

Establishment Survey of TV Homes

BBC Area Report

June 2003

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Ipsos UK

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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 2001 and June 2003.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2003, whilst the second contains projections of key demographic data for each month of 2004. 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		Total TV Households	
	000's	%	000's	%
Total	25043	100	24482	100
Receiving ITV	24482	98	24482	100
Receiving any CH4	24445	98	24445	100
Receiving five	21192	85	21192	87
Receiving BBC1	24482	98	24482	100
Receiving BBC2	24482	98	24482	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	25043	100	24482	100	24407	100	15465	100
		100		98		97		62
				100		100		63
Social Class :-								
AB	4610	18	4529	18	4523	19	3314	21
C1	7108	28	6969	28	6959	29	4604	30
C2	4470	18	4411	18	4405	18	3047	20
D	4236	17	4163	17	4153	17	2588	17
E	4618	18	4412	18	4367	18	1913	12
Housewife Age :-								
Under 25	1322	5	1252	5	1249	5	794	5
25 - 34	4235	17	4101	17	4095	17	2525	16
35 - 44	5119	20	5018	20	5006	21	3695	24
45 - 54	4310	17	4233	17	4223	17	3062	20
55 - 64	3921	16	3850	16	3836	16	2576	17
65 +	6135	24	6029	25	5997	25	2814	18
Size of Household :-								
1	7717	31	7341	30	7281	30	2826	18
2	8592	34	8480	35	8471	35	5672	37
3	3792	15	3762	15	3758	15	3015	19
4	3325	13	3301	13	3300	14	2696	17
5 +	1617	6	1599	7	1597	7	1256	8
Average Household Size	2.33		2.35		2.35		2.63	
Children :-								
Without	18398	73	17904	73	17833	73	10403	67
With	6645	27	6578	27	6574	27	5062	33
0 - 3	2256	9	2224	9	2222	9	1483	10
4 - 9	3298	13	3265	13	3262	13	2541	16
10 - 15	3423	14	3400	14	3399	14	2867	19

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		24482	100
Possessing:-	Colour Set	24407	100
	Teletext Set	21249	87
	Remote Ctrl.	23949	98
	Portable Set	13857	57
Screen Size :-	Under 15"	13535	55
	16 to 19"	1863	8
	20" and over	21970	90
Household with :-	Single Set	9017	37
	Two Sets	8882	36
	3+ Sets	6583	27
VCRs :-	Without	3754	15
	With	20729	85
	With 1	14947	61
	With 2+	5782	24

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		50156	100
Which are :-	Colour Set	49550	99
	Teletext Set	32797	65
	Remote Ctrl.	46739	93
	Portable Set	20619	41
Screen Size :-	Under 15"	20213	40
	16 to 19"	2091	4
	20" and over	27124	54
VCR Connected		28614	57

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	58319	100	57428	100	57325	100	40734	100
Age :-								
0 - 3	2661	5	2622	5	2619	5	1747	4
4 - 9	4377	8	4325	8	4322	8	3307	8
10 - 15	4664	8	4629	8	4627	8	3930	10
16 - 19	2877	5	2838	5	2835	5	2270	6
20 - 24	3482	6	3392	6	3389	6	2617	6
25 - 34	7867	13	7683	13	7673	13	5153	13
35 - 44	8982	15	8843	15	8827	15	6703	16
45 - 54	7596	13	7495	13	7485	13	5615	14
55 - 64	6733	12	6642	12	6625	12	4702	12
65 +	9081	16	8959	16	8922	16	4692	12
Adults :- Total	46618	100	45852	100	45756	100	31750	100
AB	9306	20	9177	20	9168	20	7018	22
C1	13604	29	13396	29	13385	29	9556	30
C2	9260	20	9175	20	9167	20	6732	21
D	8102	17	8003	17	7989	17	5474	17
E	6345	14	6101	13	6047	13	2970	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28413	100	29905	100	27899	100	29530	100
Age :-								
0 - 15	5997	21	5704	19	5931	21	5646	19
16 - 24	3178	11	3180	11	3113	11	3117	11
25 - 34	3830	13	4037	13	3723	13	3960	13
35 - 44	4414	16	4568	15	4325	16	4517	15
45 - 54	3754	13	3842	13	3690	13	3805	13
55 - 64	3310	12	3423	11	3250	12	3391	11
65 +	3930	14	5151	17	3866	14	5093	17
Adults :-	22416	100	24201	100	21968	100	23884	100
AB	4693	21	4613	19	4619	21	4558	19
C1	6335	28	7269	30	6223	28	7173	30
C2	4922	22	4338	18	4864	22	4310	18
D	4001	18	4101	17	3939	18	4063	17
E	2466	11	3880	16	2322	11	3779	16
Working	14249	64	11412	47	14046	64	11305	47
Not Working	8167	36	12789	53	7922	36	12579	53
Housewives :-	4983	100	20060	100	4694	100	19788	100
Working	2396	48	9466	47	2283	49	9373	47
Not Working	2587	52	10594	53	2411	51	10414	53

London

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	4661	100	4507	100
Receiving ITV	4507	97	4507	100
Receiving any CH4	4496	96	4496	100
Receiving five	4253	91	4253	94
Receiving BBC1	4507	97	4507	100
Receiving BBC2	4507	97	4507	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	4661	100	4507	100	4493	100	2509	100
		100		97		96		54
				100		100		56
Social Class :-								
AB	1158	25	1132	25	1130	25	722	29
C1	1472	32	1426	32	1424	32	840	33
C2	678	15	665	15	664	15	402	16
D	613	13	596	13	593	13	309	12
E	739	16	689	15	682	15	236	9
Housewife Age :-								
Under 25	245	5	224	5	224	5	137	5
25 - 34	997	21	953	21	952	21	428	17
35 - 44	1044	22	1012	22	1010	22	660	26
45 - 54	762	16	743	16	742	17	490	20
55 - 64	632	14	617	14	614	14	397	16
65 +	982	21	957	21	951	21	397	16
Size of Household :-								
1	1538	33	1438	32	1427	32	455	18
2	1436	31	1405	31	1403	31	849	34
3	690	15	680	15	679	15	492	20
4	660	14	654	15	654	15	478	19
5 +	337	7	330	7	330	7	234	9
Average Household Size	2.35		2.37		2.38		2.71	
Children :-								
Without	3402	73	3269	73	3256	72	1642	65
With	1259	27	1238	27	1237	28	866	35
0 - 3	468	10	456	10	455	10	279	11
4 - 9	621	13	611	14	610	14	435	17
10 - 15	613	13	606	13	606	13	480	19

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		4507	100
Possessing:-	Colour Set	4493	100
	Teletext Set	3812	85
	Remote Ctrl.	4404	98
	Portable Set	2298	51
Screen Size :-	Under 15"	2166	48
	16 to 19"	494	11
	20" and over	3927	87
Household with :-	Single Set	1999	44
	Two Sets	1523	34
	3+ Sets	986	22
VCRs :-	Without	800	18
	With	3707	82
	With 1	2883	64
	With 2+	824	18

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		8696	100
Which are :-	Colour Set	8584	99
	Teletext Set	5787	67
	Remote Ctrl.	8107	93
	Portable Set	3358	39
Screen Size :-	Under 15"	3202	37
	16 to 19"	568	7
	20" and over	4820	55
VCR Connected		4893	56

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	10960	100	10704	100	10684	100	6800	100
Age :-								
0 - 3	561	5	547	5	547	5	347	5
4 - 9	837	8	821	8	820	8	585	9
10 - 15	830	8	821	8	820	8	654	10
16 - 19	522	5	512	5	511	5	340	5
20 - 24	694	6	668	6	667	6	464	7
25 - 34	1878	17	1815	17	1814	17	930	14
35 - 44	1794	16	1750	16	1747	16	1207	18
45 - 54	1332	12	1307	12	1305	12	879	13
55 - 64	1083	10	1064	10	1061	10	721	11
65 +	1428	13	1399	13	1392	13	674	10
Adults :- Total	8731	100	8515	100	8497	100	5215	100
AB	2351	27	2311	27	2309	27	1564	30
C1	2757	32	2689	32	2687	32	1746	33
C2	1416	16	1398	16	1397	16	898	17
D	1184	14	1158	14	1154	14	641	12
E	1023	12	958	11	950	11	365	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5320	100	5640	100	5177	100	5526	100
Age :-								
0 - 15	1131	21	1097	19	1109	21	1080	20
16 - 24	590	11	626	11	573	11	607	11
25 - 34	918	17	960	17	883	17	932	17
35 - 44	881	17	913	16	854	16	896	16
45 - 54	656	12	677	12	641	12	666	12
55 - 64	527	10	556	10	516	10	548	10
65 +	617	12	811	14	602	12	796	14
Adults :-	4189	100	4542	100	4069	100	4446	100
AB	1188	28	1162	26	1165	29	1147	26
C1	1273	30	1484	33	1234	30	1454	33
C2	745	18	670	15	734	18	664	15
D	592	14	593	13	579	14	579	13
E	391	9	633	14	357	9	602	14
Working	2843	68	2245	49	2783	68	2212	50
Not Working	1346	32	2297	51	1286	32	2234	50
Housewives :-	1081	100	3581	100	1006	100	3501	100
Working	616	57	1757	49	580	58	1729	49
Not Working	465	43	1824	51	426	42	1772	51

South East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	859	100	846	100
Receiving ITV	846	98	846	100
Receiving any CH4	844	98	844	100
Receiving five	459	53	459	54
Receiving BBC1	846	98	846	100
Receiving BBC2	846	98	846	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	859	100	846	100	845	100	563	100
		100		98		98		65
				100		100		66
Social Class :-								
AB	185	21	182	21	182	22	130	23
C1	272	32	267	32	267	32	179	32
C2	163	19	161	19	161	19	110	20
D	135	16	135	16	134	16	91	16
E	104	12	102	12	102	12	52	9
Housewife Age :-								
Under 25	36	4	36	4	36	4	29	5
25 - 34	135	16	133	16	133	16	102	18
35 - 44	161	19	159	19	159	19	106	19
45 - 54	145	17	143	17	143	17	100	18
55 - 64	148	17	147	17	147	17	100	18
65 +	233	27	229	27	229	27	126	22
Size of Household :-								
1	257	30	249	29	248	29	102	18
2	302	35	300	35	299	35	218	39
3	123	14	122	14	122	14	106	19
4	119	14	119	14	119	14	99	18
5 +	58	7	57	7	57	7	37	7
Average Household Size	2.36		2.36		2.36		2.59	
Children :-								
Without	624	73	614	73	613	72	375	67
With	235	27	233	27	233	28	188	33
0 - 3	80	9	79	9	79	9	57	10
4 - 9	120	14	119	14	119	14	87	15
10 - 15	121	14	120	14	120	14	104	18

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		846	100
Possessing:-	Colour Set	845	100
	Teletext Set	721	85
	Remote Ctrl.	830	98
	Portable Set	530	63
Screen Size :-	Under 15"	532	63
	16 to 19"	54	6
	20" and over	775	92
Household with :-	Single Set	284	34
	Two Sets	329	39
	3+ Sets	233	28
VCRs :-	Without	126	15
	With	721	85
	With 1	513	61
	With 2+	208	25

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1804	100
Which are :-	Colour Set	1782	99
	Teletext Set	1105	61
	Remote Ctrl.	1699	94
	Portable Set	809	45
Screen Size :-	Under 15"	802	44
	16 to 19"	60	3
	20" and over	931	52
VCR Connected		1023	57

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	2024	100	2000	100	1999	100	1457	100
Age :-								
0 - 3	95	5	93	5	93	5	64	4
4 - 9	164	8	163	8	163	8	119	8
10 - 15	165	8	164	8	164	8	142	10
16 - 19	94	5	93	5	93	5	69	5
20 - 24	105	5	105	5	105	5	90	6
25 - 34	244	12	241	12	241	12	186	13
35 - 44	300	15	295	15	295	15	219	15
45 - 54	252	12	249	12	249	12	191	13
55 - 64	257	13	255	13	255	13	171	12
65 +	347	17	343	17	342	17	208	14
Adults :- Total	1599	100	1581	100	1580	100	1132	100
AB	373	23	369	23	369	23	267	24
C1	500	31	495	31	495	31	364	32
C2	331	21	326	21	326	21	233	21
D	258	16	258	16	257	16	190	17
E	137	9	134	8	134	8	78	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	967	100	1056	100	953	100	1047	100
Age :-								
0 - 15	216	22	208	20	213	22	207	20
16 - 24	97	10	102	10	96	10	102	10
25 - 34	110	11	134	13	108	11	133	13
35 - 44	147	15	152	14	145	15	150	14
45 - 54	123	13	129	12	121	13	128	12
55 - 64	125	13	133	13	123	13	132	13
65 +	150	15	197	19	148	15	195	19
Adults :-	751	100	848	100	740	100	840	100
AB	188	25	185	22	185	25	184	22
C1	219	29	282	33	217	29	278	33
C2	170	23	161	19	167	23	159	19
D	126	17	133	16	125	17	133	16
E	49	7	88	10	47	6	87	10
Working	486	65	405	48	482	65	402	48
Not Working	266	35	443	52	259	35	438	52
Housewives :-	154	100	706	100	146	100	700	100
Working	72	47	339	48	70	48	337	48
Not Working	81	53	367	52	76	52	363	52

Midlands

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	3350	100	3288	100
Receiving ITV	3288	98	3288	100
Receiving any CH4	3284	98	3284	100
Receiving five	3145	94	3145	96
Receiving BBC1	3288	98	3288	100
Receiving BBC2	3288	98	3288	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	3350	100	3288	100	3279	100	2195	100
		100		98		98		66
				100		100		67
Social Class :-								
AB	567	17	557	17	557	17	457	21
C1	909	27	895	27	894	27	606	28
C2	647	19	640	19	639	19	470	21
D	628	19	617	19	616	19	383	17
E	599	18	579	18	573	17	278	13
Housewife Age :-								
Under 25	177	5	170	5	170	5	102	5
25 - 34	561	17	546	17	545	17	375	17
35 - 44	670	20	661	20	659	20	519	24
45 - 54	579	17	571	17	570	17	432	20
55 - 64	535	16	525	16	523	16	347	16
65 +	828	25	815	25	811	25	420	19
Size of Household :-								
1	988	29	946	29	938	29	401	18
2	1172	35	1160	35	1160	35	826	38
3	519	15	515	16	515	16	433	20
4	442	13	439	13	439	13	364	17
5 +	229	7	227	7	227	7	171	8
Average Household Size	2.36		2.37		2.38		2.61	
Children :-								
Without	2433	73	2378	72	2369	72	1487	68
With	916	27	910	28	909	28	708	32
0 - 3	307	9	304	9	304	9	204	9
4 - 9	457	14	453	14	453	14	346	16
10 - 15	487	15	485	15	485	15	414	19

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		3288	100
Possessing:-	Colour Set	3279	100
	Teletext Set	2913	89
	Remote Ctrl.	3203	97
	Portable Set	1994	61
Screen Size :-	Under 15"	1960	60
	16 to 19"	177	5
	20" and over	3011	92
Household with :-	Single Set	1093	33
	Two Sets	1231	37
	3+ Sets	964	29
VCRs :-	Without	485	15
	With	2803	85
	With 1	1932	59
	With 2+	871	26

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		6807	100
Which are :-	Colour Set	6715	99
	Teletext Set	4467	66
	Remote Ctrl.	6235	92
	Portable Set	2954	43
Screen Size :-	Under 15"	2910	43
	16 to 19"	182	3
	20" and over	3626	53
VCR Connected		3839	56

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	7902	100	7803	100	7791	100	5737	100
Age :-								
0 - 3	367	5	364	5	364	5	241	4
4 - 9	604	8	597	8	597	8	442	8
10 - 15	660	8	656	8	656	8	555	10
16 - 19	388	5	384	5	384	5	325	6
20 - 24	480	6	469	6	468	6	351	6
25 - 34	1025	13	1005	13	1004	13	727	13
35 - 44	1193	15	1178	15	1176	15	945	16
45 - 54	1016	13	1006	13	1006	13	812	14
55 - 64	933	12	921	12	919	12	653	11
65 +	1236	16	1221	16	1216	16	686	12
Adults :- Total	6270	100	6186	100	6173	100	4500	100
AB	1142	18	1126	18	1126	18	951	21
C1	1771	28	1750	28	1747	28	1259	28
C2	1323	21	1313	21	1312	21	1040	23
D	1218	19	1205	19	1203	19	830	18
E	816	13	792	13	785	13	419	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3877	100	4025	100	3820	100	3984	100
Age :-								
0 - 15	837	22	795	20	830	22	788	20
16 - 24	436	11	432	11	430	11	424	11
25 - 34	506	13	519	13	494	13	511	13
35 - 44	587	15	606	15	578	15	601	15
45 - 54	507	13	509	13	500	13	506	13
55 - 64	465	12	468	12	457	12	464	12
65 +	539	14	697	17	531	14	690	17
Adults :-	3040	100	3230	100	2990	100	3196	100
AB	571	19	571	18	561	19	565	18
C1	840	28	931	29	830	28	920	29
C2	710	23	612	19	704	24	609	19
D	612	20	606	19	602	20	602	19
E	306	10	510	16	293	10	500	16
Working	1947	64	1535	48	1923	64	1526	48
Not Working	1092	36	1695	52	1067	36	1670	52
Housewives :-	659	100	2691	100	627	100	2661	100
Working	326	49	1297	48	312	50	1288	48
Not Working	333	51	1394	52	315	50	1373	52

East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1739	100	1695	100
Receiving ITV	1695	97	1695	100
Receiving any CH4	1693	97	1693	100
Receiving five	1410	81	1410	83
Receiving BBC1	1695	97	1695	100
Receiving BBC2	1695	97	1695	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	1739	100	1695	100	1690	100	943	100
		100		97		97		54
				100		100		56
Social Class :-								
AB	324	19	318	19	317	19	195	21
C1	495	28	480	28	479	28	287	30
C2	334	19	329	19	329	19	202	21
D	310	18	303	18	302	18	162	17
E	276	16	264	16	262	16	97	10
Housewife Age :-								
Under 25	88	5	81	5	81	5	34	4
25 - 34	288	17	278	16	276	16	142	15
35 - 44	339	19	333	20	333	20	223	24
45 - 54	311	18	307	18	307	18	202	21
55 - 64	272	16	266	16	264	16	172	18
65 +	442	25	431	25	429	25	170	18
Size of Household :-								
1	497	29	469	28	466	28	144	15
2	646	37	637	38	635	38	356	38
3	257	15	254	15	254	15	176	19
4	233	13	231	14	231	14	175	19
5 +	106	6	105	6	105	6	92	10
Average Household Size	2.34		2.36		2.36		2.74	
Children :-								
Without	1280	74	1241	73	1237	73	613	65
With	460	26	454	27	453	27	330	35
0 - 3	160	9	158	9	157	9	87	9
4 - 9	228	13	224	13	223	13	170	18
10 - 15	229	13	227	13	227	13	196	21

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		1695	100
Possessing:-	Colour Set	1690	100
	Teletext Set	1498	88
	Remote Ctrl.	1661	98
	Portable Set	869	51
Screen Size :-	Under 15"	825	49
	16 to 19"	124	7
	20" and over	1513	89
Household with :-	Single Set	753	44
	Two Sets	545	32
	3+ Sets	398	23
VCRs :-	Without	226	13
	With	1469	87
	With 1	1173	69
	With 2+	296	17

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		3373	100
Which are :-	Colour Set	3324	99
	Teletext Set	2302	68
	Remote Ctrl.	3186	94
	Portable Set	1378	41
Screen Size :-	Under 15"	1312	39
	16 to 19"	148	4
	20" and over	1860	55
VCR Connected		1920	57

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	4064	100	3994	100	3984	100	2583	100
Age :-								
0 - 3	187	5	184	5	183	5	103	4
4 - 9	308	8	303	8	302	8	224	9
10 - 15	314	8	312	8	312	8	283	11
16 - 19	193	5	191	5	190	5	146	6
20 - 24	222	5	215	5	215	5	145	6
25 - 34	521	13	507	13	504	13	289	11
35 - 44	603	15	595	15	594	15	398	15
45 - 54	560	14	554	14	553	14	376	15
55 - 64	483	12	475	12	473	12	318	12
65 +	673	17	659	17	658	17	301	12
Adults :- Total	3255	100	3195	100	3187	100	1973	100
AB	671	21	661	21	660	21	430	22
C1	930	29	910	28	909	29	579	29
C2	687	21	681	21	681	21	455	23
D	599	18	589	18	587	18	361	18
E	368	11	354	11	350	11	148	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2008	100	2056	100	1968	100	2026	100
Age :-								
0 - 15	417	21	391	19	412	21	387	19
16 - 24	218	11	198	10	213	11	193	10
25 - 34	255	13	265	13	248	13	259	13
35 - 44	301	15	302	15	296	15	299	15
45 - 54	278	14	282	14	274	14	280	14
55 - 64	239	12	245	12	233	12	242	12
65 +	300	15	373	18	293	15	366	18
Adults :-	1591	100	1664	100	1557	100	1638	100
AB	341	21	330	20	336	22	325	20
C1	435	27	494	30	425	27	485	30
C2	369	23	318	19	365	23	316	19
D	305	19	294	18	298	19	291	18
E	141	9	227	14	132	8	222	14
Working	1070	67	815	49	1054	68	807	49
Not Working	521	33	850	51	503	32	832	51
Housewives :-	319	100	1420	100	298	100	1397	100
Working	165	52	698	49	157	53	692	49
Not Working	154	48	722	51	141	47	706	51

West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	924	100	908	100
Receiving ITV	908	98	908	100
Receiving any CH4	906	98	906	100
Receiving five	796	86	796	88
Receiving BBC1	908	98	908	100
Receiving BBC2	908	98	908	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	924	100	908	100	907	100	586	100
		100		98		98		63
				100		100		65
Social Class :-								
AB	131	14	129	14	129	14	81	14
C1	287	31	284	31	284	31	180	31
C2	193	21	189	21	189	21	144	25
D	191	21	186	21	186	21	128	22
E	123	13	119	13	118	13	52	9
Housewife Age :-								
Under 25	44	5	43	5	43	5	28	5
25 - 34	155	17	151	17	151	17	103	18
35 - 44	183	20	181	20	181	20	143	24
45 - 54	165	18	163	18	163	18	114	19
55 - 64	145	16	142	16	141	16	100	17
65 +	232	25	228	25	228	25	99	17
Size of Household :-								
1	275	30	263	29	263	29	92	16
2	344	37	342	38	342	38	213	36
3	135	15	135	15	135	15	132	23
4	115	12	114	13	114	13	99	17
5 +	55	6	54	6	54	6	50	9
Average Household Size	2.30		2.31		2.31		2.69	
Children :-								
Without	706	76	693	76	692	76	375	64
With	218	24	215	24	215	24	211	36
0 - 3	74	8	73	8	73	8	59	10
4 - 9	113	12	112	12	112	12	107	18
10 - 15	113	12	113	12	112	12	115	20

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		908	100
Possessing:-	Colour Set	907	100
	Teletext Set	859	95
	Remote Ctrl.	895	99
	Portable Set	556	61
Screen Size :-	Under 15"	560	62
	16 to 19"	64	7
	20" and over	795	88
Household with :-	Single Set	322	35
	Two Sets	344	38
	3+ Sets	242	27
VCRs :-	Without	83	9
	With	825	91
	With 1	628	69
	With 2+	197	22

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1888	100
Which are :-	Colour Set	1873	99
	Teletext Set	1529	81
	Remote Ctrl.	1790	95
	Portable Set	804	43
Screen Size :-	Under 15"	817	43
	16 to 19"	71	4
	20" and over	994	53
VCR Connected		1098	58

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	2121	100	2095	100	2094	100	1577	100
Age :-								
0 - 3	83	4	81	4	81	4	63	4
4 - 9	151	7	149	7	149	7	137	9
10 - 15	159	7	157	8	157	8	168	11
16 - 19	95	4	94	4	94	5	81	5
20 - 24	127	6	126	6	126	6	98	6
25 - 34	280	13	275	13	275	13	205	13
35 - 44	329	16	325	15	325	16	253	16
45 - 54	294	14	291	14	291	14	218	14
55 - 64	255	12	252	12	252	12	178	11
65 +	348	16	344	16	343	16	175	11
Adults :- Total	1729	100	1707	100	1706	100	1209	100
AB	266	15	263	15	263	15	159	13
C1	569	33	567	33	567	33	394	33
C2	381	22	375	22	375	22	304	25
D	351	20	345	20	345	20	267	22
E	161	9	157	9	156	9	85	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1044	100	1076	100	1029	100	1066	100
Age :-								
0 - 15	202	19	190	18	201	20	187	18
16 - 24	121	12	102	9	119	12	101	9
25 - 34	140	13	140	13	137	13	138	13
35 - 44	163	16	166	15	160	16	164	15
45 - 54	140	13	154	14	139	13	153	14
55 - 64	130	12	125	12	127	12	125	12
65 +	148	14	200	19	145	14	198	19
Adults :-	842	100	887	100	828	100	879	100
AB	137	16	129	15	135	16	128	15
C1	275	33	295	33	273	33	294	33
C2	195	23	186	21	191	23	184	21
D	171	20	180	20	168	20	177	20
E	64	8	97	11	61	7	96	11
Working	546	65	429	48	538	65	426	48
Not Working	296	35	458	52	290	35	454	52
Housewives :-	157	100	767	100	147	100	761	100
Working	74	47	375	49	69	47	372	49
Not Working	83	53	392	51	79	53	388	51

South West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	793	100	781	100
Receiving ITV	781	98	781	100
Receiving any CH4	780	98	780	100
Receiving five	397	50	397	51
Receiving BBC1	781	98	781	100
Receiving BBC2	781	98	781	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	793	100	781	100	779	100	513	100
		100		98		98		65
				100		100		66
Social Class :-								
AB	152	19	151	19	150	19	108	21
C1	248	31	245	31	245	31	163	32
C2	162	20	161	21	161	21	116	23
D	111	14	109	14	109	14	69	14
E	121	15	116	15	115	15	57	11
Housewife Age :-								
Under 25	38	5	36	5	36	5	28	6
25 - 34	111	14	109	14	109	14	71	14
35 - 44	142	18	140	18	140	18	106	21
45 - 54	130	16	128	16	127	16	89	17
55 - 64	142	18	140	18	140	18	101	20
65 +	231	29	228	29	227	29	117	23
Size of Household :-								
1	242	30	233	30	230	30	104	20
2	299	38	298	38	297	38	201	39
3	107	13	106	14	106	14	97	19
4	99	12	98	13	98	13	80	16
5 +	47	6	47	6	47	6	31	6
Average Household Size	2.28		2.30		2.30		2.50	
Children :-								
Without	600	76	590	75	587	75	358	70
With	193	24	192	25	192	25	155	30
0 - 3	65	8	65	8	65	8	49	9
4 - 9	98	12	97	12	97	12	71	14
10 - 15	97	12	97	12	97	12	82	16

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		781	100
Possessing:-	Colour Set	779	100
	Teletext Set	659	84
	Remote Ctrl.	756	97
	Portable Set	471	60
Screen Size :-	Under 15"	466	60
	16 to 19"	61	8
	20" and over	698	89
Household with :-	Single Set	269	34
	Two Sets	319	41
	3+ Sets	194	25
VCRs :-	Without	121	15
	With	661	85
	With 1	490	63
	With 2+	171	22

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1626	100
Which are :-	Colour Set	1601	98
	Teletext Set	968	60
	Remote Ctrl.	1479	91
	Portable Set	697	43
Screen Size :-	Under 15"	689	42
	16 to 19"	69	4
	20" and over	855	53
VCR Connected		898	55

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	1813	100	1795	100	1792	100	1283	100
Age :-								
0 - 3	74	4	74	4	74	4	54	4
4 - 9	137	8	136	8	136	8	101	8
10 - 15	139	8	138	8	138	8	118	9
16 - 19	75	4	74	4	74	4	55	4
20 - 24	101	6	99	6	99	6	76	6
25 - 34	205	11	202	11	201	11	154	12
35 - 44	257	14	254	14	254	14	186	14
45 - 54	235	13	233	13	232	13	165	13
55 - 64	240	13	237	13	237	13	164	13
65 +	351	19	348	19	347	19	210	16
Adults :- Total	1463	100	1447	100	1444	100	1010	100
AB	301	21	299	21	298	21	223	22
C1	463	32	459	32	459	32	317	31
C2	321	22	319	22	319	22	257	25
D	215	15	212	15	211	15	131	13
E	163	11	158	11	157	11	82	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	880	100	933	100	872	100	923	100
Age :-								
0 - 15	178	20	172	18	177	20	171	18
16 - 24	90	10	85	9	90	10	84	9
25 - 34	96	11	109	12	94	11	107	12
35 - 44	130	15	127	14	128	15	127	14
45 - 54	118	13	118	13	116	13	116	13
55 - 64	112	13	128	14	111	13	126	14
65 +	157	18	195	21	155	18	192	21
Adults :-	702	100	761	100	695	100	753	100
AB	152	22	149	20	151	22	148	20
C1	217	31	246	32	216	31	243	32
C2	169	24	152	20	168	24	152	20
D	103	15	111	15	102	15	110	15
E	60	9	103	13	58	8	100	13
Working	437	62	341	45	433	62	337	45
Not Working	265	38	420	55	262	38	415	55
Housewives :-	143	100	651	100	138	100	644	100
Working	67	47	290	45	65	47	288	45
Not Working	76	53	360	55	73	53	356	55

South

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2052	100	2013	100
Receiving ITV	2013	98	2013	100
Receiving any CH4	2010	98	2010	100
Receiving five	1476	72	1476	73
Receiving BBC1	2013	98	2013	100
Receiving BBC2	2013	98	2013	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	2052	100 100	2013	100 98 100	2008	100 98 100	1314	100 64 65
Social Class :-								
AB	541	26	530	26	529	26	386	29
C1	660	32	650	32	648	32	424	32
C2	368	18	364	18	363	18	243	19
D	262	13	257	13	257	13	170	13
E	221	11	213	11	210	10	91	7
Housewife Age :-								
Under 25	109	5	103	5	103	5	56	4
25 - 34	323	16	316	16	316	16	202	15
35 - 44	422	21	414	21	413	21	318	24
45 - 54	355	17	351	17	350	17	264	20
55 - 64	319	16	313	16	312	16	225	17
65 +	525	26	517	26	514	26	250	19
Size of Household :-								
1	604	29	581	29	576	29	245	19
2	759	37	749	37	749	37	539	41
3	295	14	294	15	293	15	213	16
4	271	13	268	13	268	13	216	16
5 +	123	6	121	6	121	6	101	8
Average Household Size	2.32		2.33		2.33		2.57	
Children :-								
Without	1544	75	1510	75	1505	75	944	72
With	508	25	503	25	503	25	369	28
0 - 3	178	9	176	9	175	9	112	9
4 - 9	246	12	245	12	245	12	182	14
10 - 15	262	13	260	13	260	13	213	16

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2013	100
Possessing:-	Colour Set	2008	100
	Teletext Set	1751	87
	Remote Ctrl.	1979	98
	Portable Set	1106	55
Screen Size :-	Under 15"	1163	58
	16 to 19"	153	8
	20" and over	1794	89
Household with :-	Single Set	700	35
	Two Sets	769	38
	3+ Sets	545	27
VCRs :-	Without	371	18
	With	1642	82
	With 1	1160	58
	With 2+	482	24

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4264	100
Which are :-	Colour Set	4208	99
	Teletext Set	2688	63
	Remote Ctrl.	3910	92
	Portable Set	1620	38
Screen Size :-	Under 15"	1725	40
	16 to 19"	160	4
	20" and over	2277	53
VCR Connected		2356	55

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	4750	100	4685	100	4678	100	3371	100
Age :-								
0 - 3	213	4	210	4	210	4	137	4
4 - 9	328	7	326	7	326	7	238	7
10 - 15	366	8	363	8	362	8	303	9
16 - 19	227	5	225	5	225	5	196	6
20 - 24	276	6	267	6	266	6	207	6
25 - 34	606	13	595	13	595	13	390	12
35 - 44	757	16	746	16	745	16	593	18
45 - 54	634	13	629	13	628	13	492	15
55 - 64	559	12	551	12	550	12	415	12
65 +	783	16	774	17	770	16	400	12
Adults :- Total	3843	100	3787	100	3780	100	2693	100
AB	1067	28	1050	28	1049	28	805	30
C1	1253	33	1236	33	1234	33	892	33
C2	760	20	752	20	751	20	519	19
D	475	12	470	12	469	12	338	13
E	288	8	279	7	276	7	138	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2343	100	2408	100	2304	100	2381	100
Age :-								
0 - 15	477	20	431	18	472	20	427	18
16 - 24	257	11	247	10	251	11	241	10
25 - 34	300	13	307	13	292	13	303	13
35 - 44	375	16	382	16	369	16	377	16
45 - 54	313	13	321	13	309	13	320	13
55 - 64	278	12	281	12	273	12	278	12
65 +	344	15	439	18	338	15	435	18
Adults :-	1866	100	1977	100	1832	100	1954	100
AB	542	29	525	27	533	29	517	26
C1	587	31	666	34	578	32	658	34
C2	406	22	354	18	401	22	351	18
D	227	12	248	13	224	12	246	13
E	103	6	185	9	97	5	182	9
Working	1278	69	1015	51	1259	69	1006	51
Not Working	588	31	962	49	573	31	949	49
Housewives :-	392	100	1660	100	373	100	1640	100
Working	213	54	853	51	203	54	845	51
Not Working	179	46	807	49	170	46	795	49

North

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2385	100	2340	100
Receiving ITV	2340	98	2340	100
Receiving any CH4	2339	98	2339	100
Receiving five	2128	89	2128	91
Receiving BBC1	2340	98	2340	100
Receiving BBC2	2340	98	2340	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	2385	100 100	2340	100 98 100	2330	100 98 100	1499	100 63 64
Social Class :-								
AB	308	13	302	13	301	13	221	15
C1	620	26	613	26	613	26	440	29
C2	432	18	428	18	427	18	298	20
D	483	20	479	20	478	21	299	20
E	542	23	517	22	511	22	240	16
Housewife Age :-								
Under 25	146	6	141	6	141	6	100	7
25 - 34	378	16	369	16	369	16	231	15
35 - 44	481	20	473	20	472	20	372	25
45 - 54	400	17	390	17	388	17	293	20
55 - 64	383	16	378	16	376	16	242	16
65 +	597	25	588	25	585	25	261	17
Size of Household :-								
1	710	30	678	29	671	29	278	19
2	859	36	851	36	849	36	537	36
3	370	16	368	16	367	16	316	21
4	297	12	296	13	295	13	259	17
5 +	149	6	148	6	148	6	110	7
Average Household Size	2.32		2.33		2.34		2.61	
Children :-								
Without	1749	73	1707	73	1698	73	1019	68
With	636	27	633	27	632	27	480	32
0 - 3	200	8	198	8	198	9	128	9
4 - 9	320	13	318	14	317	14	243	16
10 - 15	331	14	331	14	331	14	262	17

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2340	100
Possessing:-	Colour Set	2330	100
	Teletext Set	1963	84
	Remote Ctrl.	2279	97
	Portable Set	1321	56
Screen Size :-	Under 15"	1296	55
	16 to 19"	159	7
	20" and over	2139	91
Household with :-	Single Set	841	36
	Two Sets	849	36
	3+ Sets	651	28
VCRs :-	Without	398	17
	With	1942	83
	With 1	1479	63
	With 2+	463	20

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4913	100
Which are :-	Colour Set	4842	99
	Teletext Set	3064	62
	Remote Ctrl.	4565	93
	Portable Set	2018	41
Screen Size :-	Under 15"	1997	41
	16 to 19"	182	4
	20" and over	2687	55
VCR Connected		2644	54

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	5527	100	5459	100	5443	100	3914	100
Age :-								
0 - 3	237	4	235	4	235	4	151	4
4 - 9	423	8	419	8	419	8	329	8
10 - 15	449	8	447	8	447	8	367	9
16 - 19	275	5	271	5	270	5	224	6
20 - 24	343	6	338	6	337	6	274	7
25 - 34	702	13	689	13	687	13	486	12
35 - 44	838	15	828	15	825	15	650	17
45 - 54	724	13	712	13	710	13	532	14
55 - 64	653	12	645	12	642	12	468	12
65 +	883	16	874	16	869	16	432	11
Adults :- Total	4419	100	4358	100	4342	100	3066	100
AB	617	14	608	14	605	14	478	16
C1	1219	28	1207	28	1207	28	909	30
C2	897	20	892	20	891	21	645	21
D	918	21	914	21	912	21	657	21
E	767	17	737	17	728	17	378	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2690	100	2837	100	2646	100	2814	100
Age :-								
0 - 15	564	21	545	19	560	21	542	19
16 - 24	306	11	312	11	298	11	311	11
25 - 34	342	13	360	13	334	13	355	13
35 - 44	413	15	425	15	406	15	422	15
45 - 54	364	14	360	13	358	14	354	13
55 - 64	322	12	331	12	316	12	329	12
65 +	379	14	504	18	374	14	500	18
Adults :-	2127	100	2292	100	2086	100	2272	100
AB	313	15	304	13	307	15	301	13
C1	569	27	650	28	561	27	647	28
C2	477	22	420	18	474	23	418	18
D	457	21	461	20	455	22	459	20
E	311	15	457	20	290	14	447	20
Working	1292	61	1003	44	1280	61	997	44
Not Working	834	39	1289	56	806	39	1275	56
Housewives :-	459	100	1926	100	433	100	1907	100
Working	205	45	848	44	199	46	843	44
Not Working	255	55	1078	56	234	54	1064	56

North East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1435	100	1415	100
Receiving ITV	1415	99	1415	100
Receiving any CH4	1413	98	1413	100
Receiving five	1294	90	1294	91
Receiving BBC1	1415	99	1415	100
Receiving BBC2	1415	99	1415	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	1435	100 100	1415	100 99 100	1409	100 98 100	991	100 69 70
Social Class :-								
AB	202	14	199	14	199	14	172	17
C1	349	24	347	25	347	25	251	25
C2	272	19	269	19	268	19	189	19
D	277	19	274	19	273	19	206	21
E	336	23	325	23	322	23	174	18
Housewife Age :-								
Under 25	75	5	71	5	71	5	54	5
25 - 34	208	14	203	14	203	14	166	17
35 - 44	285	20	280	20	279	20	208	21
45 - 54	259	18	256	18	255	18	206	21
55 - 64	235	16	234	17	232	16	169	17
65 +	374	26	371	26	369	26	189	19
Size of Household :-								
1	444	31	430	30	425	30	194	20
2	509	35	505	36	505	36	380	38
3	231	16	231	16	231	16	193	19
4	177	12	176	12	176	13	154	16
5 +	74	5	72	5	72	5	71	7
Average Household Size	2.27		2.28		2.28		2.55	
Children :-								
Without	1059	74	1042	74	1036	74	686	69
With	376	26	372	26	372	26	306	31
0 - 3	120	8	119	8	119	8	88	9
4 - 9	180	13	179	13	179	13	166	17
10 - 15	199	14	196	14	196	14	169	17

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		1415	100
Possessing:-	Colour Set	1409	100
	Teletext Set	1220	86
	Remote Ctrl.	1402	99
	Portable Set	872	62
Screen Size :-	Under 15"	852	60
	16 to 19"	71	5
	20" and over	1331	94
Household with :-	Single Set	423	30
	Two Sets	532	38
	3+ Sets	460	33
VCRs :-	Without	178	13
	With	1237	87
	With 1	834	59
	With 2+	402	28

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		2990	100
Which are :-	Colour Set	2959	99
	Teletext Set	1933	65
	Remote Ctrl.	2833	95
	Portable Set	1304	44
Screen Size :-	Under 15"	1248	42
	16 to 19"	85	3
	20" and over	1632	55
VCR Connected		1740	58

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	3256	100	3223	100	3214	100	2530	100
Age :-								
0 - 3	139	4	137	4	137	4	97	4
4 - 9	226	7	223	7	223	7	201	8
10 - 15	261	8	257	8	257	8	237	9
16 - 19	171	5	168	5	168	5	155	6
20 - 24	178	5	175	5	175	5	157	6
25 - 34	383	12	377	12	377	12	315	12
35 - 44	495	15	489	15	488	15	395	16
45 - 54	443	14	438	14	438	14	356	14
55 - 64	405	12	405	13	403	13	308	12
65 +	555	17	552	17	549	17	309	12
Adults :- Total	2630	100	2604	100	2597	100	1994	100
AB	406	15	403	15	403	16	356	18
C1	651	25	649	25	648	25	495	25
C2	568	22	565	22	564	22	417	21
D	531	20	527	20	526	20	442	22
E	474	18	461	18	456	18	284	14

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1579	100	1677	100	1558	100	1664	100
Age :-								
0 - 15	318	20	309	18	314	20	304	18
16 - 24	172	11	177	11	170	11	173	10
25 - 34	186	12	197	12	181	12	196	12
35 - 44	242	15	253	15	238	15	251	15
45 - 54	218	14	225	13	214	14	225	13
55 - 64	200	13	205	12	199	13	205	12
65 +	244	15	311	19	242	16	310	19
Adults :-	1262	100	1369	100	1245	100	1360	100
AB	207	16	199	15	205	16	198	15
C1	296	23	355	26	294	24	354	26
C2	304	24	265	19	301	24	263	19
D	263	21	268	20	261	21	266	20
E	192	15	282	21	183	15	278	20
Working	735	58	616	45	729	59	613	45
Not Working	526	42	753	55	515	41	747	55
Housewives :-	279	100	1156	100	266	100	1149	100
Working	114	41	519	45	110	41	517	45
Not Working	165	59	637	55	156	59	632	55

North West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2761	100	2705	100
Receiving ITV	2705	98	2705	100
Receiving any CH4	2703	98	2703	100
Receiving five	2556	93	2556	94
Receiving BBC1	2705	98	2705	100
Receiving BBC2	2705	98	2705	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	2761	100	2705	100	2697	100	1810	100
		100		98		98		66
				100		100		67
Social Class :-								
AB	433	16	427	16	427	16	366	20
C1	720	26	705	26	704	26	502	28
C2	482	17	476	18	476	18	356	20
D	522	19	513	19	513	19	326	18
E	605	22	584	22	578	21	260	14
Housewife Age :-								
Under 25	147	5	140	5	140	5	101	6
25 - 34	429	16	415	15	415	15	276	15
35 - 44	563	20	554	20	553	20	446	25
45 - 54	485	18	475	18	473	18	372	21
55 - 64	455	16	446	16	445	16	281	16
65 +	681	25	675	25	672	25	335	18
Size of Household :-								
1	874	32	833	31	826	31	335	18
2	916	33	905	33	905	34	657	36
3	438	16	437	16	437	16	366	20
4	361	13	359	13	359	13	321	18
5 +	173	6	171	6	171	6	131	7
Average Household Size	2.32		2.33		2.34		2.61	
Children :-								
Without	2010	73	1958	72	1951	72	1229	68
With	752	27	747	28	747	28	582	32
0 - 3	246	9	244	9	244	9	175	10
4 - 9	368	13	366	14	366	14	295	16
10 - 15	396	14	394	15	394	15	336	19

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2705	100
Possessing:-	Colour Set	2697	100
	Teletext Set	2402	89
	Remote Ctrl.	2637	97
	Portable Set	1559	58
Screen Size :-	Under 15"	1492	55
	16 to 19"	178	7
	20" and over	2424	90
Household with :-	Single Set	894	33
	Two Sets	976	36
	3+ Sets	834	31
VCRs :-	Without	368	14
	With	2337	86
	With 1	1529	57
	With 2+	807	30

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		5706	100
Which are :-	Colour Set	5644	99
	Teletext Set	3770	66
	Remote Ctrl.	5294	93
	Portable Set	2311	41
Screen Size :-	Under 15"	2222	39
	16 to 19"	199	3
	20" and over	3096	54
VCR Connected		3413	60

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	6397	100	6315	100	6307	100	4724	100
Age :-								
0 - 3	289	5	286	5	286	5	205	4
4 - 9	487	8	482	8	482	8	364	8
10 - 15	537	8	535	8	535	8	436	9
16 - 19	332	5	329	5	329	5	283	6
20 - 24	376	6	366	6	366	6	311	7
25 - 34	816	13	798	13	798	13	614	13
35 - 44	970	15	958	15	957	15	785	17
45 - 54	844	13	832	13	830	13	659	14
55 - 64	754	12	744	12	743	12	525	11
65 +	991	15	984	16	980	16	543	11
Adults :- Total	5084	100	5011	100	5003	100	3719	100
AB	868	17	857	17	857	17	780	21
C1	1405	28	1383	28	1383	28	1071	29
C2	1006	20	999	20	998	20	798	21
D	984	19	974	19	974	19	665	18
E	821	16	798	16	792	16	405	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3108	100	3289	100	3057	100	3258	100
Age :-								
0 - 15	675	22	639	19	668	22	635	20
16 - 24	352	11	357	11	345	11	351	11
25 - 34	395	13	421	13	384	13	414	13
35 - 44	474	15	495	15	468	15	490	15
45 - 54	418	13	426	13	409	13	423	13
55 - 64	372	12	383	12	364	12	380	12
65 +	424	14	568	17	420	14	564	17
Adults :-	2434	100	2650	100	2389	100	2622	100
AB	433	18	435	16	427	18	430	16
C1	654	27	751	28	643	27	740	28
C2	541	22	465	18	536	22	463	18
D	481	20	503	19	473	20	501	19
E	325	13	496	19	310	13	488	19
Working	1466	60	1250	47	1448	61	1238	47
Not Working	968	40	1400	53	941	39	1384	53
Housewives :-	570	100	2191	100	537	100	2167	100
Working	239	42	1016	46	228	42	1005	46
Not Working	331	58	1175	54	309	58	1162	54

Scotland

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2230	100	2174	100
Receiving ITV	2174	97	2174	100
Receiving any CH4	2172	97	2172	100
Receiving five	1862	84	1862	86
Receiving BBC1	2174	97	2174	100
Receiving BBC2	2174	97	2174	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	2230	100 100	2174	100 97 100	2167	100 97 100	1453	100 65 67
Social Class :-								
AB	376	17	370	17	370	17	303	21
C1	603	27	590	27	590	27	416	29
C2	380	17	375	17	375	17	286	20
D	374	17	368	17	368	17	243	17
E	497	22	470	22	465	21	204	14
Housewife Age :-								
Under 25	127	6	118	5	118	5	81	6
25 - 34	355	16	341	16	339	16	248	17
35 - 44	458	21	448	21	447	21	338	23
45 - 54	393	18	387	18	386	18	282	19
55 - 64	354	16	347	16	346	16	250	17
65 +	542	24	533	25	530	24	253	17
Size of Household :-								
1	753	34	716	33	711	33	303	21
2	750	34	737	34	736	34	547	38
3	332	15	328	15	328	15	270	19
4	290	13	288	13	288	13	244	17
5 +	105	5	104	5	104	5	89	6
Average Household Size	2.23		2.24		2.25		2.51	
Children :-								
Without	1666	75	1616	74	1610	74	987	68
With	563	25	557	26	557	26	465	32
0 - 3	178	8	175	8	175	8	124	9
4 - 9	276	12	273	13	273	13	236	16
10 - 15	286	13	283	13	283	13	261	18

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2174	100
Possessing:-	Colour Set	2167	100
	Teletext Set	1854	85
	Remote Ctrl.	2129	98
	Portable Set	1307	60
Screen Size :-	Under 15"	1274	59
	16 to 19"	215	10
	20" and over	1927	89
Household with :-	Single Set	721	33
	Two Sets	827	38
	3+ Sets	625	29
VCRs :-	Without	311	14
	With	1863	86
	With 1	1206	55
	With 2+	657	30

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4480	100
Which are :-	Colour Set	4438	99
	Teletext Set	2749	61
	Remote Ctrl.	4230	94
	Portable Set	1930	43
Screen Size :-	Under 15"	1882	42
	16 to 19"	238	5
	20" and over	2329	52
VCR Connected		2672	60

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	4961	100	4876	100	4868	100	3643	100
Age :-								
0 - 3	202	4	200	4	200	4	143	4
4 - 9	354	7	350	7	350	7	299	8
10 - 15	386	8	383	8	382	8	344	9
16 - 19	244	5	239	5	239	5	190	5
20 - 24	315	6	305	6	305	6	240	7
25 - 34	639	13	619	13	617	13	458	13
35 - 44	784	16	771	16	770	16	605	17
45 - 54	679	14	671	14	670	14	518	14
55 - 64	583	12	574	12	573	12	428	12
65 +	776	16	766	16	763	16	419	11
Adults :- Total	4019	100	3944	100	3936	100	2858	100
AB	747	19	736	19	735	19	621	22
C1	1130	28	1110	28	1110	28	837	29
C2	783	19	778	20	777	20	609	21
D	693	17	684	17	684	17	493	17
E	666	17	635	16	629	16	299	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2389	100	2572	100	2343	100	2533	100
Age :-								
0 - 15	485	20	457	18	482	21	451	18
16 - 24	279	12	280	11	271	12	273	11
25 - 34	308	13	331	13	297	13	321	13
35 - 44	378	16	407	16	368	16	403	16
45 - 54	334	14	345	13	329	14	342	13
55 - 64	282	12	300	12	277	12	296	12
65 +	324	14	452	18	319	14	447	18
Adults :-	1904	100	2115	100	1861	100	2082	100
AB	369	19	377	18	364	20	372	18
C1	516	27	613	29	506	27	605	29
C2	421	22	362	17	417	22	361	17
D	333	17	360	17	327	18	357	17
E	265	14	402	19	247	13	388	19
Working	1152	61	979	46	1136	61	970	47
Not Working	751	39	1136	54	725	39	1112	53
Housewives :-	439	100	1791	100	412	100	1762	100
Working	177	40	837	47	169	41	829	47
Not Working	262	60	954	53	242	59	933	53

Ulster

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	630	100	610	100
Receiving ITV	610	97	610	100
Receiving any CH4	607	96	607	100
Receiving five	486	77	486	80
Receiving BBC1	610	97	610	100
Receiving BBC2	610	97	610	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	630	100 100	610	100 97 100	607	100 96 100	352	100 56 58
Social Class :-								
AB	76	12	75	12	75	12	64	18
C1	156	25	153	25	153	25	105	30
C2	125	20	121	20	121	20	79	22
D	98	16	96	16	95	16	48	14
E	176	28	165	27	163	27	56	16
Housewife Age :-								
Under 25	24	4	23	4	23	4	7	2
25 - 34	113	18	110	18	110	18	60	17
35 - 44	139	22	136	22	135	22	90	25
45 - 54	114	18	111	18	110	18	78	22
55 - 64	100	16	97	16	96	16	62	18
65 +	140	22	134	22	133	22	55	16
Size of Household :-								
1	173	27	158	26	156	26	49	14
2	179	28	176	29	176	29	96	27
3	99	16	97	16	97	16	69	20
4	99	16	99	16	98	16	73	21
5 +	81	13	80	13	80	13	65	19
Average Household Size	2.65		2.69		2.70		3.12	
Children :-								
Without	430	68	411	67	409	67	208	59
With	200	32	198	33	198	33	144	41
0 - 3	73	12	72	12	72	12	45	13
4 - 9	104	16	103	17	103	17	78	22
10 - 15	113	18	113	18	112	19	88	25

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		610	100
Possessing:-	Colour Set	607	100
	Teletext Set	545	89
	Remote Ctrl.	598	98
	Portable Set	312	51
Screen Size :-	Under 15"	307	50
	16 to 19"	34	6
	20" and over	557	91
Household with :-	Single Set	257	42
	Two Sets	227	37
	3+ Sets	126	21
VCRs :-	Without	132	22
	With	478	78
	With 1	380	62
	With 2+	98	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1179	100
Which are :-	Colour Set	1170	99
	Teletext Set	845	72
	Remote Ctrl.	1125	95
	Portable Set	447	38
Screen Size :-	Under 15"	440	37
	16 to 19"	42	4
	20" and over	683	58
VCR Connected		616	52

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	1673	100	1642	100	1638	100	1100	100
Age :-								
0 - 3	88	5	87	5	87	5	53	5
4 - 9	143	9	142	9	142	9	103	9
10 - 15	159	10	158	10	158	10	127	12
16 - 19	108	6	106	6	106	6	68	6
20 - 24	101	6	99	6	99	6	72	7
25 - 34	231	14	227	14	226	14	154	14
35 - 44	252	15	248	15	247	15	164	15
45 - 54	205	12	200	12	200	12	149	14
55 - 64	170	10	166	10	166	10	115	10
65 +	216	13	208	13	207	13	94	9
Adults :- Total	1283	100	1255	100	1252	100	816	100
AB	169	13	167	13	167	13	151	18
C1	345	27	340	27	339	27	240	29
C2	293	23	287	23	287	23	208	26
D	214	17	210	17	210	17	123	15
E	263	20	251	20	249	20	94	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	818	100	856	100	800	100	841	100
Age :-								
0 - 15	201	25	189	22	200	25	187	22
16 - 24	105	13	105	12	103	13	103	12
25 - 34	113	14	118	14	110	14	116	14
35 - 44	123	15	129	15	120	15	127	15
45 - 54	102	12	103	12	99	12	102	12
55 - 64	83	10	87	10	80	10	86	10
65 +	92	11	125	15	88	11	120	14
Adults :-	616	100	667	100	600	100	654	100
AB	84	14	85	13	83	14	84	13
C1	167	27	178	27	164	27	175	27
C2	153	25	140	21	149	25	138	21
D	106	17	108	16	104	17	106	16
E	106	17	156	23	100	17	151	23
Working	379	61	285	43	372	62	282	43
Not Working	238	39	383	57	228	38	372	57
Housewives :-	106	100	525	100	95	100	515	100
Working	46	43	225	43	42	44	223	43
Not Working	60	57	300	57	53	56	292	57

Wales

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1223	100	1200	100
Receiving ITV	1200	98	1200	100
Receiving any CH4	1198	98	1198	100
Receiving five	934	76	934	78
Receiving BBC1	1200	98	1200	100
Receiving BBC2	1200	98	1200	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	1223	100 100	1200	100 98 100	1197	100 98 100	732	100 60 61
Social Class :-								
AB	158	13	157	13	157	13	108	15
C1	319	26	313	26	312	26	205	28
C2	235	19	232	19	231	19	153	21
D	233	19	230	19	229	19	149	20
E	278	23	269	22	267	22	117	16
Housewife Age :-								
Under 25	67	5	64	5	64	5	37	5
25 - 34	182	15	178	15	178	15	123	17
35 - 44	231	19	227	19	227	19	166	23
45 - 54	213	17	209	17	208	17	138	19
55 - 64	204	17	200	17	199	17	129	18
65 +	327	27	323	27	321	27	138	19
Size of Household :-								
1	363	30	348	29	345	29	123	17
2	421	34	416	35	416	35	247	34
3	197	16	195	16	195	16	153	21
4	162	13	162	13	162	14	134	18
5 +	80	7	80	7	80	7	75	10
Average Household Size	2.35		2.36		2.37		2.75	
Children :-								
Without	894	73	874	73	870	73	470	64
With	329	27	326	27	326	27	261	36
0 - 3	107	9	106	9	106	9	76	10
4 - 9	166	14	165	14	165	14	128	18
10 - 15	176	14	175	15	175	15	148	20

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		1200	100
Possessing:-	Colour Set	1197	100
	Teletext Set	1052	88
	Remote Ctrl.	1178	98
	Portable Set	662	55
Screen Size :-	Under 15"	637	53
	16 to 19"	79	7
	20" and over	1080	90
Household with :-	Single Set	469	39
	Two Sets	411	34
	3+ Sets	320	27
VCRs :-	Without	155	13
	With	1046	87
	With 1	743	62
	With 2+	303	25

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		2428	100
Which are :-	Colour Set	2408	99
	Teletext Set	1608	66
	Remote Ctrl.	2295	95
	Portable Set	978	40
Screen Size :-	Under 15"	954	39
	16 to 19"	92	4
	20" and over	1340	55
VCR Connected		1487	61

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	2871	100	2836	100	2832	100	2015	100
Age :-								
0 - 3	125	4	123	4	123	4	88	4
4 - 9	214	7	213	8	213	8	168	8
10 - 15	239	8	238	8	238	8	200	10
16 - 19	152	5	150	5	150	5	135	7
20 - 24	163	6	160	6	159	6	128	6
25 - 34	338	12	333	12	332	12	247	12
35 - 44	412	14	406	14	405	14	305	15
45 - 54	379	13	373	13	373	13	267	13
55 - 64	357	12	353	12	352	12	237	12
65 +	493	17	489	17	487	17	240	12
Adults :- Total	2293	100	2263	100	2258	100	1560	100
AB	329	14	327	14	327	14	235	15
C1	610	27	601	27	601	27	441	28
C2	494	22	490	22	490	22	354	23
D	462	20	457	20	457	20	333	21
E	398	17	387	17	385	17	197	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1390	100	1481	100	1371	100	1465	100
Age :-								
0 - 15	297	21	281	19	295	21	279	19
16 - 24	156	11	158	11	155	11	155	11
25 - 34	163	12	175	12	160	12	173	12
35 - 44	200	14	212	14	196	14	209	14
45 - 54	186	13	193	13	183	13	190	13
55 - 64	176	13	181	12	173	13	179	12
65 +	213	15	281	19	210	15	279	19
Adults :-	1093	100	1200	100	1077	100	1186	100
AB	168	15	161	13	166	15	160	14
C1	286	26	324	27	282	26	320	27
C2	261	24	233	19	259	24	232	20
D	225	21	237	20	222	21	235	20
E	153	14	244	20	148	14	239	20
Working	617	56	495	41	609	57	490	41
Not Working	476	44	705	59	468	43	696	59
Housewives :-	226	100	997	100	216	100	985	100
Working	84	37	411	41	79	37	407	41
Not Working	143	63	586	59	136	63	578	59

Midlands West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2457	100	2410	100
Receiving ITV	2410	98	2410	100
Receiving any CH4	2407	98	2407	100
Receiving five	2286	93	2286	95
Receiving BBC1	2410	98	2410	100
Receiving BBC2	2410	98	2410	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	2457	100 100	2410	100 98 100	2404	100 98 100	1614	100 66 67
Social Class :-								
AB	408	17	402	17	402	17	323	20
C1	646	26	635	26	635	26	429	27
C2	477	19	471	20	471	20	350	22
D	454	18	447	19	446	19	286	18
E	471	19	455	19	451	19	227	14
Housewife Age :-								
Under 25	125	5	119	5	119	5	76	5
25 - 34	399	16	389	16	388	16	261	16
35 - 44	489	20	482	20	481	20	397	25
45 - 54	431	18	425	18	425	18	308	19
55 - 64	399	16	390	16	390	16	256	16
65 +	615	25	604	25	601	25	316	20
Size of Household :-								
1	721	29	689	29	684	28	307	19
2	863	35	855	35	855	36	593	37
3	385	16	382	16	382	16	334	21
4	323	13	320	13	320	13	267	17
5 +	165	7	164	7	163	7	113	7
Average Household Size	2.36		2.37		2.37		2.58	
Children :-								
Without	1787	73	1744	72	1739	72	1100	68
With	671	27	666	28	665	28	514	32
0 - 3	226	9	225	9	225	9	154	10
4 - 9	333	14	330	14	330	14	254	16
10 - 15	358	15	356	15	356	15	296	18

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2410	100
Possessing:-	Colour Set	2404	100
	Teletext Set	2136	89
	Remote Ctrl.	2349	97
	Portable Set	1459	61
Screen Size :-	Under 15"	1443	60
	16 to 19"	133	6
	20" and over	2238	93
Household with :-	Single Set	796	33
	Two Sets	924	38
	3+ Sets	691	29
VCRs :-	Without	345	14
	With	2065	86
	With 1	1436	60
	With 2+	629	26

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		4977	100
Which are :-	Colour Set	4914	99
	Teletext Set	3264	66
	Remote Ctrl.	4558	92
	Portable Set	2153	43
Screen Size :-	Under 15"	2132	43
	16 to 19"	140	3
	20" and over	2678	54
VCR Connected		2824	57

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	5791	100	5714	100	5705	100	4171	100
Age :-								
0 - 3	269	5	266	5	266	5	175	4
4 - 9	438	8	433	8	432	8	316	8
10 - 15	483	8	481	8	481	8	392	9
16 - 19	283	5	280	5	280	5	237	6
20 - 24	345	6	337	6	336	6	257	6
25 - 34	735	13	721	13	719	13	509	12
35 - 44	866	15	855	15	853	15	704	17
45 - 54	752	13	744	13	743	13	583	14
55 - 64	702	12	691	12	690	12	491	12
65 +	918	16	906	16	903	16	509	12
Adults :- Total	4600	100	4535	100	4525	100	3288	100
AB	825	18	814	18	814	18	675	21
C1	1268	28	1250	28	1248	28	894	27
C2	978	21	970	21	969	21	772	23
D	883	19	873	19	871	19	611	19
E	647	14	628	14	623	14	334	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2840	100	2951	100	2795	100	2919	100
Age :-								
0 - 15	609	21	581	20	603	22	576	20
16 - 24	314	11	314	11	309	11	308	11
25 - 34	364	13	371	13	355	13	366	13
35 - 44	426	15	440	15	419	15	436	15
45 - 54	373	13	378	13	368	13	376	13
55 - 64	352	12	350	12	345	12	346	12
65 +	401	14	517	18	395	14	511	18
Adults :-	2230	100	2370	100	2192	100	2343	100
AB	410	18	415	18	403	18	411	18
C1	600	27	668	28	592	27	658	28
C2	526	24	452	19	521	24	449	19
D	449	20	434	18	441	20	431	18
E	246	11	401	17	235	11	393	17
Working	1419	64	1113	47	1402	64	1107	47
Not Working	811	36	1257	53	790	36	1236	53
Housewives :-	475	100	1982	100	452	100	1958	100
Working	231	49	945	48	222	49	939	48
Not Working	244	51	1037	52	230	51	1019	52

Midlands East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	893	100	878	100
Receiving ITV	878	98	878	100
Receiving any CH4	877	98	877	100
Receiving five	859	96	859	98
Receiving BBC1	878	98	878	100
Receiving BBC2	878	98	878	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	893	100	878	100	875	100	581	100
		100		98		98		65
				100		100		66
Social Class :-								
AB	159	18	155	18	155	18	134	23
C1	263	29	260	30	259	30	177	30
C2	170	19	168	19	168	19	120	21
D	173	19	171	19	170	19	98	17
E	128	14	124	14	122	14	52	9
Housewife Age :-								
Under 25	52	6	51	6	51	6	26	4
25 - 34	162	18	158	18	158	18	113	19
35 - 44	181	20	178	20	178	20	123	21
45 - 54	148	17	145	17	145	17	123	21
55 - 64	136	15	135	15	134	15	91	16
65 +	214	24	211	24	210	24	104	18
Size of Household :-								
1	267	30	257	29	254	29	95	16
2	308	35	305	35	305	35	232	40
3	133	15	133	15	133	15	100	17
4	120	13	119	14	119	14	96	17
5 +	64	7	64	7	64	7	57	10
Average Household Size	2.37		2.38		2.38		2.69	
Children :-								
Without	647	72	634	72	631	72	387	67
With	246	28	244	28	244	28	193	33
0 - 3	80	9	80	9	80	9	50	9
4 - 9	124	14	123	14	123	14	92	16
10 - 15	129	14	128	15	128	15	118	20

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		878	100
Possessing:-	Colour Set	875	100
	Teletext Set	777	89
	Remote Ctrl.	854	97
	Portable Set	535	61
Screen Size :-	Under 15"	517	59
	16 to 19"	44	5
	20" and over	7011	799
Household with :-	Single Set	297	34
	Two Sets	308	35
	3+ Sets	273	31
VCRs :-	Without	140	16
	With	738	84
	With 1	497	57
	With 2+	241	27

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1830	100
Which are :-	Colour Set	1801	98
	Teletext Set	1203	66
	Remote Ctrl.	1677	92
	Portable Set	801	44
Screen Size :-	Under 15"	778	43
	16 to 19"	42	2
	20" and over	949	52
VCR Connected		1015	55

Table 5 Analysis of Individuals								
	All Households		TV Households		Receiving Colour		More Than 1 Set	
	000's	%	000's	%	000's	%	000's	%
Total	2111	100	2089	100	2086	100	1563	100
Age :-								
0 - 3	99	5	98	5	98	5	65	4
4 - 9	166	8	165	8	165	8	125	8
10 - 15	177	8	176	8	176	8	163	10
16 - 19	105	5	104	5	104	5	89	6
20 - 24	135	6	133	6	132	6	95	6
25 - 34	290	14	285	14	285	14	218	14
35 - 44	327	15	323	15	322	15	241	15
45 - 54	265	13	262	13	262	13	229	15
55 - 64	231	11	230	11	229	11	162	10
65 +	318	15	315	15	313	15	176	11
Adults :- Total	1670	100	1651	100	1648	100	1210	100
AB	318	19	312	19	312	19	275	23
C1	503	30	499	30	499	30	362	30
C2	345	21	343	21	343	21	268	22
D	335	20	332	20	332	20	218	18
E	169	10	164	10	162	10	86	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1038	100	1074	100	1024	100	1065	100
Age :-								
0 - 15	228	22	214	20	226	22	212	20
16 - 24	121	12	118	11	120	12	116	11
25 - 34	142	14	148	14	139	14	145	14
35 - 44	161	16	166	15	158	15	165	15
45 - 54	134	13	130	12	132	13	130	12
55 - 64	114	11	118	11	112	11	117	11
65 +	138	13	180	17	136	13	179	17
Adults :-	810	100	860	100	798	100	853	100
AB	162	20	156	18	159	20	154	18
C1	241	30	263	31	238	30	261	31
C2	185	23	160	19	183	23	160	19
D	163	20	172	20	161	20	171	20
E	59	7	109	13	57	7	107	13
Working	528	65	422	49	521	65	419	49
Not Working	281	35	438	51	277	35	434	51
Housewives :-	184	100	709	100	175	100	703	100
Working	95	52	352	50	90	51	349	50
Not Working	89	48	357	50	85	49	353	50

Cable & Satellite Homes

Table 1 Television Reception								
	All Households		Total TV Households		Non-Terrestrial Households			
					ALL		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25043	100	24482	100	11175	100	7777	100
Receiving ITV	24482	98	24482	100	11175	100	7777	100
Receiving any CH4	24445	98	24445	100	11175	100	7777	100
Receiving five	21192	85	21192	87	11150	100	7753	100
Receiving 1+ Non Terrestrial	11175	45	11175	46	11175	100	7777	100
Receiving 1+ Non Terrestrial via Dish	7777	31	7777	32	7777	70	7777	100
Receiving BBC1	24482	98	24482	100	11175	100	7777	100
Receiving BBC2	24482	98	24482	100	11175	100	7777	100

Table 2 Analysis of Households								
	All Households		TV Households		Non-Terrestrial Households			
					Total		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25043	100	24482	100	11175	100	7777	100
		100		98		45		31
				100		46		32
Social Class :-								
AB	4610	18	4529	18	2344	21	1680	22
C1	7108	28	6969	28	3332	30	2329	30
C2	4470	18	4411	18	2399	21	1706	22
D	4236	17	4163	17	1923	17	1341	17
E	4618	18	4412	18	1177	11	721	9
Housewife Age :-								
Under 25	1322	5	1252	5	526	5	357	5
25 - 34	4235	17	4101	17	2382	21	1703	22
35 - 44	5119	20	5018	20	2902	26	2052	26
45 - 54	4310	17	4233	17	2301	21	1612	21
55 - 64	3921	16	3850	16	1700	15	1147	15
65 +	6135	24	6029	25	1364	12	905	12
Size of Household :-								
1	7717	31	7341	30	1815	16	1091	14
2	8592	34	8480	35	3820	34	2667	34
3	3792	15	3762	15	2256	20	1620	21
4	3325	13	3301	13	2217	20	1602	21
5 +	1617	6	1599	7	1068	10	797	10
Average Household Size	2.33		2.35		2.76		2.83	
Children :-								
Without	18398	73	17904	73	7068	63	4818	62
With	6645	27	6578	27	4107	37	2959	38
0 - 3	2256	9	2224	9	1329	12	996	13
4 - 9	3298	13	3265	13	2105	19	1511	19
10 - 15	3423	14	3400	14	2190	20	1578	20

Table 3 Household Penetrations - TV Sets/VCRs							
		Non-Terrestrial Households					
		TV Households		Total		DTH	
		000's	%	000's	%	000's	%
Total		24482	100	11175	100	7777	100
Possessing:-	Colour Set	24407	100	11174	100	7776	100
	Teletext Set	21249	87	10624	95	7515	97
	Remote Ctrl.	23949	98	11140	100	7760	100
	Portable Set	13857	57	7276	65	5166	66
Screen Size :-	Under 15"	13535	55	7090	63	5023	65
	16 to 19"	1863	8	843	8	576	7
	20" and over	21970	90	10666	95	7483	96
Household with :-	Single Set	9017	37	2574	23	1635	21
	Two Sets	8882	36	4178	37	2858	37
	3+ Sets	6583	27	4422	40	3285	42
VCRs :-	Without	3754	15	826	7	558	7
	With	20729	85	10349	93	7219	93
	With 1	14947	61	6418	57	4409	57
	With 2+	5782	24	3931	35	2809	36

Table 4		TV Set Profile					
		TV Households		Non-Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		50156	100	26961	100	19340	100
Which are :-	Colour Set	49550	99	26767	99	19214	99
	Teletext Set	32797	65	18034	67	13166	68
	Remote Ctrl.	46739	93	25372	94	18222	94
	Portable Set	20619	41	11840	44	8548	44
Screen Size :-	Under 15"	20213	40	11530	43	8338	43
	16 to 19"	2091	4	1006	4	697	4
	20" and over	27124	54	14135	52	10091	52
VCR Connected		28614	57	15907	59	11237	58
Sets Receiving 1+ Non-Terrestrial Channels		14622	29	14622	54	10527	54
Sets Receiving 1+ Non-Terrestrial Channels via Dish Antenna		10527	21	10527	39	10527	54

Table 5		Analysis of Individuals					
		All Households		Non-Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		58319	100	30829	100	21995	100
Age :-	0 - 3	2661	5	1563	5	1170	5
	4 - 9	4377	8	2782	9	1999	9
	10 - 15	4664	8	3001	10	2166	10
	16 - 19	2877	5	1776	6	1287	6
	20 - 24	3482	6	1851	6	1302	6
	25 - 34	7867	13	4641	15	3363	15
	35 - 44	8982	15	5311	17	3783	17
	45 - 54	7596	13	4290	14	3071	14
	55 - 64	6733	12	3177	10	2202	10
	65 +	9081	16	2435	8	1652	8
Adults :-	Total	46618	100	23483	100	16660	100
	AB	9306	20	5092	22	3692	22
	C1	13604	29	7037	30	4995	30
	C2	9260	20	5347	23	3846	23
	D	8102	17	4099	17	2914	17
	E	6345	14	1908	8	1213	7

Table 6a Analysis of Individuals								
	All Households				Non Terrestrial Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28413	100	29905	100	15669	100	15161	100
Age :-								
0 - 15	5997	21	5704	19	3795	24	3552	23
16 - 24	3178	11	3180	11	1939	12	1689	11
25 - 34	3830	13	4037	13	2262	14	2380	16
35 - 44	4414	16	4568	15	2624	17	2687	18
45 - 54	3754	13	3842	13	2148	14	2142	14
55 - 64	3310	12	3423	11	1630	10	1547	10
65 +	3930	12	5151	17	1272	8	1163	8
Adults :-	22416	100	24201	100	11874	100	11609	100
AB	4693	21	4613	19	2617	22	2475	21
C1	6335	28	7269	30	3496	29	3541	31
C2	4922	22	4338	18	2877	24	2470	21
D	4001	18	4101	17	2084	18	2015	17
E	2466	11	3880	16	800	7	1108	10
Working	14249	64	11412	47	8458	71	6623	57
Not Working	8167	36	12789	53	3415	29	4986	43
Housewives :-	4983	100	20060	100	1780	100	9395	100
Working	2396	48	9466	47	1054	59	5521	59
Not Working	2587	52	10594	53	726	41	3874	41

Table 6b					Analysis of Individuals				
		DTH Households							
		Males		Females					
		000's	%	000's	%				
Total		11301	100	10693	100				
Age :-									
0 - 15		2789	25	2546	24				
16 - 24		1410	12	1180	11				
25 - 34		1646	15	1716	16				
35 - 44		1873	17	1910	18				
45 - 54		1552	14	1518	14				
55 - 64		1154	10	1048	10				
65 +		877	8	775	7				
Adults :-		8513	100	8147	100				
AB		1919	23	1773	22				
C1		2516	30	2479	30				
C2		2070	24	1776	22				
D		1485	17	1429	18				
E		522	6	691	8				
Working		6120	72	4683	57				
Not Working		2392	28	3464	43				
Housewives :-		1170	100	6607	100				
Working		697	60	3925	59				
Not Working		473	40	2682	41				

Table 7 Non Terrestrial Penetration by Region				
	Total TV Households		Non Terrestrial Households	
	000's	%	000's	%
All Areas	24482	100	11175	100
London	4507	18	2071	19
South East	846	3	416	4
Midlands	3288	13	1440	13
East	1695	7	785	7
West	908	4	360	3
South West	781	3	302	3
South	2013	8	939	8
North	2340	10	989	9
North East	1415	6	669	6
North West	2705	11	1284	11
Scotland	2174	9	997	9
Ulster	610	2	258	2
Wales	1200	5	665	6
Midlands West	2410	10	1047	9
Midlands East	878	4	393	4

Projections Jan 2004 - Dec 2004

All Areas

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25176	100	25195	100	25213	100	25232	100	25251	100	25270	100
TV Households	24612	98	24630	98	24649	98	24667	98	24686	98	24704	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25289	100	25308	100	25327	100	25346	100	25365	100	25384	100
TV Households	24723	98	24742	98	24760	98	24779	98	24797	98	24816	98

Table 2													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24612	100	24630	100	24649	100	24667	100	24686	100	24704	100
Social Class	AB	4553	18	4557	19	4561	19	4564	19	4568	19	4571	19
	C1	7006	28	7011	28	7017	28	7022	28	7027	28	7033	28
	C2	4434	18	4437	18	4441	18	4444	18	4447	18	4451	18
	DE	8619	35	8625	35	8630	35	8637	35	8644	35	8649	35
Housewife Age	Under 25	1258	5	1259	5	1260	5	1261	5	1262	5	1263	5
	25 - 34	4123	17	4126	17	4129	17	4132	17	4135	17	4138	17
	35 - 44	5044	20	5048	20	5052	20	5055	20	5059	20	5063	20
	45 - 54	4255	17	4259	17	4262	17	4265	17	4268	17	4271	17
	55 - 64	3870	16	3873	16	3876	16	3879	16	3882	16	3885	16
	65 +	6062	25	6065	25	6070	25	6075	25	6080	25	6084	25
Size	1	7380	30	7385	30	7391	30	7396	30	7402	30	7408	30
	2	8525	35	8532	35	8538	35	8545	35	8551	35	8558	35
	3	3781	15	3784	15	3787	15	3790	15	3793	15	3795	15
	4+	4926	20	4929	20	4933	20	4936	20	4940	20	4943	20
Children	Without	17999	73	18012	73	18027	73	18040	73	18054	73	18067	73
	With	6613	27	6618	27	6622	27	6627	27	6632	27	6637	27

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24723	100	24742	100	24760	100	24779	100	24797	100	24816	100
Social Class	AB	4575	19	4578	19	4582	19	4585	19	4589	19	4592	19
	C1	7038	28	7044	28	7049	28	7054	28	7060	28	7065	28
	C2	4454	18	4457	18	4461	18	4464	18	4467	18	4471	18
	DE	8656	35	8663	35	8668	35	8676	35	8681	35	8688	35
Housewife Age	Under 25	1264	5	1265	5	1266	5	1267	5	1268	5	1269	5
	25 - 34	4141	17	4144	17	4147	17	4151	17	4154	17	4157	17
	35 - 44	5067	20	5071	20	5074	20	5078	20	5082	20	5086	20
	45 - 54	4275	17	4278	17	4281	17	4284	17	4287	17	4291	17
	55 - 64	3888	16	3891	16	3894	16	3897	16	3899	16	3902	16
	65 +	6088	25	6093	25	6098	25	6102	25	6107	25	6111	25
Size	1	7413	30	7419	30	7424	30	7430	30	7435	30	7441	30
	2	8564	35	8571	35	8577	35	8583	35	8590	35	8596	35
	3	3798	15	3801	15	3804	15	3807	15	3810	15	3812	15
	4+	4948	20	4951	20	4955	20	4959	20	4962	20	4967	20
Children	Without	18081	73	18095	73	18108	73	18122	73	18135	73	18149	73
	With	6642	27	6647	27	6652	27	6657	27	6662	27	6667	27

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55096	100	55138	100	55179	100	55221	100	55262	100	55303	100
Age	4 - 9	4348	8	4351	8	4355	8	4358	8	4361	8	4364	8
	10 - 15	4654	8	4658	8	4660	8	4664	8	4668	8	4672	8
	16 - 24	6263	11	6267	11	6272	11	6277	11	6281	11	6286	11
	25 - 34	7723	14	7729	14	7735	14	7741	14	7747	14	7752	14
	35 - 44	8889	16	8897	16	8903	16	8909	16	8916	16	8923	16
	45 - 54	7535	14	7541	14	7547	14	7552	14	7558	14	7564	14
	55 - 64	6677	12	6682	12	6687	12	6692	12	6697	12	6702	12
	65 +	9007	16	9013	16	9020	16	9028	16	9034	16	9040	16
Adults	Total	46094	100	46129	100	46164	100	46199	100	46233	100	46267	100
	AB	9227	20	9234	20	9241	20	9248	20	9256	20	9263	20
	C1	13468	29	13479	29	13489	29	13500	29	13509	29	13519	29
	C2	9223	20	9230	20	9237	20	9244	20	9251	20	9258	20
	DE	14176	31	14186	31	14197	31	14207	31	14217	31	14227	31

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55345	100	55386	100	55428	100	55469	100	55510	100	55552	100
Age	4 - 9	4368	8	4371	8	4374	8	4377	8	4381	8	4384	8
	10 - 15	4674	8	4678	8	4682	8	4685	8	4688	8	4692	8
	16 - 24	6291	11	6295	11	6300	11	6305	11	6310	11	6314	11
	25 - 34	7758	14	7764	14	7770	14	7776	14	7781	14	7787	14
	35 - 44	8929	16	8937	16	8943	16	8949	16	8956	16	8963	16
	45 - 54	7569	14	7575	14	7581	14	7586	14	7592	14	7598	14
	55 - 64	6707	12	6712	12	6717	12	6722	12	6727	12	6732	12
	65 +	9049	16	9054	16	9061	16	9069	16	9075	16	9082	16
Adults	Total	46303	100	46337	100	46372	100	46407	100	46441	100	46476	100
	AB	9270	20	9277	20	9284	20	9291	20	9298	20	9306	20
	C1	13530	29	13540	29	13551	29	13561	29	13571	29	13581	29
	C2	9265	20	9272	20	9279	20	9285	20	9292	20	9299	20
	DE	14238	31	14248	31	14258	31	14270	31	14280	31	14290	31

Table4a													
Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26709	100	26729	100	26749	100	26769	100	26789	100	26809	100
Age	4 - 15	4625	17	4628	17	4632	17	4635	17	4638	17	4642	17
	16 - 24	3130	12	3132	12	3134	12	3137	12	3139	12	3141	12
	25 - 34	3742	14	3745	14	3749	14	3751	14	3754	14	3757	14
	35 - 44	4348	16	4352	16	4355	16	4358	16	4361	16	4365	16
	45 - 54	3710	14	3713	14	3715	14	3718	14	3721	14	3723	14
	55 - 64	3268	12	3270	12	3272	12	3275	12	3277	12	3280	12
65 +		3886	15	3889	15	3892	15	3895	15	3899	15	3901	15
Adults													
Total		22084	100	22101	100	22117	100	22134	100	22151	100	22167	100
AB		4644	21	4647	21	4651	21	4655	21	4658	21	4662	21
C1		6256	28	6262	28	6266	28	6271	28	6276	28	6280	28
C2		4890	22	4894	22	4897	22	4901	22	4905	22	4908	22
DE		6294	29	6298	28	6303	28	6307	28	6312	28	6317	28
Working F/T		13457	61	13467	61	13477	61	13487	61	13497	61	13508	61
Not Working		8627	39	8634	39	8640	39	8647	39	8654	39	8659	39

Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26829	100	26850	100	26870	100	26890	100	26910	100	26930	100
Age	4 - 15	4645	17	4649	17	4653	17	4656	17	4660	17	4663	17
	16 - 24	3144	12	3146	12	3148	12	3151	12	3153	12	3155	12
	25 - 34	3759	14	3762	14	3765	14	3768	14	3771	14	3774	14
	35 - 44	4368	16	4372	16	4374	16	4377	16	4381	16	4384	16
	45 - 54	3726	14	3729	14	3733	14	3735	14	3737	14	3741	14
	55 - 64	3282	12	3285	12	3287	12	3290	12	3292	12	3294	12
65 +		3905	15	3907	15	3910	15	3913	15	3916	15	3919	15
Adults	Total	22184	100	22201	100	22217	100	22234	100	22250	100	22267	100
	AB	4665	21	4669	21	4672	21	4676	21	4680	21	4684	21
	C1	6286	28	6290	28	6295	28	6300	28	6304	28	6309	28
	C2	4912	22	4916	22	4920	22	4923	22	4927	22	4930	22
	DE	6321	28	6326	28	6330	28	6335	28	6339	28	6344	28
	Working F/T	13518	61	13528	61	13538	61	13549	61	13559	61	13569	61
	Not Working	8666	39	8673	39	8679	39	8685	39	8691	39	8698	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28387	100	28409	100	28430	100	28452	100	28473	100	28494	100
Age												
4 - 15	4377	15	4381	15	4383	15	4387	15	4391	15	4394	15
16 - 24	3133	11	3135	11	3138	11	3140	11	3142	11	3145	11
25 - 34	3981	14	3984	14	3986	14	3990	14	3993	14	3995	14
35 - 44	4541	16	4545	16	4548	16	4551	16	4555	16	4558	16
45 - 54	3825	13	3828	13	3832	13	3834	13	3837	13	3841	13
55 - 64	3409	12	3412	12	3415	12	3417	12	3420	12	3422	12
65 +	5121	18	5124	18	5128	18	5133	18	5135	18	5139	18
Adults												
Total	24010	100	24028	100	24047	100	24065	100	24082	100	24100	100
AB	4583	19	4587	19	4590	19	4593	19	4598	19	4601	19
C1	7212	30	7217	30	7223	30	7229	30	7233	30	7239	30
C2	4333	18	4336	18	4340	18	4343	18	4346	18	4350	18
DE	7882	33	7888	33	7894	33	7900	33	7905	33	7910	33
Working F/T	7327	31	7333	31	7339	31	7344	31	7350	31	7355	31
Not Working	16683	69	16695	69	16708	69	16721	69	16732	69	16745	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28516	100	28536	100	28558	100	28579	100	28600	100	28622	100
Age	4 - 15	4397	15	4400	15	4403	15	4406	15	4409	15	4413	15
	16 - 24	3147	11	3149	11	3152	11	3154	11	3157	11	3159	11
	25 - 34	3999	14	4002	14	4005	14	4008	14	4010	14	4013	14
	35 - 44	4561	16	4565	16	4569	16	4572	16	4575	16	4579	16
	45 - 54	3843	13	3846	13	3848	13	3851	13	3855	13	3857	13
	55 - 64	3425	12	3427	12	3430	12	3432	12	3435	12	3438	12
	65 +	5144	18	5147	18	5151	18	5156	18	5159	18	5163	18
Adults		24119	100	24136	100	24155	100	24173	100	24191	100	24209	100
Total		4605	19	4608	19	4612	19	4615	19	4618	19	4622	19
AB		7244	30	7250	30	7256	30	7261	30	7267	30	7272	30
C1		4353	18	4356	18	4359	18	4362	18	4365	18	4369	18
C2		7917	33	7922	33	7928	33	7935	33	7941	33	7946	33
DE		7360	31	7366	31	7372	31	7377	31	7382	31	7388	31
Working F/T		16759	69	16770	69	16783	69	16796	69	16809	69	16821	69
Not Working													

London

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4686	100	4689	100	4693	100	4697	100	4701	100	4704	100
TV Households	4531	97	4535	97	4539	97	4542	97	4545	97	4549	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4707	100	4711	100	4714	100	4718	100	4721	100	4725	100
TV Households	4552	97	4555	97	4559	97	4562	97	4565	97	4569	97

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4531	100	4535	100	4539	100	4542	100	4545	100	4549	100
Social Class	AB	1138	25	1139	25	1139	25	1140	25	1141	25	1142	25
	C1	1433	32	1434	32	1435	32	1437	32	1438	32	1438	32
	C2	669	15	670	15	670	15	671	15	672	15	671	15
	DE	1291	28	1292	28	1295	29	1294	28	1294	28	1298	29
Housewife Age	Under 25	226	5	226	5	226	5	226	5	227	5	227	5
	25 - 34	958	21	959	21	960	21	960	21	961	21	961	21
	35 - 44	1018	22	1019	22	1020	22	1020	22	1021	22	1022	22
	45 - 54	747	16	748	16	749	17	750	17	749	16	750	16
	55 - 64	620	14	621	14	621	14	622	14	623	14	623	14
	65 +	962	21	962	21	963	21	964	21	964	21	966	21
Size	1	1446	32	1446	32	1448	32	1449	32	1449	32	1451	32
	2	1412	31	1414	31	1415	31	1416	31	1417	31	1418	31
	3	683	15	684	15	685	15	685	15	686	15	686	15
	4+	990	22	991	22	991	22	992	22	993	22	994	22
Children	Without	3286	73	3290	73	3292	73	3294	73	3296	73	3300	73
	With	1245	27	1245	27	1247	27	1248	27	1249	27	1249	27

Table 2													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4552	100	4555	100	4559	100	4562	100	4565	100	4569	100
Social Class	AB	1143	25	1144	25	1145	25	1146	25	1147	25	1148	25
	C1	1440	32	1441	32	1441	32	1443	32	1444	32	1446	32
	C2	672	15	673	15	673	15	674	15	674	15	674	15
	DE	1297	28	1297	28	1300	29	1299	28	1300	28	1301	28
Housewife Age	Under 25	226	5	226	5	226	5	227	5	227	5	227	5
	25 - 34	962	21	963	21	964	21	965	21	965	21	966	21
	35 - 44	1022	22	1023	22	1024	22	1024	22	1025	22	1026	22
	45 - 54	751	16	751	16	752	16	753	17	754	17	753	16
	55 - 64	623	14	623	14	624	14	625	14	625	14	626	14
	65 +	968	21	969	21	969	21	968	21	969	21	971	21
Size	1	1452	32	1454	32	1454	32	1455	32	1457	32	1458	32
	2	1419	31	1420	31	1422	31	1422	31	1423	31	1425	31
	3	686	15	687	15	688	15	688	15	689	15	690	15
	4+	995	22	994	22	995	22	997	22	996	22	996	22
Children	Without	3302	73	3304	73	3306	73	3309	73	3311	73	3314	73
	With	1250	27	1251	27	1253	27	1253	27	1254	27	1255	27

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		10210	100	10218	100	10226	100	10233	100	10241	100	10249	100
Age	4 - 9	826	8	826	8	826	8	827	8	828	8	829	8
	10 - 15	825	8	826	8	827	8	827	8	828	8	828	8
	16 - 24	1186	12	1187	12	1187	12	1189	12	1190	12	1191	12
	25 - 34	1823	18	1826	18	1828	18	1828	18	1828	18	1831	18
	35 - 44	1760	17	1761	17	1762	17	1764	17	1766	17	1766	17
	45 - 54	1314	13	1315	13	1316	13	1316	13	1318	13	1319	13
	55 - 64	1070	10	1071	10	1072	10	1072	10	1073	10	1074	10
	65 +	1406	14	1406	14	1408	14	1410	14	1410	14	1411	14
Adults	Total	8559	100	8566	100	8573	100	8579	100	8585	100	8592	100
	AB	2324	27	2325	27	2327	27	2328	27	2330	27	2333	27
	C1	2703	32	2705	32	2707	32	2710	32	2712	32	2712	32
	C2	1406	16	1406	16	1408	16	1408	16	1409	16	1411	16
	DE	2126	25	2130	25	2131	25	2133	25	2134	25	2136	25

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		10257	100	10265	100	10272	100	10280	100	10288	100	10296	100
Age	4 - 9	829	8	830	8	830	8	831	8	832	8	832	8
	10 - 15	829	8	830	8	830	8	831	8	831	8	832	8
	16 - 24	1192	12	1192	12	1193	12	1194	12	1195	12	1195	12
	25 - 34	1833	18	1834	18	1836	18	1836	18	1839	18	1841	18
	35 - 44	1767	17	1769	17	1770	17	1772	17	1772	17	1774	17
	45 - 54	1320	13	1321	13	1322	13	1323	13	1323	13	1325	13
	55 - 64	1074	10	1075	10	1077	10	1078	10	1078	10	1079	10
	65 +	1413	14	1414	14	1414	14	1415	14	1418	14	1418	14
Adults	Total	8599	100	8605	100	8612	100	8618	100	8625	100	8632	100
	AB	2334	27	2336	27	2338	27	2339	27	2341	27	2343	27
	C1	2716	32	2718	32	2719	32	2722	32	2724	32	2726	32
	C2	1411	16	1413	16	1414	16	1415	16	1416	16	1417	16
	DE	2138	25	2138	25	2141	25	2142	25	2144	25	2146	25

Male Individuals in TV Households																											
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04															
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%														
Total Males 4+		4928	100	4932	100	4936	100	4940	100	4944	100	4948	100														
Age	4 - 15	838	17	839	17	839	17	840	17	841	17	843	17														
	16 - 24	576	12	576	12	576	12	577	12	578	12	578	12														
	25 - 34	888	18	888	18	890	18	890	18	890	18	891	18														
	35 - 44	858	17	859	17	859	17	860	17	861	17	861	17														
	45 - 54	644	13	644	13	646	13	645	13	646	13	647	13														
	55 - 64	519	11	519	11	520	11	520	11	520	11	520	11														
65 +		605	12	607	12	606	12	608	12	608	12	608	12														
Adults		Total		4090		100		4093		100		4097		100		4100		100		4103		100		4105		100	
		AB		1171		29		1172		29		1173		29		1174		29		1174		29		1175		29	
		C1		1241		30		1241		30		1243		30		1244		30		1246		30		1245		30	
		C2		738		18		739		18		740		18		740		18		740		18		741		18	
		DE		940		23		941		23		941		23		943		23		943		23		944		23	
		Working F/T		2638		64		2641		65		2642		64		2645		65		2646		64		2649		65	
		Not Working		1452		36		1452		35		1455		36		1455		35		1457		36		1456		35	

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4951	100	4955	100	4959	100	4962	100	4966	100	4970	100
Age	4 - 15	843	17	843	17	844	17	844	17	844	17	845	17
	16 - 24	579	12	579	12	580	12	580	12	580	12	580	12
	25 - 34	891	18	892	18	893	18	894	18	895	18	897	18
	35 - 44	862	17	863	17	863	17	865	17	864	17	865	17
	45 - 54	647	13	648	13	648	13	648	13	649	13	650	13
	55 - 64	521	11	521	11	522	11	522	11	523	11	522	11
65 +		608	12	609	12	609	12	609	12	611	12	611	12
Adults	Total	4108	100	4112	100	4115	100	4118	100	4122	100	4125	100
	AB	1177	29	1177	29	1177	29	1178	29	1180	29	1181	29
	C1	1246	30	1248	30	1249	30	1250	30	1251	30	1251	30
	C2	741	18	742	18	743	18	743	18	743	18	744	18
	DE	944	23	945	23	946	23	947	23	948	23	949	23
	Working F/T	2650	65	2653	65	2654	64	2657	65	2658	64	2661	65
	Not Working	1458	35	1459	35	1461	36	1461	35	1464	36	1464	35

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5282	100	5286	100	5290	100	5293	100	5297	100	5301	100
Age												
4 - 15	813	15	813	15	814	15	814	15	815	15	814	15
16 - 24	610	12	611	12	611	12	612	12	612	12	613	12
25 - 34	935	18	938	18	938	18	938	18	938	18	940	18
35 - 44	902	17	902	17	903	17	904	17	905	17	905	17
45 - 54	670	13	671	13	670	13	671	13	672	13	672	13
55 - 64	551	10	552	10	552	10	552	10	553	10	554	10
65 +	801	15	799	15	802	15	802	15	802	15	803	15
Adults												
Total	4469	100	4473	100	4476	100	4479	100	4482	100	4487	100
AB	1153	26	1153	26	1154	26	1155	26	1156	26	1158	26
C1	1462	33	1464	33	1464	33	1466	33	1466	33	1467	33
C2	668	15	667	15	668	15	669	15	669	15	670	15
DE	1186	27	1189	27	1190	27	1189	27	1191	27	1192	27
Working F/T	1553	35	1553	35	1555	35	1555	35	1557	35	1557	35
Not Working	2916	65	2920	65	2921	65	2924	65	2925	65	2930	65

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5306	100	5310	100	5313	100	5318	100	5322	100	5326	100
Age	4 - 15	815	15	817	15	816	15	818	15	819	15	819	15
	16 - 24	613	12	613	12	613	12	614	12	615	12	615	12
	25 - 34	942	18	942	18	943	18	942	18	944	18	944	18
	35 - 44	905	17	906	17	907	17	907	17	908	17	909	17
	45 - 54	673	13	673	13	674	13	675	13	674	13	675	13
	55 - 64	553	10	554	10	555	10	556	10	555	10	557	10
65 +		805	15	805	15	805	15	806	15	807	15	807	15
Adults	Total	4491	100	4493	100	4497	100	4500	100	4503	100	4507	100
	AB	1157	26	1159	26	1161	26	1161	26	1161	26	1162	26
	C1	1470	33	1470	33	1470	33	1472	33	1473	33	1475	33
	C2	670	15	671	15	671	15	672	15	673	15	673	15
	DE	1194	27	1193	27	1195	27	1195	27	1196	27	1197	27
	Working F/T	1560	35	1560	35	1562	35	1562	35	1565	35	1565	35
	Not Working	2931	65	2933	65	2935	65	2938	65	2938	65	2942	65

South East

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	866	100	867	100	868	100	868	100	869	100	870	100
TV Households	853	98	853	98	854	98	855	99	856	99	857	99

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	871	100	872	100	873	100	874	100	875	100	876	100
TV Households	858	99	859	99	860	99	861	99	862	99	863	99

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		853	100	853	100	854	100	855	100	856	100	857	100
Social Class	AB	183	21	183	21	184	22	184	22	184	21	184	21
	C1	269	32	270	32	270	32	270	32	270	32	271	32
	C2	162	19	162	19	162	19	162	19	162	19	163	19
	DE	239	28	238	28	238	28	239	28	240	28	239	28
Housewife Age	Under 25	36	4	36	4	36	4	36	4	36	4	36	4
	25 - 34	134	16	134	16	134	16	134	16	134	16	135	16
	35 - 44	160	19	160	19	160	19	161	19	161	19	161	19
	45 - 54	144	17	144	17	144	17	144	17	145	17	145	17
	55 - 64	148	17	148	17	148	17	148	17	148	17	148	17
	65 +	231	27	231	27	232	27	232	27	232	27	232	27
Size	1	250	29	251	29	251	29	251	29	252	29	252	29
	2	302	35	302	35	302	35	303	35	303	35	303	35
	3	123	14	123	14	123	14	123	14	123	14	124	14
	4+	178	21	177	21	178	21	178	21	178	21	178	21
Children	Without	619	73	618	72	619	72	620	73	621	73	621	72
	With	234	27	235	28	235	28	235	27	235	27	236	28

Table 2													
TV Households													
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total TV Households	858	100	859	100	860	100	861	100	862	100	863	100	
Social Class	AB	184	21	184	21	185	22	185	21	185	21	185	21
	C1	271	32	271	32	272	32	272	32	272	32	272	32
	C2	163	19	163	19	163	19	163	19	164	19	164	19
	DE	240	28	241	28	240	28	241	28	241	28	242	28
Housewife Age	Under 25	37	4	37	4	37	4	37	4	37	4	37	4
	25 - 34	135	16	135	16	135	16	135	16	135	16	135	16
	35 - 44	161	19	161	19	161	19	162	19	162	19	162	19
	45 - 54	145	17	145	17	145	17	145	17	145	17	146	17
	55 - 64	149	17	149	17	149	17	149	17	149	17	149	17
	65 +	231	27	232	27	233	27	233	27	234	27	234	27
Size	1	252	29	252	29	253	29	253	29	253	29	253	29
	2	304	35	304	35	304	35	305	35	305	35	305	35
	3	124	14	124	14	124	14	124	14	124	14	124	14
	4+	178	21	179	21	179	21	179	21	180	21	181	21
Children	Without	622	72	623	73	624	73	624	72	625	73	626	73
	With	236	28	236	27	236	27	237	28	237	27	237	27

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1922	100	1924	100	1926	100	1928	100	1930	100	1932	100
Age	4 - 9	164	9	164	9	165	9	165	9	165	9	165	9
	10 - 15	165	9	165	9	165	9	165	9	165	9	166	9
	16 - 24	199	10	199	10	200	10	200	10	200	10	200	10
	25 - 34	244	13	244	13	243	13	244	13	245	13	244	13
	35 - 44	297	15	297	15	298	15	298	15	298	15	299	15
	45 - 54	251	13	251	13	251	13	252	13	252	13	252	13
	55 - 64	257	13	257	13	257	13	258	13	258	13	258	13
Adults	65 +	345	18	347	18	347	18	346	18	347	18	348	18
	Total	1593	100	1595	100	1596	100	1598	100	1600	100	1601	100
	AB	371	23	372	23	372	23	373	23	373	23	373	23
	C1	499	31	499	31	500	31	500	31	501	31	502	31
	C2	328	21	329	21	329	21	330	21	330	21	330	21
	DE	395	25	395	25	395	25	395	25	396	25	396	25

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1934	100	1936	100	1938	100	1940	100	1942	100	1944	100
Age	4 - 9	165	9	165	9	166	9	166	9	166	9	166	9
	10 - 15	166	9	166	9	166	9	166	9	167	9	167	9
	16 - 24	200	10	201	10	201	10	201	10	201	10	202	10
	25 - 34	245	13	245	13	245	13	246	13	245	13	245	13
	35 - 44	299	15	299	15	300	15	300	15	301	15	301	15
	45 - 54	252	13	253	13	253	13	253	13	254	13	254	13
	55 - 64	259	13	259	13	259	13	259	13	260	13	260	13
	65 +	348	18	348	18	348	18	349	18	348	18	349	18
Adults	Total	1603	100	1605	100	1606	100	1608	100	1609	100	1611	100
	AB	374	23	374	23	374	23	375	23	375	23	376	23
	C1	501	31	502	31	503	31	503	31	504	31	504	31
	C2	331	21	331	21	331	21	332	21	332	21	332	21
	DE	397	25	398	25	398	25	398	25	398	25	399	25

Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		913	100	914	100	914	100	915	100	916	100	917	100
Age	4 - 15	167	18	167	18	167	18	167	18	167	18	167	18
	16 - 24	96	11	97	11	97	11	97	11	97	11	97	11
	25 - 34	109	12	109	12	109	12	109	12	109	12	109	12
	35 - 44	146	16	146	16	147	16	147	16	147	16	147	16
	45 - 54	122	13	122	13	121	13	122	13	122	13	122	13
	55 - 64	124	14	124	14	124	14	124	14	125	14	125	14
	65 +	149	16	149	16	149	16	149	16	149	16	150	16
Adults													
Total		746	100	747	100	747	100	748	100	749	100	750	100
AB		186	25	186	25	186	25	187	25	187	25	187	25
C1		218	29	219	29	219	29	219	29	219	29	220	29
C2		168	23	168	22	168	22	169	23	169	23	169	23
DE		174	23	174	23	174	23	173	23	174	23	174	23
Working F/T		461	62	461	62	462	62	462	62	463	62	463	62
Not Working		285	38	286	38	285	38	286	38	286	38	287	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		918	100	919	100	920	100	921	100	922	100	923	100
Age	4 - 15	167	18	168	18	168	18	168	18	169	18	169	18
	16 - 24	97	11	97	11	97	11	97	11	98	11	98	11
	25 - 34	110	12	110	12	110	12	110	12	109	12	109	12
	35 - 44	147	16	147	16	148	16	147	16	148	16	148	16
	45 - 54	122	13	122	13	122	13	123	13	123	13	123	13
	55 - 64	125	14	125	14	125	14	125	14	125	14	126	14
65 +		150	16	150	16	150	16	151	16	150	16	150	16
Adults	Total	751	100	751	100	752	100	753	100	753	100	754	100
	AB	187	25	187	25	188	25	188	25	188	25	188	25
	C1	220	29	220	29	220	29	220	29	220	29	221	29
	C2	169	23	169	23	169	23	170	23	170	23	170	23
	DE	175	23	175	23	175	23	175	23	175	23	175	23
	Working F/T	464	62	464	62	465	62	465	62	466	62	466	62
	Not Working	287	38	287	38	287	38	288	38	287	38	288	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1009	100	1010	100	1012	100	1013	100	1014	100	1015	100
Age												
4 - 15	162	16	162	16	163	16	163	16	163	16	164	16
16 - 24	103	10	102	10	103	10	103	10	103	10	103	10
25 - 34	135	13	135	13	134	13	135	13	136	13	135	13
35 - 44	151	15	151	15	151	15	151	15	151	15	152	15
45 - 54	129	13	129	13	130	13	130	13	130	13	130	13
55 - 64	133	13	133	13	133	13	134	13	133	13	133	13
65 +	196	19	198	20	198	20	197	19	198	20	198	20
Adults												
Total	847	100	848	100	849	100	850	100	851	100	851	100
AB	185	22	186	22	186	22	186	22	186	22	186	22
C1	281	33	280	33	281	33	281	33	282	33	282	33
C2	160	19	161	19	161	19	161	19	161	19	161	19
DE	221	26	221	26	221	26	222	26	222	26	222	26
Working F/T	239	28	240	28	239	28	240	28	240	28	241	28
Not Working	608	72	608	72	610	72	610	72	611	72	610	72

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1016	100	1017	100	1018	100	1019	100	1020	100	1021	100
Age	4 - 15	164	16	163	16	164	16	164	16	164	16	164	16
	16 - 24	103	10	104	10	104	10	104	10	103	10	104	10
	25 - 34	135	13	135	13	135	13	136	13	136	13	136	13
	35 - 44	152	15	152	15	152	15	153	15	153	15	153	15
	45 - 54	130	13	131	13	131	13	130	13	131	13	131	13
	55 - 64	134	13	134	13	134	13	134	13	135	13	134	13
65 +		198	19	198	19	198	19	198	19	198	19	199	19
Adults	Total	852	100	854	100	854	100	855	100	856	100	857	100
	AB	187	22	187	22	186	22	187	22	187	22	188	22
	C1	281	33	282	33	283	33	283	33	284	33	283	33
	C2	162	19	162	19	162	19	162	19	162	19	162	19
	DE	222	26	223	26	223	26	223	26	223	26	224	26
	Working F/T	240	28	241	28	241	28	242	28	241	28	242	28
	Not Working	612	72	613	72	613	72	613	72	615	72	615	72

Midlands

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3367	100	3370	100	3372	100	3375	100	3377	100	3380	100
TV Households	3305	98	3308	98	3310	98	3312	98	3315	98	3317	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3382	100	3385	100	3387	100	3390	100	3392	100	3395	100
TV Households	3320	98	3322	98	3325	98	3327	98	3330	98	3332	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3305	100	3308	100	3310	100	3312	100	3315	100	3317	100
Social Class	AB	560	17	560	17	561	17	561	17	562	17	562	17
	C1	900	27	901	27	901	27	902	27	903	27	903	27
	C2	643	19	644	19	644	19	645	19	645	19	645	19
	DE	1202	36	1203	36	1204	36	1204	36	1205	36	1207	36
Housewife Age	Under 25	171	5	171	5	172	5	172	5	172	5	172	5
	25 - 34	549	17	549	17	550	17	550	17	551	17	551	17
	35 - 44	664	20	664	20	665	20	665	20	666	20	666	20
	45 - 54	574	17	574	17	575	17	575	17	576	17	576	17
	55 - 64	528	16	528	16	528	16	529	16	529	16	530	16
	65 +	819	25	822	25	820	25	821	25	821	25	822	25
Size	1	951	29	952	29	953	29	953	29	954	29	955	29
	2	1166	35	1167	35	1168	35	1169	35	1170	35	1171	35
	3	518	16	518	16	519	16	519	16	519	16	520	16
	4+	670	20	671	20	670	20	671	20	672	20	671	20
Children	Without	2391	72	2393	72	2394	72	2396	72	2398	72	2399	72
	With	914	28	915	28	916	28	916	28	917	28	918	28

Table 2													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3320	100	3322	100	3325	100	3327	100	3330	100	3332	100
Social Class	AB	562	17	563	17	563	17	564	17	564	17	564	17
	C1	904	27	905	27	905	27	906	27	907	27	907	27
	C2	646	19	646	19	647	19	647	19	648	19	648	19
	DE	1208	36	1208	36	1210	36	1210	36	1211	36	1213	36
Housewife Age	Under 25	172	5	172	5	172	5	173	5	173	5	173	5
	25 - 34	551	17	552	17	552	17	553	17	553	17	553	17
	35 - 44	667	20	667	20	668	20	668	20	669	20	669	20
	45 - 54	576	17	577	17	577	17	578	17	578	17	578	17
	55 - 64	530	16	530	16	531	16	531	16	531	16	532	16
	65 +	824	25	824	25	825	25	824	25	826	25	827	25
Size	1	955	29	956	29	957	29	957	29	958	29	959	29
	2	1171	35	1172	35	1173	35	1174	35	1175	35	1176	35
	3	520	16	521	16	521	16	521	16	522	16	522	16
	4+	674	20	673	20	674	20	675	20	675	20	675	20
Children	Without	2402	72	2403	72	2405	72	2406	72	2409	72	2410	72
	With	918	28	919	28	920	28	921	28	921	28	922	28

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7478	100	7483	100	7489	100	7494	100	7500	100	7506	100
Age	4 - 9	600	8	601	8	601	8	602	8	602	8	603	8
	10 - 15	660	9	660	9	661	9	661	9	662	9	662	9
	16 - 24	858	11	859	11	859	11	860	11	861	11	861	11
	25 - 34	1011	14	1011	14	1013	14	1012	14	1013	14	1015	14
	35 - 44	1184	16	1186	16	1186	16	1188	16	1188	16	1189	16
	45 - 54	1012	14	1012	14	1013	14	1014	14	1015	14	1015	14
	55 - 64	926	12	926	12	927	12	928	12	928	12	929	12
	65 +	1227	16	1228	16	1229	16	1229	16	1231	16	1232	16
Adults	Total	6218	100	6222	100	6227	100	6231	100	6236	100	6241	100
	AB	1132	18	1133	18	1134	18	1135	18	1135	18	1136	18
	C1	1759	28	1760	28	1761	28	1762	28	1765	28	1766	28
	C2	1319	21	1320	21	1321	21	1322	21	1323	21	1324	21
	DE	2008	32	2009	32	2011	32	2012	32	2013	32	2015	32

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7511	100	7517	100	7522	100	7528	100	7533	100	7539	100
Age	4 - 9	603	8	603	8	604	8	604	8	605	8	605	8
	10 - 15	663	9	664	9	664	9	665	9	664	9	665	9
	16 - 24	862	11	863	11	863	11	864	11	865	11	865	11
	25 - 34	1015	14	1016	14	1016	14	1017	14	1018	14	1020	14
	35 - 44	1190	16	1190	16	1192	16	1193	16	1193	16	1193	16
	45 - 54	1016	14	1017	14	1018	14	1018	14	1019	14	1020	14
	55 - 64	930	12	931	12	931	12	932	12	933	12	933	12
	65 +	1232	16	1233	16	1234	16	1235	16	1236	16	1238	16
Adults	Total	6245	100	6250	100	6254	100	6259	100	6264	100	6269	100
	AB	1137	18	1138	18	1139	18	1140	18	1141	18	1141	18
	C1	1767	28	1768	28	1769	28	1770	28	1771	28	1774	28
	C2	1325	21	1326	21	1327	21	1328	21	1329	21	1330	21
	DE	2016	32	2018	32	2019	32	2021	32	2023	32	2024	32

Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3653	100	3656	100	3659	100	3661	100	3664	100	3667	100
Age	4 - 15	647	18	648	18	649	18	649	18	650	18	650	18
	16 - 24	432	12	432	12	433	12	433	12	433	12	434	12
	25 - 34	497	14	497	14	497	14	497	14	498	14	498	14
	35 - 44	581	16	582	16	581	16	582	16	582	16	583	16
	45 - 54	503	14	503	14	504	14	504	14	505	14	505	14
	55 - 64	460	13	460	13	460	13	461	13	461	13	461	13
65 +		533	15	534	15	535	15	535	15	535	15	536	15
Adults													
Total		3006	100	3008	100	3010	100	3012	100	3014	100	3017	100
AB		564	19	565	19	565	19	566	19	566	19	566	19
C1		835	28	835	28	836	28	836	28	837	28	838	28
C2		708	24	708	24	708	24	709	24	709	24	710	24
DE		899	30	900	30	901	30	901	30	902	30	903	30
Working F/T		1851	62	1852	62	1854	62	1855	62	1856	62	1858	62
Not Working		1155	38	1156	38	1156	38	1157	38	1158	38	1159	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3670	100	3672	100	3675	100	3678	100	3680	100	3683	100
Age	4 - 15	651	18	651	18	652	18	652	18	652	18	653	18
	16 - 24	434	12	434	12	434	12	435	12	436	12	435	12
	25 - 34	499	14	499	14	500	14	500	14	500	14	501	14
	35 - 44	583	16	583	16	584	16	585	16	585	16	585	16
	45 - 54	505	14	506	14	506	14	506	14	506	14	507	14
	55 - 64	462	13	463	13	462	13	463	13	464	13	464	13
65 +		536	15	536	15	537	15	537	15	537	15	538	15
Adults	Total	3019	100	3021	100	3023	100	3026	100	3028	100	3030	100
	AB	567	19	567	19	568	19	568	19	568	19	569	19
	C1	838	28	839	28	839	28	840	28	841	28	841	28
	C2	711	24	711	24	712	24	712	24	713	24	713	24
	DE	903	30	904	30	904	30	906	30	906	30	907	30
	Working F/T	1859	62	1861	62	1862	62	1863	62	1865	62	1866	62
	Not Working	1160	38	1160	38	1161	38	1163	38	1163	38	1164	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3825	100	3827	100	3830	100	3833	100	3836	100	3839	100
Age												
4 - 15	613	16	613	16	613	16	614	16	614	16	615	16
16 - 24	426	11	427	11	426	11	427	11	428	11	427	11
25 - 34	514	13	514	13	516	13	515	13	515	13	517	13
35 - 44	603	16	604	16	605	16	606	16	606	16	606	16
45 - 54	509	13	509	13	509	13	510	13	510	13	510	13
55 - 64	466	12	466	12	467	12	467	12	467	12	468	12
65 +	694	18	694	18	694	18	694	18	696	18	696	18
Adults												
Total	3212	100	3214	100	3217	100	3219	100	3222	100	3224	100
AB	568	18	568	18	569	18	569	18	569	18	570	18
C1	924	29	925	29	925	29	926	29	928	29	928	29
C2	611	19	612	19	613	19	613	19	614	19	614	19
DE	1109	35	1109	35	1110	35	1111	35	1111	34	1112	34
Working F/T	963	30	964	30	965	30	966	30	967	30	967	30
Not Working	2249	70	2250	70	2252	70	2253	70	2255	70	2257	70

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3841	100	3845	100	3847	100	3850	100	3853	100	3856	100
Age													
4 - 15		615	16	616	16	616	16	617	16	617	16	617	16
16 - 24		428	11	429	11	429	11	429	11	429	11	430	11
25 - 34		516	13	517	13	516	13	517	13	518	13	519	13
35 - 44		607	16	607	16	608	16	608	16	608	16	608	16
45 - 54		511	13	511	13	512	13	512	13	513	13	513	13
55 - 64		468	12	468	12	469	12	469	12	469	12	469	12
65 +		696	18	697	18	697	18	698	18	699	18	700	18
Adults													
Total		3226	100	3229	100	3231	100	3233	100	3236	100	3239	100
AB		570	18	571	18	571	18	572	18	573	18	572	18
C1		929	29	929	29	930	29	930	29	930	29	933	29
C2		614	19	615	19	615	19	616	19	616	19	617	19
DE		1113	35	1114	34	1115	35	1115	34	1117	35	1117	34
Working F/T		968	30	968	30	969	30	970	30	970	30	971	30
Not Working		2258	70	2261	70	2262	70	2263	70	2266	70	2268	70

East

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1750	100	1752	100	1753	100	1755	100	1756	100	1758	100
TV Households	1706	97	1707	97	1709	97	1710	97	1712	97	1713	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1760	100	1761	100	1763	100	1764	100	1766	100	1767	100
TV Households	1715	97	1717	98	1718	97	1720	98	1721	97	1723	98

Table 2													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1706	100	1707	100	1709	100	1710	100	1712	100	1713	100
Social Class	AB	320	19	320	19	320	19	321	19	321	19	321	19
	C1	483	28	484	28	484	28	485	28	485	28	486	28
	C2	331	19	332	19	332	19	332	19	332	19	333	19
	DE	572	34	571	33	573	34	572	33	574	34	573	33
Housewife Age	Under 25	82	5	82	5	82	5	82	5	82	5	82	5
	25 - 34	279	16	280	16	280	16	280	16	280	16	281	16
	35 - 44	335	20	335	20	336	20	336	20	336	20	337	20
	45 - 54	309	18	309	18	310	18	310	18	310	18	310	18
	55 - 64	267	16	268	16	268	16	268	16	268	16	269	16
	65 +	434	25	433	25	433	25	434	25	436	25	434	25
Size	1	472	28	472	28	473	28	473	28	473	28	474	28
	2	641	38	641	38	642	38	642	38	643	38	643	38
	3	255	15	256	15	256	15	256	15	256	15	257	15
	4+	338	20	338	20	338	20	339	20	340	20	339	20
Children	Without	1249	73	1250	73	1252	73	1252	73	1254	73	1254	73
	With	457	27	457	27	457	27	458	27	458	27	459	27

Table 2													
TV Households													
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total TV Households	1715	100	1717	100	1718	100	1720	100	1721	100	1723	100	
Social Class	AB	322	19	322	19	322	19	322	19	323	19	323	19
	C1	486	28	486	28	487	28	487	28	488	28	488	28
	C2	333	19	333	19	334	19	334	19	334	19	335	19
	DE	574	33	576	34	575	33	577	34	576	33	577	33
Housewife Age	Under 25	82	5	82	5	82	5	82	5	82	5	82	5
	25 - 34	281	16	281	16	281	16	282	16	282	16	282	16
	35 - 44	337	20	337	20	337	20	338	20	338	20	338	20
	45 - 54	311	18	311	18	311	18	311	18	312	18	312	18
	55 - 64	269	16	269	16	269	16	270	16	270	16	270	16
	65 +	435	25	437	25	438	25	437	25	437	25	439	25
Size	1	474	28	475	28	475	28	476	28	476	28	476	28
	2	644	38	645	38	645	38	646	38	646	38	647	38
	3	257	15	257	15	257	15	257	15	258	15	258	15
	4+	340	20	340	20	341	20	341	20	341	20	342	20
Children	Without	1256	73	1258	73	1258	73	1260	73	1260	73	1262	73
	With	459	27	459	27	460	27	460	27	461	27	461	27

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3834	100	3837	100	3841	100	3844	100	3848	100	3851	100
Age	4 - 9	305	8	305	8	305	8	306	8	306	8	306	8
	10 - 15	314	8	315	8	315	8	315	8	315	8	316	8
	16 - 24	408	11	408	11	409	11	409	11	409	11	410	11
	25 - 34	510	13	510	13	511	13	511	13	513	13	512	13
	35 - 44	599	16	600	16	599	16	601	16	600	16	601	16
	45 - 54	557	15	558	15	558	15	559	15	559	15	560	15
	55 - 64	478	12	478	12	478	12	479	12	479	12	480	12
	65 +	663	17	663	17	666	17	664	17	667	17	666	17
Adults	Total	3215	100	3217	100	3221	100	3223	100	3227	100	3229	100
	AB	665	21	666	21	666	21	667	21	667	21	668	21
	C1	916	28	916	28	918	29	918	28	919	28	920	28
	C2	685	21	686	21	687	21	687	21	688	21	688	21
	DE	949	30	949	29	950	29	951	30	953	30	953	30

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3855	100	3858	100	3861	100	3865	100	3868	100	3872	100
Age	4 - 9	307	8	307	8	307	8	307	8	308	8	308	8
	10 - 15	315	8	316	8	316	8	317	8	317	8	317	8
	16 - 24	410	11	411	11	411	11	411	11	412	11	412	11
	25 - 34	514	13	512	13	513	13	514	13	513	13	515	13
	35 - 44	601	16	603	16	603	16	604	16	605	16	605	16
	45 - 54	560	15	561	15	561	15	562	15	562	15	563	15
	55 - 64	480	12	481	12	481	12	481	12	482	12	482	12
	65 +	668	17	667	17	669	17	669	17	669	17	670	17
Adults	Total	3233	100	3235	100	3238	100	3241	100	3243	100	3247	100
	AB	669	21	669	21	670	21	670	21	671	21	672	21
	C1	920	28	922	29	922	28	923	28	924	28	924	28
	C2	689	21	690	21	690	21	691	21	691	21	692	21
	DE	955	30	954	29	956	30	957	30	957	30	959	30

Table4a													
Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1885	100	1887	100	1888	100	1890	100	1892	100	1894	100
Age	4 - 15	319	17	319	17	319	17	320	17	320	17	321	17
	16 - 24	214	11	214	11	215	11	215	11	215	11	215	11
	25 - 34	250	13	250	13	249	13	249	13	250	13	251	13
	35 - 44	298	16	298	16	298	16	299	16	298	16	299	16
	45 - 54	275	15	276	15	276	15	276	15	277	15	277	15
	55 - 64	234	12	234	12	235	12	235	12	235	12	235	12
	65 +	295	16	296	16	296	16	296	16	297	16	296	16
Adults		1566	100	1568	100	1569	100	1570	100	1572	100	1573	100
Total		338	22	339	22	339	22	339	22	339	22	340	22
AB		428	27	428	27	428	27	429	27	430	27	429	27
C1		367	23	367	23	368	23	368	23	368	23	369	23
C2		433	28	434	28	434	28	434	28	435	28	435	28
DE		1011	65	1012	65	1013	65	1014	65	1015	65	1016	65
Working F/T		555	35	556	35	556	35	556	35	557	35	557	35
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1895	100	1897	100	1899	100	1900	100	1902	100	1904	100
Age	4 - 15	320	17	321	17	321	17	321	17	322	17	322	17
	16 - 24	215	11	215	11	216	11	216	11	216	11	216	11
	25 - 34	251	13	251	13	251	13	251	13	251	13	252	13
	35 - 44	299	16	300	16	300	16	300	16	301	16	301	16
	45 - 54	277	15	277	15	277	15	278	15	278	15	278	15
	55 - 64	235	12	236	12	236	12	236	12	236	12	237	12
65 +		298	16	297	16	298	16	298	16	298	16	298	16
Adults	Total	1575	100	1576	100	1578	100	1579	100	1580	100	1582	100
	AB	340	22	340	22	341	22	341	22	341	22	341	22
	C1	430	27	431	27	430	27	431	27	432	27	432	27
	C2	369	23	369	23	370	23	370	23	370	23	371	23
	DE	436	28	436	28	437	28	437	28	437	28	438	28
	Working F/T	1017	65	1018	65	1018	65	1019	65	1020	65	1021	65
	Not Working	558	35	558	35	560	35	560	35	560	35	561	35

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1949	100	1950	100	1953	100	1954	100	1956	100	1957	100
Age												
4 - 15	300	15	301	15	301	15	301	15	301	15	301	15
16 - 24	194	10	194	10	194	10	194	10	194	10	195	10
25 - 34	260	13	260	13	262	13	262	13	263	13	261	13
35 - 44	301	15	302	15	301	15	302	15	302	15	302	15
45 - 54	282	14	282	14	282	14	283	14	282	14	283	14
55 - 64	244	13	244	13	243	12	244	12	244	12	245	13
65 +	368	19	367	19	370	19	368	19	370	19	370	19
Adults												
Total	1649	100	1649	100	1652	100	1653	100	1655	100	1656	100
AB	327	20	327	20	327	20	328	20	328	20	328	20
C1	488	30	488	30	490	30	489	30	489	30	491	30
C2	318	19	319	19	319	19	319	19	320	19	319	19
DE	516	31	515	31	516	31	517	31	518	31	518	31
Working F/T	494	30	494	30	494	30	495	30	495	30	495	30
Not Working	1155	70	1155	70	1158	70	1158	70	1160	70	1161	70

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1960	100	1961	100	1962	100	1965	100	1966	100	1968	100
Age	4 - 15	302	15	302	15	302	15	303	15	303	15	303	15
	16 - 24	195	10	196	10	195	10	195	10	196	10	196	10
	25 - 34	263	13	261	13	262	13	263	13	262	13	263	13
	35 - 44	302	15	303	15	303	15	304	15	304	15	304	15
	45 - 54	283	14	284	14	284	14	284	14	284	14	285	14
	55 - 64	245	13	245	12	245	12	245	12	246	13	245	12
65 +		370	19	370	19	371	19	371	19	371	19	372	19
Adults	Total	1658	100	1659	100	1660	100	1662	100	1663	100	1665	100
	AB	329	20	329	20	329	20	329	20	330	20	331	20
	C1	490	30	491	30	492	30	492	30	492	30	492	30
	C2	320	19	321	19	320	19	321	19	321	19	321	19
	DE	519	31	518	31	519	31	520	31	520	31	521	31
	Working F/T	496	30	496	30	497	30	498	30	498	30	498	30
	Not Working	1162	70	1163	70	1163	70	1164	70	1165	70	1167	70

West

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	930	100	931	100	931	100	932	100	933	100	934	100
TV Households	914	98	914	98	915	98	916	98	917	98	918	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	935	100	936	100	936	100	937	100	938	100	939	100
TV Households	919	98	919	98	920	98	921	98	922	98	923	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		914	100	914	100	915	100	916	100	917	100	918	100
Social Class	AB	130	14	130	14	130	14	130	14	130	14	130	14
	C1	286	31	286	31	287	31	287	31	287	31	287	31
	C2	190	21	190	21	191	21	191	21	191	21	191	21
	DE	308	34	308	34	307	34	308	34	309	34	310	34
Housewife Age	Under 25	44	5	44	5	44	5	44	5	44	5	44	5
	25 - 34	152	17	152	17	152	17	152	17	152	17	153	17
	35 - 44	182	20	182	20	182	20	182	20	182	20	183	20
	45 - 54	164	18	164	18	164	18	164	18	164	18	165	18
	55 - 64	143	16	143	16	143	16	143	16	143	16	144	16
	65 +	229	25	229	25	230	25	231	25	232	25	229	25
Size	1	265	29	265	29	266	29	266	29	266	29	266	29
	2	344	38	344	38	345	38	345	38	345	38	345	38
	3	136	15	136	15	136	15	136	15	136	15	136	15
	4+	169	18	169	18	168	18	169	18	170	19	171	19
Children	Without	697	76	697	76	698	76	699	76	700	76	700	76
	With	217	24	217	24	217	24	217	24	217	24	218	24

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		919	100	919	100	920	100	921	100	922	100	923	100
Social Class	AB	131	14	131	14	131	14	131	14	131	14	131	14
	C1	288	31	288	31	288	31	289	31	289	31	289	31
	C2	191	21	191	21	192	21	192	21	192	21	192	21
	DE	309	34	309	34	309	34	309	34	310	34	311	34
Housewife Age	Under 25	44	5	44	5	44	5	44	5	44	5	44	5
	25 - 34	153	17	153	17	153	17	153	17	153	17	153	17
	35 - 44	183	20	183	20	183	20	183	20	183	20	184	20
	45 - 54	165	18	165	18	165	18	165	18	165	18	166	18
	55 - 64	144	16	144	16	144	16	144	16	144	16	144	16
	65 +	230	25	230	25	231	25	232	25	233	25	232	25
Size	1	267	29	267	29	267	29	267	29	267	29	268	29
	2	346	38	346	38	346	38	347	38	347	38	347	38
	3	136	15	136	15	136	15	137	15	137	15	137	15
	4+	170	18	170	18	171	19	170	18	171	19	171	19
Children	Without	701	76	701	76	702	76	703	76	703	76	704	76
	With	218	24	218	24	218	24	218	24	219	24	219	24

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2027	100	2028	100	2030	100	2032	100	2034	100	2036	100
Age	4 - 9	150	7	150	7	151	7	151	7	151	7	151	7
	10 - 15	159	8	159	8	158	8	158	8	159	8	159	8
	16 - 24	222	11	222	11	222	11	222	11	223	11	223	11
	25 - 34	277	14	277	14	278	14	279	14	278	14	278	14
	35 - 44	327	16	327	16	327	16	327	16	328	16	328	16
	45 - 54	293	14	293	14	294	14	294	14	294	14	294	14
	55 - 64	254	13	254	13	254	13	254	13	255	13	255	13
	65 +	345	17	346	17	346	17	347	17	346	17	348	17
Adults	Total	1718	100	1719	100	1721	100	1723	100	1724	100	1726	100
	AB	265	15	265	15	265	15	266	15	266	15	266	15
	C1	570	33	571	33	572	33	572	33	572	33	573	33
	C2	378	22	378	22	378	22	379	22	379	22	379	22
	DE	505	29	505	29	506	29	506	29	507	29	508	29

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2038	100	2039	100	2041	100	2043	100	2045	100	2047	100
Age	4 - 9	151	7	151	7	151	7	151	7	152	7	152	7
	10 - 15	159	8	160	8	160	8	160	8	159	8	160	8
	16 - 24	223	11	223	11	223	11	224	11	224	11	224	11
	25 - 34	279	14	278	14	279	14	279	14	280	14	280	14
	35 - 44	328	16	330	16	330	16	329	16	329	16	330	16
	45 - 54	295	14	295	14	295	14	295	14	296	14	296	14
	55 - 64	255	13	255	13	255	12	256	13	256	13	256	13
	65 +	348	17	347	17	348	17	349	17	349	17	349	17
Adults	Total	1728	100	1728	100	1730	100	1732	100	1734	100	1735	100
	AB	266	15	267	15	267	15	267	15	267	15	268	15
	C1	574	33	574	33	574	33	575	33	576	33	576	33
	C2	380	22	380	22	380	22	381	22	381	22	381	22
	DE	508	29	507	29	509	29	509	29	510	29	510	29

Table4a										
Male Individuals in TV Households										
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	993	100	994	100	995	100	996	100	997	100
Age										
4 - 15	160	16	160	16	161	16	161	16	161	16
16 - 24	120	12	120	12	120	12	120	12	121	12
25 - 34	138	14	138	14	138	14	139	14	138	14
35 - 44	161	16	161	16	161	16	161	16	162	16
45 - 54	140	14	140	14	140	14	140	14	140	14
55 - 64	128	13	128	13	128	13	128	13	128	13
65 +	146	15	147	15	147	15	147	15	147	15
Adults										
Total	833	100	834	100	834	100	835	100	836	100
AB	136	16	136	16	136	16	137	16	136	16
C1	274	33	275	33	275	33	275	33	276	33
C2	193	23	193	23	193	23	193	23	193	23
DE	230	28	230	28	230	28	230	28	231	28
Working F/T	517	62	518	62	518	62	519	62	519	62
Not Working	316	38	316	38	316	38	316	38	317	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		999	100	999	100	1000	100	1001	100	1002	100	1003	100
Age	4 - 15	161	16	161	16	161	16	161	16	162	16	162	16
	16 - 24	121	12	121	12	121	12	121	12	121	12	121	12
	25 - 34	139	14	138	14	139	14	139	14	139	14	140	14
	35 - 44	162	16	163	16	163	16	162	16	162	16	163	16
	45 - 54	140	14	140	14	140	14	141	14	141	14	141	14
	55 - 64	128	13	129	13	129	13	129	13	129	13	129	13
65 +		148	15	147	15	147	15	148	15	148	15	147	15
Adults	Total	838	100	838	100	839	100	840	100	840	100	841	100
	AB	137	16	137	16	137	16	137	16	137	16	138	16
	C1	276	33	276	33	276	33	277	33	277	33	277	33
	C2	194	23	194	23	194	23	194	23	194	23	194	23
	DE	231	28	231	28	232	28	232	28	232	28	232	28
	Working F/T	520	62	521	62	521	62	522	62	522	62	523	62
	Not Working	318	38	317	38	318	38	318	38	318	38	318	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1034	100	1034	100	1035	100	1036	100	1037	100	1038	100
Age												
4 - 15	149	14	149	14	148	14	148	14	149	14	149	14
16 - 24	102	10	102	10	102	10	102	10	102	10	102	10
25 - 34	139	13	139	13	140	14	140	14	140	14	140	13
35 - 44	166	16	166	16	166	16	166	16	166	16	166	16
45 - 54	153	15	153	15	154	15	154	15	154	15	154	15
55 - 64	126	12	126	12	126	12	126	12	127	12	127	12
65 +	199	19	199	19	199	19	200	19	199	19	200	19
Adults												
Total	885	100	885	100	887	100	888	100	888	100	889	100
AB	129	15	129	15	129	15	129	15	130	15	130	15
C1	296	33	296	33	297	33	297	33	296	33	297	33
C2	185	21	185	21	185	21	186	21	186	21	186	21
DE	275	31	275	31	276	31	276	31	276	31	276	31
Working F/T	241	27	240	27	241	27	241	27	241	27	241	27
Not Working	644	73	645	73	646	73	647	73	647	73	648	73

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1039	100	1040	100	1041	100	1042	100	1043	100	1044	100
Age	4 - 15	149	14	150	14	150	14	150	14	149	14	150	14
	16 - 24	102	10	102	10	102	10	103	10	103	10	103	10
	25 - 34	140	13	140	13	140	13	140	13	141	14	140	13
	35 - 44	166	16	167	16	167	16	167	16	167	16	167	16
	45 - 54	155	15	155	15	155	15	154	15	155	15	155	15
	55 - 64	127	12	126	12	126	12	127	12	127	12	127	12
	65 +	200	19	200	19	201	19	201	19	201	19	202	19
Adults	Total	890	100	890	100	891	100	892	100	894	100	894	100
	AB	129	14	130	15	130	15	130	15	130	15	130	15
	C1	298	33	298	33	298	33	298	33	299	33	299	33
	C2	186	21	186	21	186	21	187	21	187	21	187	21
	DE	277	31	276	31	277	31	277	31	278	31	278	31
	Working F/T	242	27	241	27	242	27	242	27	243	27	242	27
	Not Working	648	73	649	73	649	73	650	73	651	73	652	73

South West

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	798	100	799	100	800	100	800	100	801	100	802	100
TV Households	786	98	787	98	787	98	788	99	789	99	789	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	802	100	803	100	804	100	804	100	805	100	806	100
TV Households	790	99	791	99	791	98	792	99	793	99	793	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		786	100	787	100	787	100	788	100	789	100	789	100
Social Class	AB	151	19	152	19	152	19	152	19	152	19	152	19
	C1	247	31	247	31	247	31	247	31	247	31	248	31
	C2	162	21	162	21	162	21	162	21	162	21	162	21
	DE	226	29	226	29	226	29	227	29	228	29	227	29
Housewife Age	Under 25	37	5	37	5	37	5	37	5	37	5	37	5
	25 - 34	110	14	110	14	110	14	110	14	110	14	110	14
	35 - 44	141	18	141	18	141	18	142	18	142	18	142	18
	45 - 54	128	16	129	16	129	16	129	16	129	16	129	16
	55 - 64	141	18	141	18	141	18	141	18	142	18	142	18
	65 +	229	29	229	29	229	29	229	29	229	29	229	29
Size	1	234	30	234	30	234	30	235	30	235	30	235	30
	2	299	38	300	38	300	38	300	38	300	38	301	38
	3	106	13	106	13	107	14	107	14	107	14	107	14
	4+	147	19	147	19	146	19	146	19	147	19	146	19
Children	Without	593	75	594	75	594	75	595	76	595	75	595	75
	With	193	25	193	25	193	25	193	24	194	25	194	25

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		790	100	791	100	791	100	792	100	793	100	793	100
Social Class	AB	152	19	152	19	152	19	153	19	153	19	153	19
	C1	248	31	248	31	248	31	249	31	249	31	249	31
	C2	163	21	163	21	163	21	163	21	163	21	163	21
	DE	227	29	228	29	228	29	227	29	228	29	228	29
Housewife Age	Under 25	37	5	37	5	37	5	37	5	37	5	37	5
	25 - 34	110	14	110	14	110	14	111	14	111	14	111	14
	35 - 44	142	18	142	18	142	18	142	18	142	18	142	18
	45 - 54	129	16	129	16	129	16	129	16	130	16	130	16
	55 - 64	142	18	142	18	142	18	142	18	142	18	142	18
	65 +	230	29	231	29	231	29	231	29	231	29	231	29
Size	1	235	30	235	30	236	30	236	30	236	30	236	30
	2	301	38	301	38	301	38	302	38	302	38	302	38
	3	107	14	107	14	107	14	107	14	107	13	107	13
	4+	147	19	148	19	147	19	147	19	148	19	148	19
Children	Without	596	75	597	75	597	75	598	76	598	75	598	75
	With	194	25	194	25	194	25	194	24	195	25	195	25

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1732	100	1733	100	1735	100	1736	100	1738	100	1739	100
Age	4 - 9	137	8	137	8	137	8	137	8	137	8	137	8
	10 - 15	139	8	139	8	139	8	139	8	140	8	140	8
	16 - 24	175	10	175	10	175	10	175	10	175	10	175	10
	25 - 34	203	12	203	12	204	12	204	12	204	12	204	12
	35 - 44	255	15	256	15	255	15	256	15	256	15	257	15
	45 - 54	234	14	234	14	235	14	235	14	235	14	235	14
	55 - 64	239	14	239	14	239	14	239	14	240	14	240	14
	65 +	350	20	350	20	351	20	351	20	351	20	351	20
Adults	Total	1456	100	1457	100	1459	100	1460	100	1461	100	1462	100
	AB	300	21	301	21	301	21	301	21	301	21	302	21
	C1	463	32	462	32	463	32	463	32	464	32	464	32
	C2	321	22	322	22	322	22	322	22	322	22	323	22
	DE	372	26	372	26	373	26	374	26	374	26	373	26

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1740	100	1742	100	1743	100	1745	100	1746	100	1748	100
Age	4 - 9	137	8	137	8	138	8	138	8	138	8	138	8
	10 - 15	140	8	140	8	140	8	140	8	140	8	140	8
	16 - 24	176	10	176	10	176	10	176	10	176	10	176	10
	25 - 34	203	12	204	12	203	12	204	12	205	12	206	12
	35 - 44	257	15	257	15	258	15	258	15	257	15	257	15
	45 - 54	235	14	236	14	236	14	236	14	236	14	236	14
	55 - 64	240	14	240	14	240	14	241	14	241	14	241	14
	65 +	352	20	352	20	352	20	352	20	353	20	354	20
Adults	Total	1463	100	1465	100	1465	100	1467	100	1468	100	1470	100
	AB	302	21	302	21	302	21	302	21	303	21	303	21
	C1	464	32	465	32	466	32	466	32	466	32	467	32
	C2	323	22	323	22	324	22	324	22	324	22	324	22
	DE	374	26	375	26	373	25	375	26	375	26	376	26

Table4a													
Male Individuals in TV Households													
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	841	100	841	100	842	100	843	100	843	100	844	100	
Age													
4 - 15	142	17	142	17	142	17	142	17	142	17	142	17	
16 - 24	91	11	91	11	91	11	91	11	91	11	91	11	
25 - 34	95	11	95	11	95	11	95	11	95	11	95	11	
35 - 44	128	15	128	15	128	15	129	15	128	15	129	15	
45 - 54	117	14	117	14	118	14	117	14	118	14	118	14	
55 - 64	112	13	112	13	112	13	112	13	112	13	112	13	
65 +	156	19	156	19	156	19	157	19	157	19	157	19	
Adults													
Total	699	100	699	100	700	100	701	100	701	100	702	100	
AB	151	22	152	22	152	22	152	22	152	22	152	22	
C1	218	31	217	31	218	31	218	31	218	31	219	31	
C2	169	24	169	24	169	24	169	24	169	24	169	24	
DE	161	23	161	23	161	23	162	23	162	23	162	23	
Working F/T	407	58	408	58	408	58	408	58	409	58	409	58	
Not Working	292	42	291	42	292	42	293	42	292	42	293	42	

Table4a Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		845	100	845	100	846	100	847	100	848	100	848	100
Age	4 - 15	143	17	142	17	143	17	143	17	143	17	143	17
	16 - 24	91	11	91	11	91	11	91	11	91	11	91	11
	25 - 34	95	11	96	11	95	11	96	11	96	11	96	11
	35 - 44	129	15	129	15	129	15	129	15	129	15	129	15
	45 - 54	118	14	118	14	118	14	118	14	118	14	119	14
	55 - 64	112	13	112	13	112	13	113	13	113	13	113	13
	65 +	157	19	157	19	158	19	157	19	158	19	157	19
Adults	Total	702	100	703	100	703	100	704	100	705	100	705	100
	AB	152	22	152	22	152	22	153	22	153	22	153	22
	C1	219	31	219	31	220	31	219	31	219	31	220	31
	C2	170	24	170	24	170	24	170	24	170	24	170	24
	DE	161	23	162	23	161	23	162	23	163	23	162	23
	Working F/T	409	58	410	58	410	58	410	58	411	58	411	58
	Not Working	293	42	293	42	293	42	294	42	294	42	294	42

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	891	100	892	100	893	100	893	100	895	100	895	100
Age												
4 - 15	134	15	134	15	134	15	134	15	135	15	135	15
16 - 24	84	9	84	9	84	9	84	9	84	9	84	9
25 - 34	108	12	108	12	109	12	109	12	109	12	109	12
35 - 44	127	14	128	14	127	14	127	14	128	14	128	14
45 - 54	117	13	117	13	117	13	118	13	117	13	117	13
55 - 64	127	14	127	14	127	14	127	14	128	14	128	14
65 +	194	22	194	22	195	22	194	22	194	22	194	22
Adults												
Total	757	100	758	100	759	100	759	100	760	100	760	100
AB	149	20	149	20	149	20	149	20	149	20	150	20
C1	245	32	245	32	245	32	245	32	246	32	245	32
C2	152	20	153	20	153	20	153	20	153	20	154	20
DE	211	28	211	28	212	28	212	28	212	28	211	28
Working F/T	196	26	195	26	196	26	196	26	196	26	196	26
Not Working	561	74	563	74	563	74	563	74	564	74	564	74

Table4b Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		895	100	897	100	897	100	898	100	898	100	900	100
Age	4 - 15	134	15	135	15	135	15	135	15	135	15	135	15
	16 - 24	85	9	85	9	85	9	85	9	85	9	85	9
	25 - 34	108	12	108	12	108	12	108	12	109	12	110	12
	35 - 44	128	14	128	14	129	14	129	14	128	14	128	14
	45 - 54	117	13	118	13	118	13	118	13	118	13	117	13
	55 - 64	128	14	128	14	128	14	128	14	128	14	128	14
65 +		195	22	195	22	194	22	195	22	195	22	197	22
Adults	Total	761	100	762	100	762	100	763	100	763	100	765	100
	AB	150	20	150	20	150	20	149	20	150	20	150	20
	C1	245	32	246	32	246	32	247	32	247	32	247	32
	C2	153	20	153	20	154	20	154	20	154	20	154	20
	DE	213	28	213	28	212	28	213	28	212	28	214	28
	Working F/T	197	26	196	26	197	26	197	26	197	26	197	26
	Not Working	564	74	566	74	565	74	566	74	566	74	568	74

South

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2067	100	2069	100	2071	100	2073	100	2075	100	2077	100
TV Households	2028	98	2030	98	2032	98	2034	98	2036	98	2038	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2080	100	2082	100	2084	100	2086	100	2088	100	2090	100
TV Households	2040	98	2043	98	2045	98	2047	98	2049	98	2051	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2028	100	2030	100	2032	100	2034	100	2036	100	2038	100
Social Class	AB	534	26	534	26	535	26	535	26	536	26	536	26
	C1	654	32	655	32	656	32	657	32	657	32	658	32
	C2	367	18	367	18	367	18	368	18	368	18	368	18
	DE	473	23	474	23	474	23	474	23	475	23	476	23
Housewife Age	Under 25	104	5	104	5	104	5	104	5	104	5	104	5
	25 - 34	318	16	319	16	319	16	319	16	320	16	320	16
	35 - 44	417	21	417	21	418	21	418	21	419	21	419	21
	45 - 54	353	17	354	17	354	17	354	17	355	17	355	17
	55 - 64	315	16	315	16	315	16	316	16	316	16	316	16
	65 +	521	26	521	26	522	26	523	26	522	26	524	26
Size	1	585	29	585	29	586	29	587	29	587	29	588	29
	2	755	37	755	37	756	37	757	37	758	37	759	37
	3	296	15	297	15	297	15	297	15	298	15	298	15
	4+	392	19	393	19	393	19	393	19	393	19	393	19
Children	Without	1521	75	1522	75	1524	75	1525	75	1527	75	1528	75
	With	507	25	508	25	508	25	509	25	509	25	510	25

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2040	100	2043	100	2045	100	2047	100	2049	100	2051	100
Social Class	AB	537	26	538	26	538	26	539	26	539	26	540	26
	C1	659	32	659	32	660	32	661	32	661	32	662	32
	C2	369	18	369	18	370	18	370	18	370	18	371	18
	DE	475	23	477	23	477	23	477	23	479	23	478	23
Housewife Age	Under 25	104	5	104	5	105	5	105	5	105	5	105	5
	25 - 34	320	16	321	16	321	16	321	16	322	16	322	16
	35 - 44	420	21	420	21	420	21	421	21	421	21	422	21
	45 - 54	355	17	356	17	356	17	356	17	357	17	357	17
	55 - 64	317	16	317	16	317	16	318	16	318	16	318	16
	65 +	524	26	525	26	526	26	526	26	526	26	527	26
Size	1	589	29	589	29	590	29	590	29	591	29	592	29
	2	759	37	760	37	761	37	762	37	763	37	763	37
	3	298	15	299	15	299	15	299	15	299	15	300	15
	4+	394	19	395	19	395	19	396	19	396	19	396	19
Children	Without	1530	75	1532	75	1534	75	1535	75	1537	75	1538	75
	With	510	25	511	25	511	25	512	25	512	25	513	25

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4508	100	4513	100	4517	100	4522	100	4527	100	4531	100
Age	4 - 9	328	7	329	7	329	7	329	7	330	7	330	7
	10 - 15	366	8	365	8	366	8	367	8	366	8	367	8
	16 - 24	496	11	496	11	497	11	497	11	498	11	498	11
	25 - 34	599	13	601	13	600	13	601	13	603	13	603	13
	35 - 44	752	17	752	17	754	17	754	17	753	17	755	17
	45 - 54	633	14	634	14	635	14	635	14	636	14	637	14
	55 - 64	555	12	556	12	556	12	557	12	557	12	558	12
65 +	779	17	780	17	780	17	782	17	784	17	783	17	
Adults	Total	3814	100	3819	100	3822	100	3826	100	3831	100	3834	100
	AB	1057	28	1059	28	1060	28	1061	28	1062	28	1063	28
	C1	1246	33	1246	33	1248	33	1249	33	1250	33	1252	33
	C2	758	20	758	20	759	20	760	20	761	20	762	20
	DE	753	20	756	20	755	20	756	20	758	20	757	20

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4536	100	4541	100	4545	100	4550	100	4555	100	4559	100
Age	4 - 9	330	7	331	7	331	7	331	7	332	7	332	7
	10 - 15	368	8	368	8	368	8	369	8	369	8	369	8
	16 - 24	499	11	499	11	500	11	500	11	501	11	501	11
	25 - 34	603	13	604	13	604	13	605	13	606	13	607	13
	35 - 44	756	17	757	17	758	17	759	17	759	17	760	17
	45 - 54	637	14	638	14	638	14	639	14	640	14	640	14
	55 - 64	559	12	559	12	560	12	560	12	561	12	561	12
65 +	784	17	785	17	786	17	787	17	787	17	789	17	
Adults	Total	3838	100	3842	100	3846	100	3850	100	3854	100	3858	100
	AB	1064	28	1065	28	1066	28	1067	28	1068	28	1070	28
	C1	1253	33	1254	33	1256	33	1257	33	1259	33	1259	33
	C2	762	20	763	20	764	20	765	20	766	20	766	20
	DE	759	20	760	20	760	20	761	20	761	20	763	20

Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2209	100	2211	100	2214	100	2216	100	2218	100	2221	100
Age	4 - 15	363	16	363	16	365	16	365	16	365	16	366	16
	16 - 24	253	11	253	11	254	11	254	11	254	11	254	11
	25 - 34	294	13	295	13	294	13	294	13	295	13	296	13
	35 - 44	372	17	372	17	372	17	372	17	373	17	373	17
	45 - 54	311	14	311	14	312	14	312	14	312	14	313	14
	55 - 64	275	12	276	12	276	12	276	12	276	12	277	12
65 +		341	15	341	15	341	15	343	15	343	15	342	15
Adults		1846	100	1848	100	1849	100	1851	100	1853	100	1855	100
Total		537	29	537	29	538	29	538	29	539	29	540	29
AB		582	32	583	32	583	32	584	32	584	32	585	32
C1		404	22	404	22	405	22	405	22	406	22	406	22
C2		323	17	324	18	323	17	324	18	324	17	324	17
DE		1204	65	1205	65	1207	65	1208	65	1209	65	1210	65
Working F/T		642	35	643	35	642	35	643	35	644	35	645	35
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2223	100	2225	100	2227	100	2230	100	2232	100	2234	100
Age	4 - 15	366	16	366	16	366	16	367	16	367	16	367	16
	16 - 24	255	11	255	11	255	11	255	11	256	11	256	11
	25 - 34	296	13	296	13	297	13	297	13	297	13	298	13
	35 - 44	373	17	374	17	374	17	375	17	375	17	376	17
	45 - 54	313	14	313	14	314	14	314	14	314	14	314	14
	55 - 64	277	12	277	12	278	12	278	12	278	12	278	12
65 +		343	15	344	15	343	15	344	15	345	15	345	15
Adults		1857	100	1859	100	1861	100	1863	100	1865	100	1867	100
Total		540	29	541	29	541	29	541	29	542	29	543	29
AB		586	32	586	32	587	32	588	32	589	32	589	32
C1		406	22	407	22	407	22	408	22	408	22	409	22
C2		325	18	325	17	326	18	326	17	326	17	326	17
DE		1212	65	1213	65	1214	65	1215	65	1217	65	1218	65
Working F/T		645	35	646	35	647	35	648	35	648	35	649	35
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2299	100	2302	100	2303	100	2306	100	2309	100	2310	100
Age												
4 - 15	331	14	331	14	330	14	331	14	331	14	331	14
16 - 24	243	11	243	11	243	11	243	11	244	11	244	11
25 - 34	305	13	306	13	306	13	307	13	308	13	307	13
35 - 44	380	17	380	17	382	17	382	17	380	16	382	17
45 - 54	322	14	323	14	323	14	323	14	324	14	324	14
55 - 64	280	12	280	12	280	12	281	12	281	12	281	12
65 +	438	19	439	19	439	19	439	19	441	19	441	19
Adults												
Total	1968	100	1971	100	1973	100	1975	100	1978	100	1979	100
AB	520	26	522	26	522	26	523	26	523	26	523	26
C1	664	34	663	34	665	34	665	34	666	34	667	34
C2	354	18	354	18	354	18	355	18	355	18	356	18
DE	430	22	432	22	432	22	432	22	434	22	433	22
Working F/T	636	32	637	32	637	32	638	32	639	32	640	32
Not Working	1332	68	1334	68	1336	68	1337	68	1339	68	1339	68

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2313	100	2316	100	2318	100	2320	100	2323	100	2325	100
Age	4 - 15	332	14	333	14	333	14	333	14	334	14	334	14
	16 - 24	244	11	244	11	245	11	245	11	245	11	245	11
	25 - 34	307	13	308	13	307	13	308	13	309	13	309	13
	35 - 44	383	17	383	17	384	17	384	17	384	17	384	17
	45 - 54	324	14	325	14	324	14	325	14	326	14	326	14
	55 - 64	282	12	282	12	282	12	282	12	283	12	283	12
65 +		441	19	441	19	443	19	443	19	442	19	444	19
Adults	Total	1981	100	1983	100	1985	100	1987	100	1989	100	1991	100
	AB	524	26	524	26	525	26	526	26	526	26	527	26
	C1	667	34	668	34	669	34	669	34	670	34	670	34
	C2	356	18	356	18	357	18	357	18	358	18	357	18
	DE	434	22	435	22	434	22	435	22	435	22	437	22
	Working F/T	640	32	641	32	642	32	642	32	642	32	643	32
	Not Working	1341	68	1342	68	1343	68	1345	68	1347	68	1348	68

North

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2399	100	2401	100	2403	100	2405	100	2407	100	2409	100
TV Households	2353	98	2355	98	2357	98	2359	98	2361	98	2363	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2411	100	2413	100	2415	100	2417	100	2418	100	2420	100
TV Households	2365	98	2367	98	2369	98	2371	98	2373	98	2374	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2353	100	2355	100	2357	100	2359	100	2361	100	2363	100
Social Class	AB	304	13	304	13	305	13	305	13	305	13	305	13
	C1	617	26	617	26	618	26	618	26	619	26	619	26
	C2	431	18	431	18	431	18	432	18	432	18	432	18
	DE	1001	43	1003	43	1003	43	1004	43	1005	43	1007	43
Housewife Age	Under 25	142	6	142	6	142	6	142	6	142	6	142	6
	25 - 34	371	16	372	16	372	16	372	16	373	16	373	16
	35 - 44	476	20	477	20	477	20	477	20	478	20	478	20
	45 - 54	392	17	393	17	393	17	393	17	394	17	394	17
	55 - 64	380	16	380	16	381	16	381	16	381	16	381	16
	65 +	592	25	591	25	592	25	594	25	593	25	595	25
Size	1	682	29	682	29	683	29	684	29	684	29	685	29
	2	855	36	856	36	857	36	858	36	858	36	859	36
	3	370	16	370	16	371	16	371	16	371	16	371	16
	4+	446	19	447	19	446	19	446	19	448	19	448	19
Children	Without	1717	73	1718	73	1720	73	1721	73	1723	73	1724	73
	With	636	27	637	27	637	27	638	27	638	27	639	27

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2365	100	2367	100	2369	100	2371	100	2373	100	2374	100
Social Class	AB	306	13	306	13	306	13	306	13	307	13	307	13
	C1	620	26	620	26	621	26	621	26	622	26	622	26
	C2	433	18	433	18	433	18	434	18	434	18	434	18
	DE	1006	43	1008	43	1009	43	1010	43	1010	43	1011	43
Housewife Age	Under 25	142	6	143	6	143	6	143	6	143	6	143	6
	25 - 34	373	16	373	16	374	16	374	16	374	16	375	16
	35 - 44	479	20	479	20	479	20	480	20	480	20	480	20
	45 - 54	394	17	395	17	395	17	395	17	396	17	396	17
	55 - 64	382	16	382	16	382	16	383	16	383	16	383	16
	65 +	595	25	595	25	596	25	596	25	597	25	597	25
Size	1	685	29	686	29	686	29	687	29	687	29	688	29
	2	860	36	860	36	861	36	862	36	862	36	863	36
	3	372	16	372	16	372	16	373	16	373	16	373	16
	4+	448	19	449	19	450	19	449	19	451	19	450	19
Children	Without	1726	73	1727	73	1729	73	1730	73	1732	73	1732	73
	With	639	27	640	27	640	27	641	27	641	27	642	27

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5254	100	5259	100	5263	100	5267	100	5271	100	5276	100
Age	4 - 9	422	8	422	8	422	8	423	8	423	8	423	8
	10 - 15	450	9	450	9	451	9	451	9	451	9	452	9
	16 - 24	612	12	613	12	613	12	614	12	614	12	615	12
	25 - 34	692	13	694	13	694	13	694	13	695	13	696	13
	35 - 44	834	16	833	16	835	16	836	16	836	16	836	16
	45 - 54	716	14	717	14	717	14	718	14	718	14	719	14
	55 - 64	649	12	650	12	650	12	651	12	651	12	652	12
65 +	879	17	880	17	881	17	880	17	883	17	883	17	
Adults	Total	4382	100	4387	100	4390	100	4393	100	4397	100	4401	100
	AB	611	14	612	14	612	14	613	14	613	14	614	14
	C1	1215	28	1215	28	1217	28	1217	28	1218	28	1219	28
	C2	897	20	898	20	899	20	899	20	900	20	901	20
	DE	1659	38	1662	38	1662	38	1664	38	1666	38	1667	38

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5280	100	5284	100	5289	100	5293	100	5297	100	5301	100
Age	4 - 9	424	8	424	8	425	8	425	8	425	8	426	8
	10 - 15	452	9	453	9	452	9	453	9	454	9	453	9
	16 - 24	615	12	616	12	616	12	616	12	617	12	617	12
	25 - 34	696	13	696	13	698	13	699	13	698	13	700	13
	35 - 44	838	16	838	16	838	16	839	16	841	16	840	16
	45 - 54	720	14	720	14	721	14	721	14	722	14	723	14
	55 - 64	652	12	653	12	653	12	654	12	654	12	655	12
	65 +	883	17	884	17	886	17	886	17	886	17	887	17
Adults	Total	4404	100	4407	100	4412	100	4415	100	4418	100	4422	100
	AB	614	14	615	14	615	14	616	14	616	14	617	14
	C1	1220	28	1221	28	1222	28	1223	28	1224	28	1225	28
	C2	901	20	902	20	903	20	904	20	904	20	905	20
	DE	1669	38	1669	38	1672	38	1672	38	1674	38	1675	38

Table4a												
Male Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2544	100	2546	100	2548	100	2550	100	2553	100	2555	100
Age												
4 - 15	446	18	446	18	447	18	447	18	448	18	448	18
16 - 24	300	12	300	12	300	12	300	12	301	12	301	12
25 - 34	336	13	337	13	336	13	337	13	337	13	338	13
35 - 44	408	16	408	16	409	16	409	16	410	16	410	16
45 - 54	360	14	360	14	361	14	361	14	361	14	361	14
55 - 64	318	13	319	13	318	12	319	13	319	12	319	12
65 +	376	15	376	15	377	15	377	15	377	15	378	15
Adults												
Total	2098	100	2100	100	2101	100	2103	100	2105	100	2107	100
AB	309	15	309	15	309	15	310	15	310	15	310	15
C1	564	27	564	27	565	27	565	27	566	27	566	27
C2	476	23	477	23	477	23	478	23	478	23	479	23
DE	749	36	750	36	750	36	750	36	751	36	752	36
Working F/T	1232	59	1233	59	1234	59	1235	59	1236	59	1237	59
Not Working	866	41	867	41	867	41	868	41	869	41	870	41

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2557	100	2559	100	2561	100	2563	100	2565	100	2567	100
Age	4 - 15	449	18	449	18	449	18	450	18	450	18	450	18
	16 - 24	301	12	301	12	302	12	302	12	302	12	302	12
	25 - 34	338	13	338	13	338	13	338	13	339	13	339	13
	35 - 44	410	16	411	16	411	16	411	16	412	16	412	16
	45 - 54	362	14	362	14	362	14	363	14	363	14	363	14
	55 - 64	320	13	320	13	320	12	320	12	320	12	321	13
	65 +	377	15	378	15	379	15	379	15	379	15	380	15
Adults	Total	2108	100	2110	100	2112	100	2113	100	2115	100	2117	100
	AB	310	15	311	15	311	15	311	15	311	15	312	15
	C1	567	27	567	27	567	27	568	27	569	27	569	27
	C2	479	23	479	23	479	23	480	23	480	23	481	23
	DE	752	36	753	36	755	36	754	36	755	36	755	36
	Working F/T	1238	59	1239	59	1240	59	1241	59	1242	59	1243	59
	Not Working	870	41	871	41	872	41	872	41	873	41	874	41

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Table4b Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2723	100	2725	100	2728	100	2730	100	2732	100	2734	100
Age	4 - 15	427	16	428	16	428	16	428	16	429	16	429	16
	16 - 24	314	12	315	12	314	12	314	12	315	12	315	12
	25 - 34	358	13	358	13	360	13	361	13	359	13	361	13
	35 - 44	428	16	427	16	427	16	428	16	429	16	428	16
	45 - 54	358	13	358	13	359	13	358	13	359	13	360	13
	55 - 64	332	12	333	12	333	12	334	12	334	12	334	12
65 +		506	19	506	19	507	19	507	19	507	19	507	19
Adults	Total	2296	100	2297	100	2300	100	2302	100	2303	100	2305	100
	AB	304	13	304	13	304	13	305	13	305	13	305	13
	C1	653	28	654	28	655	28	655	28	655	28	656	28
	C2	422	18	423	18	424	18	424	18	424	18	424	18
	DE	917	40	916	40	917	40	918	40	919	40	920	40
	Working F/T	615	27	616	27	616	27	617	27	617	27	618	27
	Not Working	1681	73	1681	73	1684	73	1685	73	1686	73	1687	73

North East

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1441	100	1442	100	1443	100	1444	100	1444	100	1445	100
TV Households	1421	99	1421	99	1422	99	1423	99	1424	99	1425	99

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1446	100	1447	100	1448	100	1449	100	1450	100	1451	100
TV Households	1426	99	1426	99	1427	99	1428	99	1429	99	1430	99

Table 2													
Projections for		TV Households											
		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1421	100	1421	100	1422	100	1423	100	1424	100	1425	100
Social Class	AB	200	14	200	14	201	14	201	14	201	14	201	14
	C1	349	25	349	25	349	25	349	25	349	25	350	25
	C2	271	19	271	19	271	19	271	19	271	19	271	19
	DE	601	42	601	42	601	42	602	42	603	42	603	42
Housewife Age	Under 25	72	5	72	5	72	5	72	5	72	5	72	5
	25 - 34	204	14	204	14	204	14	204	14	204	14	204	14
	35 - 44	281	20	281	20	281	20	282	20	282	20	282	20
	45 - 54	257	18	257	18	257	18	257	18	257	18	257	18
	55 - 64	235	17	235	17	235	17	235	17	236	17	236	17
	65 +	372	26	372	26	373	26	373	26	373	26	374	26
Size	1	431	30	432	30	432	30	432	30	433	30	433	30
	2	508	36	508	36	508	36	509	36	509	36	509	36
	3	232	16	232	16	232	16	232	16	232	16	232	16
	4+	250	18	249	18	250	18	250	18	250	18	251	18
Children	Without	1047	74	1047	74	1048	74	1048	74	1049	74	1050	74
	With	374	26	374	26	374	26	375	26	375	26	375	26

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1426	100	1426	100	1427	100	1428	100	1429	100	1430	100
Social Class	AB	201	14	201	14	201	14	201	14	202	14	202	14
	C1	350	25	350	25	350	25	350	25	351	25	351	25
	C2	271	19	272	19	272	19	272	19	272	19	272	19
	DE	604	42	603	42	604	42	605	42	604	42	605	42
Housewife Age	Under 25	72	5	72	5	72	5	72	5	72	5	72	5
	25 - 34	204	14	204	14	205	14	205	14	205	14	205	14
	35 - 44	282	20	282	20	282	20	283	20	283	20	283	20
	45 - 54	258	18	258	18	258	18	258	18	258	18	258	18
	55 - 64	236	17	236	17	236	17	236	17	236	17	237	17
	65 +	374	26	374	26	374	26	374	26	375	26	375	26
Size	1	433	30	433	30	434	30	434	30	434	30	434	30
	2	509	36	510	36	510	36	510	36	511	36	511	36
	3	233	16	233	16	233	16	233	16	233	16	233	16
	4+	251	18	250	18	250	18	251	18	251	18	252	18
Children	Without	1051	74	1050	74	1051	74	1052	74	1053	74	1054	74
	With	375	26	376	26	376	26	376	26	376	26	376	26

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3098	100	3100	100	3102	100	3104	100	3106	100	3108	100
Age	4 - 9	224	7	224	7	225	7	225	7	225	7	225	7
	10 - 15	259	8	259	8	258	8	259	8	259	8	259	8
	16 - 24	345	11	345	11	346	11	346	11	346	11	346	11
	25 - 34	378	12	379	12	379	12	379	12	380	12	380	12
	35 - 44	492	16	491	16	491	16	492	16	492	16	492	16
	45 - 54	440	14	440	14	441	14	441	14	441	14	442	14
	55 - 64	406	13	407	13	407	13	407	13	407	13	408	13
	65 +	554	18	555	18	555	18	555	18	556	18	556	18
Adults	Total	2615	100	2617	100	2619	100	2620	100	2622	100	2624	100
	AB	405	15	405	15	406	16	406	15	406	15	406	15
	C1	652	25	652	25	652	25	652	25	653	25	654	25
	C2	567	22	567	22	568	22	568	22	568	22	569	22
	DE	991	38	993	38	993	38	994	38	995	38	995	38

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3109	100	3111	100	3113	100	3115	100	3117	100	3119	100
Age	4 - 9	225	7	225	7	225	7	226	7	226	7	226	7
	10 - 15	259	8	260	8	260	8	259	8	260	8	260	8
	16 - 24	346	11	347	11	347	11	347	11	347	11	347	11
	25 - 34	380	12	379	12	380	12	381	12	381	12	382	12
	35 - 44	493	16	494	16	494	16	493	16	494	16	494	16
	45 - 54	442	14	442	14	442	14	443	14	443	14	443	14
	55 - 64	408	13	408	13	408	13	409	13	409	13	409	13
	65 +	556	18	556	18	557	18	557	18	557	18	558	18
Adults	Total	2625	100	2626	100	2628	100	2630	100	2631	100	2633	100
	AB	407	16	407	15	407	15	407	15	408	16	408	15
	C1	653	25	654	25	655	25	655	25	655	25	656	25
	C2	569	22	569	22	570	22	570	22	570	22	571	22
	DE	996	38	996	38	996	38	998	38	998	38	998	38

Table4a													
Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1495	100	1496	100	1497	100	1498	100	1499	100	1500	100
Age	4 - 15	245	16	245	16	246	16	246	16	246	16	246	16
	16 - 24	171	11	171	11	171	11	171	11	171	11	172	11
	25 - 34	182	12	182	12	182	12	182	12	183	12	182	12
	35 - 44	239	16	239	16	240	16	240	16	240	16	240	16
	45 - 54	215	14	215	14	215	14	215	14	215	14	215	14
	55 - 64	200	13	200	13	200	13	200	13	200	13	201	13
	65 +	243	16	244	16	243	16	244	16	244	16	244	16
Adults	Total	1250	100	1251	100	1251	100	1252	100	1253	100	1254	100
	AB	206	16	206	16	206	16	207	17	207	17	207	17
	C1	296	24	296	24	296	24	296	24	296	24	297	24
	C2	303	24	303	24	303	24	303	24	303	24	303	24
	DE	445	36	446	36	446	36	446	36	447	36	447	36
	Working F/T	696	56	696	56	696	56	697	56	697	56	698	56
	Not Working	554	44	555	44	555	44	555	44	556	44	556	44

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1501	100	1501	100	1502	100	1503	100	1504	100	1505	100
Age	4 - 15	247	16	246	16	246	16	246	16	247	16	247	16
	16 - 24	171	11	172	11	172	11	172	11	172	11	172	11
	25 - 34	183	12	182	12	183	12	183	12	183	12	183	12
	35 - 44	240	16	240	16	241	16	241	16	241	16	241	16
	45 - 54	216	14	216	14	215	14	216	14	216	14	216	14
	55 - 64	201	13	201	13	201	13	201	13	201	13	201	13
65 +		243	16	244	16	244	16	244	16	244	16	245	16
Adults	Total	1254	100	1255	100	1256	100	1257	100	1257	100	1258	100
	AB	207	17	207	16	207	16	207	16	208	17	208	17
	C1	296	24	297	24	297	24	298	24	297	24	297	24
	C2	304	24	304	24	304	24	304	24	304	24	305	24
	DE	447	36	447	36	448	36	448	36	448	36	448	36
	Working F/T	698	56	698	56	699	56	699	56	700	56	700	56
	Not Working	556	44	557	44	557	44	558	44	557	44	558	44

Table4b										
Female Individuals in TV Households										
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1603	100	1604	100	1605	100	1606	100	1607	100
Age										
4 - 15	238	15	238	15	237	15	238	15	238	15
16 - 24	174	11	174	11	175	11	175	11	175	11
25 - 34	196	12	197	12	197	12	197	12	197	12
35 - 44	253	16	252	16	251	16	252	16	252	16
45 - 54	225	14	225	14	226	14	226	14	226	14
55 - 64	206	13	207	13	207	13	207	13	207	13
65 +	311	19	311	19	312	19	311	19	312	19
Adults										
Total	1365	100	1366	100	1368	100	1368	100	1369	100
AB	199	15	199	15	200	15	199	15	199	15
C1	356	26	356	26	356	26	356	26	357	26
C2	264	19	264	19	265	19	265	19	265	19
DE	546	40	547	40	547	40	548	40	548	40
Working F/T	375	27	376	28	377	28	376	27	377	28
Not Working	990	73	990	72	991	72	992	73	992	72

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1608	100	1610	100	1611	100	1612	100	1613	100	1614	100
Age	4 - 15	237	15	239	15	239	15	239	15	239	15	239	15
	16 - 24	175	11	175	11	175	11	175	11	175	11	175	11
	25 - 34	197	12	197	12	197	12	198	12	198	12	199	12
	35 - 44	253	16	254	16	253	16	252	16	253	16	253	16
	45 - 54	226	14	226	14	227	14	227	14	227	14	227	14
	55 - 64	207	13	207	13	207	13	208	13	208	13	208	13
65 +		313	19	312	19	313	19	313	19	313	19	313	19
Adults	Total	1371	100	1371	100	1372	100	1373	100	1374	100	1375	100
	AB	200	15	200	15	200	15	200	15	200	15	200	15
	C1	357	26	357	26	358	26	357	26	358	26	359	26
	C2	265	19	265	19	266	19	266	19	266	19	266	19
	DE	549	40	549	40	548	40	550	40	550	40	550	40
	Working F/T	377	27	378	28	378	28	378	28	378	28	378	27
	Not Working	994	73	993	72	994	72	995	72	996	72	997	73

North West

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2773	100	2774	100	2776	100	2778	100	2781	100	2782	100
TV Households	2716	98	2719	98	2721	98	2723	98	2724	98	2726	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2784	100	2783	100	2787	100	2788	100	2792	100	2792	100
TV Households	2726	98	2729	98	2731	98	2732	98	2733	98	2736	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2716	100	2719	100	2721	100	2723	100	2724	100	2726	100
Social Class	AB	429	16	431	16	430	16	431	16	431	16	433	16
	C1	708	26	707	26	709	26	709	26	710	26	710	26
	C2	478	18	477	18	479	18	478	18	480	18	483	18
	DE	1101	41	1104	41	1103	41	1105	41	1103	40	1100	40
Housewife Age	Under 25	138	5	139	5	139	5	140	5	140	5	141	5
	25 - 34	418	15	416	15	416	15	419	15	418	15	418	15
	35 - 44	556	20	558	21	557	20	557	20	557	20	557	20
	45 - 54	478	18	477	18	477	18	478	18	478	18	479	18
	55 - 64	447	16	448	16	449	17	449	16	449	16	449	16
	65 +	679	25	681	25	683	25	680	25	682	25	682	25
Size	1	837	31	839	31	836	31	837	31	839	31	839	31
	2	909	33	911	34	909	33	910	33	911	33	913	33
	3	439	16	439	16	438	16	440	16	441	16	440	16
	4+	531	20	530	19	538	20	536	20	533	20	534	20
Children	Without	1966	72	1968	72	1970	72	1973	72	1972	72	1976	72
	With	750	28	751	28	751	28	750	28	752	28	750	28

Table 2													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2726	100	2729	100	2731	100	2732	100	2733	100	2736	100
Social Class	AB	431	16	430	16	431	16	430	16	430	16	431	16
	C1	708	26	712	26	713	26	711	26	712	26	713	26
	C2	479	18	480	18	480	18	481	18	481	18	482	18
	DE	1108	41	1107	41	1107	41	1110	41	1110	41	1110	41
Housewife Age	Under 25	142	5	142	5	142	5	141	5	142	5	143	5
	25 - 34	420	15	419	15	419	15	419	15	421	15	421	15
	35 - 44	558	20	561	21	561	21	559	20	561	21	562	21
	45 - 54	480	18	479	18	481	18	482	18	479	18	482	18
	55 - 64	448	16	450	16	451	17	450	16	451	17	451	16
	65 +	678	25	678	25	677	25	681	25	679	25	677	25
Size	1	840	31	841	31	839	31	842	31	843	31	843	31
	2	913	33	914	33	914	33	913	33	915	33	916	33
	3	440	16	439	16	441	16	442	16	442	16	442	16
	4+	533	20	535	20	537	20	535	20	533	20	535	20
Children	Without	1972	72	1975	72	1978	72	1978	72	1978	72	1981	72
	With	754	28	754	28	753	28	754	28	755	28	755	28

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6054	100	6060	100	6063	100	6068	100	6070	100	6074	100
Age	4 - 9	484	8	485	8	486	8	485	8	485	8	486	8
	10 - 15	535	9	538	9	536	9	538	9	539	9	539	9
	16 - 24	698	12	699	12	699	12	700	12	700	12	700	12
	25 - 34	804	13	801	13	804	13	805	13	803	13	805	13
	35 - 44	960	16	964	16	964	16	960	16	966	16	966	16
	45 - 54	836	14	838	14	836	14	837	14	839	14	839	14
	55 - 64	747	12	747	12	750	12	750	12	751	12	749	12
	65 +	990	16	988	16	988	16	993	16	987	16	990	16
Adults	Total	5035	100	5037	100	5041	100	5045	100	5046	100	5049	100
	AB	862	17	860	17	862	17	861	17	866	17	864	17
	C1	1386	28	1394	28	1390	28	1395	28	1391	28	1393	28
	C2	1003	20	1004	20	1004	20	1006	20	1007	20	1006	20
	DE	1784	35	1779	35	1785	35	1783	35	1782	35	1786	35

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6079	100	6081	100	6087	100	6089	100	6094	100	6097	100
Age	4 - 9	488	8	489	8	487	8	488	8	486	8	487	8
	10 - 15	539	9	535	9	541	9	539	9	542	9	544	9
	16 - 24	701	12	700	12	702	12	704	12	703	12	706	12
	25 - 34	804	13	809	13	808	13	807	13	807	13	800	13
	35 - 44	966	16	965	16	966	16	964	16	968	16	972	16
	45 - 54	840	14	839	14	841	14	841	14	842	14	842	14
	55 - 64	749	12	750	12	752	12	750	12	751	12	753	12
	65 +	992	16	994	16	990	16	996	16	995	16	993	16
Adults	Total	5052	100	5057	100	5059	100	5062	100	5066	100	5066	100
	AB	864	17	864	17	866	17	867	17	867	17	866	17
	C1	1397	28	1395	28	1397	28	1398	28	1398	28	1399	28
	C2	1008	20	1009	20	1009	20	1007	20	1009	20	1011	20
	DE	1783	35	1789	35	1787	35	1790	35	1792	35	1790	35

Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2927	100	2929	100	2931	100	2933	100	2934	100	2933	100
Age	4 - 15	528	18	530	18	528	18	529	18	528	18	527	18
	16 - 24	346	12	347	12	346	12	348	12	347	12	346	12
	25 - 34	384	13	384	13	389	13	388	13	387	13	388	13
	35 - 44	469	16	471	16	471	16	470	16	471	16	472	16
	45 - 54	411	14	413	14	409	14	413	14	412	14	411	14
	55 - 64	366	13	365	12	366	12	367	13	368	13	368	13
65 +		423	14	419	14	422	14	418	14	421	14	421	14
Adults		2399	100	2399	100	2403	100	2404	100	2406	100	2406	100
Total		430	18	429	18	431	18	429	18	431	18	432	18
AB		644	27	647	27	646	27	648	27	647	27	646	27
C1		536	22	538	22	537	22	539	22	540	22	539	22
C2		789	33	785	33	789	33	788	33	788	33	789	33
DE		1389	58	1389	58	1389	58	1390	58	1392	58	1391	58
Working F/T		1010	42	1010	42	1014	42	1014	42	1014	42	1015	42
Not Working													

Table4a Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2935	100	2942	100	2942	100	2945	100	2946	100	2947	100
Age	4 - 15	526	18	531	18	531	18	533	18	532	18	531	18
	16 - 24	347	12	348	12	347	12	349	12	348	12	350	12
	25 - 34	387	13	389	13	388	13	389	13	389	13	387	13
	35 - 44	474	16	472	16	471	16	470	16	474	16	473	16
	45 - 54	411	14	412	14	415	14	414	14	412	14	414	14
	55 - 64	367	13	366	12	367	12	367	12	367	12	368	12
65 +		423	14	424	14	423	14	423	14	424	14	424	14
Adults		2409	100	2411	100	2411	100	2412	100	2414	100	2416	100
Total		429	18	431	18	431	18	433	18	433	18	432	18
AB		650	27	649	27	650	27	649	27	648	27	650	27
C1		539	22	541	22	541	22	541	22	542	22	540	22
C2		791	33	790	33	789	33	789	33	791	33	794	33
DE		1392	58	1392	58	1395	58	1397	58	1395	58	1397	58
Working F/T		1017	42	1019	42	1016	42	1015	42	1019	42	1019	42
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3127	100	3131	100	3132	100	3135	100	3136	100	3141	100
Age												
4 - 15	491	16	493	16	494	16	494	16	496	16	498	16
16 - 24	352	11	352	11	353	11	352	11	353	11	354	11
25 - 34	420	13	417	13	415	13	417	13	416	13	417	13
35 - 44	491	16	493	16	493	16	490	16	495	16	494	16
45 - 54	425	14	425	14	427	14	424	14	427	14	428	14
55 - 64	381	12	382	12	384	12	383	12	383	12	381	12
65 +	567	18	569	18	566	18	575	18	566	18	569	18
Adults												
Total	2636	100	2638	100	2638	100	2641	100	2640	100	2643	100
AB	432	16	431	16	431	16	432	16	435	16	432	16
C1	742	28	747	28	744	28	747	28	744	28	747	28
C2	467	18	466	18	467	18	467	18	467	18	467	18
DE	995	38	994	38	996	38	995	38	994	38	997	38
Working F/T	832	32	833	32	834	32	834	32	834	32	837	32
Not Working	1804	68	1805	68	1804	68	1807	68	1806	68	1806	68

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3144	100	3139	100	3145	100	3144	100	3148	100	3150	100
Age	4 - 15	501	16	493	16	497	16	494	16	496	16	500	16
	16 - 24	354	11	352	11	355	11	355	11	355	11	356	11
	25 - 34	417	13	420	13	420	13	418	13	418	13	413	13
	35 - 44	492	16	493	16	495	16	494	16	494	16	499	16
	45 - 54	429	14	427	14	426	14	427	14	430	14	428	14
	55 - 64	382	12	384	12	385	12	383	12	384	12	385	12
	65 +	569	18	570	18	567	18	573	18	571	18	569	18
Adults	Total	2643	100	2646	100	2648	100	2650	100	2652	100	2650	100
	AB	435	16	433	16	435	16	434	16	434	16	434	16
	C1	747	28	746	28	747	28	749	28	750	28	749	28
	C2	469	18	468	18	468	18	466	18	467	18	471	18
	DE	992	38	999	38	998	38	1001	38	1001	38	996	38
	Working F/T	836	32	838	32	836	32	836	32	839	32	840	32
	Not Working	1807	68	1808	68	1812	68	1814	68	1813	68	1810	68

Scotland

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2240	100	2242	100	2243	100	2245	100	2246	100	2248	100
TV Households	2184	98	2185	97	2187	98	2188	97	2190	98	2191	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2249	100	2251	100	2252	100	2254	100	2255	100	2257	100
TV Households	2193	98	2194	97	2195	97	2197	97	2198	97	2200	97

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2184	100	2185	100	2187	100	2188	100	2190	100	2191	100
Social Class	AB	372	17	372	17	372	17	372	17	373	17	373	17
	C1	593	27	594	27	594	27	594	27	595	27	595	27
	C2	377	17	377	17	378	17	378	17	378	17	378	17
	DE	842	39	842	39	843	39	844	39	844	39	845	39
Housewife Age	Under 25	119	5	119	5	119	5	119	5	119	5	119	5
	25 - 34	342	16	342	16	343	16	343	16	343	16	343	16
	35 - 44	450	21	450	21	451	21	451	21	451	21	452	21
	45 - 54	389	18	389	18	389	18	390	18	390	18	390	18
	55 - 64	348	16	348	16	349	16	349	16	349	16	349	16
	65 +	536	25	537	25	536	25	536	24	538	25	538	25
Size	1	720	33	720	33	721	33	721	33	722	33	722	33
	2	740	34	740	34	741	34	741	34	742	34	742	34
	3	330	15	330	15	330	15	331	15	331	15	331	15
	4+	394	18	395	18	395	18	395	18	395	18	396	18
Children	Without	1624	74	1625	74	1627	74	1627	74	1629	74	1629	74
	With	560	26	560	26	560	26	561	26	561	26	562	26

Table 2												
TV Households												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2193	100	2194	100	2195	100	2197	100	2198	100	2200	100
Social Class												
AB	373	17	373	17	374	17	374	17	374	17	374	17
C1	596	27	596	27	596	27	597	27	597	27	598	27
C2	379	17	379	17	379	17	379	17	380	17	380	17
DE	845	39	846	39	846	39	847	39	847	39	848	39
Housewife Age												
Under 25	119	5	119	5	119	5	119	5	119	5	119	5
25 - 34	343	16	344	16	344	16	344	16	344	16	345	16
35 - 44	452	21	452	21	453	21	453	21	453	21	453	21
45 - 54	390	18	391	18	391	18	391	18	392	18	392	18
55 - 64	350	16	350	16	350	16	350	16	351	16	351	16
65 +	539	25	538	25	538	25	540	25	539	25	540	25
Size												
1	723	33	723	33	724	33	724	33	724	33	725	33
2	743	34	743	34	744	34	744	34	745	34	745	34
3	331	15	332	15	332	15	332	15	332	15	332	15
4+	396	18	396	18	395	18	397	18	397	18	398	18
Children												
Without	1631	74	1632	74	1632	74	1634	74	1635	74	1636	74
With	562	26	562	26	563	26	563	26	563	26	564	26

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4699	100	4702	100	4705	100	4708	100	4711	100	4714	100
Age	4 - 9	352	7	352	7	352	7	352	7	353	7	353	7
	10 - 15	385	8	385	8	386	8	386	8	386	8	386	8
	16 - 24	547	12	547	12	548	12	548	12	548	12	549	12
	25 - 34	621	13	622	13	622	13	623	13	623	13	623	13
	35 - 44	775	16	775	16	775	16	776	16	777	16	777	16
	45 - 54	674	14	674	14	675	14	675	14	675	14	676	14
	55 - 64	576	12	577	12	577	12	577	12	578	12	578	12
	65 +	769	16	770	16	770	16	771	16	771	16	772	16
Adults	Total	3962	100	3965	100	3967	100	3970	100	3972	100	3975	100
	AB	739	19	740	19	740	19	741	19	741	19	742	19
	C1	1116	28	1116	28	1117	28	1118	28	1119	28	1119	28
	C2	781	20	782	20	782	20	783	20	783	20	784	20
	DE	1326	33	1327	33	1328	33	1328	33	1329	33	1330	33

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4717	100	4721	100	4724	100	4727	100	4730	100	4733	100
Age	4 - 9	353	7	353	7	354	7	354	7	354	7	354	7
	10 - 15	386	8	387	8	386	8	387	8	387	8	388	8
	16 - 24	549	12	549	12	550	12	550	12	551	12	551	12
	25 - 34	624	13	625	13	625	13	625	13	626	13	626	13
	35 - 44	778	16	778	16	778	16	780	17	779	16	780	16
	45 - 54	676	14	677	14	677	14	678	14	678	14	679	14
	55 - 64	579	12	579	12	579	12	580	12	580	12	581	12
	65 +	772	16	773	16	775	16	773	16	775	16	774	16
Adults	Total	3978	100	3981	100	3984	100	3986	100	3989	100	3991	100
	AB	742	19	743	19	743	19	744	19	744	19	745	19
	C1	1120	28	1121	28	1122	28	1122	28	1123	28	1124	28
	C2	785	20	785	20	786	20	786	20	787	20	787	20
	DE	1331	33	1332	33	1333	33	1334	33	1335	33	1335	33

Table4a													
Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2252	100	2253	100	2255	100	2256	100	2258	100	2259	100
Age	4 - 15	382	17	382	17	382	17	382	17	383	17	383	17
	16 - 24	273	12	273	12	273	12	273	12	273	12	273	12
	25 - 34	298	13	298	13	299	13	299	13	300	13	300	13
	35 - 44	370	16	370	16	370	16	370	16	371	16	371	16
	45 - 54	330	15	330	15	331	15	331	15	331	15	331	15
	55 - 64	279	12	279	12	279	12	279	12	279	12	280	12
65 +		320	14	321	14	321	14	322	14	321	14	321	14
Adults	Total	1870	100	1871	100	1873	100	1874	100	1875	100	1876	100
	AB	366	20	366	20	366	20	367	20	367	20	367	20
	C1	508	27	509	27	509	27	509	27	509	27	510	27
	C2	419	22	419	22	419	22	419	22	420	22	420	22
	DE	577	31	577	31	579	31	579	31	579	31	579	31
	Working F/T	1105	59	1106	59	1107	59	1107	59	1108	59	1109	59
	Not Working	765	41	765	41	766	41	767	41	767	41	767	41

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2261	100	2262	100	2264	100	2265	100	2267	100	2269	100
Age	4 - 15	383	17	383	17	384	17	384	17	384	17	385	17
	16 - 24	274	12	274	12	274	12	274	12	274	12	275	12
	25 - 34	299	13	300	13	300	13	300	13	301	13	300	13
	35 - 44	371	16	371	16	371	16	373	16	371	16	372	16
	45 - 54	332	15	332	15	333	15	331	15	334	15	333	15
	55 - 64	280	12	280	12	280	12	281	12	281	12	281	12
65 +		322	14	322	14	322	14	322	14	322	14	323	14
Adults	Total	1878	100	1879	100	1880	100	1881	100	1883	100	1884	100
	AB	368	20	368	20	368	20	368	20	368	20	369	20
	C1	510	27	510	27	511	27	511	27	512	27	512	27
	C2	420	22	420	22	421	22	421	22	421	22	422	22
	DE	580	31	581	31	580	31	581	31	582	31	581	31
	Working F/T	1110	59	1110	59	1111	59	1112	59	1113	59	1113	59
	Not Working	768	41	769	41	769	41	769	41	770	41	771	41

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2447	100	2449	100	2450	100	2452	100	2453	100	2455	100
Age												
4 - 15	355	15	355	14	356	15	356	15	356	15	356	15
16 - 24	274	11	274	11	275	11	275	11	275	11	276	11
25 - 34	323	13	324	13	323	13	324	13	323	13	323	13
35 - 44	405	17	405	17	405	17	406	17	406	17	406	17
45 - 54	344	14	344	14	344	14	344	14	344	14	345	14
55 - 64	297	12	298	12	298	12	298	12	299	12	298	12
65 +	449	18	449	18	449	18	449	18	450	18	451	18
Adults												
Total	2092	100	2094	100	2094	100	2096	100	2097	100	2099	100
AB	373	18	374	18	374	18	374	18	374	18	375	18
C1	608	29	607	29	608	29	609	29	610	29	609	29
C2	362	17	363	17	363	17	364	17	363	17	364	17
DE	749	36	750	36	749	36	749	36	750	36	751	36
Working F/T	649	31	649	31	650	31	651	31	651	31	651	31
Not Working	1443	69	1445	69	1444	69	1445	69	1446	69	1448	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2456	100	2459	100	2460	100	2462	100	2463	100	2464	100
Age	4 - 15	356	14	357	15	356	14	357	15	357	14	357	14
	16 - 24	275	11	275	11	276	11	276	11	277	11	276	11
	25 - 34	325	13	325	13	325	13	325	13	325	13	326	13
	35 - 44	407	17	407	17	407	17	407	17	408	17	408	17
	45 - 54	344	14	345	14	344	14	347	14	344	14	346	14
	55 - 64	299	12	299	12	299	12	299	12	299	12	300	12
65 +		450	18	451	18	453	18	451	18	453	18	451	18
Adults	Total	2100	100	2102	100	2104	100	2105	100	2106	100	2107	100
	AB	374	18	375	18	375	18	376	18	376	18	376	18
	C1	610	29	611	29	611	29	611	29	611	29	612	29
	C2	365	17	365	17	365	17	365	17	366	17	365	17
	DE	751	36	751	36	753	36	753	36	753	36	754	36
	Working F/T	651	31	653	31	653	31	653	31	653	31	654	31
	Not Working	1449	69	1449	69	1451	69	1452	69	1453	69	1453	69

Ulster

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	632	100	632	100	632	100	632	100	632	100
TV Households	611	97	611	97	611	97	611	97	611	97	611	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	633	100	633	100	633	100	633	100	633	100
TV Households	612	97	612	97	612	97	612	97	612	97	612	97

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		611	100	611	100	611	100	611	100	611	100	611	100
Social Class	AB	75	12	75	12	75	12	75	12	75	12	75	12
	C1	153	25	153	25	153	25	153	25	153	25	153	25
	C2	121	20	121	20	121	20	121	20	121	20	121	20
	DE	262	43	262	43	262	43	262	43	262	43	262	43
Housewife Age	Under 25	23	4	23	4	23	4	23	4	23	4	23	4
	25 - 34	110	18	110	18	110	18	110	18	110	18	110	18
	35 - 44	136	22	136	22	136	22	136	22	136	22	136	22
	45 - 54	111	18	111	18	111	18	111	18	111	18	111	18
	55 - 64	97	16	97	16	97	16	97	16	97	16	97	16
	65 +	134	22	134	22	134	22	134	22	134	22	134	22
Size	1	158	26	158	26	158	26	158	26	158	26	158	26
	2	177	29	177	29	177	29	177	29	177	29	177	29
	3	97	16	97	16	97	16	97	16	97	16	97	16
	4+	179	29	179	29	179	29	179	29	179	29	179	29
Children	Without	412	67	412	67	412	67	412	67	412	67	412	67
	With	199	33	199	33	199	33	199	33	199	33	199	33

Table 2													
TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		612	100	612	100	612	100	612	100	612	100	612	100
Social Class	AB	75	12	76	12	76	12	76	12	76	12	76	12
	C1	153	25	153	25	153	25	153	25	153	25	153	25
	C2	122	20	122	20	122	20	122	20	122	20	122	20
	DE	262	43	261	43	261	43	261	43	261	43	261	43
Housewife Age	Under 25	23	4	23	4	23	4	23	4	23	4	23	4
	25 - 34	110	18	110	18	110	18	110	18	110	18	110	18
	35 - 44	136	22	136	22	136	22	136	22	136	22	136	22
	45 - 54	111	18	111	18	111	18	111	18	111	18	111	18
	55 - 64	97	16	97	16	97	16	97	16	97	16	97	16
	65 +	135	22	135	22	135	22	135	22	135	22	135	22
Size	1	158	26	158	26	158	26	158	26	158	26	158	26
	2	177	29	177	29	177	29	177	29	177	29	177	29
	3	98	16	98	16	98	16	98	16	98	16	98	16
	4+	179	29	179	29	179	29	179	29	179	29	179	29
Children	Without	413	67	413	67	413	67	413	67	413	67	413	67
	With	199	33	199	33	199	33	199	33	199	33	199	33

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1558	100	1558	100	1558	100	1559	100	1559	100	1559	100
Age	4 - 9	142	9	142	9	142	9	142	9	142	9	142	9
	10 - 15	159	10	159	10	159	10	159	10	159	10	159	10
	16 - 24	206	13	206	13	206	13	206	13	206	13	206	13
	25 - 34	227	15	227	15	226	15	227	15	227	15	227	15
	35 - 44	248	16	248	16	249	16	249	16	249	16	249	16
	45 - 54	201	13	201	13	201	13	201	13	201	13	201	13
	55 - 64	166	11	166	11	166	11	166	11	166	11	167	11
	65 +	209	13	209	13	209	13	209	13	209	13	208	13
Adults	Total	1257	100	1257	100	1257	100	1258	100	1258	100	1258	100
	AB	168	13	168	13	168	13	168	13	168	13	168	13
	C1	340	27	340	27	340	27	340	27	340	27	340	27
	C2	288	23	288	23	288	23	288	23	288	23	288	23
	DE	461	37	461	37	461	37	462	37	462	37	462	37

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1560	100	1560	100	1561	100	1561	100	1561	100	1562	100
Age	4 - 9	142	9	142	9	142	9	142	9	142	9	143	9
	10 - 15	159	10	159	10	159	10	159	10	159	10	158	10
	16 - 24	206	13	206	13	206	13	206	13	206	13	206	13
	25 - 34	228	15	228	15	228	15	228	15	228	15	229	15
	35 - 44	248	16	248	16	248	16	249	16	249	16	248	16
	45 - 54	201	13	201	13	201	13	201	13	201	13	201	13
	55 - 64	167	11	167	11	167	11	167	11	167	11	167	11
	65 +	209	13	209	13	210	13	209	13	209	13	210	13
Adults	Total	1259	100	1259	100	1260	100	1260	100	1260	100	1261	100
	AB	168	13	168	13	168	13	168	13	168	13	168	13
	C1	341	27	341	27	341	27	341	27	341	27	341	27
	C2	288	23	288	23	288	23	288	23	289	23	289	23
	DE	462	37	462	37	463	37	463	37	462	37	463	37

Table4a										
Male Individuals in TV Households										
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	757	100	757	100	757	100	757	100	757	100
Age										
4 - 15	156	21	155	20	155	20	155	20	155	20
16 - 24	103	14	103	14	103	14	103	14	103	14
25 - 34	111	15	111	15	111	15	111	15	111	15
35 - 44	121	16	121	16	121	16	121	16	121	16
45 - 54	99	13	99	13	99	13	99	13	99	13
55 - 64	79	10	80	11	80	11	80	11	80	11
65 +	88	12	88	12	88	12	88	12	88	12
Adults										
Total	601	100	602	100	602	100	602	100	602	100
AB	83	14	83	14	83	14	83	14	83	14
C1	165	27	165	27	165	27	165	27	165	27
C2	150	25	150	25	150	25	150	25	150	25
DE	203	34	204	34	204	34	204	34	204	34
Working F/T	360	60	360	60	360	60	360	60	360	60
Not Working	241	40	242	40	242	40	242	40	241	40

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		758	100	758	100	758	100	758	100	758	100	759	100
Age	4 - 15	156	21	156	21	155	20	155	20	155	20	156	21
	16 - 24	103	14	103	14	103	14	103	14	103	14	103	14
	25 - 34	111	15	111	15	111	15	111	15	111	15	111	15
	35 - 44	121	16	121	16	121	16	121	16	121	16	121	16
	45 - 54	99	13	99	13	99	13	99	13	99	13	99	13
	55 - 64	80	11	80	11	80	11	80	11	80	11	80	11
	65 +	88	12	88	12	89	12	89	12	89	12	89	12
Adults	Total	602	100	602	100	603	100	603	100	603	100	603	100
	AB	83	14	83	14	83	14	83	14	83	14	83	14
	C1	165	27	165	27	166	28	165	27	165	27	166	28
	C2	150	25	150	25	150	25	150	25	151	25	150	25
	DE	204	34	204	34	204	34	205	34	204	34	204	34
	Working F/T	361	60	361	60	361	60	361	60	361	60	361	60
	Not Working	241	40	241	40	242	40	242	40	242	40	242	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	801	100	801	100	801	100	802	100	802	100	801	100
Age												
4 - 15	145	18	146	18	146	18	146	18	146	18	145	18
16 - 24	103	13	103	13	103	13	103	13	103	13	103	13
25 - 34	116	14	116	14	115	14	116	14	116	14	116	14
35 - 44	127	16	127	16	128	16	128	16	128	16	128	16
45 - 54	102	13	102	13	102	13	102	13	102	13	102	13
55 - 64	87	11	86	11	86	11	86	11	86	11	87	11
65 +	121	15	121	15	121	15	121	15	121	15	120	15
Adults												
Total	656	100	655	100	655	100	656	100	656	100	656	100
AB	85	13	85	13	85	13	85	13	85	13	85	13
C1	175	27	175	27	175	27	175	27	175	27	175	27
C2	138	21	138	21	138	21	138	21	138	21	138	21
DE	258	39	257	39	257	39	258	39	258	39	258	39
Working F/T	202	31	203	31	203	31	203	31	203	31	202	31
Not Working	454	69	452	69	452	69	453	69	453	69	454	69

Table4b Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		802	100	802	100	803	100	803	100	803	100	803	100
Age	4 - 15	145	18	145	18	146	18	146	18	146	18	145	18
	16 - 24	103	13	103	13	103	13	103	13	103	13	103	13
	25 - 34	117	15	117	15	117	15	117	15	117	15	118	15
	35 - 44	127	16	127	16	127	16	128	16	128	16	127	16
	45 - 54	102	13	102	13	102	13	102	13	102	13	102	13
	55 - 64	87	11	87	11	87	11	87	11	87	11	87	11
	65 +	121	15	121	15	121	15	120	15	120	15	121	15
Adults	Total	657	100	657	100	657	100	657	100	657	100	658	100
	AB	85	13	85	13	85	13	85	13	85	13	85	13
	C1	176	27	176	27	175	27	176	27	176	27	175	27
	C2	138	21	138	21	138	21	138	21	138	21	139	21
	DE	258	39	258	39	259	39	258	39	258	39	259	39
	Working F/T	202	31	202	31	203	31	203	31	203	31	203	31
	Not Working	455	69	455	69	454	69	454	69	454	69	455	69

Wales

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1227	100	1227	100	1228	100	1228	100	1229	100	1229	100
TV Households	1204	98	1205	98	1205	98	1206	98	1206	98	1207	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1230	100	1231	100	1231	100	1232	100	1232	100	1233	100
TV Households	1207	98	1208	98	1208	98	1209	98	1210	98	1210	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1204	100	1205	100	1205	100	1206	100	1206	100	1207	100
Social Class	AB	157	13	157	13	157	13	157	13	157	13	157	13
	C1	314	26	314	26	314	26	314	26	314	26	315	26
	C2	232	19	233	19	233	19	233	19	233	19	233	19
	DE	501	42	501	42	501	42	502	42	502	42	502	42
Housewife Age	Under 25	64	5	64	5	64	5	64	5	64	5	64	5
	25 - 34	178	15	179	15	179	15	179	15	179	15	179	15
	35 - 44	228	19	228	19	228	19	228	19	228	19	228	19
	45 - 54	209	17	210	17	210	17	210	17	210	17	210	17
	55 - 64	201	17	201	17	201	17	201	17	201	17	201	17
	65 +	324	27	323	27	323	27	324	27	324	27	325	27
Size	1	349	29	349	29	350	29	350	29	350	29	350	29
	2	417	35	417	35	418	35	418	35	418	35	418	35
	3	196	16	196	16	196	16	196	16	196	16	196	16
	4+	242	20	243	20	241	20	242	20	242	20	243	20
Children	Without	877	73	878	73	877	73	878	73	878	73	879	73
	With	327	27	327	27	328	27	328	27	328	27	328	27

Table 2												
TV Households												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	1207	100	1208	100	1208	100	1209	100	1210	100	1210	100
Social Class												
AB	158	13	158	13	158	13	158	13	158	13	158	13
C1	315	26	315	26	315	26	315	26	315	26	315	26
C2	233	19	233	19	233	19	233	19	233	19	234	19
DE	501	42	502	42	502	42	503	42	504	42	503	42
Housewife Age												
Under 25	64	5	64	5	64	5	64	5	64	5	64	5
25 - 34	179	15	179	15	179	15	179	15	179	15	179	15
35 - 44	228	19	228	19	228	19	229	19	229	19	229	19
45 - 54	210	17	210	17	210	17	210	17	210	17	210	17
55 - 64	201	17	202	17	202	17	202	17	202	17	202	17
65 +	325	27	325	27	325	27	325	27	326	27	326	27
Size												
1	350	29	350	29	351	29	351	29	351	29	351	29
2	418	35	419	35	419	35	419	35	419	35	419	35
3	196	16	196	16	196	16	196	16	196	16	196	16
4+	243	20	243	20	242	20	243	20	244	20	244	20
Children												
Without	879	73	880	73	879	73	880	73	881	73	881	73
With	328	27	328	27	329	27	329	27	329	27	329	27

Table 3 All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2722	100	2723	100	2724	100	2726	100	2727	100	2728	100
Age	4 - 9	214	8	214	8	214	8	214	8	214	8	214	8
	10 - 15	238	9	238	9	239	9	239	9	239	9	239	9
	16 - 24	311	11	311	11	311	11	311	11	311	11	312	11
	25 - 34	334	12	334	12	333	12	334	12	335	12	334	12
	35 - 44	406	15	407	15	408	15	408	15	407	15	408	15
	45 - 54	374	14	374	14	375	14	375	14	375	14	375	14
	55 - 64	354	13	354	13	354	13	354	13	354	13	354	13
	65 +	491	18	491	18	490	18	491	18	492	18	492	18
Adults	Total	2270	100	2271	100	2271	100	2273	100	2274	100	2275	100
	AB	328	14	328	14	328	14	328	14	328	14	328	14
	C1	603	27	603	27	604	27	604	27	605	27	605	27
	C2	492	22	492	22	492	22	492	22	493	22	493	22
	DE	847	37	848	37	847	37	849	37	848	37	849	37

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2729	100	2731	100	2732	100	2733	100	2734	100	2735	100
Age	4 - 9	214	8	214	8	214	8	214	8	215	8	215	8
	10 - 15	239	9	240	9	240	9	240	9	239	9	239	9
	16 - 24	312	11	312	11	312	11	312	11	312	11	312	11
	25 - 34	334	12	334	12	335	12	335	12	335	12	336	12
	35 - 44	408	15	409	15	408	15	409	15	409	15	409	15
	45 - 54	375	14	375	14	376	14	376	14	376	14	376	14
	55 - 64	355	13	355	13	355	13	355	13	355	13	355	13
65 +	492	18	492	18	492	18	492	18	493	18	493	18	
Adults	Total	2276	100	2277	100	2278	100	2279	100	2280	100	2281	100
	AB	329	14	329	14	329	14	329	14	329	14	329	14
	C1	604	27	605	27	605	27	606	27	606	27	606	27
	C2	493	22	493	22	493	22	494	22	494	22	494	22
	DE	850	37	850	37	851	37	850	37	851	37	852	37

Table4a Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1312	100	1313	100	1313	100	1314	100	1314	100	1315	100
Age	4 - 15	232	18	232	18	232	18	232	18	232	18	232	18
	16 - 24	155	12	155	12	155	12	155	12	155	12	156	12
	25 - 34	160	12	161	12	160	12	161	12	161	12	160	12
	35 - 44	197	15	197	15	198	15	198	15	197	15	197	15
	45 - 54	183	14	183	14	183	14	183	14	183	14	184	14
	55 - 64	174	13	174	13	174	13	174	13	174	13	174	13
	65 +	211	16	211	16	211	16	211	16	212	16	212	16
Adults													
Total		1080	100	1081	100	1081	100	1082	100	1082	100	1083	100
AB		167	15	167	15	167	15	167	15	167	15	167	15
C1		283	26	283	26	283	26	283	26	283	26	284	26
C2		259	24	259	24	260	24	260	24	260	24	260	24
DE		371	34	372	34	371	34	372	34	372	34	372	34
Working F/T		586	54	586	54	587	54	587	54	587	54	587	54
Not Working		494	46	495	46	494	46	495	46	495	46	496	46

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1316	100	1316	100	1317	100	1317	100	1318	100	1318	100
Age	4 - 15	233	18	232	18	233	18	232	18	233	18	233	18
	16 - 24	156	12	156	12	156	12	156	12	156	12	156	12
	25 - 34	160	12	160	12	160	12	160	12	161	12	161	12
	35 - 44	197	15	198	15	198	15	198	15	198	15	198	15
	45 - 54	184	14	184	14	184	14	184	14	184	14	184	14
	55 - 64	174	13	175	13	175	13	175	13	175	13	174	13
65 +		212	16	211	16	211	16	212	16	211	16	212	16
Adults	Total	1083	100	1084	100	1084	100	1085	100	1085	100	1085	100
	AB	168	16	168	15	168	15	168	15	168	15	167	15
	C1	283	26	283	26	283	26	284	26	284	26	284	26
	C2	260	24	260	24	260	24	260	24	261	24	261	24
	DE	372	34	373	34	373	34	373	34	372	34	373	34
	Working F/T	588	54	588	54	588	54	588	54	589	54	589	54
	Not Working	495	46	496	46	496	46	497	46	496	46	496	46

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1410	100	1410	100	1411	100	1412	100	1413	100	1413	100
Age												
4 - 15	220	16	220	16	221	16	221	16	221	16	221	16
16 - 24	156	11	156	11	156	11	156	11	156	11	156	11
25 - 34	174	12	173	12	173	12	173	12	174	12	174	12
35 - 44	209	15	210	15	210	15	210	15	210	15	211	15
45 - 54	191	14	191	14	192	14	192	14	192	14	191	14
55 - 64	180	13	180	13	180	13	180	13	180	13	180	13
65 +	280	20	280	20	279	20	280	20	280	20	280	20
Adults												
Total	1190	100	1190	100	1190	100	1191	100	1192	100	1192	100
AB	161	14	161	14	161	14	161	14	161	14	161	14
C1	320	27	320	27	321	27	321	27	322	27	321	27
C2	233	20	233	20	232	19	232	19	233	20	233	20
DE	476	40	476	40	476	40	477	40	476	40	477	40
Working F/T	335	28	336	28	335	28	335	28	336	28	336	28
Not Working	855	72	854	72	855	72	856	72	856	72	856	72

Table4b Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1413	100	1415	100	1415	100	1416	100	1416	100	1417	100
Age	4 - 15	220	16	222	16	221	16	222	16	221	16	221	16
	16 - 24	156	11	156	11	156	11	156	11	156	11	156	11
	25 - 34	174	12	174	12	175	12	175	12	174	12	175	12
	35 - 44	211	15	211	15	210	15	211	15	211	15	211	15
	45 - 54	191	14	191	13	192	14	192	14	192	14	192	14
	55 - 64	181	13	180	13	180	13	180	13	180	13	181	13
65 +		280	20	281	20	281	20	280	20	282	20	281	20
Adults	Total	1193	100	1193	100	1194	100	1194	100	1195	100	1196	100
	AB	161	13	161	13	161	13	161	13	161	13	162	14
	C1	321	27	322	27	322	27	322	27	322	27	322	27
	C2	233	20	233	20	233	20	234	20	233	19	233	19
	DE	478	40	477	40	478	40	477	40	479	40	479	40
	Working F/T	336	28	336	28	336	28	337	28	336	28	337	28
	Not Working	857	72	857	72	858	72	857	72	859	72	859	72

Midlands West

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2469	100	2471	100	2472	100	2475	100	2476	100	2478	100
TV Households	2422	98	2424	98	2425	98	2426	98	2429	98	2430	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2479	100	2482	100	2483	100	2485	100	2486	100	2488	100
TV Households	2432	98	2433	98	2436	98	2437	98	2439	98	2440	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2422	100	2424	100	2425	100	2426	100	2429	100	2430	100
Social Class	AB	404	17	404	17	404	17	404	17	405	17	405	17
	C1	638	26	639	26	639	26	640	26	641	26	640	26
	C2	474	20	475	20	474	20	475	20	475	20	475	20
	DE	906	37	906	37	908	37	907	37	908	37	910	37
Housewife Age	Under 25	120	5	120	5	121	5	120	5	120	5	120	5
	25 - 34	390	16	390	16	391	16	391	16	392	16	392	16
	35 - 44	485	20	484	20	485	20	485	20	486	20	486	20
	45 - 54	428	18	428	18	428	18	428	18	429	18	429	18
	55 - 64	393	16	393	16	392	16	393	16	393	16	394	16
	65 +	606	25	609	25	608	25	609	25	609	25	609	25
Size	1	692	29	693	29	694	29	694	29	695	29	695	29
	2	859	35	860	35	861	36	861	35	862	35	863	36
	3	384	16	384	16	385	16	385	16	385	16	385	16
	4+	487	20	487	20	485	20	486	20	487	20	487	20
Children	Without	1754	72	1755	72	1755	72	1756	72	1758	72	1759	72
	With	668	28	669	28	670	28	670	28	671	28	671	28

Table 2													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2432	100	2433	100	2436	100	2437	100	2439	100	2440	100
Social Class	AB	405	17	406	17	406	17	406	17	406	17	406	17
	C1	641	26	642	26	642	26	642	26	643	26	643	26
	C2	476	20	476	20	476	20	476	20	477	20	477	20
	DE	910	37	909	37	912	37	913	37	913	37	914	37
Housewife Age	Under 25	120	5	120	5	120	5	121	5	121	5	121	5
	25 - 34	392	16	393	16	392	16	393	16	393	16	393	16
	35 - 44	487	20	487	20	487	20	487	20	488	20	488	20
	45 - 54	429	18	430	18	430	18	431	18	430	18	430	18
	55 - 64	394	16	394	16	395	16	395	16	394	16	395	16
	65 +	610	25	609	25	612	25	610	25	613	25	613	25
Size	1	695	29	696	29	697	29	696	29	697	29	698	29
	2	863	35	863	35	864	35	865	35	866	36	866	35
	3	385	16	386	16	386	16	386	16	387	16	387	16
	4+	489	20	488	20	489	20	490	20	489	20	489	20
Children	Without	1761	72	1761	72	1763	72	1764	72	1766	72	1766	72
	With	671	28	672	28	673	28	673	28	673	28	674	28

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5475	100	5478	100	5482	100	5485	100	5490	100	5494	100
Age	4 - 9	434	8	435	8	435	8	436	8	436	8	437	8
	10 - 15	484	9	484	9	484	9	484	9	485	9	484	9
	16 - 24	620	11	621	11	620	11	621	11	622	11	622	11
	25 - 34	725	13	724	13	727	13	725	13	725	13	727	13
	35 - 44	858	16	861	16	860	16	862	16	862	16	863	16
	45 - 54	748	14	748	14	749	14	749	14	750	14	750	14
	55 - 64	695	13	695	13	695	13	696	13	696	13	697	13
	65 +	911	17	910	17	912	17	912	17	914	17	914	17
Adults	Total	4557	100	4559	100	4563	100	4565	100	4569	100	4573	100
	AB	818	18	818	18	819	18	820	18	820	18	820	18
	C1	1256	28	1257	28	1258	28	1258	28	1260	28	1262	28
	C2	974	21	975	21	975	21	976	21	977	21	977	21
	DE	1509	33	1509	33	1511	33	1511	33	1512	33	1514	33

Table 3 All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5497	100	5502	100	5505	100	5509	100	5512	100	5517	100
Age	4 - 9	437	8	436	8	437	8	437	8	438	8	438	8
	10 - 15	485	9	487	9	486	9	487	9	486	9	487	9
	16 - 24	623	11	623	11	623	11	624	11	625	11	625	11
	25 - 34	726	13	728	13	728	13	728	13	728	13	730	13
	35 - 44	864	16	863	16	864	16	866	16	866	16	865	16
	45 - 54	751	14	752	14	752	14	752	14	753	14	754	14
	55 - 64	698	13	698	13	698	13	699	13	700	13	700	13
65 +	913	17	915	17	917	17	916	17	916	17	918	17	
Adults	Total	4575	100	4579	100	4582	100	4585	100	4588	100	4592	100
	AB	821	18	822	18	822	18	823	18	824	18	824	18
	C1	1262	28	1262	28	1264	28	1264	28	1264	28	1266	28
	C2	978	21	979	21	980	21	980	21	981	21	982	21
	DE	1514	33	1516	33	1516	33	1518	33	1519	33	1520	33

Table4a													
Male Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2673	100	2675	100	2677	100	2678	100	2680	100	2683	100
Age	4 - 15	470	18	471	18	471	18	471	18	472	18	472	18
	16 - 24	311	12	311	12	312	12	312	12	312	12	313	12
	25 - 34	357	13	357	13	357	13	356	13	357	13	357	13
	35 - 44	422	16	423	16	421	16	422	16	422	16	423	16
	45 - 54	370	14	370	14	371	14	371	14	372	14	372	14
	55 - 64	347	13	347	13	347	13	348	13	348	13	347	13
65 +		396	15	396	15	398	15	398	15	397	15	399	15
Adults	Total	2203	100	2204	100	2206	100	2207	100	2208	100	2211	100
	AB	405	18	405	18	405	18	406	18	406	18	406	18
	C1	595	27	595	27	596	27	596	27	596	27	598	27
	C2	524	24	524	24	523	24	524	24	524	24	524	24
	DE	679	31	680	31	682	31	681	31	682	31	683	31
	Working F/T	1351	61	1351	61	1353	61	1353	61	1354	61	1356	61
	Not Working	852	39	853	39	853	39	854	39	854	39	855	39

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2685	100	2686	100	2688	100	2690	100	2691	100	2694	100
Age	4 - 15	473	18	473	18	474	18	473	18	473	18	475	18
	16 - 24	312	12	312	12	312	12	313	12	314	12	313	12
	25 - 34	358	13	358	13	359	13	359	13	358	13	359	13
	35 - 44	424	16	423	16	423	16	425	16	425	16	424	16
	45 - 54	371	14	372	14	372	14	372	14	372	14	373	14
	55 - 64	348	13	349	13	348	13	349	13	350	13	350	13
65 +		399	15	399	15	400	15	399	15	399	15	400	15
Adults	Total	2212	100	2213	100	2214	100	2217	100	2218	100	2219	100
	AB	407	18	407	18	407	18	407	18	407	18	408	18
	C1	597	27	597	27	598	27	599	27	599	27	599	27
	C2	526	24	526	24	526	24	526	24	527	24	527	24
	DE	682	31	683	31	683	31	685	31	685	31	685	31
	Working F/T	1356	61	1358	61	1358	61	1359	61	1360	61	1361	61
	Not Working	856	39	855	39	856	39	858	39	858	39	858	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2802	100	2803	100	2805	100	2807	100	2810	100	2811	100
Age												
4 - 15	448	16	448	16	448	16	449	16	449	16	449	16
16 - 24	309	11	310	11	308	11	309	11	310	11	309	11
25 - 34	368	13	367	13	370	13	369	13	368	13	370	13
35 - 44	436	16	438	16	439	16	440	16	440	16	440	16
45 - 54	378	13	378	13	378	13	378	13	378	13	378	13
55 - 64	348	12	348	12	348	12	348	12	348	12	350	12
65 +	515	18	514	18	514	18	514	18	517	18	515	18
Adults												
Total	2354	100	2355	100	2357	100	2358	100	2361	100	2362	100
AB	413	18	413	18	414	18	414	18	414	18	414	18
C1	661	28	662	28	662	28	662	28	664	28	664	28
C2	450	19	451	19	452	19	452	19	453	19	453	19
DE	830	35	829	35	829	35	830	35	830	35	831	35
Working F/T	698	30	700	30	700	30	701	30	702	30	701	30
Not Working	1656	70	1655	70	1657	70	1657	70	1659	70	1661	70

Table4b Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2812	100	2816	100	2817	100	2819	100	2821	100	2823	100
Age	4 - 15	449	16	450	16	449	16	451	16	451	16	450	16
	16 - 24	311	11	311	11	311	11	311	11	311	11	312	11
	25 - 34	368	13	370	13	369	13	369	13	370	13	371	13
	35 - 44	440	16	440	16	441	16	441	16	441	16	441	16
	45 - 54	380	14	380	13	380	13	380	13	381	14	381	13
	55 - 64	350	12	349	12	350	12	350	12	350	12	350	12
	65 +	514	18	516	18	517	18	517	18	517	18	518	18
Adults	Total	2363	100	2366	100	2368	100	2368	100	2370	100	2373	100
	AB	414	18	415	18	415	18	416	18	417	18	416	18
	C1	665	28	665	28	666	28	665	28	665	28	667	28
	C2	452	19	453	19	454	19	454	19	454	19	455	19
	DE	832	35	833	35	833	35	833	35	834	35	835	35
	Working F/T	702	30	702	30	703	30	703	30	704	30	704	30
	Not Working	1661	70	1664	70	1665	70	1665	70	1666	70	1669	70

Midlands East

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	898	100	899	100	900	100	900	100	901	100	902	100
TV Households	883	98	884	98	885	98	886	98	886	98	887	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	903	100	903	100	904	100	905	100	906	100	907	100
TV Households	888	98	889	98	889	98	890	98	891	98	892	98

Table 2													
TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		883	100	884	100	885	100	886	100	886	100	887	100
Social Class	AB	156	18	156	18	157	18	157	18	157	18	157	18
	C1	262	30	262	30	262	30	262	30	262	30	263	30
	C2	169	19	169	19	170	19	170	19	170	19	170	19
	DE	296	34	297	34	296	33	297	34	297	34	297	33
Housewife Age	Under 25	51	6	51	6	51	6	52	6	52	6	52	6
	25 - 34	159	18	159	18	159	18	159	18	159	18	159	18
	35 - 44	179	20	180	20	180	20	180	20	180	20	180	20
	45 - 54	146	17	146	17	147	17	147	17	147	17	147	17
	55 - 64	135	15	135	15	136	15	136	15	136	15	136	15
	65 +	213	24	213	24	212	24	212	24	212	24	213	24
Size	1	259	29	259	29	259	29	259	29	259	29	260	29
	2	307	35	307	35	307	35	308	35	308	35	308	35
	3	134	15	134	15	134	15	134	15	134	15	135	15
	4+	183	21	184	21	185	21	185	21	185	21	184	21
Children	Without	637	72	638	72	639	72	640	72	640	72	640	72
	With	246	28	246	28	246	28	246	28	246	28	247	28

Table 2												
TV Households												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	888	100	889	100	889	100	890	100	891	100	892	100
Social Class												
AB	157	18	157	18	157	18	158	18	158	18	158	18
C1	263	30	263	30	263	30	264	30	264	30	264	30
C2	170	19	170	19	171	19	171	19	171	19	171	19
DE	298	34	299	34	298	34	297	33	298	33	299	34
Housewife Age												
Under 25	52	6	52	6	52	6	52	6	52	6	52	6
25 - 34	159	18	159	18	160	18	160	18	160	18	160	18
35 - 44	180	20	180	20	181	20	181	20	181	20	181	20
45 - 54	147	17	147	17	147	17	147	17	148	17	148	17
55 - 64	136	15	136	15	136	15	136	15	137	15	137	15
65 +	214	24	215	24	213	24	214	24	213	24	214	24
Size												
1	260	29	260	29	260	29	261	29	261	29	261	29
2	308	35	309	35	309	35	309	35	309	35	310	35
3	135	15	135	15	135	15	135	15	135	15	135	15
4+	185	21	185	21	185	21	185	21	186	21	186	21
Children												
Without	641	72	642	72	642	72	642	72	643	72	644	72
With	247	28	247	28	247	28	248	28	248	28	248	28

Table 3													
All Individuals in TV Households													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2003	100	2005	100	2007	100	2009	100	2010	100	2012	100
Age	4 - 9	166	8	166	8	166	8	166	8	166	8	166	8
	10 - 15	176	9	176	9	177	9	177	9	177	9	178	9
	16 - 24	238	12	238	12	239	12	239	12	239	12	239	12
	25 - 34	286	14	287	14	286	14	287	14	288	14	288	14
	35 - 44	326	16	325	16	326	16	326	16	326	16	326	16
	45 - 54	264	13	264	13	264	13	265	13	265	13	265	13
	55 - 64	231	12	231	12	232	12	232	12	232	12	232	12
65 +	316	16	318	16	317	16	317	16	317	16	318	16	
Adults	Total	1661	100	1663	100	1664	100	1666	100	1667	100	1668	100
	AB	314	19	315	19	315	19	315	19	315	19	316	19
	C1	503	30	503	30	503	30	504	30	505	30	504	30
	C2	345	21	345	21	346	21	346	21	346	21	347	21
	DE	499	30	500	30	500	30	501	30	501	30	501	30

Table 3													
All Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2014	100	2015	100	2017	100	2019	100	2021	100	2022	100
Age	4 - 9	166	8	167	8	167	8	167	8	167	8	167	8
	10 - 15	178	9	177	9	178	9	178	9	178	9	178	9
	16 - 24	239	12	240	12	240	12	240	12	240	12	240	12
	25 - 34	289	14	288	14	288	14	289	14	290	14	290	14
	35 - 44	326	16	327	16	328	16	327	16	327	16	328	16
	45 - 54	265	13	265	13	266	13	266	13	266	13	266	13
	55 - 64	232	12	233	12	233	12	233	12	233	12	233	12
	65 +	319	16	318	16	317	16	319	16	320	16	320	16
Adults	Total	1670	100	1671	100	1672	100	1674	100	1676	100	1677	100
	AB	316	19	316	19	317	19	317	19	317	19	317	19
	C1	505	30	506	30	505	30	506	30	507	30	508	30
	C2	347	21	347	21	347	21	348	21	348	21	348	21
	DE	502	30	502	30	503	30	503	30	504	30	504	30

Table4a										
Male Individuals in TV Households										
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	980	100	981	100	982	100	983	100	984	100
Age										
4 - 15	177	18	177	18	178	18	178	18	178	18
16 - 24	121	12	121	12	121	12	121	12	121	12
25 - 34	140	14	140	14	140	14	141	14	141	14
35 - 44	159	16	159	16	160	16	160	16	160	16
45 - 54	133	14	133	14	133	14	133	14	133	14
55 - 64	113	12	113	12	113	12	113	11	113	12
65 +	137	14	138	14	137	14	137	14	137	14
Adults										
Total	803	100	804	100	804	100	805	100	806	100
AB	159	20	160	20	160	20	160	20	160	20
C1	240	30	240	30	240	30	240	30	241	30
C2	184	23	184	23	185	23	185	23	185	23
DE	220	27	220	27	219	27	220	27	220	27
Working F/T	500	62	501	62	501	62	502	62	502	62
Not Working	303	38	303	38	303	38	303	38	304	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		985	100	986	100	987	100	988	100	989	100	989	100
Age	4 - 15	178	18	178	18	178	18	179	18	179	18	178	18
	16 - 24	122	12	122	12	122	12	122	12	122	12	122	12
	25 - 34	141	14	141	14	141	14	141	14	142	14	142	14
	35 - 44	159	16	160	16	161	16	160	16	160	16	161	16
	45 - 54	134	14	134	14	134	14	134	14	134	14	134	14
	55 - 64	114	12	114	12	114	12	114	12	114	12	114	12
	65 +	137	14	137	14	137	14	138	14	138	14	138	14
Adults	Total	807	100	808	100	809	100	809	100	810	100	811	100
	AB	160	20	160	20	161	20	161	20	161	20	161	20
	C1	241	30	242	30	241	30	241	30	242	30	242	30
	C2	185	23	185	23	186	23	186	23	186	23	186	23
	DE	221	27	221	27	221	27	221	27	221	27	222	27
	Working F/T	503	62	503	62	504	62	504	62	505	62	505	62
	Not Working	304	38	305	38	305	38	305	38	305	38	306	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1023	100	1024	100	1025	100	1026	100	1026	100	1028	100
Age												
4 - 15	165	16	165	16	165	16	165	16	165	16	166	16
16 - 24	117	11	117	11	118	12	118	12	118	12	118	11
25 - 34	146	14	147	14	146	14	146	14	147	14	147	14
35 - 44	167	16	166	16	166	16	166	16	166	16	166	16
45 - 54	131	13	131	13	131	13	132	13	132	13	132	13
55 - 64	118	12	118	12	119	12	119	12	119	12	118	11
65 +	179	17	180	18	180	18	180	18	179	17	181	18
Adults												
Total	858	100	859	100	860	100	861	100	861	100	862	100
AB	155	18	155	18	155	18	155	18	155	18	156	18
C1	263	31	263	31	263	31	264	31	264	31	264	31
C2	161	19	161	19	161	19	161	19	161	19	161	19
DE	279	33	280	33	281	33	281	33	281	33	281	33
Working F/T	265	31	264	31	265	31	265	31	265	31	266	31
Not Working	593	69	595	69	595	69	596	69	596	69	596	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1029	100	1029	100	1030	100	1031	100	1032	100	1033	100
Age	4 - 15	166	16	166	16	167	16	166	16	166	16	167	16
	16 - 24	117	11	118	11	118	11	118	11	118	11	118	11
	25 - 34	148	14	147	14	147	14	148	14	148	14	148	14
	35 - 44	167	16	167	16	167	16	167	16	167	16	167	16
	45 - 54	131	13	131	13	132	13	132	13	132	13	132	13
	55 - 64	118	11	119	12	119	12	119	12	119	12	119	12
65 +	182	18	181	18	180	17	181	18	182	18	182	18	
Adults	Total	863	100	863	100	863	100	865	100	866	100	866	100
	AB	156	18	156	18	156	18	156	18	156	18	156	18
	C1	264	31	264	31	264	31	265	31	265	31	266	31
	C2	162	19	162	19	161	19	162	19	162	19	162	19
	DE	281	33	281	33	282	33	282	33	283	33	282	33
	Working F/T	266	31	266	31	266	31	267	31	266	31	267	31
	Not Working	597	69	597	69	597	69	598	69	600	69	599	69

Appendices

Appendix A

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
 - 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 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.

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 Electoral Geography.

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 interlacing 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 13 BBC editorial regions.

When ITV areas and BBC regions are overlaid, a total of 63 mutually exclusive BBC/ITV area segments are generated. For sampling purposes there are a total of 68 BBC/ITV segments.

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

- BBC/ITV Segment
- Low Population Density (Yes/No)
- Cable areas
- five Reception areas
- ITV Overlap area sub-segment
- Geodemographic

BBC/ITV Segment is the primary stratification. Sample requirements within the 68 BBC/ITV Segments are calculated with reference to ITV area panel sizes and the following

- a) The annual sample size is 52,500.
- b) The minimum annual sample size in each ITV area is 1000, except for Channel Islands (500).
- c) The design should yield 100 dual receiving homes in the overlap of each ITV area, with the exception of Scotland/Border where the tiny overlap (about 1,000 homes) makes this requirement unsustainable and unnecessary.
- d) The design is split into four quarterly replicates.

SAMPLE SELECTION

The sample selection within BBC/ITV segment entails the systematic selection of enumeration districts, followed by the selection of addresses within enumeration district.

a) Selection of enumeration districts

There are two procedures for the selection of enumeration districts, one for ITV overlap areas and most parts of non-overlap areas (about 85% of the population), the other covering the less densely populated parts of ITV non-overlap areas where a more clustered design is necessary to create a workable fieldwork task.

Type A - ITV overlap areas and more densely populated parts of non-overlap

Within each BBC/ITV non-overlap area enumeration districts are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception areas (Yes/No)

This creates up to 4 reception sub-strata. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Enumeration districts are then sorted by ACORN code within strata, and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure. Three enumeration districts per assignment are selected, being grouped according to their geographic proximity.

Within ITV overlap areas the procedure is the same, except that the area is first divided into three sub-segments based on proximity to competing transmitters, before the further stratification is imposed.

Type B - Less densely populated parts of ITV non-overlap areas

Within each BBC/ITV segment postcode sectors are ordered within the 8 reception sub-strata. They are then sorted within these strata by “wealth indicator” (averaged ACORN code for the constituent enumeration districts) and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure.

Within selected postcode sectors, four enumeration districts per assignment are systematically selected.

b) Selection of addresses

Within selected enumeration districts, addresses from the small user postcode address file are ordered by postcode and a start address is selected at random. Subsequent addresses are selected with a fixed interval of five addresses in Type A assignments and three addresses in Type B assignments. A matched sample of substitute addresses within the same enumeration district is also drawn, for use if the matched primary sample address is ineligible (i.e. no household is found at the address).

The number of addresses issued per assignment varies by BBC/ITV segment, in line with varying response rates. Because this number is not always a multiple of three or four, the number of addresses per enumeration district within assignment also varies. These requirements are updated in line with the latest response rate information.

If two or three households are resident at an issued address, an interview is attempted with each one. If more than three addresses are found, a Kish grid procedure is employed to identify which three households should be approached.

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.

INCORPORATING NEW CENSUS DATA

The 2001 Census data has been introduced into BARB universe estimates from January 2004, and therefore into the Establishment survey reports, based on two years' data to June 2003. To incorporate the new data a move from redundant local geography to postcode sectors has been necessary.

It should be noted that the fieldwork and results detailed in Appendix C reflect the sample definitions for that period. However, the sample tables detailed in Appendix G reflect the updated definitions incorporating the Census data.

Appendix C

FIELDWORK AND RESULTS

The tables in this report are based on Establishment Survey interviews carried out between July 2001 and June 2003.

The following table shows the fieldwork results. Data are given for the total sample and for each BBC area.

An explanation of some of the terms is given below.

SHOP/BUSINESS

The small user part of the Postcode Addresses 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

Ineligible addresses are replaced with substitute addresses - see Appendix B - Selection of 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 head of household or housewife are included in this group.

Response Analysis: Jul 2001 - Jun 2003										
	Total		Mid		E		W		SW	
Addresses Issued	159292		18187		11024		6258		5921	
Shop / Business	2701		331		189		120		107	
Demolished / Incomplete	626		46		49		16		17	
Empty	10146		1131		565		380		251	
Holiday Home	1656		56		119		50		289	
Other Non Effective	4208		490		327		184		153	
Eligible Addresses	139955		16133		9775		5508		5104	
Substitute Addresses	17850		2017		1218		735		714	
Multiple Occupancy Addresses	2000		69		51		28		102	
Additional Households	2448		319		310		44		78	
Total Households	162253	100%	18538	100%	11354	100%	6315	100%	5998	100%
Non Contacts	26486	16%	2301	12%	1775	16%	1172	19%	775	13%
No English Spoken	347	*	47	*	30	*	3	*	9	*
Refusals	28504	18%	3446	19%	2253	20%	862	14%	1005	17%
Total Interviews	106916	66%	12744	69%	7296	64%	4278	68%	4209	70%
* = Less than 0.5%										

Response Analysis: Jul 2001 - Jun 2003										
	S		N		NE		NW		Scot	
Addresses Issued	12802		9752		7307		12960		14650	
Shop / Business	183		96		89		199		350	
Demolished / Incomplete	49		40		28		53		107	
Empty	565		630		570		993		1234	
Holiday Home	133		21		114		218		254	
Other Non Effective	339		151		156		320		445	
Eligible Addresses	11533		8814		6350		11177		12260	
Substitute Addresses	1251		916		942		1725		2304	
Multiple Occupancy Addresses	149		30		4		62		335	
Additional Households	111		123		61		212		249	
Total Households	13044	100%	9883	100%	7357	100%	13176	100%	15148	100%
Non Contacts	1994	15%	1222	20%	1012	14%	2304	17%	1726	11%
No English Spoken	22	*	19	*	5	*	14	*	13	*
Refusals	2383	18%	1653	14%	1026	14%	2228	17%	1849	12%
Total Interviews	8645	66%	6989	67%	5314	72%	8630	65%	11560	76%
* = Less than 0.5%										

Response Analysis: Jul 2001 - Jun 2003										
	Uls		Wal		Lon		SE			
Addresses Issued	9332		14095		31905		5099			
Shop / Business	237		260		479		61			
Demolished / Incomplete	39		66		111		5			
Empty	429		1666		1520		212			
Holiday Home	44		253		75		30			
Other Non Effective	203		668		659		113			
Eligible Addresses	8380		11182		29061		4678			
Substitute Addresses	0		2820		2787		421			
Multiple Occupancy Addresses	11		99		996		64			
Additional Households	349		188		331		73			
Total Households	8740	100%	14289	100%	33175	100%	5236	100%		
Non Contacts	1442	16%	1729	12%	8063	24%	971	19%		
No English Spoken	5	*	9	*	162	*	9	*		
Refusals	768	9%	1787	13%	7859	24%	1385	26%		
Total Interviews	6525	75%	10764	75%	17091	52%	2871	55%		
* = Less than 0.5%										

Appendix D

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 of 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, five, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

DTH

Reception by DTH (Direct-To-Home) includes analogue satellite, digital satellite and digital terrestrial.

HOUSEHOLD MEMBER

Every individual who lives regularly in a private household 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 separate households 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 person of different sex share the household duties the women is regarded as the housewife.
- d) If two of the same sex has 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 the 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 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 respondent 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 the component percentages.

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

The Establishment Survey report provides data for only those sets which are working or temporarily out of order.

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

The values shown in the tables in 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 the 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

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2001 to June 2003.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Receiving Colour	More than 1 TV Set
All Areas	106916	104746	104449	67281
London	17115	16627	16580	9917
South East	2899	2860	2857	1936
Midlands	12747	12538	12507	8277
East	7294	7123	7101	4271
West	4732	4656	4651	3074
South West	3760	3711	3701	2494
South	8580	8437	8415	5626
North	6982	6862	6834	4645
North East	5374	5311	5292	3627
North West	8599	8445	8425	5660
Scotland	11563	11309	11277	7510
Ulster	6525	6310	6284	3646
Wales	10746	10557	10525	6598
Midlands West	9465	9303	9282	6119
Midlands East	3282	3235	3225	2158
Non Terrestrial	42240	42240	42236	32983
Direct to Home	29257	29257	29255	23436

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households
All Areas	216177
London	32929
South East	6161
Midlands	26444
East	14157
West	9799
South West	7870
South	17988
North	14670
North East	11345
North West	17839
Scotland	23604
Ulster	12119
Wales	21252
Midlands West	19563
Midlands East	6881
Non Terrestrial	55643
Direct to Home	39379

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals Colour TV Households	Individuals Multi Set Households
All Areas	255825	252222	251798	181015
London	42150	41273	41203	27605
South East	6973	6900	6896	5188
Midlands	31437	31078	31033	22742
East	17322	17041	16999	11591
West	10979	10852	10843	8037
South West	8759	8688	8676	6420
South	20275	20021	19991	14776
North	16803	16617	16568	12504
North East	12580	12465	12437	9474
North West	20191	19956	19935	14997
Scotland	26459	26059	26019	19491
Ulster	16803	16473	16439	10643
Wales	25094	24799	24759	17547
Midlands West	23255	22977	22943	16794
Midlands East	8182	8101	8090	5948
Non Terrestrial	119651	119651	119644	97706
Direct to Home	84883	84883	84880	70377

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults Colour TV Households	Adults Multi Set Households
All Areas	203052	199998	199611	140625
London	33116	32392	32331	21308
South East	5495	5438	5434	4022
Midlands	24620	24324	24280	17484
East	13756	13519	13485	8951
West	8956	8846	8840	6428
South West	7101	7037	7025	5099
South	16346	16130	16102	11636
North	13215	13051	13005	9583
North East	10079	9996	9971	7425
North West	15990	15788	15767	11613
Scotland	21287	20939	20903	15331
Ulster	13044	12745	12714	8132
Wales	20047	19793	19754	13613
Midlands West	18273	18041	18008	12955
Midlands East	6347	6283	6272	4529
Non Terrestrial	90161	90161	90155	73281
Direct to Home	63599	63599	63596	52640

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	123905	131920	121900	130322
London	20505	21645	20020	21253
South East	3293	3680	3249	3651
Midlands	15365	16072	15161	15917
East	8460	8862	8304	8737
West	5371	5608	5301	5551
South West	4247	4512	4215	4473
South	9877	10398	9732	10289
North	8153	8650	8034	8583
North East	6021	6559	5956	6509
North West	9783	10408	9640	10316
Scotland	12635	13824	12425	13634
Ulster	8094	8709	7917	8556
Wales	12101	12993	11946	12853
Midlands West	11391	11864	11233	11744
Midlands East	3974	4208	3928	4173
Non Terrestrial	60544	59107	60544	59107
Direct to Home	43329	41554	43329	41554

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	96902	106150	95181	104817
London	15887	17229	15490	16902
South East	2553	2942	2520	2918
Midlands	11886	12734	11716	12608
East	6641	7115	6510	7009
West	4303	4653	4239	4607
South West	3394	3707	3364	3673
South	7833	8513	7708	8422
North	6349	6866	6242	6809
North East	4760	5319	4709	5287
North West	7588	8402	7465	8323
Scotland	10049	11238	9857	11082
Ulster	6167	6877	6005	6740
Wales	9492	10555	9356	10437
Midlands West	8845	9428	8713	9328
Midlands East	3041	3306	3003	3280
Non Terrestrial	45270	44891	45270	44891
Direct to Home	32212	31387	32212	31387

Appendix H

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 procedure at the additional households is as for any other interview. The total of these additional households by area and overall are shown in the fieldwork response analysis given in Appendix C.

Appendix I

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 2002 and June 2003. 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
 - Household Size 1
 - Household Size 2+ for each of the BBC/ITV Segments (68 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 Census data, 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 table 1 (excluding five reception), 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 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 2003 in this report accord with estimates used in processing BARB panel data in June 2003. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel 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 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 $\alpha = 1/10$ for example:

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

- (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) $U_m = 100,000$ (Actual universe estimate, quarter m)
- $SU_{m-1} = 90,000$ (Smoothed Universe estimate, quarter m-1)
- $ST_{m-1} = 5,000$ (Smoothed trend estimate, quarter m-1)
- (ii) $T_m = 100,000 - 90,000 = 10,000$ (Actual trend estimate, quarter m)
- (iii) $ST_m = 1/10 \times 10,000 + 9/10 \times 5,000$ (Smoothed trend estimate, quarter m)
- $= 5,500$
- (iv) $SU_m = 90,000 + 5,500$ (Smoothed universe estimate, quarter m)
- $= 95,500$

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

PROJECTIONS OF STATIC DATA FOR 2004

The projections are obtained by applying monthly factors to the June 2003 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2003}}$$

Appendix J

The Questionnaire (June 2003)

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?				MP
1. Films	8. Quiz/Game Shows	15. Docu-soaps	21. Religious	
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 television viewing.		
1	How many TV sets are there in your household? Please include every TV set of any type or size (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 receive standard TV transmissions.	WRITE IN >
ASK ALL		
2a.	Do you have any personal computers (PC's) that 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	SP
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 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 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	SP
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	SP
ASK ALL		
4a.	How many video recorders 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 Q6b2	
5a. SHOW CARD B. Which of the statements on this card applies to the <u>first</u> video recorder in your household? 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 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	SP
6b2. Do you have any DVD players or DVD recorders? DVD players are machines that can only be used for play back. By DVD recorder I mean a machine that also has the facility to record programmes onto a disc. Computers with a DVD function should NOT be included. DVD player DVD recorder No	MP SP
IF DVD RECORDER (CODE 2 AT Q6b2) ASK Q6c, OTHERWISE GO TO Q7	
6c. How many DVD recorders do you have? WRITE IN >	
IF NO DVD RECORDERS AT Q6c SKIP TO Q7	
6d. SHOW CARD BB. Which of the statements on this card applies to the <u>first</u> DVD recorder in your household? Ask Q6e THEN REPEAT ALL FOR ALL OTHER DVD RECORDERS (IE NUMBER MENTIONED AT Q6d - FOR UP TO 3 DVD RECORDERS) SUBSTITUTING first FOR second, third ETC AS APPLICABLE Is this DVD 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 DVDs, or programmes recorded on another machine) Permanently out of order	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)	
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	SP

ASK ALL		
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, TELETEXT or SKYTEXT ? 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
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
13b.	Is this set mounted on a wall bracket? Yes No	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 Q14c		
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 Other (WRITE IN)	MP this code SP
IF "NOWHERE ELSE" AT Q14b SKIP TO Q16a		
14c.	SHOW CARD EE. On average, how often would you say this set is moved? Every or most days At least once a weeks At least once a month At least once every three months At least once every six months Less often	SP
16a.	SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly 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 <u>ITV1</u> (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) ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Carlton (formerly Carlton and before that Central) ITV1 Carlton (formerly Carlton and before that Westcountry) ITV1 (in London) (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West of England (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	MP
Now I would like you to tell me about the reception quality of the channels you receive on this set. If you can watch a channel by more than one reception method, for example, directly through your aerial or through a set top box, we are interested in the method that you use most often.		
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 / five (formerly 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 which plugs in to your television set and gives you a small selection of digital channels at no monthly cost (i.e. Freeview, Pace digital TV adapter or ITV Digital) - not dish or cable 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		SP
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		
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		MP
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		
ASK Q20A IF CODE 1 or 2 AT Q17b OTHERWISE GO TO Q20b.		MP
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		
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q20d		
20b. SHOW CARD J Which of these digital TV services does this set receive?		SP
Digital terrestrial services (i.e. Freeview or ITV Digital) Digital Satellite (i.e. Sky digital) Don't know		
ASK Q20d AND Q20e OF ALL WITH Q17b, CODE 3or4 OR Q20a CODE 3or4, OTHERWISE GO TO Q20f		
20d. Is your digital receiver, for this set, connected to your telephone line?		
Yes No Don't know		
20e. Which of the following digital services do you receive through your TV set? ALLOW DK		MP
E-mail Internet access Online shopping Online games Other online services (specify)		
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		SP
The satellite dish (IF Q17b = 1) The connection to a cable network (IF Q17b = 2) The normal aerial and digital box (i.e. Freeview, Pace digital TV adapter or ITV Digital) (IF Q17b = 3) The television which has digital reception built-in (IDTV) and needs no set-top box (IF Q17b = 4)		

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 UK Food Plus (formerly 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 Kiss ITV News (formerly ITN News)	SHOW CARD K3 Film Four Sky Moviemax Carlton Cinema Sky Premier Sky Cinema Turner Classic Movies Trouble Bravo E4 Men & Motors
SHOW CARD K4 Sky Travel Discovery Home and Leisure Living UK Style Travel Channel S4C Digital Sky Premiership Plus Extreme Sports Fashion TV Q	SHOW CARD K5 Nickleodeon Cartoon Network Fox Kids Boomerang The Disney Channel Discovery Kids 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 4 Kerrang! CBBC CBeebies

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 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 subscription for your satellite channels or do you just receive the free channels? Pay subscription 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 +	
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 +	
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 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	MP
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] 3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +	SP
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 set-top-box for receiving cable channels, or does it receive these channels from a set-top-box 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 set-top-box . Which of these sets would you say has the main connection to the actual set-top-box ? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box ?	
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 set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box 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 set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? 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 set-top-box for receiving digital channels, or does it receive these channels from a set-top-box 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 set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? 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 DVD player 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 'Via a PC or laptop' (CODE 1 AT Q31h) ASK Q31h2. OTHERWISE SKIP TO Q31h3		
31h2	Do you subscribe to a broadband provider in order to access the internet through your PC? By broadband I mean an always on connection that is nearly 10 times faster than traditional modems e.g. Telewest Blueyonder, BT Broadband or NTL Broadband. Yes No	SP
IF 'Via a television set...' (CODE 2 AT Q31h) ASK Q31h3. OTHERWISE SKIP TO Q31i		
31h3	On which television sets do you have full internet access? Main Set 2nd Set 3rd Set.... Etc. (ALL WORKING SETS TO BE LISTED)	MP
IF HOUSEHOLD HAS ANY EQUIPMENT (CODES 1-9 AT Q31a), ASK Q31i FOR EACH WORKING SET (NB: EXCLUDE 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 <u>with (any of)</u> your TV <u>set(s)</u> (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 <u>both/all</u> your television <u>set(s)</u> (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	
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	
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	SP
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 five (formerly 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 five (formerly Channel 5) INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR EACH OF ITV1, CHANNEL 4/S4C AND FIVE (FORMERLY 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 FIVE (FORMERLY 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
IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40	
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 ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Carlton (formerly Carlton and before that Central) ITV1 Carlton (formerly Carlton and before that Westcountry) ITV1 (in London) (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West of England (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	SP

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	
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 Q16B 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

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 respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS) (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	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	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 Q55E		
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 ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56		
55f	SHOW CARD V. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other	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 income</u> 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 do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W	

Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily 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 do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? **SHOW CARD X**

Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday
Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People
Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	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 you/is the chief income earner (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 you/is the chief income earner (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. Have you/Has the chief income earner (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 you/the chief income earner (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 present job (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / previous job (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 is/(was) (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 does/(did) (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? **PLEASE GIVE DETAILS.**
WRITE IN

61d.	Is/was (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 is/was (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	
63d.	What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN	
64.	SHOW CARD Y. 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?	SP
	Yes No	
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		