

Establishment Survey of TV Homes

BBC Area Report

June 2004



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 2002 and June 2004.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2004, whilst the second contains projections of key demographic data for each month of 2005. 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	25322	100	24740	100
Receiving ITV	24740	98	24740	100
Receiving any CH4	24697	98	24697	100
Receiving five	21790	86	21790	88
Receiving BBC1	24740	98	24740	100
Receiving BBC2	24740	98	24740	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	25322	100 100	24740	100 98 100	15751	100 62 64
Social Class :-						
AB	4879	19	4792	19	3421	22
C1	7071	28	6921	28	4739	30
C2	4506	18	4451	18	3240	21
D	4036	16	3965	16	2320	15
E	4831	19	4612	19	2032	13
Housewife Age :-						
Under 25	1372	5	1298	5	625	4
25 - 34	4181	17	4041	16	2566	16
35 - 44	5207	21	5098	21	3731	24
45 - 54	4396	17	4306	17	3127	20
55 - 64	4020	16	3948	16	2653	17
65 +	6145	24	6050	24	3049	19
Size of Household :-						
1	7836	31	7449	30	2933	19
2	8744	35	8635	35	5829	37
3	3845	15	3811	15	2974	19
4	3322	13	3292	13	2767	18
5 +	1576	6	1554	6	1249	8
Average Household Size	2.32		2.33		2.62	
Children :-						
Without	18664	74	18153	73	10600	67
With	6658	26	6588	27	5151	33
0 - 3	2224	9	2188	9	1523	10
4 - 9	3291	13	3256	13	2504	16
10 - 15	3434	14	3409	14	2861	18

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	24740	100
Possessing:-		
Teletext Set	21720	88
Remote Ctrl.	24350	98
Portable Set	14136	57
Screen Size :-		
Under 15"	14087	57
16 to 19"	1455	6
20" and over	22413	91
Household with :-		
Single Set	8989	36
Two Sets	8909	36
3+ Sets	6842	28
VCRs :-		
Without	4407	18
With	20334	82
With 1	14734	60
With 2+	5600	23

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	50693	100
Which are :-		
Teletext Set	35209	69
Remote Ctrl.	47849	94
Portable Set	21017	41
Screen Size :-		
Under 15"	20926	41
16 to 19"	1657	3
20" and over	27170	54
VCR Connected	27762	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	58642	100	57689	100	40902	100
Age :-						
0 - 3	2622	4	2576	4	1771	4
4 - 9	4344	7	4292	7	3309	8
10 - 15	4647	8	4610	8	3784	9
16 - 19	2888	5	2843	5	2390	6
20 - 24	3555	6	3450	6	2380	6
25 - 34	7791	13	7588	13	5028	12
35 - 44	9109	16	8962	16	6633	16
45 - 54	7652	13	7536	13	5655	14
55 - 64	6907	12	6814	12	4828	12
65 +	9129	16	9019	16	5123	13
Adults :- Total	47030	100	46212	100	32037	100
AB	9783	21	9646	21	7299	23
C1	13572	29	13331	29	9767	30
C2	9307	20	9229	20	7072	22
D	7721	16	7620	16	4767	15
E	6647	14	6385	14	3133	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28696	100	29946	100	28154	100	29535	100
Age :-								
0 - 15	5949	21	5664	19	5881	21	5596	19
16 - 24	3227	11	3215	11	3144	11	3150	11
25 - 34	3860	13	3931	13	3746	13	3842	13
35 - 44	4508	16	4601	15	4414	16	4547	15
45 - 54	3792	13	3860	13	3720	13	3815	13
55 - 64	3398	12	3509	12	3340	12	3474	12
65 +	3962	14	5166	17	3909	14	5110	17
Adults :-	22748	100	24282	100	22273	100	23938	100
AB	4926	22	4857	20	4849	22	4797	20
C1	6394	28	7177	30	6262	28	7069	30
C2	4981	22	4325	18	4928	22	4301	18
D	3858	17	3863	16	3793	17	3827	16
E	2587	11	4060	17	2441	11	3944	16
Working	14423	63	11438	47	14208	64	11328	47
Not Working	8325	37	12844	53	8065	36	12610	53
Housewives :-	5030	100	20292	100	4736	100	20004	100
Working	2425	48	9593	47	2310	49	9502	47
Not Working	2605	52	10699	53	2426	51	10502	53

London

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	4782	100	4609	100
Receiving ITV	4609	96	4609	100
Receiving any CH4	4595	96	4595	100
Receiving five	4406	92	4406	96
Receiving BBC1	4609	96	4609	100
Receiving BBC2	4609	96	4609	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	4782	100 100	4609	100 96 100	2761	100 58 60
Social Class :-						
AB	1218	25	1187	26	790	29
C1	1456	30	1407	31	844	31
C2	690	14	679	15	466	17
D	598	13	580	13	316	11
E	820	17	758	16	345	12
Housewife Age :-						
Under 25	278	6	253	5	119	4
25 - 34	1017	21	964	21	531	19
35 - 44	1067	22	1033	22	671	24
45 - 54	799	17	775	17	542	20
55 - 64	634	13	618	13	382	14
65 +	986	21	966	21	516	19
Size of Household :-						
1	1571	33	1459	32	552	20
2	1483	31	1452	32	875	32
3	728	15	715	16	539	20
4	666	14	657	14	545	20
5 +	334	7	326	7	249	9
Average Household Size	2.34		2.37		2.70	
Children :-						
Without	3487	73	3338	72	1808	65
With	1295	27	1271	28	952	35
0 - 3	477	10	464	10	302	11
4 - 9	638	13	626	14	464	17
10 - 15	633	13	624	14	511	19

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	4609	100
Possessing:-		
Teletext Set	3898	85
Remote Ctrl.	4517	98
Portable Set	2448	53
Screen Size :-		
Under 15"	2435	53
16 to 19"	366	8
20" and over	4063	88
Household with :-		
Single Set	1849	40
Two Sets	1648	36
3+ Sets	1113	24
VCRs :-		
Without	1140	25
With	3469	75
With 1	2601	56
With 2+	869	19

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	8859	100
Which are :-		
Teletext Set	6071	69
Remote Ctrl.	8323	94
Portable Set	3425	39
Screen Size :-		
Under 15"	3391	38
16 to 19"	399	5
20" and over	4886	55
VCR Connected	4544	51

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	11207	100	10913	100	7298	100
Age :-						
0 - 3	571	5	553	5	347	5
4 - 9	846	8	830	8	601	8
10 - 15	859	8	846	8	670	9
16 - 19	510	5	498	5	402	6
20 - 24	740	7	704	6	479	7
25 - 34	1944	17	1865	17	1100	15
35 - 44	1843	16	1798	16	1182	16
45 - 54	1367	12	1336	12	976	13
55 - 64	1084	10	1064	10	722	10
65 +	1442	13	1419	13	819	11
Adults :- Total	8930	100	8683	100	5680	100
AB	2450	27	2401	28	1686	30
C1	2763	31	2682	31	1717	30
C2	1443	16	1428	16	1054	19
D	1146	13	1120	13	684	12
E	1128	13	1053	12	541	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5525	100	5682	100	5365	100	5548	100
Age :-								
0 - 15	1165	21	1111	20	1143	21	1087	20
16 - 24	613	11	637	11	588	11	613	11
25 - 34	998	18	947	17	953	18	912	16
35 - 44	922	17	922	16	894	17	904	16
45 - 54	675	12	692	12	656	12	681	12
55 - 64	534	10	550	10	522	10	542	10
65 +	620	11	822	14	610	11	809	15
Adults :-	4360	100	4570	100	4222	100	4461	100
AB	1251	29	1200	26	1222	29	1179	26
C1	1309	30	1454	32	1264	30	1418	32
C2	780	18	664	15	769	18	659	15
D	584	13	562	12	568	13	552	12
E	437	10	691	15	400	9	653	15
Working	2935	67	2226	49	2868	68	2191	49
Not Working	1425	33	2344	51	1354	32	2270	51
Housewives :-	1132	100	3651	100	1048	100	3562	100
Working	644	57	1770	48	606	58	1741	49
Not Working	487	43	1881	52	442	42	1821	51

South East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	858	100	847	100
Receiving ITV	847	99	847	100
Receiving any CH4	845	99	845	100
Receiving five	505	59	505	60
Receiving BBC1	847	99	847	100
Receiving BBC2	847	99	847	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	858	100	847	100	553	100
		100		99		65
				100		65
Social Class :-						
AB	181	21	179	21	120	22
C1	267	31	264	31	182	33
C2	161	19	160	19	119	21
D	136	16	135	16	87	16
E	113	13	110	13	45	8
Housewife Age :-						
Under 25	43	5	42	5	18	3
25 - 34	121	14	119	14	72	13
35 - 44	159	19	156	18	138	25
45 - 54	143	17	141	17	110	20
55 - 64	160	19	159	19	103	19
65 +	232	27	230	27	112	20
Size of Household :-						
1	261	30	254	30	103	19
2	310	36	309	36	202	37
3	120	14	120	14	86	16
4	116	13	115	14	113	20
5 +	50	6	50	6	50	9
Average Household Size	2.31		2.32		2.69	
Children :-						
Without	628	73	619	73	359	65
With	230	27	228	27	195	35
0 - 3	75	9	74	9	53	10
4 - 9	112	13	112	13	88	16
10 - 15	118	14	118	14	118	21

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	847	100
Possessing:-		
Teletext Set	749	88
Remote Ctrl.	840	99
Portable Set	499	59
Screen Size :-		
Under 15"	518	61
16 to 19"	29	3
20" and over	774	91
Household with :-		
Single Set	294	35
Two Sets	311	37
3+ Sets	243	29
VCRs :-		
Without	125	15
With	722	85
With 1	509	60
With 2+	213	25

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	1769	100
Which are :-		
Teletext Set	1198	68
Remote Ctrl.	1679	95
Portable Set	776	44
Screen Size :-		
Under 15"	812	46
16 to 19"	29	2
20" and over	912	52
VCR Connected	1009	57

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	1978	100	1962	100	1485	100
Age :-						
0 - 3	88	4	86	4	62	4
4 - 9	152	8	151	8	117	8
10 - 15	160	8	160	8	160	11
16 - 19	95	5	94	5	105	7
20 - 24	103	5	102	5	69	5
25 - 34	226	11	223	11	144	10
35 - 44	286	14	283	14	247	17
45 - 54	254	13	251	13	204	14
55 - 64	272	14	270	14	199	13
65 +	344	17	341	17	178	12
Adults :- Total	1579	100	1565	100	1147	100
AB	354	22	351	22	253	22
C1	490	31	486	31	371	32
C2	330	21	327	21	269	23
D	259	16	257	16	186	16
E	147	9	143	9	68	6

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	941	100	1037	100	930	100	1031	100
Age :-								
0 - 15	199	21	200	19	197	21	199	19
16 - 24	97	10	101	10	96	10	100	10
25 - 34	106	11	120	12	105	11	118	11
35 - 44	138	15	148	14	136	15	147	14
45 - 54	125	13	129	12	123	13	128	12
55 - 64	132	14	140	14	130	14	140	14
65 +	144	15	199	19	143	15	198	19
Adults :-	742	100	837	100	733	100	832	100
AB	178	24	176	21	176	24	175	21
C1	218	29	272	33	216	29	271	33
C2	173	23	157	19	172	24	155	19
D	126	17	133	16	124	17	133	16
E	47	6	99	12	45	6	99	12
Working	487	66	408	49	482	66	406	49
Not Working	255	34	429	51	251	34	426	51
Housewives :-	150	100	707	100	144	100	703	100
Working	72	48	347	49	68	48	345	49
Not Working	78	52	361	51	75	52	358	51

Midlands

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	3382	100	3320	100
Receiving ITV	3320	98	3320	100
Receiving any CH4	3316	98	3316	100
Receiving five	3197	95	3197	96
Receiving BBC1	3320	98	3320	100
Receiving BBC2	3320	98	3320	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	3382	100 100	3320	100 98 100	2174	100 64 65
Social Class :-						
AB	608	18	599	18	445	20
C1	882	26	867	26	620	29
C2	635	19	629	19	445	20
D	602	18	593	18	377	17
E	656	19	632	19	286	13
Housewife Age :-						
Under 25	188	6	180	5	97	4
25 - 34	546	16	534	16	382	18
35 - 44	679	20	669	20	503	23
45 - 54	582	17	575	17	421	19
55 - 64	545	16	535	16	378	17
65 +	841	25	828	25	392	18
Size of Household :-						
1	993	29	951	29	406	19
2	1192	35	1181	36	825	38
3	531	16	527	16	419	19
4	448	13	444	13	372	17
5 +	218	6	216	7	151	7
Average Household Size	2.35		2.36		2.58	
Children :-						
Without	2461	73	2405	72	1441	66
With	921	27	914	28	733	34
0 - 3	307	9	304	9	224	10
4 - 9	449	13	445	13	342	16
10 - 15	487	14	485	15	406	19

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	3320	100
Possessing:-		
Teletext Set	2974	90
Remote Ctrl.	3261	98
Portable Set	1963	59
Screen Size :-		
Under 15"	1897	57
16 to 19"	188	6
20" and over	3083	93
Household with :-		
Single Set	1146	35
Two Sets	1224	37
3+ Sets	950	29
VCRs :-		
Without	625	19
With	2695	81
With 1	1859	56
With 2+	836	25

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	6952	100
Which are :-		
Teletext Set	4896	70
Remote Ctrl.	6501	94
Portable Set	2917	42
Screen Size :-		
Under 15"	2793	40
16 to 19"	231	3
20" and over	3781	54
VCR Connected	3838	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	7938	100	7837	100	5548	100
Age :-						
0 - 3	365	5	361	5	254	5
4 - 9	590	7	583	7	449	8
10 - 15	656	8	654	8	547	10
16 - 19	411	5	406	5	311	6
20 - 24	481	6	468	6	297	5
25 - 34	1007	13	989	13	702	13
35 - 44	1211	15	1196	15	921	17
45 - 54	1018	13	1010	13	735	13
55 - 64	952	12	939	12	671	12
65 +	1248	16	1232	16	662	12
Adults :- Total	6327	100	6240	100	4299	100
AB	1211	19	1197	19	920	21
C1	1718	27	1694	27	1241	29
C2	1313	21	1305	21	948	22
D	1177	19	1164	19	758	18
E	908	14	879	14	430	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3903	100	4035	100	3846	100	3991	100
Age :-								
0 - 15	821	21	790	20	813	21	784	20
16 - 24	453	12	439	11	444	12	430	11
25 - 34	502	13	505	13	491	13	498	12
35 - 44	601	15	610	15	590	15	606	15
45 - 54	507	13	512	13	501	13	508	13
55 - 64	475	12	476	12	468	12	471	12
65 +	545	14	703	17	538	14	694	17
Adults :-	3083	100	3245	100	3032	100	3207	100
AB	609	20	602	19	601	20	596	19
C1	826	27	892	27	813	27	881	27
C2	706	23	607	19	700	23	604	19
D	595	19	582	18	587	19	577	18
E	346	11	563	17	330	11	549	17
Working	1967	64	1534	47	1944	64	1523	47
Not Working	1116	36	1711	53	1088	36	1684	53
Housewives :-	649	100	2733	100	618	100	2702	100
Working	315	49	1324	48	302	49	1315	49
Not Working	334	51	1408	52	316	51	1387	51

East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1757	100	1720	100
Receiving ITV	1720	98	1720	100
Receiving any CH4	1717	98	1717	100
Receiving five	1466	83	1466	85
Receiving BBC1	1720	98	1720	100
Receiving BBC2	1720	98	1720	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	1757	100 100	1720	100 98 100	1091	100 62 63
Social Class :-						
AB	342	19	337	20	272	25
C1	497	28	487	28	323	30
C2	335	19	333	19	248	23
D	297	17	293	17	139	13
E	285	16	271	16	109	10
Housewife Age :-						
Under 25	91	5	85	5	39	4
25 - 34	272	15	264	15	164	15
35 - 44	351	20	345	20	246	23
45 - 54	305	17	301	18	210	19
55 - 64	299	17	295	17	207	19
65 +	439	25	429	25	226	21
Size of Household :-						
1	506	29	481	28	169	16
2	657	37	650	38	441	40
3	256	15	254	15	199	18
4	235	13	234	14	214	20
5 +	102	6	101	6	67	6
Average Household Size	2.32		2.34		2.63	
Children :-						
Without	1306	74	1274	74	750	69
With	450	26	446	26	341	31
0 - 3	154	9	152	9	98	9
4 - 9	224	13	222	13	161	15
10 - 15	227	13	225	13	184	17

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		1720	100
Possessing:-	Teletext Set	1517	88
	Remote Ctrl.	1696	99
	Portable Set	973	57
Screen Size :-	Under 15"	989	58
	16 to 19"	100	6
	20" and over	1563	91
Household with :-	Single Set	629	37
	Two Sets	601	35
	3+ Sets	490	28
VCRs :-	Without	241	14
	With	1479	86
	With 1	1153	67
	With 2+	325	19

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		3454	100
Which are :-	Teletext Set	2510	73
	Remote Ctrl.	3283	95
	Portable Set	1445	42
Screen Size :-	Under 15"	1468	43
	16 to 19"	107	3
	20" and over	1823	53
VCR Connected		1856	54

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	4080	100	4023	100	2823	100
Age :-						
0 - 3	181	4	179	4	114	4
4 - 9	300	7	296	7	203	7
10 - 15	311	8	308	8	241	9
16 - 19	192	5	189	5	176	6
20 - 24	228	6	223	6	147	5
25 - 34	505	12	494	12	319	11
35 - 44	622	15	614	15	454	16
45 - 54	549	13	543	14	397	14
55 - 64	520	13	516	13	375	13
65 +	671	16	661	16	399	14
Adults :- Total	3288	100	3240	100	2265	100
AB	697	21	687	21	578	26
C1	946	29	933	29	696	31
C2	696	21	693	21	552	24
D	569	17	563	17	281	12
E	379	12	364	11	159	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2021	100	2059	100	1989	100	2034	100
Age :-								
0 - 15	409	20	383	19	404	20	379	19
16 - 24	220	11	200	10	215	11	197	10
25 - 34	247	12	258	13	242	12	252	12
35 - 44	313	16	308	15	309	16	305	15
45 - 54	274	14	276	13	270	14	273	13
55 - 64	257	13	263	13	254	13	262	13
65 +	300	15	371	18	295	15	366	18
Adults :-	1612	100	1676	100	1585	100	1655	100
AB	352	22	345	21	348	22	340	21
C1	444	28	502	30	437	28	496	30
C2	375	23	321	19	373	24	321	19
D	294	18	275	16	290	18	273	16
E	147	9	233	14	138	9	226	14
Working	1080	67	828	49	1068	67	822	50
Not Working	532	33	848	51	516	33	833	50
Housewives :-	324	100	1432	100	306	100	1414	100
Working	168	52	711	50	162	53	706	50
Not Working	157	48	721	50	144	47	708	50

West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	932	100	914	100
Receiving ITV	914	98	914	100
Receiving any CH4	914	98	914	100
Receiving five	777	83	777	85
Receiving BBC1	914	98	914	100
Receiving BBC2	914	98	914	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	932	100 100	914	100 98 100	563	100 60 62
Social Class :-						
AB	132	14	130	14	95	17
C1	283	30	279	31	183	33
C2	200	21	196	21	136	24
D	180	19	177	19	89	16
E	136	15	133	15	59	10
Housewife Age :-						
Under 25	45	5	44	5	13	2
25 - 34	157	17	153	17	90	16
35 - 44	190	20	187	20	125	22
45 - 54	158	17	155	17	106	19
55 - 64	154	17	152	17	112	20
65 +	229	25	225	25	116	21
Size of Household :-						
1	277	30	266	29	99	18
2	345	37	342	37	225	40
3	135	15	134	15	89	16
4	118	13	117	13	101	18
5 +	56	6	55	6	48	8
Average Household Size	2.30		2.31		2.64	
Children :-						
Without	704	76	689	75	394	70
With	228	24	225	25	169	30
0 - 3	75	8	74	8	57	10
4 - 9	116	12	115	13	84	15
10 - 15	117	13	116	13	96	17

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		914	100
Possessing:-	Teletext Set	842	92
	Remote Ctrl.	910	99
	Portable Set	506	55
Screen Size :-	Under 15"	509	56
	16 to 19"	30	3
	20" and over	834	91
Household with :-	Single Set	352	38
	Two Sets	345	38
	3+ Sets	217	24
VCRs :-	Without	120	13
	With	794	87
	With 1	682	75
	With 2+	113	12

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1848	100
Which are :-	Teletext Set	1502	81
	Remote Ctrl.	1805	98
	Portable Set	746	40
Screen Size :-	Under 15"	747	40
	16 to 19"	39	2
	20" and over	1034	56
VCR Connected		979	53

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	2144	100	2114	100	1472	100
Age :-						
0 - 3	88	4	87	4	71	5
4 - 9	152	7	151	7	107	7
10 - 15	163	8	162	8	124	8
16 - 19	98	5	95	5	90	6
20 - 24	123	6	122	6	56	4
25 - 34	279	13	274	13	170	12
35 - 44	336	16	332	16	232	16
45 - 54	282	13	277	13	197	13
55 - 64	277	13	274	13	221	15
65 +	347	16	342	16	202	14
Adults :- Total	1742	100	1715	100	1169	100
AB	268	15	264	15	212	18
C1	565	32	560	33	405	35
C2	392	23	386	22	272	23
D	331	19	327	19	184	16
E	185	11	178	10	96	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1053	100	1092	100	1036	100	1078	100
Age :-								
0 - 15	210	20	193	18	208	20	192	18
16 - 24	113	11	108	10	112	11	105	10
25 - 34	136	13	143	13	133	13	141	13
35 - 44	166	16	170	16	163	16	168	16
45 - 54	137	13	145	13	134	13	143	13
55 - 64	139	13	138	13	136	13	137	13
65 +	152	14	195	18	149	14	192	18
Adults :-	843	100	899	100	828	100	887	100
AB	134	16	135	15	131	16	133	15
C1	270	32	295	33	268	32	293	33
C2	202	24	190	21	198	24	188	21
D	162	19	169	19	159	19	167	19
E	75	9	110	12	72	9	106	12
Working	545	65	438	49	537	65	434	49
Not Working	298	35	461	51	291	35	453	51
Housewives :-	158	100	774	100	150	100	765	100
Working	72	45	380	49	67	45	378	49
Not Working	86	55	394	51	82	55	387	51

South West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	801	100	787	100
Receiving ITV	787	98	787	100
Receiving any CH4	786	98	786	100
Receiving five	473	59	473	60
Receiving BBC1	787	98	787	100
Receiving BBC2	787	98	787	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	801	100 100	787	100 98 100	551	100 69 70
Social Class :-						
AB	157	20	155	20	123	22
C1	241	30	236	30	155	28
C2	168	21	167	21	136	25
D	110	14	109	14	72	13
E	125	16	121	15	64	12
Housewife Age :-						
Under 25	34	4	34	4	17	3
25 - 34	107	13	104	13	79	14
35 - 44	146	18	143	18	112	20
45 - 54	143	18	139	18	120	22
55 - 64	142	18	140	18	97	18
65 +	229	29	226	29	127	23
Size of Household :-						
1	244	30	235	30	110	20
2	305	38	301	38	213	39
3	107	13	106	13	85	16
4	98	12	97	12	85	15
5 +	48	6	48	6	57	10
Average Household Size	2.27		2.29		2.61	
Children :-						
Without	601	75	588	75	380	69
With	201	25	199	25	170	31
0 - 3	63	8	62	8	46	8
4 - 9	100	13	100	13	89	16
10 - 15	105	13	104	13	101	18

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		787	100
Possessing:-	Teletext Set	706	90
	Remote Ctrl.	768	98
	Portable Set	500	64
Screen Size :-	Under 15"	502	64
	16 to 19"	42	5
	20" and over	733	93
Household with :-	Single Set	236	30
	Two Sets	286	36
	3+ Sets	265	34
VCRs :-	Without	113	14
	With	674	86
	With 1	472	60
	With 2+	202	26

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1667	100
Which are :-	Teletext Set	1155	69
	Remote Ctrl.	1551	93
	Portable Set	765	46
Screen Size :-	Under 15"	771	46
	16 to 19"	44	3
	20" and over	842	51
VCR Connected		909	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	1823	100	1799	100	1430	100
Age :-						
0 - 3	73	4	73	4	57	4
4 - 9	137	8	136	8	120	8
10 - 15	147	8	146	8	134	9
16 - 19	73	4	73	4	78	5
20 - 24	92	5	91	5	75	5
25 - 34	200	11	197	11	161	11
35 - 44	258	14	254	14	195	14
45 - 54	251	14	246	14	227	16
55 - 64	239	13	235	13	172	12
65 +	353	19	349	19	211	15
Adults :- Total	1466	100	1444	100	1119	100
AB	314	21	310	21	275	25
C1	442	30	435	30	309	28
C2	341	23	339	23	299	27
D	201	14	198	14	138	12
E	168	11	163	11	99	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	890	100	932	100	878	100	920	100
Age :-								
0 - 15	178	20	179	19	177	20	177	19
16 - 24	87	10	77	8	87	10	77	8
25 - 34	98	11	102	11	97	11	100	11
35 - 44	129	15	128	14	126	14	128	14
45 - 54	126	14	125	13	124	14	121	13
55 - 64	112	13	127	14	111	13	125	14
65 +	159	18	194	21	157	18	192	21
Adults :-	712	100	754	100	701	100	743	100
AB	162	23	152	20	160	23	150	20
C1	209	29	233	31	206	29	229	31
C2	179	25	162	21	178	25	161	22
D	96	14	104	14	95	14	103	14
E	65	9	103	14	63	9	100	13
Working	442	62	339	45	436	62	334	45
Not Working	270	38	414	55	265	38	409	55
Housewives :-	148	100	653	100	143	100	644	100
Working	69	46	294	45	66	46	290	45
Not Working	80	54	359	55	77	54	354	55

South

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2076	100	2031	100
Receiving ITV	2031	98	2031	100
Receiving any CH4	2028	98	2028	100
Receiving five	1523	73	1523	75
Receiving BBC1	2031	98	2031	100
Receiving BBC2	2031	98	2031	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	2076	100 100	2031	100 98 100	1346	100 65 66
Social Class :-						
AB	579	28	567	28	396	29
C1	652	31	641	32	464	35
C2	362	17	357	18	248	18
D	252	12	246	12	154	11
E	231	11	220	11	82	6
Housewife Age :-						
Under 25	102	5	96	5	54	4
25 - 34	313	15	304	15	200	15
35 - 44	430	21	423	21	323	24
45 - 54	354	17	349	17	257	19
55 - 64	334	16	327	16	247	18
65 +	541	26	532	26	265	20
Size of Household :-						
1	621	30	594	29	233	17
2	785	38	773	38	552	41
3	284	14	282	14	233	17
4	270	13	268	13	239	18
5 +	116	6	115	6	88	7
Average Household Size	2.28		2.30		2.58	
Children :-						
Without	1581	76	1540	76	943	70
With	494	24	491	24	403	30
0 - 3	175	8	173	9	143	11
4 - 9	244	12	243	12	192	14
10 - 15	249	12	248	12	208	15

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	2031	100
Possessing:-		
Teletext Set	1771	87
Remote Ctrl.	1996	98
Portable Set	1148	57
Screen Size :-		
Under 15"	1229	60
16 to 19"	132	7
20" and over	1784	88
Household with :-		
Single Set	685	34
Two Sets	781	38
3+ Sets	565	28
VCRs :-		
Without	338	17
With	1693	83
With 1	1193	59
With 2+	501	25

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	4232	100
Which are :-		
Teletext Set	2894	68
Remote Ctrl.	3947	93
Portable Set	1693	40
Screen Size :-		
Under 15"	1842	44
16 to 19"	146	3
20" and over	2124	50
VCR Connected	2351	56

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	4741	100	4669	100	3440	100
Age :-						
0 - 3	206	4	204	4	163	5
4 - 9	327	7	326	7	265	8
10 - 15	343	7	342	7	274	8
16 - 19	221	5	219	5	176	5
20 - 24	274	6	263	6	205	6
25 - 34	581	12	564	12	402	12
35 - 44	770	16	761	16	571	17
45 - 54	629	13	622	13	463	13
55 - 64	575	12	566	12	429	12
65 +	816	17	805	17	491	14
Adults :- Total	3864	100	3798	100	2738	100
AB	1138	29	1120	29	847	31
C1	1238	32	1218	32	943	34
C2	718	19	710	19	516	19
D	462	12	453	12	304	11
E	308	8	297	8	127	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2324	100	2417	100	2282	100	2387	100
Age :-								
0 - 15	453	19	424	18	451	20	420	18
16 - 24	246	11	249	10	239	10	243	10
25 - 34	286	12	294	12	276	12	288	12
35 - 44	384	17	386	16	378	17	382	16
45 - 54	313	13	316	13	308	13	314	13
55 - 64	280	12	294	12	275	12	290	12
65 +	362	16	454	19	355	16	450	19
Adults :-	1871	100	1994	100	1832	100	1967	100
AB	573	31	565	28	564	31	556	28
C1	581	31	657	33	571	31	647	33
C2	387	21	330	17	381	21	329	17
D	218	12	244	12	212	12	241	12
E	111	6	197	10	104	6	193	10
Working	1250	67	993	50	1229	67	982	50
Not Working	621	33	1001	50	603	33	985	50
Housewives :-	379	100	1696	100	358	100	1673	100
Working	207	54	844	50	196	55	834	50
Not Working	173	46	852	50	162	45	839	50

North

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2393	100	2350	100
Receiving ITV	2350	98	2350	100
Receiving any CH4	2349	98	2349	100
Receiving five	2157	90	2157	92
Receiving BBC1	2350	98	2350	100
Receiving BBC2	2350	98	2350	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	2393	100 100	2350	100 98 100	1466	100 61 62
Social Class :-						
AB	324	14	320	14	247	17
C1	627	26	620	26	461	31
C2	429	18	427	18	320	22
D	452	19	448	19	238	16
E	561	23	536	23	200	14
Housewife Age :-						
Under 25	146	6	143	6	81	6
25 - 34	374	16	364	15	259	18
35 - 44	489	20	481	20	330	22
45 - 54	416	17	406	17	298	20
55 - 64	389	16	383	16	237	16
65 +	579	24	574	24	262	18
Size of Household :-						
1	721	30	691	29	231	16
2	843	35	837	36	556	38
3	385	16	384	16	325	22
4	300	13	297	13	229	16
5 +	144	6	142	6	125	9
Average Household Size	2.31		2.32		2.67	
Children :-						
Without	1752	73	1714	73	960	65
With	641	27	637	27	506	35
0 - 3	202	8	200	8	155	11
4 - 9	313	13	311	13	231	16
10 - 15	329	14	328	14	272	19

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	2350	100
Possessing:-		
Teletext Set	2107	90
Remote Ctrl.	2333	99
Portable Set	1344	57
Screen Size :-		
Under 15"	1278	54
16 to 19"	169	7
20" and over	2205	94
Household with :-		
Single Set	884	38
Two Sets	776	33
3+ Sets	690	29
VCRs :-		
Without	324	14
With	2027	86
With 1	1522	65
With 2+	505	21

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	4894	100
Which are :-		
Teletext Set	3419	70
Remote Ctrl.	4670	95
Portable Set	2093	43
Screen Size :-		
Under 15"	1980	40
16 to 19"	216	4
20" and over	2675	55
VCR Connected	2687	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	5530	100	5461	100	3892	100
Age :-						
0 - 3	238	4	235	4	185	5
4 - 9	418	8	415	8	318	8
10 - 15	447	8	444	8	372	10
16 - 19	277	5	272	5	218	6
20 - 24	351	6	344	6	267	7
25 - 34	689	12	676	12	492	13
35 - 44	847	15	837	15	614	16
45 - 54	730	13	719	13	537	14
55 - 64	676	12	667	12	437	11
65 +	858	16	852	16	452	12
Adults :- Total	4427	100	4367	100	3018	100
AB	653	15	646	15	527	17
C1	1230	28	1219	28	989	33
C2	885	20	882	20	694	23
D	874	20	868	20	497	16
E	785	18	752	17	311	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2712	100	2818	100	2669	100	2792	100
Age :-								
0 - 15	569	21	534	19	565	21	529	19
16 - 24	313	12	315	11	303	11	313	11
25 - 34	339	12	350	12	330	12	346	12
35 - 44	421	16	426	15	416	16	421	15
45 - 54	365	13	364	13	360	13	359	13
55 - 64	333	12	343	12	326	12	341	12
65 +	373	14	485	17	369	14	483	17
Adults :-	2143	100	2284	100	2104	100	2263	100
AB	327	15	326	14	322	15	323	14
C1	589	27	641	28	583	28	637	28
C2	469	22	416	18	467	22	415	18
D	447	21	427	19	443	21	425	19
E	311	15	474	21	290	14	463	20
Working	1317	61	1032	45	1307	62	1026	45
Not Working	826	39	1253	55	798	38	1237	55
Housewives :-	465	100	1928	100	441	100	1909	100
Working	213	46	863	45	208	47	858	45
Not Working	252	54	1065	55	233	53	1051	55

North East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1437	100	1418	100
Receiving ITV	1418	99	1418	100
Receiving any CH4	1416	99	1416	100
Receiving five	1303	91	1303	92
Receiving BBC1	1418	99	1418	100
Receiving BBC2	1418	99	1418	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	1437	100 100	1418	100 99 100	962	100 67 68
Social Class :-						
AB	215	15	214	15	136	14
C1	356	25	354	25	258	27
C2	273	19	269	19	223	23
D	254	18	252	18	172	18
E	338	24	329	23	173	18
Housewife Age :-						
Under 25	69	5	67	5	29	3
25 - 34	203	14	198	14	131	14
35 - 44	278	19	274	19	232	24
45 - 54	263	18	259	18	200	21
55 - 64	238	17	237	17	156	16
65 +	386	27	382	27	214	22
Size of Household :-						
1	454	32	440	31	194	20
2	507	35	506	36	366	38
3	225	16	224	16	184	19
4	175	12	174	12	146	15
5 +	76	5	74	5	72	7
Average Household Size	2.26		2.27		2.54	
Children :-						
Without	1076	75	1061	75	675	70
With	360	25	356	25	287	30
0 - 3	111	8	109	8	74	8
4 - 9	177	12	175	12	134	14
10 - 15	195	14	192	14	174	18

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	1418	100
Possessing:-		
Teletext Set	1218	86
Remote Ctrl.	1403	99
Portable Set	857	60
Screen Size :-		
Under 15"	847	60
16 to 19"	66	5
20" and over	1321	93
Household with :-		
Single Set	456	32
Two Sets	523	37
3+ Sets	439	31
VCRs :-		
Without	197	14
With	1221	86
With 1	792	56
With 2+	429	30

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	3069	100
Which are :-		
Teletext Set	2088	68
Remote Ctrl.	2908	95
Portable Set	1318	43
Screen Size :-		
Under 15"	1313	43
16 to 19"	75	2
20" and over	1632	53
VCR Connected	1795	58

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	3248	100	3216	100	2437	100
Age :-						
0 - 3	127	4	125	4	84	3
4 - 9	226	7	224	7	181	7
10 - 15	260	8	255	8	227	9
16 - 19	172	5	169	5	150	6
20 - 24	176	5	174	5	128	5
25 - 34	373	11	368	11	259	11
35 - 44	489	15	484	15	415	17
45 - 54	448	14	443	14	356	15
55 - 64	411	13	410	13	290	12
65 +	566	17	563	18	349	14
Adults :- Total	2636	100	2611	100	1946	100
AB	437	17	435	17	304	16
C1	674	26	670	26	551	28
C2	561	21	556	21	484	25
D	490	19	486	19	341	18
E	473	18	464	18	266	14

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1576	100	1673	100	1557	100	1659	100
Age :-								
0 - 15	312	20	301	18	307	20	297	18
16 - 24	173	11	175	10	172	11	171	10
25 - 34	182	12	191	11	178	11	190	11
35 - 44	238	15	251	15	235	15	249	15
45 - 54	222	14	226	14	218	14	225	14
55 - 64	204	13	207	12	203	13	207	13
65 +	245	16	321	19	243	16	320	19
Adults :-	1264	100	1372	100	1249	100	1362	100
AB	219	17	219	16	218	17	217	16
C1	306	24	368	27	303	24	367	27
C2	301	24	260	19	298	24	259	19
D	246	19	245	18	243	19	243	18
E	192	15	281	20	187	15	277	20
Working	746	59	617	45	739	59	614	45
Not Working	518	41	755	55	510	41	748	55
Housewives :-	271	100	1166	100	259	100	1158	100
Working	108	40	520	45	104	40	518	45
Not Working	163	60	646	55	156	60	640	55

North West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2782	100	2730	100
Receiving ITV	2730	98	2730	100
Receiving any CH4	2726	98	2726	100
Receiving five	2560	92	2560	94
Receiving BBC1	2730	98	2730	100
Receiving BBC2	2730	98	2730	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	2782	100 100	2730	100 98 100	1638	100 59 60
Social Class :-						
AB	448	16	444	16	289	18
C1	714	26	698	26	490	30
C2	482	17	477	17	324	20
D	480	17	472	17	251	15
E	658	24	639	23	284	17
Housewife Age :-						
Under 25	154	6	146	5	53	3
25 - 34	429	15	417	15	253	15
35 - 44	579	21	567	21	409	25
45 - 54	497	18	488	18	337	21
55 - 64	451	16	444	16	297	18
65 +	673	24	668	24	289	18
Size of Household :-						
1	871	31	837	31	319	19
2	940	34	930	34	606	37
3	443	16	441	16	306	19
4	357	13	355	13	272	17
5 +	171	6	168	6	136	8
Average Household Size	2.31		2.32		2.61	
Children :-						
Without	2032	73	1987	73	1096	67
With	750	27	742	27	542	33
0 - 3	237	9	233	9	134	8
4 - 9	376	14	372	14	283	17
10 - 15	396	14	394	14	308	19

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		2730	100
Possessing:-	Teletext Set	2345	86
	Remote Ctrl.	2680	98
	Portable Set	1499	55
Screen Size :-	Under 15"	1494	55
	16 to 19"	91	3
	20" and over	2456	90
Household with :-	Single Set	1092	40
	Two Sets	887	32
	3+ Sets	751	28
VCRs :-	Without	483	18
	With	2247	82
	With 1	1628	60
	With 2+	619	23

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		5714	100
Which are :-	Teletext Set	3790	66
	Remote Ctrl.	5353	94
	Portable Set	2313	40
Screen Size :-	Under 15"	2301	40
	16 to 19"	105	2
	20" and over	3118	55
VCR Connected		3219	56

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	6432	100	6343	100	4236	100
Age :-						
0 - 3	281	4	276	4	161	4
4 - 9	492	8	483	8	374	9
10 - 15	527	8	524	8	406	10
16 - 19	336	5	332	5	264	6
20 - 24	397	6	387	6	252	6
25 - 34	807	13	791	12	471	11
35 - 44	985	15	970	15	690	16
45 - 54	849	13	838	13	609	14
55 - 64	764	12	756	12	522	12
65 +	993	15	986	16	488	12
Adults :- Total	5132	100	5060	100	3296	100
AB	911	18	902	18	619	19
C1	1389	27	1364	27	992	30
C2	1002	20	998	20	702	21
D	919	18	908	18	535	16
E	911	18	888	18	448	14

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3137	100	3295	100	3082	100	3261	100
Age :-								
0 - 15	666	21	634	19	656	21	627	19
16 - 24	366	12	368	11	355	12	364	11
25 - 34	394	13	413	13	386	13	404	12
35 - 44	485	15	501	15	474	15	496	15
45 - 54	421	13	428	13	413	13	425	13
55 - 64	378	12	386	12	372	12	384	12
65 +	428	14	565	17	425	14	561	17
Adults :-	2471	100	2661	100	2425	100	2635	100
AB	448	18	463	17	443	18	459	17
C1	661	27	729	27	646	27	718	27
C2	537	22	465	17	534	22	463	18
D	464	19	455	17	456	19	452	17
E	361	15	550	21	346	14	542	21
Working	1469	59	1222	46	1452	60	1215	46
Not Working	1003	41	1439	54	974	40	1420	54
Housewives :-	576	100	2206	100	547	100	2183	100
Working	236	41	1010	46	228	42	1003	46
Not Working	340	59	1196	54	319	58	1180	54

Scotland

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2246	100	2186	100
Receiving ITV	2186	97	2186	100
Receiving any CH4	2184	97	2184	100
Receiving five	1962	87	1962	90
Receiving BBC1	2186	97	2186	100
Receiving BBC2	2186	97	2186	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	2246	100 100	2186	100 97 100	1503	100 67 69
Social Class :-						
AB	413	18	406	19	314	21
C1	619	28	601	27	442	29
C2	393	17	387	18	307	20
D	361	16	355	16	238	16
E	461	21	437	20	202	13
Housewife Age :-						
Under 25	129	6	121	6	66	4
25 - 34	350	16	334	15	221	15
35 - 44	463	21	452	21	373	25
45 - 54	401	18	393	18	299	20
55 - 64	361	16	352	16	240	16
65 +	543	24	534	24	306	20
Size of Household :-						
1	774	34	733	34	331	22
2	754	34	741	34	556	37
3	332	15	329	15	287	19
4	282	13	280	13	239	16
5 +	104	5	103	5	91	6
Average Household Size	2.21		2.23		2.49	
Children :-						
Without	1690	75	1634	75	1049	70
With	556	25	552	25	454	30
0 - 3	170	8	167	8	118	8
4 - 9	273	12	271	12	232	15
10 - 15	291	13	290	13	255	17

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	2186	100
Possessing:-		
Teletext Set	1932	88
Remote Ctrl.	2153	98
Portable Set	1389	64
Screen Size :-		
Under 15"	1384	63
16 to 19"	166	8
20" and over	1937	89
Household with :-		
Single Set	682	31
Two Sets	838	38
3+ Sets	665	30
VCRs :-		
Without	402	18
With	1784	82
With 1	1208	55
With 2+	576	26

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	4602	100
Which are :-		
Teletext Set	2995	65
Remote Ctrl.	4371	95
Portable Set	2041	44
Screen Size :-		
Under 15"	2034	44
16 to 19"	179	4
20" and over	2348	51
VCR Connected	2512	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	4958	100	4866	100	3727	100
Age :-						
0 - 3	195	4	192	4	138	4
4 - 9	347	7	344	7	295	8
10 - 15	383	8	381	8	322	9
16 - 19	245	5	240	5	217	6
20 - 24	314	6	304	6	229	6
25 - 34	621	13	599	12	438	12
35 - 44	789	16	774	16	625	17
45 - 54	687	14	676	14	542	15
55 - 64	595	12	584	12	438	12
65 +	782	16	772	16	483	13
Adults :- Total	4032	100	3949	100	2972	100
AB	806	20	795	20	653	22
C1	1150	29	1121	28	873	29
C2	807	20	799	20	685	23
D	661	16	652	17	468	16
E	607	15	581	15	291	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2392	100	2566	100	2337	100	2528	100
Age :-								
0 - 15	476	20	450	18	472	20	445	18
16 - 24	280	12	279	11	270	12	274	11
25 - 34	300	13	320	12	289	12	310	12
35 - 44	381	16	408	16	371	16	403	16
45 - 54	338	14	348	14	332	14	344	14
55 - 64	288	12	306	12	281	12	303	12
65 +	327	14	454	18	323	14	449	18
Adults :-	1916	100	2116	100	1866	100	2083	100
AB	403	21	403	19	397	21	398	19
C1	523	27	627	30	508	27	614	29
C2	436	23	371	18	430	23	369	18
D	313	16	348	16	306	16	345	17
E	240	13	367	17	225	12	356	17
Working	1165	61	1003	47	1143	61	993	48
Not Working	751	39	1113	53	723	39	1090	52
Housewives :-	444	100	1803	100	412	100	1774	100
Working	187	42	866	48	176	43	857	48
Not Working	257	58	936	52	235	57	917	52

Ulster

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	644	100	621	100
Receiving ITV	621	96	621	100
Receiving any CH4	618	96	618	99
Receiving five	500	78	500	81
Receiving BBC1	621	96	621	100
Receiving BBC2	621	96	621	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	644	100 100	621	100 96 100	342	100 53 55
Social Class :-						
AB	86	13	85	14	66	19
C1	155	24	151	24	95	28
C2	133	21	129	21	81	24
D	92	14	89	14	45	13
E	178	28	167	27	55	16
Housewife Age :-						
Under 25	25	4	24	4	9	3
25 - 34	112	17	109	18	63	18
35 - 44	142	22	138	22	91	27
45 - 54	118	18	114	18	70	20
55 - 64	103	16	99	16	52	15
65 +	144	22	137	22	56	17
Size of Household :-						
1	179	28	163	26	48	14
2	189	29	185	30	103	30
3	100	16	99	16	64	19
4	98	15	97	16	77	22
5 +	78	12	78	13	50	15
Average Household Size	2.61		2.65		3.03	
Children :-						
Without	442	69	421	68	208	61
With	202	31	200	32	134	39
0 - 3	70	11	69	11	44	13
4 - 9	103	16	103	17	67	20
10 - 15	113	17	112	18	75	22

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	621	100
Possessing:-		
Teletext Set	558	90
Remote Ctrl.	607	98
Portable Set	329	53
Screen Size :-		
Under 15"	330	53
16 to 19"	31	5
20" and over	549	88
Household with :-		
Single Set	279	45
Two Sets	200	32
3+ Sets	142	23
VCRs :-		
Without	138	22
With	483	78
With 1	384	62
With 2+	99	16

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	1183	100
Which are :-		
Teletext Set	951	80
Remote Ctrl.	1139	96
Portable Set	497	42
Screen Size :-		
Under 15"	495	42
16 to 19"	34	3
20" and over	638	54
VCR Connected	608	51

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	1682	100	1647	100	1017	100
Age :-						
0 - 3	83	5	82	5	51	5
4 - 9	144	9	143	9	100	10
10 - 15	156	9	155	9	99	10
16 - 19	106	6	104	6	81	8
20 - 24	107	6	105	6	65	6
25 - 34	227	14	223	14	132	13
35 - 44	257	15	252	15	166	16
45 - 54	208	12	202	12	130	13
55 - 64	174	10	169	10	95	9
65 +	219	13	212	13	99	10
Adults :- Total	1298	100	1266	100	768	100
AB	192	15	191	15	159	21
C1	338	26	331	26	217	28
C2	308	24	301	24	193	25
D	196	15	192	15	102	13
E	264	20	251	20	97	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	824	100	858	100	806	100	841	100
Age :-								
0 - 15	197	24	186	22	196	24	185	22
16 - 24	107	13	105	12	106	13	103	12
25 - 34	112	14	115	13	109	14	114	14
35 - 44	126	15	131	15	123	15	129	15
45 - 54	103	13	105	12	99	12	103	12
55 - 64	85	10	90	10	82	10	87	10
65 +	93	11	126	15	91	11	121	14
Adults :-	626	100	671	100	610	100	656	100
AB	94	15	98	15	93	15	98	15
C1	163	26	175	26	159	26	172	26
C2	165	26	143	21	161	26	140	21
D	97	16	99	15	95	16	97	15
E	107	17	156	23	101	17	150	23
Working	387	62	291	43	379	62	288	44
Not Working	239	38	380	57	231	38	369	56
Housewives :-	111	100	533	100	100	100	521	100
Working	46	42	236	44	43	43	232	45
Not Working	64	58	298	56	57	57	289	55

Wales

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	1233	100	1207	100
Receiving ITV	1207	98	1207	100
Receiving any CH4	1204	98	1204	100
Receiving five	965	78	965	80
Receiving BBC1	1207	98	1207	100
Receiving BBC2	1207	98	1207	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	1233	100	1207	100	799	100
		100		98		65
				100		66
Social Class :-						
AB	173	14	171	14	129	16
C1	324	26	317	26	219	27
C2	245	20	242	20	185	23
D	221	18	218	18	139	17
E	270	22	260	22	127	16
Housewife Age :-						
Under 25	67	5	65	5	31	4
25 - 34	181	15	177	15	124	15
35 - 44	234	19	228	19	178	22
45 - 54	217	18	211	17	156	20
55 - 64	211	17	208	17	139	17
65 +	323	26	319	26	171	21
Size of Household :-						
1	364	30	347	29	138	17
2	433	35	428	35	305	38
3	198	16	196	16	156	19
4	158	13	158	13	136	17
5 +	80	6	79	7	65	8
Average Household Size	2.34		2.35		2.63	
Children :-						
Without	903	73	880	73	538	67
With	330	27	327	27	262	33
0 - 3	108	9	106	9	75	9
4 - 9	164	13	163	13	136	17
10 - 15	174	14	173	14	151	19

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		1207	100
Possessing:-	Teletext Set	1101	91
	Remote Ctrl.	1186	98
	Portable Set	677	56
Screen Size :-	Under 15"	671	56
	16 to 19"	45	4
	20" and over	1108	92
Household with :-	Single Set	407	34
	Two Sets	487	40
	3+ Sets	312	26
VCRs :-	Without	168	14
	With	1039	86
	With 1	727	60
	With 2+	312	26

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		2449	100
Which are :-	Teletext Set	1743	71
	Remote Ctrl.	2318	95
	Portable Set	974	40
Screen Size :-	Under 15"	965	39
	16 to 19"	50	2
	20" and over	1369	56
VCR Connected		1458	60

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	2882	100	2840	100	2092	100
Age :-						
0 - 3	125	4	123	4	86	4
4 - 9	213	7	210	7	175	8
10 - 15	235	8	234	8	203	10
16 - 19	153	5	151	5	122	6
20 - 24	168	6	164	6	115	5
25 - 34	333	12	327	12	239	11
35 - 44	417	14	409	14	320	15
45 - 54	380	13	373	13	284	14
55 - 64	367	13	363	13	254	12
65 +	490	17	486	17	294	14
Adults :- Total	2309	100	2272	100	1628	100
AB	350	15	347	15	269	16
C1	628	27	617	27	460	28
C2	511	22	506	22	408	25
D	436	19	432	19	291	18
E	383	17	370	16	201	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1400	100	1482	100	1378	100	1462	100
Age :-								
0 - 15	295	21	278	19	292	21	275	19
16 - 24	159	11	162	11	156	11	159	11
25 - 34	161	11	172	12	157	11	170	12
35 - 44	204	15	213	14	199	14	210	14
45 - 54	187	13	194	13	183	13	190	13
55 - 64	181	13	186	13	179	13	184	13
65 +	213	15	277	19	211	15	274	19
Adults :-	1105	100	1204	100	1085	100	1187	100
AB	176	16	174	14	174	16	172	15
C1	295	27	333	28	290	27	328	28
C2	271	25	241	20	268	25	239	20
D	216	20	220	18	213	20	219	18
E	147	13	236	20	141	13	230	19
Working	633	57	506	42	624	58	501	42
Not Working	472	43	697	58	461	42	686	58
Housewives :-	223	100	1010	100	211	100	995	100
Working	89	40	428	42	84	40	423	43
Not Working	134	60	582	58	127	60	572	57

Midlands West

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	2479	100	2431	100
Receiving ITV	2431	98	2431	100
Receiving any CH4	2428	98	2428	100
Receiving five	2315	93	2315	95
Receiving BBC1	2431	98	2431	100
Receiving BBC2	2431	98	2431	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	2479	100 100	2431	100 98 100	1591	100 64 65
Social Class :-						
AB	438	18	431	18	336	21
C1	634	26	622	26	442	28
C2	462	19	458	19	319	20
D	442	18	436	18	289	18
E	504	20	484	20	205	13
Housewife Age :-						
Under 25	134	5	127	5	72	5
25 - 34	390	16	382	16	279	18
35 - 44	498	20	491	20	357	22
45 - 54	432	17	426	18	315	20
55 - 64	407	16	398	16	288	18
65 +	618	25	607	25	281	18
Size of Household :-						
1	724	29	692	28	298	19
2	872	35	863	36	612	38
3	399	16	395	16	304	19
4	330	13	327	13	273	17
5 +	154	6	153	6	104	7
Average Household Size	2.34		2.36		2.56	
Children :-						
Without	1802	73	1759	72	1062	67
With	677	27	672	28	530	33
0 - 3	229	9	226	9	165	10
4 - 9	332	13	329	14	258	16
10 - 15	356	14	355	15	284	18

Table 3 Household Penetrations - TV Sets/VCRs		
	TV Households	
	000's	%
Total	2431	100
Possessing:-		
Teletext Set	2176	89
Remote Ctrl.	2380	98
Portable Set	1468	60
Screen Size :-		
Under 15"	1444	59
16 to 19"	98	4
20" and over	2272	93
Household with :-		
Single Set	840	35
Two Sets	905	37
3+ Sets	686	28
VCRs :-		
Without	463	19
With	1968	81
With 1	1348	55
With 2+	620	25

Table 4 TV Set Profile		
	TV Households	
	000's	%
Total	5075	100
Which are :-		
Teletext Set	3641	72
Remote Ctrl.	4742	93
Portable Set	2150	42
Screen Size :-		
Under 15"	2105	41
16 to 19"	121	2
20" and over	2785	55
VCR Connected	2813	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	5811	100	5735	100	4043	100
Age :-						
0 - 3	269	5	266	5	189	5
4 - 9	432	7	427	7	340	8
10 - 15	479	8	477	8	383	9
16 - 19	297	5	295	5	229	6
20 - 24	347	6	336	6	203	5
25 - 34	724	12	711	12	515	13
35 - 44	882	15	872	15	653	16
45 - 54	750	13	742	13	538	13
55 - 64	714	12	703	12	515	13
65 +	918	16	905	16	476	12
Adults :- Total	4632	100	4565	100	3130	100
AB	878	19	868	19	695	22
C1	1231	27	1214	27	875	28
C2	960	21	955	21	678	22
D	866	19	857	19	578	18
E	697	15	672	15	304	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2860	100	2952	100	2818	100	2918	100
Age :-								
0 - 15	601	21	578	20	596	21	574	20
16 - 24	326	11	318	11	320	11	311	11
25 - 34	363	13	361	12	355	13	357	12
35 - 44	438	15	444	15	431	15	440	15
45 - 54	374	13	376	13	369	13	373	13
55 - 64	357	12	357	12	351	12	352	12
65 +	401	14	518	18	395	14	511	17
Adults :-	2259	100	2373	100	2221	100	2344	100
AB	439	19	438	18	434	20	434	19
C1	592	26	640	27	582	26	632	27
C2	517	23	443	19	513	23	441	19
D	440	19	425	18	435	20	421	18
E	270	12	426	18	257	12	414	18
Working	1444	64	1117	47	1428	64	1109	47
Not Working	814	36	1257	53	793	36	1235	53
Housewives :-	468	100	2011	100	445	100	1987	100
Working	223	48	975	48	213	48	968	49
Not Working	245	52	1036	52	231	52	1018	51

Midlands East

Table 1			Television Reception	
	All Households		Total TV Households	
	000's	%	000's	%
Total	903	100	889	100
Receiving ITV	889	98	889	100
Receiving any CH4	888	98	888	100
Receiving five	881	98	881	99
Receiving BBC1	889	98	889	100
Receiving BBC2	889	98	889	100

Table 2 Analysis of Households						
	All Households		TV Households		More Than 1 TV Set	
	000's	%	000's	%	000's	%
Total	903	100 100	889	100 98 100	583	100 64 66
Social Class :-						
AB	171	19	167	19	109	19
C1	248	27	245	28	178	31
C2	173	19	171	19	125	22
D	160	18	157	18	88	15
E	152	17	148	17	81	14
Housewife Age :-						
Under 25	54	6	52	6	25	4
25 - 34	156	17	152	17	103	18
35 - 44	181	20	178	20	147	25
45 - 54	151	17	149	17	107	18
55 - 64	139	15	137	15	91	16
65 +	223	25	221	25	111	19
Size of Household :-						
1	268	30	259	29	108	18
2	320	35	318	36	214	37
3	133	15	132	15	114	20
4	118	13	118	13	100	17
5 +	64	7	63	7	47	8
Average Household Size	2.35		2.36		2.62	
Children :-						
Without	659	73	646	73	380	65
With	245	27	243	27	203	35
0 - 3	79	9	78	9	60	10
4 - 9	117	13	116	13	85	15
10 - 15	131	15	130	15	121	21

Table 3 Household Penetrations - TV Sets/VCRs			
		TV Households	
		000's	%
Total		889	100
Possessing:-	Teletext Set	798	90
	Remote Ctrl.	881	99
	Portable Set	495	56
Screen Size :-	Under 15"	453	51
	16 to 19"	90	10
	20" and over	7147	804
Household with :-	Single Set	306	34
	Two Sets	319	36
	3+ Sets	264	30
VCRs :-	Without	162	18
	With	727	82
	With 1	511	57
	With 2+	216	24

Table 4 TV Set Profile			
		TV Households	
		000's	%
Total		1877	100
Which are :-	Teletext Set	1257	67
	Remote Ctrl.	1759	94
	Portable Set	766	41
Screen Size :-	Under 15"	688	37
	16 to 19"	110	6
	20" and over	997	53
VCR Connected		1025	55

Table 5 Analysis of Individuals						
	All Households		TV Households		More Than 1 Set	
	000's	%	000's	%	000's	%
Total	2127	100	2102	100	1506	100
Age :-						
0 - 3	96	4	95	4	64	4
4 - 9	158	7	156	7	109	7
10 - 15	177	8	176	8	163	11
16 - 19	114	5	111	5	82	5
20 - 24	134	6	131	6	94	6
25 - 34	283	13	277	13	187	12
35 - 44	329	15	325	15	268	18
45 - 54	269	13	267	13	197	13
55 - 64	238	11	236	11	157	10
65 +	330	16	326	16	186	12
Adults :- Total	1695	100	1675	100	1169	100
AB	333	20	329	20	225	19
C1	487	29	480	29	368	31
C2	352	21	350	21	270	23
D	311	18	308	18	181	15
E	211	12	207	12	126	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1044	100	1083	100	1028	100	1074	100
Age :-								
0 - 15	220	21	212	20	217	21	210	20
16 - 24	126	12	121	11	124	12	119	11
25 - 34	139	13	144	13	137	13	141	13
35 - 44	163	16	166	15	159	15	166	15
45 - 54	133	13	136	13	132	13	135	13
55 - 64	118	11	119	11	117	11	119	11
65 +	145	14	185	17	143	14	184	17
Adults :-	824	100	872	100	811	100	864	100
AB	170	21	164	19	168	21	162	19
C1	235	29	252	29	231	28	249	29
C2	189	23	163	19	187	23	163	19
D	155	19	157	18	152	19	156	18
E	75	9	136	16	73	9	134	16
Working	523	63	417	48	516	64	414	48
Not Working	301	37	454	52	295	36	450	52
Housewives :-	181	100	722	100	173	100	716	100
Working	92	51	350	48	89	51	347	48
Not Working	89	49	372	52	85	49	369	52

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	25322	100	24740	100	12883	100	9546	100
Receiving ITV	24740	98	24740	100	12883	100	9546	100
Receiving any CH4	24697	98	24697	100	12883	100	9546	100
Receiving five	21790	86	21790	88	12843	100	9506	100
Receiving 1+ Non Terrestrial	12883	51	12883	52	12883	100	9546	100
Receiving 1+ Non Terrestrial via Dish	9546	38	9546	39	9546	74	9546	100
Receiving BBC1	24740	98	24740	100	12883	100	9546	100
Receiving BBC2	24740	98	24740	100	12883	100	9546	100

Table 2 Analysis of Households								
	All Households		TV Households		Non-Terrestrial Households			
					Total		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25322	100	24740	100	12883	100	9546	100
		100		98		51		38
				100		52		39
Social Class :-								
AB	4879	19	4792	19	2840	22	2187	23
C1	7071	28	6921	28	3856	30	2841	30
C2	4506	18	4451	18	2728	21	2056	22
D	4036	16	3965	16	2019	16	1481	16
E	4831	19	4612	19	1441	11	981	10
Housewife Age :-								
Under 25	1372	5	1298	5	593	5	425	4
25 - 34	4181	17	4041	16	2541	20	1897	20
35 - 44	5207	21	5098	21	3344	26	2481	26
45 - 54	4396	17	4306	17	2623	20	1937	20
55 - 64	4020	16	3948	16	2026	16	1524	16
65 +	6145	24	6050	24	1755	14	1281	13
Size of Household :-								
1	7836	31	7449	30	2186	17	1510	16
2	8744	35	8635	35	4560	35	3375	35
3	3845	15	3811	15	2556	20	1919	20
4	3322	13	3292	13	2427	19	1843	19
5 +	1576	6	1554	6	1153	9	899	9
Average Household Size	2.32		2.33		2.71		2.75	
Children :-								
Without	18664	74	18153	73	8250	64	6049	63
With	6658	26	6588	27	4633	36	3497	37
0 - 3	2224	9	2188	9	1508	12	1150	12
4 - 9	3291	13	3256	13	2296	18	1739	18
10 - 15	3434	14	3409	14	2479	19	1877	20

Table 3 Household Penetrations - TV Sets/VCRs							
				Non-Terrestrial Households			
		TV Households		Total		DTH	
		000's	%	000's	%	000's	%
Total		24740	100	12883	100	9546	100
Possessing:-	Teletext Set	21720	88	12286	95	9215	97
	Remote Ctrl.	24350	98	12845	100	9521	100
	Portable Set	14136	57	8293	64	6238	65
Screen Size :-	Under 15"	14087	57	8205	64	6178	65
	16 to 19"	1455	6	806	6	593	6
	20" and over	22413	91	12268	95	9131	96
Household with :-	Single Set	8989	36	3063	24	2132	22
	Two Sets	8909	36	4813	37	3504	37
	3+ Sets	6842	28	5006	39	3911	41
VCRs :-	Without	4407	18	1382	11	968	10
	With	20334	82	11501	89	8578	90
	With 1	14734	60	7344	57	5413	57
	With 2+	5600	23	4157	32	3165	33

Table 4 TV Set Profile						
		Non-Terrestrial Households				
		TV Households		Total		DTH
		000's	%	000's	%	000's %
Total		50693	100	30838	100	23410 100
Which are :-	Teletext Set	35209	69	21821	71	16777 72
	Remote Ctrl.	47849	94	29319	95	22259 95
	Portable Set	21017	41	13471	44	10294 44
Screen Size :-	Under 15"	20926	41	13316	43	10191 44
	16 to 19"	1657	3	961	3	704 3
	20" and over	27170	54	16089	52	12148 52
VCR Connected		27762	55	17379	56	13085 56
Sets Receiving 1+ Non-Terrestrial Channels		16674	33	16674	54	12638 54
Sets Receiving 1+ Non-Terrestrial Channels via Dish Antenna		12638	25	12638	41	12638 54

Table 5 Analysis of Individuals						
		Non-Terrestrial Households				
		All Households		Total		DTH
		000's	%	000's	%	000's %
Total		58642	100	34908	100	26259 100
Age :-	0 - 3	2622	4	1762	5	1349 5
	4 - 9	4344	7	3045	9	2314 9
	10 - 15	4647	8	3342	10	2543 10
	16 - 19	2888	5	2013	6	1516 6
	20 - 24	3555	6	2029	6	1494 6
	25 - 34	7791	13	4949	14	3710 14
	35 - 44	9109	16	6079	17	4543 17
	45 - 54	7652	13	4849	14	3656 14
	55 - 64	6907	12	3762	11	2856 11
	65 +	9129	16	3076	9	2278 9
Adults :-	Total	47030	100	26758	100	20053 100
	AB	9783	21	6052	23	4697 23
	C1	13572	29	8080	30	5976 30
	C2	9307	20	6031	23	4584 23
	D	7721	16	4287	16	3178 16
	E	6647	14	2308	9	1619 8

Table 6a Analysis of Individuals								
	All Households				Non Terrestrial Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28696	100	29946	100	17703	100	17204	100
Age :-								
0 - 15	5949	21	5664	19	4220	24	3929	23
16 - 24	3227	11	3215	11	2102	12	1939	11
25 - 34	3860	13	3931	13	2461	14	2488	14
35 - 44	4508	16	4601	15	2978	17	3101	18
45 - 54	3792	13	3860	13	2431	14	2419	14
55 - 64	3398	12	3509	12	1913	11	1849	11
65 +	3962	12	5166	17	1598	9	1479	9
Adults :-	22748	100	24282	100	13483	100	13275	100
AB	4926	22	4857	20	3106	23	2947	22
C1	6394	28	7177	30	4027	30	4054	31
C2	4981	22	4325	18	3201	24	2830	21
D	3858	17	3863	16	2176	16	2111	16
E	2587	11	4060	17	974	7	1334	10
Working	14423	63	11438	47	9493	70	7319	55
Not Working	8325	63	12844	53	3990	30	5956	45
Housewives :-	5030	100	20292	100	2048	100	10835	100
Working	2425	48	9593	47	1179	58	6174	57
Not Working	2605	52	10699	53	869	42	4661	43

Table 6b Analysis of Individuals				
	DTH Households			
	Males		Females	
	000's	%	000's	%
Total	13379	100	12880	100
Age :-				
0 - 15	3196	24	3010	23
16 - 24	1583	12	1426	11
25 - 34	1854	14	1856	14
35 - 44	2226	17	2317	18
45 - 54	1862	14	1794	14
55 - 64	1467	11	1389	11
65 +	1191	9	1087	8
Adults :-	10183	100	9871	100
AB	2411	24	2286	23
C1	2993	29	2982	30
C2	2441	24	2143	22
D	1635	16	1543	16
E	702	7	916	9
Working	7192	71	5443	55
Not Working	2991	29	4427	45
Housewives :-	1482	100	8064	100
Working	862	58	4582	57
Not Working	620	42	3482	43

Table 7 Non Terrestrial Penetration by Region				
	Total TV Households		Non Terrestrial Households	
	000's	%	000's	%
All Areas	24740	100	12883	100
London	4609	19	2450	19
South East	847	3	450	3
Midlands	3320	13	1661	13
East	1720	7	908	7
West	914	4	443	3
South West	787	3	381	3
South	2031	8	1091	8
North	2350	10	1133	9
North East	1418	6	754	6
North West	2730	11	1475	11
Scotland	2186	9	1130	9
Ulster	621	3	266	2
Wales	1207	5	740	6
Midlands West	2431	10	1222	9
Midlands East	889	4	439	3

Projections Jan 2005 - Dec 2005

All Areas

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25437	100	25453	100	25470	100	25486	100	25502	100	25519	100
TV Households	24852	98	24868	98	24885	98	24900	98	24916	98	24932	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25535	100	25552	100	25568	100	25584	100	25601	100	25617	100
TV Households	24948	98	24964	98	24979	98	24996	98	25012	98	25027	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24852	100	24868	100	24885	100	24900	100	24916	100	24932	100
Social Class	AB	4815	19	4818	19	4823	19	4825	19	4829	19	4832	19
	C1	6953	28	6958	28	6962	28	6967	28	6971	28	6976	28
	C2	4470	18	4473	18	4476	18	4479	18	4482	18	4484	18
	DE	8614	35	8619	35	8624	35	8629	35	8634	35	8640	35
Housewife Age	Under 25	1304	5	1305	5	1306	5	1307	5	1307	5	1308	5
	25 - 34	4060	16	4062	16	4065	16	4068	16	4071	16	4073	16
	35 - 44	5121	21	5125	21	5128	21	5131	21	5135	21	5138	21
	45 - 54	4325	17	4328	17	4331	17	4334	17	4336	17	4339	17
	55 - 64	3965	16	3967	16	3970	16	3972	16	3975	16	3977	16
	65 +	6077	24	6081	24	6085	24	6088	24	6092	24	6097	24
Size	1	7483	30	7488	30	7493	30	7497	30	7502	30	7507	30
	2	8673	35	8679	35	8684	35	8690	35	8696	35	8701	35
	3	3828	15	3830	15	3833	15	3835	15	3838	15	3840	15
	4+	4868	20	4871	20	4875	20	4878	20	4880	20	4884	20
Children	Without	18235	73	18246	73	18258	73	18270	73	18281	73	18293	73
	With	6617	27	6622	27	6627	27	6630	27	6635	27	6639	27

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24948	100	24964	100	24979	100	24996	100	25012	100	25027	100
Social Class	AB	4835	19	4839	19	4842	19	4845	19	4849	19	4852	19
	C1	6981	28	6985	28	6990	28	6994	28	6999	28	7003	28
	C2	4487	18	4490	18	4493	18	4496	18	4498	18	4501	18
	DE	8645	35	8650	35	8654	35	8661	35	8666	35	8671	35
Housewife Age	Under 25	1309	5	1310	5	1310	5	1313	5	1312	5	1312	5
	25 - 34	4076	16	4079	16	4081	16	4084	16	4087	16	4090	16
	35 - 44	5141	21	5145	21	5148	21	5151	21	5154	21	5158	21
	45 - 54	4342	17	4345	17	4347	17	4350	17	4353	17	4356	17
	55 - 64	3980	16	3982	16	3985	16	3987	16	3990	16	3992	16
	65 +	6100	24	6103	24	6108	24	6111	24	6116	24	6119	24
Size	1	7512	30	7517	30	7520	30	7526	30	7531	30	7536	30
	2	8707	35	8712	35	8718	35	8723	35	8729	35	8734	35
	3	3842	15	3845	15	3847	15	3850	15	3852	15	3855	15
	4+	4887	20	4890	20	4894	20	4897	20	4900	20	4902	20
Children	Without	18305	73	18317	73	18328	73	18340	73	18352	73	18363	73
	With	6643	27	6647	27	6651	27	6656	27	6660	27	6664	27

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55363	100	55398	100	55434	100	55469	100	55505	100	55541	100
Age	4 - 9	4312	8	4314	8	4317	8	4320	8	4323	8	4325	8
	10 - 15	4630	8	4634	8	4636	8	4639	8	4642	8	4646	8
	16 - 24	6322	11	6326	11	6330	11	6334	11	6338	11	6342	11
	25 - 34	7624	14	7629	14	7634	14	7639	14	7645	14	7650	14
	35 - 44	9003	16	9008	16	9015	16	9020	16	9026	16	9032	16
	45 - 54	7569	14	7574	14	7579	14	7584	14	7588	14	7593	14
	55 - 64	6844	12	6848	12	6853	12	6857	12	6861	12	6866	12
	65 +	9059	16	9065	16	9070	16	9076	16	9082	16	9087	16
Adults	Total	46421	100	46450	100	46481	100	46510	100	46540	100	46570	100
	AB	9693	21	9700	21	9706	21	9713	21	9719	21	9726	21
	C1	13392	29	13401	29	13410	29	13419	29	13428	29	13437	29
	C2	9270	20	9275	20	9282	20	9287	20	9293	20	9299	20
	DE	14066	30	14074	30	14083	30	14091	30	14100	30	14108	30

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55576	100	55612	100	55647	100	55683	100	55719	100	55754	100
Age	4 - 9	4328	8	4331	8	4334	8	4336	8	4339	8	4342	8
	10 - 15	4648	8	4651	8	4654	8	4657	8	4660	8	4663	8
	16 - 24	6346	11	6350	11	6354	11	6359	11	6363	11	6366	11
	25 - 34	7655	14	7660	14	7665	14	7670	14	7675	14	7681	14
	35 - 44	9038	16	9044	16	9049	16	9055	16	9061	16	9066	16
	45 - 54	7598	14	7603	14	7608	14	7613	14	7617	14	7622	14
	55 - 64	6870	12	6874	12	6879	12	6883	12	6887	12	6892	12
	65 +	9093	16	9099	16	9104	16	9110	16	9117	16	9122	16
Adults	Total	46600	100	46630	100	46659	100	46690	100	46720	100	46749	100
	AB	9733	21	9739	21	9746	21	9753	21	9759	21	9766	21
	C1	13445	29	13455	29	13463	29	13472	29	13481	29	13490	29
	C2	9305	20	9311	20	9316	20	9322	20	9329	20	9333	20
	DE	14117	30	14125	30	14134	30	14143	30	14151	30	14160	30

Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26956	100	26973	100	26991	100	27008	100	27025	100	27043	100
Age	4 - 15	4582	17	4585	17	4587	17	4590	17	4593	17	4596	17
	16 - 24	3158	12	3160	12	3162	12	3165	12	3166	12	3168	12
	25 - 34	3764	14	3766	14	3769	14	3771	14	3775	14	3777	14
	35 - 44	4435	16	4438	16	4441	16	4443	16	4446	16	4449	16
	45 - 54	3737	14	3739	14	3742	14	3745	14	3746	14	3749	14
	55 - 64	3354	12	3356	12	3359	12	3361	12	3363	12	3365	12
	65 +	3926	15	3929	15	3931	15	3933	15	3936	15	3939	15
Adults													
Total		22374	100	22388	100	22404	100	22418	100	22432	100	22447	100
AB		4873	22	4876	22	4879	22	4883	22	4886	22	4890	22
C1		6290	28	6295	28	6300	28	6304	28	6308	28	6312	28
C2		4950	22	4953	22	4957	22	4959	22	4962	22	4965	22
DE		6261	28	6264	28	6268	28	6272	28	6276	28	6280	28
Working F/T		13599	61	13609	61	13618	61	13627	61	13635	61	13644	61
Not Working		8775	39	8779	39	8786	39	8791	39	8797	39	8803	39

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27060	100	27078	100	27095	100	27112	100	27130	100	27147	100
Age	4 - 15	4599	17	4603	17	4605	17	4608	17	4611	17	4614	17
	16 - 24	3170	12	3172	12	3174	12	3176	12	3179	12	3180	12
	25 - 34	3779	14	3782	14	3785	14	3787	14	3789	14	3792	14
	35 - 44	4452	16	4455	16	4458	16	4461	16	4463	16	4466	16
	45 - 54	3752	14	3754	14	3756	14	3758	14	3761	14	3763	14
	55 - 64	3367	12	3368	12	3371	12	3373	12	3375	12	3378	12
	65 +	3941	15	3944	15	3946	15	3949	15	3952	15	3954	15
Adults		22461	100	22475	100	22490	100	22504	100	22519	100	22533	100
Total		4893	22	4896	22	4900	22	4903	22	4906	22	4910	22
AB		6316	28	6320	28	6324	28	6328	28	6333	28	6337	28
C1		4969	22	4972	22	4975	22	4978	22	4981	22	4983	22
C2		6283	28	6287	28	6291	28	6295	28	6299	28	6303	28
DE		13653	61	13662	61	13671	61	13680	61	13689	61	13697	61
Working F/T		8808	39	8813	39	8819	39	8824	39	8830	39	8836	39
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28407	100	28425	100	28443	100	28461	100	28480	100	28498	100
Age												
4 - 15	4360	15	4363	15	4366	15	4369	15	4372	15	4375	15
16 - 24	3164	11	3166	11	3168	11	3169	11	3172	11	3174	11
25 - 34	3860	14	3863	14	3865	14	3868	14	3870	14	3873	14
35 - 44	4568	16	4570	16	4574	16	4577	16	4580	16	4583	16
45 - 54	3832	13	3835	13	3837	13	3839	13	3842	13	3844	13
55 - 64	3490	12	3492	12	3494	12	3496	12	3498	12	3501	12
65 +	5133	18	5136	18	5139	18	5143	18	5146	18	5148	18
Adults												
Total	24047	100	24062	100	24077	100	24092	100	24108	100	24123	100
AB	4820	20	4824	20	4827	20	4830	20	4833	20	4836	20
C1	7102	30	7106	30	7110	30	7115	30	7120	30	7125	30
C2	4320	18	4322	18	4325	18	4328	18	4331	18	4334	18
DE	7805	32	7810	32	7815	32	7819	32	7824	32	7828	32
Working F/T	7406	31	7410	31	7415	31	7420	31	7425	31	7430	31
Not Working	16641	69	16652	69	16662	69	16672	69	16683	69	16693	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28516	100	28534	100	28552	100	28571	100	28589	100	28607	100
Age	4 - 15	4377	15	4379	15	4383	15	4385	15	4388	15	4391	15
	16 - 24	3176	11	3178	11	3180	11	3183	11	3184	11	3186	11
	25 - 34	3876	14	3878	14	3880	14	3883	14	3886	14	3889	14
	35 - 44	4586	16	4589	16	4591	16	4594	16	4598	16	4600	16
	45 - 54	3846	13	3849	13	3852	13	3855	13	3856	13	3859	13
	55 - 64	3503	12	3506	12	3508	12	3510	12	3512	12	3514	12
65 +		5152	18	5155	18	5158	18	5161	18	5165	18	5168	18
Adults	Total	24139	100	24155	100	24169	100	24186	100	24201	100	24216	100
	AB	4840	20	4843	20	4846	20	4850	20	4853	20	4856	20
	C1	7129	30	7135	30	7139	30	7144	30	7148	30	7153	30
	C2	4336	18	4339	18	4341	18	4344	18	4348	18	4350	18
	DE	7834	32	7838	32	7843	32	7848	32	7852	32	7857	32
	Working F/T	7435	31	7440	31	7443	31	7449	31	7454	31	7459	31
	Not Working	16704	69	16715	69	16726	69	16737	69	16747	69	16757	69

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Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4818	100	4822	100	4830	100	4834	100	4837	100	4844	100
TV Households	4642	96	4648	96	4653	96	4660	96	4662	96	4669	96

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4849	100	4853	100	4858	100	4864	100	4869	100	4874	100
TV Households	4673	96	4678	96	4682	96	4688	96	4693	96	4694	96

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4642	100	4648	100	4653	100	4660	100	4662	100	4669	100
Social Class	AB	1195	26	1195	26	1200	26	1199	26	1201	26	1204	26
	C1	1418	31	1420	31	1420	31	1421	30	1421	30	1424	30
	C2	683	15	685	15	685	15	687	15	687	15	686	15
	DE	1346	29	1348	29	1348	29	1353	29	1353	29	1355	29
Housewife Age	Under 25	256	6	252	5	256	6	257	6	258	6	254	5
	25 - 34	974	21	974	21	975	21	976	21	975	21	976	21
	35 - 44	1041	22	1044	22	1042	22	1044	22	1046	22	1046	22
	45 - 54	780	17	782	17	784	17	784	17	783	17	786	17
	55 - 64	623	13	625	13	623	13	624	13	626	13	627	13
	65 +	968	21	971	21	973	21	975	21	974	21	980	21
Size	1	1468	32	1470	32	1472	32	1474	32	1475	32	1477	32
	2	1463	32	1464	31	1464	31	1467	31	1470	32	1472	32
	3	719	15	721	16	724	16	723	16	723	16	724	16
	4+	992	21	993	21	993	21	996	21	994	21	996	21
Children	Without	3362	72	3367	72	3369	72	3374	72	3376	72	3381	72
	With	1280	28	1281	28	1284	28	1286	28	1286	28	1288	28

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4673	100	4678	100	4682	100	4688	100	4693	100	4694	100
Social Class	AB	1203	26	1205	26	1205	26	1203	26	1208	26	1206	26
	C1	1427	31	1428	31	1429	31	1431	31	1433	31	1433	31
	C2	689	15	690	15	690	15	690	15	691	15	692	15
	DE	1354	29	1355	29	1358	29	1364	29	1361	29	1363	29
Housewife Age	Under 25	258	6	259	6	256	5	258	6	255	5	257	5
	25 - 34	979	21	978	21	979	21	981	21	982	21	984	21
	35 - 44	1045	22	1048	22	1051	22	1052	22	1052	22	1052	22
	45 - 54	788	17	788	17	785	17	788	17	789	17	791	17
	55 - 64	629	13	627	13	626	13	628	13	630	13	629	13
	65 +	974	21	978	21	985	21	981	21	985	21	981	21
Size	1	1478	32	1480	32	1480	32	1484	32	1488	32	1486	32
	2	1472	32	1474	32	1474	31	1477	32	1477	31	1481	32
	3	724	15	727	16	726	16	726	15	728	16	730	16
	4+	999	21	997	21	1002	21	1001	21	1000	21	997	21
Children	Without	3387	72	3388	72	3389	72	3397	72	3400	72	3400	72
	With	1286	28	1290	28	1293	28	1291	28	1293	28	1294	28

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		10436	100	10450	100	10460	100	10468	100	10481	100	10494	100
Age	4 - 9	836	8	839	8	839	8	838	8	842	8	841	8
	10 - 15	854	8	853	8	854	8	854	8	856	8	858	8
	16 - 24	1211	12	1211	12	1213	12	1214	12	1215	12	1218	12
	25 - 34	1877	18	1883	18	1883	18	1885	18	1885	18	1887	18
	35 - 44	1812	17	1813	17	1817	17	1817	17	1821	17	1823	17
	45 - 54	1344	13	1346	13	1349	13	1352	13	1353	13	1352	13
	55 - 64	1072	10	1074	10	1075	10	1075	10	1075	10	1078	10
	65 +	1430	14	1431	14	1430	14	1433	14	1434	14	1437	14
Adults	Total	8746	100	8758	100	8767	100	8776	100	8783	100	8795	100
	AB	2420	28	2423	28	2423	28	2429	28	2430	28	2432	28
	C1	2700	31	2702	31	2708	31	2709	31	2711	31	2717	31
	C2	1438	16	1442	16	1443	16	1443	16	1444	16	1445	16
	DE	2188	25	2191	25	2193	25	2195	25	2198	25	2201	25

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		10502	100	10514	100	10524	100	10537	100	10550	100	10558	100
Age	4 - 9	840	8	843	8	842	8	844	8	845	8	849	8
	10 - 15	858	8	859	8	861	8	862	8	861	8	862	8
	16 - 24	1220	12	1222	12	1221	12	1222	12	1225	12	1225	12
	25 - 34	1888	18	1891	18	1894	18	1897	18	1900	18	1903	18
	35 - 44	1825	17	1826	17	1824	17	1829	17	1826	17	1826	17
	45 - 54	1352	13	1356	13	1359	13	1360	13	1360	13	1362	13
	55 - 64	1078	10	1079	10	1081	10	1081	10	1084	10	1085	10
	65 +	1441	14	1438	14	1442	14	1442	14	1449	14	1446	14
Adults	Total	8804	100	8812	100	8821	100	8831	100	8844	100	8847	100
	AB	2435	28	2437	28	2439	28	2441	28	2443	28	2447	28
	C1	2716	31	2721	31	2724	31	2729	31	2731	31	2735	31
	C2	1450	16	1450	16	1451	16	1449	16	1455	16	1453	16
	DE	2203	25	2204	25	2207	25	2212	25	2215	25	2212	25

Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5119	100	5126	100	5131	100	5133	100	5141	100	5146	100
Age	4 - 15	867	17	866	17	868	17	865	17	871	17	871	17
	16 - 24	594	12	593	12	592	12	594	12	596	12	597	12
	25 - 34	956	19	964	19	963	19	963	19	962	19	963	19
	35 - 44	900	18	903	18	904	18	903	18	908	18	905	18
	45 - 54	661	13	658	13	662	13	664	13	662	13	664	13
	55 - 64	527	10	528	10	527	10	530	10	528	10	528	10
	65 +	614	12	614	12	615	12	614	12	614	12	618	12
Adults		4252	100	4260	100	4263	100	4268	100	4270	100	4275	100
Total		1232	29	1234	29	1233	29	1236	29	1236	29	1237	29
AB		1271	30	1274	30	1277	30	1276	30	1278	30	1279	30
C1		775	18	776	18	777	18	777	18	777	18	778	18
C2		974	23	976	23	976	23	979	23	979	23	981	23
DE		2724	64	2729	64	2731	64	2736	64	2735	64	2738	64
Working F/T		1528	36	1531	36	1532	36	1532	36	1535	36	1537	36
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5152	100	5159	100	5161	100	5168	100	5174	100	5179	100
Age	4 - 15	871	17	874	17	872	17	874	17	874	17	877	17
	16 - 24	599	12	600	12	598	12	599	12	598	12	600	12
	25 - 34	962	19	965	19	968	19	968	19	971	19	972	19
	35 - 44	905	18	907	18	908	18	908	18	909	18	907	18
	45 - 54	664	13	666	13	666	13	669	13	668	13	667	13
	55 - 64	530	10	527	10	529	10	531	10	532	10	534	10
65 +		621	12	620	12	620	12	619	12	622	12	622	12
Adults	Total	4281	100	4285	100	4289	100	4294	100	4300	100	4302	100
	AB	1241	29	1239	29	1239	29	1242	29	1243	29	1244	29
	C1	1280	30	1282	30	1286	30	1287	30	1287	30	1290	30
	C2	781	18	783	18	782	18	780	18	783	18	780	18
	DE	979	23	981	23	982	23	985	23	987	23	988	23
	Working F/T	2741	64	2746	64	2747	64	2752	64	2756	64	2754	64
	Not Working	1540	36	1539	36	1542	36	1542	36	1544	36	1548	36

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5317	100	5324	100	5329	100	5335	100	5340	100	5348	100
Age												
4 - 15	823	15	826	16	825	15	827	16	827	15	828	15
16 - 24	617	12	618	12	621	12	620	12	619	12	621	12
25 - 34	921	17	919	17	920	17	922	17	923	17	924	17
35 - 44	912	17	910	17	913	17	914	17	913	17	918	17
45 - 54	683	13	688	13	687	13	688	13	691	13	688	13
55 - 64	545	10	546	10	548	10	545	10	547	10	550	10
65 +	816	15	817	15	815	15	819	15	820	15	819	15
Adults												
Total	4494	100	4498	100	4504	100	4508	100	4513	100	4520	100
AB	1188	26	1189	26	1190	26	1193	26	1194	26	1195	26
C1	1429	32	1428	32	1431	32	1433	32	1433	32	1438	32
C2	663	15	666	15	666	15	666	15	667	15	667	15
DE	1214	27	1215	27	1217	27	1216	27	1219	27	1220	27
Working F/T	1550	34	1550	34	1553	34	1554	34	1557	35	1560	35
Not Working	2944	66	2948	66	2951	66	2954	66	2956	65	2960	65

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5350	100	5355	100	5363	100	5369	100	5376	100	5379	100
Age	4 - 15	827	15	828	15	831	15	832	15	832	15	834	16
	16 - 24	621	12	622	12	623	12	623	12	627	12	625	12
	25 - 34	926	17	926	17	926	17	929	17	929	17	931	17
	35 - 44	920	17	919	17	916	17	921	17	917	17	919	17
	45 - 54	688	13	690	13	693	13	691	13	692	13	695	13
	55 - 64	548	10	552	10	552	10	550	10	552	10	551	10
	65 +	820	15	818	15	822	15	823	15	827	15	824	15
Adults	Total	4523	100	4527	100	4532	100	4537	100	4544	100	4545	100
	AB	1194	26	1198	26	1200	26	1199	26	1200	26	1203	26
	C1	1436	32	1439	32	1438	32	1442	32	1444	32	1445	32
	C2	669	15	667	15	669	15	669	15	672	15	673	15
	DE	1224	27	1223	27	1225	27	1227	27	1228	27	1224	27
	Working F/T	1559	34	1559	34	1562	34	1563	34	1566	34	1570	35
	Not Working	2964	66	2968	66	2970	66	2974	66	2978	66	2975	65

South East

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	862	100	863	100	863	100	864	100	865	100	865	100
TV Households	851	99	852	99	853	99	853	99	854	99	855	99

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	866	100	867	100	867	100	868	100	868	100	869	100
TV Households	855	99	856	99	856	99	858	99	858	99	859	99

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		851	100	852	100	853	100	853	100	854	100	855	100
Social Class	AB	180	21	180	21	180	21	180	21	180	21	181	21
	C1	265	31	265	31	266	31	266	31	266	31	266	31
	C2	160	19	160	19	161	19	161	19	161	19	161	19
	DE	246	29	247	29	246	29	246	29	247	29	247	29
Housewife Age	Under 25	42	5	42	5	42	5	41	5	42	5	42	5
	25 - 34	120	14	120	14	120	14	120	14	120	14	120	14
	35 - 44	157	18	157	18	158	19	158	19	158	19	158	18
	45 - 54	141	17	141	17	142	17	142	17	142	17	142	17
	55 - 64	160	19	160	19	160	19	160	19	160	19	160	19
	65 +	231	27	232	27	231	27	232	27	232	27	233	27
Size	1	255	30	255	30	256	30	256	30	256	30	257	30
	2	310	36	311	37	311	36	311	36	311	36	311	36
	3	120	14	120	14	120	14	120	14	121	14	121	14
	4+	166	20	166	19	166	19	166	19	166	19	166	19
Children	Without	622	73	623	73	624	73	624	73	624	73	625	73
	With	229	27	229	27	229	27	229	27	230	27	230	27

Table 2													
TV Households													
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total TV Households	855	100	856	100	856	100	858	100	858	100	859	100	
Social Class	AB	181	21	182	21	181	21	183	21	181	21	182	21
	C1	266	31	266	31	267	31	267	31	267	31	267	31
	C2	161	19	161	19	161	19	161	19	162	19	162	19
	DE	247	29	247	29	247	29	247	29	248	29	248	29
Housewife Age	Under 25	42	5	42	5	43	5	43	5	43	5	43	5
	25 - 34	120	14	121	14	121	14	121	14	121	14	121	14
	35 - 44	158	18	158	18	158	18	158	18	158	18	159	19
	45 - 54	142	17	142	17	142	17	142	17	142	17	143	17
	55 - 64	160	19	160	19	161	19	161	19	161	19	161	19
	65 +	233	27	233	27	231	27	233	27	233	27	232	27
Size	1	255	30	256	30	257	30	257	30	257	30	257	30
	2	312	36	312	36	312	36	312	36	313	36	313	36
	3	121	14	121	14	121	14	121	14	121	14	121	14
	4+	167	20	167	20	166	19	168	20	167	19	168	20
Children	Without	625	73	625	73	626	73	626	73	627	73	627	73
	With	230	27	231	27	230	27	232	27	231	27	232	27

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1885	100	1887	100	1888	100	1889	100	1891	100	1892	100
Age	4 - 9	152	8	152	8	152	8	152	8	152	8	152	8
	10 - 15	160	8	161	9	161	9	161	9	161	9	161	9
	16 - 24	198	11	198	10	198	10	198	10	198	10	199	11
	25 - 34	224	12	224	12	224	12	225	12	225	12	224	12
	35 - 44	284	15	284	15	284	15	284	15	285	15	285	15
	45 - 54	253	13	253	13	253	13	253	13	253	13	254	13
	55 - 64	272	14	272	14	272	14	272	14	273	14	273	14
	65 +	342	18	343	18	344	18	344	18	344	18	344	18
Adults	Total	1573	100	1574	100	1575	100	1576	100	1578	100	1579	100
	AB	353	22	353	22	354	22	353	22	354	22	354	22
	C1	489	31	489	31	489	31	490	31	490	31	491	31
	C2	329	21	329	21	329	21	330	21	330	21	330	21
	DE	402	26	403	26	403	26	403	26	404	26	404	26

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1893	100	1895	100	1896	100	1898	100	1899	100	1900	100
Age	4 - 9	152	8	153	8	153	8	153	8	152	8	152	8
	10 - 15	161	9	161	8	161	8	161	8	162	9	162	9
	16 - 24	199	11	199	11	199	10	200	11	199	10	199	10
	25 - 34	225	12	225	12	225	12	225	12	226	12	226	12
	35 - 44	285	15	285	15	286	15	286	15	286	15	287	15
	45 - 54	254	13	254	13	254	13	254	13	255	13	254	13
	55 - 64	273	14	273	14	273	14	274	14	274	14	274	14
	65 +	344	18	345	18	345	18	345	18	345	18	346	18
Adults	Total	1580	100	1581	100	1582	100	1584	100	1585	100	1586	100
	AB	354	22	355	22	354	22	355	22	356	22	356	22
	C1	491	31	491	31	492	31	492	31	492	31	492	31
	C2	331	21	331	21	331	21	332	21	332	21	332	21
	DE	404	26	404	26	405	26	405	26	405	26	406	26

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		894	100	895	100	895	100	896	100	897	100	897	100
Age	4 - 15	157	18	158	18	157	18	157	18	158	18	157	18
	16 - 24	97	11	97	11	97	11	97	11	97	11	98	11
	25 - 34	105	12	105	12	105	12	106	12	106	12	105	12
	35 - 44	136	15	136	15	136	15	136	15	136	15	137	15
	45 - 54	124	14	124	14	124	14	124	14	124	14	124	14
	55 - 64	131	15	131	15	131	15	131	15	132	15	132	15
	65 +	144	16	144	16	145	16	145	16	144	16	144	16
Adults	Total	737	100	737	100	738	100	739	100	739	100	740	100
	AB	177	24	177	24	177	24	177	24	178	24	178	24
	C1	217	29	217	29	217	29	218	29	217	29	218	29
	C2	173	23	173	23	174	24	174	24	174	24	173	23
	DE	170	23	170	23	170	23	170	23	170	23	171	23
	Working F/T	458	62	458	62	459	62	459	62	460	62	460	62
	Not Working	279	38	279	38	279	38	280	38	279	38	280	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		897	100	898	100	899	100	900	100	900	100	901	100
Age	4 - 15	157	18	158	18	158	18	158	18	158	18	158	18
	16 - 24	97	11	97	11	97	11	97	11	97	11	97	11
	25 - 34	106	12	106	12	106	12	106	12	106	12	106	12
	35 - 44	137	15	137	15	137	15	138	15	137	15	137	15
	45 - 54	124	14	124	14	124	14	124	14	125	14	125	14
	55 - 64	132	15	131	15	132	15	132	15	132	15	132	15
65 +		144	16	145	16	145	16	145	16	145	16	146	16
Adults	Total	740	100	740	100	741	100	742	100	742	100	743	100
	AB	177	24	178	24	178	24	178	24	179	24	179	24
	C1	218	29	218	29	218	29	218	29	218	29	218	29
	C2	174	24	174	24	174	24	175	24	174	23	175	24
	DE	171	23	170	23	171	23	171	23	171	23	171	23
	Working F/T	460	62	461	62	461	62	461	62	461	62	462	62
	Not Working	280	38	279	38	280	38	281	38	281	38	281	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	991	100	992	100	993	100	993	100	994	100	995	100
Age												
4 - 15	155	16	155	16	156	16	156	16	155	16	156	16
16 - 24	101	10	101	10	101	10	101	10	101	10	101	10
25 - 34	119	12	119	12	119	12	119	12	119	12	119	12
35 - 44	148	15	148	15	148	15	148	15	149	15	148	15
45 - 54	129	13	129	13	129	13	129	13	129	13	130	13
55 - 64	141	14	141	14	141	14	141	14	141	14	141	14
65 +	198	20	199	20	199	20	199	20	200	20	200	20
Adults												
Total	836	100	837	100	837	100	837	100	839	100	839	100
AB	176	21	176	21	177	21	176	21	176	21	176	21
C1	272	33	272	32	272	32	272	32	273	33	273	33
C2	156	19	156	19	155	19	156	19	156	19	157	19
DE	232	28	233	28	233	28	233	28	234	28	233	28
Working F/T	244	29	244	29	244	29	245	29	244	29	245	29
Not Working	592	71	593	71	593	71	592	71	595	71	594	71

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		996	100	997	100	997	100	998	100	999	100	999	100
Age	4 - 15	156	16	156	16	156	16	156	16	156	16	156	16
	16 - 24	102	10	102	10	102	10	103	10	102	10	102	10
	25 - 34	119	12	119	12	119	12	119	12	120	12	120	12
	35 - 44	148	15	148	15	149	15	148	15	149	15	150	15
	45 - 54	130	13	130	13	130	13	130	13	130	13	129	13
	55 - 64	141	14	142	14	141	14	142	14	142	14	142	14
	65 +	200	20	200	20	200	20	200	20	200	20	200	20
Adults	Total	840	100	841	100	841	100	842	100	843	100	843	100
	AB	177	21	177	21	176	21	177	21	177	21	177	21
	C1	273	33	273	32	274	33	274	33	274	33	274	33
	C2	157	19	157	19	157	19	157	19	158	19	157	19
	DE	233	28	234	28	234	28	234	28	234	28	235	28
	Working F/T	245	29	245	29	245	29	246	29	247	29	246	29
	Not Working	595	71	596	71	596	71	596	71	596	71	597	71

Midlands

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3397	100	3399	100	3401	100	3403	100	3405	100	3407	100
TV Households	3335	98	3336	98	3339	98	3340	98	3342	98	3345	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3410	100	3412	100	3414	100	3416	100	3418	100	3420	100
TV Households	3347	98	3349	98	3351	98	3353	98	3355	98	3357	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3335	100	3336	100	3339	100	3340	100	3342	100	3345	100
Social Class	AB	603	18	602	18	602	18	603	18	603	18	603	18
	C1	870	26	871	26	871	26	872	26	873	26	873	26
	C2	632	19	632	19	633	19	633	19	634	19	634	19
	DE	1230	37	1231	37	1233	37	1232	37	1232	37	1235	37
Housewife Age	Under 25	180	5	180	5	181	5	181	5	180	5	181	5
	25 - 34	536	16	537	16	537	16	537	16	538	16	538	16
	35 - 44	672	20	672	20	673	20	673	20	674	20	674	20
	45 - 54	577	17	578	17	578	17	578	17	579	17	579	17
	55 - 64	537	16	537	16	538	16	538	16	538	16	539	16
	65 +	833	25	832	25	832	25	833	25	833	25	834	25
Size	1	956	29	956	29	956	29	957	29	957	29	959	29
	2	1186	36	1187	36	1188	36	1189	36	1189	36	1190	36
	3	530	16	530	16	530	16	531	16	531	16	531	16
	4+	663	20	663	20	665	20	663	20	665	20	665	20
Children	Without	2417	72	2417	72	2419	72	2420	72	2422	72	2424	72
	With	918	28	919	28	920	28	920	28	920	28	921	28

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3347	100	3349	100	3351	100	3353	100	3355	100	3357	100
Social Class	AB	604	18	604	18	605	18	605	18	605	18	606	18
	C1	874	26	874	26	875	26	875	26	876	26	876	26
	C2	634	19	635	19	635	19	636	19	636	19	636	19
	DE	1235	37	1236	37	1236	37	1237	37	1238	37	1239	37
Housewife Age	Under 25	181	5	181	5	182	5	182	5	182	5	181	5
	25 - 34	538	16	539	16	539	16	539	16	540	16	540	16
	35 - 44	675	20	675	20	675	20	676	20	676	20	677	20
	45 - 54	579	17	580	17	580	17	580	17	581	17	581	17
	55 - 64	539	16	539	16	540	16	540	16	540	16	541	16
	65 +	835	25	835	25	835	25	836	25	836	25	837	25
Size	1	958	29	959	29	960	29	960	29	960	29	961	29
	2	1191	36	1191	36	1192	36	1193	36	1194	36	1194	36
	3	532	16	532	16	532	16	533	16	533	16	533	16
	4+	666	20	667	20	667	20	667	20	668	20	669	20
Children	Without	2425	72	2427	72	2428	72	2429	72	2431	72	2432	72
	With	922	28	922	28	923	28	924	28	924	28	925	28

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7509	100	7513	100	7518	100	7523	100	7527	100	7532	100
Age	4 - 9	585	8	585	8	586	8	587	8	587	8	588	8
	10 - 15	657	9	657	9	657	9	658	9	658	9	658	9
	16 - 24	878	12	878	12	879	12	879	12	880	12	880	12
	25 - 34	993	13	994	13	994	13	995	13	995	13	996	13
	35 - 44	1201	16	1202	16	1203	16	1203	16	1205	16	1205	16
	45 - 54	1014	14	1015	14	1015	14	1016	14	1016	14	1018	14
	55 - 64	943	13	944	13	945	13	945	13	946	13	946	13
	65 +	1238	16	1238	16	1239	16	1240	16	1240	16	1241	16
Adults	Total	6267	100	6271	100	6275	100	6278	100	6282	100	6286	100
	AB	1202	19	1203	19	1204	19	1204	19	1205	19	1206	19
	C1	1702	27	1703	27	1704	27	1705	27	1706	27	1707	27
	C2	1311	21	1311	21	1312	21	1313	21	1314	21	1314	21
	DE	2052	33	2054	33	2055	33	2056	33	2057	33	2059	33

Table 3 All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7537	100	7541	100	7546	100	7551	100	7555	100	7560	100
Age	4 - 9	588	8	588	8	588	8	589	8	589	8	589	8
	10 - 15	659	9	659	9	660	9	660	9	661	9	661	9
	16 - 24	880	12	881	12	882	12	882	12	883	12	884	12
	25 - 34	997	13	998	13	998	13	999	13	999	13	999	13
	35 - 44	1207	16	1206	16	1208	16	1209	16	1209	16	1211	16
	45 - 54	1018	14	1018	13	1019	14	1019	13	1020	14	1020	13
	55 - 64	947	13	948	13	948	13	949	13	949	13	950	13
	65 +	1241	16	1243	16	1243	16	1244	16	1245	16	1246	16
Adults	Total	6290	100	6294	100	6298	100	6302	100	6305	100	6310	100
	AB	1207	19	1208	19	1208	19	1209	19	1210	19	1211	19
	C1	1708	27	1709	27	1710	27	1711	27	1712	27	1713	27
	C2	1316	21	1316	21	1318	21	1318	21	1319	21	1320	21
	DE	2059	33	2061	33	2062	33	2064	33	2064	33	2066	33

Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3675	100	3677	100	3680	100	3682	100	3684	100	3687	100
Age	4 - 15	630	17	630	17	630	17	631	17	631	17	632	17
	16 - 24	446	12	446	12	446	12	446	12	447	12	447	12
	25 - 34	493	13	493	13	494	13	494	13	494	13	495	13
	35 - 44	593	16	593	16	594	16	594	16	595	16	595	16
	45 - 54	503	14	504	14	504	14	504	14	504	14	505	14
	55 - 64	470	13	471	13	471	13	471	13	472	13	471	13
65 +		540	15	540	15	541	15	542	15	541	15	542	15
Adults													
Total		3045	100	3047	100	3050	100	3051	100	3053	100	3055	100
AB		603	20	604	20	604	20	605	20	605	20	606	20
C1		817	27	817	27	818	27	818	27	819	27	819	27
C2		704	23	704	23	705	23	705	23	705	23	705	23
DE		921	30	922	30	923	30	923	30	924	30	925	30
Working F/T		1867	61	1869	61	1871	61	1871	61	1873	61	1874	61
Not Working		1178	39	1178	39	1179	39	1180	39	1180	39	1181	39

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3689	100	3691	100	3693	100	3696	100	3698	100	3700	100
Age	4 - 15	632	17	632	17	633	17	633	17	634	17	634	17
	16 - 24	447	12	447	12	448	12	448	12	448	12	449	12
	25 - 34	495	13	496	13	496	13	496	13	496	13	496	13
	35 - 44	597	16	595	16	596	16	597	16	597	16	598	16
	45 - 54	505	14	505	14	506	14	506	14	506	14	506	14
	55 - 64	472	13	473	13	473	13	473	13	473	13	473	13
	65 +	541	15	543	15	541	15	543	15	544	15	544	15
Adults	Total	3057	100	3059	100	3060	100	3063	100	3064	100	3066	100
	AB	606	20	607	20	607	20	607	20	607	20	608	20
	C1	820	27	820	27	820	27	821	27	822	27	822	27
	C2	707	23	706	23	707	23	708	23	708	23	708	23
	DE	924	30	926	30	926	30	927	30	927	30	928	30
	Working F/T	1875	61	1876	61	1877	61	1878	61	1879	61	1880	61
	Not Working	1182	39	1183	39	1183	39	1185	39	1185	39	1186	39

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Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3848	100	3850	100	3853	100	3855	100	3857	100	3860	100
Age													
4 - 15		615	16	615	16	615	16	616	16	616	16	616	16
16 - 24		433	11	434	11	434	11	434	11	435	11	435	11
25 - 34		502	13	502	13	502	13	503	13	503	13	503	13
35 - 44		610	16	611	16	612	16	612	16	612	16	613	16
45 - 54		513	13	513	13	513	13	513	13	514	13	514	13
55 - 64		475	12	475	12	475	12	476	12	476	12	477	12
65 +		700	18	700	18	702	18	701	18	701	18	702	18
Adults													
Total		3233	100	3235	100	3238	100	3239	100	3241	100	3244	100
AB		601	19	601	19	601	19	602	19	603	19	603	19
C1		888	27	889	27	890	27	890	27	890	27	891	27
C2		609	19	610	19	611	19	610	19	611	19	612	19
DE		1135	35	1135	35	1136	35	1137	35	1137	35	1138	35
Working F/T		974	30	975	30	975	30	976	30	976	30	978	30
Not Working		2259	70	2260	70	2263	70	2263	70	2265	70	2266	70

East

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1766	100	1768	100	1769	100	1770	100	1772	100	1773	100
TV Households	1729	98	1731	98	1732	98	1733	98	1735	98	1736	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1774	100	1776	100	1777	100	1778	100	1780	100	1781	100
TV Households	1737	98	1738	98	1740	98	1741	98	1742	98	1744	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1729	100	1731	100	1732	100	1733	100	1735	100	1736	100
Social Class	AB	338	20	339	20	339	20	339	20	340	20	340	20
	C1	490	28	490	28	490	28	491	28	491	28	491	28
	C2	334	19	335	19	335	19	335	19	335	19	336	19
	DE	567	33	567	33	568	33	568	33	569	33	569	33
Housewife Age	Under 25	85	5	86	5	85	5	86	5	86	5	86	5
	25 - 34	265	15	265	15	266	15	266	15	266	15	266	15
	35 - 44	347	20	347	20	348	20	348	20	348	20	348	20
	45 - 54	303	18	303	18	303	17	303	17	304	18	304	18
	55 - 64	297	17	297	17	298	17	298	17	298	17	298	17
	65 +	432	25	433	25	432	25	432	25	433	25	434	25
Size	1	483	28	484	28	484	28	485	28	485	28	485	28
	2	654	38	654	38	655	38	655	38	656	38	656	38
	3	256	15	256	15	256	15	256	15	257	15	257	15
	4+	336	19	337	19	337	19	337	19	337	19	338	19
Children	Without	1281	74	1282	74	1283	74	1284	74	1285	74	1286	74
	With	448	26	449	26	449	26	449	26	450	26	450	26

Table 2													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1737	100	1738	100	1740	100	1741	100	1742	100	1744	100
Social Class	AB	340	20	340	20	340	20	341	20	341	20	341	20
	C1	492	28	492	28	493	28	493	28	493	28	494	28
	C2	336	19	336	19	336	19	337	19	337	19	337	19
	DE	569	33	570	33	571	33	570	33	571	33	572	33
Housewife Age	Under 25	86	5	85	5	86	5	86	5	86	5	87	5
	25 - 34	266	15	267	15	267	15	267	15	267	15	267	15
	35 - 44	349	20	349	20	349	20	349	20	350	20	350	20
	45 - 54	304	18	304	17	305	18	305	18	305	18	305	17
	55 - 64	298	17	299	17	299	17	299	17	299	17	300	17
	65 +	434	25	434	25	434	25	435	25	435	25	435	25
Size	1	486	28	486	28	487	28	486	28	486	28	488	28
	2	657	38	657	38	658	38	658	38	659	38	659	38
	3	257	15	257	15	257	15	258	15	258	15	258	15
	4+	337	19	338	19	338	19	339	19	339	19	339	19
Children	Without	1286	74	1287	74	1289	74	1289	74	1290	74	1292	74
	With	451	26	451	26	451	26	452	26	452	26	452	26

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3865	100	3868	100	3871	100	3874	100	3877	100	3880	100
Age	4 - 9	298	8	298	8	298	8	298	8	299	8	299	8
	10 - 15	310	8	310	8	311	8	311	8	311	8	311	8
	16 - 24	414	11	415	11	415	11	415	11	416	11	416	11
	25 - 34	497	13	497	13	497	13	498	13	498	13	499	13
	35 - 44	617	16	617	16	618	16	618	16	618	16	619	16
	45 - 54	546	14	547	14	547	14	548	14	548	14	548	14
	55 - 64	519	13	519	13	520	13	520	13	521	13	521	13
	65 +	664	17	665	17	665	17	666	17	666	17	667	17
Adults	Total	3257	100	3260	100	3262	100	3265	100	3267	100	3270	100
	AB	691	21	691	21	692	21	692	21	693	21	694	21
	C1	938	29	939	29	939	29	940	29	941	29	941	29
	C2	696	21	697	21	698	21	698	21	699	21	700	21
	DE	932	29	933	29	933	29	935	29	934	29	935	29

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3883	100	3886	100	3889	100	3892	100	3894	100	3897	100
Age	4 - 9	299	8	299	8	300	8	300	8	300	8	300	8
	10 - 15	311	8	312	8	312	8	312	8	312	8	312	8
	16 - 24	416	11	417	11	417	11	418	11	418	11	418	11
	25 - 34	500	13	499	13	500	13	500	13	500	13	501	13
	35 - 44	619	16	620	16	620	16	620	16	622	16	622	16
	45 - 54	550	14	549	14	550	14	550	14	550	14	551	14
	55 - 64	521	13	522	13	522	13	523	13	523	13	523	13
	65 +	667	17	668	17	668	17	669	17	669	17	670	17
Adults	Total	3273	100	3275	100	3277	100	3280	100	3282	100	3285	100
	AB	694	21	694	21	695	21	696	21	696	21	696	21
	C1	942	29	943	29	944	29	944	29	945	29	946	29
	C2	700	21	701	21	701	21	702	21	702	21	703	21
	DE	937	29	937	29	937	29	938	29	939	29	940	29

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1905	100	1907	100	1908	100	1910	100	1911	100	1913	100
Age	4 - 15	312	16	312	16	312	16	313	16	313	16	313	16
	16 - 24	216	11	217	11	217	11	217	11	217	11	217	11
	25 - 34	243	13	243	13	243	13	244	13	244	13	245	13
	35 - 44	311	16	310	16	311	16	311	16	311	16	312	16
	45 - 54	271	14	272	14	272	14	272	14	272	14	272	14
	55 - 64	255	13	255	13	256	13	256	13	256	13	256	13
	65 +	297	16	298	16	297	16	297	16	298	16	298	16
Adults		1593	100	1595	100	1596	100	1597	100	1598	100	1600	100
Total		350	22	349	22	350	22	350	22	350	22	351	22
AB		439	28	440	28	440	28	440	28	441	28	441	28
C1		374	23	375	24	375	23	375	23	376	24	376	24
C2		430	27	431	27	431	27	432	27	431	27	432	27
DE		1024	64	1025	64	1026	64	1026	64	1027	64	1028	64
Working F/T		569	36	570	36	570	36	571	36	571	36	572	36
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1914	100	1915	100	1917	100	1918	100	1920	100	1921	100
Age	4 - 15	313	16	313	16	314	16	314	16	314	16	314	16
	16 - 24	217	11	218	11	218	11	218	11	219	11	218	11
	25 - 34	245	13	244	13	244	13	245	13	245	13	246	13
	35 - 44	311	16	312	16	312	16	312	16	313	16	313	16
	45 - 54	274	14	273	14	273	14	273	14	273	14	274	14
	55 - 64	256	13	257	13	257	13	257	13	257	13	257	13
65 +		298	16	298	16	299	16	299	16	299	16	299	16
Adults	Total	1601	100	1602	100	1603	100	1604	100	1606	100	1607	100
	AB	351	22	351	22	352	22	352	22	352	22	352	22
	C1	441	28	442	28	442	28	442	28	443	28	443	28
	C2	376	23	377	24	377	24	377	24	377	23	378	24
	DE	433	27	432	27	432	27	433	27	434	27	434	27
	Working F/T	1029	64	1029	64	1030	64	1031	64	1032	64	1033	64
	Not Working	572	36	573	36	573	36	573	36	574	36	574	36

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1960	100	1961	100	1963	100	1964	100	1966	100	1967	100
Age	296	15	296	15	297	15	296	15	297	15	297	15
4 - 15	198	10	198	10	198	10	198	10	199	10	199	10
16 - 24	254	13	254	13	254	13	254	13	254	13	254	13
25 - 34	306	16	307	16	307	16	307	16	307	16	307	16
35 - 44	275	14	275	14	275	14	276	14	276	14	276	14
45 - 54	264	13	264	13	264	13	264	13	265	13	265	13
55 - 64	367	19	367	19	368	19	369	19	368	19	369	19
65 +												
Adults	1664	100	1665	100	1666	100	1668	100	1669	100	1670	100
Total	341	20	342	21	342	21	342	21	343	21	343	21
AB	499	30	499	30	499	30	500	30	500	30	500	30
C1	322	19	322	19	323	19	323	19	323	19	324	19
C2	502	30	502	30	502	30	503	30	503	30	503	30
DE	510	31	510	31	510	31	511	31	511	31	512	31
Working F/T	1154	69	1155	69	1156	69	1157	69	1158	69	1158	69
Not Working												

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1969	100	1971	100	1972	100	1974	100	1974	100	1976	100
Age	4 - 15	297	15	298	15	298	15	298	15	298	15	298	15
	16 - 24	199	10	199	10	199	10	200	10	199	10	200	10
	25 - 34	255	13	255	13	256	13	255	13	255	13	255	13
	35 - 44	308	16	308	16	308	16	308	16	309	16	309	16
	45 - 54	276	14	276	14	277	14	277	14	277	14	277	14
	55 - 64	265	13	265	13	265	13	266	13	266	13	266	13
65 +		369	19	370	19	369	19	370	19	370	19	371	19
Adults	Total	1672	100	1673	100	1674	100	1676	100	1676	100	1678	100
	AB	343	21	343	21	343	20	344	21	344	21	344	21
	C1	501	30	501	30	502	30	502	30	502	30	503	30
	C2	324	19	324	19	324	19	325	19	325	19	325	19
	DE	504	30	505	30	505	30	505	30	505	30	506	30
	Working F/T	513	31	513	31	513	31	513	31	513	31	514	31
	Not Working	1159	69	1160	69	1161	69	1163	69	1163	69	1164	69

West

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	937	100	938	100	939	100	939	100	940	100	941	100
TV Households	920	98	920	98	921	98	922	98	923	98	923	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	942	100	942	100	943	100	944	100	945	100	945	100
TV Households	924	98	925	98	926	98	926	98	927	98	928	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		920	100	920	100	921	100	922	100	923	100	923	100
Social Class	AB	131	14	131	14	130	14	131	14	131	14	131	14
	C1	281	31	281	31	282	31	282	31	282	31	282	31
	C2	197	21	197	21	197	21	197	21	197	21	198	21
	DE	311	34	311	34	312	34	312	34	313	34	312	34
Housewife Age	Under 25	44	5	44	5	44	5	44	5	44	5	44	5
	25 - 34	154	17	154	17	154	17	154	17	155	17	155	17
	35 - 44	188	20	188	20	188	20	188	20	188	20	189	20
	45 - 54	156	17	156	17	156	17	156	17	156	17	156	17
	55 - 64	152	17	152	17	153	17	153	17	153	17	153	17
	65 +	226	25	226	25	226	25	227	25	227	25	226	24
Size	1	268	29	268	29	268	29	268	29	270	29	269	29
	2	344	37	344	37	345	37	345	37	345	37	345	37
	3	135	15	135	15	135	15	135	15	135	15	136	15
	4+	173	19	173	19	173	19	174	19	173	19	173	19
Children	Without	693	75	693	75	694	75	695	75	695	75	696	75
	With	227	25	227	25	227	25	227	25	228	25	227	25

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		924	100	925	100	926	100	926	100	927	100	928	100
Social Class	AB	131	14	131	14	132	14	132	14	132	14	132	14
	C1	282	31	283	31	283	31	283	31	283	31	284	31
	C2	198	21	198	21	198	21	198	21	198	21	199	21
	DE	313	34	313	34	313	34	313	34	314	34	313	34
Housewife Age	Under 25	44	5	44	5	44	5	44	5	44	5	44	5
	25 - 34	155	17	155	17	155	17	155	17	155	17	155	17
	35 - 44	189	20	189	20	189	20	189	20	189	20	189	20
	45 - 54	156	17	157	17	157	17	157	17	157	17	157	17
	55 - 64	153	17	153	17	153	17	153	17	154	17	154	17
	65 +	227	25	227	25	228	25	228	25	228	25	229	25
Size	1	269	29	269	29	270	29	270	29	270	29	271	29
	2	346	37	346	37	346	37	346	37	347	37	347	37
	3	136	15	136	15	136	15	136	15	136	15	136	15
	4+	173	19	174	19	174	19	174	19	174	19	174	19
Children	Without	696	75	697	75	698	75	698	75	698	75	699	75
	With	228	25	228	25	228	25	228	25	229	25	229	25

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2039	100	2040	100	2042	100	2044	100	2045	100	2047	100
Age	4 - 9	152	7	152	7	152	7	152	7	152	7	152	7
	10 - 15	162	8	163	8	163	8	163	8	163	8	164	8
	16 - 24	218	11	218	11	218	11	219	11	219	11	219	11
	25 - 34	276	14	275	13	276	14	276	14	276	13	277	14
	35 - 44	334	16	334	16	334	16	335	16	335	16	334	16
	45 - 54	279	14	279	14	279	14	279	14	279	14	280	14
	55 - 64	275	13	275	13	276	14	276	14	276	13	276	13
65 +	343	17	344	17	344	17	344	17	345	17	345	17	
Adults	Total	1725	100	1725	100	1727	100	1729	100	1730	100	1731	100
	AB	265	15	266	15	266	15	266	15	267	15	267	15
	C1	564	33	564	33	564	33	565	33	565	33	565	33
	C2	388	22	388	22	388	22	389	22	389	22	389	22
	DE	508	29	507	29	509	29	509	29	509	29	510	29

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2049	100	2050	100	2052	100	2053	100	2055	100	2057	100
Age	4 - 9	152	7	152	7	152	7	152	7	153	7	153	7
	10 - 15	164	8	164	8	164	8	164	8	164	8	164	8
	16 - 24	219	11	219	11	220	11	220	11	220	11	220	11
	25 - 34	277	14	277	14	277	13	277	13	277	13	278	14
	35 - 44	335	16	336	16	336	16	336	16	337	16	337	16
	45 - 54	280	14	279	14	280	14	281	14	281	14	281	14
	55 - 64	276	13	277	14	277	13	277	13	277	13	277	13
	65 +	346	17	346	17	346	17	346	17	346	17	347	17
Adults	Total	1733	100	1734	100	1736	100	1737	100	1738	100	1740	100
	AB	267	15	267	15	267	15	267	15	268	15	268	15
	C1	566	33	567	33	567	33	568	33	568	33	568	33
	C2	390	23	390	22	390	22	391	23	391	22	391	22
	DE	510	29	510	29	512	29	511	29	511	29	513	29

Table4a Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		996	100	997	100	998	100	999	100	999	100	1000	100
Age	4 - 15	163	16	164	16	164	16	164	16	163	16	164	16
	16 - 24	112	11	112	11	113	11	113	11	113	11	112	11
	25 - 34	134	13	134	13	134	13	134	13	134	13	135	14
	35 - 44	165	17	164	16	164	16	165	17	165	17	165	17
	45 - 54	135	14	136	14	135	14	135	14	135	14	135	14
	55 - 64	137	14	137	14	138	14	137	14	138	14	138	14
	65 +	150	15	150	15	150	15	151	15	151	15	151	15
Adults	Total	833	100	833	100	834	100	835	100	836	100	836	100
	AB	132	16	132	16	132	16	133	16	133	16	133	16
	C1	270	32	270	32	270	32	270	32	270	32	270	32
	C2	199	24	199	24	199	24	199	24	200	24	200	24
	DE	232	28	232	28	233	28	233	28	233	28	233	28
	Working F/T	513	62	514	62	514	62	515	62	515	62	515	62
	Not Working	320	38	319	38	320	38	320	38	321	38	321	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1001	100	1002	100	1003	100	1003	100	1004	100	1005	100
Age	4 - 15	164	16	164	16	164	16	164	16	165	16	165	16
	16 - 24	113	11	113	11	113	11	113	11	113	11	114	11
	25 - 34	135	13	135	13	135	13	135	13	135	13	135	13
	35 - 44	165	16	165	16	166	17	166	17	165	16	166	17
	45 - 54	135	13	135	13	135	13	136	14	136	14	136	14
	55 - 64	138	14	139	14	138	14	138	14	138	14	138	14
	65 +	151	15	151	15	152	15	151	15	152	15	151	15
Adults		837	100	838	100	839	100	839	100	839	100	840	100
Total		133	16	133	16	133	16	133	16	134	16	134	16
AB		270	32	271	32	271	32	271	32	271	32	271	32
C1		200	24	200	24	200	24	201	24	201	24	201	24
C2		234	28	234	28	235	28	234	28	233	28	234	28
DE		516	62	516	62	516	62	517	62	517	62	518	62
Working F/T		321	38	322	38	323	38	322	38	322	38	322	38
Not Working													

Table4b													
Female Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1043	100	1043	100	1044	100	1045	100	1046	100	1047	100
Age	4 - 15	151	14	151	14	151	14	151	14	152	15	152	15
	16 - 24	106	10	106	10	105	10	106	10	106	10	107	10
	25 - 34	142	14	141	14	142	14	142	14	142	14	142	14
	35 - 44	169	16	170	16	170	16	170	16	170	16	169	16
	45 - 54	144	14	143	14	144	14	144	14	144	14	145	14
	55 - 64	138	13	138	13	138	13	139	13	138	13	138	13
65 +		193	19	194	19	194	19	193	18	194	19	194	19
Adults	Total	892	100	892	100	893	100	894	100	894	100	895	100
	AB	133	15	134	15	134	15	133	15	134	15	134	15
	C1	294	33	294	33	294	33	295	33	295	33	295	33
	C2	189	21	189	21	189	21	190	21	189	21	189	21
	DE	276	31	275	31	276	31	276	31	276	31	277	31
	Working F/T	239	27	238	27	239	27	239	27	239	27	239	27
	Not Working	653	73	654	73	654	73	655	73	655	73	656	73

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1048	100	1048	100	1049	100	1050	100	1051	100	1052	100
Age	4 - 15	152	15	152	15	152	14	152	14	152	14	152	14
	16 - 24	106	10	106	10	107	10	107	10	107	10	106	10
	25 - 34	142	14	142	14	142	14	142	14	142	14	143	14
	35 - 44	170	16	171	16	170	16	170	16	172	16	171	16
	45 - 54	145	14	144	14	145	14	145	14	145	14	145	14
	55 - 64	138	13	138	13	139	13	139	13	139	13	139	13
65 +		195	19	195	19	194	18	195	19	194	18	196	19
Adults	Total	896	100	896	100	897	100	898	100	899	100	900	100
	AB	134	15	134	15	134	15	134	15	134	15	134	15
	C1	296	33	296	33	296	33	297	33	297	33	297	33
	C2	190	21	190	21	190	21	190	21	190	21	190	21
	DE	276	31	276	31	277	31	277	31	278	31	279	31
	Working F/T	240	27	240	27	241	27	240	27	241	27	240	27
	Not Working	656	73	656	73	656	73	658	73	658	73	660	73

South West

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	806	100	806	100	807	100	807	100	808	100	809	100
TV Households	791	98	792	98	792	98	792	98	794	98	794	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	809	100	810	100	811	100	811	100	812	100	812	100
TV Households	795	98	795	98	796	98	796	98	797	98	798	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		791	100	792	100	792	100	792	100	794	100	794	100
Social Class	AB	155	20	156	20	155	20	156	20	156	20	157	20
	C1	237	30	237	30	238	30	238	30	238	30	238	30
	C2	168	21	168	21	168	21	168	21	168	21	168	21
	DE	231	29	231	29	231	29	230	29	232	29	231	29
Housewife Age	Under 25	34	4	34	4	34	4	34	4	34	4	35	4
	25 - 34	105	13	105	13	105	13	105	13	105	13	105	13
	35 - 44	144	18	144	18	144	18	144	18	144	18	145	18
	45 - 54	140	18	140	18	140	18	140	18	140	18	140	18
	55 - 64	141	18	141	18	141	18	141	18	141	18	141	18
	65 +	227	29	228	29	228	29	228	29	230	29	228	29
Size	1	236	30	237	30	237	30	237	30	237	30	237	30
	2	303	38	303	38	303	38	303	38	304	38	304	38
	3	107	14	107	14	107	14	107	14	107	13	107	13
	4+	145	18	145	18	145	18	145	18	146	18	146	18
Children	Without	591	75	592	75	592	75	592	75	594	75	593	75
	With	200	25	200	25	200	25	200	25	200	25	201	25

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		795	100	795	100	796	100	796	100	797	100	798	100
Social Class	AB	156	20	157	20	156	20	156	20	157	20	157	20
	C1	238	30	238	30	239	30	239	30	239	30	239	30
	C2	168	21	168	21	169	21	169	21	169	21	169	21
	DE	233	29	232	29	232	29	232	29	232	29	233	29
Housewife Age	Under 25	34	4	34	4	33	4	33	4	34	4	34	4
	25 - 34	105	13	106	13	106	13	106	13	106	13	106	13
	35 - 44	145	18	145	18	145	18	145	18	145	18	145	18
	45 - 54	140	18	140	18	141	18	141	18	141	18	141	18
	55 - 64	141	18	141	18	142	18	142	18	142	18	142	18
	65 +	230	29	229	29	229	29	229	29	229	29	230	29
Size	1	238	30	238	30	238	30	238	30	239	30	240	30
	2	304	38	304	38	305	38	305	38	305	38	305	38
	3	107	13	107	13	107	13	107	13	107	13	107	13
	4+	146	18	146	18	146	18	146	18	146	18	146	18
Children	Without	594	75	594	75	595	75	595	75	596	75	596	75
	With	201	25	201	25	201	25	201	25	201	25	202	25

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1735	100	1736	100	1738	100	1739	100	1740	100	1742	100
Age	4 - 9	137	8	137	8	137	8	137	8	137	8	137	8
	10 - 15	146	8	146	8	147	8	147	8	146	8	147	8
	16 - 24	165	10	165	10	165	9	165	9	165	9	165	9
	25 - 34	197	11	197	11	198	11	198	11	199	11	199	11
	35 - 44	256	15	256	15	256	15	256	15	256	15	256	15
	45 - 54	246	14	247	14	247	14	247	14	248	14	248	14
	55 - 64	237	14	237	14	237	14	237	14	237	14	237	14
	65 +	351	20	351	20	351	20	352	20	352	20	353	20
Adults	Total	1452	100	1453	100	1454	100	1455	100	1457	100	1458	100
	AB	311	21	312	21	311	21	312	21	312	21	312	21
	C1	437	30	437	30	438	30	438	30	439	30	439	30
	C2	340	23	340	23	341	23	341	23	341	23	342	23
	DE	364	25	364	25	364	25	364	25	365	25	365	25

Table 3 All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1743	100	1744	100	1746	100	1747	100	1748	100	1750	100
Age	4 - 9	137	8	137	8	138	8	138	8	138	8	138	8
	10 - 15	147	8	147	8	147	8	147	8	147	8	148	8
	16 - 24	165	9	165	9	166	10	166	10	166	9	166	9
	25 - 34	199	11	199	11	199	11	199	11	199	11	199	11
	35 - 44	257	15	257	15	257	15	257	15	258	15	258	15
	45 - 54	247	14	248	14	248	14	248	14	249	14	249	14
	55 - 64	238	14	238	14	238	14	238	14	238	14	239	14
	65 +	353	20	353	20	353	20	354	20	353	20	353	20
Adults	Total	1459	100	1460	100	1461	100	1462	100	1463	100	1464	100
	AB	313	21	313	21	313	21	314	21	314	21	314	21
	C1	439	30	439	30	440	30	439	30	440	30	441	30
	C2	342	23	343	23	342	23	343	23	343	23	343	23
	DE	365	25	365	25	366	25	366	25	366	25	366	25

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		846	100	847	100	848	100	848	100	849	100	850	100
Age	4 - 15	141	17	141	17	142	17	142	17	142	17	142	17
	16 - 24	88	10	88	10	88	10	88	10	88	10	88	10
	25 - 34	97	11	97	11	97	11	97	11	97	11	98	12
	35 - 44	127	15	127	15	127	15	127	15	127	15	127	15
	45 - 54	124	15	125	15	125	15	125	15	126	15	125	15
	55 - 64	112	13	111	13	112	13	111	13	111	13	112	13
	65 +	157	19	158	19	157	19	158	19	158	19	158	19
Adults	Total	705	100	706	100	706	100	706	100	707	100	708	100
	AB	161	23	161	23	161	23	160	23	161	23	161	23
	C1	207	29	207	29	207	29	208	29	208	29	208	29
	C2	178	25	179	25	179	25	179	25	179	25	180	25
	DE	159	23	159	23	159	23	159	23	159	22	159	22
	Working F/T	413	59	413	58	413	58	413	58	413	58	414	58
	Not Working	292	41	293	42	293	42	293	42	294	42	294	42

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		850	100	851	100	852	100	852	100	853	100	854	100
Age	4 - 15	142	17	142	17	142	17	142	17	142	17	143	17
	16 - 24	88	10	88	10	88	10	88	10	89	10	88	10
	25 - 34	98	12	98	12	98	12	98	12	98	11	98	11
	35 - 44	127	15	127	15	127	15	128	15	128	15	128	15
	45 - 54	125	15	126	15	126	15	125	15	126	15	126	15
	55 - 64	112	13	112	13	112	13	112	13	112	13	112	13
	65 +	158	19	158	19	159	19	159	19	158	19	159	19
Adults	Total	708	100	709	100	710	100	710	100	711	100	711	100
	AB	161	23	162	23	162	23	162	23	162	23	162	23
	C1	208	29	208	29	208	29	208	29	208	29	209	29
	C2	180	25	180	25	180	25	180	25	180	25	180	25
	DE	159	22	159	22	160	23	160	23	161	23	160	23
	Working F/T	414	58	415	59	416	59	415	58	416	59	416	59
	Not Working	294	42	294	41	294	41	295	42	295	41	295	41

Table4b													
Female Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		889	100	889	100	890	100	891	100	891	100	892	100
Age	4 - 15	142	16	142	16	142	16	142	16	141	16	142	16
	16 - 24	77	9	77	9	77	9	77	9	77	9	77	9
	25 - 34	100	11	100	11	101	11	101	11	102	11	101	11
	35 - 44	129	15	129	15	129	14	129	14	129	14	129	14
	45 - 54	122	14	122	14	122	14	122	14	122	14	123	14
	55 - 64	125	14	126	14	125	14	126	14	126	14	125	14
65 +		194	22	193	22	194	22	194	22	194	22	195	22
Adults	Total	747	100	747	100	748	100	749	100	750	100	750	100
	AB	150	20	151	20	150	20	152	20	151	20	151	20
	C1	230	31	230	31	231	31	230	31	231	31	231	31
	C2	162	22	161	22	162	22	162	22	162	22	162	22
	DE	205	27	205	27	205	27	205	27	206	27	206	27
	Working F/T	205	27	206	28	206	28	206	28	207	28	207	28
	Not Working	542	73	541	72	542	72	543	72	543	72	543	72

Table4b Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		893	100	893	100	894	100	895	100	895	100	896	100
Age	4 - 15	142	16	142	16	143	16	143	16	143	16	143	16
	16 - 24	77	9	77	9	78	9	78	9	77	9	78	9
	25 - 34	101	11	101	11	101	11	101	11	101	11	101	11
	35 - 44	130	15	130	15	130	15	129	14	130	15	130	15
	45 - 54	122	14	122	14	122	14	123	14	123	14	123	14
	55 - 64	126	14	126	14	126	14	126	14	126	14	127	14
	65 +	195	22	195	22	194	22	195	22	195	22	194	22
Adults	Total	751	100	751	100	751	100	752	100	752	100	753	100
	AB	152	20	151	20	151	20	152	20	152	20	152	20
	C1	231	31	231	31	232	31	231	31	232	31	232	31
	C2	162	22	163	22	162	22	163	22	163	22	163	22
	DE	206	27	206	27	206	27	206	27	205	27	206	27
	Working F/T	208	28	207	28	206	27	208	28	207	28	207	27
	Not Working	543	72	544	72	545	73	544	72	545	72	546	73

South

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2086	100	2088	100	2089	100	2091	100	2092	100	2094	100
TV Households	2042	98	2043	98	2045	98	2046	98	2048	98	2049	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2095	100	2097	100	2099	100	2100	100	2102	100	2103	100
TV Households	2051	98	2052	98	2053	98	2055	98	2057	98	2058	98

Table 2													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2042	100	2043	100	2045	100	2046	100	2048	100	2049	100
Social Class	AB	570	28	571	28	572	28	571	28	572	28	572	28
	C1	644	32	645	32	645	32	646	32	646	32	647	32
	C2	359	18	359	18	359	18	359	18	360	18	360	18
	DE	469	23	468	23	469	23	470	23	470	23	470	23
Housewife Age	Under 25	97	5	96	5	96	5	96	5	96	5	96	5
	25 - 34	305	15	306	15	306	15	306	15	306	15	307	15
	35 - 44	425	21	426	21	426	21	426	21	427	21	427	21
	45 - 54	351	17	351	17	351	17	352	17	352	17	352	17
	55 - 64	329	16	329	16	329	16	330	16	330	16	330	16
	65 +	535	26	535	26	537	26	536	26	537	26	537	26
Size	1	597	29	597	29	598	29	598	29	599	29	599	29
	2	777	38	778	38	778	38	779	38	779	38	780	38
	3	284	14	284	14	284	14	284	14	285	14	285	14
	4+	384	19	384	19	385	19	385	19	385	19	385	19
Children	Without	1549	76	1549	76	1551	76	1552	76	1553	76	1554	76
	With	493	24	494	24	494	24	494	24	495	24	495	24

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2051	100	2052	100	2053	100	2055	100	2057	100	2058	100
Social Class	AB	573	28	573	28	574	28	574	28	574	28	575	28
	C1	647	32	648	32	648	32	649	32	649	32	650	32
	C2	360	18	360	18	361	18	361	18	361	18	361	18
	DE	471	23	471	23	470	23	471	23	473	23	472	23
Housewife Age	Under 25	96	5	95	5	96	5	98	5	97	5	96	5
	25 - 34	307	15	307	15	307	15	307	15	308	15	308	15
	35 - 44	427	21	428	21	428	21	428	21	428	21	429	21
	45 - 54	352	17	353	17	353	17	353	17	354	17	354	17
	55 - 64	330	16	331	16	331	16	331	16	331	16	332	16
	65 +	539	26	538	26	538	26	538	26	539	26	539	26
Size	1	600	29	600	29	600	29	601	29	601	29	602	29
	2	780	38	781	38	782	38	782	38	783	38	783	38
	3	285	14	285	14	285	14	286	14	286	14	286	14
	4+	386	19	386	19	386	19	386	19	387	19	387	19
Children	Without	1556	76	1556	76	1558	76	1559	76	1560	76	1561	76
	With	495	24	496	24	495	24	496	24	497	24	497	24

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4489	100	4492	100	4495	100	4499	100	4502	100	4505	100
Age	4 - 9	328	7	327	7	328	7	329	7	329	7	329	7
	10 - 15	343	8	344	8	343	8	344	8	344	8	344	8
	16 - 24	484	11	485	11	485	11	485	11	485	11	486	11
	25 - 34	567	13	567	13	568	13	568	13	569	13	569	13
	35 - 44	764	17	765	17	765	17	766	17	767	17	767	17
	45 - 54	625	14	625	14	626	14	626	14	626	14	627	14
	55 - 64	568	13	569	13	569	13	570	13	570	13	571	13
65 +	810	18	810	18	811	18	811	18	812	18	812	18	
Adults	Total	3818	100	3821	100	3824	100	3826	100	3829	100	3832	100
	AB	1126	29	1127	29	1128	29	1129	30	1129	29	1130	29
	C1	1224	32	1225	32	1226	32	1227	32	1228	32	1229	32
	C2	714	19	715	19	715	19	716	19	716	19	717	19
	DE	754	20	754	20	755	20	754	20	756	20	756	20

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4508	100	4512	100	4515	100	4518	100	4522	100	4525	100
Age	4 - 9	329	7	329	7	330	7	329	7	330	7	330	7
	10 - 15	345	8	345	8	345	8	346	8	346	8	346	8
	16 - 24	486	11	486	11	487	11	487	11	487	11	488	11
	25 - 34	569	13	570	13	570	13	570	13	571	13	571	13
	35 - 44	768	17	769	17	769	17	770	17	771	17	771	17
	45 - 54	628	14	628	14	628	14	629	14	629	14	630	14
	55 - 64	571	13	571	13	572	13	572	13	573	13	573	13
65 +	812	18	814	18	814	18	815	18	815	18	816	18	
Adults	Total	3834	100	3838	100	3840	100	3843	100	3846	100	3849	100
	AB	1131	29	1131	29	1133	30	1134	30	1135	30	1135	29
	C1	1230	32	1231	32	1231	32	1232	32	1233	32	1234	32
	C2	716	19	718	19	718	19	719	19	719	19	720	19
	DE	757	20	758	20	758	20	758	20	759	20	760	20

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2188	100	2189	100	2191	100	2193	100	2194	100	2196	100
Age	4 - 15	347	16	347	16	347	16	348	16	348	16	348	16
	16 - 24	240	11	240	11	241	11	241	11	240	11	241	11
	25 - 34	278	13	278	13	278	13	278	13	279	13	278	13
	35 - 44	380	17	380	17	380	17	381	17	381	17	381	17
	45 - 54	309	14	310	14	310	14	310	14	310	14	311	14
	55 - 64	277	13	277	13	277	13	277	13	277	13	278	13
	65 +	357	16	357	16	358	16	358	16	359	16	359	16
Adults													
Total		1841	100	1842	100	1844	100	1845	100	1846	100	1848	100
AB		567	31	567	31	568	31	569	31	569	31	569	31
C1		573	31	574	31	574	31	575	31	575	31	576	31
C2		383	21	383	21	384	21	384	21	384	21	385	21
DE		318	17	318	17	318	17	317	17	318	17	318	17
Working F/T		1169	63	1169	63	1171	64	1171	63	1172	63	1173	63
Not Working		672	37	673	37	673	36	674	37	674	37	675	37

Table4a Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2197	100	2199	100	2201	100	2202	100	2204	100	2205	100
Age	4 - 15	349	16	348	16	349	16	349	16	349	16	349	16
	16 - 24	241	11	241	11	242	11	242	11	242	11	242	11
	25 - 34	278	13	279	13	279	13	279	13	279	13	279	13
	35 - 44	382	17	383	17	382	17	383	17	383	17	383	17
	45 - 54	311	14	311	14	311	14	311	14	312	14	313	14
	55 - 64	278	13	278	13	279	13	278	13	279	13	279	13
	65 +	358	16	359	16	359	16	360	16	360	16	360	16
Adults	Total	1848	100	1851	100	1852	100	1853	100	1855	100	1856	100
	AB	570	31	569	31	571	31	571	31	571	31	571	31
	C1	576	31	577	31	576	31	577	31	578	31	578	31
	C2	383	21	385	21	385	21	386	21	386	21	387	21
	DE	319	17	320	17	320	17	319	17	320	17	320	17
	Working F/T	1174	64	1175	63	1175	63	1176	63	1177	63	1178	63
	Not Working	674	36	676	37	677	37	677	37	678	37	678	37

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2301	100	2303	100	2304	100	2306	100	2308	100	2309	100
Age												
4 - 15	324	14	324	14	324	14	325	14	325	14	325	14
16 - 24	244	11	245	11	244	11	244	11	245	11	245	11
25 - 34	289	13	289	13	290	13	290	13	290	13	291	13
35 - 44	384	17	385	17	385	17	385	17	386	17	386	17
45 - 54	316	14	315	14	316	14	316	14	316	14	316	14
55 - 64	291	13	292	13	292	13	293	13	293	13	293	13
65 +	453	20	453	20	453	20	453	20	453	20	453	20
Adults												
Total	1977	100	1979	100	1980	100	1981	100	1983	100	1984	100
AB	559	28	560	28	560	28	560	28	560	28	561	28
C1	651	33	651	33	652	33	652	33	653	33	653	33
C2	331	17	332	17	331	17	332	17	332	17	332	17
DE	436	22	436	22	437	22	437	22	438	22	438	22
Working F/T	620	31	622	31	621	31	622	31	622	31	623	31
Not Working	1357	69	1357	69	1359	69	1359	69	1361	69	1361	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2311	100	2313	100	2314	100	2316	100	2318	100	2320	100
Age	4 - 15	325	14	326	14	326	14	326	14	327	14	327	14
	16 - 24	245	11	245	11	245	11	245	11	245	11	246	11
	25 - 34	291	13	291	13	291	13	291	13	292	13	292	13
	35 - 44	386	17	386	17	387	17	387	17	388	17	388	17
	45 - 54	317	14	317	14	317	14	318	14	317	14	317	14
	55 - 64	293	13	293	13	293	13	294	13	294	13	294	13
65 +		454	20	455	20	455	20	455	20	455	20	456	20
Adults		1986	100	1987	100	1988	100	1990	100	1991	100	1993	100
Total		561	28	562	28	562	28	563	28	564	28	564	28
AB		654	33	654	33	655	33	655	33	655	33	656	33
C1		333	17	333	17	333	17	333	17	333	17	333	17
C2		438	22	438	22	438	22	439	22	439	22	440	22
DE		622	31	624	31	625	31	625	31	625	31	626	31
Working F/T		1364	69	1363	69	1363	69	1365	69	1366	69	1367	69
Not Working													

North

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2402	100	2403	100	2404	100	2406	100	2407	100	2408	100
TV Households	2360	98	2360	98	2362	98	2363	98	2364	98	2365	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2409	100	2411	100	2412	100	2413	100	2414	100	2416	100
TV Households	2366	98	2368	98	2369	98	2370	98	2372	98	2373	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2360	100	2360	100	2362	100	2363	100	2364	100	2365	100
Social Class	AB	322	14	320	14	321	14	322	14	322	14	321	14
	C1	622	26	623	26	623	26	623	26	624	26	624	26
	C2	429	18	429	18	429	18	429	18	430	18	430	18
	DE	987	42	988	42	989	42	989	42	988	42	990	42
Housewife Age	Under 25	143	6	144	6	143	6	143	6	143	6	144	6
	25 - 34	365	15	365	15	365	15	366	15	366	15	366	15
	35 - 44	483	20	483	20	484	20	484	20	484	20	484	20
	45 - 54	408	17	408	17	408	17	408	17	409	17	409	17
	55 - 64	384	16	384	16	385	16	385	16	385	16	385	16
	65 +	577	24	576	24	577	24	577	24	577	24	577	24
Size	1	694	29	694	29	694	29	695	29	695	29	695	29
	2	840	36	841	36	841	36	841	36	842	36	842	36
	3	385	16	385	16	385	16	386	16	386	16	386	16
	4+	441	19	440	19	442	19	441	19	441	19	442	19
Children	Without	1720	73	1721	73	1722	73	1723	73	1724	73	1724	73
	With	640	27	639	27	640	27	640	27	640	27	641	27

Table 2													
TV Households													
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total TV Households	2366	100	2368	100	2369	100	2370	100	2372	100	2373	100	
Social Class	AB	322	14	322	14	322	14	323	14	323	14	323	14
	C1	624	26	625	26	625	26	625	26	626	26	626	26
	C2	430	18	430	18	430	18	431	18	431	18	431	18
	DE	990	42	991	42	992	42	991	42	992	42	993	42
Housewife Age	Under 25	143	6	144	6	143	6	144	6	144	6	144	6
	25 - 34	366	15	366	15	367	15	367	15	367	15	367	15
	35 - 44	485	20	485	20	485	20	485	20	486	20	486	20
	45 - 54	409	17	409	17	410	17	410	17	410	17	410	17
	55 - 64	385	16	386	16	386	16	386	16	386	16	386	16
	65 +	578	24	578	24	578	24	578	24	579	24	580	24
Size	1	696	29	697	29	696	29	696	29	697	29	697	29
	2	843	36	843	36	844	36	844	36	845	36	845	36
	3	386	16	386	16	387	16	387	16	387	16	387	16
	4+	441	19	442	19	442	19	443	19	443	19	444	19
Children	Without	1725	73	1727	73	1728	73	1728	73	1729	73	1730	73
	With	641	27	641	27	641	27	642	27	643	27	643	27

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5246	100	5248	100	5251	100	5254	100	5257	100	5259	100
Age	4 - 9	417	8	417	8	417	8	418	8	417	8	418	8
	10 - 15	445	8	446	8	446	8	446	8	447	9	446	8
	16 - 24	618	12	619	12	619	12	620	12	620	12	620	12
	25 - 34	679	13	678	13	679	13	679	13	680	13	680	13
	35 - 44	840	16	841	16	841	16	841	16	842	16	843	16
	45 - 54	721	14	721	14	722	14	722	14	723	14	723	14
	55 - 64	670	13	670	13	670	13	671	13	671	13	671	13
	65 +	856	16	856	16	857	16	857	16	857	16	858	16
Adults	Total	4384	100	4385	100	4388	100	4390	100	4393	100	4395	100
	AB	648	15	648	15	649	15	649	15	649	15	650	15
	C1	1224	28	1225	28	1225	28	1226	28	1227	28	1227	28
	C2	885	20	885	20	886	20	885	20	887	20	887	20
	DE	1627	37	1627	37	1628	37	1630	37	1630	37	1631	37

Table 3 All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5262	100	5265	100	5268	100	5270	100	5273	100	5276	100
Age	4 - 9	418	8	418	8	419	8	419	8	419	8	419	8
	10 - 15	447	8	447	8	447	8	447	8	448	8	448	8
	16 - 24	621	12	621	12	621	12	621	12	622	12	622	12
	25 - 34	680	13	681	13	681	13	682	13	682	13	682	13
	35 - 44	843	16	843	16	844	16	844	16	844	16	845	16
	45 - 54	723	14	724	14	724	14	725	14	725	14	725	14
	55 - 64	672	13	672	13	673	13	673	13	673	13	674	13
	65 +	858	16	859	16	859	16	859	16	860	16	861	16
Adults	Total	4397	100	4400	100	4402	100	4404	100	4406	100	4409	100
	AB	650	15	650	15	651	15	651	15	651	15	651	15
	C1	1228	28	1229	28	1229	28	1229	28	1230	28	1231	28
	C2	887	20	888	20	888	20	889	20	889	20	890	20
	DE	1632	37	1633	37	1634	37	1635	37	1636	37	1637	37

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2560	100	2561	100	2562	100	2564	100	2565	100	2566	100
Age	4 - 15	448	18	448	17	448	17	449	18	448	17	448	17
	16 - 24	304	12	305	12	304	12	305	12	305	12	305	12
	25 - 34	332	13	331	13	332	13	332	13	333	13	332	13
	35 - 44	417	16	418	16	418	16	418	16	418	16	419	16
	45 - 54	361	14	361	14	361	14	361	14	362	14	362	14
	55 - 64	327	13	327	13	328	13	328	13	328	13	328	13
65 +		371	14	371	14	371	14	371	14	371	14	372	14
Adults	Total	2112	100	2113	100	2114	100	2115	100	2117	100	2118	100
	AB	323	15	324	15	324	15	324	15	324	15	325	15
	C1	585	28	585	28	585	28	586	28	587	28	586	28
	C2	468	22	469	22	469	22	468	22	469	22	470	22
	DE	736	35	735	35	736	35	737	35	737	35	737	35
	Working F/T	1259	60	1259	60	1260	60	1260	60	1262	60	1262	60
	Not Working	853	40	854	40	854	40	855	40	855	40	856	40

Table4a Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2568	100	2569	100	2571	100	2572	100	2573	100	2575	100
Age	4 - 15	449	17	449	17	450	18	450	17	450	17	450	17
	16 - 24	305	12	305	12	305	12	305	12	306	12	306	12
	25 - 34	333	13	333	13	333	13	334	13	333	13	333	13
	35 - 44	419	16	419	16	419	16	419	16	419	16	420	16
	45 - 54	362	14	362	14	363	14	363	14	363	14	363	14
	55 - 64	328	13	329	13	329	13	329	13	329	13	330	13
65 +		372	14	372	14	372	14	372	14	373	14	373	14
Adults	Total	2119	100	2120	100	2121	100	2122	100	2123	100	2125	100
	AB	324	15	325	15	325	15	325	15	325	15	325	15
	C1	587	28	587	28	587	28	587	28	588	28	588	28
	C2	470	22	470	22	470	22	471	22	471	22	472	22
	DE	738	35	738	35	739	35	739	35	739	35	740	35
	Working F/T	1263	60	1263	60	1264	60	1265	60	1265	60	1267	60
	Not Working	856	40	857	40	857	40	857	40	858	40	858	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2686	100	2687	100	2689	100	2690	100	2692	100	2693	100
Age												
4 - 15	414	15	415	15	415	15	415	15	416	15	416	15
16 - 24	314	12	314	12	315	12	315	12	315	12	315	12
25 - 34	347	13	347	13	347	13	347	13	347	13	348	13
35 - 44	423	16	423	16	423	16	423	16	424	16	424	16
45 - 54	360	13	360	13	361	13	361	13	361	13	361	13
55 - 64	343	13	343	13	342	13	343	13	343	13	343	13
65 +	485	18	485	18	486	18	486	18	486	18	486	18
Adults												
Total	2272	100	2272	100	2274	100	2275	100	2276	100	2277	100
AB	325	14	324	14	325	14	325	14	325	14	325	14
C1	639	28	640	28	640	28	640	28	640	28	641	28
C2	417	18	416	18	417	18	417	18	418	18	417	18
DE	891	39	892	39	892	39	893	39	893	39	894	39
Working F/T	640	28	641	28	641	28	641	28	641	28	642	28
Not Working	1632	72	1631	72	1633	72	1634	72	1635	72	1635	72

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2694	100	2696	100	2697	100	2698	100	2700	100	2701	100
Age	4 - 15	416	15	416	15	416	15	416	15	417	15	417	15
	16 - 24	316	12	316	12	316	12	316	12	316	12	316	12
	25 - 34	347	13	348	13	348	13	348	13	349	13	349	13
	35 - 44	424	16	424	16	425	16	425	16	425	16	425	16
	45 - 54	361	13	362	13	361	13	362	13	362	13	362	13
	55 - 64	344	13	343	13	344	13	344	13	344	13	344	13
	65 +	486	18	487	18	487	18	487	18	487	18	488	18
Adults		2278	100	2280	100	2281	100	2282	100	2283	100	2284	100
Total		326	14	325	14	326	14	326	14	326	14	326	14
AB		641	28	642	28	642	28	642	28	642	28	643	28
C1		417	18	418	18	418	18	418	18	418	18	418	18
C2		894	39	895	39	895	39	896	39	897	39	897	39
DE		642	28	643	28	643	28	643	28	643	28	643	28
Working F/T		1636	72	1637	72	1638	72	1639	72	1640	72	1641	72
Not Working													

North East

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1439	100	1440	100	1440	100	1441	100	1441	100	1441	100
TV Households	1421	99	1421	99	1421	99	1422	99	1423	99	1423	99

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1442	100	1442	100	1443	100	1443	100	1444	100	1444	100
TV Households	1423	99	1424	99	1424	99	1424	99	1425	99	1425	99

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1421	100	1421	100	1421	100	1422	100	1423	100	1423	100
Social Class	AB	214	15	215	15	215	15	215	15	215	15	215	15
	C1	354	25	354	25	354	25	355	25	355	25	355	25
	C2	270	19	270	19	270	19	270	19	270	19	270	19
	DE	583	41	582	41	582	41	582	41	583	41	583	41
Housewife Age	Under 25	67	5	68	5	67	5	68	5	68	5	68	5
	25 - 34	198	14	198	14	198	14	198	14	199	14	199	14
	35 - 44	275	19	275	19	275	19	275	19	275	19	275	19
	45 - 54	260	18	260	18	260	18	260	18	260	18	260	18
	55 - 64	237	17	237	17	237	17	237	17	237	17	237	17
	65 +	384	27	383	27	384	27	384	27	384	27	384	27
Size	1	441	31	441	31	441	31	441	31	441	31	441	31
	2	507	36	507	36	507	36	507	36	507	36	507	36
	3	224	16	224	16	224	16	224	16	224	16	224	16
	4+	249	18	249	18	249	18	250	18	251	18	251	18
Children	Without	1064	75	1064	75	1064	75	1065	75	1065	75	1065	75
	With	357	25	357	25	357	25	357	25	358	25	358	25

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1423	100	1424	100	1424	100	1424	100	1425	100	1425	100
Social Class	AB	215	15	215	15	215	15	215	15	215	15	215	15
	C1	355	25	355	25	355	25	355	25	355	25	355	25
	C2	270	19	271	19	271	19	271	19	271	19	271	19
	DE	583	41	583	41	583	41	583	41	584	41	584	41
Housewife Age	Under 25	68	5	68	5	68	5	67	5	68	5	68	5
	25 - 34	199	14	199	14	199	14	199	14	199	14	199	14
	35 - 44	275	19	275	19	275	19	275	19	275	19	275	19
	45 - 54	260	18	260	18	261	18	261	18	261	18	261	18
	55 - 64	238	17	238	17	238	17	238	17	238	17	238	17
	65 +	383	27	384	27	383	27	384	27	384	27	384	27
Size	1	442	31	442	31	442	31	442	31	442	31	442	31
	2	508	36	508	36	508	36	508	36	508	36	508	36
	3	225	16	225	16	225	16	225	16	225	16	225	16
	4+	248	17	249	17	249	17	249	17	250	18	250	18
Children	Without	1065	75	1066	75	1066	75	1066	75	1067	75	1067	75
	With	358	25	358	25	358	25	358	25	358	25	358	25

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3096	100	3097	100	3098	100	3099	100	3100	100	3101	100
Age	4 - 9	223	7	224	7	224	7	224	7	224	7	224	7
	10 - 15	256	8	256	8	256	8	256	8	256	8	257	8
	16 - 24	344	11	343	11	344	11	344	11	345	11	344	11
	25 - 34	369	12	369	12	369	12	369	12	369	12	369	12
	35 - 44	484	16	485	16	485	16	486	16	485	16	486	16
	45 - 54	445	14	445	14	444	14	445	14	444	14	445	14
	55 - 64	411	13	411	13	411	13	411	13	412	13	412	13
	65 +	564	18	564	18	565	18	564	18	565	18	564	18
Adults	Total	2617	100	2617	100	2618	100	2619	100	2620	100	2620	100
	AB	436	17	436	17	437	17	437	17	437	17	436	17
	C1	672	26	672	26	672	26	672	26	672	26	673	26
	C2	557	21	557	21	558	21	558	21	559	21	558	21
	DE	952	36	952	36	951	36	952	36	952	36	953	36

Table 3 All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3102	100	3103	100	3103	100	3104	100	3105	100	3106	100
Age	4 - 9	225	7	225	7	225	7	225	7	224	7	224	7
	10 - 15	256	8	256	8	256	8	256	8	257	8	257	8
	16 - 24	344	11	344	11	344	11	345	11	344	11	345	11
	25 - 34	370	12	370	12	370	12	369	12	370	12	370	12
	35 - 44	485	16	486	16	486	16	486	16	487	16	486	16
	45 - 54	445	14	445	14	445	14	446	14	445	14	446	14
	55 - 64	412	13	412	13	412	13	412	13	412	13	412	13
65 +	565	18	565	18	565	18	565	18	566	18	566	18	
Adults	Total	2621	100	2622	100	2622	100	2623	100	2624	100	2625	100
	AB	437	17	437	17	437	17	437	17	437	17	438	17
	C1	673	26	673	26	673	26	674	26	674	26	673	26
	C2	558	21	558	21	558	21	559	21	559	21	560	21
	DE	953	36	954	36	954	36	953	36	954	36	954	36

Table4a										
Male Individuals in TV Households										
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1494	100	1494	100	1495	100	1496	100	1496	100
Age										
4 - 15	242	16	243	16	243	16	243	16	242	16
16 - 24	173	12	172	12	173	12	173	12	173	12
25 - 34	179	12	178	12	178	12	178	12	179	12
35 - 44	235	16	236	16	236	16	236	16	235	16
45 - 54	219	15	218	15	218	15	219	15	219	15
55 - 64	203	14	203	14	203	14	203	14	204	14
65 +	243	16	244	16	244	16	244	16	244	16
Adults										
Total	1252	100	1251	100	1252	100	1253	100	1254	100
AB	218	17	218	17	219	17	219	17	219	17
C1	305	24	303	24	304	24	304	24	304	24
C2	298	24	298	24	298	24	299	24	299	24
DE	431	34	432	35	431	34	431	34	432	34
Working F/T	708	57	708	57	708	57	709	57	709	57
Not Working	544	43	543	43	544	43	544	43	545	43

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1497	100	1497	100	1497	100	1498	100	1498	100	1499	100
Age	4 - 15	243	16	243	16	243	16	243	16	243	16	243	16
	16 - 24	172	11	172	11	173	12	173	12	173	12	173	12
	25 - 34	180	12	180	12	179	12	179	12	179	12	180	12
	35 - 44	236	16	236	16	236	16	236	16	236	16	236	16
	45 - 54	219	15	219	15	219	15	219	15	219	15	219	15
	55 - 64	203	14	204	14	204	14	204	14	204	14	204	14
	65 +	244	16	243	16	243	16	244	16	244	16	244	16
Adults	Total	1254	100	1254	100	1254	100	1255	100	1255	100	1256	100
	AB	218	17	219	17	219	17	219	17	219	17	219	17
	C1	305	24	304	24	304	24	305	24	305	24	305	24
	C2	299	24	299	24	299	24	299	24	299	24	300	24
	DE	432	34	432	34	432	34	432	34	432	34	432	34
	Working F/T	709	57	709	57	710	57	710	57	710	57	711	57
	Not Working	545	43	545	43	544	43	545	43	545	43	545	43

Table4b													
Female Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1602	100	1603	100	1603	100	1603	100	1604	100	1605	100
Age	4 - 15	237	15	237	15	237	15	237	15	238	15	238	15
	16 - 24	171	11	171	11	171	11	171	11	172	11	172	11
	25 - 34	190	12	191	12	191	12	191	12	190	12	190	12
	35 - 44	249	16	249	16	249	16	250	16	250	16	250	16
	45 - 54	226	14	227	14	226	14	226	14	225	14	226	14
	55 - 64	208	13	208	13	208	13	208	13	208	13	208	13
	65 +	321	20	320	20	321	20	320	20	321	20	321	20
Adults	Total	1365	100	1366	100	1366	100	1366	100	1366	100	1367	100
	AB	218	16	218	16	218	16	218	16	218	16	217	16
	C1	367	27	369	27	368	27	368	27	368	27	369	27
	C2	259	19	259	19	260	19	259	19	260	19	260	19
	DE	521	38	520	38	520	38	521	38	520	38	521	38
	Working F/T	380	28	380	28	380	28	380	28	380	28	380	28
	Not Working	985	72	986	72	986	72	986	72	986	72	987	72

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1605	100	1606	100	1606	100	1606	100	1607	100	1607	100
Age	4 - 15	238	15	238	15	238	15	238	15	238	15	238	15
	16 - 24	172	11	172	11	171	11	172	11	171	11	172	11
	25 - 34	190	12	190	12	191	12	190	12	191	12	190	12
	35 - 44	249	16	250	16	250	16	250	16	251	16	250	16
	45 - 54	226	14	226	14	226	14	227	14	226	14	227	14
	55 - 64	209	13	208	13	208	13	208	13	208	13	208	13
65 +		321	20	322	20	322	20	321	20	322	20	322	20
Adults	Total	1367	100	1368	100	1368	100	1368	100	1369	100	1369	100
	AB	219	16	218	16	218	16	218	16	218	16	219	16
	C1	368	27	369	27	369	27	369	27	369	27	368	27
	C2	259	19	259	19	259	19	260	19	260	19	260	19
	DE	521	38	522	38	522	38	521	38	522	38	522	38
	Working F/T	381	28	381	28	380	28	381	28	381	28	380	28
	Not Working	986	72	987	72	988	72	987	72	988	72	989	72

North West

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2791	100	2792	100	2793	100	2795	100	2796	100	2797	100
TV Households	2738	98	2740	98	2741	98	2742	98	2743	98	2745	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2798	100	2800	100	2801	100	2802	100	2804	100	2805	100
TV Households	2746	98	2747	98	2748	98	2750	98	2751	98	2753	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2738	100	2740	100	2741	100	2742	100	2743	100	2745	100
Social Class	AB	445	16	446	16	445	16	446	16	446	16	446	16
	C1	700	26	700	26	701	26	701	26	701	26	702	26
	C2	479	17	479	17	479	17	480	18	480	17	480	17
	DE	1114	41	1115	41	1116	41	1115	41	1116	41	1117	41
Housewife Age	Under 25	146	5	147	5	146	5	146	5	145	5	147	5
	25 - 34	418	15	418	15	418	15	418	15	419	15	419	15
	35 - 44	569	21	569	21	570	21	570	21	570	21	570	21
	45 - 54	490	18	490	18	490	18	491	18	491	18	491	18
	55 - 64	445	16	445	16	446	16	446	16	446	16	446	16
	65 +	670	24	671	24	671	24	671	24	672	24	672	24
Size	1	839	31	840	31	840	31	840	31	841	31	841	31
	2	933	34	933	34	934	34	934	34	934	34	935	34
	3	442	16	442	16	442	16	443	16	443	16	443	16
	4+	524	19	525	19	525	19	525	19	525	19	526	19
Children	Without	1994	73	1995	73	1996	73	1996	73	1997	73	1998	73
	With	744	27	745	27	745	27	746	27	746	27	747	27

Table 2												
TV Households												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2746	100	2747	100	2748	100	2750	100	2751	100	2753	100
Social Class												
AB	446	16	446	16	447	16	447	16	447	16	449	16
C1	702	26	702	26	702	26	703	26	703	26	703	26
C2	480	17	480	17	481	18	481	17	481	17	481	17
DE	1118	41	1119	41	1118	41	1119	41	1120	41	1120	41
Housewife Age												
Under 25	146	5	147	5	146	5	147	5	147	5	147	5
25 - 34	419	15	419	15	419	15	420	15	420	15	420	15
35 - 44	571	21	571	21	571	21	571	21	572	21	572	21
45 - 54	491	18	491	18	492	18	492	18	492	18	492	18
55 - 64	446	16	447	16	447	16	447	16	447	16	447	16
65 +	673	25	672	24	673	24	673	24	673	24	675	25
Size												
1	842	31	842	31	842	31	843	31	843	31	843	31
2	935	34	936	34	936	34	937	34	937	34	937	34
3	443	16	443	16	444	16	444	16	444	16	444	16
4+	526	19	526	19	526	19	526	19	527	19	529	19
Children												
Without	1999	73	2000	73	2001	73	2002	73	2003	73	2005	73
With	747	27	747	27	747	27	748	27	748	27	748	27

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6087	100	6089	100	6092	100	6095	100	6098	100	6100	100
Age	4 - 9	484	8	485	8	485	8	485	8	485	8	485	8
	10 - 15	526	9	526	9	526	9	527	9	527	9	527	9
	16 - 24	722	12	722	12	722	12	723	12	723	12	723	12
	25 - 34	793	13	793	13	794	13	794	13	795	13	795	13
	35 - 44	973	16	973	16	974	16	974	16	974	16	976	16
	45 - 54	841	14	841	14	842	14	841	14	842	14	842	14
	55 - 64	759	12	759	12	759	12	760	12	760	12	760	12
	65 +	989	16	990	16	990	16	991	16	992	16	992	16
Adults	Total	5077	100	5078	100	5081	100	5083	100	5086	100	5088	100
	AB	905	18	905	18	906	18	906	18	906	18	907	18
	C1	1368	27	1369	27	1369	27	1370	27	1371	27	1371	27
	C2	1002	20	1001	20	1002	20	1002	20	1002	20	1004	20
	DE	1802	35	1803	36	1804	36	1805	36	1807	36	1806	35

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6103	100	6106	100	6109	100	6111	100	6114	100	6117	100
Age	4 - 9	486	8	486	8	486	8	486	8	487	8	486	8
	10 - 15	527	9	528	9	528	9	528	9	528	9	529	9
	16 - 24	724	12	724	12	724	12	724	12	725	12	725	12
	25 - 34	795	13	795	13	796	13	797	13	796	13	797	13
	35 - 44	975	16	976	16	977	16	977	16	978	16	979	16
	45 - 54	843	14	844	14	844	14	844	14	844	14	845	14
	55 - 64	761	12	761	12	761	12	762	12	762	12	762	12
65 +		992	16	992	16	993	16	993	16	994	16	994	16
Adults	Total	5090	100	5092	100	5095	100	5097	100	5099	100	5102	100
	AB	907	18	908	18	909	18	909	18	909	18	910	18
	C1	1373	27	1373	27	1373	27	1374	27	1375	27	1375	27
	C2	1003	20	1003	20	1004	20	1005	20	1005	20	1006	20
	DE	1807	36	1808	36	1809	36	1809	35	1810	35	1811	35

Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2951	100	2952	100	2954	100	2955	100	2957	100	2958	100
Age	4 - 15	518	18	519	18	519	18	519	18	519	18	519	18
	16 - 24	356	12	357	12	357	12	357	12	357	12	357	12
	25 - 34	388	13	387	13	388	13	388	13	389	13	389	13
	35 - 44	476	16	476	16	476	16	476	16	475	16	477	16
	45 - 54	414	14	414	14	415	14	414	14	415	14	415	14
	55 - 64	373	13	373	13	373	13	374	13	374	13	374	13
65 +		426	14	426	14	426	14	427	14	428	14	427	14
Adults		2433	100	2433	100	2435	100	2436	100	2438	100	2439	100
Total		444	18	444	18	445	18	444	18	445	18	445	18
AB		648	27	648	27	648	27	649	27	649	27	650	27
C1		536	22	536	22	536	22	537	22	537	22	537	22
C2		805	33	805	33	806	33	806	33	807	33	807	33
DE		1391	57	1392	57	1392	57	1393	57	1394	57	1395	57
Working F/T		1042	43	1041	43	1043	43	1043	43	1044	43	1044	43
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2959	100	2961	100	2962	100	2963	100	2965	100	2966	100
Age	4 - 15	520	18	520	18	520	18	520	18	521	18	521	18
	16 - 24	357	12	357	12	357	12	357	12	358	12	358	12
	25 - 34	389	13	389	13	389	13	390	13	389	13	389	13
	35 - 44	477	16	477	16	478	16	477	16	478	16	480	16
	45 - 54	415	14	416	14	416	14	416	14	416	14	416	14
	55 - 64	374	13	375	13	374	13	375	13	375	13	374	13
65 +		427	14	427	14	428	14	428	14	428	14	428	14
Adults	Total	2439	100	2441	100	2442	100	2443	100	2444	100	2445	100
	AB	445	18	446	18	446	18	446	18	446	18	447	18
	C1	650	27	650	27	650	27	651	27	651	27	651	27
	C2	537	22	537	22	538	22	538	22	538	22	538	22
	DE	807	33	808	33	808	33	808	33	809	33	809	33
	Working F/T	1395	57	1396	57	1396	57	1397	57	1397	57	1398	57
	Not Working	1044	43	1045	43	1046	43	1046	43	1047	43	1047	43

Table4b Female Individuals in TV Households										
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3136	100	3137	100	3138	100	3140	100	3141	100
Age										
4 - 15	492	16	492	16	492	16	493	16	493	16
16 - 24	366	12	365	12	365	12	366	12	366	12
25 - 34	405	13	406	13	406	13	406	13	406	13
35 - 44	497	16	497	16	498	16	498	16	499	16
45 - 54	427	14	427	14	427	14	427	14	427	14
55 - 64	386	12	386	12	386	12	386	12	386	12
65 +	563	18	564	18	564	18	564	18	564	18
Adults										
Total	2644	100	2645	100	2646	100	2647	100	2648	100
AB	461	17	461	17	461	17	462	17	461	17
C1	720	27	721	27	721	27	721	27	722	27
C2	466	18	465	18	466	18	465	18	465	18
DE	997	38	998	38	998	38	999	38	1000	38
Working F/T	818	31	818	31	819	31	819	31	820	31
Not Working	1826	69	1827	69	1827	69	1828	69	1828	69

Table4b Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3144	100	3145	100	3147	100	3148	100	3149	100	3151	100
Age	4 - 15	493	16	494	16	494	16	494	16	494	16	494	16
	16 - 24	367	12	367	12	367	12	367	12	367	12	367	12
	25 - 34	406	13	406	13	407	13	407	13	407	13	408	13
	35 - 44	498	16	499	16	499	16	500	16	500	16	499	16
	45 - 54	428	14	428	14	428	14	428	14	428	14	429	14
	55 - 64	387	12	386	12	387	12	387	12	387	12	388	12
	65 +	565	18	565	18	565	18	565	18	566	18	566	18
Adults	Total	2651	100	2651	100	2653	100	2654	100	2655	100	2657	100
	AB	462	17	462	17	463	17	463	17	463	17	463	17
	C1	723	27	723	27	723	27	723	27	724	27	724	27
	C2	466	18	466	18	466	18	467	18	467	18	468	18
	DE	1000	38	1000	38	1001	38	1001	38	1001	38	1002	38
	Working F/T	820	31	820	31	821	31	821	31	822	31	822	31
	Not Working	1831	69	1831	69	1832	69	1833	69	1833	69	1835	69

Scotland

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2251	100	2252	100	2252	100	2253	100	2254	100	2254	100
TV Households	2190	97	2191	97	2191	97	2192	97	2192	97	2193	97

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2255	100	2255	100	2256	100	2257	100	2257	100	2258	100
TV Households	2194	97	2195	97	2195	97	2196	97	2196	97	2197	97

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2190	100	2191	100	2191	100	2192	100	2192	100	2193	100
Social Class	AB	406	19	407	19	407	19	407	19	407	19	407	19
	C1	602	27	602	27	602	27	602	27	603	28	603	27
	C2	388	18	388	18	388	18	388	18	388	18	389	18
	DE	794	36	794	36	794	36	795	36	794	36	794	36
Housewife Age	Under 25	121	6	122	6	122	6	121	6	121	6	122	6
	25 - 34	334	15	334	15	334	15	335	15	335	15	335	15
	35 - 44	453	21	453	21	453	21	454	21	454	21	454	21
	45 - 54	394	18	394	18	394	18	394	18	394	18	394	18
	55 - 64	353	16	353	16	353	16	353	16	353	16	353	16
	65 +	535	24	535	24	535	24	535	24	535	24	535	24
Size	1	734	34	735	34	735	34	735	34	735	34	735	34
	2	742	34	742	34	743	34	743	34	743	34	743	34
	3	330	15	330	15	330	15	330	15	330	15	330	15
	4+	384	18	384	18	383	17	384	18	384	18	385	18
Children	Without	1638	75	1638	75	1638	75	1639	75	1639	75	1640	75
	With	552	25	553	25	553	25	553	25	553	25	553	25

Table 2													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2194	100	2195	100	2195	100	2196	100	2196	100	2197	100
Social Class	AB	407	19	407	19	407	19	408	19	408	19	408	19
	C1	603	27	603	27	603	27	603	27	604	28	604	27
	C2	389	18	389	18	389	18	389	18	389	18	389	18
	DE	795	36	796	36	796	36	796	36	795	36	796	36
Housewife Age	Under 25	122	6	122	6	122	6	122	6	122	6	122	6
	25 - 34	335	15	335	15	335	15	335	15	335	15	335	15
	35 - 44	454	21	454	21	454	21	454	21	454	21	455	21
	45 - 54	395	18	395	18	395	18	395	18	395	18	395	18
	55 - 64	353	16	353	16	354	16	354	16	354	16	354	16
	65 +	535	24	536	24	535	24	536	24	536	24	536	24
Size	1	736	34	736	34	736	34	736	34	736	34	737	34
	2	743	34	744	34	744	34	744	34	744	34	745	34
	3	330	15	330	15	331	15	331	15	331	15	331	15
	4+	385	18	385	18	384	17	385	18	385	18	384	17
Children	Without	1640	75	1641	75	1641	75	1642	75	1642	75	1643	75
	With	554	25	554	25	554	25	554	25	554	25	554	25

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4683	100	4684	100	4685	100	4687	100	4688	100	4689	100
Age	4 - 9	345	7	345	7	345	7	345	7	345	7	345	7
	10 - 15	381	8	381	8	381	8	382	8	382	8	382	8
	16 - 24	545	12	545	12	546	12	546	12	546	12	546	12
	25 - 34	601	13	601	13	601	13	601	13	601	13	602	13
	35 - 44	775	17	776	17	775	17	776	17	776	17	776	17
	45 - 54	678	14	677	14	678	14	678	14	678	14	678	14
	55 - 64	585	12	585	12	585	12	585	12	585	12	586	12
	65 +	773	17	774	17	774	17	774	17	775	17	774	17
Adults	Total	3957	100	3958	100	3959	100	3960	100	3961	100	3962	100
	AB	797	20	797	20	797	20	797	20	798	20	798	20
	C1	1123	28	1124	28	1124	28	1125	28	1125	28	1125	28
	C2	801	20	801	20	801	20	801	20	801	20	802	20
	DE	1236	31	1236	31	1237	31	1237	31	1237	31	1237	31

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4691	100	4692	100	4693	100	4695	100	4696	100	4697	100
Age	4 - 9	346	7	345	7	345	7	345	7	346	7	346	7
	10 - 15	382	8	382	8	382	8	383	8	382	8	382	8
	16 - 24	546	12	546	12	547	12	547	12	547	12	547	12
	25 - 34	602	13	603	13	602	13	602	13	602	13	602	13
	35 - 44	776	17	776	17	777	17	777	17	778	17	778	17
	45 - 54	679	14	679	14	679	14	679	14	680	14	680	14
	55 - 64	586	12	586	12	586	12	586	12	586	12	587	12
65 +		774	16	775	17	775	17	776	17	775	17	775	16
Adults	Total	3963	100	3965	100	3966	100	3967	100	3968	100	3969	100
	AB	798	20	798	20	799	20	799	20	799	20	799	20
	C1	1126	28	1126	28	1126	28	1126	28	1127	28	1127	28
	C2	801	20	802	20	803	20	803	20	803	20	803	20
	DE	1238	31	1239	31	1238	31	1239	31	1239	31	1240	31

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Table4b													
Female Individuals in TV Households													
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Females 4+	2439	100	2439	100	2440	100	2441	100	2442	100	2442	100	
Age	4 - 15	352	14	352	14	352	14	352	14	352	14	352	14
	16 - 24	275	11	275	11	275	11	275	11	276	11	275	11
	25 - 34	311	13	311	13	311	13	311	13	311	13	312	13
	35 - 44	403	17	404	17	403	17	404	17	404	17	404	17
	45 - 54	345	14	344	14	345	14	345	14	345	14	345	14
	55 - 64	304	12	303	12	304	12	304	12	304	12	304	12
	65 +	449	18	450	18	450	18	450	18	450	18	450	18
Adults	Total	2087	100	2087	100	2088	100	2089	100	2090	100	2090	100
	AB	399	19	399	19	399	19	399	19	400	19	400	19
	C1	615	29	615	29	615	29	616	29	616	29	615	29
	C2	370	18	370	18	370	18	370	18	370	18	371	18
	DE	703	34	703	34	704	34	704	34	704	34	704	34
	Working F/T	677	32	676	32	677	32	677	32	678	32	677	32
	Not Working	1410	68	1411	68	1411	68	1412	68	1412	68	1413	68

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2443	100	2444	100	2444	100	2445	100	2446	100	2446	100
Age	4 - 15	353	14	352	14	352	14	352	14	353	14	352	14
	16 - 24	275	11	275	11	275	11	276	11	275	11	276	11
	25 - 34	312	13	313	13	312	13	312	13	312	13	312	13
	35 - 44	403	16	403	16	404	17	404	17	405	17	405	17
	45 - 54	346	14	346	14	346	14	346	14	346	14	346	14
	55 - 64	304	12	304	12	304	12	304	12	304	12	304	12
65 +		450	18	451	18	451	18	451	18	451	18	451	18
Adults	Total	2090	100	2092	100	2092	100	2093	100	2093	100	2094	100
	AB	400	19	400	19	400	19	400	19	400	19	400	19
	C1	616	29	616	29	616	29	617	29	617	29	617	29
	C2	370	18	371	18	371	18	371	18	371	18	371	18
	DE	704	34	705	34	705	34	705	34	705	34	706	34
	Working F/T	678	32	678	32	678	32	678	32	679	32	678	32
	Not Working	1412	68	1414	68	1414	68	1415	68	1414	68	1416	68

Ulster

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	645	100	645	100	645	100	645	100	646	100	646	100
TV Households	623	97	623	97	623	97	623	97	623	96	623	96

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	646	100	646	100	646	100	646	100	646	100	647	100
TV Households	623	96	623	96	624	97	624	97	623	96	624	96

Table 2											
TV Households											
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		623	100	623	100	623	100	623	100	623	100
Social Class											
	AB	85	14	85	14	85	14	85	14	85	14
	C1	152	24	152	24	152	24	152	24	152	24
	C2	129	21	129	21	129	21	129	21	129	21
	DE	257	41	257	41	257	41	257	41	257	41
Housewife Age											
	Under 25	24	4	24	4	25	4	25	4	25	4
	25 - 34	109	17	109	17	109	17	109	17	109	17
	35 - 44	138	22	138	22	138	22	138	22	138	22
	45 - 54	114	18	114	18	114	18	114	18	114	18
	55 - 64	99	16	99	16	99	16	99	16	99	16
	65 +	139	22	139	22	138	22	138	22	138	22
Size											
	1	164	26	163	26	163	26	163	26	163	26
	2	185	30	186	30	186	30	186	30	186	30
	3	99	16	99	16	99	16	99	16	99	16
	4+	175	28	175	28	175	28	175	28	175	28
Children											
	Without	422	68	422	68	422	68	422	68	422	68
	With	201	32	201	32	201	32	201	32	201	32

Table 2												
TV Households												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	623	100	623	100	624	100	624	100	623	100	624	100
Social Class												
AB	85	14	85	14	86	14	86	14	86	14	86	14
C1	152	24	152	24	152	24	152	24	152	24	152	24
C2	129	21	129	21	129	21	129	21	129	21	129	21
DE	257	41	257	41	257	41	257	41	256	41	257	41
Housewife Age												
Under 25	24	4	24	4	25	4	24	4	24	4	24	4
25 - 34	109	17	109	17	109	17	109	17	109	17	110	18
35 - 44	139	22	139	22	139	22	139	22	139	22	139	22
45 - 54	114	18	114	18	114	18	114	18	114	18	114	18
55 - 64	99	16	99	16	99	16	99	16	99	16	99	16
65 +	138	22	138	22	138	22	139	22	138	22	138	22
Size												
1	163	26	163	26	163	26	164	26	163	26	163	26
2	186	30	186	30	186	30	186	30	186	30	186	30
3	99	16	99	16	99	16	99	16	99	16	99	16
4+	175	28	175	28	176	28	175	28	175	28	176	28
Children												
Without	422	68	423	68	423	68	423	68	422	68	423	68
With	201	32	200	32	201	32	201	32	201	32	201	32

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1568	100	1568	100	1568	100	1569	100	1569	100	1569	100
Age	4 - 9	143	9	143	9	143	9	144	9	143	9	143	9
	10 - 15	156	10	156	10	156	10	155	10	156	10	156	10
	16 - 24	209	13	210	13	209	13	209	13	209	13	209	13
	25 - 34	223	14	223	14	223	14	223	14	224	14	224	14
	35 - 44	253	16	252	16	253	16	253	16	252	16	252	16
	45 - 54	203	13	203	13	203	13	203	13	203	13	203	13
	55 - 64	169	11	169	11	169	11	170	11	170	11	170	11
	65 +	212	14	212	14	212	14	212	14	212	14	212	14
Adults	Total	1269	100	1269	100	1269	100	1270	100	1270	100	1270	100
	AB	191	15	191	15	191	15	191	15	191	15	191	15
	C1	332	26	332	26	332	26	332	26	332	26	332	26
	C2	302	24	301	24	301	24	302	24	302	24	302	24
	DE	444	35	445	35	445	35	445	35	445	35	445	35

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1570	100	1570	100	1571	100	1571	100	1571	100	1572	100
Age	4 - 9	144	9	144	9	144	9	144	9	144	9	144	9
	10 - 15	156	10	156	10	156	10	156	10	156	10	156	10
	16 - 24	209	13	209	13	209	13	209	13	209	13	209	13
	25 - 34	224	14	223	14	224	14	224	14	224	14	224	14
	35 - 44	252	16	253	16	253	16	253	16	253	16	253	16
	45 - 54	203	13	203	13	203	13	202	13	203	13	203	13
	55 - 64	170	11	170	11	170	11	170	11	170	11	170	11
	65 +	212	14	212	14	212	13	213	14	212	13	213	14
Adults	Total	1270	100	1270	100	1271	100	1271	100	1271	100	1272	100
	AB	191	15	192	15	192	15	192	15	192	15	192	15
	C1	332	26	332	26	332	26	332	26	332	26	332	26
	C2	302	24	301	24	302	24	302	24	302	24	302	24
	DE	445	35	445	35	445	35	445	35	445	35	446	35

Table4a										
Male Individuals in TV Households										
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	766	100	765	100	765	100	766	100	766	100
Age										
4 - 15	154	20	154	20	154	20	154	20	154	20
16 - 24	106	14	106	14	106	14	106	14	106	14
25 - 34	110	14	109	14	109	14	109	14	110	14
35 - 44	123	16	123	16	123	16	124	16	123	16
45 - 54	100	13	100	13	100	13	100	13	100	13
55 - 64	82	11	82	11	82	11	82	11	82	11
65 +	91	12	91	12	91	12	91	12	91	12
Adults										
Total	612	100	611	100	611	100	612	100	612	100
AB	93	15	93	15	93	15	93	15	93	15
C1	160	26	160	26	160	26	160	26	160	26
C2	162	26	161	26	161	26	162	26	162	26
DE	197	32	197	32	197	32	197	32	197	32
Working F/T	367	60	366	60	366	60	366	60	367	60
Not Working	245	40	245	40	245	40	246	40	245	40

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		766	100	766	100	767	100	767	100	767	100	767	100
Age	4 - 15	154	20	155	20	155	20	155	20	155	20	154	20
	16 - 24	106	14	106	14	106	14	107	14	106	14	107	14
	25 - 34	110	14	109	14	110	14	109	14	110	14	109	14
	35 - 44	123	16	124	16	123	16	124	16	124	16	123	16
	45 - 54	100	13	99	13	100	13	99	13	99	13	100	13
	55 - 64	82	11	82	11	82	11	82	11	82	11	82	11
	65 +	91	12	91	12	91	12	91	12	91	12	92	12
Adults	Total	612	100	611	100	612	100	612	100	612	100	613	100
	AB	93	15	93	15	94	15	94	15	94	15	94	15
	C1	160	26	160	26	160	26	160	26	160	26	160	26
	C2	162	26	161	26	161	26	161	26	162	26	162	26
	DE	197	32	197	32	197	32	197	32	196	32	197	32
	Working F/T	367	60	366	60	367	60	367	60	367	60	367	60
	Not Working	245	40	245	40	245	40	245	40	245	40	246	40

Table4b													
Female Individuals in TV Households													
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Females 4+	802	100	803	100	803	100	803	100	803	100	803	100	
Age	4 - 15	145	18	145	18	145	18	145	18	145	18	145	18
	16 - 24	103	13	104	13	103	13	103	13	103	13	103	13
	25 - 34	113	14	114	14	114	14	114	14	114	14	114	14
	35 - 44	130	16	129	16	130	16	129	16	129	16	129	16
	45 - 54	103	13	103	13	103	13	103	13	103	13	103	13
	55 - 64	87	11	87	11	87	11	88	11	88	11	88	11
	65 +	121	15	121	15	121	15	121	15	121	15	121	15
Adults	Total	657	100	658	100	658	100	658	100	658	100	658	100
	AB	98	15	98	15	98	15	98	15	98	15	98	15
	C1	172	26	172	26	172	26	172	26	172	26	172	26
	C2	140	21	140	21	140	21	140	21	140	21	140	21
	DE	247	38	248	38	248	38	248	38	248	38	248	38
	Working F/T	201	31	202	31	202	31	202	31	202	31	201	31
	Not Working	456	69	456	69	456	69	456	69	456	69	457	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		804	100	804	100	804	100	804	100	804	100	805	100
Age	4 - 15	146	18	145	18	145	18	145	18	145	18	146	18
	16 - 24	103	13	103	13	103	13	102	13	103	13	102	13
	25 - 34	114	14	114	14	114	14	115	14	114	14	115	14
	35 - 44	129	16	129	16	130	16	129	16	129	16	130	16
	45 - 54	103	13	104	13	103	13	103	13	104	13	103	13
	55 - 64	88	11	88	11	88	11	88	11	88	11	88	11
	65 +	121	15	121	15	121	15	122	15	121	15	121	15
Adults	Total	658	100	659	100	659	100	659	100	659	100	659	100
	AB	98	15	99	15	98	15	98	15	98	15	98	15
	C1	172	26	172	26	172	26	172	26	172	26	172	26
	C2	140	21	140	21	141	21	141	21	140	21	140	21
	DE	248	38	248	38	248	38	248	38	249	38	249	38
	Working F/T	201	31	203	31	202	31	202	31	202	31	202	31
	Not Working	457	69	456	69	457	69	457	69	457	69	457	69

Wales

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1237	100	1237	100	1238	100	1238	100	1239	100	1240	100
TV Households	1210	98	1211	98	1212	98	1212	98	1213	98	1212	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1240	100	1241	100	1241	100	1242	100	1242	100	1243	100
TV Households	1214	98	1214	98	1215	98	1215	98	1216	98	1217	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1210	100	1211	100	1212	100	1212	100	1213	100	1212	100
Social Class	AB	171	14	171	14	172	14	171	14	171	14	170	14
	C1	318	26	318	26	318	26	318	26	319	26	319	26
	C2	242	20	242	20	243	20	243	20	243	20	243	20
	DE	479	40	480	40	479	40	480	40	480	40	480	40
Housewife Age	Under 25	65	5	66	5	65	5	65	5	65	5	65	5
	25 - 34	177	15	177	15	178	15	178	15	178	15	178	15
	35 - 44	229	19	229	19	229	19	229	19	229	19	229	19
	45 - 54	211	17	211	17	211	17	212	17	212	17	212	17
	55 - 64	208	17	208	17	208	17	208	17	209	17	209	17
	65 +	320	26	320	26	321	26	320	26	320	26	319	26
Size	1	348	29	348	29	349	29	348	29	348	29	349	29
	2	429	35	429	35	429	35	430	35	430	35	430	35
	3	197	16	197	16	197	16	197	16	197	16	197	16
	4+	236	20	237	20	237	20	237	20	238	20	236	19
Children	Without	882	73	883	73	884	73	884	73	885	73	885	73
	With	328	27	328	27	328	27	328	27	328	27	327	27

Table 2													
TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1214	100	1214	100	1215	100	1215	100	1216	100	1217	100
Social Class	AB	172	14	172	14	172	14	172	14	172	14	172	14
	C1	319	26	319	26	319	26	319	26	319	26	320	26
	C2	243	20	243	20	243	20	243	20	243	20	244	20
	DE	480	40	480	40	481	40	481	40	482	40	481	40
Housewife Age	Under 25	65	5	65	5	66	5	65	5	66	5	65	5
	25 - 34	178	15	178	15	178	15	178	15	178	15	178	15
	35 - 44	229	19	229	19	229	19	230	19	230	19	230	19
	45 - 54	212	17	212	17	212	17	212	17	212	17	212	17
	55 - 64	209	17	209	17	209	17	209	17	209	17	209	17
	65 +	321	26	321	26	321	26	321	26	321	26	323	27
Size	1	349	29	349	29	349	29	349	29	349	29	349	29
	2	430	35	430	35	431	35	431	35	431	35	431	35
	3	197	16	197	16	197	16	197	16	197	16	198	16
	4+	238	20	238	20	238	20	238	20	239	20	239	20
Children	Without	885	73	886	73	886	73	886	73	887	73	888	73
	With	329	27	328	27	329	27	329	27	329	27	329	27

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2725	100	2726	100	2728	100	2729	100	2730	100	2731	100
Age	4 - 9	212	8	210	8	211	8	211	8	211	8	212	8
	10 - 15	234	9	235	9	235	9	235	9	235	9	235	9
	16 - 24	316	12	317	12	317	12	317	12	317	12	317	12
	25 - 34	328	12	328	12	328	12	328	12	329	12	329	12
	35 - 44	410	15	410	15	410	15	411	15	410	15	410	15
	45 - 54	374	14	375	14	374	14	374	14	375	14	375	14
	55 - 64	364	13	364	13	365	13	365	13	365	13	365	13
	65 +	487	18	487	18	488	18	488	18	488	18	488	18
Adults	Total	2279	100	2281	100	2282	100	2283	100	2284	100	2284	100
	AB	348	15	348	15	348	15	348	15	348	15	349	15
	C1	619	27	620	27	620	27	620	27	621	27	620	27
	C2	507	22	508	22	508	22	509	22	509	22	509	22
	DE	805	35	805	35	806	35	806	35	806	35	806	35

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2733	100	2734	100	2735	100	2736	100	2737	100	2739	100
Age	4 - 9	212	8	212	8	212	8	212	8	212	8	212	8
	10 - 15	235	9	235	9	235	9	235	9	236	9	236	9
	16 - 24	317	12	317	12	317	12	318	12	318	12	318	12
	25 - 34	329	12	329	12	329	12	329	12	329	12	329	12
	35 - 44	411	15	411	15	412	15	411	15	412	15	413	15
	45 - 54	376	14	376	14	375	14	376	14	376	14	376	14
	55 - 64	365	13	365	13	366	13	366	13	366	13	366	13
	65 +	488	18	489	18	489	18	489	18	488	18	489	18
Adults	Total	2286	100	2287	100	2288	100	2289	100	2289	100	2291	100
	AB	349	15	349	15	349	15	349	15	349	15	349	15
	C1	621	27	621	27	622	27	622	27	622	27	623	27
	C2	509	22	510	22	510	22	510	22	510	22	510	22
	DE	807	35	807	35	807	35	808	35	808	35	809	35

Table4a Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1318	100	1318	100	1319	100	1320	100	1320	100	1321	100
Age	4 - 15	229	17	229	17	229	17	230	17	229	17	230	17
	16 - 24	156	12	157	12	157	12	157	12	157	12	157	12
	25 - 34	159	12	157	12	158	12	158	12	158	12	158	12
	35 - 44	200	15	200	15	200	15	200	15	200	15	200	15
	45 - 54	183	14	184	14	183	14	184	14	184	14	184	14
	55 - 64	179	14	179	14	180	14	180	14	180	14	180	14
	65 +	212	16	212	16	212	16	211	16	212	16	212	16
Adults		1089	100	1089	100	1090	100	1090	100	1091	100	1091	100
Total		1089	100	1089	100	1090	100	1090	100	1091	100	1091	100
AB		175	16	175	16	175	16	175	16	175	16	175	16
C1		290	27	291	27	291	27	291	27	291	27	291	27
C2		269	25	269	25	269	25	269	25	269	25	270	25
DE		355	33	354	33	355	33	355	33	356	33	355	33
Working F/T		601	55	601	55	601	55	602	55	602	55	602	55
Not Working		488	45	488	45	489	45	488	45	489	45	489	45

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1322	100	1322	100	1323	100	1323	100	1324	100	1324	100
Age	4 - 15	230	17	230	17	230	17	230	17	231	17	230	17
	16 - 24	157	12	157	12	157	12	158	12	158	12	157	12
	25 - 34	158	12	158	12	158	12	158	12	158	12	159	12
	35 - 44	200	15	200	15	201	15	200	15	201	15	202	15
	45 - 54	185	14	185	14	184	14	184	14	184	14	184	14
	55 - 64	180	14	179	14	180	14	180	14	180	14	180	14
65 +		212	16	213	16	213	16	213	16	212	16	212	16
Adults	Total	1092	100	1092	100	1093	100	1093	100	1093	100	1094	100
	AB	176	16	176	16	175	16	175	16	175	16	176	16
	C1	291	27	291	27	292	27	292	27	292	27	292	27
	C2	269	25	269	25	270	25	270	25	270	25	270	25
	DE	356	33	356	33	356	33	356	33	356	33	356	33
	Working F/T	603	55	603	55	604	55	603	55	604	55	604	55
	Not Working	489	45	489	45	489	45	490	45	489	45	490	45

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1407	100	1408	100	1409	100	1409	100	1410	100	1410	100
Age												
4 - 15	217	15	216	15	217	15	216	15	217	15	217	15
16 - 24	160	11	160	11	160	11	160	11	160	11	160	11
25 - 34	169	12	171	12	170	12	170	12	171	12	171	12
35 - 44	210	15	210	15	210	15	211	15	210	15	210	15
45 - 54	191	14	191	14	191	14	190	13	191	14	191	14
55 - 64	185	13	185	13	185	13	185	13	185	13	185	13
65 +	275	20	275	20	276	20	277	20	276	20	276	20
Adults												
Total	1190	100	1192	100	1192	100	1193	100	1193	100	1193	100
AB	173	15	173	15	173	15	173	15	173	15	174	15
C1	329	28	329	28	329	28	329	28	330	28	329	28
C2	238	20	239	20	239	20	240	20	240	20	239	20
DE	450	38	451	38	451	38	451	38	450	38	451	38
Working F/T	351	29	352	30	352	30	352	30	352	30	352	30
Not Working	839	71	840	70	840	70	841	70	841	70	841	70

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1411	100	1412	100	1412	100	1413	100	1413	100	1415	100
Age	4 - 15	217	15	217	15	217	15	217	15	217	15	218	15
	16 - 24	160	11	160	11	160	11	160	11	160	11	161	11
	25 - 34	171	12	171	12	171	12	171	12	171	12	170	12
	35 - 44	211	15	211	15	211	15	211	15	211	15	211	15
	45 - 54	191	14	191	14	191	14	192	14	192	14	192	14
	55 - 64	185	13	186	13	186	13	186	13	186	13	186	13
65 +		276	20	276	20	276	20	276	20	276	20	277	20
Adults	Total	1194	100	1195	100	1195	100	1196	100	1196	100	1197	100
	AB	173	14	173	14	174	15	174	15	174	15	173	14
	C1	330	28	330	28	330	28	330	28	330	28	331	28
	C2	240	20	241	20	240	20	240	20	240	20	240	20
	DE	451	38	451	38	451	38	452	38	452	38	453	38
	Working F/T	352	29	352	29	352	29	353	30	352	29	353	29
	Not Working	842	71	843	71	843	71	843	70	844	71	844	71

Midlands West

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2489	100	2490	100	2492	100	2493	100	2494	100	2496	100
TV Households	2441	98	2442	98	2444	98	2445	98	2446	98	2448	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2498	100	2499	100	2501	100	2502	100	2503	100	2505	100
TV Households	2450	98	2451	98	2452	98	2453	98	2455	98	2456	98

TV Households

Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2441	100	2442	100	2444	100	2445	100	2446	100	2448	100
Social Class	AB	435	18	433	18	433	18	434	18	435	18	434	18
	C1	624	26	625	26	625	26	626	26	626	26	626	26
	C2	460	19	460	19	460	19	460	19	461	19	461	19
	DE	922	38	924	38	926	38	925	38	924	38	927	38
Housewife Age	Under 25	128	5	128	5	128	5	129	5	127	5	128	5
	25 - 34	383	16	384	16	384	16	384	16	385	16	384	16
	35 - 44	493	20	493	20	494	20	494	20	495	20	495	20
	45 - 54	427	17	428	18	428	18	428	18	429	18	429	18
	55 - 64	399	16	399	16	400	16	400	16	400	16	401	16
	65 +	611	25	610	25	610	25	610	25	610	25	611	25
Size	1	695	28	697	29	696	28	697	29	696	28	698	29
	2	867	36	867	36	868	36	869	36	869	36	869	35
	3	397	16	397	16	397	16	398	16	398	16	398	16
	4+	482	20	481	20	483	20	481	20	483	20	483	20
Children	Without	1768	72	1767	72	1768	72	1770	72	1771	72	1772	72
	With	673	28	675	28	676	28	675	28	675	28	676	28

Table 2													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2450	100	2451	100	2452	100	2453	100	2455	100	2456	100
Social Class	AB	435	18	435	18	435	18	436	18	436	18	436	18
	C1	627	26	627	26	628	26	628	26	628	26	628	26
	C2	461	19	462	19	462	19	463	19	462	19	462	19
	DE	927	38	927	38	927	38	926	38	929	38	930	38
Housewife Age	Under 25	128	5	128	5	130	5	129	5	129	5	128	5
	25 - 34	384	16	385	16	385	16	385	16	386	16	386	16
	35 - 44	495	20	495	20	495	20	496	20	496	20	497	20
	45 - 54	429	18	430	18	429	17	429	17	430	18	430	18
	55 - 64	401	16	401	16	401	16	401	16	401	16	402	16
	65 +	613	25	612	25	612	25	613	25	613	25	613	25
Size	1	697	28	697	28	698	28	699	28	699	28	699	28
	2	870	36	870	35	871	36	871	36	872	36	872	36
	3	399	16	399	16	398	16	399	16	399	16	399	16
	4+	484	20	485	20	485	20	484	20	485	20	486	20
Children	Without	1773	72	1774	72	1775	72	1775	72	1777	72	1777	72
	With	677	28	677	28	677	28	678	28	678	28	679	28

Table 3													
All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5491	100	5494	100	5497	100	5501	100	5503	100	5507	100
Age	4 - 9	428	8	428	8	428	8	430	8	429	8	430	8
	10 - 15	480	9	480	9	480	9	480	9	481	9	480	9
	16 - 24	634	12	633	12	634	12	635	12	635	12	635	12
	25 - 34	713	13	715	13	715	13	715	13	715	13	716	13
	35 - 44	876	16	876	16	876	16	876	16	878	16	877	16
	45 - 54	745	14	746	14	746	14	747	14	747	14	749	14
	55 - 64	706	13	707	13	707	13	707	13	708	13	708	13
	65 +	909	17	909	17	911	17	911	17	910	17	912	17
Adults	Total	4583	100	4586	100	4589	100	4591	100	4593	100	4597	100
	AB	871	19	872	19	873	19	872	19	873	19	874	19
	C1	1220	27	1220	27	1220	27	1222	27	1222	27	1223	27
	C2	959	21	959	21	959	21	960	21	960	21	960	21
	DE	1533	33	1535	33	1537	33	1537	33	1538	33	1540	34

Table 3 All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5510	100	5513	100	5516	100	5520	100	5522	100	5526	100
Age	4 - 9	430	8	430	8	430	8	431	8	430	8	431	8
	10 - 15	481	9	481	9	482	9	482	9	483	9	482	9
	16 - 24	635	12	636	12	637	12	636	12	637	12	638	12
	25 - 34	717	13	717	13	717	13	718	13	718	13	718	13
	35 - 44	879	16	878	16	879	16	881	16	880	16	882	16
	45 - 54	748	14	748	14	749	14	748	14	750	14	749	14
	55 - 64	709	13	709	13	709	13	710	13	710	13	711	13
	65 +	911	17	914	17	913	17	914	17	914	17	915	17
Adults	Total	4599	100	4602	100	4604	100	4607	100	4609	100	4613	100
	AB	875	19	875	19	876	19	876	19	877	19	877	19
	C1	1223	27	1224	27	1224	27	1225	27	1226	27	1227	27
	C2	962	21	962	21	964	21	963	21	964	21	965	21
	DE	1539	33	1541	33	1540	33	1543	33	1542	33	1544	33

Table4a													
Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2690	100	2692	100	2694	100	2696	100	2696	100	2699	100
Age	4 - 15	461	17	461	17	460	17	461	17	461	17	462	17
	16 - 24	322	12	321	12	321	12	322	12	322	12	322	12
	25 - 34	354	13	356	13	357	13	356	13	356	13	357	13
	35 - 44	435	16	434	16	434	16	434	16	435	16	434	16
	45 - 54	370	14	371	14	371	14	371	14	371	14	373	14
	55 - 64	352	13	353	13	353	13	353	13	354	13	353	13
	65 +	396	15	396	15	398	15	399	15	397	15	398	15
Adults		Total		2229	100	2231	100	2234	100	2235	100	2237	100
AB		434	19	435	19	435	19	436	20	436	20	437	20
C1		586	26	585	26	586	26	586	26	586	26	586	26
C2		516	23	516	23	516	23	516	23	516	23	516	23
DE		693	31	695	31	697	31	697	31	697	31	698	31
Working F/T		1373	62	1375	62	1377	62	1378	62	1378	62	1379	62
Not Working		856	38	856	38	857	38	857	38	857	38	858	38

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2700	100	2702	100	2703	100	2705	100	2706	100	2708	100
Age	4 - 15	462	17	462	17	463	17	463	17	463	17	463	17
	16 - 24	322	12	322	12	323	12	322	12	323	12	324	12
	25 - 34	357	13	358	13	358	13	358	13	357	13	358	13
	35 - 44	436	16	434	16	435	16	436	16	436	16	437	16
	45 - 54	372	14	372	14	373	14	373	14	373	14	372	14
	55 - 64	354	13	354	13	354	13	354	13	355	13	355	13
	65 +	397	15	400	15	397	15	399	15	399	15	399	15
Adults	Total	2238	100	2240	100	2240	100	2242	100	2243	100	2245	100
	AB	437	20	437	20	438	20	438	20	438	20	438	20
	C1	587	26	587	26	586	26	587	26	588	26	588	26
	C2	517	23	517	23	518	23	518	23	518	23	518	23
	DE	697	31	699	31	698	31	699	31	699	31	701	31
	Working F/T	1379	62	1380	62	1381	62	1381	62	1382	62	1383	62
	Not Working	859	38	860	38	859	38	861	38	861	38	862	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2801	100	2802	100	2803	100	2805	100	2807	100	2808	100
Age												
4 - 15	447	16	447	16	448	16	449	16	449	16	448	16
16 - 24	312	11	312	11	313	11	313	11	313	11	313	11
25 - 34	359	13	359	13	358	13	359	13	359	13	359	13
35 - 44	441	16	442	16	442	16	442	16	443	16	443	16
45 - 54	375	13	375	13	375	13	376	13	376	13	376	13
55 - 64	354	13	354	13	354	13	354	13	354	13	355	13
65 +	513	18	513	18	513	18	512	18	513	18	514	18
Adults												
Total	2354	100	2355	100	2355	100	2356	100	2358	100	2360	100
AB	437	19	437	19	438	19	436	19	437	19	437	19
C1	634	27	635	27	634	27	636	27	636	27	637	27
C2	443	19	443	19	443	19	444	19	444	19	444	19
DE	840	36	840	36	840	36	840	36	841	36	842	36
Working F/T	709	30	708	30	708	30	708	30	708	30	709	30
Not Working	1645	70	1647	70	1647	70	1648	70	1650	70	1651	70

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2810	100	2811	100	2813	100	2815	100	2816	100	2818	100
Age	4 - 15	449	16	449	16	449	16	450	16	450	16	450	16
	16 - 24	313	11	314	11	314	11	314	11	314	11	314	11
	25 - 34	360	13	359	13	359	13	360	13	361	13	360	13
	35 - 44	443	16	444	16	444	16	445	16	444	16	445	16
	45 - 54	376	13	376	13	376	13	375	13	377	13	377	13
	55 - 64	355	13	355	13	355	13	356	13	355	13	356	13
65 +		514	18	514	18	516	18	515	18	515	18	516	18
Adults	Total	2361	100	2362	100	2364	100	2365	100	2366	100	2368	100
	AB	438	19	438	19	438	19	438	19	439	19	439	19
	C1	636	27	637	27	638	27	638	27	638	27	639	27
	C2	445	19	445	19	446	19	445	19	446	19	447	19
	DE	842	36	842	36	842	36	844	36	843	36	843	36
	Working F/T	711	30	711	30	711	30	712	30	712	30	713	30
	Not Working	1650	70	1651	70	1653	70	1653	70	1654	70	1655	70

Midlands East

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	908	100	909	100	909	100	910	100	911	100	911	100
TV Households	894	98	894	98	895	98	895	98	896	98	897	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	912	100	913	100	913	100	914	100	915	100	915	100
TV Households	897	98	898	98	899	98	900	98	900	98	901	98

Table 2													
TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		894	100	894	100	895	100	895	100	896	100	897	100
Social Class	AB	168	19	169	19	169	19	169	19	168	19	169	19
	C1	246	28	246	28	246	27	246	27	247	28	247	28
	C2	172	19	172	19	173	19	173	19	173	19	173	19
	DE	308	34	307	34	307	34	307	34	308	34	308	34
Housewife Age	Under 25	52	6	52	6	53	6	52	6	53	6	53	6
	25 - 34	153	17	153	17	153	17	153	17	153	17	154	17
	35 - 44	179	20	179	20	179	20	179	20	179	20	179	20
	45 - 54	150	17	150	17	150	17	150	17	150	17	150	17
	55 - 64	138	15	138	15	138	15	138	15	138	15	138	15
	65 +	222	25	222	25	222	25	223	25	223	25	223	25
Size	1	261	29	259	29	260	29	260	29	261	29	261	29
	2	319	36	320	36	320	36	320	36	320	36	321	36
	3	133	15	133	15	133	15	133	15	133	15	133	15
	4+	181	20	182	20	182	20	182	20	182	20	182	20
Children	Without	649	73	650	73	651	73	650	73	651	73	652	73
	With	245	27	244	27	244	27	245	27	245	27	245	27

Table 2												
TV Households												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	897	100	898	100	899	100	900	100	900	100	901	100
Social Class												
AB	169	19	169	19	170	19	169	19	169	19	170	19
C1	247	28	247	28	247	27	247	27	248	28	248	28
C2	173	19	173	19	173	19	173	19	174	19	174	19
DE	308	34	309	34	309	34	311	35	309	34	309	34
Housewife Age												
Under 25	53	6	53	6	52	6	53	6	53	6	53	6
25 - 34	154	17	154	17	154	17	154	17	154	17	154	17
35 - 44	180	20	180	20	180	20	180	20	180	20	180	20
45 - 54	150	17	150	17	151	17	151	17	151	17	151	17
55 - 64	138	15	138	15	139	15	139	15	139	15	139	15
65 +	222	25	223	25	223	25	223	25	223	25	224	25
Size												
1	261	29	262	29	262	29	261	29	261	29	262	29
2	321	36	321	36	321	36	322	36	322	36	322	36
3	133	15	133	15	134	15	134	15	134	15	134	15
4+	182	20	182	20	182	20	183	20	183	20	183	20
Children												
Without	652	73	653	73	653	73	654	73	654	73	655	73
With	245	27	245	27	246	27	246	27	246	27	246	27

Table 3 All Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2018	100	2019	100	2021	100	2022	100	2024	100	2025	100
Age	4 - 9	157	8	157	8	158	8	157	8	158	8	158	8
	10 - 15	177	9	177	9	177	9	178	9	177	9	178	9
	16 - 24	244	12	245	12	245	12	244	12	245	12	245	12
	25 - 34	280	14	279	14	279	14	280	14	280	14	280	14
	35 - 44	325	16	326	16	327	16	327	16	327	16	328	16
	45 - 54	269	13	269	13	269	13	269	13	269	13	269	13
	55 - 64	237	12	237	12	238	12	238	12	238	12	238	12
	65 +	329	16	329	16	328	16	329	16	330	16	329	16
Adults	Total	1684	100	1685	100	1686	100	1687	100	1689	100	1689	100
	AB	331	20	331	20	331	20	332	20	332	20	332	20
	C1	482	29	483	29	484	29	483	29	484	29	484	29
	C2	352	21	352	21	353	21	353	21	354	21	354	21
	DE	519	31	519	31	518	31	519	31	519	31	519	31

Table 3													
All Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2027	100	2028	100	2030	100	2031	100	2033	100	2034	100
Age	4 - 9	158	8	158	8	158	8	158	8	159	8	158	8
	10 - 15	178	9	178	9	178	9	178	9	178	9	179	9
	16 - 24	245	12	245	12	245	12	246	12	246	12	246	12
	25 - 34	280	14	281	14	281	14	281	14	281	14	281	14
	35 - 44	328	16	328	16	329	16	328	16	329	16	329	16
	45 - 54	270	13	270	13	270	13	271	13	270	13	271	13
	55 - 64	238	12	239	12	239	12	239	12	239	12	239	12
	65 +	330	16	329	16	330	16	330	16	331	16	331	16
Adults	Total	1691	100	1692	100	1694	100	1695	100	1696	100	1697	100
	AB	332	20	333	20	332	20	333	20	333	20	334	20
	C1	485	29	485	29	486	29	486	29	486	29	486	29
	C2	354	21	354	21	354	21	355	21	355	21	355	21
	DE	520	31	520	31	522	31	521	31	522	31	522	31

Table4a Male Individuals in TV Households													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		985	100	985	100	986	100	986	100	988	100	988	100
Age	4 - 15	169	17	169	17	170	17	170	17	170	17	170	17
	16 - 24	124	13	125	13	125	13	124	13	125	13	125	13
	25 - 34	139	14	137	14	137	14	138	14	138	14	138	14
	35 - 44	158	16	159	16	160	16	160	16	160	16	161	16
	45 - 54	133	14	133	14	133	13	133	13	133	13	132	13
	55 - 64	118	12	118	12	118	12	118	12	118	12	118	12
65 +		144	15	144	15	143	15	143	15	144	15	144	15
Adults		816	100	816	100	816	100	816	100	818	100	818	100
Total		169	21	169	21	169	21	169	21	169	21	169	21
AB		231	28	232	28	232	28	232	28	233	28	233	28
C1		188	23	188	23	189	23	189	23	189	23	189	23
C2		228	28	227	28	226	28	226	28	227	28	227	28
DE		494	61	494	61	494	61	493	60	495	61	495	61
Working F/T		322	39	322	39	322	39	323	40	323	39	323	39
Not Working													

Table4a													
Male Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		989	100	989	100	990	100	991	100	992	100	992	100
Age	4 - 15	170	17	170	17	170	17	170	17	171	17	171	17
	16 - 24	125	13	125	13	125	13	126	13	125	13	125	13
	25 - 34	138	14	138	14	138	14	138	14	139	14	138	14
	35 - 44	161	16	161	16	161	16	161	16	161	16	161	16
	45 - 54	133	13	133	13	133	13	133	13	133	13	134	14
	55 - 64	118	12	119	12	119	12	119	12	118	12	118	12
65 +		144	15	143	14	144	15	144	15	145	15	145	15
Adults	Total	819	100	819	100	820	100	821	100	821	100	821	100
	AB	169	21	170	21	169	21	169	21	169	21	170	21
	C1	233	28	233	28	234	29	234	29	234	29	234	29
	C2	190	23	189	23	189	23	190	23	190	23	190	23
	DE	227	28	227	28	228	28	228	28	228	28	227	28
	Working F/T	496	61	496	61	496	60	497	61	497	61	497	61
	Not Working	323	39	323	39	324	40	324	39	324	39	324	39

Table4b										
Female Individuals in TV Households										
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1033	100	1034	100	1035	100	1036	100	1036	100
Age										
4 - 15	165	16	165	16	165	16	165	16	165	16
16 - 24	120	12	120	12	120	12	120	12	120	12
25 - 34	141	14	142	14	142	14	142	14	142	14
35 - 44	167	16	167	16	167	16	167	16	167	16
45 - 54	136	13	136	13	136	13	136	13	136	13
55 - 64	119	12	119	12	120	12	120	12	120	12
65 +	185	18	185	18	185	18	186	18	186	18
Adults										
Total	868	100	869	100	870	100	871	100	871	100
AB	162	19	162	19	162	19	163	19	163	19
C1	251	29	251	29	252	29	251	29	251	29
C2	164	19	164	19	164	19	164	19	165	19
DE	291	34	292	34	292	34	293	34	292	34
Working F/T	262	30	263	30	263	30	264	30	264	30
Not Working	606	70	606	70	607	70	607	70	607	70

Table4b													
Female Individuals in TV Households													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1038	100	1039	100	1040	100	1040	100	1041	100	1042	100
Age	4 - 15	166	16	166	16	166	16	166	16	166	16	166	16
	16 - 24	120	12	120	12	120	12	120	12	121	12	121	12
	25 - 34	142	14	143	14	143	14	143	14	142	14	143	14
	35 - 44	167	16	167	16	168	16	167	16	168	16	168	16
	45 - 54	137	13	137	13	137	13	138	13	137	13	137	13
	55 - 64	120	12	120	12	120	12	120	12	121	12	121	12
65 +		186	18	186	18	186	18	186	18	186	18	186	18
Adults	Total	872	100	873	100	874	100	874	100	875	100	876	100
	AB	163	19	163	19	163	19	164	19	164	19	164	19
	C1	252	29	252	29	252	29	252	29	252	29	252	29
	C2	164	19	165	19	165	19	165	19	165	19	165	19
	DE	293	34	293	34	294	34	293	34	294	34	295	34
	Working F/T	263	30	264	30	264	30	264	30	264	30	265	30
	Not Working	609	70	609	70	610	70	610	70	611	70	611	70

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.

Appendix C

FIELDWORK AND RESULTS

The tables in this report are based on Establishment Survey interviews carried out between July 2002 and June 2004.

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 '02 - Jun '04										
	Total		Mid		E		W		SW	
Addresses Issued	161399		17670		10844		6147		5909	
Shop / Business	2814		319		154		136		120	
Demolished / Incomplete	667		55		50		10		19	
Empty	11848		1105		664		449		310	
Holiday Home	1744		60		89		59		300	
Other Non Effective	4611		528		319		256		197	
Eligible Addresses	139715		15603		9568		5237		4963	
Substitute Addresses	20121		2020		1254		889		824	
Multiple Occupancy Addresses	1991		57		46		14		90	
Additional Households	3100		449		273		51		102	
Total Households	164927	100%	18129	100%	11141	100%	6191	100%	5979	100%
Non Contacts	28726	17%	2413	13%	2016	18%	1406	23%	883	15%
No English Spoken	296	*	45	*	26	*	5	*	3	*
Refusals	25750	16%	3043	17%	2016	18%	689	11%	943	16%
Total Interviews	110155	67%	12628	70%	7083	64%	4091	66%	4150	69%
* = Less than 0.5%										

Response Analysis: Jul '02 - Jun '04										
	S		N		NE		NW		Scot	
Addresses Issued	12668		9563		7282		12750		14141	
Shop / Business	189		102		103		181		411	
Demolished / Incomplete	45		37		36		67		105	
Empty	710		589		526		1088		1337	
Holiday Home	159		18		104		165		269	
Other Non Effective	407		146		165		314		444	
Eligible Addresses	11158		8671		6348		10935		11575	
Substitute Addresses	1460		876		903		1738		2473	
Multiple Occupancy Addresses	156		18		15		47		261	
Additional Households	243		105		56		274		376	
Total Households	13017	100%	9670	100%	7322	100%	12994	100%	14685	100%
Non Contacts	2225	17%	1191	20%	1140	16%	2670	21%	1753	12%
No English Spoken	16	*	5	*	5	*	10	*	12	*
Refusals	2214	17%	1494	14%	881	12%	2042	16%	1796	12%
Total Interviews	8562	66%	6980	67%	5296	72%	8272	64%	11124	76%
* = Less than 0.5%										

Response Analysis: Jul '02 - Jun '04										
	Uls		Wal		Lon		SE			
Addresses Issued	9045		18161		32230		4989			
Shop / Business	190		336		498		75			
Demolished / Incomplete	44		88		97		14			
Empty	427		2710		1666		267			
Holiday Home	44		356		85		36			
Other Non Effective	192		908		618		117			
Eligible Addresses	8148		13763		29266		4480			
Substitute Addresses	0		4266		2911		507			
Multiple Occupancy Addresses	6		105		1103		73			
Additional Households	313		464		323		71			
Total Households	8467	100%	18598	100%	33603	100%	5131	100%		
Non Contacts	1471	17%	2222	12%	8426	25%	910	18%		
No English Spoken	7	*	12	*	141	*	9	*		
Refusals	658	8%	1800	10%	6934	21%	1240	24%		
Total Interviews	6331	75%	14564	78%	18102	54%	2972	58%		
* = 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 2002 to June 2004.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	More than 1 TV Set
All Areas	110155	107821	69058
London	18149	17589	10473
South East	3054	3020	1990
Midlands	12605	12397	8276
East	7099	6960	4162
West	4519	4433	2884
South West	3688	3627	2479
South	8461	8303	5502
North	6974	6862	4464
North East	5369	5307	3686
North West	8269	8128	5271
Scotland	11109	10846	7412
Ulster	6331	6111	3433
Wales	14528	14238	9026
Midlands West	9384	9223	6161
Midlands East	3221	3174	2115
Non Terrestrial	48383	48383	37205
Direct to Home	35607	35607	27919

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households
All Areas	222161
London	34659
South East	6351
Midlands	26278
East	13955
West	9100
South West	7784
South	17496
North	14511
North East	11554
North West	16974
Scotland	23192
Ulster	11549
Wales	28758
Midlands West	19479
Midlands East	6799
Non Terrestrial	63030
Direct to Home	47076

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals Multi Set Households
All Areas	260928	256975	183747
London	44374	43347	28954
South East	7123	7071	5234
Midlands	30621	30260	22211
East	16673	16449	11163
West	10524	10366	7557
South West	8453	8350	6282
South	19740	19475	14285
North	16589	16400	11970
North East	12457	12345	9527
North West	19347	19099	13880
Scotland	25305	24887	18998
Ulster	16053	15719	9907
Wales	33669	33207	23779
Midlands West	22732	22463	16467
Midlands East	7889	7797	5744
Non Terrestrial	133701	133701	108028
Direct to Home	100040	100040	81785

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults Multi Set Households
All Areas	208308	204954	143563
London	34839	34002	22318
South East	5715	5670	4102
Midlands	24205	23903	17235
East	13378	13194	8733
West	8549	8412	6003
South West	6863	6772	4984
South	16130	15888	11422
North	13077	12916	9205
North East	10009	9927	7502
North West	15358	15159	10781
Scotland	20585	20217	15145
Ulster	12513	12208	7547
Wales	27087	26686	18586
Midlands West	17970	17740	12799
Midlands East	6235	6163	4436
Non Terrestrial	101876	101876	81798
Direct to Home	75970	75970	61850

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	126267	134661	124137	132838
London	21538	22836	21004	22343
South East	3350	3773	3317	3754
Midlands	14917	15704	14718	15542
East	8160	8513	8037	8412
West	5108	5416	5026	5340
South West	4087	4366	4038	4312
South	9582	10158	9435	10040
North	8061	8528	7947	8453
North East	6011	6446	5951	6394
North West	9343	10004	9200	9899
Scotland	12165	13140	11925	12962
Ulster	7737	8316	7571	8148
Wales	16208	17461	15968	17239
Midlands West	11066	11666	10921	11542
Midlands East	3851	4038	3797	4000
Non Terrestrial	67396	66305	67396	66305
Direct to Home	50802	49238	50802	49238

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	99258	109050	97426	107528
London	16633	18206	16192	17810
South East	2652	3063	2623	3047
Midlands	11677	12528	11509	12394
East	6469	6909	6368	6826
West	4051	4498	3982	4430
South West	3273	3590	3230	3542
South	7709	8421	7570	8318
North	6261	6816	6160	6756
North East	4761	5248	4717	5210
North West	7266	8092	7150	8009
Scotland	9774	10811	9558	10659
Ulster	5911	6602	5759	6449
Wales	12821	14266	12608	14078
Midlands West	8679	9291	8554	9186
Midlands East	2998	3237	2955	3208
Non Terrestrial	50868	51008	50868	51008
Direct to Home	38273	37697	38273	37697

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 2003 and June 2004. 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, 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 2004 in this report accord with estimates used in processing BARB panel data in June 2004. 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 2005

The projections are obtained by applying monthly factors to the June 2004 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2004}}$$

Appendix J

The Questionnaire (June 2004)

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 IF RESPONDENT ANSWERED "YES" (CODE 1) AT Q2A, ASK Q2B, OTHERWISE GO TO Q3A	SP
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 first 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 first 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	
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 and 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	
SHOW CARD GG. I would now like to ask you about the reception method that this set uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are: 1) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a normal aerial and digital box – the digital box simply connects to your TV and rooftop or indoor aerial and gives you a selection of about 30 channels. This service is known as Freeview (formerly ITV Digital) and you do not need a satellite dish or cable connection to a TV supplier to receive these channels. There is no monthly subscription to pay. You may have a television with a built in or integrated set top box. These sets allow you to receive the same channels as either 1 or 3 but without a separate set top box.	
17b SHOW CARD GGG Therefore, by which of these methods do you receive the additional channels on this television set? If you can receive your channels by more than one method on this set we are interested in all methods. A satellite dish A connection to a cable TV Supplier A normal aerial and digital box A television which has digital reception built-in or integrated and needs no set-top box None of these	MP

ASK ALL	
17c. SHOW CARD H Which of these ranges shows the number of additional channels, apart from BBC1 BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW) , that this set receives? 0 1-2 3-5 6-10 11-20 21-50 More than 50	SP
IF 0 CHANNELS AT Q17c, COUNT THIS SET AS HAVING NO ADDITIONAL CHANNELS IF >0 CHANNELS AT Q17c AND NONE OF THESE AT Q17b1 ASK Q17b1 AGAIN	
ASK Q20A IF CODE 1 or 2 AT Q17b OTHERWISE GO TO Q20b. 20a. Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b = 1) READ OUT CODE 1 REDUNDANT Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	MP
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q22a	
20b. SHOW CARD J Which of these digital TV services does this set receive? Digital services via a normal aerial (i.e. Freeview, formerly ITV Digital) Digital Satellite (i.e. Sky digital) Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON <u>MAIN SET</u> (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d. IF ADDITIONAL CHANNELS RECEIVED ON <u>ADDITIONAL SETS</u> AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b, Q20a AND Q20b) ASK Q22A, OTHERWISE SKIP TO Q17d		
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 channels are received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC 3 BBC 4 ITV 2 E4 Sky One UK Gold UK Drama UK Food UK Style Discovery Home and Leisure	SHOW CARD K2 Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living Plus (formerly Granada Plus) Men & Motors S4C Digital Fashion TV	SHOW CARD K3 UK Horizons Discovery Channel Animal Planet The History Channel National Geographic Film Four Sky Moviemax Sky Premier Sky Cinema Turner Classic Movies

SHOW CARD K4 Sky Travel Travel Channel MTV VH-1 The Box Kerrang! Q Smash Hits Magic Kiss	SHOW CARD K5 Nickleodeon Cartoon Network Fox Kids Boomerang The Disney Channel Discovery Kids Trouble Bravo CBBC CBeebies	SHOW CARD K6 Sky News BBC News 24 ITV News (formerly ITN News) Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Extra British Eurosport Sky Sports News Sky Premiership Plus Extreme Sports
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IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b/Q20a/Q20b ASK Q17c2 (IF Q17b = 1 and Q20a = 2) or Q17c3 (IF Q17b = 3 or Q20b = 1) OTHERWISE ASK Q17d		
17c2.	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP
17c3.	Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? Yes No	SP
IF YES (CODE 1 AT Q17c3) STATE In that case I need to ask you a couple of questions again. ASK Q17b, Q20a and Q20b AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.		
IF SATELLITE DISH (CODE 1 AT Q17b) ASK 17d		
17d.	Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households	SP
ASK ALL WITH ADDITIONAL CHANNELS		
17e.	SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a.	SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	MP
IF 2+ CODES AT Q17b ASK Q20f, ELSE SKIP TO Q22A. (Do not show code 1 if Q17b code 4 and Q20f code 2 AND Q17b code 1 and Q20a code 3)		
Q20f	On this television set, which reception method do you use most frequently? READ OUT The satellite dish (IF Q17b = 1) The connection to a cable TV supplier (IF Q17b = 2) The normal aerial and digital box (IF Q17b = 3) The television which has digital reception built-in (IDTV) and needs no set-top box (IF Q17b = 4)	SP

22c.	SHOW CARD L. Which of the statements on this card best describes the reception for the additional channels you receive?	SP
	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	
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.	MP
	Newline 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 Look North (Hull)	
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 your household 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 Q26a	
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, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital services via a normal aerial 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 service via a normal aerial (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 Q30c 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
ASK ALL	
30c Now I would like you to tell me about any other set-top-boxes in your household that are not ----- -- not currently in use, whatever their condition. Are there any set-top-boxes in your household that -- - are not currently in use? Yes No	SP
IF YES AT Q30c ASK Q30d	
30d With which of these reception methods are they associated? READ OUT Satellite Cable Digital via a normal aerial	MP

ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f		SP
30e.	Is the satellite reception method digital? Yes No	
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g		SP
30f.	Is the cable reception method digital? Yes No	
ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d		
30g	How many unused set-top-boxes for satellite / cable / digital via a normal aerial (ENTER TEXT AS CODED AT Q30d) are there in your household? WRITE IN> _____	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g		
30h	SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTERTEXT AS CODED AT Q30d) set-top-box in your household? REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Permanently out of order	SP
30i	Do you have a second home either in the UK or abroad? Yes – UK Yes - abroad No	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j		
30j	Do you have any equipment for receiving additional UK channels at any of these households? READ OUT Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No	MP
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 or KiT, services which allows you to watch certain programmes from a selected list and/or transmit some TV channels 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 2nd set, 3rd 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)		
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		
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 ____ (<i>ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4</i>), how would you and your household divide the 10 hours between Ulster Television and ____ (<i>ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4</i>)? 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 INTERACTIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP

ASK ALL 48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other	SP
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	
50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education	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
64.	SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to? 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	SP
IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56		
55f	SHOW CARD VV. 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</u> income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.	
57	And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.	
58	And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.	

59a	Which of the following publications 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 <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) in casual work/not in paid employment because you are/ he/she (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is READ OUT Retired/pensioner/widow/on a pension Full time housewife Unemployed/redundant
	SP

IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C	
60b.	Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?
	SP

IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61 IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G	
60c.	<u>Have you/Has the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed/full time housewife (WHICHEVER TEXT APPLIES) for...READ OUT Less than 6 months More than 6 months
	SP

IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E	
60d.	And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education
	SP

PLEASE NOW SKIP TO Q61	
60e.	Is thatREAD OUT Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?
	SP

IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G	
61.	Please give full details of the Chief income earner's <u>present job</u> (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / <u>previous job</u> (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN
61b.	What <u>is/(was)</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. IF TEACHER, GIVE SECONDARY OR PRIMARY WRITE IN

61b2.	<u>Is/(Was)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she self employed? PLEASE GIVE DETAILS. Yes No	
IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c		
61b3.	How many staff <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK	
61c.	What jobs <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	<u>Is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP
ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G		
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK	
61f.	How many people <u>is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64		
63b.	Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	
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	
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		