

# Establishment Survey of TV Homes

ITV and Channel Four  
Area Report  
June 2002 – Volume 2

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## **INTRODUCTION**

This report gives details of the overall populations and television populations for each ITV area, C4 Macro Regions, S4C receivers in the Principality of Wales, and for Cable and Satellite homes. Results are based on survey work conducted between July 2000 and June 2002.

The report is in two volumes. The first provides smoothed results which have an effective date of June 1st 2002, whilst the second contains projections of key demographic data for each month of 2003. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Cable and Satellite data since these projections are updated monthly. Appendix I contains a detailed explanation of the 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

## Projections Jan 03 - Dec 03

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

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

| Table 2<br>ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for           |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                           |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households       |          | 24727  | 100 | 24741  | 100 | 24757  | 100 | 24772  | 100 | 24785  | 100 | 24800  | 100 |
| Social Class              | AB       | 4392   | 18  | 4395   | 18  | 4396   | 18  | 4400   | 18  | 4402   | 18  | 4404   | 18  |
|                           | C1       | 7071   | 29  | 7075   | 29  | 7083   | 29  | 7084   | 29  | 7089   | 29  | 7095   | 29  |
|                           | C2       | 4837   | 20  | 4838   | 20  | 4843   | 20  | 4845   | 20  | 4848   | 20  | 4852   | 20  |
|                           | DE       | 8427   | 34  | 8433   | 34  | 8435   | 34  | 8443   | 34  | 8446   | 34  | 8449   | 34  |
| Housewife Age             | Under 25 | 1419   | 6   | 1421   | 6   | 1422   | 6   | 1422   | 6   | 1423   | 6   | 1424   | 6   |
|                           | 25 - 34  | 4285   | 17  | 4287   | 17  | 4290   | 17  | 4293   | 17  | 4299   | 17  | 4303   | 17  |
|                           | 35 - 44  | 5117   | 21  | 5120   | 21  | 5127   | 21  | 5127   | 21  | 5126   | 21  | 5132   | 21  |
|                           | 44 - 54  | 4298   | 17  | 4302   | 17  | 4303   | 17  | 4306   | 17  | 4309   | 17  | 4310   | 17  |
|                           | 55 - 64  | 3716   | 15  | 3719   | 15  | 3720   | 15  | 3723   | 15  | 3726   | 15  | 3728   | 15  |
|                           | 65 +     | 5892   | 24  | 5892   | 24  | 5895   | 24  | 5901   | 24  | 5902   | 24  | 5903   | 24  |
| Size                      | 1        | 7305   | 30  | 7309   | 30  | 7315   | 30  | 7320   | 30  | 7324   | 30  | 7328   | 30  |
|                           | 2        | 8601   | 35  | 8602   | 35  | 8608   | 35  | 8611   | 35  | 8618   | 35  | 8624   | 35  |
|                           | 3        | 3790   | 15  | 3793   | 15  | 3793   | 15  | 3798   | 15  | 3799   | 15  | 3801   | 15  |
|                           | 4+       | 5031   | 20  | 5037   | 20  | 5041   | 20  | 5043   | 20  | 5044   | 20  | 5047   | 20  |
| Children                  | With     | 6769   | 27  | 6772   | 27  | 6777   | 27  | 6780   | 27  | 6785   | 27  | 6788   | 27  |
|                           | Without  | 17958  | 73  | 17969  | 73  | 17980  | 73  | 17992  | 73  | 18000  | 73  | 18012  | 73  |



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

| Table 3<br>All Individuals in ITV Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
|----------------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| Projections for                              |         | Jan 03 |      | Feb 03 |      | Mar 03 |      | Apr 03 |      | May 03 |      | Jun 03 |     |
|                                              |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                         |         | 55495  | 100  | 55526  | 100  | 55561  | 100  | 55598  | 100  | 55625  | 100  | 55659  | 100 |
| Age                                          | 4 - 9   | 4418   | 8    | 4419   | 8    | 4423   | 8    | 4426   | 8    | 4426   | 8    | 4430   | 8   |
|                                              | 10 - 15 | 4708   | 8    | 4711   | 8    | 4714   | 8    | 4717   | 8    | 4721   | 8    | 4722   | 8   |
|                                              | 16 - 24 | 6417   | 12   | 6422   | 12   | 6426   | 12   | 6427   | 12   | 6431   | 12   | 6435   | 12  |
|                                              | 25 - 34 | 8057   | 15   | 8064   | 15   | 8069   | 15   | 8081   | 15   | 8084   | 15   | 8085   | 15  |
|                                              | 35 - 44 | 9145   | 16   | 9146   | 16   | 9152   | 16   | 9155   | 16   | 9162   | 16   | 9173   | 16  |
|                                              | 45 - 54 | 7630   | 14   | 7638   | 14   | 7642   | 14   | 7648   | 14   | 7652   | 14   | 7655   | 14  |
|                                              | 55-64   | 6422   | 12   | 6423   | 12   | 6426   | 12   | 6430   | 12   | 6432   | 12   | 6434   | 12  |
| 65 +                                         | 8698    | 16     | 8703 | 16     | 8709 | 16     | 8714 | 16     | 8717 | 16     | 8725 | 16     |     |
| Adults                                       | Total   | 46369  | 100  | 46396  | 100  | 46424  | 100  | 46455  | 100  | 46478  | 100  | 46507  | 100 |
|                                              | AB      | 8852   | 19   | 8858   | 19   | 8864   | 19   | 8870   | 19   | 8875   | 19   | 8882   | 19  |
|                                              | C1      | 13622  | 29   | 13628  | 29   | 13640  | 29   | 13646  | 29   | 13652  | 29   | 13662  | 29  |
|                                              | C2      | 10054  | 22   | 10054  | 22   | 10063  | 22   | 10071  | 22   | 10077  | 22   | 10080  | 22  |
|                                              | DE      | 13841  | 30   | 13856  | 30   | 13857  | 30   | 13868  | 30   | 13874  | 30   | 13883  | 30  |

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

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

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

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

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





# LONDON

## Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 5984   | 100 | 5988   | 100 | 5992   | 100 | 5996   | 100 | 6000   | 100 | 6004   | 100 |
| TV Households                   | 5800   | 97  | 5803   | 97  | 5807   | 97  | 5811   | 97  | 5815   | 97  | 5819   | 97  |
| ITV Households                  | 4950   | 83  | 4954   | 83  | 4957   | 83  | 4960   | 83  | 4964   | 83  | 4967   | 83  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 6008   | 100 | 6012   | 100 | 6016   | 100 | 6020   | 100 | 6024   | 100 | 6028   | 100 |
| TV Households                   | 5823   | 97  | 5827   | 97  | 5831   | 97  | 5834   | 97  | 5838   | 97  | 5842   | 97  |
| ITV Households                  | 4970   | 83  | 4974   | 83  | 4977   | 83  | 4980   | 83  | 4984   | 83  | 4987   | 83  |

| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 4950   | 100 | 4954   | 100 | 4957   | 100 | 4960   | 100 | 4964   | 100 | 4967   | 100 |
| Social Class        | AB       | 1234   | 25  | 1235   | 25  | 1236   | 25  | 1237   | 25  | 1238   | 25  | 1239   | 25  |
|                     | C1       | 1571   | 32  | 1573   | 32  | 1573   | 32  | 1574   | 32  | 1575   | 32  | 1576   | 32  |
|                     | C2       | 831    | 17  | 832    | 17  | 832    | 17  | 833    | 17  | 833    | 17  | 834    | 17  |
|                     | DE       | 1314   | 27  | 1314   | 27  | 1316   | 27  | 1316   | 27  | 1318   | 27  | 1318   | 27  |
| Housewife Age       | Under 25 | 286    | 6   | 286    | 6   | 286    | 6   | 287    | 6   | 288    | 6   | 288    | 6   |
|                     | 25 - 34  | 980    | 20  | 981    | 20  | 981    | 20  | 982    | 20  | 982    | 20  | 984    | 20  |
|                     | 35 - 44  | 1159   | 23  | 1162   | 23  | 1164   | 23  | 1162   | 23  | 1163   | 23  | 1164   | 23  |
|                     | 44 - 54  | 857    | 17  | 857    | 17  | 857    | 17  | 858    | 17  | 858    | 17  | 859    | 17  |
|                     | 55 - 64  | 676    | 14  | 676    | 14  | 676    | 14  | 678    | 14  | 678    | 14  | 678    | 14  |
|                     | 65 +     | 992    | 20  | 992    | 20  | 993    | 20  | 993    | 20  | 995    | 20  | 994    | 20  |
| Size                | 1        | 1511   | 31  | 1512   | 31  | 1513   | 31  | 1514   | 31  | 1515   | 31  | 1516   | 31  |
|                     | 2        | 1604   | 32  | 1606   | 32  | 1606   | 32  | 1608   | 32  | 1609   | 32  | 1610   | 32  |
|                     | 3        | 744    | 15  | 744    | 15  | 745    | 15  | 745    | 15  | 746    | 15  | 746    | 15  |
|                     | 4+       | 1091   | 22  | 1092   | 22  | 1093   | 22  | 1093   | 22  | 1094   | 22  | 1095   | 22  |
| Children            | With     | 1412   | 29  | 1413   | 29  | 1414   | 29  | 1415   | 29  | 1416   | 29  | 1417   | 29  |
|                     | Without  | 3538   | 71  | 3541   | 71  | 3543   | 71  | 3545   | 71  | 3548   | 71  | 3550   | 71  |

| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 4970   | 100 | 4974   | 100 | 4977   | 100 | 4980   | 100 | 4984   | 100 | 4987   | 100 |
| Social Class        | AB       | 1239   | 25  | 1240   | 25  | 1241   | 25  | 1242   | 25  | 1243   | 25  | 1243   | 25  |
|                     | C1       | 1577   | 32  | 1579   | 32  | 1579   | 32  | 1580   | 32  | 1582   | 32  | 1583   | 32  |
|                     | C2       | 834    | 17  | 835    | 17  | 836    | 17  | 836    | 17  | 837    | 17  | 837    | 17  |
|                     | DE       | 1320   | 27  | 1320   | 27  | 1321   | 27  | 1322   | 27  | 1322   | 27  | 1324   | 27  |
| Housewife Age       | Under 25 | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   |
|                     | 25 - 34  | 984    | 20  | 985    | 20  | 985    | 20  | 985    | 20  | 987    | 20  | 987    | 20  |
|                     | 35 - 44  | 1165   | 23  | 1165   | 23  | 1166   | 23  | 1168   | 23  | 1169   | 23  | 1169   | 23  |
|                     | 44 - 54  | 860    | 17  | 860    | 17  | 860    | 17  | 862    | 17  | 862    | 17  | 862    | 17  |
|                     | 55 - 64  | 678    | 14  | 679    | 14  | 680    | 14  | 680    | 14  | 680    | 14  | 681    | 14  |
|                     | 65 +     | 995    | 20  | 997    | 20  | 998    | 20  | 997    | 20  | 998    | 20  | 1000   | 20  |
| Size                | 1        | 1517   | 31  | 1518   | 31  | 1519   | 31  | 1520   | 31  | 1521   | 31  | 1522   | 31  |
|                     | 2        | 1610   | 32  | 1613   | 32  | 1613   | 32  | 1614   | 32  | 1616   | 32  | 1617   | 32  |
|                     | 3        | 747    | 15  | 747    | 15  | 748    | 15  | 748    | 15  | 749    | 15  | 749    | 15  |
|                     | 4+       | 1096   | 22  | 1096   | 22  | 1097   | 22  | 1098   | 22  | 1098   | 22  | 1099   | 22  |
| Children            | With     | 1418   | 29  | 1419   | 29  | 1420   | 29  | 1421   | 29  | 1422   | 29  | 1423   | 29  |
|                     | Without  | 3552   | 71  | 3555   | 71  | 3557   | 71  | 3559   | 71  | 3562   | 71  | 3564   | 71  |

| Table 3<br>All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 11175  | 100 | 11183  | 100 | 11190  | 100 | 11198  | 100 | 11205  | 100 | 11213  | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 931    | 8   | 931    | 8   | 932    | 8   | 933    | 8   | 933    | 8   | 934    | 8   |
| 10 - 15                                           | 920    | 8   | 921    | 8   | 921    | 8   | 921    | 8   | 923    | 8   | 923    | 8   |
| 16 - 24                                           | 1336   | 12  | 1336   | 12  | 1338   | 12  | 1338   | 12  | 1339   | 12  | 1340   | 12  |
| 25 - 34                                           | 1827   | 16  | 1827   | 16  | 1829   | 16  | 1829   | 16  | 1832   | 16  | 1833   | 16  |
| 35 - 44                                           | 2041   | 18  | 2042   | 18  | 2041   | 18  | 2046   | 18  | 2046   | 18  | 2047   | 18  |
| 45 - 54                                           | 1511   | 14  | 1513   | 14  | 1515   | 14  | 1515   | 14  | 1516   | 14  | 1517   | 14  |
| 55-64                                             | 1180   | 11  | 1182   | 11  | 1182   | 11  | 1182   | 11  | 1184   | 11  | 1185   | 11  |
| 65 +                                              | 1429   | 13  | 1431   | 13  | 1432   | 13  | 1434   | 13  | 1432   | 13  | 1434   | 13  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 9324   | 100 | 9331   | 100 | 9337   | 100 | 9344   | 100 | 9349   | 100 | 9356   | 100 |
| AB                                                | 2490   | 27  | 2491   | 27  | 2493   | 27  | 2494   | 27  | 2496   | 27  | 2498   | 27  |
| C1                                                | 2943   | 32  | 2947   | 32  | 2948   | 32  | 2951   | 32  | 2952   | 32  | 2954   | 32  |
| C2                                                | 1717   | 18  | 1719   | 18  | 1719   | 18  | 1721   | 18  | 1722   | 18  | 1723   | 18  |
| DE                                                | 2174   | 23  | 2174   | 23  | 2177   | 23  | 2178   | 23  | 2179   | 23  | 2181   | 23  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 11220  | 100 | 11227  | 100 | 11235  | 100 | 11242  | 100 | 11250  | 100 | 11257  | 100 |
| Age                                    | 4 - 9   | 935    | 8   | 935    | 8   | 936    | 8   | 937    | 8   | 937    | 8   | 937    | 8   |
|                                        | 10 - 15 | 923    | 8   | 924    | 8   | 925    | 8   | 925    | 8   | 926    | 8   | 927    | 8   |
|                                        | 16 - 24 | 1342   | 12  | 1342   | 12  | 1342   | 12  | 1343   | 12  | 1345   | 12  | 1346   | 12  |
|                                        | 25 - 34 | 1833   | 16  | 1835   | 16  | 1836   | 16  | 1838   | 16  | 1839   | 16  | 1839   | 16  |
|                                        | 35 - 44 | 2047   | 18  | 2050   | 18  | 2051   | 18  | 2053   | 18  | 2054   | 18  | 2053   | 18  |
|                                        | 45 - 54 | 1518   | 14  | 1518   | 14  | 1521   | 14  | 1521   | 14  | 1521   | 14  | 1524   | 14  |
|                                        | 55-64   | 1186   | 11  | 1186   | 11  | 1186   | 11  | 1188   | 11  | 1190   | 11  | 1190   | 11  |
|                                        | 65 +    | 1436   | 13  | 1437   | 13  | 1438   | 13  | 1437   | 13  | 1438   | 13  | 1441   | 13  |
| Adults                                 | Total   | 9362   | 100 | 9368   | 100 | 9374   | 100 | 9380   | 100 | 9387   | 100 | 9393   | 100 |
|                                        | AB      | 2500   | 27  | 2502   | 27  | 2502   | 27  | 2504   | 27  | 2506   | 27  | 2508   | 27  |
|                                        | C1      | 2956   | 32  | 2957   | 32  | 2960   | 32  | 2962   | 32  | 2964   | 32  | 2965   | 32  |
|                                        | C2      | 1725   | 18  | 1725   | 18  | 1727   | 18  | 1728   | 18  | 1729   | 18  | 1730   | 18  |
|                                        | DE      | 2181   | 23  | 2184   | 23  | 2185   | 23  | 2186   | 23  | 2188   | 23  | 2190   | 23  |

| Table 4a Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   | 5550   | 100 | 5554   | 100 | 5556   | 100 | 5560   | 100 | 5565   | 100 | 5568   | 100 |
| Age                                              |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                           | 948    | 17  | 949    | 17  | 948    | 17  | 949    | 17  | 951    | 17  | 951    | 17  |
| 16 - 24                                          | 675    | 12  | 675    | 12  | 676    | 12  | 676    | 12  | 676    | 12  | 677    | 12  |
| 25 - 34                                          | 937    | 17  | 937    | 17  | 938    | 17  | 938    | 17  | 940    | 17  | 940    | 17  |
| 35 - 44                                          | 1041   | 19  | 1040   | 19  | 1041   | 19  | 1043   | 19  | 1042   | 19  | 1044   | 19  |
| 45 - 54                                          | 755    | 14  | 757    | 14  | 757    | 14  | 757    | 14  | 758    | 14  | 758    | 14  |
| 55 - 64                                          | 570    | 10  | 571    | 10  | 571    | 10  | 571    | 10  | 572    | 10  | 572    | 10  |
| 65 +                                             | 624    | 11  | 625    | 11  | 625    | 11  | 626    | 11  | 626    | 11  | 626    | 11  |
| Adults                                           |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                            | 4602   | 100 | 4605   | 100 | 4608   | 100 | 4611   | 100 | 4614   | 100 | 4617   | 100 |
| AB                                               | 1289   | 28  | 1289   | 28  | 1290   | 28  | 1291   | 28  | 1292   | 28  | 1293   | 28  |
| C1                                               | 1408   | 31  | 1410   | 31  | 1411   | 31  | 1411   | 31  | 1412   | 31  | 1413   | 31  |
| C2                                               | 915    | 20  | 916    | 20  | 916    | 20  | 917    | 20  | 918    | 20  | 918    | 20  |
| DE                                               | 990    | 22  | 990    | 21  | 991    | 22  | 992    | 22  | 992    | 21  | 993    | 22  |
| Working F/T                                      | 3058   | 66  | 3060   | 66  | 3062   | 66  | 3064   | 66  | 3066   | 66  | 3068   | 66  |
| Not Working                                      | 1544   | 34  | 1545   | 34  | 1546   | 34  | 1547   | 34  | 1548   | 34  | 1549   | 34  |

| Table 4a        |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                 |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+  |             | 5571   | 100 | 5575   | 100 | 5579   | 100 | 5582   | 100 | 5586   | 100 | 5590   | 100 |
| Age             | 4 - 15      | 951    | 17  | 952    | 17  | 953    | 17  | 953    | 17  | 954    | 17  | 955    | 17  |
|                 | 16 - 24     | 678    | 12  | 678    | 12  | 678    | 12  | 678    | 12  | 679    | 12  | 680    | 12  |
|                 | 25 - 34     | 940    | 17  | 941    | 17  | 941    | 17  | 943    | 17  | 943    | 17  | 943    | 17  |
|                 | 35 - 44     | 1043   | 19  | 1045   | 19  | 1046   | 19  | 1047   | 19  | 1047   | 19  | 1046   | 19  |
|                 | 45 - 54     | 759    | 14  | 759    | 14  | 760    | 14  | 760    | 14  | 760    | 14  | 762    | 14  |
|                 | 55 - 64     | 573    | 10  | 573    | 10  | 573    | 10  | 573    | 10  | 575    | 10  | 575    | 10  |
|                 | 65 +        | 627    | 11  | 627    | 11  | 628    | 11  | 628    | 11  | 628    | 11  | 629    | 11  |
| Adults          | Total       | 4620   | 100 | 4623   | 100 | 4626   | 100 | 4629   | 100 | 4632   | 100 | 4635   | 100 |
|                 | AB          | 1294   | 28  | 1295   | 28  | 1295   | 28  | 1296   | 28  | 1297   | 28  | 1298   | 28  |
|                 | C1          | 1414   | 31  | 1414   | 31  | 1416   | 31  | 1417   | 31  | 1417   | 31  | 1418   | 31  |
|                 | C2          | 919    | 20  | 919    | 20  | 920    | 20  | 921    | 20  | 921    | 20  | 922    | 20  |
|                 | DE          | 993    | 21  | 995    | 22  | 995    | 22  | 995    | 21  | 997    | 22  | 997    | 22  |
|                 | Working F/T | 3070   | 66  | 3072   | 66  | 3074   | 66  | 3076   | 66  | 3077   | 66  | 3080   | 66  |
|                 | Not Working | 1550   | 34  | 1551   | 34  | 1552   | 34  | 1553   | 34  | 1555   | 34  | 1555   | 34  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 5625   | 100 | 5629   | 100 | 5634   | 100 | 5638   | 100 | 5640   | 100 | 5645   | 100 |
| Age                                                   | 4 - 15      | 903    | 16  | 903    | 16  | 905    | 16  | 905    | 16  | 905    | 16  | 906    | 16  |
|                                                       | 16 - 24     | 661    | 12  | 661    | 12  | 662    | 12  | 662    | 12  | 663    | 12  | 663    | 12  |
|                                                       | 25 - 34     | 890    | 16  | 890    | 16  | 891    | 16  | 891    | 16  | 892    | 16  | 893    | 16  |
|                                                       | 35 - 44     | 1000   | 18  | 1002   | 18  | 1000   | 18  | 1003   | 18  | 1004   | 18  | 1003   | 18  |
|                                                       | 45 - 54     | 756    | 13  | 756    | 13  | 758    | 13  | 758    | 13  | 758    | 13  | 759    | 13  |
|                                                       | 55 - 64     | 610    | 11  | 611    | 11  | 611    | 11  | 611    | 11  | 612    | 11  | 613    | 11  |
|                                                       | 65 +        | 805    | 14  | 806    | 14  | 807    | 14  | 808    | 14  | 806    | 14  | 808    | 14  |
| Adults                                                | Total       | 4722   | 100 | 4726   | 100 | 4729   | 100 | 4733   | 100 | 4735   | 100 | 4739   | 100 |
|                                                       | AB          | 1201   | 25  | 1202   | 25  | 1203   | 25  | 1203   | 25  | 1204   | 25  | 1205   | 25  |
|                                                       | C1          | 1535   | 33  | 1537   | 33  | 1537   | 33  | 1540   | 33  | 1540   | 33  | 1541   | 33  |
|                                                       | C2          | 802    | 17  | 803    | 17  | 803    | 17  | 804    | 17  | 804    | 17  | 805    | 17  |
|                                                       | DE          | 1184   | 25  | 1184   | 25  | 1186   | 25  | 1186   | 25  | 1187   | 25  | 1188   | 25  |
|                                                       | Working F/T | 1604   | 34  | 1606   | 34  | 1607   | 34  | 1608   | 34  | 1609   | 34  | 1610   | 34  |
|                                                       | Not Working | 3118   | 66  | 3120   | 66  | 3122   | 66  | 3125   | 66  | 3126   | 66  | 3129   | 66  |



| <b>Table 4b</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
|--------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Female Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                  | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            | Dec 03      |            |
|                                                  | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Females 4+</b>                          | <b>5649</b> | <b>100</b> | <b>5652</b> | <b>100</b> | <b>5656</b> | <b>100</b> | <b>5660</b> | <b>100</b> | <b>5664</b> | <b>100</b> | <b>5667</b> | <b>100</b> |
| <b>Age</b>                                       |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                           | 907         | 16         | 907         | 16         | 908         | 16         | 909         | 16         | 909         | 16         | 909         | 16         |
| 16 - 24                                          | 664         | 12         | 664         | 12         | 664         | 12         | 665         | 12         | 666         | 12         | 666         | 12         |
| 25 - 34                                          | 893         | 16         | 894         | 16         | 895         | 16         | 895         | 16         | 896         | 16         | 896         | 16         |
| 35 - 44                                          | 1004        | 18         | 1005        | 18         | 1005        | 18         | 1006        | 18         | 1007        | 18         | 1007        | 18         |
| 45 - 54                                          | 759         | 13         | 759         | 13         | 761         | 13         | 761         | 13         | 761         | 13         | 762         | 13         |
| 55 - 64                                          | 613         | 11         | 613         | 11         | 613         | 11         | 615         | 11         | 615         | 11         | 615         | 11         |
| 65 +                                             | 809         | 14         | 810         | 14         | 810         | 14         | 809         | 14         | 810         | 14         | 812         | 14         |
| <b>Adults</b>                                    |             |            |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                     | <b>4742</b> | <b>100</b> | <b>4745</b> | <b>100</b> | <b>4748</b> | <b>100</b> | <b>4751</b> | <b>100</b> | <b>4755</b> | <b>100</b> | <b>4758</b> | <b>100</b> |
| <b>AB</b>                                        | <b>1206</b> | <b>25</b>  | <b>1207</b> | <b>25</b>  | <b>1207</b> | <b>25</b>  | <b>1208</b> | <b>25</b>  | <b>1209</b> | <b>25</b>  | <b>1210</b> | <b>25</b>  |
| <b>C1</b>                                        | <b>1542</b> | <b>33</b>  | <b>1543</b> | <b>33</b>  | <b>1544</b> | <b>33</b>  | <b>1545</b> | <b>33</b>  | <b>1547</b> | <b>33</b>  | <b>1547</b> | <b>33</b>  |
| <b>C2</b>                                        | <b>806</b>  | <b>17</b>  | <b>806</b>  | <b>17</b>  | <b>807</b>  | <b>17</b>  | <b>807</b>  | <b>17</b>  | <b>808</b>  | <b>17</b>  | <b>808</b>  | <b>17</b>  |
| <b>DE</b>                                        | <b>1188</b> | <b>25</b>  | <b>1189</b> | <b>25</b>  | <b>1190</b> | <b>25</b>  | <b>1191</b> | <b>25</b>  | <b>1191</b> | <b>25</b>  | <b>1193</b> | <b>25</b>  |
| <b>Working F/T</b>                               | <b>1611</b> | <b>34</b>  | <b>1613</b> | <b>34</b>  | <b>1613</b> | <b>34</b>  | <b>1614</b> | <b>34</b>  | <b>1615</b> | <b>34</b>  | <b>1617</b> | <b>34</b>  |
| <b>Not Working</b>                               | <b>3131</b> | <b>66</b>  | <b>3132</b> | <b>66</b>  | <b>3135</b> | <b>66</b>  | <b>3137</b> | <b>66</b>  | <b>3140</b> | <b>66</b>  | <b>3141</b> | <b>66</b>  |



## MIDLANDS

### Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4805   | 100 | 4808   | 100 | 4811   | 100 | 4814   | 100 | 4816   | 100 | 4819   | 100 |
| TV Households                   | 4713   | 98  | 4716   | 98  | 4719   | 98  | 4722   | 98  | 4724   | 98  | 4727   | 98  |
| ITV Households                  | 3897   | 81  | 3900   | 81  | 3902   | 81  | 3905   | 81  | 3906   | 81  | 3909   | 81  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4822   | 100 | 4825   | 100 | 4828   | 100 | 4830   | 100 | 4833   | 100 | 4836   | 100 |
| TV Households                   | 4730   | 98  | 4733   | 98  | 4736   | 98  | 4738   | 98  | 4741   | 98  | 4744   | 98  |
| ITV Households                  | 3911   | 81  | 3913   | 81  | 3916   | 81  | 3917   | 81  | 3920   | 81  | 3922   | 81  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 3897   | 100 | 3900   | 100 | 3902   | 100 | 3905   | 100 | 3906   | 100 | 3909   | 100 |
| Social Class                   | AB       | 660    | 17  | 660    | 17  | 660    | 17  | 661    | 17  | 661    | 17  | 661    | 17  |
|                                | C1       | 1102   | 28  | 1103   | 28  | 1105   | 28  | 1105   | 28  | 1105   | 28  | 1106   | 28  |
|                                | C2       | 833    | 21  | 833    | 21  | 834    | 21  | 834    | 21  | 834    | 21  | 835    | 21  |
|                                | DE       | 1302   | 33  | 1304   | 33  | 1303   | 33  | 1305   | 33  | 1306   | 33  | 1307   | 33  |
| Housewife Age                  | Under 25 | 214    | 5   | 214    | 5   | 214    | 5   | 214    | 5   | 215    | 6   | 216    | 6   |
|                                | 25 - 34  | 690    | 18  | 691    | 18  | 691    | 18  | 692    | 18  | 692    | 18  | 692    | 18  |
|                                | 35 - 44  | 808    | 21  | 808    | 21  | 809    | 21  | 810    | 21  | 811    | 21  | 809    | 21  |
|                                | 44 - 54  | 694    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 696    | 18  |
|                                | 55 - 64  | 593    | 15  | 593    | 15  | 593    | 15  | 594    | 15  | 594    | 15  | 595    | 15  |
|                                | 65 +     | 898    | 23  | 900    | 23  | 901    | 23  | 901    | 23  | 900    | 23  | 901    | 23  |
| Size                           | 1        | 1072   | 28  | 1073   | 28  | 1074   | 28  | 1074   | 28  | 1075   | 28  | 1076   | 28  |
|                                | 2        | 1414   | 36  | 1415   | 36  | 1416   | 36  | 1417   | 36  | 1417   | 36  | 1418   | 36  |
|                                | 3        | 610    | 16  | 610    | 16  | 610    | 16  | 611    | 16  | 611    | 16  | 611    | 16  |
|                                | 4+       | 801    | 21  | 802    | 21  | 802    | 21  | 803    | 21  | 803    | 21  | 804    | 21  |
| Children                       | With     | 1081   | 28  | 1082   | 28  | 1082   | 28  | 1083   | 28  | 1084   | 28  | 1084   | 28  |
|                                | Without  | 2816   | 72  | 2818   | 72  | 2820   | 72  | 2822   | 72  | 2822   | 72  | 2825   | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 3911   | 100 | 3913   | 100 | 3916   | 100 | 3917   | 100 | 3920   | 100 | 3922   | 100 |
| Social Class        | AB       | 662    | 17  | 662    | 17  | 663    | 17  | 663    | 17  | 663    | 17  | 664    | 17  |
|                     | C1       | 1107   | 28  | 1108   | 28  | 1108   | 28  | 1108   | 28  | 1110   | 28  | 1110   | 28  |
|                     | C2       | 835    | 21  | 836    | 21  | 836    | 21  | 837    | 21  | 837    | 21  | 838    | 21  |
|                     | DE       | 1307   | 33  | 1307   | 33  | 1309   | 33  | 1309   | 33  | 1310   | 33  | 1310   | 33  |
| Housewife Age       | Under 25 | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   |
|                     | 25 - 34  | 693    | 18  | 693    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 695    | 18  |
|                     | 35 - 44  | 810    | 21  | 811    | 21  | 812    | 21  | 812    | 21  | 813    | 21  | 812    | 21  |
|                     | 44 - 54  | 696    | 18  | 696    | 18  | 696    | 18  | 696    | 18  | 698    | 18  | 698    | 18  |
|                     | 55 - 64  | 595    | 15  | 595    | 15  | 595    | 15  | 596    | 15  | 596    | 15  | 597    | 15  |
|                     | 65 +     | 901    | 23  | 902    | 23  | 903    | 23  | 903    | 23  | 903    | 23  | 904    | 23  |
| Size                | 1        | 1076   | 28  | 1077   | 28  | 1078   | 28  | 1078   | 28  | 1079   | 28  | 1079   | 28  |
|                     | 2        | 1419   | 36  | 1419   | 36  | 1420   | 36  | 1420   | 36  | 1422   | 36  | 1422   | 36  |
|                     | 3        | 612    | 16  | 612    | 16  | 613    | 16  | 613    | 16  | 613    | 16  | 614    | 16  |
|                     | 4+       | 804    | 21  | 805    | 21  | 805    | 21  | 806    | 21  | 806    | 21  | 807    | 21  |
| Children            | With     | 1085   | 28  | 1086   | 28  | 1086   | 28  | 1087   | 28  | 1087   | 28  | 1088   | 28  |
|                     | Without  | 2826   | 72  | 2827   | 72  | 2830   | 72  | 2830   | 72  | 2833   | 72  | 2834   | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 8876   | 100 | 8881   | 100 | 8887   | 100 | 8892   | 100 | 8896   | 100 | 8901   | 100 |
| Age                                               | 4 - 9   | 712    | 8   | 713    | 8   | 713    | 8   | 713    | 8   | 713    | 8   | 715    | 8   |
|                                                   | 10 - 15 | 773    | 9   | 773    | 9   | 774    | 9   | 775    | 9   | 775    | 9   | 774    | 9   |
|                                                   | 16 - 24 | 993    | 11  | 994    | 11  | 994    | 11  | 994    | 11  | 994    | 11  | 995    | 11  |
|                                                   | 25 - 34 | 1290   | 15  | 1291   | 15  | 1291   | 15  | 1292   | 15  | 1292   | 15  | 1293   | 15  |
|                                                   | 35 - 44 | 1472   | 17  | 1474   | 17  | 1477   | 17  | 1480   | 17  | 1480   | 17  | 1477   | 17  |
|                                                   | 45 - 54 | 1232   | 14  | 1232   | 14  | 1232   | 14  | 1233   | 14  | 1233   | 14  | 1236   | 14  |
|                                                   | 55-64   | 1046   | 12  | 1048   | 12  | 1048   | 12  | 1049   | 12  | 1049   | 12  | 1050   | 12  |
|                                                   | 65 +    | 1358   | 15  | 1356   | 15  | 1358   | 15  | 1356   | 15  | 1360   | 15  | 1361   | 15  |
| Adults                                            | Total   | 7391   | 100 | 7395   | 100 | 7400   | 100 | 7404   | 100 | 7408   | 100 | 7412   | 100 |
|                                                   | AB      | 1332   | 18  | 1332   | 18  | 1334   | 18  | 1334   | 18  | 1334   | 18  | 1336   | 18  |
|                                                   | C1      | 2161   | 29  | 2163   | 29  | 2163   | 29  | 2166   | 29  | 2167   | 29  | 2167   | 29  |
|                                                   | C2      | 1706   | 23  | 1707   | 23  | 1709   | 23  | 1709   | 23  | 1711   | 23  | 1711   | 23  |
|                                                   | DE      | 2192   | 30  | 2193   | 30  | 2194   | 30  | 2195   | 30  | 2196   | 30  | 2198   | 30  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 8907   | 100 | 8912   | 100 | 8918   | 100 | 8922   | 100 | 8927   | 100 | 8933   | 100 |
| Age                                    | 4 - 9   | 715    | 8   | 715    | 8   | 715    | 8   | 715    | 8   | 717    | 8   | 717    | 8   |
|                                        | 10 - 15 | 775    | 9   | 776    | 9   | 777    | 9   | 778    | 9   | 776    | 9   | 777    | 9   |
|                                        | 16 - 24 | 997    | 11  | 997    | 11  | 998    | 11  | 998    | 11  | 998    | 11  | 999    | 11  |
|                                        | 25 - 34 | 1294   | 15  | 1295   | 15  | 1296   | 15  | 1296   | 15  | 1297   | 15  | 1298   | 15  |
|                                        | 35 - 44 | 1477   | 17  | 1480   | 17  | 1483   | 17  | 1484   | 17  | 1484   | 17  | 1482   | 17  |
|                                        | 45 - 54 | 1236   | 14  | 1236   | 14  | 1236   | 14  | 1237   | 14  | 1239   | 14  | 1240   | 14  |
|                                        | 55-64   | 1050   | 12  | 1052   | 12  | 1052   | 12  | 1052   | 12  | 1053   | 12  | 1054   | 12  |
|                                        | 65 +    | 1363   | 15  | 1361   | 15  | 1361   | 15  | 1362   | 15  | 1363   | 15  | 1366   | 15  |
| Adults                                 | Total   | 7417   | 100 | 7421   | 100 | 7426   | 100 | 7429   | 100 | 7434   | 100 | 7439   | 100 |
|                                        | AB      | 1336   | 18  | 1338   | 18  | 1338   | 18  | 1338   | 18  | 1340   | 18  | 1340   | 18  |
|                                        | C1      | 2169   | 29  | 2170   | 29  | 2172   | 29  | 2173   | 29  | 2174   | 29  | 2176   | 29  |
|                                        | C2      | 1713   | 23  | 1713   | 23  | 1715   | 23  | 1715   | 23  | 1717   | 23  | 1717   | 23  |
|                                        | DE      | 2199   | 30  | 2200   | 30  | 2201   | 30  | 2203   | 30  | 2203   | 30  | 2206   | 30  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 4398   | 100 | 4401   | 100 | 4404   | 100 | 4408   | 100 | 4408   | 100 | 4410   | 100 |
| Age                                                 | 4 - 15      | 765    | 17  | 766    | 17  | 767    | 17  | 768    | 17  | 767    | 17  | 767    | 17  |
|                                                     | 16 - 24     | 498    | 11  | 498    | 11  | 498    | 11  | 498    | 11  | 498    | 11  | 498    | 11  |
|                                                     | 25 - 34     | 650    | 15  | 651    | 15  | 651    | 15  | 651    | 15  | 651    | 15  | 651    | 15  |
|                                                     | 35 - 44     | 746    | 17  | 747    | 17  | 749    | 17  | 749    | 17  | 749    | 17  | 749    | 17  |
|                                                     | 45 - 54     | 622    | 14  | 622    | 14  | 622    | 14  | 622    | 14  | 622    | 14  | 624    | 14  |
|                                                     | 55 - 64     | 524    | 12  | 525    | 12  | 525    | 12  | 526    | 12  | 526    | 12  | 526    | 12  |
|                                                     | 65 +        | 593    | 13  | 592    | 13  | 592    | 13  | 594    | 13  | 595    | 13  | 595    | 13  |
| Adults                                              | Total       | 3633   | 100 | 3635   | 100 | 3637   | 100 | 3640   | 100 | 3641   | 100 | 3643   | 100 |
|                                                     | AB          | 671    | 18  | 671    | 18  | 672    | 18  | 672    | 18  | 672    | 18  | 673    | 18  |
|                                                     | C1          | 1046   | 29  | 1047   | 29  | 1047   | 29  | 1048   | 29  | 1049   | 29  | 1049   | 29  |
|                                                     | C2          | 922    | 25  | 923    | 25  | 924    | 25  | 924    | 25  | 925    | 25  | 925    | 25  |
|                                                     | DE          | 994    | 27  | 994    | 27  | 994    | 27  | 996    | 27  | 995    | 27  | 996    | 27  |
|                                                     | Working F/T | 2323   | 64  | 2325   | 64  | 2326   | 64  | 2328   | 64  | 2329   | 64  | 2330   | 64  |
|                                                     | Not Working | 1310   | 36  | 1310   | 36  | 1311   | 36  | 1312   | 36  | 1312   | 36  | 1313   | 36  |



| Table 4a                                |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |  | 4414   | 100 | 4417   | 100 | 4420   | 100 | 4422   | 100 | 4423   | 100 | 4426   | 100 |
| Age                                     |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  |  | 768    | 17  | 769    | 17  | 770    | 17  | 770    | 17  | 769    | 17  | 770    | 17  |
| 16 - 24                                 |  | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  |
| 25 - 34                                 |  | 652    | 15  | 653    | 15  | 653    | 15  | 653    | 15  | 653    | 15  | 654    | 15  |
| 35 - 44                                 |  | 749    | 17  | 750    | 17  | 751    | 17  | 752    | 17  | 751    | 17  | 751    | 17  |
| 45 - 54                                 |  | 624    | 14  | 624    | 14  | 624    | 14  | 624    | 14  | 626    | 14  | 626    | 14  |
| 55 - 64                                 |  | 526    | 12  | 527    | 12  | 527    | 12  | 527    | 12  | 528    | 12  | 528    | 12  |
| 65 +                                    |  | 595    | 13  | 594    | 13  | 595    | 13  | 596    | 13  | 596    | 13  | 597    | 13  |
| Adults                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   |  | 3646   | 100 | 3648   | 100 | 3650   | 100 | 3652   | 100 | 3654   | 100 | 3656   | 100 |
| AB                                      |  | 673    | 18  | 674    | 18  | 674    | 18  | 674    | 18  | 675    | 18  | 675    | 18  |
| C1                                      |  | 1050   | 29  | 1050   | 29  | 1051   | 29  | 1052   | 29  | 1052   | 29  | 1053   | 29  |
| C2                                      |  | 926    | 25  | 926    | 25  | 927    | 25  | 927    | 25  | 928    | 25  | 928    | 25  |
| DE                                      |  | 997    | 27  | 998    | 27  | 998    | 27  | 999    | 27  | 999    | 27  | 1000   | 27  |
| Working F/T                             |  | 2333   | 64  | 2333   | 64  | 2335   | 64  | 2336   | 64  | 2337   | 64  | 2338   | 64  |
| Not Working                             |  | 1313   | 36  | 1315   | 36  | 1315   | 36  | 1316   | 36  | 1317   | 36  | 1318   | 36  |

| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 4478   | 100 | 4480   | 100 | 4483   | 100 | 4484   | 100 | 4488   | 100 | 4491   | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 720    | 16  | 720    | 16  | 720    | 16  | 720    | 16  | 721    | 16  | 722    | 16  |
| 16 - 24                                   | 495    | 11  | 496    | 11  | 496    | 11  | 496    | 11  | 496    | 11  | 497    | 11  |
| 25 - 34                                   | 640    | 14  | 640    | 14  | 640    | 14  | 641    | 14  | 641    | 14  | 642    | 14  |
| 35 - 44                                   | 726    | 16  | 727    | 16  | 728    | 16  | 731    | 16  | 731    | 16  | 728    | 16  |
| 45 - 54                                   | 610    | 14  | 610    | 14  | 610    | 14  | 611    | 14  | 611    | 14  | 612    | 14  |
| 55 - 64                                   | 522    | 12  | 523    | 12  | 523    | 12  | 523    | 12  | 523    | 12  | 524    | 12  |
| 65 +                                      | 765    | 17  | 764    | 17  | 766    | 17  | 762    | 17  | 765    | 17  | 766    | 17  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 3758   | 100 | 3760   | 100 | 3763   | 100 | 3764   | 100 | 3767   | 100 | 3769   | 100 |
| AB                                        | 661    | 18  | 661    | 18  | 662    | 18  | 662    | 18  | 662    | 18  | 663    | 18  |
| C1                                        | 1115   | 30  | 1116   | 30  | 1116   | 30  | 1118   | 30  | 1118   | 30  | 1118   | 30  |
| C2                                        | 784    | 21  | 784    | 21  | 785    | 21  | 785    | 21  | 786    | 21  | 786    | 21  |
| DE                                        | 1198   | 32  | 1199   | 32  | 1200   | 32  | 1199   | 32  | 1201   | 32  | 1202   | 32  |
| Working F/T                               | 1162   | 31  | 1162   | 31  | 1163   | 31  | 1163   | 31  | 1165   | 31  | 1165   | 31  |
| Not Working                               | 2596   | 69  | 2598   | 69  | 2600   | 69  | 2601   | 69  | 2602   | 69  | 2604   | 69  |

| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 4493   | 100 | 4495   | 100 | 4498   | 100 | 4500   | 100 | 4504   | 100 | 4507   | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 722    | 16  | 722    | 16  | 722    | 16  | 723    | 16  | 724    | 16  | 724    | 16  |
| 16 - 24                                   | 497    | 11  | 497    | 11  | 498    | 11  | 498    | 11  | 498    | 11  | 499    | 11  |
| 25 - 34                                   | 642    | 14  | 642    | 14  | 643    | 14  | 643    | 14  | 644    | 14  | 644    | 14  |
| 35 - 44                                   | 728    | 16  | 730    | 16  | 732    | 16  | 732    | 16  | 733    | 16  | 731    | 16  |
| 45 - 54                                   | 612    | 14  | 612    | 14  | 612    | 14  | 613    | 14  | 613    | 14  | 614    | 14  |
| 55 - 64                                   | 524    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 526    | 12  |
| 65 +                                      | 768    | 17  | 767    | 17  | 766    | 17  | 766    | 17  | 767    | 17  | 769    | 17  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 3771   | 100 | 3773   | 100 | 3776   | 100 | 3777   | 100 | 3780   | 100 | 3783   | 100 |
| AB                                        | 663    | 18  | 664    | 18  | 664    | 18  | 664    | 18  | 665    | 18  | 665    | 18  |
| C1                                        | 1119   | 30  | 1120   | 30  | 1121   | 30  | 1121   | 30  | 1122   | 30  | 1123   | 30  |
| C2                                        | 787    | 21  | 787    | 21  | 788    | 21  | 788    | 21  | 789    | 21  | 789    | 21  |
| DE                                        | 1202   | 32  | 1202   | 32  | 1203   | 32  | 1204   | 32  | 1204   | 32  | 1206   | 32  |
| Working F/T                               | 1165   | 31  | 1166   | 31  | 1167   | 31  | 1168   | 31  | 1168   | 31  | 1169   | 31  |
| Not Working                               | 2606   | 69  | 2607   | 69  | 2609   | 69  | 2609   | 69  | 2612   | 69  | 2614   | 69  |



# NORTH WEST

## Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 3159   | 100 | 3160   | 100 | 3161   | 100 | 3162   | 100 | 3163   | 100 | 3164   | 100 |
| TV Households                   | 3094   | 98  | 3095   | 98  | 3096   | 98  | 3097   | 98  | 3098   | 98  | 3099   | 98  |
| ITV Households                  | 2859   | 91  | 2860   | 91  | 2861   | 91  | 2862   | 91  | 2863   | 91  | 2864   | 91  |

| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 3165   | 100 | 3166   | 100 | 3167   | 100 | 3168   | 100 | 3169   | 100 | 3170   | 100 |
| TV Households        | 3100   | 98  | 3101   | 98  | 3102   | 98  | 3103   | 98  | 3104   | 98  | 3105   | 98  |
| ITV Households       | 2864   | 90  | 2865   | 90  | 2866   | 90  | 2867   | 90  | 2868   | 91  | 2869   | 91  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2859   | 100 | 2860   | 100 | 2861   | 100 | 2862   | 100 | 2863   | 100 | 2864   | 100 |
| Social Class                   | AB       | 407    | 14  | 407    | 14  | 407    | 14  | 408    | 14  | 408    | 14  | 408    | 14  |
|                                | C1       | 786    | 27  | 787    | 28  | 787    | 28  | 786    | 27  | 787    | 27  | 787    | 27  |
|                                | C2       | 566    | 20  | 567    | 20  | 567    | 20  | 567    | 20  | 567    | 20  | 567    | 20  |
|                                | DE       | 1100   | 38  | 1099   | 38  | 1100   | 38  | 1101   | 38  | 1101   | 38  | 1102   | 38  |
| Housewife Age                  | Under 25 | 161    | 6   | 161    | 6   | 161    | 6   | 161    | 6   | 161    | 6   | 161    | 6   |
|                                | 25 - 34  | 464    | 16  | 464    | 16  | 464    | 16  | 466    | 16  | 466    | 16  | 466    | 16  |
|                                | 35 - 44  | 586    | 20  | 586    | 20  | 585    | 20  | 585    | 20  | 586    | 20  | 585    | 20  |
|                                | 44 - 54  | 487    | 17  | 488    | 17  | 488    | 17  | 488    | 17  | 488    | 17  | 488    | 17  |
|                                | 55 - 64  | 453    | 16  | 453    | 16  | 453    | 16  | 453    | 16  | 453    | 16  | 454    | 16  |
|                                | 65 +     | 708    | 25  | 708    | 25  | 710    | 25  | 709    | 25  | 709    | 25  | 710    | 25  |
| Size                           | 1        | 846    | 30  | 846    | 30  | 846    | 30  | 846    | 30  | 847    | 30  | 847    | 30  |
|                                | 2        | 968    | 34  | 969    | 34  | 970    | 34  | 971    | 34  | 971    | 34  | 971    | 34  |
|                                | 3        | 455    | 16  | 455    | 16  | 455    | 16  | 455    | 16  | 455    | 16  | 455    | 16  |
|                                | 4+       | 590    | 21  | 590    | 21  | 590    | 21  | 590    | 21  | 590    | 21  | 591    | 21  |
| Children                       | With     | 804    | 28  | 804    | 28  | 805    | 28  | 805    | 28  | 805    | 28  | 805    | 28  |
|                                | Without  | 2055   | 72  | 2056   | 72  | 2056   | 72  | 2057   | 72  | 2058   | 72  | 2059   | 72  |

| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2864   | 100 | 2865   | 100 | 2866   | 100 | 2867   | 100 | 2868   | 100 | 2869   | 100 |
| Social Class        | AB       | 408    | 14  | 408    | 14  | 408    | 14  | 408    | 14  | 408    | 14  | 409    | 14  |
|                     | C1       | 788    | 28  | 788    | 28  | 788    | 27  | 789    | 28  | 789    | 28  | 789    | 28  |
|                     | C2       | 568    | 20  | 568    | 20  | 568    | 20  | 568    | 20  | 568    | 20  | 568    | 20  |
|                     | DE       | 1100   | 38  | 1101   | 38  | 1102   | 38  | 1102   | 38  | 1103   | 38  | 1103   | 38  |
| Housewife Age       | Under 25 | 161    | 6   | 161    | 6   | 161    | 6   | 161    | 6   | 162    | 6   | 162    | 6   |
|                     | 25 - 34  | 466    | 16  | 466    | 16  | 466    | 16  | 466    | 16  | 466    | 16  | 466    | 16  |
|                     | 35 - 44  | 586    | 20  | 586    | 20  | 586    | 20  | 587    | 20  | 587    | 20  | 588    | 20  |
|                     | 44 - 54  | 489    | 17  | 489    | 17  | 489    | 17  | 489    | 17  | 489    | 17  | 489    | 17  |
|                     | 55 - 64  | 454    | 16  | 454    | 16  | 454    | 16  | 454    | 16  | 455    | 16  | 455    | 16  |
|                     | 65 +     | 708    | 25  | 709    | 25  | 710    | 25  | 710    | 25  | 709    | 25  | 709    | 25  |
| Size                | 1        | 847    | 30  | 847    | 30  | 848    | 30  | 848    | 30  | 848    | 30  | 849    | 30  |
|                     | 2        | 971    | 34  | 971    | 34  | 971    | 34  | 972    | 34  | 972    | 34  | 972    | 34  |
|                     | 3        | 455    | 16  | 456    | 16  | 456    | 16  | 456    | 16  | 456    | 16  | 456    | 16  |
|                     | 4+       | 591    | 21  | 591    | 21  | 591    | 21  | 591    | 21  | 592    | 21  | 592    | 21  |
| Children            | With     | 806    | 28  | 806    | 28  | 806    | 28  | 806    | 28  | 807    | 28  | 807    | 28  |
|                     | Without  | 2058   | 72  | 2059   | 72  | 2060   | 72  | 2061   | 72  | 2061   | 72  | 2062   | 72  |

| Table 3<br>All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 6475   | 100 | 6477   | 100 | 6479   | 100 | 6481   | 100 | 6483   | 100 | 6485   | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 519    | 8   | 520    | 8   | 520    | 8   | 520    | 8   | 520    | 8   | 520    | 8   |
| 10 - 15                                           | 580    | 9   | 579    | 9   | 579    | 9   | 580    | 9   | 580    | 9   | 580    | 9   |
| 16 - 24                                           | 748    | 12  | 749    | 12  | 750    | 12  | 751    | 12  | 751    | 12  | 751    | 12  |
| 25 - 34                                           | 911    | 14  | 911    | 14  | 911    | 14  | 912    | 14  | 912    | 14  | 912    | 14  |
| 35 - 44                                           | 1042   | 16  | 1043   | 16  | 1043   | 16  | 1043   | 16  | 1045   | 16  | 1044   | 16  |
| 45 - 54                                           | 878    | 14  | 878    | 14  | 878    | 14  | 878    | 14  | 878    | 14  | 879    | 14  |
| 55-64                                             | 764    | 12  | 764    | 12  | 764    | 12  | 764    | 12  | 765    | 12  | 765    | 12  |
| 65 +                                              | 1033   | 16  | 1033   | 16  | 1034   | 16  | 1033   | 16  | 1032   | 16  | 1034   | 16  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 5376   | 100 | 5378   | 100 | 5380   | 100 | 5381   | 100 | 5383   | 100 | 5385   | 100 |
| AB                                                | 819    | 15  | 819    | 15  | 819    | 15  | 819    | 15  | 820    | 15  | 821    | 15  |
| C1                                                | 1544   | 29  | 1545   | 29  | 1546   | 29  | 1546   | 29  | 1546   | 29  | 1546   | 29  |
| C2                                                | 1198   | 22  | 1199   | 22  | 1199   | 22  | 1200   | 22  | 1200   | 22  | 1200   | 22  |
| DE                                                | 1815   | 34  | 1815   | 34  | 1816   | 34  | 1816   | 34  | 1817   | 34  | 1818   | 34  |



| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 6487   | 100 | 6489   | 100 | 6491   | 100 | 6493   | 100 | 6495   | 100 | 6497   | 100 |
| Age                                    | 4 - 9   | 521    | 8   | 521    | 8   | 521    | 8   | 521    | 8   | 521    | 8   | 521    | 8   |
|                                        | 10 - 15 | 580    | 9   | 580    | 9   | 580    | 9   | 581    | 9   | 581    | 9   | 581    | 9   |
|                                        | 16 - 24 | 751    | 12  | 751    | 12  | 751    | 12  | 751    | 12  | 751    | 12  | 751    | 12  |
|                                        | 25 - 34 | 912    | 14  | 912    | 14  | 912    | 14  | 912    | 14  | 913    | 14  | 913    | 14  |
|                                        | 35 - 44 | 1044   | 16  | 1046   | 16  | 1047   | 16  | 1047   | 16  | 1046   | 16  | 1046   | 16  |
|                                        | 45 - 54 | 881    | 14  | 881    | 14  | 881    | 14  | 882    | 14  | 882    | 14  | 882    | 14  |
|                                        | 55-64   | 766    | 12  | 766    | 12  | 766    | 12  | 766    | 12  | 766    | 12  | 766    | 12  |
|                                        | 65 +    | 1032   | 16  | 1032   | 16  | 1033   | 16  | 1033   | 16  | 1035   | 16  | 1037   | 16  |
| Adults                                 | Total   | 5386   | 100 | 5388   | 100 | 5390   | 100 | 5391   | 100 | 5393   | 100 | 5395   | 100 |
|                                        | AB      | 821    | 15  | 821    | 15  | 821    | 15  | 821    | 15  | 821    | 15  | 822    | 15  |
|                                        | C1      | 1547   | 29  | 1548   | 29  | 1548   | 29  | 1549   | 29  | 1550   | 29  | 1549   | 29  |
|                                        | C2      | 1201   | 22  | 1201   | 22  | 1201   | 22  | 1202   | 22  | 1202   | 22  | 1203   | 22  |
|                                        | DE      | 1817   | 34  | 1818   | 34  | 1820   | 34  | 1819   | 34  | 1820   | 34  | 1821   | 34  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 3195   | 100 | 3195   | 100 | 3196   | 100 | 3198   | 100 | 3199   | 100 | 3199   | 100 |
| Age                                                 | 4 - 15      | 576    | 18  | 575    | 18  | 575    | 18  | 576    | 18  | 576    | 18  | 576    | 18  |
|                                                     | 16 - 24     | 376    | 12  | 377    | 12  | 377    | 12  | 377    | 12  | 377    | 12  | 377    | 12  |
|                                                     | 25 - 34     | 466    | 15  | 466    | 15  | 466    | 15  | 467    | 15  | 467    | 15  | 467    | 15  |
|                                                     | 35 - 44     | 527    | 16  | 527    | 16  | 528    | 17  | 528    | 17  | 529    | 17  | 528    | 17  |
|                                                     | 45 - 54     | 437    | 14  | 437    | 14  | 437    | 14  | 437    | 14  | 437    | 14  | 438    | 14  |
|                                                     | 55 - 64     | 378    | 12  | 378    | 12  | 378    | 12  | 378    | 12  | 378    | 12  | 378    | 12  |
|                                                     | 65 +        | 435    | 14  | 435    | 14  | 435    | 14  | 435    | 14  | 435    | 14  | 435    | 14  |
| Adults                                              | Total       | 2619   | 100 | 2620   | 100 | 2621   | 100 | 2622   | 100 | 2623   | 100 | 2623   | 100 |
|                                                     | AB          | 421    | 16  | 421    | 16  | 421    | 16  | 421    | 16  | 422    | 16  | 422    | 16  |
|                                                     | C1          | 735    | 28  | 735    | 28  | 736    | 28  | 736    | 28  | 735    | 28  | 736    | 28  |
|                                                     | C2          | 641    | 24  | 642    | 25  | 642    | 24  | 642    | 24  | 642    | 24  | 642    | 24  |
|                                                     | DE          | 822    | 31  | 822    | 31  | 822    | 31  | 823    | 31  | 824    | 31  | 823    | 31  |
|                                                     | Working F/T | 1557   | 59  | 1557   | 59  | 1558   | 59  | 1558   | 59  | 1559   | 59  | 1559   | 59  |
|                                                     | Not Working | 1062   | 41  | 1063   | 41  | 1063   | 41  | 1064   | 41  | 1064   | 41  | 1064   | 41  |

| Table 4a Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     |
|                                                  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   | 3201   | 100 | 3202   | 100 | 3203   | 100 | 3204   | 100 | 3204   | 100 |
| Age                                              |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                           | 577    | 18  | 577    | 18  | 577    | 18  | 577    | 18  | 577    | 18  |
| 16 - 24                                          | 377    | 12  | 377    | 12  | 377    | 12  | 377    | 12  | 377    | 12  |
| 25 - 34                                          | 467    | 15  | 467    | 15  | 467    | 15  | 467    | 15  | 467    | 15  |
| 35 - 44                                          | 527    | 16  | 528    | 16  | 529    | 17  | 530    | 17  | 530    | 17  |
| 45 - 54                                          | 439    | 14  | 439    | 14  | 439    | 14  | 439    | 14  | 439    | 14  |
| 55 - 64                                          | 379    | 12  | 379    | 12  | 379    | 12  | 379    | 12  | 379    | 12  |
| 65 +                                             | 435    | 14  | 435    | 14  | 435    | 14  | 435    | 14  | 436    | 14  |
| Adults                                           |        |     |        |     |        |     |        |     |        |     |
| Total                                            | 2624   | 100 | 2625   | 100 | 2626   | 100 | 2627   | 100 | 2627   | 100 |
| AB                                               | 422    | 16  | 422    | 16  | 422    | 16  | 422    | 16  | 422    | 16  |
| C1                                               | 736    | 28  | 737    | 28  | 737    | 28  | 737    | 28  | 738    | 28  |
| C2                                               | 643    | 25  | 643    | 24  | 643    | 24  | 643    | 24  | 643    | 24  |
| DE                                               | 823    | 31  | 823    | 31  | 824    | 31  | 825    | 31  | 824    | 31  |
| Working F/T                                      | 1560   | 59  | 1560   | 59  | 1561   | 59  | 1562   | 59  | 1561   | 59  |
| Not Working                                      | 1064   | 41  | 1065   | 41  | 1065   | 41  | 1065   | 41  | 1066   | 41  |

| Table 4b<br>Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      | 3280   | 100 | 3282   | 100 | 3283   | 100 | 3283   | 100 | 3284   | 100 | 3286   | 100 |
| Age                                                   |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                                | 523    | 16  | 524    | 16  | 524    | 16  | 524    | 16  | 524    | 16  | 524    | 16  |
| 16 - 24                                               | 372    | 11  | 372    | 11  | 373    | 11  | 374    | 11  | 374    | 11  | 374    | 11  |
| 25 - 34                                               | 445    | 14  | 445    | 14  | 445    | 14  | 445    | 14  | 445    | 14  | 445    | 14  |
| 35 - 44                                               | 515    | 16  | 516    | 16  | 515    | 16  | 515    | 16  | 516    | 16  | 516    | 16  |
| 45 - 54                                               | 441    | 13  | 441    | 13  | 441    | 13  | 441    | 13  | 441    | 13  | 441    | 13  |
| 55 - 64                                               | 386    | 12  | 386    | 12  | 386    | 12  | 386    | 12  | 387    | 12  | 387    | 12  |
| 65 +                                                  | 598    | 18  | 598    | 18  | 599    | 18  | 598    | 18  | 597    | 18  | 599    | 18  |
| Adults                                                |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                                 | 2757   | 100 | 2758   | 100 | 2759   | 100 | 2759   | 100 | 2760   | 100 | 2762   | 100 |
| AB                                                    | 398    | 14  | 398    | 14  | 398    | 14  | 398    | 14  | 398    | 14  | 399    | 14  |
| C1                                                    | 809    | 29  | 810    | 29  | 810    | 29  | 810    | 29  | 811    | 29  | 810    | 29  |
| C2                                                    | 557    | 20  | 557    | 20  | 557    | 20  | 558    | 20  | 558    | 20  | 558    | 20  |
| DE                                                    | 993    | 36  | 993    | 36  | 994    | 36  | 993    | 36  | 993    | 36  | 995    | 36  |
| Working F/T                                           | 855    | 31  | 855    | 31  | 855    | 31  | 855    | 31  | 856    | 31  | 857    | 31  |
| Not Working                                           | 1902   | 69  | 1903   | 69  | 1904   | 69  | 1904   | 69  | 1904   | 69  | 1905   | 69  |

| Table 4b<br>Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                       | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      | 3286   | 100 | 3287   | 100 | 3288   | 100 | 3289   | 100 | 3291   | 100 | 3292   | 100 |
| Age                                                   |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                                | 524    | 16  | 524    | 16  | 524    | 16  | 525    | 16  | 525    | 16  | 525    | 16  |
| 16 - 24                                               | 374    | 11  | 374    | 11  | 374    | 11  | 374    | 11  | 374    | 11  | 374    | 11  |
| 25 - 34                                               | 445    | 14  | 445    | 14  | 445    | 14  | 445    | 14  | 446    | 14  | 446    | 14  |
| 35 - 44                                               | 517    | 16  | 518    | 16  | 518    | 16  | 517    | 16  | 516    | 16  | 516    | 16  |
| 45 - 54                                               | 442    | 13  | 442    | 13  | 442    | 13  | 443    | 13  | 443    | 13  | 443    | 13  |
| 55 - 64                                               | 387    | 12  | 387    | 12  | 387    | 12  | 387    | 12  | 387    | 12  | 387    | 12  |
| 65 +                                                  | 597    | 18  | 597    | 18  | 598    | 18  | 598    | 18  | 600    | 18  | 601    | 18  |
| Adults                                                |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                                 | 2762   | 100 | 2763   | 100 | 2764   | 100 | 2764   | 100 | 2766   | 100 | 2767   | 100 |
| AB                                                    | 399    | 14  | 399    | 14  | 399    | 14  | 399    | 14  | 399    | 14  | 399    | 14  |
| C1                                                    | 811    | 29  | 811    | 29  | 811    | 29  | 812    | 29  | 812    | 29  | 812    | 29  |
| C2                                                    | 558    | 20  | 558    | 20  | 558    | 20  | 559    | 20  | 559    | 20  | 559    | 20  |
| DE                                                    | 994    | 36  | 995    | 36  | 996    | 36  | 994    | 36  | 996    | 36  | 997    | 36  |
| Working F/T                                           | 857    | 31  | 857    | 31  | 857    | 31  | 857    | 31  | 858    | 31  | 858    | 31  |
| Not Working                                           | 1905   | 69  | 1906   | 69  | 1907   | 69  | 1907   | 69  | 1908   | 69  | 1909   | 69  |



# YORKSHIRE

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2888   | 100 | 2890   | 100 | 2891   | 100 | 2893   | 100 | 2894   | 100 | 2895   | 100 |
| TV Households                   | 2816   | 98  | 2818   | 98  | 2819   | 98  | 2821   | 98  | 2822   | 98  | 2823   | 98  |
| ITV Households                  | 2488   | 86  | 2489   | 86  | 2490   | 86  | 2492   | 86  | 2493   | 86  | 2494   | 86  |

| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 2897   | 100 | 2898   | 100 | 2900   | 100 | 2901   | 100 | 2903   | 100 | 2904   | 100 |
| TV Households        | 2825   | 98  | 2826   | 98  | 2828   | 98  | 2829   | 98  | 2831   | 98  | 2832   | 98  |
| ITV Households       | 2495   | 86  | 2496   | 86  | 2498   | 86  | 2499   | 86  | 2501   | 86  | 2501   | 86  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2488   | 100 | 2489   | 100 | 2490   | 100 | 2492   | 100 | 2493   | 100 | 2494   | 100 |
| Social Class                   | AB       | 317    | 13  | 318    | 13  | 318    | 13  | 318    | 13  | 318    | 13  | 318    | 13  |
|                                | C1       | 678    | 27  | 678    | 27  | 678    | 27  | 679    | 27  | 679    | 27  | 679    | 27  |
|                                | C2       | 511    | 21  | 511    | 21  | 512    | 21  | 512    | 21  | 512    | 21  | 512    | 21  |
|                                | DE       | 982    | 39  | 982    | 39  | 982    | 39  | 983    | 39  | 984    | 39  | 985    | 39  |
| Housewife Age                  | Under 25 | 150    | 6   | 150    | 6   | 150    | 6   | 150    | 6   | 150    | 6   | 150    | 6   |
|                                | 25 - 34  | 404    | 16  | 404    | 16  | 404    | 16  | 405    | 16  | 405    | 16  | 406    | 16  |
|                                | 35 - 44  | 510    | 20  | 510    | 20  | 510    | 20  | 512    | 21  | 511    | 20  | 510    | 20  |
|                                | 44 - 54  | 421    | 17  | 422    | 17  | 422    | 17  | 423    | 17  | 423    | 17  | 423    | 17  |
|                                | 55 - 64  | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  |
|                                | 65 +     | 619    | 25  | 619    | 25  | 620    | 25  | 618    | 25  | 620    | 25  | 621    | 25  |
| Size                           | 1        | 719    | 29  | 719    | 29  | 720    | 29  | 720    | 29  | 720    | 29  | 721    | 29  |
|                                | 2        | 893    | 36  | 892    | 36  | 892    | 36  | 894    | 36  | 895    | 36  | 894    | 36  |
|                                | 3        | 382    | 15  | 383    | 15  | 383    | 15  | 383    | 15  | 383    | 15  | 383    | 15  |
|                                | 4+       | 494    | 20  | 495    | 20  | 495    | 20  | 495    | 20  | 495    | 20  | 496    | 20  |
| Children                       | With     | 682    | 27  | 682    | 27  | 682    | 27  | 683    | 27  | 683    | 27  | 683    | 27  |
|                                | Without  | 1806   | 73  | 1807   | 73  | 1808   | 73  | 1809   | 73  | 1810   | 73  | 1811   | 73  |



| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2495   | 100 | 2496   | 100 | 2498   | 100 | 2499   | 100 | 2501   | 100 | 2501   | 100 |
| Social Class        | AB       | 318    | 13  | 318    | 13  | 319    | 13  | 319    | 13  | 319    | 13  | 319    | 13  |
|                     | C1       | 680    | 27  | 680    | 27  | 680    | 27  | 680    | 27  | 681    | 27  | 681    | 27  |
|                     | C2       | 513    | 21  | 513    | 21  | 513    | 21  | 513    | 21  | 514    | 21  | 514    | 21  |
|                     | DE       | 984    | 39  | 985    | 39  | 986    | 39  | 987    | 39  | 987    | 39  | 987    | 39  |
| Housewife Age       | Under 25 | 150    | 6   | 150    | 6   | 150    | 6   | 150    | 6   | 151    | 6   | 151    | 6   |
|                     | 25 - 34  | 406    | 16  | 406    | 16  | 406    | 16  | 406    | 16  | 406    | 16  | 406    | 16  |
|                     | 35 - 44  | 511    | 20  | 511    | 20  | 511    | 20  | 511    | 20  | 513    | 21  | 512    | 20  |
|                     | 44 - 54  | 423    | 17  | 423    | 17  | 423    | 17  | 423    | 17  | 423    | 17  | 424    | 17  |
|                     | 55 - 64  | 385    | 15  | 385    | 15  | 386    | 15  | 386    | 15  | 386    | 15  | 386    | 15  |
|                     | 65 +     | 620    | 25  | 621    | 25  | 622    | 25  | 623    | 25  | 622    | 25  | 622    | 25  |
| Size                | 1        | 721    | 29  | 721    | 29  | 722    | 29  | 722    | 29  | 723    | 29  | 723    | 29  |
|                     | 2        | 894    | 36  | 895    | 36  | 896    | 36  | 896    | 36  | 897    | 36  | 897    | 36  |
|                     | 3        | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  | 384    | 15  |
|                     | 4+       | 496    | 20  | 496    | 20  | 496    | 20  | 497    | 20  | 497    | 20  | 497    | 20  |
| Children            | With     | 684    | 27  | 684    | 27  | 685    | 27  | 685    | 27  | 685    | 27  | 685    | 27  |
|                     | Without  | 1811   | 73  | 1812   | 73  | 1813   | 73  | 1814   | 73  | 1816   | 73  | 1816   | 73  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 5586   | 100 | 5590   | 100 | 5592   | 100 | 5596   | 100 | 5598   | 100 | 5600   | 100 |
| Age                                               | 4 - 9   | 437    | 8   | 438    | 8   | 438    | 8   | 438    | 8   | 438    | 8   | 438    | 8   |
|                                                   | 10 - 15 | 486    | 9   | 486    | 9   | 486    | 9   | 486    | 9   | 487    | 9   | 487    | 9   |
|                                                   | 16 - 24 | 651    | 12  | 652    | 12  | 652    | 12  | 652    | 12  | 652    | 12  | 652    | 12  |
|                                                   | 25 - 34 | 758    | 14  | 759    | 14  | 759    | 14  | 760    | 14  | 761    | 14  | 761    | 14  |
|                                                   | 35 - 44 | 915    | 16  | 917    | 16  | 918    | 16  | 919    | 16  | 919    | 16  | 919    | 16  |
|                                                   | 45 - 54 | 781    | 14  | 781    | 14  | 781    | 14  | 781    | 14  | 781    | 14  | 781    | 14  |
|                                                   | 55-64   | 646    | 12  | 646    | 12  | 646    | 12  | 647    | 12  | 647    | 12  | 648    | 12  |
| 65 +                                              |         | 912    | 16  | 911    | 16  | 912    | 16  | 913    | 16  | 913    | 16  | 914    | 16  |
| Adults                                            | Total   | 4663   | 100 | 4666   | 100 | 4668   | 100 | 4672   | 100 | 4673   | 100 | 4675   | 100 |
|                                                   | AB      | 637    | 14  | 638    | 14  | 638    | 14  | 639    | 14  | 639    | 14  | 639    | 14  |
|                                                   | C1      | 1345   | 29  | 1345   | 29  | 1346   | 29  | 1346   | 29  | 1347   | 29  | 1347   | 29  |
|                                                   | C2      | 1073   | 23  | 1073   | 23  | 1073   | 23  | 1075   | 23  | 1075   | 23  | 1075   | 23  |
|                                                   | DE      | 1608   | 34  | 1610   | 35  | 1611   | 35  | 1612   | 35  | 1612   | 34  | 1614   | 35  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 5603   | 100 | 5605   | 100 | 5609   | 100 | 5611   | 100 | 5615   | 100 | 5617   | 100 |
| Age                                    | 4 - 9   | 438    | 8   | 438    | 8   | 438    | 8   | 439    | 8   | 440    | 8   | 440    | 8   |
|                                        | 10 - 15 | 488    | 9   | 488    | 9   | 489    | 9   | 488    | 9   | 488    | 9   | 488    | 9   |
|                                        | 16 - 24 | 652    | 12  | 652    | 12  | 654    | 12  | 654    | 12  | 654    | 12  | 654    | 12  |
|                                        | 25 - 34 | 761    | 14  | 762    | 14  | 762    | 14  | 762    | 14  | 762    | 14  | 763    | 14  |
|                                        | 35 - 44 | 920    | 16  | 919    | 16  | 917    | 16  | 916    | 16  | 920    | 16  | 921    | 16  |
|                                        | 45 - 54 | 781    | 14  | 782    | 14  | 784    | 14  | 785    | 14  | 785    | 14  | 785    | 14  |
|                                        | 55-64   | 648    | 12  | 648    | 12  | 649    | 12  | 649    | 12  | 649    | 12  | 649    | 12  |
|                                        | 65 +    | 915    | 16  | 916    | 16  | 916    | 16  | 918    | 16  | 917    | 16  | 917    | 16  |
| Adults                                 | Total   | 4677   | 100 | 4679   | 100 | 4682   | 100 | 4684   | 100 | 4687   | 100 | 4689   | 100 |
|                                        | AB      | 639    | 14  | 640    | 14  | 641    | 14  | 641    | 14  | 641    | 14  | 641    | 14  |
|                                        | C1      | 1349   | 29  | 1348   | 29  | 1349   | 29  | 1349   | 29  | 1351   | 29  | 1352   | 29  |
|                                        | C2      | 1077   | 23  | 1077   | 23  | 1077   | 23  | 1077   | 23  | 1079   | 23  | 1079   | 23  |
|                                        | DE      | 1612   | 34  | 1614   | 34  | 1615   | 34  | 1617   | 35  | 1616   | 34  | 1617   | 34  |

| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jan 03      |            | Feb 03      |            | Mar 03      |            | Apr 03      |            | May 03      |            | Jun 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>2764</b> | <b>100</b> | <b>2767</b> | <b>100</b> | <b>2768</b> | <b>100</b> | <b>2768</b> | <b>100</b> | <b>2770</b> | <b>100</b> | <b>2771</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 475         | 17         | 476         | 17         | 476         | 17         | 475         | 17         | 476         | 17         | 476         | 17         |
| 16 - 24                                        | 334         | 12         | 335         | 12         | 335         | 12         | 335         | 12         | 335         | 12         | 335         | 12         |
| 25 - 34                                        | 385         | 14         | 386         | 14         | 386         | 14         | 386         | 14         | 387         | 14         | 387         | 14         |
| 35 - 44                                        | 463         | 17         | 463         | 17         | 464         | 17         | 465         | 17         | 465         | 17         | 465         | 17         |
| 45 - 54                                        | 395         | 14         | 395         | 14         | 395         | 14         | 395         | 14         | 395         | 14         | 395         | 14         |
| 55 - 64                                        | 317         | 11         | 317         | 11         | 317         | 11         | 318         | 11         | 318         | 11         | 318         | 11         |
| 65 +                                           | 395         | 14         | 395         | 14         | 395         | 14         | 394         | 14         | 394         | 14         | 395         | 14         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
| Total                                          | 2289        | 100        | 2291        | 100        | 2292        | 100        | 2293        | 100        | 2294        | 100        | 2295        | 100        |
| AB                                             | 330         | 14         | 330         | 14         | 330         | 14         | 331         | 14         | 331         | 14         | 331         | 14         |
| C1                                             | 640         | 28         | 640         | 28         | 641         | 28         | 640         | 28         | 641         | 28         | 641         | 28         |
| C2                                             | 579         | 25         | 579         | 25         | 579         | 25         | 580         | 25         | 580         | 25         | 580         | 25         |
| DE                                             | 740         | 32         | 742         | 32         | 742         | 32         | 742         | 32         | 742         | 32         | 743         | 32         |
| Working F/T                                    | 1366        | 60         | 1367        | 60         | 1368        | 60         | 1369        | 60         | 1369        | 60         | 1369        | 60         |
| Not Working                                    | 923         | 40         | 924         | 40         | 924         | 40         | 924         | 40         | 925         | 40         | 926         | 40         |

| Table 4a                                |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |  | 2773   | 100 | 2774   | 100 | 2777   | 100 | 2776   | 100 | 2779   | 100 | 2779   | 100 |
| Age                                     |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  |  | 477    | 17  | 477    | 17  | 478    | 17  | 477    | 17  | 478    | 17  | 477    | 17  |
| 16 - 24                                 |  | 335    | 12  | 335    | 12  | 336    | 12  | 336    | 12  | 336    | 12  | 336    | 12  |
| 25 - 34                                 |  | 387    | 14  | 387    | 14  | 387    | 14  | 387    | 14  | 387    | 14  | 388    | 14  |
| 35 - 44                                 |  | 465    | 17  | 465    | 17  | 464    | 17  | 463    | 17  | 465    | 17  | 465    | 17  |
| 45 - 54                                 |  | 395    | 14  | 396    | 14  | 396    | 14  | 397    | 14  | 397    | 14  | 397    | 14  |
| 55 - 64                                 |  | 318    | 11  | 318    | 11  | 319    | 11  | 319    | 11  | 319    | 11  | 319    | 11  |
| 65 +                                    |  | 396    | 14  | 396    | 14  | 397    | 14  | 397    | 14  | 397    | 14  | 397    | 14  |
| Adults                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   |  | 2296   | 100 | 2297   | 100 | 2299   | 100 | 2299   | 100 | 2301   | 100 | 2302   | 100 |
| AB                                      |  | 331    | 14  | 331    | 14  | 332    | 14  | 332    | 14  | 332    | 14  | 332    | 14  |
| C1                                      |  | 642    | 28  | 642    | 28  | 642    | 28  | 642    | 28  | 643    | 28  | 643    | 28  |
| C2                                      |  | 581    | 25  | 581    | 25  | 581    | 25  | 581    | 25  | 582    | 25  | 582    | 25  |
| DE                                      |  | 742    | 32  | 743    | 32  | 744    | 32  | 744    | 32  | 744    | 32  | 745    | 32  |
| Working F/T                             |  | 1370   | 60  | 1371   | 60  | 1372   | 60  | 1372   | 60  | 1374   | 60  | 1373   | 60  |
| Not Working                             |  | 926    | 40  | 926    | 40  | 927    | 40  | 927    | 40  | 927    | 40  | 929    | 40  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 2822   | 100 | 2823   | 100 | 2824   | 100 | 2828   | 100 | 2828   | 100 | 2829   | 100 |
| Age                                                   | 4 - 15      | 448    | 16  | 448    | 16  | 448    | 16  | 449    | 16  | 449    | 16  | 449    | 16  |
|                                                       | 16 - 24     | 317    | 11  | 317    | 11  | 317    | 11  | 317    | 11  | 317    | 11  | 317    | 11  |
|                                                       | 25 - 34     | 373    | 13  | 373    | 13  | 373    | 13  | 374    | 13  | 374    | 13  | 374    | 13  |
|                                                       | 35 - 44     | 452    | 16  | 454    | 16  | 454    | 16  | 454    | 16  | 454    | 16  | 454    | 16  |
|                                                       | 45 - 54     | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  |
|                                                       | 55 - 64     | 329    | 12  | 329    | 12  | 329    | 12  | 329    | 12  | 329    | 12  | 330    | 12  |
|                                                       | 65 +        | 517    | 18  | 516    | 18  | 517    | 18  | 519    | 18  | 519    | 18  | 519    | 18  |
| Adults                                                | Total       | 2374   | 100 | 2375   | 100 | 2376   | 100 | 2379   | 100 | 2379   | 100 | 2380   | 100 |
|                                                       | AB          | 307    | 13  | 308    | 13  | 308    | 13  | 308    | 13  | 308    | 13  | 308    | 13  |
|                                                       | C1          | 705    | 30  | 705    | 30  | 705    | 30  | 706    | 30  | 706    | 30  | 706    | 30  |
|                                                       | C2          | 494    | 21  | 494    | 21  | 494    | 21  | 495    | 21  | 495    | 21  | 495    | 21  |
|                                                       | DE          | 868    | 37  | 868    | 37  | 869    | 37  | 870    | 37  | 870    | 37  | 871    | 37  |
|                                                       | Working F/T | 644    | 27  | 645    | 27  | 645    | 27  | 645    | 27  | 645    | 27  | 645    | 27  |
|                                                       | Not Working | 1730   | 73  | 1730   | 73  | 1731   | 73  | 1734   | 73  | 1734   | 73  | 1735   | 73  |

| Table 4b         |             |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+ |             | 2830   | 100 | 2831   | 100 | 2832   | 100 | 2835   | 100 | 2836   | 100 | 2838   | 100 |
| Age              | 4 - 15      | 449    | 16  | 449    | 16  | 449    | 16  | 450    | 16  | 450    | 16  | 451    | 16  |
|                  | 16 - 24     | 317    | 11  | 317    | 11  | 318    | 11  | 318    | 11  | 318    | 11  | 318    | 11  |
|                  | 25 - 34     | 374    | 13  | 375    | 13  | 375    | 13  | 375    | 13  | 375    | 13  | 375    | 13  |
|                  | 35 - 44     | 455    | 16  | 454    | 16  | 453    | 16  | 453    | 16  | 455    | 16  | 456    | 16  |
|                  | 45 - 54     | 386    | 14  | 386    | 14  | 388    | 14  | 388    | 14  | 388    | 14  | 388    | 14  |
|                  | 55 - 64     | 330    | 12  | 330    | 12  | 330    | 12  | 330    | 12  | 330    | 12  | 330    | 12  |
|                  | 65 +        | 519    | 18  | 520    | 18  | 519    | 18  | 521    | 18  | 520    | 18  | 520    | 18  |
| Adults           | Total       | 2381   | 100 | 2382   | 100 | 2383   | 100 | 2385   | 100 | 2386   | 100 | 2387   | 100 |
|                  | AB          | 308    | 13  | 309    | 13  | 309    | 13  | 309    | 13  | 309    | 13  | 309    | 13  |
|                  | C1          | 707    | 30  | 706    | 30  | 707    | 30  | 707    | 30  | 708    | 30  | 709    | 30  |
|                  | C2          | 496    | 21  | 496    | 21  | 496    | 21  | 496    | 21  | 497    | 21  | 497    | 21  |
|                  | DE          | 870    | 37  | 871    | 37  | 871    | 37  | 873    | 37  | 872    | 37  | 872    | 37  |
|                  | Working F/T | 646    | 27  | 647    | 27  | 647    | 27  | 647    | 27  | 647    | 27  | 647    | 27  |
|                  | Not Working | 1735   | 73  | 1735   | 73  | 1736   | 73  | 1738   | 73  | 1739   | 73  | 1740   | 73  |





# CENTRAL AND NORTH SCOTLAND

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2143   | 100 | 2145   | 100 | 2146   | 100 | 2148   | 100 | 2149   | 100 | 2151   | 100 |
| TV Households                   | 2090   | 98  | 2092   | 98  | 2093   | 98  | 2095   | 98  | 2096   | 98  | 2098   | 98  |
| ITV Households                  | 2079   | 97  | 2081   | 97  | 2082   | 97  | 2084   | 97  | 2085   | 97  | 2087   | 97  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2152   | 100 | 2154   | 100 | 2155   | 100 | 2157   | 100 | 2158   | 100 | 2160   | 100 |
| TV Households                   | 2099   | 98  | 2101   | 98  | 2102   | 98  | 2104   | 98  | 2105   | 98  | 2107   | 98  |
| ITV Households                  | 2088   | 97  | 2090   | 97  | 2091   | 97  | 2093   | 97  | 2094   | 97  | 2095   | 97  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2079   | 100 | 2081   | 100 | 2082   | 100 | 2084   | 100 | 2085   | 100 | 2087   | 100 |
| Social Class                   | AB       | 315    | 15  | 315    | 15  | 315    | 15  | 315    | 15  | 315    | 15  | 316    | 15  |
|                                | C1       | 543    | 26  | 544    | 26  | 544    | 26  | 545    | 26  | 545    | 26  | 545    | 26  |
|                                | C2       | 367    | 18  | 367    | 18  | 367    | 18  | 368    | 18  | 368    | 18  | 368    | 18  |
|                                | DE       | 854    | 41  | 855    | 41  | 856    | 41  | 856    | 41  | 857    | 41  | 858    | 41  |
| Housewife Age                  | Under 25 | 130    | 6   | 130    | 6   | 130    | 6   | 130    | 6   | 130    | 6   | 130    | 6   |
|                                | 25 - 34  | 347    | 17  | 347    | 17  | 348    | 17  | 349    | 17  | 349    | 17  | 349    | 17  |
|                                | 35 - 44  | 436    | 21  | 437    | 21  | 437    | 21  | 436    | 21  | 437    | 21  | 438    | 21  |
|                                | 44 - 54  | 369    | 18  | 369    | 18  | 369    | 18  | 370    | 18  | 370    | 18  | 371    | 18  |
|                                | 55 - 64  | 317    | 15  | 317    | 15  | 317    | 15  | 317    | 15  | 318    | 15  | 318    | 15  |
|                                | 65 +     | 480    | 23  | 481    | 23  | 481    | 23  | 482    | 23  | 481    | 23  | 481    | 23  |
| Size                           | 1        | 682    | 33  | 683    | 33  | 683    | 33  | 684    | 33  | 684    | 33  | 685    | 33  |
|                                | 2        | 703    | 34  | 703    | 34  | 703    | 34  | 704    | 34  | 705    | 34  | 705    | 34  |
|                                | 3        | 315    | 15  | 315    | 15  | 316    | 15  | 316    | 15  | 316    | 15  | 316    | 15  |
|                                | 4+       | 379    | 18  | 380    | 18  | 380    | 18  | 380    | 18  | 380    | 18  | 381    | 18  |
| Children                       | With     | 545    | 26  | 546    | 26  | 546    | 26  | 547    | 26  | 547    | 26  | 547    | 26  |
|                                | Without  | 1534   | 74  | 1535   | 74  | 1536   | 74  | 1537   | 74  | 1538   | 74  | 1540   | 74  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2088   | 100 | 2090   | 100 | 2091   | 100 | 2093   | 100 | 2094   | 100 | 2095   | 100 |
| Social Class        | AB       | 316    | 15  | 316    | 15  | 316    | 15  | 317    | 15  | 317    | 15  | 317    | 15  |
|                     | C1       | 546    | 26  | 546    | 26  | 547    | 26  | 547    | 26  | 547    | 26  | 548    | 26  |
|                     | C2       | 368    | 18  | 369    | 18  | 369    | 18  | 369    | 18  | 369    | 18  | 370    | 18  |
|                     | DE       | 858    | 41  | 859    | 41  | 859    | 41  | 860    | 41  | 861    | 41  | 860    | 41  |
| Housewife Age       | Under 25 | 130    | 6   | 130    | 6   | 130    | 6   | 131    | 6   | 131    | 6   | 131    | 6   |
|                     | 25 - 34  | 349    | 17  | 349    | 17  | 349    | 17  | 350    | 17  | 350    | 17  | 350    | 17  |
|                     | 35 - 44  | 439    | 21  | 439    | 21  | 439    | 21  | 439    | 21  | 440    | 21  | 439    | 21  |
|                     | 44 - 54  | 371    | 18  | 371    | 18  | 371    | 18  | 371    | 18  | 371    | 18  | 372    | 18  |
|                     | 55 - 64  | 318    | 15  | 318    | 15  | 318    | 15  | 318    | 15  | 318    | 15  | 320    | 15  |
|                     | 65 +     | 481    | 23  | 483    | 23  | 484    | 23  | 484    | 23  | 484    | 23  | 483    | 23  |
| Size                | 1        | 685    | 33  | 686    | 33  | 686    | 33  | 687    | 33  | 687    | 33  | 688    | 33  |
|                     | 2        | 706    | 34  | 706    | 34  | 707    | 34  | 707    | 34  | 708    | 34  | 707    | 34  |
|                     | 3        | 316    | 15  | 317    | 15  | 317    | 15  | 317    | 15  | 317    | 15  | 318    | 15  |
|                     | 4+       | 381    | 18  | 381    | 18  | 381    | 18  | 382    | 18  | 382    | 18  | 382    | 18  |
| Children            | With     | 548    | 26  | 548    | 26  | 548    | 26  | 549    | 26  | 549    | 26  | 550    | 26  |
|                     | Without  | 1540   | 74  | 1542   | 74  | 1543   | 74  | 1544   | 74  | 1545   | 74  | 1545   | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 4467   | 100 | 4471   | 100 | 4473   | 100 | 4477   | 100 | 4479   | 100 | 4484   | 100 |
| Age                                               | 4 - 9   | 337    | 8   | 337    | 8   | 337    | 8   | 337    | 8   | 338    | 8   | 339    | 8   |
|                                                   | 10 - 15 | 366    | 8   | 367    | 8   | 367    | 8   | 368    | 8   | 367    | 8   | 367    | 8   |
|                                                   | 16 - 24 | 549    | 12  | 549    | 12  | 549    | 12  | 549    | 12  | 549    | 12  | 550    | 12  |
|                                                   | 25 - 34 | 636    | 14  | 636    | 14  | 636    | 14  | 636    | 14  | 637    | 14  | 638    | 14  |
|                                                   | 35 - 44 | 746    | 17  | 748    | 17  | 750    | 17  | 750    | 17  | 749    | 17  | 749    | 17  |
|                                                   | 45 - 54 | 632    | 14  | 632    | 14  | 632    | 14  | 633    | 14  | 633    | 14  | 633    | 14  |
|                                                   | 55-64   | 521    | 12  | 521    | 12  | 521    | 12  | 522    | 12  | 523    | 12  | 525    | 12  |
|                                                   | 65 +    | 680    | 15  | 681    | 15  | 681    | 15  | 682    | 15  | 683    | 15  | 683    | 15  |
| Adults                                            | Total   | 3764   | 100 | 3767   | 100 | 3769   | 100 | 3772   | 100 | 3774   | 100 | 3778   | 100 |
|                                                   | AB      | 624    | 17  | 625    | 17  | 625    | 17  | 625    | 17  | 625    | 17  | 627    | 17  |
|                                                   | C1      | 1036   | 28  | 1035   | 27  | 1037   | 28  | 1038   | 28  | 1039   | 28  | 1039   | 28  |
|                                                   | C2      | 763    | 20  | 763    | 20  | 763    | 20  | 764    | 20  | 765    | 20  | 765    | 20  |
|                                                   | DE      | 1341   | 36  | 1344   | 36  | 1344   | 36  | 1345   | 36  | 1345   | 36  | 1347   | 36  |

| Table 3                                |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   | 4486   | 100 | 4490   | 100 | 4492   | 100 | 4496   | 100 | 4498   | 100 | 4502   | 100 |
| Age                                    |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                  | 339    | 8   | 339    | 8   | 339    | 8   | 339    | 8   | 339    | 8   | 339    | 8   |
| 10 - 15                                | 367    | 8   | 368    | 8   | 368    | 8   | 368    | 8   | 369    | 8   | 369    | 8   |
| 16 - 24                                | 550    | 12  | 550    | 12  | 550    | 12  | 551    | 12  | 552    | 12  | 553    | 12  |
| 25 - 34                                | 638    | 14  | 639    | 14  | 640    | 14  | 640    | 14  | 640    | 14  | 640    | 14  |
| 35 - 44                                | 751    | 17  | 752    | 17  | 753    | 17  | 751    | 17  | 752    | 17  | 752    | 17  |
| 45 - 54                                | 633    | 14  | 634    | 14  | 634    | 14  | 636    | 14  | 636    | 14  | 636    | 14  |
| 55-64                                  | 525    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 525    | 12  |
| 65 +                                   | 683    | 15  | 683    | 15  | 683    | 15  | 686    | 15  | 685    | 15  | 688    | 15  |
| Adults                                 |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                  | 3780   | 100 | 3783   | 100 | 3785   | 100 | 3789   | 100 | 3790   | 100 | 3794   | 100 |
| AB                                     | 627    | 17  | 627    | 17  | 627    | 17  | 629    | 17  | 629    | 17  | 629    | 17  |
| C1                                     | 1039   | 27  | 1041   | 28  | 1042   | 28  | 1041   | 27  | 1042   | 27  | 1044   | 28  |
| C2                                     | 765    | 20  | 766    | 20  | 767    | 20  | 767    | 20  | 768    | 20  | 768    | 20  |
| DE                                     | 1349   | 36  | 1349   | 36  | 1349   | 36  | 1352   | 36  | 1351   | 36  | 1353   | 36  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2170   | 100 | 2172   | 100 | 2173   | 100 | 2175   | 100 | 2175   | 100 | 2178   | 100 |
| Age                                                 | 4 - 15      | 369    | 17  | 369    | 17  | 369    | 17  | 370    | 17  | 369    | 17  | 370    | 17  |
|                                                     | 16 - 24     | 274    | 13  | 274    | 13  | 274    | 13  | 274    | 13  | 274    | 13  | 274    | 13  |
|                                                     | 25 - 34     | 324    | 15  | 324    | 15  | 324    | 15  | 324    | 15  | 325    | 15  | 325    | 15  |
|                                                     | 35 - 44     | 366    | 17  | 368    | 17  | 369    | 17  | 368    | 17  | 368    | 17  | 369    | 17  |
|                                                     | 45 - 54     | 311    | 14  | 311    | 14  | 311    | 14  | 311    | 14  | 311    | 14  | 311    | 14  |
|                                                     | 55 - 64     | 246    | 11  | 246    | 11  | 246    | 11  | 247    | 11  | 247    | 11  | 248    | 11  |
|                                                     | 65 +        | 280    | 13  | 280    | 13  | 280    | 13  | 281    | 13  | 281    | 13  | 281    | 13  |
| Adults                                              | Total       | 1801   | 100 | 1803   | 100 | 1804   | 100 | 1805   | 100 | 1806   | 100 | 1808   | 100 |
|                                                     | AB          | 311    | 17  | 311    | 17  | 311    | 17  | 311    | 17  | 311    | 17  | 312    | 17  |
|                                                     | C1          | 484    | 27  | 484    | 27  | 485    | 27  | 485    | 27  | 486    | 27  | 486    | 27  |
|                                                     | C2          | 405    | 22  | 405    | 22  | 405    | 22  | 406    | 22  | 406    | 22  | 406    | 22  |
|                                                     | DE          | 601    | 33  | 603    | 33  | 603    | 33  | 603    | 33  | 603    | 33  | 604    | 33  |
|                                                     | Working F/T | 1072   | 60  | 1074   | 60  | 1075   | 60  | 1075   | 60  | 1076   | 60  | 1076   | 60  |
|                                                     | Not Working | 729    | 40  | 729    | 40  | 729    | 40  | 730    | 40  | 730    | 40  | 732    | 40  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2179   | 100 | 2181   | 100 | 2182   | 100 | 2183   | 100 | 2185   | 100 | 2186   | 100 |
| Age                                                 | 4 - 15      | 370    | 17  | 371    | 17  | 371    | 17  | 370    | 17  | 371    | 17  | 371    | 17  |
|                                                     | 16 - 24     | 274    | 13  | 274    | 13  | 274    | 13  | 275    | 13  | 275    | 13  | 276    | 13  |
|                                                     | 25 - 34     | 325    | 15  | 325    | 15  | 326    | 15  | 326    | 15  | 326    | 15  | 326    | 15  |
|                                                     | 35 - 44     | 370    | 17  | 370    | 17  | 370    | 17  | 369    | 17  | 370    | 17  | 369    | 17  |
|                                                     | 45 - 54     | 311    | 14  | 312    | 14  | 312    | 14  | 313    | 14  | 313    | 14  | 313    | 14  |
|                                                     | 55 - 64     | 248    | 11  | 248    | 11  | 248    | 11  | 248    | 11  | 248    | 11  | 248    | 11  |
|                                                     | 65 +        | 281    | 13  | 281    | 13  | 281    | 13  | 282    | 13  | 282    | 13  | 283    | 13  |
| Adults                                              | Total       | 1809   | 100 | 1810   | 100 | 1811   | 100 | 1813   | 100 | 1814   | 100 | 1815   | 100 |
|                                                     | AB          | 312    | 17  | 312    | 17  | 312    | 17  | 313    | 17  | 313    | 17  | 313    | 17  |
|                                                     | C1          | 486    | 27  | 487    | 27  | 487    | 27  | 487    | 27  | 487    | 27  | 488    | 27  |
|                                                     | C2          | 406    | 22  | 407    | 22  | 407    | 22  | 407    | 22  | 408    | 22  | 408    | 22  |
|                                                     | DE          | 605    | 33  | 604    | 33  | 605    | 33  | 606    | 33  | 606    | 33  | 606    | 33  |
|                                                     | Working F/T | 1077   | 60  | 1078   | 60  | 1079   | 60  | 1080   | 60  | 1081   | 60  | 1080   | 60  |
|                                                     | Not Working | 732    | 40  | 732    | 40  | 732    | 40  | 733    | 40  | 733    | 40  | 735    | 40  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                         |             | 2297   | 100 | 2299   | 100 | 2300   | 100 | 2302   | 100 | 2304   | 100 | 2306   | 100 |
| Age                                       | 4 - 15      | 334    | 15  | 335    | 15  | 335    | 15  | 335    | 15  | 336    | 15  | 336    | 15  |
|                                           | 16 - 24     | 275    | 12  | 275    | 12  | 275    | 12  | 275    | 12  | 275    | 12  | 276    | 12  |
|                                           | 25 - 34     | 312    | 14  | 312    | 14  | 312    | 14  | 312    | 14  | 312    | 14  | 313    | 14  |
|                                           | 35 - 44     | 380    | 17  | 380    | 17  | 381    | 17  | 382    | 17  | 381    | 17  | 380    | 16  |
|                                           | 45 - 54     | 321    | 14  | 321    | 14  | 321    | 14  | 322    | 14  | 322    | 14  | 322    | 14  |
|                                           | 55 - 64     | 275    | 12  | 275    | 12  | 275    | 12  | 275    | 12  | 276    | 12  | 277    | 12  |
|                                           | 65 +        | 400    | 17  | 401    | 17  | 401    | 17  | 401    | 17  | 402    | 17  | 402    | 17  |
| Adults                                    | Total       | 1963   | 100 | 1964   | 100 | 1965   | 100 | 1967   | 100 | 1968   | 100 | 1970   | 100 |
|                                           | AB          | 313    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 315    | 16  |
|                                           | C1          | 552    | 28  | 551    | 28  | 552    | 28  | 553    | 28  | 553    | 28  | 553    | 28  |
|                                           | C2          | 358    | 18  | 358    | 18  | 358    | 18  | 358    | 18  | 359    | 18  | 359    | 18  |
|                                           | DE          | 740    | 38  | 741    | 38  | 741    | 38  | 742    | 38  | 742    | 38  | 743    | 38  |
|                                           | Working F/T | 594    | 30  | 594    | 30  | 594    | 30  | 594    | 30  | 595    | 30  | 596    | 30  |
|                                           | Not Working | 1369   | 70  | 1370   | 70  | 1371   | 70  | 1373   | 70  | 1373   | 70  | 1374   | 70  |



| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2307   | 100 | 2309   | 100 | 2310   | 100 | 2313   | 100 | 2313   | 100 | 2316   | 100 |
| Age                                       | 4 - 15      | 336    | 15  | 336    | 15  | 336    | 15  | 337    | 15  | 337    | 15  | 337    | 15  |
|                                           | 16 - 24     | 276    | 12  | 276    | 12  | 276    | 12  | 276    | 12  | 277    | 12  | 277    | 12  |
|                                           | 25 - 34     | 313    | 14  | 314    | 14  | 314    | 14  | 314    | 14  | 314    | 14  | 314    | 14  |
|                                           | 35 - 44     | 381    | 17  | 382    | 17  | 383    | 17  | 382    | 17  | 382    | 17  | 383    | 17  |
|                                           | 45 - 54     | 322    | 14  | 322    | 14  | 322    | 14  | 323    | 14  | 323    | 14  | 323    | 14  |
|                                           | 55 - 64     | 277    | 12  | 277    | 12  | 277    | 12  | 277    | 12  | 277    | 12  | 277    | 12  |
|                                           | 65 +        | 402    | 17  | 402    | 17  | 402    | 17  | 404    | 17  | 403    | 17  | 405    | 17  |
| Adults                                    | Total       | 1971   | 100 | 1973   | 100 | 1974   | 100 | 1976   | 100 | 1976   | 100 | 1979   | 100 |
|                                           | AB          | 315    | 16  | 315    | 16  | 315    | 16  | 316    | 16  | 316    | 16  | 316    | 16  |
|                                           | C1          | 553    | 28  | 554    | 28  | 555    | 28  | 554    | 28  | 555    | 28  | 556    | 28  |
|                                           | C2          | 359    | 18  | 359    | 18  | 360    | 18  | 360    | 18  | 360    | 18  | 360    | 18  |
|                                           | DE          | 744    | 38  | 745    | 38  | 744    | 38  | 746    | 38  | 745    | 38  | 747    | 38  |
|                                           | Working F/T | 596    | 30  | 596    | 30  | 597    | 30  | 597    | 30  | 597    | 30  | 598    | 30  |
|                                           | Not Working | 1375   | 70  | 1377   | 70  | 1377   | 70  | 1379   | 70  | 1379   | 70  | 1381   | 70  |



# WALES & WEST

## Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2232   | 100 | 2233   | 100 | 2234   | 100 | 2236   | 100 | 2237   | 100 | 2238   | 100 |
| TV Households                   | 2188   | 98  | 2189   | 98  | 2190   | 98  | 2192   | 98  | 2193   | 98  | 2194   | 98  |
| ITV Households                  | 1983   | 89  | 1984   | 89  | 1985   | 89  | 1987   | 89  | 1988   | 89  | 1989   | 89  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2240   | 100 | 2241   | 100 | 2242   | 100 | 2243   | 100 | 2245   | 100 | 2246   | 100 |
| TV Households                   | 2196   | 98  | 2197   | 98  | 2198   | 98  | 2199   | 98  | 2201   | 98  | 2202   | 98  |
| ITV Households                  | 1990   | 89  | 1991   | 89  | 1992   | 89  | 1993   | 89  | 1995   | 89  | 1996   | 89  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1983   | 100 | 1984   | 100 | 1985   | 100 | 1987   | 100 | 1988   | 100 | 1989   | 100 |
| Social Class                   | AB       | 287    | 14  | 288    | 15  | 288    | 15  | 288    | 14  | 288    | 14  | 288    | 14  |
|                                | C1       | 580    | 29  | 580    | 29  | 580    | 29  | 581    | 29  | 581    | 29  | 582    | 29  |
|                                | C2       | 409    | 21  | 409    | 21  | 409    | 21  | 410    | 21  | 410    | 21  | 410    | 21  |
|                                | DE       | 707    | 36  | 707    | 36  | 708    | 36  | 708    | 36  | 709    | 36  | 709    | 36  |
| Housewife Age                  | Under 25 | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   |
|                                | 25 - 34  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 315    | 16  |
|                                | 35 - 44  | 383    | 19  | 384    | 19  | 383    | 19  | 384    | 19  | 384    | 19  | 384    | 19  |
|                                | 44 - 54  | 354    | 18  | 354    | 18  | 355    | 18  | 355    | 18  | 356    | 18  | 356    | 18  |
|                                | 55 - 64  | 312    | 16  | 312    | 16  | 313    | 16  | 313    | 16  | 313    | 16  | 313    | 16  |
|                                | 65 +     | 511    | 26  | 511    | 26  | 511    | 26  | 512    | 26  | 512    | 26  | 512    | 26  |
| Size                           | 1        | 552    | 28  | 553    | 28  | 553    | 28  | 553    | 28  | 554    | 28  | 554    | 28  |
|                                | 2        | 712    | 36  | 712    | 36  | 713    | 36  | 714    | 36  | 714    | 36  | 715    | 36  |
|                                | 3        | 309    | 16  | 309    | 16  | 309    | 16  | 309    | 16  | 309    | 16  | 309    | 16  |
|                                | 4+       | 410    | 21  | 410    | 21  | 410    | 21  | 411    | 21  | 411    | 21  | 411    | 21  |
| Children                       | With     | 514    | 26  | 514    | 26  | 514    | 26  | 515    | 26  | 515    | 26  | 515    | 26  |
|                                | Without  | 1469   | 74  | 1470   | 74  | 1471   | 74  | 1472   | 74  | 1473   | 74  | 1474   | 74  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1990   | 100 | 1991   | 100 | 1992   | 100 | 1993   | 100 | 1995   | 100 | 1996   | 100 |
| Social Class        | AB       | 289    | 15  | 289    | 15  | 289    | 15  | 289    | 15  | 289    | 14  | 289    | 14  |
|                     | C1       | 581    | 29  | 582    | 29  | 582    | 29  | 583    | 29  | 583    | 29  | 584    | 29  |
|                     | C2       | 411    | 21  | 411    | 21  | 411    | 21  | 411    | 21  | 411    | 21  | 412    | 21  |
|                     | DE       | 709    | 36  | 709    | 36  | 710    | 36  | 710    | 36  | 712    | 36  | 711    | 36  |
| Housewife Age       | Under 25 | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   | 109    | 5   |
|                     | 25 - 34  | 315    | 16  | 315    | 16  | 315    | 16  | 315    | 16  | 316    | 16  | 316    | 16  |
|                     | 35 - 44  | 383    | 19  | 384    | 19  | 384    | 19  | 385    | 19  | 385    | 19  | 386    | 19  |
|                     | 44 - 54  | 356    | 18  | 356    | 18  | 356    | 18  | 356    | 18  | 356    | 18  | 356    | 18  |
|                     | 55 - 64  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  | 314    | 16  |
|                     | 65 +     | 513    | 26  | 513    | 26  | 514    | 26  | 514    | 26  | 515    | 26  | 515    | 26  |
| Size                | 1        | 554    | 28  | 555    | 28  | 555    | 28  | 555    | 28  | 556    | 28  | 556    | 28  |
|                     | 2        | 715    | 36  | 714    | 36  | 715    | 36  | 716    | 36  | 717    | 36  | 717    | 36  |
|                     | 3        | 310    | 16  | 310    | 16  | 310    | 16  | 310    | 16  | 310    | 16  | 311    | 16  |
|                     | 4+       | 411    | 21  | 412    | 21  | 412    | 21  | 412    | 21  | 412    | 21  | 412    | 21  |
| Children            | With     | 516    | 26  | 516    | 26  | 516    | 26  | 517    | 26  | 517    | 26  | 517    | 26  |
|                     | Without  | 1474   | 74  | 1475   | 74  | 1476   | 74  | 1476   | 74  | 1478   | 74  | 1479   | 74  |

| Table 3 All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                           | 4521   | 100 | 4523   | 100 | 4525   | 100 | 4529   | 100 | 4531   | 100 | 4533   | 100 |
| Age                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                          | 339    | 7   | 339    | 7   | 339    | 7   | 339    | 7   | 339    | 7   | 340    | 8   |
| 10 - 15                                        | 382    | 8   | 382    | 8   | 382    | 8   | 383    | 8   | 383    | 8   | 383    | 8   |
| 16 - 24                                        | 524    | 12  | 524    | 12  | 524    | 12  | 525    | 12  | 525    | 12  | 525    | 12  |
| 25 - 34                                        | 607    | 13  | 607    | 13  | 607    | 13  | 608    | 13  | 608    | 13  | 608    | 13  |
| 35 - 44                                        | 699    | 15  | 699    | 15  | 700    | 15  | 701    | 15  | 703    | 16  | 703    | 16  |
| 45 - 54                                        | 645    | 14  | 645    | 14  | 645    | 14  | 645    | 14  | 645    | 14  | 645    | 14  |
| 55-64                                          | 546    | 12  | 546    | 12  | 546    | 12  | 546    | 12  | 546    | 12  | 546    | 12  |
| 65 +                                           | 779    | 17  | 781    | 17  | 782    | 17  | 782    | 17  | 782    | 17  | 783    | 17  |
| Adults                                         |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                          | 3800   | 100 | 3802   | 100 | 3804   | 100 | 3807   | 100 | 3809   | 100 | 3810   | 100 |
| AB                                             | 593    | 16  | 594    | 16  | 594    | 16  | 594    | 16  | 595    | 16  | 595    | 16  |
| C1                                             | 1148   | 30  | 1147   | 30  | 1147   | 30  | 1149   | 30  | 1150   | 30  | 1150   | 30  |
| C2                                             | 865    | 23  | 865    | 23  | 867    | 23  | 867    | 23  | 867    | 23  | 867    | 23  |
| DE                                             | 1194   | 31  | 1196   | 31  | 1196   | 31  | 1197   | 31  | 1197   | 31  | 1198   | 31  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 4537   | 100 | 4539   | 100 | 4541   | 100 | 4543   | 100 | 4547   | 100 | 4549   | 100 |
| Age                                    | 4 - 9   | 341    | 8   | 341    | 8   | 341    | 8   | 341    | 8   | 341    | 7   | 341    | 7   |
|                                        | 10 - 15 | 382    | 8   | 383    | 8   | 383    | 8   | 383    | 8   | 384    | 8   | 384    | 8   |
|                                        | 16 - 24 | 526    | 12  | 526    | 12  | 527    | 12  | 527    | 12  | 527    | 12  | 527    | 12  |
|                                        | 25 - 34 | 609    | 13  | 609    | 13  | 609    | 13  | 609    | 13  | 610    | 13  | 611    | 13  |
|                                        | 35 - 44 | 704    | 16  | 703    | 15  | 704    | 16  | 704    | 15  | 704    | 15  | 703    | 15  |
|                                        | 45 - 54 | 645    | 14  | 646    | 14  | 647    | 14  | 647    | 14  | 649    | 14  | 649    | 14  |
|                                        | 55-64   | 548    | 12  | 549    | 12  | 549    | 12  | 549    | 12  | 549    | 12  | 549    | 12  |
|                                        | 65 +    | 782    | 17  | 782    | 17  | 781    | 17  | 783    | 17  | 783    | 17  | 785    | 17  |
| Adults                                 | Total   | 3814   | 100 | 3815   | 100 | 3817   | 100 | 3819   | 100 | 3822   | 100 | 3824   | 100 |
|                                        | AB      | 595    | 16  | 596    | 16  | 596    | 16  | 596    | 16  | 597    | 16  | 597    | 16  |
|                                        | C1      | 1152   | 30  | 1151   | 30  | 1153   | 30  | 1153   | 30  | 1154   | 30  | 1154   | 30  |
|                                        | C2      | 869    | 23  | 869    | 23  | 869    | 23  | 869    | 23  | 871    | 23  | 871    | 23  |
|                                        | DE      | 1198   | 31  | 1199   | 31  | 1199   | 31  | 1201   | 31  | 1200   | 31  | 1202   | 31  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2236   | 100 | 2237   | 100 | 2237   | 100 | 2240   | 100 | 2241   | 100 | 2242   | 100 |
| Age                                                 | 4 - 15      | 377    | 17  | 377    | 17  | 377    | 17  | 378    | 17  | 378    | 17  | 378    | 17  |
|                                                     | 16 - 24     | 273    | 12  | 273    | 12  | 273    | 12  | 274    | 12  | 274    | 12  | 274    | 12  |
|                                                     | 25 - 34     | 317    | 14  | 317    | 14  | 317    | 14  | 317    | 14  | 317    | 14  | 317    | 14  |
|                                                     | 35 - 44     | 350    | 16  | 350    | 16  | 350    | 16  | 351    | 16  | 352    | 16  | 352    | 16  |
|                                                     | 45 - 54     | 318    | 14  | 318    | 14  | 318    | 14  | 318    | 14  | 318    | 14  | 318    | 14  |
|                                                     | 55 - 64     | 268    | 12  | 268    | 12  | 268    | 12  | 268    | 12  | 268    | 12  | 268    | 12  |
|                                                     | 65 +        | 333    | 15  | 334    | 15  | 334    | 15  | 334    | 15  | 334    | 15  | 335    | 15  |
| Adults                                              | Total       | 1859   | 100 | 1860   | 100 | 1860   | 100 | 1862   | 100 | 1863   | 100 | 1864   | 100 |
|                                                     | AB          | 308    | 17  | 308    | 17  | 308    | 17  | 308    | 17  | 309    | 17  | 309    | 17  |
|                                                     | C1          | 555    | 30  | 555    | 30  | 555    | 30  | 556    | 30  | 556    | 30  | 556    | 30  |
|                                                     | C2          | 457    | 25  | 457    | 25  | 458    | 25  | 458    | 25  | 458    | 25  | 458    | 25  |
|                                                     | DE          | 539    | 29  | 540    | 29  | 539    | 29  | 540    | 29  | 540    | 29  | 541    | 29  |
|                                                     | Working F/T | 1102   | 59  | 1103   | 59  | 1103   | 59  | 1104   | 59  | 1104   | 59  | 1105   | 59  |
|                                                     | Not Working | 757    | 41  | 757    | 41  | 757    | 41  | 758    | 41  | 759    | 41  | 759    | 41  |



| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>2243</b> | <b>100</b> | <b>2245</b> | <b>100</b> | <b>2246</b> | <b>100</b> | <b>2247</b> | <b>100</b> | <b>2249</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 378         | 17         | 379         | 17         | 379         | 17         | 379         | 17         | 379         | 17         |
| 16 - 24                                        | 274         | 12         | 274         | 12         | 275         | 12         | 275         | 12         | 275         | 12         |
| 25 - 34                                        | 318         | 14         | 318         | 14         | 318         | 14         | 318         | 14         | 318         | 14         |
| 35 - 44                                        | 353         | 16         | 352         | 16         | 352         | 16         | 352         | 16         | 351         | 16         |
| 45 - 54                                        | 318         | 14         | 319         | 14         | 320         | 14         | 320         | 14         | 320         | 14         |
| 55 - 64                                        | 270         | 12         | 270         | 12         | 270         | 12         | 270         | 12         | 270         | 12         |
| 65 +                                           | 332         | 15         | 333         | 15         | 332         | 15         | 333         | 15         | 335         | 15         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |
| Total                                          | 1865        | 100        | 1866        | 100        | 1867        | 100        | 1868        | 100        | 1870        | 100        |
| AB                                             | 309         | 17         | 309         | 17         | 309         | 17         | 309         | 17         | 310         | 17         |
| C1                                             | 557         | 30         | 557         | 30         | 558         | 30         | 558         | 30         | 558         | 30         |
| C2                                             | 459         | 25         | 459         | 25         | 459         | 25         | 459         | 25         | 460         | 25         |
| DE                                             | 540         | 29         | 541         | 29         | 541         | 29         | 542         | 29         | 542         | 29         |
| Working F/T                                    | 1106        | 59         | 1106        | 59         | 1107        | 59         | 1108        | 59         | 1109        | 59         |
| Not Working                                    | 759         | 41         | 760         | 41         | 760         | 41         | 760         | 41         | 761         | 41         |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 2285   | 100 | 2286   | 100 | 2288   | 100 | 2289   | 100 | 2290   | 100 | 2291   | 100 |
| Age                                                   | 4 - 15      | 344    | 15  | 344    | 15  | 344    | 15  | 344    | 15  | 344    | 15  | 345    | 15  |
|                                                       | 16 - 24     | 251    | 11  | 251    | 11  | 251    | 11  | 251    | 11  | 251    | 11  | 251    | 11  |
|                                                       | 25 - 34     | 290    | 13  | 290    | 13  | 290    | 13  | 291    | 13  | 291    | 13  | 291    | 13  |
|                                                       | 35 - 44     | 349    | 15  | 349    | 15  | 350    | 15  | 350    | 15  | 351    | 15  | 351    | 15  |
|                                                       | 45 - 54     | 327    | 14  | 327    | 14  | 327    | 14  | 327    | 14  | 327    | 14  | 327    | 14  |
|                                                       | 55 - 64     | 278    | 12  | 278    | 12  | 278    | 12  | 278    | 12  | 278    | 12  | 278    | 12  |
|                                                       | 65 +        | 446    | 20  | 447    | 20  | 448    | 20  | 448    | 20  | 448    | 20  | 448    | 20  |
| Adults                                                | Total       | 1941   | 100 | 1942   | 100 | 1944   | 100 | 1945   | 100 | 1946   | 100 | 1946   | 100 |
|                                                       | AB          | 285    | 15  | 286    | 15  | 286    | 15  | 286    | 15  | 286    | 15  | 286    | 15  |
|                                                       | C1          | 593    | 31  | 592    | 30  | 592    | 30  | 593    | 30  | 594    | 31  | 594    | 31  |
|                                                       | C2          | 408    | 21  | 408    | 21  | 409    | 21  | 409    | 21  | 409    | 21  | 409    | 21  |
|                                                       | DE          | 655    | 34  | 656    | 34  | 657    | 34  | 657    | 34  | 657    | 34  | 657    | 34  |
|                                                       | Working F/T | 536    | 28  | 536    | 28  | 537    | 28  | 537    | 28  | 537    | 28  | 537    | 28  |
|                                                       | Not Working | 1405   | 72  | 1406   | 72  | 1407   | 72  | 1408   | 72  | 1409   | 72  | 1409   | 72  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2294   | 100 | 2294   | 100 | 2295   | 100 | 2296   | 100 | 2298   | 100 | 2300   | 100 |
| Age                                       | 4 - 15      | 345    | 15  | 345    | 15  | 345    | 15  | 345    | 15  | 346    | 15  | 346    | 15  |
|                                           | 16 - 24     | 252    | 11  | 252    | 11  | 252    | 11  | 252    | 11  | 252    | 11  | 252    | 11  |
|                                           | 25 - 34     | 291    | 13  | 291    | 13  | 291    | 13  | 291    | 13  | 292    | 13  | 292    | 13  |
|                                           | 35 - 44     | 351    | 15  | 351    | 15  | 352    | 15  | 352    | 15  | 352    | 15  | 352    | 15  |
|                                           | 45 - 54     | 327    | 14  | 327    | 14  | 327    | 14  | 327    | 14  | 329    | 14  | 329    | 14  |
|                                           | 55 - 64     | 278    | 12  | 279    | 12  | 279    | 12  | 279    | 12  | 279    | 12  | 279    | 12  |
|                                           | 65 +        | 450    | 20  | 449    | 20  | 449    | 20  | 450    | 20  | 448    | 19  | 450    | 20  |
| Adults                                    | Total       | 1949   | 100 | 1949   | 100 | 1950   | 100 | 1951   | 100 | 1952   | 100 | 1954   | 100 |
|                                           | AB          | 286    | 15  | 287    | 15  | 287    | 15  | 287    | 15  | 287    | 15  | 287    | 15  |
|                                           | C1          | 595    | 31  | 594    | 30  | 595    | 31  | 595    | 30  | 596    | 31  | 596    | 31  |
|                                           | C2          | 410    | 21  | 410    | 21  | 410    | 21  | 410    | 21  | 411    | 21  | 411    | 21  |
|                                           | DE          | 658    | 34  | 658    | 34  | 658    | 34  | 659    | 34  | 658    | 34  | 660    | 34  |
|                                           | Working F/T | 538    | 28  | 539    | 28  | 539    | 28  | 539    | 28  | 539    | 28  | 539    | 28  |
|                                           | Not Working | 1411   | 72  | 1410   | 72  | 1411   | 72  | 1412   | 72  | 1413   | 72  | 1415   | 72  |



# SOUTH & SOUTH EAST + CH.IS

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2858   | 100 | 2859   | 100 | 2862   | 100 | 2864   | 100 | 2866   | 100 | 2868   | 100 |
| TV Households                   | 2802   | 98  | 2803   | 98  | 2806   | 98  | 2808   | 98  | 2809   | 98  | 2811   | 98  |
| ITV Households                  | 2476   | 87  | 2477   | 87  | 2479   | 87  | 2481   | 87  | 2483   | 87  | 2485   | 87  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2871   | 100 | 2873   | 100 | 2876   | 100 | 2878   | 100 | 2880   | 100 | 2882   | 100 |
| TV Households                   | 2814   | 98  | 2816   | 98  | 2819   | 98  | 2821   | 98  | 2823   | 98  | 2824   | 98  |
| ITV Households                  | 2488   | 87  | 2490   | 87  | 2491   | 87  | 2493   | 87  | 2495   | 87  | 2497   | 87  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2476   | 100 | 2477   | 100 | 2479   | 100 | 2481   | 100 | 2483   | 100 | 2485   | 100 |
| Social Class                   | AB       | 568    | 23  | 568    | 23  | 569    | 23  | 569    | 23  | 569    | 23  | 570    | 23  |
|                                | C1       | 787    | 32  | 788    | 32  | 789    | 32  | 790    | 32  | 791    | 32  | 790    | 32  |
|                                | C2       | 498    | 20  | 498    | 20  | 498    | 20  | 499    | 20  | 500    | 20  | 500    | 20  |
|                                | DE       | 623    | 25  | 623    | 25  | 623    | 25  | 623    | 25  | 623    | 25  | 625    | 25  |
| Housewife Age                  | Under 25 | 143    | 6   | 143    | 6   | 143    | 6   | 143    | 6   | 143    | 6   | 143    | 6   |
|                                | 25 - 34  | 426    | 17  | 428    | 17  | 428    | 17  | 428    | 17  | 428    | 17  | 428    | 17  |
|                                | 35 - 44  | 469    | 19  | 469    | 19  | 471    | 19  | 472    | 19  | 473    | 19  | 474    | 19  |
|                                | 44 - 54  | 427    | 17  | 427    | 17  | 428    | 17  | 428    | 17  | 428    | 17  | 428    | 17  |
|                                | 55 - 64  | 366    | 15  | 366    | 15  | 366    | 15  | 366    | 15  | 366    | 15  | 367    | 15  |
|                                | 65 +     | 645    | 26  | 644    | 26  | 643    | 26  | 644    | 26  | 645    | 26  | 645    | 26  |
| Size                           | 1        | 722    | 29  | 722    | 29  | 723    | 29  | 725    | 29  | 725    | 29  | 725    | 29  |
|                                | 2        | 903    | 36  | 904    | 36  | 904    | 36  | 904    | 36  | 906    | 36  | 906    | 36  |
|                                | 3        | 372    | 15  | 372    | 15  | 373    | 15  | 373    | 15  | 373    | 15  | 374    | 15  |
|                                | 4+       | 479    | 19  | 479    | 19  | 479    | 19  | 479    | 19  | 479    | 19  | 480    | 19  |
| Children                       | With     | 654    | 26  | 655    | 26  | 655    | 26  | 655    | 26  | 655    | 26  | 657    | 26  |
|                                | Without  | 1822   | 74  | 1822   | 74  | 1824   | 74  | 1826   | 74  | 1828   | 74  | 1828   | 74  |

| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2488   | 100 | 2490   | 100 | 2491   | 100 | 2493   | 100 | 2495   | 100 | 2497   | 100 |
| Social Class        | AB       | 571    | 23  | 572    | 23  | 572    | 23  | 572    | 23  | 572    | 23  | 573    | 23  |
|                     | C1       | 792    | 32  | 792    | 32  | 792    | 32  | 793    | 32  | 795    | 32  | 795    | 32  |
|                     | C2       | 499    | 20  | 500    | 20  | 501    | 20  | 501    | 20  | 501    | 20  | 501    | 20  |
|                     | DE       | 626    | 25  | 626    | 25  | 626    | 25  | 627    | 25  | 627    | 25  | 628    | 25  |
| Housewife Age       | Under 25 | 143    | 6   | 143    | 6   | 144    | 6   | 144    | 6   | 144    | 6   | 144    | 6   |
|                     | 25 - 34  | 429    | 17  | 429    | 17  | 429    | 17  | 429    | 17  | 429    | 17  | 430    | 17  |
|                     | 35 - 44  | 474    | 19  | 474    | 19  | 474    | 19  | 474    | 19  | 475    | 19  | 475    | 19  |
|                     | 44 - 54  | 428    | 17  | 428    | 17  | 428    | 17  | 428    | 17  | 429    | 17  | 429    | 17  |
|                     | 55 - 64  | 367    | 15  | 367    | 15  | 367    | 15  | 367    | 15  | 368    | 15  | 368    | 15  |
|                     | 65 +     | 647    | 26  | 649    | 26  | 649    | 26  | 651    | 26  | 650    | 26  | 651    | 26  |
| Size                | 1        | 725    | 29  | 726    | 29  | 726    | 29  | 728    | 29  | 728    | 29  | 728    | 29  |
|                     | 2        | 907    | 36  | 908    | 36  | 908    | 36  | 908    | 36  | 909    | 36  | 911    | 36  |
|                     | 3        | 375    | 15  | 375    | 15  | 375    | 15  | 375    | 15  | 375    | 15  | 375    | 15  |
|                     | 4+       | 481    | 19  | 481    | 19  | 482    | 19  | 482    | 19  | 483    | 19  | 483    | 19  |
| Children            | With     | 657    | 26  | 657    | 26  | 658    | 26  | 659    | 26  | 659    | 26  | 659    | 26  |
|                     | Without  | 1831   | 74  | 1833   | 74  | 1833   | 74  | 1834   | 74  | 1836   | 74  | 1838   | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 5470   | 100 | 5472   | 100 | 5478   | 100 | 5482   | 100 | 5486   | 100 | 5490   | 100 |
| Age                                               | 4 - 9   | 436    | 8   | 436    | 8   | 436    | 8   | 436    | 8   | 436    | 8   | 436    | 8   |
|                                                   | 10 - 15 | 441    | 8   | 441    | 8   | 441    | 8   | 442    | 8   | 443    | 8   | 443    | 8   |
|                                                   | 16 - 24 | 592    | 11  | 592    | 11  | 592    | 11  | 592    | 11  | 592    | 11  | 592    | 11  |
|                                                   | 25 - 34 | 797    | 15  | 797    | 15  | 801    | 15  | 801    | 15  | 802    | 15  | 804    | 15  |
|                                                   | 35 - 44 | 857    | 16  | 858    | 16  | 858    | 16  | 860    | 16  | 860    | 16  | 861    | 16  |
|                                                   | 45 - 54 | 736    | 13  | 736    | 13  | 738    | 13  | 738    | 13  | 740    | 13  | 740    | 13  |
|                                                   | 55-64   | 643    | 12  | 644    | 12  | 645    | 12  | 646    | 12  | 646    | 12  | 646    | 12  |
|                                                   | 65 +    | 968    | 18  | 968    | 18  | 967    | 18  | 967    | 18  | 967    | 18  | 968    | 18  |
| Adults                                            | Total   | 4593   | 100 | 4595   | 100 | 4601   | 100 | 4604   | 100 | 4607   | 100 | 4611   | 100 |
|                                                   | AB      | 1132   | 25  | 1133   | 25  | 1135   | 25  | 1136   | 25  | 1136   | 25  | 1137   | 25  |
|                                                   | C1      | 1471   | 32  | 1470   | 32  | 1471   | 32  | 1473   | 32  | 1474   | 32  | 1476   | 32  |
|                                                   | C2      | 1010   | 22  | 1010   | 22  | 1012   | 22  | 1014   | 22  | 1015   | 22  | 1015   | 22  |
|                                                   | DE      | 980    | 21  | 982    | 21  | 983    | 21  | 981    | 21  | 982    | 21  | 983    | 21  |





| Table 4a                                |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          | 2694   | 100 | 2695   | 100 | 2697   | 100 | 2700   | 100 | 2703   | 100 | 2705   | 100 |
| Age                                     |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  | 455    | 17  | 455    | 17  | 455    | 17  | 456    | 17  | 457    | 17  | 457    | 17  |
| 16 - 24                                 | 295    | 11  | 295    | 11  | 295    | 11  | 295    | 11  | 295    | 11  | 295    | 11  |
| 25 - 34                                 | 404    | 15  | 404    | 15  | 407    | 15  | 407    | 15  | 407    | 15  | 409    | 15  |
| 35 - 44                                 | 437    | 16  | 437    | 16  | 436    | 16  | 438    | 16  | 438    | 16  | 439    | 16  |
| 45 - 54                                 | 358    | 13  | 358    | 13  | 360    | 13  | 360    | 13  | 361    | 13  | 361    | 13  |
| 55 - 64                                 | 318    | 12  | 318    | 12  | 318    | 12  | 318    | 12  | 318    | 12  | 318    | 12  |
| 65 +                                    | 427    | 16  | 428    | 16  | 426    | 16  | 426    | 16  | 427    | 16  | 426    | 16  |
| Adults                                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   | 2239   | 100 | 2240   | 100 | 2242   | 100 | 2244   | 100 | 2246   | 100 | 2248   | 100 |
| AB                                      | 574    | 26  | 575    | 26  | 575    | 26  | 576    | 26  | 576    | 26  | 576    | 26  |
| C1                                      | 698    | 31  | 697    | 31  | 697    | 31  | 698    | 31  | 699    | 31  | 701    | 31  |
| C2                                      | 539    | 24  | 539    | 24  | 540    | 24  | 540    | 24  | 541    | 24  | 541    | 24  |
| DE                                      | 428    | 19  | 429    | 19  | 430    | 19  | 430    | 19  | 430    | 19  | 430    | 19  |
| Working F/T                             | 1432   | 64  | 1433   | 64  | 1434   | 64  | 1436   | 64  | 1437   | 64  | 1438   | 64  |
| Not Working                             | 807    | 36  | 807    | 36  | 808    | 36  | 808    | 36  | 809    | 36  | 810    | 36  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2707   | 100 | 2709   | 100 | 2711   | 100 | 2714   | 100 | 2717   | 100 | 2717   | 100 |
| Age                                                 | 4 - 15      | 458    | 17  | 459    | 17  | 459    | 17  | 460    | 17  | 460    | 17  | 458    | 17  |
|                                                     | 16 - 24     | 295    | 11  | 295    | 11  | 295    | 11  | 296    | 11  | 297    | 11  | 297    | 11  |
|                                                     | 25 - 34     | 409    | 15  | 409    | 15  | 409    | 15  | 409    | 15  | 410    | 15  | 410    | 15  |
|                                                     | 35 - 44     | 438    | 16  | 438    | 16  | 439    | 16  | 441    | 16  | 441    | 16  | 441    | 16  |
|                                                     | 45 - 54     | 361    | 13  | 361    | 13  | 361    | 13  | 362    | 13  | 362    | 13  | 362    | 13  |
|                                                     | 55 - 64     | 318    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  |
|                                                     | 65 +        | 428    | 16  | 427    | 16  | 428    | 16  | 426    | 16  | 427    | 16  | 429    | 16  |
| Adults                                              | Total       | 2249   | 100 | 2250   | 100 | 2252   | 100 | 2254   | 100 | 2257   | 100 | 2259   | 100 |
|                                                     | AB          | 577    | 26  | 577    | 26  | 578    | 26  | 578    | 26  | 579    | 26  | 580    | 26  |
|                                                     | C1          | 700    | 31  | 700    | 31  | 701    | 31  | 702    | 31  | 703    | 31  | 702    | 31  |
|                                                     | C2          | 541    | 24  | 541    | 24  | 541    | 24  | 542    | 24  | 543    | 24  | 545    | 24  |
|                                                     | DE          | 431    | 19  | 432    | 19  | 432    | 19  | 432    | 19  | 432    | 19  | 432    | 19  |
|                                                     | Working F/T | 1439   | 64  | 1440   | 64  | 1441   | 64  | 1441   | 64  | 1444   | 64  | 1445   | 64  |
|                                                     | Not Working | 810    | 36  | 810    | 36  | 811    | 36  | 813    | 36  | 813    | 36  | 814    | 36  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2776   | 100 | 2777   | 100 | 2781   | 100 | 2782   | 100 | 2783   | 100 | 2785   | 100 |
| Age                                       | 4 - 15      | 422    | 15  | 422    | 15  | 422    | 15  | 422    | 15  | 422    | 15  | 422    | 15  |
|                                           | 16 - 24     | 297    | 11  | 297    | 11  | 297    | 11  | 297    | 11  | 297    | 11  | 297    | 11  |
|                                           | 25 - 34     | 393    | 14  | 393    | 14  | 394    | 14  | 394    | 14  | 395    | 14  | 395    | 14  |
|                                           | 35 - 44     | 420    | 15  | 421    | 15  | 422    | 15  | 422    | 15  | 422    | 15  | 422    | 15  |
|                                           | 45 - 54     | 378    | 14  | 378    | 14  | 378    | 14  | 378    | 14  | 379    | 14  | 379    | 14  |
|                                           | 55 - 64     | 325    | 12  | 326    | 12  | 327    | 12  | 328    | 12  | 328    | 12  | 328    | 12  |
|                                           | 65 +        | 541    | 19  | 540    | 19  | 541    | 19  | 541    | 19  | 540    | 19  | 542    | 19  |
| Adults                                    | Total       | 2354   | 100 | 2355   | 100 | 2359   | 100 | 2360   | 100 | 2361   | 100 | 2363   | 100 |
|                                           | AB          | 558    | 24  | 558    | 24  | 560    | 24  | 560    | 24  | 560    | 24  | 561    | 24  |
|                                           | C1          | 773    | 33  | 773    | 33  | 774    | 33  | 775    | 33  | 775    | 33  | 775    | 33  |
|                                           | C2          | 471    | 20  | 471    | 20  | 472    | 20  | 474    | 20  | 474    | 20  | 474    | 20  |
|                                           | DE          | 552    | 23  | 553    | 23  | 553    | 23  | 551    | 23  | 552    | 23  | 553    | 23  |
|                                           | Working F/T | 721    | 31  | 721    | 31  | 721    | 31  | 721    | 31  | 722    | 31  | 723    | 31  |
|                                           | Not Working | 1633   | 69  | 1634   | 69  | 1638   | 69  | 1639   | 69  | 1639   | 69  | 1640   | 69  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2789   | 100 | 2791   | 100 | 2793   | 100 | 2794   | 100 | 2795   | 100 | 2799   | 100 |
| Age                                       | 4 - 15      | 422    | 15  | 422    | 15  | 423    | 15  | 423    | 15  | 423    | 15  | 425    | 15  |
|                                           | 16 - 24     | 298    | 11  | 299    | 11  | 299    | 11  | 299    | 11  | 300    | 11  | 300    | 11  |
|                                           | 25 - 34     | 396    | 14  | 396    | 14  | 396    | 14  | 396    | 14  | 396    | 14  | 396    | 14  |
|                                           | 35 - 44     | 425    | 15  | 425    | 15  | 425    | 15  | 425    | 15  | 423    | 15  | 422    | 15  |
|                                           | 45 - 54     | 379    | 14  | 379    | 14  | 379    | 14  | 379    | 14  | 379    | 14  | 380    | 14  |
|                                           | 55 - 64     | 328    | 12  | 328    | 12  | 328    | 12  | 328    | 12  | 328    | 12  | 328    | 12  |
|                                           | 65 +        | 541    | 19  | 542    | 19  | 543    | 19  | 544    | 19  | 546    | 20  | 548    | 20  |
| Adults                                    | Total       | 2367   | 100 | 2369   | 100 | 2370   | 100 | 2371   | 100 | 2372   | 100 | 2374   | 100 |
|                                           | AB          | 561    | 24  | 561    | 24  | 561    | 24  | 562    | 24  | 563    | 24  | 563    | 24  |
|                                           | C1          | 779    | 33  | 780    | 33  | 780    | 33  | 779    | 33  | 778    | 33  | 779    | 33  |
|                                           | C2          | 473    | 20  | 473    | 20  | 474    | 20  | 474    | 20  | 475    | 20  | 475    | 20  |
|                                           | DE          | 554    | 23  | 555    | 23  | 555    | 23  | 556    | 23  | 556    | 23  | 557    | 23  |
|                                           | Working F/T | 723    | 31  | 723    | 31  | 723    | 31  | 724    | 31  | 725    | 31  | 726    | 31  |
|                                           | Not Working | 1644   | 69  | 1646   | 69  | 1647   | 69  | 1647   | 69  | 1647   | 69  | 1648   | 69  |



## NORTH EAST

### Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 1435   | 100 | 1435   | 100 | 1436   | 100 | 1436   | 100 | 1437   | 100 | 1437   | 100 |
| TV Households                   | 1401   | 98  | 1401   | 98  | 1402   | 98  | 1402   | 98  | 1403   | 98  | 1403   | 98  |
| ITV Households                  | 1220   | 85  | 1220   | 85  | 1221   | 85  | 1221   | 85  | 1222   | 85  | 1222   | 85  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 1438   | 100 | 1438   | 100 | 1439   | 100 | 1439   | 100 | 1440   | 100 | 1440   | 100 |
| TV Households                   | 1404   | 98  | 1404   | 98  | 1405   | 98  | 1405   | 98  | 1406   | 98  | 1406   | 98  |
| ITV Households                  | 1223   | 85  | 1223   | 85  | 1224   | 85  | 1224   | 85  | 1224   | 85  | 1224   | 85  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1220   | 100 | 1220   | 100 | 1221   | 100 | 1221   | 100 | 1222   | 100 | 1222   | 100 |
| Social Class                   | AB       | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  |
|                                | C1       | 295    | 24  | 295    | 24  | 296    | 24  | 296    | 24  | 296    | 24  | 296    | 24  |
|                                | C2       | 238    | 20  | 238    | 20  | 238    | 19  | 238    | 19  | 238    | 19  | 238    | 19  |
|                                | DE       | 531    | 44  | 531    | 44  | 531    | 43  | 531    | 43  | 532    | 44  | 532    | 44  |
| Housewife Age                  | Under 25 | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   |
|                                | 25 - 34  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  |
|                                | 35 - 44  | 242    | 20  | 242    | 20  | 244    | 20  | 244    | 20  | 244    | 20  | 244    | 20  |
|                                | 44 - 54  | 217    | 18  | 217    | 18  | 217    | 18  | 217    | 18  | 217    | 18  | 217    | 18  |
|                                | 55 - 64  | 190    | 16  | 190    | 16  | 190    | 16  | 190    | 16  | 190    | 16  | 190    | 16  |
|                                | 65 +     | 304    | 25  | 304    | 25  | 303    | 25  | 303    | 25  | 304    | 25  | 304    | 25  |
| Size                           | 1        | 374    | 31  | 374    | 31  | 374    | 31  | 374    | 31  | 374    | 31  | 374    | 31  |
|                                | 2        | 414    | 34  | 414    | 34  | 415    | 34  | 415    | 34  | 416    | 34  | 416    | 34  |
|                                | 3        | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  |
|                                | 4+       | 214    | 18  | 214    | 18  | 214    | 18  | 214    | 18  | 214    | 18  | 214    | 18  |
| Children                       | With     | 334    | 27  | 334    | 27  | 335    | 27  | 335    | 27  | 335    | 27  | 335    | 27  |
|                                | Without  | 886    | 73  | 886    | 73  | 886    | 73  | 886    | 73  | 887    | 73  | 887    | 73  |



| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1223   | 100 | 1223   | 100 | 1224   | 100 | 1224   | 100 | 1224   | 100 | 1224   | 100 |
| Social Class        | AB       | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  | 156    | 13  |
|                     | C1       | 296    | 24  | 296    | 24  | 297    | 24  | 297    | 24  | 297    | 24  | 297    | 24  |
|                     | C2       | 238    | 19  | 238    | 19  | 239    | 20  | 239    | 20  | 239    | 20  | 239    | 20  |
|                     | DE       | 533    | 44  | 533    | 44  | 532    | 43  | 532    | 43  | 532    | 43  | 532    | 43  |
| Housewife Age       | Under 25 | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   | 75     | 6   |
|                     | 25 - 34  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  |
|                     | 35 - 44  | 243    | 20  | 243    | 20  | 243    | 20  | 243    | 20  | 243    | 20  | 243    | 20  |
|                     | 44 - 54  | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  | 218    | 18  |
|                     | 55 - 64  | 190    | 16  | 190    | 16  | 191    | 16  | 191    | 16  | 191    | 16  | 191    | 16  |
|                     | 65 +     | 305    | 25  | 305    | 25  | 305    | 25  | 305    | 25  | 305    | 25  | 305    | 25  |
| Size                | 1        | 375    | 31  | 375    | 31  | 375    | 31  | 375    | 31  | 375    | 31  | 375    | 31  |
|                     | 2        | 414    | 34  | 414    | 34  | 415    | 34  | 415    | 34  | 415    | 34  | 415    | 34  |
|                     | 3        | 219    | 18  | 219    | 18  | 219    | 18  | 219    | 18  | 219    | 18  | 219    | 18  |
|                     | 4+       | 215    | 18  | 215    | 18  | 215    | 18  | 215    | 18  | 215    | 18  | 215    | 18  |
| Children            | With     | 335    | 27  | 335    | 27  | 335    | 27  | 335    | 27  | 335    | 27  | 335    | 27  |
|                     | Without  | 888    | 73  | 888    | 73  | 889    | 73  | 889    | 73  | 889    | 73  | 889    | 73  |

| Table 3 All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                           | 2665   | 100 | 2665   | 100 | 2667   | 100 | 2667   | 100 | 2669   | 100 | 2669   | 100 |
| Age                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                          | 195    | 7   | 195    | 7   | 195    | 7   | 195    | 7   | 196    | 7   | 196    | 7   |
| 10 - 15                                        | 225    | 8   | 225    | 8   | 225    | 8   | 225    | 8   | 225    | 8   | 225    | 8   |
| 16 - 24                                        | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  |
| 25 - 34                                        | 355    | 13  | 355    | 13  | 355    | 13  | 355    | 13  | 357    | 13  | 357    | 13  |
| 35 - 44                                        | 431    | 16  | 431    | 16  | 430    | 16  | 430    | 16  | 431    | 16  | 431    | 16  |
| 45 - 54                                        | 380    | 14  | 380    | 14  | 380    | 14  | 380    | 14  | 380    | 14  | 380    | 14  |
| 55-64                                          | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  |
| 65 +                                           | 447    | 17  | 447    | 17  | 450    | 17  | 450    | 17  | 448    | 17  | 448    | 17  |
| Adults                                         |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                          | 2245   | 100 | 2245   | 100 | 2247   | 100 | 2247   | 100 | 2248   | 100 | 2248   | 100 |
| AB                                             | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  |
| C1                                             | 556    | 25  | 556    | 25  | 556    | 25  | 556    | 25  | 557    | 25  | 557    | 25  |
| C2                                             | 493    | 22  | 493    | 22  | 494    | 22  | 494    | 22  | 494    | 22  | 494    | 22  |
| DE                                             | 874    | 39  | 874    | 39  | 875    | 39  | 875    | 39  | 875    | 39  | 875    | 39  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 2670   | 100 | 2670   | 100 | 2672   | 100 | 2672   | 100 | 2674   | 100 | 2674   | 100 |
| Age                                    | 4 - 9   | 196    | 7   | 196    | 7   | 196    | 7   | 196    | 7   | 196    | 7   | 196    | 7   |
|                                        | 10 - 15 | 225    | 8   | 225    | 8   | 225    | 8   | 225    | 8   | 226    | 8   | 226    | 8   |
|                                        | 16 - 24 | 312    | 12  | 312    | 12  | 313    | 12  | 313    | 12  | 313    | 12  | 313    | 12  |
|                                        | 25 - 34 | 357    | 13  | 357    | 13  | 357    | 13  | 357    | 13  | 357    | 13  | 357    | 13  |
|                                        | 35 - 44 | 431    | 16  | 431    | 16  | 430    | 16  | 430    | 16  | 431    | 16  | 431    | 16  |
|                                        | 45 - 54 | 380    | 14  | 380    | 14  | 382    | 14  | 382    | 14  | 382    | 14  | 382    | 14  |
|                                        | 55-64   | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  | 320    | 12  |
|                                        | 65 +    | 449    | 17  | 449    | 17  | 449    | 17  | 449    | 17  | 449    | 17  | 449    | 17  |
| Adults                                 | Total   | 2249   | 100 | 2249   | 100 | 2251   | 100 | 2251   | 100 | 2252   | 100 | 2252   | 100 |
|                                        | AB      | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  | 322    | 14  |
|                                        | C1      | 557    | 25  | 557    | 25  | 558    | 25  | 558    | 25  | 559    | 25  | 559    | 25  |
|                                        | C2      | 494    | 22  | 494    | 22  | 495    | 22  | 495    | 22  | 495    | 22  | 495    | 22  |
|                                        | DE      | 876    | 39  | 876    | 39  | 876    | 39  | 876    | 39  | 876    | 39  | 876    | 39  |

| Table 4a Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     |
|                                                  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   | 1307   | 100 | 1307   | 100 | 1308   | 100 | 1308   | 100 | 1309   | 100 |
| Age                                              |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                           | 220    | 17  | 220    | 17  | 220    | 17  | 220    | 17  | 220    | 17  |
| 16 - 24                                          | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
| 25 - 34                                          | 179    | 14  | 179    | 14  | 179    | 14  | 179    | 14  | 180    | 14  |
| 35 - 44                                          | 214    | 16  | 214    | 16  | 214    | 16  | 214    | 16  | 215    | 16  |
| 45 - 54                                          | 186    | 14  | 186    | 14  | 186    | 14  | 186    | 14  | 186    | 14  |
| 55 - 64                                          | 156    | 12  | 156    | 12  | 156    | 12  | 156    | 12  | 156    | 12  |
| 65 +                                             | 195    | 15  | 195    | 15  | 196    | 15  | 196    | 15  | 195    | 15  |
| Adults                                           |        |     |        |     |        |     |        |     |        |     |
| Total                                            | 1087   | 100 | 1087   | 100 | 1088   | 100 | 1088   | 100 | 1089   | 100 |
| AB                                               | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  |
| C1                                               | 267    | 25  | 267    | 25  | 267    | 25  | 267    | 25  | 268    | 25  |
| C2                                               | 270    | 25  | 270    | 25  | 270    | 25  | 270    | 25  | 270    | 25  |
| DE                                               | 386    | 36  | 386    | 36  | 387    | 36  | 387    | 36  | 387    | 36  |
| Working F/T                                      | 609    | 56  | 609    | 56  | 610    | 56  | 610    | 56  | 611    | 56  |
| Not Working                                      | 478    | 44  | 478    | 44  | 478    | 44  | 478    | 44  | 478    | 44  |

| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>1309</b> | <b>100</b> | <b>1309</b> | <b>100</b> | <b>1309</b> | <b>100</b> | <b>1309</b> | <b>100</b> | <b>1311</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 219         | 17         | 219         | 17         | 219         | 17         | 219         | 17         | 220         | 17         |
| 16 - 24                                        | 157         | 12         | 157         | 12         | 157         | 12         | 157         | 12         | 157         | 12         |
| 25 - 34                                        | 180         | 14         | 180         | 14         | 180         | 14         | 180         | 14         | 180         | 14         |
| 35 - 44                                        | 215         | 16         | 215         | 16         | 215         | 16         | 215         | 16         | 216         | 16         |
| 45 - 54                                        | 186         | 14         | 186         | 14         | 187         | 14         | 187         | 14         | 187         | 14         |
| 55 - 64                                        | 156         | 12         | 156         | 12         | 156         | 12         | 156         | 12         | 156         | 12         |
| 65 +                                           | 196         | 15         | 196         | 15         | 195         | 15         | 195         | 15         | 195         | 15         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                   | <b>1090</b> | <b>100</b> | <b>1090</b> | <b>100</b> | <b>1090</b> | <b>100</b> | <b>1090</b> | <b>100</b> | <b>1091</b> | <b>100</b> |
| AB                                             | 164         | 15         | 164         | 15         | 164         | 15         | 164         | 15         | 164         | 15         |
| C1                                             | 268         | 25         | 268         | 25         | 268         | 25         | 268         | 25         | 269         | 25         |
| C2                                             | 270         | 25         | 270         | 25         | 271         | 25         | 271         | 25         | 271         | 25         |
| DE                                             | 388         | 36         | 388         | 36         | 387         | 36         | 387         | 36         | 387         | 35         |
| <b>Working F/T</b>                             | <b>612</b>  | <b>56</b>  | <b>612</b>  | <b>56</b>  | <b>611</b>  | <b>56</b>  | <b>611</b>  | <b>56</b>  | <b>612</b>  | <b>56</b>  |
| <b>Not Working</b>                             | <b>478</b>  | <b>44</b>  | <b>478</b>  | <b>44</b>  | <b>479</b>  | <b>44</b>  | <b>479</b>  | <b>44</b>  | <b>479</b>  | <b>44</b>  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 1358   | 100 | 1358   | 100 | 1359   | 100 | 1359   | 100 | 1360   | 100 | 1360   | 100 |
| Age                                                   | 4 - 15      | 200    | 15  | 200    | 15  | 200    | 15  | 200    | 15  | 201    | 15  | 201    | 15  |
|                                                       | 16 - 24     | 155    | 11  | 155    | 11  | 155    | 11  | 155    | 11  | 155    | 11  | 155    | 11  |
|                                                       | 25 - 34     | 176    | 13  | 176    | 13  | 176    | 13  | 176    | 13  | 177    | 13  | 177    | 13  |
|                                                       | 35 - 44     | 217    | 16  | 217    | 16  | 216    | 16  | 216    | 16  | 216    | 16  | 216    | 16  |
|                                                       | 45 - 54     | 194    | 14  | 194    | 14  | 194    | 14  | 194    | 14  | 194    | 14  | 194    | 14  |
|                                                       | 55 - 64     | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  |
|                                                       | 65 +        | 252    | 19  | 252    | 19  | 254    | 19  | 254    | 19  | 253    | 19  | 253    | 19  |
| Adults                                                | Total       | 1158   | 100 | 1158   | 100 | 1159   | 100 | 1159   | 100 | 1159   | 100 | 1159   | 100 |
|                                                       | AB          | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  |
|                                                       | C1          | 289    | 25  | 289    | 25  | 289    | 25  | 289    | 25  | 289    | 25  | 289    | 25  |
|                                                       | C2          | 223    | 19  | 223    | 19  | 224    | 19  | 224    | 19  | 224    | 19  | 224    | 19  |
|                                                       | DE          | 488    | 42  | 488    | 42  | 488    | 42  | 488    | 42  | 488    | 42  | 488    | 42  |
|                                                       | Working F/T | 306    | 26  | 306    | 26  | 306    | 26  | 306    | 26  | 307    | 26  | 307    | 26  |
|                                                       | Not Working | 852    | 74  | 852    | 74  | 853    | 74  | 853    | 74  | 852    | 74  | 852    | 74  |

| Table 4b         |             |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+ |             | 1361   | 100 | 1361   | 100 | 1363   | 100 | 1363   | 100 | 1363   | 100 | 1363   | 100 |
| Age              | 4 - 15      | 202    | 15  | 202    | 15  | 202    | 15  | 202    | 15  | 202    | 15  | 202    | 15  |
|                  | 16 - 24     | 155    | 11  | 155    | 11  | 156    | 11  | 156    | 11  | 156    | 11  | 156    | 11  |
|                  | 25 - 34     | 177    | 13  | 177    | 13  | 177    | 13  | 177    | 13  | 177    | 13  | 177    | 13  |
|                  | 35 - 44     | 216    | 16  | 216    | 16  | 215    | 16  | 215    | 16  | 215    | 16  | 215    | 16  |
|                  | 45 - 54     | 194    | 14  | 194    | 14  | 195    | 14  | 195    | 14  | 195    | 14  | 195    | 14  |
|                  | 55 - 64     | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  | 164    | 12  |
|                  | 65 +        | 253    | 19  | 253    | 19  | 254    | 19  | 254    | 19  | 254    | 19  | 254    | 19  |
| Adults           | Total       | 1159   | 100 | 1159   | 100 | 1161   | 100 | 1161   | 100 | 1161   | 100 | 1161   | 100 |
|                  | AB          | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  | 158    | 14  |
|                  | C1          | 289    | 25  | 289    | 25  | 290    | 25  | 290    | 25  | 290    | 25  | 290    | 25  |
|                  | C2          | 224    | 19  | 224    | 19  | 224    | 19  | 224    | 19  | 224    | 19  | 224    | 19  |
|                  | DE          | 488    | 42  | 488    | 42  | 489    | 42  | 489    | 42  | 489    | 42  | 489    | 42  |
|                  | Working F/T | 308    | 27  | 308    | 27  | 308    | 27  | 308    | 27  | 308    | 27  | 308    | 27  |
|                  | Not Working | 851    | 73  | 851    | 73  | 853    | 73  | 853    | 73  | 853    | 73  | 853    | 73  |





# EAST

## Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2270   | 100 | 2272   | 100 | 2274   | 100 | 2276   | 100 | 2277   | 100 | 2279   | 100 |
| TV Households                   | 2212   | 97  | 2214   | 97  | 2216   | 97  | 2217   | 97  | 2218   | 97  | 2220   | 97  |
| ITV Households                  | 1840   | 81  | 1841   | 81  | 1843   | 81  | 1844   | 81  | 1845   | 81  | 1847   | 81  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2281   | 100 | 2283   | 100 | 2285   | 100 | 2286   | 100 | 2288   | 100 | 2290   | 100 |
| TV Households                   | 2222   | 97  | 2224   | 97  | 2226   | 97  | 2227   | 97  | 2229   | 97  | 2231   | 97  |
| ITV Households                  | 1848   | 81  | 1850   | 81  | 1852   | 81  | 1853   | 81  | 1854   | 81  | 1856   | 81  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1840   | 100 | 1841   | 100 | 1843   | 100 | 1844   | 100 | 1845   | 100 | 1847   | 100 |
| Social Class                   | AB       | 335    | 18  | 336    | 18  | 336    | 18  | 336    | 18  | 336    | 18  | 337    | 18  |
|                                | C1       | 504    | 27  | 504    | 27  | 505    | 27  | 506    | 27  | 506    | 27  | 506    | 27  |
|                                | C2       | 411    | 22  | 412    | 22  | 412    | 22  | 412    | 22  | 413    | 22  | 413    | 22  |
|                                | DE       | 590    | 32  | 589    | 32  | 590    | 32  | 590    | 32  | 590    | 32  | 591    | 32  |
| Housewife Age                  | Under 25 | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   |
|                                | 25 - 34  | 336    | 18  | 336    | 18  | 336    | 18  | 336    | 18  | 336    | 18  | 336    | 18  |
|                                | 35 - 44  | 356    | 19  | 357    | 19  | 358    | 19  | 359    | 19  | 359    | 19  | 360    | 19  |
|                                | 44 - 54  | 332    | 18  | 332    | 18  | 332    | 18  | 332    | 18  | 332    | 18  | 332    | 18  |
|                                | 55 - 64  | 272    | 15  | 272    | 15  | 272    | 15  | 272    | 15  | 272    | 15  | 272    | 15  |
|                                | 65 +     | 446    | 24  | 446    | 24  | 447    | 24  | 447    | 24  | 448    | 24  | 449    | 24  |
| Size                           | 1        | 499    | 27  | 500    | 27  | 500    | 27  | 501    | 27  | 501    | 27  | 501    | 27  |
|                                | 2        | 699    | 38  | 698    | 38  | 699    | 38  | 699    | 38  | 700    | 38  | 702    | 38  |
|                                | 3        | 279    | 15  | 280    | 15  | 280    | 15  | 280    | 15  | 280    | 15  | 280    | 15  |
|                                | 4+       | 363    | 20  | 363    | 20  | 364    | 20  | 364    | 20  | 364    | 20  | 364    | 20  |
| Children                       | With     | 508    | 28  | 509    | 28  | 509    | 28  | 510    | 28  | 510    | 28  | 510    | 28  |
|                                | Without  | 1332   | 72  | 1332   | 72  | 1334   | 72  | 1334   | 72  | 1335   | 72  | 1337   | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1848   | 100 | 1850   | 100 | 1852   | 100 | 1853   | 100 | 1854   | 100 | 1856   | 100 |
| Social Class        | AB       | 337    | 18  | 337    | 18  | 337    | 18  | 338    | 18  | 338    | 18  | 338    | 18  |
|                     | C1       | 506    | 27  | 507    | 27  | 508    | 27  | 507    | 27  | 508    | 27  | 509    | 27  |
|                     | C2       | 413    | 22  | 414    | 22  | 414    | 22  | 414    | 22  | 415    | 22  | 415    | 22  |
|                     | DE       | 592    | 32  | 592    | 32  | 593    | 32  | 594    | 32  | 593    | 32  | 594    | 32  |
| Housewife Age       | Under 25 | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   | 98     | 5   |
|                     | 25 - 34  | 336    | 18  | 337    | 18  | 338    | 18  | 338    | 18  | 338    | 18  | 338    | 18  |
|                     | 35 - 44  | 360    | 19  | 361    | 20  | 360    | 19  | 359    | 19  | 360    | 19  | 361    | 19  |
|                     | 44 - 54  | 333    | 18  | 334    | 18  | 334    | 18  | 334    | 18  | 334    | 18  | 334    | 18  |
|                     | 55 - 64  | 272    | 15  | 272    | 15  | 272    | 15  | 274    | 15  | 274    | 15  | 274    | 15  |
|                     | 65 +     | 449    | 24  | 448    | 24  | 450    | 24  | 450    | 24  | 450    | 24  | 451    | 24  |
| Size                | 1        | 502    | 27  | 502    | 27  | 503    | 27  | 503    | 27  | 503    | 27  | 504    | 27  |
|                     | 2        | 700    | 38  | 702    | 38  | 703    | 38  | 704    | 38  | 703    | 38  | 704    | 38  |
|                     | 3        | 281    | 15  | 281    | 15  | 281    | 15  | 281    | 15  | 282    | 15  | 282    | 15  |
|                     | 4+       | 365    | 20  | 365    | 20  | 365    | 20  | 365    | 20  | 366    | 20  | 366    | 20  |
| Children            | With     | 511    | 28  | 511    | 28  | 512    | 28  | 512    | 28  | 512    | 28  | 513    | 28  |
|                     | Without  | 1337   | 72  | 1339   | 72  | 1340   | 72  | 1341   | 72  | 1342   | 72  | 1343   | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 4128   | 100 | 4132   | 100 | 4135   | 100 | 4139   | 100 | 4141   | 100 | 4145   | 100 |
| Age                                               | 4 - 9   | 323    | 8   | 324    | 8   | 324    | 8   | 324    | 8   | 324    | 8   | 324    | 8   |
|                                                   | 10 - 15 | 359    | 9   | 359    | 9   | 359    | 9   | 360    | 9   | 360    | 9   | 361    | 9   |
|                                                   | 16 - 24 | 448    | 11  | 448    | 11  | 450    | 11  | 451    | 11  | 451    | 11  | 451    | 11  |
|                                                   | 25 - 34 | 604    | 15  | 605    | 15  | 605    | 15  | 606    | 15  | 606    | 15  | 606    | 15  |
|                                                   | 35 - 44 | 645    | 16  | 644    | 16  | 645    | 16  | 643    | 16  | 644    | 16  | 644    | 16  |
|                                                   | 45 - 54 | 587    | 14  | 588    | 14  | 588    | 14  | 589    | 14  | 589    | 14  | 590    | 14  |
|                                                   | 55-64   | 485    | 12  | 485    | 12  | 485    | 12  | 486    | 12  | 486    | 12  | 486    | 12  |
|                                                   | 65 +    | 677    | 16  | 679    | 16  | 679    | 16  | 680    | 16  | 681    | 16  | 683    | 16  |
| Adults                                            | Total   | 3446   | 100 | 3449   | 100 | 3452   | 100 | 3455   | 100 | 3457   | 100 | 3460   | 100 |
|                                                   | AB      | 686    | 20  | 686    | 20  | 687    | 20  | 688    | 20  | 688    | 20  | 688    | 20  |
|                                                   | C1      | 969    | 28  | 970    | 28  | 971    | 28  | 971    | 28  | 972    | 28  | 973    | 28  |
|                                                   | C2      | 841    | 24  | 841    | 24  | 842    | 24  | 843    | 24  | 843    | 24  | 845    | 24  |
|                                                   | DE      | 950    | 28  | 952    | 28  | 952    | 28  | 953    | 28  | 954    | 28  | 954    | 28  |

| <b>Table 3</b>                                |             |            |             |            |             |            |             |            |             |            |
|-----------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>All Individuals in ITV Home Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                               | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                               | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Individuals 4+</b>                   | <b>4148</b> | <b>100</b> | <b>4152</b> | <b>100</b> | <b>4155</b> | <b>100</b> | <b>4157</b> | <b>100</b> | <b>4161</b> | <b>100</b> |
| <b>Age</b>                                    |             |            |             |            |             |            |             |            |             |            |
| 4 - 9                                         | 325         | 8          | 325         | 8          | 326         | 8          | 326         | 8          | 326         | 8          |
| 10 - 15                                       | 361         | 9          | 361         | 9          | 361         | 9          | 361         | 9          | 362         | 9          |
| 16 - 24                                       | 451         | 11         | 451         | 11         | 451         | 11         | 451         | 11         | 452         | 11         |
| 25 - 34                                       | 606         | 15         | 608         | 15         | 608         | 15         | 608         | 15         | 609         | 15         |
| 35 - 44                                       | 646         | 16         | 648         | 16         | 650         | 16         | 649         | 16         | 650         | 16         |
| 45 - 54                                       | 590         | 14         | 591         | 14         | 591         | 14         | 592         | 14         | 592         | 14         |
| 55-64                                         | 486         | 12         | 486         | 12         | 486         | 12         | 486         | 12         | 487         | 12         |
| 65 +                                          | 683         | 16         | 682         | 16         | 682         | 16         | 684         | 16         | 683         | 16         |
| <b>Adults</b>                                 |             |            |             |            |             |            |             |            |             |            |
| Total                                         | 3462        | 100        | 3466        | 100        | 3468        | 100        | 3470        | 100        | 3473        | 100        |
| AB                                            | 689         | 20         | 690         | 20         | 690         | 20         | 690         | 20         | 692         | 20         |
| C1                                            | 974         | 28         | 974         | 28         | 976         | 28         | 976         | 28         | 976         | 28         |
| C2                                            | 845         | 24         | 845         | 24         | 846         | 24         | 847         | 24         | 846         | 24         |
| DE                                            | 954         | 28         | 957         | 28         | 956         | 28         | 957         | 28         | 959         | 28         |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2043   | 100 | 2045   | 100 | 2047   | 100 | 2048   | 100 | 2049   | 100 | 2052   | 100 |
| Age                                                 | 4 - 15      | 351    | 17  | 352    | 17  | 352    | 17  | 352    | 17  | 352    | 17  | 353    | 17  |
|                                                     | 16 - 24     | 228    | 11  | 228    | 11  | 229    | 11  | 229    | 11  | 229    | 11  | 229    | 11  |
|                                                     | 25 - 34     | 303    | 15  | 303    | 15  | 303    | 15  | 304    | 15  | 304    | 15  | 304    | 15  |
|                                                     | 35 - 44     | 326    | 16  | 326    | 16  | 327    | 16  | 325    | 16  | 326    | 16  | 325    | 16  |
|                                                     | 45 - 54     | 294    | 14  | 294    | 14  | 294    | 14  | 294    | 14  | 294    | 14  | 295    | 14  |
|                                                     | 55 - 64     | 239    | 12  | 239    | 12  | 239    | 12  | 240    | 12  | 240    | 12  | 240    | 12  |
|                                                     | 65 +        | 302    | 15  | 303    | 15  | 303    | 15  | 304    | 15  | 304    | 15  | 306    | 15  |
| Adults                                              | Total       | 1692   | 100 | 1693   | 100 | 1695   | 100 | 1696   | 100 | 1697   | 100 | 1699   | 100 |
|                                                     | AB          | 352    | 21  | 352    | 21  | 352    | 21  | 353    | 21  | 353    | 21  | 353    | 21  |
|                                                     | C1          | 471    | 28  | 472    | 28  | 473    | 28  | 472    | 28  | 473    | 28  | 473    | 28  |
|                                                     | C2          | 452    | 27  | 451    | 27  | 452    | 27  | 453    | 27  | 452    | 27  | 454    | 27  |
|                                                     | DE          | 417    | 25  | 418    | 25  | 418    | 25  | 418    | 25  | 419    | 25  | 419    | 25  |
|                                                     | Working F/T | 1109   | 66  | 1110   | 66  | 1111   | 66  | 1111   | 66  | 1112   | 66  | 1114   | 66  |
|                                                     | Not Working | 583    | 34  | 583    | 34  | 584    | 34  | 585    | 34  | 585    | 34  | 585    | 34  |

| Table 4a                                |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |             | 2053   | 100 | 2054   | 100 | 2057   | 100 | 2058   | 100 | 2060   | 100 | 2061   | 100 |
| Age                                     | 4 - 15      | 353    | 17  | 353    | 17  | 354    | 17  | 354    | 17  | 355    | 17  | 354    | 17  |
|                                         | 16 - 24     | 229    | 11  | 229    | 11  | 229    | 11  | 229    | 11  | 230    | 11  | 230    | 11  |
|                                         | 25 - 34     | 304    | 15  | 305    | 15  | 305    | 15  | 305    | 15  | 305    | 15  | 305    | 15  |
|                                         | 35 - 44     | 326    | 16  | 328    | 16  | 329    | 16  | 329    | 16  | 329    | 16  | 328    | 16  |
|                                         | 45 - 54     | 295    | 14  | 296    | 14  | 296    | 14  | 296    | 14  | 296    | 14  | 296    | 14  |
|                                         | 55 - 64     | 240    | 12  | 240    | 12  | 240    | 12  | 240    | 12  | 240    | 12  | 241    | 12  |
|                                         | 65 +        | 306    | 15  | 303    | 15  | 304    | 15  | 305    | 15  | 305    | 15  | 307    | 15  |
| Adults                                  | Total       | 1700   | 100 | 1701   | 100 | 1703   | 100 | 1704   | 100 | 1705   | 100 | 1707   | 100 |
|                                         | AB          | 353    | 21  | 354    | 21  | 354    | 21  | 354    | 21  | 355    | 21  | 355    | 21  |
|                                         | C1          | 474    | 28  | 474    | 28  | 475    | 28  | 475    | 28  | 475    | 28  | 475    | 28  |
|                                         | C2          | 454    | 27  | 453    | 27  | 454    | 27  | 455    | 27  | 454    | 27  | 456    | 27  |
|                                         | DE          | 419    | 25  | 420    | 25  | 420    | 25  | 420    | 25  | 421    | 25  | 421    | 25  |
|                                         | Working F/T | 1115   | 66  | 1114   | 65  | 1116   | 66  | 1117   | 66  | 1118   | 66  | 1119   | 66  |
|                                         | Not Working | 585    | 34  | 587    | 35  | 587    | 34  | 587    | 34  | 587    | 34  | 588    | 34  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2085   | 100 | 2087   | 100 | 2088   | 100 | 2091   | 100 | 2092   | 100 | 2093   | 100 |
| Age                                       | 4 - 15      | 331    | 16  | 331    | 16  | 331    | 16  | 332    | 16  | 332    | 16  | 332    | 16  |
|                                           | 16 - 24     | 220    | 11  | 220    | 11  | 221    | 11  | 222    | 11  | 222    | 11  | 222    | 11  |
|                                           | 25 - 34     | 301    | 14  | 302    | 14  | 302    | 14  | 302    | 14  | 302    | 14  | 302    | 14  |
|                                           | 35 - 44     | 319    | 15  | 318    | 15  | 318    | 15  | 318    | 15  | 318    | 15  | 319    | 15  |
|                                           | 45 - 54     | 293    | 14  | 294    | 14  | 294    | 14  | 295    | 14  | 295    | 14  | 295    | 14  |
|                                           | 55 - 64     | 246    | 12  | 246    | 12  | 246    | 12  | 246    | 12  | 246    | 12  | 246    | 12  |
|                                           | 65 +        | 375    | 18  | 376    | 18  | 376    | 18  | 376    | 18  | 377    | 18  | 377    | 18  |
| Adults                                    | Total       | 1754   | 100 | 1756   | 100 | 1757   | 100 | 1759   | 100 | 1760   | 100 | 1761   | 100 |
|                                           | AB          | 334    | 19  | 334    | 19  | 335    | 19  | 335    | 19  | 335    | 19  | 335    | 19  |
|                                           | C1          | 498    | 28  | 498    | 28  | 498    | 28  | 499    | 28  | 499    | 28  | 500    | 28  |
|                                           | C2          | 389    | 22  | 390    | 22  | 390    | 22  | 390    | 22  | 391    | 22  | 391    | 22  |
|                                           | DE          | 533    | 30  | 534    | 30  | 534    | 30  | 535    | 30  | 535    | 30  | 535    | 30  |
|                                           | Working F/T | 518    | 30  | 519    | 30  | 520    | 30  | 520    | 30  | 520    | 30  | 520    | 30  |
|                                           | Not Working | 1236   | 70  | 1237   | 70  | 1237   | 70  | 1239   | 70  | 1240   | 70  | 1241   | 70  |



| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2095   | 100 | 2098   | 100 | 2098   | 100 | 2099   | 100 | 2101   | 100 | 2104   | 100 |
| Age                                       | 4 - 15      | 333    | 16  | 333    | 16  | 333    | 16  | 333    | 16  | 333    | 16  | 334    | 16  |
|                                           | 16 - 24     | 222    | 11  | 222    | 11  | 222    | 11  | 222    | 11  | 222    | 11  | 222    | 11  |
|                                           | 25 - 34     | 302    | 14  | 303    | 14  | 303    | 14  | 303    | 14  | 304    | 14  | 304    | 14  |
|                                           | 35 - 44     | 320    | 15  | 320    | 15  | 321    | 15  | 320    | 15  | 321    | 15  | 321    | 15  |
|                                           | 45 - 54     | 295    | 14  | 295    | 14  | 295    | 14  | 296    | 14  | 296    | 14  | 296    | 14  |
|                                           | 55 - 64     | 246    | 12  | 246    | 12  | 246    | 12  | 246    | 12  | 247    | 12  | 248    | 12  |
|                                           | 65 +        | 377    | 18  | 379    | 18  | 378    | 18  | 379    | 18  | 378    | 18  | 379    | 18  |
| Adults                                    | Total       | 1762   | 100 | 1765   | 100 | 1765   | 100 | 1766   | 100 | 1768   | 100 | 1770   | 100 |
|                                           | AB          | 336    | 19  | 336    | 19  | 336    | 19  | 336    | 19  | 337    | 19  | 337    | 19  |
|                                           | C1          | 500    | 28  | 500    | 28  | 501    | 28  | 501    | 28  | 501    | 28  | 502    | 28  |
|                                           | C2          | 391    | 22  | 392    | 22  | 392    | 22  | 392    | 22  | 392    | 22  | 393    | 22  |
|                                           | DE          | 535    | 30  | 537    | 30  | 536    | 30  | 537    | 30  | 538    | 30  | 538    | 30  |
|                                           | Working F/T | 521    | 30  | 522    | 30  | 522    | 30  | 522    | 30  | 522    | 30  | 523    | 30  |
|                                           | Not Working | 1241   | 70  | 1243   | 70  | 1243   | 70  | 1244   | 70  | 1246   | 70  | 1247   | 70  |



## SOUTH WEST

### Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 888    | 100 | 889    | 100 | 890    | 100 | 890    | 100 | 891    | 100 | 892    | 100 |
| TV Households                   | 872    | 98  | 873    | 98  | 874    | 98  | 874    | 98  | 875    | 98  | 876    | 98  |
| ITV Households                  | 747    | 84  | 748    | 84  | 749    | 84  | 749    | 84  | 750    | 84  | 751    | 84  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 892    | 100 | 893    | 100 | 894    | 100 | 895    | 100 | 895    | 100 | 896    | 100 |
| TV Households                   | 876    | 98  | 877    | 98  | 878    | 98  | 879    | 98  | 879    | 98  | 880    | 98  |
| ITV Households                  | 751    | 84  | 751    | 84  | 752    | 84  | 753    | 84  | 753    | 84  | 754    | 84  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 747    | 100 | 748    | 100 | 749    | 100 | 749    | 100 | 750    | 100 | 751    | 100 |
| Social Class                   | AB       | 132    | 18  | 132    | 18  | 133    | 18  | 133    | 18  | 133    | 18  | 133    | 18  |
|                                | C1       | 222    | 30  | 223    | 30  | 222    | 30  | 222    | 30  | 223    | 30  | 223    | 30  |
|                                | C2       | 159    | 21  | 159    | 21  | 159    | 21  | 159    | 21  | 159    | 21  | 160    | 21  |
|                                | DE       | 234    | 31  | 234    | 31  | 235    | 31  | 235    | 31  | 235    | 31  | 235    | 31  |
| Housewife Age                  | Under 25 | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   |
|                                | 25 - 34  | 109    | 15  | 109    | 15  | 109    | 15  | 109    | 15  | 109    | 15  | 109    | 15  |
|                                | 35 - 44  | 139    | 19  | 139    | 19  | 139    | 19  | 139    | 19  | 139    | 19  | 139    | 19  |
|                                | 44 - 54  | 125    | 17  | 125    | 17  | 125    | 17  | 125    | 17  | 125    | 17  | 125    | 17  |
|                                | 55 - 64  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  |
|                                | 65 +     | 206    | 28  | 207    | 28  | 208    | 28  | 208    | 28  | 209    | 28  | 210    | 28  |
| Size                           | 1        | 221    | 30  | 221    | 30  | 221    | 30  | 221    | 30  | 221    | 29  | 222    | 30  |
|                                | 2        | 284    | 38  | 285    | 38  | 286    | 38  | 286    | 38  | 287    | 38  | 286    | 38  |
|                                | 3        | 101    | 14  | 101    | 14  | 101    | 13  | 101    | 13  | 101    | 13  | 102    | 14  |
|                                | 4+       | 141    | 19  | 141    | 19  | 141    | 19  | 141    | 19  | 141    | 19  | 141    | 19  |
| Children                       | With     | 186    | 25  | 186    | 25  | 186    | 25  | 186    | 25  | 187    | 25  | 187    | 25  |
|                                | Without  | 561    | 75  | 562    | 75  | 563    | 75  | 563    | 75  | 563    | 75  | 564    | 75  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 751    | 100 | 751    | 100 | 752    | 100 | 753    | 100 | 753    | 100 | 754    | 100 |
| Social Class        | AB       | 133    | 18  | 133    | 18  | 133    | 18  | 133    | 18  | 133    | 18  | 134    | 18  |
|                     | C1       | 223    | 30  | 223    | 30  | 224    | 30  | 224    | 30  | 224    | 30  | 224    | 30  |
|                     | C2       | 160    | 21  | 160    | 21  | 160    | 21  | 160    | 21  | 160    | 21  | 160    | 21  |
|                     | DE       | 235    | 31  | 235    | 31  | 235    | 31  | 236    | 31  | 236    | 31  | 236    | 31  |
| Housewife Age       | Under 25 | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   | 45     | 6   |
|                     | 25 - 34  | 109    | 15  | 109    | 15  | 109    | 14  | 110    | 15  | 110    | 15  | 110    | 15  |
|                     | 35 - 44  | 139    | 19  | 139    | 19  | 140    | 19  | 140    | 19  | 140    | 19  | 140    | 19  |
|                     | 44 - 54  | 125    | 17  | 125    | 17  | 126    | 17  | 126    | 17  | 126    | 17  | 126    | 17  |
|                     | 55 - 64  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  | 123    | 16  |
|                     | 65 +     | 210    | 28  | 210    | 28  | 209    | 28  | 209    | 28  | 209    | 28  | 210    | 28  |
| Size                | 1        | 222    | 30  | 222    | 30  | 222    | 30  | 222    | 29  | 222    | 29  | 223    | 30  |
|                     | 2        | 286    | 38  | 286    | 38  | 286    | 38  | 287    | 38  | 287    | 38  | 287    | 38  |
|                     | 3        | 102    | 14  | 102    | 14  | 102    | 14  | 102    | 14  | 102    | 14  | 102    | 14  |
|                     | 4+       | 141    | 19  | 141    | 19  | 142    | 19  | 142    | 19  | 142    | 19  | 142    | 19  |
| Children            | With     | 187    | 25  | 187    | 25  | 187    | 25  | 187    | 25  | 187    | 25  | 188    | 25  |
|                     | Without  | 564    | 75  | 564    | 75  | 565    | 75  | 566    | 75  | 566    | 75  | 566    | 75  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 1649   | 100 | 1651   | 100 | 1653   | 100 | 1653   | 100 | 1654   | 100 | 1656   | 100 |
| Age                                               | 4 - 9   | 129    | 8   | 129    | 8   | 129    | 8   | 129    | 8   | 129    | 8   | 129    | 8   |
|                                                   | 10 - 15 | 132    | 8   | 132    | 8   | 133    | 8   | 133    | 8   | 133    | 8   | 133    | 8   |
|                                                   | 16 - 24 | 188    | 11  | 188    | 11  | 188    | 11  | 188    | 11  | 188    | 11  | 189    | 11  |
|                                                   | 25 - 34 | 202    | 12  | 202    | 12  | 203    | 12  | 203    | 12  | 203    | 12  | 203    | 12  |
|                                                   | 35 - 44 | 248    | 15  | 249    | 15  | 249    | 15  | 249    | 15  | 249    | 15  | 250    | 15  |
|                                                   | 45 - 54 | 224    | 14  | 224    | 14  | 225    | 14  | 225    | 14  | 225    | 14  | 226    | 14  |
|                                                   | 55-64   | 212    | 13  | 212    | 13  | 212    | 13  | 212    | 13  | 212    | 13  | 213    | 13  |
|                                                   | 65 +    | 314    | 19  | 315    | 19  | 314    | 19  | 314    | 19  | 315    | 19  | 313    | 19  |
| Adults                                            | Total   | 1388   | 100 | 1390   | 100 | 1391   | 100 | 1391   | 100 | 1392   | 100 | 1394   | 100 |
|                                                   | AB      | 262    | 19  | 262    | 19  | 262    | 19  | 262    | 19  | 262    | 19  | 262    | 19  |
|                                                   | C1      | 425    | 31  | 426    | 31  | 427    | 31  | 427    | 31  | 427    | 31  | 428    | 31  |
|                                                   | C2      | 317    | 23  | 318    | 23  | 317    | 23  | 317    | 23  | 318    | 23  | 319    | 23  |
|                                                   | DE      | 384    | 28  | 384    | 28  | 385    | 28  | 385    | 28  | 385    | 28  | 385    | 28  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 1656   | 100 | 1658   | 100 | 1660   | 100 | 1662   | 100 | 1662   | 100 | 1664   | 100 |
| Age                                    | 4 - 9   | 129    | 8   | 129    | 8   | 129    | 8   | 129    | 8   | 129    | 8   | 130    | 8   |
|                                        | 10 - 15 | 133    | 8   | 133    | 8   | 134    | 8   | 134    | 8   | 134    | 8   | 133    | 8   |
|                                        | 16 - 24 | 189    | 11  | 190    | 11  | 190    | 11  | 190    | 11  | 190    | 11  | 190    | 11  |
|                                        | 25 - 34 | 203    | 12  | 204    | 12  | 204    | 12  | 204    | 12  | 204    | 12  | 204    | 12  |
|                                        | 35 - 44 | 250    | 15  | 250    | 15  | 250    | 15  | 251    | 15  | 251    | 15  | 251    | 15  |
|                                        | 45 - 54 | 226    | 14  | 227    | 14  | 227    | 14  | 227    | 14  | 227    | 14  | 227    | 14  |
|                                        | 55-64   | 213    | 13  | 214    | 13  | 214    | 13  | 215    | 13  | 215    | 13  | 216    | 13  |
|                                        | 65 +    | 313    | 19  | 311    | 19  | 312    | 19  | 312    | 19  | 312    | 19  | 313    | 19  |
| Adults                                 | Total   | 1394   | 100 | 1396   | 100 | 1397   | 100 | 1399   | 100 | 1399   | 100 | 1401   | 100 |
|                                        | AB      | 262    | 19  | 263    | 19  | 263    | 19  | 264    | 19  | 264    | 19  | 264    | 19  |
|                                        | C1      | 428    | 31  | 428    | 31  | 429    | 31  | 428    | 31  | 428    | 31  | 429    | 31  |
|                                        | C2      | 319    | 23  | 319    | 23  | 320    | 23  | 320    | 23  | 320    | 23  | 319    | 23  |
|                                        | DE      | 385    | 28  | 386    | 28  | 385    | 28  | 387    | 28  | 387    | 28  | 389    | 28  |

| Table 4a Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   |             | 810    | 100 | 811    | 100 | 813    | 100 | 813    | 100 | 814    | 100 | 813    | 100 |
| Age                                              | 4 - 15      | 137    | 17  | 137    | 17  | 138    | 17  | 138    | 17  | 138    | 17  | 137    | 17  |
|                                                  | 16 - 24     | 96     | 12  | 96     | 12  | 96     | 12  | 96     | 12  | 96     | 12  | 96     | 12  |
|                                                  | 25 - 34     | 101    | 12  | 101    | 12  | 102    | 13  | 102    | 13  | 102    | 13  | 102    | 13  |
|                                                  | 35 - 44     | 123    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  |
|                                                  | 45 - 54     | 109    | 13  | 109    | 13  | 110    | 14  | 110    | 14  | 110    | 14  | 110    | 14  |
|                                                  | 55 - 64     | 103    | 13  | 103    | 13  | 103    | 13  | 103    | 13  | 103    | 13  | 104    | 13  |
|                                                  | 65 +        | 141    | 17  | 141    | 17  | 140    | 17  | 140    | 17  | 141    | 17  | 140    | 17  |
| Adults                                           | Total       | 673    | 100 | 674    | 100 | 675    | 100 | 675    | 100 | 676    | 100 | 676    | 100 |
|                                                  | AB          | 133    | 20  | 133    | 20  | 133    | 20  | 133    | 20  | 133    | 20  | 133    | 20  |
|                                                  | C1          | 204    | 30  | 204    | 30  | 205    | 30  | 205    | 30  | 205    | 30  | 205    | 30  |
|                                                  | C2          | 170    | 25  | 171    | 25  | 170    | 25  | 170    | 25  | 171    | 25  | 171    | 25  |
|                                                  | DE          | 166    | 25  | 166    | 25  | 167    | 25  | 167    | 25  | 167    | 25  | 167    | 25  |
|                                                  | Working F/T | 395    | 59  | 396    | 59  | 396    | 59  | 396    | 59  | 397    | 59  | 396    | 59  |
|                                                  | Not Working | 278    | 41  | 278    | 41  | 279    | 41  | 279    | 41  | 279    | 41  | 280    | 41  |



| Table 4a Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   |             | 813    | 100 | 814    | 100 | 816    | 100 | 817    | 100 | 817    | 100 | 817    | 100 |
| Age                                              | 4 - 15      | 137    | 17  | 137    | 17  | 138    | 17  | 138    | 17  | 138    | 17  | 138    | 17  |
|                                                  | 16 - 24     | 96     | 12  | 97     | 12  | 97     | 12  | 97     | 12  | 97     | 12  | 97     | 12  |
|                                                  | 25 - 34     | 102    | 13  | 103    | 13  | 103    | 13  | 103    | 13  | 103    | 13  | 103    | 13  |
|                                                  | 35 - 44     | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  |
|                                                  | 45 - 54     | 110    | 14  | 110    | 14  | 110    | 13  | 110    | 13  | 110    | 13  | 110    | 13  |
|                                                  | 55 - 64     | 104    | 13  | 104    | 13  | 104    | 13  | 104    | 13  | 104    | 13  | 105    | 13  |
|                                                  | 65 +        | 140    | 17  | 139    | 17  | 140    | 17  | 141    | 17  | 141    | 17  | 140    | 17  |
| Adults                                           | Total       | 676    | 100 | 677    | 100 | 678    | 100 | 679    | 100 | 679    | 100 | 679    | 100 |
|                                                  | AB          | 133    | 20  | 134    | 20  | 134    | 20  | 134    | 20  | 134    | 20  | 134    | 20  |
|                                                  | C1          | 205    | 30  | 205    | 30  | 205    | 30  | 205    | 30  | 205    | 30  | 206    | 30  |
|                                                  | C2          | 171    | 25  | 171    | 25  | 172    | 25  | 172    | 25  | 172    | 25  | 171    | 25  |
|                                                  | DE          | 167    | 25  | 167    | 25  | 167    | 25  | 168    | 25  | 168    | 25  | 168    | 25  |
|                                                  | Working F/T | 396    | 59  | 397    | 59  | 398    | 59  | 399    | 59  | 399    | 59  | 398    | 59  |
|                                                  | Not Working | 280    | 41  | 280    | 41  | 280    | 41  | 280    | 41  | 280    | 41  | 281    | 41  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 839    | 100 | 840    | 100 | 840    | 100 | 840    | 100 | 840    | 100 | 843    | 100 |
| Age                                                   | 4 - 15      | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 124    | 15  | 125    | 15  |
|                                                       | 16 - 24     | 92     | 11  | 92     | 11  | 92     | 11  | 92     | 11  | 92     | 11  | 93     | 11  |
|                                                       | 25 - 34     | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  |
|                                                       | 35 - 44     | 125    | 15  | 125    | 15  | 125    | 15  | 125    | 15  | 125    | 15  | 126    | 15  |
|                                                       | 45 - 54     | 115    | 14  | 115    | 14  | 115    | 14  | 115    | 14  | 115    | 14  | 116    | 14  |
|                                                       | 55 - 64     | 109    | 13  | 109    | 13  | 109    | 13  | 109    | 13  | 109    | 13  | 109    | 13  |
|                                                       | 65 +        | 173    | 21  | 174    | 21  | 174    | 21  | 174    | 21  | 174    | 21  | 173    | 21  |
| Adults                                                | Total       | 715    | 100 | 716    | 100 | 716    | 100 | 716    | 100 | 716    | 100 | 718    | 100 |
|                                                       | AB          | 129    | 18  | 129    | 18  | 129    | 18  | 129    | 18  | 129    | 18  | 129    | 18  |
|                                                       | C1          | 221    | 31  | 222    | 31  | 222    | 31  | 222    | 31  | 222    | 31  | 223    | 31  |
|                                                       | C2          | 147    | 21  | 147    | 21  | 147    | 21  | 147    | 21  | 147    | 21  | 148    | 21  |
|                                                       | DE          | 218    | 30  | 218    | 30  | 218    | 30  | 218    | 30  | 218    | 30  | 218    | 30  |
|                                                       | Working F/T | 192    | 27  | 192    | 27  | 192    | 27  | 192    | 27  | 192    | 27  | 193    | 27  |
|                                                       | Not Working | 523    | 73  | 524    | 73  | 524    | 73  | 524    | 73  | 524    | 73  | 525    | 73  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 843    | 100 | 844    | 100 | 844    | 100 | 845    | 100 | 845    | 100 | 847    | 100 |
| Age                                       | 4 - 15      | 125    | 15  | 125    | 15  | 125    | 15  | 125    | 15  | 125    | 15  | 125    | 15  |
|                                           | 16 - 24     | 93     | 11  | 93     | 11  | 93     | 11  | 93     | 11  | 93     | 11  | 93     | 11  |
|                                           | 25 - 34     | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  | 101    | 12  |
|                                           | 35 - 44     | 126    | 15  | 126    | 15  | 126    | 15  | 127    | 15  | 127    | 15  | 127    | 15  |
|                                           | 45 - 54     | 116    | 14  | 117    | 14  | 117    | 14  | 117    | 14  | 117    | 14  | 117    | 14  |
|                                           | 55 - 64     | 109    | 13  | 110    | 13  | 110    | 13  | 111    | 13  | 111    | 13  | 111    | 13  |
|                                           | 65 +        | 173    | 21  | 172    | 20  | 172    | 20  | 171    | 20  | 171    | 20  | 173    | 20  |
| Adults                                    | Total       | 718    | 100 | 719    | 100 | 719    | 100 | 720    | 100 | 720    | 100 | 722    | 100 |
|                                           | AB          | 129    | 18  | 129    | 18  | 129    | 18  | 130    | 18  | 130    | 18  | 130    | 18  |
|                                           | C1          | 223    | 31  | 223    | 31  | 224    | 31  | 223    | 31  | 223    | 31  | 223    | 31  |
|                                           | C2          | 148    | 21  | 148    | 21  | 148    | 21  | 148    | 21  | 148    | 21  | 148    | 20  |
|                                           | DE          | 218    | 30  | 219    | 30  | 218    | 30  | 219    | 30  | 219    | 30  | 221    | 31  |
|                                           | Working F/T | 193    | 27  | 193    | 27  | 193    | 27  | 193    | 27  | 193    | 27  | 193    | 27  |
|                                           | Not Working | 525    | 73  | 526    | 73  | 526    | 73  | 527    | 73  | 527    | 73  | 529    | 73  |



# ULSTER

Projections Jan 03 - Dec 03

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

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

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

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

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 1539   | 100 | 1539   | 100 | 1539   | 100 | 1542   | 100 | 1542   | 100 | 1542   | 100 |
| Age                                               | 4 - 9   | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  |
|                                                   | 10 - 15 | 161    | 10  | 161    | 10  | 161    | 10  | 162    | 11  | 162    | 11  | 162    | 11  |
|                                                   | 16 - 24 | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  |
|                                                   | 25 - 34 | 240    | 16  | 240    | 16  | 240    | 16  | 241    | 16  | 241    | 16  | 241    | 16  |
|                                                   | 35 - 44 | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  |
|                                                   | 45 - 54 | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  |
|                                                   | 55-64   | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  |
|                                                   | 65 +    | 185    | 12  | 185    | 12  | 185    | 12  | 186    | 12  | 186    | 12  | 186    | 12  |
| Adults                                            | Total   | 1230   | 100 | 1230   | 100 | 1230   | 100 | 1232   | 100 | 1232   | 100 | 1232   | 100 |
|                                                   | AB      | 152    | 12  | 152    | 12  | 152    | 12  | 153    | 12  | 153    | 12  | 153    | 12  |
|                                                   | C1      | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  |
|                                                   | C2      | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  |
|                                                   | DE      | 437    | 36  | 437    | 36  | 437    | 36  | 438    | 36  | 438    | 36  | 438    | 36  |



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

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

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

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

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



## BORDER

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 339    | 100 | 339    | 100 | 340    | 100 | 340    | 100 | 340    | 100 | 340    | 100 |
| TV Households                   | 333    | 98  | 333    | 98  | 334    | 98  | 334    | 98  | 334    | 98  | 334    | 98  |
| ITV Households                  | 298    | 88  | 298    | 88  | 299    | 88  | 299    | 88  | 299    | 88  | 299    | 88  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 340    | 100 | 340    | 100 | 340    | 100 | 341    | 100 | 341    | 100 | 341    | 100 |
| TV Households                   | 334    | 98  | 334    | 98  | 334    | 98  | 335    | 98  | 335    | 98  | 335    | 98  |
| ITV Households                  | 299    | 88  | 299    | 88  | 299    | 88  | 300    | 88  | 300    | 88  | 300    | 88  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 298    | 100 | 298    | 100 | 299    | 100 | 299    | 100 | 299    | 100 | 299    | 100 |
| Social Class                   | AB       | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  |
|                                | C1       | 74     | 25  | 74     | 25  | 74     | 25  | 74     | 25  | 74     | 25  | 74     | 25  |
|                                | C2       | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  |
|                                | DE       | 113    | 38  | 113    | 38  | 114    | 38  | 114    | 38  | 114    | 38  | 114    | 38  |
| Housewife Age                  | Under 25 | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   |
|                                | 25 - 34  | 43     | 14  | 43     | 14  | 44     | 15  | 44     | 15  | 44     | 15  | 44     | 15  |
|                                | 35 - 44  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  |
|                                | 44 - 54  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  |
|                                | 55 - 64  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  |
|                                | 65 +     | 79     | 27  | 79     | 27  | 79     | 26  | 79     | 26  | 79     | 26  | 79     | 26  |
| Size                           | 1        | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  |
|                                | 2        | 107    | 36  | 107    | 36  | 108    | 36  | 108    | 36  | 108    | 36  | 108    | 36  |
|                                | 3        | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  |
|                                | 4+       | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  |
| Children                       | With     | 79     | 27  | 79     | 27  | 79     | 26  | 79     | 26  | 79     | 26  | 79     | 26  |
|                                | Without  | 219    | 73  | 219    | 73  | 220    | 74  | 220    | 74  | 220    | 74  | 220    | 74  |



| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 299    | 100 | 299    | 100 | 299    | 100 | 300    | 100 | 300    | 100 | 300    | 100 |
| Social Class        | AB       | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  |
|                     | C1       | 74     | 25  | 74     | 25  | 74     | 25  | 75     | 25  | 75     | 25  | 75     | 25  |
|                     | C2       | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  | 64     | 21  |
|                     | DE       | 114    | 38  | 114    | 38  | 114    | 38  | 114    | 38  | 114    | 38  | 114    | 38  |
| Housewife Age       | Under 25 | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   | 17     | 6   |
|                     | 25 - 34  | 44     | 15  | 44     | 15  | 44     | 15  | 44     | 15  | 44     | 15  | 44     | 15  |
|                     | 35 - 44  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  | 63     | 21  |
|                     | 44 - 54  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  | 49     | 16  |
|                     | 55 - 64  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  | 47     | 16  |
|                     | 65 +     | 79     | 26  | 79     | 26  | 79     | 26  | 80     | 27  | 80     | 27  | 80     | 27  |
| Size                | 1        | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  | 90     | 30  |
|                     | 2        | 108    | 36  | 108    | 36  | 108    | 36  | 109    | 36  | 109    | 36  | 109    | 36  |
|                     | 3        | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  | 45     | 15  |
|                     | 4+       | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  | 56     | 19  |
| Children            | With     | 79     | 26  | 79     | 26  | 79     | 26  | 79     | 26  | 79     | 26  | 79     | 26  |
|                     | Without  | 220    | 74  | 220    | 74  | 220    | 74  | 221    | 74  | 221    | 74  | 221    | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 655    | 100 | 655    | 100 | 657    | 100 | 657    | 100 | 657    | 100 | 657    | 100 |
| Age                                               | 4 - 9   | 51     | 8   | 51     | 8   | 52     | 8   | 52     | 8   | 52     | 8   | 52     | 8   |
|                                                   | 10 - 15 | 57     | 9   | 57     | 9   | 56     | 9   | 56     | 9   | 56     | 9   | 56     | 9   |
|                                                   | 16 - 24 | 64     | 10  | 64     | 10  | 64     | 10  | 64     | 10  | 64     | 10  | 64     | 10  |
|                                                   | 25 - 34 | 83     | 13  | 83     | 13  | 84     | 13  | 84     | 13  | 84     | 13  | 84     | 13  |
|                                                   | 35 - 44 | 112    | 17  | 112    | 17  | 113    | 17  | 113    | 17  | 113    | 17  | 113    | 17  |
|                                                   | 45 - 54 | 87     | 13  | 87     | 13  | 87     | 13  | 87     | 13  | 87     | 13  | 87     | 13  |
|                                                   | 55-64   | 82     | 13  | 82     | 13  | 83     | 13  | 83     | 13  | 83     | 13  | 83     | 13  |
|                                                   | 65 +    | 119    | 18  | 119    | 18  | 118    | 18  | 118    | 18  | 118    | 18  | 118    | 18  |
| Adults                                            | Total   | 547    | 100 | 547    | 100 | 549    | 100 | 549    | 100 | 549    | 100 | 549    | 100 |
|                                                   | AB      | 90     | 16  | 90     | 16  | 90     | 16  | 90     | 16  | 90     | 16  | 90     | 16  |
|                                                   | C1      | 139    | 25  | 139    | 25  | 139    | 25  | 139    | 25  | 139    | 25  | 139    | 25  |
|                                                   | C2      | 131    | 24  | 131    | 24  | 131    | 24  | 131    | 24  | 131    | 24  | 131    | 24  |
|                                                   | DE      | 187    | 34  | 187    | 34  | 189    | 34  | 189    | 34  | 189    | 34  | 189    | 34  |

| Table 3<br>All Individuals in ITV Home Households |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 657    | 100 | 657    | 100 | 657    | 100 | 659    | 100 | 659    | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 52     | 8   | 52     | 8   | 52     | 8   | 52     | 8   | 52     | 8   |
| 10 - 15                                           | 56     | 9   | 56     | 9   | 56     | 9   | 57     | 9   | 57     | 9   |
| 16 - 24                                           | 64     | 10  | 64     | 10  | 64     | 10  | 64     | 10  | 64     | 10  |
| 25 - 34                                           | 84     | 13  | 84     | 13  | 84     | 13  | 84     | 13  | 84     | 13  |
| 35 - 44                                           | 113    | 17  | 113    | 17  | 113    | 17  | 113    | 17  | 113    | 17  |
| 45 - 54                                           | 87     | 13  | 87     | 13  | 87     | 13  | 88     | 13  | 88     | 13  |
| 55-64                                             | 83     | 13  | 83     | 13  | 83     | 13  | 83     | 13  | 83     | 13  |
| 65 +                                              | 118    | 18  | 118    | 18  | 118    | 18  | 118    | 18  | 118    | 18  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 549    | 100 | 549    | 100 | 549    | 100 | 550    | 100 | 550    | 100 |
| AB                                                | 90     | 16  | 90     | 16  | 90     | 16  | 90     | 16  | 90     | 16  |
| C1                                                | 139    | 25  | 139    | 25  | 139    | 25  | 140    | 25  | 140    | 25  |
| C2                                                | 131    | 24  | 131    | 24  | 131    | 24  | 131    | 24  | 131    | 24  |
| DE                                                | 189    | 34  | 189    | 34  | 189    | 34  | 189    | 34  | 189    | 34  |

| Table 4aMale Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     |
|                                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                  | 325    | 100 | 325    | 100 | 324    | 100 | 324    | 100 | 324    | 100 |
| Age                                             |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                          | 58     | 18  | 58     | 18  | 57     | 18  | 57     | 18  | 57     | 18  |
| 16 - 24                                         | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  |
| 25 - 34                                         | 43     | 13  | 43     | 13  | 44     | 14  | 44     | 14  | 44     | 14  |
| 35 - 44                                         | 56     | 17  | 56     | 17  | 56     | 17  | 56     | 17  | 56     | 17  |
| 45 - 54                                         | 42     | 13  | 42     | 13  | 42     | 13  | 42     | 13  | 42     | 13  |
| 55 - 64                                         | 41     | 13  | 41     | 13  | 41     | 13  | 41     | 13  | 41     | 13  |
| 65 +                                            | 53     | 16  | 53     | 16  | 52     | 16  | 52     | 16  | 52     | 16  |
| Adults                                          |        |     |        |     |        |     |        |     |        |     |
| Total                                           | 267    | 100 | 267    | 100 | 267    | 100 | 267    | 100 | 267    | 100 |
| AB                                              | 44     | 16  | 44     | 16  | 44     | 16  | 44     | 16  | 44     | 16  |
| C1                                              | 65     | 24  | 65     | 24  | 65     | 24  | 65     | 24  | 65     | 24  |
| C2                                              | 71     | 27  | 71     | 27  | 71     | 27  | 71     | 27  | 71     | 27  |
| DE                                              | 87     | 33  | 87     | 33  | 87     | 33  | 87     | 33  | 87     | 33  |
| Working F/T                                     | 160    | 60  | 160    | 60  | 160    | 60  | 160    | 60  | 160    | 60  |
| Not Working                                     | 107    | 40  | 107    | 40  | 107    | 40  | 107    | 40  | 107    | 40  |

| <b>Table 4a</b>                                |            |            |            |            |            |            |            |            |            |            |
|------------------------------------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| <b>Male Individuals in Home ITV Households</b> |            |            |            |            |            |            |            |            |            |            |
| Projections for                                | Jul 03     |            | Aug 03     |            | Sep 03     |            | Oct 03     |            | Nov 03     |            |
|                                                | 000's      | %          | 000's      | %          | 000's      | %          | 000's      | %          | 000's      | %          |
| <b>Total Males 4+</b>                          | <b>324</b> | <b>100</b> | <b>324</b> | <b>100</b> | <b>324</b> | <b>100</b> | <b>326</b> | <b>100</b> | <b>326</b> | <b>100</b> |
| <b>Age</b>                                     |            |            |            |            |            |            |            |            |            |            |
| 4 - 15                                         | 57         | 18         | 57         | 18         | 57         | 18         | 58         | 18         | 58         | 18         |
| 16 - 24                                        | 32         | 10         | 32         | 10         | 32         | 10         | 32         | 10         | 32         | 10         |
| 25 - 34                                        | 44         | 14         | 44         | 14         | 44         | 14         | 44         | 13         | 44         | 13         |
| 35 - 44                                        | 56         | 17         | 56         | 17         | 56         | 17         | 56         | 17         | 56         | 17         |
| 45 - 54                                        | 42         | 13         | 42         | 13         | 42         | 13         | 43         | 13         | 43         | 13         |
| 55 - 64                                        | 41         | 13         | 41         | 13         | 41         | 13         | 41         | 13         | 41         | 13         |
| 65 +                                           | 52         | 16         | 52         | 16         | 52         | 16         | 52         | 16         | 52         | 16         |
| <b>Adults</b>                                  |            |            |            |            |            |            |            |            |            |            |
| Total                                          | 267        | 100        | 267        | 100        | 267        | 100        | 268        | 100        | 268        | 100        |
| AB                                             | 44         | 16         | 44         | 16         | 44         | 16         | 44         | 16         | 44         | 16         |
| C1                                             | 65         | 24         | 65         | 24         | 65         | 24         | 66         | 25         | 66         | 25         |
| C2                                             | 71         | 27         | 71         | 27         | 71         | 27         | 71         | 26         | 71         | 26         |
| DE                                             | 87         | 33         | 87         | 33         | 87         | 33         | 87         | 32         | 87         | 32         |
| Working F/T                                    | 160        | 60         | 160        | 60         | 160        | 60         | 161        | 60         | 161        | 60         |
| Not Working                                    | 107        | 40         | 107        | 40         | 107        | 40         | 107        | 40         | 107        | 40         |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 330    | 100 | 330    | 100 | 333    | 100 | 333    | 100 | 333    | 100 | 333    | 100 |
| Age                                                   | 4 - 15      | 50     | 15  | 50     | 15  | 51     | 15  | 51     | 15  | 51     | 15  | 51     | 15  |
|                                                       | 16 - 24     | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  |
|                                                       | 25 - 34     | 40     | 12  | 40     | 12  | 40     | 12  | 40     | 12  | 40     | 12  | 40     | 12  |
|                                                       | 35 - 44     | 56     | 17  | 56     | 17  | 57     | 17  | 57     | 17  | 57     | 17  | 57     | 17  |
|                                                       | 45 - 54     | 45     | 14  | 45     | 14  | 45     | 14  | 45     | 14  | 45     | 14  | 45     | 14  |
|                                                       | 55 - 64     | 41     | 12  | 41     | 12  | 42     | 13  | 42     | 13  | 42     | 13  | 42     | 13  |
|                                                       | 65 +        | 66     | 20  | 66     | 20  | 66     | 20  | 66     | 20  | 66     | 20  | 66     | 20  |
| Adults                                                | Total       | 280    | 100 | 280    | 100 | 282    | 100 | 282    | 100 | 282    | 100 | 282    | 100 |
|                                                       | AB          | 46     | 16  | 46     | 16  | 46     | 16  | 46     | 16  | 46     | 16  | 46     | 16  |
|                                                       | C1          | 74     | 26  | 74     | 26  | 74     | 26  | 74     | 26  | 74     | 26  | 74     | 26  |
|                                                       | C2          | 60     | 21  | 60     | 21  | 60     | 21  | 60     | 21  | 60     | 21  | 60     | 21  |
|                                                       | DE          | 100    | 36  | 100    | 36  | 102    | 36  | 102    | 36  | 102    | 36  | 102    | 36  |
|                                                       | Working F/T | 79     | 28  | 79     | 28  | 80     | 28  | 80     | 28  | 80     | 28  | 80     | 28  |
|                                                       | Not Working | 201    | 72  | 201    | 72  | 202    | 72  | 202    | 72  | 202    | 72  | 202    | 72  |

| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 333    | 100 | 333    | 100 | 333    | 100 | 333    | 100 | 333    | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 51     | 15  | 51     | 15  | 51     | 15  | 51     | 15  | 51     | 15  |
| 16 - 24                                   | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  | 32     | 10  |
| 25 - 34                                   | 40     | 12  | 40     | 12  | 40     | 12  | 40     | 12  | 40     | 12  |
| 35 - 44                                   | 57     | 17  | 57     | 17  | 57     | 17  | 57     | 17  | 57     | 17  |
| 45 - 54                                   | 45     | 14  | 45     | 14  | 45     | 14  | 45     | 14  | 45     | 14  |
| 55 - 64                                   | 42     | 13  | 42     | 13  | 42     | 13  | 42     | 13  | 42     | 13  |
| 65 +                                      | 66     | 20  | 66     | 20  | 66     | 20  | 66     | 20  | 66     | 20  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 282    | 100 | 282    | 100 | 282    | 100 | 282    | 100 | 282    | 100 |
| AB                                        | 46     | 16  | 46     | 16  | 46     | 16  | 46     | 16  | 46     | 16  |
| C1                                        | 74     | 26  | 74     | 26  | 74     | 26  | 74     | 26  | 74     | 26  |
| C2                                        | 60     | 21  | 60     | 21  | 60     | 21  | 60     | 21  | 60     | 21  |
| DE                                        | 102    | 36  | 102    | 36  | 102    | 36  | 102    | 36  | 102    | 36  |
| Working F/T                               | 80     | 28  | 80     | 28  | 80     | 28  | 80     | 28  | 80     | 28  |
| Not Working                               | 202    | 72  | 202    | 72  | 202    | 72  | 202    | 72  | 202    | 72  |





# WEST

## Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 1303   | 100 | 1304   | 100 | 1305   | 100 | 1306   | 100 | 1307   | 100 | 1308   | 100 |
| TV Households                   | 1278   | 98  | 1279   | 98  | 1280   | 98  | 1281   | 98  | 1282   | 98  | 1283   | 98  |
| ITV Households                  | 1050   | 81  | 1051   | 81  | 1052   | 81  | 1052   | 81  | 1053   | 81  | 1054   | 81  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 1309   | 100 | 1310   | 100 | 1311   | 100 | 1312   | 100 | 1313   | 100 | 1314   | 100 |
| TV Households                   | 1284   | 98  | 1285   | 98  | 1286   | 98  | 1287   | 98  | 1288   | 98  | 1289   | 98  |
| ITV Households                  | 1055   | 81  | 1056   | 81  | 1057   | 81  | 1057   | 81  | 1058   | 81  | 1059   | 81  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1050   | 100 | 1051   | 100 | 1052   | 100 | 1052   | 100 | 1053   | 100 | 1054   | 100 |
| Social Class                   | AB       | 175    | 17  | 175    | 17  | 175    | 17  | 175    | 17  | 175    | 17  | 175    | 17  |
|                                | C1       | 347    | 33  | 348    | 33  | 348    | 33  | 349    | 33  | 349    | 33  | 349    | 33  |
|                                | C2       | 217    | 21  | 217    | 21  | 217    | 21  | 217    | 21  | 218    | 21  | 218    | 21  |
|                                | DE       | 311    | 30  | 311    | 30  | 312    | 30  | 311    | 30  | 311    | 30  | 312    | 30  |
| Housewife Age                  | Under 25 | 58     | 6   | 58     | 6   | 58     | 6   | 58     | 6   | 58     | 6   | 58     | 6   |
|                                | 25 - 34  | 177    | 17  | 177    | 17  | 177    | 17  | 177    | 17  | 177    | 17  | 178    | 17  |
|                                | 35 - 44  | 203    | 19  | 204    | 19  | 204    | 19  | 205    | 19  | 205    | 19  | 205    | 19  |
|                                | 44 - 54  | 190    | 18  | 190    | 18  | 190    | 18  | 191    | 18  | 191    | 18  | 191    | 18  |
|                                | 55 - 64  | 161    | 15  | 161    | 15  | 161    | 15  | 161    | 15  | 161    | 15  | 161    | 15  |
|                                | 65 +     | 261    | 25  | 261    | 25  | 262    | 25  | 260    | 25  | 261    | 25  | 261    | 25  |
| Size                           | 1        | 287    | 27  | 287    | 27  | 287    | 27  | 287    | 27  | 288    | 27  | 288    | 27  |
|                                | 2        | 399    | 38  | 400    | 38  | 401    | 38  | 400    | 38  | 400    | 38  | 401    | 38  |
|                                | 3        | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  |
|                                | 4+       | 209    | 20  | 209    | 20  | 209    | 20  | 210    | 20  | 210    | 20  | 210    | 20  |
| Children                       | With     | 253    | 24  | 253    | 24  | 254    | 24  | 254    | 24  | 254    | 24  | 254    | 24  |
|                                | Without  | 797    | 76  | 798    | 76  | 798    | 76  | 798    | 76  | 799    | 76  | 800    | 76  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1055   | 100 | 1056   | 100 | 1057   | 100 | 1057   | 100 | 1058   | 100 | 1059   | 100 |
| Social Class        | AB       | 175    | 17  | 176    | 17  | 176    | 17  | 176    | 17  | 176    | 17  | 176    | 17  |
|                     | C1       | 350    | 33  | 349    | 33  | 350    | 33  | 350    | 33  | 350    | 33  | 351    | 33  |
|                     | C2       | 218    | 21  | 218    | 21  | 218    | 21  | 218    | 21  | 219    | 21  | 219    | 21  |
|                     | DE       | 312    | 30  | 313    | 30  | 313    | 30  | 313    | 30  | 313    | 30  | 313    | 30  |
| Housewife Age       | Under 25 | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   |
|                     | 25 - 34  | 178    | 17  | 178    | 17  | 178    | 17  | 178    | 17  | 178    | 17  | 178    | 17  |
|                     | 35 - 44  | 206    | 20  | 206    | 20  | 207    | 20  | 206    | 19  | 206    | 19  | 206    | 19  |
|                     | 44 - 54  | 191    | 18  | 192    | 18  | 192    | 18  | 192    | 18  | 192    | 18  | 192    | 18  |
|                     | 55 - 64  | 161    | 15  | 161    | 15  | 161    | 15  | 162    | 15  | 162    | 15  | 162    | 15  |
|                     | 65 +     | 261    | 25  | 261    | 25  | 261    | 25  | 261    | 25  | 262    | 25  | 263    | 25  |
| Size                | 1        | 288    | 27  | 288    | 27  | 288    | 27  | 289    | 27  | 289    | 27  | 289    | 27  |
|                     | 2        | 401    | 38  | 402    | 38  | 403    | 38  | 401    | 38  | 402    | 38  | 403    | 38  |
|                     | 3        | 156    | 15  | 156    | 15  | 156    | 15  | 156    | 15  | 156    | 15  | 156    | 15  |
|                     | 4+       | 210    | 20  | 210    | 20  | 210    | 20  | 211    | 20  | 211    | 20  | 211    | 20  |
| Children            | With     | 254    | 24  | 254    | 24  | 255    | 24  | 255    | 24  | 255    | 24  | 255    | 24  |
|                     | Without  | 801    | 76  | 802    | 76  | 802    | 76  | 802    | 76  | 803    | 76  | 804    | 76  |

| Table 3<br>All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 2375   | 100 | 2377   | 100 | 2379   | 100 | 2381   | 100 | 2383   | 100 | 2384   | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 173    | 7   | 173    | 7   | 173    | 7   | 173    | 7   | 173    | 7   | 173    | 7   |
| 10 - 15                                           | 189    | 8   | 189    | 8   | 189    | 8   | 189    | 8   | 190    | 8   | 190    | 8   |
| 16 - 24                                           | 282    | 12  | 282    | 12  | 282    | 12  | 282    | 12  | 282    | 12  | 282    | 12  |
| 25 - 34                                           | 331    | 14  | 332    | 14  | 332    | 14  | 332    | 14  | 332    | 14  | 332    | 14  |
| 35 - 44                                           | 374    | 16  | 374    | 16  | 374    | 16  | 376    | 16  | 377    | 16  | 376    | 16  |
| 45 - 54                                           | 349    | 15  | 349    | 15  | 349    | 15  | 349    | 15  | 349    | 15  | 349    | 15  |
| 55-64                                             | 278    | 12  | 279    | 12  | 279    | 12  | 279    | 12  | 280    | 12  | 280    | 12  |
| 65 +                                              | 399    | 17  | 399    | 17  | 401    | 17  | 401    | 17  | 400    | 17  | 402    | 17  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 2013   | 100 | 2015   | 100 | 2017   | 100 | 2019   | 100 | 2020   | 100 | 2021   | 100 |
| AB                                                | 362    | 18  | 362    | 18  | 363    | 18  | 363    | 18  | 363    | 18  | 363    | 18  |
| C1                                                | 688    | 34  | 690    | 34  | 689    | 34  | 691    | 34  | 692    | 34  | 691    | 34  |
| C2                                                | 446    | 22  | 446    | 22  | 447    | 22  | 447    | 22  | 448    | 22  | 448    | 22  |
| DE                                                | 517    | 26  | 517    | 26  | 518    | 26  | 518    | 26  | 517    | 26  | 519    | 26  |

| Table 3                                |         |      |        |      |        |      |        |      |        |      |        |      |     |
|----------------------------------------|---------|------|--------|------|--------|------|--------|------|--------|------|--------|------|-----|
| All Individuals in ITV Home Households |         |      |        |      |        |      |        |      |        |      |        |      |     |
| Projections for                        | Jul 03  |      | Aug 03 |      | Sep 03 |      | Oct 03 |      | Nov 03 |      | Dec 03 |      |     |
|                                        | 000's   | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    |     |
| Total Individuals 4+                   | 2386    | 100  | 2388   | 100  | 2390   | 100  | 2392   | 100  | 2393   | 100  | 2395   | 100  |     |
| Age                                    | 4 - 9   | 173  | 7      | 173  | 7      | 173  | 7      | 173  | 7      | 173  | 7      | 173  | 7   |
|                                        | 10 - 15 | 190  | 8      | 191  | 8      | 191  | 8      | 191  | 8      | 191  | 8      | 192  | 8   |
|                                        | 16 - 24 | 282  | 12     | 283  | 12     | 284  | 12     | 284  | 12     | 284  | 12     | 284  | 12  |
|                                        | 25 - 34 | 332  | 14     | 332  | 14     | 332  | 14     | 332  | 14     | 334  | 14     | 334  | 14  |
|                                        | 35 - 44 | 379  | 16     | 378  | 16     | 377  | 16     | 379  | 16     | 378  | 16     | 378  | 16  |
|                                        | 45 - 54 | 349  | 15     | 350  | 15     | 350  | 15     | 350  | 15     | 350  | 15     | 350  | 15  |
|                                        | 55-64   | 280  | 12     | 280  | 12     | 280  | 12     | 280  | 12     | 280  | 12     | 281  | 12  |
|                                        | 65 +    | 401  | 17     | 401  | 17     | 403  | 17     | 403  | 17     | 403  | 17     | 403  | 17  |
| Adults                                 | Total   | 2023 | 100    | 2024 | 100    | 2026 | 100    | 2028 | 100    | 2029 | 100    | 2030 | 100 |
|                                        | AB      | 363  | 18     | 364  | 18     | 364  | 18     | 364  | 18     | 365  | 18     | 365  | 18  |
|                                        | C1      | 693  | 34     | 693  | 34     | 693  | 34     | 695  | 34     | 694  | 34     | 694  | 34  |
|                                        | C2      | 448  | 22     | 448  | 22     | 449  | 22     | 449  | 22     | 450  | 22     | 450  | 22  |
|                                        | DE      | 519  | 26     | 519  | 26     | 520  | 26     | 520  | 26     | 520  | 26     | 521  | 26  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 1186   | 100 | 1187   | 100 | 1188   | 100 | 1188   | 100 | 1190   | 100 | 1191   | 100 |
| Age                                                 | 4 - 15      | 192    | 16  | 192    | 16  | 192    | 16  | 192    | 16  | 193    | 16  | 193    | 16  |
|                                                     | 16 - 24     | 150    | 13  | 150    | 13  | 150    | 13  | 150    | 13  | 150    | 13  | 150    | 13  |
|                                                     | 25 - 34     | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  |
|                                                     | 35 - 44     | 189    | 16  | 190    | 16  | 190    | 16  | 190    | 16  | 191    | 16  | 191    | 16  |
|                                                     | 45 - 54     | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  |
|                                                     | 55 - 64     | 135    | 11  | 135    | 11  | 135    | 11  | 135    | 11  | 136    | 11  | 136    | 11  |
|                                                     | 65 +        | 171    | 14  | 171    | 14  | 172    | 14  | 172    | 14  | 171    | 14  | 172    | 14  |
| Adults                                              | Total       | 994    | 100 | 995    | 100 | 996    | 100 | 996    | 100 | 997    | 100 | 998    | 100 |
|                                                     | AB          | 189    | 19  | 189    | 19  | 189    | 19  | 189    | 19  | 189    | 19  | 189    | 19  |
|                                                     | C1          | 338    | 34  | 339    | 34  | 339    | 34  | 339    | 34  | 340    | 34  | 340    | 34  |
|                                                     | C2          | 234    | 24  | 234    | 24  | 235    | 24  | 235    | 24  | 235    | 24  | 235    | 24  |
|                                                     | DE          | 233    | 23  | 233    | 23  | 233    | 23  | 233    | 23  | 233    | 23  | 234    | 23  |
|                                                     | Working F/T | 627    | 63  | 628    | 63  | 628    | 63  | 628    | 63  | 629    | 63  | 630    | 63  |
|                                                     | Not Working | 367    | 37  | 367    | 37  | 368    | 37  | 368    | 37  | 368    | 37  | 368    | 37  |

| Table 4a        |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------|--|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for |  |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                 |  |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+  |  |  | 1192   | 100 | 1193   | 100 | 1194   | 100 | 1195   | 100 | 1196   | 100 | 1198   | 100 |
| Age             |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15          |  |  | 193    | 16  | 194    | 16  | 194    | 16  | 194    | 16  | 194    | 16  | 195    | 16  |
| 16 - 24         |  |  | 150    | 13  | 151    | 13  | 152    | 13  | 152    | 13  | 152    | 13  | 152    | 13  |
| 25 - 34         |  |  | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  | 176    | 15  | 176    | 15  |
| 35 - 44         |  |  | 193    | 16  | 192    | 16  | 191    | 16  | 192    | 16  | 192    | 16  | 192    | 16  |
| 45 - 54         |  |  | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  | 174    | 15  |
| 55 - 64         |  |  | 136    | 11  | 136    | 11  | 136    | 11  | 136    | 11  | 136    | 11  | 136    | 11  |
| 65 +            |  |  | 171    | 14  | 171    | 14  | 172    | 14  | 172    | 14  | 172    | 14  | 173    | 14  |
| Adults          |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total           |  |  | 999    | 100 | 999    | 100 | 1000   | 100 | 1001   | 100 | 1002   | 100 | 1003   | 100 |
| AB              |  |  | 189    | 19  | 190    | 19  | 190    | 19  | 190    | 19  | 190    | 19  | 190    | 19  |
| C1              |  |  | 341    | 34  | 340    | 34  | 340    | 34  | 341    | 34  | 342    | 34  | 342    | 34  |
| C2              |  |  | 235    | 24  | 235    | 24  | 236    | 24  | 236    | 24  | 236    | 24  | 236    | 24  |
| DE              |  |  | 234    | 23  | 234    | 23  | 234    | 23  | 234    | 23  | 234    | 23  | 235    | 23  |
| Working F/T     |  |  | 631    | 63  | 630    | 63  | 631    | 63  | 631    | 63  | 632    | 63  | 633    | 63  |
| Not Working     |  |  | 368    | 37  | 369    | 37  | 369    | 37  | 370    | 37  | 370    | 37  | 370    | 37  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 1189   | 100 | 1190   | 100 | 1191   | 100 | 1193   | 100 | 1193   | 100 | 1193   | 100 |
| Age                                                   | 4 - 15      | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  |
|                                                       | 16 - 24     | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  |
|                                                       | 25 - 34     | 156    | 13  | 157    | 13  | 157    | 13  | 157    | 13  | 157    | 13  | 157    | 13  |
|                                                       | 35 - 44     | 185    | 16  | 184    | 15  | 184    | 15  | 186    | 16  | 186    | 16  | 185    | 16  |
|                                                       | 45 - 54     | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  | 175    | 15  |
|                                                       | 55 - 64     | 143    | 12  | 144    | 12  | 144    | 12  | 144    | 12  | 144    | 12  | 144    | 12  |
|                                                       | 65 +        | 228    | 19  | 228    | 19  | 229    | 19  | 229    | 19  | 229    | 19  | 230    | 19  |
| Adults                                                | Total       | 1019   | 100 | 1020   | 100 | 1021   | 100 | 1023   | 100 | 1023   | 100 | 1023   | 100 |
|                                                       | AB          | 173    | 17  | 173    | 17  | 174    | 17  | 174    | 17  | 174    | 17  | 174    | 17  |
|                                                       | C1          | 350    | 34  | 351    | 34  | 350    | 34  | 352    | 34  | 352    | 34  | 351    | 34  |
|                                                       | C2          | 212    | 21  | 212    | 21  | 212    | 21  | 212    | 21  | 213    | 21  | 213    | 21  |
|                                                       | DE          | 284    | 28  | 284    | 28  | 285    | 28  | 285    | 28  | 284    | 28  | 285    | 28  |
|                                                       | Working F/T | 283    | 28  | 284    | 28  | 285    | 28  | 285    | 28  | 285    | 28  | 285    | 28  |
|                                                       | Not Working | 736    | 72  | 736    | 72  | 736    | 72  | 738    | 72  | 738    | 72  | 738    | 72  |



| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 1194   | 100 | 1195   | 100 | 1196   | 100 | 1197   | 100 | 1197   | 100 | 1197   | 100 |
| Age                                       | 4 - 15      | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  | 170    | 14  |
|                                           | 16 - 24     | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  | 132    | 11  |
|                                           | 25 - 34     | 157    | 13  | 157    | 13  | 157    | 13  | 157    | 13  | 158    | 13  | 158    | 13  |
|                                           | 35 - 44     | 186    | 16  | 186    | 16  | 186    | 16  | 187    | 16  | 186    | 16  | 186    | 16  |
|                                           | 45 - 54     | 175    | 15  | 176    | 15  | 176    | 15  | 176    | 15  | 176    | 15  | 176    | 15  |
|                                           | 55 - 64     | 144    | 12  | 144    | 12  | 144    | 12  | 144    | 12  | 144    | 12  | 145    | 12  |
|                                           | 65 +        | 230    | 19  | 230    | 19  | 231    | 19  | 231    | 19  | 231    | 19  | 230    | 19  |
| Adults                                    | Total       | 1024   | 100 | 1025   | 100 | 1026   | 100 | 1027   | 100 | 1027   | 100 | 1027   | 100 |
|                                           | AB          | 174    | 17  | 174    | 17  | 174    | 17  | 174    | 17  | 175    | 17  | 175    | 17  |
|                                           | C1          | 352    | 34  | 353    | 34  | 353    | 34  | 354    | 34  | 352    | 34  | 352    | 34  |
|                                           | C2          | 213    | 21  | 213    | 21  | 213    | 21  | 213    | 21  | 214    | 21  | 214    | 21  |
|                                           | DE          | 285    | 28  | 285    | 28  | 286    | 28  | 286    | 28  | 286    | 28  | 286    | 28  |
|                                           | Working F/T | 285    | 28  | 285    | 28  | 285    | 28  | 286    | 28  | 286    | 28  | 286    | 28  |
|                                           | Not Working | 739    | 72  | 740    | 72  | 741    | 72  | 741    | 72  | 741    | 72  | 741    | 72  |



# WALES

## Projections Jan 03 - Dec 03

| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 1252   | 100 | 1253   | 100 | 1253   | 100 | 1254   | 100 | 1254   | 100 | 1255   | 100 |
| TV Households        | 1227   | 98  | 1228   | 98  | 1228   | 98  | 1229   | 98  | 1229   | 98  | 1230   | 98  |
| ITV Households       | 1089   | 87  | 1090   | 87  | 1090   | 87  | 1090   | 87  | 1090   | 87  | 1091   | 87  |

| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 1256   | 100 | 1256   | 100 | 1257   | 100 | 1257   | 100 | 1258   | 100 | 1258   | 100 |
| TV Households        | 1231   | 98  | 1231   | 98  | 1232   | 98  | 1232   | 98  | 1233   | 98  | 1233   | 98  |
| ITV Households       | 1092   | 87  | 1092   | 87  | 1093   | 87  | 1093   | 87  | 1094   | 87  | 1094   | 87  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1089   | 100 | 1090   | 100 | 1090   | 100 | 1090   | 100 | 1090   | 100 | 1091   | 100 |
| Social Class                   | AB       | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  |
|                                | C1       | 280    | 26  | 281    | 26  | 281    | 26  | 281    | 26  | 281    | 26  | 281    | 26  |
|                                | C2       | 225    | 21  | 225    | 21  | 225    | 21  | 225    | 21  | 225    | 21  | 225    | 21  |
|                                | DE       | 439    | 40  | 439    | 40  | 439    | 40  | 439    | 40  | 439    | 40  | 440    | 40  |
| Housewife Age                  | Under 25 | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   |
|                                | 25 - 34  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  |
|                                | 35 - 44  | 213    | 20  | 214    | 20  | 214    | 20  | 213    | 20  | 213    | 20  | 213    | 20  |
|                                | 44 - 54  | 193    | 18  | 193    | 18  | 193    | 18  | 193    | 18  | 193    | 18  | 193    | 18  |
|                                | 55 - 64  | 174    | 16  | 174    | 16  | 174    | 16  | 175    | 16  | 175    | 16  | 175    | 16  |
|                                | 65 +     | 286    | 26  | 286    | 26  | 286    | 26  | 286    | 26  | 286    | 26  | 287    | 26  |
| Size                           | 1        | 302    | 28  | 302    | 28  | 302    | 28  | 302    | 28  | 302    | 28  | 303    | 28  |
|                                | 2        | 368    | 34  | 369    | 34  | 369    | 34  | 368    | 34  | 368    | 34  | 368    | 34  |
|                                | 3        | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  |
|                                | 4+       | 240    | 22  | 240    | 22  | 240    | 22  | 241    | 22  | 241    | 22  | 241    | 22  |
| Children                       | With     | 304    | 28  | 304    | 28  | 304    | 28  | 304    | 28  | 304    | 28  | 305    | 28  |
|                                | Without  | 785    | 72  | 786    | 72  | 786    | 72  | 786    | 72  | 786    | 72  | 786    | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1092   | 100 | 1092   | 100 | 1093   | 100 | 1093   | 100 | 1094   | 100 | 1094   | 100 |
| Social Class        | AB       | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  | 145    | 13  |
|                     | C1       | 282    | 26  | 282    | 26  | 282    | 26  | 282    | 26  | 282    | 26  | 282    | 26  |
|                     | C2       | 226    | 21  | 226    | 21  | 226    | 21  | 226    | 21  | 226    | 21  | 226    | 21  |
|                     | DE       | 439    | 40  | 439    | 40  | 440    | 40  | 440    | 40  | 441    | 40  | 441    | 40  |
| Housewife Age       | Under 25 | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   |
|                     | 25 - 34  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  | 164    | 15  |
|                     | 35 - 44  | 214    | 20  | 214    | 20  | 214    | 20  | 214    | 20  | 215    | 20  | 215    | 20  |
|                     | 44 - 54  | 193    | 18  | 193    | 18  | 193    | 18  | 193    | 18  | 194    | 18  | 194    | 18  |
|                     | 55 - 64  | 175    | 16  | 175    | 16  | 175    | 16  | 175    | 16  | 176    | 16  | 176    | 16  |
|                     | 65 +     | 287    | 26  | 287    | 26  | 288    | 26  | 288    | 26  | 286    | 26  | 286    | 26  |
| Size                | 1        | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  |
|                     | 2        | 369    | 34  | 369    | 34  | 370    | 34  | 370    | 34  | 371    | 34  | 371    | 34  |
|                     | 3        | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  | 179    | 16  |
|                     | 4+       | 241    | 22  | 241    | 22  | 241    | 22  | 241    | 22  | 241    | 22  | 241    | 22  |
| Children            | With     | 305    | 28  | 305    | 28  | 305    | 28  | 305    | 28  | 305    | 28  | 305    | 28  |
|                     | Without  | 787    | 72  | 787    | 72  | 788    | 72  | 788    | 72  | 789    | 72  | 789    | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 2530   | 100 | 2532   | 100 | 2532   | 100 | 2534   | 100 | 2534   | 100 | 2536   | 100 |
| Age                                               | 4 - 9   | 198    | 8   | 199    | 8   | 199    | 8   | 199    | 8   | 199    | 8   | 199    | 8   |
|                                                   | 10 - 15 | 226    | 9   | 225    | 9   | 225    | 9   | 226    | 9   | 226    | 9   | 226    | 9   |
|                                                   | 16 - 24 | 296    | 12  | 296    | 12  | 296    | 12  | 296    | 12  | 296    | 12  | 296    | 12  |
|                                                   | 25 - 34 | 328    | 13  | 328    | 13  | 328    | 13  | 328    | 13  | 328    | 13  | 328    | 13  |
|                                                   | 35 - 44 | 390    | 15  | 390    | 15  | 390    | 15  | 390    | 15  | 390    | 15  | 392    | 15  |
|                                                   | 45 - 54 | 349    | 14  | 349    | 14  | 349    | 14  | 349    | 14  | 349    | 14  | 350    | 14  |
|                                                   | 55-64   | 308    | 12  | 308    | 12  | 308    | 12  | 309    | 12  | 309    | 12  | 309    | 12  |
|                                                   | 65 +    | 435    | 17  | 437    | 17  | 437    | 17  | 437    | 17  | 437    | 17  | 436    | 17  |
| Adults                                            | Total   | 2106   | 100 | 2108   | 100 | 2108   | 100 | 2109   | 100 | 2109   | 100 | 2111   | 100 |
|                                                   | AB      | 301    | 14  | 301    | 14  | 301    | 14  | 301    | 14  | 301    | 14  | 301    | 14  |
|                                                   | C1      | 558    | 26  | 558    | 26  | 558    | 26  | 558    | 26  | 558    | 26  | 560    | 27  |
|                                                   | C2      | 494    | 23  | 494    | 23  | 494    | 23  | 495    | 23  | 495    | 23  | 495    | 23  |
|                                                   | DE      | 753    | 36  | 755    | 36  | 755    | 36  | 755    | 36  | 755    | 36  | 755    | 36  |

| <b>Table 3</b>                                |             |            |             |            |             |            |             |            |             |            |
|-----------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>All Individuals in ITV Home Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                               | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                               | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Individuals 4+</b>                   | <b>2538</b> | <b>100</b> | <b>2538</b> | <b>100</b> | <b>2540</b> | <b>100</b> | <b>2540</b> | <b>100</b> | <b>2542</b> | <b>100</b> |
| <b>Age</b>                                    |             |            |             |            |             |            |             |            |             |            |
| 4 - 9                                         | 199         | 8          | 199         | 8          | 199         | 8          | 199         | 8          | 199         | 8          |
| 10 - 15                                       | 226         | 9          | 226         | 9          | 227         | 9          | 227         | 9          | 227         | 9          |
| 16 - 24                                       | 297         | 12         | 297         | 12         | 297         | 12         | 297         | 12         | 297         | 12         |
| 25 - 34                                       | 328         | 13         | 328         | 13         | 329         | 13         | 329         | 13         | 329         | 13         |
| 35 - 44                                       | 391         | 15         | 391         | 15         | 389         | 15         | 389         | 15         | 390         | 15         |
| 45 - 54                                       | 350         | 14         | 350         | 14         | 351         | 14         | 351         | 14         | 351         | 14         |
| 55-64                                         | 309         | 12         | 309         | 12         | 309         | 12         | 309         | 12         | 310         | 12         |
| 65 +                                          | 438         | 17         | 438         | 17         | 439         | 17         | 439         | 17         | 439         | 17         |
| <b>Adults</b>                                 |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                  | <b>2113</b> | <b>100</b> | <b>2113</b> | <b>100</b> | <b>2114</b> | <b>100</b> | <b>2114</b> | <b>100</b> | <b>2116</b> | <b>100</b> |
| AB                                            | 301         | 14         | 301         | 14         | 301         | 14         | 301         | 14         | 301         | 14         |
| C1                                            | 560         | 27         | 560         | 27         | 560         | 26         | 560         | 26         | 562         | 27         |
| C2                                            | 495         | 23         | 495         | 23         | 495         | 23         | 495         | 23         | 497         | 23         |
| DE                                            | 757         | 36         | 757         | 36         | 758         | 36         | 758         | 36         | 756         | 36         |

| Table 4a Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   |             | 1244   | 100 | 1245   | 100 | 1245   | 100 | 1247   | 100 | 1247   | 100 | 1248   | 100 |
| Age                                              | 4 - 15      | 218    | 18  | 218    | 18  | 218    | 18  | 219    | 18  | 219    | 18  | 219    | 18  |
|                                                  | 16 - 24     | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  |
|                                                  | 25 - 34     | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  |
|                                                  | 35 - 44     | 194    | 16  | 194    | 16  | 194    | 16  | 194    | 16  | 194    | 16  | 195    | 16  |
|                                                  | 45 - 54     | 172    | 14  | 172    | 14  | 172    | 14  | 172    | 14  | 172    | 14  | 173    | 14  |
|                                                  | 55 - 64     | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  |
| 65 +                                             |             | 185    | 15  | 186    | 15  | 186    | 15  | 187    | 15  | 187    | 15  | 186    | 15  |
| Adults                                           | Total       | 1026   | 100 | 1027   | 100 | 1027   | 100 | 1028   | 100 | 1028   | 100 | 1029   | 100 |
|                                                  | AB          | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  |
|                                                  | C1          | 268    | 26  | 268    | 26  | 268    | 26  | 268    | 26  | 268    | 26  | 269    | 26  |
|                                                  | C2          | 262    | 26  | 262    | 26  | 262    | 26  | 263    | 26  | 263    | 26  | 263    | 26  |
|                                                  | DE          | 341    | 33  | 342    | 33  | 342    | 33  | 342    | 33  | 342    | 33  | 342    | 33  |
|                                                  | Working F/T | 572    | 56  | 573    | 56  | 573    | 56  | 573    | 56  | 573    | 56  | 574    | 56  |
| Not Working                                      |             | 454    | 44  | 454    | 44  | 454    | 44  | 455    | 44  | 455    | 44  | 455    | 44  |



| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 1248   | 100 | 1248   | 100 | 1250   | 100 | 1250   | 100 | 1251   | 100 | 1251   | 100 |
| Age                                                 | 4 - 15      | 219    | 18  | 219    | 18  | 220    | 18  | 220    | 18  | 220    | 18  | 220    | 18  |
|                                                     | 16 - 24     | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  |
|                                                     | 25 - 34     | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  | 171    | 14  |
|                                                     | 35 - 44     | 195    | 16  | 195    | 16  | 195    | 16  | 195    | 16  | 195    | 16  | 195    | 16  |
|                                                     | 45 - 54     | 173    | 14  | 173    | 14  | 173    | 14  | 173    | 14  | 173    | 14  | 173    | 14  |
|                                                     | 55 - 64     | 152    | 12  | 152    | 12  | 152    | 12  | 152    | 12  | 153    | 12  | 153    | 12  |
|                                                     | 65 +        | 186    | 15  | 186    | 15  | 187    | 15  | 187    | 15  | 187    | 15  | 187    | 15  |
| Adults                                              | Total       | 1029   | 100 | 1029   | 100 | 1030   | 100 | 1030   | 100 | 1031   | 100 | 1031   | 100 |
|                                                     | AB          | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  | 155    | 15  |
|                                                     | C1          | 269    | 26  | 269    | 26  | 269    | 26  | 269    | 26  | 270    | 26  | 270    | 26  |
|                                                     | C2          | 263    | 26  | 263    | 26  | 263    | 26  | 263    | 26  | 264    | 26  | 264    | 26  |
|                                                     | DE          | 342    | 33  | 342    | 33  | 343    | 33  | 343    | 33  | 342    | 33  | 342    | 33  |
|                                                     | Working F/T | 573    | 56  | 573    | 56  | 574    | 56  | 574    | 56  | 575    | 56  | 575    | 56  |
|                                                     | Not Working | 456    | 44  | 456    | 44  | 456    | 44  | 456    | 44  | 456    | 44  | 456    | 44  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 1286   | 100 | 1287   | 100 | 1287   | 100 | 1287   | 100 | 1287   | 100 | 1288   | 100 |
| Age                                                   | 4 - 15      | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  |
|                                                       | 16 - 24     | 144    | 11  | 144    | 11  | 144    | 11  | 144    | 11  | 144    | 11  | 144    | 11  |
|                                                       | 25 - 34     | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
|                                                       | 35 - 44     | 196    | 15  | 196    | 15  | 196    | 15  | 196    | 15  | 196    | 15  | 197    | 15  |
|                                                       | 45 - 54     | 177    | 14  | 177    | 14  | 177    | 14  | 177    | 14  | 177    | 14  | 177    | 14  |
|                                                       | 55 - 64     | 156    | 12  | 156    | 12  | 156    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
|                                                       | 65 +        | 250    | 19  | 251    | 20  | 251    | 20  | 250    | 19  | 250    | 19  | 250    | 19  |
| Adults                                                | Total       | 1080   | 100 | 1081   | 100 | 1081   | 100 | 1081   | 100 | 1081   | 100 | 1082   | 100 |
|                                                       | AB          | 146    | 14  | 146    | 14  | 146    | 14  | 146    | 14  | 146    | 14  | 146    | 13  |
|                                                       | C1          | 290    | 27  | 290    | 27  | 290    | 27  | 290    | 27  | 290    | 27  | 291    | 27  |
|                                                       | C2          | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  |
|                                                       | DE          | 412    | 38  | 413    | 38  | 413    | 38  | 413    | 38  | 413    | 38  | 413    | 38  |
|                                                       | Working F/T | 301    | 28  | 301    | 28  | 301    | 28  | 301    | 28  | 301    | 28  | 302    | 28  |
|                                                       | Not Working | 779    | 72  | 780    | 72  | 780    | 72  | 780    | 72  | 780    | 72  | 780    | 72  |

| Table 4b                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |  | 1290   | 100 | 1290   | 100 | 1290   | 100 | 1290   | 100 | 1291   | 100 | 1291   | 100 |
| Age                                       |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    |  | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  | 206    | 16  |
| 16 - 24                                   |  | 145    | 11  | 145    | 11  | 145    | 11  | 145    | 11  | 145    | 11  | 145    | 11  |
| 25 - 34                                   |  | 157    | 12  | 157    | 12  | 158    | 12  | 158    | 12  | 158    | 12  | 158    | 12  |
| 35 - 44                                   |  | 196    | 15  | 196    | 15  | 194    | 15  | 194    | 15  | 195    | 15  | 195    | 15  |
| 45 - 54                                   |  | 177    | 14  | 177    | 14  | 178    | 14  | 178    | 14  | 178    | 14  | 178    | 14  |
| 55 - 64                                   |  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
| 65 +                                      |  | 252    | 20  | 252    | 20  | 252    | 20  | 252    | 20  | 252    | 20  | 252    | 20  |
| Adults                                    |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     |  | 1084   | 100 | 1084   | 100 | 1084   | 100 | 1084   | 100 | 1085   | 100 | 1085   | 100 |
| AB                                        |  | 146    | 13  | 146    | 13  | 146    | 13  | 146    | 13  | 146    | 13  | 146    | 13  |
| C1                                        |  | 291    | 27  | 291    | 27  | 291    | 27  | 291    | 27  | 292    | 27  | 292    | 27  |
| C2                                        |  | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  | 233    | 21  | 233    | 21  |
| DE                                        |  | 415    | 38  | 415    | 38  | 415    | 38  | 415    | 38  | 414    | 38  | 414    | 38  |
| Working F/T                               |  | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  | 303    | 28  |
| Not Working                               |  | 781    | 72  | 781    | 72  | 781    | 72  | 781    | 72  | 782    | 72  | 782    | 72  |



## SOUTH & SOUTH EAST

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2801   | 100 | 2802   | 100 | 2805   | 100 | 2807   | 100 | 2809   | 100 | 2811   | 100 |
| TV Households                   | 2746   | 98  | 2747   | 98  | 2750   | 98  | 2752   | 98  | 2753   | 98  | 2755   | 98  |
| ITV Households                  | 2420   | 86  | 2421   | 86  | 2423   | 86  | 2425   | 86  | 2427   | 86  | 2429   | 86  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2814   | 100 | 2816   | 100 | 2819   | 100 | 2821   | 100 | 2823   | 100 | 2825   | 100 |
| TV Households                   | 2758   | 98  | 2760   | 98  | 2763   | 98  | 2765   | 98  | 2767   | 98  | 2768   | 98  |
| ITV Households                  | 2432   | 86  | 2434   | 86  | 2435   | 86  | 2437   | 86  | 2439   | 86  | 2441   | 86  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2420   | 100 | 2421   | 100 | 2423   | 100 | 2425   | 100 | 2427   | 100 | 2429   | 100 |
| Social Class                   | AB       | 553    | 23  | 553    | 23  | 554    | 23  | 554    | 23  | 554    | 23  | 555    | 23  |
|                                | C1       | 772    | 32  | 773    | 32  | 774    | 32  | 775    | 32  | 776    | 32  | 775    | 32  |
|                                | C2       | 488    | 20  | 488    | 20  | 488    | 20  | 489    | 20  | 490    | 20  | 490    | 20  |
|                                | DE       | 607    | 25  | 607    | 25  | 607    | 25  | 607    | 25  | 607    | 25  | 609    | 25  |
| Housewife Age                  | Under 25 | 139    | 6   | 139    | 6   | 139    | 6   | 139    | 6   | 139    | 6   | 139    | 6   |
|                                | 25 - 34  | 417    | 17  | 419    | 17  | 419    | 17  | 419    | 17  | 419    | 17  | 419    | 17  |
|                                | 35 - 44  | 459    | 19  | 459    | 19  | 461    | 19  | 462    | 19  | 463    | 19  | 464    | 19  |
|                                | 44 - 54  | 415    | 17  | 415    | 17  | 416    | 17  | 416    | 17  | 416    | 17  | 416    | 17  |
|                                | 55 - 64  | 359    | 15  | 359    | 15  | 359    | 15  | 359    | 15  | 359    | 15  | 360    | 15  |
|                                | 65 +     | 631    | 26  | 630    | 26  | 629    | 26  | 630    | 26  | 631    | 26  | 631    | 26  |
| Size                           | 1        | 708    | 29  | 708    | 29  | 709    | 29  | 711    | 29  | 711    | 29  | 711    | 29  |
|                                | 2        | 885    | 37  | 886    | 37  | 886    | 37  | 886    | 37  | 888    | 37  | 888    | 37  |
|                                | 3        | 362    | 15  | 362    | 15  | 363    | 15  | 363    | 15  | 363    | 15  | 364    | 15  |
|                                | 4+       | 465    | 19  | 465    | 19  | 465    | 19  | 465    | 19  | 465    | 19  | 466    | 19  |
| Children                       | With     | 638    | 26  | 639    | 26  | 639    | 26  | 639    | 26  | 639    | 26  | 641    | 26  |
|                                | Without  | 1782   | 74  | 1782   | 74  | 1784   | 74  | 1786   | 74  | 1788   | 74  | 1788   | 74  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2432   | 100 | 2434   | 100 | 2435   | 100 | 2437   | 100 | 2439   | 100 | 2441   | 100 |
| Social Class        | AB       | 556    | 23  | 557    | 23  | 557    | 23  | 557    | 23  | 557    | 23  | 558    | 23  |
|                     | C1       | 777    | 32  | 777    | 32  | 777    | 32  | 778    | 32  | 780    | 32  | 780    | 32  |
|                     | C2       | 489    | 20  | 490    | 20  | 491    | 20  | 491    | 20  | 491    | 20  | 491    | 20  |
|                     | DE       | 610    | 25  | 610    | 25  | 610    | 25  | 611    | 25  | 611    | 25  | 612    | 25  |
| Housewife Age       | Under 25 | 139    | 6   | 139    | 6   | 140    | 6   | 140    | 6   | 140    | 6   | 140    | 6   |
|                     | 25 - 34  | 420    | 17  | 420    | 17  | 420    | 17  | 420    | 17  | 420    | 17  | 421    | 17  |
|                     | 35 - 44  | 464    | 19  | 464    | 19  | 464    | 19  | 464    | 19  | 465    | 19  | 465    | 19  |
|                     | 44 - 54  | 416    | 17  | 416    | 17  | 416    | 17  | 416    | 17  | 417    | 17  | 417    | 17  |
|                     | 55 - 64  | 360    | 15  | 360    | 15  | 360    | 15  | 360    | 15  | 361    | 15  | 361    | 15  |
|                     | 65 +     | 633    | 26  | 635    | 26  | 635    | 26  | 637    | 26  | 636    | 26  | 637    | 26  |
| Size                | 1        | 711    | 29  | 712    | 29  | 712    | 29  | 714    | 29  | 714    | 29  | 714    | 29  |
|                     | 2        | 889    | 37  | 890    | 37  | 890    | 37  | 890    | 37  | 891    | 37  | 893    | 37  |
|                     | 3        | 365    | 15  | 365    | 15  | 365    | 15  | 365    | 15  | 365    | 15  | 365    | 15  |
|                     | 4+       | 467    | 19  | 467    | 19  | 468    | 19  | 468    | 19  | 469    | 19  | 469    | 19  |
| Children            | With     | 641    | 26  | 641    | 26  | 642    | 26  | 643    | 26  | 643    | 26  | 643    | 26  |
|                     | Without  | 1791   | 74  | 1793   | 74  | 1793   | 74  | 1794   | 74  | 1796   | 74  | 1798   | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 5335   | 100 | 5337   | 100 | 5343   | 100 | 5347   | 100 | 5351   | 100 | 5355   | 100 |
| Age                                               | 4 - 9   | 426    | 8   | 426    | 8   | 426    | 8   | 426    | 8   | 426    | 8   | 426    | 8   |
|                                                   | 10 - 15 | 431    | 8   | 431    | 8   | 431    | 8   | 432    | 8   | 433    | 8   | 433    | 8   |
|                                                   | 16 - 24 | 573    | 11  | 573    | 11  | 573    | 11  | 573    | 11  | 573    | 11  | 573    | 11  |
|                                                   | 25 - 34 | 777    | 15  | 777    | 15  | 781    | 15  | 781    | 15  | 782    | 15  | 784    | 15  |
|                                                   | 35 - 44 | 836    | 16  | 837    | 16  | 837    | 16  | 839    | 16  | 839    | 16  | 840    | 16  |
|                                                   | 45 - 54 | 715    | 13  | 715    | 13  | 717    | 13  | 717    | 13  | 719    | 13  | 719    | 13  |
|                                                   | 55-64   | 631    | 12  | 632    | 12  | 633    | 12  | 634    | 12  | 634    | 12  | 634    | 12  |
|                                                   | 65 +    | 946    | 18  | 946    | 18  | 945    | 18  | 945    | 18  | 945    | 18  | 946    | 18  |
| Adults                                            | Total   | 4478   | 100 | 4480   | 100 | 4486   | 100 | 4489   | 100 | 4492   | 100 | 4496   | 100 |
|                                                   | AB      | 1100   | 25  | 1101   | 25  | 1103   | 25  | 1104   | 25  | 1104   | 25  | 1105   | 25  |
|                                                   | C1      | 1440   | 32  | 1439   | 32  | 1440   | 32  | 1442   | 32  | 1443   | 32  | 1445   | 32  |
|                                                   | C2      | 986    | 22  | 986    | 22  | 988    | 22  | 990    | 22  | 991    | 22  | 991    | 22  |
|                                                   | DE      | 952    | 21  | 954    | 21  | 955    | 21  | 953    | 21  | 954    | 21  | 955    | 21  |





| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 2628   | 100 | 2629   | 100 | 2631   | 100 | 2634   | 100 | 2637   | 100 | 2639   | 100 |
| Age                                                 | 4 - 15      | 445    | 17  | 445    | 17  | 445    | 17  | 446    | 17  | 447    | 17  | 447    | 17  |
|                                                     | 16 - 24     | 286    | 11  | 286    | 11  | 286    | 11  | 286    | 11  | 286    | 11  | 286    | 11  |
|                                                     | 25 - 34     | 394    | 15  | 394    | 15  | 397    | 15  | 397    | 15  | 397    | 15  | 399    | 15  |
|                                                     | 35 - 44     | 426    | 16  | 426    | 16  | 425    | 16  | 427    | 16  | 427    | 16  | 428    | 16  |
|                                                     | 45 - 54     | 348    | 13  | 348    | 13  | 350    | 13  | 350    | 13  | 351    | 13  | 351    | 13  |
|                                                     | 55 - 64     | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  | 312    | 12  |
|                                                     | 65 +        | 417    | 16  | 418    | 16  | 416    | 16  | 416    | 16  | 417    | 16  | 416    | 16  |
| Adults                                              | Total       | 2183   | 100 | 2184   | 100 | 2186   | 100 | 2188   | 100 | 2190   | 100 | 2192   | 100 |
|                                                     | AB          | 557    | 26  | 558    | 26  | 558    | 26  | 559    | 26  | 559    | 26  | 559    | 26  |
|                                                     | C1          | 685    | 31  | 684    | 31  | 684    | 31  | 685    | 31  | 686    | 31  | 688    | 31  |
|                                                     | C2          | 526    | 24  | 526    | 24  | 527    | 24  | 527    | 24  | 528    | 24  | 528    | 24  |
|                                                     | DE          | 415    | 19  | 416    | 19  | 417    | 19  | 417    | 19  | 417    | 19  | 417    | 19  |
|                                                     | Working F/T | 1392   | 64  | 1393   | 64  | 1394   | 64  | 1396   | 64  | 1397   | 64  | 1398   | 64  |
|                                                     | Not Working | 791    | 36  | 791    | 36  | 792    | 36  | 792    | 36  | 793    | 36  | 794    | 36  |

| Table 4a        |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------|--|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for |  |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                 |  |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+  |  |  | 2641   | 100 | 2643   | 100 | 2645   | 100 | 2648   | 100 | 2651   | 100 | 2651   | 100 |
| Age             |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15          |  |  | 448    | 17  | 449    | 17  | 449    | 17  | 450    | 17  | 450    | 17  | 448    | 17  |
| 16 - 24         |  |  | 286    | 11  | 286    | 11  | 286    | 11  | 287    | 11  | 288    | 11  | 288    | 11  |
| 25 - 34         |  |  | 399    | 15  | 399    | 15  | 399    | 15  | 399    | 15  | 400    | 15  | 400    | 15  |
| 35 - 44         |  |  | 427    | 16  | 427    | 16  | 428    | 16  | 430    | 16  | 430    | 16  | 430    | 16  |
| 45 - 54         |  |  | 351    | 13  | 351    | 13  | 351    | 13  | 352    | 13  | 352    | 13  | 352    | 13  |
| 55 - 64         |  |  | 312    | 12  | 314    | 12  | 314    | 12  | 314    | 12  | 314    | 12  | 314    | 12  |
| 65 +            |  |  | 418    | 16  | 417    | 16  | 418    | 16  | 416    | 16  | 417    | 16  | 419    | 16  |
| Adults          |  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total           |  |  | 2193   | 100 | 2194   | 100 | 2196   | 100 | 2198   | 100 | 2201   | 100 | 2203   | 100 |
| AB              |  |  | 560    | 26  | 560    | 26  | 561    | 26  | 561    | 26  | 562    | 26  | 563    | 26  |
| C1              |  |  | 687    | 31  | 687    | 31  | 688    | 31  | 689    | 31  | 690    | 31  | 689    | 31  |
| C2              |  |  | 528    | 24  | 528    | 24  | 528    | 24  | 529    | 24  | 530    | 24  | 532    | 24  |
| DE              |  |  | 418    | 19  | 419    | 19  | 419    | 19  | 419    | 19  | 419    | 19  | 419    | 19  |
| Working F/T     |  |  | 1399   | 64  | 1400   | 64  | 1401   | 64  | 1401   | 64  | 1404   | 64  | 1405   | 64  |
| Not Working     |  |  | 794    | 36  | 794    | 36  | 795    | 36  | 797    | 36  | 797    | 36  | 798    | 36  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 2707   | 100 | 2708   | 100 | 2712   | 100 | 2713   | 100 | 2714   | 100 | 2716   | 100 |
| Age                                                   | 4 - 15      | 412    | 15  | 412    | 15  | 412    | 15  | 412    | 15  | 412    | 15  | 412    | 15  |
|                                                       | 16 - 24     | 287    | 11  | 287    | 11  | 287    | 11  | 287    | 11  | 287    | 11  | 287    | 11  |
|                                                       | 25 - 34     | 383    | 14  | 383    | 14  | 384    | 14  | 384    | 14  | 385    | 14  | 385    | 14  |
|                                                       | 35 - 44     | 410    | 15  | 411    | 15  | 412    | 15  | 412    | 15  | 412    | 15  | 412    | 15  |
|                                                       | 45 - 54     | 367    | 14  | 367    | 14  | 367    | 14  | 367    | 14  | 368    | 14  | 368    | 14  |
|                                                       | 55 - 64     | 319    | 12  | 320    | 12  | 321    | 12  | 322    | 12  | 322    | 12  | 322    | 12  |
|                                                       | 65 +        | 529    | 20  | 528    | 19  | 529    | 20  | 529    | 19  | 528    | 19  | 530    | 20  |
| Adults                                                | Total       | 2295   | 100 | 2296   | 100 | 2300   | 100 | 2301   | 100 | 2302   | 100 | 2304   | 100 |
|                                                       | AB          | 543    | 24  | 543    | 24  | 545    | 24  | 545    | 24  | 545    | 24  | 546    | 24  |
|                                                       | C1          | 755    | 33  | 755    | 33  | 756    | 33  | 757    | 33  | 757    | 33  | 757    | 33  |
|                                                       | C2          | 460    | 20  | 460    | 20  | 461    | 20  | 463    | 20  | 463    | 20  | 463    | 20  |
|                                                       | DE          | 537    | 23  | 538    | 23  | 538    | 23  | 536    | 23  | 537    | 23  | 538    | 23  |
|                                                       | Working F/T | 698    | 30  | 698    | 30  | 698    | 30  | 698    | 30  | 699    | 30  | 700    | 30  |
|                                                       | Not Working | 1597   | 70  | 1598   | 70  | 1602   | 70  | 1603   | 70  | 1603   | 70  | 1604   | 70  |

| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 2720   | 100 | 2722   | 100 | 2724   | 100 | 2725   | 100 | 2726   | 100 | 2730   | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 412    | 15  | 412    | 15  | 413    | 15  | 413    | 15  | 413    | 15  | 415    | 15  |
| 16 - 24                                   | 288    | 11  | 289    | 11  | 289    | 11  | 289    | 11  | 290    | 11  | 290    | 11  |
| 25 - 34                                   | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  | 386    | 14  |
| 35 - 44                                   | 415    | 15  | 415    | 15  | 415    | 15  | 415    | 15  | 413    | 15  | 412    | 15  |
| 45 - 54                                   | 368    | 14  | 368    | 14  | 368    | 14  | 368    | 14  | 368    | 13  | 369    | 14  |
| 55 - 64                                   | 322    | 12  | 322    | 12  | 322    | 12  | 322    | 12  | 322    | 12  | 322    | 12  |
| 65 +                                      | 529    | 19  | 530    | 19  | 531    | 19  | 532    | 20  | 534    | 20  | 536    | 20  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 2308   | 100 | 2310   | 100 | 2311   | 100 | 2312   | 100 | 2313   | 100 | 2315   | 100 |
| AB                                        | 546    | 24  | 546    | 24  | 546    | 24  | 547    | 24  | 548    | 24  | 548    | 24  |
| C1                                        | 761    | 33  | 762    | 33  | 762    | 33  | 761    | 33  | 760    | 33  | 761    | 33  |
| C2                                        | 462    | 20  | 462    | 20  | 463    | 20  | 463    | 20  | 464    | 20  | 464    | 20  |
| DE                                        | 539    | 23  | 540    | 23  | 540    | 23  | 541    | 23  | 541    | 23  | 542    | 23  |
| Working F/T                               | 700    | 30  | 700    | 30  | 700    | 30  | 701    | 30  | 702    | 30  | 703    | 30  |
| Not Working                               | 1608   | 70  | 1610   | 70  | 1611   | 70  | 1611   | 70  | 1611   | 70  | 1612   | 70  |



# CHANNEL ISLANDS

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 |
| TV Households                   | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  |
| ITV Households                  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 | 57     | 100 |
| TV Households                   | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  |
| ITV Households                  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  | 56     | 98  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 |
| Social Class                   | AB       | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  |
|                                | C1       | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  |
|                                | C2       | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                                | DE       | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |
| Housewife Age                  | Under 25 | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   |
|                                | 25 - 34  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  |
|                                | 35 - 44  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                                | 44 - 54  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  |
|                                | 55 - 64  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  |
|                                | 65 +     | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
| Size                           | 1        | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
|                                | 2        | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  |
|                                | 3        | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                                | 4+       | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
| Children                       | With     | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |
|                                | Without  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  |



| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 |
| Social Class        | AB       | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  |
|                     | C1       | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  | 15     | 27  |
|                     | C2       | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                     | DE       | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |
| Housewife Age       | Under 25 | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   | 4      | 7   |
|                     | 25 - 34  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  | 9      | 16  |
|                     | 35 - 44  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                     | 44 - 54  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  | 12     | 21  |
|                     | 55 - 64  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  | 7      | 13  |
|                     | 65 +     | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
| Size                | 1        | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
|                     | 2        | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  | 18     | 32  |
|                     | 3        | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  | 10     | 18  |
|                     | 4+       | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  | 14     | 25  |
| Children            | With     | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |
|                     | Without  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 |
| Age                                               | 4 - 9   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   |
|                                                   | 10 - 15 | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   |
|                                                   | 16 - 24 | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  |
|                                                   | 25 - 34 | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  |
|                                                   | 35 - 44 | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  |
|                                                   | 45 - 54 | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  |
|                                                   | 55-64   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   |
|                                                   | 65 +    | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  |
| Adults                                            | Total   | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 |
|                                                   | AB      | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  |
|                                                   | C1      | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  |
|                                                   | C2      | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  |
|                                                   | DE      | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  |

| Table 3<br>All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 | 135    | 100 |
| Age                                               | 4 - 9   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   |
|                                                   | 10 - 15 | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   | 10     | 7   |
|                                                   | 16 - 24 | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  | 19     | 14  |
|                                                   | 25 - 34 | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  | 20     | 15  |
|                                                   | 35 - 44 | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  |
|                                                   | 45 - 54 | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  | 21     | 16  |
|                                                   | 55-64   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   | 12     | 9   |
|                                                   | 65 +    | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  | 22     | 16  |
| Adults                                            | Total   | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 | 115    | 100 |
|                                                   | AB      | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  | 32     | 28  |
|                                                   | C1      | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  | 31     | 27  |
|                                                   | C2      | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  | 24     | 21  |
|                                                   | DE      | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  | 28     | 24  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 |
| Age                                                 | 4 - 15      | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 16 - 24     | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  |
|                                                     | 25 - 34     | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 35 - 44     | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  |
|                                                     | 45 - 54     | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 55 - 64     | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   |
|                                                     | 65 +        | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
| Adults                                              | Total       | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 |
|                                                     | AB          | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  |
|                                                     | C1          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | C2          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | DE          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | Working F/T | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  |
|                                                     | Not Working | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 | 66     | 100 |
| Age                                                 | 4 - 15      | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 16 - 24     | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  | 9      | 14  |
|                                                     | 25 - 34     | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 35 - 44     | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  | 11     | 17  |
|                                                     | 45 - 54     | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
|                                                     | 55 - 64     | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   |
|                                                     | 65 +        | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  | 10     | 15  |
| Adults                                              | Total       | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 | 56     | 100 |
|                                                     | AB          | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  | 17     | 30  |
|                                                     | C1          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | C2          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | DE          | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  | 13     | 23  |
|                                                     | Working F/T | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  | 40     | 71  |
|                                                     | Not Working | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  | 16     | 29  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 |
| Age                                                   | 4 - 15      | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
|                                                       | 16 - 24     | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
|                                                       | 25 - 34     | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
|                                                       | 35 - 44     | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
|                                                       | 45 - 54     | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  |
|                                                       | 55 - 64     | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   |
|                                                       | 65 +        | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  |
| Adults                                                | Total       | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 |
|                                                       | AB          | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  |
|                                                       | C1          | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  |
|                                                       | C2          | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  |
|                                                       | DE          | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  |
|                                                       | Working F/T | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  |
|                                                       | Not Working | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  |

| Table 4b                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |  | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 | 69     | 100 |
| Age                                       |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    |  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
| 16 - 24                                   |  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
| 25 - 34                                   |  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
| 35 - 44                                   |  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  | 10     | 14  |
| 45 - 54                                   |  | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  | 11     | 16  |
| 55 - 64                                   |  | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   | 6      | 9   |
| 65 +                                      |  | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  | 12     | 17  |
| Adults                                    |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     |  | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 | 59     | 100 |
| AB                                        |  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  |
| C1                                        |  | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  | 18     | 31  |
| C2                                        |  | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  | 11     | 19  |
| DE                                        |  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  | 15     | 25  |
| Working F/T                               |  | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  | 23     | 39  |
| Not Working                               |  | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  | 36     | 61  |





# MERIDIAN/ANGLIA

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4992   | 100 | 4996   | 100 | 5000   | 100 | 5004   | 100 | 5008   | 100 | 5012   | 100 |
| TV Households                   | 4880   | 98  | 4883   | 98  | 4887   | 98  | 4891   | 98  | 4895   | 98  | 4899   | 98  |
| ITV Households                  | 4306   | 86  | 4310   | 86  | 4313   | 86  | 4316   | 86  | 4320   | 86  | 4323   | 86  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 5015   | 100 | 5019   | 100 | 5023   | 100 | 5027   | 100 | 5031   | 100 | 5035   | 100 |
| TV Households                   | 4902   | 98  | 4906   | 98  | 4910   | 98  | 4914   | 98  | 4918   | 98  | 4922   | 98  |
| ITV Households                  | 4326   | 86  | 4329   | 86  | 4333   | 86  | 4336   | 86  | 4340   | 86  | 4343   | 86  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 4306   | 100 | 4310   | 100 | 4313   | 100 | 4316   | 100 | 4320   | 100 | 4323   | 100 |
| Social Class        | AB       | 902    | 21  | 903    | 21  | 904    | 21  | 904    | 21  | 905    | 21  | 906    | 21  |
|                     | C1       | 1288   | 30  | 1289   | 30  | 1289   | 30  | 1291   | 30  | 1292   | 30  | 1292   | 30  |
|                     | C2       | 907    | 21  | 908    | 21  | 908    | 21  | 909    | 21  | 910    | 21  | 911    | 21  |
|                     | DE       | 1209   | 28  | 1210   | 28  | 1212   | 28  | 1212   | 28  | 1213   | 28  | 1214   | 28  |
| Housewife Age       | Under 25 | 241    | 6   | 241    | 6   | 241    | 6   | 241    | 6   | 241    | 6   | 241    | 6   |
|                     | 25 - 34  | 760    | 18  | 760    | 18  | 762    | 18  | 762    | 18  | 762    | 18  | 763    | 18  |
|                     | 35 - 44  | 826    | 19  | 828    | 19  | 828    | 19  | 829    | 19  | 830    | 19  | 830    | 19  |
|                     | 44 - 54  | 755    | 18  | 756    | 18  | 756    | 18  | 757    | 18  | 757    | 18  | 758    | 18  |
|                     | 55 - 64  | 635    | 15  | 635    | 15  | 635    | 15  | 636    | 15  | 637    | 15  | 637    | 15  |
|                     | 65 +     | 1089   | 25  | 1090   | 25  | 1091   | 25  | 1091   | 25  | 1093   | 25  | 1094   | 25  |
| Size                | 1        | 1220   | 28  | 1221   | 28  | 1222   | 28  | 1223   | 28  | 1224   | 28  | 1225   | 28  |
|                     | 2        | 1596   | 37  | 1598   | 37  | 1599   | 37  | 1599   | 37  | 1602   | 37  | 1602   | 37  |
|                     | 3        | 650    | 15  | 651    | 15  | 651    | 15  | 652    | 15  | 652    | 15  | 653    | 15  |
|                     | 4+       | 840    | 20  | 840    | 19  | 841    | 19  | 842    | 20  | 842    | 19  | 843    | 20  |
| Children            | With     | 1159   | 27  | 1160   | 27  | 1161   | 27  | 1162   | 27  | 1163   | 27  | 1164   | 27  |
|                     | Without  | 3147   | 73  | 3150   | 73  | 3152   | 73  | 3154   | 73  | 3157   | 73  | 3159   | 73  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 4326   | 100 | 4329   | 100 | 4333   | 100 | 4336   | 100 | 4340   | 100 | 4343   | 100 |
| Social Class        | AB       | 906    | 21  | 907    | 21  | 908    | 21  | 908    | 21  | 909    | 21  | 910    | 21  |
|                     | C1       | 1294   | 30  | 1294   | 30  | 1296   | 30  | 1297   | 30  | 1298   | 30  | 1299   | 30  |
|                     | C2       | 911    | 21  | 912    | 21  | 913    | 21  | 913    | 21  | 914    | 21  | 915    | 21  |
|                     | DE       | 1215   | 28  | 1216   | 28  | 1216   | 28  | 1218   | 28  | 1219   | 28  | 1219   | 28  |
| Housewife Age       | Under 25 | 241    | 6   | 242    | 6   | 242    | 6   | 242    | 6   | 243    | 6   | 243    | 6   |
|                     | 25 - 34  | 764    | 18  | 764    | 18  | 765    | 18  | 765    | 18  | 766    | 18  | 767    | 18  |
|                     | 35 - 44  | 831    | 19  | 831    | 19  | 832    | 19  | 833    | 19  | 833    | 19  | 834    | 19  |
|                     | 44 - 54  | 759    | 18  | 759    | 18  | 759    | 18  | 761    | 18  | 761    | 18  | 761    | 18  |
|                     | 55 - 64  | 637    | 15  | 638    | 15  | 639    | 15  | 639    | 15  | 639    | 15  | 640    | 15  |
|                     | 65 +     | 1094   | 25  | 1095   | 25  | 1096   | 25  | 1096   | 25  | 1098   | 25  | 1098   | 25  |
| Size                | 1        | 1226   | 28  | 1227   | 28  | 1228   | 28  | 1229   | 28  | 1230   | 28  | 1231   | 28  |
|                     | 2        | 1604   | 37  | 1604   | 37  | 1606   | 37  | 1607   | 37  | 1609   | 37  | 1609   | 37  |
|                     | 3        | 653    | 15  | 654    | 15  | 654    | 15  | 655    | 15  | 655    | 15  | 656    | 15  |
|                     | 4+       | 843    | 19  | 844    | 19  | 845    | 20  | 845    | 19  | 846    | 19  | 847    | 20  |
| Children            | With     | 1164   | 27  | 1165   | 27  | 1166   | 27  | 1167   | 27  | 1168   | 27  | 1169   | 27  |
|                     | Without  | 3162   | 73  | 3164   | 73  | 3167   | 73  | 3169   | 73  | 3172   | 73  | 3174   | 73  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 9576   | 100 | 9584   | 100 | 9591   | 100 | 9599   | 100 | 9607   | 100 | 9614   | 100 |
| Age                                               | 4 - 9   | 756    | 8   | 757    | 8   | 757    | 8   | 758    | 8   | 758    | 8   | 759    | 8   |
|                                                   | 10 - 15 | 799    | 8   | 799    | 8   | 800    | 8   | 801    | 8   | 802    | 8   | 802    | 8   |
|                                                   | 16 - 24 | 1039   | 11  | 1039   | 11  | 1039   | 11  | 1040   | 11  | 1042   | 11  | 1043   | 11  |
|                                                   | 25 - 34 | 1400   | 15  | 1402   | 15  | 1403   | 15  | 1404   | 15  | 1405   | 15  | 1407   | 15  |
|                                                   | 35 - 44 | 1494   | 16  | 1497   | 16  | 1498   | 16  | 1498   | 16  | 1499   | 16  | 1499   | 16  |
|                                                   | 45 - 54 | 1322   | 14  | 1323   | 14  | 1324   | 14  | 1325   | 14  | 1325   | 14  | 1328   | 14  |
|                                                   | 55-64   | 1125   | 12  | 1127   | 12  | 1127   | 12  | 1127   | 12  | 1128   | 12  | 1129   | 12  |
|                                                   | 65 +    | 1641   | 17  | 1640   | 17  | 1643   | 17  | 1646   | 17  | 1648   | 17  | 1647   | 17  |
| Adults                                            | Total   | 8021   | 100 | 8028   | 100 | 8034   | 100 | 8040   | 100 | 8047   | 100 | 8053   | 100 |
|                                                   | AB      | 1814   | 23  | 1816   | 23  | 1818   | 23  | 1818   | 23  | 1820   | 23  | 1822   | 23  |
|                                                   | C1      | 2432   | 30  | 2434   | 30  | 2435   | 30  | 2437   | 30  | 2440   | 30  | 2440   | 30  |
|                                                   | C2      | 1846   | 23  | 1848   | 23  | 1849   | 23  | 1851   | 23  | 1852   | 23  | 1854   | 23  |
|                                                   | DE      | 1929   | 24  | 1930   | 24  | 1932   | 24  | 1934   | 24  | 1935   | 24  | 1937   | 24  |

| Table 3<br>All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 9620   | 100 | 9628   | 100 | 9635   | 100 | 9643   | 100 | 9651   | 100 | 9658   | 100 |
| Age                                               | 4 - 9   | 759    | 8   | 760    | 8   | 761    | 8   | 761    | 8   | 762    | 8   | 762    | 8   |
|                                                   | 10 - 15 | 803    | 8   | 803    | 8   | 804    | 8   | 805    | 8   | 805    | 8   | 806    | 8   |
|                                                   | 16 - 24 | 1043   | 11  | 1043   | 11  | 1045   | 11  | 1046   | 11  | 1047   | 11  | 1047   | 11  |
|                                                   | 25 - 34 | 1407   | 15  | 1408   | 15  | 1409   | 15  | 1411   | 15  | 1411   | 15  | 1413   | 15  |
|                                                   | 35 - 44 | 1502   | 16  | 1505   | 16  | 1503   | 16  | 1504   | 16  | 1507   | 16  | 1507   | 16  |
|                                                   | 45 - 54 | 1328   | 14  | 1329   | 14  | 1330   | 14  | 1330   | 14  | 1333   | 14  | 1334   | 14  |
|                                                   | 55-64   | 1131   | 12  | 1131   | 12  | 1132   | 12  | 1132   | 12  | 1134   | 12  | 1135   | 12  |
|                                                   | 65 +    | 1647   | 17  | 1649   | 17  | 1651   | 17  | 1654   | 17  | 1652   | 17  | 1654   | 17  |
| Adults                                            | Total   | 8058   | 100 | 8065   | 100 | 8070   | 100 | 8077   | 100 | 8084   | 100 | 8090   | 100 |
|                                                   | AB      | 1823   | 23  | 1824   | 23  | 1826   | 23  | 1828   | 23  | 1828   | 23  | 1830   | 23  |
|                                                   | C1      | 2442   | 30  | 2446   | 30  | 2445   | 30  | 2447   | 30  | 2451   | 30  | 2452   | 30  |
|                                                   | C2      | 1855   | 23  | 1856   | 23  | 1858   | 23  | 1859   | 23  | 1861   | 23  | 1862   | 23  |
|                                                   | DE      | 1938   | 24  | 1939   | 24  | 1941   | 24  | 1943   | 24  | 1944   | 24  | 1946   | 24  |

| Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          | 4724   | 100 | 4727   | 100 | 4731   | 100 | 4735   | 100 | 4739   | 100 | 4743   | 100 |
| Age                                     |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  | 804    | 17  | 804    | 17  | 805    | 17  | 806    | 17  | 807    | 17  | 807    | 17  |
| 16 - 24                                 | 521    | 11  | 521    | 11  | 521    | 11  | 522    | 11  | 523    | 11  | 523    | 11  |
| 25 - 34                                 | 707    | 15  | 708    | 15  | 709    | 15  | 709    | 15  | 709    | 15  | 711    | 15  |
| 35 - 44                                 | 757    | 16  | 759    | 16  | 760    | 16  | 759    | 16  | 759    | 16  | 761    | 16  |
| 45 - 54                                 | 652    | 14  | 653    | 14  | 653    | 14  | 654    | 14  | 654    | 14  | 655    | 14  |
| 55 - 64                                 | 556    | 12  | 556    | 12  | 556    | 12  | 556    | 12  | 557    | 12  | 558    | 12  |
| 65 +                                    | 727    | 15  | 726    | 15  | 727    | 15  | 729    | 15  | 730    | 15  | 728    | 15  |
| Adults                                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   | 3920   | 100 | 3923   | 100 | 3926   | 100 | 3929   | 100 | 3932   | 100 | 3936   | 100 |
| AB                                      | 923    | 24  | 924    | 24  | 925    | 24  | 925    | 24  | 926    | 24  | 927    | 24  |
| C1                                      | 1165   | 30  | 1165   | 30  | 1166   | 30  | 1167   | 30  | 1168   | 30  | 1169   | 30  |
| C2                                      | 987    | 25  | 989    | 25  | 989    | 25  | 990    | 25  | 991    | 25  | 992    | 25  |
| DE                                      | 845    | 22  | 845    | 22  | 846    | 22  | 847    | 22  | 847    | 22  | 848    | 22  |
| Working F/T                             | 2535   | 65  | 2536   | 65  | 2539   | 65  | 2540   | 65  | 2543   | 65  | 2545   | 65  |
| Not Working                             | 1385   | 35  | 1387   | 35  | 1387   | 35  | 1389   | 35  | 1389   | 35  | 1391   | 35  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                      |             | 4746   | 100 | 4749   | 100 | 4753   | 100 | 4757   | 100 | 4760   | 100 | 4765   | 100 |
| Age                                                 | 4 - 15      | 808    | 17  | 808    | 17  | 809    | 17  | 810    | 17  | 810    | 17  | 811    | 17  |
|                                                     | 16 - 24     | 523    | 11  | 523    | 11  | 525    | 11  | 525    | 11  | 525    | 11  | 525    | 11  |
|                                                     | 25 - 34     | 711    | 15  | 711    | 15  | 711    | 15  | 713    | 15  | 713    | 15  | 713    | 15  |
|                                                     | 35 - 44     | 762    | 16  | 762    | 16  | 762    | 16  | 763    | 16  | 763    | 16  | 765    | 16  |
|                                                     | 45 - 54     | 655    | 14  | 656    | 14  | 656    | 14  | 656    | 14  | 658    | 14  | 658    | 14  |
|                                                     | 55 - 64     | 558    | 12  | 558    | 12  | 559    | 12  | 559    | 12  | 560    | 12  | 560    | 12  |
| 65 +                                                | 729         | 15     | 731 | 15     | 731 | 15     | 731 | 15     | 731 | 15     | 733 | 15     |     |
| Adults                                              | Total       | 3938   | 100 | 3941   | 100 | 3944   | 100 | 3947   | 100 | 3950   | 100 | 3954   | 100 |
|                                                     | AB          | 928    | 24  | 928    | 24  | 929    | 24  | 930    | 24  | 930    | 24  | 931    | 24  |
|                                                     | C1          | 1169   | 30  | 1171   | 30  | 1171   | 30  | 1172   | 30  | 1173   | 30  | 1175   | 30  |
|                                                     | C2          | 992    | 25  | 993    | 25  | 994    | 25  | 994    | 25  | 996    | 25  | 996    | 25  |
|                                                     | DE          | 849    | 22  | 849    | 22  | 850    | 22  | 851    | 22  | 851    | 22  | 852    | 22  |
|                                                     | Working F/T | 2547   | 65  | 2548   | 65  | 2550   | 65  | 2552   | 65  | 2554   | 65  | 2557   | 65  |
|                                                     | Not Working | 1391   | 35  | 1393   | 35  | 1394   | 35  | 1395   | 35  | 1396   | 35  | 1397   | 35  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 4852   | 100 | 4857   | 100 | 4860   | 100 | 4864   | 100 | 4868   | 100 | 4871   | 100 |
| Age                                                   | 4 - 15      | 751    | 15  | 752    | 15  | 752    | 15  | 753    | 15  | 753    | 15  | 754    | 15  |
|                                                       | 16 - 24     | 518    | 11  | 518    | 11  | 518    | 11  | 518    | 11  | 519    | 11  | 520    | 11  |
|                                                       | 25 - 34     | 693    | 14  | 694    | 14  | 694    | 14  | 695    | 14  | 696    | 14  | 696    | 14  |
|                                                       | 35 - 44     | 737    | 15  | 738    | 15  | 738    | 15  | 739    | 15  | 740    | 15  | 738    | 15  |
|                                                       | 45 - 54     | 670    | 14  | 670    | 14  | 671    | 14  | 671    | 14  | 671    | 14  | 673    | 14  |
|                                                       | 55 - 64     | 569    | 12  | 571    | 12  | 571    | 12  | 571    | 12  | 571    | 12  | 571    | 12  |
|                                                       | 65 +        | 914    | 19  | 914    | 19  | 916    | 19  | 917    | 19  | 918    | 19  | 919    | 19  |
| Adults                                                | Total       | 4101   | 100 | 4105   | 100 | 4108   | 100 | 4111   | 100 | 4115   | 100 | 4117   | 100 |
|                                                       | AB          | 891    | 22  | 892    | 22  | 893    | 22  | 893    | 22  | 894    | 22  | 895    | 22  |
|                                                       | C1          | 1267   | 31  | 1269   | 31  | 1269   | 31  | 1270   | 31  | 1272   | 31  | 1271   | 31  |
|                                                       | C2          | 859    | 21  | 859    | 21  | 860    | 21  | 861    | 21  | 861    | 21  | 862    | 21  |
|                                                       | DE          | 1084   | 26  | 1085   | 26  | 1086   | 26  | 1087   | 26  | 1088   | 26  | 1089   | 26  |
|                                                       | Working F/T | 1235   | 30  | 1236   | 30  | 1237   | 30  | 1238   | 30  | 1239   | 30  | 1240   | 30  |
|                                                       | Not Working | 2866   | 70  | 2869   | 70  | 2871   | 70  | 2873   | 70  | 2876   | 70  | 2877   | 70  |



| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 4874   | 100 | 4879   | 100 | 4882   | 100 | 4886   | 100 | 4891   | 100 | 4893   | 100 |
| Age                                       | 4 - 15      | 754    | 15  | 755    | 15  | 756    | 15  | 756    | 15  | 757    | 15  | 757    | 15  |
|                                           | 16 - 24     | 520    | 11  | 520    | 11  | 520    | 11  | 521    | 11  | 522    | 11  | 522    | 11  |
|                                           | 25 - 34     | 696    | 14  | 697    | 14  | 698    | 14  | 698    | 14  | 698    | 14  | 700    | 14  |
|                                           | 35 - 44     | 740    | 15  | 743    | 15  | 741    | 15  | 741    | 15  | 744    | 15  | 742    | 15  |
|                                           | 45 - 54     | 673    | 14  | 673    | 14  | 674    | 14  | 674    | 14  | 675    | 14  | 676    | 14  |
|                                           | 55 - 64     | 573    | 12  | 573    | 12  | 573    | 12  | 573    | 12  | 574    | 12  | 575    | 12  |
|                                           | 65 +        | 918    | 19  | 918    | 19  | 920    | 19  | 923    | 19  | 921    | 19  | 921    | 19  |
| Adults                                    | Total       | 4120   | 100 | 4124   | 100 | 4126   | 100 | 4130   | 100 | 4134   | 100 | 4136   | 100 |
|                                           | AB          | 895    | 22  | 896    | 22  | 897    | 22  | 898    | 22  | 898    | 22  | 899    | 22  |
|                                           | C1          | 1273   | 31  | 1275   | 31  | 1274   | 31  | 1275   | 31  | 1278   | 31  | 1277   | 31  |
|                                           | C2          | 863    | 21  | 863    | 21  | 864    | 21  | 865    | 21  | 865    | 21  | 866    | 21  |
|                                           | DE          | 1089   | 26  | 1090   | 26  | 1091   | 26  | 1092   | 26  | 1093   | 26  | 1094   | 26  |
|                                           | Working F/T | 1240   | 30  | 1242   | 30  | 1243   | 30  | 1243   | 30  | 1245   | 30  | 1246   | 30  |
|                                           | Not Working | 2880   | 70  | 2882   | 70  | 2883   | 70  | 2887   | 70  | 2889   | 70  | 2890   | 70  |



# GRANADA/BORDER

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 3429   | 100 | 3430   | 100 | 3431   | 100 | 3432   | 100 | 3433   | 100 | 3435   | 100 |
| TV Households                   | 3359   | 98  | 3360   | 98  | 3361   | 98  | 3362   | 98  | 3363   | 98  | 3365   | 98  |
| ITV Households                  | 3152   | 92  | 3152   | 92  | 3153   | 92  | 3154   | 92  | 3155   | 92  | 3157   | 92  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 3436   | 100 | 3437   | 100 | 3438   | 100 | 3439   | 100 | 3441   | 100 | 3442   | 100 |
| TV Households                   | 3366   | 98  | 3367   | 98  | 3368   | 98  | 3369   | 98  | 3371   | 98  | 3372   | 98  |
| ITV Households                  | 3158   | 92  | 3159   | 92  | 3160   | 92  | 3161   | 92  | 3163   | 92  | 3163   | 92  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 3152   | 100 | 3152   | 100 | 3153   | 100 | 3154   | 100 | 3155   | 100 | 3157   | 100 |
| Social Class                   | AB       | 453    | 14  | 453    | 14  | 454    | 14  | 454    | 14  | 454    | 14  | 454    | 14  |
|                                | C1       | 859    | 27  | 859    | 27  | 858    | 27  | 859    | 27  | 859    | 27  | 860    | 27  |
|                                | C2       | 629    | 20  | 629    | 20  | 629    | 20  | 630    | 20  | 630    | 20  | 630    | 20  |
|                                | DE       | 1211   | 38  | 1211   | 38  | 1212   | 38  | 1211   | 38  | 1212   | 38  | 1213   | 38  |
| Housewife Age                  | Under 25 | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   |
|                                | 25 - 34  | 507    | 16  | 508    | 16  | 508    | 16  | 508    | 16  | 508    | 16  | 508    | 16  |
|                                | 35 - 44  | 647    | 21  | 647    | 21  | 647    | 21  | 648    | 21  | 648    | 21  | 648    | 21  |
|                                | 44 - 54  | 536    | 17  | 536    | 17  | 536    | 17  | 536    | 17  | 536    | 17  | 537    | 17  |
|                                | 55 - 64  | 499    | 16  | 499    | 16  | 499    | 16  | 500    | 16  | 500    | 16  | 500    | 16  |
|                                | 65 +     | 785    | 25  | 784    | 25  | 785    | 25  | 784    | 25  | 785    | 25  | 786    | 25  |
| Size                           | 1        | 934    | 30  | 934    | 30  | 935    | 30  | 935    | 30  | 935    | 30  | 936    | 30  |
|                                | 2        | 1076   | 34  | 1075   | 34  | 1074   | 34  | 1075   | 34  | 1076   | 34  | 1077   | 34  |
|                                | 3        | 498    | 16  | 499    | 16  | 499    | 16  | 499    | 16  | 499    | 16  | 499    | 16  |
|                                | 4+       | 644    | 20  | 644    | 20  | 645    | 20  | 645    | 20  | 645    | 20  | 645    | 20  |
| Children                       | With     | 882    | 28  | 882    | 28  | 882    | 28  | 882    | 28  | 883    | 28  | 883    | 28  |
|                                | Without  | 2270   | 72  | 2270   | 72  | 2271   | 72  | 2272   | 72  | 2272   | 72  | 2274   | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 3158   | 100 | 3159   | 100 | 3160   | 100 | 3161   | 100 | 3163   | 100 | 3163   | 100 |
| Social Class        | AB       | 454    | 14  | 454    | 14  | 454    | 14  | 455    | 14  | 455    | 14  | 455    | 14  |
|                     | C1       | 860    | 27  | 861    | 27  | 861    | 27  | 860    | 27  | 861    | 27  | 862    | 27  |
|                     | C2       | 630    | 20  | 630    | 20  | 631    | 20  | 631    | 20  | 631    | 20  | 631    | 20  |
|                     | DE       | 1214   | 38  | 1214   | 38  | 1214   | 38  | 1215   | 38  | 1216   | 38  | 1215   | 38  |
| Housewife Age       | Under 25 | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   | 178    | 6   |
|                     | 25 - 34  | 508    | 16  | 508    | 16  | 509    | 16  | 509    | 16  | 509    | 16  | 509    | 16  |
|                     | 35 - 44  | 647    | 20  | 648    | 21  | 648    | 21  | 647    | 20  | 648    | 20  | 649    | 21  |
|                     | 44 - 54  | 537    | 17  | 537    | 17  | 537    | 17  | 537    | 17  | 538    | 17  | 538    | 17  |
|                     | 55 - 64  | 501    | 16  | 501    | 16  | 501    | 16  | 501    | 16  | 501    | 16  | 501    | 16  |
|                     | 65 +     | 787    | 25  | 787    | 25  | 787    | 25  | 789    | 25  | 789    | 25  | 788    | 25  |
| Size                | 1        | 936    | 30  | 936    | 30  | 936    | 30  | 937    | 30  | 937    | 30  | 938    | 30  |
|                     | 2        | 1078   | 34  | 1077   | 34  | 1078   | 34  | 1078   | 34  | 1080   | 34  | 1078   | 34  |
|                     | 3        | 499    | 16  | 500    | 16  | 500    | 16  | 500    | 16  | 500    | 16  | 500    | 16  |
|                     | 4+       | 645    | 20  | 646    | 20  | 646    | 20  | 646    | 20  | 646    | 20  | 647    | 20  |
| Children            | With     | 883    | 28  | 884    | 28  | 884    | 28  | 884    | 28  | 885    | 28  | 885    | 28  |
|                     | Without  | 2275   | 72  | 2275   | 72  | 2276   | 72  | 2277   | 72  | 2278   | 72  | 2278   | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 7117   | 100 | 7119   | 100 | 7121   | 100 | 7123   | 100 | 7125   | 100 | 7130   | 100 |
| Age                                               | 4 - 9   | 569    | 8   | 569    | 8   | 570    | 8   | 571    | 8   | 571    | 8   | 571    | 8   |
|                                                   | 10 - 15 | 635    | 9   | 636    | 9   | 635    | 9   | 635    | 9   | 635    | 9   | 636    | 9   |
|                                                   | 16 - 24 | 812    | 11  | 812    | 11  | 812    | 11  | 812    | 11  | 812    | 11  | 814    | 11  |
|                                                   | 25 - 34 | 993    | 14  | 994    | 14  | 994    | 14  | 994    | 14  | 995    | 14  | 995    | 14  |
|                                                   | 35 - 44 | 1153   | 16  | 1152   | 16  | 1152   | 16  | 1153   | 16  | 1154   | 16  | 1154   | 16  |
|                                                   | 45 - 54 | 962    | 14  | 963    | 14  | 964    | 14  | 964    | 14  | 964    | 14  | 965    | 14  |
|                                                   | 55-64   | 844    | 12  | 844    | 12  | 845    | 12  | 846    | 12  | 846    | 12  | 846    | 12  |
|                                                   | 65 +    | 1149   | 16  | 1149   | 16  | 1149   | 16  | 1148   | 16  | 1148   | 16  | 1149   | 16  |
| Adults                                            | Total   | 5913   | 100 | 5914   | 100 | 5916   | 100 | 5917   | 100 | 5919   | 100 | 5923   | 100 |
|                                                   | AB      | 906    | 15  | 906    | 15  | 907    | 15  | 907    | 15  | 907    | 15  | 908    | 15  |
|                                                   | C1      | 1680   | 28  | 1681   | 28  | 1681   | 28  | 1681   | 28  | 1683   | 28  | 1682   | 28  |
|                                                   | C2      | 1326   | 22  | 1327   | 22  | 1327   | 22  | 1327   | 22  | 1327   | 22  | 1329   | 22  |
|                                                   | DE      | 2001   | 34  | 2000   | 34  | 2001   | 34  | 2002   | 34  | 2002   | 34  | 2004   | 34  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 7132   | 100 | 7134   | 100 | 7136   | 100 | 7138   | 100 | 7142   | 100 | 7144   | 100 |
| Age                                    | 4 - 9   | 571    | 8   | 571    | 8   | 571    | 8   | 571    | 8   | 571    | 8   | 571    | 8   |
|                                        | 10 - 15 | 636    | 9   | 636    | 9   | 637    | 9   | 637    | 9   | 638    | 9   | 638    | 9   |
|                                        | 16 - 24 | 814    | 11  | 814    | 11  | 814    | 11  | 814    | 11  | 814    | 11  | 814    | 11  |
|                                        | 25 - 34 | 995    | 14  | 995    | 14  | 995    | 14  | 995    | 14  | 995    | 14  | 997    | 14  |
|                                        | 35 - 44 | 1154   | 16  | 1154   | 16  | 1155   | 16  | 1156   | 16  | 1158   | 16  | 1157   | 16  |
|                                        | 45 - 54 | 965    | 14  | 965    | 14  | 966    | 14  | 966    | 14  | 966    | 14  | 966    | 14  |
|                                        | 55-64   | 847    | 12  | 847    | 12  | 847    | 12  | 847    | 12  | 848    | 12  | 848    | 12  |
|                                        | 65 +    | 1150   | 16  | 1152   | 16  | 1151   | 16  | 1152   | 16  | 1152   | 16  | 1153   | 16  |
| Adults                                 | Total   | 5925   | 100 | 5927   | 100 | 5928   | 100 | 5930   | 100 | 5933   | 100 | 5935   | 100 |
|                                        | AB      | 908    | 15  | 908    | 15  | 908    | 15  | 909    | 15  | 909    | 15  | 910    | 15  |
|                                        | C1      | 1684   | 28  | 1684   | 28  | 1686   | 28  | 1685   | 28  | 1687   | 28  | 1686   | 28  |
|                                        | C2      | 1329   | 22  | 1329   | 22  | 1329   | 22  | 1330   | 22  | 1331   | 22  | 1331   | 22  |
|                                        | DE      | 2004   | 34  | 2006   | 34  | 2005   | 34  | 2006   | 34  | 2006   | 34  | 2008   | 34  |

| Table 4a<br>Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                     |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                     |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4 +                                     |             | 3513   | 100 | 3513   | 100 | 3513   | 100 | 3515   | 100 | 3516   | 100 | 3519   | 100 |
| Age                                                 | 4 - 15      | 632    | 18  | 632    | 18  | 631    | 18  | 632    | 18  | 632    | 18  | 633    | 18  |
|                                                     | 16 - 24     | 408    | 12  | 408    | 12  | 408    | 12  | 408    | 12  | 408    | 12  | 409    | 12  |
|                                                     | 25 - 34     | 508    | 14  | 509    | 14  | 509    | 14  | 509    | 14  | 510    | 15  | 510    | 14  |
|                                                     | 35 - 44     | 583    | 17  | 582    | 17  | 583    | 17  | 584    | 17  | 584    | 17  | 583    | 17  |
|                                                     | 45 - 54     | 478    | 14  | 478    | 14  | 478    | 14  | 478    | 14  | 478    | 14  | 479    | 14  |
|                                                     | 55 - 64     | 418    | 12  | 418    | 12  | 418    | 12  | 418    | 12  | 418    | 12  | 418    | 12  |
|                                                     | 65 +        | 486    | 14  | 486    | 14  | 486    | 14  | 486    | 14  | 486    | 14  | 487    | 14  |
| Adults                                              | Total       | 2881   | 100 | 2881   | 100 | 2882   | 100 | 2883   | 100 | 2884   | 100 | 2886   | 100 |
|                                                     | AB          | 464    | 16  | 464    | 16  | 464    | 16  | 464    | 16  | 464    | 16  | 465    | 16  |
|                                                     | C1          | 798    | 28  | 799    | 28  | 799    | 28  | 799    | 28  | 800    | 28  | 799    | 28  |
|                                                     | C2          | 711    | 25  | 711    | 25  | 711    | 25  | 711    | 25  | 711    | 25  | 712    | 25  |
|                                                     | DE          | 908    | 32  | 907    | 31  | 908    | 32  | 909    | 32  | 909    | 32  | 910    | 32  |
|                                                     | Working F/T | 1714   | 59  | 1714   | 59  | 1714   | 59  | 1714   | 59  | 1715   | 59  | 1716   | 59  |
|                                                     | Not Working | 1167   | 41  | 1167   | 41  | 1168   | 41  | 1169   | 41  | 1169   | 41  | 1170   | 41  |



| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>3519</b> | <b>100</b> | <b>3520</b> | <b>100</b> | <b>3522</b> | <b>100</b> | <b>3523</b> | <b>100</b> | <b>3526</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 633         | 18         | 633         | 18         | 634         | 18         | 634         | 18         | 635         | 18         |
| 16 - 24                                        | 409         | 12         | 409         | 12         | 409         | 12         | 409         | 12         | 409         | 12         |
| 25 - 34                                        | 510         | 14         | 510         | 14         | 510         | 14         | 510         | 14         | 510         | 14         |
| 35 - 44                                        | 582         | 17         | 582         | 17         | 582         | 17         | 583         | 17         | 584         | 17         |
| 45 - 54                                        | 479         | 14         | 479         | 14         | 480         | 14         | 480         | 14         | 480         | 14         |
| 55 - 64                                        | 419         | 12         | 419         | 12         | 419         | 12         | 419         | 12         | 420         | 12         |
| 65 +                                           | 487         | 14         | 488         | 14         | 488         | 14         | 488         | 14         | 488         | 14         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                   | <b>2886</b> | <b>100</b> | <b>2887</b> | <b>100</b> | <b>2888</b> | <b>100</b> | <b>2889</b> | <b>100</b> | <b>2891</b> | <b>100</b> |
| AB                                             | 465         | 16         | 465         | 16         | 465         | 16         | 465         | 16         | 466         | 16         |
| C1                                             | 800         | 28         | 800         | 28         | 801         | 28         | 801         | 28         | 802         | 28         |
| C2                                             | 712         | 25         | 712         | 25         | 712         | 25         | 713         | 25         | 713         | 25         |
| DE                                             | 909         | 31         | 910         | 32         | 910         | 32         | 910         | 31         | 911         | 32         |
| <b>Working F/T</b>                             | <b>1716</b> | <b>59</b>  | <b>1717</b> | <b>59</b>  | <b>1718</b> | <b>59</b>  | <b>1719</b> | <b>60</b>  | <b>1719</b> | <b>59</b>  |
| <b>Not Working</b>                             | <b>1170</b> | <b>41</b>  | <b>1170</b> | <b>41</b>  | <b>1170</b> | <b>41</b>  | <b>1170</b> | <b>40</b>  | <b>1172</b> | <b>41</b>  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 3604   | 100 | 3606   | 100 | 3608   | 100 | 3608   | 100 | 3609   | 100 | 3611   | 100 |
| Age                                                   | 4 - 15      | 572    | 16  | 573    | 16  | 574    | 16  | 574    | 16  | 574    | 16  | 574    | 16  |
|                                                       | 16 - 24     | 404    | 11  | 404    | 11  | 404    | 11  | 404    | 11  | 404    | 11  | 405    | 11  |
|                                                       | 25 - 34     | 485    | 13  | 485    | 13  | 485    | 13  | 485    | 13  | 485    | 13  | 485    | 13  |
|                                                       | 35 - 44     | 570    | 16  | 570    | 16  | 569    | 16  | 569    | 16  | 570    | 16  | 571    | 16  |
|                                                       | 45 - 54     | 484    | 13  | 485    | 13  | 486    | 13  | 486    | 13  | 486    | 13  | 486    | 13  |
|                                                       | 55 - 64     | 426    | 12  | 426    | 12  | 427    | 12  | 428    | 12  | 428    | 12  | 428    | 12  |
|                                                       | 65 +        | 663    | 18  | 663    | 18  | 663    | 18  | 662    | 18  | 662    | 18  | 662    | 18  |
| Adults                                                | Total       | 3032   | 100 | 3033   | 100 | 3034   | 100 | 3034   | 100 | 3035   | 100 | 3037   | 100 |
|                                                       | AB          | 442    | 15  | 442    | 15  | 443    | 15  | 443    | 15  | 443    | 15  | 443    | 15  |
|                                                       | C1          | 882    | 29  | 882    | 29  | 882    | 29  | 882    | 29  | 883    | 29  | 883    | 29  |
|                                                       | C2          | 615    | 20  | 616    | 20  | 616    | 20  | 616    | 20  | 616    | 20  | 617    | 20  |
|                                                       | DE          | 1093   | 36  | 1093   | 36  | 1093   | 36  | 1093   | 36  | 1093   | 36  | 1094   | 36  |
|                                                       | Working F/T | 933    | 31  | 933    | 31  | 933    | 31  | 933    | 31  | 934    | 31  | 934    | 31  |
|                                                       | Not Working | 2099   | 69  | 2100   | 69  | 2101   | 69  | 2101   | 69  | 2101   | 69  | 2103   | 69  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 3613   | 100 | 3614   | 100 | 3614   | 100 | 3615   | 100 | 3616   | 100 | 3619   | 100 |
| Age                                       | 4 - 15      | 574    | 16  | 574    | 16  | 574    | 16  | 574    | 16  | 574    | 16  | 575    | 16  |
|                                           | 16 - 24     | 405    | 11  | 405    | 11  | 405    | 11  | 405    | 11  | 405    | 11  | 405    | 11  |
|                                           | 25 - 34     | 485    | 13  | 485    | 13  | 485    | 13  | 485    | 13  | 485    | 13  | 486    | 13  |
|                                           | 35 - 44     | 572    | 16  | 572    | 16  | 573    | 16  | 573    | 16  | 574    | 16  | 574    | 16  |
|                                           | 45 - 54     | 486    | 13  | 486    | 13  | 486    | 13  | 486    | 13  | 486    | 13  | 486    | 13  |
|                                           | 55 - 64     | 428    | 12  | 428    | 12  | 428    | 12  | 428    | 12  | 428    | 12  | 428    | 12  |
|                                           | 65 +        | 663    | 18  | 664    | 18  | 663    | 18  | 664    | 18  | 664    | 18  | 665    | 18  |
| Adults                                    | Total       | 3039   | 100 | 3040   | 100 | 3040   | 100 | 3041   | 100 | 3042   | 100 | 3044   | 100 |
|                                           | AB          | 443    | 15  | 443    | 15  | 443    | 15  | 444    | 15  | 444    | 15  | 444    | 15  |
|                                           | C1          | 884    | 29  | 884    | 29  | 885    | 29  | 884    | 29  | 885    | 29  | 885    | 29  |
|                                           | C2          | 617    | 20  | 617    | 20  | 617    | 20  | 617    | 20  | 618    | 20  | 618    | 20  |
|                                           | DE          | 1095   | 36  | 1096   | 36  | 1095   | 36  | 1096   | 36  | 1095   | 36  | 1097   | 36  |
|                                           | Working F/T | 934    | 31  | 935    | 31  | 935    | 31  | 936    | 31  | 936    | 31  | 936    | 31  |
|                                           | Not Working | 2105   | 69  | 2105   | 69  | 2105   | 69  | 2105   | 69  | 2106   | 69  | 2108   | 69  |



# YORKSHIRE/TYNE TEES

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4049   | 100 | 4051   | 100 | 4053   | 100 | 4055   | 100 | 4056   | 100 | 4058   | 100 |
| TV Households                   | 3948   | 98  | 3950   | 98  | 3952   | 98  | 3954   | 98  | 3955   | 98  | 3957   | 98  |
| ITV Households                  | 3662   | 90  | 3664   | 90  | 3666   | 90  | 3668   | 90  | 3669   | 90  | 3671   | 90  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4060   | 100 | 4062   | 100 | 4063   | 100 | 4065   | 100 | 4067   | 100 | 4069   | 100 |
| TV Households                   | 3959   | 98  | 3961   | 98  | 3962   | 98  | 3964   | 98  | 3966   | 98  | 3968   | 98  |
| ITV Households                  | 3672   | 90  | 3674   | 90  | 3675   | 90  | 3677   | 90  | 3679   | 90  | 3680   | 90  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 3662   | 100 | 3664   | 100 | 3666   | 100 | 3668   | 100 | 3669   | 100 | 3671   | 100 |
| Social Class                   | AB       | 462    | 13  | 462    | 13  | 463    | 13  | 463    | 13  | 463    | 13  | 463    | 13  |
|                                | C1       | 957    | 26  | 958    | 26  | 958    | 26  | 959    | 26  | 959    | 26  | 960    | 26  |
|                                | C2       | 742    | 20  | 742    | 20  | 742    | 20  | 743    | 20  | 743    | 20  | 743    | 20  |
|                                | DE       | 1501   | 41  | 1502   | 41  | 1503   | 41  | 1503   | 41  | 1504   | 41  | 1505   | 41  |
| Housewife Age                  | Under 25 | 222    | 6   | 222    | 6   | 222    | 6   | 222    | 6   | 222    | 6   | 222    | 6   |
|                                | 25 - 34  | 590    | 16  | 590    | 16  | 590    | 16  | 590    | 16  | 590    | 16  | 591    | 16  |
|                                | 35 - 44  | 740    | 20  | 740    | 20  | 741    | 20  | 741    | 20  | 741    | 20  | 743    | 20  |
|                                | 44 - 54  | 631    | 17  | 631    | 17  | 632    | 17  | 632    | 17  | 632    | 17  | 632    | 17  |
|                                | 55 - 64  | 566    | 15  | 567    | 15  | 568    | 15  | 568    | 15  | 568    | 15  | 568    | 15  |
|                                | 65 +     | 913    | 25  | 914    | 25  | 913    | 25  | 915    | 25  | 916    | 25  | 915    | 25  |
| Size                           | 1        | 1082   | 30  | 1083   | 30  | 1083   | 30  | 1084   | 30  | 1084   | 30  | 1085   | 30  |
|                                | 2        | 1291   | 35  | 1290   | 35  | 1292   | 35  | 1292   | 35  | 1293   | 35  | 1293   | 35  |
|                                | 3        | 591    | 16  | 592    | 16  | 592    | 16  | 592    | 16  | 592    | 16  | 593    | 16  |
|                                | 4+       | 698    | 19  | 699    | 19  | 699    | 19  | 700    | 19  | 700    | 19  | 700    | 19  |
| Children                       | With     | 1002   | 27  | 1002   | 27  | 1003   | 27  | 1003   | 27  | 1004   | 27  | 1004   | 27  |
|                                | Without  | 2660   | 73  | 2662   | 73  | 2663   | 73  | 2665   | 73  | 2665   | 73  | 2667   | 73  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 3672   | 100 | 3674   | 100 | 3675   | 100 | 3677   | 100 | 3679   | 100 | 3680   | 100 |
| Social Class        | AB       | 463    | 13  | 464    | 13  | 464    | 13  | 464    | 13  | 464    | 13  | 464    | 13  |
|                     | C1       | 960    | 26  | 960    | 26  | 960    | 26  | 961    | 26  | 962    | 26  | 962    | 26  |
|                     | C2       | 744    | 20  | 744    | 20  | 744    | 20  | 745    | 20  | 745    | 20  | 745    | 20  |
|                     | DE       | 1505   | 41  | 1506   | 41  | 1507   | 41  | 1507   | 41  | 1508   | 41  | 1509   | 41  |
| Housewife Age       | Under 25 | 222    | 6   | 222    | 6   | 222    | 6   | 222    | 6   | 222    | 6   | 223    | 6   |
|                     | 25 - 34  | 591    | 16  | 591    | 16  | 591    | 16  | 592    | 16  | 592    | 16  | 593    | 16  |
|                     | 35 - 44  | 742    | 20  | 743    | 20  | 743    | 20  | 743    | 20  | 744    | 20  | 743    | 20  |
|                     | 44 - 54  | 633    | 17  | 633    | 17  | 633    | 17  | 634    | 17  | 634    | 17  | 634    | 17  |
|                     | 55 - 64  | 568    | 15  | 568    | 15  | 568    | 15  | 569    | 15  | 569    | 15  | 570    | 15  |
|                     | 65 +     | 916    | 25  | 917    | 25  | 918    | 25  | 917    | 25  | 918    | 25  | 917    | 25  |
| Size                | 1        | 1085   | 30  | 1086   | 30  | 1086   | 30  | 1086   | 30  | 1087   | 30  | 1088   | 30  |
|                     | 2        | 1294   | 35  | 1294   | 35  | 1295   | 35  | 1296   | 35  | 1296   | 35  | 1296   | 35  |
|                     | 3        | 593    | 16  | 593    | 16  | 593    | 16  | 594    | 16  | 594    | 16  | 594    | 16  |
|                     | 4+       | 700    | 19  | 701    | 19  | 701    | 19  | 701    | 19  | 702    | 19  | 702    | 19  |
| Children            | With     | 1005   | 27  | 1005   | 27  | 1005   | 27  | 1006   | 27  | 1006   | 27  | 1007   | 27  |
|                     | Without  | 2667   | 73  | 2669   | 73  | 2670   | 73  | 2671   | 73  | 2673   | 73  | 2673   | 73  |

| Table 3<br>All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 8143   | 100 | 8147   | 100 | 8151   | 100 | 8155   | 100 | 8157   | 100 | 8161   | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 625    | 8   | 625    | 8   | 625    | 8   | 626    | 8   | 626    | 8   | 626    | 8   |
| 10 - 15                                           | 702    | 9   | 702    | 9   | 703    | 9   | 703    | 9   | 703    | 9   | 704    | 9   |
| 16 - 24                                           | 949    | 12  | 950    | 12  | 951    | 12  | 951    | 12  | 951    | 12  | 951    | 12  |
| 25 - 34                                           | 1101   | 14  | 1101   | 14  | 1102   | 14  | 1103   | 14  | 1103   | 14  | 1103   | 14  |
| 35 - 44                                           | 1321   | 16  | 1321   | 16  | 1321   | 16  | 1323   | 16  | 1322   | 16  | 1325   | 16  |
| 45 - 54                                           | 1146   | 14  | 1146   | 14  | 1147   | 14  | 1147   | 14  | 1147   | 14  | 1149   | 14  |
| 55-64                                             | 955    | 12  | 955    | 12  | 955    | 12  | 955    | 12  | 956    | 12  | 957    | 12  |
| 65 +                                              | 1344   | 17  | 1347   | 17  | 1347   | 17  | 1347   | 17  | 1349   | 17  | 1346   | 16  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 6816   | 100 | 6820   | 100 | 6823   | 100 | 6826   | 100 | 6828   | 100 | 6831   | 100 |
| AB                                                | 935    | 14  | 936    | 14  | 936    | 14  | 937    | 14  | 937    | 14  | 937    | 14  |
| C1                                                | 1867   | 27  | 1866   | 27  | 1868   | 27  | 1869   | 27  | 1869   | 27  | 1871   | 27  |
| C2                                                | 1553   | 23  | 1553   | 23  | 1553   | 23  | 1555   | 23  | 1555   | 23  | 1555   | 23  |
| DE                                                | 2461   | 36  | 2465   | 36  | 2466   | 36  | 2465   | 36  | 2467   | 36  | 2468   | 36  |





| Table 4a Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   |             | 4013   | 100 | 4015   | 100 | 4018   | 100 | 4019   | 100 | 4020   | 100 | 4023   | 100 |
| Age                                              | 4 - 15      | 684    | 17  | 684    | 17  | 685    | 17  | 685    | 17  | 685    | 17  | 686    | 17  |
|                                                  | 16 - 24     | 484    | 12  | 484    | 12  | 485    | 12  | 485    | 12  | 485    | 12  | 485    | 12  |
|                                                  | 25 - 34     | 558    | 14  | 558    | 14  | 558    | 14  | 558    | 14  | 558    | 14  | 558    | 14  |
|                                                  | 35 - 44     | 665    | 17  | 665    | 17  | 665    | 17  | 666    | 17  | 665    | 17  | 667    | 17  |
|                                                  | 45 - 54     | 574    | 14  | 574    | 14  | 574    | 14  | 574    | 14  | 574    | 14  | 575    | 14  |
|                                                  | 55 - 64     | 468    | 12  | 468    | 12  | 468    | 12  | 468    | 12  | 469    | 12  | 469    | 12  |
|                                                  | 65 +        | 580    | 14  | 582    | 14  | 583    | 15  | 583    | 15  | 584    | 15  | 583    | 14  |
| Adults                                           | Total       | 3329   | 100 | 3331   | 100 | 3333   | 100 | 3334   | 100 | 3335   | 100 | 3337   | 100 |
|                                                  | AB          | 482    | 14  | 482    | 14  | 482    | 14  | 483    | 14  | 483    | 14  | 483    | 14  |
|                                                  | C1          | 889    | 27  | 889    | 27  | 890    | 27  | 890    | 27  | 890    | 27  | 891    | 27  |
|                                                  | C2          | 842    | 25  | 842    | 25  | 842    | 25  | 843    | 25  | 843    | 25  | 843    | 25  |
|                                                  | DE          | 1116   | 34  | 1118   | 34  | 1119   | 34  | 1118   | 34  | 1119   | 34  | 1120   | 34  |
|                                                  | Working F/T | 1946   | 58  | 1947   | 58  | 1949   | 58  | 1949   | 58  | 1949   | 58  | 1951   | 58  |
|                                                  | Not Working | 1383   | 42  | 1384   | 42  | 1384   | 42  | 1385   | 42  | 1386   | 42  | 1386   | 42  |

| Table 4a                                |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |  | 4024   | 100 | 4026   | 100 | 4027   | 100 | 4029   | 100 | 4031   | 100 | 4033   | 100 |
| Age                                     |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  |  | 686    | 17  | 686    | 17  | 686    | 17  | 687    | 17  | 687    | 17  | 687    | 17  |
| 16 - 24                                 |  | 485    | 12  | 486    | 12  | 486    | 12  | 486    | 12  | 486    | 12  | 486    | 12  |
| 25 - 34                                 |  | 558    | 14  | 560    | 14  | 560    | 14  | 560    | 14  | 560    | 14  | 560    | 14  |
| 35 - 44                                 |  | 668    | 17  | 667    | 17  | 668    | 17  | 666    | 17  | 667    | 17  | 669    | 17  |
| 45 - 54                                 |  | 575    | 14  | 575    | 14  | 575    | 14  | 576    | 14  | 576    | 14  | 577    | 14  |
| 55 - 64                                 |  | 469    | 12  | 470    | 12  | 470    | 12  | 470    | 12  | 470    | 12  | 470    | 12  |
| 65 +                                    |  | 583    | 14  | 582    | 14  | 582    | 14  | 584    | 14  | 585    | 15  | 584    | 14  |
| Adults                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   |  | 3338   | 100 | 3340   | 100 | 3341   | 100 | 3342   | 100 | 3344   | 100 | 3346   | 100 |
| AB                                      |  | 483    | 14  | 483    | 14  | 484    | 14  | 484    | 14  | 484    | 14  | 484    | 14  |
| C1                                      |  | 892    | 27  | 892    | 27  | 892    | 27  | 892    | 27  | 893    | 27  | 894    | 27  |
| C2                                      |  | 844    | 25  | 844    | 25  | 844    | 25  | 845    | 25  | 845    | 25  | 846    | 25  |
| DE                                      |  | 1119   | 34  | 1121   | 34  | 1121   | 34  | 1121   | 34  | 1122   | 34  | 1122   | 34  |
| Working F/T                             |  | 1951   | 58  | 1953   | 58  | 1953   | 58  | 1953   | 58  | 1955   | 58  | 1956   | 58  |
| Not Working                             |  | 1387   | 42  | 1387   | 42  | 1388   | 42  | 1389   | 42  | 1389   | 42  | 1390   | 42  |

| Table 4b<br>Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      | 4130   | 100 | 4132   | 100 | 4133   | 100 | 4136   | 100 | 4137   | 100 | 4138   | 100 |
| Age                                                   |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                                | 643    | 16  | 643    | 16  | 643    | 16  | 644    | 16  | 644    | 16  | 644    | 16  |
| 16 - 24                                               | 465    | 11  | 466    | 11  | 466    | 11  | 466    | 11  | 466    | 11  | 466    | 11  |
| 25 - 34                                               | 543    | 13  | 543    | 13  | 544    | 13  | 545    | 13  | 545    | 13  | 545    | 13  |
| 35 - 44                                               | 656    | 16  | 656    | 16  | 656    | 16  | 657    | 16  | 657    | 16  | 658    | 16  |
| 45 - 54                                               | 572    | 14  | 572    | 14  | 573    | 14  | 573    | 14  | 573    | 14  | 574    | 14  |
| 55 - 64                                               | 487    | 12  | 487    | 12  | 487    | 12  | 487    | 12  | 487    | 12  | 488    | 12  |
| 65 +                                                  | 764    | 18  | 765    | 19  | 764    | 18  | 764    | 18  | 765    | 18  | 763    | 18  |
| Adults                                                |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                                 | 3487   | 100 | 3489   | 100 | 3490   | 100 | 3492   | 100 | 3493   | 100 | 3494   | 100 |
| AB                                                    | 453    | 13  | 454    | 13  | 454    | 13  | 454    | 13  | 454    | 13  | 454    | 13  |
| C1                                                    | 978    | 28  | 977    | 28  | 978    | 28  | 979    | 28  | 979    | 28  | 980    | 28  |
| C2                                                    | 711    | 20  | 711    | 20  | 711    | 20  | 712    | 20  | 712    | 20  | 712    | 20  |
| DE                                                    | 1345   | 39  | 1347   | 39  | 1347   | 39  | 1347   | 39  | 1348   | 39  | 1348   | 39  |
| Working F/T                                           | 936    | 27  | 937    | 27  | 937    | 27  | 937    | 27  | 937    | 27  | 939    | 27  |
| Not Working                                           | 2551   | 73  | 2552   | 73  | 2553   | 73  | 2555   | 73  | 2556   | 73  | 2555   | 73  |

| Table 4b         |             |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+ |             | 4141   | 100 | 4143   | 100 | 4144   | 100 | 4146   | 100 | 4148   | 100 | 4150   | 100 |
| Age              | 4 - 15      | 644    | 16  | 645    | 16  | 645    | 16  | 645    | 16  | 646    | 16  | 646    | 16  |
|                  | 16 - 24     | 467    | 11  | 467    | 11  | 467    | 11  | 467    | 11  | 468    | 11  | 468    | 11  |
|                  | 25 - 34     | 545    | 13  | 545    | 13  | 545    | 13  | 545    | 13  | 546    | 13  | 546    | 13  |
|                  | 35 - 44     | 657    | 16  | 658    | 16  | 659    | 16  | 658    | 16  | 659    | 16  | 659    | 16  |
|                  | 45 - 54     | 574    | 14  | 574    | 14  | 574    | 14  | 574    | 14  | 574    | 14  | 575    | 14  |
|                  | 55 - 64     | 488    | 12  | 488    | 12  | 488    | 12  | 489    | 12  | 489    | 12  | 489    | 12  |
|                  | 65 +        | 766    | 18  | 766    | 18  | 766    | 18  | 768    | 19  | 766    | 18  | 767    | 18  |
| Adults           | Total       | 3497   | 100 | 3498   | 100 | 3499   | 100 | 3501   | 100 | 3502   | 100 | 3504   | 100 |
|                  | AB          | 455    | 13  | 455    | 13  | 455    | 13  | 455    | 13  | 455    | 13  | 456    | 13  |
|                  | C1          | 979    | 28  | 980    | 28  | 981    | 28  | 981    | 28  | 982    | 28  | 982    | 28  |
|                  | C2          | 713    | 20  | 713    | 20  | 713    | 20  | 714    | 20  | 714    | 20  | 714    | 20  |
|                  | DE          | 1350   | 39  | 1350   | 39  | 1350   | 39  | 1351   | 39  | 1351   | 39  | 1352   | 39  |
|                  | Working F/T | 939    | 27  | 939    | 27  | 939    | 27  | 939    | 27  | 940    | 27  | 941    | 27  |
|                  | Not Working | 2558   | 73  | 2559   | 73  | 2560   | 73  | 2562   | 73  | 2562   | 73  | 2563   | 73  |



# GRANADA NORTH

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7414   | 100 | 7417   | 100 | 7420   | 100 | 7423   | 100 | 7426   | 100 | 7429   | 100 |
| TV Households                   | 7244   | 98  | 7247   | 98  | 7250   | 98  | 7253   | 98  | 7256   | 98  | 7259   | 98  |
| ITV Households                  | 6808   | 92  | 6810   | 92  | 6813   | 92  | 6816   | 92  | 6819   | 92  | 6821   | 92  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7432   | 100 | 7435   | 100 | 7438   | 100 | 7441   | 100 | 7444   | 100 | 7447   | 100 |
| TV Households                   | 7262   | 98  | 7265   | 98  | 7268   | 98  | 7271   | 98  | 7274   | 98  | 7277   | 98  |
| ITV Households                  | 6824   | 92  | 6827   | 92  | 6830   | 92  | 6832   | 92  | 6835   | 92  | 6838   | 92  |

| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 6808   | 100 | 6810   | 100 | 6813   | 100 | 6816   | 100 | 6819   | 100 | 6821   | 100 |
| Social Class        | AB       | 914    | 13  | 915    | 13  | 915    | 13  | 916    | 13  | 916    | 13  | 916    | 13  |
|                     | C1       | 1815   | 27  | 1815   | 27  | 1816   | 27  | 1816   | 27  | 1817   | 27  | 1818   | 27  |
|                     | C2       | 1369   | 20  | 1369   | 20  | 1370   | 20  | 1371   | 20  | 1371   | 20  | 1372   | 20  |
|                     | DE       | 2710   | 40  | 2711   | 40  | 2712   | 40  | 2713   | 40  | 2715   | 40  | 2715   | 40  |
| Housewife Age       | Under 25 | 399    | 6   | 399    | 6   | 399    | 6   | 400    | 6   | 400    | 6   | 400    | 6   |
|                     | 25 - 34  | 1096   | 16  | 1096   | 16  | 1096   | 16  | 1098   | 16  | 1098   | 16  | 1098   | 16  |
|                     | 35 - 44  | 1385   | 20  | 1385   | 20  | 1386   | 20  | 1386   | 20  | 1387   | 20  | 1387   | 20  |
|                     | 44 - 54  | 1166   | 17  | 1167   | 17  | 1167   | 17  | 1167   | 17  | 1168   | 17  | 1168   | 17  |
|                     | 55 - 64  | 1065   | 16  | 1065   | 16  | 1066   | 16  | 1067   | 16  | 1067   | 16  | 1067   | 16  |
|                     | 65 +     | 1697   | 25  | 1698   | 25  | 1699   | 25  | 1698   | 25  | 1699   | 25  | 1701   | 25  |
| Size                | 1        | 2015   | 30  | 2015   | 30  | 2016   | 30  | 2017   | 30  | 2018   | 30  | 2019   | 30  |
|                     | 2        | 2363   | 35  | 2365   | 35  | 2365   | 35  | 2367   | 35  | 2368   | 35  | 2367   | 35  |
|                     | 3        | 1088   | 16  | 1088   | 16  | 1089   | 16  | 1089   | 16  | 1089   | 16  | 1090   | 16  |
|                     | 4+       | 1342   | 20  | 1342   | 20  | 1343   | 20  | 1343   | 20  | 1344   | 20  | 1345   | 20  |
| Children            | With     | 1881   | 28  | 1882   | 28  | 1883   | 28  | 1883   | 28  | 1884   | 28  | 1885   | 28  |
|                     | Without  | 4927   | 72  | 4928   | 72  | 4930   | 72  | 4933   | 72  | 4935   | 72  | 4936   | 72  |



| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 6824   | 100 | 6827   | 100 | 6830   | 100 | 6832   | 100 | 6835   | 100 | 6838   | 100 |
| Social Class        | AB       | 917    | 13  | 917    | 13  | 917    | 13  | 918    | 13  | 918    | 13  | 919    | 13  |
|                     | C1       | 1818   | 27  | 1819   | 27  | 1820   | 27  | 1821   | 27  | 1822   | 27  | 1822   | 27  |
|                     | C2       | 1372   | 20  | 1373   | 20  | 1373   | 20  | 1374   | 20  | 1374   | 20  | 1375   | 20  |
|                     | DE       | 2717   | 40  | 2718   | 40  | 2720   | 40  | 2719   | 40  | 2721   | 40  | 2722   | 40  |
| Housewife Age       | Under 25 | 400    | 6   | 400    | 6   | 400    | 6   | 400    | 6   | 400    | 6   | 400    | 6   |
|                     | 25 - 34  | 1098   | 16  | 1099   | 16  | 1100   | 16  | 1100   | 16  | 1100   | 16  | 1101   | 16  |
|                     | 35 - 44  | 1387   | 20  | 1389   | 20  | 1389   | 20  | 1390   | 20  | 1391   | 20  | 1391   | 20  |
|                     | 44 - 54  | 1169   | 17  | 1169   | 17  | 1170   | 17  | 1170   | 17  | 1170   | 17  | 1171   | 17  |
|                     | 55 - 64  | 1068   | 16  | 1068   | 16  | 1068   | 16  | 1069   | 16  | 1070   | 16  | 1070   | 16  |
|                     | 65 +     | 1702   | 25  | 1702   | 25  | 1703   | 25  | 1703   | 25  | 1704   | 25  | 1705   | 25  |
| Size                | 1        | 2020   | 30  | 2020   | 30  | 2021   | 30  | 2022   | 30  | 2023   | 30  | 2024   | 30  |
|                     | 2        | 2369   | 35  | 2370   | 35  | 2372   | 35  | 2371   | 35  | 2373   | 35  | 2373   | 35  |
|                     | 3        | 1090   | 16  | 1091   | 16  | 1091   | 16  | 1092   | 16  | 1092   | 16  | 1093   | 16  |
|                     | 4+       | 1345   | 20  | 1346   | 20  | 1346   | 20  | 1347   | 20  | 1347   | 20  | 1348   | 20  |
| Children            | With     | 1886   | 28  | 1887   | 28  | 1887   | 28  | 1888   | 28  | 1889   | 28  | 1890   | 28  |
|                     | Without  | 4938   | 72  | 4940   | 72  | 4943   | 72  | 4944   | 72  | 4946   | 72  | 4948   | 72  |

| Table 3<br>All Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              | 15245  | 100 | 15251  | 100 | 15258  | 100 | 15264  | 100 | 15270  | 100 | 15276  | 100 |
| Age                                               |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 9                                             | 1194   | 8   | 1194   | 8   | 1194   | 8   | 1194   | 8   | 1196   | 8   | 1196   | 8   |
| 10 - 15                                           | 1335   | 9   | 1336   | 9   | 1337   | 9   | 1338   | 9   | 1337   | 9   | 1338   | 9   |
| 16 - 24                                           | 1761   | 12  | 1761   | 12  | 1762   | 12  | 1762   | 12  | 1762   | 12  | 1764   | 12  |
| 25 - 34                                           | 2092   | 14  | 2093   | 14  | 2094   | 14  | 2094   | 14  | 2095   | 14  | 2096   | 14  |
| 35 - 44                                           | 2468   | 16  | 2469   | 16  | 2472   | 16  | 2473   | 16  | 2476   | 16  | 2473   | 16  |
| 45 - 54                                           | 2107   | 14  | 2107   | 14  | 2108   | 14  | 2111   | 14  | 2111   | 14  | 2111   | 14  |
| 55-64                                             | 1798   | 12  | 1799   | 12  | 1799   | 12  | 1800   | 12  | 1800   | 12  | 1801   | 12  |
| 65 +                                              | 2490   | 16  | 2492   | 16  | 2492   | 16  | 2492   | 16  | 2493   | 16  | 2497   | 16  |
| Adults                                            |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                             | 12716  | 100 | 12721  | 100 | 12727  | 100 | 12732  | 100 | 12737  | 100 | 12742  | 100 |
| AB                                                | 1840   | 14  | 1840   | 14  | 1841   | 14  | 1842   | 14  | 1842   | 14  | 1843   | 14  |
| C1                                                | 3543   | 28  | 3545   | 28  | 3546   | 28  | 3547   | 28  | 3549   | 28  | 3550   | 28  |
| C2                                                | 2875   | 23  | 2876   | 23  | 2877   | 23  | 2878   | 23  | 2880   | 23  | 2880   | 23  |
| DE                                                | 4458   | 35  | 4460   | 35  | 4463   | 35  | 4465   | 35  | 4466   | 35  | 4469   | 35  |

| Table 3                                |         |        |      |        |      |        |      |        |      |        |      |        |     |
|----------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| All Individuals in ITV Home Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
| Projections for                        |         | Jul 03 |      | Aug 03 |      | Sep 03 |      | Oct 03 |      | Nov 03 |      | Dec 03 |     |
|                                        |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                   |         | 15282  | 100  | 15288  | 100  | 15295  | 100  | 15301  | 100  | 15307  | 100  | 15313  | 100 |
| Age                                    | 4 - 9   | 1196   | 8    | 1196   | 8    | 1198   | 8    | 1198   | 8    | 1198   | 8    | 1198   | 8   |
|                                        | 10 - 15 | 1339   | 9    | 1340   | 9    | 1339   | 9    | 1340   | 9    | 1341   | 9    | 1342   | 9   |
|                                        | 16 - 24 | 1765   | 12   | 1766   | 12   | 1766   | 12   | 1766   | 12   | 1767   | 12   | 1768   | 12  |
|                                        | 25 - 34 | 2098   | 14   | 2098   | 14   | 2099   | 14   | 2099   | 14   | 2100   | 14   | 2101   | 14  |
|                                        | 35 - 44 | 2473   | 16   | 2476   | 16   | 2478   | 16   | 2479   | 16   | 2481   | 16   | 2482   | 16  |
|                                        | 45 - 54 | 2111   | 14   | 2113   | 14   | 2114   | 14   | 2115   | 14   | 2115   | 14   | 2116   | 14  |
|                                        | 55-64   | 1803   | 12   | 1803   | 12   | 1804   | 12   | 1804   | 12   | 1805   | 12   | 1805   | 12  |
| 65 +                                   | 2497    | 16     | 2496 | 16     | 2497 | 16     | 2500 | 16     | 2500 | 16     | 2501 | 16     |     |
| Adults                                 | Total   | 12747  | 100  | 12752  | 100  | 12758  | 100  | 12763  | 100  | 12768  | 100  | 12773  | 100 |
|                                        | AB      | 1844   | 14   | 1844   | 14   | 1846   | 14   | 1846   | 14   | 1847   | 14   | 1848   | 14  |
|                                        | C1      | 3551   | 28   | 3554   | 28   | 3554   | 28   | 3556   | 28   | 3557   | 28   | 3558   | 28  |
|                                        | C2      | 2882   | 23   | 2883   | 23   | 2884   | 23   | 2885   | 23   | 2887   | 23   | 2887   | 23  |
|                                        | DE      | 4470   | 35   | 4471   | 35   | 4474   | 35   | 4476   | 35   | 4477   | 35   | 4480   | 35  |

| Table 4a Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   |             | 7519   | 100 | 7522   | 100 | 7526   | 100 | 7529   | 100 | 7531   | 100 | 7534   | 100 |
| Age                                              | 4 - 15      | 1314   | 17  | 1315   | 17  | 1316   | 17  | 1317   | 17  | 1316   | 17  | 1317   | 17  |
|                                                  | 16 - 24     | 892    | 12  | 892    | 12  | 892    | 12  | 892    | 12  | 892    | 12  | 894    | 12  |
|                                                  | 25 - 34     | 1066   | 14  | 1066   | 14  | 1066   | 14  | 1066   | 14  | 1067   | 14  | 1068   | 14  |
|                                                  | 35 - 44     | 1244   | 17  | 1245   | 17  | 1247   | 17  | 1247   | 17  | 1249   | 17  | 1245   | 17  |
|                                                  | 45 - 54     | 1051   | 14  | 1051   | 14  | 1051   | 14  | 1053   | 14  | 1053   | 14  | 1053   | 14  |
|                                                  | 55 - 64     | 885    | 12  | 886    | 12  | 886    | 12  | 886    | 12  | 886    | 12  | 887    | 12  |
|                                                  | 65 +        | 1067   | 14  | 1067   | 14  | 1068   | 14  | 1068   | 14  | 1068   | 14  | 1070   | 14  |
| Adults                                           | Total       | 6205   | 100 | 6207   | 100 | 6210   | 100 | 6212   | 100 | 6215   | 100 | 6217   | 100 |
|                                                  | AB          | 945    | 15  | 945    | 15  | 946    | 15  | 946    | 15  | 946    | 15  | 947    | 15  |
|                                                  | C1          | 1686   | 27  | 1687   | 27  | 1687   | 27  | 1688   | 27  | 1689   | 27  | 1689   | 27  |
|                                                  | C2          | 1550   | 25  | 1551   | 25  | 1551   | 25  | 1552   | 25  | 1553   | 25  | 1553   | 25  |
|                                                  | DE          | 2024   | 33  | 2024   | 33  | 2026   | 33  | 2026   | 33  | 2027   | 33  | 2028   | 33  |
|                                                  | Working F/T | 3655   | 59  | 3657   | 59  | 3659   | 59  | 3659   | 59  | 3662   | 59  | 3663   | 59  |
|                                                  | Not Working | 2550   | 41  | 2550   | 41  | 2551   | 41  | 2553   | 41  | 2553   | 41  | 2554   | 41  |

| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            | Dec 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>7538</b> | <b>100</b> | <b>7541</b> | <b>100</b> | <b>7543</b> | <b>100</b> | <b>7546</b> | <b>100</b> | <b>7550</b> | <b>100</b> | <b>7553</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 1318        | 17         | 1319        | 17         | 1318        | 17         | 1319        | 17         | 1320        | 17         | 1321        | 17         |
| 16 - 24                                        | 894         | 12         | 894         | 12         | 894         | 12         | 894         | 12         | 895         | 12         | 896         | 12         |
| 25 - 34                                        | 1068        | 14         | 1068        | 14         | 1069        | 14         | 1069        | 14         | 1070        | 14         | 1070        | 14         |
| 35 - 44                                        | 1247        | 17         | 1249        | 17         | 1250        | 17         | 1250        | 17         | 1250        | 17         | 1251        | 17         |
| 45 - 54                                        | 1053        | 14         | 1053        | 14         | 1054        | 14         | 1055        | 14         | 1055        | 14         | 1055        | 14         |
| 55 - 64                                        | 888         | 12         | 888         | 12         | 888         | 12         | 888         | 12         | 889         | 12         | 889         | 12         |
| 65 +                                           | 1070        | 14         | 1070        | 14         | 1070        | 14         | 1071        | 14         | 1071        | 14         | 1071        | 14         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
| Total                                          | 6220        | 100        | 6222        | 100        | 6225        | 100        | 6227        | 100        | 6230        | 100        | 6232        | 100        |
| AB                                             | 947         | 15         | 947         | 15         | 948         | 15         | 948         | 15         | 949         | 15         | 949         | 15         |
| C1                                             | 1690        | 27         | 1691        | 27         | 1691        | 27         | 1692        | 27         | 1692        | 27         | 1693        | 27         |
| C2                                             | 1554        | 25         | 1555        | 25         | 1555        | 25         | 1556        | 25         | 1557        | 25         | 1557        | 25         |
| DE                                             | 2029        | 33         | 2029        | 33         | 2031        | 33         | 2031        | 33         | 2032        | 33         | 2033        | 33         |
| Working F/T                                    | 3664        | 59         | 3666        | 59         | 3668        | 59         | 3668        | 59         | 3670        | 59         | 3672        | 59         |
| Not Working                                    | 2556        | 41         | 2556        | 41         | 2557        | 41         | 2559        | 41         | 2560        | 41         | 2560        | 41         |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                         |             | 7726   | 100 | 7729   | 100 | 7732   | 100 | 7735   | 100 | 7739   | 100 | 7742   | 100 |
| Age                                       | 4 - 15      | 1215   | 16  | 1215   | 16  | 1215   | 16  | 1215   | 16  | 1217   | 16  | 1217   | 16  |
|                                           | 16 - 24     | 869    | 11  | 869    | 11  | 870    | 11  | 870    | 11  | 870    | 11  | 870    | 11  |
|                                           | 25 - 34     | 1026   | 13  | 1027   | 13  | 1028   | 13  | 1028   | 13  | 1028   | 13  | 1028   | 13  |
|                                           | 35 - 44     | 1224   | 16  | 1224   | 16  | 1225   | 16  | 1226   | 16  | 1227   | 16  | 1228   | 16  |
|                                           | 45 - 54     | 1056   | 14  | 1056   | 14  | 1057   | 14  | 1058   | 14  | 1058   | 14  | 1058   | 14  |
|                                           | 55 - 64     | 913    | 12  | 913    | 12  | 913    | 12  | 914    | 12  | 914    | 12  | 914    | 12  |
|                                           | 65 +        | 1423   | 18  | 1425   | 18  | 1424   | 18  | 1424   | 18  | 1425   | 18  | 1427   | 18  |
| Adults                                    | Total       | 6511   | 100 | 6514   | 100 | 6517   | 100 | 6520   | 100 | 6522   | 100 | 6525   | 100 |
|                                           | AB          | 895    | 14  | 895    | 14  | 895    | 14  | 896    | 14  | 896    | 14  | 896    | 14  |
|                                           | C1          | 1857   | 29  | 1858   | 29  | 1859   | 29  | 1859   | 29  | 1860   | 29  | 1861   | 29  |
|                                           | C2          | 1325   | 20  | 1325   | 20  | 1326   | 20  | 1326   | 20  | 1327   | 20  | 1327   | 20  |
|                                           | DE          | 2434   | 37  | 2436   | 37  | 2437   | 37  | 2439   | 37  | 2439   | 37  | 2441   | 37  |
|                                           | Working F/T | 1867   | 29  | 1868   | 29  | 1868   | 29  | 1870   | 29  | 1870   | 29  | 1871   | 29  |
|                                           | Not Working | 4644   | 71  | 4646   | 71  | 4649   | 71  | 4650   | 71  | 4652   | 71  | 4654   | 71  |

| Table 4b                                  |  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |  | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |  | 7744   | 100 | 7747   | 100 | 7752   | 100 | 7755   | 100 | 7757   | 100 | 7760   | 100 |
| Age                                       |  |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    |  | 1217   | 16  | 1217   | 16  | 1219   | 16  | 1219   | 16  | 1219   | 16  | 1219   | 16  |
| 16 - 24                                   |  | 871    | 11  | 872    | 11  | 872    | 11  | 872    | 11  | 872    | 11  | 872    | 11  |
| 25 - 34                                   |  | 1030   | 13  | 1030   | 13  | 1030   | 13  | 1030   | 13  | 1030   | 13  | 1031   | 13  |
| 35 - 44                                   |  | 1226   | 16  | 1227   | 16  | 1228   | 16  | 1229   | 16  | 1231   | 16  | 1231   | 16  |
| 45 - 54                                   |  | 1058   | 14  | 1060   | 14  | 1060   | 14  | 1060   | 14  | 1060   | 14  | 1061   | 14  |
| 55 - 64                                   |  | 915    | 12  | 915    | 12  | 916    | 12  | 916    | 12  | 916    | 12  | 916    | 12  |
| 65 +                                      |  | 1427   | 18  | 1426   | 18  | 1427   | 18  | 1429   | 18  | 1429   | 18  | 1430   | 18  |
| Adults                                    |  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     |  | 6527   | 100 | 6530   | 100 | 6533   | 100 | 6536   | 100 | 6538   | 100 | 6541   | 100 |
| AB                                        |  | 897    | 14  | 897    | 14  | 898    | 14  | 898    | 14  | 898    | 14  | 899    | 14  |
| C1                                        |  | 1861   | 29  | 1863   | 29  | 1863   | 29  | 1864   | 29  | 1865   | 29  | 1865   | 29  |
| C2                                        |  | 1328   | 20  | 1328   | 20  | 1329   | 20  | 1329   | 20  | 1330   | 20  | 1330   | 20  |
| DE                                        |  | 2441   | 37  | 2442   | 37  | 2443   | 37  | 2445   | 37  | 2445   | 37  | 2447   | 37  |
| Working F/T                               |  | 1872   | 29  | 1873   | 29  | 1873   | 29  | 1874   | 29  | 1875   | 29  | 1875   | 29  |
| Not Working                               |  | 4655   | 71  | 4657   | 71  | 4660   | 71  | 4662   | 71  | 4663   | 71  | 4666   | 71  |





| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 1214   | 100 | 1214   | 100 | 1215   | 100 | 1216   | 100 | 1216   | 100 | 1217   | 100 |
| TV Households        | 1190   | 98  | 1190   | 98  | 1191   | 98  | 1192   | 98  | 1192   | 98  | 1193   | 98  |
| ITV Households       | 1101   | 91  | 1101   | 91  | 1102   | 91  | 1103   | 91  | 1103   | 91  | 1104   | 91  |

| Table 1              |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for      | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                      | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households     | 1217   | 100 | 1218   | 100 | 1218   | 100 | 1219   | 100 | 1219   | 100 | 1220   | 100 |
| TV Households        | 1193   | 98  | 1194   | 98  | 1194   | 98  | 1195   | 98  | 1195   | 98  | 1196   | 98  |
| ITV Households       | 1104   | 91  | 1105   | 91  | 1105   | 91  | 1106   | 91  | 1106   | 91  | 1107   | 91  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 1101   | 100 | 1101   | 100 | 1102   | 100 | 1103   | 100 | 1103   | 100 | 1104   | 100 |
| Social Class                   | AB       | 147    | 13  | 147    | 13  | 147    | 13  | 147    | 13  | 147    | 13  | 147    | 13  |
|                                | C1       | 280    | 25  | 280    | 25  | 280    | 25  | 280    | 25  | 280    | 25  | 280    | 25  |
|                                | C2       | 230    | 21  | 230    | 21  | 231    | 21  | 232    | 21  | 232    | 21  | 232    | 21  |
|                                | DE       | 444    | 40  | 444    | 40  | 444    | 40  | 444    | 40  | 444    | 40  | 445    | 40  |
| Housewife Age                  | Under 25 | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   | 58     | 5   |
|                                | 25 - 34  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  |
|                                | 35 - 44  | 217    | 20  | 217    | 20  | 216    | 20  | 216    | 20  | 216    | 20  | 216    | 20  |
|                                | 44 - 54  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  |
|                                | 55 - 64  | 180    | 16  | 180    | 16  | 181    | 16  | 181    | 16  | 181    | 16  | 182    | 16  |
|                                | 65 +     | 283    | 26  | 283    | 26  | 284    | 26  | 285    | 26  | 285    | 26  | 285    | 26  |
| Size                           | 1        | 300    | 27  | 300    | 27  | 301    | 27  | 301    | 27  | 301    | 27  | 301    | 27  |
|                                | 2        | 375    | 34  | 375    | 34  | 375    | 34  | 376    | 34  | 376    | 34  | 376    | 34  |
|                                | 3        | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  |
|                                | 4+       | 242    | 22  | 242    | 22  | 242    | 22  | 242    | 22  | 242    | 22  | 243    | 22  |
| Children                       | With     | 308    | 28  | 308    | 28  | 308    | 28  | 308    | 28  | 308    | 28  | 309    | 28  |
|                                | Without  | 793    | 72  | 793    | 72  | 794    | 72  | 795    | 72  | 795    | 72  | 795    | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 1104   | 100 | 1105   | 100 | 1105   | 100 | 1106   | 100 | 1106   | 100 | 1107   | 100 |
| Social Class        | AB       | 147    | 13  | 147    | 13  | 147    | 13  | 148    | 13  | 148    | 13  | 148    | 13  |
|                     | C1       | 280    | 25  | 280    | 25  | 280    | 25  | 280    | 25  | 280    | 25  | 281    | 25  |
|                     | C2       | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  | 232    | 21  |
|                     | DE       | 445    | 40  | 446    | 40  | 446    | 40  | 446    | 40  | 446    | 40  | 446    | 40  |
| Housewife Age       | Under 25 | 58     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   | 59     | 5   |
|                     | 25 - 34  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  | 166    | 15  |
|                     | 35 - 44  | 216    | 20  | 216    | 20  | 216    | 20  | 216    | 20  | 216    | 20  | 217    | 20  |
|                     | 44 - 54  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  | 197    | 18  |
|                     | 55 - 64  | 182    | 16  | 182    | 16  | 182    | 16  | 182    | 16  | 182    | 16  | 182    | 16  |
|                     | 65 +     | 285    | 26  | 285    | 26  | 285    | 26  | 286    | 26  | 286    | 26  | 286    | 26  |
| Size                | 1        | 301    | 27  | 301    | 27  | 301    | 27  | 301    | 27  | 301    | 27  | 302    | 27  |
|                     | 2        | 376    | 34  | 377    | 34  | 377    | 34  | 378    | 34  | 378    | 34  | 377    | 34  |
|                     | 3        | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  | 184    | 17  |
|                     | 4+       | 243    | 22  | 243    | 22  | 243    | 22  | 243    | 22  | 243    | 22  | 244    | 22  |
| Children            | With     | 309    | 28  | 309    | 28  | 309    | 28  | 309    | 28  | 309    | 28  | 309    | 28  |
|                     | Without  | 795    | 72  | 796    | 72  | 796    | 72  | 797    | 72  | 797    | 72  | 798    | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 2563   | 100 | 2563   | 100 | 2566   | 100 | 2568   | 100 | 2568   | 100 | 2569   | 100 |
| Age                                               | 4 - 9   | 196    | 8   | 196    | 8   | 197    | 8   | 198    | 8   | 198    | 8   | 198    | 8   |
|                                                   | 10 - 15 | 229    | 9   | 229    | 9   | 230    | 9   | 229    | 9   | 229    | 9   | 229    | 9   |
|                                                   | 16 - 24 | 300    | 12  | 300    | 12  | 300    | 12  | 300    | 12  | 300    | 12  | 300    | 12  |
|                                                   | 25 - 34 | 332    | 13  | 332    | 13  | 332    | 13  | 332    | 13  | 332    | 13  | 332    | 13  |
|                                                   | 35 - 44 | 392    | 15  | 392    | 15  | 393    | 15  | 394    | 15  | 394    | 15  | 394    | 15  |
|                                                   | 45 - 54 | 356    | 14  | 356    | 14  | 356    | 14  | 356    | 14  | 356    | 14  | 356    | 14  |
|                                                   | 55-64   | 317    | 12  | 317    | 12  | 317    | 12  | 317    | 12  | 317    | 12  | 317    | 12  |
|                                                   | 65 +    | 441    | 17  | 441    | 17  | 441    | 17  | 442    | 17  | 442    | 17  | 443    | 17  |
| Adults                                            | Total   | 2138   | 100 | 2138   | 100 | 2139   | 100 | 2141   | 100 | 2141   | 100 | 2142   | 100 |
|                                                   | AB      | 307    | 14  | 307    | 14  | 308    | 14  | 309    | 14  | 309    | 14  | 309    | 14  |
|                                                   | C1      | 558    | 26  | 558    | 26  | 558    | 26  | 557    | 26  | 557    | 26  | 557    | 26  |
|                                                   | C2      | 507    | 24  | 507    | 24  | 508    | 24  | 508    | 24  | 508    | 24  | 508    | 24  |
|                                                   | DE      | 766    | 36  | 766    | 36  | 765    | 36  | 767    | 36  | 767    | 36  | 768    | 36  |

| <b>Table 3</b>                                |             |            |             |            |             |            |             |            |             |            |
|-----------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>All Individuals in ITV Home Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                               | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            |
|                                               | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Individuals 4+</b>                   | <b>2569</b> | <b>100</b> | <b>2572</b> | <b>100</b> | <b>2572</b> | <b>100</b> | <b>2574</b> | <b>100</b> | <b>2574</b> | <b>100</b> |
| <b>Age</b>                                    |             |            |             |            |             |            |             |            |             |            |
| 4 - 9                                         | 198         | 8          | 198         | 8          | 198         | 8          | 198         | 8          | 198         | 8          |
| 10 - 15                                       | 229         | 9          | 229         | 9          | 229         | 9          | 229         | 9          | 230         | 9          |
| 16 - 24                                       | 300         | 12         | 301         | 12         | 301         | 12         | 302         | 12         | 302         | 12         |
| 25 - 34                                       | 332         | 13         | 333         | 13         | 333         | 13         | 333         | 13         | 333         | 13         |
| 35 - 44                                       | 394         | 15         | 395         | 15         | 395         | 15         | 394         | 15         | 394         | 15         |
| 45 - 54                                       | 356         | 14         | 357         | 14         | 357         | 14         | 358         | 14         | 358         | 14         |
| 55-64                                         | 317         | 12         | 317         | 12         | 317         | 12         | 317         | 12         | 319         | 12         |
| 65 +                                          | 443         | 17         | 442         | 17         | 442         | 17         | 443         | 17         | 442         | 17         |
| <b>Adults</b>                                 |             |            |             |            |             |            |             |            |             |            |
| Total                                         | 2142        | 100        | 2145        | 100        | 2145        | 100        | 2147        | 100        | 2147        | 100        |
| AB                                            | 309         | 14         | 310         | 14         | 310         | 14         | 310         | 14         | 310         | 14         |
| C1                                            | 557         | 26         | 558         | 26         | 558         | 26         | 560         | 26         | 560         | 26         |
| C2                                            | 508         | 24         | 508         | 24         | 508         | 24         | 508         | 24         | 509         | 24         |
| DE                                            | 768         | 36         | 769         | 36         | 769         | 36         | 769         | 36         | 769         | 36         |

| Table 4a Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
|--------------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                  | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     |
|                                                  | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                                   | 1261   | 100 | 1261   | 100 | 1261   | 100 | 1263   | 100 | 1263   | 100 |
| Age                                              |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                           | 218    | 17  | 218    | 17  | 217    | 17  | 218    | 17  | 218    | 17  |
| 16 - 24                                          | 154    | 12  | 154    | 12  | 154    | 12  | 154    | 12  | 154    | 12  |
| 25 - 34                                          | 172    | 14  | 172    | 14  | 172    | 14  | 172    | 14  | 172    | 14  |
| 35 - 44                                          | 195    | 15  | 195    | 15  | 195    | 15  | 195    | 15  | 195    | 15  |
| 45 - 54                                          | 176    | 14  | 176    | 14  | 176    | 14  | 176    | 14  | 176    | 14  |
| 55 - 64                                          | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
| 65 +                                             | 189    | 15  | 189    | 15  | 190    | 15  | 191    | 15  | 191    | 15  |
| Adults                                           |        |     |        |     |        |     |        |     |        |     |
| Total                                            | 1043   | 100 | 1043   | 100 | 1044   | 100 | 1045   | 100 | 1045   | 100 |
| AB                                               | 158    | 15  | 158    | 15  | 158    | 15  | 158    | 15  | 158    | 15  |
| C1                                               | 268    | 26  | 268    | 26  | 268    | 26  | 268    | 26  | 268    | 26  |
| C2                                               | 271    | 26  | 271    | 26  | 271    | 26  | 271    | 26  | 271    | 26  |
| DE                                               | 346    | 33  | 346    | 33  | 347    | 33  | 348    | 33  | 348    | 33  |
| Working F/T                                      | 580    | 56  | 580    | 56  | 581    | 56  | 582    | 56  | 582    | 56  |
| Not Working                                      | 463    | 44  | 463    | 44  | 463    | 44  | 463    | 44  | 463    | 44  |

| Table 4a                                |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |             | 1264   | 100 | 1264   | 100 | 1264   | 100 | 1266   | 100 | 1266   | 100 | 1267   | 100 |
| Age                                     | 4 - 15      | 218    | 17  | 218    | 17  | 218    | 17  | 218    | 17  | 218    | 17  | 219    | 17  |
|                                         | 16 - 24     | 154    | 12  | 155    | 12  | 155    | 12  | 156    | 12  | 156    | 12  | 156    | 12  |
|                                         | 25 - 34     | 172    | 14  | 173    | 14  | 173    | 14  | 173    | 14  | 173    | 14  | 173    | 14  |
|                                         | 35 - 44     | 195    | 15  | 196    | 16  | 196    | 16  | 195    | 15  | 195    | 15  | 195    | 15  |
|                                         | 45 - 54     | 176    | 14  | 176    | 14  | 176    | 14  | 177    | 14  | 177    | 14  | 177    | 14  |
|                                         | 55 - 64     | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  | 157    | 12  |
|                                         | 65 +        | 192    | 15  | 189    | 15  | 189    | 15  | 190    | 15  | 190    | 15  | 190    | 15  |
| Adults                                  | Total       | 1046   | 100 | 1046   | 100 | 1046   | 100 | 1048   | 100 | 1048   | 100 | 1048   | 100 |
|                                         | AB          | 158    | 15  | 159    | 15  | 159    | 15  | 159    | 15  | 159    | 15  | 159    | 15  |
|                                         | C1          | 268    | 26  | 268    | 26  | 268    | 26  | 269    | 26  | 269    | 26  | 269    | 26  |
|                                         | C2          | 271    | 26  | 271    | 26  | 271    | 26  | 271    | 26  | 271    | 26  | 272    | 26  |
|                                         | DE          | 349    | 33  | 348    | 33  | 348    | 33  | 349    | 33  | 349    | 33  | 348    | 33  |
|                                         | Working F/T | 582    | 56  | 582    | 56  | 582    | 56  | 583    | 56  | 583    | 56  | 583    | 56  |
|                                         | Not Working | 464    | 44  | 464    | 44  | 464    | 44  | 465    | 44  | 465    | 44  | 465    | 44  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                                      |             | 1302   | 100 | 1302   | 100 | 1305   | 100 | 1305   | 100 | 1305   | 100 | 1305   | 100 |
| Age                                                   | 4 - 15      | 207    | 16  | 207    | 16  | 210    | 16  | 209    | 16  | 209    | 16  | 209    | 16  |
|                                                       | 16 - 24     | 146    | 11  | 146    | 11  | 146    | 11  | 146    | 11  | 146    | 11  | 146    | 11  |
|                                                       | 25 - 34     | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  |
|                                                       | 35 - 44     | 197    | 15  | 197    | 15  | 198    | 15  | 199    | 15  | 199    | 15  | 199    | 15  |
|                                                       | 45 - 54     | 180    | 14  | 180    | 14  | 180    | 14  | 180    | 14  | 180    | 14  | 180    | 14  |
|                                                       | 55 - 64     | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  |
| 65 +                                                  |             | 252    | 19  | 252    | 19  | 251    | 19  | 251    | 19  | 251    | 19  | 251    | 19  |
| Adults                                                | Total       | 1095   | 100 | 1095   | 100 | 1095   | 100 | 1096   | 100 | 1096   | 100 | 1096   | 100 |
|                                                       | AB          | 149    | 14  | 149    | 14  | 150    | 14  | 151    | 14  | 151    | 14  | 151    | 14  |
|                                                       | C1          | 290    | 26  | 290    | 26  | 290    | 26  | 289    | 26  | 289    | 26  | 289    | 26  |
|                                                       | C2          | 236    | 22  | 236    | 22  | 237    | 22  | 237    | 22  | 237    | 22  | 237    | 22  |
|                                                       | DE          | 420    | 38  | 420    | 38  | 418    | 38  | 419    | 38  | 419    | 38  | 419    | 38  |
|                                                       | Working F/T | 305    | 28  | 305    | 28  | 306    | 28  | 306    | 28  | 306    | 28  | 306    | 28  |
|                                                       | Not Working | 790    | 72  | 790    | 72  | 789    | 72  | 790    | 72  | 790    | 72  | 790    | 72  |



| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 1305   | 100 | 1308   | 100 | 1308   | 100 | 1308   | 100 | 1308   | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 209    | 16  | 209    | 16  | 209    | 16  | 209    | 16  | 209    | 16  |
| 16 - 24                                   | 146    | 11  | 146    | 11  | 146    | 11  | 146    | 11  | 146    | 11  |
| 25 - 34                                   | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  |
| 35 - 44                                   | 199    | 15  | 199    | 15  | 199    | 15  | 199    | 15  | 199    | 15  |
| 45 - 54                                   | 180    | 14  | 181    | 14  | 181    | 14  | 181    | 14  | 181    | 14  |
| 55 - 64                                   | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  | 160    | 12  |
| 65 +                                      | 251    | 19  | 253    | 19  | 253    | 19  | 253    | 19  | 252    | 19  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 1096   | 100 | 1099   | 100 | 1099   | 100 | 1099   | 100 | 1100   | 100 |
| AB                                        | 151    | 14  | 151    | 14  | 151    | 14  | 151    | 14  | 151    | 14  |
| C1                                        | 289    | 26  | 290    | 26  | 290    | 26  | 291    | 26  | 291    | 26  |
| C2                                        | 237    | 22  | 237    | 22  | 237    | 22  | 237    | 22  | 237    | 22  |
| DE                                        | 419    | 38  | 421    | 38  | 421    | 38  | 420    | 38  | 421    | 38  |
| Working F/T                               | 306    | 28  | 306    | 28  | 306    | 28  | 306    | 28  | 306    | 28  |
| Not Working                               | 790    | 72  | 793    | 72  | 793    | 72  | 793    | 72  | 794    | 72  |



## CH4 - ALL REGIONS

Projections Jan 03 - Dec 03

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

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

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 24727  | 100 | 24741  | 100 | 24757  | 100 | 24772  | 100 | 24785  | 100 | 24800  | 100 |
| Social Class                   | AB       | 4392   | 18  | 4395   | 18  | 4396   | 18  | 4400   | 18  | 4402   | 18  | 4404   | 18  |
|                                | C1       | 7071   | 29  | 7075   | 29  | 7083   | 29  | 7084   | 29  | 7089   | 29  | 7095   | 29  |
|                                | C2       | 4837   | 20  | 4838   | 20  | 4843   | 20  | 4845   | 20  | 4848   | 20  | 4852   | 20  |
|                                | DE       | 8427   | 34  | 8433   | 34  | 8435   | 34  | 8443   | 34  | 8446   | 34  | 8449   | 34  |
| Housewife Age                  | Under 25 | 1419   | 6   | 1421   | 6   | 1422   | 6   | 1422   | 6   | 1423   | 6   | 1424   | 6   |
|                                | 25 - 34  | 4285   | 17  | 4287   | 17  | 4290   | 17  | 4293   | 17  | 4299   | 17  | 4303   | 17  |
|                                | 35 - 44  | 5117   | 21  | 5120   | 21  | 5127   | 21  | 5127   | 21  | 5126   | 21  | 5132   | 21  |
|                                | 44 - 54  | 4298   | 17  | 4302   | 17  | 4303   | 17  | 4306   | 17  | 4309   | 17  | 4310   | 17  |
|                                | 55 - 64  | 3716   | 15  | 3719   | 15  | 3720   | 15  | 3723   | 15  | 3726   | 15  | 3728   | 15  |
|                                | 65 +     | 5892   | 24  | 5892   | 24  | 5895   | 24  | 5901   | 24  | 5902   | 24  | 5903   | 24  |
| Size                           | 1        | 7305   | 30  | 7309   | 30  | 7315   | 30  | 7320   | 30  | 7324   | 30  | 7328   | 30  |
|                                | 2        | 8601   | 35  | 8602   | 35  | 8608   | 35  | 8611   | 35  | 8618   | 35  | 8624   | 35  |
|                                | 3        | 3790   | 15  | 3793   | 15  | 3793   | 15  | 3798   | 15  | 3799   | 15  | 3801   | 15  |
|                                | 4+       | 5031   | 20  | 5037   | 20  | 5041   | 20  | 5043   | 20  | 5044   | 20  | 5047   | 20  |
| Children                       | With     | 6769   | 27  | 6772   | 27  | 6777   | 27  | 6780   | 27  | 6785   | 27  | 6788   | 27  |
|                                | Without  | 17958  | 73  | 17969  | 73  | 17980  | 73  | 17992  | 73  | 18000  | 73  | 18012  | 73  |

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

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 55495  | 100 | 55526  | 100 | 55561  | 100 | 55598  | 100 | 55625  | 100 | 55659  | 100 |
| Age                                               | 4 - 9   | 4418   | 8   | 4419   | 8   | 4423   | 8   | 4426   | 8   | 4426   | 8   | 4430   | 8   |
|                                                   | 10 - 15 | 4708   | 8   | 4711   | 8   | 4714   | 8   | 4717   | 8   | 4721   | 8   | 4722   | 8   |
|                                                   | 16 - 24 | 6417   | 12  | 6422   | 12  | 6426   | 12  | 6427   | 12  | 6431   | 12  | 6435   | 12  |
|                                                   | 25 - 34 | 8057   | 15  | 8064   | 15  | 8069   | 15  | 8081   | 15  | 8084   | 15  | 8085   | 15  |
|                                                   | 35 - 44 | 9145   | 16  | 9146   | 16  | 9152   | 16  | 9155   | 16  | 9162   | 16  | 9173   | 16  |
|                                                   | 45 - 54 | 7630   | 14  | 7638   | 14  | 7642   | 14  | 7648   | 14  | 7652   | 14  | 7655   | 14  |
|                                                   | 55-64   | 6422   | 12  | 6423   | 12  | 6426   | 12  | 6430   | 12  | 6432   | 12  | 6434   | 12  |
|                                                   | 65 +    | 8698   | 16  | 8703   | 16  | 8709   | 16  | 8714   | 16  | 8717   | 16  | 8725   | 16  |
| Adults                                            | Total   | 46369  | 100 | 46396  | 100 | 46424  | 100 | 46455  | 100 | 46478  | 100 | 46507  | 100 |
|                                                   | AB      | 8852   | 19  | 8858   | 19  | 8864   | 19  | 8870   | 19  | 8875   | 19  | 8882   | 19  |
|                                                   | C1      | 13622  | 29  | 13628  | 29  | 13640  | 29  | 13646  | 29  | 13652  | 29  | 13662  | 29  |
|                                                   | C2      | 10054  | 22  | 10054  | 22  | 10063  | 22  | 10071  | 22  | 10077  | 22  | 10080  | 22  |
|                                                   | DE      | 13841  | 30  | 13856  | 30  | 13857  | 30  | 13868  | 30  | 13874  | 30  | 13883  | 30  |

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

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



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

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

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



## CH4 - LONDON MACRO REGION

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 5984   | 100 | 5988   | 100 | 5992   | 100 | 5996   | 100 | 6000   | 100 | 6004   | 100 |
| TV Households                   | 5800   | 97  | 5803   | 97  | 5807   | 97  | 5811   | 97  | 5815   | 97  | 5819   | 97  |
| ITV Households                  | 4950   | 83  | 4954   | 83  | 4957   | 83  | 4960   | 83  | 4964   | 83  | 4967   | 83  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 6008   | 100 | 6012   | 100 | 6016   | 100 | 6020   | 100 | 6024   | 100 | 6028   | 100 |
| TV Households                   | 5823   | 97  | 5827   | 97  | 5831   | 97  | 5834   | 97  | 5838   | 97  | 5842   | 97  |
| ITV Households                  | 4970   | 83  | 4974   | 83  | 4977   | 83  | 4980   | 83  | 4984   | 83  | 4987   | 83  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 4950   | 100 | 4954   | 100 | 4957   | 100 | 4960   | 100 | 4964   | 100 | 4967   | 100 |
| Social Class                   | AB       | 1234   | 25  | 1235   | 25  | 1236   | 25  | 1237   | 25  | 1238   | 25  | 1239   | 25  |
|                                | C1       | 1571   | 32  | 1573   | 32  | 1573   | 32  | 1574   | 32  | 1575   | 32  | 1576   | 32  |
|                                | C2       | 831    | 17  | 832    | 17  | 832    | 17  | 833    | 17  | 833    | 17  | 834    | 17  |
|                                | DE       | 1314   | 27  | 1314   | 27  | 1316   | 27  | 1316   | 27  | 1318   | 27  | 1318   | 27  |
| Housewife Age                  | Under 25 | 286    | 6   | 286    | 6   | 286    | 6   | 287    | 6   | 288    | 6   | 288    | 6   |
|                                | 25 - 34  | 980    | 20  | 981    | 20  | 981    | 20  | 982    | 20  | 982    | 20  | 984    | 20  |
|                                | 35 - 44  | 1159   | 23  | 1162   | 23  | 1164   | 23  | 1162   | 23  | 1163   | 23  | 1164   | 23  |
|                                | 44 - 54  | 857    | 17  | 857    | 17  | 857    | 17  | 858    | 17  | 858    | 17  | 859    | 17  |
|                                | 55 - 64  | 676    | 14  | 676    | 14  | 676    | 14  | 678    | 14  | 678    | 14  | 678    | 14  |
|                                | 65 +     | 992    | 20  | 992    | 20  | 993    | 20  | 993    | 20  | 995    | 20  | 994    | 20  |
| Size                           | 1        | 1511   | 31  | 1512   | 31  | 1513   | 31  | 1514   | 31  | 1515   | 31  | 1516   | 31  |
|                                | 2        | 1604   | 32  | 1606   | 32  | 1606   | 32  | 1608   | 32  | 1609   | 32  | 1610   | 32  |
|                                | 3        | 744    | 15  | 744    | 15  | 745    | 15  | 745    | 15  | 746    | 15  | 746    | 15  |
|                                | 4+       | 1091   | 22  | 1092   | 22  | 1093   | 22  | 1093   | 22  | 1094   | 22  | 1095   | 22  |
| Children                       | With     | 1412   | 29  | 1413   | 29  | 1414   | 29  | 1415   | 29  | 1416   | 29  | 1417   | 29  |
|                                | Without  | 3538   | 71  | 3541   | 71  | 3543   | 71  | 3545   | 71  | 3548   | 71  | 3550   | 71  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 4970   | 100 | 4974   | 100 | 4977   | 100 | 4980   | 100 | 4984   | 100 | 4987   | 100 |
| Social Class        | AB       | 1239   | 25  | 1240   | 25  | 1241   | 25  | 1242   | 25  | 1243   | 25  | 1243   | 25  |
|                     | C1       | 1577   | 32  | 1579   | 32  | 1579   | 32  | 1580   | 32  | 1582   | 32  | 1583   | 32  |
|                     | C2       | 834    | 17  | 835    | 17  | 836    | 17  | 836    | 17  | 837    | 17  | 837    | 17  |
|                     | DE       | 1320   | 27  | 1320   | 27  | 1321   | 27  | 1322   | 27  | 1322   | 27  | 1324   | 27  |
| Housewife Age       | Under 25 | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   | 288    | 6   |
|                     | 25 - 34  | 984    | 20  | 985    | 20  | 985    | 20  | 985    | 20  | 987    | 20  | 987    | 20  |
|                     | 35 - 44  | 1165   | 23  | 1165   | 23  | 1166   | 23  | 1168   | 23  | 1169   | 23  | 1169   | 23  |
|                     | 44 - 54  | 860    | 17  | 860    | 17  | 860    | 17  | 862    | 17  | 862    | 17  | 862    | 17  |
|                     | 55 - 64  | 678    | 14  | 679    | 14  | 680    | 14  | 680    | 14  | 680    | 14  | 681    | 14  |
|                     | 65 +     | 995    | 20  | 997    | 20  | 998    | 20  | 997    | 20  | 998    | 20  | 1000   | 20  |
| Size                | 1        | 1517   | 31  | 1518   | 31  | 1519   | 31  | 1520   | 31  | 1521   | 31  | 1522   | 31  |
|                     | 2        | 1610   | 32  | 1613   | 32  | 1613   | 32  | 1614   | 32  | 1616   | 32  | 1617   | 32  |
|                     | 3        | 747    | 15  | 747    | 15  | 748    | 15  | 748    | 15  | 749    | 15  | 749    | 15  |
|                     | 4+       | 1096   | 22  | 1096   | 22  | 1097   | 22  | 1098   | 22  | 1098   | 22  | 1099   | 22  |
| Children            | With     | 1418   | 29  | 1419   | 29  | 1420   | 29  | 1421   | 29  | 1422   | 29  | 1423   | 29  |
|                     | Without  | 3552   | 71  | 3555   | 71  | 3557   | 71  | 3559   | 71  | 3562   | 71  | 3564   | 71  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 11175  | 100 | 11183  | 100 | 11190  | 100 | 11198  | 100 | 11205  | 100 | 11213  | 100 |
| Age                                               | 4 - 9   | 931    | 8   | 931    | 8   | 932    | 8   | 933    | 8   | 933    | 8   | 934    | 8   |
|                                                   | 10 - 15 | 920    | 8   | 921    | 8   | 921    | 8   | 921    | 8   | 923    | 8   | 923    | 8   |
|                                                   | 16 - 24 | 1336   | 12  | 1336   | 12  | 1338   | 12  | 1338   | 12  | 1339   | 12  | 1340   | 12  |
|                                                   | 25 - 34 | 1827   | 16  | 1827   | 16  | 1829   | 16  | 1829   | 16  | 1832   | 16  | 1833   | 16  |
|                                                   | 35 - 44 | 2041   | 18  | 2042   | 18  | 2041   | 18  | 2046   | 18  | 2046   | 18  | 2047   | 18  |
|                                                   | 45 - 54 | 1511   | 14  | 1513   | 14  | 1515   | 14  | 1515   | 14  | 1516   | 14  | 1517   | 14  |
|                                                   | 55-64   | 1180   | 11  | 1182   | 11  | 1182   | 11  | 1182   | 11  | 1184   | 11  | 1185   | 11  |
|                                                   | 65 +    | 1429   | 13  | 1431   | 13  | 1432   | 13  | 1434   | 13  | 1432   | 13  | 1434   | 13  |
| Adults                                            | Total   | 9324   | 100 | 9331   | 100 | 9337   | 100 | 9344   | 100 | 9349   | 100 | 9356   | 100 |
|                                                   | AB      | 2490   | 27  | 2491   | 27  | 2493   | 27  | 2494   | 27  | 2496   | 27  | 2498   | 27  |
|                                                   | C1      | 2943   | 32  | 2947   | 32  | 2948   | 32  | 2951   | 32  | 2952   | 32  | 2954   | 32  |
|                                                   | C2      | 1717   | 18  | 1719   | 18  | 1719   | 18  | 1721   | 18  | 1722   | 18  | 1723   | 18  |
|                                                   | DE      | 2174   | 23  | 2174   | 23  | 2177   | 23  | 2178   | 23  | 2179   | 23  | 2181   | 23  |





| Table 4a        |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                 |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+  |             | 5550   | 100 | 5554   | 100 | 5556   | 100 | 5560   | 100 | 5565   | 100 | 5568   | 100 |
| Age             | 4 - 15      | 948    | 17  | 949    | 17  | 948    | 17  | 949    | 17  | 951    | 17  | 951    | 17  |
|                 | 16 - 24     | 675    | 12  | 675    | 12  | 676    | 12  | 676    | 12  | 676    | 12  | 677    | 12  |
|                 | 25 - 34     | 937    | 17  | 937    | 17  | 938    | 17  | 938    | 17  | 940    | 17  | 940    | 17  |
|                 | 35 - 44     | 1041   | 19  | 1040   | 19  | 1041   | 19  | 1043   | 19  | 1042   | 19  | 1044   | 19  |
|                 | 45 - 54     | 755    | 14  | 757    | 14  | 757    | 14  | 757    | 14  | 758    | 14  | 758    | 14  |
|                 | 55 - 64     | 570    | 10  | 571    | 10  | 571    | 10  | 571    | 10  | 572    | 10  | 572    | 10  |
|                 | 65 +        | 624    | 11  | 625    | 11  | 625    | 11  | 626    | 11  | 626    | 11  | 626    | 11  |
| Adults          | Total       | 4602   | 100 | 4605   | 100 | 4608   | 100 | 4611   | 100 | 4614   | 100 | 4617   | 100 |
|                 | AB          | 1289   | 28  | 1289   | 28  | 1290   | 28  | 1291   | 28  | 1292   | 28  | 1293   | 28  |
|                 | C1          | 1408   | 31  | 1410   | 31  | 1411   | 31  | 1411   | 31  | 1412   | 31  | 1413   | 31  |
|                 | C2          | 915    | 20  | 916    | 20  | 916    | 20  | 917    | 20  | 918    | 20  | 918    | 20  |
|                 | DE          | 990    | 22  | 990    | 21  | 991    | 22  | 992    | 22  | 992    | 21  | 993    | 22  |
|                 | Working F/T | 3058   | 66  | 3060   | 66  | 3062   | 66  | 3064   | 66  | 3066   | 66  | 3068   | 66  |
|                 | Not Working | 1544   | 34  | 1545   | 34  | 1546   | 34  | 1547   | 34  | 1548   | 34  | 1549   | 34  |

| Table 4a                                |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |             | 5571   | 100 | 5575   | 100 | 5579   | 100 | 5582   | 100 | 5586   | 100 | 5590   | 100 |
| Age                                     | 4 - 15      | 951    | 17  | 952    | 17  | 953    | 17  | 953    | 17  | 954    | 17  | 955    | 17  |
|                                         | 16 - 24     | 678    | 12  | 678    | 12  | 678    | 12  | 678    | 12  | 679    | 12  | 680    | 12  |
|                                         | 25 - 34     | 940    | 17  | 941    | 17  | 941    | 17  | 943    | 17  | 943    | 17  | 943    | 17  |
|                                         | 35 - 44     | 1043   | 19  | 1045   | 19  | 1046   | 19  | 1047   | 19  | 1047   | 19  | 1046   | 19  |
|                                         | 45 - 54     | 759    | 14  | 759    | 14  | 760    | 14  | 760    | 14  | 760    | 14  | 762    | 14  |
|                                         | 55 - 64     | 573    | 10  | 573    | 10  | 573    | 10  | 573    | 10  | 575    | 10  | 575    | 10  |
|                                         | 65 +        | 627    | 11  | 627    | 11  | 628    | 11  | 628    | 11  | 628    | 11  | 629    | 11  |
| Adults                                  | Total       | 4620   | 100 | 4623   | 100 | 4626   | 100 | 4629   | 100 | 4632   | 100 | 4635   | 100 |
|                                         | AB          | 1294   | 28  | 1295   | 28  | 1295   | 28  | 1296   | 28  | 1297   | 28  | 1298   | 28  |
|                                         | C1          | 1414   | 31  | 1414   | 31  | 1416   | 31  | 1417   | 31  | 1417   | 31  | 1418   | 31  |
|                                         | C2          | 919    | 20  | 919    | 20  | 920    | 20  | 921    | 20  | 921    | 20  | 922    | 20  |
|                                         | DE          | 993    | 21  | 995    | 22  | 995    | 22  | 995    | 21  | 997    | 22  | 997    | 22  |
|                                         | Working F/T | 3070   | 66  | 3072   | 66  | 3074   | 66  | 3076   | 66  | 3077   | 66  | 3080   | 66  |
|                                         | Not Working | 1550   | 34  | 1551   | 34  | 1552   | 34  | 1553   | 34  | 1555   | 34  | 1555   | 34  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 5625   | 100 | 5629   | 100 | 5634   | 100 | 5638   | 100 | 5640   | 100 | 5645   | 100 |
| Age                                                   | 4 - 15      | 903    | 16  | 903    | 16  | 905    | 16  | 905    | 16  | 905    | 16  | 906    | 16  |
|                                                       | 16 - 24     | 661    | 12  | 661    | 12  | 662    | 12  | 662    | 12  | 663    | 12  | 663    | 12  |
|                                                       | 25 - 34     | 890    | 16  | 890    | 16  | 891    | 16  | 891    | 16  | 892    | 16  | 893    | 16  |
|                                                       | 35 - 44     | 1000   | 18  | 1002   | 18  | 1000   | 18  | 1003   | 18  | 1004   | 18  | 1003   | 18  |
|                                                       | 45 - 54     | 756    | 13  | 756    | 13  | 758    | 13  | 758    | 13  | 758    | 13  | 759    | 13  |
|                                                       | 55 - 64     | 610    | 11  | 611    | 11  | 611    | 11  | 611    | 11  | 612    | 11  | 613    | 11  |
|                                                       | 65 +        | 805    | 14  | 806    | 14  | 807    | 14  | 808    | 14  | 806    | 14  | 808    | 14  |
| Adults                                                | Total       | 4722   | 100 | 4726   | 100 | 4729   | 100 | 4733   | 100 | 4735   | 100 | 4739   | 100 |
|                                                       | AB          | 1201   | 25  | 1202   | 25  | 1203   | 25  | 1203   | 25  | 1204   | 25  | 1205   | 25  |
|                                                       | C1          | 1535   | 33  | 1537   | 33  | 1537   | 33  | 1540   | 33  | 1540   | 33  | 1541   | 33  |
|                                                       | C2          | 802    | 17  | 803    | 17  | 803    | 17  | 804    | 17  | 804    | 17  | 805    | 17  |
|                                                       | DE          | 1184   | 25  | 1184   | 25  | 1186   | 25  | 1186   | 25  | 1187   | 25  | 1188   | 25  |
|                                                       | Working F/T | 1604   | 34  | 1606   | 34  | 1607   | 34  | 1608   | 34  | 1609   | 34  | 1610   | 34  |
|                                                       | Not Working | 3118   | 66  | 3120   | 66  | 3122   | 66  | 3125   | 66  | 3126   | 66  | 3129   | 66  |

| Table 4b         |             |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+ |             | 5649   | 100 | 5652   | 100 | 5656   | 100 | 5660   | 100 | 5664   | 100 | 5667   | 100 |
| Age              | 4 - 15      | 907    | 16  | 907    | 16  | 908    | 16  | 909    | 16  | 909    | 16  | 909    | 16  |
|                  | 16 - 24     | 664    | 12  | 664    | 12  | 664    | 12  | 665    | 12  | 666    | 12  | 666    | 12  |
|                  | 25 - 34     | 893    | 16  | 894    | 16  | 895    | 16  | 895    | 16  | 896    | 16  | 896    | 16  |
|                  | 35 - 44     | 1004   | 18  | 1005   | 18  | 1005   | 18  | 1006   | 18  | 1007   | 18  | 1007   | 18  |
|                  | 45 - 54     | 759    | 13  | 759    | 13  | 761    | 13  | 761    | 13  | 761    | 13  | 762    | 13  |
|                  | 55 - 64     | 613    | 11  | 613    | 11  | 613    | 11  | 615    | 11  | 615    | 11  | 615    | 11  |
|                  | 65 +        | 809    | 14  | 810    | 14  | 810    | 14  | 809    | 14  | 810    | 14  | 812    | 14  |
| Adults           | Total       | 4742   | 100 | 4745   | 100 | 4748   | 100 | 4751   | 100 | 4755   | 100 | 4758   | 100 |
|                  | AB          | 1206   | 25  | 1207   | 25  | 1207   | 25  | 1208   | 25  | 1209   | 25  | 1210   | 25  |
|                  | C1          | 1542   | 33  | 1543   | 33  | 1544   | 33  | 1545   | 33  | 1547   | 33  | 1547   | 33  |
|                  | C2          | 806    | 17  | 806    | 17  | 807    | 17  | 807    | 17  | 808    | 17  | 808    | 17  |
|                  | DE          | 1188   | 25  | 1189   | 25  | 1190   | 25  | 1191   | 25  | 1191   | 25  | 1193   | 25  |
|                  | Working F/T | 1611   | 34  | 1613   | 34  | 1613   | 34  | 1614   | 34  | 1615   | 34  | 1617   | 34  |
|                  | Not Working | 3131   | 66  | 3132   | 66  | 3135   | 66  | 3137   | 66  | 3140   | 66  | 3141   | 66  |



## CH4 - SOUTH MACRO REGION

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7913   | 100 | 7919   | 100 | 7925   | 100 | 7931   | 100 | 7936   | 100 | 7942   | 100 |
| TV Households                   | 7744   | 98  | 7750   | 98  | 7756   | 98  | 7761   | 98  | 7766   | 98  | 7772   | 98  |
| ITV Households                  | 7035   | 89  | 7040   | 89  | 7046   | 89  | 7051   | 89  | 7055   | 89  | 7061   | 89  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7948   | 100 | 7954   | 100 | 7960   | 100 | 7965   | 100 | 7971   | 100 | 7977   | 100 |
| TV Households                   | 7778   | 98  | 7784   | 98  | 7790   | 98  | 7795   | 98  | 7801   | 98  | 7806   | 98  |
| ITV Households                  | 7066   | 89  | 7071   | 89  | 7077   | 89  | 7081   | 89  | 7087   | 89  | 7092   | 89  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 7035   | 100 | 7040   | 100 | 7046   | 100 | 7051   | 100 | 7055   | 100 | 7061   | 100 |
| Social Class                   | AB       | 1320   | 19  | 1321   | 19  | 1322   | 19  | 1323   | 19  | 1324   | 19  | 1325   | 19  |
|                                | C1       | 2090   | 30  | 2092   | 30  | 2093   | 30  | 2095   | 30  | 2096   | 30  | 2098   | 30  |
|                                | C2       | 1475   | 21  | 1476   | 21  | 1477   | 21  | 1478   | 21  | 1479   | 21  | 1480   | 21  |
|                                | DE       | 2150   | 31  | 2151   | 31  | 2154   | 31  | 2155   | 31  | 2156   | 31  | 2158   | 31  |
| Housewife Age                  | Under 25 | 394    | 6   | 395    | 6   | 395    | 6   | 395    | 6   | 396    | 6   | 396    | 6   |
|                                | 25 - 34  | 1183   | 17  | 1184   | 17  | 1185   | 17  | 1186   | 17  | 1186   | 17  | 1187   | 17  |
|                                | 35 - 44  | 1348   | 19  | 1349   | 19  | 1350   | 19  | 1351   | 19  | 1352   | 19  | 1353   | 19  |
|                                | 44 - 54  | 1234   | 18  | 1235   | 18  | 1236   | 18  | 1237   | 18  | 1237   | 18  | 1239   | 18  |
|                                | 55 - 64  | 1068   | 15  | 1068   | 15  | 1069   | 15  | 1070   | 15  | 1070   | 15  | 1071   | 15  |
|                                | 65 +     | 1808   | 26  | 1809   | 26  | 1811   | 26  | 1812   | 26  | 1814   | 26  | 1815   | 26  |
| Size                           | 1        | 1991   | 28  | 1993   | 28  | 1994   | 28  | 1996   | 28  | 1997   | 28  | 1999   | 28  |
|                                | 2        | 2595   | 37  | 2596   | 37  | 2600   | 37  | 2601   | 37  | 2602   | 37  | 2604   | 37  |
|                                | 3        | 1061   | 15  | 1062   | 15  | 1062   | 15  | 1063   | 15  | 1064   | 15  | 1065   | 15  |
|                                | 4+       | 1388   | 20  | 1389   | 20  | 1390   | 20  | 1391   | 20  | 1392   | 20  | 1393   | 20  |
| Children                       | With     | 1858   | 26  | 1860   | 26  | 1861   | 26  | 1863   | 26  | 1864   | 26  | 1865   | 26  |
|                                | Without  | 5177   | 74  | 5180   | 74  | 5185   | 74  | 5188   | 74  | 5191   | 74  | 5196   | 74  |



| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 7066   | 100 | 7071   | 100 | 7077   | 100 | 7081   | 100 | 7087   | 100 | 7092   | 100 |
| Social Class        | AB       | 1326   | 19  | 1327   | 19  | 1328   | 19  | 1329   | 19  | 1330   | 19  | 1331   | 19  |
|                     | C1       | 2099   | 30  | 2101   | 30  | 2102   | 30  | 2104   | 30  | 2105   | 30  | 2107   | 30  |
|                     | C2       | 1481   | 21  | 1482   | 21  | 1483   | 21  | 1484   | 21  | 1485   | 21  | 1486   | 21  |
|                     | DE       | 2160   | 31  | 2161   | 31  | 2164   | 31  | 2164   | 31  | 2167   | 31  | 2168   | 31  |
| Housewife Age       | Under 25 | 396    | 6   | 397    | 6   | 397    | 6   | 397    | 6   | 397    | 6   | 397    | 6   |
|                     | 25 - 34  | 1188   | 17  | 1189   | 17  | 1190   | 17  | 1191   | 17  | 1192   | 17  | 1193   | 17  |
|                     | 35 - 44  | 1354   | 19  | 1356   | 19  | 1356   | 19  | 1357   | 19  | 1358   | 19  | 1359   | 19  |
|                     | 44 - 54  | 1239   | 18  | 1241   | 18  | 1241   | 18  | 1242   | 18  | 1243   | 18  | 1244   | 18  |
|                     | 55 - 64  | 1072   | 15  | 1073   | 15  | 1074   | 15  | 1074   | 15  | 1075   | 15  | 1076   | 15  |
|                     | 65 +     | 1817   | 26  | 1815   | 26  | 1819   | 26  | 1820   | 26  | 1822   | 26  | 1823   | 26  |
| Size                | 1        | 2000   | 28  | 2002   | 28  | 2003   | 28  | 2004   | 28  | 2006   | 28  | 2007   | 28  |
|                     | 2        | 2607   | 37  | 2608   | 37  | 2611   | 37  | 2612   | 37  | 2614   | 37  | 2617   | 37  |
|                     | 3        | 1065   | 15  | 1066   | 15  | 1067   | 15  | 1068   | 15  | 1069   | 15  | 1069   | 15  |
|                     | 4+       | 1394   | 20  | 1395   | 20  | 1396   | 20  | 1397   | 20  | 1398   | 20  | 1399   | 20  |
| Children            | With     | 1867   | 26  | 1868   | 26  | 1869   | 26  | 1871   | 26  | 1872   | 26  | 1873   | 26  |
|                     | Without  | 5199   | 74  | 5203   | 74  | 5208   | 74  | 5210   | 74  | 5215   | 74  | 5219   | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
|---------------------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| Projections for                                   |         | Jan 03 |      | Feb 03 |      | Mar 03 |      | Apr 03 |      | May 03 |      | Jun 03 |     |
|                                                   |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                              |         | 15742  | 100  | 15754  | 100  | 15766  | 100  | 15778  | 100  | 15787  | 100  | 15799  | 100 |
| Age                                               | 4 - 9   | 1223   | 8    | 1224   | 8    | 1225   | 8    | 1226   | 8    | 1227   | 8    | 1228   | 8   |
|                                                   | 10 - 15 | 1313   | 8    | 1314   | 8    | 1314   | 8    | 1315   | 8    | 1316   | 8    | 1317   | 8   |
|                                                   | 16 - 24 | 1752   | 11   | 1754   | 11   | 1755   | 11   | 1756   | 11   | 1758   | 11   | 1759   | 11  |
|                                                   | 25 - 34 | 2210   | 14   | 2213   | 14   | 2214   | 14   | 2216   | 14   | 2218   | 14   | 2219   | 14  |
|                                                   | 35 - 44 | 2442   | 16   | 2444   | 16   | 2446   | 16   | 2449   | 16   | 2447   | 16   | 2450   | 16  |
|                                                   | 45 - 54 | 2190   | 14   | 2190   | 14   | 2192   | 14   | 2194   | 14   | 2196   | 14   | 2197   | 14  |
|                                                   | 55-64   | 1880   | 12   | 1881   | 12   | 1884   | 12   | 1884   | 12   | 1885   | 12   | 1888   | 12  |
| 65 +                                              | 2732    | 17     | 2734 | 17     | 2736 | 17     | 2738 | 17     | 2740 | 17     | 2741 | 17     |     |
| Adults                                            | Total   | 13206  | 100  | 13216  | 100  | 13227  | 100  | 13237  | 100  | 13244  | 100  | 13254  | 100 |
|                                                   | AB      | 2666   | 20   | 2668   | 20   | 2670   | 20   | 2672   | 20   | 2674   | 20   | 2676   | 20  |
|                                                   | C1      | 4005   | 30   | 4007   | 30   | 4012   | 30   | 4014   | 30   | 4015   | 30   | 4019   | 30  |
|                                                   | C2      | 3028   | 23   | 3030   | 23   | 3032   | 23   | 3036   | 23   | 3037   | 23   | 3039   | 23  |
|                                                   | DE      | 3507   | 27   | 3511   | 27   | 3513   | 27   | 3515   | 27   | 3518   | 27   | 3520   | 27  |

| <b>Table 3</b>                                |              |            |              |            |              |            |              |            |              |            |              |            |
|-----------------------------------------------|--------------|------------|--------------|------------|--------------|------------|--------------|------------|--------------|------------|--------------|------------|
| <b>All Individuals in ITV Home Households</b> |              |            |              |            |              |            |              |            |              |            |              |            |
| Projections for                               | Jul 03       |            | Aug 03       |            | Sep 03       |            | Oct 03       |            | Nov 03       |            | Dec 03       |            |
|                                               | 000's        | %          | 000's        | %          | 000's        | %          | 000's        | %          | 000's        | %          | 000's        | %          |
| <b>Total Individuals 4+</b>                   | <b>15811</b> | <b>100</b> | <b>15823</b> | <b>100</b> | <b>15835</b> | <b>100</b> | <b>15845</b> | <b>100</b> | <b>15857</b> | <b>100</b> | <b>15869</b> | <b>100</b> |
| <b>Age</b>                                    |              |            |              |            |              |            |              |            |              |            |              |            |
| 4 - 9                                         | 1229         | 8          | 1230         | 8          | 1230         | 8          | 1232         | 8          | 1232         | 8          | 1234         | 8          |
| 10 - 15                                       | 1318         | 8          | 1319         | 8          | 1321         | 8          | 1320         | 8          | 1322         | 8          | 1322         | 8          |
| 16 - 24                                       | 1760         | 11         | 1762         | 11         | 1763         | 11         | 1764         | 11         | 1766         | 11         | 1767         | 11         |
| 25 - 34                                       | 2220         | 14         | 2222         | 14         | 2224         | 14         | 2226         | 14         | 2227         | 14         | 2228         | 14         |
| 35 - 44                                       | 2453         | 16         | 2454         | 16         | 2455         | 16         | 2459         | 16         | 2459         | 16         | 2462         | 16         |
| 45 - 54                                       | 2199         | 14         | 2201         | 14         | 2202         | 14         | 2203         | 14         | 2206         | 14         | 2206         | 14         |
| 55-64                                         | 1888         | 12         | 1889         | 12         | 1892         | 12         | 1892         | 12         | 1893         | 12         | 1896         | 12         |
| 65 +                                          | 2744         | 17         | 2746         | 17         | 2748         | 17         | 2749         | 17         | 2752         | 17         | 2754         | 17         |
| <b>Adults</b>                                 |              |            |              |            |              |            |              |            |              |            |              |            |
| Total                                         | 13264        | 100        | 13274        | 100        | 13284        | 100        | 13293        | 100        | 13303        | 100        | 13313        | 100        |
| AB                                            | 2678         | 20         | 2680         | 20         | 2682         | 20         | 2683         | 20         | 2685         | 20         | 2687         | 20         |
| C1                                            | 4022         | 30         | 4024         | 30         | 4028         | 30         | 4032         | 30         | 4034         | 30         | 4038         | 30         |
| C2                                            | 3042         | 23         | 3045         | 23         | 3046         | 23         | 3048         | 23         | 3051         | 23         | 3053         | 23         |
| DE                                            | 3522         | 27         | 3525         | 27         | 3528         | 27         | 3530         | 27         | 3533         | 27         | 3535         | 27         |

| Table 4a                                |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          | 7768   | 100 | 7773   | 100 | 7778   | 100 | 7784   | 100 | 7789   | 100 | 7795   | 100 |
| Age                                     |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  | 1318   | 17  | 1319   | 17  | 1319   | 17  | 1320   | 17  | 1321   | 17  | 1322   | 17  |
| 16 - 24                                 | 892    | 11  | 892    | 11  | 893    | 11  | 894    | 11  | 894    | 11  | 895    | 11  |
| 25 - 34                                 | 1126   | 14  | 1127   | 14  | 1128   | 15  | 1129   | 15  | 1130   | 15  | 1131   | 15  |
| 35 - 44                                 | 1231   | 16  | 1232   | 16  | 1232   | 16  | 1233   | 16  | 1234   | 16  | 1234   | 16  |
| 45 - 54                                 | 1078   | 14  | 1078   | 14  | 1079   | 14  | 1080   | 14  | 1081   | 14  | 1082   | 14  |
| 55 - 64                                 | 925    | 12  | 925    | 12  | 927    | 12  | 927    | 12  | 927    | 12  | 929    | 12  |
| 65 +                                    | 1198   | 15  | 1200   | 15  | 1200   | 15  | 1201   | 15  | 1202   | 15  | 1202   | 15  |
| Adults                                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   | 6450   | 100 | 6454   | 100 | 6459   | 100 | 6464   | 100 | 6468   | 100 | 6473   | 100 |
| AB                                      | 1361   | 21  | 1362   | 21  | 1363   | 21  | 1364   | 21  | 1365   | 21  | 1366   | 21  |
| C1                                      | 1925   | 30  | 1925   | 30  | 1927   | 30  | 1928   | 30  | 1929   | 30  | 1931   | 30  |
| C2                                      | 1615   | 25  | 1616   | 25  | 1617   | 25  | 1619   | 25  | 1620   | 25  | 1621   | 25  |
| DE                                      | 1549   | 24  | 1551   | 24  | 1552   | 24  | 1553   | 24  | 1554   | 24  | 1555   | 24  |
| Working F/T                             | 4030   | 62  | 4032   | 62  | 4035   | 62  | 4038   | 62  | 4041   | 62  | 4045   | 62  |
| Not Working                             | 2420   | 38  | 2422   | 38  | 2424   | 38  | 2426   | 38  | 2427   | 38  | 2428   | 38  |

**Table 4a**  
**Male Individuals in Home ITV Households**

| Projections for |             | Jul 03 |      | Aug 03 |      | Sep 03 |      | Oct 03 |      | Nov 03 |      | Dec 03 |     |
|-----------------|-------------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
|                 |             | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Males 4+  |             | 7801   | 100  | 7807   | 100  | 7814   | 100  | 7818   | 100  | 7824   | 100  | 7830   | 100 |
| Age             | 4 - 15      | 1323   | 17   | 1324   | 17   | 1326   | 17   | 1326   | 17   | 1327   | 17   | 1328   | 17  |
|                 | 16 - 24     | 896    | 11   | 896    | 11   | 897    | 11   | 898    | 11   | 898    | 11   | 899    | 11  |
|                 | 25 - 34     | 1131   | 14   | 1132   | 14   | 1133   | 14   | 1134   | 15   | 1135   | 15   | 1135   | 14  |
|                 | 35 - 44     | 1237   | 16   | 1238   | 16   | 1238   | 16   | 1239   | 16   | 1240   | 16   | 1241   | 16  |
|                 | 45 - 54     | 1082   | 14   | 1084   | 14   | 1084   | 14   | 1084   | 14   | 1086   | 14   | 1086   | 14  |
|                 | 55 - 64     | 929    | 12   | 929    | 12   | 931    | 12   | 931    | 12   | 931    | 12   | 933    | 12  |
| 65 +            | 1203        | 15     | 1204 | 15     | 1205 | 15     | 1206 | 15     | 1207 | 15     | 1208 | 15     |     |
| Adults          | Total       | 6478   | 100  | 6483   | 100  | 6488   | 100  | 6492   | 100  | 6497   | 100  | 6502   | 100 |
|                 | AB          | 1367   | 21   | 1368   | 21   | 1369   | 21   | 1370   | 21   | 1371   | 21   | 1372   | 21  |
|                 | C1          | 1933   | 30   | 1934   | 30   | 1936   | 30   | 1937   | 30   | 1938   | 30   | 1940   | 30  |
|                 | C2          | 1622   | 25   | 1624   | 25   | 1624   | 25   | 1625   | 25   | 1627   | 25   | 1628   | 25  |
|                 | DE          | 1556   | 24   | 1557   | 24   | 1559   | 24   | 1560   | 24   | 1561   | 24   | 1562   | 24  |
|                 | Working F/T | 4048   | 62   | 4051   | 62   | 4054   | 62   | 4056   | 62   | 4060   | 62   | 4063   | 62  |
|                 | Not Working | 2430   | 38   | 2432   | 38   | 2434   | 38   | 2436   | 38   | 2437   | 38   | 2439   | 38  |

| Table 4b                                  |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                           | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          | 7974   | 100 | 7981   | 100 | 7988   | 100 | 7994   | 100 | 7998   | 100 | 8004   | 100 |
| Age                                       |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                    | 1218   | 15  | 1219   | 15  | 1220   | 15  | 1221   | 15  | 1222   | 15  | 1223   | 15  |
| 16 - 24                                   | 860    | 11  | 862    | 11  | 862    | 11  | 862    | 11  | 864    | 11  | 864    | 11  |
| 25 - 34                                   | 1084   | 14  | 1086   | 14  | 1086   | 14  | 1087   | 14  | 1088   | 14  | 1088   | 14  |
| 35 - 44                                   | 1211   | 15  | 1212   | 15  | 1214   | 15  | 1216   | 15  | 1213   | 15  | 1216   | 15  |
| 45 - 54                                   | 1112   | 14  | 1112   | 14  | 1113   | 14  | 1114   | 14  | 1115   | 14  | 1115   | 14  |
| 55 - 64                                   | 955    | 12  | 956    | 12  | 957    | 12  | 957    | 12  | 958    | 12  | 959    | 12  |
| 65 +                                      | 1534   | 19  | 1534   | 19  | 1536   | 19  | 1537   | 19  | 1538   | 19  | 1539   | 19  |
| Adults                                    |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                     | 6756   | 100 | 6762   | 100 | 6768   | 100 | 6773   | 100 | 6776   | 100 | 6781   | 100 |
| AB                                        | 1305   | 19  | 1306   | 19  | 1307   | 19  | 1308   | 19  | 1309   | 19  | 1310   | 19  |
| C1                                        | 2080   | 31  | 2082   | 31  | 2085   | 31  | 2086   | 31  | 2086   | 31  | 2088   | 31  |
| C2                                        | 1413   | 21  | 1414   | 21  | 1415   | 21  | 1417   | 21  | 1417   | 21  | 1418   | 21  |
| DE                                        | 1958   | 29  | 1960   | 29  | 1961   | 29  | 1962   | 29  | 1964   | 29  | 1965   | 29  |
| Working F/T                               | 1961   | 29  | 1963   | 29  | 1964   | 29  | 1966   | 29  | 1968   | 29  | 1969   | 29  |
| Not Working                               | 4795   | 71  | 4799   | 71  | 4804   | 71  | 4807   | 71  | 4808   | 71  | 4812   | 71  |

| Table 4b         |             |        |     |        |     |        |     |        |     |        |     |        |     |
|------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for  |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                  |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+ |             | 8010   | 100 | 8016   | 100 | 8021   | 100 | 8027   | 100 | 8033   | 100 | 8039   | 100 |
| Age              | 4 - 15      | 1224   | 15  | 1225   | 15  | 1225   | 15  | 1226   | 15  | 1227   | 15  | 1228   | 15  |
|                  | 16 - 24     | 864    | 11  | 866    | 11  | 866    | 11  | 866    | 11  | 868    | 11  | 868    | 11  |
|                  | 25 - 34     | 1089   | 14  | 1090   | 14  | 1091   | 14  | 1092   | 14  | 1092   | 14  | 1093   | 14  |
|                  | 35 - 44     | 1216   | 15  | 1216   | 15  | 1217   | 15  | 1220   | 15  | 1219   | 15  | 1221   | 15  |
|                  | 45 - 54     | 1117   | 14  | 1117   | 14  | 1118   | 14  | 1119   | 14  | 1120   | 14  | 1120   | 14  |
|                  | 55 - 64     | 959    | 12  | 960    | 12  | 961    | 12  | 961    | 12  | 962    | 12  | 963    | 12  |
|                  | 65 +        | 1541   | 19  | 1542   | 19  | 1543   | 19  | 1543   | 19  | 1545   | 19  | 1546   | 19  |
| Adults           | Total       | 6786   | 100 | 6791   | 100 | 6796   | 100 | 6801   | 100 | 6806   | 100 | 6811   | 100 |
|                  | AB          | 1311   | 19  | 1312   | 19  | 1313   | 19  | 1313   | 19  | 1314   | 19  | 1315   | 19  |
|                  | C1          | 2089   | 31  | 2090   | 31  | 2092   | 31  | 2095   | 31  | 2096   | 31  | 2098   | 31  |
|                  | C2          | 1420   | 21  | 1421   | 21  | 1422   | 21  | 1423   | 21  | 1424   | 21  | 1425   | 21  |
|                  | DE          | 1966   | 29  | 1968   | 29  | 1969   | 29  | 1970   | 29  | 1972   | 29  | 1973   | 29  |
|                  | Working F/T | 1971   | 29  | 1972   | 29  | 1974   | 29  | 1974   | 29  | 1976   | 29  | 1977   | 29  |
|                  | Not Working | 4815   | 71  | 4819   | 71  | 4822   | 71  | 4827   | 71  | 4830   | 71  | 4834   | 71  |





## CH4 - MIDLANDS MACRO REGION

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4805   | 100 | 4808   | 100 | 4811   | 100 | 4814   | 100 | 4816   | 100 | 4819   | 100 |
| TV Households                   | 4713   | 98  | 4716   | 98  | 4719   | 98  | 4722   | 98  | 4724   | 98  | 4727   | 98  |
| ITV Households                  | 3897   | 81  | 3900   | 81  | 3902   | 81  | 3905   | 81  | 3906   | 81  | 3909   | 81  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 4822   | 100 | 4825   | 100 | 4828   | 100 | 4830   | 100 | 4833   | 100 | 4836   | 100 |
| TV Households                   | 4730   | 98  | 4733   | 98  | 4736   | 98  | 4738   | 98  | 4741   | 98  | 4744   | 98  |
| ITV Households                  | 3911   | 81  | 3913   | 81  | 3916   | 81  | 3917   | 81  | 3920   | 81  | 3922   | 81  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 3897   | 100 | 3900   | 100 | 3902   | 100 | 3905   | 100 | 3906   | 100 | 3909   | 100 |
| Social Class        | AB       | 660    | 17  | 660    | 17  | 660    | 17  | 661    | 17  | 661    | 17  | 661    | 17  |
|                     | C1       | 1102   | 28  | 1103   | 28  | 1105   | 28  | 1105   | 28  | 1105   | 28  | 1106   | 28  |
|                     | C2       | 833    | 21  | 833    | 21  | 834    | 21  | 834    | 21  | 834    | 21  | 835    | 21  |
|                     | DE       | 1302   | 33  | 1304   | 33  | 1303   | 33  | 1305   | 33  | 1306   | 33  | 1307   | 33  |
| Housewife Age       | Under 25 | 214    | 5   | 214    | 5   | 214    | 5   | 214    | 5   | 215    | 6   | 216    | 6   |
|                     | 25 - 34  | 690    | 18  | 691    | 18  | 691    | 18  | 692    | 18  | 692    | 18  | 692    | 18  |
|                     | 35 - 44  | 808    | 21  | 808    | 21  | 809    | 21  | 810    | 21  | 811    | 21  | 809    | 21  |
|                     | 44 - 54  | 694    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 696    | 18  |
|                     | 55 - 64  | 593    | 15  | 593    | 15  | 593    | 15  | 594    | 15  | 594    | 15  | 595    | 15  |
|                     | 65 +     | 898    | 23  | 900    | 23  | 901    | 23  | 901    | 23  | 900    | 23  | 901    | 23  |
| Size                | 1        | 1072   | 28  | 1073   | 28  | 1074   | 28  | 1074   | 28  | 1075   | 28  | 1076   | 28  |
|                     | 2        | 1414   | 36  | 1415   | 36  | 1416   | 36  | 1417   | 36  | 1417   | 36  | 1418   | 36  |
|                     | 3        | 610    | 16  | 610    | 16  | 610    | 16  | 611    | 16  | 611    | 16  | 611    | 16  |
|                     | 4+       | 801    | 21  | 802    | 21  | 802    | 21  | 803    | 21  | 803    | 21  | 804    | 21  |
| Children            | With     | 1081   | 28  | 1082   | 28  | 1082   | 28  | 1083   | 28  | 1084   | 28  | 1084   | 28  |
|                     | Without  | 2816   | 72  | 2818   | 72  | 2820   | 72  | 2822   | 72  | 2822   | 72  | 2825   | 72  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 3911   | 100 | 3913   | 100 | 3916   | 100 | 3917   | 100 | 3920   | 100 | 3922   | 100 |
| Social Class        | AB       | 662    | 17  | 662    | 17  | 663    | 17  | 663    | 17  | 663    | 17  | 664    | 17  |
|                     | C1       | 1107   | 28  | 1108   | 28  | 1108   | 28  | 1108   | 28  | 1110   | 28  | 1110   | 28  |
|                     | C2       | 835    | 21  | 836    | 21  | 836    | 21  | 837    | 21  | 837    | 21  | 838    | 21  |
|                     | DE       | 1307   | 33  | 1307   | 33  | 1309   | 33  | 1309   | 33  | 1310   | 33  | 1310   | 33  |
| Housewife Age       | Under 25 | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   | 216    | 6   |
|                     | 25 - 34  | 693    | 18  | 693    | 18  | 694    | 18  | 694    | 18  | 694    | 18  | 695    | 18  |
|                     | 35 - 44  | 810    | 21  | 811    | 21  | 812    | 21  | 812    | 21  | 813    | 21  | 812    | 21  |
|                     | 44 - 54  | 696    | 18  | 696    | 18  | 696    | 18  | 696    | 18  | 698    | 18  | 698    | 18  |
|                     | 55 - 64  | 595    | 15  | 595    | 15  | 595    | 15  | 596    | 15  | 596    | 15  | 597    | 15  |
|                     | 65 +     | 901    | 23  | 902    | 23  | 903    | 23  | 903    | 23  | 903    | 23  | 904    | 23  |
| Size                | 1        | 1076   | 28  | 1077   | 28  | 1078   | 28  | 1078   | 28  | 1079   | 28  | 1079   | 28  |
|                     | 2        | 1419   | 36  | 1419   | 36  | 1420   | 36  | 1420   | 36  | 1422   | 36  | 1422   | 36  |
|                     | 3        | 612    | 16  | 612    | 16  | 613    | 16  | 613    | 16  | 613    | 16  | 614    | 16  |
|                     | 4+       | 804    | 21  | 805    | 21  | 805    | 21  | 806    | 21  | 806    | 21  | 807    | 21  |
| Children            | With     | 1085   | 28  | 1086   | 28  | 1086   | 28  | 1087   | 28  | 1087   | 28  | 1088   | 28  |
|                     | Without  | 2826   | 72  | 2827   | 72  | 2830   | 72  | 2830   | 72  | 2833   | 72  | 2834   | 72  |

| Table 3<br>All Individuals in Home ITV Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
|---------------------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| Projections for                                   |         | Jan 03 |      | Feb 03 |      | Mar 03 |      | Apr 03 |      | May 03 |      | Jun 03 |     |
|                                                   |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                              |         | 8876   | 100  | 8881   | 100  | 8887   | 100  | 8892   | 100  | 8896   | 100  | 8901   | 100 |
| Age                                               | 4 - 9   | 712    | 8    | 713    | 8    | 713    | 8    | 713    | 8    | 713    | 8    | 715    | 8   |
|                                                   | 10 - 15 | 773    | 9    | 773    | 9    | 774    | 9    | 775    | 9    | 775    | 9    | 774    | 9   |
|                                                   | 16 - 24 | 993    | 11   | 994    | 11   | 994    | 11   | 994    | 11   | 994    | 11   | 995    | 11  |
|                                                   | 25 - 34 | 1290   | 15   | 1291   | 15   | 1291   | 15   | 1292   | 15   | 1292   | 15   | 1293   | 15  |
|                                                   | 35 - 44 | 1472   | 17   | 1474   | 17   | 1477   | 17   | 1480   | 17   | 1480   | 17   | 1477   | 17  |
|                                                   | 45 - 54 | 1232   | 14   | 1232   | 14   | 1232   | 14   | 1233   | 14   | 1233   | 14   | 1236   | 14  |
|                                                   | 55-64   | 1046   | 12   | 1048   | 12   | 1048   | 12   | 1049   | 12   | 1049   | 12   | 1050   | 12  |
| 65 +                                              | 1358    | 15     | 1356 | 15     | 1358 | 15     | 1356 | 15     | 1360 | 15     | 1361 | 15     |     |
| Adults                                            | Total   | 7391   | 100  | 7395   | 100  | 7400   | 100  | 7404   | 100  | 7408   | 100  | 7412   | 100 |
|                                                   | AB      | 1332   | 18   | 1332   | 18   | 1334   | 18   | 1334   | 18   | 1334   | 18   | 1336   | 18  |
|                                                   | C1      | 2161   | 29   | 2163   | 29   | 2163   | 29   | 2166   | 29   | 2167   | 29   | 2167   | 29  |
|                                                   | C2      | 1706   | 23   | 1707   | 23   | 1709   | 23   | 1709   | 23   | 1711   | 23   | 1711   | 23  |
|                                                   | DE      | 2192   | 30   | 2193   | 30   | 2194   | 30   | 2195   | 30   | 2196   | 30   | 2198   | 30  |

| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 8907   | 100 | 8912   | 100 | 8918   | 100 | 8922   | 100 | 8927   | 100 | 8933   | 100 |
| Age                                    | 4 - 9   | 715    | 8   | 715    | 8   | 715    | 8   | 715    | 8   | 717    | 8   | 717    | 8   |
|                                        | 10 - 15 | 775    | 9   | 776    | 9   | 777    | 9   | 778    | 9   | 776    | 9   | 777    | 9   |
|                                        | 16 - 24 | 997    | 11  | 997    | 11  | 998    | 11  | 998    | 11  | 998    | 11  | 999    | 11  |
|                                        | 25 - 34 | 1294   | 15  | 1295   | 15  | 1296   | 15  | 1296   | 15  | 1297   | 15  | 1298   | 15  |
|                                        | 35 - 44 | 1477   | 17  | 1480   | 17  | 1483   | 17  | 1484   | 17  | 1484   | 17  | 1482   | 17  |
|                                        | 45 - 54 | 1236   | 14  | 1236   | 14  | 1236   | 14  | 1237   | 14  | 1239   | 14  | 1240   | 14  |
|                                        | 55-64   | 1050   | 12  | 1052   | 12  | 1052   | 12  | 1052   | 12  | 1053   | 12  | 1054   | 12  |
|                                        | 65 +    | 1363   | 15  | 1361   | 15  | 1361   | 15  | 1362   | 15  | 1363   | 15  | 1366   | 15  |
| Adults                                 | Total   | 7417   | 100 | 7421   | 100 | 7426   | 100 | 7429   | 100 | 7434   | 100 | 7439   | 100 |
|                                        | AB      | 1336   | 18  | 1338   | 18  | 1338   | 18  | 1338   | 18  | 1340   | 18  | 1340   | 18  |
|                                        | C1      | 2169   | 29  | 2170   | 29  | 2172   | 29  | 2173   | 29  | 2174   | 29  | 2176   | 29  |
|                                        | C2      | 1713   | 23  | 1713   | 23  | 1715   | 23  | 1715   | 23  | 1717   | 23  | 1717   | 23  |
|                                        | DE      | 2199   | 30  | 2200   | 30  | 2201   | 30  | 2203   | 30  | 2203   | 30  | 2206   | 30  |

| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jan 03      |            | Feb 03      |            | Mar 03      |            | Apr 03      |            | May 03      |            | Jun 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>4398</b> | <b>100</b> | <b>4401</b> | <b>100</b> | <b>4404</b> | <b>100</b> | <b>4408</b> | <b>100</b> | <b>4408</b> | <b>100</b> | <b>4410</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 765         | 17         | 766         | 17         | 767         | 17         | 768         | 17         | 767         | 17         | 767         | 17         |
| 16 - 24                                        | 498         | 11         | 498         | 11         | 498         | 11         | 498         | 11         | 498         | 11         | 498         | 11         |
| 25 - 34                                        | 650         | 15         | 651         | 15         | 651         | 15         | 651         | 15         | 651         | 15         | 651         | 15         |
| 35 - 44                                        | 746         | 17         | 747         | 17         | 749         | 17         | 749         | 17         | 749         | 17         | 749         | 17         |
| 45 - 54                                        | 622         | 14         | 622         | 14         | 622         | 14         | 622         | 14         | 622         | 14         | 624         | 14         |
| 55 - 64                                        | 524         | 12         | 525         | 12         | 525         | 12         | 526         | 12         | 526         | 12         | 526         | 12         |
| 65 +                                           | 593         | 13         | 592         | 13         | 592         | 13         | 594         | 13         | 595         | 13         | 595         | 13         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                   | <b>3633</b> | <b>100</b> | <b>3635</b> | <b>100</b> | <b>3637</b> | <b>100</b> | <b>3640</b> | <b>100</b> | <b>3641</b> | <b>100</b> | <b>3643</b> | <b>100</b> |
| <b>AB</b>                                      | <b>671</b>  | <b>18</b>  | <b>671</b>  | <b>18</b>  | <b>672</b>  | <b>18</b>  | <b>672</b>  | <b>18</b>  | <b>672</b>  | <b>18</b>  | <b>673</b>  | <b>18</b>  |
| <b>C1</b>                                      | <b>1046</b> | <b>29</b>  | <b>1047</b> | <b>29</b>  | <b>1047</b> | <b>29</b>  | <b>1048</b> | <b>29</b>  | <b>1049</b> | <b>29</b>  | <b>1049</b> | <b>29</b>  |
| <b>C2</b>                                      | <b>922</b>  | <b>25</b>  | <b>923</b>  | <b>25</b>  | <b>924</b>  | <b>25</b>  | <b>924</b>  | <b>25</b>  | <b>925</b>  | <b>25</b>  | <b>925</b>  | <b>25</b>  |
| <b>DE</b>                                      | <b>994</b>  | <b>27</b>  | <b>994</b>  | <b>27</b>  | <b>994</b>  | <b>27</b>  | <b>996</b>  | <b>27</b>  | <b>995</b>  | <b>27</b>  | <b>996</b>  | <b>27</b>  |
| <b>Working F/T</b>                             | <b>2323</b> | <b>64</b>  | <b>2325</b> | <b>64</b>  | <b>2326</b> | <b>64</b>  | <b>2328</b> | <b>64</b>  | <b>2329</b> | <b>64</b>  | <b>2330</b> | <b>64</b>  |
| <b>Not Working</b>                             | <b>1310</b> | <b>36</b>  | <b>1310</b> | <b>36</b>  | <b>1311</b> | <b>36</b>  | <b>1312</b> | <b>36</b>  | <b>1312</b> | <b>36</b>  | <b>1313</b> | <b>36</b>  |

| Table 4a                                |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          | 4414   | 100 | 4417   | 100 | 4420   | 100 | 4422   | 100 | 4423   | 100 | 4426   | 100 |
| Age                                     |        |     |        |     |        |     |        |     |        |     |        |     |
| 4 - 15                                  | 768    | 17  | 769    | 17  | 770    | 17  | 770    | 17  | 769    | 17  | 770    | 17  |
| 16 - 24                                 | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  | 500    | 11  |
| 25 - 34                                 | 652    | 15  | 653    | 15  | 653    | 15  | 653    | 15  | 653    | 15  | 654    | 15  |
| 35 - 44                                 | 749    | 17  | 750    | 17  | 751    | 17  | 752    | 17  | 751    | 17  | 751    | 17  |
| 45 - 54                                 | 624    | 14  | 624    | 14  | 624    | 14  | 624    | 14  | 626    | 14  | 626    | 14  |
| 55 - 64                                 | 526    | 12  | 527    | 12  | 527    | 12  | 527    | 12  | 528    | 12  | 528    | 12  |
| 65 +                                    | 595    | 13  | 594    | 13  | 595    | 13  | 596    | 13  | 596    | 13  | 597    | 13  |
| Adults                                  |        |     |        |     |        |     |        |     |        |     |        |     |
| Total                                   | 3646   | 100 | 3648   | 100 | 3650   | 100 | 3652   | 100 | 3654   | 100 | 3656   | 100 |
| AB                                      | 673    | 18  | 674    | 18  | 674    | 18  | 674    | 18  | 675    | 18  | 675    | 18  |
| C1                                      | 1050   | 29  | 1050   | 29  | 1051   | 29  | 1052   | 29  | 1052   | 29  | 1053   | 29  |
| C2                                      | 926    | 25  | 926    | 25  | 927    | 25  | 927    | 25  | 928    | 25  | 928    | 25  |
| DE                                      | 997    | 27  | 998    | 27  | 998    | 27  | 999    | 27  | 999    | 27  | 1000   | 27  |
| Working F/T                             | 2333   | 64  | 2333   | 64  | 2335   | 64  | 2336   | 64  | 2337   | 64  | 2338   | 64  |
| Not Working                             | 1313   | 36  | 1315   | 36  | 1315   | 36  | 1316   | 36  | 1317   | 36  | 1318   | 36  |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 4478   | 100 | 4480   | 100 | 4483   | 100 | 4484   | 100 | 4488   | 100 | 4491   | 100 |
| Age                                                   | 4 - 15      | 720    | 16  | 720    | 16  | 720    | 16  | 720    | 16  | 721    | 16  | 722    | 16  |
|                                                       | 16 - 24     | 495    | 11  | 496    | 11  | 496    | 11  | 496    | 11  | 496    | 11  | 497    | 11  |
|                                                       | 25 - 34     | 640    | 14  | 640    | 14  | 640    | 14  | 641    | 14  | 641    | 14  | 642    | 14  |
|                                                       | 35 - 44     | 726    | 16  | 727    | 16  | 728    | 16  | 731    | 16  | 731    | 16  | 728    | 16  |
|                                                       | 45 - 54     | 610    | 14  | 610    | 14  | 610    | 14  | 611    | 14  | 611    | 14  | 612    | 14  |
|                                                       | 55 - 64     | 522    | 12  | 523    | 12  | 523    | 12  | 523    | 12  | 523    | 12  | 524    | 12  |
|                                                       | 65 +        | 765    | 17  | 764    | 17  | 766    | 17  | 762    | 17  | 765    | 17  | 766    | 17  |
| Adults                                                | Total       | 3758   | 100 | 3760   | 100 | 3763   | 100 | 3764   | 100 | 3767   | 100 | 3769   | 100 |
|                                                       | AB          | 661    | 18  | 661    | 18  | 662    | 18  | 662    | 18  | 662    | 18  | 663    | 18  |
|                                                       | C1          | 1115   | 30  | 1116   | 30  | 1116   | 30  | 1118   | 30  | 1118   | 30  | 1118   | 30  |
|                                                       | C2          | 784    | 21  | 784    | 21  | 785    | 21  | 785    | 21  | 786    | 21  | 786    | 21  |
|                                                       | DE          | 1198   | 32  | 1199   | 32  | 1200   | 32  | 1199   | 32  | 1201   | 32  | 1202   | 32  |
|                                                       | Working F/T | 1162   | 31  | 1162   | 31  | 1163   | 31  | 1163   | 31  | 1165   | 31  | 1165   | 31  |
|                                                       | Not Working | 2596   | 69  | 2598   | 69  | 2600   | 69  | 2601   | 69  | 2602   | 69  | 2604   | 69  |



| Table 4b          |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for   |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                   |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 + |             | 4493   | 100 | 4495   | 100 | 4498   | 100 | 4500   | 100 | 4504   | 100 | 4507   | 100 |
| Age               | 4 - 15      | 722    | 16  | 722    | 16  | 722    | 16  | 723    | 16  | 724    | 16  | 724    | 16  |
|                   | 16 - 24     | 497    | 11  | 497    | 11  | 498    | 11  | 498    | 11  | 498    | 11  | 499    | 11  |
|                   | 25 - 34     | 642    | 14  | 642    | 14  | 643    | 14  | 643    | 14  | 644    | 14  | 644    | 14  |
|                   | 35 - 44     | 728    | 16  | 730    | 16  | 732    | 16  | 732    | 16  | 733    | 16  | 731    | 16  |
|                   | 45 - 54     | 612    | 14  | 612    | 14  | 612    | 14  | 613    | 14  | 613    | 14  | 614    | 14  |
|                   | 55 - 64     | 524    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 525    | 12  | 526    | 12  |
|                   | 65 +        | 768    | 17  | 767    | 17  | 766    | 17  | 766    | 17  | 767    | 17  | 769    | 17  |
| Adults            | Total       | 3771   | 100 | 3773   | 100 | 3776   | 100 | 3777   | 100 | 3780   | 100 | 3783   | 100 |
|                   | AB          | 663    | 18  | 664    | 18  | 664    | 18  | 664    | 18  | 665    | 18  | 665    | 18  |
|                   | C1          | 1119   | 30  | 1120   | 30  | 1121   | 30  | 1121   | 30  | 1122   | 30  | 1123   | 30  |
|                   | C2          | 787    | 21  | 787    | 21  | 788    | 21  | 788    | 21  | 789    | 21  | 789    | 21  |
|                   | DE          | 1202   | 32  | 1202   | 32  | 1203   | 32  | 1204   | 32  | 1204   | 32  | 1206   | 32  |
|                   | Working F/T | 1165   | 31  | 1166   | 31  | 1167   | 31  | 1168   | 31  | 1168   | 31  | 1169   | 31  |
|                   | Not Working | 2606   | 69  | 2607   | 69  | 2609   | 69  | 2609   | 69  | 2612   | 69  | 2614   | 69  |



## CH4 - NORTH MACRO REGION

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7162   | 100 | 7164   | 100 | 7167   | 100 | 7170   | 100 | 7173   | 100 | 7176   | 100 |
| TV Households                   | 6997   | 98  | 6999   | 98  | 7002   | 98  | 7005   | 98  | 7008   | 98  | 7011   | 98  |
| ITV Households                  | 6545   | 91  | 6547   | 91  | 6550   | 91  | 6552   | 91  | 6555   | 91  | 6558   | 91  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 7178   | 100 | 7181   | 100 | 7184   | 100 | 7187   | 100 | 7190   | 100 | 7192   | 100 |
| TV Households                   | 7013   | 98  | 7016   | 98  | 7018   | 98  | 7021   | 98  | 7024   | 98  | 7026   | 98  |
| ITV Households                  | 6560   | 91  | 6562   | 91  | 6565   | 91  | 6568   | 91  | 6571   | 91  | 6573   | 91  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 6545   | 100 | 6547   | 100 | 6550   | 100 | 6552   | 100 | 6555   | 100 | 6558   | 100 |
| Social Class                   | AB       | 872    | 13  | 872    | 13  | 872    | 13  | 873    | 13  | 873    | 13  | 873    | 13  |
|                                | C1       | 1751   | 27  | 1752   | 27  | 1753   | 27  | 1753   | 27  | 1754   | 27  | 1755   | 27  |
|                                | C2       | 1314   | 20  | 1314   | 20  | 1315   | 20  | 1315   | 20  | 1316   | 20  | 1316   | 20  |
|                                | DE       | 2608   | 40  | 2609   | 40  | 2610   | 40  | 2611   | 40  | 2612   | 40  | 2614   | 40  |
| Housewife Age                  | Under 25 | 386    | 6   | 386    | 6   | 387    | 6   | 387    | 6   | 387    | 6   | 387    | 6   |
|                                | 25 - 34  | 1057   | 16  | 1057   | 16  | 1058   | 16  | 1058   | 16  | 1058   | 16  | 1058   | 16  |
|                                | 35 - 44  | 1327   | 20  | 1328   | 20  | 1329   | 20  | 1330   | 20  | 1332   | 20  | 1331   | 20  |
|                                | 44 - 54  | 1123   | 17  | 1123   | 17  | 1123   | 17  | 1124   | 17  | 1124   | 17  | 1125   | 17  |
|                                | 55 - 64  | 1024   | 16  | 1025   | 16  | 1025   | 16  | 1026   | 16  | 1026   | 16  | 1026   | 16  |
|                                | 65 +     | 1628   | 25  | 1628   | 25  | 1628   | 25  | 1627   | 25  | 1628   | 25  | 1631   | 25  |
| Size                           | 1        | 1934   | 30  | 1934   | 30  | 1935   | 30  | 1936   | 30  | 1937   | 30  | 1937   | 30  |
|                                | 2        | 2269   | 35  | 2271   | 35  | 2271   | 35  | 2272   | 35  | 2272   | 35  | 2275   | 35  |
|                                | 3        | 1049   | 16  | 1049   | 16  | 1050   | 16  | 1050   | 16  | 1051   | 16  | 1051   | 16  |
|                                | 4+       | 1293   | 20  | 1293   | 20  | 1294   | 20  | 1294   | 20  | 1295   | 20  | 1295   | 20  |
| Children                       | With     | 1812   | 28  | 1813   | 28  | 1814   | 28  | 1814   | 28  | 1815   | 28  | 1816   | 28  |
|                                | Without  | 4733   | 72  | 4734   | 72  | 4736   | 72  | 4738   | 72  | 4740   | 72  | 4742   | 72  |

| Home ITV Households |          |      |        |      |        |      |        |      |        |      |        |      |    |
|---------------------|----------|------|--------|------|--------|------|--------|------|--------|------|--------|------|----|
| Projections for     | Jul 03   |      | Aug 03 |      | Sep 03 |      | Oct 03 |      | Nov 03 |      | Dec 03 |      |    |
|                     | 000's    | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    |    |
| Total TV Households | 6560     | 100  | 6562   | 100  | 6565   | 100  | 6568   | 100  | 6571   | 100  | 6573   | 100  |    |
| Social Class        | AB       | 874  | 13     | 874  | 13     | 874  | 13     | 875  | 13     | 875  | 13     | 875  | 13 |
|                     | C1       | 1755 | 27     | 1756 | 27     | 1757 | 27     | 1757 | 27     | 1759 | 27     | 1759 | 27 |
|                     | C2       | 1317 | 20     | 1317 | 20     | 1318 | 20     | 1318 | 20     | 1319 | 20     | 1319 | 20 |
|                     | DE       | 2614 | 40     | 2615 | 40     | 2616 | 40     | 2618 | 40     | 2618 | 40     | 2620 | 40 |
| Housewife Age       | Under 25 | 387  | 6      | 387  | 6      | 387  | 6      | 387  | 6      | 387  | 6      | 388  | 6  |
|                     | 25 - 34  | 1059 | 16     | 1060 | 16     | 1060 | 16     | 1060 | 16     | 1060 | 16     | 1062 | 16 |
|                     | 35 - 44  | 1331 | 20     | 1331 | 20     | 1333 | 20     | 1334 | 20     | 1335 | 20     | 1332 | 20 |
|                     | 44 - 54  | 1125 | 17     | 1126 | 17     | 1126 | 17     | 1126 | 17     | 1127 | 17     | 1128 | 17 |
|                     | 55 - 64  | 1026 | 16     | 1028 | 16     | 1028 | 16     | 1028 | 16     | 1028 | 16     | 1029 | 16 |
|                     | 65 +     | 1632 | 25     | 1630 | 25     | 1631 | 25     | 1633 | 25     | 1634 | 25     | 1634 | 25 |
| Size                | 1        | 1938 | 30     | 1939 | 30     | 1940 | 30     | 1940 | 30     | 1941 | 30     | 1942 | 30 |
|                     | 2        | 2275 | 35     | 2275 | 35     | 2276 | 35     | 2278 | 35     | 2279 | 35     | 2280 | 35 |
|                     | 3        | 1051 | 16     | 1052 | 16     | 1052 | 16     | 1053 | 16     | 1053 | 16     | 1053 | 16 |
|                     | 4+       | 1296 | 20     | 1296 | 20     | 1297 | 20     | 1297 | 20     | 1298 | 20     | 1298 | 20 |
| Children            | With     | 1816 | 28     | 1817 | 28     | 1818 | 28     | 1819 | 28     | 1819 | 28     | 1820 | 28 |
|                     | Without  | 4744 | 72     | 4745 | 72     | 4747 | 72     | 4749 | 72     | 4752 | 72     | 4753 | 72 |

| Table 3<br>All Individuals in Home ITV Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
|---------------------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| Projections for                                   |         | Jan 03 |      | Feb 03 |      | Mar 03 |      | Apr 03 |      | May 03 |      | Jun 03 |     |
|                                                   |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                              |         | 14671  | 100  | 14675  | 100  | 14681  | 100  | 14687  | 100  | 14693  | 100  | 14700  | 100 |
| Age                                               | 4 - 9   | 1148   | 8    | 1148   | 8    | 1149   | 8    | 1150   | 8    | 1150   | 8    | 1150   | 8   |
|                                                   | 10 - 15 | 1285   | 9    | 1286   | 9    | 1286   | 9    | 1286   | 9    | 1287   | 9    | 1288   | 9   |
|                                                   | 16 - 24 | 1708   | 12   | 1708   | 12   | 1708   | 12   | 1708   | 12   | 1711   | 12   | 1712   | 12  |
|                                                   | 25 - 34 | 2016   | 14   | 2016   | 14   | 2016   | 14   | 2017   | 14   | 2020   | 14   | 2020   | 14  |
|                                                   | 35 - 44 | 2368   | 16   | 2370   | 16   | 2374   | 16   | 2375   | 16   | 2370   | 16   | 2374   | 16  |
|                                                   | 45 - 54 | 2033   | 14   | 2034   | 14   | 2034   | 14   | 2034   | 14   | 2037   | 14   | 2037   | 14  |
|                                                   | 55-64   | 1726   | 12   | 1726   | 12   | 1727   | 12   | 1728   | 12   | 1729   | 12   | 1729   | 12  |
| 65 +                                              | 2387    | 16     | 2387 | 16     | 2387 | 16     | 2389 | 16     | 2389 | 16     | 2390 | 16     |     |
| Adults                                            | Total   | 12238  | 100  | 12241  | 100  | 12246  | 100  | 12251  | 100  | 12256  | 100  | 12262  | 100 |
|                                                   | AB      | 1760   | 14   | 1761   | 14   | 1761   | 14   | 1762   | 14   | 1763   | 14   | 1763   | 14  |
|                                                   | C1      | 3426   | 28   | 3427   | 28   | 3429   | 28   | 3430   | 28   | 3431   | 28   | 3434   | 28  |
|                                                   | C2      | 2763   | 23   | 2763   | 23   | 2765   | 23   | 2765   | 23   | 2767   | 23   | 2768   | 23  |
|                                                   | DE      | 4289   | 35   | 4290   | 35   | 4291   | 35   | 4294   | 35   | 4295   | 35   | 4297   | 35  |

| Table 3                                |         |        |      |        |      |        |      |        |      |        |      |        |     |
|----------------------------------------|---------|--------|------|--------|------|--------|------|--------|------|--------|------|--------|-----|
| All Individuals in ITV Home Households |         |        |      |        |      |        |      |        |      |        |      |        |     |
| Projections for                        |         | Jul 03 |      | Aug 03 |      | Sep 03 |      | Oct 03 |      | Nov 03 |      | Dec 03 |     |
|                                        |         | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %    | 000's  | %   |
| Total Individuals 4+                   |         | 14704  | 100  | 14710  | 100  | 14716  | 100  | 14722  | 100  | 14728  | 100  | 14732  | 100 |
| Age                                    | 4 - 9   | 1150   | 8    | 1152   | 8    | 1152   | 8    | 1152   | 8    | 1152   | 8    | 1153   | 8   |
|                                        | 10 - 15 | 1289   | 9    | 1288   | 9    | 1289   | 9    | 1290   | 9    | 1291   | 9    | 1290   | 9   |
|                                        | 16 - 24 | 1712   | 12   | 1712   | 12   | 1712   | 12   | 1714   | 12   | 1714   | 12   | 1714   | 12  |
|                                        | 25 - 34 | 2020   | 14   | 2020   | 14   | 2021   | 14   | 2023   | 14   | 2024   | 14   | 2024   | 14  |
|                                        | 35 - 44 | 2373   | 16   | 2376   | 16   | 2380   | 16   | 2378   | 16   | 2380   | 16   | 2381   | 16  |
|                                        | 45 - 54 | 2038   | 14   | 2038   | 14   | 2039   | 14   | 2041   | 14   | 2041   | 14   | 2042   | 14  |
|                                        | 55-64   | 1730   | 12   | 1731   | 12   | 1731   | 12   | 1732   | 12   | 1733   | 12   | 1733   | 12  |
| 65 +                                   | 2392    | 16     | 2393 | 16     | 2392 | 16     | 2392 | 16     | 2393 | 16     | 2395 | 16     |     |
| Adults                                 | Total   | 12265  | 100  | 12270  | 100  | 12275  | 100  | 12280  | 100  | 12285  | 100  | 12289  | 100 |
|                                        | AB      | 1764   | 14   | 1765   | 14   | 1765   | 14   | 1766   | 14   | 1767   | 14   | 1767   | 14  |
|                                        | C1      | 3434   | 28   | 3435   | 28   | 3438   | 28   | 3439   | 28   | 3440   | 28   | 3442   | 28  |
|                                        | C2      | 2768   | 23   | 2770   | 23   | 2771   | 23   | 2772   | 23   | 2774   | 23   | 2774   | 23  |
|                                        | DE      | 4299   | 35   | 4300   | 35   | 4301   | 35   | 4303   | 35   | 4304   | 35   | 4306   | 35  |

| Table 4a        |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                 |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+  |             | 7234   | 100 | 7235   | 100 | 7238   | 100 | 7241   | 100 | 7245   | 100 | 7247   | 100 |
| Age             | 4 - 15      | 1264   | 17  | 1264   | 17  | 1264   | 17  | 1265   | 17  | 1266   | 17  | 1266   | 17  |
|                 | 16 - 24     | 865    | 12  | 865    | 12  | 865    | 12  | 865    | 12  | 866    | 12  | 867    | 12  |
|                 | 25 - 34     | 1025   | 14  | 1025   | 14  | 1025   | 14  | 1025   | 14  | 1027   | 14  | 1027   | 14  |
|                 | 35 - 44     | 1195   | 17  | 1196   | 17  | 1199   | 17  | 1201   | 17  | 1196   | 17  | 1197   | 17  |
|                 | 45 - 54     | 1016   | 14  | 1016   | 14  | 1016   | 14  | 1016   | 14  | 1018   | 14  | 1018   | 14  |
|                 | 55 - 64     | 849    | 12  | 849    | 12  | 849    | 12  | 849    | 12  | 850    | 12  | 850    | 12  |
|                 | 65 +        | 1020   | 14  | 1020   | 14  | 1020   | 14  | 1020   | 14  | 1022   | 14  | 1022   | 14  |
| Adults          | Total       | 5970   | 100 | 5971   | 100 | 5974   | 100 | 5976   | 100 | 5979   | 100 | 5981   | 100 |
|                 | AB          | 906    | 15  | 906    | 15  | 906    | 15  | 907    | 15  | 907    | 15  | 907    | 15  |
|                 | C1          | 1631   | 27  | 1632   | 27  | 1633   | 27  | 1633   | 27  | 1634   | 27  | 1635   | 27  |
|                 | C2          | 1489   | 25  | 1489   | 25  | 1490   | 25  | 1490   | 25  | 1491   | 25  | 1492   | 25  |
|                 | DE          | 1944   | 33  | 1944   | 33  | 1945   | 33  | 1946   | 33  | 1947   | 33  | 1947   | 33  |
|                 | Working F/T | 3516   | 59  | 3516   | 59  | 3518   | 59  | 3519   | 59  | 3521   | 59  | 3522   | 59  |
|                 | Not Working | 2454   | 41  | 2455   | 41  | 2456   | 41  | 2457   | 41  | 2458   | 41  | 2459   | 41  |



| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jul 03      |            | Aug 03      |            | Sep 03      |            | Oct 03      |            | Nov 03      |            | Dec 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>7250</b> | <b>100</b> | <b>7252</b> | <b>100</b> | <b>7256</b> | <b>100</b> | <b>7258</b> | <b>100</b> | <b>7262</b> | <b>100</b> | <b>7263</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 1267        | 17         | 1267        | 17         | 1268        | 17         | 1268        | 17         | 1269        | 17         | 1268        | 17         |
| 16 - 24                                        | 867         | 12         | 867         | 12         | 867         | 12         | 868         | 12         | 868         | 12         | 868         | 12         |
| 25 - 34                                        | 1027        | 14         | 1027        | 14         | 1027        | 14         | 1028        | 14         | 1029        | 14         | 1029        | 14         |
| 35 - 44                                        | 1198        | 17         | 1200        | 17         | 1202        | 17         | 1199        | 17         | 1201        | 17         | 1202        | 17         |
| 45 - 54                                        | 1018        | 14         | 1018        | 14         | 1018        | 14         | 1020        | 14         | 1020        | 14         | 1020        | 14         |
| 55 - 64                                        | 851         | 12         | 851         | 12         | 851         | 12         | 852         | 12         | 852         | 12         | 852         | 12         |
| 65 +                                           | 1022        | 14         | 1022        | 14         | 1023        | 14         | 1023        | 14         | 1023        | 14         | 1024        | 14         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
| Total                                          | 5983        | 100        | 5985        | 100        | 5988        | 100        | 5990        | 100        | 5993        | 100        | 5995        | 100        |
| AB                                             | 908         | 15         | 908         | 15         | 908         | 15         | 909         | 15         | 909         | 15         | 909         | 15         |
| C1                                             | 1635        | 27         | 1636        | 27         | 1637        | 27         | 1637        | 27         | 1638        | 27         | 1639        | 27         |
| C2                                             | 1492        | 25         | 1493        | 25         | 1493        | 25         | 1494        | 25         | 1495        | 25         | 1495        | 25         |
| DE                                             | 1948        | 33         | 1948        | 33         | 1950        | 33         | 1950        | 33         | 1951        | 33         | 1952        | 33         |
| Working F/T                                    | 3523        | 59         | 3524        | 59         | 3526        | 59         | 3527        | 59         | 3529        | 59         | 3530        | 59         |
| Not Working                                    | 2460        | 41         | 2461        | 41         | 2462        | 41         | 2463        | 41         | 2464        | 41         | 2465        | 41         |

| Table 4b<br>Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                       |             | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                       |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4 +                                     |             | 7437   | 100 | 7440   | 100 | 7443   | 100 | 7446   | 100 | 7448   | 100 | 7453   | 100 |
| Age                                                   | 4 - 15      | 1169   | 16  | 1170   | 16  | 1171   | 16  | 1171   | 16  | 1171   | 16  | 1172   | 16  |
|                                                       | 16 - 24     | 843    | 11  | 843    | 11  | 843    | 11  | 843    | 11  | 845    | 11  | 845    | 11  |
|                                                       | 25 - 34     | 991    | 13  | 991    | 13  | 991    | 13  | 992    | 13  | 993    | 13  | 993    | 13  |
|                                                       | 35 - 44     | 1173   | 16  | 1174   | 16  | 1175   | 16  | 1174   | 16  | 1174   | 16  | 1177   | 16  |
|                                                       | 45 - 54     | 1017   | 14  | 1018   | 14  | 1018   | 14  | 1018   | 14  | 1019   | 14  | 1019   | 14  |
|                                                       | 55 - 64     | 877    | 12  | 877    | 12  | 878    | 12  | 879    | 12  | 879    | 12  | 879    | 12  |
|                                                       | 65 +        | 1367   | 18  | 1367   | 18  | 1367   | 18  | 1369   | 18  | 1367   | 18  | 1368   | 18  |
| Adults                                                | Total       | 6268   | 100 | 6270   | 100 | 6272   | 100 | 6275   | 100 | 6277   | 100 | 6281   | 100 |
|                                                       | AB          | 854    | 14  | 855    | 14  | 855    | 14  | 855    | 14  | 856    | 14  | 856    | 14  |
|                                                       | C1          | 1795   | 29  | 1795   | 29  | 1796   | 29  | 1797   | 29  | 1797   | 29  | 1799   | 29  |
|                                                       | C2          | 1274   | 20  | 1274   | 20  | 1275   | 20  | 1275   | 20  | 1276   | 20  | 1276   | 20  |
|                                                       | DE          | 2345   | 37  | 2346   | 37  | 2346   | 37  | 2348   | 37  | 2348   | 37  | 2350   | 37  |
|                                                       | Working F/T | 1796   | 29  | 1797   | 29  | 1798   | 29  | 1798   | 29  | 1799   | 29  | 1800   | 29  |
|                                                       | Not Working | 4472   | 71  | 4473   | 71  | 4474   | 71  | 4477   | 71  | 4478   | 71  | 4481   | 71  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 7454   | 100 | 7458   | 100 | 7460   | 100 | 7464   | 100 | 7466   | 100 | 7469   | 100 |
| Age                                       | 4 - 15      | 1172   | 16  | 1173   | 16  | 1173   | 16  | 1174   | 16  | 1174   | 16  | 1175   | 16  |
|                                           | 16 - 24     | 845    | 11  | 845    | 11  | 845    | 11  | 846    | 11  | 846    | 11  | 846    | 11  |
|                                           | 25 - 34     | 993    | 13  | 993    | 13  | 994    | 13  | 995    | 13  | 995    | 13  | 995    | 13  |
|                                           | 35 - 44     | 1175   | 16  | 1176   | 16  | 1178   | 16  | 1179   | 16  | 1179   | 16  | 1179   | 16  |
|                                           | 45 - 54     | 1020   | 14  | 1020   | 14  | 1021   | 14  | 1021   | 14  | 1021   | 14  | 1022   | 14  |
|                                           | 55 - 64     | 879    | 12  | 880    | 12  | 880    | 12  | 880    | 12  | 881    | 12  | 881    | 12  |
|                                           | 65 +        | 1370   | 18  | 1371   | 18  | 1369   | 18  | 1369   | 18  | 1370   | 18  | 1371   | 18  |
| Adults                                    | Total       | 6282   | 100 | 6285   | 100 | 6287   | 100 | 6290   | 100 | 6292   | 100 | 6294   | 100 |
|                                           | AB          | 856    | 14  | 857    | 14  | 857    | 14  | 857    | 14  | 858    | 14  | 858    | 14  |
|                                           | C1          | 1799   | 29  | 1799   | 29  | 1801   | 29  | 1802   | 29  | 1802   | 29  | 1803   | 29  |
|                                           | C2          | 1276   | 20  | 1277   | 20  | 1278   | 20  | 1278   | 20  | 1279   | 20  | 1279   | 20  |
|                                           | DE          | 2351   | 37  | 2352   | 37  | 2351   | 37  | 2353   | 37  | 2353   | 37  | 2354   | 37  |
|                                           | Working F/T | 1801   | 29  | 1801   | 29  | 1802   | 29  | 1803   | 29  | 1803   | 29  | 1804   | 29  |
|                                           | Not Working | 4481   | 71  | 4484   | 71  | 4485   | 71  | 4487   | 71  | 4489   | 71  | 4490   | 71  |



## CH4 - SCOTLAND MACRO REGION

Projections Jan 03 - Dec 03

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2478   | 100 | 2480   | 100 | 2481   | 100 | 2483   | 100 | 2485   | 100 | 2486   | 100 |
| TV Households                   | 2419   | 98  | 2421   | 98  | 2422   | 98  | 2424   | 98  | 2426   | 98  | 2427   | 98  |
| ITV Households                  | 2386   | 96  | 2388   | 96  | 2389   | 96  | 2391   | 96  | 2393   | 96  | 2394   | 96  |

| Table 1<br>Television Reception |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                 | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                 | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Households                | 2488   | 100 | 2490   | 100 | 2491   | 100 | 2493   | 100 | 2495   | 100 | 2496   | 100 |
| TV Households                   | 2429   | 98  | 2431   | 98  | 2432   | 98  | 2434   | 98  | 2436   | 98  | 2437   | 98  |
| ITV Households                  | 2396   | 96  | 2398   | 96  | 2399   | 96  | 2401   | 96  | 2402   | 96  | 2403   | 96  |

| Table 2<br>Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
|--------------------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                |          | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households            |          | 2386   | 100 | 2388   | 100 | 2389   | 100 | 2391   | 100 | 2393   | 100 | 2394   | 100 |
| Social Class                   | AB       | 363    | 15  | 364    | 15  | 364    | 15  | 364    | 15  | 365    | 15  | 365    | 15  |
|                                | C1       | 620    | 26  | 620    | 26  | 620    | 26  | 621    | 26  | 621    | 26  | 621    | 26  |
|                                | C2       | 433    | 18  | 433    | 18  | 433    | 18  | 433    | 18  | 434    | 18  | 434    | 18  |
|                                | DE       | 970    | 41  | 971    | 41  | 972    | 41  | 973    | 41  | 973    | 41  | 974    | 41  |
| Housewife Age                  | Under 25 | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   |
|                                | 25 - 34  | 391    | 16  | 392    | 16  | 392    | 16  | 393    | 16  | 393    | 16  | 393    | 16  |
|                                | 35 - 44  | 502    | 21  | 502    | 21  | 501    | 21  | 502    | 21  | 504    | 21  | 503    | 21  |
|                                | 44 - 54  | 421    | 18  | 421    | 18  | 421    | 18  | 421    | 18  | 422    | 18  | 423    | 18  |
|                                | 55 - 64  | 365    | 15  | 365    | 15  | 365    | 15  | 365    | 15  | 366    | 15  | 366    | 15  |
|                                | 65 +     | 560    | 23  | 561    | 23  | 563    | 24  | 563    | 24  | 561    | 23  | 562    | 23  |
| Size                           | 1        | 774    | 32  | 774    | 32  | 775    | 32  | 775    | 32  | 776    | 32  | 776    | 32  |
|                                | 2        | 814    | 34  | 815    | 34  | 815    | 34  | 816    | 34  | 817    | 34  | 817    | 34  |
|                                | 3        | 361    | 15  | 362    | 15  | 362    | 15  | 362    | 15  | 362    | 15  | 363    | 15  |
|                                | 4+       | 437    | 18  | 437    | 18  | 437    | 18  | 438    | 18  | 438    | 18  | 438    | 18  |
| Children                       | With     | 627    | 26  | 627    | 26  | 628    | 26  | 628    | 26  | 629    | 26  | 629    | 26  |
|                                | Without  | 1759   | 74  | 1761   | 74  | 1761   | 74  | 1763   | 74  | 1764   | 74  | 1765   | 74  |

| Table 2             |          |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------|----------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Home ITV Households |          |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for     |          | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                     |          | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total TV Households |          | 2396   | 100 | 2398   | 100 | 2399   | 100 | 2401   | 100 | 2402   | 100 | 2403   | 100 |
| Social Class        | AB       | 365    | 15  | 365    | 15  | 365    | 15  | 366    | 15  | 366    | 15  | 366    | 15  |
|                     | C1       | 622    | 26  | 623    | 26  | 623    | 26  | 623    | 26  | 624    | 26  | 624    | 26  |
|                     | C2       | 434    | 18  | 435    | 18  | 435    | 18  | 435    | 18  | 435    | 18  | 436    | 18  |
|                     | DE       | 975    | 41  | 975    | 41  | 976    | 41  | 977    | 41  | 977    | 41  | 977    | 41  |
| Housewife Age       | Under 25 | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   | 147    | 6   |
|                     | 25 - 34  | 393    | 16  | 393    | 16  | 393    | 16  | 393    | 16  | 395    | 16  | 395    | 16  |
|                     | 35 - 44  | 504    | 21  | 504    | 21  | 504    | 21  | 505    | 21  | 505    | 21  | 505    | 21  |
|                     | 44 - 54  | 423    | 18  | 423    | 18  | 423    | 18  | 423    | 18  | 424    | 18  | 424    | 18  |
|                     | 55 - 64  | 366    | 15  | 367    | 15  | 367    | 15  | 367    | 15  | 367    | 15  | 367    | 15  |
|                     | 65 +     | 563    | 23  | 564    | 24  | 565    | 24  | 566    | 24  | 564    | 23  | 565    | 24  |
| Size                | 1        | 777    | 32  | 777    | 32  | 778    | 32  | 778    | 32  | 779    | 32  | 779    | 32  |
|                     | 2        | 817    | 34  | 819    | 34  | 819    | 34  | 820    | 34  | 819    | 34  | 820    | 34  |
|                     | 3        | 363    | 15  | 363    | 15  | 363    | 15  | 364    | 15  | 364    | 15  | 364    | 15  |
|                     | 4+       | 439    | 18  | 439    | 18  | 439    | 18  | 439    | 18  | 440    | 18  | 440    | 18  |
| Children            | With     | 629    | 26  | 630    | 26  | 630    | 26  | 631    | 26  | 631    | 26  | 631    | 26  |
|                     | Without  | 1767   | 74  | 1768   | 74  | 1769   | 74  | 1770   | 74  | 1771   | 74  | 1772   | 74  |

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 5143   | 100 | 5147   | 100 | 5149   | 100 | 5153   | 100 | 5157   | 100 | 5159   | 100 |
| Age                                               | 4 - 9   | 391    | 8   | 391    | 8   | 391    | 8   | 391    | 8   | 391    | 8   | 391    | 8   |
|                                                   | 10 - 15 | 423    | 8   | 424    | 8   | 424    | 8   | 425    | 8   | 425    | 8   | 426    | 8   |
|                                                   | 16 - 24 | 613    | 12  | 614    | 12  | 614    | 12  | 615    | 12  | 615    | 12  | 615    | 12  |
|                                                   | 25 - 34 | 721    | 14  | 721    | 14  | 721    | 14  | 722    | 14  | 723    | 14  | 723    | 14  |
|                                                   | 35 - 44 | 863    | 17  | 864    | 17  | 865    | 17  | 864    | 17  | 865    | 17  | 866    | 17  |
|                                                   | 45 - 54 | 722    | 14  | 722    | 14  | 723    | 14  | 723    | 14  | 724    | 14  | 724    | 14  |
|                                                   | 55-64   | 607    | 12  | 607    | 12  | 608    | 12  | 608    | 12  | 608    | 12  | 609    | 12  |
|                                                   | 65 +    | 803    | 16  | 804    | 16  | 803    | 16  | 805    | 16  | 806    | 16  | 805    | 16  |
| Adults                                            | Total   | 4329   | 100 | 4332   | 100 | 4334   | 100 | 4337   | 100 | 4341   | 100 | 4342   | 100 |
|                                                   | AB      | 717    | 17  | 717    | 17  | 717    | 17  | 718    | 17  | 719    | 17  | 719    | 17  |
|                                                   | C1      | 1177   | 27  | 1179   | 27  | 1180   | 27  | 1180   | 27  | 1181   | 27  | 1182   | 27  |
|                                                   | C2      | 897    | 21  | 897    | 21  | 897    | 21  | 898    | 21  | 899    | 21  | 899    | 21  |
|                                                   | DE      | 1538   | 36  | 1539   | 36  | 1540   | 36  | 1541   | 36  | 1542   | 36  | 1542   | 36  |



| Table 3                                |         |        |     |        |     |        |     |        |     |        |     |        |     |
|----------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| All Individuals in ITV Home Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                        |         | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                        |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                   |         | 5164   | 100 | 5168   | 100 | 5170   | 100 | 5174   | 100 | 5178   | 100 | 5180   | 100 |
| Age                                    | 4 - 9   | 393    | 8   | 393    | 8   | 393    | 8   | 393    | 8   | 393    | 8   | 393    | 8   |
|                                        | 10 - 15 | 424    | 8   | 425    | 8   | 425    | 8   | 426    | 8   | 427    | 8   | 427    | 8   |
|                                        | 16 - 24 | 615    | 12  | 617    | 12  | 617    | 12  | 618    | 12  | 618    | 12  | 618    | 12  |
|                                        | 25 - 34 | 723    | 14  | 723    | 14  | 724    | 14  | 725    | 14  | 726    | 14  | 726    | 14  |
|                                        | 35 - 44 | 867    | 17  | 867    | 17  | 869    | 17  | 870    | 17  | 871    | 17  | 870    | 17  |
|                                        | 45 - 54 | 726    | 14  | 726    | 14  | 726    | 14  | 726    | 14  | 726    | 14  | 727    | 14  |
|                                        | 55-64   | 609    | 12  | 609    | 12  | 609    | 12  | 609    | 12  | 610    | 12  | 611    | 12  |
|                                        | 65 +    | 807    | 16  | 808    | 16  | 807    | 16  | 807    | 16  | 807    | 16  | 808    | 16  |
| Adults                                 | Total   | 4347   | 100 | 4350   | 100 | 4352   | 100 | 4355   | 100 | 4358   | 100 | 4360   | 100 |
|                                        | AB      | 719    | 17  | 720    | 17  | 721    | 17  | 721    | 17  | 721    | 17  | 722    | 17  |
|                                        | C1      | 1183   | 27  | 1184   | 27  | 1184   | 27  | 1185   | 27  | 1186   | 27  | 1187   | 27  |
|                                        | C2      | 899    | 21  | 901    | 21  | 901    | 21  | 901    | 21  | 903    | 21  | 903    | 21  |
|                                        | DE      | 1546   | 36  | 1545   | 36  | 1546   | 36  | 1548   | 36  | 1548   | 36  | 1548   | 36  |

| <b>Table 4a</b>                                |             |            |             |            |             |            |             |            |             |            |
|------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Male Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |
| Projections for                                | Jan 03      |            | Feb 03      |            | Mar 03      |            | Apr 03      |            | May 03      |            |
|                                                | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Males 4+</b>                          | <b>2502</b> | <b>100</b> | <b>2504</b> | <b>100</b> | <b>2505</b> | <b>100</b> | <b>2507</b> | <b>100</b> | <b>2509</b> | <b>100</b> |
| <b>Age</b>                                     |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                         | 427         | 17         | 427         | 17         | 427         | 17         | 428         | 17         | 428         | 17         |
| 16 - 24                                        | 306         | 12         | 306         | 12         | 306         | 12         | 307         | 12         | 307         | 12         |
| 25 - 34                                        | 367         | 15         | 367         | 15         | 367         | 15         | 368         | 15         | 369         | 15         |
| 35 - 44                                        | 425         | 17         | 426         | 17         | 426         | 17         | 425         | 17         | 426         | 17         |
| 45 - 54                                        | 354         | 14         | 354         | 14         | 355         | 14         | 355         | 14         | 355         | 14         |
| 55 - 64                                        | 289         | 12         | 289         | 12         | 289         | 12         | 289         | 12         | 289         | 12         |
| 65 +                                           | 334         | 13         | 335         | 13         | 335         | 13         | 335         | 13         | 335         | 13         |
| <b>Adults</b>                                  |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                   | <b>2075</b> | <b>100</b> | <b>2077</b> | <b>100</b> | <b>2078</b> | <b>100</b> | <b>2079</b> | <b>100</b> | <b>2081</b> | <b>100</b> |
| AB                                             | 356         | 17         | 356         | 17         | 356         | 17         | 357         | 17         | 357         | 17         |
| C1                                             | 550         | 27         | 551         | 27         | 551         | 27         | 551         | 27         | 552         | 27         |
| C2                                             | 478         | 23         | 478         | 23         | 478         | 23         | 479         | 23         | 479         | 23         |
| DE                                             | 691         | 33         | 692         | 33         | 693         | 33         | 692         | 33         | 693         | 33         |
| <b>Working F/T</b>                             | <b>1235</b> | <b>60</b>  | <b>1237</b> | <b>60</b>  | <b>1238</b> | <b>60</b>  | <b>1238</b> | <b>60</b>  | <b>1240</b> | <b>60</b>  |
| <b>Not Working</b>                             | <b>840</b>  | <b>40</b>  | <b>840</b>  | <b>40</b>  | <b>840</b>  | <b>40</b>  | <b>841</b>  | <b>40</b>  | <b>841</b>  | <b>40</b>  |

| Table 4a                                |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-----------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Male Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                         |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                         |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Males 4+                          |             | 2512   | 100 | 2514   | 100 | 2515   | 100 | 2517   | 100 | 2520   | 100 | 2520   | 100 |
| Age                                     | 4 - 15      | 428    | 17  | 429    | 17  | 429    | 17  | 429    | 17  | 430    | 17  | 430    | 17  |
|                                         | 16 - 24     | 307    | 12  | 308    | 12  | 308    | 12  | 308    | 12  | 308    | 12  | 308    | 12  |
|                                         | 25 - 34     | 369    | 15  | 369    | 15  | 369    | 15  | 369    | 15  | 370    | 15  | 370    | 15  |
|                                         | 35 - 44     | 427    | 17  | 426    | 17  | 427    | 17  | 429    | 17  | 430    | 17  | 429    | 17  |
|                                         | 45 - 54     | 356    | 14  | 356    | 14  | 356    | 14  | 356    | 14  | 356    | 14  | 357    | 14  |
|                                         | 55 - 64     | 290    | 12  | 290    | 12  | 290    | 12  | 290    | 12  | 290    | 12  | 290    | 12  |
| 65 +                                    | 335         | 13     | 336 | 13     | 336 | 13     | 336 | 13     | 336 | 13     | 336 | 13     |     |
| Adults                                  | Total       | 2084   | 100 | 2085   | 100 | 2086   | 100 | 2088   | 100 | 2090   | 100 | 2090   | 100 |
|                                         | AB          | 357    | 17  | 358    | 17  | 358    | 17  | 358    | 17  | 358    | 17  | 359    | 17  |
|                                         | C1          | 553    | 27  | 553    | 27  | 553    | 27  | 554    | 27  | 554    | 27  | 554    | 27  |
|                                         | C2          | 479    | 23  | 480    | 23  | 480    | 23  | 480    | 23  | 481    | 23  | 481    | 23  |
|                                         | DE          | 695    | 33  | 694    | 33  | 695    | 33  | 696    | 33  | 697    | 33  | 696    | 33  |
|                                         | Working F/T | 1241   | 60  | 1242   | 60  | 1242   | 60  | 1244   | 60  | 1244   | 60  | 1244   | 60  |
|                                         | Not Working | 843    | 40  | 843    | 40  | 844    | 40  | 844    | 40  | 846    | 40  | 846    | 40  |

| <b>Table 4b</b>                                  |             |            |             |            |             |            |             |            |             |            |             |            |
|--------------------------------------------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|------------|
| <b>Female Individuals in Home ITV Households</b> |             |            |             |            |             |            |             |            |             |            |             |            |
| Projections for                                  | Jan 03      |            | Feb 03      |            | Mar 03      |            | Apr 03      |            | May 03      |            | Jun 03      |            |
|                                                  | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          | 000's       | %          |
| <b>Total Females 4+</b>                          | <b>2641</b> | <b>100</b> | <b>2643</b> | <b>100</b> | <b>2644</b> | <b>100</b> | <b>2646</b> | <b>100</b> | <b>2648</b> | <b>100</b> | <b>2648</b> | <b>100</b> |
| <b>Age</b>                                       |             |            |             |            |             |            |             |            |             |            |             |            |
| 4 - 15                                           | 387         | 15         | 388         | 15         | 388         | 15         | 388         | 15         | 388         | 15         | 388         | 15         |
| 16 - 24                                          | 307         | 12         | 308         | 12         | 308         | 12         | 308         | 12         | 308         | 12         | 308         | 12         |
| 25 - 34                                          | 354         | 13         | 354         | 13         | 354         | 13         | 354         | 13         | 354         | 13         | 354         | 13         |
| 35 - 44                                          | 438         | 17         | 438         | 17         | 439         | 17         | 439         | 17         | 439         | 17         | 440         | 17         |
| 45 - 54                                          | 368         | 14         | 368         | 14         | 368         | 14         | 368         | 14         | 369         | 14         | 369         | 14         |
| 55 - 64                                          | 318         | 12         | 318         | 12         | 319         | 12         | 319         | 12         | 319         | 12         | 319         | 12         |
| 65 +                                             | 469         | 18         | 469         | 18         | 468         | 18         | 470         | 18         | 471         | 18         | 470         | 18         |
| <b>Adults</b>                                    |             |            |             |            |             |            |             |            |             |            |             |            |
| <b>Total</b>                                     | <b>2254</b> | <b>100</b> | <b>2255</b> | <b>100</b> | <b>2256</b> | <b>100</b> | <b>2258</b> | <b>100</b> | <b>2260</b> | <b>100</b> | <b>2260</b> | <b>100</b> |
| <b>AB</b>                                        | <b>361</b>  | <b>16</b>  | <b>361</b>  | <b>16</b>  | <b>361</b>  | <b>16</b>  | <b>361</b>  | <b>16</b>  | <b>362</b>  | <b>16</b>  | <b>362</b>  | <b>16</b>  |
| <b>C1</b>                                        | <b>627</b>  | <b>28</b>  | <b>628</b>  | <b>28</b>  | <b>629</b>  | <b>28</b>  | <b>629</b>  | <b>28</b>  | <b>629</b>  | <b>28</b>  | <b>630</b>  | <b>28</b>  |
| <b>C2</b>                                        | <b>419</b>  | <b>19</b>  | <b>419</b>  | <b>19</b>  | <b>419</b>  | <b>19</b>  | <b>419</b>  | <b>19</b>  | <b>420</b>  | <b>19</b>  | <b>420</b>  | <b>19</b>  |
| <b>DE</b>                                        | <b>847</b>  | <b>38</b>  | <b>847</b>  | <b>38</b>  | <b>847</b>  | <b>38</b>  | <b>849</b>  | <b>38</b>  | <b>849</b>  | <b>38</b>  | <b>848</b>  | <b>38</b>  |
| <b>Working F/T</b>                               | <b>675</b>  | <b>30</b>  | <b>675</b>  | <b>30</b>  | <b>675</b>  | <b>30</b>  | <b>677</b>  | <b>30</b>  | <b>677</b>  | <b>30</b>  | <b>677</b>  | <b>30</b>  |
| <b>Not Working</b>                               | <b>1579</b> | <b>70</b>  | <b>1580</b> | <b>70</b>  | <b>1581</b> | <b>70</b>  | <b>1581</b> | <b>70</b>  | <b>1583</b> | <b>70</b>  | <b>1583</b> | <b>70</b>  |

| Table 4b                                  |             |        |     |        |     |        |     |        |     |        |     |        |     |
|-------------------------------------------|-------------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Female Individuals in Home ITV Households |             |        |     |        |     |        |     |        |     |        |     |        |     |
| Projections for                           |             | Jul 03 |     | Aug 03 |     | Sep 03 |     | Oct 03 |     | Nov 03 |     | Dec 03 |     |
|                                           |             | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Females 4+                          |             | 2652   | 100 | 2654   | 100 | 2655   | 100 | 2657   | 100 | 2658   | 100 | 2660   | 100 |
| Age                                       | 4 - 15      | 389    | 15  | 389    | 15  | 389    | 15  | 390    | 15  | 390    | 15  | 390    | 15  |
|                                           | 16 - 24     | 308    | 12  | 309    | 12  | 309    | 12  | 310    | 12  | 310    | 12  | 310    | 12  |
|                                           | 25 - 34     | 354    | 13  | 354    | 13  | 355    | 13  | 356    | 13  | 356    | 13  | 356    | 13  |
|                                           | 35 - 44     | 440    | 17  | 441    | 17  | 442    | 17  | 441    | 17  | 441    | 17  | 441    | 17  |
|                                           | 45 - 54     | 370    | 14  | 370    | 14  | 370    | 14  | 370    | 14  | 370    | 14  | 370    | 14  |
|                                           | 55 - 64     | 319    | 12  | 319    | 12  | 319    | 12  | 319    | 12  | 320    | 12  | 321    | 12  |
|                                           | 65 +        | 472    | 18  | 472    | 18  | 471    | 18  | 471    | 18  | 471    | 18  | 472    | 18  |
| Adults                                    | Total       | 2263   | 100 | 2265   | 100 | 2266   | 100 | 2267   | 100 | 2268   | 100 | 2270   | 100 |
|                                           | AB          | 362    | 16  | 362    | 16  | 363    | 16  | 363    | 16  | 363    | 16  | 363    | 16  |
|                                           | C1          | 630    | 28  | 631    | 28  | 631    | 28  | 631    | 28  | 632    | 28  | 633    | 28  |
|                                           | C2          | 420    | 19  | 421    | 19  | 421    | 19  | 421    | 19  | 422    | 19  | 422    | 19  |
|                                           | DE          | 851    | 38  | 851    | 38  | 851    | 38  | 852    | 38  | 851    | 38  | 852    | 38  |
|                                           | Working F/T | 678    | 30  | 678    | 30  | 679    | 30  | 679    | 30  | 680    | 30  | 680    | 30  |
|                                           | Not Working | 1585   | 70  | 1587   | 70  | 1587   | 70  | 1588   | 70  | 1588   | 70  | 1590   | 70  |



## CH4 - ULSTER MACRO REGION

Projections Jan 03 - Dec 03

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

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

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



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

| Table 3<br>All Individuals in Home ITV Households |         |        |     |        |     |        |     |        |     |        |     |        |     |
|---------------------------------------------------|---------|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|--------|-----|
| Projections for                                   |         | Jan 03 |     | Feb 03 |     | Mar 03 |     | Apr 03 |     | May 03 |     | Jun 03 |     |
|                                                   |         | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   | 000's  | %   |
| Total Individuals 4+                              |         | 1539   | 100 | 1539   | 100 | 1539   | 100 | 1542   | 100 | 1542   | 100 | 1542   | 100 |
| Age                                               | 4 - 9   | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  | 148    | 10  |
|                                                   | 10 - 15 | 161    | 10  | 161    | 10  | 161    | 10  | 162    | 11  | 162    | 11  | 162    | 11  |
|                                                   | 16 - 24 | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  | 207    | 13  |
|                                                   | 25 - 34 | 240    | 16  | 240    | 16  | 240    | 16  | 241    | 16  | 241    | 16  | 241    | 16  |
|                                                   | 35 - 44 | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  | 243    | 16  |
|                                                   | 45 - 54 | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  | 195    | 13  |
|                                                   | 55-64   | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  | 160    | 10  |
|                                                   | 65 +    | 185    | 12  | 185    | 12  | 185    | 12  | 186    | 12  | 186    | 12  | 186    | 12  |
| Adults                                            | Total   | 1230   | 100 | 1230   | 100 | 1230   | 100 | 1232   | 100 | 1232   | 100 | 1232   | 100 |
|                                                   | AB      | 152    | 12  | 152    | 12  | 152    | 12  | 153    | 12  | 153    | 12  | 153    | 12  |
|                                                   | C1      | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  | 325    | 26  |
|                                                   | C2      | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  | 316    | 26  |
|                                                   | DE      | 437    | 36  | 437    | 36  | 437    | 36  | 438    | 36  | 438    | 36  | 438    | 36  |

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

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

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

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

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





## ITV RECEPTION IN OVERLAP AREAS

The following tables show ITV reception in overlap areas. Television reception capabilities within overlap area vary considerably according to the geographic location of the home, and in addition the overlap data are in general based on much smaller samples than data from complete ITV areas. Consequently these data are subject to larger sampling variations than are area data.

These tables are then repeated in green for the overlaps of Channel Four Macro Regions. Channel Four Macro regions are combinations of ITV Areas defined in terms of ITV reception and geography, with the exception of Channel Four South, which has a more detailed definition as given below.

### **Channel Four Macro**

### **Contributing ITV Areas**

London

London

South

Meridian, Channel Islands, East, South West, Wales & West

Midlands

Midlands

North

Yorkshire, N. East, N. West

Scotland

C. Scotland & N. Scotland, Border

Ulster

Ulster

## ANALYSIS OF OVERLAP AREAS

## (INDIVIDUAL OVERLAP AREAS)

| OVERLAP AREA            | Sample Size | Household Estimates (000's) |            |                    |         |        |                             |
|-------------------------|-------------|-----------------------------|------------|--------------------|---------|--------|-----------------------------|
|                         |             | All H/Holds                 | TV H/Holds | Single ITV H/Holds |         |        | Multi ITV H/Holds           |
| LONDON/SOUTH            | 4621        | 1019                        | 1000       | 163 (L)            | 589 (S) |        | 240                         |
| LONDON/EAST             | 1630        | 378                         | 370        | 136 (L)            | 121 (E) |        | 103                         |
| MIDLANDS/NORTH WEST     | 1070        | 251                         | 249        | 131 (M)            | 89 (NW) |        | 29                          |
| MIDLANDS/YORKSHIRE      | 1448        | 404                         | 397        | 155 (M)            | 166 (Y) |        | 75                          |
| MIDLANDS/WALES          | 1019        | 244                         | 240        | 60 (M)             | 151 (W) |        | 24                          |
| MIDLANDS/EAST           | 2107        | 502                         | 492        | 60 (M)             | 304 (E) |        | 127                         |
| NORTH WEST/YORKSHIRE    | 195         | 46                          | 45         | 35 (NW)            | 7 (Y)   |        | 2                           |
| NORTH WEST/WALES        | 1387        | 220                         | 218        | 95 (NW)            | 38 (W)  |        | 82                          |
| NORTH WEST/BORDER       | 1307        | 69                          | 68         | 23 (NW)            | 39 (B)  |        | 5                           |
| YORKSHIRE/NORTH EAST    | 1036        | 272                         | 267        | 163 (Y)            | 60 (NE) |        | 44                          |
| YORKSHIRE/EAST          | 349         | 84                          | 82         | 18 (Y)             | 45 (E)  |        | 19                          |
| SOUTH/WALES             | 120         | 18                          | 18         | 7 (S)              | 9 (W)   |        | 1                           |
| SOUTH WEST/WALES        | 1397        | 149                         | 147        | 22 (SW)            | 107 (W) |        | 16                          |
| NORTH EAST/BORDER       | 355         | 17                          | 17         | 6 (NE)             | 7 (B)   |        | 3                           |
| SCOTLAND/BORDER         | 108         | 4                           | 4          | * (SC)             | 3 (B)   |        | *                           |
| LONDON/MIDLANDS/SOUTH   | 101         | 15                          | 15         | 8 (L)              | 1 (M)   | 3 (S)  | 0 (L/M) 2 (L/S) 0 (M/S)     |
| LONDON/MIDLANDS/EAST    | 179         | 48                          | 46         | 9 (L)              | 1 (M)   | 28 (E) | 0 (L/M) 7 (L/E) 1 (M/E)     |
| LONDON/SOUTH/EAST       | 685         | 135                         | 132        | 81 (L)             | 7 (S)   | 19 (E) | 8 6 (L/S) 10 (L/E) 2 (S/E)  |
| MIDLANDS/YORKSHIRE/EAST | 199         | 56                          | 55         | 9 (M)              | 12 (Y)  | 3 (E)  | 9 14 (M/Y) 7 (M/E) 3 (Y/E)  |
| SOUTH/SOUTH WEST/WALES  | 159         | 15                          | 15         | 2 (S)              | 0 (SW)  | 10 (W) | * 0 (S/SW) 1 (S/W) 1 (SW/W) |
| TOTAL                   | 19472       | 3946                        | 3877       | 3001               |         |        | 842                         |

## ANALYSIS OF OVERLAP AREAS

## (INDIVIDUAL OVERLAP AREAS)

| OVERLAP AREA            | Sample Size | Population Estimates (000's) |                           |                                  |
|-------------------------|-------------|------------------------------|---------------------------|----------------------------------|
|                         |             | All Indivs                   | Individuals in TV H/Holds | Individuals in Multi ITV H/Holds |
| LONDON/SOUTH            | 11519       | 2452                         | 2422                      | 631                              |
| LONDON/EAST             | 4040        | 905                          | 890                       | 261                              |
| MIDLANDS/NORTH WEST     | 2503        | 591                          | 588                       | 71                               |
| MIDLANDS/YORKSHIRE      | 3561        | 951                          | 941                       | 198                              |
| MIDLANDS/WALES          | 2539        | 582                          | 575                       | 65                               |
| MIDLANDS/EAST           | 5139        | 1195                         | 1180                      | 313                              |
| NORTH WEST/YORKSHIRE    | 454         | 106                          | 105                       | 5                                |
| NORTH WEST/WALES        | 3325        | 531                          | 527                       | 209                              |
| NORTH WEST/BORDER       | 2972        | 156                          | 155                       | 14                               |
| YORKSHIRE/NORTH EAST    | 2466        | 624                          | 619                       | 112                              |
| YORKSHIRE/EAST          | 806         | 187                          | 184                       | 47                               |
| SOUTH/WALES             | 283         | 44                           | 43                        | 3                                |
| SOUTH WEST/WALES        | 3230        | 343                          | 339                       | 40                               |
| NORTH EAST/BORDER       | 750         | 38                           | 38                        | 8                                |
| SCOTLAND/BORDER         | 227         | 9                            | 9                         | 1                                |
| LONDON/MIDLANDS/SOUTH   | 237         | 35                           | 34                        | 0<br>1 (L/M) 5 (L/S) 1 (M/S)     |
| LONDON/MIDLANDS/EAST    | 441         | 116                          | 114                       | 0<br>0 (L/M) 18 (L/E) 4 (M/E)    |
| LONDON/SOUTH/EAST       | 1677        | 319                          | 316                       | 20<br>14 (L/S) 24 (L/E) 4 (S/E)  |
| MIDLANDS/YORKSHIRE/EAST | 542         | 142                          | 139                       | 22<br>35 (M/Y) 18 (M/E) 5 (Y/E)  |
| SOUTH/SOUTH WEST/WALES  | 359         | 33                           | 33                        | 1<br>0 (S/SW) 4 (S/W) 2 (SW/W)   |
| TOTAL                   | 47070       | 9361                         | 9252                      | 2153                             |

## RECEPTION CHARACTERISTICS

|                    |                                     | Household Estimates (000's)      |                                |                                  |                                                  |                                                    |
|--------------------|-------------------------------------|----------------------------------|--------------------------------|----------------------------------|--------------------------------------------------|----------------------------------------------------|
| ITV AREA           | Sample Size<br>(H/Holds in<br>Area) | Single ITV<br>Channel<br>H/Holds | Dual ITV<br>Channel<br>H/Holds | Triple ITV<br>Channel<br>H/Holds | Individuals<br>in Dual ITV<br>Channel<br>H/Holds | Individuals in<br>Triple ITV<br>Channel<br>H/Holds |
| London             | 3655                                | 396                              | 368                            | 8                                | 954                                              | 20                                                 |
| Midlands           | 2775                                | 417                              | 278                            | 9                                | 705                                              | 22                                                 |
| North West         | 2295                                | 242                              | 118                            | 0                                | 299                                              | 0                                                  |
| Yorkshire          | 2019                                | 366                              | 157                            | 9                                | 402                                              | 22                                                 |
| North East         | 561                                 | 66                               | 48                             | 0                                | 120                                              | 0                                                  |
| Scotland           | 11                                  | *                                | *                              | 0                                | 1                                                | 0                                                  |
| South & South East | 3920                                | 608                              | 252                            | 8                                | 662                                              | 20                                                 |
| East               | 3474                                | 518                              | 278                            | 17                               | 694                                              | 42                                                 |
| South West         | 391                                 | 23                               | 17                             | *                                | 42                                               | 1                                                  |
| Border             | 1160                                | 49                               | 9                              | 0                                | 23                                               | 0                                                  |
| Wales & West       | 2863                                | 314                              | 126                            | *                                | 323                                              | 1                                                  |

**ANALYSIS OF OVERLAP AREAS**  
**(INDIVIDUAL OVERLAP AREAS)**

| CHANNEL 4 MACRO OVERLAP AREA | Sample Size | Household Estimates (000's) |            |                    |        |         |                   |                 |
|------------------------------|-------------|-----------------------------|------------|--------------------|--------|---------|-------------------|-----------------|
|                              |             | All H/Holds                 | TV H/Holds | Single ITV H/Holds |        |         | Multi ITV H/Holds |                 |
| LONDON/SOUTH                 | 6936        | 1532                        | 1503       | 379 (L)            |        | 737 (S) |                   | 367             |
| MIDLANDS/NORTH               | 2518        | 655                         | 646        | 286 (M)            |        | 254 (N) |                   | 104             |
| MIDLANDS/SOUTH               | 3126        | 746                         | 732        | 120 (M)            |        | 454 (S) |                   | 151             |
| NORTH/SCOTLAND               | 1662        | 86                          | 84         | 29 (N)             |        | 46 (SC) |                   | 9               |
| NORTH/SOUTH                  | 1736        | 304                         | 300        | 114 (N)            |        | 83 (S)  |                   | 101             |
| LONDON/MIDLANDS/SOUTH        | 280         | 63                          | 61         | 17 (L)             | 3 (M)  | 31 (S)  | * (L/M)           | 8 (L/S) 2 (M/S) |
| MIDLANDS/NORTH/SOUTH         | 199         | 56                          | 55         | 9 (M)              | 12 (N) | 3 (S)   | 14 (M/N)          | 7 (M/S) 3 (N/S) |

| CHANNEL 4 MACRO OVERLAP AREA | Sample Size | Population Estimates (000's) |                           |  |                   |                           |
|------------------------------|-------------|------------------------------|---------------------------|--|-------------------|---------------------------|
|                              |             | All Individuals              | Individuals in TV H/Holds |  | Multi ITV H/Holds |                           |
| LONDON/SOUTH                 | 17236       | 3677                         | 3628                      |  | 950               |                           |
| MIDLANDS/NORTH               | 6064        | 1543                         | 1529                      |  | 269               |                           |
| MIDLANDS/SOUTH               | 7678        | 1777                         | 1756                      |  | 378               |                           |
| NORTH/SCOTLAND               | 3722        | 194                          | 192                       |  | 22                |                           |
| NORTH/SOUTH                  | 4131        | 718                          | 712                       |  | 256               |                           |
| LONDON/MIDLANDS/SOUTH        | 678         | 151                          | 148                       |  | 1 (L/M)           | 22 (L/S) 5 (M/S)          |
| MIDLANDS/NORTH/SOUTH         | 542         | 142                          | 139                       |  | 22                | 35 (M/N) 18 (M/S) 5 (N/S) |

## RECEPTION CHARACTERISTICS

|              | Household Estimates (000's)      |                                |                                  |                                                  |                                                 |
|--------------|----------------------------------|--------------------------------|----------------------------------|--------------------------------------------------|-------------------------------------------------|
| MACRO REGION | Single ITV<br>Channel<br>H/Holds | Dual ITV<br>Channel<br>H/Holds | Triple ITV<br>Channel<br>H/Holds | Individuals in<br>Dual ITV<br>Channel<br>H/Holds | Individuals in<br>Triple ITV<br>Channel H/Holds |
| London       | 396                              | 376                            | 0                                | 973                                              | 0                                               |
| South        | 1308                             | 639                            | 9                                | 1635                                             | 22                                              |
| Midlands     | 417                              | 278                            | 9                                | 705                                              | 22                                              |
| North        | 409                              | 230                            | 9                                | 587                                              | 22                                              |
| Scotland     | 46                               | 9                              | 0                                | 22                                               | 0                                               |

## **PREFERENCE TO VIEW & NET SHARE**

During an Establishment Survey Interview, if a household receives more than one ITV station with an acceptable picture quality, the housewife is asked:

“Out of every ten hours that you and your household watch ITV (excluding Channel 4), how many hours would you view each of the ITV stations you receive?”

Answers to this question have been used to produce the average hours out of ten to the home ITV station vs. all other ITV stations for the aggregate number of multi-ITV households in the overlaps for each ITV area shown overleaf.

In addition, the answers are used to allocate multi-ITV households to each ITV station in the same proportion as the households attribute their total ITV viewing to each station. Net ITV households are then calculated by subtracting from the total home ITV households for an ITV area, those multi-ITV households which are allocated to other ITV stations.

These net ITV households and shares are reproduced overleaf based on data from July 2000 to June 2002. These tables are then repeated in green for Channel Four Macro Regions.

| PREFERENCE TO VIEW ( HOURS IN TEN) OF MULTI ITV HOUSEHOLDS<br>IN THE OVERLAPS OF EACH AREA                                                                                                                                     |                               |                |     |     |     |     |     |     |     |     |     |     |     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| ITV Area                                                                                                                                                                                                                       | Multi ITV<br>H/Holds<br>000's | Sample<br>Size | L   | M   | NW  | Y   | W   | S   | NE  | E   | SW  | B   | Sc  |
| LONDON                                                                                                                                                                                                                         | 376                           | 1728           | 4.7 | -   | -   | -   | -   | 3.9 | -   | 1.4 | -   | -   | -   |
| MIDLANDS                                                                                                                                                                                                                       | 287                           | 1155           | *   | 4.0 | 0.6 | 1.6 | 0.5 | *   | -   | 3.3 | -   | -   | -   |
| NORTH WEST                                                                                                                                                                                                                     | 118                           | 766            | -   | 0.9 | 6.9 | 0.1 | 1.9 | -   | -   | -   | -   | 0.3 | -   |
| YORKSHIRE                                                                                                                                                                                                                      | 166                           | 614            | -   | 3.0 | 0.1 | 5.4 | -   | -   | 0.8 | 0.7 | -   | -   | -   |
| WALES & WEST                                                                                                                                                                                                                   | 126                           | 821            | -   | 0.9 | 4.7 | -   | 3.8 | 0.1 | -   | -   | 0.4 | -   | -   |
| SOUTH & SOUTH EAST                                                                                                                                                                                                             | 260                           | 1228           | 4.2 | *   | -   | -   | 0.1 | 5.6 | -   | 0.1 | *   | -   | -   |
| NORTH EAST                                                                                                                                                                                                                     | 48                            | 229            | -   | -   | -   | 6.6 | -   | -   | 3.0 | -   | -   | 0.4 | -   |
| EAST                                                                                                                                                                                                                           | 295                           | 1275           | 2.4 | 1.6 | -   | 0.5 | -   | 0.1 | -   | 5.4 | -   | -   | -   |
| SOUTH WEST                                                                                                                                                                                                                     | 17                            | 163            | -   | -   | -   | -   | 6.7 | *   | -   | -   | 3.2 | -   | -   |
| BORDER                                                                                                                                                                                                                         | 9                             | 174            | -   | -   | 2.7 | -   | -   | -   | 1.8 | -   | -   | 5.4 | 0.2 |
| SCOTLAND                                                                                                                                                                                                                       | #                             | 5              | -   | -   | -   | -   | -   | -   | -   | -   | -   | 8.3 | 1.7 |
| # = Under 0.5                                                                                                                                                                                                                  |                               |                |     |     |     |     |     |     |     |     |     |     |     |
| * = Under 0.05                                                                                                                                                                                                                 |                               |                |     |     |     |     |     |     |     |     |     |     |     |
| The preference to view data given above are obtained from Establishment Survey data. The sample sizes are shown are an aggregation of the samples of all contributory overlaps. Individual preferences are on smaller samples. |                               |                |     |     |     |     |     |     |     |     |     |     |     |



### NET HOUSEHOLDS AND SHARES FOR EACH ITV AREA

| AREA                                | 000's        | %             |
|-------------------------------------|--------------|---------------|
| LONDON                              | 4729         | 19.35         |
| MIDLANDS                            | 3711         | 15.18         |
| NORTH WEST                          | 2815         | 11.52         |
| YORKSHIRE                           | 2403         | 9.83          |
| SCOTLAND                            | 2069         | 8.47          |
| WALES & WEST                        | 1897         | 7.76          |
| SOUTH, SOUTH EAST & CHANNEL ISLANDS | 2348         | 9.61          |
| NORTH EAST                          | 1184         | 4.84          |
| EAST                                | 1694         | 6.93          |
| SOUTH WEST                          | 731          | 2.99          |
| ULSTER                              | 567          | 2.32          |
| BORDER                              | 293          | 1.20          |
| <b>ALL AREAS</b>                    | <b>24441</b> | <b>100.00</b> |



| PREFERENCE TO VIEW (HOURS IN TEN) OF MULTI ITV HOUSEHOLDS<br>IN THE OVERLAPS OF EACH CHANNEL 4 MACRO REGION |                          |        |       |          |       |          |        |
|-------------------------------------------------------------------------------------------------------------|--------------------------|--------|-------|----------|-------|----------|--------|
| MACRO REGION                                                                                                | MULTI ITV<br>H/H's 000's | LONDON | SOUTH | MIDLANDS | NORTH | SCOTLAND | ULSTER |
| LONDON                                                                                                      | 376                      | 4.7    | 5.3   | -        | -     | -        |        |
| SOUTH                                                                                                       | 648                      | 2.7    | 5.2   | 0.9      | 1.2   | -        |        |
| MIDLANDS                                                                                                    | 287                      | *      | 3.8   | 4.0      | 2.2   | -        |        |
| NORTH                                                                                                       | 239                      | -      | 1.4   | 2.6      | 5.8   | 0.2      |        |
| SCOTLAND                                                                                                    | 9                        | -      | -     | -        | 4.6   | 5.4      |        |
| ULSTER                                                                                                      | 0                        | -      | -     | -        | -     | -        | -      |

**NET HOUSEHOLDS AND SHARES FOR EACH  
CHANNEL FOUR MACRO REGION**

| MACRO REGION | 000's | %      |
|--------------|-------|--------|
| LONDON       | 4729  | 19.31  |
| SOUTH        | 6689  | 27.31  |
| MIDLANDS     | 3711  | 15.15  |
| NORTH        | 6427  | 26.24  |
| SCOTLAND     | 2371  | 9.68   |
| ULSTER       | 567   | 2.31   |
| ALL AREAS    | 24494 | 100.00 |



## **APPENDIX A**

### **OBJECTIVES**



## OBJECTIVES

The Establishment Survey has three major purposes:

1. To establish for households and individuals in each ITV area and BBC region:
  - a) television ownership
  - b) television reception
  - c) ownership of television related equipment
  - d) detailed demographic information
  
2. To obtain targets for the results of the survey for various marginal and interlaced demographic and television reception characteristics to which the BARB panel, when selected, should conform. These targets are used as weekly panel controls. They include:
  - Age of housewife
  - Size of household
  - Presence of children
  - Social class
  - Total set usage
  - ITV / BBC share of set usage
  - Age
  - Sex
  - Working Status (adults)
  - Terminal age of education (adults)
  - Stations received
  - Number of sets
  - Set characteristics
  - Ownership of TV related equipment
  
3. To provide a master sample of households of known characteristics from which the panels are maintained. Selection is based on geographic location, as well as the controls listed above, so that for each ITV area and BBC Region the various strata are correctly represented.





## **APPENDIX B**

### **THE SAMPLE**



## THE SAMPLE

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

### POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

BBC editorial regions are non-overlapping geographically defined regions. There are thirteen BBC editorial regions.

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

### GEOGRAPHICAL DISTRIBUTION OF THE SAMPLE

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

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

However, this is subject to the following constraints: -

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

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

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

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

## **OTHER STRATIFICATIONS**

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

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

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

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

## **SAMPLE SELECTION**

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

## **ITV NON-OVERLAP AREAS**

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

### ***Stage 1: Postal Sectors***

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

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

### ***Stage 2: Enumeration Districts***

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

### ***Stage 3: Addresses***

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

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

## **ITV OVERLAP AREAS**

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

### ***Stage 1: Enumeration Districts***

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

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

### ***Stage 2: Addresses***

As stage 3 for the non-overlap design.

## **ULSTER**

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

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

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

## **APPENDIX C**

### **FIELDWORK AND RESULTS**





## **FIELDWORK AND RESULTS**

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

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

An explanation of some of the terms is given below.

### **SHOP/BUSINESS**

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

### **OTHER NON EFFECTIVE**

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

### **SUBSTITUTE ADDRESSES (ITEMISED IN JUNE 2002 DATA ONLY)**

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

### **ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES**

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

### **NON CONTACT**

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

### **REFUSAL**

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

### **REJECTED INTERVIEWS**

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

| RESPONSE ANALYSIS: Jul 2000-Jun 2001 |       |       |      |      |      |       |       |      |      |
|--------------------------------------|-------|-------|------|------|------|-------|-------|------|------|
|                                      | TOTAL | LON   | MID  | NW   | YOR  | CSCOT | WALES | S    |      |
| Addresses Issued                     | 55782 | 12249 | 8527 | 8098 | 5316 | 4267  | 6222  | 6981 |      |
| Shop/Business                        | 1681  | 313   | 233  | 332  | 130  | 187   | 161   | 177  |      |
| Demolished/Under Construction        | 2227  | 534   | 245  | 573  | 114  | 282   | 274   | 203  |      |
| Empty                                | 3456  | 408   | 499  | 595  | 421  | 506   | 374   | 266  |      |
| Holiday Home                         | 489   | 21    | 18   | 87   | 44   | 45    | 61    | 44   |      |
| Other Non-Effective                  | 1670  | 213   | 179  | 225  | 126  | 239   | 168   | 167  |      |
| Eligible Addresses                   | 46261 | 10760 | 7353 | 6285 | 4480 | 3008  | 5183  | 6124 |      |
| Substitute Addresses                 | 6099  | 743   | 862  | 1235 | 707  | 888   | 725   | 568  |      |
| Multiple Occupancy Addresses         | 606   | 242   | 37   | 29   | 9    | 49    | 59    | 89   |      |
| Additional Households                | 6705  | 985   | 899  | 1264 | 716  | 937   | 784   | 658  |      |
| Total Households                     | 52966 | 11745 | 8252 | 7550 | 5196 | 3945  | 5968  | 6782 | 100% |
| Non-Contacts                         | 9778  | 3007  | 1501 | 1233 | 700  | 525   | 1090  | 1244 | 18%  |
| No English Spoken                    | 160   | 68    | 21   | 24   | 15   | 10    | 8     | 9    | *    |
| Refusals                             | 5872  | 1583  | 960  | 847  | 575  | 448   | 517   | 838  | 12%  |
| Achieved Interviews                  | 37155 | 7087  | 5771 | 5445 | 3906 | 2962  | 4353  | 4691 | 69%  |
| Rejected Interviews                  | 27    | 17    | 0    | 0    | 0    | 7     | 0     | 0    | *    |
| Total Used Interviews                | 37139 | 7070  | 5771 | 5445 | 3906 | 2955  | 4353  | 4691 | 69%  |

\*=Under 0.5%

| RESPONSE ANALYSIS: Jul 2000-Jun 2001 |      |      |      |      |      |       |     |      |  |
|--------------------------------------|------|------|------|------|------|-------|-----|------|--|
|                                      | NE   | E    | SW   | ULS  | BOR  | NSCOT | CH  |      |  |
| Addresses Issued                     | 3415 | 5965 | 2896 | 3121 | 2010 | 1754  | 600 |      |  |
| Shop/Business                        | 92   | 201  | 57   | 76   | 87   | 80    | 11  |      |  |
| Demolished/Under Construction        | 60   | 82   | 7    | 35   | 52   | 58    | 5   |      |  |
| Empty                                | 255  | 285  | 134  | 160  | 168  | 139   | 16  |      |  |
| Holiday Home                         | 53   | 27   | 76   | 16   | 138  | 44    | 1   |      |  |
| Other Non-Effective                  | 80   | 132  | 83   | 172  | 248  | 76    | 19  |      |  |
| Eligible Addresses                   | 2874 | 5237 | 2539 | 2662 | 1317 | 1356  | 548 |      |  |
| Substitute Addresses                 | 431  | 570  | 248  | 0    | 492  | 287   | 0   |      |  |
| Multiple Occupancy Addresses         | 23   | 25   | 73   | 0    | 2    | 51    | 0   |      |  |
| Additional Households                | 454  | 595  | 321  | 0    | 494  | 338   | 0   |      |  |
| Total Households                     | 3328 | 5832 | 2860 | 2662 | 1811 | 1694  | 548 | 100% |  |
| Non-Contacts                         | 393  | 1134 | 387  | 612  | 251  | 225   | 85  | 16%  |  |
| No English Spoken                    | 4    | 12   | 1    | 1    | 4    | 4     | 0   | *    |  |
| Refusals                             | 337  | 742  | 218  | 161  | 164  | 172   | 17  | 3%   |  |
| Achieved Interviews                  | 2595 | 3945 | 2254 | 1888 | 1392 | 1294  | 446 | 81%  |  |
| Rejected Interviews                  | 0    | 0    | 0    | 17   | 0    | 0     | 5   | 1%   |  |
| Total Used Interviews                | 2595 | 3945 | 2254 | 1871 | 1392 | 1294  | 441 | 80%  |  |

\*=Under 0.5%

ITV

| RESPONSE ANALYSIS: Jul 2001-Jun 2002                                          |       |       |       |      |      |       |       |      |
|-------------------------------------------------------------------------------|-------|-------|-------|------|------|-------|-------|------|
|                                                                               | TOTAL | LON   | MID   | NW   | YOR  | CSCOT | WALES | S    |
| Addresses Issued<br>Shop/Business<br>Demolished/Under Construction<br>Empty   | 80706 | 20115 | 13724 | 7963 | 6276 | 5306  | 9987  | 8690 |
|                                                                               | 1281  | 292   | 221   | 115  | 67   | 90    | 184   | 132  |
|                                                                               | 345   | 70    | 41    | 44   | 19   | 46    | 62    | 24   |
|                                                                               | 4679  | 911   | 795   | 565  | 422  | 343   | 769   | 317  |
| Holiday Home<br>Other Non-Effective<br>Eligible Addresses                     | 790   | 57    | 53    | 145  | 28   | 29    | 162   | 57   |
|                                                                               | 1931  | 417   | 427   | 208  | 131  | 97    | 356   | 185  |
|                                                                               | 71681 | 18368 | 12186 | 6887 | 5609 | 4701  | 8454  | 7974 |
|                                                                               | 8266  | 1705  | 1501  | 1041 | 645  | 584   | 1476  | 714  |
| Substitute Addresses<br>Multiple Occupancy Addresses<br>Additional Households | 995   | 489   | 56    | 45   | 27   | 131   | 52    | 88   |
|                                                                               | 9261  | 2194  | 1557  | 1086 | 672  | 715   | 1529  | 802  |
|                                                                               | 80943 | 20562 | 13743 | 7973 | 6281 | 5416  | 9982  | 8777 |
|                                                                               | 13337 | 4977  | 1877  | 1162 | 844  | 638   | 1393  | 1343 |
| Non-Contacts<br>No English Spoken<br>Refusals                                 | 55    | 24    | 10    | 4    | 3    | 1     | 1     | 2    |
|                                                                               | 14712 | 5076  | 2515  | 1259 | 1110 | 650   | 1511  | 1890 |
|                                                                               | 52839 | 10485 | 9341  | 5548 | 4324 | 4127  | 7077  | 5541 |
|                                                                               | 7     | 1     | 0     | 0    | 0    | 1     | 0     | 0    |
| Achieved Interviews<br>Rejected Interviews<br>Total Used Interviews           | 52832 | 10484 | 9341  | 5548 | 4324 | 4126  | 7077  | 5541 |
| *Under 0.5%                                                                   |       |       |       |      |      |       |       |      |

\*=Under 0.5%

| RESPONSE ANALYSIS: Jul 2001-Jun 2002                                                                                                                                                                                                                          |      |      |      |      |      |       |     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------|------|------|------|-------|-----|
|                                                                                                                                                                                                                                                               | NE   | E    | SW   | ULS  | BORD | NSCOT | CH  |
| Addresses Issued<br>Shop/Business<br>Demolished/Under Construction<br>Empty<br>Holiday Home<br>Other Non-Effective<br>Eligible Addresses<br>Substitute Addresses<br>Multiple Occupancy Addresses<br>Additional Households<br>Total Households<br>Non-Contacts | 3288 | 7558 | 3571 | 4891 | 2717 | 1976  | 346 |
|                                                                                                                                                                                                                                                               | 26   | 138  | 71   | 122  | 64   | 58    | 6   |
|                                                                                                                                                                                                                                                               | 10   | 32   | 13   | 15   | 10   | 9     | 1   |
|                                                                                                                                                                                                                                                               | 224  | 370  | 169  | 206  | 289  | 224   | 18  |
|                                                                                                                                                                                                                                                               | 47   | 65   | 140  | 19   | 203  | 58    | 1   |
|                                                                                                                                                                                                                                                               | 48   | 216  | 77   | 116  | 145  | 48    | 5   |
|                                                                                                                                                                                                                                                               | 2933 | 6737 | 3101 | 4413 | 2006 | 1579  | 315 |
|                                                                                                                                                                                                                                                               | 353  | 800  | 448  | 0    | 677  | 372   | 0   |
|                                                                                                                                                                                                                                                               | 1    | 38   | 48   | 6    | 7    | 42    | 13  |
|                                                                                                                                                                                                                                                               | 354  | 838  | 496  | 6    | 684  | 414   | 13  |
|                                                                                                                                                                                                                                                               | 3287 | 7575 | 3597 | 4419 | 2690 | 1993  | 328 |
|                                                                                                                                                                                                                                                               | 445  | 1120 | 434  | 732  | 327  | 176   | 28  |
| No English Spoken<br>Refusals<br>Achieved Interviews<br>Rejected Interviews<br>Total Used Interviews                                                                                                                                                          | 1    | 4    | 2    | 1    | 1    | 0     | 3   |
|                                                                                                                                                                                                                                                               | 482  | 1509 | 616  | 404  | 329  | 194   | 15  |
|                                                                                                                                                                                                                                                               | 2359 | 4942 | 2545 | 3282 | 2033 | 1623  | 282 |
|                                                                                                                                                                                                                                                               | 3    | 0    | 1    | 0    | 1    | 0     | 0   |
|                                                                                                                                                                                                                                                               | 2356 | 4942 | 2544 | 3282 | 2032 | 1623  | 282 |

\*= Under 0.5%

\*=Under 0.5%



## **APPENDIX D**

### **DEFINITIONS**



## DEFINITIONS

### ITV AREAS

The tables given in this report refer to ITV and C4 areas as defined by BARB at the date of the survey. S4C tables are based on homes in the principality of Wales.

### 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.

### "HOME" ITV HOUSEHOLDS

A "Home" ITV Household is a household located within a geographically defined ITV area which receives ITV from the home transmitter(s) for that ITV area. Some of these households may additionally be able to receive ITV from another area's transmitter(s). A household which only receives ITV from another area's transmitter(s) is not a "Home" ITV household.

### 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, S4C or RTE via Cable or Satellite. It excludes homes which receive only terrestrial stations via cable.

### MACRO REGIONS

Macro Regions are constructed from ITV areas in terms of ITV reception and geography, with the exception of Channel 4 South, which has a more detailed definition as given below.

#### **Macro Region**

Network

London

South

Midlands

North

Scotland

Ulster

#### **Granada North Macro Region**

#### **Constituent ITV Areas**

All Channel 4 Macro regions

London

Meridian, Channel Islands, East, South West, West, Wales.

Midlands

North West, Yorkshire, North East

North Scotland, Central Scotland, Border

Ulster

North West, Border, Yorkshire, North East

## **HOUSEHOLD MEMBER**

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

### **Household members include:**

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

### **Household members exclude**

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

## **HOUSEWIFE**

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

- a) There is one and only one housewife in a household.
- b) A housewife may be male or female.
- c) If two persons of different sex share the household duties the woman is regarded as the housewife.



- d) If two of the same sex have equal claims to be the housewife, the elder is taken as the housewife.
- e) A man is the housewife in an all male household.
- f) In some cases a man may be the housewife in a mixed sex household if he is chiefly responsible for the household duties.
- g) A servant is never the housewife.

### **HEAD OF THE HOUSEHOLD**

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

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

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

### **SOCIAL CLASS**

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

### **CHIEF INCOME EARNER**

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

### **"PORTABLE" SETS**

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

### **REMOTE CONTROL SETS**

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

### **SCREEN SIZE**

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

## **EMPLOYMENT STATUS**

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

## **PERCENTAGES**

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

## **APPENDIX E**

### **NUMBER OF TELEVISIONS IN THE HOUSEHOLD**



**NUMBER OF TELEVISIONS IN THE HOUSEHOLD**

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

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



## **APPENDIX F**

### **ROUNDING**





## **ROUNDING**

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

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

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



## **APPENDIX G**

### **SAMPLE BASES FOR THE TABLES**



|                                    |
|------------------------------------|
| <b>SAMPLE BASES FOR THE TABLES</b> |
|------------------------------------|

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

## SAMPLE BASES FOR REPORT TABLES

## TABLES 1 - 3

|                                   |                |               | Home ITV Households |                  |                    |
|-----------------------------------|----------------|---------------|---------------------|------------------|--------------------|
|                                   | All Households | TV Households | Total               | Receiving Colour | More than 1 TV Set |
| <b>ALL AREAS</b>                  | <b>89971</b>   | <b>88060</b>  | <b>88060</b>        | <b>87720</b>     | <b>56198</b>       |
| LONDON                            | 17554          | 17120         | 13555               | 13518            | 8465               |
| MIDLANDS                          | 15112          | 14861         | 11545               | 11507            | 7420               |
| NORTH WEST                        | 10993          | 10804         | 9145                | 9117             | 6100               |
| YORKSHIRE                         | 8230           | 8057          | 6864                | 6833             | 4696               |
| CENTRAL SCOTLAND                  | 7081           | 6934          | 6545                | 6505             | 4233               |
| NORTH SCOTLAND                    | 2917           | 2851          | 2453                | 2443             | 1642               |
| CENTRAL SCOTLAND & NORTH SCOTLAND | 9279           | 9084          | 8952                | 8902             | 5838               |
| WALES & WEST                      | 11430          | 11231         | 10028               | 9990             | 6542               |
| SOUTH & SOUTH EAST + CH.IS        | 10955          | 10769         | 9061                | 9038             | 6058               |
| NORTH EAST                        | 4951           | 4851          | 4009                | 3988             | 2522               |
| EAST                              | 8887           | 8686          | 7088                | 7061             | 4522               |
| SOUTH WEST                        | 4798           | 4724          | 3566                | 3548             | 2346               |
| ULSTER                            | 5153           | 4976          | 4968                | 4951             | 2784               |
| BORDER                            | 3424           | 3367          | 2754                | 2743             | 1777               |
| WEST                              | 6507           | 6398          | 5043                | 5032             | 3397               |
| WALES                             | 6824           | 6702          | 5908                | 5879             | 3856               |
| SOUTH & SOUTH EAST                | 10232          | 10058         | 8350                | 8327             | 5542               |
| CHANNEL ISLANDS                   | 723            | 711           | 711                 | 711              | 516                |
| MERIDIAN/ANGLIA                   | 19157          | 18783         | 16103               | 16053            | 10544              |
| GRANADA/BORDER                    | 13110          | 12888         | 11794               | 11755            | 7788               |
| YORKSHIRE/TYNE TEES               | 12145          | 11886         | 10713               | 10661            | 7085               |
| GRANADA NORTH                     | 24705          | 24233         | 22430               | 22339            | 14814              |
| S4C                               | 6554           | 6435          | 5945                | 5916             | 3874               |
| S4C WELSH SPEAKING                | 1838           | 1809          | 1737                | 1728             | 1260               |
| CABLE & SATELLITE                 | 20108          | 20108         | 20108               | 20106            | 15931              |
| DIRECT TO HOME                    | 11994          | 11994         | 11994               | 11994            | 9804               |
| CH4 - ALL MACRO REGIONS           | 89971          | 88060         | 88060               | 87720            | 56198              |
| CH4 - LONDON MACRO REGION         | 17554          | 17120         | 13555               | 13518            | 8465               |
| CH4 - SOUTH MACRO REGION          | 33550          | 32927         | 29574               | 29467            | 19325              |
| CH4 - MIDLANDS MACRO REGION       | 15112          | 14861         | 11545               | 11507            | 7420               |
| CH4 - NORTH MACRO REGION          | 22943          | 22498         | 19926               | 19846            | 13226              |
| CH4 - SCOTLAND MACRO REGION       | 12595          | 12344         | 11753               | 11692            | 7636               |
| CH4 - ULSTER MACRO REGION         | 5153           | 4976          | 4968                | 4951             | 2784               |

## SAMPLE BASES FOR REPORT TABLES

TABLE 4

|                                      | Sets in TV<br>Households | Sets in<br>Home ITV<br>Households |
|--------------------------------------|--------------------------|-----------------------------------|
| <b>ALL AREAS</b>                     | <b>179971</b>            | <b>179971</b>                     |
| LONDON                               | 34705                    | 27580                             |
| MIDLANDS                             | 30300                    | 23766                             |
| NORTH WEST                           | 22485                    | 19123                             |
| YORKSHIRE                            | 17035                    | 14613                             |
| CENTRAL SCOTLAND                     | 14074                    | 13332                             |
| NORTH SCOTLAND                       | 5930                     | 5143                              |
| CENTRAL SCOTLAND & NORTH<br>SCOTLAND | 18578                    | 18358                             |
| WALES & WEST                         | 22941                    | 20621                             |
| SOUTH & SOUTH EAST + CH.IS           | 22807                    | 19448                             |
| NORTH EAST                           | 9787                     | 8072                              |
| EAST                                 | 17765                    | 14542                             |
| SOUTH WEST                           | 9812                     | 7386                              |
| ULSTER                               | 9522                     | 9513                              |
| BORDER                               | 6754                     | 5593                              |
| WEST                                 | 13249                    | 10648                             |
| WALES                                | 13611                    | 12093                             |
| SOUTH & SOUTH EAST                   | 21096                    | 17737                             |
| CHANNEL ISLANDS                      | 1711                     | 1711                              |
| MERIDIAN/ANGLIA                      | 39152                    | 33876                             |
| GRANADA/BORDER                       | 26608                    | 24445                             |
| YORKSHIRE/TYNE TEES                  | 24647                    | 22311                             |
| GRANADA NORTH                        | 50180                    | 46575                             |
| S4C                                  | 13077                    | 12177                             |
| S4C WELSH SPEAKING                   | 4083                     | 3913                              |
| CABLE & SATELLITE                    | 49547                    | 49547                             |
| DIRECT TO HOME                       | 30805                    | 30805                             |
| CH4 - ALL MACRO REGIONS              | 179971                   | 179971                            |
| CH4 - LONDON MACRO REGION            | 34705                    | 27580                             |
| CH4 - SOUTH MACRO REGION             | 68205                    | 61565                             |
| CH4 - MIDLANDS MACRO REGION          | 30300                    | 23766                             |
| CH4 - NORTH MACRO REGION             | 46734                    | 41579                             |
| CH4 - SCOTLAND MACRO REGION          | 25143                    | 24026                             |
| CH4 - ULSTER MACRO REGION            | 9522                     | 9513                              |

## SAMPLE BASES FOR REPORT TABLES

TABLE 5

|                                      | Individuals<br>In All<br>Households | Individuals in<br>Home ITV Households |               |
|--------------------------------------|-------------------------------------|---------------------------------------|---------------|
|                                      |                                     | Total                                 | Multi Set     |
| <b>ALL AREAS</b>                     | <b>216248</b>                       | <b>213057</b>                         | <b>152708</b> |
| LONDON                               | 43695                               | 34205                                 | 23802         |
| MIDLANDS                             | 36925                               | 28535                                 | 20511         |
| NORTH WEST                           | 26192                               | 22056                                 | 16492         |
| YORKSHIRE                            | 19709                               | 16557                                 | 12592         |
| CENTRAL SCOTLAND                     | 16314                               | 15217                                 | 11224         |
| NORTH SCOTLAND                       | 6657                                | 5654                                  | 4263          |
| CENTRAL SCOTLAND & NORTH<br>SCOTLAND | 21346                               | 20754                                 | 15383         |
| WALES & WEST                         | 27014                               | 23882                                 | 17516         |
| SOUTH & SOUTH EAST + CH.IS           | 26440                               | 21989                                 | 16374         |
| NORTH EAST                           | 11330                               | 9218                                  | 6568          |
| EAST                                 | 21483                               | 17213                                 | 12361         |
| SOUTH WEST                           | 11154                               | 8343                                  | 6127          |
| ULSTER                               | 13425                               | 13135                                 | 8372          |
| BORDER                               | 7861                                | 6440                                  | 4719          |
| WEST                                 | 15423                               | 12084                                 | 9048          |
| WALES                                | 16182                               | 14129                                 | 10394         |
| SOUTH & SOUTH EAST                   | 24673                               | 20238                                 | 14951         |
| CHANNEL ISLANDS                      | 1767                                | 1751                                  | 1423          |
| MERIDIAN/ANGLIA                      | 46246                               | 39085                                 | 28638         |
| GRANADA/BORDER                       | 31081                               | 28235                                 | 20971         |
| YORKSHIRE/TYNE TEES                  | 28573                               | 25356                                 | 18803         |
| GRANADA NORTH                        | 58450                               | 53409                                 | 39626         |
| S4C                                  | 15487                               | 14210                                 | 10411         |
| S4C WELSH SPEAKING                   | 4914                                | 4657                                  | 3717          |
| CABLE & SATELLITE                    | 57873                               | 57873                                 | 47805         |
| DIRECT TO HOME                       | 35703                               | 35703                                 | 30069         |
| CH4 - ALL MACRO REGIONS              | 216248                              | 213057                                | 152708        |
| CH4 - LONDON MACRO REGION            | 43695                               | 34205                                 | 23802         |
| CH4 - SOUTH MACRO REGION             | 80183                               | 71008                                 | 52010         |
| CH4 - MIDLANDS MACRO REGION          | 36925                               | 28535                                 | 20511         |
| CH4 - NORTH MACRO REGION             | 54311                               | 47574                                 | 35409         |
| CH4 - SCOTLAND MACRO REGION          | 28980                               | 27311                                 | 20153         |
| CH4 - ULSTER MACRO REGION            | 13425                               | 13135                                 | 8372          |



## SAMPLE BASES FOR REPORT TABLES

TABLE 5

|                                      | Adults<br>In All<br>Households | Adults in Home ITV<br>Households |               |
|--------------------------------------|--------------------------------|----------------------------------|---------------|
|                                      |                                | Total                            | Multi Set     |
| <b>ALL AREAS</b>                     | <b>170430</b>                  | <b>167795</b>                    | <b>117778</b> |
| LONDON                               | 34048                          | 26636                            | 18249         |
| MIDLANDS                             | 28897                          | 22273                            | 15671         |
| NORTH WEST                           | 20588                          | 17254                            | 12638         |
| YORKSHIRE                            | 15491                          | 13010                            | 9644          |
| CENTRAL SCOTLAND                     | 13004                          | 12112                            | 8745          |
| NORTH SCOTLAND                       | 5333                           | 4527                             | 3331          |
| CENTRAL SCOTLAND & NORTH<br>SCOTLAND | 17025                          | 16544                            | 11994         |
| WALES & WEST                         | 21531                          | 19048                            | 13669         |
| SOUTH & SOUTH EAST + CH.IS           | 20838                          | 17348                            | 12637         |
| NORTH EAST                           | 9074                           | 7385                             | 5157          |
| EAST                                 | 16855                          | 13525                            | 9499          |
| SOUTH WEST                           | 8948                           | 6702                             | 4810          |
| ULSTER                               | 10363                          | 10106                            | 6373          |
| BORDER                               | 6314                           | 5120                             | 3633          |
| WEST                                 | 12325                          | 9720                             | 7157          |
| WALES                                | 12831                          | 11180                            | 8019          |
| SOUTH & SOUTH EAST                   | 19418                          | 15942                            | 11516         |
| CHANNEL ISLANDS                      | 1420                           | 1406                             | 1121          |
| MERIDIAN/ANGLIA                      | 36406                          | 30780                            | 22059         |
| GRANADA/BORDER                       | 24478                          | 22163                            | 16081         |
| YORKSHIRE/TYNE TEES                  | 22587                          | 20063                            | 14517         |
| GRANADA NORTH                        | 46081                          | 42080                            | 30481         |
| S4C                                  | 12291                          | 11274                            | 8061          |
| S4C WELSH SPEAKING                   | 3667                           | 3485                             | 2744          |
| CABLE & SATELLITE                    | 43257                          | 43257                            | 35594         |
| DIRECT TO HOME                       | 26487                          | 26487                            | 22291         |
| CH4 - ALL MACRO REGIONS              | 170430                         | 167795                           | 117778        |
| CH4 - LONDON MACRO REGION            | 34048                          | 26636                            | 18249         |
| CH4 - SOUTH MACRO REGION             | 63507                          | 56288                            | 40321         |
| CH4 - MIDLANDS MACRO REGION          | 28897                          | 22273                            | 15671         |
| CH4 - NORTH MACRO REGION             | 42811                          | 37449                            | 27241         |
| CH4 - SCOTLAND MACRO REGION          | 23159                          | 21755                            | 15669         |
| CH4 - ULSTER MACRO REGION            | 10363                          | 10106                            | 6373          |

## SAMPLE BASES FOR REPORT TABLES

TABLE 6

|                                      | Individuals In<br>All Households |               | Individuals In<br>Home ITV Households |               |
|--------------------------------------|----------------------------------|---------------|---------------------------------------|---------------|
|                                      | Males                            | Females       | Males                                 | Females       |
| <b>ALL AREAS</b>                     | <b>104625</b>                    | <b>111623</b> | <b>102852</b>                         | <b>110205</b> |
| LONDON                               | 21206                            | 22489         | 16605                                 | 17600         |
| MIDLANDS                             | 18031                            | 18894         | 13908                                 | 14627         |
| NORTH WEST                           | 12687                            | 13505         | 10663                                 | 11393         |
| YORKSHIRE                            | 9546                             | 10163         | 8009                                  | 8548          |
| CENTRAL SCOTLAND                     | 7769                             | 8545          | 7230                                  | 7987          |
| NORTH SCOTLAND                       | 3243                             | 3414          | 2759                                  | 2895          |
| CENTRAL SCOTLAND & NORTH<br>SCOTLAND | 10222                            | 11124         | 9929                                  | 10825         |
| WALES & WEST                         | 13108                            | 13906         | 11575                                 | 12307         |
| SOUTH & SOUTH EAST + CH.IS           | 12823                            | 13617         | 10654                                 | 11335         |
| NORTH EAST                           | 5427                             | 5903          | 4392                                  | 4826          |
| EAST                                 | 10495                            | 10988         | 8379                                  | 8834          |
| SOUTH WEST                           | 5382                             | 5772          | 4019                                  | 4324          |
| ULSTER                               | 6420                             | 7005          | 6264                                  | 6871          |
| BORDER                               | 3790                             | 4071          | 3123                                  | 3317          |
| WEST                                 | 7517                             | 7906          | 5917                                  | 6167          |
| WALES                                | 7833                             | 8349          | 6817                                  | 7312          |
| SOUTH & SOUTH EAST                   | 11979                            | 12694         | 9815                                  | 10423         |
| CHANNEL ISLANDS                      | 844                              | 923           | 839                                   | 912           |
| MERIDIAN/ANGLIA                      | 22467                            | 23779         | 18966                                 | 20119         |
| GRANADA/BORDER                       | 15043                            | 16038         | 13662                                 | 14573         |
| YORKSHIRE/TYNE TEES                  | 13765                            | 14808         | 12181                                 | 13175         |
| GRANADA NORTH                        | 28235                            | 30215         | 25756                                 | 27653         |
| S4C                                  | 7489                             | 7998          | 6859                                  | 7351          |
| S4C WELSH SPEAKING                   | 2396                             | 2518          | 2260                                  | 2397          |
| CABLE & SATELLITE                    | 29347                            | 28526         | 29347                                 | 28526         |
| DIRECT TO HOME                       | 18237                            | 17466         | 18237                                 | 17466         |
| CH4 - ALL MACRO REGIONS              | 104625                           | 111623        | 102852                                | 110205        |
| CH4 - LONDON MACRO REGION            | 21206                            | 22489         | 16605                                 | 17600         |
| CH4 - SOUTH MACRO REGION             | 38893                            | 41290         | 34401                                 | 36607         |
| CH4 - MIDLANDS MACRO REGION          | 18031                            | 18894         | 13908                                 | 14627         |
| CH4 - NORTH MACRO REGION             | 26225                            | 28086         | 22920                                 | 24654         |
| CH4 - SCOTLAND MACRO REGION          | 13905                            | 15075         | 13102                                 | 14209         |
| CH4 - ULSTER MACRO REGION            | 6420                             | 7005          | 6264                                  | 6871          |

## SAMPLE BASES FOR REPORT TABLES

TABLE 6

|                                      | Adults In<br>All Households |              | Adults In<br>Home ITV Households |              |
|--------------------------------------|-----------------------------|--------------|----------------------------------|--------------|
|                                      | Males                       | Females      | Males                            | Females      |
| <b>ALL AREAS</b>                     | <b>81087</b>                | <b>89343</b> | <b>79603</b>                     | <b>88192</b> |
| LONDON                               | 16290                       | 17758        | 12741                            | 13895        |
| MIDLANDS                             | 13905                       | 14992        | 10689                            | 11584        |
| NORTH WEST                           | 9764                        | 10824        | 8161                             | 9093         |
| YORKSHIRE                            | 7406                        | 8085         | 6204                             | 6806         |
| CENTRAL SCOTLAND                     | 6054                        | 6950         | 5623                             | 6489         |
| NORTH SCOTLAND                       | 2542                        | 2791         | 2163                             | 2364         |
| CENTRAL SCOTLAND & NORTH<br>SCOTLAND | 7976                        | 9049         | 7737                             | 8807         |
| WALES & WEST                         | 10266                       | 11265        | 9062                             | 9986         |
| SOUTH & SOUTH EAST + CH.IS           | 9968                        | 10870        | 8289                             | 9059         |
| NORTH EAST                           | 4268                        | 4806         | 3454                             | 3931         |
| EAST                                 | 8108                        | 8747         | 6505                             | 7020         |
| SOUTH WEST                           | 4247                        | 4701         | 3186                             | 3516         |
| ULSTER                               | 4859                        | 5504         | 4720                             | 5386         |
| BORDER                               | 2994                        | 3320         | 2434                             | 2686         |
| WEST                                 | 5908                        | 6417         | 4684                             | 5036         |
| WALES                                | 6085                        | 6746         | 5289                             | 5891         |
| SOUTH & SOUTH EAST                   | 9302                        | 10116        | 7628                             | 8314         |
| CHANNEL ISLANDS                      | 666                         | 754          | 661                              | 745          |
| MERIDIAN/ANGLIA                      | 17446                       | 18960        | 14742                            | 16038        |
| GRANADA/BORDER                       | 11608                       | 12870        | 10494                            | 11669        |
| YORKSHIRE/TYNE TEES                  | 10731                       | 11856        | 9491                             | 10572        |
| GRANADA NORTH                        | 21877                       | 24204        | 19916                            | 22164        |
| S4C                                  | 5826                        | 6465         | 5340                             | 5934         |
| S4C WELSH SPEAKING                   | 1768                        | 1899         | 1673                             | 1812         |
| CABLE & SATELLITE                    | 21763                       | 21494        | 21763                            | 21494        |
| DIRECT TO HOME                       | 13425                       | 13062        | 13425                            | 13062        |
| CH4 - ALL MACRO REGIONS              | 81087                       | 89343        | 79603                            | 88192        |
| CH4 - LONDON MACRO REGION            | 16290                       | 17758        | 12741                            | 13895        |
| CH4 - SOUTH MACRO REGION             | 30352                       | 33155        | 26863                            | 29425        |
| CH4 - MIDLANDS MACRO REGION          | 13905                       | 14992        | 10689                            | 11584        |
| CH4 - NORTH MACRO REGION             | 20318                       | 22493        | 17712                            | 19737        |
| CH4 - SCOTLAND MACRO REGION          | 10891                       | 12268        | 10210                            | 11545        |
| CH4 - ULSTER MACRO REGION            | 4859                        | 5504         | 4720                             | 5386         |



## **APPENDIX H**

### **MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES**



## **MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES**

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

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

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





## **APPENDIX I**

### **WEIGHTING, SMOOTHING AND PROJECTION**



## WEIGHTING, SMOOTHING AND PROJECTION

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

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

### WEIGHTING

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

- Household Size by Geographical Segment  
H/Hold Size 1  
H/Hold Size 2+ for each of the BBC/ITV Segments (63 in total)
- Sex by Age Profiles for Standard Regions. Profiles controlled are:  
Male  
Female  
    x  
    0-4      15-24      45-54  
    5-9      25-34      55-64  
    10-14    35-44      65+

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

### STATIC AND DYNAMIC VARIABLES

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

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

### SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

#### *Static Variables*

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

### ***Dynamic Variables***

With the exception of Cable and Satellite estimates, which are discussed below, the dynamic variables in this report are the top-line equipment ownership data in Tables 2-4. These are projections of profiles given by quarterly data, using the smoothing 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 2002 in this report accord with estimates used in processing BARB panel data in June 2002. This is the current procedure used for estimates in this report, as well as for monthly projections of 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 universe from a specially conducted survey in SMATV areas. This survey took place in November 1991 and comprised 500 interviews. |

## The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

=  $U_m - SU_{m-1}$

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

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

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

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

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

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

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

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

**For Example:-**

- (i)  $U_m = 100,000$  (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)  $ST_m = \frac{1}{10} \times 10,000 + \frac{9}{10} \times 5,000$  (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  $\alpha$  value of 0.3 is used.

**PROJECTION OF STATIC DATA FOR 2003**

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

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

**APPENDIX J**

**THE QUESTIONNAIRE**

**(APRIL - JUNE 2002)**





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

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

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

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

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

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

**ASK ALL**

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

Yes

No

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

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

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

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

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

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

More than once a month

Every month

Once every 3 months

Once every 6 months

Less often

**ASK ALL**

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

WRITE IN > \_\_\_\_\_

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

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

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

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

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

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

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

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

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

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



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



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| <p>28a. Does the _____ set(<b>ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL</b>) have its own exclusive receiver / decoder for receiving cable channels, or does it receive these channels from a receiver/ decoder which is also <b>shared</b> with another set?</p> <p style="padding-left: 40px;">Exclusive<br/>Shared</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | SP |
| <p><b>REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL</b><br/><b>IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |    |
| <p>28b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q28a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q28a</b>) share a receiver / decoder. Which of these sets would you say has the <b>main</b> connection to the actual receiver / decoder?</p> <p><b>INTERVIEWER: IF NECESSARY, EXPLAIN:</b>That is, which set is located near to (or in the same room as) the receiver /decoder?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |    |
| <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>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</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
| <p>29a. Does the _____ set(<b>ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL</b>) have its own exclusive receiver / decoder for receiving satellite channels, or does it receive these channels from a receiver/ decoder which is also <b>shared</b> with another set?</p> <p style="padding-left: 40px;">Exclusive<br/>Shared</p> <p><b>REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL</b><br/><b>IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | SP |
| <p>29b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q29a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q29a</b>) share a receiver / decoder. Which of these sets would you say has the <b>main</b> connection to the actual receiver / decoder?</p> <p><b>INTERVIEWER: IF NECESSARY, EXPLAIN:</b>That is, which set is located near to (or in the same room as) the receiver /decoder?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>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</b></p>                                                                                                                                                                                                                                                                                                                                          |    |
| <p>30a. Does the _____ set(<b>ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL</b>) have its own exclusive receiver / decoder for receiving digital channels, or does it receive these channels from a receiver/ decoder which is also <b>shared</b> with another set?</p> <p style="padding-left: 40px;">Exclusive<br/>Shared</p> <p><b>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL</b><br/><b>IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30a) ASK Q30B OTHERWISE GO TO Q31</b></p> <p>30b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q30a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q30a</b>) share a receiver / decoder. Which of these sets would you say has the <b>main</b> connection to the actual receiver / decoder?</p> <p><b>INTERVIEWER: IF NECESSARY, EXPLAIN:</b>That is, which set is located near to (or in the same room as) the receiver /decoder?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> | SP |

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

|                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>IF NOT KNOWN/NOT SURE, RECORD "99"</b>                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 33                                                                                                                                                                                                                     | <p>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.</p> <p>Thinking about your <b>main set</b> could you give me your best estimate of how many hours the set is switched on during an <b>average weekday</b>:</p> |
| <b>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</b>                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2<sup>nd</sup> set, 3<sup>rd</sup> set AS APPLICABLE</b>                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>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.</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| WRITE IN (2 DIGITS REQUIRED)                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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

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

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

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

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

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

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

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

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

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

SP

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

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

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

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

CHECK THAT THEY ADD UP TO TEN. THEN SAY:

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

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

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

SP

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

|                                                                                                                                                                                                                                                                                                                                                                           |    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <p>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? <b>2 DIGITS REQUIRED FOR EACH</b></p> <p>Channel 4<br/>S4C</p> <p><b>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</b></p> <p><b>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"</b></p> | SP |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <p><b>HOUSEHOLD COMPOSITION</b></p> <p>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).</p> <p><b>INTERVIEWER NOTE: See manual for further details of who to include as household members.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                            |    |
| <p>43. <b>SHOW CARD T.</b> I would like to just check some details about each person, starting with yourself. The details we need are listed on this card.</p> <p><b>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</b></p>                                                                                                                                                                                                                                                                                                                                               |    |
| <p>44. Record sex of <u>respondent</u> (1st ITERATION) <u>household member</u> (ALL FURTHER INTERACTIONS) (MAY NOT BE BLANK)</p> <p>Male<br/>Female</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | SP |
| <p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS<br/><b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |    |
| <p>46. Record age group household member falls into (MAY NOT BE BLANK)<br/>(1<sup>st</sup> ITERATION ONLY) <b>INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age.</b></p> <p>Under 16   16-19   20-24   25-34   35-44   45-54   55-64   65-74   75+</p> <p><b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p> <p><b>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</b></p>                                                                                                                                                                                                                                                                                                                  |    |
| <p>47. Record marital status of household member (MAY NOT BE BLANK)</p> <p>Married/living as married<br/>Single/widowed/divorced/separated</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | SP |
| <p><b>ASK ALL</b></p> <p>48. <b>SHOW CARD TT.</b> 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) <b>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.</b></p> <p>Head of household<br/>Spouse/partner of head of household<br/>Parent of head of household<br/>Son/daughter of head of household<br/>Co-householder<br/>Other</p> | SP |
| <p>49. Are you/is this person the parent or guardian of anyone in the household?</p> <p>Yes<br/>No</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |    |

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

|                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|------------------|-----------------------|-----------------|-----------------------|-----------------|-------------------|-----------------|------------------|------------|----------------|----------------|--------------|---------------|-------------------|---------------|--|--|--|
| <b>IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)</b>                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 56                                                                                                                                                                    | <p>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.</p> <p><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</b></p> <p><b>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.</b></p>                                                                                                                  |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 57                                                                                                                                                                    | <p>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.</p> <p><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE</b></p> <p><b>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.</b></p>                                                                                                                                                                                                             |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 58                                                                                                                                                                    | <p>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).</p> <p><b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b></p> <p><b>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.</b></p> |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 59a                                                                                                                                                                   | <p>Which of the following publications does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? <b>SHOW CARD V</b></p> <table border="0"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The Mirror</td> <td>The Independent</td> </tr> <tr> <td>Daily Record</td> <td>Daily Star</td> <td>Financial Times</td> <td>The Sun</td> <td>The Times</td> <td>Daily Express</td> </tr> <tr> <td>Daily Mail</td> <td>Daily Sport</td> <td>Any Evening Paper</td> <td colspan="3">None of these</td> </tr> </table>                                                                                                                                   | Daily Telegraph   | The Guardian     | The Scotsman          | The Herald      | The Mirror            | The Independent | Daily Record      | Daily Star      | Financial Times  | The Sun    | The Times      | Daily Express  | Daily Mail   | Daily Sport   | Any Evening Paper | None of these |  |  |  |
| Daily Telegraph                                                                                                                                                       | The Guardian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The Scotsman      | The Herald       | The Mirror            | The Independent |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| Daily Record                                                                                                                                                          | Daily Star                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Financial Times   | The Sun          | The Times             | Daily Express   |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| Daily Mail                                                                                                                                                            | Daily Sport                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Any Evening Paper | None of these    |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 59b                                                                                                                                                                   | <p>Which of the following publications does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? <b>SHOW CARD VV</b></p> <table border="0"> <tr> <td>Sunday Telegraph</td> <td>The Observer</td> <td>Sunday Post</td> <td>Sunday Mirror</td> <td>Independent on Sunday</td> </tr> <tr> <td>Sunday Mail</td> <td>News of the World</td> <td>Sunday Business</td> <td>The Sunday Times</td> <td>The People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td colspan="2">None of these</td> </tr> </table>                                                                                                                                                  | Sunday Telegraph  | The Observer     | Sunday Post           | Sunday Mirror   | Independent on Sunday | Sunday Mail     | News of the World | Sunday Business | The Sunday Times | The People | Sunday Express | Mail on Sunday | Sunday Sport | None of these |                   |               |  |  |  |
| Sunday Telegraph                                                                                                                                                      | The Observer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Sunday Post       | Sunday Mirror    | Independent on Sunday |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| Sunday Mail                                                                                                                                                           | News of the World                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sunday Business   | The Sunday Times | The People            |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| Sunday Express                                                                                                                                                        | Mail on Sunday                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sunday Sport      | None of these    |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| <b>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</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 60a.                                                                                                                                                                  | <p>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 .....</p> <p>READ OUT</p> <p>Retired/pensioner/widow/on a pension</p> <p>Full time housewife</p> <p>Unemployed/redundant</p>                                                                                                                                                                                                                                                                                                                              | SP                |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| <b>IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C</b>                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 60b.                                                                                                                                                                  | <p>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</p> <p>Retired/pensioner/widow with income other than or in addition to state benefits?</p> <p>Retired/pensioner/widow with state pension only?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                   | SP                |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| <b>IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61</b>                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| <b>IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G</b>                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                   |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |
| 60c.                                                                                                                                                                  | <p><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</p> <p>Less than 6 months</p> <p>More than 6 months</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | SP                |                  |                       |                 |                       |                 |                   |                 |                  |            |                |                |              |               |                   |               |  |  |  |



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|----------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</b> |                                                                                                                                                                                                                                                                                           |    |
| 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<br><br>In full time employment (30+ hours per week)<br>In part time employment (8-29 hours per week)<br>In full time education | SP |
| <b>PLEASE NOW SKIP TO Q61</b>                                                          |                                                                                                                                                                                                                                                                                           |    |
| 60e.                                                                                   | Is that ....READ OUT<br>Unemployed with income other than or in addition to state benefits?<br>Unemployed with state benefit only?                                                                                                                                                        | SP |
| <b>IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G</b>                |                                                                                                                                                                                                                                                                                           |    |
| 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?<br>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?<br><b>INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE.</b><br>WRITE IN                                                                    |    |
| 61c.                                                                                   | What jobs <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS.<br>WRITE IN                                                                                                                                             |    |
| 61d.                                                                                   | <u>Is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) Chief Income earner proprietor of a business, a manager or a supervisor?<br>Yes<br>No                                                                                                                            | SP |
| <b>IF YES (CODE 1 AT Q61D) ASK Q61E, OTHERWISE SKIP TO Q61G</b>                        |                                                                                                                                                                                                                                                                                           |    |
| 61e.                                                                                   | How many people work at the place?<br>ENTER NUMERICAL RESPONSE<br>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?<br>ENTER NUMERICAL RESPONSE<br>DK                                                                                                                                        |    |
| 61g.                                                                                   | Has he/she any qualifications?<br><b>INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS.</b><br>WRITE IN                                                               |    |
| <b>BRING UP SUMMARY SCREEN FOR Q61a-g</b>                                              |                                                                                                                                                                                                                                                                                           |    |
| 62.                                                                                    | CODE SOCIAL GRADE<br>A<br>B<br>C1<br>C2<br>D<br>E<br><b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b>                                                                                                                                                            |    |
| 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?<br>Yes<br>No                                                                                                                                | SP |

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