HH)		90.1%	28.2%	11.8%	65.3%	19.5%	45.8%	98.9%
%H (TV HH)			31.4%	13.1%	72.5%	21.6%	50.8%	
2	252	231	86	35	170	64	105	252
%V	25.5%	25.5%	28.9%	23.3%	25.4%	26.2%	24.7%	28.5%
%H (All HH)		91.7%	34.1%	13.9%	67.5%	25.4%	41.7%	100.0%
%H (TV HH)			37.2%	15.2%	73.6%	27.7%	45.5%	
3	128	123	52	20	91	44	47	128
%V	12.9%	13.6%	17.4%	13.3%	13.6%	18.0%	11.1%	14.5%
%H (All HH)		96.1%	40.6%	15.6%	71.1%	34.4%	36.7%	100.0%
%H (TV HH)			42.3%	16.3%	74.0%	35.8%	38.2%	
4	80	73	26	20	45	22	22	80
%V	8.1%	8.1%	8.7%	13.3%	6.7%	9.0%	5.2%	9.0%
%H (All HH)		91.3%	32.5%	25.0%	56.3%	27.5%	27.5%	100.0%
%H (TV HH)			35.6%	27.4%	61.6%	30.1%	30.1%	
5+	88	86	36	19	62	36	26	88
%V	8.9%	9.5%	12.1%	12.7%	9.3%	14.8%	6.1%	9.9%
%H (All HH)		97.7%	40.9%	21.6%	70.5%	40.9%	29.5%	100.0%
%H (TV HH)			41.9%	22.1%	72.1%	41.9%	30.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	651	298	1341	592	749	1595
%H		37.4%	17.1%	77.0%	34.0%	43.0%	91.6%
Under 20"	88	26	16	71	28	43	80
%V	5.1%	4.0%	5.4%	5.3%	4.7%	5.7%	5.0%
%H		29.5%	18.2%	80.7%	31.8%	48.9%	90.9%
20" - 29"	272	101	41	238	108	130	241
%V	15.6%	15.5%	13.8%	17.7%	18.2%	17.4%	15.1%
%H		37.1%	15.1%	87.5%	39.7%	47.8%	88.6%
30" - 39"	470	171	85	371	169	202	415
%V	27.0%	26.3%	28.5%	27.7%	28.5%	27.0%	26.0%
%H		36.4%	18.1%	78.9%	36.0%	43.0%	88.3%
40" - 49"	620	222	105	477	198	279	580
%V	35.6%	34.1%	35.2%	35.6%	33.4%	37.2%	36.4%
%H		35.8%	16.9%	76.9%	31.9%	45.0%	93.5%
50" - 59"	236	103	42	154	71	83	229
%V	13.5%	15.8%	14.1%	11.5%	12.0%	11.1%	14.4%
%H		43.6%	17.8%	65.3%	30.1%	35.2%	97.0%
60"+	43	21	8	25	17	8	42
%V	2.5%	3.2%	2.7%	1.9%	2.9%	1.1%	2.6%
%H		48.8%	18.6%	58.1%	39.5%	18.6%	97.7%
Don't know	12	5	1	5	1	4	9
%V	0.7%	0.8%	0.3%	0.4%	0.2%	0.5%	0.6%
%H		41.7%	8.3%	41.7%	8.3%	33.3%	75.0%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	651	298	1341	592	749	1595
%H		37.4%	17.1%	77.0%	34.0%	43.0%	91.6%
Main living room	903	299	149	668	244	424	806
%V	51.8%	45.9%	50.0%	49.8%	41.2%	56.6%	50.5%
%H		33.1%	16.5%	74.0%	27.0%	47.0%	89.3%
Kitchen	113	57	17	97	56	41	104
%V	6.5%	8.8%	5.7%	7.2%	9.5%	5.5%	6.5%
%H		50.4%	15.0%	85.8%	49.6%	36.3%	92.0%
Adult's bedroom	454	180	79	364	179	185	422
%V	26.1%	27.6%	26.5%	27.1%	30.2%	24.7%	26.5%
%H		39.6%	17.4%	80.2%	39.4%	40.7%	93.0%
Child's bedroom	79	25	18	63	30	33	79
%V	4.5%	3.8%	6.0%	4.7%	5.1%	4.4%	5.0%
%H		31.6%	22.8%	79.7%	38.0%	41.8%	100.0%
Other bedroom	57	26	11	44	23	20	55
%V	3.3%	4.0%	3.7%	3.3%	3.9%	2.7%	3.4%
%H		45.6%	19.3%	77.2%	40.4%	35.1%	96.5%
Second living/dining room	86	40	15	65	34	31	81
%V	4.9%	6.1%	5.0%	4.8%	5.7%	4.1%	5.1%
%H		46.5%	17.4%	75.6%	39.5%	36.0%	94.2%
Study/office	14	8	2	10	7	3	14
%V	0.8%	1.2%	0.7%	0.7%	1.2%	0.4%	0.9%
%H		57.1%	14.3%	71.4%	50.0%	21.4%	100.0%
TV room	5	3	1	5	3	2	5
%V	0.3%	0.5%	0.3%	0.4%	0.5%	0.3%	0.3%
%H		60.0%	20.0%	100.0%	60.0%	40.0%	100.0%
Conservatory	17	5	4	14	7	7	17
%V	1.0%	0.8%	1.3%	1.0%	1.2%	0.9%	1.1%
%H		29.4%	23.5%	82.4%	41.2%	41.2%	100.0%
Attic or loft room	2	1	1	2	2	0	2
%V	0.1%	0.2%	0.3%	0.1%	0.3%	0.0%	0.1%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Other	11	7	1	9	6	2	11
%V	0.6%	1.1%	0.3%	0.7%	1.0%	0.3%	0.7%
%H		63.6%	9.1%	81.8%	54.5%	18.2%	100.0%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	651	298	1341	592	749	1595
%H		37.4%	17.1%	77.0%	34.0%	43.0%	91.6%
PVR	753	442	184	495	361	133	718
%V	43.2%	67.9%	61.7%	36.9%	61.0%	17.8%	45.0%
%H		58.7%	24.4%	65.7%	47.9%	17.7%	95.4%
DVDR	5	3	0	3	2	1	3
%V	0.3%	0.5%	0.0%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	0.0%	60.0%	40.0%	20.0%	60.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	759	444	184	500	362	138	723
%V	43.6%	68.2%	61.7%	37.3%	61.1%	18.4%	45.3%
%H		58.5%	24.2%	65.9%	47.7%	18.2%	95.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1742	651	298	1341	592	749	1595
%H		37.4%	17.1%	77.0%	34.0%	43.0%	91.6%
Receives HDTV (via STB or built-in reception)	1096	469	215	840	417	423	1031
%V	62.9%	72.0%	72.1%	62.6%	70.4%	56.5%	64.6%
%H		42.8%	19.6%	76.6%	38.0%	38.6%	94.1%
DVD/Blu-ray player or recorder	728	281	133	551	253	298	661
%V	41.8%	43.2%	44.6%	41.1%	42.7%	39.8%	41.4%
%H		38.6%	18.3%	75.7%	34.8%	40.9%	90.8%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	906	298	150	669	244	425	808
%H		32.9%	16.6%	73.8%	26.9%	46.9%	89.2%
Under 20"	8	0	2	6	1	6	8
%V	0.9%	0.0%	1.3%	0.9%	0.4%	1.4%	1.0%
%H		0.0%	25.0%	75.0%	12.5%	75.0%	100.0%
20" - 29"	44	7	6	41	9	32	37
%V	4.9%	2.3%	4.0%	6.1%	3.7%	7.5%	4.6%
%H		15.9%	13.6%	93.2%	20.5%	72.7%	84.1%
30" - 39"	184	41	36	136	37	99	140
%V	20.3%	13.8%	24.0%	20.3%	15.2%	23.3%	17.3%
%H		22.3%	19.6%	73.9%	20.1%	53.8%	76.1%
40" - 49"	442	147	68	343	127	216	405
%V	48.8%	49.3%	45.3%	51.3%	52.0%	50.8%	50.1%
%H		33.3%	15.4%	77.6%	28.7%	48.9%	91.6%
50" - 59"	185	82	32	120	57	63	178
%V	20.4%	27.5%	21.3%	17.9%	23.4%	14.8%	22.0%
%H		44.3%	17.3%	64.9%	30.8%	34.1%	96.2%
60"+	37	18	6	20	13	7	37
%V	4.1%	6.0%	4.0%	3.0%	5.3%	1.6%	4.6%
%H		48.6%	16.2%	54.1%	35.1%	18.9%	100.0%
Don't know	6	3	0	2	0	2	4
%V	0.7%	1.0%	0.0%	0.3%	0.0%	0.5%	0.5%
%H		50.0%	0.0%	33.3%	0.0%	33.3%	66.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	906	298	150	669	244	425	808
%H		32.9%	16.6%	73.8%	26.9%	46.9%	89.2%
PVR	517	270	140	333	222	111	486
%V	57.1%	90.6%	93.3%	49.8%	91.0%	26.1%	60.1%
%H		52.2%	27.1%	64.4%	42.9%	21.5%	94.0%
DVDR	4	3	0	3	2	1	2
%V	0.4%	1.0%	0.0%	0.4%	0.8%	0.2%	0.2%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	50.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	521	271	140	337	223	114	488
%V	57.5%	90.9%	93.3%	50.4%	91.4%	26.8%	60.4%
%H		52.0%	26.9%	64.7%	42.8%	21.9%	93.7%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	906	298	150	669	244	425	808
%H		32.9%	16.6%	73.8%	26.9%	46.9%	89.2%
Receives HDTV (via STB or built-in reception)	695	270	135	517	222	295	648
%V	76.7%	90.6%	90.0%	77.3%	91.0%	69.4%	80.2%
%H		38.8%	19.4%	74.4%	31.9%	42.4%	93.2%
DVD/Blu-ray player or recorder	468	165	82	350	142	208	417
%V	51.7%	55.4%	54.7%	52.3%	58.2%	48.9%	51.6%
%H		35.3%	17.5%	74.8%	30.3%	44.4%	89.1%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 15.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	836	352	148	672	348	323	787
%H		42.1%	17.7%	80.4%	41.6%	38.6%	94.1%
Under 20"	80	26	15	65	28	37	72
%V	9.6%	7.4%	10.1%	9.7%	8.0%	11.5%	9.1%
%H		32.5%	18.8%	81.3%	35.0%	46.3%	90.0%
20" - 29"	228	94	36	197	99	98	204
%V	27.3%	26.7%	24.3%	29.3%	28.4%	30.3%	25.9%
%H		41.2%	15.8%	86.4%	43.4%	43.0%	89.5%
30" - 39"	287	130	49	234	132	103	275
%V	34.3%	36.9%	33.1%	34.8%	37.9%	31.9%	34.9%
%H		45.3%	17.1%	81.5%	46.0%	35.9%	95.8%
40" - 49"	177	75	36	134	71	63	175
%V	21.2%	21.3%	24.3%	19.9%	20.4%	19.5%	22.2%
%H		42.4%	20.3%	75.7%	40.1%	35.6%	98.9%
50" - 59"	51	21	10	34	14	20	51
%V	6.1%	6.0%	6.8%	5.1%	4.0%	6.2%	6.5%
%H		41.2%	19.6%	66.7%	27.5%	39.2%	100.0%
60"+	6	3	2	5	4	1	5
%V	0.7%	0.9%	1.4%	0.7%	1.1%	0.3%	0.6%
%H		50.0%	33.3%	83.3%	66.7%	16.7%	83.3%
Don't know	6	2	1	3	1	2	5
%V	0.7%	0.6%	0.7%	0.4%	0.3%	0.6%	0.6%
%H		33.3%	16.7%	50.0%	16.7%	33.3%	83.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	836	352	148	672	348	323	787
%H		42.1%	17.7%	80.4%	41.6%	38.6%	94.1%
PVR	236	172	45	162	139	23	233
%V	28.2%	48.9%	30.4%	24.1%	39.9%	7.1%	29.6%
%H		72.9%	19.1%	68.6%	58.9%	9.7%	98.7%
DVDR	1	1	0	0	0	0	1
%V	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	238	173	45	162	139	23	234
%V	28.5%	49.1%	30.4%	24.1%	39.9%	7.1%	29.7%
%H		72.7%	18.9%	68.1%	58.4%	9.7%	98.3%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	836	352	148	672	348	323	787
%H		42.1%	17.7%	80.4%	41.6%	38.6%	94.1%
Receives HDTV (via STB or built-in reception)	401	198	80	323	195	128	383
%V	48.0%	56.3%	54.1%	48.1%	56.0%	39.6%	48.7%
%H		49.4%	20.0%	80.5%	48.6%	31.9%	95.5%
DVD/Blu-ray player or recorder	260	116	50	201	112	90	244
%V	31.1%	33.0%	33.8%	29.9%	32.2%	27.9%	31.0%
%H		44.6%	19.2%	77.3%	43.1%	34.6%	93.8%

Base: BBC Midlands East - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2348	2156	781	381	1565	646	920	2200
%H		91.8%	33.3%	16.2%	66.7%	27.5%	39.2%	93.7%
Total Children	459	424	161	81	296	131	164	451
%V	19.5%	19.7%	20.6%	21.3%	18.9%	20.3%	17.8%	20.5%
%H		92.4%	35.1%	17.6%	64.5%	28.5%	35.7%	98.3%
0 - 3	103	91	38	15	56	24	32	101
%V	4.4%	4.2%	4.9%	3.9%	3.6%	3.7%	3.5%	4.6%
%H		88.3%	36.9%	14.6%	54.4%	23.3%	31.1%	98.1%
4 - 15	356	334	123	65	239	107	132	349
%V	15.2%	15.5%	15.7%	17.1%	15.3%	16.6%	14.3%	15.9%
%H		93.8%	34.6%	18.3%	67.1%	30.1%	37.1%	98.0%
4 - 9	168	159	54	30	109	44	66	166
%V	7.2%	7.4%	6.9%	7.9%	7.0%	6.8%	7.2%	7.5%
%H		94.6%	32.1%	17.9%	64.9%	26.2%	39.3%	98.8%
10 - 15	188	175	69	35	130	64	66	183
%V	8.0%	8.1%	8.8%	9.2%	8.3%	9.9%	7.2%	8.3%
%H		93.1%	36.7%	18.6%	69.1%	34.0%	35.1%	97.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2348	2156	781	381	1565	646	920	2200
%H		91.8%	33.3%	16.2%	66.7%	27.5%	39.2%	93.7%
Total Adults (16+)	1889	1731	619	300	1270	514	756	1750
%V	80.5%	80.3%	79.3%	78.7%	81.2%	79.6%	82.2%	79.5%
%H		91.6%	32.8%	15.9%	67.2%	27.2%	40.0%	92.6%
16 - 19	101	91	30	19	67	27	41	101
%V	4.3%	4.2%	3.8%	5.0%	4.3%	4.2%	4.5%	4.6%
%H		90.1%	29.7%	18.8%	66.3%	26.7%	40.6%	100.0%
20 - 24	180	145	48	25	106	39	66	180
%V	7.7%	6.7%	6.1%	6.6%	6.8%	6.0%	7.2%	8.2%
%H		80.6%	26.7%	13.9%	58.9%	21.7%	36.7%	100.0%
25 - 34	293	259	94	42	145	55	91	290
%V	12.5%	12.0%	12.0%	11.0%	9.3%	8.5%	9.9%	13.2%
%H		88.4%	32.1%	14.3%	49.5%	18.8%	31.1%	99.0%
35 - 44	302	266	104	45	190	82	109	295
%V	12.9%	12.3%	13.3%	11.8%	12.1%	12.7%	11.8%	13.4%
%H		88.1%	34.4%	14.9%	62.9%	27.2%	36.1%	97.7%
45 - 54	344	316	112	74	228	102	125	332
%V	14.7%	14.7%	14.3%	19.4%	14.6%	15.8%	13.6%	15.1%
%H		91.9%	32.6%	21.5%	66.3%	29.7%	36.3%	96.5%
55 - 64	281	270	107	46	208	96	112	266
%V	12.0%	12.5%	13.7%	12.1%	13.3%	14.9%	12.2%	12.1%
%H		96.1%	38.1%	16.4%	74.0%	34.2%	39.9%	94.7%
65+	387	383	124	49	326	114	212	284
%V	16.5%	17.8%	15.9%	12.9%	20.8%	17.6%	23.0%	12.9%
%H		99.0%	32.0%	12.7%	84.2%	29.5%	54.8%	73.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1889	1731	619	300	1270	514	756	1750
%H		91.6%	32.8%	15.9%	67.2%	27.2%	40.0%	92.6%
AB	473	442	181	71	336	163	173	466
%V	25.0%	25.5%	29.2%	23.7%	26.5%	31.7%	22.9%	26.6%
%H		93.4%	38.3%	15.0%	71.0%	34.5%	36.6%	98.5%
C1	557	510	194	84	363	141	222	537
%V	29.5%	29.5%	31.3%	28.0%	28.6%	27.4%	29.4%	30.7%
%H		91.6%	34.8%	15.1%	65.2%	25.3%	39.9%	96.4%
C2	407	387	128	83	292	127	165	373
%V	21.5%	22.4%	20.7%	27.7%	23.0%	24.7%	21.8%	21.3%
%H		95.1%	31.4%	20.4%	71.7%	31.2%	40.5%	91.6%
D	308	267	83	42	187	59	128	280
%V	16.3%	15.4%	13.4%	14.0%	14.7%	11.5%	16.9%	16.0%
%H		86.7%	26.9%	13.6%	60.7%	19.2%	41.6%	90.9%
E	143	126	34	21	92	24	68	93
%V	7.6%	7.3%	5.5%	7.0%	7.2%	4.7%	9.0%	5.3%
%H		88.1%	23.8%	14.7%	64.3%	16.8%	47.6%	65.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1889	1731	619	300	1270	514	756	1750
%H		91.6%	32.8%	15.9%	67.2%	27.2%	40.0%	92.6%
Working full time	917	844	320	148	590	252	338	902
%V	48.5%	48.8%	51.7%	49.3%	46.5%	49.0%	44.7%	51.5%
%H		92.0%	34.9%	16.1%	64.3%	27.5%	36.9%	98.4%
Working part time	181	171	62	38	124	57	67	180
%V	9.6%	9.9%	10.0%	12.7%	9.8%	11.1%	8.9%	10.3%
%H		94.5%	34.3%	21.0%	68.5%	31.5%	37.0%	99.4%
Not working	784	709	235	113	554	203	350	661
%V	41.5%	41.0%	38.0%	37.7%	43.6%	39.5%	46.3%	37.8%
%H		90.4%	30.0%	14.4%	70.7%	25.9%	44.6%	84.3%
Houseperson	990	906	298	150	669	244	425	885
%V	52.4%	52.3%	48.1%	50.0%	52.7%	47.5%	56.2%	50.6%
%H		91.5%	30.1%	15.2%	67.6%	24.6%	42.9%	89.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	937	843	298	152	612	256	356	878
%H		90.0%	31.8%	16.2%	65.3%	27.3%	38.0%	93.7%
16 - 19	52	45	15	13	32	16	16	52
%V	5.5%	5.3%	5.0%	8.6%	5.2%	6.3%	4.5%	5.9%
%H		86.5%	28.8%	25.0%	61.5%	30.8%	30.8%	100.0%
20 - 24	94	77	23	12	59	22	38	94
%V	10.0%	9.1%	7.7%	7.9%	9.6%	8.6%	10.7%	10.7%
%H		81.9%	24.5%	12.8%	62.8%	23.4%	40.4%	100.0%
25 - 34	151	128	41	20	74	24	50	150
%V	16.1%	15.2%	13.8%	13.2%	12.1%	9.4%	14.0%	17.1%
%H		84.8%	27.2%	13.2%	49.0%	15.9%	33.1%	99.3%
35 - 44	151	131	52	22	90	39	51	147
%V	16.1%	15.5%	17.4%	14.5%	14.7%	15.2%	14.3%	16.7%
%H		86.8%	34.4%	14.6%	59.6%	25.8%	33.8%	97.4%
45 - 54	175	156	51	37	109	46	64	168
%V	18.7%	18.5%	17.1%	24.3%	17.8%	18.0%	18.0%	19.1%
%H		89.1%	29.1%	21.1%	62.3%	26.3%	36.6%	96.0%
55 - 64	144	138	55	24	105	50	55	136
%V	15.4%	16.4%	18.5%	15.8%	17.2%	19.5%	15.4%	15.5%
%H		95.8%	38.2%	16.7%	72.9%	34.7%	38.2%	94.4%
65+	170	168	61	24	141	59	83	132
%V	18.1%	19.9%	20.5%	15.8%	23.0%	23.0%	23.3%	15.0%
%H		98.8%	35.9%	14.1%	82.9%	34.7%	48.8%	77.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	937	843	298	152	612	256	356	878
%H		90.0%	31.8%	16.2%	65.3%	27.3%	38.0%	93.7%
AB	237	219	84	37	166	79	86	233
%V	25.3%	26.0%	28.2%	24.3%	27.1%	30.9%	24.2%	26.5%
%H		92.4%	35.4%	15.6%	70.0%	33.3%	36.3%	98.3%
C1	271	243	96	42	168	71	97	265
%V	28.9%	28.8%	32.2%	27.6%	27.5%	27.7%	27.2%	30.2%
%H		89.7%	35.4%	15.5%	62.0%	26.2%	35.8%	97.8%
C2	221	208	67	44	156	67	89	205
%V	23.6%	24.7%	22.5%	28.9%	25.5%	26.2%	25.0%	23.3%
%H		94.1%	30.3%	19.9%	70.6%	30.3%	40.3%	92.8%
D	150	124	36	19	88	26	62	139
%V	16.0%	14.7%	12.1%	12.5%	14.4%	10.2%	17.4%	15.8%
%H		82.7%	24.0%	12.7%	58.7%	17.3%	41.3%	92.7%
E	58	49	14	10	34	12	23	37
%V	6.2%	5.8%	4.7%	6.6%	5.6%	4.7%	6.5%	4.2%
%H		84.5%	24.1%	17.2%	58.6%	20.7%	39.7%	63.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	937	843	298	152	612	256	356	878
%H		90.0%	31.8%	16.2%	65.3%	27.3%	38.0%	93.7%
Working full time	569	513	187	92	355	151	205	557
%V	60.7%	60.9%	62.8%	60.5%	58.0%	59.0%	57.6%	63.4%
%H		90.2%	32.9%	16.2%	62.4%	26.5%	36.0%	97.9%
Working part time	34	31	9	5	24	8	17	34
%V	3.6%	3.7%	3.0%	3.3%	3.9%	3.1%	4.8%	3.9%
%H		91.2%	26.5%	14.7%	70.6%	23.5%	50.0%	100.0%
Not working	329	293	99	53	231	96	134	282
%V	35.1%	34.8%	33.2%	34.9%	37.7%	37.5%	37.6%	32.1%
%H		89.1%	30.1%	16.1%	70.2%	29.2%	40.7%	85.7%
Houseperson	222	187	50	34	128	38	90	190
%V	23.7%	22.2%	16.8%	22.4%	20.9%	14.8%	25.3%	21.6%
%H		84.2%	22.5%	15.3%	57.7%	17.1%	40.5%	85.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	952	888	322	148	658	258	400	871
%H		93.3%	33.8%	15.5%	69.1%	27.1%	42.0%	91.5%
16 - 19	50	46	15	7	35	10	25	50
%V	5.3%	5.2%	4.7%	4.7%	5.3%	3.9%	6.3%	5.7%
%H		92.0%	30.0%	14.0%	70.0%	20.0%	50.0%	100.0%
20 - 24	86	68	25	13	46	18	29	86
%V	9.0%	7.7%	7.8%	8.8%	7.0%	7.0%	7.3%	9.9%
%H		79.1%	29.1%	15.1%	53.5%	20.9%	33.7%	100.0%
25 - 34	142	131	54	22	71	31	41	140
%V	14.9%	14.8%	16.8%	14.9%	10.8%	12.0%	10.3%	16.1%
%H		92.3%	38.0%	15.5%	50.0%	21.8%	28.9%	98.6%
35 - 44	151	135	52	23	100	43	58	148
%V	15.9%	15.2%	16.1%	15.5%	15.2%	16.7%	14.5%	17.0%
%H		89.4%	34.4%	15.2%	66.2%	28.5%	38.4%	98.0%
45 - 54	169	160	61	37	118	57	62	164
%V	17.8%	18.0%	18.9%	25.0%	17.9%	22.1%	15.5%	18.8%
%H		94.7%	36.1%	21.9%	69.8%	33.7%	36.7%	97.0%
55 - 64	136	132	52	22	103	45	57	131
%V	14.3%	14.9%	16.1%	14.9%	15.7%	17.4%	14.3%	15.0%
%H		97.1%	38.2%	16.2%	75.7%	33.1%	41.9%	96.3%
65+	217	215	62	25	184	55	129	153
%V	22.8%	24.2%	19.3%	16.9%	28.0%	21.3%	32.3%	17.6%
%H		99.1%	28.6%	11.5%	84.8%	25.3%	59.4%	70.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	952	888	322	148	658	258	400	871
%H		93.3%	33.8%	15.5%	69.1%	27.1%	42.0%	91.5%
AB	237	223	97	34	170	84	87	233
%V	24.9%	25.1%	30.1%	23.0%	25.8%	32.6%	21.8%	26.8%
%H		94.1%	40.9%	14.3%	71.7%	35.4%	36.7%	98.3%
C1	286	267	98	42	195	70	125	273
%V	30.0%	30.1%	30.4%	28.4%	29.6%	27.1%	31.3%	31.3%
%H		93.4%	34.3%	14.7%	68.2%	24.5%	43.7%	95.5%
C2	186	178	60	39	136	60	76	168
%V	19.5%	20.0%	18.6%	26.4%	20.7%	23.3%	19.0%	19.3%
%H		95.7%	32.3%	21.0%	73.1%	32.3%	40.9%	90.3%
D	158	142	46	22	99	33	66	140
%V	16.6%	16.0%	14.3%	14.9%	15.0%	12.8%	16.5%	16.1%
%H		89.9%	29.1%	13.9%	62.7%	20.9%	41.8%	88.6%
E	85	78	20	11	57	12	46	57
%V	8.9%	8.8%	6.2%	7.4%	8.7%	4.7%	11.5%	6.5%
%H		91.8%	23.5%	12.9%	67.1%	14.1%	54.1%	67.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	952	888	322	148	658	258	400	871
%H		93.3%	33.8%	15.5%	69.1%	27.1%	42.0%	91.5%
Working full time	348	331	132	55	234	102	133	345
%V	36.6%	37.3%	41.0%	37.2%	35.6%	39.5%	33.3%	39.6%
%H		95.1%	37.9%	15.8%	67.2%	29.3%	38.2%	99.1%
Working part time	147	140	53	33	99	49	50	146
%V	15.4%	15.8%	16.5%	22.3%	15.0%	19.0%	12.5%	16.8%
%H		95.2%	36.1%	22.4%	67.3%	33.3%	34.0%	99.3%
Not working	456	416	136	60	323	107	216	378
%V	47.9%	46.8%	42.2%	40.5%	49.1%	41.5%	54.0%	43.4%
%H		91.2%	29.8%	13.2%	70.8%	23.5%	47.4%	82.9%
Houseperson	768	719	248	115	541	206	335	695
%V	80.7%	81.0%	77.0%	77.7%	82.2%	79.8%	83.8%	79.8%
%H		93.6%	32.3%	15.0%	70.4%	26.8%	43.6%	90.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total