



BARB Establishment Survey Annual Data Report: Volume 3 ITV 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

Page 1

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

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See also

Volume 1 - Total Network and Appendices
Volume 2 - BBC 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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DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
ITV London
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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
AB	1673	1541	554	330	900	340	560	1646
%V	30.8%	31.3%	32.5%	34.8%	30.6%	34.7%	28.6%	32.7%
%H (All HH)		92.1%	33.1%	19.7%	53.8%	20.3%	33.5%	98.4%
%H (TV HH)			36.0%	21.4%	58.4%	22.1%	36.3%	
C1	1636	1477	506	314	894	310	584	1547
%V	30.1%	30.0%	29.7%	33.1%	30.4%	31.7%	29.8%	30.7%
%H (All HH)		90.3%	30.9%	19.2%	54.6%	18.9%	35.7%	94.6%
%H (TV HH)			34.3%	21.3%	60.5%	21.0%	39.5%	
C2	893	818	304	161	458	171	288	839
%V	16.4%	16.6%	17.8%	17.0%	15.6%	17.5%	14.7%	16.7%
%H (All HH)		91.6%	34.0%	18.0%	51.3%	19.1%	32.3%	94.0%
%H (TV HH)			37.2%	19.7%	56.0%	20.9%	35.2%	
D	758	665	239	96	375	98	276	668
%V	14.0%	13.5%	14.0%	10.1%	12.8%	10.0%	14.1%	13.3%
%H (All HH)		87.7%	31.5%	12.7%	49.5%	12.9%	36.4%	88.1%
%H (TV HH)			35.9%	14.4%	56.4%	14.7%	41.5%	
E	471	420	104	48	312	60	252	334
%V	8.7%	8.5%	6.1%	5.1%	10.6%	6.1%	12.9%	6.6%
%H (All HH)		89.2%	22.1%	10.2%	66.2%	12.7%	53.5%	70.9%
%H (TV HH)			24.8%	11.4%	74.3%	14.3%	60.0%	

Base: ITV 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
Oct 2019 - Sep 2020
ITV 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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Under 25	163	107	26	21	46	10	36	158
%V	3.0%	2.2%	1.5%	2.2%	1.6%	1.0%	1.8%	3.1%
%H (All HH)		65.6%	16.0%	12.9%	28.2%	6.1%	22.1%	96.9%
%H (TV HH)			24.3%	19.6%	43.0%	9.3%	33.6%	
25 - 34	984	799	255	121	386	96	290	973
%V	18.1%	16.2%	14.9%	12.8%	13.1%	9.8%	14.8%	19.3%
%H (All HH)		81.2%	25.9%	12.3%	39.2%	9.8%	29.5%	98.9%
%H (TV HH)			31.9%	15.1%	48.3%	12.0%	36.3%	
35 - 44	1171	1033	382	210	507	158	349	1158
%V	21.6%	21.0%	22.4%	22.2%	17.3%	16.1%	17.8%	23.0%
%H (All HH)		88.2%	32.6%	17.9%	43.3%	13.5%	29.8%	98.9%
%H (TV HH)			37.0%	20.3%	49.1%	15.3%	33.8%	
45 - 54	994	930	371	222	526	226	300	972
%V	18.3%	18.9%	21.7%	23.4%	17.9%	23.1%	15.3%	19.3%
%H (All HH)		93.6%	37.3%	22.3%	52.9%	22.7%	30.2%	97.8%
%H (TV HH)			39.9%	23.9%	56.6%	24.3%	32.3%	
55 - 64	891	858	313	188	569	227	342	847
%V	16.4%	17.4%	18.3%	19.8%	19.4%	23.2%	17.5%	16.8%
%H (All HH)		96.3%	35.1%	21.1%	63.9%	25.5%	38.4%	95.1%
%H (TV HH)			36.5%	21.9%	66.3%	26.5%	39.9%	
65 +	1227	1193	359	186	905	262	642	927
%V	22.6%	24.2%	21.0%	19.6%	30.8%	26.8%	32.8%	18.4%
%H (All HH)		97.2%	29.3%	15.2%	73.8%	21.4%	52.3%	75.6%
%H (TV HH)			30.1%	15.6%	75.9%	22.0%	53.8%	

Base: ITV 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
Oct 2019 - Sep 2020
ITV 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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
1	1683	1426	345	189	1007	194	813	1385
%V	31.0%	29.0%	20.2%	19.9%	34.3%	19.8%	41.5%	27.5%
%H (All HH)		84.7%	20.5%	11.2%	59.8%	11.5%	48.3%	82.3%
%H (TV HH)			24.2%	13.3%	70.6%	13.6%	57.0%	
2	1459	1359	467	267	870	325	545	1386
%V	26.9%	27.6%	27.4%	28.2%	29.6%	33.2%	27.8%	27.5%
%H (All HH)		93.1%	32.0%	18.3%	59.6%	22.3%	37.4%	95.0%
%H (TV HH)			34.4%	19.6%	64.0%	23.9%	40.1%	
3	931	863	332	205	446	186	260	917
%V	17.1%	17.5%	19.5%	21.6%	15.2%	19.0%	13.3%	18.2%
%H (All HH)		92.7%	35.7%	22.0%	47.9%	20.0%	27.9%	98.5%
%H (TV HH)			38.5%	23.8%	51.7%	21.6%	30.1%	
4	887	845	359	190	420	176	244	881
%V	16.3%	17.2%	21.0%	20.0%	14.3%	18.0%	12.5%	17.5%
%H (All HH)		95.3%	40.5%	21.4%	47.4%	19.8%	27.5%	99.3%
%H (TV HH)			42.5%	22.5%	49.7%	20.8%	28.9%	
5+	470	428	203	97	195	99	96	465
%V	8.7%	8.7%	11.9%	10.2%	6.6%	10.1%	4.9%	9.2%
%H (All HH)		91.1%	43.2%	20.6%	41.5%	21.1%	20.4%	98.9%
%H (TV HH)			47.4%	22.7%	45.6%	23.1%	22.4%	
Average HH size	2.48	2.52	2.82	2.76	2.32	2.69	2.13	2.57

Base: ITV 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

Oct 2019 - Sep 2020

ITV 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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Without	3848	3448	1113	618	2219	697	1522	3468
%V	70.9%	70.1%	65.2%	65.2%	75.5%	71.2%	77.7%	68.9%
%H (All HH)		89.6%	28.9%	16.1%	57.7%	18.1%	39.6%	90.1%
%H (TV HH)			32.3%	17.9%	64.4%	20.2%	44.1%	
With	1583	1472	592	330	720	282	437	1566
%V	29.1%	29.9%	34.7%	34.8%	24.5%	28.8%	22.3%	31.1%
%H (All HH)		93.0%	37.4%	20.8%	45.5%	17.8%	27.6%	98.9%
%H (TV HH)			40.2%	22.4%	48.9%	19.2%	29.7%	
0 - 3	591	528	203	106	258	84	175	580
%V	10.9%	10.7%	11.9%	11.2%	8.8%	8.6%	8.9%	11.5%
%H (All HH)		89.3%	34.3%	17.9%	43.7%	14.2%	29.6%	98.1%
%H (TV HH)			38.4%	20.1%	48.9%	15.9%	33.1%	
4 - 9	833	768	334	167	347	142	205	824
%V	15.3%	15.6%	19.6%	17.6%	11.8%	14.5%	10.5%	16.4%
%H (All HH)		92.2%	40.1%	20.0%	41.7%	17.0%	24.6%	98.9%
%H (TV HH)			43.5%	21.7%	45.2%	18.5%	26.7%	
10 - 15	764	721	299	163	365	151	214	758
%V	14.1%	14.7%	17.5%	17.2%	12.4%	15.4%	10.9%	15.1%
%H (All HH)		94.4%	39.1%	21.3%	47.8%	19.8%	28.0%	99.2%
%H (TV HH)			41.5%	22.6%	50.6%	20.9%	29.7%	

Base: ITV 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

Oct 2019 - Sep 2020

ITV 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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
1	2593	2593	706	411	1406	210	1196	2329
%V	47.7%	52.7%	41.4%	43.4%	47.9%	21.5%	61.1%	46.3%
%H (All HH)		100.0%	27.2%	15.9%	54.2%	8.1%	46.1%	89.8%
%H (TV HH)			27.2%	15.9%	54.2%	8.1%	46.1%	
2	1409	1409	530	324	913	381	532	1336
%V	25.9%	28.6%	31.1%	34.2%	31.1%	38.9%	27.2%	26.5%
%H (All HH)		100.0%	37.6%	23.0%	64.8%	27.0%	37.8%	94.8%
%H (TV HH)			37.6%	23.0%	64.8%	27.0%	37.8%	
3	580	580	294	127	383	227	156	567
%V	10.7%	11.8%	17.2%	13.4%	13.0%	23.2%	8.0%	11.3%
%H (All HH)		100.0%	50.7%	21.9%	66.0%	39.1%	26.9%	97.8%
%H (TV HH)			50.7%	21.9%	66.0%	39.1%	26.9%	
4	215	215	112	57	149	104	45	212
%V	4.0%	4.4%	6.6%	6.0%	5.1%	10.6%	2.3%	4.2%
%H (All HH)		100.0%	52.1%	26.5%	69.3%	48.4%	20.9%	98.6%
%H (TV HH)			52.1%	26.5%	69.3%	48.4%	20.9%	
5+	123	123	64	28	87	57	30	123
%V	2.3%	2.5%	3.8%	3.0%	3.0%	5.8%	1.5%	2.4%
%H (All HH)		100.0%	52.0%	22.8%	70.7%	46.3%	24.4%	100.0%
%H (TV HH)			52.0%	22.8%	70.7%	46.3%	24.4%	

Base: ITV 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
Oct 2019 - Sep 2020
ITV 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	5431	4920	1706	948	2938	979	1959	5035
%V (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Under 20"	334	334	118	69	266	124	141	301
%V	6.1%	6.8%	6.9%	7.3%	9.1%	12.7%	7.2%	6.0%
%H (All HH)		100.0%	35.3%	20.7%	79.6%	37.1%	42.2%	90.1%
%H (TV HH)			35.3%	20.7%	79.6%	37.1%	42.2%	
20" - 29"	1055	1055	339	203	779	295	485	945
%V	19.4%	21.4%	19.9%	21.4%	26.5%	30.1%	24.8%	18.8%
%H (All HH)		100.0%	32.1%	19.2%	73.8%	28.0%	46.0%	89.6%
%H (TV HH)			32.1%	19.2%	73.8%	28.0%	46.0%	
30" - 39"	2101	2101	742	401	1390	511	879	1947
%V	38.7%	42.7%	43.5%	42.3%	47.3%	52.2%	44.9%	38.7%
%H (All HH)		100.0%	35.3%	19.1%	66.2%	24.3%	41.8%	92.7%
%H (TV HH)			35.3%	19.1%	66.2%	24.3%	41.8%	
40" - 49"	2332	2332	938	510	1336	566	770	2246
%V	42.9%	47.4%	55.0%	53.8%	45.5%	57.8%	39.3%	44.6%
%H (All HH)		100.0%	40.2%	21.9%	57.3%	24.3%	33.0%	96.3%
%H (TV HH)			40.2%	21.9%	57.3%	24.3%	33.0%	
50" - 59"	1032	1032	457	222	542	259	283	1013
%V	19.0%	21.0%	26.8%	23.4%	18.4%	26.5%	14.4%	20.1%
%H (All HH)		100.0%	44.3%	21.5%	52.5%	25.1%	27.4%	98.2%
%H (TV HH)			44.3%	21.5%	52.5%	25.1%	27.4%	
60"+	215	215	111	52	96	56	40	214
%V	4.0%	4.4%	6.5%	5.5%	3.3%	5.7%	2.0%	4.3%
%H (All HH)		100.0%	51.6%	24.2%	44.7%	26.0%	18.6%	99.5%
%H (TV HH)			51.6%	24.2%	44.7%	26.0%	18.6%	

Base: ITV 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

Oct 2019 - Sep 2020

ITV London

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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Main living room	4822	4822	1691	933	2883	971	1911	4479
%V	88.8%	98.0%	99.1%	98.4%	98.1%	99.2%	97.5%	89.0%
%H (All HH)		100.0%	35.1%	19.3%	59.8%	20.1%	39.6%	92.9%
%H (TV HH)			35.1%	19.3%	59.8%	20.1%	39.6%	
Kitchen	457	457	216	96	339	194	145	438
%V	8.4%	9.3%	12.7%	10.1%	11.5%	19.8%	7.4%	8.7%
%H (All HH)		100.0%	47.3%	21.0%	74.2%	42.5%	31.7%	95.8%
%H (TV HH)			47.3%	21.0%	74.2%	42.5%	31.7%	
Adult's bedroom	1822	1822	796	403	1192	606	586	1752
%V	33.5%	37.0%	46.7%	42.5%	40.6%	61.9%	29.9%	34.8%
%H (All HH)		100.0%	43.7%	22.1%	65.4%	33.3%	32.2%	96.2%
%H (TV HH)			43.7%	22.1%	65.4%	33.3%	32.2%	
Child's bedroom	257	257	121	60	139	74	65	255
%V	4.7%	5.2%	7.1%	6.3%	4.7%	7.6%	3.3%	5.1%
%H (All HH)		100.0%	47.1%	23.3%	54.1%	28.8%	25.3%	99.2%
%H (TV HH)			47.1%	23.3%	54.1%	28.8%	25.3%	
Other bedroom	178	178	81	53	146	96	50	174
%V	3.3%	3.6%	4.7%	5.6%	5.0%	9.8%	2.6%	3.5%
%H (All HH)		100.0%	45.5%	29.8%	82.0%	53.9%	28.1%	97.8%
%H (TV HH)			45.5%	29.8%	82.0%	53.9%	28.1%	
Second living/dining room	358	358	170	76	249	135	113	348
%V	6.6%	7.3%	10.0%	8.0%	8.5%	13.8%	5.8%	6.9%
%H (All HH)		100.0%	47.5%	21.2%	69.6%	37.7%	31.6%	97.2%
%H (TV HH)			47.5%	21.2%	69.6%	37.7%	31.6%	
Study/office	65	65	27	18	45	24	21	64
%V	1.2%	1.3%	1.6%	1.9%	1.5%	2.5%	1.1%	1.3%
%H (All HH)		100.0%	41.5%	27.7%	69.2%	36.9%	32.3%	98.5%
%H (TV HH)			41.5%	27.7%	69.2%	36.9%	32.3%	
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	51	51	23	16	33	22	11	50
%V	0.9%	1.0%	1.3%	1.7%	1.1%	2.2%	0.6%	1.0%
%H (All HH)		100.0%	45.1%	31.4%	64.7%	43.1%	21.6%	98.0%
%H (TV HH)			45.1%	31.4%	64.7%	43.1%	21.6%	
Attic or loft room	15	15	6	8	11	8	2	15
%V	0.3%	0.3%	0.4%	0.8%	0.4%	0.8%	0.1%	0.3%
%H (All HH)		100.0%	40.0%	53.3%	73.3%	53.3%	13.3%	100.0%
%H (TV HH)			40.0%	53.3%	73.3%	53.3%	13.3%	
No specific location	5	5	2	2	3	1	2	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%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			40.0%	40.0%	60.0%	20.0%	40.0%	
Other	49	49	21	16	32	20	12	49
%V	0.9%	1.0%	1.2%	1.7%	1.1%	2.0%	0.6%	1.0%
%H (All HH)		100.0%	42.9%	32.7%	65.3%	40.8%	24.5%	100.0%
%H (TV HH)			42.9%	32.7%	65.3%	40.8%	24.5%	

Base: ITV 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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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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Any DSAT provider	1706	1706	1706	66	646	646	0	1649
%V	31.4%	34.7%	100.0%	7.0%	22.0%	66.0%	0.0%	32.8%
%H (All HH)			100.0%	3.9%	37.9%	37.9%	0.0%	96.7%
%H (TV HH)			100.0%	3.9%	37.9%	37.9%	0.0%	
Sky with subcription	1443	1443	1443	35	532	532	0	1408
%V	26.6%	29.3%	84.6%	3.7%	18.1%	54.3%	0.0%	28.0%
%H (All HH)			100.0%	2.4%	36.9%	36.9%	0.0%	97.6%
%H (TV HH)			100.0%	2.4%	36.9%	36.9%	0.0%	
Sky without subscription	43	43	43	2	12	12	0	39
%V	0.8%	0.9%	2.5%	0.2%	0.4%	1.2%	0.0%	0.8%
%H (All HH)			100.0%	4.7%	27.9%	27.9%	0.0%	90.7%
%H (TV HH)			100.0%	4.7%	27.9%	27.9%	0.0%	
Freesat	129	129	129	17	62	62	0	126
%V	2.4%	2.6%	7.6%	1.8%	2.1%	6.3%	0.0%	2.5%
%H (All HH)			100.0%	13.2%	48.1%	48.1%	0.0%	97.7%
%H (TV HH)			100.0%	13.2%	48.1%	48.1%	0.0%	
Other satellite provider	163	163	163	23	78	78	0	148
%V	3.0%	3.3%	9.6%	2.4%	2.7%	8.0%	0.0%	2.9%
%H (All HH)			100.0%	14.1%	47.9%	47.9%	0.0%	90.8%
%H (TV HH)			100.0%	14.1%	47.9%	47.9%	0.0%	
DCAB	948	948	66	948	366	366	0	929
%V	17.5%	19.3%	3.9%	100.0%	12.5%	37.4%	0.0%	18.5%
%H (All HH)			7.0%	100.0%	38.6%	38.6%	0.0%	98.0%
%H (TV HH)			7.0%	100.0%	38.6%	38.6%	0.0%	
DTT	2938	2938	646	366	2938	979	1959	2642
%V	54.1%	59.7%	37.9%	38.6%	100.0%	100.0%	100.0%	52.5%
%H (All HH)		100.0%	22.0%	12.5%	100.0%	33.3%	66.7%	89.9%
%H (TV HH)			22.0%	12.5%	100.0%	33.3%	66.7%	

Base: ITV 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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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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
PVR	2815	2815	1520	898	1347	897	450	2741
%V	51.8%	57.2%	89.1%	94.7%	45.8%	91.6%	23.0%	54.4%
%H (All HH)		100.0%	54.0%	31.9%	47.9%	31.9%	16.0%	97.4%
%H (TV HH)			54.0%	31.9%	47.9%	31.9%	16.0%	
DVDR	52	52	15	14	32	10	22	48
%V	1.0%	1.1%	0.9%	1.5%	1.1%	1.0%	1.1%	1.0%
%H (All HH)		100.0%	28.8%	26.9%	61.5%	19.2%	42.3%	92.3%
%H (TV HH)			28.8%	26.9%	61.5%	19.2%	42.3%	
VCR	19	19	4	4	15	3	12	16
%V	0.3%	0.4%	0.2%	0.4%	0.5%	0.3%	0.6%	0.3%
%H (All HH)		100.0%	21.1%	21.1%	78.9%	15.8%	63.2%	84.2%
%H (TV HH)			21.1%	21.1%	78.9%	15.8%	63.2%	
Any recorder	2847	2847	1522	900	1377	900	478	2765
%V	52.4%	57.9%	89.2%	94.9%	46.9%	91.9%	24.4%	54.9%
%H (All HH)		100.0%	53.5%	31.6%	48.4%	31.6%	16.8%	97.1%
%H (TV HH)			53.5%	31.6%	48.4%	31.6%	16.8%	
Receives HDTV (via STB or built-in reception)	3438	3438	1457	850	2084	890	1194	3305
%V	63.3%	69.9%	85.4%	89.7%	70.9%	90.9%	60.9%	65.6%
%H (All HH)		100.0%	42.4%	24.7%	60.6%	25.9%	34.7%	96.1%
%H (TV HH)			42.4%	24.7%	60.6%	25.9%	34.7%	
DVD/Blu-ray player or recorder	2440	2440	896	536	1490	567	923	2317
%V	44.9%	49.6%	52.5%	56.5%	50.7%	57.9%	47.1%	46.0%
%H (All HH)		100.0%	36.7%	22.0%	61.1%	23.2%	37.8%	95.0%
%H (TV HH)			36.7%	22.0%	61.1%	23.2%	37.8%	

Base: ITV 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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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	5431	4920	1706	948	2938	979	1959	5035
%H (All HH)		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%
%H (TV HH)			34.7%	19.3%	59.7%	19.9%	39.8%	
Has broadband internet	5035	4567	1649	929	2642	953	1688	5035
%V	92.7%	92.8%	96.7%	98.0%	89.9%	97.3%	86.2%	100.0%
%H (All HH)		90.7%	32.8%	18.5%	52.5%	18.9%	33.5%	100.0%
%H (TV HH)			36.1%	20.3%	57.8%	20.9%	37.0%	
Number of computers (PCs and laptops)								
0	785	674	146	59	504	79	425	418
%V	14.5%	13.7%	8.6%	6.2%	17.2%	8.1%	21.7%	8.3%
%H (All HH)		85.9%	18.6%	7.5%	64.2%	10.1%	54.1%	53.2%
%H (TV HH)			21.7%	8.8%	74.8%	11.7%	63.1%	
1	1637	1440	458	246	873	249	624	1616
%V	30.1%	29.3%	26.8%	25.9%	29.7%	25.4%	31.9%	32.1%
%H (All HH)		88.0%	28.0%	15.0%	53.3%	15.2%	38.1%	98.7%
%H (TV HH)			31.8%	17.1%	60.6%	17.3%	43.3%	
2	1371	1270	490	266	718	276	442	1364
%V	25.2%	25.8%	28.7%	28.1%	24.4%	28.2%	22.6%	27.1%
%H (All HH)		92.6%	35.7%	19.4%	52.4%	20.1%	32.2%	99.5%
%H (TV HH)			38.6%	20.9%	56.5%	21.7%	34.8%	
3	733	686	258	152	374	145	229	733
%V	13.5%	13.9%	15.1%	16.0%	12.7%	14.8%	11.7%	14.6%
%H (All HH)		93.6%	35.2%	20.7%	51.0%	19.8%	31.2%	100.0%
%H (TV HH)			37.6%	22.2%	54.5%	21.1%	33.4%	
4	470	436	171	107	238	99	140	470
%V	8.7%	8.9%	10.0%	11.3%	8.1%	10.1%	7.1%	9.3%
%H (All HH)		92.8%	36.4%	22.8%	50.6%	21.1%	29.8%	100.0%
%H (TV HH)			39.2%	24.5%	54.6%	22.7%	32.1%	
5+	435	414	182	116	230	132	99	435
%V	8.0%	8.4%	10.7%	12.2%	7.8%	13.5%	5.1%	8.6%
%H (All HH)		95.2%	41.8%	26.7%	52.9%	30.3%	22.8%	100.0%
%H (TV HH)			44.0%	28.0%	55.6%	31.9%	23.9%	

Base: ITV 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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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	8685	3441	1826	5447	2375	3071	8222
%H		39.6%	21.0%	62.7%	27.3%	35.4%	94.7%
Under 20"	381	139	83	303	149	154	343
%V	4.4%	4.0%	4.5%	5.6%	6.3%	5.0%	4.2%
%H		36.5%	21.8%	79.5%	39.1%	40.4%	90.0%
20" - 29"	1298	440	253	975	399	576	1178
%V	14.9%	12.8%	13.9%	17.9%	16.8%	18.8%	14.3%
%H		33.9%	19.5%	75.1%	30.7%	44.4%	90.8%
30" - 39"	2613	975	520	1739	705	1033	2440
%V	30.1%	28.3%	28.5%	31.9%	29.7%	33.6%	29.7%
%H		37.3%	19.9%	66.6%	27.0%	39.5%	93.4%
40" - 49"	2782	1160	619	1610	727	883	2692
%V	32.0%	33.7%	33.9%	29.6%	30.6%	28.8%	32.7%
%H		41.7%	22.3%	57.9%	26.1%	31.7%	96.8%
50" - 59"	1189	548	262	612	303	309	1168
%V	13.7%	15.9%	14.3%	11.2%	12.8%	10.1%	14.2%
%H		46.1%	22.0%	51.5%	25.5%	26.0%	98.2%
60"+	237	121	59	106	59	46	236
%V	2.7%	3.5%	3.2%	1.9%	2.5%	1.5%	2.9%
%H		51.1%	24.9%	44.7%	24.9%	19.4%	99.6%
Don't know	184	58	31	103	33	70	165
%V	2.1%	1.7%	1.7%	1.9%	1.4%	2.3%	2.0%
%H		31.5%	16.8%	56.0%	17.9%	38.0%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV 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	8685	3441	1826	5447	2375	3071	8222
%H		39.6%	21.0%	62.7%	27.3%	35.4%	94.7%
Main living room	4846	1698	940	2901	980	1921	4500
%V	55.8%	49.3%	51.5%	53.3%	41.3%	62.6%	54.7%
%H		35.0%	19.4%	59.9%	20.2%	39.6%	92.9%
Kitchen	460	218	96	340	195	146	441
%V	5.3%	6.3%	5.3%	6.2%	8.2%	4.8%	5.4%
%H		47.4%	20.9%	73.9%	42.4%	31.7%	95.9%
Adult's bedroom	2263	1015	496	1456	760	696	2185
%V	26.1%	29.5%	27.2%	26.7%	32.0%	22.7%	26.6%
%H		44.9%	21.9%	64.3%	33.6%	30.8%	96.6%
Child's bedroom	310	146	74	170	91	79	308
%V	3.6%	4.2%	4.1%	3.1%	3.8%	2.6%	3.7%
%H		47.1%	23.9%	54.8%	29.4%	25.5%	99.4%
Other bedroom	220	99	69	182	122	60	216
%V	2.5%	2.9%	3.8%	3.3%	5.1%	2.0%	2.6%
%H		45.0%	31.4%	82.7%	55.5%	27.3%	98.2%
Second living/dining room	364	173	79	254	139	114	353
%V	4.2%	5.0%	4.3%	4.7%	5.9%	3.7%	4.3%
%H		47.5%	21.7%	69.8%	38.2%	31.3%	97.0%
Study/office	65	27	18	45	24	21	64
%V	0.7%	0.8%	1.0%	0.8%	1.0%	0.7%	0.8%
%H		41.5%	27.7%	69.2%	36.9%	32.3%	98.5%
TV room	29	10	10	15	9	6	29
%V	0.3%	0.3%	0.5%	0.3%	0.4%	0.2%	0.4%
%H		34.5%	34.5%	51.7%	31.0%	20.7%	100.0%
Conservatory	51	23	16	33	22	11	50
%V	0.6%	0.7%	0.9%	0.6%	0.9%	0.4%	0.6%
%H		45.1%	31.4%	64.7%	43.1%	21.6%	98.0%
Attic or loft room	15	6	8	11	8	2	15
%V	0.2%	0.2%	0.4%	0.2%	0.3%	0.1%	0.2%
%H		40.0%	53.3%	73.3%	53.3%	13.3%	100.0%
No specific location	5	2	2	3	1	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		40.0%	40.0%	60.0%	20.0%	40.0%	100.0%
Other	57	24	19	36	23	13	57
%V	0.7%	0.7%	1.0%	0.7%	1.0%	0.4%	0.7%
%H		42.1%	33.3%	63.2%	40.4%	22.8%	100.0%

Base: ITV 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 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8685	3441	1826	5447	2375	3071	8222
%H		39.6%	21.0%	62.7%	27.3%	35.4%	94.7%
PVR	4040	2366	1260	1799	1299	500	3957
%V	46.5%	68.8%	69.0%	33.0%	54.7%	16.3%	48.1%
%H		58.6%	31.2%	44.5%	32.2%	12.4%	97.9%
DVDR	56	16	17	34	12	23	51
%V	0.6%	0.5%	0.9%	0.6%	0.5%	0.7%	0.6%
%H		28.6%	30.4%	60.7%	21.4%	41.1%	91.1%
VCR	20	4	4	16	3	13	18
%V	0.2%	0.1%	0.2%	0.3%	0.1%	0.4%	0.2%
%H		20.0%	20.0%	80.0%	15.0%	65.0%	90.0%
Any recorder	4083	2372	1266	1839	1308	531	3994
%V	47.0%	68.9%	69.3%	33.8%	55.1%	17.3%	48.6%
%H		58.1%	31.0%	45.0%	32.0%	13.0%	97.8%

Base: ITV 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	8685	3441	1826	5447	2375	3071	8222
%H		39.6%	21.0%	62.7%	27.3%	35.4%	94.7%
Receives HDTV (via STB or built-in reception)	5313	2492	1284	3236	1600	1636	5161
%V	61.2%	72.4%	70.3%	59.4%	67.4%	53.3%	62.8%
%H		46.9%	24.2%	60.9%	30.1%	30.8%	97.1%
DVD/Blu-ray player or recorder	3100	1202	708	1912	808	1104	2966
%V	35.7%	34.9%	38.8%	35.1%	34.0%	35.9%	36.1%
%H		38.8%	22.8%	61.7%	26.1%	35.6%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4917	1706	948	2938	979	1959	4564
%H		34.7%	19.3%	59.8%	19.9%	39.8%	92.8%
Under 20"	49	8	5	37	7	30	36
%V	1.0%	0.5%	0.5%	1.3%	0.7%	1.5%	0.8%
%H		16.3%	10.2%	75.5%	14.3%	61.2%	73.5%
20" - 29"	365	61	45	273	39	233	281
%V	7.4%	3.6%	4.7%	9.3%	4.0%	11.9%	6.2%
%H		16.7%	12.3%	74.8%	10.7%	63.8%	77.0%
30" - 39"	1282	331	206	867	199	668	1141
%V	26.1%	19.4%	21.7%	29.5%	20.3%	34.1%	25.0%
%H		25.8%	16.1%	67.6%	15.5%	52.1%	89.0%
40" - 49"	1986	766	427	1132	450	682	1901
%V	40.4%	44.9%	45.0%	38.5%	46.0%	34.8%	41.7%
%H		38.6%	21.5%	57.0%	22.7%	34.3%	95.7%
50" - 59"	949	412	204	493	227	266	930
%V	19.3%	24.2%	21.5%	16.8%	23.2%	13.6%	20.4%
%H		43.4%	21.5%	51.9%	23.9%	28.0%	98.0%
60"+	203	103	49	89	50	39	202
%V	4.1%	6.0%	5.2%	3.0%	5.1%	2.0%	4.4%
%H		50.7%	24.1%	43.8%	24.6%	19.2%	99.5%
Don't know	85	24	12	48	7	41	73
%V	1.7%	1.4%	1.3%	1.6%	0.7%	2.1%	1.6%
%H		28.2%	14.1%	56.5%	8.2%	48.2%	85.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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	4917	1706	948	2938	979	1959	4564
%H		34.7%	19.3%	59.8%	19.9%	39.8%	92.8%
PVR	2769	1504	888	1309	878	430	2696
%V	56.3%	88.2%	93.7%	44.6%	89.7%	21.9%	59.1%
%H		54.3%	32.1%	47.3%	31.7%	15.5%	97.4%
DVDR	45	13	12	27	8	19	40
%V	0.9%	0.8%	1.3%	0.9%	0.8%	1.0%	0.9%
%H		28.9%	26.7%	60.0%	17.8%	42.2%	88.9%
VCR	15	3	3	12	3	10	13
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.5%	0.3%
%H		20.0%	20.0%	80.0%	20.0%	66.7%	86.7%
Any recorder	2800	1506	890	1338	882	456	2720
%V	56.9%	88.3%	93.9%	45.5%	90.1%	23.3%	59.6%
%H		53.8%	31.8%	47.8%	31.5%	16.3%	97.1%

Base: ITV 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	4917	1706	948	2938	979	1959	4564
%H		34.7%	19.3%	59.8%	19.9%	39.8%	92.8%
Receives HDTV (via STB or built-in reception)	3363	1432	840	2017	865	1152	3235
%V	68.4%	83.9%	88.6%	68.7%	88.4%	58.8%	70.9%
%H		42.6%	25.0%	60.0%	25.7%	34.3%	96.2%
DVD/Blu-ray player or recorder	2144	759	467	1305	472	833	2031
%V	43.6%	44.5%	49.3%	44.4%	48.2%	42.5%	44.5%
%H		35.4%	21.8%	60.9%	22.0%	38.9%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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	3767	1736	878	2508	1396	1112	3658
%H		46.1%	23.3%	66.6%	37.1%	29.5%	97.1%
Under 20"	332	131	78	266	142	124	307
%V	8.8%	7.5%	8.9%	10.6%	10.2%	11.2%	8.4%
%H		39.5%	23.5%	80.1%	42.8%	37.3%	92.5%
20" - 29"	934	379	207	703	360	343	897
%V	24.8%	21.8%	23.6%	28.0%	25.8%	30.8%	24.5%
%H		40.6%	22.2%	75.3%	38.5%	36.7%	96.0%
30" - 39"	1331	644	314	872	507	365	1299
%V	35.3%	37.1%	35.8%	34.8%	36.3%	32.8%	35.5%
%H		48.4%	23.6%	65.5%	38.1%	27.4%	97.6%
40" - 49"	796	394	192	478	277	201	791
%V	21.1%	22.7%	21.9%	19.1%	19.8%	18.1%	21.6%
%H		49.5%	24.1%	60.1%	34.8%	25.3%	99.4%
50" - 59"	240	136	58	119	75	43	238
%V	6.4%	7.8%	6.6%	4.7%	5.4%	3.9%	6.5%
%H		56.7%	24.2%	49.6%	31.3%	17.9%	99.2%
60"+	34	18	10	17	9	7	34
%V	0.9%	1.0%	1.1%	0.7%	0.6%	0.6%	0.9%
%H		52.9%	29.4%	50.0%	26.5%	20.6%	100.0%
Don't know	99	35	19	54	26	29	92
%V	2.6%	2.0%	2.2%	2.2%	1.9%	2.6%	2.5%
%H		35.4%	19.2%	54.5%	26.3%	29.3%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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	3767	1736	878	2508	1396	1112	3658
%H		46.1%	23.3%	66.6%	37.1%	29.5%	97.1%
PVR	1271	862	372	490	421	69	1262
%V	33.7%	49.7%	42.4%	19.5%	30.2%	6.2%	34.5%
%H		67.8%	29.3%	38.6%	33.1%	5.4%	99.3%
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	5	1	1	4	1	3	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	1283	865	376	501	426	75	1274
%V	34.1%	49.8%	42.8%	20.0%	30.5%	6.7%	34.8%
%H		67.4%	29.3%	39.0%	33.2%	5.8%	99.3%

Base: ITV 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	3767	1736	878	2508	1396	1112	3658
%H		46.1%	23.3%	66.6%	37.1%	29.5%	97.1%
Receives HDTV (via STB or built-in reception)	1950	1060	444	1219	735	484	1926
%V	51.8%	61.1%	50.6%	48.6%	52.7%	43.5%	52.7%
%H		54.4%	22.8%	62.5%	37.7%	24.8%	98.8%
DVD/Blu-ray player or recorder	956	443	241	607	336	271	935
%V	25.4%	25.5%	27.4%	24.2%	24.1%	24.4%	25.6%
%H		46.3%	25.2%	63.5%	35.1%	28.3%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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	13494	12418	4804	2621	6810	2629	4181	12954
%H		92.0%	35.6%	19.4%	50.5%	19.5%	31.0%	96.0%
Total Children	2794	2559	1067	550	1228	477	751	2760
%V	20.7%	20.6%	22.2%	21.0%	18.0%	18.1%	18.0%	21.3%
%H		91.6%	38.2%	19.7%	44.0%	17.1%	26.9%	98.8%
0 - 3	676	605	235	116	296	94	202	665
%V	5.0%	4.9%	4.9%	4.4%	4.3%	3.6%	4.8%	5.1%
%H		89.5%	34.8%	17.2%	43.8%	13.9%	29.9%	98.4%
4 - 15	2118	1955	833	434	931	382	549	2095
%V	15.7%	15.7%	17.3%	16.6%	13.7%	14.5%	13.1%	16.2%
%H		92.3%	39.3%	20.5%	44.0%	18.0%	25.9%	98.9%
4 - 9	1112	1013	440	220	458	189	269	1096
%V	8.2%	8.2%	9.2%	8.4%	6.7%	7.2%	6.4%	8.5%
%H		91.1%	39.6%	19.8%	41.2%	17.0%	24.2%	98.6%
10 - 15	1006	942	393	214	473	194	279	999
%V	7.5%	7.6%	8.2%	8.2%	6.9%	7.4%	6.7%	7.7%
%H		93.6%	39.1%	21.3%	47.0%	19.3%	27.7%	99.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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	13494	12418	4804	2621	6810	2629	4181	12954
%H		92.0%	35.6%	19.4%	50.5%	19.5%	31.0%	96.0%
Total Adults (16+)	10701	9859	3737	2071	5582	2152	3430	10194
%V	79.3%	79.4%	77.8%	79.0%	82.0%	81.9%	82.0%	78.7%
%H		92.1%	34.9%	19.4%	52.2%	20.1%	32.1%	95.3%
16 - 19	549	523	220	129	257	122	134	547
%V	4.1%	4.2%	4.6%	4.9%	3.8%	4.6%	3.2%	4.2%
%H		95.3%	40.1%	23.5%	46.8%	22.2%	24.4%	99.6%
20 - 24	787	685	280	150	358	164	194	773
%V	5.8%	5.5%	5.8%	5.7%	5.3%	6.2%	4.6%	6.0%
%H		87.0%	35.6%	19.1%	45.5%	20.8%	24.7%	98.2%
25 - 34	2130	1809	633	314	891	289	602	2103
%V	15.8%	14.6%	13.2%	12.0%	13.1%	11.0%	14.4%	16.2%
%H		84.9%	29.7%	14.7%	41.8%	13.6%	28.3%	98.7%
35 - 44	2117	1901	726	415	904	313	591	2091
%V	15.7%	15.3%	15.1%	15.8%	13.3%	11.9%	14.1%	16.1%
%H		89.8%	34.3%	19.6%	42.7%	14.8%	27.9%	98.8%
45 - 54	1783	1694	704	415	929	414	516	1753
%V	13.2%	13.6%	14.7%	15.8%	13.6%	15.7%	12.3%	13.5%
%H		95.0%	39.5%	23.3%	52.1%	23.2%	28.9%	98.3%
55 - 64	1458	1412	556	322	901	394	507	1406
%V	10.8%	11.4%	11.6%	12.3%	13.2%	15.0%	12.1%	10.9%
%H		96.8%	38.1%	22.1%	61.8%	27.0%	34.8%	96.4%
65+	1877	1834	619	326	1342	456	886	1520
%V	13.9%	14.8%	12.9%	12.4%	19.7%	17.3%	21.2%	11.7%
%H		97.7%	33.0%	17.4%	71.5%	24.3%	47.2%	81.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV 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+)	10701	9859	3737	2071	5582	2152	3430	10194
%H		92.1%	34.9%	19.4%	52.2%	20.1%	32.1%	95.3%
AB	3492	3269	1260	738	1849	788	1061	3454
%V	32.6%	33.2%	33.7%	35.6%	33.1%	36.6%	30.9%	33.9%
%H		93.6%	36.1%	21.1%	52.9%	22.6%	30.4%	98.9%
C1	3158	2900	1078	669	1660	657	1004	3043
%V	29.5%	29.4%	28.8%	32.3%	29.7%	30.5%	29.3%	29.9%
%H		91.8%	34.1%	21.2%	52.6%	20.8%	31.8%	96.4%
C2	1919	1779	696	381	960	403	558	1841
%V	17.9%	18.0%	18.6%	18.4%	17.2%	18.7%	16.3%	18.1%
%H		92.7%	36.3%	19.9%	50.0%	21.0%	29.1%	95.9%
D	1476	1319	538	211	682	206	477	1354
%V	13.8%	13.4%	14.4%	10.2%	12.2%	9.6%	13.9%	13.3%
%H		89.4%	36.4%	14.3%	46.2%	14.0%	32.3%	91.7%
E	655	592	165	72	430	99	331	502
%V	6.1%	6.0%	4.4%	3.5%	7.7%	4.6%	9.7%	4.9%
%H		90.4%	25.2%	11.0%	65.6%	15.1%	50.5%	76.6%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
ITV 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+)	10701	9859	3737	2071	5582	2152	3430	10194
%H		92.1%	34.9%	19.4%	52.2%	20.1%	32.1%	95.3%
Working full time	5744	5239	1997	1155	2739	1090	1650	5685
%V	53.7%	53.1%	53.4%	55.8%	49.1%	50.7%	48.1%	55.8%
%H		91.2%	34.8%	20.1%	47.7%	19.0%	28.7%	99.0%
Working part time	1047	968	386	215	569	241	328	1020
%V	9.8%	9.8%	10.3%	10.4%	10.2%	11.2%	9.6%	10.0%
%H		92.5%	36.9%	20.5%	54.3%	23.0%	31.3%	97.4%
Not working	3885	3629	1346	695	2259	816	1443	3464
%V	36.3%	36.8%	36.0%	33.6%	40.5%	37.9%	42.1%	34.0%
%H		93.4%	34.6%	17.9%	58.1%	21.0%	37.1%	89.2%
Houseperson	5431	4920	1706	948	2938	979	1959	5035
%V	50.8%	49.9%	45.7%	45.8%	52.6%	45.5%	57.1%	49.4%
%H		90.6%	31.4%	17.5%	54.1%	18.0%	36.1%	92.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV 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+)	5281	4824	1827	1032	2683	1047	1637	5062
%H		91.3%	34.6%	19.5%	50.8%	19.8%	31.0%	95.9%
16 - 19	285	277	113	69	139	65	74	285
%V	5.4%	5.7%	6.2%	6.7%	5.2%	6.2%	4.5%	5.6%
%H		97.2%	39.6%	24.2%	48.8%	22.8%	26.0%	100.0%
20 - 24	391	360	148	84	187	92	95	383
%V	7.4%	7.5%	8.1%	8.1%	7.0%	8.8%	5.8%	7.6%
%H		92.1%	37.9%	21.5%	47.8%	23.5%	24.3%	98.0%
25 - 34	1070	876	298	145	435	140	294	1056
%V	20.3%	18.2%	16.3%	14.1%	16.2%	13.4%	18.0%	20.9%
%H		81.9%	27.9%	13.6%	40.7%	13.1%	27.5%	98.7%
35 - 44	1062	934	345	199	443	147	296	1045
%V	20.1%	19.4%	18.9%	19.3%	16.5%	14.0%	18.1%	20.6%
%H		87.9%	32.5%	18.7%	41.7%	13.8%	27.9%	98.4%
45 - 54	893	847	349	208	462	197	265	876
%V	16.9%	17.6%	19.1%	20.2%	17.2%	18.8%	16.2%	17.3%
%H		94.8%	39.1%	23.3%	51.7%	22.1%	29.7%	98.1%
55 - 64	718	691	264	164	428	182	246	692
%V	13.6%	14.3%	14.4%	15.9%	16.0%	17.4%	15.0%	13.7%
%H		96.2%	36.8%	22.8%	59.6%	25.3%	34.3%	96.4%
65+	860	838	309	163	590	224	366	724
%V	16.3%	17.4%	16.9%	15.8%	22.0%	21.4%	22.4%	14.3%
%H		97.4%	35.9%	19.0%	68.6%	26.0%	42.6%	84.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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+)	5281	4824	1827	1032	2683	1047	1637	5062
%H		91.3%	34.6%	19.5%	50.8%	19.8%	31.0%	95.9%
AB	1752	1628	624	364	908	389	519	1736
%V	33.2%	33.7%	34.2%	35.3%	33.8%	37.2%	31.7%	34.3%
%H		92.9%	35.6%	20.8%	51.8%	22.2%	29.6%	99.1%
C1	1482	1360	510	320	764	305	459	1437
%V	28.1%	28.2%	27.9%	31.0%	28.5%	29.1%	28.0%	28.4%
%H		91.8%	34.4%	21.6%	51.6%	20.6%	31.0%	97.0%
C2	1037	954	357	208	515	211	305	996
%V	19.6%	19.8%	19.5%	20.2%	19.2%	20.2%	18.6%	19.7%
%H		92.0%	34.4%	20.1%	49.7%	20.3%	29.4%	96.0%
D	746	654	269	107	332	100	231	687
%V	14.1%	13.6%	14.7%	10.4%	12.4%	9.6%	14.1%	13.6%
%H		87.7%	36.1%	14.3%	44.5%	13.4%	31.0%	92.1%
E	263	228	66	33	164	41	123	205
%V	5.0%	4.7%	3.6%	3.2%	6.1%	3.9%	7.5%	4.0%
%H		86.7%	25.1%	12.5%	62.4%	15.6%	46.8%	77.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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+)	5281	4824	1827	1032	2683	1047	1637	5062
%H		91.3%	34.6%	19.5%	50.8%	19.8%	31.0%	95.9%
Working full time	3448	3126	1184	686	1627	647	980	3406
%V	65.3%	64.8%	64.8%	66.5%	60.6%	61.8%	59.9%	67.3%
%H		90.7%	34.3%	19.9%	47.2%	18.8%	28.4%	98.8%
Working part time	286	255	93	52	148	54	95	279
%V	5.4%	5.3%	5.1%	5.0%	5.5%	5.2%	5.8%	5.5%
%H		89.2%	32.5%	18.2%	51.7%	18.9%	33.2%	97.6%
Not working	1534	1432	545	292	900	343	558	1364
%V	29.0%	29.7%	29.8%	28.3%	33.5%	32.8%	34.1%	26.9%
%H		93.4%	35.5%	19.0%	58.7%	22.4%	36.4%	88.9%
Houseperson	1315	1102	308	197	670	166	504	1185
%V	24.9%	22.8%	16.9%	19.1%	25.0%	15.9%	30.8%	23.4%
%H		83.8%	23.4%	15.0%	51.0%	12.6%	38.3%	90.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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+)	5420	5035	1911	1039	2899	1106	1793	5132
%H		92.9%	35.3%	19.2%	53.5%	20.4%	33.1%	94.7%
16 - 19	264	246	107	60	118	58	60	262
%V	4.9%	4.9%	5.6%	5.8%	4.1%	5.2%	3.3%	5.1%
%H		93.2%	40.5%	22.7%	44.7%	22.0%	22.7%	99.2%
20 - 24	396	325	132	66	171	72	99	390
%V	7.3%	6.5%	6.9%	6.4%	5.9%	6.5%	5.5%	7.6%
%H		82.1%	33.3%	16.7%	43.2%	18.2%	25.0%	98.5%
25 - 34	1060	933	335	168	457	149	308	1046
%V	19.6%	18.5%	17.5%	16.2%	15.8%	13.5%	17.2%	20.4%
%H		88.0%	31.6%	15.8%	43.1%	14.1%	29.1%	98.7%
35 - 44	1055	967	381	216	461	166	295	1046
%V	19.5%	19.2%	19.9%	20.8%	15.9%	15.0%	16.5%	20.4%
%H		91.7%	36.1%	20.5%	43.7%	15.7%	28.0%	99.1%
45 - 54	890	847	355	208	467	217	250	877
%V	16.4%	16.8%	18.6%	20.0%	16.1%	19.6%	13.9%	17.1%
%H		95.2%	39.9%	23.4%	52.5%	24.4%	28.1%	98.5%
55 - 64	740	720	292	158	473	212	261	715
%V	13.7%	14.3%	15.3%	15.2%	16.3%	19.2%	14.6%	13.9%
%H		97.3%	39.5%	21.4%	63.9%	28.6%	35.3%	96.6%
65+	1017	997	310	163	752	232	520	796
%V	18.8%	19.8%	16.2%	15.7%	25.9%	21.0%	29.0%	15.5%
%H		98.0%	30.5%	16.0%	73.9%	22.8%	51.1%	78.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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+)	5420	5035	1911	1039	2899	1106	1793	5132
%H		92.9%	35.3%	19.2%	53.5%	20.4%	33.1%	94.7%
AB	1740	1641	636	374	941	399	542	1718
%V	32.1%	32.6%	33.3%	36.0%	32.5%	36.1%	30.2%	33.5%
%H		94.3%	36.6%	21.5%	54.1%	22.9%	31.1%	98.7%
C1	1676	1540	568	349	896	352	544	1605
%V	30.9%	30.6%	29.7%	33.6%	30.9%	31.8%	30.3%	31.3%
%H		91.9%	33.9%	20.8%	53.5%	21.0%	32.5%	95.8%
C2	882	825	339	173	445	192	253	845
%V	16.3%	16.4%	17.7%	16.7%	15.4%	17.4%	14.1%	16.5%
%H		93.5%	38.4%	19.6%	50.5%	21.8%	28.7%	95.8%
D	730	665	269	103	351	105	245	667
%V	13.5%	13.2%	14.1%	9.9%	12.1%	9.5%	13.7%	13.0%
%H		91.1%	36.8%	14.1%	48.1%	14.4%	33.6%	91.4%
E	392	364	99	40	266	58	208	296
%V	7.2%	7.2%	5.2%	3.8%	9.2%	5.2%	11.6%	5.8%
%H		92.9%	25.3%	10.2%	67.9%	14.8%	53.1%	75.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV 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+)	5420	5035	1911	1039	2899	1106	1793	5132
%H		92.9%	35.3%	19.2%	53.5%	20.4%	33.1%	94.7%
Working full time	2295	2113	814	469	1113	443	670	2279
%V	42.3%	42.0%	42.6%	45.1%	38.4%	40.1%	37.4%	44.4%
%H		92.1%	35.5%	20.4%	48.5%	19.3%	29.2%	99.3%
Working part time	761	713	293	163	421	188	234	741
%V	14.0%	14.2%	15.3%	15.7%	14.5%	17.0%	13.1%	14.4%
%H		93.7%	38.5%	21.4%	55.3%	24.7%	30.7%	97.4%
Not working	2351	2197	800	403	1359	473	886	2100
%V	43.4%	43.6%	41.9%	38.8%	46.9%	42.8%	49.4%	40.9%
%H		93.4%	34.0%	17.1%	57.8%	20.1%	37.7%	89.3%
Houseperson	4116	3819	1398	751	2268	813	1455	3849
%V	75.9%	75.8%	73.2%	72.3%	78.2%	73.5%	81.1%	75.0%
%H		92.8%	34.0%	18.2%	55.1%	19.8%	35.3%	93.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
AB	914	879	312	132	610	215	395	892
%V	24.4%	24.8%	26.9%	22.5%	25.1%	26.5%	24.4%	26.9%
%H (All HH)		96.2%	34.1%	14.4%	66.7%	23.5%	43.2%	97.6%
%H (TV HH)			35.5%	15.0%	69.4%	24.5%	44.9%	
C1	1054	1005	363	169	680	257	423	974
%V	28.1%	28.4%	31.3%	28.8%	28.0%	31.7%	26.2%	29.4%
%H (All HH)		95.4%	34.4%	16.0%	64.5%	24.4%	40.1%	92.4%
%H (TV HH)			36.1%	16.8%	67.7%	25.6%	42.1%	
C2	776	750	236	148	518	189	329	679
%V	20.7%	21.2%	20.3%	25.3%	21.3%	23.3%	20.4%	20.5%
%H (All HH)		96.6%	30.4%	19.1%	66.8%	24.4%	42.4%	87.5%
%H (TV HH)			31.5%	19.7%	69.1%	25.2%	43.9%	
D	603	548	161	91	361	102	258	517
%V	16.1%	15.5%	13.9%	15.5%	14.9%	12.6%	16.0%	15.6%
%H (All HH)		90.9%	26.7%	15.1%	59.9%	16.9%	42.8%	85.7%
%H (TV HH)			29.4%	16.6%	65.9%	18.6%	47.1%	
E	400	359	90	46	259	48	211	256
%V	10.7%	10.1%	7.8%	7.8%	10.7%	5.9%	13.1%	7.7%
%H (All HH)		89.8%	22.5%	11.5%	64.8%	12.0%	52.8%	64.0%
%H (TV HH)			25.1%	12.8%	72.1%	13.4%	58.8%	

Base: ITV 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

ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Under 25	162	132	29	16	80	16	63	159
%V	4.3%	3.7%	2.5%	2.7%	3.3%	2.0%	3.9%	4.8%
%H (All HH)		81.5%	17.9%	9.9%	49.4%	9.9%	38.9%	98.1%
%H (TV HH)			22.0%	12.1%	60.6%	12.1%	47.7%	
25 - 34	578	518	153	81	283	78	205	562
%V	15.4%	14.6%	13.2%	13.8%	11.7%	9.6%	12.7%	16.9%
%H (All HH)		89.6%	26.5%	14.0%	49.0%	13.5%	35.5%	97.2%
%H (TV HH)			29.5%	15.6%	54.6%	15.1%	39.6%	
35 - 44	618	570	217	96	337	125	213	604
%V	16.5%	16.1%	18.7%	16.4%	13.9%	15.4%	13.2%	18.2%
%H (All HH)		92.2%	35.1%	15.5%	54.5%	20.2%	34.5%	97.7%
%H (TV HH)			38.1%	16.8%	59.1%	21.9%	37.4%	
45 - 54	698	654	250	138	445	194	251	675
%V	18.6%	18.5%	21.5%	23.5%	18.3%	23.9%	15.5%	20.3%
%H (All HH)		93.7%	35.8%	19.8%	63.8%	27.8%	36.0%	96.7%
%H (TV HH)			38.2%	21.1%	68.0%	29.7%	38.4%	
55 - 64	640	623	231	120	448	186	261	599
%V	17.1%	17.6%	19.9%	20.5%	18.5%	22.9%	16.2%	18.1%
%H (All HH)		97.3%	36.1%	18.8%	70.0%	29.1%	40.8%	93.6%
%H (TV HH)			37.1%	19.3%	71.9%	29.9%	41.9%	
65 +	1052	1043	280	135	834	211	623	718
%V	28.1%	29.5%	24.1%	23.0%	34.3%	26.0%	38.6%	21.6%
%H (All HH)		99.1%	26.6%	12.8%	79.3%	20.1%	59.2%	68.3%
%H (TV HH)			26.8%	12.9%	80.0%	20.2%	59.7%	

Base: ITV 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

ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
1	1134	1051	238	121	775	141	634	810
%V	30.3%	29.7%	20.5%	20.6%	31.9%	17.4%	39.2%	24.4%
%H (All HH)		92.7%	21.0%	10.7%	68.3%	12.4%	55.9%	71.4%
%H (TV HH)			22.6%	11.5%	73.7%	13.4%	60.3%	
2	1257	1207	411	210	854	310	545	1168
%V	33.5%	34.1%	35.4%	35.8%	35.2%	38.2%	33.7%	35.2%
%H (All HH)		96.0%	32.7%	16.7%	67.9%	24.7%	43.4%	92.9%
%H (TV HH)			34.1%	17.4%	70.8%	25.7%	45.2%	
3	542	514	207	95	339	155	185	530
%V	14.5%	14.5%	17.8%	16.2%	14.0%	19.1%	11.4%	16.0%
%H (All HH)		94.8%	38.2%	17.5%	62.5%	28.6%	34.1%	97.8%
%H (TV HH)			40.3%	18.5%	66.0%	30.2%	36.0%	
4	538	504	207	102	305	140	165	535
%V	14.4%	14.2%	17.8%	17.4%	12.6%	17.3%	10.2%	16.1%
%H (All HH)		93.7%	38.5%	19.0%	56.7%	26.0%	30.7%	99.4%
%H (TV HH)			41.1%	20.2%	60.5%	27.8%	32.7%	
5+	277	263	98	57	154	66	89	274
%V	7.4%	7.4%	8.4%	9.7%	6.3%	8.1%	5.5%	8.3%
%H (All HH)		94.9%	35.4%	20.6%	55.6%	23.8%	32.1%	98.9%
%H (TV HH)			37.3%	21.7%	58.6%	25.1%	33.8%	
Average HH size	2.39	2.40	2.63	2.63	2.30	2.65	2.12	2.53

Base: ITV 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

ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Without	2768	2612	802	413	1869	584	1285	2350
%V	73.9%	73.8%	69.1%	70.5%	77.0%	72.0%	79.5%	70.8%
%H (All HH)		94.4%	29.0%	14.9%	67.5%	21.1%	46.4%	84.9%
%H (TV HH)			30.7%	15.8%	71.6%	22.4%	49.2%	
With	980	929	358	173	558	227	331	967
%V	26.1%	26.2%	30.8%	29.5%	23.0%	28.0%	20.5%	29.2%
%H (All HH)		94.8%	36.5%	17.7%	56.9%	23.2%	33.8%	98.7%
%H (TV HH)			38.5%	18.6%	60.1%	24.4%	35.6%	
0 - 3	351	328	123	45	196	66	130	347
%V	9.4%	9.3%	10.6%	7.7%	8.1%	8.1%	8.0%	10.5%
%H (All HH)		93.4%	35.0%	12.8%	55.8%	18.8%	37.0%	98.9%
%H (TV HH)			37.5%	13.7%	59.8%	20.1%	39.6%	
4 - 9	516	489	190	94	280	105	175	508
%V	13.8%	13.8%	16.4%	16.0%	11.5%	12.9%	10.8%	15.3%
%H (All HH)		94.8%	36.8%	18.2%	54.3%	20.3%	33.9%	98.4%
%H (TV HH)			38.9%	19.2%	57.3%	21.5%	35.8%	
10 - 15	497	471	190	98	287	132	155	492
%V	13.3%	13.3%	16.4%	16.7%	11.8%	16.3%	9.6%	14.8%
%H (All HH)		94.8%	38.2%	19.7%	57.7%	26.6%	31.2%	99.0%
%H (TV HH)			40.3%	20.8%	60.9%	28.0%	32.9%	

Base: ITV 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

ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
1	1663	1663	415	240	1048	184	865	1396
%V	44.4%	47.0%	35.7%	41.0%	43.2%	22.7%	53.5%	42.1%
%H (All HH)		100.0%	25.0%	14.4%	63.0%	11.1%	52.0%	83.9%
%H (TV HH)			25.0%	14.4%	63.0%	11.1%	52.0%	
2	1101	1101	399	189	795	308	487	992
%V	29.4%	31.1%	34.4%	32.3%	32.7%	38.0%	30.1%	29.9%
%H (All HH)		100.0%	36.2%	17.2%	72.2%	28.0%	44.2%	90.1%
%H (TV HH)			36.2%	17.2%	72.2%	28.0%	44.2%	
3	445	445	196	82	323	160	163	430
%V	11.9%	12.6%	16.9%	14.0%	13.3%	19.7%	10.1%	13.0%
%H (All HH)		100.0%	44.0%	18.4%	72.6%	36.0%	36.6%	96.6%
%H (TV HH)			44.0%	18.4%	72.6%	36.0%	36.6%	
4	209	209	89	50	165	101	65	208
%V	5.6%	5.9%	7.7%	8.5%	6.8%	12.5%	4.0%	6.3%
%H (All HH)		100.0%	42.6%	23.9%	78.9%	48.3%	31.1%	99.5%
%H (TV HH)			42.6%	23.9%	78.9%	48.3%	31.1%	
5+	122	122	60	25	96	58	38	121
%V	3.3%	3.4%	5.2%	4.3%	4.0%	7.2%	2.4%	3.6%
%H (All HH)		100.0%	49.2%	20.5%	78.7%	47.5%	31.1%	99.2%
%H (TV HH)			49.2%	20.5%	78.7%	47.5%	31.1%	

Base: ITV 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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ITV Midlands

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	3748	3541	1161	586	2428	811	1616	3317
%V (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Under 20"	251	251	85	48	213	98	114	221
%V	6.7%	7.1%	7.3%	8.2%	8.8%	12.1%	7.1%	6.7%
%H (All HH)		100.0%	33.9%	19.1%	84.9%	39.0%	45.4%	88.0%
%H (TV HH)			33.9%	19.1%	84.9%	39.0%	45.4%	
20" - 29"	852	852	274	137	684	253	430	746
%V	22.7%	24.1%	23.6%	23.4%	28.2%	31.2%	26.6%	22.5%
%H (All HH)		100.0%	32.2%	16.1%	80.3%	29.7%	50.5%	87.6%
%H (TV HH)			32.2%	16.1%	80.3%	29.7%	50.5%	
30" - 39"	1662	1662	546	299	1197	427	770	1448
%V	44.3%	46.9%	47.0%	51.0%	49.3%	52.7%	47.6%	43.7%
%H (All HH)		100.0%	32.9%	18.0%	72.0%	25.7%	46.3%	87.1%
%H (TV HH)			32.9%	18.0%	72.0%	25.7%	46.3%	
40" - 49"	1817	1817	681	306	1242	491	750	1696
%V	48.5%	51.3%	58.7%	52.2%	51.2%	60.5%	46.4%	51.1%
%H (All HH)		100.0%	37.5%	16.8%	68.4%	27.0%	41.3%	93.3%
%H (TV HH)			37.5%	16.8%	68.4%	27.0%	41.3%	
50" - 59"	739	739	311	140	465	223	242	723
%V	19.7%	20.9%	26.8%	23.9%	19.2%	27.5%	15.0%	21.8%
%H (All HH)		100.0%	42.1%	18.9%	62.9%	30.2%	32.7%	97.8%
%H (TV HH)			42.1%	18.9%	62.9%	30.2%	32.7%	
60"+	130	130	66	22	64	34	30	128
%V	3.5%	3.7%	5.7%	3.8%	2.6%	4.2%	1.9%	3.9%
%H (All HH)		100.0%	50.8%	16.9%	49.2%	26.2%	23.1%	98.5%
%H (TV HH)			50.8%	16.9%	49.2%	26.2%	23.1%	

Base: ITV 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 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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Main living room	3509	3509	1154	582	2413	807	1606	3118
%V	93.6%	99.1%	99.4%	99.3%	99.4%	99.5%	99.4%	94.0%
%H (All HH)		100.0%	32.9%	16.6%	68.8%	23.0%	45.8%	88.9%
%H (TV HH)			32.9%	16.6%	68.8%	23.0%	45.8%	
Kitchen	360	360	149	59	308	154	154	337
%V	9.6%	10.2%	12.8%	10.1%	12.7%	19.0%	9.5%	10.2%
%H (All HH)		100.0%	41.4%	16.4%	85.6%	42.8%	42.8%	93.6%
%H (TV HH)			41.4%	16.4%	85.6%	42.8%	42.8%	
Adult's bedroom	1440	1440	567	265	1065	493	573	1345
%V	38.4%	40.7%	48.8%	45.2%	43.9%	60.8%	35.5%	40.5%
%H (All HH)		100.0%	39.4%	18.4%	74.0%	34.2%	39.8%	93.4%
%H (TV HH)			39.4%	18.4%	74.0%	34.2%	39.8%	
Child's bedroom	267	267	113	57	177	92	85	267
%V	7.1%	7.5%	9.7%	9.7%	7.3%	11.3%	5.3%	8.0%
%H (All HH)		100.0%	42.3%	21.3%	66.3%	34.5%	31.8%	100.0%
%H (TV HH)			42.3%	21.3%	66.3%	34.5%	31.8%	
Other bedroom	160	160	59	43	130	71	59	158
%V	4.3%	4.5%	5.1%	7.3%	5.4%	8.8%	3.7%	4.8%
%H (All HH)		100.0%	36.9%	26.9%	81.3%	44.4%	36.9%	98.8%
%H (TV HH)			36.9%	26.9%	81.3%	44.4%	36.9%	
Second living/dining room	310	310	147	51	227	116	111	292
%V	8.3%	8.8%	12.7%	8.7%	9.3%	14.3%	6.9%	8.8%
%H (All HH)		100.0%	47.4%	16.5%	73.2%	37.4%	35.8%	94.2%
%H (TV HH)			47.4%	16.5%	73.2%	37.4%	35.8%	
Study/office	45	45	21	6	31	15	16	45
%V	1.2%	1.3%	1.8%	1.0%	1.3%	1.8%	1.0%	1.4%
%H (All HH)		100.0%	46.7%	13.3%	68.9%	33.3%	35.6%	100.0%
%H (TV HH)			46.7%	13.3%	68.9%	33.3%	35.6%	
TV room	20	20	11	1	15	7	8	19
%V	0.5%	0.6%	0.9%	0.2%	0.6%	0.9%	0.5%	0.6%
%H (All HH)		100.0%	55.0%	5.0%	75.0%	35.0%	40.0%	95.0%
%H (TV HH)			55.0%	5.0%	75.0%	35.0%	40.0%	
Conservatory	77	77	34	16	60	33	27	74
%V	2.1%	2.2%	2.9%	2.7%	2.5%	4.1%	1.7%	2.2%
%H (All HH)		100.0%	44.2%	20.8%	77.9%	42.9%	35.1%	96.1%
%H (TV HH)			44.2%	20.8%	77.9%	42.9%	35.1%	
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: ITV 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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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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Any DSAT provider	1161	1161	1161	22	559	559	0	1103
%V	31.0%	32.8%	100.0%	3.8%	23.0%	68.9%	0.0%	33.3%
%H (All HH)			100.0%	1.9%	48.1%	48.1%	0.0%	95.0%
%H (TV HH)			100.0%	1.9%	48.1%	48.1%	0.0%	
Sky with subcription	974	974	974	8	470	470	0	933
%V	26.0%	27.5%	83.9%	1.4%	19.4%	58.0%	0.0%	28.1%
%H (All HH)			100.0%	0.8%	48.3%	48.3%	0.0%	95.8%
%H (TV HH)			100.0%	0.8%	48.3%	48.3%	0.0%	
Sky without subcription	39	39	39	1	21	21	0	37
%V	1.0%	1.1%	3.4%	0.2%	0.9%	2.6%	0.0%	1.1%
%H (All HH)			100.0%	2.6%	53.8%	53.8%	0.0%	94.9%
%H (TV HH)			100.0%	2.6%	53.8%	53.8%	0.0%	
Freesat	117	117	117	3	57	57	0	111
%V	3.1%	3.3%	10.1%	0.5%	2.3%	7.0%	0.0%	3.3%
%H (All HH)			100.0%	2.6%	48.7%	48.7%	0.0%	94.9%
%H (TV HH)			100.0%	2.6%	48.7%	48.7%	0.0%	
Other satellite provider	84	84	84	10	41	41	0	75
%V	2.2%	2.4%	7.2%	1.7%	1.7%	5.1%	0.0%	2.3%
%H (All HH)			100.0%	11.9%	48.8%	48.8%	0.0%	89.3%
%H (TV HH)			100.0%	11.9%	48.8%	48.8%	0.0%	
DCAB	586	586	22	586	261	261	0	562
%V	15.6%	16.5%	1.9%	100.0%	10.7%	32.2%	0.0%	16.9%
%H (All HH)			3.8%	100.0%	44.5%	44.5%	0.0%	95.9%
%H (TV HH)			3.8%	100.0%	44.5%	44.5%	0.0%	
DTT	2428	2428	559	261	2428	811	1616	2086
%V	64.8%	68.6%	48.1%	44.5%	100.0%	100.0%	100.0%	62.9%
%H (All HH)		100.0%	23.0%	10.7%	100.0%	33.4%	66.6%	85.9%
%H (TV HH)			23.0%	10.7%	100.0%	33.4%	66.6%	

Base: ITV 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 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	3748	3541	1161	586	2428	811	1616	3317
%H (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%H (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
PVR	2055	2055	1055	544	1234	759	474	1933
%V	54.8%	58.0%	90.9%	92.8%	50.8%	93.6%	29.3%	58.3%
%H (All HH)		100.0%	51.3%	26.5%	60.0%	36.9%	23.1%	94.1%
%H (TV HH)			51.3%	26.5%	60.0%	36.9%	23.1%	
DVDR	28	28	12	3	19	8	12	24
%V	0.7%	0.8%	1.0%	0.5%	0.8%	1.0%	0.7%	0.7%
%H (All HH)		100.0%	42.9%	10.7%	67.9%	28.6%	42.9%	85.7%
%H (TV HH)			42.9%	10.7%	67.9%	28.6%	42.9%	
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	2077	2077	1057	545	1253	761	492	1952
%V	55.4%	58.7%	91.0%	93.0%	51.6%	93.8%	30.4%	58.8%
%H (All HH)		100.0%	50.9%	26.2%	60.3%	36.6%	23.7%	94.0%
%H (TV HH)			50.9%	26.2%	60.3%	36.6%	23.7%	
Receives HDTV (via STB or built-in reception)	2543	2543	1016	522	1768	742	1027	2385
%V	67.8%	71.8%	87.5%	89.1%	72.8%	91.5%	63.6%	71.9%
%H (All HH)		100.0%	40.0%	20.5%	69.5%	29.2%	40.4%	93.8%
%H (TV HH)			40.0%	20.5%	69.5%	29.2%	40.4%	
DVD/Blu-ray player or recorder	1879	1879	682	320	1298	491	807	1727
%V	50.1%	53.1%	58.7%	54.6%	53.5%	60.5%	49.9%	52.1%
%H (All HH)		100.0%	36.3%	17.0%	69.1%	26.1%	42.9%	91.9%
%H (TV HH)			36.3%	17.0%	69.1%	26.1%	42.9%	

Base: ITV 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 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	3748	3541	1161	586	2428	811	1616	3317
%V (All HH)		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%
%V (TV HH)			32.8%	16.5%	68.6%	22.9%	45.6%	
Has broadband internet	3317	3146	1103	562	2086	778	1308	3317
%V	88.5%	88.8%	95.0%	95.9%	85.9%	95.9%	80.9%	100.0%
%H (All HH)		94.8%	33.3%	16.9%	62.9%	23.5%	39.4%	100.0%
%H (TV HH)			35.1%	17.9%	66.3%	24.7%	41.6%	
Number of computers (PCs and laptops)								
0	794	724	162	82	539	92	446	393
%V	21.2%	20.4%	14.0%	14.0%	22.2%	11.3%	27.6%	11.8%
%H (All HH)		91.2%	20.4%	10.3%	67.9%	11.6%	56.2%	49.5%
%H (TV HH)			22.4%	11.3%	74.4%	12.7%	61.6%	
1	1037	968	282	146	660	181	480	1011
%V	27.7%	27.3%	24.3%	24.9%	27.2%	22.3%	29.7%	30.5%
%H (All HH)		93.3%	27.2%	14.1%	63.6%	17.5%	46.3%	97.5%
%H (TV HH)			29.1%	15.1%	68.2%	18.7%	49.6%	
2	822	788	290	139	534	210	324	818
%V	21.9%	22.3%	25.0%	23.7%	22.0%	25.9%	20.0%	24.7%
%H (All HH)		95.9%	35.3%	16.9%	65.0%	25.5%	39.4%	99.5%
%H (TV HH)			36.8%	17.6%	67.8%	26.6%	41.1%	
3	455	443	177	89	293	131	162	455
%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%	64.4%	28.8%	35.6%	100.0%
%H (TV HH)			40.0%	20.1%	66.1%	29.6%	36.6%	
4	298	286	124	55	175	82	93	298
%V	8.0%	8.1%	10.7%	9.4%	7.2%	10.1%	5.8%	9.0%
%H (All HH)		96.0%	41.6%	18.5%	58.7%	27.5%	31.2%	100.0%
%H (TV HH)			43.4%	19.2%	61.2%	28.7%	32.5%	
5+	342	332	126	75	227	115	112	342
%V	9.1%	9.4%	10.9%	12.8%	9.3%	14.2%	6.9%	10.3%
%H (All HH)		97.1%	36.8%	21.9%	66.4%	33.6%	32.7%	100.0%
%H (TV HH)			38.0%	22.6%	68.4%	34.6%	33.7%	

Base: ITV 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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ITV Midlands

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	6698	2486	1192	4791	1996	2795	6155
%H		37.1%	17.8%	71.5%	29.8%	41.7%	91.9%
Under 20"	302	95	54	259	110	149	267
%V	4.5%	3.8%	4.5%	5.4%	5.5%	5.3%	4.3%
%H		31.5%	17.9%	85.8%	36.4%	49.3%	88.4%
20" - 29"	1083	362	183	861	332	528	964
%V	16.2%	14.6%	15.4%	18.0%	16.6%	18.9%	15.7%
%H		33.4%	16.9%	79.5%	30.7%	48.8%	89.0%
30" - 39"	2075	721	389	1508	597	911	1841
%V	31.0%	29.0%	32.6%	31.5%	29.9%	32.6%	29.9%
%H		34.7%	18.7%	72.7%	28.8%	43.9%	88.7%
40" - 49"	2174	857	374	1503	646	857	2046
%V	32.5%	34.5%	31.4%	31.4%	32.4%	30.7%	33.2%
%H		39.4%	17.2%	69.1%	29.7%	39.4%	94.1%
50" - 59"	836	356	157	532	261	272	819
%V	12.5%	14.3%	13.2%	11.1%	13.1%	9.7%	13.3%
%H		42.6%	18.8%	63.6%	31.2%	32.5%	98.0%
60"+	135	68	24	69	38	31	133
%V	2.0%	2.7%	2.0%	1.4%	1.9%	1.1%	2.2%
%H		50.4%	17.8%	51.1%	28.1%	23.0%	98.5%
Don't know	94	28	12	59	11	48	84
%V	1.4%	1.1%	1.0%	1.2%	0.6%	1.7%	1.4%
%H		29.8%	12.8%	62.8%	11.7%	51.1%	89.4%

Base: ITV Midlands - 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 2.12: 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	6698	2486	1192	4791	1996	2795	6155
%H		37.1%	17.8%	71.5%	29.8%	41.7%	91.9%
Main living room	3526	1161	584	2423	810	1613	3133
%V	52.6%	46.7%	49.0%	50.6%	40.6%	57.7%	50.9%
%H		32.9%	16.6%	68.7%	23.0%	45.7%	88.9%
Kitchen	362	149	59	310	154	155	339
%V	5.4%	6.0%	4.9%	6.5%	7.7%	5.5%	5.5%
%H		41.2%	16.3%	85.6%	42.5%	42.8%	93.6%
Adult's bedroom	1769	724	336	1307	637	670	1667
%V	26.4%	29.1%	28.2%	27.3%	31.9%	24.0%	27.1%
%H		40.9%	19.0%	73.9%	36.0%	37.9%	94.2%
Child's bedroom	348	143	76	229	119	111	348
%V	5.2%	5.8%	6.4%	4.8%	6.0%	4.0%	5.7%
%H		41.1%	21.8%	65.8%	34.2%	31.9%	100.0%
Other bedroom	191	73	52	150	85	65	188
%V	2.9%	2.9%	4.4%	3.1%	4.3%	2.3%	3.1%
%H		38.2%	27.2%	78.5%	44.5%	34.0%	98.4%
Second living/dining room	317	151	51	233	119	114	299
%V	4.7%	6.1%	4.3%	4.9%	6.0%	4.1%	4.9%
%H		47.6%	16.1%	73.5%	37.5%	36.0%	94.3%
Study/office	47	21	6	32	15	17	47
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.6%	0.8%
%H		44.7%	12.8%	68.1%	31.9%	36.2%	100.0%
TV room	20	11	1	15	7	8	19
%V	0.3%	0.4%	0.1%	0.3%	0.4%	0.3%	0.3%
%H		55.0%	5.0%	75.0%	35.0%	40.0%	95.0%
Conservatory	77	34	16	60	33	27	74
%V	1.1%	1.4%	1.3%	1.3%	1.7%	1.0%	1.2%
%H		44.2%	20.8%	77.9%	42.9%	35.1%	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%	0.8%	0.4%	0.6%
%H		44.4%	22.2%	75.0%	41.7%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	6698	2486	1192	4791	1996	2795	6155
%H		37.1%	17.8%	71.5%	29.8%	41.7%	91.9%
PVR	2849	1622	733	1622	1098	524	2716
%V	42.5%	65.2%	61.5%	33.9%	55.0%	18.7%	44.1%
%H		56.9%	25.7%	56.9%	38.5%	18.4%	95.3%
DVDR	29	12	3	19	8	12	25
%V	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%	0.4%
%H		41.4%	10.3%	65.5%	27.6%	41.4%	86.2%
VCR	6	2	0	6	1	5	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	16.7%	83.3%	100.0%
Any recorder	2879	1626	734	1645	1101	544	2742
%V	43.0%	65.4%	61.6%	34.3%	55.2%	19.5%	44.5%
%H		56.5%	25.5%	57.1%	38.2%	18.9%	95.2%

Base: ITV Midlands - 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	6698	2486	1192	4791	1996	2795	6155
%H		37.1%	17.8%	71.5%	29.8%	41.7%	91.9%
Receives HDTV (via STB or built-in reception)	3941	1725	787	2775	1306	1468	3747
%V	58.8%	69.4%	66.0%	57.9%	65.4%	52.5%	60.9%
%H		43.8%	20.0%	70.4%	33.1%	37.2%	95.1%
DVD/Blu-ray player or recorder	2560	982	453	1781	738	1043	2391
%V	38.2%	39.5%	38.0%	37.2%	37.0%	37.3%	38.8%
%H		38.4%	17.7%	69.6%	28.8%	40.7%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	3541	1161	586	2428	811	1616	3146
%H		32.8%	16.5%	68.6%	22.9%	45.6%	88.8%
Under 20"	22	3	2	19	2	17	16
%V	0.6%	0.3%	0.3%	0.8%	0.2%	1.1%	0.5%
%H		13.6%	9.1%	86.4%	9.1%	77.3%	72.7%
20" - 29"	226	32	25	187	26	161	170
%V	6.4%	2.8%	4.3%	7.7%	3.2%	10.0%	5.4%
%H		14.2%	11.1%	82.7%	11.5%	71.2%	75.2%
30" - 39"	950	230	160	677	157	519	760
%V	26.8%	19.8%	27.3%	27.9%	19.4%	32.1%	24.2%
%H		24.2%	16.8%	71.3%	16.5%	54.6%	80.0%
40" - 49"	1524	543	250	1053	390	663	1405
%V	43.0%	46.8%	42.7%	43.4%	48.1%	41.0%	44.7%
%H		35.6%	16.4%	69.1%	25.6%	43.5%	92.2%
50" - 59"	661	281	125	415	204	211	645
%V	18.7%	24.2%	21.3%	17.1%	25.2%	13.1%	20.5%
%H		42.5%	18.9%	62.8%	30.9%	31.9%	97.6%
60"+	117	61	21	54	30	24	116
%V	3.3%	5.3%	3.6%	2.2%	3.7%	1.5%	3.7%
%H		52.1%	17.9%	46.2%	25.6%	20.5%	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: ITV Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	3541	1161	586	2428	811	1616	3146
%H		32.8%	16.5%	68.6%	22.9%	45.6%	88.8%
PVR	2015	1044	533	1198	742	456	1895
%V	56.9%	89.9%	91.0%	49.3%	91.5%	28.2%	60.2%
%H		51.8%	26.5%	59.5%	36.8%	22.6%	94.0%
DVDR	22	8	3	15	6	10	18
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.6%	0.6%
%H		36.4%	13.6%	68.2%	27.3%	45.5%	81.8%
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	2035	1045	534	1215	744	471	1912
%V	57.5%	90.0%	91.1%	50.0%	91.7%	29.1%	60.8%
%H		51.4%	26.2%	59.7%	36.6%	23.1%	94.0%

Base: ITV Midlands - 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	3541	1161	586	2428	811	1616	3146
%H		32.8%	16.5%	68.6%	22.9%	45.6%	88.8%
Receives HDTV (via STB or built-in reception)	2500	996	512	1730	717	1013	2346
%V	70.6%	85.8%	87.4%	71.3%	88.4%	62.7%	74.6%
%H		39.8%	20.5%	69.2%	28.7%	40.5%	93.8%
DVD/Blu-ray player or recorder	1645	578	273	1142	412	730	1498
%V	46.5%	49.8%	46.6%	47.0%	50.8%	45.2%	47.6%
%H		35.1%	16.6%	69.4%	25.0%	44.4%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	3158	1326	606	2363	1184	1179	3009
%H		42.0%	19.2%	74.8%	37.5%	37.3%	95.3%
Under 20"	280	92	52	240	108	133	251
%V	8.9%	6.9%	8.6%	10.2%	9.1%	11.3%	8.3%
%H		32.9%	18.6%	85.7%	38.6%	47.5%	89.6%
20" - 29"	856	329	158	673	306	367	795
%V	27.1%	24.8%	26.1%	28.5%	25.8%	31.1%	26.4%
%H		38.4%	18.5%	78.6%	35.7%	42.9%	92.9%
30" - 39"	1125	491	230	832	440	392	1081
%V	35.6%	37.0%	38.0%	35.2%	37.2%	33.2%	35.9%
%H		43.6%	20.4%	74.0%	39.1%	34.8%	96.1%
40" - 49"	650	314	124	450	256	194	641
%V	20.6%	23.7%	20.5%	19.0%	21.6%	16.5%	21.3%
%H		48.3%	19.1%	69.2%	39.4%	29.8%	98.6%
50" - 59"	175	75	31	117	57	60	174
%V	5.5%	5.7%	5.1%	5.0%	4.8%	5.1%	5.8%
%H		42.9%	17.7%	66.9%	32.6%	34.3%	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: ITV Midlands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	3158	1326	606	2363	1184	1179	3009
%H		42.0%	19.2%	74.8%	37.5%	37.3%	95.3%
PVR	835	579	199	424	356	68	821
%V	26.4%	43.7%	32.8%	17.9%	30.1%	5.8%	27.3%
%H		69.3%	23.8%	50.8%	42.6%	8.1%	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	844	581	199	430	357	73	830
%V	26.7%	43.8%	32.8%	18.2%	30.2%	6.2%	27.6%
%H		68.8%	23.6%	50.9%	42.3%	8.6%	98.3%

Base: ITV Midlands - 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	3158	1326	606	2363	1184	1179	3009
%H		42.0%	19.2%	74.8%	37.5%	37.3%	95.3%
Receives HDTV (via STB or built-in reception)	1442	729	274	1045	589	456	1401
%V	45.7%	55.0%	45.2%	44.2%	49.7%	38.7%	46.6%
%H		50.6%	19.0%	72.5%	40.8%	31.6%	97.2%
DVD/Blu-ray player or recorder	915	404	180	640	326	313	894
%V	29.0%	30.5%	29.7%	27.1%	27.5%	26.5%	29.7%
%H		44.2%	19.7%	69.9%	35.6%	34.2%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	8959	8479	3053	1539	5575	2149	3425	8393
%H		94.6%	34.1%	17.2%	62.2%	24.0%	38.2%	93.7%
Total Children	1781	1685	643	308	1002	389	613	1757
%V	19.9%	19.9%	21.1%	20.0%	18.0%	18.1%	17.9%	20.9%
%H		94.6%	36.1%	17.3%	56.3%	21.8%	34.4%	98.7%
0 - 3	396	372	138	56	217	72	145	391
%V	4.4%	4.4%	4.5%	3.6%	3.9%	3.4%	4.2%	4.7%
%H		93.9%	34.8%	14.1%	54.8%	18.2%	36.6%	98.7%
4 - 15	1385	1313	506	252	785	317	468	1366
%V	15.5%	15.5%	16.6%	16.4%	14.1%	14.8%	13.7%	16.3%
%H		94.8%	36.5%	18.2%	56.7%	22.9%	33.8%	98.6%
4 - 9	700	664	251	123	390	140	250	689
%V	7.8%	7.8%	8.2%	8.0%	7.0%	6.5%	7.3%	8.2%
%H		94.9%	35.9%	17.6%	55.7%	20.0%	35.7%	98.4%
10 - 15	685	650	254	129	395	177	218	677
%V	7.6%	7.7%	8.3%	8.4%	7.1%	8.2%	6.4%	8.1%
%H		94.9%	37.1%	18.8%	57.7%	25.8%	31.8%	98.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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	8959	8479	3053	1539	5575	2149	3425	8393
%H		94.6%	34.1%	17.2%	62.2%	24.0%	38.2%	93.7%
Total Adults (16+)	7178	6794	2410	1231	4573	1761	2813	6636
%V	80.1%	80.1%	78.9%	80.0%	82.0%	81.9%	82.1%	79.1%
%H		94.7%	33.6%	17.1%	63.7%	24.5%	39.2%	92.4%
16 - 19	372	354	135	65	225	97	128	369
%V	4.2%	4.2%	4.4%	4.2%	4.0%	4.5%	3.7%	4.4%
%H		95.2%	36.3%	17.5%	60.5%	26.1%	34.4%	99.2%
20 - 24	598	516	175	98	314	131	183	595
%V	6.7%	6.1%	5.7%	6.4%	5.6%	6.1%	5.3%	7.1%
%H		86.3%	29.3%	16.4%	52.5%	21.9%	30.6%	99.5%
25 - 34	1182	1083	356	211	609	222	387	1163
%V	13.2%	12.8%	11.7%	13.7%	10.9%	10.3%	11.3%	13.9%
%H		91.6%	30.1%	17.9%	51.5%	18.8%	32.7%	98.4%
35 - 44	1117	1030	404	183	619	253	366	1093
%V	12.5%	12.1%	13.2%	11.9%	11.1%	11.8%	10.7%	13.0%
%H		92.2%	36.2%	16.4%	55.4%	22.6%	32.8%	97.9%
45 - 54	1219	1160	460	238	782	347	435	1189
%V	13.6%	13.7%	15.1%	15.5%	14.0%	16.1%	12.7%	14.2%
%H		95.2%	37.7%	19.5%	64.2%	28.5%	35.7%	97.5%
55 - 64	1087	1064	405	214	766	337	429	1034
%V	12.1%	12.5%	13.3%	13.9%	13.7%	15.7%	12.5%	12.3%
%H		97.9%	37.3%	19.7%	70.5%	31.0%	39.5%	95.1%
65+	1603	1587	474	222	1260	374	885	1192
%V	17.9%	18.7%	15.5%	14.4%	22.6%	17.4%	25.8%	14.2%
%H		99.0%	29.6%	13.8%	78.6%	23.3%	55.2%	74.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Midlands

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+)	7178	6794	2410	1231	4573	1761	2813	6636
%H		94.7%	33.6%	17.1%	63.7%	24.5%	39.2%	92.4%
AB	1854	1784	648	281	1234	459	774	1820
%V	25.8%	26.3%	26.9%	22.8%	27.0%	26.1%	27.5%	27.4%
%H		96.2%	35.0%	15.2%	66.6%	24.8%	41.7%	98.2%
C1	2043	1942	763	357	1271	560	712	1952
%V	28.5%	28.6%	31.7%	29.0%	27.8%	31.8%	25.3%	29.4%
%H		95.1%	37.3%	17.5%	62.2%	27.4%	34.9%	95.5%
C2	1520	1471	498	315	1006	420	586	1376
%V	21.2%	21.7%	20.7%	25.6%	22.0%	23.9%	20.8%	20.7%
%H		96.8%	32.8%	20.7%	66.2%	27.6%	38.6%	90.5%
D	1204	1088	356	203	711	242	469	1104
%V	16.8%	16.0%	14.8%	16.5%	15.5%	13.7%	16.7%	16.6%
%H		90.4%	29.6%	16.9%	59.1%	20.1%	39.0%	91.7%
E	557	509	145	75	351	80	271	384
%V	7.8%	7.5%	6.0%	6.1%	7.7%	4.5%	9.6%	5.8%
%H		91.4%	26.0%	13.5%	63.0%	14.4%	48.7%	68.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	7178	6794	2410	1231	4573	1761	2813	6636
%H		94.7%	33.6%	17.1%	63.7%	24.5%	39.2%	92.4%
Working full time	3429	3272	1251	653	2085	905	1180	3380
%V	47.8%	48.2%	51.9%	53.0%	45.6%	51.4%	41.9%	50.9%
%H		95.4%	36.5%	19.0%	60.8%	26.4%	34.4%	98.6%
Working part time	635	610	224	122	411	171	240	619
%V	8.8%	9.0%	9.3%	9.9%	9.0%	9.7%	8.5%	9.3%
%H		96.1%	35.3%	19.2%	64.7%	26.9%	37.8%	97.5%
Not working	3095	2894	926	453	2069	680	1389	2619
%V	43.1%	42.6%	38.4%	36.8%	45.2%	38.6%	49.4%	39.5%
%H		93.5%	29.9%	14.6%	66.8%	22.0%	44.9%	84.6%
Houseperson	3748	3541	1161	586	2428	811	1616	3317
%V	52.2%	52.1%	48.2%	47.6%	53.1%	46.1%	57.4%	50.0%
%H		94.5%	31.0%	15.6%	64.8%	21.6%	43.1%	88.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3541	3330	1181	611	2209	871	1338	3293
%H		94.0%	33.4%	17.3%	62.4%	24.6%	37.8%	93.0%
16 - 19	196	186	78	32	120	56	64	196
%V	5.5%	5.6%	6.6%	5.2%	5.4%	6.4%	4.8%	6.0%
%H		94.9%	39.8%	16.3%	61.2%	28.6%	32.7%	100.0%
20 - 24	311	270	85	48	159	67	92	309
%V	8.8%	8.1%	7.2%	7.9%	7.2%	7.7%	6.9%	9.4%
%H		86.8%	27.3%	15.4%	51.1%	21.5%	29.6%	99.4%
25 - 34	603	545	177	110	308	113	194	593
%V	17.0%	16.4%	15.0%	18.0%	13.9%	13.0%	14.5%	18.0%
%H		90.4%	29.4%	18.2%	51.1%	18.7%	32.2%	98.3%
35 - 44	553	507	194	87	300	118	183	537
%V	15.6%	15.2%	16.4%	14.2%	13.6%	13.5%	13.7%	16.3%
%H		91.7%	35.1%	15.7%	54.2%	21.3%	33.1%	97.1%
45 - 54	601	565	221	116	366	158	208	584
%V	17.0%	17.0%	18.7%	19.0%	16.6%	18.1%	15.5%	17.7%
%H		94.0%	36.8%	19.3%	60.9%	26.3%	34.6%	97.2%
55 - 64	541	530	194	106	384	166	218	507
%V	15.3%	15.9%	16.4%	17.3%	17.4%	19.1%	16.3%	15.4%
%H		98.0%	35.9%	19.6%	71.0%	30.7%	40.3%	93.7%
65+	735	726	232	113	571	192	379	567
%V	20.8%	21.8%	19.6%	18.5%	25.8%	22.0%	28.3%	17.2%
%H		98.8%	31.6%	15.4%	77.7%	26.1%	51.6%	77.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3541	3330	1181	611	2209	871	1338	3293
%H		94.0%	33.4%	17.3%	62.4%	24.6%	37.8%	93.0%
AB	934	893	313	139	614	226	388	917
%V	26.4%	26.8%	26.5%	22.7%	27.8%	25.9%	29.0%	27.8%
%H		95.6%	33.5%	14.9%	65.7%	24.2%	41.5%	98.2%
C1	936	885	365	169	560	265	295	909
%V	26.4%	26.6%	30.9%	27.7%	25.4%	30.4%	22.0%	27.6%
%H		94.6%	39.0%	18.1%	59.8%	28.3%	31.5%	97.1%
C2	822	794	261	171	540	221	319	742
%V	23.2%	23.8%	22.1%	28.0%	24.4%	25.4%	23.8%	22.5%
%H		96.6%	31.8%	20.8%	65.7%	26.9%	38.8%	90.3%
D	606	543	182	98	347	119	227	563
%V	17.1%	16.3%	15.4%	16.0%	15.7%	13.7%	17.0%	17.1%
%H		89.6%	30.0%	16.2%	57.3%	19.6%	37.5%	92.9%
E	244	215	61	34	147	38	109	161
%V	6.9%	6.5%	5.2%	5.6%	6.7%	4.4%	8.1%	4.9%
%H		88.1%	25.0%	13.9%	60.2%	15.6%	44.7%	66.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3541	3330	1181	611	2209	871	1338	3293
%H		94.0%	33.4%	17.3%	62.4%	24.6%	37.8%	93.0%
Working full time	2075	1965	739	385	1246	529	717	2044
%V	58.6%	59.0%	62.6%	63.0%	56.4%	60.7%	53.6%	62.1%
%H		94.7%	35.6%	18.6%	60.0%	25.5%	34.6%	98.5%
Working part time	147	136	45	25	90	31	59	138
%V	4.2%	4.1%	3.8%	4.1%	4.1%	3.6%	4.4%	4.2%
%H		92.5%	30.6%	17.0%	61.2%	21.1%	40.1%	93.9%
Not working	1312	1221	394	198	872	309	563	1103
%V	37.1%	36.7%	33.4%	32.4%	39.5%	35.5%	42.1%	33.5%
%H		93.1%	30.0%	15.1%	66.5%	23.6%	42.9%	84.1%
Houseperson	819	743	197	116	491	125	366	657
%V	23.1%	22.3%	16.7%	19.0%	22.2%	14.4%	27.4%	20.0%
%H		90.7%	24.1%	14.2%	60.0%	15.3%	44.7%	80.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3637	3464	1228	620	2364	890	1474	3343
%H		95.2%	33.8%	17.0%	65.0%	24.5%	40.5%	91.9%
16 - 19	175	168	57	33	104	41	64	172
%V	4.8%	4.8%	4.6%	5.3%	4.4%	4.6%	4.3%	5.1%
%H		96.0%	32.6%	18.9%	59.4%	23.4%	36.6%	98.3%
20 - 24	287	246	90	49	155	64	91	286
%V	7.9%	7.1%	7.3%	7.9%	6.6%	7.2%	6.2%	8.6%
%H		85.7%	31.4%	17.1%	54.0%	22.3%	31.7%	99.7%
25 - 34	579	538	180	101	301	109	192	570
%V	15.9%	15.5%	14.7%	16.3%	12.7%	12.2%	13.0%	17.1%
%H		92.9%	31.1%	17.4%	52.0%	18.8%	33.2%	98.4%
35 - 44	565	523	210	96	319	135	184	556
%V	15.5%	15.1%	17.1%	15.5%	13.5%	15.2%	12.5%	16.6%
%H		92.6%	37.2%	17.0%	56.5%	23.9%	32.6%	98.4%
45 - 54	618	595	239	123	416	189	227	606
%V	17.0%	17.2%	19.5%	19.8%	17.6%	21.2%	15.4%	18.1%
%H		96.3%	38.7%	19.9%	67.3%	30.6%	36.7%	98.1%
55 - 64	546	533	211	107	381	171	211	527
%V	15.0%	15.4%	17.2%	17.3%	16.1%	19.2%	14.3%	15.8%
%H		97.6%	38.6%	19.6%	69.8%	31.3%	38.6%	96.5%
65+	867	861	242	110	688	182	506	625
%V	23.8%	24.9%	19.7%	17.7%	29.1%	20.4%	34.3%	18.7%
%H		99.3%	27.9%	12.7%	79.4%	21.0%	58.4%	72.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3637	3464	1228	620	2364	890	1474	3343
%H		95.2%	33.8%	17.0%	65.0%	24.5%	40.5%	91.9%
AB	920	891	335	142	619	233	386	903
%V	25.3%	25.7%	27.3%	22.9%	26.2%	26.2%	26.2%	27.0%
%H		96.8%	36.4%	15.4%	67.3%	25.3%	42.0%	98.2%
C1	1108	1056	398	188	711	294	417	1042
%V	30.5%	30.5%	32.4%	30.3%	30.1%	33.0%	28.3%	31.2%
%H		95.3%	35.9%	17.0%	64.2%	26.5%	37.6%	94.0%
C2	698	677	237	143	466	199	267	634
%V	19.2%	19.5%	19.3%	23.1%	19.7%	22.4%	18.1%	19.0%
%H		97.0%	34.0%	20.5%	66.8%	28.5%	38.3%	90.8%
D	598	546	174	105	365	123	242	540
%V	16.4%	15.8%	14.2%	16.9%	15.4%	13.8%	16.4%	16.2%
%H		91.3%	29.1%	17.6%	61.0%	20.6%	40.5%	90.3%
E	313	294	84	41	204	42	162	223
%V	8.6%	8.5%	6.8%	6.6%	8.6%	4.7%	11.0%	6.7%
%H		93.9%	26.8%	13.1%	65.2%	13.4%	51.8%	71.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Midlands

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+)	3637	3464	1228	620	2364	890	1474	3343
%H		95.2%	33.8%	17.0%	65.0%	24.5%	40.5%	91.9%
Working full time	1354	1307	512	268	839	376	463	1336
%V	37.2%	37.7%	41.7%	43.2%	35.5%	42.2%	31.4%	40.0%
%H		96.5%	37.8%	19.8%	62.0%	27.8%	34.2%	98.7%
Working part time	489	474	179	97	321	140	181	481
%V	13.4%	13.7%	14.6%	15.6%	13.6%	15.7%	12.3%	14.4%
%H		96.9%	36.6%	19.8%	65.6%	28.6%	37.0%	98.4%
Not working	1784	1673	531	255	1197	371	826	1516
%V	49.1%	48.3%	43.2%	41.1%	50.6%	41.7%	56.0%	45.3%
%H		93.8%	29.8%	14.3%	67.1%	20.8%	46.3%	85.0%
Houseperson	2929	2798	963	470	1937	686	1250	2660
%V	80.5%	80.8%	78.4%	75.8%	81.9%	77.1%	84.8%	79.6%
%H		95.5%	32.9%	16.0%	66.1%	23.4%	42.7%	90.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
AB	595	574	244	88	360	147	213	571
%V	19.2%	19.3%	24.4%	18.1%	19.1%	25.5%	16.3%	21.4%
%H (All HH)		96.5%	41.0%	14.8%	60.5%	24.7%	35.8%	96.0%
%H (TV HH)			42.5%	15.3%	62.7%	25.6%	37.1%	
C1	835	809	256	140	517	160	357	769
%V	27.0%	27.2%	25.6%	28.7%	27.5%	27.8%	27.3%	28.8%
%H (All HH)		96.9%	30.7%	16.8%	61.9%	19.2%	42.8%	92.1%
%H (TV HH)			31.6%	17.3%	63.9%	19.8%	44.1%	
C2	540	523	196	110	318	123	195	495
%V	17.4%	17.6%	19.6%	22.6%	16.9%	21.4%	14.9%	18.5%
%H (All HH)		96.9%	36.3%	20.4%	58.9%	22.8%	36.1%	91.7%
%H (TV HH)			37.5%	21.0%	60.8%	23.5%	37.3%	
D	542	507	150	86	307	85	222	455
%V	17.5%	17.1%	15.0%	17.7%	16.3%	14.8%	17.0%	17.0%
%H (All HH)		93.5%	27.7%	15.9%	56.6%	15.7%	41.0%	83.9%
%H (TV HH)			29.6%	17.0%	60.6%	16.8%	43.8%	
E	584	557	152	63	381	61	320	380
%V	18.9%	18.7%	15.2%	12.9%	20.2%	10.6%	24.5%	14.2%
%H (All HH)		95.4%	26.0%	10.8%	65.2%	10.4%	54.8%	65.1%
%H (TV HH)			27.3%	11.3%	68.4%	11.0%	57.5%	

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	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%	2.3%	1.4%	2.8%	3.6%
%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	483	443	145	56	208	54	154	466
%V	15.6%	14.9%	14.5%	11.5%	11.0%	9.4%	11.8%	17.5%
%H (All HH)		91.7%	30.0%	11.6%	43.1%	11.2%	31.9%	96.5%
%H (TV HH)			32.7%	12.6%	47.0%	12.2%	34.8%	
35 - 44	476	457	162	84	245	72	173	454
%V	15.4%	15.4%	16.2%	17.2%	13.0%	12.5%	13.2%	17.0%
%H (All HH)		96.0%	34.0%	17.6%	51.5%	15.1%	36.3%	95.4%
%H (TV HH)			35.4%	18.4%	53.6%	15.8%	37.9%	
45 - 54	571	552	211	108	342	135	207	541
%V	18.4%	18.6%	21.1%	22.2%	18.2%	23.4%	15.8%	20.3%
%H (All HH)		96.7%	37.0%	18.9%	59.9%	23.6%	36.3%	94.7%
%H (TV HH)			38.2%	19.6%	62.0%	24.5%	37.5%	
55 - 64	575	556	201	110	390	145	245	511
%V	18.6%	18.7%	20.1%	22.6%	20.7%	25.2%	18.7%	19.1%
%H (All HH)		96.7%	35.0%	19.1%	67.8%	25.2%	42.6%	88.9%
%H (TV HH)			36.2%	19.8%	70.1%	26.1%	44.1%	
65 +	885	872	260	117	654	162	492	601
%V	28.6%	29.4%	26.0%	24.0%	34.7%	28.1%	37.6%	22.5%
%H (All HH)		98.5%	29.4%	13.2%	73.9%	18.3%	55.6%	67.9%
%H (TV HH)			29.8%	13.4%	75.0%	18.6%	56.4%	

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
1	1000	932	234	109	673	126	548	678
%V	32.3%	31.4%	23.4%	22.4%	35.7%	21.9%	41.9%	25.4%
%H (All HH)		93.2%	23.4%	10.9%	67.3%	12.6%	54.8%	67.8%
%H (TV HH)			25.1%	11.7%	72.2%	13.5%	58.8%	
2	1025	994	352	159	646	211	435	941
%V	33.1%	33.5%	35.2%	32.6%	34.3%	36.6%	33.3%	35.3%
%H (All HH)		97.0%	34.3%	15.5%	63.0%	20.6%	42.4%	91.8%
%H (TV HH)			35.4%	16.0%	65.0%	21.2%	43.8%	
3	492	483	190	98	271	117	155	480
%V	15.9%	16.3%	19.0%	20.1%	14.4%	20.3%	11.9%	18.0%
%H (All HH)		98.2%	38.6%	19.9%	55.1%	23.8%	31.5%	97.6%
%H (TV HH)			39.3%	20.3%	56.1%	24.2%	32.1%	
4	372	363	145	75	206	93	113	367
%V	12.0%	12.2%	14.5%	15.4%	10.9%	16.1%	8.6%	13.8%
%H (All HH)		97.6%	39.0%	20.2%	55.4%	25.0%	30.4%	98.7%
%H (TV HH)			39.9%	20.7%	56.7%	25.6%	31.1%	
5+	206	198	78	46	87	30	57	202
%V	6.7%	6.7%	7.8%	9.4%	4.6%	5.2%	4.4%	7.6%
%H (All HH)		96.1%	37.9%	22.3%	42.2%	14.6%	27.7%	98.1%
%H (TV HH)			39.4%	23.2%	43.9%	15.2%	28.8%	
Average HH size	2.31	2.32	2.52	2.61	2.16	2.48	2.02	2.46

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
Without	2317	2210	701	351	1493	433	1060	1908
%V	74.8%	74.4%	70.2%	72.1%	79.3%	75.2%	81.1%	71.5%
%H (All HH)		95.4%	30.3%	15.1%	64.4%	18.7%	45.7%	82.3%
%H (TV HH)			31.7%	15.9%	67.6%	19.6%	48.0%	
With	779	761	298	136	390	142	247	761
%V	25.2%	25.6%	29.8%	27.9%	20.7%	24.7%	18.9%	28.5%
%H (All HH)		97.7%	38.3%	17.5%	50.1%	18.2%	31.7%	97.7%
%H (TV HH)			39.2%	17.9%	51.2%	18.7%	32.5%	
0 - 3	269	259	103	32	105	29	76	262
%V	8.7%	8.7%	10.3%	6.6%	5.6%	5.0%	5.8%	9.8%
%H (All HH)		96.3%	38.3%	11.9%	39.0%	10.8%	28.3%	97.4%
%H (TV HH)			39.8%	12.4%	40.5%	11.2%	29.3%	
4 - 9	413	404	153	66	210	69	141	403
%V	13.3%	13.6%	15.3%	13.6%	11.2%	12.0%	10.8%	15.1%
%H (All HH)		97.8%	37.0%	16.0%	50.8%	16.7%	34.1%	97.6%
%H (TV HH)			37.9%	16.3%	52.0%	17.1%	34.9%	
10 - 15	402	393	160	81	214	93	121	395
%V	13.0%	13.2%	16.0%	16.6%	11.4%	16.1%	9.3%	14.8%
%H (All HH)		97.8%	39.8%	20.1%	53.2%	23.1%	30.1%	98.3%
%H (TV HH)			40.7%	20.6%	54.5%	23.7%	30.8%	

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
1	1257	1257	329	158	732	87	645	990
%V	40.6%	42.3%	32.9%	32.4%	38.9%	15.1%	49.3%	37.1%
%H (All HH)		100.0%	26.2%	12.6%	58.2%	6.9%	51.3%	78.8%
%H (TV HH)			26.2%	12.6%	58.2%	6.9%	51.3%	
2	959	959	346	164	619	210	409	852
%V	31.0%	32.3%	34.6%	33.7%	32.9%	36.5%	31.3%	31.9%
%H (All HH)		100.0%	36.1%	17.1%	64.5%	21.9%	42.6%	88.8%
%H (TV HH)			36.1%	17.1%	64.5%	21.9%	42.6%	
3	471	471	194	97	320	153	167	449
%V	15.2%	15.9%	19.4%	19.9%	17.0%	26.6%	12.8%	16.8%
%H (All HH)		100.0%	41.2%	20.6%	67.9%	32.5%	35.5%	95.3%
%H (TV HH)			41.2%	20.6%	67.9%	32.5%	35.5%	
4	208	208	94	51	154	90	64	206
%V	6.7%	7.0%	9.4%	10.5%	8.2%	15.6%	4.9%	7.7%
%H (All HH)		100.0%	45.2%	24.5%	74.0%	43.3%	30.8%	99.0%
%H (TV HH)			45.2%	24.5%	74.0%	43.3%	30.8%	
5+	76	76	37	17	59	36	22	76
%V	2.5%	2.6%	3.7%	3.5%	3.1%	6.3%	1.7%	2.8%
%H (All HH)		100.0%	48.7%	22.4%	77.6%	47.4%	28.9%	100.0%
%H (TV HH)			48.7%	22.4%	77.6%	47.4%	28.9%	

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%V (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
Under 20"	171	171	51	39	133	53	80	154
%V	5.5%	5.8%	5.1%	8.0%	7.1%	9.2%	6.1%	5.8%
%H (All HH)		100.0%	29.8%	22.8%	77.8%	31.0%	46.8%	90.1%
%H (TV HH)			29.8%	22.8%	77.8%	31.0%	46.8%	
20" - 29"	734	734	236	118	559	205	354	624
%V	23.7%	24.7%	23.6%	24.2%	29.7%	35.6%	27.1%	23.4%
%H (All HH)		100.0%	32.2%	16.1%	76.2%	27.9%	48.2%	85.0%
%H (TV HH)			32.2%	16.1%	76.2%	27.9%	48.2%	
30" - 39"	1537	1537	510	248	1049	332	716	1324
%V	49.6%	51.7%	51.1%	50.9%	55.7%	57.6%	54.8%	49.6%
%H (All HH)		100.0%	33.2%	16.1%	68.2%	21.6%	46.6%	86.1%
%H (TV HH)			33.2%	16.1%	68.2%	21.6%	46.6%	
40" - 49"	1490	1490	574	288	917	362	555	1370
%V	48.1%	50.2%	57.5%	59.1%	48.7%	62.8%	42.5%	51.3%
%H (All HH)		100.0%	38.5%	19.3%	61.5%	24.3%	37.2%	91.9%
%H (TV HH)			38.5%	19.3%	61.5%	24.3%	37.2%	
50" - 59"	567	567	246	110	325	157	168	547
%V	18.3%	19.1%	24.6%	22.6%	17.3%	27.3%	12.9%	20.5%
%H (All HH)		100.0%	43.4%	19.4%	57.3%	27.7%	29.6%	96.5%
%H (TV HH)			43.4%	19.4%	57.3%	27.7%	29.6%	
60"+	76	76	36	13	46	23	23	76
%V	2.5%	2.6%	3.6%	2.7%	2.4%	4.0%	1.8%	2.8%
%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: ITV 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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ITV North West

Household level data

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	3096	2971	999	487	1883	576	1307	2669
%V (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
Main living room	2937	2937	992	485	1864	574	1290	2543
%V	94.9%	98.9%	99.3%	99.6%	99.0%	99.7%	98.7%	95.3%
%H (All HH)		100.0%	33.8%	16.5%	63.5%	19.5%	43.9%	86.6%
%H (TV HH)			33.8%	16.5%	63.5%	19.5%	43.9%	
Kitchen	223	223	104	39	173	91	82	213
%V	7.2%	7.5%	10.4%	8.0%	9.2%	15.8%	6.3%	8.0%
%H (All HH)		100.0%	46.6%	17.5%	77.6%	40.8%	36.8%	95.5%
%H (TV HH)			46.6%	17.5%	77.6%	40.8%	36.8%	
Adult's bedroom	1387	1387	540	262	938	396	542	1272
%V	44.8%	46.7%	54.1%	53.8%	49.8%	68.8%	41.5%	47.7%
%H (All HH)		100.0%	38.9%	18.9%	67.6%	28.6%	39.1%	91.7%
%H (TV HH)			38.9%	18.9%	67.6%	28.6%	39.1%	
Child's bedroom	226	226	96	48	147	78	69	220
%V	7.3%	7.6%	9.6%	9.9%	7.8%	13.5%	5.3%	8.2%
%H (All HH)		100.0%	42.5%	21.2%	65.0%	34.5%	30.5%	97.3%
%H (TV HH)			42.5%	21.2%	65.0%	34.5%	30.5%	
Other bedroom	244	244	95	50	174	79	96	235
%V	7.9%	8.2%	9.5%	10.3%	9.2%	13.7%	7.3%	8.8%
%H (All HH)		100.0%	38.9%	20.5%	71.3%	32.4%	39.3%	96.3%
%H (TV HH)			38.9%	20.5%	71.3%	32.4%	39.3%	
Second living/dining room	284	284	115	74	205	110	95	273
%V	9.2%	9.6%	11.5%	15.2%	10.9%	19.1%	7.3%	10.2%
%H (All HH)		100.0%	40.5%	26.1%	72.2%	38.7%	33.5%	96.1%
%H (TV HH)			40.5%	26.1%	72.2%	38.7%	33.5%	
Study/office	31	31	19	4	20	14	6	31
%V	1.0%	1.0%	1.9%	0.8%	1.1%	2.4%	0.5%	1.2%
%H (All HH)		100.0%	61.3%	12.9%	64.5%	45.2%	19.4%	100.0%
%H (TV HH)			61.3%	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	46	46	23	9	35	22	13	45
%V	1.5%	1.5%	2.3%	1.8%	1.9%	3.8%	1.0%	1.7%
%H (All HH)		100.0%	50.0%	19.6%	76.1%	47.8%	28.3%	97.8%
%H (TV HH)			50.0%	19.6%	76.1%	47.8%	28.3%	
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: ITV 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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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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
Any DSAT provider	999	999	999	13	381	381	0	931
%V	32.3%	33.6%	100.0%	2.7%	20.2%	66.1%	0.0%	34.9%
%H (All HH)			100.0%	1.3%	38.1%	38.1%	0.0%	93.2%
%H (TV HH)			100.0%	1.3%	38.1%	38.1%	0.0%	
Sky with subcription	895	895	895	10	335	335	0	838
%V	28.9%	30.1%	89.6%	2.1%	17.8%	58.2%	0.0%	31.4%
%H (All HH)			100.0%	1.1%	37.4%	37.4%	0.0%	93.6%
%H (TV HH)			100.0%	1.1%	37.4%	37.4%	0.0%	
Sky without subcription	33	33	33	1	14	14	0	30
%V	1.1%	1.1%	3.3%	0.2%	0.7%	2.4%	0.0%	1.1%
%H (All HH)			100.0%	3.0%	42.4%	42.4%	0.0%	90.9%
%H (TV HH)			100.0%	3.0%	42.4%	42.4%	0.0%	
Freesat	68	68	68	2	38	38	0	62
%V	2.2%	2.3%	6.8%	0.4%	2.0%	6.6%	0.0%	2.3%
%H (All HH)			100.0%	2.9%	55.9%	55.9%	0.0%	91.2%
%H (TV HH)			100.0%	2.9%	55.9%	55.9%	0.0%	
Other satellite provider	35	35	35	2	14	14	0	32
%V	1.1%	1.2%	3.5%	0.4%	0.7%	2.4%	0.0%	1.2%
%H (All HH)			100.0%	5.7%	40.0%	40.0%	0.0%	91.4%
%H (TV HH)			100.0%	5.7%	40.0%	40.0%	0.0%	
DCAB	487	487	13	487	202	202	0	466
%V	15.7%	16.4%	1.3%	100.0%	10.7%	35.1%	0.0%	17.5%
%H (All HH)			2.7%	100.0%	41.5%	41.5%	0.0%	95.7%
%H (TV HH)			2.7%	100.0%	41.5%	41.5%	0.0%	
DTT	1883	1883	381	202	1883	576	1307	1547
%V	60.8%	63.4%	38.1%	41.5%	100.0%	100.0%	100.0%	58.0%
%H (All HH)		100.0%	20.2%	10.7%	100.0%	30.6%	69.4%	82.2%
%H (TV HH)			20.2%	10.7%	100.0%	30.6%	69.4%	

Base: ITV 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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Household level data

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	3096	2971	999	487	1883	576	1307	2669
%H (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
PVR	1634	1634	928	461	792	536	256	1531
%V	52.8%	55.0%	92.9%	94.7%	42.1%	93.1%	19.6%	57.4%
%H (All HH)		100.0%	56.8%	28.2%	48.5%	32.8%	15.7%	93.7%
%H (TV HH)			56.8%	28.2%	48.5%	32.8%	15.7%	
DVDR	15	15	3	2	14	3	12	13
%V	0.5%	0.5%	0.3%	0.4%	0.7%	0.5%	0.9%	0.5%
%H (All HH)		100.0%	20.0%	13.3%	93.3%	20.0%	80.0%	86.7%
%H (TV HH)			20.0%	13.3%	93.3%	20.0%	80.0%	
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	1644	1644	928	461	802	536	266	1538
%V	53.1%	55.3%	92.9%	94.7%	42.6%	93.1%	20.4%	57.6%
%H (All HH)		100.0%	56.4%	28.0%	48.8%	32.6%	16.2%	93.6%
%H (TV HH)			56.4%	28.0%	48.8%	32.6%	16.2%	
Receives HDTV (via STB or built-in reception)	2050	2050	914	365	1313	529	784	1863
%V	66.2%	69.0%	91.5%	74.9%	69.7%	91.8%	60.0%	69.8%
%H (All HH)		100.0%	44.6%	17.8%	64.0%	25.8%	38.2%	90.9%
%H (TV HH)			44.6%	17.8%	64.0%	25.8%	38.2%	
DVD/Blu-ray player or recorder	1394	1394	482	248	944	352	592	1256
%V	45.0%	46.9%	48.2%	50.9%	50.1%	61.1%	45.3%	47.1%
%H (All HH)		100.0%	34.6%	17.8%	67.7%	25.3%	42.5%	90.1%
%H (TV HH)			34.6%	17.8%	67.7%	25.3%	42.5%	

Base: ITV 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

ITV North West

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	3096	2971	999	487	1883	576	1307	2669
%V (All HH)		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%
%H (TV HH)			33.6%	16.4%	63.4%	19.4%	44.0%	
Has broadband internet	2669	2573	931	466	1547	542	1005	2669
%V	86.2%	86.6%	93.2%	95.7%	82.2%	94.1%	76.9%	100.0%
%H (All HH)		96.4%	34.9%	17.5%	58.0%	20.3%	37.7%	100.0%
%H (TV HH)			36.2%	18.1%	60.1%	21.1%	39.1%	
Number of computers (PCs and laptops)								
0	726	681	159	68	473	62	411	333
%V	23.4%	22.9%	15.9%	14.0%	25.1%	10.8%	31.4%	12.5%
%H (All HH)		93.8%	21.9%	9.4%	65.2%	8.5%	56.6%	45.9%
%H (TV HH)			23.3%	10.0%	69.5%	9.1%	60.4%	
1	889	846	285	143	518	149	369	864
%V	28.7%	28.5%	28.5%	29.4%	27.5%	25.9%	28.2%	32.4%
%H (All HH)		95.2%	32.1%	16.1%	58.3%	16.8%	41.5%	97.2%
%H (TV HH)			33.7%	16.9%	61.2%	17.6%	43.6%	
2	757	739	271	120	454	159	294	749
%V	24.5%	24.9%	27.1%	24.6%	24.1%	27.6%	22.5%	28.1%
%H (All HH)		97.6%	35.8%	15.9%	60.0%	21.0%	38.8%	98.9%
%H (TV HH)			36.7%	16.2%	61.4%	21.5%	39.8%	
3	341	332	139	67	208	97	111	340
%V	11.0%	11.2%	13.9%	13.8%	11.0%	16.8%	8.5%	12.7%
%H (All HH)		97.4%	40.8%	19.6%	61.0%	28.4%	32.6%	99.7%
%H (TV HH)			41.9%	20.2%	62.7%	29.2%	33.4%	
4	190	185	74	47	117	59	58	190
%V	6.1%	6.2%	7.4%	9.7%	6.2%	10.2%	4.4%	7.1%
%H (All HH)		97.4%	38.9%	24.7%	61.6%	31.1%	30.5%	100.0%
%H (TV HH)			40.0%	25.4%	63.2%	31.9%	31.4%	
5+	193	188	71	42	113	50	63	193
%V	6.2%	6.3%	7.1%	8.6%	6.0%	8.7%	4.8%	7.2%
%H (All HH)		97.4%	36.8%	21.8%	58.5%	25.9%	32.6%	100.0%
%H (TV HH)			37.8%	22.3%	60.1%	26.6%	33.5%	

Base: ITV 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

ITV North West

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	5836	2179	1073	3869	1527	2342	5281
%H		37.3%	18.4%	66.3%	26.2%	40.1%	90.5%
Under 20"	203	63	45	161	68	92	185
%V	3.5%	2.9%	4.2%	4.2%	4.5%	3.9%	3.5%
%H		31.0%	22.2%	79.3%	33.5%	45.3%	91.1%
20" - 29"	916	293	155	704	264	440	790
%V	15.7%	13.4%	14.4%	18.2%	17.3%	18.8%	15.0%
%H		32.0%	16.9%	76.9%	28.8%	48.0%	86.2%
30" - 39"	2056	731	352	1392	495	897	1811
%V	35.2%	33.5%	32.8%	36.0%	32.4%	38.3%	34.3%
%H		35.6%	17.1%	67.7%	24.1%	43.6%	88.1%
40" - 49"	1827	730	367	1128	476	652	1695
%V	31.3%	33.5%	34.2%	29.2%	31.2%	27.8%	32.1%
%H		40.0%	20.1%	61.7%	26.1%	35.7%	92.8%
50" - 59"	661	295	128	380	189	191	642
%V	11.3%	13.5%	11.9%	9.8%	12.4%	8.2%	12.2%
%H		44.6%	19.4%	57.5%	28.6%	28.9%	97.1%
60"+	90	44	14	55	27	27	90
%V	1.5%	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: ITV North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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	5836	2179	1073	3869	1527	2342	5281
%H		37.3%	18.4%	66.3%	26.2%	40.1%	90.5%
Main living room	2976	1003	495	1884	579	1306	2581
%V	51.0%	46.0%	46.1%	48.7%	37.9%	55.8%	48.9%
%H		33.7%	16.6%	63.3%	19.5%	43.9%	86.7%
Kitchen	225	106	40	174	92	82	215
%V	3.9%	4.9%	3.7%	4.5%	6.0%	3.5%	4.1%
%H		47.1%	17.8%	77.3%	40.9%	36.4%	95.6%
Adult's bedroom	1642	647	317	1118	494	624	1519
%V	28.1%	29.7%	29.5%	28.9%	32.4%	26.6%	28.8%
%H		39.4%	19.3%	68.1%	30.1%	38.0%	92.5%
Child's bedroom	300	126	66	199	107	92	294
%V	5.1%	5.8%	6.2%	5.1%	7.0%	3.9%	5.6%
%H		42.0%	22.0%	66.3%	35.7%	30.7%	98.0%
Other bedroom	289	114	63	205	96	109	280
%V	5.0%	5.2%	5.9%	5.3%	6.3%	4.7%	5.3%
%H		39.4%	21.8%	70.9%	33.2%	37.7%	96.9%
Second living/dining room	288	118	75	208	112	96	278
%V	4.9%	5.4%	7.0%	5.4%	7.3%	4.1%	5.3%
%H		41.0%	26.0%	72.2%	38.9%	33.3%	96.5%
Study/office	31	19	4	20	14	6	31
%V	0.5%	0.9%	0.4%	0.5%	0.9%	0.3%	0.6%
%H		61.3%	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	46	23	9	35	22	13	45
%V	0.8%	1.1%	0.8%	0.9%	1.4%	0.6%	0.9%
%H		50.0%	19.6%	76.1%	47.8%	28.3%	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: ITV North West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

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	5836	2179	1073	3869	1527	2342	5281
%H		37.3%	18.4%	66.3%	26.2%	40.1%	90.5%
PVR	2466	1488	703	1085	785	300	2350
%V	42.3%	68.3%	65.5%	28.0%	51.4%	12.8%	44.5%
%H		60.3%	28.5%	44.0%	31.8%	12.2%	95.3%
DVDR	16	3	2	15	3	12	13
%V	0.3%	0.1%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		18.8%	12.5%	93.8%	18.8%	75.0%	81.3%
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	2479	1488	703	1098	785	313	2359
%V	42.5%	68.3%	65.5%	28.4%	51.4%	13.4%	44.7%
%H		60.0%	28.4%	44.3%	31.7%	12.6%	95.2%

Base: ITV North West - 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	5836	2179	1073	3869	1527	2342	5281
%H		37.3%	18.4%	66.3%	26.2%	40.1%	90.5%
Receives HDTV (via STB or built-in reception)	3332	1593	613	2120	964	1156	3103
%V	57.1%	73.1%	57.1%	54.8%	63.1%	49.4%	58.8%
%H		47.8%	18.4%	63.6%	28.9%	34.7%	93.1%
DVD/Blu-ray player or recorder	1900	681	358	1306	533	773	1750
%V	32.6%	31.3%	33.4%	33.8%	34.9%	33.0%	33.1%
%H		35.8%	18.8%	68.7%	28.1%	40.7%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
ITV North West
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	2970	999	487	1883	576	1307	2572
%H		33.6%	16.4%	63.4%	19.4%	44.0%	86.6%
Under 20"	14	2	0	10	0	10	6
%V	0.5%	0.2%	0.0%	0.5%	0.0%	0.8%	0.2%
%H		14.3%	0.0%	71.4%	0.0%	71.4%	42.9%
20" - 29"	179	27	22	135	20	115	120
%V	6.0%	2.7%	4.5%	7.2%	3.5%	8.8%	4.7%
%H		15.1%	12.3%	75.4%	11.2%	64.2%	67.0%
30" - 39"	900	239	120	612	117	495	714
%V	30.3%	23.9%	24.6%	32.5%	20.3%	37.9%	27.8%
%H		26.6%	13.3%	68.0%	13.0%	55.0%	79.3%
40" - 49"	1255	467	233	771	281	490	1143
%V	42.3%	46.7%	47.8%	40.9%	48.8%	37.5%	44.4%
%H		37.2%	18.6%	61.4%	22.4%	39.0%	91.1%
50" - 59"	506	216	96	288	134	153	486
%V	17.0%	21.6%	19.7%	15.3%	23.3%	11.7%	18.9%
%H		42.7%	19.0%	56.9%	26.5%	30.2%	96.0%
60"+	68	33	11	40	20	20	68
%V	2.3%	3.3%	2.3%	2.1%	3.5%	1.5%	2.6%
%H		48.5%	16.2%	58.8%	29.4%	29.4%	100.0%
Don't know	49	15	6	27	4	23	35
%V	1.6%	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: ITV North 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 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	2970	999	487	1883	576	1307	2572
%H		33.6%	16.4%	63.4%	19.4%	44.0%	86.6%
PVR	1599	922	448	764	524	239	1501
%V	53.8%	92.3%	92.0%	40.6%	91.0%	18.3%	58.4%
%H		57.7%	28.0%	47.8%	32.8%	14.9%	93.9%
DVDR	13	3	2	12	3	9	10
%V	0.4%	0.3%	0.4%	0.6%	0.5%	0.7%	0.4%
%H		23.1%	15.4%	92.3%	23.1%	69.2%	76.9%
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	1606	922	448	772	524	247	1506
%V	54.1%	92.3%	92.0%	41.0%	91.0%	18.9%	58.6%
%H		57.4%	27.9%	48.1%	32.6%	15.4%	93.8%

Base: ITV North West - 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	2970	999	487	1883	576	1307	2572
%H		33.6%	16.4%	63.4%	19.4%	44.0%	86.6%
Receives HDTV (via STB or built-in reception)	2019	907	361	1285	521	764	1835
%V	68.0%	90.8%	74.1%	68.2%	90.5%	58.5%	71.3%
%H		44.9%	17.9%	63.6%	25.8%	37.8%	90.9%
DVD/Blu-ray player or recorder	1194	405	206	815	295	521	1064
%V	40.2%	40.5%	42.3%	43.3%	51.2%	39.9%	41.4%
%H		33.9%	17.3%	68.3%	24.7%	43.6%	89.1%

Base: ITV North 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 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	2866	1179	587	1986	951	1035	2709
%H		41.1%	20.5%	69.3%	33.2%	36.1%	94.5%
Under 20"	189	61	45	150	68	82	179
%V	6.6%	5.2%	7.7%	7.6%	7.2%	7.9%	6.6%
%H		32.3%	23.8%	79.4%	36.0%	43.4%	94.7%
20" - 29"	737	265	133	569	244	325	670
%V	25.7%	22.5%	22.7%	28.7%	25.7%	31.4%	24.7%
%H		36.0%	18.0%	77.2%	33.1%	44.1%	90.9%
30" - 39"	1157	492	232	780	379	402	1097
%V	40.4%	41.7%	39.5%	39.3%	39.9%	38.8%	40.5%
%H		42.5%	20.1%	67.4%	32.8%	34.7%	94.8%
40" - 49"	573	263	134	357	195	162	552
%V	20.0%	22.3%	22.8%	18.0%	20.5%	15.7%	20.4%
%H		45.9%	23.4%	62.3%	34.0%	28.3%	96.3%
50" - 59"	155	79	32	93	55	38	155
%V	5.4%	6.7%	5.5%	4.7%	5.8%	3.7%	5.7%
%H		51.0%	20.6%	60.0%	35.5%	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%	1.8%	1.2%
%H		17.6%	20.6%	64.7%	8.8%	55.9%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

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	2866	1179	587	1986	951	1035	2709
%H		41.1%	20.5%	69.3%	33.2%	36.1%	94.5%
PVR	867	566	254	321	260	61	849
%V	30.3%	48.0%	43.3%	16.2%	27.3%	5.9%	31.3%
%H		65.3%	29.3%	37.0%	30.0%	7.0%	97.9%
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	872	566	255	326	261	65	854
%V	30.4%	48.0%	43.4%	16.4%	27.4%	6.3%	31.5%
%H		64.9%	29.2%	37.4%	29.9%	7.5%	97.9%

Base: ITV North West - 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	2866	1179	587	1986	951	1035	2709
%H		41.1%	20.5%	69.3%	33.2%	36.1%	94.5%
Receives HDTV (via STB or built-in reception)	1313	685	252	835	443	392	1268
%V	45.8%	58.1%	42.9%	42.0%	46.6%	37.9%	46.8%
%H		52.2%	19.2%	63.6%	33.7%	29.9%	96.6%
DVD/Blu-ray player or recorder	706	275	152	491	239	252	686
%V	24.6%	23.3%	25.9%	24.7%	25.1%	24.3%	25.3%
%H		39.0%	21.5%	69.5%	33.9%	35.7%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

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	7140	6898	2514	1272	4069	1429	2640	6572
%H		96.6%	35.2%	17.8%	57.0%	20.0%	37.0%	92.0%
Total Children	1408	1365	515	244	685	240	445	1378
%V	19.7%	19.8%	20.5%	19.2%	16.8%	16.8%	16.9%	21.0%
%H		96.9%	36.6%	17.3%	48.7%	17.0%	31.6%	97.9%
0 - 3	324	312	115	41	131	35	96	316
%V	4.5%	4.5%	4.6%	3.2%	3.2%	2.4%	3.6%	4.8%
%H		96.3%	35.5%	12.7%	40.4%	10.8%	29.6%	97.5%
4 - 15	1084	1053	400	203	554	205	349	1062
%V	15.2%	15.3%	15.9%	16.0%	13.6%	14.3%	13.2%	16.2%
%H		97.1%	36.9%	18.7%	51.1%	18.9%	32.2%	98.0%
4 - 9	546	529	194	88	272	87	185	534
%V	7.6%	7.7%	7.7%	6.9%	6.7%	6.1%	7.0%	8.1%
%H		96.9%	35.5%	16.1%	49.8%	15.9%	33.9%	97.8%
10 - 15	538	524	205	115	282	118	164	528
%V	7.5%	7.6%	8.2%	9.0%	6.9%	8.3%	6.2%	8.0%
%H		97.4%	38.1%	21.4%	52.4%	21.9%	30.5%	98.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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	7140	6898	2514	1272	4069	1429	2640	6572
%H		96.6%	35.2%	17.8%	57.0%	20.0%	37.0%	92.0%
Total Adults (16+)	5731	5533	1999	1027	3384	1188	2195	5194
%V	80.3%	80.2%	79.5%	80.7%	83.2%	83.1%	83.1%	79.0%
%H		96.5%	34.9%	17.9%	59.0%	20.7%	38.3%	90.6%
16 - 19	281	273	114	68	152	68	83	273
%V	3.9%	4.0%	4.5%	5.3%	3.7%	4.8%	3.1%	4.2%
%H		97.2%	40.6%	24.2%	54.1%	24.2%	29.5%	97.2%
20 - 24	428	400	126	83	229	92	136	416
%V	6.0%	5.8%	5.0%	6.5%	5.6%	6.4%	5.2%	6.3%
%H		93.5%	29.4%	19.4%	53.5%	21.5%	31.8%	97.2%
25 - 34	968	895	313	137	442	140	302	939
%V	13.6%	13.0%	12.5%	10.8%	10.9%	9.8%	11.4%	14.3%
%H		92.5%	32.3%	14.2%	45.7%	14.5%	31.2%	97.0%
35 - 44	871	842	308	166	435	132	303	836
%V	12.2%	12.2%	12.3%	13.1%	10.7%	9.2%	11.5%	12.7%
%H		96.7%	35.4%	19.1%	49.9%	15.2%	34.8%	96.0%
45 - 54	955	928	377	192	569	243	326	914
%V	13.4%	13.5%	15.0%	15.1%	14.0%	17.0%	12.3%	13.9%
%H		97.2%	39.5%	20.1%	59.6%	25.4%	34.1%	95.7%
55 - 64	922	902	356	191	601	250	352	846
%V	12.9%	13.1%	14.2%	15.0%	14.8%	17.5%	13.3%	12.9%
%H		97.8%	38.6%	20.7%	65.2%	27.1%	38.2%	91.8%
65+	1306	1292	405	190	956	263	693	969
%V	18.3%	18.7%	16.1%	14.9%	23.5%	18.4%	26.3%	14.7%
%H		98.9%	31.0%	14.5%	73.2%	20.1%	53.1%	74.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	5731	5533	1999	1027	3384	1188	2195	5194
%H		96.5%	34.9%	17.9%	59.0%	20.7%	38.3%	90.6%
AB	1193	1157	517	199	713	324	390	1165
%V	20.8%	20.9%	25.9%	19.4%	21.1%	27.3%	17.8%	22.4%
%H		97.0%	43.3%	16.7%	59.8%	27.2%	32.7%	97.7%
C1	1587	1543	500	298	975	328	647	1501
%V	27.7%	27.9%	25.0%	29.0%	28.8%	27.6%	29.5%	28.9%
%H		97.2%	31.5%	18.8%	61.4%	20.7%	40.8%	94.6%
C2	1085	1061	430	247	628	279	349	1025
%V	18.9%	19.2%	21.5%	24.1%	18.6%	23.5%	15.9%	19.7%
%H		97.8%	39.6%	22.8%	57.9%	25.7%	32.2%	94.5%
D	1027	967	309	185	544	163	381	914
%V	17.9%	17.5%	15.5%	18.0%	16.1%	13.7%	17.4%	17.6%
%H		94.2%	30.1%	18.0%	53.0%	15.9%	37.1%	89.0%
E	838	805	243	98	524	95	428	589
%V	14.6%	14.5%	12.2%	9.5%	15.5%	8.0%	19.5%	11.3%
%H		96.1%	29.0%	11.7%	62.5%	11.3%	51.1%	70.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	5731	5533	1999	1027	3384	1188	2195	5194
%H		96.5%	34.9%	17.9%	59.0%	20.7%	38.3%	90.6%
Working full time	2804	2705	1073	550	1527	617	910	2732
%V	48.9%	48.9%	53.7%	53.6%	45.1%	51.9%	41.5%	52.6%
%H		96.5%	38.3%	19.6%	54.5%	22.0%	32.5%	97.4%
Working part time	466	447	152	100	261	104	158	449
%V	8.1%	8.1%	7.6%	9.7%	7.7%	8.8%	7.2%	8.6%
%H		95.9%	32.6%	21.5%	56.0%	22.3%	33.9%	96.4%
Not working	2456	2376	772	376	1592	467	1126	2009
%V	42.9%	42.9%	38.6%	36.6%	47.0%	39.3%	51.3%	38.7%
%H		96.7%	31.4%	15.3%	64.8%	19.0%	45.8%	81.8%
Houseperson	3096	2971	999	487	1883	576	1307	2669
%V	54.0%	53.7%	50.0%	47.4%	55.6%	48.5%	59.5%	51.4%
%H		96.0%	32.3%	15.7%	60.8%	18.6%	42.2%	86.2%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2806	2688	981	510	1629	579	1050	2550
%H		95.8%	35.0%	18.2%	58.1%	20.6%	37.4%	90.9%
16 - 19	147	143	62	32	85	39	46	144
%V	5.2%	5.3%	6.3%	6.3%	5.2%	6.7%	4.4%	5.6%
%H		97.3%	42.2%	21.8%	57.8%	26.5%	31.3%	98.0%
20 - 24	211	196	65	42	120	52	68	206
%V	7.5%	7.3%	6.6%	8.2%	7.4%	9.0%	6.5%	8.1%
%H		92.9%	30.8%	19.9%	56.9%	24.6%	32.2%	97.6%
25 - 34	486	446	151	68	226	73	153	472
%V	17.3%	16.6%	15.4%	13.3%	13.9%	12.6%	14.6%	18.5%
%H		91.8%	31.1%	14.0%	46.5%	15.0%	31.5%	97.1%
35 - 44	428	406	143	81	202	56	146	410
%V	15.3%	15.1%	14.6%	15.9%	12.4%	9.7%	13.9%	16.1%
%H		94.9%	33.4%	18.9%	47.2%	13.1%	34.1%	95.8%
45 - 54	467	455	185	95	277	114	163	440
%V	16.6%	16.9%	18.9%	18.6%	17.0%	19.7%	15.5%	17.3%
%H		97.4%	39.6%	20.3%	59.3%	24.4%	34.9%	94.2%
55 - 64	454	441	174	100	287	120	167	418
%V	16.2%	16.4%	17.7%	19.6%	17.6%	20.7%	15.9%	16.4%
%H		97.1%	38.3%	22.0%	63.2%	26.4%	36.8%	92.1%
65+	613	603	201	92	433	125	307	459
%V	21.8%	22.4%	20.5%	18.0%	26.6%	21.6%	29.2%	18.0%
%H		98.4%	32.8%	15.0%	70.6%	20.4%	50.1%	74.9%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2806	2688	981	510	1629	579	1050	2550
%H		95.8%	35.0%	18.2%	58.1%	20.6%	37.4%	90.9%
AB	590	569	256	106	347	164	183	581
%V	21.0%	21.2%	26.1%	20.8%	21.3%	28.3%	17.4%	22.8%
%H		96.4%	43.4%	18.0%	58.8%	27.8%	31.0%	98.5%
C1	729	707	224	143	444	147	297	697
%V	26.0%	26.3%	22.8%	28.0%	27.3%	25.4%	28.3%	27.3%
%H		97.0%	30.7%	19.6%	60.9%	20.2%	40.7%	95.6%
C2	578	563	226	123	338	143	196	543
%V	20.6%	20.9%	23.0%	24.1%	20.7%	24.7%	18.7%	21.3%
%H		97.4%	39.1%	21.3%	58.5%	24.7%	33.9%	93.9%
D	518	477	160	89	262	80	182	458
%V	18.5%	17.7%	16.3%	17.5%	16.1%	13.8%	17.3%	18.0%
%H		92.1%	30.9%	17.2%	50.6%	15.4%	35.1%	88.4%
E	391	371	115	49	238	46	192	271
%V	13.9%	13.8%	11.7%	9.6%	14.6%	7.9%	18.3%	10.6%
%H		94.9%	29.4%	12.5%	60.9%	11.8%	49.1%	69.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2806	2688	981	510	1629	579	1050	2550
%H		95.8%	35.0%	18.2%	58.1%	20.6%	37.4%	90.9%
Working full time	1605	1535	601	321	866	351	516	1569
%V	57.2%	57.1%	61.3%	62.9%	53.2%	60.6%	49.1%	61.5%
%H		95.6%	37.4%	20.0%	54.0%	21.9%	32.1%	97.8%
Working part time	124	115	40	24	67	23	43	115
%V	4.4%	4.3%	4.1%	4.7%	4.1%	4.0%	4.1%	4.5%
%H		92.7%	32.3%	19.4%	54.0%	18.5%	34.7%	92.7%
Not working	1074	1036	340	164	695	204	491	863
%V	38.3%	38.5%	34.7%	32.2%	42.7%	35.2%	46.8%	33.8%
%H		96.5%	31.7%	15.3%	64.7%	19.0%	45.7%	80.4%
Houseperson	871	800	225	137	498	111	387	691
%V	31.0%	29.8%	22.9%	26.9%	30.6%	19.2%	36.9%	27.1%
%H		91.8%	25.8%	15.7%	57.2%	12.7%	44.4%	79.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2925	2844	1017	517	1754	609	1145	2644
%H		97.2%	34.8%	17.7%	60.0%	20.8%	39.1%	90.4%
16 - 19	134	131	52	36	66	29	37	129
%V	4.6%	4.6%	5.1%	7.0%	3.8%	4.8%	3.2%	4.9%
%H		97.8%	38.8%	26.9%	49.3%	21.6%	27.6%	96.3%
20 - 24	217	204	60	42	109	40	69	210
%V	7.4%	7.2%	5.9%	8.1%	6.2%	6.6%	6.0%	7.9%
%H		94.0%	27.6%	19.4%	50.2%	18.4%	31.8%	96.8%
25 - 34	482	449	162	69	216	68	149	467
%V	16.5%	15.8%	15.9%	13.3%	12.3%	11.2%	13.0%	17.7%
%H		93.2%	33.6%	14.3%	44.8%	14.1%	30.9%	96.9%
35 - 44	443	436	165	85	233	76	157	426
%V	15.1%	15.3%	16.2%	16.4%	13.3%	12.5%	13.7%	16.1%
%H		98.4%	37.2%	19.2%	52.6%	17.2%	35.4%	96.2%
45 - 54	488	474	192	96	292	129	163	475
%V	16.7%	16.7%	18.9%	18.6%	16.6%	21.2%	14.2%	18.0%
%H		97.1%	39.3%	19.7%	59.8%	26.4%	33.4%	97.3%
55 - 64	469	461	182	91	314	129	185	428
%V	16.0%	16.2%	17.9%	17.6%	17.9%	21.2%	16.2%	16.2%
%H		98.3%	38.8%	19.4%	67.0%	27.5%	39.4%	91.3%
65+	693	689	204	97	523	138	385	510
%V	23.7%	24.2%	20.1%	18.8%	29.8%	22.7%	33.6%	19.3%
%H		99.4%	29.4%	14.0%	75.5%	19.9%	55.6%	73.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2925	2844	1017	517	1754	609	1145	2644
%H		97.2%	34.8%	17.7%	60.0%	20.8%	39.1%	90.4%
AB	603	588	262	93	366	159	207	584
%V	20.6%	20.7%	25.8%	18.0%	20.9%	26.1%	18.1%	22.1%
%H		97.5%	43.4%	15.4%	60.7%	26.4%	34.3%	96.8%
C1	858	836	276	155	531	181	349	804
%V	29.3%	29.4%	27.1%	30.0%	30.3%	29.7%	30.5%	30.4%
%H		97.4%	32.2%	18.1%	61.9%	21.1%	40.7%	93.7%
C2	507	498	204	124	290	136	154	482
%V	17.3%	17.5%	20.1%	24.0%	16.5%	22.3%	13.4%	18.2%
%H		98.2%	40.2%	24.5%	57.2%	26.8%	30.4%	95.1%
D	509	490	148	96	282	83	199	456
%V	17.4%	17.2%	14.6%	18.6%	16.1%	13.6%	17.4%	17.2%
%H		96.3%	29.1%	18.9%	55.4%	16.3%	39.1%	89.6%
E	447	433	127	49	286	50	236	319
%V	15.3%	15.2%	12.5%	9.5%	16.3%	8.2%	20.6%	12.1%
%H		96.9%	28.4%	11.0%	64.0%	11.2%	52.8%	71.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West

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+)	2925	2844	1017	517	1754	609	1145	2644
%H		97.2%	34.8%	17.7%	60.0%	20.8%	39.1%	90.4%
Working full time	1199	1170	473	229	660	266	394	1162
%V	41.0%	41.1%	46.5%	44.3%	37.6%	43.7%	34.4%	43.9%
%H		97.6%	39.4%	19.1%	55.0%	22.2%	32.9%	96.9%
Working part time	342	332	112	75	195	80	115	334
%V	11.7%	11.7%	11.0%	14.5%	11.1%	13.1%	10.0%	12.6%
%H		97.1%	32.7%	21.9%	57.0%	23.4%	33.6%	97.7%
Not working	1382	1340	432	213	897	263	635	1146
%V	47.2%	47.1%	42.5%	41.2%	51.1%	43.2%	55.5%	43.3%
%H		97.0%	31.3%	15.4%	64.9%	19.0%	45.9%	82.9%
Houseperson	2225	2170	774	349	1385	464	921	1979
%V	76.1%	76.3%	76.1%	67.5%	79.0%	76.2%	80.4%	74.8%
%H		97.5%	34.8%	15.7%	62.2%	20.9%	41.4%	88.9%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
AB	511	499	224	53	347	140	207	496
%V	18.2%	18.5%	23.3%	17.8%	17.2%	20.3%	15.6%	20.4%
%H (All HH)		97.7%	43.8%	10.4%	67.9%	27.4%	40.5%	97.1%
%H (TV HH)			44.9%	10.6%	69.5%	28.1%	41.5%	
C1	846	813	281	103	628	232	396	788
%V	30.2%	30.2%	29.2%	34.7%	31.2%	33.6%	29.9%	32.3%
%H (All HH)		96.1%	33.2%	12.2%	74.2%	27.4%	46.8%	93.1%
%H (TV HH)			34.6%	12.7%	77.2%	28.5%	48.7%	
C2	610	604	231	75	460	184	277	536
%V	21.8%	22.4%	24.0%	25.3%	22.9%	26.7%	20.9%	22.0%
%H (All HH)		99.0%	37.9%	12.3%	75.4%	30.2%	45.4%	87.9%
%H (TV HH)			38.2%	12.4%	76.2%	30.5%	45.9%	
D	507	471	147	42	338	84	254	423
%V	18.1%	17.5%	15.3%	14.1%	16.8%	12.2%	19.2%	17.4%
%H (All HH)		92.9%	29.0%	8.3%	66.7%	16.6%	50.1%	83.4%
%H (TV HH)			31.2%	8.9%	71.8%	17.8%	53.9%	
E	327	304	78	24	241	51	190	194
%V	11.7%	11.3%	8.1%	8.1%	12.0%	7.4%	14.4%	8.0%
%H (All HH)		93.0%	23.9%	7.3%	73.7%	15.6%	58.1%	59.3%
%H (TV HH)			25.7%	7.9%	79.3%	16.8%	62.5%	

Base: ITV Yorkshire - 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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ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Under 25	127	100	26	10	64	20	45	120
%V	4.5%	3.7%	2.7%	3.4%	3.2%	2.9%	3.4%	4.9%
%H (All HH)		78.7%	20.5%	7.9%	50.4%	15.7%	35.4%	94.5%
%H (TV HH)			26.0%	10.0%	64.0%	20.0%	45.0%	
25 - 34	438	413	139	54	256	79	178	426
%V	15.6%	15.3%	14.5%	18.2%	12.7%	11.4%	13.5%	17.5%
%H (All HH)		94.3%	31.7%	12.3%	58.4%	18.0%	40.6%	97.3%
%H (TV HH)			33.7%	13.1%	62.0%	19.1%	43.1%	
35 - 44	439	425	176	61	281	127	154	427
%V	15.7%	15.8%	18.3%	20.5%	14.0%	18.4%	11.6%	17.5%
%H (All HH)		96.8%	40.1%	13.9%	64.0%	28.9%	35.1%	97.3%
%H (TV HH)			41.4%	14.4%	66.1%	29.9%	36.2%	
45 - 54	480	463	196	62	352	154	197	467
%V	17.1%	17.2%	20.4%	20.9%	17.5%	22.3%	14.9%	19.2%
%H (All HH)		96.5%	40.8%	12.9%	73.3%	32.1%	41.0%	97.3%
%H (TV HH)			42.3%	13.4%	76.0%	33.3%	42.5%	
55 - 64	510	499	203	53	376	142	234	462
%V	18.2%	18.5%	21.1%	17.8%	18.7%	20.6%	17.7%	19.0%
%H (All HH)		97.8%	39.8%	10.4%	73.7%	27.8%	45.9%	90.6%
%H (TV HH)			40.7%	10.6%	75.4%	28.5%	46.9%	
65 +	807	792	221	57	683	169	514	536
%V	28.8%	29.4%	23.0%	19.2%	33.9%	24.5%	38.9%	22.0%
%H (All HH)		98.1%	27.4%	7.1%	84.6%	20.9%	63.7%	66.4%
%H (TV HH)			27.9%	7.2%	86.2%	21.3%	64.9%	

Base: ITV Yorkshire - 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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ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
1	882	834	213	61	675	139	536	606
%V	31.5%	31.0%	22.2%	20.5%	33.5%	20.1%	40.5%	24.9%
%H (All HH)		94.6%	24.1%	6.9%	76.5%	15.8%	60.8%	68.7%
%H (TV HH)			25.5%	7.3%	80.9%	16.7%	64.3%	
2	1008	990	361	108	757	279	479	936
%V	36.0%	36.8%	37.6%	36.4%	37.6%	40.4%	36.2%	38.4%
%H (All HH)		98.2%	35.8%	10.7%	75.1%	27.7%	47.5%	92.9%
%H (TV HH)			36.5%	10.9%	76.5%	28.2%	48.4%	
3	380	371	161	62	240	110	130	367
%V	13.6%	13.8%	16.8%	20.9%	11.9%	15.9%	9.8%	15.1%
%H (All HH)		97.6%	42.4%	16.3%	63.2%	28.9%	34.2%	96.6%
%H (TV HH)			43.4%	16.7%	64.7%	29.6%	35.0%	
4	356	334	148	49	236	113	123	352
%V	12.7%	12.4%	15.4%	16.5%	11.7%	16.4%	9.3%	14.4%
%H (All HH)		93.8%	41.6%	13.8%	66.3%	31.7%	34.6%	98.9%
%H (TV HH)			44.3%	14.7%	70.7%	33.8%	36.8%	
5+	176	162	78	18	105	50	55	175
%V	6.3%	6.0%	8.1%	6.1%	5.2%	7.2%	4.2%	7.2%
%H (All HH)		92.0%	44.3%	10.2%	59.7%	28.4%	31.3%	99.4%
%H (TV HH)			48.1%	11.1%	64.8%	30.9%	34.0%	
Average HH size	2.30	2.29	2.54	2.54	2.20	2.54	2.02	2.45

Base: ITV Yorkshire - 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

ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Without	2109	2024	676	203	1572	498	1074	1751
%V	75.3%	75.2%	70.3%	68.4%	78.1%	72.2%	81.2%	71.9%
%H (All HH)		96.0%	32.1%	9.6%	74.5%	23.6%	50.9%	83.0%
%H (TV HH)			33.4%	10.0%	77.7%	24.6%	53.1%	
With	692	668	286	94	441	193	249	685
%V	24.7%	24.8%	29.8%	31.6%	21.9%	28.0%	18.8%	28.1%
%H (All HH)		96.5%	41.3%	13.6%	63.7%	27.9%	36.0%	99.0%
%H (TV HH)			42.8%	14.1%	66.0%	28.9%	37.3%	
0 - 3	254	241	94	33	156	60	97	251
%V	9.1%	9.0%	9.8%	11.1%	7.7%	8.7%	7.3%	10.3%
%H (All HH)		94.9%	37.0%	13.0%	61.4%	23.6%	38.2%	98.8%
%H (TV HH)			39.0%	13.7%	64.7%	24.9%	40.2%	
4 - 9	369	348	151	53	219	98	122	365
%V	13.2%	12.9%	15.7%	17.8%	10.9%	14.2%	9.2%	15.0%
%H (All HH)		94.3%	40.9%	14.4%	59.3%	26.6%	33.1%	98.9%
%H (TV HH)			43.4%	15.2%	62.9%	28.2%	35.1%	
10 - 15	349	341	157	43	231	108	122	347
%V	12.5%	12.7%	16.3%	14.5%	11.5%	15.7%	9.2%	14.2%
%H (All HH)		97.7%	45.0%	12.3%	66.2%	30.9%	35.0%	99.4%
%H (TV HH)			46.0%	12.6%	67.7%	31.7%	35.8%	

Base: ITV Yorkshire - 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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ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
1	1112	1112	263	109	805	131	674	891
%V	39.7%	41.3%	27.4%	36.7%	40.0%	19.0%	50.9%	36.6%
%H (All HH)		100.0%	23.7%	9.8%	72.4%	11.8%	60.6%	80.1%
%H (TV HH)			23.7%	9.8%	72.4%	11.8%	60.6%	
2	861	861	341	106	637	258	378	765
%V	30.7%	32.0%	35.5%	35.7%	31.6%	37.4%	28.6%	31.4%
%H (All HH)		100.0%	39.6%	12.3%	74.0%	30.0%	43.9%	88.9%
%H (TV HH)			39.6%	12.3%	74.0%	30.0%	43.9%	
3	440	440	198	49	358	176	182	418
%V	15.7%	16.3%	20.6%	16.5%	17.8%	25.5%	13.8%	17.2%
%H (All HH)		100.0%	45.0%	11.1%	81.4%	40.0%	41.4%	95.0%
%H (TV HH)			45.0%	11.1%	81.4%	40.0%	41.4%	
4	172	172	88	22	137	74	63	168
%V	6.1%	6.4%	9.2%	7.4%	6.8%	10.7%	4.8%	6.9%
%H (All HH)		100.0%	51.2%	12.8%	79.7%	43.0%	36.6%	97.7%
%H (TV HH)			51.2%	12.8%	79.7%	43.0%	36.6%	
5+	107	107	71	10	77	52	24	107
%V	3.8%	4.0%	7.4%	3.4%	3.8%	7.5%	1.8%	4.4%
%H (All HH)		100.0%	66.4%	9.3%	72.0%	48.6%	22.4%	100.0%
%H (TV HH)			66.4%	9.3%	72.0%	48.6%	22.4%	

Base: ITV Yorkshire - 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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ITV Yorkshire

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	2801	2692	961	297	2013	690	1323	2436
%V (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Under 20"	188	188	73	18	158	65	93	165
%V	6.7%	7.0%	7.6%	6.1%	7.8%	9.4%	7.0%	6.8%
%H (All HH)		100.0%	38.8%	9.6%	84.0%	34.6%	49.5%	87.8%
%H (TV HH)			38.8%	9.6%	84.0%	34.6%	49.5%	
20" - 29"	669	669	244	75	555	217	338	571
%V	23.9%	24.9%	25.4%	25.3%	27.6%	31.4%	25.5%	23.4%
%H (All HH)		100.0%	36.5%	11.2%	83.0%	32.4%	50.5%	85.4%
%H (TV HH)			36.5%	11.2%	83.0%	32.4%	50.5%	
30" - 39"	1290	1290	482	156	993	377	616	1141
%V	46.1%	47.9%	50.2%	52.5%	49.3%	54.6%	46.6%	46.8%
%H (All HH)		100.0%	37.4%	12.1%	77.0%	29.2%	47.8%	88.4%
%H (TV HH)			37.4%	12.1%	77.0%	29.2%	47.8%	
40" - 49"	1505	1505	606	176	1124	461	663	1384
%V	53.7%	55.9%	63.1%	59.3%	55.8%	66.8%	50.1%	56.8%
%H (All HH)		100.0%	40.3%	11.7%	74.7%	30.6%	44.1%	92.0%
%H (TV HH)			40.3%	11.7%	74.7%	30.6%	44.1%	
50" - 59"	586	586	307	59	398	197	201	567
%V	20.9%	21.8%	31.9%	19.9%	19.8%	28.6%	15.2%	23.3%
%H (All HH)		100.0%	52.4%	10.1%	67.9%	33.6%	34.3%	96.8%
%H (TV HH)			52.4%	10.1%	67.9%	33.6%	34.3%	
60"+	94	94	43	17	54	28	26	94
%V	3.4%	3.5%	4.5%	5.7%	2.7%	4.1%	2.0%	3.9%
%H (All HH)		100.0%	45.7%	18.1%	57.4%	29.8%	27.7%	100.0%
%H (TV HH)			45.7%	18.1%	57.4%	29.8%	27.7%	

Base: ITV Yorkshire - 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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ITV Yorkshire

Household level data

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	2801	2692	961	297	2013	690	1323	2436
%V (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Main living room	2673	2673	958	297	2000	690	1309	2331
%V	95.4%	99.3%	99.7%	100.0%	99.4%	100.0%	98.9%	95.7%
%H (All HH)		100.0%	35.8%	11.1%	74.8%	25.8%	49.0%	87.2%
%H (TV HH)			35.8%	11.1%	74.8%	25.8%	49.0%	
Kitchen	299	299	162	22	246	130	115	283
%V	10.7%	11.1%	16.9%	7.4%	12.2%	18.8%	8.7%	11.6%
%H (All HH)		100.0%	54.2%	7.4%	82.3%	43.5%	38.5%	94.6%
%H (TV HH)			54.2%	7.4%	82.3%	43.5%	38.5%	
Adult's bedroom	1167	1167	514	134	906	425	481	1078
%V	41.7%	43.4%	53.5%	45.1%	45.0%	61.6%	36.4%	44.3%
%H (All HH)		100.0%	44.0%	11.5%	77.6%	36.4%	41.2%	92.4%
%H (TV HH)			44.0%	11.5%	77.6%	36.4%	41.2%	
Child's bedroom	288	288	142	34	200	99	101	287
%V	10.3%	10.7%	14.8%	11.4%	9.9%	14.3%	7.6%	11.8%
%H (All HH)		100.0%	49.3%	11.8%	69.4%	34.4%	35.1%	99.7%
%H (TV HH)			49.3%	11.8%	69.4%	34.4%	35.1%	
Other bedroom	193	193	101	16	150	74	76	182
%V	6.9%	7.2%	10.5%	5.4%	7.5%	10.7%	5.7%	7.5%
%H (All HH)		100.0%	52.3%	8.3%	77.7%	38.3%	39.4%	94.3%
%H (TV HH)			52.3%	8.3%	77.7%	38.3%	39.4%	
Second living/dining room	272	272	125	40	221	117	103	251
%V	9.7%	10.1%	13.0%	13.5%	11.0%	17.0%	7.8%	10.3%
%H (All HH)		100.0%	46.0%	14.7%	81.3%	43.0%	37.9%	92.3%
%H (TV HH)			46.0%	14.7%	81.3%	43.0%	37.9%	
Study/office	45	45	23	4	32	13	19	44
%V	1.6%	1.7%	2.4%	1.3%	1.6%	1.9%	1.4%	1.8%
%H (All HH)		100.0%	51.1%	8.9%	71.1%	28.9%	42.2%	97.8%
%H (TV HH)			51.1%	8.9%	71.1%	28.9%	42.2%	
TV room	12	12	6	2	8	6	2	12
%V	0.4%	0.4%	0.6%	0.7%	0.4%	0.9%	0.2%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	50.0%	16.7%	
Conservatory	83	83	38	6	68	29	39	78
%V	3.0%	3.1%	4.0%	2.0%	3.4%	4.2%	2.9%	3.2%
%H (All HH)		100.0%	45.8%	7.2%	81.9%	34.9%	47.0%	94.0%
%H (TV HH)			45.8%	7.2%	81.9%	34.9%	47.0%	
Attic or loft room	4	4	2	2	2	2	0	4
%V	0.1%	0.1%	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%	0.1%	0.1%	0.3%	0.1%	0.1%	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%	0.8%	1.7%	0.6%	1.6%	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: ITV Yorkshire - 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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ITV Yorkshire

Household level data

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Any DSAT provider	961	961	961	7	539	539	0	921
%V	34.3%	35.7%	100.0%	2.4%	26.8%	78.1%	0.0%	37.8%
%H (All HH)			100.0%	0.7%	56.1%	56.1%	0.0%	95.8%
%H (TV HH)			100.0%	0.7%	56.1%	56.1%	0.0%	
Sky with subscription	829	829	829	3	468	468	0	801
%V	29.6%	30.8%	86.3%	1.0%	23.2%	67.8%	0.0%	32.9%
%H (All HH)			100.0%	0.4%	56.5%	56.5%	0.0%	96.6%
%H (TV HH)			100.0%	0.4%	56.5%	56.5%	0.0%	
Sky without subscription	30	30	30	0	14	14	0	25
%V	1.1%	1.1%	3.1%	0.0%	0.7%	2.0%	0.0%	1.0%
%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	85	85	85	0	49	49	0	78
%V	3.0%	3.2%	8.8%	0.0%	2.4%	7.1%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	57.6%	57.6%	0.0%	91.8%
%H (TV HH)			100.0%	0.0%	57.6%	57.6%	0.0%	
Other satellite provider	59	59	59	5	30	30	0	56
%V	2.1%	2.2%	6.1%	1.7%	1.5%	4.3%	0.0%	2.3%
%H (All HH)			100.0%	8.5%	50.8%	50.8%	0.0%	94.9%
%H (TV HH)			100.0%	8.5%	50.8%	50.8%	0.0%	
DCAB	297	297	7	297	157	157	0	283
%V	10.6%	11.0%	0.7%	100.0%	7.8%	22.8%	0.0%	11.6%
%H (All HH)			2.4%	100.0%	52.9%	52.9%	0.0%	95.3%
%H (TV HH)			2.4%	100.0%	52.9%	52.9%	0.0%	
DTT	2013	2013	539	157	2013	690	1323	1700
%V	71.9%	74.8%	56.1%	52.9%	100.0%	100.0%	100.0%	69.8%
%H (All HH)		100.0%	26.8%	7.8%	100.0%	34.3%	65.7%	84.5%
%H (TV HH)			26.8%	7.8%	100.0%	34.3%	65.7%	

Base: ITV Yorkshire - 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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ITV Yorkshire

Household level data

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
PVR	1426	1426	846	275	944	634	310	1362
%V	50.9%	53.0%	88.0%	92.6%	46.9%	91.9%	23.4%	55.9%
%H (All HH)		100.0%	59.3%	19.3%	66.2%	44.5%	21.7%	95.5%
%H (TV HH)			59.3%	19.3%	66.2%	44.5%	21.7%	
DVDR	7	7	2	1	6	3	3	7
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.4%	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%	0.3%	0.1%	0.3%	0.3%	0.1%	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	1434	1434	846	275	952	634	318	1370
%V	51.2%	53.3%	88.0%	92.6%	47.3%	91.9%	24.0%	56.2%
%H (All HH)		100.0%	59.0%	19.2%	66.4%	44.2%	22.2%	95.5%
%H (TV HH)			59.0%	19.2%	66.4%	44.2%	22.2%	
Receives HDTV (via STB or built-in reception)	1837	1837	797	255	1393	603	790	1693
%V	65.6%	68.2%	82.9%	85.9%	69.2%	87.4%	59.7%	69.5%
%H (All HH)		100.0%	43.4%	13.9%	75.8%	32.8%	43.0%	92.2%
%H (TV HH)			43.4%	13.9%	75.8%	32.8%	43.0%	
DVD/Blu-ray player or recorder	1582	1582	618	178	1190	470	720	1448
%V	56.5%	58.8%	64.3%	59.9%	59.1%	68.1%	54.4%	59.4%
%H (All HH)		100.0%	39.1%	11.3%	75.2%	29.7%	45.5%	91.5%
%H (TV HH)			39.1%	11.3%	75.2%	29.7%	45.5%	

Base: ITV Yorkshire - 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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ITV Yorkshire

Household level data

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	2801	2692	961	297	2013	690	1323	2436
%H (All HH)		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%
%H (TV HH)			35.7%	11.0%	74.8%	25.6%	49.1%	
Has broadband internet	2436	2349	921	283	1700	658	1042	2436
%V	87.0%	87.3%	95.8%	95.3%	84.5%	95.4%	78.8%	100.0%
%H (All HH)		96.4%	37.8%	11.6%	69.8%	27.0%	42.8%	100.0%
%H (TV HH)			39.2%	12.0%	72.4%	28.0%	44.4%	
Number of computers (PCs and laptops)								
0	569	533	95	36	457	71	386	227
%V	20.3%	19.8%	9.9%	12.1%	22.7%	10.3%	29.2%	9.3%
%H (All HH)		93.7%	16.7%	6.3%	80.3%	12.5%	67.8%	39.9%
%H (TV HH)			17.8%	6.8%	85.7%	13.3%	72.4%	
1	829	794	278	80	581	185	396	811
%V	29.6%	29.5%	28.9%	26.9%	28.9%	26.8%	29.9%	33.3%
%H (All HH)		95.8%	33.5%	9.7%	70.1%	22.3%	47.8%	97.8%
%H (TV HH)			35.0%	10.1%	73.2%	23.3%	49.9%	
2	672	658	257	86	477	185	292	669
%V	24.0%	24.4%	26.7%	29.0%	23.7%	26.8%	22.1%	27.5%
%H (All HH)		97.9%	38.2%	12.8%	71.0%	27.5%	43.5%	99.6%
%H (TV HH)			39.1%	13.1%	72.5%	28.1%	44.4%	
3	359	351	164	55	244	125	119	358
%V	12.8%	13.0%	17.1%	18.5%	12.1%	18.1%	9.0%	14.7%
%H (All HH)		97.8%	45.7%	15.3%	68.0%	34.8%	33.1%	99.7%
%H (TV HH)			46.7%	15.7%	69.5%	35.6%	33.9%	
4	185	177	87	14	135	67	69	185
%V	6.6%	6.6%	9.1%	4.7%	6.7%	9.7%	5.2%	7.6%
%H (All HH)		95.7%	47.0%	7.6%	73.0%	36.2%	37.3%	100.0%
%H (TV HH)			49.2%	7.9%	76.3%	37.9%	39.0%	
5+	186	179	80	25	118	57	62	185
%V	6.6%	6.6%	8.3%	8.4%	5.9%	8.3%	4.7%	7.6%
%H (All HH)		96.2%	43.0%	13.4%	63.4%	30.6%	33.3%	99.5%
%H (TV HH)			44.7%	14.0%	65.9%	31.8%	34.6%	

Base: ITV Yorkshire - 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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ITV Yorkshire

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	5425	2278	619	4119	1758	2361	4931
%H		42.0%	11.4%	75.9%	32.4%	43.5%	90.9%
Under 20"	210	82	20	174	71	103	185
%V	3.9%	3.6%	3.2%	4.2%	4.0%	4.4%	3.8%
%H		39.0%	9.5%	82.9%	33.8%	49.0%	88.1%
20" - 29"	852	319	93	717	292	425	736
%V	15.7%	14.0%	15.0%	17.4%	16.6%	18.0%	14.9%
%H		37.4%	10.9%	84.2%	34.3%	49.9%	86.4%
30" - 39"	1661	663	205	1264	514	749	1494
%V	30.6%	29.1%	33.1%	30.7%	29.2%	31.7%	30.3%
%H		39.9%	12.3%	76.1%	30.9%	45.1%	89.9%
40" - 49"	1831	777	214	1363	588	775	1699
%V	33.8%	34.1%	34.6%	33.1%	33.4%	32.8%	34.5%
%H		42.4%	11.7%	74.4%	32.1%	42.3%	92.8%
50" - 59"	665	354	62	457	231	226	645
%V	12.3%	15.5%	10.0%	11.1%	13.1%	9.6%	13.1%
%H		53.2%	9.3%	68.7%	34.7%	34.0%	97.0%
60"+	103	48	20	58	32	26	103
%V	1.9%	2.1%	3.2%	1.4%	1.8%	1.1%	2.1%
%H		46.6%	19.4%	56.3%	31.1%	25.2%	100.0%
Don't know	101	35	5	86	31	56	68
%V	1.9%	1.5%	0.8%	2.1%	1.8%	2.4%	1.4%
%H		34.7%	5.0%	85.1%	30.7%	55.4%	67.3%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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	5425	2278	619	4119	1758	2361	4931
%H		42.0%	11.4%	75.9%	32.4%	43.5%	90.9%
Main living room	2692	966	300	2013	696	1318	2349
%V	49.6%	42.4%	48.5%	48.9%	39.6%	55.8%	47.6%
%H		35.9%	11.1%	74.8%	25.9%	49.0%	87.3%
Kitchen	299	162	22	246	130	115	283
%V	5.5%	7.1%	3.6%	6.0%	7.4%	4.9%	5.7%
%H		54.2%	7.4%	82.3%	43.5%	38.5%	94.6%
Adult's bedroom	1369	623	165	1061	522	539	1273
%V	25.2%	27.3%	26.7%	25.8%	29.7%	22.8%	25.8%
%H		45.5%	12.1%	77.5%	38.1%	39.4%	93.0%
Child's bedroom	388	191	51	270	137	133	386
%V	7.2%	8.4%	8.2%	6.6%	7.8%	5.6%	7.8%
%H		49.2%	13.1%	69.6%	35.3%	34.3%	99.5%
Other bedroom	234	129	21	174	89	85	223
%V	4.3%	5.7%	3.4%	4.2%	5.1%	3.6%	4.5%
%H		55.1%	9.0%	74.4%	38.0%	36.3%	95.3%
Second living/dining room	280	129	41	226	120	106	260
%V	5.2%	5.7%	6.6%	5.5%	6.8%	4.5%	5.3%
%H		46.1%	14.6%	80.7%	42.9%	37.9%	92.9%
Study/office	45	23	4	32	13	19	44
%V	0.8%	1.0%	0.6%	0.8%	0.7%	0.8%	0.9%
%H		51.1%	8.9%	71.1%	28.9%	42.2%	97.8%
TV room	12	6	2	8	6	2	12
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	16.7%	66.7%	50.0%	16.7%	100.0%
Conservatory	83	38	6	68	29	39	78
%V	1.5%	1.7%	1.0%	1.7%	1.6%	1.7%	1.6%
%H		45.8%	7.2%	81.9%	34.9%	47.0%	94.0%
Attic or loft room	4	2	2	2	2	0	4
%V	0.1%	0.1%	0.3%	0.0%	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%	0.0%	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%	0.3%	0.7%	0.1%	0.3%
%H		47.1%	35.3%	82.4%	70.6%	11.8%	94.1%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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	5425	2278	619	4119	1758	2361	4931
%H		42.0%	11.4%	75.9%	32.4%	43.5%	90.9%
PVR	2048	1350	369	1239	898	341	1974
%V	37.8%	59.3%	59.6%	30.1%	51.1%	14.4%	40.0%
%H		65.9%	18.0%	60.5%	43.8%	16.7%	96.4%
DVDR	7	2	1	6	3	3	7
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%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	2059	1352	369	1249	900	350	1984
%V	38.0%	59.4%	59.6%	30.3%	51.2%	14.8%	40.2%
%H		65.7%	17.9%	60.7%	43.7%	17.0%	96.4%

Base: ITV Yorkshire - 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	5425	2278	619	4119	1758	2361	4931
%H		42.0%	11.4%	75.9%	32.4%	43.5%	90.9%
Receives HDTV (via STB or built-in reception)	3097	1490	399	2347	1129	1218	2900
%V	57.1%	65.4%	64.5%	57.0%	64.2%	51.6%	58.8%
%H		48.1%	12.9%	75.8%	36.5%	39.3%	93.6%
DVD/Blu-ray player or recorder	2099	843	253	1579	654	925	1930
%V	38.7%	37.0%	40.9%	38.3%	37.2%	39.2%	39.1%
%H		40.2%	12.1%	75.2%	31.2%	44.1%	91.9%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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	2692	961	297	2013	690	1323	2349
%H		35.7%	11.0%	74.8%	25.6%	49.1%	87.3%
Under 20"	8	4	2	6	3	3	7
%V	0.3%	0.4%	0.7%	0.3%	0.4%	0.2%	0.3%
%H		50.0%	25.0%	75.0%	37.5%	37.5%	87.5%
20" - 29"	129	22	8	104	11	93	82
%V	4.8%	2.3%	2.7%	5.2%	1.6%	7.0%	3.5%
%H		17.1%	6.2%	80.6%	8.5%	72.1%	63.6%
30" - 39"	630	153	78	496	121	375	502
%V	23.4%	15.9%	26.3%	24.6%	17.5%	28.3%	21.4%
%H		24.3%	12.4%	78.7%	19.2%	59.5%	79.7%
40" - 49"	1250	458	140	945	346	600	1131
%V	46.4%	47.7%	47.1%	46.9%	50.1%	45.4%	48.1%
%H		36.6%	11.2%	75.6%	27.7%	48.0%	90.5%
50" - 59"	528	276	51	358	175	183	508
%V	19.6%	28.7%	17.2%	17.8%	25.4%	13.8%	21.6%
%H		52.3%	9.7%	67.8%	33.1%	34.7%	96.2%
60"+	82	36	16	49	25	24	82
%V	3.0%	3.7%	5.4%	2.4%	3.6%	1.8%	3.5%
%H		43.9%	19.5%	59.8%	30.5%	29.3%	100.0%
Don't know	64	13	2	56	11	45	37
%V	2.4%	1.4%	0.7%	2.8%	1.6%	3.4%	1.6%
%H		20.3%	3.1%	87.5%	17.2%	70.3%	57.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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	2692	961	297	2013	690	1323	2349
%H		35.7%	11.0%	74.8%	25.6%	49.1%	87.3%
PVR	1392	829	270	913	614	299	1330
%V	51.7%	86.3%	90.9%	45.4%	89.0%	22.6%	56.6%
%H		59.6%	19.4%	65.6%	44.1%	21.5%	95.5%
DVDR	7	2	1	6	3	3	7
%V	0.3%	0.2%	0.3%	0.3%	0.4%	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%	0.1%	0.4%	0.3%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
Any recorder	1398	829	270	920	614	305	1337
%V	51.9%	86.3%	90.9%	45.7%	89.0%	23.1%	56.9%
%H		59.3%	19.3%	65.8%	43.9%	21.8%	95.6%

Base: ITV Yorkshire - 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	2692	961	297	2013	690	1323	2349
%H		35.7%	11.0%	74.8%	25.6%	49.1%	87.3%
Receives HDTV (via STB or built-in reception)	1778	756	250	1338	562	776	1636
%V	66.0%	78.7%	84.2%	66.5%	81.4%	58.7%	69.6%
%H		42.5%	14.1%	75.3%	31.6%	43.6%	92.0%
DVD/Blu-ray player or recorder	1370	512	156	1040	397	643	1241
%V	50.9%	53.3%	52.5%	51.7%	57.5%	48.6%	52.8%
%H		37.4%	11.4%	75.9%	29.0%	46.9%	90.6%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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	2733	1317	322	2105	1067	1038	2582
%H		48.2%	11.8%	77.0%	39.0%	38.0%	94.5%
Under 20"	202	79	19	168	69	99	179
%V	7.4%	6.0%	5.9%	8.0%	6.5%	9.5%	6.9%
%H		39.1%	9.4%	83.2%	34.2%	49.0%	88.6%
20" - 29"	723	297	85	613	281	333	654
%V	26.5%	22.6%	26.4%	29.1%	26.3%	32.1%	25.3%
%H		41.1%	11.8%	84.8%	38.9%	46.1%	90.5%
30" - 39"	1031	510	127	768	394	374	992
%V	37.7%	38.7%	39.4%	36.5%	36.9%	36.0%	38.4%
%H		49.5%	12.3%	74.5%	38.2%	36.3%	96.2%
40" - 49"	582	319	74	418	242	175	568
%V	21.3%	24.2%	23.0%	19.9%	22.7%	16.9%	22.0%
%H		54.8%	12.7%	71.8%	41.6%	30.1%	97.6%
50" - 59"	137	78	10	99	56	43	137
%V	5.0%	5.9%	3.1%	4.7%	5.2%	4.1%	5.3%
%H		56.9%	7.3%	72.3%	40.9%	31.4%	100.0%
60"+	21	11	4	9	7	3	21
%V	0.8%	0.8%	1.2%	0.4%	0.7%	0.3%	0.8%
%H		52.4%	19.0%	42.9%	33.3%	14.3%	100.0%
Don't know	37	22	2	30	20	11	31
%V	1.4%	1.7%	0.6%	1.4%	1.9%	1.1%	1.2%
%H		59.5%	5.4%	81.1%	54.1%	29.7%	83.8%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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	2733	1317	322	2105	1067	1038	2582
%H		48.2%	11.8%	77.0%	39.0%	38.0%	94.5%
PVR	657	521	99	326	284	42	643
%V	24.0%	39.6%	30.7%	15.5%	26.6%	4.0%	24.9%
%H		79.3%	15.1%	49.6%	43.2%	6.4%	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%	0.0%	0.0%	0.1%	0.1%
%H		0.0%	33.3%	33.3%	0.0%	33.3%	100.0%
Any recorder	660	523	99	330	285	44	647
%V	24.1%	39.7%	30.7%	15.7%	26.7%	4.2%	25.1%
%H		79.2%	15.0%	50.0%	43.2%	6.7%	98.0%

Base: ITV Yorkshire - 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	2733	1317	322	2105	1067	1038	2582
%H		48.2%	11.8%	77.0%	39.0%	38.0%	94.5%
Receives HDTV (via STB or built-in reception)	1318	734	149	1010	567	443	1263
%V	48.2%	55.7%	46.3%	48.0%	53.1%	42.7%	48.9%
%H		55.7%	11.3%	76.6%	43.0%	33.6%	95.8%
DVD/Blu-ray player or recorder	729	330	97	539	258	282	689
%V	26.7%	25.1%	30.1%	25.6%	24.2%	27.2%	26.7%
%H		45.3%	13.3%	73.9%	35.4%	38.7%	94.5%

Base: ITV Yorkshire - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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	6435	6155	2436	754	4425	1754	2671	5957
%H		95.6%	37.9%	11.7%	68.8%	27.3%	41.5%	92.6%
Total Children	1259	1206	516	158	797	348	449	1250
%V	19.6%	19.6%	21.2%	21.0%	18.0%	19.8%	16.8%	21.0%
%H		95.8%	41.0%	12.5%	63.3%	27.6%	35.7%	99.3%
0 - 3	297	283	110	38	186	70	116	294
%V	4.6%	4.6%	4.5%	5.0%	4.2%	4.0%	4.3%	4.9%
%H		95.3%	37.0%	12.8%	62.6%	23.6%	39.1%	99.0%
4 - 15	961	923	407	119	611	278	333	956
%V	14.9%	15.0%	16.7%	15.8%	13.8%	15.8%	12.5%	16.0%
%H		96.0%	42.4%	12.4%	63.6%	28.9%	34.7%	99.5%
4 - 9	498	468	209	60	300	136	164	495
%V	7.7%	7.6%	8.6%	8.0%	6.8%	7.8%	6.1%	8.3%
%H		94.0%	42.0%	12.0%	60.2%	27.3%	32.9%	99.4%
10 - 15	463	455	198	60	311	143	169	461
%V	7.2%	7.4%	8.1%	8.0%	7.0%	8.2%	6.3%	7.7%
%H		98.3%	42.8%	13.0%	67.2%	30.9%	36.5%	99.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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	6435	6155	2436	754	4425	1754	2671	5957
%H		95.6%	37.9%	11.7%	68.8%	27.3%	41.5%	92.6%
Total Adults (16+)	5177	4949	1920	596	3628	1406	2222	4707
%V	80.5%	80.4%	78.8%	79.0%	82.0%	80.2%	83.2%	79.0%
%H		95.6%	37.1%	11.5%	70.1%	27.2%	42.9%	90.9%
16 - 19	238	220	103	35	149	76	73	234
%V	3.7%	3.6%	4.2%	4.6%	3.4%	4.3%	2.7%	3.9%
%H		92.4%	43.3%	14.7%	62.6%	31.9%	30.7%	98.3%
20 - 24	422	353	131	47	239	99	140	407
%V	6.6%	5.7%	5.4%	6.2%	5.4%	5.6%	5.2%	6.8%
%H		83.6%	31.0%	11.1%	56.6%	23.5%	33.2%	96.4%
25 - 34	871	825	308	107	526	195	331	852
%V	13.5%	13.4%	12.6%	14.2%	11.9%	11.1%	12.4%	14.3%
%H		94.7%	35.4%	12.3%	60.4%	22.4%	38.0%	97.8%
35 - 44	778	743	317	108	497	228	269	757
%V	12.1%	12.1%	13.0%	14.3%	11.2%	13.0%	10.1%	12.7%
%H		95.5%	40.7%	13.9%	63.9%	29.3%	34.6%	97.3%
45 - 54	812	787	349	112	586	278	308	792
%V	12.6%	12.8%	14.3%	14.9%	13.2%	15.8%	11.5%	13.3%
%H		96.9%	43.0%	13.8%	72.2%	34.2%	37.9%	97.5%
55 - 64	829	809	339	86	604	237	367	763
%V	12.9%	13.1%	13.9%	11.4%	13.6%	13.5%	13.7%	12.8%
%H		97.6%	40.9%	10.4%	72.9%	28.6%	44.3%	92.0%
65+	1226	1212	373	100	1027	293	734	902
%V	19.1%	19.7%	15.3%	13.3%	23.2%	16.7%	27.5%	15.1%
%H		98.9%	30.4%	8.2%	83.8%	23.9%	59.9%	73.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	5177	4949	1920	596	3628	1406	2222	4707
%H		95.6%	37.1%	11.5%	70.1%	27.2%	42.9%	90.9%
AB	979	960	439	110	664	281	382	960
%V	18.9%	19.4%	22.9%	18.5%	18.3%	20.0%	17.2%	20.4%
%H		98.1%	44.8%	11.2%	67.8%	28.7%	39.0%	98.1%
C1	1653	1561	579	214	1186	487	699	1577
%V	31.9%	31.5%	30.2%	35.9%	32.7%	34.6%	31.5%	33.5%
%H		94.4%	35.0%	12.9%	71.7%	29.5%	42.3%	95.4%
C2	1161	1155	491	151	861	393	468	1065
%V	22.4%	23.3%	25.6%	25.3%	23.7%	28.0%	21.1%	22.6%
%H		99.5%	42.3%	13.0%	74.2%	33.9%	40.3%	91.7%
D	963	883	300	85	612	170	442	838
%V	18.6%	17.8%	15.6%	14.3%	16.9%	12.1%	19.9%	17.8%
%H		91.7%	31.2%	8.8%	63.6%	17.7%	45.9%	87.0%
E	421	390	110	35	305	75	231	268
%V	8.1%	7.9%	5.7%	5.9%	8.4%	5.3%	10.4%	5.7%
%H		92.6%	26.1%	8.3%	72.4%	17.8%	54.9%	63.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	5177	4949	1920	596	3628	1406	2222	4707
%H		95.6%	37.1%	11.5%	70.1%	27.2%	42.9%	90.9%
Working full time	2360	2282	985	318	1574	692	882	2312
%V	45.6%	46.1%	51.3%	53.4%	43.4%	49.2%	39.7%	49.1%
%H		96.7%	41.7%	13.5%	66.7%	29.3%	37.4%	98.0%
Working part time	582	562	220	75	409	175	234	563
%V	11.2%	11.4%	11.5%	12.6%	11.3%	12.4%	10.5%	12.0%
%H		96.6%	37.8%	12.9%	70.3%	30.1%	40.2%	96.7%
Not working	2217	2087	709	199	1638	539	1099	1816
%V	42.8%	42.2%	36.9%	33.4%	45.1%	38.3%	49.5%	38.6%
%H		94.1%	32.0%	9.0%	73.9%	24.3%	49.6%	81.9%
Houseperson	2801	2692	961	297	2013	690	1323	2436
%V	54.1%	54.4%	50.1%	49.8%	55.5%	49.1%	59.5%	51.8%
%H		96.1%	34.3%	10.6%	71.9%	24.6%	47.2%	87.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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+)	2540	2396	928	290	1744	679	1065	2299
%H		94.3%	36.5%	11.4%	68.7%	26.7%	41.9%	90.5%
16 - 19	123	108	53	19	70	39	31	121
%V	4.8%	4.5%	5.7%	6.6%	4.0%	5.7%	2.9%	5.3%
%H		87.8%	43.1%	15.4%	56.9%	31.7%	25.2%	98.4%
20 - 24	213	173	58	26	117	49	68	200
%V	8.4%	7.2%	6.3%	9.0%	6.7%	7.2%	6.4%	8.7%
%H		81.2%	27.2%	12.2%	54.9%	23.0%	31.9%	93.9%
25 - 34	436	414	156	50	262	91	171	425
%V	17.2%	17.3%	16.8%	17.2%	15.0%	13.4%	16.1%	18.5%
%H		95.0%	35.8%	11.5%	60.1%	20.9%	39.2%	97.5%
35 - 44	382	358	153	47	242	111	131	365
%V	15.0%	14.9%	16.5%	16.2%	13.9%	16.3%	12.3%	15.9%
%H		93.7%	40.1%	12.3%	63.4%	29.1%	34.3%	95.5%
45 - 54	400	381	168	57	275	130	145	388
%V	15.7%	15.9%	18.1%	19.7%	15.8%	19.1%	13.6%	16.9%
%H		95.3%	42.0%	14.3%	68.8%	32.5%	36.3%	97.0%
55 - 64	404	389	157	35	300	110	190	363
%V	15.9%	16.2%	16.9%	12.1%	17.2%	16.2%	17.8%	15.8%
%H		96.3%	38.9%	8.7%	74.3%	27.2%	47.0%	89.9%
65+	582	573	184	56	478	148	330	437
%V	22.9%	23.9%	19.8%	19.3%	27.4%	21.8%	31.0%	19.0%
%H		98.5%	31.6%	9.6%	82.1%	25.4%	56.7%	75.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	2540	2396	928	290	1744	679	1065	2299
%H		94.3%	36.5%	11.4%	68.7%	26.7%	41.9%	90.5%
AB	477	467	206	57	328	138	190	469
%V	18.8%	19.5%	22.2%	19.7%	18.8%	20.3%	17.8%	20.4%
%H		97.9%	43.2%	11.9%	68.8%	28.9%	39.8%	98.3%
C1	801	740	281	104	563	240	323	768
%V	31.5%	30.9%	30.3%	35.9%	32.3%	35.3%	30.3%	33.4%
%H		92.4%	35.1%	13.0%	70.3%	30.0%	40.3%	95.9%
C2	607	602	254	73	442	193	250	548
%V	23.9%	25.1%	27.4%	25.2%	25.3%	28.4%	23.5%	23.8%
%H		99.2%	41.8%	12.0%	72.8%	31.8%	41.2%	90.3%
D	485	433	148	45	289	83	206	414
%V	19.1%	18.1%	15.9%	15.5%	16.6%	12.2%	19.3%	18.0%
%H		89.3%	30.5%	9.3%	59.6%	17.1%	42.5%	85.4%
E	170	155	39	13	122	26	96	99
%V	6.7%	6.5%	4.2%	4.5%	7.0%	3.8%	9.0%	4.3%
%H		91.2%	22.9%	7.6%	71.8%	15.3%	56.5%	58.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	2540	2396	928	290	1744	679	1065	2299
%H		94.3%	36.5%	11.4%	68.7%	26.7%	41.9%	90.5%
Working full time	1438	1379	599	185	962	424	538	1400
%V	56.6%	57.6%	64.5%	63.8%	55.2%	62.4%	50.5%	60.9%
%H		95.9%	41.7%	12.9%	66.9%	29.5%	37.4%	97.4%
Working part time	154	142	51	18	95	36	59	140
%V	6.1%	5.9%	5.5%	6.2%	5.4%	5.3%	5.5%	6.1%
%H		92.2%	33.1%	11.7%	61.7%	23.4%	38.3%	90.9%
Not working	943	869	278	86	685	219	466	754
%V	37.1%	36.3%	30.0%	29.7%	39.3%	32.3%	43.8%	32.8%
%H		92.2%	29.5%	9.1%	72.6%	23.2%	49.4%	80.0%
Houseperson	642	595	172	54	461	122	339	489
%V	25.3%	24.8%	18.5%	18.6%	26.4%	18.0%	31.8%	21.3%
%H		92.7%	26.8%	8.4%	71.8%	19.0%	52.8%	76.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	2636	2553	991	306	1884	727	1157	2408
%H		96.9%	37.6%	11.6%	71.5%	27.6%	43.9%	91.4%
16 - 19	115	112	50	16	79	37	42	114
%V	4.4%	4.4%	5.0%	5.2%	4.2%	5.1%	3.6%	4.7%
%H		97.4%	43.5%	13.9%	68.7%	32.2%	36.5%	99.1%
20 - 24	209	180	73	21	122	49	72	207
%V	7.9%	7.1%	7.4%	6.9%	6.5%	6.7%	6.2%	8.6%
%H		86.1%	34.9%	10.0%	58.4%	23.4%	34.4%	99.0%
25 - 34	435	411	152	57	265	104	161	427
%V	16.5%	16.1%	15.3%	18.6%	14.1%	14.3%	13.9%	17.7%
%H		94.5%	34.9%	13.1%	60.9%	23.9%	37.0%	98.2%
35 - 44	396	385	165	61	255	117	138	391
%V	15.0%	15.1%	16.6%	19.9%	13.5%	16.1%	11.9%	16.2%
%H		97.2%	41.7%	15.4%	64.4%	29.5%	34.8%	98.7%
45 - 54	412	406	181	55	311	148	163	404
%V	15.6%	15.9%	18.3%	18.0%	16.5%	20.4%	14.1%	16.8%
%H		98.5%	43.9%	13.3%	75.5%	35.9%	39.6%	98.1%
55 - 64	425	420	182	51	304	127	177	400
%V	16.1%	16.5%	18.4%	16.7%	16.1%	17.5%	15.3%	16.6%
%H		98.8%	42.8%	12.0%	71.5%	29.9%	41.6%	94.1%
65+	644	639	189	44	549	145	404	465
%V	24.4%	25.0%	19.1%	14.4%	29.1%	19.9%	34.9%	19.3%
%H		99.2%	29.3%	6.8%	85.2%	22.5%	62.7%	72.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	2636	2553	991	306	1884	727	1157	2408
%H		96.9%	37.6%	11.6%	71.5%	27.6%	43.9%	91.4%
AB	502	493	233	53	335	143	192	491
%V	19.0%	19.3%	23.5%	17.3%	17.8%	19.7%	16.6%	20.4%
%H		98.2%	46.4%	10.6%	66.7%	28.5%	38.2%	97.8%
C1	852	821	298	110	623	247	376	809
%V	32.3%	32.2%	30.1%	35.9%	33.1%	34.0%	32.5%	33.6%
%H		96.4%	35.0%	12.9%	73.1%	29.0%	44.1%	95.0%
C2	554	553	237	79	419	201	218	516
%V	21.0%	21.7%	23.9%	25.8%	22.2%	27.6%	18.8%	21.4%
%H		99.8%	42.8%	14.3%	75.6%	36.3%	39.4%	93.1%
D	478	451	152	41	324	87	236	423
%V	18.1%	17.7%	15.3%	13.4%	17.2%	12.0%	20.4%	17.6%
%H		94.4%	31.8%	8.6%	67.8%	18.2%	49.4%	88.5%
E	250	235	71	23	183	49	134	169
%V	9.5%	9.2%	7.2%	7.5%	9.7%	6.7%	11.6%	7.0%
%H		94.0%	28.4%	9.2%	73.2%	19.6%	53.6%	67.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire

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+)	2636	2553	991	306	1884	727	1157	2408
%H		96.9%	37.6%	11.6%	71.5%	27.6%	43.9%	91.4%
Working full time	923	903	386	133	612	269	344	912
%V	35.0%	35.4%	39.0%	43.5%	32.5%	37.0%	29.7%	37.9%
%H		97.8%	41.8%	14.4%	66.3%	29.1%	37.3%	98.8%
Working part time	428	420	170	57	314	139	175	423
%V	16.2%	16.5%	17.2%	18.6%	16.7%	19.1%	15.1%	17.6%
%H		98.1%	39.7%	13.3%	73.4%	32.5%	40.9%	98.8%
Not working	1274	1218	431	113	953	320	634	1062
%V	48.3%	47.7%	43.5%	36.9%	50.6%	44.0%	54.8%	44.1%
%H		95.6%	33.8%	8.9%	74.8%	25.1%	49.8%	83.4%
Houseperson	2159	2097	789	243	1552	569	984	1947
%V	81.9%	82.1%	79.6%	79.4%	82.4%	78.3%	85.0%	80.9%
%H		97.1%	36.5%	11.3%	71.9%	26.4%	45.6%	90.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
AB	309	302	137	44	228	115	113	292
%V	24.7%	25.0%	30.2%	24.3%	26.0%	33.0%	21.4%	26.4%
%H (All HH)		97.7%	44.3%	14.2%	73.8%	37.2%	36.6%	94.5%
%H (TV HH)			45.4%	14.6%	75.5%	38.1%	37.4%	
C1	348	334	129	57	230	100	130	329
%V	27.9%	27.6%	28.4%	31.5%	26.2%	28.7%	24.6%	29.7%
%H (All HH)		96.0%	37.1%	16.4%	66.1%	28.7%	37.4%	94.5%
%H (TV HH)			38.6%	17.1%	68.9%	29.9%	38.9%	
C2	229	227	91	32	157	61	96	209
%V	18.3%	18.8%	20.0%	17.7%	17.9%	17.5%	18.2%	18.9%
%H (All HH)		99.1%	39.7%	14.0%	68.6%	26.6%	41.9%	91.3%
%H (TV HH)			40.1%	14.1%	69.2%	26.9%	42.3%	
D	218	211	58	34	162	50	112	182
%V	17.5%	17.5%	12.8%	18.8%	18.5%	14.3%	21.2%	16.4%
%H (All HH)		96.8%	26.6%	15.6%	74.3%	22.9%	51.4%	83.5%
%H (TV HH)			27.5%	16.1%	76.8%	23.7%	53.1%	
E	144	134	39	14	99	23	77	95
%V	11.5%	11.1%	8.6%	7.7%	11.3%	6.6%	14.6%	8.6%
%H (All HH)		93.1%	27.1%	9.7%	68.8%	16.0%	53.5%	66.0%
%H (TV HH)			29.1%	10.4%	73.9%	17.2%	57.5%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%V (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
Under 25	45	43	7	4	26	6	20	45
%V	3.6%	3.6%	1.5%	2.2%	3.0%	1.7%	3.8%	4.1%
%H (All HH)		95.6%	15.6%	8.9%	57.8%	13.3%	44.4%	100.0%
%H (TV HH)			16.3%	9.3%	60.5%	14.0%	46.5%	
25 - 34	178	161	68	20	89	42	47	173
%V	14.3%	13.3%	15.0%	11.0%	10.1%	12.0%	8.9%	15.6%
%H (All HH)		90.4%	38.2%	11.2%	50.0%	23.6%	26.4%	97.2%
%H (TV HH)			42.2%	12.4%	55.3%	26.1%	29.2%	
35 - 44	195	189	92	36	125	70	55	189
%V	15.6%	15.6%	20.3%	19.9%	14.3%	20.1%	10.4%	17.1%
%H (All HH)		96.9%	47.2%	18.5%	64.1%	35.9%	28.2%	96.9%
%H (TV HH)			48.7%	19.0%	66.1%	37.0%	29.1%	
45 - 54	215	203	86	34	144	64	81	210
%V	17.2%	16.8%	18.9%	18.8%	16.4%	18.3%	15.3%	19.0%
%H (All HH)		94.4%	40.0%	15.8%	67.0%	29.8%	37.7%	97.7%
%H (TV HH)			42.4%	16.7%	70.9%	31.5%	39.9%	
55 - 64	242	241	87	38	194	81	113	231
%V	19.4%	20.0%	19.2%	21.0%	22.1%	23.2%	21.4%	20.9%
%H (All HH)		99.6%	36.0%	15.7%	80.2%	33.5%	46.7%	95.5%
%H (TV HH)			36.1%	15.8%	80.5%	33.6%	46.9%	
65 +	375	372	114	49	297	86	211	258
%V	30.0%	30.8%	25.1%	27.1%	33.9%	24.6%	40.0%	23.3%
%H (All HH)		99.2%	30.4%	13.1%	79.2%	22.9%	56.3%	68.8%
%H (TV HH)			30.6%	13.2%	79.8%	23.1%	56.7%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
1	412	392	110	52	310	87	224	309
%V	33.0%	32.5%	24.2%	28.7%	35.3%	24.9%	42.4%	27.9%
%H (All HH)		95.1%	26.7%	12.6%	75.2%	21.1%	54.4%	75.0%
%H (TV HH)			28.1%	13.3%	79.1%	22.2%	57.1%	
2	462	450	178	70	336	146	190	431
%V	37.0%	37.3%	39.2%	38.7%	38.3%	41.8%	36.0%	38.9%
%H (All HH)		97.4%	38.5%	15.2%	72.7%	31.6%	41.1%	93.3%
%H (TV HH)			39.6%	15.6%	74.7%	32.4%	42.2%	
3	181	175	75	30	115	58	56	176
%V	14.5%	14.5%	16.5%	16.6%	13.1%	16.6%	10.6%	15.9%
%H (All HH)		96.7%	41.4%	16.6%	63.5%	32.0%	30.9%	97.2%
%H (TV HH)			42.9%	17.1%	65.7%	33.1%	32.0%	
4	123	123	63	17	78	35	44	123
%V	9.8%	10.2%	13.9%	9.4%	8.9%	10.0%	8.3%	11.1%
%H (All HH)		100.0%	51.2%	13.8%	63.4%	28.5%	35.8%	100.0%
%H (TV HH)			51.2%	13.8%	63.4%	28.5%	35.8%	
5+	70	68	28	12	38	24	14	67
%V	5.6%	5.6%	6.2%	6.6%	4.3%	6.9%	2.7%	6.1%
%H (All HH)		97.1%	40.0%	17.1%	54.3%	34.3%	20.0%	95.7%
%H (TV HH)			41.2%	17.6%	55.9%	35.3%	20.6%	
Average HH size	2.21	2.22	2.41	2.29	2.09	2.34	1.93	2.31

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
Without	965	930	320	136	710	261	449	825
%V	77.3%	77.0%	70.5%	75.1%	81.0%	74.8%	85.0%	74.5%
%H (All HH)		96.4%	33.2%	14.1%	73.6%	27.0%	46.5%	85.5%
%H (TV HH)			34.4%	14.6%	76.3%	28.1%	48.3%	
With	283	279	135	45	167	88	79	282
%V	22.7%	23.1%	29.7%	24.9%	19.0%	25.2%	15.0%	25.5%
%H (All HH)		98.6%	47.7%	15.9%	59.0%	31.1%	27.9%	99.6%
%H (TV HH)			48.4%	16.1%	59.9%	31.5%	28.3%	
0 - 3	99	99	36	14	61	27	34	99
%V	7.9%	8.2%	7.9%	7.7%	7.0%	7.7%	6.4%	8.9%
%H (All HH)		100.0%	36.4%	14.1%	61.6%	27.3%	34.3%	100.0%
%H (TV HH)			36.4%	14.1%	61.6%	27.3%	34.3%	
4 - 9	145	141	69	19	85	43	41	144
%V	11.6%	11.7%	15.2%	10.5%	9.7%	12.3%	7.8%	13.0%
%H (All HH)		97.2%	47.6%	13.1%	58.6%	29.7%	28.3%	99.3%
%H (TV HH)			48.9%	13.5%	60.3%	30.5%	29.1%	
10 - 15	144	143	76	26	81	48	33	143
%V	11.5%	11.8%	16.7%	14.4%	9.2%	13.8%	6.3%	12.9%
%H (All HH)		99.3%	52.8%	18.1%	56.3%	33.3%	22.9%	99.3%
%H (TV HH)			53.1%	18.2%	56.6%	33.6%	23.1%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
1	430	430	116	55	295	61	233	333
%V	34.4%	35.6%	25.6%	30.4%	33.6%	17.5%	44.1%	30.1%
%H (All HH)		100.0%	27.0%	12.8%	68.6%	14.2%	54.2%	77.4%
%H (TV HH)			27.0%	12.8%	68.6%	14.2%	54.2%	
2	405	405	170	65	291	127	165	372
%V	32.4%	33.5%	37.4%	35.9%	33.2%	36.4%	31.3%	33.6%
%H (All HH)		100.0%	42.0%	16.0%	71.9%	31.4%	40.7%	91.9%
%H (TV HH)			42.0%	16.0%	71.9%	31.4%	40.7%	
3	225	225	93	41	176	95	81	220
%V	18.0%	18.6%	20.5%	22.7%	20.1%	27.2%	15.3%	19.9%
%H (All HH)		100.0%	41.3%	18.2%	78.2%	42.2%	36.0%	97.8%
%H (TV HH)			41.3%	18.2%	78.2%	42.2%	36.0%	
4	101	101	50	15	77	41	36	97
%V	8.1%	8.4%	11.0%	8.3%	8.8%	11.7%	6.8%	8.8%
%H (All HH)		100.0%	49.5%	14.9%	76.2%	40.6%	35.6%	96.0%
%H (TV HH)			49.5%	14.9%	76.2%	40.6%	35.6%	
5+	47	47	26	5	38	25	13	47
%V	3.8%	3.9%	5.7%	2.8%	4.3%	7.2%	2.5%	4.2%
%H (All HH)		100.0%	55.3%	10.6%	80.9%	53.2%	27.7%	100.0%
%H (TV HH)			55.3%	10.6%	80.9%	53.2%	27.7%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%V (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
Under 20"	100	100	34	8	89	33	55	92
%V	8.0%	8.3%	7.5%	4.4%	10.1%	9.5%	10.4%	8.3%
%H (All HH)		100.0%	34.0%	8.0%	89.0%	33.0%	55.0%	92.0%
%H (TV HH)			34.0%	8.0%	89.0%	33.0%	55.0%	
20" - 29"	328	328	136	48	264	130	134	297
%V	26.3%	27.2%	30.0%	26.5%	30.1%	37.2%	25.4%	26.8%
%H (All HH)		100.0%	41.5%	14.6%	80.5%	39.6%	40.9%	90.5%
%H (TV HH)			41.5%	14.6%	80.5%	39.6%	40.9%	
30" - 39"	580	580	206	77	447	167	279	517
%V	46.4%	48.0%	45.4%	42.5%	51.0%	47.9%	52.8%	46.7%
%H (All HH)		100.0%	35.5%	13.3%	77.1%	28.8%	48.1%	89.1%
%H (TV HH)			35.5%	13.3%	77.1%	28.8%	48.1%	
40" - 49"	639	639	256	112	455	203	253	585
%V	51.2%	52.9%	56.4%	61.9%	51.9%	58.2%	47.9%	52.8%
%H (All HH)		100.0%	40.1%	17.5%	71.2%	31.8%	39.6%	91.5%
%H (TV HH)			40.1%	17.5%	71.2%	31.8%	39.6%	
50" - 59"	341	341	170	53	222	117	105	328
%V	27.3%	28.2%	37.4%	29.3%	25.3%	33.5%	19.9%	29.6%
%H (All HH)		100.0%	49.9%	15.5%	65.1%	34.3%	30.8%	96.2%
%H (TV HH)			49.9%	15.5%	65.1%	34.3%	30.8%	
60"+	55	55	30	11	34	23	11	53
%V	4.4%	4.6%	6.6%	6.1%	3.9%	6.6%	2.1%	4.8%
%H (All HH)		100.0%	54.5%	20.0%	61.8%	41.8%	20.0%	96.4%
%H (TV HH)			54.5%	20.0%	61.8%	41.8%	20.0%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%V (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
Main living room	1199	1199	451	181	869	346	523	1061
%V	96.0%	99.3%	99.3%	100.0%	99.1%	99.1%	99.1%	95.8%
%H (All HH)		100.0%	37.6%	15.1%	72.5%	28.9%	43.6%	88.5%
%H (TV HH)			37.6%	15.1%	72.5%	28.9%	43.6%	
Kitchen	150	150	69	18	129	70	59	143
%V	12.0%	12.4%	15.2%	9.9%	14.7%	20.1%	11.2%	12.9%
%H (All HH)		100.0%	46.0%	12.0%	86.0%	46.7%	39.3%	95.3%
%H (TV HH)			46.0%	12.0%	86.0%	46.7%	39.3%	
Adult's bedroom	598	598	261	94	447	223	224	567
%V	47.9%	49.5%	57.5%	51.9%	51.0%	63.9%	42.4%	51.2%
%H (All HH)		100.0%	43.6%	15.7%	74.7%	37.3%	37.5%	94.8%
%H (TV HH)			43.6%	15.7%	74.7%	37.3%	37.5%	
Child's bedroom	120	120	65	20	74	44	30	120
%V	9.6%	9.9%	14.3%	11.0%	8.4%	12.6%	5.7%	10.8%
%H (All HH)		100.0%	54.2%	16.7%	61.7%	36.7%	25.0%	100.0%
%H (TV HH)			54.2%	16.7%	61.7%	36.7%	25.0%	
Other bedroom	153	153	67	27	124	66	58	147
%V	12.2%	12.7%	14.8%	14.9%	14.1%	18.9%	11.0%	13.3%
%H (All HH)		100.0%	43.8%	17.6%	81.0%	43.1%	37.9%	96.1%
%H (TV HH)			43.8%	17.6%	81.0%	43.1%	37.9%	
Second living/dining room	114	114	55	14	84	41	43	107
%V	9.1%	9.4%	12.1%	7.7%	9.6%	11.7%	8.1%	9.7%
%H (All HH)		100.0%	48.2%	12.3%	73.7%	36.0%	37.7%	93.9%
%H (TV HH)			48.2%	12.3%	73.7%	36.0%	37.7%	
Study/office	28	28	8	6	26	12	14	28
%V	2.2%	2.3%	1.8%	3.3%	3.0%	3.4%	2.7%	2.5%
%H (All HH)		100.0%	28.6%	21.4%	92.9%	42.9%	50.0%	100.0%
%H (TV HH)			28.6%	21.4%	92.9%	42.9%	50.0%	
TV room	4	4	1	0	4	1	3	4
%V	0.3%	0.3%	0.2%	0.0%	0.5%	0.3%	0.6%	0.4%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
Conservatory	34	34	14	8	31	20	11	32
%V	2.7%	2.8%	3.1%	4.4%	3.5%	5.7%	2.1%	2.9%
%H (All HH)		100.0%	41.2%	23.5%	91.2%	58.8%	32.4%	94.1%
%H (TV HH)			41.2%	23.5%	91.2%	58.8%	32.4%	
Attic or loft room	4	4	3	1	2	2	0	4
%V	0.3%	0.3%	0.7%	0.6%	0.2%	0.6%	0.0%	0.4%
%H (All HH)		100.0%	75.0%	25.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			75.0%	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	8	2	11	8	4	13
%V	1.1%	1.2%	1.8%	1.1%	1.3%	2.3%	0.8%	1.2%
%H (All HH)		100.0%	57.1%	14.3%	78.6%	57.1%	28.6%	92.9%
%H (TV HH)			57.1%	14.3%	78.6%	57.1%	28.6%	

Base: ITV North 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

ITV North East

Household level data

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
Any DSAT provider	454	454	454	12	250	250	0	436
%V	36.3%	37.6%	100.0%	6.6%	28.5%	71.6%	0.0%	39.4%
%H (All HH)			100.0%	2.6%	55.1%	55.1%	0.0%	96.0%
%H (TV HH)			100.0%	2.6%	55.1%	55.1%	0.0%	
Sky with subcription	382	382	382	5	209	209	0	368
%V	30.6%	31.6%	84.1%	2.8%	23.8%	59.9%	0.0%	33.2%
%H (All HH)			100.0%	1.3%	54.7%	54.7%	0.0%	96.3%
%H (TV HH)			100.0%	1.3%	54.7%	54.7%	0.0%	
Sky without subcription	12	12	12	2	5	5	0	10
%V	1.0%	1.0%	2.6%	1.1%	0.6%	1.4%	0.0%	0.9%
%H (All HH)			100.0%	16.7%	41.7%	41.7%	0.0%	83.3%
%H (TV HH)			100.0%	16.7%	41.7%	41.7%	0.0%	
Freesat	57	57	57	1	33	33	0	55
%V	4.6%	4.7%	12.6%	0.6%	3.8%	9.5%	0.0%	5.0%
%H (All HH)			100.0%	1.8%	57.9%	57.9%	0.0%	96.5%
%H (TV HH)			100.0%	1.8%	57.9%	57.9%	0.0%	
Other satellite provider	21	21	21	5	9	9	0	21
%V	1.7%	1.7%	4.6%	2.8%	1.0%	2.6%	0.0%	1.9%
%H (All HH)			100.0%	23.8%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	23.8%	42.9%	42.9%	0.0%	
DCAB	181	181	12	181	104	104	0	178
%V	14.5%	15.0%	2.6%	100.0%	11.9%	29.8%	0.0%	16.1%
%H (All HH)			6.6%	100.0%	57.5%	57.5%	0.0%	98.3%
%H (TV HH)			6.6%	100.0%	57.5%	57.5%	0.0%	
DTT	877	877	250	104	877	349	528	752
%V	70.2%	72.6%	55.1%	57.5%	100.0%	100.0%	100.0%	67.9%
%H (All HH)		100.0%	28.5%	11.9%	100.0%	39.8%	60.2%	85.7%
%H (TV HH)			28.5%	11.9%	100.0%	39.8%	60.2%	

Base: ITV North 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

ITV North East

Household level data

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	1249	1208	454	181	877	349	528	1107
%H (All HH)		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (TV HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
PVR	729	729	426	171	471	330	142	693
%V	58.4%	60.3%	93.8%	94.5%	53.7%	94.6%	26.9%	62.6%
%H (All HH)		100.0%	58.4%	23.5%	64.6%	45.3%	19.5%	95.1%
%H (TV HH)			58.4%	23.5%	64.6%	45.3%	19.5%	
DVDR	14	14	6	4	10	5	5	13
%V	1.1%	1.2%	1.3%	2.2%	1.1%	1.4%	0.9%	1.2%
%H (All HH)		100.0%	42.9%	28.6%	71.4%	35.7%	35.7%	92.9%
%H (TV HH)			42.9%	28.6%	71.4%	35.7%	35.7%	
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	732	732	427	171	473	330	144	697
%V	58.6%	60.6%	94.1%	94.5%	53.9%	94.6%	27.3%	63.0%
%H (All HH)		100.0%	58.3%	23.4%	64.6%	45.1%	19.7%	95.2%
%H (TV HH)			58.3%	23.4%	64.6%	45.1%	19.7%	
Receives HDTV (via STB or built-in reception)	888	888	391	175	654	321	333	835
%V	71.1%	73.5%	86.1%	96.7%	74.6%	92.0%	63.1%	75.4%
%H (All HH)		100.0%	44.0%	19.7%	73.6%	36.1%	37.5%	94.0%
%H (TV HH)			44.0%	19.7%	73.6%	36.1%	37.5%	
DVD/Blu-ray player or recorder	687	687	266	107	514	224	290	632
%V	55.0%	56.9%	58.6%	59.1%	58.6%	64.2%	54.9%	57.1%
%H (All HH)		100.0%	38.7%	15.6%	74.8%	32.6%	42.2%	92.0%
%H (TV HH)			38.7%	15.6%	74.8%	32.6%	42.2%	

Base: ITV North 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

ITV North East

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	1249	1208	454	181	877	349	528	1107
%V		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%
%H (All HH)			37.6%	15.0%	72.6%	28.9%	43.7%	
%H (TV HH)								
Has broadband internet	1107	1069	436	178	752	342	410	1107
%V	88.6%	88.5%	96.0%	98.3%	85.7%	98.0%	77.7%	100.0%
%H (All HH)		96.6%	39.4%	16.1%	67.9%	30.9%	37.0%	100.0%
%H (TV HH)			40.8%	16.7%	70.3%	32.0%	38.4%	
Number of computers (PCs and laptops)								
0	249	240	66	12	184	35	149	114
%V	19.9%	19.9%	14.5%	6.6%	21.0%	10.0%	28.2%	10.3%
%H (All HH)		96.4%	26.5%	4.8%	73.9%	14.1%	59.8%	45.8%
%H (TV HH)			27.5%	5.0%	76.7%	14.6%	62.1%	
1	351	335	123	40	232	71	160	344
%V	28.1%	27.7%	27.1%	22.1%	26.5%	20.3%	30.3%	31.1%
%H (All HH)		95.4%	35.0%	11.4%	66.1%	20.2%	45.6%	98.0%
%H (TV HH)			36.7%	11.9%	69.3%	21.2%	47.8%	
2	302	293	125	55	209	101	108	302
%V	24.2%	24.3%	27.5%	30.4%	23.8%	28.9%	20.5%	27.3%
%H (All HH)		97.0%	41.4%	18.2%	69.2%	33.4%	35.8%	100.0%
%H (TV HH)			42.7%	18.8%	71.3%	34.5%	36.9%	
3	162	158	68	32	127	71	55	162
%V	13.0%	13.1%	15.0%	17.7%	14.5%	20.3%	10.4%	14.6%
%H (All HH)		97.5%	42.0%	19.8%	78.4%	43.8%	34.0%	100.0%
%H (TV HH)			43.0%	20.3%	80.4%	44.9%	34.8%	
4	100	98	35	24	72	37	35	100
%V	8.0%	8.1%	7.7%	13.3%	8.2%	10.6%	6.6%	9.0%
%H (All HH)		98.0%	35.0%	24.0%	72.0%	37.0%	35.0%	100.0%
%H (TV HH)			35.7%	24.5%	73.5%	37.8%	35.7%	
5+	85	84	37	17	53	33	20	85
%V	6.8%	7.0%	8.1%	9.4%	6.0%	9.5%	3.8%	7.7%
%H (All HH)		98.8%	43.5%	20.0%	62.4%	38.8%	23.5%	100.0%
%H (TV HH)			44.0%	20.2%	63.1%	39.3%	23.8%	

Base: ITV North 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

ITV North East

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	2585	1073	391	1915	896	1019	2391
%H		41.5%	15.1%	74.1%	34.7%	39.4%	92.5%
Under 20"	120	39	10	108	39	69	111
%V	4.6%	3.6%	2.6%	5.6%	4.4%	6.8%	4.6%
%H		32.5%	8.3%	90.0%	32.5%	57.5%	92.5%
20" - 29"	399	176	66	322	174	148	360
%V	15.4%	16.4%	16.9%	16.8%	19.4%	14.5%	15.1%
%H		44.1%	16.5%	80.7%	43.6%	37.1%	90.2%
30" - 39"	755	275	96	569	227	342	684
%V	29.2%	25.6%	24.6%	29.7%	25.3%	33.6%	28.6%
%H		36.4%	12.7%	75.4%	30.1%	45.3%	90.6%
40" - 49"	818	338	142	589	277	312	762
%V	31.6%	31.5%	36.3%	30.8%	30.9%	30.6%	31.9%
%H		41.3%	17.4%	72.0%	33.9%	38.1%	93.2%
50" - 59"	402	196	58	265	135	130	389
%V	15.6%	18.3%	14.8%	13.8%	15.1%	12.8%	16.3%
%H		48.8%	14.4%	65.9%	33.6%	32.3%	96.8%
60"+	64	34	17	42	31	11	62
%V	2.5%	3.2%	4.3%	2.2%	3.5%	1.1%	2.6%
%H		53.1%	26.6%	65.6%	48.4%	17.2%	96.9%
Don't know	27	14	2	20	13	7	22
%V	1.0%	1.3%	0.5%	1.0%	1.5%	0.7%	0.9%
%H		51.9%	7.4%	74.1%	48.1%	25.9%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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	2585	1073	391	1915	896	1019	2391
%H		41.5%	15.1%	74.1%	34.7%	39.4%	92.5%
Main living room	1204	455	181	874	348	525	1066
%V	46.6%	42.4%	46.3%	45.6%	38.8%	51.5%	44.6%
%H		37.8%	15.0%	72.6%	28.9%	43.6%	88.5%
Kitchen	150	69	18	129	70	59	143
%V	5.8%	6.4%	4.6%	6.7%	7.8%	5.8%	6.0%
%H		46.0%	12.0%	86.0%	46.7%	39.3%	95.3%
Adult's bedroom	677	284	103	496	246	250	645
%V	26.2%	26.5%	26.3%	25.9%	27.5%	24.5%	27.0%
%H		41.9%	15.2%	73.3%	36.3%	36.9%	95.3%
Child's bedroom	159	91	27	96	63	34	159
%V	6.2%	8.5%	6.9%	5.0%	7.0%	3.3%	6.6%
%H		57.2%	17.0%	60.4%	39.6%	21.4%	100.0%
Other bedroom	193	84	31	159	83	76	186
%V	7.5%	7.8%	7.9%	8.3%	9.3%	7.5%	7.8%
%H		43.5%	16.1%	82.4%	43.0%	39.4%	96.4%
Second living/dining room	116	57	14	87	43	44	109
%V	4.5%	5.3%	3.6%	4.5%	4.8%	4.3%	4.6%
%H		49.1%	12.1%	75.0%	37.1%	37.9%	94.0%
Study/office	28	8	6	26	12	14	28
%V	1.1%	0.7%	1.5%	1.4%	1.3%	1.4%	1.2%
%H		28.6%	21.4%	92.9%	42.9%	50.0%	100.0%
TV room	4	1	0	4	1	3	4
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
Conservatory	34	14	8	31	20	11	32
%V	1.3%	1.3%	2.0%	1.6%	2.2%	1.1%	1.3%
%H		41.2%	23.5%	91.2%	58.8%	32.4%	94.1%
Attic or loft room	4	3	1	2	2	0	4
%V	0.2%	0.3%	0.3%	0.1%	0.2%	0.0%	0.2%
%H		75.0%	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	15	8	2	12	8	4	14
%V	0.6%	0.7%	0.5%	0.6%	0.9%	0.4%	0.6%
%H		53.3%	13.3%	80.0%	53.3%	26.7%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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	2585	1073	391	1915	896	1019	2391
%H		41.5%	15.1%	74.1%	34.7%	39.4%	92.5%
PVR	1011	632	233	612	449	163	973
%V	39.1%	58.9%	59.6%	32.0%	50.1%	16.0%	40.7%
%H		62.5%	23.0%	60.5%	44.4%	16.1%	96.2%
DVDR	15	6	5	11	6	5	14
%V	0.6%	0.6%	1.3%	0.6%	0.7%	0.5%	0.6%
%H		40.0%	33.3%	73.3%	40.0%	33.3%	93.3%
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	1017	634	235	615	450	165	979
%V	39.3%	59.1%	60.1%	32.1%	50.2%	16.2%	40.9%
%H		62.3%	23.1%	60.5%	44.2%	16.2%	96.3%

Base: ITV North East - 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	2585	1073	391	1915	896	1019	2391
%H		41.5%	15.1%	74.1%	34.7%	39.4%	92.5%
Receives HDTV (via STB or built-in reception)	1462	671	280	1103	574	528	1398
%V	56.6%	62.5%	71.6%	57.6%	64.1%	51.8%	58.5%
%H		45.9%	19.2%	75.4%	39.3%	36.1%	95.6%
DVD/Blu-ray player or recorder	980	401	169	724	364	361	913
%V	37.9%	37.4%	43.2%	37.8%	40.6%	35.4%	38.2%
%H		40.9%	17.2%	73.9%	37.1%	36.8%	93.2%

Base: ITV North 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 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	1208	454	181	877	349	528	1069
%H		37.6%	15.0%	72.6%	28.9%	43.7%	88.5%
Under 20"	4	0	0	4	0	4	2
%V	0.3%	0.0%	0.0%	0.5%	0.0%	0.8%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
20" - 29"	53	11	6	48	13	35	39
%V	4.4%	2.4%	3.3%	5.5%	3.7%	6.6%	3.6%
%H		20.8%	11.3%	90.6%	24.5%	66.0%	73.6%
30" - 39"	290	77	38	233	66	167	236
%V	24.0%	17.0%	21.0%	26.6%	18.9%	31.6%	22.1%
%H		26.6%	13.1%	80.3%	22.8%	57.6%	81.4%
40" - 49"	498	181	82	359	143	216	446
%V	41.2%	39.9%	45.3%	40.9%	41.0%	40.9%	41.7%
%H		36.3%	16.5%	72.1%	28.7%	43.4%	89.6%
50" - 59"	296	151	43	189	100	90	284
%V	24.5%	33.3%	23.8%	21.6%	28.7%	17.0%	26.6%
%H		51.0%	14.5%	63.9%	33.8%	30.4%	95.9%
60"+	52	28	11	34	23	11	51
%V	4.3%	6.2%	6.1%	3.9%	6.6%	2.1%	4.8%
%H		53.8%	21.2%	65.4%	44.2%	21.2%	98.1%
Don't know	15	7	1	9	5	4	12
%V	1.2%	1.5%	0.6%	1.0%	1.4%	0.8%	1.1%
%H		46.7%	6.7%	60.0%	33.3%	26.7%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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	1208	454	181	877	349	528	1069
%H		37.6%	15.0%	72.6%	28.9%	43.7%	88.5%
PVR	715	420	169	461	324	137	680
%V	59.2%	92.5%	93.4%	52.6%	92.8%	25.9%	63.6%
%H		58.7%	23.6%	64.5%	45.3%	19.2%	95.1%
DVDR	10	4	2	9	5	4	9
%V	0.8%	0.9%	1.1%	1.0%	1.4%	0.8%	0.8%
%H		40.0%	20.0%	90.0%	50.0%	40.0%	90.0%
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	717	420	169	464	324	140	682
%V	59.4%	92.5%	93.4%	52.9%	92.8%	26.5%	63.8%
%H		58.6%	23.6%	64.7%	45.2%	19.5%	95.1%

Base: ITV North East - 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	1208	454	181	877	349	528	1069
%H		37.6%	15.0%	72.6%	28.9%	43.7%	88.5%
Receives HDTV (via STB or built-in reception)	876	386	174	643	317	326	824
%V	72.5%	85.0%	96.1%	73.3%	90.8%	61.7%	77.1%
%H		44.1%	19.9%	73.4%	36.2%	37.2%	94.1%
DVD/Blu-ray player or recorder	578	213	95	437	188	249	526
%V	47.8%	46.9%	52.5%	49.8%	53.9%	47.2%	49.2%
%H		36.9%	16.4%	75.6%	32.5%	43.1%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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	1377	619	211	1038	547	491	1322
%H		45.0%	15.3%	75.4%	39.7%	35.7%	96.0%
Under 20"	116	39	10	104	39	65	109
%V	8.4%	6.3%	4.7%	10.0%	7.1%	13.2%	8.2%
%H		33.6%	8.6%	89.7%	33.6%	56.0%	94.0%
20" - 29"	346	165	60	274	161	113	321
%V	25.1%	26.7%	28.4%	26.4%	29.4%	23.0%	24.3%
%H		47.7%	17.3%	79.2%	46.5%	32.7%	92.8%
30" - 39"	465	198	58	336	161	175	449
%V	33.8%	32.0%	27.5%	32.4%	29.4%	35.6%	34.0%
%H		42.6%	12.5%	72.3%	34.6%	37.6%	96.6%
40" - 49"	320	157	60	230	134	96	316
%V	23.2%	25.4%	28.4%	22.2%	24.5%	19.6%	23.9%
%H		49.1%	18.8%	71.9%	41.9%	30.0%	98.8%
50" - 59"	105	46	15	76	35	40	104
%V	7.6%	7.4%	7.1%	7.3%	6.4%	8.1%	7.9%
%H		43.8%	14.3%	72.4%	33.3%	38.1%	99.0%
60"+	12	7	7	8	8	0	12
%V	0.9%	1.1%	3.3%	0.8%	1.5%	0.0%	0.9%
%H		58.3%	58.3%	66.7%	66.7%	0.0%	100.0%
Don't know	12	7	1	10	8	2	10
%V	0.9%	1.1%	0.5%	1.0%	1.5%	0.4%	0.8%
%H		58.3%	8.3%	83.3%	66.7%	16.7%	83.3%

Base: ITV North 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 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	1377	619	211	1038	547	491	1322
%H		45.0%	15.3%	75.4%	39.7%	35.7%	96.0%
PVR	296	212	64	150	125	25	293
%V	21.5%	34.2%	30.3%	14.5%	22.9%	5.1%	22.2%
%H		71.6%	21.6%	50.7%	42.2%	8.4%	99.0%
DVDR	4	2	2	2	1	1	4
%V	0.3%	0.3%	0.9%	0.2%	0.2%	0.2%	0.3%
%H		50.0%	50.0%	50.0%	25.0%	25.0%	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	300	215	67	151	126	25	297
%V	21.8%	34.7%	31.8%	14.5%	23.0%	5.1%	22.5%
%H		71.7%	22.3%	50.3%	42.0%	8.3%	99.0%

Base: ITV North East - 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	1377	619	211	1038	547	491	1322
%H		45.0%	15.3%	75.4%	39.7%	35.7%	96.0%
Receives HDTV (via STB or built-in reception)	587	285	106	459	257	202	574
%V	42.6%	46.0%	50.2%	44.2%	47.0%	41.1%	43.4%
%H		48.6%	18.1%	78.2%	43.8%	34.4%	97.8%
DVD/Blu-ray player or recorder	401	187	73	287	175	111	387
%V	29.1%	30.2%	34.6%	27.6%	32.0%	22.6%	29.3%
%H		46.6%	18.2%	71.6%	43.6%	27.7%	96.5%

Base: ITV North 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 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	2754	2683	1095	414	1834	816	1019	2556
%H		97.4%	39.8%	15.0%	66.6%	29.6%	37.0%	92.8%
Total Children	493	488	235	73	285	154	131	489
%V	17.9%	18.2%	21.5%	17.6%	15.5%	18.9%	12.9%	19.1%
%H		99.0%	47.7%	14.8%	57.8%	31.2%	26.6%	99.2%
0 - 3	117	117	47	18	71	36	35	117
%V	4.2%	4.4%	4.3%	4.3%	3.9%	4.4%	3.4%	4.6%
%H		100.0%	40.2%	15.4%	60.7%	30.8%	29.9%	100.0%
4 - 15	375	371	188	55	214	118	96	372
%V	13.6%	13.8%	17.2%	13.3%	11.7%	14.5%	9.4%	14.6%
%H		98.9%	50.1%	14.7%	57.1%	31.5%	25.6%	99.2%
4 - 9	190	187	86	26	115	57	58	188
%V	6.9%	7.0%	7.9%	6.3%	6.3%	7.0%	5.7%	7.4%
%H		98.4%	45.3%	13.7%	60.5%	30.0%	30.5%	98.9%
10 - 15	185	184	102	30	99	61	38	184
%V	6.7%	6.9%	9.3%	7.2%	5.4%	7.5%	3.7%	7.2%
%H		99.5%	55.1%	16.2%	53.5%	33.0%	20.5%	99.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2754	2683	1095	414	1834	816	1019	2556
%H		97.4%	39.8%	15.0%	66.6%	29.6%	37.0%	92.8%
Total Adults (16+)	2261	2195	860	341	1549	662	887	2067
%V	82.1%	81.8%	78.5%	82.4%	84.5%	81.1%	87.0%	80.9%
%H		97.1%	38.0%	15.1%	68.5%	29.3%	39.2%	91.4%
16 - 19	80	77	27	13	56	26	30	79
%V	2.9%	2.9%	2.5%	3.1%	3.1%	3.2%	2.9%	3.1%
%H		96.3%	33.8%	16.3%	70.0%	32.5%	37.5%	98.8%
20 - 24	192	181	45	17	100	34	67	192
%V	7.0%	6.7%	4.1%	4.1%	5.5%	4.2%	6.6%	7.5%
%H		94.3%	23.4%	8.9%	52.1%	17.7%	34.9%	100.0%
25 - 34	346	316	139	54	188	99	89	331
%V	12.6%	11.8%	12.7%	13.0%	10.3%	12.1%	8.7%	12.9%
%H		91.3%	40.2%	15.6%	54.3%	28.6%	25.7%	95.7%
35 - 44	329	323	165	54	209	113	96	316
%V	11.9%	12.0%	15.1%	13.0%	11.4%	13.8%	9.4%	12.4%
%H		98.2%	50.2%	16.4%	63.5%	34.3%	29.2%	96.0%
45 - 54	358	347	154	60	243	114	129	349
%V	13.0%	12.9%	14.1%	14.5%	13.2%	14.0%	12.7%	13.7%
%H		96.9%	43.0%	16.8%	67.9%	31.8%	36.0%	97.5%
55 - 64	389	388	142	66	304	128	176	374
%V	14.1%	14.5%	13.0%	15.9%	16.6%	15.7%	17.3%	14.6%
%H		99.7%	36.5%	17.0%	78.1%	32.9%	45.2%	96.1%
65+	566	564	189	77	448	147	301	427
%V	20.6%	21.0%	17.3%	18.6%	24.4%	18.0%	29.5%	16.7%
%H		99.6%	33.4%	13.6%	79.2%	26.0%	53.2%	75.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	2261	2195	860	341	1549	662	887	2067
%H		97.1%	38.0%	15.1%	68.5%	29.3%	39.2%	91.4%
AB	580	568	263	92	423	228	195	553
%V	25.7%	25.9%	30.6%	27.0%	27.3%	34.4%	22.0%	26.8%
%H		97.9%	45.3%	15.9%	72.9%	39.3%	33.6%	95.3%
C1	681	651	253	94	433	188	246	654
%V	30.1%	29.7%	29.4%	27.6%	28.0%	28.4%	27.7%	31.6%
%H		95.6%	37.2%	13.8%	63.6%	27.6%	36.1%	96.0%
C2	439	438	188	68	291	123	167	412
%V	19.4%	20.0%	21.9%	19.9%	18.8%	18.6%	18.8%	19.9%
%H		99.8%	42.8%	15.5%	66.3%	28.0%	38.0%	93.8%
D	352	343	96	62	258	84	174	311
%V	15.6%	15.6%	11.2%	18.2%	16.7%	12.7%	19.6%	15.0%
%H		97.4%	27.3%	17.6%	73.3%	23.9%	49.4%	88.4%
E	209	196	60	24	144	39	105	137
%V	9.2%	8.9%	7.0%	7.0%	9.3%	5.9%	11.8%	6.6%
%H		93.8%	28.7%	11.5%	68.9%	18.7%	50.2%	65.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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+)	2261	2195	860	341	1549	662	887	2067
%H		97.1%	38.0%	15.1%	68.5%	29.3%	39.2%	91.4%
Working full time	956	932	432	158	637	329	308	939
%V	42.3%	42.5%	50.2%	46.3%	41.1%	49.7%	34.7%	45.4%
%H		97.5%	45.2%	16.5%	66.6%	34.4%	32.2%	98.2%
Working part time	212	210	69	45	152	64	88	211
%V	9.4%	9.6%	8.0%	13.2%	9.8%	9.7%	9.9%	10.2%
%H		99.1%	32.5%	21.2%	71.7%	30.2%	41.5%	99.5%
Not working	1091	1052	358	138	760	269	491	914
%V	48.3%	47.9%	41.6%	40.5%	49.1%	40.6%	55.4%	44.2%
%H		96.4%	32.8%	12.6%	69.7%	24.7%	45.0%	83.8%
Houseperson	1249	1208	454	181	877	349	528	1107
%V	55.2%	55.0%	52.8%	53.1%	56.6%	52.7%	59.5%	53.6%
%H		96.7%	36.3%	14.5%	70.2%	27.9%	42.3%	88.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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+)	1099	1067	417	156	749	323	426	1005
%H		97.1%	37.9%	14.2%	68.2%	29.4%	38.8%	91.4%
16 - 19	40	38	14	6	29	15	14	38
%V	3.6%	3.6%	3.4%	3.8%	3.9%	4.6%	3.3%	3.8%
%H		95.0%	35.0%	15.0%	72.5%	37.5%	35.0%	95.0%
20 - 24	101	101	29	7	45	18	27	101
%V	9.2%	9.5%	7.0%	4.5%	6.0%	5.6%	6.3%	10.0%
%H		100.0%	28.7%	6.9%	44.6%	17.8%	26.7%	100.0%
25 - 34	173	156	61	29	98	51	48	164
%V	15.7%	14.6%	14.6%	18.6%	13.1%	15.8%	11.3%	16.3%
%H		90.2%	35.3%	16.8%	56.6%	29.5%	27.7%	94.8%
35 - 44	160	156	74	24	104	51	53	149
%V	14.6%	14.6%	17.7%	15.4%	13.9%	15.8%	12.4%	14.8%
%H		97.5%	46.3%	15.0%	65.0%	31.9%	33.1%	93.1%
45 - 54	173	168	77	27	118	57	61	167
%V	15.7%	15.7%	18.5%	17.3%	15.8%	17.6%	14.3%	16.6%
%H		97.1%	44.5%	15.6%	68.2%	32.9%	35.3%	96.5%
55 - 64	190	189	64	29	151	58	93	180
%V	17.3%	17.7%	15.3%	18.6%	20.2%	18.0%	21.8%	17.9%
%H		99.5%	33.7%	15.3%	79.5%	30.5%	48.9%	94.7%
65+	263	261	97	35	204	74	130	206
%V	23.9%	24.5%	23.3%	22.4%	27.2%	22.9%	30.5%	20.5%
%H		99.2%	36.9%	13.3%	77.6%	28.1%	49.4%	78.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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+)	1099	1067	417	156	749	323	426	1005
%H		97.1%	37.9%	14.2%	68.2%	29.4%	38.8%	91.4%
AB	291	286	129	48	210	114	97	280
%V	26.5%	26.8%	30.9%	30.8%	28.0%	35.3%	22.8%	27.9%
%H		98.3%	44.3%	16.5%	72.2%	39.2%	33.3%	96.2%
C1	321	311	123	39	198	91	107	313
%V	29.2%	29.1%	29.5%	25.0%	26.4%	28.2%	25.1%	31.1%
%H		96.9%	38.3%	12.1%	61.7%	28.3%	33.3%	97.5%
C2	231	231	97	33	159	63	95	212
%V	21.0%	21.6%	23.3%	21.2%	21.2%	19.5%	22.3%	21.1%
%H		100.0%	42.0%	14.3%	68.8%	27.3%	41.1%	91.8%
D	156	149	43	28	112	38	74	139
%V	14.2%	14.0%	10.3%	17.9%	15.0%	11.8%	17.4%	13.8%
%H		95.5%	27.6%	17.9%	71.8%	24.4%	47.4%	89.1%
E	100	90	26	9	70	17	53	61
%V	9.1%	8.4%	6.2%	5.8%	9.3%	5.3%	12.4%	6.1%
%H		90.0%	26.0%	9.0%	70.0%	17.0%	53.0%	61.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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+)	1099	1067	417	156	749	323	426	1005
%H		97.1%	37.9%	14.2%	68.2%	29.4%	38.8%	91.4%
Working full time	560	548	242	96	381	193	188	545
%V	51.0%	51.4%	58.0%	61.5%	50.9%	59.8%	44.1%	54.2%
%H		97.9%	43.2%	17.1%	68.0%	34.5%	33.6%	97.3%
Working part time	42	40	11	7	29	7	22	42
%V	3.8%	3.7%	2.6%	4.5%	3.9%	2.2%	5.2%	4.2%
%H		95.2%	26.2%	16.7%	69.0%	16.7%	52.4%	100.0%
Not working	496	478	164	53	340	124	216	416
%V	45.1%	44.8%	39.3%	34.0%	45.4%	38.4%	50.7%	41.4%
%H		96.4%	33.1%	10.7%	68.5%	25.0%	43.5%	83.9%
Houseperson	275	256	68	32	198	61	137	226
%V	25.0%	24.0%	16.3%	20.5%	26.4%	18.9%	32.2%	22.5%
%H		93.1%	24.7%	11.6%	72.0%	22.2%	49.8%	82.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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+)	1162	1128	443	184	800	338	461	1062
%H		97.1%	38.1%	15.8%	68.8%	29.1%	39.7%	91.4%
16 - 19	40	39	12	7	27	12	16	40
%V	3.4%	3.5%	2.7%	3.8%	3.4%	3.6%	3.5%	3.8%
%H		97.5%	30.0%	17.5%	67.5%	30.0%	40.0%	100.0%
20 - 24	91	80	16	10	56	16	40	91
%V	7.8%	7.1%	3.6%	5.4%	7.0%	4.7%	8.7%	8.6%
%H		87.9%	17.6%	11.0%	61.5%	17.6%	44.0%	100.0%
25 - 34	173	160	78	25	90	48	41	167
%V	14.9%	14.2%	17.6%	13.6%	11.3%	14.2%	8.9%	15.7%
%H		92.5%	45.1%	14.5%	52.0%	27.7%	23.7%	96.5%
35 - 44	170	168	91	30	105	62	42	167
%V	14.6%	14.9%	20.5%	16.3%	13.1%	18.3%	9.1%	15.7%
%H		98.8%	53.5%	17.6%	61.8%	36.5%	24.7%	98.2%
45 - 54	185	179	76	33	125	57	68	182
%V	15.9%	15.9%	17.2%	17.9%	15.6%	16.9%	14.8%	17.1%
%H		96.8%	41.1%	17.8%	67.6%	30.8%	36.8%	98.4%
55 - 64	199	199	78	37	154	70	84	193
%V	17.1%	17.6%	17.6%	20.1%	19.3%	20.7%	18.2%	18.2%
%H		100.0%	39.2%	18.6%	77.4%	35.2%	42.2%	97.0%
65+	303	303	91	42	244	73	170	221
%V	26.1%	26.9%	20.5%	22.8%	30.5%	21.6%	36.9%	20.8%
%H		100.0%	30.0%	13.9%	80.5%	24.1%	56.1%	72.9%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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+)	1162	1128	443	184	800	338	461	1062
%H		97.1%	38.1%	15.8%	68.8%	29.1%	39.7%	91.4%
AB	288	282	135	44	213	114	98	273
%V	24.8%	25.0%	30.5%	23.9%	26.6%	33.7%	21.3%	25.7%
%H		97.9%	46.9%	15.3%	74.0%	39.6%	34.0%	94.8%
C1	360	341	130	55	235	97	138	341
%V	31.0%	30.2%	29.3%	29.9%	29.4%	28.7%	29.9%	32.1%
%H		94.7%	36.1%	15.3%	65.3%	26.9%	38.3%	94.7%
C2	208	206	91	35	132	60	72	200
%V	17.9%	18.3%	20.5%	19.0%	16.5%	17.8%	15.6%	18.8%
%H		99.0%	43.8%	16.8%	63.5%	28.8%	34.6%	96.2%
D	196	193	53	34	146	45	100	172
%V	16.9%	17.1%	12.0%	18.5%	18.3%	13.3%	21.7%	16.2%
%H		98.5%	27.0%	17.3%	74.5%	23.0%	51.0%	87.8%
E	110	106	34	15	74	22	52	76
%V	9.5%	9.4%	7.7%	8.2%	9.3%	6.5%	11.3%	7.2%
%H		96.4%	30.9%	13.6%	67.3%	20.0%	47.3%	69.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North East

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+)	1162	1128	443	184	800	338	461	1062
%H		97.1%	38.1%	15.8%	68.8%	29.1%	39.7%	91.4%
Working full time	396	384	190	62	257	136	120	394
%V	34.1%	34.0%	42.9%	33.7%	32.1%	40.2%	26.0%	37.1%
%H		97.0%	48.0%	15.7%	64.9%	34.3%	30.3%	99.5%
Working part time	170	170	58	38	123	57	66	169
%V	14.6%	15.1%	13.1%	20.7%	15.4%	16.9%	14.3%	15.9%
%H		100.0%	34.1%	22.4%	72.4%	33.5%	38.8%	99.4%
Not working	596	574	194	85	420	145	276	499
%V	51.3%	50.9%	43.8%	46.2%	52.5%	42.9%	59.9%	47.0%
%H		96.3%	32.6%	14.3%	70.5%	24.3%	46.3%	83.7%
Houseperson	973	952	386	148	679	288	391	880
%V	83.7%	84.4%	87.1%	80.4%	84.9%	85.2%	84.8%	82.9%
%H		97.8%	39.7%	15.2%	69.8%	29.6%	40.2%	90.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
AB	442	418	158	82	232	97	135	425
%V	25.0%	25.2%	27.3%	24.5%	24.4%	28.3%	22.3%	27.0%
%H (All HH)		94.6%	35.7%	18.6%	52.5%	21.9%	30.5%	96.2%
%H (TV HH)			37.8%	19.6%	55.5%	23.2%	32.3%	
C1	502	464	161	94	261	103	159	464
%V	28.3%	27.9%	27.8%	28.1%	27.5%	30.0%	26.2%	29.5%
%H (All HH)		92.4%	32.1%	18.7%	52.0%	20.5%	31.7%	92.4%
%H (TV HH)			34.7%	20.3%	56.3%	22.2%	34.3%	
C2	331	320	115	74	181	67	114	298
%V	18.7%	19.3%	19.9%	22.1%	19.1%	19.5%	18.8%	18.9%
%H (All HH)		96.7%	34.7%	22.4%	54.7%	20.2%	34.4%	90.0%
%H (TV HH)			35.9%	23.1%	56.6%	20.9%	35.6%	
D	306	285	94	62	154	49	105	250
%V	17.3%	17.1%	16.2%	18.5%	16.2%	14.3%	17.3%	15.9%
%H (All HH)		93.1%	30.7%	20.3%	50.3%	16.0%	34.3%	81.7%
%H (TV HH)			33.0%	21.8%	54.0%	17.2%	36.8%	
E	190	175	50	23	120	27	93	135
%V	10.7%	10.5%	8.6%	6.9%	12.6%	7.9%	15.3%	8.6%
%H (All HH)		92.1%	26.3%	12.1%	63.2%	14.2%	48.9%	71.1%
%H (TV HH)			28.6%	13.1%	68.6%	15.4%	53.1%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Under 25	70	50	9	7	14	4	10	70
%V	4.0%	3.0%	1.6%	2.1%	1.5%	1.2%	1.7%	4.5%
%H (All HH)		71.4%	12.9%	10.0%	20.0%	5.7%	14.3%	100.0%
%H (TV HH)			18.0%	14.0%	28.0%	8.0%	20.0%	
25 - 34	267	230	65	32	89	26	64	259
%V	15.1%	13.8%	11.2%	9.6%	9.4%	7.6%	10.6%	16.5%
%H (All HH)		86.1%	24.3%	12.0%	33.3%	9.7%	24.0%	97.0%
%H (TV HH)			28.3%	13.9%	38.7%	11.3%	27.8%	
35 - 44	286	263	108	43	126	51	75	276
%V	16.1%	15.8%	18.7%	12.8%	13.3%	14.9%	12.4%	17.5%
%H (All HH)		92.0%	37.8%	15.0%	44.1%	17.8%	26.2%	96.5%
%H (TV HH)			41.1%	16.3%	47.9%	19.4%	28.5%	
45 - 54	322	306	125	67	175	72	103	315
%V	18.2%	18.4%	21.6%	20.0%	18.4%	21.0%	17.0%	20.0%
%H (All HH)		95.0%	38.8%	20.8%	54.3%	22.4%	32.0%	97.8%
%H (TV HH)			40.8%	21.9%	57.2%	23.5%	33.7%	
55 - 64	341	334	130	87	197	84	114	314
%V	19.3%	20.1%	22.5%	26.0%	20.8%	24.5%	18.8%	20.0%
%H (All HH)		97.9%	38.1%	25.5%	57.8%	24.6%	33.4%	92.1%
%H (TV HH)			38.9%	26.0%	59.0%	25.1%	34.1%	
65 +	484	480	141	100	347	106	240	339
%V	27.3%	28.9%	24.4%	29.9%	36.6%	30.9%	39.6%	21.6%
%H (All HH)		99.2%	29.1%	20.7%	71.7%	21.9%	49.6%	70.0%
%H (TV HH)			29.4%	20.8%	72.3%	22.1%	50.0%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
1	668	613	158	102	402	88	314	503
%V	37.7%	36.9%	27.3%	30.4%	42.4%	25.7%	51.8%	32.0%
%H (All HH)		91.8%	23.7%	15.3%	60.2%	13.2%	47.0%	75.3%
%H (TV HH)			25.8%	16.6%	65.6%	14.4%	51.2%	
2	559	537	186	120	299	126	173	532
%V	31.6%	32.3%	32.1%	35.8%	31.5%	36.7%	28.5%	33.8%
%H (All HH)		96.1%	33.3%	21.5%	53.5%	22.5%	30.9%	95.2%
%H (TV HH)			34.6%	22.3%	55.7%	23.5%	32.2%	
3	263	250	106	58	124	63	61	262
%V	14.9%	15.0%	18.3%	17.3%	13.1%	18.4%	10.1%	16.7%
%H (All HH)		95.1%	40.3%	22.1%	47.1%	24.0%	23.2%	99.6%
%H (TV HH)			42.4%	23.2%	49.6%	25.2%	24.4%	
4	204	192	94	38	92	51	41	201
%V	11.5%	11.6%	16.2%	11.3%	9.7%	14.9%	6.8%	12.8%
%H (All HH)		94.1%	46.1%	18.6%	45.1%	25.0%	20.1%	98.5%
%H (TV HH)			49.0%	19.8%	47.9%	26.6%	21.4%	
5+	76	71	34	16	31	15	16	75
%V	4.3%	4.3%	5.9%	4.8%	3.3%	4.4%	2.6%	4.8%
%H (All HH)		93.4%	44.7%	21.1%	40.8%	19.7%	21.1%	98.7%
%H (TV HH)			47.9%	22.5%	43.7%	21.1%	22.5%	
Average HH size	2.15	2.16	2.44	2.25	2.01	2.37	1.80	2.26

Base: ITV Central 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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ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Without	1375	1284	413	264	771	266	505	1182
%V	77.6%	77.3%	71.3%	78.8%	81.2%	77.6%	83.3%	75.1%
%H (All HH)		93.4%	30.0%	19.2%	56.1%	19.3%	36.7%	86.0%
%H (TV HH)			32.2%	20.6%	60.0%	20.7%	39.3%	
With	396	379	165	71	178	77	101	391
%V	22.4%	22.8%	28.5%	21.2%	18.8%	22.4%	16.7%	24.9%
%H (All HH)		95.7%	41.7%	17.9%	44.9%	19.4%	25.5%	98.7%
%H (TV HH)			43.5%	18.7%	47.0%	20.3%	26.6%	
0 - 3	128	120	46	25	55	23	32	124
%V	7.2%	7.2%	7.9%	7.5%	5.8%	6.7%	5.3%	7.9%
%H (All HH)		93.8%	35.9%	19.5%	43.0%	18.0%	25.0%	96.9%
%H (TV HH)			38.3%	20.8%	45.8%	19.2%	26.7%	
4 - 9	195	187	80	33	78	31	47	193
%V	11.0%	11.3%	13.8%	9.9%	8.2%	9.0%	7.8%	12.3%
%H (All HH)		95.9%	41.0%	16.9%	40.0%	15.9%	24.1%	99.0%
%H (TV HH)			42.8%	17.6%	41.7%	16.6%	25.1%	
10 - 15	199	192	90	39	97	46	51	197
%V	11.2%	11.6%	15.5%	11.6%	10.2%	13.4%	8.4%	12.5%
%H (All HH)		96.5%	45.2%	19.6%	48.7%	23.1%	25.6%	99.0%
%H (TV HH)			46.9%	20.3%	50.5%	24.0%	26.6%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
1	666	666	166	104	336	45	291	557
%V	37.6%	40.1%	28.7%	31.0%	35.4%	13.1%	48.0%	35.4%
%H (All HH)		100.0%	24.9%	15.6%	50.5%	6.8%	43.7%	83.6%
%H (TV HH)			24.9%	15.6%	50.5%	6.8%	43.7%	
2	559	559	205	128	334	137	197	499
%V	31.6%	33.6%	35.4%	38.2%	35.2%	39.9%	32.5%	31.7%
%H (All HH)		100.0%	36.7%	22.9%	59.7%	24.5%	35.2%	89.3%
%H (TV HH)			36.7%	22.9%	59.7%	24.5%	35.2%	
3	268	268	124	56	171	92	79	259
%V	15.1%	16.1%	21.4%	16.7%	18.0%	26.8%	13.0%	16.5%
%H (All HH)		100.0%	46.3%	20.9%	63.8%	34.3%	29.5%	96.6%
%H (TV HH)			46.3%	20.9%	63.8%	34.3%	29.5%	
4	121	121	59	35	78	51	27	121
%V	6.8%	7.3%	10.2%	10.4%	8.2%	14.9%	4.5%	7.7%
%H (All HH)		100.0%	48.8%	28.9%	64.5%	42.1%	22.3%	100.0%
%H (TV HH)			48.8%	28.9%	64.5%	42.1%	22.3%	
5+	48	48	25	11	30	19	12	48
%V	2.7%	2.9%	4.3%	3.3%	3.2%	5.5%	2.0%	3.1%
%H (All HH)		100.0%	52.1%	22.9%	62.5%	39.6%	25.0%	100.0%
%H (TV HH)			52.1%	22.9%	62.5%	39.6%	25.0%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%V (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Under 20"	82	82	26	19	64	29	35	74
%V	4.6%	4.9%	4.5%	5.7%	6.7%	8.5%	5.8%	4.7%
%H (All HH)		100.0%	31.7%	23.2%	78.0%	35.4%	42.7%	90.2%
%H (TV HH)			31.7%	23.2%	78.0%	35.4%	42.7%	
20" - 29"	376	376	134	79	257	107	150	332
%V	21.2%	22.6%	23.1%	23.6%	27.1%	31.2%	24.8%	21.1%
%H (All HH)		100.0%	35.6%	21.0%	68.4%	28.5%	39.9%	88.3%
%H (TV HH)			35.6%	21.0%	68.4%	28.5%	39.9%	
30" - 39"	826	826	275	159	516	189	327	721
%V	46.6%	49.7%	47.5%	47.5%	54.4%	55.1%	54.0%	45.8%
%H (All HH)		100.0%	33.3%	19.2%	62.5%	22.9%	39.6%	87.3%
%H (TV HH)			33.3%	19.2%	62.5%	22.9%	39.6%	
40" - 49"	883	883	353	191	508	222	286	829
%V	49.9%	53.1%	61.0%	57.0%	53.5%	64.7%	47.2%	52.7%
%H (All HH)		100.0%	40.0%	21.6%	57.5%	25.1%	32.4%	93.9%
%H (TV HH)			40.0%	21.6%	57.5%	25.1%	32.4%	
50" - 59"	394	394	183	96	202	113	89	381
%V	22.2%	23.7%	31.6%	28.7%	21.3%	32.9%	14.7%	24.2%
%H (All HH)		100.0%	46.4%	24.4%	51.3%	28.7%	22.6%	96.7%
%H (TV HH)			46.4%	24.4%	51.3%	28.7%	22.6%	
60"+	82	82	42	16	33	19	14	80
%V	4.6%	4.9%	7.3%	4.8%	3.5%	5.5%	2.3%	5.1%
%H (All HH)		100.0%	51.2%	19.5%	40.2%	23.2%	17.1%	97.6%
%H (TV HH)			51.2%	19.5%	40.2%	23.2%	17.1%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Main living room	1643	1643	573	331	940	340	601	1465
%V	92.8%	98.9%	99.0%	98.8%	99.1%	99.1%	99.2%	93.1%
%H (All HH)		100.0%	34.9%	20.1%	57.2%	20.7%	36.6%	89.2%
%H (TV HH)			34.9%	20.1%	57.2%	20.7%	36.6%	
Kitchen	140	140	65	26	102	54	48	132
%V	7.9%	8.4%	11.2%	7.8%	10.7%	15.7%	7.9%	8.4%
%H (All HH)		100.0%	46.4%	18.6%	72.9%	38.6%	34.3%	94.3%
%H (TV HH)			46.4%	18.6%	72.9%	38.6%	34.3%	
Adult's bedroom	791	791	333	182	485	244	242	732
%V	44.7%	47.6%	57.5%	54.3%	51.1%	71.1%	39.9%	46.5%
%H (All HH)		100.0%	42.1%	23.0%	61.3%	30.8%	30.6%	92.5%
%H (TV HH)			42.1%	23.0%	61.3%	30.8%	30.6%	
Child's bedroom	174	174	82	36	89	45	43	172
%V	9.8%	10.5%	14.2%	10.7%	9.4%	13.1%	7.1%	10.9%
%H (All HH)		100.0%	47.1%	20.7%	51.1%	25.9%	24.7%	98.9%
%H (TV HH)			47.1%	20.7%	51.1%	25.9%	24.7%	
Other bedroom	68	68	31	13	51	28	22	65
%V	3.8%	4.1%	5.4%	3.9%	5.4%	8.2%	3.6%	4.1%
%H (All HH)		100.0%	45.6%	19.1%	75.0%	41.2%	32.4%	95.6%
%H (TV HH)			45.6%	19.1%	75.0%	41.2%	32.4%	
Second living/dining room	117	117	48	36	73	39	34	115
%V	6.6%	7.0%	8.3%	10.7%	7.7%	11.4%	5.6%	7.3%
%H (All HH)		100.0%	41.0%	30.8%	62.4%	33.3%	29.1%	98.3%
%H (TV HH)			41.0%	30.8%	62.4%	33.3%	29.1%	
Study/office	17	17	6	6	10	5	5	17
%V	1.0%	1.0%	1.0%	1.8%	1.1%	1.5%	0.8%	1.1%
%H (All HH)		100.0%	35.3%	35.3%	58.8%	29.4%	29.4%	100.0%
%H (TV HH)			35.3%	35.3%	58.8%	29.4%	29.4%	
TV room	37	37	19	4	20	9	11	37
%V	2.1%	2.2%	3.3%	1.2%	2.1%	2.6%	1.8%	2.4%
%H (All HH)		100.0%	51.4%	10.8%	54.1%	24.3%	29.7%	100.0%
%H (TV HH)			51.4%	10.8%	54.1%	24.3%	29.7%	
Conservatory	28	28	13	8	21	13	8	27
%V	1.6%	1.7%	2.2%	2.4%	2.2%	3.8%	1.3%	1.7%
%H (All HH)		100.0%	46.4%	28.6%	75.0%	46.4%	28.6%	96.4%
%H (TV HH)			46.4%	28.6%	75.0%	46.4%	28.6%	
Attic or loft room	3	3	0	3	3	3	1	3
%V	0.2%	0.2%	0.0%	0.9%	0.3%	0.9%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	100.0%	100.0%	100.0%	33.3%	100.0%
%H (TV HH)			0.0%	100.0%	100.0%	100.0%	33.3%	
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	21	21	7	5	14	4	9	20
%V	1.2%	1.3%	1.2%	1.5%	1.5%	1.2%	1.5%	1.3%
%H (All HH)		100.0%	33.3%	23.8%	66.7%	19.0%	42.9%	95.2%
%H (TV HH)			33.3%	23.8%	66.7%	19.0%	42.9%	

Base: ITV Central 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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ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Any DSAT provider	579	579	579	11	218	218	0	555
%V	32.7%	34.8%	100.0%	3.3%	23.0%	63.6%	0.0%	35.3%
%H (All HH)			100.0%	1.9%	37.7%	37.7%	0.0%	95.9%
%H (TV HH)			100.0%	1.9%	37.7%	37.7%	0.0%	
Sky with subscription	507	507	507	6	193	193	0	487
%V	28.6%	30.5%	87.6%	1.8%	20.3%	56.3%	0.0%	31.0%
%H (All HH)			100.0%	1.2%	38.1%	38.1%	0.0%	96.1%
%H (TV HH)			100.0%	1.2%	38.1%	38.1%	0.0%	
Sky without subscription	32	32	32	2	10	10	0	30
%V	1.8%	1.9%	5.5%	0.6%	1.1%	2.9%	0.0%	1.9%
%H (All HH)			100.0%	6.3%	31.3%	31.3%	0.0%	93.8%
%H (TV HH)			100.0%	6.3%	31.3%	31.3%	0.0%	
Freesat	32	32	32	1	12	12	0	32
%V	1.8%	1.9%	5.5%	0.3%	1.3%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	3.1%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	3.1%	37.5%	37.5%	0.0%	
Other satellite provider	28	28	28	4	8	8	0	26
%V	1.6%	1.7%	4.8%	1.2%	0.8%	2.3%	0.0%	1.7%
%H (All HH)			100.0%	14.3%	28.6%	28.6%	0.0%	92.9%
%H (TV HH)			100.0%	14.3%	28.6%	28.6%	0.0%	
DCAB	335	335	11	335	129	129	0	320
%V	18.9%	20.2%	1.9%	100.0%	13.6%	37.6%	0.0%	20.3%
%H (All HH)			3.3%	100.0%	38.5%	38.5%	0.0%	95.5%
%H (TV HH)			3.3%	100.0%	38.5%	38.5%	0.0%	
DTT	949	949	218	129	949	343	606	798
%V	53.6%	57.1%	37.7%	38.5%	100.0%	100.0%	100.0%	50.7%
%H (All HH)		100.0%	23.0%	13.6%	100.0%	36.1%	63.9%	84.1%
%H (TV HH)			23.0%	13.6%	100.0%	36.1%	63.9%	

Base: ITV Central 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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ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%H (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
PVR	990	990	533	313	479	326	152	951
%V	55.9%	59.6%	92.1%	93.4%	50.5%	95.0%	25.1%	60.5%
%H (All HH)		100.0%	53.8%	31.6%	48.4%	32.9%	15.4%	96.1%
%H (TV HH)			53.8%	31.6%	48.4%	32.9%	15.4%	
DVDR	14	14	5	1	10	3	7	12
%V	0.8%	0.8%	0.9%	0.3%	1.1%	0.9%	1.2%	0.8%
%H (All HH)		100.0%	35.7%	7.1%	71.4%	21.4%	50.0%	85.7%
%H (TV HH)			35.7%	7.1%	71.4%	21.4%	50.0%	
VCR	7	7	1	1	6	1	5	4
%V	0.4%	0.4%	0.2%	0.3%	0.6%	0.3%	0.8%	0.3%
%H (All HH)		100.0%	14.3%	14.3%	85.7%	14.3%	71.4%	57.1%
%H (TV HH)			14.3%	14.3%	85.7%	14.3%	71.4%	
Any recorder	1003	1003	536	313	489	327	161	958
%V	56.6%	60.3%	92.6%	93.4%	51.5%	95.3%	26.6%	60.9%
%H (All HH)		100.0%	53.4%	31.2%	48.8%	32.6%	16.1%	95.5%
%H (TV HH)			53.4%	31.2%	48.8%	32.6%	16.1%	
Receives HDTV (via STB or built-in reception)	1218	1218	520	306	736	334	403	1126
%V	68.8%	73.3%	89.8%	91.3%	77.6%	97.4%	66.5%	71.6%
%H (All HH)		100.0%	42.7%	25.1%	60.4%	27.4%	33.1%	92.4%
%H (TV HH)			42.7%	25.1%	60.4%	27.4%	33.1%	
DVD/Blu-ray player or recorder	1036	1036	365	222	619	250	370	944
%V	58.5%	62.3%	63.0%	66.3%	65.2%	72.9%	61.1%	60.0%
%H (All HH)		100.0%	35.2%	21.4%	59.7%	24.1%	35.7%	91.1%
%H (TV HH)			35.2%	21.4%	59.7%	24.1%	35.7%	

Base: ITV Central 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

ITV Central Scotland

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	1771	1662	579	335	949	343	606	1573
%V (All HH)		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%
%H (TV HH)			34.8%	20.2%	57.1%	20.6%	36.5%	
Has broadband internet	1573	1483	555	320	798	329	468	1573
%V	88.8%	89.2%	95.9%	95.5%	84.1%	95.9%	77.2%	100.0%
%H (All HH)		94.3%	35.3%	20.3%	50.7%	20.9%	29.8%	100.0%
%H (TV HH)			37.4%	21.6%	53.8%	22.2%	31.6%	
Number of computers (PCs and laptops)								
0	327	301	59	35	217	33	184	140
%V	18.5%	18.1%	10.2%	10.4%	22.9%	9.6%	30.4%	8.9%
%H (All HH)		92.0%	18.0%	10.7%	66.4%	10.1%	56.3%	42.8%
%H (TV HH)			19.6%	11.6%	72.1%	11.0%	61.1%	
1	504	463	154	93	266	87	179	494
%V	28.5%	27.9%	26.6%	27.8%	28.0%	25.4%	29.5%	31.4%
%H (All HH)		91.9%	30.6%	18.5%	52.8%	17.3%	35.5%	98.0%
%H (TV HH)			33.3%	20.1%	57.5%	18.8%	38.7%	
2	432	410	161	93	216	100	116	431
%V	24.4%	24.7%	27.8%	27.8%	22.8%	29.2%	19.1%	27.4%
%H (All HH)		94.9%	37.3%	21.5%	50.0%	23.1%	26.9%	99.8%
%H (TV HH)			39.3%	22.7%	52.7%	24.4%	28.3%	
3	232	222	91	48	112	51	61	232
%V	13.1%	13.4%	15.7%	14.3%	11.8%	14.9%	10.1%	14.7%
%H (All HH)		95.7%	39.2%	20.7%	48.3%	22.0%	26.3%	100.0%
%H (TV HH)			41.0%	21.6%	50.5%	23.0%	27.5%	
4	137	131	56	34	70	36	33	137
%V	7.7%	7.9%	9.7%	10.1%	7.4%	10.5%	5.4%	8.7%
%H (All HH)		95.6%	40.9%	24.8%	51.1%	26.3%	24.1%	100.0%
%H (TV HH)			42.7%	26.0%	53.4%	27.5%	25.2%	
5+	139	136	59	33	68	36	32	139
%V	7.8%	8.2%	10.2%	9.9%	7.2%	10.5%	5.3%	8.8%
%H (All HH)		97.8%	42.4%	23.7%	48.9%	25.9%	23.0%	100.0%
%H (TV HH)			43.4%	24.3%	50.0%	26.5%	23.5%	

Base: ITV Central 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

ITV Central Scotland

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	3336	1320	729	1995	900	1094	3077
%H		39.6%	21.9%	59.8%	27.0%	32.8%	92.2%
Under 20"	98	33	24	73	34	38	90
%V	2.9%	2.5%	3.3%	3.7%	3.8%	3.5%	2.9%
%H		33.7%	24.5%	74.5%	34.7%	38.8%	91.8%
20" - 29"	446	161	99	312	141	171	399
%V	13.4%	12.2%	13.6%	15.6%	15.7%	15.6%	13.0%
%H		36.1%	22.2%	70.0%	31.6%	38.3%	89.5%
30" - 39"	1066	378	223	656	262	394	949
%V	32.0%	28.6%	30.6%	32.9%	29.1%	36.0%	30.8%
%H		35.5%	20.9%	61.5%	24.6%	37.0%	89.0%
40" - 49"	1124	476	242	640	297	344	1062
%V	33.7%	36.1%	33.2%	32.1%	33.0%	31.4%	34.5%
%H		42.3%	21.5%	56.9%	26.4%	30.6%	94.5%
50" - 59"	460	215	112	238	134	104	447
%V	13.8%	16.3%	15.4%	11.9%	14.9%	9.5%	14.5%
%H		46.7%	24.3%	51.7%	29.1%	22.6%	97.2%
60"+	89	48	17	36	21	15	87
%V	2.7%	3.6%	2.3%	1.8%	2.3%	1.4%	2.8%
%H		53.9%	19.1%	40.4%	23.6%	16.9%	97.8%
Don't know	55	10	13	39	12	28	43
%V	1.6%	0.8%	1.8%	2.0%	1.3%	2.6%	1.4%
%H		18.2%	23.6%	70.9%	21.8%	50.9%	78.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	3336	1320	729	1995	900	1094	3077
%H		39.6%	21.9%	59.8%	27.0%	32.8%	92.2%
Main living room	1647	574	332	943	341	602	1468
%V	49.4%	43.5%	45.5%	47.3%	37.9%	55.0%	47.7%
%H		34.9%	20.2%	57.3%	20.7%	36.6%	89.1%
Kitchen	141	65	27	102	54	48	133
%V	4.2%	4.9%	3.7%	5.1%	6.0%	4.4%	4.3%
%H		46.1%	19.1%	72.3%	38.3%	34.0%	94.3%
Adult's bedroom	1000	431	244	626	334	291	937
%V	30.0%	32.7%	33.5%	31.4%	37.1%	26.6%	30.5%
%H		43.1%	24.4%	62.6%	33.4%	29.1%	93.7%
Child's bedroom	238	116	52	118	65	53	237
%V	7.1%	8.8%	7.1%	5.9%	7.2%	4.8%	7.7%
%H		48.7%	21.8%	49.6%	27.3%	22.3%	99.6%
Other bedroom	82	37	13	63	34	29	79
%V	2.5%	2.8%	1.8%	3.2%	3.8%	2.7%	2.6%
%H		45.1%	15.9%	76.8%	41.5%	35.4%	96.3%
Second living/dining room	120	50	36	74	39	36	117
%V	3.6%	3.8%	4.9%	3.7%	4.3%	3.3%	3.8%
%H		41.7%	30.0%	61.7%	32.5%	30.0%	97.5%
Study/office	17	7	6	10	5	5	17
%V	0.5%	0.5%	0.8%	0.5%	0.6%	0.5%	0.6%
%H		41.2%	35.3%	58.8%	29.4%	29.4%	100.0%
TV room	37	19	4	20	9	11	37
%V	1.1%	1.4%	0.5%	1.0%	1.0%	1.0%	1.2%
%H		51.4%	10.8%	54.1%	24.3%	29.7%	100.0%
Conservatory	28	13	8	21	13	8	27
%V	0.8%	1.0%	1.1%	1.1%	1.4%	0.7%	0.9%
%H		46.4%	28.6%	75.0%	46.4%	28.6%	96.4%
Attic or loft room	3	0	3	3	3	1	3
%V	0.1%	0.0%	0.4%	0.2%	0.3%	0.1%	0.1%
%H		0.0%	100.0%	100.0%	100.0%	33.3%	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	22	7	5	14	4	10	21
%V	0.7%	0.5%	0.7%	0.7%	0.4%	0.9%	0.7%
%H		31.8%	22.7%	63.6%	18.2%	45.5%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

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	3336	1320	729	1995	900	1094	3077
%H		39.6%	21.9%	59.8%	27.0%	32.8%	92.2%
PVR	1468	848	458	629	452	177	1424
%V	44.0%	64.2%	62.8%	31.5%	50.2%	16.2%	46.3%
%H		57.8%	31.2%	42.8%	30.8%	12.1%	97.0%
DVDR	14	5	1	10	3	7	12
%V	0.4%	0.4%	0.1%	0.5%	0.3%	0.6%	0.4%
%H		35.7%	7.1%	71.4%	21.4%	50.0%	85.7%
VCR	8	2	1	6	1	5	5
%V	0.2%	0.2%	0.1%	0.3%	0.1%	0.5%	0.2%
%H		25.0%	12.5%	75.0%	12.5%	62.5%	62.5%
Any recorder	1484	853	459	641	454	187	1436
%V	44.5%	64.6%	63.0%	32.1%	50.4%	17.1%	46.7%
%H		57.5%	30.9%	43.2%	30.6%	12.6%	96.8%

Base: ITV Central Scotland - 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	3336	1320	729	1995	900	1094	3077
%H		39.6%	21.9%	59.8%	27.0%	32.8%	92.2%
Receives HDTV (via STB or built-in reception)	2042	943	508	1249	641	609	1925
%V	61.2%	71.4%	69.7%	62.6%	71.2%	55.7%	62.6%
%H		46.2%	24.9%	61.2%	31.4%	29.8%	94.3%
DVD/Blu-ray player or recorder	1449	546	330	882	400	481	1342
%V	43.4%	41.4%	45.3%	44.2%	44.4%	44.0%	43.6%
%H		37.7%	22.8%	60.9%	27.6%	33.2%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	1662	579	335	949	343	606	1483
%H		34.8%	20.2%	57.1%	20.6%	36.5%	89.2%
Under 20"	4	2	0	2	0	2	3
%V	0.2%	0.3%	0.0%	0.2%	0.0%	0.3%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	75.0%
20" - 29"	68	11	9	50	7	43	49
%V	4.1%	1.9%	2.7%	5.3%	2.0%	7.1%	3.3%
%H		16.2%	13.2%	73.5%	10.3%	63.2%	72.1%
30" - 39"	408	88	63	249	48	201	319
%V	24.5%	15.2%	18.8%	26.2%	14.0%	33.2%	21.5%
%H		21.6%	15.4%	61.0%	11.8%	49.3%	78.2%
40" - 49"	719	270	156	422	174	248	669
%V	43.3%	46.6%	46.6%	44.5%	50.7%	40.9%	45.1%
%H		37.6%	21.7%	58.7%	24.2%	34.5%	93.0%
50" - 59"	358	161	86	178	93	85	347
%V	21.5%	27.8%	25.7%	18.8%	27.1%	14.0%	23.4%
%H		45.0%	24.0%	49.7%	26.0%	23.7%	96.9%
60"+	76	39	15	29	17	12	74
%V	4.6%	6.7%	4.5%	3.1%	5.0%	2.0%	5.0%
%H		51.3%	19.7%	38.2%	22.4%	15.8%	97.4%
Don't know	30	7	5	18	3	14	22
%V	1.8%	1.2%	1.5%	1.9%	0.9%	2.3%	1.5%
%H		23.3%	16.7%	60.0%	10.0%	46.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	1662	579	335	949	343	606	1483
%H		34.8%	20.2%	57.1%	20.6%	36.5%	89.2%
PVR	971	529	310	464	323	141	932
%V	58.4%	91.4%	92.5%	48.9%	94.2%	23.3%	62.8%
%H		54.5%	31.9%	47.8%	33.3%	14.5%	96.0%
DVDR	11	4	1	9	3	6	9
%V	0.7%	0.7%	0.3%	0.9%	0.9%	1.0%	0.6%
%H		36.4%	9.1%	81.8%	27.3%	54.5%	81.8%
VCR	5	0	0	5	0	5	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%	40.0%
Any recorder	981	530	310	473	323	150	936
%V	59.0%	91.5%	92.5%	49.8%	94.2%	24.8%	63.1%
%H		54.0%	31.6%	48.2%	32.9%	15.3%	95.4%

Base: ITV Central Scotland - 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	1662	579	335	949	343	606	1483
%H		34.8%	20.2%	57.1%	20.6%	36.5%	89.2%
Receives HDTV (via STB or built-in reception)	1188	509	302	713	326	388	1100
%V	71.5%	87.9%	90.1%	75.1%	95.0%	64.0%	74.2%
%H		42.8%	25.4%	60.0%	27.4%	32.7%	92.6%
DVD/Blu-ray player or recorder	835	269	180	502	183	319	749
%V	50.2%	46.5%	53.7%	52.9%	53.4%	52.6%	50.5%
%H		32.2%	21.6%	60.1%	21.9%	38.2%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	1674	741	395	1046	557	489	1594
%H		44.3%	23.6%	62.5%	33.3%	29.2%	95.2%
Under 20"	94	31	24	70	34	36	87
%V	5.6%	4.2%	6.1%	6.7%	6.1%	7.4%	5.5%
%H		33.0%	25.5%	74.5%	36.2%	38.3%	92.6%
20" - 29"	378	149	90	262	134	128	350
%V	22.6%	20.1%	22.8%	25.0%	24.1%	26.2%	22.0%
%H		39.4%	23.8%	69.3%	35.4%	33.9%	92.6%
30" - 39"	658	289	160	407	214	193	630
%V	39.3%	39.0%	40.5%	38.9%	38.4%	39.5%	39.5%
%H		43.9%	24.3%	61.9%	32.5%	29.3%	95.7%
40" - 49"	405	207	85	218	123	95	393
%V	24.2%	27.9%	21.5%	20.8%	22.1%	19.4%	24.7%
%H		51.1%	21.0%	53.8%	30.4%	23.5%	97.0%
50" - 59"	102	54	26	60	40	20	100
%V	6.1%	7.3%	6.6%	5.7%	7.2%	4.1%	6.3%
%H		52.9%	25.5%	58.8%	39.2%	19.6%	98.0%
60"+	13	8	2	7	4	3	13
%V	0.8%	1.1%	0.5%	0.7%	0.7%	0.6%	0.8%
%H		61.5%	15.4%	53.8%	30.8%	23.1%	100.0%
Don't know	25	3	8	22	8	13	21
%V	1.5%	0.4%	2.0%	2.1%	1.4%	2.7%	1.3%
%H		12.0%	32.0%	88.0%	32.0%	52.0%	84.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	1674	741	395	1046	557	489	1594
%H		44.3%	23.6%	62.5%	33.3%	29.2%	95.2%
PVR	497	320	148	165	129	36	493
%V	29.7%	43.2%	37.5%	15.8%	23.2%	7.4%	30.9%
%H		64.4%	29.8%	33.2%	26.0%	7.2%	99.2%
DVDR	3	1	0	1	0	1	3
%V	0.2%	0.1%	0.0%	0.1%	0.0%	0.2%	0.2%
%H		33.3%	0.0%	33.3%	0.0%	33.3%	100.0%
VCR	3	2	1	1	1	0	3
%V	0.2%	0.3%	0.3%	0.1%	0.2%	0.0%	0.2%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
Any recorder	503	323	149	167	130	37	499
%V	30.0%	43.6%	37.7%	16.0%	23.3%	7.6%	31.3%
%H		64.2%	29.6%	33.2%	25.8%	7.4%	99.2%

Base: ITV Central Scotland - 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	1674	741	395	1046	557	489	1594
%H		44.3%	23.6%	62.5%	33.3%	29.2%	95.2%
Receives HDTV (via STB or built-in reception)	853	434	206	536	315	221	825
%V	51.0%	58.6%	52.2%	51.2%	56.6%	45.2%	51.8%
%H		50.9%	24.2%	62.8%	36.9%	25.9%	96.7%
DVD/Blu-ray player or recorder	614	277	150	380	218	162	593
%V	36.7%	37.4%	38.0%	36.3%	39.1%	33.1%	37.2%
%H		45.1%	24.4%	61.9%	35.5%	26.4%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

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	3801	3584	1413	753	1907	814	1093	3560
%H		94.3%	37.2%	19.8%	50.2%	21.4%	28.8%	93.7%
Total Children	664	632	281	119	282	125	158	654
%V	17.5%	17.6%	19.9%	15.8%	14.8%	15.4%	14.5%	18.4%
%H		95.2%	42.3%	17.9%	42.5%	18.8%	23.8%	98.5%
0 - 3	145	136	56	27	65	29	36	141
%V	3.8%	3.8%	4.0%	3.6%	3.4%	3.6%	3.3%	4.0%
%H		93.8%	38.6%	18.6%	44.8%	20.0%	24.8%	97.2%
4 - 15	519	496	225	92	218	96	122	512
%V	13.7%	13.8%	15.9%	12.2%	11.4%	11.8%	11.2%	14.4%
%H		95.6%	43.4%	17.7%	42.0%	18.5%	23.5%	98.7%
4 - 9	250	239	105	45	91	38	53	248
%V	6.6%	6.7%	7.4%	6.0%	4.8%	4.7%	4.8%	7.0%
%H		95.6%	42.0%	18.0%	36.4%	15.2%	21.2%	99.2%
10 - 15	269	256	119	47	127	58	69	264
%V	7.1%	7.1%	8.4%	6.2%	6.7%	7.1%	6.3%	7.4%
%H		95.2%	44.2%	17.5%	47.2%	21.6%	25.7%	98.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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	3801	3584	1413	753	1907	814	1093	3560
%H		94.3%	37.2%	19.8%	50.2%	21.4%	28.8%	93.7%
Total Adults (16+)	3137	2953	1132	634	1625	690	936	2907
%V	82.5%	82.4%	80.1%	84.2%	85.2%	84.8%	85.6%	81.7%
%H		94.1%	36.1%	20.2%	51.8%	22.0%	29.8%	92.7%
16 - 19	151	135	64	29	69	38	31	150
%V	4.0%	3.8%	4.5%	3.9%	3.6%	4.7%	2.8%	4.2%
%H		89.4%	42.4%	19.2%	45.7%	25.2%	20.5%	99.3%
20 - 24	215	177	60	38	72	36	36	213
%V	5.7%	4.9%	4.2%	5.0%	3.8%	4.4%	3.3%	6.0%
%H		82.3%	27.9%	17.7%	33.5%	16.7%	16.7%	99.1%
25 - 34	529	472	161	77	189	74	115	518
%V	13.9%	13.2%	11.4%	10.2%	9.9%	9.1%	10.5%	14.6%
%H		89.2%	30.4%	14.6%	35.7%	14.0%	21.7%	97.9%
35 - 44	493	454	193	83	209	90	119	480
%V	13.0%	12.7%	13.7%	11.0%	11.0%	11.1%	10.9%	13.5%
%H		92.1%	39.1%	16.8%	42.4%	18.3%	24.1%	97.4%
45 - 54	521	500	216	114	285	129	156	510
%V	13.7%	14.0%	15.3%	15.1%	14.9%	15.8%	14.3%	14.3%
%H		96.0%	41.5%	21.9%	54.7%	24.8%	29.9%	97.9%
55 - 64	539	529	226	138	313	153	160	507
%V	14.2%	14.8%	16.0%	18.3%	16.4%	18.8%	14.6%	14.2%
%H		98.1%	41.9%	25.6%	58.1%	28.4%	29.7%	94.1%
65+	691	686	213	155	488	169	319	529
%V	18.2%	19.1%	15.1%	20.6%	25.6%	20.8%	29.2%	14.9%
%H		99.3%	30.8%	22.4%	70.6%	24.5%	46.2%	76.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

Individual level data

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+)	3137	2953	1132	634	1625	690	936	2907
%H		94.1%	36.1%	20.2%	51.8%	22.0%	29.8%	92.7%
AB	853	812	329	165	446	203	244	830
%V	27.2%	27.5%	29.1%	26.0%	27.4%	29.4%	26.1%	28.6%
%H		95.2%	38.6%	19.3%	52.3%	23.8%	28.6%	97.3%
C1	889	819	314	178	437	199	237	848
%V	28.3%	27.7%	27.7%	28.1%	26.9%	28.8%	25.3%	29.2%
%H		92.1%	35.3%	20.0%	49.2%	22.4%	26.7%	95.4%
C2	632	610	239	151	340	152	188	592
%V	20.1%	20.7%	21.1%	23.8%	20.9%	22.0%	20.1%	20.4%
%H		96.5%	37.8%	23.9%	53.8%	24.1%	29.7%	93.7%
D	504	470	176	105	239	94	145	440
%V	16.1%	15.9%	15.5%	16.6%	14.7%	13.6%	15.5%	15.1%
%H		93.3%	34.9%	20.8%	47.4%	18.7%	28.8%	87.3%
E	259	242	74	35	164	42	122	197
%V	8.3%	8.2%	6.5%	5.5%	10.1%	6.1%	13.0%	6.8%
%H		93.4%	28.6%	13.5%	63.3%	16.2%	47.1%	76.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

Individual level data

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+)	3137	2953	1132	634	1625	690	936	2907
%H		94.1%	36.1%	20.2%	51.8%	22.0%	29.8%	92.7%
Working full time	1471	1390	586	291	692	329	364	1446
%V	46.9%	47.1%	51.8%	45.9%	42.6%	47.7%	38.9%	49.7%
%H		94.5%	39.8%	19.8%	47.0%	22.4%	24.7%	98.3%
Working part time	265	252	88	74	136	63	73	256
%V	8.4%	8.5%	7.8%	11.7%	8.4%	9.1%	7.8%	8.8%
%H		95.1%	33.2%	27.9%	51.3%	23.8%	27.5%	96.6%
Not working	1393	1303	457	269	792	298	493	1197
%V	44.4%	44.1%	40.4%	42.4%	48.7%	43.2%	52.7%	41.2%
%H		93.5%	32.8%	19.3%	56.9%	21.4%	35.4%	85.9%
Houseperson	1771	1662	579	335	949	343	606	1573
%V	56.5%	56.3%	51.1%	52.8%	58.4%	49.7%	64.7%	54.1%
%H		93.8%	32.7%	18.9%	53.6%	19.4%	34.2%	88.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1517	1422	542	308	772	333	438	1406
%H		93.7%	35.7%	20.3%	50.9%	22.0%	28.9%	92.7%
16 - 19	83	74	37	14	38	21	16	81
%V	5.5%	5.2%	6.8%	4.5%	4.9%	6.3%	3.7%	5.8%
%H		89.2%	44.6%	16.9%	45.8%	25.3%	19.3%	97.6%
20 - 24	108	93	32	20	37	20	16	106
%V	7.1%	6.5%	5.9%	6.5%	4.8%	6.0%	3.7%	7.5%
%H		86.1%	29.6%	18.5%	34.3%	18.5%	14.8%	98.1%
25 - 34	256	228	78	36	91	36	55	250
%V	16.9%	16.0%	14.4%	11.7%	11.8%	10.8%	12.6%	17.8%
%H		89.1%	30.5%	14.1%	35.5%	14.1%	21.5%	97.7%
35 - 44	246	223	93	42	98	43	55	238
%V	16.2%	15.7%	17.2%	13.6%	12.7%	12.9%	12.6%	16.9%
%H		90.7%	37.8%	17.1%	39.8%	17.5%	22.4%	96.7%
45 - 54	250	238	97	52	142	62	80	243
%V	16.5%	16.7%	17.9%	16.9%	18.4%	18.6%	18.3%	17.3%
%H		95.2%	38.8%	20.8%	56.8%	24.8%	32.0%	97.2%
55 - 64	261	253	105	69	150	73	76	242
%V	17.2%	17.8%	19.4%	22.4%	19.4%	21.9%	17.4%	17.2%
%H		96.9%	40.2%	26.4%	57.5%	28.0%	29.1%	92.7%
65+	314	313	101	74	217	78	139	246
%V	20.7%	22.0%	18.6%	24.0%	28.1%	23.4%	31.7%	17.5%
%H		99.7%	32.2%	23.6%	69.1%	24.8%	44.3%	78.3%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1517	1422	542	308	772	333	438	1406
%H		93.7%	35.7%	20.3%	50.9%	22.0%	28.9%	92.7%
AB	419	399	164	83	215	99	116	409
%V	27.6%	28.1%	30.3%	26.9%	27.8%	29.7%	26.5%	29.1%
%H		95.2%	39.1%	19.8%	51.3%	23.6%	27.7%	97.6%
C1	411	378	142	88	191	94	98	396
%V	27.1%	26.6%	26.2%	28.6%	24.7%	28.2%	22.4%	28.2%
%H		92.0%	34.5%	21.4%	46.5%	22.9%	23.8%	96.4%
C2	335	322	124	76	181	76	105	308
%V	22.1%	22.6%	22.9%	24.7%	23.4%	22.8%	24.0%	21.9%
%H		96.1%	37.0%	22.7%	54.0%	22.7%	31.3%	91.9%
D	228	212	80	48	104	43	61	201
%V	15.0%	14.9%	14.8%	15.6%	13.5%	12.9%	13.9%	14.3%
%H		93.0%	35.1%	21.1%	45.6%	18.9%	26.8%	88.2%
E	124	111	33	14	81	22	59	93
%V	8.2%	7.8%	6.1%	4.5%	10.5%	6.6%	13.5%	6.6%
%H		89.5%	26.6%	11.3%	65.3%	17.7%	47.6%	75.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1517	1422	542	308	772	333	438	1406
%H		93.7%	35.7%	20.3%	50.9%	22.0%	28.9%	92.7%
Working full time	821	773	320	165	386	181	205	805
%V	54.1%	54.4%	59.0%	53.6%	50.0%	54.4%	46.8%	57.3%
%H		94.2%	39.0%	20.1%	47.0%	22.0%	25.0%	98.1%
Working part time	59	51	15	16	25	10	15	55
%V	3.9%	3.6%	2.8%	5.2%	3.2%	3.0%	3.4%	3.9%
%H		86.4%	25.4%	27.1%	42.4%	16.9%	25.4%	93.2%
Not working	634	595	207	128	359	142	216	542
%V	41.8%	41.8%	38.2%	41.6%	46.5%	42.6%	49.3%	38.5%
%H		93.8%	32.6%	20.2%	56.6%	22.4%	34.1%	85.5%
Houseperson	438	395	101	70	237	56	181	355
%V	28.9%	27.8%	18.6%	22.7%	30.7%	16.8%	41.3%	25.2%
%H		90.2%	23.1%	16.0%	54.1%	12.8%	41.3%	81.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1620	1530	589	326	854	356	498	1501
%H		94.4%	36.4%	20.1%	52.7%	22.0%	30.7%	92.7%
16 - 19	68	61	26	15	31	16	14	68
%V	4.2%	4.0%	4.4%	4.6%	3.6%	4.5%	2.8%	4.5%
%H		89.7%	38.2%	22.1%	45.6%	23.5%	20.6%	100.0%
20 - 24	107	84	27	18	35	16	19	107
%V	6.6%	5.5%	4.6%	5.5%	4.1%	4.5%	3.8%	7.1%
%H		78.5%	25.2%	16.8%	32.7%	15.0%	17.8%	100.0%
25 - 34	272	244	83	41	99	39	60	269
%V	16.8%	15.9%	14.1%	12.6%	11.6%	11.0%	12.0%	17.9%
%H		89.7%	30.5%	15.1%	36.4%	14.3%	22.1%	98.9%
35 - 44	247	230	100	40	112	48	64	242
%V	15.2%	15.0%	17.0%	12.3%	13.1%	13.5%	12.9%	16.1%
%H		93.1%	40.5%	16.2%	45.3%	19.4%	25.9%	98.0%
45 - 54	271	262	119	62	143	67	76	267
%V	16.7%	17.1%	20.2%	19.0%	16.7%	18.8%	15.3%	17.8%
%H		96.7%	43.9%	22.9%	52.8%	24.7%	28.0%	98.5%
55 - 64	277	277	121	69	164	80	84	265
%V	17.1%	18.1%	20.5%	21.2%	19.2%	22.5%	16.9%	17.7%
%H		100.0%	43.7%	24.9%	59.2%	28.9%	30.3%	95.7%
65+	377	372	112	81	270	91	180	283
%V	23.3%	24.3%	19.0%	24.8%	31.6%	25.6%	36.1%	18.9%
%H		98.7%	29.7%	21.5%	71.6%	24.1%	47.7%	75.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1620	1530	589	326	854	356	498	1501
%H		94.4%	36.4%	20.1%	52.7%	22.0%	30.7%	92.7%
AB	435	413	165	82	231	104	128	421
%V	26.9%	27.0%	28.0%	25.2%	27.0%	29.2%	25.7%	28.0%
%H		94.9%	37.9%	18.9%	53.1%	23.9%	29.4%	96.8%
C1	478	441	171	90	246	106	140	452
%V	29.5%	28.8%	29.0%	27.6%	28.8%	29.8%	28.1%	30.1%
%H		92.3%	35.8%	18.8%	51.5%	22.2%	29.3%	94.6%
C2	297	288	115	75	159	76	83	284
%V	18.3%	18.8%	19.5%	23.0%	18.6%	21.3%	16.7%	18.9%
%H		97.0%	38.7%	25.3%	53.5%	25.6%	27.9%	95.6%
D	276	258	97	58	135	50	84	239
%V	17.0%	16.9%	16.5%	17.8%	15.8%	14.0%	16.9%	15.9%
%H		93.5%	35.1%	21.0%	48.9%	18.1%	30.4%	86.6%
E	135	130	41	21	83	20	63	104
%V	8.3%	8.5%	7.0%	6.4%	9.7%	5.6%	12.7%	6.9%
%H		96.3%	30.4%	15.6%	61.5%	14.8%	46.7%	77.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Central Scotland

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+)	1620	1530	589	326	854	356	498	1501
%H		94.4%	36.4%	20.1%	52.7%	22.0%	30.7%	92.7%
Working full time	650	617	266	127	306	147	159	641
%V	40.1%	40.3%	45.2%	39.0%	35.8%	41.3%	31.9%	42.7%
%H		94.9%	40.9%	19.5%	47.1%	22.6%	24.5%	98.6%
Working part time	206	201	73	58	111	53	59	201
%V	12.7%	13.1%	12.4%	17.8%	13.0%	14.9%	11.8%	13.4%
%H		97.6%	35.4%	28.2%	53.9%	25.7%	28.6%	97.6%
Not working	759	709	250	142	433	156	277	655
%V	46.9%	46.3%	42.4%	43.6%	50.7%	43.8%	55.6%	43.6%
%H		93.4%	32.9%	18.7%	57.0%	20.6%	36.5%	86.3%
Houseperson	1332	1267	478	265	712	287	425	1218
%V	82.2%	82.8%	81.2%	81.3%	83.4%	80.6%	85.3%	81.1%
%H		95.1%	35.9%	19.9%	53.5%	21.5%	31.9%	91.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Scotland

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	614	575	248	29	350	116	234	558
%H (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
AB	169	161	75	11	99	35	65	162
%V	27.5%	28.0%	30.2%	37.9%	28.3%	30.2%	27.8%	29.0%
%H (All HH)		95.3%	44.4%	6.5%	58.6%	20.7%	38.5%	95.9%
%H (TV HH)			46.6%	6.8%	61.5%	21.7%	40.4%	
C1	179	161	70	7	98	33	65	166
%V	29.2%	28.0%	28.2%	24.1%	28.0%	28.4%	27.8%	29.7%
%H (All HH)		89.9%	39.1%	3.9%	54.7%	18.4%	36.3%	92.7%
%H (TV HH)			43.5%	4.3%	60.9%	20.5%	40.4%	
C2	143	136	66	5	77	29	48	132
%V	23.3%	23.7%	26.6%	17.2%	22.0%	25.0%	20.5%	23.7%
%H (All HH)		95.1%	46.2%	3.5%	53.8%	20.3%	33.6%	92.3%
%H (TV HH)			48.5%	3.7%	56.6%	21.3%	35.3%	
D	82	78	27	4	51	15	36	67
%V	13.4%	13.6%	10.9%	13.8%	14.6%	12.9%	15.4%	12.0%
%H (All HH)		95.1%	32.9%	4.9%	62.2%	18.3%	43.9%	81.7%
%H (TV HH)			34.6%	5.1%	65.4%	19.2%	46.2%	
E	41	39	10	3	25	5	20	30
%V	6.7%	6.8%	4.0%	10.3%	7.1%	4.3%	8.5%	5.4%
%H (All HH)		95.1%	24.4%	7.3%	61.0%	12.2%	48.8%	73.2%
%H (TV HH)			25.6%	7.7%	64.1%	12.8%	51.3%	

Base: ITV North 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

ITV North Scotland

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	614	575	248	29	350	116	234	558
%V (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Under 25	43	27	4	0	10	1	8	42
%V	7.0%	4.7%	1.6%	0.0%	2.9%	0.9%	3.4%	7.5%
%H (All HH)		62.8%	9.3%	0.0%	23.3%	2.3%	18.6%	97.7%
%H (TV HH)			14.8%	0.0%	37.0%	3.7%	29.6%	
25 - 34	94	85	29	2	33	6	27	93
%V	15.3%	14.8%	11.7%	6.9%	9.4%	5.2%	11.5%	16.7%
%H (All HH)		90.4%	30.9%	2.1%	35.1%	6.4%	28.7%	98.9%
%H (TV HH)			34.1%	2.4%	38.8%	7.1%	31.8%	
35 - 44	91	86	41	6	43	18	25	89
%V	14.8%	15.0%	16.5%	20.7%	12.3%	15.5%	10.7%	15.9%
%H (All HH)		94.5%	45.1%	6.6%	47.3%	19.8%	27.5%	97.8%
%H (TV HH)			47.7%	7.0%	50.0%	20.9%	29.1%	
45 - 54	108	105	52	7	68	29	39	105
%V	17.6%	18.3%	21.0%	24.1%	19.4%	25.0%	16.7%	18.8%
%H (All HH)		97.2%	48.1%	6.5%	63.0%	26.9%	36.1%	97.2%
%H (TV HH)			49.5%	6.7%	64.8%	27.6%	37.1%	
55 - 64	104	101	54	6	62	23	39	96
%V	16.9%	17.6%	21.8%	20.7%	17.7%	19.8%	16.7%	17.2%
%H (All HH)		97.1%	51.9%	5.8%	59.6%	22.1%	37.5%	92.3%
%H (TV HH)			53.5%	5.9%	61.4%	22.8%	38.6%	
65 +	174	171	68	8	133	38	95	132
%V	28.3%	29.7%	27.4%	27.6%	38.0%	32.8%	40.6%	23.7%
%H (All HH)		98.3%	39.1%	4.6%	76.4%	21.8%	54.6%	75.9%
%H (TV HH)			39.8%	4.7%	77.8%	22.2%	55.6%	

Base: ITV North 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

ITV North Scotland

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	614	575	248	29	350	116	234	558
%H (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
1	213	191	65	4	130	25	105	166
%V	34.7%	33.2%	26.2%	13.8%	37.1%	21.6%	44.9%	29.7%
%H (All HH)		89.7%	30.5%	1.9%	61.0%	11.7%	49.3%	77.9%
%H (TV HH)			34.0%	2.1%	68.1%	13.1%	55.0%	
2	243	233	106	13	141	53	88	235
%V	39.6%	40.5%	42.7%	44.8%	40.3%	45.7%	37.6%	42.1%
%H (All HH)		95.9%	43.6%	5.3%	58.0%	21.8%	36.2%	96.7%
%H (TV HH)			45.5%	5.6%	60.5%	22.7%	37.8%	
3	72	67	32	4	33	13	20	72
%V	11.7%	11.7%	12.9%	13.8%	9.4%	11.2%	8.5%	12.9%
%H (All HH)		93.1%	44.4%	5.6%	45.8%	18.1%	27.8%	100.0%
%H (TV HH)			47.8%	6.0%	49.3%	19.4%	29.9%	
4	63	62	34	6	34	17	17	62
%V	10.3%	10.8%	13.7%	20.7%	9.7%	14.7%	7.3%	11.1%
%H (All HH)		98.4%	54.0%	9.5%	54.0%	27.0%	27.0%	98.4%
%H (TV HH)			54.8%	9.7%	54.8%	27.4%	27.4%	
5+	23	22	12	2	12	7	6	23
%V	3.7%	3.8%	4.8%	6.9%	3.4%	6.0%	2.6%	4.1%
%H (All HH)		95.7%	52.2%	8.7%	52.2%	30.4%	26.1%	100.0%
%H (TV HH)			54.5%	9.1%	54.5%	31.8%	27.3%	
Average HH size	2.10	2.13	2.30	2.59	2.03	2.37	1.85	2.19

Base: ITV North 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

ITV North Scotland

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	614	575	248	29	350	116	234	558
%V (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%V (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Without	498	463	196	22	293	95	198	443
%V	81.1%	80.5%	79.0%	75.9%	83.7%	81.9%	84.6%	79.4%
%H (All HH)		93.0%	39.4%	4.4%	58.8%	19.1%	39.8%	89.0%
%H (TV HH)			42.3%	4.8%	63.3%	20.5%	42.8%	
With	115	112	53	7	57	21	36	115
%V	18.7%	19.5%	21.4%	24.1%	16.3%	18.1%	15.4%	20.6%
%H (All HH)		97.4%	46.1%	6.1%	49.6%	18.3%	31.3%	100.0%
%H (TV HH)			47.3%	6.3%	50.9%	18.8%	32.1%	
0 - 3	43	42	21	1	22	8	14	42
%V	7.0%	7.3%	8.5%	3.4%	6.3%	6.9%	6.0%	7.5%
%H (All HH)		97.7%	48.8%	2.3%	51.2%	18.6%	32.6%	97.7%
%H (TV HH)			50.0%	2.4%	52.4%	19.0%	33.3%	
4 - 9	62	59	26	5	28	10	18	61
%V	10.1%	10.3%	10.5%	17.2%	8.0%	8.6%	7.7%	10.9%
%H (All HH)		95.2%	41.9%	8.1%	45.2%	16.1%	29.0%	98.4%
%H (TV HH)			44.1%	8.5%	47.5%	16.9%	30.5%	
10 - 15	53	53	30	4	26	13	13	53
%V	8.6%	9.2%	12.1%	13.8%	7.4%	11.2%	5.6%	9.5%
%H (All HH)		100.0%	56.6%	7.5%	49.1%	24.5%	24.5%	100.0%
%H (TV HH)			56.6%	7.5%	49.1%	24.5%	24.5%	

Base: ITV North 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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ITV North Scotland

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	614	575	248	29	350	116	234	558
%H (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
1	228	228	69	8	118	15	104	192
%V	37.1%	39.7%	27.8%	27.6%	33.7%	12.9%	44.4%	34.4%
%H (All HH)		100.0%	30.3%	3.5%	51.8%	6.6%	45.6%	84.2%
%H (TV HH)			30.3%	3.5%	51.8%	6.6%	45.6%	
2	193	193	86	13	130	43	87	179
%V	31.4%	33.6%	34.7%	44.8%	37.1%	37.1%	37.2%	32.1%
%H (All HH)		100.0%	44.6%	6.7%	67.4%	22.3%	45.1%	92.7%
%H (TV HH)			44.6%	6.7%	67.4%	22.3%	45.1%	
3	94	94	50	4	61	27	33	91
%V	15.3%	16.3%	20.2%	13.8%	17.4%	23.3%	14.1%	16.3%
%H (All HH)		100.0%	53.2%	4.3%	64.9%	28.7%	35.1%	96.8%
%H (TV HH)			53.2%	4.3%	64.9%	28.7%	35.1%	
4	39	39	29	4	27	22	5	38
%V	6.4%	6.8%	11.7%	13.8%	7.7%	19.0%	2.1%	6.8%
%H (All HH)		100.0%	74.4%	10.3%	69.2%	56.4%	12.8%	97.4%
%H (TV HH)			74.4%	10.3%	69.2%	56.4%	12.8%	
5+	20	20	14	1	14	9	5	20
%V	3.3%	3.5%	5.6%	3.4%	4.0%	7.8%	2.1%	3.6%
%H (All HH)		100.0%	70.0%	5.0%	70.0%	45.0%	25.0%	100.0%
%H (TV HH)			70.0%	5.0%	70.0%	45.0%	25.0%	

Base: ITV North 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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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	614	575	248	29	350	116	234	558
%V (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Under 20"	27	27	10	0	23	7	16	25
%V	4.4%	4.7%	4.0%	0.0%	6.6%	6.0%	6.8%	4.5%
%H (All HH)		100.0%	37.0%	0.0%	85.2%	25.9%	59.3%	92.6%
%H (TV HH)			37.0%	0.0%	85.2%	25.9%	59.3%	
20" - 29"	147	147	66	6	112	42	70	129
%V	23.9%	25.6%	26.6%	20.7%	32.0%	36.2%	29.9%	23.1%
%H (All HH)		100.0%	44.9%	4.1%	76.2%	28.6%	47.6%	87.8%
%H (TV HH)			44.9%	4.1%	76.2%	28.6%	47.6%	
30" - 39"	295	295	127	14	189	66	124	266
%V	48.0%	51.3%	51.2%	48.3%	54.0%	56.9%	53.0%	47.7%
%H (All HH)		100.0%	43.1%	4.7%	64.1%	22.4%	42.0%	90.2%
%H (TV HH)			43.1%	4.7%	64.1%	22.4%	42.0%	
40" - 49"	290	290	152	19	171	76	95	275
%V	47.2%	50.4%	61.3%	65.5%	48.9%	65.5%	40.6%	49.3%
%H (All HH)		100.0%	52.4%	6.6%	59.0%	26.2%	32.8%	94.8%
%H (TV HH)			52.4%	6.6%	59.0%	26.2%	32.8%	
50" - 59"	119	119	64	6	66	30	36	116
%V	19.4%	20.7%	25.8%	20.7%	18.9%	25.9%	15.4%	20.8%
%H (All HH)		100.0%	53.8%	5.0%	55.5%	25.2%	30.3%	97.5%
%H (TV HH)			53.8%	5.0%	55.5%	25.2%	30.3%	
60"+	22	22	11	1	12	4	8	22
%V	3.6%	3.8%	4.4%	3.4%	3.4%	3.4%	3.4%	3.9%
%H (All HH)		100.0%	50.0%	4.5%	54.5%	18.2%	36.4%	100.0%
%H (TV HH)			50.0%	4.5%	54.5%	18.2%	36.4%	

Base: ITV North 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

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	614	575	248	29	350	116	234	558
%V (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Main living room	568	568	247	29	347	115	232	515
%V	92.5%	98.8%	99.6%	100.0%	99.1%	99.1%	99.1%	92.3%
%H (All HH)		100.0%	43.5%	5.1%	61.1%	20.2%	40.8%	90.7%
%H (TV HH)			43.5%	5.1%	61.1%	20.2%	40.8%	
Kitchen	87	87	49	4	67	34	33	84
%V	14.2%	15.1%	19.8%	13.8%	19.1%	29.3%	14.1%	15.1%
%H (All HH)		100.0%	56.3%	4.6%	77.0%	39.1%	37.9%	96.6%
%H (TV HH)			56.3%	4.6%	77.0%	39.1%	37.9%	
Adult's bedroom	245	245	129	14	161	76	85	231
%V	39.9%	42.6%	52.0%	48.3%	46.0%	65.5%	36.3%	41.4%
%H (All HH)		100.0%	52.7%	5.7%	65.7%	31.0%	34.7%	94.3%
%H (TV HH)			52.7%	5.7%	65.7%	31.0%	34.7%	
Child's bedroom	54	54	31	5	25	13	12	53
%V	8.8%	9.4%	12.5%	17.2%	7.1%	11.2%	5.1%	9.5%
%H (All HH)		100.0%	57.4%	9.3%	46.3%	24.1%	22.2%	98.1%
%H (TV HH)			57.4%	9.3%	46.3%	24.1%	22.2%	
Other bedroom	33	33	18	2	27	17	11	32
%V	5.4%	5.7%	7.3%	6.9%	7.7%	14.7%	4.7%	5.7%
%H (All HH)		100.0%	54.5%	6.1%	81.8%	51.5%	33.3%	97.0%
%H (TV HH)			54.5%	6.1%	81.8%	51.5%	33.3%	
Second living/dining room	54	54	35	3	35	18	17	52
%V	8.8%	9.4%	14.1%	10.3%	10.0%	15.5%	7.3%	9.3%
%H (All HH)		100.0%	64.8%	5.6%	64.8%	33.3%	31.5%	96.3%
%H (TV HH)			64.8%	5.6%	64.8%	33.3%	31.5%	
Study/office	10	10	7	1	7	5	3	10
%V	1.6%	1.7%	2.8%	3.4%	2.0%	4.3%	1.3%	1.8%
%H (All HH)		100.0%	70.0%	10.0%	70.0%	50.0%	30.0%	100.0%
%H (TV HH)			70.0%	10.0%	70.0%	50.0%	30.0%	
TV room	6	6	3	1	4	1	3	6
%V	1.0%	1.0%	1.2%	3.4%	1.1%	0.9%	1.3%	1.1%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	16.7%	50.0%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	16.7%	50.0%	
Conservatory	15	15	10	0	11	6	5	14
%V	2.4%	2.6%	4.0%	0.0%	3.1%	5.2%	2.1%	2.5%
%H (All HH)		100.0%	66.7%	0.0%	73.3%	40.0%	33.3%	93.3%
%H (TV HH)			66.7%	0.0%	73.3%	40.0%	33.3%	
Attic or loft room	2	2	2	0	1	0	1	2
%V	0.3%	0.3%	0.8%	0.0%	0.3%	0.0%	0.4%	0.4%
%H (All HH)		100.0%	100.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	0.0%	50.0%	
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	3	3	3	0	2	1	1	3
%V	0.5%	0.5%	1.2%	0.0%	0.6%	0.9%	0.4%	0.5%
%H (All HH)		100.0%	100.0%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	33.3%	33.3%	

Base: ITV North 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

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Household level data

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	614	575	248	29	350	116	234	558
%H (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Any DSAT provider	248	248	248	4	105	105	0	237
%V	40.4%	43.1%	100.0%	13.8%	30.0%	90.5%	0.0%	42.5%
%H (All HH)			100.0%	1.6%	42.3%	42.3%	0.0%	95.6%
%H (TV HH)			100.0%	1.6%	42.3%	42.3%	0.0%	
Sky with subcription	200	200	200	4	86	86	0	192
%V	32.6%	34.8%	80.6%	13.8%	24.6%	74.1%	0.0%	34.4%
%H (All HH)			100.0%	2.0%	43.0%	43.0%	0.0%	96.0%
%H (TV HH)			100.0%	2.0%	43.0%	43.0%	0.0%	
Sky without subcription	13	13	13	0	5	5	0	13
%V	2.1%	2.3%	5.2%	0.0%	1.4%	4.3%	0.0%	2.3%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
Freesat	31	31	31	0	12	12	0	29
%V	5.0%	5.4%	12.5%	0.0%	3.4%	10.3%	0.0%	5.2%
%H (All HH)			100.0%	0.0%	38.7%	38.7%	0.0%	93.5%
%H (TV HH)			100.0%	0.0%	38.7%	38.7%	0.0%	
Other satellite provider	12	12	12	1	7	7	0	12
%V	2.0%	2.1%	4.8%	3.4%	2.0%	6.0%	0.0%	2.2%
%H (All HH)			100.0%	8.3%	58.3%	58.3%	0.0%	100.0%
%H (TV HH)			100.0%	8.3%	58.3%	58.3%	0.0%	
DCAB	29	29	4	29	13	13	0	28
%V	4.7%	5.0%	1.6%	100.0%	3.7%	11.2%	0.0%	5.0%
%H (All HH)			13.8%	100.0%	44.8%	44.8%	0.0%	96.6%
%H (TV HH)			13.8%	100.0%	44.8%	44.8%	0.0%	
DTT	350	350	105	13	350	116	234	306
%V	57.0%	60.9%	42.3%	44.8%	100.0%	100.0%	100.0%	54.8%
%H (All HH)		100.0%	30.0%	3.7%	100.0%	33.1%	66.9%	87.4%
%H (TV HH)			30.0%	3.7%	100.0%	33.1%	66.9%	

Base: ITV North 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

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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	614	575	248	29	350	116	234	558
%H (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
PVR	316	316	226	29	172	107	65	303
%V	51.5%	55.0%	91.1%	100.0%	49.1%	92.2%	27.8%	54.3%
%H (All HH)		100.0%	71.5%	9.2%	54.4%	33.9%	20.6%	95.9%
%H (TV HH)			71.5%	9.2%	54.4%	33.9%	20.6%	
DVDR	4	4	3	0	3	2	1	4
%V	0.7%	0.7%	1.2%	0.0%	0.9%	1.7%	0.4%	0.7%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
VCR	1	1	0	0	1	0	1	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	318	318	226	29	174	107	67	304
%V	51.8%	55.3%	91.1%	100.0%	49.7%	92.2%	28.6%	54.5%
%H (All HH)		100.0%	71.1%	9.1%	54.7%	33.6%	21.1%	95.6%
%H (TV HH)			71.1%	9.1%	54.7%	33.6%	21.1%	
Receives HDTV (via STB or built-in reception)	361	361	200	26	240	102	139	341
%V	58.8%	62.8%	80.6%	89.7%	68.6%	87.9%	59.4%	61.1%
%H (All HH)		100.0%	55.4%	7.2%	66.5%	28.3%	38.5%	94.5%
%H (TV HH)			55.4%	7.2%	66.5%	28.3%	38.5%	
DVD/Blu-ray player or recorder	326	326	154	21	194	74	119	306
%V	53.1%	56.7%	62.1%	72.4%	55.4%	63.8%	50.9%	54.8%
%H (All HH)		100.0%	47.2%	6.4%	59.5%	22.7%	36.5%	93.9%
%H (TV HH)			47.2%	6.4%	59.5%	22.7%	36.5%	

Base: ITV North 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

ITV North Scotland

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	614	575	248	29	350	116	234	558
%V (All HH)		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%
%H (TV HH)			43.1%	5.0%	60.9%	20.2%	40.7%	
Has broadband internet	558	521	237	28	306	112	194	558
%V	90.9%	90.6%	95.6%	96.6%	87.4%	96.6%	82.9%	100.0%
%H (All HH)		93.4%	42.5%	5.0%	54.8%	20.1%	34.8%	100.0%
%H (TV HH)			45.5%	5.4%	58.7%	21.5%	37.2%	
Number of computers (PCs and laptops)								
0	87	82	17	3	59	5	54	34
%V	14.2%	14.3%	6.9%	10.3%	16.9%	4.3%	23.1%	6.1%
%H (All HH)		94.3%	19.5%	3.4%	67.8%	5.7%	62.1%	39.1%
%H (TV HH)			20.7%	3.7%	72.0%	6.1%	65.9%	
1	162	150	62	6	89	25	64	160
%V	26.4%	26.1%	25.0%	20.7%	25.4%	21.6%	27.4%	28.7%
%H (All HH)		92.6%	38.3%	3.7%	54.9%	15.4%	39.5%	98.8%
%H (TV HH)			41.3%	4.0%	59.3%	16.7%	42.7%	
2	168	159	71	6	100	38	62	168
%V	27.4%	27.7%	28.6%	20.7%	28.6%	32.8%	26.5%	30.1%
%H (All HH)		94.6%	42.3%	3.6%	59.5%	22.6%	36.9%	100.0%
%H (TV HH)			44.7%	3.8%	62.9%	23.9%	39.0%	
3	100	91	48	8	51	24	27	100
%V	16.3%	15.8%	19.4%	27.6%	14.6%	20.7%	11.5%	17.9%
%H (All HH)		91.0%	48.0%	8.0%	51.0%	24.0%	27.0%	100.0%
%H (TV HH)			52.7%	8.8%	56.0%	26.4%	29.7%	
4	53	53	27	4	29	10	19	53
%V	8.6%	9.2%	10.9%	13.8%	8.3%	8.6%	8.1%	9.5%
%H (All HH)		100.0%	50.9%	7.5%	54.7%	18.9%	35.8%	100.0%
%H (TV HH)			50.9%	7.5%	54.7%	18.9%	35.8%	
5+	43	41	23	2	23	14	9	43
%V	7.0%	7.1%	9.3%	6.9%	6.6%	12.1%	3.8%	7.7%
%H (All HH)		95.3%	53.5%	4.7%	53.5%	32.6%	20.9%	100.0%
%H (TV HH)			56.1%	4.9%	56.1%	34.1%	22.0%	

Base: ITV North 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

ITV North Scotland

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	1161	585	63	742	321	421	1085
%H		50.4%	5.4%	63.9%	27.6%	36.3%	93.5%
Under 20"	31	12	0	27	10	17	30
%V	2.7%	2.1%	0.0%	3.6%	3.1%	4.0%	2.8%
%H		38.7%	0.0%	87.1%	32.3%	54.8%	96.8%
20" - 29"	183	84	7	142	55	87	162
%V	15.8%	14.4%	11.1%	19.1%	17.1%	20.7%	14.9%
%H		45.9%	3.8%	77.6%	30.1%	47.5%	88.5%
30" - 39"	391	187	20	251	103	148	361
%V	33.7%	32.0%	31.7%	33.8%	32.1%	35.2%	33.3%
%H		47.8%	5.1%	64.2%	26.3%	37.9%	92.3%
40" - 49"	369	205	24	221	107	114	353
%V	31.8%	35.0%	38.1%	29.8%	33.3%	27.1%	32.5%
%H		55.6%	6.5%	59.9%	29.0%	30.9%	95.7%
50" - 59"	131	73	9	70	35	36	129
%V	11.3%	12.5%	14.3%	9.4%	10.9%	8.6%	11.9%
%H		55.7%	6.9%	53.4%	26.7%	27.5%	98.5%
60"+	23	12	1	12	4	8	23
%V	2.0%	2.1%	1.6%	1.6%	1.2%	1.9%	2.1%
%H		52.2%	4.3%	52.2%	17.4%	34.8%	100.0%
Don't know	32	11	2	20	8	12	28
%V	2.8%	1.9%	3.2%	2.7%	2.5%	2.9%	2.6%
%H		34.4%	6.3%	62.5%	25.0%	37.5%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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	1161	585	63	742	321	421	1085
%H		50.4%	5.4%	63.9%	27.6%	36.3%	93.5%
Main living room	573	248	30	349	115	234	519
%V	49.4%	42.4%	47.6%	47.0%	35.8%	55.6%	47.8%
%H		43.3%	5.2%	60.9%	20.1%	40.8%	90.6%
Kitchen	87	49	4	67	34	33	84
%V	7.5%	8.4%	6.3%	9.0%	10.6%	7.8%	7.7%
%H		56.3%	4.6%	77.0%	39.1%	37.9%	96.6%
Adult's bedroom	301	165	16	200	100	99	286
%V	25.9%	28.2%	25.4%	27.0%	31.2%	23.5%	26.4%
%H		54.8%	5.3%	66.4%	33.2%	32.9%	95.0%
Child's bedroom	69	40	6	32	19	13	68
%V	5.9%	6.8%	9.5%	4.3%	5.9%	3.1%	6.3%
%H		58.0%	8.7%	46.4%	27.5%	18.8%	98.6%
Other bedroom	42	23	3	34	21	13	40
%V	3.6%	3.9%	4.8%	4.6%	6.5%	3.1%	3.7%
%H		54.8%	7.1%	81.0%	50.0%	31.0%	95.2%
Second living/dining room	54	35	3	35	18	17	52
%V	4.7%	6.0%	4.8%	4.7%	5.6%	4.0%	4.8%
%H		64.8%	5.6%	64.8%	33.3%	31.5%	96.3%
Study/office	11	8	1	8	5	3	10
%V	0.9%	1.4%	1.6%	1.1%	1.6%	0.7%	0.9%
%H		72.7%	9.1%	72.7%	45.5%	27.3%	90.9%
TV room	6	3	1	4	1	3	6
%V	0.5%	0.5%	1.6%	0.5%	0.3%	0.7%	0.6%
%H		50.0%	16.7%	66.7%	16.7%	50.0%	100.0%
Conservatory	15	10	0	11	6	5	14
%V	1.3%	1.7%	0.0%	1.5%	1.9%	1.2%	1.3%
%H		66.7%	0.0%	73.3%	40.0%	33.3%	93.3%
Attic or loft room	2	2	0	1	0	1	2
%V	0.2%	0.3%	0.0%	0.1%	0.0%	0.2%	0.2%
%H		100.0%	0.0%	50.0%	0.0%	50.0%	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	3	3	0	2	1	1	3
%V	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.3%
%H		100.0%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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	1161	585	63	742	321	421	1085
%H		50.4%	5.4%	63.9%	27.6%	36.3%	93.5%
PVR	477	365	43	235	159	76	461
%V	41.1%	62.4%	68.3%	31.7%	49.5%	18.1%	42.5%
%H		76.5%	9.0%	49.3%	33.3%	15.9%	96.6%
DVDR	4	3	0	3	2	1	4
%V	0.3%	0.5%	0.0%	0.4%	0.6%	0.2%	0.4%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
VCR	1	0	0	1	0	1	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	479	366	43	237	159	77	463
%V	41.3%	62.6%	68.3%	31.9%	49.5%	18.3%	42.7%
%H		76.4%	9.0%	49.5%	33.2%	16.1%	96.7%

Base: ITV North Scotland - 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	1161	585	63	742	321	421	1085
%H		50.4%	5.4%	63.9%	27.6%	36.3%	93.5%
Receives HDTV (via STB or built-in reception)	595	363	43	388	191	197	572
%V	51.2%	62.1%	68.3%	52.3%	59.5%	46.8%	52.7%
%H		61.0%	7.2%	65.2%	32.1%	33.1%	96.1%
DVD/Blu-ray player or recorder	419	205	30	248	102	145	397
%V	36.1%	35.0%	47.6%	33.4%	31.8%	34.4%	36.6%
%H		48.9%	7.2%	59.2%	24.3%	34.6%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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	575	248	29	350	116	234	521
%H		43.1%	5.0%	60.9%	20.2%	40.7%	90.6%
Under 20"	1	0	0	1	0	1	1
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
20" - 29"	32	7	0	24	3	21	22
%V	5.6%	2.8%	0.0%	6.9%	2.6%	9.0%	4.2%
%H		21.9%	0.0%	75.0%	9.4%	65.6%	68.8%
30" - 39"	158	52	4	103	22	81	133
%V	27.5%	21.0%	13.8%	29.4%	19.0%	34.6%	25.5%
%H		32.9%	2.5%	65.2%	13.9%	51.3%	84.2%
40" - 49"	238	120	18	140	58	81	225
%V	41.4%	48.4%	62.1%	40.0%	50.0%	34.6%	43.2%
%H		50.4%	7.6%	58.8%	24.4%	34.0%	94.5%
50" - 59"	106	57	5	59	27	33	105
%V	18.4%	23.0%	17.2%	16.9%	23.3%	14.1%	20.2%
%H		53.8%	4.7%	55.7%	25.5%	31.1%	99.1%
60"+	19	8	1	10	4	7	19
%V	3.3%	3.2%	3.4%	2.9%	3.4%	3.0%	3.6%
%H		42.1%	5.3%	52.6%	21.1%	36.8%	100.0%
Don't know	20	5	2	12	3	9	17
%V	3.5%	2.0%	6.9%	3.4%	2.6%	3.8%	3.3%
%H		25.0%	10.0%	60.0%	15.0%	45.0%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

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	575	248	29	350	116	234	521
%H		43.1%	5.0%	60.9%	20.2%	40.7%	90.6%
PVR	312	224	29	168	105	63	298
%V	54.3%	90.3%	100.0%	48.0%	90.5%	26.9%	57.2%
%H		71.8%	9.3%	53.8%	33.7%	20.2%	95.5%
DVDR	4	3	0	3	2	1	4
%V	0.7%	1.2%	0.0%	0.9%	1.7%	0.4%	0.8%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
VCR	1	0	0	1	0	1	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	314	224	29	169	105	64	300
%V	54.6%	90.3%	100.0%	48.3%	90.5%	27.4%	57.6%
%H		71.3%	9.2%	53.8%	33.4%	20.4%	95.5%

Base: ITV North Scotland - 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	575	248	29	350	116	234	521
%H		43.1%	5.0%	60.9%	20.2%	40.7%	90.6%
Receives HDTV (via STB or built-in reception)	355	198	26	234	99	135	336
%V	61.7%	79.8%	89.7%	66.9%	85.3%	57.7%	64.5%
%H		55.8%	7.3%	65.9%	27.9%	38.0%	94.6%
DVD/Blu-ray player or recorder	272	124	16	164	60	104	253
%V	47.3%	50.0%	55.2%	46.9%	51.7%	44.4%	48.6%
%H		45.6%	5.9%	60.3%	22.1%	38.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

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	586	336	34	392	205	187	564
%H		57.3%	5.8%	66.9%	35.0%	31.9%	96.2%
Under 20"	30	12	0	25	10	16	28
%V	5.1%	3.6%	0.0%	6.4%	4.9%	8.6%	5.0%
%H		40.0%	0.0%	83.3%	33.3%	53.3%	93.3%
20" - 29"	151	77	7	118	52	65	140
%V	25.8%	22.9%	20.6%	30.1%	25.4%	34.8%	24.8%
%H		51.0%	4.6%	78.1%	34.4%	43.0%	92.7%
30" - 39"	233	135	16	148	81	66	228
%V	39.8%	40.2%	47.1%	37.8%	39.5%	35.3%	40.4%
%H		57.9%	6.9%	63.5%	34.8%	28.3%	97.9%
40" - 49"	131	86	6	81	48	33	128
%V	22.4%	25.6%	17.6%	20.7%	23.4%	17.6%	22.7%
%H		65.6%	4.6%	61.8%	36.6%	25.2%	97.7%
50" - 59"	25	16	4	11	8	3	23
%V	4.3%	4.8%	11.8%	2.8%	3.9%	1.6%	4.1%
%H		64.0%	16.0%	44.0%	32.0%	12.0%	92.0%
60"+	5	3	0	2	1	1	5
%V	0.9%	0.9%	0.0%	0.5%	0.5%	0.5%	0.9%
%H		60.0%	0.0%	40.0%	20.0%	20.0%	100.0%
Don't know	12	6	1	8	5	3	11
%V	2.0%	1.8%	2.9%	2.0%	2.4%	1.6%	2.0%
%H		50.0%	8.3%	66.7%	41.7%	25.0%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

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	586	336	34	392	205	187	564
%H		57.3%	5.8%	66.9%	35.0%	31.9%	96.2%
PVR	165	141	14	67	54	13	163
%V	28.2%	42.0%	41.2%	17.1%	26.3%	7.0%	28.9%
%H		85.5%	8.5%	40.6%	32.7%	7.9%	98.8%
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	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	165	141	14	67	54	13	163
%V	28.2%	42.0%	41.2%	17.1%	26.3%	7.0%	28.9%
%H		85.5%	8.5%	40.6%	32.7%	7.9%	98.8%

Base: ITV North Scotland - 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	586	336	34	392	205	187	564
%H		57.3%	5.8%	66.9%	35.0%	31.9%	96.2%
Receives HDTV (via STB or built-in reception)	240	165	17	154	91	63	236
%V	41.0%	49.1%	50.0%	39.3%	44.4%	33.7%	41.8%
%H		68.8%	7.1%	64.2%	37.9%	26.3%	98.3%
DVD/Blu-ray player or recorder	147	81	14	84	42	42	144
%V	25.1%	24.1%	41.2%	21.4%	20.5%	22.5%	25.5%
%H		55.1%	9.5%	57.1%	28.6%	28.6%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Scotland

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	1289	1223	572	75	709	276	433	1222
%H		94.9%	44.4%	5.8%	55.0%	21.4%	33.6%	94.8%
Total Children	197	191	96	13	91	38	54	196
%V	15.3%	15.6%	16.8%	17.3%	12.8%	13.8%	12.5%	16.0%
%H		97.0%	48.7%	6.6%	46.2%	19.3%	27.4%	99.5%
0 - 3	49	48	25	1	25	9	15	49
%V	3.8%	3.9%	4.4%	1.3%	3.5%	3.3%	3.5%	4.0%
%H		98.0%	51.0%	2.0%	51.0%	18.4%	30.6%	100.0%
4 - 15	148	143	71	11	67	28	38	147
%V	11.5%	11.7%	12.4%	14.7%	9.4%	10.1%	8.8%	12.0%
%H		96.6%	48.0%	7.4%	45.3%	18.9%	25.7%	99.3%
4 - 9	82	78	33	7	37	13	24	81
%V	6.4%	6.4%	5.8%	9.3%	5.2%	4.7%	5.5%	6.6%
%H		95.1%	40.2%	8.5%	45.1%	15.9%	29.3%	98.8%
10 - 15	65	65	38	4	30	15	15	65
%V	5.0%	5.3%	6.6%	5.3%	4.2%	5.4%	3.5%	5.3%
%H		100.0%	58.5%	6.2%	46.2%	23.1%	23.1%	100.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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	1289	1223	572	75	709	276	433	1222
%H		94.9%	44.4%	5.8%	55.0%	21.4%	33.6%	94.8%
Total Adults (16+)	1092	1033	476	63	618	238	380	1026
%V	84.7%	84.5%	83.2%	84.0%	87.2%	86.2%	87.8%	84.0%
%H		94.6%	43.6%	5.8%	56.6%	21.8%	34.8%	94.0%
16 - 19	47	45	25	4	27	16	11	46
%V	3.6%	3.7%	4.4%	5.3%	3.8%	5.8%	2.5%	3.8%
%H		95.7%	53.2%	8.5%	57.4%	34.0%	23.4%	97.9%
20 - 24	100	75	24	3	32	13	19	100
%V	7.8%	6.1%	4.2%	4.0%	4.5%	4.7%	4.4%	8.2%
%H		75.0%	24.0%	3.0%	32.0%	13.0%	19.0%	100.0%
25 - 34	182	169	61	8	70	17	53	180
%V	14.1%	13.8%	10.7%	10.7%	9.9%	6.2%	12.2%	14.7%
%H		92.9%	33.5%	4.4%	38.5%	9.3%	29.1%	98.9%
35 - 44	158	149	71	10	82	35	47	156
%V	12.3%	12.2%	12.4%	13.3%	11.6%	12.7%	10.9%	12.8%
%H		94.3%	44.9%	6.3%	51.9%	22.2%	29.7%	98.7%
45 - 54	178	174	95	12	109	52	57	175
%V	13.8%	14.2%	16.6%	16.0%	15.4%	18.8%	13.2%	14.3%
%H		97.8%	53.4%	6.7%	61.2%	29.2%	32.0%	98.3%
55 - 64	172	168	91	10	105	42	63	163
%V	13.3%	13.7%	15.9%	13.3%	14.8%	15.2%	14.5%	13.3%
%H		97.7%	52.9%	5.8%	61.0%	24.4%	36.6%	94.8%
65+	256	252	109	15	193	63	130	207
%V	19.9%	20.6%	19.1%	20.0%	27.2%	22.8%	30.0%	16.9%
%H		98.4%	42.6%	5.9%	75.4%	24.6%	50.8%	80.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	1092	1033	476	63	618	238	380	1026
%H		94.6%	43.6%	5.8%	56.6%	21.8%	34.8%	94.0%
AB	313	301	145	22	185	68	117	305
%V	28.7%	29.1%	30.5%	34.9%	29.9%	28.6%	30.8%	29.7%
%H		96.2%	46.3%	7.0%	59.1%	21.7%	37.4%	97.4%
C1	326	295	136	16	171	65	106	310
%V	29.9%	28.6%	28.6%	25.4%	27.7%	27.3%	27.9%	30.2%
%H		90.5%	41.7%	4.9%	52.5%	19.9%	32.5%	95.1%
C2	269	261	135	12	150	68	82	257
%V	24.6%	25.3%	28.4%	19.0%	24.3%	28.6%	21.6%	25.0%
%H		97.0%	50.2%	4.5%	55.8%	25.3%	30.5%	95.5%
D	132	126	46	8	83	31	52	115
%V	12.1%	12.2%	9.7%	12.7%	13.4%	13.0%	13.7%	11.2%
%H		95.5%	34.8%	6.1%	62.9%	23.5%	39.4%	87.1%
E	52	49	14	5	29	6	23	39
%V	4.8%	4.7%	2.9%	7.9%	4.7%	2.5%	6.1%	3.8%
%H		94.2%	26.9%	9.6%	55.8%	11.5%	44.2%	75.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	1092	1033	476	63	618	238	380	1026
%H		94.6%	43.6%	5.8%	56.6%	21.8%	34.8%	94.0%
Working full time	492	475	241	27	262	112	150	483
%V	45.1%	46.0%	50.6%	42.9%	42.4%	47.1%	39.5%	47.1%
%H		96.5%	49.0%	5.5%	53.3%	22.8%	30.5%	98.2%
Working part time	116	113	54	4	69	25	44	115
%V	10.6%	10.9%	11.3%	6.3%	11.2%	10.5%	11.6%	11.2%
%H		97.4%	46.6%	3.4%	59.5%	21.6%	37.9%	99.1%
Not working	482	443	180	32	286	101	186	427
%V	44.1%	42.9%	37.8%	50.8%	46.3%	42.4%	48.9%	41.6%
%H		91.9%	37.3%	6.6%	59.3%	21.0%	38.6%	88.6%
Houseperson	614	575	248	29	350	116	234	558
%V	56.2%	55.7%	52.1%	46.0%	56.6%	48.7%	61.6%	54.4%
%H		93.6%	40.4%	4.7%	57.0%	18.9%	38.1%	90.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	526	500	235	32	289	117	171	494
%H		95.1%	44.7%	6.1%	54.9%	22.2%	32.5%	93.9%
16 - 19	26	25	16	3	15	10	5	25
%V	4.9%	5.0%	6.8%	9.4%	5.2%	8.5%	2.9%	5.1%
%H		96.2%	61.5%	11.5%	57.7%	38.5%	19.2%	96.2%
20 - 24	45	38	13	2	14	7	7	45
%V	8.6%	7.6%	5.5%	6.3%	4.8%	6.0%	4.1%	9.1%
%H		84.4%	28.9%	4.4%	31.1%	15.6%	15.6%	100.0%
25 - 34	96	90	32	4	35	7	28	95
%V	18.3%	18.0%	13.6%	12.5%	12.1%	6.0%	16.4%	19.2%
%H		93.8%	33.3%	4.2%	36.5%	7.3%	29.2%	99.0%
35 - 44	74	69	31	5	38	16	22	73
%V	14.1%	13.8%	13.2%	15.6%	13.1%	13.7%	12.9%	14.8%
%H		93.2%	41.9%	6.8%	51.4%	21.6%	29.7%	98.6%
45 - 54	89	85	49	5	53	25	28	87
%V	16.9%	17.0%	20.9%	15.6%	18.3%	21.4%	16.4%	17.6%
%H		95.5%	55.1%	5.6%	59.6%	28.1%	31.5%	97.8%
55 - 64	80	79	40	5	50	21	30	74
%V	15.2%	15.8%	17.0%	15.6%	17.3%	17.9%	17.5%	15.0%
%H		98.8%	50.0%	6.3%	62.5%	26.3%	37.5%	92.5%
65+	116	114	54	8	82	31	52	94
%V	22.1%	22.8%	23.0%	25.0%	28.4%	26.5%	30.4%	19.0%
%H		98.3%	46.6%	6.9%	70.7%	26.7%	44.8%	81.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	526	500	235	32	289	117	171	494
%H		95.1%	44.7%	6.1%	54.9%	22.2%	32.5%	93.9%
AB	153	147	75	13	88	35	53	148
%V	29.1%	29.4%	31.9%	40.6%	30.4%	29.9%	31.0%	30.0%
%H		96.1%	49.0%	8.5%	57.5%	22.9%	34.6%	96.7%
C1	146	136	65	8	75	31	44	140
%V	27.8%	27.2%	27.7%	25.0%	26.0%	26.5%	25.7%	28.3%
%H		93.2%	44.5%	5.5%	51.4%	21.2%	30.1%	95.9%
C2	146	140	72	6	78	36	43	139
%V	27.8%	28.0%	30.6%	18.8%	27.0%	30.8%	25.1%	28.1%
%H		95.9%	49.3%	4.1%	53.4%	24.7%	29.5%	95.2%
D	56	54	17	3	37	13	24	47
%V	10.6%	10.8%	7.2%	9.4%	12.8%	11.1%	14.0%	9.5%
%H		96.4%	30.4%	5.4%	66.1%	23.2%	42.9%	83.9%
E	25	23	7	2	11	2	8	21
%V	4.8%	4.6%	3.0%	6.3%	3.8%	1.7%	4.7%	4.3%
%H		92.0%	28.0%	8.0%	44.0%	8.0%	32.0%	84.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	526	500	235	32	289	117	171	494
%H		95.1%	44.7%	6.1%	54.9%	22.2%	32.5%	93.9%
Working full time	294	283	146	15	157	69	89	288
%V	55.9%	56.6%	62.1%	46.9%	54.3%	59.0%	52.0%	58.3%
%H		96.3%	49.7%	5.1%	53.4%	23.5%	30.3%	98.0%
Working part time	27	25	11	1	15	5	10	27
%V	5.1%	5.0%	4.7%	3.1%	5.2%	4.3%	5.8%	5.5%
%H		92.6%	40.7%	3.7%	55.6%	18.5%	37.0%	100.0%
Not working	203	190	78	17	117	44	72	177
%V	38.6%	38.0%	33.2%	53.1%	40.5%	37.6%	42.1%	35.8%
%H		93.6%	38.4%	8.4%	57.6%	21.7%	35.5%	87.2%
Houseperson	133	119	41	5	72	18	54	110
%V	25.3%	23.8%	17.4%	15.6%	24.9%	15.4%	31.6%	22.3%
%H		89.5%	30.8%	3.8%	54.1%	13.5%	40.6%	82.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	565	533	240	30	329	121	208	533
%H		94.3%	42.5%	5.3%	58.2%	21.4%	36.8%	94.3%
16 - 19	21	19	9	1	11	5	6	21
%V	3.7%	3.6%	3.8%	3.3%	3.3%	4.1%	2.9%	3.9%
%H		90.5%	42.9%	4.8%	52.4%	23.8%	28.6%	100.0%
20 - 24	55	38	12	2	18	6	12	55
%V	9.7%	7.1%	5.0%	6.7%	5.5%	5.0%	5.8%	10.3%
%H		69.1%	21.8%	3.6%	32.7%	10.9%	21.8%	100.0%
25 - 34	86	79	29	3	35	10	25	85
%V	15.2%	14.8%	12.1%	10.0%	10.6%	8.3%	12.0%	15.9%
%H		91.9%	33.7%	3.5%	40.7%	11.6%	29.1%	98.8%
35 - 44	84	80	39	5	44	19	25	83
%V	14.9%	15.0%	16.3%	16.7%	13.4%	15.7%	12.0%	15.6%
%H		95.2%	46.4%	6.0%	52.4%	22.6%	29.8%	98.8%
45 - 54	89	89	47	7	55	27	28	88
%V	15.8%	16.7%	19.6%	23.3%	16.7%	22.3%	13.5%	16.5%
%H		100.0%	52.8%	7.9%	61.8%	30.3%	31.5%	98.9%
55 - 64	91	90	51	6	54	21	33	89
%V	16.1%	16.9%	21.3%	20.0%	16.4%	17.4%	15.9%	16.7%
%H		98.9%	56.0%	6.6%	59.3%	23.1%	36.3%	97.8%
65+	140	139	55	7	111	33	78	113
%V	24.8%	26.1%	22.9%	23.3%	33.7%	27.3%	37.5%	21.2%
%H		99.3%	39.3%	5.0%	79.3%	23.6%	55.7%	80.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	565	533	240	30	329	121	208	533
%H		94.3%	42.5%	5.3%	58.2%	21.4%	36.8%	94.3%
AB	160	154	70	9	97	33	64	158
%V	28.3%	28.9%	29.2%	30.0%	29.5%	27.3%	30.8%	29.6%
%H		96.3%	43.8%	5.6%	60.6%	20.6%	40.0%	98.8%
C1	180	159	71	8	96	34	62	170
%V	31.9%	29.8%	29.6%	26.7%	29.2%	28.1%	29.8%	31.9%
%H		88.3%	39.4%	4.4%	53.3%	18.9%	34.4%	94.4%
C2	123	121	63	6	71	32	39	118
%V	21.8%	22.7%	26.3%	20.0%	21.6%	26.4%	18.8%	22.1%
%H		98.4%	51.2%	4.9%	57.7%	26.0%	31.7%	95.9%
D	75	72	29	5	46	18	28	69
%V	13.3%	13.5%	12.1%	16.7%	14.0%	14.9%	13.5%	12.9%
%H		96.0%	38.7%	6.7%	61.3%	24.0%	37.3%	92.0%
E	27	26	7	3	18	3	15	19
%V	4.8%	4.9%	2.9%	10.0%	5.5%	2.5%	7.2%	3.6%
%H		96.3%	25.9%	11.1%	66.7%	11.1%	55.6%	70.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Scotland

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+)	565	533	240	30	329	121	208	533
%H		94.3%	42.5%	5.3%	58.2%	21.4%	36.8%	94.3%
Working full time	198	191	94	12	105	44	61	195
%V	35.0%	35.8%	39.2%	40.0%	31.9%	36.4%	29.3%	36.6%
%H		96.5%	47.5%	6.1%	53.0%	22.2%	30.8%	98.5%
Working part time	89	87	43	3	54	21	34	88
%V	15.8%	16.3%	17.9%	10.0%	16.4%	17.4%	16.3%	16.5%
%H		97.8%	48.3%	3.4%	60.7%	23.6%	38.2%	98.9%
Not working	278	254	103	15	169	56	113	249
%V	49.2%	47.7%	42.9%	50.0%	51.4%	46.3%	54.3%	46.7%
%H		91.4%	37.1%	5.4%	60.8%	20.1%	40.6%	89.6%
Houseperson	480	456	207	24	278	98	180	448
%V	85.0%	85.6%	86.3%	80.0%	84.5%	81.0%	86.5%	84.1%
%H		95.0%	43.1%	5.0%	57.9%	20.4%	37.5%	93.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
AB	1009	983	445	133	608	250	359	980
%V	31.2%	31.4%	34.7%	30.0%	32.0%	37.8%	29.0%	32.9%
%H (All HH)		97.4%	44.1%	13.2%	60.3%	24.8%	35.6%	97.1%
%H (TV HH)			45.3%	13.5%	61.9%	25.4%	36.5%	
C1	1066	1031	388	167	607	184	423	995
%V	33.0%	33.0%	30.3%	37.7%	32.0%	27.8%	34.2%	33.4%
%H (All HH)		96.7%	36.4%	15.7%	56.9%	17.3%	39.7%	93.3%
%H (TV HH)			37.6%	16.2%	58.9%	17.8%	41.0%	
C2	587	574	251	81	341	128	214	544
%V	18.2%	18.4%	19.6%	18.3%	18.0%	19.3%	17.3%	18.3%
%H (All HH)		97.8%	42.8%	13.8%	58.1%	21.8%	36.5%	92.7%
%H (TV HH)			43.7%	14.1%	59.4%	22.3%	37.3%	
D	371	350	140	39	221	73	148	306
%V	11.5%	11.2%	10.9%	8.8%	11.6%	11.0%	12.0%	10.3%
%H (All HH)		94.3%	37.7%	10.5%	59.6%	19.7%	39.9%	82.5%
%H (TV HH)			40.0%	11.1%	63.1%	20.9%	42.3%	
E	196	188	57	24	121	28	93	151
%V	6.1%	6.0%	4.4%	5.4%	6.4%	4.2%	7.5%	5.1%
%H (All HH)		95.9%	29.1%	12.2%	61.7%	14.3%	47.4%	77.0%
%H (TV HH)			30.3%	12.8%	64.4%	14.9%	49.5%	

Base: ITV South, South East and Channel Islands - 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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ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Under 25	74	66	19	11	24	4	20	74
%V	2.3%	2.1%	1.5%	2.5%	1.3%	0.6%	1.6%	2.5%
%H (All HH)		89.2%	25.7%	14.9%	32.4%	5.4%	27.0%	100.0%
%H (TV HH)			28.8%	16.7%	36.4%	6.1%	30.3%	
25 - 34	446	407	143	55	200	63	137	436
%V	13.8%	13.0%	11.2%	12.4%	10.5%	9.5%	11.1%	14.7%
%H (All HH)		91.3%	32.1%	12.3%	44.8%	14.1%	30.7%	97.8%
%H (TV HH)			35.1%	13.5%	49.1%	15.5%	33.7%	
35 - 44	509	486	215	84	234	95	139	503
%V	15.8%	15.5%	16.8%	19.0%	12.3%	14.4%	11.2%	16.9%
%H (All HH)		95.5%	42.2%	16.5%	46.0%	18.7%	27.3%	98.8%
%H (TV HH)			44.2%	17.3%	48.1%	19.5%	28.6%	
45 - 54	600	584	292	99	317	139	177	595
%V	18.6%	18.7%	22.8%	22.3%	16.7%	21.0%	14.3%	20.0%
%H (All HH)		97.3%	48.7%	16.5%	52.8%	23.2%	29.5%	99.2%
%H (TV HH)			50.0%	17.0%	54.3%	23.8%	30.3%	
55 - 64	589	579	255	95	369	150	219	562
%V	18.2%	18.5%	19.9%	21.4%	19.4%	22.7%	17.7%	18.9%
%H (All HH)		98.3%	43.3%	16.1%	62.6%	25.5%	37.2%	95.4%
%H (TV HH)			44.0%	16.4%	63.7%	25.9%	37.8%	
65 +	1012	1004	357	100	755	211	544	805
%V	31.3%	32.1%	27.8%	22.6%	39.8%	31.9%	44.0%	27.0%
%H (All HH)		99.2%	35.3%	9.9%	74.6%	20.8%	53.8%	79.5%
%H (TV HH)			35.6%	10.0%	75.2%	21.0%	54.2%	

Base: ITV South, South East and Channel Islands - 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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ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
1	983	944	290	120	638	139	499	788
%V	30.4%	30.2%	22.6%	27.1%	33.6%	21.0%	40.4%	26.5%
%H (All HH)		96.0%	29.5%	12.2%	64.9%	14.1%	50.8%	80.2%
%H (TV HH)			30.7%	12.7%	67.6%	14.7%	52.9%	
2	1093	1053	456	116	663	243	420	1045
%V	33.8%	33.7%	35.6%	26.2%	34.9%	36.7%	34.0%	35.1%
%H (All HH)		96.3%	41.7%	10.6%	60.7%	22.2%	38.4%	95.6%
%H (TV HH)			43.3%	11.0%	63.0%	23.1%	39.9%	
3	508	491	206	96	295	130	166	502
%V	15.7%	15.7%	16.1%	21.7%	15.5%	19.6%	13.4%	16.9%
%H (All HH)		96.7%	40.6%	18.9%	58.1%	25.6%	32.7%	98.8%
%H (TV HH)			42.0%	19.6%	60.1%	26.5%	33.8%	
4	482	477	238	84	227	106	121	479
%V	14.9%	15.3%	18.6%	19.0%	12.0%	16.0%	9.8%	16.1%
%H (All HH)		99.0%	49.4%	17.4%	47.1%	22.0%	25.1%	99.4%
%H (TV HH)			49.9%	17.6%	47.6%	22.2%	25.4%	
5+	163	162	92	28	76	46	30	162
%V	5.0%	5.2%	7.2%	6.3%	4.0%	6.9%	2.4%	5.4%
%H (All HH)		99.4%	56.4%	17.2%	46.6%	28.2%	18.4%	99.4%
%H (TV HH)			56.8%	17.3%	46.9%	28.4%	18.5%	
Average HH size	2.32	2.33	2.55	2.53	2.19	2.53	2.01	2.41

Base: ITV South, South East and Channel Islands - 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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ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Without	2397	2318	919	289	1485	481	1004	2155
%V	74.2%	74.1%	71.7%	65.2%	78.2%	72.7%	81.2%	72.4%
%H (All HH)		96.7%	38.3%	12.1%	62.0%	20.1%	41.9%	89.9%
%H (TV HH)			39.6%	12.5%	64.1%	20.8%	43.3%	
With	832	809	363	154	413	182	232	821
%V	25.8%	25.9%	28.3%	34.8%	21.7%	27.5%	18.8%	27.6%
%H (All HH)		97.2%	43.6%	18.5%	49.6%	21.9%	27.9%	98.7%
%H (TV HH)			44.9%	19.0%	51.1%	22.5%	28.7%	
0 - 3	277	270	110	53	142	56	85	272
%V	8.6%	8.6%	8.6%	12.0%	7.5%	8.5%	6.9%	9.1%
%H (All HH)		97.5%	39.7%	19.1%	51.3%	20.2%	30.7%	98.2%
%H (TV HH)			40.7%	19.6%	52.6%	20.7%	31.5%	
4 - 9	436	425	197	72	201	90	111	428
%V	13.5%	13.6%	15.4%	16.3%	10.6%	13.6%	9.0%	14.4%
%H (All HH)		97.5%	45.2%	16.5%	46.1%	20.6%	25.5%	98.2%
%H (TV HH)			46.4%	16.9%	47.3%	21.2%	26.1%	
10 - 15	417	410	203	82	202	100	102	416
%V	12.9%	13.1%	15.8%	18.5%	10.6%	15.1%	8.3%	14.0%
%H (All HH)		98.3%	48.7%	19.7%	48.4%	24.0%	24.5%	99.8%
%H (TV HH)			49.5%	20.0%	49.3%	24.4%	24.9%	

Base: ITV South, South East and Channel Islands - 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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ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
1	1288	1288	388	162	745	135	610	1129
%V	39.9%	41.2%	30.3%	36.6%	39.2%	20.4%	49.4%	37.9%
%H (All HH)		100.0%	30.1%	12.6%	57.8%	10.5%	47.4%	87.7%
%H (TV HH)			30.1%	12.6%	57.8%	10.5%	47.4%	
2	1041	1041	452	165	641	236	404	966
%V	32.2%	33.3%	35.3%	37.2%	33.8%	35.6%	32.7%	32.5%
%H (All HH)		100.0%	43.4%	15.9%	61.6%	22.7%	38.8%	92.8%
%H (TV HH)			43.4%	15.9%	61.6%	22.7%	38.8%	
3	484	484	239	74	304	152	152	475
%V	15.0%	15.5%	18.6%	16.7%	16.0%	23.0%	12.3%	16.0%
%H (All HH)		100.0%	49.4%	15.3%	62.8%	31.4%	31.4%	98.1%
%H (TV HH)			49.4%	15.3%	62.8%	31.4%	31.4%	
4	210	210	128	24	143	87	56	210
%V	6.5%	6.7%	10.0%	5.4%	7.5%	13.1%	4.5%	7.1%
%H (All HH)		100.0%	61.0%	11.4%	68.1%	41.4%	26.7%	100.0%
%H (TV HH)			61.0%	11.4%	68.1%	41.4%	26.7%	
5+	104	104	75	18	66	52	13	104
%V	3.2%	3.3%	5.9%	4.1%	3.5%	7.9%	1.1%	3.5%
%H (All HH)		100.0%	72.1%	17.3%	63.5%	50.0%	12.5%	100.0%
%H (TV HH)			72.1%	17.3%	63.5%	50.0%	12.5%	

Base: ITV South, South East and Channel Islands - 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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ITV South, South East and Channel Islands

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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Under 20"	294	294	110	37	232	86	146	272
%V	9.1%	9.4%	8.6%	8.4%	12.2%	13.0%	11.8%	9.1%
%H (All HH)		100.0%	37.4%	12.6%	78.9%	29.3%	49.7%	92.5%
%H (TV HH)			37.4%	12.6%	78.9%	29.3%	49.7%	
20" - 29"	916	916	385	128	654	265	389	817
%V	28.4%	29.3%	30.0%	28.9%	34.4%	40.0%	31.5%	27.5%
%H (All HH)		100.0%	42.0%	14.0%	71.4%	28.9%	42.5%	89.2%
%H (TV HH)			42.0%	14.0%	71.4%	28.9%	42.5%	
30" - 39"	1495	1495	649	193	950	343	606	1384
%V	46.3%	47.8%	50.6%	43.6%	50.0%	51.8%	49.0%	46.5%
%H (All HH)		100.0%	43.4%	12.9%	63.5%	22.9%	40.5%	92.6%
%H (TV HH)			43.4%	12.9%	63.5%	22.9%	40.5%	
40" - 49"	1527	1527	705	251	878	389	488	1464
%V	47.3%	48.8%	55.0%	56.7%	46.2%	58.8%	39.5%	49.2%
%H (All HH)		100.0%	46.2%	16.4%	57.5%	25.5%	32.0%	95.9%
%H (TV HH)			46.2%	16.4%	57.5%	25.5%	32.0%	
50" - 59"	644	644	346	90	339	171	168	635
%V	19.9%	20.6%	27.0%	20.3%	17.9%	25.8%	13.6%	21.3%
%H (All HH)		100.0%	53.7%	14.0%	52.6%	26.6%	26.1%	98.6%
%H (TV HH)			53.7%	14.0%	52.6%	26.6%	26.1%	
60"+	144	144	84	23	69	45	24	143
%V	4.5%	4.6%	6.6%	5.2%	3.6%	6.8%	1.9%	4.8%
%H (All HH)		100.0%	58.3%	16.0%	47.9%	31.3%	16.7%	99.3%
%H (TV HH)			58.3%	16.0%	47.9%	31.3%	16.7%	

Base: ITV South, South East and Channel Islands - 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 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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Main living room	3094	3094	1272	443	1878	657	1221	2856
%V	95.8%	98.9%	99.2%	100.0%	98.9%	99.2%	98.8%	96.0%
%H (All HH)		100.0%	41.1%	14.3%	60.7%	21.2%	39.5%	92.3%
%H (TV HH)			41.1%	14.3%	60.7%	21.2%	39.5%	
Kitchen	321	321	173	27	254	137	117	311
%V	9.9%	10.3%	13.5%	6.1%	13.4%	20.7%	9.5%	10.5%
%H (All HH)		100.0%	53.9%	8.4%	79.1%	42.7%	36.4%	96.9%
%H (TV HH)			53.9%	8.4%	79.1%	42.7%	36.4%	
Adult's bedroom	1419	1419	712	229	874	428	446	1352
%V	43.9%	45.4%	55.5%	51.7%	46.0%	64.7%	36.1%	45.4%
%H (All HH)		100.0%	50.2%	16.1%	61.6%	30.2%	31.4%	95.3%
%H (TV HH)			50.2%	16.1%	61.6%	30.2%	31.4%	
Child's bedroom	214	214	112	44	112	69	43	214
%V	6.6%	6.8%	8.7%	9.9%	5.9%	10.4%	3.5%	7.2%
%H (All HH)		100.0%	52.3%	20.6%	52.3%	32.2%	20.1%	100.0%
%H (TV HH)			52.3%	20.6%	52.3%	32.2%	20.1%	
Other bedroom	236	236	114	46	163	89	74	228
%V	7.3%	7.5%	8.9%	10.4%	8.6%	13.4%	6.0%	7.7%
%H (All HH)		100.0%	48.3%	19.5%	69.1%	37.7%	31.4%	96.6%
%H (TV HH)			48.3%	19.5%	69.1%	37.7%	31.4%	
Second living/dining room	294	294	145	41	187	86	101	287
%V	9.1%	9.4%	11.3%	9.3%	9.8%	13.0%	8.2%	9.6%
%H (All HH)		100.0%	49.3%	13.9%	63.6%	29.3%	34.4%	97.6%
%H (TV HH)			49.3%	13.9%	63.6%	29.3%	34.4%	
Study/office	82	82	43	10	58	28	30	80
%V	2.5%	2.6%	3.4%	2.3%	3.1%	4.2%	2.4%	2.7%
%H (All HH)		100.0%	52.4%	12.2%	70.7%	34.1%	36.6%	97.6%
%H (TV HH)			52.4%	12.2%	70.7%	34.1%	36.6%	
TV room	49	49	31	1	30	15	15	49
%V	1.5%	1.6%	2.4%	0.2%	1.6%	2.3%	1.2%	1.6%
%H (All HH)		100.0%	63.3%	2.0%	61.2%	30.6%	30.6%	100.0%
%H (TV HH)			63.3%	2.0%	61.2%	30.6%	30.6%	
Conservatory	58	58	33	7	40	21	19	56
%V	1.8%	1.9%	2.6%	1.6%	2.1%	3.2%	1.5%	1.9%
%H (All HH)		100.0%	56.9%	12.1%	69.0%	36.2%	32.8%	96.6%
%H (TV HH)			56.9%	12.1%	69.0%	36.2%	32.8%	
Attic or loft room	9	9	1	1	6	0	6	9
%V	0.3%	0.3%	0.1%	0.2%	0.3%	0.0%	0.5%	0.3%
%H (All HH)		100.0%	11.1%	11.1%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			11.1%	11.1%	66.7%	0.0%	66.7%	
No specific location	6	6	4	2	2	2	0	6
%V	0.2%	0.2%	0.3%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
Other	60	60	39	8	40	24	15	60
%V	1.9%	1.9%	3.0%	1.8%	2.1%	3.6%	1.2%	2.0%
%H (All HH)		100.0%	65.0%	13.3%	66.7%	40.0%	25.0%	100.0%
%H (TV HH)			65.0%	13.3%	66.7%	40.0%	25.0%	

Base: ITV South, South East and Channel Islands - 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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Any DSAT provider	1282	1282	1282	22	512	512	0	1242
%V	39.7%	41.0%	100.0%	5.0%	27.0%	77.3%	0.0%	41.7%
%H (All HH)			100.0%	1.7%	39.9%	39.9%	0.0%	96.9%
%H (TV HH)			100.0%	1.7%	39.9%	39.9%	0.0%	
Sky with subcription	1031	1031	1031	10	380	380	0	1001
%V	31.9%	33.0%	80.4%	2.3%	20.0%	57.4%	0.0%	33.6%
%H (All HH)			100.0%	1.0%	36.9%	36.9%	0.0%	97.1%
%H (TV HH)			100.0%	1.0%	36.9%	36.9%	0.0%	
Sky without subscription	28	28	28	2	12	12	0	28
%V	0.9%	0.9%	2.2%	0.5%	0.6%	1.8%	0.0%	0.9%
%H (All HH)			100.0%	7.1%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	7.1%	42.9%	42.9%	0.0%	
Freesat	219	219	219	3	118	118	0	212
%V	6.8%	7.0%	17.1%	0.7%	6.2%	17.8%	0.0%	7.1%
%H (All HH)			100.0%	1.4%	53.9%	53.9%	0.0%	96.8%
%H (TV HH)			100.0%	1.4%	53.9%	53.9%	0.0%	
Other satellite provider	61	61	61	4	37	37	0	56
%V	1.9%	2.0%	4.8%	0.9%	1.9%	5.6%	0.0%	1.9%
%H (All HH)			100.0%	6.6%	60.7%	60.7%	0.0%	91.8%
%H (TV HH)			100.0%	6.6%	60.7%	60.7%	0.0%	
DCAB	443	443	22	443	156	156	0	434
%V	13.7%	14.2%	1.7%	100.0%	8.2%	23.6%	0.0%	14.6%
%H (All HH)			5.0%	100.0%	35.2%	35.2%	0.0%	98.0%
%H (TV HH)			5.0%	100.0%	35.2%	35.2%	0.0%	
DTT	1899	1899	512	156	1899	662	1236	1693
%V	58.8%	60.7%	39.9%	35.2%	100.0%	100.0%	100.0%	56.9%
%H (All HH)		100.0%	27.0%	8.2%	100.0%	34.9%	65.1%	89.2%
%H (TV HH)			27.0%	8.2%	100.0%	34.9%	65.1%	

Base: ITV South, South East and Channel Islands - 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 8.9: 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	3229	3127	1282	443	1899	662	1236	2976
%H (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
PVR	2060	2060	1175	430	1084	609	475	1985
%V	63.8%	65.9%	91.7%	97.1%	57.1%	92.0%	38.4%	66.7%
%H (All HH)		100.0%	57.0%	20.9%	52.6%	29.6%	23.1%	96.4%
%H (TV HH)			57.0%	20.9%	52.6%	29.6%	23.1%	
DVDR	35	35	12	3	30	9	20	32
%V	1.1%	1.1%	0.9%	0.7%	1.6%	1.4%	1.6%	1.1%
%H (All HH)		100.0%	34.3%	8.6%	85.7%	25.7%	57.1%	91.4%
%H (TV HH)			34.3%	8.6%	85.7%	25.7%	57.1%	
VCR	29	29	8	5	23	7	16	26
%V	0.9%	0.9%	0.6%	1.1%	1.2%	1.1%	1.3%	0.9%
%H (All HH)		100.0%	27.6%	17.2%	79.3%	24.1%	55.2%	89.7%
%H (TV HH)			27.6%	17.2%	79.3%	24.1%	55.2%	
Any recorder	2083	2083	1175	430	1106	609	496	2004
%V	64.5%	66.6%	91.7%	97.1%	58.2%	92.0%	40.1%	67.3%
%H (All HH)		100.0%	56.4%	20.6%	53.1%	29.2%	23.8%	96.2%
%H (TV HH)			56.4%	20.6%	53.1%	29.2%	23.8%	
Receives HDTV (via STB or built-in reception)	2432	2432	1159	422	1494	623	871	2342
%V	75.3%	77.8%	90.4%	95.3%	78.7%	94.1%	70.5%	78.7%
%H (All HH)		100.0%	47.7%	17.4%	61.4%	25.6%	35.8%	96.3%
%H (TV HH)			47.7%	17.4%	61.4%	25.6%	35.8%	
DVD/Blu-ray player or recorder	1986	1986	850	314	1234	489	744	1871
%V	61.5%	63.5%	66.3%	70.9%	65.0%	73.9%	60.2%	62.9%
%H (All HH)		100.0%	42.8%	15.8%	62.1%	24.6%	37.5%	94.2%
%H (TV HH)			42.8%	15.8%	62.1%	24.6%	37.5%	

Base: ITV South, South East and Channel Islands - 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 8.10: 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	3229	3127	1282	443	1899	662	1236	2976
%V (All HH)		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%
%H (TV HH)			41.0%	14.2%	60.7%	21.2%	39.5%	
Has broadband internet	2976	2885	1242	434	1693	647	1045	2976
%V	92.2%	92.3%	96.9%	98.0%	89.2%	97.7%	84.5%	100.0%
%H (All HH)		96.9%	41.7%	14.6%	56.9%	21.7%	35.1%	100.0%
%H (TV HH)			43.1%	15.0%	58.7%	22.4%	36.2%	
Number of computers (PCs and laptops)								
0	411	381	91	29	286	38	247	181
%V	12.7%	12.2%	7.1%	6.5%	15.1%	5.7%	20.0%	6.1%
%H (All HH)		92.7%	22.1%	7.1%	69.6%	9.2%	60.1%	44.0%
%H (TV HH)			23.9%	7.6%	75.1%	10.0%	64.8%	
1	763	726	270	95	431	114	317	742
%V	23.6%	23.2%	21.1%	21.4%	22.7%	17.2%	25.6%	24.9%
%H (All HH)		95.2%	35.4%	12.5%	56.5%	14.9%	41.5%	97.2%
%H (TV HH)			37.2%	13.1%	59.4%	15.7%	43.7%	
2	762	747	299	122	457	177	280	759
%V	23.6%	23.9%	23.3%	27.5%	24.1%	26.7%	22.7%	25.5%
%H (All HH)		98.0%	39.2%	16.0%	60.0%	23.2%	36.7%	99.6%
%H (TV HH)			40.0%	16.3%	61.2%	23.7%	37.5%	
3	541	537	248	73	346	144	202	541
%V	16.8%	17.2%	19.3%	16.5%	18.2%	21.8%	16.3%	18.2%
%H (All HH)		99.3%	45.8%	13.5%	64.0%	26.6%	37.3%	100.0%
%H (TV HH)			46.2%	13.6%	64.4%	26.8%	37.6%	
4	356	350	169	55	202	96	106	356
%V	11.0%	11.2%	13.2%	12.4%	10.6%	14.5%	8.6%	12.0%
%H (All HH)		98.3%	47.5%	15.4%	56.7%	27.0%	29.8%	100.0%
%H (TV HH)			48.3%	15.7%	57.7%	27.4%	30.3%	
5+	398	385	206	69	177	93	85	398
%V	12.3%	12.3%	16.1%	15.6%	9.3%	14.0%	6.9%	13.4%
%H (All HH)		96.7%	51.8%	17.3%	44.5%	23.4%	21.4%	100.0%
%H (TV HH)			53.5%	17.9%	46.0%	24.2%	22.1%	

Base: ITV South, South East and Channel Islands - 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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Set level data

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	6220	2924	911	3865	1696	2169	5885
%H		47.0%	14.6%	62.1%	27.3%	34.9%	94.6%
Under 20"	342	126	44	275	103	171	318
%V	5.5%	4.3%	4.8%	7.1%	6.1%	7.9%	5.4%
%H		36.8%	12.9%	80.4%	30.1%	50.0%	93.0%
20" - 29"	1114	484	155	810	348	462	1010
%V	17.9%	16.6%	17.0%	21.0%	20.5%	21.3%	17.2%
%H		43.4%	13.9%	72.7%	31.2%	41.5%	90.7%
30" - 39"	1849	825	274	1147	450	697	1730
%V	29.7%	28.2%	30.1%	29.7%	26.5%	32.1%	29.4%
%H		44.6%	14.8%	62.0%	24.3%	37.7%	93.6%
40" - 49"	1882	932	293	1092	526	566	1816
%V	30.3%	31.9%	32.2%	28.3%	31.0%	26.1%	30.9%
%H		49.5%	15.6%	58.0%	27.9%	30.1%	96.5%
50" - 59"	738	412	100	390	206	184	727
%V	11.9%	14.1%	11.0%	10.1%	12.1%	8.5%	12.4%
%H		55.8%	13.6%	52.8%	27.9%	24.9%	98.5%
60"+	162	100	25	75	51	24	161
%V	2.6%	3.4%	2.7%	1.9%	3.0%	1.1%	2.7%
%H		61.7%	15.4%	46.3%	31.5%	14.8%	99.4%
Don't know	133	46	20	76	13	63	124
%V	2.1%	1.6%	2.2%	2.0%	0.8%	2.9%	2.1%
%H		34.6%	15.0%	57.1%	9.8%	47.4%	93.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	6220	2924	911	3865	1696	2169	5885
%H		47.0%	14.6%	62.1%	27.3%	34.9%	94.6%
Main living room	3109	1277	443	1891	662	1229	2871
%V	50.0%	43.7%	48.6%	48.9%	39.0%	56.7%	48.8%
%H		41.1%	14.2%	60.8%	21.3%	39.5%	92.3%
Kitchen	324	177	27	256	139	117	315
%V	5.2%	6.1%	3.0%	6.6%	8.2%	5.4%	5.4%
%H		54.6%	8.3%	79.0%	42.9%	36.1%	97.2%
Adult's bedroom	1636	855	259	1004	514	490	1569
%V	26.3%	29.2%	28.4%	26.0%	30.3%	22.6%	26.7%
%H		52.3%	15.8%	61.4%	31.4%	30.0%	95.9%
Child's bedroom	302	174	56	160	100	60	302
%V	4.9%	6.0%	6.1%	4.1%	5.9%	2.8%	5.1%
%H		57.6%	18.5%	53.0%	33.1%	19.9%	100.0%
Other bedroom	276	138	54	183	102	81	267
%V	4.4%	4.7%	5.9%	4.7%	6.0%	3.7%	4.5%
%H		50.0%	19.6%	66.3%	37.0%	29.3%	96.7%
Second living/dining room	298	146	41	189	86	103	291
%V	4.8%	5.0%	4.5%	4.9%	5.1%	4.7%	4.9%
%H		49.0%	13.8%	63.4%	28.9%	34.6%	97.7%
Study/office	83	44	10	59	29	30	81
%V	1.3%	1.5%	1.1%	1.5%	1.7%	1.4%	1.4%
%H		53.0%	12.0%	71.1%	34.9%	36.1%	97.6%
TV room	49	31	1	30	15	15	49
%V	0.8%	1.1%	0.1%	0.8%	0.9%	0.7%	0.8%
%H		63.3%	2.0%	61.2%	30.6%	30.6%	100.0%
Conservatory	58	33	7	40	21	19	56
%V	0.9%	1.1%	0.8%	1.0%	1.2%	0.9%	1.0%
%H		56.9%	12.1%	69.0%	36.2%	32.8%	96.6%
Attic or loft room	9	1	1	6	0	6	9
%V	0.1%	0.0%	0.1%	0.2%	0.0%	0.3%	0.2%
%H		11.1%	11.1%	66.7%	0.0%	66.7%	100.0%
No specific location	6	4	2	2	2	0	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
Other	70	45	10	45	28	17	70
%V	1.1%	1.5%	1.1%	1.2%	1.7%	0.8%	1.2%
%H		64.3%	14.3%	64.3%	40.0%	24.3%	100.0%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	6220	2924	911	3865	1696	2169	5885
%H		47.0%	14.6%	62.1%	27.3%	34.9%	94.6%
PVR	3023	1916	605	1429	897	533	2934
%V	48.6%	65.5%	66.4%	37.0%	52.9%	24.6%	49.9%
%H		63.4%	20.0%	47.3%	29.7%	17.6%	97.1%
DVDR	37	12	3	32	9	23	34
%V	0.6%	0.4%	0.3%	0.8%	0.5%	1.1%	0.6%
%H		32.4%	8.1%	86.5%	24.3%	62.2%	91.9%
VCR	29	8	5	23	7	16	26
%V	0.5%	0.3%	0.5%	0.6%	0.4%	0.7%	0.4%
%H		27.6%	17.2%	79.3%	24.1%	55.2%	89.7%
Any recorder	3053	1918	605	1458	899	559	2961
%V	49.1%	65.6%	66.4%	37.7%	53.0%	25.8%	50.3%
%H		62.8%	19.8%	47.8%	29.4%	18.3%	97.0%

Base: ITV South, South East and Channel Islands - 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	6220	2924	911	3865	1696	2169	5885
%H		47.0%	14.6%	62.1%	27.3%	34.9%	94.6%
Receives HDTV (via STB or built-in reception)	3867	2064	623	2335	1123	1212	3760
%V	62.2%	70.6%	68.4%	60.4%	66.2%	55.9%	63.9%
%H		53.4%	16.1%	60.4%	29.0%	31.3%	97.2%
DVD/Blu-ray player or recorder	2764	1264	458	1709	756	952	2630
%V	44.4%	43.2%	50.3%	44.2%	44.6%	43.9%	44.7%
%H		45.7%	16.6%	61.8%	27.4%	34.4%	95.2%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3125	1282	443	1899	662	1236	2883
%H		41.0%	14.2%	60.8%	21.2%	39.6%	92.3%
Under 20"	16	4	2	14	4	10	13
%V	0.5%	0.3%	0.5%	0.7%	0.6%	0.8%	0.5%
%H		25.0%	12.5%	87.5%	25.0%	62.5%	81.3%
20" - 29"	214	42	16	169	18	150	161
%V	6.8%	3.3%	3.6%	8.9%	2.7%	12.1%	5.6%
%H		19.6%	7.5%	79.0%	8.4%	70.1%	75.2%
30" - 39"	826	285	93	545	134	412	721
%V	26.4%	22.2%	21.0%	28.7%	20.2%	33.3%	25.0%
%H		34.5%	11.3%	66.0%	16.2%	49.9%	87.3%
40" - 49"	1292	555	215	758	306	453	1230
%V	41.3%	43.3%	48.5%	39.9%	46.2%	36.7%	42.7%
%H		43.0%	16.6%	58.7%	23.7%	35.1%	95.2%
50" - 59"	565	298	80	299	148	151	557
%V	18.1%	23.2%	18.1%	15.7%	22.4%	12.2%	19.3%
%H		52.7%	14.2%	52.9%	26.2%	26.7%	98.6%
60"+	134	77	22	65	43	22	133
%V	4.3%	6.0%	5.0%	3.4%	6.5%	1.8%	4.6%
%H		57.5%	16.4%	48.5%	32.1%	16.4%	99.3%
Don't know	77	20	15	48	10	38	68
%V	2.5%	1.6%	3.4%	2.5%	1.5%	3.1%	2.4%
%H		26.0%	19.5%	62.3%	13.0%	49.4%	88.3%

Base: ITV South, South East and Channel Islands - 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	3125	1282	443	1899	662	1236	2883
%H		41.0%	14.2%	60.8%	21.2%	39.6%	92.3%
PVR	2025	1161	426	1052	595	457	1949
%V	64.8%	90.6%	96.2%	55.4%	89.9%	37.0%	67.6%
%H		57.3%	21.0%	52.0%	29.4%	22.6%	96.2%
DVDR	32	9	3	28	8	20	29
%V	1.0%	0.7%	0.7%	1.5%	1.2%	1.6%	1.0%
%H		28.1%	9.4%	87.5%	25.0%	62.5%	90.6%
VCR	23	7	5	17	5	12	20
%V	0.7%	0.5%	1.1%	0.9%	0.8%	1.0%	0.7%
%H		30.4%	21.7%	73.9%	21.7%	52.2%	87.0%
Any recorder	2046	1161	426	1072	595	477	1967
%V	65.5%	90.6%	96.2%	56.5%	89.9%	38.6%	68.2%
%H		56.7%	20.8%	52.4%	29.1%	23.3%	96.1%

Base: ITV South, South East and Channel Islands - 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	3125	1282	443	1899	662	1236	2883
%H		41.0%	14.2%	60.8%	21.2%	39.6%	92.3%
Receives HDTV (via STB or built-in reception)	2398	1144	418	1469	614	856	2310
%V	76.7%	89.2%	94.4%	77.4%	92.7%	69.3%	80.1%
%H		47.7%	17.4%	61.3%	25.6%	35.7%	96.3%
DVD/Blu-ray player or recorder	1759	741	271	1109	429	679	1647
%V	56.3%	57.8%	61.2%	58.4%	64.8%	54.9%	57.1%
%H		42.1%	15.4%	63.0%	24.4%	38.6%	93.6%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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	3094	1642	467	1966	1034	932	3002
%H		53.1%	15.1%	63.5%	33.4%	30.1%	97.0%
Under 20"	326	122	41	261	99	161	305
%V	10.5%	7.4%	8.8%	13.3%	9.6%	17.3%	10.2%
%H		37.4%	12.6%	80.1%	30.4%	49.4%	93.6%
20" - 29"	899	442	139	642	330	312	849
%V	29.1%	26.9%	29.8%	32.7%	31.9%	33.5%	28.3%
%H		49.2%	15.5%	71.4%	36.7%	34.7%	94.4%
30" - 39"	1023	539	181	601	316	285	1009
%V	33.1%	32.8%	38.8%	30.6%	30.6%	30.6%	33.6%
%H		52.7%	17.7%	58.7%	30.9%	27.9%	98.6%
40" - 49"	590	376	78	333	220	114	586
%V	19.1%	22.9%	16.7%	16.9%	21.3%	12.2%	19.5%
%H		63.7%	13.2%	56.4%	37.3%	19.3%	99.3%
50" - 59"	173	114	20	91	58	33	170
%V	5.6%	6.9%	4.3%	4.6%	5.6%	3.5%	5.7%
%H		65.9%	11.6%	52.6%	33.5%	19.1%	98.3%
60"+	28	23	3	11	9	2	28
%V	0.9%	1.4%	0.6%	0.6%	0.9%	0.2%	0.9%
%H		82.1%	10.7%	39.3%	32.1%	7.1%	100.0%
Don't know	56	25	5	27	2	25	56
%V	1.8%	1.5%	1.1%	1.4%	0.2%	2.7%	1.9%
%H		44.6%	8.9%	48.2%	3.6%	44.6%	100.0%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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	3094	1642	467	1966	1034	932	3002
%H		53.1%	15.1%	63.5%	33.4%	30.1%	97.0%
PVR	998	755	178	377	301	76	984
%V	32.3%	46.0%	38.1%	19.2%	29.1%	8.2%	32.8%
%H		75.7%	17.8%	37.8%	30.2%	7.6%	98.6%
DVDR	5	3	0	4	2	3	5
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		60.0%	0.0%	80.0%	40.0%	60.0%	100.0%
VCR	6	2	0	6	2	4	6
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	1007	757	178	386	304	83	994
%V	32.5%	46.1%	38.1%	19.6%	29.4%	8.9%	33.1%
%H		75.2%	17.7%	38.3%	30.2%	8.2%	98.7%

Base: ITV South, South East and Channel Islands - 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	3094	1642	467	1966	1034	932	3002
%H		53.1%	15.1%	63.5%	33.4%	30.1%	97.0%
Receives HDTV (via STB or built-in reception)	1469	920	205	866	510	356	1450
%V	47.5%	56.0%	43.9%	44.0%	49.3%	38.2%	48.3%
%H		62.6%	14.0%	59.0%	34.7%	24.2%	98.7%
DVD/Blu-ray player or recorder	1005	523	186	600	327	273	984
%V	32.5%	31.9%	39.8%	30.5%	31.6%	29.3%	32.8%
%H		52.0%	18.5%	59.7%	32.5%	27.2%	97.9%

Base: ITV South, South East and Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

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	7496	7299	3266	1121	4159	1679	2480	7169
%H		97.4%	43.6%	15.0%	55.5%	22.4%	33.1%	95.6%
Total Children	1435	1407	665	262	685	312	373	1418
%V	19.1%	19.3%	20.4%	23.4%	16.5%	18.6%	15.0%	19.8%
%H		98.0%	46.3%	18.3%	47.7%	21.7%	26.0%	98.8%
0 - 3	308	301	123	60	160	62	98	303
%V	4.1%	4.1%	3.8%	5.4%	3.8%	3.7%	4.0%	4.2%
%H		97.7%	39.9%	19.5%	51.9%	20.1%	31.8%	98.4%
4 - 15	1127	1106	541	202	526	250	275	1115
%V	15.0%	15.2%	16.6%	18.0%	12.6%	14.9%	11.1%	15.6%
%H		98.1%	48.0%	17.9%	46.7%	22.2%	24.4%	98.9%
4 - 9	572	559	259	97	255	119	135	564
%V	7.6%	7.7%	7.9%	8.7%	6.1%	7.1%	5.4%	7.9%
%H		97.7%	45.3%	17.0%	44.6%	20.8%	23.6%	98.6%
10 - 15	555	547	282	105	271	131	140	552
%V	7.4%	7.5%	8.6%	9.4%	6.5%	7.8%	5.6%	7.7%
%H		98.6%	50.8%	18.9%	48.8%	23.6%	25.2%	99.5%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South, South East and Channel Islands

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	7496	7299	3266	1121	4159	1679	2480	7169
%H		97.4%	43.6%	15.0%	55.5%	22.4%	33.1%	95.6%
Total Adults (16+)	6061	5893	2602	859	3474	1366	2107	5750
%V	80.9%	80.7%	79.7%	76.6%	83.5%	81.4%	85.0%	80.2%
%H		97.2%	42.9%	14.2%	57.3%	22.5%	34.8%	94.9%
16 - 19	292	288	148	55	149	81	67	290
%V	3.9%	3.9%	4.5%	4.9%	3.6%	4.8%	2.7%	4.0%
%H		98.6%	50.7%	18.8%	51.0%	27.7%	22.9%	99.3%
20 - 24	388	370	172	52	165	80	85	388
%V	5.2%	5.1%	5.3%	4.6%	4.0%	4.8%	3.4%	5.4%
%H		95.4%	44.3%	13.4%	42.5%	20.6%	21.9%	100.0%
25 - 34	888	827	326	101	418	137	280	872
%V	11.8%	11.3%	10.0%	9.0%	10.1%	8.2%	11.3%	12.2%
%H		93.1%	36.7%	11.4%	47.1%	15.4%	31.5%	98.2%
35 - 44	928	891	402	168	433	186	248	917
%V	12.4%	12.2%	12.3%	15.0%	10.4%	11.1%	10.0%	12.8%
%H		96.0%	43.3%	18.1%	46.7%	20.0%	26.7%	98.8%
45 - 54	1060	1036	531	186	548	259	288	1054
%V	14.1%	14.2%	16.3%	16.6%	13.2%	15.4%	11.6%	14.7%
%H		97.7%	50.1%	17.5%	51.7%	24.4%	27.2%	99.4%
55 - 64	986	973	444	137	642	262	380	954
%V	13.2%	13.3%	13.6%	12.2%	15.4%	15.6%	15.3%	13.3%
%H		98.7%	45.0%	13.9%	65.1%	26.6%	38.5%	96.8%
65+	1517	1508	579	159	1120	361	759	1276
%V	20.2%	20.7%	17.7%	14.2%	26.9%	21.5%	30.6%	17.8%
%H		99.4%	38.2%	10.5%	73.8%	23.8%	50.0%	84.1%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	6061	5893	2602	859	3474	1366	2107	5750
%H		97.2%	42.9%	14.2%	57.3%	22.5%	34.8%	94.9%
AB	2026	1984	940	281	1219	549	670	1990
%V	33.4%	33.7%	36.1%	32.7%	35.1%	40.2%	31.8%	34.6%
%H		97.9%	46.4%	13.9%	60.2%	27.1%	33.1%	98.2%
C1	2006	1951	790	322	1087	370	718	1919
%V	33.1%	33.1%	30.4%	37.5%	31.3%	27.1%	34.1%	33.4%
%H		97.3%	39.4%	16.1%	54.2%	18.4%	35.8%	95.7%
C2	1158	1130	530	166	662	282	380	1097
%V	19.1%	19.2%	20.4%	19.3%	19.1%	20.6%	18.0%	19.1%
%H		97.6%	45.8%	14.3%	57.2%	24.4%	32.8%	94.7%
D	616	581	258	59	343	122	221	539
%V	10.2%	9.9%	9.9%	6.9%	9.9%	8.9%	10.5%	9.4%
%H		94.3%	41.9%	9.6%	55.7%	19.8%	35.9%	87.5%
E	255	246	83	32	163	44	119	206
%V	4.2%	4.2%	3.2%	3.7%	4.7%	3.2%	5.6%	3.6%
%H		96.5%	32.5%	12.5%	63.9%	17.3%	46.7%	80.8%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	6061	5893	2602	859	3474	1366	2107	5750
%H		97.2%	42.9%	14.2%	57.3%	22.5%	34.8%	94.9%
Working full time	2980	2883	1340	464	1502	612	889	2947
%V	49.2%	48.9%	51.5%	54.0%	43.2%	44.8%	42.2%	51.3%
%H		96.7%	45.0%	15.6%	50.4%	20.5%	29.8%	98.9%
Working part time	721	703	332	103	414	189	225	711
%V	11.9%	11.9%	12.8%	12.0%	11.9%	13.8%	10.7%	12.4%
%H		97.5%	46.0%	14.3%	57.4%	26.2%	31.2%	98.6%
Not working	2339	2289	923	292	1551	564	987	2075
%V	38.6%	38.8%	35.5%	34.0%	44.6%	41.3%	46.8%	36.1%
%H		97.9%	39.5%	12.5%	66.3%	24.1%	42.2%	88.7%
Houseperson	3229	3127	1282	443	1899	662	1236	2976
%V	53.3%	53.1%	49.3%	51.6%	54.7%	48.5%	58.7%	51.8%
%H		96.8%	39.7%	13.7%	58.8%	20.5%	38.3%	92.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	2945	2855	1276	423	1661	672	989	2824
%H		96.9%	43.3%	14.4%	56.4%	22.8%	33.6%	95.9%
16 - 19	150	146	80	26	70	36	34	148
%V	5.1%	5.1%	6.3%	6.1%	4.2%	5.4%	3.4%	5.2%
%H		97.3%	53.3%	17.3%	46.7%	24.0%	22.7%	98.7%
20 - 24	196	190	83	23	87	41	46	196
%V	6.7%	6.7%	6.5%	5.4%	5.2%	6.1%	4.7%	6.9%
%H		96.9%	42.3%	11.7%	44.4%	20.9%	23.5%	100.0%
25 - 34	444	413	161	48	219	71	149	437
%V	15.1%	14.5%	12.6%	11.3%	13.2%	10.6%	15.1%	15.5%
%H		93.0%	36.3%	10.8%	49.3%	16.0%	33.6%	98.4%
35 - 44	445	425	180	84	210	87	122	441
%V	15.1%	14.9%	14.1%	19.9%	12.6%	12.9%	12.3%	15.6%
%H		95.5%	40.4%	18.9%	47.2%	19.6%	27.4%	99.1%
45 - 54	527	511	266	89	264	124	139	521
%V	17.9%	17.9%	20.8%	21.0%	15.9%	18.5%	14.1%	18.4%
%H		97.0%	50.5%	16.9%	50.1%	23.5%	26.4%	98.9%
55 - 64	484	478	210	77	319	135	185	468
%V	16.4%	16.7%	16.5%	18.2%	19.2%	20.1%	18.7%	16.6%
%H		98.8%	43.4%	15.9%	65.9%	27.9%	38.2%	96.7%
65+	699	693	297	77	492	177	314	615
%V	23.7%	24.3%	23.3%	18.2%	29.6%	26.3%	31.7%	21.8%
%H		99.1%	42.5%	11.0%	70.4%	25.3%	44.9%	88.0%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2945	2855	1276	423	1661	672	989	2824
%H		96.9%	43.3%	14.4%	56.4%	22.8%	33.6%	95.9%
AB	1002	984	461	140	617	275	341	985
%V	34.0%	34.5%	36.1%	33.1%	37.1%	40.9%	34.5%	34.9%
%H		98.2%	46.0%	14.0%	61.6%	27.4%	34.0%	98.3%
C1	944	919	381	158	486	176	310	916
%V	32.1%	32.2%	29.9%	37.4%	29.3%	26.2%	31.3%	32.4%
%H		97.4%	40.4%	16.7%	51.5%	18.6%	32.8%	97.0%
C2	613	595	279	86	350	148	202	585
%V	20.8%	20.8%	21.9%	20.3%	21.1%	22.0%	20.4%	20.7%
%H		97.1%	45.5%	14.0%	57.1%	24.1%	33.0%	95.4%
D	280	255	117	25	145	53	92	250
%V	9.5%	8.9%	9.2%	5.9%	8.7%	7.9%	9.3%	8.9%
%H		91.1%	41.8%	8.9%	51.8%	18.9%	32.9%	89.3%
E	107	102	39	15	63	20	44	88
%V	3.6%	3.6%	3.1%	3.5%	3.8%	3.0%	4.4%	3.1%
%H		95.3%	36.4%	14.0%	58.9%	18.7%	41.1%	82.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	2945	2855	1276	423	1661	672	989	2824
%H		96.9%	43.3%	14.4%	56.4%	22.8%	33.6%	95.9%
Working full time	1832	1766	807	290	948	393	555	1812
%V	62.2%	61.9%	63.2%	68.6%	57.1%	58.5%	56.1%	64.2%
%H		96.4%	44.1%	15.8%	51.7%	21.5%	30.3%	98.9%
Working part time	146	141	65	14	85	40	46	142
%V	5.0%	4.9%	5.1%	3.3%	5.1%	6.0%	4.7%	5.0%
%H		96.6%	44.5%	9.6%	58.2%	27.4%	31.5%	97.3%
Not working	959	940	400	119	625	238	387	861
%V	32.6%	32.9%	31.3%	28.1%	37.6%	35.4%	39.1%	30.5%
%H		98.0%	41.7%	12.4%	65.2%	24.8%	40.4%	89.8%
Houseperson	696	662	242	106	392	125	267	623
%V	23.6%	23.2%	19.0%	25.1%	23.6%	18.6%	27.0%	22.1%
%H		95.1%	34.8%	15.2%	56.3%	18.0%	38.4%	89.5%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	3115	3038	1325	436	1813	695	1118	2926
%H		97.5%	42.5%	14.0%	58.2%	22.3%	35.9%	93.9%
16 - 19	143	143	68	29	79	45	34	143
%V	4.6%	4.7%	5.1%	6.7%	4.4%	6.5%	3.0%	4.9%
%H		100.0%	47.6%	20.3%	55.2%	31.5%	23.8%	100.0%
20 - 24	192	181	89	29	78	39	39	192
%V	6.2%	6.0%	6.7%	6.7%	4.3%	5.6%	3.5%	6.6%
%H		94.3%	46.4%	15.1%	40.6%	20.3%	20.3%	100.0%
25 - 34	444	414	165	54	198	67	132	435
%V	14.3%	13.6%	12.5%	12.4%	10.9%	9.6%	11.8%	14.9%
%H		93.2%	37.2%	12.2%	44.6%	15.1%	29.7%	98.0%
35 - 44	483	466	222	84	224	98	125	476
%V	15.5%	15.3%	16.8%	19.3%	12.4%	14.1%	11.2%	16.3%
%H		96.5%	46.0%	17.4%	46.4%	20.3%	25.9%	98.6%
45 - 54	534	525	265	98	284	135	149	534
%V	17.1%	17.3%	20.0%	22.5%	15.7%	19.4%	13.3%	18.3%
%H		98.3%	49.6%	18.4%	53.2%	25.3%	27.9%	100.0%
55 - 64	502	495	234	60	322	127	195	486
%V	16.1%	16.3%	17.7%	13.8%	17.8%	18.3%	17.4%	16.6%
%H		98.6%	46.6%	12.0%	64.1%	25.3%	38.8%	96.8%
65+	818	815	282	82	628	184	445	661
%V	26.3%	26.8%	21.3%	18.8%	34.6%	26.5%	39.8%	22.6%
%H		99.6%	34.5%	10.0%	76.8%	22.5%	54.4%	80.8%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South, South East and Channel Islands

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+)	3115	3038	1325	436	1813	695	1118	2926
%H		97.5%	42.5%	14.0%	58.2%	22.3%	35.9%	93.9%
AB	1024	1000	479	141	602	274	328	1004
%V	32.9%	32.9%	36.2%	32.3%	33.2%	39.4%	29.3%	34.3%
%H		97.7%	46.8%	13.8%	58.8%	26.8%	32.0%	98.0%
C1	1062	1032	410	164	601	194	408	1002
%V	34.1%	34.0%	30.9%	37.6%	33.1%	27.9%	36.5%	34.2%
%H		97.2%	38.6%	15.4%	56.6%	18.3%	38.4%	94.4%
C2	545	535	250	81	312	134	178	512
%V	17.5%	17.6%	18.9%	18.6%	17.2%	19.3%	15.9%	17.5%
%H		98.2%	45.9%	14.9%	57.2%	24.6%	32.7%	93.9%
D	336	326	141	34	197	68	129	289
%V	10.8%	10.7%	10.6%	7.8%	10.9%	9.8%	11.5%	9.9%
%H		97.0%	42.0%	10.1%	58.6%	20.2%	38.4%	86.0%
E	149	145	44	17	100	24	75	118
%V	4.8%	4.8%	3.3%	3.9%	5.5%	3.5%	6.7%	4.0%
%H		97.3%	29.5%	11.4%	67.1%	16.1%	50.3%	79.2%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South, South East and Channel Islands

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+)	3115	3038	1325	436	1813	695	1118	2926
%H		97.5%	42.5%	14.0%	58.2%	22.3%	35.9%	93.9%
Working full time	1148	1117	533	174	554	220	334	1135
%V	36.9%	36.8%	40.2%	39.9%	30.6%	31.7%	29.9%	38.8%
%H		97.3%	46.4%	15.2%	48.3%	19.2%	29.1%	98.9%
Working part time	575	562	267	89	329	150	179	569
%V	18.5%	18.5%	20.2%	20.4%	18.1%	21.6%	16.0%	19.4%
%H		97.7%	46.4%	15.5%	57.2%	26.1%	31.1%	99.0%
Not working	1381	1350	522	173	925	325	600	1214
%V	44.3%	44.4%	39.4%	39.7%	51.0%	46.8%	53.7%	41.5%
%H		97.8%	37.8%	12.5%	67.0%	23.5%	43.4%	87.9%
Houseperson	2534	2464	1039	338	1506	538	969	2353
%V	81.3%	81.1%	78.4%	77.5%	83.1%	77.4%	86.7%	80.4%
%H		97.2%	41.0%	13.3%	59.4%	21.2%	38.2%	92.9%

Base: ITV South, South East and Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
AB	567	540	228	68	326	118	207	557
%V	26.9%	26.6%	27.9%	26.4%	25.1%	25.5%	24.7%	28.7%
%H (All HH)		95.2%	40.2%	12.0%	57.5%	20.8%	36.5%	98.2%
%H (TV HH)			42.2%	12.6%	60.4%	21.9%	38.3%	
C1	646	626	256	80	410	166	244	615
%V	30.6%	30.9%	31.3%	31.0%	31.5%	35.9%	29.1%	31.7%
%H (All HH)		96.9%	39.6%	12.4%	63.5%	25.7%	37.8%	95.2%
%H (TV HH)			40.9%	12.8%	65.5%	26.5%	39.0%	
C2	402	389	166	61	246	92	154	364
%V	19.1%	19.2%	20.3%	23.6%	18.9%	19.9%	18.4%	18.8%
%H (All HH)		96.8%	41.3%	15.2%	61.2%	22.9%	38.3%	90.5%
%H (TV HH)			42.7%	15.7%	63.2%	23.7%	39.6%	
D	290	276	113	26	178	52	125	250
%V	13.8%	13.6%	13.8%	10.1%	13.7%	11.2%	14.9%	12.9%
%H (All HH)		95.2%	39.0%	9.0%	61.4%	17.9%	43.1%	86.2%
%H (TV HH)			40.9%	9.4%	64.5%	18.8%	45.3%	
E	203	196	55	24	142	35	108	152
%V	9.6%	9.7%	6.7%	9.3%	10.9%	7.6%	12.9%	7.8%
%H (All HH)		96.6%	27.1%	11.8%	70.0%	17.2%	53.2%	74.9%
%H (TV HH)			28.1%	12.2%	72.4%	17.9%	55.1%	

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Under 25	63	61	13	7	37	5	32	59
%V	3.0%	3.0%	1.6%	2.7%	2.8%	1.1%	3.8%	3.0%
%H (All HH)		96.8%	20.6%	11.1%	58.7%	7.9%	50.8%	93.7%
%H (TV HH)			21.3%	11.5%	60.7%	8.2%	52.5%	
25 - 34	322	288	109	39	134	38	96	318
%V	15.3%	14.2%	13.3%	15.1%	10.3%	8.2%	11.5%	16.4%
%H (All HH)		89.4%	33.9%	12.1%	41.6%	11.8%	29.8%	98.8%
%H (TV HH)			37.8%	13.5%	46.5%	13.2%	33.3%	
35 - 44	326	311	124	43	178	68	109	326
%V	15.5%	15.3%	15.2%	16.7%	13.7%	14.7%	13.0%	16.8%
%H (All HH)		95.4%	38.0%	13.2%	54.6%	20.9%	33.4%	100.0%
%H (TV HH)			39.9%	13.8%	57.2%	21.9%	35.0%	
45 - 54	389	380	197	49	229	112	117	383
%V	18.5%	18.7%	24.1%	19.0%	17.6%	24.2%	14.0%	19.8%
%H (All HH)		97.7%	50.6%	12.6%	58.9%	28.8%	30.1%	98.5%
%H (TV HH)			51.8%	12.9%	60.3%	29.5%	30.8%	
55 - 64	388	381	183	52	253	115	138	378
%V	18.4%	18.8%	22.4%	20.2%	19.4%	24.8%	16.5%	19.5%
%H (All HH)		98.2%	47.2%	13.4%	65.2%	29.6%	35.6%	97.4%
%H (TV HH)			48.0%	13.6%	66.4%	30.2%	36.2%	
65 +	621	607	192	68	471	125	346	475
%V	29.5%	29.9%	23.5%	26.4%	36.2%	27.0%	41.3%	24.5%
%H (All HH)		97.7%	30.9%	11.0%	75.8%	20.1%	55.7%	76.5%
%H (TV HH)			31.6%	11.2%	77.6%	20.6%	57.0%	

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
1	582	545	167	36	397	89	308	444
%V	27.6%	26.9%	20.4%	14.0%	30.5%	19.2%	36.8%	22.9%
%H (All HH)		93.6%	28.7%	6.2%	68.2%	15.3%	52.9%	76.3%
%H (TV HH)			30.6%	6.6%	72.8%	16.3%	56.5%	
2	813	788	340	93	507	190	317	781
%V	38.6%	38.9%	41.6%	36.0%	39.0%	41.0%	37.8%	40.3%
%H (All HH)		96.9%	41.8%	11.4%	62.4%	23.4%	39.0%	96.1%
%H (TV HH)			43.1%	11.8%	64.3%	24.1%	40.2%	
3	306	300	125	60	187	87	101	306
%V	14.5%	14.8%	15.3%	23.3%	14.4%	18.8%	12.1%	15.8%
%H (All HH)		98.0%	40.8%	19.6%	61.1%	28.4%	33.0%	100.0%
%H (TV HH)			41.7%	20.0%	62.3%	29.0%	33.7%	
4	288	279	126	52	150	69	81	288
%V	13.7%	13.8%	15.4%	20.2%	11.5%	14.9%	9.7%	14.9%
%H (All HH)		96.9%	43.8%	18.1%	52.1%	24.0%	28.1%	100.0%
%H (TV HH)			45.2%	18.6%	53.8%	24.7%	29.0%	
5+	119	116	60	16	60	29	31	119
%V	5.6%	5.7%	7.3%	6.2%	4.6%	6.3%	3.7%	6.1%
%H (All HH)		97.5%	50.4%	13.4%	50.4%	24.4%	26.1%	100.0%
%H (TV HH)			51.7%	13.8%	51.7%	25.0%	26.7%	
Average HH size	2.33	2.34	2.50	2.70	2.22	2.50	2.07	2.43

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Without	1594	1528	598	179	1028	353	675	1425
%V	75.6%	75.3%	73.1%	69.4%	79.0%	76.2%	80.5%	73.5%
%H (All HH)		95.9%	37.5%	11.2%	64.5%	22.1%	42.3%	89.4%
%H (TV HH)			39.1%	11.7%	67.3%	23.1%	44.2%	
With	514	500	220	79	273	110	163	514
%V	24.4%	24.7%	26.9%	30.6%	21.0%	23.8%	19.5%	26.5%
%H (All HH)		97.3%	42.8%	15.4%	53.1%	21.4%	31.7%	100.0%
%H (TV HH)			44.0%	15.8%	54.6%	22.0%	32.6%	
0 - 3	180	176	69	21	97	28	68	180
%V	8.5%	8.7%	8.4%	8.1%	7.5%	6.0%	8.1%	9.3%
%H (All HH)		97.8%	38.3%	11.7%	53.9%	15.6%	37.8%	100.0%
%H (TV HH)			39.2%	11.9%	55.1%	15.9%	38.6%	
4 - 9	264	252	120	35	123	45	78	264
%V	12.5%	12.4%	14.7%	13.6%	9.5%	9.7%	9.3%	13.6%
%H (All HH)		95.5%	45.5%	13.3%	46.6%	17.0%	29.5%	100.0%
%H (TV HH)			47.6%	13.9%	48.8%	17.9%	31.0%	
10 - 15	260	256	119	42	149	70	79	260
%V	12.3%	12.6%	14.5%	16.3%	11.5%	15.1%	9.4%	13.4%
%H (All HH)		98.5%	45.8%	16.2%	57.3%	26.9%	30.4%	100.0%
%H (TV HH)			46.5%	16.4%	58.2%	27.3%	30.9%	

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
1	841	841	256	94	485	82	402	731
%V	39.9%	41.5%	31.3%	36.4%	37.3%	17.7%	48.0%	37.7%
%H (All HH)		100.0%	30.4%	11.2%	57.7%	9.8%	47.8%	86.9%
%H (TV HH)			30.4%	11.2%	57.7%	9.8%	47.8%	
2	653	653	281	81	432	167	265	609
%V	31.0%	32.2%	34.4%	31.4%	33.2%	36.1%	31.6%	31.4%
%H (All HH)		100.0%	43.0%	12.4%	66.2%	25.6%	40.6%	93.3%
%H (TV HH)			43.0%	12.4%	66.2%	25.6%	40.6%	
3	334	334	161	51	241	122	119	329
%V	15.8%	16.5%	19.7%	19.8%	18.5%	26.3%	14.2%	17.0%
%H (All HH)		100.0%	48.2%	15.3%	72.2%	36.5%	35.6%	98.5%
%H (TV HH)			48.2%	15.3%	72.2%	36.5%	35.6%	
4	122	122	75	18	86	54	32	122
%V	5.8%	6.0%	9.2%	7.0%	6.6%	11.7%	3.8%	6.3%
%H (All HH)		100.0%	61.5%	14.8%	70.5%	44.3%	26.2%	100.0%
%H (TV HH)			61.5%	14.8%	70.5%	44.3%	26.2%	
5+	78	78	46	13	58	39	19	78
%V	3.7%	3.8%	5.6%	5.0%	4.5%	8.4%	2.3%	4.0%
%H (All HH)		100.0%	59.0%	16.7%	74.4%	50.0%	24.4%	100.0%
%H (TV HH)			59.0%	16.7%	74.4%	50.0%	24.4%	

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%V (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Under 20"	247	247	99	20	217	91	126	225
%V	11.7%	12.2%	12.1%	7.8%	16.7%	19.7%	15.0%	11.6%
%H (All HH)		100.0%	40.1%	8.1%	87.9%	36.8%	51.0%	91.1%
%H (TV HH)			40.1%	8.1%	87.9%	36.8%	51.0%	
20" - 29"	560	560	241	63	428	188	240	510
%V	26.6%	27.6%	29.5%	24.4%	32.9%	40.6%	28.6%	26.3%
%H (All HH)		100.0%	43.0%	11.3%	76.4%	33.6%	42.9%	91.1%
%H (TV HH)			43.0%	11.3%	76.4%	33.6%	42.9%	
30" - 39"	1014	1014	398	125	714	250	463	923
%V	48.1%	50.0%	48.7%	48.4%	54.9%	54.0%	55.3%	47.6%
%H (All HH)		100.0%	39.3%	12.3%	70.4%	24.7%	45.7%	91.0%
%H (TV HH)			39.3%	12.3%	70.4%	24.7%	45.7%	
40" - 49"	970	970	437	142	597	254	343	936
%V	46.0%	47.8%	53.4%	55.0%	45.9%	54.9%	40.9%	48.3%
%H (All HH)		100.0%	45.1%	14.6%	61.5%	26.2%	35.4%	96.5%
%H (TV HH)			45.1%	14.6%	61.5%	26.2%	35.4%	
50" - 59"	443	443	229	70	230	120	111	435
%V	21.0%	21.8%	28.0%	27.1%	17.7%	25.9%	13.2%	22.4%
%H (All HH)		100.0%	51.7%	15.8%	51.9%	27.1%	25.1%	98.2%
%H (TV HH)			51.7%	15.8%	51.9%	27.1%	25.1%	
60"+	83	83	50	15	39	26	14	83
%V	3.9%	4.1%	6.1%	5.8%	3.0%	5.6%	1.7%	4.3%
%H (All HH)		100.0%	60.2%	18.1%	47.0%	31.3%	16.9%	100.0%
%H (TV HH)			60.2%	18.1%	47.0%	31.3%	16.9%	

Base: ITV East of England - 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 9.7: 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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Main living room	2008	2008	813	258	1287	462	825	1849
%V	95.3%	99.0%	99.4%	100.0%	98.9%	99.8%	98.4%	95.4%
%H (All HH)		100.0%	40.5%	12.8%	64.1%	23.0%	41.1%	92.1%
%H (TV HH)			40.5%	12.8%	64.1%	23.0%	41.1%	
Kitchen	277	277	123	41	226	116	110	267
%V	13.1%	13.7%	15.0%	15.9%	17.4%	25.1%	13.1%	13.8%
%H (All HH)		100.0%	44.4%	14.8%	81.6%	41.9%	39.7%	96.4%
%H (TV HH)			44.4%	14.8%	81.6%	41.9%	39.7%	
Adult's bedroom	894	894	439	132	603	298	305	865
%V	42.4%	44.1%	53.7%	51.2%	46.3%	64.4%	36.4%	44.6%
%H (All HH)		100.0%	49.1%	14.8%	67.4%	33.3%	34.1%	96.8%
%H (TV HH)			49.1%	14.8%	67.4%	33.3%	34.1%	
Child's bedroom	176	176	96	27	101	56	45	176
%V	8.3%	8.7%	11.7%	10.5%	7.8%	12.1%	5.4%	9.1%
%H (All HH)		100.0%	54.5%	15.3%	57.4%	31.8%	25.6%	100.0%
%H (TV HH)			54.5%	15.3%	57.4%	31.8%	25.6%	
Other bedroom	95	95	53	14	78	48	31	94
%V	4.5%	4.7%	6.5%	5.4%	6.0%	10.4%	3.7%	4.8%
%H (All HH)		100.0%	55.8%	14.7%	82.1%	50.5%	32.6%	98.9%
%H (TV HH)			55.8%	14.7%	82.1%	50.5%	32.6%	
Second living/dining room	175	175	80	21	134	64	70	167
%V	8.3%	8.6%	9.8%	8.1%	10.3%	13.8%	8.4%	8.6%
%H (All HH)		100.0%	45.7%	12.0%	76.6%	36.6%	40.0%	95.4%
%H (TV HH)			45.7%	12.0%	76.6%	36.6%	40.0%	
Study/office	40	40	24	6	28	16	12	40
%V	1.9%	2.0%	2.9%	2.3%	2.2%	3.5%	1.4%	2.1%
%H (All HH)		100.0%	60.0%	15.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	15.0%	70.0%	40.0%	30.0%	
TV room	23	23	11	4	15	6	9	23
%V	1.1%	1.1%	1.3%	1.6%	1.2%	1.3%	1.1%	1.2%
%H (All HH)		100.0%	47.8%	17.4%	65.2%	26.1%	39.1%	100.0%
%H (TV HH)			47.8%	17.4%	65.2%	26.1%	39.1%	
Conservatory	54	54	34	3	44	26	18	50
%V	2.6%	2.7%	4.2%	1.2%	3.4%	5.6%	2.1%	2.6%
%H (All HH)		100.0%	63.0%	5.6%	81.5%	48.1%	33.3%	92.6%
%H (TV HH)			63.0%	5.6%	81.5%	48.1%	33.3%	
Attic or loft room	1	1	0	0	1	0	1	1
%V	0.0%	0.0%	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%	0.1%	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	37	37	16	3	30	12	19	37
%V	1.8%	1.8%	2.0%	1.2%	2.3%	2.6%	2.3%	1.9%
%H (All HH)		100.0%	43.2%	8.1%	81.1%	32.4%	51.4%	100.0%
%H (TV HH)			43.2%	8.1%	81.1%	32.4%	51.4%	

Base: ITV East of England - 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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ITV East of England

Household level data

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	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Any DSAT provider	818	818	818	16	372	372	0	781
%V	38.8%	40.3%	100.0%	6.2%	28.6%	80.3%	0.0%	40.3%
%H (All HH)			100.0%	2.0%	45.5%	45.5%	0.0%	95.5%
%H (TV HH)			100.0%	2.0%	45.5%	45.5%	0.0%	
Sky with subscription	689	689	689	9	309	309	0	658
%V	32.7%	34.0%	84.2%	3.5%	23.8%	66.7%	0.0%	33.9%
%H (All HH)			100.0%	1.3%	44.8%	44.8%	0.0%	95.5%
%H (TV HH)			100.0%	1.3%	44.8%	44.8%	0.0%	
Sky without subscription	18	18	18	1	7	7	0	16
%V	0.9%	0.9%	2.2%	0.4%	0.5%	1.5%	0.0%	0.8%
%H (All HH)			100.0%	5.6%	38.9%	38.9%	0.0%	88.9%
%H (TV HH)			100.0%	5.6%	38.9%	38.9%	0.0%	
Freesat	94	94	94	6	54	54	0	88
%V	4.5%	4.6%	11.5%	2.3%	4.2%	11.7%	0.0%	4.5%
%H (All HH)			100.0%	6.4%	57.4%	57.4%	0.0%	93.6%
%H (TV HH)			100.0%	6.4%	57.4%	57.4%	0.0%	
Other satellite provider	60	60	60	2	26	26	0	60
%V	2.8%	3.0%	7.3%	0.8%	2.0%	5.6%	0.0%	3.1%
%H (All HH)			100.0%	3.3%	43.3%	43.3%	0.0%	100.0%
%H (TV HH)			100.0%	3.3%	43.3%	43.3%	0.0%	
DCAB	258	258	16	258	104	104	0	251
%V	12.2%	12.7%	2.0%	100.0%	8.0%	22.5%	0.0%	12.9%
%H (All HH)			6.2%	100.0%	40.3%	40.3%	0.0%	97.3%
%H (TV HH)			6.2%	100.0%	40.3%	40.3%	0.0%	
DTT	1301	1301	372	104	1301	463	838	1169
%V	61.7%	64.2%	45.5%	40.3%	100.0%	100.0%	100.0%	60.3%
%H (All HH)		100.0%	28.6%	8.0%	100.0%	35.6%	64.4%	89.9%
%H (TV HH)			28.6%	8.0%	100.0%	35.6%	64.4%	

Base: ITV East of England - 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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ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2108	2028	818	258	1301	463	838	1939
%H (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
PVR	1258	1258	743	236	720	430	290	1198
%V	59.7%	62.0%	90.8%	91.5%	55.3%	92.9%	34.6%	61.8%
%H (All HH)		100.0%	59.1%	18.8%	57.2%	34.2%	23.1%	95.2%
%H (TV HH)			59.1%	18.8%	57.2%	34.2%	23.1%	
DVDR	28	28	16	1	21	9	12	27
%V	1.3%	1.4%	2.0%	0.4%	1.6%	1.9%	1.4%	1.4%
%H (All HH)		100.0%	57.1%	3.6%	75.0%	32.1%	42.9%	96.4%
%H (TV HH)			57.1%	3.6%	75.0%	32.1%	42.9%	
VCR	8	8	2	0	8	2	5	7
%V	0.4%	0.4%	0.2%	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	1275	1275	745	236	737	431	306	1213
%V	60.5%	62.9%	91.1%	91.5%	56.6%	93.1%	36.5%	62.6%
%H (All HH)		100.0%	58.4%	18.5%	57.8%	33.8%	24.0%	95.1%
%H (TV HH)			58.4%	18.5%	57.8%	33.8%	24.0%	
Receives HDTV (via STB or built-in reception)	1574	1574	728	238	1062	440	622	1498
%V	74.7%	77.6%	89.0%	92.2%	81.6%	95.0%	74.2%	77.3%
%H (All HH)		100.0%	46.3%	15.1%	67.5%	28.0%	39.5%	95.2%
%H (TV HH)			46.3%	15.1%	67.5%	28.0%	39.5%	
DVD/Blu-ray player or recorder	1261	1261	515	158	834	307	528	1180
%V	59.8%	62.2%	63.0%	61.2%	64.1%	66.3%	63.0%	60.9%
%H (All HH)		100.0%	40.8%	12.5%	66.1%	24.3%	41.9%	93.6%
%H (TV HH)			40.8%	12.5%	66.1%	24.3%	41.9%	

Base: ITV East of England - 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

ITV East of England

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	2108	2028	818	258	1301	463	838	1939
%V (All HH)		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%
%H (TV HH)			40.3%	12.7%	64.2%	22.8%	41.3%	
Has broadband internet	1939	1869	781	251	1169	444	725	1939
%V	92.0%	92.2%	95.5%	97.3%	89.9%	95.9%	86.5%	100.0%
%H (All HH)		96.4%	40.3%	12.9%	60.3%	22.9%	37.4%	100.0%
%H (TV HH)			41.8%	13.4%	62.5%	23.8%	38.8%	
Number of computers (PCs and laptops)								
0	292	274	84	15	207	42	165	134
%V	13.9%	13.5%	10.3%	5.8%	15.9%	9.1%	19.7%	6.9%
%H (All HH)		93.8%	28.8%	5.1%	70.9%	14.4%	56.5%	45.9%
%H (TV HH)			30.7%	5.5%	75.5%	15.3%	60.2%	
1	488	462	177	43	311	85	226	481
%V	23.1%	22.8%	21.6%	16.7%	23.9%	18.4%	27.0%	24.8%
%H (All HH)		94.7%	36.3%	8.8%	63.7%	17.4%	46.3%	98.6%
%H (TV HH)			38.3%	9.3%	67.3%	18.4%	48.9%	
2	568	553	209	77	346	123	224	567
%V	26.9%	27.3%	25.6%	29.8%	26.6%	26.6%	26.7%	29.2%
%H (All HH)		97.4%	36.8%	13.6%	60.9%	21.7%	39.4%	99.8%
%H (TV HH)			37.8%	13.9%	62.6%	22.2%	40.5%	
3	320	308	137	52	187	81	106	319
%V	15.2%	15.2%	16.7%	20.2%	14.4%	17.5%	12.6%	16.5%
%H (All HH)		96.3%	42.8%	16.3%	58.4%	25.3%	33.1%	99.7%
%H (TV HH)			44.5%	16.9%	60.7%	26.3%	34.4%	
4	205	203	104	23	129	69	60	205
%V	9.7%	10.0%	12.7%	8.9%	9.9%	14.9%	7.2%	10.6%
%H (All HH)		99.0%	50.7%	11.2%	62.9%	33.7%	29.3%	100.0%
%H (TV HH)			51.2%	11.3%	63.5%	34.0%	29.6%	
5+	235	227	106	48	120	63	58	234
%V	11.1%	11.2%	13.0%	18.6%	9.2%	13.6%	6.9%	12.1%
%H (All HH)		96.6%	45.1%	20.4%	51.1%	26.8%	24.7%	99.6%
%H (TV HH)			46.7%	21.1%	52.9%	27.8%	25.6%	

Base: ITV East of England - 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

ITV East of England

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	4052	1842	553	2728	1207	1520	3838
%H		45.5%	13.6%	67.3%	29.8%	37.5%	94.7%
Under 20"	288	116	22	255	108	147	266
%V	7.1%	6.3%	4.0%	9.3%	8.9%	9.7%	6.9%
%H		40.3%	7.6%	88.5%	37.5%	51.0%	92.4%
20" - 29"	724	334	89	563	276	288	671
%V	17.9%	18.1%	16.1%	20.6%	22.9%	18.9%	17.5%
%H		46.1%	12.3%	77.8%	38.1%	39.8%	92.7%
30" - 39"	1246	512	150	877	327	550	1150
%V	30.8%	27.8%	27.1%	32.1%	27.1%	36.2%	30.0%
%H		41.1%	12.0%	70.4%	26.2%	44.1%	92.3%
40" - 49"	1204	560	192	733	333	401	1170
%V	29.7%	30.4%	34.7%	26.9%	27.6%	26.4%	30.5%
%H		46.5%	15.9%	60.9%	27.7%	33.3%	97.2%
50" - 59"	490	263	83	250	134	115	482
%V	12.1%	14.3%	15.0%	9.2%	11.1%	7.6%	12.6%
%H		53.7%	16.9%	51.0%	27.3%	23.5%	98.4%
60"+	85	53	15	41	27	14	85
%V	2.1%	2.9%	2.7%	1.5%	2.2%	0.9%	2.2%
%H		62.4%	17.6%	48.2%	31.8%	16.5%	100.0%
Don't know	14	4	1	8	2	6	13
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%
%H		28.6%	7.1%	57.1%	14.3%	42.9%	92.9%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	4052	1842	553	2728	1207	1520	3838
%H		45.5%	13.6%	67.3%	29.8%	37.5%	94.7%
Main living room	2019	818	258	1297	466	831	1858
%V	49.8%	44.4%	46.7%	47.5%	38.6%	54.7%	48.4%
%H		40.5%	12.8%	64.2%	23.1%	41.2%	92.0%
Kitchen	277	123	41	226	116	110	267
%V	6.8%	6.7%	7.4%	8.3%	9.6%	7.2%	7.0%
%H		44.4%	14.8%	81.6%	41.9%	39.7%	96.4%
Adult's bedroom	1072	532	165	725	367	358	1042
%V	26.5%	28.9%	29.8%	26.6%	30.4%	23.6%	27.1%
%H		49.6%	15.4%	67.6%	34.2%	33.4%	97.2%
Child's bedroom	230	130	35	127	72	55	230
%V	5.7%	7.1%	6.3%	4.7%	6.0%	3.6%	6.0%
%H		56.5%	15.2%	55.2%	31.3%	23.9%	100.0%
Other bedroom	113	64	18	93	57	36	112
%V	2.8%	3.5%	3.3%	3.4%	4.7%	2.4%	2.9%
%H		56.6%	15.9%	82.3%	50.4%	31.9%	99.1%
Second living/dining room	180	84	21	137	65	71	172
%V	4.4%	4.6%	3.8%	5.0%	5.4%	4.7%	4.5%
%H		46.7%	11.7%	76.1%	36.1%	39.4%	95.6%
Study/office	40	24	6	28	16	12	40
%V	1.0%	1.3%	1.1%	1.0%	1.3%	0.8%	1.0%
%H		60.0%	15.0%	70.0%	40.0%	30.0%	100.0%
TV room	23	11	4	15	6	9	23
%V	0.6%	0.6%	0.7%	0.5%	0.5%	0.6%	0.6%
%H		47.8%	17.4%	65.2%	26.1%	39.1%	100.0%
Conservatory	54	34	3	44	26	18	50
%V	1.3%	1.8%	0.5%	1.6%	2.2%	1.2%	1.3%
%H		63.0%	5.6%	81.5%	48.1%	33.3%	92.6%
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	39	18	3	33	14	19	39
%V	1.0%	1.0%	0.5%	1.2%	1.2%	1.3%	1.0%
%H		46.2%	7.7%	84.6%	35.9%	48.7%	100.0%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	4052	1842	553	2728	1207	1520	3838
%H		45.5%	13.6%	67.3%	29.8%	37.5%	94.7%
PVR	1820	1161	349	957	621	336	1751
%V	44.9%	63.0%	63.1%	35.1%	51.4%	22.1%	45.6%
%H		63.8%	19.2%	52.6%	34.1%	18.5%	96.2%
DVDR	30	17	2	24	11	13	29
%V	0.7%	0.9%	0.4%	0.9%	0.9%	0.9%	0.8%
%H		56.7%	6.7%	80.0%	36.7%	43.3%	96.7%
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	1844	1167	350	981	626	355	1773
%V	45.5%	63.4%	63.3%	36.0%	51.9%	23.4%	46.2%
%H		63.3%	19.0%	53.2%	33.9%	19.3%	96.1%

Base: ITV East of England - 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	4052	1842	553	2728	1207	1520	3838
%H		45.5%	13.6%	67.3%	29.8%	37.5%	94.7%
Receives HDTV (via STB or built-in reception)	2583	1278	405	1763	831	932	2488
%V	63.7%	69.4%	73.2%	64.6%	68.8%	61.3%	64.8%
%H		49.5%	15.7%	68.3%	32.2%	36.1%	96.3%
DVD/Blu-ray player or recorder	1703	735	236	1148	474	674	1615
%V	42.0%	39.9%	42.7%	42.1%	39.3%	44.3%	42.1%
%H		43.2%	13.9%	67.4%	27.8%	39.6%	94.8%

Base: ITV East of England - 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 9.15: 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	2024	815	258	1299	462	837	1865
%H		40.3%	12.7%	64.2%	22.8%	41.4%	92.1%
Under 20"	15	0	0	14	0	14	10
%V	0.7%	0.0%	0.0%	1.1%	0.0%	1.7%	0.5%
%H		0.0%	0.0%	93.3%	0.0%	93.3%	66.7%
20" - 29"	136	36	8	99	18	81	106
%V	6.7%	4.4%	3.1%	7.6%	3.9%	9.7%	5.7%
%H		26.5%	5.9%	72.8%	13.2%	59.6%	77.9%
30" - 39"	576	172	64	426	106	321	494
%V	28.5%	21.1%	24.8%	32.8%	22.9%	38.4%	26.5%
%H		29.9%	11.1%	74.0%	18.4%	55.7%	85.8%
40" - 49"	815	353	114	511	207	305	781
%V	40.3%	43.3%	44.2%	39.3%	44.8%	36.4%	41.9%
%H		43.3%	14.0%	62.7%	25.4%	37.4%	95.8%
50" - 59"	401	210	58	210	111	100	393
%V	19.8%	25.8%	22.5%	16.2%	24.0%	11.9%	21.1%
%H		52.4%	14.5%	52.4%	27.7%	24.9%	98.0%
60"+	75	43	14	35	21	14	75
%V	3.7%	5.3%	5.4%	2.7%	4.5%	1.7%	4.0%
%H		57.3%	18.7%	46.7%	28.0%	18.7%	100.0%
Don't know	7	1	0	4	0	4	6
%V	0.3%	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: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	2024	815	258	1299	462	837	1865
%H		40.3%	12.7%	64.2%	22.8%	41.4%	92.1%
PVR	1238	736	234	704	424	280	1178
%V	61.2%	90.3%	90.7%	54.2%	91.8%	33.5%	63.2%
%H		59.5%	18.9%	56.9%	34.2%	22.6%	95.2%
DVDR	21	11	0	16	6	10	21
%V	1.0%	1.3%	0.0%	1.2%	1.3%	1.2%	1.1%
%H		52.4%	0.0%	76.2%	28.6%	47.6%	100.0%
VCR	7	2	0	7	2	4	6
%V	0.3%	0.2%	0.0%	0.5%	0.4%	0.5%	0.3%
%H		28.6%	0.0%	100.0%	28.6%	57.1%	85.7%
Any recorder	1253	738	234	719	426	293	1192
%V	61.9%	90.6%	90.7%	55.4%	92.2%	35.0%	63.9%
%H		58.9%	18.7%	57.4%	34.0%	23.4%	95.1%

Base: ITV East of England - 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	2024	815	258	1299	462	837	1865
%H		40.3%	12.7%	64.2%	22.8%	41.4%	92.1%
Receives HDTV (via STB or built-in reception)	1547	718	236	1039	432	607	1472
%V	76.4%	88.1%	91.5%	80.0%	93.5%	72.5%	78.9%
%H		46.4%	15.3%	67.2%	27.9%	39.2%	95.2%
DVD/Blu-ray player or recorder	1094	435	131	722	251	471	1018
%V	54.1%	53.4%	50.8%	55.6%	54.3%	56.3%	54.6%
%H		39.8%	12.0%	66.0%	22.9%	43.1%	93.1%

Base: ITV East of England - 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 9.18: 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	2027	1027	295	1429	746	683	1973
%H		50.7%	14.6%	70.5%	36.8%	33.7%	97.3%
Under 20"	274	116	22	241	108	133	256
%V	13.5%	11.3%	7.5%	16.9%	14.5%	19.5%	13.0%
%H		42.3%	8.0%	88.0%	39.4%	48.5%	93.4%
20" - 29"	588	297	82	465	258	207	565
%V	29.0%	28.9%	27.8%	32.5%	34.6%	30.3%	28.6%
%H		50.5%	13.9%	79.1%	43.9%	35.2%	96.1%
30" - 39"	670	340	86	451	221	229	656
%V	33.1%	33.1%	29.2%	31.6%	29.6%	33.5%	33.2%
%H		50.7%	12.8%	67.3%	33.0%	34.2%	97.9%
40" - 49"	390	207	77	222	126	96	390
%V	19.2%	20.2%	26.1%	15.5%	16.9%	14.1%	19.8%
%H		53.1%	19.7%	56.9%	32.3%	24.6%	100.0%
50" - 59"	89	53	25	40	24	16	89
%V	4.4%	5.2%	8.5%	2.8%	3.2%	2.3%	4.5%
%H		59.6%	28.1%	44.9%	27.0%	18.0%	100.0%
60"+	11	10	1	6	6	0	11
%V	0.5%	1.0%	0.3%	0.4%	0.8%	0.0%	0.6%
%H		90.9%	9.1%	54.5%	54.5%	0.0%	100.0%
Don't know	7	3	1	5	2	2	7
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%
%H		42.9%	14.3%	71.4%	28.6%	28.6%	100.0%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	2027	1027	295	1429	746	683	1973
%H		50.7%	14.6%	70.5%	36.8%	33.7%	97.3%
PVR	582	425	115	253	197	56	574
%V	28.7%	41.4%	39.0%	17.7%	26.4%	8.2%	29.1%
%H		73.0%	19.8%	43.5%	33.8%	9.6%	98.6%
DVDR	9	6	2	8	5	3	8
%V	0.4%	0.6%	0.7%	0.6%	0.7%	0.4%	0.4%
%H		66.7%	22.2%	88.9%	55.6%	33.3%	88.9%
VCR	1	0	0	1	0	1	1
%V	0.0%	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	591	429	116	262	200	61	581
%V	29.2%	41.8%	39.3%	18.3%	26.8%	8.9%	29.4%
%H		72.6%	19.6%	44.3%	33.8%	10.3%	98.3%

Base: ITV East of England - 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	2027	1027	295	1429	746	683	1973
%H		50.7%	14.6%	70.5%	36.8%	33.7%	97.3%
Receives HDTV (via STB or built-in reception)	1036	560	170	723	398	325	1016
%V	51.1%	54.5%	57.6%	50.6%	53.4%	47.6%	51.5%
%H		54.1%	16.4%	69.8%	38.4%	31.4%	98.1%
DVD/Blu-ray player or recorder	609	300	105	426	223	203	596
%V	30.0%	29.2%	35.6%	29.8%	29.9%	29.7%	30.2%
%H		49.3%	17.2%	70.0%	36.6%	33.3%	97.9%

Base: ITV East of England - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	4912	4755	2048	697	2894	1159	1735	4712
%H		96.8%	41.7%	14.2%	58.9%	23.6%	35.3%	95.9%
Total Children	914	890	399	125	486	191	296	914
%V	18.6%	18.7%	19.5%	17.9%	16.8%	16.5%	17.1%	19.4%
%H		97.4%	43.7%	13.7%	53.2%	20.9%	32.4%	100.0%
0 - 3	216	211	79	22	122	34	88	216
%V	4.4%	4.4%	3.9%	3.2%	4.2%	2.9%	5.1%	4.6%
%H		97.7%	36.6%	10.2%	56.5%	15.7%	40.7%	100.0%
4 - 15	698	678	320	103	364	156	208	698
%V	14.2%	14.3%	15.6%	14.8%	12.6%	13.5%	12.0%	14.8%
%H		97.1%	45.8%	14.8%	52.1%	22.3%	29.8%	100.0%
4 - 9	344	330	155	46	167	63	104	344
%V	7.0%	6.9%	7.6%	6.6%	5.8%	5.4%	6.0%	7.3%
%H		95.9%	45.1%	13.4%	48.5%	18.3%	30.2%	100.0%
10 - 15	355	348	165	58	197	93	104	355
%V	7.2%	7.3%	8.1%	8.3%	6.8%	8.0%	6.0%	7.5%
%H		98.0%	46.5%	16.3%	55.5%	26.2%	29.3%	100.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	4912	4755	2048	697	2894	1159	1735	4712
%H		96.8%	41.7%	14.2%	58.9%	23.6%	35.3%	95.9%
Total Adults (16+)	3998	3865	1649	572	2408	968	1439	3797
%V	81.4%	81.3%	80.5%	82.1%	83.2%	83.5%	82.9%	80.6%
%H		96.7%	41.2%	14.3%	60.2%	24.2%	36.0%	95.0%
16 - 19	193	191	91	48	106	64	42	192
%V	3.9%	4.0%	4.4%	6.9%	3.7%	5.5%	2.4%	4.1%
%H		99.0%	47.2%	24.9%	54.9%	33.2%	21.8%	99.5%
20 - 24	231	222	87	38	141	66	74	230
%V	4.7%	4.7%	4.2%	5.5%	4.9%	5.7%	4.3%	4.9%
%H		96.1%	37.7%	16.5%	61.0%	28.6%	32.0%	99.6%
25 - 34	640	591	231	88	280	90	190	637
%V	13.0%	12.4%	11.3%	12.6%	9.7%	7.8%	11.0%	13.5%
%H		92.3%	36.1%	13.8%	43.8%	14.1%	29.7%	99.5%
35 - 44	590	558	229	84	317	124	193	590
%V	12.0%	11.7%	11.2%	12.1%	11.0%	10.7%	11.1%	12.5%
%H		94.6%	38.8%	14.2%	53.7%	21.0%	32.7%	100.0%
45 - 54	673	661	339	96	398	198	200	666
%V	13.7%	13.9%	16.6%	13.8%	13.8%	17.1%	11.5%	14.1%
%H		98.2%	50.4%	14.3%	59.1%	29.4%	29.7%	99.0%
55 - 64	678	669	328	93	435	203	232	666
%V	13.8%	14.1%	16.0%	13.3%	15.0%	17.5%	13.4%	14.1%
%H		98.7%	48.4%	13.7%	64.2%	29.9%	34.2%	98.2%
65+	993	972	343	124	731	223	508	819
%V	20.2%	20.4%	16.7%	17.8%	25.3%	19.2%	29.3%	17.4%
%H		97.9%	34.5%	12.5%	73.6%	22.5%	51.2%	82.5%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	3998	3865	1649	572	2408	968	1439	3797
%H		96.7%	41.2%	14.3%	60.2%	24.2%	36.0%	95.0%
AB	1140	1093	477	151	658	264	395	1127
%V	28.5%	28.3%	28.9%	26.4%	27.3%	27.3%	27.4%	29.7%
%H		95.9%	41.8%	13.2%	57.7%	23.2%	34.6%	98.9%
C1	1241	1202	521	189	754	347	408	1204
%V	31.0%	31.1%	31.6%	33.0%	31.3%	35.8%	28.4%	31.7%
%H		96.9%	42.0%	15.2%	60.8%	28.0%	32.9%	97.0%
C2	786	770	331	134	482	192	291	738
%V	19.7%	19.9%	20.1%	23.4%	20.0%	19.8%	20.2%	19.4%
%H		98.0%	42.1%	17.0%	61.3%	24.4%	37.0%	93.9%
D	551	530	240	58	320	110	210	505
%V	13.8%	13.7%	14.6%	10.1%	13.3%	11.4%	14.6%	13.3%
%H		96.2%	43.6%	10.5%	58.1%	20.0%	38.1%	91.7%
E	281	271	81	40	193	56	137	223
%V	7.0%	7.0%	4.9%	7.0%	8.0%	5.8%	9.5%	5.9%
%H		96.4%	28.8%	14.2%	68.7%	19.9%	48.8%	79.4%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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+)	3998	3865	1649	572	2408	968	1439	3797
%H		96.7%	41.2%	14.3%	60.2%	24.2%	36.0%	95.0%
Working full time	1962	1896	880	267	1082	473	609	1947
%V	49.1%	49.1%	53.4%	46.7%	44.9%	48.9%	42.3%	51.3%
%H		96.6%	44.9%	13.6%	55.1%	24.1%	31.0%	99.2%
Working part time	461	450	190	82	278	120	158	457
%V	11.5%	11.6%	11.5%	14.3%	11.5%	12.4%	11.0%	12.0%
%H		97.6%	41.2%	17.8%	60.3%	26.0%	34.3%	99.1%
Not working	1572	1517	578	222	1046	375	671	1391
%V	39.3%	39.2%	35.1%	38.8%	43.4%	38.7%	46.6%	36.6%
%H		96.5%	36.8%	14.1%	66.5%	23.9%	42.7%	88.5%
Houseperson	2108	2028	818	258	1301	463	838	1939
%V	52.7%	52.5%	49.6%	45.1%	54.0%	47.8%	58.2%	51.1%
%H		96.2%	38.8%	12.2%	61.7%	22.0%	39.8%	92.0%

Base: ITV East of England - 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+)	1973	1906	841	278	1175	496	679	1895
%H		96.6%	42.6%	14.1%	59.6%	25.1%	34.4%	96.0%
16 - 19	112	110	54	24	67	42	25	110
%V	5.7%	5.8%	6.4%	8.6%	5.7%	8.5%	3.7%	5.8%
%H		98.2%	48.2%	21.4%	59.8%	37.5%	22.3%	98.2%
20 - 24	111	104	39	21	69	35	34	111
%V	5.6%	5.5%	4.6%	7.6%	5.9%	7.1%	5.0%	5.9%
%H		93.7%	35.1%	18.9%	62.2%	31.5%	30.6%	100.0%
25 - 34	320	304	119	44	144	44	100	317
%V	16.2%	15.9%	14.1%	15.8%	12.3%	8.9%	14.7%	16.7%
%H		95.0%	37.2%	13.8%	45.0%	13.8%	31.3%	99.1%
35 - 44	302	282	116	42	155	61	94	302
%V	15.3%	14.8%	13.8%	15.1%	13.2%	12.3%	13.8%	15.9%
%H		93.4%	38.4%	13.9%	51.3%	20.2%	31.1%	100.0%
45 - 54	332	329	168	44	197	96	101	330
%V	16.8%	17.3%	20.0%	15.8%	16.8%	19.4%	14.9%	17.4%
%H		99.1%	50.6%	13.3%	59.3%	28.9%	30.4%	99.4%
55 - 64	325	318	159	42	206	97	109	315
%V	16.5%	16.7%	18.9%	15.1%	17.5%	19.6%	16.1%	16.6%
%H		97.8%	48.9%	12.9%	63.4%	29.8%	33.5%	96.9%
65+	471	459	185	61	337	122	215	410
%V	23.9%	24.1%	22.0%	21.9%	28.7%	24.6%	31.7%	21.6%
%H		97.5%	39.3%	13.0%	71.5%	25.9%	45.6%	87.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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+)	1973	1906	841	278	1175	496	679	1895
%H		96.6%	42.6%	14.1%	59.6%	25.1%	34.4%	96.0%
AB	566	545	252	74	327	141	187	563
%V	28.7%	28.6%	30.0%	26.6%	27.8%	28.4%	27.5%	29.7%
%H		96.3%	44.5%	13.1%	57.8%	24.9%	33.0%	99.5%
C1	620	601	278	95	361	181	180	607
%V	31.4%	31.5%	33.1%	34.2%	30.7%	36.5%	26.5%	32.0%
%H		96.9%	44.8%	15.3%	58.2%	29.2%	29.0%	97.9%
C2	409	398	163	67	257	97	160	381
%V	20.7%	20.9%	19.4%	24.1%	21.9%	19.6%	23.6%	20.1%
%H		97.3%	39.9%	16.4%	62.8%	23.7%	39.1%	93.2%
D	269	258	121	26	156	57	99	255
%V	13.6%	13.5%	14.4%	9.4%	13.3%	11.5%	14.6%	13.5%
%H		95.9%	45.0%	9.7%	58.0%	21.2%	36.8%	94.8%
E	109	104	28	16	74	21	54	89
%V	5.5%	5.5%	3.3%	5.8%	6.3%	4.2%	8.0%	4.7%
%H		95.4%	25.7%	14.7%	67.9%	19.3%	49.5%	81.7%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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+)	1973	1906	841	278	1175	496	679	1895
%H		96.6%	42.6%	14.1%	59.6%	25.1%	34.4%	96.0%
Working full time	1203	1168	538	159	656	277	379	1190
%V	61.0%	61.3%	64.0%	57.2%	55.8%	55.8%	55.8%	62.8%
%H		97.1%	44.7%	13.2%	54.5%	23.0%	31.5%	98.9%
Working part time	91	86	40	18	55	32	23	91
%V	4.6%	4.5%	4.8%	6.5%	4.7%	6.5%	3.4%	4.8%
%H		94.5%	44.0%	19.8%	60.4%	35.2%	25.3%	100.0%
Not working	678	651	264	101	463	188	275	613
%V	34.4%	34.2%	31.4%	36.3%	39.4%	37.9%	40.5%	32.3%
%H		96.0%	38.9%	14.9%	68.3%	27.7%	40.6%	90.4%
Houseperson	413	386	143	37	252	81	171	363
%V	20.9%	20.3%	17.0%	13.3%	21.4%	16.3%	25.2%	19.2%
%H		93.5%	34.6%	9.0%	61.0%	19.6%	41.4%	87.9%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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+)	2025	1959	808	294	1232	472	760	1903
%H		96.7%	39.9%	14.5%	60.8%	23.3%	37.5%	94.0%
16 - 19	81	80	37	25	39	22	17	81
%V	4.0%	4.1%	4.6%	8.5%	3.2%	4.7%	2.2%	4.3%
%H		98.8%	45.7%	30.9%	48.1%	27.2%	21.0%	100.0%
20 - 24	120	118	48	17	72	32	40	119
%V	5.9%	6.0%	5.9%	5.8%	5.8%	6.8%	5.3%	6.3%
%H		98.3%	40.0%	14.2%	60.0%	26.7%	33.3%	99.2%
25 - 34	320	288	113	44	136	47	89	320
%V	15.8%	14.7%	14.0%	15.0%	11.0%	10.0%	11.7%	16.8%
%H		90.0%	35.3%	13.8%	42.5%	14.7%	27.8%	100.0%
35 - 44	287	276	113	42	162	63	99	287
%V	14.2%	14.1%	14.0%	14.3%	13.1%	13.3%	13.0%	15.1%
%H		96.2%	39.4%	14.6%	56.4%	22.0%	34.5%	100.0%
45 - 54	340	332	171	53	201	102	99	336
%V	16.8%	16.9%	21.2%	18.0%	16.3%	21.6%	13.0%	17.7%
%H		97.6%	50.3%	15.6%	59.1%	30.0%	29.1%	98.8%
55 - 64	354	351	169	50	229	107	122	351
%V	17.5%	17.9%	20.9%	17.0%	18.6%	22.7%	16.1%	18.4%
%H		99.2%	47.7%	14.1%	64.7%	30.2%	34.5%	99.2%
65+	522	513	157	63	394	101	294	409
%V	25.8%	26.2%	19.4%	21.4%	32.0%	21.4%	38.7%	21.5%
%H		98.3%	30.1%	12.1%	75.5%	19.3%	56.3%	78.4%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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+)	2025	1959	808	294	1232	472	760	1903
%H		96.7%	39.9%	14.5%	60.8%	23.3%	37.5%	94.0%
AB	573	548	225	77	331	123	208	565
%V	28.3%	28.0%	27.8%	26.2%	26.9%	26.1%	27.4%	29.7%
%H		95.6%	39.3%	13.4%	57.8%	21.5%	36.3%	98.6%
C1	621	601	243	94	393	166	227	597
%V	30.7%	30.7%	30.1%	32.0%	31.9%	35.2%	29.9%	31.4%
%H		96.8%	39.1%	15.1%	63.3%	26.7%	36.6%	96.1%
C2	377	372	167	67	226	95	131	357
%V	18.6%	19.0%	20.7%	22.8%	18.3%	20.1%	17.2%	18.8%
%H		98.7%	44.3%	17.8%	59.9%	25.2%	34.7%	94.7%
D	282	272	120	32	164	54	110	250
%V	13.9%	13.9%	14.9%	10.9%	13.3%	11.4%	14.5%	13.1%
%H		96.5%	42.6%	11.3%	58.2%	19.1%	39.0%	88.7%
E	172	167	53	24	118	35	83	134
%V	8.5%	8.5%	6.6%	8.2%	9.6%	7.4%	10.9%	7.0%
%H		97.1%	30.8%	14.0%	68.6%	20.3%	48.3%	77.9%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV East of England

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+)	2025	1959	808	294	1232	472	760	1903
%H		96.7%	39.9%	14.5%	60.8%	23.3%	37.5%	94.0%
Working full time	759	728	343	108	426	196	229	757
%V	37.5%	37.2%	42.5%	36.7%	34.6%	41.5%	30.1%	39.8%
%H		95.9%	45.2%	14.2%	56.1%	25.8%	30.2%	99.7%
Working part time	370	364	150	64	223	89	134	366
%V	18.3%	18.6%	18.6%	21.8%	18.1%	18.9%	17.6%	19.2%
%H		98.4%	40.5%	17.3%	60.3%	24.1%	36.2%	98.9%
Not working	894	866	314	122	584	187	396	779
%V	44.1%	44.2%	38.9%	41.5%	47.4%	39.6%	52.1%	40.9%
%H		96.9%	35.1%	13.6%	65.3%	20.9%	44.3%	87.1%
Houseperson	1695	1642	675	221	1050	382	667	1576
%V	83.7%	83.8%	83.5%	75.2%	85.2%	80.9%	87.8%	82.8%
%H		96.9%	39.8%	13.0%	61.9%	22.5%	39.4%	93.0%

Base: ITV East of England - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South West

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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
AB	240	237	102	16	169	58	111	235
%V	29.1%	29.7%	32.7%	22.5%	30.6%	33.1%	29.4%	31.9%
%H (All HH)		98.8%	42.5%	6.7%	70.4%	24.2%	46.3%	97.9%
%H (TV HH)			43.0%	6.8%	71.3%	24.5%	46.8%	
C1	231	225	91	25	149	54	95	206
%V	28.0%	28.2%	29.2%	35.2%	27.0%	30.9%	25.2%	28.0%
%H (All HH)		97.4%	39.4%	10.8%	64.5%	23.4%	41.1%	89.2%
%H (TV HH)			40.4%	11.1%	66.2%	24.0%	42.2%	
C2	181	177	63	16	130	37	93	162
%V	21.9%	22.2%	20.2%	22.5%	23.6%	21.1%	24.7%	22.0%
%H (All HH)		97.8%	34.8%	8.8%	71.8%	20.4%	51.4%	89.5%
%H (TV HH)			35.6%	9.0%	73.4%	20.9%	52.5%	
D	93	85	35	4	55	15	41	77
%V	11.3%	10.7%	11.2%	5.6%	10.0%	8.6%	10.9%	10.4%
%H (All HH)		91.4%	37.6%	4.3%	59.1%	16.1%	44.1%	82.8%
%H (TV HH)			41.2%	4.7%	64.7%	17.6%	48.2%	
E	81	73	22	9	47	11	36	56
%V	9.8%	9.2%	7.1%	12.7%	8.5%	6.3%	9.5%	7.6%
%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: ITV 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

ITV South 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	826	797	312	71	552	175	377	737
%V (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Under 25	27	25	3	4	13	3	10	27
%V	3.3%	3.1%	1.0%	5.6%	2.4%	1.7%	2.7%	3.7%
%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	83	80	27	8	46	15	31	82
%V	10.0%	10.0%	8.7%	11.3%	8.3%	8.6%	8.2%	11.1%
%H (All HH)		96.4%	32.5%	9.6%	55.4%	18.1%	37.3%	98.8%
%H (TV HH)			33.8%	10.0%	57.5%	18.8%	38.8%	
35 - 44	118	114	42	7	71	17	53	118
%V	14.3%	14.3%	13.5%	9.9%	12.9%	9.7%	14.1%	16.0%
%H (All HH)		96.6%	35.6%	5.9%	60.2%	14.4%	44.9%	100.0%
%H (TV HH)			36.8%	6.1%	62.3%	14.9%	46.5%	
45 - 54	138	134	59	25	89	39	50	134
%V	16.7%	16.8%	18.9%	35.2%	16.1%	22.3%	13.3%	18.2%
%H (All HH)		97.1%	42.8%	18.1%	64.5%	28.3%	36.2%	97.1%
%H (TV HH)			44.0%	18.7%	66.4%	29.1%	37.3%	
55 - 64	158	148	71	14	100	39	60	146
%V	19.1%	18.6%	22.8%	19.7%	18.1%	22.3%	15.9%	19.8%
%H (All HH)		93.7%	44.9%	8.9%	63.3%	24.7%	38.0%	92.4%
%H (TV HH)			48.0%	9.5%	67.6%	26.4%	40.5%	
65 +	302	296	112	13	233	62	171	230
%V	36.6%	37.1%	35.9%	18.3%	42.2%	35.4%	45.4%	31.2%
%H (All HH)		98.0%	37.1%	4.3%	77.2%	20.5%	56.6%	76.2%
%H (TV HH)			37.8%	4.4%	78.7%	20.9%	57.8%	

Base: ITV 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

ITV South 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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
1	260	238	62	13	183	29	154	190
%V	31.5%	29.9%	19.9%	18.3%	33.2%	16.6%	40.8%	25.8%
%H (All HH)		91.5%	23.8%	5.0%	70.4%	11.2%	59.2%	73.1%
%H (TV HH)			26.1%	5.5%	76.9%	12.2%	64.7%	
2	318	311	151	22	211	86	124	300
%V	38.5%	39.0%	48.4%	31.0%	38.2%	49.1%	32.9%	40.7%
%H (All HH)		97.8%	47.5%	6.9%	66.4%	27.0%	39.0%	94.3%
%H (TV HH)			48.6%	7.1%	67.8%	27.7%	39.9%	
3	113	113	46	14	80	31	49	113
%V	13.7%	14.2%	14.7%	19.7%	14.5%	17.7%	13.0%	15.3%
%H (All HH)		100.0%	40.7%	12.4%	70.8%	27.4%	43.4%	100.0%
%H (TV HH)			40.7%	12.4%	70.8%	27.4%	43.4%	
4	99	99	38	18	59	22	36	99
%V	12.0%	12.4%	12.2%	25.4%	10.7%	12.6%	9.5%	13.4%
%H (All HH)		100.0%	38.4%	18.2%	59.6%	22.2%	36.4%	100.0%
%H (TV HH)			38.4%	18.2%	59.6%	22.2%	36.4%	
5+	35	35	16	4	20	6	13	35
%V	4.2%	4.4%	5.1%	5.6%	3.6%	3.4%	3.4%	4.7%
%H (All HH)		100.0%	45.7%	11.4%	57.1%	17.1%	37.1%	100.0%
%H (TV HH)			45.7%	11.4%	57.1%	17.1%	37.1%	
Average HH size	2.20	2.24	2.36	2.67	2.14	2.38	2.03	2.32

Base: ITV 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

ITV South 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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Without	644	615	246	42	440	137	303	555
%V	78.0%	77.2%	78.8%	59.2%	79.7%	78.3%	80.4%	75.3%
%H (All HH)		95.5%	38.2%	6.5%	68.3%	21.3%	47.0%	86.2%
%H (TV HH)			40.0%	6.8%	71.5%	22.3%	49.3%	
With	181	181	67	28	112	38	74	181
%V	21.9%	22.7%	21.5%	39.4%	20.3%	21.7%	19.6%	24.6%
%H (All HH)		100.0%	37.0%	15.5%	61.9%	21.0%	40.9%	100.0%
%H (TV HH)			37.0%	15.5%	61.9%	21.0%	40.9%	
0 - 3	67	67	19	10	42	10	32	67
%V	8.1%	8.4%	6.1%	14.1%	7.6%	5.7%	8.5%	9.1%
%H (All HH)		100.0%	28.4%	14.9%	62.7%	14.9%	47.8%	100.0%
%H (TV HH)			28.4%	14.9%	62.7%	14.9%	47.8%	
4 - 9	89	89	35	7	52	15	37	89
%V	10.8%	11.2%	11.2%	9.9%	9.4%	8.6%	9.8%	12.1%
%H (All HH)		100.0%	39.3%	7.9%	58.4%	16.9%	41.6%	100.0%
%H (TV HH)			39.3%	7.9%	58.4%	16.9%	41.6%	
10 - 15	86	86	37	18	50	19	30	86
%V	10.4%	10.8%	11.9%	25.4%	9.1%	10.9%	8.0%	11.7%
%H (All HH)		100.0%	43.0%	20.9%	58.1%	22.1%	34.9%	100.0%
%H (TV HH)			43.0%	20.9%	58.1%	22.1%	34.9%	

Base: ITV 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

ITV South 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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
1	331	331	92	23	212	24	188	273
%V	40.1%	41.5%	29.5%	32.4%	38.4%	13.7%	49.9%	37.0%
%H (All HH)		100.0%	27.8%	6.9%	64.0%	7.3%	56.8%	82.5%
%H (TV HH)			27.8%	6.9%	64.0%	7.3%	56.8%	
2	262	262	114	22	182	61	120	248
%V	31.7%	32.9%	36.5%	31.0%	33.0%	34.9%	31.8%	33.6%
%H (All HH)		100.0%	43.5%	8.4%	69.5%	23.3%	45.8%	94.7%
%H (TV HH)			43.5%	8.4%	69.5%	23.3%	45.8%	
3	128	128	65	18	90	47	43	123
%V	15.5%	16.1%	20.8%	25.4%	16.3%	26.9%	11.4%	16.7%
%H (All HH)		100.0%	50.8%	14.1%	70.3%	36.7%	33.6%	96.1%
%H (TV HH)			50.8%	14.1%	70.3%	36.7%	33.6%	
4	56	56	30	7	50	33	18	53
%V	6.8%	7.0%	9.6%	9.9%	9.1%	18.9%	4.8%	7.2%
%H (All HH)		100.0%	53.6%	12.5%	89.3%	58.9%	32.1%	94.6%
%H (TV HH)			53.6%	12.5%	89.3%	58.9%	32.1%	
5+	20	20	11	1	18	10	8	20
%V	2.4%	2.5%	3.5%	1.4%	3.3%	5.7%	2.1%	2.7%
%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: ITV 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

ITV South 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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Under 20"	74	74	21	7	60	15	45	66
%V	9.0%	9.3%	6.7%	9.9%	10.9%	8.6%	11.9%	9.0%
%H (All HH)		100.0%	28.4%	9.5%	81.1%	20.3%	60.8%	89.2%
%H (TV HH)			28.4%	9.5%	81.1%	20.3%	60.8%	
20" - 29"	256	256	101	17	204	69	135	227
%V	31.0%	32.1%	32.4%	23.9%	37.0%	39.4%	35.8%	30.8%
%H (All HH)		100.0%	39.5%	6.6%	79.7%	27.0%	52.7%	88.7%
%H (TV HH)			39.5%	6.6%	79.7%	27.0%	52.7%	
30" - 39"	419	419	174	45	284	95	189	376
%V	50.7%	52.6%	55.8%	63.4%	51.4%	54.3%	50.1%	51.0%
%H (All HH)		100.0%	41.5%	10.7%	67.8%	22.7%	45.1%	89.7%
%H (TV HH)			41.5%	10.7%	67.8%	22.7%	45.1%	
40" - 49"	361	361	172	37	242	111	132	347
%V	43.7%	45.3%	55.1%	52.1%	43.8%	63.4%	35.0%	47.1%
%H (All HH)		100.0%	47.6%	10.2%	67.0%	30.7%	36.6%	96.1%
%H (TV HH)			47.6%	10.2%	67.0%	30.7%	36.6%	
50" - 59"	160	160	76	16	112	51	61	155
%V	19.4%	20.1%	24.4%	22.5%	20.3%	29.1%	16.2%	21.0%
%H (All HH)		100.0%	47.5%	10.0%	70.0%	31.9%	38.1%	96.9%
%H (TV HH)			47.5%	10.0%	70.0%	31.9%	38.1%	
60"+	23	23	18	0	17	13	5	23
%V	2.8%	2.9%	5.8%	0.0%	3.1%	7.4%	1.3%	3.1%
%H (All HH)		100.0%	78.3%	0.0%	73.9%	56.5%	21.7%	100.0%
%H (TV HH)			78.3%	0.0%	73.9%	56.5%	21.7%	

Base: ITV 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

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ITV South 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	826	797	312	71	552	175	377	737
%V (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Main living room	787	787	311	69	545	172	373	707
%V	95.3%	98.7%	99.7%	97.2%	98.7%	98.3%	98.9%	95.9%
%H (All HH)		100.0%	39.5%	8.8%	69.3%	21.9%	47.4%	89.8%
%H (TV HH)			39.5%	8.8%	69.3%	21.9%	47.4%	
Kitchen	76	76	38	2	71	35	36	73
%V	9.2%	9.5%	12.2%	2.8%	12.9%	20.0%	9.5%	9.9%
%H (All HH)		100.0%	50.0%	2.6%	93.4%	46.1%	47.4%	96.1%
%H (TV HH)			50.0%	2.6%	93.4%	46.1%	47.4%	
Adult's bedroom	374	374	177	42	273	130	143	358
%V	45.3%	46.9%	56.7%	59.2%	49.5%	74.3%	37.9%	48.6%
%H (All HH)		100.0%	47.3%	11.2%	73.0%	34.8%	38.2%	95.7%
%H (TV HH)			47.3%	11.2%	73.0%	34.8%	38.2%	
Child's bedroom	60	60	29	12	31	18	13	58
%V	7.3%	7.5%	9.3%	16.9%	5.6%	10.3%	3.4%	7.9%
%H (All HH)		100.0%	48.3%	20.0%	51.7%	30.0%	21.7%	96.7%
%H (TV HH)			48.3%	20.0%	51.7%	30.0%	21.7%	
Other bedroom	69	69	42	6	56	34	22	64
%V	8.4%	8.7%	13.5%	8.5%	10.1%	19.4%	5.8%	8.7%
%H (All HH)		100.0%	60.9%	8.7%	81.2%	49.3%	31.9%	92.8%
%H (TV HH)			60.9%	8.7%	81.2%	49.3%	31.9%	
Second living/dining room	75	75	40	8	63	36	27	75
%V	9.1%	9.4%	12.8%	11.3%	11.4%	20.6%	7.2%	10.2%
%H (All HH)		100.0%	53.3%	10.7%	84.0%	48.0%	36.0%	100.0%
%H (TV HH)			53.3%	10.7%	84.0%	48.0%	36.0%	
Study/office	13	13	6	0	8	2	6	11
%V	1.6%	1.6%	1.9%	0.0%	1.4%	1.1%	1.6%	1.5%
%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	1.2%	1.3%	1.3%	0.0%	1.4%	1.1%	1.3%	1.4%
%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	1.7%	1.8%	2.2%	1.4%	2.0%	2.9%	1.6%	1.8%
%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	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%	
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	2	2	1	0	2	1	1	2
%V	0.2%	0.3%	0.3%	0.0%	0.4%	0.6%	0.3%	0.3%
%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%	

Base: ITV 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

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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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Any DSAT provider	312	312	312	2	150	150	0	295
%V	37.8%	39.1%	100.0%	2.8%	27.2%	85.7%	0.0%	40.0%
%H (All HH)			100.0%	0.6%	48.1%	48.1%	0.0%	94.6%
%H (TV HH)			100.0%	0.6%	48.1%	48.1%	0.0%	
Sky with subscription	239	239	239	1	116	116	0	227
%V	28.9%	30.0%	76.6%	1.4%	21.0%	66.3%	0.0%	30.8%
%H (All HH)			100.0%	0.4%	48.5%	48.5%	0.0%	95.0%
%H (TV HH)			100.0%	0.4%	48.5%	48.5%	0.0%	
Sky without subscription	9	9	9	0	4	4	0	9
%V	1.1%	1.1%	2.9%	0.0%	0.7%	2.3%	0.0%	1.2%
%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	62	62	62	1	31	31	0	57
%V	7.5%	7.8%	19.9%	1.4%	5.6%	17.7%	0.0%	7.7%
%H (All HH)			100.0%	1.6%	50.0%	50.0%	0.0%	91.9%
%H (TV HH)			100.0%	1.6%	50.0%	50.0%	0.0%	
Other satellite provider	22	22	22	1	13	13	0	22
%V	2.7%	2.8%	7.1%	1.4%	2.4%	7.4%	0.0%	3.0%
%H (All HH)			100.0%	4.5%	59.1%	59.1%	0.0%	100.0%
%H (TV HH)			100.0%	4.5%	59.1%	59.1%	0.0%	
DCAB	71	71	2	71	25	25	0	68
%V	8.6%	8.9%	0.6%	100.0%	4.5%	14.3%	0.0%	9.2%
%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	552	552	150	25	552	175	377	487
%V	66.8%	69.3%	48.1%	35.2%	100.0%	100.0%	100.0%	66.1%
%H (All HH)		100.0%	27.2%	4.5%	100.0%	31.7%	68.3%	88.2%
%H (TV HH)			27.2%	4.5%	100.0%	31.7%	68.3%	

Base: ITV 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

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ITV South 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	826	797	312	71	552	175	377	737
%H (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
PVR	486	486	276	68	309	165	144	455
%V	58.8%	61.0%	88.5%	95.8%	56.0%	94.3%	38.2%	61.7%
%H (All HH)		100.0%	56.8%	14.0%	63.6%	34.0%	29.6%	93.6%
%H (TV HH)			56.8%	14.0%	63.6%	34.0%	29.6%	
DVDR	8	8	2	1	8	4	5	8
%V	1.0%	1.0%	0.6%	1.4%	1.4%	2.3%	1.3%	1.1%
%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	2	2	0	0	2	0	2	2
%V	0.2%	0.3%	0.0%	0.0%	0.4%	0.0%	0.5%	0.3%
%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	492	492	276	68	316	165	150	462
%V	59.6%	61.7%	88.5%	95.8%	57.2%	94.3%	39.8%	62.7%
%H (All HH)		100.0%	56.1%	13.8%	64.2%	33.5%	30.5%	93.9%
%H (TV HH)			56.1%	13.8%	64.2%	33.5%	30.5%	
Receives HDTV (via STB or built-in reception)	588	588	281	62	411	164	247	550
%V	71.2%	73.8%	90.1%	87.3%	74.5%	93.7%	65.5%	74.6%
%H (All HH)		100.0%	47.8%	10.5%	69.9%	27.9%	42.0%	93.5%
%H (TV HH)			47.8%	10.5%	69.9%	27.9%	42.0%	
DVD/Blu-ray player or recorder	525	525	218	42	368	125	243	490
%V	63.6%	65.9%	69.9%	59.2%	66.7%	71.4%	64.5%	66.5%
%H (All HH)		100.0%	41.5%	8.0%	70.1%	23.8%	46.3%	93.3%
%H (TV HH)			41.5%	8.0%	70.1%	23.8%	46.3%	

Base: ITV 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

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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	826	797	312	71	552	175	377	737
%V (All HH)		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%
%H (TV HH)			39.1%	8.9%	69.3%	22.0%	47.3%	
Has broadband internet	737	717	295	68	487	171	316	737
%V	89.2%	90.0%	94.6%	95.8%	88.2%	97.7%	83.8%	100.0%
%H (All HH)		97.3%	40.0%	9.2%	66.1%	23.2%	42.9%	100.0%
%H (TV HH)			41.1%	9.5%	67.9%	23.8%	44.1%	
Number of computers (PCs and laptops)								
0	113	100	27	6	75	12	63	32
%V	13.7%	12.5%	8.7%	8.5%	13.6%	6.9%	16.7%	4.3%
%H (All HH)		88.5%	23.9%	5.3%	66.4%	10.6%	55.8%	28.3%
%H (TV HH)			27.0%	6.0%	75.0%	12.0%	63.0%	
1	220	213	79	19	145	40	104	214
%V	26.6%	26.7%	25.3%	26.8%	26.3%	22.9%	27.6%	29.0%
%H (All HH)		96.8%	35.9%	8.6%	65.9%	18.2%	47.3%	97.3%
%H (TV HH)			37.1%	8.9%	68.1%	18.8%	48.8%	
2	200	195	81	16	137	49	88	200
%V	24.2%	24.5%	26.0%	22.5%	24.8%	28.0%	23.3%	27.1%
%H (All HH)		97.5%	40.5%	8.0%	68.5%	24.5%	44.0%	100.0%
%H (TV HH)			41.5%	8.2%	70.3%	25.1%	45.1%	
3	125	122	51	10	80	26	54	122
%V	15.1%	15.3%	16.3%	14.1%	14.5%	14.9%	14.3%	16.6%
%H (All HH)		97.6%	40.8%	8.0%	64.0%	20.8%	43.2%	97.6%
%H (TV HH)			41.8%	8.2%	65.6%	21.3%	44.3%	
4	76	76	38	8	51	25	27	76
%V	9.2%	9.5%	12.2%	11.3%	9.2%	14.3%	7.2%	10.3%
%H (All HH)		100.0%	50.0%	10.5%	67.1%	32.9%	35.5%	100.0%
%H (TV HH)			50.0%	10.5%	67.1%	32.9%	35.5%	
5+	93	92	36	12	65	23	42	93
%V	11.3%	11.5%	11.5%	16.9%	11.8%	13.1%	11.1%	12.6%
%H (All HH)		98.9%	38.7%	12.9%	69.9%	24.7%	45.2%	100.0%
%H (TV HH)			39.1%	13.0%	70.7%	25.0%	45.7%	

Base: ITV 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

ITV South 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	1568	694	153	1142	473	669	1457
%H		44.3%	9.8%	72.8%	30.2%	42.7%	92.9%
Under 20"	86	22	9	71	17	54	78
%V	5.5%	3.2%	5.9%	6.2%	3.6%	8.1%	5.4%
%H		25.6%	10.5%	82.6%	19.8%	62.8%	90.7%
20" - 29"	319	135	24	259	102	157	286
%V	20.3%	19.5%	15.7%	22.7%	21.6%	23.5%	19.6%
%H		42.3%	7.5%	81.2%	32.0%	49.2%	89.7%
30" - 39"	533	229	60	376	144	232	488
%V	34.0%	33.0%	39.2%	32.9%	30.4%	34.7%	33.5%
%H		43.0%	11.3%	70.5%	27.0%	43.5%	91.6%
40" - 49"	421	202	44	286	138	149	405
%V	26.8%	29.1%	28.8%	25.0%	29.2%	22.3%	27.8%
%H		48.0%	10.5%	67.9%	32.8%	35.4%	96.2%
50" - 59"	179	86	17	127	58	69	171
%V	11.4%	12.4%	11.1%	11.1%	12.3%	10.3%	11.7%
%H		48.0%	9.5%	70.9%	32.4%	38.5%	95.5%
60"+	24	19	0	19	14	5	24
%V	1.5%	2.7%	0.0%	1.7%	3.0%	0.7%	1.6%
%H		79.2%	0.0%	79.2%	58.3%	20.8%	100.0%
Don't know	5	1	0	4	0	4	5
%V	0.3%	0.1%	0.0%	0.4%	0.0%	0.6%	0.3%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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	1568	694	153	1142	473	669	1457
%H		44.3%	9.8%	72.8%	30.2%	42.7%	92.9%
Main living room	791	313	69	548	174	374	711
%V	50.4%	45.1%	45.1%	48.0%	36.8%	55.9%	48.8%
%H		39.6%	8.7%	69.3%	22.0%	47.3%	89.9%
Kitchen	77	38	2	71	35	37	73
%V	4.9%	5.5%	1.3%	6.2%	7.4%	5.5%	5.0%
%H		49.4%	2.6%	92.2%	45.5%	48.1%	94.8%
Adult's bedroom	422	198	48	312	147	165	403
%V	26.9%	28.5%	31.4%	27.3%	31.1%	24.7%	27.7%
%H		46.9%	11.4%	73.9%	34.8%	39.1%	95.5%
Child's bedroom	74	32	18	43	26	17	72
%V	4.7%	4.6%	11.8%	3.8%	5.5%	2.5%	4.9%
%H		43.2%	24.3%	58.1%	35.1%	23.0%	97.3%
Other bedroom	84	50	7	70	43	27	79
%V	5.4%	7.2%	4.6%	6.1%	9.1%	4.0%	5.4%
%H		59.5%	8.3%	83.3%	51.2%	32.1%	94.0%
Second living/dining room	78	42	8	66	38	29	78
%V	5.0%	6.1%	5.2%	5.8%	8.0%	4.3%	5.4%
%H		53.8%	10.3%	84.6%	48.7%	37.2%	100.0%
Study/office	13	6	0	8	2	6	11
%V	0.8%	0.9%	0.0%	0.7%	0.4%	0.9%	0.8%
%H		46.2%	0.0%	61.5%	15.4%	46.2%	84.6%
TV room	11	6	0	9	4	5	11
%V	0.7%	0.9%	0.0%	0.8%	0.8%	0.7%	0.8%
%H		54.5%	0.0%	81.8%	36.4%	45.5%	100.0%
Conservatory	14	7	1	11	5	6	13
%V	0.9%	1.0%	0.7%	1.0%	1.1%	0.9%	0.9%
%H		50.0%	7.1%	78.6%	35.7%	42.9%	92.9%
Attic or loft room	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%
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	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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	1568	694	153	1142	473	669	1457
%H		44.3%	9.8%	72.8%	30.2%	42.7%	92.9%
PVR	693	429	101	409	243	166	654
%V	44.2%	61.8%	66.0%	35.8%	51.4%	24.8%	44.9%
%H		61.9%	14.6%	59.0%	35.1%	24.0%	94.4%
DVDR	8	2	1	8	4	5	8
%V	0.5%	0.3%	0.7%	0.7%	0.8%	0.7%	0.5%
%H		25.0%	12.5%	100.0%	50.0%	62.5%	100.0%
VCR	2	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	702	431	101	418	245	174	663
%V	44.8%	62.1%	66.0%	36.6%	51.8%	26.0%	45.5%
%H		61.4%	14.4%	59.5%	34.9%	24.8%	94.4%

Base: ITV South 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	1568	694	153	1142	473	669	1457
%H		44.3%	9.8%	72.8%	30.2%	42.7%	92.9%
Receives HDTV (via STB or built-in reception)	925	489	100	640	300	341	872
%V	59.0%	70.5%	65.4%	56.0%	63.4%	51.0%	59.8%
%H		52.9%	10.8%	69.2%	32.4%	36.9%	94.3%
DVD/Blu-ray player or recorder	754	341	60	537	209	329	708
%V	48.1%	49.1%	39.2%	47.0%	44.2%	49.2%	48.6%
%H		45.2%	8.0%	71.2%	27.7%	43.6%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South 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	797	312	71	552	175	377	717
%H		39.1%	8.9%	69.3%	22.0%	47.3%	90.0%
Under 20"	6	0	0	6	0	6	5
%V	0.8%	0.0%	0.0%	1.1%	0.0%	1.6%	0.7%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	83.3%
20" - 29"	66	10	1	57	4	54	46
%V	8.3%	3.2%	1.4%	10.3%	2.3%	14.3%	6.4%
%H		15.2%	1.5%	86.4%	6.1%	81.8%	69.7%
30" - 39"	268	90	25	181	39	142	227
%V	33.6%	28.8%	35.2%	32.8%	22.3%	37.7%	31.7%
%H		33.6%	9.3%	67.5%	14.6%	53.0%	84.7%
40" - 49"	289	127	30	185	74	111	277
%V	36.3%	40.7%	42.3%	33.5%	42.3%	29.4%	38.6%
%H		43.9%	10.4%	64.0%	25.6%	38.4%	95.8%
50" - 59"	144	68	15	105	46	59	139
%V	18.1%	21.8%	21.1%	19.0%	26.3%	15.6%	19.4%
%H		47.2%	10.4%	72.9%	31.9%	41.0%	96.5%
60"+	21	16	0	15	12	3	21
%V	2.6%	5.1%	0.0%	2.7%	6.9%	0.8%	2.9%
%H		76.2%	0.0%	71.4%	57.1%	14.3%	100.0%
Don't know	2	1	0	1	0	1	2
%V	0.3%	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: ITV South West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South 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	797	312	71	552	175	377	717
%H		39.1%	8.9%	69.3%	22.0%	47.3%	90.0%
PVR	475	274	66	298	161	137	444
%V	59.6%	87.8%	93.0%	54.0%	92.0%	36.3%	61.9%
%H		57.7%	13.9%	62.7%	33.9%	28.8%	93.5%
DVDR	4	0	0	4	0	4	4
%V	0.5%	0.0%	0.0%	0.7%	0.0%	1.1%	0.6%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	481	274	66	305	161	143	451
%V	60.4%	87.8%	93.0%	55.3%	92.0%	37.9%	62.9%
%H		57.0%	13.7%	63.4%	33.5%	29.7%	93.8%

Base: ITV South 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	797	312	71	552	175	377	717
%H		39.1%	8.9%	69.3%	22.0%	47.3%	90.0%
Receives HDTV (via STB or built-in reception)	578	276	60	403	160	244	541
%V	72.5%	88.5%	84.5%	73.0%	91.4%	64.7%	75.5%
%H		47.8%	10.4%	69.7%	27.7%	42.2%	93.6%
DVD/Blu-ray player or recorder	458	195	30	314	100	214	425
%V	57.5%	62.5%	42.3%	56.9%	57.1%	56.8%	59.3%
%H		42.6%	6.6%	68.6%	21.8%	46.7%	92.8%

Base: ITV 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 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	771	382	83	590	298	292	740
%H		49.5%	10.8%	76.5%	38.7%	37.9%	96.0%
Under 20"	80	22	9	65	17	48	73
%V	10.4%	5.8%	10.8%	11.0%	5.7%	16.4%	9.9%
%H		27.5%	11.3%	81.3%	21.3%	60.0%	91.3%
20" - 29"	253	126	23	202	98	104	240
%V	32.8%	33.0%	27.7%	34.2%	32.9%	35.6%	32.4%
%H		49.8%	9.1%	79.8%	38.7%	41.1%	94.9%
30" - 39"	265	139	35	195	106	89	261
%V	34.4%	36.4%	42.2%	33.1%	35.6%	30.5%	35.3%
%H		52.5%	13.2%	73.6%	40.0%	33.6%	98.5%
40" - 49"	132	75	14	101	63	38	128
%V	17.1%	19.6%	16.9%	17.1%	21.1%	13.0%	17.3%
%H		56.8%	10.6%	76.5%	47.7%	28.8%	97.0%
50" - 59"	35	18	2	22	12	10	32
%V	4.5%	4.7%	2.4%	3.7%	4.0%	3.4%	4.3%
%H		51.4%	5.7%	62.9%	34.3%	28.6%	91.4%
60"+	4	2	0	4	2	1	4
%V	0.5%	0.5%	0.0%	0.7%	0.7%	0.3%	0.5%
%H		50.0%	0.0%	100.0%	50.0%	25.0%	100.0%
Don't know	3	0	0	3	0	3	3
%V	0.4%	0.0%	0.0%	0.5%	0.0%	1.0%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South 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	771	382	83	590	298	292	740
%H		49.5%	10.8%	76.5%	38.7%	37.9%	96.0%
PVR	219	155	35	112	82	29	210
%V	28.4%	40.6%	42.2%	19.0%	27.5%	9.9%	28.4%
%H		70.8%	16.0%	51.1%	37.4%	13.2%	95.9%
DVDR	5	2	1	5	4	1	5
%V	0.6%	0.5%	1.2%	0.8%	1.3%	0.3%	0.7%
%H		40.0%	20.0%	100.0%	80.0%	20.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	221	157	35	114	84	30	212
%V	28.7%	41.1%	42.2%	19.3%	28.2%	10.3%	28.6%
%H		71.0%	15.8%	51.6%	38.0%	13.6%	95.9%

Base: ITV South 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	771	382	83	590	298	292	740
%H		49.5%	10.8%	76.5%	38.7%	37.9%	96.0%
Receives HDTV (via STB or built-in reception)	347	212	40	237	140	97	332
%V	45.0%	55.5%	48.2%	40.2%	47.0%	33.2%	44.9%
%H		61.1%	11.5%	68.3%	40.3%	28.0%	95.7%
DVD/Blu-ray player or recorder	295	147	29	223	108	115	283
%V	38.3%	38.5%	34.9%	37.8%	36.2%	39.4%	38.2%
%H		49.8%	9.8%	75.6%	36.6%	39.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South 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	1817	1781	738	188	1181	417	764	1710
%H		98.0%	40.6%	10.3%	65.0%	22.9%	42.0%	94.1%
Total Children	307	307	125	41	180	59	121	307
%V	16.9%	17.2%	16.9%	21.8%	15.2%	14.1%	15.8%	18.0%
%H		100.0%	40.7%	13.4%	58.6%	19.2%	39.4%	100.0%
0 - 3	75	75	21	10	49	10	38	75
%V	4.1%	4.2%	2.8%	5.3%	4.1%	2.4%	5.0%	4.4%
%H		100.0%	28.0%	13.3%	65.3%	13.3%	50.7%	100.0%
4 - 15	232	232	104	31	131	49	82	232
%V	12.8%	13.0%	14.1%	16.5%	11.1%	11.8%	10.7%	13.6%
%H		100.0%	44.8%	13.4%	56.5%	21.1%	35.3%	100.0%
4 - 9	117	117	51	10	70	26	44	117
%V	6.4%	6.6%	6.9%	5.3%	5.9%	6.2%	5.8%	6.8%
%H		100.0%	43.6%	8.5%	59.8%	22.2%	37.6%	100.0%
10 - 15	115	115	54	21	62	23	39	115
%V	6.3%	6.5%	7.3%	11.2%	5.2%	5.5%	5.1%	6.7%
%H		100.0%	47.0%	18.3%	53.9%	20.0%	33.9%	100.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South 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	1817	1781	738	188	1181	417	764	1710
%H		98.0%	40.6%	10.3%	65.0%	22.9%	42.0%	94.1%
Total Adults (16+)	1510	1474	613	148	1001	358	643	1402
%V	83.1%	82.8%	83.1%	78.7%	84.8%	85.9%	84.2%	82.0%
%H		97.6%	40.6%	9.8%	66.3%	23.7%	42.6%	92.8%
16 - 19	53	52	18	9	39	16	23	53
%V	2.9%	2.9%	2.4%	4.8%	3.3%	3.8%	3.0%	3.1%
%H		98.1%	34.0%	17.0%	73.6%	30.2%	43.4%	100.0%
20 - 24	99	98	27	18	55	20	35	99
%V	5.4%	5.5%	3.7%	9.6%	4.7%	4.8%	4.6%	5.8%
%H		99.0%	27.3%	18.2%	55.6%	20.2%	35.4%	100.0%
25 - 34	181	177	68	19	100	34	66	180
%V	10.0%	9.9%	9.2%	10.1%	8.5%	8.2%	8.6%	10.5%
%H		97.8%	37.6%	10.5%	55.2%	18.8%	36.5%	99.4%
35 - 44	200	195	72	12	123	30	93	200
%V	11.0%	10.9%	9.8%	6.4%	10.4%	7.2%	12.2%	11.7%
%H		97.5%	36.0%	6.0%	61.5%	15.0%	46.5%	100.0%
45 - 54	243	237	115	40	150	71	78	240
%V	13.4%	13.3%	15.6%	21.3%	12.7%	17.0%	10.2%	14.0%
%H		97.5%	47.3%	16.5%	61.7%	29.2%	32.1%	98.8%
55 - 64	258	249	114	25	170	66	104	245
%V	14.2%	14.0%	15.4%	13.3%	14.4%	15.8%	13.6%	14.3%
%H		96.5%	44.2%	9.7%	65.9%	25.6%	40.3%	95.0%
65+	475	467	198	24	364	120	245	386
%V	26.1%	26.2%	26.8%	12.8%	30.8%	28.8%	32.1%	22.6%
%H		98.3%	41.7%	5.1%	76.6%	25.3%	51.6%	81.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	1510	1474	613	148	1001	358	643	1402
%H		97.6%	40.6%	9.8%	66.3%	23.7%	42.6%	92.8%
AB	469	464	207	34	325	121	204	462
%V	31.1%	31.5%	33.8%	23.0%	32.5%	33.8%	31.7%	33.0%
%H		98.9%	44.1%	7.2%	69.3%	25.8%	43.5%	98.5%
C1	422	413	175	55	265	112	153	393
%V	27.9%	28.0%	28.5%	37.2%	26.5%	31.3%	23.8%	28.0%
%H		97.9%	41.5%	13.0%	62.8%	26.5%	36.3%	93.1%
C2	362	358	134	33	264	79	184	335
%V	24.0%	24.3%	21.9%	22.3%	26.4%	22.1%	28.6%	23.9%
%H		98.9%	37.0%	9.1%	72.9%	21.8%	50.8%	92.5%
D	158	147	66	13	91	32	58	141
%V	10.5%	10.0%	10.8%	8.8%	9.1%	8.9%	9.0%	10.1%
%H		93.0%	41.8%	8.2%	57.6%	20.3%	36.7%	89.2%
E	100	92	31	12	56	13	43	72
%V	6.6%	6.2%	5.1%	8.1%	5.6%	3.6%	6.7%	5.1%
%H		92.0%	31.0%	12.0%	56.0%	13.0%	43.0%	72.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	1510	1474	613	148	1001	358	643	1402
%H		97.6%	40.6%	9.8%	66.3%	23.7%	42.6%	92.8%
Working full time	610	599	255	70	381	149	232	602
%V	40.4%	40.6%	41.6%	47.3%	38.1%	41.6%	36.1%	42.9%
%H		98.2%	41.8%	11.5%	62.5%	24.4%	38.0%	98.7%
Working part time	174	169	75	23	111	46	65	171
%V	11.5%	11.5%	12.2%	15.5%	11.1%	12.8%	10.1%	12.2%
%H		97.1%	43.1%	13.2%	63.8%	26.4%	37.4%	98.3%
Not working	718	699	279	55	507	162	345	621
%V	47.5%	47.4%	45.5%	37.2%	50.6%	45.3%	53.7%	44.3%
%H		97.4%	38.9%	7.7%	70.6%	22.6%	48.1%	86.5%
Houseperson	826	797	312	71	552	175	377	737
%V	54.7%	54.1%	50.9%	48.0%	55.1%	48.9%	58.6%	52.6%
%H		96.5%	37.8%	8.6%	66.8%	21.2%	45.6%	89.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	731	709	306	76	481	183	298	688
%H		97.0%	41.9%	10.4%	65.8%	25.0%	40.8%	94.1%
16 - 19	35	33	16	6	26	14	12	35
%V	4.8%	4.7%	5.2%	7.9%	5.4%	7.7%	4.0%	5.1%
%H		94.3%	45.7%	17.1%	74.3%	40.0%	34.3%	100.0%
20 - 24	50	48	18	10	27	13	14	50
%V	6.8%	6.8%	5.9%	13.2%	5.6%	7.1%	4.7%	7.3%
%H		96.0%	36.0%	20.0%	54.0%	26.0%	28.0%	100.0%
25 - 34	89	87	36	10	49	17	32	89
%V	12.2%	12.3%	11.8%	13.2%	10.2%	9.3%	10.7%	12.9%
%H		97.8%	40.4%	11.2%	55.1%	19.1%	36.0%	100.0%
35 - 44	94	90	30	6	58	13	45	94
%V	12.9%	12.7%	9.8%	7.9%	12.1%	7.1%	15.1%	13.7%
%H		95.7%	31.9%	6.4%	61.7%	13.8%	47.9%	100.0%
45 - 54	121	119	58	18	73	34	39	121
%V	16.6%	16.8%	19.0%	23.7%	15.2%	18.6%	13.1%	17.6%
%H		98.3%	47.9%	14.9%	60.3%	28.1%	32.2%	100.0%
55 - 64	116	111	45	12	79	26	53	112
%V	15.9%	15.7%	14.7%	15.8%	16.4%	14.2%	17.8%	16.3%
%H		95.7%	38.8%	10.3%	68.1%	22.4%	45.7%	96.6%
65+	227	220	104	14	168	65	103	187
%V	31.1%	31.0%	34.0%	18.4%	34.9%	35.5%	34.6%	27.2%
%H		96.9%	45.8%	6.2%	74.0%	28.6%	45.4%	82.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	731	709	306	76	481	183	298	688
%H		97.0%	41.9%	10.4%	65.8%	25.0%	40.8%	94.1%
AB	232	230	106	19	161	65	96	229
%V	31.7%	32.4%	34.6%	25.0%	33.5%	35.5%	32.2%	33.3%
%H		99.1%	45.7%	8.2%	69.4%	28.0%	41.4%	98.7%
C1	193	189	80	29	121	52	68	182
%V	26.4%	26.7%	26.1%	38.2%	25.2%	28.4%	22.8%	26.5%
%H		97.9%	41.5%	15.0%	62.7%	26.9%	35.2%	94.3%
C2	192	188	74	16	137	44	93	178
%V	26.3%	26.5%	24.2%	21.1%	28.5%	24.0%	31.2%	25.9%
%H		97.9%	38.5%	8.3%	71.4%	22.9%	48.4%	92.7%
C	73	66	32	8	39	15	25	65
%V	10.0%	9.3%	10.5%	10.5%	8.1%	8.2%	8.4%	9.4%
%H		90.4%	43.8%	11.0%	53.4%	20.5%	34.2%	89.0%
E	40	36	14	4	22	6	16	34
%V	5.5%	5.1%	4.6%	5.3%	4.6%	3.3%	5.4%	4.9%
%H		90.0%	35.0%	10.0%	55.0%	15.0%	40.0%	85.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	731	709	306	76	481	183	298	688
%H		97.0%	41.9%	10.4%	65.8%	25.0%	40.8%	94.1%
Working full time	368	361	153	48	234	93	141	364
%V	50.3%	50.9%	50.0%	63.2%	48.6%	50.8%	47.3%	52.9%
%H		98.1%	41.6%	13.0%	63.6%	25.3%	38.3%	98.9%
Working part time	40	37	18	2	22	8	15	37
%V	5.5%	5.2%	5.9%	2.6%	4.6%	4.4%	5.0%	5.4%
%H		92.5%	45.0%	5.0%	55.0%	20.0%	37.5%	92.5%
Not working	319	307	134	25	223	82	141	283
%V	43.6%	43.3%	43.8%	32.9%	46.4%	44.8%	47.3%	41.1%
%H		96.2%	42.0%	7.8%	69.9%	25.7%	44.2%	88.7%
Houseperson	165	148	54	13	99	24	75	138
%V	22.6%	20.9%	17.6%	17.1%	20.6%	13.1%	25.2%	20.1%
%H		89.7%	32.7%	7.9%	60.0%	14.5%	45.5%	83.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	779	765	307	72	520	175	345	715
%H		98.2%	39.4%	9.2%	66.8%	22.5%	44.3%	91.8%
16 - 19	18	18	2	3	13	2	11	18
%V	2.3%	2.4%	0.7%	4.2%	2.5%	1.1%	3.2%	2.5%
%H		100.0%	11.1%	16.7%	72.2%	11.1%	61.1%	100.0%
20 - 24	50	50	9	8	28	7	21	50
%V	6.4%	6.5%	2.9%	11.1%	5.4%	4.0%	6.1%	7.0%
%H		100.0%	18.0%	16.0%	56.0%	14.0%	42.0%	100.0%
25 - 34	92	89	32	9	51	17	34	90
%V	11.8%	11.6%	10.4%	12.5%	9.8%	9.7%	9.9%	12.6%
%H		96.7%	34.8%	9.8%	55.4%	18.5%	37.0%	97.8%
36 - 44	106	106	42	6	65	17	48	106
%V	13.6%	13.9%	13.7%	8.3%	12.5%	9.7%	13.9%	14.8%
%H		100.0%	39.6%	5.7%	61.3%	16.0%	45.3%	100.0%
45 - 54	122	118	57	22	76	37	39	119
%V	15.7%	15.4%	18.6%	30.6%	14.6%	21.1%	11.3%	16.6%
%H		96.7%	46.7%	18.0%	62.3%	30.3%	32.0%	97.5%
55 - 64	143	138	69	14	91	40	51	133
%V	18.4%	18.0%	22.5%	19.4%	17.5%	22.9%	14.8%	18.6%
%H		96.5%	48.3%	9.8%	63.6%	28.0%	35.7%	93.0%
65+	249	246	95	10	197	55	141	198
%V	32.0%	32.2%	30.9%	13.9%	37.9%	31.4%	40.9%	27.7%
%H		98.8%	38.2%	4.0%	79.1%	22.1%	56.6%	79.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	779	765	307	72	520	175	345	715
%H		98.2%	39.4%	9.2%	66.8%	22.5%	44.3%	91.8%
AB	236	234	100	15	164	56	108	233
%V	30.3%	30.6%	32.6%	20.8%	31.5%	32.0%	31.3%	32.6%
%H		99.2%	42.4%	6.4%	69.5%	23.7%	45.8%	98.7%
C1	229	224	95	26	144	60	85	211
%V	29.4%	29.3%	30.9%	36.1%	27.7%	34.3%	24.6%	29.5%
%H		97.8%	41.5%	11.4%	62.9%	26.2%	37.1%	92.1%
C2	169	169	60	17	126	35	91	158
%V	21.7%	22.1%	19.5%	23.6%	24.2%	20.0%	26.4%	22.1%
%H		100.0%	35.5%	10.1%	74.6%	20.7%	53.8%	93.5%
D	85	81	34	6	51	18	34	76
%V	10.9%	10.6%	11.1%	8.3%	9.8%	10.3%	9.9%	10.6%
%H		95.3%	40.0%	7.1%	60.0%	21.2%	40.0%	89.4%
E	59	57	17	8	34	7	27	38
%V	7.6%	7.5%	5.5%	11.1%	6.5%	4.0%	7.8%	5.3%
%H		96.6%	28.8%	13.6%	57.6%	11.9%	45.8%	64.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South 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+)	779	765	307	72	520	175	345	715
%H		98.2%	39.4%	9.2%	66.8%	22.5%	44.3%	91.8%
Working full time	242	238	102	22	147	56	91	238
%V	31.1%	31.1%	33.2%	30.6%	28.3%	32.0%	26.4%	33.3%
%H		98.3%	42.1%	9.1%	60.7%	23.1%	37.6%	98.3%
Working part time	134	131	57	20	88	38	50	134
%V	17.2%	17.1%	18.6%	27.8%	16.9%	21.7%	14.5%	18.7%
%H		97.8%	42.5%	14.9%	65.7%	28.4%	37.3%	100.0%
Not working	398	392	145	30	283	80	204	338
%V	51.1%	51.2%	47.2%	41.7%	54.4%	45.7%	59.1%	47.3%
%H		98.5%	36.4%	7.5%	71.1%	20.1%	51.3%	84.9%
Houseperson	661	649	258	58	453	151	301	599
%V	84.9%	84.8%	84.0%	80.6%	87.1%	86.3%	87.2%	83.8%
%H		98.2%	39.0%	8.8%	68.5%	22.8%	45.5%	90.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Ulster

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	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: ITV 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

ITV Ulster

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	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%	
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: ITV 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

ITV Ulster

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	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: ITV 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

ITV Ulster

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	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: ITV 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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ITV Ulster

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	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: ITV 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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ITV Ulster

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	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: ITV 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 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	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%	
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: ITV 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 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	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 subscription	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: ITV 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 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	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: ITV 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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ITV Ulster

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	744	716	272	79	560	214	346	634
%V		96.2%	36.6%	10.6%	75.3%	28.8%	46.5%	85.2%
%H (All HH)			38.0%	11.0%	78.2%	29.9%	48.3%	
%H (TV HH)								
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: ITV 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 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	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV 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 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	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: ITV Ulster - 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	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV 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 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	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: ITV Ulster - 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	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV Ulster - 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	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: ITV Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Ulster

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+)	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: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Border

Household level data

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
AB	79	76	35	4	47	14	33	75
%V	27.1%	27.0%	24.8%	66.7%	25.3%	23.0%	26.4%	30.2%
%H (All HH)		96.2%	44.3%	5.1%	59.5%	17.7%	41.8%	94.9%
%H (TV HH)			46.1%	5.3%	61.8%	18.4%	43.4%	
C1	81	79	39	0	57	20	38	71
%V	27.8%	28.0%	27.7%	0.0%	30.6%	32.8%	30.4%	28.6%
%H (All HH)		97.5%	48.1%	0.0%	70.4%	24.7%	46.9%	87.7%
%H (TV HH)			49.4%	0.0%	72.2%	25.3%	48.1%	
C2	55	53	30	1	32	11	21	51
%V	18.9%	18.8%	21.3%	16.7%	17.2%	18.0%	16.8%	20.6%
%H (All HH)		96.4%	54.5%	1.8%	58.2%	20.0%	38.2%	92.7%
%H (TV HH)			56.6%	1.9%	60.4%	20.8%	39.6%	
D	50	47	24	1	30	11	20	38
%V	17.2%	16.7%	17.0%	16.7%	16.1%	18.0%	16.0%	15.3%
%H (All HH)		94.0%	48.0%	2.0%	60.0%	22.0%	40.0%	76.0%
%H (TV HH)			51.1%	2.1%	63.8%	23.4%	42.6%	
E	27	27	13	0	19	5	14	13
%V	9.3%	9.6%	9.2%	0.0%	10.2%	8.2%	11.2%	5.2%
%H (All HH)		100.0%	48.1%	0.0%	70.4%	18.5%	51.9%	48.1%
%H (TV HH)			48.1%	0.0%	70.4%	18.5%	51.9%	

Base: ITV Border - 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

ITV Border

Household level data

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
Under 25	5	4	2	0	1	1	0	5
%V	1.7%	1.4%	1.4%	0.0%	0.5%	1.6%	0.0%	2.0%
%H (All HH)		80.0%	40.0%	0.0%	20.0%	20.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	25.0%	25.0%	0.0%	
25 - 34	32	28	18	0	10	3	7	31
%V	11.0%	9.9%	12.8%	0.0%	5.4%	4.9%	5.6%	12.5%
%H (All HH)		87.5%	56.3%	0.0%	31.3%	9.4%	21.9%	96.9%
%H (TV HH)			64.3%	0.0%	35.7%	10.7%	25.0%	
35 - 44	41	38	22	1	20	9	11	40
%V	14.1%	13.5%	15.6%	16.7%	10.8%	14.8%	8.8%	16.1%
%H (All HH)		92.7%	53.7%	2.4%	48.8%	22.0%	26.8%	97.6%
%H (TV HH)			57.9%	2.6%	52.6%	23.7%	28.9%	
45 - 54	54	53	27	2	33	10	24	49
%V	18.6%	18.8%	19.1%	33.3%	17.7%	16.4%	19.2%	19.8%
%H (All HH)		98.1%	50.0%	3.7%	61.1%	18.5%	44.4%	90.7%
%H (TV HH)			50.9%	3.8%	62.3%	18.9%	45.3%	
55 - 64	60	59	30	1	43	16	27	56
%V	20.6%	20.9%	21.3%	16.7%	23.1%	26.2%	21.6%	22.6%
%H (All HH)		98.3%	50.0%	1.7%	71.7%	26.7%	45.0%	93.3%
%H (TV HH)			50.8%	1.7%	72.9%	27.1%	45.8%	
65 +	100	99	41	1	79	23	57	67
%V	34.4%	35.1%	29.1%	16.7%	42.5%	37.7%	45.6%	27.0%
%H (All HH)		99.0%	41.0%	1.0%	79.0%	23.0%	57.0%	67.0%
%H (TV HH)			41.4%	1.0%	79.8%	23.2%	57.6%	

Base: ITV Border - 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

ITV Border

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
1	102	98	32	2	72	11	61	67
%V	35.1%	34.8%	22.7%	33.3%	38.7%	18.0%	48.8%	27.0%
%H (All HH)		96.1%	31.4%	2.0%	70.6%	10.8%	59.8%	65.7%
%H (TV HH)			32.7%	2.0%	73.5%	11.2%	62.2%	
2	109	104	56	1	74	29	45	100
%V	37.5%	36.9%	39.7%	16.7%	39.8%	47.5%	36.0%	40.3%
%H (All HH)		95.4%	51.4%	0.9%	67.9%	26.6%	41.3%	91.7%
%H (TV HH)			53.8%	1.0%	71.2%	27.9%	43.3%	
3	38	37	24	1	20	10	10	38
%V	13.1%	13.1%	17.0%	16.7%	10.8%	16.4%	8.0%	15.3%
%H (All HH)		97.4%	63.2%	2.6%	52.6%	26.3%	26.3%	100.0%
%H (TV HH)			64.9%	2.7%	54.1%	27.0%	27.0%	
4	32	32	24	2	11	7	4	32
%V	11.0%	11.3%	17.0%	33.3%	5.9%	11.5%	3.2%	12.9%
%H (All HH)		100.0%	75.0%	6.3%	34.4%	21.9%	12.5%	100.0%
%H (TV HH)			75.0%	6.3%	34.4%	21.9%	12.5%	
5+	11	11	5	0	9	3	5	11
%V	3.8%	3.9%	3.5%	0.0%	4.8%	4.9%	4.0%	4.4%
%H (All HH)		100.0%	45.5%	0.0%	81.8%	27.3%	45.5%	100.0%
%H (TV HH)			45.5%	0.0%	81.8%	27.3%	45.5%	
Average HH size	2.13	2.15	2.39	2.87	2.02	2.40	1.83	2.29

Base: ITV Border - 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

ITV Border

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
Without	237	230	107	5	160	48	111	194
%V	81.4%	81.6%	75.9%	83.3%	86.0%	78.7%	88.8%	78.2%
%H (All HH)		97.0%	45.1%	2.1%	67.5%	20.3%	46.8%	81.9%
%H (TV HH)			46.5%	2.2%	69.6%	20.9%	48.3%	
With	54	52	34	1	27	13	14	53
%V	18.6%	18.4%	24.1%	16.7%	14.5%	21.3%	11.2%	21.4%
%H (All HH)		96.3%	63.0%	1.9%	50.0%	24.1%	25.9%	98.1%
%H (TV HH)			65.4%	1.9%	51.9%	25.0%	26.9%	
0 - 3	21	19	12	1	9	3	6	20
%V	7.2%	6.7%	8.5%	16.7%	4.8%	4.9%	4.8%	8.1%
%H (All HH)		90.5%	57.1%	4.8%	42.9%	14.3%	28.6%	95.2%
%H (TV HH)			63.2%	5.3%	47.4%	15.8%	31.6%	
4 - 9	27	26	18	0	14	8	6	27
%V	9.3%	9.2%	12.8%	0.0%	7.5%	13.1%	4.8%	10.9%
%H (All HH)		96.3%	66.7%	0.0%	51.9%	29.6%	22.2%	100.0%
%H (TV HH)			69.2%	0.0%	53.8%	30.8%	23.1%	
10 - 15	23	23	15	0	13	6	7	23
%V	7.9%	8.2%	10.6%	0.0%	7.0%	9.8%	5.6%	9.3%
%H (All HH)		100.0%	65.2%	0.0%	56.5%	26.1%	30.4%	100.0%
%H (TV HH)			65.2%	0.0%	56.5%	26.1%	30.4%	

Base: ITV Border - 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

ITV Border

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
1	112	112	42	2	70	8	62	83
%V	38.5%	39.7%	29.8%	33.3%	37.6%	13.1%	49.6%	33.5%
%H (All HH)		100.0%	37.5%	1.8%	62.5%	7.1%	55.4%	74.1%
%H (TV HH)			37.5%	1.8%	62.5%	7.1%	55.4%	
2	97	97	52	2	66	27	38	86
%V	33.3%	34.4%	36.9%	33.3%	35.5%	44.3%	30.4%	34.7%
%H (All HH)		100.0%	53.6%	2.1%	68.0%	27.8%	39.2%	88.7%
%H (TV HH)			53.6%	2.1%	68.0%	27.8%	39.2%	
3	46	46	28	1	28	11	17	46
%V	15.8%	16.3%	19.9%	16.7%	15.1%	18.0%	13.6%	18.5%
%H (All HH)		100.0%	60.9%	2.2%	60.9%	23.9%	37.0%	100.0%
%H (TV HH)			60.9%	2.2%	60.9%	23.9%	37.0%	
4	22	22	12	1	18	10	8	21
%V	7.6%	7.8%	8.5%	16.7%	9.7%	16.4%	6.4%	8.5%
%H (All HH)		100.0%	54.5%	4.5%	81.8%	45.5%	36.4%	95.5%
%H (TV HH)			54.5%	4.5%	81.8%	45.5%	36.4%	
5+	6	6	6	0	5	5	0	6
%V	2.1%	2.1%	4.3%	0.0%	2.7%	8.2%	0.0%	2.4%
%H (All HH)		100.0%	100.0%	0.0%	83.3%	83.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	83.3%	83.3%	0.0%	

Base: ITV Border - 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

ITV Border

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	291	282	141	6	186	61	125	248
%V (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
Under 20"	31	31	16	2	27	13	14	28
%V	10.7%	11.0%	11.3%	33.3%	14.5%	21.3%	11.2%	11.3%
%H (All HH)		100.0%	51.6%	6.5%	87.1%	41.9%	45.2%	90.3%
%H (TV HH)			51.6%	6.5%	87.1%	41.9%	45.2%	
20" - 29"	75	75	34	3	59	21	38	66
%V	25.8%	26.6%	24.1%	50.0%	31.7%	34.4%	30.4%	26.6%
%H (All HH)		100.0%	45.3%	4.0%	78.7%	28.0%	50.7%	88.0%
%H (TV HH)			45.3%	4.0%	78.7%	28.0%	50.7%	
30" - 39"	150	150	74	3	109	40	69	124
%V	51.5%	53.2%	52.5%	50.0%	58.6%	65.6%	55.2%	50.0%
%H (All HH)		100.0%	49.3%	2.0%	72.7%	26.7%	46.0%	82.7%
%H (TV HH)			49.3%	2.0%	72.7%	26.7%	46.0%	
40" - 49"	130	130	76	1	77	30	46	123
%V	44.7%	46.1%	53.9%	16.7%	41.4%	49.2%	36.8%	49.6%
%H (All HH)		100.0%	58.5%	0.8%	59.2%	23.1%	35.4%	94.6%
%H (TV HH)			58.5%	0.8%	59.2%	23.1%	35.4%	
50" - 59"	58	58	36	1	29	12	17	57
%V	19.9%	20.6%	25.5%	16.7%	15.6%	19.7%	13.6%	23.0%
%H (All HH)		100.0%	62.1%	1.7%	50.0%	20.7%	29.3%	98.3%
%H (TV HH)			62.1%	1.7%	50.0%	20.7%	29.3%	
60"+	6	6	3	0	4	1	3	6
%V	2.1%	2.1%	2.1%	0.0%	2.2%	1.6%	2.4%	2.4%
%H (All HH)		100.0%	50.0%	0.0%	66.7%	16.7%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	66.7%	16.7%	50.0%	

Base: ITV Border - 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

ITV Border

Household level data

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	291	282	141	6	186	61	125	248
%V (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
Main living room	280	280	140	6	185	61	124	240
%V	96.2%	99.3%	99.3%	100.0%	99.5%	100.0%	99.2%	96.8%
%H (All HH)		100.0%	50.0%	2.1%	66.1%	21.8%	44.3%	85.7%
%H (TV HH)			50.0%	2.1%	66.1%	21.8%	44.3%	
Kitchen	41	41	24	3	34	19	15	37
%V	14.1%	14.5%	17.0%	50.0%	18.3%	31.1%	12.0%	14.9%
%H (All HH)		100.0%	58.5%	7.3%	82.9%	46.3%	36.6%	90.2%
%H (TV HH)			58.5%	7.3%	82.9%	46.3%	36.6%	
Adult's bedroom	118	118	71	3	79	37	41	110
%V	40.5%	41.8%	50.4%	50.0%	42.5%	60.7%	32.8%	44.4%
%H (All HH)		100.0%	60.2%	2.5%	66.9%	31.4%	34.7%	93.2%
%H (TV HH)			60.2%	2.5%	66.9%	31.4%	34.7%	
Child's bedroom	20	20	13	0	14	7	6	20
%V	6.9%	7.1%	9.2%	0.0%	7.5%	11.5%	4.8%	8.1%
%H (All HH)		100.0%	65.0%	0.0%	70.0%	35.0%	30.0%	100.0%
%H (TV HH)			65.0%	0.0%	70.0%	35.0%	30.0%	
Other bedroom	7	7	4	0	6	3	3	6
%V	2.4%	2.5%	2.8%	0.0%	3.2%	4.9%	2.4%	2.4%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	42.9%	42.9%	85.7%
%H (TV HH)			57.1%	0.0%	85.7%	42.9%	42.9%	
Second living/dining room	32	32	18	1	20	8	12	31
%V	11.0%	11.3%	12.8%	16.7%	10.8%	13.1%	9.6%	12.5%
%H (All HH)		100.0%	56.3%	3.1%	62.5%	25.0%	37.5%	96.9%
%H (TV HH)			56.3%	3.1%	62.5%	25.0%	37.5%	
Study/office	7	7	5	0	4	2	2	6
%V	2.4%	2.5%	3.5%	0.0%	2.2%	3.3%	1.6%	2.4%
%H (All HH)		100.0%	71.4%	0.0%	57.1%	28.6%	28.6%	85.7%
%H (TV HH)			71.4%	0.0%	57.1%	28.6%	28.6%	
TV room	2	2	1	0	2	1	1	2
%V	0.7%	0.7%	0.7%	0.0%	1.1%	1.6%	0.8%	0.8%
%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%	
Conservatory	14	14	8	0	12	7	6	14
%V	4.8%	5.0%	5.7%	0.0%	6.5%	11.5%	4.8%	5.6%
%H (All HH)		100.0%	57.1%	0.0%	85.7%	50.0%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	85.7%	50.0%	42.9%	
Attic or loft room	1	1	1	0	0	0	0	1
%V	0.3%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%
%H (All HH)		100.0%	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%	
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	0	0	0	0	0	1
%V	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	

Base: ITV Border - 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 12.8: 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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
Any DSAT provider	141	141	141	0	58	58	0	131
%V	48.5%	50.0%	100.0%	0.0%	31.2%	95.1%	0.0%	52.8%
%H (All HH)			100.0%	0.0%	41.1%	41.1%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	41.1%	41.1%	0.0%	
Sky with subcription	117	117	117	0	50	50	0	109
%V	40.2%	41.5%	83.0%	0.0%	26.9%	82.0%	0.0%	44.0%
%H (All HH)			100.0%	0.0%	42.7%	42.7%	0.0%	93.2%
%H (TV HH)			100.0%	0.0%	42.7%	42.7%	0.0%	
Sky without subscription	8	8	8	0	4	4	0	6
%V	2.7%	2.8%	5.7%	0.0%	2.2%	6.6%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	15	15	15	0	6	6	0	15
%V	5.2%	5.3%	10.6%	0.0%	3.2%	9.8%	0.0%	6.0%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
Other satellite provider	8	8	8	0	3	3	0	8
%V	2.7%	2.8%	5.7%	0.0%	1.6%	4.9%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
DCAB	6	6	0	6	3	3	0	5
%V	2.1%	2.1%	0.0%	100.0%	1.6%	4.9%	0.0%	2.0%
%H (All HH)			0.0%	100.0%	50.0%	50.0%	0.0%	83.3%
%H (TV HH)			0.0%	100.0%	50.0%	50.0%	0.0%	
DTT	186	186	58	3	186	61	125	150
%V	63.9%	66.0%	41.1%	50.0%	100.0%	100.0%	100.0%	60.5%
%H (All HH)		100.0%	31.2%	1.6%	100.0%	32.8%	67.2%	80.6%
%H (TV HH)			31.2%	1.6%	100.0%	32.8%	67.2%	

Base: ITV Border - 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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ITV Border

Household level data

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	291	282	141	6	186	61	125	248
%H (All HH)		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (TV HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
PVR	168	168	125	6	93	56	37	156
%V	57.7%	59.6%	88.7%	100.0%	50.0%	91.8%	29.6%	62.9%
%H (All HH)		100.0%	74.4%	3.6%	55.4%	33.3%	22.0%	92.9%
%H (TV HH)			74.4%	3.6%	55.4%	33.3%	22.0%	
DVDR	3	3	2	0	3	2	1	3
%V	1.0%	1.1%	1.4%	0.0%	1.6%	3.3%	0.8%	1.2%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
VCR	1	1	0	0	1	0	1	0
%V	0.3%	0.4%	0.0%	0.0%	0.5%	0.0%	0.8%	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	170	170	125	6	95	56	39	157
%V	58.4%	60.3%	88.7%	100.0%	51.1%	91.8%	31.2%	63.3%
%H (All HH)		100.0%	73.5%	3.5%	55.9%	32.9%	22.9%	92.4%
%H (TV HH)			73.5%	3.5%	55.9%	32.9%	22.9%	
Receives HDTV (via STB or built-in reception)	180	180	117	5	110	52	59	171
%V	61.9%	63.8%	83.0%	83.3%	59.1%	85.2%	47.2%	69.0%
%H (All HH)		100.0%	65.0%	2.8%	61.1%	28.9%	32.8%	95.0%
%H (TV HH)			65.0%	2.8%	61.1%	28.9%	32.8%	
DVD/Blu-ray player or recorder	164	164	84	4	117	45	72	147
%V	56.4%	58.2%	59.6%	66.7%	62.9%	73.8%	57.6%	59.3%
%H (All HH)		100.0%	51.2%	2.4%	71.3%	27.4%	43.9%	89.6%
%H (TV HH)			51.2%	2.4%	71.3%	27.4%	43.9%	

Base: ITV Border - 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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ITV Border

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	291	282	141	6	186	61	125	248
%V		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%
%H (All HH)			50.0%	2.1%	66.0%	21.6%	44.3%	
%H (TV HH)								
Has broadband internet	248	241	131	5	150	55	95	248
%V	85.2%	85.5%	92.9%	83.3%	80.6%	90.2%	76.0%	100.0%
%H (All HH)		97.2%	52.8%	2.0%	60.5%	22.2%	38.3%	100.0%
%H (TV HH)			54.4%	2.1%	62.2%	22.8%	39.4%	
Number of computers (PCs and laptops)								
0	59	56	15	1	42	6	36	19
%V	20.3%	19.9%	10.6%	16.7%	22.6%	9.8%	28.8%	7.7%
%H (All HH)		94.9%	25.4%	1.7%	71.2%	10.2%	61.0%	32.2%
%H (TV HH)			26.8%	1.8%	75.0%	10.7%	64.3%	
1	68	65	35	1	43	14	28	66
%V	23.4%	23.0%	24.8%	16.7%	23.1%	23.0%	22.4%	26.6%
%H (All HH)		95.6%	51.5%	1.5%	63.2%	20.6%	41.2%	97.1%
%H (TV HH)			53.8%	1.5%	66.2%	21.5%	43.1%	
2	83	80	40	2	52	19	34	83
%V	28.5%	28.4%	28.4%	33.3%	28.0%	31.1%	27.2%	33.5%
%H (All HH)		96.4%	48.2%	2.4%	62.7%	22.9%	41.0%	100.0%
%H (TV HH)			50.0%	2.5%	65.0%	23.8%	42.5%	
3	38	38	23	0	25	11	14	38
%V	13.1%	13.5%	16.3%	0.0%	13.4%	18.0%	11.2%	15.3%
%H (All HH)		100.0%	60.5%	0.0%	65.8%	28.9%	36.8%	100.0%
%H (TV HH)			60.5%	0.0%	65.8%	28.9%	36.8%	
4	25	25	16	2	14	7	7	25
%V	8.6%	8.9%	11.3%	33.3%	7.5%	11.5%	5.6%	10.1%
%H (All HH)		100.0%	64.0%	8.0%	56.0%	28.0%	28.0%	100.0%
%H (TV HH)			64.0%	8.0%	56.0%	28.0%	28.0%	
5+	17	17	11	1	9	4	5	17
%V	5.8%	6.0%	7.8%	16.7%	4.8%	6.6%	4.0%	6.9%
%H (All HH)		100.0%	64.7%	5.9%	52.9%	23.5%	29.4%	100.0%
%H (TV HH)			64.7%	5.9%	52.9%	23.5%	29.4%	

Base: ITV Border - 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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ITV Border

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	562	312	16	382	160	222	508
%H		55.5%	2.8%	68.0%	28.5%	39.5%	90.4%
Under 20"	37	19	4	32	16	17	34
%V	6.6%	6.1%	25.0%	8.4%	10.0%	7.7%	6.7%
%H		51.4%	10.8%	86.5%	43.2%	45.9%	91.9%
20" - 29"	98	47	5	76	29	46	87
%V	17.4%	15.1%	31.3%	19.9%	18.1%	20.7%	17.1%
%H		48.0%	5.1%	77.6%	29.6%	46.9%	88.8%
30" - 39"	190	100	5	140	59	81	161
%V	33.8%	32.1%	31.3%	36.6%	36.9%	36.5%	31.7%
%H		52.6%	2.6%	73.7%	31.1%	42.6%	84.7%
40" - 49"	158	98	1	91	39	52	150
%V	28.1%	31.4%	6.3%	23.8%	24.4%	23.4%	29.5%
%H		62.0%	0.6%	57.6%	24.7%	32.9%	94.9%
50" - 59"	66	43	1	32	14	18	65
%V	11.7%	13.8%	6.3%	8.4%	8.8%	8.1%	12.8%
%H		65.2%	1.5%	48.5%	21.2%	27.3%	98.5%
60"+	6	3	0	4	1	3	6
%V	1.1%	1.0%	0.0%	1.0%	0.6%	1.4%	1.2%
%H		50.0%	0.0%	66.7%	16.7%	50.0%	100.0%
Don't know	7	3	0	6	2	4	7
%V	1.2%	1.0%	0.0%	1.6%	1.3%	1.8%	1.4%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	100.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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	562	312	16	382	160	222	508
%H		55.5%	2.8%	68.0%	28.5%	39.5%	90.4%
Main living room	281	141	6	186	62	124	241
%V	50.0%	45.2%	37.5%	48.7%	38.8%	55.9%	47.4%
%H		50.2%	2.1%	66.2%	22.1%	44.1%	85.8%
Kitchen	41	24	3	34	19	15	37
%V	7.3%	7.7%	18.8%	8.9%	11.9%	6.8%	7.3%
%H		58.5%	7.3%	82.9%	46.3%	36.6%	90.2%
Adult's bedroom	151	92	5	99	47	52	142
%V	26.9%	29.5%	31.3%	25.9%	29.4%	23.4%	28.0%
%H		60.9%	3.3%	65.6%	31.1%	34.4%	94.0%
Child's bedroom	25	17	0	16	10	7	25
%V	4.4%	5.4%	0.0%	4.2%	6.3%	3.2%	4.9%
%H		68.0%	0.0%	64.0%	40.0%	28.0%	100.0%
Other bedroom	8	5	1	7	4	3	7
%V	1.4%	1.6%	6.3%	1.8%	2.5%	1.4%	1.4%
%H		62.5%	12.5%	87.5%	50.0%	37.5%	87.5%
Second living/dining room	32	18	1	21	9	12	31
%V	5.7%	5.8%	6.3%	5.5%	5.6%	5.4%	6.1%
%H		56.3%	3.1%	65.6%	28.1%	37.5%	96.9%
Study/office	7	5	0	4	2	2	6
%V	1.2%	1.6%	0.0%	1.0%	1.3%	0.9%	1.2%
%H		71.4%	0.0%	57.1%	28.6%	28.6%	85.7%
TV room	2	1	0	2	1	1	2
%V	0.4%	0.3%	0.0%	0.5%	0.6%	0.5%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Conservatory	14	8	0	12	7	6	14
%V	2.5%	2.6%	0.0%	3.1%	4.4%	2.7%	2.8%
%H		57.1%	0.0%	85.7%	50.0%	42.9%	100.0%
Attic or loft room	1	1	0	0	0	0	1
%V	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		100.0%	0.0%	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	1	0	0	0	0	0	1
%V	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	562	312	16	382	160	222	508
%H		55.5%	2.8%	68.0%	28.5%	39.5%	90.4%
PVR	246	197	10	125	84	41	233
%V	43.8%	63.1%	62.5%	32.7%	52.5%	18.5%	45.9%
%H		80.1%	4.1%	50.8%	34.1%	16.7%	94.7%
DVDR	3	2	0	3	2	1	3
%V	0.5%	0.6%	0.0%	0.8%	1.3%	0.5%	0.6%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
VCR	1	0	0	1	0	1	0
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	249	198	10	127	84	43	235
%V	44.3%	63.5%	62.5%	33.2%	52.5%	19.4%	46.3%
%H		79.5%	4.0%	51.0%	33.7%	17.3%	94.4%

Base: ITV Border - 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	562	312	16	382	160	222	508
%H		55.5%	2.8%	68.0%	28.5%	39.5%	90.4%
Receives HDTV (via STB or built-in reception)	284	197	10	170	91	79	273
%V	50.5%	63.1%	62.5%	44.5%	56.9%	35.6%	53.7%
%H		69.4%	3.5%	59.9%	32.0%	27.8%	96.1%
DVD/Blu-ray player or recorder	220	120	5	157	67	90	201
%V	39.1%	38.5%	31.3%	41.1%	41.9%	40.5%	39.6%
%H		54.5%	2.3%	71.4%	30.5%	40.9%	91.4%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	281	140	6	186	61	125	241
%H		49.8%	2.1%	66.2%	21.7%	44.5%	85.8%
Under 20"	6	2	1	5	2	3	5
%V	2.1%	1.4%	16.7%	2.7%	3.3%	2.4%	2.1%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	83.3%
20" - 29"	21	7	2	17	5	12	16
%V	7.5%	5.0%	33.3%	9.1%	8.2%	9.6%	6.6%
%H		33.3%	9.5%	81.0%	23.8%	57.1%	76.2%
30" - 39"	88	33	1	69	17	52	63
%V	31.3%	23.6%	16.7%	37.1%	27.9%	41.6%	26.1%
%H		37.5%	1.1%	78.4%	19.3%	59.1%	71.6%
40" - 49"	104	59	1	62	23	39	96
%V	37.0%	42.1%	16.7%	33.3%	37.7%	31.2%	39.8%
%H		56.7%	1.0%	59.6%	22.1%	37.5%	92.3%
50" - 59"	52	34	1	25	12	13	51
%V	18.5%	24.3%	16.7%	13.4%	19.7%	10.4%	21.2%
%H		65.4%	1.9%	48.1%	23.1%	25.0%	98.1%
60"+	5	3	0	3	1	3	5
%V	1.8%	2.1%	0.0%	1.6%	1.6%	2.4%	2.1%
%H		60.0%	0.0%	60.0%	20.0%	60.0%	100.0%
Don't know	5	2	0	4	1	3	4
%V	1.8%	1.4%	0.0%	2.2%	1.6%	2.4%	1.7%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	80.0%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	281	140	6	186	61	125	241
%H		49.8%	2.1%	66.2%	21.7%	44.5%	85.8%
PVR	164	123	6	91	55	36	152
%V	58.4%	87.9%	100.0%	48.9%	90.2%	28.8%	63.1%
%H		75.0%	3.7%	55.5%	33.5%	22.0%	92.7%
DVDR	2	2	0	2	2	1	2
%V	0.7%	1.4%	0.0%	1.1%	3.3%	0.8%	0.8%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
VCR	1	0	0	1	0	1	0
%V	0.4%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	166	123	6	92	55	37	153
%V	59.1%	87.9%	100.0%	49.5%	90.2%	29.6%	63.5%
%H		74.1%	3.6%	55.4%	33.1%	22.3%	92.2%

Base: ITV Border - 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	281	140	6	186	61	125	241
%H		49.8%	2.1%	66.2%	21.7%	44.5%	85.8%
Receives HDTV (via STB or built-in reception)	175	115	5	107	51	56	167
%V	62.3%	82.1%	83.3%	57.5%	83.6%	44.8%	69.3%
%H		65.7%	2.9%	61.1%	29.1%	32.0%	95.4%
DVD/Blu-ray player or recorder	144	73	3	103	39	63	127
%V	51.2%	52.1%	50.0%	55.4%	63.9%	50.4%	52.7%
%H		50.7%	2.1%	71.5%	27.1%	43.8%	88.2%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	281	172	10	196	99	97	268
%H		61.2%	3.6%	69.8%	35.2%	34.5%	95.4%
Under 20"	31	17	3	27	14	13	29
%V	11.0%	9.9%	30.0%	13.8%	14.1%	13.4%	10.8%
%H		54.8%	9.7%	87.1%	45.2%	41.9%	93.5%
20" - 29"	77	40	3	58	24	34	71
%V	27.4%	23.3%	30.0%	29.6%	24.2%	35.1%	26.5%
%H		51.9%	3.9%	75.3%	31.2%	44.2%	92.2%
30" - 39"	102	66	4	71	41	30	98
%V	36.3%	38.4%	40.0%	36.2%	41.4%	30.9%	36.6%
%H		64.7%	3.9%	69.6%	40.2%	29.4%	96.1%
40" - 49"	54	39	0	29	17	13	53
%V	19.2%	22.7%	0.0%	14.8%	17.2%	13.4%	19.8%
%H		72.2%	0.0%	53.7%	31.5%	24.1%	98.1%
50" - 59"	14	9	0	7	2	5	14
%V	5.0%	5.2%	0.0%	3.6%	2.0%	5.2%	5.2%
%H		64.3%	0.0%	50.0%	14.3%	35.7%	100.0%
60"+	1	0	0	1	0	1	1
%V	0.4%	0.0%	0.0%	0.5%	0.0%	1.0%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Don't know	3	1	0	2	1	1	2
%V	1.1%	0.6%	0.0%	1.0%	1.0%	1.0%	0.7%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	66.7%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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	281	172	10	196	99	97	268
%H		61.2%	3.6%	69.8%	35.2%	34.5%	95.4%
PVR	82	74	3	34	29	5	81
%V	29.2%	43.0%	30.0%	17.3%	29.3%	5.2%	30.2%
%H		90.2%	3.7%	41.5%	35.4%	6.1%	98.8%
DVDR	1	1	0	1	1	0	1
%V	0.4%	0.6%	0.0%	0.5%	1.0%	0.0%	0.4%
%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	83	75	3	34	29	5	82
%V	29.5%	43.6%	30.0%	17.3%	29.3%	5.2%	30.6%
%H		90.4%	3.6%	41.0%	34.9%	6.0%	98.8%

Base: ITV Border - 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	281	172	10	196	99	97	268
%H		61.2%	3.6%	69.8%	35.2%	34.5%	95.4%
Receives HDTV (via STB or built-in reception)	109	82	5	64	40	23	107
%V	38.8%	47.7%	50.0%	32.7%	40.4%	23.7%	39.9%
%H		75.2%	4.6%	58.7%	36.7%	21.1%	98.2%
DVD/Blu-ray player or recorder	76	46	2	54	28	27	74
%V	27.0%	26.7%	20.0%	27.6%	28.3%	27.8%	27.6%
%H		60.5%	2.6%	71.1%	36.8%	35.5%	97.4%

Base: ITV Border - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	622	606	337	17	376	146	229	569
%H		97.4%	54.2%	2.7%	60.5%	23.5%	36.8%	91.5%
Total Children	96	94	58	3	51	23	28	95
%V	15.4%	15.5%	17.2%	17.6%	13.6%	15.8%	12.2%	16.7%
%H		97.9%	60.4%	3.1%	53.1%	24.0%	29.2%	99.0%
0 - 3	28	26	16	1	13	4	9	27
%V	4.5%	4.3%	4.7%	5.9%	3.5%	2.7%	3.9%	4.7%
%H		92.9%	57.1%	3.6%	46.4%	14.3%	32.1%	96.4%
4 - 15	68	67	43	1	39	19	19	68
%V	10.9%	11.1%	12.8%	5.9%	10.4%	13.0%	8.3%	12.0%
%H		98.5%	63.2%	1.5%	57.4%	27.9%	27.9%	100.0%
4 - 9	37	36	21	1	21	11	10	37
%V	5.9%	5.9%	6.2%	5.9%	5.6%	7.5%	4.4%	6.5%
%H		97.3%	56.8%	2.7%	56.8%	29.7%	27.0%	100.0%
10 - 15	31	31	21	0	18	8	10	31
%V	5.0%	5.1%	6.2%	0.0%	4.8%	5.5%	4.4%	5.4%
%H		100.0%	67.7%	0.0%	58.1%	25.8%	32.3%	100.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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	622	606	337	17	376	146	229	569
%H		97.4%	54.2%	2.7%	60.5%	23.5%	36.8%	91.5%
Total Adults (16+)	526	512	278	15	324	123	201	474
%V	84.6%	84.5%	82.5%	88.2%	86.2%	84.2%	87.8%	83.3%
%H		97.3%	52.9%	2.9%	61.6%	23.4%	38.2%	90.1%
16 - 19	24	23	13	1	17	8	9	23
%V	3.9%	3.8%	3.9%	5.9%	4.5%	5.5%	3.9%	4.0%
%H		95.8%	54.2%	4.2%	70.8%	33.3%	37.5%	95.8%
20 - 24	28	28	17	2	13	6	7	28
%V	4.5%	4.6%	5.0%	11.8%	3.5%	4.1%	3.1%	4.9%
%H		100.0%	60.7%	7.1%	46.4%	21.4%	25.0%	100.0%
25 - 34	60	53	33	0	20	6	14	58
%V	9.6%	8.7%	9.8%	0.0%	5.3%	4.1%	6.1%	10.2%
%H		88.3%	55.0%	0.0%	33.3%	10.0%	23.3%	96.7%
35 - 44	73	70	43	2	37	17	20	70
%V	11.7%	11.6%	12.8%	11.8%	9.8%	11.6%	8.7%	12.3%
%H		95.9%	58.9%	2.7%	50.7%	23.3%	27.4%	95.9%
45 - 54	92	90	49	4	51	17	34	86
%V	14.8%	14.9%	14.5%	23.5%	13.6%	11.6%	14.8%	15.1%
%H		97.8%	53.3%	4.3%	55.4%	18.5%	37.0%	93.5%
55 - 64	98	98	54	3	69	29	40	95
%V	15.8%	16.2%	16.0%	17.6%	18.4%	19.9%	17.5%	16.7%
%H		100.0%	55.1%	3.1%	70.4%	29.6%	40.8%	96.9%
65+	150	150	69	2	118	39	79	113
%V	24.1%	24.8%	20.5%	11.8%	31.4%	26.7%	34.5%	19.9%
%H		100.0%	46.0%	1.3%	78.7%	26.0%	52.7%	75.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	526	512	278	15	324	123	201	474
%H		97.3%	52.9%	2.9%	61.6%	23.4%	38.2%	90.1%
AB	142	139	69	10	80	27	53	137
%V	27.0%	27.1%	24.8%	66.7%	24.7%	22.0%	26.4%	28.9%
%H		97.9%	48.6%	7.0%	56.3%	19.0%	37.3%	96.5%
C1	144	141	78	0	95	36	59	133
%V	27.4%	27.5%	28.1%	0.0%	29.3%	29.3%	29.4%	28.1%
%H		97.9%	54.2%	0.0%	66.0%	25.0%	41.0%	92.4%
C2	112	109	66	2	65	26	39	107
%V	21.3%	21.3%	23.7%	13.3%	20.1%	21.1%	19.4%	22.6%
%H		97.3%	58.9%	1.8%	58.0%	23.2%	34.8%	95.5%
D	90	86	45	3	58	25	33	76
%V	17.1%	16.8%	16.2%	20.0%	17.9%	20.3%	16.4%	16.0%
%H		95.6%	50.0%	3.3%	64.4%	27.8%	36.7%	84.4%
E	38	38	20	0	26	9	18	21
%V	7.2%	7.4%	7.2%	0.0%	8.0%	7.3%	9.0%	4.4%
%H		100.0%	52.6%	0.0%	68.4%	23.7%	47.4%	55.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	526	512	278	15	324	123	201	474
%H		97.3%	52.9%	2.9%	61.6%	23.4%	38.2%	90.1%
Working full time	236	226	134	8	115	45	69	231
%V	44.9%	44.1%	48.2%	53.3%	35.5%	36.6%	34.3%	48.7%
%H		95.8%	56.8%	3.4%	48.7%	19.1%	29.2%	97.9%
Working part time	73	73	33	3	50	14	36	69
%V	13.9%	14.3%	11.9%	20.0%	15.4%	11.4%	17.9%	14.6%
%H		100.0%	45.2%	4.1%	68.5%	19.2%	49.3%	94.5%
Not working	216	213	111	5	160	64	96	174
%V	41.1%	41.6%	39.9%	33.3%	49.4%	52.0%	47.8%	36.7%
%H		98.6%	51.4%	2.3%	74.1%	29.6%	44.4%	80.6%
Houseperson	291	282	141	6	186	61	125	248
%V	55.3%	55.1%	50.7%	40.0%	57.4%	49.6%	62.2%	52.3%
%H		96.9%	48.5%	2.1%	63.9%	21.0%	43.0%	85.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	256	250	135	7	156	58	99	233
%H		97.7%	52.7%	2.7%	60.9%	22.7%	38.7%	91.0%
16 - 19	13	13	8	1	10	5	5	13
%V	5.1%	5.2%	5.9%	14.3%	6.4%	8.6%	5.1%	5.6%
%H		100.0%	61.5%	7.7%	76.9%	38.5%	38.5%	100.0%
20 - 24	16	16	9	2	8	4	4	16
%V	6.3%	6.4%	6.7%	28.6%	5.1%	6.9%	4.0%	6.9%
%H		100.0%	56.3%	12.5%	50.0%	25.0%	25.0%	100.0%
25 - 34	31	29	19	0	9	3	7	31
%V	12.1%	11.6%	14.1%	0.0%	5.8%	5.2%	7.1%	13.3%
%H		93.5%	61.3%	0.0%	29.0%	9.7%	22.6%	100.0%
35 - 44	35	33	20	0	17	7	10	32
%V	13.7%	13.2%	14.8%	0.0%	10.9%	12.1%	10.1%	13.7%
%H		94.3%	57.1%	0.0%	48.6%	20.0%	28.6%	91.4%
45 - 54	44	43	22	2	24	7	17	39
%V	17.2%	17.2%	16.3%	28.6%	15.4%	12.1%	17.2%	16.7%
%H		97.7%	50.0%	4.5%	54.5%	15.9%	38.6%	88.6%
55 - 64	50	49	26	1	34	14	20	47
%V	19.5%	19.6%	19.3%	14.3%	21.8%	24.1%	20.2%	20.2%
%H		98.0%	52.0%	2.0%	68.0%	28.0%	40.0%	94.0%
65+	69	68	32	1	54	19	35	56
%V	27.0%	27.2%	23.7%	14.3%	34.6%	32.8%	35.4%	24.0%
%H		98.6%	46.4%	1.4%	78.3%	27.5%	50.7%	81.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	256	250	135	7	156	58	99	233
%H		97.7%	52.7%	2.7%	60.9%	22.7%	38.7%	91.0%
AB	69	68	32	6	38	12	26	66
%V	27.0%	27.2%	23.7%	85.7%	24.4%	20.7%	26.3%	28.3%
%H		98.6%	46.4%	8.7%	55.1%	17.4%	37.7%	95.7%
C1	67	66	38	0	44	18	26	64
%V	26.2%	26.4%	28.1%	0.0%	28.2%	31.0%	26.3%	27.5%
%H		98.5%	56.7%	0.0%	65.7%	26.9%	38.8%	95.5%
C2	59	57	33	1	34	13	21	56
%V	23.0%	22.8%	24.4%	14.3%	21.8%	22.4%	21.2%	24.0%
%H		96.6%	55.9%	1.7%	57.6%	22.0%	35.6%	94.9%
D	40	39	21	1	25	10	15	34
%V	15.6%	15.6%	15.6%	14.3%	16.0%	17.2%	15.2%	14.6%
%H		97.5%	52.5%	2.5%	62.5%	25.0%	37.5%	85.0%
E	22	21	11	0	15	5	10	12
%V	8.6%	8.4%	8.1%	0.0%	9.6%	8.6%	10.1%	5.2%
%H		95.5%	50.0%	0.0%	68.2%	22.7%	45.5%	54.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	256	250	135	7	156	58	99	233
%H		97.7%	52.7%	2.7%	60.9%	22.7%	38.7%	91.0%
Working full time	146	142	83	3	75	28	46	143
%V	57.0%	56.8%	61.5%	42.9%	48.1%	48.3%	46.5%	61.4%
%H		97.3%	56.8%	2.1%	51.4%	19.2%	31.5%	97.9%
Working part time	18	18	5	2	13	2	11	15
%V	7.0%	7.2%	3.7%	28.6%	8.3%	3.4%	11.1%	6.4%
%H		100.0%	27.8%	11.1%	72.2%	11.1%	61.1%	83.3%
Not working	93	90	48	2	68	27	41	74
%V	36.3%	36.0%	35.6%	28.6%	43.6%	46.6%	41.4%	31.8%
%H		96.8%	51.6%	2.2%	73.1%	29.0%	44.1%	79.6%
Houseperson	62	59	23	1	40	6	34	46
%V	24.2%	23.6%	17.0%	14.3%	25.6%	10.3%	34.3%	19.7%
%H		95.2%	37.1%	1.6%	64.5%	9.7%	54.8%	74.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	269	262	143	8	168	65	102	241
%H		97.4%	53.2%	3.0%	62.5%	24.2%	37.9%	89.6%
16 - 19	11	10	5	1	8	3	4	10
%V	4.1%	3.8%	3.5%	12.5%	4.8%	4.6%	3.9%	4.1%
%H		90.9%	45.5%	9.1%	72.7%	27.3%	36.4%	90.9%
20 - 24	13	12	8	1	5	2	2	13
%V	4.8%	4.6%	5.6%	12.5%	3.0%	3.1%	2.0%	5.4%
%H		92.3%	61.5%	7.7%	38.5%	15.4%	15.4%	100.0%
25 - 34	29	24	15	0	11	4	7	27
%V	10.8%	9.2%	10.5%	0.0%	6.5%	6.2%	6.9%	11.2%
%H		82.8%	51.7%	0.0%	37.9%	13.8%	24.1%	93.1%
35 - 44	38	37	23	2	20	10	10	38
%V	14.1%	14.1%	16.1%	25.0%	11.9%	15.4%	9.8%	15.8%
%H		97.4%	60.5%	5.3%	52.6%	26.3%	26.3%	100.0%
45 - 54	49	48	28	2	26	10	16	48
%V	18.2%	18.3%	19.6%	25.0%	15.5%	15.4%	15.7%	19.9%
%H		98.0%	57.1%	4.1%	53.1%	20.4%	32.7%	98.0%
55 - 64	49	49	27	1	34	15	19	48
%V	18.2%	18.7%	18.9%	12.5%	20.2%	23.1%	18.6%	19.9%
%H		100.0%	55.1%	2.0%	69.4%	30.6%	38.8%	98.0%
65+	81	81	37	1	64	21	44	57
%V	30.1%	30.9%	25.9%	12.5%	38.1%	32.3%	43.1%	23.7%
%H		100.0%	45.7%	1.2%	79.0%	25.9%	54.3%	70.4%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	269	262	143	8	168	65	102	241
%H		97.4%	53.2%	3.0%	62.5%	24.2%	37.9%	89.6%
AB	73	72	37	4	42	16	27	71
%V	27.1%	27.5%	25.9%	50.0%	25.0%	24.6%	26.5%	29.5%
%H		98.6%	50.7%	5.5%	57.5%	21.9%	37.0%	97.3%
C1	77	75	40	0	51	19	32	69
%V	28.6%	28.6%	28.0%	0.0%	30.4%	29.2%	31.4%	28.6%
%H		97.4%	51.9%	0.0%	66.2%	24.7%	41.6%	89.6%
C2	53	52	32	1	31	13	18	51
%V	19.7%	19.8%	22.4%	12.5%	18.5%	20.0%	17.6%	21.2%
%H		98.1%	60.4%	1.9%	58.5%	24.5%	34.0%	96.2%
D	50	47	25	3	32	14	18	42
%V	18.6%	17.9%	17.5%	37.5%	19.0%	21.5%	17.6%	17.4%
%H		94.0%	50.0%	6.0%	64.0%	28.0%	36.0%	84.0%
E	17	17	9	0	11	3	8	9
%V	6.3%	6.5%	6.3%	0.0%	6.5%	4.6%	7.8%	3.7%
%H		100.0%	52.9%	0.0%	64.7%	17.6%	47.1%	52.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Border

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+)	269	262	143	8	168	65	102	241
%H		97.4%	53.2%	3.0%	62.5%	24.2%	37.9%	89.6%
Working full time	90	84	51	4	40	17	23	88
%V	33.5%	32.1%	35.7%	50.0%	23.8%	26.2%	22.5%	36.5%
%H		93.3%	56.7%	4.4%	44.4%	18.9%	25.6%	97.8%
Working part time	55	55	28	0	37	12	25	53
%V	20.4%	21.0%	19.6%	0.0%	22.0%	18.5%	24.5%	22.0%
%H		100.0%	50.9%	0.0%	67.3%	21.8%	45.5%	96.4%
Not working	124	122	63	3	91	37	55	100
%V	46.1%	46.6%	44.1%	37.5%	54.2%	56.9%	53.9%	41.5%
%H		98.4%	50.8%	2.4%	73.4%	29.8%	44.4%	80.6%
Houseperson	230	223	118	5	146	55	92	202
%V	85.5%	85.1%	82.5%	62.5%	86.9%	84.6%	90.2%	83.8%
%H		97.0%	51.3%	2.2%	63.5%	23.9%	40.0%	87.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
AB	329	315	103	44	224	69	155	324
%V	31.5%	31.7%	32.0%	29.1%	34.3%	36.5%	33.4%	33.8%
%H (All HH)		95.7%	31.3%	13.4%	68.1%	21.0%	47.1%	98.5%
%H (TV HH)			32.7%	14.0%	71.1%	21.9%	49.2%	
C1	320	299	105	48	186	61	125	302
%V	30.7%	30.1%	32.6%	31.8%	28.5%	32.3%	26.9%	31.5%
%H (All HH)		93.4%	32.8%	15.0%	58.1%	19.1%	39.1%	94.4%
%H (TV HH)			35.1%	16.1%	62.2%	20.4%	41.8%	
C2	188	183	72	26	113	39	74	175
%V	18.0%	18.4%	22.4%	17.2%	17.3%	20.6%	15.9%	18.3%
%H (All HH)		97.3%	38.3%	13.8%	60.1%	20.7%	39.4%	93.1%
%H (TV HH)			39.3%	14.2%	61.7%	21.3%	40.4%	
D	134	127	30	23	82	15	66	110
%V	12.8%	12.8%	9.3%	15.2%	12.6%	7.9%	14.2%	11.5%
%H (All HH)		94.8%	22.4%	17.2%	61.2%	11.2%	49.3%	82.1%
%H (TV HH)			23.6%	18.1%	64.6%	11.8%	52.0%	
E	72	70	11	11	48	5	44	46
%V	6.9%	7.0%	3.4%	7.3%	7.4%	2.6%	9.5%	4.8%
%H (All HH)		97.2%	15.3%	15.3%	66.7%	6.9%	61.1%	63.9%
%H (TV HH)			15.7%	15.7%	68.6%	7.1%	62.9%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Under 25	37	27	13	3	7	0	7	37
%V	3.5%	2.7%	4.0%	2.0%	1.1%	0.0%	1.5%	3.9%
%H (All HH)		73.0%	35.1%	8.1%	18.9%	0.0%	18.9%	100.0%
%H (TV HH)			48.1%	11.1%	25.9%	0.0%	25.9%	
25 - 34	148	136	35	21	65	12	53	146
%V	14.2%	13.7%	10.9%	13.9%	10.0%	6.3%	11.4%	15.2%
%H (All HH)		91.9%	23.6%	14.2%	43.9%	8.1%	35.8%	98.6%
%H (TV HH)			25.7%	15.4%	47.8%	8.8%	39.0%	
35 - 44	139	130	43	14	72	14	59	137
%V	13.3%	13.1%	13.4%	9.3%	11.0%	7.4%	12.7%	14.3%
%H (All HH)		93.5%	30.9%	10.1%	51.8%	10.1%	42.4%	98.6%
%H (TV HH)			33.1%	10.8%	55.4%	10.8%	45.4%	
45 - 54	204	202	73	38	134	49	85	204
%V	19.6%	20.3%	22.7%	25.2%	20.5%	25.9%	18.3%	21.3%
%H (All HH)		99.0%	35.8%	18.6%	65.7%	24.0%	41.7%	100.0%
%H (TV HH)			36.1%	18.8%	66.3%	24.3%	42.1%	
55 - 64	194	184	65	38	122	47	75	182
%V	18.6%	18.5%	20.2%	25.2%	18.7%	24.9%	16.2%	19.0%
%H (All HH)		94.8%	33.5%	19.6%	62.9%	24.2%	38.7%	93.8%
%H (TV HH)			35.3%	20.7%	66.3%	25.5%	40.8%	
65 +	320	315	94	37	253	68	185	251
%V	30.7%	31.7%	29.2%	24.5%	38.7%	36.0%	39.9%	26.2%
%H (All HH)		98.4%	29.4%	11.6%	79.1%	21.3%	57.8%	78.4%
%H (TV HH)			29.8%	11.7%	80.3%	21.6%	58.7%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
1	321	308	69	39	234	40	193	249
%V	30.8%	31.0%	21.4%	25.8%	35.8%	21.2%	41.6%	26.0%
%H (All HH)		96.0%	21.5%	12.1%	72.9%	12.5%	60.1%	77.6%
%H (TV HH)			22.4%	12.7%	76.0%	13.0%	62.7%	
2	359	345	121	57	222	76	146	350
%V	34.4%	34.7%	37.6%	37.7%	34.0%	40.2%	31.5%	36.5%
%H (All HH)		96.1%	33.7%	15.9%	61.8%	21.2%	40.7%	97.5%
%H (TV HH)			35.1%	16.5%	64.3%	22.0%	42.3%	
3	161	151	45	28	93	29	65	160
%V	15.4%	15.2%	14.0%	18.5%	14.2%	15.3%	14.0%	16.7%
%H (All HH)		93.8%	28.0%	17.4%	57.8%	18.0%	40.4%	99.4%
%H (TV HH)			29.8%	18.5%	61.6%	19.2%	43.0%	
4	146	139	61	22	80	33	47	146
%V	14.0%	14.0%	18.9%	14.6%	12.3%	17.5%	10.1%	15.2%
%H (All HH)		95.2%	41.8%	15.1%	54.8%	22.6%	32.2%	100.0%
%H (TV HH)			43.9%	15.8%	57.6%	23.7%	33.8%	
5+	54	50	26	6	24	11	13	53
%V	5.2%	5.0%	8.1%	4.0%	3.7%	5.8%	2.8%	5.5%
%H (All HH)		92.6%	48.1%	11.1%	44.4%	20.4%	24.1%	98.1%
%H (TV HH)			52.0%	12.0%	48.0%	22.0%	26.0%	
Average HH size	2.30	2.29	2.55	2.33	2.15	2.46	2.02	2.40

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Without	792	750	223	118	526	151	374	709
%V	75.9%	75.5%	69.3%	78.1%	80.6%	79.9%	80.6%	74.0%
%H (All HH)		94.7%	28.2%	14.9%	66.4%	19.1%	47.2%	89.5%
%H (TV HH)			29.7%	15.7%	70.1%	20.1%	49.9%	
With	251	244	99	33	128	38	90	249
%V	24.1%	24.5%	30.7%	21.9%	19.6%	20.1%	19.4%	26.0%
%H (All HH)		97.2%	39.4%	13.1%	51.0%	15.1%	35.9%	99.2%
%H (TV HH)			40.6%	13.5%	52.5%	15.6%	36.9%	
0 - 3	89	87	25	13	40	6	34	88
%V	8.5%	8.8%	7.8%	8.6%	6.1%	3.2%	7.3%	9.2%
%H (All HH)		97.8%	28.1%	14.6%	44.9%	6.7%	38.2%	98.9%
%H (TV HH)			28.7%	14.9%	46.0%	6.9%	39.1%	
4 - 9	127	122	54	14	54	14	40	124
%V	12.2%	12.3%	16.8%	9.3%	8.3%	7.4%	8.6%	12.9%
%H (All HH)		96.1%	42.5%	11.0%	42.5%	11.0%	31.5%	97.6%
%H (TV HH)			44.3%	11.5%	44.3%	11.5%	32.8%	
10 - 15	110	110	47	17	64	24	40	110
%V	10.5%	11.1%	14.6%	11.3%	9.8%	12.7%	8.6%	11.5%
%H (All HH)		100.0%	42.7%	15.5%	58.2%	21.8%	36.4%	100.0%
%H (TV HH)			42.7%	15.5%	58.2%	21.8%	36.4%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
1	426	426	90	54	260	21	239	369
%V	40.8%	42.9%	28.0%	35.8%	39.8%	11.1%	51.5%	38.5%
%H (All HH)		100.0%	21.1%	12.7%	61.0%	4.9%	56.1%	86.6%
%H (TV HH)			21.1%	12.7%	61.0%	4.9%	56.1%	
2	309	309	107	55	202	61	141	287
%V	29.6%	31.1%	33.2%	36.4%	30.9%	32.3%	30.4%	30.0%
%H (All HH)		100.0%	34.6%	17.8%	65.4%	19.7%	45.6%	92.9%
%H (TV HH)			34.6%	17.8%	65.4%	19.7%	45.6%	
3	159	159	72	25	116	60	56	158
%V	15.2%	16.0%	22.4%	16.6%	17.8%	31.7%	12.1%	16.5%
%H (All HH)		100.0%	45.3%	15.7%	73.0%	37.7%	35.2%	99.4%
%H (TV HH)			45.3%	15.7%	73.0%	37.7%	35.2%	
4	63	63	32	7	45	23	22	61
%V	6.0%	6.3%	9.9%	4.6%	6.9%	12.2%	4.7%	6.4%
%H (All HH)		100.0%	50.8%	11.1%	71.4%	36.5%	34.9%	96.8%
%H (TV HH)			50.8%	11.1%	71.4%	36.5%	34.9%	
5+	37	37	21	11	30	24	6	37
%V	3.5%	3.7%	6.5%	7.3%	4.6%	12.7%	1.3%	3.9%
%H (All HH)		100.0%	56.8%	29.7%	81.1%	64.9%	16.2%	100.0%
%H (TV HH)			56.8%	29.7%	81.1%	64.9%	16.2%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Under 20"	95	95	24	10	78	23	55	81
%V	9.1%	9.6%	7.5%	6.6%	11.9%	12.2%	11.9%	8.5%
%H (All HH)		100.0%	25.3%	10.5%	82.1%	24.2%	57.9%	85.3%
%H (TV HH)			25.3%	10.5%	82.1%	24.2%	57.9%	
20" - 29"	277	277	87	43	211	79	133	253
%V	26.6%	27.9%	27.0%	28.5%	32.3%	41.8%	28.7%	26.4%
%H (All HH)		100.0%	31.4%	15.5%	76.2%	28.5%	48.0%	91.3%
%H (TV HH)			31.4%	15.5%	76.2%	28.5%	48.0%	
30" - 39"	459	459	158	82	316	112	203	407
%V	44.0%	46.2%	49.1%	54.3%	48.4%	59.3%	43.8%	42.5%
%H (All HH)		100.0%	34.4%	17.9%	68.8%	24.4%	44.2%	88.7%
%H (TV HH)			34.4%	17.9%	68.8%	24.4%	44.2%	
40" - 49"	454	454	175	84	276	109	168	447
%V	43.5%	45.7%	54.3%	55.6%	42.3%	57.7%	36.2%	46.7%
%H (All HH)		100.0%	38.5%	18.5%	60.8%	24.0%	37.0%	98.5%
%H (TV HH)			38.5%	18.5%	60.8%	24.0%	37.0%	
50" - 59"	205	205	101	22	122	48	74	202
%V	19.7%	20.6%	31.4%	14.6%	18.7%	25.4%	15.9%	21.1%
%H (All HH)		100.0%	49.3%	10.7%	59.5%	23.4%	36.1%	98.5%
%H (TV HH)			49.3%	10.7%	59.5%	23.4%	36.1%	
60"+	24	24	10	2	15	5	10	24
%V	2.3%	2.4%	3.1%	1.3%	2.3%	2.6%	2.2%	2.5%
%H (All HH)		100.0%	41.7%	8.3%	62.5%	20.8%	41.7%	100.0%
%H (TV HH)			41.7%	8.3%	62.5%	20.8%	41.7%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%V (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Main living room	984	984	322	149	653	189	464	902
%V	94.3%	99.0%	100.0%	98.7%	100.0%	100.0%	100.0%	94.2%
%H (All HH)		100.0%	32.7%	15.1%	66.4%	19.2%	47.2%	91.7%
%H (TV HH)			32.7%	15.1%	66.4%	19.2%	47.2%	
Kitchen	117	117	47	24	95	50	46	112
%V	11.2%	11.8%	14.6%	15.9%	14.5%	26.5%	9.9%	11.7%
%H (All HH)		100.0%	40.2%	20.5%	81.2%	42.7%	39.3%	95.7%
%H (TV HH)			40.2%	20.5%	81.2%	42.7%	39.3%	
Adult's bedroom	461	461	195	77	313	138	175	439
%V	44.2%	46.4%	60.6%	51.0%	47.9%	73.0%	37.7%	45.8%
%H (All HH)		100.0%	42.3%	16.7%	67.9%	29.9%	38.0%	95.2%
%H (TV HH)			42.3%	16.7%	67.9%	29.9%	38.0%	
Child's bedroom	66	66	30	7	35	14	21	64
%V	6.3%	6.6%	9.3%	4.6%	5.4%	7.4%	4.5%	6.7%
%H (All HH)		100.0%	45.5%	10.6%	53.0%	21.2%	31.8%	97.0%
%H (TV HH)			45.5%	10.6%	53.0%	21.2%	31.8%	
Other bedroom	71	71	31	16	58	34	25	69
%V	6.8%	7.1%	9.6%	10.6%	8.9%	18.0%	5.4%	7.2%
%H (All HH)		100.0%	43.7%	22.5%	81.7%	47.9%	35.2%	97.2%
%H (TV HH)			43.7%	22.5%	81.7%	47.9%	35.2%	
Second living/dining room	81	81	40	13	57	33	24	81
%V	7.8%	8.1%	12.4%	8.6%	8.7%	17.5%	5.2%	8.5%
%H (All HH)		100.0%	49.4%	16.0%	70.4%	40.7%	29.6%	100.0%
%H (TV HH)			49.4%	16.0%	70.4%	40.7%	29.6%	
Study/office	17	17	3	2	13	2	11	17
%V	1.6%	1.7%	0.9%	1.3%	2.0%	1.1%	2.4%	1.8%
%H (All HH)		100.0%	17.6%	11.8%	76.5%	11.8%	64.7%	100.0%
%H (TV HH)			17.6%	11.8%	76.5%	11.8%	64.7%	
TV room	13	13	4	3	10	5	5	13
%V	1.2%	1.3%	1.2%	2.0%	1.5%	2.6%	1.1%	1.4%
%H (All HH)		100.0%	30.8%	23.1%	76.9%	38.5%	38.5%	100.0%
%H (TV HH)			30.8%	23.1%	76.9%	38.5%	38.5%	
Conservatory	22	22	15	2	16	12	4	21
%V	2.1%	2.2%	4.7%	1.3%	2.5%	6.3%	0.9%	2.2%
%H (All HH)		100.0%	68.2%	9.1%	72.7%	54.5%	18.2%	95.5%
%H (TV HH)			68.2%	9.1%	72.7%	54.5%	18.2%	
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: ITV HTV 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

ITV HTV West

Household level data

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Any DSAT provider	322	322	322	3	134	134	0	311
%V	30.9%	32.4%	100.0%	2.0%	20.5%	70.9%	0.0%	32.5%
%H (All HH)			100.0%	0.9%	41.6%	41.6%	0.0%	96.6%
%H (TV HH)			100.0%	0.9%	41.6%	41.6%	0.0%	
Sky with subscription	283	283	283	3	117	117	0	272
%V	27.1%	28.5%	87.9%	2.0%	17.9%	61.9%	0.0%	28.4%
%H (All HH)			100.0%	1.1%	41.3%	41.3%	0.0%	96.1%
%H (TV HH)			100.0%	1.1%	41.3%	41.3%	0.0%	
Sky without subscription	6	6	6	0	0	0	0	6
%V	0.6%	0.6%	1.9%	0.0%	0.0%	0.0%	0.0%	0.6%
%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	31	31	31	0	20	20	0	31
%V	3.0%	3.1%	9.6%	0.0%	3.1%	10.6%	0.0%	3.2%
%H (All HH)			100.0%	0.0%	64.5%	64.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	64.5%	64.5%	0.0%	
Other satellite provider	7	7	7	0	1	1	0	7
%V	0.7%	0.7%	2.2%	0.0%	0.2%	0.5%	0.0%	0.7%
%H (All HH)			100.0%	0.0%	14.3%	14.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	14.3%	14.3%	0.0%	
DCAB	151	151	3	151	55	55	0	151
%V	14.5%	15.2%	0.9%	100.0%	8.4%	29.1%	0.0%	15.8%
%H (All HH)			2.0%	100.0%	36.4%	36.4%	0.0%	100.0%
%H (TV HH)			2.0%	100.0%	36.4%	36.4%	0.0%	
DTT	653	653	134	55	653	189	464	579
%V	62.6%	65.7%	41.6%	36.4%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	20.5%	8.4%	100.0%	28.9%	71.1%	88.7%
%H (TV HH)			20.5%	8.4%	100.0%	28.9%	71.1%	

Base: ITV HTV 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

ITV HTV West

Household level data

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	1043	994	322	151	653	189	464	958
%H (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
PVR	608	608	302	144	348	184	164	583
%V	58.3%	61.2%	93.8%	95.4%	53.3%	97.4%	35.3%	60.9%
%H (All HH)		100.0%	49.7%	23.7%	57.2%	30.3%	27.0%	95.9%
%H (TV HH)			49.7%	23.7%	57.2%	30.3%	27.0%	
DVDR	12	12	3	0	12	3	8	10
%V	1.2%	1.2%	0.9%	0.0%	1.8%	1.6%	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	614	614	302	144	354	184	170	588
%V	58.9%	61.8%	93.8%	95.4%	54.2%	97.4%	36.6%	61.4%
%H (All HH)		100.0%	49.2%	23.5%	57.7%	30.0%	27.7%	95.8%
%H (TV HH)			49.2%	23.5%	57.7%	30.0%	27.7%	
Receives HDTV (via STB or built-in reception)	747	747	294	139	497	180	317	723
%V	71.6%	75.2%	91.3%	92.1%	76.1%	95.2%	68.3%	75.5%
%H (All HH)		100.0%	39.4%	18.6%	66.5%	24.1%	42.4%	96.8%
%H (TV HH)			39.4%	18.6%	66.5%	24.1%	42.4%	
DVD/Blu-ray player or recorder	622	622	221	95	420	149	271	584
%V	59.6%	62.6%	68.6%	62.9%	64.3%	78.8%	58.4%	61.0%
%H (All HH)		100.0%	35.5%	15.3%	67.5%	24.0%	43.6%	93.9%
%H (TV HH)			35.5%	15.3%	67.5%	24.0%	43.6%	

Base: ITV HTV 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

ITV HTV West

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	1043	994	322	151	653	189	464	958
%V (All HH)		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%
%H (TV HH)			32.4%	15.2%	65.7%	19.0%	46.7%	
Has broadband internet	958	912	311	151	579	184	395	958
%V	91.9%	91.8%	96.6%	100.0%	88.7%	97.4%	85.1%	100.0%
%H (All HH)		95.2%	32.5%	15.8%	60.4%	19.2%	41.2%	100.0%
%H (TV HH)			34.1%	16.6%	63.5%	20.2%	43.3%	
Number of computers (PCs and laptops)								
0	135	128	25	8	102	12	90	53
%V	12.9%	12.9%	7.8%	5.3%	15.6%	6.3%	19.4%	5.5%
%H (All HH)		94.8%	18.5%	5.9%	75.6%	8.9%	66.7%	39.3%
%H (TV HH)			19.5%	6.3%	79.7%	9.4%	70.3%	
1	243	236	79	35	149	31	118	240
%V	23.3%	23.7%	24.5%	23.2%	22.8%	16.4%	25.4%	25.1%
%H (All HH)		97.1%	32.5%	14.4%	61.3%	12.8%	48.6%	98.8%
%H (TV HH)			33.5%	14.8%	63.1%	13.1%	50.0%	
2	288	271	81	44	180	50	130	288
%V	27.6%	27.3%	25.2%	29.1%	27.6%	26.5%	28.0%	30.1%
%H (All HH)		94.1%	28.1%	15.3%	62.5%	17.4%	45.1%	100.0%
%H (TV HH)			29.9%	16.2%	66.4%	18.5%	48.0%	
3	184	175	66	37	109	51	58	184
%V	17.6%	17.6%	20.5%	24.5%	16.7%	27.0%	12.5%	19.2%
%H (All HH)		95.1%	35.9%	20.1%	59.2%	27.7%	31.5%	100.0%
%H (TV HH)			37.7%	21.1%	62.3%	29.1%	33.1%	
4	94	91	32	13	60	21	39	94
%V	9.0%	9.2%	9.9%	8.6%	9.2%	11.1%	8.4%	9.8%
%H (All HH)		96.8%	34.0%	13.8%	63.8%	22.3%	41.5%	100.0%
%H (TV HH)			35.2%	14.3%	65.9%	23.1%	42.9%	
5+	99	92	39	14	53	23	30	99
%V	9.5%	9.3%	12.1%	9.3%	8.1%	12.2%	6.5%	10.3%
%H (All HH)		92.9%	39.4%	14.1%	53.5%	23.2%	30.3%	100.0%
%H (TV HH)			42.4%	15.2%	57.6%	25.0%	32.6%	

Base: ITV HTV 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

ITV HTV West

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	1973	759	324	1355	546	809	1861
%H		38.5%	16.4%	68.7%	27.7%	41.0%	94.3%
Under 20"	115	32	10	94	28	66	101
%V	5.8%	4.2%	3.1%	6.9%	5.1%	8.2%	5.4%
%H		27.8%	8.7%	81.7%	24.3%	57.4%	87.8%
20" - 29"	358	125	53	280	114	167	331
%V	18.1%	16.5%	16.4%	20.7%	20.9%	20.6%	17.8%
%H		34.9%	14.8%	78.2%	31.8%	46.6%	92.5%
30" - 39"	576	209	112	405	170	235	524
%V	29.2%	27.5%	34.6%	29.9%	31.1%	29.0%	28.2%
%H		36.3%	19.4%	70.3%	29.5%	40.8%	91.0%
40" - 49"	536	223	105	328	146	182	529
%V	27.2%	29.4%	32.4%	24.2%	26.7%	22.5%	28.4%
%H		41.6%	19.6%	61.2%	27.2%	34.0%	98.7%
50" - 59"	238	118	23	142	54	88	235
%V	12.1%	15.5%	7.1%	10.5%	9.9%	10.9%	12.6%
%H		49.6%	9.7%	59.7%	22.7%	37.0%	98.7%
60"+	31	16	3	16	6	10	31
%V	1.6%	2.1%	0.9%	1.2%	1.1%	1.2%	1.7%
%H		51.6%	9.7%	51.6%	19.4%	32.3%	100.0%
Don't know	118	36	18	89	29	61	110
%V	6.0%	4.7%	5.6%	6.6%	5.3%	7.5%	5.9%
%H		30.5%	15.3%	75.4%	24.6%	51.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	1973	759	324	1355	546	809	1861
%H		38.5%	16.4%	68.7%	27.7%	41.0%	94.3%
Main living room	986	322	149	655	189	466	904
%V	50.0%	42.4%	46.0%	48.3%	34.6%	57.6%	48.6%
%H		32.7%	15.1%	66.4%	19.2%	47.3%	91.7%
Kitchen	120	47	24	98	50	48	115
%V	6.1%	6.2%	7.4%	7.2%	9.2%	5.9%	6.2%
%H		39.2%	20.0%	81.7%	41.7%	40.0%	95.8%
Adult's bedroom	552	243	98	376	183	193	531
%V	28.0%	32.0%	30.2%	27.7%	33.5%	23.9%	28.5%
%H		44.0%	17.8%	68.1%	33.2%	35.0%	96.2%
Child's bedroom	86	45	9	48	22	26	85
%V	4.4%	5.9%	2.8%	3.5%	4.0%	3.2%	4.6%
%H		52.3%	10.5%	55.8%	25.6%	30.2%	98.8%
Other bedroom	85	34	23	73	44	29	83
%V	4.3%	4.5%	7.1%	5.4%	8.1%	3.6%	4.5%
%H		40.0%	27.1%	85.9%	51.8%	34.1%	97.6%
Second living/dining room	82	41	13	58	34	24	82
%V	4.2%	5.4%	4.0%	4.3%	6.2%	3.0%	4.4%
%H		50.0%	15.9%	70.7%	41.5%	29.3%	100.0%
Study/office	19	3	2	14	2	12	19
%V	1.0%	0.4%	0.6%	1.0%	0.4%	1.5%	1.0%
%H		15.8%	10.5%	73.7%	10.5%	63.2%	100.0%
TV room	17	6	3	13	7	6	17
%V	0.9%	0.8%	0.9%	1.0%	1.3%	0.7%	0.9%
%H		35.3%	17.6%	76.5%	41.2%	35.3%	100.0%
Conservatory	22	15	2	16	12	4	21
%V	1.1%	2.0%	0.6%	1.2%	2.2%	0.5%	1.1%
%H		68.2%	9.1%	72.7%	54.5%	18.2%	95.5%
Attic or loft room	3	1	0	3	1	2	3
%V	0.2%	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	0.1%	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: ITV HTV West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	1973	759	324	1355	546	809	1861
%H		38.5%	16.4%	68.7%	27.7%	41.0%	94.3%
PVR	871	498	198	443	263	180	847
%V	44.1%	65.6%	61.1%	32.7%	48.2%	22.2%	45.5%
%H		57.2%	22.7%	50.9%	30.2%	20.7%	97.2%
DVDR	13	3	0	13	3	10	11
%V	0.7%	0.4%	0.0%	1.0%	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	881	499	200	453	265	187	855
%V	44.7%	65.7%	61.7%	33.4%	48.5%	23.1%	45.9%
%H		56.6%	22.7%	51.4%	30.1%	21.2%	97.0%

Base: ITV HTV West - 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	1973	759	324	1355	546	809	1861
%H		38.5%	16.4%	68.7%	27.7%	41.0%	94.3%
Receives HDTV (via STB or built-in reception)	1162	541	196	751	320	431	1130
%V	58.9%	71.3%	60.5%	55.4%	58.6%	53.3%	60.7%
%H		46.6%	16.9%	64.6%	27.5%	37.1%	97.2%
DVD/Blu-ray player or recorder	854	322	143	584	240	344	811
%V	43.3%	42.4%	44.1%	43.1%	44.0%	42.5%	43.6%
%H		37.7%	16.7%	68.4%	28.1%	40.3%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	994	322	151	653	189	464	912
%H		32.4%	15.2%	65.7%	19.0%	46.7%	91.8%
Under 20"	12	0	0	10	0	10	7
%V	1.2%	0.0%	0.0%	1.5%	0.0%	2.2%	0.8%
%H		0.0%	0.0%	83.3%	0.0%	83.3%	58.3%
20" - 29"	66	7	4	50	3	47	53
%V	6.6%	2.2%	2.6%	7.7%	1.6%	10.1%	5.8%
%H		10.6%	6.1%	75.8%	4.5%	71.2%	80.3%
30" - 39"	256	60	41	188	43	145	208
%V	25.8%	18.6%	27.2%	28.8%	22.8%	31.3%	22.8%
%H		23.4%	16.0%	73.4%	16.8%	56.6%	81.3%
40" - 49"	394	145	77	239	91	148	387
%V	39.6%	45.0%	51.0%	36.6%	48.1%	31.9%	42.4%
%H		36.8%	19.5%	60.7%	23.1%	37.6%	98.2%
50" - 59"	190	89	20	113	41	72	187
%V	19.1%	27.6%	13.2%	17.3%	21.7%	15.5%	20.5%
%H		46.8%	10.5%	59.5%	21.6%	37.9%	98.4%
60"+	21	8	1	13	2	10	21
%V	2.1%	2.5%	0.7%	2.0%	1.1%	2.2%	2.3%
%H		38.1%	4.8%	61.9%	9.5%	47.6%	100.0%
Don't know	55	12	8	39	8	31	49
%V	5.5%	3.7%	5.3%	6.0%	4.2%	6.7%	5.4%
%H		21.8%	14.5%	70.9%	14.5%	56.4%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	994	322	151	653	189	464	912
%H		32.4%	15.2%	65.7%	19.0%	46.7%	91.8%
PVR	600	297	144	340	179	161	575
%V	60.4%	92.2%	95.4%	52.1%	94.7%	34.7%	63.0%
%H		49.5%	24.0%	56.7%	29.8%	26.8%	95.8%
DVDR	8	1	0	8	1	6	6
%V	0.8%	0.3%	0.0%	1.2%	0.5%	1.3%	0.7%
%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	606	297	144	346	179	167	580
%V	61.0%	92.2%	95.4%	53.0%	94.7%	36.0%	63.6%
%H		49.0%	23.8%	57.1%	29.5%	27.6%	95.7%

Base: ITV HTV West - 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	994	322	151	653	189	464	912
%H		32.4%	15.2%	65.7%	19.0%	46.7%	91.8%
Receives HDTV (via STB or built-in reception)	735	289	139	485	176	309	711
%V	73.9%	89.8%	92.1%	74.3%	93.1%	66.6%	78.0%
%H		39.3%	18.9%	66.0%	23.9%	42.0%	96.7%
DVD/Blu-ray player or recorder	520	173	81	354	119	235	490
%V	52.3%	53.7%	53.6%	54.2%	63.0%	50.6%	53.7%
%H		33.3%	15.6%	68.1%	22.9%	45.2%	94.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	979	438	172	702	357	345	949
%H		44.7%	17.6%	71.7%	36.5%	35.2%	96.9%
Under 20"	104	32	10	84	28	56	94
%V	10.6%	7.3%	5.8%	12.0%	7.8%	16.2%	9.9%
%H		30.8%	9.6%	80.8%	26.9%	53.8%	90.4%
20" - 29"	292	118	48	230	110	119	278
%V	29.8%	26.9%	27.9%	32.8%	30.8%	34.5%	29.3%
%H		40.4%	16.4%	78.8%	37.7%	40.8%	95.2%
30" - 39"	319	149	71	217	126	91	317
%V	32.6%	34.0%	41.3%	30.9%	35.3%	26.4%	33.4%
%H		46.7%	22.3%	68.0%	39.5%	28.5%	99.4%
40" - 49"	142	78	28	88	55	33	142
%V	14.5%	17.8%	16.3%	12.5%	15.4%	9.6%	15.0%
%H		54.9%	19.7%	62.0%	38.7%	23.2%	100.0%
50" - 59"	48	29	3	29	13	16	48
%V	4.9%	6.6%	1.7%	4.1%	3.6%	4.6%	5.1%
%H		60.4%	6.3%	60.4%	27.1%	33.3%	100.0%
60"+	10	8	2	3	3	0	10
%V	1.0%	1.8%	1.2%	0.4%	0.8%	0.0%	1.1%
%H		80.0%	20.0%	30.0%	30.0%	0.0%	100.0%
Don't know	64	24	10	50	21	29	60
%V	6.5%	5.5%	5.8%	7.1%	5.9%	8.4%	6.3%
%H		37.5%	15.6%	78.1%	32.8%	45.3%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	979	438	172	702	357	345	949
%H		44.7%	17.6%	71.7%	36.5%	35.2%	96.9%
PVR	271	201	54	103	84	19	271
%V	27.7%	45.9%	31.4%	14.7%	23.5%	5.5%	28.6%
%H		74.2%	19.9%	38.0%	31.0%	7.0%	100.0%
DVDR	5	2	0	5	2	3	5
%V	0.5%	0.5%	0.0%	0.7%	0.6%	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	275	202	55	106	86	20	275
%V	28.1%	46.1%	32.0%	15.1%	24.1%	5.8%	29.0%
%H		73.5%	20.0%	38.5%	31.3%	7.3%	100.0%

Base: ITV HTV West - 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	979	438	172	702	357	345	949
%H		44.7%	17.6%	71.7%	36.5%	35.2%	96.9%
Receives HDTV (via STB or built-in reception)	427	251	56	265	144	122	418
%V	43.6%	57.3%	32.6%	37.7%	40.3%	35.4%	44.0%
%H		58.8%	13.1%	62.1%	33.7%	28.6%	97.9%
DVD/Blu-ray player or recorder	334	148	62	230	121	110	321
%V	34.1%	33.8%	36.0%	32.8%	33.9%	31.9%	33.8%
%H		44.3%	18.6%	68.9%	36.2%	32.9%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	2397	2271	822	353	1405	466	939	2295
%H		94.7%	34.3%	14.7%	58.6%	19.4%	39.2%	95.7%
Total Children	437	427	172	58	221	66	154	432
%V	18.2%	18.8%	20.9%	16.4%	15.7%	14.2%	16.4%	18.8%
%H		97.7%	39.4%	13.3%	50.6%	15.1%	35.2%	98.9%
0 - 3	105	102	29	15	50	9	41	103
%V	4.4%	4.5%	3.5%	4.2%	3.6%	1.9%	4.4%	4.5%
%H		97.1%	27.6%	14.3%	47.6%	8.6%	39.0%	98.1%
4 - 15	333	325	143	43	171	57	114	329
%V	13.9%	14.3%	17.4%	12.2%	12.2%	12.2%	12.1%	14.3%
%H		97.6%	42.9%	12.9%	51.4%	17.1%	34.2%	98.8%
4 - 9	181	174	75	22	79	21	58	178
%V	7.6%	7.7%	9.1%	6.2%	5.6%	4.5%	6.2%	7.8%
%H		96.1%	41.4%	12.2%	43.6%	11.6%	32.0%	98.3%
10 - 15	151	151	68	21	92	36	55	151
%V	6.3%	6.6%	8.3%	5.9%	6.5%	7.7%	5.9%	6.6%
%H		100.0%	45.0%	13.9%	60.9%	23.8%	36.4%	100.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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	2397	2271	822	353	1405	466	939	2295
%H		94.7%	34.3%	14.7%	58.6%	19.4%	39.2%	95.7%
Total Adults (16+)	1960	1844	650	295	1184	399	784	1862
%V	81.8%	81.2%	79.1%	83.6%	84.3%	85.6%	83.5%	81.1%
%H		94.1%	33.2%	15.1%	60.4%	20.4%	40.0%	95.0%
16 - 19	97	91	41	15	48	19	29	97
%V	4.0%	4.0%	5.0%	4.2%	3.4%	4.1%	3.1%	4.2%
%H		93.8%	42.3%	15.5%	49.5%	19.6%	29.9%	100.0%
20 - 24	156	124	42	30	67	26	41	155
%V	6.5%	5.5%	5.1%	8.5%	4.8%	5.6%	4.4%	6.8%
%H		79.5%	26.9%	19.2%	42.9%	16.7%	26.3%	99.4%
25 - 34	311	275	85	38	139	36	103	306
%V	13.0%	12.1%	10.3%	10.8%	9.9%	7.7%	11.0%	13.3%
%H		88.4%	27.3%	12.2%	44.7%	11.6%	33.1%	98.4%
35 - 44	268	252	91	30	134	35	99	266
%V	11.2%	11.1%	11.1%	8.5%	9.5%	7.5%	10.5%	11.6%
%H		94.0%	34.0%	11.2%	50.0%	13.1%	36.9%	99.3%
45 - 54	327	323	120	62	219	87	132	327
%V	13.6%	14.2%	14.6%	17.6%	15.6%	18.7%	14.1%	14.2%
%H		98.8%	36.7%	19.0%	67.0%	26.6%	40.4%	100.0%
55 - 64	325	313	118	60	211	84	127	311
%V	13.6%	13.8%	14.4%	17.0%	15.0%	18.0%	13.5%	13.6%
%H		96.3%	36.3%	18.5%	64.9%	25.8%	39.1%	95.7%
65+	476	467	153	60	366	113	253	400
%V	19.9%	20.6%	18.6%	17.0%	26.0%	24.2%	26.9%	17.4%
%H		98.1%	32.1%	12.6%	76.9%	23.7%	53.2%	84.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	1960	1844	650	295	1184	399	784	1862
%H		94.1%	33.2%	15.1%	60.4%	20.4%	40.0%	95.0%
AB	661	628	216	99	441	153	288	656
%V	33.7%	34.1%	33.2%	33.6%	37.2%	38.3%	36.7%	35.2%
%H		95.0%	32.7%	15.0%	66.7%	23.1%	43.6%	99.2%
C1	618	566	216	89	334	120	214	599
%V	31.5%	30.7%	33.2%	30.2%	28.2%	30.1%	27.3%	32.2%
%H		91.6%	35.0%	14.4%	54.0%	19.4%	34.6%	96.9%
C2	355	341	148	52	210	91	119	338
%V	18.1%	18.5%	22.8%	17.6%	17.7%	22.8%	15.2%	18.2%
%H		96.1%	41.7%	14.6%	59.2%	25.6%	33.5%	95.2%
D	237	224	54	42	140	29	111	208
%V	12.1%	12.1%	8.3%	14.2%	11.8%	7.3%	14.2%	11.2%
%H		94.5%	22.8%	17.7%	59.1%	12.2%	46.8%	87.8%
E	88	86	16	13	59	7	52	62
%V	4.5%	4.7%	2.5%	4.4%	5.0%	1.8%	6.6%	3.3%
%H		97.7%	18.2%	14.8%	67.0%	8.0%	59.1%	70.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	1960	1844	650	295	1184	399	784	1862
%H		94.1%	33.2%	15.1%	60.4%	20.4%	40.0%	95.0%
Working full time	930	870	321	144	511	172	338	916
%V	47.4%	47.2%	49.4%	48.8%	43.2%	43.1%	43.1%	49.2%
%H		93.5%	34.5%	15.5%	54.9%	18.5%	36.3%	98.5%
Working part time	214	211	80	32	140	56	84	214
%V	10.9%	11.4%	12.3%	10.8%	11.8%	14.0%	10.7%	11.5%
%H		98.6%	37.4%	15.0%	65.4%	26.2%	39.3%	100.0%
Not working	804	752	245	115	531	169	362	721
%V	41.0%	40.8%	37.7%	39.0%	44.8%	42.4%	46.2%	38.7%
%H		93.5%	30.5%	14.3%	66.0%	21.0%	45.0%	89.7%
Houseperson	1043	994	322	151	653	189	464	958
%V	53.2%	53.9%	49.5%	51.2%	55.2%	47.4%	59.2%	51.5%
%H		95.3%	30.9%	14.5%	62.6%	18.1%	44.5%	91.9%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	964	914	335	144	574	203	371	920
%H		94.8%	34.8%	14.9%	59.5%	21.1%	38.5%	95.4%
16 - 19	54	54	25	9	27	10	17	54
%V	5.6%	5.9%	7.5%	6.3%	4.7%	4.9%	4.6%	5.9%
%H		100.0%	46.3%	16.7%	50.0%	18.5%	31.5%	100.0%
20 - 24	77	62	20	15	34	14	20	77
%V	8.0%	6.8%	6.0%	10.4%	5.9%	6.9%	5.4%	8.4%
%H		80.5%	26.0%	19.5%	44.2%	18.2%	26.0%	100.0%
25 - 34	156	144	46	18	70	17	53	153
%V	16.2%	15.8%	13.7%	12.5%	12.2%	8.4%	14.3%	16.6%
%H		92.3%	29.5%	11.5%	44.9%	10.9%	34.0%	98.1%
35 - 44	136	126	48	18	61	19	42	134
%V	14.1%	13.8%	14.3%	12.5%	10.6%	9.4%	11.3%	14.6%
%H		92.6%	35.3%	13.2%	44.9%	14.0%	30.9%	98.5%
45 - 54	151	149	54	28	100	38	62	151
%V	15.7%	16.3%	16.1%	19.4%	17.4%	18.7%	16.7%	16.4%
%H		98.7%	35.8%	18.5%	66.2%	25.2%	41.1%	100.0%
55 - 64	170	165	69	26	111	46	66	161
%V	17.6%	18.1%	20.6%	18.1%	19.3%	22.7%	17.8%	17.5%
%H		97.1%	40.6%	15.3%	65.3%	27.1%	38.8%	94.7%
65+	220	214	73	30	170	60	110	190
%V	22.8%	23.4%	21.8%	20.8%	29.6%	29.6%	29.6%	20.7%
%H		97.3%	33.2%	13.6%	77.3%	27.3%	50.0%	86.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	964	914	335	144	574	203	371	920
%H		94.8%	34.8%	14.9%	59.5%	21.1%	38.5%	95.4%
AB	325	314	116	53	215	80	134	322
%V	33.7%	34.4%	34.6%	36.8%	37.5%	39.4%	36.1%	35.0%
%H		96.6%	35.7%	16.3%	66.2%	24.6%	41.2%	99.1%
C1	296	274	105	41	160	57	103	291
%V	30.7%	30.0%	31.3%	28.5%	27.9%	28.1%	27.8%	31.6%
%H		92.6%	35.5%	13.9%	54.1%	19.3%	34.8%	98.3%
C2	194	185	77	28	114	47	67	183
%V	20.1%	20.2%	23.0%	19.4%	19.9%	23.2%	18.1%	19.9%
%H		95.4%	39.7%	14.4%	58.8%	24.2%	34.5%	94.3%
D	113	107	29	19	62	14	48	102
%V	11.7%	11.7%	8.7%	13.2%	10.8%	6.9%	12.9%	11.1%
%H		94.7%	25.7%	16.8%	54.9%	12.4%	42.5%	90.3%
E	36	33	7	3	23	5	19	22
%V	3.7%	3.6%	2.1%	2.1%	4.0%	2.5%	5.1%	2.4%
%H		91.7%	19.4%	8.3%	63.9%	13.9%	52.8%	61.1%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	964	914	335	144	574	203	371	920
%H		94.8%	34.8%	14.9%	59.5%	21.1%	38.5%	95.4%
Working full time	554	528	200	86	307	106	200	549
%V	57.5%	57.8%	59.7%	59.7%	53.5%	52.2%	53.9%	59.7%
%H		95.3%	36.1%	15.5%	55.4%	19.1%	36.1%	99.1%
Working part time	39	39	19	5	24	13	11	39
%V	4.0%	4.3%	5.7%	3.5%	4.2%	6.4%	3.0%	4.2%
%H		100.0%	48.7%	12.8%	61.5%	33.3%	28.2%	100.0%
Not working	365	342	115	51	242	82	160	327
%V	37.9%	37.4%	34.3%	35.4%	42.2%	40.4%	43.1%	35.5%
%H		93.7%	31.5%	14.0%	66.3%	22.5%	43.8%	89.6%
Houseperson	211	198	55	25	139	33	105	176
%V	21.9%	21.7%	16.4%	17.4%	24.2%	16.3%	28.3%	19.1%
%H		93.8%	26.1%	11.8%	65.9%	15.6%	49.8%	83.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	996	930	315	151	610	197	413	942
%H		93.4%	31.6%	15.2%	61.2%	19.8%	41.5%	94.6%
16 - 19	43	37	16	6	21	9	11	43
%V	4.3%	4.0%	5.1%	4.0%	3.4%	4.6%	2.7%	4.6%
%H		86.0%	37.2%	14.0%	48.8%	20.9%	25.6%	100.0%
20 - 24	79	62	22	15	33	12	21	78
%V	7.9%	6.7%	7.0%	9.9%	5.4%	6.1%	5.1%	8.3%
%H		78.5%	27.8%	19.0%	41.8%	15.2%	26.6%	98.7%
25 - 34	155	131	39	20	69	19	50	152
%V	15.6%	14.1%	12.4%	13.2%	11.3%	9.6%	12.1%	16.1%
%H		84.5%	25.2%	12.9%	44.5%	12.3%	32.3%	98.1%
35 - 44	132	126	44	13	73	16	57	132
%V	13.3%	13.5%	14.0%	8.6%	12.0%	8.1%	13.8%	14.0%
%H		95.5%	33.3%	9.8%	55.3%	12.1%	43.2%	100.0%
45 - 54	176	174	65	34	119	49	70	176
%V	17.7%	18.7%	20.6%	22.5%	19.5%	24.9%	16.9%	18.7%
%H		98.9%	36.9%	19.3%	67.6%	27.8%	39.8%	100.0%
55 - 64	155	148	50	34	100	39	61	151
%V	15.6%	15.9%	15.9%	22.5%	16.4%	19.8%	14.8%	16.0%
%H		95.5%	32.3%	21.9%	64.5%	25.2%	39.4%	97.4%
65+	256	253	80	30	196	53	144	211
%V	25.7%	27.2%	25.4%	19.9%	32.1%	26.9%	34.9%	22.4%
%H		98.8%	31.3%	11.7%	76.6%	20.7%	56.3%	82.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	996	930	315	151	610	197	413	942
%H		93.4%	31.6%	15.2%	61.2%	19.8%	41.5%	94.6%
AB	336	314	100	46	226	73	154	333
%V	33.7%	33.8%	31.7%	30.5%	37.0%	37.1%	37.3%	35.4%
%H		93.5%	29.8%	13.7%	67.3%	21.7%	45.8%	99.1%
C1	323	291	111	48	174	63	111	309
%V	32.4%	31.3%	35.2%	31.8%	28.5%	32.0%	26.9%	32.8%
%H		90.1%	34.4%	14.9%	53.9%	19.5%	34.4%	95.7%
C2	161	156	70	24	96	44	52	155
%V	16.2%	16.8%	22.2%	15.9%	15.7%	22.3%	12.6%	16.5%
%H		96.9%	43.5%	14.9%	59.6%	27.3%	32.3%	96.3%
D	123	117	25	22	78	15	63	106
%V	12.3%	12.6%	7.9%	14.6%	12.8%	7.6%	15.3%	11.3%
%H		95.1%	20.3%	17.9%	63.4%	12.2%	51.2%	86.2%
E	52	52	8	11	36	2	33	40
%V	5.2%	5.6%	2.5%	7.3%	5.9%	1.0%	8.0%	4.2%
%H		100.0%	15.4%	21.2%	69.2%	3.8%	63.5%	76.9%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV West

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+)	996	930	315	151	610	197	413	942
%H		93.4%	31.6%	15.2%	61.2%	19.8%	41.5%	94.6%
Working full time	375	342	121	58	204	66	138	367
%V	37.7%	36.8%	38.4%	38.4%	33.4%	33.5%	33.4%	39.0%
%H		91.2%	32.3%	15.5%	54.4%	17.6%	36.8%	97.9%
Working part time	175	172	61	27	116	44	73	175
%V	17.6%	18.5%	19.4%	17.9%	19.0%	22.3%	17.7%	18.6%
%H		98.3%	34.9%	15.4%	66.3%	25.1%	41.7%	100.0%
Not working	439	411	130	64	289	86	203	393
%V	44.1%	44.2%	41.3%	42.4%	47.4%	43.7%	49.2%	41.7%
%H		93.6%	29.6%	14.6%	65.8%	19.6%	46.2%	89.5%
Houseperson	832	796	266	126	514	156	359	782
%V	83.5%	85.6%	84.4%	83.4%	84.3%	79.2%	86.9%	83.0%
%H		95.7%	32.0%	15.1%	61.8%	18.8%	43.1%	94.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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%	
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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV 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

ITV HTV Wales

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - 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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - 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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - 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	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: ITV HTV Wales - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV HTV Wales

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+)	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: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
AB	33	33	26	0	24	18	6	32
%V	44.0%	44.0%	53.1%	-	47.1%	60.0%	27.3%	43.8%
%H (All HH)		100.0%	78.8%	0.0%	72.7%	54.5%	18.2%	97.0%
%H (TV HH)			78.8%	0.0%	72.7%	54.5%	18.2%	
C1	25	25	12	0	15	3	12	25
%V	33.3%	33.3%	24.5%	-	29.4%	10.0%	54.5%	34.2%
%H (All HH)		100.0%	48.0%	0.0%	60.0%	12.0%	48.0%	100.0%
%H (TV HH)			48.0%	0.0%	60.0%	12.0%	48.0%	
C2	14	14	10	0	10	9	2	12
%V	18.7%	18.7%	20.4%	-	19.6%	30.0%	9.1%	16.4%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	64.3%	14.3%	85.7%
%H (TV HH)			71.4%	0.0%	71.4%	64.3%	14.3%	
D	3	3	2	0	2	0	2	3
%V	4.0%	4.0%	4.1%	-	3.9%	0.0%	9.1%	4.1%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	0.0%	66.7%	
E	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	

Base: ITV Channel Islands - 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

ITV Channel Islands

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	75	75	49	0	51	30	22	73
%V (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Under 25	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
25 - 34	2	2	2	0	2	2	0	2
%V	2.7%	2.7%	4.1%	-	3.9%	6.7%	0.0%	2.7%
%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%	
35 - 44	13	13	10	0	5	3	2	13
%V	17.3%	17.3%	20.4%	-	9.8%	10.0%	9.1%	17.8%
%H (All HH)		100.0%	76.9%	0.0%	38.5%	23.1%	15.4%	100.0%
%H (TV HH)			76.9%	0.0%	38.5%	23.1%	15.4%	
45 - 54	15	15	6	0	13	6	7	15
%V	20.0%	20.0%	12.2%	-	25.5%	20.0%	31.8%	20.5%
%H (All HH)		100.0%	40.0%	0.0%	86.7%	40.0%	46.7%	100.0%
%H (TV HH)			40.0%	0.0%	86.7%	40.0%	46.7%	
55 - 64	18	18	11	0	13	8	5	18
%V	24.0%	24.0%	22.4%	-	25.5%	26.7%	22.7%	24.7%
%H (All HH)		100.0%	61.1%	0.0%	72.2%	44.4%	27.8%	100.0%
%H (TV HH)			61.1%	0.0%	72.2%	44.4%	27.8%	
65 +	28	28	20	0	19	11	8	25
%V	37.3%	37.3%	40.8%	-	37.3%	36.7%	36.4%	34.2%
%H (All HH)		100.0%	71.4%	0.0%	67.9%	39.3%	28.6%	89.3%
%H (TV HH)			71.4%	0.0%	67.9%	39.3%	28.6%	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
1	23	23	15	0	12	8	5	20
%V	30.7%	30.7%	30.6%	-	23.5%	26.7%	22.7%	27.4%
%H (All HH)		100.0%	65.2%	0.0%	52.2%	34.8%	21.7%	87.0%
%H (TV HH)			65.2%	0.0%	52.2%	34.8%	21.7%	
2	30	30	17	0	24	12	12	30
%V	40.0%	40.0%	34.7%	-	47.1%	40.0%	54.5%	41.1%
%H (All HH)		100.0%	56.7%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			56.7%	0.0%	80.0%	40.0%	40.0%	
3	9	9	7	0	7	6	2	9
%V	12.0%	12.0%	14.3%	-	13.7%	20.0%	9.1%	12.3%
%H (All HH)		100.0%	77.8%	0.0%	77.8%	66.7%	22.2%	100.0%
%H (TV HH)			77.8%	0.0%	77.8%	66.7%	22.2%	
4	12	12	8	0	8	5	3	12
%V	16.0%	16.0%	16.3%	-	15.7%	16.7%	13.6%	16.4%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	41.7%	25.0%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	41.7%	25.0%	
5+	2	2	2	0	0	0	0	2
%V	2.7%	2.7%	4.1%	-	0.0%	0.0%	0.0%	2.7%
%H (All HH)		100.0%	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%	
Average HH size	2.19	2.19	2.27	0.00	2.23	2.27	2.18	2.23

Base: ITV Channel Islands - 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

ITV Channel Islands

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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Without	58	58	37	0	40	24	16	55
%V	77.3%	77.3%	75.5%	-	78.4%	80.0%	72.7%	75.3%
%H (All HH)		100.0%	63.8%	0.0%	69.0%	41.4%	27.6%	94.8%
%H (TV HH)			63.8%	0.0%	69.0%	41.4%	27.6%	
With	18	18	12	0	11	6	5	18
%V	24.0%	24.0%	24.5%	-	21.6%	20.0%	22.7%	24.7%
%H (All HH)		100.0%	66.7%	0.0%	61.1%	33.3%	27.8%	100.0%
%H (TV HH)			66.7%	0.0%	61.1%	33.3%	27.8%	
0 - 3	6	6	6	0	2	2	0	6
%V	8.0%	8.0%	12.2%	-	3.9%	6.7%	0.0%	8.2%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
4 - 9	8	8	8	0	3	3	0	8
%V	10.7%	10.7%	16.3%	-	5.9%	10.0%	0.0%	11.0%
%H (All HH)		100.0%	100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
10 - 15	9	9	3	0	5	0	5	9
%V	12.0%	12.0%	6.1%	-	9.8%	0.0%	22.7%	12.3%
%H (All HH)		100.0%	33.3%	0.0%	55.6%	0.0%	55.6%	100.0%
%H (TV HH)			33.3%	0.0%	55.6%	0.0%	55.6%	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
1	24	24	14	0	15	8	7	21
%V	32.0%	32.0%	28.6%	-	29.4%	26.7%	31.8%	28.8%
%H (All HH)		100.0%	58.3%	0.0%	62.5%	33.3%	29.2%	87.5%
%H (TV HH)			58.3%	0.0%	62.5%	33.3%	29.2%	
2	27	27	20	0	19	13	6	27
%V	36.0%	36.0%	40.8%	-	37.3%	43.3%	27.3%	37.0%
%H (All HH)		100.0%	74.1%	0.0%	70.4%	48.1%	22.2%	100.0%
%H (TV HH)			74.1%	0.0%	70.4%	48.1%	22.2%	
3	18	18	12	0	11	5	7	18
%V	24.0%	24.0%	24.5%	-	21.6%	16.7%	31.8%	24.7%
%H (All HH)		100.0%	66.7%	0.0%	61.1%	27.8%	38.9%	100.0%
%H (TV HH)			66.7%	0.0%	61.1%	27.8%	38.9%	
4	6	6	4	0	6	4	2	6
%V	8.0%	8.0%	8.2%	-	11.8%	13.3%	9.1%	8.2%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
5+	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%V (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Under 20"	21	21	10	0	16	5	11	21
%V	28.0%	28.0%	20.4%	-	31.4%	16.7%	50.0%	28.8%
%H (All HH)		100.0%	47.6%	0.0%	76.2%	23.8%	52.4%	100.0%
%H (TV HH)			47.6%	0.0%	76.2%	23.8%	52.4%	
20" - 29"	20	20	16	0	14	11	3	20
%V	26.7%	26.7%	32.7%	-	27.5%	36.7%	13.6%	27.4%
%H (All HH)		100.0%	80.0%	0.0%	70.0%	55.0%	15.0%	100.0%
%H (TV HH)			80.0%	0.0%	70.0%	55.0%	15.0%	
30" - 39"	32	32	23	0	25	17	8	31
%V	42.7%	42.7%	46.9%	-	49.0%	56.7%	36.4%	42.5%
%H (All HH)		100.0%	71.9%	0.0%	78.1%	53.1%	25.0%	96.9%
%H (TV HH)			71.9%	0.0%	78.1%	53.1%	25.0%	
40" - 49"	35	35	23	0	23	14	10	34
%V	46.7%	46.7%	46.9%	-	45.1%	46.7%	45.5%	46.6%
%H (All HH)		100.0%	65.7%	0.0%	65.7%	40.0%	28.6%	97.1%
%H (TV HH)			65.7%	0.0%	65.7%	40.0%	28.6%	
50" - 59"	23	23	16	0	14	8	6	23
%V	30.7%	30.7%	32.7%	-	27.5%	26.7%	27.3%	31.5%
%H (All HH)		100.0%	69.6%	0.0%	60.9%	34.8%	26.1%	100.0%
%H (TV HH)			69.6%	0.0%	60.9%	34.8%	26.1%	
60"+	3	3	2	0	2	0	2	3
%V	4.0%	4.0%	4.1%	-	3.9%	0.0%	9.1%	4.1%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	0.0%	66.7%	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%V (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Main living room	74	74	48	0	50	28	22	71
%V	98.7%	98.7%	98.0%	-	98.0%	93.3%	100.0%	97.3%
%H (All HH)		100.0%	64.9%	0.0%	67.6%	37.8%	29.7%	95.9%
%H (TV HH)			64.9%	0.0%	67.6%	37.8%	29.7%	
Kitchen	19	19	12	0	12	5	7	19
%V	25.3%	25.3%	24.5%	-	23.5%	16.7%	31.8%	26.0%
%H (All HH)		100.0%	63.2%	0.0%	63.2%	26.3%	36.8%	100.0%
%H (TV HH)			63.2%	0.0%	63.2%	26.3%	36.8%	
Adult's bedroom	43	43	32	0	32	22	10	43
%V	57.3%	57.3%	65.3%	-	62.7%	73.3%	45.5%	58.9%
%H (All HH)		100.0%	74.4%	0.0%	74.4%	51.2%	23.3%	100.0%
%H (TV HH)			74.4%	0.0%	74.4%	51.2%	23.3%	
Child's bedroom	4	4	2	0	4	2	2	4
%V	5.3%	5.3%	4.1%	-	7.8%	6.7%	9.1%	5.5%
%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%	
Other bedroom	6	6	6	0	4	4	0	6
%V	8.0%	8.0%	12.2%	-	7.8%	13.3%	0.0%	8.2%
%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%	
Second living/dining room	5	5	0	0	5	0	5	5
%V	6.7%	6.7%	0.0%	-	9.8%	0.0%	22.7%	6.8%
%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%	
Study/office	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
TV room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Conservatory	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Attic or loft room	2	2	0	0	2	0	2	2
%V	2.7%	2.7%	0.0%	-	3.9%	0.0%	9.1%	2.7%
%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	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	2	0	0	0	0	2
%V	2.7%	2.7%	4.1%	-	0.0%	0.0%	0.0%	2.7%
%H (All HH)		100.0%	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%	

Base: ITV Channel Islands - 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 15.8: 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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Any DSAT provider	49	49	49	0	30	30	0	48
%V	65.3%	65.3%	100.0%	-	58.8%	100.0%	0.0%	65.8%
%H (All HH)			100.0%	0.0%	61.2%	61.2%	0.0%	98.0%
%H (TV HH)			100.0%	0.0%	61.2%	61.2%	0.0%	
Sky with subscription	41	41	41	0	25	25	0	40
%V	54.7%	54.7%	83.7%	-	49.0%	83.3%	0.0%	54.8%
%H (All HH)			100.0%	0.0%	61.0%	61.0%	0.0%	97.6%
%H (TV HH)			100.0%	0.0%	61.0%	61.0%	0.0%	
Sky without subscription	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)			-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Freesat	5	5	5	0	3	3	0	5
%V	6.7%	6.7%	10.2%	-	5.9%	10.0%	0.0%	6.8%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Other satellite provider	5	5	5	0	2	2	0	5
%V	6.7%	6.7%	10.2%	-	3.9%	6.7%	0.0%	6.8%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)			-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
DTT	51	51	30	0	51	30	22	50
%V	68.0%	68.0%	61.2%	-	100.0%	100.0%	100.0%	68.5%
%H (All HH)		100.0%	58.8%	0.0%	100.0%	58.8%	43.1%	98.0%
%H (TV HH)			58.8%	0.0%	100.0%	58.8%	43.1%	

Base: ITV Channel Islands - 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 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	75	75	49	0	51	30	22	73
%H (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
PVR	50	50	47	0	33	30	3	48
%V	66.7%	66.7%	95.9%	-	64.7%	100.0%	13.6%	65.8%
%H (All HH)		100.0%	94.0%	0.0%	66.0%	60.0%	6.0%	96.0%
%H (TV HH)			94.0%	0.0%	66.0%	60.0%	6.0%	
DVDR	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
VCR	4	4	3	0	3	2	1	3
%V	5.3%	5.3%	6.1%	-	5.9%	6.7%	4.5%	4.1%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	50.0%	25.0%	
Any recorder	52	52	47	0	34	30	4	49
%V	69.3%	69.3%	95.9%	-	66.7%	100.0%	18.2%	67.1%
%H (All HH)		100.0%	90.4%	0.0%	65.4%	57.7%	7.7%	94.2%
%H (TV HH)			90.4%	0.0%	65.4%	57.7%	7.7%	
Receives HDTV (via STB or built-in reception)	62	62	46	0	45	30	15	59
%V	82.7%	82.7%	93.9%	-	88.2%	100.0%	68.2%	80.8%
%H (All HH)		100.0%	74.2%	0.0%	72.6%	48.4%	24.2%	95.2%
%H (TV HH)			74.2%	0.0%	72.6%	48.4%	24.2%	
DVD/Blu-ray player or recorder	49	49	33	0	33	18	14	46
%V	65.3%	65.3%	67.3%	-	64.7%	60.0%	63.6%	63.0%
%H (All HH)		100.0%	67.3%	0.0%	67.3%	36.7%	28.6%	93.9%
%H (TV HH)			67.3%	0.0%	67.3%	36.7%	28.6%	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	75	75	49	0	51	30	22	73
%V (All HH)		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
%H (TV HH)			65.3%	0.0%	68.0%	40.0%	29.3%	
Has broadband internet	73	73	48	0	50	30	20	73
%V	97.3%	97.3%	98.0%	-	98.0%	100.0%	90.9%	100.0%
%H (All HH)		100.0%	65.8%	0.0%	68.5%	41.1%	27.4%	100.0%
%H (TV HH)			65.8%	0.0%	68.5%	41.1%	27.4%	
Number of computers (PCs and laptops)								
0	2	2	1	0	1	0	2	0
%V	2.7%	2.7%	2.0%	-	2.0%	0.0%	9.1%	0.0%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	100.0%	0.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	100.0%	
1	16	16	12	0	9	6	3	16
%V	21.3%	21.3%	24.5%	-	17.6%	20.0%	13.6%	21.9%
%H (All HH)		100.0%	75.0%	0.0%	56.3%	37.5%	18.8%	100.0%
%H (TV HH)			75.0%	0.0%	56.3%	37.5%	18.8%	
2	14	14	7	0	9	5	5	14
%V	18.7%	18.7%	14.3%	-	17.6%	16.7%	22.7%	19.2%
%H (All HH)		100.0%	50.0%	0.0%	64.3%	35.7%	35.7%	100.0%
%H (TV HH)			50.0%	0.0%	64.3%	35.7%	35.7%	
3	26	26	19	0	21	14	7	26
%V	34.7%	34.7%	38.8%	-	41.2%	46.7%	31.8%	35.6%
%H (All HH)		100.0%	73.1%	0.0%	80.8%	53.8%	26.9%	100.0%
%H (TV HH)			73.1%	0.0%	80.8%	53.8%	26.9%	
4	8	8	6	0	5	3	2	8
%V	10.7%	10.7%	12.2%	-	9.8%	10.0%	9.1%	11.0%
%H (All HH)		100.0%	75.0%	0.0%	62.5%	37.5%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	62.5%	37.5%	25.0%	
5+	8	8	3	0	5	2	3	8
%V	10.7%	10.7%	6.1%	-	9.8%	6.7%	13.6%	11.0%
%H (All HH)		100.0%	37.5%	0.0%	62.5%	25.0%	37.5%	100.0%
%H (TV HH)			37.5%	0.0%	62.5%	25.0%	37.5%	

Base: ITV Channel Islands - 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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ITV Channel Islands

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	157	104	0	111	64	46	154
%H		66.2%	0.0%	70.7%	40.8%	29.3%	98.1%
Under 20"	23	10	0	18	5	13	23
%V	14.6%	9.6%	-	16.2%	7.8%	28.3%	14.9%
%H		43.5%	0.0%	78.3%	21.7%	56.5%	100.0%
20" - 29"	27	22	0	20	15	5	27
%V	17.2%	21.2%	-	18.0%	23.4%	10.9%	17.5%
%H		81.5%	0.0%	74.1%	55.6%	18.5%	100.0%
30" - 39"	41	30	0	33	23	9	39
%V	26.1%	28.8%	-	29.7%	35.9%	19.6%	25.3%
%H		73.2%	0.0%	80.5%	56.1%	22.0%	95.1%
40" - 49"	38	25	0	25	14	12	37
%V	24.2%	24.0%	-	22.5%	21.9%	26.1%	24.0%
%H		65.8%	0.0%	65.8%	36.8%	31.6%	97.4%
50" - 59"	25	16	0	14	8	6	25
%V	15.9%	15.4%	-	12.6%	12.5%	13.0%	16.2%
%H		64.0%	0.0%	56.0%	32.0%	24.0%	100.0%
60"+	3	2	0	2	0	2	3
%V	1.9%	1.9%	-	1.8%	0.0%	4.3%	1.9%
%H		66.7%	0.0%	66.7%	0.0%	66.7%	100.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	157	104	0	111	64	46	154
%H		66.2%	0.0%	70.7%	40.8%	29.3%	98.1%
Main living room	74	48	0	50	28	22	71
%V	47.1%	46.2%	-	45.0%	43.8%	47.8%	46.1%
%H		64.9%	0.0%	67.6%	37.8%	29.7%	95.9%
Kitchen	19	12	0	12	5	7	19
%V	12.1%	11.5%	-	10.8%	7.8%	15.2%	12.3%
%H		63.2%	0.0%	63.2%	26.3%	36.8%	100.0%
Adult's bedroom	47	36	0	35	25	10	47
%V	29.9%	34.6%	-	31.5%	39.1%	21.7%	30.5%
%H		76.6%	0.0%	74.5%	53.2%	21.3%	100.0%
Child's bedroom	4	2	0	4	2	2	4
%V	2.5%	1.9%	-	3.6%	3.1%	4.3%	2.6%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other bedroom	6	6	0	4	4	0	6
%V	3.8%	5.8%	-	3.6%	6.3%	0.0%	3.9%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
Second living/dining room	5	0	0	5	0	5	5
%V	3.2%	0.0%	-	4.5%	0.0%	10.9%	3.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Study/office	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
TV room	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Conservatory	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Attic or loft room	2	0	0	2	0	2	2
%V	1.3%	0.0%	-	1.8%	0.0%	4.3%	1.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	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%
%H		-	-	-	-	-	-
Other	2	2	0	0	0	0	2
%V	1.3%	1.9%	-	0.0%	0.0%	0.0%	1.3%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

Base: ITV Channel Islands - 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 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	157	104	0	111	64	46	154
%H		66.2%	0.0%	70.7%	40.8%	29.3%	98.1%
PVR	77	74	0	46	43	3	75
%V	49.0%	71.2%	-	41.4%	67.2%	6.5%	48.7%
%H		96.1%	0.0%	59.7%	55.8%	3.9%	97.4%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	4	3	0	3	2	1	3
%V	2.5%	2.9%	-	2.7%	3.1%	2.2%	1.9%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	75.0%
Any recorder	80	76	0	48	44	4	77
%V	51.0%	73.1%	-	43.2%	68.8%	8.7%	50.0%
%H		95.0%	0.0%	60.0%	55.0%	5.0%	96.3%

Base: ITV Channel Islands - 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	157	104	0	111	64	46	154
%H		66.2%	0.0%	70.7%	40.8%	29.3%	98.1%
Receives HDTV (via STB or built-in reception)	95	78	0	63	46	17	92
%V	60.5%	75.0%	-	56.8%	71.9%	37.0%	59.7%
%H		82.1%	0.0%	66.3%	48.4%	17.9%	96.8%
DVD/Blu-ray player or recorder	66	44	0	46	26	20	63
%V	42.0%	42.3%	-	41.4%	40.6%	43.5%	40.9%
%H		66.7%	0.0%	69.7%	39.4%	30.3%	95.5%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	75	49	0	51	30	22	73
%H		65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
Under 20"	2	2	0	2	2	0	2
%V	2.7%	4.1%	-	3.9%	6.7%	0.0%	2.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
20" - 29"	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
30" - 39"	15	8	0	13	7	6	14
%V	20.0%	16.3%	-	25.5%	23.3%	27.3%	19.2%
%H		53.3%	0.0%	86.7%	46.7%	40.0%	93.3%
40" - 49"	35	23	0	23	14	10	34
%V	46.7%	46.9%	-	45.1%	46.7%	45.5%	46.6%
%H		65.7%	0.0%	65.7%	40.0%	28.6%	97.1%
50" - 59"	22	15	0	14	8	6	22
%V	29.3%	30.6%	-	27.5%	26.7%	27.3%	30.1%
%H		68.2%	0.0%	63.6%	36.4%	27.3%	100.0%
60"+	2	2	0	0	0	0	2
%V	2.7%	4.1%	-	0.0%	0.0%	0.0%	2.7%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

Base: ITV Channel Islands - 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 15.16: 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	75	49	0	51	30	22	73
%H		65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
PVR	49	46	0	31	28	3	46
%V	65.3%	93.9%	-	60.8%	93.3%	13.6%	63.0%
%H		93.9%	0.0%	63.3%	57.1%	6.1%	93.9%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	3	1	0	1	0	1	1
%V	4.0%	2.0%	-	2.0%	0.0%	4.5%	1.4%
%H		33.3%	0.0%	33.3%	0.0%	33.3%	33.3%
Any recorder	50	46	0	33	28	4	47
%V	66.7%	93.9%	-	64.7%	93.3%	18.2%	64.4%
%H		92.0%	0.0%	66.0%	56.0%	8.0%	94.0%

Base: ITV Channel Islands - 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	75	49	0	51	30	22	73
%H		65.3%	0.0%	68.0%	40.0%	29.3%	97.3%
Receives HDTV (via STB or built-in reception)	60	46	0	43	30	14	57
%V	80.0%	93.9%	-	84.3%	100.0%	63.6%	78.1%
%H		76.7%	0.0%	71.7%	50.0%	23.3%	95.0%
DVD/Blu-ray player or recorder	46	33	0	29	18	11	43
%V	61.3%	67.3%	-	56.9%	60.0%	50.0%	58.9%
%H		71.7%	0.0%	63.0%	39.1%	23.9%	93.5%

Base: ITV Channel Islands - 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	81	55	0	59	35	25	81
%H		67.9%	0.0%	72.8%	43.2%	30.9%	100.0%
Under 20"	22	8	0	16	3	13	22
%V	27.2%	14.5%	-	27.1%	8.6%	52.0%	27.2%
%H		36.4%	0.0%	72.7%	13.6%	59.1%	100.0%
20" - 29"	27	22	0	20	15	5	27
%V	33.3%	40.0%	-	33.9%	42.9%	20.0%	33.3%
%H		81.5%	0.0%	74.1%	55.6%	18.5%	100.0%
30" - 39"	25	22	0	20	17	3	25
%V	30.9%	40.0%	-	33.9%	48.6%	12.0%	30.9%
%H		88.0%	0.0%	80.0%	68.0%	12.0%	100.0%
40" - 49"	3	1	0	2	0	2	3
%V	3.7%	1.8%	-	3.4%	0.0%	8.0%	3.7%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
50" - 59"	3	2	0	0	0	0	3
%V	3.7%	3.6%	-	0.0%	0.0%	0.0%	3.7%
%H		66.7%	0.0%	0.0%	0.0%	0.0%	100.0%
60"+	2	0	0	2	0	2	2
%V	2.5%	0.0%	-	3.4%	0.0%	8.0%	2.5%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Don't know	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	81	55	0	59	35	25	81
%H		67.9%	0.0%	72.8%	43.2%	30.9%	100.0%
PVR	29	29	0	14	14	0	29
%V	35.8%	52.7%	-	23.7%	40.0%	0.0%	35.8%
%H		100.0%	0.0%	48.3%	48.3%	0.0%	100.0%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	2	2	0	2	2	0	2
%V	2.5%	3.6%	-	3.4%	5.7%	0.0%	2.5%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	30	30	0	16	16	0	30
%V	37.0%	54.5%	-	27.1%	45.7%	0.0%	37.0%
%H		100.0%	0.0%	53.3%	53.3%	0.0%	100.0%

Base: ITV Channel Islands - 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	81	55	0	59	35	25	81
%H		67.9%	0.0%	72.8%	43.2%	30.9%	100.0%
Receives HDTV (via STB or built-in reception)	36	32	0	19	16	3	36
%V	44.4%	58.2%	-	32.2%	45.7%	12.0%	44.4%
%H		88.9%	0.0%	52.8%	44.4%	8.3%	100.0%
DVD/Blu-ray player or recorder	21	10	0	17	8	9	21
%V	25.9%	18.2%	-	28.8%	22.9%	36.0%	25.9%
%H		47.6%	0.0%	81.0%	38.1%	42.9%	100.0%

Base: ITV Channel Islands - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	165	165	112	0	115	68	47	162
%H		100.0%	67.9%	0.0%	69.7%	41.2%	28.5%	98.2%
Total Children	26	26	20	0	13	7	5	26
%V	15.8%	15.8%	17.9%	-	11.3%	10.3%	10.6%	16.0%
%H		100.0%	76.9%	0.0%	50.0%	26.9%	19.2%	100.0%
0 - 3	6	6	6	0	2	2	0	6
%V	3.6%	3.6%	5.4%	-	1.7%	2.9%	0.0%	3.7%
%H		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
4 - 15	20	20	15	0	11	5	5	20
%V	12.1%	12.1%	13.4%	-	9.6%	7.4%	10.6%	12.3%
%H		100.0%	75.0%	0.0%	55.0%	25.0%	25.0%	100.0%
4 - 9	12	12	12	0	5	5	0	12
%V	7.3%	7.3%	10.7%	-	4.3%	7.4%	0.0%	7.4%
%H		100.0%	100.0%	0.0%	41.7%	41.7%	0.0%	100.0%
10 - 15	9	9	3	0	5	0	5	9
%V	5.5%	5.5%	2.7%	-	4.3%	0.0%	10.6%	5.6%
%H		100.0%	33.3%	0.0%	55.6%	0.0%	55.6%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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	165	165	112	0	115	68	47	162
%H		100.0%	67.9%	0.0%	69.7%	41.2%	28.5%	98.2%
Total Adults (16+)	139	139	91	0	102	61	42	136
%V	84.2%	84.2%	81.3%	-	88.7%	89.7%	89.4%	84.0%
%H		100.0%	65.5%	0.0%	73.4%	43.9%	30.2%	97.8%
16 - 19	5	5	2	0	5	2	3	5
%V	3.0%	3.0%	1.8%	-	4.3%	2.9%	6.4%	3.1%
%H		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
20 - 24	6	6	2	0	6	2	4	6
%V	3.6%	3.6%	1.8%	-	5.2%	2.9%	8.5%	3.7%
%H		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
25 - 34	11	11	11	0	11	11	0	11
%V	6.7%	6.7%	9.8%	-	9.6%	16.2%	0.0%	6.8%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
35 - 44	25	25	20	0	9	7	2	25
%V	15.2%	15.2%	17.9%	-	7.8%	10.3%	4.3%	15.4%
%H		100.0%	80.0%	0.0%	36.0%	28.0%	8.0%	100.0%
45 - 54	25	25	9	0	23	9	14	25
%V	15.2%	15.2%	8.0%	-	20.0%	13.2%	29.8%	15.4%
%H		100.0%	36.0%	0.0%	92.0%	36.0%	56.0%	100.0%
55 - 64	28	28	18	0	20	11	8	28
%V	17.0%	17.0%	16.1%	-	17.4%	16.2%	17.0%	17.3%
%H		100.0%	64.3%	0.0%	71.4%	39.3%	28.6%	100.0%
65+	40	40	29	0	29	19	10	37
%V	24.2%	24.2%	25.9%	-	25.2%	27.9%	21.3%	22.8%
%H		100.0%	72.5%	0.0%	72.5%	47.5%	25.0%	92.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	139	139	91	0	102	61	42	136
%H		100.0%	65.5%	0.0%	73.4%	43.9%	30.2%	97.8%
AB	62	62	44	0	48	32	16	61
%V	44.6%	44.6%	48.4%	-	47.1%	52.5%	38.1%	44.9%
%H		100.0%	71.0%	0.0%	77.4%	51.6%	25.8%	98.4%
C1	43	43	21	0	30	10	20	43
%V	30.9%	30.9%	23.1%	-	29.4%	16.4%	47.6%	31.6%
%H		100.0%	48.8%	0.0%	69.8%	23.3%	46.5%	100.0%
C2	28	28	23	0	21	19	2	26
%V	20.1%	20.1%	25.3%	-	20.6%	31.1%	4.8%	19.1%
%H		100.0%	82.1%	0.0%	75.0%	67.9%	7.1%	92.9%
D	7	7	4	0	3	0	3	7
%V	5.0%	5.0%	4.4%	-	2.9%	0.0%	7.1%	5.1%
%H		100.0%	57.1%	0.0%	42.9%	0.0%	42.9%	100.0%
E	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-	-

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	139	139	91	0	102	61	42	136
%H		100.0%	65.5%	0.0%	73.4%	43.9%	30.2%	97.8%
Working full time	71	71	47	0	49	30	19	71
%V	51.1%	51.1%	51.6%	-	48.0%	49.2%	45.2%	52.2%
%H		100.0%	66.2%	0.0%	69.0%	42.3%	26.8%	100.0%
Working part time	17	17	9	0	14	5	8	17
%V	12.2%	12.2%	9.9%	-	13.7%	8.2%	19.0%	12.5%
%H		100.0%	52.9%	0.0%	82.4%	29.4%	47.1%	100.0%
Not working	51	51	36	0	39	25	14	48
%V	36.7%	36.7%	39.6%	-	38.2%	41.0%	33.3%	35.3%
%H		100.0%	70.6%	0.0%	76.5%	49.0%	27.5%	94.1%
Houseperson	75	75	49	0	51	30	22	73
%V	54.0%	54.0%	53.8%	-	50.0%	49.2%	52.4%	53.7%
%H		100.0%	65.3%	0.0%	68.0%	40.0%	29.3%	97.3%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	62	62	43	0	43	29	14	62
%H		100.0%	69.4%	0.0%	69.4%	46.8%	22.6%	100.0%
16 - 19	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-	-
20 - 24	2	2	0	0	2	0	2	2
%V	3.2%	3.2%	0.0%	-	4.7%	0.0%	14.3%	3.2%
%H		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
25 - 34	7	7	7	0	7	7	0	7
%V	11.3%	11.3%	16.3%	-	16.3%	24.1%	0.0%	11.3%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
35 - 44	12	12	10	0	4	4	0	12
%V	19.4%	19.4%	23.3%	-	9.3%	13.8%	0.0%	19.4%
%H		100.0%	83.3%	0.0%	33.3%	33.3%	0.0%	100.0%
45 - 54	10	10	4	0	9	4	5	10
%V	16.1%	16.1%	9.3%	-	20.9%	13.8%	35.7%	16.1%
%H		100.0%	40.0%	0.0%	90.0%	40.0%	50.0%	100.0%
55 - 64	13	13	10	0	8	7	2	13
%V	21.0%	21.0%	23.3%	-	18.6%	24.1%	14.3%	21.0%
%H		100.0%	76.9%	0.0%	61.5%	53.8%	15.4%	100.0%
65+	18	18	12	0	14	8	6	18
%V	29.0%	29.0%	27.9%	-	32.6%	27.6%	42.9%	29.0%
%H		100.0%	66.7%	0.0%	77.8%	44.4%	33.3%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	62	62	43	0	43	29	14	62
%H		100.0%	69.4%	0.0%	69.4%	46.8%	22.6%	100.0%
AB	31	31	23	0	23	17	6	31
%V	50.0%	50.0%	53.5%	-	53.5%	58.6%	42.9%	50.0%
%H		100.0%	74.2%	0.0%	74.2%	54.8%	19.4%	100.0%
C1	17	17	9	0	11	5	6	17
%V	27.4%	27.4%	20.9%	-	25.6%	17.2%	42.9%	27.4%
%H		100.0%	52.9%	0.0%	64.7%	29.4%	35.3%	100.0%
C2	10	10	9	0	7	7	0	10
%V	16.1%	16.1%	20.9%	-	16.3%	24.1%	0.0%	16.1%
%H		100.0%	90.0%	0.0%	70.0%	70.0%	0.0%	100.0%
D	3	3	2	0	2	0	2	3
%V	4.8%	4.8%	4.7%	-	4.7%	0.0%	14.3%	4.8%
%H		100.0%	66.7%	0.0%	66.7%	0.0%	66.7%	100.0%
E	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-	-

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	62	62	43	0	43	29	14	62
%H		100.0%	69.4%	0.0%	69.4%	46.8%	22.6%	100.0%
Working full time	43	43	31	0	29	21	8	43
%V	69.4%	69.4%	72.1%	-	67.4%	72.4%	57.1%	69.4%
%H		100.0%	72.1%	0.0%	67.4%	48.8%	18.6%	100.0%
Working part time	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-	-
Not working	19	19	12	0	14	8	6	19
%V	30.6%	30.6%	27.9%	-	32.6%	27.6%	42.9%	30.6%
%H		100.0%	63.2%	0.0%	73.7%	42.1%	31.6%	100.0%
Houseperson	12	12	6	0	6	3	3	12
%V	19.4%	19.4%	14.0%	-	14.0%	10.3%	21.4%	19.4%
%H		100.0%	50.0%	0.0%	50.0%	25.0%	25.0%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	77	77	49	0	59	32	27	74
%H		100.0%	63.6%	0.0%	76.6%	41.6%	35.1%	96.1%
16 - 19	5	5	2	0	5	2	3	5
%V	6.5%	6.5%	4.1%	-	8.5%	6.3%	11.1%	6.8%
%H		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
20 - 24	4	4	2	0	4	2	2	4
%V	5.2%	5.2%	4.1%	-	6.8%	6.3%	7.4%	5.4%
%H		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
25 - 34	4	4	4	0	4	4	0	4
%V	5.2%	5.2%	8.2%	-	6.8%	12.5%	0.0%	5.4%
%H		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
35 - 44	13	13	10	0	5	3	2	13
%V	16.9%	16.9%	20.4%	-	8.5%	9.4%	7.4%	17.6%
%H		100.0%	76.9%	0.0%	38.5%	23.1%	15.4%	100.0%
45 - 54	15	15	6	0	15	6	9	15
%V	19.5%	19.5%	12.2%	-	25.4%	18.8%	33.3%	20.3%
%H		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
55 - 64	15	15	8	0	11	5	6	15
%V	19.5%	19.5%	16.3%	-	18.6%	15.6%	22.2%	20.3%
%H		100.0%	53.3%	0.0%	73.3%	33.3%	40.0%	100.0%
65+	22	22	17	0	15	11	4	19
%V	28.6%	28.6%	34.7%	-	25.4%	34.4%	14.8%	25.7%
%H		100.0%	77.3%	0.0%	68.2%	50.0%	18.2%	86.4%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	77	77	49	0	59	32	27	74
%H		100.0%	63.6%	0.0%	76.6%	41.6%	35.1%	96.1%
AB	31	31	21	0	25	15	10	30
%V	40.3%	40.3%	42.9%	-	42.4%	46.9%	37.0%	40.5%
%H		100.0%	67.7%	0.0%	80.6%	48.4%	32.3%	96.8%
C1	26	26	12	0	19	5	14	26
%V	33.8%	33.8%	24.5%	-	32.2%	15.6%	51.9%	35.1%
%H		100.0%	46.2%	0.0%	73.1%	19.2%	53.8%	100.0%
C2	17	17	14	0	14	12	2	16
%V	22.1%	22.1%	28.6%	-	23.7%	37.5%	7.4%	21.6%
%H		100.0%	82.4%	0.0%	82.4%	70.6%	11.8%	94.1%
D	3	3	2	0	2	0	2	3
%V	3.9%	3.9%	4.1%	-	3.4%	0.0%	7.4%	4.1%
%H		100.0%	66.7%	0.0%	66.7%	0.0%	66.7%	100.0%
E	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-	-

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Channel Islands

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+)	77	77	49	0	59	32	27	74
%H		100.0%	63.6%	0.0%	76.6%	41.6%	35.1%	96.1%
Working full time	28	28	16	0	20	9	11	28
%V	36.4%	36.4%	32.7%	-	33.9%	28.1%	40.7%	37.8%
%H		100.0%	57.1%	0.0%	71.4%	32.1%	39.3%	100.0%
Working part time	17	17	9	0	14	5	8	17
%V	22.1%	22.1%	18.4%	-	23.7%	15.6%	29.6%	23.0%
%H		100.0%	52.9%	0.0%	82.4%	29.4%	47.1%	100.0%
Not working	32	32	24	0	25	18	8	29
%V	41.6%	41.6%	49.0%	-	42.4%	56.3%	29.6%	39.2%
%H		100.0%	75.0%	0.0%	78.1%	56.3%	25.0%	90.6%
Houseperson	63	63	43	0	45	27	18	60
%V	81.8%	81.8%	87.8%	-	76.3%	84.4%	66.7%	81.1%
%H		100.0%	68.3%	0.0%	71.4%	42.9%	28.6%	95.2%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Scotland

Household level data

Table 16.1: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
AB	611	579	234	93	331	132	200	587
%V	25.6%	25.9%	28.3%	25.5%	25.5%	28.8%	23.8%	27.5%
%H (All HH)		94.8%	38.3%	15.2%	54.2%	21.6%	32.7%	96.1%
%H (TV HH)			40.4%	16.1%	57.2%	22.8%	34.5%	
C1	681	625	231	101	359	135	224	630
%V	28.6%	27.9%	27.9%	27.7%	27.6%	29.4%	26.7%	29.6%
%H (All HH)		91.8%	33.9%	14.8%	52.7%	19.8%	32.9%	92.5%
%H (TV HH)			37.0%	16.2%	57.4%	21.6%	35.8%	
C2	473	457	181	79	258	96	162	430
%V	19.8%	20.4%	21.9%	21.7%	19.9%	20.9%	19.3%	20.2%
%H (All HH)		96.6%	38.3%	16.7%	54.5%	20.3%	34.2%	90.9%
%H (TV HH)			39.6%	17.3%	56.5%	21.0%	35.4%	
D	388	362	121	65	205	64	141	317
%V	16.3%	16.2%	14.6%	17.9%	15.8%	13.9%	16.8%	14.9%
%H (All HH)		93.3%	31.2%	16.8%	52.8%	16.5%	36.3%	81.7%
%H (TV HH)			33.4%	18.0%	56.6%	17.7%	39.0%	
E	231	214	60	26	145	32	113	166
%V	9.7%	9.6%	7.3%	7.1%	11.2%	7.0%	13.5%	7.8%
%H (All HH)		92.6%	26.0%	11.3%	62.8%	13.9%	48.9%	71.9%
%H (TV HH)			28.0%	12.1%	67.8%	15.0%	52.8%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.2: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Under 25	113	78	14	7	24	5	18	112
%V	4.7%	3.5%	1.7%	1.9%	1.8%	1.1%	2.1%	5.3%
%H (All HH)		69.0%	12.4%	6.2%	21.2%	4.4%	15.9%	99.1%
%H (TV HH)			17.9%	9.0%	30.8%	6.4%	23.1%	
25 - 34	361	315	94	33	123	32	91	352
%V	15.1%	14.1%	11.4%	9.1%	9.5%	7.0%	10.8%	16.5%
%H (All HH)		87.3%	26.0%	9.1%	34.1%	8.9%	25.2%	97.5%
%H (TV HH)			29.8%	10.5%	39.0%	10.2%	28.9%	
35 - 44	377	348	149	49	169	70	100	366
%V	15.8%	15.6%	18.0%	13.5%	13.0%	15.3%	11.9%	17.2%
%H (All HH)		92.3%	39.5%	13.0%	44.8%	18.6%	26.5%	97.1%
%H (TV HH)			42.8%	14.1%	48.6%	20.1%	28.7%	
45 - 54	430	411	177	74	244	101	142	420
%V	18.0%	18.4%	21.4%	20.3%	18.8%	22.0%	16.9%	19.7%
%H (All HH)		95.6%	41.2%	17.2%	56.7%	23.5%	33.0%	97.7%
%H (TV HH)			43.1%	18.0%	59.4%	24.6%	34.5%	
55 - 64	445	435	185	92	260	107	153	410
%V	18.7%	19.4%	22.4%	25.3%	20.0%	23.3%	18.2%	19.2%
%H (All HH)		97.8%	41.6%	20.7%	58.4%	24.0%	34.4%	92.1%
%H (TV HH)			42.5%	21.1%	59.8%	24.6%	35.2%	
65 +	658	651	209	108	480	144	335	471
%V	27.6%	29.1%	25.3%	29.7%	37.0%	31.4%	39.9%	22.1%
%H (All HH)		98.9%	31.8%	16.4%	72.9%	21.9%	50.9%	71.6%
%H (TV HH)			32.1%	16.6%	73.7%	22.1%	51.5%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.3: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
1	880	803	224	107	532	114	419	668
%V	36.9%	35.9%	27.1%	29.4%	41.0%	24.8%	49.9%	31.3%
%H (All HH)		91.3%	25.5%	12.2%	60.5%	13.0%	47.6%	75.9%
%H (TV HH)			27.9%	13.3%	66.3%	14.2%	52.2%	
2	803	770	291	133	440	180	260	767
%V	33.7%	34.4%	35.2%	36.5%	33.9%	39.2%	31.0%	36.0%
%H (All HH)		95.9%	36.2%	16.6%	54.8%	22.4%	32.4%	95.5%
%H (TV HH)			37.8%	17.3%	57.1%	23.4%	33.8%	
3	335	317	138	62	157	76	81	334
%V	14.1%	14.2%	16.7%	17.0%	12.1%	16.6%	9.6%	15.7%
%H (All HH)		94.6%	41.2%	18.5%	46.9%	22.7%	24.2%	99.7%
%H (TV HH)			43.5%	19.6%	49.5%	24.0%	25.6%	
4	267	254	128	44	126	68	58	263
%V	11.2%	11.4%	15.5%	12.1%	9.7%	14.8%	6.9%	12.3%
%H (All HH)		95.1%	47.9%	16.5%	47.2%	25.5%	21.7%	98.5%
%H (TV HH)			50.4%	17.3%	49.6%	26.8%	22.8%	
5+	100	93	46	18	43	22	21	98
%V	4.2%	4.2%	5.6%	4.9%	3.3%	4.8%	2.5%	4.6%
%H (All HH)		93.0%	46.0%	18.0%	43.0%	22.0%	21.0%	98.0%
%H (TV HH)			49.5%	19.4%	46.2%	23.7%	22.6%	
Average HH size	2.13	2.15	2.40	2.28	2.01	2.37	1.82	2.24

Base: ITV 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

ITV Scotland

Household level data

Table 16.4: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Without	1873	1746	609	286	1064	361	703	1625
%V	78.6%	78.1%	73.6%	78.6%	81.9%	78.6%	83.7%	76.3%
%H (All HH)		93.2%	32.5%	15.3%	56.8%	19.3%	37.5%	86.8%
%H (TV HH)			34.9%	16.4%	60.9%	20.7%	40.3%	
With	511	491	218	78	235	98	137	506
%V	21.4%	21.9%	26.4%	21.4%	18.1%	21.4%	16.3%	23.7%
%H (All HH)		96.1%	42.7%	15.3%	46.0%	19.2%	26.8%	99.0%
%H (TV HH)			44.4%	15.9%	47.9%	20.0%	27.9%	
0 - 3	171	161	67	26	77	31	46	166
%V	7.2%	7.2%	8.1%	7.1%	5.9%	6.8%	5.5%	7.8%
%H (All HH)		94.2%	39.2%	15.2%	45.0%	18.1%	26.9%	97.1%
%H (TV HH)			41.6%	16.1%	47.8%	19.3%	28.6%	
4 - 9	257	247	106	38	106	41	65	254
%V	10.8%	11.0%	12.8%	10.4%	8.2%	8.9%	7.7%	11.9%
%H (All HH)		96.1%	41.2%	14.8%	41.2%	16.0%	25.3%	98.8%
%H (TV HH)			42.9%	15.4%	42.9%	16.6%	26.3%	
10 - 15	252	245	120	42	122	59	64	250
%V	10.6%	11.0%	14.5%	11.5%	9.4%	12.9%	7.6%	11.7%
%H (All HH)		97.2%	47.6%	16.7%	48.4%	23.4%	25.4%	99.2%
%H (TV HH)			49.0%	17.1%	49.8%	24.1%	26.1%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.5: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
1	894	894	234	113	454	60	395	750
%V	37.5%	40.0%	28.3%	31.0%	34.9%	13.1%	47.0%	35.2%
%H (All HH)		100.0%	26.2%	12.6%	50.8%	6.7%	44.2%	83.9%
%H (TV HH)			26.2%	12.6%	50.8%	6.7%	44.2%	
2	753	753	291	141	464	180	285	678
%V	31.6%	33.7%	35.2%	38.7%	35.7%	39.2%	33.9%	31.8%
%H (All HH)		100.0%	38.6%	18.7%	61.6%	23.9%	37.8%	90.0%
%H (TV HH)			38.6%	18.7%	61.6%	23.9%	37.8%	
3	363	363	175	59	231	119	112	350
%V	15.2%	16.2%	21.2%	16.2%	17.8%	25.9%	13.3%	16.4%
%H (All HH)		100.0%	48.2%	16.3%	63.6%	32.8%	30.9%	96.4%
%H (TV HH)			48.2%	16.3%	63.6%	32.8%	30.9%	
4	160	160	89	39	105	73	31	160
%V	6.7%	7.2%	10.8%	10.7%	8.1%	15.9%	3.7%	7.5%
%H (All HH)		100.0%	55.6%	24.4%	65.6%	45.6%	19.4%	100.0%
%H (TV HH)			55.6%	24.4%	65.6%	45.6%	19.4%	
5+	67	67	39	12	44	28	16	67
%V	2.8%	3.0%	4.7%	3.3%	3.4%	6.1%	1.9%	3.1%
%H (All HH)		100.0%	58.2%	17.9%	65.7%	41.8%	23.9%	100.0%
%H (TV HH)			58.2%	17.9%	65.7%	41.8%	23.9%	

Base: ITV 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

ITV Scotland

Household level data

Table 16.6: 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	2384	2237	827	364	1299	459	840	2131
%V (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Under 20"	108	108	35	20	87	36	51	99
%V	4.5%	4.8%	4.2%	5.5%	6.7%	7.8%	6.1%	4.6%
%H (All HH)		100.0%	32.4%	18.5%	80.6%	33.3%	47.2%	91.7%
%H (TV HH)			32.4%	18.5%	80.6%	33.3%	47.2%	
20" - 29"	523	523	200	86	368	149	220	461
%V	21.9%	23.4%	24.2%	23.6%	28.3%	32.5%	26.2%	21.6%
%H (All HH)		100.0%	38.2%	16.4%	70.4%	28.5%	42.1%	88.1%
%H (TV HH)			38.2%	16.4%	70.4%	28.5%	42.1%	
30" - 39"	1121	1121	402	172	705	255	450	987
%V	47.0%	50.1%	48.6%	47.3%	54.3%	55.6%	53.6%	46.3%
%H (All HH)		100.0%	35.9%	15.3%	62.9%	22.7%	40.1%	88.0%
%H (TV HH)			35.9%	15.3%	62.9%	22.7%	40.1%	
40" - 49"	1173	1173	504	210	678	298	381	1103
%V	49.2%	52.4%	60.9%	57.7%	52.2%	64.9%	45.4%	51.8%
%H (All HH)		100.0%	43.0%	17.9%	57.8%	25.4%	32.5%	94.0%
%H (TV HH)			43.0%	17.9%	57.8%	25.4%	32.5%	
50" - 59"	513	513	247	103	268	143	125	498
%V	21.5%	22.9%	29.9%	28.3%	20.6%	31.2%	14.9%	23.4%
%H (All HH)		100.0%	48.1%	20.1%	52.2%	27.9%	24.4%	97.1%
%H (TV HH)			48.1%	20.1%	52.2%	27.9%	24.4%	
60"+	105	105	53	17	45	23	22	103
%V	4.4%	4.7%	6.4%	4.7%	3.5%	5.0%	2.6%	4.8%
%H (All HH)		100.0%	50.5%	16.2%	42.9%	21.9%	21.0%	98.1%
%H (TV HH)			50.5%	16.2%	42.9%	21.9%	21.0%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.7: 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	2384	2237	827	364	1299	459	840	2131
%V (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Main living room	2211	2211	820	360	1287	454	833	1979
%V	92.7%	98.8%	99.2%	98.9%	99.1%	98.9%	99.2%	92.9%
%H (All HH)		100.0%	37.1%	16.3%	58.2%	20.5%	37.7%	89.5%
%H (TV HH)			37.1%	16.3%	58.2%	20.5%	37.7%	
Kitchen	227	227	113	30	169	88	81	215
%V	9.5%	10.1%	13.7%	8.2%	13.0%	19.2%	9.6%	10.1%
%H (All HH)		100.0%	49.8%	13.2%	74.4%	38.8%	35.7%	94.7%
%H (TV HH)			49.8%	13.2%	74.4%	38.8%	35.7%	
Adult's bedroom	1036	1036	462	197	646	319	327	962
%V	43.5%	46.3%	55.9%	54.1%	49.7%	69.5%	38.9%	45.1%
%H (All HH)		100.0%	44.6%	19.0%	62.4%	30.8%	31.6%	92.9%
%H (TV HH)			44.6%	19.0%	62.4%	30.8%	31.6%	
Child's bedroom	228	228	113	41	114	58	56	225
%V	9.6%	10.2%	13.7%	11.3%	8.8%	12.6%	6.7%	10.6%
%H (All HH)		100.0%	49.6%	18.0%	50.0%	25.4%	24.6%	98.7%
%H (TV HH)			49.6%	18.0%	50.0%	25.4%	24.6%	
Other bedroom	101	101	49	15	78	45	33	97
%V	4.2%	4.5%	5.9%	4.1%	6.0%	9.8%	3.9%	4.6%
%H (All HH)		100.0%	48.5%	14.9%	77.2%	44.6%	32.7%	96.0%
%H (TV HH)			48.5%	14.9%	77.2%	44.6%	32.7%	
Second living/dining room	171	171	83	39	108	56	51	167
%V	7.2%	7.6%	10.0%	10.7%	8.3%	12.2%	6.1%	7.8%
%H (All HH)		100.0%	48.5%	22.8%	63.2%	32.7%	29.8%	97.7%
%H (TV HH)			48.5%	22.8%	63.2%	32.7%	29.8%	
Study/office	27	27	13	6	18	10	8	27
%V	1.1%	1.2%	1.6%	1.6%	1.4%	2.2%	1.0%	1.3%
%H (All HH)		100.0%	48.1%	22.2%	66.7%	37.0%	29.6%	100.0%
%H (TV HH)			48.1%	22.2%	66.7%	37.0%	29.6%	
TV room	42	42	21	4	24	10	14	42
%V	1.8%	1.9%	2.5%	1.1%	1.8%	2.2%	1.7%	2.0%
%H (All HH)		100.0%	50.0%	9.5%	57.1%	23.8%	33.3%	100.0%
%H (TV HH)			50.0%	9.5%	57.1%	23.8%	33.3%	
Conservatory	43	43	23	8	32	19	13	41
%V	1.8%	1.9%	2.8%	2.2%	2.5%	4.1%	1.5%	1.9%
%H (All HH)		100.0%	53.5%	18.6%	74.4%	44.2%	30.2%	95.3%
%H (TV HH)			53.5%	18.6%	74.4%	44.2%	30.2%	
Attic or loft room	5	5	2	3	4	3	1	5
%V	0.2%	0.2%	0.2%	0.8%	0.3%	0.7%	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	24	24	10	5	15	5	10	24
%V	1.0%	1.1%	1.2%	1.4%	1.2%	1.1%	1.2%	1.1%
%H (All HH)		100.0%	41.7%	20.8%	62.5%	20.8%	41.7%	100.0%
%H (TV HH)			41.7%	20.8%	62.5%	20.8%	41.7%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.8: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Any DSAT provider	827	827	827	15	323	323	0	793
%V	34.7%	37.0%	100.0%	4.1%	24.9%	70.4%	0.0%	37.2%
%H (All HH)			100.0%	1.8%	39.1%	39.1%	0.0%	95.9%
%H (TV HH)			100.0%	1.8%	39.1%	39.1%	0.0%	
Sky with subscription	707	707	707	10	280	280	0	678
%V	29.7%	31.6%	85.5%	2.7%	21.6%	61.0%	0.0%	31.8%
%H (All HH)			100.0%	1.4%	39.6%	39.6%	0.0%	95.9%
%H (TV HH)			100.0%	1.4%	39.6%	39.6%	0.0%	
Sky without subscription	45	45	45	3	15	15	0	43
%V	1.9%	2.0%	5.4%	0.8%	1.2%	3.3%	0.0%	2.0%
%H (All HH)			100.0%	6.7%	33.3%	33.3%	0.0%	95.6%
%H (TV HH)			100.0%	6.7%	33.3%	33.3%	0.0%	
Freesat	63	63	63	1	24	24	0	61
%V	2.6%	2.8%	7.6%	0.3%	1.8%	5.2%	0.0%	2.9%
%H (All HH)			100.0%	1.6%	38.1%	38.1%	0.0%	96.8%
%H (TV HH)			100.0%	1.6%	38.1%	38.1%	0.0%	
Other satellite provider	40	40	40	4	15	15	0	38
%V	1.7%	1.8%	4.8%	1.1%	1.2%	3.3%	0.0%	1.8%
%H (All HH)			100.0%	10.0%	37.5%	37.5%	0.0%	95.0%
%H (TV HH)			100.0%	10.0%	37.5%	37.5%	0.0%	
DCAB	364	364	15	364	141	141	0	348
%V	15.3%	16.3%	1.8%	100.0%	10.9%	30.7%	0.0%	16.3%
%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	1299	1299	323	141	1299	459	840	1104
%V	54.5%	58.1%	39.1%	38.7%	100.0%	100.0%	100.0%	51.8%
%H (All HH)		100.0%	24.9%	10.9%	100.0%	35.3%	64.7%	85.0%
%H (TV HH)			24.9%	10.9%	100.0%	35.3%	64.7%	

Base: ITV 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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Table 16.9: 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	2384	2237	827	364	1299	459	840	2131
%H (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
PVR	1307	1307	759	342	651	433	218	1254
%V	54.8%	58.4%	91.8%	94.0%	50.1%	94.3%	26.0%	58.8%
%H (All HH)		100.0%	58.1%	26.2%	49.8%	33.1%	16.7%	95.9%
%H (TV HH)			58.1%	26.2%	49.8%	33.1%	16.7%	
DVDR	18	18	9	1	14	6	8	16
%V	0.8%	0.8%	1.1%	0.3%	1.1%	1.3%	1.0%	0.8%
%H (All HH)		100.0%	50.0%	5.6%	77.8%	33.3%	44.4%	88.9%
%H (TV HH)			50.0%	5.6%	77.8%	33.3%	44.4%	
VCR	8	8	1	1	7	1	6	4
%V	0.3%	0.4%	0.1%	0.3%	0.5%	0.2%	0.7%	0.2%
%H (All HH)		100.0%	12.5%	12.5%	87.5%	12.5%	75.0%	50.0%
%H (TV HH)			12.5%	12.5%	87.5%	12.5%	75.0%	
Any recorder	1322	1322	762	342	662	434	228	1262
%V	55.5%	59.1%	92.1%	94.0%	51.0%	94.6%	27.1%	59.2%
%H (All HH)		100.0%	57.6%	25.9%	50.1%	32.8%	17.2%	95.5%
%H (TV HH)			57.6%	25.9%	50.1%	32.8%	17.2%	
Receives HDTV (via STB or built-in reception)	1580	1580	720	332	976	435	541	1467
%V	66.3%	70.6%	87.1%	91.2%	75.1%	94.8%	64.4%	68.8%
%H (All HH)		100.0%	45.6%	21.0%	61.8%	27.5%	34.2%	92.8%
%H (TV HH)			45.6%	21.0%	61.8%	27.5%	34.2%	
DVD/Blu-ray player or recorder	1362	1362	519	243	813	324	489	1249
%V	57.1%	60.9%	62.8%	66.8%	62.6%	70.6%	58.2%	58.6%
%H (All HH)		100.0%	38.1%	17.8%	59.7%	23.8%	35.9%	91.7%
%H (TV HH)			38.1%	17.8%	59.7%	23.8%	35.9%	

Base: ITV 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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ITV Scotland

Household level data

Table 16.10: 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	2384	2237	827	364	1299	459	840	2131
%V (All HH)		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%
%H (TV HH)			37.0%	16.3%	58.1%	20.5%	37.6%	
Has broadband internet	2131	2005	793	348	1104	442	662	2131
%V	89.4%	89.6%	95.9%	95.6%	85.0%	96.3%	78.8%	100.0%
%H (All HH)		94.1%	37.2%	16.3%	51.8%	20.7%	31.1%	100.0%
%H (TV HH)			39.6%	17.4%	55.1%	22.0%	33.0%	
Number of computers (PCs and laptops)								
0	413	383	76	38	276	38	239	173
%V	17.3%	17.1%	9.2%	10.4%	21.2%	8.3%	28.5%	8.1%
%H (All HH)		92.7%	18.4%	9.2%	66.8%	9.2%	57.9%	41.9%
%H (TV HH)			19.8%	9.9%	72.1%	9.9%	62.4%	
1	666	613	216	99	355	112	242	654
%V	27.9%	27.4%	26.1%	27.2%	27.3%	24.4%	28.8%	30.7%
%H (All HH)		92.0%	32.4%	14.9%	53.3%	16.8%	36.3%	98.2%
%H (TV HH)			35.2%	16.2%	57.9%	18.3%	39.5%	
2	600	568	231	99	316	138	178	599
%V	25.2%	25.4%	27.9%	27.2%	24.3%	30.1%	21.2%	28.1%
%H (All HH)		94.7%	38.5%	16.5%	52.7%	23.0%	29.7%	99.8%
%H (TV HH)			40.7%	17.4%	55.6%	24.3%	31.3%	
3	332	313	139	56	163	75	88	332
%V	13.9%	14.0%	16.8%	15.4%	12.5%	16.3%	10.5%	15.6%
%H (All HH)		94.3%	41.9%	16.9%	49.1%	22.6%	26.5%	100.0%
%H (TV HH)			44.4%	17.9%	52.1%	24.0%	28.1%	
4	190	183	82	38	98	46	52	190
%V	8.0%	8.2%	9.9%	10.4%	7.5%	10.0%	6.2%	8.9%
%H (All HH)		96.3%	43.2%	20.0%	51.6%	24.2%	27.4%	100.0%
%H (TV HH)			44.8%	20.8%	53.6%	25.1%	28.4%	
5+	183	177	83	35	91	50	42	183
%V	7.7%	7.9%	10.0%	9.6%	7.0%	10.9%	5.0%	8.6%
%H (All HH)		96.7%	45.4%	19.1%	49.7%	27.3%	23.0%	100.0%
%H (TV HH)			46.9%	19.8%	51.4%	28.2%	23.7%	

Base: ITV 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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ITV Scotland

Set level data

Table 16.11: 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	4497	1904	793	2737	1221	1516	4162
%H		42.3%	17.6%	60.9%	27.2%	33.7%	92.6%
Under 20"	129	45	24	99	44	55	120
%V	2.9%	2.4%	3.0%	3.6%	3.6%	3.6%	2.9%
%H		34.9%	18.6%	76.7%	34.1%	42.6%	93.0%
20" - 29"	629	244	106	454	196	258	561
%V	14.0%	12.8%	13.4%	16.6%	16.1%	17.0%	13.5%
%H		38.8%	16.9%	72.2%	31.2%	41.0%	89.2%
30" - 39"	1457	565	243	906	365	542	1310
%V	32.4%	29.7%	30.6%	33.1%	29.9%	35.8%	31.5%
%H		38.8%	16.7%	62.2%	25.1%	37.2%	89.9%
40" - 49"	1493	682	265	862	404	458	1415
%V	33.2%	35.8%	33.4%	31.5%	33.1%	30.2%	34.0%
%H		45.7%	17.7%	57.7%	27.1%	30.7%	94.8%
50" - 59"	591	288	121	308	169	140	576
%V	13.1%	15.1%	15.3%	11.3%	13.8%	9.2%	13.8%
%H		48.7%	20.5%	52.1%	28.6%	23.7%	97.5%
60"+	112	59	18	48	25	23	110
%V	2.5%	3.1%	2.3%	1.8%	2.0%	1.5%	2.6%
%H		52.7%	16.1%	42.9%	22.3%	20.5%	98.2%
Don't know	87	21	16	59	19	40	71
%V	1.9%	1.1%	2.0%	2.2%	1.6%	2.6%	1.7%
%H		24.1%	18.4%	67.8%	21.8%	46.0%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.12: 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	4497	1904	793	2737	1221	1516	4162
%H		42.3%	17.6%	60.9%	27.2%	33.7%	92.6%
Main living room	2220	822	361	1292	456	836	1987
%V	49.4%	43.2%	45.5%	47.2%	37.3%	55.1%	47.7%
%H		37.0%	16.3%	58.2%	20.5%	37.7%	89.5%
Kitchen	227	113	31	169	88	81	216
%V	5.0%	5.9%	3.9%	6.2%	7.2%	5.3%	5.2%
%H		49.8%	13.7%	74.4%	38.8%	35.7%	95.2%
Adult's bedroom	1301	596	260	825	435	390	1223
%V	28.9%	31.3%	32.8%	30.1%	35.6%	25.7%	29.4%
%H		45.8%	20.0%	63.4%	33.4%	30.0%	94.0%
Child's bedroom	307	156	58	150	83	67	305
%V	6.8%	8.2%	7.3%	5.5%	6.8%	4.4%	7.3%
%H		50.8%	18.9%	48.9%	27.0%	21.8%	99.3%
Other bedroom	123	61	17	97	55	42	119
%V	2.7%	3.2%	2.1%	3.5%	4.5%	2.8%	2.9%
%H		49.6%	13.8%	78.9%	44.7%	34.1%	96.7%
Second living/dining room	174	84	39	109	56	52	170
%V	3.9%	4.4%	4.9%	4.0%	4.6%	3.4%	4.1%
%H		48.3%	22.4%	62.6%	32.2%	29.9%	97.7%
Study/office	28	14	6	18	10	8	28
%V	0.6%	0.7%	0.8%	0.7%	0.8%	0.5%	0.7%
%H		50.0%	21.4%	64.3%	35.7%	28.6%	100.0%
TV room	43	22	4	24	10	14	43
%V	1.0%	1.2%	0.5%	0.9%	0.8%	0.9%	1.0%
%H		51.2%	9.3%	55.8%	23.3%	32.6%	100.0%
Conservatory	43	23	8	32	19	13	41
%V	1.0%	1.2%	1.0%	1.2%	1.6%	0.9%	1.0%
%H		53.5%	18.6%	74.4%	44.2%	30.2%	95.3%
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	25	10	5	16	5	11	24
%V	0.6%	0.5%	0.6%	0.6%	0.4%	0.7%	0.6%
%H		40.0%	20.0%	64.0%	20.0%	44.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4497	1904	793	2737	1221	1516	4162
%H		42.3%	17.6%	60.9%	27.2%	33.7%	92.6%
PVR	1944	1213	501	864	610	253	1885
%V	43.2%	63.7%	63.2%	31.6%	50.0%	16.7%	45.3%
%H		62.4%	25.8%	44.4%	31.4%	13.0%	97.0%
DVDR	18	9	1	14	6	8	16
%V	0.4%	0.5%	0.1%	0.5%	0.5%	0.5%	0.4%
%H		50.0%	5.6%	77.8%	33.3%	44.4%	88.9%
VCR	9	2	1	7	1	6	5
%V	0.2%	0.1%	0.1%	0.3%	0.1%	0.4%	0.1%
%H		22.2%	11.1%	77.8%	11.1%	66.7%	55.6%
Any recorder	1963	1219	503	877	613	265	1898
%V	43.7%	64.0%	63.4%	32.0%	50.2%	17.5%	45.6%
%H		62.1%	25.6%	44.7%	31.2%	13.5%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: 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	4497	1904	793	2737	1221	1516	4162
%H		42.3%	17.6%	60.9%	27.2%	33.7%	92.6%
Receives HDTV (via STB or built-in reception)	2637	1306	551	1638	832	806	2497
%V	58.6%	68.6%	69.5%	59.8%	68.1%	53.2%	60.0%
%H		49.5%	20.9%	62.1%	31.6%	30.6%	94.7%
DVD/Blu-ray player or recorder	1868	751	360	1129	503	626	1739
%V	41.5%	39.4%	45.4%	41.2%	41.2%	41.3%	41.8%
%H		40.2%	19.3%	60.4%	26.9%	33.5%	93.1%

Base: ITV Scotland - 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 16.15: 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	2237	827	364	1299	459	840	2005
%H		37.0%	16.3%	58.1%	20.5%	37.6%	89.6%
Under 20"	5	2	0	4	0	3	4
%V	0.2%	0.2%	0.0%	0.3%	0.0%	0.4%	0.2%
%H		40.0%	0.0%	80.0%	0.0%	60.0%	80.0%
20" - 29"	101	18	9	74	9	65	72
%V	4.5%	2.2%	2.5%	5.7%	2.0%	7.7%	3.6%
%H		17.8%	8.9%	73.3%	8.9%	64.4%	71.3%
30" - 39"	566	141	67	352	70	283	452
%V	25.3%	17.0%	18.4%	27.1%	15.3%	33.7%	22.5%
%H		24.9%	11.8%	62.2%	12.4%	50.0%	79.9%
40" - 49"	958	389	174	562	232	330	894
%V	42.8%	47.0%	47.8%	43.3%	50.5%	39.3%	44.6%
%H		40.6%	18.2%	58.7%	24.2%	34.4%	93.3%
50" - 59"	464	218	91	237	120	117	452
%V	20.7%	26.4%	25.0%	18.2%	26.1%	13.9%	22.5%
%H		47.0%	19.6%	51.1%	25.9%	25.2%	97.4%
60"+	94	47	16	39	21	19	93
%V	4.2%	5.7%	4.4%	3.0%	4.6%	2.3%	4.6%
%H		50.0%	17.0%	41.5%	22.3%	20.2%	98.9%
Don't know	50	13	7	30	6	24	39
%V	2.2%	1.6%	1.9%	2.3%	1.3%	2.9%	1.9%
%H		26.0%	14.0%	60.0%	12.0%	48.0%	78.0%

Base: ITV Scotland - 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 16.16: 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	2237	827	364	1299	459	840	2005
%H		37.0%	16.3%	58.1%	20.5%	37.6%	89.6%
PVR	1283	752	339	632	428	204	1230
%V	57.4%	90.9%	93.1%	48.7%	93.2%	24.3%	61.3%
%H		58.6%	26.4%	49.3%	33.4%	15.9%	95.9%
DVDR	15	8	1	12	6	7	13
%V	0.7%	1.0%	0.3%	0.9%	1.3%	0.8%	0.6%
%H		53.3%	6.7%	80.0%	40.0%	46.7%	86.7%
VCR	6	0	0	6	0	6	2
%V	0.3%	0.0%	0.0%	0.5%	0.0%	0.7%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	33.3%
Any recorder	1295	755	339	643	429	214	1236
%V	57.9%	91.3%	93.1%	49.5%	93.5%	25.5%	61.6%
%H		58.3%	26.2%	49.7%	33.1%	16.5%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: 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	2237	827	364	1299	459	840	2005
%H		37.0%	16.3%	58.1%	20.5%	37.6%	89.6%
Receives HDTV (via STB or built-in reception)	1544	707	328	948	425	522	1436
%V	69.0%	85.5%	90.1%	73.0%	92.6%	62.1%	71.6%
%H		45.8%	21.2%	61.4%	27.5%	33.8%	93.0%
DVD/Blu-ray player or recorder	1107	392	196	666	243	423	1002
%V	49.5%	47.4%	53.8%	51.3%	52.9%	50.4%	50.0%
%H		35.4%	17.7%	60.2%	22.0%	38.2%	90.5%

Base: ITV Scotland - 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 16.18: 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	2260	1078	429	1438	762	676	2158
%H		47.7%	19.0%	63.6%	33.7%	29.9%	95.5%
Under 20"	123	44	24	96	44	52	115
%V	5.4%	4.1%	5.6%	6.7%	5.8%	7.7%	5.3%
%H		35.8%	19.5%	78.0%	35.8%	42.3%	93.5%
20" - 29"	528	226	97	380	186	193	490
%V	23.4%	21.0%	22.6%	26.4%	24.4%	28.6%	22.7%
%H		42.8%	18.4%	72.0%	35.2%	36.6%	92.8%
30" - 39"	891	425	176	554	295	259	858
%V	39.4%	39.4%	41.0%	38.5%	38.7%	38.3%	39.8%
%H		47.7%	19.8%	62.2%	33.1%	29.1%	96.3%
40" - 49"	535	292	91	300	171	128	521
%V	23.7%	27.1%	21.2%	20.9%	22.4%	18.9%	24.1%
%H		54.6%	17.0%	56.1%	32.0%	23.9%	97.4%
50" - 59"	127	70	30	71	48	23	124
%V	5.6%	6.5%	7.0%	4.9%	6.3%	3.4%	5.7%
%H		55.1%	23.6%	55.9%	37.8%	18.1%	97.6%
60"+	18	12	2	9	5	4	18
%V	0.8%	1.1%	0.5%	0.6%	0.7%	0.6%	0.8%
%H		66.7%	11.1%	50.0%	27.8%	22.2%	100.0%
Don't know	37	9	9	29	13	16	32
%V	1.6%	0.8%	2.1%	2.0%	1.7%	2.4%	1.5%
%H		24.3%	24.3%	78.4%	35.1%	43.2%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Set level data

Table 16.19: 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	2260	1078	429	1438	762	676	2158
%H		47.7%	19.0%	63.6%	33.7%	29.9%	95.5%
PVR	661	461	162	232	183	49	655
%V	29.2%	42.8%	37.8%	16.1%	24.0%	7.2%	30.4%
%H		69.7%	24.5%	35.1%	27.7%	7.4%	99.1%
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	668	464	163	235	184	51	662
%V	29.6%	43.0%	38.0%	16.3%	24.1%	7.5%	30.7%
%H		69.5%	24.4%	35.2%	27.5%	7.6%	99.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: 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	2260	1078	429	1438	762	676	2158
%H		47.7%	19.0%	63.6%	33.7%	29.9%	95.5%
Receives HDTV (via STB or built-in reception)	1094	599	223	690	406	284	1061
%V	48.4%	55.6%	52.0%	48.0%	53.3%	42.0%	49.2%
%H		54.8%	20.4%	63.1%	37.1%	26.0%	97.0%
DVD/Blu-ray player or recorder	761	359	164	464	260	204	737
%V	33.7%	33.3%	38.2%	32.3%	34.1%	30.2%	34.2%
%H		47.2%	21.6%	61.0%	34.2%	26.8%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.21: 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	5090	4808	1984	828	2617	1090	1527	4782
%H		94.5%	39.0%	16.3%	51.4%	21.4%	30.0%	93.9%
Total Children	861	823	377	131	374	162	211	849
%V	16.9%	17.1%	19.0%	15.8%	14.3%	14.9%	13.8%	17.8%
%H		95.6%	43.8%	15.2%	43.4%	18.8%	24.5%	98.6%
0 - 3	195	184	81	28	89	38	51	190
%V	3.8%	3.8%	4.1%	3.4%	3.4%	3.5%	3.3%	4.0%
%H		94.4%	41.5%	14.4%	45.6%	19.5%	26.2%	97.4%
4 - 15	666	639	296	103	284	124	160	659
%V	13.1%	13.3%	14.9%	12.4%	10.9%	11.4%	10.5%	13.8%
%H		95.9%	44.4%	15.5%	42.6%	18.6%	24.0%	98.9%
4 - 9	332	317	138	52	128	51	76	330
%V	6.5%	6.6%	7.0%	6.3%	4.9%	4.7%	5.0%	6.9%
%H		95.5%	41.6%	15.7%	38.6%	15.4%	22.9%	99.4%
10 - 15	334	322	157	51	157	73	84	329
%V	6.6%	6.7%	7.9%	6.2%	6.0%	6.7%	5.5%	6.9%
%H		96.4%	47.0%	15.3%	47.0%	21.9%	25.1%	98.5%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.22: 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	5090	4808	1984	828	2617	1090	1527	4782
%H		94.5%	39.0%	16.3%	51.4%	21.4%	30.0%	93.9%
Total Adults (16+)	4229	3985	1607	697	2243	928	1315	3933
%V	83.1%	82.9%	81.0%	84.2%	85.7%	85.1%	86.1%	82.2%
%H		94.2%	38.0%	16.5%	53.0%	21.9%	31.1%	93.0%
16 - 19	197	180	89	33	95	53	42	195
%V	3.9%	3.7%	4.5%	4.0%	3.6%	4.9%	2.8%	4.1%
%H		91.4%	45.2%	16.8%	48.2%	26.9%	21.3%	99.0%
20 - 24	315	252	84	41	104	49	55	313
%V	6.2%	5.2%	4.2%	5.0%	4.0%	4.5%	3.6%	6.5%
%H		80.0%	26.7%	13.0%	33.0%	15.6%	17.5%	99.4%
25 - 34	711	640	222	85	260	91	168	698
%V	14.0%	13.3%	11.2%	10.3%	9.9%	8.3%	11.0%	14.6%
%H		90.0%	31.2%	12.0%	36.6%	12.8%	23.6%	98.2%
35 - 44	651	603	263	93	291	125	166	636
%V	12.8%	12.5%	13.3%	11.2%	11.1%	11.5%	10.9%	13.3%
%H		92.6%	40.4%	14.3%	44.7%	19.2%	25.5%	97.7%
45 - 54	699	674	311	126	394	181	213	685
%V	13.7%	14.0%	15.7%	15.2%	15.1%	16.6%	13.9%	14.3%
%H		96.4%	44.5%	18.0%	56.4%	25.9%	30.5%	98.0%
55 - 64	710	698	317	149	418	195	223	670
%V	13.9%	14.5%	16.0%	18.0%	16.0%	17.9%	14.6%	14.0%
%H		98.3%	44.6%	21.0%	58.9%	27.5%	31.4%	94.4%
65+	947	938	322	170	681	232	449	736
%V	18.6%	19.5%	16.2%	20.5%	26.0%	21.3%	29.4%	15.4%
%H		99.0%	34.0%	18.0%	71.9%	24.5%	47.4%	77.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.23: 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+)	4229	3985	1607	697	2243	928	1315	3933
%H		94.2%	38.0%	16.5%	53.0%	21.9%	31.1%	93.0%
AB	1166	1113	474	187	631	271	360	1135
%V	27.6%	27.9%	29.5%	26.8%	28.1%	29.2%	27.4%	28.9%
%H		95.5%	40.7%	16.0%	54.1%	23.2%	30.9%	97.3%
C1	1215	1114	449	194	608	264	344	1158
%V	28.7%	28.0%	27.9%	27.8%	27.1%	28.4%	26.2%	29.4%
%H		91.7%	37.0%	16.0%	50.0%	21.7%	28.3%	95.3%
C2	902	871	374	163	490	220	270	849
%V	21.3%	21.9%	23.3%	23.4%	21.8%	23.7%	20.5%	21.6%
%H		96.6%	41.5%	18.1%	54.3%	24.4%	29.9%	94.1%
D	635	596	222	114	322	125	197	555
%V	15.0%	15.0%	13.8%	16.4%	14.4%	13.5%	15.0%	14.1%
%H		93.9%	35.0%	18.0%	50.7%	19.7%	31.0%	87.4%
E	311	291	88	40	193	48	145	236
%V	7.4%	7.3%	5.5%	5.7%	8.6%	5.2%	11.0%	6.0%
%H		93.6%	28.3%	12.9%	62.1%	15.4%	46.6%	75.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.24: 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+)	4229	3985	1607	697	2243	928	1315	3933
%H		94.2%	38.0%	16.5%	53.0%	21.9%	31.1%	93.0%
Working full time	1963	1864	826	318	955	441	514	1929
%V	46.4%	46.8%	51.4%	45.6%	42.6%	47.5%	39.1%	49.0%
%H		95.0%	42.1%	16.2%	48.7%	22.5%	26.2%	98.3%
Working part time	381	365	142	78	205	88	117	371
%V	9.0%	9.2%	8.8%	11.2%	9.1%	9.5%	8.9%	9.4%
%H		95.8%	37.3%	20.5%	53.8%	23.1%	30.7%	97.4%
Not working	1875	1747	637	301	1078	399	679	1623
%V	44.3%	43.8%	39.6%	43.2%	48.1%	43.0%	51.6%	41.3%
%H		93.2%	34.0%	16.1%	57.5%	21.3%	36.2%	86.6%
Houseperson	2384	2237	827	364	1299	459	840	2131
%V	56.4%	56.1%	51.5%	52.2%	57.9%	49.5%	63.9%	54.2%
%H		93.8%	34.7%	15.3%	54.5%	19.3%	35.2%	89.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.25: 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+)	2043	1922	778	340	1060	451	609	1899
%H		94.1%	38.1%	16.6%	51.9%	22.1%	29.8%	93.0%
16 - 19	109	99	54	16	53	32	21	107
%V	5.3%	5.2%	6.9%	4.7%	5.0%	7.1%	3.4%	5.6%
%H		90.8%	49.5%	14.7%	48.6%	29.4%	19.3%	98.2%
20 - 24	153	130	45	22	51	28	23	152
%V	7.5%	6.8%	5.8%	6.5%	4.8%	6.2%	3.8%	8.0%
%H		85.0%	29.4%	14.4%	33.3%	18.3%	15.0%	99.3%
25 - 34	352	318	110	41	125	43	83	344
%V	17.2%	16.5%	14.1%	12.1%	11.8%	9.5%	13.6%	18.1%
%H		90.3%	31.3%	11.6%	35.5%	12.2%	23.6%	97.7%
35 - 44	320	293	124	47	136	59	77	311
%V	15.7%	15.2%	15.9%	13.8%	12.8%	13.1%	12.6%	16.4%
%H		91.6%	38.8%	14.7%	42.5%	18.4%	24.1%	97.2%
45 - 54	338	323	146	57	195	87	108	330
%V	16.5%	16.8%	18.8%	16.8%	18.4%	19.3%	17.7%	17.4%
%H		95.6%	43.2%	16.9%	57.7%	25.7%	32.0%	97.6%
55 - 64	342	332	145	74	200	94	106	316
%V	16.7%	17.3%	18.6%	21.8%	18.9%	20.8%	17.4%	16.6%
%H		97.1%	42.4%	21.6%	58.5%	27.5%	31.0%	92.4%
65+	430	427	155	83	300	109	191	340
%V	21.0%	22.2%	19.9%	24.4%	28.3%	24.2%	31.4%	17.9%
%H		99.3%	36.0%	19.3%	69.8%	25.3%	44.4%	79.1%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.26: 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+)	2043	1922	778	340	1060	451	609	1899
%H		94.1%	38.1%	16.6%	51.9%	22.1%	29.8%	93.0%
AB	572	546	239	95	303	134	169	556
%V	28.0%	28.4%	30.7%	27.9%	28.6%	29.7%	27.8%	29.3%
%H		95.5%	41.8%	16.6%	53.0%	23.4%	29.5%	97.2%
C1	557	514	207	96	266	124	142	536
%V	27.3%	26.7%	26.6%	28.2%	25.1%	27.5%	23.3%	28.2%
%H		92.3%	37.2%	17.2%	47.8%	22.3%	25.5%	96.2%
C2	482	462	195	82	259	111	148	447
%V	23.6%	24.0%	25.1%	24.1%	24.4%	24.6%	24.3%	23.5%
%H		95.9%	40.5%	17.0%	53.7%	23.0%	30.7%	92.7%
D	284	266	97	51	141	57	84	247
%V	13.9%	13.8%	12.5%	15.0%	13.3%	12.6%	13.8%	13.0%
%H		93.7%	34.2%	18.0%	49.6%	20.1%	29.6%	87.0%
E	149	134	40	16	92	25	67	113
%V	7.3%	7.0%	5.1%	4.7%	8.7%	5.5%	11.0%	6.0%
%H		89.9%	26.8%	10.7%	61.7%	16.8%	45.0%	75.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.27: 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+)	2043	1922	778	340	1060	451	609	1899
%H		94.1%	38.1%	16.6%	51.9%	22.1%	29.8%	93.0%
Working full time	1115	1056	466	179	543	250	293	1093
%V	54.6%	54.9%	59.9%	52.6%	51.2%	55.4%	48.1%	57.6%
%H		94.7%	41.8%	16.1%	48.7%	22.4%	26.3%	98.0%
Working part time	86	77	26	17	40	15	25	82
%V	4.2%	4.0%	3.3%	5.0%	3.8%	3.3%	4.1%	4.3%
%H		89.5%	30.2%	19.8%	46.5%	17.4%	29.1%	95.3%
Not working	837	785	285	144	475	186	289	719
%V	41.0%	40.8%	36.6%	42.4%	44.8%	41.2%	47.5%	37.9%
%H		93.8%	34.1%	17.2%	56.8%	22.2%	34.5%	85.9%
Houseperson	571	514	142	75	308	74	235	465
%V	27.9%	26.7%	18.3%	22.1%	29.1%	16.4%	38.6%	24.5%
%H		90.0%	24.9%	13.1%	53.9%	13.0%	41.2%	81.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.28: 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+)	2185	2063	830	357	1183	477	706	2034
%H		94.4%	38.0%	16.3%	54.1%	21.8%	32.3%	93.1%
16 - 19	89	81	35	16	42	22	21	89
%V	4.1%	3.9%	4.2%	4.5%	3.6%	4.6%	3.0%	4.4%
%H		91.0%	39.3%	18.0%	47.2%	24.7%	23.6%	100.0%
20 - 24	162	122	39	20	53	21	31	161
%V	7.4%	5.9%	4.7%	5.6%	4.5%	4.4%	4.4%	7.9%
%H		75.3%	24.1%	12.3%	32.7%	13.0%	19.1%	99.4%
25 - 34	359	323	112	44	134	49	86	354
%V	16.4%	15.7%	13.5%	12.3%	11.3%	10.3%	12.2%	17.4%
%H		90.0%	31.2%	12.3%	37.3%	13.6%	24.0%	98.6%
35 - 44	331	310	139	45	156	66	89	324
%V	15.1%	15.0%	16.7%	12.6%	13.2%	13.8%	12.6%	15.9%
%H		93.7%	42.0%	13.6%	47.1%	19.9%	26.9%	97.9%
45 - 54	360	351	165	69	199	94	105	355
%V	16.5%	17.0%	19.9%	19.3%	16.8%	19.7%	14.9%	17.5%
%H		97.5%	45.8%	19.2%	55.3%	26.1%	29.2%	98.6%
55 - 64	368	366	172	75	218	101	117	354
%V	16.8%	17.7%	20.7%	21.0%	18.4%	21.2%	16.6%	17.4%
%H		99.5%	46.7%	20.4%	59.2%	27.4%	31.8%	96.2%
65+	517	511	167	88	381	124	258	396
%V	23.7%	24.8%	20.1%	24.6%	32.2%	26.0%	36.5%	19.5%
%H		98.8%	32.3%	17.0%	73.7%	24.0%	49.9%	76.6%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.29: 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+)	2185	2063	830	357	1183	477	706	2034
%H		94.4%	38.0%	16.3%	54.1%	21.8%	32.3%	93.1%
AB	594	568	235	91	329	137	192	579
%V	27.2%	27.5%	28.3%	25.5%	27.8%	28.7%	27.2%	28.5%
%H		95.6%	39.6%	15.3%	55.4%	23.1%	32.3%	97.5%
C1	658	600	242	98	342	140	202	622
%V	30.1%	29.1%	29.2%	27.5%	28.9%	29.4%	28.6%	30.6%
%H		91.2%	36.8%	14.9%	52.0%	21.3%	30.7%	94.5%
C2	420	409	178	81	230	108	122	402
%V	19.2%	19.8%	21.4%	22.7%	19.4%	22.6%	17.3%	19.8%
%H		97.4%	42.4%	19.3%	54.8%	25.7%	29.0%	95.7%
D	351	330	126	62	181	68	113	308
%V	16.1%	16.0%	15.2%	17.4%	15.3%	14.3%	16.0%	15.1%
%H		94.0%	35.9%	17.7%	51.6%	19.4%	32.2%	87.7%
E	162	157	48	24	101	23	78	123
%V	7.4%	7.6%	5.8%	6.7%	8.5%	4.8%	11.0%	6.0%
%H		96.9%	29.6%	14.8%	62.3%	14.2%	48.1%	75.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Scotland

Individual level data

Table 16.30: 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+)	2185	2063	830	357	1183	477	706	2034
%H		94.4%	38.0%	16.3%	54.1%	21.8%	32.3%	93.1%
Working full time	848	808	360	139	412	191	220	836
%V	38.8%	39.2%	43.4%	38.9%	34.8%	40.0%	31.2%	41.1%
%H		95.3%	42.5%	16.4%	48.6%	22.5%	25.9%	98.6%
Working part time	295	288	116	61	165	73	92	289
%V	13.5%	14.0%	14.0%	17.1%	13.9%	15.3%	13.0%	14.2%
%H		97.6%	39.3%	20.7%	55.9%	24.7%	31.2%	98.0%
Not working	1037	962	352	157	603	212	390	904
%V	47.5%	46.6%	42.4%	44.0%	51.0%	44.4%	55.2%	44.4%
%H		92.8%	33.9%	15.1%	58.1%	20.4%	37.6%	87.2%
Houseperson	1813	1723	685	288	991	386	605	1666
%V	83.0%	83.5%	82.5%	80.7%	83.8%	80.9%	85.7%	81.9%
%H		95.0%	37.8%	15.9%	54.7%	21.3%	33.4%	91.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Household level data

Table 17.1: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
AB	632	610	248	74	397	135	261	615
%V	26.2%	26.3%	25.4%	27.6%	28.2%	28.5%	27.9%	28.3%
%H (All HH)		96.5%	39.2%	11.7%	62.8%	21.4%	41.3%	97.3%
%H (TV HH)			40.7%	12.1%	65.1%	22.1%	42.8%	
C1	705	670	283	88	396	142	255	655
%V	29.2%	28.9%	29.0%	32.8%	28.1%	30.0%	27.3%	30.1%
%H (All HH)		95.0%	40.1%	12.5%	56.2%	20.1%	36.2%	92.9%
%H (TV HH)			42.2%	13.1%	59.1%	21.2%	38.1%	
C2	505	491	240	49	290	116	174	462
%V	20.9%	21.2%	24.6%	18.3%	20.6%	24.5%	18.6%	21.3%
%H (All HH)		97.2%	47.5%	9.7%	57.4%	23.0%	34.5%	91.5%
%H (TV HH)			48.9%	10.0%	59.1%	23.6%	35.4%	
D	356	338	139	36	195	55	140	292
%V	14.7%	14.6%	14.2%	13.4%	13.9%	11.6%	15.0%	13.4%
%H (All HH)		94.9%	39.0%	10.1%	54.8%	15.4%	39.3%	82.0%
%H (TV HH)			41.1%	10.7%	57.7%	16.3%	41.4%	
E	217	207	65	20	129	25	105	149
%V	9.0%	8.9%	6.7%	7.5%	9.2%	5.3%	11.2%	6.9%
%H (All HH)		95.4%	30.0%	9.2%	59.4%	11.5%	48.4%	68.7%
%H (TV HH)			31.4%	9.7%	62.3%	12.1%	50.7%	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.2: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
Under 25	95	75	26	7	26	2	24	93
%V	3.9%	3.2%	2.7%	2.6%	1.8%	0.4%	2.6%	4.3%
%H (All HH)		78.9%	27.4%	7.4%	27.4%	2.1%	25.3%	97.9%
%H (TV HH)			34.7%	9.3%	34.7%	2.7%	32.0%	
25 - 34	342	320	111	34	153	35	118	334
%V	14.2%	13.8%	11.4%	12.7%	10.9%	7.4%	12.6%	15.4%
%H (All HH)		93.6%	32.5%	9.9%	44.7%	10.2%	34.5%	97.7%
%H (TV HH)			34.7%	10.6%	47.8%	10.9%	36.9%	
35 - 44	338	322	148	36	155	48	107	333
%V	14.0%	13.9%	15.2%	13.4%	11.0%	10.1%	11.5%	15.3%
%H (All HH)		95.3%	43.8%	10.7%	45.9%	14.2%	31.7%	98.5%
%H (TV HH)			46.0%	11.2%	48.1%	14.9%	33.2%	
45 - 54	441	431	195	64	262	105	157	431
%V	18.3%	18.6%	20.0%	23.9%	18.6%	22.2%	16.8%	19.8%
%H (All HH)		97.7%	44.2%	14.5%	59.4%	23.8%	35.6%	97.7%
%H (TV HH)			45.2%	14.8%	60.8%	24.4%	36.4%	
55 - 64	448	430	202	56	275	116	160	420
%V	18.6%	18.6%	20.7%	20.9%	19.5%	24.5%	17.1%	19.3%
%H (All HH)		96.0%	45.1%	12.5%	61.4%	25.9%	35.7%	93.8%
%H (TV HH)			47.0%	13.0%	64.0%	27.0%	37.2%	
65 +	750	739	296	71	536	167	370	561
%V	31.1%	31.9%	30.3%	26.5%	38.1%	35.3%	39.6%	25.8%
%H (All HH)		98.5%	39.5%	9.5%	71.5%	22.3%	49.3%	74.8%
%H (TV HH)			40.1%	9.6%	72.5%	22.6%	50.1%	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.3: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
1	769	725	244	67	493	107	386	576
%V	31.9%	31.3%	25.0%	25.0%	35.0%	22.6%	41.3%	26.5%
%H (All HH)		94.3%	31.7%	8.7%	64.1%	13.9%	50.2%	74.9%
%H (TV HH)			33.7%	9.2%	68.0%	14.8%	53.2%	
2	829	802	360	100	485	187	298	788
%V	34.3%	34.6%	36.9%	37.3%	34.5%	39.5%	31.9%	36.3%
%H (All HH)		96.7%	43.4%	12.1%	58.5%	22.6%	35.9%	95.1%
%H (TV HH)			44.9%	12.5%	60.5%	23.3%	37.2%	
3	376	363	153	48	208	79	129	371
%V	15.6%	15.7%	15.7%	17.9%	14.8%	16.7%	13.8%	17.1%
%H (All HH)		96.5%	40.7%	12.8%	55.3%	21.0%	34.3%	98.7%
%H (TV HH)			42.1%	13.2%	57.3%	21.8%	35.5%	
4	313	303	152	41	163	72	91	311
%V	13.0%	13.1%	15.6%	15.3%	11.6%	15.2%	9.7%	14.3%
%H (All HH)		96.8%	48.6%	13.1%	52.1%	23.0%	29.1%	99.4%
%H (TV HH)			50.2%	13.5%	53.8%	23.8%	30.0%	
5+	128	123	67	12	57	27	30	126
%V	5.3%	5.3%	6.9%	4.5%	4.1%	5.7%	3.2%	5.8%
%H (All HH)		96.1%	52.3%	9.4%	44.5%	21.1%	23.4%	98.4%
%H (TV HH)			54.5%	9.8%	46.3%	22.0%	24.4%	
Average HH size	2.28	2.29	2.44	2.39	2.17	2.43	2.03	2.39

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.4: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
Without	1846	1759	717	207	1124	374	750	1611
%V	76.5%	75.9%	73.5%	77.2%	79.9%	79.1%	80.3%	74.1%
%H (All HH)		95.3%	38.8%	11.2%	60.9%	20.3%	40.6%	87.3%
%H (TV HH)			40.8%	11.8%	63.9%	21.3%	42.6%	
With	569	557	259	61	283	98	185	562
%V	23.6%	24.0%	26.5%	22.8%	20.1%	20.7%	19.8%	25.9%
%H (All HH)		97.9%	45.5%	10.7%	49.7%	17.2%	32.5%	98.8%
%H (TV HH)			46.5%	11.0%	50.8%	17.6%	33.2%	
0 - 3	193	189	72	19	89	21	68	189
%V	8.0%	8.2%	7.4%	7.1%	6.3%	4.4%	7.3%	8.7%
%H (All HH)		97.9%	37.3%	9.8%	46.1%	10.9%	35.2%	97.9%
%H (TV HH)			38.1%	10.1%	47.1%	11.1%	36.0%	
4 - 9	291	284	133	31	131	44	87	287
%V	12.1%	12.3%	13.6%	11.6%	9.3%	9.3%	9.3%	13.2%
%H (All HH)		97.6%	45.7%	10.7%	45.0%	15.1%	29.9%	98.6%
%H (TV HH)			46.8%	10.9%	46.1%	15.5%	30.6%	
10 - 15	269	268	134	31	146	62	84	268
%V	11.1%	11.6%	13.7%	11.6%	10.4%	13.1%	9.0%	12.3%
%H (All HH)		99.6%	49.8%	11.5%	54.3%	23.0%	31.2%	99.6%
%H (TV HH)			50.0%	11.6%	54.5%	23.1%	31.3%	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.5: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
1	912	912	287	92	490	44	446	762
%V	37.8%	39.4%	29.4%	34.3%	34.8%	9.3%	47.8%	35.1%
%H (All HH)		100.0%	31.5%	10.1%	53.7%	4.8%	48.9%	83.6%
%H (TV HH)			31.5%	10.1%	53.7%	4.8%	48.9%	
2	759	759	341	99	469	175	294	692
%V	31.4%	32.8%	34.9%	36.9%	33.3%	37.0%	31.5%	31.8%
%H (All HH)		100.0%	44.9%	13.0%	61.8%	23.1%	38.7%	91.2%
%H (TV HH)			44.9%	13.0%	61.8%	23.1%	38.7%	
3	381	381	198	44	255	134	122	371
%V	15.8%	16.4%	20.3%	16.4%	18.1%	28.3%	13.1%	17.1%
%H (All HH)		100.0%	52.0%	11.5%	66.9%	35.2%	32.0%	97.4%
%H (TV HH)			52.0%	11.5%	66.9%	35.2%	32.0%	
4	172	172	93	18	120	67	53	169
%V	7.1%	7.4%	9.5%	6.7%	8.5%	14.2%	5.7%	7.8%
%H (All HH)		100.0%	54.1%	10.5%	69.8%	39.0%	30.8%	98.3%
%H (TV HH)			54.1%	10.5%	69.8%	39.0%	30.8%	
5+	93	93	57	15	73	53	20	92
%V	3.9%	4.0%	5.8%	5.6%	5.2%	11.2%	2.1%	4.2%
%H (All HH)		100.0%	61.3%	16.1%	78.5%	57.0%	21.5%	98.9%
%H (TV HH)			61.3%	16.1%	78.5%	57.0%	21.5%	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.6: 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	2414	2317	976	268	1407	473	934	2173
%V		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (All HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
%H (TV HH)								
Under 20"	217	217	84	15	174	66	108	186
%V	9.0%	9.4%	8.6%	5.6%	12.4%	14.0%	11.6%	8.6%
%H (All HH)		100.0%	38.7%	6.9%	80.2%	30.4%	49.8%	85.7%
%H (TV HH)			38.7%	6.9%	80.2%	30.4%	49.8%	
20" - 29"	662	662	269	80	476	196	280	596
%V	27.4%	28.6%	27.6%	29.9%	33.8%	41.4%	30.0%	27.4%
%H (All HH)		100.0%	40.6%	12.1%	71.9%	29.6%	42.3%	90.0%
%H (TV HH)			40.6%	12.1%	71.9%	29.6%	42.3%	
30" - 39"	1130	1130	483	140	736	280	456	999
%V	46.8%	48.8%	49.5%	52.2%	52.3%	59.2%	48.8%	46.0%
%H (All HH)		100.0%	42.7%	12.4%	65.1%	24.8%	40.4%	88.4%
%H (TV HH)			42.7%	12.4%	65.1%	24.8%	40.4%	
40" - 49"	1140	1140	557	150	653	282	371	1087
%V	47.2%	49.2%	57.1%	56.0%	46.4%	59.6%	39.7%	50.0%
%H (All HH)		100.0%	48.9%	13.2%	57.3%	24.7%	32.5%	95.4%
%H (TV HH)			48.9%	13.2%	57.3%	24.7%	32.5%	
50" - 59"	493	493	274	45	265	119	146	479
%V	20.4%	21.3%	28.1%	16.8%	18.8%	25.2%	15.6%	22.0%
%H (All HH)		100.0%	55.6%	9.1%	53.8%	24.1%	29.6%	97.2%
%H (TV HH)			55.6%	9.1%	53.8%	24.1%	29.6%	
60"+	68	68	36	6	36	14	22	68
%V	2.8%	2.9%	3.7%	2.2%	2.6%	3.0%	2.4%	3.1%
%H (All HH)		100.0%	52.9%	8.8%	52.9%	20.6%	32.4%	100.0%
%H (TV HH)			52.9%	8.8%	52.9%	20.6%	32.4%	

Base: ITV Wales and 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

ITV Wales and West

Household level data

Table 17.7: 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	2414	2317	976	268	1407	473	934	2173
%V (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
Main living room	2289	2289	971	265	1395	470	925	2062
%V	94.8%	98.8%	99.5%	98.9%	99.1%	99.4%	99.0%	94.9%
%H (All HH)		100.0%	42.4%	11.6%	60.9%	20.5%	40.4%	90.1%
%H (TV HH)			42.4%	11.6%	60.9%	20.5%	40.4%	
Kitchen	285	285	135	35	220	108	112	264
%V	11.8%	12.3%	13.8%	13.1%	15.6%	22.8%	12.0%	12.1%
%H (All HH)		100.0%	47.4%	12.3%	77.2%	37.9%	39.3%	92.6%
%H (TV HH)			47.4%	12.3%	77.2%	37.9%	39.3%	
Adult's bedroom	1074	1074	541	130	699	337	362	1017
%V	44.5%	46.4%	55.4%	48.5%	49.7%	71.2%	38.8%	46.8%
%H (All HH)		100.0%	50.4%	12.1%	65.1%	31.4%	33.7%	94.7%
%H (TV HH)			50.4%	12.1%	65.1%	31.4%	33.7%	
Child's bedroom	206	206	107	19	114	52	62	204
%V	8.5%	8.9%	11.0%	7.1%	8.1%	11.0%	6.6%	9.4%
%H (All HH)		100.0%	51.9%	9.2%	55.3%	25.2%	30.1%	99.0%
%H (TV HH)			51.9%	9.2%	55.3%	25.2%	30.1%	
Other bedroom	177	177	94	27	133	81	53	171
%V	7.3%	7.6%	9.6%	10.1%	9.5%	17.1%	5.7%	7.9%
%H (All HH)		100.0%	53.1%	15.3%	75.1%	45.8%	29.9%	96.6%
%H (TV HH)			53.1%	15.3%	75.1%	45.8%	29.9%	
Second living/dining room	256	256	138	30	182	102	80	245
%V	10.6%	11.0%	14.1%	11.2%	12.9%	21.6%	8.6%	11.3%
%H (All HH)		100.0%	53.9%	11.7%	71.1%	39.8%	31.3%	95.7%
%H (TV HH)			53.9%	11.7%	71.1%	39.8%	31.3%	
Study/office	41	41	16	7	30	12	18	41
%V	1.7%	1.8%	1.6%	2.6%	2.1%	2.5%	1.9%	1.9%
%H (All HH)		100.0%	39.0%	17.1%	73.2%	29.3%	43.9%	100.0%
%H (TV HH)			39.0%	17.1%	73.2%	29.3%	43.9%	
TV room	20	20	8	3	15	8	8	20
%V	0.8%	0.9%	0.8%	1.1%	1.1%	1.7%	0.9%	0.9%
%H (All HH)		100.0%	40.0%	15.0%	75.0%	40.0%	40.0%	100.0%
%H (TV HH)			40.0%	15.0%	75.0%	40.0%	40.0%	
Conservatory	67	67	41	7	49	31	18	65
%V	2.8%	2.9%	4.2%	2.6%	3.5%	6.6%	1.9%	3.0%
%H (All HH)		100.0%	61.2%	10.4%	73.1%	46.3%	26.9%	97.0%
%H (TV HH)			61.2%	10.4%	73.1%	46.3%	26.9%	
Attic or loft room	7	7	3	0	5	2	3	7
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			42.9%	0.0%	71.4%	28.6%	42.9%	
No specific location	3	3	2	0	2	1	1	3
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%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	12	12	9	1	8	6	2	12
%V	0.5%	0.5%	0.9%	0.4%	0.6%	1.3%	0.2%	0.6%
%H (All HH)		100.0%	75.0%	8.3%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			75.0%	8.3%	66.7%	50.0%	16.7%	

Base: ITV Wales and 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

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Table 17.8: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
Any DSAT provider	976	976	976	5	375	375	0	919
%V	40.4%	42.1%	100.0%	1.9%	26.7%	79.3%	0.0%	42.3%
%H (All HH)			100.0%	0.5%	38.4%	38.4%	0.0%	94.2%
%H (TV HH)			100.0%	0.5%	38.4%	38.4%	0.0%	
Sky with subscription	810	810	810	4	307	307	0	774
%V	33.6%	35.0%	83.0%	1.5%	21.8%	64.9%	0.0%	35.6%
%H (All HH)			100.0%	0.5%	37.9%	37.9%	0.0%	95.6%
%H (TV HH)			100.0%	0.5%	37.9%	37.9%	0.0%	
Sky without subscription	60	60	60	0	21	21	0	45
%V	2.5%	2.6%	6.1%	0.0%	1.5%	4.4%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	35.0%	35.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	35.0%	35.0%	0.0%	
Freesat	92	92	92	0	46	46	0	87
%V	3.8%	4.0%	9.4%	0.0%	3.3%	9.7%	0.0%	4.0%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	94.6%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Other satellite provider	36	36	36	1	12	12	0	34
%V	1.5%	1.6%	3.7%	0.4%	0.9%	2.5%	0.0%	1.6%
%H (All HH)			100.0%	2.8%	33.3%	33.3%	0.0%	94.4%
%H (TV HH)			100.0%	2.8%	33.3%	33.3%	0.0%	
DCAB	268	268	5	268	98	98	0	262
%V	11.1%	11.6%	0.5%	100.0%	7.0%	20.7%	0.0%	12.1%
%H (All HH)			1.9%	100.0%	36.6%	36.6%	0.0%	97.8%
%H (TV HH)			1.9%	100.0%	36.6%	36.6%	0.0%	
DTT	1407	1407	375	98	1407	473	934	1223
%V	58.3%	60.7%	38.4%	36.6%	100.0%	100.0%	100.0%	56.3%
%H (All HH)		100.0%	26.7%	7.0%	100.0%	33.6%	66.4%	86.9%
%H (TV HH)			26.7%	7.0%	100.0%	33.6%	66.4%	

Base: ITV Wales and 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 17.9: 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	2414	2317	976	268	1407	473	934	2173
%H (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
PVR	1427	1427	886	257	733	444	289	1347
%V	59.1%	61.6%	90.8%	95.9%	52.1%	93.9%	30.9%	62.0%
%H (All HH)		100.0%	62.1%	18.0%	51.4%	31.1%	20.3%	94.4%
%H (TV HH)			62.1%	18.0%	51.4%	31.1%	20.3%	
DVDR	19	19	8	1	17	7	10	17
%V	0.8%	0.8%	0.8%	0.4%	1.2%	1.5%	1.1%	0.8%
%H (All HH)		100.0%	42.1%	5.3%	89.5%	36.8%	52.6%	89.5%
%H (TV HH)			42.1%	5.3%	89.5%	36.8%	52.6%	
VCR	10	10	3	1	9	4	6	6
%V	0.4%	0.4%	0.3%	0.4%	0.6%	0.8%	0.6%	0.3%
%H (All HH)		100.0%	30.0%	10.0%	90.0%	40.0%	60.0%	60.0%
%H (TV HH)			30.0%	10.0%	90.0%	40.0%	60.0%	
Any recorder	1439	1439	886	257	744	444	300	1356
%V	59.6%	62.1%	90.8%	95.9%	52.9%	93.9%	32.1%	62.4%
%H (All HH)		100.0%	61.6%	17.9%	51.7%	30.9%	20.8%	94.2%
%H (TV HH)			61.6%	17.9%	51.7%	30.9%	20.8%	
Receives HDTV (via STB or built-in reception)	1733	1733	856	247	1083	447	636	1633
%V	71.8%	74.8%	87.7%	92.2%	77.0%	94.5%	68.1%	75.1%
%H (All HH)		100.0%	49.4%	14.3%	62.5%	25.8%	36.7%	94.2%
%H (TV HH)			49.4%	14.3%	62.5%	25.8%	36.7%	
DVD/Blu-ray player or recorder	1391	1391	619	166	864	341	523	1300
%V	57.6%	60.0%	63.4%	61.9%	61.4%	72.1%	56.0%	59.8%
%H (All HH)		100.0%	44.5%	11.9%	62.1%	24.5%	37.6%	93.5%
%H (TV HH)			44.5%	11.9%	62.1%	24.5%	37.6%	

Base: ITV Wales and 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 17.10: 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	2414	2317	976	268	1407	473	934	2173
%V (All HH)		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%
%H (TV HH)			42.1%	11.6%	60.7%	20.4%	40.3%	
Has broadband internet	2173	2086	919	262	1223	452	771	2173
%V	90.0%	90.0%	94.2%	97.8%	86.9%	95.6%	82.5%	100.0%
%H (All HH)		96.0%	42.3%	12.1%	56.3%	20.8%	35.5%	100.0%
%H (TV HH)			44.1%	12.6%	58.6%	21.7%	37.0%	
Number of computers (PCs and laptops)								
0	394	373	117	22	258	44	213	167
%V	16.3%	16.1%	12.0%	8.2%	18.3%	9.3%	22.8%	7.7%
%H (All HH)		94.7%	29.7%	5.6%	65.5%	11.2%	54.1%	42.4%
%H (TV HH)			31.4%	5.9%	69.2%	11.8%	57.1%	
1	649	623	270	62	366	102	264	637
%V	26.9%	26.9%	27.7%	23.1%	26.0%	21.6%	28.3%	29.3%
%H (All HH)		96.0%	41.6%	9.6%	56.4%	15.7%	40.7%	98.2%
%H (TV HH)			43.3%	10.0%	58.7%	16.4%	42.4%	
2	619	594	254	78	359	135	225	618
%V	25.6%	25.6%	26.0%	29.1%	25.5%	28.5%	24.1%	28.4%
%H (All HH)		96.0%	41.0%	12.6%	58.0%	21.8%	36.3%	99.8%
%H (TV HH)			42.8%	13.1%	60.4%	22.7%	37.9%	
3	352	340	153	53	206	93	113	352
%V	14.6%	14.7%	15.7%	19.8%	14.6%	19.7%	12.1%	16.2%
%H (All HH)		96.6%	43.5%	15.1%	58.5%	26.4%	32.1%	100.0%
%H (TV HH)			45.0%	15.6%	60.6%	27.4%	33.2%	
4	193	189	88	26	108	48	60	193
%V	8.0%	8.2%	9.0%	9.7%	7.7%	10.1%	6.4%	8.9%
%H (All HH)		97.9%	45.6%	13.5%	56.0%	24.9%	31.1%	100.0%
%H (TV HH)			46.6%	13.8%	57.1%	25.4%	31.7%	
5+	207	198	95	26	110	52	58	207
%V	8.6%	8.5%	9.7%	9.7%	7.8%	11.0%	6.2%	9.5%
%H (All HH)		95.7%	45.9%	12.6%	53.1%	25.1%	28.0%	100.0%
%H (TV HH)			48.0%	13.1%	55.6%	26.3%	29.3%	

Base: ITV Wales and 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 17.11: 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	4761	2243	573	3066	1346	1720	4433
%H		47.1%	12.0%	64.4%	28.3%	36.1%	93.1%
Under 20"	261	106	16	209	82	128	229
%V	5.5%	4.7%	2.8%	6.8%	6.1%	7.4%	5.2%
%H		40.6%	6.1%	80.1%	31.4%	49.0%	87.7%
20" - 29"	842	363	99	622	275	347	767
%V	17.7%	16.2%	17.3%	20.3%	20.4%	20.2%	17.3%
%H		43.1%	11.8%	73.9%	32.7%	41.2%	91.1%
30" - 39"	1453	647	186	959	406	553	1314
%V	30.5%	28.8%	32.5%	31.3%	30.2%	32.2%	29.6%
%H		44.5%	12.8%	66.0%	27.9%	38.1%	90.4%
40" - 49"	1395	711	190	811	388	424	1340
%V	29.3%	31.7%	33.2%	26.5%	28.8%	24.7%	30.2%
%H		51.0%	13.6%	58.1%	27.8%	30.4%	96.1%
50" - 59"	578	326	53	311	143	168	563
%V	12.1%	14.5%	9.2%	10.1%	10.6%	9.8%	12.7%
%H		56.4%	9.2%	53.8%	24.7%	29.1%	97.4%
60"+	78	43	8	38	16	22	77
%V	1.6%	1.9%	1.4%	1.2%	1.2%	1.3%	1.7%
%H		55.1%	10.3%	48.7%	20.5%	28.2%	98.7%
Don't know	154	48	22	115	37	78	142
%V	3.2%	2.1%	3.8%	3.8%	2.7%	4.5%	3.2%
%H		31.2%	14.3%	74.7%	24.0%	50.6%	92.2%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Set level data

Table 17.12: 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	4761	2243	573	3066	1346	1720	4433
%H		47.1%	12.0%	64.4%	28.3%	36.1%	93.1%
Main living room	2296	973	265	1400	471	928	2069
%V	48.2%	43.4%	46.2%	45.7%	35.0%	54.0%	46.7%
%H		42.4%	11.5%	61.0%	20.5%	40.4%	90.1%
Kitchen	288	136	35	223	109	114	267
%V	6.0%	6.1%	6.1%	7.3%	8.1%	6.6%	6.0%
%H		47.2%	12.2%	77.4%	37.8%	39.6%	92.7%
Adult's bedroom	1276	653	162	832	424	408	1218
%V	26.8%	29.1%	28.3%	27.1%	31.5%	23.7%	27.5%
%H		51.2%	12.7%	65.2%	33.2%	32.0%	95.5%
Child's bedroom	270	147	24	147	70	76	267
%V	5.7%	6.6%	4.2%	4.8%	5.2%	4.4%	6.0%
%H		54.4%	8.9%	54.4%	25.9%	28.1%	98.9%
Other bedroom	212	109	37	165	103	61	205
%V	4.5%	4.9%	6.5%	5.4%	7.7%	3.5%	4.6%
%H		51.4%	17.5%	77.8%	48.6%	28.8%	96.7%
Second living/dining room	259	141	31	185	104	81	249
%V	5.4%	6.3%	5.4%	6.0%	7.7%	4.7%	5.6%
%H		54.4%	12.0%	71.4%	40.2%	31.3%	96.1%
Study/office	43	16	7	31	12	19	43
%V	0.9%	0.7%	1.2%	1.0%	0.9%	1.1%	1.0%
%H		37.2%	16.3%	72.1%	27.9%	44.2%	100.0%
TV room	24	11	3	19	11	9	24
%V	0.5%	0.5%	0.5%	0.6%	0.8%	0.5%	0.5%
%H		45.8%	12.5%	79.2%	45.8%	37.5%	100.0%
Conservatory	68	41	7	49	31	18	65
%V	1.4%	1.8%	1.2%	1.6%	2.3%	1.0%	1.5%
%H		60.3%	10.3%	72.1%	45.6%	26.5%	95.6%
Attic or loft room	8	4	0	5	2	3	8
%V	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H		50.0%	0.0%	62.5%	25.0%	37.5%	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	13	10	1	9	7	2	13
%V	0.3%	0.4%	0.2%	0.3%	0.5%	0.1%	0.3%
%H		76.9%	7.7%	69.2%	53.8%	15.4%	100.0%

Base: ITV Wales and 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 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4761	2243	573	3066	1346	1720	4433
%H		47.1%	12.0%	64.4%	28.3%	36.1%	93.1%
PVR	2083	1420	352	965	645	320	1993
%V	43.8%	63.3%	61.4%	31.5%	47.9%	18.6%	45.0%
%H		68.2%	16.9%	46.3%	31.0%	15.4%	95.7%
DVDR	21	9	1	19	7	12	19
%V	0.4%	0.4%	0.2%	0.6%	0.5%	0.7%	0.4%
%H		42.9%	4.8%	90.5%	33.3%	57.1%	90.5%
VCR	10	3	1	9	4	6	6
%V	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%	0.1%
%H		30.0%	10.0%	90.0%	40.0%	60.0%	60.0%
Any recorder	2101	1423	354	982	650	333	2008
%V	44.1%	63.4%	61.8%	32.0%	48.3%	19.4%	45.3%
%H		67.7%	16.8%	46.7%	30.9%	15.8%	95.6%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: 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	4761	2243	573	3066	1346	1720	4433
%H		47.1%	12.0%	64.4%	28.3%	36.1%	93.1%
Receives HDTV (via STB or built-in reception)	2836	1542	372	1784	853	931	2705
%V	59.6%	68.7%	64.9%	58.2%	63.4%	54.1%	61.0%
%H		54.4%	13.1%	62.9%	30.1%	32.8%	95.4%
DVD/Blu-ray player or recorder	1945	905	245	1234	550	684	1838
%V	40.9%	40.3%	42.8%	40.2%	40.9%	39.8%	41.5%
%H		46.5%	12.6%	63.4%	28.3%	35.2%	94.5%

Base: ITV Wales and 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 17.15: 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	2317	976	268	1407	473	934	2086
%H		42.1%	11.6%	60.7%	20.4%	40.3%	90.0%
Under 20"	18	2	1	15	1	14	10
%V	0.8%	0.2%	0.4%	1.1%	0.2%	1.5%	0.5%
%H		11.1%	5.6%	83.3%	5.6%	77.8%	55.6%
20" - 29"	149	34	9	105	13	92	113
%V	6.4%	3.5%	3.4%	7.5%	2.7%	9.9%	5.4%
%H		22.8%	6.0%	70.5%	8.7%	61.7%	75.8%
30" - 39"	618	199	72	422	106	315	501
%V	26.7%	20.4%	26.9%	30.0%	22.4%	33.7%	24.0%
%H		32.2%	11.7%	68.3%	17.2%	51.0%	81.1%
40" - 49"	952	450	131	544	227	317	905
%V	41.1%	46.1%	48.9%	38.7%	48.0%	33.9%	43.4%
%H		47.3%	13.8%	57.1%	23.8%	33.3%	95.1%
50" - 59"	447	244	40	239	103	136	434
%V	19.3%	25.0%	14.9%	17.0%	21.8%	14.6%	20.8%
%H		54.6%	8.9%	53.5%	23.0%	30.4%	97.1%
60"+	61	31	4	31	10	21	60
%V	2.6%	3.2%	1.5%	2.2%	2.1%	2.2%	2.9%
%H		50.8%	6.6%	50.8%	16.4%	34.4%	98.4%
Don't know	73	17	11	51	11	40	63
%V	3.2%	1.7%	4.1%	3.6%	2.3%	4.3%	3.0%
%H		23.3%	15.1%	69.9%	15.1%	54.8%	86.3%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Set level data

Table 17.16: 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	2317	976	268	1407	473	934	2086
%H		42.1%	11.6%	60.7%	20.4%	40.3%	90.0%
PVR	1403	874	254	711	431	280	1324
%V	60.6%	89.5%	94.8%	50.5%	91.1%	30.0%	63.5%
%H		62.3%	18.1%	50.7%	30.7%	20.0%	94.4%
DVDR	13	4	1	12	3	9	11
%V	0.6%	0.4%	0.4%	0.9%	0.6%	1.0%	0.5%
%H		30.8%	7.7%	92.3%	23.1%	69.2%	84.6%
VCR	6	0	1	6	2	5	3
%V	0.3%	0.0%	0.4%	0.4%	0.4%	0.5%	0.1%
%H		0.0%	16.7%	100.0%	33.3%	83.3%	50.0%
Any recorder	1414	874	254	722	432	290	1332
%V	61.0%	89.5%	94.8%	51.3%	91.3%	31.0%	63.9%
%H		61.8%	18.0%	51.1%	30.6%	20.5%	94.2%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: 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	2317	976	268	1407	473	934	2086
%H		42.1%	11.6%	60.7%	20.4%	40.3%	90.0%
Receives HDTV (via STB or built-in reception)	1695	839	244	1048	431	617	1597
%V	73.2%	86.0%	91.0%	74.5%	91.1%	66.1%	76.6%
%H		49.5%	14.4%	61.8%	25.4%	36.4%	94.2%
DVD/Blu-ray player or recorder	1116	471	136	694	257	437	1037
%V	48.2%	48.3%	50.7%	49.3%	54.3%	46.8%	49.7%
%H		42.2%	12.2%	62.2%	23.0%	39.2%	92.9%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Set level data

Table 17.18: 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	2444	1267	305	1659	873	786	2346
%H		51.8%	12.5%	67.9%	35.7%	32.2%	96.0%
Under 20"	244	104	15	194	80	114	219
%V	10.0%	8.2%	4.9%	11.7%	9.2%	14.5%	9.3%
%H		42.6%	6.1%	79.5%	32.8%	46.7%	89.8%
20" - 29"	693	329	89	517	262	255	655
%V	28.4%	26.0%	29.2%	31.2%	30.0%	32.4%	27.9%
%H		47.5%	12.8%	74.6%	37.8%	36.8%	94.5%
30" - 39"	835	448	114	537	300	238	813
%V	34.2%	35.4%	37.4%	32.4%	34.4%	30.3%	34.7%
%H		53.7%	13.7%	64.3%	35.9%	28.5%	97.4%
40" - 49"	443	261	58	267	161	106	436
%V	18.1%	20.6%	19.0%	16.1%	18.4%	13.5%	18.6%
%H		58.9%	13.1%	60.3%	36.3%	23.9%	98.4%
50" - 59"	131	81	13	72	39	33	129
%V	5.4%	6.4%	4.3%	4.3%	4.5%	4.2%	5.5%
%H		61.8%	9.9%	55.0%	29.8%	25.2%	98.5%
60"+	17	12	3	7	5	2	17
%V	0.7%	0.9%	1.0%	0.4%	0.6%	0.3%	0.7%
%H		70.6%	17.6%	41.2%	29.4%	11.8%	100.0%
Don't know	81	31	11	64	26	38	78
%V	3.3%	2.4%	3.6%	3.9%	3.0%	4.8%	3.3%
%H		38.3%	13.6%	79.0%	32.1%	46.9%	96.3%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Set level data

Table 17.19: 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	2444	1267	305	1659	873	786	2346
%H		51.8%	12.5%	67.9%	35.7%	32.2%	96.0%
PVR	681	546	99	254	213	41	668
%V	27.9%	43.1%	32.5%	15.3%	24.4%	5.2%	28.5%
%H		80.2%	14.5%	37.3%	31.3%	6.0%	98.1%
DVDR	8	5	0	7	4	3	8
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.4%	0.3%
%H		62.5%	0.0%	87.5%	50.0%	37.5%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	687	549	100	260	218	43	675
%V	28.1%	43.3%	32.8%	15.7%	25.0%	5.5%	28.8%
%H		79.9%	14.6%	37.8%	31.7%	6.3%	98.3%

Base: ITV Wales and West - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: 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	2444	1267	305	1659	873	786	2346
%H		51.8%	12.5%	67.9%	35.7%	32.2%	96.0%
Receives HDTV (via STB or built-in reception)	1141	704	128	735	422	313	1108
%V	46.7%	55.6%	42.0%	44.3%	48.3%	39.8%	47.2%
%H		61.7%	11.2%	64.4%	37.0%	27.4%	97.1%
DVD/Blu-ray player or recorder	830	434	109	540	294	247	801
%V	34.0%	34.3%	35.7%	32.5%	33.7%	31.4%	34.1%
%H		52.3%	13.1%	65.1%	35.4%	29.8%	96.5%

Base: ITV Wales and 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 17.21: 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	5496	5294	2383	641	3050	1151	1899	5192
%H		96.3%	43.4%	11.7%	55.5%	20.9%	34.6%	94.5%
Total Children	996	979	456	107	486	171	315	985
%V	18.1%	18.5%	19.1%	16.7%	15.9%	14.9%	16.6%	19.0%
%H		98.3%	45.8%	10.7%	48.8%	17.2%	31.6%	98.9%
0 - 3	226	221	85	22	106	27	79	222
%V	4.1%	4.2%	3.6%	3.4%	3.5%	2.3%	4.2%	4.3%
%H		97.8%	37.6%	9.7%	46.9%	11.9%	35.0%	98.2%
4 - 15	770	758	370	85	380	145	236	763
%V	14.0%	14.3%	15.5%	13.3%	12.5%	12.6%	12.4%	14.7%
%H		98.4%	48.1%	11.0%	49.4%	18.8%	30.6%	99.1%
4 - 9	401	390	185	43	180	60	119	395
%V	7.3%	7.4%	7.8%	6.7%	5.9%	5.2%	6.3%	7.6%
%H		97.3%	46.1%	10.7%	44.9%	15.0%	29.7%	98.5%
10 - 15	369	367	186	42	201	84	116	368
%V	6.7%	6.9%	7.8%	6.6%	6.6%	7.3%	6.1%	7.1%
%H		99.5%	50.4%	11.4%	54.5%	22.8%	31.4%	99.7%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Individual level data

Table 17.22: 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	5496	5294	2383	641	3050	1151	1899	5192
%H		96.3%	43.4%	11.7%	55.5%	20.9%	34.6%	94.5%
Total Adults (16+)	4500	4315	1927	534	2563	979	1584	4207
%V	81.9%	81.5%	80.9%	83.3%	84.0%	85.1%	83.4%	81.0%
%H		95.9%	42.8%	11.9%	57.0%	21.8%	35.2%	93.5%
16 - 19	217	210	108	26	105	45	60	216
%V	3.9%	4.0%	4.5%	4.1%	3.4%	3.9%	3.2%	4.2%
%H		96.8%	49.8%	12.0%	48.4%	20.7%	27.6%	99.5%
20 - 24	352	305	115	55	148	57	91	346
%V	6.4%	5.8%	4.8%	8.6%	4.9%	5.0%	4.8%	6.7%
%H		86.6%	32.7%	15.6%	42.0%	16.2%	25.9%	98.3%
25 - 34	711	660	263	73	329	111	218	698
%V	12.9%	12.5%	11.0%	11.4%	10.8%	9.6%	11.5%	13.4%
%H		92.8%	37.0%	10.3%	46.3%	15.6%	30.7%	98.2%
35 - 44	623	596	280	67	292	103	190	615
%V	11.3%	11.3%	11.7%	10.5%	9.6%	8.9%	10.0%	11.8%
%H		95.7%	44.9%	10.8%	46.9%	16.5%	30.5%	98.7%
45 - 54	728	714	337	103	436	182	253	716
%V	13.2%	13.5%	14.1%	16.1%	14.3%	15.8%	13.3%	13.8%
%H		98.1%	46.3%	14.1%	59.9%	25.0%	34.8%	98.4%
55 - 64	738	717	342	96	460	201	259	706
%V	13.4%	13.5%	14.4%	15.0%	15.1%	17.5%	13.6%	13.6%
%H		97.2%	46.3%	13.0%	62.3%	27.2%	35.1%	95.7%
65+	1130	1112	482	115	793	281	513	910
%V	20.6%	21.0%	20.2%	17.9%	26.0%	24.4%	27.0%	17.5%
%H		98.4%	42.7%	10.2%	70.2%	24.9%	45.4%	80.5%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Individual level data

Table 17.23: 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+)	4500	4315	1927	534	2563	979	1584	4207
%H		95.9%	42.8%	11.9%	57.0%	21.8%	35.2%	93.5%
AB	1256	1209	509	161	785	296	489	1236
%V	27.9%	28.0%	26.4%	30.1%	30.6%	30.2%	30.9%	29.4%
%H		96.3%	40.5%	12.8%	62.5%	23.6%	38.9%	98.4%
C1	1335	1264	563	175	708	278	430	1276
%V	29.7%	29.3%	29.2%	32.8%	27.6%	28.4%	27.1%	30.3%
%H		94.7%	42.2%	13.1%	53.0%	20.8%	32.2%	95.6%
C2	980	953	500	103	559	260	299	919
%V	21.8%	22.1%	25.9%	19.3%	21.8%	26.6%	18.9%	21.8%
%H		97.2%	51.0%	10.5%	57.0%	26.5%	30.5%	93.8%
D	641	613	261	67	342	107	235	561
%V	14.2%	14.2%	13.5%	12.5%	13.3%	10.9%	14.8%	13.3%
%H		95.6%	40.7%	10.5%	53.4%	16.7%	36.7%	87.5%
E	287	277	94	29	170	39	131	214
%V	6.4%	6.4%	4.9%	5.4%	6.6%	4.0%	8.3%	5.1%
%H		96.5%	32.8%	10.1%	59.2%	13.6%	45.6%	74.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.24: 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+)	4500	4315	1927	534	2563	979	1584	4207
%H		95.9%	42.8%	11.9%	57.0%	21.8%	35.2%	93.5%
Working full time	2099	2010	953	256	1103	442	661	2061
%V	46.6%	46.6%	49.5%	47.9%	43.0%	45.1%	41.7%	49.0%
%H		95.8%	45.4%	12.2%	52.5%	21.1%	31.5%	98.2%
Working part time	448	440	200	56	266	115	152	437
%V	10.0%	10.2%	10.4%	10.5%	10.4%	11.7%	9.6%	10.4%
%H		98.2%	44.6%	12.5%	59.4%	25.7%	33.9%	97.5%
Not working	1935	1849	769	218	1189	421	768	1691
%V	43.0%	42.9%	39.9%	40.8%	46.4%	43.0%	48.5%	40.2%
%H		95.6%	39.7%	11.3%	61.4%	21.8%	39.7%	87.4%
Houseperson	2414	2317	976	268	1407	473	934	2173
%V	53.6%	53.7%	50.6%	50.2%	54.9%	48.3%	59.0%	51.7%
%H		96.0%	40.4%	11.1%	58.3%	19.6%	38.7%	90.0%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.25: 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+)	2207	2118	973	253	1241	495	745	2075
%H		96.0%	44.1%	11.5%	56.2%	22.4%	33.8%	94.0%
16 - 19	120	119	63	13	58	24	34	119
%V	5.4%	5.6%	6.5%	5.1%	4.7%	4.8%	4.6%	5.7%
%H		99.2%	52.5%	10.8%	48.3%	20.0%	28.3%	99.2%
20 - 24	176	153	61	24	76	30	45	174
%V	8.0%	7.2%	6.3%	9.5%	6.1%	6.1%	6.0%	8.4%
%H		86.9%	34.7%	13.6%	43.2%	17.0%	25.6%	98.9%
25 - 34	359	339	141	35	164	60	105	352
%V	16.3%	16.0%	14.5%	13.8%	13.2%	12.1%	14.1%	17.0%
%H		94.4%	39.3%	9.7%	45.7%	16.7%	29.2%	98.1%
35 - 44	311	294	138	36	142	54	89	306
%V	14.1%	13.9%	14.2%	14.2%	11.4%	10.9%	11.9%	14.7%
%H		94.5%	44.4%	11.6%	45.7%	17.4%	28.6%	98.4%
45 - 54	346	339	159	45	205	80	125	338
%V	15.7%	16.0%	16.3%	17.8%	16.5%	16.2%	16.8%	16.3%
%H		98.0%	46.0%	13.0%	59.2%	23.1%	36.1%	97.7%
55 - 64	370	360	181	45	229	104	125	350
%V	16.8%	17.0%	18.6%	17.8%	18.5%	21.0%	16.8%	16.9%
%H		97.3%	48.9%	12.2%	61.9%	28.1%	33.8%	94.6%
65+	524	513	231	57	366	143	223	436
%V	23.7%	24.2%	23.7%	22.5%	29.5%	28.9%	29.9%	21.0%
%H		97.9%	44.1%	10.9%	69.8%	27.3%	42.6%	83.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.26: 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+)	2207	2118	973	253	1241	495	745	2075
%H		96.0%	44.1%	11.5%	56.2%	22.4%	33.8%	94.0%
AB	624	607	268	85	388	156	232	617
%V	28.3%	28.7%	27.5%	33.6%	31.3%	31.5%	31.1%	29.7%
%H		97.3%	42.9%	13.6%	62.2%	25.0%	37.2%	98.9%
C1	621	589	272	77	321	131	190	602
%V	28.1%	27.8%	28.0%	30.4%	25.9%	26.5%	25.5%	29.0%
%H		94.8%	43.8%	12.4%	51.7%	21.1%	30.6%	96.9%
C2	525	508	262	52	301	136	164	485
%V	23.8%	24.0%	26.9%	20.6%	24.3%	27.5%	22.0%	23.4%
%H		96.8%	49.9%	9.9%	57.3%	25.9%	31.2%	92.4%
D	314	297	131	29	159	52	107	280
%V	14.2%	14.0%	13.5%	11.5%	12.8%	10.5%	14.4%	13.5%
%H		94.6%	41.7%	9.2%	50.6%	16.6%	34.1%	89.2%
E	122	116	40	10	72	20	52	91
%V	5.5%	5.5%	4.1%	4.0%	5.8%	4.0%	7.0%	4.4%
%H		95.1%	32.8%	8.2%	59.0%	16.4%	42.6%	74.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.27: 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+)	2207	2118	973	253	1241	495	745	2075
%H		96.0%	44.1%	11.5%	56.2%	22.4%	33.8%	94.0%
Working full time	1234	1191	572	143	650	264	386	1211
%V	55.9%	56.2%	58.8%	56.5%	52.4%	53.3%	51.8%	58.4%
%H		96.5%	46.4%	11.6%	52.7%	21.4%	31.3%	98.1%
Working part time	100	98	51	12	58	29	28	94
%V	4.5%	4.6%	5.2%	4.7%	4.7%	5.9%	3.8%	4.5%
%H		98.0%	51.0%	12.0%	58.0%	29.0%	28.0%	94.0%
Not working	863	821	349	96	531	201	330	762
%V	39.1%	38.8%	35.9%	37.9%	42.8%	40.6%	44.3%	36.7%
%H		95.1%	40.4%	11.1%	61.5%	23.3%	38.2%	88.3%
Houseperson	501	467	176	46	291	80	210	409
%V	22.7%	22.0%	18.1%	18.2%	23.4%	16.2%	28.2%	19.7%
%H		93.2%	35.1%	9.2%	58.1%	16.0%	41.9%	81.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.28: 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	2197	954	281	1323	484	839	2132
%H		95.8%	41.6%	12.3%	57.7%	21.1%	36.6%	93.0%
16 - 19	98	91	45	13	47	21	26	97
%V	4.3%	4.1%	4.7%	4.6%	3.6%	4.3%	3.1%	4.5%
%H		92.9%	45.9%	13.3%	48.0%	21.4%	26.5%	99.0%
20 - 24	176	152	54	31	72	26	46	172
%V	7.7%	6.9%	5.7%	11.0%	5.4%	5.4%	5.5%	8.1%
%H		86.4%	30.7%	17.6%	40.9%	14.8%	26.1%	97.7%
25 - 34	352	321	122	38	165	52	113	346
%V	15.4%	14.6%	12.8%	13.5%	12.5%	10.7%	13.5%	16.2%
%H		91.2%	34.7%	10.8%	46.9%	14.8%	32.1%	98.3%
35 - 44	312	302	143	32	150	49	101	309
%V	13.6%	13.7%	15.0%	11.4%	11.3%	10.1%	12.0%	14.5%
%H		96.8%	45.8%	10.3%	48.1%	15.7%	32.4%	99.0%
45 - 54	382	375	178	58	231	102	128	378
%V	16.7%	17.1%	18.7%	20.6%	17.5%	21.1%	15.3%	17.7%
%H		98.2%	46.6%	15.2%	60.5%	26.7%	33.5%	99.0%
55 - 64	368	356	162	52	231	97	135	356
%V	16.0%	16.2%	17.0%	18.5%	17.5%	20.0%	16.1%	16.7%
%H		96.7%	44.0%	14.1%	62.8%	26.4%	36.7%	96.7%
65+	606	600	251	58	427	138	289	474
%V	26.4%	27.3%	26.3%	20.6%	32.3%	28.5%	34.4%	22.2%
%H		99.0%	41.4%	9.6%	70.5%	22.8%	47.7%	78.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.29: 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	2197	954	281	1323	484	839	2132
%H		95.8%	41.6%	12.3%	57.7%	21.1%	36.6%	93.0%
AB	632	602	241	76	397	140	257	620
%V	27.6%	27.4%	25.3%	27.0%	30.0%	28.9%	30.6%	29.1%
%H		95.3%	38.1%	12.0%	62.8%	22.2%	40.7%	98.1%
C1	714	674	291	98	387	147	240	675
%V	31.1%	30.7%	30.5%	34.9%	29.3%	30.4%	28.6%	31.7%
%H		94.4%	40.8%	13.7%	54.2%	20.6%	33.6%	94.5%
C2	456	445	238	51	258	123	135	434
%V	19.9%	20.3%	24.9%	18.1%	19.5%	25.4%	16.1%	20.4%
%H		97.6%	52.2%	11.2%	56.6%	27.0%	29.6%	95.2%
D	327	315	130	38	183	55	128	281
%V	14.3%	14.3%	13.6%	13.5%	13.8%	11.4%	15.3%	13.2%
%H		96.3%	39.8%	11.6%	56.0%	16.8%	39.1%	85.9%
E	165	161	54	18	98	19	79	124
%V	7.2%	7.3%	5.7%	6.4%	7.4%	3.9%	9.4%	5.8%
%H		97.6%	32.7%	10.9%	59.4%	11.5%	47.9%	75.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Wales and West

Individual level data

Table 17.30: 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	2197	954	281	1323	484	839	2132
%H		95.8%	41.6%	12.3%	57.7%	21.1%	36.6%	93.0%
Working full time	865	820	381	113	454	178	276	850
%V	37.7%	37.3%	39.9%	40.2%	34.3%	36.8%	32.9%	39.9%
%H		94.8%	44.0%	13.1%	52.5%	20.6%	31.9%	98.3%
Working part time	348	342	150	44	209	85	124	344
%V	15.2%	15.6%	15.7%	15.7%	15.8%	17.6%	14.8%	16.1%
%H		98.3%	43.1%	12.6%	60.1%	24.4%	35.6%	98.9%
Not working	1072	1028	421	122	658	220	438	929
%V	46.8%	46.8%	44.1%	43.4%	49.7%	45.5%	52.2%	43.6%
%H		95.9%	39.3%	11.4%	61.4%	20.5%	40.9%	86.7%
Houseperson	1913	1850	800	222	1117	393	724	1764
%V	83.4%	84.2%	83.9%	79.0%	84.4%	81.2%	86.3%	82.7%
%H		96.7%	41.8%	11.6%	58.4%	20.5%	37.8%	92.2%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV West Macro

Household level data

Table 18.1: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
AB	872	847	350	90	566	194	372	850
%V	26.9%	27.2%	27.2%	26.5%	28.9%	29.9%	28.4%	29.2%
%H (All HH)		97.1%	40.1%	10.3%	64.9%	22.2%	42.7%	97.5%
%H (TV HH)			41.3%	10.6%	66.8%	22.9%	43.9%	
C1	936	895	373	114	546	196	350	860
%V	28.9%	28.7%	29.0%	33.6%	27.9%	30.2%	26.7%	29.6%
%H (All HH)		95.6%	39.9%	12.2%	58.3%	20.9%	37.4%	91.9%
%H (TV HH)			41.7%	12.7%	61.0%	21.9%	39.1%	
C2	686	668	304	65	420	153	267	624
%V	21.2%	21.5%	23.6%	19.2%	21.4%	23.6%	20.4%	21.4%
%H (All HH)		97.4%	44.3%	9.5%	61.2%	22.3%	38.9%	91.0%
%H (TV HH)			45.5%	9.7%	62.9%	22.9%	40.0%	
D	449	423	174	40	251	70	181	369
%V	13.9%	13.6%	13.5%	11.8%	12.8%	10.8%	13.8%	12.7%
%H (All HH)		94.2%	38.8%	8.9%	55.9%	15.6%	40.3%	82.2%
%H (TV HH)			41.1%	9.5%	59.3%	16.5%	42.8%	
E	298	281	87	29	176	35	141	206
%V	9.2%	9.0%	6.8%	8.6%	9.0%	5.4%	10.8%	7.1%
%H (All HH)		94.3%	29.2%	9.7%	59.1%	11.7%	47.3%	69.1%
%H (TV HH)			31.0%	10.3%	62.6%	12.5%	50.2%	

Base: ITV West Macro - 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

ITV West Macro

Household level data

Table 18.2: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Under 25	122	100	28	11	39	5	34	120
%V	3.8%	3.2%	2.2%	3.2%	2.0%	0.8%	2.6%	4.1%
%H (All HH)		82.0%	23.0%	9.0%	32.0%	4.1%	27.9%	98.4%
%H (TV HH)			28.0%	11.0%	39.0%	5.0%	34.0%	
25 - 34	426	400	137	42	199	50	149	416
%V	13.1%	12.8%	10.6%	12.4%	10.2%	7.7%	11.4%	14.3%
%H (All HH)		93.9%	32.2%	9.9%	46.7%	11.7%	35.0%	97.7%
%H (TV HH)			34.3%	10.5%	49.8%	12.5%	37.3%	
35 - 44	456	436	189	42	226	66	160	451
%V	14.1%	14.0%	14.7%	12.4%	11.5%	10.2%	12.2%	15.5%
%H (All HH)		95.6%	41.4%	9.2%	49.6%	14.5%	35.1%	98.9%
%H (TV HH)			43.3%	9.6%	51.8%	15.1%	36.7%	
45 - 54	579	565	253	89	351	143	207	566
%V	17.9%	18.1%	19.6%	26.3%	17.9%	22.1%	15.8%	19.5%
%H (All HH)		97.6%	43.7%	15.4%	60.6%	24.7%	35.8%	97.8%
%H (TV HH)			44.8%	15.8%	62.1%	25.3%	36.6%	
55 - 64	606	579	273	70	375	155	220	566
%V	18.7%	18.6%	21.2%	20.6%	19.1%	23.9%	16.8%	19.5%
%H (All HH)		95.5%	45.0%	11.6%	61.9%	25.6%	36.3%	93.4%
%H (TV HH)			47.2%	12.1%	64.8%	26.8%	38.0%	
65 +	1053	1035	408	84	769	228	541	791
%V	32.5%	33.2%	31.7%	24.8%	39.3%	35.2%	41.3%	27.2%
%H (All HH)		98.3%	38.7%	8.0%	73.0%	21.7%	51.4%	75.1%
%H (TV HH)			39.4%	8.1%	74.3%	22.0%	52.3%	

Base: ITV West Macro - 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

ITV West Macro

Household level data

Table 18.3: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
1	1029	963	306	80	676	136	540	766
%V	31.8%	30.9%	23.8%	23.6%	34.5%	21.0%	41.2%	26.3%
%H (All HH)		93.6%	29.7%	7.8%	65.7%	13.2%	52.5%	74.4%
%H (TV HH)			31.8%	8.3%	70.2%	14.1%	56.1%	
2	1147	1113	511	122	696	274	422	1087
%V	35.4%	35.7%	39.7%	36.0%	35.5%	42.3%	32.2%	37.4%
%H (All HH)		97.0%	44.6%	10.6%	60.7%	23.9%	36.8%	94.8%
%H (TV HH)			45.9%	11.0%	62.5%	24.6%	37.9%	
3	489	477	199	62	289	110	179	484
%V	15.1%	15.3%	15.5%	18.3%	14.8%	17.0%	13.7%	16.6%
%H (All HH)		97.5%	40.7%	12.7%	59.1%	22.5%	36.6%	99.0%
%H (TV HH)			41.7%	13.0%	60.6%	23.1%	37.5%	
4	412	402	190	58	222	94	127	410
%V	12.7%	12.9%	14.8%	17.1%	11.3%	14.5%	9.7%	14.1%
%H (All HH)		97.6%	46.1%	14.1%	53.9%	22.8%	30.8%	99.5%
%H (TV HH)			47.3%	14.4%	55.2%	23.4%	31.6%	
5+	163	158	83	16	77	34	43	161
%V	5.0%	5.1%	6.4%	4.7%	3.9%	5.2%	3.3%	5.5%
%H (All HH)		96.9%	50.9%	9.8%	47.2%	20.9%	26.4%	98.8%
%H (TV HH)			52.5%	10.1%	48.7%	21.5%	27.2%	
Average HH size	2.26	2.27	2.42	2.45	2.16	2.42	2.03	2.37

Base: ITV West Macro - 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

ITV West Macro

Household level data

Table 18.4: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Without	2490	2375	963	249	1564	511	1052	2166
%V	76.9%	76.3%	74.8%	73.5%	79.8%	78.9%	80.2%	74.4%
%H (All HH)		95.4%	38.7%	10.0%	62.8%	20.5%	42.2%	87.0%
%H (TV HH)			40.5%	10.5%	65.9%	21.5%	44.3%	
With	750	739	325	89	395	136	259	743
%V	23.1%	23.7%	25.2%	26.3%	20.2%	21.0%	19.8%	25.5%
%H (All HH)		98.5%	43.3%	11.9%	52.7%	18.1%	34.5%	99.1%
%H (TV HH)			44.0%	12.0%	53.5%	18.4%	35.0%	
0 - 3	260	256	92	29	131	31	100	256
%V	8.0%	8.2%	7.1%	8.6%	6.7%	4.8%	7.6%	8.8%
%H (All HH)		98.5%	35.4%	11.2%	50.4%	11.9%	38.5%	98.5%
%H (TV HH)			35.9%	11.3%	51.2%	12.1%	39.1%	
4 - 9	380	373	168	38	183	59	124	376
%V	11.7%	12.0%	13.0%	11.2%	9.3%	9.1%	9.5%	12.9%
%H (All HH)		98.2%	44.2%	10.0%	48.2%	15.5%	32.6%	98.9%
%H (TV HH)			45.0%	10.2%	49.1%	15.8%	33.2%	
10 - 15	356	354	171	50	195	81	114	354
%V	11.0%	11.4%	13.3%	14.7%	10.0%	12.5%	8.7%	12.2%
%H (All HH)		99.4%	48.0%	14.0%	54.8%	22.8%	32.0%	99.4%
%H (TV HH)			48.3%	14.1%	55.1%	22.9%	32.2%	

Base: ITV West Macro - 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

ITV West Macro

Household level data

Table 18.5: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
1	1243	1243	379	115	702	68	634	1035
%V	38.4%	39.9%	29.4%	33.9%	35.8%	10.5%	48.4%	35.6%
%H (All HH)		100.0%	30.5%	9.3%	56.5%	5.5%	51.0%	83.3%
%H (TV HH)			30.5%	9.3%	56.5%	5.5%	51.0%	
2	1021	1021	455	120	651	236	414	940
%V	31.5%	32.8%	35.3%	35.4%	33.2%	36.4%	31.6%	32.3%
%H (All HH)		100.0%	44.6%	11.8%	63.8%	23.1%	40.5%	92.1%
%H (TV HH)			44.6%	11.8%	63.8%	23.1%	40.5%	
3	509	509	264	62	345	181	164	494
%V	15.7%	16.3%	20.5%	18.3%	17.6%	27.9%	12.5%	17.0%
%H (All HH)		100.0%	51.9%	12.2%	67.8%	35.6%	32.2%	97.1%
%H (TV HH)			51.9%	12.2%	67.8%	35.6%	32.2%	
4	227	227	123	25	170	100	70	223
%V	7.0%	7.3%	9.5%	7.4%	8.7%	15.4%	5.3%	7.7%
%H (All HH)		100.0%	54.2%	11.0%	74.9%	44.1%	30.8%	98.2%
%H (TV HH)			54.2%	11.0%	74.9%	44.1%	30.8%	
5+	112	112	68	16	91	63	28	112
%V	3.5%	3.6%	5.3%	4.7%	4.6%	9.7%	2.1%	3.8%
%H (All HH)		100.0%	60.7%	14.3%	81.3%	56.3%	25.0%	100.0%
%H (TV HH)			60.7%	14.3%	81.3%	56.3%	25.0%	

Base: ITV West Macro - 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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ITV West Macro

Household level data

Table 18.6: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Under 20"	291	291	105	22	234	81	153	252
%V	9.0%	9.3%	8.2%	6.5%	11.9%	12.5%	11.7%	8.7%
%H (All HH)		100.0%	36.1%	7.6%	80.4%	27.8%	52.6%	86.6%
%H (TV HH)			36.1%	7.6%	80.4%	27.8%	52.6%	
20" - 29"	918	918	370	97	681	265	415	823
%V	28.3%	29.5%	28.7%	28.6%	34.8%	40.9%	31.7%	28.3%
%H (All HH)		100.0%	40.3%	10.6%	74.2%	28.9%	45.2%	89.7%
%H (TV HH)			40.3%	10.6%	74.2%	28.9%	45.2%	
30" - 39"	1549	1549	657	185	1020	375	645	1375
%V	47.8%	49.7%	51.0%	54.6%	52.1%	57.9%	49.2%	47.3%
%H (All HH)		100.0%	42.4%	11.9%	65.8%	24.2%	41.6%	88.8%
%H (TV HH)			42.4%	11.9%	65.8%	24.2%	41.6%	
40" - 49"	1501	1501	728	187	895	392	503	1435
%V	46.3%	48.2%	56.5%	55.2%	45.7%	60.5%	38.4%	49.3%
%H (All HH)		100.0%	48.5%	12.5%	59.6%	26.1%	33.5%	95.6%
%H (TV HH)			48.5%	12.5%	59.6%	26.1%	33.5%	
50" - 59"	653	653	350	60	376	169	207	634
%V	20.2%	21.0%	27.2%	17.7%	19.2%	26.1%	15.8%	21.8%
%H (All HH)		100.0%	53.6%	9.2%	57.6%	25.9%	31.7%	97.1%
%H (TV HH)			53.6%	9.2%	57.6%	25.9%	31.7%	
60"+	92	92	54	6	54	27	27	91
%V	2.8%	3.0%	4.2%	1.8%	2.8%	4.2%	2.1%	3.1%
%H (All HH)		100.0%	58.7%	6.5%	58.7%	29.3%	29.3%	98.9%
%H (TV HH)			58.7%	6.5%	58.7%	29.3%	29.3%	

Base: ITV West Macro - 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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ITV West Macro

Household level data

Table 18.7: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Main living room	3076	3076	1283	334	1940	643	1297	2769
%V	94.9%	98.8%	99.6%	98.5%	99.0%	99.2%	98.9%	95.2%
%H (All HH)		100.0%	41.7%	10.9%	63.1%	20.9%	42.2%	90.0%
%H (TV HH)			41.7%	10.9%	63.1%	20.9%	42.2%	
Kitchen	361	361	173	37	291	143	148	337
%V	11.1%	11.6%	13.4%	10.9%	14.9%	22.1%	11.3%	11.6%
%H (All HH)		100.0%	47.9%	10.2%	80.6%	39.6%	41.0%	93.4%
%H (TV HH)			47.9%	10.2%	80.6%	39.6%	41.0%	
Adult's bedroom	1448	1448	719	173	972	467	505	1375
%V	44.7%	46.5%	55.8%	51.0%	49.6%	72.1%	38.5%	47.3%
%H (All HH)		100.0%	49.7%	11.9%	67.1%	32.3%	34.9%	95.0%
%H (TV HH)			49.7%	11.9%	67.1%	32.3%	34.9%	
Child's bedroom	266	266	136	31	145	70	75	262
%V	8.2%	8.5%	10.6%	9.1%	7.4%	10.8%	5.7%	9.0%
%H (All HH)		100.0%	51.1%	11.7%	54.5%	26.3%	28.2%	98.5%
%H (TV HH)			51.1%	11.7%	54.5%	26.3%	28.2%	
Other bedroom	246	246	136	33	189	115	74	235
%V	7.6%	7.9%	10.6%	9.7%	9.6%	17.7%	5.6%	8.1%
%H (All HH)		100.0%	55.3%	13.4%	76.8%	46.7%	30.1%	95.5%
%H (TV HH)			55.3%	13.4%	76.8%	46.7%	30.1%	
Second living/dining room	330	330	178	38	244	138	107	320
%V	10.2%	10.6%	13.8%	11.2%	12.5%	21.3%	8.2%	11.0%
%H (All HH)		100.0%	53.9%	11.5%	73.9%	41.8%	32.4%	97.0%
%H (TV HH)			53.9%	11.5%	73.9%	41.8%	32.4%	
Study/office	54	54	22	7	38	14	24	52
%V	1.7%	1.7%	1.7%	2.1%	1.9%	2.2%	1.8%	1.8%
%H (All HH)		100.0%	40.7%	13.0%	70.4%	25.9%	44.4%	96.3%
%H (TV HH)			40.7%	13.0%	70.4%	25.9%	44.4%	
TV room	30	30	13	3	23	10	13	30
%V	0.9%	1.0%	1.0%	0.9%	1.2%	1.5%	1.0%	1.0%
%H (All HH)		100.0%	43.3%	10.0%	76.7%	33.3%	43.3%	100.0%
%H (TV HH)			43.3%	10.0%	76.7%	33.3%	43.3%	
Conservatory	81	81	48	8	59	36	24	78
%V	2.5%	2.6%	3.7%	2.4%	3.0%	5.6%	1.8%	2.7%
%H (All HH)		100.0%	59.3%	9.9%	72.8%	44.4%	29.6%	96.3%
%H (TV HH)			59.3%	9.9%	72.8%	44.4%	29.6%	
Attic or loft room	9	9	3	0	6	2	4	9
%V	0.3%	0.3%	0.2%	0.0%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	22.2%	44.4%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	22.2%	44.4%	
No specific location	4	4	2	0	3	1	2	4
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Other	15	15	10	1	10	7	3	14
%V	0.5%	0.5%	0.8%	0.3%	0.5%	1.1%	0.2%	0.5%
%H (All HH)		100.0%	66.7%	6.7%	66.7%	46.7%	20.0%	93.3%
%H (TV HH)			66.7%	6.7%	66.7%	46.7%	20.0%	

Base: ITV West Macro - 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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ITV West Macro

Household level data

Table 18.8: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Any DSAT provider	1288	1288	1288	8	525	525	0	1214
%V	39.8%	41.4%	100.0%	2.4%	26.8%	81.0%	0.0%	41.7%
%H (All HH)			100.0%	0.6%	40.8%	40.8%	0.0%	94.3%
%H (TV HH)			100.0%	0.6%	40.8%	40.8%	0.0%	
Sky with subscription	1049	1049	1049	6	423	423	0	1000
%V	32.4%	33.7%	81.4%	1.8%	21.6%	65.3%	0.0%	34.4%
%H (All HH)			100.0%	0.6%	40.3%	40.3%	0.0%	95.3%
%H (TV HH)			100.0%	0.6%	40.3%	40.3%	0.0%	
Sky without subscription	69	69	69	0	24	24	0	54
%V	2.1%	2.2%	5.4%	0.0%	1.2%	3.7%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	34.8%	34.8%	0.0%	78.3%
%H (TV HH)			100.0%	0.0%	34.8%	34.8%	0.0%	
Freesat	154	154	154	1	78	78	0	144
%V	4.8%	4.9%	12.0%	0.3%	4.0%	12.0%	0.0%	4.9%
%H (All HH)			100.0%	0.6%	50.6%	50.6%	0.0%	93.5%
%H (TV HH)			100.0%	0.6%	50.6%	50.6%	0.0%	
Other satellite provider	58	58	58	2	25	25	0	57
%V	1.8%	1.9%	4.5%	0.6%	1.3%	3.9%	0.0%	2.0%
%H (All HH)			100.0%	3.4%	43.1%	43.1%	0.0%	98.3%
%H (TV HH)			100.0%	3.4%	43.1%	43.1%	0.0%	
DCAB	339	339	8	339	123	123	0	330
%V	10.5%	10.9%	0.6%	100.0%	6.3%	19.0%	0.0%	11.3%
%H (All HH)			2.4%	100.0%	36.3%	36.3%	0.0%	97.3%
%H (TV HH)			2.4%	100.0%	36.3%	36.3%	0.0%	
DTT	1959	1959	525	123	1959	648	1311	1710
%V	60.5%	62.9%	40.8%	36.3%	100.0%	100.0%	100.0%	58.8%
%H (All HH)		100.0%	26.8%	6.3%	100.0%	33.1%	66.9%	87.3%
%H (TV HH)			26.8%	6.3%	100.0%	33.1%	66.9%	

Base: ITV West Macro - 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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ITV West Macro

Household level data

Table 18.9: 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	3240	3114	1288	339	1959	648	1311	2910
%H (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
PVR	1913	1913	1163	324	1042	609	433	1803
%V	59.0%	61.4%	90.3%	95.6%	53.2%	94.0%	33.0%	62.0%
%H (All HH)		100.0%	60.8%	16.9%	54.5%	31.8%	22.6%	94.2%
%H (TV HH)			60.8%	16.9%	54.5%	31.8%	22.6%	
DVDR	28	28	11	2	26	11	15	25
%V	0.9%	0.9%	0.9%	0.6%	1.3%	1.7%	1.1%	0.9%
%H (All HH)		100.0%	39.3%	7.1%	92.9%	39.3%	53.6%	89.3%
%H (TV HH)			39.3%	7.1%	92.9%	39.3%	53.6%	
VCR	12	12	3	1	12	4	8	8
%V	0.4%	0.4%	0.2%	0.3%	0.6%	0.6%	0.6%	0.3%
%H (All HH)		100.0%	25.0%	8.3%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			25.0%	8.3%	100.0%	33.3%	66.7%	
Any recorder	1931	1931	1163	324	1060	609	450	1818
%V	59.6%	62.0%	90.3%	95.6%	54.1%	94.0%	34.3%	62.5%
%H (All HH)		100.0%	60.2%	16.8%	54.9%	31.5%	23.3%	94.1%
%H (TV HH)			60.2%	16.8%	54.9%	31.5%	23.3%	
Receives HDTV (via STB or built-in reception)	2321	2321	1137	308	1493	610	883	2183
%V	71.6%	74.5%	88.3%	90.9%	76.2%	94.1%	67.4%	75.0%
%H (All HH)		100.0%	49.0%	13.3%	64.3%	26.3%	38.0%	94.1%
%H (TV HH)			49.0%	13.3%	64.3%	26.3%	38.0%	
DVD/Blu-ray player or recorder	1916	1916	837	208	1232	466	766	1790
%V	59.1%	61.5%	65.0%	61.4%	62.9%	71.9%	58.4%	61.5%
%H (All HH)		100.0%	43.7%	10.9%	64.3%	24.3%	40.0%	93.4%
%H (TV HH)			43.7%	10.9%	64.3%	24.3%	40.0%	

Base: ITV West Macro - 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

ITV West Macro

Household level data

Table 18.10: 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	3240	3114	1288	339	1959	648	1311	2910
%V (All HH)		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%
%H (TV HH)			41.4%	10.9%	62.9%	20.8%	42.1%	
Has broadband internet	2910	2803	1214	330	1710	622	1088	2910
%V	89.8%	90.0%	94.3%	97.3%	87.3%	96.0%	83.0%	100.0%
%H (All HH)		96.3%	41.7%	11.3%	58.8%	21.4%	37.4%	100.0%
%H (TV HH)			43.3%	11.8%	61.0%	22.2%	38.8%	
Number of computers (PCs and laptops)								
0	507	473	143	28	332	56	276	199
%V	15.6%	15.2%	11.1%	8.3%	16.9%	8.6%	21.1%	6.8%
%H (All HH)		93.3%	28.2%	5.5%	65.5%	11.0%	54.4%	39.3%
%H (TV HH)			30.2%	5.9%	70.2%	11.8%	58.4%	
1	869	836	349	81	511	142	369	850
%V	26.8%	26.8%	27.1%	23.9%	26.1%	21.9%	28.1%	29.2%
%H (All HH)		96.2%	40.2%	9.3%	58.8%	16.3%	42.5%	97.8%
%H (TV HH)			41.7%	9.7%	61.1%	17.0%	44.1%	
2	819	789	335	94	496	184	313	818
%V	25.3%	25.3%	26.0%	27.7%	25.3%	28.4%	23.9%	28.1%
%H (All HH)		96.3%	40.9%	11.5%	60.6%	22.5%	38.2%	99.9%
%H (TV HH)			42.5%	11.9%	62.9%	23.3%	39.7%	
3	476	462	204	63	286	119	167	474
%V	14.7%	14.8%	15.8%	18.6%	14.6%	18.4%	12.7%	16.3%
%H (All HH)		97.1%	42.9%	13.2%	60.1%	25.0%	35.1%	99.6%
%H (TV HH)			44.2%	13.6%	61.9%	25.8%	36.1%	
4	269	265	127	35	159	72	87	269
%V	8.3%	8.5%	9.9%	10.3%	8.1%	11.1%	6.6%	9.2%
%H (All HH)		98.5%	47.2%	13.0%	59.1%	26.8%	32.3%	100.0%
%H (TV HH)			47.9%	13.2%	60.0%	27.2%	32.8%	
5+	300	290	131	38	175	74	100	300
%V	9.3%	9.3%	10.2%	11.2%	8.9%	11.4%	7.6%	10.3%
%H (All HH)		96.7%	43.7%	12.7%	58.3%	24.7%	33.3%	100.0%
%H (TV HH)			45.2%	13.1%	60.3%	25.5%	34.5%	

Base: ITV West Macro - 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

ITV West Macro

Set level data

Table 18.11: 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	6329	2937	726	4208	1819	2389	5889
%H		46.4%	11.5%	66.5%	28.7%	37.7%	93.0%
Under 20"	347	127	25	281	99	182	307
%V	5.5%	4.3%	3.4%	6.7%	5.4%	7.6%	5.2%
%H		36.6%	7.2%	81.0%	28.5%	52.4%	88.5%
20" - 29"	1162	498	122	881	377	504	1054
%V	18.4%	17.0%	16.8%	20.9%	20.7%	21.1%	17.9%
%H		42.9%	10.5%	75.8%	32.4%	43.4%	90.7%
30" - 39"	1986	876	246	1335	550	784	1801
%V	31.4%	29.8%	33.9%	31.7%	30.2%	32.8%	30.6%
%H		44.1%	12.4%	67.2%	27.7%	39.5%	90.7%
40" - 49"	1816	913	234	1098	525	573	1745
%V	28.7%	31.1%	32.2%	26.1%	28.9%	24.0%	29.6%
%H		50.3%	12.9%	60.5%	28.9%	31.6%	96.1%
50" - 59"	757	412	69	438	201	237	734
%V	12.0%	14.0%	9.5%	10.4%	11.1%	9.9%	12.5%
%H		54.4%	9.1%	57.9%	26.6%	31.3%	97.0%
60"+	102	62	8	57	30	27	102
%V	1.6%	2.1%	1.1%	1.4%	1.6%	1.1%	1.7%
%H		60.8%	7.8%	55.9%	29.4%	26.5%	100.0%
Don't know	159	49	22	119	37	82	147
%V	2.5%	1.7%	3.0%	2.8%	2.0%	3.4%	2.5%
%H		30.8%	13.8%	74.8%	23.3%	51.6%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.12: 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	6329	2937	726	4208	1819	2389	5889
%H		46.4%	11.5%	66.5%	28.7%	37.7%	93.0%
Main living room	3087	1287	334	1947	645	1302	2780
%V	48.8%	43.8%	46.0%	46.3%	35.5%	54.5%	47.2%
%H		41.7%	10.8%	63.1%	20.9%	42.2%	90.1%
Kitchen	365	174	37	295	144	151	341
%V	5.8%	5.9%	5.1%	7.0%	7.9%	6.3%	5.8%
%H		47.7%	10.1%	80.8%	39.5%	41.4%	93.4%
Adult's bedroom	1699	851	210	1143	570	573	1622
%V	26.8%	29.0%	28.9%	27.2%	31.3%	24.0%	27.5%
%H		50.1%	12.4%	67.3%	33.5%	33.7%	95.5%
Child's bedroom	343	180	42	189	96	93	339
%V	5.4%	6.1%	5.8%	4.5%	5.3%	3.9%	5.8%
%H		52.5%	12.2%	55.1%	28.0%	27.1%	98.8%
Other bedroom	296	160	45	234	146	88	285
%V	4.7%	5.4%	6.2%	5.6%	8.0%	3.7%	4.8%
%H		54.1%	15.2%	79.1%	49.3%	29.7%	96.3%
Second living/dining room	337	182	38	251	142	109	327
%V	5.3%	6.2%	5.2%	6.0%	7.8%	4.6%	5.6%
%H		54.0%	11.3%	74.5%	42.1%	32.3%	97.0%
Study/office	56	22	7	40	14	25	54
%V	0.9%	0.7%	1.0%	1.0%	0.8%	1.0%	0.9%
%H		39.3%	12.5%	71.4%	25.0%	44.6%	96.4%
TV room	35	17	3	28	14	14	35
%V	0.6%	0.6%	0.4%	0.7%	0.8%	0.6%	0.6%
%H		48.6%	8.6%	80.0%	40.0%	40.0%	100.0%
Conservatory	82	49	8	60	36	24	79
%V	1.3%	1.7%	1.1%	1.4%	2.0%	1.0%	1.3%
%H		59.8%	9.8%	73.2%	43.9%	29.3%	96.3%
Attic or loft room	9	4	0	6	2	4	9
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.2%
%H		44.4%	0.0%	66.7%	22.2%	44.4%	100.0%
No specific location	4	2	0	3	1	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	100.0%
Other	15	11	1	11	8	3	15
%V	0.2%	0.4%	0.1%	0.3%	0.4%	0.1%	0.3%
%H		73.3%	6.7%	73.3%	53.3%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6329	2937	726	4208	1819	2389	5889
%H		46.4%	11.5%	66.5%	28.7%	37.7%	93.0%
PVR	2777	1849	454	1374	888	487	2647
%V	43.9%	63.0%	62.5%	32.7%	48.8%	20.4%	44.9%
%H		66.6%	16.3%	49.5%	32.0%	17.5%	95.3%
DVDR	30	11	2	27	11	16	27
%V	0.5%	0.4%	0.3%	0.6%	0.6%	0.7%	0.5%
%H		36.7%	6.7%	90.0%	36.7%	53.3%	90.0%
VCR	12	3	1	12	4	8	8
%V	0.2%	0.1%	0.1%	0.3%	0.2%	0.3%	0.1%
%H		25.0%	8.3%	100.0%	33.3%	66.7%	66.7%
Any recorder	2804	1854	455	1401	894	507	2671
%V	44.3%	63.1%	62.7%	33.3%	49.1%	21.2%	45.4%
%H		66.1%	16.2%	50.0%	31.9%	18.1%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: 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	6329	2937	726	4208	1819	2389	5889
%H		46.4%	11.5%	66.5%	28.7%	37.7%	93.0%
Receives HDTV (via STB or built-in reception)	3761	2031	472	2424	1153	1271	3577
%V	59.4%	69.2%	65.0%	57.6%	63.4%	53.2%	60.7%
%H		54.0%	12.5%	64.5%	30.7%	33.8%	95.1%
DVD/Blu-ray player or recorder	2699	1246	304	1772	759	1013	2546
%V	42.6%	42.4%	41.9%	42.1%	41.7%	42.4%	43.2%
%H		46.2%	11.3%	65.7%	28.1%	37.5%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.15: 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	3114	1288	339	1959	648	1311	2803
%H		41.4%	10.9%	62.9%	20.8%	42.1%	90.0%
Under 20"	24	2	1	21	1	20	15
%V	0.8%	0.2%	0.3%	1.1%	0.2%	1.5%	0.5%
%H		8.3%	4.2%	87.5%	4.2%	83.3%	62.5%
20" - 29"	216	43	10	162	17	145	159
%V	6.9%	3.3%	2.9%	8.3%	2.6%	11.1%	5.7%
%H		19.9%	4.6%	75.0%	7.9%	67.1%	73.6%
30" - 39"	886	289	97	603	145	458	727
%V	28.5%	22.4%	28.6%	30.8%	22.4%	34.9%	25.9%
%H		32.6%	10.9%	68.1%	16.4%	51.7%	82.1%
40" - 49"	1241	577	161	730	301	428	1182
%V	39.9%	44.8%	47.5%	37.3%	46.5%	32.6%	42.2%
%H		46.5%	13.0%	58.8%	24.3%	34.5%	95.2%
50" - 59"	591	312	54	345	150	195	573
%V	19.0%	24.2%	15.9%	17.6%	23.1%	14.9%	20.4%
%H		52.8%	9.1%	58.4%	25.4%	33.0%	97.0%
60"+	81	47	4	46	22	24	81
%V	2.6%	3.6%	1.2%	2.3%	3.4%	1.8%	2.9%
%H		58.0%	4.9%	56.8%	27.2%	29.6%	100.0%
Don't know	75	18	11	52	11	41	66
%V	2.4%	1.4%	3.2%	2.7%	1.7%	3.1%	2.4%
%H		24.0%	14.7%	69.3%	14.7%	54.7%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.16: 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	3114	1288	339	1959	648	1311	2803
%H		41.4%	10.9%	62.9%	20.8%	42.1%	90.0%
PVR	1877	1148	320	1009	592	417	1768
%V	60.3%	89.1%	94.4%	51.5%	91.4%	31.8%	63.1%
%H		61.2%	17.0%	53.8%	31.5%	22.2%	94.2%
DVDR	17	4	1	16	3	12	15
%V	0.5%	0.3%	0.3%	0.8%	0.5%	0.9%	0.5%
%H		23.5%	5.9%	94.1%	17.6%	70.6%	88.2%
VCR	8	0	1	8	2	6	4
%V	0.3%	0.0%	0.3%	0.4%	0.3%	0.5%	0.1%
%H		0.0%	12.5%	100.0%	25.0%	75.0%	50.0%
Any recorder	1896	1148	320	1026	593	434	1783
%V	60.9%	89.1%	94.4%	52.4%	91.5%	33.1%	63.6%
%H		60.5%	16.9%	54.1%	31.3%	22.9%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: 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	3114	1288	339	1959	648	1311	2803
%H		41.4%	10.9%	62.9%	20.8%	42.1%	90.0%
Receives HDTV (via STB or built-in reception)	2273	1115	304	1452	590	861	2137
%V	73.0%	86.6%	89.7%	74.1%	91.0%	65.7%	76.2%
%H		49.1%	13.4%	63.9%	26.0%	37.9%	94.0%
DVD/Blu-ray player or recorder	1574	666	166	1008	357	651	1462
%V	50.5%	51.7%	49.0%	51.5%	55.1%	49.7%	52.2%
%H		42.3%	10.5%	64.0%	22.7%	41.4%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.18: 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	3216	1649	388	2249	1171	1078	3086
%H		51.3%	12.1%	69.9%	36.4%	33.5%	96.0%
Under 20"	324	126	24	260	98	162	292
%V	10.1%	7.6%	6.2%	11.6%	8.4%	15.0%	9.5%
%H		38.9%	7.4%	80.2%	30.2%	50.0%	90.1%
20" - 29"	946	455	112	719	360	359	895
%V	29.4%	27.6%	28.9%	32.0%	30.7%	33.3%	29.0%
%H		48.1%	11.8%	76.0%	38.1%	37.9%	94.6%
30" - 39"	1101	587	149	732	405	327	1074
%V	34.2%	35.6%	38.4%	32.5%	34.6%	30.3%	34.8%
%H		53.3%	13.5%	66.5%	36.8%	29.7%	97.5%
40" - 49"	575	337	73	368	224	144	563
%V	17.9%	20.4%	18.8%	16.4%	19.1%	13.4%	18.2%
%H		58.6%	12.7%	64.0%	39.0%	25.0%	97.9%
50" - 59"	166	99	15	93	51	43	161
%V	5.2%	6.0%	3.9%	4.1%	4.4%	4.0%	5.2%
%H		59.6%	9.0%	56.0%	30.7%	25.9%	97.0%
60"+	21	14	3	11	8	3	21
%V	0.7%	0.8%	0.8%	0.5%	0.7%	0.3%	0.7%
%H		66.7%	14.3%	52.4%	38.1%	14.3%	100.0%
Don't know	84	31	11	67	26	41	81
%V	2.6%	1.9%	2.8%	3.0%	2.2%	3.8%	2.6%
%H		36.9%	13.1%	79.8%	31.0%	48.8%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Set level data

Table 18.19: 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	3216	1649	388	2249	1171	1078	3086
%H		51.3%	12.1%	69.9%	36.4%	33.5%	96.0%
PVR	899	701	134	365	295	70	878
%V	28.0%	42.5%	34.5%	16.2%	25.2%	6.5%	28.5%
%H		78.0%	14.9%	40.6%	32.8%	7.8%	97.7%
DVDR	13	7	1	12	8	4	13
%V	0.4%	0.4%	0.3%	0.5%	0.7%	0.4%	0.4%
%H		53.8%	7.7%	92.3%	61.5%	30.8%	100.0%
VCR	4	2	0	4	2	2	4
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	908	706	135	374	301	73	887
%V	28.2%	42.8%	34.8%	16.6%	25.7%	6.8%	28.7%
%H		77.8%	14.9%	41.2%	33.1%	8.0%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: 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	3216	1649	388	2249	1171	1078	3086
%H		51.3%	12.1%	69.9%	36.4%	33.5%	96.0%
Receives HDTV (via STB or built-in reception)	1488	916	168	972	562	410	1440
%V	46.3%	55.5%	43.3%	43.2%	48.0%	38.0%	46.7%
%H		61.6%	11.3%	65.3%	37.8%	27.6%	96.8%
DVD/Blu-ray player or recorder	1125	580	138	763	402	361	1084
%V	35.0%	35.2%	35.6%	33.9%	34.3%	33.5%	35.1%
%H		51.6%	12.3%	67.8%	35.7%	32.1%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
ITV West Macro
Individual level data
Table 18.21: 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	7313	7075	3121	830	4230	1567	2663	6901
%H		96.7%	42.7%	11.3%	57.8%	21.4%	36.4%	94.4%
Total Children	1303	1286	581	148	666	230	435	1292
%V	17.8%	18.2%	18.6%	17.8%	15.7%	14.7%	16.3%	18.7%
%H		98.7%	44.6%	11.4%	51.1%	17.7%	33.4%	99.2%
0 - 3	301	296	106	32	154	37	118	297
%V	4.1%	4.2%	3.4%	3.9%	3.6%	2.4%	4.4%	4.3%
%H		98.3%	35.2%	10.6%	51.2%	12.3%	39.2%	98.7%
4 - 15	1002	990	475	115	512	194	318	995
%V	13.7%	14.0%	15.2%	13.9%	12.1%	12.4%	11.9%	14.4%
%H		98.8%	47.4%	11.5%	51.1%	19.4%	31.7%	99.3%
4 - 9	518	507	235	52	249	86	163	512
%V	7.1%	7.2%	7.5%	6.3%	5.9%	5.5%	6.1%	7.4%
%H		97.9%	45.4%	10.0%	48.1%	16.6%	31.5%	98.8%
10 - 15	484	483	240	63	262	107	155	483
%V	6.6%	6.8%	7.7%	7.6%	6.2%	6.8%	5.8%	7.0%
%H		99.8%	49.6%	13.0%	54.1%	22.1%	32.0%	99.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.22: 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	7313	7075	3121	830	4230	1567	2663	6901
%H		96.7%	42.7%	11.3%	57.8%	21.4%	36.4%	94.4%
Total Adults (16+)	6010	5789	2540	682	3564	1337	2227	5610
%V	82.2%	81.8%	81.4%	82.2%	84.3%	85.3%	83.6%	81.3%
%H		96.3%	42.3%	11.3%	59.3%	22.2%	37.1%	93.3%
16 - 19	270	261	126	35	144	61	83	269
%V	3.7%	3.7%	4.0%	4.2%	3.4%	3.9%	3.1%	3.9%
%H		96.7%	46.7%	13.0%	53.3%	22.6%	30.7%	99.6%
20 - 24	451	403	143	73	203	77	126	445
%V	6.2%	5.7%	4.6%	8.8%	4.8%	4.9%	4.7%	6.4%
%H		89.4%	31.7%	16.2%	45.0%	17.1%	27.9%	98.7%
25 - 34	892	837	331	92	429	145	284	877
%V	12.2%	11.8%	10.6%	11.1%	10.1%	9.3%	10.7%	12.7%
%H		93.8%	37.1%	10.3%	48.1%	16.3%	31.8%	98.3%
35 - 44	823	792	352	80	415	133	282	815
%V	11.3%	11.2%	11.3%	9.6%	9.8%	8.5%	10.6%	11.8%
%H		96.2%	42.8%	9.7%	50.4%	16.2%	34.3%	99.0%
45 - 54	972	951	452	143	586	254	332	956
%V	13.3%	13.4%	14.5%	17.2%	13.9%	16.2%	12.5%	13.9%
%H		97.8%	46.5%	14.7%	60.3%	26.1%	34.2%	98.4%
55 - 64	997	965	456	122	630	267	363	951
%V	13.6%	13.6%	14.6%	14.7%	14.9%	17.0%	13.6%	13.8%
%H		96.8%	45.7%	12.2%	63.2%	26.8%	36.4%	95.4%
65+	1605	1579	681	138	1158	400	757	1296
%V	21.9%	22.3%	21.8%	16.6%	27.4%	25.5%	28.4%	18.8%
%H		98.4%	42.4%	8.6%	72.1%	24.9%	47.2%	80.7%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.23: 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+)	6010	5789	2540	682	3564	1337	2227	5610
%H		96.3%	42.3%	11.3%	59.3%	22.2%	37.1%	93.3%
AB	1724	1672	716	195	1110	417	693	1698
%V	28.7%	28.9%	28.2%	28.6%	31.1%	31.2%	31.1%	30.3%
%H		97.0%	41.5%	11.3%	64.4%	24.2%	40.2%	98.5%
C1	1757	1677	738	230	973	390	583	1669
%V	29.2%	29.0%	29.1%	33.7%	27.3%	29.2%	26.2%	29.8%
%H		95.4%	42.0%	13.1%	55.4%	22.2%	33.2%	95.0%
C2	1342	1311	634	136	822	339	483	1254
%V	22.3%	22.6%	25.0%	19.9%	23.1%	25.4%	21.7%	22.4%
%H		97.7%	47.2%	10.1%	61.3%	25.3%	36.0%	93.4%
D	799	760	327	80	433	139	293	702
%V	13.3%	13.1%	12.9%	11.7%	12.1%	10.4%	13.2%	12.5%
%H		95.1%	40.9%	10.0%	54.2%	17.4%	36.7%	87.9%
E	387	369	125	41	226	51	175	286
%V	6.4%	6.4%	4.9%	6.0%	6.3%	3.8%	7.9%	5.1%
%H		95.3%	32.3%	10.6%	58.4%	13.2%	45.2%	73.9%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.24: 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+)	6010	5789	2540	682	3564	1337	2227	5610
%H		96.3%	42.3%	11.3%	59.3%	22.2%	37.1%	93.3%
Working full time	2709	2610	1207	326	1484	590	894	2663
%V	45.1%	45.1%	47.5%	47.8%	41.6%	44.1%	40.1%	47.5%
%H		96.3%	44.6%	12.0%	54.8%	21.8%	33.0%	98.3%
Working part time	622	609	275	79	377	161	217	609
%V	10.3%	10.5%	10.8%	11.6%	10.6%	12.0%	9.7%	10.9%
%H		97.9%	44.2%	12.7%	60.6%	25.9%	34.9%	97.9%
Not working	2653	2548	1048	273	1696	583	1113	2312
%V	44.1%	44.0%	41.3%	40.0%	47.6%	43.6%	50.0%	41.2%
%H		96.0%	39.5%	10.3%	63.9%	22.0%	42.0%	87.1%
Houseperson	3240	3114	1288	339	1959	648	1311	2910
%V	53.9%	53.8%	50.7%	49.7%	55.0%	48.5%	58.9%	51.9%
%H		96.1%	39.8%	10.5%	60.5%	20.0%	40.5%	89.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.25: 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+)	2938	2826	1280	329	1722	678	1043	2762
%H		96.2%	43.6%	11.2%	58.6%	23.1%	35.5%	94.0%
16 - 19	154	152	79	18	84	38	46	154
%V	5.2%	5.4%	6.2%	5.5%	4.9%	5.6%	4.4%	5.6%
%H		98.7%	51.3%	11.7%	54.5%	24.7%	29.9%	100.0%
20 - 24	226	201	80	34	103	43	60	223
%V	7.7%	7.1%	6.3%	10.3%	6.0%	6.3%	5.8%	8.1%
%H		88.9%	35.4%	15.0%	45.6%	19.0%	26.5%	98.7%
25 - 34	448	426	177	45	213	77	136	441
%V	15.2%	15.1%	13.8%	13.7%	12.4%	11.4%	13.0%	16.0%
%H		95.1%	39.5%	10.0%	47.5%	17.2%	30.4%	98.4%
35 - 44	405	384	168	42	201	67	134	400
%V	13.8%	13.6%	13.1%	12.8%	11.7%	9.9%	12.8%	14.5%
%H		94.8%	41.5%	10.4%	49.6%	16.5%	33.1%	98.8%
45 - 54	467	458	217	63	279	115	164	459
%V	15.9%	16.2%	17.0%	19.1%	16.2%	17.0%	15.7%	16.6%
%H		98.1%	46.5%	13.5%	59.7%	24.6%	35.1%	98.3%
55 - 64	486	472	225	56	308	130	177	462
%V	16.5%	16.7%	17.6%	17.0%	17.9%	19.2%	17.0%	16.7%
%H		97.1%	46.3%	11.5%	63.4%	26.7%	36.4%	95.1%
65+	751	733	335	70	534	208	327	623
%V	25.6%	25.9%	26.2%	21.3%	31.0%	30.7%	31.4%	22.6%
%H		97.6%	44.6%	9.3%	71.1%	27.7%	43.5%	83.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.26: 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+)	2938	2826	1280	329	1722	678	1043	2762
%H		96.2%	43.6%	11.2%	58.6%	23.1%	35.5%	94.0%
AB	856	837	374	104	549	221	328	846
%V	29.1%	29.6%	29.2%	31.6%	31.9%	32.6%	31.4%	30.6%
%H		97.8%	43.7%	12.1%	64.1%	25.8%	38.3%	98.8%
C1	814	778	352	106	442	183	259	783
%V	27.7%	27.5%	27.5%	32.2%	25.7%	27.0%	24.8%	28.3%
%H		95.6%	43.2%	13.0%	54.3%	22.5%	31.8%	96.2%
C2	717	696	336	68	438	180	257	663
%V	24.4%	24.6%	26.3%	20.7%	25.4%	26.5%	24.6%	24.0%
%H		97.1%	46.9%	9.5%	61.1%	25.1%	35.8%	92.5%
D	387	364	163	37	198	67	132	345
%V	13.2%	12.9%	12.7%	11.2%	11.5%	9.9%	12.7%	12.5%
%H		94.1%	42.1%	9.6%	51.2%	17.3%	34.1%	89.1%
E	163	152	54	15	94	26	68	125
%V	5.5%	5.4%	4.2%	4.6%	5.5%	3.8%	6.5%	4.5%
%H		93.3%	33.1%	9.2%	57.7%	16.0%	41.7%	76.7%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.27: 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+)	2938	2826	1280	329	1722	678	1043	2762
%H		96.2%	43.6%	11.2%	58.6%	23.1%	35.5%	94.0%
Working full time	1602	1552	725	191	883	357	526	1575
%V	54.5%	54.9%	56.6%	58.1%	51.3%	52.7%	50.4%	57.0%
%H		96.9%	45.3%	11.9%	55.1%	22.3%	32.8%	98.3%
Working part time	141	136	69	14	80	37	43	131
%V	4.8%	4.8%	5.4%	4.3%	4.6%	5.5%	4.1%	4.7%
%H		96.5%	48.9%	9.9%	56.7%	26.2%	30.5%	92.9%
Not working	1182	1128	482	121	754	283	471	1044
%V	40.2%	39.9%	37.7%	36.8%	43.8%	41.7%	45.2%	37.8%
%H		95.4%	40.8%	10.2%	63.8%	23.9%	39.8%	88.3%
Houseperson	666	615	231	58	389	104	285	547
%V	22.7%	21.8%	18.0%	17.6%	22.6%	15.3%	27.3%	19.8%
%H		92.3%	34.7%	8.7%	58.4%	15.6%	42.8%	82.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.28: 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+)	3072	2963	1261	353	1843	659	1184	2847
%H		96.5%	41.0%	11.5%	60.0%	21.5%	38.5%	92.7%
16 - 19	116	109	47	17	60	23	37	115
%V	3.8%	3.7%	3.7%	4.8%	3.3%	3.5%	3.1%	4.0%
%H		94.0%	40.5%	14.7%	51.7%	19.8%	31.9%	99.1%
20 - 24	226	202	63	39	100	33	67	222
%V	7.4%	6.8%	5.0%	11.0%	5.4%	5.0%	5.7%	7.8%
%H		89.4%	27.9%	17.3%	44.2%	14.6%	29.6%	98.2%
25 - 34	444	411	154	47	215	68	147	436
%V	14.5%	13.9%	12.2%	13.3%	11.7%	10.3%	12.4%	15.3%
%H		92.6%	34.7%	10.6%	48.4%	15.3%	33.1%	98.2%
35 - 44	418	408	185	37	214	66	149	415
%V	13.6%	13.8%	14.7%	10.5%	11.6%	10.0%	12.6%	14.6%
%H		97.6%	44.3%	8.9%	51.2%	15.8%	35.6%	99.3%
45 - 54	504	493	235	79	307	139	168	497
%V	16.4%	16.6%	18.6%	22.4%	16.7%	21.1%	14.2%	17.5%
%H		97.8%	46.6%	15.7%	60.9%	27.6%	33.3%	98.6%
55 - 64	511	494	231	65	322	136	186	490
%V	16.6%	16.7%	18.3%	18.4%	17.5%	20.6%	15.7%	17.2%
%H		96.7%	45.2%	12.7%	63.0%	26.6%	36.4%	95.9%
65+	855	846	346	68	624	193	431	672
%V	27.8%	28.6%	27.4%	19.3%	33.9%	29.3%	36.4%	23.6%
%H		98.9%	40.5%	8.0%	73.0%	22.6%	50.4%	78.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.29: 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+)	3072	2963	1261	353	1843	659	1184	2847
%H		96.5%	41.0%	11.5%	60.0%	21.5%	38.5%	92.7%
AB	868	836	342	91	561	196	365	853
%V	28.3%	28.2%	27.1%	25.8%	30.4%	29.7%	30.8%	30.0%
%H		96.3%	39.4%	10.5%	64.6%	22.6%	42.1%	98.3%
C1	943	899	386	124	531	206	325	885
%V	30.7%	30.3%	30.6%	35.1%	28.8%	31.3%	27.4%	31.1%
%H		95.3%	40.9%	13.1%	56.3%	21.8%	34.5%	93.8%
C2	625	615	298	68	384	159	226	591
%V	20.3%	20.8%	23.6%	19.3%	20.8%	24.1%	19.1%	20.8%
%H		98.4%	47.7%	10.9%	61.4%	25.4%	36.2%	94.6%
D	412	396	164	43	234	72	162	357
%V	13.4%	13.4%	13.0%	12.2%	12.7%	10.9%	13.7%	12.5%
%H		96.1%	39.8%	10.4%	56.8%	17.5%	39.3%	86.7%
E	225	218	71	26	132	25	107	161
%V	7.3%	7.4%	5.6%	7.4%	7.2%	3.8%	9.0%	5.7%
%H		96.9%	31.6%	11.6%	58.7%	11.1%	47.6%	71.6%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV West Macro

Individual level data

Table 18.30: 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+)	3072	2963	1261	353	1843	659	1184	2847
%H		96.5%	41.0%	11.5%	60.0%	21.5%	38.5%	92.7%
Working full time	1106	1058	482	135	601	234	367	1088
%V	36.0%	35.7%	38.2%	38.2%	32.6%	35.5%	31.0%	38.2%
%H		95.7%	43.6%	12.2%	54.3%	21.2%	33.2%	98.4%
Working part time	481	474	206	64	297	123	174	478
%V	15.7%	16.0%	16.3%	18.1%	16.1%	18.7%	14.7%	16.8%
%H		98.5%	42.8%	13.3%	61.7%	25.6%	36.2%	99.4%
Not working	1470	1421	566	152	942	300	642	1268
%V	47.9%	48.0%	44.9%	43.1%	51.1%	45.5%	54.2%	44.5%
%H		96.7%	38.5%	10.3%	64.1%	20.4%	43.7%	86.3%
Houseperson	2575	2498	1058	280	1569	544	1026	2362
%V	83.8%	84.3%	83.9%	79.3%	85.1%	82.5%	86.7%	83.0%
%H		97.0%	41.1%	10.9%	60.9%	21.1%	39.8%	91.7%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV MidWest

Household level data

Table 19.1: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
AB	1786	1726	662	222	1176	408	767	1742
%V	25.6%	25.9%	27.0%	24.0%	26.8%	28.0%	26.2%	28.0%
%H (All HH)		96.6%	37.1%	12.4%	65.8%	22.8%	42.9%	97.5%
%H (TV HH)			38.4%	12.9%	68.1%	23.6%	44.4%	
C1	1991	1900	736	283	1226	453	773	1834
%V	28.5%	28.6%	30.1%	30.6%	28.0%	31.0%	26.4%	29.5%
%H (All HH)		95.4%	37.0%	14.2%	61.6%	22.8%	38.8%	92.1%
%H (TV HH)			38.7%	14.9%	64.5%	23.8%	40.7%	
C2	1462	1418	539	214	938	342	596	1303
%V	20.9%	21.3%	22.0%	23.1%	21.4%	23.4%	20.4%	20.9%
%H (All HH)		97.0%	36.9%	14.6%	64.2%	23.4%	40.8%	89.1%
%H (TV HH)			38.0%	15.1%	66.1%	24.1%	42.0%	
D	1051	970	335	131	612	172	439	886
%V	15.0%	14.6%	13.7%	14.2%	14.0%	11.8%	15.0%	14.2%
%H (All HH)		92.3%	31.9%	12.5%	58.2%	16.4%	41.8%	84.3%
%H (TV HH)			34.5%	13.5%	63.1%	17.7%	45.3%	
E	698	640	177	75	435	83	352	462
%V	10.0%	9.6%	7.2%	8.1%	9.9%	5.7%	12.0%	7.4%
%H (All HH)		91.7%	25.4%	10.7%	62.3%	11.9%	50.4%	66.2%
%H (TV HH)			27.7%	11.7%	68.0%	13.0%	55.0%	

Base: ITV MidWest - 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

ITV MidWest

Household level data

Table 19.2: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
Under 25	284	232	58	27	119	22	97	279
%V	4.1%	3.5%	2.4%	2.9%	2.7%	1.5%	3.3%	4.5%
%H (All HH)		81.7%	20.4%	9.5%	41.9%	7.7%	34.2%	98.2%
%H (TV HH)			25.0%	11.6%	51.3%	9.5%	41.8%	
25 - 34	1003	919	290	123	482	128	354	979
%V	14.4%	13.8%	11.8%	13.3%	11.0%	8.8%	12.1%	15.7%
%H (All HH)		91.6%	28.9%	12.3%	48.1%	12.8%	35.3%	97.6%
%H (TV HH)			31.6%	13.4%	52.4%	13.9%	38.5%	
35 - 44	1074	1006	406	138	563	191	373	1056
%V	15.4%	15.1%	16.6%	14.9%	12.8%	13.1%	12.7%	17.0%
%H (All HH)		93.7%	37.8%	12.8%	52.4%	17.8%	34.7%	98.3%
%H (TV HH)			40.4%	13.7%	56.0%	19.0%	37.1%	
45 - 54	1276	1219	504	227	796	337	459	1240
%V	18.3%	18.3%	20.6%	24.5%	18.1%	23.1%	15.7%	19.9%
%H (All HH)		95.5%	39.5%	17.8%	62.4%	26.4%	36.0%	97.2%
%H (TV HH)			41.3%	18.6%	65.3%	27.6%	37.7%	
55 - 64	1245	1201	504	190	823	342	481	1165
%V	17.8%	18.0%	20.6%	20.5%	18.8%	23.4%	16.4%	18.7%
%H (All HH)		96.5%	40.5%	15.3%	66.1%	27.5%	38.6%	93.6%
%H (TV HH)			42.0%	15.8%	68.5%	28.5%	40.0%	
65 +	2105	2078	688	220	1603	440	1164	1508
%V	30.1%	31.2%	28.1%	23.8%	36.5%	30.2%	39.8%	24.2%
%H (All HH)		98.7%	32.7%	10.5%	76.2%	20.9%	55.3%	71.6%
%H (TV HH)			33.1%	10.6%	77.1%	21.2%	56.0%	

Base: ITV MidWest - 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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ITV MidWest

Household level data

Table 19.3: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
1	2163	2015	544	202	1451	277	1174	1576
%V	31.0%	30.3%	22.2%	21.8%	33.1%	19.0%	40.1%	25.3%
%H (All HH)		93.2%	25.2%	9.3%	67.1%	12.8%	54.3%	72.9%
%H (TV HH)			27.0%	10.0%	72.0%	13.7%	58.3%	
2	2404	2321	922	332	1550	583	967	2256
%V	34.4%	34.9%	37.6%	35.9%	35.3%	40.0%	33.0%	36.2%
%H (All HH)		96.5%	38.4%	13.8%	64.5%	24.3%	40.2%	93.8%
%H (TV HH)			39.7%	14.3%	66.8%	25.1%	41.7%	
3	1031	991	406	157	628	265	363	1015
%V	14.8%	14.9%	16.6%	17.0%	14.3%	18.2%	12.4%	16.3%
%H (All HH)		96.1%	39.4%	15.2%	60.9%	25.7%	35.2%	98.4%
%H (TV HH)			41.0%	15.8%	63.4%	26.7%	36.6%	
4	950	907	397	161	527	235	292	945
%V	13.6%	13.6%	16.2%	17.4%	12.0%	16.1%	10.0%	15.2%
%H (All HH)		95.5%	41.8%	16.9%	55.5%	24.7%	30.7%	99.5%
%H (TV HH)			43.8%	17.8%	58.1%	25.9%	32.2%	
5+	440	421	181	73	231	99	131	435
%V	6.3%	6.3%	7.4%	7.9%	5.3%	6.8%	4.5%	7.0%
%H (All HH)		95.7%	41.1%	16.6%	52.5%	22.5%	29.8%	98.9%
%H (TV HH)			43.0%	17.3%	54.9%	23.5%	31.1%	
Average HH size	2.33	2.34	2.52	2.56	2.24	2.55	2.08	2.46

Base: ITV MidWest - 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

ITV MidWest

Household level data

Table 19.4: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
Without	5258	4987	1765	663	3433	1096	2337	4517
%V	75.2%	74.9%	72.1%	71.7%	78.3%	75.1%	79.8%	72.5%
%H (All HH)		94.8%	33.6%	12.6%	65.3%	20.8%	44.4%	85.9%
%H (TV HH)			35.4%	13.3%	68.8%	22.0%	46.9%	
With	1730	1668	684	262	953	363	590	1710
%V	24.8%	25.1%	27.9%	28.3%	21.7%	24.9%	20.2%	27.5%
%H (All HH)		96.4%	39.5%	15.1%	55.1%	21.0%	34.1%	98.8%
%H (TV HH)			41.0%	15.7%	57.1%	21.8%	35.4%	
0 - 3	611	584	214	75	328	98	230	603
%V	8.7%	8.8%	8.7%	8.1%	7.5%	6.7%	7.9%	9.7%
%H (All HH)		95.6%	35.0%	12.3%	53.7%	16.0%	37.6%	98.7%
%H (TV HH)			36.6%	12.8%	56.2%	16.8%	39.4%	
4 - 9	896	862	358	132	464	164	300	884
%V	12.8%	13.0%	14.6%	14.3%	10.6%	11.2%	10.2%	14.2%
%H (All HH)		96.2%	40.0%	14.7%	51.8%	18.3%	33.5%	98.7%
%H (TV HH)			41.5%	15.3%	53.8%	19.0%	34.8%	
10 - 15	852	825	361	147	482	213	269	846
%V	12.2%	12.4%	14.7%	15.9%	11.0%	14.6%	9.2%	13.6%
%H (All HH)		96.8%	42.4%	17.3%	56.6%	25.0%	31.6%	99.3%
%H (TV HH)			43.8%	17.8%	58.4%	25.8%	32.6%	

Base: ITV MidWest - 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 19.5: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
1	2906	2906	794	355	1751	252	1498	2431
%V	41.6%	43.7%	32.4%	38.4%	39.9%	17.3%	51.2%	39.0%
%H (All HH)		100.0%	27.3%	12.2%	60.3%	8.7%	51.5%	83.7%
%H (TV HH)			27.3%	12.2%	60.3%	8.7%	51.5%	
2	2123	2123	854	310	1446	545	901	1932
%V	30.4%	31.9%	34.9%	33.5%	33.0%	37.4%	30.8%	31.0%
%H (All HH)		100.0%	40.2%	14.6%	68.1%	25.7%	42.4%	91.0%
%H (TV HH)			40.2%	14.6%	68.1%	25.7%	42.4%	
3	954	954	460	144	668	341	327	924
%V	13.7%	14.3%	18.8%	15.6%	15.2%	23.4%	11.2%	14.8%
%H (All HH)		100.0%	48.2%	15.1%	70.0%	35.7%	34.3%	96.9%
%H (TV HH)			48.2%	15.1%	70.0%	35.7%	34.3%	
4	437	437	212	75	336	201	135	430
%V	6.3%	6.6%	8.7%	8.1%	7.7%	13.8%	4.6%	6.9%
%H (All HH)		100.0%	48.5%	17.2%	76.9%	46.0%	30.9%	98.4%
%H (TV HH)			48.5%	17.2%	76.9%	46.0%	30.9%	
5+	234	234	128	40	187	121	66	233
%V	3.3%	3.5%	5.2%	4.3%	4.3%	8.3%	2.3%	3.7%
%H (All HH)		100.0%	54.7%	17.1%	79.9%	51.7%	28.2%	99.6%
%H (TV HH)			54.7%	17.1%	79.9%	51.7%	28.2%	

Base: ITV MidWest - 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

ITV MidWest

Household level data

Table 19.6: 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	6988	6654	2449	925	4386	1459	2927	6227
%V		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (All HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
%H (TV HH)								
Under 20"	541	541	190	70	446	179	267	473
%V	7.7%	8.1%	7.8%	7.6%	10.2%	12.3%	9.1%	7.6%
%H (All HH)		100.0%	35.1%	12.9%	82.4%	33.1%	49.4%	87.4%
%H (TV HH)			35.1%	12.9%	82.4%	33.1%	49.4%	
20" - 29"	1770	1770	645	234	1364	519	846	1569
%V	25.3%	26.6%	26.3%	25.3%	31.1%	35.6%	28.9%	25.2%
%H (All HH)		100.0%	36.4%	13.2%	77.1%	29.3%	47.8%	88.6%
%H (TV HH)			36.4%	13.2%	77.1%	29.3%	47.8%	
30" - 39"	3211	3211	1203	484	2217	802	1415	2823
%V	46.0%	48.3%	49.1%	52.3%	50.5%	55.0%	48.3%	45.3%
%H (All HH)		100.0%	37.5%	15.1%	69.0%	25.0%	44.1%	87.9%
%H (TV HH)			37.5%	15.1%	69.0%	25.0%	44.1%	
40" - 49"	3318	3318	1410	493	2137	884	1253	3130
%V	47.5%	49.9%	57.6%	53.3%	48.7%	60.6%	42.8%	50.3%
%H (All HH)		100.0%	42.5%	14.9%	64.4%	26.6%	37.8%	94.3%
%H (TV HH)			42.5%	14.9%	64.4%	26.6%	37.8%	
50" - 59"	1392	1392	661	200	841	393	449	1357
%V	19.9%	20.9%	27.0%	21.6%	19.2%	26.9%	15.3%	21.8%
%H (All HH)		100.0%	47.5%	14.4%	60.4%	28.2%	32.3%	97.5%
%H (TV HH)			47.5%	14.4%	60.4%	28.2%	32.3%	
60"+	222	222	119	27	118	61	57	219
%V	3.2%	3.3%	4.9%	2.9%	2.7%	4.2%	1.9%	3.5%
%H (All HH)		100.0%	53.6%	12.2%	53.2%	27.5%	25.7%	98.6%
%H (TV HH)			53.6%	12.2%	53.2%	27.5%	25.7%	

Base: ITV MidWest - 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 19.7: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
Main living room	6585	6585	2437	916	4354	1450	2904	5887
%V	94.2%	99.0%	99.5%	99.0%	99.3%	99.4%	99.2%	94.5%
%H (All HH)		100.0%	37.0%	13.9%	66.1%	22.0%	44.1%	89.4%
%H (TV HH)			37.0%	13.9%	66.1%	22.0%	44.1%	
Kitchen	721	721	322	96	599	297	302	674
%V	10.3%	10.8%	13.1%	10.4%	13.7%	20.4%	10.3%	10.8%
%H (All HH)		100.0%	44.7%	13.3%	83.1%	41.2%	41.9%	93.5%
%H (TV HH)			44.7%	13.3%	83.1%	41.2%	41.9%	
Adult's bedroom	2888	2888	1285	438	2038	960	1078	2720
%V	41.3%	43.4%	52.5%	47.4%	46.5%	65.8%	36.8%	43.7%
%H (All HH)		100.0%	44.5%	15.2%	70.6%	33.2%	37.3%	94.2%
%H (TV HH)			44.5%	15.2%	70.6%	33.2%	37.3%	
Child's bedroom	533	533	249	88	322	162	160	529
%V	7.6%	8.0%	10.2%	9.5%	7.3%	11.1%	5.5%	8.5%
%H (All HH)		100.0%	46.7%	16.5%	60.4%	30.4%	30.0%	99.2%
%H (TV HH)			46.7%	16.5%	60.4%	30.4%	30.0%	
Other bedroom	407	407	194	76	319	185	133	393
%V	5.8%	6.1%	7.9%	8.2%	7.3%	12.7%	4.5%	6.3%
%H (All HH)		100.0%	47.7%	18.7%	78.4%	45.5%	32.7%	96.6%
%H (TV HH)			47.7%	18.7%	78.4%	45.5%	32.7%	
Second living/dining room	640	640	325	89	472	253	218	612
%V	9.2%	9.6%	13.3%	9.6%	10.8%	17.3%	7.4%	9.8%
%H (All HH)		100.0%	50.8%	13.9%	73.8%	39.5%	34.1%	95.6%
%H (TV HH)			50.8%	13.9%	73.8%	39.5%	34.1%	
Study/office	99	99	43	13	69	29	40	98
%V	1.4%	1.5%	1.8%	1.4%	1.6%	2.0%	1.4%	1.6%
%H (All HH)		100.0%	43.4%	13.1%	69.7%	29.3%	40.4%	99.0%
%H (TV HH)			43.4%	13.1%	69.7%	29.3%	40.4%	
TV room	50	50	24	5	38	17	21	49
%V	0.7%	0.8%	1.0%	0.5%	0.9%	1.2%	0.7%	0.8%
%H (All HH)		100.0%	48.0%	10.0%	76.0%	34.0%	42.0%	98.0%
%H (TV HH)			48.0%	10.0%	76.0%	34.0%	42.0%	
Conservatory	159	159	83	24	119	68	51	152
%V	2.3%	2.4%	3.4%	2.6%	2.7%	4.7%	1.7%	2.4%
%H (All HH)		100.0%	52.2%	15.1%	74.8%	42.8%	32.1%	95.6%
%H (TV HH)			52.2%	15.1%	74.8%	42.8%	32.1%	
Attic or loft room	12	12	5	1	10	4	6	12
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	41.7%	8.3%	83.3%	33.3%	50.0%	100.0%
%H (TV HH)			41.7%	8.3%	83.3%	33.3%	50.0%	
No specific location	6	6	3	1	4	1	3	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	16.7%	50.0%	83.3%
%H (TV HH)			50.0%	16.7%	66.7%	16.7%	50.0%	
Other	49	49	24	9	36	21	15	48
%V	0.7%	0.7%	1.0%	1.0%	0.8%	1.4%	0.5%	0.8%
%H (All HH)		100.0%	49.0%	18.4%	73.5%	42.9%	30.6%	98.0%
%H (TV HH)			49.0%	18.4%	73.5%	42.9%	30.6%	

Base: ITV MidWest - 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 19.8: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
Any DSAT provider	2449	2449	2449	29	1083	1083	0	2318
%V	35.0%	36.8%	100.0%	3.1%	24.7%	74.2%	0.0%	37.2%
%H (All HH)			100.0%	1.2%	44.2%	44.2%	0.0%	94.7%
%H (TV HH)			100.0%	1.2%	44.2%	44.2%	0.0%	
Sky with subcription	2023	2023	2023	14	893	893	0	1933
%V	28.9%	30.4%	82.6%	1.5%	20.4%	61.2%	0.0%	31.0%
%H (All HH)			100.0%	0.7%	44.1%	44.1%	0.0%	95.6%
%H (TV HH)			100.0%	0.7%	44.1%	44.1%	0.0%	
Sky without subscription	108	108	108	1	45	45	0	91
%V	1.5%	1.6%	4.4%	0.1%	1.0%	3.1%	0.0%	1.5%
%H (All HH)			100.0%	0.9%	41.7%	41.7%	0.0%	84.3%
%H (TV HH)			100.0%	0.9%	41.7%	41.7%	0.0%	
Freesat	271	271	271	4	134	134	0	255
%V	3.9%	4.1%	11.1%	0.4%	3.1%	9.2%	0.0%	4.1%
%H (All HH)			100.0%	1.5%	49.4%	49.4%	0.0%	94.1%
%H (TV HH)			100.0%	1.5%	49.4%	49.4%	0.0%	
Other satellite provider	142	142	142	12	66	66	0	132
%V	2.0%	2.1%	5.8%	1.3%	1.5%	4.5%	0.0%	2.1%
%H (All HH)			100.0%	8.5%	46.5%	46.5%	0.0%	93.0%
%H (TV HH)			100.0%	8.5%	46.5%	46.5%	0.0%	
DCAB	925	925	29	925	384	384	0	892
%V	13.2%	13.9%	1.2%	100.0%	8.8%	26.3%	0.0%	14.3%
%H (All HH)			3.1%	100.0%	41.5%	41.5%	0.0%	96.4%
%H (TV HH)			3.1%	100.0%	41.5%	41.5%	0.0%	
DTT	4386	4386	1083	384	4386	1459	2927	3796
%V	62.8%	65.9%	44.2%	41.5%	100.0%	100.0%	100.0%	61.0%
%H (All HH)		100.0%	24.7%	8.8%	100.0%	33.3%	66.7%	86.5%
%H (TV HH)			24.7%	8.8%	100.0%	33.3%	66.7%	

Base: ITV MidWest - 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 19.9: 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	6988	6654	2449	925	4386	1459	2927	6227
%H (All HH)		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (TV HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
PVR	3968	3968	2217	869	2276	1368	908	3736
%V	56.8%	59.6%	90.5%	93.9%	51.9%	93.8%	31.0%	60.0%
%H (All HH)		100.0%	55.9%	21.9%	57.4%	34.5%	22.9%	94.2%
%H (TV HH)			55.9%	21.9%	57.4%	34.5%	22.9%	
DVDR	55	55	22	5	45	18	27	49
%V	0.8%	0.8%	0.9%	0.5%	1.0%	1.2%	0.9%	0.8%
%H (All HH)		100.0%	40.0%	9.1%	81.8%	32.7%	49.1%	89.1%
%H (TV HH)			40.0%	9.1%	81.8%	32.7%	49.1%	
VCR	19	19	5	1	17	5	13	15
%V	0.3%	0.3%	0.2%	0.1%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	26.3%	5.3%	89.5%	26.3%	68.4%	78.9%
%H (TV HH)			26.3%	5.3%	89.5%	26.3%	68.4%	
Any recorder	4009	4009	2219	870	2312	1370	942	3769
%V	57.4%	60.2%	90.6%	94.1%	52.7%	93.9%	32.2%	60.5%
%H (All HH)		100.0%	55.4%	21.7%	57.7%	34.2%	23.5%	94.0%
%H (TV HH)			55.4%	21.7%	57.7%	34.2%	23.5%	
Receives HDTV (via STB or built-in reception)	4863	4863	2152	830	3262	1352	1910	4568
%V	69.6%	73.1%	87.9%	89.7%	74.4%	92.7%	65.3%	73.4%
%H (All HH)		100.0%	44.3%	17.1%	67.1%	27.8%	39.3%	93.9%
%H (TV HH)			44.3%	17.1%	67.1%	27.8%	39.3%	
DVD/Blu-ray player or recorder	3795	3795	1519	527	2530	957	1573	3517
%V	54.3%	57.0%	62.0%	57.0%	57.7%	65.6%	53.7%	56.5%
%H (All HH)		100.0%	40.0%	13.9%	66.7%	25.2%	41.4%	92.7%
%H (TV HH)			40.0%	13.9%	66.7%	25.2%	41.4%	

Base: ITV MidWest - 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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ITV MidWest

Household level data

Table 19.10: 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	6988	6654	2449	925	4386	1459	2927	6227
%V		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%
%H (All HH)			36.8%	13.9%	65.9%	21.9%	44.0%	
%H (TV HH)								
Has broadband internet	6227	5949	2318	892	3796	1400	2396	6227
%V	89.1%	89.4%	94.7%	96.4%	86.5%	96.0%	81.9%	100.0%
%H (All HH)		95.5%	37.2%	14.3%	61.0%	22.5%	38.5%	100.0%
%H (TV HH)			39.0%	15.0%	63.8%	23.5%	40.3%	
Number of computers (PCs and laptops)								
0	1301	1195	305	110	870	149	721	591
%V	18.6%	18.0%	12.5%	11.9%	19.8%	10.2%	24.6%	9.5%
%H (All HH)		91.9%	23.4%	8.5%	66.9%	11.5%	55.4%	45.4%
%H (TV HH)			25.5%	9.2%	72.8%	12.5%	60.3%	
1	1906	1804	631	227	1171	323	848	1862
%V	27.3%	27.1%	25.8%	24.5%	26.7%	22.1%	29.0%	29.9%
%H (All HH)		94.6%	33.1%	11.9%	61.4%	16.9%	44.5%	97.7%
%H (TV HH)			35.0%	12.6%	64.9%	17.9%	47.0%	
2	1641	1577	625	233	1030	393	637	1636
%V	23.5%	23.7%	25.5%	25.2%	23.5%	26.9%	21.8%	26.3%
%H (All HH)		96.1%	38.1%	14.2%	62.8%	23.9%	38.8%	99.7%
%H (TV HH)			39.6%	14.8%	65.3%	24.9%	40.4%	
3	931	905	381	152	579	250	329	929
%V	13.3%	13.6%	15.6%	16.4%	13.2%	17.1%	11.2%	14.9%
%H (All HH)		97.2%	40.9%	16.3%	62.2%	26.9%	35.3%	99.8%
%H (TV HH)			42.1%	16.8%	64.0%	27.6%	36.4%	
4	567	551	251	90	334	155	180	567
%V	8.1%	8.3%	10.2%	9.7%	7.6%	10.6%	6.1%	9.1%
%H (All HH)		97.2%	44.3%	15.9%	58.9%	27.3%	31.7%	100.0%
%H (TV HH)			45.6%	16.3%	60.6%	28.1%	32.7%	
5+	642	622	256	113	401	189	212	642
%V	9.2%	9.3%	10.5%	12.2%	9.1%	13.0%	7.2%	10.3%
%H (All HH)		96.9%	39.9%	17.6%	62.5%	29.4%	33.0%	100.0%
%H (TV HH)			41.2%	18.2%	64.5%	30.4%	34.1%	

Base: ITV MidWest - 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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ITV MidWest

Set level data

Table 19.11: 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	13027	5423	1918	8999	3814	5184	12044
%H		41.6%	14.7%	69.1%	29.3%	39.8%	92.5%
Under 20"	649	222	79	540	209	331	574
%V	5.0%	4.1%	4.1%	6.0%	5.5%	6.4%	4.8%
%H		34.2%	12.2%	83.2%	32.2%	51.0%	88.4%
20" - 29"	2244	860	305	1742	709	1032	2018
%V	17.2%	15.9%	15.9%	19.4%	18.6%	19.9%	16.8%
%H		38.3%	13.6%	77.6%	31.6%	46.0%	89.9%
30" - 39"	4061	1597	635	2843	1148	1695	3643
%V	31.2%	29.4%	33.1%	31.6%	30.1%	32.7%	30.2%
%H		39.3%	15.6%	70.0%	28.3%	41.7%	89.7%
40" - 49"	3990	1770	608	2601	1171	1429	3791
%V	30.6%	32.6%	31.7%	28.9%	30.7%	27.6%	31.5%
%H		44.4%	15.2%	65.2%	29.3%	35.8%	95.0%
50" - 59"	1592	768	226	970	461	509	1553
%V	12.2%	14.2%	11.8%	10.8%	12.1%	9.8%	12.9%
%H		48.2%	14.2%	60.9%	29.0%	32.0%	97.6%
60"+	237	130	31	126	67	58	235
%V	1.8%	2.4%	1.6%	1.4%	1.8%	1.1%	2.0%
%H		54.9%	13.1%	53.2%	28.3%	24.5%	99.2%
Don't know	253	76	34	178	48	130	231
%V	1.9%	1.4%	1.8%	2.0%	1.3%	2.5%	1.9%
%H		30.0%	13.4%	70.4%	19.0%	51.4%	91.3%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Set level data

Table 19.12: 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	13027	5423	1918	8999	3814	5184	12044
%H		41.6%	14.7%	69.1%	29.3%	39.8%	92.5%
Main living room	6613	2447	919	4371	1455	2916	5913
%V	50.8%	45.1%	47.9%	48.6%	38.1%	56.3%	49.1%
%H		37.0%	13.9%	66.1%	22.0%	44.1%	89.4%
Kitchen	727	323	96	604	298	306	680
%V	5.6%	6.0%	5.0%	6.7%	7.8%	5.9%	5.6%
%H		44.4%	13.2%	83.1%	41.0%	42.1%	93.5%
Adult's bedroom	3467	1575	546	2450	1208	1243	3288
%V	26.6%	29.0%	28.5%	27.2%	31.7%	24.0%	27.3%
%H		45.4%	15.7%	70.7%	34.8%	35.9%	94.8%
Child's bedroom	691	322	118	419	215	204	687
%V	5.3%	5.9%	6.2%	4.7%	5.6%	3.9%	5.7%
%H		46.6%	17.1%	60.6%	31.1%	29.5%	99.4%
Other bedroom	487	233	96	384	231	153	472
%V	3.7%	4.3%	5.0%	4.3%	6.1%	3.0%	3.9%
%H		47.8%	19.7%	78.9%	47.4%	31.4%	96.9%
Second living/dining room	654	333	90	485	261	224	627
%V	5.0%	6.1%	4.7%	5.4%	6.8%	4.3%	5.2%
%H		50.9%	13.8%	74.2%	39.9%	34.3%	95.9%
Study/office	103	43	13	72	30	42	101
%V	0.8%	0.8%	0.7%	0.8%	0.8%	0.8%	0.8%
%H		41.7%	12.6%	69.9%	29.1%	40.8%	98.1%
TV room	55	28	5	43	21	22	54
%V	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%	0.4%
%H		50.9%	9.1%	78.2%	38.2%	40.0%	98.2%
Conservatory	160	83	24	120	69	51	153
%V	1.2%	1.5%	1.3%	1.3%	1.8%	1.0%	1.3%
%H		51.9%	15.0%	75.0%	43.1%	31.9%	95.6%
Attic or loft room	13	5	1	10	4	6	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		38.5%	7.7%	76.9%	30.8%	46.2%	100.0%
No specific location	6	3	1	4	1	3	5
%V	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		50.0%	16.7%	66.7%	16.7%	50.0%	83.3%
Other	51	27	9	38	23	15	51
%V	0.4%	0.5%	0.5%	0.4%	0.6%	0.3%	0.4%
%H		52.9%	17.6%	74.5%	45.1%	29.4%	100.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13027	5423	1918	8999	3814	5184	12044
%H		41.6%	14.7%	69.1%	29.3%	39.8%	92.5%
PVR	5626	3472	1187	2996	1986	1010	5363
%V	43.2%	64.0%	61.9%	33.3%	52.1%	19.5%	44.5%
%H		61.7%	21.1%	53.3%	35.3%	18.0%	95.3%
DVDR	58	23	5	47	19	28	52
%V	0.4%	0.4%	0.3%	0.5%	0.5%	0.5%	0.4%
%H		39.7%	8.6%	81.0%	32.8%	48.3%	89.7%
VCR	19	5	1	17	5	13	15
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		26.3%	5.3%	89.5%	26.3%	68.4%	78.9%
Any recorder	5683	3480	1189	3046	1995	1051	5413
%V	43.6%	64.2%	62.0%	33.8%	52.3%	20.3%	44.9%
%H		61.2%	20.9%	53.6%	35.1%	18.5%	95.2%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: 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	13027	5423	1918	8999	3814	5184	12044
%H		41.6%	14.7%	69.1%	29.3%	39.8%	92.5%
Receives HDTV (via STB or built-in reception)	7702	3756	1259	5199	2459	2740	7324
%V	59.1%	69.3%	65.6%	57.8%	64.5%	52.9%	60.8%
%H		48.8%	16.3%	67.5%	31.9%	35.6%	95.1%
DVD/Blu-ray player or recorder	5259	2228	757	3553	1497	2056	4937
%V	40.4%	41.1%	39.5%	39.5%	39.3%	39.7%	41.0%
%H		42.4%	14.4%	67.6%	28.5%	39.1%	93.9%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.15: 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	6654	2449	925	4386	1459	2927	5949
%H		36.8%	13.9%	65.9%	21.9%	44.0%	89.4%
Under 20"	45	4	2	40	4	36	31
%V	0.7%	0.2%	0.2%	0.9%	0.3%	1.2%	0.5%
%H		8.9%	4.4%	88.9%	8.9%	80.0%	68.9%
20" - 29"	442	76	35	349	43	306	328
%V	6.6%	3.1%	3.8%	8.0%	2.9%	10.5%	5.5%
%H		17.2%	7.9%	79.0%	9.7%	69.2%	74.2%
30" - 39"	1836	519	257	1279	302	977	1488
%V	27.6%	21.2%	27.8%	29.2%	20.7%	33.4%	25.0%
%H		28.3%	14.0%	69.7%	16.4%	53.2%	81.0%
40" - 49"	2765	1120	410	1782	691	1091	2586
%V	41.6%	45.7%	44.3%	40.6%	47.4%	37.3%	43.5%
%H		40.5%	14.8%	64.4%	25.0%	39.5%	93.5%
50" - 59"	1252	593	179	759	354	406	1219
%V	18.8%	24.2%	19.4%	17.3%	24.3%	13.9%	20.5%
%H		47.4%	14.3%	60.6%	28.3%	32.4%	97.4%
60"+	198	108	25	100	52	48	197
%V	3.0%	4.4%	2.7%	2.3%	3.6%	1.6%	3.3%
%H		54.5%	12.6%	50.5%	26.3%	24.2%	99.5%
Don't know	116	29	15	76	13	63	100
%V	1.7%	1.2%	1.6%	1.7%	0.9%	2.2%	1.7%
%H		25.0%	12.9%	65.5%	11.2%	54.3%	86.2%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.16: 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	6654	2449	925	4386	1459	2927	5949
%H		36.8%	13.9%	65.9%	21.9%	44.0%	89.4%
PVR	3892	2192	853	2207	1335	872	3663
%V	58.5%	89.5%	92.2%	50.3%	91.5%	29.8%	61.6%
%H		56.3%	21.9%	56.7%	34.3%	22.4%	94.1%
DVDR	39	12	4	31	9	22	33
%V	0.6%	0.5%	0.4%	0.7%	0.6%	0.8%	0.6%
%H		30.8%	10.3%	79.5%	23.1%	56.4%	84.6%
VCR	13	2	1	12	3	10	9
%V	0.2%	0.1%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		15.4%	7.7%	92.3%	23.1%	76.9%	69.2%
Any recorder	3931	2194	854	2241	1337	905	3695
%V	59.1%	89.6%	92.3%	51.1%	91.6%	30.9%	62.1%
%H		55.8%	21.7%	57.0%	34.0%	23.0%	94.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: 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	6654	2449	925	4386	1459	2927	5949
%H		36.8%	13.9%	65.9%	21.9%	44.0%	89.4%
Receives HDTV (via STB or built-in reception)	4773	2111	816	3182	1308	1874	4483
%V	71.7%	86.2%	88.2%	72.5%	89.7%	64.0%	75.4%
%H		44.2%	17.1%	66.7%	27.4%	39.3%	93.9%
DVD/Blu-ray player or recorder	3219	1244	439	2150	769	1381	2959
%V	48.4%	50.8%	47.5%	49.0%	52.7%	47.2%	49.7%
%H		38.6%	13.6%	66.8%	23.9%	42.9%	91.9%

Base: ITV MidWest - 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 19.18: 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	6373	2974	994	4613	2355	2257	6095
%H		46.7%	15.6%	72.4%	37.0%	35.4%	95.6%
Under 20"	604	218	77	500	205	295	543
%V	9.5%	7.3%	7.7%	10.8%	8.7%	13.1%	8.9%
%H		36.1%	12.7%	82.8%	33.9%	48.8%	89.9%
20" - 29"	1802	784	270	1393	666	726	1690
%V	28.3%	26.4%	27.2%	30.2%	28.3%	32.2%	27.7%
%H		43.5%	15.0%	77.3%	37.0%	40.3%	93.8%
30" - 39"	2226	1078	378	1564	845	718	2155
%V	34.9%	36.2%	38.0%	33.9%	35.9%	31.8%	35.4%
%H		48.4%	17.0%	70.3%	38.0%	32.3%	96.8%
40" - 49"	1226	650	197	818	480	338	1205
%V	19.2%	21.9%	19.8%	17.7%	20.4%	15.0%	19.8%
%H		53.0%	16.1%	66.7%	39.2%	27.6%	98.3%
50" - 59"	340	175	46	211	108	103	335
%V	5.3%	5.9%	4.6%	4.6%	4.6%	4.6%	5.5%
%H		51.5%	13.5%	62.1%	31.8%	30.3%	98.5%
60"+	39	22	6	25	15	10	38
%V	0.6%	0.7%	0.6%	0.5%	0.6%	0.4%	0.6%
%H		56.4%	15.4%	64.1%	38.5%	25.6%	97.4%
Don't know	137	47	19	102	36	67	131
%V	2.1%	1.6%	1.9%	2.2%	1.5%	3.0%	2.1%
%H		34.3%	13.9%	74.5%	26.3%	48.9%	95.6%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.19: 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	6373	2974	994	4613	2355	2257	6095
%H		46.7%	15.6%	72.4%	37.0%	35.4%	95.6%
PVR	1734	1280	333	789	651	138	1699
%V	27.2%	43.0%	33.5%	17.1%	27.6%	6.1%	27.9%
%H		73.8%	19.2%	45.5%	37.5%	8.0%	98.0%
DVDR	20	11	1	16	10	6	20
%V	0.3%	0.4%	0.1%	0.3%	0.4%	0.3%	0.3%
%H		55.0%	5.0%	80.0%	50.0%	30.0%	100.0%
VCR	5	2	0	5	2	3	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Any recorder	1752	1286	335	804	658	146	1717
%V	27.5%	43.2%	33.7%	17.4%	27.9%	6.5%	28.2%
%H		73.4%	19.1%	45.9%	37.6%	8.3%	98.0%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: 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	6373	2974	994	4613	2355	2257	6095
%H		46.7%	15.6%	72.4%	37.0%	35.4%	95.6%
Receives HDTV (via STB or built-in reception)	2930	1645	443	2017	1151	866	2841
%V	46.0%	55.3%	44.6%	43.7%	48.9%	38.4%	46.6%
%H		56.1%	15.1%	68.8%	39.3%	29.6%	97.0%
DVD/Blu-ray player or recorder	2041	984	318	1403	728	675	1978
%V	32.0%	33.1%	32.0%	30.4%	30.9%	29.9%	32.5%
%H		48.2%	15.6%	68.7%	35.7%	33.1%	96.9%

Base: ITV MidWest - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.21: 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	16272	15554	6175	2369	9805	3717	6088	15294
%H		95.6%	37.9%	14.6%	60.3%	22.8%	37.4%	94.0%
Total Children	3084	2971	1224	456	1668	619	1048	3049
%V	19.0%	19.1%	19.8%	19.2%	17.0%	16.7%	17.2%	19.9%
%H		96.3%	39.7%	14.8%	54.1%	20.1%	34.0%	98.9%
0 - 3	697	668	244	88	371	109	262	687
%V	4.3%	4.3%	4.0%	3.7%	3.8%	2.9%	4.3%	4.5%
%H		95.8%	35.0%	12.6%	53.2%	15.6%	37.6%	98.6%
4 - 15	2387	2303	980	368	1296	510	786	2361
%V	14.7%	14.8%	15.9%	15.5%	13.2%	13.7%	12.9%	15.4%
%H		96.5%	41.1%	15.4%	54.3%	21.4%	32.9%	98.9%
4 - 9	1218	1171	487	176	639	226	413	1201
%V	7.5%	7.5%	7.9%	7.4%	6.5%	6.1%	6.8%	7.9%
%H		96.1%	40.0%	14.4%	52.5%	18.6%	33.9%	98.6%
10 - 15	1169	1132	494	192	657	284	373	1160
%V	7.2%	7.3%	8.0%	8.1%	6.7%	7.6%	6.1%	7.6%
%H		96.8%	42.3%	16.4%	56.2%	24.3%	31.9%	99.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.22: 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	16272	15554	6175	2369	9805	3717	6088	15294
%H		95.6%	37.9%	14.6%	60.3%	22.8%	37.4%	94.0%
Total Adults (16+)	13188	12583	4950	1913	8137	3098	5040	12245
%V	81.0%	80.9%	80.2%	80.8%	83.0%	83.3%	82.8%	80.1%
%H		95.4%	37.5%	14.5%	61.7%	23.5%	38.2%	92.8%
16 - 19	642	615	261	100	369	158	211	638
%V	3.9%	4.0%	4.2%	4.2%	3.8%	4.3%	3.5%	4.2%
%H		95.8%	40.7%	15.6%	57.5%	24.6%	32.9%	99.4%
20 - 24	1050	919	318	170	517	208	309	1041
%V	6.5%	5.9%	5.1%	7.2%	5.3%	5.6%	5.1%	6.8%
%H		87.5%	30.3%	16.2%	49.2%	19.8%	29.4%	99.1%
25 - 34	2074	1920	687	303	1037	367	670	2041
%V	12.7%	12.3%	11.1%	12.8%	10.6%	9.9%	11.0%	13.3%
%H		92.6%	33.1%	14.6%	50.0%	17.7%	32.3%	98.4%
35 - 44	1940	1822	757	263	1034	386	648	1908
%V	11.9%	11.7%	12.3%	11.1%	10.5%	10.4%	10.6%	12.5%
%H		93.9%	39.0%	13.6%	53.3%	19.9%	33.4%	98.4%
45 - 54	2190	2111	912	381	1367	601	766	2145
%V	13.5%	13.6%	14.8%	16.1%	13.9%	16.2%	12.6%	14.0%
%H		96.4%	41.6%	17.4%	62.4%	27.4%	35.0%	97.9%
55 - 64	2084	2029	861	335	1395	604	792	1985
%V	12.8%	13.0%	13.9%	14.1%	14.2%	16.2%	13.0%	13.0%
%H		97.4%	41.3%	16.1%	66.9%	29.0%	38.0%	95.2%
65+	3208	3167	1155	361	2418	775	1643	2488
%V	19.7%	20.4%	18.7%	15.2%	24.7%	20.9%	27.0%	16.3%
%H		98.7%	36.0%	11.3%	75.4%	24.2%	51.2%	77.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.23: 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+)	13188	12583	4950	1913	8137	3098	5040	12245
%H		95.4%	37.5%	14.5%	61.7%	23.5%	38.2%	92.8%
AB	3578	3457	1364	476	2344	877	1467	3519
%V	27.1%	27.5%	27.6%	24.9%	28.8%	28.3%	29.1%	28.7%
%H		96.6%	38.1%	13.3%	65.5%	24.5%	41.0%	98.4%
C1	3800	3619	1501	587	2245	949	1295	3621
%V	28.8%	28.8%	30.3%	30.7%	27.6%	30.6%	25.7%	29.6%
%H		95.2%	39.5%	15.4%	59.1%	25.0%	34.1%	95.3%
C2	2862	2782	1133	451	1828	759	1069	2630
%V	21.7%	22.1%	22.9%	23.6%	22.5%	24.5%	21.2%	21.5%
%H		97.2%	39.6%	15.8%	63.9%	26.5%	37.4%	91.9%
D	2002	1848	683	283	1144	382	762	1806
%V	15.2%	14.7%	13.8%	14.8%	14.1%	12.3%	15.1%	14.7%
%H		92.3%	34.1%	14.1%	57.1%	19.1%	38.1%	90.2%
E	944	878	270	116	577	131	446	670
%V	7.2%	7.0%	5.5%	6.1%	7.1%	4.2%	8.8%	5.5%
%H		93.0%	28.6%	12.3%	61.1%	13.9%	47.2%	71.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.24: 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+)	13188	12583	4950	1913	8137	3098	5040	12245
%H		95.4%	37.5%	14.5%	61.7%	23.5%	38.2%	92.8%
Working full time	6138	5882	2458	979	3569	1496	2074	6043
%V	46.5%	46.7%	49.7%	51.2%	43.9%	48.3%	41.2%	49.4%
%H		95.8%	40.0%	15.9%	58.1%	24.4%	33.8%	98.5%
Working part time	1257	1219	499	201	788	331	457	1228
%V	9.5%	9.7%	10.1%	10.5%	9.7%	10.7%	9.1%	10.0%
%H		97.0%	39.7%	16.0%	62.7%	26.3%	36.4%	97.7%
Not working	5748	5442	1974	725	3765	1263	2502	4931
%V	43.6%	43.2%	39.9%	37.9%	46.3%	40.8%	49.6%	40.3%
%H		94.7%	34.3%	12.6%	65.5%	22.0%	43.5%	85.8%
Houseperson	6988	6654	2449	925	4386	1459	2927	6227
%V	53.0%	52.9%	49.5%	48.4%	53.9%	47.1%	58.1%	50.9%
%H		95.2%	35.0%	13.2%	62.8%	20.9%	41.9%	89.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.25: 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+)	6479	6157	2461	941	3930	1549	2382	6055
%H		95.0%	38.0%	14.5%	60.7%	23.9%	36.8%	93.5%
16 - 19	351	339	157	50	204	94	110	350
%V	5.4%	5.5%	6.4%	5.3%	5.2%	6.1%	4.6%	5.8%
%H		96.6%	44.7%	14.2%	58.1%	26.8%	31.3%	99.7%
20 - 24	537	471	165	82	262	111	152	533
%V	8.3%	7.6%	6.7%	8.7%	6.7%	7.2%	6.4%	8.8%
%H		87.7%	30.7%	15.3%	48.8%	20.7%	28.3%	99.3%
25 - 34	1051	971	353	155	521	190	331	1034
%V	16.2%	15.8%	14.3%	16.5%	13.3%	12.3%	13.9%	17.1%
%H		92.4%	33.6%	14.7%	49.6%	18.1%	31.5%	98.4%
35 - 44	958	891	362	129	501	185	316	937
%V	14.8%	14.5%	14.7%	13.7%	12.7%	11.9%	13.3%	15.5%
%H		93.0%	37.8%	13.5%	52.3%	19.3%	33.0%	97.8%
45 - 54	1068	1023	437	179	645	273	372	1043
%V	16.5%	16.6%	17.8%	19.0%	16.4%	17.6%	15.6%	17.2%
%H		95.8%	40.9%	16.8%	60.4%	25.6%	34.8%	97.7%
55 - 64	1027	1002	420	162	692	296	396	968
%V	15.9%	16.3%	17.1%	17.2%	17.6%	19.1%	16.6%	16.0%
%H		97.6%	40.9%	15.8%	67.4%	28.8%	38.6%	94.3%
65+	1486	1459	567	183	1106	400	706	1190
%V	22.9%	23.7%	23.0%	19.4%	28.1%	25.8%	29.6%	19.7%
%H		98.2%	38.2%	12.3%	74.4%	26.9%	47.5%	80.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.26: 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+)	6479	6157	2461	941	3930	1549	2382	6055
%H		95.0%	38.0%	14.5%	60.7%	23.9%	36.8%	93.5%
AB	1790	1730	688	243	1164	448	716	1763
%V	27.6%	28.1%	28.0%	25.8%	29.6%	28.9%	30.1%	29.1%
%H		96.6%	38.4%	13.6%	65.0%	25.0%	40.0%	98.5%
C1	1749	1664	717	275	1002	449	554	1693
%V	27.0%	27.0%	29.1%	29.2%	25.5%	29.0%	23.3%	28.0%
%H		95.1%	41.0%	15.7%	57.3%	25.7%	31.7%	96.8%
C2	1539	1490	597	239	978	402	576	1405
%V	23.8%	24.2%	24.3%	25.4%	24.9%	26.0%	24.2%	23.2%
%H		96.8%	38.8%	15.5%	63.5%	26.1%	37.4%	91.3%
D	993	906	345	135	545	186	359	909
%V	15.3%	14.7%	14.0%	14.3%	13.9%	12.0%	15.1%	15.0%
%H		91.2%	34.7%	13.6%	54.9%	18.7%	36.2%	91.5%
E	407	367	115	49	241	64	177	286
%V	6.3%	6.0%	4.7%	5.2%	6.1%	4.1%	7.4%	4.7%
%H		90.2%	28.3%	12.0%	59.2%	15.7%	43.5%	70.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.27: 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+)	6479	6157	2461	941	3930	1549	2382	6055
%H		95.0%	38.0%	14.5%	60.7%	23.9%	36.8%	93.5%
Working full time	3677	3517	1463	576	2129	886	1243	3619
%V	56.8%	57.1%	59.4%	61.2%	54.2%	57.2%	52.2%	59.8%
%H		95.6%	39.8%	15.7%	57.9%	24.1%	33.8%	98.4%
Working part time	287	272	114	39	170	68	102	269
%V	4.4%	4.4%	4.6%	4.1%	4.3%	4.4%	4.3%	4.4%
%H		94.8%	39.7%	13.6%	59.2%	23.7%	35.5%	93.7%
Not working	2494	2349	877	319	1626	592	1034	2147
%V	38.5%	38.2%	35.6%	33.9%	41.4%	38.2%	43.4%	35.5%
%H		94.2%	35.2%	12.8%	65.2%	23.7%	41.5%	86.1%
Houseperson	1484	1358	428	174	880	229	652	1204
%V	22.9%	22.1%	17.4%	18.5%	22.4%	14.8%	27.4%	19.9%
%H		91.5%	28.8%	11.7%	59.3%	15.4%	43.9%	81.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.28: 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+)	6709	6426	2489	972	4207	1549	2658	6190
%H		95.8%	37.1%	14.5%	62.7%	23.1%	39.6%	92.3%
16 - 19	291	276	104	49	165	64	101	288
%V	4.3%	4.3%	4.2%	5.0%	3.9%	4.1%	3.8%	4.7%
%H		94.8%	35.7%	16.8%	56.7%	22.0%	34.7%	99.0%
20 - 24	513	448	153	88	255	97	158	508
%V	7.6%	7.0%	6.1%	9.1%	6.1%	6.3%	5.9%	8.2%
%H		87.3%	29.8%	17.2%	49.7%	18.9%	30.8%	99.0%
25 - 34	1023	949	334	148	516	177	339	1006
%V	15.2%	14.8%	13.4%	15.2%	12.3%	11.4%	12.8%	16.3%
%H		92.8%	32.6%	14.5%	50.4%	17.3%	33.1%	98.3%
35 - 44	982	930	395	134	533	201	332	971
%V	14.6%	14.5%	15.9%	13.8%	12.7%	13.0%	12.5%	15.7%
%H		94.7%	40.2%	13.6%	54.3%	20.5%	33.8%	98.9%
45 - 54	1122	1088	475	202	723	328	395	1102
%V	16.7%	16.9%	19.1%	20.8%	17.2%	21.2%	14.9%	17.8%
%H		97.0%	42.3%	18.0%	64.4%	29.2%	35.2%	98.2%
55 - 64	1057	1027	441	173	703	307	396	1017
%V	15.8%	16.0%	17.7%	17.8%	16.7%	19.8%	14.9%	16.4%
%H		97.2%	41.7%	16.4%	66.5%	29.0%	37.5%	96.2%
65+	1722	1707	588	178	1312	375	937	1298
%V	25.7%	26.6%	23.6%	18.3%	31.2%	24.2%	35.3%	21.0%
%H		99.1%	34.1%	10.3%	76.2%	21.8%	54.4%	75.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.29: 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+)	6709	6426	2489	972	4207	1549	2658	6190
%H		95.8%	37.1%	14.5%	62.7%	23.1%	39.6%	92.3%
AB	1788	1727	676	234	1180	429	751	1756
%V	26.7%	26.9%	27.2%	24.1%	28.0%	27.7%	28.3%	28.4%
%H		96.6%	37.8%	13.1%	66.0%	24.0%	42.0%	98.2%
C1	2051	1955	784	312	1242	500	742	1928
%V	30.6%	30.4%	31.5%	32.1%	29.5%	32.3%	27.9%	31.1%
%H		95.3%	38.2%	15.2%	60.6%	24.4%	36.2%	94.0%
C2	1323	1291	536	211	850	357	493	1226
%V	19.7%	20.1%	21.5%	21.7%	20.2%	23.0%	18.5%	19.8%
%H		97.6%	40.5%	15.9%	64.2%	27.0%	37.3%	92.7%
D	1009	941	338	148	599	195	404	897
%V	15.0%	14.6%	13.6%	15.2%	14.2%	12.6%	15.2%	14.5%
%H		93.3%	33.5%	14.7%	59.4%	19.3%	40.0%	88.9%
E	537	512	155	67	335	67	269	384
%V	8.0%	8.0%	6.2%	6.9%	8.0%	4.3%	10.1%	6.2%
%H		95.3%	28.9%	12.5%	62.4%	12.5%	50.1%	71.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV MidWest

Individual level data

Table 19.30: 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+)	6709	6426	2489	972	4207	1549	2658	6190
%H		95.8%	37.1%	14.5%	62.7%	23.1%	39.6%	92.3%
Working full time	2461	2365	994	403	1440	610	830	2424
%V	36.7%	36.8%	39.9%	41.5%	34.2%	39.4%	31.2%	39.2%
%H		96.1%	40.4%	16.4%	58.5%	24.8%	33.7%	98.5%
Working part time	970	947	385	161	618	263	355	959
%V	14.5%	14.7%	15.5%	16.6%	14.7%	17.0%	13.4%	15.5%
%H		97.6%	39.7%	16.6%	63.7%	27.1%	36.6%	98.9%
Not working	3254	3093	1097	407	2139	671	1468	2783
%V	48.5%	48.1%	44.1%	41.9%	50.8%	43.3%	55.2%	45.0%
%H		95.1%	33.7%	12.5%	65.7%	20.6%	45.1%	85.5%
Houseperson	5504	5296	2021	750	3506	1230	2276	5022
%V	82.0%	82.4%	81.2%	77.2%	83.3%	79.4%	85.6%	81.1%
%H		96.2%	36.7%	13.6%	63.7%	22.3%	41.4%	91.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South and South East

Household level data

Table 20.1: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
AB	976	949	419	133	584	232	352	948
%V	30.9%	31.1%	34.0%	30.0%	31.6%	36.7%	29.0%	32.7%
%H (All HH)		97.2%	42.9%	13.6%	59.8%	23.8%	36.1%	97.1%
%H (TV HH)			44.2%	14.0%	61.5%	24.4%	37.1%	
C1	1041	1007	377	167	592	181	411	971
%V	33.0%	33.0%	30.6%	37.7%	32.1%	28.6%	33.9%	33.4%
%H (All HH)		96.7%	36.2%	16.0%	56.9%	17.4%	39.5%	93.3%
%H (TV HH)			37.4%	16.6%	58.8%	18.0%	40.8%	
C2	573	560	241	81	331	119	212	532
%V	18.2%	18.4%	19.5%	18.3%	17.9%	18.8%	17.5%	18.3%
%H (All HH)		97.7%	42.1%	14.1%	57.8%	20.8%	37.0%	92.8%
%H (TV HH)			43.0%	14.5%	59.1%	21.3%	37.9%	
D	367	347	138	39	219	73	146	303
%V	11.6%	11.4%	11.2%	8.8%	11.9%	11.5%	12.0%	10.4%
%H (All HH)		94.6%	37.6%	10.6%	59.7%	19.9%	39.8%	82.6%
%H (TV HH)			39.8%	11.2%	63.1%	21.0%	42.1%	
E	196	188	57	24	121	28	93	151
%V	6.2%	6.2%	4.6%	5.4%	6.6%	4.4%	7.7%	5.2%
%H (All HH)		95.9%	29.1%	12.2%	61.7%	14.3%	47.4%	77.0%
%H (TV HH)			30.3%	12.8%	64.4%	14.9%	49.5%	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.2: 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	3154	3051	1233	443	1847	633	1214	2903
%V (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
Under 25	74	66	19	11	24	4	20	74
%V	2.3%	2.2%	1.5%	2.5%	1.3%	0.6%	1.6%	2.5%
%H (All HH)		89.2%	25.7%	14.9%	32.4%	5.4%	27.0%	100.0%
%H (TV HH)			28.8%	16.7%	36.4%	6.1%	30.3%	
25 - 34	444	405	141	55	198	61	137	434
%V	14.1%	13.3%	11.4%	12.4%	10.7%	9.6%	11.3%	15.0%
%H (All HH)		91.2%	31.8%	12.4%	44.6%	13.7%	30.9%	97.7%
%H (TV HH)			34.8%	13.6%	48.9%	15.1%	33.8%	
35 - 44	495	473	205	84	229	92	138	489
%V	15.7%	15.5%	16.6%	19.0%	12.4%	14.5%	11.4%	16.8%
%H (All HH)		95.6%	41.4%	17.0%	46.3%	18.6%	27.9%	98.8%
%H (TV HH)			43.3%	17.8%	48.4%	19.5%	29.2%	
45 - 54	585	569	286	99	304	134	170	581
%V	18.5%	18.6%	23.2%	22.3%	16.5%	21.2%	14.0%	20.0%
%H (All HH)		97.3%	48.9%	16.9%	52.0%	22.9%	29.1%	99.3%
%H (TV HH)			50.3%	17.4%	53.4%	23.6%	29.9%	
55 - 64	571	561	244	95	356	142	214	544
%V	18.1%	18.4%	19.8%	21.4%	19.3%	22.4%	17.6%	18.7%
%H (All HH)		98.2%	42.7%	16.6%	62.3%	24.9%	37.5%	95.3%
%H (TV HH)			43.5%	16.9%	63.5%	25.3%	38.1%	
65 +	984	977	337	100	736	200	536	781
%V	31.2%	32.0%	27.3%	22.6%	39.8%	31.6%	44.2%	26.9%
%H (All HH)		99.3%	34.2%	10.2%	74.8%	20.3%	54.5%	79.4%
%H (TV HH)			34.5%	10.2%	75.3%	20.5%	54.9%	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.3: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
1	960	921	275	120	626	131	494	767
%V	30.4%	30.2%	22.3%	27.1%	33.9%	20.7%	40.7%	26.4%
%H (All HH)		95.9%	28.6%	12.5%	65.2%	13.6%	51.5%	79.9%
%H (TV HH)			29.9%	13.0%	68.0%	14.2%	53.6%	
2	1063	1023	439	116	639	231	408	1015
%V	33.7%	33.5%	35.6%	26.2%	34.6%	36.5%	33.6%	35.0%
%H (All HH)		96.2%	41.3%	10.9%	60.1%	21.7%	38.4%	95.5%
%H (TV HH)			42.9%	11.3%	62.5%	22.6%	39.9%	
3	499	482	199	96	288	124	164	493
%V	15.8%	15.8%	16.1%	21.7%	15.6%	19.6%	13.5%	17.0%
%H (All HH)		96.6%	39.9%	19.2%	57.7%	24.8%	32.9%	98.8%
%H (TV HH)			41.3%	19.9%	59.8%	25.7%	34.0%	
4	470	466	230	84	218	101	118	467
%V	14.9%	15.3%	18.7%	19.0%	11.8%	16.0%	9.7%	16.1%
%H (All HH)		99.1%	48.9%	17.9%	46.4%	21.5%	25.1%	99.4%
%H (TV HH)			49.4%	18.0%	46.8%	21.7%	25.3%	
5+	162	160	90	28	76	46	30	160
%V	5.1%	5.2%	7.3%	6.3%	4.1%	7.3%	2.5%	5.5%
%H (All HH)		98.8%	55.6%	17.3%	46.9%	28.4%	18.5%	98.8%
%H (TV HH)			56.3%	17.5%	47.5%	28.8%	18.8%	
Average HH size	2.32	2.34	2.56	2.53	2.19	2.55	2.00	2.41

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.4: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
Without	2339	2260	882	289	1445	456	988	2100
%V	74.2%	74.1%	71.5%	65.2%	78.2%	72.0%	81.4%	72.3%
%H (All HH)		96.6%	37.7%	12.4%	61.8%	19.5%	42.2%	89.8%
%H (TV HH)			39.0%	12.8%	63.9%	20.2%	43.7%	
With	815	792	351	154	403	176	226	804
%V	25.8%	26.0%	28.5%	34.8%	21.8%	27.8%	18.6%	27.7%
%H (All HH)		97.2%	43.1%	18.9%	49.4%	21.6%	27.7%	98.7%
%H (TV HH)			44.3%	19.4%	50.9%	22.2%	28.5%	
0 - 3	272	265	105	53	140	54	85	267
%V	8.6%	8.7%	8.5%	12.0%	7.6%	8.5%	7.0%	9.2%
%H (All HH)		97.4%	38.6%	19.5%	51.5%	19.9%	31.3%	98.2%
%H (TV HH)			39.6%	20.0%	52.8%	20.4%	32.1%	
4 - 9	428	417	189	72	197	87	111	420
%V	13.6%	13.7%	15.3%	16.3%	10.7%	13.7%	9.1%	14.5%
%H (All HH)		97.4%	44.2%	16.8%	46.0%	20.3%	25.9%	98.1%
%H (TV HH)			45.3%	17.3%	47.2%	20.9%	26.6%	
10 - 15	409	401	200	82	196	100	97	407
%V	13.0%	13.1%	16.2%	18.5%	10.6%	15.8%	8.0%	14.0%
%H (All HH)		98.0%	48.9%	20.0%	47.9%	24.4%	23.7%	99.5%
%H (TV HH)			49.9%	20.4%	48.9%	24.9%	24.2%	

Base: ITV South and 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

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ITV South and South East

Household level data

Table 20.5: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
1	1263	1263	375	162	730	127	603	1108
%V	40.0%	41.4%	30.4%	36.6%	39.5%	20.1%	49.7%	38.2%
%H (All HH)		100.0%	29.7%	12.8%	57.8%	10.1%	47.7%	87.7%
%H (TV HH)			29.7%	12.8%	57.8%	10.1%	47.7%	
2	1014	1014	432	165	622	223	398	939
%V	32.1%	33.2%	35.0%	37.2%	33.7%	35.2%	32.8%	32.3%
%H (All HH)		100.0%	42.6%	16.3%	61.3%	22.0%	39.3%	92.6%
%H (TV HH)			42.6%	16.3%	61.3%	22.0%	39.3%	
3	466	466	227	74	293	147	146	457
%V	14.8%	15.3%	18.4%	16.7%	15.9%	23.2%	12.0%	15.7%
%H (All HH)		100.0%	48.7%	15.9%	62.9%	31.5%	31.3%	98.1%
%H (TV HH)			48.7%	15.9%	62.9%	31.5%	31.3%	
4	204	204	124	24	137	83	54	204
%V	6.5%	6.7%	10.1%	5.4%	7.4%	13.1%	4.4%	7.0%
%H (All HH)		100.0%	60.8%	11.8%	67.2%	40.7%	26.5%	100.0%
%H (TV HH)			60.8%	11.8%	67.2%	40.7%	26.5%	
5+	104	104	75	18	66	52	13	104
%V	3.3%	3.4%	6.1%	4.1%	3.6%	8.2%	1.1%	3.6%
%H (All HH)		100.0%	72.1%	17.3%	63.5%	50.0%	12.5%	100.0%
%H (TV HH)			72.1%	17.3%	63.5%	50.0%	12.5%	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.6: 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	3154	3051	1233	443	1847	633	1214	2903
%V		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (All HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
%H (TV HH)								
Under 20"	273	273	100	37	216	81	135	251
%V	8.7%	8.9%	8.1%	8.4%	11.7%	12.8%	11.1%	8.6%
%H (All HH)		100.0%	36.6%	13.6%	79.1%	29.7%	49.5%	91.9%
%H (TV HH)			36.6%	13.6%	79.1%	29.7%	49.5%	
20" - 29"	896	896	369	128	640	254	386	797
%V	28.4%	29.4%	29.9%	28.9%	34.7%	40.1%	31.8%	27.5%
%H (All HH)		100.0%	41.2%	14.3%	71.4%	28.3%	43.1%	89.0%
%H (TV HH)			41.2%	14.3%	71.4%	28.3%	43.1%	
30" - 39"	1463	1463	625	193	925	327	599	1353
%V	46.4%	48.0%	50.7%	43.6%	50.1%	51.7%	49.3%	46.6%
%H (All HH)		100.0%	42.7%	13.2%	63.2%	22.4%	40.9%	92.5%
%H (TV HH)			42.7%	13.2%	63.2%	22.4%	40.9%	
40" - 49"	1492	1492	682	251	854	376	478	1430
%V	47.3%	48.9%	55.3%	56.7%	46.2%	59.4%	39.4%	49.3%
%H (All HH)		100.0%	45.7%	16.8%	57.2%	25.2%	32.0%	95.8%
%H (TV HH)			45.7%	16.8%	57.2%	25.2%	32.0%	
50" - 59"	621	621	329	90	325	163	163	612
%V	19.7%	20.4%	26.7%	20.3%	17.6%	25.8%	13.4%	21.1%
%H (All HH)		100.0%	53.0%	14.5%	52.3%	26.2%	26.2%	98.6%
%H (TV HH)			53.0%	14.5%	52.3%	26.2%	26.2%	
60"+	140	140	82	23	67	45	22	139
%V	4.4%	4.6%	6.7%	5.2%	3.6%	7.1%	1.8%	4.8%
%H (All HH)		100.0%	58.6%	16.4%	47.9%	32.1%	15.7%	99.3%
%H (TV HH)			58.6%	16.4%	47.9%	32.1%	15.7%	

Base: ITV South and 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

ITV South and South East

Household level data

Table 20.7: 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	3154	3051	1233	443	1847	633	1214	2903
%V (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
Main living room	3021	3021	1224	443	1828	628	1200	2785
%V	95.8%	99.0%	99.3%	100.0%	99.0%	99.2%	98.8%	95.9%
%H (All HH)		100.0%	40.5%	14.7%	60.5%	20.8%	39.7%	92.2%
%H (TV HH)			40.5%	14.7%	60.5%	20.8%	39.7%	
Kitchen	302	302	161	27	243	132	110	293
%V	9.6%	9.9%	13.1%	6.1%	13.2%	20.9%	9.1%	10.1%
%H (All HH)		100.0%	53.3%	8.9%	80.5%	43.7%	36.4%	97.0%
%H (TV HH)			53.3%	8.9%	80.5%	43.7%	36.4%	
Adult's bedroom	1376	1376	680	229	842	406	436	1309
%V	43.6%	45.1%	55.2%	51.7%	45.6%	64.1%	35.9%	45.1%
%H (All HH)		100.0%	49.4%	16.6%	61.2%	29.5%	31.7%	95.1%
%H (TV HH)			49.4%	16.6%	61.2%	29.5%	31.7%	
Child's bedroom	210	210	110	44	108	67	41	210
%V	6.7%	6.9%	8.9%	9.9%	5.8%	10.6%	3.4%	7.2%
%H (All HH)		100.0%	52.4%	21.0%	51.4%	31.9%	19.5%	100.0%
%H (TV HH)			52.4%	21.0%	51.4%	31.9%	19.5%	
Other bedroom	231	231	108	46	159	85	74	223
%V	7.3%	7.6%	8.8%	10.4%	8.6%	13.4%	6.1%	7.7%
%H (All HH)		100.0%	46.8%	19.9%	68.8%	36.8%	32.0%	96.5%
%H (TV HH)			46.8%	19.9%	68.8%	36.8%	32.0%	
Second living/dining room	289	289	145	41	182	86	96	282
%V	9.2%	9.5%	11.8%	9.3%	9.9%	13.6%	7.9%	9.7%
%H (All HH)		100.0%	50.2%	14.2%	63.0%	29.8%	33.2%	97.6%
%H (TV HH)			50.2%	14.2%	63.0%	29.8%	33.2%	
Study/office	82	82	43	10	58	28	30	80
%V	2.6%	2.7%	3.5%	2.3%	3.1%	4.4%	2.5%	2.8%
%H (All HH)		100.0%	52.4%	12.2%	70.7%	34.1%	36.6%	97.6%
%H (TV HH)			52.4%	12.2%	70.7%	34.1%	36.6%	
TV room	49	49	31	1	30	15	15	49
%V	1.6%	1.6%	2.5%	0.2%	1.6%	2.4%	1.2%	1.7%
%H (All HH)		100.0%	63.3%	2.0%	61.2%	30.6%	30.6%	100.0%
%H (TV HH)			63.3%	2.0%	61.2%	30.6%	30.6%	
Conservatory	58	58	33	7	40	21	19	56
%V	1.8%	1.9%	2.7%	1.6%	2.2%	3.3%	1.6%	1.9%
%H (All HH)		100.0%	56.9%	12.1%	69.0%	36.2%	32.8%	96.6%
%H (TV HH)			56.9%	12.1%	69.0%	36.2%	32.8%	
Attic or loft room	8	8	1	1	4	0	4	8
%V	0.3%	0.3%	0.1%	0.2%	0.2%	0.0%	0.3%	0.3%
%H (All HH)		100.0%	12.5%	12.5%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			12.5%	12.5%	50.0%	0.0%	50.0%	
No specific location	6	6	4	2	2	2	0	6
%V	0.2%	0.2%	0.3%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
Other	59	59	38	8	40	24	15	59
%V	1.9%	1.9%	3.1%	1.8%	2.2%	3.8%	1.2%	2.0%
%H (All HH)		100.0%	64.4%	13.6%	67.8%	40.7%	25.4%	100.0%
%H (TV HH)			64.4%	13.6%	67.8%	40.7%	25.4%	

Base: ITV South and 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

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Table 20.8: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
Any DSAT provider	1233	1233	1233	22	482	482	0	1194
%V	39.1%	40.4%	100.0%	5.0%	26.1%	76.1%	0.0%	41.1%
%H (All HH)			100.0%	1.8%	39.1%	39.1%	0.0%	96.8%
%H (TV HH)			100.0%	1.8%	39.1%	39.1%	0.0%	
Sky with subcription	990	990	990	10	355	355	0	961
%V	31.4%	32.4%	80.3%	2.3%	19.2%	56.1%	0.0%	33.1%
%H (All HH)			100.0%	1.0%	35.9%	35.9%	0.0%	97.1%
%H (TV HH)			100.0%	1.0%	35.9%	35.9%	0.0%	
Sky without subscription	28	28	28	2	12	12	0	28
%V	0.9%	0.9%	2.3%	0.5%	0.6%	1.9%	0.0%	1.0%
%H (All HH)			100.0%	7.1%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			100.0%	7.1%	42.9%	42.9%	0.0%	
Freesat	214	214	214	3	115	115	0	208
%V	6.8%	7.0%	17.4%	0.7%	6.2%	18.2%	0.0%	7.2%
%H (All HH)			100.0%	1.4%	53.7%	53.7%	0.0%	97.2%
%H (TV HH)			100.0%	1.4%	53.7%	53.7%	0.0%	
Other satellite provider	56	56	56	4	35	35	0	51
%V	1.8%	1.8%	4.5%	0.9%	1.9%	5.5%	0.0%	1.8%
%H (All HH)			100.0%	7.1%	62.5%	62.5%	0.0%	91.1%
%H (TV HH)			100.0%	7.1%	62.5%	62.5%	0.0%	
DCAB	443	443	22	443	156	156	0	434
%V	14.0%	14.5%	1.8%	100.0%	8.4%	24.6%	0.0%	15.0%
%H (All HH)			5.0%	100.0%	35.2%	35.2%	0.0%	98.0%
%H (TV HH)			5.0%	100.0%	35.2%	35.2%	0.0%	
DTT	1847	1847	482	156	1847	633	1214	1643
%V	58.6%	60.5%	39.1%	35.2%	100.0%	100.0%	100.0%	56.6%
%H (All HH)		100.0%	26.1%	8.4%	100.0%	34.3%	65.7%	89.0%
%H (TV HH)			26.1%	8.4%	100.0%	34.3%	65.7%	

Base: ITV South and 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

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Table 20.9: 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	3154	3051	1233	443	1847	633	1214	2903
%H (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
PVR	2010	2010	1128	430	1052	579	472	1937
%V	63.7%	65.9%	91.5%	97.1%	57.0%	91.5%	38.9%	66.7%
%H (All HH)		100.0%	56.1%	21.4%	52.3%	28.8%	23.5%	96.4%
%H (TV HH)			56.1%	21.4%	52.3%	28.8%	23.5%	
DVDR	35	35	12	3	30	9	20	32
%V	1.1%	1.1%	1.0%	0.7%	1.6%	1.4%	1.6%	1.1%
%H (All HH)		100.0%	34.3%	8.6%	85.7%	25.7%	57.1%	91.4%
%H (TV HH)			34.3%	8.6%	85.7%	25.7%	57.1%	
VCR	25	25	6	5	20	5	15	23
%V	0.8%	0.8%	0.5%	1.1%	1.1%	0.8%	1.2%	0.8%
%H (All HH)		100.0%	24.0%	20.0%	80.0%	20.0%	60.0%	92.0%
%H (TV HH)			24.0%	20.0%	80.0%	20.0%	60.0%	
Any recorder	2031	2031	1128	430	1071	579	492	1955
%V	64.4%	66.6%	91.5%	97.1%	58.0%	91.5%	40.5%	67.3%
%H (All HH)		100.0%	55.5%	21.2%	52.7%	28.5%	24.2%	96.3%
%H (TV HH)			55.5%	21.2%	52.7%	28.5%	24.2%	
Receives HDTV (via STB or built-in reception)	2370	2370	1113	422	1449	593	856	2283
%V	75.1%	77.7%	90.3%	95.3%	78.5%	93.7%	70.5%	78.6%
%H (All HH)		100.0%	47.0%	17.8%	61.1%	25.0%	36.1%	96.3%
%H (TV HH)			47.0%	17.8%	61.1%	25.0%	36.1%	
DVD/Blu-ray player or recorder	1937	1937	817	314	1201	471	730	1825
%V	61.4%	63.5%	66.3%	70.9%	65.0%	74.4%	60.1%	62.9%
%H (All HH)		100.0%	42.2%	16.2%	62.0%	24.3%	37.7%	94.2%
%H (TV HH)			42.2%	16.2%	62.0%	24.3%	37.7%	

Base: ITV South and 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

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Household level data

Table 20.10: 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	3154	3051	1233	443	1847	633	1214	2903
%V (All HH)		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%
%H (TV HH)			40.4%	14.5%	60.5%	20.7%	39.8%	
Has broadband internet	2903	2812	1194	434	1643	617	1026	2903
%V	92.0%	92.2%	96.8%	98.0%	89.0%	97.5%	84.5%	100.0%
%H (All HH)		96.9%	41.1%	15.0%	56.6%	21.3%	35.3%	100.0%
%H (TV HH)			42.5%	15.4%	58.4%	21.9%	36.5%	
Number of computers (PCs and laptops)								
0	408	378	90	29	284	38	245	180
%V	12.9%	12.4%	7.3%	6.5%	15.4%	6.0%	20.2%	6.2%
%H (All HH)		92.6%	22.1%	7.1%	69.6%	9.3%	60.0%	44.1%
%H (TV HH)			23.8%	7.7%	75.1%	10.1%	64.8%	
1	746	710	258	95	422	108	314	726
%V	23.7%	23.3%	20.9%	21.4%	22.8%	17.1%	25.9%	25.0%
%H (All HH)		95.2%	34.6%	12.7%	56.6%	14.5%	42.1%	97.3%
%H (TV HH)			36.3%	13.4%	59.4%	15.2%	44.2%	
2	748	734	292	122	448	173	275	746
%V	23.7%	24.1%	23.7%	27.5%	24.3%	27.3%	22.7%	25.7%
%H (All HH)		98.1%	39.0%	16.3%	59.9%	23.1%	36.8%	99.7%
%H (TV HH)			39.8%	16.6%	61.0%	23.6%	37.5%	
3	515	511	229	73	325	130	195	515
%V	16.3%	16.7%	18.6%	16.5%	17.6%	20.5%	16.1%	17.7%
%H (All HH)		99.2%	44.5%	14.2%	63.1%	25.2%	37.9%	100.0%
%H (TV HH)			44.8%	14.3%	63.6%	25.4%	38.2%	
4	348	341	163	55	197	93	104	348
%V	11.0%	11.2%	13.2%	12.4%	10.7%	14.7%	8.6%	12.0%
%H (All HH)		98.0%	46.8%	15.8%	56.6%	26.7%	29.9%	100.0%
%H (TV HH)			47.8%	16.1%	57.8%	27.3%	30.5%	
5+	389	377	202	69	172	91	81	389
%V	12.3%	12.4%	16.4%	15.6%	9.3%	14.4%	6.7%	13.4%
%H (All HH)		96.9%	51.9%	17.7%	44.2%	23.4%	20.8%	100.0%
%H (TV HH)			53.6%	18.3%	45.6%	24.1%	21.5%	

Base: ITV South and 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

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Set level data

Table 20.11: 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	6063	2820	911	3754	1632	2122	5731
%H		46.5%	15.0%	61.9%	26.9%	35.0%	94.5%
Under 20"	319	116	44	257	99	158	295
%V	5.3%	4.1%	4.8%	6.8%	6.1%	7.4%	5.1%
%H		36.4%	13.8%	80.6%	31.0%	49.5%	92.5%
20" - 29"	1087	462	155	791	333	457	983
%V	17.9%	16.4%	17.0%	21.1%	20.4%	21.5%	17.2%
%H		42.5%	14.3%	72.8%	30.6%	42.0%	90.4%
30" - 39"	1808	795	274	1114	426	688	1692
%V	29.8%	28.2%	30.1%	29.7%	26.1%	32.4%	29.5%
%H		44.0%	15.2%	61.6%	23.6%	38.1%	93.6%
40" - 49"	1844	907	293	1066	512	554	1779
%V	30.4%	32.2%	32.2%	28.4%	31.4%	26.1%	31.0%
%H		49.2%	15.9%	57.8%	27.8%	30.0%	96.5%
50" - 59"	713	395	100	376	197	179	702
%V	11.8%	14.0%	11.0%	10.0%	12.1%	8.4%	12.2%
%H		55.4%	14.0%	52.7%	27.6%	25.1%	98.5%
60"+	158	99	25	73	51	22	158
%V	2.6%	3.5%	2.7%	1.9%	3.1%	1.0%	2.8%
%H		62.7%	15.8%	46.2%	32.3%	13.9%	100.0%
Don't know	133	46	20	76	13	63	124
%V	2.2%	1.6%	2.2%	2.0%	0.8%	3.0%	2.2%
%H		34.6%	15.0%	57.1%	9.8%	47.4%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.12: 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	6063	2820	911	3754	1632	2122	5731
%H		46.5%	15.0%	61.9%	26.9%	35.0%	94.5%
Main living room	3035	1229	443	1841	634	1208	2800
%V	50.1%	43.6%	48.6%	49.0%	38.8%	56.9%	48.9%
%H		40.5%	14.6%	60.7%	20.9%	39.8%	92.3%
Kitchen	305	165	27	244	134	110	296
%V	5.0%	5.9%	3.0%	6.5%	8.2%	5.2%	5.2%
%H		54.1%	8.9%	80.0%	43.9%	36.1%	97.0%
Adult's bedroom	1589	820	259	969	488	481	1522
%V	26.2%	29.1%	28.4%	25.8%	29.9%	22.7%	26.6%
%H		51.6%	16.3%	61.0%	30.7%	30.3%	95.8%
Child's bedroom	298	172	56	156	98	58	298
%V	4.9%	6.1%	6.1%	4.2%	6.0%	2.7%	5.2%
%H		57.7%	18.8%	52.3%	32.9%	19.5%	100.0%
Other bedroom	270	132	54	179	98	81	262
%V	4.5%	4.7%	5.9%	4.8%	6.0%	3.8%	4.6%
%H		48.9%	20.0%	66.3%	36.3%	30.0%	97.0%
Second living/dining room	293	146	41	185	86	99	286
%V	4.8%	5.2%	4.5%	4.9%	5.3%	4.7%	5.0%
%H		49.8%	14.0%	63.1%	29.4%	33.8%	97.6%
Study/office	83	44	10	59	29	30	81
%V	1.4%	1.6%	1.1%	1.6%	1.8%	1.4%	1.4%
%H		53.0%	12.0%	71.1%	34.9%	36.1%	97.6%
TV room	49	31	1	30	15	15	49
%V	0.8%	1.1%	0.1%	0.8%	0.9%	0.7%	0.9%
%H		63.3%	2.0%	61.2%	30.6%	30.6%	100.0%
Conservatory	58	33	7	40	21	19	56
%V	1.0%	1.2%	0.8%	1.1%	1.3%	0.9%	1.0%
%H		56.9%	12.1%	69.0%	36.2%	32.8%	96.6%
Attic or loft room	8	1	1	4	0	4	8
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%
%H		12.5%	12.5%	50.0%	0.0%	50.0%	100.0%
No specific location	6	4	2	2	2	0	6
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
Other	68	43	10	45	28	17	68
%V	1.1%	1.5%	1.1%	1.2%	1.7%	0.8%	1.2%
%H		63.2%	14.7%	66.2%	41.2%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 20.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6063	2820	911	3754	1632	2122	5731
%H		46.5%	15.0%	61.9%	26.9%	35.0%	94.5%
PVR	2945	1841	605	1384	854	530	2859
%V	48.6%	65.3%	66.4%	36.9%	52.3%	25.0%	49.9%
%H		62.5%	20.5%	47.0%	29.0%	18.0%	97.1%
DVDR	37	12	3	32	9	23	34
%V	0.6%	0.4%	0.3%	0.9%	0.6%	1.1%	0.6%
%H		32.4%	8.1%	86.5%	24.3%	62.2%	91.9%
VCR	25	6	5	20	5	15	23
%V	0.4%	0.2%	0.5%	0.5%	0.3%	0.7%	0.4%
%H		24.0%	20.0%	80.0%	20.0%	60.0%	92.0%
Any recorder	2973	1842	605	1410	855	555	2883
%V	49.0%	65.3%	66.4%	37.6%	52.4%	26.2%	50.3%
%H		62.0%	20.3%	47.4%	28.8%	18.7%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: 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	6063	2820	911	3754	1632	2122	5731
%H		46.5%	15.0%	61.9%	26.9%	35.0%	94.5%
Receives HDTV (via STB or built-in reception)	3772	1986	623	2273	1078	1195	3668
%V	62.2%	70.4%	68.4%	60.5%	66.1%	56.3%	64.0%
%H		52.7%	16.5%	60.3%	28.6%	31.7%	97.2%
DVD/Blu-ray player or recorder	2698	1221	458	1663	730	933	2567
%V	44.5%	43.3%	50.3%	44.3%	44.7%	44.0%	44.8%
%H		45.3%	17.0%	61.6%	27.1%	34.6%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 20.15: 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	3050	1233	443	1847	633	1214	2810
%H		40.4%	14.5%	60.6%	20.8%	39.8%	92.1%
Under 20"	14	2	2	12	2	10	11
%V	0.5%	0.2%	0.5%	0.6%	0.3%	0.8%	0.4%
%H		14.3%	14.3%	85.7%	14.3%	71.4%	78.6%
20" - 29"	214	42	16	169	18	150	161
%V	7.0%	3.4%	3.6%	9.1%	2.8%	12.4%	5.7%
%H		19.6%	7.5%	79.0%	8.4%	70.1%	75.2%
30" - 39"	810	278	93	533	127	405	708
%V	26.6%	22.5%	21.0%	28.9%	20.1%	33.4%	25.2%
%H		34.3%	11.5%	65.8%	15.7%	50.0%	87.4%
40" - 49"	1257	532	215	735	292	443	1196
%V	41.2%	43.1%	48.5%	39.8%	46.1%	36.5%	42.6%
%H		42.3%	17.1%	58.5%	23.2%	35.2%	95.1%
50" - 59"	543	283	80	285	140	146	535
%V	17.8%	23.0%	18.1%	15.4%	22.1%	12.0%	19.0%
%H		52.1%	14.7%	52.5%	25.8%	26.9%	98.5%
60"+	133	76	22	65	43	22	132
%V	4.4%	6.2%	5.0%	3.5%	6.8%	1.8%	4.7%
%H		57.1%	16.5%	48.9%	32.3%	16.5%	99.2%
Don't know	77	20	15	48	10	38	68
%V	2.5%	1.6%	3.4%	2.6%	1.6%	3.1%	2.4%
%H		26.0%	19.5%	62.3%	13.0%	49.4%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Set level data

Table 20.16: 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	3050	1233	443	1847	633	1214	2810
%H		40.4%	14.5%	60.6%	20.8%	39.8%	92.1%
PVR	1976	1115	426	1021	567	454	1903
%V	64.8%	90.4%	96.2%	55.3%	89.6%	37.4%	67.7%
%H		56.4%	21.6%	51.7%	28.7%	23.0%	96.3%
DVDR	32	9	3	28	8	20	29
%V	1.0%	0.7%	0.7%	1.5%	1.3%	1.6%	1.0%
%H		28.1%	9.4%	87.5%	25.0%	62.5%	90.6%
VCR	21	6	5	16	5	10	19
%V	0.7%	0.5%	1.1%	0.9%	0.8%	0.8%	0.7%
%H		28.6%	23.8%	76.2%	23.8%	47.6%	90.5%
Any recorder	1995	1115	426	1039	567	472	1920
%V	65.4%	90.4%	96.2%	56.3%	89.6%	38.9%	68.3%
%H		55.9%	21.4%	52.1%	28.4%	23.7%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: 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	3050	1233	443	1847	633	1214	2810
%H		40.4%	14.5%	60.6%	20.8%	39.8%	92.1%
Receives HDTV (via STB or built-in reception)	2338	1098	418	1426	584	842	2253
%V	76.7%	89.1%	94.4%	77.2%	92.3%	69.4%	80.2%
%H		47.0%	17.9%	61.0%	25.0%	36.0%	96.4%
DVD/Blu-ray player or recorder	1713	708	271	1079	411	669	1604
%V	56.2%	57.4%	61.2%	58.4%	64.9%	55.1%	57.1%
%H		41.3%	15.8%	63.0%	24.0%	39.1%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Set level data

Table 20.18: 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	3013	1587	467	1907	999	908	2921
%H		52.7%	15.5%	63.3%	33.2%	30.1%	96.9%
Under 20"	305	114	41	245	96	148	284
%V	10.1%	7.2%	8.8%	12.8%	9.6%	16.3%	9.7%
%H		37.4%	13.4%	80.3%	31.5%	48.5%	93.1%
20" - 29"	873	420	139	622	315	307	822
%V	29.0%	26.5%	29.8%	32.6%	31.5%	33.8%	28.1%
%H		48.1%	15.9%	71.2%	36.1%	35.2%	94.2%
30" - 39"	998	517	181	581	299	282	984
%V	33.1%	32.6%	38.8%	30.5%	29.9%	31.1%	33.7%
%H		51.8%	18.1%	58.2%	30.0%	28.3%	98.6%
40" - 49"	587	375	78	331	220	112	583
%V	19.5%	23.6%	16.7%	17.4%	22.0%	12.3%	20.0%
%H		63.9%	13.3%	56.4%	37.5%	19.1%	99.3%
50" - 59"	170	112	20	91	58	33	167
%V	5.6%	7.1%	4.3%	4.8%	5.8%	3.6%	5.7%
%H		65.9%	11.8%	53.5%	34.1%	19.4%	98.2%
60"+	26	23	3	9	9	0	26
%V	0.9%	1.4%	0.6%	0.5%	0.9%	0.0%	0.9%
%H		88.5%	11.5%	34.6%	34.6%	0.0%	100.0%
Don't know	56	25	5	27	2	25	56
%V	1.9%	1.6%	1.1%	1.4%	0.2%	2.8%	1.9%
%H		44.6%	8.9%	48.2%	3.6%	44.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Set level data

Table 20.19: 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	3013	1587	467	1907	999	908	2921
%H		52.7%	15.5%	63.3%	33.2%	30.1%	96.9%
PVR	969	726	178	363	287	76	956
%V	32.2%	45.7%	38.1%	19.0%	28.7%	8.4%	32.7%
%H		74.9%	18.4%	37.5%	29.6%	7.8%	98.7%
DVDR	5	3	0	4	2	3	5
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		60.0%	0.0%	80.0%	40.0%	60.0%	100.0%
VCR	4	0	0	4	0	4	4
%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%	100.0%
Any recorder	977	727	178	370	288	83	963
%V	32.4%	45.8%	38.1%	19.4%	28.8%	9.1%	33.0%
%H		74.4%	18.2%	37.9%	29.5%	8.5%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: 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	3013	1587	467	1907	999	908	2921
%H		52.7%	15.5%	63.3%	33.2%	30.1%	96.9%
Receives HDTV (via STB or built-in reception)	1433	888	205	847	494	353	1414
%V	47.6%	56.0%	43.9%	44.4%	49.4%	38.9%	48.4%
%H		62.0%	14.3%	59.1%	34.5%	24.6%	98.7%
DVD/Blu-ray player or recorder	985	513	186	584	320	264	963
%V	32.7%	32.3%	39.8%	30.6%	32.0%	29.1%	33.0%
%H		52.1%	18.9%	59.3%	32.5%	26.8%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.21: 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	7331	7134	3155	1121	4044	1611	2433	7006
%H		97.3%	43.0%	15.3%	55.2%	22.0%	33.2%	95.6%
Total Children	1410	1381	645	262	673	305	367	1393
%V	19.2%	19.4%	20.4%	23.4%	16.6%	18.9%	15.1%	19.9%
%H		97.9%	45.7%	18.6%	47.7%	21.6%	26.0%	98.8%
0 - 3	303	296	118	60	157	60	98	297
%V	4.1%	4.1%	3.7%	5.4%	3.9%	3.7%	4.0%	4.2%
%H		97.7%	38.9%	19.8%	51.8%	19.8%	32.3%	98.0%
4 - 15	1107	1085	527	202	515	245	270	1095
%V	15.1%	15.2%	16.7%	18.0%	12.7%	15.2%	11.1%	15.6%
%H		98.0%	47.6%	18.2%	46.5%	22.1%	24.4%	98.9%
4 - 9	561	547	248	97	249	114	135	552
%V	7.7%	7.7%	7.9%	8.7%	6.2%	7.1%	5.5%	7.9%
%H		97.5%	44.2%	17.3%	44.4%	20.3%	24.1%	98.4%
10 - 15	546	539	279	105	266	131	135	543
%V	7.4%	7.6%	8.8%	9.4%	6.6%	8.1%	5.5%	7.8%
%H		98.7%	51.1%	19.2%	48.7%	24.0%	24.7%	99.5%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.22: 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	7331	7134	3155	1121	4044	1611	2433	7006
%H		97.3%	43.0%	15.3%	55.2%	22.0%	33.2%	95.6%
Total Adults (16+)	5921	5753	2510	859	3372	1306	2066	5614
%V	80.8%	80.6%	79.6%	76.6%	83.4%	81.1%	84.9%	80.1%
%H		97.2%	42.4%	14.5%	56.9%	22.1%	34.9%	94.8%
16 - 19	287	283	146	55	143	79	64	285
%V	3.9%	4.0%	4.6%	4.9%	3.5%	4.9%	2.6%	4.1%
%H		98.6%	50.9%	19.2%	49.8%	27.5%	22.3%	99.3%
20 - 24	383	365	170	52	159	78	81	383
%V	5.2%	5.1%	5.4%	4.6%	3.9%	4.8%	3.3%	5.5%
%H		95.3%	44.4%	13.6%	41.5%	20.4%	21.1%	100.0%
25 - 34	878	816	316	101	407	127	280	861
%V	12.0%	11.4%	10.0%	9.0%	10.1%	7.9%	11.5%	12.3%
%H		92.9%	36.0%	11.5%	46.4%	14.5%	31.9%	98.1%
35 - 44	903	865	382	168	425	179	246	891
%V	12.3%	12.1%	12.1%	15.0%	10.5%	11.1%	10.1%	12.7%
%H		95.8%	42.3%	18.6%	47.1%	19.8%	27.2%	98.7%
45 - 54	1036	1011	522	186	524	250	274	1029
%V	14.1%	14.2%	16.5%	16.6%	13.0%	15.5%	11.3%	14.7%
%H		97.6%	50.4%	18.0%	50.6%	24.1%	26.4%	99.3%
55 - 64	958	945	425	137	622	250	372	925
%V	13.1%	13.2%	13.5%	12.2%	15.4%	15.5%	15.3%	13.2%
%H		98.6%	44.4%	14.3%	64.9%	26.1%	38.8%	96.6%
65+	1478	1468	550	159	1091	342	749	1239
%V	20.2%	20.6%	17.4%	14.2%	27.0%	21.2%	30.8%	17.7%
%H		99.3%	37.2%	10.8%	73.8%	23.1%	50.7%	83.8%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.23: 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+)	5921	5753	2510	859	3372	1306	2066	5614
%H		97.2%	42.4%	14.5%	56.9%	22.1%	34.9%	94.8%
AB	1964	1922	896	281	1171	518	653	1929
%V	33.2%	33.4%	35.7%	32.7%	34.7%	39.7%	31.6%	34.4%
%H		97.9%	45.6%	14.3%	59.6%	26.4%	33.2%	98.2%
C1	1963	1908	770	322	1058	360	698	1876
%V	33.2%	33.2%	30.7%	37.5%	31.4%	27.6%	33.8%	33.4%
%H		97.2%	39.2%	16.4%	53.9%	18.3%	35.6%	95.6%
C2	1130	1103	507	166	641	262	379	1070
%V	19.1%	19.2%	20.2%	19.3%	19.0%	20.1%	18.3%	19.1%
%H		97.6%	44.9%	14.7%	56.7%	23.2%	33.5%	94.7%
D	609	574	255	59	339	122	217	532
%V	10.3%	10.0%	10.2%	6.9%	10.1%	9.3%	10.5%	9.5%
%H		94.3%	41.9%	9.7%	55.7%	20.0%	35.6%	87.4%
E	255	246	83	32	163	44	119	206
%V	4.3%	4.3%	3.3%	3.7%	4.8%	3.4%	5.8%	3.7%
%H		96.5%	32.5%	12.5%	63.9%	17.3%	46.7%	80.8%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.24: 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+)	5921	5753	2510	859	3372	1306	2066	5614
%H		97.2%	42.4%	14.5%	56.9%	22.1%	34.9%	94.8%
Working full time	2909	2812	1293	464	1453	583	870	2876
%V	49.1%	48.9%	51.5%	54.0%	43.1%	44.6%	42.1%	51.2%
%H		96.7%	44.4%	16.0%	49.9%	20.0%	29.9%	98.9%
Working part time	704	686	323	103	400	184	217	694
%V	11.9%	11.9%	12.9%	12.0%	11.9%	14.1%	10.5%	12.4%
%H		97.4%	45.9%	14.6%	56.8%	26.1%	30.8%	98.6%
Not working	2288	2238	887	292	1511	538	973	2027
%V	38.6%	38.9%	35.3%	34.0%	44.8%	41.2%	47.1%	36.1%
%H		97.8%	38.8%	12.8%	66.0%	23.5%	42.5%	88.6%
Houseperson	3154	3051	1233	443	1847	633	1214	2903
%V	53.3%	53.0%	49.1%	51.6%	54.8%	48.5%	58.8%	51.7%
%H		96.7%	39.1%	14.0%	58.6%	20.1%	38.5%	92.0%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.25: 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+)	2883	2793	1234	423	1618	643	975	2762
%H		96.9%	42.8%	14.7%	56.1%	22.3%	33.8%	95.8%
16 - 19	150	146	80	26	70	36	34	148
%V	5.2%	5.2%	6.5%	6.1%	4.3%	5.6%	3.5%	5.4%
%H		97.3%	53.3%	17.3%	46.7%	24.0%	22.7%	98.7%
20 - 24	194	188	83	23	85	41	44	194
%V	6.7%	6.7%	6.7%	5.4%	5.3%	6.4%	4.5%	7.0%
%H		96.9%	42.8%	11.9%	43.8%	21.1%	22.7%	100.0%
25 - 34	437	406	154	48	212	64	149	430
%V	15.2%	14.5%	12.5%	11.3%	13.1%	10.0%	15.3%	15.6%
%H		92.9%	35.2%	11.0%	48.5%	14.6%	34.1%	98.4%
35 - 44	433	413	169	84	206	84	122	429
%V	15.0%	14.8%	13.7%	19.9%	12.7%	13.1%	12.5%	15.5%
%H		95.4%	39.0%	19.4%	47.6%	19.4%	28.2%	99.1%
45 - 54	517	501	262	89	255	121	134	510
%V	17.9%	17.9%	21.2%	21.0%	15.8%	18.8%	13.7%	18.5%
%H		96.9%	50.7%	17.2%	49.3%	23.4%	25.9%	98.6%
55 - 64	471	465	200	77	311	128	183	454
%V	16.3%	16.6%	16.2%	18.2%	19.2%	19.9%	18.8%	16.4%
%H		98.7%	42.5%	16.3%	66.0%	27.2%	38.9%	96.4%
65+	681	675	285	77	478	170	308	597
%V	23.6%	24.2%	23.1%	18.2%	29.5%	26.4%	31.6%	21.6%
%H		99.1%	41.9%	11.3%	70.2%	25.0%	45.2%	87.7%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.26: 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+)	2883	2793	1234	423	1618	643	975	2762
%H		96.9%	42.8%	14.7%	56.1%	22.3%	33.8%	95.8%
AB	971	953	437	140	594	259	335	954
%V	33.7%	34.1%	35.4%	33.1%	36.7%	40.3%	34.4%	34.5%
%H		98.1%	45.0%	14.4%	61.2%	26.7%	34.5%	98.2%
C1	927	902	371	158	475	171	304	899
%V	32.2%	32.3%	30.1%	37.4%	29.4%	26.6%	31.2%	32.5%
%H		97.3%	40.0%	17.0%	51.2%	18.4%	32.8%	97.0%
C2	602	585	271	86	343	140	202	574
%V	20.9%	20.9%	22.0%	20.3%	21.2%	21.8%	20.7%	20.8%
%H		97.2%	45.0%	14.3%	57.0%	23.3%	33.6%	95.3%
D	277	252	115	25	143	53	90	247
%V	9.6%	9.0%	9.3%	5.9%	8.8%	8.2%	9.2%	8.9%
%H		91.0%	41.5%	9.0%	51.6%	19.1%	32.5%	89.2%
E	107	102	39	15	63	20	44	88
%V	3.7%	3.7%	3.2%	3.5%	3.9%	3.1%	4.5%	3.2%
%H		95.3%	36.4%	14.0%	58.9%	18.7%	41.1%	82.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.27: 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+)	2883	2793	1234	423	1618	643	975	2762
%H		96.9%	42.8%	14.7%	56.1%	22.3%	33.8%	95.8%
Working full time	1790	1723	776	290	918	372	547	1769
%V	62.1%	61.7%	62.9%	68.6%	56.7%	57.9%	56.1%	64.0%
%H		96.3%	43.4%	16.2%	51.3%	20.8%	30.6%	98.8%
Working part time	146	141	65	14	85	40	46	142
%V	5.1%	5.0%	5.3%	3.3%	5.3%	6.2%	4.7%	5.1%
%H		96.6%	44.5%	9.6%	58.2%	27.4%	31.5%	97.3%
Not working	939	920	388	119	611	231	381	842
%V	32.6%	32.9%	31.4%	28.1%	37.8%	35.9%	39.1%	30.5%
%H		98.0%	41.3%	12.7%	65.1%	24.6%	40.6%	89.7%
Houseperson	683	650	236	106	386	122	264	610
%V	23.7%	23.3%	19.1%	25.1%	23.9%	19.0%	27.1%	22.1%
%H		95.2%	34.6%	15.5%	56.5%	17.9%	38.7%	89.3%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.28: 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+)	3038	2960	1277	436	1754	663	1091	2852
%H		97.4%	42.0%	14.4%	57.7%	21.8%	35.9%	93.9%
16 - 19	137	137	66	29	73	43	30	137
%V	4.5%	4.6%	5.2%	6.7%	4.2%	6.5%	2.7%	4.8%
%H		100.0%	48.2%	21.2%	53.3%	31.4%	21.9%	100.0%
20 - 24	188	177	87	29	74	37	37	188
%V	6.2%	6.0%	6.8%	6.7%	4.2%	5.6%	3.4%	6.6%
%H		94.1%	46.3%	15.4%	39.4%	19.7%	19.7%	100.0%
25 - 34	440	411	162	54	195	63	132	432
%V	14.5%	13.9%	12.7%	12.4%	11.1%	9.5%	12.1%	15.1%
%H		93.4%	36.8%	12.3%	44.3%	14.3%	30.0%	98.2%
35 - 44	470	452	212	84	219	95	124	462
%V	15.5%	15.3%	16.6%	19.3%	12.5%	14.3%	11.4%	16.2%
%H		96.2%	45.1%	17.9%	46.6%	20.2%	26.4%	98.3%
45 - 54	519	510	259	98	269	129	140	519
%V	17.1%	17.2%	20.3%	22.5%	15.3%	19.5%	12.8%	18.2%
%H		98.3%	49.9%	18.9%	51.8%	24.9%	27.0%	100.0%
55 - 64	487	480	225	60	311	122	189	471
%V	16.0%	16.2%	17.6%	13.8%	17.7%	18.4%	17.3%	16.5%
%H		98.6%	46.2%	12.3%	63.9%	25.1%	38.8%	96.7%
65+	797	793	265	82	613	173	440	642
%V	26.2%	26.8%	20.8%	18.8%	34.9%	26.1%	40.3%	22.5%
%H		99.5%	33.2%	10.3%	76.9%	21.7%	55.2%	80.6%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.29: 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+)	3038	2960	1277	436	1754	663	1091	2852
%H		97.4%	42.0%	14.4%	57.7%	21.8%	35.9%	93.9%
AB	993	969	458	141	578	259	319	975
%V	32.7%	32.7%	35.9%	32.3%	33.0%	39.1%	29.2%	34.2%
%H		97.6%	46.1%	14.2%	58.2%	26.1%	32.1%	98.2%
C1	1036	1006	398	164	583	189	394	977
%V	34.1%	34.0%	31.2%	37.6%	33.2%	28.5%	36.1%	34.3%
%H		97.1%	38.4%	15.8%	56.3%	18.2%	38.0%	94.3%
C2	528	518	236	81	298	122	177	496
%V	17.4%	17.5%	18.5%	18.6%	17.0%	18.4%	16.2%	17.4%
%H		98.1%	44.7%	15.3%	56.4%	23.1%	33.5%	93.9%
D	332	323	139	34	196	68	127	285
%V	10.9%	10.9%	10.9%	7.8%	11.2%	10.3%	11.6%	10.0%
%H		97.3%	41.9%	10.2%	59.0%	20.5%	38.3%	85.8%
E	149	145	44	17	100	24	75	118
%V	4.9%	4.9%	3.4%	3.9%	5.7%	3.6%	6.9%	4.1%
%H		97.3%	29.5%	11.4%	67.1%	16.1%	50.3%	79.2%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South and South East

Individual level data

Table 20.30: 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+)	3038	2960	1277	436	1754	663	1091	2852
%H		97.4%	42.0%	14.4%	57.7%	21.8%	35.9%	93.9%
Working full time	1119	1089	517	174	534	211	323	1106
%V	36.8%	36.8%	40.5%	39.9%	30.4%	31.8%	29.6%	38.8%
%H		97.3%	46.2%	15.5%	47.7%	18.9%	28.9%	98.8%
Working part time	558	545	258	89	315	144	171	551
%V	18.4%	18.4%	20.2%	20.4%	18.0%	21.7%	15.7%	19.3%
%H		97.7%	46.2%	15.9%	56.5%	25.8%	30.6%	98.7%
Not working	1349	1318	498	173	900	308	593	1185
%V	44.4%	44.5%	39.0%	39.7%	51.3%	46.5%	54.4%	41.5%
%H		97.7%	36.9%	12.8%	66.7%	22.8%	44.0%	87.8%
Houseperson	2470	2401	996	338	1461	511	951	2293
%V	81.3%	81.1%	78.0%	77.5%	83.3%	77.1%	87.2%	80.4%
%H		97.2%	40.3%	13.7%	59.1%	20.7%	38.5%	92.8%

Base: ITV South and South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Household level data

Table 21.1: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
AB	1577	1523	673	201	934	368	566	1537
%V	29.5%	29.5%	32.0%	28.7%	29.2%	32.7%	27.3%	31.3%
%H (All HH)		96.6%	42.7%	12.7%	59.2%	23.3%	35.9%	97.5%
%H (TV HH)			44.2%	13.2%	61.3%	24.2%	37.2%	
C1	1712	1658	644	247	1017	350	667	1611
%V	32.1%	32.2%	30.7%	35.2%	31.8%	31.1%	32.2%	32.8%
%H (All HH)		96.8%	37.6%	14.4%	59.4%	20.4%	39.0%	94.1%
%H (TV HH)			38.8%	14.9%	61.3%	21.1%	40.2%	
C2	989	964	417	142	587	220	367	908
%V	18.5%	18.7%	19.9%	20.3%	18.3%	19.5%	17.7%	18.5%
%H (All HH)		97.5%	42.2%	14.4%	59.4%	22.2%	37.1%	91.8%
%H (TV HH)			43.3%	14.7%	60.9%	22.8%	38.1%	
D	661	626	253	64	398	125	273	556
%V	12.4%	12.1%	12.0%	9.1%	12.4%	11.1%	13.2%	11.3%
%H (All HH)		94.7%	38.3%	9.7%	60.2%	18.9%	41.3%	84.1%
%H (TV HH)			40.4%	10.2%	63.6%	20.0%	43.6%	
E	399	384	113	48	263	62	201	303
%V	7.5%	7.4%	5.4%	6.8%	8.2%	5.5%	9.7%	6.2%
%H (All HH)		96.2%	28.3%	12.0%	65.9%	15.5%	50.4%	75.9%
%H (TV HH)			29.4%	12.5%	68.5%	16.1%	52.3%	

Base: ITV South East Macro - 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

ITV South East Macro

Household level data

Table 21.2: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
Under 25	137	127	32	18	61	9	52	133
%V	2.6%	2.5%	1.5%	2.6%	1.9%	0.8%	2.5%	2.7%
%H (All HH)		92.7%	23.4%	13.1%	44.5%	6.6%	38.0%	97.1%
%H (TV HH)			25.2%	14.2%	48.0%	7.1%	40.9%	
25 - 34	768	696	252	94	335	102	233	754
%V	14.4%	13.5%	12.0%	13.4%	10.5%	9.1%	11.2%	15.3%
%H (All HH)		90.6%	32.8%	12.2%	43.6%	13.3%	30.3%	98.2%
%H (TV HH)			36.2%	13.5%	48.1%	14.7%	33.5%	
35 - 44	835	797	339	127	412	164	249	829
%V	15.6%	15.5%	16.1%	18.1%	12.9%	14.6%	12.0%	16.9%
%H (All HH)		95.4%	40.6%	15.2%	49.3%	19.6%	29.8%	99.3%
%H (TV HH)			42.5%	15.9%	51.7%	20.6%	31.2%	
45 - 54	989	964	489	148	546	251	294	978
%V	18.5%	18.7%	23.3%	21.1%	17.1%	22.3%	14.2%	19.9%
%H (All HH)		97.5%	49.4%	15.0%	55.2%	25.4%	29.7%	98.9%
%H (TV HH)			50.7%	15.4%	56.6%	26.0%	30.5%	
55 - 64	977	960	438	147	621	264	357	940
%V	18.3%	18.6%	20.9%	21.0%	19.4%	23.4%	17.2%	19.1%
%H (All HH)		98.3%	44.8%	15.0%	63.6%	27.0%	36.5%	96.2%
%H (TV HH)			45.6%	15.3%	64.7%	27.5%	37.2%	
65 +	1632	1612	550	167	1225	336	890	1280
%V	30.6%	31.3%	26.2%	23.8%	38.3%	29.8%	42.9%	26.0%
%H (All HH)		98.8%	33.7%	10.2%	75.1%	20.6%	54.5%	78.4%
%H (TV HH)			34.1%	10.4%	76.0%	20.8%	55.2%	

Base: ITV South East Macro - 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

ITV South East Macro

Household level data

Table 21.3: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
1	1565	1489	457	156	1035	228	807	1232
%V	29.3%	28.9%	21.8%	22.3%	32.3%	20.2%	38.9%	25.1%
%H (All HH)		95.1%	29.2%	10.0%	66.1%	14.6%	51.6%	78.7%
%H (TV HH)			30.7%	10.5%	69.5%	15.3%	54.2%	
2	1906	1841	796	209	1169	432	737	1827
%V	35.7%	35.7%	37.9%	29.8%	36.5%	38.4%	35.5%	37.2%
%H (All HH)		96.6%	41.8%	11.0%	61.3%	22.7%	38.7%	95.9%
%H (TV HH)			43.2%	11.4%	63.5%	23.5%	40.0%	
3	814	791	331	156	483	216	267	808
%V	15.2%	15.3%	15.8%	22.3%	15.1%	19.2%	12.9%	16.4%
%H (All HH)		97.2%	40.7%	19.2%	59.3%	26.5%	32.8%	99.3%
%H (TV HH)			41.8%	19.7%	61.1%	27.3%	33.8%	
4	770	757	364	136	377	174	203	767
%V	14.4%	14.7%	17.3%	19.4%	11.8%	15.5%	9.8%	15.6%
%H (All HH)		98.3%	47.3%	17.7%	49.0%	22.6%	26.4%	99.6%
%H (TV HH)			48.1%	18.0%	49.8%	23.0%	26.8%	
5+	282	278	152	44	136	75	61	281
%V	5.3%	5.4%	7.2%	6.3%	4.3%	6.7%	2.9%	5.7%
%H (All HH)		98.6%	53.9%	15.6%	48.2%	26.6%	21.6%	99.6%
%H (TV HH)			54.7%	15.8%	48.9%	27.0%	21.9%	
Average HH size	2.32	2.34	2.53	2.59	2.20	2.52	2.03	2.42

Base: ITV South East Macro - 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

ITV South East Macro

Household level data

Table 21.4: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
Without	3991	3845	1517	468	2513	834	1679	3580
%V	74.8%	74.6%	72.2%	66.8%	78.5%	74.1%	81.0%	72.8%
%H (All HH)		96.3%	38.0%	11.7%	63.0%	20.9%	42.1%	89.7%
%H (TV HH)			39.5%	12.2%	65.4%	21.7%	43.7%	
With	1346	1309	583	233	687	292	395	1335
%V	25.2%	25.4%	27.8%	33.2%	21.5%	25.9%	19.0%	27.2%
%H (All HH)		97.3%	43.3%	17.3%	51.0%	21.7%	29.3%	99.2%
%H (TV HH)			44.5%	17.8%	52.5%	22.3%	30.2%	
0 - 3	458	446	179	73	239	85	154	452
%V	8.6%	8.7%	8.5%	10.4%	7.5%	7.5%	7.4%	9.2%
%H (All HH)		97.4%	39.1%	15.9%	52.2%	18.6%	33.6%	98.7%
%H (TV HH)			40.1%	16.4%	53.6%	19.1%	34.5%	
4 - 9	700	677	317	107	324	135	189	692
%V	13.1%	13.1%	15.1%	15.3%	10.1%	12.0%	9.1%	14.1%
%H (All HH)		96.7%	45.3%	15.3%	46.3%	19.3%	27.0%	98.9%
%H (TV HH)			46.8%	15.8%	47.9%	19.9%	27.9%	
10 - 15	678	665	322	124	350	169	181	676
%V	12.7%	12.9%	15.3%	17.7%	10.9%	15.0%	8.7%	13.8%
%H (All HH)		98.1%	47.5%	18.3%	51.6%	24.9%	26.7%	99.7%
%H (TV HH)			48.4%	18.6%	52.6%	25.4%	27.2%	

Base: ITV South East Macro - 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

ITV South East Macro

Household level data

Table 21.5: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
1	2128	2128	644	256	1230	217	1012	1860
%V	39.9%	41.3%	30.7%	36.5%	38.4%	19.3%	48.8%	37.8%
%H (All HH)		100.0%	30.3%	12.0%	57.8%	10.2%	47.6%	87.4%
%H (TV HH)			30.3%	12.0%	57.8%	10.2%	47.6%	
2	1695	1695	733	246	1073	403	670	1575
%V	31.8%	32.9%	34.9%	35.1%	33.5%	35.8%	32.3%	32.0%
%H (All HH)		100.0%	43.2%	14.5%	63.3%	23.8%	39.5%	92.9%
%H (TV HH)			43.2%	14.5%	63.3%	23.8%	39.5%	
3	819	819	400	125	545	273	272	805
%V	15.3%	15.9%	19.0%	17.8%	17.0%	24.2%	13.1%	16.4%
%H (All HH)		100.0%	48.8%	15.3%	66.5%	33.3%	33.2%	98.3%
%H (TV HH)			48.8%	15.3%	66.5%	33.3%	33.2%	
4	332	332	202	42	229	141	88	332
%V	6.2%	6.4%	9.6%	6.0%	7.2%	12.5%	4.2%	6.8%
%H (All HH)		100.0%	60.8%	12.7%	69.0%	42.5%	26.5%	100.0%
%H (TV HH)			60.8%	12.7%	69.0%	42.5%	26.5%	
5+	182	182	120	31	124	91	33	182
%V	3.4%	3.5%	5.7%	4.4%	3.9%	8.1%	1.6%	3.7%
%H (All HH)		100.0%	65.9%	17.0%	68.1%	50.0%	18.1%	100.0%
%H (TV HH)			65.9%	17.0%	68.1%	50.0%	18.1%	

Base: ITV South East Macro - 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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ITV South East Macro

Household level data

Table 21.6: 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	5338	5155	2100	701	3200	1126	2074	4915
%V		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (All HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
%H (TV HH)								
Under 20"	542	542	209	57	449	177	272	497
%V	10.2%	10.5%	10.0%	8.1%	14.0%	15.7%	13.1%	10.1%
%H (All HH)		100.0%	38.6%	10.5%	82.8%	32.7%	50.2%	91.7%
%H (TV HH)			38.6%	10.5%	82.8%	32.7%	50.2%	
20" - 29"	1476	1476	627	191	1082	453	629	1326
%V	27.7%	28.6%	29.9%	27.2%	33.8%	40.2%	30.3%	27.0%
%H (All HH)		100.0%	42.5%	12.9%	73.3%	30.7%	42.6%	89.8%
%H (TV HH)			42.5%	12.9%	73.3%	30.7%	42.6%	
30" - 39"	2510	2510	1047	319	1663	594	1070	2307
%V	47.0%	48.7%	49.9%	45.5%	52.0%	52.8%	51.6%	46.9%
%H (All HH)		100.0%	41.7%	12.7%	66.3%	23.7%	42.6%	91.9%
%H (TV HH)			41.7%	12.7%	66.3%	23.7%	42.6%	
40" - 49"	2497	2497	1142	393	1474	643	831	2400
%V	46.8%	48.4%	54.4%	56.1%	46.1%	57.1%	40.1%	48.8%
%H (All HH)		100.0%	45.7%	15.7%	59.0%	25.8%	33.3%	96.1%
%H (TV HH)			45.7%	15.7%	59.0%	25.8%	33.3%	
50" - 59"	1087	1087	574	161	569	291	279	1070
%V	20.4%	21.1%	27.3%	23.0%	17.8%	25.8%	13.5%	21.8%
%H (All HH)		100.0%	52.8%	14.8%	52.3%	26.8%	25.7%	98.4%
%H (TV HH)			52.8%	14.8%	52.3%	26.8%	25.7%	
60"+	227	227	134	38	109	71	38	226
%V	4.3%	4.4%	6.4%	5.4%	3.4%	6.3%	1.8%	4.6%
%H (All HH)		100.0%	59.0%	16.7%	48.0%	31.3%	16.7%	99.6%
%H (TV HH)			59.0%	16.7%	48.0%	31.3%	16.7%	

Base: ITV South East Macro - 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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Household level data

Table 21.7: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
Main living room	5103	5103	2085	701	3165	1118	2047	4705
%V	95.6%	99.0%	99.3%	100.0%	98.9%	99.3%	98.7%	95.7%
%H (All HH)		100.0%	40.9%	13.7%	62.0%	21.9%	40.1%	92.2%
%H (TV HH)			40.9%	13.7%	62.0%	21.9%	40.1%	
Kitchen	597	597	296	68	481	253	227	579
%V	11.2%	11.6%	14.1%	9.7%	15.0%	22.5%	10.9%	11.8%
%H (All HH)		100.0%	49.6%	11.4%	80.6%	42.4%	38.0%	97.0%
%H (TV HH)			49.6%	11.4%	80.6%	42.4%	38.0%	
Adult's bedroom	2313	2313	1151	361	1477	725	751	2217
%V	43.3%	44.9%	54.8%	51.5%	46.2%	64.4%	36.2%	45.1%
%H (All HH)		100.0%	49.8%	15.6%	63.9%	31.3%	32.5%	95.8%
%H (TV HH)			49.8%	15.6%	63.9%	31.3%	32.5%	
Child's bedroom	390	390	208	71	213	124	88	390
%V	7.3%	7.6%	9.9%	10.1%	6.7%	11.0%	4.2%	7.9%
%H (All HH)		100.0%	53.3%	18.2%	54.6%	31.8%	22.6%	100.0%
%H (TV HH)			53.3%	18.2%	54.6%	31.8%	22.6%	
Other bedroom	332	332	167	59	241	136	105	322
%V	6.2%	6.4%	8.0%	8.4%	7.5%	12.1%	5.1%	6.6%
%H (All HH)		100.0%	50.3%	17.8%	72.6%	41.0%	31.6%	97.0%
%H (TV HH)			50.3%	17.8%	72.6%	41.0%	31.6%	
Second living/dining room	470	470	226	62	321	150	171	455
%V	8.8%	9.1%	10.8%	8.8%	10.0%	13.3%	8.2%	9.3%
%H (All HH)		100.0%	48.1%	13.2%	68.3%	31.9%	36.4%	96.8%
%H (TV HH)			48.1%	13.2%	68.3%	31.9%	36.4%	
Study/office	122	122	67	16	86	44	42	120
%V	2.3%	2.4%	3.2%	2.3%	2.7%	3.9%	2.0%	2.4%
%H (All HH)		100.0%	54.9%	13.1%	70.5%	36.1%	34.4%	98.4%
%H (TV HH)			54.9%	13.1%	70.5%	36.1%	34.4%	
TV room	73	73	42	5	45	21	24	73
%V	1.4%	1.4%	2.0%	0.7%	1.4%	1.9%	1.2%	1.5%
%H (All HH)		100.0%	57.5%	6.8%	61.6%	28.8%	32.9%	100.0%
%H (TV HH)			57.5%	6.8%	61.6%	28.8%	32.9%	
Conservatory	113	113	67	10	84	47	37	106
%V	2.1%	2.2%	3.2%	1.4%	2.6%	4.2%	1.8%	2.2%
%H (All HH)		100.0%	59.3%	8.8%	74.3%	41.6%	32.7%	93.8%
%H (TV HH)			59.3%	8.8%	74.3%	41.6%	32.7%	
Attic or loft room	10	10	1	1	6	0	6	10
%V	0.2%	0.2%	0.0%	0.1%	0.2%	0.0%	0.3%	0.2%
%H (All HH)		100.0%	10.0%	10.0%	60.0%	0.0%	60.0%	100.0%
%H (TV HH)			10.0%	10.0%	60.0%	0.0%	60.0%	
No specific location	9	9	7	2	4	4	0	9
%V	0.2%	0.2%	0.3%	0.3%	0.1%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	77.8%	22.2%	44.4%	44.4%	0.0%	100.0%
%H (TV HH)			77.8%	22.2%	44.4%	44.4%	0.0%	
Other	98	98	55	12	70	36	34	98
%V	1.8%	1.9%	2.6%	1.7%	2.2%	3.2%	1.6%	2.0%
%H (All HH)		100.0%	56.1%	12.2%	71.4%	36.7%	34.7%	100.0%
%H (TV HH)			56.1%	12.2%	71.4%	36.7%	34.7%	

Base: ITV South East Macro - 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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ITV South East Macro

Household level data

Table 21.8: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
Any DSAT provider	2100	2100	2100	38	884	884	0	2024
%V	39.3%	40.7%	100.0%	5.4%	27.6%	78.5%	0.0%	41.2%
%H (All HH)			100.0%	1.8%	42.1%	42.1%	0.0%	96.4%
%H (TV HH)			100.0%	1.8%	42.1%	42.1%	0.0%	
Sky with subcription	1720	1720	1720	19	689	689	0	1659
%V	32.2%	33.4%	81.9%	2.7%	21.5%	61.2%	0.0%	33.8%
%H (All HH)			100.0%	1.1%	40.1%	40.1%	0.0%	96.5%
%H (TV HH)			100.0%	1.1%	40.1%	40.1%	0.0%	
Sky without subscription	46	46	46	2	19	19	0	45
%V	0.9%	0.9%	2.2%	0.3%	0.6%	1.7%	0.0%	0.9%
%H (All HH)			100.0%	4.3%	41.3%	41.3%	0.0%	97.8%
%H (TV HH)			100.0%	4.3%	41.3%	41.3%	0.0%	
Freesat	313	313	313	9	172	172	0	300
%V	5.9%	6.1%	14.9%	1.3%	5.4%	15.3%	0.0%	6.1%
%H (All HH)			100.0%	2.9%	55.0%	55.0%	0.0%	95.8%
%H (TV HH)			100.0%	2.9%	55.0%	55.0%	0.0%	
Other satellite provider	121	121	121	5	63	63	0	116
%V	2.3%	2.3%	5.8%	0.7%	2.0%	5.6%	0.0%	2.4%
%H (All HH)			100.0%	4.1%	52.1%	52.1%	0.0%	95.9%
%H (TV HH)			100.0%	4.1%	52.1%	52.1%	0.0%	
DCAB	701	701	38	701	260	260	0	685
%V	13.1%	13.6%	1.8%	100.0%	8.1%	23.1%	0.0%	13.9%
%H (All HH)			5.4%	100.0%	37.1%	37.1%	0.0%	97.7%
%H (TV HH)			5.4%	100.0%	37.1%	37.1%	0.0%	
DTT	3200	3200	884	260	3200	1126	2074	2862
%V	59.9%	62.1%	42.1%	37.1%	100.0%	100.0%	100.0%	58.2%
%H (All HH)		100.0%	27.6%	8.1%	100.0%	35.2%	64.8%	89.4%
%H (TV HH)			27.6%	8.1%	100.0%	35.2%	64.8%	

Base: ITV South East Macro - 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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ITV South East Macro

Household level data

Table 21.9: 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	5338	5155	2100	701	3200	1126	2074	4915
%H (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
PVR	3319	3319	1918	666	1805	1039	766	3183
%V	62.2%	64.4%	91.3%	95.0%	56.4%	92.3%	36.9%	64.8%
%H (All HH)		100.0%	57.8%	20.1%	54.4%	31.3%	23.1%	95.9%
%H (TV HH)			57.8%	20.1%	54.4%	31.3%	23.1%	
DVDR	63	63	28	4	51	19	32	59
%V	1.2%	1.2%	1.3%	0.6%	1.6%	1.7%	1.5%	1.2%
%H (All HH)		100.0%	44.4%	6.3%	81.0%	30.2%	50.8%	93.7%
%H (TV HH)			44.4%	6.3%	81.0%	30.2%	50.8%	
VCR	37	37	11	5	30	9	21	33
%V	0.7%	0.7%	0.5%	0.7%	0.9%	0.8%	1.0%	0.7%
%H (All HH)		100.0%	29.7%	13.5%	81.1%	24.3%	56.8%	89.2%
%H (TV HH)			29.7%	13.5%	81.1%	24.3%	56.8%	
Any recorder	3357	3357	1920	666	1842	1040	802	3217
%V	62.9%	65.1%	91.4%	95.0%	57.6%	92.4%	38.7%	65.5%
%H (All HH)		100.0%	57.2%	19.8%	54.9%	31.0%	23.9%	95.8%
%H (TV HH)			57.2%	19.8%	54.9%	31.0%	23.9%	
Receives HDTV (via STB or built-in reception)	4006	4006	1886	660	2556	1063	1493	3840
%V	75.0%	77.7%	89.8%	94.2%	79.9%	94.4%	72.0%	78.1%
%H (All HH)		100.0%	47.1%	16.5%	63.8%	26.5%	37.3%	95.9%
%H (TV HH)			47.1%	16.5%	63.8%	26.5%	37.3%	
DVD/Blu-ray player or recorder	3247	3247	1365	471	2068	796	1272	3051
%V	60.8%	63.0%	65.0%	67.2%	64.6%	70.7%	61.3%	62.1%
%H (All HH)		100.0%	42.0%	14.5%	63.7%	24.5%	39.2%	94.0%
%H (TV HH)			42.0%	14.5%	63.7%	24.5%	39.2%	

Base: ITV South East Macro - 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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ITV South East Macro

Household level data

Table 21.10: 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	5338	5155	2100	701	3200	1126	2074	4915
%V (All HH)		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%
%H (TV HH)			40.7%	13.6%	62.1%	21.8%	40.2%	
Has broadband internet	4915	4753	2024	685	2862	1092	1771	4915
%V	92.1%	92.2%	96.4%	97.7%	89.4%	97.0%	85.4%	100.0%
%H (All HH)		96.7%	41.2%	13.9%	58.2%	22.2%	36.0%	100.0%
%H (TV HH)			42.6%	14.4%	60.2%	23.0%	37.3%	
Number of computers (PCs and laptops)								
0	703	655	175	44	493	81	412	315
%V	13.2%	12.7%	8.3%	6.3%	15.4%	7.2%	19.9%	6.4%
%H (All HH)		93.2%	24.9%	6.3%	70.1%	11.5%	58.6%	44.8%
%H (TV HH)			26.7%	6.7%	75.3%	12.4%	62.9%	
1	1251	1189	447	138	743	200	543	1223
%V	23.4%	23.1%	21.3%	19.7%	23.2%	17.8%	26.2%	24.9%
%H (All HH)		95.0%	35.7%	11.0%	59.4%	16.0%	43.4%	97.8%
%H (TV HH)			37.6%	11.6%	62.5%	16.8%	45.7%	
2	1330	1301	509	199	803	300	504	1326
%V	24.9%	25.2%	24.2%	28.4%	25.1%	26.6%	24.3%	27.0%
%H (All HH)		97.8%	38.3%	15.0%	60.4%	22.6%	37.9%	99.7%
%H (TV HH)			39.1%	15.3%	61.7%	23.1%	38.7%	
3	861	846	385	125	532	225	307	859
%V	16.1%	16.4%	18.3%	17.8%	16.6%	20.0%	14.8%	17.5%
%H (All HH)		98.3%	44.7%	14.5%	61.8%	26.1%	35.7%	99.8%
%H (TV HH)			45.5%	14.8%	62.9%	26.6%	36.3%	
4	561	553	273	78	331	166	166	561
%V	10.5%	10.7%	13.0%	11.1%	10.3%	14.7%	8.0%	11.4%
%H (All HH)		98.6%	48.7%	13.9%	59.0%	29.6%	29.6%	100.0%
%H (TV HH)			49.4%	14.1%	59.9%	30.0%	30.0%	
5+	633	612	312	117	298	155	142	631
%V	11.9%	11.9%	14.9%	16.7%	9.3%	13.8%	6.8%	12.8%
%H (All HH)		96.7%	49.3%	18.5%	47.1%	24.5%	22.4%	99.7%
%H (TV HH)			51.0%	19.1%	48.7%	25.3%	23.2%	

Base: ITV South East Macro - 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

ITV South East Macro

Set level data

Table 21.11: 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	10271	4766	1464	6592	2904	3689	9723
%H		46.4%	14.3%	64.2%	28.3%	35.9%	94.7%
Under 20"	631	242	66	529	211	318	584
%V	6.1%	5.1%	4.5%	8.0%	7.3%	8.6%	6.0%
%H		38.4%	10.5%	83.8%	33.4%	50.4%	92.6%
20" - 29"	1837	817	244	1374	624	750	1680
%V	17.9%	17.1%	16.7%	20.8%	21.5%	20.3%	17.3%
%H		44.5%	13.3%	74.8%	34.0%	40.8%	91.5%
30" - 39"	3095	1337	424	2024	777	1247	2880
%V	30.1%	28.1%	29.0%	30.7%	26.8%	33.8%	29.6%
%H		43.2%	13.7%	65.4%	25.1%	40.3%	93.1%
40" - 49"	3086	1492	485	1825	858	967	2986
%V	30.0%	31.3%	33.1%	27.7%	29.5%	26.2%	30.7%
%H		48.3%	15.7%	59.1%	27.8%	31.3%	96.8%
50" - 59"	1228	674	184	640	340	300	1209
%V	12.0%	14.1%	12.6%	9.7%	11.7%	8.1%	12.4%
%H		54.9%	15.0%	52.1%	27.7%	24.4%	98.5%
60"+	247	153	40	116	78	38	246
%V	2.4%	3.2%	2.7%	1.8%	2.7%	1.0%	2.5%
%H		61.9%	16.2%	47.0%	31.6%	15.4%	99.6%
Don't know	147	50	21	84	15	69	136
%V	1.4%	1.0%	1.4%	1.3%	0.5%	1.9%	1.4%
%H		34.0%	14.3%	57.1%	10.2%	46.9%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Set level data

Table 21.12: 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	10271	4766	1464	6592	2904	3689	9723
%H		46.4%	14.3%	64.2%	28.3%	35.9%	94.7%
Main living room	5128	2095	701	3188	1128	2061	4729
%V	49.9%	44.0%	47.9%	48.4%	38.8%	55.9%	48.6%
%H		40.9%	13.7%	62.2%	22.0%	40.2%	92.2%
Kitchen	600	300	68	482	255	227	582
%V	5.8%	6.3%	4.6%	7.3%	8.8%	6.2%	6.0%
%H		50.0%	11.3%	80.3%	42.5%	37.8%	97.0%
Adult's bedroom	2708	1388	424	1729	881	848	2611
%V	26.4%	29.1%	29.0%	26.2%	30.3%	23.0%	26.9%
%H		51.3%	15.7%	63.8%	32.5%	31.3%	96.4%
Child's bedroom	532	304	91	287	172	115	532
%V	5.2%	6.4%	6.2%	4.4%	5.9%	3.1%	5.5%
%H		57.1%	17.1%	53.9%	32.3%	21.6%	100.0%
Other bedroom	389	202	71	276	159	117	379
%V	3.8%	4.2%	4.8%	4.2%	5.5%	3.2%	3.9%
%H		51.9%	18.3%	71.0%	40.9%	30.1%	97.4%
Second living/dining room	478	230	62	326	151	175	463
%V	4.7%	4.8%	4.2%	4.9%	5.2%	4.7%	4.8%
%H		48.1%	13.0%	68.2%	31.6%	36.6%	96.9%
Study/office	123	67	16	87	45	42	121
%V	1.2%	1.4%	1.1%	1.3%	1.5%	1.1%	1.2%
%H		54.5%	13.0%	70.7%	36.6%	34.1%	98.4%
TV room	73	42	5	45	21	24	73
%V	0.7%	0.9%	0.3%	0.7%	0.7%	0.7%	0.8%
%H		57.5%	6.8%	61.6%	28.8%	32.9%	100.0%
Conservatory	113	67	10	84	47	37	106
%V	1.1%	1.4%	0.7%	1.3%	1.6%	1.0%	1.1%
%H		59.3%	8.8%	74.3%	41.6%	32.7%	93.8%
Attic or loft room	10	1	1	6	0	6	10
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%
%H		10.0%	10.0%	60.0%	0.0%	60.0%	100.0%
No specific location	9	7	2	4	4	0	9
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		77.8%	22.2%	44.4%	44.4%	0.0%	100.0%
Other	109	63	13	78	42	36	109
%V	1.1%	1.3%	0.9%	1.2%	1.4%	1.0%	1.1%
%H		57.8%	11.9%	71.6%	38.5%	33.0%	100.0%

Base: ITV South East Macro - 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 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	10271	4766	1464	6592	2904	3689	9723
%H		46.4%	14.3%	64.2%	28.3%	35.9%	94.7%
PVR	4843	3077	953	2386	1517	869	4685
%V	47.2%	64.6%	65.1%	36.2%	52.2%	23.6%	48.2%
%H		63.5%	19.7%	49.3%	31.3%	17.9%	96.7%
DVDR	68	29	5	56	20	36	64
%V	0.7%	0.6%	0.3%	0.8%	0.7%	1.0%	0.7%
%H		42.6%	7.4%	82.4%	29.4%	52.9%	94.1%
VCR	37	11	5	30	9	21	33
%V	0.4%	0.2%	0.3%	0.5%	0.3%	0.6%	0.3%
%H		29.7%	13.5%	81.1%	24.3%	56.8%	89.2%
Any recorder	4897	3085	955	2439	1525	914	4734
%V	47.7%	64.7%	65.2%	37.0%	52.5%	24.8%	48.7%
%H		63.0%	19.5%	49.8%	31.1%	18.7%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.14: 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	10271	4766	1464	6592	2904	3689	9723
%H		46.4%	14.3%	64.2%	28.3%	35.9%	94.7%
Receives HDTV (via STB or built-in reception)	6450	3342	1028	4098	1954	2144	6248
%V	62.8%	70.1%	70.2%	62.2%	67.3%	58.1%	64.3%
%H		51.8%	15.9%	63.5%	30.3%	33.2%	96.9%
DVD/Blu-ray player or recorder	4467	1999	694	2857	1231	1627	4245
%V	43.5%	41.9%	47.4%	43.3%	42.4%	44.1%	43.7%
%H		44.8%	15.5%	64.0%	27.6%	36.4%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Set level data

Table 21.15: 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	5150	2097	701	3197	1124	2073	4748
%H		40.7%	13.6%	62.1%	21.8%	40.3%	92.2%
Under 20"	31	4	2	28	4	24	23
%V	0.6%	0.2%	0.3%	0.9%	0.4%	1.2%	0.5%
%H		12.9%	6.5%	90.3%	12.9%	77.4%	74.2%
20" - 29"	350	79	24	267	36	231	267
%V	6.8%	3.8%	3.4%	8.4%	3.2%	11.1%	5.6%
%H		22.6%	6.9%	76.3%	10.3%	66.0%	76.3%
30" - 39"	1402	457	156	972	239	733	1216
%V	27.2%	21.8%	22.3%	30.4%	21.3%	35.4%	25.6%
%H		32.6%	11.1%	69.3%	17.0%	52.3%	86.7%
40" - 49"	2107	909	330	1270	512	757	2011
%V	40.9%	43.3%	47.1%	39.7%	45.6%	36.5%	42.4%
%H		43.1%	15.7%	60.3%	24.3%	35.9%	95.4%
50" - 59"	966	507	138	509	258	251	950
%V	18.8%	24.2%	19.7%	15.9%	23.0%	12.1%	20.0%
%H		52.5%	14.3%	52.7%	26.7%	26.0%	98.3%
60"+	209	120	36	100	64	36	208
%V	4.1%	5.7%	5.1%	3.1%	5.7%	1.7%	4.4%
%H		57.4%	17.2%	47.8%	30.6%	17.2%	99.5%
Don't know	85	21	15	52	10	42	74
%V	1.7%	1.0%	2.1%	1.6%	0.9%	2.0%	1.6%
%H		24.7%	17.6%	61.2%	11.8%	49.4%	87.1%

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Set level data

Table 21.16: 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	5150	2097	701	3197	1124	2073	4748
%H		40.7%	13.6%	62.1%	21.8%	40.3%	92.2%
PVR	3263	1897	660	1756	1019	737	3127
%V	63.4%	90.5%	94.2%	54.9%	90.7%	35.6%	65.9%
%H		58.1%	20.2%	53.8%	31.2%	22.6%	95.8%
DVDR	53	21	3	44	14	30	50
%V	1.0%	1.0%	0.4%	1.4%	1.2%	1.4%	1.1%
%H		39.6%	5.7%	83.0%	26.4%	56.6%	94.3%
VCR	30	9	5	24	8	16	26
%V	0.6%	0.4%	0.7%	0.8%	0.7%	0.8%	0.5%
%H		30.0%	16.7%	80.0%	26.7%	53.3%	86.7%
Any recorder	3299	1899	660	1791	1021	770	3159
%V	64.1%	90.6%	94.2%	56.0%	90.8%	37.1%	66.5%
%H		57.6%	20.0%	54.3%	30.9%	23.3%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: 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	5150	2097	701	3197	1124	2073	4748
%H		40.7%	13.6%	62.1%	21.8%	40.3%	92.2%
Receives HDTV (via STB or built-in reception)	3945	1862	654	2509	1046	1463	3783
%V	76.6%	88.8%	93.3%	78.5%	93.1%	70.6%	79.7%
%H		47.2%	16.6%	63.6%	26.5%	37.1%	95.9%
DVD/Blu-ray player or recorder	2853	1176	403	1831	680	1151	2665
%V	55.4%	56.1%	57.5%	57.3%	60.5%	55.5%	56.1%
%H		41.2%	14.1%	64.2%	23.8%	40.3%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Set level data

Table 21.18: 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	5122	2669	763	3395	1779	1616	4975
%H		52.1%	14.9%	66.3%	34.7%	31.6%	97.1%
Under 20"	600	239	64	502	208	294	561
%V	11.7%	9.0%	8.4%	14.8%	11.7%	18.2%	11.3%
%H		39.8%	10.7%	83.7%	34.7%	49.0%	93.5%
20" - 29"	1487	739	220	1107	588	519	1414
%V	29.0%	27.7%	28.8%	32.6%	33.1%	32.1%	28.4%
%H		49.7%	14.8%	74.4%	39.5%	34.9%	95.1%
30" - 39"	1693	880	268	1052	537	514	1665
%V	33.1%	33.0%	35.1%	31.0%	30.2%	31.8%	33.5%
%H		52.0%	15.8%	62.1%	31.7%	30.4%	98.3%
40" - 49"	979	583	155	555	346	209	975
%V	19.1%	21.8%	20.3%	16.3%	19.4%	12.9%	19.6%
%H		59.6%	15.8%	56.7%	35.3%	21.3%	99.6%
50" - 59"	262	167	45	131	82	49	259
%V	5.1%	6.3%	5.9%	3.9%	4.6%	3.0%	5.2%
%H		63.7%	17.2%	50.0%	31.3%	18.7%	98.9%
60"+	38	33	4	16	14	2	38
%V	0.7%	1.2%	0.5%	0.5%	0.8%	0.1%	0.8%
%H		86.8%	10.5%	42.1%	36.8%	5.3%	100.0%
Don't know	62	29	6	32	5	28	62
%V	1.2%	1.1%	0.8%	0.9%	0.3%	1.7%	1.2%
%H		46.8%	9.7%	51.6%	8.1%	45.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Set level data

Table 21.19: 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	5122	2669	763	3395	1779	1616	4975
%H		52.1%	14.9%	66.3%	34.7%	31.6%	97.1%
PVR	1580	1180	293	630	498	132	1558
%V	30.8%	44.2%	38.4%	18.6%	28.0%	8.2%	31.3%
%H		74.7%	18.5%	39.9%	31.5%	8.4%	98.6%
DVDR	14	9	2	12	6	6	13
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%
%H		64.3%	14.3%	85.7%	42.9%	42.9%	92.9%
VCR	7	2	0	7	2	5	7
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		28.6%	0.0%	100.0%	28.6%	71.4%	100.0%
Any recorder	1598	1186	294	648	504	144	1575
%V	31.2%	44.4%	38.5%	19.1%	28.3%	8.9%	31.7%
%H		74.2%	18.4%	40.6%	31.5%	9.0%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: 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	5122	2669	763	3395	1779	1616	4975
%H		52.1%	14.9%	66.3%	34.7%	31.6%	97.1%
Receives HDTV (via STB or built-in reception)	2504	1480	374	1589	908	681	2465
%V	48.9%	55.5%	49.0%	46.8%	51.0%	42.1%	49.5%
%H		59.1%	14.9%	63.5%	36.3%	27.2%	98.4%
DVD/Blu-ray player or recorder	1614	823	291	1026	551	476	1580
%V	31.5%	30.8%	38.1%	30.2%	31.0%	29.5%	31.8%
%H		51.0%	18.0%	63.6%	34.1%	29.5%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South East Macro

Individual level data

Table 21.21: 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	12408	12054	5314	1818	7053	2838	4215	11880
%H		97.1%	42.8%	14.7%	56.8%	22.9%	34.0%	95.7%
Total Children	2350	2296	1064	387	1171	503	668	2332
%V	18.9%	19.0%	20.0%	21.3%	16.6%	17.7%	15.8%	19.6%
%H		97.7%	45.3%	16.5%	49.8%	21.4%	28.4%	99.2%
0 - 3	524	512	203	82	282	96	185	519
%V	4.2%	4.2%	3.8%	4.5%	4.0%	3.4%	4.4%	4.4%
%H		97.7%	38.7%	15.6%	53.8%	18.3%	35.3%	99.0%
4 - 15	1825	1784	861	305	890	407	483	1814
%V	14.7%	14.8%	16.2%	16.8%	12.6%	14.3%	11.5%	15.3%
%H		97.8%	47.2%	16.7%	48.8%	22.3%	26.5%	99.4%
4 - 9	916	889	414	142	422	183	239	907
%V	7.4%	7.4%	7.8%	7.8%	6.0%	6.4%	5.7%	7.6%
%H		97.1%	45.2%	15.5%	46.1%	20.0%	26.1%	99.0%
10 - 15	909	895	447	163	468	224	244	906
%V	7.3%	7.4%	8.4%	9.0%	6.6%	7.9%	5.8%	7.6%
%H		98.5%	49.2%	17.9%	51.5%	24.6%	26.8%	99.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Individual level data

Table 21.22: 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	12408	12054	5314	1818	7053	2838	4215	11880
%H		97.1%	42.8%	14.7%	56.8%	22.9%	34.0%	95.7%
Total Adults (16+)	10059	9758	4251	1431	5882	2335	3547	9548
%V	81.1%	81.0%	80.0%	78.7%	83.4%	82.3%	84.2%	80.4%
%H		97.0%	42.3%	14.2%	58.5%	23.2%	35.3%	94.9%
16 - 19	485	479	239	103	254	145	109	482
%V	3.9%	4.0%	4.5%	5.7%	3.6%	5.1%	2.6%	4.1%
%H		98.8%	49.3%	21.2%	52.4%	29.9%	22.5%	99.4%
20 - 24	620	592	259	90	306	146	159	618
%V	5.0%	4.9%	4.9%	5.0%	4.3%	5.1%	3.8%	5.2%
%H		95.5%	41.8%	14.5%	49.4%	23.5%	25.6%	99.7%
25 - 34	1528	1419	558	190	698	228	470	1509
%V	12.3%	11.8%	10.5%	10.5%	9.9%	8.0%	11.2%	12.7%
%H		92.9%	36.5%	12.4%	45.7%	14.9%	30.8%	98.8%
35 - 44	1518	1448	631	252	751	310	441	1506
%V	12.2%	12.0%	11.9%	13.9%	10.6%	10.9%	10.5%	12.7%
%H		95.4%	41.6%	16.6%	49.5%	20.4%	29.1%	99.2%
45 - 54	1733	1697	870	283	946	457	488	1720
%V	14.0%	14.1%	16.4%	15.6%	13.4%	16.1%	11.6%	14.5%
%H		97.9%	50.2%	16.3%	54.6%	26.4%	28.2%	99.2%
55 - 64	1664	1642	772	230	1077	465	612	1619
%V	13.4%	13.6%	14.5%	12.7%	15.3%	16.4%	14.5%	13.6%
%H		98.7%	46.4%	13.8%	64.7%	27.9%	36.8%	97.3%
65+	2510	2480	921	283	1851	584	1268	2094
%V	20.2%	20.6%	17.3%	15.6%	26.2%	20.6%	30.1%	17.6%
%H		98.8%	36.7%	11.3%	73.7%	23.3%	50.5%	83.4%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South East Macro

Individual level data

Table 21.23: 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+)	10059	9758	4251	1431	5882	2335	3547	9548
%H		97.0%	42.3%	14.2%	58.5%	23.2%	35.3%	94.9%
AB	3166	3077	1417	432	1877	813	1064	3117
%V	31.5%	31.5%	33.3%	30.2%	31.9%	34.8%	30.0%	32.6%
%H		97.2%	44.8%	13.6%	59.3%	25.7%	33.6%	98.5%
C1	3246	3153	1311	511	1842	716	1125	3123
%V	32.3%	32.3%	30.8%	35.7%	31.3%	30.7%	31.7%	32.7%
%H		97.1%	40.4%	15.7%	56.7%	22.1%	34.7%	96.2%
C2	1944	1900	860	300	1145	473	671	1835
%V	19.3%	19.5%	20.2%	21.0%	19.5%	20.3%	18.9%	19.2%
%H		97.7%	44.2%	15.4%	58.9%	24.3%	34.5%	94.4%
D	1167	1111	498	116	663	232	430	1044
%V	11.6%	11.4%	11.7%	8.1%	11.3%	9.9%	12.1%	10.9%
%H		95.2%	42.7%	9.9%	56.8%	19.9%	36.8%	89.5%
E	536	517	164	72	355	100	256	430
%V	5.3%	5.3%	3.9%	5.0%	6.0%	4.3%	7.2%	4.5%
%H		96.5%	30.6%	13.4%	66.2%	18.7%	47.8%	80.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.24: 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+)	10059	9758	4251	1431	5882	2335	3547	9548
%H		97.0%	42.3%	14.2%	58.5%	23.2%	35.3%	94.9%
Working full time	4942	4779	2220	732	2583	1085	1498	4893
%V	49.1%	49.0%	52.2%	51.2%	43.9%	46.5%	42.2%	51.2%
%H		96.7%	44.9%	14.8%	52.3%	22.0%	30.3%	99.0%
Working part time	1182	1152	521	185	692	310	383	1167
%V	11.8%	11.8%	12.3%	12.9%	11.8%	13.3%	10.8%	12.2%
%H		97.5%	44.1%	15.7%	58.5%	26.2%	32.4%	98.7%
Not working	3911	3806	1501	515	2597	939	1658	3466
%V	38.9%	39.0%	35.3%	36.0%	44.2%	40.2%	46.7%	36.3%
%H		97.3%	38.4%	13.2%	66.4%	24.0%	42.4%	88.6%
Houseperson	5338	5155	2100	701	3200	1126	2074	4915
%V	53.1%	52.8%	49.4%	49.0%	54.4%	48.2%	58.5%	51.5%
%H		96.6%	39.3%	13.1%	59.9%	21.1%	38.9%	92.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.25: 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+)	4919	4761	2117	701	2836	1168	1668	4719
%H		96.8%	43.0%	14.3%	57.7%	23.7%	33.9%	95.9%
16 - 19	261	256	134	50	137	78	59	258
%V	5.3%	5.4%	6.3%	7.1%	4.8%	6.7%	3.5%	5.5%
%H		98.1%	51.3%	19.2%	52.5%	29.9%	22.6%	98.9%
20 - 24	307	294	122	44	156	76	80	307
%V	6.2%	6.2%	5.8%	6.3%	5.5%	6.5%	4.8%	6.5%
%H		95.8%	39.7%	14.3%	50.8%	24.8%	26.1%	100.0%
25 - 34	764	717	280	92	363	114	249	754
%V	15.5%	15.1%	13.2%	13.1%	12.8%	9.8%	14.9%	16.0%
%H		93.8%	36.6%	12.0%	47.5%	14.9%	32.6%	98.7%
35 - 44	748	707	296	126	365	148	216	743
%V	15.2%	14.8%	14.0%	18.0%	12.9%	12.7%	12.9%	15.7%
%H		94.5%	39.6%	16.8%	48.8%	19.8%	28.9%	99.3%
45 - 54	859	840	434	133	461	220	241	851
%V	17.5%	17.6%	20.5%	19.0%	16.3%	18.8%	14.4%	18.0%
%H		97.8%	50.5%	15.5%	53.7%	25.6%	28.1%	99.1%
55 - 64	809	796	370	119	525	231	294	782
%V	16.4%	16.7%	17.5%	17.0%	18.5%	19.8%	17.6%	16.6%
%H		98.4%	45.7%	14.7%	64.9%	28.6%	36.3%	96.7%
65+	1170	1151	482	138	829	300	529	1025
%V	23.8%	24.2%	22.8%	19.7%	29.2%	25.7%	31.7%	21.7%
%H		98.4%	41.2%	11.8%	70.9%	25.6%	45.2%	87.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.26: 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+)	4919	4761	2117	701	2836	1168	1668	4719
%H		96.8%	43.0%	14.3%	57.7%	23.7%	33.9%	95.9%
AB	1568	1529	712	214	944	416	528	1548
%V	31.9%	32.1%	33.6%	30.5%	33.3%	35.6%	31.7%	32.8%
%H		97.5%	45.4%	13.6%	60.2%	26.5%	33.7%	98.7%
C1	1564	1520	658	253	847	357	490	1523
%V	31.8%	31.9%	31.1%	36.1%	29.9%	30.6%	29.4%	32.3%
%H		97.2%	42.1%	16.2%	54.2%	22.8%	31.3%	97.4%
C2	1022	993	443	153	607	245	362	965
%V	20.8%	20.9%	20.9%	21.8%	21.4%	21.0%	21.7%	20.4%
%H		97.2%	43.3%	15.0%	59.4%	24.0%	35.4%	94.4%
D	549	513	238	51	301	110	191	505
%V	11.2%	10.8%	11.2%	7.3%	10.6%	9.4%	11.5%	10.7%
%H		93.4%	43.4%	9.3%	54.8%	20.0%	34.8%	92.0%
E	216	206	67	31	137	40	97	177
%V	4.4%	4.3%	3.2%	4.4%	4.8%	3.4%	5.8%	3.8%
%H		95.4%	31.0%	14.4%	63.4%	18.5%	44.9%	81.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.27: 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+)	4919	4761	2117	701	2836	1168	1668	4719
%H		96.8%	43.0%	14.3%	57.7%	23.7%	33.9%	95.9%
Working full time	3035	2934	1345	449	1604	669	934	3002
%V	61.7%	61.6%	63.5%	64.1%	56.6%	57.3%	56.0%	63.6%
%H		96.7%	44.3%	14.8%	52.9%	22.0%	30.8%	98.9%
Working part time	237	227	105	32	140	71	69	233
%V	4.8%	4.8%	5.0%	4.6%	4.9%	6.1%	4.1%	4.9%
%H		95.8%	44.3%	13.5%	59.1%	30.0%	29.1%	98.3%
Not working	1637	1591	664	220	1088	426	662	1474
%V	33.3%	33.4%	31.4%	31.4%	38.4%	36.5%	39.7%	31.2%
%H		97.2%	40.6%	13.4%	66.5%	26.0%	40.4%	90.0%
Houseperson	1108	1048	385	143	644	206	438	985
%V	22.5%	22.0%	18.2%	20.4%	22.7%	17.6%	26.3%	20.9%
%H		94.6%	34.7%	12.9%	58.1%	18.6%	39.5%	88.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.28: 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+)	5140	4997	2133	730	3045	1167	1878	4829
%H		97.2%	41.5%	14.2%	59.2%	22.7%	36.5%	93.9%
16 - 19	224	223	105	54	117	67	50	224
%V	4.4%	4.5%	4.9%	7.4%	3.8%	5.7%	2.7%	4.6%
%H		99.6%	46.9%	24.1%	52.2%	29.9%	22.3%	100.0%
20 - 24	312	299	138	46	150	71	79	311
%V	6.1%	6.0%	6.5%	6.3%	4.9%	6.1%	4.2%	6.4%
%H		95.8%	44.2%	14.7%	48.1%	22.8%	25.3%	99.7%
25 - 34	764	702	278	98	334	113	221	755
%V	14.9%	14.0%	13.0%	13.4%	11.0%	9.7%	11.8%	15.6%
%H		91.9%	36.4%	12.8%	43.7%	14.8%	28.9%	98.8%
35 - 44	770	742	335	126	386	161	224	763
%V	15.0%	14.8%	15.7%	17.3%	12.7%	13.8%	11.9%	15.8%
%H		96.4%	43.5%	16.4%	50.1%	20.9%	29.1%	99.1%
45 - 54	874	857	436	150	485	237	248	869
%V	17.0%	17.2%	20.4%	20.5%	15.9%	20.3%	13.2%	18.0%
%H		98.1%	49.9%	17.2%	55.5%	27.1%	28.4%	99.4%
55 - 64	855	845	402	111	551	234	317	837
%V	16.6%	16.9%	18.8%	15.2%	18.1%	20.1%	16.9%	17.3%
%H		98.8%	47.0%	13.0%	64.4%	27.4%	37.1%	97.9%
65+	1340	1329	439	145	1023	284	738	1070
%V	26.1%	26.6%	20.6%	19.9%	33.6%	24.3%	39.3%	22.2%
%H		99.2%	32.8%	10.8%	76.3%	21.2%	55.1%	79.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.29: 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+)	5140	4997	2133	730	3045	1167	1878	4829
%H		97.2%	41.5%	14.2%	59.2%	22.7%	36.5%	93.9%
AB	1598	1548	705	217	933	397	536	1569
%V	31.1%	31.0%	33.1%	29.7%	30.6%	34.0%	28.5%	32.5%
%H		96.9%	44.1%	13.6%	58.4%	24.8%	33.5%	98.2%
C1	1682	1632	653	259	995	360	635	1600
%V	32.7%	32.7%	30.6%	35.5%	32.7%	30.8%	33.8%	33.1%
%H		97.0%	38.8%	15.4%	59.2%	21.4%	37.8%	95.1%
C2	922	907	417	148	538	229	309	869
%V	17.9%	18.2%	19.5%	20.3%	17.7%	19.6%	16.5%	18.0%
%H		98.4%	45.2%	16.1%	58.4%	24.8%	33.5%	94.3%
D	618	598	261	66	362	122	239	539
%V	12.0%	12.0%	12.2%	9.0%	11.9%	10.5%	12.7%	11.2%
%H		96.8%	42.2%	10.7%	58.6%	19.7%	38.7%	87.2%
E	320	311	97	41	218	59	159	252
%V	6.2%	6.2%	4.5%	5.6%	7.2%	5.1%	8.5%	5.2%
%H		97.2%	30.3%	12.8%	68.1%	18.4%	49.7%	78.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV South East Macro

Individual level data

Table 21.30: 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+)	5140	4997	2133	730	3045	1167	1878	4829
%H		97.2%	41.5%	14.2%	59.2%	22.7%	36.5%	93.9%
Working full time	1907	1845	876	282	980	416	564	1891
%V	37.1%	36.9%	41.1%	38.6%	32.2%	35.6%	30.0%	39.2%
%H		96.7%	45.9%	14.8%	51.4%	21.8%	29.6%	99.2%
Working part time	945	925	417	153	552	238	314	934
%V	18.4%	18.5%	19.5%	21.0%	18.1%	20.4%	16.7%	19.3%
%H		97.9%	44.1%	16.2%	58.4%	25.2%	33.2%	98.8%
Not working	2274	2216	836	295	1509	513	996	1992
%V	44.2%	44.3%	39.2%	40.4%	49.6%	44.0%	53.0%	41.3%
%H		97.4%	36.8%	13.0%	66.4%	22.6%	43.8%	87.6%
Houseperson	4229	4107	1715	558	2556	920	1636	3930
%V	82.3%	82.2%	80.4%	76.4%	83.9%	78.8%	87.1%	81.4%
%H		97.1%	40.6%	13.2%	60.4%	21.8%	38.7%	92.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Macro

Household level data

Table 22.1: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
AB	1494	1452	641	189	981	415	566	1433
%V	20.1%	20.3%	25.1%	19.5%	19.8%	24.8%	17.2%	22.2%
%H (All HH)		97.2%	42.9%	12.7%	65.7%	27.8%	37.9%	95.9%
%H (TV HH)			44.1%	13.0%	67.6%	28.6%	39.0%	
C1	2110	2036	705	300	1432	512	920	1957
%V	28.4%	28.5%	27.6%	30.9%	28.9%	30.5%	28.0%	30.3%
%H (All HH)		96.5%	33.4%	14.2%	67.9%	24.3%	43.6%	92.7%
%H (TV HH)			34.6%	14.7%	70.3%	25.1%	45.2%	
C2	1433	1407	549	217	968	380	588	1291
%V	19.3%	19.7%	21.5%	22.4%	19.5%	22.7%	17.9%	20.0%
%H (All HH)		98.2%	38.3%	15.1%	67.6%	26.5%	41.0%	90.1%
%H (TV HH)			39.0%	15.4%	68.8%	27.0%	41.8%	
D	1318	1236	379	164	837	230	608	1098
%V	17.7%	17.3%	14.8%	16.9%	16.9%	13.7%	18.5%	17.0%
%H (All HH)		93.8%	28.8%	12.4%	63.5%	17.5%	46.1%	83.3%
%H (TV HH)			30.7%	13.3%	67.7%	18.6%	49.2%	
E	1082	1022	283	100	741	139	601	681
%V	14.5%	14.3%	11.1%	10.3%	14.9%	8.3%	18.3%	10.5%
%H (All HH)		94.5%	26.2%	9.2%	68.5%	12.8%	55.5%	62.9%
%H (TV HH)			27.7%	9.8%	72.5%	13.6%	58.8%	

Base: ITV North Macro - 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

ITV North Macro

Household level data

Table 22.2: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Under 25	284	237	54	26	135	34	101	267
%V	3.8%	3.3%	2.1%	2.7%	2.7%	2.0%	3.1%	4.1%
%H (All HH)		83.5%	19.0%	9.2%	47.5%	12.0%	35.6%	94.0%
%H (TV HH)			22.8%	11.0%	57.0%	14.3%	42.6%	
25 - 34	1130	1044	371	130	563	177	386	1095
%V	15.2%	14.6%	14.5%	13.4%	11.4%	10.6%	11.8%	17.0%
%H (All HH)		92.4%	32.8%	11.5%	49.8%	15.7%	34.2%	96.9%
%H (TV HH)			35.5%	12.5%	53.9%	17.0%	37.0%	
35 - 44	1150	1109	453	182	671	278	393	1110
%V	15.5%	15.5%	17.7%	18.8%	13.5%	16.6%	12.0%	17.2%
%H (All HH)		96.4%	39.4%	15.8%	58.3%	24.2%	34.2%	96.5%
%H (TV HH)			40.8%	16.4%	60.5%	25.1%	35.4%	
45 - 54	1319	1272	520	207	872	363	509	1266
%V	17.7%	17.8%	20.4%	21.3%	17.6%	21.7%	15.5%	19.6%
%H (All HH)		96.4%	39.4%	15.7%	66.1%	27.5%	38.6%	96.0%
%H (TV HH)			40.9%	16.3%	68.6%	28.5%	40.0%	
55 - 64	1387	1355	522	202	1004	384	620	1260
%V	18.6%	18.9%	20.4%	20.8%	20.2%	22.9%	18.9%	19.5%
%H (All HH)		97.7%	37.6%	14.6%	72.4%	27.7%	44.7%	90.8%
%H (TV HH)			38.5%	14.9%	74.1%	28.3%	45.8%	
65 +	2167	2136	636	223	1714	440	1274	1462
%V	29.1%	29.9%	24.9%	23.0%	34.6%	26.3%	38.8%	22.6%
%H (All HH)		98.6%	29.3%	10.3%	79.1%	20.3%	58.8%	67.5%
%H (TV HH)			29.8%	10.4%	80.2%	20.6%	59.6%	

Base: ITV North Macro - 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

ITV North Macro

Household level data

Table 22.3: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
1	2396	2257	589	224	1731	363	1368	1661
%V	32.2%	31.6%	23.1%	23.1%	34.9%	21.7%	41.7%	25.7%
%H (All HH)		94.2%	24.6%	9.3%	72.2%	15.2%	57.1%	69.3%
%H (TV HH)			26.1%	9.9%	76.7%	16.1%	60.6%	
2	2605	2539	947	338	1813	664	1148	2409
%V	35.0%	35.5%	37.1%	34.8%	36.6%	39.6%	35.0%	37.3%
%H (All HH)		97.5%	36.4%	13.0%	69.6%	25.5%	44.1%	92.5%
%H (TV HH)			37.3%	13.3%	71.4%	26.2%	45.2%	
3	1090	1066	450	190	646	295	351	1061
%V	14.7%	14.9%	17.6%	19.6%	13.0%	17.6%	10.7%	16.4%
%H (All HH)		97.8%	41.3%	17.4%	59.3%	27.1%	32.2%	97.3%
%H (TV HH)			42.2%	17.8%	60.6%	27.7%	32.9%	
4	883	852	379	143	531	247	284	874
%V	11.9%	11.9%	14.8%	14.7%	10.7%	14.7%	8.7%	13.5%
%H (All HH)		96.5%	42.9%	16.2%	60.1%	28.0%	32.2%	99.0%
%H (TV HH)			44.5%	16.8%	62.3%	29.0%	33.3%	
5+	463	440	189	76	239	107	132	455
%V	6.2%	6.2%	7.4%	7.8%	4.8%	6.4%	4.0%	7.0%
%H (All HH)		95.0%	40.8%	16.4%	51.6%	23.1%	28.5%	98.3%
%H (TV HH)			43.0%	17.3%	54.3%	24.3%	30.0%	
Average HH size	2.28	2.29	2.50	2.53	2.16	2.47	2.00	2.42

Base: ITV North Macro - 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

ITV North Macro

Household level data

Table 22.4: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Without	5629	5393	1803	694	3935	1240	2695	4678
%V	75.7%	75.4%	70.6%	71.5%	79.4%	74.0%	82.1%	72.4%
%H (All HH)		95.8%	32.0%	12.3%	69.9%	22.0%	47.9%	83.1%
%H (TV HH)			33.4%	12.9%	73.0%	23.0%	50.0%	
With	1808	1760	752	276	1025	436	589	1782
%V	24.3%	24.6%	29.4%	28.5%	20.7%	26.0%	17.9%	27.6%
%H (All HH)		97.3%	41.6%	15.3%	56.7%	24.1%	32.6%	98.6%
%H (TV HH)			42.7%	15.7%	58.2%	24.8%	33.5%	
0 - 3	643	618	245	80	332	120	212	632
%V	8.6%	8.6%	9.6%	8.2%	6.7%	7.2%	6.5%	9.8%
%H (All HH)		96.1%	38.1%	12.4%	51.6%	18.7%	33.0%	98.3%
%H (TV HH)			39.6%	12.9%	53.7%	19.4%	34.3%	
4 - 9	954	919	391	139	528	218	310	938
%V	12.8%	12.8%	15.3%	14.3%	10.6%	13.0%	9.4%	14.5%
%H (All HH)		96.3%	41.0%	14.6%	55.3%	22.9%	32.5%	98.3%
%H (TV HH)			42.5%	15.1%	57.5%	23.7%	33.7%	
10 - 15	918	900	409	151	540	255	284	908
%V	12.3%	12.6%	16.0%	15.6%	10.9%	15.2%	8.7%	14.1%
%H (All HH)		98.0%	44.6%	16.4%	58.8%	27.8%	30.9%	98.9%
%H (TV HH)			45.4%	16.8%	60.0%	28.3%	31.6%	

Base: ITV North Macro - 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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ITV North Macro

Household level data

Table 22.5: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
1	2911	2911	750	324	1902	287	1614	2296
%V	39.1%	40.7%	29.4%	33.4%	38.4%	17.1%	49.2%	35.5%
%H (All HH)		100.0%	25.8%	11.1%	65.3%	9.9%	55.4%	78.9%
%H (TV HH)			25.8%	11.1%	65.3%	9.9%	55.4%	
2	2322	2322	909	337	1613	623	990	2075
%V	31.2%	32.5%	35.6%	34.7%	32.5%	37.2%	30.2%	32.1%
%H (All HH)		100.0%	39.1%	14.5%	69.5%	26.8%	42.6%	89.4%
%H (TV HH)			39.1%	14.5%	69.5%	26.8%	42.6%	
3	1181	1181	513	188	881	434	447	1133
%V	15.9%	16.5%	20.1%	19.4%	17.8%	25.9%	13.6%	17.5%
%H (All HH)		100.0%	43.4%	15.9%	74.6%	36.7%	37.8%	95.9%
%H (TV HH)			43.4%	15.9%	74.6%	36.7%	37.8%	
4	503	503	244	89	386	214	172	492
%V	6.8%	7.0%	9.5%	9.2%	7.8%	12.8%	5.2%	7.6%
%H (All HH)		100.0%	48.5%	17.7%	76.7%	42.5%	34.2%	97.8%
%H (TV HH)			48.5%	17.7%	76.7%	42.5%	34.2%	
5+	236	236	140	32	177	118	59	236
%V	3.2%	3.3%	5.5%	3.3%	3.6%	7.0%	1.8%	3.7%
%H (All HH)		100.0%	59.3%	13.6%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			59.3%	13.6%	75.0%	50.0%	25.0%	

Base: ITV North Macro - 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

ITV North Macro

Household level data

Table 22.6: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Under 20"	491	491	174	67	406	164	242	439
%V	6.6%	6.9%	6.8%	6.9%	8.2%	9.8%	7.4%	6.8%
%H (All HH)		100.0%	35.4%	13.6%	82.7%	33.4%	49.3%	89.4%
%H (TV HH)			35.4%	13.6%	82.7%	33.4%	49.3%	
20" - 29"	1806	1806	650	244	1438	574	864	1558
%V	24.3%	25.2%	25.4%	25.2%	29.0%	34.2%	26.3%	24.1%
%H (All HH)		100.0%	36.0%	13.5%	79.6%	31.8%	47.8%	86.3%
%H (TV HH)			36.0%	13.5%	79.6%	31.8%	47.8%	
30" - 39"	3557	3557	1271	484	2598	917	1681	3106
%V	47.8%	49.7%	49.7%	49.9%	52.4%	54.7%	51.2%	48.1%
%H (All HH)		100.0%	35.7%	13.6%	73.0%	25.8%	47.3%	87.3%
%H (TV HH)			35.7%	13.6%	73.0%	25.8%	47.3%	
40" - 49"	3765	3765	1512	576	2573	1056	1517	3462
%V	50.6%	52.6%	59.2%	59.4%	51.9%	63.0%	46.2%	53.6%
%H (All HH)		100.0%	40.2%	15.3%	68.3%	28.0%	40.3%	92.0%
%H (TV HH)			40.2%	15.3%	68.3%	28.0%	40.3%	
50" - 59"	1551	1551	758	223	974	483	491	1499
%V	20.9%	21.7%	29.7%	23.0%	19.6%	28.8%	15.0%	23.2%
%H (All HH)		100.0%	48.9%	14.4%	62.8%	31.1%	31.7%	96.6%
%H (TV HH)			48.9%	14.4%	62.8%	31.1%	31.7%	
60"+	230	230	112	40	138	74	64	228
%V	3.1%	3.2%	4.4%	4.1%	2.8%	4.4%	1.9%	3.5%
%H (All HH)		100.0%	48.7%	17.4%	60.0%	32.2%	27.8%	99.1%
%H (TV HH)			48.7%	17.4%	60.0%	32.2%	27.8%	

Base: ITV North Macro - 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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ITV North Macro

Household level data

Table 22.7: 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	7437	7153	2555	970	4959	1676	3283	6460
%V (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Main living room	7089	7089	2542	969	4917	1671	3246	6175
%V	95.3%	99.1%	99.5%	99.9%	99.2%	99.7%	98.9%	95.6%
%H (All HH)		100.0%	35.9%	13.7%	69.4%	23.6%	45.8%	87.1%
%H (TV HH)			35.9%	13.7%	69.4%	23.6%	45.8%	
Kitchen	712	712	358	82	582	311	271	676
%V	9.6%	10.0%	14.0%	8.5%	11.7%	18.6%	8.3%	10.5%
%H (All HH)		100.0%	50.3%	11.5%	81.7%	43.7%	38.1%	94.9%
%H (TV HH)			50.3%	11.5%	81.7%	43.7%	38.1%	
Adult's bedroom	3269	3269	1386	492	2370	1082	1289	3026
%V	44.0%	45.7%	54.2%	50.7%	47.8%	64.6%	39.3%	46.8%
%H (All HH)		100.0%	42.4%	15.1%	72.5%	33.1%	39.4%	92.6%
%H (TV HH)			42.4%	15.1%	72.5%	33.1%	39.4%	
Child's bedroom	654	654	316	101	435	228	206	647
%V	8.8%	9.1%	12.4%	10.4%	8.8%	13.6%	6.3%	10.0%
%H (All HH)		100.0%	48.3%	15.4%	66.5%	34.9%	31.5%	98.9%
%H (TV HH)			48.3%	15.4%	66.5%	34.9%	31.5%	
Other bedroom	597	597	267	93	455	222	233	570
%V	8.0%	8.3%	10.5%	9.6%	9.2%	13.2%	7.1%	8.8%
%H (All HH)		100.0%	44.7%	15.6%	76.2%	37.2%	39.0%	95.5%
%H (TV HH)			44.7%	15.6%	76.2%	37.2%	39.0%	
Second living/dining room	701	701	312	129	531	277	254	663
%V	9.4%	9.8%	12.2%	13.3%	10.7%	16.5%	7.7%	10.3%
%H (All HH)		100.0%	44.5%	18.4%	75.7%	39.5%	36.2%	94.6%
%H (TV HH)			44.5%	18.4%	75.7%	39.5%	36.2%	
Study/office	110	110	56	14	82	42	41	109
%V	1.5%	1.5%	2.2%	1.4%	1.7%	2.5%	1.2%	1.7%
%H (All HH)		100.0%	50.9%	12.7%	74.5%	38.2%	37.3%	99.1%
%H (TV HH)			50.9%	12.7%	74.5%	38.2%	37.3%	
TV room	31	31	19	3	21	13	8	31
%V	0.4%	0.4%	0.7%	0.3%	0.4%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	61.3%	9.7%	67.7%	41.9%	25.8%	100.0%
%H (TV HH)			61.3%	9.7%	67.7%	41.9%	25.8%	
Conservatory	177	177	83	24	147	78	69	169
%V	2.4%	2.5%	3.2%	2.5%	3.0%	4.7%	2.1%	2.6%
%H (All HH)		100.0%	46.9%	13.6%	83.1%	44.1%	39.0%	95.5%
%H (TV HH)			46.9%	13.6%	83.1%	44.1%	39.0%	
Attic or loft room	16	16	11	3	9	7	2	15
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	68.8%	18.8%	56.3%	43.8%	12.5%	93.8%
%H (TV HH)			68.8%	18.8%	56.3%	43.8%	12.5%	
No specific location	6	6	1	2	4	1	3	6
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	16.7%	33.3%	66.7%	16.7%	50.0%	100.0%
%H (TV HH)			16.7%	33.3%	66.7%	16.7%	50.0%	
Other	46	46	22	8	38	23	15	43
%V	0.6%	0.6%	0.9%	0.8%	0.8%	1.4%	0.5%	0.7%
%H (All HH)		100.0%	47.8%	17.4%	82.6%	50.0%	32.6%	93.5%
%H (TV HH)			47.8%	17.4%	82.6%	50.0%	32.6%	

Base: ITV North Macro - 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 22.8: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Any DSAT provider	2555	2555	2555	33	1228	1228	0	2418
%V	34.4%	35.7%	100.0%	3.4%	24.8%	73.3%	0.0%	37.4%
%H (All HH)			100.0%	1.3%	48.1%	48.1%	0.0%	94.6%
%H (TV HH)			100.0%	1.3%	48.1%	48.1%	0.0%	
Sky with subcription	2223	2223	2223	19	1062	1062	0	2117
%V	29.9%	31.1%	87.0%	2.0%	21.4%	63.4%	0.0%	32.8%
%H (All HH)			100.0%	0.9%	47.8%	47.8%	0.0%	95.2%
%H (TV HH)			100.0%	0.9%	47.8%	47.8%	0.0%	
Sky without subscription	83	83	83	3	36	36	0	70
%V	1.1%	1.2%	3.2%	0.3%	0.7%	2.1%	0.0%	1.1%
%H (All HH)			100.0%	3.6%	43.4%	43.4%	0.0%	84.3%
%H (TV HH)			100.0%	3.6%	43.4%	43.4%	0.0%	
Freesat	224	224	224	3	126	126	0	210
%V	3.0%	3.1%	8.8%	0.3%	2.5%	7.5%	0.0%	3.3%
%H (All HH)			100.0%	1.3%	56.3%	56.3%	0.0%	93.8%
%H (TV HH)			100.0%	1.3%	56.3%	56.3%	0.0%	
Other satellite provider	124	124	124	12	57	57	0	118
%V	1.7%	1.7%	4.9%	1.2%	1.1%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	9.7%	46.0%	46.0%	0.0%	95.2%
%H (TV HH)			100.0%	9.7%	46.0%	46.0%	0.0%	
DCAB	970	970	33	970	466	466	0	932
%V	13.0%	13.6%	1.3%	100.0%	9.4%	27.8%	0.0%	14.4%
%H (All HH)			3.4%	100.0%	48.0%	48.0%	0.0%	96.1%
%H (TV HH)			3.4%	100.0%	48.0%	48.0%	0.0%	
DTT	4959	4959	1228	466	4959	1676	3283	4149
%V	66.7%	69.3%	48.1%	48.0%	100.0%	100.0%	100.0%	64.2%
%H (All HH)		100.0%	24.8%	9.4%	100.0%	33.8%	66.2%	83.7%
%H (TV HH)			24.8%	9.4%	100.0%	33.8%	66.2%	

Base: ITV North Macro - 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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ITV North Macro

Household level data

Table 22.9: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
PVR	3956	3956	2326	913	2300	1556	745	3742
%V	53.2%	55.3%	91.0%	94.1%	46.4%	92.8%	22.7%	57.9%
%H (All HH)		100.0%	58.8%	23.1%	58.1%	39.3%	18.8%	94.6%
%H (TV HH)			58.8%	23.1%	58.1%	39.3%	18.8%	
DVDR	40	40	14	7	34	13	21	36
%V	0.5%	0.6%	0.5%	0.7%	0.7%	0.8%	0.6%	0.6%
%H (All HH)		100.0%	35.0%	17.5%	85.0%	32.5%	52.5%	90.0%
%H (TV HH)			35.0%	17.5%	85.0%	32.5%	52.5%	
VCR	19	19	4	3	17	4	12	18
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.4%	0.3%
%H (All HH)		100.0%	21.1%	15.8%	89.5%	21.1%	63.2%	94.7%
%H (TV HH)			21.1%	15.8%	89.5%	21.1%	63.2%	
Any recorder	3979	3979	2327	913	2322	1556	767	3762
%V	53.5%	55.6%	91.1%	94.1%	46.8%	92.8%	23.4%	58.2%
%H (All HH)		100.0%	58.5%	22.9%	58.4%	39.1%	19.3%	94.5%
%H (TV HH)			58.5%	22.9%	58.4%	39.1%	19.3%	
Receives HDTV (via STB or built-in reception)	4955	4955	2219	799	3470	1504	1966	4562
%V	66.6%	69.3%	86.8%	82.4%	70.0%	89.7%	59.9%	70.6%
%H (All HH)		100.0%	44.8%	16.1%	70.0%	30.4%	39.7%	92.1%
%H (TV HH)			44.8%	16.1%	70.0%	30.4%	39.7%	
DVD/Blu-ray player or recorder	3826	3826	1449	538	2766	1092	1674	3483
%V	51.4%	53.5%	56.7%	55.5%	55.8%	65.2%	51.0%	53.9%
%H (All HH)		100.0%	37.9%	14.1%	72.3%	28.5%	43.8%	91.0%
%H (TV HH)			37.9%	14.1%	72.3%	28.5%	43.8%	

Base: ITV North Macro - 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 22.10: 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	7437	7153	2555	970	4959	1676	3283	6460
%H (All HH)		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%
%H (TV HH)			35.7%	13.6%	69.3%	23.4%	45.9%	
Has broadband internet	6460	6232	2418	932	4149	1597	2551	6460
%V	86.9%	87.1%	94.6%	96.1%	83.7%	95.3%	77.7%	100.0%
%H (All HH)		96.5%	37.4%	14.4%	64.2%	24.7%	39.5%	100.0%
%H (TV HH)			38.8%	15.0%	66.6%	25.6%	40.9%	
Number of computers (PCs and laptops)								
0	1603	1509	336	115	1156	173	983	693
%V	21.6%	21.1%	13.2%	11.9%	23.3%	10.3%	29.9%	10.7%
%H (All HH)		94.1%	21.0%	7.2%	72.1%	10.8%	61.3%	43.2%
%H (TV HH)			22.3%	7.6%	76.6%	11.5%	65.1%	
1	2137	2040	722	264	1374	420	954	2086
%V	28.7%	28.5%	28.3%	27.2%	27.7%	25.1%	29.1%	32.3%
%H (All HH)		95.5%	33.8%	12.4%	64.3%	19.7%	44.6%	97.6%
%H (TV HH)			35.4%	12.9%	67.4%	20.6%	46.8%	
2	1814	1771	693	263	1191	464	727	1802
%V	24.4%	24.8%	27.1%	27.1%	24.0%	27.7%	22.1%	27.9%
%H (All HH)		97.6%	38.2%	14.5%	65.7%	25.6%	40.1%	99.3%
%H (TV HH)			39.1%	14.9%	67.3%	26.2%	41.1%	
3	900	880	393	154	604	304	300	898
%V	12.1%	12.3%	15.4%	15.9%	12.2%	18.1%	9.1%	13.9%
%H (All HH)		97.8%	43.7%	17.1%	67.1%	33.8%	33.3%	99.8%
%H (TV HH)			44.7%	17.5%	68.6%	34.5%	34.1%	
4	500	485	213	87	339	170	169	500
%V	6.7%	6.8%	8.3%	9.0%	6.8%	10.1%	5.1%	7.7%
%H (All HH)		97.0%	42.6%	17.4%	67.8%	34.0%	33.8%	100.0%
%H (TV HH)			43.9%	17.9%	69.9%	35.1%	34.8%	
5+	482	469	198	86	294	145	150	481
%V	6.5%	6.6%	7.7%	8.9%	5.9%	8.7%	4.6%	7.4%
%H (All HH)		97.3%	41.1%	17.8%	61.0%	30.1%	31.1%	99.8%
%H (TV HH)			42.2%	18.3%	62.7%	30.9%	32.0%	

Base: ITV North Macro - 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 22.11: 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	14408	5842	2100	10285	4341	5944	13111
%H		40.5%	14.6%	71.4%	30.1%	41.3%	91.0%
Under 20"	571	204	79	475	195	281	515
%V	4.0%	3.5%	3.8%	4.6%	4.5%	4.7%	3.9%
%H		35.7%	13.8%	83.2%	34.2%	49.2%	90.2%
20" - 29"	2265	836	319	1818	759	1060	1974
%V	15.7%	14.3%	15.2%	17.7%	17.5%	17.8%	15.1%
%H		36.9%	14.1%	80.3%	33.5%	46.8%	87.2%
30" - 39"	4662	1769	658	3364	1295	2069	4151
%V	32.4%	30.3%	31.3%	32.7%	29.8%	34.8%	31.7%
%H		37.9%	14.1%	72.2%	27.8%	44.4%	89.0%
40" - 49"	4635	1943	724	3171	1381	1791	4306
%V	32.2%	33.3%	34.5%	30.8%	31.8%	30.1%	32.8%
%H		41.9%	15.6%	68.4%	29.8%	38.6%	92.9%
50" - 59"	1794	888	250	1135	568	566	1741
%V	12.5%	15.2%	11.9%	11.0%	13.1%	9.5%	13.3%
%H		49.5%	13.9%	63.3%	31.7%	31.5%	97.0%
60"+	263	129	52	159	90	68	261
%V	1.8%	2.2%	2.5%	1.5%	2.1%	1.1%	2.0%
%H		49.0%	19.8%	60.5%	34.2%	25.9%	99.2%
Don't know	218	74	19	162	53	109	164
%V	1.5%	1.3%	0.9%	1.6%	1.2%	1.8%	1.3%
%H		33.9%	8.7%	74.3%	24.3%	50.0%	75.2%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.12: 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	14408	5842	2100	10285	4341	5944	13111
%H		40.5%	14.6%	71.4%	30.1%	41.3%	91.0%
Main living room	7153	2564	982	4957	1684	3273	6237
%V	49.6%	43.9%	46.8%	48.2%	38.8%	55.1%	47.6%
%H		35.8%	13.7%	69.3%	23.5%	45.8%	87.2%
Kitchen	715	360	83	582	312	271	679
%V	5.0%	6.2%	4.0%	5.7%	7.2%	4.6%	5.2%
%H		50.3%	11.6%	81.4%	43.6%	37.9%	95.0%
Adult's bedroom	3839	1646	590	2774	1308	1466	3580
%V	26.6%	28.2%	28.1%	27.0%	30.1%	24.7%	27.3%
%H		42.9%	15.4%	72.3%	34.1%	38.2%	93.3%
Child's bedroom	872	426	144	581	316	266	865
%V	6.1%	7.3%	6.9%	5.6%	7.3%	4.5%	6.6%
%H		48.9%	16.5%	66.6%	36.2%	30.5%	99.2%
Other bedroom	724	332	117	545	272	273	696
%V	5.0%	5.7%	5.6%	5.3%	6.3%	4.6%	5.3%
%H		45.9%	16.2%	75.3%	37.6%	37.7%	96.1%
Second living/dining room	716	322	130	541	283	258	677
%V	5.0%	5.5%	6.2%	5.3%	6.5%	4.3%	5.2%
%H		45.0%	18.2%	75.6%	39.5%	36.0%	94.6%
Study/office	110	56	14	82	42	41	109
%V	0.8%	1.0%	0.7%	0.8%	1.0%	0.7%	0.8%
%H		50.9%	12.7%	74.5%	38.2%	37.3%	99.1%
TV room	31	19	3	21	13	8	31
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.1%	0.2%
%H		61.3%	9.7%	67.7%	41.9%	25.8%	100.0%
Conservatory	177	83	24	147	78	69	169
%V	1.2%	1.4%	1.1%	1.4%	1.8%	1.2%	1.3%
%H		46.9%	13.6%	83.1%	44.1%	39.0%	95.5%
Attic or loft room	16	11	3	9	7	2	15
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		68.8%	18.8%	56.3%	43.8%	12.5%	93.8%
No specific location	6	1	2	4	1	3	6
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		16.7%	33.3%	66.7%	16.7%	50.0%	100.0%
Other	49	22	10	40	25	15	46
%V	0.3%	0.4%	0.5%	0.4%	0.6%	0.3%	0.4%
%H		44.9%	20.4%	81.6%	51.0%	30.6%	93.9%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14408	5842	2100	10285	4341	5944	13111
%H		40.5%	14.6%	71.4%	30.1%	41.3%	91.0%
PVR	5771	3667	1314	3061	2216	844	5529
%V	40.1%	62.8%	62.6%	29.8%	51.0%	14.2%	42.2%
%H		63.5%	22.8%	53.0%	38.4%	14.6%	95.8%
DVDR	41	14	8	35	14	22	37
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.4%	0.3%
%H		34.1%	19.5%	85.4%	34.1%	53.7%	90.2%
VCR	20	4	3	17	5	12	18
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		20.0%	15.0%	85.0%	25.0%	60.0%	90.0%
Any recorder	5803	3671	1317	3089	2219	870	5557
%V	40.3%	62.8%	62.7%	30.0%	51.1%	14.6%	42.4%
%H		63.3%	22.7%	53.2%	38.2%	15.0%	95.8%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: 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	14408	5842	2100	10285	4341	5944	13111
%H		40.5%	14.6%	71.4%	30.1%	41.3%	91.0%
Receives HDTV (via STB or built-in reception)	8175	3951	1303	5741	2759	2981	7675
%V	56.7%	67.6%	62.0%	55.8%	63.6%	50.2%	58.5%
%H		48.3%	15.9%	70.2%	33.7%	36.5%	93.9%
DVD/Blu-ray player or recorder	5198	2044	784	3767	1618	2149	4793
%V	36.1%	35.0%	37.3%	36.6%	37.3%	36.2%	36.6%
%H		39.3%	15.1%	72.5%	31.1%	41.3%	92.2%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 22.15: 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	7152	2555	970	4959	1676	3283	6231
%H		35.7%	13.6%	69.3%	23.4%	45.9%	87.1%
Under 20"	33	8	2	26	5	21	19
%V	0.5%	0.3%	0.2%	0.5%	0.3%	0.6%	0.3%
%H		24.2%	6.1%	78.8%	15.2%	63.6%	57.6%
20" - 29"	382	67	37	304	49	255	257
%V	5.3%	2.6%	3.8%	6.1%	2.9%	7.8%	4.1%
%H		17.5%	9.7%	79.6%	12.8%	66.8%	67.3%
30" - 39"	1908	502	238	1409	320	1089	1515
%V	26.7%	19.6%	24.5%	28.4%	19.1%	33.2%	24.3%
%H		26.3%	12.5%	73.8%	16.8%	57.1%	79.4%
40" - 49"	3107	1165	456	2137	792	1345	2817
%V	43.4%	45.6%	47.0%	43.1%	47.3%	41.0%	45.2%
%H		37.5%	14.7%	68.8%	25.5%	43.3%	90.7%
50" - 59"	1382	676	192	860	420	440	1330
%V	19.3%	26.5%	19.8%	17.3%	25.1%	13.4%	21.3%
%H		48.9%	13.9%	62.2%	30.4%	31.8%	96.2%
60"+	208	100	38	126	68	58	207
%V	2.9%	3.9%	3.9%	2.5%	4.1%	1.8%	3.3%
%H		48.1%	18.3%	60.6%	32.7%	27.9%	99.5%
Don't know	132	36	9	96	21	75	87
%V	1.8%	1.4%	0.9%	1.9%	1.3%	2.3%	1.4%
%H		27.3%	6.8%	72.7%	15.9%	56.8%	65.9%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 22.16: 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	7152	2555	970	4959	1676	3283	6231
%H		35.7%	13.6%	69.3%	23.4%	45.9%	87.1%
PVR	3869	2293	893	2229	1518	711	3663
%V	54.1%	89.7%	92.1%	44.9%	90.6%	21.7%	58.8%
%H		59.3%	23.1%	57.6%	39.2%	18.4%	94.7%
DVDR	33	11	6	29	12	17	29
%V	0.5%	0.4%	0.6%	0.6%	0.7%	0.5%	0.5%
%H		33.3%	18.2%	87.9%	36.4%	51.5%	87.9%
VCR	13	3	1	12	4	8	11
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		23.1%	7.7%	92.3%	30.8%	61.5%	84.6%
Any recorder	3888	2293	893	2248	1518	730	3678
%V	54.4%	89.7%	92.1%	45.3%	90.6%	22.2%	59.0%
%H		59.0%	23.0%	57.8%	39.0%	18.8%	94.6%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: 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	7152	2555	970	4959	1676	3283	6231
%H		35.7%	13.6%	69.3%	23.4%	45.9%	87.1%
Receives HDTV (via STB or built-in reception)	4849	2165	790	3373	1451	1921	4462
%V	67.8%	84.7%	81.4%	68.0%	86.6%	58.5%	71.6%
%H		44.6%	16.3%	69.6%	29.9%	39.6%	92.0%
DVD/Blu-ray player or recorder	3286	1204	461	2395	919	1476	2958
%V	45.9%	47.1%	47.5%	48.3%	54.8%	45.0%	47.5%
%H		36.6%	14.0%	72.9%	28.0%	44.9%	90.0%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.18: 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	7256	3287	1130	5325	2665	2661	6880
%H		45.3%	15.6%	73.4%	36.7%	36.7%	94.8%
Under 20"	538	196	76	449	190	260	496
%V	7.4%	6.0%	6.7%	8.4%	7.1%	9.8%	7.2%
%H		36.4%	14.1%	83.5%	35.3%	48.3%	92.2%
20" - 29"	1883	768	282	1514	710	805	1717
%V	26.0%	23.4%	25.0%	28.4%	26.6%	30.3%	25.0%
%H		40.8%	15.0%	80.4%	37.7%	42.8%	91.2%
30" - 39"	2754	1267	420	1955	975	980	2636
%V	38.0%	38.5%	37.2%	36.7%	36.6%	36.8%	38.3%
%H		46.0%	15.3%	71.0%	35.4%	35.6%	95.7%
40" - 49"	1528	778	269	1034	589	446	1489
%V	21.1%	23.7%	23.8%	19.4%	22.1%	16.8%	21.6%
%H		50.9%	17.6%	67.7%	38.5%	29.2%	97.4%
50" - 59"	412	212	58	274	148	127	411
%V	5.7%	6.4%	5.1%	5.1%	5.6%	4.8%	6.0%
%H		51.5%	14.1%	66.5%	35.9%	30.8%	99.8%
60"+	55	30	14	33	22	10	55
%V	0.8%	0.9%	1.2%	0.6%	0.8%	0.4%	0.8%
%H		54.5%	25.5%	60.0%	40.0%	18.2%	100.0%
Don't know	86	37	10	65	32	34	76
%V	1.2%	1.1%	0.9%	1.2%	1.2%	1.3%	1.1%
%H		43.0%	11.6%	75.6%	37.2%	39.5%	88.4%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.19: 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	7256	3287	1130	5325	2665	2661	6880
%H		45.3%	15.6%	73.4%	36.7%	36.7%	94.8%
PVR	1902	1374	421	832	699	133	1867
%V	26.2%	41.8%	37.3%	15.6%	26.2%	5.0%	27.1%
%H		72.2%	22.1%	43.7%	36.8%	7.0%	98.2%
DVDR	9	3	2	6	2	5	8
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	22.2%	66.7%	22.2%	55.6%	88.9%
VCR	7	1	2	5	1	4	7
%V	0.1%	0.0%	0.2%	0.1%	0.0%	0.2%	0.1%
%H		14.3%	28.6%	71.4%	14.3%	57.1%	100.0%
Any recorder	1915	1378	424	842	702	140	1879
%V	26.4%	41.9%	37.5%	15.8%	26.3%	5.3%	27.3%
%H		72.0%	22.1%	44.0%	36.7%	7.3%	98.1%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: 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	7256	3287	1130	5325	2665	2661	6880
%H		45.3%	15.6%	73.4%	36.7%	36.7%	94.8%
Receives HDTV (via STB or built-in reception)	3327	1786	513	2368	1308	1060	3213
%V	45.9%	54.3%	45.4%	44.5%	49.1%	39.8%	46.7%
%H		53.7%	15.4%	71.2%	39.3%	31.9%	96.6%
DVD/Blu-ray player or recorder	1913	839	324	1371	699	672	1835
%V	26.4%	25.5%	28.7%	25.7%	26.2%	25.3%	26.7%
%H		43.9%	16.9%	71.7%	36.5%	35.1%	95.9%

Base: ITV North Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.21: 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	16951	16342	6381	2457	10704	4145	6559	15655
%H		96.4%	37.6%	14.5%	63.1%	24.5%	38.7%	92.4%
Total Children	3255	3153	1325	478	1818	766	1053	3212
%V	19.2%	19.3%	20.8%	19.5%	17.0%	18.5%	16.1%	20.5%
%H		96.9%	40.7%	14.7%	55.9%	23.5%	32.4%	98.7%
0 - 3	767	739	288	99	401	145	256	754
%V	4.5%	4.5%	4.5%	4.0%	3.7%	3.5%	3.9%	4.8%
%H		96.3%	37.5%	12.9%	52.3%	18.9%	33.4%	98.3%
4 - 15	2489	2415	1037	379	1418	621	797	2458
%V	14.7%	14.8%	16.3%	15.4%	13.2%	15.0%	12.2%	15.7%
%H		97.0%	41.7%	15.2%	57.0%	24.9%	32.0%	98.8%
4 - 9	1271	1220	511	174	707	290	417	1253
%V	7.5%	7.5%	8.0%	7.1%	6.6%	7.0%	6.4%	8.0%
%H		96.0%	40.2%	13.7%	55.6%	22.8%	32.8%	98.6%
10 - 15	1218	1195	526	205	711	331	380	1205
%V	7.2%	7.3%	8.2%	8.3%	6.6%	8.0%	5.8%	7.7%
%H		98.1%	43.2%	16.8%	58.4%	27.2%	31.2%	98.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.22: 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	16951	16342	6381	2457	10704	4145	6559	15655
%H		96.4%	37.6%	14.5%	63.1%	24.5%	38.7%	92.4%
Total Adults (16+)	13695	13189	5056	1979	8885	3379	5506	12443
%V	80.8%	80.7%	79.2%	80.5%	83.0%	81.5%	83.9%	79.5%
%H		96.3%	36.9%	14.5%	64.9%	24.7%	40.2%	90.9%
16 - 19	623	593	257	117	374	179	195	610
%V	3.7%	3.6%	4.0%	4.8%	3.5%	4.3%	3.0%	3.9%
%H		95.2%	41.3%	18.8%	60.0%	28.7%	31.3%	97.9%
20 - 24	1071	962	319	150	581	231	350	1043
%V	6.3%	5.9%	5.0%	6.1%	5.4%	5.6%	5.3%	6.7%
%H		89.8%	29.8%	14.0%	54.2%	21.6%	32.7%	97.4%
25 - 34	2245	2089	793	298	1176	440	736	2180
%V	13.2%	12.8%	12.4%	12.1%	11.0%	10.6%	11.2%	13.9%
%H		93.1%	35.3%	13.3%	52.4%	19.6%	32.8%	97.1%
35 - 44	2051	1978	833	330	1178	491	688	1978
%V	12.1%	12.1%	13.1%	13.4%	11.0%	11.8%	10.5%	12.6%
%H		96.4%	40.6%	16.1%	57.4%	23.9%	33.5%	96.4%
45 - 54	2218	2153	930	368	1449	652	797	2142
%V	13.1%	13.2%	14.6%	15.0%	13.5%	15.7%	12.2%	13.7%
%H		97.1%	41.9%	16.6%	65.3%	29.4%	35.9%	96.6%
55 - 64	2239	2196	890	346	1579	644	935	2078
%V	13.2%	13.4%	13.9%	14.1%	14.8%	15.5%	14.3%	13.3%
%H		98.1%	39.7%	15.5%	70.5%	28.8%	41.8%	92.8%
65+	3249	3217	1035	369	2549	743	1806	2411
%V	19.2%	19.7%	16.2%	15.0%	23.8%	17.9%	27.5%	15.4%
%H		99.0%	31.9%	11.4%	78.5%	22.9%	55.6%	74.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.23: 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+)	13695	13189	5056	1979	8885	3379	5506	12443
%H		96.3%	36.9%	14.5%	64.9%	24.7%	40.2%	90.9%
AB	2894	2824	1289	411	1881	861	1020	2814
%V	21.1%	21.4%	25.5%	20.8%	21.2%	25.5%	18.5%	22.6%
%H		97.6%	44.5%	14.2%	65.0%	29.8%	35.2%	97.2%
C1	4065	3896	1410	606	2689	1039	1650	3866
%V	29.7%	29.5%	27.9%	30.6%	30.3%	30.7%	30.0%	31.1%
%H		95.8%	34.7%	14.9%	66.2%	25.6%	40.6%	95.1%
C2	2797	2762	1174	468	1845	821	1024	2609
%V	20.4%	20.9%	23.2%	23.6%	20.8%	24.3%	18.6%	21.0%
%H		98.7%	42.0%	16.7%	66.0%	29.4%	36.6%	93.3%
D	2432	2279	750	336	1472	441	1031	2139
%V	17.8%	17.3%	14.8%	17.0%	16.6%	13.1%	18.7%	17.2%
%H		93.7%	30.8%	13.8%	60.5%	18.1%	42.4%	88.0%
E	1507	1428	433	157	999	217	782	1015
%V	11.0%	10.8%	8.6%	7.9%	11.2%	6.4%	14.2%	8.2%
%H		94.8%	28.7%	10.4%	66.3%	14.4%	51.9%	67.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
ITV North Macro
Individual level data
Table 22.24: 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+)	13695	13189	5056	1979	8885	3379	5506	12443
%H		96.3%	36.9%	14.5%	64.9%	24.7%	40.2%	90.9%
Working full time	6356	6145	2624	1034	3853	1683	2169	6214
%V	46.4%	46.6%	51.9%	52.2%	43.4%	49.8%	39.4%	49.9%
%H		96.7%	41.3%	16.3%	60.6%	26.5%	34.1%	97.8%
Working part time	1333	1292	474	222	872	357	515	1292
%V	9.7%	9.8%	9.4%	11.2%	9.8%	10.6%	9.4%	10.4%
%H		96.9%	35.6%	16.7%	65.4%	26.8%	38.6%	96.9%
Not working	5980	5728	1951	718	4151	1338	2812	4914
%V	43.7%	43.4%	38.6%	36.3%	46.7%	39.6%	51.1%	39.5%
%H		95.8%	32.6%	12.0%	69.4%	22.4%	47.0%	82.2%
Any recorder	7437	7153	2555	970	4959	1676	3283	6460
%V	54.3%	54.2%	50.5%	49.0%	55.8%	49.6%	59.6%	51.9%
%H		96.2%	34.4%	13.0%	66.7%	22.5%	44.1%	86.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Macro

Individual level data

Table 22.25: 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+)	6702	6402	2462	964	4279	1639	2640	6087
%H		95.5%	36.7%	14.4%	63.8%	24.5%	39.4%	90.8%
16 - 19	322	301	137	58	193	98	96	316
%V	4.8%	4.7%	5.6%	6.0%	4.5%	6.0%	3.6%	5.2%
%H		93.5%	42.5%	18.0%	59.9%	30.4%	29.8%	98.1%
20 - 24	541	485	160	76	290	123	167	523
%V	8.1%	7.6%	6.5%	7.9%	6.8%	7.5%	6.3%	8.6%
%H		89.6%	29.6%	14.0%	53.6%	22.7%	30.9%	96.7%
25 - 34	1126	1045	387	146	595	217	378	1092
%V	16.8%	16.3%	15.7%	15.1%	13.9%	13.2%	14.3%	17.9%
%H		92.8%	34.4%	13.0%	52.8%	19.3%	33.6%	97.0%
35 - 44	1005	952	390	152	565	224	341	956
%V	15.0%	14.9%	15.8%	15.8%	13.2%	13.7%	12.9%	15.7%
%H		94.7%	38.8%	15.1%	56.2%	22.3%	33.9%	95.1%
45 - 54	1084	1046	452	182	695	308	386	1033
%V	16.2%	16.3%	18.4%	18.9%	16.2%	18.8%	14.6%	17.0%
%H		96.5%	41.7%	16.8%	64.1%	28.4%	35.6%	95.3%
55 - 64	1097	1067	421	166	773	303	470	1008
%V	16.4%	16.7%	17.1%	17.2%	18.1%	18.5%	17.8%	16.6%
%H		97.3%	38.4%	15.1%	70.5%	27.6%	42.8%	91.9%
65+	1527	1504	514	184	1169	366	803	1158
%V	22.8%	23.5%	20.9%	19.1%	27.3%	22.3%	30.4%	19.0%
%H		98.5%	33.7%	12.0%	76.6%	24.0%	52.6%	75.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.26: 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+)	6702	6402	2462	964	4279	1639	2640	6087
%H		95.5%	36.7%	14.4%	63.8%	24.5%	39.4%	90.8%
AB	1428	1390	623	216	924	428	496	1396
%V	21.3%	21.7%	25.3%	22.4%	21.6%	26.1%	18.8%	22.9%
%H		97.3%	43.6%	15.1%	64.7%	30.0%	34.7%	97.8%
C1	1917	1824	666	285	1249	495	754	1842
%V	28.6%	28.5%	27.1%	29.6%	29.2%	30.2%	28.6%	30.3%
%H		95.1%	34.7%	14.9%	65.2%	25.8%	39.3%	96.1%
C2	1476	1453	610	230	973	411	562	1360
%V	22.0%	22.7%	24.8%	23.9%	22.7%	25.1%	21.3%	22.3%
%H		98.4%	41.3%	15.6%	65.9%	27.8%	38.1%	92.1%
D	1198	1098	372	162	688	211	477	1045
%V	17.9%	17.2%	15.1%	16.8%	16.1%	12.9%	18.1%	17.2%
%H		91.7%	31.1%	13.5%	57.4%	17.6%	39.8%	87.2%
E	683	637	192	70	445	94	351	443
%V	10.2%	10.0%	7.8%	7.3%	10.4%	5.7%	13.3%	7.3%
%H		93.3%	28.1%	10.2%	65.2%	13.8%	51.4%	64.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.27: 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+)	6702	6402	2462	964	4279	1639	2640	6087
%H		95.5%	36.7%	14.4%	63.8%	24.5%	39.4%	90.8%
Working full time	3748	3605	1525	606	2284	996	1288	3658
%V	55.9%	56.3%	61.9%	62.9%	53.4%	60.8%	48.8%	60.1%
%H		96.2%	40.7%	16.2%	60.9%	26.6%	34.4%	97.6%
Working part time	338	315	106	51	204	68	135	313
%V	5.0%	4.9%	4.3%	5.3%	4.8%	4.1%	5.1%	5.1%
%H		93.2%	31.4%	15.1%	60.4%	20.1%	39.9%	92.6%
Not working	2605	2474	830	304	1788	574	1214	2107
%V	38.9%	38.6%	33.7%	31.5%	41.8%	35.0%	46.0%	34.6%
%H		95.0%	31.9%	11.7%	68.6%	22.0%	46.6%	80.9%
Houseperson	1851	1711	488	225	1197	300	896	1452
%V	27.6%	26.7%	19.8%	23.3%	28.0%	18.3%	33.9%	23.9%
%H		92.4%	26.4%	12.2%	64.7%	16.2%	48.4%	78.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.28: 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+)	6993	6787	2594	1015	4606	1740	2866	6356
%H		97.1%	37.1%	14.5%	65.9%	24.9%	41.0%	90.9%
16 - 19	301	292	120	59	180	81	99	294
%V	4.3%	4.3%	4.6%	5.8%	3.9%	4.7%	3.5%	4.6%
%H		97.0%	39.9%	19.6%	59.8%	26.9%	32.9%	97.7%
20 - 24	531	477	158	74	291	108	183	520
%V	7.6%	7.0%	6.1%	7.3%	6.3%	6.2%	6.4%	8.2%
%H		89.8%	29.8%	13.9%	54.8%	20.3%	34.5%	97.9%
25 - 34	1119	1044	406	151	581	224	358	1087
%V	16.0%	15.4%	15.7%	14.9%	12.6%	12.9%	12.5%	17.1%
%H		93.3%	36.3%	13.5%	51.9%	20.0%	32.0%	97.1%
35 - 44	1047	1026	443	178	613	266	347	1023
%V	15.0%	15.1%	17.1%	17.5%	13.3%	15.3%	12.1%	16.1%
%H		98.0%	42.3%	17.0%	58.5%	25.4%	33.1%	97.7%
45 - 54	1134	1107	478	187	755	344	410	1109
%V	16.2%	16.3%	18.4%	18.4%	16.4%	19.8%	14.3%	17.4%
%H		97.6%	42.2%	16.5%	66.6%	30.3%	36.2%	97.8%
55 - 64	1141	1129	469	181	806	341	465	1070
%V	16.3%	16.6%	18.1%	17.8%	17.5%	19.6%	16.2%	16.8%
%H		98.9%	41.1%	15.9%	70.6%	29.9%	40.8%	93.8%
65+	1721	1712	521	185	1380	376	1004	1252
%V	24.6%	25.2%	20.1%	18.2%	30.0%	21.6%	35.0%	19.7%
%H		99.5%	30.3%	10.7%	80.2%	21.8%	58.3%	72.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.29: 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+)	6993	6787	2594	1015	4606	1740	2866	6356
%H		97.1%	37.1%	14.5%	65.9%	24.9%	41.0%	90.9%
AB	1467	1434	666	195	957	433	524	1418
%V	21.0%	21.1%	25.7%	19.2%	20.8%	24.9%	18.3%	22.3%
%H		97.8%	45.4%	13.3%	65.2%	29.5%	35.7%	96.7%
C1	2148	2073	744	321	1440	544	896	2023
%V	30.7%	30.5%	28.7%	31.6%	31.3%	31.3%	31.3%	31.8%
%H		96.5%	34.6%	14.9%	67.0%	25.3%	41.7%	94.2%
C2	1321	1309	564	238	872	410	462	1249
%V	18.9%	19.3%	21.7%	23.4%	18.9%	23.6%	16.1%	19.7%
%H		99.1%	42.7%	18.0%	66.0%	31.0%	35.0%	94.5%
D	1233	1181	378	173	783	230	554	1093
%V	17.6%	17.4%	14.6%	17.0%	17.0%	13.2%	19.3%	17.2%
%H		95.8%	30.7%	14.0%	63.5%	18.7%	44.9%	88.6%
E	824	791	242	87	554	123	431	572
%V	11.8%	11.7%	9.3%	8.6%	12.0%	7.1%	15.0%	9.0%
%H		96.0%	29.4%	10.6%	67.2%	14.9%	52.3%	69.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North Macro

Individual level data

Table 22.30: 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+)	6993	6787	2594	1015	4606	1740	2866	6356
%H		97.1%	37.1%	14.5%	65.9%	24.9%	41.0%	90.9%
Working full time	2608	2541	1099	428	1569	688	881	2556
%V	37.3%	37.4%	42.4%	42.2%	34.1%	39.5%	30.7%	40.2%
%H		97.4%	42.1%	16.4%	60.2%	26.4%	33.8%	98.0%
Working part time	995	976	368	171	669	288	380	979
%V	14.2%	14.4%	14.2%	16.8%	14.5%	16.6%	13.3%	15.4%
%H		98.1%	37.0%	17.2%	67.2%	28.9%	38.2%	98.4%
Not working	3375	3255	1121	414	2362	764	1599	2806
%V	48.3%	48.0%	43.2%	40.8%	51.3%	43.9%	55.8%	44.1%
%H		96.4%	33.2%	12.3%	70.0%	22.6%	47.4%	83.1%
Houseperson	5586	5443	2067	746	3762	1376	2387	5008
%V	79.9%	80.2%	79.7%	73.5%	81.7%	79.1%	83.3%	78.8%
%H		97.4%	37.0%	13.4%	67.3%	24.6%	42.7%	89.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.1: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
AB	820	801	361	97	574	255	320	788
%V	20.2%	20.5%	25.5%	20.3%	19.9%	24.5%	17.3%	22.2%
%H (All HH)		97.7%	44.0%	11.8%	70.0%	31.1%	39.0%	96.1%
%H (TV HH)			45.1%	12.1%	71.7%	31.8%	40.0%	
C1	1194	1147	410	161	858	332	526	1116
%V	29.5%	29.4%	29.0%	33.7%	29.7%	32.0%	28.4%	31.5%
%H (All HH)		96.1%	34.3%	13.5%	71.9%	27.8%	44.1%	93.5%
%H (TV HH)			35.7%	14.0%	74.8%	28.9%	45.9%	
C2	838	831	322	106	617	245	372	745
%V	20.7%	21.3%	22.7%	22.2%	21.3%	23.6%	20.1%	21.0%
%H (All HH)		99.2%	38.4%	12.6%	73.6%	29.2%	44.4%	88.9%
%H (TV HH)			38.7%	12.8%	74.2%	29.5%	44.8%	
D	726	682	205	76	500	134	366	605
%V	17.9%	17.5%	14.5%	15.9%	17.3%	12.9%	19.8%	17.1%
%H (All HH)		93.9%	28.2%	10.5%	68.9%	18.5%	50.4%	83.3%
%H (TV HH)			30.1%	11.1%	73.3%	19.6%	53.7%	
E	471	438	118	37	340	73	267	288
%V	11.6%	11.2%	8.3%	7.7%	11.8%	7.0%	14.4%	8.1%
%H (All HH)		93.0%	25.1%	7.9%	72.2%	15.5%	56.7%	61.1%
%H (TV HH)			26.9%	8.4%	77.6%	16.7%	61.0%	

Base: ITV Yorkshire / North East Macro - 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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ITV Yorkshire / North East Macro

Household level data

Table 23.2: 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	4050	3900	1416	478	2890	1039	1851	3543
%V (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Under 25	172	142	33	13	90	25	65	165
%V	4.2%	3.6%	2.3%	2.7%	3.1%	2.4%	3.5%	4.7%
%H (All HH)		82.6%	19.2%	7.6%	52.3%	14.5%	37.8%	95.9%
%H (TV HH)			23.2%	9.2%	63.4%	17.6%	45.8%	
25 - 34	616	574	207	74	346	121	225	599
%V	15.2%	14.7%	14.6%	15.5%	12.0%	11.6%	12.2%	16.9%
%H (All HH)		93.2%	33.6%	12.0%	56.2%	19.6%	36.5%	97.2%
%H (TV HH)			36.1%	12.9%	60.3%	21.1%	39.2%	
35 - 44	633	614	268	97	406	197	209	616
%V	15.6%	15.7%	18.9%	20.3%	14.0%	19.0%	11.3%	17.4%
%H (All HH)		97.0%	42.3%	15.3%	64.1%	31.1%	33.0%	97.3%
%H (TV HH)			43.6%	15.8%	66.1%	32.1%	34.0%	
45 - 54	695	666	281	97	496	218	278	677
%V	17.2%	17.1%	19.8%	20.3%	17.2%	21.0%	15.0%	19.1%
%H (All HH)		95.8%	40.4%	14.0%	71.4%	31.4%	40.0%	97.4%
%H (TV HH)			42.2%	14.6%	74.5%	32.7%	41.7%	
55 - 64	752	740	290	91	571	223	348	692
%V	18.6%	19.0%	20.5%	19.0%	19.8%	21.5%	18.8%	19.5%
%H (All HH)		98.4%	38.6%	12.1%	75.9%	29.7%	46.3%	92.0%
%H (TV HH)			39.2%	12.3%	77.2%	30.1%	47.0%	
65 +	1182	1165	335	105	981	255	726	794
%V	29.2%	29.9%	23.7%	22.0%	33.9%	24.5%	39.2%	22.4%
%H (All HH)		98.6%	28.3%	8.9%	83.0%	21.6%	61.4%	67.2%
%H (TV HH)			28.8%	9.0%	84.2%	21.9%	62.3%	

Base: ITV Yorkshire / North East Macro - 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

ITV Yorkshire / North East Macro

Household level data

Table 23.3: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
1	1294	1226	323	113	986	226	760	915
%V	32.0%	31.4%	22.8%	23.6%	34.1%	21.8%	41.1%	25.8%
%H (All HH)		94.7%	25.0%	8.7%	76.2%	17.5%	58.7%	70.7%
%H (TV HH)			26.3%	9.2%	80.4%	18.4%	62.0%	
2	1470	1440	540	178	1093	424	669	1368
%V	36.3%	36.9%	38.1%	37.2%	37.8%	40.8%	36.1%	38.6%
%H (All HH)		98.0%	36.7%	12.1%	74.4%	28.8%	45.5%	93.1%
%H (TV HH)			37.5%	12.4%	75.9%	29.4%	46.5%	
3	561	546	236	92	354	168	186	543
%V	13.9%	14.0%	16.7%	19.2%	12.2%	16.2%	10.0%	15.3%
%H (All HH)		97.3%	42.1%	16.4%	63.1%	29.9%	33.2%	96.8%
%H (TV HH)			43.2%	16.8%	64.8%	30.8%	34.1%	
4	479	457	211	65	314	147	167	475
%V	11.8%	11.7%	14.9%	13.6%	10.9%	14.1%	9.0%	13.4%
%H (All HH)		95.4%	44.1%	13.6%	65.6%	30.7%	34.9%	99.2%
%H (TV HH)			46.2%	14.2%	68.7%	32.2%	36.5%	
5+	246	231	106	30	143	74	69	242
%V	6.1%	5.9%	7.5%	6.3%	4.9%	7.1%	3.7%	6.8%
%H (All HH)		93.9%	43.1%	12.2%	58.1%	30.1%	28.0%	98.4%
%H (TV HH)			45.9%	13.0%	61.9%	32.0%	29.9%	
Average HH size	2.27	2.27	2.50	2.44	2.17	2.48	1.99	2.40

Base: ITV Yorkshire / North East Macro - 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

ITV Yorkshire / North East Macro

Household level data

Table 23.4: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Without	3074	2953	995	338	2282	758	1523	2575
%V	75.9%	75.7%	70.3%	70.7%	79.0%	73.0%	82.3%	72.7%
%H (All HH)		96.1%	32.4%	11.0%	74.2%	24.7%	49.5%	83.8%
%H (TV HH)			33.7%	11.4%	77.3%	25.7%	51.6%	
With	975	947	420	139	608	281	327	967
%V	24.1%	24.3%	29.7%	29.1%	21.0%	27.0%	17.7%	27.3%
%H (All HH)		97.1%	43.1%	14.3%	62.4%	28.8%	33.5%	99.2%
%H (TV HH)			44.4%	14.7%	64.2%	29.7%	34.5%	
0 - 3	353	340	130	47	218	87	130	350
%V	8.7%	8.7%	9.2%	9.8%	7.5%	8.4%	7.0%	9.9%
%H (All HH)		96.3%	36.8%	13.3%	61.8%	24.6%	36.8%	99.2%
%H (TV HH)			38.2%	13.8%	64.1%	25.6%	38.2%	
4 - 9	514	489	220	72	304	141	163	509
%V	12.7%	12.5%	15.5%	15.1%	10.5%	13.6%	8.8%	14.4%
%H (All HH)		95.1%	42.8%	14.0%	59.1%	27.4%	31.7%	99.0%
%H (TV HH)			45.0%	14.7%	62.2%	28.8%	33.3%	
10 - 15	493	484	233	69	312	157	156	489
%V	12.2%	12.4%	16.5%	14.4%	10.8%	15.1%	8.4%	13.8%
%H (All HH)		98.2%	47.3%	14.0%	63.3%	31.8%	31.6%	99.2%
%H (TV HH)			48.1%	14.3%	64.5%	32.4%	32.2%	

Base: ITV Yorkshire / North East Macro - 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

ITV Yorkshire / North East Macro

Household level data

Table 23.5: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
1	1542	1542	379	164	1100	192	907	1224
%V	38.1%	39.5%	26.8%	34.3%	38.1%	18.5%	49.0%	34.5%
%H (All HH)		100.0%	24.6%	10.6%	71.3%	12.5%	58.8%	79.4%
%H (TV HH)			24.6%	10.6%	71.3%	12.5%	58.8%	
2	1266	1266	511	171	928	385	543	1137
%V	31.3%	32.5%	36.1%	35.8%	32.1%	37.1%	29.3%	32.1%
%H (All HH)		100.0%	40.4%	13.5%	73.3%	30.4%	42.9%	89.8%
%H (TV HH)			40.4%	13.5%	73.3%	30.4%	42.9%	
3	664	664	291	90	534	270	264	639
%V	16.4%	17.0%	20.6%	18.8%	18.5%	26.0%	14.3%	18.0%
%H (All HH)		100.0%	43.8%	13.6%	80.4%	40.7%	39.8%	96.2%
%H (TV HH)			43.8%	13.6%	80.4%	40.7%	39.8%	
4	273	273	138	37	214	114	100	265
%V	6.7%	7.0%	9.7%	7.7%	7.4%	11.0%	5.4%	7.5%
%H (All HH)		100.0%	50.5%	13.6%	78.4%	41.8%	36.6%	97.1%
%H (TV HH)			50.5%	13.6%	78.4%	41.8%	36.6%	
5+	154	154	97	15	114	77	37	154
%V	3.8%	3.9%	6.9%	3.1%	3.9%	7.4%	2.0%	4.3%
%H (All HH)		100.0%	63.0%	9.7%	74.0%	50.0%	24.0%	100.0%
%H (TV HH)			63.0%	9.7%	74.0%	50.0%	24.0%	

Base: ITV Yorkshire / North East Macro - 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

ITV Yorkshire / North East Macro

Household level data

Table 23.6: 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	4050	3900	1416	478	2890	1039	1851	3543
%V (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Under 20"	288	288	107	26	246	98	148	257
%V	7.1%	7.4%	7.6%	5.4%	8.5%	9.4%	8.0%	7.3%
%H (All HH)		100.0%	37.2%	9.0%	85.4%	34.0%	51.4%	89.2%
%H (TV HH)			37.2%	9.0%	85.4%	34.0%	51.4%	
20" - 29"	996	996	380	123	819	347	472	867
%V	24.6%	25.5%	26.8%	25.7%	28.3%	33.4%	25.5%	24.5%
%H (All HH)		100.0%	38.2%	12.3%	82.2%	34.8%	47.4%	87.0%
%H (TV HH)			38.2%	12.3%	82.2%	34.8%	47.4%	
30" - 39"	1870	1870	687	233	1440	545	896	1659
%V	46.2%	47.9%	48.5%	48.7%	49.8%	52.5%	48.4%	46.8%
%H (All HH)		100.0%	36.7%	12.5%	77.0%	29.1%	47.9%	88.7%
%H (TV HH)			36.7%	12.5%	77.0%	29.1%	47.9%	
40" - 49"	2144	2144	862	288	1580	664	916	1969
%V	52.9%	55.0%	60.9%	60.3%	54.7%	63.9%	49.5%	55.6%
%H (All HH)		100.0%	40.2%	13.4%	73.7%	31.0%	42.7%	91.8%
%H (TV HH)			40.2%	13.4%	73.7%	31.0%	42.7%	
50" - 59"	927	927	476	111	621	315	306	895
%V	22.9%	23.8%	33.6%	23.2%	21.5%	30.3%	16.5%	25.3%
%H (All HH)		100.0%	51.3%	12.0%	67.0%	34.0%	33.0%	96.5%
%H (TV HH)			51.3%	12.0%	67.0%	34.0%	33.0%	
60"+	148	148	73	27	88	50	38	146
%V	3.7%	3.8%	5.2%	5.6%	3.0%	4.8%	2.1%	4.1%
%H (All HH)		100.0%	49.3%	18.2%	59.5%	33.8%	25.7%	98.6%
%H (TV HH)			49.3%	18.2%	59.5%	33.8%	25.7%	

Base: ITV Yorkshire / North East Macro - 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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DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Household level data

Table 23.7: 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	4050	3900	1416	478	2890	1039	1851	3543
%V (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Main living room	3872	3872	1410	478	2869	1036	1832	3392
%V	95.6%	99.3%	99.6%	100.0%	99.3%	99.7%	99.0%	95.7%
%H (All HH)		100.0%	36.4%	12.3%	74.1%	26.8%	47.3%	87.6%
%H (TV HH)			36.4%	12.3%	74.1%	26.8%	47.3%	
Kitchen	449	449	231	40	374	200	174	426
%V	11.1%	11.5%	16.3%	8.4%	12.9%	19.2%	9.4%	12.0%
%H (All HH)		100.0%	51.4%	8.9%	83.3%	44.5%	38.8%	94.9%
%H (TV HH)			51.4%	8.9%	83.3%	44.5%	38.8%	
Adult's bedroom	1765	1765	775	227	1354	648	705	1645
%V	43.6%	45.3%	54.7%	47.5%	46.9%	62.4%	38.1%	46.4%
%H (All HH)		100.0%	43.9%	12.9%	76.7%	36.7%	39.9%	93.2%
%H (TV HH)			43.9%	12.9%	76.7%	36.7%	39.9%	
Child's bedroom	408	408	207	53	274	143	131	407
%V	10.1%	10.5%	14.6%	11.1%	9.5%	13.8%	7.1%	11.5%
%H (All HH)		100.0%	50.7%	13.0%	67.2%	35.0%	32.1%	99.8%
%H (TV HH)			50.7%	13.0%	67.2%	35.0%	32.1%	
Other bedroom	346	346	167	43	275	140	135	329
%V	8.5%	8.9%	11.8%	9.0%	9.5%	13.5%	7.3%	9.3%
%H (All HH)		100.0%	48.3%	12.4%	79.5%	40.5%	39.0%	95.1%
%H (TV HH)			48.3%	12.4%	79.5%	40.5%	39.0%	
Second living/dining room	385	385	179	54	305	159	147	358
%V	9.5%	9.9%	12.6%	11.3%	10.6%	15.3%	7.9%	10.1%
%H (All HH)		100.0%	46.5%	14.0%	79.2%	41.3%	38.2%	93.0%
%H (TV HH)			46.5%	14.0%	79.2%	41.3%	38.2%	
Study/office	73	73	31	10	58	25	33	72
%V	1.8%	1.9%	2.2%	2.1%	2.0%	2.4%	1.8%	2.0%
%H (All HH)		100.0%	42.5%	13.7%	79.5%	34.2%	45.2%	98.6%
%H (TV HH)			42.5%	13.7%	79.5%	34.2%	45.2%	
TV room	16	16	7	2	12	7	5	16
%V	0.4%	0.4%	0.5%	0.4%	0.4%	0.7%	0.3%	0.5%
%H (All HH)		100.0%	43.8%	12.5%	75.0%	43.8%	31.3%	100.0%
%H (TV HH)			43.8%	12.5%	75.0%	43.8%	31.3%	
Conservatory	117	117	52	15	99	49	50	111
%V	2.9%	3.0%	3.7%	3.1%	3.4%	4.7%	2.7%	3.1%
%H (All HH)		100.0%	44.4%	12.8%	84.6%	41.9%	42.7%	94.9%
%H (TV HH)			44.4%	12.8%	84.6%	41.9%	42.7%	
Attic or loft room	8	8	5	3	5	5	0	8
%V	0.2%	0.2%	0.4%	0.6%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	62.5%	37.5%	62.5%	62.5%	0.0%	100.0%
%H (TV HH)			62.5%	37.5%	62.5%	62.5%	0.0%	
No specific location	4	4	1	1	2	1	1	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%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	29	29	16	7	25	19	6	27
%V	0.7%	0.7%	1.1%	1.5%	0.9%	1.8%	0.3%	0.8%
%H (All HH)		100.0%	55.2%	24.1%	86.2%	65.5%	20.7%	93.1%
%H (TV HH)			55.2%	24.1%	86.2%	65.5%	20.7%	

Base: ITV Yorkshire / North East Macro - 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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ITV Yorkshire / North East Macro

Household level data

Table 23.8: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Any DSAT provider	1416	1416	1416	19	789	789	0	1357
%V	35.0%	36.3%	100.0%	4.0%	27.3%	75.9%	0.0%	38.3%
%H (All HH)			100.0%	1.3%	55.7%	55.7%	0.0%	95.8%
%H (TV HH)			100.0%	1.3%	55.7%	55.7%	0.0%	
Sky with subcription	1211	1211	1211	9	677	677	0	1169
%V	29.9%	31.1%	85.5%	1.9%	23.4%	65.2%	0.0%	33.0%
%H (All HH)			100.0%	0.7%	55.9%	55.9%	0.0%	96.5%
%H (TV HH)			100.0%	0.7%	55.9%	55.9%	0.0%	
Sky without subscription	43	43	43	2	19	19	0	35
%V	1.1%	1.1%	3.0%	0.4%	0.7%	1.8%	0.0%	1.0%
%H (All HH)			100.0%	4.7%	44.2%	44.2%	0.0%	81.4%
%H (TV HH)			100.0%	4.7%	44.2%	44.2%	0.0%	
Freesat	142	142	142	1	82	82	0	133
%V	3.5%	3.6%	10.0%	0.2%	2.8%	7.9%	0.0%	3.8%
%H (All HH)			100.0%	0.7%	57.7%	57.7%	0.0%	93.7%
%H (TV HH)			100.0%	0.7%	57.7%	57.7%	0.0%	
Other satellite provider	80	80	80	10	40	40	0	77
%V	2.0%	2.1%	5.6%	2.1%	1.4%	3.8%	0.0%	2.2%
%H (All HH)			100.0%	12.5%	50.0%	50.0%	0.0%	96.3%
%H (TV HH)			100.0%	12.5%	50.0%	50.0%	0.0%	
DCAB	478	478	19	478	261	261	0	461
%V	11.8%	12.3%	1.3%	100.0%	9.0%	25.1%	0.0%	13.0%
%H (All HH)			4.0%	100.0%	54.6%	54.6%	0.0%	96.4%
%H (TV HH)			4.0%	100.0%	54.6%	54.6%	0.0%	
DTT	2890	2890	789	261	2890	1039	1851	2452
%V	71.4%	74.1%	55.7%	54.6%	100.0%	100.0%	100.0%	69.2%
%H (All HH)		100.0%	27.3%	9.0%	100.0%	36.0%	64.0%	84.8%
%H (TV HH)			27.3%	9.0%	100.0%	36.0%	64.0%	

Base: ITV Yorkshire / North East Macro - 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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ITV Yorkshire / North East Macro

Household level data

Table 23.9: 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	4050	3900	1416	478	2890	1039	1851	3543
%H (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
PVR	2154	2154	1272	446	1415	963	452	2055
%V	53.2%	55.2%	89.8%	93.3%	49.0%	92.7%	24.4%	58.0%
%H (All HH)		100.0%	59.1%	20.7%	65.7%	44.7%	21.0%	95.4%
%H (TV HH)			59.1%	20.7%	65.7%	44.7%	21.0%	
DVDR	21	21	9	5	16	8	9	20
%V	0.5%	0.5%	0.6%	1.0%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	42.9%	23.8%	76.2%	38.1%	42.9%	95.2%
%H (TV HH)			42.9%	23.8%	76.2%	38.1%	42.9%	
VCR	9	9	1	1	7	1	6	9
%V	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%	0.3%
%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	2165	2165	1273	446	1426	963	462	2067
%V	53.5%	55.5%	89.9%	93.3%	49.3%	92.7%	25.0%	58.3%
%H (All HH)		100.0%	58.8%	20.6%	65.9%	44.5%	21.3%	95.5%
%H (TV HH)			58.8%	20.6%	65.9%	44.5%	21.3%	
Receives HDTV (via STB or built-in reception)	2725	2725	1187	430	2047	924	1123	2528
%V	67.3%	69.9%	83.8%	90.0%	70.8%	88.9%	60.7%	71.4%
%H (All HH)		100.0%	43.6%	15.8%	75.1%	33.9%	41.2%	92.8%
%H (TV HH)			43.6%	15.8%	75.1%	33.9%	41.2%	
DVD/Blu-ray player or recorder	2269	2269	884	286	1704	694	1010	2080
%V	56.0%	58.2%	62.4%	59.8%	59.0%	66.8%	54.6%	58.7%
%H (All HH)		100.0%	39.0%	12.6%	75.1%	30.6%	44.5%	91.7%
%H (TV HH)			39.0%	12.6%	75.1%	30.6%	44.5%	

Base: ITV Yorkshire / North East Macro - 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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ITV Yorkshire / North East Macro

Household level data

Table 23.10: 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	4050	3900	1416	478	2890	1039	1851	3543
%V (All HH)		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%
%H (TV HH)			36.3%	12.3%	74.1%	26.6%	47.5%	
Has broadband internet	3543	3419	1357	461	2452	1000	1452	3543
%V	87.5%	87.7%	95.8%	96.4%	84.8%	96.2%	78.4%	100.0%
%H (All HH)		96.5%	38.3%	13.0%	69.2%	28.2%	41.0%	100.0%
%H (TV HH)			39.7%	13.5%	71.7%	29.2%	42.5%	
Number of computers (PCs and laptops)								
0	819	772	163	48	641	106	535	341
%V	20.2%	19.8%	11.5%	10.0%	22.2%	10.2%	28.9%	9.6%
%H (All HH)		94.3%	19.9%	5.9%	78.3%	12.9%	65.3%	41.6%
%H (TV HH)			21.1%	6.2%	83.0%	13.7%	69.3%	
1	1180	1129	401	120	813	257	556	1156
%V	29.1%	28.9%	28.3%	25.1%	28.1%	24.7%	30.0%	32.6%
%H (All HH)		95.7%	34.0%	10.2%	68.9%	21.8%	47.1%	98.0%
%H (TV HH)			35.5%	10.6%	72.0%	22.8%	49.2%	
2	973	952	382	142	686	286	399	970
%V	24.0%	24.4%	27.0%	29.7%	23.7%	27.5%	21.6%	27.4%
%H (All HH)		97.8%	39.3%	14.6%	70.5%	29.4%	41.0%	99.7%
%H (TV HH)			40.1%	14.9%	72.1%	30.0%	41.9%	
3	521	509	232	88	371	196	175	520
%V	12.9%	13.1%	16.4%	18.4%	12.8%	18.9%	9.5%	14.7%
%H (All HH)		97.7%	44.5%	16.9%	71.2%	37.6%	33.6%	99.8%
%H (TV HH)			45.6%	17.3%	72.9%	38.5%	34.4%	
4	285	275	123	38	208	104	104	285
%V	7.0%	7.1%	8.7%	7.9%	7.2%	10.0%	5.6%	8.0%
%H (All HH)		96.5%	43.2%	13.3%	73.0%	36.5%	36.5%	100.0%
%H (TV HH)			44.7%	13.8%	75.6%	37.8%	37.8%	
5+	272	263	116	42	172	90	82	271
%V	6.7%	6.7%	8.2%	8.8%	6.0%	8.7%	4.4%	7.6%
%H (All HH)		96.7%	42.6%	15.4%	63.2%	33.1%	30.1%	99.6%
%H (TV HH)			44.1%	16.0%	65.4%	34.2%	31.2%	

Base: ITV Yorkshire / North East Macro - 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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ITV Yorkshire / North East Macro

Set level data

Table 23.11: 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	8010	3351	1011	6034	2654	3380	7322
%H		41.8%	12.6%	75.3%	33.1%	42.2%	91.4%
Under 20"	330	122	30	282	110	172	296
%V	4.1%	3.6%	3.0%	4.7%	4.1%	5.1%	4.0%
%H		37.0%	9.1%	85.5%	33.3%	52.1%	89.7%
20" - 29"	1251	496	159	1039	465	573	1097
%V	15.6%	14.8%	15.7%	17.2%	17.5%	17.0%	15.0%
%H		39.6%	12.7%	83.1%	37.2%	45.8%	87.7%
30" - 39"	2416	938	301	1832	741	1091	2179
%V	30.2%	28.0%	29.8%	30.4%	27.9%	32.3%	29.8%
%H		38.8%	12.5%	75.8%	30.7%	45.2%	90.2%
40" - 49"	2650	1115	357	1952	865	1087	2461
%V	33.1%	33.3%	35.3%	32.4%	32.6%	32.2%	33.6%
%H		42.1%	13.5%	73.7%	32.6%	41.0%	92.9%
50" - 59"	1067	550	120	722	365	357	1034
%V	13.3%	16.4%	11.9%	12.0%	13.8%	10.6%	14.1%
%H		51.5%	11.2%	67.7%	34.2%	33.5%	96.9%
60"+	167	82	38	100	63	38	166
%V	2.1%	2.4%	3.8%	1.7%	2.4%	1.1%	2.3%
%H		49.1%	22.8%	59.9%	37.7%	22.8%	99.4%
Don't know	128	49	6	106	44	62	90
%V	1.6%	1.5%	0.6%	1.8%	1.7%	1.8%	1.2%
%H		38.3%	4.7%	82.8%	34.4%	48.4%	70.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Set level data

Table 23.12: 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	8010	3351	1011	6034	2654	3380	7322
%H		41.8%	12.6%	75.3%	33.1%	42.2%	91.4%
Main living room	3896	1420	480	2887	1044	1843	3416
%V	48.6%	42.4%	47.5%	47.8%	39.3%	54.5%	46.7%
%H		36.4%	12.3%	74.1%	26.8%	47.3%	87.7%
Kitchen	449	231	40	374	200	174	426
%V	5.6%	6.9%	4.0%	6.2%	7.5%	5.1%	5.8%
%H		51.4%	8.9%	83.3%	44.5%	38.8%	94.9%
Adult's bedroom	2046	907	267	1556	767	789	1918
%V	25.5%	27.1%	26.4%	25.8%	28.9%	23.3%	26.2%
%H		44.3%	13.0%	76.1%	37.5%	38.6%	93.7%
Child's bedroom	547	282	78	366	199	167	546
%V	6.8%	8.4%	7.7%	6.1%	7.5%	4.9%	7.5%
%H		51.6%	14.3%	66.9%	36.4%	30.5%	99.8%
Other bedroom	427	213	52	333	173	161	409
%V	5.3%	6.4%	5.1%	5.5%	6.5%	4.8%	5.6%
%H		49.9%	12.2%	78.0%	40.5%	37.7%	95.8%
Second living/dining room	396	186	55	313	163	150	368
%V	4.9%	5.6%	5.4%	5.2%	6.1%	4.4%	5.0%
%H		47.0%	13.9%	79.0%	41.2%	37.9%	92.9%
Study/office	73	31	10	58	25	33	72
%V	0.9%	0.9%	1.0%	1.0%	0.9%	1.0%	1.0%
%H		42.5%	13.7%	79.5%	34.2%	45.2%	98.6%
TV room	16	7	2	12	7	5	16
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		43.8%	12.5%	75.0%	43.8%	31.3%	100.0%
Conservatory	117	52	15	99	49	50	111
%V	1.5%	1.6%	1.5%	1.6%	1.8%	1.5%	1.5%
%H		44.4%	12.8%	84.6%	41.9%	42.7%	94.9%
Attic or loft room	8	5	3	5	5	0	8
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H		62.5%	37.5%	62.5%	62.5%	0.0%	100.0%
No specific location	4	1	1	2	1	1	4
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%
%H		25.0%	25.0%	50.0%	25.0%	25.0%	100.0%
Other	32	16	9	27	20	6	30
%V	0.4%	0.5%	0.9%	0.4%	0.8%	0.2%	0.4%
%H		50.0%	28.1%	84.4%	62.5%	18.8%	93.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8010	3351	1011	6034	2654	3380	7322
%H		41.8%	12.6%	75.3%	33.1%	42.2%	91.4%
PVR	3059	1982	602	1851	1347	504	2947
%V	38.2%	59.1%	59.5%	30.7%	50.8%	14.9%	40.2%
%H		64.8%	19.7%	60.5%	44.0%	16.5%	96.3%
DVDR	22	9	6	17	9	9	21
%V	0.3%	0.3%	0.6%	0.3%	0.3%	0.3%	0.3%
%H		40.9%	27.3%	77.3%	40.9%	40.9%	95.5%
VCR	9	1	1	7	1	6	9
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.2%	0.1%
%H		11.1%	11.1%	77.8%	11.1%	66.7%	100.0%
Any recorder	3075	1986	604	1864	1350	515	2963
%V	38.4%	59.3%	59.7%	30.9%	50.9%	15.2%	40.5%
%H		64.6%	19.6%	60.6%	43.9%	16.7%	96.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: 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	8010	3351	1011	6034	2654	3380	7322
%H		41.8%	12.6%	75.3%	33.1%	42.2%	91.4%
Receives HDTV (via STB or built-in reception)	4559	2161	679	3450	1704	1746	4298
%V	56.9%	64.5%	67.2%	57.2%	64.2%	51.7%	58.7%
%H		47.4%	14.9%	75.7%	37.4%	38.3%	94.3%
DVD/Blu-ray player or recorder	3078	1243	421	2304	1018	1286	2842
%V	38.4%	37.1%	41.6%	38.2%	38.4%	38.0%	38.8%
%H		40.4%	13.7%	74.9%	33.1%	41.8%	92.3%

Base: ITV Yorkshire / North East Macro - 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 23.15: 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	3900	1416	478	2890	1039	1851	3419
%H		36.3%	12.3%	74.1%	26.6%	47.5%	87.7%
Under 20"	13	4	2	10	3	8	8
%V	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%
%H		30.8%	15.4%	76.9%	23.1%	61.5%	61.5%
20" - 29"	182	33	13	152	24	128	121
%V	4.7%	2.3%	2.7%	5.3%	2.3%	6.9%	3.5%
%H		18.1%	7.1%	83.5%	13.2%	70.3%	66.5%
30" - 39"	920	230	116	728	186	542	738
%V	23.6%	16.2%	24.3%	25.2%	17.9%	29.3%	21.6%
%H		25.0%	12.6%	79.1%	20.2%	58.9%	80.2%
40" - 49"	1748	639	222	1304	488	816	1577
%V	44.8%	45.1%	46.4%	45.1%	47.0%	44.1%	46.1%
%H		36.6%	12.7%	74.6%	27.9%	46.7%	90.2%
50" - 59"	824	426	95	547	274	273	792
%V	21.1%	30.1%	19.9%	18.9%	26.4%	14.7%	23.2%
%H		51.7%	11.5%	66.4%	33.3%	33.1%	96.1%
60"+	134	64	27	83	47	35	133
%V	3.4%	4.5%	5.6%	2.9%	4.5%	1.9%	3.9%
%H		47.8%	20.1%	61.9%	35.1%	26.1%	99.3%
Don't know	79	20	3	65	16	49	49
%V	2.0%	1.4%	0.6%	2.2%	1.5%	2.6%	1.4%
%H		25.3%	3.8%	82.3%	20.3%	62.0%	62.0%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Set level data

Table 23.16: 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	3900	1416	478	2890	1039	1851	3419
%H		36.3%	12.3%	74.1%	26.6%	47.5%	87.7%
PVR	2107	1249	438	1374	938	436	2010
%V	54.0%	88.2%	91.6%	47.5%	90.3%	23.6%	58.8%
%H		59.3%	20.8%	65.2%	44.5%	20.7%	95.4%
DVDR	18	6	4	15	8	8	17
%V	0.5%	0.4%	0.8%	0.5%	0.8%	0.4%	0.5%
%H		33.3%	22.2%	83.3%	44.4%	44.4%	94.4%
VCR	6	1	0	6	1	5	6
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.3%	0.2%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
Any recorder	2115	1249	438	1383	938	445	2019
%V	54.2%	88.2%	91.6%	47.9%	90.3%	24.0%	59.1%
%H		59.1%	20.7%	65.4%	44.3%	21.0%	95.5%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: 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	3900	1416	478	2890	1039	1851	3419
%H		36.3%	12.3%	74.1%	26.6%	47.5%	87.7%
Receives HDTV (via STB or built-in reception)	2654	1142	424	1981	879	1102	2460
%V	68.1%	80.6%	88.7%	68.5%	84.6%	59.5%	72.0%
%H		43.0%	16.0%	74.6%	33.1%	41.5%	92.7%
DVD/Blu-ray player or recorder	1948	726	251	1477	585	893	1767
%V	49.9%	51.3%	52.5%	51.1%	56.3%	48.2%	51.7%
%H		37.3%	12.9%	75.8%	30.0%	45.8%	90.7%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Set level data

Table 23.18: 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	4109	1936	533	3144	1614	1529	3904
%H		47.1%	13.0%	76.5%	39.3%	37.2%	95.0%
Under 20"	318	118	28	272	108	164	288
%V	7.7%	6.1%	5.3%	8.7%	6.7%	10.7%	7.4%
%H		37.1%	8.8%	85.5%	34.0%	51.6%	90.6%
20" - 29"	1069	463	146	887	441	446	975
%V	26.0%	23.9%	27.4%	28.2%	27.3%	29.2%	25.0%
%H		43.3%	13.7%	83.0%	41.3%	41.7%	91.2%
30" - 39"	1496	708	185	1104	555	549	1441
%V	36.4%	36.6%	34.7%	35.1%	34.4%	35.9%	36.9%
%H		47.3%	12.4%	73.8%	37.1%	36.7%	96.3%
40" - 49"	902	476	134	648	377	271	884
%V	22.0%	24.6%	25.1%	20.6%	23.4%	17.7%	22.6%
%H		52.8%	14.9%	71.8%	41.8%	30.0%	98.0%
50" - 59"	242	124	25	175	91	83	242
%V	5.9%	6.4%	4.7%	5.6%	5.6%	5.4%	6.2%
%H		51.2%	10.3%	72.3%	37.6%	34.3%	100.0%
60"+	33	18	11	18	15	3	33
%V	0.8%	0.9%	2.1%	0.6%	0.9%	0.2%	0.8%
%H		54.5%	33.3%	54.5%	45.5%	9.1%	100.0%
Don't know	49	29	3	41	28	13	41
%V	1.2%	1.5%	0.6%	1.3%	1.7%	0.9%	1.1%
%H		59.2%	6.1%	83.7%	57.1%	26.5%	83.7%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Set level data

Table 23.19: 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	4109	1936	533	3144	1614	1529	3904
%H		47.1%	13.0%	76.5%	39.3%	37.2%	95.0%
PVR	953	733	164	476	409	67	936
%V	23.2%	37.9%	30.8%	15.1%	25.3%	4.4%	24.0%
%H		76.9%	17.2%	49.9%	42.9%	7.0%	98.2%
DVDR	4	2	2	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	50.0%	50.0%	25.0%	25.0%	100.0%
VCR	3	0	1	1	0	1	3
%V	0.1%	0.0%	0.2%	0.0%	0.0%	0.1%	0.1%
%H		0.0%	33.3%	33.3%	0.0%	33.3%	100.0%
Any recorder	960	737	166	481	411	70	943
%V	23.4%	38.1%	31.1%	15.3%	25.5%	4.6%	24.2%
%H		76.8%	17.3%	50.1%	42.8%	7.3%	98.2%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: 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	4109	1936	533	3144	1614	1529	3904
%H		47.1%	13.0%	76.5%	39.3%	37.2%	95.0%
Receives HDTV (via STB or built-in reception)	1905	1018	256	1469	825	645	1838
%V	46.4%	52.6%	48.0%	46.7%	51.1%	42.2%	47.1%
%H		53.4%	13.4%	77.1%	43.3%	33.9%	96.5%
DVD/Blu-ray player or recorder	1131	518	170	826	433	393	1076
%V	27.5%	26.8%	31.9%	26.3%	26.8%	25.7%	27.6%
%H		45.8%	15.0%	73.0%	38.3%	34.7%	95.1%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.21: 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	9189	8838	3531	1168	6260	2570	3690	8514
%H		96.2%	38.4%	12.7%	68.1%	28.0%	40.2%	92.7%
Total Children	1751	1694	751	231	1082	502	580	1739
%V	19.1%	19.2%	21.3%	19.8%	17.3%	19.5%	15.7%	20.4%
%H		96.7%	42.9%	13.2%	61.8%	28.7%	33.1%	99.3%
0 - 3	415	400	157	56	257	106	152	411
%V	4.5%	4.5%	4.4%	4.8%	4.1%	4.1%	4.1%	4.8%
%H		96.4%	37.8%	13.5%	61.9%	25.5%	36.6%	99.0%
4 - 15	1337	1294	595	175	825	396	428	1328
%V	14.6%	14.6%	16.9%	15.0%	13.2%	15.4%	11.6%	15.6%
%H		96.8%	44.5%	13.1%	61.7%	29.6%	32.0%	99.3%
4 - 9	688	655	295	85	414	192	222	683
%V	7.5%	7.4%	8.4%	7.3%	6.6%	7.5%	6.0%	8.0%
%H		95.2%	42.9%	12.4%	60.2%	27.9%	32.3%	99.3%
10 - 15	648	639	299	89	410	204	206	645
%V	7.1%	7.2%	8.5%	7.6%	6.5%	7.9%	5.6%	7.6%
%H		98.6%	46.1%	13.7%	63.3%	31.5%	31.8%	99.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: 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	9189	8838	3531	1168	6260	2570	3690	8514
%H		96.2%	38.4%	12.7%	68.1%	28.0%	40.2%	92.7%
Total Adults (16+)	7438	7144	2780	937	5178	2068	3110	6774
%V	80.9%	80.8%	78.7%	80.2%	82.7%	80.5%	84.3%	79.6%
%H		96.0%	37.4%	12.6%	69.6%	27.8%	41.8%	91.1%
16 - 19	318	297	129	48	205	102	103	313
%V	3.5%	3.4%	3.7%	4.1%	3.3%	4.0%	2.8%	3.7%
%H		93.4%	40.6%	15.1%	64.5%	32.1%	32.4%	98.4%
20 - 24	615	534	176	65	339	133	207	599
%V	6.7%	6.0%	5.0%	5.6%	5.4%	5.2%	5.6%	7.0%
%H		86.8%	28.6%	10.6%	55.1%	21.6%	33.7%	97.4%
25 - 34	1217	1141	447	161	714	294	420	1183
%V	13.2%	12.9%	12.7%	13.8%	11.4%	11.4%	11.4%	13.9%
%H		93.8%	36.7%	13.2%	58.7%	24.2%	34.5%	97.2%
35 - 44	1108	1067	482	162	706	341	364	1072
%V	12.1%	12.1%	13.7%	13.9%	11.3%	13.3%	9.9%	12.6%
%H		96.3%	43.5%	14.6%	63.7%	30.8%	32.9%	96.8%
45 - 54	1171	1134	503	172	830	392	437	1141
%V	12.7%	12.8%	14.2%	14.7%	13.3%	15.3%	11.8%	13.4%
%H		96.8%	43.0%	14.7%	70.9%	33.5%	37.3%	97.4%
55 - 64	1218	1196	481	152	908	365	543	1137
%V	13.3%	13.5%	13.6%	13.0%	14.5%	14.2%	14.7%	13.4%
%H		98.2%	39.5%	12.5%	74.5%	30.0%	44.6%	93.3%
65+	1792	1775	562	177	1475	440	1035	1329
%V	19.5%	20.1%	15.9%	15.2%	23.6%	17.1%	28.0%	15.6%
%H		99.1%	31.4%	9.9%	82.3%	24.6%	57.8%	74.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.23: 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+)	7438	7144	2780	937	5178	2068	3110	6774
%H		96.0%	37.4%	12.6%	69.6%	27.8%	41.8%	91.1%
AB	1559	1528	702	202	1087	510	578	1513
%V	21.0%	21.4%	25.3%	21.6%	21.0%	24.7%	18.6%	22.3%
%H		98.0%	45.0%	13.0%	69.7%	32.7%	37.1%	97.0%
C1	2334	2212	832	308	1619	675	944	2231
%V	31.4%	31.0%	29.9%	32.9%	31.3%	32.6%	30.4%	32.9%
%H		94.8%	35.6%	13.2%	69.4%	28.9%	40.4%	95.6%
C2	1600	1592	679	220	1152	517	635	1477
%V	21.5%	22.3%	24.4%	23.5%	22.2%	25.0%	20.4%	21.8%
%H		99.5%	42.4%	13.8%	72.0%	32.3%	39.7%	92.3%
D	1315	1226	396	147	870	253	617	1148
%V	17.7%	17.2%	14.2%	15.7%	16.8%	12.2%	19.8%	16.9%
%H		93.2%	30.1%	11.2%	66.2%	19.2%	46.9%	87.3%
E	630	585	171	59	449	114	336	405
%V	8.5%	8.2%	6.2%	6.3%	8.7%	5.5%	10.8%	6.0%
%H		92.9%	27.1%	9.4%	71.3%	18.1%	53.3%	64.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.24: 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+)	7438	7144	2780	937	5178	2068	3110	6774
%H		96.0%	37.4%	12.6%	69.6%	27.8%	41.8%	91.1%
Working full time	3316	3214	1417	476	2211	1021	1190	3252
%V	44.6%	45.0%	51.0%	50.8%	42.7%	49.4%	38.3%	48.0%
%H		96.9%	42.7%	14.4%	66.7%	30.8%	35.9%	98.1%
Working part time	794	772	289	119	561	239	322	774
%V	10.7%	10.8%	10.4%	12.7%	10.8%	11.6%	10.4%	11.4%
%H		97.2%	36.4%	15.0%	70.7%	30.1%	40.6%	97.5%
Not working	3308	3140	1068	337	2398	807	1591	2731
%V	44.5%	44.0%	38.4%	36.0%	46.3%	39.0%	51.2%	40.3%
%H		94.9%	32.3%	10.2%	72.5%	24.4%	48.1%	82.6%
Houseperson	4050	3900	1416	478	2890	1039	1851	3543
%V	54.5%	54.6%	50.9%	51.0%	55.8%	50.2%	59.5%	52.3%
%H		96.3%	35.0%	11.8%	71.4%	25.7%	45.7%	87.5%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: 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+)	3639	3463	1346	447	2494	1003	1491	3304
%H		95.2%	37.0%	12.3%	68.5%	27.6%	41.0%	90.8%
16 - 19	162	146	67	25	99	54	45	159
%V	4.5%	4.2%	5.0%	5.6%	4.0%	5.4%	3.0%	4.8%
%H		90.1%	41.4%	15.4%	61.1%	33.3%	27.8%	98.1%
20 - 24	314	274	86	33	162	68	95	301
%V	8.6%	7.9%	6.4%	7.4%	6.5%	6.8%	6.4%	9.1%
%H		87.3%	27.4%	10.5%	51.6%	21.7%	30.3%	95.9%
25 - 34	609	570	217	79	360	142	218	589
%V	16.7%	16.5%	16.1%	17.7%	14.4%	14.2%	14.6%	17.8%
%H		93.6%	35.6%	13.0%	59.1%	23.3%	35.8%	96.7%
35 - 44	542	513	227	71	346	162	184	514
%V	14.9%	14.8%	16.9%	15.9%	13.9%	16.2%	12.3%	15.6%
%H		94.6%	41.9%	13.1%	63.8%	29.9%	33.9%	94.8%
45 - 54	573	549	245	84	393	187	206	554
%V	15.7%	15.9%	18.2%	18.8%	15.8%	18.6%	13.8%	16.8%
%H		95.8%	42.8%	14.7%	68.6%	32.6%	36.0%	96.7%
55 - 64	594	578	221	64	451	168	283	544
%V	16.3%	16.7%	16.4%	14.3%	18.1%	16.7%	19.0%	16.5%
%H		97.3%	37.2%	10.8%	75.9%	28.3%	47.6%	91.6%
65+	845	833	282	91	683	222	460	643
%V	23.2%	24.1%	21.0%	20.4%	27.4%	22.1%	30.9%	19.5%
%H		98.6%	33.4%	10.8%	80.8%	26.3%	54.4%	76.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: 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+)	3639	3463	1346	447	2494	1003	1491	3304
%H		95.2%	37.0%	12.3%	68.5%	27.6%	41.0%	90.8%
AB	768	753	335	104	539	252	287	749
%V	21.1%	21.7%	24.9%	23.3%	21.6%	25.1%	19.2%	22.7%
%H		98.0%	43.6%	13.5%	70.2%	32.8%	37.4%	97.5%
C1	1122	1050	404	142	761	331	430	1081
%V	30.8%	30.3%	30.0%	31.8%	30.5%	33.0%	28.8%	32.7%
%H		93.6%	36.0%	12.7%	67.8%	29.5%	38.3%	96.3%
C2	838	833	351	106	601	256	345	761
%V	23.0%	24.1%	26.1%	23.7%	24.1%	25.5%	23.1%	23.0%
%H		99.4%	41.9%	12.6%	71.7%	30.5%	41.2%	90.8%
D	641	582	191	73	401	121	280	553
%V	17.6%	16.8%	14.2%	16.3%	16.1%	12.1%	18.8%	16.7%
%H		90.8%	29.8%	11.4%	62.6%	18.9%	43.7%	86.3%
E	270	244	65	21	192	43	149	160
%V	7.4%	7.0%	4.8%	4.7%	7.7%	4.3%	10.0%	4.8%
%H		90.4%	24.1%	7.8%	71.1%	15.9%	55.2%	59.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: 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+)	3639	3463	1346	447	2494	1003	1491	3304
%H		95.2%	37.0%	12.3%	68.5%	27.6%	41.0%	90.8%
Working full time	1997	1928	841	282	1343	616	726	1945
%V	54.9%	55.7%	62.5%	63.1%	53.8%	61.4%	48.7%	58.9%
%H		96.5%	42.1%	14.1%	67.3%	30.8%	36.4%	97.4%
Working part time	196	182	61	25	124	43	81	182
%V	5.4%	5.3%	4.5%	5.6%	5.0%	4.3%	5.4%	5.5%
%H		92.9%	31.1%	12.8%	63.3%	21.9%	41.3%	92.9%
Not working	1438	1347	442	139	1025	343	681	1170
%V	39.5%	38.9%	32.8%	31.1%	41.1%	34.2%	45.7%	35.4%
%H		93.7%	30.7%	9.7%	71.3%	23.9%	47.4%	81.4%
Houseperson	918	851	240	87	659	182	476	715
%V	25.2%	24.6%	17.8%	19.5%	26.4%	18.1%	31.9%	21.6%
%H		92.7%	26.1%	9.5%	71.8%	19.8%	51.9%	77.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: 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+)	3799	3681	1434	490	2684	1065	1619	3470
%H		96.9%	37.7%	12.9%	70.7%	28.0%	42.6%	91.3%
16 - 19	156	151	62	23	107	49	58	154
%V	4.1%	4.1%	4.3%	4.7%	4.0%	4.6%	3.6%	4.4%
%H		96.8%	39.7%	14.7%	68.6%	31.4%	37.2%	98.7%
20 - 24	300	261	90	32	177	65	112	298
%V	7.9%	7.1%	6.3%	6.5%	6.6%	6.1%	6.9%	8.6%
%H		87.0%	30.0%	10.7%	59.0%	21.7%	37.3%	99.3%
25 - 34	608	571	229	82	354	152	202	593
%V	16.0%	15.5%	16.0%	16.7%	13.2%	14.3%	12.5%	17.1%
%H		93.9%	37.7%	13.5%	58.2%	25.0%	33.2%	97.5%
35 - 44	566	553	255	91	360	180	180	559
%V	14.9%	15.0%	17.8%	18.6%	13.4%	16.9%	11.1%	16.1%
%H		97.7%	45.1%	16.1%	63.6%	31.8%	31.8%	98.8%
45 - 54	598	585	258	88	436	205	231	587
%V	15.7%	15.9%	18.0%	18.0%	16.2%	19.2%	14.3%	16.9%
%H		97.8%	43.1%	14.7%	72.9%	34.3%	38.6%	98.2%
55 - 64	624	619	260	88	457	197	260	594
%V	16.4%	16.8%	18.1%	18.0%	17.0%	18.5%	16.1%	17.1%
%H		99.2%	41.7%	14.1%	73.2%	31.6%	41.7%	95.2%
65+	947	942	280	87	792	218	575	686
%V	24.9%	25.6%	19.5%	17.8%	29.5%	20.5%	35.5%	19.8%
%H		99.5%	29.6%	9.2%	83.6%	23.0%	60.7%	72.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: 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+)	3799	3681	1434	490	2684	1065	1619	3470
%H		96.9%	37.7%	12.9%	70.7%	28.0%	42.6%	91.3%
AB	790	775	368	98	548	258	291	763
%V	20.8%	21.1%	25.7%	20.0%	20.4%	24.2%	18.0%	22.0%
%H		98.1%	46.6%	12.4%	69.4%	32.7%	36.8%	96.6%
C1	1213	1162	428	166	858	344	514	1150
%V	31.9%	31.6%	29.8%	33.9%	32.0%	32.3%	31.7%	33.1%
%H		95.8%	35.3%	13.7%	70.7%	28.4%	42.4%	94.8%
C2	762	759	328	114	551	261	291	716
%V	20.1%	20.6%	22.9%	23.3%	20.5%	24.5%	18.0%	20.6%
%H		99.6%	43.0%	15.0%	72.3%	34.3%	38.2%	94.0%
D	674	644	205	75	469	132	337	595
%V	17.7%	17.5%	14.3%	15.3%	17.5%	12.4%	20.8%	17.1%
%H		95.5%	30.4%	11.1%	69.6%	19.6%	50.0%	88.3%
E	360	341	105	38	257	70	187	245
%V	9.5%	9.3%	7.3%	7.8%	9.6%	6.6%	11.6%	7.1%
%H		94.7%	29.2%	10.6%	71.4%	19.4%	51.9%	68.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: 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+)	3799	3681	1434	490	2684	1065	1619	3470
%H		96.9%	37.7%	12.9%	70.7%	28.0%	42.6%	91.3%
Working full time	1319	1287	575	194	869	405	464	1306
%V	34.7%	35.0%	40.1%	39.6%	32.4%	38.0%	28.7%	37.6%
%H		97.6%	43.6%	14.7%	65.9%	30.7%	35.2%	99.0%
Working part time	598	590	228	95	437	196	241	592
%V	15.7%	16.0%	15.9%	19.4%	16.3%	18.4%	14.9%	17.1%
%H		98.7%	38.1%	15.9%	73.1%	32.8%	40.3%	99.0%
Not working	1870	1792	625	198	1374	464	909	1561
%V	49.2%	48.7%	43.6%	40.4%	51.2%	43.6%	56.1%	45.0%
%H		95.8%	33.4%	10.6%	73.5%	24.8%	48.6%	83.5%
Houseperson	3132	3049	1175	391	2231	857	1374	2828
%V	82.4%	82.8%	81.9%	79.8%	83.1%	80.5%	84.9%	81.5%
%H		97.3%	37.5%	12.5%	71.2%	27.4%	43.9%	90.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West / Border Macro

Household level data

Table 24.1: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
AB	674	651	279	92	407	161	246	645
%V	19.9%	20.0%	24.5%	18.7%	19.7%	25.3%	17.2%	22.1%
%H (All HH)		96.6%	41.4%	13.6%	60.4%	23.9%	36.5%	95.7%
%H (TV HH)			42.9%	14.1%	62.5%	24.7%	37.8%	
C1	916	888	295	140	574	180	395	840
%V	27.0%	27.3%	25.9%	28.4%	27.7%	28.3%	27.6%	28.8%
%H (All HH)		96.9%	32.2%	15.3%	62.7%	19.7%	43.1%	91.7%
%H (TV HH)			33.2%	15.8%	64.6%	20.3%	44.5%	
C2	595	576	227	111	350	134	216	546
%V	17.6%	17.7%	19.9%	22.5%	16.9%	21.0%	15.1%	18.7%
%H (All HH)		96.8%	38.2%	18.7%	58.8%	22.5%	36.3%	91.8%
%H (TV HH)			39.4%	19.3%	60.8%	23.3%	37.5%	
D	592	554	174	88	338	96	242	493
%V	17.5%	17.0%	15.3%	17.8%	16.3%	15.1%	16.9%	16.9%
%H (All HH)		93.6%	29.4%	14.9%	57.1%	16.2%	40.9%	83.3%
%H (TV HH)			31.4%	15.9%	61.0%	17.3%	43.7%	
E	611	584	165	63	400	66	334	392
%V	18.0%	18.0%	14.5%	12.8%	19.3%	10.4%	23.3%	13.4%
%H (All HH)		95.6%	27.0%	10.3%	65.5%	10.8%	54.7%	64.2%
%H (TV HH)			28.3%	10.8%	68.5%	11.3%	57.2%	

Base: ITV North West / Border Macro - 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

ITV North West / Border Macro

Household level data

Table 24.2: 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	3387	3253	1140	493	2069	637	1433	2917
%V (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Under 25	112	94	21	13	45	9	36	102
%V	3.3%	2.9%	1.8%	2.6%	2.2%	1.4%	2.5%	3.5%
%H (All HH)		83.9%	18.8%	11.6%	40.2%	8.0%	32.1%	91.1%
%H (TV HH)			22.3%	13.8%	47.9%	9.6%	38.3%	
25 - 34	515	470	164	56	217	57	161	496
%V	15.2%	14.4%	14.4%	11.4%	10.5%	8.9%	11.2%	17.0%
%H (All HH)		91.3%	31.8%	10.9%	42.1%	11.1%	31.3%	96.3%
%H (TV HH)			34.9%	11.9%	46.2%	12.1%	34.3%	
35 - 44	517	495	185	85	265	81	184	494
%V	15.3%	15.2%	16.2%	17.2%	12.8%	12.7%	12.8%	16.9%
%H (All HH)		95.7%	35.8%	16.4%	51.3%	15.7%	35.6%	95.6%
%H (TV HH)			37.4%	17.2%	53.5%	16.4%	37.2%	
45 - 54	625	606	238	110	376	145	230	589
%V	18.5%	18.6%	20.9%	22.3%	18.2%	22.8%	16.1%	20.2%
%H (All HH)		97.0%	38.1%	17.6%	60.2%	23.2%	36.8%	94.2%
%H (TV HH)			39.3%	18.2%	62.0%	23.9%	38.0%	
55 - 64	635	615	231	111	433	161	272	567
%V	18.7%	18.9%	20.3%	22.5%	20.9%	25.3%	19.0%	19.4%
%H (All HH)		96.9%	36.4%	17.5%	68.2%	25.4%	42.8%	89.3%
%H (TV HH)			37.6%	18.0%	70.4%	26.2%	44.2%	
65 +	985	972	301	118	734	185	549	668
%V	29.1%	29.9%	26.4%	23.9%	35.5%	29.0%	38.3%	22.9%
%H (All HH)		98.7%	30.6%	12.0%	74.5%	18.8%	55.7%	67.8%
%H (TV HH)			31.0%	12.1%	75.5%	19.0%	56.5%	

Base: ITV North West / Border Macro - 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

ITV North West / Border Macro

Household level data

Table 24.3: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
1	1102	1030	266	111	745	137	608	746
%V	32.5%	31.7%	23.3%	22.5%	36.0%	21.5%	42.4%	25.6%
%H (All HH)		93.5%	24.1%	10.1%	67.6%	12.4%	55.2%	67.7%
%H (TV HH)			25.8%	10.8%	72.3%	13.3%	59.0%	
2	1135	1099	408	160	719	240	479	1042
%V	33.5%	33.8%	35.8%	32.5%	34.8%	37.7%	33.4%	35.7%
%H (All HH)		96.8%	35.9%	14.1%	63.3%	21.1%	42.2%	91.8%
%H (TV HH)			37.1%	14.6%	65.4%	21.8%	43.6%	
3	530	520	214	98	292	127	165	518
%V	15.6%	16.0%	18.8%	19.9%	14.1%	19.9%	11.5%	17.8%
%H (All HH)		98.1%	40.4%	18.5%	55.1%	24.0%	31.1%	97.7%
%H (TV HH)			41.2%	18.8%	56.2%	24.4%	31.7%	
4	404	395	169	77	217	100	117	399
%V	11.9%	12.1%	14.8%	15.6%	10.5%	15.7%	8.2%	13.7%
%H (All HH)		97.8%	41.8%	19.1%	53.7%	24.8%	29.0%	98.8%
%H (TV HH)			42.8%	19.5%	54.9%	25.3%	29.6%	
5+	217	209	83	46	96	33	63	213
%V	6.4%	6.4%	7.3%	9.3%	4.6%	5.2%	4.4%	7.3%
%H (All HH)		96.3%	38.2%	21.2%	44.2%	15.2%	29.0%	98.2%
%H (TV HH)			39.7%	22.0%	45.9%	15.8%	30.1%	
Average HH size	2.29	2.31	2.50	2.62	2.15	2.47	2.00	2.45

Base: ITV North West / Border Macro - 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

ITV North West / Border Macro

Household level data

Table 24.4: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Without	2554	2440	808	356	1653	482	1171	2102
%V	75.4%	75.0%	70.9%	72.2%	79.9%	75.7%	81.7%	72.1%
%H (All HH)		95.5%	31.6%	13.9%	64.7%	18.9%	45.8%	82.3%
%H (TV HH)			33.1%	14.6%	67.7%	19.8%	48.0%	
With	833	813	332	137	416	155	261	815
%V	24.6%	25.0%	29.1%	27.8%	20.1%	24.3%	18.2%	27.9%
%H (All HH)		97.6%	39.9%	16.4%	49.9%	18.6%	31.3%	97.8%
%H (TV HH)			40.8%	16.9%	51.2%	19.1%	32.1%	
0 - 3	290	278	114	33	114	32	82	282
%V	8.6%	8.5%	10.0%	6.7%	5.5%	5.0%	5.7%	9.7%
%H (All HH)		95.9%	39.3%	11.4%	39.3%	11.0%	28.3%	97.2%
%H (TV HH)			41.0%	11.9%	41.0%	11.5%	29.5%	
4 - 9	440	430	171	67	224	77	147	429
%V	13.0%	13.2%	15.0%	13.6%	10.8%	12.1%	10.3%	14.7%
%H (All HH)		97.7%	38.9%	15.2%	50.9%	17.5%	33.4%	97.5%
%H (TV HH)			39.8%	15.6%	52.1%	17.9%	34.2%	
10 - 15	425	416	176	82	227	99	128	418
%V	12.5%	12.8%	15.4%	16.6%	11.0%	15.5%	8.9%	14.3%
%H (All HH)		97.9%	41.4%	19.3%	53.4%	23.3%	30.1%	98.4%
%H (TV HH)			42.3%	19.7%	54.6%	23.8%	30.8%	

Base: ITV North West / Border Macro - 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

ITV North West / Border Macro

Household level data

Table 24.5: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
1	1368	1368	371	159	802	95	707	1072
%V	40.4%	42.1%	32.5%	32.3%	38.8%	14.9%	49.3%	36.8%
%H (All HH)		100.0%	27.1%	11.6%	58.6%	6.9%	51.7%	78.4%
%H (TV HH)			27.1%	11.6%	58.6%	6.9%	51.7%	
2	1056	1056	398	166	685	237	447	938
%V	31.2%	32.5%	34.9%	33.7%	33.1%	37.2%	31.2%	32.2%
%H (All HH)		100.0%	37.7%	15.7%	64.9%	22.4%	42.3%	88.8%
%H (TV HH)			37.7%	15.7%	64.9%	22.4%	42.3%	
3	516	516	222	98	348	164	184	494
%V	15.2%	15.9%	19.5%	19.9%	16.8%	25.7%	12.8%	16.9%
%H (All HH)		100.0%	43.0%	19.0%	67.4%	31.8%	35.7%	95.7%
%H (TV HH)			43.0%	19.0%	67.4%	31.8%	35.7%	
4	230	230	106	52	171	99	72	227
%V	6.8%	7.1%	9.3%	10.5%	8.3%	15.5%	5.0%	7.8%
%H (All HH)		100.0%	46.1%	22.6%	74.3%	43.0%	31.3%	98.7%
%H (TV HH)			46.1%	22.6%	74.3%	43.0%	31.3%	
5+	83	83	43	18	63	41	22	83
%V	2.5%	2.6%	3.8%	3.7%	3.0%	6.4%	1.5%	2.8%
%H (All HH)		100.0%	51.8%	21.7%	75.9%	49.4%	26.5%	100.0%
%H (TV HH)			51.8%	21.7%	75.9%	49.4%	26.5%	

Base: ITV North West / Border Macro - 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 24.6: 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	3387	3253	1140	493	2069	637	1433	2917
%V (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Under 20"	203	203	67	41	160	66	94	182
%V	6.0%	6.2%	5.9%	8.3%	7.7%	10.4%	6.6%	6.2%
%H (All HH)		100.0%	33.0%	20.2%	78.8%	32.5%	46.3%	89.7%
%H (TV HH)			33.0%	20.2%	78.8%	32.5%	46.3%	
20" - 29"	809	809	270	121	619	226	392	690
%V	23.9%	24.9%	23.7%	24.5%	29.9%	35.5%	27.4%	23.7%
%H (All HH)		100.0%	33.4%	15.0%	76.5%	27.9%	48.5%	85.3%
%H (TV HH)			33.4%	15.0%	76.5%	27.9%	48.5%	
30" - 39"	1687	1687	584	251	1158	373	785	1448
%V	49.8%	51.9%	51.2%	50.9%	56.0%	58.6%	54.8%	49.6%
%H (All HH)		100.0%	34.6%	14.9%	68.6%	22.1%	46.5%	85.8%
%H (TV HH)			34.6%	14.9%	68.6%	22.1%	46.5%	
40" - 49"	1620	1620	650	288	993	392	601	1493
%V	47.8%	49.8%	57.0%	58.4%	48.0%	61.5%	41.9%	51.2%
%H (All HH)		100.0%	40.1%	17.8%	61.3%	24.2%	37.1%	92.2%
%H (TV HH)			40.1%	17.8%	61.3%	24.2%	37.1%	
50" - 59"	624	624	282	112	354	169	185	604
%V	18.4%	19.2%	24.7%	22.7%	17.1%	26.5%	12.9%	20.7%
%H (All HH)		100.0%	45.2%	17.9%	56.7%	27.1%	29.6%	96.8%
%H (TV HH)			45.2%	17.9%	56.7%	27.1%	29.6%	
60"+	82	82	39	13	49	23	26	82
%V	2.4%	2.5%	3.4%	2.6%	2.4%	3.6%	1.8%	2.8%
%H (All HH)		100.0%	47.6%	15.9%	59.8%	28.0%	31.7%	100.0%
%H (TV HH)			47.6%	15.9%	59.8%	28.0%	31.7%	

Base: ITV North West / Border Macro - 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 24.7: 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	3387	3253	1140	493	2069	637	1433	2917
%V (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Main living room	3217	3217	1133	491	2048	635	1414	2783
%V	95.0%	98.9%	99.4%	99.6%	99.0%	99.7%	98.7%	95.4%
%H (All HH)		100.0%	35.2%	15.3%	63.7%	19.7%	44.0%	86.5%
%H (TV HH)			35.2%	15.3%	63.7%	19.7%	44.0%	
Kitchen	263	263	128	42	207	111	97	250
%V	7.8%	8.1%	11.2%	8.5%	10.0%	17.4%	6.8%	8.6%
%H (All HH)		100.0%	48.7%	16.0%	78.7%	42.2%	36.9%	95.1%
%H (TV HH)			48.7%	16.0%	78.7%	42.2%	36.9%	
Adult's bedroom	1505	1505	611	265	1017	433	583	1382
%V	44.4%	46.3%	53.6%	53.8%	49.2%	68.0%	40.7%	47.4%
%H (All HH)		100.0%	40.6%	17.6%	67.6%	28.8%	38.7%	91.8%
%H (TV HH)			40.6%	17.6%	67.6%	28.8%	38.7%	
Child's bedroom	246	246	109	48	161	85	75	241
%V	7.3%	7.6%	9.6%	9.7%	7.8%	13.3%	5.2%	8.3%
%H (All HH)		100.0%	44.3%	19.5%	65.4%	34.6%	30.5%	98.0%
%H (TV HH)			44.3%	19.5%	65.4%	34.6%	30.5%	
Other bedroom	251	251	99	50	180	81	99	241
%V	7.4%	7.7%	8.7%	10.1%	8.7%	12.7%	6.9%	8.3%
%H (All HH)		100.0%	39.4%	19.9%	71.7%	32.3%	39.4%	96.0%
%H (TV HH)			39.4%	19.9%	71.7%	32.3%	39.4%	
Second living/dining room	315	315	133	75	225	118	107	304
%V	9.3%	9.7%	11.7%	15.2%	10.9%	18.5%	7.5%	10.4%
%H (All HH)		100.0%	42.2%	23.8%	71.4%	37.5%	34.0%	96.5%
%H (TV HH)			42.2%	23.8%	71.4%	37.5%	34.0%	
Study/office	38	38	24	4	24	16	8	37
%V	1.1%	1.2%	2.1%	0.8%	1.2%	2.5%	0.6%	1.3%
%H (All HH)		100.0%	63.2%	10.5%	63.2%	42.1%	21.1%	97.4%
%H (TV HH)			63.2%	10.5%	63.2%	42.1%	21.1%	
TV room	16	16	12	1	8	6	3	16
%V	0.5%	0.5%	1.1%	0.2%	0.4%	0.9%	0.2%	0.5%
%H (All HH)		100.0%	75.0%	6.3%	50.0%	37.5%	18.8%	100.0%
%H (TV HH)			75.0%	6.3%	50.0%	37.5%	18.8%	
Conservatory	60	60	32	9	48	29	19	59
%V	1.8%	1.8%	2.8%	1.8%	2.3%	4.6%	1.3%	2.0%
%H (All HH)		100.0%	53.3%	15.0%	80.0%	48.3%	31.7%	98.3%
%H (TV HH)			53.3%	15.0%	80.0%	48.3%	31.7%	
Attic or loft room	9	9	6	0	5	3	2	8
%V	0.3%	0.3%	0.5%	0.0%	0.2%	0.5%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	55.6%	33.3%	22.2%	88.9%
%H (TV HH)			66.7%	0.0%	55.6%	33.3%	22.2%	
No specific location	2	2	0	1	2	0	2	2
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%	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	17	17	6	1	13	4	9	16
%V	0.5%	0.5%	0.5%	0.2%	0.6%	0.6%	0.6%	0.5%
%H (All HH)		100.0%	35.3%	5.9%	76.5%	23.5%	52.9%	94.1%
%H (TV HH)			35.3%	5.9%	76.5%	23.5%	52.9%	

Base: ITV North West / Border Macro - 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 24.8: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Any DSAT provider	1140	1140	1140	14	439	439	0	1061
%V	33.7%	35.0%	100.0%	2.8%	21.2%	68.9%	0.0%	36.4%
%H (All HH)			100.0%	1.2%	38.5%	38.5%	0.0%	93.1%
%H (TV HH)			100.0%	1.2%	38.5%	38.5%	0.0%	
Sky with subcription	1013	1013	1013	10	385	385	0	948
%V	29.9%	31.1%	88.9%	2.0%	18.6%	60.4%	0.0%	32.5%
%H (All HH)			100.0%	1.0%	38.0%	38.0%	0.0%	93.6%
%H (TV HH)			100.0%	1.0%	38.0%	38.0%	0.0%	
Sky without subscription	40	40	40	1	18	18	0	36
%V	1.2%	1.2%	3.5%	0.2%	0.9%	2.8%	0.0%	1.2%
%H (All HH)			100.0%	2.5%	45.0%	45.0%	0.0%	90.0%
%H (TV HH)			100.0%	2.5%	45.0%	45.0%	0.0%	
Freesat	83	83	83	2	44	44	0	77
%V	2.5%	2.6%	7.3%	0.4%	2.1%	6.9%	0.0%	2.6%
%H (All HH)			100.0%	2.4%	53.0%	53.0%	0.0%	92.8%
%H (TV HH)			100.0%	2.4%	53.0%	53.0%	0.0%	
Other satellite provider	44	44	44	3	17	17	0	40
%V	1.3%	1.4%	3.9%	0.6%	0.8%	2.7%	0.0%	1.4%
%H (All HH)			100.0%	6.8%	38.6%	38.6%	0.0%	90.9%
%H (TV HH)			100.0%	6.8%	38.6%	38.6%	0.0%	
DCAB	493	493	14	493	205	205	0	472
%V	14.6%	15.2%	1.2%	100.0%	9.9%	32.2%	0.0%	16.2%
%H (All HH)			2.8%	100.0%	41.6%	41.6%	0.0%	95.7%
%H (TV HH)			2.8%	100.0%	41.6%	41.6%	0.0%	
DTT	2069	2069	439	205	2069	637	1433	1697
%V	61.1%	63.6%	38.5%	41.6%	100.0%	100.0%	100.0%	58.2%
%H (All HH)		100.0%	21.2%	9.9%	100.0%	30.8%	69.3%	82.0%
%H (TV HH)			21.2%	9.9%	100.0%	30.8%	69.3%	

Base: ITV North West / Border Macro - 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 24.9: 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	3387	3253	1140	493	2069	637	1433	2917
%H (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
PVR	1802	1802	1054	467	885	592	293	1687
%V	53.2%	55.4%	92.5%	94.7%	42.8%	92.9%	20.4%	57.8%
%H (All HH)		100.0%	58.5%	25.9%	49.1%	32.9%	16.3%	93.6%
%H (TV HH)			58.5%	25.9%	49.1%	32.9%	16.3%	
DVDR	19	19	5	2	18	5	12	16
%V	0.6%	0.6%	0.4%	0.4%	0.9%	0.8%	0.8%	0.5%
%H (All HH)		100.0%	26.3%	10.5%	94.7%	26.3%	63.2%	84.2%
%H (TV HH)			26.3%	10.5%	94.7%	26.3%	63.2%	
VCR	10	10	3	1	9	3	6	9
%V	0.3%	0.3%	0.3%	0.2%	0.4%	0.5%	0.4%	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	1813	1813	1054	467	897	592	305	1695
%V	53.5%	55.7%	92.5%	94.7%	43.4%	92.9%	21.3%	58.1%
%H (All HH)		100.0%	58.1%	25.8%	49.5%	32.7%	16.8%	93.5%
%H (TV HH)			58.1%	25.8%	49.5%	32.7%	16.8%	
Receives HDTV (via STB or built-in reception)	2230	2230	1031	370	1423	581	842	2034
%V	65.8%	68.6%	90.4%	75.1%	68.8%	91.2%	58.8%	69.7%
%H (All HH)		100.0%	46.2%	16.6%	63.8%	26.1%	37.8%	91.2%
%H (TV HH)			46.2%	16.6%	63.8%	26.1%	37.8%	
DVD/Blu-ray player or recorder	1557	1557	566	253	1061	397	664	1403
%V	46.0%	47.9%	49.6%	51.3%	51.3%	62.3%	46.3%	48.1%
%H (All HH)		100.0%	36.4%	16.2%	68.1%	25.5%	42.6%	90.1%
%H (TV HH)			36.4%	16.2%	68.1%	25.5%	42.6%	

Base: ITV North West / Border Macro - 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 24.10: 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	3387	3253	1140	493	2069	637	1433	2917
%V (All HH)		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%
%H (TV HH)			35.0%	15.2%	63.6%	19.6%	44.1%	
Has broadband internet	2917	2814	1061	472	1697	597	1100	2917
%V	86.1%	86.5%	93.1%	95.7%	82.0%	93.7%	76.8%	100.0%
%H (All HH)		96.5%	36.4%	16.2%	58.2%	20.5%	37.7%	100.0%
%H (TV HH)			37.7%	16.8%	60.3%	21.2%	39.1%	
Number of computers (PCs and laptops)								
0	784	737	174	68	515	68	448	352
%V	23.1%	22.7%	15.3%	13.8%	24.9%	10.7%	31.3%	12.1%
%H (All HH)		94.0%	22.2%	8.7%	65.7%	8.7%	57.1%	44.9%
%H (TV HH)			23.6%	9.2%	69.9%	9.2%	60.8%	
1	957	911	321	144	561	163	398	930
%V	28.3%	28.0%	28.2%	29.2%	27.1%	25.6%	27.8%	31.9%
%H (All HH)		95.2%	33.5%	15.0%	58.6%	17.0%	41.6%	97.2%
%H (TV HH)			35.2%	15.8%	61.6%	17.9%	43.7%	
2	840	819	311	122	506	178	328	831
%V	24.8%	25.2%	27.3%	24.7%	24.5%	27.9%	22.9%	28.5%
%H (All HH)		97.5%	37.0%	14.5%	60.2%	21.2%	39.0%	98.9%
%H (TV HH)			38.0%	14.9%	61.8%	21.7%	40.0%	
3	379	370	162	67	234	108	126	378
%V	11.2%	11.4%	14.2%	13.6%	11.3%	17.0%	8.8%	13.0%
%H (All HH)		97.6%	42.7%	17.7%	61.7%	28.5%	33.2%	99.7%
%H (TV HH)			43.8%	18.1%	63.2%	29.2%	34.1%	
4	215	210	90	49	131	66	65	215
%V	6.3%	6.5%	7.9%	9.9%	6.3%	10.4%	4.5%	7.4%
%H (All HH)		97.7%	41.9%	22.8%	60.9%	30.7%	30.2%	100.0%
%H (TV HH)			42.9%	23.3%	62.4%	31.4%	31.0%	
5+	210	206	82	43	122	55	68	210
%V	6.2%	6.3%	7.2%	8.7%	5.9%	8.6%	4.7%	7.2%
%H (All HH)		98.1%	39.0%	20.5%	58.1%	26.2%	32.4%	100.0%
%H (TV HH)			39.8%	20.9%	59.2%	26.7%	33.0%	

Base: ITV North West / Border Macro - 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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Set level data

Table 24.11: 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	6399	2491	1089	4251	1687	2564	5789
%H		38.9%	17.0%	66.4%	26.4%	40.1%	90.5%
Under 20"	240	82	49	193	84	109	219
%V	3.8%	3.3%	4.5%	4.5%	5.0%	4.3%	3.8%
%H		34.2%	20.4%	80.4%	35.0%	45.4%	91.3%
20" - 29"	1014	340	160	780	293	486	877
%V	15.8%	13.6%	14.7%	18.3%	17.4%	19.0%	15.1%
%H		33.5%	15.8%	76.9%	28.9%	47.9%	86.5%
30" - 39"	2246	831	357	1532	554	978	1972
%V	35.1%	33.4%	32.8%	36.0%	32.8%	38.1%	34.1%
%H		37.0%	15.9%	68.2%	24.7%	43.5%	87.8%
40" - 49"	1986	828	368	1219	516	704	1845
%V	31.0%	33.2%	33.8%	28.7%	30.6%	27.5%	31.9%
%H		41.7%	18.5%	61.4%	26.0%	35.4%	92.9%
50" - 59"	727	338	130	413	203	210	707
%V	11.4%	13.6%	11.9%	9.7%	12.0%	8.2%	12.2%
%H		46.5%	17.9%	56.8%	27.9%	28.9%	97.2%
60"+	95	47	14	58	28	31	95
%V	1.5%	1.9%	1.3%	1.4%	1.7%	1.2%	1.6%
%H		49.5%	14.7%	61.1%	29.5%	32.6%	100.0%
Don't know	90	24	13	56	9	47	74
%V	1.4%	1.0%	1.2%	1.3%	0.5%	1.8%	1.3%
%H		26.7%	14.4%	62.2%	10.0%	52.2%	82.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.12: 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	6399	2491	1089	4251	1687	2564	5789
%H		38.9%	17.0%	66.4%	26.4%	40.1%	90.5%
Main living room	3257	1144	501	2070	640	1430	2822
%V	50.9%	45.9%	46.0%	48.7%	37.9%	55.8%	48.7%
%H		35.1%	15.4%	63.6%	19.6%	43.9%	86.6%
Kitchen	266	130	43	208	111	97	252
%V	4.2%	5.2%	3.9%	4.9%	6.6%	3.8%	4.4%
%H		48.9%	16.2%	78.2%	41.7%	36.5%	94.7%
Adult's bedroom	1793	739	322	1217	541	677	1661
%V	28.0%	29.7%	29.6%	28.6%	32.1%	26.4%	28.7%
%H		41.2%	18.0%	67.9%	30.2%	37.8%	92.6%
Child's bedroom	325	144	66	215	116	99	319
%V	5.1%	5.8%	6.1%	5.1%	6.9%	3.9%	5.5%
%H		44.3%	20.3%	66.2%	35.7%	30.5%	98.2%
Other bedroom	297	119	65	212	100	112	287
%V	4.6%	4.8%	6.0%	5.0%	5.9%	4.4%	5.0%
%H		40.1%	21.9%	71.4%	33.7%	37.7%	96.6%
Second living/dining room	320	136	76	228	121	108	309
%V	5.0%	5.5%	7.0%	5.4%	7.2%	4.2%	5.3%
%H		42.5%	23.8%	71.3%	37.8%	33.8%	96.6%
Study/office	38	24	4	24	16	8	37
%V	0.6%	1.0%	0.4%	0.6%	0.9%	0.3%	0.6%
%H		63.2%	10.5%	63.2%	42.1%	21.1%	97.4%
TV room	16	12	1	8	6	3	16
%V	0.3%	0.5%	0.1%	0.2%	0.4%	0.1%	0.3%
%H		75.0%	6.3%	50.0%	37.5%	18.8%	100.0%
Conservatory	60	32	9	48	29	19	59
%V	0.9%	1.3%	0.8%	1.1%	1.7%	0.7%	1.0%
%H		53.3%	15.0%	80.0%	48.3%	31.7%	98.3%
Attic or loft room	9	6	0	5	3	2	8
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	0.0%	55.6%	33.3%	22.2%	88.9%
No specific location	2	0	1	2	0	2	2
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	50.0%	100.0%	0.0%	100.0%	100.0%
Other	17	6	1	13	4	9	16
%V	0.3%	0.2%	0.1%	0.3%	0.2%	0.4%	0.3%
%H		35.3%	5.9%	76.5%	23.5%	52.9%	94.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6399	2491	1089	4251	1687	2564	5789
%H		38.9%	17.0%	66.4%	26.4%	40.1%	90.5%
PVR	2712	1685	712	1210	869	341	2583
%V	42.4%	67.6%	65.4%	28.5%	51.5%	13.3%	44.6%
%H		62.1%	26.3%	44.6%	32.0%	12.6%	95.2%
DVDR	19	5	2	18	5	13	16
%V	0.3%	0.2%	0.2%	0.4%	0.3%	0.5%	0.3%
%H		26.3%	10.5%	94.7%	26.3%	68.4%	84.2%
VCR	11	3	2	10	4	6	10
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		27.3%	18.2%	90.9%	36.4%	54.5%	90.9%
Any recorder	2728	1686	713	1225	870	355	2594
%V	42.6%	67.7%	65.5%	28.8%	51.6%	13.8%	44.8%
%H		61.8%	26.1%	44.9%	31.9%	13.0%	95.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: 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	6399	2491	1089	4251	1687	2564	5789
%H		38.9%	17.0%	66.4%	26.4%	40.1%	90.5%
Receives HDTV (via STB or built-in reception)	3617	1790	623	2290	1055	1235	3377
%V	56.5%	71.9%	57.2%	53.9%	62.5%	48.2%	58.3%
%H		49.5%	17.2%	63.3%	29.2%	34.1%	93.4%
DVD/Blu-ray player or recorder	2120	800	363	1463	600	863	1951
%V	33.1%	32.1%	33.3%	34.4%	35.6%	33.7%	33.7%
%H		37.7%	17.1%	69.0%	28.3%	40.7%	92.0%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 24.15: 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	3252	1139	493	2069	637	1433	2813
%H		35.0%	15.2%	63.6%	19.6%	44.1%	86.5%
Under 20"	20	4	1	16	2	14	11
%V	0.6%	0.4%	0.2%	0.8%	0.3%	1.0%	0.4%
%H		20.0%	5.0%	80.0%	10.0%	70.0%	55.0%
20" - 29"	200	34	24	152	25	127	136
%V	6.2%	3.0%	4.9%	7.3%	3.9%	8.9%	4.8%
%H		17.0%	12.0%	76.0%	12.5%	63.5%	68.0%
30" - 39"	988	272	121	681	134	547	777
%V	30.4%	23.9%	24.5%	32.9%	21.0%	38.2%	27.6%
%H		27.5%	12.2%	68.9%	13.6%	55.4%	78.6%
40" - 49"	1359	526	234	833	304	529	1240
%V	41.8%	46.2%	47.5%	40.3%	47.7%	36.9%	44.1%
%H		38.7%	17.2%	61.3%	22.4%	38.9%	91.2%
50" - 59"	558	250	97	313	146	167	537
%V	17.2%	21.9%	19.7%	15.1%	22.9%	11.7%	19.1%
%H		44.8%	17.4%	56.1%	26.2%	29.9%	96.2%
60"+	73	36	11	44	21	23	73
%V	2.2%	3.2%	2.2%	2.1%	3.3%	1.6%	2.6%
%H		49.3%	15.1%	60.3%	28.8%	31.5%	100.0%
Don't know	53	17	6	31	5	26	39
%V	1.6%	1.5%	1.2%	1.5%	0.8%	1.8%	1.4%
%H		32.1%	11.3%	58.5%	9.4%	49.1%	73.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.16: 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	3252	1139	493	2069	637	1433	2813
%H		35.0%	15.2%	63.6%	19.6%	44.1%	86.5%
PVR	1762	1045	455	854	579	275	1653
%V	54.2%	91.7%	92.3%	41.3%	90.9%	19.2%	58.8%
%H		59.3%	25.8%	48.5%	32.9%	15.6%	93.8%
DVDR	15	5	2	14	4	9	12
%V	0.5%	0.4%	0.4%	0.7%	0.6%	0.6%	0.4%
%H		33.3%	13.3%	93.3%	26.7%	60.0%	80.0%
VCR	7	2	1	6	2	4	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
%H		28.6%	14.3%	85.7%	28.6%	57.1%	71.4%
Any recorder	1772	1045	455	864	579	285	1659
%V	54.5%	91.7%	92.3%	41.8%	90.9%	19.9%	59.0%
%H		59.0%	25.7%	48.8%	32.7%	16.1%	93.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: 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	3252	1139	493	2069	637	1433	2813
%H		35.0%	15.2%	63.6%	19.6%	44.1%	86.5%
Receives HDTV (via STB or built-in reception)	2194	1022	366	1392	572	820	2002
%V	67.5%	89.7%	74.2%	67.3%	89.8%	57.2%	71.2%
%H		46.6%	16.7%	63.4%	26.1%	37.4%	91.2%
DVD/Blu-ray player or recorder	1338	479	210	918	334	584	1191
%V	41.1%	42.1%	42.6%	44.4%	52.4%	40.8%	42.3%
%H		35.8%	15.7%	68.6%	25.0%	43.6%	89.0%

Base: ITV North West / Border Macro - 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 24.18: 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	3147	1351	597	2182	1050	1131	2976
%H		42.9%	19.0%	69.3%	33.4%	35.9%	94.6%
Under 20"	220	78	48	177	82	95	208
%V	7.0%	5.8%	8.0%	8.1%	7.8%	8.4%	7.0%
%H		35.5%	21.8%	80.5%	37.3%	43.2%	94.5%
20" - 29"	814	305	136	628	269	359	741
%V	25.9%	22.6%	22.8%	28.8%	25.6%	31.7%	24.9%
%H		37.5%	16.7%	77.1%	33.0%	44.1%	91.0%
30" - 39"	1258	559	236	851	420	431	1195
%V	40.0%	41.4%	39.5%	39.0%	40.0%	38.1%	40.2%
%H		44.4%	18.8%	67.6%	33.4%	34.3%	95.0%
40" - 49"	627	302	134	386	212	174	605
%V	19.9%	22.4%	22.4%	17.7%	20.2%	15.4%	20.3%
%H		48.2%	21.4%	61.6%	33.8%	27.8%	96.5%
50" - 59"	169	88	32	100	56	43	169
%V	5.4%	6.5%	5.4%	4.6%	5.3%	3.8%	5.7%
%H		52.1%	18.9%	59.2%	33.1%	25.4%	100.0%
60"+	22	11	3	15	7	8	22
%V	0.7%	0.8%	0.5%	0.7%	0.7%	0.7%	0.7%
%H		50.0%	13.6%	68.2%	31.8%	36.4%	100.0%
Don't know	37	8	7	24	4	21	35
%V	1.2%	0.6%	1.2%	1.1%	0.4%	1.9%	1.2%
%H		21.6%	18.9%	64.9%	10.8%	56.8%	94.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.19: 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	3147	1351	597	2182	1050	1131	2976
%H		42.9%	19.0%	69.3%	33.4%	35.9%	94.6%
PVR	949	640	258	355	290	66	930
%V	30.2%	47.4%	43.2%	16.3%	27.6%	5.8%	31.3%
%H		67.4%	27.2%	37.4%	30.6%	7.0%	98.0%
DVDR	4	1	0	4	1	4	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.4%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	100.0%	100.0%
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	955	641	258	361	290	70	935
%V	30.3%	47.4%	43.2%	16.5%	27.6%	6.2%	31.4%
%H		67.1%	27.0%	37.8%	30.4%	7.3%	97.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: 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	3147	1351	597	2182	1050	1131	2976
%H		42.9%	19.0%	69.3%	33.4%	35.9%	94.6%
Receives HDTV (via STB or built-in reception)	1422	767	257	899	483	415	1375
%V	45.2%	56.8%	43.0%	41.2%	46.0%	36.7%	46.2%
%H		53.9%	18.1%	63.2%	34.0%	29.2%	96.7%
DVD/Blu-ray player or recorder	782	322	154	545	266	279	760
%V	24.8%	23.8%	25.8%	25.0%	25.3%	24.7%	25.5%
%H		41.2%	19.7%	69.7%	34.0%	35.7%	97.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 24.21: 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	7761	7503	2850	1289	4444	1575	2869	7141
%H		96.7%	36.7%	16.6%	57.3%	20.3%	37.0%	92.0%
Total Children	1504	1459	573	247	736	264	473	1473
%V	19.4%	19.4%	20.1%	19.2%	16.6%	16.8%	16.5%	20.6%
%H		97.0%	38.1%	16.4%	48.9%	17.6%	31.4%	97.9%
0 - 3	352	338	131	43	143	39	105	343
%V	4.5%	4.5%	4.6%	3.3%	3.2%	2.5%	3.7%	4.8%
%H		96.0%	37.2%	12.2%	40.6%	11.1%	29.8%	97.4%
4 - 15	1152	1120	442	204	593	225	368	1130
%V	14.8%	14.9%	15.5%	15.8%	13.3%	14.3%	12.8%	15.8%
%H		97.2%	38.4%	17.7%	51.5%	19.5%	31.9%	98.1%
4-9	583	565	216	89	293	98	194	570
%V	7.5%	7.5%	7.6%	6.9%	6.6%	6.2%	6.8%	8.0%
%H		96.9%	37.0%	15.3%	50.3%	16.8%	33.3%	97.8%
10 - 15	570	555	226	116	300	127	174	560
%V	7.3%	7.4%	7.9%	9.0%	6.8%	8.1%	6.1%	7.8%
%H		97.4%	39.6%	20.4%	52.6%	22.3%	30.5%	98.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Individual level data

Table 24.22: 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	7761	7503	2850	1289	4444	1575	2869	7141
%H		96.7%	36.7%	16.6%	57.3%	20.3%	37.0%	92.0%
Total Adults (16+)	6257	6045	2277	1042	3708	1311	2396	5668
%V	80.6%	80.6%	79.9%	80.8%	83.4%	83.2%	83.5%	79.4%
%H		96.6%	36.4%	16.7%	59.3%	21.0%	38.3%	90.6%
16 - 19	305	297	127	69	169	77	92	297
%V	3.9%	4.0%	4.5%	5.4%	3.8%	4.9%	3.2%	4.2%
%H		97.4%	41.6%	22.6%	55.4%	25.2%	30.2%	97.4%
20 - 24	457	428	143	86	241	98	143	444
%V	5.9%	5.7%	5.0%	6.7%	5.4%	6.2%	5.0%	6.2%
%H		93.7%	31.3%	18.8%	52.7%	21.4%	31.3%	97.2%
25 - 34	1028	948	346	137	462	147	315	997
%V	13.2%	12.6%	12.1%	10.6%	10.4%	9.3%	11.0%	14.0%
%H		92.2%	33.7%	13.3%	44.9%	14.3%	30.6%	97.0%
35 - 44	944	912	351	168	473	149	324	906
%V	12.2%	12.2%	12.3%	13.0%	10.6%	9.5%	11.3%	12.7%
%H		96.6%	37.2%	17.8%	50.1%	15.8%	34.3%	96.0%
45 - 54	1047	1019	427	196	620	260	360	1001
%V	13.5%	13.6%	15.0%	15.2%	14.0%	16.5%	12.5%	14.0%
%H		97.3%	40.8%	18.7%	59.2%	24.8%	34.4%	95.6%
55 - 64	1020	1000	409	194	670	279	391	941
%V	13.1%	13.3%	14.4%	15.1%	15.1%	17.7%	13.6%	13.2%
%H		98.0%	40.1%	19.0%	65.7%	27.4%	38.3%	92.3%
65+	1456	1441	473	192	1074	302	771	1082
%V	18.8%	19.2%	16.6%	14.9%	24.2%	19.2%	26.9%	15.2%
%H		99.0%	32.5%	13.2%	73.8%	20.7%	53.0%	74.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 24.23: 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+)	6257	6045	2277	1042	3708	1311	2396	5668
%H		96.6%	36.4%	16.7%	59.3%	21.0%	38.3%	90.6%
AB	1336	1296	586	209	794	351	443	1302
%V	21.4%	21.4%	25.7%	20.1%	21.4%	26.8%	18.5%	23.0%
%H		97.0%	43.9%	15.6%	59.4%	26.3%	33.2%	97.5%
C1	1731	1684	578	298	1070	364	705	1634
%V	27.7%	27.9%	25.4%	28.6%	28.9%	27.8%	29.4%	28.8%
%H		97.3%	33.4%	17.2%	61.8%	21.0%	40.7%	94.4%
C2	1197	1170	496	249	693	305	388	1132
%V	19.1%	19.4%	21.8%	23.9%	18.7%	23.3%	16.2%	20.0%
%H		97.7%	41.4%	20.8%	57.9%	25.5%	32.4%	94.6%
D	1117	1053	354	188	602	188	414	990
%V	17.9%	17.4%	15.5%	18.0%	16.2%	14.3%	17.3%	17.5%
%H		94.3%	31.7%	16.8%	53.9%	16.8%	37.1%	88.6%
E	877	842	263	98	550	104	446	610
%V	14.0%	13.9%	11.6%	9.4%	14.8%	7.9%	18.6%	10.8%
%H		96.0%	30.0%	11.2%	62.7%	11.9%	50.9%	69.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.24: 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+)	6257	6045	2277	1042	3708	1311	2396	5668
%H		96.6%	36.4%	16.7%	59.3%	21.0%	38.3%	90.6%
Working full time	3040	2931	1207	557	1642	662	979	2962
%V	48.6%	48.5%	53.0%	53.5%	44.3%	50.5%	40.9%	52.3%
%H		96.4%	39.7%	18.3%	54.0%	21.8%	32.2%	97.4%
Working part time	539	520	185	103	311	118	193	518
%V	8.6%	8.6%	8.1%	9.9%	8.4%	9.0%	8.1%	9.1%
%H		96.5%	34.3%	19.1%	57.7%	21.9%	35.8%	96.1%
Not working	2673	2589	883	381	1752	531	1222	2183
%V	42.7%	42.8%	38.8%	36.6%	47.2%	40.5%	51.0%	38.5%
%H		96.9%	33.0%	14.3%	65.5%	19.9%	45.7%	81.7%
Houseperson	3387	3253	1140	493	2069	637	1433	2917
%V	54.1%	53.8%	50.1%	47.3%	55.8%	48.6%	59.8%	51.5%
%H		96.0%	33.7%	14.6%	61.1%	18.8%	42.3%	86.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.25: 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+)	3062	2938	1116	517	1786	637	1149	2783
%H		96.0%	36.4%	16.9%	58.3%	20.8%	37.5%	90.9%
16 - 19	160	156	70	33	95	44	51	157
%V	5.2%	5.3%	6.3%	6.4%	5.3%	6.9%	4.4%	5.6%
%H		97.5%	43.8%	20.6%	59.4%	27.5%	31.9%	98.1%
20 - 24	226	212	74	43	127	55	72	222
%V	7.4%	7.2%	6.6%	8.3%	7.1%	8.6%	6.3%	8.0%
%H		93.8%	32.7%	19.0%	56.2%	24.3%	31.9%	98.2%
25 - 34	517	474	170	68	235	75	160	503
%V	16.9%	16.1%	15.2%	13.2%	13.2%	11.8%	13.9%	18.1%
%H		91.7%	32.9%	13.2%	45.5%	14.5%	30.9%	97.3%
35 - 44	463	439	163	81	220	63	157	442
%V	15.1%	14.9%	14.6%	15.7%	12.3%	9.9%	13.7%	15.9%
%H		94.8%	35.2%	17.5%	47.5%	13.6%	33.9%	95.5%
45 - 54	511	497	207	98	301	121	180	479
%V	16.7%	16.9%	18.5%	19.0%	16.9%	19.0%	15.7%	17.2%
%H		97.3%	40.5%	19.2%	58.9%	23.7%	35.2%	93.7%
55 - 64	503	490	200	102	321	134	187	465
%V	16.4%	16.7%	17.9%	19.7%	18.0%	21.0%	16.3%	16.7%
%H		97.4%	39.8%	20.3%	63.8%	26.6%	37.2%	92.4%
65+	682	671	233	94	486	144	342	515
%V	22.3%	22.8%	20.9%	18.2%	27.2%	22.6%	29.8%	18.5%
%H		98.4%	34.2%	13.8%	71.3%	21.1%	50.1%	75.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.26: 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+)	3062	2938	1116	517	1786	637	1149	2783
%H		96.0%	36.4%	16.9%	58.3%	20.8%	37.5%	90.9%
AB	660	637	288	112	385	176	209	647
%V	21.6%	21.7%	25.8%	21.7%	21.6%	27.6%	18.2%	23.2%
%H		96.5%	43.6%	17.0%	58.3%	26.7%	31.7%	98.0%
C1	795	773	262	143	488	164	323	761
%V	26.0%	26.3%	23.5%	27.7%	27.3%	25.7%	28.1%	27.3%
%H		97.2%	33.0%	18.0%	61.4%	20.6%	40.6%	95.7%
C2	637	620	259	124	372	155	217	599
%V	20.8%	21.1%	23.2%	24.0%	20.8%	24.3%	18.9%	21.5%
%H		97.3%	40.7%	19.5%	58.4%	24.3%	34.1%	94.0%
D	557	516	181	90	288	90	197	492
%V	18.2%	17.6%	16.2%	17.4%	16.1%	14.1%	17.1%	17.7%
%H		92.6%	32.5%	16.2%	51.7%	16.2%	35.4%	88.3%
E	413	392	126	49	253	51	202	283
%V	13.5%	13.3%	11.3%	9.5%	14.2%	8.0%	17.6%	10.2%
%H		94.9%	30.5%	11.9%	61.3%	12.3%	48.9%	68.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.27: 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+)	3062	2938	1116	517	1786	637	1149	2783
%H		96.0%	36.4%	16.9%	58.3%	20.8%	37.5%	90.9%
Working full time	1751	1677	683	324	941	379	562	1712
%V	57.2%	57.1%	61.2%	62.7%	52.7%	59.5%	48.9%	61.5%
%H		95.8%	39.0%	18.5%	53.7%	21.6%	32.1%	97.8%
Working part time	142	133	45	27	80	25	54	131
%V	4.6%	4.5%	4.0%	5.2%	4.5%	3.9%	4.7%	4.7%
%H		93.7%	31.7%	19.0%	56.3%	17.6%	38.0%	92.3%
Not working	1167	1126	388	165	764	231	532	937
%V	38.1%	38.3%	34.8%	31.9%	42.8%	36.3%	46.3%	33.7%
%H		96.5%	33.2%	14.1%	65.5%	19.8%	45.6%	80.3%
Houseperson	933	860	248	138	538	118	420	737
%V	30.5%	29.3%	22.2%	26.7%	30.1%	18.5%	36.6%	26.5%
%H		92.2%	26.6%	14.8%	57.7%	12.6%	45.0%	79.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.28: 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+)	3195	3106	1160	525	1922	675	1247	2886
%H		97.2%	36.3%	16.4%	60.2%	21.1%	39.0%	90.3%
16 - 19	145	141	58	36	74	32	41	139
%V	4.5%	4.5%	5.0%	6.9%	3.9%	4.7%	3.3%	4.8%
%H		97.2%	40.0%	24.8%	51.0%	22.1%	28.3%	95.9%
20 - 24	230	216	69	42	114	43	71	223
%V	7.2%	7.0%	5.9%	8.0%	5.9%	6.4%	5.7%	7.7%
%H		93.9%	30.0%	18.3%	49.6%	18.7%	30.9%	97.0%
25 - 34	511	474	176	69	227	71	156	494
%V	16.0%	15.3%	15.2%	13.1%	11.8%	10.5%	12.5%	17.1%
%H		92.8%	34.4%	13.5%	44.4%	13.9%	30.5%	96.7%
35 - 44	481	473	188	87	253	86	167	464
%V	15.1%	15.2%	16.2%	16.6%	13.2%	12.7%	13.4%	16.1%
%H		98.3%	39.1%	18.1%	52.6%	17.9%	34.7%	96.5%
45 - 54	536	522	220	99	318	139	179	522
%V	16.8%	16.8%	19.0%	18.9%	16.5%	20.6%	14.4%	18.1%
%H		97.4%	41.0%	18.5%	59.3%	25.9%	33.4%	97.4%
55 - 64	517	510	209	93	349	144	204	477
%V	16.2%	16.4%	18.0%	17.7%	18.2%	21.3%	16.4%	16.5%
%H		98.6%	40.4%	18.0%	67.5%	27.9%	39.5%	92.3%
65+	774	770	241	98	587	158	429	566
%V	24.2%	24.8%	20.8%	18.7%	30.5%	23.4%	34.4%	19.6%
%H		99.5%	31.1%	12.7%	75.8%	20.4%	55.4%	73.1%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.29: 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+)	3195	3106	1160	525	1922	675	1247	2886
%H		97.2%	36.3%	16.4%	60.2%	21.1%	39.0%	90.3%
AB	676	659	298	97	408	175	233	655
%V	21.2%	21.2%	25.7%	18.5%	21.2%	25.9%	18.7%	22.7%
%H		97.5%	44.1%	14.3%	60.4%	25.9%	34.5%	96.9%
C1	935	911	316	155	582	200	382	873
%V	29.3%	29.3%	27.2%	29.5%	30.3%	29.6%	30.6%	30.2%
%H		97.4%	33.8%	16.6%	62.2%	21.4%	40.9%	93.4%
C2	560	550	237	124	320	149	171	533
%V	17.5%	17.7%	20.4%	23.6%	16.6%	22.1%	13.7%	18.5%
%H		98.2%	42.3%	22.1%	57.1%	26.6%	30.5%	95.2%
D	559	536	173	98	314	97	217	498
%V	17.5%	17.3%	14.9%	18.7%	16.3%	14.4%	17.4%	17.3%
%H		95.9%	30.9%	17.5%	56.2%	17.4%	38.8%	89.1%
E	464	450	136	49	297	53	244	327
%V	14.5%	14.5%	11.7%	9.3%	15.5%	7.9%	19.6%	11.3%
%H		97.0%	29.3%	10.6%	64.0%	11.4%	52.6%	70.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

ITV North West / Border Macro

Individual level data

Table 24.30: 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+)	3195	3106	1160	525	1922	675	1247	2886
%H		97.2%	36.3%	16.4%	60.2%	21.1%	39.0%	90.3%
Working full time	1289	1254	524	233	700	283	417	1250
%V	40.3%	40.4%	45.2%	44.4%	36.4%	41.9%	33.4%	43.3%
%H		97.3%	40.7%	18.1%	54.3%	22.0%	32.4%	97.0%
Working part time	397	387	140	76	231	92	139	387
%V	12.4%	12.5%	12.1%	14.5%	12.0%	13.6%	11.1%	13.4%
%H		97.5%	35.3%	19.1%	58.2%	23.2%	35.0%	97.5%
Not working	1506	1462	495	215	989	299	689	1246
%V	47.1%	47.1%	42.7%	41.0%	51.5%	44.3%	55.3%	43.2%
%H		97.1%	32.9%	14.3%	65.7%	19.9%	45.8%	82.7%
Houseperson	2454	2393	892	355	1531	519	1012	2181
%V	76.8%	77.0%	76.9%	67.6%	79.7%	76.9%	81.2%	75.6%
%H		97.5%	36.3%	14.5%	62.4%	21.1%	41.2%	88.9%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
S4C
Household level data
Table 25.1: 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: S4C - 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

S4C

Household level data

Table 25.2: 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
%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%	
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: S4C - 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

S4C

Household level data

Table 25.3: 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: S4C - 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 25.4: 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: S4C - 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 25.5: 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: S4C - 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 25.6: 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
%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%	
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: S4C - 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 25.7: 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: S4C - 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 25.8: 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: S4C - 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 25.9: 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: S4C - 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 25.10: 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		96.4%	47.7%	8.5%	55.0%	20.7%	34.3%	88.6%
%H (All HH)			49.4%	8.8%	57.0%	21.5%	35.5%	
%H (TV HH)								
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%
%V			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: S4C - 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 25.11: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.12: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.13: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.15: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.16: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.18: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.19: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: 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: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.21: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.22: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.23: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
S4C
Individual level data
Table 25.24: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.25: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.26: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.27: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.28: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.29: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

S4C

Individual level data

Table 25.30: 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: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - South Macro Region

Household level data

Table 26.1: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
AB	2449	2371	1023	291	1500	562	938	2387
%V	28.5%	28.7%	30.2%	28.0%	29.1%	31.7%	27.7%	30.5%
%H (All HH)		96.8%	41.8%	11.9%	61.2%	22.9%	38.3%	97.5%
%H (TV HH)			43.1%	12.3%	63.3%	23.7%	39.6%	
C1	2649	2553	1018	360	1563	546	1017	2471
%V	30.9%	30.9%	30.0%	34.6%	30.3%	30.8%	30.0%	31.6%
%H (All HH)		96.4%	38.4%	13.6%	59.0%	20.6%	38.4%	93.3%
%H (TV HH)			39.9%	14.1%	61.2%	21.4%	39.8%	
C2	1674	1631	721	207	1007	373	635	1532
%V	19.5%	19.7%	21.3%	19.9%	19.5%	21.0%	18.8%	19.6%
%H (All HH)		97.4%	43.1%	12.4%	60.2%	22.3%	37.9%	91.5%
%H (TV HH)			44.2%	12.7%	61.7%	22.9%	38.9%	
D	1110	1049	427	105	649	195	454	926
%V	12.9%	12.7%	12.6%	10.1%	12.6%	11.0%	13.4%	11.8%
%H (All HH)		94.5%	38.5%	9.5%	58.5%	17.6%	40.9%	83.4%
%H (TV HH)			40.7%	10.0%	61.9%	18.6%	43.3%	
E	697	665	200	77	440	98	342	508
%V	8.1%	8.0%	5.9%	7.4%	8.5%	5.5%	10.1%	6.5%
%H (All HH)		95.4%	28.7%	11.0%	63.1%	14.1%	49.1%	72.9%
%H (TV HH)			30.1%	11.6%	66.2%	14.7%	51.4%	

Base: C4/Five - South Macro Region - 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

C4/Five - South Macro Region

Household level data

Table 26.2: 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	8578	8269	3388	1040	5159	1774	3385	7824
%V		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (All HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
%H (TV HH)								
Under 25	258	227	61	29	100	14	86	253
%V	3.0%	2.7%	1.8%	2.8%	1.9%	0.8%	2.5%	3.2%
%H (All HH)		88.0%	23.6%	11.2%	38.8%	5.4%	33.3%	98.1%
%H (TV HH)			26.9%	12.8%	44.1%	6.2%	37.9%	
25 - 34	1194	1096	389	135	534	152	382	1170
%V	13.9%	13.3%	11.5%	13.0%	10.4%	8.6%	11.3%	15.0%
%H (All HH)		91.8%	32.6%	11.3%	44.7%	12.7%	32.0%	98.0%
%H (TV HH)			35.5%	12.3%	48.7%	13.9%	34.9%	
35 - 44	1291	1232	528	170	638	229	409	1280
%V	15.1%	14.9%	15.6%	16.3%	12.4%	12.9%	12.1%	16.4%
%H (All HH)		95.4%	40.9%	13.2%	49.4%	17.7%	31.7%	99.1%
%H (TV HH)			42.9%	13.8%	51.8%	18.6%	33.2%	
45 - 54	1568	1529	742	237	896	395	502	1544
%V	18.3%	18.5%	21.9%	22.8%	17.4%	22.3%	14.8%	19.7%
%H (All HH)		97.5%	47.3%	15.1%	57.1%	25.2%	32.0%	98.5%
%H (TV HH)			48.5%	15.5%	58.6%	25.8%	32.8%	
55 - 64	1583	1539	711	217	996	420	577	1506
%V	18.5%	18.6%	21.0%	20.9%	19.3%	23.7%	17.0%	19.2%
%H (All HH)		97.2%	44.9%	13.7%	62.9%	26.5%	36.4%	95.1%
%H (TV HH)			46.2%	14.1%	64.7%	27.3%	37.5%	
65 +	2685	2646	958	252	1995	564	1431	2071
%V	31.3%	32.0%	28.3%	24.2%	38.7%	31.8%	42.3%	26.5%
%H (All HH)		98.5%	35.7%	9.4%	74.3%	21.0%	53.3%	77.1%
%H (TV HH)			36.2%	9.5%	75.4%	21.3%	54.1%	

Base: C4/Five - South Macro Region - 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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C4/Five - South Macro Region

Household level data

Table 26.3: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
1	2594	2452	763	236	1711	364	1347	1998
%V	30.2%	29.7%	22.5%	22.7%	33.2%	20.5%	39.8%	25.5%
%H (All HH)		94.5%	29.4%	9.1%	66.0%	14.0%	51.9%	77.0%
%H (TV HH)			31.1%	9.6%	69.8%	14.8%	54.9%	
2	3053	2954	1307	331	1865	706	1159	2914
%V	35.6%	35.7%	38.6%	31.8%	36.2%	39.8%	34.2%	37.2%
%H (All HH)		96.8%	42.8%	10.8%	61.1%	23.1%	38.0%	95.4%
%H (TV HH)			44.2%	11.2%	63.1%	23.9%	39.2%	
3	1303	1267	529	219	771	326	445	1293
%V	15.2%	15.3%	15.6%	21.1%	14.9%	18.4%	13.1%	16.5%
%H (All HH)		97.2%	40.6%	16.8%	59.2%	25.0%	34.2%	99.2%
%H (TV HH)			41.8%	17.3%	60.9%	25.7%	35.1%	
4	1181	1159	554	195	599	269	330	1177
%V	13.8%	14.0%	16.4%	18.8%	11.6%	15.2%	9.7%	15.0%
%H (All HH)		98.1%	46.9%	16.5%	50.7%	22.8%	27.9%	99.7%
%H (TV HH)			47.8%	16.8%	51.7%	23.2%	28.5%	
5+	446	436	234	60	213	109	104	442
%V	5.2%	5.3%	6.9%	5.8%	4.1%	6.1%	3.1%	5.6%
%H (All HH)		97.8%	52.5%	13.5%	47.8%	24.4%	23.3%	99.1%
%H (TV HH)			53.7%	13.8%	48.9%	25.0%	23.9%	
Average HH size	2.30	2.31	2.49	2.55	2.19	2.48	2.03	2.40

Base: C4/Five - South Macro Region - 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

C4/Five - South Macro Region

Household level data

Table 26.4: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
Without	6481	6220	2480	718	4077	1345	2731	5746
%V	75.6%	75.2%	73.2%	69.0%	79.0%	75.8%	80.7%	73.4%
%H (All HH)		96.0%	38.3%	11.1%	62.9%	20.8%	42.1%	88.7%
%H (TV HH)			39.9%	11.5%	65.5%	21.6%	43.9%	
With	2097	2048	908	322	1082	428	654	2078
%V	24.4%	24.8%	26.8%	31.0%	21.0%	24.1%	19.3%	26.6%
%H (All HH)		97.7%	43.3%	15.4%	51.6%	20.4%	31.2%	99.1%
%H (TV HH)			44.3%	15.7%	52.8%	20.9%	31.9%	
0 - 3	718	702	271	103	370	116	254	709
%V	8.4%	8.5%	8.0%	9.9%	7.2%	6.5%	7.5%	9.1%
%H (All HH)		97.8%	37.7%	14.3%	51.5%	16.2%	35.4%	98.7%
%H (TV HH)			38.6%	14.7%	52.7%	16.5%	36.2%	
4 - 9	1080	1050	485	145	507	194	313	1068
%V	12.6%	12.7%	14.3%	13.9%	9.8%	10.9%	9.2%	13.7%
%H (All HH)		97.2%	44.9%	13.4%	46.9%	18.0%	29.0%	98.9%
%H (TV HH)			46.2%	13.8%	48.3%	18.5%	29.8%	
10 - 15	1033	1020	493	174	546	251	295	1031
%V	12.0%	12.3%	14.6%	16.7%	10.6%	14.1%	8.7%	13.2%
%H (All HH)		98.7%	47.7%	16.8%	52.9%	24.3%	28.6%	99.8%
%H (TV HH)			48.3%	17.1%	53.5%	24.6%	28.9%	

Base: C4/Five - South Macro Region - 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

C4/Five - South Macro Region

Household level data

Table 26.5: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
1	3371	3371	1023	372	1932	286	1646	2895
%V	39.3%	40.8%	30.2%	35.8%	37.4%	16.1%	48.6%	37.0%
%H (All HH)		100.0%	30.3%	11.0%	57.3%	8.5%	48.8%	85.9%
%H (TV HH)			30.3%	11.0%	57.3%	8.5%	48.8%	
2	2716	2716	1187	366	1723	639	1084	2515
%V	31.7%	32.8%	35.0%	35.2%	33.4%	36.0%	32.0%	32.1%
%H (All HH)		100.0%	43.7%	13.5%	63.4%	23.5%	39.9%	92.6%
%H (TV HH)			43.7%	13.5%	63.4%	23.5%	39.9%	
3	1328	1328	664	187	890	454	436	1298
%V	15.5%	16.1%	19.6%	18.0%	17.3%	25.6%	12.9%	16.6%
%H (All HH)		100.0%	50.0%	14.1%	67.0%	34.2%	32.8%	97.7%
%H (TV HH)			50.0%	14.1%	67.0%	34.2%	32.8%	
4	559	559	325	67	399	241	158	555
%V	6.5%	6.8%	9.6%	6.4%	7.7%	13.6%	4.7%	7.1%
%H (All HH)		100.0%	58.1%	12.0%	71.4%	43.1%	28.3%	99.3%
%H (TV HH)			58.1%	12.0%	71.4%	43.1%	28.3%	
5+	294	294	188	47	215	154	61	293
%V	3.4%	3.6%	5.5%	4.5%	4.2%	8.7%	1.8%	3.7%
%H (All HH)		100.0%	63.9%	16.0%	73.1%	52.4%	20.7%	99.7%
%H (TV HH)			63.9%	16.0%	73.1%	52.4%	20.7%	

Base: C4/Five - South Macro Region - 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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C4/Five - South Macro Region

Household level data

Table 26.6: 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	8578	8269	3388	1040	5159	1774	3385	7824
%V		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (All HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
%H (TV HH)								
Under 20"	832	832	314	79	683	258	425	749
%V	9.7%	10.1%	9.3%	7.6%	13.2%	14.5%	12.6%	9.6%
%H (All HH)		100.0%	37.7%	9.5%	82.1%	31.0%	51.1%	90.0%
%H (TV HH)			37.7%	9.5%	82.1%	31.0%	51.1%	
20" - 29"	2393	2393	997	288	1763	718	1045	2149
%V	27.9%	28.9%	29.4%	27.7%	34.2%	40.5%	30.9%	27.5%
%H (All HH)		100.0%	41.7%	12.0%	73.7%	30.0%	43.7%	89.8%
%H (TV HH)			41.7%	12.0%	73.7%	30.0%	43.7%	
30" - 39"	4059	4059	1704	504	2683	969	1714	3682
%V	47.3%	49.1%	50.3%	48.5%	52.0%	54.6%	50.6%	47.1%
%H (All HH)		100.0%	42.0%	12.4%	66.1%	23.9%	42.2%	90.7%
%H (TV HH)			42.0%	12.4%	66.1%	23.9%	42.2%	
40" - 49"	3997	3997	1871	580	2370	1036	1334	3834
%V	46.6%	48.3%	55.2%	55.8%	45.9%	58.4%	39.4%	49.0%
%H (All HH)		100.0%	46.8%	14.5%	59.3%	25.9%	33.4%	95.9%
%H (TV HH)			46.8%	14.5%	59.3%	25.9%	33.4%	
50" - 59"	1740	1740	925	221	946	460	486	1704
%V	20.3%	21.0%	27.3%	21.3%	18.3%	25.9%	14.4%	21.8%
%H (All HH)		100.0%	53.2%	12.7%	54.4%	26.4%	27.9%	97.9%
%H (TV HH)			53.2%	12.7%	54.4%	26.4%	27.9%	
60"+	319	319	188	44	163	98	65	317
%V	3.7%	3.9%	5.5%	4.2%	3.2%	5.5%	1.9%	4.1%
%H (All HH)		100.0%	58.9%	13.8%	51.1%	30.7%	20.4%	99.4%
%H (TV HH)			58.9%	13.8%	51.1%	30.7%	20.4%	

Base: C4/Five - South Macro Region - 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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C4/Five - South Macro Region

Household level data

Table 26.7: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
Main living room	8178	8178	3368	1035	5105	1761	3344	7474
%V	95.3%	98.9%	99.4%	99.5%	99.0%	99.3%	98.8%	95.5%
%H (All HH)		100.0%	41.2%	12.7%	62.4%	21.5%	40.9%	91.4%
%H (TV HH)			41.2%	12.7%	62.4%	21.5%	40.9%	
Kitchen	959	959	469	105	772	396	375	916
%V	11.2%	11.6%	13.8%	10.1%	15.0%	22.3%	11.1%	11.7%
%H (All HH)		100.0%	48.9%	10.9%	80.5%	41.3%	39.1%	95.5%
%H (TV HH)			48.9%	10.9%	80.5%	41.3%	39.1%	
Adult's bedroom	3760	3760	1870	533	2449	1193	1257	3592
%V	43.8%	45.5%	55.2%	51.3%	47.5%	67.2%	37.1%	45.9%
%H (All HH)		100.0%	49.7%	14.2%	65.1%	31.7%	33.4%	95.5%
%H (TV HH)			49.7%	14.2%	65.1%	31.7%	33.4%	
Child's bedroom	655	655	345	102	358	195	163	651
%V	7.6%	7.9%	10.2%	9.8%	6.9%	11.0%	4.8%	8.3%
%H (All HH)		100.0%	52.7%	15.6%	54.7%	29.8%	24.9%	99.4%
%H (TV HH)			52.7%	15.6%	54.7%	29.8%	24.9%	
Other bedroom	578	578	302	92	430	251	179	557
%V	6.7%	7.0%	8.9%	8.8%	8.3%	14.1%	5.3%	7.1%
%H (All HH)		100.0%	52.2%	15.9%	74.4%	43.4%	31.0%	96.4%
%H (TV HH)			52.2%	15.9%	74.4%	43.4%	31.0%	
Second living/dining room	800	800	403	100	566	288	278	774
%V	9.3%	9.7%	11.9%	9.6%	11.0%	16.2%	8.2%	9.9%
%H (All HH)		100.0%	50.4%	12.5%	70.8%	36.0%	34.8%	96.8%
%H (TV HH)			50.4%	12.5%	70.8%	36.0%	34.8%	
Study/office	176	176	88	23	124	58	66	172
%V	2.1%	2.1%	2.6%	2.2%	2.4%	3.3%	1.9%	2.2%
%H (All HH)		100.0%	50.0%	13.1%	70.5%	33.0%	37.5%	97.7%
%H (TV HH)			50.0%	13.1%	70.5%	33.0%	37.5%	
TV room	103	103	55	9	68	31	36	103
%V	1.2%	1.2%	1.6%	0.9%	1.3%	1.7%	1.1%	1.3%
%H (All HH)		100.0%	53.4%	8.7%	66.0%	30.1%	35.0%	100.0%
%H (TV HH)			53.4%	8.7%	66.0%	30.1%	35.0%	
Conservatory	194	194	115	17	143	82	61	184
%V	2.3%	2.3%	3.4%	1.6%	2.8%	4.6%	1.8%	2.4%
%H (All HH)		100.0%	59.3%	8.8%	73.7%	42.3%	31.4%	94.8%
%H (TV HH)			59.3%	8.8%	73.7%	42.3%	31.4%	
Attic or loft room	19	19	4	1	12	2	11	19
%V	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.2%
%H (All HH)		100.0%	21.1%	5.3%	63.2%	10.5%	57.9%	100.0%
%H (TV HH)			21.1%	5.3%	63.2%	10.5%	57.9%	
No specific location	13	13	9	2	7	5	2	13
%V	0.2%	0.2%	0.3%	0.2%	0.1%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	69.2%	15.4%	53.8%	38.5%	15.4%	100.0%
%H (TV HH)			69.2%	15.4%	53.8%	38.5%	15.4%	
Other	112	112	65	13	80	43	37	112
%V	1.3%	1.4%	1.9%	1.3%	1.6%	2.4%	1.1%	1.4%
%H (All HH)		100.0%	58.0%	11.6%	71.4%	38.4%	33.0%	100.0%
%H (TV HH)			58.0%	11.6%	71.4%	38.4%	33.0%	

Base: C4/Five - South Macro Region - 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 26.8: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
Any DSAT provider	3388	3388	3388	45	1409	1409	0	3238
%V	39.5%	41.0%	100.0%	4.3%	27.3%	79.4%	0.0%	41.4%
%H (All HH)			100.0%	1.3%	41.6%	41.6%	0.0%	95.6%
%H (TV HH)			100.0%	1.3%	41.6%	41.6%	0.0%	
Sky with subcription	2769	2769	2769	24	1112	1112	0	2659
%V	32.3%	33.5%	81.7%	2.3%	21.6%	62.7%	0.0%	34.0%
%H (All HH)			100.0%	0.9%	40.2%	40.2%	0.0%	96.0%
%H (TV HH)			100.0%	0.9%	40.2%	40.2%	0.0%	
Sky without subcription	115	115	115	2	43	43	0	99
%V	1.3%	1.4%	3.4%	0.2%	0.8%	2.4%	0.0%	1.3%
%H (All HH)			100.0%	1.7%	37.4%	37.4%	0.0%	86.1%
%H (TV HH)			100.0%	1.7%	37.4%	37.4%	0.0%	
Freesat	467	467	467	10	249	249	0	445
%V	5.4%	5.6%	13.8%	1.0%	4.8%	14.0%	0.0%	5.7%
%H (All HH)			100.0%	2.1%	53.3%	53.3%	0.0%	95.3%
%H (TV HH)			100.0%	2.1%	53.3%	53.3%	0.0%	
Other satellite provider	180	180	180	7	88	88	0	173
%V	2.1%	2.2%	5.3%	0.7%	1.7%	5.0%	0.0%	2.2%
%H (All HH)			100.0%	3.9%	48.9%	48.9%	0.0%	96.1%
%H (TV HH)			100.0%	3.9%	48.9%	48.9%	0.0%	
DCAB	1040	1040	45	1040	384	384	0	1015
%V	12.1%	12.6%	1.3%	100.0%	7.4%	21.6%	0.0%	13.0%
%H (All HH)			4.3%	100.0%	36.9%	36.9%	0.0%	97.6%
%H (TV HH)			4.3%	100.0%	36.9%	36.9%	0.0%	
DTT	5159	5159	1409	384	5159	1774	3385	4572
%V	60.1%	62.4%	41.6%	36.9%	100.0%	100.0%	100.0%	58.4%
%H (All HH)		100.0%	27.3%	7.4%	100.0%	34.4%	65.6%	88.6%
%H (TV HH)			27.3%	7.4%	100.0%	34.4%	65.6%	

Base: C4/Five - South Macro Region - 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 26.9: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
PVR	5232	5232	3081	990	2847	1648	1199	4985
%V	61.0%	63.3%	90.9%	95.2%	55.2%	92.9%	35.4%	63.7%
%H (All HH)		100.0%	58.9%	18.9%	54.4%	31.5%	22.9%	95.3%
%H (TV HH)			58.9%	18.9%	54.4%	31.5%	22.9%	
DVDR	90	90	39	6	76	29	47	84
%V	1.0%	1.1%	1.2%	0.6%	1.5%	1.6%	1.4%	1.1%
%H (All HH)		100.0%	43.3%	6.7%	84.4%	32.2%	52.2%	93.3%
%H (TV HH)			43.3%	6.7%	84.4%	32.2%	52.2%	
VCR	49	49	13	6	42	13	29	41
%V	0.6%	0.6%	0.4%	0.6%	0.8%	0.7%	0.9%	0.5%
%H (All HH)		100.0%	26.5%	12.2%	85.7%	26.5%	59.2%	83.7%
%H (TV HH)			26.5%	12.2%	85.7%	26.5%	59.2%	
Any recorder	5289	5289	3083	990	2902	1649	1253	5035
%V	61.7%	64.0%	91.0%	95.2%	56.3%	93.0%	37.0%	64.4%
%H (All HH)		100.0%	58.3%	18.7%	54.9%	31.2%	23.7%	95.2%
%H (TV HH)			58.3%	18.7%	54.9%	31.2%	23.7%	
Receives HDTV (via STB or built-in reception)	6327	6327	3023	968	4049	1673	2376	6023
%V	73.8%	76.5%	89.2%	93.1%	78.5%	94.3%	70.2%	77.0%
%H (All HH)		100.0%	47.8%	15.3%	64.0%	26.4%	37.6%	95.2%
%H (TV HH)			47.8%	15.3%	64.0%	26.4%	37.6%	
DVD/Blu-ray player or recorder	5162	5162	2203	679	3300	1262	2038	4841
%V	60.2%	62.4%	65.0%	65.3%	64.0%	71.1%	60.2%	61.9%
%H (All HH)		100.0%	42.7%	13.2%	63.9%	24.4%	39.5%	93.8%
%H (TV HH)			42.7%	13.2%	63.9%	24.4%	39.5%	

Base: C4/Five - South Macro Region - 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 26.10: 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	8578	8269	3388	1040	5159	1774	3385	7824
%H (All HH)		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%
%H (TV HH)			41.0%	12.6%	62.4%	21.5%	40.9%	
Has broadband internet	7824	7556	3238	1015	4572	1714	2858	7824
%V	91.2%	91.4%	95.6%	97.6%	88.6%	96.6%	84.4%	100.0%
%H (All HH)		96.6%	41.4%	13.0%	58.4%	21.9%	36.5%	100.0%
%H (TV HH)			42.9%	13.4%	60.5%	22.7%	37.8%	
Number of computers (PCs and laptops)								
0	1210	1127	318	72	825	137	688	512
%V	14.1%	13.6%	9.4%	6.9%	16.0%	7.7%	20.3%	6.5%
%H (All HH)		93.1%	26.3%	6.0%	68.2%	11.3%	56.9%	42.3%
%H (TV HH)			28.2%	6.4%	73.2%	12.2%	61.0%	
1	2120	2024	796	219	1253	342	912	2073
%V	24.7%	24.5%	23.5%	21.1%	24.3%	19.3%	26.9%	26.5%
%H (All HH)		95.5%	37.5%	10.3%	59.1%	16.1%	43.0%	97.8%
%H (TV HH)			39.3%	10.8%	61.9%	16.9%	45.1%	
2	2149	2089	843	293	1300	483	816	2144
%V	25.1%	25.3%	24.9%	28.2%	25.2%	27.2%	24.1%	27.4%
%H (All HH)		97.2%	39.2%	13.6%	60.5%	22.5%	38.0%	99.8%
%H (TV HH)			40.4%	14.0%	62.2%	23.1%	39.1%	
3	1337	1308	589	188	818	344	474	1333
%V	15.6%	15.8%	17.4%	18.1%	15.9%	19.4%	14.0%	17.0%
%H (All HH)		97.8%	44.1%	14.1%	61.2%	25.7%	35.5%	99.7%
%H (TV HH)			45.0%	14.4%	62.5%	26.3%	36.2%	
4	830	818	400	113	491	238	252	830
%V	9.7%	9.9%	11.8%	10.9%	9.5%	13.4%	7.4%	10.6%
%H (All HH)		98.6%	48.2%	13.6%	59.2%	28.7%	30.4%	100.0%
%H (TV HH)			48.9%	13.8%	60.0%	29.1%	30.8%	
5+	933	902	442	155	472	230	243	932
%V	10.9%	10.9%	13.0%	14.9%	9.1%	13.0%	7.2%	11.9%
%H (All HH)		96.7%	47.4%	16.6%	50.6%	24.7%	26.0%	99.9%
%H (TV HH)			49.0%	17.2%	52.3%	25.5%	26.9%	

Base: C4/Five - South Macro Region - 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 26.11: 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	16601	7703	2190	10800	4723	6078	15612
%H		46.4%	13.2%	65.1%	28.5%	36.6%	94.0%
Under 20"	978	370	91	810	310	500	891
%V	5.9%	4.8%	4.2%	7.5%	6.6%	8.2%	5.7%
%H		37.8%	9.3%	82.8%	31.7%	51.1%	91.1%
20" - 29"	2999	1316	367	2255	1001	1254	2734
%V	18.1%	17.1%	16.8%	20.9%	21.2%	20.6%	17.5%
%H		43.9%	12.2%	75.2%	33.4%	41.8%	91.2%
30" - 39"	5081	2213	670	3358	1327	2031	4682
%V	30.6%	28.7%	30.6%	31.1%	28.1%	33.4%	30.0%
%H		43.6%	13.2%	66.1%	26.1%	40.0%	92.1%
40" - 49"	4902	2405	719	2923	1383	1539	4731
%V	29.5%	31.2%	32.8%	27.1%	29.3%	25.3%	30.3%
%H		49.1%	14.7%	59.6%	28.2%	31.4%	96.5%
50" - 59"	1985	1086	253	1078	541	537	1943
%V	12.0%	14.1%	11.6%	10.0%	11.5%	8.8%	12.4%
%H		54.7%	12.7%	54.3%	27.3%	27.1%	97.9%
60"+	349	215	48	173	108	65	348
%V	2.1%	2.8%	2.2%	1.6%	2.3%	1.1%	2.2%
%H		61.6%	13.8%	49.6%	30.9%	18.6%	99.7%
Don't know	306	99	43	203	52	152	283
%V	1.8%	1.3%	2.0%	1.9%	1.1%	2.5%	1.8%
%H		32.4%	14.1%	66.3%	17.0%	49.7%	92.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 26.12: 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	16601	7703	2190	10800	4723	6078	15612
%H		46.4%	13.2%	65.1%	28.5%	36.6%	94.0%
Main living room	8215	3382	1036	5136	1772	3363	7509
%V	49.5%	43.9%	47.3%	47.6%	37.5%	55.3%	48.1%
%H		41.2%	12.6%	62.5%	21.6%	40.9%	91.4%
Kitchen	966	474	105	777	398	378	923
%V	5.8%	6.2%	4.8%	7.2%	8.4%	6.2%	5.9%
%H		49.1%	10.9%	80.4%	41.2%	39.1%	95.5%
Adult's bedroom	4406	2239	634	2872	1451	1421	4232
%V	26.5%	29.1%	28.9%	26.6%	30.7%	23.4%	27.1%
%H		50.8%	14.4%	65.2%	32.9%	32.3%	96.1%
Child's bedroom	875	484	133	476	268	208	871
%V	5.3%	6.3%	6.1%	4.4%	5.7%	3.4%	5.6%
%H		55.3%	15.2%	54.4%	30.6%	23.8%	99.5%
Other bedroom	685	361	116	510	305	205	664
%V	4.1%	4.7%	5.3%	4.7%	6.5%	3.4%	4.3%
%H		52.7%	16.9%	74.5%	44.5%	29.9%	96.9%
Second living/dining room	815	412	101	577	294	284	790
%V	4.9%	5.3%	4.6%	5.3%	6.2%	4.7%	5.1%
%H		50.6%	12.4%	70.8%	36.1%	34.8%	96.9%
Study/office	179	90	23	127	60	67	175
%V	1.1%	1.2%	1.1%	1.2%	1.3%	1.1%	1.1%
%H		50.3%	12.8%	70.9%	33.5%	37.4%	97.8%
TV room	108	59	9	73	35	38	108
%V	0.7%	0.8%	0.4%	0.7%	0.7%	0.6%	0.7%
%H		54.6%	8.3%	67.6%	32.4%	35.2%	100.0%
Conservatory	195	116	17	144	83	61	184
%V	1.2%	1.5%	0.8%	1.3%	1.8%	1.0%	1.2%
%H		59.5%	8.7%	73.8%	42.6%	31.3%	94.4%
Attic or loft room	19	5	1	12	2	11	19
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		26.3%	5.3%	63.2%	10.5%	57.9%	100.0%
No specific location	13	9	2	7	5	2	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		69.2%	15.4%	53.8%	38.5%	15.4%	100.0%
Other	124	74	15	89	50	39	124
%V	0.7%	1.0%	0.7%	0.8%	1.1%	0.6%	0.8%
%H		59.7%	12.1%	71.8%	40.3%	31.5%	100.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16601	7703	2190	10800	4723	6078	15612
%H		46.4%	13.2%	65.1%	28.5%	36.6%	94.0%
PVR	7619	4926	1407	3760	2405	1355	7332
%V	45.9%	63.9%	64.2%	34.8%	50.9%	22.3%	47.0%
%H		64.7%	18.5%	49.4%	31.6%	17.8%	96.2%
DVDR	97	41	7	83	31	52	91
%V	0.6%	0.5%	0.3%	0.8%	0.7%	0.9%	0.6%
%H		42.3%	7.2%	85.6%	32.0%	53.6%	93.8%
VCR	49	13	6	42	13	29	41
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.5%	0.3%
%H		26.5%	12.2%	85.7%	26.5%	59.2%	83.7%
Any recorder	7701	4939	1410	3840	2419	1420	7405
%V	46.4%	64.1%	64.4%	35.6%	51.2%	23.4%	47.4%
%H		64.1%	18.3%	49.9%	31.4%	18.4%	96.2%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: 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	16601	7703	2190	10800	4723	6078	15612
%H		46.4%	13.2%	65.1%	28.5%	36.6%	94.0%
Receives HDTV (via STB or built-in reception)	10210	5373	1501	6522	3107	3415	9825
%V	61.5%	69.8%	68.5%	60.4%	65.8%	56.2%	62.9%
%H		52.6%	14.7%	63.9%	30.4%	33.4%	96.2%
DVD/Blu-ray player or recorder	7166	3245	998	4629	1990	2639	6791
%V	43.2%	42.1%	45.6%	42.9%	42.1%	43.4%	43.5%
%H		45.3%	13.9%	64.6%	27.8%	36.8%	94.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 26.15: 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	8263	3385	1040	5156	1772	3384	7551
%H		41.0%	12.6%	62.4%	21.4%	41.0%	91.4%
Under 20"	55	5	3	49	5	43	38
%V	0.7%	0.1%	0.3%	1.0%	0.3%	1.3%	0.5%
%H		9.1%	5.5%	89.1%	9.1%	78.2%	69.1%
20" - 29"	566	122	34	429	53	377	425
%V	6.8%	3.6%	3.3%	8.3%	3.0%	11.1%	5.6%
%H		21.6%	6.0%	75.8%	9.4%	66.6%	75.1%
30" - 39"	2287	746	253	1575	384	1190	1943
%V	27.7%	22.0%	24.3%	30.5%	21.7%	35.2%	25.7%
%H		32.6%	11.1%	68.9%	16.8%	52.0%	85.0%
40" - 49"	3348	1485	491	1999	814	1186	3193
%V	40.5%	43.9%	47.2%	38.8%	45.9%	35.0%	42.3%
%H		44.4%	14.7%	59.7%	24.3%	35.4%	95.4%
50" - 59"	1557	820	192	854	408	445	1523
%V	18.8%	24.2%	18.5%	16.6%	23.0%	13.2%	20.2%
%H		52.7%	12.3%	54.8%	26.2%	28.6%	97.8%
60"+	290	168	41	146	86	60	289
%V	3.5%	5.0%	3.9%	2.8%	4.9%	1.8%	3.8%
%H		57.9%	14.1%	50.3%	29.7%	20.7%	99.7%
Don't know	160	39	26	104	21	83	140
%V	1.9%	1.2%	2.5%	2.0%	1.2%	2.5%	1.9%
%H		24.4%	16.3%	65.0%	13.1%	51.9%	87.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 26.16: 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	8263	3385	1040	5156	1772	3384	7551
%H		41.0%	12.6%	62.4%	21.4%	41.0%	91.4%
PVR	5140	3045	980	2765	1611	1154	4895
%V	62.2%	90.0%	94.2%	53.6%	90.9%	34.1%	64.8%
%H		59.2%	19.1%	53.8%	31.3%	22.5%	95.2%
DVDR	70	25	3	59	17	42	65
%V	0.8%	0.7%	0.3%	1.1%	1.0%	1.2%	0.9%
%H		35.7%	4.3%	84.3%	24.3%	60.0%	92.9%
VCR	38	10	6	32	9	22	30
%V	0.5%	0.3%	0.6%	0.6%	0.5%	0.7%	0.4%
%H		26.3%	15.8%	84.2%	23.7%	57.9%	78.9%
Any recorder	5195	3047	980	2817	1614	1203	4942
%V	62.9%	90.0%	94.2%	54.6%	91.1%	35.5%	65.4%
%H		58.7%	18.9%	54.2%	31.1%	23.2%	95.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: 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	8263	3385	1040	5156	1772	3384	7551
%H		41.0%	12.6%	62.4%	21.4%	41.0%	91.4%
Receives HDTV (via STB or built-in reception)	6218	2977	958	3960	1636	2324	5920
%V	75.3%	87.9%	92.1%	76.8%	92.3%	68.7%	78.4%
%H		47.9%	15.4%	63.7%	26.3%	37.4%	95.2%
DVD/Blu-ray player or recorder	4427	1842	569	2839	1037	1802	4127
%V	53.6%	54.4%	54.7%	55.1%	58.5%	53.3%	54.7%
%H		41.6%	12.9%	64.1%	23.4%	40.7%	93.2%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Set level data

Table 26.18: 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	8337	4318	1151	5644	2950	2694	8061
%H		51.8%	13.8%	67.7%	35.4%	32.3%	96.7%
Under 20"	924	364	88	761	305	456	853
%V	11.1%	8.4%	7.6%	13.5%	10.3%	16.9%	10.6%
%H		39.4%	9.5%	82.4%	33.0%	49.4%	92.3%
20" - 29"	2433	1194	332	1826	948	878	2309
%V	29.2%	27.7%	28.8%	32.4%	32.1%	32.6%	28.6%
%H		49.1%	13.6%	75.1%	39.0%	36.1%	94.9%
30" - 39"	2794	1467	417	1784	943	841	2739
%V	33.5%	34.0%	36.2%	31.6%	32.0%	31.2%	34.0%
%H		52.5%	14.9%	63.9%	33.8%	30.1%	98.0%
40" - 49"	1554	920	228	923	570	354	1539
%V	18.6%	21.3%	19.8%	16.4%	19.3%	13.1%	19.1%
%H		59.2%	14.7%	59.4%	36.7%	22.8%	99.0%
50" - 59"	428	266	61	224	132	92	420
%V	5.1%	6.2%	5.3%	4.0%	4.5%	3.4%	5.2%
%H		62.1%	14.3%	52.3%	30.8%	21.5%	98.1%
60"+	59	47	7	27	22	5	59
%V	0.7%	1.1%	0.6%	0.5%	0.7%	0.2%	0.7%
%H		79.7%	11.9%	45.8%	37.3%	8.5%	100.0%
Don't know	146	59	17	99	30	69	143
%V	1.8%	1.4%	1.5%	1.8%	1.0%	2.6%	1.8%
%H		40.4%	11.6%	67.8%	20.5%	47.3%	97.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Set level data

Table 26.19: 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	8337	4318	1151	5644	2950	2694	8061
%H		51.8%	13.8%	67.7%	35.4%	32.3%	96.7%
PVR	2479	1881	427	995	794	202	2436
%V	29.7%	43.6%	37.1%	17.6%	26.9%	7.5%	30.2%
%H		75.9%	17.2%	40.1%	32.0%	8.1%	98.3%
DVDR	27	16	4	24	14	10	26
%V	0.3%	0.4%	0.3%	0.4%	0.5%	0.4%	0.3%
%H		59.3%	14.8%	88.9%	51.9%	37.0%	96.3%
VCR	11	4	0	11	3	7	11
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		36.4%	0.0%	100.0%	27.3%	63.6%	100.0%
Any recorder	2506	1892	429	1022	805	217	2462
%V	30.1%	43.8%	37.3%	18.1%	27.3%	8.1%	30.5%
%H		75.5%	17.1%	40.8%	32.1%	8.7%	98.2%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: 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	8337	4318	1151	5644	2950	2694	8061
%H		51.8%	13.8%	67.7%	35.4%	32.3%	96.7%
Receives HDTV (via STB or built-in reception)	3992	2397	543	2561	1470	1091	3905
%V	47.9%	55.5%	47.2%	45.4%	49.8%	40.5%	48.4%
%H		60.0%	13.6%	64.2%	36.8%	27.3%	97.8%
DVD/Blu-ray player or recorder	2739	1403	429	1790	953	837	2664
%V	32.9%	32.5%	37.3%	31.7%	32.3%	31.1%	33.0%
%H		51.2%	15.7%	65.4%	34.8%	30.6%	97.3%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.21: 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	19721	19129	8436	2648	11283	4405	6878	18781
%H		97.0%	42.8%	13.4%	57.2%	22.3%	34.9%	95.2%
Total Children	3653	3583	1645	535	1837	733	1104	3624
%V	18.5%	18.7%	19.5%	20.2%	16.3%	16.6%	16.1%	19.3%
%H		98.1%	45.0%	14.6%	50.3%	20.1%	30.2%	99.2%
0 - 3	825	809	309	115	436	133	303	816
%V	4.2%	4.2%	3.7%	4.3%	3.9%	3.0%	4.4%	4.3%
%H		98.1%	37.5%	13.9%	52.8%	16.1%	36.7%	98.9%
4 - 15	2828	2774	1336	420	1402	601	801	2809
%V	14.3%	14.5%	15.8%	15.9%	12.4%	13.6%	11.6%	15.0%
%H		98.1%	47.2%	14.9%	49.6%	21.3%	28.3%	99.3%
4 - 9	1434	1396	649	195	671	269	402	1419
%V	7.3%	7.3%	7.7%	7.4%	5.9%	6.1%	5.8%	7.6%
%H		97.4%	45.3%	13.6%	46.8%	18.8%	28.0%	99.0%
10 - 15	1394	1378	687	225	730	331	399	1389
%V	7.1%	7.2%	8.1%	8.5%	6.5%	7.5%	5.8%	7.4%
%H		98.9%	49.3%	16.1%	52.4%	23.7%	28.6%	99.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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C4/Five - South Macro Region

Individual level data

Table 26.22: 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	19721	19129	8436	2648	11283	4405	6878	18781
%H		97.0%	42.8%	13.4%	57.2%	22.3%	34.9%	95.2%
Total Adults (16+)	16068	15547	6791	2113	9446	3672	5774	15157
%V	81.5%	81.3%	80.5%	79.8%	83.7%	83.4%	83.9%	80.7%
%H		96.8%	42.3%	13.2%	58.8%	22.9%	35.9%	94.3%
16 - 19	756	741	366	138	399	206	193	751
%V	3.8%	3.9%	4.3%	5.2%	3.5%	4.7%	2.8%	4.0%
%H		98.0%	48.4%	18.3%	52.8%	27.2%	25.5%	99.3%
20 - 24	1071	996	402	163	509	223	285	1063
%V	5.4%	5.2%	4.8%	6.2%	4.5%	5.1%	4.1%	5.7%
%H		93.0%	37.5%	15.2%	47.5%	20.8%	26.6%	99.3%
25 - 34	2420	2256	888	281	1126	373	754	2386
%V	12.3%	11.8%	10.5%	10.6%	10.0%	8.5%	11.0%	12.7%
%H		93.2%	36.7%	11.6%	46.5%	15.4%	31.2%	98.6%
35 - 44	2340	2240	983	332	1165	442	723	2321
%V	11.9%	11.7%	11.7%	12.5%	10.3%	10.0%	10.5%	12.4%
%H		95.7%	42.0%	14.2%	49.8%	18.9%	30.9%	99.2%
45 - 54	2705	2648	1322	426	1531	711	820	2675
%V	13.7%	13.8%	15.7%	16.1%	13.6%	16.1%	11.9%	14.2%
%H		97.9%	48.9%	15.7%	56.6%	26.3%	30.3%	98.9%
55 - 64	2661	2607	1228	351	1706	732	974	2571
%V	13.5%	13.6%	14.6%	13.3%	15.1%	16.6%	14.2%	13.7%
%H		98.0%	46.1%	13.2%	64.1%	27.5%	36.6%	96.6%
65+	4115	4059	1602	421	3009	984	2025	3390
%V	20.9%	21.2%	19.0%	15.9%	26.7%	22.3%	29.4%	18.1%
%H		98.6%	38.9%	10.2%	73.1%	23.9%	49.2%	82.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.23: 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+)	16068	15547	6791	2113	9446	3672	5774	15157
%H		96.8%	42.3%	13.2%	58.8%	22.9%	35.9%	94.3%
AB	4890	4750	2133	627	2988	1230	1757	4815
%V	30.4%	30.6%	31.4%	29.7%	31.6%	33.5%	30.4%	31.8%
%H		97.1%	43.6%	12.8%	61.1%	25.2%	35.9%	98.5%
C1	5003	4830	2049	741	2815	1106	1709	4792
%V	31.1%	31.1%	30.2%	35.1%	29.8%	30.1%	29.6%	31.6%
%H		96.5%	41.0%	14.8%	56.3%	22.1%	34.2%	95.8%
C2	3286	3211	1495	436	1967	813	1154	3089
%V	20.5%	20.7%	22.0%	20.6%	20.8%	22.1%	20.0%	20.4%
%H		97.7%	45.5%	13.3%	59.9%	24.7%	35.1%	94.0%
D	1966	1871	826	196	1095	372	724	1745
%V	12.2%	12.0%	12.2%	9.3%	11.6%	10.1%	12.5%	11.5%
%H		95.2%	42.0%	10.0%	55.7%	18.9%	36.8%	88.8%
E	923	886	289	113	581	151	430	716
%V	5.7%	5.7%	4.3%	5.3%	6.2%	4.1%	7.4%	4.7%
%H		96.0%	31.3%	12.2%	62.9%	16.4%	46.6%	77.6%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
C4/Five - South Macro Region
Individual level data
Table 26.24: 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+)	16068	15547	6791	2113	9446	3672	5774	15157
%H		96.8%	42.3%	13.2%	58.8%	22.9%	35.9%	94.3%
Working full time	7651	7388	3428	1058	4067	1675	2392	7557
%V	47.6%	47.5%	50.5%	50.1%	43.1%	45.6%	41.4%	49.9%
%H		96.6%	44.8%	13.8%	53.2%	21.9%	31.3%	98.8%
Working part time	1804	1761	796	263	1070	470	599	1776
%V	11.2%	11.3%	11.7%	12.4%	11.3%	12.8%	10.4%	11.7%
%H		97.6%	44.1%	14.6%	59.3%	26.1%	33.2%	98.4%
Not working	6564	6354	2549	787	4293	1521	2771	5778
%V	40.9%	40.9%	37.5%	37.2%	45.4%	41.4%	48.0%	38.1%
%H		96.8%	38.8%	12.0%	65.4%	23.2%	42.2%	88.0%
Houseperson	8578	8269	3388	1040	5159	1774	3385	7824
%V	53.4%	53.2%	49.9%	49.2%	54.6%	48.3%	58.6%	51.6%
%H		96.4%	39.5%	12.1%	60.1%	20.7%	39.5%	91.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.25: 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+)	7856	7587	3397	1030	4558	1846	2712	7481
%H		96.6%	43.2%	13.1%	58.0%	23.5%	34.5%	95.2%
16 - 19	416	409	213	68	221	116	105	411
%V	5.3%	5.4%	6.3%	6.6%	4.8%	6.3%	3.9%	5.5%
%H		98.3%	51.2%	16.3%	53.1%	27.9%	25.2%	98.8%
20 - 24	533	495	201	78	259	119	140	531
%V	6.8%	6.5%	5.9%	7.6%	5.7%	6.4%	5.2%	7.1%
%H		92.9%	37.7%	14.6%	48.6%	22.3%	26.3%	99.6%
25 - 34	1212	1143	457	137	577	191	385	1195
%V	15.4%	15.1%	13.5%	13.3%	12.7%	10.3%	14.2%	16.0%
%H		94.3%	37.7%	11.3%	47.6%	15.8%	31.8%	98.6%
35 - 44	1153	1091	463	169	565	215	350	1143
%V	14.7%	14.4%	13.6%	16.4%	12.4%	11.6%	12.9%	15.3%
%H		94.6%	40.2%	14.7%	49.0%	18.6%	30.4%	99.1%
45 - 54	1327	1298	651	196	740	335	405	1310
%V	16.9%	17.1%	19.2%	19.0%	16.2%	18.1%	14.9%	17.5%
%H		97.8%	49.1%	14.8%	55.8%	25.2%	30.5%	98.7%
55 - 64	1295	1268	595	175	833	362	471	1244
%V	16.5%	16.7%	17.5%	17.0%	18.3%	19.6%	17.4%	16.6%
%H		97.9%	45.9%	13.5%	64.3%	28.0%	36.4%	96.1%
65+	1921	1884	817	208	1363	507	856	1648
%V	24.5%	24.8%	24.1%	20.2%	29.9%	27.5%	31.6%	22.0%
%H		98.1%	42.5%	10.8%	71.0%	26.4%	44.6%	85.8%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.26: 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+)	7856	7587	3397	1030	4558	1846	2712	7481
%H		96.6%	43.2%	13.1%	58.0%	23.5%	34.5%	95.2%
AB	2425	2366	1086	318	1493	637	856	2394
%V	30.9%	31.2%	32.0%	30.9%	32.8%	34.5%	31.6%	32.0%
%H		97.6%	44.8%	13.1%	61.6%	26.3%	35.3%	98.7%
C1	2378	2298	1011	359	1289	540	749	2307
%V	30.3%	30.3%	29.8%	34.9%	28.3%	29.3%	27.6%	30.8%
%H		96.6%	42.5%	15.1%	54.2%	22.7%	31.5%	97.0%
C2	1739	1689	779	221	1044	425	619	1628
%V	22.1%	22.3%	22.9%	21.5%	22.9%	23.0%	22.8%	21.8%
%H		97.1%	44.8%	12.7%	60.0%	24.4%	35.6%	93.6%
D	936	877	401	87	499	177	322	850
%V	11.9%	11.6%	11.8%	8.4%	10.9%	9.6%	11.9%	11.4%
%H		93.7%	42.8%	9.3%	53.3%	18.9%	34.4%	90.8%
E	378	357	121	46	231	66	165	302
%V	4.8%	4.7%	3.6%	4.5%	5.1%	3.6%	6.1%	4.0%
%H		94.4%	32.0%	12.2%	61.1%	17.5%	43.7%	79.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Individual level data

Table 26.27: 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+)	7856	7587	3397	1030	4558	1846	2712	7481
%H		96.6%	43.2%	13.1%	58.0%	23.5%	34.5%	95.2%
Working full time	4638	4486	2069	640	2487	1026	1461	4577
%V	59.0%	59.1%	60.9%	62.1%	54.6%	55.6%	53.9%	61.2%
%H		96.7%	44.6%	13.8%	53.6%	22.1%	31.5%	98.7%
Working part time	378	363	173	46	220	109	112	364
%V	4.8%	4.8%	5.1%	4.5%	4.8%	5.9%	4.1%	4.9%
%H		96.0%	45.8%	12.2%	58.2%	28.8%	29.6%	96.3%
Not working	2819	2718	1146	341	1842	709	1133	2518
%V	35.9%	35.8%	33.7%	33.1%	40.4%	38.4%	41.8%	33.7%
%H		96.4%	40.7%	12.1%	65.3%	25.2%	40.2%	89.3%
Houseperson	1774	1664	616	201	1033	310	723	1533
%V	22.6%	21.9%	18.1%	19.5%	22.7%	16.8%	26.7%	20.5%
%H		93.8%	34.7%	11.3%	58.2%	17.5%	40.8%	86.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - South Macro Region

Individual level data

Table 26.28: 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+)	8212	7959	3394	1083	4888	1826	3062	7676
%H		96.9%	41.3%	13.2%	59.5%	22.2%	37.3%	93.5%
16 - 19	340	332	153	71	178	90	88	339
%V	4.1%	4.2%	4.5%	6.6%	3.6%	4.9%	2.9%	4.4%
%H		97.6%	45.0%	20.9%	52.4%	26.5%	25.9%	99.7%
20 - 24	538	501	200	85	250	104	146	533
%V	6.6%	6.3%	5.9%	7.8%	5.1%	5.7%	4.8%	6.9%
%H		93.1%	37.2%	15.8%	46.5%	19.3%	27.1%	99.1%
25 - 34	1208	1113	432	145	550	182	368	1191
%V	14.7%	14.0%	12.7%	13.4%	11.3%	10.0%	12.0%	15.5%
%H		92.1%	35.8%	12.0%	45.5%	15.1%	30.5%	98.6%
35 - 44	1188	1150	520	163	600	227	373	1178
%V	14.5%	14.4%	15.3%	15.1%	12.3%	12.4%	12.2%	15.3%
%H		96.8%	43.8%	13.7%	50.5%	19.1%	31.4%	99.2%
45 - 54	1378	1350	671	230	792	376	415	1366
%V	16.8%	17.0%	19.8%	21.2%	16.2%	20.6%	13.6%	17.8%
%H		98.0%	48.7%	16.7%	57.5%	27.3%	30.1%	99.1%
55 - 64	1366	1339	633	176	873	370	503	1327
%V	16.6%	16.8%	18.7%	16.3%	17.9%	20.3%	16.4%	17.3%
%H		98.0%	46.3%	12.9%	63.9%	27.1%	36.8%	97.1%
65+	2195	2175	785	214	1646	477	1169	1742
%V	26.7%	27.3%	23.1%	19.8%	33.7%	26.1%	38.2%	22.7%
%H		99.1%	35.8%	9.7%	75.0%	21.7%	53.3%	79.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - South Macro Region

Individual level data

Table 26.29: 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+)	8212	7959	3394	1083	4888	1826	3062	7676
%H		96.9%	41.3%	13.2%	59.5%	22.2%	37.3%	93.5%
AB	2466	2384	1046	309	1494	593	901	2422
%V	30.0%	30.0%	30.8%	28.5%	30.6%	32.5%	29.4%	31.6%
%H		96.7%	42.4%	12.5%	60.6%	24.0%	36.5%	98.2%
C1	2625	2531	1039	383	1526	566	960	2485
%V	32.0%	31.8%	30.6%	35.4%	31.2%	31.0%	31.4%	32.4%
%H		96.4%	39.6%	14.6%	58.1%	21.6%	36.6%	94.7%
C2	1547	1521	716	215	923	387	535	1461
%V	18.8%	19.1%	21.1%	19.9%	18.9%	21.2%	17.5%	19.0%
%H		98.3%	46.3%	13.9%	59.7%	25.0%	34.6%	94.4%
D	1029	994	425	109	596	195	401	895
%V	12.5%	12.5%	12.5%	10.1%	12.2%	10.7%	13.1%	11.7%
%H		96.6%	41.3%	10.6%	57.9%	19.0%	39.0%	87.0%
E	545	529	168	67	350	85	265	414
%V	6.6%	6.6%	4.9%	6.2%	7.2%	4.7%	8.7%	5.4%
%H		97.1%	30.8%	12.3%	64.2%	15.6%	48.6%	76.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - South Macro Region

Individual level data

Table 26.30: 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+)	8212	7959	3394	1083	4888	1826	3062	7676
%H		96.9%	41.3%	13.2%	59.5%	22.2%	37.3%	93.5%
Working full time	3014	2903	1358	417	1580	649	931	2979
%V	36.7%	36.5%	40.0%	38.5%	32.3%	35.5%	30.4%	38.8%
%H		96.3%	45.1%	13.8%	52.4%	21.5%	30.9%	98.8%
Working part time	1427	1399	623	218	849	362	488	1412
%V	17.4%	17.6%	18.4%	20.1%	17.4%	19.8%	15.9%	18.4%
%H		98.0%	43.7%	15.3%	59.5%	25.4%	34.2%	98.9%
Not working	3745	3636	1402	447	2451	812	1638	3260
%V	45.6%	45.7%	41.3%	41.3%	50.1%	44.5%	53.5%	42.5%
%H		97.1%	37.4%	11.9%	65.4%	21.7%	43.7%	87.0%
Houseperson	6804	6605	2772	839	4125	1464	2662	6292
%V	82.9%	83.0%	81.7%	77.5%	84.4%	80.2%	86.9%	82.0%
%H		97.1%	40.7%	12.3%	60.6%	21.5%	39.1%	92.5%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Household level data

Table 27.1: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
AB	1415	1376	606	185	934	402	533	1358
%V	19.8%	20.0%	25.1%	19.2%	19.6%	24.9%	16.9%	21.9%
%H (All HH)		97.2%	42.8%	13.1%	66.0%	28.4%	37.7%	96.0%
%H (TV HH)			44.0%	13.4%	67.9%	29.2%	38.7%	
C1	2029	1957	666	300	1375	492	883	1886
%V	28.4%	28.5%	27.6%	31.1%	28.8%	30.5%	28.0%	30.4%
%H (All HH)		96.5%	32.8%	14.8%	67.8%	24.2%	43.5%	93.0%
%H (TV HH)			34.0%	15.3%	70.3%	25.1%	45.1%	
C2	1378	1354	519	216	936	368	567	1240
%V	19.3%	19.7%	21.5%	22.4%	19.6%	22.8%	18.0%	20.0%
%H (All HH)		98.3%	37.7%	15.7%	67.9%	26.7%	41.1%	90.0%
%H (TV HH)			38.3%	16.0%	69.1%	27.2%	41.9%	
D	1268	1189	355	163	807	219	588	1060
%V	17.7%	17.3%	14.7%	16.9%	16.9%	13.6%	18.6%	17.1%
%H (All HH)		93.8%	28.0%	12.9%	63.6%	17.3%	46.4%	83.6%
%H (TV HH)			29.9%	13.7%	67.9%	18.4%	49.5%	
E	1055	995	270	100	721	134	588	668
%V	14.8%	14.5%	11.2%	10.4%	15.1%	8.3%	18.6%	10.8%
%H (All HH)		94.3%	25.6%	9.5%	68.3%	12.7%	55.7%	63.3%
%H (TV HH)			27.1%	10.1%	72.5%	13.5%	59.1%	

Base: C4/Five - North Macro Region - 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

C4/Five - North Macro Region

Household level data

Table 27.2: 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	7146	6871	2415	964	4773	1615	3158	6212
%V (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Under 25	279	233	52	26	135	34	101	262
%V	3.9%	3.4%	2.2%	2.7%	2.8%	2.1%	3.2%	4.2%
%H (All HH)		83.5%	18.6%	9.3%	48.4%	12.2%	36.2%	93.9%
%H (TV HH)			22.3%	11.2%	57.9%	14.6%	43.3%	
25 - 34	1098	1016	353	130	554	174	380	1064
%V	15.4%	14.8%	14.6%	13.5%	11.6%	10.8%	12.0%	17.1%
%H (All HH)		92.5%	32.1%	11.8%	50.5%	15.8%	34.6%	96.9%
%H (TV HH)			34.7%	12.8%	54.5%	17.1%	37.4%	
35 - 44	1109	1070	430	181	651	268	382	1070
%V	15.5%	15.6%	17.8%	18.8%	13.6%	16.6%	12.1%	17.2%
%H (All HH)		96.5%	38.8%	16.3%	58.7%	24.2%	34.4%	96.5%
%H (TV HH)			40.2%	16.9%	60.8%	25.0%	35.7%	
45 - 54	1265	1219	493	204	838	354	485	1217
%V	17.7%	17.7%	20.4%	21.2%	17.6%	21.9%	15.4%	19.6%
%H (All HH)		96.4%	39.0%	16.1%	66.2%	28.0%	38.3%	96.2%
%H (TV HH)			40.4%	16.7%	68.7%	29.0%	39.8%	
55 - 64	1327	1296	491	201	961	368	593	1203
%V	18.6%	18.9%	20.3%	20.9%	20.1%	22.8%	18.8%	19.4%
%H (All HH)		97.7%	37.0%	15.1%	72.4%	27.7%	44.7%	90.7%
%H (TV HH)			37.9%	15.5%	74.2%	28.4%	45.8%	
65 +	2066	2037	595	222	1635	417	1217	1395
%V	28.9%	29.6%	24.6%	23.0%	34.3%	25.8%	38.5%	22.5%
%H (All HH)		98.6%	28.8%	10.7%	79.1%	20.2%	58.9%	67.5%
%H (TV HH)			29.2%	10.9%	80.3%	20.5%	59.7%	

Base: C4/Five - North Macro Region - 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

C4/Five - North Macro Region

Household level data

Table 27.3: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
1	2294	2159	557	222	1659	351	1307	1593
%V	32.1%	31.4%	23.1%	23.0%	34.8%	21.7%	41.4%	25.6%
%H (All HH)		94.1%	24.3%	9.7%	72.3%	15.3%	57.0%	69.4%
%H (TV HH)			25.8%	10.3%	76.8%	16.3%	60.5%	
2	2495	2435	892	337	1739	635	1104	2309
%V	34.9%	35.4%	36.9%	35.0%	36.4%	39.3%	35.0%	37.2%
%H (All HH)		97.6%	35.8%	13.5%	69.7%	25.5%	44.2%	92.5%
%H (TV HH)			36.6%	13.8%	71.4%	26.1%	45.3%	
3	1053	1029	427	190	625	285	341	1023
%V	14.7%	15.0%	17.7%	19.7%	13.1%	17.6%	10.8%	16.5%
%H (All HH)		97.7%	40.6%	18.0%	59.4%	27.1%	32.4%	97.2%
%H (TV HH)			41.5%	18.5%	60.7%	27.7%	33.1%	
4	851	820	356	140	519	240	280	842
%V	11.9%	11.9%	14.7%	14.5%	10.9%	14.9%	8.9%	13.6%
%H (All HH)		96.4%	41.8%	16.5%	61.0%	28.2%	32.9%	98.9%
%H (TV HH)			43.4%	17.1%	63.3%	29.3%	34.1%	
5+	452	429	184	75	230	104	126	444
%V	6.3%	6.2%	7.6%	7.8%	4.8%	6.4%	4.0%	7.1%
%H (All HH)		94.9%	40.7%	16.6%	50.9%	23.0%	27.9%	98.2%
%H (TV HH)			42.9%	17.5%	53.6%	24.2%	29.4%	
Average HH size	2.29	2.29	2.50	2.53	2.16	2.48	2.00	2.43

Base: C4/Five - North Macro Region - 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

C4/Five - North Macro Region

Household level data

Table 27.4: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Without	5392	5163	1697	690	3775	1192	2583	4483
%V	75.5%	75.1%	70.3%	71.6%	79.1%	73.8%	81.8%	72.2%
%H (All HH)		95.8%	31.5%	12.8%	70.0%	22.1%	47.9%	83.1%
%H (TV HH)			32.9%	13.4%	73.1%	23.1%	50.0%	
With	1754	1708	718	275	998	423	575	1729
%V	24.5%	24.9%	29.7%	28.5%	20.9%	26.2%	18.2%	27.8%
%H (All HH)		97.4%	40.9%	15.7%	56.9%	24.1%	32.8%	98.6%
%H (TV HH)			42.0%	16.1%	58.4%	24.8%	33.7%	
0 - 3	622	599	233	79	323	116	207	612
%V	8.7%	8.7%	9.6%	8.2%	6.8%	7.2%	6.6%	9.9%
%H (All HH)		96.3%	37.5%	12.7%	51.9%	18.6%	33.3%	98.4%
%H (TV HH)			38.9%	13.2%	53.9%	19.4%	34.6%	
4 - 9	927	893	373	139	514	210	304	912
%V	13.0%	13.0%	15.4%	14.4%	10.8%	13.0%	9.6%	14.7%
%H (All HH)		96.3%	40.2%	15.0%	55.4%	22.7%	32.8%	98.4%
%H (TV HH)			41.8%	15.6%	57.6%	23.5%	34.0%	
10 - 15	895	877	393	151	526	249	277	885
%V	12.5%	12.8%	16.3%	15.7%	11.0%	15.4%	8.8%	14.2%
%H (All HH)		98.0%	43.9%	16.9%	58.8%	27.8%	30.9%	98.9%
%H (TV HH)			44.8%	17.2%	60.0%	28.4%	31.6%	

Base: C4/Five - North Macro Region - 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

C4/Five - North Macro Region

Household level data

Table 27.5: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
1	2799	2799	708	322	1832	279	1553	2214
%V	39.2%	40.7%	29.3%	33.4%	38.4%	17.3%	49.2%	35.6%
%H (All HH)		100.0%	25.3%	11.5%	65.5%	10.0%	55.5%	79.1%
%H (TV HH)			25.3%	11.5%	65.5%	10.0%	55.5%	
2	2226	2226	857	335	1547	595	952	1989
%V	31.2%	32.4%	35.5%	34.8%	32.4%	36.8%	30.1%	32.0%
%H (All HH)		100.0%	38.5%	15.0%	69.5%	26.7%	42.8%	89.4%
%H (TV HH)			38.5%	15.0%	69.5%	26.7%	42.8%	
3	1135	1135	485	188	854	423	431	1087
%V	15.9%	16.5%	20.1%	19.5%	17.9%	26.2%	13.6%	17.5%
%H (All HH)		100.0%	42.7%	16.6%	75.2%	37.3%	38.0%	95.8%
%H (TV HH)			42.7%	16.6%	75.2%	37.3%	38.0%	
4	481	481	232	88	368	204	164	471
%V	6.7%	7.0%	9.6%	9.1%	7.7%	12.6%	5.2%	7.6%
%H (All HH)		100.0%	48.2%	18.3%	76.5%	42.4%	34.1%	97.9%
%H (TV HH)			48.2%	18.3%	76.5%	42.4%	34.1%	
5+	230	230	133	32	173	114	59	230
%V	3.2%	3.3%	5.5%	3.3%	3.6%	7.1%	1.9%	3.7%
%H (All HH)		100.0%	57.8%	13.9%	75.2%	49.6%	25.7%	100.0%
%H (TV HH)			57.8%	13.9%	75.2%	49.6%	25.7%	

Base: C4/Five - North Macro Region - 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 27.6: 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	7146	6871	2415	964	4773	1615	3158	6212
%V (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Under 20"	459	459	158	65	379	151	228	411
%V	6.4%	6.7%	6.5%	6.7%	7.9%	9.3%	7.2%	6.6%
%H (All HH)		100.0%	34.4%	14.2%	82.6%	32.9%	49.7%	89.5%
%H (TV HH)			34.4%	14.2%	82.6%	32.9%	49.7%	
20" - 29"	1730	1730	616	241	1379	553	826	1491
%V	24.2%	25.2%	25.5%	25.0%	28.9%	34.2%	26.2%	24.0%
%H (All HH)		100.0%	35.6%	13.9%	79.7%	32.0%	47.7%	86.2%
%H (TV HH)			35.6%	13.9%	79.7%	32.0%	47.7%	
30" - 39"	3407	3407	1197	481	2489	877	1612	2982
%V	47.7%	49.6%	49.6%	49.9%	52.1%	54.3%	51.0%	48.0%
%H (All HH)		100.0%	35.1%	14.1%	73.1%	25.7%	47.3%	87.5%
%H (TV HH)			35.1%	14.1%	73.1%	25.7%	47.3%	
40" - 49"	3634	3634	1436	575	2496	1025	1471	3339
%V	50.9%	52.9%	59.5%	59.6%	52.3%	63.5%	46.6%	53.8%
%H (All HH)		100.0%	39.5%	15.8%	68.7%	28.2%	40.5%	91.9%
%H (TV HH)			39.5%	15.8%	68.7%	28.2%	40.5%	
50" - 59"	1494	1494	722	222	945	471	474	1442
%V	20.9%	21.7%	29.9%	23.0%	19.8%	29.2%	15.0%	23.2%
%H (All HH)		100.0%	48.3%	14.9%	63.3%	31.5%	31.7%	96.5%
%H (TV HH)			48.3%	14.9%	63.3%	31.5%	31.7%	
60"+	224	224	110	40	134	73	61	222
%V	3.1%	3.3%	4.6%	4.1%	2.8%	4.5%	1.9%	3.6%
%H (All HH)		100.0%	49.1%	17.9%	59.8%	32.6%	27.2%	99.1%
%H (TV HH)			49.1%	17.9%	59.8%	32.6%	27.2%	

Base: C4/Five - North Macro Region - 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 27.7: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Main living room	6809	6809	2402	963	4733	1610	3122	5935
%V	95.3%	99.1%	99.5%	99.9%	99.2%	99.7%	98.9%	95.5%
%H (All HH)		100.0%	35.3%	14.1%	69.5%	23.6%	45.9%	87.2%
%H (TV HH)			35.3%	14.1%	69.5%	23.6%	45.9%	
Kitchen	672	672	335	79	547	292	256	639
%V	9.4%	9.8%	13.9%	8.2%	11.5%	18.1%	8.1%	10.3%
%H (All HH)		100.0%	49.9%	11.8%	81.4%	43.5%	38.1%	95.1%
%H (TV HH)			49.9%	11.8%	81.4%	43.5%	38.1%	
Adult's bedroom	3152	3152	1315	489	2292	1044	1247	2917
%V	44.1%	45.9%	54.5%	50.7%	48.0%	64.6%	39.5%	47.0%
%H (All HH)		100.0%	41.7%	15.5%	72.7%	33.1%	39.6%	92.5%
%H (TV HH)			41.7%	15.5%	72.7%	33.1%	39.6%	
Child's bedroom	634	634	303	101	421	221	200	627
%V	8.9%	9.2%	12.5%	10.5%	8.8%	13.7%	6.3%	10.1%
%H (All HH)		100.0%	47.8%	15.9%	66.4%	34.9%	31.5%	98.9%
%H (TV HH)			47.8%	15.9%	66.4%	34.9%	31.5%	
Other bedroom	590	590	263	93	449	219	230	564
%V	8.3%	8.6%	10.9%	9.6%	9.4%	13.6%	7.3%	9.1%
%H (All HH)		100.0%	44.6%	15.8%	76.1%	37.1%	39.0%	95.6%
%H (TV HH)			44.6%	15.8%	76.1%	37.1%	39.0%	
Second living/dining room	669	669	294	128	510	269	242	632
%V	9.4%	9.7%	12.2%	13.3%	10.7%	16.7%	7.7%	10.2%
%H (All HH)		100.0%	43.9%	19.1%	76.2%	40.2%	36.2%	94.5%
%H (TV HH)			43.9%	19.1%	76.2%	40.2%	36.2%	
Study/office	104	104	51	14	78	39	39	103
%V	1.5%	1.5%	2.1%	1.5%	1.6%	2.4%	1.2%	1.7%
%H (All HH)		100.0%	49.0%	13.5%	75.0%	37.5%	37.5%	99.0%
%H (TV HH)			49.0%	13.5%	75.0%	37.5%	37.5%	
TV room	29	29	18	3	19	12	7	29
%V	0.4%	0.4%	0.7%	0.3%	0.4%	0.7%	0.2%	0.5%
%H (All HH)		100.0%	62.1%	10.3%	65.5%	41.4%	24.1%	100.0%
%H (TV HH)			62.1%	10.3%	65.5%	41.4%	24.1%	
Conservatory	163	163	75	24	135	71	63	156
%V	2.3%	2.4%	3.1%	2.5%	2.8%	4.4%	2.0%	2.5%
%H (All HH)		100.0%	46.0%	14.7%	82.8%	43.6%	38.7%	95.7%
%H (TV HH)			46.0%	14.7%	82.8%	43.6%	38.7%	
Attic or loft room	15	15	10	3	9	7	2	14
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.4%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	20.0%	60.0%	46.7%	13.3%	93.3%
%H (TV HH)			66.7%	20.0%	60.0%	46.7%	13.3%	
No specific location	6	6	1	2	4	1	3	6
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	16.7%	33.3%	66.7%	16.7%	50.0%	100.0%
%H (TV HH)			16.7%	33.3%	66.7%	16.7%	50.0%	
Other	45	45	22	8	38	22	15	42
%V	0.6%	0.7%	0.9%	0.8%	0.8%	1.4%	0.5%	0.7%
%H (All HH)		100.0%	48.9%	17.8%	84.4%	48.9%	33.3%	93.3%
%H (TV HH)			48.9%	17.8%	84.4%	48.9%	33.3%	

Base: C4/Five - North Macro Region - 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 27.8: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Any DSAT provider	2415	2415	2415	33	1170	1170	0	2287
%V	33.8%	35.1%	100.0%	3.4%	24.5%	72.4%	0.0%	36.8%
%H (All HH)			100.0%	1.4%	48.4%	48.4%	0.0%	94.7%
%H (TV HH)			100.0%	1.4%	48.4%	48.4%	0.0%	
Sky with subcription	2106	2106	2106	19	1012	1012	0	2008
%V	29.5%	30.7%	87.2%	2.0%	21.2%	62.7%	0.0%	32.3%
%H (All HH)			100.0%	0.9%	48.1%	48.1%	0.0%	95.3%
%H (TV HH)			100.0%	0.9%	48.1%	48.1%	0.0%	
Sky without subcription	75	75	75	3	33	33	0	64
%V	1.0%	1.1%	3.1%	0.3%	0.7%	2.0%	0.0%	1.0%
%H (All HH)			100.0%	4.0%	44.0%	44.0%	0.0%	85.3%
%H (TV HH)			100.0%	4.0%	44.0%	44.0%	0.0%	
Freesat	209	209	209	3	119	119	0	195
%V	2.9%	3.0%	8.7%	0.3%	2.5%	7.4%	0.0%	3.1%
%H (All HH)			100.0%	1.4%	56.9%	56.9%	0.0%	93.3%
%H (TV HH)			100.0%	1.4%	56.9%	56.9%	0.0%	
Other satellite provider	115	115	115	12	53	53	0	110
%V	1.6%	1.7%	4.8%	1.2%	1.1%	3.3%	0.0%	1.8%
%H (All HH)			100.0%	10.4%	46.1%	46.1%	0.0%	95.7%
%H (TV HH)			100.0%	10.4%	46.1%	46.1%	0.0%	
DCAB	964	964	33	964	463	463	0	927
%V	13.5%	14.0%	1.4%	100.0%	9.7%	28.7%	0.0%	14.9%
%H (All HH)			3.4%	100.0%	48.0%	48.0%	0.0%	96.2%
%H (TV HH)			3.4%	100.0%	48.0%	48.0%	0.0%	
DTT	4773	4773	1170	463	4773	1615	3158	3999
%V	66.8%	69.5%	48.4%	48.0%	100.0%	100.0%	100.0%	64.4%
%H (All HH)		100.0%	24.5%	9.7%	100.0%	33.8%	66.2%	83.8%
%H (TV HH)			24.5%	9.7%	100.0%	33.8%	66.2%	

Base: C4/Five - North Macro Region - 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 27.9: 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	7146	6871	2415	964	4773	1615	3158	6212
%H (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
PVR	3788	3788	2201	907	2207	1499	708	3587
%V	53.0%	55.1%	91.1%	94.1%	46.2%	92.8%	22.4%	57.7%
%H (All HH)		100.0%	58.1%	23.9%	58.3%	39.6%	18.7%	94.7%
%H (TV HH)			58.1%	23.9%	58.3%	39.6%	18.7%	
DVDR	37	37	12	7	31	10	20	33
%V	0.5%	0.5%	0.5%	0.7%	0.6%	0.6%	0.6%	0.5%
%H (All HH)		100.0%	32.4%	18.9%	83.8%	27.0%	54.1%	89.2%
%H (TV HH)			32.4%	18.9%	83.8%	27.0%	54.1%	
VCR	18	18	4	3	16	4	12	18
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.2%	0.4%	0.3%
%H (All HH)		100.0%	22.2%	16.7%	88.9%	22.2%	66.7%	100.0%
%H (TV HH)			22.2%	16.7%	88.9%	22.2%	66.7%	
Any recorder	3809	3809	2202	907	2227	1499	728	3605
%V	53.3%	55.4%	91.2%	94.1%	46.7%	92.8%	23.1%	58.0%
%H (All HH)		100.0%	57.8%	23.8%	58.5%	39.4%	19.1%	94.6%
%H (TV HH)			57.8%	23.8%	58.5%	39.4%	19.1%	
Receives HDTV (via STB or built-in reception)	4775	4775	2102	795	3360	1453	1907	4391
%V	66.8%	69.5%	87.0%	82.5%	70.4%	90.0%	60.4%	70.7%
%H (All HH)		100.0%	44.0%	16.6%	70.4%	30.4%	39.9%	92.0%
%H (TV HH)			44.0%	16.6%	70.4%	30.4%	39.9%	
DVD/Blu-ray player or recorder	3663	3663	1366	534	2648	1046	1602	3336
%V	51.3%	53.3%	56.6%	55.4%	55.5%	64.8%	50.7%	53.7%
%H (All HH)		100.0%	37.3%	14.6%	72.3%	28.6%	43.7%	91.1%
%H (TV HH)			37.3%	14.6%	72.3%	28.6%	43.7%	

Base: C4/Five - North Macro Region - 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 27.10: 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	7146	6871	2415	964	4773	1615	3158	6212
%V (All HH)		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%
%H (TV HH)			35.1%	14.0%	69.5%	23.5%	46.0%	
Has broadband internet	6212	5991	2287	927	3999	1542	2456	6212
%V	86.9%	87.2%	94.7%	96.2%	83.8%	95.5%	77.8%	100.0%
%H (All HH)		96.4%	36.8%	14.9%	64.4%	24.8%	39.5%	100.0%
%H (TV HH)			38.2%	15.5%	66.8%	25.7%	41.0%	
Number of computers (PCs and laptops)								
0	1544	1453	322	115	1114	167	946	674
%V	21.6%	21.1%	13.3%	11.9%	23.3%	10.3%	30.0%	10.8%
%H (All HH)		94.1%	20.9%	7.4%	72.2%	10.8%	61.3%	43.7%
%H (TV HH)			22.2%	7.9%	76.7%	11.5%	65.1%	
1	2069	1975	686	263	1331	405	926	2020
%V	29.0%	28.7%	28.4%	27.3%	27.9%	25.1%	29.3%	32.5%
%H (All HH)		95.5%	33.2%	12.7%	64.3%	19.6%	44.8%	97.6%
%H (TV HH)			34.7%	13.3%	67.4%	20.5%	46.9%	
2	1731	1690	653	262	1139	446	693	1719
%V	24.2%	24.6%	27.0%	27.2%	23.9%	27.6%	21.9%	27.7%
%H (All HH)		97.6%	37.7%	15.1%	65.8%	25.8%	40.0%	99.3%
%H (TV HH)			38.6%	15.5%	67.4%	26.4%	41.0%	
3	862	842	370	154	579	293	286	860
%V	12.1%	12.3%	15.3%	16.0%	12.1%	18.1%	9.1%	13.8%
%H (All HH)		97.7%	42.9%	17.9%	67.2%	34.0%	33.2%	99.8%
%H (TV HH)			43.9%	18.3%	68.8%	34.8%	34.0%	
4	475	459	197	85	325	163	162	475
%V	6.6%	6.7%	8.2%	8.8%	6.8%	10.1%	5.1%	7.6%
%H (All HH)		96.6%	41.5%	17.9%	68.4%	34.3%	34.1%	100.0%
%H (TV HH)			42.9%	18.5%	70.8%	35.5%	35.3%	
5+	465	452	187	85	285	140	144	464
%V	6.5%	6.6%	7.7%	8.8%	6.0%	8.7%	4.6%	7.5%
%H (All HH)		97.2%	40.2%	18.3%	61.3%	30.1%	31.0%	99.8%
%H (TV HH)			41.4%	18.8%	63.1%	31.0%	31.9%	

Base: C4/Five - North Macro Region - 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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C4/Five - North Macro Region

Set level data

Table 27.11: 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	13846	5530	2084	9903	4181	5722	12603
%H		39.9%	15.1%	71.5%	30.2%	41.3%	91.0%
Under 20"	534	185	75	443	179	264	482
%V	3.9%	3.3%	3.6%	4.5%	4.3%	4.6%	3.8%
%H		34.6%	14.0%	83.0%	33.5%	49.4%	90.3%
20" - 29"	2167	788	314	1743	729	1013	1887
%V	15.7%	14.2%	15.1%	17.6%	17.4%	17.7%	15.0%
%H		36.4%	14.5%	80.4%	33.6%	46.7%	87.1%
30" - 39"	4472	1669	653	3224	1237	1988	3990
%V	32.3%	30.2%	31.3%	32.6%	29.6%	34.7%	31.7%
%H		37.3%	14.6%	72.1%	27.7%	44.5%	89.2%
40" - 49"	4477	1845	724	3080	1341	1739	4157
%V	32.3%	33.4%	34.7%	31.1%	32.1%	30.4%	33.0%
%H		41.2%	16.2%	68.8%	30.0%	38.8%	92.9%
50" - 59"	1728	845	248	1102	554	548	1676
%V	12.5%	15.3%	11.9%	11.1%	13.3%	9.6%	13.3%
%H		48.9%	14.4%	63.8%	32.1%	31.7%	97.0%
60"+	257	127	52	155	90	65	255
%V	1.9%	2.3%	2.5%	1.6%	2.2%	1.1%	2.0%
%H		49.4%	20.2%	60.3%	35.0%	25.3%	99.2%
Don't know	211	71	19	155	51	105	157
%V	1.5%	1.3%	0.9%	1.6%	1.2%	1.8%	1.2%
%H		33.6%	9.0%	73.5%	24.2%	49.8%	74.4%

Base: C4/Five - North Macro Region - 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 27.12: 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	13846	5530	2084	9903	4181	5722	12603
%H		39.9%	15.1%	71.5%	30.2%	41.3%	91.0%
Main living room	6872	2423	975	4771	1623	3149	5996
%V	49.6%	43.8%	46.8%	48.2%	38.8%	55.0%	47.6%
%H		35.3%	14.2%	69.4%	23.6%	45.8%	87.3%
Kitchen	674	337	80	548	292	256	641
%V	4.9%	6.1%	3.8%	5.5%	7.0%	4.5%	5.1%
%H		50.0%	11.9%	81.3%	43.3%	38.0%	95.1%
Adult's bedroom	3688	1554	585	2675	1262	1413	3437
%V	26.6%	28.1%	28.1%	27.0%	30.2%	24.7%	27.3%
%H		42.1%	15.9%	72.5%	34.2%	38.3%	93.2%
Child's bedroom	847	408	144	565	306	259	840
%V	6.1%	7.4%	6.9%	5.7%	7.3%	4.5%	6.7%
%H		48.2%	17.0%	66.7%	36.1%	30.6%	99.2%
Other bedroom	716	327	115	539	269	270	689
%V	5.2%	5.9%	5.5%	5.4%	6.4%	4.7%	5.5%
%H		45.7%	16.1%	75.3%	37.6%	37.7%	96.2%
Second living/dining room	684	304	129	521	275	246	646
%V	4.9%	5.5%	6.2%	5.3%	6.6%	4.3%	5.1%
%H		44.4%	18.9%	76.2%	40.2%	36.0%	94.4%
Study/office	104	51	14	78	39	39	103
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	0.8%
%H		49.0%	13.5%	75.0%	37.5%	37.5%	99.0%
TV room	29	18	3	19	12	7	29
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.1%	0.2%
%H		62.1%	10.3%	65.5%	41.4%	24.1%	100.0%
Conservatory	163	75	24	135	71	63	156
%V	1.2%	1.4%	1.2%	1.4%	1.7%	1.1%	1.2%
%H		46.0%	14.7%	82.8%	43.6%	38.7%	95.7%
Attic or loft room	15	10	3	9	7	2	14
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	20.0%	60.0%	46.7%	13.3%	93.3%
No specific location	6	1	2	4	1	3	6
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
%H		16.7%	33.3%	66.7%	16.7%	50.0%	100.0%
Other	48	22	10	40	24	15	45
%V	0.3%	0.4%	0.5%	0.4%	0.6%	0.3%	0.4%
%H		45.8%	20.8%	83.3%	50.0%	31.3%	93.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13846	5530	2084	9903	4181	5722	12603
%H		39.9%	15.1%	71.5%	30.2%	41.3%	91.0%
PVR	5525	3470	1304	2936	2132	804	5296
%V	39.9%	62.7%	62.6%	29.6%	51.0%	14.1%	42.0%
%H		62.8%	23.6%	53.1%	38.6%	14.6%	95.9%
DVDR	38	12	8	32	11	21	34
%V	0.3%	0.2%	0.4%	0.3%	0.3%	0.4%	0.3%
%H		31.6%	21.1%	84.2%	28.9%	55.3%	89.5%
VCR	19	4	3	17	5	12	18
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		21.1%	15.8%	89.5%	26.3%	63.2%	94.7%
Any recorder	5554	3474	1307	2962	2135	827	5322
%V	40.1%	62.8%	62.7%	29.9%	51.1%	14.5%	42.2%
%H		62.5%	23.5%	53.3%	38.4%	14.9%	95.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: 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	13846	5530	2084	9903	4181	5722	12603
%H		39.9%	15.1%	71.5%	30.2%	41.3%	91.0%
Receives HDTV (via STB or built-in reception)	7891	3753	1292	5570	2668	2902	7401
%V	57.0%	67.9%	62.0%	56.2%	63.8%	50.7%	58.7%
%H		47.6%	16.4%	70.6%	33.8%	36.8%	93.8%
DVD/Blu-ray player or recorder	4979	1924	779	3610	1551	2059	4593
%V	36.0%	34.8%	37.4%	36.5%	37.1%	36.0%	36.4%
%H		38.6%	15.6%	72.5%	31.2%	41.4%	92.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.15: 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	6870	2415	964	4773	1615	3158	5990
%H		35.2%	14.0%	69.5%	23.5%	46.0%	87.2%
Under 20"	27	5	2	21	3	18	14
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.6%	0.2%
%H		18.5%	7.4%	77.8%	11.1%	66.7%	51.9%
20" - 29"	361	60	35	287	44	243	241
%V	5.3%	2.5%	3.6%	6.0%	2.7%	7.7%	4.0%
%H		16.6%	9.7%	79.5%	12.2%	67.3%	66.8%
30" - 39"	1819	469	236	1340	303	1037	1452
%V	26.5%	19.4%	24.5%	28.1%	18.8%	32.8%	24.2%
%H		25.8%	13.0%	73.7%	16.7%	57.0%	79.8%
40" - 49"	3003	1106	455	2075	769	1306	2720
%V	43.7%	45.8%	47.2%	43.5%	47.6%	41.4%	45.4%
%H		36.8%	15.2%	69.1%	25.6%	43.5%	90.6%
50" - 59"	1330	642	190	835	408	426	1279
%V	19.4%	26.6%	19.7%	17.5%	25.3%	13.5%	21.4%
%H		48.3%	14.3%	62.8%	30.7%	32.0%	96.2%
60"+	203	97	38	123	67	56	201
%V	3.0%	4.0%	3.9%	2.6%	4.1%	1.8%	3.4%
%H		47.8%	18.7%	60.6%	33.0%	27.6%	99.0%
Don't know	128	35	9	93	20	72	83
%V	1.9%	1.4%	0.9%	1.9%	1.2%	2.3%	1.4%
%H		27.3%	7.0%	72.7%	15.6%	56.3%	64.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Set level data

Table 27.16: 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	6870	2415	964	4773	1615	3158	5990
%H		35.2%	14.0%	69.5%	23.5%	46.0%	87.2%
PVR	3705	2171	887	2138	1463	676	3511
%V	53.9%	89.9%	92.0%	44.8%	90.6%	21.4%	58.6%
%H		58.6%	23.9%	57.7%	39.5%	18.2%	94.8%
DVDR	30	10	6	27	10	16	27
%V	0.4%	0.4%	0.6%	0.6%	0.6%	0.5%	0.5%
%H		33.3%	20.0%	90.0%	33.3%	53.3%	90.0%
VCR	12	3	1	11	4	8	11
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.3%	0.2%
%H		25.0%	8.3%	91.7%	33.3%	66.7%	91.7%
Any recorder	3722	2171	887	2155	1463	692	3525
%V	54.2%	89.9%	92.0%	45.1%	90.6%	21.9%	58.8%
%H		58.3%	23.8%	57.9%	39.3%	18.6%	94.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: 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	6870	2415	964	4773	1615	3158	5990
%H		35.2%	14.0%	69.5%	23.5%	46.0%	87.2%
Receives HDTV (via STB or built-in reception)	4673	2050	785	3266	1400	1866	4296
%V	68.0%	84.9%	81.4%	68.4%	86.7%	59.1%	71.7%
%H		43.9%	16.8%	69.9%	30.0%	39.9%	91.9%
DVD/Blu-ray player or recorder	3142	1131	457	2293	880	1413	2831
%V	45.7%	46.8%	47.4%	48.0%	54.5%	44.7%	47.3%
%H		36.0%	14.5%	73.0%	28.0%	45.0%	90.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 27.18: 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	6976	3115	1120	5130	2566	2564	6613
%H		44.7%	16.1%	73.5%	36.8%	36.8%	94.8%
Under 20"	507	179	73	422	176	246	468
%V	7.3%	5.7%	6.5%	8.2%	6.9%	9.6%	7.1%
%H		35.3%	14.4%	83.2%	34.7%	48.5%	92.3%
20" - 29"	1806	728	279	1456	685	771	1646
%V	25.9%	23.4%	24.9%	28.4%	26.7%	30.1%	24.9%
%H		40.3%	15.4%	80.6%	37.9%	42.7%	91.1%
30" - 39"	2653	1200	417	1884	934	950	2538
%V	38.0%	38.5%	37.2%	36.7%	36.4%	37.1%	38.4%
%H		45.2%	15.7%	71.0%	35.2%	35.8%	95.7%
40" - 49"	1474	739	269	1005	572	433	1436
%V	21.1%	23.7%	24.0%	19.6%	22.3%	16.9%	21.7%
%H		50.1%	18.2%	68.2%	38.8%	29.4%	97.4%
50" - 59"	398	203	58	267	146	122	397
%V	5.7%	6.5%	5.2%	5.2%	5.7%	4.8%	6.0%
%H		51.0%	14.6%	67.1%	36.7%	30.7%	99.7%
60"+	55	30	14	32	22	10	54
%V	0.8%	1.0%	1.3%	0.6%	0.9%	0.4%	0.8%
%H		54.5%	25.5%	58.2%	40.0%	18.2%	98.2%
Don't know	83	36	10	63	31	32	74
%V	1.2%	1.2%	0.9%	1.2%	1.2%	1.2%	1.1%
%H		43.4%	12.0%	75.9%	37.3%	38.6%	89.2%

Base: C4/Five - North Macro Region - 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 27.19: 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	6976	3115	1120	5130	2566	2564	6613
%H		44.7%	16.1%	73.5%	36.8%	36.8%	94.8%
PVR	1820	1299	418	798	669	128	1786
%V	26.1%	41.7%	37.3%	15.6%	26.1%	5.0%	27.0%
%H		71.4%	23.0%	43.8%	36.8%	7.0%	98.1%
DVDR	8	2	2	6	1	5	7
%V	0.1%	0.1%	0.2%	0.1%	0.0%	0.2%	0.1%
%H		25.0%	25.0%	75.0%	12.5%	62.5%	87.5%
VCR	7	1	2	5	1	4	7
%V	0.1%	0.0%	0.2%	0.1%	0.0%	0.2%	0.1%
%H		14.3%	28.6%	71.4%	14.3%	57.1%	100.0%
Any recorder	1832	1303	421	807	672	135	1797
%V	26.3%	41.8%	37.6%	15.7%	26.2%	5.3%	27.2%
%H		71.1%	23.0%	44.1%	36.7%	7.4%	98.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: 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	6976	3115	1120	5130	2566	2564	6613
%H		44.7%	16.1%	73.5%	36.8%	36.8%	94.8%
Receives HDTV (via STB or built-in reception)	3218	1704	508	2304	1268	1037	3106
%V	46.1%	54.7%	45.4%	44.9%	49.4%	40.4%	47.0%
%H		53.0%	15.8%	71.6%	39.4%	32.2%	96.5%
DVD/Blu-ray player or recorder	1837	793	322	1317	672	646	1762
%V	26.3%	25.5%	28.8%	25.7%	26.2%	25.2%	26.6%
%H		43.2%	17.5%	71.7%	36.6%	35.2%	95.9%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 27.21: 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	16329	15736	6045	2439	10328	3999	6330	15086
%H		96.4%	37.0%	14.9%	63.2%	24.5%	38.8%	92.4%
Total Children	3160	3060	1267	475	1767	742	1025	3117
%V	19.4%	19.4%	21.0%	19.5%	17.1%	18.6%	16.2%	20.7%
%H		96.8%	40.1%	15.0%	55.9%	23.5%	32.4%	98.6%
0 - 3	739	712	272	98	388	141	247	727
%V	4.5%	4.5%	4.5%	4.0%	3.8%	3.5%	3.9%	4.8%
%H		96.3%	36.8%	13.3%	52.5%	19.1%	33.4%	98.4%
4 - 15	2421	2347	994	378	1379	601	777	2390
%V	14.8%	14.9%	16.4%	15.5%	13.4%	15.0%	12.3%	15.8%
%H		96.9%	41.1%	15.6%	57.0%	24.8%	32.1%	98.7%
4 - 9	1234	1184	490	173	686	279	407	1216
%V	7.6%	7.5%	8.1%	7.1%	6.6%	7.0%	6.4%	8.1%
%H		95.9%	39.7%	14.0%	55.6%	22.6%	33.0%	98.5%
10 - 15	1186	1163	505	204	692	322	370	1173
%V	7.3%	7.4%	8.4%	8.4%	6.7%	8.1%	5.8%	7.8%
%H		98.1%	42.6%	17.2%	58.3%	27.2%	31.2%	98.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Individual level data

Table 27.22: 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	16329	15736	6045	2439	10328	3999	6330	15086
%H		96.4%	37.0%	14.9%	63.2%	24.5%	38.8%	92.4%
Total Adults (16+)	13169	12677	4778	1964	8561	3256	5305	11969
%V	80.6%	80.6%	79.0%	80.5%	82.9%	81.4%	83.8%	79.3%
%H		96.3%	36.3%	14.9%	65.0%	24.7%	40.3%	90.9%
16 - 19	599	570	244	115	357	171	186	587
%V	3.7%	3.6%	4.0%	4.7%	3.5%	4.3%	2.9%	3.9%
%H		95.2%	40.7%	19.2%	59.6%	28.5%	31.1%	98.0%
20 - 24	1043	935	301	148	568	225	343	1015
%V	6.4%	5.9%	5.0%	6.1%	5.5%	5.6%	5.4%	6.7%
%H		89.6%	28.9%	14.2%	54.5%	21.6%	32.9%	97.3%
25 - 34	2185	2036	759	298	1156	434	722	2122
%V	13.4%	12.9%	12.6%	12.2%	11.2%	10.9%	11.4%	14.1%
%H		93.2%	34.7%	13.6%	52.9%	19.9%	33.0%	97.1%
35 - 44	1979	1908	790	328	1141	474	667	1909
%V	12.1%	12.1%	13.1%	13.4%	11.0%	11.9%	10.5%	12.7%
%H		96.4%	39.9%	16.6%	57.7%	24.0%	33.7%	96.5%
45 - 54	2125	2062	880	364	1399	635	763	2055
%V	13.0%	13.1%	14.6%	14.9%	13.5%	15.9%	12.1%	13.6%
%H		97.0%	41.4%	17.1%	65.8%	29.9%	35.9%	96.7%
55 - 64	2140	2098	837	343	1510	615	895	1984
%V	13.1%	13.3%	13.8%	14.1%	14.6%	15.4%	14.1%	13.2%
%H		98.0%	39.1%	16.0%	70.6%	28.7%	41.8%	92.7%
65+	3098	3067	966	367	2431	703	1728	2298
%V	19.0%	19.5%	16.0%	15.0%	23.5%	17.6%	27.3%	15.2%
%H		99.0%	31.2%	11.8%	78.5%	22.7%	55.8%	74.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Individual level data

Table 27.23: 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+)		13169	12677	4778	1964	8561	3256	5305	11969
	%H		96.3%	36.3%	14.9%	65.0%	24.7%	40.3%	90.9%
AB		2752	2685	1220	401	1801	833	967	2677
	%V	20.9%	21.2%	25.5%	20.4%	21.0%	25.6%	18.2%	22.4%
	%H		97.6%	44.3%	14.6%	65.4%	30.3%	35.1%	97.3%
C1		3922	3755	1332	606	2594	1003	1591	3733
	%V	29.8%	29.6%	27.9%	30.9%	30.3%	30.8%	30.0%	31.2%
	%H		95.7%	34.0%	15.5%	66.1%	25.6%	40.6%	95.2%
C2		2685	2653	1109	467	1780	795	984	2502
	%V	20.4%	20.9%	23.2%	23.8%	20.8%	24.4%	18.5%	20.9%
	%H		98.8%	41.3%	17.4%	66.3%	29.6%	36.6%	93.2%
D		2342	2193	705	332	1414	416	998	2063
	%V	17.8%	17.3%	14.8%	16.9%	16.5%	12.8%	18.8%	17.2%
	%H		93.6%	30.1%	14.2%	60.4%	17.8%	42.6%	88.1%
E		1468	1390	413	157	973	209	764	994
	%V	11.1%	11.0%	8.6%	8.0%	11.4%	6.4%	14.4%	8.3%
	%H		94.7%	28.1%	10.7%	66.3%	14.2%	52.0%	67.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2019 - Sep 2020
C4/Five - North Macro Region
Individual level data
Table 27.24: 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+)	13169	12677	4778	1964	8561	3256	5305	11969
%H		96.3%	36.3%	14.9%	65.0%	24.7%	40.3%	90.9%
Working full time	6120	5920	2490	1026	3738	1638	2100	5983
%V	46.5%	46.7%	52.1%	52.2%	43.7%	50.3%	39.6%	50.0%
%H		96.7%	40.7%	16.8%	61.1%	26.8%	34.3%	97.8%
Working part time	1260	1219	441	219	823	343	480	1223
%V	9.6%	9.6%	9.2%	11.2%	9.6%	10.5%	9.0%	10.2%
%H		96.7%	35.0%	17.4%	65.3%	27.2%	38.1%	97.1%
Not working	5764	5516	1840	713	3991	1274	2716	4739
%V	43.8%	43.5%	38.5%	36.3%	46.6%	39.1%	51.2%	39.6%
%H		95.7%	31.9%	12.4%	69.2%	22.1%	47.1%	82.2%
Houseperson	7146	6871	2415	964	4773	1615	3158	6212
%V	54.3%	54.2%	50.5%	49.1%	55.8%	49.6%	59.5%	51.9%
%H		96.2%	33.8%	13.5%	66.8%	22.6%	44.2%	86.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.25: 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+)	6445	6151	2327	957	4123	1582	2541	5854
%H		95.4%	36.1%	14.8%	64.0%	24.5%	39.4%	90.8%
16 - 19	309	288	129	57	184	93	91	303
%V	4.8%	4.7%	5.5%	6.0%	4.5%	5.9%	3.6%	5.2%
%H		93.2%	41.7%	18.4%	59.5%	30.1%	29.4%	98.1%
20 - 24	525	470	152	75	282	119	162	507
%V	8.1%	7.6%	6.5%	7.8%	6.8%	7.5%	6.4%	8.7%
%H		89.5%	29.0%	14.3%	53.7%	22.7%	30.9%	96.6%
25 - 34	1095	1016	368	146	586	214	371	1061
%V	17.0%	16.5%	15.8%	15.3%	14.2%	13.5%	14.6%	18.1%
%H		92.8%	33.6%	13.3%	53.5%	19.5%	33.9%	96.9%
35 - 44	970	919	370	152	548	217	330	924
%V	15.1%	14.9%	15.9%	15.9%	13.3%	13.7%	13.0%	15.8%
%H		94.7%	38.1%	15.7%	56.5%	22.4%	34.0%	95.3%
45 - 54	1040	1003	430	180	670	301	369	994
%V	16.1%	16.3%	18.5%	18.8%	16.3%	19.0%	14.5%	17.0%
%H		96.4%	41.3%	17.3%	64.4%	28.9%	35.5%	95.6%
55 - 64	1048	1018	395	164	738	289	449	962
%V	16.3%	16.6%	17.0%	17.1%	17.9%	18.3%	17.7%	16.4%
%H		97.1%	37.7%	15.6%	70.4%	27.6%	42.8%	91.8%
65+	1458	1436	482	183	1116	348	768	1102
%V	22.6%	23.3%	20.7%	19.1%	27.1%	22.0%	30.2%	18.8%
%H		98.5%	33.1%	12.6%	76.5%	23.9%	52.7%	75.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.26: 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+)	6445	6151	2327	957	4123	1582	2541	5854
%H		95.4%	36.1%	14.8%	64.0%	24.5%	39.4%	90.8%
AB	1358	1322	591	210	886	416	470	1331
%V	21.1%	21.5%	25.4%	21.9%	21.5%	26.3%	18.5%	22.7%
%H		97.3%	43.5%	15.5%	65.2%	30.6%	34.6%	98.0%
C1	1851	1757	628	285	1205	477	728	1778
%V	28.7%	28.6%	27.0%	29.8%	29.2%	30.2%	28.7%	30.4%
%H		94.9%	33.9%	15.4%	65.1%	25.8%	39.3%	96.1%
C2	1416	1397	577	229	939	399	540	1304
%V	22.0%	22.7%	24.8%	23.9%	22.8%	25.2%	21.3%	22.3%
%H		98.7%	40.7%	16.2%	66.3%	28.2%	38.1%	92.1%
D	1159	1059	351	162	663	201	462	1011
%V	18.0%	17.2%	15.1%	16.9%	16.1%	12.7%	18.2%	17.3%
%H		91.4%	30.3%	14.0%	57.2%	17.3%	39.9%	87.2%
E	661	616	180	70	430	89	341	431
%V	10.3%	10.0%	7.7%	7.3%	10.4%	5.6%	13.4%	7.4%
%H		93.2%	27.2%	10.6%	65.1%	13.5%	51.6%	65.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.27: 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+)	6445	6151	2327	957	4123	1582	2541	5854
%H		95.4%	36.1%	14.8%	64.0%	24.5%	39.4%	90.8%
Working full time	3603	3463	1442	603	2209	967	1242	3515
%V	55.9%	56.3%	62.0%	63.0%	53.6%	61.1%	48.9%	60.0%
%H		96.1%	40.0%	16.7%	61.3%	26.8%	34.5%	97.6%
Working part time	320	297	101	49	191	66	124	297
%V	5.0%	4.8%	4.3%	5.1%	4.6%	4.2%	4.9%	5.1%
%H		92.8%	31.6%	15.3%	59.7%	20.6%	38.8%	92.8%
Not working	2513	2383	783	303	1720	547	1172	2033
%V	39.0%	38.7%	33.6%	31.7%	41.7%	34.6%	46.1%	34.7%
%H		94.8%	31.2%	12.1%	68.4%	21.8%	46.6%	80.9%
Houseperson	1789	1651	465	224	1157	294	863	1406
%V	27.8%	26.8%	20.0%	23.4%	28.1%	18.6%	34.0%	24.0%
%H		92.3%	26.0%	12.5%	64.7%	16.4%	48.2%	78.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.28: 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+)	6724	6525	2451	1007	4438	1675	2764	6115
%H		97.0%	36.5%	15.0%	66.0%	24.9%	41.1%	90.9%
16 - 19	290	282	114	59	173	78	95	283
%V	4.3%	4.3%	4.7%	5.9%	3.9%	4.7%	3.4%	4.6%
%H		97.2%	39.3%	20.3%	59.7%	26.9%	32.8%	97.6%
20 - 24	518	465	150	73	286	105	181	508
%V	7.7%	7.1%	6.1%	7.2%	6.4%	6.3%	6.5%	8.3%
%H		89.8%	29.0%	14.1%	55.2%	20.3%	34.9%	98.1%
25 - 34	1091	1020	391	151	571	220	351	1060
%V	16.2%	15.6%	16.0%	15.0%	12.9%	13.1%	12.7%	17.3%
%H		93.5%	35.8%	13.8%	52.3%	20.2%	32.2%	97.2%
35 - 44	1008	989	420	176	593	256	337	985
%V	15.0%	15.2%	17.1%	17.5%	13.4%	15.3%	12.2%	16.1%
%H		98.1%	41.7%	17.5%	58.8%	25.4%	33.4%	97.7%
45 - 54	1085	1059	450	184	728	334	394	1061
%V	16.1%	16.2%	18.4%	18.3%	16.4%	19.9%	14.3%	17.4%
%H		97.6%	41.5%	17.0%	67.1%	30.8%	36.3%	97.8%
55 - 64	1092	1080	442	179	771	326	446	1022
%V	16.2%	16.6%	18.0%	17.8%	17.4%	19.5%	16.1%	16.7%
%H		98.9%	40.5%	16.4%	70.6%	29.9%	40.8%	93.6%
65+	1640	1631	484	184	1315	355	960	1196
%V	24.4%	25.0%	19.7%	18.3%	29.6%	21.2%	34.7%	19.6%
%H		99.5%	29.5%	11.2%	80.2%	21.6%	58.5%	72.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.29: 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+)	6724	6525	2451	1007	4438	1675	2764	6115
%H		97.0%	36.5%	15.0%	66.0%	24.9%	41.1%	90.9%
AB	1394	1363	629	191	914	417	497	1347
%V	20.7%	20.9%	25.7%	19.0%	20.6%	24.9%	18.0%	22.0%
%H		97.8%	45.1%	13.7%	65.6%	29.9%	35.7%	96.6%
C1	2071	1998	704	321	1389	525	863	1955
%V	30.8%	30.6%	28.7%	31.9%	31.3%	31.3%	31.2%	32.0%
%H		96.5%	34.0%	15.5%	67.1%	25.4%	41.7%	94.4%
C2	1269	1257	532	238	841	397	444	1198
%V	18.9%	19.3%	21.7%	23.6%	18.9%	23.7%	16.1%	19.6%
%H		99.1%	41.9%	18.8%	66.3%	31.3%	35.0%	94.4%
D	1183	1134	354	171	751	215	536	1052
%V	17.6%	17.4%	14.4%	17.0%	16.9%	12.8%	19.4%	17.2%
%H		95.9%	29.9%	14.5%	63.5%	18.2%	45.3%	88.9%
E	807	774	233	87	543	120	423	563
%V	12.0%	11.9%	9.5%	8.6%	12.2%	7.2%	15.3%	9.2%
%H		95.9%	28.9%	10.8%	67.3%	14.9%	52.4%	69.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - North Macro Region

Individual level data

Table 27.30: 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+)	6724	6525	2451	1007	4438	1675	2764	6115
%H		97.0%	36.5%	15.0%	66.0%	24.9%	41.1%	90.9%
Working full time	2517	2456	1048	423	1529	671	858	2468
%V	37.4%	37.6%	42.8%	42.0%	34.5%	40.1%	31.0%	40.4%
%H		97.6%	41.6%	16.8%	60.7%	26.7%	34.1%	98.1%
Working part time	940	922	340	170	632	277	356	925
%V	14.0%	14.1%	13.9%	16.9%	14.2%	16.5%	12.9%	15.1%
%H		98.1%	36.2%	18.1%	67.2%	29.5%	37.9%	98.4%
Not working	3251	3132	1057	411	2271	727	1544	2706
%V	48.3%	48.0%	43.1%	40.8%	51.2%	43.4%	55.9%	44.3%
%H		96.3%	32.5%	12.6%	69.9%	22.4%	47.5%	83.2%
Houseperson	5357	5220	1949	740	3616	1321	2295	4806
%V	79.7%	80.0%	79.5%	73.5%	81.5%	78.9%	83.0%	78.6%
%H		97.4%	36.4%	13.8%	67.5%	24.7%	42.8%	89.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Household level data

Table 28.1: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
AB	690	655	269	97	378	146	233	662
%V	25.8%	26.0%	27.8%	26.2%	25.5%	28.1%	24.1%	27.8%
%H (All HH)		94.9%	39.0%	14.1%	54.8%	21.2%	33.8%	95.9%
%H (TV HH)			41.1%	14.8%	57.7%	22.3%	35.6%	
C1	762	704	270	101	416	155	261	701
%V	28.5%	27.9%	27.9%	27.3%	28.0%	29.8%	27.0%	29.5%
%H (All HH)		92.4%	35.4%	13.3%	54.6%	20.3%	34.3%	92.0%
%H (TV HH)			38.4%	14.3%	59.1%	22.0%	37.1%	
C2	528	510	211	80	291	108	183	481
%V	19.7%	20.2%	21.8%	21.6%	19.6%	20.8%	19.0%	20.2%
%H (All HH)		96.6%	40.0%	15.2%	55.1%	20.5%	34.7%	91.1%
%H (TV HH)			41.4%	15.7%	57.1%	21.2%	35.9%	
D	438	410	145	66	236	74	161	356
%V	16.4%	16.3%	15.0%	17.8%	15.9%	14.2%	16.7%	15.0%
%H (All HH)		93.6%	33.1%	15.1%	53.9%	16.9%	36.8%	81.3%
%H (TV HH)			35.4%	16.1%	57.6%	18.0%	39.3%	
E	259	241	73	26	164	38	126	178
%V	9.7%	9.6%	7.5%	7.0%	11.0%	7.3%	13.1%	7.5%
%H (All HH)		93.1%	28.2%	10.0%	63.3%	14.7%	48.6%	68.7%
%H (TV HH)			30.3%	10.8%	68.0%	15.8%	52.3%	

Base: C4/Five - Scotland Macro Region - 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

C4/Five - Scotland Macro Region

Household level data

Table 28.2: 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	2676	2519	968	370	1485	520	965	2379
%V (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Under 25	118	82	16	7	24	6	18	117
%V	4.4%	3.3%	1.7%	1.9%	1.6%	1.2%	1.9%	4.9%
%H (All HH)		69.5%	13.6%	5.9%	20.3%	5.1%	15.3%	99.2%
%H (TV HH)			19.5%	8.5%	29.3%	7.3%	22.0%	
25 - 34	392	342	112	33	132	35	97	383
%V	14.6%	13.6%	11.6%	8.9%	8.9%	6.7%	10.1%	16.1%
%H (All HH)		87.2%	28.6%	8.4%	33.7%	8.9%	24.7%	97.7%
%H (TV HH)			32.7%	9.6%	38.6%	10.2%	28.4%	
35 - 44	418	387	172	50	190	79	111	406
%V	15.6%	15.4%	17.8%	13.5%	12.8%	15.2%	11.5%	17.1%
%H (All HH)		92.6%	41.1%	12.0%	45.5%	18.9%	26.6%	97.1%
%H (TV HH)			44.4%	12.9%	49.1%	20.4%	28.7%	
45 - 54	484	464	203	76	277	111	166	469
%V	18.1%	18.4%	21.0%	20.5%	18.7%	21.3%	17.2%	19.7%
%H (All HH)		95.9%	41.9%	15.7%	57.2%	22.9%	34.3%	96.9%
%H (TV HH)			43.8%	16.4%	59.7%	23.9%	35.8%	
55 - 64	505	494	215	94	302	122	180	466
%V	18.9%	19.6%	22.2%	25.4%	20.3%	23.5%	18.7%	19.6%
%H (All HH)		97.8%	42.6%	18.6%	59.8%	24.2%	35.6%	92.3%
%H (TV HH)			43.5%	19.0%	61.1%	24.7%	36.4%	
65 +	759	750	249	109	559	167	392	538
%V	28.4%	29.8%	25.7%	29.5%	37.6%	32.1%	40.6%	22.6%
%H (All HH)		98.8%	32.8%	14.4%	73.6%	22.0%	51.6%	70.9%
%H (TV HH)			33.2%	14.5%	74.5%	22.3%	52.3%	

Base: C4/Five - Scotland Macro Region - 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 28.3: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
1	982	901	256	108	604	125	480	736
%V	36.7%	35.8%	26.4%	29.2%	40.7%	24.0%	49.7%	30.9%
%H (All HH)		91.8%	26.1%	11.0%	61.5%	12.7%	48.9%	74.9%
%H (TV HH)			28.4%	12.0%	67.0%	13.9%	53.3%	
2	912	875	347	135	514	209	305	867
%V	34.1%	34.7%	35.8%	36.5%	34.6%	40.2%	31.6%	36.4%
%H (All HH)		95.9%	38.0%	14.8%	56.4%	22.9%	33.4%	95.1%
%H (TV HH)			39.7%	15.4%	58.7%	23.9%	34.9%	
3	372	354	162	63	178	86	91	371
%V	13.9%	14.1%	16.7%	17.0%	12.0%	16.5%	9.4%	15.6%
%H (All HH)		95.2%	43.5%	16.9%	47.8%	23.1%	24.5%	99.7%
%H (TV HH)			45.8%	17.8%	50.3%	24.3%	25.7%	
4	298	285	152	46	137	75	62	295
%V	11.1%	11.3%	15.7%	12.4%	9.2%	14.4%	6.4%	12.4%
%H (All HH)		95.6%	51.0%	15.4%	46.0%	25.2%	20.8%	99.0%
%H (TV HH)			53.3%	16.1%	48.1%	26.3%	21.8%	
5+	111	104	51	19	52	25	27	109
%V	4.1%	4.1%	5.3%	5.1%	3.5%	4.8%	2.8%	4.6%
%H (All HH)		93.7%	45.9%	17.1%	46.8%	22.5%	24.3%	98.2%
%H (TV HH)			49.0%	18.3%	50.0%	24.0%	26.0%	
Average HH size	2.13	2.15	2.40	2.29	2.02	2.38	1.82	2.25

Base: C4/Five - Scotland Macro Region - 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 28.4: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Without	2111	1976	716	291	1224	410	814	1820
%V	78.9%	78.4%	74.0%	78.6%	82.4%	78.8%	84.4%	76.5%
%H (All HH)		93.6%	33.9%	13.8%	58.0%	19.4%	38.6%	86.2%
%H (TV HH)			36.2%	14.7%	61.9%	20.7%	41.2%	
With	565	543	252	79	261	111	151	559
%V	21.1%	21.6%	26.0%	21.4%	17.6%	21.3%	15.6%	23.5%
%H (All HH)		96.1%	44.6%	14.0%	46.2%	19.6%	26.7%	98.9%
%H (TV HH)			46.4%	14.5%	48.1%	20.4%	27.8%	
0 - 3	192	181	79	27	86	35	51	186
%V	7.2%	7.2%	8.2%	7.3%	5.8%	6.7%	5.3%	7.8%
%H (All HH)		94.3%	41.1%	14.1%	44.8%	18.2%	26.6%	96.9%
%H (TV HH)			43.6%	14.9%	47.5%	19.3%	28.2%	
4 - 9	284	273	124	39	120	49	71	281
%V	10.6%	10.8%	12.8%	10.5%	8.1%	9.4%	7.4%	11.8%
%H (All HH)		96.1%	43.7%	13.7%	42.3%	17.3%	25.0%	98.9%
%H (TV HH)			45.4%	14.3%	44.0%	17.9%	26.0%	
10 - 15	275	268	135	43	136	65	71	273
%V	10.3%	10.6%	13.9%	11.6%	9.2%	12.5%	7.4%	11.5%
%H (All HH)		97.5%	49.1%	15.6%	49.5%	23.6%	25.8%	99.3%
%H (TV HH)			50.4%	16.0%	50.7%	24.3%	26.5%	

Base: C4/Five - Scotland Macro Region - 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 28.5: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
1	1006	1006	277	115	525	68	457	832
%V	37.6%	39.9%	28.6%	31.1%	35.4%	13.1%	47.4%	35.0%
%H (All HH)		100.0%	27.5%	11.4%	52.2%	6.8%	45.4%	82.7%
%H (TV HH)			27.5%	11.4%	52.2%	6.8%	45.4%	
2	850	850	343	143	530	207	323	764
%V	31.8%	33.7%	35.4%	38.6%	35.7%	39.8%	33.5%	32.1%
%H (All HH)		100.0%	40.4%	16.8%	62.4%	24.4%	38.0%	89.9%
%H (TV HH)			40.4%	16.8%	62.4%	24.4%	38.0%	
3	408	408	203	60	259	130	129	396
%V	15.2%	16.2%	21.0%	16.2%	17.4%	25.0%	13.4%	16.6%
%H (All HH)		100.0%	49.8%	14.7%	63.5%	31.9%	31.6%	97.1%
%H (TV HH)			49.8%	14.7%	63.5%	31.9%	31.6%	
4	182	182	100	40	122	83	40	180
%V	6.8%	7.2%	10.3%	10.8%	8.2%	16.0%	4.1%	7.6%
%H (All HH)		100.0%	54.9%	22.0%	67.0%	45.6%	22.0%	98.9%
%H (TV HH)			54.9%	22.0%	67.0%	45.6%	22.0%	
5+	74	74	45	12	49	32	16	74
%V	2.8%	2.9%	4.6%	3.2%	3.3%	6.2%	1.7%	3.1%
%H (All HH)		100.0%	60.8%	16.2%	66.2%	43.2%	21.6%	100.0%
%H (TV HH)			60.8%	16.2%	66.2%	43.2%	21.6%	

Base: C4/Five - Scotland Macro Region - 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 28.6: 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	2676	2519	968	370	1485	520	965	2379
%V (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Under 20"	140	140	51	21	115	49	65	128
%V	5.2%	5.6%	5.3%	5.7%	7.7%	9.4%	6.7%	5.4%
%H (All HH)		100.0%	36.4%	15.0%	82.1%	35.0%	46.4%	91.4%
%H (TV HH)			36.4%	15.0%	82.1%	35.0%	46.4%	
20" - 29"	599	599	234	89	428	170	258	527
%V	22.4%	23.8%	24.2%	24.1%	28.8%	32.7%	26.7%	22.2%
%H (All HH)		100.0%	39.1%	14.9%	71.5%	28.4%	43.1%	88.0%
%H (TV HH)			39.1%	14.9%	71.5%	28.4%	43.1%	
30" - 39"	1271	1271	476	175	815	295	519	1111
%V	47.5%	50.5%	49.2%	47.3%	54.9%	56.7%	53.8%	46.7%
%H (All HH)		100.0%	37.5%	13.8%	64.1%	23.2%	40.8%	87.4%
%H (TV HH)			37.5%	13.8%	64.1%	23.2%	40.8%	
40" - 49"	1303	1303	581	211	755	328	427	1226
%V	48.7%	51.7%	60.0%	57.0%	50.8%	63.1%	44.2%	51.5%
%H (All HH)		100.0%	44.6%	16.2%	57.9%	25.2%	32.8%	94.1%
%H (TV HH)			44.6%	16.2%	57.9%	25.2%	32.8%	
50" - 59"	570	570	283	104	297	155	142	554
%V	21.3%	22.6%	29.2%	28.1%	20.0%	29.8%	14.7%	23.3%
%H (All HH)		100.0%	49.6%	18.2%	52.1%	27.2%	24.9%	97.2%
%H (TV HH)			49.6%	18.2%	52.1%	27.2%	24.9%	
60"+	110	110	56	17	49	24	25	109
%V	4.1%	4.4%	5.8%	4.6%	3.3%	4.6%	2.6%	4.6%
%H (All HH)		100.0%	50.9%	15.5%	44.5%	21.8%	22.7%	99.1%
%H (TV HH)			50.9%	15.5%	44.5%	21.8%	22.7%	

Base: C4/Five - Scotland Macro Region - 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 28.7: 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	2676	2519	968	370	1485	520	965	2379
%V (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Main living room	2491	2491	960	366	1472	515	956	2219
%V	93.1%	98.9%	99.2%	98.9%	99.1%	99.0%	99.1%	93.3%
%H (All HH)		100.0%	38.5%	14.7%	59.1%	20.7%	38.4%	89.1%
%H (TV HH)			38.5%	14.7%	59.1%	20.7%	38.4%	
Kitchen	268	268	137	33	204	108	96	253
%V	10.0%	10.6%	14.2%	8.9%	13.7%	20.8%	9.9%	10.6%
%H (All HH)		100.0%	51.1%	12.3%	76.1%	40.3%	35.8%	94.4%
%H (TV HH)			51.1%	12.3%	76.1%	40.3%	35.8%	
Adult's bedroom	1153	1153	533	200	725	357	368	1072
%V	43.1%	45.8%	55.1%	54.1%	48.8%	68.7%	38.1%	45.1%
%H (All HH)		100.0%	46.2%	17.3%	62.9%	31.0%	31.9%	93.0%
%H (TV HH)			46.2%	17.3%	62.9%	31.0%	31.9%	
Child's bedroom	248	248	126	41	128	66	62	246
%V	9.3%	9.8%	13.0%	11.1%	8.6%	12.7%	6.4%	10.3%
%H (All HH)		100.0%	50.8%	16.5%	51.6%	26.6%	25.0%	99.2%
%H (TV HH)			50.8%	16.5%	51.6%	26.6%	25.0%	
Other bedroom	108	108	53	15	84	48	36	104
%V	4.0%	4.3%	5.5%	4.1%	5.7%	9.2%	3.7%	4.4%
%H (All HH)		100.0%	49.1%	13.9%	77.8%	44.4%	33.3%	96.3%
%H (TV HH)			49.1%	13.9%	77.8%	44.4%	33.3%	
Second living/dining room	203	203	100	40	128	65	63	198
%V	7.6%	8.1%	10.3%	10.8%	8.6%	12.5%	6.5%	8.3%
%H (All HH)		100.0%	49.3%	19.7%	63.1%	32.0%	31.0%	97.5%
%H (TV HH)			49.3%	19.7%	63.1%	32.0%	31.0%	
Study/office	34	34	18	6	22	12	10	33
%V	1.3%	1.3%	1.9%	1.6%	1.5%	2.3%	1.0%	1.4%
%H (All HH)		100.0%	52.9%	17.6%	64.7%	35.3%	29.4%	97.1%
%H (TV HH)			52.9%	17.6%	64.7%	35.3%	29.4%	
TV room	45	45	23	4	26	10	15	45
%V	1.7%	1.8%	2.4%	1.1%	1.8%	1.9%	1.6%	1.9%
%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	57	57	31	8	44	26	18	55
%V	2.1%	2.3%	3.2%	2.2%	3.0%	5.0%	1.9%	2.3%
%H (All HH)		100.0%	54.4%	14.0%	77.2%	45.6%	31.6%	96.5%
%H (TV HH)			54.4%	14.0%	77.2%	45.6%	31.6%	
Attic or loft room	6	6	3	3	4	3	1	6
%V	0.2%	0.2%	0.3%	0.8%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	50.0%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			50.0%	50.0%	66.7%	50.0%	16.7%	
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	25	25	10	5	16	6	10	25
%V	0.9%	1.0%	1.0%	1.4%	1.1%	1.2%	1.0%	1.1%
%H (All HH)		100.0%	40.0%	20.0%	64.0%	24.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	64.0%	24.0%	40.0%	

Base: C4/Five - Scotland Macro Region - 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 28.8: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Any DSAT provider	968	968	968	16	382	382	0	923
%V	36.2%	38.4%	100.0%	4.3%	25.7%	73.5%	0.0%	38.8%
%H (All HH)			100.0%	1.7%	39.5%	39.5%	0.0%	95.4%
%H (TV HH)			100.0%	1.7%	39.5%	39.5%	0.0%	
Sky with subcription	824	824	824	10	330	330	0	788
%V	30.8%	32.7%	85.1%	2.7%	22.2%	63.5%	0.0%	33.1%
%H (All HH)			100.0%	1.2%	40.0%	40.0%	0.0%	95.6%
%H (TV HH)			100.0%	1.2%	40.0%	40.0%	0.0%	
Sky without subscription	53	53	53	3	18	18	0	49
%V	2.0%	2.1%	5.5%	0.8%	1.2%	3.5%	0.0%	2.1%
%H (All HH)			100.0%	5.7%	34.0%	34.0%	0.0%	92.5%
%H (TV HH)			100.0%	5.7%	34.0%	34.0%	0.0%	
Freesat	78	78	78	1	31	31	0	76
%V	2.9%	3.1%	8.1%	0.3%	2.1%	6.0%	0.0%	3.2%
%H (All HH)			100.0%	1.3%	39.7%	39.7%	0.0%	97.4%
%H (TV HH)			100.0%	1.3%	39.7%	39.7%	0.0%	
Other satellite provider	48	48	48	5	19	19	0	46
%V	1.8%	1.9%	5.0%	1.4%	1.3%	3.7%	0.0%	1.9%
%H (All HH)			100.0%	10.4%	39.6%	39.6%	0.0%	95.8%
%H (TV HH)			100.0%	10.4%	39.6%	39.6%	0.0%	
DCAB	370	370	16	370	144	144	0	353
%V	13.8%	14.7%	1.7%	100.0%	9.7%	27.7%	0.0%	14.8%
%H (All HH)			4.3%	100.0%	38.9%	38.9%	0.0%	95.4%
%H (TV HH)			4.3%	100.0%	38.9%	38.9%	0.0%	
DTT	1485	1485	382	144	1485	520	965	1254
%V	55.5%	59.0%	39.5%	38.9%	100.0%	100.0%	100.0%	52.7%
%H (All HH)		100.0%	25.7%	9.7%	100.0%	35.0%	65.0%	84.4%
%H (TV HH)			25.7%	9.7%	100.0%	35.0%	65.0%	

Base: C4/Five - Scotland Macro Region - 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 28.9: 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	2676	2519	968	370	1485	520	965	2379
%H (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
PVR	1474	1474	884	348	744	490	255	1409
%V	55.1%	58.5%	91.3%	94.1%	50.1%	94.2%	26.4%	59.2%
%H (All HH)		100.0%	60.0%	23.6%	50.5%	33.2%	17.3%	95.6%
%H (TV HH)			60.0%	23.6%	50.5%	33.2%	17.3%	
DVDR	21	21	11	1	17	8	9	19
%V	0.8%	0.8%	1.1%	0.3%	1.1%	1.5%	0.9%	0.8%
%H (All HH)		100.0%	52.4%	4.8%	81.0%	38.1%	42.9%	90.5%
%H (TV HH)			52.4%	4.8%	81.0%	38.1%	42.9%	
VCR	8	8	1	1	7	1	7	4
%V	0.3%	0.3%	0.1%	0.3%	0.5%	0.2%	0.7%	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	1491	1491	887	348	758	490	267	1419
%V	55.7%	59.2%	91.6%	94.1%	51.0%	94.2%	27.7%	59.6%
%H (All HH)		100.0%	59.5%	23.3%	50.8%	32.9%	17.9%	95.2%
%H (TV HH)			59.5%	23.3%	50.8%	32.9%	17.9%	
Receives HDTV (via STB or built-in reception)	1759	1759	837	337	1087	487	600	1639
%V	65.7%	69.8%	86.5%	91.1%	73.2%	93.7%	62.2%	68.9%
%H (All HH)		100.0%	47.6%	19.2%	61.8%	27.7%	34.1%	93.2%
%H (TV HH)			47.6%	19.2%	61.8%	27.7%	34.1%	
DVD/Blu-ray player or recorder	1526	1526	603	247	930	369	561	1396
%V	57.0%	60.6%	62.3%	66.8%	62.6%	71.0%	58.1%	58.7%
%H (All HH)		100.0%	39.5%	16.2%	60.9%	24.2%	36.8%	91.5%
%H (TV HH)			39.5%	16.2%	60.9%	24.2%	36.8%	

Base: C4/Five - Scotland Macro Region - 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

C4/Five - Scotland Macro Region

Household level data

Table 28.10: 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	2676	2519	968	370	1485	520	965	2379
%V (All HH)		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%
%H (TV HH)			38.4%	14.7%	59.0%	20.6%	38.3%	
Has broadband internet	2379	2246	923	353	1254	497	757	2379
%V	88.9%	89.2%	95.4%	95.4%	84.4%	95.6%	78.4%	100.0%
%H (All HH)		94.4%	38.8%	14.8%	52.7%	20.9%	31.8%	100.0%
%H (TV HH)			41.1%	15.7%	55.8%	22.1%	33.7%	
Number of computers (PCs and laptops)								
0	473	439	91	38	318	43	275	192
%V	17.7%	17.4%	9.4%	10.3%	21.4%	8.3%	28.5%	8.1%
%H (All HH)		92.8%	19.2%	8.0%	67.2%	9.1%	58.1%	40.6%
%H (TV HH)			20.7%	8.7%	72.4%	9.8%	62.6%	
1	734	678	251	100	398	127	271	720
%V	27.4%	26.9%	25.9%	27.0%	26.8%	24.4%	28.1%	30.3%
%H (All HH)		92.4%	34.2%	13.6%	54.2%	17.3%	36.9%	98.1%
%H (TV HH)			37.0%	14.7%	58.7%	18.7%	40.0%	
2	683	648	271	100	368	156	211	681
%V	25.5%	25.7%	28.0%	27.0%	24.8%	30.0%	21.9%	28.6%
%H (All HH)		94.9%	39.7%	14.6%	53.9%	22.8%	30.9%	99.7%
%H (TV HH)			41.8%	15.4%	56.8%	24.1%	32.6%	
3	370	351	162	56	188	86	102	370
%V	13.8%	13.9%	16.7%	15.1%	12.7%	16.5%	10.6%	15.6%
%H (All HH)		94.9%	43.8%	15.1%	50.8%	23.2%	27.6%	100.0%
%H (TV HH)			46.2%	16.0%	53.6%	24.5%	29.1%	
4	216	209	98	40	112	53	59	216
%V	8.1%	8.3%	10.1%	10.8%	7.5%	10.2%	6.1%	9.1%
%H (All HH)		96.8%	45.4%	18.5%	51.9%	24.5%	27.3%	100.0%
%H (TV HH)			46.9%	19.1%	53.6%	25.4%	28.2%	
5+	200	194	94	36	101	54	47	200
%V	7.5%	7.7%	9.7%	9.7%	6.8%	10.4%	4.9%	8.4%
%H (All HH)		97.0%	47.0%	18.0%	50.5%	27.0%	23.5%	100.0%
%H (TV HH)			48.5%	18.6%	52.1%	27.8%	24.2%	

Base: C4/Five - Scotland Macro Region - 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

C4/Five - Scotland Macro Region

Set level data

Table 28.11: 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	5060	2217	809	3119	1381	1738	4671
%H		43.8%	16.0%	61.6%	27.3%	34.3%	92.3%
Under 20"	165	64	28	132	60	72	153
%V	3.3%	2.9%	3.5%	4.2%	4.3%	4.1%	3.3%
%H		38.8%	17.0%	80.0%	36.4%	43.6%	92.7%
20" - 29"	727	291	111	529	225	304	648
%V	14.4%	13.1%	13.7%	17.0%	16.3%	17.5%	13.9%
%H		40.0%	15.3%	72.8%	30.9%	41.8%	89.1%
30" - 39"	1647	665	248	1047	424	623	1471
%V	32.5%	30.0%	30.7%	33.6%	30.7%	35.8%	31.5%
%H		40.4%	15.1%	63.6%	25.7%	37.8%	89.3%
40" - 49"	1651	780	266	953	443	510	1564
%V	32.6%	35.2%	32.9%	30.6%	32.1%	29.3%	33.5%
%H		47.2%	16.1%	57.7%	26.8%	30.9%	94.7%
50" - 59"	657	330	123	341	182	158	641
%V	13.0%	14.9%	15.2%	10.9%	13.2%	9.1%	13.7%
%H		50.2%	18.7%	51.9%	27.7%	24.0%	97.6%
60"+	118	62	18	52	26	26	116
%V	2.3%	2.8%	2.2%	1.7%	1.9%	1.5%	2.5%
%H		52.5%	15.3%	44.1%	22.0%	22.0%	98.3%
Don't know	95	24	16	66	21	44	77
%V	1.9%	1.1%	2.0%	2.1%	1.5%	2.5%	1.6%
%H		25.3%	16.8%	69.5%	22.1%	46.3%	81.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Set level data

Table 28.12: 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	5060	2217	809	3119	1381	1738	4671
%H		43.8%	16.0%	61.6%	27.3%	34.3%	92.3%
Main living room	2501	963	367	1478	518	960	2228
%V	49.4%	43.4%	45.4%	47.4%	37.5%	55.2%	47.7%
%H		38.5%	14.7%	59.1%	20.7%	38.4%	89.1%
Kitchen	268	137	34	204	108	96	253
%V	5.3%	6.2%	4.2%	6.5%	7.8%	5.5%	5.4%
%H		51.1%	12.7%	76.1%	40.3%	35.8%	94.4%
Adult's bedroom	1452	688	265	924	481	443	1366
%V	28.7%	31.0%	32.8%	29.6%	34.8%	25.5%	29.2%
%H		47.4%	18.3%	63.6%	33.1%	30.5%	94.1%
Child's bedroom	332	174	58	167	93	74	330
%V	6.6%	7.8%	7.2%	5.4%	6.7%	4.3%	7.1%
%H		52.4%	17.5%	50.3%	28.0%	22.3%	99.4%
Other bedroom	131	65	18	104	59	45	127
%V	2.6%	2.9%	2.2%	3.3%	4.3%	2.6%	2.7%
%H		49.6%	13.7%	79.4%	45.0%	34.4%	96.9%
Second living/dining room	206	102	40	130	65	64	201
%V	4.1%	4.6%	4.9%	4.2%	4.7%	3.7%	4.3%
%H		49.5%	19.4%	63.1%	31.6%	31.1%	97.6%
Study/office	35	19	6	22	13	10	34
%V	0.7%	0.9%	0.7%	0.7%	0.9%	0.6%	0.7%
%H		54.3%	17.1%	62.9%	37.1%	28.6%	97.1%
TV room	45	23	4	26	10	15	45
%V	0.9%	1.0%	0.5%	0.8%	0.7%	0.9%	1.0%
%H		51.1%	8.9%	57.8%	22.2%	33.3%	100.0%
Conservatory	57	31	8	44	26	18	55
%V	1.1%	1.4%	1.0%	1.4%	1.9%	1.0%	1.2%
%H		54.4%	14.0%	77.2%	45.6%	31.6%	96.5%
Attic or loft room	6	3	3	4	3	1	6
%V	0.1%	0.1%	0.4%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	50.0%	66.7%	50.0%	16.7%	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	26	10	5	17	6	11	25
%V	0.5%	0.5%	0.6%	0.5%	0.4%	0.6%	0.5%
%H		38.5%	19.2%	65.4%	23.1%	42.3%	96.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5060	2217	809	3119	1381	1738	4671
%H		43.8%	16.0%	61.6%	27.3%	34.3%	92.3%
PVR	2190	1410	511	989	695	294	2118
%V	43.3%	63.6%	63.2%	31.7%	50.3%	16.9%	45.3%
%H		64.4%	23.3%	45.2%	31.7%	13.4%	96.7%
DVDR	21	11	1	17	8	9	19
%V	0.4%	0.5%	0.1%	0.5%	0.6%	0.5%	0.4%
%H		52.4%	4.8%	81.0%	38.1%	42.9%	90.5%
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	2212	1417	512	1004	697	307	2133
%V	43.7%	63.9%	63.3%	32.2%	50.5%	17.7%	45.7%
%H		64.1%	23.1%	45.4%	31.5%	13.9%	96.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: 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	5060	2217	809	3119	1381	1738	4671
%H		43.8%	16.0%	61.6%	27.3%	34.3%	92.3%
Receives HDTV (via STB or built-in reception)	2921	1503	562	1808	923	885	2770
%V	57.7%	67.8%	69.5%	58.0%	66.8%	50.9%	59.3%
%H		51.5%	19.2%	61.9%	31.6%	30.3%	94.8%
DVD/Blu-ray player or recorder	2088	871	366	1286	570	716	1940
%V	41.3%	39.3%	45.2%	41.2%	41.3%	41.2%	41.5%
%H		41.7%	17.5%	61.6%	27.3%	34.3%	92.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Set level data

Table 28.15: 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	2519	967	370	1485	520	965	2245
%H		38.4%	14.7%	59.0%	20.6%	38.3%	89.1%
Under 20"	11	4	1	9	3	6	10
%V	0.4%	0.4%	0.3%	0.6%	0.6%	0.6%	0.4%
%H		36.4%	9.1%	81.8%	27.3%	54.5%	90.9%
20" - 29"	122	25	11	92	14	77	87
%V	4.8%	2.6%	3.0%	6.2%	2.7%	8.0%	3.9%
%H		20.5%	9.0%	75.4%	11.5%	63.1%	71.3%
30" - 39"	654	174	69	421	87	334	515
%V	26.0%	18.0%	18.6%	28.4%	16.7%	34.6%	22.9%
%H		26.6%	10.6%	64.4%	13.3%	51.1%	78.7%
40" - 49"	1062	449	175	624	255	369	990
%V	42.2%	46.4%	47.3%	42.0%	49.0%	38.2%	44.1%
%H		42.3%	16.5%	58.8%	24.0%	34.7%	93.2%
50" - 59"	516	251	93	263	132	131	503
%V	20.5%	26.0%	25.1%	17.7%	25.4%	13.6%	22.4%
%H		48.6%	18.0%	51.0%	25.6%	25.4%	97.5%
60"+	99	50	16	43	21	21	98
%V	3.9%	5.2%	4.3%	2.9%	4.0%	2.2%	4.4%
%H		50.5%	16.2%	43.4%	21.2%	21.2%	99.0%
Don't know	54	14	7	34	7	27	43
%V	2.1%	1.4%	1.9%	2.3%	1.3%	2.8%	1.9%
%H		25.9%	13.0%	63.0%	13.0%	50.0%	79.6%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Set level data

Table 28.16: 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	2519	967	370	1485	520	965	2245
%H		38.4%	14.7%	59.0%	20.6%	38.3%	89.1%
PVR	1447	875	345	722	483	240	1382
%V	57.4%	90.5%	93.2%	48.6%	92.9%	24.9%	61.6%
%H		60.5%	23.8%	49.9%	33.4%	16.6%	95.5%
DVDR	17	9	1	14	7	7	15
%V	0.7%	0.9%	0.3%	0.9%	1.3%	0.7%	0.7%
%H		52.9%	5.9%	82.4%	41.2%	41.2%	88.2%
VCR	7	0	0	7	0	7	2
%V	0.3%	0.0%	0.0%	0.5%	0.0%	0.7%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	28.6%
Any recorder	1461	877	345	735	484	251	1389
%V	58.0%	90.7%	93.2%	49.5%	93.1%	26.0%	61.9%
%H		60.0%	23.6%	50.3%	33.1%	17.2%	95.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: 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	2519	967	370	1485	520	965	2245
%H		38.4%	14.7%	59.0%	20.6%	38.3%	89.1%
Receives HDTV (via STB or built-in reception)	1719	822	333	1054	476	578	1603
%V	68.2%	85.0%	90.0%	71.0%	91.5%	59.9%	71.4%
%H		47.8%	19.4%	61.3%	27.7%	33.6%	93.3%
DVD/Blu-ray player or recorder	1251	466	200	768	282	486	1129
%V	49.7%	48.2%	54.1%	51.7%	54.2%	50.4%	50.3%
%H		37.3%	16.0%	61.4%	22.5%	38.8%	90.2%

Base: C4/Five - Scotland Macro Region - 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 28.18: 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	2541	1250	439	1634	861	773	2425
%H		49.2%	17.3%	64.3%	33.9%	30.4%	95.4%
Under 20"	154	60	27	123	57	66	144
%V	6.1%	4.8%	6.2%	7.5%	6.6%	8.5%	5.9%
%H		39.0%	17.5%	79.9%	37.0%	42.9%	93.5%
20" - 29"	605	266	100	438	211	227	561
%V	23.8%	21.3%	22.8%	26.8%	24.5%	29.4%	23.1%
%H		44.0%	16.5%	72.4%	34.9%	37.5%	92.7%
30" - 39"	993	491	179	625	337	289	956
%V	39.1%	39.3%	40.8%	38.2%	39.1%	37.4%	39.4%
%H		49.4%	18.0%	62.9%	33.9%	29.1%	96.3%
40" - 49"	589	331	91	329	188	141	574
%V	23.2%	26.5%	20.7%	20.1%	21.8%	18.2%	23.7%
%H		56.2%	15.4%	55.9%	31.9%	23.9%	97.5%
50" - 59"	141	79	30	78	50	28	137
%V	5.5%	6.3%	6.8%	4.8%	5.8%	3.6%	5.6%
%H		56.0%	21.3%	55.3%	35.5%	19.9%	97.2%
60"+	19	12	2	9	5	5	19
%V	0.7%	1.0%	0.5%	0.6%	0.6%	0.6%	0.8%
%H		63.2%	10.5%	47.4%	26.3%	26.3%	100.0%
Don't know	40	10	9	32	14	18	35
%V	1.6%	0.8%	2.1%	2.0%	1.6%	2.3%	1.4%
%H		25.0%	22.5%	80.0%	35.0%	45.0%	87.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Set level data

Table 28.19: 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	2541	1250	439	1634	861	773	2425
%H		49.2%	17.3%	64.3%	33.9%	30.4%	95.4%
PVR	743	535	166	266	212	54	736
%V	29.2%	42.8%	37.8%	16.3%	24.6%	7.0%	30.4%
%H		72.0%	22.3%	35.8%	28.5%	7.3%	99.1%
DVDR	4	2	0	2	1	1	4
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	0.0%	50.0%	25.0%	25.0%	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	751	539	167	269	214	56	744
%V	29.6%	43.1%	38.0%	16.5%	24.9%	7.2%	30.7%
%H		71.8%	22.2%	35.8%	28.5%	7.5%	99.1%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: 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	2541	1250	439	1634	861	773	2425
%H		49.2%	17.3%	64.3%	33.9%	30.4%	95.4%
Receives HDTV (via STB or built-in reception)	1203	681	228	754	447	307	1168
%V	47.3%	54.5%	51.9%	46.1%	51.9%	39.7%	48.2%
%H		56.6%	19.0%	62.7%	37.2%	25.5%	97.1%
DVD/Blu-ray player or recorder	837	405	166	518	287	231	811
%V	32.9%	32.4%	37.8%	31.7%	33.3%	29.9%	33.4%
%H		48.4%	19.8%	61.9%	34.3%	27.6%	96.9%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: 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	5712	5413	2321	846	2992	1236	1756	5351
%H		94.8%	40.6%	14.8%	52.4%	21.6%	30.7%	93.7%
Total Children	957	916	435	134	425	186	239	944
%V	16.8%	16.9%	18.7%	15.8%	14.2%	15.0%	13.6%	17.6%
%H		95.7%	45.5%	14.0%	44.4%	19.4%	25.0%	98.6%
0 - 3	222	210	97	29	102	42	60	217
%V	3.9%	3.9%	4.2%	3.4%	3.4%	3.4%	3.4%	4.1%
%H		94.6%	43.7%	13.1%	45.9%	18.9%	27.0%	97.7%
4 - 15	735	706	338	105	323	144	179	727
%V	12.9%	13.0%	14.6%	12.4%	10.8%	11.7%	10.2%	13.6%
%H		96.1%	46.0%	14.3%	43.9%	19.6%	24.4%	98.9%
4 - 9	369	353	160	53	148	62	86	366
%V	6.5%	6.5%	6.9%	6.3%	4.9%	5.0%	4.9%	6.8%
%H		95.7%	43.4%	14.4%	40.1%	16.8%	23.3%	99.2%
10 - 15	366	353	179	51	175	81	93	361
%V	6.4%	6.5%	7.7%	6.0%	5.8%	6.6%	5.3%	6.7%
%H		96.4%	48.9%	13.9%	47.8%	22.1%	25.4%	98.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: 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	5712	5413	2321	846	2992	1236	1756	5351
%H		94.8%	40.6%	14.8%	52.4%	21.6%	30.7%	93.7%
Total Adults (16+)	4755	4497	1886	712	2567	1051	1516	4407
%V	83.2%	83.1%	81.3%	84.2%	85.8%	85.0%	86.3%	82.4%
%H		94.6%	39.7%	15.0%	54.0%	22.1%	31.9%	92.7%
16 - 19	221	203	102	34	112	62	51	219
%V	3.9%	3.8%	4.4%	4.0%	3.7%	5.0%	2.9%	4.1%
%H		91.9%	46.2%	15.4%	50.7%	28.1%	23.1%	99.1%
20 - 24	343	280	101	44	116	55	61	341
%V	6.0%	5.2%	4.4%	5.2%	3.9%	4.4%	3.5%	6.4%
%H		81.6%	29.4%	12.8%	33.8%	16.0%	17.8%	99.4%
25 - 34	770	694	255	85	279	97	182	757
%V	13.5%	12.8%	11.0%	10.0%	9.3%	7.8%	10.4%	14.1%
%H		90.1%	33.1%	11.0%	36.2%	12.6%	23.6%	98.3%
35 - 44	724	673	306	95	329	142	186	706
%V	12.7%	12.4%	13.2%	11.2%	11.0%	11.5%	10.6%	13.2%
%H		93.0%	42.3%	13.1%	45.4%	19.6%	25.7%	97.5%
45 - 54	791	765	360	130	444	198	247	771
%V	13.8%	14.1%	15.5%	15.4%	14.8%	16.0%	14.1%	14.4%
%H		96.7%	45.5%	16.4%	56.1%	25.0%	31.2%	97.5%
55 - 64	808	795	370	151	487	225	262	764
%V	14.1%	14.7%	15.9%	17.8%	16.3%	18.2%	14.9%	14.3%
%H		98.4%	45.8%	18.7%	60.3%	27.8%	32.4%	94.6%
65+	1097	1088	390	173	799	272	527	848
%V	19.2%	20.1%	16.8%	20.4%	26.7%	22.0%	30.0%	15.8%
%H		99.2%	35.6%	15.8%	72.8%	24.8%	48.0%	77.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: 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+)	4755	4497	1886	712	2567	1051	1516	4407
%H		94.6%	39.7%	15.0%	54.0%	22.1%	31.9%	92.7%
AB	1308	1252	543	197	711	298	413	1272
%V	27.5%	27.8%	28.8%	27.7%	27.7%	28.4%	27.2%	28.9%
%H		95.7%	41.5%	15.1%	54.4%	22.8%	31.6%	97.2%
C1	1358	1255	528	194	703	301	402	1290
%V	28.6%	27.9%	28.0%	27.2%	27.4%	28.6%	26.5%	29.3%
%H		92.4%	38.9%	14.3%	51.8%	22.2%	29.6%	95.0%
C2	1013	980	439	164	555	246	309	956
%V	21.3%	21.8%	23.3%	23.0%	21.6%	23.4%	20.4%	21.7%
%H		96.7%	43.3%	16.2%	54.8%	24.3%	30.5%	94.4%
D	725	682	268	117	379	149	230	631
%V	15.2%	15.2%	14.2%	16.4%	14.8%	14.2%	15.2%	14.3%
%H		94.1%	37.0%	16.1%	52.3%	20.6%	31.7%	87.0%
E	350	328	108	40	219	56	162	257
%V	7.4%	7.3%	5.7%	5.6%	8.5%	5.3%	10.7%	5.8%
%H		93.7%	30.9%	11.4%	62.6%	16.0%	46.3%	73.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: 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+)	4755	4497	1886	712	2567	1051	1516	4407
%H		94.6%	39.7%	15.0%	54.0%	22.1%	31.9%	92.7%
Working full time	2199	2090	961	326	1070	486	583	2160
%V	46.2%	46.5%	51.0%	45.8%	41.7%	46.2%	38.5%	49.0%
%H		95.0%	43.7%	14.8%	48.7%	22.1%	26.5%	98.2%
Working part time	454	438	175	80	255	102	153	440
%V	9.5%	9.7%	9.3%	11.2%	9.9%	9.7%	10.1%	10.0%
%H		96.5%	38.5%	17.6%	56.2%	22.5%	33.7%	96.9%
Not working	2091	1960	748	305	1238	463	775	1797
%V	44.0%	43.6%	39.7%	42.8%	48.2%	44.1%	51.1%	40.8%
%H		93.7%	35.8%	14.6%	59.2%	22.1%	37.1%	85.9%
Houseperson	2676	2519	968	370	1485	520	965	2379
%V	56.3%	56.0%	51.3%	52.0%	57.8%	49.5%	63.7%	54.0%
%H		94.1%	36.2%	13.8%	55.5%	19.4%	36.1%	88.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: 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+)	2300	2172	913	347	1217	508	708	2132
%H		94.4%	39.7%	15.1%	52.9%	22.1%	30.8%	92.7%
16 - 19	122	112	61	17	63	37	26	120
%V	5.3%	5.2%	6.7%	4.9%	5.2%	7.3%	3.7%	5.6%
%H		91.8%	50.0%	13.9%	51.6%	30.3%	21.3%	98.4%
20 - 24	168	146	54	23	59	31	27	167
%V	7.3%	6.7%	5.9%	6.6%	4.8%	6.1%	3.8%	7.8%
%H		86.9%	32.1%	13.7%	35.1%	18.5%	16.1%	99.4%
25 - 34	383	346	129	41	135	45	89	375
%V	16.7%	15.9%	14.1%	11.8%	11.1%	8.9%	12.6%	17.6%
%H		90.3%	33.7%	10.7%	35.2%	11.7%	23.2%	97.9%
35 - 44	354	326	144	47	153	66	87	343
%V	15.4%	15.0%	15.8%	13.5%	12.6%	13.0%	12.3%	16.1%
%H		92.1%	40.7%	13.3%	43.2%	18.6%	24.6%	96.9%
45 - 54	382	366	167	59	219	94	126	368
%V	16.6%	16.9%	18.3%	17.0%	18.0%	18.5%	17.8%	17.3%
%H		95.8%	43.7%	15.4%	57.3%	24.6%	33.0%	96.3%
55 - 64	391	380	171	75	235	108	126	362
%V	17.0%	17.5%	18.7%	21.6%	19.3%	21.3%	17.8%	17.0%
%H		97.2%	43.7%	19.2%	60.1%	27.6%	32.2%	92.6%
65+	499	495	187	84	353	127	226	396
%V	21.7%	22.8%	20.5%	24.2%	29.0%	25.0%	31.9%	18.6%
%H		99.2%	37.5%	16.8%	70.7%	25.5%	45.3%	79.4%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: 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+)	2300	2172	913	347	1217	508	708	2132
%H		94.4%	39.7%	15.1%	52.9%	22.1%	30.8%	92.7%
AB	641	613	271	101	340	146	195	622
%V	27.9%	28.2%	29.7%	29.1%	27.9%	28.7%	27.5%	29.2%
%H		95.6%	42.3%	15.8%	53.0%	22.8%	30.4%	97.0%
C1	624	580	245	96	310	142	168	600
%V	27.1%	26.7%	26.8%	27.7%	25.5%	28.0%	23.7%	28.1%
%H		92.9%	39.3%	15.4%	49.7%	22.8%	26.9%	96.2%
C2	541	519	229	83	293	124	169	503
%V	23.5%	23.9%	25.1%	23.9%	24.1%	24.4%	23.9%	23.6%
%H		95.9%	42.3%	15.3%	54.2%	22.9%	31.2%	93.0%
D	324	305	117	52	166	67	100	282
%V	14.1%	14.0%	12.8%	15.0%	13.6%	13.2%	14.1%	13.2%
%H		94.1%	36.1%	16.0%	51.2%	20.7%	30.9%	87.0%
E	170	155	51	16	106	30	77	125
%V	7.4%	7.1%	5.6%	4.6%	8.7%	5.9%	10.9%	5.9%
%H		91.2%	30.0%	9.4%	62.4%	17.6%	45.3%	73.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: 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+)	2300	2172	913	347	1217	508	708	2132
%H		94.4%	39.7%	15.1%	52.9%	22.1%	30.8%	92.7%
Working full time	1261	1198	549	182	618	278	340	1236
%V	54.8%	55.2%	60.1%	52.4%	50.8%	54.7%	48.0%	58.0%
%H		95.0%	43.5%	14.4%	49.0%	22.0%	27.0%	98.0%
Working part time	105	95	31	19	53	17	36	98
%V	4.6%	4.4%	3.4%	5.5%	4.4%	3.3%	5.1%	4.6%
%H		90.5%	29.5%	18.1%	50.5%	16.2%	34.3%	93.3%
Not working	930	875	333	146	544	213	330	794
%V	40.4%	40.3%	36.5%	42.1%	44.7%	41.9%	46.6%	37.2%
%H		94.1%	35.8%	15.7%	58.5%	22.9%	35.5%	85.4%
Houseperson	633	573	165	76	348	80	268	511
%V	27.5%	26.4%	18.1%	21.9%	28.6%	15.7%	37.9%	24.0%
%H		90.5%	26.1%	12.0%	55.0%	12.6%	42.3%	80.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: 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+)	2455	2325	973	364	1351	542	808	2275
%H		94.7%	39.6%	14.8%	55.0%	22.1%	32.9%	92.7%
16 - 19	100	91	40	17	50	25	25	99
%V	4.1%	3.9%	4.1%	4.7%	3.7%	4.6%	3.1%	4.4%
%H		91.0%	40.0%	17.0%	50.0%	25.0%	25.0%	99.0%
20 - 24	175	134	47	20	58	24	34	174
%V	7.1%	5.8%	4.8%	5.5%	4.3%	4.4%	4.2%	7.6%
%H		76.6%	26.9%	11.4%	33.1%	13.7%	19.4%	99.4%
25 - 34	387	347	127	44	145	52	93	381
%V	15.8%	14.9%	13.1%	12.1%	10.7%	9.6%	11.5%	16.7%
%H		89.7%	32.8%	11.4%	37.5%	13.4%	24.0%	98.4%
35 - 44	369	347	162	47	176	77	99	363
%V	15.0%	14.9%	16.6%	12.9%	13.0%	14.2%	12.3%	16.0%
%H		94.0%	43.9%	12.7%	47.7%	20.9%	26.8%	98.4%
45 - 54	409	399	193	71	225	104	121	403
%V	16.7%	17.2%	19.8%	19.5%	16.7%	19.2%	15.0%	17.7%
%H		97.6%	47.2%	17.4%	55.0%	25.4%	29.6%	98.5%
55 - 64	417	415	199	76	252	116	136	402
%V	17.0%	17.8%	20.5%	20.9%	18.7%	21.4%	16.8%	17.7%
%H		99.5%	47.7%	18.2%	60.4%	27.8%	32.6%	96.4%
65+	598	593	204	89	446	144	301	453
%V	24.4%	25.5%	21.0%	24.5%	33.0%	26.6%	37.3%	19.9%
%H		99.2%	34.1%	14.9%	74.6%	24.1%	50.3%	75.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: 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+)	2455	2325	973	364	1351	542	808	2275
%H		94.7%	39.6%	14.8%	55.0%	22.1%	32.9%	92.7%
AB	667	639	272	96	371	153	218	650
%V	27.2%	27.5%	28.0%	26.4%	27.5%	28.2%	27.0%	28.6%
%H		95.8%	40.8%	14.4%	55.6%	22.9%	32.7%	97.5%
C1	734	675	282	98	393	159	234	691
%V	29.9%	29.0%	29.0%	26.9%	29.1%	29.3%	29.0%	30.4%
%H		92.0%	38.4%	13.4%	53.5%	21.7%	31.9%	94.1%
C2	473	461	211	82	261	122	140	453
%V	19.3%	19.8%	21.7%	22.5%	19.3%	22.5%	17.3%	19.9%
%H		97.5%	44.6%	17.3%	55.2%	25.8%	29.6%	95.8%
D	401	377	150	65	213	83	130	350
%V	16.3%	16.2%	15.4%	17.9%	15.8%	15.3%	16.1%	15.4%
%H		94.0%	37.4%	16.2%	53.1%	20.7%	32.4%	87.3%
E	179	173	57	24	112	27	86	131
%V	7.3%	7.4%	5.9%	6.6%	8.3%	5.0%	10.6%	5.8%
%H		96.6%	31.8%	13.4%	62.6%	15.1%	48.0%	73.2%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2019 - Sep 2020

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: 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+)	2455	2325	973	364	1351	542	808	2275
%H		94.7%	39.6%	14.8%	55.0%	22.1%	32.9%	92.7%
Working full time	939	892	412	143	452	208	243	924
%V	38.2%	38.4%	42.3%	39.3%	33.5%	38.4%	30.1%	40.6%
%H		95.0%	43.9%	15.2%	48.1%	22.2%	25.9%	98.4%
Working part time	350	343	144	61	202	85	117	342
%V	14.3%	14.8%	14.8%	16.8%	15.0%	15.7%	14.5%	15.0%
%H		98.0%	41.1%	17.4%	57.7%	24.3%	33.4%	97.7%
Not working	1161	1085	415	160	694	249	445	1004
%V	47.3%	46.7%	42.7%	44.0%	51.4%	45.9%	55.1%	44.1%
%H		93.5%	35.7%	13.8%	59.8%	21.4%	38.3%	86.5%
Houseperson	2042	1946	803	294	1137	440	697	1868
%V	83.2%	83.7%	82.5%	80.8%	84.2%	81.2%	86.3%	82.1%
%H		95.3%	39.3%	14.4%	55.7%	21.5%	34.1%	91.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total