

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

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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 2001 and June 2003.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2003, whilst the second contains projections of key demographic data for each month of 2004. The 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 weighting, smoothing and projection techniques employed.

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

All Areas

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25043	100	24482	100	24482	100
Receiving ITV	24482	98	24482	100	24482	100
Receiving Any CH4	24445	98	24445	100	24445	100
Receiving CH4	24077	96	24077	98	24077	98
Receiving S4C	1371	5	1371	6	1371	6
Receiving five	21192	85	21192	87	21192	87
Receiving BBC 1	24482	98	24482	100	24482	100
Receiving BBC 2	24482	98	24482	100	24482	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	25043	100	24482	100	24482	100	24407	100	15465	100
		100		98		98		97		62
				100		100		100		63
Social Class :-										
AB	4610	18	4529	18	4529	18	4523	19	3314	21
C1	7108	28	6969	28	6969	28	6959	29	4604	30
C2	4470	18	4411	18	4411	18	4405	18	3047	20
D	4236	17	4163	17	4163	17	4153	17	2588	17
E	4618	18	4412	18	4412	18	4367	18	1913	12
Housewife Age :-										
Under 25	1322	5	1252	5	1252	5	1249	5	794	5
25 - 34	4235	17	4101	17	4101	17	4095	17	2525	16
35 - 44	5119	20	5018	20	5018	20	5006	21	3695	24
45 - 54	4310	17	4233	17	4233	17	4223	17	3062	20
55 - 64	3921	16	3850	16	3850	16	3836	16	2576	17
65 +	6135	24	6029	25	6029	25	5997	25	2814	18
Size of Household :-										
1	7717	31	7341	30	7341	30	7281	30	2826	18
2	8592	34	8480	35	8480	35	8471	35	5672	37
3	3792	15	3762	15	3762	15	3758	15	3015	19
4	3325	13	3301	13	3301	13	3300	14	2696	17
5 +	1617	6	1599	7	1599	7	1597	7	1256	8
Average Household Size	2.33		2.35		2.35		2.35		2.63	
Children :-										
Without	18398	73	17904	73	17904	73	17833	73	10403	67
With	6645	27	6578	27	6578	27	6574	27	5062	33
0 - 3	2256	9	2224	9	2224	9	2222	9	1483	10
4 - 9	3298	13	3265	13	3265	13	3262	13	2541	16
10 - 15	3423	14	3400	14	3400	14	3399	14	2867	19

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

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

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

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

London

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5821	100	5644	100	4860	100
Receiving ITV	5644	97	5644	100	4860	100
Receiving Any CH4	5629	97	5629	100	4852	100
Receiving five	5122	88	5122	91	4565	94
Receiving BBC 1	5644	97	5644	100	4860	100
Receiving BBC 2	5644	97	5644	100	4860	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	5821	100	5644	100	4860	100	4846	100	2796	100
		100		97		83		83		48
				100		86		86		50
Social Class :-										
AB	1457	25	1427	25	1233	25	1231	25	798	29
C1	1857	32	1803	32	1548	32	1547	32	936	33
C2	889	15	874	15	747	15	747	15	481	17
D	763	13	743	13	635	13	632	13	336	12
E	854	15	797	14	696	14	689	14	245	9
Housewife Age :-										
Under 25	295	5	273	5	234	5	234	5	148	5
25 - 34	1196	21	1148	20	1013	21	1013	21	484	17
35 - 44	1291	22	1255	22	1101	23	1099	23	739	26
45 - 54	959	16	938	17	812	17	810	17	546	20
55 - 64	814	14	797	14	677	14	674	14	445	16
65 +	1264	22	1232	22	1022	21	1016	21	434	16
Size of Household :-										
1	1864	32	1750	31	1507	31	1497	31	504	18
2	1836	32	1800	32	1532	32	1529	32	948	34
3	860	15	850	15	739	15	739	15	550	20
4	841	14	834	15	725	15	725	15	543	19
5 +	419	7	411	7	356	7	355	7	250	9
Average Household Size	2.36		2.39		2.39		2.39		2.71	
Children :-										
Without	4230	73	4078	72	3507	72	3494	72	1822	65
With	1590	27	1566	28	1352	28	1351	28	973	35
0 - 3	583	10	569	10	491	10	491	10	312	11
4 - 9	783	13	772	14	666	14	665	14	481	17
10 - 15	786	14	778	14	668	14	668	14	534	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5644	100	4860	100
Possessing:-	Colour Set	5628	100	4846	100
	Teletext Set	4808	85	4146	85
	Remote Ctrl.	5526	98	4758	98
	Portable Set	2968	53	2561	53
Screen Size :-	Under 15"	2846	50	2413	50
	16 to 19"	602	11	524	11
	20" and over	4947	88	4266	88
Household with :-	Single Set	2368	42	2064	42
	Two Sets	1961	35	1691	35
	3+ Sets	1315	23	1105	23
VCRs :-	Without	958	17	822	17
	With	4686	83	4038	83
	With 1	3608	64	3115	64
	With 2+	1078	19	923	19

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11142	100	9560	100
Which are :-	Colour Set	11003	99	9441	99
	Teletext Set	7299	66	6372	67
	Remote Ctrl.	10431	94	8948	94
	Portable Set	4362	39	3766	39
Screen Size :-	Under 15"	4229	38	3585	38
	16 to 19"	689	6	604	6
	20" and over	6067	54	5261	55
VCR Connected		6224	56	5365	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		13760	100	11624	100	7563	100
Age :-	0 - 3	697	5	588	5	387	5
	4 - 9	1056	8	895	8	652	9
	10 - 15	1071	8	907	8	725	10
	16 - 19	661	5	559	5	378	5
	20 - 24	840	6	713	6	505	7
	25 - 34	2244	16	1931	17	1028	14
	35 - 44	2247	16	1914	16	1353	18
	45 - 54	1686	12	1435	12	998	13
	55 - 64	1408	10	1174	10	800	11
	65 +	1850	13	1508	13	736	10
Adults :- Total		10937	100	9234	100	5799	100
AB		2954	27	2517	27	1721	30
C1		3485	32	2937	32	1940	33
C2		1855	17	1574	17	1055	18
D		1468	13	1236	13	699	12
E		1174	11	970	11	384	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	6693	100	7067	100	5640	100	5985	100
Age :-								
0 - 15	1437	21	1387	20	1214	22	1177	20
16 - 24	730	11	771	11	621	11	650	11
25 - 34	1099	16	1146	16	938	17	993	17
35 - 44	1106	17	1141	16	934	17	981	16
45 - 54	833	12	853	12	707	13	728	12
55 - 64	688	10	720	10	570	10	603	10
65 +	800	12	1050	15	655	12	852	14
Adults :-								
AB	1495	28	1459	26	1270	29	1247	26
C1	1607	31	1878	33	1353	31	1584	33
C2	973	19	882	16	823	19	751	16
D	736	14	732	13	618	14	618	13
E	445	8	729	13	362	8	608	13
Working	3584	68	2818	50	3045	69	2411	50
Not Working	1672	32	2863	50	1380	31	2397	50
Housewives :-								
Working	735	57	2236	49	615	58	1895	50
Not Working	559	43	2291	51	451	42	1900	50

Midlands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4748	100	4663	100	3793	100
Receiving ITV	4663	98	4663	100	3793	100
Receiving Any CH4	4657	98	4657	100	3789	100
Receiving five	4390	92	4390	94	3642	96
Receiving BBC 1	4663	98	4663	100	3793	100
Receiving BBC 2	4663	98	4663	100	3793	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	4748	100	4663	100	3793	100	3783	100	2523	100
		100		98		80		80		53
				100		81		81		54
Social Class :-										
AB	835	18	819	18	672	18	671	18	527	21
C1	1288	27	1270	27	1039	27	1038	27	687	27
C2	913	19	902	19	733	19	732	19	533	21
D	906	19	892	19	716	19	715	19	457	18
E	807	17	779	17	634	17	628	17	319	13
Housewife Age :-										
Under 25	247	5	238	5	194	5	194	5	119	5
25 - 34	799	17	779	17	633	17	633	17	427	17
35 - 44	955	20	941	20	781	21	779	21	602	24
45 - 54	834	18	824	18	667	18	666	18	503	20
55 - 64	762	16	748	16	609	16	608	16	404	16
65 +	1151	24	1133	24	908	24	903	24	468	19
Size of Household :-										
1	1380	29	1322	28	1065	28	1057	28	452	18
2	1706	36	1689	36	1375	36	1375	36	962	38
3	733	15	728	16	599	16	598	16	516	20
4	620	13	616	13	500	13	500	13	412	16
5 +	309	7	307	7	253	7	253	7	182	7
Average Household Size	2.35		2.36		2.37		2.37		2.60	
Children :-										
Without	3480	73	3404	73	2762	73	2753	73	1719	68
With	1268	27	1259	27	1030	27	1030	27	804	32
0 - 3	422	9	419	9	339	9	339	9	223	9
4 - 9	630	13	625	13	512	14	512	14	392	16
10 - 15	667	14	663	14	551	15	551	15	467	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4663	100	3793	100
Possessing:-	Colour Set	4650	100	3783	100
	Teletext Set	4128	89	3379	89
	Remote Ctrl.	4563	98	3703	98
	Portable Set	2724	58	2325	61
Screen Size :-	Under 15"	2660	57	2281	60
	16 to 19"	317	7	231	6
	20" and over	4229	91	3469	91
Household with :-	Single Set	1660	36	1235	33
	Two Sets	1684	36	1430	38
	3+ Sets	1318	28	1128	30
VCRs :-	Without	746	16	619	16
	With	3917	84	3173	84
	With 1	2769	59	2179	57
	With 2+	1148	25	994	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9598	100	7926	100
Which are :-	Colour Set	9474	99	7821	99
	Teletext Set	6306	66	5209	66
	Remote Ctrl.	8868	92	7292	92
	Portable Set	4061	42	3443	43
Screen Size :-	Under 15"	3977	41	3385	43
	16 to 19"	338	4	240	3
	20" and over	5170	54	4213	53
VCR Connected		5377	56	4393	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11142	100	8985	100	6555	100
Age :-	0 - 3	505	5	406	5	263	4
	4 - 9	836	8	676	8	506	8
	10 - 15	905	8	741	8	623	9
	16 - 19	538	5	444	5	374	6
	20 - 24	659	6	530	6	396	6
	25 - 34	1461	13	1167	13	825	13
	35 - 44	1708	15	1397	16	1102	17
	45 - 54	1476	13	1183	13	941	14
	55 - 64	1333	12	1077	12	759	12
	65 +	1721	15	1364	15	766	12
Adults :- Total		8895	100	7163	100	5163	100
AB		1680	19	1355	19	1085	21
C1		2495	28	2027	28	1435	28
C2		1871	21	1510	21	1182	23
D		1751	20	1401	20	980	19
E		1099	12	870	12	481	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5463	100	5678	100	4404	100	4581	100
Age :-								
0 - 15	1148	21	1098	19	938	21	884	19
16 - 24	606	11	591	10	489	11	485	11
25 - 34	715	13	745	13	569	13	598	13
35 - 44	847	15	862	15	687	16	710	15
45 - 54	730	13	746	13	588	13	596	13
55 - 64	666	12	667	12	535	12	541	12
65 +	752	14	969	17	598	14	766	17
Adults :-								
AB	845	20	834	18	678	20	677	18
C1	1178	27	1317	29	961	28	1066	29
C2	1001	23	870	19	807	23	703	19
D	878	20	873	19	698	20	702	19
E	413	10	685	15	322	9	548	15
Working	2824	65	2231	49	2270	66	1808	49
Not Working	1491	35	2349	51	1196	34	1889	51
Housewives :-								
Working	456	50	1893	49	362	51	1527	50
Not Working	448	50	1952	51	349	49	1555	50

North West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3134	100	3075	100	2830	100
Receiving ITV	3075	98	3075	100	2830	100
Receiving Any CH4	3072	98	3072	100	2828	100
Receiving five	2882	92	2882	94	2696	95
Receiving BBC 1	3075	98	3075	100	2830	100
Receiving BBC 2	3075	98	3075	100	2830	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	3134	100 100	3075	100 98 100	2830	100 90 92	2823	100 90 92	1914	100 61 62
Social Class :-										
AB	493	16	487	16	445	16	444	16	393	21
C1	813	26	797	26	735	26	735	26	520	27
C2	556	18	550	18	502	18	501	18	378	20
D	602	19	592	19	543	19	543	19	352	18
E	671	21	648	21	605	21	600	21	271	14
Housewife Age :-										
Under 25	163	5	155	5	142	5	142	5	101	5
25 - 34	482	15	467	15	433	15	433	15	295	15
35 - 44	634	20	625	20	580	21	579	21	472	25
45 - 54	550	18	539	18	496	18	494	17	389	20
55 - 64	522	17	511	17	469	17	468	17	303	16
65 +	783	25	776	25	710	25	707	25	355	19
Size of Household :-										
1	980	31	937	30	866	31	859	30	347	18
2	1050	34	1039	34	943	33	942	33	691	36
3	500	16	499	16	465	16	465	16	390	20
4	411	13	409	13	375	13	375	13	345	18
5 +	193	6	192	6	181	6	181	6	141	7
Average Household Size	2.32		2.33		2.34		2.34		2.62	
Children :-										
Without	2282	73	2228	72	2045	72	2037	72	1293	68
With	852	27	847	28	785	28	785	28	621	32
0 - 3	277	9	274	9	255	9	255	9	184	10
4 - 9	417	13	414	13	386	14	386	14	316	17
10 - 15	452	14	450	15	416	15	416	15	359	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3075	100	2830	100
Possessing:-	Colour Set	3067	100	2823	100
	Teletext Set	2722	89	2509	89
	Remote Ctrl.	3000	98	2758	97
	Portable Set	1793	58	1645	58
Screen Size :-	Under 15"	1718	56	1578	56
	16 to 19"	202	7	183	6
	20" and over	2764	90	2538	90
Household with :-	Single Set	1007	33	927	33
	Two Sets	1116	36	1028	36
	3+ Sets	952	31	874	31
VCRs :-	Without	422	14	378	13
	With	2653	86	2452	87
	With 1	1744	57	1598	56
	With 2+	909	30	854	30

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6488	100	5985	100
Which are :-	Colour Set	6416	99	5920	99
	Teletext Set	4254	66	3949	66
	Remote Ctrl.	6015	93	5552	93
	Portable Set	2650	41	2444	41
Screen Size :-	Under 15"	2553	39	2352	39
	16 to 19"	224	3	205	3
	20" and over	3517	54	3238	54
VCR Connected		3846	59	3588	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		7266	100	6626	100	5024	100
Age :-	0 - 3	325	4	299	5	212	4
	4 - 9	549	8	506	8	393	8
	10 - 15	612	8	565	9	469	9
	16 - 19	373	5	346	5	301	6
	20 - 24	418	6	379	6	326	6
	25 - 34	918	13	834	13	653	13
	35 - 44	1094	15	1003	15	826	16
	45 - 54	960	13	872	13	697	14
	55 - 64	873	12	788	12	568	11
	65 +	1143	16	1035	16	578	12
Adults :- Total		5780	100	5255	100	3950	100
AB		996	17	903	17	844	21
C1		1581	27	1439	27	1111	28
C2		1154	20	1051	20	849	21
D		1137	20	1034	20	725	18
E		911	16	829	16	421	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3532	100	3734	100	3209	100	3417	100
Age :-								
0 - 15	765	22	721	19	703	22	668	20
16 - 24	391	11	400	11	358	11	367	11
25 - 34	447	13	471	13	402	13	431	13
35 - 44	534	15	561	15	489	15	514	15
45 - 54	475	13	485	13	429	13	443	13
55 - 64	433	12	440	12	389	12	399	12
65 +	487	14	656	18	440	14	595	17
Adults :-	2767	100	3013	100	2506	100	2750	100
AB	495	18	501	17	449	18	454	16
C1	736	27	845	28	668	27	771	28
C2	620	22	534	18	563	22	488	18
D	557	20	580	19	503	20	530	19
E	359	13	553	18	322	13	507	18
Working	1675	61	1411	47	1521	61	1290	47
Not Working	1092	39	1602	53	985	39	1459	53
Housewives :-	635	100	2499	100	558	100	2272	100
Working	268	42	1153	46	237	43	1048	46
Not Working	367	58	1347	54	320	57	1224	54

Yorkshire

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2884	100	2831	100	2473	100
Receiving ITV	2831	98	2831	100	2473	100
Receiving Any CH4	2829	98	2829	100	2472	100
Receiving five	2576	89	2576	91	2261	91
Receiving BBC 1	2831	98	2831	100	2473	100
Receiving BBC 2	2831	98	2831	100	2473	100

Table 2		Analysis of Households								
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2884	100	2831	100	2473	100	2463	100	1584	100
		100		98		86		85		55
				100		87		87		56
Social Class :-										
AB	392	14	386	14	334	13	332	13	237	15
C1	761	26	753	27	648	26	648	26	475	30
C2	528	18	522	18	455	18	454	18	318	20
D	574	20	569	20	497	20	496	20	303	19
E	629	22	602	21	538	22	532	22	251	16
Housewife Age :-										
Under 25	171	6	164	6	145	6	144	6	102	6
25 - 34	452	16	441	16	383	15	382	16	237	15
35 - 44	574	20	565	20	490	20	488	20	371	23
45 - 54	491	17	480	17	420	17	418	17	323	20
55 - 64	471	16	465	16	409	17	406	16	263	17
65 +	726	25	716	25	627	25	624	25	287	18
Size of Household :-										
1	854	30	817	29	714	29	707	29	301	19
2	1056	37	1045	37	914	37	912	37	576	36
3	442	15	439	16	380	15	379	15	328	21
4	355	12	353	12	310	13	309	13	264	17
5 +	178	6	176	6	156	6	156	6	115	7
Average Household Size	2.31		2.33		2.33		2.33		2.59	
Children :-										
Without	2124	74	2075	73	1811	73	1801	73	1090	69
With	760	26	756	27	662	27	662	27	494	31
0 - 3	242	8	241	9	211	9	211	9	137	9
4 - 9	379	13	377	13	327	13	326	13	238	15
10 - 15	396	14	395	14	351	14	351	14	279	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2831	100	2473	100
Possessing:-	Colour Set	2821	100	2463	100
	Teletext Set	2340	83	2032	82
	Remote Ctrl.	2765	98	2414	98
	Portable Set	1598	56	1399	57
Screen Size :-	Under 15"	1575	56	1372	55
	16 to 19"	170	6	155	6
	20" and over	2588	91	2260	91
Household with :-	Single Set	1024	36	894	36
	Two Sets	1024	36	898	36
	3+ Sets	783	28	681	28
VCRs :-	Without	468	17	424	17
	With	2363	83	2049	83
	With 1	1824	64	1590	64
	With 2+	539	19	459	19

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5944	100	5212	100
Which are :-	Colour Set	5861	99	5139	99
	Teletext Set	3631	61	3179	61
	Remote Ctrl.	5551	93	4870	93
	Portable Set	2468	42	2156	41
Screen Size :-	Under 15"	2443	41	2132	41
	16 to 19"	193	3	179	3
	20" and over	3241	55	2852	55
VCR Connected		3166	53	2764	53

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6664	100	5758	100	4099	100
Age :-	0 - 3	286	4	250	4	159	4
	4 - 9	502	8	432	8	314	8
	10 - 15	537	8	474	8	392	10
	16 - 19	320	5	279	5	234	6
	20 - 24	409	6	350	6	288	7
	25 - 34	838	13	716	12	506	12
	35 - 44	1003	15	865	15	654	16
	45 - 54	881	13	758	13	576	14
	55 - 64	801	12	695	12	499	12
	65 +	1087	16	937	16	476	12
Adults :- Total		5339	100	4601	100	3234	100
AB		780	15	666	14	504	16
C1		1489	28	1276	28	976	30
C2		1090	20	948	21	697	22
D		1096	21	946	21	664	21
E		885	17	765	17	393	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3248	100	3417	100	2801	100	2957	100
Age :-								
0 - 15	671	21	654	19	587	21	570	19
16 - 24	364	11	365	11	313	11	317	11
25 - 34	409	13	429	13	347	12	369	12
35 - 44	494	15	509	15	427	15	438	15
45 - 54	441	14	440	13	378	13	381	13
55 - 64	393	12	408	12	340	12	355	12
65 +	476	15	611	18	409	15	528	18
Adults :-	2577	100	2762	100	2214	100	2387	100
AB	395	15	385	14	338	15	328	14
C1	699	27	790	29	597	27	679	28
C2	580	23	509	18	504	23	445	19
D	546	21	550	20	472	21	474	20
E	357	14	529	19	303	14	462	19
Working	1577	61	1229	44	1359	61	1059	44
Not Working	1000	39	1534	56	855	39	1328	56
Housewives :-	555	100	2329	100	460	100	2013	100
Working	252	45	1039	45	211	46	898	45
Not Working	304	55	1290	55	249	54	1115	55

Central Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1655	100	1611	100	1537	100
Receiving ITV	1611	97	1611	100	1537	100
Receiving Any CH4	1610	97	1610	100	1536	100
Receiving five	1488	90	1488	92	1435	93
Receiving BBC 1	1611	97	1611	100	1537	100
Receiving BBC 2	1611	97	1611	100	1537	100

Table 2					Analysis of Households					
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1655	100 100	1611	100 97 100	1537	100 93 95	1531	100 93 95	1013	100 61 63
Social Class :-										
AB	268	16	262	16	250	16	250	16	198	20
C1	438	26	429	27	411	27	411	27	277	27
C2	278	17	274	17	257	17	257	17	204	20
D	278	17	273	17	260	17	260	17	183	18
E	393	24	372	23	359	23	354	23	151	15
Housewife Age :-										
Under 25	96	6	89	6	84	5	84	6	60	6
25 - 34	278	17	265	16	254	17	253	16	185	18
35 - 44	344	21	336	21	322	21	322	21	247	24
45 - 54	287	17	283	18	269	17	268	18	186	18
55 - 64	257	16	251	16	238	15	237	16	168	17
65 +	393	24	387	24	369	24	367	24	167	16
Size of Household :-										
1	564	34	536	33	512	33	508	33	205	20
2	537	32	526	33	498	32	497	32	362	36
3	251	15	248	15	238	15	237	15	195	19
4	223	13	222	14	213	14	213	14	183	18
5 +	80	5	79	5	76	5	76	5	69	7
Average Household Size	2.24		2.26		2.26		2.26		2.57	
Children :-										
Without	1224	74	1185	74	1127	73	1122	73	660	65
With	431	26	426	26	409	27	409	27	353	35
0 - 3	136	8	135	8	128	8	128	8	96	10
4 - 9	213	13	210	13	201	13	201	13	179	18
10 - 15	217	13	216	13	208	14	208	14	198	20

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1611	100	1537	100
Possessing:-	Colour Set	1605	100	1531	100
	Teletext Set	1365	85	1307	85
	Remote Ctrl.	1580	98	1510	98
	Portable Set	954	59	908	59
Screen Size :-	Under 15"	933	58	889	58
	16 to 19"	167	10	156	10
	20" and over	1422	88	1357	88
Household with :-	Single Set	545	34	523	34
	Two Sets	619	38	589	38
	3+ Sets	448	28	425	28
VCRs :-	Without	241	15	233	15
	With	1369	85	1304	85
	With 1	856	53	810	53
	With 2+	513	32	494	32

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3281	100	3131	100
Which are :-	Colour Set	3249	99	3100	99
	Teletext Set	1999	61	1917	61
	Remote Ctrl.	3114	95	2975	95
	Portable Set	1417	43	1353	43
Screen Size :-	Under 15"	1388	42	1326	42
	16 to 19"	178	5	167	5
	20" and over	1691	52	1614	52
VCR Connected		2002	61	1917	61

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		3705	100	3473	100	2603	100
Age :-	0 - 3	155	4	145	4	111	4
	4 - 9	272	7	258	7	224	9
	10 - 15	292	8	280	8	265	10
	16 - 19	189	5	178	5	143	6
	20 - 24	245	7	226	7	181	7
	25 - 34	497	13	460	13	344	13
	35 - 44	589	16	555	16	443	17
	45 - 54	495	13	465	13	340	13
	55 - 64	416	11	387	11	282	11
	65 +	555	15	521	15	271	10
Adults :- Total		2986	100	2791	100	2004	100
AB		533	18	501	18	407	20
C1		823	28	776	28	559	28
C2		577	19	537	19	437	22
D		524	18	492	18	376	19
E		527	18	485	17	225	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1778	100	1926	100	1660	100	1813	100
Age :-								
0 - 15	372	21	348	18	353	21	329	18
16 - 24	216	12	218	11	201	12	203	11
25 - 34	236	13	261	14	217	13	242	13
35 - 44	284	16	306	16	264	16	291	16
45 - 54	243	14	252	13	226	14	239	13
55 - 64	202	11	213	11	188	11	199	11
65 +	226	13	328	17	211	13	310	17
Adults :-	1407	100	1579	100	1307	100	1484	100
AB	265	19	269	17	249	19	253	17
C1	374	27	449	28	352	27	423	29
C2	310	22	267	17	286	22	250	17
D	248	18	276	17	231	18	261	18
E	210	15	317	20	188	14	297	20
Working	839	60	727	46	783	60	687	46
Not Working	567	40	852	54	524	40	797	54
Housewives :-	321	100	1334	100	284	100	1253	100
Working	122	38	618	46	107	38	582	46
Not Working	199	62	716	54	177	62	671	54

North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	589	100	576	100	520	100
Receiving ITV	576	98	576	100	520	100
Receiving Any CH4	575	98	575	100	520	100
Receiving five	401	68	401	70	354	68
Receiving BBC 1	576	98	576	100	520	100
Receiving BBC 2	576	98	576	100	520	100

Table 2					Analysis of Households					
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	589	100 100	576	100 98 100	520	100 88 90	519	100 88 90	362	100 61 63
Social Class :-										
AB	110	19	109	19	96	18	96	18	81	22
C1	169	29	165	29	150	29	149	29	119	33
C2	111	19	109	19	97	19	97	19	64	18
D	97	16	96	17	89	17	89	17	51	14
E	102	17	96	17	89	17	89	17	47	13
Housewife Age :-										
Under 25	35	6	32	6	29	6	29	6	17	5
25 - 34	82	14	80	14	73	14	73	14	54	15
35 - 44	115	19	113	20	103	20	103	20	74	21
45 - 54	111	19	108	19	96	19	96	19	82	23
55 - 64	100	17	99	17	88	17	87	17	63	18
65 +	147	25	144	25	130	25	130	25	71	20
Size of Household :-										
1	194	33	185	32	169	32	168	32	80	22
2	215	37	212	37	192	37	192	37	153	42
3	87	15	87	15	76	15	76	15	63	18
4	67	11	67	12	60	12	60	12	47	13
5 +	26	4	26	5	23	4	23	4	17	5
Average Household Size	2.19		2.21		2.20		2.20		2.37	
Children :-										
Without	453	77	442	77	400	77	399	77	270	75
With	136	23	135	23	121	23	121	23	91	25
0 - 3	44	7	43	8	40	8	40	8	25	7
4 - 9	66	11	65	11	57	11	57	11	49	14
10 - 15	69	12	69	12	61	12	61	12	51	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		576	100	520	100
Possessing:-	Colour Set	575	100	519	100
	Teletext Set	498	86	448	86
	Remote Ctrl.	563	98	506	97
	Portable Set	367	64	333	64
Screen Size :-	Under 15"	359	62	324	62
	16 to 19"	47	8	44	8
	20" and over	518	90	467	90
Household with :-	Single Set	172	30	156	30
	Two Sets	210	36	192	37
	3+ Sets	195	34	172	33
VCRs :-	Without	66	11	59	11
	With	511	89	462	89
	With 1	355	62	328	63
	With 2+	156	27	134	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1244	100	1127	100
Which are :-	Colour Set	1234	99	1119	99
	Teletext Set	763	61	702	62
	Remote Ctrl.	1161	93	1047	93
	Portable Set	536	43	484	43
Screen Size :-	Under 15"	527	42	473	42
	16 to 19"	57	5	53	5
	20" and over	652	52	594	53
VCR Connected		695	56	624	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1291	100	1143	100	855	100
Age :-	0 - 3	50	4	46	4	28	3
	4 - 9	83	6	73	6	61	7
	10 - 15	94	7	84	7	63	7
	16 - 19	59	5	51	4	38	4
	20 - 24	79	6	69	6	51	6
	25 - 34	151	12	134	12	98	11
	35 - 44	197	15	177	15	134	16
	45 - 54	191	15	167	15	149	17
	55 - 64	171	13	149	13	114	13
	65 +	215	17	193	17	119	14
Adults :- Total		1063	100	941	100	703	100
AB		215	20	187	20	167	24
C1		315	30	281	30	241	34
C2		224	21	196	21	130	18
D		171	16	155	16	98	14
E		138	13	121	13	67	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	626	100	665	100	554	100	590	100
Age :-								
0 - 15	115	18	113	17	103	19	100	17
16 - 24	70	11	67	10	60	11	60	10
25 - 34	76	12	75	11	68	12	66	11
35 - 44	95	15	103	15	84	15	93	16
45 - 54	96	15	95	14	85	15	82	14
55 - 64	83	13	88	13	72	13	78	13
65 +	91	15	124	19	82	15	111	19
Adults :-	511	100	552	100	451	100	490	100
AB	107	21	108	20	92	20	95	19
C1	145	28	170	31	129	29	152	31
C2	121	24	103	19	104	23	92	19
D	86	17	86	16	78	17	77	16
E	54	11	84	15	48	11	74	15
Working	331	65	262	47	293	65	232	47
Not Working	180	35	290	53	158	35	257	53
Housewives :-	123	100	466	100	108	100	412	100
Working	61	50	226	49	56	52	201	49
Not Working	62	50	240	51	52	48	211	51

Central Scotland & North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2120	100	2066	100	2059	100
Receiving ITV	2066	97	2066	100	2059	100
Receiving Any CH4	2064	97	2064	100	2058	100
Receiving five	1796	85	1796	87	1792	87
Receiving BBC 1	2066	97	2066	100	2059	100
Receiving BBC 2	2066	97	2066	100	2059	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2120	100	2066	100	2059	100	2052	100	1382	100
		100		97		97		97		65
				100		100		99		67
Social Class :-										
AB	354	17	348	17	347	17	347	17	281	20
C1	574	27	563	27	562	27	561	27	398	29
C2	360	17	356	17	353	17	353	17	270	20
D	356	17	350	17	349	17	349	17	234	17
E	475	22	449	22	448	22	443	22	199	14
Housewife Age :-										
Under 25	122	6	114	6	113	6	113	6	77	6
25 - 34	343	16	329	16	328	16	327	16	241	17
35 - 44	436	21	427	21	425	21	424	21	322	23
45 - 54	374	18	368	18	366	18	365	18	269	19
55 - 64	334	16	327	16	326	16	325	16	234	17
65 +	510	24	502	24	501	24	498	24	239	17
Size of Household :-										
1	718	34	683	33	681	33	676	33	288	21
2	708	33	695	34	692	34	691	34	518	37
3	318	15	315	15	314	15	314	15	259	19
4	275	13	274	13	273	13	273	13	231	17
5 +	100	5	99	5	99	5	99	5	86	6
Average Household Size	2.23		2.24		2.24		2.25		2.51	
Children :-										
Without	1582	75	1534	74	1529	74	1523	74	937	68
With	538	25	532	26	530	26	530	26	446	32
0 - 3	171	8	169	8	168	8	168	8	122	9
4 - 9	263	12	260	13	259	13	259	13	228	16
10 - 15	272	13	269	13	269	13	269	13	250	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2066	100	2059	100
Possessing:-	Colour Set	2059	100	2052	100
	Teletext Set	1762	85	1757	85
	Remote Ctrl.	2025	98	2018	98
	Portable Set	1244	60	1240	60
Screen Size :-	Under 15"	1217	59	1213	59
	16 to 19"	200	10	199	10
	20" and over	1831	89	1825	89
Household with :-	Single Set	683	33	680	33
	Two Sets	785	38	783	38
	3+ Sets	598	29	596	29
VCRs :-	Without	293	14	292	14
	With	1772	86	1767	86
	With 1	1142	55	1139	55
	With 2+	630	31	628	31

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4270	100	4259	100
Which are :-	Colour Set	4231	99	4219	99
	Teletext Set	2625	61	2618	61
	Remote Ctrl.	4034	94	4023	94
	Portable Set	1842	43	1836	43
Screen Size :-	Under 15"	1803	42	1798	42
	16 to 19"	220	5	219	5
	20" and over	2216	52	2211	52
VCR Connected		2550	60	2543	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		4717	100	4619	100	3472	100
Age :-	0 - 3	195	4	191	4	139	4
	4 - 9	336	7	331	7	285	8
	10 - 15	366	8	363	8	328	9
	16 - 19	235	5	230	5	183	5
	20 - 24	305	6	295	6	233	7
	25 - 34	616	13	595	13	444	13
	35 - 44	747	16	731	16	577	17
	45 - 54	644	14	633	14	493	14
	55 - 64	548	12	537	12	400	12
	65 +	726	15	715	15	391	11
Adults :- Total		3821	100	3735	100	2720	100
AB		702	18	690	18	577	21
C1		1079	28	1058	28	803	30
C2		742	19	733	20	573	21
D		659	17	647	17	474	17
E		638	17	607	16	292	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2266	100	2451	100	2214	100	2405	100
Age :-								
0 - 15	460	20	437	18	455	21	429	18
16 - 24	270	12	271	11	261	12	263	11
25 - 34	297	13	319	13	285	13	309	13
35 - 44	359	16	388	16	348	16	383	16
45 - 54	317	14	327	13	311	14	322	13
55 - 64	266	12	282	12	260	12	277	12
65 +	299	13	427	17	294	13	421	18
Adults :-								
AB	347	19	355	18	342	19	349	18
C1	493	27	586	29	482	27	577	29
C2	398	22	344	17	391	22	342	17
D	316	17	343	17	309	18	338	17
E	253	14	385	19	236	13	371	19
Working	1095	61	932	46	1076	61	920	47
Not Working	712	39	1082	54	683	39	1056	53
Housewives :-								
Working	171	41	794	47	162	41	783	47
Not Working	249	59	906	53	230	59	883	53

Wales & West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2217	100	2177	100	1987	100
Receiving ITV	2177	98	2177	100	1987	100
Receiving Any CH4	2173	98	2173	100	1985	100
Receiving five	1782	80	1782	82	1632	82
Receiving BBC 1	2177	98	2177	100	1987	100
Receiving BBC 2	2177	98	2177	100	1987	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2217	100	2177	100	1987	100	1982	100	1264	100
		100		98		90		89		57
				100		91		91		58
Social Class :-										
AB	310	14	306	14	273	14	273	14	185	15
C1	625	28	616	28	574	29	573	29	373	30
C2	436	20	429	20	393	20	392	20	285	23
D	427	19	420	19	381	19	380	19	255	20
E	420	19	407	19	367	18	365	18	165	13
Housewife Age :-										
Under 25	113	5	109	5	102	5	102	5	62	5
25 - 34	340	15	332	15	307	15	307	15	215	17
35 - 44	430	19	422	19	390	20	390	20	297	24
45 - 54	389	18	383	18	349	18	349	18	242	19
55 - 64	360	16	354	16	320	16	319	16	221	17
65 +	584	26	576	26	518	26	516	26	227	18
Size of Household :-										
1	657	30	630	29	573	29	569	29	204	16
2	793	36	785	36	715	36	715	36	446	35
3	341	15	338	16	310	16	310	16	269	21
4	287	13	285	13	262	13	261	13	223	18
5 +	139	6	138	6	127	6	127	6	122	10
Average Household Size	2.33		2.34		2.34		2.35		2.73	
Children :-										
Without	1654	75	1619	74	1475	74	1471	74	812	64
With	563	25	558	26	511	26	511	26	451	36
0 - 3	185	8	182	8	166	8	166	8	131	10
4 - 9	287	13	284	13	263	13	263	13	229	18
10 - 15	299	13	297	14	271	14	271	14	247	20

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2177	100	1987	100
Possessing:-	Colour Set	2172	100	1982	100
	Teletext Set	1972	91	1806	91
	Remote Ctrl.	2140	98	1954	98
	Portable Set	1257	58	1141	57
Screen Size :-	Under 15"	1236	57	1121	56
	16 to 19"	151	7	133	7
	20" and over	1930	89	1772	89
Household with :-	Single Set	804	37	740	37
	Two Sets	789	36	715	36
	3+ Sets	583	27	531	27
VCRs :-	Without	248	11	221	11
	With	1929	89	1766	89
	With 1	1418	65	1296	65
	With 2+	511	23	470	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4453	100	4082	100
Which are :-	Colour Set	4415	99	4047	99
	Teletext Set	3218	72	2994	73
	Remote Ctrl.	4203	94	3862	95
	Portable Set	1824	41	1668	41
Screen Size :-	Under 15"	1817	41	1661	41
	16 to 19"	173	4	153	4
	20" and over	2403	54	2219	54
VCR Connected		2657	60	2447	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5155	100	4656	100	3450	100
Age :-	0 - 3	212	4	189	4	148	4
	4 - 9	376	7	344	7	296	9
	10 - 15	412	8	373	8	346	10
	16 - 19	256	5	230	5	204	6
	20 - 24	294	6	271	6	217	6
	25 - 34	628	12	570	12	432	13
	35 - 44	768	15	698	15	547	16
	45 - 54	694	13	629	13	459	13
	55 - 64	633	12	567	12	401	12
	65 +	882	17	786	17	400	12
Adults :- Total		4155	100	3750	100	2660	100
AB		635	15	562	15	386	14
C1		1216	29	1126	30	812	31
C2		895	22	811	22	628	24
D		823	20	736	20	555	21
E		586	14	516	14	279	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2518	100	2638	100	2273	100	2383	100
Age :-								
0 - 15	518	21	482	18	471	21	434	18
16 - 24	284	11	266	10	260	11	241	10
25 - 34	306	12	322	12	277	12	293	12
35 - 44	376	15	392	15	339	15	359	15
45 - 54	337	13	357	14	305	13	323	14
55 - 64	316	13	317	12	283	12	284	12
65 +	380	15	502	19	337	15	449	19
Adults :-	1999	100	2156	100	1801	100	1949	100
AB	324	16	312	14	288	16	274	14
C1	578	29	638	30	535	30	591	30
C2	466	23	429	20	420	23	391	20
D	404	20	419	19	360	20	376	19
E	228	11	358	17	199	11	317	16
Working	1200	60	951	44	1082	60	865	44
Not Working	799	40	1205	56	719	40	1084	56
Housewives :-	398	100	1819	100	342	100	1645	100
Working	163	41	806	44	138	40	737	45
Not Working	234	59	1013	56	204	60	908	55

South & South East & Ch. Islands

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2800	100	2753	100	2407	100
Receiving ITV	2753	98	2753	100	2407	100
Receiving Any CH4	2747	98	2747	100	2404	100
Receiving five	1758	63	1758	64	1506	63
Receiving BBC 1	2753	98	2753	100	2407	100
Receiving BBC 2	2753	98	2753	100	2407	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2800	100	2753	100	2407	100	2402	100	1597	100
		100		98		86		86		57
				100		87		87		58
Social Class :-										
AB	688	25	678	25	585	24	584	24	437	27
C1	898	32	883	32	770	32	768	32	524	33
C2	519	19	513	19	451	19	451	19	288	18
D	375	13	370	13	333	14	332	14	228	14
E	319	11	309	11	269	11	266	11	120	7
Housewife Age :-										
Under 25	139	5	134	5	119	5	119	5	76	5
25 - 34	442	16	433	16	376	16	376	16	255	16
35 - 44	549	20	540	20	471	20	470	20	353	22
45 - 54	480	17	475	17	418	17	417	17	307	19
55 - 64	446	16	438	16	384	16	383	16	277	17
65 +	744	27	733	27	639	27	636	26	330	21
Size of Household :-										
1	837	30	807	29	696	29	692	29	288	18
2	983	35	974	35	852	35	852	35	635	40
3	405	14	404	15	357	15	356	15	263	16
4	391	14	387	14	343	14	343	14	277	17
5 +	184	7	182	7	160	7	160	7	133	8
Average Household Size	2.35		2.36		2.37		2.37		2.62	
Children :-										
Without	2053	73	2012	73	1755	73	1750	73	1103	69
With	747	27	740	27	652	27	652	27	494	31
0 - 3	266	10	262	10	230	10	229	10	158	10
4 - 9	369	13	367	13	322	13	322	13	233	15
10 - 15	379	14	377	14	335	14	334	14	286	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2753	100	2407	100
Possessing:-	Colour Set	2746	100	2402	100
	Teletext Set	2378	86	2081	86
	Remote Ctrl.	2699	98	2362	98
	Portable Set	1560	57	1375	57
Screen Size :-	Under 15"	1614	59	1438	60
	16 to 19"	198	7	161	7
	20" and over	2476	90	2182	91
Household with :-	Single Set	957	35	804	33
	Two Sets	1035	38	913	38
	3+ Sets	761	28	690	29
VCRs :-	Without	417	15	344	14
	With	2336	85	2063	86
	With 1	1661	60	1427	59
	With 2+	675	25	636	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5858	100	5191	100
Which are :-	Colour Set	5786	99	5125	99
	Teletext Set	3676	63	3217	62
	Remote Ctrl.	5409	92	4771	92
	Portable Set	2343	40	2079	40
Screen Size :-	Under 15"	2429	41	2183	42
	16 to 19"	213	4	171	3
	20" and over	3099	53	2732	53
VCR Connected		3332	57	2991	58

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6578	100	5702	100	4176	100
Age :-	0 - 3	317	5	273	5	190	5
	4 - 9	497	8	430	8	304	7
	10 - 15	529	8	464	8	400	10
	16 - 19	314	5	282	5	241	6
	20 - 24	371	6	322	6	263	6
	25 - 34	818	12	697	12	486	12
	35 - 44	996	15	856	15	666	16
	45 - 54	849	13	743	13	584	14
	55 - 64	778	12	669	12	501	12
	65 +	1109	17	965	17	542	13
Adults :- Total		5236	100	4535	100	3282	100
AB		1378	26	1180	26	929	28
C1		1683	32	1455	32	1102	34
C2		1065	20	925	20	613	19
D		695	13	625	14	459	14
E		415	8	350	8	179	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3213	100	3365	100	2775	100	2927	100
Age :-								
0 - 15	697	22	646	19	606	22	561	19
16 - 24	345	11	341	10	301	11	304	10
25 - 34	394	12	424	13	333	12	364	12
35 - 44	494	15	503	15	422	15	434	15
45 - 54	418	13	431	13	364	13	379	13
55 - 64	384	12	394	12	328	12	341	12
65 +	483	15	626	19	420	15	544	19
Adults :-	2517	100	2719	100	2169	100	2366	100
AB	698	28	680	25	597	28	583	25
C1	772	31	910	33	664	31	791	33
C2	564	22	501	18	490	23	436	18
D	335	13	360	13	298	14	327	14
E	147	6	268	10	121	6	229	10
Working	1687	67	1349	50	1450	67	1171	50
Not Working	830	33	1370	50	719	33	1195	50
Housewives :-	525	100	2275	100	434	100	1973	100
Working	272	52	1130	50	227	52	979	50
Not Working	253	48	1145	50	207	48	994	50

North East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1417	100	1396	100	1186	100
Receiving ITV	1396	99	1396	100	1186	100
Receiving Any CH4	1394	98	1394	100	1185	100
Receiving five	1326	94	1326	95	1116	94
Receiving BBC 1	1396	99	1396	100	1186	100
Receiving BBC 2	1396	99	1396	100	1186	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1417	100	1396	100	1186	100	1181	100	819	100
		100		99		84		83		58
				100		85		85		59
Social Class :-										
AB	198	14	196	14	158	13	158	13	142	17
C1	348	25	345	25	290	24	290	25	205	25
C2	261	18	259	19	225	19	224	19	147	18
D	273	19	269	19	234	20	233	20	177	22
E	339	24	327	23	279	24	276	23	148	18
Housewife Age :-										
Under 25	76	5	73	5	60	5	60	5	51	6
25 - 34	211	15	206	15	174	15	174	15	141	17
35 - 44	278	20	273	20	238	20	237	20	178	22
45 - 54	254	18	251	18	215	18	214	18	159	19
55 - 64	231	16	230	16	193	16	191	16	140	17
65 +	367	26	363	26	306	26	304	26	151	18
Size of Household :-										
1	438	31	422	30	360	30	355	30	156	19
2	503	36	500	36	416	35	416	35	316	39
3	230	16	229	16	199	17	199	17	162	20
4	174	12	174	12	150	13	150	13	126	15
5 +	72	5	70	5	61	5	61	5	60	7
Average Household Size	2.27		2.28		2.29		2.29		2.56	
Children :-										
Without	1049	74	1031	74	870	73	865	73	559	68
With	368	26	365	26	316	27	315	27	260	32
0 - 3	117	8	116	8	100	8	100	8	74	9
4 - 9	178	13	177	13	153	13	153	13	146	18
10 - 15	194	14	192	14	166	14	165	14	139	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1396	100	1186	100
Possessing:-	Colour Set	1390	100	1181	100
	Teletext Set	1165	83	1062	90
	Remote Ctrl.	1388	99	1175	99
	Portable Set	867	62	743	63
Screen Size :-	Under 15"	849	61	723	61
	16 to 19"	60	4	60	5
	20" and over	1322	95	1120	94
Household with :-	Single Set	421	30	339	29
	Two Sets	521	37	444	37
	3+ Sets	454	33	404	34
VCRs :-	Without	179	13	133	11
	With	1217	87	1053	89
	With 1	838	60	675	57
	With 2+	379	27	378	32

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2955	100	2525	100
Which are :-	Colour Set	2922	99	2497	99
	Teletext Set	1840	62	1716	68
	Remote Ctrl.	2825	96	2387	95
	Portable Set	1308	44	1114	44
Screen Size :-	Under 15"	1256	42	1056	42
	16 to 19"	71	2	73	3
	20" and over	1604	54	1371	54
VCR Connected		1701	58	1521	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		3213	100	2713	100	2096	100
Age :-	0 - 3	135	4	116	4	83	4
	4 - 9	224	7	191	7	181	9
	10 - 15	252	8	214	8	192	9
	16 - 19	168	5	144	5	123	6
	20 - 24	182	6	153	6	139	7
	25 - 34	387	12	324	12	268	13
	35 - 44	486	15	416	15	333	16
	45 - 54	438	14	369	14	278	13
	55 - 64	397	12	333	12	256	12
	65 +	542	17	454	17	243	12
Adults :- Total		2601	100	2193	100	1640	100
AB		400	15	328	15	300	18
C1		656	25	544	25	399	24
C2		548	21	471	21	319	19
D		524	20	452	21	378	23
E		473	18	398	18	245	15

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1563	100	1650	100	1315	100	1398	100
Age :-								
0 - 15	314	20	298	18	266	20	254	18
16 - 24	175	11	176	11	149	11	148	11
25 - 34	187	12	200	12	156	12	168	12
35 - 44	239	15	248	15	203	15	213	15
45 - 54	216	14	222	13	181	14	188	13
55 - 64	195	12	202	12	162	12	171	12
65 +	238	15	304	18	198	15	256	18
Adults :-	1250	100	1352	100	1049	100	1144	100
AB	205	16	195	14	169	16	159	14
C1	301	24	355	26	245	23	299	26
C2	295	24	254	19	254	24	217	19
D	260	21	264	20	224	21	228	20
E	189	15	284	21	156	15	241	21
Working	737	59	606	45	609	58	515	45
Not Working	512	41	745	55	439	42	629	55
Housewives :-	272	100	1145	100	225	100	961	100
Working	111	41	514	45	91	41	431	45
Not Working	162	59	631	55	134	59	530	55

East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2254	100	2201	100	1800	100
Receiving ITV	2201	98	2201	100	1800	100
Receiving Any CH4	2199	98	2199	100	1797	100
Receiving five	1884	84	1884	86	1502	83
Receiving BBC 1	2201	98	2201	100	1800	100
Receiving BBC 2	2201	98	2201	100	1800	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2254	100	2201	100	1800	100	1794	100	960	100
		100		98		80		80		43
				100		82		81		44
Social Class :-										
AB	439	19	431	20	338	19	337	19	205	21
C1	657	29	640	29	512	28	511	28	299	31
C2	426	19	420	19	352	20	352	20	199	21
D	385	17	378	17	317	18	315	18	161	17
E	347	15	333	15	281	16	279	16	97	10
Housewife Age :-										
Under 25	111	5	103	5	87	5	87	5	33	3
25 - 34	370	16	358	16	296	16	294	16	153	16
35 - 44	452	20	445	20	356	20	355	20	221	23
45 - 54	397	18	392	18	322	18	321	18	198	21
55 - 64	358	16	350	16	284	16	282	16	176	18
65 +	566	25	553	25	455	25	453	25	179	19
Size of Household :-										
1	648	29	612	28	496	28	492	27	147	15
2	824	37	813	37	677	38	676	38	367	38
3	333	15	330	15	269	15	268	15	176	18
4	308	14	305	14	245	14	245	14	173	18
5 +	142	6	141	6	113	6	112	6	98	10
Average Household Size	2.35		2.37		2.36		2.36		2.73	
Children :-										
Without	1651	73	1605	73	1314	73	1309	73	622	65
With	603	27	597	27	486	27	485	27	338	35
0 - 3	204	9	202	9	165	9	164	9	87	9
4 - 9	302	13	298	14	237	13	236	13	175	18
10 - 15	306	14	305	14	249	14	249	14	205	21

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2201	100	1800	100
Possessing:-	Colour Set	2195	100	1794	100
	Teletext Set	1938	88	1580	88
	Remote Ctrl.	2160	98	1759	98
	Portable Set	1166	53	932	52
Screen Size :-	Under 15"	1118	51	891	49
	16 to 19"	164	7	127	7
	20" and over	1968	89	1599	89
Household with :-	Single Set	936	43	794	44
	Two Sets	725	33	574	32
	3+ Sets	540	25	431	24
VCRs :-	Without	303	14	256	14
	With	1899	86	1544	86
	With 1	1498	68	1220	68
	With 2+	401	18	324	18

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4460	100	3632	100
Which are :-	Colour Set	4399	99	3578	99
	Teletext Set	3012	68	2441	67
	Remote Ctrl.	4211	94	3423	94
	Portable Set	1836	41	1496	41
Screen Size :-	Under 15"	1766	40	1434	39
	16 to 19"	190	4	150	4
	20" and over	2446	55	1988	55
VCR Connected		2521	57	2047	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5288	100	4244	100	2626	100
Age :-	0 - 3	238	5	192	5	105	4
	4 - 9	407	8	318	7	232	9
	10 - 15	423	8	344	8	294	11
	16 - 19	251	5	200	5	148	6
	20 - 24	289	5	231	5	137	5
	25 - 34	670	13	541	13	303	12
	35 - 44	805	15	633	15	402	15
	45 - 54	716	14	583	14	373	14
	55 - 64	634	12	507	12	323	12
	65 +	855	16	694	16	308	12
Adults :- Total		4220	100	3390	100	1994	100
AB		903	21	702	21	448	22
C1		1231	29	973	29	604	30
C2		883	21	727	21	445	22
D		741	18	612	18	351	18
E		462	11	376	11	146	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2605	100	2683	100	2091	100	2153	100
Age :-								
0 - 15	554	21	514	19	438	21	416	19
16 - 24	276	11	264	10	225	11	206	10
25 - 34	328	13	342	13	266	13	275	13
35 - 44	400	15	405	15	311	15	322	15
45 - 54	355	14	361	13	290	14	292	14
55 - 64	314	12	319	12	249	12	258	12
65 +	377	14	478	18	311	15	384	18
Adults :-	2050	100	2169	100	1653	100	1737	100
AB	457	22	446	21	357	22	346	20
C1	574	28	657	30	458	28	515	30
C2	472	23	411	19	390	24	337	19
D	375	18	366	17	309	19	303	17
E	172	8	290	13	140	8	236	14
Working	1393	68	1076	50	1121	68	866	50
Not Working	657	32	1093	50	532	32	871	50
Housewives :-	411	100	1843	100	319	100	1481	100
Working	217	53	916	50	169	53	741	50
Not Working	195	47	926	50	150	47	740	50

South West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	893	100	879	100	739	100
Receiving ITV	879	98	879	100	739	100
Receiving Any CH4	877	98	877	100	738	100
Receiving five	492	55	492	56	373	51
Receiving BBC 1	879	98	879	100	739	100
Receiving BBC 2	879	98	879	100	739	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	893	100	879	100	739	100	736	100	474	100
		100		98		83		82		53
				100		84		84		54
Social Class :-										
AB	162	18	160	18	137	19	137	19	92	19
C1	279	31	276	31	233	32	232	32	152	32
C2	186	21	184	21	157	21	156	21	110	23
D	132	15	130	15	103	14	103	14	67	14
E	133	15	128	15	109	15	108	15	53	11
Housewife Age :-										
Under 25	42	5	40	5	35	5	35	5	29	6
25 - 34	123	14	122	14	101	14	101	14	62	13
35 - 44	160	18	158	18	131	18	130	18	97	20
45 - 54	147	16	144	16	119	16	119	16	79	17
55 - 64	159	18	157	18	135	18	135	18	96	20
65 +	262	29	258	29	217	29	216	29	111	23
Size of Household :-										
1	273	31	263	30	221	30	219	30	94	20
2	337	38	335	38	283	38	283	38	188	40
3	119	13	118	13	97	13	97	13	89	19
4	111	12	111	13	92	13	92	13	73	15
5 +	53	6	53	6	45	6	45	6	30	6
Average Household Size	2.28		2.29		2.29		2.30		2.51	
Children :-										
Without	677	76	664	76	559	76	557	76	332	70
With	217	24	215	24	179	24	179	24	142	30
0 - 3	72	8	72	8	60	8	60	8	43	9
4 - 9	112	13	111	13	93	13	93	13	67	14
10 - 15	110	12	110	13	91	12	91	12	75	16

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		879	100	739	100
Possessing:-	Colour Set	876	100	736	100
	Teletext Set	749	85	621	84
	Remote Ctrl.	850	97	715	97
	Portable Set	523	60	442	60
Screen Size :-	Under 15"	520	59	438	59
	16 to 19"	71	8	60	8
	20" and over	783	89	655	89
Household with :-	Single Set	307	35	260	35
	Two Sets	359	41	304	41
	3+ Sets	213	24	175	24
VCRs :-	Without	134	15	116	16
	With	745	85	623	84
	With 1	568	65	464	63
	With 2+	177	20	159	22

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1821	100	1523	100
Which are :-	Colour Set	1793	98	1498	98
	Teletext Set	1125	62	903	59
	Remote Ctrl.	1653	91	1384	91
	Portable Set	767	42	646	42
Screen Size :-	Under 15"	765	42	639	42
	16 to 19"	81	4	69	5
	20" and over	960	53	801	53
VCR Connected		997	55	846	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2036	100	1693	100	1188	100
Age :-	0 - 3	83	4	69	4	49	4
	4 - 9	155	8	130	8	94	8
	10 - 15	157	8	130	8	110	9
	16 - 19	83	4	69	4	53	4
	20 - 24	110	5	95	6	73	6
	25 - 34	228	11	187	11	135	11
	35 - 44	288	14	237	14	171	14
	45 - 54	267	13	219	13	151	13
	55 - 64	267	13	226	13	154	13
	65 +	398	20	333	20	200	17
Adults :- Total		1641	100	1365	100	936	100
AB		321	20	272	20	187	20
C1		524	32	437	32	299	32
C2		367	22	310	23	245	26
D		250	15	197	14	126	13
E		179	11	148	11	78	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	988	100	1048	100	823	100	871	100
Age :-								
0 - 15	203	21	193	18	167	20	161	19
16 - 24	99	10	94	9	85	10	79	9
25 - 34	107	11	121	12	87	11	100	11
35 - 44	146	15	142	14	119	15	118	13
45 - 54	132	13	134	13	110	13	108	12
55 - 64	124	13	143	14	104	13	122	14
65 +	177	18	221	21	150	18	183	21
Adults :-	785	100	856	100	655	100	710	100
AB	163	21	159	19	137	21	135	19
C1	246	31	278	32	207	32	230	32
C2	191	24	176	21	162	25	148	21
D	118	15	132	15	94	14	104	15
E	67	8	112	13	55	8	93	13
Working	486	62	385	45	402	61	313	44
Not Working	299	38	471	55	253	39	397	56
Housewives :-	159	100	735	100	132	100	607	100
Working	73	46	329	45	61	46	266	44
Not Working	85	54	406	55	71	54	341	56

Ulster

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	630	100	610	100	609	100
Receiving ITV	610	97	610	100	609	100
Receiving Any CH4	607	96	607	100	606	100
Receiving RTE	269	43	269	44	269	44
Receiving five	486	80	486	80	486	80
Receiving BBC 1	610	97	610	100	609	100
Receiving BBC 2	610	97	610	100	609	100

Table 2		Analysis of Households								
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	630	100 100	610	100 97 100	609	100 97 100	606	100 96 99	352	100 56 58
Social Class :-										
AB	76	12	75	12	75	12	75	12	64	18
C1	156	25	153	25	153	25	153	25	105	30
C2	125	20	121	20	121	20	121	20	79	22
D	98	16	96	16	95	16	95	16	48	14
E	176	28	165	27	165	27	163	27	56	16
Housewife Age :-										
Under 25	24	4	23	4	23	4	23	4	7	2
25 - 34	113	18	110	18	110	18	110	18	60	17
35 - 44	139	22	136	22	136	22	135	22	90	25
45 - 54	114	18	111	18	111	18	110	18	78	22
55 - 64	100	16	97	16	97	16	96	16	62	18
65 +	140	22	134	22	133	22	132	22	55	16
Size of Household :-										
1	173	27	158	26	157	26	155	26	49	14
2	179	28	176	29	176	29	176	29	96	27
3	99	16	97	16	97	16	97	16	69	20
4	99	16	99	16	99	16	98	16	73	21
5 +	81	13	80	13	80	13	80	13	65	19
Average Household Size	2.65		2.69		2.69		2.70		3.12	
Children :-										
Without	430	68	411	67	411	67	409	67	208	59
With	200	32	198	33	198	33	198	33	144	41
0 - 3	73	12	72	12	72	12	72	12	45	13
4 - 9	104	16	103	17	103	17	103	17	78	22
10 - 15	113	18	113	18	112	18	112	19	88	25

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		610	100	609	100
Possessing:-	Colour Set	607	100	606	100
	Teletext Set	545	89	545	89
	Remote Ctrl.	598	98	597	98
	Portable Set	312	51	311	51
Screen Size :-	Under 15"	307	50	306	50
	16 to 19"	34	6	34	6
	20" and over	557	91	556	91
Household with :-	Single Set	257	42	257	42
	Two Sets	227	37	227	37
	3+ Sets	126	21	125	21
VCRs :-	Without	132	22	132	22
	With	478	78	477	78
	With 1	380	62	380	62
	With 2+	98	16	98	16

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1179	100	1179	100
Which are :-	Colour Set	1170	99	1170	99
	Teletext Set	845	72	844	72
	Remote Ctrl.	1125	95	1124	95
	Portable Set	447	38	446	38
Screen Size :-	Under 15"	440	37	440	37
	16 to 19"	42	4	41	4
	20" and over	683	58	683	58
VCR Connected		616	52	616	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1673	100	1640	100	1100	100
Age :-	0 - 3	88	5	87	5	53	5
	4 - 9	143	9	142	9	103	9
	10 - 15	159	10	158	10	127	12
	16 - 19	108	6	106	6	68	6
	20 - 24	101	6	99	6	72	7
	25 - 34	231	14	226	14	154	14
	35 - 44	252	15	248	15	164	15
	45 - 54	205	12	200	12	149	14
	55 - 64	170	10	166	10	115	10
	65 +	216	13	208	13	94	9
Adults :- Total		1283	100	1254	100	816	100
AB		169	13	167	13	151	18
C1		345	27	340	27	240	29
C2		293	23	287	23	208	26
D		214	17	210	17	123	15
E		263	20	250	20	94	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	818	100	856	100	799	100	841	100
Age :-								
0 - 15	201	25	189	22	199	25	187	22
16 - 24	105	13	105	12	103	13	102	12
25 - 34	113	14	118	14	110	14	116	14
35 - 44	123	15	129	15	120	15	127	15
45 - 54	102	12	103	12	99	12	102	12
55 - 64	83	10	87	10	80	10	86	10
65 +	92	11	125	15	88	11	120	14
Adults :-	616	100	667	100	600	100	654	100
AB	84	14	85	13	83	14	84	13
C1	167	27	178	27	164	27	175	27
C2	153	25	140	21	149	25	138	21
D	106	17	108	16	104	17	106	16
E	106	17	156	23	100	17	151	23
Working	379	61	285	43	371	62	282	43
Not Working	238	39	383	57	228	38	372	57
Housewives :-	106	100	525	100	95	100	514	100
Working	46	43	225	43	41	44	223	43
Not Working	60	57	300	57	53	56	291	57

Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	338	100	333	100	297	100
Receiving ITV	333	99	333	100	297	100
Receiving Any CH4	332	98	332	100	297	100
Receiving five	199	59	199	60	178	60
Receiving BBC 1	333	99	333	100	297	100
Receiving BBC 2	333	99	333	100	297	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	338	100	333	100	297	100	296	100	195	100
		100		99		88		88		58
				100		89		89		59
Social Class :-										
AB	62	18	60	18	54	18	54	18	43	22
C1	88	26	87	26	77	26	77	26	50	26
C2	68	20	68	20	59	20	59	20	48	25
D	61	18	60	18	55	18	54	18	33	17
E	60	18	58	17	53	18	53	18	21	11
Housewife Age :-										
Under 25	15	5	15	5	14	5	14	5	7	3
25 - 34	45	13	44	13	40	14	40	14	26	13
35 - 44	64	19	63	19	58	20	58	20	46	23
45 - 54	59	17	57	17	51	17	51	17	38	20
55 - 64	58	17	58	17	50	17	50	17	37	19
65 +	97	29	95	29	83	28	83	28	41	21
Size of Household :-										
1	104	31	100	30	89	30	88	30	41	21
2	128	38	127	38	113	38	113	38	80	41
3	47	14	46	14	42	14	42	14	31	16
4	43	13	42	13	38	13	38	13	33	17
5 +	17	5	17	5	15	5	15	5	9	5
Average Household Size	2.24		2.25		2.26		2.27		2.44	
Children :-										
Without	256	76	251	76	223	75	222	75	140	72
With	82	24	81	24	74	25	74	25	54	28
0 - 3	26	8	26	8	24	8	24	8	10	5
4 - 9	39	12	39	12	36	12	36	12	26	13
10 - 15	42	13	42	13	39	13	39	13	33	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		333	100	297	100
Possessing:-	Colour Set	331	100	296	100
	Teletext Set	296	89	266	90
	Remote Ctrl.	325	98	290	97
	Portable Set	201	60	180	61
Screen Size :-	Under 15"	192	58	172	58
	16 to 19"	34	10	31	11
	20" and over	302	91	269	91
Household with :-	Single Set	111	33	99	33
	Two Sets	129	39	113	38
	3+ Sets	92	28	85	29
VCRs :-	Without	50	15	46	15
	With	283	85	252	85
	With 1	203	61	178	60
	With 2+	80	24	73	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		671	100	603	100
Which are :-	Colour Set	664	99	596	99
	Teletext Set	431	64	388	64
	Remote Ctrl.	622	93	556	92
	Portable Set	278	41	251	42
Screen Size :-	Under 15"	268	40	241	40
	16 to 19"	38	6	35	6
	20" and over	365	54	327	54
VCR Connected		378	56	339	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		757	100	672	100	476	100
Age :-	0 - 3	31	4	28	4	13	3
	4 - 9	53	7	48	7	34	7
	10 - 15	58	8	53	8	45	9
	16 - 19	34	4	30	4	25	5
	20 - 24	33	4	30	4	17	4
	25 - 34	82	11	74	11	49	10
	35 - 44	115	15	104	15	85	18
	45 - 54	102	13	89	13	70	15
	55 - 64	101	13	88	13	66	14
	65 +	148	20	128	19	71	15
Adults :- Total		615	100	544	100	383	100
AB		116	19	102	19	82	22
C1		162	26	142	26	96	25
C2		140	23	122	22	102	27
D		116	19	105	19	71	19
E		81	13	74	14	31	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	367	100	390	100	327	100	345	100
Age :-								
0 - 15	72	20	70	18	66	20	62	18
16 - 24	32	9	34	9	29	9	31	9
25 - 34	40	11	42	11	37	11	38	11
35 - 44	57	15	59	15	51	16	53	15
45 - 54	50	14	52	13	43	13	46	13
55 - 64	49	13	52	13	43	13	45	13
65 +	67	18	81	21	58	18	70	20
Adults :-	295	100	320	100	261	100	283	100
AB	58	20	58	18	51	19	51	18
C1	73	25	89	28	65	25	77	27
C2	74	25	67	21	64	25	58	20
D	58	20	58	18	53	20	53	19
E	33	11	49	15	29	11	45	16
Working	178	60	152	47	159	61	135	48
Not Working	117	40	169	53	102	39	148	52
Housewives :-	59	100	278	100	50	100	247	100
Working	25	43	133	48	22	44	120	48
Not Working	34	57	145	52	28	56	128	52

West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1286	100	1264	100	1037	100
Receiving ITV	1264	98	1264	100	1037	100
Receiving Any CH4	1261	98	1261	100	1036	100
Receiving five	1107	86	1107	88	938	90
Receiving BBC 1	1264	98	1264	100	1037	100
Receiving BBC 2	1264	98	1264	100	1037	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1286	100	1264	100	1037	100	1036	100	689	100
		100		98		81		81		54
				100		82		82		55
Social Class :-										
AB	186	14	184	15	153	15	153	15	95	14
C1	395	31	391	31	326	31	326	32	208	30
C2	260	20	256	20	211	20	211	20	168	24
D	252	20	246	20	205	20	205	20	149	22
E	192	15	187	15	141	14	140	14	68	10
Housewife Age :-										
Under 25	69	5	67	5	52	5	52	5	37	5
25 - 34	211	16	206	16	171	16	171	16	121	18
35 - 44	258	20	254	20	207	20	207	20	163	24
45 - 54	226	18	224	18	187	18	186	18	133	19
55 - 64	196	15	193	15	160	15	160	15	116	17
65 +	325	25	321	25	259	25	259	25	119	17
Size of Household :-										
1	380	30	365	29	296	29	295	29	111	16
2	469	36	465	37	386	37	386	37	250	36
3	195	15	194	15	159	15	159	15	152	22
4	162	13	161	13	132	13	132	13	120	17
5 +	79	6	78	6	63	6	63	6	56	8
Average Household Size	2.31		2.33		2.33		2.33		2.68	
Children :-										
Without	970	75	951	75	786	76	785	76	438	64
With	316	25	312	25	251	24	251	24	250	36
0 - 3	103	8	102	8	82	8	82	8	72	10
4 - 9	166	13	164	13	134	13	134	13	128	19
10 - 15	166	13	165	13	130	13	130	13	133	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1264	100	1037	100
Possessing:-	Colour Set	1262	100	1036	100
	Teletext Set	1182	94	982	95
	Remote Ctrl.	1243	98	1022	99
	Portable Set	743	59	616	59
Screen Size :-	Under 15"	744	59	616	59
	16 to 19"	80	6	62	6
	20" and over	1113	88	921	89
Household with :-	Single Set	468	37	375	36
	Two Sets	467	37	390	38
	3+ Sets	328	26	272	26
VCRs :-	Without	123	10	94	9
	With	1141	90	943	91
	With 1	854	68	703	68
	With 2+	287	23	239	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2606	100	2170	100
Which are :-	Colour Set	2586	99	2154	99
	Teletext Set	2034	78	1742	80
	Remote Ctrl.	2469	95	2058	95
	Portable Set	1084	42	905	42
Screen Size :-	Under 15"	1090	42	910	42
	16 to 19"	92	4	72	3
	20" and over	1399	54	1174	54
VCR Connected		1561	60	1299	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2976	100	2410	100	1849	100
Age :-	0 - 3	117	4	91	4	78	4
	4 - 9	217	7	176	7	161	9
	10 - 15	229	8	180	7	190	10
	16 - 19	143	5	111	5	94	5
	20 - 24	183	6	150	6	121	7
	25 - 34	383	13	315	13	245	13
	35 - 44	462	16	374	16	292	16
	45 - 54	403	14	335	14	250	14
	55 - 64	347	12	285	12	209	11
	65 +	491	16	394	16	208	11
Adults :-	Total	2413	100	1963	100	1419	100
	AB	379	16	313	16	187	13
	C1	774	32	649	33	455	32
	C2	525	22	427	22	354	25
	D	473	20	384	20	314	22
	E	261	11	190	10	109	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1463	100	1513	100	1189	100	1222	100
Age :-								
0 - 15	295	20	269	18	234	20	213	17
16 - 24	171	12	155	10	138	12	122	10
25 - 34	190	13	193	13	158	13	157	13
35 - 44	227	16	235	16	184	15	190	16
45 - 54	195	13	208	14	162	14	173	14
55 - 64	175	12	172	11	143	12	142	12
65 +	210	14	281	19	169	14	225	18
Adults :-	1168	100	1244	100	954	100	1009	100
AB	193	17	186	15	161	17	152	15
C1	371	32	403	32	313	33	336	33
C2	272	23	253	20	219	23	208	21
D	230	20	243	20	187	20	197	20
E	102	9	159	13	74	8	116	11
Working	739	63	585	47	611	64	484	48
Not Working	429	37	659	53	343	36	525	52
Housewives :-	227	100	1059	100	176	100	861	100
Working	102	45	504	48	80	46	419	49
Not Working	125	55	555	52	96	54	442	51

Wales

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1251	100	1227	100	1095	100
Receiving ITV	1227	98	1227	100	1095	100
Receiving Any CH4	1225	98	1225	100	1094	100
Receiving S4C	1103	88	1103	90	1072	98
Receiving five	957	78	957	78	838	77
Receiving BBC 1	1227	98	1227	100	1095	100
Receiving BBC 2	1227	98	1227	100	1095	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1251	100	1227	100	1095	100	1091	100	675	100
		100		98		88		87		54
				100		89		89		55
Social Class :-										
AB	168	13	166	14	142	13	142	13	100	15
C1	326	26	320	26	291	27	291	27	193	29
C2	235	19	232	19	210	19	210	19	138	20
D	232	19	229	19	203	19	202	19	132	20
E	289	23	280	23	249	23	247	23	112	17
Housewife Age :-										
Under 25	68	5	65	5	58	5	58	5	34	5
25 - 34	183	15	179	15	161	15	161	15	113	17
35 - 44	237	19	232	19	213	19	213	20	157	23
45 - 54	215	17	211	17	189	17	188	17	125	19
55 - 64	210	17	206	17	182	17	181	17	120	18
65 +	338	27	334	27	292	27	290	27	127	19
Size of Household :-										
1	370	30	355	29	312	29	309	28	109	16
2	433	35	428	35	381	35	381	35	231	34
3	199	16	198	16	176	16	176	16	140	21
4	167	13	166	14	151	14	151	14	122	18
5 +	81	6	81	7	74	7	74	7	73	11
Average Household Size	2.35		2.36		2.38		2.38		2.77	
Children :-										
Without	916	73	895	73	794	72	790	72	434	64
With	335	27	332	27	301	28	301	28	241	36
0 - 3	109	9	107	9	97	9	97	9	72	11
4 - 9	168	13	166	14	152	14	152	14	118	17
10 - 15	179	14	179	15	163	15	163	15	137	20

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1227	100	1095	100
Possessing:-	Colour Set	1223	100	1091	100
	Teletext Set	1076	88	963	88
	Remote Ctrl.	1205	98	1074	98
	Portable Set	678	55	605	55
Screen Size :-	Under 15"	651	53	583	53
	16 to 19"	85	7	74	7
	20" and over	1098	89	986	90
Household with :-	Single Set	467	38	415	38
	Two Sets	427	35	382	35
	3+ Sets	332	27	298	27
VCRs :-	Without	161	13	141	13
	With	1067	87	954	87
	With 1	764	62	676	62
	With 2+	303	25	278	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2484	100	2230	100
Which are :-	Colour Set	2461	99	2210	99
	Teletext Set	1635	66	1483	66
	Remote Ctrl.	2335	94	2103	94
	Portable Set	993	40	891	40
Screen Size :-	Under 15"	969	39	874	39
	16 to 19"	99	4	87	4
	20" and over	1363	55	1227	55
VCR Connected		1504	61	1364	61

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2934	100	2604	100	1872	100
Age :-	0 - 3	127	4	112	4	84	4
	4 - 9	218	7	197	8	154	8
	10 - 15	244	8	222	9	184	10
	16 - 19	156	5	140	5	129	7
	20 - 24	164	6	145	6	118	6
	25 - 34	341	12	301	12	224	12
	35 - 44	421	14	380	15	293	16
	45 - 54	385	13	340	13	241	13
	55 - 64	367	12	321	12	221	12
	65 +	512	17	446	17	224	12
Adults :- Total		2345	100	2073	100	1449	100
AB		347	15	294	14	218	15
C1		625	27	564	27	421	29
C2		497	21	446	22	321	22
D		463	20	408	20	295	20
E		414	18	360	17	195	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1422	100	1512	100	1263	100	1341	100
Age :-								
0 - 15	305	21	284	19	275	22	256	19
16 - 24	159	11	161	11	143	11	142	11
25 - 34	162	11	178	12	143	11	158	12
35 - 44	204	14	217	14	183	14	197	15
45 - 54	190	13	195	13	168	13	173	13
55 - 64	180	13	186	12	158	13	163	12
65 +	222	16	290	19	193	15	253	19
Adults :-	1117	100	1228	100	987	100	1086	100
AB	176	16	171	14	150	15	144	13
C1	293	26	332	27	265	27	300	28
C2	261	23	235	19	234	24	212	20
D	228	20	235	19	199	20	208	19
E	160	14	254	21	139	14	222	20
Working	628	56	503	41	555	56	447	41
Not Working	489	44	724	59	432	44	639	59
Housewives :-	233	100	1017	100	194	100	901	100
Working	86	37	415	41	70	36	370	41
Not Working	147	63	603	59	124	64	531	59

South & South East

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2741	100	2695	100	2350	100
Receiving ITV	2695	98	2695	100	2350	100
Receiving Any CH4	2690	98	2690	100	2346	100
Receiving five	1728	63	1728	64	1476	63
Receiving BBC 1	2695	98	2695	100	2350	100
Receiving BBC 2	2695	98	2695	100	2350	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2741	100	2695	100	2350	100	2344	100	1554	100
		100		98		86		86		57
				100		87		87		58
Social Class :-										
AB	672	25	661	25	568	24	568	24	420	27
C1	880	32	866	32	752	32	751	32	510	33
C2	511	19	504	19	442	19	442	19	282	18
D	366	13	362	13	325	14	324	14	225	14
E	313	11	302	11	262	11	260	11	117	8
Housewife Age :-										
Under 25	137	5	131	5	116	5	116	5	76	5
25 - 34	433	16	424	16	368	16	367	16	247	16
35 - 44	537	20	527	20	458	19	457	20	342	22
45 - 54	468	17	463	17	406	17	405	17	294	19
55 - 64	437	16	430	16	376	16	375	16	272	17
65 +	730	27	719	27	626	27	623	27	323	21
Size of Household :-										
1	822	30	792	29	681	29	677	29	280	18
2	962	35	953	35	831	35	831	35	619	40
3	395	14	394	15	347	15	346	15	256	16
4	382	14	378	14	334	14	334	14	268	17
5 +	181	7	178	7	157	7	157	7	130	8
Average Household Size	2.35		2.36		2.37		2.37		2.62	
Children :-										
Without	2012	73	1972	73	1714	73	1709	73	1075	69
With	729	27	723	27	635	27	635	27	478	31
0 - 3	260	9	256	10	224	10	223	10	153	10
4 - 9	362	13	360	13	315	13	315	13	227	15
10 - 15	371	14	368	14	326	14	326	14	276	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2695	100	2350	100
Possessing:-	Colour Set	2688	100	2344	100
	Teletext Set	2327	86	2030	86
	Remote Ctrl.	2642	98	2305	98
	Portable Set	1520	56	1335	57
Screen Size :-	Under 15"	1575	58	1399	60
	16 to 19"	195	7	159	7
	20" and over	2421	90	2127	91
Household with :-	Single Set	942	35	790	34
	Two Sets	1015	38	893	38
	3+ Sets	737	27	666	28
VCRs :-	Without	411	15	338	14
	With	2284	85	2012	86
	With 1	1626	60	1393	59
	With 2+	659	24	619	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5723	100	5055	100
Which are :-	Colour Set	5651	99	4990	99
	Teletext Set	3590	63	3132	62
	Remote Ctrl.	5279	92	4641	92
	Portable Set	2279	40	2015	40
Screen Size :-	Under 15"	2366	41	2119	42
	16 to 19"	211	4	168	3
	20" and over	3029	53	2662	53
VCR Connected		3258	57	2917	58

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6438	100	5563	100	4063	100
Age :-	0 - 3	310	5	266	5	184	5
	4 - 9	488	8	421	8	295	7
	10 - 15	518	8	452	8	387	10
	16 - 19	307	5	275	5	236	6
	20 - 24	365	6	316	6	260	6
	25 - 34	800	12	679	12	469	12
	35 - 44	973	15	833	15	647	16
	45 - 54	829	13	723	13	566	14
	55 - 64	762	12	653	12	488	12
	65 +	1087	17	943	17	530	13
Adults :-	Total	5123	100	4423	100	3196	100
	AB	1344	26	1146	26	893	28
	C1	1651	32	1423	32	1077	34
	C2	1047	20	908	21	600	19
	D	676	13	606	14	452	14
	E	406	8	341	8	175	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3145	100	3293	100	2707	100	2856	100
Age :-								
0 - 15	683	22	633	19	592	22	548	19
16 - 24	338	11	334	10	294	11	297	10
25 - 34	386	12	414	13	325	12	355	12
35 - 44	482	15	491	15	411	15	422	15
45 - 54	409	13	420	13	355	13	367	13
55 - 64	375	12	386	12	319	12	334	12
65 +	473	15	614	19	411	15	533	19
Adults :-	2462	100	2661	100	2115	100	2308	100
AB	681	28	663	25	580	27	566	25
C1	759	31	892	34	650	31	773	34
C2	554	23	493	19	480	23	428	19
D	325	13	350	13	288	14	318	14
E	143	6	263	10	117	6	223	10
Working	1646	67	1317	50	1409	67	1140	49
Not Working	816	33	1344	50	706	33	1168	51
Housewives :-	516	100	2226	100	425	100	1924	100
Working	266	52	1102	50	221	52	952	49
Not Working	249	48	1123	50	204	48	972	51

Channel Islands

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	58	100	58	100	58	100
Receiving ITV	58	99	58	100	58	100
Receiving Any CH4	58	99	58	100	58	100
Receiving five	30	51	30	51	30	51
Receiving BBC 1	58	99	58	100	58	100
Receiving BBC 2	58	99	58	100	58	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	58	100	58	100	58	100	58	100	44	100
		100		99		99		99		75
				100		100		100		75
Social Class :-										
AB	17	28	16	29	16	29	16	29	17	39
C1	18	30	18	30	18	30	18	30	14	33
C2	9	15	9	15	9	15	9	15	7	15
D	9	15	8	15	8	15	8	15	3	7
E	7	12	7	11	7	11	7	11	2	5
Housewife Age :-										
Under 25	2	4	2	4	2	4	2	4	0	-1
25 - 34	9	15	9	15	9	15	9	15	8	18
35 - 44	13	22	13	22	13	22	13	22	11	26
45 - 54	12	21	12	21	12	21	12	21	12	28
55 - 64	9	15	8	14	8	14	8	14	6	13
65 +	14	24	14	24	14	24	14	24	7	16
Size of Household :-										
1	15	26	15	26	15	26	15	26	8	18
2	21	36	21	36	21	36	21	36	16	37
3	10	17	10	17	10	17	10	17	7	17
4	9	15	9	15	9	15	9	15	9	21
5 +	3	6	3	6	3	6	3	6	3	7
Average Household Size	2.39		2.41		2.41		2.41		2.61	
Children :-										
Without	41	71	41	70	41	70	41	70	27	63
With	17	29	17	30	17	30	17	30	16	37
0 - 3	6	10	6	10	6	10	6	10	5	11
4 - 9	7	12	7	12	7	12	7	12	6	14
10 - 15	9	15	9	15	9	15	9	15	10	23

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		58	100	58	100
Possessing:-	Colour Set	58	100	58	100
	Teletext Set	52	90	52	90
	Remote Ctrl.	57	99	57	99
	Portable Set	40	69	40	69
Screen Size :-	Under 15"	39	68	39	68
	16 to 19"	2	4	2	4
	20" and over	55	95	55	95
Household with :-	Single Set	14	25	14	25
	Two Sets	20	34	20	34
	3+ Sets	24	41	24	41
VCRs :-	Without	6	11	6	11
	With	51	89	51	89
	With 1	35	60	35	60
	With 2+	17	29	17	29

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		136	100	136	100
Which are :-	Colour Set	135	99	135	99
	Teletext Set	86	63	86	63
	Remote Ctrl.	130	96	130	96
	Portable Set	64	47	64	47
Screen Size :-	Under 15"	64	47	64	47
	16 to 19"	3	2	3	2
	20" and over	70	51	70	51
VCR Connected		74	55	74	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		140	100	139	100	114	100
Age :-	0 - 3	7	5	7	5	6	5
	4 - 9	9	7	9	7	8	7
	10 - 15	11	8	11	8	13	12
	16 - 19	7	5	7	5	5	4
	20 - 24	6	4	6	4	3	3
	25 - 34	18	13	18	13	17	15
	35 - 44	23	17	23	17	19	17
	45 - 54	20	14	20	14	18	16
	55 - 64	16	12	16	12	12	11
	65 +	22	16	22	15	12	10
Adults :- Total		113	100	112	100	86	100
AB		34	30	34	30	36	42
C1		32	29	32	29	26	30
C2		18	16	18	16	14	16
D		19	17	19	17	7	8
E		9	8	9	8	4	4

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	68	100	71	100	68	100	71	100
Age :-	0 - 15	14	20	13	19	14	20	13
	16 - 24	7	10	7	9	7	10	9
	25 - 34	8	12	9	13	8	12	13
	35 - 44	12	17	11	16	12	17	16
	45 - 54	9	13	11	16	9	13	16
	55 - 64	9	13	7	10	9	13	10
	65 +	10	14	12	17	10	14	17
Adults :-		54	100	58	100	54	100	58
AB		17	32	17	29	17	32	29
C1		14	25	18	31	14	25	32
C2		10	18	8	14	10	18	14
D		10	19	9	16	10	19	16
E		3	6	6	10	3	6	10
Working		41	75	32	54	41	75	54
Not Working		14	25	27	46	13	25	46
Housewives :-		9	100	49	100	9	100	49
Working		6	62	28	56	6	62	56
Not Working		3	38	21	44	3	38	44

Meridian / Anglia

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4926	100	4829	100	4205	100
Receiving ITV	4829	98	4829	100	4205	100
Receiving Any CH4	4821	98	4821	100	4199	100
Receiving five	3524	72	3524	73	2993	71
Receiving BBC 1	4829	98	4829	100	4205	100
Receiving BBC 2	4829	98	4829	100	4205	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	4926	100	4829	100	4205	100	4193	100	2564	100
		100		98		85		85		52
				100		87		87		53
Social Class :-										
AB	1100	22	1082	22	922	22	922	22	643	25
C1	1515	31	1485	31	1281	30	1278	30	827	32
C2	920	19	908	19	801	19	800	19	487	19
D	743	15	731	15	650	15	648	15	390	15
E	648	13	623	13	550	13	545	13	216	8
Housewife Age :-										
Under 25	244	5	231	5	207	5	207	5	109	4
25 - 34	789	16	768	16	672	16	670	16	406	16
35 - 44	977	20	961	20	824	20	823	20	575	22
45 - 54	855	17	846	18	740	18	739	18	510	20
55 - 64	784	16	769	16	668	16	665	16	456	18
65 +	1277	26	1253	26	1094	26	1090	26	508	20
Size of Household :-										
1	1443	29	1379	29	1194	28	1186	28	439	17
2	1767	36	1748	36	1528	36	1526	36	1004	39
3	719	15	714	15	624	15	623	15	439	17
4	680	14	674	14	586	14	586	14	452	18
5 +	317	6	314	7	273	6	273	6	230	9
Average Household Size	2.35		2.36		2.36		2.37		2.66	
Children :-										
Without	3614	73	3529	73	3069	73	3059	73	1730	67
With	1312	27	1300	27	1136	27	1134	27	833	33
0 - 3	457	9	451	9	393	9	393	9	243	9
4 - 9	651	13	645	13	557	13	557	13	410	16
10 - 15	667	14	663	14	583	14	582	14	492	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4829	100	4205	100
Possessing:-	Colour Set	4816	100	4193	100
	Teletext Set	4201	87	3656	87
	Remote Ctrl.	4736	98	4116	98
	Portable Set	2663	55	2306	55
Screen Size :-	Under 15"	2671	55	2333	55
	16 to 19"	347	7	292	7
	20" and over	4334	90	3775	90
Household with :-	Single Set	1837	38	1596	38
	Two Sets	1725	36	1487	35
	3+ Sets	1267	26	1122	27
VCRs :-	Without	688	14	600	14
	With	4141	86	3605	86
	With 1	3080	64	2640	63
	With 2+	1061	22	964	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10058	100	8810	100
Which are :-	Colour Set	9927	99	8690	99
	Teletext Set	6488	65	5642	64
	Remote Ctrl.	9371	93	8177	93
	Portable Set	4076	41	3574	41
Screen Size :-	Under 15"	4097	41	3620	41
	16 to 19"	387	4	323	4
	20" and over	5397	54	4704	53
VCR Connected		5736	57	5039	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11566	100	9935	100	6812	100
Age :-	0 - 3	539	5	465	5	292	4
	4 - 9	878	8	747	8	538	8
	10 - 15	927	8	807	8	696	10
	16 - 19	554	5	482	5	388	6
	20 - 24	644	6	554	6	402	6
	25 - 34	1446	12	1236	12	789	12
	35 - 44	1758	15	1485	15	1069	16
	45 - 54	1527	13	1324	13	962	14
	55 - 64	1376	12	1176	12	828	12
	65 +	1918	17	1659	17	849	12
Adults :-	Total	9222	100	7916	100	5286	100
	AB	2228	24	1881	24	1377	26
	C1	2841	31	2425	31	1712	32
	C2	1895	21	1647	21	1057	20
	D	1406	15	1237	16	815	15
	E	853	9	726	9	325	6

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5668	100	5899	100	4861	100	5074	100
Age :-								
0 - 15	1213	21	1131	19	1043	21	976	19
16 - 24	607	11	591	10	526	11	510	10
25 - 34	701	12	744	13	598	12	638	13
35 - 44	872	15	885	15	732	15	753	15
45 - 54	753	13	774	13	654	13	670	13
55 - 64	680	12	696	12	578	12	598	12
65 +	841	15	1077	18	731	15	928	18
Adults :-	4455	100	4768	100	3819	100	4098	100
AB	1128	25	1100	23	953	25	928	23
C1	1312	29	1529	32	1121	29	1304	32
C2	1007	23	887	19	877	23	771	19
D	695	16	711	15	608	16	630	15
E	312	7	540	11	260	7	466	11
Working	3001	67	2367	50	2568	67	2032	50
Not Working	1454	33	2401	50	1251	33	2065	50
Housewives :-	913	100	4013	100	755	100	3450	100
Working	476	52	1997	50	397	53	1716	50
Not Working	437	48	2016	50	358	47	1733	50

Granada / Border

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3405	100	3341	100	3127	100
Receiving ITV	3341	98	3341	100	3127	100
Receiving Any CH4	3338	98	3338	100	3125	100
Receiving five	3046	89	3046	91	2878	92
Receiving BBC 1	3341	98	3341	100	3127	100
Receiving BBC 2	3341	98	3341	100	3127	100

Table 2		Analysis of Households								
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	3405	100	3341	100	3127	100	3118	100	2109	100
		100		98		92		92		62
				100		94		93		63
Social Class :-										
AB	540	16	534	16	500	16	499	16	439	21
C1	881	26	864	26	811	26	811	26	569	27
C2	609	18	603	18	559	18	559	18	425	20
D	651	19	641	19	597	19	597	19	385	18
E	723	21	699	21	659	21	653	21	292	14
Housewife Age :-										
Under 25	177	5	168	5	156	5	156	5	107	5
25 - 34	516	15	501	15	472	15	472	15	320	15
35 - 44	686	20	676	20	639	20	637	20	517	25
45 - 54	597	18	585	18	546	17	544	17	426	20
55 - 64	568	17	557	17	518	17	518	17	339	16
65 +	860	25	853	26	795	25	791	25	398	19
Size of Household :-										
1	1064	31	1018	30	957	31	949	30	390	19
2	1152	34	1140	34	1055	34	1054	34	770	36
3	538	16	536	16	506	16	506	16	420	20
4	445	13	443	13	414	13	414	13	378	18
5 +	206	6	204	6	196	6	196	6	150	7
Average Household Size	2.31		2.33		2.33		2.34		2.61	
Children :-										
Without	2487	73	2429	73	2268	73	2259	72	1433	68
With	918	27	912	27	859	27	859	28	675	32
0 - 3	298	9	295	9	279	9	279	9	195	9
4 - 9	447	13	445	13	421	13	421	13	342	16
10 - 15	486	14	484	14	454	15	454	15	391	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3341	100	3127	100
Possessing:-	Colour Set	3332	100	3118	100
	Teletext Set	2959	89	2776	89
	Remote Ctrl.	3259	98	3048	97
	Portable Set	1954	58	1824	58
Screen Size :-	Under 15"	1871	56	1748	56
	16 to 19"	233	7	214	7
	20" and over	3005	90	2807	90
Household with :-	Single Set	1093	33	1026	33
	Two Sets	1217	36	1143	37
	3+ Sets	1031	31	958	31
VCRs :-	Without	461	14	426	14
	With	2880	86	2701	86
	With 1	1903	57	1773	57
	With 2+	977	29	928	30

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7026	100	6585	100
Which are :-	Colour Set	6948	99	6513	99
	Teletext Set	4597	65	4337	66
	Remote Ctrl.	6506	93	6105	93
	Portable Set	2876	41	2693	41
Screen Size :-	Under 15"	2769	39	2591	39
	16 to 19"	258	4	239	4
	20" and over	3804	54	3564	54
VCR Connected		4149	59	3923	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		7870	100	7293	100	5498	100
Age :-	0 - 3	350	4	328	4	228	4
	4 - 9	589	7	553	8	427	8
	10 - 15	660	8	617	8	513	9
	16 - 19	400	5	375	5	326	6
	20 - 24	445	6	408	6	341	6
	25 - 34	982	12	907	12	701	13
	35 - 44	1187	15	1107	15	912	17
	45 - 54	1041	13	959	13	764	14
	55 - 64	955	12	875	12	634	12
	65 +	1261	16	1164	16	652	12
Adults :- Total		6271	100	5796	100	4330	100
AB		1086	17	1005	17	930	21
C1		1705	27	1580	27	1206	28
C2		1264	20	1170	20	948	22
D		1233	20	1138	20	794	18
E		983	16	903	16	452	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3826	100	4044	100	3533	100	3760	100
Age :-								
0 - 15	822	21	777	19	768	22	729	19
16 - 24	416	11	429	11	386	11	397	11
25 - 34	479	13	504	12	438	12	469	12
35 - 44	580	15	607	15	540	15	567	15
45 - 54	514	13	527	13	471	13	488	13
55 - 64	474	12	482	12	431	12	444	12
65 +	542	14	719	18	498	14	666	18
Adults :-	3004	100	3267	100	2765	100	3031	100
AB	540	18	546	17	500	18	505	17
C1	792	26	913	28	733	27	847	28
C2	678	23	586	18	626	23	544	18
D	606	20	627	19	555	20	583	19
E	388	13	595	18	351	13	552	18
Working	1816	60	1529	47	1679	61	1423	47
Not Working	1188	40	1738	53	1086	39	1607	53
Housewives :-	683	100	2722	100	608	100	2519	100
Working	288	42	1257	46	260	43	1166	46
Not Working	395	58	1465	54	349	57	1353	54

Yorkshire / Tyne Tees

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4002	100	3933	100	3618	100
Receiving ITV	3933	98	3933	100	3618	100
Receiving Any CH4	3930	98	3930	100	3616	100
Receiving five	3610	90	3610	92	3340	92
Receiving BBC 1	3933	98	3933	100	3618	100
Receiving BBC 2	3933	98	3933	100	3618	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	4002	100	3933	100	3618	100	3603	100	2395	100
		100		98		90		90		60
				100		92		92		61
Social Class :-										
AB	535	13	527	13	481	13	480	13	371	16
C1	1021	26	1012	26	924	26	923	26	680	28
C2	741	19	734	19	672	19	671	19	465	19
D	798	20	789	20	725	20	723	20	478	20
E	906	23	870	22	815	23	805	22	400	17
Housewife Age :-										
Under 25	231	6	222	6	204	6	203	6	153	6
25 - 34	620	15	605	15	551	15	551	15	378	16
35 - 44	799	20	785	20	721	20	718	20	551	23
45 - 54	694	17	681	17	629	17	626	17	487	20
55 - 64	644	16	638	16	591	16	587	16	395	16
65 +	1015	25	1002	25	923	26	917	25	432	18
Size of Household :-										
1	1205	30	1156	29	1064	29	1053	29	453	19
2	1441	36	1429	36	1313	36	1311	36	885	37
3	625	16	622	16	571	16	570	16	489	20
4	495	12	492	13	455	13	455	13	394	16
5 +	236	6	233	6	215	6	214	6	175	7
Average Household Size	2.30		2.31		2.31		2.32		2.58	
Children :-										
Without	2946	74	2884	73	2651	73	2637	73	1638	68
With	1056	26	1050	27	967	27	966	27	757	32
0 - 3	336	8	333	8	306	8	306	8	210	9
4 - 9	524	13	520	13	477	13	476	13	386	16
10 - 15	553	14	550	14	512	14	512	14	420	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3933	100	3618	100
Possessing:-	Colour Set	3917	100	3603	100
	Teletext Set	3345	85	3060	85
	Remote Ctrl.	3856	98	3549	98
	Portable Set	2280	58	2108	58
Screen Size :-	Under 15"	2239	57	2062	57
	16 to 19"	231	6	218	6
	20" and over	3628	92	3341	92
Household with :-	Single Set	1341	34	1224	34
	Two Sets	1433	36	1326	37
	3+ Sets	1159	29	1069	30
VCRs :-	Without	591	15	553	15
	With	3342	85	3065	85
	With 1	2433	62	2238	62
	With 2+	909	23	828	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8276	100	7641	100
Which are :-	Colour Set	8167	99	7541	99
	Teletext Set	5260	64	4848	63
	Remote Ctrl.	7746	94	7162	94
	Portable Set	3486	42	3216	42
Screen Size :-	Under 15"	3409	41	3138	41
	16 to 19"	267	3	255	3
	20" and over	4509	54	4175	55
VCR Connected		4603	56	4242	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		9207	100	8376	100	6192	100
Age :-	0 - 3	394	4	359	4	241	4
	4 - 9	684	7	619	7	500	8
	10 - 15	742	8	684	8	588	9
	16 - 19	458	5	420	5	357	6
	20 - 24	554	6	500	6	429	7
	25 - 34	1147	12	1030	12	776	13
	35 - 44	1390	15	1263	15	986	16
	45 - 54	1228	13	1116	13	864	14
	55 - 64	1102	12	1011	12	744	12
	65 +	1510	16	1374	16	706	11
Adults :- Total		7387	100	6714	100	4862	100
AB		1077	15	974	15	793	16
C1		1973	27	1791	27	1379	28
C2		1534	21	1404	21	1016	21
D		1524	21	1386	21	1034	21
E		1278	17	1159	17	640	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4483	100	4725	100	4065	100	4311	100
Age :-								
0 - 15	924	21	896	19	843	21	818	19
16 - 24	506	11	507	11	458	11	461	11
25 - 34	558	12	589	12	498	12	532	12
35 - 44	682	15	707	15	620	15	643	15
45 - 54	613	14	614	13	554	14	562	13
55 - 64	541	12	560	12	495	12	516	12
65 +	658	15	852	18	597	15	777	18
Adults :-	3559	100	3829	100	3222	100	3492	100
AB	547	15	530	14	496	15	479	14
C1	917	26	1056	28	828	26	963	28
C2	820	23	714	19	749	23	655	19
D	758	21	766	20	690	21	696	20
E	515	14	763	20	459	14	701	20
Working	2136	60	1703	44	1941	60	1553	44
Not Working	1423	40	2126	56	1281	40	1940	56
Housewives :-	778	100	3224	100	678	100	2940	100
Working	339	44	1436	45	299	44	1311	45
Not Working	439	56	1788	55	379	56	1630	55

Granada North

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7346	100	7214	100	6746	100
Receiving ITV	7214	98	7214	100	6746	100
Receiving Any CH4	7209	98	7209	100	6741	100
Receiving five	6607	90	6607	92	6217	92
Receiving BBC 1	7214	98	7214	100	6746	100
Receiving BBC 2	7214	98	7214	100	6746	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	7346	100	7214	100	6746	100	6721	100	4503	100
		100		98		92		91		61
				100		94		93		62
Social Class :-										
AB	1066	15	1052	15	980	15	978	15	807	18
C1	1884	26	1858	26	1736	26	1735	26	1250	28
C2	1339	18	1326	18	1231	18	1229	18	888	20
D	1436	20	1418	20	1323	20	1321	20	865	19
E	1621	22	1560	22	1475	22	1459	22	694	15
Housewife Age :-										
Under 25	405	6	388	5	361	5	360	5	262	6
25 - 34	1127	15	1097	15	1024	15	1023	15	696	15
35 - 44	1473	20	1450	20	1360	20	1355	20	1067	24
45 - 54	1279	17	1254	17	1174	17	1170	17	913	20
55 - 64	1205	16	1188	16	1109	16	1105	16	733	16
65 +	1857	25	1837	25	1718	25	1708	25	832	18
Size of Household :-										
1	2251	31	2156	30	2022	30	2003	30	842	19
2	2573	35	2548	35	2367	35	2364	35	1655	37
3	1151	16	1146	16	1077	16	1076	16	909	20
4	933	13	929	13	869	13	868	13	771	17
5 +	439	6	435	6	411	6	411	6	325	7
Average Household Size	2.31		2.32		2.32		2.33		2.60	
Children :-										
Without	5387	73	5267	73	4919	73	4896	73	3072	68
With	1960	27	1947	27	1826	27	1825	27	1431	32
0 - 3	628	9	622	9	586	9	585	9	405	9
4 - 9	965	13	959	13	898	13	897	13	726	16
10 - 15	1033	14	1028	14	964	14	964	14	809	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7214	100	6746	100
Possessing:-	Colour Set	7189	100	6721	100
	Teletext Set	6247	87	5835	87
	Remote Ctrl.	7056	98	6598	98
	Portable Set	4197	58	3932	58
Screen Size :-	Under 15"	4075	56	3813	57
	16 to 19"	464	6	432	6
	20" and over	6577	91	6150	91
Household with :-	Single Set	2420	34	2247	33
	Two Sets	2625	36	2471	37
	3+ Sets	2169	30	2027	30
VCRs :-	Without	1043	14	978	15
	With	6171	86	5767	85
	With 1	4307	60	4012	59
	With 2+	1864	26	1755	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15178	100	14224	100
Which are :-	Colour Set	14994	99	14053	99
	Teletext Set	9767	64	9179	65
	Remote Ctrl.	14141	93	13268	93
	Portable Set	6300	42	5904	42
Screen Size :-	Under 15"	6117	40	5727	40
	16 to 19"	527	3	494	3
	20" and over	8254	54	7743	54
VCR Connected		8684	57	8164	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		16939	100	15670	100	11687	100
Age :-	0 - 3	737	4	688	4	469	4
	4 - 9	1265	7	1172	7	925	8
	10 - 15	1393	8	1299	8	1099	9
	16 - 19	851	5	795	5	686	6
	20 - 24	990	6	909	6	772	7
	25 - 34	2110	12	1937	12	1474	13
	35 - 44	2556	15	2370	15	1896	16
	45 - 54	2249	13	2075	13	1627	14
	55 - 64	2044	12	1887	12	1378	12
	65 +	2744	16	2539	16	1362	12
Adults :- Total		13545	100	12511	100	9194	100
AB		2147	16	1978	16	1719	19
C1		3643	27	3373	27	2584	28
C2		2777	21	2572	21	1959	21
D		2729	20	2525	20	1838	20
E		2249	17	2063	16	1095	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8244	100	8696	100	7599	100	8071	100
Age :-								
0 - 15	1734	21	1660	19	1612	21	1548	19
16 - 24	915	11	926	11	845	11	859	11
25 - 34	1027	12	1083	12	936	12	1001	12
35 - 44	1252	15	1304	15	1160	15	1210	15
45 - 54	1117	14	1132	13	1025	13	1050	13
55 - 64	1009	12	1034	12	927	12	961	12
65 +	1188	14	1556	18	1095	14	1444	18
Adults :-	6509	100	7035	100	5987	100	6524	100
AB	1079	17	1068	15	995	17	983	15
C1	1695	26	1948	28	1562	26	1811	28
C2	1487	23	1290	18	1374	23	1198	18
D	1350	21	1379	20	1246	21	1279	20
E	899	14	1351	19	810	14	1253	19
Working	3920	60	3205	46	3619	60	2975	46
Not Working	2590	40	3831	54	2368	40	3549	54
Housewives :-	1450	100	5896	100	1287	100	5459	100
Working	621	43	2671	45	559	43	2475	45
Not Working	829	57	3225	55	728	57	2984	55

S4C

Table 1					Television Reception					
	All Households		Total TV Households		S4C Households					
					All		Welsh Speaking		Other	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1223	100	1200	100	1110	100	326	100	784	100
Receiving S4C	1110	91	1110	92	1110	100	326	100	784	100
Receiving ITV	1200	98	1200	100	1110	100	326	100	784	100
Receiving CH4	839	69	839	70	750	68	204	63	546	70
Receiving five	934	76	934	78	857	77	244	75	612	78
Receiving BBC 1	1200	98	1200	100	1110	100	326	100	784	100
Receiving BBC 2	1200	98	1200	100	1110	100	326	100	784	100

Table 2a		Analysis of Households								
	All Households		TV Households		S4C Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1223	100	1200	100	1110	100	1106	100	687	100
		100		98		91		90		56
				100		92		92		57
Social Class :-										
AB	158	13	157	13	145	13	145	13	100	15
C1	319	26	313	26	292	26	292	26	194	28
C2	235	19	232	19	215	19	215	19	143	21
D	233	19	230	19	210	19	209	19	138	20
E	278	23	269	22	247	22	245	22	111	16
Housewife Age :-										
Under 25	67	5	64	5	59	5	59	5	34	5
25 - 34	182	15	178	15	164	15	163	15	115	17
35 - 44	231	19	227	19	215	19	215	19	160	23
45 - 54	213	17	209	17	192	17	192	17	130	19
55 - 64	204	17	200	17	186	17	186	17	121	18
65 +	327	27	323	27	293	26	292	26	127	18
Size of Household :-										
1	363	30	348	29	315	28	312	28	111	16
2	421	34	416	35	385	35	385	35	232	34
3	197	16	195	16	182	16	182	16	144	21
4	162	13	162	13	153	14	153	14	125	18
5 +	80	7	80	7	75	7	75	7	75	11
Average Household Size	2.35		2.36		2.38		2.38		2.78	
Children :-										
Without	894	73	874	73	804	72	801	72	442	64
With	329	27	326	27	305	28	305	28	246	36
0 - 3	107	9	106	9	98	9	98	9	73	11
4 - 9	166	14	165	14	153	14	153	14	121	18
10 - 15	176	14	175	15	164	15	164	15	139	20
No. of Welsh Speakers :-										
0	876	72	859	72	784	71	782	71	465	68
1	192	16	188	16	176	16	175	16	102	15
2	92	8	92	8	89	8	89	8	66	10
3	34	3	34	3	33	3	33	3	26	4
4	20	2	20	2	20	2	20	2	17	3
5+	8	1	8	1	8	1	8	1	11	2
Average	0.49		0.50		0.52		0.52		0.64	

Table 2b		Analysis of Households								
	All Households		TV Households		S4C/Welsh Speaking Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1223	100	1200	100	326	100	324	100	222	100
		100		98		27		27		18
				100		27		27		18
Social Class :-										
AB	158	13	157	13	55	17	55	17	41	18
C1	319	26	313	26	96	30	96	30	67	30
C2	235	19	232	19	65	20	65	20	43	19
D	233	19	230	19	55	17	55	17	43	19
E	278	23	269	22	54	16	53	16	29	13
Housewife Age :-										
Under 25	67	5	64	5	12	4	12	4	9	4
25 - 34	182	15	178	15	51	16	51	16	40	18
35 - 44	231	19	227	19	80	25	80	25	63	28
45 - 54	213	17	209	17	59	18	59	18	43	20
55 - 64	204	17	200	17	47	14	47	14	32	14
65 +	327	27	323	27	76	23	76	23	36	16
Size of Household :-										
1	363	30	348	29	71	22	69	21	29	13
2	421	34	416	35	100	31	100	31	62	28
3	197	16	195	16	59	18	59	18	46	21
4	162	13	162	13	64	20	64	20	51	23
5 +	80	7	80	7	32	10	32	10	34	15
Average Household Size	2.35		2.36		2.69		2.70		3.07	
Children :-										
Without	894	73	874	73	205	63	204	63	119	54
With	329	27	326	27	120	37	120	37	103	46
0 - 3	107	9	106	9	30	9	30	9	25	11
4 - 9	166	14	165	14	61	19	61	19	48	21
10 - 15	176	14	175	15	73	23	73	23	66	30
No. of Welsh Speakers :-										
0	876	72	859	72	0	0	0	0	0	0
1	192	16	188	16	176	54	175	54	101	46
2	92	8	92	8	89	27	89	27	66	30
3	34	3	34	3	33	10	33	10	26	12
4	20	2	20	2	20	6	20	6	18	8
5+	8	1	8	1	8	2	8	2	11	5
Average	0.49		0.50		1.76		1.76		1.98	

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		S4C Households	
		000's	%	000's	%
Total		1200	100	1110	100
Possessing :-	Colour Set	1197	100	1106	100
	Teletext Set	1052	88	980	88
	Remote Ctrl.	1178	98	1090	98
	Portable Set	662	55	616	56
Screen Size :-	Under 15"	637	53	594	53
	16 to 19"	79	7	73	7
	20" and over	1080	90	1002	90
Household with :-	Single Set	469	39	422	38
	Two Sets	411	34	385	35
	3+ Sets	320	27	303	27
VCRs :-	Without	155	13	142	13
	With	1046	87	968	87
	With 1	743	62	687	62
	With 2+	303	25	281	25

Table 4		TV Set Profile			
		TV Households		S4C Households	
		000's	%	000's	%
Total		2428	100	2264	100
Which are :-	Colour Set	2408	99	2245	99
	Teletext Set	1608	66	1507	67
	Remote Ctrl.	2295	95	2145	95
	Portable Set	978	40	912	40
Screen Size :-	Under 15"	954	39	892	39
	16 to 19"	92	4	86	4
	20" and over	1340	55	1248	55
VCR Connected		1487	61	1381	61

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2871	100	2641	100	1910	100
Age :-	0 - 3	125	4	114	4	86	5
	4 - 9	214	7	197	7	158	8
	10 - 15	239	8	224	8	189	10
	16 - 19	152	5	143	5	132	7
	20 - 24	163	6	147	6	119	6
	25 - 34	338	12	308	12	233	12
	35 - 44	412	14	383	15	295	15
	45 - 54	379	13	348	13	254	13
	55 - 64	357	12	329	12	222	12
	65 +	493	17	448	17	222	12
Adults :-	Total	2293	100	2106	100	1477	100
	AB	329	14	302	14	220	15
	C1	610	27	567	27	424	29
	C2	494	22	457	22	330	22
	D	462	20	421	20	311	21
	E	398	17	358	17	193	13

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Households			
		Total		2+ TV Sets	
		000's	%	000's	%
Total		877	100	681	100
Age :-	0 - 3	35	4	87	5
	4 - 9	81	9	191	10
	10 - 15	99	11	242	13
	16 - 19	54	6	136	7
	20 - 24	44	5	115	6
	25 - 34	101	11	226	12
	35 - 44	141	16	322	17
	45 - 54	114	13	241	13
	55 - 64	85	10	174	9
	65 +	121	14	176	9
Adults :-	Total	661	100	1389	100
	AB	122	18	291	20
	C1	201	30	441	30
	C2	143	22	318	22
	D	117	18	285	19
	E	78	12	143	10

Table 6a		Analysis of Individuals							
	All Households				S4C Households				
	Males		Females		Males		Females		
	000's	%	000's	%	000's	%	000's	%	
Total	1390	100	1481	100	1281	100	1360	100	
Age :-									
0 - 15	297	21	281	19	274	21	261	19	
16 - 24	156	11	158	11	146	11	144	11	
25 - 34	163	12	175	12	148	12	160	12	
35 - 44	200	14	212	14	185	14	198	15	
45 - 54	186	13	193	13	172	13	176	13	
55 - 64	176	13	181	12	162	13	167	12	
65 +	213	13	281	19	194	15	254	19	
Adults :-	1093	100	1200	100	1007	100	1099	100	
AB	168	15	161	13	155	15	148	13	
C1	286	26	324	27	267	27	300	27	
C2	261	24	233	19	242	24	216	20	
D	225	21	237	20	205	20	216	20	
E	153	14	244	20	138	14	219	20	
Working	617	56	495	41	567	56	454	41	
Not Working	476	56	705	59	439	44	645	59	
Housewives :-	226	100	997	100	198	100	912	100	
Working	84	37	411	41	71	36	376	41	
Not Working	143	63	586	59	127	64	535	59	

Table 6b		Analysis of Individuals			
	S4C/Welsh Speaking Households				
	Males		Females		
	000's	%	000's	%	
Total	423	100	454	100	
Age :-					
0 - 15	105	25	111	24	
16 - 24	51	12	47	10	
25 - 34	47	11	53	12	
35 - 44	65	15	76	17	
45 - 54	58	14	56	12	
55 - 64	43	10	42	9	
65 +	53	13	68	15	
Adults :-	318	100	343	100	
AB	62	20	59	17	
C1	96	30	105	30	
C2	73	23	69	20	
D	56	18	61	18	
E	29	9	49	14	
Working	198	62	162	47	
Not Working	120	38	181	53	
Housewives :-	48	100	278	100	
Working	20	43	135	49	
Not Working	27	57	142	51	

Cable & Satellite Homes

Table 1 Television Reception								
	All Households		Total TV Households		Non-Terrestrial Households			
					ALL		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25043	100	24482	100	11175	100	7777	100
Receiving ITV	24482	98	24482	100	11175	100	7777	100
Receiving Any CH4	24445	98	24445	100	11175	100	7777	100
Receiving five	21192	85	21192	87	11150	100	7753	100
Receiving 1+ Non Terrestrial	11175	45	11175	46	11175	100	7777	100
Receiving 1+ Non Terrestrial via Dish	7777	31	7777	32	7777	69	7777	100
Receiving BBC 1	24482	98	24482	100	11175	100	7777	100
Receiving BBC 2	24482	98	24482	100	11175	100	7777	100

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

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

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

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

Table 6a		Analysis of Individuals						
	All Households				Non Terrestrial Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28413	100	29905	100	15669	100	15161	100
Age :-								
0 - 15	5997	21	5704	19	3795	24	3552	100
16 - 24	3178	11	3180	11	1939	12	1689	48
25 - 34	3830	13	4037	13	2262	14	2380	67
35 - 44	4414	16	4568	15	2624	17	2687	76
45 - 54	3754	13	3842	13	2148	14	2142	60
55 - 64	3310	12	3423	11	1630	10	1547	44
65 +	3930	12	5151	17	1272	8	1163	33
Adults :-	22416	100	24201	100	11874	100	11609	100
AB	4693	21	4613	19	2617	22	2475	100
C1	6335	28	7269	30	3496	29	3541	143
C2	4922	22	4338	18	2877	24	2470	100
D	4001	18	4101	17	2084	18	2015	81
E	2466	11	3880	16	800	7	1108	45
Working	14249	64	11412	47	8458	71	6623	268
Not Working	8167	64	12789	53	3415	29	4986	201
Housewives :-	4983	100	20060	100	1780	100	9395	100
Working	2396	48	9466	47	1054	59	5521	59
Not Working	2587	52	10594	53	726	41	3874	41

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

Table 7 Non Terrestrial Penetration by Region								
	Total TV Households		Non Terrestrial Households		Home ITV Households		Home ITV + Non Terrestrial Households	
	000's	%	000's	%	000's	%	000's	%
All Areas	24482	100	11175	100	24482	100	11175	100
London	5644	23	2647	24	4860	20	2317	21
Midlands	4663	19	2061	18	3793	15	1669	15
North West	3075	13	1441	13	2830	12	1350	12
Yorkshire	2831	12	1192	11	2473	10	1048	9
Central Scotland	1611	7	757	7	1537	6	730	7
North Scotland	576	2	252	2	520	2	227	2
Central Scotland & North Scotland	2066	8	960	9	2059	8	958	9
Wales & West	2177	9	1058	9	1987	8	988	9
South & South East & Ch. Islands	2753	11	1325	12	2407	10	1186	11
North East	1396	6	654	6	1186	5	563	5
East	2201	9	1005	9	1800	7	815	7
South West	879	4	328	3	739	3	276	2
Ulster	610	2	258	2	609	2	258	2
Border	333	1	132	1	297	1	120	1
West	1264	5	561	5	1037	4	457	4
Wales	1227	5	684	6	1095	4	634	6
South & South East	2695	11	1293	12	2350	10	1155	10
Channel Islands	58	0	32	0	58	0	32	0
Meridian / Anglia	4829	20	2273	20	4205	17	1999	18
Granada / Border	3341	14	1549	14	3127	13	1469	13
Yorkshire / Tyne Tees	3933	16	1739	16	3618	15	1602	14
Granada North	7214	29	3259	29	6746	28	3069	27
S4C	1200	5	665	6	1110	5	636	6

Channel Four - All Macro Regions

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25043	100	24482	100	24482	100
Receiving ITV	24482	98	24482	100	24482	100
Receiving Any CH4	24445	98	24445	100	24445	100
Receiving five	21192	85	21192	87	21192	87
Receiving BBC 1	24482	98	24482	100	24482	100
Receiving BBC 2	24482	98	24482	100	24482	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	25043	100	24482	100	24482	100	24407	100	15465	100
		100		98		98		97		62
				100		100		100		63
Social Class :-										
AB	4610	18	4529	18	4529	18	4523	19	3314	21
C1	7108	28	6969	28	6969	28	6959	29	4604	30
C2	4470	18	4411	18	4411	18	4405	18	3047	20
D	4236	17	4163	17	4163	17	4153	17	2588	17
E	4618	18	4412	18	4412	18	4367	18	1913	12
Housewife Age :-										
Under 25	1322	5	1252	5	1252	5	1249	5	794	5
25 - 34	4235	17	4101	17	4101	17	4095	17	2525	16
35 - 44	5119	20	5018	20	5018	20	5006	21	3695	24
45 - 54	4310	17	4233	17	4233	17	4223	17	3062	20
55 - 64	3921	16	3850	16	3850	16	3836	16	2576	17
65 +	6135	24	6029	25	6029	25	5997	25	2814	18
Size of Household :-										
1	7717	31	7341	30	7341	30	7281	30	2826	18
2	8592	34	8480	35	8480	35	8471	35	5672	37
3	3792	15	3762	15	3762	15	3758	15	3015	19
4	3325	13	3301	13	3301	13	3300	14	2696	17
5 +	1617	6	1599	7	1599	7	1597	7	1256	8
Average Household Size	2.33		2.35		2.35		2.35		2.63	
Children :-										
Without	18398	73	17904	73	17904	73	17833	73	10403	67
With	6645	27	6578	27	6578	27	6574	27	5062	33
0 - 3	2256	9	2224	9	2224	9	2222	9	1483	10
4 - 9	3298	13	3265	13	3265	13	3262	13	2541	16
10 - 15	3423	14	3400	14	3400	14	3399	14	2867	19

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

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

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

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

Channel Four - London Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5821	100	5644	100	4860	100
Receiving ITV	5644	97	5644	100	4860	100
Receiving Any CH4	5629	97	5629	100	4852	100
Receiving five	5122	88	5122	91	4565	94
Receiving BBC 1	5644	97	5644	100	4860	100
Receiving BBC 2	5644	97	5644	100	4860	100

Table 2					Analysis of Households					
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	5821	100	5644	100	4860	100	4846	100	2796	100
		100		97		83		83		48
				100		86		86		50
Social Class :-										
AB	1457	25	1427	25	1233	25	1231	25	798	29
C1	1857	32	1803	32	1548	32	1547	32	936	33
C2	889	15	874	15	747	15	747	15	481	17
D	763	13	743	13	635	13	632	13	336	12
E	854	15	797	14	696	14	689	14	245	9
Housewife Age :-										
Under 25	295	5	273	5	234	5	234	5	148	5
25 - 34	1196	21	1148	20	1013	21	1013	21	484	17
35 - 44	1291	22	1255	22	1101	23	1099	23	739	26
45 - 54	959	16	938	17	812	17	810	17	546	20
55 - 64	814	14	797	14	677	14	674	14	445	16
65 +	1264	22	1232	22	1022	21	1016	21	434	16
Size of Household :-										
1	1864	32	1750	31	1507	31	1497	31	504	18
2	1836	32	1800	32	1532	32	1529	32	948	34
3	860	15	850	15	739	15	739	15	550	20
4	841	14	834	15	725	15	725	15	543	19
5 +	419	7	411	7	356	7	355	7	250	9
Average Household Size	2.36		2.39		2.39		2.39		2.71	
Children :-										
Without	4230	73	4078	72	3507	72	3494	72	1822	65
With	1590	27	1566	28	1352	28	1351	28	973	35
0 - 3	583	10	569	10	491	10	491	10	312	11
4 - 9	783	13	772	14	666	14	665	14	481	17
10 - 15	786	14	778	14	668	14	668	14	534	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5644	100	4860	100
Possessing:-	Colour Set	5628	100	4846	100
	Teletext Set	4808	85	4146	85
	Remote Ctrl.	5526	98	4758	98
	Portable Set	2968	53	2561	53
Screen Size :-	Under 15"	2846	50	2413	50
	16 to 19"	602	11	524	11
	20" and over	4947	88	4266	88
Household with :-	Single Set	2368	42	2064	42
	Two Sets	1961	35	1691	35
	3+ Sets	1315	23	1105	23
VCRs :-	Without	958	17	822	17
	With	4686	83	4038	83
	With 1	3608	64	3115	64
	With 2+	1078	19	923	19

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11142	100	9560	100
Which are :-	Colour Set	11003	99	9441	99
	Teletext Set	7299	66	6372	67
	Remote Ctrl.	10431	94	8948	94
	Portable Set	4362	39	3766	39
Screen Size :-	Under 15"	4229	38	3585	38
	16 to 19"	689	6	604	6
	20" and over	6067	54	5261	55
VCR Connected		6224	56	5365	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		13760	100	11624	100	7563	100
Age :-	0 - 3	697	5	588	5	387	5
	4 - 9	1056	8	895	8	652	9
	10 - 15	1071	8	907	8	725	10
	16 - 19	661	5	559	5	378	5
	20 - 24	840	6	713	6	505	7
	25 - 34	2244	16	1931	17	1028	14
	35 - 44	2247	16	1914	16	1353	18
	45 - 54	1686	12	1435	12	998	13
	55 - 64	1408	10	1174	10	800	11
	65 +	1850	13	1508	13	736	10
Adults :- Total		10937	100	9234	100	5799	100
AB		2954	27	2517	27	1721	30
C1		3485	32	2937	32	1940	33
C2		1855	17	1574	17	1055	18
D		1468	13	1236	13	699	12
E		1174	11	970	11	384	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	6693	100	7067	100	5640	100	5985	100
Age :-								
0 - 15	1437	21	1387	20	1214	22	1177	20
16 - 24	730	11	771	11	621	11	650	11
25 - 34	1099	16	1146	16	938	17	993	17
35 - 44	1106	17	1141	16	934	17	981	16
45 - 54	833	12	853	12	707	13	728	12
55 - 64	688	10	720	10	570	10	603	10
65 +	800	12	1050	15	655	12	852	14
Adults :-	5256	100	5681	100	4426	100	4808	100
AB	1495	28	1459	26	1270	29	1247	26
C1	1607	31	1878	33	1353	31	1584	33
C2	973	19	882	16	823	19	751	16
D	736	14	732	13	618	14	618	13
E	445	8	729	13	362	8	608	13
Working	3584	68	2818	50	3045	69	2411	50
Not Working	1672	32	2863	50	1380	31	2397	50
Housewives :-	1294	100	4526	100	1065	100	3794	100
Working	735	57	2236	49	615	58	1895	50
Not Working	559	43	2291	51	451	42	1900	50

Channel Four - South Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7841	100	7693	100	6947	100
Receiving ITV	7693	98	7693	100	6947	100
Receiving Any CH4	7680	98	7680	100	6937	100
Receiving five	5652	72	5652	73	5003	72
Receiving BBC 1	7693	98	7693	100	6947	100
Receiving BBC 2	7693	98	7693	100	6947	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	7841	100	7693	100	6947	100	6929	100	4307	100
		100		98		89		88		55
				100		90		90		56
Social Class :-										
AB	1536	20	1513	20	1336	19	1335	19	924	21
C1	2361	30	2320	30	2092	30	2088	30	1353	31
C2	1501	19	1481	19	1351	19	1349	19	880	20
D	1268	16	1247	16	1137	16	1134	16	714	17
E	1175	15	1133	15	1031	15	1023	15	436	10
Housewife Age :-										
Under 25	391	5	374	5	345	5	344	5	199	5
25 - 34	1228	16	1198	16	1082	16	1080	16	685	16
35 - 44	1529	19	1503	20	1349	19	1347	19	968	22
45 - 54	1355	17	1338	17	1209	17	1207	17	830	19
55 - 64	1273	16	1251	16	1126	16	1122	16	776	18
65 +	2065	26	2030	26	1836	26	1829	26	851	20
Size of Household :-										
1	2316	30	2217	29	1995	29	1981	29	741	17
2	2825	36	2797	36	2533	36	2530	37	1640	38
3	1151	15	1143	15	1035	15	1034	15	798	19
4	1052	13	1044	14	939	14	939	14	746	17
5 +	497	6	492	6	445	6	444	6	383	9
Average Household Size	2.33		2.35		2.35		2.35		2.66	
Children :-										
Without	5799	74	5670	74	5118	74	5101	74	2882	67
With	2042	26	2023	26	1829	26	1828	26	1425	33
0 - 3	699	9	690	9	622	9	621	9	418	10
4 - 9	1024	13	1015	13	914	13	913	13	704	16
10 - 15	1050	13	1044	14	945	14	945	14	813	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7693	100	6947	100
Possessing:-	Colour Set	7673	100	6929	100
	Teletext Set	6748	88	6097	88
	Remote Ctrl.	7541	98	6801	98
	Portable Set	4331	56	3896	56
Screen Size :-	Under 15"	4314	56	3900	56
	16 to 19"	555	7	486	7
	20" and over	6874	89	6214	89
Household with :-	Single Set	2881	37	2605	37
	Two Sets	2799	36	2513	36
	3+ Sets	2012	26	1829	26
VCRs :-	Without	1046	14	943	14
	With	6647	86	6004	86
	With 1	4930	64	4411	63
	With 2+	1717	22	1593	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15931	100	14434	100
Which are :-	Colour Set	15738	99	14255	99
	Teletext Set	10544	66	9557	66
	Remote Ctrl.	14858	93	13439	93
	Portable Set	6508	41	5895	41
Screen Size :-	Under 15"	6514	41	5928	41
	16 to 19"	625	4	545	4
	20" and over	8544	54	7732	54
VCR Connected		9171	58	8340	58

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		18305	100	16316	100	11460	100
Age :-	0 - 3	816	4	725	4	489	4
	4 - 9	1374	8	1222	7	927	8
	10 - 15	1458	8	1310	8	1152	10
	16 - 19	872	5	782	5	645	6
	20 - 24	1030	6	921	6	690	6
	25 - 34	2254	12	1998	12	1359	12
	35 - 44	2744	15	2425	15	1784	16
	45 - 54	2423	13	2173	13	1572	14
	55 - 64	2225	12	1974	12	1387	12
	65 +	3109	17	2787	17	1455	13
Adults :-	Total	14657	100	13058	100	8892	100
	AB	3112	21	2720	21	1957	22
	C1	4470	30	3995	31	2825	32
	C2	3076	21	2769	21	1928	22
	D	2416	16	2176	17	1498	17
	E	1584	11	1398	11	685	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8951	100	9354	100	7970	100	8345	100
Age :-								
0 - 15	1884	21	1764	19	1683	21	1574	19
16 - 24	970	11	933	10	871	11	831	10
25 - 34	1092	12	1162	12	966	12	1032	12
35 - 44	1359	15	1385	15	1192	15	1233	15
45 - 54	1192	13	1231	13	1070	13	1102	13
55 - 64	1095	12	1130	12	966	12	1008	12
65 +	1359	15	1750	19	1221	15	1566	19
Adults :-	7066	100	7591	100	6287	100	6772	100
AB	1577	22	1535	20	1380	22	1340	20
C1	2085	30	2384	31	1867	30	2129	31
C2	1623	23	1453	19	1460	23	1309	19
D	1187	17	1229	16	1064	17	1113	16
E	593	8	990	13	517	8	881	13
Working	4575	65	3611	48	4059	65	3215	47
Not Working	2491	35	3979	52	2228	35	3557	53
Housewives :-	1438	100	6403	100	1231	100	5715	100
Working	698	49	3052	48	597	48	2722	48
Not Working	739	51	3352	52	634	52	2993	52

Channel Four - Midlands Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4748	100	4663	100	3793	100
Receiving ITV	4663	98	4663	100	3793	100
Receiving Any CH4	4657	98	4657	100	3789	100
Receiving five	4390	92	4390	94	3642	96
Receiving BBC 1	4663	98	4663	100	3793	100
Receiving BBC 2	4663	98	4663	100	3793	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	4748	100	4663	100	3793	100	3783	100	2523	100
		100		98		80		80		53
				100		81		81		54
Social Class :-										
AB	835	18	819	18	672	18	671	18	527	21
C1	1288	27	1270	27	1039	27	1038	27	687	27
C2	913	19	902	19	733	19	732	19	533	21
D	906	19	892	19	716	19	715	19	457	18
E	807	17	779	17	634	17	628	17	319	13
Housewife Age :-										
Under 25	247	5	238	5	194	5	194	5	119	5
25 - 34	799	17	779	17	633	17	633	17	427	17
35 - 44	955	20	941	20	781	21	779	21	602	24
45 - 54	834	18	824	18	667	18	666	18	503	20
55 - 64	762	16	748	16	609	16	608	16	404	16
65 +	1151	24	1133	24	908	24	903	24	468	19
Size of Household :-										
1	1380	29	1322	28	1065	28	1057	28	452	18
2	1706	36	1689	36	1375	36	1375	36	962	38
3	733	15	728	16	599	16	598	16	516	20
4	620	13	616	13	500	13	500	13	412	16
5 +	309	7	307	7	253	7	253	7	182	7
Average Household Size	2.35		2.36		2.37		2.37		2.60	
Children :-										
Without	3480	73	3404	73	2762	73	2753	73	1719	68
With	1268	27	1259	27	1030	27	1030	27	804	32
0 - 3	422	9	419	9	339	9	339	9	223	9
4 - 9	630	13	625	13	512	14	512	14	392	16
10 - 15	667	14	663	14	551	15	551	15	467	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4663	100	3793	100
Possessing:-	Colour Set	4650	100	3783	100
	Teletext Set	4128	89	3379	89
	Remote Ctrl.	4563	98	3703	98
	Portable Set	2724	58	2325	61
Screen Size :-	Under 15"	2660	57	2281	60
	16 to 19"	317	7	231	6
	20" and over	4229	91	3469	91
Household with :-	Single Set	1660	36	1235	33
	Two Sets	1684	36	1430	38
	3+ Sets	1318	28	1128	30
VCRs :-	Without	746	16	619	16
	With	3917	84	3173	84
	With 1	2769	59	2179	57
	With 2+	1148	25	994	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9598	100	7926	100
Which are :-	Colour Set	9474	99	7821	99
	Teletext Set	6306	66	5209	66
	Remote Ctrl.	8868	92	7292	92
	Portable Set	4061	42	3443	43
Screen Size :-	Under 15"	3977	41	3385	43
	16 to 19"	338	4	240	3
	20" and over	5170	54	4213	53
VCR Connected		5377	56	4393	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11142	100	8985	100	6555	100
Age :-	0 - 3	505	5	406	5	263	4
	4 - 9	836	8	676	8	506	8
	10 - 15	905	8	741	8	623	9
	16 - 19	538	5	444	5	374	6
	20 - 24	659	6	530	6	396	6
	25 - 34	1461	13	1167	13	825	13
	35 - 44	1708	15	1397	16	1102	17
	45 - 54	1476	13	1183	13	941	14
	55 - 64	1333	12	1077	12	759	12
	65 +	1721	15	1364	15	766	12
Adults :- Total		8895	100	7163	100	5163	100
AB		1680	19	1355	19	1085	21
C1		2495	28	2027	28	1435	28
C2		1871	21	1510	21	1182	23
D		1751	20	1401	20	980	19
E		1099	12	870	12	481	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5463	100	5678	100	4404	100	4581	100
Age :-								
0 - 15	1148	21	1098	19	938	21	884	19
16 - 24	606	11	591	10	489	11	485	11
25 - 34	715	13	745	13	569	13	598	13
35 - 44	847	15	862	15	687	16	710	15
45 - 54	730	13	746	13	588	13	596	13
55 - 64	666	12	667	12	535	12	541	12
65 +	752	14	969	17	598	14	766	17
Adults :-	4315	100	4580	100	3466	100	3696	100
AB	845	20	834	18	678	20	677	18
C1	1178	27	1317	29	961	28	1066	29
C2	1001	23	870	19	807	23	703	19
D	878	20	873	19	698	20	702	19
E	413	10	685	15	322	9	548	15
Working	2824	65	2231	49	2270	66	1808	49
Not Working	1491	35	2349	51	1196	34	1889	51
Housewives :-	904	100	3844	100	711	100	3081	100
Working	456	50	1893	49	362	51	1527	50
Not Working	448	50	1952	51	349	49	1555	50

Channel Four - North Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7094	100	6965	100	6452	100
Receiving ITV	6965	98	6965	100	6452	100
Receiving Any CH4	6960	98	6960	100	6448	100
Receiving five	6453	91	6453	93	6038	94
Receiving BBC 1	6965	98	6965	100	6452	100
Receiving BBC 2	6965	98	6965	100	6452	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	7094	100	6965	100	6452	100	6429	100	4312	100
		100		98		91		91		61
				100		93		92		62
Social Class :-										
AB	1022	14	1009	14	927	14	924	14	762	18
C1	1821	26	1796	26	1661	26	1660	26	1202	28
C2	1289	18	1277	18	1173	18	1171	18	842	20
D	1390	20	1372	20	1269	20	1267	20	833	19
E	1571	22	1512	22	1421	22	1406	22	672	16
Housewife Age :-										
Under 25	392	6	375	5	347	5	346	5	256	6
25 - 34	1094	15	1065	15	984	15	984	15	671	16
35 - 44	1425	20	1402	20	1303	20	1298	20	1022	24
45 - 54	1236	17	1212	17	1125	17	1121	17	876	20
55 - 64	1161	16	1144	16	1060	16	1055	16	697	16
65 +	1785	25	1766	25	1633	25	1625	25	789	18
Size of Household :-										
1	2173	31	2081	30	1931	30	1913	30	800	19
2	2477	35	2453	35	2257	35	2254	35	1578	37
3	1117	16	1113	16	1037	16	1036	16	879	20
4	901	13	896	13	831	13	830	13	738	17
5 +	426	6	422	6	397	6	396	6	316	7
Average Household Size	2.31		2.32		2.33		2.33		2.60	
Children :-										
Without	5196	73	5079	73	4699	73	4677	73	2934	68
With	1898	27	1886	27	1753	27	1752	27	1378	32
0 - 3	608	9	603	9	562	9	561	9	395	9
4 - 9	936	13	930	13	863	13	863	13	701	16
10 - 15	1001	14	996	14	927	14	927	14	778	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6965	100	6452	100
Possessing:-	Colour Set	6942	100	6429	100
	Teletext Set	6025	87	5572	86
	Remote Ctrl.	6814	98	6311	98
	Portable Set	4047	58	3756	58
Screen Size :-	Under 15"	3932	56	3645	56
	16 to 19"	435	6	401	6
	20" and over	6352	91	5884	91
Household with :-	Single Set	2339	34	2149	33
	Two Sets	2530	36	2357	37
	3+ Sets	2096	30	1946	30
VCRs :-	Without	1006	14	930	14
	With	5959	86	5522	86
	With 1	4159	60	3839	60
	With 2+	1800	26	1683	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		14677	100	13636	100
Which are :-	Colour Set	14498	99	13471	99
	Teletext Set	9447	64	8799	65
	Remote Ctrl.	13682	93	12724	93
	Portable Set	6092	42	5661	42
Screen Size :-	Under 15"	5917	40	5494	40
	16 to 19"	493	3	460	3
	20" and over	7986	54	7422	54
VCR Connected		8404	57	7835	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		16373	100	15011	100	11221	100
Age :-	0 - 3	714	4	660	4	454	4
	4 - 9	1227	7	1126	8	891	8
	10 - 15	1348	8	1248	8	1056	9
	16 - 19	826	5	766	5	662	6
	20 - 24	965	6	880	6	757	7
	25 - 34	2049	13	1864	12	1426	13
	35 - 44	2470	15	2268	15	1812	16
	45 - 54	2174	13	1990	13	1560	14
	55 - 64	1967	12	1801	12	1315	12
	65 +	2634	16	2410	16	1289	11
Adults :- Total		13084	100	11977	100	8820	100
AB		2062	16	1877	16	1634	19
C1		3528	27	3235	27	2492	28
C2		2674	20	2453	20	1862	21
D		2639	20	2423	20	1769	20
E		2181	17	1990	17	1063	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	7968	100	8406	100	7278	100	7733	100
Age :-								
0 - 15	1681	21	1608	19	1547	21	1486	19
16 - 24	891	11	899	11	817	11	829	11
25 - 34	997	13	1052	13	900	12	964	12
35 - 44	1209	15	1261	15	1109	15	1158	15
45 - 54	1081	14	1093	13	983	14	1006	13
55 - 64	971	12	995	12	884	12	917	12
65 +	1137	14	1497	18	1037	14	1373	18
Adults :-	6287	100	6798	100	5731	100	6247	100
AB	1036	16	1026	15	945	16	932	15
C1	1642	26	1886	28	1499	26	1736	28
C2	1433	23	1241	18	1311	23	1142	18
D	1305	21	1335	20	1195	21	1228	20
E	871	14	1310	19	781	14	1208	19
Working	3788	60	3095	46	3464	60	2844	46
Not Working	2499	40	3703	54	2266	40	3402	54
Housewives :-	1405	100	5689	100	1236	100	5216	100
Working	602	43	2574	45	537	43	2360	45
Not Working	803	57	3114	55	699	57	2856	55

Channel Four - Scotland Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2454	100	2395	100	2362	100
Receiving ITV	2395	98	2395	100	2362	100
Receiving Any CH4	2393	98	2393	100	2359	100
Receiving five	1991	81	1991	83	1972	84
Receiving BBC 1	2395	98	2395	100	2362	100
Receiving BBC 2	2395	98	2395	100	2362	100

Table 2 Analysis of Households										
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2454	100	2395	100	2362	100	2354	100	1576	100
		100		98		96		96		64
				100		99		98		66
Social Class :-										
AB	415	17	408	17	401	17	401	17	324	21
C1	662	27	649	27	640	27	639	27	448	28
C2	428	17	423	18	414	18	414	18	318	20
D	415	17	409	17	404	17	404	17	266	17
E	534	22	506	21	503	21	497	21	220	14
Housewife Age :-										
Under 25	137	6	128	5	128	5	128	5	84	5
25 - 34	388	16	372	16	368	16	367	16	267	17
35 - 44	500	20	490	20	485	21	484	21	368	23
45 - 54	431	18	424	18	418	18	417	18	307	19
55 - 64	392	16	384	16	377	16	376	16	271	17
65 +	606	25	597	25	586	25	582	25	280	18
Size of Household :-										
1	821	33	782	33	772	33	766	33	330	21
2	835	34	821	34	807	34	805	34	597	38
3	364	15	361	15	357	15	356	15	290	18
4	317	13	316	13	312	13	312	13	264	17
5 +	116	5	116	5	114	5	114	5	96	6
Average Household Size	2.23		2.25		2.25		2.25		2.50	
Children :-										
Without	1835	75	1783	74	1756	74	1749	74	1076	68
With	619	25	612	26	606	26	605	26	500	32
0 - 3	197	8	194	8	192	8	192	8	132	8
4 - 9	302	12	299	12	296	13	295	13	254	16
10 - 15	314	13	312	13	308	13	308	13	283	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2395	100	2362	100
Possessing:-	Colour Set	2388	100	2354	100
	Teletext Set	2055	86	2027	86
	Remote Ctrl.	2347	98	2313	98
	Portable Set	1443	60	1423	60
Screen Size :-	Under 15"	1407	59	1387	59
	16 to 19"	233	10	232	10
	20" and over	2130	89	2099	89
Household with :-	Single Set	793	33	782	33
	Two Sets	913	38	897	38
	3+ Sets	689	29	682	29
VCRs :-	Without	343	14	339	14
	With	2052	86	2023	86
	With 1	1344	56	1320	56
	With 2+	709	30	703	30

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4934	100	4869	100
Which are :-	Colour Set	4888	99	4823	99
	Teletext Set	3051	62	3010	62
	Remote Ctrl.	4649	94	4586	94
	Portable Set	2116	43	2090	43
Screen Size :-	Under 15"	2068	42	2041	42
	16 to 19"	257	5	255	5
	20" and over	2578	52	2541	52
VCR Connected		2924	59	2887	59

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5467	100	5305	100	3946	100
Age :-	0 - 3	225	4	220	4	152	4
	4 - 9	388	7	379	7	319	8
	10 - 15	424	8	416	8	374	9
	16 - 19	268	5	261	5	208	5
	20 - 24	338	6	325	6	249	6
	25 - 34	698	13	670	13	492	12
	35 - 44	861	16	837	16	662	17
	45 - 54	744	14	724	14	562	14
	55 - 64	648	12	627	12	466	12
	65 +	873	16	846	16	462	12
Adults :- Total		4430	100	4290	100	3102	100
AB		818	18	794	19	660	21
C1		1240	28	1203	28	900	29
C2		882	20	858	20	675	22
D		773	17	754	18	544	18
E		718	16	682	16	324	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2630	100	2837	100	2548	100	2757	100
Age :-								
0 - 15	531	20	506	18	522	20	493	18
16 - 24	301	11	305	11	291	11	295	11
25 - 34	336	13	361	13	323	13	348	13
35 - 44	415	16	446	16	400	16	437	16
45 - 54	366	14	378	13	356	14	369	13
55 - 64	315	12	333	12	304	12	323	12
65 +	366	14	507	18	353	14	493	18
Adults :-	2099	100	2331	100	2026	100	2264	100
AB	405	19	413	18	393	19	401	18
C1	566	27	674	29	547	27	655	29
C2	471	22	410	18	457	23	400	18
D	373	18	400	17	362	18	392	17
E	285	14	433	19	266	13	416	18
Working	1271	61	1082	46	1238	61	1057	47
Not Working	828	39	1249	54	788	39	1207	53
Housewives :-	479	100	1976	100	443	100	1918	100
Working	196	41	926	47	185	42	905	47
Not Working	283	59	1050	53	259	58	1013	53

Channel Four - Ulster Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	630	100	610	100	609	100
Receiving ITV	610	97	610	100	609	100
Receiving Any CH4	607	96	607	100	606	100
Receiving RTE	269	43	269	44	269	44
Receiving five	486	80	486	80	486	80
Receiving BBC 1	610	97	610	100	609	100
Receiving BBC 2	610	97	610	100	609	100

Table 2		Analysis of Households								
	All Households		TV Households		Home ITV Households					
					Total		Receiving Colour		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	630	100	610	100	609	100	606	100	352	100
		100		97		97		96		56
				100		100		99		58
Social Class :-										
AB	76	12	75	12	75	12	75	12	64	18
C1	156	25	153	25	153	25	153	25	105	30
C2	125	20	121	20	121	20	121	20	79	22
D	98	16	96	16	95	16	95	16	48	14
E	176	28	165	27	165	27	163	27	56	16
Housewife Age :-										
Under 25	24	4	23	4	23	4	23	4	7	2
25 - 34	113	18	110	18	110	18	110	18	60	17
35 - 44	139	22	136	22	136	22	135	22	90	25
45 - 54	114	18	111	18	111	18	110	18	78	22
55 - 64	100	16	97	16	97	16	96	16	62	18
65 +	140	22	134	22	133	22	132	22	55	16
Size of Household :-										
1	173	27	158	26	157	26	155	26	49	14
2	179	28	176	29	176	29	176	29	96	27
3	99	16	97	16	97	16	97	16	69	20
4	99	16	99	16	99	16	98	16	73	21
5 +	81	13	80	13	80	13	80	13	65	19
Average Household Size	2.65		2.69		2.69		2.70		3.12	
Children :-										
Without	430	68	411	67	411	67	409	67	208	59
With	200	32	198	33	198	33	198	33	144	41
0 - 3	73	12	72	12	72	12	72	12	45	13
4 - 9	104	16	103	17	103	17	103	17	78	22
10 - 15	113	18	113	18	112	18	112	19	88	25

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		610	100	609	100
Possessing:-	Colour Set	607	100	606	100
	Teletext Set	545	89	545	89
	Remote Ctrl.	598	98	597	98
	Portable Set	312	51	311	51
Screen Size :-	Under 15"	307	50	306	50
	16 to 19"	34	6	34	6
	20" and over	557	91	556	91
Household with :-	Single Set	257	42	257	42
	Two Sets	227	37	227	37
	3+ Sets	126	21	125	21
VCRs :-	Without	132	22	132	22
	With	478	78	477	78
	With 1	380	62	380	62
	With 2+	98	16	98	16

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1179	100	1179	100
Which are :-	Colour Set	1170	99	1170	99
	Teletext Set	845	72	844	72
	Remote Ctrl.	1125	95	1124	95
	Portable Set	447	38	446	38
Screen Size :-	Under 15"	440	37	440	37
	16 to 19"	42	4	41	4
	20" and over	683	58	683	58
VCR Connected		616	52	616	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1673	100	1640	100	1100	100
Age :-	0 - 3	88	5	87	5	53	5
	4 - 9	143	9	142	9	103	9
	10 - 15	159	10	158	10	127	12
	16 - 19	108	6	106	6	68	6
	20 - 24	101	6	99	6	72	7
	25 - 34	231	14	226	14	154	14
	35 - 44	252	15	248	15	164	15
	45 - 54	205	12	200	12	149	14
	55 - 64	170	10	166	10	115	10
	65 +	216	13	208	13	94	9
Adults :- Total		1283	100	1254	100	816	100
AB		169	13	167	13	151	18
C1		345	27	340	27	240	29
C2		293	23	287	23	208	26
D		214	17	210	17	123	15
E		263	20	250	20	94	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	818	100	856	100	799	100	841	100
Age :-								
0 - 15	201	25	189	22	199	25	187	22
16 - 24	105	13	105	12	103	13	102	12
25 - 34	113	14	118	14	110	14	116	14
35 - 44	123	15	129	15	120	15	127	15
45 - 54	102	12	103	12	99	12	102	12
55 - 64	83	10	87	10	80	10	86	10
65 +	92	11	125	15	88	11	120	14
Adults :-	616	100	667	100	600	100	654	100
AB	84	14	85	13	83	14	84	13
C1	167	27	178	27	164	27	175	27
C2	153	25	140	21	149	25	138	21
D	106	17	108	16	104	17	106	16
E	106	17	156	23	100	17	151	23
Working	379	61	285	43	371	62	282	43
Not Working	238	39	383	57	228	38	372	57
Housewives :-	106	100	525	100	95	100	514	100
Working	46	43	225	43	41	44	223	43
Not Working	60	57	300	57	53	56	291	57

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 geographical location of the home, and in addition the overlap data are in general based on a 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 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.

<u>Channel Four Macro</u>	<u>Contributing ITV Areas</u>
London	London
South	Meridian, Channel Islands, East, South West, Wales & West
Midlands	Midlands
North	Yorkshire, North East, North West
Scotland	Central Scotland, North 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	3749	1001	982	178 (L)	571 (S)	219
London/East	1767	373	366	184 (L)	89 (E)	86
Midlands/North West	1186	257	254	145 (M)	85 (NW)	23
Midlands/Yorkshire	1573	417	412	185 (M)	147 (Y)	77
Midlands/Wales	1128	249	245	54 (M)	165 (W)	23
Midlands/East	2112	484	477	51 (M)	354 (E)	67
North West/Yorshire	162	43	42	34 (NW)	6 (Y)	2
North West/Wales	1750	214	211	91 (NW)	43 (W)	75
North West/Border	1433	67	67	26 (NW)	37 (B)	4
Yorkshire/North East	845	299	294	201 (Y)	48 (NE)	45
Yorkshire/East	361	90	87	12 (Y)	56 (E)	19
South/Wales	71	18	17	7 (S)	8 (W)	2
South West/Wales	1640	149	146	19 (SW)	117 (W)	10
North East/Border	462	18	17	5 (NE)	7 (B)	5
Scotland/Border	44	3	3	* (SC)	2 (B)	1
London/Midlands/South	69	14	14	8 (L)	1 (M)	3 (S)
						0 (L/M)
						1 (L/S)
						* (M/S)
London/Midlands/East	165	47	47	2 (L)	3 (M)	27 (E)
						0 (L/M)
						10 (L/E)
						3 (M/E)
London/South/East	710	128	125	75 (L)	5 (S)	19 (E)
						6 (L/S)
						10 (L/E)
						1 (S/E)
Midlands/Yorkshire/East	187	62	61	11 (M)	17 (Y)	7 (E)
						11 (M/Y)
						4 (M/E)
						2 (Y/E)
South/South West/Wales	172	14	14	2 (S)	* (SW)	9 (W)
						* (S/SW)
						2 (S/W)
						* (SW/W)
TOTAL	19586	3948	3882	3119		728

**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	9230	2402	2372	587
London/East	4460	907	896	219
Midlands/North West	2814	597	592	55
Midlands/Yorkshire	3846	981	973	198
Midlands/Wales	2761	592	586	57
Midlands/East	5110	1153	1142	172
North West/Yorshire	364	99	99	4
North West/Wales	4119	504	500	189
North West/Border	3272	152	151	10
Yorkshire/North East	1977	670	663	105
Yorkshire/East	799	193	191	47
South/Wales	176	44	43	5
South West/Wales	3791	345	340	25
North East/Border	973	38	38	12
Scotland/Border	88	6	6	2
London/Midlands/South	137	30	29	0 (L/M) 2 (L/S) 1 (M/S)
London/Midlands/East	427	118	117	0 (L/M) 33 (L/E) 9 (M/E)
London/South/East	1744	300	297	14 (L/S) 24 (L/E) 3 (S/E)
Midlands/Yorkshire/East	438	144	143	28 (M/Y) 8 (M/E) 5 (Y/E)
South/South West/Wales	388	32	32	* (S/SW) 5 (SW) * (SW/W)
TOTAL	46914	9308	9208	1870

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	6460	448	334	9	880	27
Midlands	6420	449	209	10	528	24
North West	4531	237	103	0	258	0
Yorkshire	3128	383	156	9	387	23
North East	1307	53	50	0	116	0
Scotland	44	*	1	0	2	0
South & South east	4771	588	232	9	617	26
East	5302	552	205	18	521	50
South West	1812	20	10	*	26	*
Border	1939	46	10	0	24	0
Wales & West	4761	342	111	*	282	*

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	6226	1501	1473	438 (L)	685 (S)		331
Midlands/North	2759	674	666	329 (M)	232 (N)		100
Midlands/South	3240	734	722	105 (M)	519 (S)		90
North/Scotland	1895	85	84	31 (N)	44 (SC)		9
North/South	2111	304	298	103 (N)	99 (S)		94
London/Midlands/South	234	62	61	10 (L)	4 (M)	31 (S)	1 0 (L/M) 11 (L/S) 4 (M/S)
Midlands/North/South	187	62	61	11 (M)	17 (N)	7 (S)	9 11 (M/N) 4 (M/S) 2 (N/S)
TOTAL	16652	3422	3366	2666			666

Overlap Area	Sample Size	Population Estimates (000's)			
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds	
London/South	15434	3609	3565	871	
Midlands/North	6660	1578	1566	253	
Midlands/South	7871	1746	1728	229	
North/Scotland	4245	191	189	22	
North/South	4918	697	690	236	
London/Midlands/South	564	147	145	1 0 (L/M) 35 (L/S) 10 (M/S)	
Midlands/North/South	438	144	143	23 28 (M/N) 8 (M/S) 5 (N/S)	
TOTAL	40130	8111	8025	1722	

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	6460	448	342	1	906	1
South	11998	1340	538	10	1398	24
Midlands	6420	449	209	10	528	24
North	6952	383	216	9	545	23
Scotland	1895	44	9	0	22	0
Ulster	0	0	0	0	0	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 respondent 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 then allocated to other ITV stations.

These net ITV households and shares are reproduced overleaf based on data from July 2001 to June 2003. These tables are then repeated for Channel Four Macro Regions.

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Area													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	NE	SC	S	E	SW	B	W
London	343	1443	4.9	*	-	-	-	-	3.7	1.4	-	-	-
Midlands	218	883	*	4.5	0.6	2.0	-	-	*	2.4	-	-	0.6
North West	103	870	-	0.9	6.6	0.1	-	-	-	-	-	0.2	2.2
Yorkshire	165	574	-	3.2	0.1	5.5	0.6	-	-	0.6	-	-	-
North East	50	255	-	-	-	7.0	2.4	-	-	-	-	0.6	-
Scotland	1	12	-	-	-	-	-	0.8	-	-	-	9.2	-
South & South East	241	969	4.4	*	-	-	-	-	5.4	0.1	*	-	0.1
East	223	985	3.0	1.3	-	0.7	-	-	0.1	4.9	-	-	-
South West	10	112	-	-	-	-	-	-	0.1	-	3.1	-	6.8
Border	10	222	-	-	1.8	-	2.1	0.1	-	-	-	6.0	-
Wales & West	111	906	-	0.9	4.7	-	-	-	0.1	-	0.3	-	4.0
* = Under 0.05													
The preference to view data given are obtained from Establishment Survey data. The sample sizes 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	4684	19.28
Midlands	3672	15.11
North West	2795	11.51
Yorkshire	2398	9.87
North East	1148	4.73
Scotland	2058	8.47
South, South East & Channel Islands	2296	9.45
East	1687	6.94
South West	732	3.01
Border	293	1.21
Wales & West	1920	7.91
Ulster	609	2.51
All Areas	24292	100.00

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Macro Region								
Macro Region	Multi ITV H/Holds 000's	Sample Size	London	South	Midlands	North	Scotland	Ulster
London	343	1443	4.9	5.1	*	-	-	-
South	547	2633	3.1	5.0	0.7	1.2	-	-
Midlands	218	883	*	3.0	4.5	2.6	-	-
North	225	1429	-	1.5	2.8	5.5	0.2	-
Scotland	9	210	-	-	-	4.3	5.7	-
Ulster	0	0	-	-	-	-	-	-

**Net Households And Shares For Each
Channel Four Macro Region**

Macro Region	000's	%
London	4684	19.24
South	6673	27.41
Midlands	3672	15.08
North	6351	26.09
Scotland	2358	9.68
Ulster	609	2.50
All Areas	24347	100.00

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

The Establishment Survey is selected as an annual sample, which is then divided into twelve monthly replicates. The design is such that the monthly samples will support Network reporting and the quarterly samples will support full regional reporting. This appendix details the sampling procedures used.

POPULATION DEFINITIONS AND GEOGRAPHY

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

The population is divided into ITV reception areas and BBC editorial regions. These are defined by BARB in terms of Electoral Geography.

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

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

BBC editorial regions are non-overlapping geographically defined regions. There are 13 BBC editorial regions.

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

INCORPORATING NEW CENSUS DATA

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

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

Appendix C

FIELDWORK AND RESULTS

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

Ineligible addresses are replaced with substitute addresses - see Appendix B - Selection of addresses.

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: Jul 2001 - Jun 2003										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	159292		39491		26815		15950		12087	
Shop / Business	2701		592		491		272		129	
Demolished / Incomplete	626		120		66		63		48	
Empty	10146		1836		1790		1197		818	
Holiday Home	1656		98		131		244		60	
Other Non Effective	4208		821		910		420		234	
Eligible Addresses	139955		36024		23427		13754		10798	
Substitute Addresses	17850		3405		3323		2133		1255	
Multiple Occupancy Addresses	2000		1019		108		80		39	
Additional Households	2448		398		402		231		194	
Total Households	162253	100%	40846	100%	27260	100%	16198	100%	12286	100%
Non Contacts	26486	16%	9455	23%	3649	13%	2624	16%	1568	13%
No English Spoken	347	*	180	*	77	*	14	*	21	*
Refusals	28504	18%	9540	23%	4883	18%	2634	16%	2161	18%
Total Interviews	106916	66%	21671	53%	18651	68%	10926	67%	8536	69%
* = Less than 0.5%										

Response Analysis: Jul 2001 - Jun 2003										
	NE		E		SW		Uls		Bor	
Addresses Issued	6498		14557		7062		9332		5385	
Shop / Business	66		255		147		237		151	
Demolished / Incomplete	20		57		17		39		14	
Empty	479		728		324		429		503	
Holiday Home	83		131		313		44		349	
Other Non Effective	107		429		207		203		319	
Eligible Addresses	5743		12957		6054		8380		4049	
Substitute Addresses	748		1568		959		0		1284	
Multiple Occupancy Addresses	3		73		77		11		10	
Additional Households	61		337		44		349		66	
Total Households	6555	100%	14935	100%	7134	100%	8740	100%	5409	100%
Non Contacts	894	14%	2233	15%	889	12%	1442	16%	756	14%
No English Spoken	6	*	39	*	4	*	5	*	2	*
Refusals	898	14%	2956	20%	1186	17%	768	9%	632	12%
Total Interviews	4757	73%	9707	65%	5055	71%	6525	75%	4019	74%
* = Less than 0.5%										

Response Analysis: Jul 2001 - Jun 2003										
	S		W&W		CSco		NSco		CI	
Addresses Issued	16948		22028		10387		3891		639	
Shop / Business	238		408		215		109		9	
Demolished / Incomplete	51		90		88		24		4	
Empty	664		2123		705		455		29	
Holiday Home	126		317		82		157		4	
Other Non Effective	324		930		203		133		12	
Eligible Addresses	15545		18160		9094		3013		581	
Substitute Addresses	1394		3760		1241		829		0	
Multiple Occupancy Addresses	210		129		228		110		29	
Additional Households	164		240		170		33		43	
Total Households	17313	100%	22289	100%	10733	100%	3985	100%	653	100%
Non Contacts	2704	16%	3141	14%	1324	12%	372	9%	66	10%
No English Spoken	18	*	12	*	12	*	1	*	5	1%
Refusals	3590	21%	3031	14%	1390	13%	418	10%	41	6%
Total Interviews	11001	64%	16105	72%	8007	75%	3194	80%	541	83%
* = Less than 0.5%										

Appendix D

DEFINITIONS

ITV AREAS

The tables given in this report refers 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, five, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

DTH

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

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 detailed below.

Macro Region

Constituent ITV Areas

Network	All Channel 4 Macro Regions
London	London
South	Meridian, Channel Islands, East, South West, West, Wales
Midlands	Midlands
North	Yorkshire, North East, North West
Scotland	Central Scotland, North Scotland, Border
Ulster	Ulster
<u>Granada North Macro Region</u>	North West, Border, Yorkshire, North East

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

- a) There is one and only one housewife in a household.
- b) A housewife may be male or female.
- c) If two person of different sex share the household duties the women is regarded as the housewife.
- d) If two of the same sex has equal claims to be the housewife, the elder is taken as the housewife.
- e) A man is the housewife in an all male household.
- f) In some cases a man may be the housewife in a mixed sex household if he is chiefly responsible for the household duties.
- g) A servant is never the housewife.

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

A “portable” set is a set described by the respondent as a “portable”.

REMOTE CONTROL SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

Any set “permanently out of order” has been deducted from the number of sets in a household. Thus, if a household has two sets and one of the two is “permanently out of order”, it has been treated as a single set household in the report tables. Similarly, if a household has only one set, which is “permanently out of order”, it is shown as a “No TV” household.

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

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

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	Home ITV Households				
	All Households	TV Households	Total	Receiving Colour	More than 1 TV Set
All Areas	106916	104746	104746	104449	67281
London	21613	21042	18012	17967	11041
Midlands	18621	18324	14527	14494	9718
North West	10919	10743	8870	8851	6020
Yorkshire	8625	8483	7239	7211	4910
Central Scotland	7961	7774	7395	7372	4839
North Scotland	3138	3078	2770	2765	1960
Central & North Scotland	10462	10227	10175	10147	6802
Wales & West	15997	15723	14439	14404	9247
South & South East & Ch. Is	11542	11371	9753	9732	6660
North East	4822	4759	3975	3960	2733
East	9684	9480	7639	7615	4659
South West	5017	4942	3454	3443	2281
Ulster	6525	6310	6303	6277	3646
Border	3978	3926	3200	3190	2118
West	8004	7876	6060	6054	4051
Wales	10922	10728	9727	9697	6153
South & South East	11001	10836	9218	9197	6275
Channel Islands	541	535	535	535	385
Meridian / Anglia	20516	20152	17358	17313	11281
Granada / Border	13464	13255	11999	11970	8078
Yorkshire / Tyne Tees	12602	12411	11101	11058	7551
Granada North	25442	25049	22984	22912	15532
S4C	10746	10557	10557	10525	6598
S4C Welsh Speaking	2952	2912	2912	2901	2077
Cable & Satellite	42240	42240	42240	42236	32983
Direct to Home	29257	29257	29257	29255	23436
Ch4 - All Macro Regions	106916	104746	104746	104449	67281
Ch4 - London Macro Region	21613	21042	18012	17967	11041
Ch4 - South Macro Region	39475	38796	35243	35151	22766
Ch4 - Midlands Macro Region	18621	18324	14527	14494	9718
Ch4 - North Macro Region	23359	22993	19980	19918	13578
Ch4 - Scotland Macro Region	14396	14109	13405	13367	8926
Ch4 - Ulster Macro Region	6525	6310	6303	6277	3646

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	216177	216177
London	42518	36342
Midlands	38164	30865
North West	22695	18875
Yorkshire	18126	15551
Central Scotland	16038	15271
North Scotland	6744	6099
Central & North Scotland	21470	21372
Wales & West	32074	29597
South & South East & Ch. Is	24441	21265
North East	10178	8581
East	19273	15442
South West	10362	7178
Ulster	12119	12112
Border	7992	6577
West	16221	12780
Wales	21611	19728
South & South East	23187	20011
Channel Islands	1254	1254
Meridian / Anglia	42227	36597
Granada / Border	27827	25273
Yorkshire / Tyne Tees	26505	23862
Granada North	53067	48845
S4C	21252	21252
S4C Welsh Speaking	6524	6524
Cable & Satellite	55643	55643
Direct to Home	39379	39379
Ch4 - All Macro Regions	216177	216177
Ch4 - London Macro Region	42518	36342
Ch4 - South Macro Region	80421	73268
Ch4 - Midlands Macro Region	38164	30865
Ch4 - North Macro Region	48865	42757
Ch4 - Scotland Macro Region	29360	27988
Ch4 - Ulster Macro Region	12119	12112

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV Households	
		Total	Multi Set
All Areas	255825	255825	181015
London	53318	44960	30753
Midlands	45347	35812	26470
North West	25641	21076	16038
Yorkshire	20700	17519	13206
Central Scotland	18320	17172	12716
North Scotland	7089	6291	4938
Central & North Scotland	23963	23479	17649
Wales & West	37288	33934	24467
South & South East & Ch. Is	27657	23529	17776
North East	11207	9343	7136
East	23249	18340	12680
South West	11615	8050	5861
Ulster	16803	16460	10643
Border	9085	7411	5503
West	18537	14180	10534
Wales	25506	22991	16428
South & South East	26373	22252	16768
Channel Islands	1284	1277	1008
Meridian / Anglia	49162	41761	30338
Granada / Border	31454	28286	21366
Yorkshire / Tyne Tees	29930	26587	20111
Granada North	60047	54607	41236
S4C	25094	25094	17547
S4C Welsh Speaking	5161	5161	3877
Cable & Satellite	119651	119651	97706
Direct to Home	84883	84883	70377
Ch4 - All Macro Regions	255825	255825	181015
Ch4 - London Macro Region	53318	44960	30753
Ch4 - South Macro Region	93322	83676	60534
Ch4 - Midlands Macro Region	45347	35812	26470
Ch4 - North Macro Region	55207	47686	36169
Ch4 - Scotland Macro Region	32960	30967	23171
Ch4 - Ulster Macro Region	16803	16460	10643

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multi Set
All Areas	203052	203052	140625
London	41851	35263	23746
Midlands	35799	28204	20468
North West	20334	16663	12416
Yorkshire	16320	13772	10133
Central Scotland	14644	13689	9930
North Scotland	5799	5140	3945
Central & North Scotland	19265	18846	13879
Wales & West	29993	27259	19174
South & South East & Ch. Is	21967	18699	13841
North East	8995	7488	5591
East	18336	14509	9755
South West	9392	6517	4647
Ulster	13044	12735	8132
Border	7357	5957	4305
West	15015	11535	8420
Wales	20386	18316	12723
South & South East	20925	17664	13035
Channel Islands	1042	1035	806
Meridian / Anglia	38973	33128	23508
Granada / Border	25043	22460	16584
Yorkshire / Tyne Tees	23707	21031	15531
Granada North	47646	43278	31926
S4C	20047	20047	13613
S4C Welsh Speaking	3776	3776	2749
Cable & Satellite	90161	90161	73281
Direct to Home	63599	63599	52640
Ch4 - All Macro Regions	203052	203052	140625
Ch4 - London Macro Region	41851	35263	23746
Ch4 - South Macro Region	74539	66858	47227
Ch4 - Midlands Macro Region	35799	28204	20468
Ch4 - North Macro Region	43735	37717	27967
Ch4 - Scotland Macro Region	26544	24865	18202
Ch4 - Ulster Macro Region	13044	12735	8132

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV Households	
	Males	Females	Males	Females
All Areas	123905	131920	123905	131920
London	25919	27399	21851	23109
Midlands	22116	23231	17479	18333
North West	12440	13201	10199	10877
Yorkshire	10046	10654	8499	9020
Central Scotland	8704	9616	8132	9040
North Scotland	3399	3690	3013	3278
Central & North Scotland	11396	12567	11147	12332
Wales & West	18078	19210	16455	17479
South & South East & Ch. Is	13384	14273	11352	12177
North East	5378	5829	4472	4871
East	11342	11907	8946	9394
South West	5621	5994	3898	4152
Ulster	8094	8709	7909	8551
Border	4376	4709	3587	3824
West	9038	9499	6948	7232
Wales	12311	13195	11104	11887
South & South East	12760	13613	10732	11520
Channel Islands	624	660	620	657
Meridian / Anglia	23855	25307	20242	21519
Granada / Border	15252	16202	13687	14599
Yorkshire / Tyne Tees	14455	15475	12826	13761
Granada North	29084	30963	26384	28223
S4C	12101	12993	12101	12993
S4C Welsh Speaking	2441	2720	2441	2720
Cable & Satellite	60544	59107	60544	59107
Direct to Home	43329	41554	43329	41554
Ch4 - All Macro Regions	123905	131920	123905	131920
Ch4 - London Macro Region	25919	27399	21851	23109
Ch4 - South Macro Region	45252	48070	40553	43123
Ch4 - Midlands Macro Region	22116	23231	17479	18333
Ch4 - North Macro Region	26721	28486	23033	24653
Ch4 - Scotland Macro Region	15729	17231	14768	16199
Ch4 - Ulster Macro Region	8094	8709	7909	8551

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	96902	106150	96902	106150
London	20066	21785	16893	18370
Midlands	17260	18539	13583	14621
North West	9677	10657	7908	8755
Yorkshire	7848	8472	6616	7156
Central Scotland	6863	7781	6384	7305
North Scotland	2767	3032	2447	2693
Central & North Scotland	9062	10203	8836	10010
Wales & West	14263	15730	12957	14302
South & South East & Ch. Is	10455	11512	8865	9834
North East	4249	4746	3528	3960
East	8814	9522	7002	7507
South West	4456	4936	3107	3410
Ulster	6167	6877	6000	6735
Border	3492	3865	2838	3119
West	7160	7855	5541	5994
Wales	9648	10738	8670	9646
South & South East	9956	10969	8370	9294
Channel Islands	499	543	495	540
Meridian / Anglia	18631	20342	15828	17300
Granada / Border	11926	13117	10665	11795
Yorkshire / Tyne Tees	11317	12390	10027	11004
Granada North	22741	24905	20591	22687
S4C	9492	10555	9492	10555
S4C Welsh Speaking	1773	2003	1773	2003
Cable & Satellite	45270	44891	45270	44891
Direct to Home	32212	31387	32212	31387
Ch4 - All Macro Regions	96902	106150	96902	106150
Ch4 - London Macro Region	20066	21785	16893	18370
Ch4 - South Macro Region	35552	38987	31862	34996
Ch4 - Midlands Macro Region	17260	18539	13583	14621
Ch4 - North Macro Region	20850	22885	17944	19773
Ch4 - Scotland Macro Region	12516	14028	11704	13161
Ch4 - Ulster Macro Region	6167	6877	6000	6735

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2001 and June 2003. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

- Household Size by Geographical Segment
 - Household Size 1
 - Household Size 2+ for each of the BBC/ITV Segments (68 in total)
- Sex by Age Profiles for Standard Regions. Profiles controlled are:

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

All measurements in table 1 (excluding five reception), 5 and 6 for each area in section 1, and all measurements in section 2, are deemed to be static variables. The profiles of static variables are obtained by averaging the eight quarters data, which contribute to the report.

Dynamic Variables

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

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

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

In this way top-line Cable and Satellite estimates for June 2003 in this report accord with estimates used in processing BARB panel data in June 2003. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

T_m = "Actual" estimate of trend from quarter m-1 to quarter m
 $= U_m - SU_{m-1}$

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

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

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

With a value of $\alpha = 1/10$ for example:

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2004

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

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

Appendix J

The Questionnaire (June 2003)

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

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

Now I would like to ask you some detailed questions about your television sets and the channels you can receive and then I will go on to ask you about your television viewing.		
1	How many TV sets are there in your household? Please include every TV set of any type or size (even those that are not used, not in working order or only used with a computer), but do not include any personal computers (PC's) that receive standard TV transmissions.	WRITE IN >
ASK ALL		
2a.	Do you have any personal computers (PC's) that receive standard TV transmissions? By this I mean a PC on which you can watch channels just as if on an ordinary television. Yes No	SP
IF RESPONDENT ANSWERED "YES" (CODE 1) AT Q2A, ASK Q2B, OTHERWISE GO TO Q3A		
2b.	How many personal computers (PC's) do you have which receive standard TV transmissions?	WRITE IN _____
>		
ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1) PLUS ANY PC'S THAT RECEIVE STANDARD TV TRANSMISSIONS (MENTIONED AT Q2B). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 OR Q2a SKIP TO CLASSIFICATION DETAILS Q43.		
3a.	SHOW CARD A. Which of the statements on this card applies for each of the television sets in your household. IF ANY PC's at Q2a, ADD: I would like you to include any PC's that receive standard TV transmissions. Starting with your main set , is this television set REPEAT FOR EACH SET SUBSTITUTING main set FOR 2nd set, 3rd set ETC AS APPLICABLE In use as a television Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Not used as a television set (for example only used with computer or games console) Permanently out of order	SP
ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q4a		
3b.	How often do you expect to use this set in the future? More than once a month Every month Once every 3 months Once every 6 months Less often	SP
ASK ALL		
4a.	How many video recorders do you have of any type? (including any which are built into a TV set) WRITE IN >	_____
4b1.	How many of these, if any, are the new type of Personal Video Recorder, otherwise known as PVR's, but sometimes referred to as TiVo, Replay or Sky+? These can record several hours of television viewing on to their hard disc, (with no need for tapes or CD's) and can even record programmes automatically according to your usual programme preferences? WRITE IN >	_____
IF ANY PVR's AT Q4b1 ASK Q4b2, OTHERWISE ASK Q4c		
4b2.	Which of these is the provider of your Personal Video Recorder? READ OUT TiVo Replay Sky+	MP

4c. Do you have any video <u>players</u> that can only play back and not record? Yes No	SP
IF NO VIDEO RECORDERS AT Q4A SKIP TO Q6b2	
5a. SHOW CARD B. Which of the statements on this card applies to the <u>first</u> video recorder in your household? Ask Q5a THEN Q6a AND 6b THEN REPEAT ALL FOR ALL OTHER VIDEO RECORDERS (IE NUMBER MENTIONED AT Q4A - FOR UP TO 6 VIDEO RECORDERS) SUBSTITUTING first FOR second, third ETC AS APPLICABLE Is this video recorder... In use to record and play back Normally in use but temporarily out of order (to be repaired within next 7 days) Not in use but in working order Only used to record (for playback on another machine) Only used for playback (hired/bought videos, or programmes recorded on another machine) Permanently out of order	SP
6b2. Do you have any DVD players or DVD recorders? DVD players are machines that can only be used for play back. By DVD recorder I mean a machine that also has the facility to record programmes onto a disc. Computers with a DVD function should NOT be included. DVD player DVD recorder No	MP SP
IF DVD RECORDER (CODE 2 AT Q6b2) ASK Q6c, OTHERWISE GO TO Q7	
6c. How many DVD recorders do you have? WRITE IN >	
IF NO DVD RECORDERS AT Q6c SKIP TO Q7	
6d. SHOW CARD BB. Which of the statements on this card applies to the <u>first</u> DVD recorder in your household? Ask Q6e THEN REPEAT ALL FOR ALL OTHER DVD RECORDERS (IE NUMBER MENTIONED AT Q6d - FOR UP TO 3 DVD RECORDERS) SUBSTITUTING first FOR second, third ETC AS APPLICABLE Is this DVD recorder... In use to record and play back Normally in use but temporarily out of order (to be repaired within next 7 days) Not in use but in working order Only used to record (for playback on another machine) Only used for playback (hired/bought DVDs, or programmes recorded on another machine) Permanently out of order	SP

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

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

Talking about your main set only.	
FOR ALL OTHER SETS START “NOW TALKING ABOUT YOUR 2nd set/ 3rd setETC AS APPLICABLE FOR Q7-23 DISPLAY ON SCREEN WHICH SET IS BEING TALKED ABOUT	
7. Is this a colour set? Yes No	SP
8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen. INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN WRITE IN (2 digits required)	
8b. SHOW CARD C. Does the set have a standard or a wide screen? INTERVIEWER: CODE AS STANDARD IF STANDARD SCREEN CAN <u>SWITCH</u> TO WIDESCREEN Standard Widescreen Don't know	SP

ASK ALL		
8c. INTERVIEWER: MEASURE SCREEN VERTICALLY AND HORIZONTALLY IN INCHES AND RECORD Vertical WRITE IN (2 digits required) Horizontal WRITE IN(2 digits required)		
9a.	Can this set be operated by a remote control? Yes No	SP
11.	Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX, TELETEXT or SKYTEXT ? This service allows you to select the pages you want to view. Yes No Don't know INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.	SP
13.	Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.	SP
13b.	Is this set mounted on a wall bracket? Yes No	SP
14a.	Where is the set usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	SP
IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) SKIP TO Q14c		
14b.	Where else is it used? Nowhere else Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room Other (WRITE IN)	MP this code SP
IF "NOWHERE ELSE" AT Q14b SKIP TO Q16a		
14c.	SHOW CARD EE. On average, how often would you say this set is moved? Every or most days At least once a weeks At least once a month At least once every three months At least once every six months Less often	SP
16a.	SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)	MP

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

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

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q23. IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b) ASK Q22A, OTHERWISE SKIP TO Q23		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K6 in turn. Which of the following stations are received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC Choice ITV 2 UK Food Plus (formerly Granada Plus) Sky One UK Gold UK Horizons UK Drama Paramount Comedy Channel Hallmark	SHOW CARD K2 Sky News BBC News 24 Discovery Channel Animal Planet The History Channel National Geographic Smash Hits Magic Kiss ITV News (formerly ITN News)	SHOW CARD K3 Film Four Sky Moviemax Carlton Cinema Sky Premier Sky Cinema Turner Classic Movies Trouble Bravo E4 Men & Motors
SHOW CARD K4 Sky Travel Discovery Home and Leisure Living UK Style Travel Channel S4C Digital Sky Premiership Plus Extreme Sports Fashion TV Q	SHOW CARD K5 Nickleodeon Cartoon Network Fox Kids Boomerang The Disney Channel Discovery Kids MTV VH-1 The Box Sci-Fi	SHOW CARD K6 Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Extra British Eurosport Sky Sports News Challenge TV BBC 4 Kerrang! CBBC CBeebies

22c.	SHOW CARD L. Which of the statements on this card best describes the reception for (FIRST CHANNEL CODED) ...? Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
22d.	Are your other channels of a similar reception quality to [CHANNEL READ OUT AT Q22C] ? Yes No	SP
IF DIFFERENT (CODE 2 Q22D) REPEAT Q22c FOR ALL CHANNELS CODED AT Q22B. IF SIMILAR CODE 1 Q22D) SKIP TO Q23		

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

IF Q17b = 2 and Q20a = 4, ASK Q25b. OTHERS SKIP TO Q25d	
25b. For how long have you received <i>digital</i> cable services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
IF ANY SET HAS CODE 3 AT Q17b OR Q20b = 1, ASK Q26a and Q26b, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital terrestrial services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
27a. Apart from any additional services which you currently have, have you ever received any of these services since you have lived in this home? Please don't include services you may have received at a previous address. READ OUT Additional channels via a cable service (DO NOT SHOW IF Q17b IS CODE 2) Additional channels via a satellite dish service (DO NOT SHOW IF Q17b IS CODE 1 OR Q20b CODE 2) Additional channels via a digital terrestrial service (DO NOT SHOW IF Q17b IS CODE 3 OR Q20b IS CODE 1) None of these	MP
REPEAT Q 27B FOR EACH SERVICE CODED AT Q27A. IF NONE CODED GO TO Q28.	
27b. How long ago did you stop having [SERVICE CODED AT Q27a] 3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +	SP
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b CODE 2 OR Q17b CODE 2 AND Q20a CODE 4) OTHERWISE GO TO Q29a	
28a. Does the _____ set (ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL	
IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	
28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box . Which of these sets would you say has the main connection to the actual set-top-box ? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box ?	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP	
IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b CODE 1 OR Q17b CODE 1 AND Q20a CODE 3) OTHERWISE GO TO Q30a	

29a. Does the _____ set(ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a	SP
29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b CODE 3) OTHERWISE GO TO Q31	
30a. Does the _____ set(ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q31 30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP	SP
Now some questions about other ways that television sets can be used and ways in which television signals can be received.	
31a. SHOW CARD P Which of the following equipment do you have? Home or personal computer Games Computer/console DVD player Laser/Video disc player Video camera/camcorder Karaoke video machine Cdi (Interactive CD system) Photo CD A set-top box for HomeChoice, a service which allows you to watch certain programmes from a selected list at whatever time you want None of these 31b. Do you have any other equipment that uses the screen of your TV set(s)? Yes (IF YES WRITE IN) No	
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31c. OTHERWISE SKIP TO Q31d	
31c Does your computer (do any of your computers) ever use the screen of your TV set(s)? Yes No	SP

IF "GAMES COMPUTER/CONSOLE" (CODE 2 AT Q31a) ASK Q31d. OTHERWISE SKIP TO Q31e.		
31d	Does your games computer / console (do any of your games computer / consoles ever use the screen of your TV set(s)? Yes No	SP
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31e. OTHERWISE SKIP TO Q31g		
31e	Do you have any personal computers (PC's) that are able to receive TV services via the Internet? Yes No	SP
IF YES AT Q31e ASK Q31f		
31f	How many personal computers (PC's) do you have which are able to receive TV services via the Internet? WRITE IN> _____	
31g	Do you or anyone in your household ever access the internet at home by any method? Yes No	
IF YES AT Q31g, ASK Q31h. OTHERWISE SKIP TO Q31i		
31h	By which of these methods do you or anyone in your household ever access the internet at home? Via a PC or laptop Via a television set with full internet access Limited access via your digital TV receiver Via a WAP telephone Via a games console Other Don't know	
IF 'Via a PC or laptop' (CODE 1 AT Q31h) ASK Q31h2. OTHERWISE SKIP TO Q31h3		
31h2	Do you subscribe to a broadband provider in order to access the internet through your PC? By broadband I mean an always on connection that is nearly 10 times faster than traditional modems e.g. Telewest Blueyonder, BT Broadband or NTL Broadband. Yes No	SP
IF 'Via a television set...' (CODE 2 AT Q31h) ASK Q31h3. OTHERWISE SKIP TO Q31i		
31h3	On which television sets do you have full internet access? Main Set 2nd Set 3rd Set.... Etc. (ALL WORKING SETS TO BE LISTED)	MP
IF HOUSEHOLD HAS ANY EQUIPMENT (CODES 1-9 AT Q31a), ASK Q31i FOR EACH WORKING SET (NB: EXCLUDE COMPUTERS/CONSOLES WHICH ONLY HAVE THEIR OWN VDU i.e. CODE 2 AT Q.31c/d). IF NO EQUIPMENT (CODES 1-9 AT Q31a) SKIP TO Q32		
31i	You said that you have...(READ ALL EQUIPMENT CODED AT Q31a). Is any of your equipment used with your main set? REPEAT FOR ALL OTHER SETS SUBSTITUTING main set FOR 2 nd set, 3 rd set, ETC AS APPLICABLE Yes, normally used No, not normally used	SP
32	You said that you have _____ (TEXT OF ALL OPTIONS CHOSEN AT Q31a - BUT ONLY INCLUDE "HOME OR PERSONAL COMPUTER" OR "GAMES COMPUTER/CONSOLE" IF THEY USE TV SCREEN, (CODE 1 AT Q31c AND/OR CODE 1 AT Q31d) In an average week, on how many days is this equipment used with (any of) your TV set(s)? WRITE IN ALLOW DK And on average day when this equipment is being used <u>with (any of)</u> your TV <u>set(s)</u> (TEXT SHOULD SAY with your TV set IF JUST ONE SET, OTHERWISE TEXT SHOULD BE with any of your TV sets) in your home for how many hours is it used? IF NOT KNOWN/NOT SURE, RECORD "99"	_____

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

Q34-37 ONLY TO BE ASKED OF HALF THE SAMPLE – NEEDS TO BE SET UP SO THAT BOTH HALVES ARE NATIONALLY REPRESENTATIVE IF ADDITIONAL CHANNELS RECEIVED AT Q17a ASK Q34 OTHERWISE SKIP TO Q35		
34.	Thinking still about the viewing of the whole household on <u>both/all</u> your television <u>set(s)</u> (TEXT SHOULD SAY on your television set IF JUST ONE SET, OTHERWISE TEXT SHOULD SAY on both your television sets IF JUST TWO SETS, OTHERWISE TEXT SHOULD BE on all your television sets) at this time of year (including video recordings of television programmes made in the household). SHOW CARD Q. Firstly, for every ten hours of viewing of these stations, that is BBC and Commercial TV compared with cable/satellite TV, how do you think you and your household divide the ten hours between these groups? 10 BBC/Commercial & 0 Cable/Satellite 9 BBC/Commercial & 1 Cable/Satellite 8 BBC/Commercial & 2 Cable/Satellite 7 BBC/Commercial & 3 Cable/Satellite 6 BBC/Commercial & 4 Cable/Satellite 5 BBC/Commercial & 5 Cable/Satellite 4 BBC/Commercial & 6 Cable/Satellite 3 BBC/Commercial & 7 Cable/Satellite 2 BBC/Commercial & 8 Cable/Satellite 1 BBC/Commercial & 9 Cable/Satellite 0 BBC/Commercial & 10 Cable/Satellite	
35.	SHOW CARD R. Now thinking of the two services listed on this card, BBC TV and Commercial TV. For every 10 hours of viewing to these services how do you think you and your household divide the 10 hours between them? (Again, include video recordings made in your household). 10 BBC & 0 Commercial 9 BBC & 1 Commercial 8 BBC & 2 Commercial 7 BBC & 3 Commercial 6 BBC & 4 Commercial 5 BBC & 5 Commercial 4 BBC & 6 Commercial 3 BBC & 7 Commercial 2 BBC & 8 Commercial 1 BBC & 9 Commercial 0 BBC & 10 Commercial	
IF BOTH BBC1 AND BBC2 RECEIVED AT Q16A ASK Q36 OTHERWISE SKIP TO Q37.		

36. Thinking now of the two BBC stations, BBC1 and BBC2. For every 10 hours viewing to just these two stations, how do you think you and your household divide the 10 hours between them? (Including video recordings of programmes made in your household). 10 BBC1 & 0 BBC2 9 BBC1 & 1 BBC2 8 BBC1 & 2 BBC2 7 BBC1 & 3 BBC2 6 BBC1 & 4 BBC2 5 BBC1 & 5 BBC2 4 BBC1 & 6 BBC2 3 BBC1 & 7 BBC2 2 BBC1 & 8 BBC2 1 BBC1 & 9 BBC2 0 BBC1 & 10 BBC2	SP
IF 2 OR MORE OUT OF ANY ITV1 STATION AND CHANNEL 4/S4C AND CHANNEL 5 RECEIVED, AT Q16A AND Q16B ASK Q37, OTHERWISE SKIP TO Q38.	
37. SHOW CARD S. Considering your viewing to the three commercial stations, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5). For every 10 hours of viewing to just these three stations (including video recordings of programmes made in your household), how would you and your household divide the 10 hours between these three channels? 2 DIGIT NUMBER REQUIRED FOR EACH ITV1 (formerly ITV) Channel 4/S4C five (formerly Channel 5) INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR EACH OF ITV1, CHANNEL 4/S4C AND FIVE (FORMERLY CHANNEL 5). CHECK THAT THEY ADD UP TO TEN. THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ITV1, __ HOURS OF CHANNEL 4/S4C AND __ HOURS OF FIVE (FORMERLY CHANNEL 5)?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN IF YES, ENTER APPROPRIATE NUMBER OF HOURS FOR EACH CHANNEL IF NO, ASK THE QUESTION AGAIN.	SP
IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40	
38. You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Carlton (formerly Carlton and before that Central) ITV1 Carlton (formerly Carlton and before that Westcountry) ITV1 (in London) (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West of England (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	SP

INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
No Q39	
IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41	
40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED UTV RTE/TV3/TG4 INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43	
41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH Channel 4 S4C INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"	SP

HOUSEHOLD COMPOSITION Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day). INTERVIEWER NOTE: See manual for further details of who to include as household members.	
43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card. INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSEWIFE OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE	
44. Record sex of respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	

46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP
ASK ALL 48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other	SP
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	
50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education	SP
IF CODE 5 AT Q51 SKIP TO Q53	
52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP

55a	SHOW CARD UUU. Does household member have any difficulty in hearing which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55E		
55b	SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c	SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	
55e	SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes? Yes No	SP
55d	SHOW CARD UUU. Does household member have any disabilities which substantially limit their ability to carry out normal day to day activities? Yes No	SP
IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56		
55f	SHOW CARD V. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other	SP
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)		
56	Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.	
57	And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.	
58	And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.	
59a	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W	

Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent
Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express
Daily Mail	Daily Sport	Any Evening Paper	None of these		

59b Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? **SHOW CARD X**

Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday
Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People
Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these

IF CIE IS IN FULL TIME EMPLOYMENT (Q51 CODE 1), PART TIME EMPLOYMENT (Q51 CODE 2) OR IN FULL TIME EDUCATION (Q51 CODE 5), THEN SKIP TO Q61, OTHERWISE ASK Q60A

60a. Are you/is the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) in casual work/not in paid employment because you are/ he/she (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is

READ OUT

Retired/pensioner/widow/on a pension
Full time housewife
Unemployed/redundant

SP

IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C

60b. Are you/is the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT

Retired/pensioner/widow with income other than or in addition to state benefits?
Retired/pensioner/widow with state pension only?

SP

IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61
IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G

60c. Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed/full time housewife (WHICHEVER TEXT APPLIES) for...READ OUT

Less than 6 months
More than 6 months

SP

IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E

60d. And previously, were you/the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT

In full time employment (30+ hours per week)
In part time employment (8-29 hours per week)
In full time education

SP

PLEASE NOW SKIP TO Q61

60e. Is thatREAD OUT

Unemployed with income other than or in addition to state benefits?
Unemployed with state benefit only?

SP

IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G

61. Please give full details of the Chief income earner's present job (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / previous job (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))

61a. What type of firm or organisation does (did) he/she work in?
WRITE IN

61b. What is/(was) (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title?
INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE.
WRITE IN

61c. What jobs does/(did) (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? **PLEASE GIVE DETAILS.**
WRITE IN

61d.	Is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS Chief Income earner proprietor of a business, a manager or a supervisor? Yes No	SP
IF YES (CODE 1 AT Q61D) ASK Q61E, OTHERWISE SKIP TO Q61G		
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK	
61f.	How many people is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64		
63b.	Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	
63d.	What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN	
64.	SHOW CARD Y. Which of these ethnic backgrounds do you consider yourself to belong to? READ OUT White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	
65. RECORD INTERVIEW LENGTH IN MINUTES		
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.		

IF NO TV AT Q1		
A.	Did you see or hear anything which leads you to suspect that the household actually does have a TV?	SP
	Yes No	
IF YES (CODE 1) AT A, ASK B		
B.	Did you See the TV (in operation or not) Hear the TV See an aerial/dish Other (WRITE IN) _____	MP
Accompanied by supervisor? Yes No		