

Establishment Survey of TV Homes

BBC AREA REPORT
June 2002

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INTRODUCTION

This report gives details of the overall populations and television populations for each BBC area. Results are based on survey work conducted between July 2000 and June 2002.

The tables are in two sections. The first provides smoothed results which have an effective date of June 1st 2002, whilst the second contains projections of key demographic data for each month of 2003. The latter will be used in the processing of BARB panel viewing data for those months. Appendix I contains a detailed explanation of the weighting smoothing and projection techniques employed.

Other appendices contain details of the survey objectives, sample design and response rates. A copy of the questionnaire is also included at the end of the report.

ALL AREAS

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	25249	100	24628	100
Receiving ITV	24628	98	24628	100
Receiving Any CH4	24597	97	24597	100
Receiving C5	21125	84	21125	86
Receiving BBC1	24628	98	24628	100
Receiving BBC2	24628	98	24628	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	25249	100	24628	100	24527	100	15949	100
		100		98		97		63
				100		100		65
Social Class:								
AB	4455	18	4373	18	4368	18	3097	19
C1	7192	28	7043	29	7032	29	4906	31
C2	4885	19	4817	20	4810	20	3495	22
D	3969	16	3886	16	3871	16	2556	16
E	4749	19	4509	18	4446	18	1896	12
Housewife Age:								
Under 25	1502	6	1414	6	1407	6	758	5
25 - 34	4425	18	4270	17	4256	17	2774	17
35 - 44	5220	21	5095	21	5084	21	3805	24
45 - 54	4356	17	4280	17	4270	17	3275	21
55 - 64	3767	15	3701	15	3684	15	2535	16
65 +	5979	24	5868	24	5826	24	2802	18
Household Size:								
1	7695	30	7276	30	7198	29	2789	17
2	8681	34	8563	35	8550	35	5876	37
3	3813	15	3775	15	3770	15	3069	19
4	3433	14	3407	14	3405	14	2880	18
5+	1627	6	1606	7	1604	7	1335	8
Average Household Size	2.34		2.36		2.36		2.66	
Children:								
Without	18427	73	17887	73	17795	73	10622	67
With	6822	27	6741	27	6731	27	5327	33
0 - 3	2381	9	2345	10	2341	10	1643	10
4 - 9	3344	13	3299	13	3292	13	2581	16
10 - 15	3449	14	3420	14	3416	14	2949	18

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		24628	100
Possessing	Colour Set	24527	100
	Teletext Set	21032	85
	Remote Ctrl.	23976	97
	Portable Set	14837	60
Screen Size	- Under 15"	14497	59
	- 16 to 19"	2157	9
	- 20"and over	22002	89
Household With	Single Set	8679	35
	Two Sets	9015	37
	3+	6934	28
VCR's	Without VCR	3702	15
	With VCR	20926	85
	With 1 VCR	14434	59
	With 2+	6493	26

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		51182	100
Which are:	Colour Set	50562	99
	Teletext Set	30935	60
	Remote Ctrl.	46595	91
	Portable Set	22296	44
Screen Size	- Under 15"	21764	43
	- 16 to 19"	2469	5
	- 20"and over	26949	53
VCR Connected		29742	58

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	59029	100	58037	100	57894	100	42444	100
0 - 3	2809	5	2765	5	2760	5	1923	5
4 - 9	4466	8	4399	8	4391	8	3429	8
10 - 15	4735	8	4691	8	4685	8	4035	10
16 - 19	2942	5	2902	5	2899	5	2449	6
20 - 24	3597	6	3489	6	3482	6	2544	6
25 - 34	8231	14	8028	14	8009	14	5624	13
35 - 44	9275	16	9106	16	9090	16	7007	17
45 - 54	7708	13	7603	13	7590	13	6057	14
55 - 64	6478	11	6391	11	6372	11	4648	11
65 +	8788	15	8663	15	8616	15	4727	11
Adults: Total	47019	100	46183	100	46058	100	33057	100
AB	8938	19	8815	19	8808	19	6674	20
C1	13784	29	13566	29	13550	29	10253	31
C2	10115	22	10012	22	10002	22	7769	24
D	7647	16	7534	16	7515	16	5390	16
E	6536	14	6256	14	6183	13	2971	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29241	100	29788	100	28651	100	29386	100
0 - 15	6184	21	5826	20	6102	21	5753	20
16 - 24	3307	11	3233	11	3230	11	3161	11
25 - 34	4210	14	4022	14	4082	14	3946	13
35 - 44	4707	16	4569	15	4598	16	4508	15
45 - 54	3840	13	3867	13	3774	13	3828	13
55 - 64	3186	11	3292	11	3128	11	3263	11
65 +	3808	13	4980	17	3738	13	4925	17
Adults	23057	100	23962	100	22550	100	23633	100
AB	4577	20	4362	18	4503	20	4312	18
C1	6608	29	7176	30	6484	29	7082	30
C2	5430	24	4685	20	5364	24	4649	20
D	3829	17	3818	16	3758	17	3775	16
E	2614	11	3922	16	2441	11	3815	16
Working	14872	65	11347	47	14634	65	11231	48
Not Working	8185	35	12616	53	7916	35	12402	52
Housewives	4885	100	20363	100	4555	100	20073	100
Working	2398	49	9689	48	2264	50	9585	48
Not Working	2487	51	10675	52	2291	50	10487	52

LONDON

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	4747	100	4589	100
Receiving ITV	4589	97	4589	100
Receiving Any CH4	4581	97	4581	100
Receiving C5	4300	91	4300	94
Receiving BBC1	4589	97	4589	100
Receiving BBC2	4589	97	4589	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	4747	100	4589	100	4573	100	2677	100
		100		97		96		56
				100		100		58
Social Class:								
AB	1163	24	1134	25	1132	25	713	27
C1	1496	32	1449	32	1448	32	890	33
C2	758	16	745	16	745	16	490	18
D	598	13	580	13	576	13	326	12
E	732	15	682	15	672	15	258	10
Housewife Age:								
Under 25	289	6	264	6	263	6	124	5
25 - 34	956	20	911	20	910	20	494	18
35 - 44	1109	23	1074	23	1073	23	676	25
45 - 54	799	17	783	17	781	17	559	21
55 - 64	641	14	627	14	622	14	407	15
65 +	952	20	932	20	924	20	416	16
Household Size:								
1	1536	32	1439	31	1427	31	521	19
2	1513	32	1479	32	1476	32	913	34
3	693	15	681	15	680	15	490	18
4	681	14	675	15	675	15	524	20
5+	323	7	316	7	315	7	230	9
Average Household Size	2.34		2.36		2.37		2.67	
Children:								
Without	3433	72	3301	72	3286	72	1773	66
With	1314	28	1289	28	1287	28	905	34
0 - 3	494	10	482	10	481	11	299	11
4 - 9	643	14	630	14	628	14	434	16
10 - 15	619	13	611	13	610	13	480	18

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		4589	100
Possessing	Colour Set	4573	100
	Teletext Set	3820	83
	Remote Ctrl.	4445	97
	Portable Set	2596	57
Screen Size	- Under 15"	2480	54
	- 16 to 19"	455	10
	- 20"and over	3947	86
Household With	Single Set	1912	42
	Two Sets	1551	34
	3+	1127	25
VCR's	Without VCR	812	18
	With VCR	3778	82
	With 1 VCR	2683	58
	With 2+	1095	24

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		8941	100
Which are:	Colour Set	8820	99
	Teletext Set	5531	62
	Remote Ctrl.	8158	91
	Portable Set	3725	42
Screen Size	- Under 15"	3619	40
	- 16 to 19"	517	6
	- 20"and over	4806	54
VCR Connected		5246	59

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	11120	100	10848	100	10824	100	7147	100
0 - 3	592	5	576	5	575	5	354	5
4 - 9	873	8	852	8	850	8	586	8
10 - 15	845	8	832	8	831	8	651	9
16 - 19	546	5	537	5	536	5	407	6
20 - 24	719	6	687	6	686	6	461	6
25 - 34	1755	16	1690	16	1689	16	1010	14
35 - 44	1927	17	1876	17	1875	17	1231	17
45 - 54	1405	13	1381	13	1378	13	1020	14
55 - 64	1102	10	1083	10	1078	10	747	10
65 +	1357	12	1333	12	1325	12	680	10
Adults: Total	8810	100	8587	100	8567	100	5556	100
AB	2329	26	2287	27	2284	27	1563	28
C1	2763	31	2692	31	2690	31	1813	33
C2	1548	18	1530	18	1529	18	1086	20
D	1174	13	1145	13	1139	13	702	13
E	995	11	933	11	924	11	393	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5539	100	5580	100	5382	100	5466	100
0 - 15	1181	21	1128	20	1154	21	1106	20
16 - 24	639	12	626	11	619	11	606	11
25 - 34	902	16	853	15	865	16	825	15
35 - 44	987	18	941	17	954	18	922	17
45 - 54	703	13	702	13	689	13	692	13
55 - 64	533	10	569	10	520	10	563	10
65 +	595	11	762	14	581	11	752	14
Adults	4358	100	4452	100	4227	100	4360	100
AB	1215	28	1114	25	1189	28	1099	25
C1	1320	30	1443	32	1278	30	1414	32
C2	828	19	721	16	817	19	713	16
D	595	14	580	13	579	14	566	13
E	401	9	595	13	365	9	568	13
Working	2994	69	2223	50	2925	69	2189	50
Not Working	1364	31	2229	50	1303	31	2171	50
Housewives	1081	100	3665	100	1003	100	3586	100
Working	613	57	1832	50	575	57	1802	50
Not Working	468	43	1833	50	429	43	1784	50

SOUTH EAST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	867	100	847	100
Receiving ITV	847	98	847	100
Receiving Any CH4	846	98	846	100
Receiving C5	379	44	379	45
Receiving BBC1	847	98	847	100
Receiving BBC2	847	98	847	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	867	100	847	100	844	100	581	100
		100		98		100		67
		100		100				69
Social Class:								
AB	179	21	176	21	176	21	129	22
C1	269	31	263	31	263	31	186	32
C2	179	21	177	21	176	21	135	23
D	123	14	120	14	119	14	87	15
E	117	13	111	13	111	13	44	8
Housewife Age:								
Under 25	44	5	43	5	43	5	25	4
25 - 34	142	16	139	16	139	16	97	17
35 - 44	164	19	159	19	159	19	128	22
45 - 54	152	18	148	18	148	18	119	20
55 - 64	134	15	131	15	131	15	94	16
65 +	231	27	226	27	225	27	118	20
Household Size:								
1	261	30	246	29	244	29	101	17
2	311	36	309	36	309	37	223	38
3	122	14	121	14	121	14	102	18
4	118	14	118	14	118	14	106	18
5+	55	6	53	6	53	6	49	8
Average Household Size	2.33		2.35		2.35		2.65	
Children:								
Without	632	73	615	73	613	73	387	67
With	234	27	232	27	231	27	194	33
0 - 3	85	10	84	10	83	10	61	10
4 - 9	116	13	116	14	115	14	97	17
10 - 15	118	14	117	14	117	14	107	18

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		847	100
Possessing	Colour Set	844	100
	Teletext Set	732	86
	Remote Ctrl.	828	98
	Portable Set	524	62
Screen Size	- Under 15"	513	61
	- 16 to 19"	101	12
	- 20"and over	758	90
Household With	Single Set	266	31
	Two Sets	297	35
	3+	284	34
VCR's	Without VCR	97	11
	With VCR	750	89
	With 1 VCR	483	57
	With 2+	266	31

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1866	100
Which are:	Colour Set	1850	99
	Teletext Set	1081	58
	Remote Ctrl.	1649	88
	Portable Set	831	45
Screen Size	- Under 15"	785	42
	- 16 to 19"	121	6
	- 20"and over	960	51
VCR Connected		1113	60

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	2015	100	1986	100	1982	100	1538	100
0 - 3	100	5	97	5	97	5	70	5
4 - 9	158	8	158	8	157	8	133	9
10 - 15	165	8	164	8	164	8	149	10
16 - 19	91	5	89	4	89	5	84	5
20 - 24	107	5	106	5	105	5	83	5
25 - 34	260	13	257	13	257	13	192	12
35 - 44	302	15	296	15	296	15	244	16
45 - 54	256	13	251	13	251	13	209	14
55 - 64	239	12	235	12	235	12	181	12
65 +	337	17	332	17	331	17	193	13
Adults: Total	1592	100	1567	100	1564	100	1186	100
AB	358	22	352	22	352	23	280	24
C1	500	31	494	32	494	32	380	32
C2	353	22	350	22	349	22	286	24
D	231	14	228	15	226	14	181	15
E	150	9	143	9	143	9	60	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	980	100	1036	100	961	100	1024	100
0 - 15	215	22	208	20	212	22	207	20
16 - 24	93	10	105	10	93	10	103	10
25 - 34	128	13	132	13	125	13	132	13
35 - 44	155	16	147	14	151	16	145	14
45 - 54	125	13	131	13	121	13	130	13
55 - 64	117	12	122	12	115	12	120	12
65 +	147	15	190	18	144	15	188	18
Adults	765	100	827	100	749	100	818	100
AB	178	23	181	22	174	23	178	22
C1	234	31	266	32	230	31	263	32
C2	182	24	171	21	179	24	170	21
D	113	15	117	14	112	15	116	14
E	58	8	92	11	53	7	90	11
Working	500	65	395	48	493	66	391	48
Not Working	265	35	433	52	256	34	426	52
Housewives	153	100	714	100	140	100	706	100
Working	69	46	344	48	64	46	342	48
Not Working	83	54	370	52	76	54	365	52

MIDLANDS

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	3375	100	3308	100
Receiving ITV	3308	98	3308	100
Receiving Any CH4	3303	98	3303	100
Receiving C5	3162	94	3162	96
Receiving BBC1	3308	98	3308	100
Receiving BBC2	3308	98	3308	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	3375	100	3308	100	3294	100	2184	100
		100		98		100		65
				100				66
Social Class:								
AB	536	16	528	16	528	16	387	18
C1	939	28	926	28	924	28	663	30
C2	714	21	704	21	701	21	508	23
D	585	17	571	17	569	17	388	18
E	600	18	579	18	572	17	238	11
Housewife Age:								
Under 25	195	6	186	6	184	6	109	5
25 - 34	592	18	573	17	571	17	387	18
35 - 44	679	20	668	20	665	20	531	24
45 - 54	584	17	576	17	576	17	440	20
55 - 64	514	15	507	15	505	15	348	16
65 +	810	24	798	24	793	24	370	17
Household Size:								
1	977	29	933	28	923	28	340	16
2	1172	35	1158	35	1156	35	804	37
3	529	16	525	16	524	16	451	21
4	462	14	460	14	459	14	393	18
5+	234	7	232	7	232	7	197	9
Average Household Size	2.38		2.39		2.40		2.72	
Children:								
Without	2434	72	2374	72	2362	72	1421	65
With	941	28	934	28	932	28	764	35
0 - 3	329	10	326	10	326	10	239	11
4 - 9	466	14	461	14	460	14	370	17
10 - 15	485	14	482	15	482	15	424	19

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		3308	100
Possessing	Colour Set	3294	100
	Teletext Set	2887	87
	Remote Ctrl.	3230	98
	Portable Set	1974	60
Screen Size	- Under 15"	1921	58
	- 16 to 19"	318	10
	- 20"and over	3014	91
Household With	Single Set	1123	34
	Two Sets	1252	38
	3+	932	28
VCR's	Without VCR	471	14
	With VCR	2836	86
	With 1 VCR	1843	56
	With 2+	993	30

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		6932	100
Which are:	Colour Set	6835	99
	Teletext Set	4294	62
	Remote Ctrl.	6250	90
	Portable Set	2977	43
Screen Size	- Under 15"	2857	41
	- 16 to 19"	371	5
	- 20"and over	3704	53
VCR Connected		4168	60

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	8026	100	7921	100	7899	100	5933	100
0 - 3	389	5	386	5	385	5	280	5
4 - 9	619	8	612	8	610	8	491	8
10 - 15	665	8	662	8	662	8	578	10
16 - 19	387	5	382	5	381	5	331	6
20 - 24	484	6	471	6	470	6	367	6
25 - 34	1103	14	1079	14	1075	14	794	13
35 - 44	1242	15	1226	15	1222	15	996	17
45 - 54	1028	13	1017	13	1016	13	808	14
55 - 64	901	11	891	11	889	11	654	11
65 +	1211	15	1196	15	1191	15	636	11
Adults: Total	6354	100	6262	100	6243	100	4585	100
AB	1085	17	1071	17	1071	17	832	18
C1	1842	29	1820	29	1815	29	1423	31
C2	1459	23	1443	23	1440	23	1128	25
D	1138	18	1122	18	1118	18	827	18
E	829	13	806	13	798	13	375	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3994	100	4032	100	3929	100	3992	100
0 - 15	862	22	810	20	855	22	804	20
16 - 24	440	11	430	11	431	11	422	11
25 - 34	564	14	539	13	548	14	531	13
35 - 44	633	16	609	15	623	16	604	15
45 - 54	518	13	510	13	509	13	507	13
55 - 64	451	11	450	11	444	11	447	11
65 +	526	13	684	17	518	13	678	17
Adults	3132	100	3222	100	3074	100	3188	100
AB	547	17	537	17	539	18	532	17
C1	898	29	944	29	885	29	935	29
C2	788	25	670	21	780	25	663	21
D	575	18	564	17	562	18	560	18
E	323	10	506	16	308	10	498	16
Working	2032	65	1531	48	2004	65	1522	48
Not Working	1100	35	1690	52	1070	35	1666	52
Housewives	642	100	2732	100	605	100	2703	100
Working	320	50	1305	48	304	50	1296	48
Not Working	322	50	1427	52	301	50	1406	52

EAST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	1733	100	1684	100
Receiving ITV	1684	97	1684	100
Receiving Any CH4	1682	97	1682	100
Receiving C5	1389	80	1389	82
Receiving BBC1	1684	97	1684	100
Receiving BBC2	1684	97	1684	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1733	100	1684	100	1678	100	1026	100
		100		97		100		59
				100				61
Social Class:								
AB	318	18	311	18	311	19	208	20
C1	474	27	459	27	457	27	304	30
C2	377	22	371	22	371	22	253	25
D	277	16	270	16	269	16	159	16
E	288	17	274	16	270	16	103	10
Housewife Age:								
Under 25	99	6	91	5	91	5	43	4
25 - 34	317	18	305	18	304	18	187	18
35 - 44	333	19	325	19	325	19	232	23
45 - 54	308	18	304	18	302	18	219	21
55 - 64	252	15	246	15	244	15	158	15
65 +	424	24	413	25	411	24	187	18
Household Size:								
1	498	29	466	28	460	27	155	15
2	652	38	642	38	641	38	414	40
3	254	15	251	15	251	15	195	19
4	226	13	223	13	223	13	180	18
5+	104	6	103	6	103	6	82	8
Average Household Size	2.32		2.34		2.34		2.65	
Children:								
Without	1268	73	1226	73	1219	73	682	66
With	465	27	459	27	458	27	344	34
0 - 3	164	9	162	10	162	10	111	11
4 - 9	218	13	214	13	213	13	156	15
10 - 15	232	13	230	14	230	14	190	19

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		1684	100
Possessing	Colour Set	1678	100
	Teletext Set	1425	85
	Remote Ctrl.	1638	97
	Portable Set	943	56
Screen Size	- Under 15"	949	56
	- 16 to 19"	177	10
	- 20"and over	1503	89
Household With	Single Set	658	39
	Two Sets	607	36
	3+	419	25
VCR's	Without VCR	240	14
	With VCR	1444	86
	With 1 VCR	1124	67
	With 2+	320	19

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		3330	100
Which are:	Colour Set	3293	99
	Teletext Set	1992	60
	Remote Ctrl.	3034	91
	Portable Set	1387	42
Screen Size	- Under 15"	1378	41
	- 16 to 19"	199	6
	- 20"and over	1753	53
VCR Connected		1882	57

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	4019	100	3942	100	3932	100	2723	100
0 - 3	192	5	189	5	189	5	129	5
4 - 9	299	7	294	7	294	7	218	8
10 - 15	320	8	317	8	317	8	261	10
16 - 19	190	5	187	5	186	5	149	5
20 - 24	229	6	221	6	220	6	148	5
25 - 34	562	14	547	14	546	14	354	13
35 - 44	598	15	587	15	587	15	434	16
45 - 54	541	13	535	14	533	14	405	15
55 - 64	446	11	437	11	435	11	297	11
65 +	641	16	628	16	626	16	329	12
Adults: Total	3207	100	3142	100	3133	100	2115	100
AB	645	20	636	20	636	20	452	21
C1	897	28	877	28	875	28	631	30
C2	766	24	757	24	757	24	554	26
D	515	16	505	16	504	16	324	15
E	383	12	366	12	361	12	155	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1995	100	2024	100	1951	100	1992	100
0 - 15	420	21	391	19	414	21	386	19
16 - 24	210	11	210	10	205	11	203	10
25 - 34	284	14	279	14	274	14	273	14
35 - 44	305	15	293	14	299	15	288	14
45 - 54	269	14	272	13	265	14	270	14
55 - 64	220	11	225	11	214	11	223	11
65 +	286	14	355	18	279	14	349	18
Adults	1575	100	1633	100	1537	100	1605	100
AB	329	21	316	19	324	21	312	19
C1	435	28	462	28	425	28	452	28
C2	411	26	355	22	405	26	352	22
D	256	16	259	16	250	16	255	16
E	143	9	240	15	132	9	234	15
Working	1071	68	791	48	1052	68	782	49
Not Working	503	32	842	52	485	32	823	51
Housewives	311	100	1422	100	287	100	1397	100
Working	167	54	697	49	157	55	688	49
Not Working	144	46	725	51	130	45	709	51

WEST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	890	100	872	100
Receiving ITV	872	98	872	100
Receiving Any CH4	871	98	871	100
Receiving C5	717	81	717	82
Receiving BBC1	872	98	872	100
Receiving BBC2	872	98	872	100

Table 2		Analysis of Households							
		All Households		TV Households		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%
Total		890	100	872	100	872	100	576	100
			100		98		100		65
					100				66
Social Class:	AB	138	15	136	16	136	16	95	16
	C1	295	33	291	33	290	33	205	36
	C2	186	21	183	21	183	21	131	23
	D	151	17	148	17	148	17	100	17
	E	120	13	114	13	114	13	46	8
Housewife Age:	Under 25	51	6	47	5	47	5	23	4
	25 - 34	151	17	147	17	147	17	93	16
	35 - 44	172	19	168	19	168	19	129	22
	45 - 54	160	18	157	18	157	18	128	22
	55 - 64	135	15	134	15	133	15	94	16
	65 +	222	25	218	25	218	25	108	19
Household Size:	1	258	29	244	28	244	28	88	15
	2	339	38	337	39	337	39	239	41
	3	125	14	124	14	124	14	103	18
	4	115	13	114	13	114	13	100	17
	5+	54	6	53	6	53	6	46	8
Average Household Size		2.31		2.33		2.33		2.64	
Children:	Without	680	76	665	76	665	76	411	71
	With	210	24	207	24	207	24	165	29
	0 - 3	75	8	73	8	73	8	48	8
	4 - 9	106	12	105	12	104	12	85	15
	10 - 15	109	12	108	12	108	12	95	16

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		872	100
Possessing	Colour Set	872	100
	Teletext Set	730	84
	Remote Ctrl.	865	99
	Portable Set	544	62
Screen Size	- Under 15"	521	60
	- 16 to 19"	87	10
	- 20"and over	763	87
Household With	Single Set	296	34
	Two Sets	307	35
	3+	269	31
VCR's	Without VCR	107	12
	With VCR	765	88
	With 1 VCR	525	60
	With 2+	240	28

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1883	100
Which are:	Colour Set	1871	99
	Teletext Set	1097	58
	Remote Ctrl.	1788	95
	Portable Set	879	47
Screen Size	- Under 15"	855	45
	- 16 to 19"	94	5
	- 20"and over	934	50
VCR Connected		1100	58

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	2058	100	2031	100	2030	100	1522	100
0 - 3	88	4	87	4	87	4	57	4
4 - 9	145	7	142	7	142	7	115	8
10 - 15	155	8	154	8	154	8	136	9
16 - 19	96	5	96	5	96	5	83	5
20 - 24	129	6	125	6	125	6	94	6
25 - 34	277	13	273	13	273	13	192	13
35 - 44	314	15	309	15	309	15	247	16
45 - 54	286	14	283	14	283	14	235	15
55 - 64	234	11	232	11	232	11	176	12
65 +	334	16	331	16	331	16	186	12
Adults: Total	1670	100	1649	100	1648	100	1213	100
AB	282	17	279	17	279	17	209	17
C1	580	35	574	35	573	35	443	36
C2	369	22	366	22	366	22	282	23
D	286	17	282	17	282	17	212	18
E	154	9	148	9	148	9	67	6

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1026	100	1032	100	1010	100	1022	100
0 - 15	200	20	187	18	198	20	185	18
16 - 24	121	12	104	10	118	12	103	10
25 - 34	144	14	133	13	142	14	131	13
35 - 44	160	16	153	15	157	16	152	15
45 - 54	140	14	146	14	139	14	144	14
55 - 64	117	11	118	11	115	11	117	11
65 +	143	14	191	19	141	14	190	19
Adults	826	100	845	100	811	100	837	100
AB	149	18	133	16	147	18	132	16
C1	282	34	297	35	278	34	295	35
C2	195	24	174	21	192	24	174	21
D	142	17	143	17	141	17	141	17
E	57	7	97	11	53	7	95	11
Working	549	67	410	48	541	67	406	49
Not Working	276	33	435	52	270	33	431	51
Housewives	148	100	742	100	138	100	734	100
Working	73	49	367	49	67	49	364	50
Not Working	76	51	375	51	71	51	371	50

SOUTH WEST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	817	100	802	100
Receiving ITV	802	98	802	100
Receiving Any CH4	801	98	801	100
Receiving C5	439	54	439	55
Receiving BBC1	802	98	802	100
Receiving BBC2	802	98	802	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	817	100	802	100	798	100	527	100
		100		98		99		64
				100				66
Social Class:								
AB	150	18	147	18	146	18	98	19
C1	240	29	236	29	236	30	161	30
C2	172	21	169	21	169	21	123	23
D	121	15	119	15	118	15	83	16
E	135	17	131	16	128	16	62	12
Housewife Age:								
Under 25	50	6	49	6	49	6	28	5
25 - 34	123	15	119	15	119	15	78	15
35 - 44	151	18	148	18	148	19	109	21
45 - 54	138	17	136	17	136	17	107	20
55 - 64	131	16	129	16	129	16	85	16
65 +	224	27	221	28	219	27	119	23
Household Size:								
1	245	30	234	29	230	29	94	18
2	305	37	304	38	303	38	213	40
3	112	14	111	14	111	14	89	17
4	105	13	105	13	105	13	88	17
5+	49	6	48	6	48	6	42	8
Average Household Size	2.30		2.32		2.32		2.60	
Children:								
Without	615	75	602	75	597	75	368	70
With	202	25	200	25	200	25	159	30
0 - 3	68	8	68	8	68	8	47	9
4 - 9	100	12	99	12	99	12	79	15
10 - 15	103	13	103	13	103	13	90	17

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		802	100
Possessing	Colour Set	798	99
	Teletext Set	690	86
	Remote Ctrl.	781	97
	Portable Set	503	63
Screen Size	- Under 15"	486	61
	- 16 to 19"	82	10
	- 20"and over	709	88
Household With	Single Set	275	34
	Two Sets	288	36
	3+	239	30
VCR's	Without VCR	127	16
	With VCR	675	84
	With 1 VCR	489	61
	With 2+	187	23

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1711	100
Which are:	Colour Set	1683	98
	Teletext Set	940	55
	Remote Ctrl.	1535	90
	Portable Set	781	46
Screen Size	- Under 15"	751	44
	- 16 to 19"	94	6
	- 20"and over	866	51
VCR Connected		941	55

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	1880	100	1859	100	1853	100	1368	100
0 - 3	79	4	78	4	78	4	55	4
4 - 9	137	7	136	7	136	7	107	8
10 - 15	143	8	142	8	142	8	123	9
16 - 19	93	5	92	5	92	5	81	6
20 - 24	118	6	116	6	116	6	86	6
25 - 34	228	12	225	12	224	12	156	11
35 - 44	269	14	266	14	266	14	202	15
45 - 54	250	13	248	13	247	13	201	15
55 - 64	227	12	224	12	224	12	160	12
65 +	335	18	331	18	328	18	198	14
Adults: Total	1521	100	1503	100	1497	100	1083	100
AB	296	19	292	19	291	19	211	19
C1	459	30	455	30	455	30	336	31
C2	346	23	343	23	343	23	266	25
D	235	15	233	15	232	16	176	16
E	184	12	180	12	176	12	94	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	921	100	959	100	910	100	949	100
0 - 15	183	20	176	18	182	20	174	18
16 - 24	107	12	105	11	106	12	103	11
25 - 34	115	12	113	12	113	12	112	12
35 - 44	134	15	135	14	132	14	134	14
45 - 54	122	13	128	13	121	13	127	13
55 - 64	111	12	117	12	109	12	116	12
65 +	150	16	185	19	148	16	183	19
Adults	738	100	783	100	728	100	775	100
AB	151	20	145	19	148	20	144	19
C1	219	30	241	31	217	30	238	31
C2	186	25	160	20	184	25	159	21
D	114	15	121	15	113	16	120	15
E	67	9	117	15	66	9	114	15
Working	470	64	365	47	465	64	362	47
Not Working	267	36	418	53	262	36	413	53
Housewives	139	100	678	100	132	100	670	100
Working	66	47	315	47	63	47	313	47
Not Working	73	53	362	53	69	53	357	53

SOUTH

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	2123	100	2082	100
Receiving ITV	2082	98	2082	100
Receiving Any CH4	2078	98	2078	100
Receiving C5	1465	69	1465	70
Receiving BBC1	2082	98	2082	100
Receiving BBC2	2082	98	2082	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2123	100	2082	100	2075	100	1414	100
		100		98		100		67
		100		100		100		68
Social Class:								
AB	524	25	515	25	515	25	366	26
C1	683	32	674	32	671	32	476	34
C2	412	19	407	20	406	20	305	22
D	257	12	250	12	249	12	161	11
E	246	12	236	11	233	11	105	7
Housewife Age:								
Under 25	129	6	125	6	125	6	75	5
25 - 34	382	18	373	18	371	18	253	18
35 - 44	426	20	415	20	414	20	322	23
45 - 54	368	17	362	17	362	17	289	20
55 - 64	304	14	300	14	299	14	218	15
65 +	515	24	507	24	503	24	256	18
Household Size:								
1	628	30	603	29	597	29	257	18
2	799	38	790	38	789	38	559	40
3	306	14	305	15	305	15	259	18
4	272	13	269	13	269	13	235	17
5+	117	6	115	6	115	6	104	7
Average Household Size	2.29		2.30		2.30		2.58	
Children:								
Without	1594	75	1559	75	1553	75	974	69
With	529	25	522	25	522	25	440	31
0 - 3	185	9	182	9	182	9	137	10
4 - 9	261	12	258	12	258	12	216	15
10 - 15	261	12	258	12	258	12	234	17

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		2082	100
Possessing	Colour Set	2075	100
	Teletext Set	1760	85
	Remote Ctrl.	2032	98
	Portable Set	1230	59
Screen Size	- Under 15"	1300	62
	- 16 to 19"	191	9
	- 20"and over	1845	89
Household With	Single Set	668	32
	Two Sets	759	36
	3+	654	31
VCR's	Without VCR	339	16
	With VCR	1742	84
	With 1 VCR	1203	58
	With 2+	540	26

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4530	100
Which are:	Colour Set	4464	99
	Teletext Set	2595	57
	Remote Ctrl.	4075	90
	Portable Set	1927	43
Screen Size	- Under 15"	2028	45
	- 16 to 19"	229	5
	- 20"and over	2272	50
VCR Connected		2480	55

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	4858	100	4789	100	4781	100	3643	100
0 - 3	222	5	218	5	218	5	164	4
4 - 9	353	7	348	7	348	7	293	8
10 - 15	364	7	359	7	358	7	326	9
16 - 19	212	4	211	4	211	4	190	5
20 - 24	291	6	286	6	286	6	213	6
25 - 34	709	15	697	15	695	15	499	14
35 - 44	755	16	740	15	739	15	588	16
45 - 54	646	13	638	13	638	13	530	15
55 - 64	538	11	533	11	532	11	409	11
65 +	769	16	759	16	755	16	431	12
Adults: Total	3919	100	3864	100	3856	100	2860	100
AB	1026	26	1013	26	1013	26	769	27
C1	1278	33	1265	33	1262	33	956	33
C2	838	21	830	21	829	22	660	23
D	460	12	450	12	449	12	323	11
E	317	8	305	8	303	8	153	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2426	100	2432	100	2386	100	2402	100
0 - 15	491	20	448	18	482	20	443	18
16 - 24	258	11	245	10	255	11	242	10
25 - 34	363	15	346	14	355	15	341	14
35 - 44	384	16	371	15	376	16	363	15
45 - 54	320	13	326	13	316	13	323	13
55 - 64	272	11	267	11	268	11	265	11
65 +	340	14	429	18	334	14	425	18
Adults	1935	100	1984	100	1904	100	1959	100
AB	521	27	505	25	515	27	499	25
C1	615	32	663	33	609	32	656	33
C2	458	24	381	19	453	24	377	19
D	230	12	230	12	224	12	226	12
E	111	6	206	10	104	5	201	10
Working	1345	70	1035	52	1325	70	1022	52
Not Working	590	30	949	48	579	30	938	48
Housewives	415	100	1707	100	397	100	1684	100
Working	233	56	895	52	223	56	884	52
Not Working	182	44	812	48	174	44	801	48

NORTH

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	2417	100	2354	100
Receiving ITV	2354	97	2354	100
Receiving Any CH4	2352	97	2352	100
Receiving C5	2142	89	2142	91
Receiving BBC1	2354	97	2354	100
Receiving BBC2	2354	97	2354	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2417	100	2354	100	2342	100	1577	100
		100		97		100		65
				100				67
Social Class:								
AB	296	12	290	12	289	12	224	14
C1	647	27	636	27	636	27	472	30
C2	493	20	485	21	484	21	366	23
D	419	17	411	17	411	18	279	18
E	563	23	531	23	522	22	236	15
Housewife Age:								
Under 25	156	6	147	6	147	6	84	5
25 - 34	402	17	388	16	387	17	278	18
35 - 44	488	20	477	20	475	20	375	24
45 - 54	405	17	396	17	393	17	303	19
55 - 64	370	15	362	15	361	15	253	16
65 +	596	25	583	25	579	25	283	18
Household Size:								
1	726	30	682	29	674	29	282	18
2	855	35	842	36	840	36	596	38
3	367	15	364	15	363	16	301	19
4	318	13	315	13	315	13	275	17
5+	152	6	150	6	150	6	123	8
Average Household Size	2.33		2.35		2.36		2.63	
Children:								
Without	1764	73	1706	72	1695	72	1048	66
With	653	27	648	28	647	28	530	34
0 - 3	217	9	213	9	213	9	154	10
4 - 9	317	13	314	13	313	13	259	16
10 - 15	342	14	341	14	341	15	303	19

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		2354	100
Possessing	Colour Set	2342	100
	Teletext Set	1999	85
	Remote Ctrl.	2281	97
	Portable Set	1615	69
Screen Size	- Under 15"	1458	62
	- 16 to 19"	197	8
	- 20"and over	2094	89
Household With	Single Set	777	33
	Two Sets	899	38
	3+	678	29
VCR's	Without VCR	364	15
	With VCR	1989	85
	With 1 VCR	1403	60
	With 2+	586	25

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4962	100
Which are:	Colour Set	4882	98
	Teletext Set	2977	60
	Remote Ctrl.	4495	91
	Portable Set	2437	49
Screen Size	- Under 15"	2181	44
	- 16 to 19"	219	4
	- 20"and over	2562	52
VCR Connected		2766	56

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	5631	100	5535	100	5518	100	4143	100
0 - 3	257	5	253	5	253	5	177	4
4 - 9	419	7	415	7	414	7	337	8
10 - 15	464	8	461	8	461	8	410	10
16 - 19	295	5	292	5	291	5	244	6
20 - 24	341	6	330	6	329	6	240	6
25 - 34	745	13	726	13	723	13	548	13
35 - 44	875	16	861	16	858	16	685	17
45 - 54	747	13	733	13	730	13	582	14
55 - 64	620	11	609	11	607	11	446	11
65 +	868	15	855	15	850	15	473	11
Adults: Total	4491	100	4405	100	4390	100	3219	100
AB	589	13	580	13	577	13	471	15
C1	1274	28	1259	29	1259	29	985	31
C2	1033	23	1021	23	1020	23	804	25
D	797	18	786	18	785	18	579	18
E	799	18	759	17	748	17	381	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2791	100	2840	100	2731	100	2804	100
0 - 15	579	21	562	20	573	21	557	20
16 - 24	326	12	310	11	316	12	305	11
25 - 34	382	14	363	13	368	13	357	13
35 - 44	448	16	426	15	438	16	423	15
45 - 54	378	14	369	13	372	14	362	13
55 - 64	307	11	313	11	300	11	309	11
65 +	371	13	497	18	364	13	491	18
Adults	2213	100	2278	100	2158	100	2248	100
AB	305	14	284	12	300	14	280	12
C1	606	27	667	29	597	28	662	29
C2	559	25	474	21	551	26	470	21
D	399	18	398	17	391	18	395	18
E	343	16	455	20	318	15	442	20
Working	1359	61	1023	45	1337	62	1012	45
Not Working	853	39	1255	55	820	38	1236	55
Housewives	449	100	1968	100	415	100	1939	100
Working	198	44	892	45	187	45	883	46
Not Working	251	56	1076	55	228	55	1056	54

NORTH EAST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	1444	100	1411	100
Receiving ITV	1411	98	1411	100
Receiving Any CH4	1410	98	1410	100
Receiving C5	1292	89	1292	92
Receiving BBC1	1411	98	1411	100
Receiving BBC2	1411	98	1411	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1444	100	1411	100	1404	100	951	100
		100		98		100		66
				100				67
Social Class:								
AB	189	13	186	13	186	13	147	15
C1	351	24	346	25	346	25	259	27
C2	278	19	277	20	275	20	212	22
D	263	18	260	18	260	19	184	19
E	362	25	342	24	338	24	149	16
Housewife Age:								
Under 25	89	6	84	6	83	6	45	5
25 - 34	231	16	219	16	219	16	159	17
35 - 44	292	20	286	20	284	20	230	24
45 - 54	251	17	248	18	247	18	199	21
55 - 64	223	15	221	16	219	16	155	16
65 +	358	25	354	25	351	25	165	17
Household Size:								
1	453	31	430	30	425	30	169	18
2	489	34	483	34	482	34	342	36
3	248	17	247	18	247	18	215	23
4	183	13	182	13	182	13	161	17
5+	70	5	69	5	69	5	64	7
Average Household Size	2.27		2.29		2.29		2.61	
Children:								
Without	1052	73	1024	73	1019	73	628	66
With	392	27	387	27	386	27	323	34
0 - 3	127	9	125	9	124	9	92	10
4 - 9	184	13	181	13	181	13	149	16
10 - 15	203	14	200	14	200	14	183	19

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		1411	100
Possessing	Colour Set	1404	100
	Teletext Set	1206	85
	Remote Ctrl.	1365	97
	Portable Set	879	62
Screen Size	- Under 15"	883	63
	- 16 to 19"	77	5
	- 20"and over	1307	93
Household With	Single Set	460	33
	Two Sets	542	38
	3+	410	29
VCR's	Without VCR	176	12
	With VCR	1236	88
	With 1 VCR	799	57
	With 2+	436	31

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		3002	100
Which are:	Colour Set	2957	98
	Teletext Set	1814	60
	Remote Ctrl.	2689	90
	Portable Set	1325	44
Screen Size	- Under 15"	1330	44
	- 16 to 19"	86	3
	- 20"and over	1586	53
VCR Connected		1847	62

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	3283	100	3231	100	3221	100	2483	100
0 - 3	147	4	145	4	144	4	107	4
4 - 9	234	7	230	7	229	7	190	8
10 - 15	267	8	262	8	262	8	239	10
16 - 19	169	5	166	5	166	5	150	6
20 - 24	188	6	184	6	183	6	140	6
25 - 34	420	13	406	13	406	13	314	13
35 - 44	514	16	505	16	504	16	418	17
45 - 54	441	13	437	14	437	14	364	15
55 - 64	376	11	373	12	371	12	275	11
65 +	527	16	523	16	520	16	287	12
Adults: Total	2635	100	2595	100	2586	100	1947	100
AB	381	14	378	15	378	15	313	16
C1	658	25	652	25	651	25	526	27
C2	574	22	571	22	570	22	476	24
D	512	19	508	20	507	20	390	20
E	510	19	486	19	481	19	242	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1621	100	1662	100	1588	100	1643	100
0 - 15	335	21	314	19	329	21	307	19
16 - 24	182	11	175	11	177	11	173	11
25 - 34	213	13	207	12	204	13	202	12
35 - 44	258	16	256	15	252	16	253	15
45 - 54	218	13	223	13	215	14	222	13
55 - 64	184	11	192	12	182	11	191	12
65 +	232	14	296	18	229	14	294	18
Adults	1286	100	1349	100	1259	100	1336	100
AB	194	15	187	14	192	15	186	14
C1	317	25	341	25	313	25	339	25
C2	313	24	261	19	312	25	260	19
D	254	20	258	19	252	20	256	19
E	207	16	302	22	191	15	295	22
Working	755	59	592	44	748	59	589	44
Not Working	531	41	757	56	511	41	747	56
Housewives	277	100	1167	100	256	100	1155	100
Working	115	41	512	44	110	43	510	44
Not Working	162	59	655	56	146	57	645	56

NORTH WEST

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	2801	100	2740	100
Receiving ITV	2740	98	2740	100
Receiving Any CH4	2739	98	2739	100
Receiving C5	2575	92	2575	94
Receiving BBC1	2740	98	2740	100
Receiving BBC2	2740	98	2740	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2801	100	2740	100	2729	100	1900	100
		100		98		100		68
		100		100				69
Social Class:								
AB	402	14	398	15	398	15	320	17
C1	769	27	755	28	755	28	581	31
C2	542	19	536	20	536	20	412	22
D	487	17	478	17	476	17	337	18
E	601	21	572	21	564	21	250	13
Housewife Age:								
Under 25	167	6	159	6	159	6	92	5
25 - 34	459	16	444	16	442	16	323	17
35 - 44	572	20	560	20	560	21	457	24
45 - 54	478	17	467	17	467	17	378	20
55 - 64	436	16	430	16	430	16	306	16
65 +	689	25	679	25	673	25	343	18
Household Size:								
1	862	31	818	30	809	30	342	18
2	937	33	929	34	928	34	685	36
3	436	16	433	16	432	16	374	20
4	379	14	375	14	375	14	335	18
5+	187	7	185	7	185	7	165	9
Average Household Size	2.35		2.36		2.37		2.66	
Children:								
Without	2029	72	1974	72	1964	72	1258	66
With	772	28	766	28	765	28	642	34
0 - 3	259	9	256	9	256	9	190	10
4 - 9	379	14	375	14	374	14	308	16
10 - 15	396	14	393	14	393	14	359	19

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		2740	100
Possessing	Colour Set	2729	100
	Teletext Set	2429	89
	Remote Ctrl.	2690	98
	Portable Set	1658	61
Screen Size	- Under 15"	1638	60
	- 16 to 19"	183	7
	- 20"and over	2559	93
Household With	Single Set	839	31
	Two Sets	1063	39
	3+	837	31
VCR's	Without VCR	370	14
	With VCR	2369	86
	With 1 VCR	1573	57
	With 2+	796	29

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		5927	100
Which are:	Colour Set	5875	99
	Teletext Set	3636	61
	Remote Ctrl.	5442	92
	Portable Set	2498	42
Screen Size	- Under 15"	2493	42
	- 16 to 19"	209	4
	- 20"and over	3224	54
VCR Connected		3457	58

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	6579	100	6479	100	6466	100	5063	100
0 - 3	301	5	297	5	297	5	220	4
4 - 9	502	8	495	8	495	8	405	8
10 - 15	553	8	548	8	548	8	503	10
16 - 19	343	5	336	5	336	5	294	6
20 - 24	397	6	386	6	386	6	303	6
25 - 34	886	13	868	13	866	13	677	13
35 - 44	1011	15	996	15	995	15	834	16
45 - 54	856	13	840	13	840	13	711	14
55 - 64	732	11	725	11	724	11	547	11
65 +	999	15	987	15	980	15	570	11
Adults: Total	5222	100	5137	100	5126	100	3936	100
AB	801	15	794	15	794	15	670	17
C1	1504	29	1481	29	1481	29	1236	31
C2	1146	22	1135	22	1135	22	925	23
D	943	18	931	18	930	18	711	18
E	828	16	797	16	787	15	393	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3253	100	3326	100	3191	100	3288	100
0 - 15	702	22	654	20	693	22	648	20
16 - 24	371	11	369	11	362	11	360	11
25 - 34	456	14	429	13	444	14	424	13
35 - 44	513	16	498	15	503	16	492	15
45 - 54	430	13	426	13	418	13	422	13
55 - 64	363	11	368	11	358	11	367	11
65 +	418	13	581	17	412	13	575	17
Adults	2551	100	2672	100	2498	100	2640	100
AB	411	16	390	15	408	16	386	15
C1	714	28	789	30	702	28	779	30
C2	615	24	531	20	608	24	527	20
D	468	18	475	18	460	18	471	18
E	341	13	487	18	320	13	476	18
Working	1578	62	1261	47	1555	62	1248	47
Not Working	973	38	1410	53	943	38	1391	53
Housewives	520	100	2281	100	484	100	2255	100
Working	233	45	1070	47	222	46	1059	47
Not Working	287	55	1212	53	262	54	1197	53

SCOTLAND

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	2240	100	2185	100
Receiving ITV	2185	98	2185	100
Receiving Any CH4	2183	97	2183	100
Receiving C5	1899	85	1899	87
Receiving BBC1	2185	98	2185	100
Receiving BBC2	2185	98	2185	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2240	100	2185	100	2172	100	1404	100
		100		98		99		63
				100				64
Social Class:								
AB	338	15	330	15	330	15	236	17
C1	578	26	568	26	567	26	391	28
C2	394	18	389	18	389	18	288	21
D	379	17	373	17	372	17	252	18
E	551	25	525	24	515	24	236	17
Housewife Age:								
Under 25	143	6	136	6	136	6	66	5
25 - 34	373	17	362	17	358	16	235	17
35 - 44	471	21	457	21	455	21	340	24
45 - 54	394	18	389	18	387	18	294	21
55 - 64	341	15	334	15	332	15	230	16
65 +	518	23	508	23	504	23	240	17
Household Size:								
1	751	34	714	33	703	32	271	19
2	755	34	744	34	743	34	523	37
3	334	15	329	15	328	15	267	19
4	296	13	294	13	294	14	252	18
5+	105	5	104	5	104	5	91	6
Average Household Size	2.23		2.25		2.25		2.57	
Children:								
Without	1659	74	1612	74	1601	74	948	68
With	581	26	573	26	571	26	456	32
0 - 3	190	8	187	9	187	9	132	9
4 - 9	282	13	277	13	276	13	221	16
10 - 15	288	13	287	13	285	13	248	18

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		2185	100
Possessing	Colour Set	2172	99
	Teletext Set	1841	84
	Remote Ctrl.	2125	97
	Portable Set	1354	62
Screen Size	- Under 15"	1336	61
	- 16 to 19"	212	10
	- 20"and over	1878	86
Household With	Single Set	782	36
	Two Sets	801	37
	3+	602	28
VCR's	Without VCR	318	15
	With VCR	1868	85
	With 1 VCR	1273	58
	With 2+	595	27

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4473	100
Which are:	Colour Set	4433	99
	Teletext Set	2659	59
	Remote Ctrl.	4181	93
	Portable Set	2000	45
Screen Size	- Under 15"	1959	44
	- 16 to 19"	244	5
	- 20"and over	2270	51
VCR Connected		2659	59

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	4996	100	4915	100	4895	100	3605	100
0 - 3	220	4	217	4	217	4	153	4
4 - 9	364	7	358	7	356	7	283	8
10 - 15	387	8	385	8	383	8	332	9
16 - 19	249	5	246	5	246	5	212	6
20 - 24	330	7	321	7	320	7	221	6
25 - 34	678	14	663	13	658	13	467	13
35 - 44	802	16	784	16	781	16	608	17
45 - 54	670	13	663	13	662	14	531	15
55 - 64	561	11	554	11	552	11	406	11
65 +	735	15	724	15	719	15	391	11
Adults: Total	4025	100	3955	100	3940	100	2836	100
AB	666	17	655	17	654	17	505	18
C1	1093	27	1079	27	1078	27	808	29
C2	813	20	808	20	807	20	642	23
D	706	18	698	18	697	18	514	18
E	746	19	716	18	704	18	367	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2440	100	2556	100	2395	100	2520	100
0 - 15	505	21	466	18	501	21	459	18
16 - 24	288	12	291	11	282	12	285	11
25 - 34	347	14	331	13	337	14	325	13
35 - 44	398	16	404	16	386	16	398	16
45 - 54	329	13	341	13	324	14	339	13
55 - 64	266	11	295	12	263	11	291	12
65 +	307	13	428	17	301	13	423	17
Adults	1935	100	2090	100	1894	100	2061	100
AB	332	17	334	16	326	17	329	16
C1	512	26	581	28	504	27	575	28
C2	434	22	379	18	430	23	377	18
D	356	18	351	17	350	18	348	17
E	301	16	446	21	284	15	432	21
Working	1187	61	957	46	1171	62	948	46
Not Working	748	39	1133	54	723	38	1113	54
Housewives	440	100	1800	100	411	100	1774	100
Working	187	43	834	46	177	43	826	47
Not Working	252	57	966	54	234	57	948	53

ULSTER

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	586	100	568	100
Receiving ITV	568	97	568	100
Receiving Any CH4	566	97	566	100
Receiving C5	438	75	438	77
Receiving BBC1	568	97	568	100
Receiving BBC2	568	97	568	100

Table 2		Analysis of Households							
		All Households		TV Households		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%
Total		586	100	568	100	566	100	361	100
			100		97		100		62
					100				64
Social Class:	AB	65	11	65	11	65	11	55	15
	C1	142	24	140	25	139	25	108	30
	C2	129	22	126	22	126	22	91	25
	D	87	15	86	15	86	15	55	15
	E	163	28	152	27	150	27	52	15
Housewife Age:	Under 25	22	4	21	4	21	4	12	3
	25 - 34	112	19	109	19	109	19	68	19
	35 - 44	132	22	129	23	129	23	97	27
	45 - 54	105	18	103	18	103	18	78	21
	55 - 64	92	16	90	16	89	16	57	16
	65 +	122	21	116	20	115	20	50	14
Household Size:	1	152	26	139	24	137	24	44	12
	2	146	25	144	25	144	25	93	26
	3	91	15	90	16	90	16	67	19
	4	105	18	105	18	105	19	85	24
	5+	92	16	91	16	91	16	72	20
	Average Household Size	2.82		2.86		2.87		3.25	
Children:	Without	387	66	371	65	369	65	213	59
	With	199	34	197	35	197	35	148	41
	0 - 3	75	13	75	13	75	13	54	15
	4 - 9	107	18	107	19	107	19	76	21
	10 - 15	114	19	113	20	113	20	87	24

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		568	100
Possessing	Colour Set	566	100
	Teletext Set	492	87
	Remote Ctrl.	548	96
	Portable Set	339	60
Screen Size	- Under 15"	332	58
	- 16 to 19"	36	6
	- 20"and over	519	91
Household With	Single Set	207	36
	Two Sets	203	36
	3+	158	28
VCR's	Without VCR	122	21
	With VCR	447	79
	With 1 VCR	346	61
	With 2+	101	18

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1193	100
Which are:	Colour Set	1189	100
	Teletext Set	853	72
	Remote Ctrl.	1114	93
	Portable Set	522	44
Screen Size	- Under 15"	503	42
	- 16 to 19"	40	3
	- 20"and over	649	54
VCR Connected		594	50

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	1655	100	1628	100	1626	100	1175	100
0 - 3	92	6	91	6	91	6	67	6
4 - 9	148	9	147	9	147	9	105	9
10 - 15	163	10	161	10	161	10	122	10
16 - 19	112	7	110	7	110	7	90	8
20 - 24	97	6	95	6	95	6	75	6
25 - 34	244	15	240	15	240	15	165	14
35 - 44	246	15	243	15	242	15	189	16
45 - 54	197	12	194	12	194	12	155	13
55 - 64	163	10	159	10	159	10	111	9
65 +	193	12	186	11	185	11	98	8
Adults: Total	1252	100	1227	100	1225	100	881	100
AB	152	12	152	12	152	12	133	15
C1	329	26	324	26	323	26	265	30
C2	320	26	316	26	316	26	245	28
D	199	16	197	16	197	16	136	15
E	251	20	239	19	237	19	102	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	819	100	836	100	803	100	824	100
0 - 15	209	25	195	23	207	26	193	23
16 - 24	105	13	103	12	104	13	102	12
25 - 34	124	15	120	14	122	15	118	14
35 - 44	120	15	126	15	118	15	125	15
45 - 54	97	12	100	12	95	12	99	12
55 - 64	79	10	84	10	76	9	83	10
65 +	85	10	108	13	81	10	105	13
Adults	610	100	641	100	596	100	631	100
AB	76	13	76	12	76	13	76	12
C1	162	27	166	26	159	27	164	26
C2	168	27	152	24	165	28	151	24
D	100	16	100	16	98	17	99	16
E	104	17	147	23	97	16	142	22
Working	375	61	266	42	369	62	265	42
Not Working	236	39	375	58	227	38	366	58
Housewives	94	100	492	100	85	100	484	100
Working	42	45	205	42	39	46	203	42
Not Working	52	55	287	58	46	54	280	58

WALES

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	1210	100	1186	100
Receiving ITV	1186	98	1186	100
Receiving Any CH4	1185	98	1185	100
Receiving C5	928	77	928	78
Receiving BBC1	1186	98	1186	100
Receiving BBC2	1186	98	1186	100

Table 2		Analysis of Households							
		All Households		TV Households		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%
Total		1210	100	1186	100	1180	100	772	100
			100		98		99		64
			100		100				65
Social Class:	AB	158	13	156	13	156	13	113	15
	C1	308	25	300	25	299	25	212	27
	C2	252	21	249	21	248	21	184	24
	D	221	18	220	19	219	19	147	19
	E	270	22	260	22	257	22	115	15
Housewife Age:	Under 25	67	6	62	5	61	5	31	4
	25 - 34	186	15	180	15	179	15	122	16
	35 - 44	232	19	229	19	228	19	181	23
	45 - 54	214	18	211	18	210	18	162	21
	55 - 64	194	16	191	16	190	16	130	17
	65 +	317	26	313	26	311	26	146	19
Household Size:	1	348	29	331	28	326	28	122	16
	2	407	34	402	34	401	34	272	35
	3	196	16	195	16	194	16	159	21
	4	172	14	172	15	172	15	146	19
	5+	86	7	86	7	86	7	73	9
	Average Household Size	2.40		2.42		2.43		2.75	
Children:	Without	880	73	858	72	853	72	511	66
	With	329	27	327	28	327	28	261	34
	0 - 3	113	9	112	9	111	9	81	10
	4 - 9	164	14	163	14	163	14	131	17
	10 - 15	178	15	177	15	177	15	152	20

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		1186	100
Possessing	Colour Set	1180	99
	Teletext Set	1022	86
	Remote Ctrl.	1148	97
	Portable Set	678	57
Screen Size	- Under 15"	682	58
	- 16 to 19"	44	4
	- 20"and over	1107	93
Household With	Single Set	414	35
	Two Sets	444	37
	3+	328	28
VCR's	Without VCR	158	13
	With VCR	1028	87
	With 1 VCR	690	58
	With 2+	338	28

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		2438	100
Which are:	Colour Set	2417	99
	Teletext Set	1468	60
	Remote Ctrl.	2188	90
	Portable Set	1009	41
Screen Size	- Under 15"	1027	42
	- 16 to 19"	46	2
	- 20"and over	1365	56
VCR Connected		1493	61

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	2909	100	2874	100	2867	100	2123	100
0 - 3	130	4	129	4	129	4	93	4
4 - 9	215	7	213	7	213	7	168	8
10 - 15	243	8	243	8	243	8	210	10
16 - 19	160	6	158	5	158	6	137	6
20 - 24	167	6	160	6	160	6	117	5
25 - 34	365	13	358	12	357	12	261	12
35 - 44	422	15	417	15	416	15	334	16
45 - 54	386	13	382	13	381	13	306	14
55 - 64	339	12	336	12	335	12	241	11
65 +	482	17	477	17	475	17	257	12
Adults: Total	2321	100	2289	100	2282	100	1652	100
AB	328	14	326	14	326	14	253	15
C1	607	26	594	26	594	26	455	28
C2	547	24	543	24	541	24	428	26
D	449	19	448	20	447	20	326	20
E	389	17	378	17	374	16	190	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1437	100	1472	100	1414	100	1460	100
0 - 15	302	21	286	19	301	21	285	19
16 - 24	167	12	160	11	162	11	156	11
25 - 34	189	13	176	12	184	13	174	12
35 - 44	212	15	210	14	209	15	209	14
45 - 54	192	13	194	13	189	13	193	13
55 - 64	167	12	172	12	165	12	171	12
65 +	208	14	274	19	205	14	273	19
Adults	1135	100	1186	100	1114	100	1175	100
AB	168	15	160	14	166	15	160	14
C1	293	26	314	26	286	26	309	26
C2	291	26	256	22	288	26	255	22
D	226	20	223	19	225	20	223	19
E	157	14	233	20	149	13	229	20
Working	656	58	497	42	648	58	494	42
Not Working	479	42	689	58	466	42	682	58
Housewives	215	100	995	100	200	100	986	100
Working	82	38	420	42	76	38	417	42
Not Working	133	62	575	58	123	62	569	58

WEST MIDLANDS

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	2466	100	2418	100
Receiving ITV	2418	98	2418	100
Receiving Any CH4	2415	98	2415	100
Receiving C5	2290	93	2290	95
Receiving BBC1	2418	98	2418	100
Receiving BBC2	2418	98	2418	100

Table 2 Analysis of Households								
	All Households		TV Households		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2466	100	2418	100	2408	100	1599	100
		100		98		100		65
				100				66
Social Class:								
AB	395	16	389	16	389	16	285	18
C1	667	27	658	27	657	27	478	30
C2	529	21	522	22	521	22	377	24
D	417	17	407	17	406	17	279	17
E	459	19	441	18	436	18	179	11
Housewife Age:								
Under 25	133	5	127	5	126	5	71	4
25 - 34	422	17	409	17	407	17	283	18
35 - 44	490	20	481	20	479	20	389	24
45 - 54	438	18	433	18	433	18	333	21
55 - 64	387	16	382	16	380	16	260	16
65 +	597	24	586	24	583	24	264	16
Household Size:								
1	712	29	680	28	673	28	241	15
2	863	35	853	35	852	35	591	37
3	377	15	374	15	373	16	324	20
4	338	14	336	14	335	14	295	18
5+	176	7	175	7	174	7	149	9
Average Household Size	2.38		2.40		2.40		2.74	
Children:								
Without	1781	72	1739	72	1730	72	1037	65
With	685	28	679	28	677	28	561	35
0 - 3	235	10	234	10	233	10	174	11
4 - 9	336	14	333	14	331	14	267	17
10 - 15	361	15	359	15	358	15	319	20

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		2418	100
Possessing	Colour Set	2408	100
	Teletext Set	2101	87
	Remote Ctrl.	2364	98
	Portable Set	1460	60
Screen Size	- Under 15"	1425	59
	- 16 to 19"	227	9
	- 20"and over	2195	91
Household With	Single Set	820	34
	Two Sets	900	37
	3+	698	29
VCR's	Without VCR	348	14
	With VCR	2070	86
	With 1 VCR	1357	56
	With 2+	713	29

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		5096	100
Which are:	Colour Set	5034	99
	Teletext Set	3166	62
	Remote Ctrl.	4626	91
	Portable Set	2239	44
Screen Size	- Under 15"	2132	42
	- 16 to 19"	263	5
	- 20"and over	2701	53
VCR Connected		3028	59

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	5878	100	5802	100	5783	100	4377	100
0 - 3	280	5	277	5	276	5	205	5
4 - 9	449	8	443	8	441	8	357	8
10 - 15	490	8	487	8	487	8	431	10
16 - 19	288	5	284	5	283	5	249	6
20 - 24	337	6	330	6	329	6	260	6
25 - 34	796	14	780	13	776	13	585	13
35 - 44	902	15	890	15	886	15	732	17
45 - 54	765	13	758	13	757	13	612	14
55 - 64	677	12	669	12	668	12	488	11
65 +	895	15	883	15	879	15	459	10
Adults: Total	4659	100	4595	100	4579	100	3385	100
AB	804	17	794	17	793	17	619	18
C1	1319	28	1305	28	1301	28	1037	31
C2	1077	23	1067	23	1065	23	837	25
D	814	17	802	17	799	17	601	18
E	645	14	627	14	621	14	291	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2930	100	2947	100	2883	100	2919	100
0 - 15	627	21	591	20	621	22	587	20
16 - 24	320	11	305	10	314	11	300	10
25 - 34	409	14	387	13	399	14	381	13
35 - 44	461	16	441	15	453	16	437	15
45 - 54	385	13	380	13	380	13	378	13
55 - 64	338	12	339	12	333	12	337	12
65 +	391	13	504	17	384	13	500	17
Adults	2303	100	2356	100	2262	100	2333	100
AB	404	18	400	17	398	18	396	17
C1	641	28	678	29	634	28	671	29
C2	584	25	493	21	579	26	489	21
D	418	18	396	17	409	18	393	17
E	256	11	389	17	243	11	384	16
Working	1484	64	1104	47	1466	65	1098	47
Not Working	819	36	1252	53	796	35	1234	53
Housewives	463	100	2003	100	437	100	1982	100
Working	231	50	942	47	221	51	936	47
Not Working	232	50	1061	53	216	49	1045	53

EAST MIDLANDS

Table 1		Television Reception		
	All Households		TV Households	
	000's	%	000's	%
Total	909	100	889	100
Receiving ITV	889	98	889	100
Receiving Any CH4	888	98	888	100
Receiving C5	872	96	872	98
Receiving BBC1	889	98	889	100
Receiving BBC2	889	98	889	100

Table 2		Analysis of Households							
		All Households		TV Households		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%
Total		909	100	889	100	886	100	586	100
			100		98		100		64
					100				66
Social Class: AB		142	16	139	16	139	16	101	17
C1		273	30	267	30	267	30	185	32
C2		184	20	181	20	181	20	131	22
D		168	18	164	18	163	18	109	19
E		142	16	138	15	136	15	59	10
Housewife Age: Under 25		62	7	59	7	58	7	38	6
25 - 34		170	19	164	18	164	18	104	18
35 - 44		189	21	187	21	186	21	142	24
45 - 54		146	16	143	16	143	16	108	18
55 - 64		127	14	126	14	125	14	88	15
65 +		214	24	211	24	210	24	106	18
Household Size: 1		265	29	252	28	250	28	99	17
2		309	34	305	34	304	34	213	36
3		152	17	151	17	151	17	127	22
4		124	14	124	14	124	14	98	17
5+		58	6	57	6	57	6	49	8
Average Household Size		2.36		2.38		2.39		2.66	
Children: Without		652	72	634	71	631	71	383	65
With		256	28	255	29	255	29	202	35
0 - 3		94	10	93	10	93	10	64	11
4 - 9		130	14	129	14	129	15	103	18
10 - 15		125	14	124	14	124	14	105	18

Table 3 Household Penetrations - TV Sets / VCR's			
		TV Households	
		000's	%
Total		889	100
Possessing	Colour Set	886	100
	Teletext Set	786	88
	Remote Ctrl.	866	97
	Portable Set	515	58
Screen Size	- Under 15"	496	56
	- 16 to 19"	91	10
	- 20"and over	819	92
Household With	Single Set	303	34
	Two Sets	352	40
	3+	234	26
VCR's	Without VCR	123	14
	With VCR	766	86
	With 1 VCR	486	55
	With 2+	280	31

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1836	100
Which are:	Colour Set	1801	98
	Teletext Set	1128	61
	Remote Ctrl.	1624	88
	Portable Set	738	40
Screen Size	- Under 15"	725	40
	- 16 to 19"	108	6
	- 20"and over	1003	55
VCR Connected		1139	62

Table 5 Household Penetrations - TV Sets / VCR's								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Age: Total	2149	100	2119	100	2115	100	1558	100
0 - 3	109	5	108	5	108	5	75	5
4 - 9	170	8	168	8	168	8	134	9
10 - 15	175	8	175	8	175	8	148	9
16 - 19	99	5	98	5	98	5	83	5
20 - 24	147	7	141	7	140	7	106	7
25 - 34	307	14	299	14	299	14	209	13
35 - 44	339	16	337	16	336	16	264	17
45 - 54	262	12	259	12	258	12	197	13
55 - 64	224	10	222	10	221	10	166	11
65 +	316	15	313	15	312	15	176	11
Adults: Total	1694	100	1668	100	1664	100	1201	100
AB	281	17	278	17	278	17	214	18
C1	523	31	515	31	514	31	386	32
C2	381	23	376	23	375	23	291	24
D	324	19	320	19	319	19	226	19
E	184	11	179	11	178	11	85	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1064	100	1085	100	1046	100	1073	100
0 - 15	235	22	219	20	234	22	217	20
16 - 24	121	11	125	12	117	11	122	11
25 - 34	155	15	152	14	150	14	149	14
35 - 44	171	16	168	15	170	16	167	16
45 - 54	133	12	130	12	129	12	129	12
55 - 64	113	11	111	10	112	11	110	10
65 +	136	13	180	17	134	13	179	17
Adults	828	100	866	100	812	100	856	100
AB	143	17	138	16	141	17	136	16
C1	257	31	266	31	251	31	264	31
C2	204	25	177	20	201	25	175	20
D	156	19	168	19	153	19	167	20
E	67	8	117	13	65	8	114	13
Working	547	66	427	49	538	66	424	49
Not Working	281	34	439	51	274	34	432	51
Housewives	179	100	729	100	168	100	721	100
Working	89	50	363	50	83	49	360	50
Not Working	90	50	366	50	85	51	361	50

CABLE & SATELLITE HOMES

Table 1		Television Reception						
	All Households		TV Households		Non-Terrestrial Households			
					All		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25249	100	24628	100	10477	100	6759	100
Receiving ITV	24628	98	24628	100	10477	100	6759	100
Receiving Any CH4	24597	97	24597	100	10477	100	6759	100
Receiving C5	21125	84	21125	86	10446	100	6728	100
Receiving 1+ Non Terrestrial	10477	41	10477	43	10477	100	6759	100
Receiving 1+ Non Terrestrial via Dish	6759	27	6759	27	6759	65	6759	100
Receiving BBC1	24628	98	24628	100	10477	100	6759	100
Receiving BBC2	24628	98	24628	100	10477	100	6759	100

Table 2		Analysis of Households							
		All Households		TV Households		Non Terrestrial Households			
						Total		DTH	
		000's	%	000's	%	000's	%	000's	%
Total		25249	100	24628	100	10477	100	6759	100
			100		98		41		27
					100		43		27
Social Class:									
	AB	4455	18	4373	18	2017	19	1324	20
	C1	7192	28	7043	29	3223	31	2078	31
	C2	4885	19	4817	20	2334	22	1546	23
	D	3969	16	3886	16	1924	18	1234	18
	E	4749	19	4509	18	979	9	576	9
Housewife Age:									
	Under 25	1502	6	1414	6	548	5	314	5
	25 - 34	4425	18	4270	17	2325	22	1520	22
	35 - 44	5220	21	5095	21	2890	28	1909	28
	45 - 54	4356	17	4280	17	2154	21	1417	21
	55 - 64	3767	15	3701	15	1442	14	921	14
	65 +	5979	24	5868	24	1117	11	678	10
Household Size:									
	1	7695	30	7276	30	1513	14	803	12
	2	8681	34	8563	35	3524	34	2225	33
	3	3813	15	3775	15	2208	21	1484	22
	4	3433	14	3407	14	2153	21	1491	22
	5+	1627	6	1606	7	1078	10	756	11
Average Household Size		2.34		2.36		2.83		2.93	
Children:									
	Without	18427	73	17887	73	6381	61	3976	59
	With	6822	27	6741	27	4096	39	2783	41
	0 - 3	2381	9	2345	10	1376	13	927	14
	4 - 9	3344	13	3299	13	2025	19	1367	20
	10 - 15	3449	14	3420	14	2189	21	1504	22

Table 3 Household Penetrations - TV Sets/VCR's							
		TV Households		Non Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		24628	100	10477	100	6759	100
Possessing:	Colour Set	24527	100	10476	100	6759	100
	Teletext Set	21032	85	9852	94	6462	96
	Remote Ctrl.	23976	97	10418	99	6732	100
	Portable Set	14837	60	7176	68	4719	70
Screen Size:	- Under 15"	14497	59	7001	67	4595	68
	- 16 to 19"	2157	9	884	8	592	9
	- 20"and over	22002	89	10019	96	6529	97
Households with:							
	Single Set	8679	35	2215	21	1270	19
	Two Sets	9015	37	3940	38	2468	37
	3+	6934	28	4322	41	3021	45
VCR's:	Without VCR	3702	15	660	6	380	6
	With VCR	20926	85	9817	94	6379	94
	With 1 VCR	14434	59	5870	56	3668	54
	With 2+	6493	26	3947	38	2711	40

Table 4		TV Set Profile					
		TV Households		Non Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		51182	100	25720	100	17233	100
Which are:	Colour Set	50562	99	25499	99	17097	99
	Teletext Set	30935	60	16032	62	10879	63
	Remote Ctrl.	46595	91	23817	93	15975	93
	Portable Set	22296	44	11770	46	7931	46
Screen Size:	- Under 15"	21764	43	11485	45	7751	45
	- 16 to 19"	2469	5	1070	4	727	4
	- 20"and over	26949	53	13165	51	8755	51
VCR Connected		29742	58	15374	60	10253	59
Sets Receiving 1+ Non-Terrestrial Channels		17403	34	12999	51	9362	54
Sets Receiving 1+ Non-Terrestrial Channels via Dish Antenna		12534	24	9362	36	9362	54

Table 5		Analysis of Individuals					
		All Households		Non Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		59029	100	29660	100	19794	100
Age	0 - 3	2809	5	1607	5	1083	5
	4 - 9	4466	8	2709	9	1840	9
	10 - 15	4735	8	3018	10	2090	11
	16 - 19	2942	5	1747	6	1209	6
	20 - 24	3597	6	1827	6	1150	6
	25 - 34	8231	14	4608	16	3055	15
	35 - 44	9275	16	5356	18	3601	18
	45 - 54	7708	13	4039	14	2707	14
	55 - 64	6478	11	2734	9	1808	9
	65 +	8788	15	2016	7	1250	6
Adults		47019	100	22326	100	14780	100
	AB	8938	19	4431	20	2967	20
	C1	13784	29	6857	31	4531	31
	C2	10115	22	5215	23	3506	24
	D	7647	16	4189	19	2770	19
	E	6536	14	1633	7	1007	7

Table 6a		Analysis of Individuals							
	All Households				Non Terrestrial Households				
	Males		Females		Males		Females		
	000's	%	000's	%	000's	%	000's	%	
Total	29241	100	29788	100	15336	100	14324	100	
0 - 15	6184	21	5826	20	3839	25	3495	24	
16 - 24	3307	11	3233	11	1877	12	1697	12	
25 - 34	4210	14	4022	14	2369	15	2239	16	
35 - 44	4707	16	4569	15	2700	18	2657	19	
45 - 54	3840	13	3867	13	2067	13	1972	14	
55 - 64	3186	11	3292	11	1429	9	1305	9	
65 +	3808	13	4980	17	1056	7	959	7	
Adults	23057	100	23962	100	11497	100	10829	100	
AB	4577	20	4362	18	2358	21	2073	19	
C1	6608	29	7176	30	3459	30	3398	31	
C2	5430	24	4685	20	2794	24	2421	22	
D	3829	17	3818	16	2166	19	2023	19	
E	2614	11	3922	16	720	6	913	8	
Working	14872	65	11347	47	8422	73	6185	57	
Not Working	8185	35	12616	53	3075	27	4644	43	
Housewives	4885	100	20363	100	1829	100	8648	100	
Working	2398	49	9689	48	1138	62	5131	59	
Not Working	2487	51	10675	52	690	38	3517	41	

Table 6b		Analysis of Individuals			
		DTH Households			
		Males		Females	
		000's	%	000's	%
Total		10274	100	9520	100
	0 - 15	2637	26	2377	25
	16 - 24	1264	12	1095	12
	25 - 34	1539	15	1515	16
	35 - 44	1809	18	1792	19
	45 - 54	1388	14	1318	14
	55 - 64	968	9	840	9
	65 +	669	7	581	6
Adults:		7637	100	7143	100
	AB	1578	21	1389	19
	C1	2304	30	2227	31
	C2	1861	24	1645	23
	D	1441	19	1329	19
	E	453	6	554	8
	Working	5629	74	4083	57
	Not Working	2009	26	3060	43
Housewives		1071	100	5688	100
	Working	660	62	3396	60
	Not Working	412	38	2292	40

Table 7 Non Terrestrial Penetration By Region				
	Total TV Households		Non Terrestrial Households	
	000's	%	000's	%
ALL AREAS	24628	100	10477	100
LONDON	4589	19	2026	19
SOUTH EAST	847	3	354	3
MIDLANDS	3308	13	1439	14
EAST	1684	7	718	7
WEST	872	4	313	3
SOUTH WEST	802	3	293	3
SOUTH	2082	8	839	8
NORTH	2354	10	929	9
NORTH EAST	1411	6	589	6
NORTH WEST	2740	11	1212	12
SCOTLAND	2185	9	945	9
ULSTER	568	2	225	2
WALES	1186	5	596	6
WEST MIDLANDS	2418	10	1038	10
EAST MIDLANDS	889	4	401	4

ALL AREAS

Projections Jan 03 - Dec 03

Table 1												
Television Reception												
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25353	100	25367	100	25383	100	25399	100	25412	100	25427	100
TV Households	24727	98	24741	98	24757	98	24772	98	24785	98	24800	98

Table 1												
Television Reception												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25439	100	25458	100	25470	100	25485	100	25502	100	25514	100
TV Households	24811	98	24830	98	24842	98	24857	98	24873	98	24885	98

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24727	100	24741	100	24757	100	24772	100	24785	100
Social Class	AB	4392	18	4395	18	4396	18	4400	18	4402	18
	C1	7071	29	7075	29	7083	29	7084	29	7089	29
	C2	4837	20	4838	20	4843	20	4845	20	4848	20
	DE	8427	34	8433	34	8435	34	8443	34	8446	34
Housewife Age	Under 25	1419	6	1421	6	1422	6	1422	6	1423	6
	25 - 34	4285	17	4287	17	4290	17	4293	17	4299	17
	35 - 44	5117	21	5120	21	5127	21	5127	21	5126	21
	44 - 54	4298	17	4302	17	4303	17	4306	17	4309	17
	55 - 64	3716	15	3719	15	3720	15	3723	15	3726	15
	65 +	5892	24	5892	24	5895	24	5901	24	5902	24
Size	1	7305	30	7309	30	7315	30	7320	30	7324	30
	2	8601	35	8602	35	8608	35	8611	35	8618	35
	3	3790	15	3793	15	3793	15	3798	15	3799	15
	4+	5031	20	5037	20	5041	20	5043	20	5044	20
Children	Without	6769	27	6772	27	6777	27	6780	27	6785	27
	With	17958	73	17969	73	17980	73	17992	73	18000	73
										6788	27
										18012	73

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24811	100	24830	100	24842	100	24857	100	24873	100	24885	100
Social Class	AB	4406	18	4411	18	4412	18	4413	18	4419	18	4422	18
	C1	7097	29	7101	29	7105	29	7112	29	7115	29	7115	29
	C2	4853	20	4855	20	4858	20	4861	20	4865	20	4867	20
	DE	8455	34	8463	34	8467	34	8471	34	8474	34	8481	34
Housewife Age	Under 25	1425	6	1426	6	1427	6	1427	6	1429	6	1429	6
	25 - 34	4305	17	4306	17	4307	17	4309	17	4313	17	4315	17
	35 - 44	5133	21	5138	21	5136	21	5142	21	5148	21	5148	21
	44 - 54	4312	17	4314	17	4317	17	4321	17	4323	17	4324	17
	55 - 64	3729	15	3734	15	3736	15	3737	15	3738	15	3738	15
	65 +	5907	24	5912	24	5919	24	5921	24	5922	24	5931	24
Size	1	7330	30	7336	30	7340	30	7345	30	7348	30	7352	30
	2	8629	35	8634	35	8637	35	8643	35	8650	35	8656	35
	3	3802	15	3805	15	3808	15	3809	15	3813	15	3813	15
	4+	5050	20	5055	20	5057	20	5060	20	5062	20	5064	20
Children	Without	6789	27	6798	27	6800	27	6804	27	6808	27	6810	27
	With	18022	73	18032	73	18042	73	18053	73	18065	73	18075	73

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	55495	100	55526	100	55561	100	55598	100	55625	100	55659	100
Age												
4 - 9	4418	8	4419	8	4423	8	4426	8	4426	8	4430	8
10 - 15	4708	8	4711	8	4714	8	4717	8	4721	8	4722	8
16 - 24	6417	12	6422	12	6426	12	6427	12	6431	12	6435	12
25 - 34	8057	15	8064	15	8069	15	8081	15	8084	15	8085	15
35 - 44	9145	16	9146	16	9152	16	9155	16	9162	16	9173	16
45 - 54	7630	14	7638	14	7642	14	7648	14	7652	14	7655	14
55-64	6422	12	6423	12	6426	12	6430	12	6432	12	6434	12
65 +	8698	16	8703	16	8709	16	8714	16	8717	16	8725	16
Adults												
Total	46369	100	46396	100	46424	100	46455	100	46478	100	46507	100
AB	8852	19	8858	19	8864	19	8870	19	8875	19	8882	19
C1	13622	29	13628	29	13640	29	13646	29	13652	29	13662	29
C2	10054	22	10054	22	10063	22	10071	22	10077	22	10080	22
DE	13841	30	13856	30	13857	30	13868	30	13874	30	13883	30

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55685	100	55726	100	55752	100	55784	100	55821	100	55847	100
Age	4 - 9	4430	8	4434	8	4436	8	4436	8	4439	8	4444	8
	10 - 15	4727	8	4729	8	4732	8	4736	8	4741	8	4740	8
	16 - 24	6437	12	6445	12	6447	12	6454	12	6457	12	6461	12
	25 - 34	8090	15	8093	15	8097	15	8104	15	8107	15	8113	15
	35 - 44	9173	16	9176	16	9185	16	9187	16	9197	16	9196	16
	45 - 54	7659	14	7668	14	7672	14	7677	14	7677	14	7681	14
	55-64	6438	12	6443	12	6450	12	6455	12	6457	12	6460	12
	65 +	8731	16	8738	16	8733	16	8735	16	8746	16	8752	16
Adults	Total	46528	100	46563	100	46584	100	46612	100	46641	100	46663	100
	AB	8884	19	8891	19	8893	19	8902	19	8908	19	8913	19
	C1	13668	29	13680	29	13689	29	13692	29	13702	29	13706	29
	C2	10087	22	10092	22	10095	22	10104	22	10112	22	10114	22
	DE	13889	30	13900	30	13907	30	13914	30	13919	30	13930	30

Table 4a

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27364	100	27380	100	27398	100	27414	100	27426	100	27446	100
Age	4 - 15	4721	17	4725	17	4730	17	4732	17	4733	17	4737	17
	16 - 24	3243	12	3246	12	3248	12	3248	12	3250	12	3253	12
	25 - 34	4095	15	4098	15	4101	15	4107	15	4110	15	4111	15
	35 - 44	4618	17	4619	17	4619	17	4625	17	4627	17	4633	17
	45 - 54	3787	14	3790	14	3793	14	3794	14	3798	14	3800	14
	55 - 64	3145	11	3145	11	3147	11	3148	11	3150	11	3151	11
	65 +	3755	14	3757	14	3760	14	3760	14	3758	14	3761	14
Adults	Total	22643	100	22655	100	22668	100	22682	100	22693	100	22709	100
	AB	4523	20	4525	20	4528	20	4532	20	4534	20	4537	20
	C1	6509	29	6514	29	6519	29	6521	29	6525	29	6532	29
	C2	5387	24	5386	24	5390	24	5395	24	5398	24	5399	24
	DE	6224	27	6230	27	6231	27	6234	27	6236	27	6241	27
	Working F/T	14044	62	14054	62	14064	62	14071	62	14075	62	14089	62
Not Working		8599	38	8601	38	8604	38	8611	38	8618	38	8620	38

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27458	100	27478	100	27491	100	27507	100	27526	100	27538	100
Age	4 - 15	4739	17	4740	17	4744	17	4747	17	4752	17	4754	17
	16 - 24	3254	12	3259	12	3260	12	3263	12	3264	12	3266	12
	25 - 34	4115	15	4117	15	4118	15	4119	15	4120	15	4124	15
	35 - 44	4631	17	4631	17	4634	17	4638	17	4643	17	4645	17
	45 - 54	3803	14	3808	14	3809	14	3810	14	3810	14	3812	14
	55 - 64	3152	11	3154	11	3158	11	3160	11	3160	11	3162	11
	65 +	3764	14	3769	14	3768	14	3770	14	3777	14	3775	14
Adults	Total	22719	100	22738	100	22747	100	22760	100	22774	100	22784	100
	AB	4538	20	4542	20	4543	20	4548	20	4551	20	4554	20
	C1	6534	29	6541	29	6542	29	6543	29	6548	29	6550	29
	C2	5404	24	5407	24	5408	24	5412	24	5417	24	5418	24
	DE	6243	27	6248	27	6254	27	6257	27	6258	27	6262	27
	Working F/T	14093	62	14108	62	14112	62	14119	62	14131	62	14136	62
	Not Working	8626	38	8630	38	8635	38	8641	38	8643	38	8648	38

Table 4b

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28131	100	28146	100	28163	100	28184	100	28199	100	28213	100
Age	4 - 15	4405	16	4405	16	4407	16	4411	16	4414	16	4415	16
	16 - 24	3174	11	3176	11	3178	11	3179	11	3181	11	3182	11
	25 - 34	3962	14	3966	14	3968	14	3974	14	3974	14	3974	14
	35 - 44	4527	16	4527	16	4533	16	4530	16	4535	16	4540	16
	45 - 54	3843	14	3848	14	3849	14	3854	14	3854	14	3855	14
	55 - 64	3277	12	3278	12	3279	12	3282	12	3282	12	3283	12
65 +	4943	18	4946	18	4949	18	4954	18	4959	18	4964	18	
Adults	Total	23726	100	23741	100	23756	100	23773	100	23785	100	23798	100
	AB	4329	18	4333	18	4336	18	4338	18	4341	18	4345	18
	C1	7113	30	7114	30	7121	30	7125	30	7127	30	7130	30
	C2	4667	20	4668	20	4673	20	4676	20	4679	20	4681	20
	DE	7617	32	7626	32	7626	32	7634	32	7638	32	7642	32
	Working F/T	7170	30	7174	30	7178	30	7183	30	7186	30	7190	30
	Not Working	16556	70	16567	70	16578	70	16590	70	16599	70	16608	70

Table 4b Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28227	100	28248	100	28261	100	28277	100	28295	100	28309	100
Age	4 - 15	4418	16	4423	16	4424	16	4425	16	4428	16	4430	16
	16 - 24	3183	11	3186	11	3187	11	3191	11	3193	11	3195	11
	25 - 34	3975	14	3976	14	3979	14	3985	14	3987	14	3989	14
	35 - 44	4542	16	4545	16	4551	16	4549	16	4554	16	4551	16
	45 - 54	3856	14	3860	14	3863	14	3867	14	3867	14	3869	14
	55 - 64	3286	12	3289	12	3292	12	3295	12	3297	12	3298	12
65 +	4967	18	4969	18	4965	18	4965	18	4969	18	4977	18	
Adults	Total	23809	100	23825	100	23837	100	23852	100	23867	100	23879	100
	AB	4346	18	4349	18	4350	18	4354	18	4357	18	4359	18
	C1	7134	30	7139	30	7147	30	7149	30	7154	30	7156	30
	C2	4683	20	4685	20	4687	20	4692	20	4695	20	4696	20
	DE	7646	32	7652	32	7653	32	7657	32	7661	32	7668	32
	Working F/T	7193	30	7198	30	7203	30	7209	30	7213	30	7217	30
	Not Working	16616	70	16627	70	16634	70	16643	70	16654	70	16662	70

LONDON

Projections Jan 03 - Dec 03

Table 1 Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4768	100	4772	100	4775	100	4778	100	4781	100
TV Households	4610	97	4614	97	4616	97	4620	97	4622	97
									4626	97
									4784	100

Table 1 Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4787	100	4790	100	4794	100	4796	100	4800	100
TV Households	4628	97	4631	97	4635	97	4637	97	4641	97
									4643	97
									4802	100

Table 2 TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4610	100	4614	100	4616	100	4620	100	4622	100
Social Class	AB	1139	25	1140	25	1141	25	1142	25	1142	25
	C1	1456	32	1457	32	1457	32	1458	32	1459	32
	C2	748	16	749	16	749	16	750	16	750	16
	DE	1267	27	1268	27	1269	27	1270	27	1271	27
Housewife Age	Under 25	265	6	265	6	265	6	265	6	266	6
	25 - 34	915	20	915	20	917	20	917	20	917	20
	35 - 44	1078	23	1080	23	1079	23	1081	23	1081	23
	44 - 54	787	17	787	17	787	17	788	17	789	17
	55 - 64	629	14	630	14	630	14	631	14	631	14
	65 +	936	20	937	20	938	20	938	20	938	20
Size	1	1446	31	1447	31	1448	31	1449	31	1449	31
	2	1485	32	1487	32	1486	32	1489	32	1490	32
	3	684	15	684	15	685	15	685	15	685	15
	4+	995	22	996	22	997	22	997	22	998	22
Children	Without	1295	28	1296	28	1296	28	1297	28	1298	28
	With	3315	72	3318	72	3320	72	3323	72	3324	72
										1299	28
										3327	72

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4628	100	4631	100	4635	100	4637	100	4641	100	4643	100
Social Class	AB	1144	25	1145	25	1145	25	1146	25	1147	25	1147	25
	C1	1461	32	1461	32	1464	32	1464	32	1465	32	1466	32
	C2	751	16	752	16	752	16	753	16	753	16	754	16
	DE	1272	27	1273	27	1274	27	1274	27	1276	27	1276	27
Housewife Age	Under 25	266	6	266	6	266	6	267	6	267	6	267	6
	25 - 34	918	20	919	20	920	20	920	20	921	20	921	20
	35 - 44	1084	23	1084	23	1085	23	1085	23	1085	23	1086	23
	44 - 54	789	17	790	17	791	17	791	17	792	17	792	17
	55 - 64	632	14	632	14	633	14	633	14	633	14	634	14
	65 +	939	20	940	20	940	20	941	20	943	20	943	20
Size	1	1451	31	1452	31	1453	31	1454	31	1455	31	1456	31
	2	1492	32	1492	32	1494	32	1494	32	1496	32	1496	32
	3	686	15	687	15	687	15	688	15	688	15	689	15
	4+	999	22	1000	22	1001	22	1001	22	1002	22	1002	22
Children	Without	1300	28	1301	28	1301	28	1302	28	1303	28	1304	28
	With	3328	72	3330	72	3334	72	3335	72	3338	72	3339	72

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10318	100	10326	100	10332	100	10339	100	10345	100	10352	100
Age												
4 - 9	856	8	857	8	857	8	858	8	858	8	860	8
10 - 15	836	8	836	8	837	8	837	8	838	8	838	8
16 - 24	1229	12	1230	12	1232	12	1233	12	1233	12	1233	12
25 - 34	1698	16	1699	16	1700	16	1702	16	1702	16	1704	16
35 - 44	1884	18	1887	18	1888	18	1887	18	1890	18	1890	18
45 - 54	1388	13	1388	13	1389	13	1390	13	1391	13	1392	13
55-64	1087	11	1088	11	1090	11	1091	11	1091	11	1091	11
65 +	1340	13	1341	13	1339	13	1341	13	1342	13	1344	13
Adults												
Total	8626	100	8633	100	8638	100	8644	100	8649	100	8654	100
AB	2298	27	2299	27	2301	27	2302	27	2303	27	2305	27
C1	2703	31	2706	31	2707	31	2710	31	2712	31	2712	31
C2	1537	18	1538	18	1539	18	1540	18	1541	18	1542	18
DE	2088	24	2090	24	2091	24	2092	24	2093	24	2095	24

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		10358	100	10365	100	10373	100	10379	100	10386	100	10392	100
Age	4 - 9	859	8	860	8	861	8	862	8	862	8	862	8
	10 - 15	839	8	840	8	840	8	840	8	841	8	842	8
	16 - 24	1234	12	1235	12	1237	12	1237	12	1238	12	1238	12
	25 - 34	1705	16	1706	16	1707	16	1708	16	1710	16	1710	16
	35 - 44	1894	18	1892	18	1892	18	1895	18	1897	18	1899	18
	45 - 54	1392	13	1393	13	1395	13	1395	13	1396	13	1398	13
	55-64	1091	11	1093	11	1095	11	1095	11	1095	11	1095	11
	65 +	1344	13	1346	13	1346	13	1347	13	1347	13	1348	13
Adults	Total	8660	100	8665	100	8672	100	8677	100	8683	100	8688	100
	AB	2307	27	2308	27	2309	27	2311	27	2313	27	2314	27
	C1	2714	31	2716	31	2718	31	2719	31	2721	31	2723	31
	C2	1543	18	1544	18	1545	18	1546	18	1547	18	1547	18
	DE	2096	24	2097	24	2100	24	2101	24	2102	24	2104	24

Table 4a

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5110	100	5113	100	5115	100	5119	100	5123	100	5127	100
Age	4 - 15	863	17	863	17	863	17	864	17	865	17	866	17
	16 - 24	621	12	622	12	623	12	623	12	623	12	623	12
	25 - 34	869	17	870	17	870	17	871	17	871	17	872	17
	35 - 44	959	19	958	19	959	19	959	19	961	19	962	19
	45 - 54	693	14	693	14	693	14	693	14	694	14	695	14
	55 - 64	522	10	523	10	523	10	524	10	524	10	524	10
	65 +	583	11	584	11	584	11	585	11	585	11	585	11
Adults	Total	4247	100	4250	100	4252	100	4255	100	4258	100	4261	100
	AB	1194	28	1195	28	1196	28	1196	28	1197	28	1198	28
	CI	1284	30	1284	30	1284	30	1286	30	1287	30	1288	30
	C2	821	19	821	19	822	19	822	19	823	19	823	19
	DE	948	22	950	22	950	22	951	22	951	22	952	22
	Working F/T	2797	66	2799	66	2800	66	2802	66	2804	66	2806	66
	Not Working	1450	34	1451	34	1452	34	1453	34	1454	34	1455	34

Table 4a													
Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5128	100	5133	100	5137	100	5140	100	5143	100	5146	100
Age	4 - 15	865	17	867	17	868	17	868	17	868	17	869	17
	16 - 24	624	12	624	12	625	12	625	12	626	12	626	12
	25 - 34	873	17	873	17	873	17	874	17	875	17	875	17
	35 - 44	962	19	963	19	962	19	964	19	965	19	965	19
	45 - 54	695	14	695	14	696	14	696	14	696	14	698	14
	55 - 64	524	10	525	10	526	10	526	10	526	10	526	10
	65 +	585	11	586	11	587	11	587	11	587	11	587	11
Adults	Total	4263	100	4266	100	4269	100	4272	100	4275	100	4277	100
	AB	1199	28	1199	28	1200	28	1201	28	1202	28	1203	28
	C1	1288	30	1290	30	1290	30	1291	30	1292	30	1292	30
	C2	824	19	824	19	825	19	825	19	826	19	826	19
	DE	952	22	953	22	954	22	955	22	955	22	956	22
	Working F/T	2807	66	2809	66	2811	66	2814	66	2815	66	2817	66
	Not Working	1456	34	1457	34	1458	34	1458	34	1460	34	1460	34

Table 4b

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5208	100	5213	100	5217	100	5220	100	5222	100	5225	100
Age	4 - 15	829	16	830	16	831	16	831	16	831	16	832	16
	16 - 24	608	12	608	12	609	12	610	12	610	12	610	12
	25 - 34	829	16	829	16	830	16	831	16	831	16	832	16
	35 - 44	925	18	929	18	929	18	928	18	929	18	928	18
	45 - 54	695	13	695	13	696	13	697	13	697	13	697	13
	55 - 64	565	11	565	11	567	11	567	11	567	11	567	11
	65 +	757	15	757	15	755	14	756	14	757	14	759	15
Adults	Total	4379	100	4383	100	4386	100	4389	100	4391	100	4393	100
	AB	1104	25	1104	25	1105	25	1106	25	1106	25	1107	25
	C1	1419	32	1422	32	1423	32	1424	32	1425	32	1424	32
	C2	716	16	717	16	717	16	718	16	718	16	719	16
	DE	1140	26	1140	26	1141	26	1141	26	1142	26	1143	26
	Working F/T	1488	34	1489	34	1489	34	1491	34	1492	34	1492	34
	Not Working	2891	66	2894	66	2897	66	2898	66	2899	66	2901	66

SOUTH EAST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	871	100	871	100	871	100	872	100	872	100
TV Households	851	98	851	98	852	98	852	98	853	98
									853	98
									873	100
									853	98
									853	98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	874	100	875	100	875	100	876	100	876	100
TV Households	854	98	855	98	855	98	856	98	856	98
									856	98
									856	98
									877	100
									857	98

Table 2													
TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		851	100	851	100	852	100	852	100	853	100	853	100
Social Class	AB	177	21	177	21	176	21	176	21	177	21	177	21
	C1	264	31	264	31	266	31	266	31	266	31	265	31
	C2	178	21	178	21	178	21	178	21	178	21	178	21
	DE	232	27	232	27	232	27	232	27	232	27	233	27
Housewife Age	Under 25	43	5	44	5	44	5	44	5	43	5	44	5
	25 - 34	139	16	140	16	139	16	140	16	140	16	139	16
	35 - 44	162	19	159	19	161	19	160	19	162	19	161	19
	44 - 54	148	17	150	18	150	18	149	17	149	17	150	18
	55 - 64	132	16	131	15	132	15	131	15	132	15	132	15
	65 +	227	27	227	27	226	27	228	27	227	27	227	27
Size	1	246	29	247	29	246	29	247	29	248	29	248	29
	2	312	37	310	36	313	37	310	36	311	36	311	36
	3	121	14	122	14	121	14	122	14	122	14	122	14
	4+	172	20	172	20	172	20	173	20	172	20	172	20
Children	Without	233	27	233	27	233	27	234	27	233	27	234	27
	With	618	73	618	73	619	73	618	73	620	73	619	73

TV Households													
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
	854	100	855	100	855	100	856	100	856	100	857	100	
Total TV Households													
Social Class	AB	177	21	177	21	178	21	177	21	177	21	178	21
	C1	265	31	267	31	265	31	267	31	267	31	266	31
	C2	178	21	178	21	179	21	178	21	179	21	179	21
	DE	234	27	233	27	233	27	234	27	233	27	234	27
Housewife Age	Under 25	44	5	44	5	44	5	43	5	44	5	44	5
	25 - 34	141	17	140	16	140	16	140	16	141	16	141	16
	35 - 44	159	19	162	19	161	19	163	19	162	19	161	19
	44 - 54	150	18	150	18	149	17	150	18	150	18	150	18
	55 - 64	132	15	132	15	132	15	132	15	133	16	132	15
	65 +	228	27	227	27	229	27	228	27	226	26	229	27
Size	1	248	29	248	29	248	29	248	29	248	29	248	29
	2	311	36	312	36	312	36	313	37	312	36	313	37
	3	122	14	122	14	122	14	122	14	123	14	122	14
	4+	173	20	173	20	173	20	173	20	173	20	174	20
Children	Without	233	27	234	27	235	27	234	27	235	27	234	27
	With	621	73	621	73	620	73	622	73	621	73	623	73

Table 3										
All Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1897	100	1898	100	1899	100	1901	100	1903	100
Age										
4 - 9	159	8	158	8	159	8	159	8	158	8
10 - 15	164	9	165	9	164	9	165	9	165	9
16 - 24	197	10	198	10	197	10	196	10	198	10
25 - 34	258	14	259	14	258	14	259	14	258	14
35 - 44	299	16	296	16	296	16	297	16	300	16
45 - 54	251	13	253	13	252	13	254	13	253	13
55-64	237	12	237	12	236	12	236	12	237	12
65 +	332	18	332	17	337	18	335	18	334	18
Adults										
Total	1574	100	1575	100	1576	100	1577	100	1580	100
AB	354	22	355	23	354	22	355	23	355	22
C1	496	32	496	31	498	32	496	31	498	32
C2	351	22	351	22	352	22	352	22	352	22
DE	373	24	373	24	372	24	374	24	375	24

Table 3 All Individuals in TV Households												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1904	100	1906	100	1907	100	1907	100	1909	100	1910	100
Age												
4 - 9	159	8	159	8	159	8	158	8	159	8	160	8
10 - 15	165	9	165	9	165	9	166	9	166	9	165	9
16 - 24	199	10	198	10	196	10	197	10	198	10	199	10
25 - 34	259	14	258	14	260	14	260	14	258	14	260	14
35 - 44	296	16	299	16	302	16	300	16	300	16	297	16
45 - 54	253	13	254	13	254	13	255	13	254	13	253	13
55-64	238	13	238	12	236	12	237	12	237	12	239	13
65 +	335	18	335	18	335	18	334	18	337	18	337	18
Adults												
Total	1580	100	1582	100	1583	100	1583	100	1584	100	1585	100
AB	355	22	356	23	356	22	356	22	356	22	357	23
C1	498	32	499	32	500	32	500	32	499	32	499	31
C2	353	22	353	22	353	22	354	22	353	22	355	22
DE	374	24	374	24	374	24	373	24	376	24	374	24

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	920	100	920	100	922	100	923	100	921	100	922	100
Age												
4 - 15	167	18	167	18	168	18	168	18	167	18	167	18
16 - 24	93	10	94	10	93	10	93	10	93	10	94	10
25 - 34	126	14	126	14	126	14	126	14	126	14	126	14
35 - 44	152	17	152	17	151	16	153	17	152	17	152	16
45 - 54	121	13	122	13	122	13	123	13	122	13	122	13
55 - 64	116	13	115	13	116	13	115	12	116	13	116	13
65 +	145	16	144	16	146	16	145	16	145	16	145	16
Adults												
Total	753	100	753	100	754	100	755	100	754	100	755	100
AB	175	23	175	23	175	23	176	23	175	23	175	23
C1	231	31	232	31	233	31	232	31	232	31	232	31
C2	180	24	180	24	180	24	181	24	180	24	181	24
DE	167	22	166	22	166	22	166	22	167	22	167	22
Working F/T	473	63	473	63	473	63	475	63	473	63	475	63
Not Working	280	37	280	37	281	37	280	37	281	37	280	37

Table 4a Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		924	100	924	100	924	100	924	100	926	100	926	100
Age	4 - 15	168	18	167	18	167	18	167	18	168	18	168	18
	16 - 24	94	10	94	10	93	10	94	10	93	10	94	10
	25 - 34	126	14	126	14	127	14	127	14	126	14	127	14
	35 - 44	152	16	152	16	154	17	152	16	154	17	151	16
	45 - 54	122	13	123	13	123	13	123	13	123	13	122	13
	55 - 64	116	13	116	13	115	12	116	13	116	13	117	13
	65 +	146	16	146	16	145	16	145	16	146	16	147	16
Adults	Total	756	100	757	100	757	100	757	100	758	100	758	100
	AB	175	23	176	23	176	23	176	23	176	23	176	23
	C1	233	31	233	31	233	31	233	31	233	31	233	31
	C2	181	24	181	24	181	24	182	24	181	24	182	24
	DE	167	22	167	22	167	22	166	22	168	22	167	22
	Working F/T	475	63	477	63	476	63	475	63	477	63	475	63
	Not Working	281	37	280	37	281	37	282	37	281	37	283	37

Table 4b

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		977	100	978	100	977	100	978	100	980	100	981	100
Age	4 - 15	156	16	156	16	155	16	156	16	157	16	156	16
	16 - 24	104	11	104	11	104	11	103	11	103	11	104	11
	25 - 34	132	14	133	14	132	14	133	14	133	14	132	13
	35 - 44	147	15	144	15	145	15	144	15	145	15	148	15
	45 - 54	130	13	131	13	130	13	131	13	131	13	131	13
	55 - 64	121	12	122	12	120	12	121	12	121	12	121	12
	65 +	187	19	188	19	191	20	190	19	190	19	189	19
Adults	Total	821	100	822	100	822	100	822	100	823	100	825	100
	AB	179	22	180	22	179	22	179	22	180	22	180	22
	C1	265	32	264	32	265	32	264	32	264	32	266	32
	C2	171	21	171	21	172	21	171	21	172	21	171	21
	DE	206	25	207	25	206	25	208	25	207	25	208	25
	Working F/T	230	28	231	28	231	28	230	28	231	28	232	28
	Not Working	591	72	591	72	591	72	592	72	592	72	593	72

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		980	100	982	100	983	100	983	100	983	100	984	100
Age	4 - 15	156	16	157	16	157	16	157	16	157	16	157	16
	16 - 24	105	11	104	11	103	10	103	10	105	11	105	11
	25 - 34	133	14	132	13	133	14	133	14	132	13	133	14
	35 - 44	144	15	147	15	148	15	148	15	146	15	146	15
	45 - 54	131	13	131	13	131	13	132	13	131	13	131	13
	55 - 64	122	12	122	12	121	12	121	12	121	12	122	12
	65 +	189	19	189	19	190	19	189	19	191	19	190	19
Adults	Total	824	100	825	100	826	100	826	100	826	100	827	100
	AB	180	22	180	22	180	22	180	22	180	22	181	22
	C1	265	32	266	32	267	32	267	32	266	32	266	32
	C2	172	21	172	21	172	21	172	21	172	21	173	21
	DE	207	25	207	25	207	25	207	25	208	25	207	25
	Working F/T	231	28	231	28	231	28	232	28	232	28	232	28
	Not Working	593	72	594	72	595	72	594	72	594	72	595	72

MIDLANDS

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3387	100	3388	100	3390	100	3391	100	3393	100
TV Households	3319	98	3320	98	3322	98	3323	98	3325	98
									3327	98
									3395	100

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3396	100	3398	100	3399	100	3401	100	3403	100
TV Households	3328	98	3330	98	3331	98	3333	98	3335	98
									3336	98
									3404	100

Table 2													
TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3319	100	3320	100	3322	100	3323	100	3325	100	3327	100
Social Class	AB	530	16	530	16	531	16	531	16	531	16	531	16
	C1	929	28	929	28	929	28	930	28	931	28	931	28
	C2	706	21	706	21	707	21	707	21	707	21	708	21
	DE	1154	35	1155	35	1155	35	1155	35	1156	35	1157	35
Housewife Age	Under 25	187	6	187	6	187	6	187	6	187	6	187	6
	25 - 34	575	17	575	17	575	17	575	17	576	17	577	17
	35 - 44	670	20	670	20	671	20	671	20	671	20	672	20
	44 - 54	579	17	579	17	579	17	579	17	579	17	579	17
	55 - 64	509	15	509	15	509	15	510	15	510	15	510	15
	65 +	799	24	800	24	801	24	801	24	802	24	802	24
Size	1	936	28	936	28	937	28	937	28	938	28	938	28
	2	1162	35	1162	35	1163	35	1164	35	1163	35	1165	35
	3	527	16	527	16	527	16	527	16	528	16	528	16
	4+	694	21	695	21	695	21	695	21	696	21	696	21
Children	Without	937	28	937	28	938	28	938	28	939	28	939	28
	With	2382	72	2383	72	2384	72	2385	72	2386	72	2388	72

TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3328	100	3330	100	3331	100	3333	100	3335	100	3336	100
Social Class	AB	532	16	532	16	532	16	532	16	533	16	533	16
	C1	931	28	932	28	932	28	933	28	933	28	933	28
	C2	708	21	708	21	709	21	709	21	709	21	710	21
	DE	1157	35	1158	35	1158	35	1159	35	1160	35	1160	35
Housewife Age	Under 25	187	6	187	6	187	6	187	6	187	6	187	6
	25 - 34	577	17	577	17	577	17	577	17	577	17	578	17
	35 - 44	672	20	673	20	673	20	673	20	674	20	673	20
	44 - 54	579	17	580	17	580	17	581	17	581	17	581	17
	55 - 64	510	15	511	15	511	15	511	15	511	15	511	15
	65 +	803	24	802	24	803	24	804	24	805	24	806	24
Size	1	938	28	939	28	939	28	940	28	940	28	941	28
	2	1166	35	1165	35	1166	35	1167	35	1168	35	1168	35
	3	528	16	529	16	529	16	529	16	529	16	529	16
	4+	696	21	697	21	697	21	697	21	698	21	698	21
Children	Without	940	28	940	28	941	28	941	28	942	28	942	28
	With	2388	72	2390	72	2390	72	2392	72	2393	72	2394	72

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7562	100	7565	100	7569	100	7571	100	7576	100	7580	100
Age												
4 - 9	614	8	614	8	614	8	615	8	615	8	615	8
10 - 15	664	9	664	9	665	9	665	9	665	9	666	9
16 - 24	856	11	857	11	857	11	857	11	857	11	857	11
25 - 34	1082	14	1082	14	1083	14	1084	14	1086	14	1086	14
35 - 44	1232	16	1232	16	1234	16	1232	16	1232	16	1232	16
45 - 54	1020	13	1020	13	1020	13	1021	13	1023	14	1024	14
55-64	895	12	895	12	895	12	896	12	896	12	896	12
65 +	1199	16	1201	16	1201	16	1201	16	1202	16	1204	16
Adults												
Total	6284	100	6287	100	6290	100	6291	100	6296	100	6299	100
AB	1075	17	1075	17	1076	17	1076	17	1076	17	1078	17
C1	1827	29	1827	29	1828	29	1829	29	1831	29	1830	29
C2	1449	23	1449	23	1449	23	1449	23	1451	23	1451	23
DE	1933	31	1936	31	1937	31	1937	31	1938	31	1940	31

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7582	100	7587	100	7589	100	7594	100	7598	100	7600	100
Age	4 - 9	615	8	616	8	616	8	616	8	617	8	617	8
	10 - 15	666	9	666	9	667	9	667	9	667	9	667	9
	16 - 24	857	11	858	11	859	11	860	11	860	11	861	11
	25 - 34	1086	14	1086	14	1086	14	1086	14	1087	14	1089	14
	35 - 44	1233	16	1234	16	1236	16	1238	16	1239	16	1236	16
	45 - 54	1024	14	1024	13	1024	13	1024	13	1024	13	1025	13
	55-64	896	12	897	12	898	12	898	12	899	12	899	12
	65 +	1205	16	1206	16	1203	16	1205	16	1205	16	1206	16
Adults	Total	6301	100	6305	100	6306	100	6311	100	6314	100	6316	100
	AB	1078	17	1078	17	1078	17	1080	17	1080	17	1080	17
	C1	1831	29	1833	29	1834	29	1834	29	1836	29	1836	29
	C2	1452	23	1453	23	1453	23	1454	23	1455	23	1456	23
	DE	1940	31	1941	31	1941	31	1943	31	1943	31	1944	31

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3748	100	3749	100	3751	100	3752	100	3754	100	3757	100
Age												
4 - 15	663	18	663	18	664	18	664	18	664	18	665	18
16 - 24	433	12	433	12	433	12	433	12	433	12	433	12
25 - 34	550	15	550	15	550	15	550	15	552	15	552	15
35 - 44	625	17	626	17	627	17	627	17	626	17	625	17
45 - 54	511	14	511	14	511	14	511	14	513	14	513	14
55 - 64	446	12	446	12	446	12	447	12	447	12	447	12
65 +	520	14	520	14	520	14	520	14	519	14	522	14
Adults												
Total	3085	100	3086	100	3087	100	3088	100	3090	100	3092	100
AB	541	18	541	18	541	18	541	18	541	18	542	18
C1	888	29	888	29	889	29	890	29	891	29	890	29
C2	783	25	783	25	783	25	783	25	784	25	784	25
DE	873	28	874	28	874	28	874	28	874	28	876	28
Working F/T	1923	62	1924	62	1925	62	1925	62	1926	62	1928	62
Not Working	1162	38	1162	38	1162	38	1163	38	1164	38	1164	38

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3758	100	3760	100	3762	100	3763	100	3765	100	3766	100
Age	4 - 15	665	18	665	18	666	18	666	18	666	18	666	18
	16 - 24	433	12	434	12	434	12	435	12	435	12	435	12
	25 - 34	552	15	552	15	552	15	552	15	552	15	553	15
	35 - 44	626	17	626	17	627	17	628	17	629	17	629	17
	45 - 54	513	14	513	14	513	14	513	14	513	14	513	14
	55 - 64	447	12	447	12	448	12	448	12	448	12	448	12
	65 +	522	14	523	14	522	14	521	14	522	14	522	14
Adults	Total	3093	100	3095	100	3096	100	3097	100	3099	100	3100	100
	AB	542	18	542	18	542	18	543	18	543	18	543	18
	C1	891	29	892	29	892	29	892	29	893	29	893	29
	C2	785	25	785	25	785	25	786	25	786	25	787	25
	DE	875	28	876	28	877	28	876	28	877	28	877	28
	Working F/T	1928	62	1930	62	1931	62	1930	62	1932	62	1933	62
	Not Working	1165	38	1165	38	1165	38	1167	38	1167	38	1167	38

Female Individuals in TV Households

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3814	100	3816	100	3818	100	3819	100	3822	100	3823	100
Age	4 - 15	615	16	615	16	615	16	616	16	616	16	616	16
	16 - 24	423	11	424	11	424	11	424	11	424	11	424	11
	25 - 34	532	14	532	14	533	14	534	14	534	14	534	14
	35 - 44	607	16	606	16	607	16	605	16	606	16	607	16
	45 - 54	509	13	509	13	509	13	510	13	510	13	511	13
	55 - 64	449	12	449	12	449	12	449	12	449	12	449	12
	65 +	679	18	681	18	681	18	681	18	683	18	682	18
Adults	Total	3199	100	3201	100	3203	100	3203	100	3206	100	3207	100
	AB	534	17	534	17	535	17	535	17	535	17	536	17
	C1	939	29	939	29	939	29	939	29	940	29	940	29
	C2	666	21	666	21	666	21	666	21	667	21	667	21
	DE	1060	33	1062	33	1063	33	1063	33	1064	33	1064	33
	Working F/T	961	30	961	30	962	30	963	30	963	30	963	30
	Not Working	2238	70	2240	70	2241	70	2240	70	2243	70	2244	70

Table 4b													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3824	100	3827	100	3827	100	3831	100	3833	100	3834	100
Age	4 - 15	616	16	617	16	617	16	617	16	618	16	618	16
	16 - 24	424	11	424	11	425	11	425	11	425	11	426	11
	25 - 34	534	14	534	14	534	14	534	14	535	14	536	14
	35 - 44	607	16	608	16	609	16	610	16	610	16	607	16
	45 - 54	511	13	511	13	511	13	511	13	511	13	512	13
	55 - 64	449	12	450	12	450	12	450	12	451	12	451	12
65 +	683	18	683	18	681	18	684	18	683	18	684	18	
Adults	Total	3208	100	3210	100	3210	100	3214	100	3215	100	3216	100
	AB	536	17	536	17	536	17	537	17	537	17	537	17
	C1	940	29	941	29	942	29	942	29	943	29	943	29
	C2	667	21	668	21	668	21	668	21	669	21	669	21
	DE	1065	33	1065	33	1064	33	1067	33	1066	33	1067	33
	Working F/T	964	30	964	30	964	30	965	30	966	30	966	30
	Not Working	2244	70	2246	70	2246	70	2249	70	2249	70	2250	70

EAST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1743	100	1744	100	1746	100	1747	100	1749	100
TV Households	1694	97	1695	97	1697	97	1698	97	1700	97
									1701	97

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1751	100	1753	100	1754	100	1756	100	1757	100
TV Households	1702	97	1704	97	1705	97	1707	97	1707	97
									1709	97

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1694	100	1695	100	1697	100	1698	100	1700	100
Social Class	AB	313	18	313	18	313	18	314	18	314	18
	C1	461	27	462	27	463	27	462	27	463	27
	C2	373	22	373	22	374	22	374	22	374	22
	DE	547	32	547	32	547	32	548	32	549	32
Housewife Age	Under 25	91	5	92	5	92	5	92	5	92	5
	25 - 34	307	18	307	18	307	18	307	18	309	18
	35 - 44	327	19	328	19	329	19	329	19	328	19
	44 - 54	305	18	306	18	306	18	306	18	306	18
	55 - 64	247	15	247	15	247	15	247	15	248	15
	65 +	417	25	415	24	416	25	417	25	417	25
Size	1	468	28	468	28	469	28	469	28	470	28
	2	646	38	646	38	647	38	647	38	648	38
	3	252	15	252	15	252	15	253	15	253	15
	4+	328	19	329	19	329	19	329	19	329	19
Children	Without	461	27	461	27	462	27	462	27	463	27
	With	1233	73	1234	73	1235	73	1236	73	1237	73

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1702	100	1704	100	1705	100	1707	100	1707	100	1709	100
Social Class	AB	314	18	315	18	315	18	315	18	315	18	316	18
	C1	464	27	464	27	464	27	465	27	466	27	465	27
	C2	375	22	375	22	375	22	376	22	376	22	376	22
	DE	549	32	550	32	551	32	551	32	550	32	552	32
Housewife Age	Under 25	92	5	92	5	92	5	92	5	92	5	92	5
	25 - 34	309	18	309	18	309	18	309	18	309	18	309	18
	35 - 44	329	19	329	19	329	19	330	19	331	19	331	19
	44 - 54	307	18	307	18	307	18	308	18	308	18	308	18
	55 - 64	248	15	249	15	249	15	249	15	249	15	249	15
	65 +	417	25	418	25	419	25	419	25	418	24	420	25
Size	1	470	28	471	28	471	28	472	28	472	28	472	28
	2	649	38	650	38	650	38	650	38	650	38	652	38
	3	253	15	253	15	254	15	254	15	254	15	254	15
	4+	330	19	330	19	330	19	331	19	331	19	331	19
Children	Without	463	27	464	27	464	27	465	27	465	27	465	27
	With	1239	73	1240	73	1241	73	1242	73	1242	73	1244	73

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3775	100	3777	100	3781	100	3783	100	3787	100	3791	100
Age												
4 - 9	295	8	295	8	296	8	297	8	297	8	297	8
10 - 15	320	8	320	8	320	8	319	8	320	8	320	8
16 - 24	410	11	410	11	410	11	410	11	411	11	411	11
25 - 34	550	15	550	15	550	15	552	15	553	15	553	15
35 - 44	590	16	591	16	593	16	592	16	593	16	595	16
45 - 54	538	14	539	14	539	14	539	14	539	14	539	14
55-64	440	12	440	12	440	12	441	12	441	12	441	12
65 +	632	17	632	17	633	17	633	17	633	17	635	17
Adults												
Total	3160	100	3162	100	3165	100	3167	100	3170	100	3174	100
AB	639	20	640	20	640	20	641	20	641	20	642	20
C1	883	28	883	28	885	28	884	28	886	28	887	28
C2	762	24	761	24	763	24	763	24	763	24	765	24
DE	876	28	878	28	877	28	879	28	880	28	880	28

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3793	100	3797	100	3799	100	3803	100	3805	100	3809	100
Age	4 - 9	297	8	297	8	297	8	297	8	297	8	299	8
	10 - 15	321	8	321	8	322	8	322	8	323	8	321	8
	16 - 24	411	11	412	11	413	11	414	11	414	11	414	11
	25 - 34	553	15	553	15	553	15	554	15	554	15	555	15
	35 - 44	595	16	596	16	594	16	593	16	594	16	595	16
	45 - 54	540	14	540	14	541	14	542	14	542	14	543	14
	55-64	441	12	441	12	442	12	444	12	444	12	444	12
	65 +	635	17	637	17	637	17	637	17	637	17	638	17
Adults	Total	3175	100	3179	100	3180	100	3184	100	3185	100	3189	100
	AB	642	20	643	20	643	20	644	20	645	20	645	20
	C1	887	28	888	28	888	28	889	28	889	28	890	28
	C2	765	24	766	24	766	24	767	24	768	24	768	24
	DE	881	28	882	28	883	28	884	28	883	28	886	28

Table 4a										
Male Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1862	100	1862	100	1865	100	1865	100	1867	100
Age										
4 - 15	316	17	316	17	317	17	316	17	317	17
16 - 24	206	11	206	11	206	11	206	11	207	11
25 - 34	275	15	275	15	275	15	276	15	277	15
35 - 44	300	16	301	16	302	16	302	16	302	16
45 - 54	267	14	267	14	267	14	267	14	267	14
55 - 64	216	12	216	12	216	12	216	12	216	12
65 +	282	15	281	15	282	15	282	15	281	15
Adults										
Total	1546	100	1546	100	1548	100	1549	100	1550	100
AB	326	21	326	21	326	21	327	21	327	21
C1	427	28	428	28	429	28	428	28	429	28
C2	408	26	407	26	408	26	408	26	408	26
DE	385	25	385	25	385	25	386	25	386	25
Working F/T	1009	65	1009	65	1011	65	1011	65	1011	65
Not Working	537	35	537	35	537	35	538	35	539	35

Table 4a										
Male Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1871	100	1873	100	1874	100	1875	100	1877	100
Age										
4 - 15	318	17	318	17	319	17	318	17	319	17
16 - 24	207	11	207	11	208	11	208	11	208	11
25 - 34	277	15	277	15	277	15	277	15	277	15
35 - 44	303	16	304	16	303	16	302	16	302	16
45 - 54	268	14	268	14	268	14	269	14	269	14
55 - 64	216	12	216	12	217	12	218	12	218	12
65 +	282	15	283	15	282	15	283	15	284	15
Adults										
Total	1553	100	1555	100	1555	100	1557	100	1558	100
AB	327	21	328	21	328	21	328	21	329	21
C1	430	28	430	28	430	28	431	28	430	28
C2	409	26	410	26	410	26	410	26	411	26
DE	387	25	387	25	387	25	388	25	388	25
Working F/T	1014	65	1015	65	1014	65	1016	65	1017	65
Not Working	539	35	540	35	541	35	541	35	541	35

Female Individuals in TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1913	100	1915	100	1916	100	1918	100	1920	100	1922	100
Age	4 - 15	299	16	299	16	299	16	300	16	300	16	300	16
	16 - 24	204	11	204	11	204	11	204	11	204	11	204	11
	25 - 34	275	14	275	14	275	14	276	14	276	14	276	14
	35 - 44	290	15	290	15	291	15	290	15	291	15	292	15
	45 - 54	271	14	272	14	272	14	272	14	272	14	272	14
	55 - 64	224	12	224	12	224	12	225	12	225	12	225	12
	65 +	350	18	351	18	351	18	351	18	352	18	353	18
Adults	Total	1614	100	1616	100	1617	100	1618	100	1620	100	1622	100
	AB	313	19	314	19	314	19	314	19	314	19	315	19
	C1	456	28	455	28	456	28	456	28	457	28	457	28
	C2	354	22	354	22	355	22	355	22	355	22	356	22
	DE	491	30	493	31	492	30	493	30	494	30	494	30
	Working F/T	473	29	473	29	473	29	473	29	474	29	475	29
	Not Working	1141	71	1143	71	1144	71	1145	71	1146	71	1147	71

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1922	100	1924	100	1925	100	1928	100	1928	100	1932	100
Age	4 - 15	300	16	300	16	300	16	301	16	301	16	302	16
	16 - 24	204	11	205	11	205	11	206	11	206	11	206	11
	25 - 34	276	14	276	14	276	14	277	14	277	14	277	14
	35 - 44	292	15	292	15	291	15	291	15	292	15	292	15
	45 - 54	272	14	272	14	273	14	273	14	273	14	274	14
	55 - 64	225	12	225	12	225	12	226	12	226	12	226	12
	65 +	353	18	354	18	355	18	354	18	353	18	355	18
Adults	Total	1622	100	1624	100	1625	100	1627	100	1627	100	1630	100
	AB	315	19	315	19	315	19	316	19	316	19	316	19
	C1	457	28	458	28	458	28	458	28	459	28	459	28
	C2	356	22	356	22	356	22	357	22	357	22	357	22
	DE	494	30	495	30	496	31	496	30	495	30	498	31
	Working F/T	475	29	475	29	475	29	476	29	476	29	477	29
	Not Working	1147	71	1149	71	1150	71	1151	71	1151	71	1153	71

WEST

Projections Jan 03 - Dec 03

Table 1 Television Reception												
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	894	100	895	100	896	100	896	100	897	100	897	100
TV Households	876	98	877	98	878	98	878	98	879	98	879	98

Table 1 Television Reception												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	898	100	899	100	899	100	900	100	901	100	901	100
TV Households	880	98	881	98	881	98	882	98	883	98	883	98

Table 2 TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		876	100	877	100	878	100	878	100	879	100	879	100
Social Class	AB	136	16	137	16	137	16	137	16	137	16	137	16
	C1	292	33	292	33	292	33	292	33	293	33	293	33
	C2	184	21	184	21	184	21	184	21	185	21	185	21
	DE	264	30	264	30	265	30	265	30	264	30	264	30
Housewife Age	Under 25	47	5	47	5	47	5	47	5	48	5	48	5
	25 - 34	148	17	148	17	148	17	148	17	149	17	149	17
	35 - 44	168	19	170	19	170	19	170	19	170	19	170	19
	44 - 54	158	18	158	18	158	18	158	18	159	18	159	18
	55 - 64	134	15	135	15	135	15	135	15	135	15	135	15
	65 +	221	25	219	25	220	25	220	25	218	25	218	25
Size	1	245	28	245	28	246	28	246	28	246	28	246	28
	2	338	39	339	39	339	39	339	39	340	39	340	39
	3	125	14	125	14	125	14	125	14	125	14	125	14
	4+	168	19	168	19	168	19	168	19	168	19	168	19
Children	Without	208	24	208	24	209	24	209	24	209	24	209	24
	With	668	76	669	76	669	76	669	76	670	76	670	76

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		880	100	881	100	881	100	882	100	883	100	883	100
Social Class	AB	137	16	137	16	137	16	137	16	138	16	138	16
	C1	293	33	294	33	294	33	294	33	294	33	294	33
	C2	185	21	185	21	185	21	185	21	185	21	185	21
	DE	265	30	265	30	265	30	266	30	266	30	266	30
Housewife Age	Under 25	48	5	48	5	48	5	48	5	48	5	48	5
	25 - 34	149	17	149	17	149	17	149	17	149	17	149	17
	35 - 44	170	19	171	19	171	19	171	19	172	19	172	19
	44 - 54	159	18	159	18	159	18	159	18	159	18	159	18
	55 - 64	135	15	135	15	135	15	135	15	135	15	135	15
	65 +	219	25	219	25	219	25	220	25	220	25	220	25
Size	1	246	28	247	28	247	28	247	28	247	28	247	28
	2	340	39	340	39	340	39	341	39	341	39	341	39
	3	125	14	125	14	125	14	125	14	126	14	126	14
	4+	169	19	169	19	169	19	169	19	169	19	169	19
Children	Without	209	24	209	24	209	24	210	24	210	24	210	24
	With	671	76	672	76	672	76	672	76	673	76	673	76

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1953	100	1955	100	1958	100	1958	100	1960	100	1960	100
Age												
4 - 9	143	7	143	7	143	7	143	7	143	7	143	7
10 - 15	154	8	155	8	155	8	155	8	155	8	155	8
16 - 24	221	11	221	11	221	11	221	11	222	11	222	11
25 - 34	274	14	276	14	276	14	276	14	276	14	276	14
35 - 44	309	16	308	16	311	16	311	16	312	16	312	16
45 - 54	284	15	284	15	285	15	285	15	285	15	285	15
55-64	234	12	234	12	234	12	234	12	234	12	234	12
65 +	334	17	334	17	333	17	333	17	333	17	333	17
Adults												
Total	1656	100	1657	100	1660	100	1660	100	1662	100	1662	100
AB	280	17	281	17	281	17	281	17	281	17	281	17
C1	576	35	575	35	578	35	578	35	579	35	579	35
C2	367	22	367	22	368	22	368	22	369	22	369	22
DE	433	26	434	26	433	26	433	26	433	26	433	26

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1962	100	1964	100	1964	100	1966	100	1969	100	1969	100
Age	4 - 9	143	7	143	7	143	7	143	7	143	7	143	7
	10 - 15	156	8	156	8	156	8	156	8	157	8	157	8
	16 - 24	222	11	224	11	224	11	225	11	225	11	225	11
	25 - 34	276	14	276	14	276	14	276	14	276	14	276	14
	35 - 44	312	16	311	16	311	16	312	16	313	16	313	16
	45 - 54	285	15	287	15	287	15	287	15	287	15	287	15
	55-64	234	12	234	12	234	12	234	12	235	12	235	12
	65 +	334	17	333	17	333	17	333	17	333	17	333	17
Adults	Total	1663	100	1665	100	1665	100	1667	100	1669	100	1669	100
	AB	281	17	282	17	282	17	282	17	283	17	283	17
	C1	579	35	579	35	579	35	580	35	580	35	580	35
	C2	369	22	369	22	369	22	369	22	371	22	371	22
	DE	434	26	435	26	435	26	436	26	435	26	435	26

Table 4a													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		972	100	974	100	974	100	974	100	975	100	975	100
Age	4 - 15	157	16	158	16	157	16	157	16	157	16	157	16
	16 - 24	118	12	118	12	118	12	118	12	119	12	119	12
	25 - 34	143	15	143	15	143	15	143	15	143	15	143	15
	35 - 44	157	16	157	16	158	16	158	16	158	16	158	16
	45 - 54	139	14	139	14	140	14	140	14	140	14	140	14
	55 - 64	116	12	116	12	116	12	116	12	116	12	116	12
	65 +	142	15	143	15	142	15	142	15	142	15	142	15
Adults	Total	815	100	816	100	817	100	817	100	818	100	818	100
	AB	147	18	148	18	148	18	148	18	148	18	148	18
	C1	280	34	279	34	280	34	280	34	281	34	281	34
	C2	193	24	193	24	193	24	193	24	194	24	194	24
	DE	195	24	196	24	196	24	196	24	195	24	195	24
	Working F/T	521	64	522	64	523	64	523	64	524	64	524	64
	Not Working	294	36	294	36	294	36	294	36	294	36	294	36

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		977	100	978	100	978	100	979	100	980	100	980	100
Age	4 - 15	158	16	158	16	158	16	158	16	159	16	159	16
	16 - 24	119	12	120	12	120	12	120	12	120	12	120	12
	25 - 34	143	15	143	15	143	15	143	15	143	15	143	15
	35 - 44	158	16	158	16	158	16	159	16	159	16	159	16
	45 - 54	140	14	141	14	141	14	141	14	141	14	141	14
	55 - 64	116	12	116	12	116	12	116	12	116	12	116	12
	65 +	143	15	142	15	142	15	142	15	142	14	142	14
Adults	Total	819	100	820	100	820	100	821	100	821	100	821	100
	AB	148	18	148	18	148	18	148	18	149	18	149	18
	C1	281	34	282	34	282	34	282	34	281	34	281	34
	C2	194	24	194	24	194	24	194	24	195	24	195	24
	DE	196	24	196	24	196	24	197	24	196	24	196	24
	Working F/T	524	64	525	64	525	64	525	64	525	64	525	64
	Not Working	295	36	295	36	295	36	296	36	296	36	296	36

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	981	100	981	100	984	100	984	100	985	100
Age										
4 - 15	140	14	140	14	141	14	141	14	141	14
16 - 24	103	10	103	10	103	10	103	10	103	10
25 - 34	131	13	133	14	133	14	133	14	133	14
35 - 44	152	15	151	15	153	16	153	16	154	16
45 - 54	145	15	145	15	145	15	145	15	145	15
55 - 64	118	12	118	12	118	12	118	12	118	12
65 +	192	20	191	19	191	19	191	19	191	19
Adults										
Total	841	100	841	100	843	100	843	100	844	100
AB	133	16	133	16	133	16	133	16	133	16
C1	296	35	296	35	298	35	298	35	298	35
C2	174	21	174	21	175	21	175	21	175	21
DE	238	28	238	28	237	28	237	28	238	28
Working F/T	230	27	230	27	230	27	230	27	230	27
Not Working	611	73	611	73	613	73	613	73	614	73

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		985	100	986	100	986	100	987	100	989	100	989	100
Age	4 - 15	141	14	141	14	141	14	141	14	141	14	141	14
	16 - 24	103	10	104	11	104	11	105	11	105	11	105	11
	25 - 34	133	14	133	13	133	13	133	13	133	13	133	13
	35 - 44	154	16	153	16	153	16	153	16	154	16	154	16
	45 - 54	145	15	146	15	146	15	146	15	146	15	146	15
	55 - 64	118	12	118	12	118	12	118	12	119	12	119	12
	65 +	191	19	191	19	191	19	191	19	191	19	191	19
Adults	Total	844	100	845	100	845	100	846	100	848	100	848	100
	AB	133	16	134	16	134	16	134	16	134	16	134	16
	C1	298	35	297	35	297	35	298	35	299	35	299	35
	C2	175	21	175	21	175	21	175	21	176	21	176	21
	DE	238	28	239	28	239	28	239	28	239	28	239	28
	Working F/T	231	27	231	27	231	27	232	27	232	27	232	27
	Not Working	613	73	614	73	614	73	614	73	616	73	616	73

SOUTH WEST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	822	100	822	100	823	100	824	100	824	100
TV Households	807	98	807	98	808	98	809	98	810	98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	825	100	826	100	827	100	827	100	828	100
TV Households	810	98	811	98	812	98	812	98	813	98

Table 2**TV Households**

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		807	100	807	100	808	100	809	100	809	100	810	100
Social Class	AB	148	18	148	18	148	18	148	18	148	18	148	18
	C1	237	29	237	29	238	29	238	29	238	29	239	30
	C2	170	21	170	21	171	21	171	21	171	21	171	21
	DE	252	31	252	31	251	31	252	31	252	31	252	31
Housewife Age	Under 25	49	6	49	6	49	6	49	6	49	6	49	6
	25 - 34	120	15	120	15	120	15	120	15	120	15	121	15
	35 - 44	149	18	149	18	150	19	150	19	150	19	150	19
	44 - 54	138	17	138	17	138	17	138	17	138	17	138	17
	55 - 64	129	16	129	16	129	16	130	16	130	16	130	16
	65 +	222	28	222	28	222	27	222	27	222	27	222	27
Size	1	235	29	235	29	235	29	236	29	236	29	236	29
	2	306	38	306	38	306	38	306	38	306	38	306	38
	3	112	14	112	14	112	14	112	14	112	14	113	14
	4+	154	19	154	19	155	19	155	19	155	19	155	19
Children	Without	202	25	202	25	202	25	202	25	202	25	202	25
	With	605	75	605	75	606	75	607	75	607	75	608	75

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		810	100	811	100	812	100	812	100	813	100	813	100
Social Class	AB	148	18	148	18	148	18	148	18	149	18	149	18
	C1	239	30	239	29	240	30	240	30	239	29	239	29
	C2	171	21	171	21	171	21	171	21	172	21	172	21
	DE	252	31	253	31	253	31	253	31	253	31	253	31
Housewife Age	Under 25	49	6	49	6	49	6	49	6	49	6	49	6
	25 - 34	121	15	121	15	121	15	121	15	121	15	121	15
	35 - 44	150	19	150	18	150	18	150	18	150	18	150	18
	44 - 54	138	17	138	17	138	17	138	17	138	17	138	17
	55 - 64	130	16	131	16	131	16	131	16	131	16	131	16
	65 +	222	27	222	27	223	27	223	27	224	28	224	28
Size	1	236	29	236	29	237	29	237	29	237	29	237	29
	2	306	38	307	38	307	38	307	38	308	38	308	38
	3	113	14	113	14	113	14	113	14	113	14	113	14
	4+	155	19	155	19	155	19	155	19	155	19	155	19
Children	Without	202	25	203	25	203	25	203	25	203	25	203	25
	With	608	75	608	75	609	75	609	75	610	75	610	75

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1791	100	1791	100	1793	100	1796	100	1796	100	1798	100
Age												
4 - 9	137	8	137	8	137	8	137	8	137	8	137	8
10 - 15	142	8	142	8	143	8	143	8	143	8	143	8
16 - 24	210	12	210	12	210	12	210	12	210	12	211	12
25 - 34	225	13	225	13	226	13	226	13	226	13	226	13
35 - 44	267	15	267	15	267	15	268	15	268	15	268	15
45 - 54	249	14	249	14	251	14	251	14	251	14	251	14
55-64	227	13	227	13	227	13	227	13	227	13	227	13
65 +	334	19	334	19	332	19	334	19	334	19	335	19
Adults												
Total	1512	100	1512	100	1513	100	1516	100	1516	100	1518	100
AB	293	19	293	19	294	19	295	19	295	19	295	19
C1	458	30	458	30	459	30	458	30	458	30	460	30
C2	345	23	345	23	345	23	347	23	347	23	347	23
DE	416	28	416	28	415	27	416	27	416	27	416	27

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1798	100	1800	100	1802	100	1802	100	1804	100	1804	100
Age	4 - 9	137	8	137	8	137	8	137	8	137	8	137	8
	10 - 15	143	8	144	8	144	8	144	8	144	8	144	8
	16 - 24	211	12	212	12	212	12	212	12	212	12	212	12
	25 - 34	226	13	227	13	228	13	228	13	229	13	229	13
	35 - 44	268	15	269	15	270	15	270	15	270	15	270	15
	45 - 54	251	14	251	14	251	14	251	14	251	14	251	14
	55-64	227	13	227	13	227	13	227	13	227	13	227	13
	65 +	335	19	333	19	333	18	333	18	334	19	334	19
Adults	Total	1518	100	1519	100	1521	100	1521	100	1523	100	1523	100
	AB	295	19	295	19	295	19	295	19	296	19	296	19
	C1	460	30	460	30	462	30	462	30	462	30	462	30
	C2	347	23	347	23	347	23	347	23	347	23	347	23
	DE	416	27	417	27	417	27	417	27	418	27	418	27

Table 4a										
Male Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	877	100	877	100	879	100	880	100	880	100
Age										
4 - 15	145	17	145	17	146	17	146	17	146	17
16 - 24	106	12	106	12	106	12	106	12	106	12
25 - 34	113	13	113	13	114	13	114	13	114	13
35 - 44	132	15	132	15	132	15	133	15	133	15
45 - 54	121	14	121	14	122	14	122	14	122	14
55 - 64	110	13	110	13	110	13	110	13	110	12
65 +	150	17	150	17	149	17	149	17	149	17
Adults										
Total	732	100	732	100	733	100	734	100	734	100
AB	149	20	149	20	149	20	150	20	150	20
C1	218	30	218	30	219	30	218	30	218	30
C2	185	25	185	25	185	25	186	25	186	25
DE	180	25	180	25	180	25	180	25	180	24
Working F/T	438	60	438	60	439	60	440	60	440	60
Not Working	294	40	294	40	294	40	294	40	294	40

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		881	100	883	100	884	100	884	100	885	100	885	100
Age	4 - 15	146	17	147	17	147	17	147	17	147	17	147	17
	16 - 24	107	12	108	12	108	12	108	12	108	12	108	12
	25 - 34	114	13	115	13	115	13	115	13	115	13	115	13
	35 - 44	133	15	134	15	134	15	134	15	134	15	134	15
	45 - 54	122	14	122	14	122	14	122	14	122	14	122	14
	55 - 64	110	12	110	12	110	12	110	12	110	12	110	12
	65 +	149	17	147	17	148	17	148	17	149	17	149	17
Adults	Total	735	100	736	100	737	100	737	100	738	100	738	100
	AB	150	20	150	20	150	20	150	20	150	20	150	20
	C1	219	30	219	30	220	30	220	30	221	30	221	30
	C2	186	25	186	25	186	25	186	25	186	25	186	25
	DE	180	24	181	25	181	25	181	25	181	25	181	25
	Working F/T	440	60	440	60	441	60	441	60	442	60	442	60
	Not Working	295	40	296	40	296	40	296	40	296	40	296	40

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	914	100	914	100	914	100	916	100	916	100
Age										
4 - 15	134	15	134	15	134	15	134	15	134	15
16 - 24	104	11	104	11	104	11	104	11	104	11
25 - 34	112	12	112	12	112	12	112	12	112	12
35 - 44	135	15	135	15	135	15	135	15	135	15
45 - 54	128	14	128	14	129	14	129	14	129	14
55 - 64	117	13	117	13	117	13	117	13	117	13
65 +	184	20	184	20	183	20	185	20	185	20
Adults										
Total	780	100	780	100	780	100	782	100	782	100
AB	144	18	144	18	145	19	145	19	145	19
C1	240	31	240	31	240	31	240	31	240	31
C2	160	21	160	21	160	21	161	21	161	21
DE	236	30	236	30	235	30	236	30	236	30
Working F/T	216	28	216	28	216	28	217	28	217	28
Not Working	564	72	564	72	564	72	565	72	565	72

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		917	100	917	100	918	100	918	100	919	100	919	100
Age	4 - 15	134	15	134	15	134	15	134	15	134	15	134	15
	16 - 24	104	11	104	11	104	11	104	11	104	11	104	11
	25 - 34	112	12	112	12	113	12	113	12	114	12	114	12
	35 - 44	135	15	135	15	136	15	136	15	136	15	136	15
	45 - 54	129	14	129	14	129	14	129	14	129	14	129	14
	55 - 64	117	13	117	13	117	13	117	13	117	13	117	13
	65 +	186	20	186	20	185	20	185	20	185	20	185	20
Adults	Total	783	100	783	100	784	100	784	100	785	100	785	100
	AB	145	19	145	19	145	18	145	18	146	19	146	19
	C1	241	31	241	31	242	31	242	31	241	31	241	31
	C2	161	21	161	21	161	21	161	21	161	21	161	21
	DE	236	30	236	30	236	30	236	30	237	30	237	30
	Working F/T	217	28	217	28	218	28	218	28	218	28	218	28
	Not Working	566	72	566	72	566	72	566	72	567	72	567	72

SOUTH

Projections Jan 03 - Dec 03

Table 1 Television Reception												
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2136	100	2138	100	2140	100	2142	100	2144	100	2146	100
TV Households	2095	98	2097	98	2099	98	2100	98	2102	98	2104	98

Table 1 Television Reception												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2147	100	2149	100	2151	100	2153	100	2155	100	2157	100
TV Households	2105	98	2107	98	2109	98	2111	98	2113	98	2115	98

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2095	100	2097	100	2099	100	2100	100	2102	100
Social Class	AB	518	25	519	25	519	25	520	25	520	25
	C1	679	32	679	32	680	32	679	32	680	32
	C2	409	20	409	20	410	20	410	20	411	20
	DE	489	23	490	23	490	23	491	23	491	23
Housewife Age	Under 25	126	6	126	6	126	6	126	6	126	6
	25 - 34	375	18	375	18	376	18	376	18	377	18
	35 - 44	417	20	418	20	419	20	418	20	417	20
	44 - 54	365	17	365	17	365	17	366	17	366	17
	55 - 64	303	14	303	14	303	14	303	14	303	14
	65 +	509	24	510	24	510	24	511	24	513	24
Size	1	606	29	607	29	608	29	608	29	609	29
	2	796	38	796	38	797	38	796	38	797	38
	3	307	15	307	15	307	15	308	15	308	15
	4+	386	18	387	18	387	18	388	18	388	18
Children	Without	526	25	526	25	527	25	527	25	528	25
	With	1569	75	1571	75	1572	75	1573	75	1574	75

TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
		2105	100	2107	100	2109	100	2111	100	2113	100	2115	100
Total TV Households													
Social Class	AB	521	25	522	25	522	25	522	25	523	25	523	25
	C1	681	32	681	32	682	32	683	32	684	32	685	32
	C2	411	20	412	20	412	20	412	20	413	20	413	20
	DE	492	23	492	23	493	23	494	23	493	23	494	23
Housewife Age	Under 25	126	6	126	6	126	6	126	6	127	6	127	6
	25 - 34	377	18	377	18	377	18	377	18	379	18	379	18
	35 - 44	420	20	420	20	420	20	420	20	421	20	422	20
	44 - 54	366	17	366	17	367	17	368	17	368	17	368	17
	55 - 64	303	14	304	14	304	14	305	14	305	14	305	14
	65 +	513	24	514	24	515	24	515	24	513	24	514	24
Size	1	610	29	610	29	611	29	611	29	612	29	612	29
	2	799	38	799	38	800	38	801	38	801	38	803	38
	3	308	15	309	15	309	15	309	15	310	15	310	15
	4+	388	18	389	18	389	18	390	18	390	18	390	18
Children	Without	528	25	529	25	529	25	530	25	530	25	531	25
	With	1577	75	1578	75	1580	75	1581	75	1583	75	1584	75

Table 3

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4599	100	4603	100	4607	100	4612	100	4616	100	4620	100
Age	4 - 9	351	8	351	8	351	8	351	8	351	8	352	8
	10 - 15	360	8	361	8	362	8	362	8	363	8	363	8
	16 - 24	500	11	501	11	501	11	501	11	502	11	502	11
	25 - 34	701	15	701	15	702	15	704	15	704	15	704	15
	35 - 44	744	16	743	16	745	16	748	16	747	16	748	16
	45 - 54	641	14	644	14	644	14	644	14	645	14	645	14
	55-64	537	12	537	12	537	12	537	12	538	12	538	12
	65 +	765	17	765	17	765	17	765	17	766	17	768	17
Adults	Total	3888	100	3891	100	3894	100	3899	100	3902	100	3905	100
	AB	1020	26	1020	26	1022	26	1022	26	1024	26	1024	26
	C1	1272	33	1274	33	1274	33	1277	33	1276	33	1278	33
	C2	836	22	835	21	836	21	838	21	839	22	838	21
	DE	760	20	762	20	762	20	762	20	763	20	765	20

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4622	100	4627	100	4631	100	4635	100	4640	100	4644	100
Age	4 - 9	352	8	353	8	353	8	353	8	353	8	354	8
	10 - 15	363	8	363	8	363	8	364	8	365	8	364	8
	16 - 24	502	11	503	11	503	11	503	11	504	11	504	11
	25 - 34	704	15	705	15	705	15	707	15	707	15	708	15
	35 - 44	749	16	747	16	749	16	749	16	752	16	754	16
	45 - 54	645	14	647	14	647	14	647	14	647	14	647	14
	55-64	538	12	538	12	541	12	541	12	541	12	542	12
	65 +	769	17	771	17	770	17	771	17	771	17	771	17
Adults	Total	3907	100	3911	100	3915	100	3918	100	3922	100	3926	100
	AB	1024	26	1026	26	1026	26	1028	26	1028	26	1030	26
	C1	1279	33	1280	33	1283	33	1282	33	1284	33	1285	33
	C2	840	21	840	21	840	21	842	21	843	21	842	21
	DE	764	20	765	20	766	20	766	20	767	20	769	20

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2287	100	2290	100	2293	100	2294	100	2296	100	2299	100
Age												
4 - 15	371	16	372	16	373	16	373	16	373	16	374	16
16 - 24	257	11	257	11	257	11	257	11	257	11	257	11
25 - 34	357	16	357	16	358	16	359	16	359	16	359	16
35 - 44	379	17	379	17	379	17	380	17	380	17	382	17
45 - 54	317	14	318	14	318	14	318	14	319	14	319	14
55 - 64	270	12	270	12	270	12	270	12	271	12	271	12
65 +	336	15	337	15	338	15	337	15	337	15	337	15
Adults												
Total	1916	100	1918	100	1920	100	1921	100	1923	100	1925	100
AB	518	27	518	27	519	27	519	27	520	27	520	27
C1	612	32	614	32	614	32	614	32	614	32	616	32
C2	456	24	455	24	456	24	457	24	458	24	457	24
DE	330	17	331	17	331	17	331	17	331	17	332	17
Working F/T	1273	66	1275	66	1276	66	1277	66	1278	66	1279	66
Not Working	643	34	643	34	644	34	644	34	645	34	646	34

Table 4a													
Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2300	100	2302	100	2303	100	2306	100	2308	100	2310	100
Age													
4 - 15		374	16	374	16	374	16	375	16	375	16	375	16
16 - 24		257	11	258	11	258	11	258	11	259	11	259	11
25 - 34		359	16	360	16	360	16	360	16	360	16	361	16
35 - 44		382	17	380	17	380	17	381	17	382	17	384	17
45 - 54		319	14	320	14	320	14	320	14	320	14	320	14
55 - 64		271	12	271	12	272	12	272	12	272	12	273	12
65 +		338	15	339	15	339	15	340	15	340	15	338	15
Adults													
Total		1926	100	1928	100	1929	100	1931	100	1933	100	1935	100
AB		520	27	521	27	521	27	522	27	522	27	523	27
C1		616	32	617	32	617	32	617	32	618	32	619	32
C2		458	24	458	24	458	24	459	24	460	24	459	24
DE		332	17	332	17	333	17	333	17	333	17	334	17
Working F/T		1280	66	1282	66	1282	66	1283	66	1285	66	1287	67
Not Working		646	34	646	34	647	34	648	34	648	34	648	33

Table 4b													
Female Individuals in TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2312	100	2313	100	2314	100	2318	100	2320	100	2321	100
Age	4 - 15	340	15	340	15	340	15	340	15	341	15	341	15
	16 - 24	243	11	244	11	244	11	244	11	245	11	245	11
	25 - 34	344	15	344	15	344	15	345	15	345	15	345	15
	35 - 44	365	16	364	16	366	16	368	16	367	16	366	16
	45 - 54	324	14	326	14	326	14	326	14	326	14	326	14
	55 - 64	267	12	267	12	267	12	267	12	267	12	267	12
	65 +	429	19	428	19	427	18	428	18	429	18	431	19
Adults	Total	1972	100	1973	100	1974	100	1978	100	1979	100	1980	100
	AB	502	25	502	25	503	25	503	25	504	25	504	25
	C1	660	33	660	33	660	33	663	34	662	33	662	33
	C2	380	19	380	19	380	19	381	19	381	19	381	19
	DE	430	22	431	22	431	22	431	22	432	22	433	22
	Working F/T	645	33	645	33	647	33	647	33	647	33	648	33
	Not Working	1327	67	1328	67	1327	67	1331	67	1332	67	1332	67

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2322	100	2325	100	2328	100	2329	100	2332	100	2334	100
Age	4 - 15	341	15	342	15	342	15	342	15	343	15	343	15
	16 - 24	245	11	245	11	245	11	245	11	245	11	245	10
	25 - 34	345	15	345	15	345	15	347	15	347	15	347	15
	35 - 44	367	16	367	16	369	16	368	16	370	16	370	16
	45 - 54	326	14	327	14	327	14	327	14	327	14	327	14
	55 - 64	267	11	267	11	269	12	269	12	269	12	269	12
	65 +	431	19	432	19	431	19	431	19	431	18	433	19
Adults	Total	1981	100	1983	100	1986	100	1987	100	1989	100	1991	100
	AB	504	25	505	25	505	25	506	25	506	25	507	25
	C1	663	33	663	33	666	34	665	33	666	33	666	33
	C2	382	19	382	19	382	19	383	19	383	19	383	19
	DE	432	22	433	22	433	22	433	22	434	22	435	22
	Working F/T	648	33	648	33	650	33	650	33	651	33	651	33
	Not Working	1333	67	1335	67	1336	67	1337	67	1338	67	1340	67

NORTH

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2425	100	2427	100	2428	100	2429	100	2430	100
TV Households	2361	97	2363	97	2364	97	2365	97	2366	97
									2367	97
									2431	100

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2432	100	2434	100	2435	100	2436	100	2437	100
TV Households	2368	97	2370	97	2371	97	2372	97	2373	97
									2374	97
									2438	100

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2361	100	2363	100	2364	100	2365	100	2366	100
Social Class	AB	291	12	291	12	291	12	291	12	292	12
	C1	638	27	639	27	640	27	640	27	639	27
	C2	487	21	487	21	487	21	487	21	488	21
	DE	945	40	946	40	946	40	947	40	947	40
Housewife Age	Under 25	147	6	147	6	147	6	147	6	147	6
	25 - 34	389	16	390	17	390	16	390	16	390	17
	35 - 44	479	20	479	20	480	20	480	20	480	20
	44 - 54	397	17	398	17	398	17	398	17	398	17
	55 - 64	363	15	364	15	364	15	364	15	364	15
	65 +	586	25	585	25	585	25	586	25	587	25
Size	1	684	29	685	29	685	29	685	29	685	29
	2	845	36	844	36	845	36	846	36	847	36
	3	365	15	366	15	366	15	366	15	366	15
	4+	467	20	468	20	468	20	468	20	468	20
Children	Without	650	28	651	28	651	28	651	28	652	28
	With	1711	72	1712	72	1713	72	1714	72	1714	72

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2368	100	2370	100	2371	100	2372	100	2373	100	2374	100
Social Class	AB	292	12	292	12	292	12	292	12	292	12	293	12
	C1	640	27	641	27	641	27	642	27	642	27	641	27
	C2	488	21	488	21	489	21	489	21	489	21	489	21
	DE	948	40	949	40	949	40	949	40	950	40	951	40
Housewife Age	Under 25	148	6	148	6	149	6	149	6	149	6	149	6
	25 - 34	391	17	391	16	391	16	391	16	391	16	391	16
	35 - 44	481	20	481	20	480	20	482	20	482	20	481	20
	44 - 54	398	17	398	17	398	17	398	17	399	17	400	17
	55 - 64	364	15	364	15	365	15	365	15	365	15	365	15
	65 +	586	25	588	25	588	25	587	25	587	25	588	25
Size	1	686	29	687	29	687	29	687	29	687	29	688	29
	2	847	36	847	36	848	36	849	36	850	36	849	36
	3	367	15	367	15	367	15	367	15	367	15	367	15
	4+	468	20	469	20	469	20	469	20	469	20	470	20
Children	Without	652	28	653	28	653	28	653	28	653	28	654	28
	With	1716	72	1717	72	1718	72	1719	72	1720	72	1720	72

Table 3**All Individuals in TV Households**

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5299	100	5303	100	5305	100	5308	100	5310	100	5312	100
Age												
4 - 9	416	8	417	8	417	8	417	8	417	8	417	8
10 - 15	463	9	463	9	463	9	463	9	464	9	464	9
16 - 24	623	12	624	12	624	12	624	12	625	12	625	12
25 - 34	728	14	729	14	729	14	729	14	729	14	729	14
35 - 44	864	16	865	16	864	16	865	16	866	16	868	16
45 - 54	736	14	736	14	736	14	736	14	736	14	736	14
55-64	611	12	611	12	612	12	612	12	612	12	612	12
65 +	858	16	858	16	860	16	862	16	861	16	861	16
Adults												
Total	4420	100	4423	100	4425	100	4428	100	4429	100	4431	100
AB	581	13	582	13	583	13	583	13	583	13	583	13
C1	1263	29	1264	29	1264	29	1265	29	1265	29	1267	29
C2	1025	23	1025	23	1026	23	1026	23	1027	23	1027	23
DE	1551	35	1552	35	1552	35	1554	35	1554	35	1554	35

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5314	100	5318	100	5321	100	5323	100	5325	100	5327	100
Age	4 - 9	417	8	417	8	418	8	418	8	418	8	418	8
	10 - 15	465	9	465	9	465	9	465	9	465	9	466	9
	16 - 24	625	12	627	12	627	12	627	12	627	12	627	12
	25 - 34	730	14	731	14	731	14	732	14	732	14	732	14
	35 - 44	867	16	865	16	865	16	867	16	867	16	867	16
	45 - 54	738	14	739	14	740	14	740	14	740	14	740	14
	55-64	612	12	613	12	614	12	614	12	614	12	614	12
	65 +	860	16	861	16	861	16	860	16	862	16	863	16
Adults	Total	4432	100	4436	100	4438	100	4440	100	4442	100	4443	100
	AB	583	13	583	13	584	13	585	13	585	13	585	13
	C1	1267	29	1269	29	1268	29	1268	29	1269	29	1269	29
	C2	1028	23	1028	23	1029	23	1029	23	1030	23	1030	23
	DE	1554	35	1556	35	1557	35	1558	35	1558	35	1559	35

Table 4a										
Male Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2611	100	2615	100	2615	100	2616	100	2617	100
Age										
4 - 15	446	17	448	17	448	17	448	17	448	17
16 - 24	317	12	318	12	318	12	318	12	318	12
25 - 34	369	14	370	14	370	14	370	14	370	14
35 - 44	440	17	440	17	439	17	440	17	441	17
45 - 54	373	14	373	14	373	14	373	14	373	14
55 - 64	301	12	301	12	301	12	301	12	301	11
65 +	365	14	365	14	366	14	366	14	366	14
Adults										
Total	2165	100	2167	100	2167	100	2168	100	2169	100
AB	301	14	301	14	302	14	302	14	302	14
C1	599	28	600	28	599	28	600	28	600	28
C2	553	26	553	26	554	26	554	26	554	26
DE	712	33	713	33	712	33	712	33	713	33
Working F/T	1292	60	1294	60	1294	60	1294	60	1294	60
Not Working	873	40	873	40	873	40	874	40	875	40

Table 4a													
Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2619	100	2621	100	2622	100	2624	100	2624	100	2625	100
Age	4 - 15	448	17	448	17	448	17	449	17	449	17	449	17
	16 - 24	318	12	319	12	319	12	319	12	319	12	319	12
	25 - 34	371	14	371	14	371	14	371	14	371	14	371	14
	35 - 44	441	17	439	17	440	17	441	17	441	17	442	17
	45 - 54	374	14	375	14	375	14	375	14	375	14	375	14
	55 - 64	301	11	302	12	302	12	302	12	302	12	302	12
	65 +	366	14	367	14	367	14	367	14	367	14	367	14
Adults	Total	2171	100	2173	100	2174	100	2175	100	2175	100	2176	100
	AB	302	14	302	14	302	14	303	14	303	14	303	14
	C1	601	28	602	28	602	28	601	28	602	28	602	28
	C2	555	26	555	26	555	26	555	26	556	26	556	26
	DE	713	33	714	33	715	33	716	33	714	33	715	33
	Working F/T	1296	60	1297	60	1298	60	1299	60	1299	60	1298	60
	Not Working	875	40	876	40	876	40	876	40	876	40	878	40

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2688	100	2688	100	2690	100	2692	100	2693	100
Age										
4 - 15	433	16	432	16	432	16	432	16	433	16
16 - 24	306	11	306	11	306	11	306	11	307	11
25 - 34	359	13	359	13	359	13	359	13	359	13
35 - 44	424	16	425	16	425	16	425	16	425	16
45 - 54	363	14	363	14	363	13	363	13	363	13
55 - 64	310	12	310	12	311	12	311	12	311	12
65 +	493	18	493	18	494	18	496	18	495	18
Adults										
Total	2255	100	2256	100	2258	100	2260	100	2260	100
AB	280	12	281	12	281	12	281	12	281	12
C1	664	29	664	29	665	29	665	29	665	29
C2	472	21	472	21	472	21	472	21	473	21
DE	839	37	839	37	840	37	842	37	841	37
Working F/T	602	27	603	27	603	27	604	27	604	27
Not Working	1653	73	1653	73	1655	73	1656	73	1657	73

Table 4b										
Female Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2695	100	2697	100	2699	100	2699	100	2701	100
Age										
4 - 15	434	16	434	16	435	16	434	16	434	16
16 - 24	307	11	308	11	308	11	308	11	308	11
25 - 34	359	13	360	13	360	13	361	13	361	13
35 - 44	426	16	426	16	425	16	426	16	426	16
45 - 54	364	14	364	13	365	14	365	14	365	14
55 - 64	311	12	311	12	312	12	312	12	312	12
65 +	494	18	494	18	494	18	493	18	495	18
Adults										
Total	2261	100	2263	100	2264	100	2265	100	2267	100
AB	281	12	281	12	282	12	282	12	282	12
C1	666	29	667	29	666	29	667	29	667	29
C2	473	21	473	21	474	21	474	21	474	21
DE	841	37	842	37	842	37	842	37	844	37
Working F/T	604	27	604	27	605	27	606	27	606	27
Not Working	1657	73	1659	73	1659	73	1659	73	1661	73

NORTH EAST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1447	100	1448	100	1448	100	1449	100	1449	100
TV Households	1414	98	1415	98	1415	98	1416	98	1417	98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1450	100	1451	100	1451	100	1451	100	1452	100
TV Households	1417	98	1418	98	1418	98	1418	98	1419	98

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1414	100	1415	100	1415	100	1416	100	1416	100
Social Class	AB	187	13	187	13	187	13	187	13	187	13
	C1	347	25	347	25	347	25	347	25	347	25
	C2	277	20	277	20	277	20	278	20	278	20
	DE	603	43	604	43	604	43	604	43	604	43
Housewife Age	Under 25	84	6	84	6	84	6	84	6	84	6
	25 - 34	219	15	219	15	219	15	220	16	220	16
	35 - 44	288	20	287	20	287	20	285	20	285	20
	44 - 54	248	18	248	18	248	18	249	18	249	18
	55 - 64	221	16	222	16	222	16	222	16	222	16
	65 +	354	25	355	25	355	25	356	25	356	25
Size	1	431	30	431	30	431	30	431	30	431	30
	2	484	34	484	34	484	34	485	34	485	34
	3	248	18	248	18	248	18	248	18	248	18
	4+	251	18	252	18	252	18	252	18	252	18
Children	Without	388	27	388	27	388	27	388	27	388	27
	With	1026	73	1027	73	1027	73	1028	73	1029	73

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1417	100	1418	100	1418	100	1418	100	1419	100	1419	100
Social Class	AB	187	13	187	13	187	13	187	13	187	13	187	13
	C1	348	25	348	25	348	25	348	25	349	25	349	25
	C2	278	20	278	20	278	20	278	20	278	20	278	20
	DE	604	43	605	43	605	43	605	43	605	43	605	43
Housewife Age	Under 25	84	6	84	6	84	6	84	6	84	6	84	6
	25 - 34	220	16	221	16	221	16	221	16	221	16	221	16
	35 - 44	286	20	286	20	286	20	286	20	287	20	287	20
	44 - 54	249	18	249	18	249	18	249	18	249	18	249	18
	55 - 64	222	16	222	16	222	16	222	16	222	16	222	16
	65 +	356	25	356	25	356	25	356	25	356	25	356	25
Size	1	432	30	432	30	432	30	432	30	432	30	432	30
	2	485	34	486	34	486	34	486	34	486	34	486	34
	3	248	18	248	17	248	17	248	17	249	18	249	18
	4+	252	18	252	18	252	18	252	18	252	18	252	18
Children	Without	388	27	389	27	389	27	389	27	389	27	389	27
	With	1029	73	1029	73	1029	73	1029	73	1030	73	1030	73

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3093	100	3095	100	3095	100	3097	100	3097	100	3100	100
Age												
4 - 9	230	7	230	7	230	7	230	7	230	7	231	7
10 - 15	263	9	263	8	263	8	264	9	264	9	263	8
16 - 24	352	11	352	11	352	11	352	11	352	11	352	11
25 - 34	407	13	407	13	407	13	408	13	408	13	408	13
35 - 44	507	16	507	16	507	16	506	16	506	16	507	16
45 - 54	438	14	438	14	438	14	439	14	439	14	439	14
55-64	374	12	374	12	374	12	375	12	375	12	376	12
65 +	522	17	524	17	524	17	523	17	523	17	524	17
Adults												
Total	2600	100	2602	100	2602	100	2603	100	2603	100	2606	100
AB	379	15	379	15	379	15	379	15	379	15	380	15
C1	654	25	654	25	654	25	654	25	654	25	655	25
C2	572	22	573	22	573	22	574	22	574	22	574	22
DE	995	38	996	38	996	38	996	38	996	38	997	38

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3100	100	3102	100	3102	100	3102	100	3104	100	3104	100
Age	4 - 9	231	7	231	7	231	7	231	7	231	7	231	7
	10 - 15	263	8	263	8	263	8	263	8	264	9	264	9
	16 - 24	352	11	352	11	352	11	352	11	352	11	352	11
	25 - 34	408	13	408	13	408	13	408	13	408	13	408	13
	35 - 44	507	16	507	16	507	16	507	16	507	16	507	16
	45 - 54	439	14	439	14	439	14	439	14	439	14	439	14
	55-64	376	12	376	12	376	12	376	12	376	12	376	12
	65 +	524	17	526	17	526	17	526	17	527	17	527	17
Adults	Total	2606	100	2608	100	2608	100	2608	100	2609	100	2609	100
	AB	380	15	380	15	380	15	380	15	380	15	380	15
	C1	655	25	655	25	655	25	655	25	655	25	655	25
	C2	574	22	574	22	574	22	574	22	574	22	574	22
	DE	997	38	999	38	999	38	999	38	1000	38	1000	38

Male Individuals in TV Households													
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1517	100	1518	100	1518	100	1519	100	1519	100	1520	100
Age	4 - 15	256	17	256	17	256	17	256	17	256	17	256	17
	16 - 24	178	12	178	12	178	12	178	12	178	12	178	12
	25 - 34	204	13	204	13	204	13	205	13	205	13	205	13
	35 - 44	253	17	253	17	253	17	253	17	253	17	253	17
	45 - 54	216	14	216	14	216	14	216	14	216	14	216	14
	55 - 64	182	12	182	12	182	12	182	12	182	12	183	12
65 +		228	15	229	15	229	15	229	15	229	15	229	15
Adults	Total	1261	100	1262	100	1262	100	1263	100	1263	100	1264	100
	AB	192	15	192	15	192	15	192	15	192	15	193	15
	C1	314	25	314	25	314	25	314	25	314	25	314	25
	C2	312	25	313	25	313	25	313	25	313	25	313	25
	DE	443	35	443	35	443	35	444	35	444	35	444	35
	Working F/T	716	57	717	57	717	57	717	57	717	57	718	57
	Not Working	545	43	545	43	545	43	546	43	546	43	546	43

Table 4a													
Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1520	100	1521	100	1521	100	1521	100	1523	100	1523	100
Age	4 - 15	256	17	256	17	256	17	256	17	257	17	257	17
	16 - 24	178	12	178	12	178	12	178	12	178	12	178	12
	25 - 34	205	13	205	13	205	13	205	13	205	13	205	13
	35 - 44	253	17	253	17	253	17	253	17	253	17	253	17
	45 - 54	216	14	216	14	216	14	216	14	216	14	216	14
	55 - 64	183	12	183	12	183	12	183	12	183	12	183	12
	65 +	229	15	230	15	230	15	230	15	231	15	231	15
Adults	Total	1264	100	1265	100	1265	100	1265	100	1266	100	1266	100
	AB	193	15	193	15	193	15	193	15	193	15	193	15
	C1	314	25	314	25	314	25	314	25	314	25	314	25
	C2	313	25	313	25	313	25	313	25	313	25	313	25
	DE	444	35	445	35	445	35	445	35	446	35	446	35
	Working F/T	718	57	719	57	719	57	719	57	720	57	720	57
	Not Working	546	43	546	43	546	43	546	43	546	43	546	43

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1576	100	1577	100	1577	100	1578	100	1578	100
Age										
4 - 15	237	15	237	15	237	15	238	15	238	15
16 - 24	174	11	174	11	174	11	174	11	174	11
25 - 34	203	13	203	13	203	13	203	13	203	13
35 - 44	254	16	254	16	254	16	253	16	254	16
45 - 54	222	14	222	14	222	14	223	14	223	14
55 - 64	192	12	192	12	192	12	193	12	193	12
65 +	294	19	295	19	295	19	294	19	295	19
Adults										
Total	1339	100	1340	100	1340	100	1340	100	1342	100
AB	187	14	187	14	187	14	187	14	187	14
C1	340	25	340	25	340	25	340	25	341	25
C2	260	19	260	19	260	19	261	19	261	19
DE	552	41	553	41	553	41	552	41	553	41
Working F/T	359	27	359	27	359	27	359	27	359	27
Not Working	980	73	981	73	981	73	981	73	983	73

Table 4b										
Female Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1580	100	1581	100	1581	100	1581	100	1581	100
Age										
4 - 15	238	15	238	15	238	15	238	15	238	15
16 - 24	174	11	174	11	174	11	174	11	174	11
25 - 34	203	13	203	13	203	13	203	13	203	13
35 - 44	254	16	254	16	254	16	254	16	254	16
45 - 54	223	14	223	14	223	14	223	14	223	14
55 - 64	193	12	193	12	193	12	193	12	193	12
65 +	295	19	296	19	296	19	296	19	296	19
Adults										
Total	1342	100	1343	100	1343	100	1343	100	1343	100
AB	187	14	187	14	187	14	187	14	187	14
C1	341	25	341	25	341	25	341	25	341	25
C2	261	19	261	19	261	19	261	19	261	19
DE	553	41	554	41	554	41	554	41	554	41
Working F/T	359	27	360	27	360	27	360	27	360	27
Not Working	983	73	983	73	983	73	983	73	983	73

NORTH WEST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2807	100	2808	100	2809	100	2810	100	2811	100
TV Households	2745	98	2746	98	2747	98	2748	98	2749	98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2812	100	2813	100	2814	100	2815	100	2816	100
TV Households	2750	98	2751	98	2752	98	2753	98	2754	98

Table 2 **TV Households**

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2745	100	2746	100	2747	100	2748	100	2749	100	2749	100
Social Class	AB	399	15	399	15	399	15	399	15	399	15	399	15
	C1	757	28	757	28	758	28	758	28	758	28	758	28
	C2	538	20	538	20	538	20	538	20	538	20	538	20
	DE	1051	38	1052	38	1052	38	1053	38	1054	38	1054	38
Housewife Age	Under 25	160	6	160	6	160	6	160	6	160	6	160	6
	25 - 34	445	16	445	16	445	16	445	16	446	16	446	16
	35 - 44	562	20	562	20	563	20	563	20	562	20	562	20
	44 - 54	468	17	468	17	468	17	469	17	469	17	469	17
	55 - 64	431	16	431	16	431	16	431	16	432	16	432	16
	65 +	679	25	680	25	680	25	680	25	680	25	680	25
Size	1	820	30	820	30	820	30	821	30	821	30	821	30
	2	931	34	931	34	931	34	931	34	932	34	932	34
	3	433	16	434	16	434	16	434	16	434	16	434	16
	4+	561	20	561	20	562	20	562	20	562	20	562	20
Children	Without	767	28	768	28	768	28	768	28	769	28	769	28
	With	1978	72	1978	72	1979	72	1980	72	1980	72	1980	72

TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2750	100	2751	100	2752	100	2753	100	2754	100	2755	100
Social Class	AB	399	15	400	15	400	15	400	15	400	15	400	15
	C1	759	28	758	28	759	28	759	28	759	28	760	28
	C2	539	20	539	20	539	20	539	20	539	20	539	20
	DE	1053	38	1054	38	1054	38	1055	38	1056	38	1056	38
Housewife Age	Under 25	160	6	160	6	160	6	160	6	160	6	160	6
	25 - 34	446	16	446	16	446	16	446	16	446	16	447	16
	35 - 44	563	20	562	20	561	20	561	20	562	20	563	20
	44 - 54	469	17	469	17	470	17	470	17	470	17	470	17
	55 - 64	432	16	433	16	433	16	433	16	433	16	433	16
	65 +	680	25	681	25	682	25	683	25	683	25	682	25
Size	1	821	30	821	30	822	30	822	30	822	30	823	30
	2	933	34	934	34	932	34	933	34	934	34	934	34
	3	434	16	434	16	435	16	435	16	435	16	435	16
	4+	562	20	562	20	563	20	563	20	563	20	563	20
Children	Without	769	28	769	28	769	28	770	28	770	28	770	28
	With	1981	72	1982	72	1983	72	1983	72	1984	72	1985	72

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6194	100	6197	100	6199	100	6201	100	6203	100	6203	100
Age												
4 - 9	496	8	496	8	497	8	497	8	497	8	497	8
10 - 15	550	9	550	9	550	9	550	9	550	9	550	9
16 - 24	724	12	724	12	724	12	724	12	724	12	724	12
25 - 34	869	14	870	14	870	14	871	14	871	14	871	14
35 - 44	997	16	996	16	998	16	999	16	1000	16	1000	16
45 - 54	842	14	843	14	843	14	843	14	843	14	843	14
55-64	726	12	726	12	726	12	726	12	726	12	726	12
65 +	990	16	992	16	991	16	991	16	992	16	992	16
Adults												
Total	5148	100	5151	100	5152	100	5154	100	5156	100	5156	100
AB	796	15	796	15	796	15	796	15	797	15	797	15
C1	1484	29	1485	29	1486	29	1486	29	1486	29	1486	29
C2	1137	22	1137	22	1138	22	1139	22	1139	22	1139	22
DE	1731	34	1733	34	1732	34	1733	34	1734	34	1734	34

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6206	100	6208	100	6210	100	6212	100	6214	100	6217	100
Age	4 - 9	497	8	498	8	498	8	498	8	498	8	498	8
	10 - 15	551	9	550	9	551	9	551	9	551	9	552	9
	16 - 24	724	12	724	12	724	12	725	12	725	12	726	12
	25 - 34	872	14	872	14	872	14	872	14	872	14	872	14
	35 - 44	999	16	1000	16	1003	16	1002	16	1003	16	1002	16
	45 - 54	843	14	844	14	844	14	844	14	844	14	845	14
	55-64	728	12	729	12	729	12	729	12	729	12	729	12
	65 +	992	16	991	16	989	16	991	16	992	16	993	16
Adults	Total	5158	100	5160	100	5161	100	5163	100	5165	100	5167	100
	AB	797	15	798	15	798	15	798	15	798	15	798	15
	C1	1487	29	1487	29	1488	29	1488	29	1490	29	1490	29
	C2	1139	22	1139	22	1140	22	1141	22	1141	22	1141	22
	DE	1735	34	1736	34	1735	34	1736	34	1736	34	1738	34

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3052	100	3053	100	3055	100	3056	100	3057	100	3057	100
Age												
4 - 15	549	18	549	18	550	18	550	18	550	18	550	18
16 - 24	363	12	363	12	363	12	363	12	363	12	363	12
25 - 34	444	15	445	15	445	15	445	15	445	15	445	15
35 - 44	504	17	503	16	504	16	505	17	506	17	506	17
45 - 54	419	14	420	14	420	14	420	14	420	14	420	14
55 - 64	359	12	359	12	359	12	359	12	359	12	359	12
65 +	414	14	414	14	414	14	414	14	414	14	414	14
Adults												
Total	2503	100	2504	100	2505	100	2506	100	2507	100	2507	100
AB	409	16	409	16	409	16	409	16	409	16	409	16
C1	703	28	704	28	704	28	704	28	705	28	705	28
C2	609	24	609	24	609	24	610	24	610	24	610	24
DE	782	31	782	31	783	31	783	31	783	31	783	31
Working F/T	1487	59	1488	59	1489	59	1489	59	1490	59	1490	59
Not Working	1016	41	1016	41	1016	41	1017	41	1017	41	1017	41

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3058	100	3058	100	3060	100	3060	100	3061	100	3063	100
Age	4 - 15	550	18	549	18	550	18	550	18	550	18	551	18
	16 - 24	363	12	363	12	363	12	364	12	364	12	364	12
	25 - 34	446	15	446	15	446	15	446	15	446	15	446	15
	35 - 44	505	17	506	17	507	17	506	17	506	17	506	17
	45 - 54	420	14	420	14	420	14	420	14	420	14	421	14
	55 - 64	360	12	360	12	360	12	360	12	360	12	360	12
	65 +	414	14	414	14	414	14	414	14	415	14	415	14
Adults	Total	2508	100	2509	100	2510	100	2510	100	2511	100	2512	100
	AB	409	16	410	16	410	16	410	16	410	16	410	16
	C1	705	28	705	28	705	28	705	28	706	28	706	28
	C2	610	24	610	24	610	24	611	24	611	24	611	24
	DE	784	31	784	31	785	31	784	31	784	31	785	31
	Working F/T	1490	59	1491	59	1491	59	1491	59	1492	59	1493	59
	Not Working	1018	41	1018	41	1019	41	1019	41	1019	41	1019	41

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3142	100	3144	100	3144	100	3145	100	3146	100
Age										
4 - 15	497	16	497	16	497	16	497	16	497	16
16 - 24	361	11	361	11	361	11	361	11	361	11
25 - 34	425	14	425	14	425	14	426	14	426	14
35 - 44	493	16	493	16	494	16	494	16	494	16
45 - 54	423	13	423	13	423	13	423	13	423	13
55 - 64	367	12	367	12	367	12	367	12	367	12
65 +	576	18	578	18	577	18	577	18	578	18
Adults										
Total	2645	100	2647	100	2647	100	2648	100	2649	100
AB	387	15	387	15	387	15	387	15	388	15
C1	781	30	781	30	782	30	782	30	781	29
C2	528	20	528	20	529	20	529	20	529	20
DE	949	36	951	36	949	36	950	36	951	36
Working F/T	825	31	825	31	826	31	826	31	826	31
Not Working	1820	69	1822	69	1821	69	1822	69	1823	69

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Projections Jan 03 - Dec 03

Table 1 Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2251	100	2252	100	2254	100	2256	100	2257	100
TV Households	2196	98	2197	98	2199	98	2201	98	2202	98
									2204	98
									2259	100
										98

Table 1 Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2260	100	2262	100	2263	100	2265	100	2267	100
TV Households	2205	98	2207	98	2208	98	2210	98	2212	98
									2213	98
									2268	100
										98

TV Households													
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total TV Households	2205	100	2207	100	2208	100	2210	100	2212	100	2213	100	
Social Class	AB	333	15	334	15	334	15	334	15	334	15	334	15
	C1	573	26	573	26	573	26	574	26	575	26	575	26
	C2	393	18	393	18	393	18	394	18	394	18	394	18
	DE	906	41	907	41	908	41	908	41	909	41	910	41
Housewife Age	Under 25	137	6	138	6	138	6	138	6	138	6	138	6
	25 - 34	365	17	365	17	365	17	366	17	366	17	366	17
	35 - 44	460	21	461	21	461	21	461	21	462	21	462	21
	44 - 54	392	18	392	18	393	18	393	18	393	18	393	18
	55 - 64	338	15	338	15	338	15	338	15	338	15	338	15
65 +	513	23	513	23	513	23	514	23	515	23	516	23	
Size	1	720	33	721	33	721	33	722	33	722	33	722	33
	2	751	34	752	34	752	34	752	34	754	34	755	34
	3	332	15	332	15	333	15	333	15	333	15	333	15
	4+	402	18	402	18	402	18	403	18	403	18	403	18
Children	Without	578	26	579	26	579	26	579	26	580	26	580	26
	With	1627	74	1628	74	1629	74	1631	74	1632	74	1633	74

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4721	100	4723	100	4727	100	4731	100	4733	100	4737	100
Age												
4 - 9	359	8	359	8	360	8	360	8	360	8	361	8
10 - 15	387	8	387	8	387	8	388	8	388	8	388	8
16 - 24	570	12	570	12	571	12	572	12	572	12	572	12
25 - 34	666	14	667	14	667	14	668	14	668	14	668	14
35 - 44	787	17	789	17	788	17	788	17	789	17	790	17
45 - 54	666	14	667	14	667	14	668	14	669	14	670	14
55-64	557	12	557	12	558	12	558	12	558	12	558	12
65 +	729	15	727	15	729	15	729	15	729	15	730	15
Adults												
Total	3975	100	3977	100	3980	100	3983	100	3985	100	3988	100
AB	658	17	659	17	659	17	659	17	660	17	661	17
C1	1084	27	1084	27	1085	27	1087	27	1087	27	1087	27
C2	812	20	812	20	813	20	814	20	814	20	815	20
DE	1421	36	1422	36	1423	36	1423	36	1424	36	1425	36

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4740	100	4744	100	4746	100	4750	100	4754	100	4756	100
Age	4 - 9	361	8	361	8	361	8	361	8	362	8	362	8
	10 - 15	388	8	389	8	389	8	390	8	389	8	390	8
	16 - 24	572	12	572	12	572	12	573	12	573	12	574	12
	25 - 34	669	14	669	14	669	14	671	14	671	14	671	14
	35 - 44	790	17	794	17	794	17	794	17	794	17	794	17
	45 - 54	670	14	670	14	670	14	671	14	671	14	671	14
	55-64	559	12	559	12	560	12	561	12	561	12	561	12
	65 +	731	15	730	15	731	15	729	15	733	15	733	15
Adults	Total	3991	100	3994	100	3996	100	3999	100	4003	100	4004	100
	AB	661	17	661	17	661	17	662	17	663	17	663	17
	C1	1088	27	1090	27	1090	27	1091	27	1092	27	1092	27
	C2	815	20	816	20	816	20	817	20	818	20	818	20
	DE	1427	36	1427	36	1429	36	1429	36	1430	36	1431	36

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2296	100	2297	100	2299	100	2302	100	2303	100	2305	100
Age												
4 - 15	392	17	392	17	393	17	394	17	394	17	394	17
16 - 24	284	12	284	12	285	12	285	12	285	12	285	12
25 - 34	339	15	339	15	339	15	340	15	340	15	340	15
35 - 44	388	17	389	17	388	17	388	17	388	17	389	17
45 - 54	326	14	326	14	326	14	326	14	327	14	328	14
55 - 64	264	11	264	11	265	12	265	12	265	12	265	11
65 +	303	13	303	13	303	13	304	13	304	13	304	13
Adults												
Total	1904	100	1905	100	1906	100	1908	100	1909	100	1911	100
AB	328	17	328	17	328	17	328	17	329	17	329	17
C1	506	27	506	27	507	27	508	27	507	27	508	27
C2	433	23	433	23	433	23	434	23	434	23	434	23
DE	637	33	638	33	638	33	638	33	639	33	640	33
Working F/T	1133	60	1133	59	1134	59	1135	59	1135	59	1137	59
Not Working	771	40	772	41	772	41	773	41	774	41	774	41

Table 4a										
Male Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2305	100	2307	100	2308	100	2311	100	2312	100
Age										
4 - 15	394	17	394	17	394	17	395	17	395	17
16 - 24	285	12	285	12	285	12	285	12	285	12
25 - 34	341	15	341	15	341	15	341	15	341	15
35 - 44	388	17	390	17	390	17	392	17	392	17
45 - 54	328	14	328	14	328	14	328	14	328	14
55 - 64	265	11	265	11	266	12	266	12	266	11
65 +	304	13	304	13	304	13	304	13	305	13
Adults										
Total	1911	100	1913	100	1914	100	1916	100	1917	100
AB	329	17	329	17	329	17	330	17	330	17
C1	508	27	509	27	509	27	509	27	510	27
C2	434	23	435	23	435	23	435	23	436	23
DE	640	33	640	33	641	33	642	34	641	33
Working F/T	1136	59	1138	59	1139	60	1140	59	1140	59
Not Working	775	41	775	41	775	40	776	41	777	41

Female Individuals in TV Households

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2425	100	2426	100	2428	100	2429	100	2430	100	2432	100
Age	4 - 15	354	15	354	15	354	15	354	15	354	15	355	15
	16 - 24	286	12	286	12	286	12	287	12	287	12	287	12
	25 - 34	327	13	328	14	328	14	328	14	328	13	328	13
	35 - 44	399	16	400	16	400	16	400	16	401	17	401	16
	45 - 54	340	14	341	14	341	14	342	14	342	14	342	14
	55 - 64	293	12	293	12	293	12	293	12	293	12	293	12
	65 +	426	18	424	17	426	18	425	17	425	17	426	18
Adults	Total	2071	100	2072	100	2074	100	2075	100	2076	100	2077	100
	AB	330	16	331	16	331	16	331	16	331	16	332	16
	C1	578	28	578	28	578	28	579	28	580	28	579	28
	C2	379	18	379	18	380	18	380	18	380	18	381	18
	DE	784	38	784	38	785	38	785	38	785	38	785	38
	Working F/T	621	30	622	30	622	30	623	30	623	30	623	30
	Not Working	1450	70	1450	70	1452	70	1452	70	1453	70	1454	70

Table 4b													
Female Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2435	100	2437	100	2438	100	2439	100	2442	100	2442	100
Age													
4 - 15		355	15	356	15	356	15	356	15	356	15	356	15
16 - 24		287	12	287	12	287	12	288	12	288	12	288	12
25 - 34		328	13	328	13	328	13	330	14	330	14	330	14
35 - 44		402	17	404	17	404	17	402	16	402	16	402	16
45 - 54		342	14	342	14	342	14	343	14	343	14	343	14
55 - 64		294	12	294	12	294	12	295	12	295	12	295	12
65 +		427	18	426	17	427	18	425	17	428	18	428	18
Adults													
Total		2080	100	2081	100	2082	100	2083	100	2086	100	2086	100
AB		332	16	332	16	332	16	332	16	333	16	333	16
C1		580	28	581	28	581	28	582	28	582	28	582	28
C2		381	18	381	18	381	18	382	18	382	18	382	18
DE		787	38	787	38	788	38	787	38	789	38	789	38
Working F/T		623	30	625	30	625	30	625	30	625	30	626	30
Not Working		1457	70	1456	70	1457	70	1458	70	1461	70	1460	70

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Projections Jan 03 - Dec 03

Table 1												
Television Reception												
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	588	100	588	100	588	100	589	100	589	100	589	100
TV Households	569	97	569	97	569	97	570	97	570	97	570	97

Table 1												
Television Reception												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	590	100	590	100	590	100	590	100	591	100	591	100
TV Households	571	97	571	97	571	97	571	97	572	97	572	97

Table 2											
TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		569	100	569	100	569	100	570	100	570	100
Social Class	AB	65	11	65	11	65	11	65	11	65	11
	C1	140	25	140	25	140	25	141	25	141	25
	C2	126	22	126	22	126	22	126	22	126	22
	DE	238	42	238	42	238	42	238	42	238	42
Housewife Age	Under 25	22	4	22	4	22	4	22	4	22	4
	25 - 34	109	19	109	19	109	19	110	19	110	19
	35 - 44	129	23	129	23	129	23	130	23	130	23
	44 - 54	103	18	103	18	103	18	103	18	103	18
	55 - 64	90	16	90	16	90	16	90	16	90	16
	65 +	116	20	116	20	116	20	115	20	115	20
Size	1	139	24	139	24	139	24	139	24	139	24
	2	144	25	144	25	144	25	145	25	145	25
	3	90	16	90	16	90	16	90	16	90	16
	4+	196	34	196	34	196	34	196	34	196	34
Children	Without	197	35	197	35	197	35	198	35	198	35
	With	372	65	372	65	372	65	372	65	372	65

TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		571	100	571	100	571	100	571	100	572	100	572	100
Social Class	AB	65	11	65	11	65	11	65	11	66	12	66	12
	C1	141	25	141	25	141	25	141	25	140	24	140	24
	C2	126	22	126	22	126	22	126	22	127	22	127	22
	DE	239	42	239	42	239	42	239	42	239	42	239	42
Housewife Age	Under 25	22	4	22	4	22	4	22	4	22	4	22	4
	25 - 34	110	19	110	19	110	19	110	19	110	19	110	19
	35 - 44	129	23	129	23	129	23	129	23	129	23	129	23
	44 - 54	104	18	104	18	104	18	104	18	104	18	104	18
	55 - 64	90	16	90	16	90	16	90	16	90	16	90	16
	65 +	116	20	116	20	116	20	116	20	117	20	117	20
Size	1	139	24	139	24	139	24	139	24	140	24	140	24
	2	145	25	145	25	145	25	145	25	145	25	145	25
	3	90	16	90	16	90	16	90	16	90	16	90	16
	4+	197	35	197	35	197	35	197	35	197	34	197	34
Children	Without	198	35	198	35	198	35	198	35	198	35	198	35
	With	373	65	373	65	373	65	373	65	374	65	374	65

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1539	100	1539	100	1539	100	1542	100	1542	100	1542	100
Age												
4 - 9	148	10	148	10	148	10	148	10	148	10	148	10
10 - 15	161	10	161	10	161	10	162	11	162	11	162	11
16 - 24	207	13	207	13	207	13	207	13	207	13	207	13
25 - 34	240	16	240	16	240	16	241	16	241	16	241	16
35 - 44	243	16	243	16	243	16	243	16	243	16	243	16
45 - 54	195	13	195	13	195	13	195	13	195	13	195	13
55-64	160	10	160	10	160	10	160	10	160	10	160	10
65 +	185	12	185	12	185	12	186	12	186	12	186	12
Adults												
Total	1230	100	1230	100	1230	100	1232	100	1232	100	1232	100
AB	152	12	152	12	152	12	153	12	153	12	153	12
C1	325	26	325	26	325	26	325	26	325	26	325	26
C2	316	26	316	26	316	26	316	26	316	26	316	26
DE	437	36	437	36	437	36	438	36	438	36	438	36

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1545	100	1545	100	1545	100	1545	100	1547	100	1547	100
Age	4 - 9	148	10	148	10	148	10	148	10	148	10	148	10
	10 - 15	162	10	162	10	162	10	162	10	163	11	163	11
	16 - 24	207	13	207	13	207	13	207	13	207	13	207	13
	25 - 34	241	16	241	16	241	16	241	16	242	16	242	16
	35 - 44	243	16	243	16	243	16	243	16	244	16	244	16
	45 - 54	196	13	196	13	196	13	196	13	196	13	196	13
	55-64	160	10	160	10	160	10	160	10	160	10	160	10
	65 +	188	12	188	12	188	12	188	12	187	12	187	12
Adults	Total	1235	100	1235	100	1235	100	1235	100	1236	100	1236	100
	AB	153	12	153	12	153	12	153	12	153	12	153	12
	C1	325	26	325	26	325	26	325	26	326	26	326	26
	C2	317	26	317	26	317	26	317	26	318	26	318	26
	DE	440	36	440	36	440	36	440	36	439	36	439	36

Table 4a										
Male Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	758	100	758	100	758	100	760	100	760	100
Age										
4 - 15	160	21	160	21	160	21	161	21	161	21
16 - 24	105	14	105	14	105	14	105	14	105	14
25 - 34	121	16	121	16	121	16	122	16	122	16
35 - 44	118	16	118	16	118	16	118	16	118	16
45 - 54	95	13	95	13	95	13	95	13	95	13
55 - 64	77	10	77	10	77	10	77	10	77	10
65 +	82	11	82	11	82	11	82	11	82	11
Adults										
Total	598	100	598	100	598	100	599	100	599	100
AB	76	13	76	13	76	13	77	13	77	13
C1	160	27	160	27	160	27	160	27	160	27
C2	165	28	165	28	165	28	165	28	165	28
DE	197	33	197	33	197	33	197	33	197	33
Working F/T	359	60	359	60	359	60	359	60	359	60
Not Working	239	40	239	40	239	40	240	40	240	40

Table 4a													
Male Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		761	100	761	100	761	100	761	100	763	100	763	100
Age													
4 - 15		161	21	161	21	161	21	161	21	162	21	162	21
16 - 24		105	14	105	14	105	14	105	14	105	14	105	14
25 - 34		122	16	122	16	122	16	122	16	123	16	123	16
35 - 44		118	16	118	16	118	16	118	16	118	15	118	15
45 - 54		96	13	96	13	96	13	96	13	96	13	96	13
55 - 64		77	10	77	10	77	10	77	10	77	10	77	10
65 +		82	11	82	11	82	11	82	11	82	11	82	11
Adults													
Total		600	100	600	100	600	100	600	100	601	100	601	100
AB		77	13	77	13	77	13	77	13	77	13	77	13
C1		160	27	160	27	160	27	160	27	160	27	160	27
C2		166	28	166	28	166	28	166	28	166	28	166	28
DE		197	33	197	33	197	33	197	33	198	33	198	33
Working F/T		360	60	360	60	360	60	360	60	361	60	361	60
Not Working		240	40	240	40	240	40	240	40	240	40	240	40

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	781	100	781	100	781	100	782	100	782	100
Age										
4 - 15	149	19	149	19	149	19	149	19	149	19
16 - 24	102	13	102	13	102	13	102	13	102	13
25 - 34	119	15	119	15	119	15	119	15	119	15
35 - 44	125	16	125	16	125	16	125	16	125	16
45 - 54	100	13	100	13	100	13	100	13	100	13
55 - 64	83	11	83	11	83	11	83	11	83	11
65 +	103	13	103	13	103	13	104	13	104	13
Adults										
Total	632	100	632	100	632	100	633	100	633	100
AB	76	12	76	12	76	12	76	12	76	12
C1	165	26	165	26	165	26	165	26	165	26
C2	151	24	151	24	151	24	151	24	151	24
DE	240	38	240	38	240	38	241	38	241	38
Working F/T	192	30	192	30	192	30	192	30	192	30
Not Working	440	70	440	70	440	70	441	70	441	70

Table 4b										
Female Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	784	100	784	100	784	100	784	100	784	100
Age										
4 - 15	149	19	149	19	149	19	149	19	149	19
16 - 24	102	13	102	13	102	13	102	13	102	13
25 - 34	119	15	119	15	119	15	119	15	119	15
35 - 44	125	16	125	16	125	16	125	16	126	16
45 - 54	100	13	100	13	100	13	100	13	100	13
55 - 64	83	11	83	11	83	11	83	11	83	11
65 +	106	14	106	14	106	14	106	14	105	13
Adults										
Total	635	100	635	100	635	100	635	100	635	100
AB	76	12	76	12	76	12	76	12	76	12
C1	165	26	165	26	165	26	165	26	166	26
C2	151	24	151	24	151	24	151	24	152	24
DE	243	38	243	38	243	38	243	38	241	38
Working F/T	192	30	192	30	192	30	192	30	192	30
Not Working	443	70	443	70	443	70	443	70	443	70

WALES

Projections Jan 03 - Dec 03

Table 1 Television Reception												
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1214	100	1214	100	1215	100	1216	100	1216	100	1217	100
TV Households	1190	98	1190	98	1191	98	1192	98	1192	98	1193	98

Table 1												
Television Reception												
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1217	100	1218	100	1218	100	1219	100	1219	100	1220	100
TV Households	1193	98	1194	98	1194	98	1195	98	1195	98	1196	98

Table 2**TV Households**

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1190	100	1190	100	1191	100	1192	100	1192	100	1193	100
Social Class	AB	157	13	157	13	157	13	157	13	157	13	157	13
	C1	301	25	301	25	301	25	302	25	302	25	302	25
	C2	250	21	250	21	250	21	250	21	250	21	250	21
	DE	482	41	482	41	483	41	483	41	483	41	484	41
Housewife Age	Under 25	62	5	62	5	62	5	62	5	62	5	62	5
	25 - 34	181	15	181	15	181	15	181	15	181	15	181	15
	35 - 44	229	19	229	19	229	19	230	19	230	19	230	19
	44 - 54	212	18	212	18	212	18	212	18	212	18	212	18
	55 - 64	192	16	192	16	192	16	193	16	193	16	193	16
	65 +	314	26	314	26	315	26	314	26	314	26	315	26
Size	1	332	28	332	28	333	28	333	28	333	28	333	28
	2	404	34	404	34	404	34	404	34	404	34	405	34
	3	195	16	195	16	195	16	196	16	196	16	196	16
	4+	259	22	259	22	259	22	259	22	259	22	259	22
Children	Without	329	28	329	28	329	28	329	28	329	28	329	28
	With	861	72	861	72	862	72	863	72	863	72	864	72

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1193	100	1194	100	1194	100	1195	100	1195	100	1196	100
Social Class	AB	157	13	157	13	157	13	158	13	158	13	158	13
	C1	302	25	302	25	302	25	302	25	302	25	302	25
	C2	250	21	250	21	250	21	251	21	251	21	251	21
	DE	484	41	485	41	485	41	484	41	484	41	485	41
Housewife Age	Under 25	62	5	62	5	62	5	62	5	62	5	62	5
	25 - 34	181	15	181	15	181	15	182	15	182	15	182	15
	35 - 44	230	19	230	19	230	19	231	19	231	19	231	19
	44 - 54	212	18	212	18	212	18	212	18	212	18	212	18
	55 - 64	193	16	193	16	193	16	193	16	193	16	193	16
	65 +	315	26	316	26	316	26	315	26	315	26	316	26
Size	1	333	28	333	28	333	28	334	28	334	28	334	28
	2	405	34	405	34	405	34	405	34	405	34	406	34
	3	196	16	196	16	196	16	196	16	196	16	196	16
	4+	259	22	260	22	260	22	260	22	260	22	260	22
Children	Without	329	28	330	28	330	28	330	28	330	28	330	28
	With	864	72	864	72	864	72	865	72	865	72	866	72

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2754	100	2754	100	2757	100	2759	100	2759	100	2761	100
Age												
4 - 9	214	8	214	8	214	8	214	8	214	8	214	8
10 - 15	244	9	244	9	244	9	244	9	244	9	245	9
16 - 24	318	12	318	12	320	12	320	12	320	12	321	12
25 - 34	359	13	359	13	361	13	361	13	361	13	361	13
35 - 44	422	15	422	15	418	15	419	15	419	15	420	15
45 - 54	382	14	382	14	383	14	383	14	383	14	383	14
55-64	337	12	337	12	337	12	337	12	337	12	338	12
65 +	478	17	478	17	480	17	481	17	481	17	479	17
Adults												
Total	2296	100	2296	100	2299	100	2301	100	2301	100	2302	100
AB	327	14	327	14	327	14	328	14	328	14	328	14
C1	597	26	597	26	597	26	597	26	597	26	598	26
C2	545	24	545	24	545	24	545	24	545	24	545	24
DE	827	36	827	36	830	36	831	36	831	36	831	36

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2761	100	2763	100	2763	100	2766	100	2766	100	2768	100
Age	4 - 9	214	8	214	8	214	8	214	8	214	8	215	8
	10 - 15	245	9	245	9	245	9	246	9	246	9	245	9
	16 - 24	321	12	321	12	321	12	322	12	322	12	322	12
	25 - 34	361	13	361	13	361	13	361	13	361	13	361	13
	35 - 44	420	15	419	15	419	15	417	15	417	15	418	15
	45 - 54	383	14	384	14	384	14	386	14	386	14	386	14
	55-64	338	12	338	12	338	12	339	12	339	12	339	12
	65 +	479	17	481	17	481	17	481	17	481	17	482	17
Adults	Total	2302	100	2304	100	2304	100	2306	100	2306	100	2308	100
	AB	328	14	328	14	328	14	328	14	328	14	329	14
	C1	598	26	599	26	599	26	599	26	599	26	599	26
	C2	545	24	546	24	546	24	547	24	547	24	547	24
	DE	831	36	831	36	831	36	832	36	832	36	833	36

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1354	100	1354	100	1354	100	1354	100	1354	100	1356	100
Age												
4 - 15	236	17	236	17	235	17	235	17	235	17	236	17
16 - 24	162	12	162	12	163	12	163	12	163	12	164	12
25 - 34	185	14	185	14	186	14	186	14	186	14	186	14
35 - 44	211	16	211	16	209	15	209	15	209	15	210	15
45 - 54	189	14	189	14	190	14	190	14	190	14	190	14
55 - 64	166	12	166	12	166	12	166	12	166	12	166	12
65 +	205	15	205	15	205	15	205	15	205	15	204	15
Adults												
Total	1118	100	1118	100	1119	100	1119	100	1119	100	1120	100
AB	167	15	167	15	167	15	167	15	167	15	167	15
C1	287	26	287	26	287	26	287	26	287	26	288	26
C2	289	26	289	26	289	26	289	26	289	26	289	26
DE	375	34	375	34	376	34	376	34	376	34	376	34
Working F/T	623	56	623	56	624	56	624	56	624	56	625	56
Not Working	495	44	495	44	495	44	495	44	495	44	495	44

Table 4a													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1356	100	1357	100	1357	100	1359	100	1359	100	1360	100
Age	4 - 15	236	17	236	17	236	17	237	17	237	17	237	17
	16 - 24	164	12	164	12	164	12	164	12	164	12	164	12
	25 - 34	186	14	186	14	186	14	186	14	186	14	186	14
	35 - 44	210	15	208	15	208	15	208	15	208	15	209	15
	45 - 54	190	14	191	14	191	14	191	14	191	14	191	14
	55 - 64	166	12	166	12	166	12	166	12	166	12	166	12
65 +		204	15	206	15	206	15	207	15	207	15	207	15
Adults	Total	1120	100	1121	100	1121	100	1122	100	1122	100	1123	100
	AB	167	15	167	15	167	15	167	15	167	15	168	15
	C1	288	26	288	26	288	26	288	26	288	26	288	26
	C2	289	26	290	26	290	26	290	26	290	26	290	26
	DE	376	34	376	34	376	34	377	34	377	34	377	34
	Working F/T	625	56	625	56	625	56	626	56	626	56	627	56
	Not Working	495	44	496	44	496	44	496	44	496	44	496	44

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1400	100	1400	100	1403	100	1405	100	1405	100
Age										
4 - 15	222	16	222	16	223	16	223	16	223	16
16 - 24	156	11	156	11	157	11	157	11	157	11
25 - 34	174	12	174	12	175	12	175	12	175	12
35 - 44	211	15	211	15	209	15	210	15	210	15
45 - 54	193	14	193	14	193	14	193	14	193	14
55 - 64	171	12	171	12	171	12	171	12	171	12
65 +	273	20	273	20	275	20	276	20	276	20
Adults										
Total	1178	100	1178	100	1180	100	1182	100	1182	100
AB	160	14	160	14	160	14	161	14	161	14
C1	310	26	310	26	310	26	310	26	310	26
C2	256	22	256	22	256	22	256	22	256	22
DE	452	38	452	38	454	38	455	38	455	38
Working F/T	328	28	328	28	328	28	328	28	328	28
Not Working	850	72	850	72	852	72	854	72	854	72

Table 4b										
Female Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1405	100	1406	100	1406	100	1407	100	1407	100
Age										
4 - 15	223	16	223	16	223	16	223	16	223	16
16 - 24	157	11	157	11	157	11	158	11	158	11
25 - 34	175	12	175	12	175	12	175	12	175	12
35 - 44	210	15	211	15	211	15	209	15	209	15
45 - 54	193	14	193	14	193	14	195	14	195	14
55 - 64	172	12	172	12	172	12	173	12	173	12
65 +	275	20	275	20	275	20	274	19	274	19
Adults										
Total	1182	100	1183	100	1183	100	1184	100	1184	100
AB	161	14	161	14	161	14	161	14	161	14
C1	310	26	311	26	311	26	311	26	311	26
C2	256	22	256	22	256	22	257	22	257	22
DE	455	38	455	38	455	38	455	38	455	38
Working F/T	329	28	329	28	329	28	329	28	329	28
Not Working	853	72	854	72	854	72	855	72	855	72

MIDLANDS WEST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2474	100	2474	100	2476	100	2476	100	2478	100
TV Households	2426	98	2426	98	2428	98	2428	98	2430	98
									2431	98
									2479	100
										98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2480	100	2481	100	2481	100	2483	100	2484	100
TV Households	2432	98	2433	98	2433	98	2435	98	2436	98
									2437	98
									2485	100
										98

Table 2 **TV Households**

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2426	100	2426	100	2428	100	2428	100	2430	100	2431	100
Social Class	AB	390	16	390	16	391	16	391	16	391	16	391	16
	C1	660	27	660	27	660	27	661	27	662	27	661	27
	C2	524	22	524	22	525	22	525	22	525	22	526	22
	DE	852	35	852	35	852	35	851	35	852	35	853	35
Housewife Age	Under 25	128	5	128	5	128	5	128	5	128	5	128	5
	25 - 34	410	17	410	17	410	17	410	17	411	17	412	17
	35 - 44	482	20	482	20	483	20	483	20	483	20	483	20
	44 - 54	436	18	436	18	436	18	435	18	435	18	435	18
	55 - 64	383	16	383	16	383	16	384	16	384	16	384	16
	65 +	587	24	587	24	588	24	588	24	589	24	589	24
Size	1	683	28	682	28	683	28	683	28	684	28	684	28
	2	856	35	856	35	857	35	857	35	856	35	858	35
	3	375	15	375	15	375	15	375	15	376	15	376	15
	4+	512	21	513	21	513	21	513	21	514	21	513	21
Children	Without	681	28	681	28	682	28	681	28	682	28	682	28
	With	1745	72	1745	72	1746	72	1747	72	1748	72	1749	72

TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2432	100	2433	100	2433	100	2433	100	2436	100	2437	100
Social Class	AB	392	16	391	16	391	16	391	16	392	16	392	16
	C1	661	27	663	27	662	27	663	27	663	27	663	27
	C2	526	22	525	22	526	22	526	22	526	22	527	22
	DE	853	35	854	35	854	35	855	35	855	35	855	35
Housewife Age	Under 25	128	5	128	5	128	5	128	5	128	5	128	5
	25 - 34	412	17	412	17	412	17	412	17	412	17	413	17
	35 - 44	483	20	485	20	484	20	484	20	485	20	484	20
	44 - 54	435	18	435	18	435	18	436	18	436	18	436	18
	55 - 64	384	16	385	16	384	16	384	16	384	16	384	16
	65 +	590	24	588	24	590	24	591	24	591	24	592	24
Size	1	684	28	685	28	684	28	685	28	685	28	686	28
	2	859	35	857	35	859	35	860	35	860	35	860	35
	3	376	15	377	15	376	15	376	15	376	15	376	15
	4+	513	21	514	21	514	21	514	21	515	21	515	21
Children	Without	683	28	683	28	684	28	684	28	684	28	684	28
	With	1749	72	1750	72	1749	72	1751	72	1752	72	1753	72

Table 3 All Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5543	100	5543	100	5547	100	5547	100	5552	100	5554	100
Age												
4 - 9	445	8	444	8	444	8	445	8	445	8	445	8
10 - 15	488	9	489	9	490	9	490	9	490	9	490	9
16 - 24	617	11	617	11	617	11	617	11	617	11	617	11
25 - 34	782	14	781	14	782	14	783	14	785	14	784	14
35 - 44	894	16	897	16	899	16	894	16	894	16	894	16
45 - 54	761	14	760	14	760	14	761	14	763	14	762	14
55-64	672	12	672	12	672	12	673	12	673	12	673	12
65 +	884	16	883	16	883	16	884	16	885	16	889	16
Adults												
Total	4610	100	4610	100	4613	100	4612	100	4617	100	4619	100
AB	796	17	796	17	797	17	797	17	797	17	798	17
C1	1310	28	1309	28	1310	28	1310	28	1312	28	1311	28
C2	1072	23	1072	23	1072	23	1070	23	1072	23	1072	23
DE	1432	31	1433	31	1434	31	1435	31	1436	31	1438	31

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5556	100	5559	100	5559	100	5564	100	5565	100	5567	100
Age	4 - 9	445	8	446	8	446	8	446	8	447	8	447	8
	10 - 15	490	9	490	9	491	9	491	9	490	9	490	9
	16 - 24	617	11	618	11	619	11	620	11	620	11	621	11
	25 - 34	784	14	784	14	784	14	784	14	785	14	787	14
	35 - 44	895	16	894	16	896	16	898	16	897	16	894	16
	45 - 54	762	14	762	14	762	14	762	14	762	14	763	14
	55-64	673	12	674	12	674	12	674	12	675	12	675	12
	65 +	890	16	891	16	887	16	889	16	889	16	890	16
Adults	Total	4621	100	4623	100	4622	100	4627	100	4628	100	4630	100
	AB	798	17	798	17	798	17	800	17	799	17	799	17
	C1	1312	28	1313	28	1314	28	1314	28	1315	28	1315	28
	C2	1073	23	1074	23	1074	23	1075	23	1075	23	1076	23
	DE	1438	31	1438	31	1436	31	1438	31	1439	31	1440	31

Table 4a Male Individuals in TV Households

Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2750	100	2751	100	2753	100	2753	100	2755	100	2756	100
Age												
4 - 15	480	17	481	17	482	18	482	18	482	17	482	17
16 - 24	316	11	315	11	315	11	315	11	315	11	315	11
25 - 34	400	15	399	15	399	14	399	14	401	15	401	15
35 - 44	454	17	457	17	458	17	457	17	456	17	455	17
45 - 54	381	14	381	14	381	14	381	14	383	14	382	14
55 - 64	334	12	334	12	334	12	335	12	335	12	335	12
65 +	385	14	384	14	384	14	384	14	383	14	386	14
Adults												
Total	2270	100	2270	100	2271	100	2271	100	2273	100	2274	100
AB	399	18	399	18	399	18	399	18	399	18	400	18
C1	636	28	635	28	636	28	637	28	638	28	636	28
C2	581	26	581	26	581	26	580	26	581	26	581	26
DE	654	29	655	29	655	29	655	29	655	29	657	29
Working F/T	1404	62	1404	62	1405	62	1405	62	1406	62	1407	62
Not Working	866	38	866	38	866	38	866	38	867	38	867	38

Table 4a										
Male Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2757	100	2758	100	2759	100	2760	100	2760	100
Age										
4 - 15	482	17	482	17	483	18	483	18	482	17
16 - 24	315	11	316	11	316	11	317	11	317	11
25 - 34	401	15	401	15	401	15	401	15	401	15
35 - 44	456	17	455	16	456	17	457	17	457	17
45 - 54	382	14	382	14	382	14	382	14	382	14
55 - 64	335	12	335	12	335	12	335	12	335	12
65 +	386	14	387	14	386	14	385	14	386	14
Adults										
Total	2275	100	2276	100	2276	100	2277	100	2278	100
AB	400	18	400	18	400	18	401	18	400	18
C1	637	28	638	28	638	28	638	28	639	28
C2	582	26	582	26	582	26	583	26	582	26
DE	656	29	656	29	656	29	655	29	657	29
Working F/T	1407	62	1409	62	1409	62	1408	62	1409	62
Not Working	868	38	867	38	867	38	869	38	869	38

MIDLANDS EAST

Projections Jan 03 - Dec 03

Table 1										
Television Reception										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	913	100	914	100	914	100	915	100	915	100
TV Households	893	98	894	98	894	98	895	98	896	98

Table 1										
Television Reception										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	916	100	917	100	918	100	918	100	919	100
TV Households	896	98	897	98	898	98	898	98	899	98

Table 2 **TV Households**

Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03		Jun 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		893	100	894	100	894	100	895	100	895	100	896	100
Social Class	AB	140	16	140	16	140	16	140	16	140	16	140	16
	C1	269	30	269	30	269	30	269	30	269	30	270	30
	C2	182	20	182	20	182	20	182	20	182	20	182	20
	DE	302	34	303	34	303	34	304	34	304	34	304	34
Housewife Age	Under 25	59	7	59	7	59	7	59	7	59	7	59	7
	25 - 34	165	18	165	18	165	18	165	18	165	18	165	18
	35 - 44	188	21	188	21	188	21	188	21	188	21	189	21
	44 - 54	143	16	143	16	143	16	144	16	144	16	144	16
	55 - 64	126	14	126	14	126	14	126	14	126	14	126	14
	65 +	212	24	213	24	213	24	213	24	213	24	213	24
Size	1	253	28	254	28	254	28	254	28	254	28	254	28
	2	306	34	306	34	306	34	307	34	307	34	307	34
	3	152	17	152	17	152	17	152	17	152	17	152	17
	4+	182	20	182	20	182	20	182	20	182	20	183	20
Children	Without	256	29	256	29	256	29	257	29	257	29	257	29
	With	637	71	638	71	638	71	638	71	638	71	639	71

Table 2 TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		896	100	897	100	898	100	898	100	899	100	899	100
Social Class	AB	140	16	141	16	141	16	141	16	141	16	141	16
	C1	270	30	269	30	270	30	270	30	270	30	270	30
	C2	182	20	183	20	183	20	183	20	183	20	183	20
	DE	304	34	304	34	304	34	304	34	305	34	305	34
Housewife Age	Under 25	59	7	59	7	59	7	59	7	59	7	59	7
	25 - 34	165	18	165	18	165	18	165	18	165	18	165	18
	35 - 44	189	21	188	21	189	21	189	21	189	21	189	21
	44 - 54	144	16	145	16	145	16	145	16	145	16	145	16
	55 - 64	126	14	126	14	127	14	127	14	127	14	127	14
	65 +	213	24	214	24	213	24	213	24	214	24	214	24
Size	1	254	28	254	28	255	28	255	28	255	28	255	28
	2	307	34	308	34	307	34	307	34	308	34	308	34
	3	152	17	152	17	153	17	153	17	153	17	153	17
	4+	183	20	183	20	183	20	183	20	183	20	183	20
Children	Without	257	29	257	29	257	29	257	29	258	29	258	29
	With	639	71	640	71	641	71	641	71	641	71	641	71

Table 3 All Individuals in TV Households											
Projections for		Jan 03		Feb 03		Mar 03		Apr 03		May 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2019	100	2022	100	2022	100	2024	100	2026	100
Age	4 - 9	169	8	170	8	170	8	170	8	170	8
	10 - 15	176	9	175	9	175	9	175	9	176	9
	16 - 24	239	12	240	12	240	12	240	12	240	12
	25 - 34	300	15	301	15	301	15	301	15	302	15
	35 - 44	338	17	335	17	335	17	338	17	338	17
	45 - 54	259	13	260	13	260	13	260	13	262	13
	55-64	223	11	223	11	223	11	223	11	223	11
	65 +	315	16	318	16	318	16	317	16	315	16
Adults	Total	1674	100	1677	100	1677	100	1679	100	1680	100
	AB	279	17	279	17	279	17	279	17	280	17
	C1	517	31	518	31	518	31	519	31	519	31
	C2	377	23	377	22	377	22	379	23	379	23
	DE	501	30	503	30	503	30	502	30	502	30

Table 3 All Individuals in TV Households													
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03		Dec 03	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2026	100	2028	100	2030	100	2030	100	2033	100	2033	100
Age	4 - 9	170	8	170	8	170	8	170	8	170	8	170	8
	10 - 15	176	9	176	9	176	9	176	9	177	9	177	9
	16 - 24	240	12	240	12	240	12	240	12	240	12	240	12
	25 - 34	302	15	302	15	302	15	302	15	302	15	302	15
	35 - 44	338	17	340	17	340	17	340	17	342	17	342	17
	45 - 54	262	13	262	13	262	13	262	13	262	13	262	13
	55-64	223	11	223	11	224	11	224	11	224	11	224	11
	65 +	315	16	315	16	316	16	316	16	316	16	316	16
Adults	Total	1680	100	1682	100	1684	100	1684	100	1686	100	1686	100
	AB	280	17	280	17	280	17	280	17	281	17	281	17
	C1	519	31	520	31	520	31	520	31	521	31	521	31
	C2	379	23	379	23	379	23	379	23	380	23	380	23
	DE	502	30	503	30	505	30	505	30	504	30	504	30

Table 4a										
Male Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	998	100	998	100	998	100	999	100	999	100
Age										
4 - 15	183	18	182	18	182	18	182	18	182	18
16 - 24	117	12	118	12	118	12	118	12	118	12
25 - 34	150	15	151	15	151	15	151	15	151	15
35 - 44	171	17	169	17	169	17	170	17	170	17
45 - 54	130	13	130	13	130	13	130	13	130	13
55 - 64	112	11	112	11	112	11	112	11	112	11
65 +	135	14	136	14	136	14	136	14	136	14
Adults										
Total	815	100	816	100	816	100	817	100	817	100
AB	142	17	142	17	142	17	142	17	142	17
C1	252	31	253	31	253	31	253	31	253	31
C2	202	25	202	25	202	25	203	25	203	25
DE	219	27	219	27	219	27	219	27	219	27
Working F/T	519	64	520	64	520	64	520	64	520	64
Not Working	296	36	296	36	296	36	297	36	297	36

Table 4a											
Male Individuals in TV Households											
Projections for		Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1001	100	1002	100	1003	100	1003	100	1005	100
Age	4 - 15	183	18	183	18	183	18	183	18	184	18
	16 - 24	118	12	118	12	118	12	118	12	118	12
	25 - 34	151	15	151	15	151	15	151	15	151	15
	35 - 44	170	17	171	17	171	17	171	17	172	17
	45 - 54	131	13	131	13	131	13	131	13	131	13
	55 - 64	112	11	112	11	113	11	113	11	113	11
	65 +	136	14	136	14	136	14	136	14	136	14
Adults	Total	818	100	819	100	820	100	820	100	821	100
	AB	142	17	142	17	142	17	142	17	143	17
	C1	254	31	254	31	254	31	254	31	254	31
	C2	203	25	203	25	203	25	203	25	204	25
	DE	219	27	220	27	221	27	221	27	220	27
	Working F/T	521	64	521	64	522	64	522	64	523	64
	Not Working	297	36	298	36	298	36	298	36	298	36

Table 4b										
Female Individuals in TV Households										
Projections for	Jan 03		Feb 03		Mar 03		Apr 03		May 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1021	100	1024	100	1024	100	1025	100	1025	100
Age										
4 - 15	162	16	163	16	163	16	163	16	163	16
16 - 24	122	12	122	12	122	12	122	12	122	12
25 - 34	150	15	150	15	150	15	150	15	151	15
35 - 44	167	16	166	16	166	16	168	16	168	16
45 - 54	129	13	130	13	130	13	130	13	131	13
55 - 64	111	11	111	11	111	11	111	11	111	11
65 +	180	18	182	18	182	18	181	18	179	17
Adults										
Total	859	100	861	100	861	100	862	100	862	100
AB	137	16	137	16	137	16	137	16	138	16
C1	265	31	265	31	265	31	266	31	265	31
C2	175	20	175	20	175	20	176	20	176	20
DE	282	33	284	33	284	33	283	33	283	33
Working F/T	262	31	262	30	262	30	262	30	262	30
Not Working	597	69	599	70	599	70	600	70	600	70

Table 4b										
Female Individuals in TV Households										
Projections for	Jul 03		Aug 03		Sep 03		Oct 03		Nov 03	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1025	100	1026	100	1027	100	1027	100	1028	100
Age										
4 - 15	163	16	163	16	163	16	163	16	163	16
16 - 24	122	12	122	12	122	12	122	12	122	12
25 - 34	151	15	151	15	151	15	151	15	151	15
35 - 44	168	16	169	16	169	16	169	16	170	17
45 - 54	131	13	131	13	131	13	131	13	131	13
55 - 64	111	11	111	11	111	11	111	11	111	11
65 +	179	17	179	17	180	18	180	18	180	18
Adults										
Total	862	100	863	100	864	100	864	100	865	100
AB	138	16	138	16	138	16	138	16	138	16
C1	265	31	266	31	266	31	266	31	267	31
C2	176	20	176	20	176	20	176	20	176	20
DE	283	33	283	33	284	33	284	33	284	33
Working F/T	262	30	263	30	264	31	264	31	264	31
Not Working	600	70	600	70	600	69	600	69	601	69

APPENDIX A

OBJECTIVES

OBJECTIVES

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
 - a) television ownership
 - b) television reception
 - c) ownership of television related equipment
 - d) detailed demographic information

2. To obtain targets for the results of the survey for various marginal and interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
 - Age of housewife
 - Size of household
 - Presence of children
 - Social class
 - Total set usage
 - ITV / BBC share of set usage
 - Age
 - Sex
 - Working Status (adults)
 - Terminal age of education (adults)
 - Stations received
 - Number of sets
 - Set characteristics
 - Ownership of TV related equipment

3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each ITV area and BBC Region the various strata are correctly represented.

APPENDIX B

THE SAMPLE

THE SAMPLE

The Establishment Survey is selected as an annual sample which is then divided into twelve monthly replicates. The design is such that the monthly samples will support Network reporting and the quarterly samples will support full regional reporting. This appendix details the sampling procedures used. Note that the data herein come from two distinct sources: the BARB 1991 Contract Establishment survey which was based on paper questionnaires provides data from July 2000 to June 2001, while the BARB 2002 Contract CAPI-based survey provides data from July 2001 to June 2002.

POPULATION DEFINITIONS AND GEOGRAPHY

The Establishment survey is designed to be representative of all permanent residents in private households in the UK. This excludes about 3% of individuals who are resident in non-private households.

The population is divided into ITV reception areas and BBC editorial regions. These are defined by BARB in terms of Local Authority administrative districts and wards.

ITV reception areas are effectively determined by the signal strength allowed from the transmitters allocated to each ITV franchise holder. Therefore ITV areas overlap with each other, generating area segments where two or three ITV stations can be received. The inter-lacing of ITV reception areas generates 43 ITV area segments:-

- 17 Non-overlap areas - single ITV reception
- 20 Dual overlap areas - dual ITV reception
- 6 Triple overlap areas - triple ITV reception

BBC editorial regions are non-overlapping geographically defined regions. There are thirteen BBC editorial regions. One of these - Midlands - is sub-divided into West and East.

When ITV areas and BBC regions are overlaid, a total of 64 mutually exclusive ITV/BBC area segments are generated.

GEOGRAPHICAL DISTRIBUTION OF THE SAMPLE

The 2001 and 2002 contracts have similar but not identical sample designs. The key difference is in the number of assignments worked – 3204 on the old contract compared with 4376 on the new, each assignment having a target of 12 interviews. This larger number reflects the increased size and control of the new panel.

The geographical distribution of the Establishment Survey is determined by the numbers of home ITV households required for each ITV area panel. The basic objective is that the total number of households sampled in each of the 17 ITV areas will generate a constant ratio between the expected number of home ITV households on the Establishment Survey and the number of panel homes (i.e. the relative sampling fractions for the Establishment Survey and the panel are the same).

However, this is subject to the following constraints:-

- (i) The minimum total households sample size for every whole ITV area is 1000, except Channel Islands (500).
- (ii) Overlap areas are sampled at one and a half times the rate of non-overlap areas for the BARB 1991 Contract.
- (iii) The procedure generates two different requirements for segments in dual overlap areas and three in triple overlap areas. In these cases, the larger requirement is taken.

Following these rules, the annual numbers of assignments required in each of the 43 ITV area segments is calculated. The design is then different for ITV non-overlap and overlap areas.

For the 17 ITV non-overlap areas, the calculated number of assignments is also the number of postal sectors which must be selected as first stage sampling units. Each interviewer assignment is then located at four different enumeration districts within a postal sector.

For the 26 ITV overlap areas, enumeration districts are the first stage sampling units. The number of enumeration districts required in each ITV overlap area is three times the calculated number of assignments. Each interviewer assignment is then a grouping of three convenient enumeration districts from the annual sample.

OTHER STRATIFICATIONS

In addition to the ITV area and BBC region control of the sample, other area based stratifications are used.

Each dual ITV overlap area has been divided into three sub-areas based upon proximity to the contributing ITV stations. These are defined in terms of enumeration districts.

The ACORN geodemographic system has been used to classify both postal sectors and enumeration districts. For postal sectors, the classification is the averaged ACORN code indicator score for the sector. For enumeration districts, the classification is the ACORN code itself.

For the BARB 2002 sample, stratifications of Channel 5 reception Area and Cable Areas are also used in larger segments such as London ITV non-overlap.

SAMPLE SELECTION

The BARB 1991 sample used different approaches in ITV Non-Overlap Areas and ITV Overlap Areas. These are described below. The BARB 2002 sample uses the less clustered Overlap Area approach throughout, except for more remote rural areas where this is not practical.

ITV NON-OVERLAP AREAS

The sample is selected in three stages with two levels of clustering.

Stage 1: Postal Sectors

The number of postal sectors required in each ITV non-overlap area is calculated. Based upon private household counts, this number is allocated proportionally (still in multiples of four) to the contributing ITV/BBC area segments.

Within each ITV/BBC area segment, the required number of postal sectors is selected with probability proportional to private household counts, stratified by averaged ACORN Code. A systematic sample is selected from a list of postal sectors ordered by postcode within averaged ACORN code.

Stage 2: Enumeration Districts

Within each selected postal sector, four enumeration districts are selected with probability proportional to private household counts, stratified by ACORN Classification. A systematic sample is selected from a list of e.d.'s ordered by e.d. code within ACORN Classification.

Stage 3: Addresses

Within each enumeration district, a systematic sample of four, five or six addresses is selected with a sampling interval of three from a random start point. The sample is selected from the postal address file and is located in geographically adjacent postcodes. A single postcode is exhausted before moving to the next. The exact number of addresses varies by region, being designed to always yield an expected sample of twelve interviews in a whole interviewer assignment of four e.d.'s.

Within the same enumeration district, the basic sample of addresses is matched by a substitute sample. This is also a systematic sample of 4, 5 or 6 addresses with a sampling interval of three, but from a different random start point. Substitutes are used strictly in sequence as replacements for ineligible addresses in the basic sample.

ITV OVERLAP AREAS

The sample is selected in two stages with one level of clustering:-

Stage 1: Enumeration Districts

The number of enumeration districts required in each ITV overlap area is calculated. Based upon private household counts, this number is allocated proportionally in multiples of four to the contributing ITV/BBC area segments.

Within each ITV/BBC area segment, the required number of e.d.'s is selected with probability proportional to private household counts, stratified by ACORN Classification and by "ITV overlap sub-areas". A systematic sample is selected from a list of e.d.'s ordered by e.d. code within ACORN Classification within "ITV overlap sub-area".

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Stage 2: Addresses

As stage 3 for the non-overlap design.

ULSTER

For Ulster, enumeration districts, private household counts and geodemographics are not available. Therefore the sample is drawn with probability proportional to P.A.F. domestic address counts in three stages:-

Stage 1 -	Postal sectors
Stage 2 -	Postcode located sub-clusters
Stage 3 -	Addresses

Because all stages are based upon the P.A.F., no substitution is allowed.

APPENDIX C

FIELDWORK AND RESULTS

FIELDWORK AND RESULTS

The tables given in this report are based on Establishment Survey interviews carried out between July 2000 and June 2002.

The following tables show the fieldwork results. Data are given for the total sample and for each ITV area, split for the two survey approaches – the BARB 1991 Contract survey up to June 2001 and the BARB 2002 Contract thereafter.

An explanation of some of the terms is given below.

SHOP/BUSINESS

The small user part of the Postcode Address File lists delivery points. It includes any business which receives an average of fewer than 20 letters per day. These addresses are ineligible for interview unless there is a private household at the same address.

OTHER NON EFFECTIVE

This category includes all reasons other than those shown in the table for classifying the addresses as non effective.

SUBSTITUTE ADDRESSES (ITEMISED IN JUNE 2002 DATA ONLY)

Ineligible addresses are replaced with substitute addresses – See Appendix B ITV NON-OVERLAP AREAS Stage 3: Addresses.

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

Some addresses, such as houses converted into flats, yield more than one household. The procedure at these addresses is described in Appendix H.

NON CONTACT

In these cases the address was known to be occupied but no reply was obtained from at least 3 calls. At least two of those calls were made in the evening or at a weekend.

REFUSAL

All total and partial refusals by or on behalf of the housewife are included in this group.

REJECTED INTERVIEWS

This group comprises completed interviews not included in the final reporting sample for quality control reasons.

RESPONSE ANALYSIS: Jul 2000-Jun 2001							
	TOTAL	LON	MID	EAST	WEST	SW	S
Addresses Issued	55782	9508	4943	4287.8	2394	2919	5050
Shop/Business	1681	248	149	152.721	43	64	131
Demolished/Under Construction	2227	475	177	67.876	89	8	175
Empty	3456	350	344	198.269	76	129	171
Holiday Home	489	28	8	20.5414	20	70	30
Other Non-Effective	1670	163	92	83.9519	45	92	116
Eligible Addresses	46261	8245	4173	3764.44	2121	2556	4427
Substitute Addresses	6099	591	580	403.684	165	203	379
Multiple Occupancy Addresses	606	209	28	15.1828	32	73	74
Additional Households	6705	800	608	418.867	197	276	454
Total Households	52966	9045	4781	4183.31	2318	2832	4880
Non-Contacts	9778	2487	852	802.902	511	397	932
Language Difficulties	160	69	13	8.03795	1	1	6
Refusals	5872	1206	545	548.367	202	197	653
Achieved Interviews	37155	5282	3371	2824	1604	2237	3290
Rejected Interviews	27	0	0	*	1	8	0
Total Used Interviews	37139	5293	3371	2824	1603	2229	3290

*=Under 0.5%

RESPONSE ANALYSIS: Jul 2000-Jun 2001						
	N	NE	NW	SCOT	ULS	WALES
Addresses Issued	4099	3407	6903	5980	3121	3169
Shop/Business	101	96	292	241	76	87
Demolished/Under Construction	106	58	565	327	35	143
Empty	337	262	537	628	160	263
Holiday Home	23	55	83	98	16	37
Other Non-Effective	72	137	195	397	172	104
Eligible Addresses	3460	2799	5231	4289	2662	2534
Substitute Addresses	530	473	1123	1180	0	471
Multiple Occupancy Addresses	7	23	25	94	0	25
Additional Households	537	496	1148	1274	0	496
Total Households	3996	3295	6379	5563	2662	3031
Non-Contacts	534	395	1044	741	612	470
Language Difficulties	13	6	22	13	1	7
Refusals	433	342	710	608	161	267
Achieved Interviews	3017	2552	4603	4201	1888	2286
Rejected Interviews	0	0	0	1	17	0
Total Used Interviews	3017	2552	4603	4200	1871	2286

*=Under 0.5%

*=Under 0.5%

BBC

RESPONSE ANALYSIS: Jul 2001-Jun 2002								
	TOTAL	LSE	EAST	WEST	SW	S	N	
Addresses Issued	80706	18984	5757	3213	3003	6589	5044	
Shop/Business	1281	286	89	51	53	81	56	
Demolished/Under Construction	345	73	28	11	11	21	18	
Empty	4679	903	282	157	135	228	322	
Holiday Home	790	65	54	15	131	54	12	
Other Non-Effective	1931	423	171	47	64	117	98	
Eligible Addresses	71681	17233	5133	2932	2609	6088	4538	
Substitute Addresses	8266	1704	606	277	342	501	491	
Multiple Occupancy Addresses	995	509	25	17	59	68	25	
Additional Households	9261	2213	631	294	401	569	516	
Total Households	80943	19446	5764	3226	3010	6657	5054	100%
Non-Contacts	13337	4876	862	559	363	962	653	14%
Language Difficulties	55	25	4	0	5	2	3	*
Refusals	14712	4855	1125	446	504	1350	833	20%
Achieved Interviews	52839	9690	3773	2221	2138	4343	3565	71%
Rejected Interviews	7	0	0	0	1	0	0	*
Total Used Interviews	52832	9690	3773	2221	2137	4343	3565	71%

*=Under 0.5%

RESPONSE ANALYSIS: Jul 2001-Jun 2002								
	NE	NW	SCOT	ULS	WALES	MID W	MID E	
Addresses Issued	3688	6689	7493	4891	5919	6946	2491	
Shop/Business	33	86	159	122	112	109	43	
Demolished/Under Construction	17	30	52	15	45	21	2	
Empty	303	489	608	206	516	350	180	
Holiday Home	59	135	101	19	118	18	8	
Other Non-Effective	69	161	183	116	251	187	44	
Eligible Addresses	3207	5788	6390	4413	4877	6261	2214	
Substitute Addresses	475	867	1061	0	998	676	267	
Multiple Occupancy Addresses	2	39	170	6	32	20	23	
Additional Households	477	906	1231	6	1030	696	290	
Total Households	3684	6694	7621	4419	5907	6957	2504	100%
Non-Contacts	465	1060	817	732	761	905	321	13%
Language Difficulties	1	3	2	1	1	4	4	*
Refusals	557	1098	869	404	880	1254	537	21%
Achieved Interviews	2661	4533	5933	3282	4264	4794	1642	66%
Rejected Interviews	3	0	1	0	0	2	0	*
Total Used Interviews	2658	4533	5932	3282	4264	4792	1642	66%

*=Under 0.5%

BBC

APPENDIX D

DEFINITIONS

DEFINITIONS

BBC AREAS

The tables given in this report refer to BBC areas, as defined by BARB at the date of the survey.

POPULATION

The "All Households" and "Individuals in all Households" values are based on Office for National Statistics estimates and projections.

PRIVATE HOUSEHOLD

Interviews are only carried out at private households. A private household consists of either one person living alone or a group of people, usually but not always members of one family, who live together and whose food and other household expenses are managed as one unit.

TV HOUSEHOLD

A TV Household is a household which has at least one television either in working order or for which arrangements have been made for its repair in the next seven days.

CABLE AND SATELLITE HOUSEHOLDS

A cable and satellite household is defined as a household which receives broadcasts from any station other than BBC1, BBC2, ITV, CH4, CH5, S4C or RTE. It excludes homes that receive only terrestrial stations via cable.

HOUSEHOLD MEMBER

Every individual who lives regularly in a private household at an address is included as a regular household member.

Household members include:

- a) All relatives living in the household for at least four nights a week.
- b) Married people living away from home most of the week but who return to their spouse at this household for at least one night per week (e.g. at weekends).
- c) Any who are away in hospital or on a business trip at the time of the interview, unless they have been away for more than six months.
- d) Fisherman or armed forces personnel where this is their only permanent address.
- e) Children under 16 years away at boarding school.
- f) Boarders in residence for at least four nights a week unless they are married and return to their own spouse at least one night per week.

Household members exclude

- a) Students over 16 years away at school, college or university.
- b) Armed forces or merchant navy personnel who are stationed permanently away from home.
- c) Lodgers from a separate household as they cater for themselves (whereas boarders have at least one meal provided by the housewife).

HOUSEWIFE

The housewife is the member of the household who is solely or mainly responsible for the household duties.

- a) There is one and only one housewife in a household.
- b) A housewife may be male or female.
- c) If two persons of different sex share the household duties the woman is regarded as the housewife.
- d) If two of the same sex have equal claims to be the housewife, the elder is taken as the housewife.
- e) A man is the housewife in an all male household.

- f) In some cases a man may be the housewife in a mixed sex household if he is chiefly responsible for the household duties.
- g) A servant is never the housewife.

HEAD OF THE HOUSEHOLD

The Head of the Household is the member of the household who meets one or more of the following requirements:

- a) Owns the property.
- b) Is legally responsible for the rent of the accommodation.
- c) Has the use of the accommodation because of the job.
- d) Is related to the owner or tenant who is not a regular member of the household. For example the wife of a member of the armed forces who is permanently posted away from home will be the Head of the Household.

If a wife owns or rents the property, and the husband is a member of the household, then the husband is the Head of the Household.

SOCIAL CLASS

The social class of a household is determined by the occupation of the Chief Income Earner.

CHIEF INCOME EARNER

The Chief Income Earner is the member of the household with the greatest total income, whether from employment, pensions, state benefits, investments or any other sources.

"PORTABLE" SETS

A "portable" set is a set described by the housewife as a "portable".

REMOTE CONTROL SETS

Remote control sets include those televisions with any type of hand held remote control which controls any or all of the functions of the television. These remote controls may be connected by a lead to the television or operate the television by means of infrared or ultrasonic signals.

SCREEN SIZE

The size of the television screen is measured diagonally across the screen.

EMPLOYMENT STATUS

In the report tables the "working" categories include those working 8 or more hours per week. Adults and housewives working less than 8 hours per week or in full-time education are included in the "not working" groups.

PERCENTAGES

Percentages given in the tables are quoted to the nearest "1 percent". This means that a "total" percentage will not necessarily agree with the sum of component percentages.

APPENDIX E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

Establishment Survey reports prior to March 1985 gave data for all televisions and included those classed as being "permanently out of order " (i.e. arrangements have not been made for repair within the next 7 days). Since then, Establishment Survey reports provide data for only those sets which are working or temporarily out of order. The change gives more realistic data on set ownership.

As part of this change any set "permanently out of order" has been deducted from the number of sets in a household. Thus, if a household has two sets and one of the two is "permanently out of order", it has been treated as a single set household in the report tables. Similarly, if a household has only one set which is "permanently out of order", it is shown as a "No TV" household.

APPENDIX F

ROUNDING

ROUNDING

The values shown in the tables in the first part of this report are those obtained from the weighted sample data rounded to the nearest thousand. The effect of this is that in some instances the component parts in a table do not sum to the total and values in one table do not sum to a value in another table (e.g. men + women might not equal adults).

The reason for this procedure is to ensure that the values given in this report can be reproduced exactly by users of the Establishment Survey tape.

Tables in the second part (projections) have been subjected to a different rounding procedure. These are used in the processing of panel data and it is required that component parts do sum to totals in a particular hierarchy.

APPENDIX G

SAMPLE BASES FOR THE TABLES

SAMPLE BASES FOR THE TABLES

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2000 to June 2002.

SAMPLE BASES FOR REPORT TABLES

TABLES 1 - 3

	All Households	TV Households	Receiving Colour	More than 1 TV Set
ALL AREAS	89971	88060	87720	56198
LONDON	12253	11916	11877	7260
SOUTH EAST	2730	2676	2670	1775
MIDLANDS	9805	9637	9602	6029
EAST	6597	6434	6408	4053
WEST	3824	3760	3755	2472
SOUTH WEST	4366	4294	4275	2869
SOUTH	7633	7509	7487	4892
NORTH	6582	6433	6403	4368
NORTH EAST	5210	5110	5088	3265
NORTH WEST	9136	8963	8933	5894
SCOTLAND	10132	9921	9863	6399
ULSTER	5153	4976	4959	2785
WALES	6550	6431	6400	4137
WEST MIDLANDS	7247	7126	7098	4419
EAST MIDLANDS	2558	2511	2504	1610
NON TERRESTRIAL	20108	20108	20106	15931
DIRECT TO HOME	11994	11994	11994	9804

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households
ALL AREAS	179971
LONDON	23757
SOUTH EAST	5660
MIDLANDS	19527
EAST	13051
WEST	7874
SOUTH WEST	9087
SOUTH	15714
NORTH	13618
NORTH EAST	10344
NORTH WEST	18590
SCOTLAND	20161
ULSTER	9522
WALES	13066
WEST MIDLANDS	14414
EAST MIDLANDS	5113
NON TERRESTRIAL	49547
DIRECT TO HOME	30805

SAMPLE BASES FOR REPORT TABLES

TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals in Colour TV Households	Individuals in Multi Set Households
ALL AREAS	216248	213057	212569	152708
LONDON	30413	29774	29716	20257
SOUTH EAST	6631	6543	6535	4855
MIDLANDS	24098	23815	23756	16755
EAST	15809	15537	15496	11047
WEST	9071	8967	8958	6627
SOUTH WEST	10208	10102	10078	7533
SOUTH	18265	18037	18012	13117
NORTH	15698	15466	15418	11687
NORTH EAST	12021	11853	11820	8592
NORTH WEST	21834	21534	21496	15872
SCOTLAND	23306	22981	22894	16882
ULSTER	13425	13156	13138	8374
WALES	15469	15292	15252	11110
WEST MIDLANDS	17797	17593	17543	12330
EAST MIDLANDS	6301	6222	6213	4425
NON TERRESTRIAL	57873	57873	57869	47805
DIRECT TO HOME	35703	35703	35703	30069

SAMPLE BASES FOR REPORT TABLES

TABLE 5

	Adults in All Households	Adults in TV Households	Adults in Colour TV Households	Adults in Multi Set Households
ALL AREAS	170430	167795	167375	117778
LONDON	23745	23243	23196	15583
SOUTH EAST	5177	5104	5098	3709
MIDLANDS	18770	18534	18485	12756
EAST	12453	12227	12191	8487
WEST	7276	7193	7187	5214
SOUTH WEST	8227	8137	8113	5945
SOUTH	14502	14325	14302	10153
NORTH	12350	12148	12105	8954
NORTH EAST	9576	9453	9425	6685
NORTH WEST	17125	16881	16847	12184
SCOTLAND	18586	18312	18244	13145
ULSTER	10363	10118	10100	6375
WALES	12280	12120	12082	8588
WEST MIDLANDS	13915	13746	13706	9416
EAST MIDLANDS	4855	4788	4779	3340
NON TERRESTRIAL	43257	43257	43254	35594
DIRECT TO HOME	26487	26487	26487	22291

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
ALL AREAS	104625	111623	102852	110205
LONDON	14756	15657	14408	15366
SOUTH EAST	3154	3477	3105	3438
MIDLANDS	11797	12301	11629	12186
EAST	7690	8119	7542	7995
WEST	4428	4643	4370	4597
SOUTH WEST	4899	5309	4850	5252
SOUTH	8913	9352	8793	9244
NORTH	7576	8122	7439	8027
NORTH EAST	5746	6275	5648	6205
NORTH WEST	10569	11265	10393	11141
SCOTLAND	11197	12109	11029	11952
ULSTER	6420	7005	6275	6881
WALES	7480	7989	7371	7921
WEST MIDLANDS	8733	9064	8611	8982
EAST MIDLANDS	3064	3237	3018	3204
NON TERRESTRIAL	29347	28526	29347	28526
DIRECT TO HOME	18237	17466	18237	17466

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
ALL AREAS	81087	89343	79603	88192
LONDON	11337	12408	11064	12179
SOUTH EAST	2432	2745	2392	2712
MIDLANDS	9022	9748	8880	9654
EAST	5978	6475	5854	6373
WEST	3508	3768	3459	3734
SOUTH WEST	3896	4331	3852	4285
SOUTH	6994	7508	6904	7421
NORTH	5891	6459	5770	6378
NORTH EAST	4503	5073	4426	5027
NORTH WEST	8106	9019	7965	8916
SCOTLAND	8741	9845	8592	9720
ULSTER	4859	5504	4725	5393
WALES	5820	6460	5720	6400
WEST MIDLANDS	6707	7208	6605	7141
EAST MIDLANDS	2315	2540	2275	2513
NON TERRESTRIAL	21763	21494	21763	21494
DIRECT TO HOME	13425	13062	13425	13062

APPENDIX H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

Establishment Survey interviewers are issued with a set of pre-selected addresses. They may only interview at those addresses. It is possible for more than one household to exist resident at a single address. Therefore, after checking the address with a responsible adult, the interviewer first determines the number of households living at the address. In the small proportion where the answer is two or more, special procedures apply.

If the number of households is two or three, the interviewer attempts to interview each of the households. If there are four or more households at the address, the interviewer records the surnames of each household and then contacts the local field supervisor. The supervisor uses a table, which provides random selections, to determine the three households that the interviewer should attempt to interview.

The questionnaire with the address label is used for the first household. Spare questionnaires are used for the other households. Those questionnaires are marked "MULTIPLE HOUSEHOLD SEE SERIAL NUMBER....." and the serial number from the address label is also entered on the spare questionnaire. Thereafter the procedure at the additional households is as for any other interview.

APPENDIX I

WEIGHTING, SMOOTHING AND PROJECTION

WEIGHTING, SMOOTHING AND PROJECTION

The objective of this report is to provide the best possible estimates of overall populations and television populations, broken down by detailed demographic and TV equipment-related categories, for each defined television area, for the dates given in the introduction to this report.

Data contributing to this report are from survey work conducted between July 2000 and June 2002. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

Quarterly Establishment Survey data are weighted using a rim weighting technique, to control for the following:

- Household Size by Geographical Segment
 H/Hold Size 1
 H/Hold Size 2+ for each of the BBC/ITV Segments (63 in total)
- Sex by Age Profiles for Standard Regions. Profiles controlled are:
 Male
 Female
 x

0-4	15-24	45-54
5-9	25-34	55-64
10-14	35-44	65+

Population targets for these rims are derived from 1991 Census data and ONS and Department of Environment projections.

STATIC AND DYNAMIC VARIABLES

This report contains data which can be divided into two categories:

- "Static Variables". These are measurements such as TV households and age profiles, which change only by a small amount over time.
- "Dynamic Variables". These are measurements such as VCR penetration and cable and satellite penetration, which can change significantly over time.

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

All measurements in tables 1, 5 and 6 for each area in section 1, and all measurements in Section 2, are deemed to be static variables. The profiles of static variables are obtained by averaging the eight quarters' data which contribute to the report.

Dynamic Variables

With the exception of Cable and Satellite estimates, which are discussed below, the dynamic variables in this report are the top-line equipment ownership data in Tables 2-4. These are projections of profiles given by quarterly data, using the projection model described later in this appendix.

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

1. Smoothed quarterly Establishment Survey Estimates of dish ownership from January 1991 to the latest available quarter are produced as a baseline estimate, to which calibrated BSkyB sales data are added. The calibration converts gross sales to net growth.
2. Smoothed ITC estimates of cable penetration are used to reduce the sampling error associated with measurement of cable, which is a highly clustered variable.

In this way top-line Cable and Satellite estimates for June 2002 in this report accord with estimates used in processing BARB panel data in June 2002. This is the current procedure used for estimates in this report, as well as for monthly projections of cable and satellite universes from April 1992.

Previously the following methodologies were employed:

August - December 1991 :	Projection of Establishment Survey Data using the smoothing model.
January - March 1992 :	Projection of Establishment Survey Data using the smoothing model, and including a different version of ITC cable data (using actual rather than smoothed, values), and an estimate of the SMATV universe from a specially conducted survey in SMATV areas. This survey took place in November 1991 and comprised 500 interviews.

The Smoothing Model

The following is a guide to the smoothing model.

Each quarter, the Establishment Survey provides an estimate of each dynamic universe (for example) based upon that quarter's sample only. This is then used in conjunction with the smoothed estimates of the trend and universe from the previous quarter to produce the smoothed estimates of the trend and universe for the latest quarter. The formulae are:

(a) In **quarter m** we have the following data:-

U_m = Actual estimate of universe in quarter m (i.e. based upon the latest quarter's sample only)

SU_{m-1} = Smoothed estimate of universe in quarter m-1

ST_{m-1} = Smoothed estimate of trend in quarter m-1

(b) Then the first step is to calculate:-

T_m = "Actual" estimate of trend from quarter m-1 to quarter m

$$= U_m - SU_{m-1}$$

(c) The smoothed estimate of the trend for quarter m is:-

$$ST_m = \alpha \cdot T_m + (1-\alpha) \cdot ST_{m-1}$$

Which is a weighted average of the latest quarter's "actual" estimate of trend and the previous quarter's smoothed estimate of the trend.

With a value of $\alpha = \frac{1}{10}$ for example:-

$$ST_m = \frac{1}{10} T_m + \frac{9}{10} ST_{m-1}$$

(d) The smoothed estimate of the universe for quarter m is:-

$$SU_m = SU_{m-1} + ST_m$$

i.e. the previous quarter's smoothed estimate of the universe is simply increased by the smoothed estimate of the trend for the latest quarter.

For Example:-

$$(i) \quad U_m = 100,000 \quad (\text{Actual universe estimate, quarter } m)$$

$$SU_{m-1} = 90,000 \quad (\text{Smoothed Universe estimate, quarter } m-1)$$

$$ST_{m-1} = 5,000 \quad (\text{Smoothed trend estimate, quarter } m-1)$$

$$(ii) \quad T_m = 100,000 - 90,000 = 10,000 \quad (\text{Actual trend estimate, quarter } m)$$

$$(iii) \quad ST_m = \frac{1}{10} \times 10,000 + \frac{9}{10} \times 5,000 \quad (\text{Smoothed trend estimate, quarter } m)$$

$$= 5,500$$

$$(iv) \quad SU_m = 90,000 + 5,500 \quad (\text{Smoothed universe estimate, quarter } m)$$

$$= 95,500$$

N.B. For quarterly measurements an α value of 0.3 is used.

PROJECTION OF STATIC DATA FOR 2003

These projections are obtained by applying monthly factors to the June 2002 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2002}}$$

APPENDIX J

THE QUESTIONNAIRE

(APRIL - JUNE 2002)

Good morning/afternoon/evening. My name is from Ipsos-RSL, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence.

INTERVIEWER NOTE: PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER HEAD OF HOUSEHOLD OR HOUSEWIFE, AS DESCRIBED IN YOUR MANUAL. INTERVIEWS WHERE THE RESPONDENT DOES NOT FIT THIS DESCRIPTION WILL BE REJECTED AND PAY WITHHELD.

QA Show Card AA - Which of the following kinds of TV programmes do you like to watch?

1. Films	8. Quiz/Game Shows	15. Docu-soaps	21. Religious	MP
2. British Drama	9. Chat Shows	16. Pop/Rock Music	23. Current Affairs	
3. US Drama	10. Animation	17. Classical Music	24. National News	
4. British soaps	11. DIY/Home/garden improvement	18. Arts	25. Local/Regional News	
5. Australian Soaps	12. Cookery	19. Science/technology	26. Financial/Business	
6. British comedy	13. Sport	20. Documentaries	27. Consumer	
7. US comedy	14. Fashion	21. Nature/wildlife	28. Reality TV	

Now I would like to ask you some detailed questions about your television sets and the channels you can receive and then I will go on to ask you about your viewing of the television.

1 How many TV sets are there in your household? Please include every TV set of any type, size or working order (even those that are not used, not in working order or only used with a computer), but do not include any personal computers (PC's) that are able to receive standard TV transmissions.
WRITE IN > _____

ASK ALL

2a. Do you have any personal computers (PC's) that are able to receive standard TV transmissions? By this I mean a PC on which you can watch channels just as if on an ordinary television.

Yes

No

IF RESPONDENT ANSWERED "YES" (CODE 1) AT Q2A, ASK Q2B, OTHERWISE GO TO Q3A

2b. How many personal computers (PC's) do you have which are able to receive standard TV transmissions? WRITE IN _____
>

ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1) PLUS ANY PC'S THAT RECEIVE STANDARD TV TRANSMISSIONS (MENTIONED AT Q2B). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 OR Q2a SKIP TO CLASSIFICATION DETAILS Q43.

3a. **SHOW CARD A.** Which of the statements on this card applies for each of the television sets in your household. **IF ANY PC's at Q2a, ADD:** I would like you to include any PC's that are able to receive standard TV transmissions. Starting with your **main set**, is this television set
REPEAT FOR EACH SET SUBSTITUTING main set FOR 2nd set, 3rd set ETC AS APPLICABLE
In use as a television
Normally in use but temporarily out of order? (to be repaired within next 7 days)
Not in use but in working order
Not used as a television set (for example only used with computer or games console)
Permanently out of order

ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q4a

3b. How often do you expect to use this set in the future?

More than once a month

Every month

Once every 3 months

Once every 6 months

Less often

ASK ALL

4a. How many video recorders, **or DVD players that are able to record**, do you have of any type? (including any which are built into a TV set)

WRITE IN > _____

4b1. How many of these, if any, are the new type of Personal Video Recorder, otherwise known as PVR's, but sometimes referred to as **TiVo, Replay or Sky+?** These can record several hours of television viewing on to their hard disc, (with no need for tapes or CD's) and can even record programmes automatically according to your usual programme preferences? WRITE IN > _____

IF ANY PVR's AT Q4b1 ASK Q4b2, OTHERWISE ASK Q4c	
4b2. Which of these is the provider of your Personal Video Recorder? READ OUT TiVo Replay Sky+	MP
4c. Do you have any video <u>players</u> that can only play back and not record? Yes No	SP
IF NO VIDEO RECORDERS AT Q4A SKIP TO Q7	
5a. SHOW CARD B. Which of the statements on this card applies to the first video recorder in your household? (Include any DVD players that are able to record) Ask Q5a THEN Q6a AND 6b THEN REPEAT ALL FOR ALL OTHER VIDEO RECORDERS (IE NUMBER MENTIONED AT Q4A - FOR UP TO 6 VIDEO RECORDERS) SUBSTITUTING first FOR second, third ETC AS APPLICABLE	SP
Is this video recorder... In use to record and play back Normally in use but temporarily out of order (to be repaired within next 7 days) Not in use but in working order Only used to record (for playback on another machine) Only used for playback (hired/bought videos, or programmes recorded on another machine) Permanently out of order	
6a. Does this video/DVD recorder have a remote control? Yes No	SP
6b. Does this video/DVD recorder record or play back in stereo (eg Nicam, Dolby Surround etc)? Yes No	SP

COMMENT – REPEAT THE FOLLOWING QUESTIONS Q7 – Q23 FOR ALL WORKING TV SETS - THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

- A) IN USE (CODE 1 AT Q3A)
B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN 7 DAYS) (CODE 2 AT Q3A)
C) IN WORKING ORDER AND USED AT LEAST ONCE EVERY SIX MONTHS OR MORE OFTEN (CODE 3 AT Q3A AND ALSO CODE 1 OR 2 OR 3 OR 4 AT Q3B FOR THAT SET)

Talking about your main set only.		
FOR ALL OTHER SETS START "NOW TALKING ABOUT YOUR 2nd set/ 3rd setETC AS APPLICABLE FOR Q7-23 DISPLAY ON SCREEN WHICH SET IS BEING TALKED ABOUT		
7.	Is this a colour set? Yes No	SP
8a.	What is the screen size, in inches? By that I mean the diagonal measurement across the screen. INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN WRITE IN (2 digits required)	SP
8b.	SHOW CARD C. Does the set have a standard or a wide screen? INTERVIEWER: CODE AS STANDARD IF STANDARD SCREEN CAN <u>SWITCH</u> TO WIDESCREEN Standard Widescreen Don't know	
IF CODE 2"WIDESCREEN" OR 3 "DON'T KNOW" AT Q8B ASK Q8C, OTHERWISE SKIP TO Q9		
8c.	INTERVIEWER: MEASURE SCREEN VERTICALLY AND HORIZONTALLY IN INCHES AND RECORD Vertical WRITE IN (2 digits required) Horizontal WRITE IN(2 digits required)	
9a.	Can this set be operated by a remote control? Yes No	SP

11.	Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX and TELETEXT? This service allows you to select the pages you want to view. Yes No Don't know INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.	SP
12a.	SHOW CARD D Does this TV set have stereo capability? By this I mean a TV equipped with NICAM stereo or Dolby Surround, or any other kind of stereo. Yes No	SP
12d.	Can you access the internet through your TV? By this I mean a facility to access any internet sites of your choice, a function that is built into the TV set itself, not simply available through a digital set-top box. Yes No	
13.	Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.	SP
14a.	Where is the set usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	SP
IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) SKIP TO Q16A		
14b.	Where else is it used? Nowhere else Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	MP this code SP
16a.	SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 Channel 4 S4C (Sianel Pedwar Cymru) Channel 5 RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)	MP

16b.	SHOW CARD F. Which of the following ITV1 (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED) Anglia Border Carlton (formerly Central) Carlton (formerly Westcountry) Carlton/London Weekend Channel Grampian Granada HTV West HTV Wales Scottish Meridian Tyne Tees UTV (Ulster) Yorkshire (YTV)	MP
16c.	SHOW CARD G. Which of the statements on this card best describes the reception for (NAME OF CHANNEL RECEIVED)... REPEAT FOR ALL CHANNELS RECEIVED Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.		
17a.	Are you able to receive, on this set, any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C / Channel 5 (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)? Yes No	SP
IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b		
17b	By which of these methods do you receive the signal on this television set? READ OUT A satellite dish Connection to a cable network A normal aerial and digital box (i.e. ITV Digital, formerly ONdigital), with no dish or cable network connection A television which has digital reception built-in (IDTV) and needs no set-top box None of these	MP
IF NONE OF THESE AT Q17b, COUNT THIS SET AS HAVING NO ADDITIONAL CHANNELS		
ASK ALL WITH ADDITIONAL CHANNELS		
17c.	SHOW CARD H Which of these ranges shows the number of additional channels that this set receives? 1-2 3-5 6-10 11-20 More than 20	
IF SATELLITE DISH (CODE 1 AT Q17b) ASK 17d		
17d.	Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households	SP

ASK ALL WITH ADDITIONAL CHANNELS		
17e. SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT	An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a. SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT	An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	MP
ASK Q20A IF CODE 1 or 2 AT Q17b OTHERWISE GO TO Q20b.		
20a. Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? READ OUT	CODE 1 REDUNDANT Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	MP
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q20c		
20b. SHOW CARD J Which of these digital TV services does this set receive?	Digital terrestrial services (i.e. ITV Digital, formerly ONdigital) Digital Satellite (i.e. Sky digital) Don't know	SP
ASK Q20d AND Q20e OF ALL WITH Q17b, CODE 3or4 OR Q20a CODE 3or4, OTHERWISE GO TO Q21		
20d. Is your phoneline connected to your Digital receiver?	Yes No Don't know	
20e. Which of the following digital services are available through your TV set? ALLOW DK	E-mail Internet access Online shopping Online games Other online services (specify)	MP
IF 2+ CODES AT Q17b ASK Q20f, ELSE SKIP TO Q22A. (Do not show code 1 if Q17b code 4 and Q20f code 2 AND Q17b code 1 and Q20a code 3)		
Q20f On this television set, which reception method do you use most frequently? READ OUT	The satellite dish (IF Q17b = 1) The connection to a cable network (IF Q17b = 2) The normal aerial and digital box (i.e. ITV Digital, formerly ONdigital), with no dish or cable network connection (IF Q17b = 3) The television which has digital reception built-in (IDTV) and needs no set-top box (IF Q17b = 4)	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q23. IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b) ASK Q22A, OTHERWISE SKIP TO Q23		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K6 in turn. Which of the following stations are received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC Choice ITV 2 Tara Granada Plus Sky One UK Gold UK Horizons UK Drama Paramount Comedy Channel Hallmark	SHOW CARD K2 Sky News BBC News 24 Discovery Channel Animal Planet The History Channel National Geographic Smash Hits Magic TV Kiss TV ITN News	SHOW CARD K3 Film Four Sky Moviemax Carlton Cinema Sky Premier Sky Cinema Turner Classic Movies Trouble Bravo E4 Granada Men & Motors
SHOW CARD K4 Sky Travel Discovery Home and Leisure Living Breeze UK Style Travel Channel S4C Digital Sky Premiership Plus ITV Sport Channel ITV Sport Plus ITV Sport Select	SHOW CARD K5 Nickleodeon Cartoon Network Fox Kids Boomerang The Disney Channel UK Play MTV VH-1 The Box Sci-Fi	SHOW CARD K6 Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Extra British Eurosport Sky Sports News Challenge TV BBC Knowledge Carlton Select Kerrang!
22c.	SHOW CARD L. Which of the statements on this card best describes the reception for (FIRST CHANNEL CODED) ...? Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
22d.	Are your other channels of a similar reception quality to [CHANNEL READ OUT AT Q22C] ? Yes No	SP
IF DIFFERENT (CODE 2 Q22D) REPEAT Q22c FOR ALL CHANNELS CODED AT Q22B. IF SIMILAR CODE 1 Q22D) SKIP TO Q23		

23. SHOW CARD M. On weekday evenings after the Six O'Clock News, BBC1 shows regional news programmes. Please indicate which of these this set can receive. PROBE FOR CORRECT PROGRAMME TITLE. Newsline 6.30 Look East Look North (Leeds) Look North (Newcastle) Midlands Today East Midlands Today North West Tonight Points West Reporting Scotland South Today Spotlight Wales Today BBC London News South East Today	MP
REPEAT Q7 TO Q23 FOR ALL OTHER SETS	
IF SATELLITE DISH (CODE 1 AT Q17b OR CODE 2 AT Q20b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a	
24a. For how long have you received additional channels by satellite dish at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years + IF (Q17b = 1 and Q20a = 3) OR (Q20b = 2) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24c 24b. For how long have you received <i>digital</i> satellite services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years + 24c. SHOW CARD N What type of satellite dish do you have? A fixed dish to receive Astra/Sky only A fixed dish to receive Astra / Sky and another satellite (eg. Eutelstat) A movable or tracking dish able to receive stations from more than one satellite Other type Don't know	
24e. Do you pay a regular subscription for your satellite channels, or have you prepaid for them, or do you just receive the free channels? Pay regular subscription Have pre-paid Receive free channels only Don't know/Not sure	
IF CABLE SYSTEM (CODE 2 AT Q17b) ASK Q25a, OTHERWISE GO TO Q26	
25a. For how long have you received additional channels by cable at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	

IF Q17b = 2 and Q20a = 4, ASK Q25b. OTHERS SKIP TO Q25d	
25b. For how long have you received <i>digital</i> cable services at this address?	
1 month or less	
1-3 months	
4-6 months	
7-12 months	
1 - 2 years	
2 years +	
ASK ALL WITH CABLE SERVICES (BUT NOT DIGITAL CABLE) ON ANY SET	
25d. Do you pay an additional regular subscription for your cable services, or do you just receive the free channels?	
Pay regular subscription	
Receive free channels only	
Don't know/Not sure	
ASK ALL WITH DIGITAL CABLE SERVICES ON ANY SET	
25e. Do you pay an additional regular subscription for your cable services, or have you prepaid for your cable services, or do you just receive the free channels?	
Pay regular subscription	
Have pre-paid	
Receive free channels only	
Don't know/Not sure	
IF ANY SET HAS CODE 3 AT Q17b OR Q20b = 1, ASK Q26a and Q26b, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital terrestrial services at this address?	
1 month or less	
1-3 months	
4-6 months	
7-12 months	
1 - 2 years	
2 years +	
26b. Do you pay an additional regular subscription for your digital terrestrial services, or have you prepaid for your digital terrestrial services, or do you just receive the free channels?	
Pay regular subscription	
Have pre-paid	
Receive free channels only	
Don't know/Not sure	
27a. Apart from any additional services which you currently have, have you ever received any of these services since you have lived in this home? Please don't include services you may have received at a previous address. READ OUT	MP
Additional channels via a cable service (DO NOT SHOW IF Q17b IS CODE 2)	
Additional channels via a satellite dish service (DO NOT SHOW IF Q17b IS CODE 1 OR Q20b CODE 2)	
Additional channels via a digital terrestrial service (DO NOT SHOW IF Q17b IS CODE 3 OR Q20b IS CODE 1)	
None of these	
REPEAT Q 27B FOR EACH SERVICE CODED AT Q27A. IF NONE CODED GO TO Q28.	
27b. How long ago did you stop having [SERVICE CODED AT Q27a]	SP
3 months or less	
4 to 6 months	
7 to 12 months	
1 to 2 years	
2 years +	
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b CODE 2 OR Q17b CODE 2 AND Q20a CODE 4) OTHERWISE GO TO Q29a	

28a. Does the _____ set(ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive receiver / decoder for receiving cable channels, or does it receive these channels from a receiver/ decoder which is also shared with another set? Exclusive Shared	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	
28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder?	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b CODE 1 OR Q17b CODE 1 AND Q20a CODE 3) OTHERWISE GO TO Q30a	
29a. Does the _____ set(ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive receiver / decoder for receiving satellite channels, or does it receive these channels from a receiver/ decoder which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a	SP
29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b CODE 3) OTHERWISE GO TO Q31	
30a. Does the _____ set(ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive receiver / decoder for receiving digital channels, or does it receive these channels from a receiver/ decoder which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30a) ASK Q30B OTHERWISE GO TO Q31 30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP	SP

Now some questions about other ways that television sets can be used and ways in which television signals can be received.		
31a.	SHOW CARD P Which of the following equipment do you have? Home or personal computer Games Computer/console Video recorder (VCR) DVD player/recorder Laser/Video disc player Video camera/camcorder Karaoke video machine Cdi (Interactive CD system) Photo CD A set-top box for HomeChoice, a service which allows you to watch certain programmes from a selected list at whatever time you want None of these	
31b.	Do you have any other equipment that uses the screen of your TV set(s)? Yes (IF YES WRITE IN) No	
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31c. OTHERWISE SKIP TO Q31d		
31c	Does your computer (do any of your computers) ever use the screen of your TV set(s)? Yes No	SP
IF "GAMES COMPUTER/CONSOLE" (CODE 2 AT Q31a) ASK Q31d. OTHERWISE SKIP TO Q31e.		
31d	Does your games computer / console (do any of your games computer / consoles ever use the screen of your TV set(s)? Yes No	SP
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31e. OTHERWISE SKIP TO Q31g		
31e	Do you have any personal computers (PC's) that are able to receive TV services via the Internet? Yes No	SP
IF YES AT Q31e ASK Q31f		
31f	How many personal computers (PC's) do you have which are able to receive TV services via the Internet? WRITE IN> _____	
31g	Do you or anyone in your household ever access the internet at home by any method? Yes No	
IF YES AT Q31g, ASK Q31h. OTHERWISE SKIP TO Q31i		
31h	By which of these methods do you or anyone in your household ever access the internet at home? Via a PC or laptop Via a television set with full internet access Limited access via your digital TV receiver Via a WAP telephone Via a games console Other Don't know	
IF HOUSEHOLD HAS ANY EQUIPMENT (CODES 1-9 AT Q31a), ASK Q31i FOR EACH WORKING SET (NB: EXCLUDE VCR'S AND COMPUTERS/CONSOLES WHICH ONLY HAVE THEIR OWN VDU i.e. CODE 2 AT Q.31c/d). IF NO EQUIPMENT (CODES 1-9 AT Q31a) SKIP TO Q32		
31i	You said that you have...(READ ALL EQUIPMENT CODED AT Q31a). Is any of your equipment used with your main set? REPEAT FOR ALL OTHER SETS SUBSTITUTING main set FOR 2 nd set, 3 rd set, ETC AS APPLICABLE Yes, normally used No, not normally used	SP
32	You said that you have _____ (TEXT OF ALL OPTIONS CHOSEN AT Q31a - BUT ONLY INCLUDE "HOME OR PERSONAL COMPUTER" OR "GAMES COMPUTER/CONSOLE" IF THEY USE TV SCREEN, (CODE 1 AT Q31c AND/OR CODE 1 AT Q31d) In an average week, on how many days is this equipment used with (any of) your TV set(s)? WRITE IN ALLOW DK And on average day when this equipment is being used with (any of) your TV set(s) (TEXT SHOULD SAY with your TV set IF JUST ONE SET, OTHERWISE TEXT SHOULD BE with any of your TV sets) in your home for how many hours is it used?	_____

IF NOT KNOWN/NOT SURE, RECORD "99"	
33	I would now like to ask you about the viewing of the <u>whole household</u>, including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel. Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday:
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday	
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE	
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.	
WRITE IN (2 DIGITS REQUIRED)	

Q34-37 ONLY TO BE ASKED OF HALF THE SAMPLE – NEEDS TO BE SET UP SO THAT BOTH HALVES ARE NATIONALLY REPRESENTATIVE	
IF ADDITIONAL CHANNELS RECEIVED AT Q17a ASK Q34 OTHERWISE SKIP TO Q35	
34.	Thinking still about the viewing of the whole household on both/all your television set(s) (TEXT SHOULD SAY on your television set IF JUST ONE SET, OTHERWISE TEXT SHOULD SAY on both your television sets IF JUST TWO SETS, OTHERWISE TEXT SHOULD BE on all your television sets) at this time of year (including video recordings of television programmes made in the household). SHOW CARD Q. Firstly, for every ten hours of viewing of these stations, that is BBC and Commercial TV compared with cable/satellite TV, how do you think you and your household divide the ten hours between these groups? 10 BBC/Commercial & 0 Cable/Satellite 9 BBC/Commercial & 1 Cable/Satellite 8 BBC/Commercial & 2 Cable/Satellite 7 BBC/Commercial & 3 Cable/Satellite 6 BBC/Commercial & 4 Cable/Satellite 5 BBC/Commercial & 5 Cable/Satellite 4 BBC/Commercial & 6 Cable/Satellite 3 BBC/Commercial & 7 Cable/Satellite 2 BBC/Commercial & 8 Cable/Satellite 1 BBC/Commercial & 9 Cable/Satellite 0 BBC/Commercial & 10 Cable/Satellite INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC/COMMERCIAL AND CABLE/SATELLITE. CHECK THAT THEY ADD UP TO TEN. THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF BBC/COMMERCIAL TELEVISION AND __ HOURS OF CABLE/SATELLITE TELEVISION?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN
35.	SHOW CARD R. Now thinking of the two services listed on this card, BBC TV and Commercial TV. For every 10 hours of viewing to these services how do you think you and your household divide the 10 hours between them? (Again, include video recordings made in your household). 10 BBC & 0 Commercial 9 BBC & 1 Commercial 8 BBC & 2 Commercial 7 BBC & 3 Commercial 6 BBC & 4 Commercial 5 BBC & 5 Commercial 4 BBC & 6 Commercial 3 BBC & 7 Commercial 2 BBC & 8 Commercial 1 BBC & 9 Commercial 0 BBC & 10 Commercial

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC AND COMMERCIAL. CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF BBC TELEVISION AND __ HOURS OF COMMERCIAL TELEVISION?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

IF BOTH BBC1 AND BBC2 RECEIVED AT Q16A ASK Q36 OTHERWISE SKIP TO Q37.

36. Thinking now of the two BBC stations, BBC1 and BBC2. For every 10 hours viewing to just these two stations, how do you think you and your household divide the 10 hours between them? (Including video recordings of programmes made in your household).

- 10 BBC1 & 0 BBC2
- 9 BBC1 & 1 BBC2
- 8 BBC1 & 2 BBC2
- 7 BBC1 & 3 BBC2
- 6 BBC1 & 4 BBC2
- 5 BBC1 & 5 BBC2
- 4 BBC1 & 6 BBC2
- 3 BBC1 & 7 BBC2
- 2 BBC1 & 8 BBC2
- 1 BBC1 & 9 BBC2
- 0 BBC1 & 10 BBC2

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC1 AND BBC2. CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF BBC1 AND __ HOURS OF BBC2?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

IF 2 OR MORE OUT OF ANY ITV1 STATION AND CHANNEL 4/S4C AND CHANNEL 5 RECEIVED, AT Q16A AND Q16B ASK Q37, OTHERWISE SKIP TO Q38.

37. **SHOW CARD S.** Considering your viewing to the three commercial stations, **ITV1 (formerly ITV)**, Channel 4/S4C and Channel 5. For every 10 hours of viewing to just these three stations (including video recordings of programmes made in your household), how would you and your household divide the 10 hours between these three channels? **2 DIGIT NUMBER REQUIRED FOR EACH**

- ITV1 (formerly ITV)**
- Channel 4/S4C
- Channel 5

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR EACH OF **ITV1**, CHANNEL 4/S4C AND CHANNEL 5.

CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF **ITV1**, __ HOURS OF CHANNEL 4/S4C AND __ HOURS OF CHANNEL 5?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

IF YES, ENTER APPROPRIATE NUMBER OF HOURS FOR EACH CHANNEL
IF NO, ASK THE QUESTION AGAIN.

SP

SP

IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q39	
38. You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED Anglia Border Carlton (formerly Central) Carlton (formerly Westcountry) Carlton/London Weekend Channel Grampian Granada HTV West HTV Wales Scottish Meridian Tyne Tees UTV (Ulster) Yorkshire (YTV) INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	SP
No Q39	
IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41	
40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q18B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED UTV RTE/TV3/TG4 INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43	

41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH Channel 4 S4C INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"	SP
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HOUSEHOLD COMPOSITION Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day). INTERVIEWER NOTE: See manual for further details of who to include as household members.	
43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card. INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSEWIFE OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE	
44. Record sex of <u>respondent</u> (1st ITERATION) <u>household member</u> (ALL FURTHER INTERACTIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP
ASK ALL 48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other	SP
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	

50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education/under school age	SP
IF CODE 5 AT Q51 SKIP TO Q53	
52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education/under school age	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
55a SHOW CARD UUU. Does household member have any difficulty in hearing which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55D	
55b SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	
55e SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes? Yes No	SP
55d SHOW CARD UUU. Does household member have any disabilities which substantially limit their ability to carry out normal day to day activities? Yes No	SP

IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)																				
56	Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest</u> income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.																			
57	And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.																			
58	And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.																			
59a	Which of the following publications does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD V <table border="0"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The Mirror</td> <td>The Independent</td> </tr> <tr> <td>Daily Record</td> <td>Daily Star</td> <td>Financial Times</td> <td>The Sun</td> <td>The Times</td> <td>Daily Express</td> </tr> <tr> <td>Daily Mail</td> <td>Daily Sport</td> <td>Any Evening Paper</td> <td colspan="3">None of these</td> </tr> </table>	Daily Telegraph	The Guardian	The Scotsman	The Herald	The Mirror	The Independent	Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express	Daily Mail	Daily Sport	Any Evening Paper	None of these			
Daily Telegraph	The Guardian	The Scotsman	The Herald	The Mirror	The Independent															
Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express															
Daily Mail	Daily Sport	Any Evening Paper	None of these																	
59b	Which of the following publications does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD VV <table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Observer</td> <td>Sunday Post</td> <td>Sunday Mirror</td> <td>Independent on Sunday</td> </tr> <tr> <td>Sunday Mail</td> <td>News of the World</td> <td>Sunday Business</td> <td>The Sunday Times</td> <td>The People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td colspan="2">None of these</td> </tr> </table>	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday	Sunday Mail	News of the World	Sunday Business	The Sunday Times	The People	Sunday Express	Mail on Sunday	Sunday Sport	None of these					
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday																
Sunday Mail	News of the World	Sunday Business	The Sunday Times	The People																
Sunday Express	Mail on Sunday	Sunday Sport	None of these																	
IF CIE IS IN FULL TIME EMPLOYMENT (Q51 CODE 1), PART TIME EMPLOYMENT (Q51 CODE 2) OR IN FULL TIME EDUCATION (Q51 CODE 5), THEN SKIP TO Q61, OTHERWISE ASK Q60A																				
60a.	Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) in casual work/not in paid employment because you are/ he/she (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is READ OUT Retired/pensioner/widow/on a pension Full time housewife Unemployed/redundant	SP																		
IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C																				
60b.	Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?	SP																		
IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61																				
IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G																				
60c.	<u>Have you/Has the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed/full time housewife (WHICHEVER TEXT APPLIES) for...READ OUT Less than 6 months More than 6 months	SP																		

IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E		
60d.	And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)...READ OUT In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education	SP
PLEASE NOW SKIP TO Q61		
60e.	Is thatREAD OUT Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?	SP
IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G		
61.	Please give full details of the Chief income earner's <u>present job</u> (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / <u>previous job</u> (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What <u>is/(was)</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. WRITE IN	
61c.	What jobs <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	<u>Is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) Chief Income earner proprietor of a business, a manager or a supervisor? Yes No	SP
IF YES (CODE 1 AT Q61D) ASK Q61E, OTHERWISE SKIP TO Q61G		
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK	
61f.	How many people <u>is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP

IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64	
63b. Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both 63c. What is the National Dialling (STD) code or mobile prefix of the household's main phone connection? WRITE IN 63d. What is the Telephone or Mobile Number? WRITE IN	
64. SHOW CARD W. Which of these ethnic backgrounds do you consider yourself to belong to? READ OUT White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	
65. RECORD INTERVIEW LENGTH IN MINUTES	
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.	
IF NO TV AT Q1	
A. Did you see or hear anything which leads you to suspect that the household actually does have a TV? Yes No	SP
IF YES (CODE 1) AT A, ASK B	
B. Did you See the TV (in operation or not) Hear the TV See an aerial/dish Other (WRITE IN) _____	MP
Accompanied by supervisor? Yes No	