

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 1

June 2005



Produced for the Broadcasters' Audience Research Board by **Ipsos MORI**

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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 Multichannel homes. Results are based on survey work conducted between July 2003 and June 2005.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2005, whilst the second contains projections of key demographic data for each month of 2006. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Multichannel 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	25664	100	25048	100	25048	100
Receiving ITV	25048	98	25048	100	25048	100
Receiving Any CH4	25003	97	25003	100	25003	100
Receiving CH4	24706	96	24706	99	24706	99
Receiving S4C	1337	5	1337	5	1337	5
Receiving five	23006	90	23006	92	23006	92
Receiving BBC 1	25048	98	25048	100	25048	100
Receiving BBC 2	25048	98	25048	100	25048	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	25664	100	25048	100	25048	100	15136	100
		100		98		98		59
				100		100		60
Social Class :-								
AB	5083	20	4987	20	4987	20	3416	23
C1	7042	27	6885	27	6885	27	4347	29
C2	4666	18	4607	18	4607	18	3207	21
D	3939	15	3867	15	3867	15	2375	16
E	4934	19	4702	19	4702	19	1791	12
Housewife Age :-								
Under 25	1412	6	1327	5	1327	5	733	5
25 - 34	4183	16	4028	16	4028	16	2769	18
35 - 44	5288	21	5173	21	5173	21	3777	25
45 - 54	4446	17	4351	17	4351	17	3023	20
55 - 64	4121	16	4050	16	4050	16	2502	17
65 +	6214	24	6118	24	6118	24	2332	15
Size of Household :-								
1	8023	31	7615	30	7615	30	2897	19
2	8869	35	8755	35	8755	35	5482	36
3	3903	15	3860	15	3860	15	2860	19
4	3314	13	3290	13	3290	13	2658	18
5 +	1555	6	1528	6	1528	6	1239	8
Average Household Size	2.30		2.32		2.32		2.62	
Children :-								
Without	18967	74	18427	74	18427	74	10004	66
With	6696	26	6621	26	6621	26	5132	34
0 - 3	2276	9	2236	9	2236	9	1705	11
4 - 9	3247	13	3211	13	3211	13	2494	16
10 - 15	3400	13	3374	13	3374	13	2675	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		25048	100	25048	100
Possessing:-	Widescreen	7206	29	7206	29
	Teletext Set	22576	90	22576	90
	Remote Ctrl.	24696	99	24696	99
	Portable Set	13806	55	13806	55
Screen Size :-	Under 20"	14712	59	14712	59
	20 to 29"	20362	81	20362	81
	30" and over	3892	16	3892	16
Household with :-	Single Set	9149	37	9149	37
	2 Sets	9025	36	9025	36
	3 Sets	4231	17	4231	17
	4 Sets	1776	7	1776	7
	5+ Sets	868	3	868	3
VCRs :-	Without	5621	22	5621	22
	With	19427	78	19427	78
	With 1	14342	57	14342	57
	With 2+	5084	20	5084	20

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		51463	100	51463	100
Which are :-	Widescreen	7709	15	7709	15
	Teletext Set	38206	74	38206	74
	Remote Ctrl.	49151	96	49151	96
	Portable Set	20495	40	20495	40
Screen Size :-	Under 20"	22168	43	22168	43
	20 to 29"	24188	47	24188	47
	30" and over	4073	8	4073	8
VCR Connected		26213	51	26213	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		59088	100	58075	100	39708	100
Age :-	0 - 3	2691	5	2640	5	2033	5
	4 - 9	4290	7	4236	7	3276	8
	10 - 15	4584	8	4547	8	3632	9
	16 - 19	2940	5	2895	5	2155	5
	20 - 24	3646	6	3522	6	2371	6
	25 - 34	7767	13	7542	13	5368	14
	35 - 44	9207	16	9055	16	6820	17
	45 - 54	7706	13	7581	13	5510	14
	55 - 64	7022	12	6931	12	4518	11
	65 +	9237	16	9126	16	4024	10
Adults :- Total		47523	100	46653	100	30766	100
AB		10129	21	9980	21	7162	23
C1		13496	28	13238	28	8882	29
C2		9594	20	9513	20	6939	23
D		7485	16	7380	16	4903	16
E		6820	14	6543	14	2880	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28951	100	30137	100	28384	100	29690	100
Age :-								
0 - 15	5930	20	5634	19	5864	21	5558	19
16 - 24	3320	11	3266	11	3225	11	3192	11
25 - 34	3851	13	3916	13	3720	13	3822	13
35 - 44	4548	16	4659	15	4458	16	4598	15
45 - 54	3809	13	3897	13	3734	13	3847	13
55 - 64	3448	12	3574	12	3393	12	3539	12
65 +	4044	14	5192	17	3991	14	5135	17
Adults :-	23020	100	24503	100	22520	100	24132	100
AB	5101	22	5028	21	5018	22	4962	21
C1	6409	28	7087	29	6266	28	6971	29
C2	5122	22	4472	18	5063	22	4450	18
D	3719	16	3766	15	3654	16	3725	15
E	2670	12	4150	17	2519	11	4024	17
Working F/T	13881	60	7583	31	13665	61	7493	31
Working P/T	688	3	4033	16	671	3	4005	17
Not Working	8451	37	12887	53	8185	36	12634	52
Housewives :-	5131	100	20533	100	4825	100	20223	100
Working F/T	2258	44	6004	29	2142	44	5929	29
Working P/T	191	4	3775	18	180	4	3750	19
Not Working	2681	52	10754	52	2503	52	10544	52

London

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6052	100	5841	100	5036	100
Receiving ITV	5841	97	5841	100	5036	100
Receiving Any CH4	5827	96	5827	100	5024	100
Receiving five	5466	90	5466	94	4834	96
Receiving BBC 1	5841	97	5841	100	5036	100
Receiving BBC 2	5841	97	5841	100	5036	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6052	100	5841	100	5036	100	3082	100
		100		97		83		51
				100		86		53
Social Class :-								
AB	1634	27	1591	27	1372	27	997	32
C1	1786	30	1730	30	1481	29	904	29
C2	929	15	910	16	767	15	532	17
D	725	12	703	12	600	12	339	11
E	978	16	907	16	816	16	310	10
Housewife Age :-								
Under 25	346	6	315	5	272	5	140	5
25 - 34	1210	20	1147	20	1021	20	657	21
35 - 44	1354	22	1311	22	1154	23	854	28
45 - 54	1019	17	990	17	855	17	601	19
55 - 64	846	14	828	14	691	14	429	14
65 +	1277	21	1251	21	1043	21	402	13
Size of Household :-								
1	1956	32	1817	31	1571	31	640	21
2	1918	32	1880	32	1594	32	1003	33
3	915	15	898	15	788	16	566	18
4	844	14	836	14	727	14	575	19
5 +	418	7	410	7	357	7	297	10
Average Household Size	2.34		2.37		2.37		2.67	
Children :-								
Without	4403	73	4219	72	3627	72	2001	65
With	1649	27	1623	28	1409	28	1081	35
0 - 3	616	10	600	10	521	10	391	13
4 - 9	807	13	795	14	687	14	525	17
10 - 15	784	13	777	13	674	13	538	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5841	100	5036	100
Possessing:-	Widescreen	1562	27	1340	27
	Teletext Set	5100	87	4369	87
	Remote Ctrl.	5752	98	4958	98
	Portable Set	2995	51	2543	50
Screen Size :-	Under 20"	3295	56	2821	56
	20 to 29"	4354	75	3684	73
	30" and over	1012	17	901	18
Household with :-	Single Set	2337	40	2045	41
	2 Sets	2004	34	1710	34
	3 Sets	931	16	798	16
	4 Sets	371	6	312	6
	5+ Sets	200	3	171	3
VCRs :-	Without	1554	27	1406	28
	With	4287	73	3630	72
	With 1	3145	54	2676	53
	With 2+	1142	20	954	19

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11544	100	9908	100
Which are :-	Widescreen	1653	14	1423	14
	Teletext Set	8380	73	7164	72
	Remote Ctrl.	10957	95	9397	95
	Portable Set	4394	38	3717	38
Screen Size :-	Under 20"	4895	42	4162	42
	20 to 29"	5076	44	4322	44
	30" and over	1051	9	937	9
VCR Connected		5734	50	4844	49

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14176	100	11960	100	8238	100
Age :-	0 - 3	737	5	625	5	476	6
	4 - 9	1076	8	911	8	691	8
	10 - 15	1065	8	916	8	741	9
	16 - 19	657	5	559	5	425	5
	20 - 24	903	6	751	6	493	6
	25 - 34	2311	16	1987	17	1335	16
	35 - 44	2354	17	2009	17	1507	18
	45 - 54	1754	12	1477	12	1095	13
	55 - 64	1435	10	1182	10	769	9
	65 +	1884	13	1544	13	706	9
Adults :-	Total	11298	100	9508	100	6330	100
	AB	3258	29	2757	29	2108	33
	C1	3377	30	2835	30	1859	29
	C2	1919	17	1601	17	1157	18
	D	1387	12	1165	12	701	11
	E	1357	12	1150	12	506	8

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	7009	100	7167	100	5906	100	6054	100
Age :-								
0 - 15	1474	21	1404	20	1263	21	1188	20
16 - 24	777	11	782	11	647	11	662	11
25 - 34	1178	17	1134	16	1011	17	976	16
35 - 44	1187	17	1168	16	1009	17	1000	17
45 - 54	870	12	884	12	727	12	750	12
55 - 64	700	10	735	10	576	10	606	10
65 +	823	12	1061	15	673	11	871	14
Adults :-	5535	100	5763	100	4643	100	4865	100
AB	1667	30	1591	28	1410	30	1347	28
C1	1601	29	1777	31	1342	29	1494	31
C2	1043	19	877	15	867	19	734	15
D	695	13	691	12	580	12	585	12
E	530	10	827	14	444	10	706	15
Working F/T	3542	64	1955	34	2993	64	1683	35
Working P/T	186	3	881	15	158	3	731	15
Not Working	1807	33	2927	51	1491	32	2450	50
Housewives :-	1354	100	4698	100	1107	100	3930	100
Working F/T	698	52	1492	32	581	53	1272	32
Working P/T	65	5	816	17	55	5	675	17
Not Working	592	44	2390	51	470	43	1983	50

Midlands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4861	100	4764	100	3879	100
Receiving ITV	4764	98	4764	100	3879	100
Receiving Any CH4	4754	98	4754	100	3872	100
Receiving five	4623	95	4623	97	3768	97
Receiving BBC 1	4764	98	4764	100	3879	100
Receiving BBC 2	4764	98	4764	100	3879	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4861	100	4764	100	3879	100	2231	100
		100		98		80		46
				100		81		47
Social Class :-								
AB	918	19	903	19	748	19	492	22
C1	1277	26	1255	26	1001	26	621	28
C2	935	19	925	19	743	19	498	22
D	827	17	812	17	659	17	374	17
E	903	19	869	18	728	19	245	11
Housewife Age :-								
Under 25	266	5	251	5	204	5	113	5
25 - 34	763	16	741	16	607	16	420	19
35 - 44	993	20	977	21	798	21	557	25
45 - 54	845	17	831	17	686	18	455	20
55 - 64	801	16	789	17	637	16	371	17
65 +	1193	25	1175	25	947	24	315	14
Size of Household :-								
1	1421	29	1360	29	1103	28	368	16
2	1743	36	1724	36	1406	36	827	37
3	770	16	763	16	621	16	444	20
4	638	13	635	13	515	13	403	18
5 +	288	6	283	6	234	6	189	8
Average Household Size	2.33		2.34		2.34		2.68	
Children :-								
Without	3563	73	3479	73	2831	73	1443	65
With	1297	27	1285	27	1047	27	788	35
0 - 3	453	9	447	9	364	9	283	13
4 - 9	624	13	617	13	499	13	381	17
10 - 15	655	13	651	14	536	14	406	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4764	100	3879	100
Possessing:-	Widescreen	1499	31	1261	33
	Teletext Set	4371	92	3560	92
	Remote Ctrl.	4714	99	3833	99
	Portable Set	2773	58	2249	58
Screen Size :-	Under 20"	2903	61	2336	60
	20 to 29"	3923	82	3208	83
	30" and over	741	16	603	16
Household with :-	Single Set	1617	34	1343	35
	2 Sets	1762	37	1426	37
	3 Sets	863	18	691	18
	4 Sets	355	7	281	7
	5+ Sets	166	3	138	4
VCRs :-	Without	1028	22	872	22
	With	3735	78	3007	78
	With 1	2706	57	2167	56
	With 2+	1029	22	839	22

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		9905	100	8089	100				
Which are :-	Widescreen	1590	16	1347	17				
	Teletext Set	7490	76	6195	77				
	Remote Ctrl.	9532	96	7771	96				
	Portable Set	4114	42	3372	42				
Screen Size :-	Under 20"	4372	44	3542	44				
	20 to 29"	4596	46	3799	47				
	30" and over	768	8	629	8				
VCR Connected		5014	51	4087	51				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11311	100	9083	100	5974	100
Age :-	0 - 3	535	5	428	5	332	6
	4 - 9	823	7	658	7	504	8
	10 - 15	890	8	725	8	551	9
	16 - 19	579	5	460	5	331	6
	20 - 24	671	6	530	6	359	6
	25 - 34	1413	12	1133	12	818	14
	35 - 44	1756	16	1421	16	1034	17
	45 - 54	1478	13	1198	13	815	14
	55 - 64	1381	12	1104	12	684	11
	65 +	1786	16	1425	16	547	9
Adults :- Total		9064	100	7271	100	4587	100
AB		1832	20	1491	21	1033	23
C1		2467	27	1944	27	1275	28
C2		1916	21	1533	21	1078	23
D		1591	18	1278	18	793	17
E		1259	14	1026	14	408	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5568	100	5743	100	4452	100	4631	100
Age :-								
0 - 15	1154	21	1093	19	924	21	888	19
16 - 24	642	12	608	11	505	11	485	10
25 - 34	694	12	719	13	552	12	581	13
35 - 44	867	16	889	15	703	16	718	15
45 - 54	735	13	743	13	589	13	609	13
55 - 64	686	12	696	12	552	12	553	12
65 +	791	14	995	17	626	14	799	17
Adults :-	4414	100	4650	100	3528	100	3743	100
AB	923	21	909	20	747	21	743	20
C1	1188	27	1279	28	933	26	1011	27
C2	1019	23	897	19	812	23	721	19
D	793	18	797	17	637	18	641	17
E	491	11	768	17	399	11	627	17
Working F/T	2735	62	1432	31	2187	62	1157	31
Working P/T	124	3	807	17	100	3	655	17
Not Working	1554	35	2411	52	1240	35	1932	52
Housewives :-	919	100	3942	100	715	100	3164	100
Working F/T	410	45	1163	29	321	45	939	30
Working P/T	33	4	765	19	25	4	619	20
Not Working	476	52	2014	51	368	51	1605	51

North West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3199	100	3141	100	2889	100
Receiving ITV	3141	98	3141	100	2889	100
Receiving Any CH4	3134	98	3134	100	2883	100
Receiving five	3004	94	3004	96	2800	97
Receiving BBC 1	3141	98	3141	100	2889	100
Receiving BBC 2	3141	98	3141	100	2889	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3199	100	3141	100	2889	100	1841	100
		100		98		90		58
				100		92		59
Social Class :-								
AB	497	16	492	16	449	16	338	18
C1	838	26	821	26	752	26	508	28
C2	570	18	564	18	517	18	395	21
D	544	17	536	17	489	17	318	17
E	751	23	727	23	683	24	283	15
Housewife Age :-								
Under 25	177	6	166	5	155	5	97	5
25 - 34	501	16	485	15	445	15	312	17
35 - 44	657	21	645	21	594	21	441	24
45 - 54	573	18	563	18	514	18	382	21
55 - 64	525	16	519	17	480	17	305	17
65 +	767	24	762	24	702	24	304	17
Size of Household :-								
1	999	31	960	31	885	31	369	20
2	1097	34	1088	35	994	34	654	35
3	527	16	522	17	481	17	389	21
4	386	12	384	12	354	12	297	16
5 +	191	6	187	6	175	6	132	7
Average Household Size	2.30		2.31		2.31		2.58	
Children :-								
Without	2356	74	2306	73	2120	73	1235	67
With	843	26	835	27	769	27	607	33
0 - 3	266	8	262	8	242	8	193	10
4 - 9	413	13	408	13	375	13	280	15
10 - 15	443	14	441	14	409	14	333	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3141	100	2889	100
Possessing:-	Widescreen	1114	35	1031	36
	Teletext Set	2839	90	2600	90
	Remote Ctrl.	3078	98	2831	98
	Portable Set	1668	53	1509	52
Screen Size :-	Under 20"	1744	56	1588	55
	20 to 29"	2616	83	2399	83
	30" and over	498	16	466	16
Household with :-	Single Set	1169	37	1090	38
	2 Sets	1187	38	1084	38
	3 Sets	490	16	440	15
	4 Sets	194	6	182	6
	5+ Sets	101	3	94	3
VCRs :-	Without	713	23	667	23
	With	2428	77	2223	77
	With 1	1820	58	1678	58
	With 2+	609	19	545	19

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		6450	100	5927	100				
Which are :-	Widescreen	1198	19	1111	19				
	Teletext Set	4751	74	4283	72				
	Remote Ctrl.	6099	95	5588	94				
	Portable Set	2476	38	2249	38				
Screen Size :-	Under 20"	2623	41	2401	41				
	20 to 29"	3169	49	2924	49				
	30" and over	528	8	496	8				
VCR Connected		3307	51	3019	51				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7347	100	6678	100	4744	100
Age :-	0 - 3	319	4	289	4	235	5
	4 - 9	541	7	489	7	365	8
	10 - 15	590	8	542	8	428	9
	16 - 19	379	5	347	5	246	5
	20 - 24	464	6	424	6	321	7
	25 - 34	917	12	824	12	605	13
	35 - 44	1120	15	1017	15	800	17
	45 - 54	977	13	879	13	663	14
	55 - 64	894	12	816	12	558	12
	65 +	1147	16	1051	16	522	11
Adults :-	Total	5898	100	5357	100	3715	100
	AB	1011	17	916	17	716	19
	C1	1611	27	1453	27	1050	28
	C2	1176	20	1073	20	847	23
	D	1050	18	954	18	652	18
	E	1049	18	962	18	451	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3591	100	3756	100	3249	100	3429	100
Age :-								
0 - 15	740	21	709	19	673	21	648	19
16 - 24	427	12	416	11	388	12	383	11
25 - 34	449	13	468	12	402	12	421	12
35 - 44	552	15	568	15	497	15	520	15
45 - 54	481	13	496	13	430	13	449	13
55 - 64	441	12	453	12	400	12	416	12
65 +	501	14	646	17	459	14	592	17
Adults :-	2851	100	3047	100	2576	100	2781	100
AB	504	18	508	17	455	18	461	17
C1	763	27	848	28	683	27	770	28
C2	631	22	545	18	575	22	498	18
D	531	19	519	17	482	19	471	17
E	422	15	627	21	381	15	581	21
Working F/T	1640	58	922	30	1473	57	833	30
Working P/T	88	3	481	16	81	3	437	16
Not Working	1123	39	1644	54	1022	40	1512	54
Housewives :-	656	100	2544	100	579	100	2310	100
Working F/T	259	39	731	29	227	39	650	28
Working P/T	25	4	451	18	23	4	409	18
Not Working	371	57	1362	54	329	57	1251	54

Yorkshire

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2932	100	2870	100	2486	100
Receiving ITV	2870	98	2870	100	2486	100
Receiving Any CH4	2867	98	2867	100	2484	100
Receiving five	2753	94	2753	96	2398	96
Receiving BBC 1	2870	98	2870	100	2486	100
Receiving BBC 2	2870	98	2870	100	2486	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2932	100	2870	100	2486	100	1394	100
		100		98		85		48
				100		87		49
Social Class :-								
AB	434	15	429	15	359	14	233	17
C1	758	26	744	26	645	26	384	28
C2	556	19	551	19	475	19	316	23
D	510	17	504	18	437	18	260	19
E	674	23	642	22	569	23	202	14
Housewife Age :-								
Under 25	168	6	161	6	144	6	78	6
25 - 34	442	15	428	15	380	15	238	17
35 - 44	586	20	575	20	504	20	353	25
45 - 54	509	17	498	17	420	17	277	20
55 - 64	479	16	470	16	408	16	232	17
65 +	748	26	737	26	629	25	216	16
Size of Household :-								
1	886	30	844	29	734	30	231	17
2	1053	36	1043	36	897	36	531	38
3	461	16	458	16	395	16	265	19
4	363	12	360	13	316	13	250	18
5 +	169	6	165	6	144	6	118	8
Average Household Size	2.30		2.31		2.31		2.67	
Children :-								
Without	2166	74	2113	74	1822	73	898	64
With	766	26	758	26	664	27	497	36
0 - 3	253	9	249	9	216	9	148	11
4 - 9	363	12	360	13	318	13	240	17
10 - 15	394	13	389	14	341	14	274	20

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2870	100	2486	100
Possessing:-	Widescreen	856	30	744	30
	Teletext Set	2631	92	2277	92
	Remote Ctrl.	2839	99	2460	99
	Portable Set	1683	59	1474	59
Screen Size :-	Under 20"	1738	61	1519	61
	20 to 29"	2452	85	2119	85
	30" and over	396	14	345	14
Household with :-	Single Set	1003	35	864	35
	2 Sets	1023	36	876	35
	3 Sets	493	17	424	17
	4 Sets	247	9	228	9
	5+ Sets	105	4	95	4
VCRs :-	Without	583	20	504	20
	With	2287	80	1981	80
	With 1	1694	59	1462	59
	With 2+	593	21	520	21

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		6073	100	5256	100				
Which are :-	Widescreen	911	15	784	15				
	Teletext Set	4551	75	3926	75				
	Remote Ctrl.	5789	95	5001	95				
	Portable Set	2543	42	2239	43				
Screen Size :-	Under 20"	2661	44	2338	44				
	20 to 29"	2967	49	2543	48				
	30" and over	410	7	353	7				
VCR Connected		3101	51	2689	51				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6736	100	5748	100	3723	100
Age :-	0 - 3	297	4	252	4	174	5
	4 - 9	478	7	415	7	303	8
	10 - 15	532	8	461	8	372	10
	16 - 19	355	5	304	5	244	7
	20 - 24	412	6	352	6	210	6
	25 - 34	806	12	691	12	455	12
	35 - 44	1026	15	886	15	632	17
	45 - 54	899	13	750	13	535	14
	55 - 64	831	12	709	12	430	12
	65 +	1101	16	928	16	368	10
Adults :-	Total	5430	100	4620	100	2874	100
	AB	876	16	723	16	491	17
	C1	1465	27	1256	27	788	27
	C2	1159	21	991	21	691	24
	D	998	18	856	19	559	19
	E	932	17	794	17	344	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3299	100	3438	100	2812	100	2936	100
Age :-								
0 - 15	675	20	632	18	587	21	542	18
16 - 24	383	12	385	11	323	11	333	11
25 - 34	399	12	407	12	339	12	352	12
35 - 44	502	15	524	15	434	15	452	15
45 - 54	446	14	453	13	374	13	376	13
55 - 64	412	13	418	12	348	12	361	12
65 +	482	15	620	18	408	15	520	18
Adults :-	2624	100	2806	100	2225	100	2394	100
AB	434	17	442	16	357	16	365	15
C1	704	27	761	27	605	27	651	27
C2	615	23	544	19	522	23	469	20
D	504	19	494	18	432	19	424	18
E	367	14	565	20	309	14	485	20
Working F/T	1555	59	815	29	1331	60	693	29
Working P/T	63	2	479	17	52	2	413	17
Not Working	1006	38	1511	54	842	38	1289	54
Housewives :-	556	100	2377	100	458	100	2028	100
Working F/T	227	41	641	27	193	42	547	27
Working P/T	15	3	446	19	12	3	384	19
Not Working	313	56	1289	54	253	55	1097	54

Central Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1681	100	1643	100	1574	100
Receiving ITV	1643	98	1643	100	1574	100
Receiving Any CH4	1643	98	1643	100	1573	100
Receiving five	1553	92	1553	95	1498	95
Receiving BBC 1	1643	98	1643	100	1574	100
Receiving BBC 2	1643	98	1643	100	1574	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1681	100	1643	100	1574	100	935	100
		100		98		94		56
				100		96		57
Social Class :-								
AB	289	17	284	17	270	17	175	19
C1	457	27	444	27	423	27	263	28
C2	299	18	297	18	284	18	204	22
D	275	16	271	16	261	17	158	17
E	360	21	348	21	336	21	135	14
Housewife Age :-								
Under 25	95	6	89	5	83	5	36	4
25 - 34	256	15	244	15	237	15	168	18
35 - 44	357	21	351	21	336	21	235	25
45 - 54	305	18	299	18	286	18	191	20
55 - 64	261	16	257	16	245	16	157	17
65 +	407	24	403	25	387	25	148	16
Size of Household :-								
1	588	35	563	34	539	34	205	22
2	562	33	554	34	532	34	341	37
3	250	15	247	15	237	15	171	18
4	207	12	205	12	194	12	159	17
5 +	75	4	75	5	71	5	58	6
Average Household Size	2.19		2.21		2.21		2.51	
Children :-								
Without	1268	75	1234	75	1182	75	643	69
With	413	25	409	25	391	25	292	31
0 - 3	132	8	130	8	125	8	88	9
4 - 9	203	12	202	12	193	12	151	16
10 - 15	214	13	213	13	202	13	155	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1643	100	1574	100
Possessing:-	Widescreen	308	19	290	18
	Teletext Set	1459	89	1399	89
	Remote Ctrl.	1615	98	1546	98
	Portable Set	989	60	948	60
Screen Size :-	Under 20"	1067	65	1022	65
	20 to 29"	1341	82	1286	82
	30" and over	210	13	200	13
Household with :-	Single Set	556	34	527	33
	2 Sets	635	39	616	39
	3 Sets	313	19	297	19
	4 Sets	102	6	98	6
	5+ Sets	38	2	36	2
VCRs :-	Without	401	24	390	25
	With	1243	76	1183	75
	With 1	878	53	833	53
	With 2+	365	22	350	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3428	100	3280	100
Which are :-	Widescreen	336	10	316	10
	Teletext Set	2321	68	2217	68
	Remote Ctrl.	3335	97	3188	97
	Portable Set	1424	42	1363	42
Screen Size :-	Under 20"	1557	45	1491	45
	20 to 29"	1615	47	1546	47
	30" and over	224	7	213	6
VCR Connected		1772	52	1685	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3688	100	3470	100	2344	100
Age :-	0 - 3	150	4	142	4	99	4
	4 - 9	259	7	247	7	192	8
	10 - 15	275	7	259	7	206	9
	16 - 19	182	5	172	5	126	5
	20 - 24	248	7	224	6	140	6
	25 - 34	459	12	427	12	313	13
	35 - 44	593	16	559	16	420	18
	45 - 54	514	14	486	14	335	14
	55 - 64	430	12	405	12	267	11
	65 +	578	16	550	16	247	11
Adults :- Total		3003	100	2823	100	1848	100
	AB	550	18	516	18	355	19
	C1	857	29	794	28	532	29
	C2	612	20	584	21	429	23
	D	501	17	476	17	317	17
	E	483	16	453	16	215	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1776	100	1911	100	1662	100	1808	100
Age :-								
0 - 15	355	20	330	17	333	20	315	17
16 - 24	220	12	210	11	201	12	196	11
25 - 34	224	13	235	12	207	12	220	12
35 - 44	279	16	313	16	263	16	296	16
45 - 54	251	14	262	14	237	14	249	14
55 - 64	208	12	222	12	195	12	210	12
65 +	239	13	339	18	227	14	324	18
Adults :-	1421	100	1582	100	1329	100	1494	100
AB	274	19	276	17	257	19	259	17
C1	397	28	461	29	366	28	428	29
C2	326	23	286	18	311	23	273	18
D	239	17	261	17	225	17	250	17
E	185	13	299	19	170	13	283	19
Working F/T	805	57	519	33	760	57	494	33
Working P/T	25	2	223	14	23	2	209	14
Not Working	592	42	839	53	547	41	791	53
Housewives :-	339	100	1342	100	306	100	1268	100
Working F/T	134	39	426	32	123	40	405	32
Working P/T	6	2	209	16	5	2	195	15
Not Working	200	59	707	53	178	58	668	53

North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	596	100	584	100	535	100
Receiving ITV	584	98	584	100	535	100
Receiving Any CH4	583	98	583	100	534	100
Receiving five	478	80	478	82	437	82
Receiving BBC 1	584	98	584	100	535	100
Receiving BBC 2	584	98	584	100	535	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	596	100	584	100	535	100	303	100
		100		98		90		51
				100		92		52
Social Class :-								
AB	116	20	115	20	105	20	59	19
C1	175	29	170	29	157	29	90	30
C2	119	20	118	20	109	20	77	26
D	88	15	86	15	78	15	51	17
E	98	16	94	16	86	16	25	8
Housewife Age :-								
Under 25	38	6	37	6	36	7	14	5
25 - 34	88	15	85	15	79	15	59	19
35 - 44	113	19	112	19	102	19	71	24
45 - 54	110	18	108	19	99	19	61	20
55 - 64	101	17	99	17	90	17	54	18
65 +	146	24	143	25	128	24	44	14
Size of Household :-								
1	201	34	193	33	177	33	60	20
2	211	35	208	36	190	36	116	38
3	85	14	84	14	77	14	55	18
4	73	12	72	12	66	12	52	17
5 +	26	4	25	4	24	4	20	7
Average Household Size	2.19		2.20		2.20		2.54	
Children :-								
Without	453	76	442	76	404	76	200	66
With	143	24	141	24	131	24	103	34
0 - 3	40	7	39	7	35	7	28	9
4 - 9	68	11	67	11	60	11	46	15
10 - 15	76	13	75	13	71	13	57	19

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		584	100	535	100				
Possessing:-	Widescreen	147	25	147	27				
	Teletext Set	520	89	478	89				
	Remote Ctrl.	579	99	530	99				
	Portable Set	355	61	331	62				
Screen Size :-	Under 20"	372	64	346	65				
	20 to 29"	494	85	450	84				
	30" and over	64	11	60	11				
Household with :-	Single Set	202	35	181	34				
	2 Sets	202	35	187	35				
	3 Sets	126	22	116	22				
	4 Sets	40	7	38	7				
	5+ Sets	13	2	12	2				
VCRs :-	Without	80	14	76	14				
	With	504	86	459	86				
	With 1	369	63	342	64				
	With 2+	134	23	118	22				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1255	100	1158	100				
Which are :-	Widescreen	165	13	165	14				
	Teletext Set	849	68	791	68				
	Remote Ctrl.	1224	98	1129	97				
	Portable Set	534	43	500	43				
Screen Size :-	Under 20"	563	45	526	45				
	20 to 29"	613	49	559	48				
	30" and over	69	5	63	5				
VCR Connected		719	57	648	56				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1306	100	1179	100	769	100
Age :-	0 - 3	44	3	39	3	30	4
	4 - 9	88	7	78	7	61	8
	10 - 15	102	8	95	8	76	10
	16 - 19	66	5	61	5	39	5
	20 - 24	78	6	74	6	44	6
	25 - 34	152	12	137	12	100	13
	35 - 44	200	15	181	15	134	17
	45 - 54	189	14	171	15	116	15
	55 - 64	175	13	155	13	97	13
	65 +	212	16	186	16	72	9
Adults :-	Total	1072	100	967	100	601	100
	AB	230	21	208	22	120	20
	C1	325	30	292	30	187	31
	C2	238	22	219	23	161	27
	D	155	14	140	14	99	16
	E	124	12	108	11	35	6

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	627	100	679	100	568	100	611	100
Age :-								
0 - 15	116	19	117	17	107	19	104	17
16 - 24	69	11	75	11	65	11	70	12
25 - 34	73	12	79	12	66	12	72	12
35 - 44	99	16	100	15	90	16	91	15
45 - 54	92	15	97	14	83	15	88	14
55 - 64	86	14	89	13	77	13	79	13
65 +	91	15	121	18	81	14	105	17
Adults :-								
AB	116	23	115	20	105	23	103	20
C1	148	29	177	32	133	29	159	31
C2	126	25	112	20	115	25	104	20
D	72	14	83	15	65	14	75	15
E	50	10	74	13	42	9	65	13
Working F/T	313	61	169	30	284	62	156	31
Working P/T	17	3	108	19	16	3	96	19
Not Working	181	35	285	51	161	35	255	50
Housewives :-								
Working F/T	52	44	141	29	46	45	130	30
Working P/T	4	3	103	21	4	3	90	21
Not Working	61	52	236	49	53	52	211	49

Central Scotland & North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2152	100	2104	100	2100	100
Receiving ITV	2104	98	2104	100	2100	100
Receiving Any CH4	2102	98	2102	100	2099	100
Receiving five	1928	90	1928	92	1928	92
Receiving BBC 1	2104	98	2104	100	2100	100
Receiving BBC 2	2104	98	2104	100	2100	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2152	100	2104	100	2100	100	1231	100
		100		98		98		57
				100		100		59
Social Class :-								
AB	381	18	374	18	374	18	233	19
C1	595	28	578	27	577	27	351	29
C2	395	18	391	19	390	19	278	23
D	344	16	339	16	338	16	208	17
E	437	20	422	20	421	20	160	13
Housewife Age :-								
Under 25	125	6	119	6	119	6	51	4
25 - 34	329	15	315	15	315	15	225	18
35 - 44	443	21	436	21	435	21	304	25
45 - 54	392	18	385	18	384	18	251	20
55 - 64	341	16	335	16	334	16	209	17
65 +	520	24	514	24	513	24	190	15
Size of Household :-								
1	749	35	717	34	716	34	264	21
2	729	34	720	34	719	34	455	37
3	316	15	313	15	313	15	225	18
4	262	12	259	12	258	12	209	17
5 +	95	4	94	4	94	4	78	6
Average Household Size	2.19		2.20		2.20		2.51	
Children :-								
Without	1628	76	1585	75	1582	75	839	68
With	524	24	519	25	518	25	392	32
0 - 3	161	8	158	8	158	8	115	9
4 - 9	254	12	252	12	252	12	196	16
10 - 15	273	13	271	13	271	13	210	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2104	100	2100	100
Possessing:-	Widescreen	433	21	433	21
	Teletext Set	1872	89	1870	89
	Remote Ctrl.	2071	98	2068	98
	Portable Set	1274	61	1273	61
Screen Size :-	Under 20"	1363	65	1361	65
	20 to 29"	1732	82	1729	82
	30" and over	259	12	259	12
Household with :-	Single Set	708	34	706	34
	2 Sets	801	38	800	38
	3 Sets	411	20	411	20
	4 Sets	137	7	137	7
	5+ Sets	47	2	47	2
VCRs :-	Without	467	22	466	22
	With	1637	78	1634	78
	With 1	1173	56	1171	56
	With 2+	464	22	463	22

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4422	100	4416	100				
Which are :-	Widescreen	478	11	478	11				
	Teletext Set	2998	68	2994	68				
	Remote Ctrl.	4301	97	4295	97				
	Portable Set	1855	42	1853	42				
Screen Size :-	Under 20"	2007	45	2005	45				
	20 to 29"	2099	47	2095	47				
	30" and over	275	6	275	6				
VCR Connected		2323	53	2318	52				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		4709	100	4625	100	3094	100
Age :-	0 - 3	183	4	180	4	128	4
	4 - 9	326	7	322	7	251	8
	10 - 15	353	8	351	8	280	9
	16 - 19	235	5	233	5	165	5
	20 - 24	308	7	297	6	183	6
	25 - 34	583	12	562	12	412	13
	35 - 44	746	16	734	16	548	18
	45 - 54	664	14	654	14	449	15
	55 - 64	567	12	558	12	361	12
	65 +	743	16	735	16	317	10
Adults :- Total		3846	100	3773	100	2434	100
AB		733	19	723	19	474	19
C1		1109	29	1080	29	713	29
C2		803	21	796	21	584	24
D		621	16	613	16	414	17
E		579	15	560	15	250	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2267	100	2441	100	2218	100	2407	100
Age :-								
0 - 15	442	19	421	17	437	20	415	17
16 - 24	274	12	270	11	265	12	265	11
25 - 34	284	13	299	12	272	12	290	12
35 - 44	357	16	389	16	350	16	384	16
45 - 54	324	14	340	14	318	14	336	14
55 - 64	275	12	291	12	270	12	288	12
65 +	311	14	432	18	306	14	429	18
Adults :-	1825	100	2021	100	1781	100	1992	100
AB	367	20	366	18	361	20	362	18
C1	512	28	597	30	496	28	584	29
C2	428	23	375	19	423	24	373	19
D	295	16	326	16	289	16	324	16
E	223	12	356	18	212	12	349	17
Working F/T	1054	58	655	32	1037	58	647	33
Working P/T	39	2	303	15	38	2	301	15
Not Working	732	40	1063	53	706	40	1044	52
Housewives :-	435	100	1717	100	409	100	1692	100
Working F/T	176	41	540	31	169	41	533	31
Working P/T	9	2	284	17	8	2	282	17
Not Working	249	57	893	52	231	57	877	52

Wales & West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2264	100	2221	100	2033	100
Receiving ITV	2221	98	2221	100	2033	100
Receiving Any CH4	2217	98	2217	100	2030	100
Receiving five	1932	85	1932	87	1771	87
Receiving BBC 1	2221	98	2221	100	2033	100
Receiving BBC 2	2221	98	2221	100	2033	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2264	100	2221	100	2033	100	1353	100
		100		98		90		60
				100		92		61
Social Class :-								
AB	346	15	339	15	303	15	218	16
C1	640	28	629	28	575	28	408	30
C2	476	21	470	21	440	22	329	24
D	393	17	388	17	360	18	242	18
E	410	18	395	18	355	17	157	12
Housewife Age :-								
Under 25	117	5	113	5	105	5	71	5
25 - 34	338	15	330	15	305	15	231	17
35 - 44	442	20	433	20	396	19	305	23
45 - 54	389	17	380	17	351	17	263	19
55 - 64	390	17	385	17	353	17	245	18
65 +	588	26	579	26	522	26	238	18
Size of Household :-								
1	675	30	646	29	585	29	258	19
2	829	37	820	37	751	37	514	38
3	330	15	328	15	303	15	235	17
4	289	13	288	13	265	13	239	18
5 +	141	6	139	6	128	6	107	8
Average Household Size	2.31		2.33		2.33		2.60	
Children :-								
Without	1690	75	1650	74	1508	74	914	68
With	574	25	571	26	525	26	439	32
0 - 3	191	8	190	9	173	8	143	11
4 - 9	283	12	281	13	257	13	215	16
10 - 15	300	13	299	13	277	14	233	17

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2221	100	2033	100				
Possessing:-	Widescreen	568	26	514	25				
	Teletext Set	2019	91	1857	91				
	Remote Ctrl.	2197	99	2012	99				
	Portable Set	1261	57	1169	57				
Screen Size :-	Under 20"	1343	60	1234	61				
	20 to 29"	1885	85	1726	85				
	30" and over	308	14	298	15				
Household with :-	Single Set	751	34	677	33				
	2 Sets	822	37	754	37				
	3 Sets	399	18	371	18				
	4 Sets	171	8	159	8				
	5+ Sets	77	3	72	4				
VCRs :-	Without	450	20	413	20				
	With	1771	80	1620	80				
	With 1	1355	61	1227	60				
	With 2+	417	19	393	19				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4534	100	4171	100				
Which are :-	Widescreen	591	13	536	13				
	Teletext Set	3504	77	3247	78				
	Remote Ctrl.	4361	96	4011	96				
	Portable Set	1834	40	1701	41				
Screen Size :-	Under 20"	1982	44	1826	44				
	20 to 29"	2193	48	2017	48				
	30" and over	319	7	309	7				
VCR Connected		2242	49	2063	49				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5231	100	4743	100	3515	100
Age :-	0 - 3	224	4	203	4	167	5
	4 - 9	372	7	339	7	288	8
	10 - 15	404	8	373	8	313	9
	16 - 19	267	5	243	5	187	5
	20 - 24	306	6	278	6	209	6
	25 - 34	614	12	555	12	437	12
	35 - 44	785	15	708	15	561	16
	45 - 54	685	13	623	13	496	14
	55 - 64	679	13	619	13	442	13
	65 +	895	17	802	17	415	12
Adults :- Total		4231	100	3828	100	2747	100
AB		704	17	622	16	466	17
C1		1253	30	1134	30	833	30
C2		970	23	902	24	712	26
D		732	17	672	18	487	18
E		572	14	499	13	250	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2555	100	2676	100	2318	100	2425	100
Age :-								
0 - 15	514	20	486	18	472	20	443	18
16 - 24	287	11	286	11	262	11	259	11
25 - 34	301	12	313	12	270	12	284	12
35 - 44	385	15	400	15	347	15	360	15
45 - 54	336	13	349	13	304	13	319	13
55 - 64	335	13	343	13	306	13	313	13
65 +	396	16	499	19	357	15	445	18
Adults :-	2040	100	2190	100	1847	100	1981	100
AB	352	17	352	16	313	17	309	16
C1	597	29	656	30	541	29	593	30
C2	510	25	460	21	473	26	429	22
D	359	18	373	17	328	18	344	17
E	223	11	349	16	192	10	307	15
Working F/T	1173	57	615	28	1065	58	561	28
Working P/T	57	3	380	17	49	3	341	17
Not Working	810	40	1195	55	733	40	1080	54
Housewives :-	406	100	1857	100	355	100	1678	100
Working F/T	153	38	493	27	133	38	450	27
Working P/T	14	3	357	19	11	3	321	19
Not Working	240	59	1007	54	210	59	907	54

South & South East & Ch. Islands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2836	100	2782	100	2467	100
Receiving ITV	2782	98	2782	100	2467	100
Receiving Any CH4	2777	98	2777	100	2463	100
Receiving five	2140	75	2140	77	1879	76
Receiving BBC 1	2782	98	2782	100	2467	100
Receiving BBC 2	2782	98	2782	100	2467	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2836	100	2782	100	2467	100	1597	100
		100		98		87		56
				100		89		57
Social Class :-								
AB	766	27	755	27	654	27	463	29
C1	869	31	855	31	767	31	491	31
C2	510	18	502	18	447	18	321	20
D	365	13	356	13	324	13	217	14
E	326	12	313	11	275	11	104	7
Housewife Age :-								
Under 25	140	5	133	5	123	5	60	4
25 - 34	413	15	402	14	353	14	268	17
35 - 44	568	20	559	20	496	20	388	24
45 - 54	485	17	477	17	422	17	313	20
55 - 64	488	17	480	17	425	17	287	18
65 +	743	26	731	26	649	26	281	18
Size of Household :-								
1	871	31	835	30	741	30	301	19
2	1022	36	1011	36	902	37	619	39
3	398	14	395	14	348	14	267	17
4	379	13	377	14	332	13	289	18
5 +	165	6	164	6	143	6	121	8
Average Household Size	2.30		2.31		2.30		2.59	
Children :-								
Without	2124	75	2075	75	1847	75	1089	68
With	713	25	706	25	620	25	508	32
0 - 3	245	9	242	9	211	9	164	10
4 - 9	345	12	343	12	301	12	252	16
10 - 15	358	13	357	13	314	13	261	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2782	100	2467	100
Possessing:-	Widescreen	992	36	905	37
	Teletext Set	2563	92	2271	92
	Remote Ctrl.	2743	99	2430	99
	Portable Set	1499	54	1352	55
Screen Size :-	Under 20"	1639	59	1460	59
	20 to 29"	2329	84	2075	84
	30" and over	426	15	370	15
Household with :-	Single Set	1008	36	887	36
	2 Sets	967	35	848	34
	3 Sets	446	16	407	17
	4 Sets	230	8	211	9
	5+ Sets	132	5	113	5
VCRs :-	Without	566	20	494	20
	With	2215	80	1973	80
	With 1	1514	54	1347	55
	With 2+	701	25	626	25

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5849	100	5211	100
Which are :-	Widescreen	1070	18	979	19
	Teletext Set	4444	76	3946	76
	Remote Ctrl.	5557	95	4945	95
	Portable Set	2316	40	2084	40
Screen Size :-	Under 20"	2578	44	2311	44
	20 to 29"	2721	47	2431	47
	30" and over	449	8	388	7
VCR Connected		3115	53	2776	53

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6511	100	5683	100	4142	100
Age :-	0 - 3	288	4	249	4	200	5
	4 - 9	471	7	409	7	342	8
	10 - 15	491	8	428	8	363	9
	16 - 19	309	5	271	5	212	5
	20 - 24	375	6	335	6	218	5
	25 - 34	770	12	660	12	509	12
	35 - 44	1007	15	882	16	717	17
	45 - 54	855	13	747	13	579	14
	55 - 64	832	13	727	13	519	13
	65 +	1113	17	978	17	482	12
Adults :-	Total	5261	100	4598	100	3237	100
	AB	1508	29	1289	28	966	30
	C1	1630	31	1445	31	970	30
	C2	1025	19	904	20	711	22
	D	667	13	596	13	437	13
	E	431	8	364	8	154	5

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3169	100	3342	100	2770	100	2913	100
Age :-								
0 - 15	635	20	615	18	551	20	533	18
16 - 24	344	11	340	10	307	11	299	10
25 - 34	382	12	388	12	327	12	333	11
35 - 44	496	16	511	15	434	16	448	15
45 - 54	422	13	433	13	369	13	377	13
55 - 64	402	13	430	13	352	13	374	13
65 +	488	15	624	19	429	16	548	19
Adults :-	2535	100	2727	100	2218	100	2380	100
AB	753	30	755	28	645	29	644	27
C1	764	30	867	32	681	31	764	32
C2	548	22	477	17	481	22	423	18
D	321	13	346	13	287	13	309	13
E	148	6	283	10	124	6	240	10
Working F/T	1582	62	832	31	1384	62	723	30
Working P/T	87	3	518	19	77	3	456	19
Not Working	865	34	1377	51	757	34	1202	50
Housewives :-	512	100	2324	100	439	100	2028	100
Working F/T	239	47	670	29	204	47	584	29
Working P/T	23	5	489	21	19	4	429	21
Not Working	249	49	1166	50	215	49	1015	50

North East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1438	100	1410	100	1187	100
Receiving ITV	1410	98	1410	100	1187	100
Receiving Any CH4	1409	98	1409	100	1186	100
Receiving five	1375	96	1375	97	1157	97
Receiving BBC 1	1410	98	1410	100	1187	100
Receiving BBC 2	1410	98	1410	100	1187	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1438	100	1410	100	1187	100	801	100
		100		98		83		56
				100		84		57
Social Class :-								
AB	229	16	225	16	185	16	146	18
C1	362	25	355	25	288	24	201	25
C2	266	19	263	19	220	19	160	20
D	231	16	230	16	203	17	154	19
E	350	24	337	24	291	24	141	18
Housewife Age :-								
Under 25	72	5	70	5	60	5	40	5
25 - 34	199	14	193	14	163	14	127	16
35 - 44	276	19	272	19	232	20	192	24
45 - 54	265	18	260	18	219	18	167	21
55 - 64	244	17	241	17	202	17	140	17
65 +	382	27	375	27	312	26	136	17
Size of Household :-								
1	459	32	438	31	370	31	162	20
2	506	35	503	36	419	35	287	36
3	229	16	228	16	195	16	176	22
4	167	12	166	12	136	11	121	15
5 +	76	5	75	5	67	6	56	7
Average Household Size	2.25		2.26		2.27		2.55	
Children :-								
Without	1085	75	1061	75	887	75	540	67
With	352	25	349	25	300	25	262	33
0 - 3	108	7	107	8	93	8	83	10
4 - 9	172	12	170	12	145	12	128	16
10 - 15	186	13	185	13	160	14	132	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1410	100	1187	100
Possessing:-	Widescreen	299	21	262	22
	Teletext Set	1293	92	1106	93
	Remote Ctrl.	1391	99	1171	99
	Portable Set	804	57	671	57
Screen Size :-	Under 20"	835	59	702	59
	20 to 29"	1196	85	1013	85
	30" and over	248	18	221	19
Household with :-	Single Set	476	34	393	33
	2 Sets	532	38	439	37
	3 Sets	266	19	239	20
	4 Sets	97	7	83	7
	5+ Sets	39	3	34	3
VCRs :-	Without	241	17	201	17
	With	1169	83	986	83
	With 1	843	60	688	58
	With 2+	326	23	299	25

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3036	100	2567	100				
Which are :-	Widescreen	329	11	287	11				
	Teletext Set	2301	76	2008	78				
	Remote Ctrl.	2905	96	2457	96				
	Portable Set	1224	40	1014	39				
Screen Size :-	Under 20"	1291	43	1075	42				
	20 to 29"	1471	48	1250	49				
	30" and over	270	9	240	9				
VCR Connected		1674	55	1439	56				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3233	100	2695	100	2043	100
Age :-	0 - 3	125	4	108	4	93	5
	4 - 9	223	7	187	7	163	8
	10 - 15	250	8	214	8	177	9
	16 - 19	176	5	148	5	123	6
	20 - 24	190	6	156	6	125	6
	25 - 34	363	11	302	11	246	12
	35 - 44	480	15	402	15	338	17
	45 - 54	454	14	378	14	303	15
	55 - 64	411	13	340	13	245	12
	65 +	562	17	460	17	230	11
Adults :- Total		2635	100	2186	100	1610	100
	AB	459	17	376	17	298	19
	C1	700	27	555	25	418	26
	C2	541	21	448	21	339	21
	D	451	17	397	18	329	20
	E	485	18	409	19	226	14

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1579	100	1655	100	1311	100	1384	100
Age :-								
0 - 15	314	20	284	17	266	20	243	18
16 - 24	183	12	182	11	153	12	151	11
25 - 34	174	11	189	11	144	11	157	11
35 - 44	233	15	247	15	193	15	209	15
45 - 54	224	14	230	14	185	14	193	14
55 - 64	204	13	206	12	169	13	172	12
65 +	246	16	316	19	201	15	259	19
Adults :-	1265	100	1370	100	1045	100	1141	100
AB	225	18	234	17	186	18	191	17
C1	327	26	373	27	257	25	298	26
C2	292	23	249	18	238	23	210	18
D	226	18	224	16	200	19	198	17
E	195	15	291	21	164	16	245	21
Working F/T	722	57	398	29	591	57	333	29
Working P/T	27	2	233	17	23	2	198	17
Not Working	516	41	739	54	432	41	610	53
Housewives :-	275	100	1163	100	226	100	961	100
Working F/T	100	36	316	27	79	35	262	27
Working P/T	5	2	221	19	5	2	187	19
Not Working	169	62	626	54	141	63	512	53

East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2321	100	2281	100	1821	100
Receiving ITV	2281	98	2281	100	1821	100
Receiving Any CH4	2275	98	2275	100	1817	100
Receiving five	2147	92	2147	94	1698	93
Receiving BBC 1	2281	98	2281	100	1821	100
Receiving BBC 2	2281	98	2281	100	1821	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2321	100 100	2281	100 98 100	1821	100 78 80	1098	100 47 48
Social Class :-								
AB	495	21	488	21	382	21	243	22
C1	663	29	653	29	529	29	349	32
C2	458	20	453	20	367	20	248	23
D	334	14	329	14	268	15	159	14
E	371	16	358	16	276	15	99	9
Housewife Age :-								
Under 25	115	5	108	5	85	5	44	4
25 - 34	365	16	358	16	277	15	202	18
35 - 44	465	20	458	20	364	20	276	25
45 - 54	397	17	391	17	313	17	217	20
55 - 64	394	17	389	17	323	18	192	17
65 +	585	25	576	25	459	25	168	15
Size of Household :-								
1	679	29	653	29	516	28	198	18
2	867	37	858	38	692	38	422	38
3	328	14	326	14	262	14	193	18
4	318	14	317	14	252	14	202	18
5 +	130	6	128	6	98	5	84	8
Average Household Size	2.31		2.32		2.32		2.62	
Children :-								
Without	1723	74	1688	74	1354	74	731	67
With	598	26	593	26	467	26	367	33
0 - 3	205	9	202	9	156	9	117	11
4 - 9	288	12	286	13	226	12	178	16
10 - 15	299	13	296	13	233	13	190	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2281	100	1821	100
Possessing:-	Widescreen	584	26	463	25
	Teletext Set	2088	92	1657	91
	Remote Ctrl.	2255	99	1801	99
	Portable Set	1321	58	1044	57
Screen Size :-	Under 20"	1392	61	1114	61
	20 to 29"	1772	78	1425	78
	30" and over	433	19	326	18
Household with :-	Single Set	743	33	601	33
	2 Sets	836	37	669	37
	3 Sets	431	19	338	19
	4 Sets	174	8	141	8
	5+ Sets	96	4	72	4
VCRs :-	Without	448	20	346	19
	With	1833	80	1475	81
	With 1	1419	62	1177	65
	With 2+	414	18	298	16

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4771	100	3815	100				
Which are :-	Widescreen	611	13	487	13				
	Teletext Set	3704	78	2965	78				
	Remote Ctrl.	4612	97	3689	97				
	Portable Set	1940	41	1541	40				
Screen Size :-	Under 20"	2100	44	1689	44				
	20 to 29"	2058	43	1656	43				
	30" and over	443	9	335	9				
VCR Connected		2316	49	1833	48				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5364	100	4223	100	2883	100
Age :-	0 - 3	241	4	184	4	140	5
	4 - 9	385	7	303	7	237	8
	10 - 15	409	8	320	8	266	9
	16 - 19	266	5	206	5	163	6
	20 - 24	294	5	233	6	150	5
	25 - 34	671	13	512	12	378	13
	35 - 44	822	15	640	15	486	17
	45 - 54	706	13	561	13	410	14
	55 - 64	678	13	559	13	353	12
	65 +	891	17	706	17	301	10
Adults :-		4329	100	3416	100	2239	100
	Total	4329	100	3416	100	2239	100
	AB	987	23	761	22	505	23
	C1	1265	29	1017	30	708	32
	C2	945	22	759	22	540	24
	D	624	14	502	15	328	15
	E	508	12	378	11	158	7

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2636	100	2728	100	2080	100	2143	100
Age :-								
0 - 15	530	20	505	19	415	20	392	18
16 - 24	282	11	278	10	222	11	217	10
25 - 34	329	12	342	13	250	12	262	12
35 - 44	412	16	410	15	318	15	321	15
45 - 54	353	13	353	13	281	14	280	13
55 - 64	329	12	349	13	271	13	288	13
65 +	400	15	491	18	323	16	382	18
Adults :-	2106	100	2223	100	1666	100	1751	100
AB	499	24	488	22	385	23	375	21
C1	607	29	659	30	486	29	530	30
C2	502	24	443	20	403	24	356	20
D	313	15	311	14	254	15	249	14
E	186	9	322	15	138	8	240	14
Working F/T	1351	64	701	32	1061	64	552	32
Working P/T	67	3	404	18	56	3	317	18
Not Working	687	33	1119	50	549	33	881	50
Housewives :-	424	100	1897	100	327	100	1494	100
Working F/T	210	50	564	30	158	48	444	30
Working P/T	16	4	385	20	13	4	301	20
Not Working	198	47	949	50	156	48	749	50

South West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	915	100	897	100	764	100
Receiving ITV	897	98	897	100	764	100
Receiving Any CH4	897	98	897	100	763	100
Receiving five	660	72	660	74	541	71
Receiving BBC 1	897	98	897	100	764	100
Receiving BBC 2	897	98	897	100	764	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	915	100	897	100	764	100	444	100
		100		98		83		48
				100		85		49
Social Class :-								
AB	172	19	169	19	144	19	77	17
C1	262	29	256	29	217	28	136	31
C2	193	21	191	21	163	21	110	25
D	143	16	142	16	117	15	74	17
E	146	16	139	15	123	16	47	11
Housewife Age :-								
Under 25	43	5	42	5	36	5	24	5
25 - 34	117	13	115	13	97	13	65	15
35 - 44	165	18	161	18	135	18	98	22
45 - 54	161	18	156	17	132	17	87	20
55 - 64	170	19	167	19	144	19	90	20
65 +	260	28	257	29	219	29	80	18
Size of Household :-								
1	282	31	272	30	232	30	88	20
2	347	38	341	38	294	39	178	40
3	122	13	121	14	101	13	74	17
4	107	12	106	12	88	12	62	14
5 +	57	6	57	6	48	6	42	9
Average Household Size	2.27		2.28		2.27		2.55	
Children :-								
Without	690	75	674	75	576	75	304	69
With	226	25	223	25	188	25	140	31
0 - 3	67	7	65	7	53	7	41	9
4 - 9	112	12	111	12	94	12	72	16
10 - 15	123	13	122	14	104	14	75	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		897	100	764	100
Possessing:-	Widescreen	276	31	245	32
	Teletext Set	814	91	688	90
	Remote Ctrl.	884	99	752	99
	Portable Set	462	51	389	51
Screen Size :-	Under 20"	525	59	440	58
	20 to 29"	776	86	665	87
	30" and over	118	13	97	13
Household with :-	Single Set	324	36	279	37
	2 Sets	334	37	287	38
	3 Sets	135	15	114	15
	4 Sets	59	7	46	6
	5+ Sets	45	5	38	5
VCRs :-	Without	162	18	140	18
	With	736	82	624	82
	With 1	564	63	482	63
	With 2+	171	19	142	19

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1917	100	1630	100				
Which are :-	Widescreen	305	16	273	17				
	Teletext Set	1337	70	1113	68				
	Remote Ctrl.	1803	94	1524	94				
	Portable Set	709	37	595	36				
Screen Size :-	Under 20"	835	44	700	43				
	20 to 29"	953	50	822	50				
	30" and over	126	7	105	6				
VCR Connected		1008	53	860	53				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2074	100	1733	100	1131	100
Age :-	0 - 3	83	4	66	4	53	5
	4 - 9	149	7	125	7	97	9
	10 - 15	169	8	142	8	106	9
	16 - 19	94	5	78	5	56	5
	20 - 24	110	5	95	5	69	6
	25 - 34	222	11	185	11	126	11
	35 - 44	284	14	233	13	168	15
	45 - 54	281	14	232	13	157	14
	55 - 64	289	14	244	14	161	14
	65 +	393	19	333	19	139	12
Adults :-	Total	1673	100	1400	100	875	100
	AB	339	20	285	20	158	18
	C1	488	29	407	29	277	32
	C2	384	23	325	23	221	25
	D	262	16	212	15	142	16
	E	200	12	170	12	76	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1007	100	1067	100	844	100	889	100
Age :-								
0 - 15	203	20	198	19	170	20	163	18
16 - 24	107	11	98	9	91	11	81	9
25 - 34	109	11	112	11	91	11	94	11
35 - 44	133	13	151	14	109	13	125	14
45 - 54	140	14	141	13	116	14	116	13
55 - 64	140	14	149	14	118	14	126	14
65 +	175	17	218	20	149	18	184	21
Adults :-	803	100	870	100	674	100	726	100
AB	171	21	168	19	145	22	139	19
C1	227	28	260	30	190	28	217	30
C2	202	25	182	21	173	26	153	21
D	122	15	140	16	98	14	114	16
E	80	10	120	14	69	10	102	14
Working F/T	463	58	259	30	384	57	215	30
Working P/T	35	4	143	16	29	4	117	16
Not Working	306	38	468	54	261	39	394	54
Housewives :-	164	100	751	100	138	100	626	100
Working F/T	64	39	213	28	54	39	177	28
Working P/T	8	5	131	17	7	5	106	17
Not Working	92	56	407	54	77	56	343	55

Ulster

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	660	100	635	100	635	100
Receiving ITV	635	96	635	100	635	100
Receiving Any CH4	632	96	632	99	632	99
Receiving RTE	308	47	308	49	308	49
Receiving five	552	84	552	87	552	87
Receiving BBC 1	635	96	635	100	635	100
Receiving BBC 2	635	96	635	100	635	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	660	100	635	100	635	100	320	100
		100		96		96		48
				100		100		50
Social Class :-								
AB	98	15	97	15	97	15	65	20
C1	146	22	143	22	143	22	82	26
C2	140	21	136	21	136	21	72	22
D	95	14	92	14	92	14	50	16
E	181	27	167	26	167	26	51	16
Housewife Age :-								
Under 25	29	4	29	5	29	5	16	5
25 - 34	110	17	107	17	107	17	66	21
35 - 44	142	22	138	22	138	22	84	26
45 - 54	122	19	118	19	118	19	68	21
55 - 64	106	16	101	16	101	16	48	15
65 +	149	23	143	22	143	22	38	12
Size of Household :-								
1	193	29	177	28	177	28	51	16
2	190	29	185	29	185	29	92	29
3	103	16	101	16	101	16	63	20
4	102	15	100	16	100	16	68	21
5 +	72	11	71	11	71	11	46	14
Average Household Size	2.56		2.59		2.59		2.97	
Children :-								
Without	456	69	434	68	434	68	184	58
With	204	31	201	32	201	32	135	42
0 - 3	68	10	67	11	67	11	43	13
4 - 9	104	16	103	16	103	16	69	22
10 - 15	111	17	110	17	110	17	76	24

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		635	100	635	100				
Possessing:-	Widescreen	127	20	127	20				
	Teletext Set	580	91	580	91				
	Remote Ctrl.	626	98	626	98				
	Portable Set	329	52	329	52				
Screen Size :-	Under 20"	354	56	354	56				
	20 to 29"	523	82	523	82				
	30" and over	99	16	99	16				
Household with :-	Single Set	266	42	266	42				
	2 Sets	207	33	207	33				
	3 Sets	99	16	99	16				
	4 Sets	43	7	43	7				
	5+ Sets	20	3	20	3				
VCRs :-	Without	136	21	136	21				
	With	499	79	499	79				
	With 1	389	61	389	61				
	With 2+	111	17	111	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1232	100	1232	100				
Which are :-	Widescreen	133	11	133	11				
	Teletext Set	965	78	965	78				
	Remote Ctrl.	1180	96	1180	96				
	Portable Set	477	39	477	39				
Screen Size :-	Under 20"	512	42	512	42				
	20 to 29"	618	50	618	50				
	30" and over	102	8	102	8				
VCR Connected		634	51	634	51				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1686	100	1647	100	949	100
Age :-	0 - 3	82	5	80	5	55	6
	4 - 9	144	9	143	9	92	10
	10 - 15	153	9	152	9	107	11
	16 - 19	104	6	103	6	60	6
	20 - 24	114	7	112	7	67	7
	25 - 34	223	13	217	13	134	14
	35 - 44	255	15	248	15	156	16
	45 - 54	212	13	207	13	122	13
	55 - 64	178	11	171	10	89	9
	65 +	222	13	214	13	66	7
Adults :- Total		1308	100	1272	100	695	100
AB		219	17	216	17	152	22
C1		312	24	306	24	179	26
C2		323	25	316	25	174	25
D		194	15	190	15	109	16
E		260	20	244	19	80	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	826	100	861	100	805	100	842	100
Age :-								
0 - 15	193	23	185	22	191	24	183	22
16 - 24	112	14	106	12	110	14	104	12
25 - 34	109	13	114	13	105	13	112	13
35 - 44	124	15	131	15	121	15	128	15
45 - 54	105	13	107	12	102	13	105	12
55 - 64	87	11	92	11	83	10	88	11
65 +	95	11	127	15	92	11	122	15
Adults :-	632	100	676	100	613	100	659	100
AB	108	17	111	16	107	17	109	17
C1	149	24	163	24	146	24	160	24
C2	173	27	150	22	169	28	147	22
D	98	15	96	14	95	16	94	14
E	104	16	156	23	96	16	148	23
Working F/T	377	60	206	31	369	60	203	31
Working P/T	16	3	96	14	16	3	95	14
Not Working	238	38	374	55	229	37	361	55
Housewives :-	118	100	541	100	108	100	527	100
Working F/T	48	40	154	28	45	41	152	29
Working P/T	4	3	90	17	4	3	89	17
Not Working	67	56	297	55	60	55	287	54

Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	346	100	340	100	310	100
Receiving ITV	340	98	340	100	310	100
Receiving Any CH4	339	98	339	100	310	100
Receiving five	246	71	246	73	225	72
Receiving BBC 1	340	98	340	100	310	100
Receiving BBC 2	340	98	340	100	310	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	346	100	340	100	310	100	189	100
		100		98		90		55
				100		91		56
Social Class :-								
AB	61	18	59	17	52	17	30	16
C1	83	24	82	24	76	24	47	25
C2	78	22	77	23	70	23	51	27
D	62	18	61	18	56	18	41	22
E	62	18	60	18	56	18	21	11
Housewife Age :-								
Under 25	14	4	13	4	13	4	10	5
25 - 34	45	13	44	13	40	13	30	16
35 - 44	69	20	68	20	62	20	44	23
45 - 54	53	15	53	16	48	16	37	19
55 - 64	65	19	64	19	57	18	35	19
65 +	100	29	98	29	89	29	33	18
Size of Household :-								
1	107	31	103	30	94	30	36	19
2	132	38	131	39	119	38	70	37
3	48	14	48	14	44	14	37	20
4	44	13	44	13	40	13	34	18
5 +	15	4	15	4	14	4	12	6
Average Household Size	2.22		2.24		2.24		2.58	
Children :-								
Without	262	76	256	75	233	75	123	65
With	84	24	84	25	77	25	66	35
0 - 3	30	9	29	9	28	9	27	14
4 - 9	38	11	38	11	36	11	33	17
10 - 15	43	13	43	13	39	13	33	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		340	100	310	100
Possessing:-	Widescreen	99	29	87	28
	Teletext Set	317	93	288	93
	Remote Ctrl.	335	99	306	99
	Portable Set	211	62	194	63
Screen Size :-	Under 20"	204	60	188	61
	20 to 29"	290	85	266	86
	30" and over	34	10	31	10
Household with :-	Single Set	106	31	95	31
	2 Sets	146	43	135	44
	3 Sets	53	16	49	16
	4 Sets	24	7	22	7
	5+ Sets	10	3	9	3
VCRs :-	Without	56	17	53	17
	With	283	83	258	83
	With 1	191	56	173	56
	With 2+	92	27	84	27

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		690	100	635	100				
Which are :-	Widescreen	104	15	91	14				
	Teletext Set	483	70	441	70				
	Remote Ctrl.	659	96	606	96				
	Portable Set	297	43	273	43				
Screen Size :-	Under 20"	287	42	265	42				
	20 to 29"	329	48	303	48				
	30" and over	35	5	32	5				
VCR Connected		404	59	371	59				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		770	100	696	100	489	100
Age :-	0 - 3	35	5	33	5	31	6
	4 - 9	50	7	46	7	39	8
	10 - 15	58	8	53	8	44	9
	16 - 19	34	4	31	4	26	5
	20 - 24	34	4	32	5	26	5
	25 - 34	84	11	75	11	57	12
	35 - 44	119	15	108	16	78	16
	45 - 54	96	12	86	12	68	14
	55 - 64	112	15	99	14	64	13
	65 +	148	19	132	19	54	11
Adults :-	Total	627	100	564	100	375	100
	AB	118	19	102	18	61	16
	C1	153	24	140	25	94	25
	C2	154	25	140	25	107	29
	D	117	19	106	19	84	22
	E	84	13	76	13	30	8

Table 6		Analysis of Individuals						
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	378	100	392	100	340	100	355	100
Age :-								
0 - 15	73	19	70	18	67	20	65	18
16 - 24	36	9	32	8	33	10	30	8
25 - 34	41	11	43	11	37	11	39	11
35 - 44	59	16	60	15	53	16	55	16
45 - 54	47	13	48	12	43	12	44	12
55 - 64	56	15	56	14	49	15	50	14
65 +	66	17	82	21	59	17	73	21
Adults :-	305	100	322	100	274	100	290	100
AB	58	19	60	19	50	18	52	18
C1	73	24	80	25	67	24	73	25
C2	83	27	71	22	75	27	65	22
D	57	19	60	19	52	19	55	19
E	33	11	52	16	30	11	46	16
Working F/T	177	58	89	28	160	59	81	28
Working P/T	12	4	68	21	10	4	62	21
Not Working	116	38	165	51	103	38	147	51
Housewives :-	66	100	281	100	57	100	253	100
Working F/T	26	39	70	25	22	39	64	25
Working P/T	3	5	63	22	3	5	57	23
Not Working	37	56	147	53	32	57	132	52

West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1319	100	1298	100	1034	100
Receiving ITV	1298	98	1298	100	1034	100
Receiving Any CH4	1296	98	1296	100	1034	100
Receiving five	1171	89	1171	90	954	92
Receiving BBC 1	1298	98	1298	100	1034	100
Receiving BBC 2	1298	98	1298	100	1034	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1319	100	1298	100	1034	100	666	100
		100		98		78		50
				100		80		51
Social Class :-								
AB	202	15	198	15	154	15	107	16
C1	397	30	392	30	318	31	219	33
C2	283	21	280	22	236	23	174	26
D	238	18	237	18	189	18	120	18
E	198	15	191	15	137	13	45	7
Housewife Age :-								
Under 25	70	5	68	5	53	5	34	5
25 - 34	208	16	203	16	164	16	119	18
35 - 44	270	20	267	21	212	20	160	24
45 - 54	225	17	221	17	179	17	135	20
55 - 64	215	16	213	16	173	17	113	17
65 +	331	25	327	25	254	25	106	16
Size of Household :-								
1	396	30	382	29	292	28	117	18
2	486	37	481	37	395	38	262	39
3	184	14	183	14	145	14	109	16
4	170	13	169	13	136	13	122	18
5 +	83	6	83	6	67	6	56	8
Average Household Size	2.31		2.32		2.34		2.63	
Children :-								
Without	987	75	967	75	771	75	446	67
With	332	25	331	25	263	25	220	33
0 - 3	109	8	109	8	86	8	71	11
4 - 9	163	12	162	13	128	12	106	16
10 - 15	173	13	172	13	139	13	115	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1298	100	1034	100
Possessing:-	Widescreen	298	23	226	22
	Teletext Set	1165	90	930	90
	Remote Ctrl.	1285	99	1025	99
	Portable Set	748	58	606	59
Screen Size :-	Under 20"	798	61	644	62
	20 to 29"	1112	86	890	86
	30" and over	175	13	139	13
Household with :-	Single Set	432	33	331	32
	2 Sets	493	38	398	38
	3 Sets	230	18	191	18
	4 Sets	101	8	81	8
	5+ Sets	41	3	34	3
VCRs :-	Without	269	21	216	21
	With	1029	79	818	79
	With 1	824	63	652	63
	With 2+	205	16	166	16

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2632	100	2118	100
Which are :-	Widescreen	308	12	231	11
	Teletext Set	2076	79	1674	79
	Remote Ctrl.	2553	97	2057	97
	Portable Set	1075	41	870	41
Screen Size :-	Under 20"	1163	44	941	44
	20 to 29"	1280	49	1031	49
	30" and over	182	7	146	7
VCR Connected		1245	47	985	46

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3044	100	2419	100	1753	100
Age :-	0 - 3	130	4	103	4	85	5
	4 - 9	217	7	170	7	146	8
	10 - 15	234	8	188	8	157	9
	16 - 19	155	5	122	5	88	5
	20 - 24	187	6	145	6	107	6
	25 - 34	370	12	291	12	225	13
	35 - 44	476	16	378	16	291	17
	45 - 54	397	13	320	13	257	15
	55 - 64	377	12	308	13	210	12
	65 +	501	16	394	16	186	11
Adults :-	Total	2464	100	1957	100	1364	100
	AB	415	17	322	16	231	17
	C1	777	32	629	32	444	33
	C2	570	23	475	24	377	28
	D	431	17	344	18	240	18
	E	272	11	188	10	72	5

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1488	100	1556	100	1186	100	1233	100
Age :-								
0 - 15	298	20	283	18	234	20	227	18
16 - 24	171	11	171	11	135	11	132	11
25 - 34	184	12	186	12	144	12	147	12
35 - 44	230	15	246	16	185	16	193	16
45 - 54	195	13	202	13	156	13	164	13
55 - 64	188	13	189	12	153	13	155	13
65 +	222	15	278	18	179	15	215	17
Adults :-	1191	100	1273	100	952	100	1006	100
AB	208	17	207	16	163	17	159	16
C1	370	31	407	32	303	32	326	32
C2	299	25	271	21	248	26	227	23
D	207	17	224	18	163	17	180	18
E	107	9	165	13	75	8	113	11
Working F/T	714	60	357	28	575	60	278	28
Working P/T	34	3	253	20	27	3	213	21
Not Working	443	37	664	52	350	37	515	51
Housewives :-	239	100	1081	100	180	100	855	100
Working F/T	92	39	282	26	69	38	219	26
Working P/T	9	4	241	22	7	4	203	24
Not Working	138	58	558	52	104	58	433	51

Wales

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1275	100	1248	100	1126	100
Receiving ITV	1248	98	1248	100	1126	100
Receiving Any CH4	1245	98	1245	100	1124	100
Receiving S4C	1108	87	1108	89	1090	97
Receiving five	1060	83	1060	85	945	84
Receiving BBC 1	1248	98	1248	100	1126	100
Receiving BBC 2	1248	98	1248	100	1126	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1275	100	1248	100	1126	100	795	100
		100		98		88		62
				100		90		64
Social Class :-								
AB	199	16	196	16	174	15	135	17
C1	339	27	332	27	297	26	220	28
C2	252	20	249	20	230	20	177	22
D	215	17	211	17	192	17	140	18
E	270	21	259	21	234	21	123	15
Housewife Age :-								
Under 25	70	5	67	5	61	5	43	5
25 - 34	183	14	179	14	161	14	131	17
35 - 44	241	19	235	19	212	19	170	21
45 - 54	221	17	215	17	196	17	150	19
55 - 64	225	18	222	18	200	18	149	19
65 +	335	26	330	26	295	26	152	19
Size of Household :-								
1	379	30	360	29	321	29	161	20
2	455	36	449	36	402	36	291	37
3	197	15	196	16	181	16	145	18
4	165	13	165	13	150	13	139	18
5 +	79	6	78	6	72	6	59	7
Average Household Size	2.33		2.34		2.35		2.58	
Children :-								
Without	943	74	918	74	823	73	538	68
With	333	26	330	26	303	27	257	32
0 - 3	110	9	109	9	98	9	83	10
4 - 9	167	13	165	13	150	13	129	16
10 - 15	175	14	174	14	161	14	138	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1248	100	1126	100
Possessing:-	Widescreen	364	29	327	29
	Teletext Set	1152	92	1049	93
	Remote Ctrl.	1233	99	1113	99
	Portable Set	709	57	653	58
Screen Size :-	Under 20"	750	60	683	61
	20 to 29"	1041	83	943	84
	30" and over	183	15	180	16
Household with :-	Single Set	422	34	372	33
	2 Sets	453	36	407	36
	3 Sets	230	18	212	19
	4 Sets	98	8	92	8
	5+ Sets	45	4	43	4
VCRs :-	Without	224	18	205	18
	With	1025	82	921	82
	With 1	740	59	650	58
	With 2+	285	23	270	24

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2578	100	2338	100				
Which are :-	Widescreen	382	15	344	15				
	Teletext Set	1945	75	1793	77				
	Remote Ctrl.	2453	95	2228	95				
	Portable Set	1047	41	964	41				
Screen Size :-	Under 20"	1123	44	1026	44				
	20 to 29"	1223	47	1107	47				
	30" and over	189	7	184	8				
VCR Connected		1370	53	1249	53				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2965	100	2651	100	2047	100
Age :-	0 - 3	127	4	114	4	96	5
	4 - 9	217	7	195	7	168	8
	10 - 15	234	8	215	8	181	9
	16 - 19	155	5	141	5	117	6
	20 - 24	178	6	158	6	121	6
	25 - 34	339	11	300	11	248	12
	35 - 44	430	15	381	14	316	15
	45 - 54	388	13	348	13	277	14
	55 - 64	386	13	346	13	262	13
	65 +	511	17	453	17	262	13
Adults :- Total		2387	100	2127	100	1603	100
AB		402	17	352	17	287	18
C1		664	28	586	28	451	28
C2		526	22	484	23	386	24
D		413	17	371	17	284	18
E		382	16	334	16	195	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1444	100	1520	100	1291	100	1360	100
Age :-	0 - 15	298	21	280	18	272	21	19
	16 - 24	166	12	167	11	148	11	11
	25 - 34	164	11	175	12	145	11	11
	35 - 44	212	15	218	14	187	14	14
	45 - 54	191	13	198	13	170	13	13
	55 - 64	190	13	196	13	171	13	13
	65 +	224	15	287	19	199	15	19
Adults :-	1146	100	1240	100	1019	100	1108	100
	AB	200	17	201	16	176	17	16
	C1	314	27	350	28	275	27	28
	C2	278	24	248	20	256	25	21
	D	207	18	206	17	186	18	17
	E	147	13	236	19	126	12	19
	Working F/T	631	55	365	29	565	55	30
	Working P/T	32	3	168	14	26	3	13
	Not Working	484	42	707	57	429	42	57
Housewives :-	233	100	1042	100	196	100	930	100
	Working F/T	87	37	297	29	73	37	29
	Working P/T	7	3	154	15	6	3	14
	Not Working	139	60	591	57	117	60	57

South & South East

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2778	100	2724	100	2409	100
Receiving ITV	2724	98	2724	100	2409	100
Receiving Any CH4	2719	98	2719	100	2405	100
Receiving five	2103	76	2103	77	1842	76
Receiving BBC 1	2724	98	2724	100	2409	100
Receiving BBC 2	2724	98	2724	100	2409	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2778	100	2724	100	2409	100	1563	100
		100		98		87		56
				100		88		57
Social Class :-								
AB	746	27	735	27	635	26	449	29
C1	852	31	838	31	750	31	481	31
C2	500	18	493	18	438	18	316	20
D	358	13	349	13	317	13	215	14
E	321	12	308	11	270	11	102	7
Housewife Age :-								
Under 25	137	5	130	5	120	5	58	4
25 - 34	403	14	391	14	342	14	259	17
35 - 44	554	20	545	20	483	20	382	24
45 - 54	473	17	465	17	409	17	305	20
55 - 64	478	17	471	17	415	17	281	18
65 +	733	26	721	26	639	27	277	18
Size of Household :-								
1	856	31	820	30	727	30	296	19
2	1003	36	992	36	882	37	605	39
3	388	14	385	14	338	14	259	17
4	369	13	367	13	322	13	283	18
5 +	162	6	160	6	140	6	120	8
Average Household Size	2.29		2.31		2.30		2.60	
Children :-								
Without	2083	75	2035	75	1806	75	1066	68
With	695	25	689	25	602	25	496	32
0 - 3	239	9	235	9	205	9	160	10
4 - 9	336	12	334	12	292	12	246	16
10 - 15	350	13	349	13	306	13	256	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2724	100	2409	100				
Possessing:-	Widescreen	974	36	887	37				
	Teletext Set	2509	92	2217	92				
	Remote Ctrl.	2686	99	2373	99				
	Portable Set	1464	54	1318	55				
Screen Size :-	Under 20"	1599	59	1421	59				
	20 to 29"	2283	84	2029	84				
	30" and over	409	15	353	15				
Household with :-	Single Set	995	37	874	36				
	2 Sets	951	35	832	35				
	3 Sets	434	16	395	16				
	4 Sets	215	8	197	8				
	5+ Sets	129	5	111	5				
VCRs :-	Without	553	20	480	20				
	With	2171	80	1929	80				
	With 1	1484	54	1317	55				
	With 2+	687	25	612	25				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5705	100	5067	100				
Which are :-	Widescreen	1052	18	961	19				
	Teletext Set	4345	76	3847	76				
	Remote Ctrl.	5421	95	4809	95				
	Portable Set	2251	39	2019	40				
Screen Size :-	Under 20"	2508	44	2240	44				
	20 to 29"	2665	47	2375	47				
	30" and over	432	8	371	7				
VCR Connected		3059	54	2720	54				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6368	100	5541	100	4055	100
Age :-	0 - 3	280	4	240	4	195	5
	4 - 9	460	7	398	7	335	8
	10 - 15	481	8	417	8	357	9
	16 - 19	301	5	263	5	209	5
	20 - 24	368	6	327	6	215	5
	25 - 34	751	12	641	12	492	12
	35 - 44	983	15	858	15	706	17
	45 - 54	833	13	725	13	565	14
	55 - 64	817	13	711	13	506	12
	65 +	1095	17	960	17	475	12
Adults :-	Total	5148	100	4485	100	3169	100
	AB	1466	28	1247	28	935	29
	C1	1597	31	1412	31	951	30
	C2	1005	20	884	20	700	22
	D	655	13	584	13	431	14
	E	425	8	358	8	152	5

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3099	100	3270	100	2700	100	2841	100
Age :-								
0 - 15	619	20	602	18	536	20	520	18
16 - 24	336	11	333	10	299	11	291	10
25 - 34	373	12	378	12	318	12	323	11
35 - 44	483	16	500	15	421	16	437	15
45 - 54	411	13	422	13	359	13	366	13
55 - 64	395	13	422	13	345	13	366	13
65 +	481	16	614	19	422	16	538	19
Adults :-	2480	100	2668	100	2164	100	2322	100
AB	732	30	734	28	624	29	624	27
C1	749	30	848	32	666	31	746	32
C2	538	22	467	17	471	22	413	18
D	315	13	340	13	281	13	303	13
E	146	6	279	10	122	6	236	10
Working F/T	1541	62	808	30	1343	62	700	30
Working P/T	85	3	507	19	75	3	445	19
Not Working	854	34	1352	51	746	34	1177	51
Housewives :-	503	100	2274	100	430	100	1979	100
Working F/T	233	46	650	29	198	46	565	29
Working P/T	23	5	478	21	19	5	419	21
Not Working	247	49	1146	50	212	49	995	50

Channel Islands

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	59	100	58	100	58	100
Receiving ITV	58	99	58	100	58	100
Receiving Any CH4	58	99	58	100	58	100
Receiving five	37	64	37	65	37	65
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		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	59	100	58	100	58	100	34	100
		100		99		99		58
				100		100		59
Social Class :-								
AB	20	34	20	34	20	34	14	42
C1	17	30	17	30	17	30	10	30
C2	9	16	9	16	9	16	5	15
D	7	12	7	12	7	12	3	8
E	5	9	5	8	5	8	2	5
Housewife Age :-								
Under 25	3	4	3	5	3	5	2	5
25 - 34	11	18	10	18	10	18	8	24
35 - 44	13	23	13	23	13	23	6	17
45 - 54	12	21	12	21	12	21	8	24
55 - 64	9	16	9	16	9	16	6	19
65 +	10	18	10	18	10	18	4	11
Size of Household :-								
1	15	26	15	26	15	26	5	15
2	20	34	20	34	20	34	14	40
3	10	17	10	17	10	17	8	24
4	10	17	10	17	10	17	6	18
5 +	3	6	3	6	3	6	1	4
Average Household Size	2.44		2.45		2.45		2.56	
Children :-								
Without	41	70	40	69	40	69	22	66
With	18	30	18	31	18	31	12	34
0 - 3	6	11	6	11	6	11	4	12
4 - 9	9	15	9	15	9	15	6	19
10 - 15	8	14	8	14	8	14	5	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		58	100	58	100				
Possessing:-	Widescreen	18	31	18	31				
	Teletext Set	55	94	55	94				
	Remote Ctrl.	57	99	57	99				
	Portable Set	34	59	34	59				
Screen Size :-	Under 20"	39	68	39	68				
	20 to 29"	46	80	46	80				
	30" and over	17	29	17	29				
Household with :-	Single Set	14	24	14	24				
	2 Sets	16	27	16	27				
	3 Sets	12	21	12	21				
	4 Sets	14	25	14	25				
	5+ Sets	2	4	2	4				
VCRs :-	Without	13	23	13	23				
	With	45	77	45	77				
	With 1	30	53	30	53				
	With 2+	14	24	14	24				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		144	100	144	100				
Which are :-	Widescreen	18	13	18	13				
	Teletext Set	102	71	102	71				
	Remote Ctrl.	136	94	136	94				
	Portable Set	62	43	62	43				
Screen Size :-	Under 20"	68	47	68	47				
	20 to 29"	59	41	59	41				
	30" and over	16	11	16	11				
VCR Connected		60	42	60	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		143	100	142	100	87	100
Age :-	0 - 3	8	6	8	6	6	6
	4 - 9	11	8	11	8	8	9
	10 - 15	10	7	10	7	6	7
	16 - 19	8	5	8	5	3	4
	20 - 24	7	5	7	5	3	4
	25 - 34	20	14	19	14	17	19
	35 - 44	24	17	24	17	12	13
	45 - 54	22	15	22	15	14	16
	55 - 64	15	11	15	11	13	15
	65 +	17	12	17	12	7	8
Adults :-	Total	113	100	113	100	68	100
	AB	42	37	42	37	31	45
	C1	33	29	33	30	19	28
	C2	20	18	20	18	10	15
	D	12	11	12	11	6	8
	E	6	5	6	5	2	3

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	71	100	72	100	70	100	72	100
Age :-								
0 - 15	16	22	14	19	16	22	14	19
16 - 24	8	11	7	10	8	11	7	10
25 - 34	9	13	11	15	9	13	11	15
35 - 44	13	19	11	16	13	19	11	16
45 - 54	11	15	11	15	11	15	11	15
55 - 64	7	10	9	12	7	10	8	12
65 +	7	10	10	14	7	10	10	14
Adults :-	55	100	59	100	54	100	58	100
AB	21	39	21	35	21	39	21	35
C1	15	28	18	31	15	28	18	31
C2	10	18	10	17	10	18	10	17
D	6	11	6	11	6	11	6	11
E	2	4	4	6	2	4	3	6
Working F/T	41	75	23	40	41	75	23	40
Working P/T	2	3	10	18	2	3	10	18
Not Working	12	21	25	43	12	21	25	42
Housewives :-	9	100	50	100	9	100	49	100
Working F/T	6	69	20	39	6	68	20	40
Working P/T	0	0	10	21	0	0	10	21
Not Working	3	31	20	40	3	32	20	40

Meridian / Anglia

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5027	100	4934	100	4283	100
Receiving ITV	4934	98	4934	100	4283	100
Receiving Any CH4	4924	98	4924	100	4274	100
Receiving five	4171	83	4171	85	3578	84
Receiving BBC 1	4934	98	4934	100	4283	100
Receiving BBC 2	4934	98	4934	100	4283	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5027	100	4934	100	4283	100	2692	100
		100		98		85		54
				100		87		55
Social Class :-								
AB	1228	24	1210	25	1035	24	705	26
C1	1493	30	1469	30	1295	30	839	31
C2	943	19	932	19	812	19	569	21
D	688	14	674	14	591	14	376	14
E	676	13	649	13	550	13	202	8
Housewife Age :-								
Under 25	250	5	236	5	207	5	104	4
25 - 34	754	15	735	15	630	15	469	17
35 - 44	1009	20	993	20	858	20	663	25
45 - 54	860	17	847	17	733	17	529	20
55 - 64	862	17	850	17	748	17	478	18
65 +	1293	26	1273	26	1106	26	447	17
Size of Household :-								
1	1506	30	1446	29	1255	29	496	18
2	1847	37	1827	37	1594	37	1040	39
3	710	14	704	14	610	14	460	17
4	675	13	672	14	584	14	491	18
5 +	288	6	285	6	241	6	204	8
Average Household Size	2.30		2.32		2.31		2.61	
Children :-								
Without	3752	75	3670	74	3197	75	1817	68
With	1275	25	1264	26	1086	25	874	32
0 - 3	438	9	432	9	368	9	282	10
4 - 9	617	12	613	12	527	12	430	16
10 - 15	638	13	635	13	546	13	450	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4934	100	4283	100
Possessing:-	Widescreen	1565	32	1366	32
	Teletext Set	4532	92	3925	92
	Remote Ctrl.	4872	99	4227	99
	Portable Set	2741	56	2395	56
Screen Size :-	Under 20"	2953	60	2571	60
	20 to 29"	3996	81	3495	82
	30" and over	832	17	696	16
Household with :-	Single Set	1712	35	1486	35
	2 Sets	1758	36	1517	35
	3 Sets	855	17	742	17
	4 Sets	391	8	351	8
	5+ Sets	217	4	187	4
VCRs :-	Without	975	20	840	20
	With	3959	80	3442	80
	With 1	2881	58	2520	59
	With 2+	1077	22	923	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10341	100	9010	100
Which are :-	Widescreen	1669	16	1461	16
	Teletext Set	7934	77	6905	77
	Remote Ctrl.	9910	96	8621	96
	Portable Set	4135	40	3627	40
Screen Size :-	Under 20"	4558	44	3998	44
	20 to 29"	4652	45	4075	45
	30" and over	864	8	722	8
VCR Connected		5301	51	4597	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11576	100	9895	100	7019	100
Age :-	0 - 3	515	4	433	4	340	5
	4 - 9	833	7	710	7	578	8
	10 - 15	875	8	746	8	628	9
	16 - 19	559	5	475	5	375	5
	20 - 24	657	6	566	6	368	5
	25 - 34	1400	12	1173	12	888	13
	35 - 44	1786	15	1518	15	1202	17
	45 - 54	1523	13	1306	13	987	14
	55 - 64	1475	13	1286	13	871	12
	65 +	1953	17	1682	17	780	11
Adults :- Total		9354	100	8006	100	5472	100
AB		2429	26	2048	26	1469	27
C1		2824	30	2461	31	1678	31
C2		1921	21	1660	21	1250	23
D		1271	14	1097	14	763	14
E		908	10	740	9	311	6

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5661	100	5915	100	4841	100	5054	100
Age :-								
0 - 15	1132	20	1090	18	963	20	926	18
16 - 24	613	11	603	10	526	11	515	10
25 - 34	692	12	708	12	577	12	596	12
35 - 44	886	16	900	15	750	15	768	15
45 - 54	757	13	766	13	650	13	656	13
55 - 64	714	13	761	13	623	13	663	13
65 +	867	15	1086	18	752	16	930	18
Adults :-	4529	100	4825	100	3878	100	4128	100
AB	1219	27	1210	25	1029	27	1019	25
C1	1337	30	1487	31	1166	30	1295	31
C2	1024	23	897	19	882	23	778	19
D	625	14	647	13	540	14	557	14
E	323	7	585	12	261	7	479	12
Working F/T	2862	63	1496	31	2441	63	1274	31
Working P/T	151	3	896	19	132	3	772	19
Not Working	1516	33	2433	50	1304	34	2083	50
Housewives :-	912	100	4115	100	762	100	3520	100
Working F/T	438	48	1204	29	360	47	1028	29
Working P/T	38	4	849	21	32	4	728	21
Not Working	436	48	2062	50	370	49	1764	50

Granada / Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3477	100	3414	100	3197	100
Receiving ITV	3414	98	3414	100	3197	100
Receiving Any CH4	3407	98	3407	100	3190	100
Receiving five	3212	92	3212	94	3021	95
Receiving BBC 1	3414	98	3414	100	3197	100
Receiving BBC 2	3414	98	3414	100	3197	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3477	100 100	3414	100 98 100	3197	100 92 94	2028	100 58 59
Social Class :-								
AB	542	16	536	16	501	16	368	18
C1	905	26	887	26	826	26	555	27
C2	633	18	627	18	586	18	445	22
D	595	17	586	17	545	17	358	18
E	802	23	778	23	739	23	303	15
Housewife Age :-								
Under 25	189	5	178	5	168	5	107	5
25 - 34	538	15	521	15	485	15	341	17
35 - 44	713	20	699	20	655	21	485	24
45 - 54	615	18	605	18	562	18	418	21
55 - 64	577	17	570	17	536	17	340	17
65 +	846	24	840	25	790	25	337	17
Size of Household :-								
1	1086	31	1043	31	979	31	406	20
2	1202	35	1192	35	1112	35	723	36
3	565	16	560	16	524	16	425	21
4	421	12	420	12	393	12	332	16
5 +	203	6	198	6	188	6	143	7
Average Household Size	2.29		2.30		2.30		2.58	
Children :-								
Without	2565	74	2510	74	2351	74	1356	67
With	913	26	904	26	846	26	672	33
0 - 3	291	8	286	8	269	8	219	11
4 - 9	445	13	439	13	410	13	312	15
10 - 15	479	14	477	14	448	14	366	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3414	100	3197	100
Possessing:-	Widescreen	1187	35	1116	35
	Teletext Set	3092	91	2885	90
	Remote Ctrl.	3347	98	3134	98
	Portable Set	1840	54	1701	53
Screen Size :-	Under 20"	1917	56	1775	56
	20 to 29"	2859	84	2663	83
	30" and over	524	15	497	16
Household with :-	Single Set	1252	37	1184	37
	2 Sets	1309	38	1219	38
	3 Sets	530	16	488	15
	4 Sets	214	6	203	6
	5+ Sets	108	3	103	3
VCRs :-	Without	759	22	718	22
	With	2655	78	2478	78
	With 1	1968	58	1849	58
	With 2+	687	20	629	20

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		7011	100	6554	100				
Which are :-	Widescreen	1274	18	1199	18				
	Teletext Set	5131	73	4718	72				
	Remote Ctrl.	6632	95	6187	94				
	Portable Set	2719	39	2520	38				
Screen Size :-	Under 20"	2868	41	2663	41				
	20 to 29"	3447	49	3224	49				
	30" and over	555	8	527	8				
VCR Connected		3642	52	3390	52				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7966	100	7366	100	5227	100
Age :-	0 - 3	348	4	322	4	266	5
	4 - 9	581	7	535	7	404	8
	10 - 15	638	8	595	8	471	9
	16 - 19	406	5	377	5	272	5
	20 - 24	493	6	456	6	347	7
	25 - 34	986	12	898	12	662	13
	35 - 44	1216	15	1124	15	878	17
	45 - 54	1052	13	965	13	731	14
	55 - 64	984	12	914	12	622	12
	65 +	1263	16	1182	16	575	11
Adults :- Total		6399	100	5915	100	4085	100
AB		1098	17	1016	17	775	19
C1		1735	27	1591	27	1141	28
C2		1301	20	1211	20	953	23
D		1146	18	1059	18	735	18
E		1119	17	1037	18	481	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3894	100	4072	100	3585	100	3781	100
Age :-								
0 - 15	800	21	768	19	739	21	712	19
16 - 24	456	12	443	11	420	12	413	11
25 - 34	483	12	503	12	439	12	460	12
35 - 44	600	15	617	15	550	15	574	15
45 - 54	517	13	534	13	472	13	493	13
55 - 64	487	12	497	12	449	13	465	12
65 +	552	14	711	17	517	14	665	18
Adults :-								
AB	546	18	552	17	504	18	512	17
C1	822	27	912	28	749	26	842	27
C2	698	23	603	18	649	23	562	18
D	578	19	568	17	534	19	526	17
E	450	15	670	20	410	14	627	20
Working F/T	1783	58	993	30	1632	57	913	30
Working P/T	97	3	535	16	91	3	498	16
Not Working	1215	39	1777	54	1124	39	1657	54
Housewives :-								
Working F/T	280	39	786	28	249	39	714	28
Working P/T	28	4	500	18	26	4	465	18
Not Working	401	57	1482	54	362	57	1381	54

Yorkshire / Tyne Tees

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4068	100	3987	100	3649	100
Receiving ITV	3987	98	3987	100	3649	100
Receiving Any CH4	3983	98	3983	100	3646	100
Receiving five	3839	94	3839	96	3532	97
Receiving BBC 1	3987	98	3987	100	3649	100
Receiving BBC 2	3987	98	3987	100	3649	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4068	100	3987	100	3649	100	2178	100
		100		98		90		54
				100		92		55
Social Class :-								
AB	599	15	591	15	538	15	373	17
C1	1031	25	1013	25	928	25	581	27
C2	767	19	761	19	690	19	472	22
D	708	17	701	18	637	17	411	19
E	963	24	921	23	855	23	340	16
Housewife Age :-								
Under 25	229	6	220	6	203	6	118	5
25 - 34	604	15	585	15	542	15	364	17
35 - 44	808	20	795	20	731	20	540	25
45 - 54	716	18	702	18	632	17	437	20
55 - 64	670	16	660	17	605	17	369	17
65 +	1041	26	1025	26	936	26	350	16
Size of Household :-								
1	1255	31	1198	30	1100	30	392	18
2	1441	35	1428	36	1303	36	808	37
3	648	16	644	16	587	16	438	20
4	493	12	490	12	450	12	367	17
5 +	232	6	227	6	209	6	172	8
Average Household Size	2.28		2.30		2.30		2.62	
Children :-								
Without	3016	74	2945	74	2690	74	1425	65
With	1053	26	1042	26	958	26	753	35
0 - 3	342	8	338	8	308	8	229	10
4 - 9	503	12	498	12	460	13	367	17
10 - 15	546	13	541	14	498	14	402	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3987	100	3649	100
Possessing:-	Widescreen	1105	28	995	27
	Teletext Set	3666	92	3358	92
	Remote Ctrl.	3940	99	3608	99
	Portable Set	2312	58	2124	58
Screen Size :-	Under 20"	2395	60	2200	60
	20 to 29"	3401	85	3110	85
	30" and over	604	15	560	15
Household with :-	Single Set	1374	34	1255	34
	2 Sets	1441	36	1309	36
	3 Sets	711	18	650	18
	4 Sets	323	8	307	8
	5+ Sets	137	3	127	3
VCRs :-	Without	777	19	702	19
	With	3209	81	2947	81
	With 1	2332	58	2134	58
	With 2+	878	22	813	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8478	100	7757	100
Which are :-	Widescreen	1183	14	1060	14
	Teletext Set	6437	76	5890	76
	Remote Ctrl.	8091	95	7401	95
	Portable Set	3500	41	3218	41
Screen Size :-	Under 20"	3670	43	3378	44
	20 to 29"	4136	49	3768	49
	30" and over	636	7	586	8
VCR Connected		4458	53	4103	53

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		9293	100	8382	100	5715	100
Age :-	0 - 3	399	4	358	4	264	5
	4 - 9	658	7	597	7	464	8
	10 - 15	734	8	670	8	543	10
	16 - 19	495	5	449	5	363	6
	20 - 24	566	6	505	6	332	6
	25 - 34	1101	12	990	12	697	12
	35 - 44	1412	15	1281	15	965	17
	45 - 54	1254	13	1117	13	827	14
	55 - 64	1147	12	1037	12	667	12
	65 +	1528	16	1378	16	592	10
Adults :-	Total	7502	100	6757	100	4443	100
	AB	1205	16	1085	16	777	17
	C1	1991	27	1800	27	1197	27
	C2	1587	21	1429	21	1021	23
	D	1381	18	1245	18	881	20
	E	1337	18	1197	18	567	13

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4548	100	4745	100	4093	100	4289	100
Age :-								
0 - 15	928	20	864	18	846	21	779	18
16 - 24	531	12	530	11	473	12	481	11
25 - 34	541	12	560	12	482	12	508	12
35 - 44	690	15	722	15	625	15	656	15
45 - 54	622	14	632	13	554	14	563	13
55 - 64	568	12	578	12	510	12	528	12
65 +	668	15	860	18	603	15	775	18
Adults :-	3620	100	3881	100	3247	100	3510	100
AB	597	16	608	16	537	17	548	16
C1	950	26	1041	27	858	26	943	27
C2	844	23	743	19	755	23	674	19
D	697	19	684	18	627	19	618	18
E	532	15	805	21	470	14	727	21
Working F/T	2113	58	1132	29	1907	59	1020	29
Working P/T	85	2	664	17	74	2	605	17
Not Working	1422	39	2086	54	1266	39	1885	54
Housewives :-	788	100	3281	100	682	100	2966	100
Working F/T	310	39	890	27	272	40	804	27
Working P/T	20	3	621	19	17	3	565	19
Not Working	457	58	1770	54	393	58	1597	54

Granada North

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7485	100	7342	100	6841	100
Receiving ITV	7342	98	7342	100	6841	100
Receiving Any CH4	7331	98	7331	100	6832	100
Receiving five	7004	94	7004	95	6550	96
Receiving BBC 1	7342	98	7342	100	6841	100
Receiving BBC 2	7342	98	7342	100	6841	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7485	100	7342	100	6841	100	4201	100
		100		98		91		56
				100		93		57
Social Class :-								
AB	1130	15	1117	15	1038	15	740	18
C1	1923	26	1887	26	1753	26	1134	27
C2	1389	19	1378	19	1275	19	915	22
D	1292	17	1276	17	1181	17	768	18
E	1751	23	1685	23	1594	23	643	15
Housewife Age :-								
Under 25	416	6	396	5	372	5	224	5
25 - 34	1135	15	1100	15	1027	15	705	17
35 - 44	1509	20	1483	20	1384	20	1024	24
45 - 54	1318	18	1294	18	1194	17	855	20
55 - 64	1237	17	1220	17	1140	17	708	17
65 +	1871	25	1850	25	1724	25	686	16
Size of Household :-								
1	2322	31	2223	30	2078	30	797	19
2	2619	35	2598	35	2414	35	1529	36
3	1204	16	1196	16	1111	16	862	21
4	908	12	903	12	842	12	697	17
5 +	431	6	422	6	396	6	316	8
Average Household Size	2.29		2.30		2.30		2.60	
Children :-								
Without	5533	74	5409	74	5038	74	2778	66
With	1952	26	1933	26	1803	26	1424	34
0 - 3	629	8	619	8	577	8	447	11
4 - 9	941	13	930	13	869	13	678	16
10 - 15	1020	14	1012	14	945	14	767	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7342	100	6841	100
Possessing:-	Widescreen	2269	31	2112	31
	Teletext Set	6704	91	6238	91
	Remote Ctrl.	7230	98	6739	99
	Portable Set	4116	56	3821	56
Screen Size :-	Under 20"	4274	58	3971	58
	20 to 29"	6208	85	5768	84
	30" and over	1117	15	1057	15
Household with :-	Single Set	2607	36	2439	36
	2 Sets	2730	37	2527	37
	3 Sets	1231	17	1138	17
	4 Sets	532	7	509	7
	5+ Sets	243	3	228	3
VCRs :-	Without	1520	21	1421	21
	With	5822	79	5420	79
	With 1	4269	58	3982	58
	With 2+	1553	21	1438	21

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15362	100	14298	100
Which are :-	Widescreen	2432	16	2258	16
	Teletext Set	11491	75	10599	74
	Remote Ctrl.	14605	95	13574	95
	Portable Set	6167	40	5732	40
Screen Size :-	Under 20"	6483	42	6034	42
	20 to 29"	7522	49	6987	49
	30" and over	1176	8	1112	8
VCR Connected		8046	52	7484	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17125	100	15738	100	10930	100
Age :-	0 - 3	741	4	680	4	530	5
	4 - 9	1229	7	1131	7	868	8
	10 - 15	1365	8	1264	8	1014	9
	16 - 19	896	5	826	5	635	6
	20 - 24	1051	6	961	6	677	6
	25 - 34	2073	12	1887	12	1358	12
	35 - 44	2609	15	2402	15	1840	17
	45 - 54	2283	13	2081	13	1556	14
	55 - 64	2111	12	1948	12	1287	12
	65 +	2768	16	2557	16	1165	11
Adults :- Total		13790	100	12662	100	8519	100
	AB	2282	17	2099	17	1550	18
	C1	3700	27	3390	27	2336	27
	C2	2866	21	2638	21	1971	23
	D	2506	18	2303	18	1614	19
	E	2436	18	2233	18	1048	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8375	100	8750	100	7673	100	8065	100
Age :-								
0 - 15	1714	20	1621	19	1585	21	1490	18
16 - 24	980	12	967	11	893	12	894	11
25 - 34	1016	12	1056	12	920	12	967	12
35 - 44	1280	15	1329	15	1173	15	1229	15
45 - 54	1128	13	1155	13	1026	13	1055	13
55 - 64	1045	12	1066	12	958	12	991	12
65 +	1211	14	1557	18	1119	15	1438	18
Adults :-								
AB	1132	17	1150	16	1040	17	1059	16
C1	1761	26	1938	27	1606	26	1784	27
C2	1530	23	1335	19	1403	23	1235	19
D	1264	19	1243	17	1160	19	1143	17
E	973	15	1463	21	880	14	1353	21
Working F/T	3866	58	2110	30	3535	58	1934	29
Working P/T	180	3	1189	17	165	3	1101	17
Not Working	2614	39	3831	54	2388	39	3539	54
Housewives :-								
Working F/T	585	39	1666	28	520	39	1519	27
Working P/T	48	3	1112	19	42	3	1029	19
Not Working	851	57	3223	54	755	57	2976	54

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	1246	100	1220	100	1115	100	312	100	802	100
Receiving S4C	1115	89	1115	91	1115	100	312	100	802	100
Receiving ITV	1220	98	1220	100	1115	100	312	100	802	100
Receiving CH4	928	74	928	76	826	74	224	72	602	75
Receiving five	1035	83	1035	85	1029	84	256	82	657	85
Receiving BBC 1	1220	98	1220	100	1115	100	312	100	802	100
Receiving BBC 2	1220	98	1220	100	1115	100	312	100	802	100

Table 2a Analysis of Households								
	All Households		TV Households		S4C Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1246	100	1220	100	1115	100	790	100
		100		98		89		63
				100		91		65
Social Class :-								
AB	188	15	185	15	170	15	133	17
C1	331	27	324	27	297	27	222	28
C2	251	20	248	20	227	20	173	22
D	220	18	217	18	194	17	141	18
E	256	21	245	20	226	20	121	15
Housewife Age :-								
Under 25	70	6	67	5	61	5	43	5
25 - 34	180	14	175	14	159	14	130	16
35 - 44	236	19	230	19	209	19	171	22
45 - 54	217	17	212	17	196	18	150	19
55 - 64	220	18	217	18	199	18	147	19
65 +	324	26	319	26	290	26	150	19
Size of Household :-								
1	371	30	353	29	316	28	160	20
2	441	35	435	36	399	36	290	37
3	196	16	195	16	180	16	143	18
4	162	13	162	13	150	13	139	18
5 +	76	6	75	6	70	6	58	7
Average Household Size	2.32		2.34		2.36		2.58	
Children :-								
Without	919	74	895	73	814	73	536	68
With	327	26	325	27	301	27	255	32
0 - 3	108	9	107	9	98	9	83	10
4 - 9	161	13	160	13	149	13	129	16
10 - 15	174	14	173	14	160	14	136	17
No. of Welsh Speakers :-								
0	906	73	885	72	802	72	568	72
1	185	15	182	15	169	15	110	14
2	98	8	97	8	90	8	68	9
3	34	3	34	3	32	3	26	3
4	16	1	16	1	15	1	14	2
5+	6	0	6	1	6	1	5	1
Average	0.47		0.47		0.48		0.51	

Table 2b Analysis of Households								
	All Households		TV Households		S4C/Welsh Speaking Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1246	100	1220	100	312	100	222	100
		100		98		25		18
				100		26		18
Social Class :-								
AB	188	15	185	15	67	21	47	21
C1	331	27	324	27	85	27	65	29
C2	251	20	248	20	68	22	49	22
D	220	18	217	18	50	16	40	18
E	256	21	245	20	43	14	22	10
Housewife Age :-								
Under 25	70	6	67	5	13	4	10	4
25 - 34	180	14	175	14	50	16	39	17
35 - 44	236	19	230	19	71	23	60	27
45 - 54	217	17	212	17	56	18	44	20
55 - 64	220	18	217	18	50	16	34	15
65 +	324	26	319	26	71	23	36	16
Size of Household :-								
1	371	30	353	29	63	20	28	13
2	441	35	435	36	101	32	74	33
3	196	16	195	16	60	19	46	21
4	162	13	162	13	59	19	49	22
5 +	76	6	75	6	29	9	25	11
Average Household Size	2.32		2.34		2.68		2.90	
Children :-								
Without	919	74	895	73	199	64	129	58
With	327	26	325	27	114	36	93	42
0 - 3	108	9	107	9	32	10	26	12
4 - 9	161	13	160	13	59	19	48	22
10 - 15	174	14	173	14	67	22	56	25
No. of Welsh Speakers :-								
0	906	73	885	72	0	0	0	0
1	185	15	182	15	169	54	110	49
2	98	8	97	8	90	29	68	31
3	34	3	34	3	32	10	26	12
4	16	1	16	1	15	5	14	6
5+	6	0	6	1	6	2	5	2
Average	0.47		0.47		1.72		1.82	

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		S4C Households	
		000's	%	000's	%
Total		1220	100	1115	100
Possessing :-	Widescreen	339	28	315	28
	Teletext Set	1133	93	1042	93
	Remote Ctrl.	1205	99	1102	99
	Portable Set	701	57	650	58
Screen Size :-	Under 15"	731	60	676	61
	16 to 19"	1031	85	940	84
	20" and over	188	15	177	16
Household with :-	Single Set	411	34	365	33
	2 Sets	440	36	407	36
	3 Sets	226	19	211	19
	4 Sets	100	8	91	8
	5+ Sets	43	4	41	4
VCRs :-	Without	228	19	200	18
	With	992	81	915	82
	With 1	705	58	643	58
	With 2+	287	23	272	24

Table 4						TV Set Profile			
		TV Households		S4C Households					
		000's	%	000's	%				
Total		2525	100	2327	100				
Which are :-	Widescreen	359	14	334	14				
	Teletext Set	1934	77	1800	77				
	Remote Ctrl.	2418	96	2231	96				
	Portable Set	1038	41	963	41				
Screen Size :-	Under 20"	1101	44	1019	44				
	20 to 29"	1214	48	1110	48				
	30" and over	193	8	182	8				
VCR Connected		1344	53	1250	54				

Table 5a Analysis of Individuals						
		All Households		S4C Households		
				Total		Multichannel
		000's	%	000's	%	000's %
Total		2896	100	2629	100	2035 100
Age :-	0 - 3	125	4	113	4	95 5
	4 - 9	209	7	193	7	167 8
	10 - 15	232	8	215	8	180 9
	16 - 19	154	5	140	5	115 6
	20 - 24	172	6	156	6	122 6
	25 - 34	333	12	298	11	245 12
	35 - 44	418	14	377	14	316 16
	45 - 54	382	13	347	13	278 14
	55 - 64	377	13	343	13	260 13
	65 +	494	17	446	17	257 13
Adults :-	Total	2330	100	2107	100	1593 100
	AB	379	16	345	16	281 18
	C1	646	28	585	28	457 29
	C2	522	22	475	23	375 24
	D	422	18	378	18	288 18
	E	361	15	324	15	192 12

Table 5b Analysis of Individuals				
		S4C/Welsh Speaking Individuals		
		Total		Multichannel
		000's	%	000's %
Total		545	100	405 100
Age :-	0 - 3	7	1	6 1
	4 - 9	61	11	51 12
	10 - 15	74	14	62 15
	16 - 19	37	7	32 8
	20 - 24	28	5	24 6
	25 - 34	57	10	43 11
	35 - 44	56	10	45 11
	45 - 54	59	11	48 12
	55 - 64	68	12	41 10
	65 +	99	18	54 13
Adults :-	Total	403	100	287 100
	AB	94	23	67 23
	C1	109	27	80 28
	C2	93	23	69 24
	D	62	15	48 17
	E	44	11	22 8

Table 6a Analysis of Individuals								
	All Households				S4C Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1412	100	1484	100	1279	100	1350	100
Age :-								
0 - 15	293	21	273	18	270	21	252	19
16 - 24	162	11	165	11	147	12	149	11
25 - 34	162	11	171	12	143	11	155	11
35 - 44	205	15	213	14	184	14	193	14
45 - 54	187	13	194	13	169	13	178	13
55 - 64	186	13	191	13	169	13	174	13
65 +	217	15	277	19	197	15	249	18
Adults :-	1119	100	1212	100	1009	100	1098	100
AB	189	17	190	16	172	17	172	16
C1	304	27	342	28	276	27	310	28
C2	276	25	246	20	251	25	224	20
D	212	19	211	17	188	19	190	17
E	138	12	223	18	122	12	202	18
Working F/T	620	55	369	30	560	55	332	30
Working P/T	27	2	155	13	25	2	142	13
Not Working	472	42	688	57	425	42	625	57
Housewives :-	227	100	1019	100	192	100	922	100
Working F/T	85	37	302	30	71	37	271	29
Working P/T	6	3	142	14	6	3	130	14
Not Working	135	60	575	56	116	60	521	57

Table 6b					Analysis of Individuals				
		S4C/Welsh Speaking Individuals							
		Males		Females					
		000's	%	000's	%				
Total		256	100	289	100				
Age :-									
0 - 15		71	28	71	24				
16 - 24		29	11	36	12				
25 - 34		26	10	31	11				
35 - 44		25	10	30	10				
45 - 54		28	11	31	11				
55 - 64		33	13	35	12				
65 +		44	17	55	19				
Adults :-		185	100	219	100				
AB		44	24	50	23				
C1		49	26	60	28				
C2		48	26	46	21				
D		30	16	32	15				
E		14	8	30	14				
Working F/T		100	54	70	32				
Working P/T		5	3	29	13				
Not Working		79	43	119	54				
Housewives :-		33	100	178	100				
Working F/T		12	35	56	32				
Working P/T		1	3	27	15				
Not Working		20	62	95	53				

Multichannel Homes

Table 1 Television Reception												
	All Households		Total TV Households		Non-Terrestrial Households							
					ALL		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	25664	100	25048	100	15136	100	7548	100	4811	100	3302	100
Receiving ITV	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100
Receiving Any CH4	25003	97	25003	100	15136	100	7548	100	4811	100	3302	100
Receiving five	23006	90	23006	92	15113	100	7542	100	4811	100	3302	100
Receiving 1+ Non Terrestrial	15136	59	15136	60	15136	100	7548	100	4811	100	3302	100
Receiving BBC 1	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100
Receiving BBC 2	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100

Table 2												
Analysis of Households												
	All Households		TV Households		Non-Terrestrial Households							
					ALL		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	25664	100	25048	100	15136	100	7548	100	4811	100	3302	100
		100		98		59		29		19		13
				100		60		30		19		13
Social Class :-												
AB	5083	20	4987	20	3416	23	1700	23	1175	24	665	20
C1	7042	27	6885	27	4347	29	2252	30	1332	28	915	28
C2	4666	18	4607	18	3207	21	1696	22	969	20	677	20
D	3939	15	3867	15	2375	16	1199	16	707	15	553	17
E	4934	19	4702	19	1791	12	700	9	627	13	493	15
Housewife Age :-												
Under 25	1412	6	1327	5	733	5	359	5	224	5	167	5
25 - 34	4183	16	4028	16	2769	18	1547	20	687	14	609	18
35 - 44	5288	21	5173	21	3777	25	2059	27	997	21	894	27
45 - 54	4446	17	4351	17	3023	20	1591	21	897	19	673	20
55 - 64	4121	16	4050	16	2502	17	1169	15	926	19	492	15
65 +	6214	24	6118	24	2332	15	823	11	1080	22	466	14
Size of Household :-												
1	8023	31	7615	30	2897	19	1071	14	1135	24	722	22
2	8869	35	8755	35	5482	36	2620	35	1933	40	1084	33
3	3903	15	3860	15	2860	19	1573	21	779	16	635	19
4	3314	13	3290	13	2658	18	1554	21	669	14	561	17
5 +	1555	6	1528	6	1239	8	730	10	294	6	300	9
Average Household Size	2.30		2.32		2.62		2.80		2.41		2.62	
Children :-												
Without	18967	74	18427	74	10004	66	4652	62	3493	73	2153	65
With	6696	26	6621	26	5132	34	2896	38	1318	27	1149	35
0 - 3	2276	9	2236	9	1705	11	952	13	455	9	359	11
4 - 9	3247	13	3211	13	2494	16	1420	19	618	13	554	17
10 - 15	3400	13	3374	13	2675	18	1539	20	660	14	627	19

Table 3 Household Penetrations - TV Sets/VCRs											
		TV Households		Non-Terrestrial Households							
				ALL		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25048	100	15136	100	7548	100	4811	100	3302	100
Possessing :-	Widescreen	7206	29	5258	35	2933	39	1587	33	1004	30
	Teletext Set	22576	90	14557	96	7337	97	4659	97	3110	94
	Remote Ctrl.	24696	99	15090	100	7533	100	4793	100	3291	100
	Portable Set	13806	55	9550	63	4901	65	3064	64	1999	61
Screen Size :-	Under 20"	14712	59	9982	66	5090	67	3215	67	2103	64
	20 to 29"	20362	81	12505	83	6113	81	4067	85	2766	84
	30" and over	3892	16	3087	20	1937	26	779	16	552	17
Household with :-	Single Set	9149	37	3687	24	1591	21	1173	24	916	28
	2 Sets	9025	36	5826	38	2763	37	1953	41	1264	38
	3 Sets	4231	17	3315	22	1811	24	1027	21	660	20
	4 Sets	1776	7	1526	10	890	12	443	9	310	9
	5+ Sets	868	3	782	5	493	7	214	4	152	5
VCRs :-	Without	5621	22	2374	16	1185	16	691	14	544	16
	With	19427	78	12762	84	6363	84	4120	86	2758	84
	With 1	14342	57	8434	56	3992	53	2814	58	1831	55
	With 2+	5084	20	4328	29	2371	31	1306	27	927	28

Table 4 TV Set Profile											
		TV Households		Non-Terrestrial Households							
				ALL		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		51463	100	35609	100	18784	100	11092	100	7483	100
Which are :-	Widescreen	7709	15	5679	16	3224	17	1702	15	1069	14
	Teletext Set	38206	74	26763	75	14509	77	8320	75	5398	72
	Remote Ctrl.	49151	96	34140	96	18110	96	10557	95	7157	96
	Portable Set	20495	40	15114	42	8052	43	4701	42	3115	42
Screen Size :-	Under 20"	22168	43	16094	45	8546	45	5029	45	3331	45
	20 to 29"	24188	47	15687	44	7864	42	5074	46	3457	46
	30" and over	4073	8	3248	9	2062	11	812	7	572	8
VCR Connected		26213	51	18804	53	9723	52	5933	53	4073	54
Sets Receiving 1+ Non-Terrestrial Channels		19399	38	19399	54	10674	57	5770	52	4130	55

Table 5											
Analysis of Individuals											
		All Households		Non-Terrestrial Households							
				ALL		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		59088	100	39708	100	21169	100	11587	100	8638	100
Age :-	0 - 3	2691	5	2033	5	1121	5	548	5	437	5
	4 - 9	4290	7	3276	8	1864	9	815	7	725	8
	10 - 15	4584	8	3632	9	2085	10	909	8	850	10
	16 - 19	2940	5	2155	5	1213	6	528	5	537	6
	20 - 24	3646	6	2371	6	1293	6	636	5	562	7
	25 - 34	7767	13	5368	14	3063	14	1347	12	1140	13
	35 - 44	9207	16	6820	17	3835	18	1768	15	1544	18
	45 - 54	7706	13	5510	14	2974	14	1600	14	1196	14
	55 - 64	7022	12	4518	11	2184	10	1641	14	868	10
65 +	9237	16	4024	10	1536	7	1795	15	780	9	
Adults :-	Total	47523	100	30766	100	16098	100	9315	100	6626	100
	AB	10129	21	7162	23	3707	23	2377	26	1379	21
	C1	13496	28	8882	29	4787	30	2587	28	1877	28
	C2	9594	20	6939	23	3774	23	2043	22	1454	22
	D	7485	16	4903	16	2600	16	1368	15	1146	17
	E	6820	14	2880	9	1229	8	940	10	770	12

Table 6a Analysis of Individuals								
	All Households				Non-Terr Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28951	100	30137	100	20134	100	19574	100
Age :-								
0 - 15	5930	20	5634	19	4650	23	4292	22
16 - 24	3320	11	3266	11	2368	12	2159	11
25 - 34	3851	13	3916	13	2663	13	2705	14
35 - 44	4548	16	4659	15	3382	17	3438	18
45 - 54	3809	13	3897	13	2737	14	2773	14
55 - 64	3448	12	3574	12	2284	11	2233	11
65 +	4044	12	5192	17	2050	10	1974	10
Adults :-	23020	100	24503	100	15484	100	15282	100
AB	5101	22	5028	21	3705	24	3457	23
C1	6409	28	7087	29	4404	28	4478	29
C2	5122	22	4472	18	3687	24	3252	21
D	3719	16	3766	15	2473	16	2430	16
E	2670	12	4150	17	1216	8	1664	11
Working F/T	13881	60	7583	31	10266	66	5432	36
Working P/T	688	3	4033	16	441	3	3025	20
Not Working	8451	37	12887	53	4777	31	6824	45
Housewives :-	5131	100	20533	100	2583	100	12553	100
Working F/T	2258	44	6004	29	1338	52	4271	34
Working P/T	191	4	3775	18	98	4	2842	23
Not Working	2681	52	10754	52	1146	44	5441	43

Table 6b Analysis of Individuals												
	DSAT				DTT				Cable			
	Males		Females		Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	10877	100	10292	100	5818	100	5768	100	4312	100	4326	100
Age :-												
0 - 15	2660	24	2411	23	1168	20	1104	19	1023	24	988	23
16 - 24	1347	12	1160	11	592	10	572	10	576	13	523	12
25 - 34	1518	14	1545	15	685	12	662	11	557	13	583	13
35 - 44	1917	18	1918	19	884	15	884	15	740	17	805	19
45 - 54	1487	14	1487	14	794	14	806	14	587	14	609	14
55 - 64	1111	10	1073	10	818	14	823	14	446	10	422	10
65 +	837	8	699	7	878	15	917	16	383	9	397	9
Adults :-	8217	100	7881	100	4650	100	4664	100	3288	100	3338	100
AB	1945	24	1762	22	1208	26	1169	25	706	21	673	20
C1	2409	29	2378	30	1279	27	1308	28	913	28	964	29
C2	2001	24	1773	22	1088	23	955	20	779	24	674	20
D	1325	16	1275	16	681	15	687	15	575	17	572	17
E	537	7	692	9	395	8	545	12	316	10	455	14
Working F/T	5778	70	3018	38	2831	61	1443	31	2131	65	1195	36
Working P/T	215	3	1622	21	160	3	900	19	95	3	651	19
Not Working	2223	27	3242	41	1659	36	2321	50	1062	32	1492	45
Housewives :-	1140	100	6408	100	870	100	3941	100	630	100	2672	100
Working F/T	639	56	2378	37	413	48	1136	29	323	51	917	34
Working P/T	40	4	1530	24	42	5	848	22	20	3	605	23
Not Working	460	40	2500	39	414	48	1958	50	287	46	1149	43

Table 7a Non Terrestrial Penetration by Area										
	Total TV Households		Non-Terrestrial Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25048	100	15136	100	7548	100	4811	100	3302	100
London	5841	23	3571	24	1740	23	1054	22	879	27
Midlands	4764	19	2736	18	1374	18	808	17	617	19
North West	3141	13	1982	13	928	12	689	14	448	14
Yorkshire	2870	11	1609	11	871	12	509	11	278	8
Central Scotland	1643	7	972	6	404	5	272	6	320	10
North Scotland	584	2	331	2	210	3	96	2	34	1
Central Scotland & North Scotland	2104	8	1232	8	570	8	349	7	345	10
Wales & West	2221	9	1466	10	795	11	458	10	257	8
South & South East & Ch. Islands	2782	11	1783	12	918	12	566	12	364	11
North East	1410	6	911	6	442	6	330	7	171	5
East	2281	9	1348	9	757	10	437	9	264	8
South West	897	4	526	3	286	4	213	4	43	1
Ulster	635	3	320	2	205	3	62	1	60	2
Border	340	1	203	1	145	2	61	1	1	0
West	1298	5	838	6	376	5	286	6	200	6
Wales	1248	5	865	6	525	7	241	5	126	4
South & South East	2724	11	1749	12	886	12	566	12	363	11
Channel Islands	58	0	34	0	33	0	1	0	1	0
Meridian / Anglia	4934	20	3057	20	1625	22	990	21	617	19
Granada / Border	3414	14	2153	14	1044	14	747	16	449	14
Yorkshire / Tyne Tees	3987	16	2364	16	1223	16	786	16	436	13
Granada North	7342	29	4481	30	2247	30	1516	32	881	27
S4C	1220	5	850	6	522	7	236	5	120	4

Table 7b Home ITV + Non-Terrestrial Penetration By Area										
	Home ITV Households		Home ITV + Non-Terr Households		Home ITV + DSAT		Home ITV + DTT		Home ITV + Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25048	100	15136	100	7548	100	4811	100	3302	100
London	5036	20	3082	20	1460	19	902	19	807	24
Midlands	3879	15	2231	15	1067	14	677	14	539	16
North West	2889	12	1841	12	837	11	650	14	433	13
Yorkshire	2486	10	1394	9	761	10	433	9	237	7
Central Scotland	1574	6	935	6	381	5	266	6	312	9
North Scotland	535	2	303	2	194	3	83	2	34	1
Central Scotland & North Scotland	2100	8	1231	8	569	8	349	7	345	10
Wales & West	2033	8	1353	9	732	10	415	9	247	7
South & South East & Ch. Islands	2467	10	1597	11	808	11	513	11	336	10
North East	1187	5	801	5	378	5	294	6	161	5
East	1821	7	1098	7	615	8	375	8	212	6
South West	764	3	444	3	244	3	170	4	43	1
Ulster	635	3	320	2	205	3	62	1	60	2
Border	310	1	189	1	136	2	56	1	1	0
West	1034	4	666	4	285	4	232	5	166	5
Wales	1126	4	795	5	492	7	212	4	119	4
South & South East	2409	10	1563	10	775	10	512	11	336	10
Channel Islands	58	0	34	0	33	0	1	0	1	0
Meridian / Anglia	4283	17	2692	18	1421	19	888	18	545	17
Granada / Border	3197	13	2028	13	971	13	706	15	435	13
Yorkshire / Tyne Tees	3649	15	2178	14	1129	15	721	15	394	12
Granada North	6841	27	4201	28	2096	28	1426	30	829	25
S4C	1115	4	790	5	488	6	212	4	117	4

**"Home ITV" for S4C refers to S4C receivers

Channel Four - All Macro Regions

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25664	100	25048	100	25048	100
Receiving ITV	25048	98	25048	100	25048	100
Receiving Any CH4	25003	97	25003	100	25003	100
Receiving five	23006	90	23006	92	23006	92
Receiving BBC 1	25048	98	25048	100	25048	100
Receiving BBC 2	25048	98	25048	100	25048	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	25664	100	25048	100	25048	100	15136	100
		100		98		98		59
				100		100		60
Social Class :-								
AB	5083	20	4987	20	4987	20	3416	23
C1	7042	27	6885	27	6885	27	4347	29
C2	4666	18	4607	18	4607	18	3207	21
D	3939	15	3867	15	3867	15	2375	16
E	4934	19	4702	19	4702	19	1791	12
Housewife Age :-								
Under 25	1412	6	1327	5	1327	5	733	5
25 - 34	4183	16	4028	16	4028	16	2769	18
35 - 44	5288	21	5173	21	5173	21	3777	25
45 - 54	4446	17	4351	17	4351	17	3023	20
55 - 64	4121	16	4050	16	4050	16	2502	17
65 +	6214	24	6118	24	6118	24	2332	15
Size of Household :-								
1	8023	31	7615	30	7615	30	2897	19
2	8869	35	8755	35	8755	35	5482	36
3	3903	15	3860	15	3860	15	2860	19
4	3314	13	3290	13	3290	13	2658	18
5 +	1555	6	1528	6	1528	6	1239	8
Average Household Size	2.30		2.32		2.32		2.62	
Children :-								
Without	18967	74	18427	74	18427	74	10004	66
With	6696	26	6621	26	6621	26	5132	34
0 - 3	2276	9	2236	9	2236	9	1705	11
4 - 9	3247	13	3211	13	3211	13	2494	16
10 - 15	3400	13	3374	13	3374	13	2675	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		25048	100	25048	100
Possessing:-	Widescreen	7206	29	7206	29
	Teletext Set	22576	90	22576	90
	Remote Ctrl.	24696	99	24696	99
	Portable Set	13806	55	13806	55
Screen Size :-	Under 20"	14712	59	14712	59
	20 to 29"	20362	81	20362	81
	30" and over	3892	16	3892	16
Household with :-	Single Set	9149	37	9149	37
	2 Sets	9025	36	9025	36
	3 Sets	4231	17	4231	17
	4 Sets	1776	7	1776	7
	5+ Sets	868	3	868	3
VCRs :-	Without	5621	22	5621	22
	With	19427	78	19427	78
	With 1	14342	57	14342	57
	With 2+	5084	20	5084	20

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		51463	100	51463	100
Which are :-	Widescreen	7709	15	7709	15
	Teletext Set	38206	74	38206	74
	Remote Ctrl.	49151	96	49151	96
	Portable Set	20495	40	20495	40
Screen Size :-	Under 20"	22168	43	22168	43
	20 to 29"	24188	47	24188	47
	30" and over	4073	8	4073	8
VCR Connected		26213	51	26213	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		59088	100	58075	100	39708	100
Age :-	0 - 3	2691	5	2640	5	2033	5
	4 - 9	4290	7	4236	7	3276	8
	10 - 15	4584	8	4547	8	3632	9
	16 - 19	2940	5	2895	5	2155	5
	20 - 24	3646	6	3522	6	2371	6
	25 - 34	7767	13	7542	13	5368	14
	35 - 44	9207	16	9055	16	6820	17
	45 - 54	7706	13	7581	13	5510	14
	55 - 64	7022	12	6931	12	4518	11
	65 +	9237	16	9126	16	4024	10
Adults :- Total		47523	100	46653	100	30766	100
AB		10129	21	9980	21	7162	23
C1		13496	28	13238	28	8882	29
C2		9594	20	9513	20	6939	23
D		7485	16	7380	16	4903	16
E		6820	14	6543	14	2880	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	28951	100	30137	100	28384	100	29690	100
Age :-								
0 - 15	5930	20	5634	19	5864	21	5558	19
16 - 24	3320	11	3266	11	3225	11	3192	11
25 - 34	3851	13	3916	13	3720	13	3822	13
35 - 44	4548	16	4659	15	4458	16	4598	15
45 - 54	3809	13	3897	13	3734	13	3847	13
55 - 64	3448	12	3574	12	3393	12	3539	12
65 +	4044	14	5192	17	3991	14	5135	17
Adults :-	23020	100	24503	100	22520	100	24132	100
AB	5101	22	5028	21	5018	22	4962	21
C1	6409	28	7087	29	6266	28	6971	29
C2	5122	22	4472	18	5063	22	4450	18
D	3719	16	3766	15	3654	16	3725	15
E	2670	12	4150	17	2519	11	4024	17
Working F/T	13881	60	7583	31	13665	61	7493	31
Working P/T	688	3	4033	16	671	3	4005	17
Not Working	8451	37	12887	53	8185	36	12634	52
Housewives :-	5131	100	20533	100	4825	100	20223	100
Working F/T	2258	44	6004	29	2142	44	5929	29
Working P/T	191	4	3775	18	180	4	3750	19
Not Working	2681	52	10754	52	2503	52	10544	52

Channel Four - London Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6052	100	5841	100	5036	100
Receiving ITV	5841	97	5841	100	5036	100
Receiving Any CH4	5827	96	5827	100	5024	100
Receiving five	5466	90	5466	94	4834	96
Receiving BBC 1	5841	97	5841	100	5036	100
Receiving BBC 2	5841	97	5841	100	5036	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6052	100	5841	100	5036	100	3082	100
		100		97		83		51
				100		86		53
Social Class :-								
AB	1634	27	1591	27	1372	27	997	32
C1	1786	30	1730	30	1481	29	904	29
C2	929	15	910	16	767	15	532	17
D	725	12	703	12	600	12	339	11
E	978	16	907	16	816	16	310	10
Housewife Age :-								
Under 25	346	6	315	5	272	5	140	5
25 - 34	1210	20	1147	20	1021	20	657	21
35 - 44	1354	22	1311	22	1154	23	854	28
45 - 54	1019	17	990	17	855	17	601	19
55 - 64	846	14	828	14	691	14	429	14
65 +	1277	21	1251	21	1043	21	402	13
Size of Household :-								
1	1956	32	1817	31	1571	31	640	21
2	1918	32	1880	32	1594	32	1003	33
3	915	15	898	15	788	16	566	18
4	844	14	836	14	727	14	575	19
5 +	418	7	410	7	357	7	297	10
Average Household Size	2.34		2.37		2.37		2.67	
Children :-								
Without	4403	73	4219	72	3627	72	2001	65
With	1649	27	1623	28	1409	28	1081	35
0 - 3	616	10	600	10	521	10	391	13
4 - 9	807	13	795	14	687	14	525	17
10 - 15	784	13	777	13	674	13	538	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5841	100	5036	100
Possessing:-	Widescreen	1562	27	1340	27
	Teletext Set	5100	87	4369	87
	Remote Ctrl.	5752	98	4958	98
	Portable Set	2995	51	2543	50
Screen Size :-	Under 20"	3295	56	2821	56
	20 to 29"	4354	75	3684	73
	30" and over	1012	17	901	18
Household with :-	Single Set	2337	40	2045	41
	2 Sets	2004	34	1710	34
	3 Sets	931	16	798	16
	4 Sets	371	6	312	6
	5+ Sets	200	3	171	3
VCRs :-	Without	1554	27	1406	28
	With	4287	73	3630	72
	With 1	3145	54	2676	53
	With 2+	1142	20	954	19

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11544	100	9908	100
Which are :-	Widescreen	1653	14	1423	14
	Teletext Set	8380	73	7164	72
	Remote Ctrl.	10957	95	9397	95
	Portable Set	4394	38	3717	38
Screen Size :-	Under 20"	4895	42	4162	42
	20 to 29"	5076	44	4322	44
	30" and over	1051	9	937	9
VCR Connected		5734	50	4844	49

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14176	100	11960	100	8238	100
Age :-	0 - 3	737	5	625	5	476	6
	4 - 9	1076	8	911	8	691	8
	10 - 15	1065	8	916	8	741	9
	16 - 19	657	5	559	5	425	5
	20 - 24	903	6	751	6	493	6
	25 - 34	2311	16	1987	17	1335	16
	35 - 44	2354	17	2009	17	1507	18
	45 - 54	1754	12	1477	12	1095	13
	55 - 64	1435	10	1182	10	769	9
	65 +	1884	13	1544	13	706	9
Adults :- Total		11298	100	9508	100	6330	100
AB		3258	29	2757	29	2108	33
C1		3377	30	2835	30	1859	29
C2		1919	17	1601	17	1157	18
D		1387	12	1165	12	701	11
E		1357	12	1150	12	506	8

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	7009	100	7167	100	5906	100	6054	100
Age :-								
0 - 15	1474	21	1404	20	1263	21	1188	20
16 - 24	777	11	782	11	647	11	662	11
25 - 34	1178	17	1134	16	1011	17	976	16
35 - 44	1187	17	1168	16	1009	17	1000	17
45 - 54	870	12	884	12	727	12	750	12
55 - 64	700	10	735	10	576	10	606	10
65 +	823	12	1061	15	673	11	871	14
Adults :-	5535	100	5763	100	4643	100	4865	100
AB	1667	30	1591	28	1410	30	1347	28
C1	1601	29	1777	31	1342	29	1494	31
C2	1043	19	877	15	867	19	734	15
D	695	13	691	12	580	12	585	12
E	530	10	827	14	444	10	706	15
Working F/T	3542	64	1955	34	2993	64	1683	35
Working P/T	186	3	881	15	158	3	731	15
Not Working	1807	33	2927	51	1491	32	2450	50
Housewives :-	1354	100	4698	100	1107	100	3930	100
Working F/T	698	52	1492	32	581	53	1272	32
Working P/T	65	5	816	17	55	5	675	17
Not Working	592	44	2390	51	470	43	1983	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	8006	100	7855	100	7073	100
Receiving ITV	7855	98	7855	100	7073	100
Receiving Any CH4	7841	98	7841	100	7061	100
Receiving five	6602	82	6602	84	5884	83
Receiving BBC 1	7855	98	7855	100	7073	100
Receiving BBC 2	7855	98	7855	100	7073	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	8006	100	7855	100	7073	100	4486	100
		100		98		88		56
				100		90		57
Social Class :-								
AB	1701	21	1675	21	1479	21	998	22
C1	2337	29	2298	29	2086	29	1384	31
C2	1570	20	1551	20	1413	20	1007	22
D	1190	15	1171	15	1067	15	690	15
E	1207	15	1160	15	1028	15	406	9
Housewife Age :-								
Under 25	401	5	383	5	349	5	199	4
25 - 34	1184	15	1155	15	1031	15	765	17
35 - 44	1577	20	1549	20	1389	20	1066	24
45 - 54	1374	17	1349	17	1215	17	879	20
55 - 64	1385	17	1366	17	1244	18	811	18
65 +	2084	26	2053	26	1846	26	765	17
Size of Household :-								
1	2404	30	2307	29	2072	29	844	19
2	2950	37	2915	37	2636	37	1729	39
3	1133	14	1124	14	1013	14	769	17
4	1045	13	1041	13	937	13	791	18
5 +	474	6	468	6	416	6	352	8
Average Household Size	2.30		2.31		2.31		2.60	
Children :-								
Without	5982	75	5849	74	5276	75	3034	68
With	2023	25	2007	26	1797	25	1452	32
0 - 3	678	8	670	9	593	8	465	10
4 - 9	986	12	979	12	876	12	716	16
10 - 15	1033	13	1028	13	925	13	757	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7855	100	7073	100
Possessing:-	Widescreen	2361	30	2125	30
	Teletext Set	7184	91	6463	91
	Remote Ctrl.	7759	99	6985	99
	Portable Set	4362	56	3950	56
Screen Size :-	Under 20"	4700	60	4241	60
	20 to 29"	6493	83	5880	83
	30" and over	1231	16	1090	15
Household with :-	Single Set	2718	35	2441	35
	2 Sets	2843	36	2558	36
	3 Sets	1359	17	1223	17
	4 Sets	604	8	556	8
	5+ Sets	331	4	296	4
VCRs :-	Without	1555	20	1393	20
	With	6300	80	5680	80
	With 1	4675	60	4224	60
	With 2+	1626	21	1456	21

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		16380	100	14794	100
Which are :-	Widescreen	2514	15	2268	15
	Teletext Set	12469	76	11260	76
	Remote Ctrl.	15679	96	14144	96
	Portable Set	6520	40	5918	40
Screen Size :-	Under 20"	7184	44	6515	44
	20 to 29"	7605	46	6905	47
	30" and over	1282	8	1136	8
VCR Connected		8337	51	7514	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		18417	100	16353	100	11654	100
Age :-	0 - 3	801	4	701	4	561	5
	4 - 9	1321	7	1173	7	963	8
	10 - 15	1409	8	1258	8	1045	9
	16 - 19	896	5	796	5	618	5
	20 - 24	1054	6	939	6	646	6
	25 - 34	2188	12	1912	12	1451	12
	35 - 44	2786	15	2458	15	1930	17
	45 - 54	2428	13	2158	13	1638	14
	55 - 64	2380	13	2146	13	1470	13
	65 +	3155	17	2813	17	1332	11
Adults :-	Total	14886	100	13221	100	9086	100
	AB	3384	23	2949	22	2089	23
	C1	4461	30	4000	30	2788	31
	C2	3193	21	2884	22	2181	24
	D	2202	15	1979	15	1389	15
	E	1647	11	1409	11	638	7

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	9002	100	9415	100	7995	100	8358	100
Age :-								
0 - 15	1804	20	1726	18	1603	20	1529	18
16 - 24	986	11	964	10	879	11	856	10
25 - 34	1078	12	1110	12	939	12	973	12
35 - 44	1372	15	1414	15	1205	15	1253	15
45 - 54	1203	13	1225	13	1069	13	1089	13
55 - 64	1159	13	1221	13	1044	13	1101	13
65 +	1400	16	1755	19	1255	16	1558	19
Adults :-	7198	100	7688	100	6392	100	6829	100
AB	1700	24	1684	22	1484	23	1465	21
C1	2114	29	2346	31	1896	30	2104	31
C2	1694	24	1499	19	1526	24	1358	20
D	1076	15	1127	15	964	15	1015	15
E	614	9	1033	13	522	8	887	13
Working F/T	4391	61	2313	30	3885	61	2048	30
Working P/T	236	3	1381	18	211	3	1229	18
Not Working	2572	36	3994	52	2296	36	3551	52
Housewives :-	1454	100	6552	100	1255	100	5819	100
Working F/T	645	44	1863	28	548	44	1654	28
Working P/T	58	4	1300	20	50	4	1156	20
Not Working	751	52	3388	52	657	52	3009	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	4861	100	4764	100	3879	100
Receiving ITV	4764	98	4764	100	3879	100
Receiving Any CH4	4754	98	4754	100	3872	100
Receiving five	4623	95	4623	97	3768	97
Receiving BBC 1	4764	98	4764	100	3879	100
Receiving BBC 2	4764	98	4764	100	3879	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4861	100	4764	100	3879	100	2231	100
		100		98		80		46
				100		81		47
Social Class :-								
AB	918	19	903	19	748	19	492	22
C1	1277	26	1255	26	1001	26	621	28
C2	935	19	925	19	743	19	498	22
D	827	17	812	17	659	17	374	17
E	903	19	869	18	728	19	245	11
Housewife Age :-								
Under 25	266	5	251	5	204	5	113	5
25 - 34	763	16	741	16	607	16	420	19
35 - 44	993	20	977	21	798	21	557	25
45 - 54	845	17	831	17	686	18	455	20
55 - 64	801	16	789	17	637	16	371	17
65 +	1193	25	1175	25	947	24	315	14
Size of Household :-								
1	1421	29	1360	29	1103	28	368	16
2	1743	36	1724	36	1406	36	827	37
3	770	16	763	16	621	16	444	20
4	638	13	635	13	515	13	403	18
5 +	288	6	283	6	234	6	189	8
Average Household Size	2.33		2.34		2.34		2.68	
Children :-								
Without	3563	73	3479	73	2831	73	1443	65
With	1297	27	1285	27	1047	27	788	35
0 - 3	453	9	447	9	364	9	283	13
4 - 9	624	13	617	13	499	13	381	17
10 - 15	655	13	651	14	536	14	406	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4764	100	3879	100
Possessing:-	Widescreen	1499	31	1261	33
	Teletext Set	4371	92	3560	92
	Remote Ctrl.	4714	99	3833	99
	Portable Set	2773	58	2249	58
Screen Size :-	Under 20"	2903	61	2336	60
	20 to 29"	3923	82	3208	83
	30" and over	741	16	603	16
Household with :-	Single Set	1617	34	1343	35
	2 Sets	1762	37	1426	37
	3 Sets	863	18	691	18
	4 Sets	355	7	281	7
	5+ Sets	166	3	138	4
VCRs :-	Without	1028	22	872	22
	With	3735	78	3007	78
	With 1	2706	57	2167	56
	With 2+	1029	22	839	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9905	100	8089	100
Which are :-	Widescreen	1590	16	1347	17
	Teletext Set	7490	76	6195	77
	Remote Ctrl.	9532	96	7771	96
	Portable Set	4114	42	3372	42
Screen Size :-	Under 20"	4372	44	3542	44
	20 to 29"	4596	46	3799	47
	30" and over	768	8	629	8
VCR Connected		5014	51	4087	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11311	100	9083	100	5974	100
Age :-	0 - 3	535	5	428	5	332	6
	4 - 9	823	7	658	7	504	8
	10 - 15	890	8	725	8	551	9
	16 - 19	579	5	460	5	331	6
	20 - 24	671	6	530	6	359	6
	25 - 34	1413	12	1133	12	818	14
	35 - 44	1756	16	1421	16	1034	17
	45 - 54	1478	13	1198	13	815	14
	55 - 64	1381	12	1104	12	684	11
	65 +	1786	16	1425	16	547	9
Adults :-	Total	9064	100	7271	100	4587	100
	AB	1832	20	1491	21	1033	23
	C1	2467	27	1944	27	1275	28
	C2	1916	21	1533	21	1078	23
	D	1591	18	1278	18	793	17
	E	1259	14	1026	14	408	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5568	100	5743	100	4452	100	4631	100
Age :-								
0 - 15	1154	21	1093	19	924	21	888	19
16 - 24	642	12	608	11	505	11	485	10
25 - 34	694	12	719	13	552	12	581	13
35 - 44	867	16	889	15	703	16	718	15
45 - 54	735	13	743	13	589	13	609	13
55 - 64	686	12	696	12	552	12	553	12
65 +	791	14	995	17	626	14	799	17
Adults :-	4414	100	4650	100	3528	100	3743	100
AB	923	21	909	20	747	21	743	20
C1	1188	27	1279	28	933	26	1011	27
C2	1019	23	897	19	812	23	721	19
D	793	18	797	17	637	18	641	17
E	491	11	768	17	399	11	627	17
Working F/T	2735	62	1432	31	2187	62	1157	31
Working P/T	124	3	807	17	100	3	655	17
Not Working	1554	35	2411	52	1240	35	1932	52
Housewives :-	919	100	3942	100	715	100	3164	100
Working F/T	410	45	1163	29	321	45	939	30
Working P/T	33	4	765	19	25	4	619	20
Not Working	476	52	2014	51	368	51	1605	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	7224	100	7086	100	6538	100
Receiving ITV	7086	98	7086	100	6538	100
Receiving Any CH4	7076	98	7076	100	6530	100
Receiving five	6809	94	6809	96	6333	97
Receiving BBC 1	7086	98	7086	100	6538	100
Receiving BBC 2	7086	98	7086	100	6538	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7224	100	7086	100	6538	100	4018	100
		100		98		91		56
				100		92		57
Social Class :-								
AB	1088	15	1076	15	987	15	711	18
C1	1860	26	1825	26	1680	26	1089	27
C2	1330	18	1319	19	1207	18	866	22
D	1245	17	1229	17	1126	17	729	18
E	1702	24	1637	23	1538	24	623	16
Housewife Age :-								
Under 25	404	6	385	5	359	5	214	5
25 - 34	1099	15	1066	15	987	15	677	17
35 - 44	1457	20	1431	20	1323	20	980	24
45 - 54	1279	18	1255	18	1147	18	819	20
55 - 64	1188	16	1172	17	1084	17	674	17
65 +	1797	25	1777	25	1638	25	654	16
Size of Household :-								
1	2241	31	2145	30	1986	30	761	19
2	2521	35	2501	35	2298	35	1462	36
3	1168	16	1159	16	1068	16	826	21
4	875	12	870	12	803	12	663	17
5 +	420	6	411	6	383	6	305	8
Average Household Size	2.29		2.30		2.30		2.60	
Children :-								
Without	5338	74	5218	74	4811	74	2659	66
With	1887	26	1868	26	1728	26	1359	34
0 - 3	605	8	596	8	550	8	422	10
4 - 9	911	13	901	13	835	13	646	16
10 - 15	986	14	979	14	906	14	735	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7086	100	6538	100
Possessing:-	Widescreen	2200	31	2027	31
	Teletext Set	6468	91	5958	91
	Remote Ctrl.	6978	98	6440	98
	Portable Set	3954	56	3633	56
Screen Size :-	Under 20"	4113	58	3789	58
	20 to 29"	5981	84	5508	84
	30" and over	1092	15	1027	16
Household with :-	Single Set	2529	36	2345	36
	2 Sets	2615	37	2394	37
	3 Sets	1193	17	1091	17
	4 Sets	513	7	489	7
	5+ Sets	236	3	220	3
VCRs :-	Without	1475	21	1369	21
	With	5611	79	5169	79
	With 1	4130	58	3812	58
	With 2+	1481	21	1357	21

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		14838	100	13682	100
Which are :-	Widescreen	2359	16	2169	16
	Teletext Set	11134	75	10170	74
	Remote Ctrl.	14107	95	12986	95
	Portable Set	5940	40	5469	40
Screen Size :-	Under 20"	6257	42	5780	42
	20 to 29"	7261	49	6690	49
	30" and over	1150	8	1081	8
VCR Connected		7733	52	7121	52

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		16543	100	15060	100	10457	100
Age :-	0 - 3	713	4	648	4	500	5
	4 - 9	1191	7	1087	7	829	8
	10 - 15	1319	8	1212	8	971	9
	16 - 19	870	5	796	5	610	6
	20 - 24	1024	6	930	6	652	6
	25 - 34	2007	12	1813	12	1303	12
	35 - 44	2518	15	2296	15	1763	17
	45 - 54	2213	13	1997	13	1489	14
	55 - 64	2028	12	1852	12	1225	12
	65 +	2660	16	2429	16	1114	11
Adults :-	Total	13319	100	12114	100	8157	100
	AB	2200	17	2000	17	1492	18
	C1	3585	27	3255	27	2247	28
	C2	2748	21	2502	21	1868	23
	D	2417	18	2199	18	1532	19
	E	2369	18	2158	18	1018	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8090	100	8453	100	7342	100	7718	100
Age :-								
0 - 15	1659	21	1565	19	1520	21	1427	18
16 - 24	953	12	941	11	861	12	865	11
25 - 34	984	12	1023	12	884	12	930	12
35 - 44	1234	15	1283	15	1121	15	1175	15
45 - 54	1094	14	1119	13	984	13	1012	13
55 - 64	1003	12	1025	12	910	12	943	12
65 +	1163	14	1497	18	1062	14	1367	18
Adults :-	6431	100	6888	100	5822	100	6292	100
AB	1091	17	1109	16	991	17	1009	16
C1	1706	27	1879	27	1541	26	1713	27
C2	1467	23	1281	19	1330	23	1172	19
D	1220	19	1197	17	1110	19	1090	17
E	947	15	1422	21	850	15	1307	21
Working F/T	3733	58	2043	30	3380	58	1854	29
Working P/T	171	3	1139	17	154	3	1041	17
Not Working	2527	39	3707	54	2288	39	3396	54
Housewives :-	1433	100	5791	100	1261	100	5278	100
Working F/T	565	39	1614	28	498	40	1456	28
Working P/T	45	3	1066	18	40	3	974	18
Not Working	823	57	3112	54	723	57	2848	54

Channel Four - Scotland Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2495	100	2440	100	2411	100
Receiving ITV	2440	98	2440	100	2411	100
Receiving Any CH4	2438	98	2438	100	2409	100
Receiving five	2174	87	2174	89	2152	89
Receiving BBC 1	2440	98	2440	100	2411	100
Receiving BBC 2	2440	98	2440	100	2411	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2495	100	2440	100	2411	100	1421	100
		100		98		97		57
				100		99		58
Social Class :-								
AB	441	18	433	18	426	18	263	19
C1	677	27	659	27	653	27	398	28
C2	472	19	467	19	460	19	329	23
D	405	16	399	16	394	16	249	18
E	499	20	482	20	477	20	182	13
Housewife Age :-								
Under 25	139	6	132	5	132	5	61	4
25 - 34	374	15	358	15	355	15	255	18
35 - 44	512	21	503	21	498	21	349	25
45 - 54	445	18	437	18	433	18	289	20
55 - 64	405	16	398	16	391	16	244	17
65 +	619	25	611	25	602	25	224	16
Size of Household :-								
1	855	34	819	34	810	34	301	21
2	860	34	850	35	838	35	525	37
3	364	15	360	15	356	15	262	18
4	305	12	302	12	299	12	243	17
5 +	110	4	109	4	108	4	89	6
Average Household Size	2.19		2.21		2.21		2.52	
Children :-								
Without	1887	76	1838	75	1815	75	963	68
With	607	24	602	25	596	25	458	32
0 - 3	191	8	188	8	186	8	142	10
4 - 9	292	12	290	12	287	12	229	16
10 - 15	316	13	314	13	310	13	243	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2440	100	2411	100
Possessing:-	Widescreen	532	22	519	22
	Teletext Set	2186	90	2158	89
	Remote Ctrl.	2403	98	2374	98
	Portable Set	1483	61	1466	61
Screen Size :-	Under 20"	1565	64	1549	64
	20 to 29"	2019	83	1995	83
	30" and over	293	12	290	12
Household with :-	Single Set	812	33	802	33
	2 Sets	946	39	936	39
	3 Sets	463	19	459	19
	4 Sets	161	7	159	7
	5+ Sets	57	2	56	2
VCRs :-	Without	523	21	519	22
	With	1917	79	1892	78
	With 1	1363	56	1345	56
	With 2+	554	23	547	23

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5106	100	5051	100
Which are :-	Widescreen	582	11	569	11
	Teletext Set	3476	68	3435	68
	Remote Ctrl.	4953	97	4901	97
	Portable Set	2149	42	2125	42
Screen Size :-	Under 20"	2291	45	2268	45
	20 to 29"	2424	47	2399	48
	30" and over	310	6	307	6
VCR Connected		2722	53	2691	53

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5472	100	5322	100	3584	100
Age :-	0 - 3	218	4	212	4	159	4
	4 - 9	375	7	368	7	291	8
	10 - 15	411	8	404	8	323	9
	16 - 19	269	5	263	5	191	5
	20 - 24	342	6	329	6	210	6
	25 - 34	666	12	637	12	469	13
	35 - 44	864	16	843	16	627	17
	45 - 54	759	14	740	14	517	14
	55 - 64	677	12	657	12	425	12
	65 +	890	16	867	16	371	10
Adults :- Total		4467	100	4337	100	2811	100
AB		851	19	825	19	535	19
C1		1261	28	1220	28	807	29
C2		956	21	936	22	690	25
D		737	16	719	17	497	18
E		663	15	637	15	282	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2642	100	2830	100	2559	100	2762	100
Age :-								
0 - 15	515	19	490	17	504	20	480	17
16 - 24	309	12	302	11	298	12	295	11
25 - 34	325	12	341	12	308	12	329	12
35 - 44	415	16	449	16	403	16	439	16
45 - 54	371	14	388	14	361	14	379	14
55 - 64	331	13	346	12	319	12	338	12
65 +	377	14	513	18	365	14	502	18
Adults :-	2128	100	2340	100	2055	100	2282	100
AB	425	20	426	18	411	20	414	18
C1	585	27	677	29	563	27	657	29
C2	510	24	445	19	498	24	438	19
D	352	17	385	16	341	17	378	17
E	256	12	407	17	242	12	395	17
Working F/T	1230	58	743	32	1197	58	728	32
Working P/T	51	2	370	16	48	2	363	16
Not Working	848	40	1226	52	810	39	1191	52
Housewives :-	500	100	1995	100	466	100	1945	100
Working F/T	202	40	609	31	191	41	597	31
Working P/T	13	3	347	17	11	2	339	17
Not Working	286	57	1039	52	264	57	1009	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	660	100	635	100	635	100
Receiving ITV	635	96	635	100	635	100
Receiving Any CH4	632	96	632	99	632	99
Receiving RTE	308	47	308	49	308	49
Receiving five	552	84	552	87	552	87
Receiving BBC 1	635	96	635	100	635	100
Receiving BBC 2	635	96	635	100	635	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	660	100	635	100	635	100	320	100
		100		96		96		48
				100		100		50
Social Class :-								
AB	98	15	97	15	97	15	65	20
C1	146	22	143	22	143	22	82	26
C2	140	21	136	21	136	21	72	22
D	95	14	92	14	92	14	50	16
E	181	27	167	26	167	26	51	16
Housewife Age :-								
Under 25	29	4	29	5	29	5	16	5
25 - 34	110	17	107	17	107	17	66	21
35 - 44	142	22	138	22	138	22	84	26
45 - 54	122	19	118	19	118	19	68	21
55 - 64	106	16	101	16	101	16	48	15
65 +	149	23	143	22	143	22	38	12
Size of Household :-								
1	193	29	177	28	177	28	51	16
2	190	29	185	29	185	29	92	29
3	103	16	101	16	101	16	63	20
4	102	15	100	16	100	16	68	21
5 +	72	11	71	11	71	11	46	14
Average Household Size	2.56		2.59		2.59		2.97	
Children :-								
Without	456	69	434	68	434	68	184	58
With	204	31	201	32	201	32	135	42
0 - 3	68	10	67	11	67	11	43	13
4 - 9	104	16	103	16	103	16	69	22
10 - 15	111	17	110	17	110	17	76	24

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		635	100	635	100
Possessing:-	Widescreen	127	20	127	20
	Teletext Set	580	91	580	91
	Remote Ctrl.	626	98	626	98
	Portable Set	329	52	329	52
Screen Size :-	Under 20"	354	56	354	56
	20 to 29"	523	82	523	82
	30" and over	99	16	99	16
Household with :-	Single Set	266	42	266	42
	2 Sets	207	33	207	33
	3 Sets	99	16	99	16
	4 Sets	43	7	43	7
	5+ Sets	20	3	20	3
VCRs :-	Without	136	21	136	21
	With	499	79	499	79
	With 1	389	61	389	61
	With 2+	111	17	111	17

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1232	100	1232	100
Which are :-	Widescreen	133	11	133	11
	Teletext Set	965	78	965	78
	Remote Ctrl.	1180	96	1180	96
	Portable Set	477	39	477	39
Screen Size :-	Under 20"	512	42	512	42
	20 to 29"	618	50	618	50
	30" and over	102	8	102	8
VCR Connected		634	51	634	51

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1686	100	1647	100	949	100
Age :-	0 - 3	82	5	80	5	55	6
	4 - 9	144	9	143	9	92	10
	10 - 15	153	9	152	9	107	11
	16 - 19	104	6	103	6	60	6
	20 - 24	114	7	112	7	67	7
	25 - 34	223	13	217	13	134	14
	35 - 44	255	15	248	15	156	16
	45 - 54	212	13	207	13	122	13
	55 - 64	178	11	171	10	89	9
	65 +	222	13	214	13	66	7
Adults :- Total		1308	100	1272	100	695	100
AB		219	17	216	17	152	22
C1		312	24	306	24	179	26
C2		323	25	316	25	174	25
D		194	15	190	15	109	16
E		260	20	244	19	80	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	826	100	861	100	805	100	842	100
Age :-								
0 - 15	193	23	185	22	191	24	183	22
16 - 24	112	14	106	12	110	14	104	12
25 - 34	109	13	114	13	105	13	112	13
35 - 44	124	15	131	15	121	15	128	15
45 - 54	105	13	107	12	102	13	105	12
55 - 64	87	11	92	11	83	10	88	11
65 +	95	11	127	15	92	11	122	15
Adults :-	632	100	676	100	613	100	659	100
AB	108	17	111	16	107	17	109	17
C1	149	24	163	24	146	24	160	24
C2	173	27	150	22	169	28	147	22
D	98	15	96	14	95	16	94	14
E	104	16	156	23	96	16	148	23
Working F/T	377	60	206	31	369	60	203	31
Working P/T	16	3	96	14	16	3	95	14
Not Working	238	38	374	55	229	37	361	55
Housewives :-	118	100	541	100	108	100	527	100
Working F/T	48	40	154	28	45	41	152	29
Working P/T	4	3	90	17	4	3	89	17
Not Working	67	56	297	55	60	55	287	54

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	4048	1015	994	169 (L)	644 (S)		173
London/East	1705	384	377	227 (L)	87 (E)		54
Midlands/North West	1357	263	260	155 (M)	82 (NW)		18
Midlands/Yorkshire	1620	428	420	213 (M)	138 (Y)		67
Midlands/Wales	1420	250	246	59 (M)	153 (W)		26
Midlands/East	2199	513	506	60 (M)	405 (E)		40
North West/Yorshire	179	43	41	34 (NW)	5 (Y)		3
North West/Wales	2136	216	214	90 (NW)	44 (W)		77
North West/Border	1258	68	66	23 (NW)	41 (B)		3
Yorkshire/North East	1007	302	294	216 (Y)	53 (NE)		24
Yorkshire/East	383	94	92	11 (Y)	62 (E)		19
South/Wales	65	18	17	8 (S)	8 (W)		1
South West/Wales	2183	153	151	22 (SW)	120 (W)		8
North East/Border	447	17	17	6 (NE)	6 (B)		5
Scotland/Border	78	3	3	* (SC)	2 (B)		*
London/Midlands/South	87	15	15	4 (L)	1 (M)	7 (S)	1 * (L/M) 2 (L/S) 0 (M/S)
London/Midlands/East	195	48	47	13 (L)	1 (M)	24 (E)	2 0 (L/M) 7 (L/E) * (M/E)
London/South/East	655	130	128	77 (L)	3 (S)	21 (E)	8 4 (L/S) 14 (L/E) 1 (S/E)
Midlands/Yorkshire/East	284	65	65	15 (M)	30 (Y)	5 (E)	3 10 (M/Y) 2 (M/E) 2 (Y/E)
South/South West/Wales	217	15	14	2 (S)	1 (SW)	10 (W)	* 0 (S/SW) 1 (S/W) * (SW/W)
TOTAL	21523	4040	3968	3357			576

**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	9935	2403	2372	461
London/East	4318	930	918	143
Midlands/North West	3184	608	604	45
Midlands/Yorkshire	3812	990	978	166
Midlands/Wales	3400	594	587	71
Midlands/East	5137	1201	1186	107
North West/Yorshire	413	97	93	7
North West/Wales	4966	499	494	189
North West/Border	2774	151	148	8
Yorkshire/North East	2354	677	663	61
Yorkshire/East	871	204	202	42
South/Wales	163	41	41	3
South West/Wales	5131	357	352	20
North East/Border	959	38	38	11
Scotland/Border	160	7	7	1
London/Midlands/South	200	34	34	2 1 (L/M) 4 (L/S) 0 (M/S)
London/Midlands/East	497	118	117	6 0 (L/M) 19 (L/E) 1 (M/E)
London/South/East	1593	299	296	19 9 (L/S) 32 (L/E) 2 (S/E)
Midlands/Yorkshire/East	663	148	147	7 23 (M/Y) 5 (M/E) 3 (Y/E)
South/South West/Wales	477	33	33	1 0 (S/SW) 2 (SW) 1 (SW/W)
TOTAL	51007	9429	9308	1470

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	6690	491	254	11	669	27
Midlands	7162	504	164	6	418	15
North West	4930	229	101	0	248	0
Yorkshire	3473	400	125	3	301	7
North East	1454	59	29	0	72	0
Scotland	78	*	*	0	1	0
South & South east	5072	663	182	9	482	21
East	5421	603	139	13	354	32
South West	2400	23	8	*	21	1
Border	1783	50	8	0	19	0
Wales & West	6021	335	113	*	285	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	6408	1530	1499	474 (L)	756 (S)		253
Midlands/North	2977	690	680	368 (M)	221 (N)		86
Midlands/South	3619	763	752	119 (M)	558 (S)		66
North/Scotland	1705	86	84	29 (N)	47 (SC)		8
North/South	2519	310	306	101 (N)	106 (S)		96
London/Midlands/South	282	62	62	18 (L)	2 (M)	30 (S)	3 * (L/M) 8 (L/S) * (M/S)
Midlands/North/South	284	65	65	15 (M)	30 (N)	5 (S)	3 10 (M/N) 2 (M/S) 2 (N/S)
TOTAL	17794	3506	3447	2876			537

Overlap Area	Sample Size	Population Estimates (000's)			
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds	
London/South	15846	3633	3586	664	
Midlands/North	6996	1598	1581	210	
Midlands/South	8537	1795	1773	178	
North/Scotland	3733	189	186	19	
North/South	5837	704	696	231	
London/Midlands/South	697	152	151	1 (L/M)	23 (L/S) 1 (M/S)
Midlands/North/South	663	148	147	23 (M/N)	5 (M/S) 3 (N/S)
TOTAL	42309	8218	8120	1373	

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	6690	491	262	3	688	8
South	13112	1453	429	6	1108	15
Midlands	7162	504	164	6	418	15
North	7485	380	201	3	486	7
Scotland	1705	47	8	0	19	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 2003 to June 2005. 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	265	1136	4.3	*	-	-	-	-	4.2	1.4	-	-	-
Midlands	170	768	0.1	4.6	0.6	2.1	-	-	*	1.8	-	-	0.8
North West	101	1102	-	0.8	6.7	0.1	-	-	-	-	-	0.1	2.3
Yorkshire	127	491	-	3.4	0.1	5.0	0.4	-	-	1.1	-	-	-
North East	29	202	-	-	-	6.5	2.6	-	-	-	-	0.9	-
Scotland	#	9	-	-	-	-	-	0.6	-	-	-	9.4	-
South & South East	191	808	3.9	*	-	-	-	-	5.9	0.1	*	-	*
East	152	668	3.0	1.0	-	0.6	-	-	0.1	5.3	-	-	-
South West	8	131	-	-	-	-	-	-	0.2	-	3.9	-	5.9
Border	8	183	-	-	1.9	-	2.6	*	-	-	-	5.4	-
Wales & West	113	1221	-	1.1	4.8	-	-	-	0.1	-	0.3	-	3.7
# = Under 0.5 * = 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	4886	19.53
Midlands	3787	15.14
North West	2856	11.42
Yorkshire	2422	9.68
North East	1166	4.66
Scotland	2100	8.39
South, South East & Channel Islands	2389	9.55
East	1750	6.99
South West	758	3.03
Border	307	1.23
Wales & West	1962	7.84
Ulster	635	2.54
All Areas	25017	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	265	1136	4.3	5.6	*	-	-	-
South	435	2475	2.6	5.3	0.6	1.4	-	-
Midlands	170	768	0.1	2.6	4.6	2.7	-	-
North	204	1597	-	1.8	2.5	5.5	0.2	-
Scotland	8	174	-	-	-	4.8	5.2	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4886	19.52
South	6867	27.44
Midlands	3787	15.13
North	6446	25.75
Scotland	2407	9.62
Ulster	635	2.54
All Areas	25030	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 2003 and June 2005.

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 2003 - Jun 2005										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	162499		38772		27802		15788		12276	
Shop / Business	2890		677		422		243		178	
Demolished / Incomplete	698		127		78		90		37	
Empty	13089		2103		2072		1368		695	
Holiday Home	1652		119		99		176		67	
Other Non Effective	4308		811		846		376		197	
Eligible Addresses	139862		34935		24285		13535		11102	
Substitute Addresses	21355		3760		3405		2138		1149	
Multiple Occupancy Addresses	2120		1269		104		60		60	
Additional Households	3113		516		622		376		189	
Total Households	166450	100%	40480	100%	28416	100%	16109	100%	12500	100%
Non Contacts	31657	19%	10624	26%	4858	17%	3081	19%	1780	14%
No English Spoken	266	*	150	*	57	*	13	*	4	*
Refusals	22411	13%	7185	18%	3741	13%	2058	13%	1713	14%
Total Interviews	112116	67%	22521	56%	19760	70%	10957	68%	9003	72%
* = Less than 0.5%										

Response Analysis: Jul 2003 - Jun 2005										
	NE		E		SW		Uls		Bor	
Addresses Issued	7148		14224		7519		8953		5012	
Shop / Business	95		219		150		192		88	
Demolished / Incomplete	50		59		19		67		3	
Empty	565		992		540		652		474	
Holiday Home	106		76		299		46		230	
Other Non Effective	123		346		243		277		226	
Eligible Addresses	6209		12532		6268		7719		3991	
Substitute Addresses	911		1649		1182		770		915	
Multiple Occupancy Addresses	36		65		48		8		10	
Additional Households	87		196		89		244		153	
Total Households	7243	100%	14442	100%	7587	100%	8741	100%	5069	100%
Non Contacts	1042	14%	2749	19%	1235	16%	1661	19%	1034	20%
No English Spoken	1	*	28	*	2	*	3	*	2	*
Refusals	881	12%	2115	15%	985	13%	517	6%	420	8%
Total Interviews	5319	73%	9550	66%	5365	71%	6560	75%	3613	71%
* = Less than 0.5%										

Response Analysis: Jul 2003 - Jun 2005										
	S		W&W		CSco		NSco		CI	
Addresses Issued	16297		27598		9999		3677		618	
Shop / Business	286		536		274		117		2	
Demolished / Incomplete	61		104		87		6		7	
Empty	959		3873		772		504		27	
Holiday Home	165		471		90		134		4	
Other Non Effective	457		1152		180		97		39	
Eligible Addresses	14369		21462		8596		2819		539	
Substitute Addresses	1885		5976		1350		831		0	
Multiple Occupancy Addresses	175		131		173		118		21	
Additional Households	314		622		244		120		40	
Total Households	16743	100%	28191	100%	10363	100%	3888	100%	600	100%
Non Contacts	3065	18%	4317	15%	1511	15%	378	10%	117	20%
No English Spoken	18	*	19	*	3	*	1	*	0	*
Refusals	2985	18%	2495	9%	1319	13%	401	10%	42	7%
Total Interviews	10675	64%	21360	76%	7530	73%	3108	80%	441	74%
* = 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.

MULTICHANNEL HOUSEHOLDS

A multichannel 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.

DSAT / DTT / Cable

Reception by digital satellite / digital terrestrial / digital or analogue cable.

MACRO REGIONS

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

Granada North Macro Region

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, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables 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 2003 to June 2005.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

			Home ITV Households	
	All Households	TV Households	Total	Multichannel
All Areas	112116	109688	109688	13996
London	22560	21900	18641	2856
Midlands	19727	19371	15105	2064
North West	10939	10763	8688	1696
Yorkshire	9055	8880	7399	1289
Central Scotland	7512	7368	7019	868
North Scotland	3074	3014	2717	281
Central & North Scotland	9950	9757	9694	1143
Wales & West	21324	20934	19626	1253
South & South East & Ch. Is	11121	10932	9401	1476
North East	5348	5255	4380	736
East	9544	9394	7367	1021
South West	5348	5254	3360	406
Ulster	6560	6322	6322	300
Border	3601	3528	2933	175
West	10013	9859	6912	612
Wales	15924	15613	14536	741
South & South East	10680	10496	8965	1443
Channel Islands	441	436	436	33
Meridian / Anglia	20010	19679	16739	2493
Granada/ Border	13282	13065	11564	1869
Yorkshire / Tyne Tees	13396	13151	11694	2009
Granada North	26052	25605	23139	3873
S4C	16041	15730	15730	791
S4C Welsh Speaking	4203	4153	4153	223
Ch4 - All Macro Regions	112116	109688	109688	13996
Ch4 - London Macro Region	22560	21900	18641	2856
Ch4 - South Macro Region	44000	43228	39589	4150
Ch4 - Midlands Macro Region	19727	19371	15105	2064
Ch4 - North Macro Region	24156	23741	20380	3704
Ch4 - Scotland Macro Region	13473	13208	12621	1319
Ch4 - Ulster Macro Region	6560	6322	6322	300

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	227589	227589
London	44493	37737
Midlands	40646	31886
North West	22248	18029
Yorkshire	19036	15859
Central Scotland	15692	14941
North Scotland	6525	5929
Central & North Scotland	20885	20757
Wales & West	43187	40666
South & South East & Ch. Is	23448	20266
North East	11361	9506
East	19850	15548
South West	11231	7148
Ulster	12144	12144
Border	7117	5995
West	20362	14553
Wales	32252	30177
South & South East	22369	19187
Channel Islands	1079	1079
Meridian / Anglia	41846	35724
Granada/ Border	26981	23888
Yorkshire / Tyne Tees	28244	25130
Granada North	53921	48717
S4C	32531	32531
S4C Welsh Speaking	9412	9412
Ch4 - All Macro Regions	227589	227589
Ch4 - London Macro Region	44493	37737
Ch4 - South Macro Region	90672	83185
Ch4 - Midlands Macro Region	40646	31886
Ch4 - North Macro Region	50108	43139
Ch4 - Scotland Macro Region	27847	26737
Ch4 - Ulster Macro Region	12144	12144

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV Households	
		Total	Multichannel
All Areas	264519	264519	36881
London	55525	46514	7663
Midlands	46990	36341	5548
North West	25398	20404	4396
Yorkshire	21383	17573	3457
Central Scotland	17121	16079	2187
North Scotland	6852	6096	717
Central & North Scotland	22507	22051	2885
Wales & West	49549	45952	3265
South & South East & Ch. Is	26368	22316	3850
North East	12213	10058	1885
East	22574	17380	2689
South West	12243	7641	1040
Ulster	16215	15833	894
Border	7991	6604	455
West	23321	16429	1616
Wales	37033	34144	1915
South & South East	25311	21267	3766
Channel Islands	1057	1049	84
Meridian / Anglia	47349	39624	6532
Granada/ Border	30615	26865	4846
Yorkshire / Tyne Tees	31242	27411	5295
Granada North	60485	53984	10130
S4C	37241	37241	2044
S4C Welsh Speaking	7262	7262	411
Ch4 - All Macro Regions	264519	260382	36881
Ch4 - London Macro Region	55525	46514	7663
Ch4 - South Macro Region	102893	92873	10828
Ch4 - Midlands Macro Region	46990	36341	5548
Ch4 - North Macro Region	56227	47804	9689
Ch4 - Scotland Macro Region	30338	28647	3343
Ch4 - Ulster Macro Region	16215	15833	894

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multichannel
All Areas	211590	211590	28530
London	43703	36487	5883
Midlands	37422	28908	4254
North West	20368	16328	3434
Yorkshire	16919	13837	2664
Central Scotland	13902	13046	1720
North Scotland	5633	5006	560
Central & North Scotland	18353	17961	2266
Wales & West	40014	37063	2549
South & South East & Ch. Is	21254	18032	3002
North East	9888	8131	1484
East	18101	13995	2085
South West	9874	6185	804
Ulster	12735	12389	654
Border	6539	5364	349
West	18761	13228	1256
Wales	29877	27478	1498
South & South East	20408	17192	2937
Channel Islands	846	840	65
Meridian / Anglia	38112	31973	5083
Granada/ Border	24607	21576	3778
Yorkshire / Tyne Tees	24893	21795	4109
Granada North	48367	43132	7879
S4C	30054	30054	1599
S4C Welsh Speaking	5334	5334	290
Ch4 - All Macro Regions	211590	208072	28530
Ch4 - London Macro Region	43703	36487	5883
Ch4 - South Macro Region	82985	74943	8428
Ch4 - Midlands Macro Region	37422	28908	4254
Ch4 - North Macro Region	44925	38115	7542
Ch4 - Scotland Macro Region	24757	23317	2617
Ch4 - Ulster Macro Region	12735	12389	654

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV Households	
	Males	Females	Males	Females
All Areas	128112	136407	128112	136407
London	26979	28546	22571	23943
Midlands	22947	24043	17690	18651
North West	12285	13113	9840	10564
Yorkshire	10369	11014	8506	9067
Central Scotland	8200	8921	7664	8415
North Scotland	3271	3581	2925	3171
Central & North Scotland	10773	11734	10528	11523
Wales & West	23969	25580	22216	23736
South & South East & Ch. Is	12757	13611	10807	11509
North East	5920	6293	4860	5198
East	11050	11524	8535	8845
South West	5912	6331	3709	3932
Ulster	7732	8483	7542	8291
Border	3899	4092	3213	3391
West	11284	12037	7975	8454
Wales	17882	19151	16479	17665
South & South East	12239	13072	10294	10973
Channel Islands	518	539	513	536
Meridian / Anglia	23035	24314	19291	20333
Granada/ Border	14826	15789	12979	13886
Yorkshire / Tyne Tees	15149	16093	13257	14154
Granada North	29299	31186	26091	27893
S4C	17981	19260	17981	19260
S4C Welsh Speaking	3391	3871	3391	3871
Ch4 - All Macro Regions	128112	136407	125911	134471
Ch4 - London Macro Region	26979	28546	22571	23943
Ch4 - South Macro Region	49920	52973	45047	47826
Ch4 - Midlands Macro Region	22947	24043	17690	18651
Ch4 - North Macro Region	27233	28994	23090	24714
Ch4 - Scotland Macro Region	14599	15739	13735	14912
Ch4 - Ulster Macro Region	7732	8483	7542	8291

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	100753	110837	100753	110837
London	20917	22786	17391	19096
Midlands	18018	19404	13898	15010
North West	9667	10701	7727	8601
Yorkshire	8055	8864	6561	7276
Central Scotland	6516	7386	6091	6955
North Scotland	2657	2976	2363	2643
Central & North Scotland	8625	9728	8407	9554
Wales & West	18963	21051	17546	19517
South & South East & Ch. Is	10166	11088	8639	9393
North East	4688	5200	3842	4289
East	8740	9361	6778	7217
South West	4670	5204	2942	3243
Ulster	5969	6766	5797	6592
Border	3130	3409	2567	2797
West	8887	9874	6320	6908
Wales	14132	15745	12978	14500
South & South East	9766	10642	8242	8950
Channel Islands	400	446	397	443
Meridian / Anglia	18318	19794	15382	16591
Granada/ Border	11697	12910	10234	11342
Yorkshire / Tyne Tees	11840	13053	10321	11474
Granada North	22996	25371	20438	22694
S4C	14213	15841	14213	15841
S4C Welsh Speaking	2412	2922	2412	2922
Ch4 - All Macro Regions	100753	110837	98844	109228
Ch4 - London Macro Region	20917	22786	17391	19096
Ch4 - South Macro Region	39593	43392	35730	39213
Ch4 - Midlands Macro Region	18018	19404	13898	15010
Ch4 - North Macro Region	21345	23580	18041	20074
Ch4 - Scotland Macro Region	11691	13066	10968	12349
Ch4 - Ulster Macro Region	5969	6766	5797	6592

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2003 and June 2005. 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 multichannel penetration, which can change significantly over time.

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

All Household and TV Household measurements in tables 1, 2, 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 multichannel estimates, which are discussed below, the dynamic variables in this report are the top-line equipment ownership data in tables 3-4. These are projections of profiles given by quarterly data, using the projection model described later in this appendix. The projection model is also applied to five reception in table 1.

Multichannel

Multichannel 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 Multichannel estimates for June 2005 in this report accord with estimates used in processing BARB panel data in June 2005. 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 2006

The projections are obtained by applying monthly factors to the June 2005 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2005}}$$

Appendix J

The Questionnaire (June 2005)

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

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

Now I would like to ask you some detailed questions about your television sets and the channels you can receive and then I will go on to ask you about your television viewing.		
1	How many TV sets are there in your household? Please include every TV set of any type or size (even those that are not used, not in working order or only used with a computer), but do not include any personal computers (PC's) that receive standard TV transmissions. WRITE IN > _____	
ASK ALL		
2a.	Do you have any personal computers (PC's) that receive standard TV transmissions? By this I mean a PC on which you can watch channels just as if on an ordinary television. Yes No	SP
IF RESPONDENT ANSWERED "YES" (CODE 1) AT Q2A, ASK Q2B, OTHERWISE GO TO Q3A		
2b.	How many personal computers (PC's) do you have which receive standard TV transmissions? WRITE IN _____	
ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1) PLUS ANY PC'S THAT RECEIVE STANDARD TV TRANSMISSIONS (MENTIONED AT Q2B). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 OR Q2a SKIP TO CLASSIFICATION DETAILS Q43.		
3a.	SHOW CARD A. Which of the statements on this card applies for each of the television sets in your household. IF ANY PC's at Q2a, ADD: I would like you to include any PC's that receive standard TV transmissions. Starting with your main set , is this television set REPEAT FOR EACH SET SUBSTITUTING main set FOR 2nd set, 3rd set ETC AS APPLICABLE In use as a television Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Not used as a television set (for example only used with computer or games console) Permanently out of order	SP
ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q4a		
3b.	How often do you expect to use this set in the future? More than once a month Every month Once every 3 months Once every 6 months Less often	SP
ASK ALL		
4a.	How many video recorders do you have of any type? (including any which are built into a TV set) WRITE IN > _____	
4b1.	How many of these, if any, are the new type of Personal Video Recorder, or PVR, for example Sky+? These can record several hours of television viewing on to their hard disc, with no need for tapes or CDs? WRITE IN > _____	
IF ANY PVR's AT Q4b1 ASK Q4b2, OTHERWISE ASK Q4c		
4b2.	What type of Personal Video Recorder do you have? READ OUT Sky+ Other	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	SP
INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.		
13.	Would you describe the set as a portable? Yes No	SP
INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.		
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 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (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, for example a Sky dish. 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 now 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. 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, for example a Sky dish A connection to a cable TV Supplier A normal aerial and digital box (now known as Freeview) 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. 20a. Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b = 1) READ OUT CODE 1 REDUNDANT Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	MP
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q22a	
20b. SHOW CARD J Which of these digital TV services does this set receive? Digital services via a normal aerial (now known as Freeview, formerly ITV Digital) Digital Satellite (i.e. Sky digital) Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d. IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS 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-K4 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 UKTV Gold UKTV Style Discovery Home and Leisure Paramount Comedy Channel Hallmark	SHOW CARD K2 Sci-Fi Challenge TV Living UKTV Documentary Discovery Channel National Geographic Sky Movies Sky Cinema TCM

SHOW CARD K3 Nickleodeon Cartoon Network Fox Kids The Disney Channel Bravo CBBC CBeebies MTV VH-1 The Box	SHOW CARD K4 Sky News BBC News 24 ITV News (formerly ITN News) Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Extra British Eurosport
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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) or Q17c4 (IF Q17b = 2 and Q20a = 2) 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
17c4. Some of the channels you have stated are not available unless you receive digital cable, for example (ENTER 1ST 3 CONFLICT CHANNELS CODED). Is it possible you receive digital cable? 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 Q20a 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 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 (ENTER TEXT 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 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?	SP
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 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (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)		
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 <u>respondent</u> (1st ITERATION) <u>household member</u> (ALL FURTHER INTERACTIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP

ASK ALL 48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other	SP
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	
50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education	SP
IF CODE 5 AT Q51 SKIP TO Q53	
52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
55a SHOW CARD UUU. Does household member have any difficulty in hearing which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55E	
55b SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No 55c SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	

55e	SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes? Yes No	SP
55d	SHOW CARD UUU. Does household member have any long-term disability, health problem or illness which limits their daily activities or the work they can do? 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 income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.	
57	And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.	
58	And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.	

59a	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W						
	Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent	
	Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express	
	Daily Mail	Daily Sport	Any Evening Paper	None of these			
59b	Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD X						
	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday		
	Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People		
	Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these		
IF CIE IS IN FULL TIME EMPLOYMENT (Q51 CODE 1), PART TIME EMPLOYMENT (Q51 CODE 2) OR IN FULL TIME EDUCATION (Q51 CODE 5), THEN SKIP TO Q61, OTHERWISE ASK Q60A							
60a.	Are <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 <u>you are/ he/she</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is						SP
READ OUT	Retired/pensioner/widow/on a pension						
	Full time housewife						
	Unemployed/redundant						
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						SP
	Retired/pensioner/widow with income other than or in addition to state benefits?						
	Retired/pensioner/widow with state pension only?						
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						SP
	Less than 6 months						
	More than 6 months						
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						SP
	In full time employment (30+ hours per week)						
	In part time employment (8-29 hours per week)						
	In full time education						
PLEASE NOW SKIP TO Q61							
60e.	Is thatREAD OUT						SP
	Unemployed with income other than or in addition to state benefits?						
	Unemployed with state benefit only?						
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.	Is/(Was) (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 does/(did) (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 does/(did) (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	Is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) 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 is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64		
63b.	Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	
63d.	What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN	
65. RECORD INTERVIEW LENGTH IN MINUTES		
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.		