

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 1

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Ipsos UK

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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 2002 and June 2004.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2004, whilst the second contains projections of key demographic data for each month of 2005. The 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	25322	100	24740	100	24740	100
Receiving ITV	24740	98	24740	100	24740	100
Receiving Any CH4	24697	98	24697	100	24697	100
Receiving CH4	24357	96	24357	98	24357	98
Receiving S4C	1380	5	1380	6	1380	6
Receiving five	21790	86	21790	88	21790	88
Receiving BBC 1	24740	98	24740	100	24740	100
Receiving BBC 2	24740	98	24740	100	24740	100

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

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

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

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		58642	100	57689	100	41333	100
Age :-	0 - 3	2622	4	2576	4	1790	4
	4 - 9	4344	7	4292	7	3344	8
	10 - 15	4647	8	4610	8	3824	9
	16 - 19	2888	5	2843	5	2415	6
	20 - 24	3555	6	3450	6	2405	6
	25 - 34	7791	13	7588	13	5081	12
	35 - 44	9109	16	8962	16	6703	16
	45 - 54	7652	13	7536	13	5715	14
	55 - 64	6907	12	6814	12	4879	12
	65 +	9129	16	9019	16	5177	13
Adults :- Total		47030	100	46212	100	32375	100
AB		9783	21	9646	21	7376	23
C1		13572	29	13331	29	9870	30
C2		9307	20	9229	20	7147	22
D		7721	16	7620	16	4817	15
E		6647	14	6385	14	3166	10

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

London

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5958	100	5760	100	4959	100
Receiving ITV	5760	97	5760	100	4959	100
Receiving Any CH4	5743	96	5743	100	4951	100
Receiving five	5284	89	5284	92	4709	95
Receiving BBC 1	5760	97	5760	100	4959	100
Receiving BBC 2	5760	97	5760	100	4959	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	5958	100 100	5760	100 97 100	4959	100 83 86	2998	100 50 52
Social Class :-								
AB	1538	26	1501	26	1292	26	872	29
C1	1821	31	1767	31	1523	31	923	31
C2	903	15	889	15	752	15	499	17
D	752	13	730	13	621	13	346	12
E	944	16	874	15	770	16	357	12
Housewife Age :-								
Under 25	330	6	303	5	263	5	124	4
25 - 34	1216	20	1157	20	1024	21	573	19
35 - 44	1312	22	1273	22	1123	23	727	24
45 - 54	997	17	970	17	842	17	603	20
55 - 64	832	14	814	14	677	14	424	14
65 +	1270	21	1243	22	1030	21	547	18
Size of Household :-								
1	1908	32	1778	31	1535	31	593	20
2	1899	32	1863	32	1577	32	961	32
3	900	15	886	15	775	16	589	20
4	839	14	829	14	721	15	572	19
5 +	412	7	404	7	351	7	283	9
Average Household Size	2.35		2.37		2.38		2.71	
Children :-								
Without	4337	73	4166	72	3574	72	1960	65
With	1621	27	1594	28	1384	28	1038	35
0 - 3	590	10	575	10	501	10	326	11
4 - 9	802	13	789	14	681	14	506	17
10 - 15	796	13	788	14	683	14	567	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5760	100	4959	100
Possessing:-	Teletext Set	4885	85	4220	85
	Remote Ctrl.	5658	98	4865	98
	Portable Set	3112	54	2659	54
Screen Size :-	Under 15"	3137	54	2649	53
	16 to 19"	424	7	381	8
	20" and over	5076	88	4393	89
Household with :-	Single Set	2247	39	1949	39
	Two Sets	2063	36	1765	36
	3+ Sets	1450	25	1244	25
VCRs :-	Without	1285	22	1153	23
	With	4475	78	3806	77
	With 1	3332	58	2817	57
	With 2+	1143	20	989	20

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11285	100	9681	100
Which are :-	Teletext Set	7653	68	6637	69
	Remote Ctrl.	10611	94	9092	94
	Portable Set	4439	39	3768	39
Screen Size :-	Under 15"	4466	40	3754	39
	16 to 19"	465	4	418	4
	20" and over	6119	54	5318	55
VCR Connected		5919	52	5049	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		14003	100	11809	100	8122	100
Age :-	0 - 3	704	5	596	5	379	5
	4 - 9	1071	8	907	8	671	8
	10 - 15	1085	8	929	8	772	10
	16 - 19	647	5	543	5	455	6
	20 - 24	883	6	745	6	522	6
	25 - 34	2309	16	1977	17	1200	15
	35 - 44	2288	16	1956	17	1316	16
	45 - 54	1724	12	1465	12	1106	14
	55 - 64	1424	10	1169	10	811	10
	65 +	1869	13	1521	13	889	11
Adults :- Total		11144	100	9377	100	6299	100
AB		3085	28	2613	28	1904	30
C1		3444	31	2906	31	1912	30
C2		1883	17	1583	17	1157	18
D		1440	13	1207	13	758	12
E		1292	12	1069	11	567	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	6902	100	7102	100	5814	100	5995	100
Age :-								
0 - 15	1460	21	1399	20	1248	21	1184	20
16 - 24	758	11	772	11	636	11	653	11
25 - 34	1176	17	1133	16	1005	17	971	16
35 - 44	1143	17	1145	16	970	17	986	16
45 - 54	855	12	869	12	722	12	743	12
55 - 64	697	10	726	10	571	10	598	10
65 +	811	12	1058	15	661	11	860	14
Adults :-								
AB	1576	29	1509	26	1331	29	1282	27
C1	1619	30	1825	32	1367	30	1538	32
C2	1016	19	866	15	852	19	730	15
D	732	13	708	12	610	13	597	12
E	498	9	795	14	405	9	664	14
Working	3672	67	2799	49	3122	68	2390	50
Not Working	1769	33	2904	51	1444	32	2421	50
Housewives :-								
Working	757	56	2258	49	637	58	1912	50
Not Working	589	44	2354	51	464	42	1945	50

Midlands

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4803	100	4716	100	3794	100
Receiving ITV	4716	98	4716	100	3794	100
Receiving Any CH4	4711	98	4711	100	3791	100
Receiving five	4427	92	4427	94	3659	96
Receiving BBC 1	4716	98	4716	100	3794	100
Receiving BBC 2	4716	98	4716	100	3794	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	4803	100	4716	100	3794	100	2497	100
		100		98		79		52
				100		80		53
Social Class :-								
AB	874	18	858	18	704	19	516	21
C1	1275	27	1255	27	1000	26	720	29
C2	912	19	905	19	720	19	528	21
D	865	18	854	18	681	18	434	17
E	877	18	844	18	689	18	299	12
Housewife Age :-								
Under 25	264	5	253	5	201	5	113	5
25 - 34	766	16	750	16	607	16	425	17
35 - 44	973	20	958	20	776	20	579	23
45 - 54	837	17	825	17	668	18	488	20
55 - 64	784	16	770	16	616	16	440	18
65 +	1179	25	1160	25	926	24	452	18
Size of Household :-								
1	1392	29	1335	28	1065	28	452	18
2	1735	36	1718	36	1383	36	981	39
3	750	16	745	16	606	16	462	18
4	628	13	623	13	500	13	425	17
5 +	299	6	295	6	240	6	176	7
Average Household Size	2.34		2.35		2.36		2.58	
Children :-								
Without	3523	73	3446	73	2767	73	1679	67
With	1280	27	1270	27	1027	27	817	33
0 - 3	425	9	421	9	336	9	262	10
4 - 9	627	13	620	13	496	13	380	15
10 - 15	668	14	665	14	546	14	451	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4716	100	3794	100
Possessing:-	Teletext Set	4189	89	3413	90
	Remote Ctrl.	4627	98	3735	98
	Portable Set	2751	58	2251	59
Screen Size :-	Under 15"	2713	58	2199	58
	16 to 19"	262	6	225	6
	20" and over	4353	92	3515	93
Household with :-	Single Set	1646	35	1285	34
	Two Sets	1746	37	1429	38
	3+ Sets	1323	28	1081	28
VCRs :-	Without	843	18	704	19
	With	3873	82	3090	81
	With 1	2730	58	2131	56
	With 2+	1143	24	959	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9787	100	8005	100
Which are :-	Teletext Set	6783	69	5641	70
	Remote Ctrl.	9162	94	7490	94
	Portable Set	4077	42	3367	42
Screen Size :-	Under 15"	4004	41	3264	41
	16 to 19"	318	3	275	3
	20" and over	5286	54	4311	54
VCR Connected		5415	55	4417	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11226	100	8940	100	6434	100
Age :-	0 - 3	509	5	402	4	304	5
	4 - 9	827	7	653	7	507	8
	10 - 15	902	8	732	8	613	10
	16 - 19	574	5	464	5	361	6
	20 - 24	664	6	523	6	343	5
	25 - 34	1416	13	1127	13	805	13
	35 - 44	1734	15	1389	16	1069	17
	45 - 54	1469	13	1177	13	866	13
	55 - 64	1371	12	1085	12	786	12
	65 +	1760	16	1389	16	781	12
Adults :- Total		8988	100	7153	100	5011	100
AB		1740	19	1404	20	1083	22
C1		2473	28	1953	27	1462	29
C2		1883	21	1498	21	1136	23
D		1681	19	1337	19	875	17
E		1210	13	961	13	454	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5517	100	5709	100	4385	100	4555	100
Age :-								
0 - 15	1141	21	1097	19	912	21	875	19
16 - 24	633	11	605	11	502	11	485	11
25 - 34	700	13	716	13	557	13	570	13
35 - 44	860	16	874	15	686	16	703	15
45 - 54	729	13	740	13	580	13	597	13
55 - 64	684	12	687	12	540	12	545	12
65 +	770	14	990	17	608	14	781	17
Adults :-	4375	100	4613	100	3472	100	3680	100
AB	876	20	865	19	704	20	700	19
C1	1180	27	1293	28	934	27	1019	28
C2	1012	23	871	19	803	23	695	19
D	843	19	839	18	669	19	668	18
E	465	11	745	16	363	10	598	16
Working	2836	65	2224	48	2254	65	1780	48
Not Working	1539	35	2389	52	1219	35	1901	52
Housewives :-	891	100	3912	100	689	100	3105	100
Working	442	50	1921	49	345	50	1533	49
Not Working	450	50	1991	51	344	50	1572	51

North West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3160	100	3103	100	2838	100
Receiving ITV	3103	98	3103	100	2838	100
Receiving Any CH4	3099	98	3099	100	2835	100
Receiving five	2891	91	2891	93	2685	95
Receiving BBC 1	3103	98	3103	100	2838	100
Receiving BBC 2	3103	98	3103	100	2838	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	3160	100	3103	100	2838	100	1709	100
		100		98		90		54
				100		91		55
Social Class :-								
AB	513	16	509	16	460	16	294	17
C1	811	26	793	26	725	26	512	30
C2	556	18	550	18	501	18	342	20
D	555	18	546	18	495	17	266	16
E	725	23	705	23	657	23	295	17
Housewife Age :-								
Under 25	169	5	161	5	148	5	57	3
25 - 34	486	15	472	15	435	15	266	16
35 - 44	652	21	640	21	586	21	420	25
45 - 54	566	18	556	18	508	18	351	21
55 - 64	516	16	508	16	465	16	315	18
65 +	771	24	765	25	696	25	300	18
Size of Household :-								
1	978	31	941	30	860	30	327	19
2	1078	34	1067	34	967	34	638	37
3	504	16	501	16	462	16	320	19
4	408	13	405	13	373	13	283	17
5 +	192	6	189	6	176	6	140	8
Average Household Size	2.31		2.33		2.33		2.61	
Children :-								
Without	2307	73	2258	73	2061	73	1145	67
With	853	27	845	27	777	27	564	33
0 - 3	267	8	263	8	243	9	141	8
4 - 9	426	13	421	14	388	14	294	17
10 - 15	453	14	450	15	415	15	323	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3103	100	2838	100
Possessing:-	Teletext Set	2699	87	2459	87
	Remote Ctrl.	3046	98	2790	98
	Portable Set	1715	55	1562	55
Screen Size :-	Under 15"	1709	55	1560	55
	16 to 19"	106	3	96	3
	20" and over	2815	91	2572	91
Household with :-	Single Set	1209	39	1110	39
	Two Sets	1038	33	929	33
	3+ Sets	855	28	799	28
VCRs :-	Without	542	17	495	17
	With	2560	83	2343	83
	With 1	1837	59	1679	59
	With 2+	724	23	664	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6499	100	5961	100
Which are :-	Teletext Set	4376	67	3987	67
	Remote Ctrl.	6095	94	5592	94
	Portable Set	2631	40	2405	40
Screen Size :-	Under 15"	2611	40	2399	40
	16 to 19"	125	2	112	2
	20" and over	3571	55	3275	55
VCR Connected		3666	56	3363	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		7311	100	6621	100	4463	100
Age :-	0 - 3	315	4	286	4	170	4
	4 - 9	554	8	502	8	387	9
	10 - 15	603	8	554	8	429	10
	16 - 19	381	5	349	5	280	6
	20 - 24	437	6	399	6	266	6
	25 - 34	914	12	828	13	504	11
	35 - 44	1115	15	1003	15	718	16
	45 - 54	969	13	872	13	636	14
	55 - 64	883	12	800	12	562	13
	65 +	1139	16	1027	16	512	11
Adults :- Total		5839	100	5278	100	3476	100
AB		1047	18	940	18	633	18
C1		1574	27	1419	27	1049	30
C2		1153	20	1046	20	754	22
D		1065	18	959	18	573	16
E		1000	17	914	17	466	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3565	100	3746	100	3215	100	3406	100
Age :-								
0 - 15	757	21	715	19	687	21	655	19
16 - 24	407	11	411	11	369	11	379	11
25 - 34	445	12	469	13	405	13	423	12
35 - 44	548	15	566	15	489	15	515	15
45 - 54	480	13	490	13	429	13	443	13
55 - 64	438	12	446	12	396	12	404	12
65 +	490	14	649	17	441	14	587	17
Adults :-								
AB	516	18	531	18	462	18	478	17
C1	747	27	827	27	671	27	748	27
C2	617	22	535	18	560	22	487	18
D	537	19	529	17	482	19	477	17
E	390	14	609	20	353	14	560	20
Working	1686	60	1398	46	1517	60	1268	46
Not Working	1122	40	1633	54	1011	40	1482	54
Housewives :-								
Working	266	42	1163	46	235	42	1048	46
Not Working	371	58	1360	54	325	58	1230	54

Yorkshire

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2896	100	2844	100	2475	100
Receiving ITV	2844	98	2844	100	2475	100
Receiving Any CH4	2843	98	2843	100	2475	100
Receiving five	2620	90	2620	92	2281	92
Receiving BBC 1	2844	98	2844	100	2475	100
Receiving BBC 2	2844	98	2844	100	2475	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2896	100 100	2844	100 98 100	2475	100 85 87	1546	100 53 54
Social Class :-								
AB	413	14	409	14	348	14	265	17
C1	759	26	750	26	660	27	494	32
C2	530	18	526	18	452	18	335	22
D	537	19	532	19	459	19	244	16
E	656	23	628	22	556	22	208	13
Housewife Age :-								
Under 25	168	6	164	6	145	6	81	5
25 - 34	439	15	427	15	373	15	258	17
35 - 44	584	20	574	20	501	20	356	23
45 - 54	509	18	498	17	432	17	306	20
55 - 64	476	16	470	17	410	17	251	16
65 +	721	25	713	25	616	25	293	19
Size of Household :-								
1	867	30	831	29	724	29	246	16
2	1043	36	1035	36	896	36	593	38
3	458	16	456	16	397	16	336	22
4	358	12	354	12	310	13	246	16
5 +	171	6	169	6	147	6	125	8
Average Household Size	2.30		2.31		2.32		2.65	
Children :-								
Without	2136	74	2091	73	1816	73	1024	66
With	760	26	754	27	660	27	523	34
0 - 3	240	8	238	8	207	8	148	10
4 - 9	368	13	365	13	320	13	240	16
10 - 15	392	14	390	14	343	14	282	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2844	100	2475	100
Possessing:-	Teletext Set	2487	87	2177	88
	Remote Ctrl.	2826	99	2458	99
	Portable Set	1632	57	1411	57
Screen Size :-	Under 15"	1561	55	1353	55
	16 to 19"	211	7	171	7
	20" and over	2671	94	2333	94
Household with :-	Single Set	1043	37	913	37
	Two Sets	948	33	830	34
	3+ Sets	853	30	732	30
VCRs :-	Without	408	14	330	13
	With	2436	86	2145	87
	With 1	1814	64	1627	66
	With 2+	622	22	518	21

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5969	100	5192	100
Which are :-	Teletext Set	4019	67	3503	67
	Remote Ctrl.	5688	95	4957	95
	Portable Set	2567	43	2217	43
Screen Size :-	Under 15"	2435	41	2117	41
	16 to 19"	265	4	215	4
	20" and over	3232	54	2839	55
VCR Connected		3238	54	2810	54

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6669	100	5732	100	4095	100
Age :-	0 - 3	283	4	242	4	179	4
	4 - 9	492	7	425	7	329	8
	10 - 15	534	8	466	8	388	9
	16 - 19	330	5	284	5	233	6
	20 - 24	407	6	354	6	276	7
	25 - 34	814	12	694	12	496	12
	35 - 44	1015	15	876	15	662	16
	45 - 54	892	13	761	13	560	14
	55 - 64	828	12	712	12	468	11
	65 +	1074	16	919	16	506	12
Adults :- Total		5360	100	4599	100	3200	100
AB		830	15	701	15	570	18
C1		1482	28	1295	28	1065	33
C2		1094	20	936	20	723	23
D		1040	19	891	19	522	16
E		914	17	776	17	319	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3264	100	3405	100	2799	100	2933	100
Age :-								
0 - 15	672	21	638	19	582	21	551	19
16 - 24	366	11	371	11	314	11	324	11
25 - 34	403	12	411	12	340	12	354	12
35 - 44	502	15	513	15	434	16	442	15
45 - 54	444	14	448	13	379	14	382	13
55 - 64	411	13	417	12	348	12	364	12
65 +	467	14	607	18	403	14	516	18
Adults :-	2593	100	2767	100	2217	100	2382	100
AB	415	16	415	15	349	16	352	15
C1	706	27	776	28	618	28	677	28
C2	581	22	513	19	494	22	442	19
D	531	20	510	18	456	21	435	18
E	360	14	554	20	300	14	476	20
Working	1600	62	1254	45	1378	62	1079	45
Not Working	993	38	1513	55	840	38	1303	55
Housewives :-	553	100	2343	100	458	100	2017	100
Working	256	46	1049	45	213	46	905	45
Not Working	297	54	1294	55	246	54	1112	55

Central Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1671	100	1625	100	1547	100
Receiving ITV	1625	97	1625	100	1547	100
Receiving Any CH4	1624	97	1624	100	1547	100
Receiving five	1535	92	1535	94	1474	95
Receiving BBC 1	1625	97	1625	100	1547	100
Receiving BBC 2	1625	97	1625	100	1547	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1671	100 100	1625	100 97 100	1547	100 93 95	1057	100 63 65
Social Class :-								
AB	294	18	288	18	272	18	207	20
C1	449	27	436	27	414	27	303	29
C2	282	17	279	17	265	17	210	20
D	278	17	272	17	259	17	177	17
E	369	22	350	22	337	22	160	15
Housewife Age :-								
Under 25	99	6	92	6	86	6	45	4
25 - 34	267	16	254	16	245	16	154	15
35 - 44	356	21	348	21	333	22	279	26
45 - 54	293	18	287	18	273	18	214	20
55 - 64	259	15	252	16	237	15	154	15
65 +	398	24	391	24	374	24	210	20
Size of Household :-								
1	580	35	549	34	524	34	228	22
2	541	32	531	33	502	32	381	36
3	253	15	252	15	241	16	209	20
4	216	13	215	13	204	13	172	16
5 +	80	5	79	5	77	5	66	6
Average Household Size	2.22		2.24		2.24		2.52	
Children :-								
Without	1244	74	1201	74	1141	74	734	69
With	427	26	424	26	406	26	322	31
0 - 3	134	8	133	8	127	8	89	8
4 - 9	209	13	208	13	199	13	165	16
10 - 15	223	13	221	14	212	14	183	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1625	100	1547	100
Possessing:-	Teletext Set	1439	89	1368	88
	Remote Ctrl.	1601	98	1524	98
	Portable Set	1024	63	973	63
Screen Size :-	Under 15"	1036	64	986	64
	16 to 19"	124	8	118	8
	20" and over	1426	88	1360	88
Household with :-	Single Set	512	32	492	32
	Two Sets	625	38	591	38
	3+ Sets	488	30	465	30
VCRs :-	Without	315	19	299	19
	With	1311	81	1248	81
	With 1	872	54	824	53
	With 2+	439	27	424	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3389	100	3225	100
Which are :-	Teletext Set	2187	65	2090	65
	Remote Ctrl.	3235	95	3076	95
	Portable Set	1509	45	1434	44
Screen Size :-	Under 15"	1522	45	1450	45
	16 to 19"	128	4	121	4
	20" and over	1706	50	1624	50
VCR Connected		1866	55	1789	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		3711	100	3473	100	2663	100
Age :-	0 - 3	154	4	145	4	102	4
	4 - 9	264	7	251	7	210	8
	10 - 15	292	8	278	8	231	9
	16 - 19	188	5	179	5	165	6
	20 - 24	251	7	226	7	174	7
	25 - 34	479	13	444	13	312	12
	35 - 44	599	16	563	16	460	17
	45 - 54	502	14	470	14	395	15
	55 - 64	420	11	386	11	284	11
	65 +	564	15	530	15	330	12
Adults :- Total		3002	100	2798	100	2119	100
AB		572	19	534	19	434	20
C1		839	28	777	28	612	29
C2		590	20	556	20	488	23
D		515	17	482	17	351	17
E		486	16	450	16	234	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1786	100	1926	100	1664	100	1809	100
Age :-								
0 - 15	367	21	342	18	349	21	326	18
16 - 24	223	12	216	11	205	12	200	11
25 - 34	231	13	247	13	214	13	230	13
35 - 44	287	16	313	16	267	16	296	16
45 - 54	247	14	255	13	230	14	240	13
55 - 64	202	11	217	11	186	11	201	11
65 +	228	13	335	17	214	13	316	17
Adults :-	1419	100	1583	100	1315	100	1483	100
AB	288	20	284	18	268	20	266	18
C1	382	27	458	29	354	27	423	29
C2	318	22	272	17	299	23	257	17
D	242	17	273	17	224	17	258	17
E	190	13	297	19	170	13	279	19
Working	851	60	747	47	795	60	703	47
Not Working	568	40	836	53	521	40	780	53
Housewives :-	326	100	1345	100	287	100	1260	100
Working	132	40	640	48	117	41	601	48
Not Working	194	60	705	52	170	59	659	52

North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	589	100	574	100	524	100
Receiving ITV	574	98	574	100	524	100
Receiving Any CH4	573	97	573	100	523	100
Receiving five	447	76	447	78	404	77
Receiving BBC 1	574	98	574	100	524	100
Receiving BBC 2	574	98	574	100	524	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	589	100	574	100	524	100	389	100
		100		98		89		66
				100		91		68
Social Class :-								
AB	121	21	119	21	107	20	91	23
C1	172	29	167	29	155	30	122	31
C2	113	19	111	19	100	19	86	22
D	87	15	87	15	79	15	50	13
E	95	16	91	16	84	16	40	10
Housewife Age :-								
Under 25	34	6	32	6	30	6	18	5
25 - 34	83	14	80	14	75	14	55	14
35 - 44	109	19	107	19	99	19	86	22
45 - 54	114	19	112	19	102	19	76	19
55 - 64	104	18	102	18	91	17	72	19
65 +	145	25	142	25	127	24	83	21
Size of Household :-								
1	197	34	188	33	171	33	87	22
2	217	37	214	37	194	37	150	39
3	82	14	82	14	75	14	71	18
4	67	11	66	12	61	12	58	15
5 +	25	4	24	4	23	4	23	6
Average Household Size	2.17		2.18		2.19		2.45	
Children :-								
Without	457	78	444	77	403	77	270	70
With	132	22	130	23	121	23	119	30
0 - 3	37	6	36	6	34	6	22	6
4 - 9	67	11	66	12	60	11	61	16
10 - 15	70	12	69	12	65	12	67	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		574	100	524	100
Possessing:-	Teletext Set	509	89	461	88
	Remote Ctrl.	566	99	515	98
	Portable Set	386	67	354	68
Screen Size :-	Under 15"	375	65	342	65
	16 to 19"	41	7	35	7
	20" and over	523	91	477	91
Household with :-	Single Set	158	28	141	27
	Two Sets	226	39	204	39
	3+ Sets	191	33	178	34
VCRs :-	Without	85	15	81	15
	With	490	85	443	85
	With 1	343	60	315	60
	With 2+	146	25	128	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1263	100	1158	100
Which are :-	Teletext Set	827	65	767	66
	Remote Ctrl.	1190	94	1087	94
	Portable Set	562	45	517	45
Screen Size :-	Under 15"	549	43	503	43
	16 to 19"	47	4	41	4
	20" and over	658	52	605	52
VCR Connected		665	53	593	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1276	100	1147	100	954	100
Age :-	0 - 3	42	3	39	3	27	3
	4 - 9	85	7	76	7	79	8
	10 - 15	92	7	85	7	86	9
	16 - 19	59	5	53	5	51	5
	20 - 24	73	6	67	6	48	5
	25 - 34	145	11	132	12	109	11
	35 - 44	193	15	175	15	151	16
	45 - 54	195	15	174	15	138	14
	55 - 64	178	14	156	14	130	14
	65 +	215	17	191	17	135	14
Adults :- Total		1058	100	948	100	762	100
AB		239	23	212	22	194	25
C1		316	30	287	30	232	30
C2		225	21	200	21	181	24
D		154	15	138	15	98	13
E		125	12	111	12	56	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	616	100	660	100	554	100	593	100
Age :-								
0 - 15	108	17	111	17	99	18	100	17
16 - 24	64	10	68	10	56	10	64	11
25 - 34	71	12	74	11	65	12	67	11
35 - 44	96	16	97	15	86	16	89	15
45 - 54	96	16	99	15	86	15	88	15
55 - 64	88	14	91	14	76	14	80	14
65 +	94	15	121	18	85	15	106	18
Adults :-	509	100	549	100	454	100	493	100
AB	119	23	120	22	104	23	107	22
C1	142	28	174	32	129	28	158	32
C2	122	24	103	19	107	24	92	19
D	74	15	79	14	67	15	71	14
E	52	10	73	13	46	10	64	13
Working	325	64	268	49	291	64	242	49
Not Working	184	36	282	51	163	36	252	51
Housewives :-	120	100	469	100	103	100	420	100
Working	57	48	236	50	50	48	213	51
Not Working	62	52	234	50	53	52	207	49

Central Scotland & North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2136	100	2078	100	2074	100
Receiving ITV	2078	97	2078	100	2074	100
Receiving Any CH4	2076	97	2076	100	2073	100
Receiving five	1876	88	1876	90	1875	90
Receiving BBC 1	2078	97	2078	100	2074	100
Receiving BBC 2	2078	97	2078	100	2074	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2136	100 100	2078	100 97 100	2074	100 97 100	1436	100 67 69
Social Class :-								
AB	388	18	382	18	381	18	299	21
C1	587	27	570	27	569	27	421	29
C2	371	17	366	18	364	18	292	20
D	344	16	339	16	338	16	226	16
E	445	21	422	20	422	20	199	14
Housewife Age :-								
Under 25	126	6	117	6	117	6	63	4
25 - 34	337	16	322	15	321	15	208	14
35 - 44	442	21	432	21	432	21	360	25
45 - 54	384	18	376	18	376	18	288	20
55 - 64	337	16	329	16	328	16	225	16
65 +	511	24	502	24	501	24	292	20
Size of Household :-								
1	738	35	699	34	697	34	317	22
2	712	33	699	34	698	34	528	37
3	319	15	317	15	316	15	277	19
4	268	13	266	13	266	13	228	16
5 +	100	5	99	5	99	5	87	6
Average Household Size	2.21		2.23		2.23		2.49	
Children :-								
Without	1605	75	1552	75	1548	75	1001	70
With	531	25	527	25	526	25	435	30
0 - 3	163	8	160	8	160	8	109	8
4 - 9	261	12	258	12	258	12	223	16
10 - 15	278	13	276	13	276	13	246	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2078	100	2074	100
Possessing:-	Teletext Set	1833	88	1831	88
	Remote Ctrl.	2046	98	2042	98
	Portable Set	1330	64	1327	64
Screen Size :-	Under 15"	1331	64	1329	64
	16 to 19"	152	7	152	7
	20" and over	1840	89	1838	89
Household with :-	Single Set	641	31	638	31
	Two Sets	797	38	796	38
	3+ Sets	640	31	640	31
VCRs :-	Without	385	19	383	18
	With	1693	81	1691	82
	With 1	1149	55	1148	55
	With 2+	544	26	544	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4392	100	4384	100
Which are :-	Teletext Set	2864	65	2860	65
	Remote Ctrl.	4170	95	4164	95
	Portable Set	1956	45	1952	45
Screen Size :-	Under 15"	1957	45	1953	45
	16 to 19"	161	4	161	4
	20" and over	2233	51	2230	51
VCR Connected		2379	54	2376	54

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		4717	100	4623	100	3583	100
Age :-	0 - 3	187	4	184	4	127	4
	4 - 9	330	7	327	7	286	8
	10 - 15	364	8	361	8	311	9
	16 - 19	237	5	231	5	212	6
	20 - 24	306	6	296	6	223	6
	25 - 34	597	13	576	12	416	12
	35 - 44	752	16	737	16	604	17
	45 - 54	655	14	645	14	528	15
	55 - 64	556	12	544	12	413	12
	65 +	732	16	722	16	463	13
Adults :- Total		3836	100	3751	100	2858	100
AB		760	20	748	20	628	22
C1		1095	29	1066	28	837	29
C2		764	20	755	20	660	23
D		631	16	620	17	446	16
E		586	15	561	15	287	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2273	100	2444	100	2219	100	2404	100
Age :-								
0 - 15	452	20	429	18	448	20	424	18
16 - 24	272	12	271	11	261	12	266	11
25 - 34	290	13	308	13	278	13	297	12
35 - 44	363	16	389	16	353	16	384	16
45 - 54	323	14	333	14	316	14	329	14
55 - 64	270	12	286	12	262	12	281	12
65 +	304	13	428	18	299	13	422	18
Adults :-								
AB	381	21	379	19	374	21	374	19
C1	498	27	597	30	483	27	583	29
C2	412	23	352	17	405	23	349	18
D	299	16	332	16	291	16	329	17
E	232	13	355	18	217	12	344	17
Working	1108	61	956	47	1085	61	945	48
Not Working	714	39	1058	53	686	39	1035	52
Housewives :-								
Working	178	42	824	48	168	43	814	48
Not Working	246	58	888	52	225	57	868	52

Wales & West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2237	100	2193	100	2008	100
Receiving ITV	2193	98	2193	100	2008	100
Receiving Any CH4	2189	98	2189	100	2006	100
Receiving five	1807	81	1807	82	1644	82
Receiving BBC 1	2193	98	2193	100	2008	100
Receiving BBC 2	2193	98	2193	100	2008	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2237	100	2193	100	2008	100	1296	100
		100		98		90		58
				100		92		59
Social Class :-								
AB	330	15	325	15	288	14	214	17
C1	626	28	616	28	567	28	377	29
C2	451	20	443	20	416	21	307	24
D	400	18	393	18	364	18	216	17
E	430	19	415	19	373	19	182	14
Housewife Age :-								
Under 25	113	5	110	5	103	5	45	3
25 - 34	343	15	336	15	310	15	206	16
35 - 44	441	20	431	20	398	20	287	22
45 - 54	386	17	377	17	348	17	256	20
55 - 64	376	17	370	17	337	17	236	18
65 +	578	26	570	26	512	25	266	20
Size of Household :-								
1	661	30	632	29	573	29	221	17
2	808	36	799	36	732	36	502	39
3	341	15	338	15	313	16	239	18
4	285	13	284	13	261	13	224	17
5 +	141	6	139	6	129	6	109	8
Average Household Size	2.32		2.34		2.34		2.65	
Children :-								
Without	1662	74	1623	74	1482	74	878	68
With	574	26	569	26	526	26	418	32
0 - 3	189	8	186	8	169	8	127	10
4 - 9	290	13	288	13	267	13	209	16
10 - 15	299	13	297	14	275	14	239	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2193	100	2008	100
Possessing:-	Teletext Set	2010	92	1846	92
	Remote Ctrl.	2163	99	1982	99
	Portable Set	1226	56	1132	56
Screen Size :-	Under 15"	1228	56	1128	56
	16 to 19"	85	4	72	4
	20" and over	1972	90	1830	91
Household with :-	Single Set	790	36	710	35
	Two Sets	854	39	787	39
	3+ Sets	549	25	510	25
VCRs :-	Without	298	14	276	14
	With	1895	86	1732	86
	With 1	1451	66	1328	66
	With 2+	444	20	404	20

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4441	100	4082	100
Which are :-	Teletext Set	3335	75	3083	76
	Remote Ctrl.	4246	96	3912	96
	Portable Set	1782	40	1653	40
Screen Size :-	Under 15"	1786	40	1645	40
	16 to 19"	98	2	84	2
	20" and over	2426	55	2257	55
VCR Connected		2521	57	2298	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5194	100	4707	100	3429	100
Age :-	0 - 3	220	4	197	4	152	4
	4 - 9	378	7	346	7	275	8
	10 - 15	409	8	378	8	322	9
	16 - 19	260	5	232	5	205	6
	20 - 24	297	6	273	6	165	5
	25 - 34	623	12	566	12	398	12
	35 - 44	783	15	712	15	523	15
	45 - 54	682	13	619	13	469	14
	55 - 64	664	13	602	13	452	13
	65 +	878	17	782	17	466	14
Adults :- Total		4187	100	3786	100	2680	100
AB		670	16	588	16	464	17
C1		1229	29	1124	30	816	30
C2		918	22	851	22	660	25
D		769	18	699	18	450	17
E		602	14	525	14	291	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2534	100	2660	100	2300	100	2407	100
Age :-								
0 - 15	522	21	485	18	479	21	442	18
16 - 24	279	11	277	10	256	11	249	10
25 - 34	301	12	322	12	271	12	294	12
35 - 44	385	15	399	15	349	15	363	15
45 - 54	333	13	349	13	302	13	317	13
55 - 64	331	13	334	13	300	13	302	13
65 +	384	15	493	19	342	15	440	18
Adults :-	2013	100	2175	100	1821	100	1965	100
AB	333	17	336	15	295	16	293	15
C1	584	29	645	30	536	29	588	30
C2	480	24	438	20	443	24	408	21
D	381	19	389	18	344	19	355	18
E	235	12	367	17	204	11	320	16
Working	1215	60	973	45	1102	61	885	45
Not Working	798	40	1202	55	719	39	1080	55
Housewives :-	395	100	1842	100	343	100	1664	100
Working	165	42	830	45	143	42	757	45
Not Working	231	58	1012	55	201	58	907	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	2812	100	2763	100	2400	100
Receiving ITV	2763	98	2763	100	2400	100
Receiving Any CH4	2758	98	2758	100	2397	100
Receiving five	1872	67	1872	68	1593	66
Receiving BBC 1	2763	98	2763	100	2400	100
Receiving BBC 2	2763	98	2763	100	2400	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2812	100	2763	100	2400	100	1644	100
		100		98		85		58
				100		87		60
Social Class :-								
AB	729	26	718	26	609	25	447	27
C1	877	31	864	31	761	32	567	35
C2	508	18	501	18	436	18	319	19
D	364	13	357	13	316	13	191	12
E	335	12	323	12	278	12	119	7
Housewife Age :-								
Under 25	137	5	131	5	116	5	62	4
25 - 34	418	15	408	15	351	15	238	14
35 - 44	560	20	551	20	480	20	404	25
45 - 54	475	17	468	17	407	17	311	19
55 - 64	474	17	467	17	410	17	299	18
65 +	748	27	738	27	635	26	330	20
Size of Household :-								
1	855	30	822	30	706	29	300	18
2	1014	36	1004	36	879	37	627	38
3	393	14	390	14	336	14	288	18
4	384	14	382	14	334	14	313	19
5 +	166	6	165	6	144	6	117	7
Average Household Size	2.31		2.32		2.33		2.61	
Children :-								
Without	2092	74	2047	74	1779	74	1118	68
With	720	26	716	26	621	26	526	32
0 - 3	255	9	252	9	217	9	168	10
4 - 9	352	13	351	13	304	13	244	15
10 - 15	362	13	361	13	316	13	288	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2763	100	2400	100
Possessing:-	Teletext Set	2439	88	2121	88
	Remote Ctrl.	2726	99	2371	99
	Portable Set	1591	58	1413	59
Screen Size :-	Under 15"	1681	61	1492	62
	16 to 19"	158	6	124	5
	20" and over	2461	89	2148	90
Household with :-	Single Set	918	33	762	32
	Two Sets	1054	38	934	39
	3+ Sets	790	29	704	29
VCRs :-	Without	423	15	352	15
	With	2339	85	2048	85
	With 1	1636	59	1416	59
	With 2+	704	25	632	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5786	100	5095	100
Which are :-	Teletext Set	3997	69	3499	69
	Remote Ctrl.	5432	94	4791	94
	Portable Set	2370	41	2118	42
Screen Size :-	Under 15"	2542	44	2267	44
	16 to 19"	172	3	139	3
	20" and over	2941	51	2568	50
VCR Connected		3259	56	2883	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6495	100	5583	100	4300	100
Age :-	0 - 3	300	5	255	5	195	5
	4 - 9	476	7	408	7	338	8
	10 - 15	496	8	432	8	379	9
	16 - 19	307	5	272	5	241	6
	20 - 24	363	6	312	6	246	6
	25 - 34	775	12	652	12	479	11
	35 - 44	1006	15	861	15	727	17
	45 - 54	845	13	729	13	575	13
	55 - 64	806	12	700	13	535	12
	65 +	1122	17	962	17	584	14
Adults :- Total		5224	100	4488	100	3387	100
AB		1444	28	1219	27	951	28
C1		1650	32	1439	32	1160	34
C2		1016	19	872	19	693	20
D		670	13	590	13	399	12
E		443	8	369	8	184	5

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3164	100	3331	100	2708	100	2875	100
Age :-								
0 - 15	651	21	620	19	559	21	535	19
16 - 24	332	10	337	10	286	11	298	10
25 - 34	377	12	398	12	317	12	336	12
35 - 44	502	16	503	15	425	16	435	15
45 - 54	421	13	424	13	362	13	367	13
55 - 64	391	12	416	12	340	13	360	13
65 +	489	15	632	19	419	15	543	19
Adults :-	2513	100	2711	100	2149	100	2339	100
AB	728	29	716	26	614	29	604	26
C1	764	30	886	33	662	31	776	33
C2	545	22	471	17	466	22	407	17
D	322	13	349	13	282	13	308	13
E	154	6	289	11	125	6	244	10
Working	1668	66	1332	49	1426	66	1152	49
Not Working	845	34	1379	51	723	34	1187	51
Housewives :-	515	100	2297	100	422	100	1978	100
Working	271	53	1131	49	224	53	979	49
Not Working	244	47	1167	51	199	47	999	51

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	1158	100
Receiving ITV	1396	99	1396	100	1158	100
Receiving Any CH4	1394	98	1394	100	1157	100
Receiving five	1336	94	1336	96	1101	95
Receiving BBC 1	1396	99	1396	100	1158	100
Receiving BBC 2	1396	99	1396	100	1158	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1417	100	1396	100	1158	100	784	100
		100		99		82		55
				100		83		56
Social Class :-								
AB	212	15	211	15	168	15	100	13
C1	358	25	355	25	289	25	209	27
C2	261	18	258	18	215	19	182	23
D	247	17	244	17	213	18	146	19
E	339	24	329	24	274	24	147	19
Housewife Age :-								
Under 25	70	5	68	5	58	5	26	3
25 - 34	203	14	198	14	166	14	103	13
35 - 44	271	19	268	19	225	19	190	24
45 - 54	264	19	260	19	214	18	167	21
55 - 64	233	16	231	17	191	17	130	17
65 +	375	26	371	27	305	26	169	22
Size of Household :-								
1	448	32	433	31	362	31	162	21
2	496	35	494	35	407	35	298	38
3	223	16	222	16	185	16	149	19
4	174	12	173	12	142	12	114	15
5 +	76	5	75	5	62	5	61	8
Average Household Size	2.27		2.27		2.27		2.54	
Children :-								
Without	1061	75	1045	75	864	75	553	70
With	356	25	351	25	294	25	231	30
0 - 3	108	8	107	8	89	8	61	8
4 - 9	176	12	174	12	147	13	108	14
10 - 15	191	14	188	13	159	14	144	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1396	100	1158	100
Possessing:-	Teletext Set	1156	83	1013	87
	Remote Ctrl.	1385	99	1147	99
	Portable Set	844	60	705	61
Screen Size :-	Under 15"	830	59	689	59
	16 to 19"	73	5	65	6
	20" and over	1296	93	1070	92
Household with :-	Single Set	457	33	379	33
	Two Sets	500	36	420	36
	3+ Sets	440	31	360	31
VCRs :-	Without	194	14	155	13
	With	1202	86	1004	87
	With 1	790	57	627	54
	With 2+	413	30	377	33

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3036	100	2530	100
Which are :-	Teletext Set	1948	64	1767	70
	Remote Ctrl.	2883	95	2390	94
	Portable Set	1323	44	1088	43
Screen Size :-	Under 15"	1316	43	1076	43
	16 to 19"	83	3	74	3
	20" and over	1598	53	1340	53
VCR Connected		1754	58	1525	60

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		3212	100	2633	100	1989	100
Age :-	0 - 3	125	4	103	4	70	4
	4 - 9	227	7	188	7	144	7
	10 - 15	254	8	209	8	188	9
	16 - 19	172	5	139	5	122	6
	20 - 24	183	6	148	6	109	5
	25 - 34	371	12	306	12	204	10
	35 - 44	480	15	398	15	339	17
	45 - 54	446	14	364	14	291	15
	55 - 64	402	13	331	13	241	12
	65 +	550	17	447	17	281	14
Adults :- Total		2605	100	2133	100	1588	100
AB		431	17	348	16	227	14
C1		686	26	544	25	447	28
C2		540	21	442	21	398	25
D		474	18	409	19	288	18
E		473	18	390	18	227	14

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1564	100	1648	100	1276	100	1358	100
Age :-								
0 - 15	313	20	294	18	258	20	243	18
16 - 24	178	11	178	11	143	11	144	11
25 - 34	178	11	192	12	147	12	159	12
35 - 44	234	15	246	15	193	15	205	15
45 - 54	221	14	225	14	179	14	185	14
55 - 64	201	13	201	12	163	13	169	12
65 +	239	15	312	19	193	15	253	19
Adults :-	1251	100	1355	100	1018	100	1115	100
AB	215	17	217	16	175	17	173	16
C1	313	25	373	28	244	24	299	27
C2	292	23	248	18	237	23	205	18
D	239	19	236	17	205	20	204	18
E	192	15	282	21	156	15	234	21
Working	740	59	604	45	593	58	504	45
Not Working	511	41	751	55	424	42	611	55
Housewives :-	264	100	1153	100	214	100	944	100
Working	106	40	513	44	83	39	426	45
Not Working	158	60	640	56	131	61	518	55

East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2281	100	2238	100	1769	100
Receiving ITV	2238	98	2238	100	1769	100
Receiving Any CH4	2235	98	2235	100	1766	100
Receiving five	1942	85	1942	87	1521	86
Receiving BBC 1	2238	98	2238	100	1769	100
Receiving BBC 2	2238	98	2238	100	1769	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2281	100	2238	100	1769	100	1120	100
		100		98		78		49
				100		79		50
Social Class :-								
AB	466	20	459	20	353	20	283	25
C1	659	29	648	29	508	29	336	30
C2	428	19	425	19	342	19	254	23
D	364	16	359	16	292	16	144	13
E	364	16	348	16	275	16	103	9
Housewife Age :-								
Under 25	115	5	109	5	87	5	44	4
25 - 34	354	15	345	15	270	15	161	14
35 - 44	461	20	454	20	355	20	256	23
45 - 54	394	17	390	17	308	17	215	19
55 - 64	382	17	377	17	305	17	216	19
65 +	575	25	564	25	445	25	227	20
Size of Household :-								
1	660	29	630	28	492	28	169	15
2	849	37	841	38	672	38	453	40
3	327	14	325	15	259	15	196	17
4	306	13	305	14	241	14	231	21
5 +	140	6	138	6	106	6	72	6
Average Household Size	2.33		2.34		2.34		2.65	
Children :-								
Without	1688	74	1650	74	1307	74	768	69
With	594	26	589	26	462	26	352	31
0 - 3	198	9	196	9	153	9	97	9
4 - 9	298	13	296	13	228	13	169	15
10 - 15	304	13	302	13	238	13	190	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2238	100	1769	100
Possessing:-	Teletext Set	1985	89	1569	89
	Remote Ctrl.	2210	99	1749	99
	Portable Set	1273	57	1015	57
Screen Size :-	Under 15"	1297	58	1031	58
	16 to 19"	129	6	107	6
	20" and over	2050	92	1618	91
Household with :-	Single Set	805	36	627	35
	Two Sets	799	36	617	35
	3+ Sets	634	28	525	30
VCRs :-	Without	339	15	264	15
	With	1900	85	1505	85
	With 1	1437	64	1157	65
	With 2+	463	21	348	20

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4556	100	3600	100
Which are :-	Teletext Set	3312	73	2616	73
	Remote Ctrl.	4320	95	3418	95
	Portable Set	1898	42	1521	42
Screen Size :-	Under 15"	1936	42	1545	43
	16 to 19"	138	3	112	3
	20" and over	2424	53	1889	52
VCR Connected		2478	54	1911	53

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5315	100	4146	100	2968	100
Age :-	0 - 3	233	4	179	4	114	4
	4 - 9	400	8	307	7	223	8
	10 - 15	417	8	326	8	248	8
	16 - 19	254	5	194	5	187	6
	20 - 24	290	5	230	6	169	6
	25 - 34	651	12	503	12	326	11
	35 - 44	820	15	633	15	472	16
	45 - 54	713	13	559	13	417	14
	55 - 64	666	13	533	13	400	13
	65 +	871	16	683	16	413	14
Adults :- Total		4265	100	3334	100	2383	100
AB		944	22	720	22	615	26
C1		1249	29	973	29	734	31
C2		893	21	712	21	574	24
D		693	16	560	17	302	13
E		485	11	370	11	158	7

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2614	100	2701	100	2046	100	2100	100
Age :-								
0 - 15	539	21	511	19	416	20	396	19
16 - 24	277	11	266	10	218	11	206	10
25 - 34	319	12	332	12	247	12	256	12
35 - 44	410	16	410	15	317	15	316	15
45 - 54	356	14	357	13	279	14	280	13
55 - 64	329	13	337	12	263	13	270	13
65 +	384	15	487	18	307	15	376	18
Adults :-	2075	100	2190	100	1630	100	1704	100
AB	474	23	471	21	362	22	358	21
C1	588	28	661	30	457	28	516	30
C2	476	23	417	19	382	23	330	19
D	355	17	338	15	289	18	271	16
E	182	9	303	14	140	9	230	13
Working	1400	67	1087	50	1100	67	848	50
Not Working	674	33	1103	50	530	33	856	50
Housewives :-	411	100	1871	100	311	100	1459	100
Working	214	52	935	50	164	53	730	50
Not Working	196	48	936	50	147	47	728	50

South West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	903	100	885	100	736	100
Receiving ITV	885	98	885	100	736	100
Receiving Any CH4	883	98	883	100	735	100
Receiving five	579	64	579	65	451	61
Receiving BBC 1	885	98	885	100	736	100
Receiving BBC 2	885	98	885	100	736	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	903	100	885	100	736	100	511	100
		100		98		82		57
				100		83		58
Social Class :-								
AB	166	18	163	18	138	19	111	22
C1	273	30	267	30	221	30	139	27
C2	192	21	190	21	158	21	127	25
D	131	15	130	15	103	14	71	14
E	141	16	136	15	116	16	62	12
Housewife Age :-								
Under 25	41	5	40	5	33	4	15	3
25 - 34	118	13	116	13	96	13	72	14
35 - 44	163	18	159	18	130	18	101	20
45 - 54	158	18	154	17	128	17	107	21
55 - 64	160	18	157	18	135	18	95	19
65 +	263	29	259	29	215	29	120	24
Size of Household :-								
1	276	31	265	30	220	30	105	21
2	341	38	336	38	284	39	201	39
3	122	13	121	14	98	13	78	15
4	109	12	108	12	89	12	75	15
5 +	54	6	54	6	45	6	52	10
Average Household Size	2.27		2.29		2.28		2.59	
Children :-								
Without	677	75	662	75	553	75	356	70
With	225	25	223	25	183	25	155	30
0 - 3	70	8	69	8	56	8	41	8
4 - 9	116	13	115	13	95	13	83	16
10 - 15	119	13	118	13	97	13	94	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		885	100	736	100
Possessing:-	Teletext Set	802	91	657	89
	Remote Ctrl.	866	98	717	97
	Portable Set	558	63	469	64
Screen Size :-	Under 15"	565	64	476	65
	16 to 19"	38	4	33	4
	20" and over	830	94	686	93
Household with :-	Single Set	272	31	222	30
	Two Sets	320	36	269	37
	3+ Sets	292	33	245	33
VCRs :-	Without	128	14	106	14
	With	757	86	630	86
	With 1	546	62	449	61
	With 2+	210	24	182	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1856	100	1545	100
Which are :-	Teletext Set	1312	71	1065	69
	Remote Ctrl.	1740	94	1434	93
	Portable Set	853	46	714	46
Screen Size :-	Under 15"	868	47	725	47
	16 to 19"	36	2	31	2
	20" and over	941	51	780	50
VCR Connected		997	54	836	54

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2053	100	1678	100	1323	100
Age :-	0 - 3	82	4	65	4	49	4
	4 - 9	158	8	130	8	114	9
	10 - 15	167	8	136	8	126	10
	16 - 19	82	4	67	4	71	5
	20 - 24	102	5	85	5	64	5
	25 - 34	222	11	179	11	150	11
	35 - 44	290	14	231	14	175	13
	45 - 54	279	14	227	14	206	16
	55 - 64	271	13	225	13	171	13
	65 +	401	20	332	20	198	15
Adults :- Total		1647	100	1347	100	1033	100
AB		328	20	273	20	242	23
C1		502	31	407	30	278	27
C2		386	23	322	24	278	27
D		241	15	188	14	138	13
E		189	11	157	12	98	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1000	100	1053	100	818	100	860	100
Age :-								
0 - 15	206	21	201	19	166	20	165	19
16 - 24	95	10	88	8	80	10	72	8
25 - 34	108	11	113	11	88	11	91	11
35 - 44	146	15	145	14	113	14	118	14
45 - 54	140	14	139	13	116	14	111	13
55 - 64	126	13	144	14	105	13	121	14
65 +	179	18	223	21	150	18	182	21
Adults :-	794	100	852	100	653	100	694	100
AB	168	21	160	19	140	21	133	19
C1	238	30	265	31	194	30	213	31
C2	201	25	185	22	169	26	153	22
D	115	14	127	15	89	14	99	14
E	72	9	117	14	61	9	96	14
Working	492	62	381	45	398	61	303	44
Not Working	302	38	471	55	254	39	391	56
Housewives :-	160	100	742	100	132	100	603	100
Working	72	45	331	45	59	45	264	44
Not Working	88	55	411	55	73	55	340	56

Ulster

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	644	100	621	100	621	100
Receiving ITV	621	96	621	100	621	100
Receiving Any CH4	618	96	618	99	617	99
Receiving RTE	300	47	300	48	300	48
Receiving five	500	81	500	81	500	81
Receiving BBC 1	621	96	621	100	621	100
Receiving BBC 2	621	96	621	100	621	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	644	100	621	100	621	100	342	100
		100		96		96		53
				100		100		55
Social Class :-								
AB	86	13	85	14	85	14	66	19
C1	155	24	151	24	151	24	95	28
C2	133	21	129	21	129	21	81	24
D	92	14	89	14	89	14	45	13
E	178	28	167	27	167	27	55	16
Housewife Age :-								
Under 25	25	4	24	4	24	4	9	3
25 - 34	112	17	109	18	109	18	63	18
35 - 44	142	22	138	22	138	22	91	27
45 - 54	118	18	114	18	114	18	70	20
55 - 64	103	16	99	16	99	16	52	15
65 +	144	22	137	22	137	22	56	17
Size of Household :-								
1	179	28	163	26	163	26	48	14
2	189	29	185	30	185	30	103	30
3	100	16	99	16	99	16	64	19
4	98	15	97	16	97	16	77	22
5 +	78	12	78	13	78	13	50	15
Average Household Size	2.61		2.65		2.65		3.03	
Children :-								
Without	442	69	421	68	421	68	208	61
With	202	31	200	32	200	32	134	39
0 - 3	70	11	69	11	69	11	44	13
4 - 9	103	16	103	17	102	17	67	20
10 - 15	113	17	112	18	112	18	75	22

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		621	100	621	100
Possessing:-	Teletext Set	558	90	557	90
	Remote Ctrl.	607	98	606	98
	Portable Set	329	53	329	53
Screen Size :-	Under 15"	330	53	330	53
	16 to 19"	31	5	31	5
	20" and over	549	88	549	88
Household with :-	Single Set	279	45	279	45
	Two Sets	200	32	200	32
	3+ Sets	142	23	142	23
VCRs :-	Without	138	22	138	22
	With	483	78	483	78
	With 1	384	62	384	62
	With 2+	99	16	98	16

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1183	100	1183	100
Which are :-	Teletext Set	951	80	951	80
	Remote Ctrl.	1139	96	1139	96
	Portable Set	497	42	497	42
Screen Size :-	Under 15"	495	42	495	42
	16 to 19"	34	3	33	3
	20" and over	638	54	638	54
VCR Connected		608	51	607	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1682	100	1645	100	1036	100
Age :-	0 - 3	83	5	82	5	52	5
	4 - 9	144	9	143	9	102	10
	10 - 15	156	9	155	9	101	10
	16 - 19	106	6	104	6	83	8
	20 - 24	107	6	105	6	66	6
	25 - 34	227	14	222	14	135	13
	35 - 44	257	15	252	15	169	16
	45 - 54	208	12	202	12	132	13
	55 - 64	174	10	169	10	96	9
	65 +	219	13	212	13	101	10
Adults :- Total		1298	100	1265	100	782	100
AB		192	15	191	15	162	21
C1		338	26	331	26	221	28
C2		308	24	301	24	197	25
D		196	15	192	15	104	13
E		264	20	251	20	99	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	824	100	858	100	805	100	840	100
Age :-								
0 - 15	197	24	186	22	196	24	184	22
16 - 24	107	13	105	12	106	13	102	12
25 - 34	112	14	115	13	109	14	113	14
35 - 44	126	15	131	15	123	15	129	15
45 - 54	103	13	105	12	99	12	103	12
55 - 64	85	10	90	10	82	10	87	10
65 +	93	11	126	15	91	11	121	14
Adults :-								
AB	94	15	98	15	93	15	98	15
C1	163	26	175	26	159	26	171	26
C2	165	26	143	21	161	26	140	21
D	97	16	99	15	95	16	97	15
E	107	17	156	23	101	17	150	23
Working	387	62	291	43	379	62	288	44
Not Working	239	38	380	57	230	38	368	56
Housewives :-								
Working	46	42	236	44	43	43	232	45
Not Working	64	58	298	56	57	57	288	55

Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	341	100	335	100	300	100
Receiving ITV	335	98	335	100	300	100
Receiving Any CH4	335	98	335	100	300	100
Receiving five	224	66	224	67	200	67
Receiving BBC 1	335	98	335	100	300	100
Receiving BBC 2	335	98	335	100	300	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	341	100	335	100	300	100	202	100
		100		98		88		59
				100		90		60
Social Class :-								
AB	67	20	65	19	58	19	40	20
C1	85	25	84	25	76	25	51	25
C2	75	22	74	22	65	22	51	25
D	58	17	57	17	52	17	36	18
E	56	16	55	16	50	17	23	11
Housewife Age :-								
Under 25	13	4	12	4	12	4	5	2
25 - 34	44	13	43	13	38	13	34	17
35 - 44	66	19	65	19	59	20	45	22
45 - 54	55	16	55	16	49	16	37	18
55 - 64	64	19	63	19	56	19	37	18
65 +	99	29	97	29	86	29	45	22
Size of Household :-								
1	105	31	102	30	91	30	40	20
2	133	39	132	39	118	39	81	40
3	46	13	45	14	41	14	36	18
4	41	12	41	12	38	13	32	16
5 +	15	4	15	5	14	5	14	7
Average Household Size	2.21		2.23		2.23		2.52	
Children :-								
Without	261	77	256	76	229	76	140	69
With	80	23	79	24	72	24	62	31
0 - 3	25	7	24	7	22	7	23	11
4 - 9	37	11	37	11	33	11	26	13
10 - 15	43	12	42	13	38	13	32	16

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		335	100	300	100
Possessing:-	Teletext Set	307	92	276	92
	Remote Ctrl.	330	98	296	99
	Portable Set	186	55	168	56
Screen Size :-	Under 15"	182	54	164	55
	16 to 19"	19	6	17	6
	20" and over	305	91	275	91
Household with :-	Single Set	117	35	102	34
	Two Sets	138	41	125	42
	3+ Sets	81	24	74	25
VCRs :-	Without	50	15	44	15
	With	286	85	257	85
	With 1	199	59	173	57
	With 2+	87	26	84	28

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		679	100	612	100
Which are :-	Teletext Set	488	72	443	72
	Remote Ctrl.	639	94	575	94
	Portable Set	270	40	245	40
Screen Size :-	Under 15"	256	38	231	38
	16 to 19"	22	3	20	3
	20" and over	370	54	333	54
VCR Connected		406	60	370	61

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		754	100	670	100	507	100
Age :-	0 - 3	29	4	26	4	27	5
	4 - 9	49	7	44	7	35	7
	10 - 15	57	8	52	8	44	9
	16 - 19	33	4	29	4	24	5
	20 - 24	29	4	27	4	22	4
	25 - 34	81	11	72	11	67	13
	35 - 44	116	15	104	16	81	16
	45 - 54	98	13	87	13	65	13
	55 - 64	111	15	97	14	72	14
	65 +	151	20	132	20	71	14
Adults :- Total		619	100	548	100	402	100
AB		126	20	110	20	85	21
C1		156	25	139	25	101	25
C2		149	24	130	24	107	27
D		110	18	99	18	73	18
E		77	12	69	13	36	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	367	100	387	100	326	100	344	100
Age :-								
0 - 15	68	19	68	17	61	19	62	18
16 - 24	31	8	30	8	28	9	27	8
25 - 34	40	11	41	11	35	11	36	11
35 - 44	57	15	60	15	51	16	53	16
45 - 54	49	13	49	13	43	13	43	13
55 - 64	55	15	56	15	48	15	50	14
65 +	68	18	83	21	60	18	73	21
Adults :-								
AB	63	21	63	20	55	21	55	19
C1	71	24	85	27	64	24	75	27
C2	79	26	70	22	69	26	61	22
D	54	18	57	18	48	18	51	18
E	32	11	45	14	29	11	40	14
Working	183	61	152	48	164	62	136	48
Not Working	116	39	167	52	101	38	146	52
Housewives :-								
Working	28	45	132	47	24	45	118	48
Not Working	34	55	147	53	30	55	129	52

West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1299	100	1276	100	1034	100
Receiving ITV	1276	98	1276	100	1034	100
Receiving Any CH4	1274	98	1274	100	1034	100
Receiving five	1094	84	1094	86	899	87
Receiving BBC 1	1276	98	1276	100	1034	100
Receiving BBC 2	1276	98	1276	100	1034	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1299	100	1276	100	1034	100	643	100
		100		98		80		50
				100		81		50
Social Class :-								
AB	191	15	188	15	151	15	107	17
C1	390	30	385	30	317	31	210	33
C2	269	21	264	21	222	21	155	24
D	243	19	239	19	195	19	105	16
E	206	16	200	16	149	14	66	10
Housewife Age :-								
Under 25	69	5	67	5	53	5	19	3
25 - 34	215	17	210	16	172	17	105	16
35 - 44	268	21	264	21	215	21	148	23
45 - 54	220	17	216	17	179	17	131	20
55 - 64	207	16	203	16	167	16	121	19
65 +	320	25	315	25	249	24	119	19
Size of Household :-								
1	383	30	369	29	291	28	101	16
2	472	36	467	37	385	37	253	39
3	197	15	195	15	158	15	112	17
4	166	13	165	13	135	13	116	18
5 +	81	6	80	6	65	6	61	10
Average Household Size	2.32		2.33		2.34		2.71	
Children :-								
Without	967	74	947	74	768	74	432	67
With	332	26	329	26	267	26	211	33
0 - 3	107	8	105	8	84	8	68	11
4 - 9	171	13	169	13	138	13	104	16
10 - 15	173	13	172	14	140	14	122	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1276	100	1034	100
Possessing:-	Teletext Set	1171	92	967	94
	Remote Ctrl.	1266	99	1029	99
	Portable Set	728	57	588	57
Screen Size :-	Under 15"	731	57	588	57
	16 to 19"	54	4	41	4
	20" and over	1155	91	943	91
Household with :-	Single Set	455	36	370	36
	Two Sets	509	40	405	39
	3+ Sets	312	24	259	25
VCRs :-	Without	162	13	126	12
	With	1114	87	909	88
	With 1	906	71	741	72
	With 2+	208	16	168	16

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2580	100	2113	100
Which are :-	Teletext Set	2030	79	1710	81
	Remote Ctrl.	2496	97	2055	97
	Portable Set	1053	41	865	41
Screen Size :-	Under 15"	1054	41	862	41
	16 to 19"	64	2	52	2
	20" and over	1416	55	1163	55
VCR Connected		1422	55	1166	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		3015	100	2424	100	1740	100
Age :-	0 - 3	124	4	98	4	85	5
	4 - 9	221	7	178	7	137	8
	10 - 15	238	8	193	8	163	9
	16 - 19	147	5	112	5	109	6
	20 - 24	182	6	145	6	71	4
	25 - 34	382	13	309	13	201	12
	35 - 44	475	16	384	16	277	16
	45 - 54	390	13	320	13	240	14
	55 - 64	370	12	302	12	242	14
	65 +	486	16	382	16	217	12
Adults :- Total		2432	100	1955	100	1356	100
AB		384	16	309	16	241	18
C1		771	32	635	32	464	34
C2		537	22	443	23	321	24
D		455	19	364	19	221	16
E		285	12	205	10	110	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1475	100	1539	100	1190	100	1234	100
Age :-								
0 - 15	303	21	280	18	242	20	227	18
16 - 24	164	11	165	11	132	11	126	10
25 - 34	186	13	196	13	150	13	159	13
35 - 44	231	16	244	16	189	16	195	16
45 - 54	190	13	200	13	155	13	165	13
55 - 64	186	13	184	12	152	13	150	12
65 +	215	15	271	18	169	14	213	17
Adults :-	1172	100	1260	100	948	100	1008	100
AB	190	16	195	15	154	16	155	15
C1	367	31	404	32	305	32	330	33
C2	279	24	258	20	229	24	214	21
D	222	19	232	18	177	19	187	19
E	114	10	171	14	83	9	122	12
Working	739	63	599	48	607	64	491	49
Not Working	433	37	661	52	340	36	516	51
Housewives :-	230	100	1070	100	175	100	859	100
Working	101	44	513	48	78	45	424	49
Not Working	128	56	556	52	97	55	435	51

Wales

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1262	100	1235	100	1108	100
Receiving ITV	1235	98	1235	100	1108	100
Receiving Any CH4	1232	98	1232	100	1106	100
Receiving S4C	1106	88	1106	90	1082	98
Receiving five	995	81	995	81	877	79
Receiving BBC 1	1235	98	1235	100	1108	100
Receiving BBC 2	1235	98	1235	100	1108	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1262	100	1235	100	1108	100	743	100
		100		98		88		59
				100		90		60
Social Class :-								
AB	185	15	183	15	158	14	121	16
C1	332	26	325	26	292	26	199	27
C2	244	19	241	19	222	20	174	23
D	216	17	212	17	192	17	125	17
E	285	23	274	22	244	22	124	17
Housewife Age :-								
Under 25	68	5	65	5	59	5	30	4
25 - 34	183	14	179	14	161	15	116	16
35 - 44	241	19	235	19	213	19	165	22
45 - 54	220	17	214	17	193	17	148	20
55 - 64	215	17	212	17	189	17	126	17
65 +	335	27	330	27	292	26	158	21
Size of Household :-								
1	372	29	354	29	312	28	129	17
2	447	35	442	36	395	36	283	38
3	199	16	198	16	180	16	145	19
4	161	13	161	13	146	13	126	17
5 +	83	7	82	7	74	7	61	8
Average Household Size	2.34		2.35		2.37		2.63	
Children :-								
Without	927	73	903	73	806	73	499	67
With	335	27	332	27	302	27	244	33
0 - 3	110	9	109	9	98	9	69	9
4 - 9	168	13	166	13	151	14	127	17
10 - 15	176	14	174	14	160	14	140	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1235	100	1108	100
Possessing:-	Teletext Set	1129	91	1010	91
	Remote Ctrl.	1212	98	1089	98
	Portable Set	697	56	627	57
Screen Size :-	Under 15"	693	56	624	56
	16 to 19"	47	4	38	3
	20" and over	1107	90	1013	91
Household with :-	Single Set	420	34	370	33
	Two Sets	496	40	451	41
	3+ Sets	319	26	287	26
VCRs :-	Without	172	14	156	14
	With	1064	86	951	86
	With 1	743	60	670	60
	With 2+	321	26	281	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2508	100	2260	100
Which are :-	Teletext Set	1774	71	1602	71
	Remote Ctrl.	2367	94	2143	95
	Portable Set	1004	40	908	40
Screen Size :-	Under 15"	1003	40	904	40
	16 to 19"	51	2	41	2
	20" and over	1354	54	1249	55
VCR Connected		1492	59	1330	59

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2949	100	2624	100	1957	100
Age :-	0 - 3	128	4	113	4	80	4
	4 - 9	218	7	196	7	166	8
	10 - 15	238	8	217	8	191	10
	16 - 19	156	5	140	5	111	6
	20 - 24	171	6	153	6	110	6
	25 - 34	336	11	297	11	225	11
	35 - 44	429	15	382	15	297	15
	45 - 54	388	13	344	13	270	14
	55 - 64	376	13	334	13	233	12
	65 +	509	17	447	17	274	14
Adults :-	Total	2365	100	2097	100	1520	100
	AB	375	16	320	15	253	17
	C1	644	27	575	27	422	28
	C2	512	22	468	22	386	25
	D	429	18	384	18	264	17
	E	405	17	350	17	196	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1432	100	1517	100	1278	100	1346	100
Age :-								
0 - 15	301	21	283	19	274	21	252	19
16 - 24	162	11	165	11	146	11	147	11
25 - 34	161	11	175	12	141	11	156	12
35 - 44	210	15	219	14	187	15	196	15
45 - 54	191	13	197	13	169	13	174	13
55 - 64	185	13	190	13	165	13	169	13
65 +	221	15	288	19	196	15	251	19
Adults :-	1131	100	1234	100	1004	100	1094	100
AB	188	17	188	15	160	16	160	15
C1	304	27	340	28	272	27	303	28
C2	270	24	241	20	247	25	221	20
D	214	19	215	17	191	19	193	18
E	155	14	250	20	134	13	216	20
Working	646	57	517	42	574	57	457	42
Not Working	485	43	718	58	430	43	637	58
Housewives :-	230	100	1032	100	193	100	914	100
Working	91	40	433	42	76	39	385	42
Not Working	139	60	599	58	117	61	530	58

South & South East

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2754	100	2705	100	2342	100
Receiving ITV	2705	98	2705	100	2342	100
Receiving Any CH4	2700	98	2700	100	2339	100
Receiving five	1841	67	1841	68	1562	67
Receiving BBC 1	2705	98	2705	100	2342	100
Receiving BBC 2	2705	98	2705	100	2342	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2754	100	2705	100	2342	100	1600	100
		100		98		85		58
				100		87		59
Social Class :-								
AB	709	26	699	26	590	25	430	27
C1	860	31	847	31	744	32	554	35
C2	499	18	492	18	427	18	311	19
D	357	13	350	13	309	13	188	12
E	330	12	318	12	272	12	117	7
Housewife Age :-								
Under 25	136	5	129	5	114	5	60	4
25 - 34	409	15	399	15	342	15	230	14
35 - 44	546	20	538	20	467	20	393	25
45 - 54	462	17	455	17	394	17	301	19
55 - 64	466	17	459	17	402	17	293	18
65 +	735	27	725	27	623	27	323	20
Size of Household :-								
1	840	30	807	30	692	30	294	18
2	993	36	984	36	858	37	612	38
3	383	14	381	14	327	14	280	17
4	375	14	372	14	325	14	302	19
5 +	163	6	162	6	141	6	112	7
Average Household Size	2.31		2.32		2.32		2.61	
Children :-								
Without	2051	74	2007	74	1739	74	1090	68
With	703	26	698	26	603	26	510	32
0 - 3	248	9	245	9	210	9	161	10
4 - 9	345	13	344	13	297	13	237	15
10 - 15	353	13	352	13	307	13	281	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2705	100	2342	100
Possessing:-	Teletext Set	2384	88	2066	88
	Remote Ctrl.	2669	99	2313	99
	Portable Set	1553	57	1374	59
Screen Size :-	Under 15"	1646	61	1456	62
	16 to 19"	149	6	116	5
	20" and over	2407	89	2094	89
Household with :-	Single Set	905	33	749	32
	Two Sets	1033	38	914	39
	3+ Sets	767	28	680	29
VCRs :-	Without	418	15	347	15
	With	2287	85	1995	85
	With 1	1603	59	1383	59
	With 2+	684	25	612	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5646	100	4954	100
Which are :-	Teletext Set	3894	69	3396	69
	Remote Ctrl.	5297	94	4656	94
	Portable Set	2305	41	2054	41
Screen Size :-	Under 15"	2482	44	2207	45
	16 to 19"	159	3	127	3
	20" and over	2872	51	2499	50
VCR Connected		3177	56	2801	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		6353	100	5441	100	4170	100
Age :-	0 - 3	291	5	247	5	185	4
	4 - 9	467	7	399	7	330	8
	10 - 15	484	8	420	8	370	9
	16 - 19	300	5	265	5	233	6
	20 - 24	357	6	306	6	235	6
	25 - 34	757	12	634	12	464	11
	35 - 44	980	15	835	15	704	17
	45 - 54	824	13	707	13	553	13
	55 - 64	792	12	685	13	527	13
	65 +	1101	17	942	17	569	14
Adults :-	Total	5111	100	4376	100	3285	100
	AB	1402	27	1177	27	907	28
	C1	1618	32	1407	32	1131	34
	C2	998	20	853	20	672	20
	D	657	13	576	13	393	12
	E	436	9	362	8	182	6

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3096	100	3257	100	2640	100	2801	100
Age :-								
0 - 15	637	21	606	19	545	21	521	19
16 - 24	325	11	331	10	279	11	293	10
25 - 34	369	12	388	12	309	12	326	12
35 - 44	489	16	491	15	412	16	423	15
45 - 54	411	13	412	13	352	13	355	13
55 - 64	383	12	409	13	332	13	353	13
65 +	481	16	620	19	410	16	531	19
Adults :-	2459	100	2652	100	2095	100	2281	100
AB	707	29	695	26	593	28	584	26
C1	750	30	868	33	649	31	758	33
C2	536	22	462	17	456	22	397	17
D	314	13	342	13	275	13	301	13
E	152	6	284	11	123	6	240	11
Working	1627	66	1299	49	1385	66	1119	49
Not Working	832	34	1353	51	710	34	1162	51
Housewives :-	506	100	2248	100	413	100	1929	100
Working	264	52	1102	49	217	53	951	49
Not Working	242	48	1146	51	196	47	978	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	31	53	31	54	31	54
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		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	58	100	58	100	58	100	44	100
		100		99		99		76
				100		100		77
Social Class :-								
AB	19	33	19	33	19	33	17	39
C1	17	30	17	30	17	30	13	30
C2	9	15	9	16	9	16	8	19
D	7	12	7	12	7	12	3	8
E	6	10	5	9	5	9	2	4
Housewife Age :-								
Under 25	1	2	1	2	1	2	1	3
25 - 34	9	16	9	16	9	16	8	19
35 - 44	14	24	14	24	14	24	11	26
45 - 54	13	22	13	23	13	23	11	24
55 - 64	8	14	8	14	8	14	6	13
65 +	13	22	12	22	12	22	7	15
Size of Household :-								
1	15	26	15	26	15	26	6	14
2	21	35	21	36	21	36	15	34
3	9	16	9	16	9	16	8	18
4	10	16	10	17	10	17	10	23
5 +	4	6	4	6	4	6	5	12
Average Household Size	2.43		2.44		2.44		2.90	
Children :-								
Without	41	69	40	69	40	69	28	63
With	18	31	18	31	18	31	17	37
0 - 3	7	12	7	12	7	12	7	16
4 - 9	7	12	7	12	7	12	7	15
10 - 15	9	15	9	15	9	15	7	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		58	100	58	100
Possessing:-	Teletext Set	55	95	55	95
	Remote Ctrl.	58	100	58	100
	Portable Set	39	67	39	67
Screen Size :-	Under 15"	35	61	35	61
	16 to 19"	9	16	9	16
	20" and over	54	93	54	93
Household with :-	Single Set	13	23	13	23
	Two Sets	21	36	21	36
	3+ Sets	24	41	24	41
VCRs :-	Without	5	9	5	9
	With	53	91	53	91
	With 1	33	56	33	56
	With 2+	20	35	20	35

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		141	100	141	100
Which are :-	Teletext Set	102	73	102	73
	Remote Ctrl.	136	96	136	96
	Portable Set	64	46	64	46
Screen Size :-	Under 15"	59	42	59	42
	16 to 19"	12	9	12	9
	20" and over	69	49	69	49
VCR Connected		82	59	82	59

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		142	100	141	100	129	100
Age :-	0 - 3	9	6	9	6	9	7
	4 - 9	9	6	9	6	9	7
	10 - 15	12	8	12	8	9	7
	16 - 19	7	5	7	5	8	6
	20 - 24	6	4	6	4	10	8
	25 - 34	18	13	18	13	15	11
	35 - 44	25	18	25	18	23	18
	45 - 54	22	15	22	15	22	17
	55 - 64	15	10	14	10	8	6
	65 +	20	14	20	14	15	12
Adults :- Total		113	100	112	100	102	100
AB		41	37	41	37	42	42
C1		32	28	32	28	30	29
C2		19	17	19	17	22	21
D		14	12	13	12	6	6
E		7	6	7	6	2	2

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	69	100	73	100	68	100	73	100
Age :-								
0 - 15	14	21	15	20	14	21	15	20
16 - 24	7	10	6	8	7	10	6	8
25 - 34	8	12	10	14	8	12	10	14
35 - 44	13	19	12	16	13	19	12	16
45 - 54	10	15	12	16	10	15	12	16
55 - 64	8	11	7	10	8	11	7	9
65 +	8	12	12	17	8	12	12	16
Adults :-	54	100	59	100	54	100	58	100
AB	21	39	20	35	21	39	20	35
C1	14	25	18	31	14	25	18	31
C2	10	18	9	16	10	18	9	16
D	7	13	7	11	7	13	7	11
E	3	5	5	8	3	5	5	8
Working	41	76	33	56	41	76	33	56
Not Working	13	24	26	44	13	24	26	44
Housewives :-	9	100	49	100	9	100	49	100
Working	7	72	28	57	6	71	28	58
Not Working	3	28	21	43	3	29	21	42

Meridian / Anglia

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4965	100	4874	100	4166	100
Receiving ITV	4874	98	4874	100	4166	100
Receiving Any CH4	4866	98	4866	100	4159	100
Receiving five	3700	75	3700	76	3105	75
Receiving BBC 1	4874	98	4874	100	4166	100
Receiving BBC 2	4874	98	4874	100	4166	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	4965	100	4874	100	4166	100	2751	100
		100		98		84		55
				100		85		56
Social Class :-								
AB	1163	23	1146	24	961	23	726	26
C1	1500	30	1476	30	1267	30	897	33
C2	909	18	899	18	776	19	572	21
D	714	14	701	14	608	15	334	12
E	679	14	652	13	553	13	221	8
Housewife Age :-								
Under 25	246	5	234	5	203	5	103	4
25 - 34	751	15	732	15	621	15	402	15
35 - 44	996	20	980	20	833	20	657	24
45 - 54	847	17	836	17	714	17	523	19
55 - 64	838	17	826	17	716	17	513	19
65 +	1287	26	1266	26	1080	26	553	20
Size of Household :-								
1	1473	30	1410	29	1199	29	463	17
2	1823	37	1805	37	1550	37	1075	39
3	700	14	696	14	593	14	483	18
4	671	14	667	14	574	14	541	20
5 +	298	6	296	6	250	6	189	7
Average Household Size	2.32		2.33		2.33		2.63	
Children :-								
Without	3687	74	3605	74	3086	74	1874	68
With	1278	26	1269	26	1080	26	877	32
0 - 3	440	9	435	9	369	9	266	10
4 - 9	633	13	629	13	531	13	413	15
10 - 15	649	13	645	13	552	13	476	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4874	100	4166	100
Possessing:-	Teletext Set	4299	88	3686	88
	Remote Ctrl.	4810	99	4117	99
	Portable Set	2785	57	2420	58
Screen Size :-	Under 15"	2898	59	2515	60
	16 to 19"	274	6	231	6
	20" and over	4397	90	3763	90
Household with :-	Single Set	1687	35	1392	33
	Two Sets	1796	37	1548	37
	3+ Sets	1391	29	1226	29
VCRs :-	Without	727	15	612	15
	With	4147	85	3554	85
	With 1	3001	62	2575	62
	With 2+	1146	24	979	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10081	100	8679	100
Which are :-	Teletext Set	7090	70	6105	70
	Remote Ctrl.	9504	94	8197	94
	Portable Set	4162	41	3625	42
Screen Size :-	Under 15"	4368	43	3797	44
	16 to 19"	297	3	253	3
	20" and over	5226	52	4457	51
VCR Connected		5623	56	4795	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11511	100	9715	100	7241	100
Age :-	0 - 3	517	4	433	4	311	4
	4 - 9	851	7	713	7	560	8
	10 - 15	889	8	755	8	625	9
	16 - 19	547	5	465	5	426	6
	20 - 24	638	6	541	6	408	6
	25 - 34	1390	12	1156	12	808	11
	35 - 44	1779	15	1489	15	1193	16
	45 - 54	1518	13	1285	13	985	14
	55 - 64	1439	12	1234	13	932	13
	65 +	1942	17	1644	17	992	14
Adults :- Total		9254	100	7813	100	5744	100
AB		2326	25	1938	25	1558	27
C1		2832	31	2409	31	1884	33
C2		1855	20	1579	20	1262	22
D		1340	14	1149	15	699	12
E		901	10	738	9	341	6

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5630	100	5881	100	4747	100	4968	100
Age :-								
0 - 15	1154	21	1103	19	972	20	930	19
16 - 24	596	11	588	10	503	11	503	10
25 - 34	679	12	711	12	564	12	592	12
35 - 44	888	16	891	15	740	16	749	15
45 - 54	757	13	762	13	640	13	645	13
55 - 64	702	12	736	13	603	13	631	13
65 +	853	15	1089	19	725	15	919	19
Adults :-								
AB	1170	26	1155	24	976	26	962	24
C1	1319	29	1513	32	1119	30	1291	32
C2	993	22	862	18	845	22	734	18
D	666	15	674	14	571	15	579	14
E	327	7	574	12	265	7	473	12
Working	2991	67	2361	49	2522	67	1996	49
Not Working	1484	33	2417	51	1253	33	2042	51
Housewives :-								
Working	472	52	2016	50	388	53	1706	50
Not Working	430	48	2047	50	346	47	1726	50

Granada / Border

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3433	100	3371	100	3140	100
Receiving ITV	3371	98	3371	100	3140	100
Receiving Any CH4	3368	98	3368	100	3137	100
Receiving five	3080	90	3080	91	2886	92
Receiving BBC 1	3371	98	3371	100	3140	100
Receiving BBC 2	3371	98	3371	100	3140	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	3433	100	3371	100	3140	100	1910	100
		100		98		91		56
				100		93		57
Social Class :-								
AB	565	16	559	17	518	16	334	17
C1	878	26	860	26	801	26	564	30
C2	616	18	610	18	566	18	393	21
D	602	18	592	18	547	17	302	16
E	772	22	751	22	709	23	317	17
Housewife Age :-								
Under 25	180	5	171	5	160	5	62	3
25 - 34	520	15	506	15	473	15	300	16
35 - 44	706	21	692	21	646	21	464	24
45 - 54	609	18	599	18	557	18	388	20
55 - 64	569	17	560	17	520	17	351	18
65 +	849	25	843	25	784	25	345	18
Size of Household :-								
1	1063	31	1023	30	954	30	366	19
2	1183	34	1171	35	1084	35	720	38
3	540	16	537	16	502	16	356	19
4	442	13	440	13	410	13	314	16
5 +	204	6	201	6	190	6	154	8
Average Household Size	2.31		2.32		2.32		2.60	
Children :-								
Without	2515	73	2462	73	2292	73	1285	67
With	918	27	909	27	848	27	625	33
0 - 3	287	8	283	8	266	8	163	9
4 - 9	455	13	450	13	422	13	320	17
10 - 15	488	14	485	14	453	14	355	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3371	100	3140	100
Possessing:-	Teletext Set	2947	87	2734	87
	Remote Ctrl.	3310	98	3085	98
	Portable Set	1867	55	1730	55
Screen Size :-	Under 15"	1860	55	1722	55
	16 to 19"	122	4	115	4
	20" and over	3065	91	2847	91
Household with :-	Single Set	1299	39	1218	39
	Two Sets	1151	34	1052	33
	3+ Sets	921	27	870	28
VCRs :-	Without	582	17	543	17
	With	2789	83	2598	83
	With 1	1988	59	1851	59
	With 2+	801	24	746	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7049	100	6572	100
Which are :-	Teletext Set	4771	68	4428	67
	Remote Ctrl.	6613	94	6165	94
	Portable Set	2851	40	2649	40
Screen Size :-	Under 15"	2826	40	2629	40
	16 to 19"	145	2	134	2
	20" and over	3875	55	3609	55
VCR Connected		4001	57	3732	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		7916	100	7292	100	4969	100
Age :-	0 - 3	339	4	314	4	196	4
	4 - 9	593	7	546	7	422	8
	10 - 15	651	8	606	8	473	10
	16 - 19	407	5	377	5	304	6
	20 - 24	461	6	425	6	288	6
	25 - 34	978	12	899	12	570	11
	35 - 44	1209	15	1109	15	798	16
	45 - 54	1046	13	959	13	702	14
	55 - 64	974	12	896	12	632	13
	65 +	1259	16	1162	16	584	12
Adults :- Total		6334	100	5827	100	3878	100
AB		1144	18	1050	18	717	18
C1		1697	27	1559	27	1151	30
C2		1272	20	1175	20	861	22
D		1155	18	1058	18	647	17
E		1065	17	985	17	502	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3860	100	4057	100	3542	100	3751	100
Age :-								
0 - 15	812	21	771	19	749	21	717	19
16 - 24	432	11	436	11	397	11	406	11
25 - 34	476	12	501	12	439	12	459	12
35 - 44	595	15	614	15	541	15	569	15
45 - 54	518	13	528	13	473	13	486	13
55 - 64	482	12	492	12	443	13	453	12
65 +	544	14	715	18	501	14	661	18
Adults :-								
AB	565	19	580	18	517	19	533	18
C1	803	26	894	27	735	26	824	27
C2	681	22	592	18	628	22	547	18
D	581	19	574	17	530	19	528	17
E	418	14	647	20	383	14	602	20
Working	1832	60	1518	46	1679	60	1404	46
Not Working	1216	40	1768	54	1114	40	1630	54
Housewives :-								
Working	288	42	1266	46	259	42	1164	46
Not Working	400	58	1478	54	356	58	1361	54

Yorkshire / Tyne Tees

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4013	100	3946	100	3613	100
Receiving ITV	3946	98	3946	100	3613	100
Receiving Any CH4	3943	98	3943	100	3612	100
Receiving five	3666	91	3666	93	3362	93
Receiving BBC 1	3946	98	3946	100	3613	100
Receiving BBC 2	3946	98	3946	100	3613	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	4013	100	3946	100	3613	100	2317	100
		100		98		90		58
				100		92		59
Social Class :-								
AB	567	14	561	14	511	14	365	16
C1	1034	26	1023	26	941	26	696	30
C2	738	18	732	19	664	18	512	22
D	746	19	738	19	670	19	389	17
E	927	23	892	23	828	23	355	15
Housewife Age :-								
Under 25	228	6	221	6	202	6	107	5
25 - 34	603	15	587	15	537	15	360	16
35 - 44	803	20	790	20	725	20	542	23
45 - 54	716	18	702	18	642	18	469	20
55 - 64	655	16	647	16	595	16	379	16
65 +	1007	25	998	25	913	25	461	20
Size of Household :-								
1	1226	31	1179	30	1082	30	411	18
2	1423	35	1414	36	1292	36	880	38
3	637	16	634	16	579	16	484	21
4	496	12	491	12	452	13	358	15
5 +	230	6	227	6	208	6	184	8
Average Household Size	2.29		2.30		2.30		2.61	
Children :-								
Without	2967	74	2909	74	2663	74	1567	68
With	1046	26	1037	26	951	26	749	32
0 - 3	328	8	324	8	295	8	209	9
4 - 9	512	13	507	13	465	13	343	15
10 - 15	547	14	543	14	501	14	423	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3946	100	3613	100
Possessing:-	Teletext Set	3484	88	3181	88
	Remote Ctrl.	3918	99	3585	99
	Portable Set	2306	58	2111	58
Screen Size :-	Under 15"	2220	56	2037	56
	16 to 19"	271	7	233	6
	20" and over	3688	93	3382	94
Household with :-	Single Set	1396	35	1284	36
	Two Sets	1354	34	1245	34
	3+ Sets	1196	30	1084	30
VCRs :-	Without	547	14	481	13
	With	3399	86	3132	87
	With 1	2410	61	2238	62
	With 2+	989	25	894	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8363	100	7664	100
Which are :-	Teletext Set	5754	69	5252	69
	Remote Ctrl.	7955	95	7291	95
	Portable Set	3586	43	3283	43
Screen Size :-	Under 15"	3444	41	3172	41
	16 to 19"	334	4	286	4
	20" and over	4510	54	4145	54
VCR Connected		4705	56	4314	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		9201	100	8320	100	6039	100
Age :-	0 - 3	384	4	344	4	249	4
	4 - 9	676	7	610	7	466	8
	10 - 15	737	8	674	8	569	9
	16 - 19	467	5	422	5	354	6
	20 - 24	554	6	501	6	382	6
	25 - 34	1114	12	998	12	696	12
	35 - 44	1402	15	1269	15	995	16
	45 - 54	1243	14	1118	13	844	14
	55 - 64	1135	12	1032	12	704	12
	65 +	1489	16	1352	16	780	13
Adults :- Total		7403	100	6692	100	4756	100
AB		1148	16	1038	16	794	17
C1		1998	27	1825	27	1500	32
C2		1520	21	1372	20	1110	23
D		1439	19	1294	19	802	17
E		1297	18	1163	17	549	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4496	100	4705	100	4053	100	4267	100
Age :-								
0 - 15	923	21	874	19	836	21	792	19
16 - 24	508	11	513	11	457	11	466	11
25 - 34	547	12	566	12	486	12	512	12
35 - 44	691	15	711	15	625	15	644	15
45 - 54	619	14	624	13	555	14	564	13
55 - 64	562	13	573	12	506	12	526	12
65 +	646	14	843	18	588	15	764	18
Adults :-	3573	100	3830	100	3216	100	3476	100
AB	575	16	574	15	518	16	520	15
C1	940	26	1059	28	857	27	968	28
C2	812	23	709	19	728	23	644	19
D	731	20	708	18	658	20	636	18
E	516	14	782	20	455	14	708	20
Working	2170	61	1735	45	1960	61	1575	45
Not Working	1403	39	2096	55	1257	39	1901	55
Housewives :-	772	100	3241	100	671	100	2943	100
Working	341	44	1456	45	295	44	1324	45
Not Working	431	56	1784	55	375	56	1618	55

Granada North

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7385	100	7259	100	6765	100
Receiving ITV	7259	98	7259	100	6765	100
Receiving Any CH4	7251	98	7251	100	6759	100
Receiving five	6707	91	6707	92	6256	92
Receiving BBC 1	7259	98	7259	100	6765	100
Receiving BBC 2	7259	98	7259	100	6765	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	7385	100	7259	100	6765	100	4229	100
		100		98		92		57
				100		93		58
Social Class :-								
AB	1123	15	1111	15	1029	15	698	17
C1	1898	26	1868	26	1744	26	1260	30
C2	1343	18	1331	18	1231	18	907	21
D	1335	18	1317	18	1221	18	690	16
E	1687	23	1631	22	1540	23	674	16
Housewife Age :-								
Under 25	405	5	390	5	364	5	168	4
25 - 34	1116	15	1086	15	1009	15	661	16
35 - 44	1496	20	1470	20	1374	20	1008	24
45 - 54	1313	18	1289	18	1201	18	858	20
55 - 64	1214	16	1198	17	1117	17	728	17
65 +	1841	25	1826	25	1700	25	805	19
Size of Household :-								
1	2271	31	2184	30	2041	30	779	18
2	2584	35	2564	35	2379	35	1598	38
3	1168	16	1162	16	1082	16	840	20
4	932	13	925	13	863	13	674	16
5 +	431	6	424	6	399	6	338	8
Average Household Size	2.30		2.31		2.31		2.60	
Children :-								
Without	5437	74	5328	73	4963	73	2851	67
With	1948	26	1931	27	1802	27	1378	33
0 - 3	609	8	601	8	561	8	371	9
4 - 9	959	13	949	13	888	13	665	16
10 - 15	1028	14	1021	14	955	14	780	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7259	100	6765	100
Possessing:-	Teletext Set	6377	88	5925	88
	Remote Ctrl.	7170	99	6680	99
	Portable Set	4140	57	3839	57
Screen Size :-	Under 15"	4045	56	3758	56
	16 to 19"	389	5	349	5
	20" and over	6700	92	6238	92
Household with :-	Single Set	2675	37	2517	37
	Two Sets	2483	34	2295	34
	3+ Sets	2100	29	1952	29
VCRs :-	Without	1112	15	1026	15
	With	6146	85	5739	85
	With 1	4370	60	4101	61
	With 2+	1776	24	1638	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15287	100	14247	100
Which are :-	Teletext Set	10444	68	9691	68
	Remote Ctrl.	14457	95	13467	95
	Portable Set	6389	42	5935	42
Screen Size :-	Under 15"	6225	41	5805	41
	16 to 19"	474	3	422	3
	20" and over	8318	54	7759	54
VCR Connected		8642	57	8051	57

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		16978	100	15633	100	11011	100
Age :-	0 - 3	715	4	658	4	443	4
	4 - 9	1259	7	1158	7	890	8
	10 - 15	1379	8	1280	8	1045	9
	16 - 19	868	5	802	5	659	6
	20 - 24	1007	6	928	6	669	6
	25 - 34	2076	12	1896	12	1266	11
	35 - 44	2588	15	2382	15	1794	16
	45 - 54	2268	13	2080	13	1547	14
	55 - 64	2091	12	1931	12	1336	12
	65 +	2727	16	2518	16	1362	12
Adults :-	Total	13626	100	12537	100	8633	100
	AB	2273	17	2087	17	1509	17
	C1	3669	27	3388	27	2652	31
	C2	2768	20	2549	20	1972	23
	D	2570	19	2361	19	1447	17
	E	2345	17	2153	17	1053	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8288	100	8690	100	7607	100	8026	100
Age :-								
0 - 15	1720	21	1632	19	1587	21	1510	19
16 - 24	934	11	942	11	856	11	874	11
25 - 34	1016	12	1061	12	925	12	971	12
35 - 44	1275	15	1313	15	1168	15	1214	15
45 - 54	1126	14	1142	13	1029	14	1051	13
55 - 64	1036	12	1055	12	951	12	980	12
65 +	1182	14	1544	18	1092	14	1426	18
Adults :-	6568	100	7058	100	6020	100	6517	100
AB	1129	17	1144	16	1035	17	1052	16
C1	1732	26	1937	27	1594	26	1794	28
C2	1479	23	1290	18	1357	23	1191	18
D	1300	20	1270	18	1193	20	1167	18
E	928	14	1418	20	841	14	1312	20
Working	3971	60	3229	46	3644	61	2981	46
Not Working	2597	40	3829	54	2376	39	3536	54
Housewives :-	1448	100	5937	100	1291	100	5473	100
Working	623	43	2704	46	557	43	2490	45
Not Working	825	57	3233	54	735	57	2983	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	1233	100	1207	100	1113	100	322	100	791	100
Receiving S4C	1113	90	1113	92	1113	100	322	100	791	100
Receiving ITV	1207	98	1207	100	1113	100	322	100	791	100
Receiving CH4	872	71	872	72	781	70	214	66	567	72
Receiving five	965	78	965	80	885	79	263	82	622	79
Receiving BBC 1	1207	98	1207	100	1113	100	322	100	791	100
Receiving BBC 2	1207	98	1207	100	1113	100	322	100	791	100

Table 2a Analysis of Households								
	All Households		TV Households		S4C Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1233	100	1207	100	1113	100	747	100
		100		98		90		61
				100		92		62
Social Class :-								
AB	173	14	171	14	157	14	123	16
C1	324	26	317	26	293	26	202	27
C2	245	20	242	20	224	20	173	23
D	221	18	218	18	198	18	128	17
E	270	22	260	22	240	22	121	16
Housewife Age :-								
Under 25	67	5	65	5	60	5	30	4
25 - 34	181	15	177	15	162	15	113	15
35 - 44	234	19	228	19	212	19	165	22
45 - 54	217	18	211	17	196	18	150	20
55 - 64	211	17	208	17	191	17	130	17
65 +	323	26	319	26	292	26	158	21
Size of Household :-								
1	364	30	347	29	314	28	129	17
2	433	35	428	35	394	35	285	38
3	198	16	196	16	183	16	148	20
4	158	13	158	13	147	13	126	17
5 +	80	6	79	7	74	7	59	8
Average Household Size	2.34		2.35		2.37		2.63	
Children :-								
Without	903	73	880	73	809	73	501	67
With	330	27	327	27	304	27	246	33
0 - 3	108	9	106	9	98	9	69	9
4 - 9	164	13	163	13	151	14	126	17
10 - 15	174	14	173	14	161	14	141	19
No. of Welsh Speakers :-								
0	888	72	867	72	791	71	501	67
1	189	15	185	15	174	16	116	16
2	97	8	96	8	92	8	83	11
3	34	3	34	3	32	3	29	4
4	17	1	17	1	17	2	14	2
5+	7	1	7	1	7	1	3	0
Average	0.48		0.49		0.50		0.59	

Table 2b Analysis of Households								
	All Households		TV Households		S4C/Welsh Speaking Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	1233	100 100	1207	100 98 100	322	100 26 27	246	100 20 20
Social Class :-								
AB	173	14	171	14	63	20	57	23
C1	324	26	317	26	90	28	59	24
C2	245	20	242	20	68	21	64	26
D	221	18	218	18	52	16	40	16
E	270	22	260	22	49	15	25	10
Housewife Age :-								
Under 25	67	5	65	5	14	4	8	3
25 - 34	181	15	177	15	51	16	46	19
35 - 44	234	19	228	19	74	23	59	24
45 - 54	217	18	211	17	58	18	50	20
55 - 64	211	17	208	17	49	15	37	15
65 +	323	26	319	26	76	23	46	19
Size of Household :-								
1	364	30	347	29	67	21	27	11
2	433	35	428	35	101	31	78	32
3	198	16	196	16	62	19	59	24
4	158	13	158	13	60	19	56	23
5 +	80	6	79	7	32	10	25	10
Average Household Size	2.34		2.35		2.69		2.93	
Children :-								
Without	903	73	880	73	204	63	142	58
With	330	27	327	27	118	37	104	42
0 - 3	108	9	106	9	32	10	26	11
4 - 9	164	13	163	13	61	19	57	23
10 - 15	174	14	173	14	69	21	61	25
No. of Welsh Speakers :-								
0	888	72	867	72	0	0	0	0
1	189	15	185	15	174	54	117	48
2	97	8	96	8	92	29	82	34
3	34	3	34	3	32	10	29	12
4	17	1	17	1	17	5	14	6
5+	7	1	7	1	7	2	3	1
Average	0.48		0.49		1.74		1.80	

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		S4C Households	
		000's	%	000's	%
Total		1207	100	1113	100
Possessing :-	Teletext Set	1101	91	1019	92
	Remote Ctrl.	1186	98	1095	98
	Portable Set	677	56	633	57
Screen Size :-	Under 15"	671	56	628	56
	16 to 19"	45	4	40	4
	20" and over	1108	92	1023	92
Household with :-	Single Set	407	34	366	33
	Two Sets	487	40	456	41
	3+ Sets	312	26	291	26
VCRs :-	Without	168	14	151	14
	With	1039	86	962	86
	With 1	727	60	673	60
	With 2+	312	26	289	26

Table 4		TV Set Profile			
		TV Households		S4C Households	
		000's	%	000's	%
Total		2449	100	2278	100
Which are :-	Teletext Set	1743	71	1622	71
	Remote Ctrl.	2318	95	2157	95
	Portable Set	974	40	912	40
Screen Size :-	Under 15"	965	39	905	40
	16 to 19"	50	2	44	2
	20" and over	1369	56	1269	56
VCR Connected		1458	60	1352	59

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		2882	100	2637	100	1962	100
Age :-	0 - 3	125	4	114	4	79	4
	4 - 9	213	7	195	7	164	8
	10 - 15	235	8	219	8	193	10
	16 - 19	153	5	142	5	113	6
	20 - 24	168	6	153	6	109	6
	25 - 34	333	12	300	11	221	11
	35 - 44	417	14	381	14	297	15
	45 - 54	380	13	349	13	271	14
	55 - 64	367	13	337	13	240	12
	65 +	490	17	446	17	274	14
Adults :-	Total	2309	100	2108	100	1526	100
	AB	350	15	320	15	255	17
	C1	628	27	576	27	427	28
	C2	511	22	471	22	383	25
	D	436	19	396	19	269	18
	E	383	17	345	16	192	13

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Households			
		Total		2+ TV Sets	
		000's	%	000's	%
Total		866	100	715	100
Age :-	0 - 3	37	4	81	4
	4 - 9	81	9	204	10
	10 - 15	95	11	238	12
	16 - 19	52	6	125	6
	20 - 24	46	5	90	5
	25 - 34	98	11	234	12
	35 - 44	136	16	301	15
	45 - 54	109	13	254	13
	55 - 64	91	11	204	10
	65 +	120	14	231	12
Adults :-	Total	653	100	1439	100
	AB	135	21	354	23
	C1	189	29	385	25
	C2	150	23	405	27
	D	110	17	262	17
	E	70	11	119	8

Table 6a		Analysis of Individuals						
	All Households				S4C Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1400	100	1482	100	1282	100	1355	100
Age :-								
0 - 15	295	21	278	19	272	21	257	19
16 - 24	159	11	162	11	147	11	148	11
25 - 34	161	11	172	12	144	11	156	12
35 - 44	204	15	213	14	186	14	195	14
45 - 54	187	13	194	13	172	13	177	13
55 - 64	181	13	186	13	166	13	171	13
65 +	213	13	277	19	196	15	251	19
Adults :-	1105	100	1204	100	1010	100	1099	100
AB	176	16	174	14	161	16	159	14
C1	295	27	333	28	272	27	304	28
C2	271	25	241	20	250	25	222	20
D	216	20	220	18	195	19	201	18
E	147	13	236	20	132	13	212	19
Working	633	57	506	42	579	57	461	42
Not Working	472	57	697	58	431	43	638	58
Housewives :-	223	100	1010	100	194	100	919	100
Working	89	40	428	42	76	39	388	42
Not Working	134	60	582	58	118	61	531	58

Table 6b		Analysis of Individuals			
	S4C/Welsh Speaking Households				
	Males		Females		
	000's	%	000's	%	
Total	417	100	449	100	
Age :-					
0 - 15	105	25	107	24	
16 - 24	48	11	50	11	
25 - 34	46	11	53	12	
35 - 44	65	16	72	16	
45 - 54	55	13	54	12	
55 - 64	46	11	45	10	
65 +	53	13	67	15	
Adults :-	312	100	341	100	
AB	67	22	67	20	
C1	90	29	99	29	
C2	77	25	73	21	
D	53	17	56	17	
E	24	8	45	13	
Working	199	64	163	48	
Not Working	113	36	179	52	
Housewives :-	42	100	280	100	
Working	18	43	138	49	
Not Working	24	57	141	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	25322	100	24740	100	12883	100	9546	100
Receiving ITV	24740	98	24740	100	12883	100	9546	100
Receiving Any CH4	24697	98	24697	100	12883	100	9546	100
Receiving five	21790	86	21790	88	12843	100	9506	100
Receiving 1+ Non Terrestrial	12883	51	12883	52	12883	100	9546	100
Receiving 1+ Non Terrestrial via Dish	9546	38	9546	39	9546	74	9546	100
Receiving BBC 1	24740	98	24740	100	12883	100	9546	100
Receiving BBC 2	24740	98	24740	100	12883	100	9546	100

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

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

Table 4		TV Set Profile					
		TV Households		Non-Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		50693	100	30838	100	23410	100
Which are :-	Teletext Set	35209	69	21821	71	16777	72
	Remote Ctrl.	47849	94	29319	95	22259	95
	Portable Set	21017	41	13471	44	10294	44
Screen Size :-	Under 15"	20926	41	13316	43	10191	44
	16 to 19"	1657	3	961	3	704	3
	20" and over	27170	54	16089	52	12148	52
VCR Connected		27762	55	17379	56	13085	56
Sets Receiving 1+ Non-Terrestrial Channels		16674	33	16674	54	12638	54
Sets Receiving 1+ Non-Terrestrial Channels via Dish Antenna		12638	25	12638	41	12638	53

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

Table 6a		Analysis of Individuals						
	All Households				Non Terrestrial Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28696	100	29946	100	17703	100	17204	100
Age :-								
0 - 15	5949	21	5664	19	4220	24	3929	23
16 - 24	3227	11	3215	11	2102	12	1939	11
25 - 34	3860	13	3931	13	2461	14	2488	14
35 - 44	4508	16	4601	15	2978	17	3101	18
45 - 54	3792	13	3860	13	2431	14	2419	14
55 - 64	3398	12	3509	12	1913	11	1849	11
65 +	3962	12	5166	17	1598	9	1479	9
Adults :-	22748	100	24282	100	13483	100	13275	100
AB	4926	22	4857	20	3106	23	2947	22
C1	6394	28	7177	30	4027	30	4054	31
C2	4981	22	4325	18	3201	24	2830	21
D	3858	17	3863	16	2176	16	2111	16
E	2587	11	4060	17	974	7	1334	10
Working	14423	63	11438	47	9493	70	7319	55
Not Working	8325	37	12844	53	3990	30	5956	45
Housewives :-	5030	100	20292	100	2048	100	10835	100
Working	2425	48	9593	47	1179	58	6174	57
Not Working	2605	52	10699	53	869	42	4661	43

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

Table 7 Non Terrestrial Penetration by Region								
	Total TV Households		Non Terrestrial Households		Home ITV Households		Home ITV + Non Terrestrial Households	
	000's	%	000's	%	000's	%	000's	%
All Areas	24740	100	12883	100	24740	100	12883	100
London	5760	23	3093	24	4959	20	2689	21
Midlands	4716	19	2367	18	3794	15	1937	15
North West	3103	13	1667	13	2838	11	1543	12
Yorkshire	2844	11	1371	11	2475	10	1194	9
Central Scotland	1625	7	854	7	1547	6	817	6
North Scotland	574	2	283	2	524	2	268	2
Central Scotland & North Scotland	2078	8	1080	8	2074	8	1079	8
Wales & West	2193	9	1219	9	2008	8	1133	9
South & South East & Ch. Islands	2763	11	1480	11	2400	10	1322	10
North East	1396	6	744	6	1158	5	634	5
East	2238	9	1184	9	1769	7	962	7
South West	885	4	426	3	736	3	352	3
Ulster	621	3	266	2	621	3	266	2
Border	335	1	153	1	300	1	140	1
West	1276	5	668	5	1034	4	527	4
Wales	1235	5	757	6	1108	4	701	5
South & South East	2705	11	1447	11	2342	9	1289	10
Channel Islands	58	0	33	0	58	0	33	0
Meridian / Anglia	4874	20	2598	20	4166	17	2275	18
Granada / Border	3371	14	1793	14	3140	13	1681	13
Yorkshire / Tyne Tees	3946	16	1987	15	3613	15	1819	14
Granada North	7259	29	3750	29	6765	27	3508	27
S4C	1207	5	740	6	1113	4	704	5

Channel Four - All Macro Regions

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25322	100	24740	100	24740	100
Receiving ITV	24740	98	24740	100	24740	100
Receiving Any CH4	24697	98	24697	100	24697	100
Receiving five	21790	86	21790	88	21790	88
Receiving BBC 1	24740	98	24740	100	24740	100
Receiving BBC 2	24740	98	24740	100	24740	100

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

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

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

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		58642	100	57689	100	41333	100
Age :-	0 - 3	2622	4	2576	4	1790	4
	4 - 9	4344	7	4292	7	3344	8
	10 - 15	4647	8	4610	8	3824	9
	16 - 19	2888	5	2843	5	2415	6
	20 - 24	3555	6	3450	6	2405	6
	25 - 34	7791	13	7588	13	5081	12
	35 - 44	9109	16	8962	16	6703	16
	45 - 54	7652	13	7536	13	5715	14
	55 - 64	6907	12	6814	12	4879	12
	65 +	9129	16	9019	16	5177	13
Adults :- Total		47030	100	46212	100	32375	100
AB		9783	21	9646	21	7376	23
C1		13572	29	13331	29	9870	30
C2		9307	20	9229	20	7147	22
D		7721	16	7620	16	4817	15
E		6647	14	6385	14	3166	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28696	100	29946	100	28154	100	29535	100
Age :-								
0 - 15	5949	21	5664	19	5881	21	5596	19
16 - 24	3227	11	3215	11	3144	11	3150	11
25 - 34	3860	13	3931	13	3746	13	3842	13
35 - 44	4508	16	4601	15	4414	16	4547	15
45 - 54	3792	13	3860	13	3720	13	3815	13
55 - 64	3398	12	3509	12	3340	12	3474	12
65 +	3962	14	5166	17	3909	14	5110	17
Adults :-								
AB	4926	22	4857	20	4849	22	4797	20
C1	6394	28	7177	30	6262	28	7069	30
C2	4981	22	4325	18	4928	22	4301	18
D	3858	17	3863	16	3793	17	3827	16
E	2587	11	4060	17	2441	11	3944	16
Working	14423	63	11438	47	14208	64	11328	47
Not Working	8325	37	12844	53	8065	36	12610	53
Housewives :-								
Working	2425	48	9593	47	2310	49	9502	47
Not Working	2605	52	10699	53	2426	51	10502	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	5958	100	5760	100	4959	100
Receiving ITV	5760	97	5760	100	4959	100
Receiving Any CH4	5743	96	5743	100	4951	100
Receiving five	5284	89	5284	92	4709	95
Receiving BBC 1	5760	97	5760	100	4959	100
Receiving BBC 2	5760	97	5760	100	4959	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	5958	100	5760	100	4959	100	2998	100
		100		97		83		50
				100		86		52
Social Class :-								
AB	1538	26	1501	26	1292	26	872	29
C1	1821	31	1767	31	1523	31	923	31
C2	903	15	889	15	752	15	499	17
D	752	13	730	13	621	13	346	12
E	944	16	874	15	770	16	357	12
Housewife Age :-								
Under 25	330	6	303	5	263	5	124	4
25 - 34	1216	20	1157	20	1024	21	573	19
35 - 44	1312	22	1273	22	1123	23	727	24
45 - 54	997	17	970	17	842	17	603	20
55 - 64	832	14	814	14	677	14	424	14
65 +	1270	21	1243	22	1030	21	547	18
Size of Household :-								
1	1908	32	1778	31	1535	31	593	20
2	1899	32	1863	32	1577	32	961	32
3	900	15	886	15	775	16	589	20
4	839	14	829	14	721	15	572	19
5 +	412	7	404	7	351	7	283	9
Average Household Size	2.35		2.37		2.38		2.71	
Children :-								
Without	4337	73	4166	72	3574	72	1960	65
With	1621	27	1594	28	1384	28	1038	35
0 - 3	590	10	575	10	501	10	326	11
4 - 9	802	13	789	14	681	14	506	17
10 - 15	796	13	788	14	683	14	567	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5760	100	4959	100
Possessing:-	Teletext Set	4885	85	4220	85
	Remote Ctrl.	5658	98	4865	98
	Portable Set	3112	54	2659	54
Screen Size :-	Under 15"	3137	54	2649	53
	16 to 19"	424	7	381	8
	20" and over	5076	88	4393	89
Household with :-	Single Set	2247	39	1949	39
	Two Sets	2063	36	1765	36
	3+ Sets	1450	25	1244	25
VCRs :-	Without	1285	22	1153	23
	With	4475	78	3806	77
	With 1	3332	58	2817	57
	With 2+	1143	20	989	20

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11285	100	9681	100
Which are :-	Teletext Set	7653	68	6637	69
	Remote Ctrl.	10611	94	9092	94
	Portable Set	4439	39	3768	39
Screen Size :-	Under 15"	4466	40	3754	39
	16 to 19"	465	4	418	4
	20" and over	6119	54	5318	55
VCR Connected		5919	52	5049	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		14003	100	11809	100	8122	100
Age :-	0 - 3	704	5	596	5	379	5
	4 - 9	1071	8	907	8	671	8
	10 - 15	1085	8	929	8	772	10
	16 - 19	647	5	543	5	455	6
	20 - 24	883	6	745	6	522	6
	25 - 34	2309	16	1977	17	1200	15
	35 - 44	2288	16	1956	17	1316	16
	45 - 54	1724	12	1465	12	1106	14
	55 - 64	1424	10	1169	10	811	10
	65 +	1869	13	1521	13	889	11
Adults :- Total		11144	100	9377	100	6299	100
AB		3085	28	2613	28	1904	30
C1		3444	31	2906	31	1912	30
C2		1883	17	1583	17	1157	18
D		1440	13	1207	13	758	12
E		1292	12	1069	11	567	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	6902	100	7102	100	5814	100	5995	100
Age :-								
0 - 15	1460	21	1399	20	1248	21	1184	20
16 - 24	758	11	772	11	636	11	653	11
25 - 34	1176	17	1133	16	1005	17	971	16
35 - 44	1143	17	1145	16	970	17	986	16
45 - 54	855	12	869	12	722	12	743	12
55 - 64	697	10	726	10	571	10	598	10
65 +	811	12	1058	15	661	11	860	14
Adults :-								
AB	1576	29	1509	26	1331	29	1282	27
C1	1619	30	1825	32	1367	30	1538	32
C2	1016	19	866	15	852	19	730	15
D	732	13	708	12	610	13	597	12
E	498	9	795	14	405	9	664	14
Working	3672	67	2799	49	3122	68	2390	50
Not Working	1769	33	2904	51	1444	32	2421	50
Housewives :-								
Working	757	56	2258	49	637	58	1912	50
Not Working	589	44	2354	51	464	42	1945	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	7908	100	7759	100	6950	100
Receiving ITV	7759	98	7759	100	6950	100
Receiving Any CH4	7746	98	7746	100	6939	100
Receiving five	5922	75	5922	76	5230	75
Receiving BBC 1	7759	98	7759	100	6950	100
Receiving BBC 2	7759	98	7759	100	6950	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	7908	100	7759	100	6950	100	4575	100
		100		98		88		58
				100		90		59
Social Class :-								
AB	1621	20	1596	21	1398	20	1051	23
C1	2340	30	2301	30	2067	30	1423	31
C2	1513	19	1494	19	1357	20	1015	22
D	1212	15	1192	15	1080	16	619	14
E	1222	15	1175	15	1048	15	467	10
Housewife Age :-								
Under 25	392	5	375	5	341	5	165	4
25 - 34	1189	15	1160	15	1031	15	679	15
35 - 44	1559	20	1532	20	1368	20	1049	23
45 - 54	1357	17	1333	17	1194	17	893	20
55 - 64	1343	17	1323	17	1195	17	848	19
65 +	2068	26	2036	26	1821	26	943	21
Size of Household :-								
1	2352	30	2253	29	2010	29	794	17
2	2902	37	2872	37	2581	37	1789	39
3	1135	14	1127	15	1010	15	800	17
4	1038	13	1032	13	924	13	843	18
5 +	481	6	476	6	424	6	349	8
Average Household Size	2.31		2.33		2.33		2.63	
Children :-								
Without	5883	74	5750	74	5156	74	3126	68
With	2025	26	2009	26	1794	26	1449	32
0 - 3	682	9	674	9	597	9	432	9
4 - 9	1011	13	1004	13	894	13	703	15
10 - 15	1038	13	1032	13	926	13	809	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7759	100	6950	100
Possessing:-	Teletext Set	6926	89	6217	89
	Remote Ctrl.	7648	99	6853	99
	Portable Set	4454	57	4025	58
Screen Size :-	Under 15"	4571	59	4126	59
	16 to 19"	388	5	339	5
	20" and over	7018	90	6312	91
Household with :-	Single Set	2683	35	2359	34
	Two Sets	2903	37	2613	38
	3+ Sets	2172	28	1978	28
VCRs :-	Without	1127	15	1014	15
	With	6632	85	5935	85
	With 1	4867	63	4372	63
	With 2+	1764	23	1564	22

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15977	100	14363	100
Which are :-	Teletext Set	11421	71	10283	72
	Remote Ctrl.	15099	95	13590	95
	Portable Set	6625	41	6001	42
Screen Size :-	Under 15"	6841	43	6181	43
	16 to 19"	423	3	373	3
	20" and over	8386	52	7533	52
VCR Connected		8926	56	7949	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		18296	100	16174	100	12023	100
Age :-	0 - 3	798	4	699	4	512	4
	4 - 9	1349	7	1191	7	945	8
	10 - 15	1425	8	1272	8	1075	9
	16 - 19	867	5	767	5	704	6
	20 - 24	1019	6	905	6	644	5
	25 - 34	2189	12	1909	12	1354	11
	35 - 44	2778	15	2443	15	1897	16
	45 - 54	2419	13	2139	13	1669	14
	55 - 64	2318	13	2071	13	1559	13
	65 +	3134	17	2779	17	1663	14
Adults :-	Total	14723	100	13013	100	9491	100
	AB	3245	22	2814	22	2265	24
	C1	4453	30	3962	30	2999	32
	C2	3081	21	2764	21	2214	23
	D	2288	16	2045	16	1283	14
	E	1656	11	1428	11	729	8

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8941	100	9355	100	7901	100	8273	100
Age :-								
0 - 15	1831	20	1742	19	1621	21	1541	19
16 - 24	953	11	933	10	843	11	829	10
25 - 34	1067	12	1122	12	929	12	981	12
35 - 44	1380	15	1398	15	1208	15	1235	15
45 - 54	1201	13	1218	13	1063	13	1076	13
55 - 64	1132	13	1186	13	1011	13	1060	13
65 +	1378	15	1755	19	1227	16	1552	19
Adults :-	7111	100	7613	100	6281	100	6733	100
AB	1634	23	1611	21	1418	23	1395	21
C1	2090	29	2364	31	1858	30	2104	31
C2	1635	23	1447	19	1464	23	1300	19
D	1131	16	1157	15	1008	16	1037	15
E	621	9	1034	14	533	8	896	13
Working	4585	64	3624	48	4042	64	3198	48
Not Working	2526	36	3989	52	2239	36	3534	52
Housewives :-	1430	100	6478	100	1219	100	5730	100
Working	697	49	3097	48	594	49	2738	48
Not Working	733	51	3381	52	625	51	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	4803	100	4716	100	3794	100
Receiving ITV	4716	98	4716	100	3794	100
Receiving Any CH4	4711	98	4711	100	3791	100
Receiving five	4427	92	4427	94	3659	96
Receiving BBC 1	4716	98	4716	100	3794	100
Receiving BBC 2	4716	98	4716	100	3794	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	4803	100	4716	100	3794	100	2497	100
		100		98		79		52
				100		80		53
Social Class :-								
AB	874	18	858	18	704	19	516	21
C1	1275	27	1255	27	1000	26	720	29
C2	912	19	905	19	720	19	528	21
D	865	18	854	18	681	18	434	17
E	877	18	844	18	689	18	299	12
Housewife Age :-								
Under 25	264	5	253	5	201	5	113	5
25 - 34	766	16	750	16	607	16	425	17
35 - 44	973	20	958	20	776	20	579	23
45 - 54	837	17	825	17	668	18	488	20
55 - 64	784	16	770	16	616	16	440	18
65 +	1179	25	1160	25	926	24	452	18
Size of Household :-								
1	1392	29	1335	28	1065	28	452	18
2	1735	36	1718	36	1383	36	981	39
3	750	16	745	16	606	16	462	18
4	628	13	623	13	500	13	425	17
5 +	299	6	295	6	240	6	176	7
Average Household Size	2.34		2.35		2.36		2.58	
Children :-								
Without	3523	73	3446	73	2767	73	1679	67
With	1280	27	1270	27	1027	27	817	33
0 - 3	425	9	421	9	336	9	262	10
4 - 9	627	13	620	13	496	13	380	15
10 - 15	668	14	665	14	546	14	451	18

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4716	100	3794	100
Possessing:-	Teletext Set	4189	89	3413	90
	Remote Ctrl.	4627	98	3735	98
	Portable Set	2751	58	2251	59
Screen Size :-	Under 15"	2713	58	2199	58
	16 to 19"	262	6	225	6
	20" and over	4353	92	3515	93
Household with :-	Single Set	1646	35	1285	34
	Two Sets	1746	37	1429	38
	3+ Sets	1323	28	1081	28
VCRs :-	Without	843	18	704	19
	With	3873	82	3090	81
	With 1	2730	58	2131	56
	With 2+	1143	24	959	25

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9787	100	8005	100
Which are :-	Teletext Set	6783	69	5641	70
	Remote Ctrl.	9162	94	7490	94
	Portable Set	4077	42	3367	42
Screen Size :-	Under 15"	4004	41	3264	41
	16 to 19"	318	3	275	3
	20" and over	5286	54	4311	54
VCR Connected		5415	55	4417	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		11226	100	8940	100	6434	100
Age :-	0 - 3	509	5	402	4	304	5
	4 - 9	827	7	653	7	507	8
	10 - 15	902	8	732	8	613	10
	16 - 19	574	5	464	5	361	6
	20 - 24	664	6	523	6	343	5
	25 - 34	1416	13	1127	13	805	13
	35 - 44	1734	15	1389	16	1069	17
	45 - 54	1469	13	1177	13	866	13
	55 - 64	1371	12	1085	12	786	12
	65 +	1760	16	1389	16	781	12
Adults :- Total		8988	100	7153	100	5011	100
AB		1740	19	1404	20	1083	22
C1		2473	28	1953	27	1462	29
C2		1883	21	1498	21	1136	23
D		1681	19	1337	19	875	17
E		1210	13	961	13	454	9

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5517	100	5709	100	4385	100	4555	100
Age :-								
0 - 15	1141	21	1097	19	912	21	875	19
16 - 24	633	11	605	11	502	11	485	11
25 - 34	700	13	716	13	557	13	570	13
35 - 44	860	16	874	15	686	16	703	15
45 - 54	729	13	740	13	580	13	597	13
55 - 64	684	12	687	12	540	12	545	12
65 +	770	14	990	17	608	14	781	17
Adults :-	4375	100	4613	100	3472	100	3680	100
AB	876	20	865	19	704	20	700	19
C1	1180	27	1293	28	934	27	1019	28
C2	1012	23	871	19	803	23	695	19
D	843	19	839	18	669	19	668	18
E	465	11	745	16	363	10	598	16
Working	2836	65	2224	48	2254	65	1780	48
Not Working	1539	35	2389	52	1219	35	1901	52
Housewives :-	891	100	3912	100	689	100	3105	100
Working	442	50	1921	49	345	50	1533	49
Not Working	450	50	1991	51	344	50	1572	51

Channel Four - North Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7130	100	7007	100	6466	100
Receiving ITV	7007	98	7007	100	6466	100
Receiving Any CH4	7000	98	7000	100	6460	100
Receiving five	6530	92	6530	93	6059	94
Receiving BBC 1	7007	98	7007	100	6466	100
Receiving BBC 2	7007	98	7007	100	6466	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	7130	100	7007	100	6466	100	4030	100
		100		98		91		57
				100		92		58
Social Class :-								
AB	1074	15	1063	15	971	15	659	16
C1	1834	26	1806	26	1669	26	1209	30
C2	1286	18	1275	18	1167	18	856	21
D	1293	18	1275	18	1170	18	655	16
E	1642	23	1587	23	1488	23	651	16
Housewife Age :-								
Under 25	395	6	380	5	352	5	163	4
25 - 34	1083	15	1054	15	971	15	628	16
35 - 44	1447	20	1422	20	1315	20	964	24
45 - 54	1273	18	1249	18	1153	18	822	20
55 - 64	1165	16	1149	16	1061	16	693	17
65 +	1767	25	1753	25	1613	25	761	19
Size of Household :-								
1	2192	31	2107	30	1948	30	740	18
2	2485	35	2466	35	2264	35	1518	38
3	1134	16	1128	16	1043	16	805	20
4	899	13	892	13	826	13	643	16
5 +	419	6	413	6	385	6	324	8
Average Household Size	2.30		2.31		2.32		2.61	
Children :-								
Without	5242	74	5136	73	4734	73	2713	67
With	1888	26	1871	27	1731	27	1317	33
0 - 3	590	8	583	8	539	8	350	9
4 - 9	932	13	922	13	855	13	639	16
10 - 15	996	14	989	14	917	14	748	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7007	100	6466	100
Possessing:-	Teletext Set	6145	88	5653	87
	Remote Ctrl.	6922	99	6389	99
	Portable Set	3997	57	3673	57
Screen Size :-	Under 15"	3903	56	3598	56
	16 to 19"	375	5	331	5
	20" and over	6465	92	5967	92
Household with :-	Single Set	2591	37	2410	37
	Two Sets	2377	34	2173	34
	3+ Sets	2039	29	1883	29
VCRs :-	Without	1074	15	978	15
	With	5932	85	5487	85
	With 1	4229	60	3930	61
	With 2+	1703	24	1557	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		14774	100	13646	100
Which are :-	Teletext Set	10070	68	9256	68
	Remote Ctrl.	13973	95	12904	95
	Portable Set	6184	42	5694	42
Screen Size :-	Under 15"	6024	41	5579	41
	16 to 19"	457	3	401	3
	20" and over	8032	54	7430	54
VCR Connected		8330	56	7688	56

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		16411	100	14971	100	10513	100
Age :-	0 - 3	693	4	631	4	418	4
	4 - 9	1223	7	1114	7	856	8
	10 - 15	1334	8	1229	8	1001	10
	16 - 19	844	5	774	5	635	6
	20 - 24	985	6	902	6	647	6
	25 - 34	2016	12	1826	12	1200	11
	35 - 44	2501	15	2278	15	1715	16
	45 - 54	2197	13	1995	13	1483	14
	55 - 64	2006	12	1835	12	1266	12
	65 +	2614	16	2386	16	1291	12
Adults :- Total		13162	100	11996	100	8237	100
AB		2180	17	1979	16	1427	17
C1		3554	27	3250	27	2551	31
C2		2656	20	2422	20	1867	23
D		2487	19	2263	19	1375	17
E		2284	17	2081	17	1017	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8012	100	8399	100	7284	100	7686	100
Age :-								
0 - 15	1669	21	1580	19	1526	21	1449	19
16 - 24	910	11	918	11	829	11	847	11
25 - 34	986	12	1030	12	891	12	935	12
35 - 44	1231	15	1270	15	1117	15	1161	15
45 - 54	1090	14	1106	13	986	14	1010	13
55 - 64	994	12	1012	12	904	12	932	12
65 +	1132	14	1482	18	1032	14	1354	18
Adults :-	6343	100	6819	100	5758	100	6238	100
AB	1083	17	1098	16	980	17	999	16
C1	1680	26	1875	27	1531	27	1719	28
C2	1419	22	1237	18	1290	22	1132	18
D	1259	20	1228	18	1146	20	1117	18
E	902	14	1382	20	811	14	1270	20
Working	3834	60	3116	46	3483	60	2848	46
Not Working	2508	40	3703	54	2275	40	3390	54
Housewives :-	1401	100	5729	100	1236	100	5230	100
Working	602	43	2607	46	532	43	2376	45
Not Working	799	57	3122	54	704	57	2854	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	2474	100	2411	100	2378	100
Receiving ITV	2411	97	2411	100	2378	100
Receiving Any CH4	2409	97	2409	100	2376	100
Receiving five	2098	85	2098	87	2075	87
Receiving BBC 1	2411	97	2411	100	2378	100
Receiving BBC 2	2411	97	2411	100	2378	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	2474	100 100	2411	100 97 100	2378	100 96 99	1638	100 66 68
Social Class :-								
AB	455	18	447	19	440	18	340	21
C1	672	27	654	27	646	27	473	29
C2	445	18	439	18	431	18	343	21
D	401	16	395	16	389	16	261	16
E	501	20	477	20	472	20	221	13
Housewife Age :-								
Under 25	138	6	129	5	129	5	68	4
25 - 34	380	15	364	15	360	15	242	15
35 - 44	508	21	497	21	491	21	405	25
45 - 54	438	18	430	18	425	18	324	20
55 - 64	401	16	392	16	385	16	262	16
65 +	609	25	599	25	588	25	336	21
Size of Household :-								
1	842	34	799	33	789	33	357	22
2	844	34	829	34	816	34	608	37
3	364	15	361	15	357	15	313	19
4	309	12	307	13	304	13	260	16
5 +	115	5	114	5	112	5	101	6
Average Household Size	2.21		2.23		2.23		2.50	
Children :-								
Without	1863	75	1805	75	1779	75	1141	70
With	610	25	605	25	599	25	497	30
0 - 3	188	8	185	8	183	8	131	8
4 - 9	297	12	295	12	292	12	250	15
10 - 15	320	13	318	13	314	13	278	17

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2411	100	2378	100
Possessing:-	Teletext Set	2138	89	2108	89
	Remote Ctrl.	2373	98	2341	98
	Portable Set	1514	63	1498	63
Screen Size :-	Under 15"	1511	63	1495	63
	16 to 19"	170	7	168	7
	20" and over	2142	89	2113	89
Household with :-	Single Set	757	31	742	31
	Two Sets	933	39	922	39
	3+ Sets	721	30	714	30
VCRs :-	Without	435	18	429	18
	With	1976	82	1949	82
	With 1	1346	56	1321	56
	With 2+	630	26	628	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5063	100	5000	100
Which are :-	Teletext Set	3346	66	3304	66
	Remote Ctrl.	4803	95	4743	95
	Portable Set	2224	44	2200	44
Screen Size :-	Under 15"	2211	44	2188	44
	16 to 19"	184	4	181	4
	20" and over	2598	51	2563	51
VCR Connected		2779	55	2747	55

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		5465	100	5298	100	4090	100
Age :-	0 - 3	216	4	210	4	154	4
	4 - 9	379	7	372	7	322	8
	10 - 15	421	8	414	8	354	9
	16 - 19	269	5	261	5	236	6
	20 - 24	335	6	322	6	245	6
	25 - 34	678	12	648	12	482	12
	35 - 44	867	16	842	16	686	17
	45 - 54	753	14	732	14	592	14
	55 - 64	666	12	642	12	484	12
	65 +	882	16	855	16	534	13
Adults :- Total		4449	100	4303	100	3260	100
AB		886	20	860	20	714	22
C1		1250	28	1207	28	938	29
C2		911	20	887	21	766	23
D		739	17	719	17	519	16
E		663	15	631	15	323	10

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2637	100	2828	100	2547	100	2751	100
Age :-								
0 - 15	520	20	497	18	509	20	486	18
16 - 24	303	11	301	11	290	11	293	11
25 - 34	329	12	349	12	314	12	334	12
35 - 44	419	16	448	16	405	16	438	16
45 - 54	371	14	381	13	360	14	372	14
55 - 64	324	12	341	12	310	12	331	12
65 +	371	14	511	18	359	14	496	18
Adults :-	2117	100	2331	100	2038	100	2264	100
AB	443	21	442	19	430	21	430	19
C1	569	27	681	29	547	27	659	29
C2	490	23	421	18	476	23	411	18
D	351	17	388	17	339	17	380	17
E	264	12	400	17	246	12	385	17
Working	1288	61	1107	47	1250	61	1082	48
Not Working	829	39	1224	53	788	39	1182	52
Housewives :-	486	100	1988	100	448	100	1930	100
Working	206	42	954	48	193	43	932	48
Not Working	280	58	1034	52	255	57	998	52

Channel Four - Ulster Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	644	100	621	100	621	100
Receiving ITV	621	96	621	100	621	100
Receiving Any CH4	618	96	618	99	617	99
Receiving RTE	300	47	300	48	300	48
Receiving five	500	78	500	81	500	81
Receiving BBC 1	621	96	621	100	621	100
Receiving BBC 2	621	96	621	100	621	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		More Than 1 TV Set	
	000's	%	000's	%	000's	%	000's	%
Total	644	100	621	100	621	100	342	100
		100		96		96		53
				100		100		55
Social Class :-								
AB	86	13	85	14	85	14	66	19
C1	155	24	151	24	151	24	95	28
C2	133	21	129	21	129	21	81	24
D	92	14	89	14	89	14	45	13
E	178	28	167	27	167	27	55	16
Housewife Age :-								
Under 25	25	4	24	4	24	4	9	3
25 - 34	112	17	109	18	109	18	63	18
35 - 44	142	22	138	22	138	22	91	27
45 - 54	118	18	114	18	114	18	70	20
55 - 64	103	16	99	16	99	16	52	15
65 +	144	22	137	22	137	22	56	17
Size of Household :-								
1	179	28	163	26	163	26	48	14
2	189	29	185	30	185	30	103	30
3	100	16	99	16	99	16	64	19
4	98	15	97	16	97	16	77	22
5 +	78	12	78	13	78	13	50	15
Average Household Size	2.61		2.65		2.65		3.03	
Children :-								
Without	442	69	421	68	421	68	208	61
With	202	31	200	32	200	32	134	39
0 - 3	70	11	69	11	69	11	44	13
4 - 9	103	16	103	17	102	17	67	20
10 - 15	113	17	112	18	112	18	75	22

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		621	100	621	100
Possessing:-	Teletext Set	558	90	557	90
	Remote Ctrl.	607	98	606	98
	Portable Set	329	53	329	53
Screen Size :-	Under 15"	330	53	330	53
	16 to 19"	31	5	31	5
	20" and over	549	88	549	88
Household with :-	Single Set	279	45	279	45
	Two Sets	200	32	200	32
	3+ Sets	142	23	142	23
VCRs :-	Without	138	22	138	22
	With	483	78	483	78
	With 1	384	62	384	62
	With 2+	99	16	98	16

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1183	100	1183	100
Which are :-	Teletext Set	951	80	951	80
	Remote Ctrl.	1139	96	1139	96
	Portable Set	497	42	497	42
Screen Size :-	Under 15"	495	42	495	42
	16 to 19"	34	3	33	3
	20" and over	638	54	638	54
VCR Connected		608	51	607	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		More Than 1 Set	
		000's	%	000's	%	000's	%
Total		1682	100	1645	100	1036	100
Age :-	0 - 3	83	5	82	5	52	5
	4 - 9	144	9	143	9	102	10
	10 - 15	156	9	155	9	101	10
	16 - 19	106	6	104	6	83	8
	20 - 24	107	6	105	6	66	6
	25 - 34	227	14	222	14	135	13
	35 - 44	257	15	252	15	169	16
	45 - 54	208	12	202	12	132	13
	55 - 64	174	10	169	10	96	9
	65 +	219	13	212	13	101	10
Adults :- Total		1298	100	1265	100	782	100
AB		192	15	191	15	162	21
C1		338	26	331	26	221	28
C2		308	24	301	24	197	25
D		196	15	192	15	104	13
E		264	20	251	20	99	13

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	824	100	858	100	805	100	840	100
Age :-								
0 - 15	197	24	186	22	196	24	184	22
16 - 24	107	13	105	12	106	13	102	12
25 - 34	112	14	115	13	109	14	113	14
35 - 44	126	15	131	15	123	15	129	15
45 - 54	103	13	105	12	99	12	103	12
55 - 64	85	10	90	10	82	10	87	10
65 +	93	11	126	15	91	11	121	14
Adults :-	626	100	671	100	610	100	656	100
AB	94	15	98	15	93	15	98	15
C1	163	26	175	26	159	26	171	26
C2	165	26	143	21	161	26	140	21
D	97	16	99	15	95	16	97	15
E	107	17	156	23	101	17	150	23
Working	387	62	291	43	379	62	288	44
Not Working	239	38	380	57	230	38	368	56
Housewives :-	111	100	533	100	100	100	521	100
Working	46	42	236	44	43	43	232	45
Not Working	64	58	298	56	57	57	288	55

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	3898	1008	987	181 (L)	610 (S)		187	
London/East	1765	380	373	227 (L)	81 (E)		58	
Midlands/North West	1302	260	255	148 (M)	81 (NW)		23	
Midlands/Yorkshire	1506	421	414	195 (M)	145 (Y)		71	
Midlands/Wales	1272	247	244	53 (M)	160 (W)		24	
Midlands/East	2097	504	497	60 (M)	391 (E)		43	
North West/Yorshire	159	43	42	33 (NW)	6 (Y)		3	
North West/Wales	2132	216	213	89 (NW)	46 (W)		75	
North West/Border	1460	68	67	26 (NW)	37 (B)		3	
Yorkshire/North East	915	300	295	229 (Y)	41 (NE)		24	
Yorkshire/East	381	93	90	11 (Y)	63 (E)		17	
South/Wales	76	18	18	7 (S)	9 (W)		1	
South West/Wales	1615	151	147	17 (SW)	123 (W)		7	
North East/Border	468	17	17	5 (NE)	7 (B)		5	
Scotland/Border	42	3	3	* (SC)	2 (B)		1	
London/Midlands/South	67	15	15	7 (L)	1 (M)	5 (S)	1 (L/M)	1 (L/S) 0 (M/S)
London/Midlands/East	165	47	46	13 (L)	2 (M)	20 (E)	0 (L/M)	8 (L/E) 3 (M/E)
London/South/East	713	128	127	75 (L)	3 (S)	21 (E)	4 (L/S)	13 (L/E) 1 (S/E)
Midlands/Yorkshire/East	171	64	63	15 (M)	27 (Y)	6 (E)	8 (M/Y)	1 (M/E) 2 (Y/E)
South/South West/Wales	160	14	14	2 (S)	1 (SW)	10 (W)	0 (S/SW)	1 (S/W) * (SW/W)
TOTAL	20364	3996	3927	3289			600	

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	9449	2388	2358	503		
London/East	4501	924	913	153		
Midlands/North West	3116	605	597	57		
Midlands/Yorkshire	3603	988	978	175		
Midlands/Wales	3023	586	578	64		
Midlands/East	4952	1186	1175	115		
North West/Yorshire	391	101	99	7		
North West/Wales	4958	500	497	185		
North West/Border	3247	149	147	9		
Yorkshire/North East	2144	680	670	55		
Yorkshire/East	835	199	196	39		
South/Wales	204	43	43	4		
South West/Wales	3844	354	347	18		
North East/Border	1008	38	37	12		
Scotland/Border	86	6	6	2		
London/Midlands/South				0		
	135	32	32	1 (L/M)	2 (L/S)	0 (M/S)
London/Midlands/East				2		
	429	115	114	0 (L/M)	26 (L/E)	7 (M/E)
London/South/East				26		
	1738	299	296	11 (L/S)	31 (L/E)	2 (S/E)
Midlands/Yorkshire/East				12		
	376	142	141	20 (M/Y)	3 (M/E)	5 (Y/E)
South/South West/Wales				1		
	351	32	32	0 (S/SW)	3 (S/W)	* (SW/W)
TOTAL	48390	9370	9257	1547		

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	6608	503	272	11	727	28
Midlands	6580	474	173	6	441	14
North West	5053	229	105	0	257	0
Yorkshire	3132	417	125	5	300	12
North East	1383	47	29	0	67	0
Scotland	42	*	1	0	2	0
South & South east	4914	627	195	10	524	26
East	5292	582	145	15	380	40
South West	1775	17	7	*	18	1
Border	1970	46	9	0	22	0
Wales & West	5255	348	108	*	274	1

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	6376	1517	1487	483 (L)	715 (S)	272
Midlands/North	2808	681	669	343 (M)	225 (N)	94
Midlands/South	3369	751	741	112 (M)	552 (S)	67
North/Scotland	1928	85	83	31 (N)	44 (SC)	8
North/South	2513	308	304	100 (N)	109 (S)	92
London/Midlands/South	232	62	61	20 (L)	4 (M) 25 (S)	1 (L/M) 9 (L/S) 3 (M/S)
Midlands/North/South	171	64	63	15 (M)	27 (N) 6 (S)	5 (M/N) 1 (M/S) 2 (N/S)
TOTAL	17397	3468	3409	2810		562

Overlap Area	Sample Size	Population Estimates (000's)		
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds
London/South	15688	3611	3567	723
Midlands/North	6719	1593	1575	232
Midlands/South	7975	1772	1753	179
North/Scotland	4255	187	185	20
North/South	5793	700	693	223
London/Midlands/South	564	147	146	2 (L/M) 28 (L/S) 7 (M/S)
Midlands/North/South	376	142	141	12 (M/N) 3 (M/S) 5 (N/S)
TOTAL	41370	8152	8060	1456

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	6608	503	281	1	753	2
South	12661	1405	446	6	1170	14
Midlands	6580	474	173	6	441	14
North	7420	383	205	5	500	12
Scotland	1928	44	8	0	20	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 2002 to June 2004. 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	282	1207	4.9	*	-	-	-	-	3.8	1.3	-	-	-
Midlands	179	737	*	4.5	0.7	2.0	-	-	-	1.9	-	-	0.8
North West	105	1083	-	1.0	6.5	0.1	-	-	-	-	-	0.2	2.2
Yorkshire	129	453	-	3.6	0.1	5.1	0.3	-	-	0.9	-	-	-
North East	29	204	-	-	-	6.8	2.2	-	-	-	-	1.0	-
Scotland	1	11	-	-	-	-	-	0.3	-	-	-	9.7	-
South & South East	205	843	4.6	-	-	-	-	-	5.2	0.1	*	-	0.1
East	160	704	3.2	1.0	-	0.6	-	-	0.1	5.2	-	-	-
South West	7	80	-	-	-	-	-	-	0.1	-	4.1	-	5.8
Border	9	217	-	-	1.9	-	2.2	*	-	-	-	5.8	-
Wales & West	109	1070	-	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	4814	19.63
Midlands	3696	15.07
North West	2801	11.42
Yorkshire	2412	9.84
North East	1136	4.63
Scotland	2074	8.46
South, South East & Channel Islands	2302	9.39
East	1692	6.90
South West	732	2.98
Border	296	1.21
Wales & West	1942	7.92
Ulster	621	2.53
All Areas	24518	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	282	1207	4.9	5.1	*	-	-	-
South	451	2438	3.0	5.0	0.6	1.4	-	-
Midlands	179	737	*	2.7	4.5	2.8	-	-
North	209	1562	-	1.7	2.7	5.4	0.2	-
Scotland	8	206	-	-	-	4.6	5.4	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4814	19.57
South	6725	27.34
Midlands	3696	15.02
North	6369	25.89
Scotland	2374	9.65
Ulster	621	2.52
All Areas	24599	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.

Appendix C

FIELDWORK AND RESULTS

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

The following table shows the fieldwork results. Data are given for the total sample and for each 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 '02 - Jun '04										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	161399		39840		26431		16250		11839	
Shop / Business	2814		613		477		283		146	
Demolished / Incomplete	667		119		77		76		48	
Empty	11848		2052		1946		1377		749	
Holiday Home	1744		110		128		195		66	
Other Non Effective	4611		821		1005		436		226	
Eligible Addresses	139715		36125		22798		13883		10604	
Substitute Addresses	20121		3655		3553		2284		1210	
Multiple Occupancy Addresses	1991		1132		91		68		25	
Additional Households	3100		424		617		347		177	
Total Households	164927	100%	41336	100%	27059	100%	16582	100%	12016	100%
Non Contacts	28726	17%	9841	24%	3919	14%	3039	18%	1527	13%
No English Spoken	296	*	154	*	67	*	12	*	8	*
Refusals	25750	16%	8466	20%	4285	16%	2444	15%	1914	16%
Total Interviews	110155	67%	22875	55%	18788	69%	11087	67%	8567	71%
* = Less than 0.5%										

Response Analysis: Jul '02 - Jun '04										
	NE		E		SW		Uls		Bor	
Addresses Issued	6452		14255		6964		9045		5407	
Shop / Business	86		206		160		190		143	
Demolished / Incomplete	36		63		14		44		4	
Empty	499		850		418		427		483	
Holiday Home	80		97		329		44		271	
Other Non Effective	106		402		255		192		315	
Eligible Addresses	5645		12637		5788		8148		4191	
Substitute Addresses	794		1596		1115		0		1140	
Multiple Occupancy Addresses	15		66		58		6		10	
Additional Households	66		331		59		313		82	
Total Households	6520	100%	14630	100%	7020	100%	8467	100%	5423	100%
Non Contacts	923	14%	2519	17%	968	14%	1471	17%	923	17%
No English Spoken	5	*	37	*	1	*	7	*	2	*
Refusals	791	12%	2587	18%	1069	15%	658	8%	531	10%
Total Interviews	4801	74%	9487	65%	4982	71%	6331	75%	3967	73%
* = Less than 0.5%										

Response Analysis: Jul '02 - Jun '04										
	S		W&W		CSco		NSco		CI	
Addresses Issued	16654		25701		10039		3722		610	
Shop / Business	238		479		252		126		4	
Demolished / Incomplete	60		101		91		17		9	
Empty	839		3231		727		499		25	
Holiday Home	162		431		99		168		5	
Other Non Effective	371		1262		190		140		22	
Eligible Addresses	14984		20197		8680		2772		545	
Substitute Addresses	1641		5343		1307		910		0	
Multiple Occupancy Addresses	236		122		138		120		28	
Additional Households	243		539		249		96		62	
Total Households	17104	100%	26201	100%	10374	100%	3898	100%	635	100%
Non Contacts	2912	17%	3864	15%	1347	13%	354	9%	95	15%
No English Spoken	18	*	17	*	11	*	2	*	2	*
Refusals	3207	19%	2809	11%	1382	13%	403	10%	46	7%
Total Interviews	10967	64%	19511	74%	7634	74%	3139	81%	492	77%
* = 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 2002 to June 2004.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	Home ITV Households			
	All Households	TV Households	Total	More than 1 TV Set
All Areas	110155	107821	107821	69058
London	22880	22229	19074	11605
Midlands	18741	18439	14311	9643
North West	11068	10895	8805	5810
Yorkshire	8653	8513	7248	4747
Central Scotland	7602	7419	7038	4782
North Scotland	3077	3007	2734	1961
Central & North Scotland	10062	9822	9785	6744
Wales & West	19416	19037	17752	11389
South & South East & Ch. Is	11443	11265	9532	6499
North East	4847	4782	3892	2717
East	9476	9314	7263	4432
South West	4946	4848	3336	2250
Ulster	6331	6111	6106	3433
Border	3932	3870	3128	2072
West	8826	8668	6316	4197
Wales	14578	14287	13128	8411
South & South East	10951	10779	9046	6132
Channel Islands	492	486	486	367
Meridian / Anglia	20206	19873	16760	10890
Granada/ Border	13540	13329	11871	7827
Yorkshire / Tyne Tees	12585	12394	11077	7408
Granada North	25498	25108	22855	15143
S4C	14528	14238	14238	9026
S4C Welsh Speaking	3946	3895	3895	2798
Cable & Satellite	48383	48383	48383	37205
Direct to Home	35607	35607	35607	27919
Ch4 - All Macro Regions	110155	107821	107821	69058
Ch4 - London Macro Region	22880	22229	19074	11605
Ch4 - South Macro Region	42557	41793	37955	24534
Ch4 - Midlands Macro Region	18741	18439	14311	9643
Ch4 - North Macro Region	23494	23132	19915	13225
Ch4 - Scotland Macro Region	13952	13651	12927	8816
Ch4 - Ulster Macro Region	6331	6111	6106	3433

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	222161	222161
London	44551	38170
Midlands	38508	30534
North West	22799	18609
Yorkshire	18110	15410
Central Scotland	15782	14973
North Scotland	6680	6098
Central & North Scotland	21156	21072
Wales & West	38592	36122
South & South East & Ch. Is	23915	20518
North East	10480	8591
East	19035	14805
South West	10240	7033
Ulster	11549	11544
Border	7829	6393
West	17587	13050
Wales	28852	26677
South & South East	22750	19353
Channel Islands	1165	1165
Meridian / Anglia	41455	35207
Granada/ Border	27829	24851
Yorkshire / Tyne Tees	26596	23823
Granada North	53117	48401
S4C	28758	28758
S4C Welsh Speaking	8713	8713
Cable & Satellite	63030	63030
Direct to Home	47076	47076
Ch4 - All Macro Regions	222161	222161
Ch4 - London Macro Region	44551	38170
Ch4 - South Macro Region	86152	78460
Ch4 - Midlands Macro Region	38508	30534
Ch4 - North Macro Region	49046	42468
Ch4 - Scotland Macro Region	28882	27479
Ch4 - Ulster Macro Region	11549	11544

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV Households	
		Total	Multi Set
All Areas	260928	260928	183747
London	55892	47189	32061
Midlands	44989	34745	25698
North West	25880	20840	15386
Yorkshire	20479	17246	12649
Central Scotland	17519	16395	12515
North Scotland	6785	6093	4807
Central & North Scotland	22944	22496	17299
Wales & West	45094	41554	30005
South & South East & Ch. Is	26949	22551	17039
North East	11266	9094	7061
East	22549	17256	11957
South West	11421	7682	5708
Ulster	16053	15708	9907
Border	8831	7121	5238
West	20457	14911	11038
Wales	33818	30804	22226
South & South East	25793	21402	16092
Channel Islands	1156	1149	947
Meridian / Anglia	47760	39696	28870
Granada/ Border	31464	27795	20481
Yorkshire / Tyne Tees	29601	26195	19577
Granada North	59666	53755	39815
S4C	33669	33669	23779
S4C Welsh Speaking	6881	6881	5249
Cable & Satellite	133701	133701	108028
Direct to Home	100040	100040	81785
Ch4 - All Macro Regions	260928	260928	183747
Ch4 - London Macro Region	55892	47189	32061
Ch4 - South Macro Region	99525	89095	64557
Ch4 - Midlands Macro Region	44989	34745	25698
Ch4 - North Macro Region	55090	47101	34980
Ch4 - Scotland Macro Region	31689	29645	22545
Ch4 - Ulster Macro Region	16053	15708	9907

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multi Set
All Areas	208308	208308	143563
London	43963	36999	24723
Midlands	35813	27614	20061
North West	20610	16551	11970
Yorkshire	16235	13641	9780
Central Scotland	14155	13200	9880
North Scotland	5642	5049	3916
Central & North Scotland	18667	18266	13789
Wales & West	36369	33463	23535
South & South East & Ch. Is	21737	18214	13483
North East	9030	7286	5530
East	17938	13805	9313
South West	9209	6215	4517
Ulster	12513	12200	7547
Border	7221	5790	4179
West	16478	12017	8705
Wales	27209	24724	17358
South & South East	20800	17284	12729
Channel Islands	937	930	754
Meridian / Anglia	38328	31938	22702
Granada/ Border	25159	22203	16030
Yorkshire / Tyne Tees	23522	20801	15196
Granada North	47560	42821	31036
S4C	27087	27087	18586
S4C Welsh Speaking	5074	5074	3716
Cable & Satellite	101876	101876	81798
Direct to Home	75970	75970	61850
Ch4 - All Macro Regions	208308	208308	143563
Ch4 - London Macro Region	43963	36999	24723
Ch4 - South Macro Region	80124	71778	50754
Ch4 - Midlands Macro Region	35813	27614	20061
Ch4 - North Macro Region	43824	37412	27184
Ch4 - Scotland Macro Region	25807	24078	17971
Ch4 - Ulster Macro Region	12513	12200	7547

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV Households	
	Males	Females	Males	Females
All Areas	126267	134661	126267	134661
London	27155	28737	22914	24275
Midlands	21898	23091	16895	17850
North West	12487	13393	10038	10802
Yorkshire	9934	10545	8351	8895
Central Scotland	8390	9129	7829	8566
North Scotland	3257	3528	2926	3167
Central & North Scotland	11004	11940	10756	11740
Wales & West	21754	23340	20066	21488
South & South East & Ch. Is	13010	13939	10850	11701
North East	5460	5806	4394	4700
East	10976	11573	8434	8822
South West	5507	5914	3712	3970
Ulster	7737	8316	7568	8140
Border	4271	4560	3452	3669
West	9876	10581	7230	7681
Wales	16283	17535	14868	15936
South & South East	12460	13333	10304	11098
Channel Islands	550	606	546	603
Meridian / Anglia	23130	24630	19221	20475
Granada/ Border	15196	16268	13401	14394
Yorkshire / Tyne Tees	14356	15245	12676	13519
Granada North	28876	30790	25967	27788
S4C	16208	17461	16208	17461
S4C Welsh Speaking	3210	3671	3210	3671
Cable & Satellite	67396	66305	67396	66305
Direct to Home	50802	49238	50802	49238
Ch4 - All Macro Regions	126267	134661	126267	134661
Ch4 - London Macro Region	27155	28737	22914	24275
Ch4 - South Macro Region	48122	51403	43078	46017
Ch4 - Midlands Macro Region	21898	23091	16895	17850
Ch4 - North Macro Region	26654	28436	22747	24354
Ch4 - Scotland Macro Region	15232	16457	14219	15426
Ch4 - Ulster Macro Region	7737	8316	7568	8140

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	99258	109050	99258	109050
London	21037	22926	17656	19343
Midlands	17235	18578	13276	14338
North West	9761	10849	7823	8728
Yorkshire	7761	8474	6506	7135
Central Scotland	6682	7473	6209	6991
North Scotland	2701	2941	2412	2637
Central & North Scotland	8853	9814	8625	9641
Wales & West	17208	19161	15842	17621
South & South East & Ch. Is	10332	11405	8623	9591
North East	4293	4737	3451	3835
East	8618	9320	6671	7134
South West	4351	4858	2959	3256
Ulster	5911	6602	5756	6444
Border	3439	3782	2777	3013
West	7774	8704	5722	6295
Wales	12872	14337	11710	13014
South & South East	9893	10907	8188	9096
Channel Islands	439	498	435	495
Meridian / Anglia	18308	20020	15253	16685
Granada/ Border	11938	13221	10526	11677
Yorkshire / Tyne Tees	11221	12301	9899	10902
Granada North	22641	24919	20343	22478
S4C	12821	14266	12821	14266
S4C Welsh Speaking	2338	2736	2338	2736
Cable & Satellite	50868	51008	50868	51008
Direct to Home	38273	37697	38273	37697
Ch4 - All Macro Regions	99258	109050	99258	109050
Ch4 - London Macro Region	21037	22926	17656	19343
Ch4 - South Macro Region	38114	42010	34128	37650
Ch4 - Midlands Macro Region	17235	18578	13276	14338
Ch4 - North Macro Region	20838	22986	17752	19660
Ch4 - Scotland Macro Region	12250	13557	11410	12668
Ch4 - Ulster Macro Region	5911	6602	5756	6444

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2002 and June 2004. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

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

In this way top-line Cable and Satellite estimates for June 2004 in this report accord with estimates used in processing BARB panel data in June 2004. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2005

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

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

Appendix J

The Questionnaire (June 2004)

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

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

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

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

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

Talking about your main set only.	
FOR ALL OTHER SETS START “NOW TALKING ABOUT YOUR 2nd set/ 3rd setETC AS APPLICABLE FOR Q7-23 DISPLAY ON SCREEN WHICH SET IS BEING TALKED ABOUT	
8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen. INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN WRITE IN (2 digits required)	
8b. SHOW CARD C. Does the set have a standard or a wide screen? INTERVIEWER: CODE AS STANDARD IF STANDARD SCREEN CAN <u>SWITCH</u> TO WIDESCREEN Standard Widescreen Don't know	SP

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

16b. SHOW CARD F. Which of the following <u>ITV1</u> (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED) ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Carlton (formerly Carlton and before that Central) ITV1 Carlton (formerly Carlton and before that Westcountry) ITV1 (in London) (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West of England (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	MP
Now I would like you to tell me about the reception quality of the channels you receive on this set. If you can watch a channel by more than one reception method, for example, directly through your aerial or through a set top box, we are interested in the method that you use most often.	
16c. SHOW CARD G. Which of the statements on this card best describes the reception for (NAME OF CHANNEL RECEIVED)... REPEAT FOR ALL CHANNELS RECEIVED Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.	
17a. Are you able to receive, on this set, any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)? Yes No	SP
IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b	
SHOW CARD GG. I would now like to ask you about the reception method that this set uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are: 1) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a normal aerial and digital box – the digital box simply connects to your TV and rooftop or indoor aerial and gives you a selection of about 30 channels. This service is known as Freeview (formerly ITV Digital) and you do not need a satellite dish or cable connection to a TV supplier to receive these channels. There is no monthly subscription to pay. You may have a television with a built in or integrated set top box. These sets allow you to receive the same channels as either 1 or 3 but without a separate set top box.	
17b SHOW CARD GGG Therefore, by which of these methods do you receive the additional channels on this television set? If you can receive your channels by more than one method on this set we are interested in all methods. A satellite dish A connection to a cable TV Supplier A normal aerial and digital box A television which has digital reception built-in or integrated and needs no set-top box None of these	MP

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

IF ADDITIONAL CHANNELS RECEIVED ON <u>MAIN SET</u> (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d. IF ADDITIONAL CHANNELS RECEIVED ON <u>ADDITIONAL SETS</u> AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b, Q20a AND Q20b) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K6 in turn. Which of the following channels are received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN ROTATE ORDER OF SHOW CARDS	
SHOW CARD K1 BBC 3 BBC 4 ITV 2 E4 Sky One UK Gold UK Drama UK Food UK Style Discovery Home and Leisure	SHOW CARD K2 Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living Plus (formerly Granada Plus) Men & Motors S4C Digital Fashion TV	SHOW CARD K3 UK Horizons Discovery Channel Animal Planet The History Channel National Geographic Film Four Sky Moviemax Sky Premier Sky Cinema Turner Classic Movies

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

22c.	SHOW CARD L. Which of the statements on this card best describes the reception for the additional channels you receive?	SP
	Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	
23.	SHOW CARD M. On weekday evenings after the Six O'Clock News, BBC1 shows regional news programmes. Please indicate which of these this set can receive. PROBE FOR CORRECT PROGRAMME TITLE.	MP
	Newline Look East Look North (Leeds) Look North (Newcastle) Midlands Today East Midlands Today North West Tonight Points West Reporting Scotland South Today Spotlight Wales Today BBC London News South East Today Look North (Hull)	
REPEAT Q7 TO Q23 FOR ALL OTHER SETS		
IF SATELLITE DISH (CODE 1 AT Q17b OR CODE 2 AT Q20b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a		
24a.	For how long have you received additional channels by satellite dish at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
IF (Q17b = 1 and Q20a = 3) OR (Q20b = 2) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24c		
24b.	For how long have you received <i>digital</i> satellite services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
24c.	SHOW CARD N What type of satellite dish do you have? A fixed dish to receive Astra/Sky only A fixed dish to receive Astra / Sky and another satellite (eg. Eutelstat) A movable or tracking dish able to receive stations from more than one satellite Other type Don't know	
24e.	Do your household pay a subscription for your satellite channels or do you just receive the free channels? Pay subscription Receive free channels only Don't know/Not sure	

IF CABLE SYSTEM (CODE 2 AT Q17b) ASK Q25a, OTHERWISE GO TO Q26	
25a. For how long have you received additional channels by cable at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
IF Q17b = 2 and Q20a = 4, ASK Q25b. OTHERS SKIP TO Q26a	
25b. For how long have you received <i>digital</i> cable services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
IF ANY SET HAS CODE 3 AT Q17b OR Q20b = 1, ASK Q26a, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital services via a normal aerial at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
27a. Apart from any additional services which you currently have, have you ever received any of these services since you have lived in this home? Please don't include services you may have received at a previous address. READ OUT Additional channels via a cable service (DO NOT SHOW IF Q17b IS CODE 2) Additional channels via a satellite dish service (DO NOT SHOW IF Q17b IS CODE 1 OR Q20b CODE 2) Additional channels via a digital service via a normal aerial (DO NOT SHOW IF Q17b IS CODE 3 OR Q20b IS CODE 1) None of these	MP
REPEAT Q 27B FOR EACH SERVICE CODED AT Q27A. IF NONE CODED GO TO Q28.	
27b. How long ago did you stop having [SERVICE CODED AT Q27a] 3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +	SP
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b CODE 2 OR Q17b CODE 2 AND Q20a CODE 4) OTHERWISE GO TO Q29a	
28a. Does the _____ set(ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL	
IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	

28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b CODE 1 OR Q17b CODE 1 AND Q20a CODE 3) OTHERWISE GO TO Q30a	
29a. Does the _____ set(ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a	SP
29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b CODE 3) OTHERWISE GO TO Q31	
30a. Does the _____ set(ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30c 30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP	SP
ASK ALL	
30c Now I would like you to tell me about any other set-top-boxes in your household that are not ----- -- not currently in use, whatever their condition. Are there any set-top-boxes in your household that -- - are not currently in use? Yes No	SP
IF YES AT Q30c ASK Q30d	
30d With which of these reception methods are they associated? READ OUT Satellite Cable Digital via a normal aerial	MP

ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f		SP
30e.	Is the satellite reception method digital? Yes No	
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g		SP
30f.	Is the cable reception method digital? Yes No	
ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d		
30g	How many unused set-top-boxes for satellite / cable / digital via a normal aerial (ENTER TEXT AS CODED AT Q30d) are there in your household? WRITE IN> _____	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g		
30h	SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTERTEXT AS CODED AT Q30d) set-top-box in your household? REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Permanently out of order	SP
30i	Do you have a second home either in the UK or abroad? Yes – UK Yes - abroad No	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j		
30j	Do you have any equipment for receiving additional UK channels at any of these households? READ OUT Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No	MP
Now some questions about other ways that television sets can be used and ways in which television signals can be received.		
31a.	SHOW CARD P Which of the following equipment do you have? Home or personal computer Games Computer/console DVD player Laser/Video disc player Video camera/camcorder Karaoke video machine Cdi (Interactive CD system) Photo CD A set-top box for HomeChoice or KiT, services which allows you to watch certain programmes from a selected list and/or transmit some TV channels None of these	
31b.	Do you have any other equipment that uses the screen of your TV set(s)? Yes (IF YES WRITE IN) No	
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31c. OTHERWISE SKIP TO Q31d		
31c	Does your computer (do any of your computers) ever use the screen of your TV set(s)? Yes No	SP
IF "GAMES COMPUTER/CONSOLE" (CODE 2 AT Q31a) ASK Q31d. OTHERWISE SKIP TO Q31e.		
31d	Does your games computer / console (do any of your games computer / consoles ever use the screen of your TV set(s)? Yes No	SP

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

33	I would now like to ask you about the viewing of the <u>whole household</u>, including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel. Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday:	
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE. WRITE IN (2 DIGITS REQUIRED)		
IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40		
38.	You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Carlton (formerly Carlton and before that Central) ITV1 Carlton (formerly Carlton and before that Westcountry) ITV1 (in London) (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West of England (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	SP
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN		
IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41		

40. For every 10 hours viewing to UTV and ____ (<i>ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4</i>), how would you and your household divide the 10 hours between Ulster Television and ____ (<i>ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4</i>)? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED	
UTV RTE/TV3/TG4 INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43	
41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH Channel 4 S4C INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"	SP
HOUSEHOLD COMPOSITION Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day). INTERVIEWER NOTE: See manual for further details of who to include as household members.	
43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card. INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSEWIFE OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE	
44. Record sex of respondent (1st ITERATION) household member (ALL FURTHER INTERACTIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP

ASK ALL	SP
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	
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	
50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education	SP
IF CODE 5 AT Q51 SKIP TO Q53	
52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
55a SHOW CARD UUU. Does household member have any difficulty in hearing which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55E	
55b SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	

55e	SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes? Yes No	SP
55d	SHOW CARD UUU. Does household member have any disabilities which substantially limit their ability to carry out normal day to day activities? Yes No	SP
64.	SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	SP
IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56		
55f	SHOW CARD VV. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other	SP
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)		
56	Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest</u> income whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.	
57	And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.	
58	And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.	

59a	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W					
	Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent
	Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express
	Daily Mail	Daily Sport	Any Evening Paper	None of these		

59b	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD X					
	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday	
	Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People	
	Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these	

IF CIE IS IN FULL TIME EMPLOYMENT (Q51 CODE 1), PART TIME EMPLOYMENT (Q51 CODE 2) OR IN FULL TIME EDUCATION (Q51 CODE 5), THEN SKIP TO Q61, OTHERWISE ASK Q60A	
60a.	Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) in casual work/not in paid employment because you are/ he/she (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is READ OUT Retired/pensioner/widow/on a pension Full time housewife Unemployed/redundant
	SP

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

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

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

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

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

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

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