

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 1

June 2007



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Preference to View and Net Share

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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 2005 and June 2007.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2007, whilst the second contains projections of key demographic data for each month of 2008. 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	26110	100	25485	100	25485	100
Receiving ITV	25485	98	25485	100	25485	100
Receiving Any CH4	25423	97	25423	100	25423	100
Receiving CH4	25236	97	25236	99	25236	99
Receiving S4C	1440	6	1440	6	1440	6
Receiving five	24119	92	24119	95	24119	95
Receiving BBC 1	25485	98	25485	100	25485	100
Receiving BBC 2	25485	98	25485	100	25485	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	26110	100	25485	100	25485	100	19304	100
		100		98		98		74
				100		100		76
Social Class :-								
AB	5348	20	5257	21	5257	21	4368	23
C1	7236	28	7054	28	7054	28	5634	29
C2	4900	19	4837	19	4837	19	3959	21
D	4228	16	4117	16	4117	16	2906	15
E	4398	17	4219	17	4219	17	2437	13
Housewife Age :-								
Under 25	1443	6	1350	5	1350	5	1007	5
25 - 34	4172	16	3996	16	3996	16	3262	17
35 - 44	5266	20	5150	20	5150	20	4392	23
45 - 54	4618	18	4533	18	4533	18	3742	19
55 - 64	4287	16	4217	17	4217	17	3313	17
65 +	6326	24	6238	24	6238	24	3590	19
Size of Household :-								
1	8416	32	8012	31	8012	31	4515	23
2	8805	34	8684	34	8684	34	6964	36
3	3910	15	3866	15	3866	15	3370	17
4	3380	13	3347	13	3347	13	3039	16
5 +	1599	6	1576	6	1576	6	1416	7
Average Household Size	2.29		2.31		2.31		2.50	
Children :-								
Without	19430	74	18879	74	18879	74	13420	70
With	6681	26	6606	26	6606	26	5884	30
0 - 3	2361	9	2325	9	2325	9	2063	11
4 - 9	3182	12	3149	12	3149	12	2812	15
10 - 15	3373	13	3344	13	3344	13	3015	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		25485	100	25485	100				
Possessing:-	Teletext Set	22995	90	22995	90				
	Portable Set	12789	50	12789	50				
Screen Size :-	Under 20"	14032	55	14032	55				
	20 to 29"	18307	72	18307	72				
	30" and over	7907	31	7907	31				
Household with :-	Single Set	9359	37	9359	37				
	Two Sets	9094	36	9094	36				
	3 Sets	4255	17	4255	17				
	4 Sets	1797	7	1797	7				
	5+ Sets	980	4	980	4				
VCRs :-	Without	9040	35	9040	35				
	With	16445	65	16445	65				
	With 1	12593	49	12593	49				
	With 2+	3852	15	3852	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		52704	100	52704	100				
Which are :-	Teletext Set	40134	76	40134	76				
	Portable Set	18785	36	18785	36				
Screen Size :-	Under 20"	21172	40	21172	40				
	20 to 29"	22290	42	22290	42				
	30" and over	8749	17	8749	17				
VCR Connected		21354	41	21354	41				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		59877	100	58834	100	48323	100
Age :-	0 - 3	2784	5	2738	5	2435	5
	4 - 9	4177	7	4129	7	3667	8
	10 - 15	4496	8	4455	8	4022	8
	16 - 19	3090	5	3044	5	2690	6
	20 - 24	3805	6	3659	6	2998	6
	25 - 34	7723	13	7466	13	6232	13
	35 - 44	9227	15	9068	15	7915	16
	45 - 54	7987	13	7876	13	6706	14
	55 - 64	7232	12	7146	12	5823	12
	65 +	9357	16	9254	16	5835	12
Adults :- Total		48420	100	47512	100	38199	100
AB		10660	22	10519	22	8985	24
C1		13727	28	13431	28	11280	30
C2		10059	21	9967	21	8504	22
D		7933	16	7762	16	5799	15
E		6041	12	5834	12	3632	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29390	100	30487	100	28784	100	30049	100
Age :-								
0 - 15	5871	20	5586	18	5802	20	5520	18
16 - 24	3509	12	3385	11	3408	12	3294	11
25 - 34	3828	13	3895	13	3667	13	3798	13
35 - 44	4557	16	4670	15	4458	15	4611	15
45 - 54	3942	13	4045	13	3872	13	4004	13
55 - 64	3542	12	3690	12	3489	12	3657	12
65 +	4141	14	5216	17	4089	14	5165	17
Adults :-	23520	100	24901	100	22983	100	24529	100
AB	5373	23	5287	21	5293	23	5226	21
C1	6487	28	7240	29	6320	27	7111	29
C2	5389	23	4669	19	5327	23	4640	19
D	3893	17	4040	16	3789	16	3973	16
E	2377	10	3664	15	2255	10	3580	15
Working F/T	14188	60	8041	32	13942	61	7938	32
Working P/T	759	3	4067	16	735	3	4031	16
Not Working	8572	36	12792	51	8305	36	12560	51
Housewives :-	5270	100	20840	100	4952	100	20533	100
Working F/T	2353	45	6431	31	2226	45	6346	31
Working P/T	202	4	3780	18	189	4	3749	18
Not Working	2715	52	10630	51	2537	51	10438	51

London

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6065	100	5871	100	5013	100
Receiving ITV	5871	97	5871	100	5013	100
Receiving Any CH4	5848	96	5848	100	4993	100
Receiving five	5677	94	5677	97	4912	98
Receiving BBC 1	5871	97	5871	100	5013	100
Receiving BBC 2	5871	97	5871	100	5013	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6065	100	5871	100	5013	100	3777	100
		100		97		83		62
				100		85		64
Social Class :-								
AB	1645	27	1610	27	1372	27	1099	29
C1	1810	30	1745	30	1487	30	1185	31
C2	971	16	959	16	792	16	629	17
D	731	12	699	12	595	12	450	12
E	909	15	859	15	767	15	413	11
Housewife Age :-								
Under 25	317	5	289	5	256	5	174	5
25 - 34	1230	20	1159	20	1024	20	799	21
35 - 44	1343	22	1303	22	1120	22	936	25
45 - 54	1042	17	1022	17	873	17	705	19
55 - 64	883	15	867	15	723	14	584	15
65 +	1251	21	1231	21	1018	20	578	15
Size of Household :-								
1	2026	33	1894	32	1627	32	952	25
2	1855	31	1824	31	1528	30	1222	32
3	917	15	904	15	772	15	649	17
4	841	14	832	14	719	14	627	17
5 +	426	7	418	7	368	7	327	9
Average Household Size	2.33		2.36		2.37		2.55	
Children :-								
Without	4467	74	4295	73	3666	73	2606	69
With	1599	26	1575	27	1347	27	1171	31
0 - 3	622	10	610	10	529	11	466	12
4 - 9	758	12	747	13	636	13	559	15
10 - 15	760	13	752	13	639	13	553	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5871	100	5013	100				
Possessing:-	Teletext Set	5065	86	4308	86				
	Portable Set	2581	44	2137	43				
Screen Size :-	Under 20"	3020	51	2527	50				
	20 to 29"	3819	65	3245	65				
	30" and over	1968	34	1694	34				
Household with :-	Single Set	2505	43	2174	43				
	Two Sets	1995	34	1693	34				
	3 Sets	796	14	662	13				
	4 Sets	384	7	328	7				
	5+ Sets	191	3	157	3				
VCRs :-	Without	2327	40	2042	41				
	With	3544	60	2971	59				
	With 1	2685	46	2247	45				
	With 2+	859	15	724	14				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		11613	100	9906	100				
Which are :-	Teletext Set	8407	72	7155	72				
	Portable Set	3755	32	3125	32				
Screen Size :-	Under 20"	4554	39	3817	39				
	20 to 29"	4631	40	3972	40				
	30" and over	2186	19	1895	19				
VCR Connected		4729	41	4004	40				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14149	100	11857	100	9613	100
Age :-	0 - 3	741	5	628	5	553	6
	4 - 9	1014	7	852	7	747	8
	10 - 15	1029	7	864	7	751	8
	16 - 19	686	5	577	5	498	5
	20 - 24	900	6	770	6	612	6
	25 - 34	2297	16	1949	16	1564	16
	35 - 44	2355	17	1986	17	1692	18
	45 - 54	1811	13	1514	13	1273	13
	55 - 64	1464	10	1195	10	979	10
	65 +	1853	13	1521	13	945	10
Adults :-	Total	11364	100	9513	100	7563	100
	AB	3279	29	2749	29	2238	30
	C1	3409	30	2841	30	2381	31
	C2	1987	17	1637	17	1363	18
	D	1405	12	1177	12	941	12
	E	1284	11	1108	12	641	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	7139	100	5864	100	5993	100
Age :-								
0 - 15	1426	20	1358	19	1197	20	1148	19
16 - 24	813	12	772	11	691	12	656	11
25 - 34	1164	17	1133	16	978	17	971	16
35 - 44	1190	17	1165	16	1007	17	979	16
45 - 54	895	13	916	13	744	13	770	13
55 - 64	710	10	753	11	577	10	618	10
65 +	810	12	1042	15	670	11	852	14
Adults :-	5583	100	5781	100	4667	100	4845	100
AB	1670	30	1609	28	1398	30	1351	28
C1	1616	29	1793	31	1350	29	1491	31
C2	1075	19	912	16	884	19	754	16
D	707	13	699	12	596	13	581	12
E	516	9	769	13	440	9	668	14
Working F/T	3586	64	2061	36	3008	64	1761	36
Working P/T	210	4	867	15	175	4	702	14
Not Working	1788	32	2853	49	1484	32	2382	49
Housewives :-	1362	100	4703	100	1113	100	3900	100
Working F/T	710	52	1599	34	588	53	1354	35
Working P/T	60	4	789	17	49	4	633	16
Not Working	592	43	2315	49	476	43	1912	49

Midlands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4954	100	4846	100	3901	100
Receiving ITV	4846	98	4846	100	3901	100
Receiving Any CH4	4835	98	4835	100	3892	100
Receiving five	4684	95	4684	97	3826	98
Receiving BBC 1	4846	98	4846	100	3901	100
Receiving BBC 2	4846	98	4846	100	3901	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4954	100	4846	100	3901	100	2815	100
		100		98		79		57
				100		80		58
Social Class :-								
AB	976	20	964	20	783	20	629	22
C1	1334	27	1307	27	1038	27	802	28
C2	944	19	933	19	746	19	576	20
D	880	18	856	18	687	18	443	16
E	820	17	786	16	646	17	365	13
Housewife Age :-								
Under 25	284	6	268	6	214	5	152	5
25 - 34	753	15	726	15	584	15	459	16
35 - 44	997	20	976	20	787	20	655	23
45 - 54	894	18	877	18	711	18	573	20
55 - 64	819	17	808	17	651	17	465	17
65 +	1208	24	1191	25	955	24	512	18
Size of Household :-								
1	1509	30	1446	30	1155	30	593	21
2	1732	35	1708	35	1356	35	1019	36
3	760	15	750	15	615	16	511	18
4	646	13	640	13	523	13	475	17
5 +	307	6	302	6	251	6	217	8
Average Household Size	2.32		2.33		2.35		2.57	
Children :-								
Without	3660	74	3567	74	2866	73	1922	68
With	1293	26	1279	26	1035	27	893	32
0 - 3	454	9	447	9	360	9	309	11
4 - 9	624	13	618	13	500	13	432	15
10 - 15	652	13	646	13	524	13	467	17

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4846	100	3901	100				
Possessing:-	Teletext Set	4289	88	3438	88				
	Portable Set	2532	52	2051	53				
Screen Size :-	Under 20"	2708	56	2183	56				
	20 to 29"	3526	73	2847	73				
	30" and over	1533	32	1252	32				
Household with :-	Single Set	1771	37	1411	36				
	Two Sets	1663	34	1340	34				
	3 Sets	862	18	697	18				
	4 Sets	362	7	297	8				
	5+ Sets	188	4	155	4				
VCRs :-	Without	1798	37	1495	38				
	With	3048	63	2406	62				
	With 1	2350	48	1836	47				
	With 2+	699	14	569	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		10071	100	8126	100				
Which are :-	Teletext Set	7372	73	5898	73				
	Portable Set	3752	37	3050	38				
Screen Size :-	Under 20"	4086	41	3289	40				
	20 to 29"	4204	42	3391	42				
	30" and over	1673	17	1362	17				
VCR Connected		3914	39	3093	38				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11494	100	9165	100	7246	100
Age :-	0 - 3	543	5	432	5	373	5
	4 - 9	814	7	656	7	559	8
	10 - 15	877	8	704	8	615	8
	16 - 19	600	5	486	5	425	6
	20 - 24	717	6	572	6	441	6
	25 - 34	1400	12	1106	12	895	12
	35 - 44	1766	15	1406	15	1210	17
	45 - 54	1555	14	1239	14	1035	14
	55 - 64	1415	12	1124	12	845	12
	65 +	1808	16	1439	16	848	12
Adults :-		9260	100	7373	100	5699	100
	Total	9260	100	7373	100	5699	100
	AB	1955	21	1582	21	1330	23
	C1	2545	27	1997	27	1623	28
	C2	1953	21	1565	21	1275	22
	D	1668	18	1319	18	910	16
	E	1139	12	910	12	561	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5684	100	5810	100	4529	100	4636	100
Age :-								
0 - 15	1153	20	1080	19	921	20	872	19
16 - 24	673	12	645	11	543	12	515	11
25 - 34	687	12	713	12	538	12	568	12
35 - 44	880	15	886	15	702	16	704	15
45 - 54	773	14	782	13	619	14	621	13
55 - 64	709	12	706	12	560	12	565	12
65 +	809	14	999	17	647	14	792	17
Adults :-	4531	100	4730	100	3608	100	3764	100
AB	991	22	964	20	803	22	779	21
C1	1222	27	1323	28	968	27	1030	27
C2	1041	23	912	19	830	23	734	20
D	830	18	838	18	655	18	664	18
E	447	10	692	15	353	10	557	15
Working F/T	2776	61	1525	32	2206	61	1221	32
Working P/T	137	3	802	17	107	3	643	17
Not Working	1617	36	2403	51	1295	36	1901	51
Housewives :-	958	100	3995	100	733	100	3167	100
Working F/T	434	45	1244	31	326	44	992	31
Working P/T	33	3	748	19	26	4	599	19
Not Working	491	51	2004	50	381	52	1576	50

North West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3259	100	3205	100	2934	100
Receiving ITV	3205	98	3205	100	2934	100
Receiving Any CH4	3198	98	3198	100	2927	100
Receiving five	3100	95	3100	97	2866	98
Receiving BBC 1	3205	98	3205	100	2934	100
Receiving BBC 2	3205	98	3205	100	2934	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3259	100	3205	100	2934	100	2345	100
		100		98		90		72
				100		92		73
Social Class :-								
AB	562	17	555	17	505	17	454	19
C1	895	27	884	28	811	28	688	29
C2	611	19	605	19	547	19	474	20
D	565	17	554	17	505	17	338	14
E	627	19	607	19	566	19	391	17
Housewife Age :-								
Under 25	189	6	180	6	167	6	144	6
25 - 34	494	15	480	15	439	15	366	16
35 - 44	645	20	636	20	587	20	517	22
45 - 54	578	18	568	18	517	18	451	19
55 - 64	551	17	544	17	490	17	398	17
65 +	803	25	798	25	735	25	470	20
Size of Household :-								
1	1060	33	1025	32	947	32	571	24
2	1090	33	1081	34	982	33	831	35
3	516	16	512	16	472	16	442	19
4	405	12	402	13	363	12	354	15
5 +	189	6	186	6	170	6	146	6
Average Household Size	2.28		2.28		2.28		2.46	
Children :-								
Without	2411	74	2366	74	2165	74	1624	69
With	848	26	839	26	769	26	721	31
0 - 3	289	9	284	9	258	9	240	10
4 - 9	407	12	404	13	370	13	353	15
10 - 15	437	13	434	14	398	14	372	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3205	100	2934	100				
Possessing:-	Teletext Set	3018	94	2761	94				
	Portable Set	1604	50	1472	50				
Screen Size :-	Under 20"	1722	54	1574	54				
	20 to 29"	2396	75	2189	75				
	30" and over	1043	33	963	33				
Household with :-	Single Set	1046	33	943	32				
	Two Sets	1177	37	1090	37				
	3 Sets	599	19	546	19				
	4 Sets	232	7	212	7				
	5+ Sets	152	5	143	5				
VCRs :-	Without	1053	33	954	33				
	With	2152	67	1980	67				
	With 1	1630	51	1492	51				
	With 2+	522	16	488	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		6869	100	6281	100				
Which are :-	Teletext Set	5484	80	5019	80				
	Portable Set	2337	34	2126	34				
Screen Size :-	Under 20"	2599	38	2357	38				
	20 to 29"	3081	45	2823	45				
	30" and over	1185	17	1095	17				
VCR Connected		2786	41	2564	41				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7416	100	6687	100	5759	100
Age :-	0 - 3	333	4	297	4	275	5
	4 - 9	528	7	480	7	448	8
	10 - 15	569	8	516	8	485	8
	16 - 19	411	6	374	6	335	6
	20 - 24	480	6	429	6	376	7
	25 - 34	905	12	806	12	698	12
	35 - 44	1116	15	1013	15	920	16
	45 - 54	991	13	892	13	792	14
	55 - 64	928	13	823	12	704	12
	65 +	1155	16	1057	16	727	13
Adults :-	Total	5986	100	5395	100	4552	100
	AB	1138	19	1024	19	935	21
	C1	1705	28	1540	29	1352	30
	C2	1252	21	1123	21	1000	22
	D	1035	17	927	17	666	15
	E	856	14	781	14	598	13

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3620	100	3796	100	3257	100	3430	100
Age :-								
0 - 15	729	20	701	18	659	20	634	18
16 - 24	451	12	441	12	406	12	397	12
25 - 34	447	12	458	12	393	12	413	12
35 - 44	542	15	574	15	491	15	522	15
45 - 54	490	14	501	13	441	14	451	13
55 - 64	456	13	472	12	402	12	422	12
65 +	506	14	649	17	465	14	592	17
Adults :-	2891	100	3095	100	2598	100	2797	100
AB	572	20	566	18	515	20	509	18
C1	812	28	893	29	729	28	811	29
C2	672	23	580	19	603	23	520	19
D	502	17	532	17	450	17	477	17
E	332	11	524	17	301	12	480	17
Working F/T	1677	58	997	32	1503	58	900	32
Working P/T	102	4	474	15	92	4	425	15
Not Working	1111	38	1625	52	1004	39	1472	53
Housewives :-	703	100	2556	100	633	100	2301	100
Working F/T	289	41	803	31	262	41	722	31
Working P/T	23	3	427	17	20	3	381	17
Not Working	390	56	1327	52	351	55	1198	52

Yorkshire

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3013	100	2951	100	2526	100
Receiving ITV	2951	98	2951	100	2526	100
Receiving Any CH4	2946	98	2946	100	2522	100
Receiving five	2836	94	2836	96	2440	97
Receiving BBC 1	2951	98	2951	100	2526	100
Receiving BBC 2	2951	98	2951	100	2526	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3013	100	2951	100	2526	100	1920	100
		100		98		84		64
				100		86		65
Social Class :-								
AB	477	16	467	16	399	16	366	19
C1	764	25	749	25	630	25	506	26
C2	638	21	633	21	546	22	445	23
D	571	19	562	19	486	19	356	19
E	563	19	541	18	466	18	247	13
Housewife Age :-								
Under 25	179	6	169	6	147	6	115	6
25 - 34	448	15	430	15	372	15	311	16
35 - 44	602	20	591	20	510	20	439	23
45 - 54	526	17	519	18	447	18	375	20
55 - 64	512	17	506	17	436	17	338	18
65 +	746	25	736	25	614	24	342	18
Size of Household :-								
1	927	31	887	30	749	30	412	21
2	1077	36	1064	36	913	36	725	38
3	455	15	450	15	383	15	358	19
4	379	13	376	13	328	13	278	14
5 +	176	6	174	6	154	6	147	8
Average Household Size	2.30		2.31		2.33		2.53	
Children :-								
Without	2236	74	2182	74	1855	73	1335	70
With	777	26	769	26	671	27	585	30
0 - 3	272	9	268	9	232	9	203	11
4 - 9	356	12	354	12	310	12	271	14
10 - 15	404	13	401	14	349	14	313	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2951	100	2526	100				
Possessing:-	Teletext Set	2754	93	2371	94				
	Portable Set	1711	58	1487	59				
Screen Size :-	Under 20"	1807	61	1571	62				
	20 to 29"	2085	71	1771	70				
	30" and over	990	34	871	34				
Household with :-	Single Set	933	32	770	30				
	Two Sets	1091	37	945	37				
	3 Sets	550	19	486	19				
	4 Sets	246	8	207	8				
	5+ Sets	132	4	118	5				
VCRs :-	Without	860	29	736	29				
	With	2091	71	1790	71				
	With 1	1585	54	1337	53				
	With 2+	506	17	453	18				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		6398	100	5532	100				
Which are :-	Teletext Set	5022	78	4326	78				
	Portable Set	2524	39	2192	40				
Screen Size :-	Under 20"	2756	43	2398	43				
	20 to 29"	2503	39	2136	39				
	30" and over	1091	17	965	17				
VCR Connected		2715	42	2358	43				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6928	100	5876	100	4852	100
Age :-	0 - 3	320	5	271	5	239	5
	4 - 9	466	7	406	7	355	7
	10 - 15	542	8	466	8	423	9
	16 - 19	364	5	320	5	295	6
	20 - 24	456	7	381	6	335	7
	25 - 34	829	12	695	12	593	12
	35 - 44	1041	15	885	15	776	16
	45 - 54	926	13	791	13	681	14
	55 - 64	875	13	743	13	600	12
	65 +	1109	16	919	16	554	11
Adults :-	Total	5600	100	4733	100	3835	100
	AB	976	17	821	17	764	20
	C1	1456	26	1213	26	1029	27
	C2	1308	23	1121	24	968	25
	D	1094	20	938	20	718	19
	E	767	14	640	14	356	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3398	100	3530	100	2877	100	2999	100
Age :-								
0 - 15	676	20	652	18	582	20	561	19
16 - 24	414	12	407	12	361	13	340	11
25 - 34	408	12	421	12	335	12	359	12
35 - 44	513	15	528	15	431	15	454	15
45 - 54	460	14	466	13	396	14	395	13
55 - 64	430	13	445	13	362	13	381	13
65 +	497	15	612	17	411	14	508	17
Adults :-	2722	100	2879	100	2295	100	2438	100
AB	489	18	486	17	410	18	411	17
C1	692	25	764	27	573	25	640	26
C2	702	26	605	21	601	26	520	21
D	533	20	561	19	457	20	481	20
E	305	11	462	16	253	11	387	16
Working F/T	1613	59	910	32	1361	59	781	32
Working P/T	81	3	496	17	67	3	420	17
Not Working	1028	38	1473	51	867	38	1237	51
Housewives :-	579	100	2434	100	465	100	2061	100
Working F/T	249	43	738	30	204	44	631	31
Working P/T	20	4	464	19	17	4	394	19
Not Working	310	54	1232	51	245	53	1036	50

Central Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1706	100	1664	100	1618	100
Receiving ITV	1664	98	1664	100	1618	100
Receiving Any CH4	1661	97	1661	100	1616	100
Receiving five	1619	95	1619	97	1572	97
Receiving BBC 1	1664	98	1664	100	1618	100
Receiving BBC 2	1664	98	1664	100	1618	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1706	100	1664	100	1618	100	1253	100
		100		98		95		73
				100		97		75
Social Class :-								
AB	280	16	274	16	266	16	216	17
C1	461	27	449	27	435	27	356	28
C2	317	19	314	19	304	19	261	21
D	333	20	324	19	317	20	244	19
E	314	18	304	18	297	18	176	14
Housewife Age :-								
Under 25	96	6	88	5	85	5	65	5
25 - 34	255	15	243	15	236	15	192	15
35 - 44	338	20	331	20	322	20	291	23
45 - 54	325	19	319	19	310	19	260	21
55 - 64	275	16	268	16	261	16	207	17
65 +	418	25	414	25	403	25	238	19
Size of Household :-								
1	609	36	582	35	569	35	327	26
2	565	33	555	33	537	33	453	36
3	249	15	246	15	238	15	211	17
4	203	12	202	12	196	12	193	15
5 +	80	5	80	5	78	5	70	6
Average Household Size	2.18		2.20		2.20		2.40	
Children :-								
Without	1292	76	1253	75	1219	75	879	70
With	415	24	411	25	399	25	375	30
0 - 3	135	8	133	8	130	8	115	9
4 - 9	195	11	194	12	188	12	179	14
10 - 15	207	12	206	12	201	12	196	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1664	100	1618	100				
Possessing:-	Teletext Set	1516	91	1472	91				
	Portable Set	875	53	849	52				
Screen Size :-	Under 20"	941	57	914	56				
	20 to 29"	1242	75	1204	74				
	30" and over	477	29	464	29				
Household with :-	Single Set	577	35	565	35				
	Two Sets	615	37	596	37				
	3 Sets	292	18	279	17				
	4 Sets	137	8	135	8				
	5+ Sets	42	3	43	3				
VCRs :-	Without	631	38	606	37				
	With	1033	62	1012	63				
	With 1	797	48	777	48				
	With 2+	236	14	235	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3425	100	3332	100				
Which are :-	Teletext Set	2546	74	2467	74				
	Portable Set	1267	37	1232	37				
Screen Size :-	Under 20"	1382	40	1346	40				
	20 to 29"	1499	44	1454	44				
	30" and over	528	15	515	15				
VCR Connected		1331	39	1311	39				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3720	100	3554	100	3004	100
Age :-	0 - 3	155	4	149	4	132	4
	4 - 9	250	7	240	7	226	8
	10 - 15	269	7	262	7	256	9
	16 - 19	193	5	185	5	162	5
	20 - 24	238	6	217	6	179	6
	25 - 34	464	12	436	12	365	12
	35 - 44	581	16	556	16	505	17
	45 - 54	527	14	505	14	440	15
	55 - 64	451	12	432	12	360	12
	65 +	591	16	571	16	378	13
Adults :- Total		3046	100	2902	100	2391	100
AB		541	18	515	18	445	19
C1		852	28	806	28	684	29
C2		637	21	612	21	546	23
D		604	20	578	20	460	19
E		411	13	392	13	257	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1787	100	1933	100	1697	100	1857	100
Age :-								
0 - 15	344	19	330	17	333	20	319	17
16 - 24	216	12	215	11	201	12	202	11
25 - 34	226	13	238	12	210	12	225	12
35 - 44	277	16	303	16	264	16	292	16
45 - 54	253	14	274	14	240	14	265	14
55 - 64	219	12	232	12	209	12	223	12
65 +	250	14	341	18	240	14	331	18
Adults :-	1443	100	1603	100	1364	100	1538	100
AB	267	19	273	17	253	19	262	17
C1	384	27	468	29	360	26	446	29
C2	345	24	293	18	330	24	282	18
D	290	20	314	20	276	20	302	20
E	156	11	255	16	145	11	247	16
Working F/T	835	58	511	32	795	58	490	32
Working P/T	35	2	264	16	33	2	253	16
Not Working	573	40	828	52	537	39	795	52
Housewives :-	338	100	1368	100	307	100	1312	100
Working F/T	128	38	421	31	117	38	403	31
Working P/T	10	3	250	18	9	3	241	18
Not Working	200	59	697	51	181	59	668	51

North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	608	100	592	100	523	100
Receiving ITV	592	97	592	100	523	100
Receiving Any CH4	590	97	590	100	521	100
Receiving five	517	85	517	87	454	87
Receiving BBC 1	592	97	592	100	523	100
Receiving BBC 2	592	97	592	100	523	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	608	100	592	100	523	100	370	100
		100		97		86		61
				100		88		63
Social Class :-								
AB	120	20	118	20	102	20	77	21
C1	177	29	170	29	150	29	107	29
C2	121	20	119	20	105	20	86	23
D	105	17	101	17	93	18	63	17
E	86	14	83	14	73	14	38	10
Housewife Age :-								
Under 25	41	7	36	6	33	6	19	5
25 - 34	90	15	86	15	78	15	66	18
35 - 44	115	19	112	19	100	19	76	21
45 - 54	113	19	111	19	97	19	75	20
55 - 64	107	18	106	18	93	18	71	19
65 +	143	24	140	24	123	24	63	17
Size of Household :-								
1	211	35	201	34	174	33	91	25
2	208	34	205	35	182	35	136	37
3	85	14	84	14	75	14	62	17
4	76	13	76	13	67	13	60	16
5 +	27	4	27	4	25	5	22	6
Average Household Size	2.19		2.21		2.23		2.44	
Children :-								
Without	470	77	455	77	400	76	264	71
With	137	23	136	23	123	24	106	29
0 - 3	44	7	44	7	40	8	37	10
4 - 9	65	11	65	11	58	11	48	13
10 - 15	71	12	70	12	64	12	55	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		592	100	523	100				
Possessing:-	Teletext Set	550	93	492	94				
	Portable Set	339	57	301	58				
Screen Size :-	Under 20"	347	59	309	59				
	20 to 29"	459	78	403	77				
	30" and over	156	26	147	28				
Household with :-	Single Set	189	32	162	31				
	Two Sets	227	38	200	38				
	3 Sets	121	20	111	21				
	4 Sets	40	7	37	7				
	5+ Sets	14	2	13	3				
VCRs :-	Without	215	36	200	38				
	With	376	64	323	62				
	With 1	290	49	251	48				
	With 2+	87	15	72	14				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1242	100	1108	100				
Which are :-	Teletext Set	1046	84	954	86				
	Portable Set	483	39	430	39				
Screen Size :-	Under 20"	501	40	445	40				
	20 to 29"	566	46	498	45				
	30" and over	173	14	164	15				
VCR Connected		477	38	403	36				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1329	100	1164	100	905	100
Age :-	0 - 3	52	4	47	4	43	5
	4 - 9	85	6	76	7	61	7
	10 - 15	91	7	83	7	70	8
	16 - 19	69	5	61	5	53	6
	20 - 24	90	7	76	7	52	6
	25 - 34	158	12	138	12	124	14
	35 - 44	199	15	175	15	143	16
	45 - 54	196	15	171	15	136	15
	55 - 64	177	13	154	13	121	13
	65 +	211	16	183	16	101	11
Adults :-	Total	1101	100	958	100	730	100
	AB	235	21	201	21	157	22
	C1	327	30	280	29	220	30
	C2	245	22	217	23	181	25
	D	185	17	166	17	121	17
	E	110	10	95	10	51	7

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	652	100	677	100	574	100	590	100
Age :-								
0 - 15	116	18	112	17	106	19	99	17
16 - 24	84	13	76	11	72	13	65	11
25 - 34	80	12	79	12	69	12	70	12
35 - 44	96	15	103	15	84	15	91	15
45 - 54	99	15	97	14	87	15	84	14
55 - 64	84	13	93	14	73	13	81	14
65 +	94	14	117	17	82	14	101	17
Adults :-	537	100	565	100	467	100	491	100
AB	116	22	119	21	100	21	101	21
C1	153	29	173	31	131	28	149	30
C2	134	25	111	20	119	26	97	20
D	90	17	95	17	80	17	85	17
E	43	8	66	12	38	8	57	12
Working F/T	333	62	196	35	292	62	173	35
Working P/T	12	2	96	17	10	2	82	17
Not Working	191	36	272	48	165	35	235	48
Housewives :-	123	100	484	100	103	100	420	100
Working F/T	51	41	164	34	43	41	143	34
Working P/T	3	2	92	19	3	3	78	19
Not Working	70	56	229	47	58	56	198	47

Central Scotland & North Scotland

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2187	100	2130	100	2128	100
Receiving ITV	2130	97	2130	100	2128	100
Receiving Any CH4	2126	97	2126	100	2124	100
Receiving five	2016	92	2016	95	2014	95
Receiving BBC 1	2130	97	2130	100	2128	100
Receiving BBC 2	2130	97	2130	100	2128	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2187	100	2130	100	2128	100	1602	100
		100		97		97		73
				100		100		75
Social Class :-								
AB	372	17	363	17	363	17	286	18
C1	599	27	581	27	581	27	457	29
C2	411	19	406	19	406	19	342	21
D	421	19	409	19	409	19	305	19
E	384	18	370	17	370	17	212	13
Housewife Age :-								
Under 25	129	6	117	5	117	5	82	5
25 - 34	326	15	312	15	311	15	254	16
35 - 44	428	20	419	20	419	20	362	23
45 - 54	413	19	405	19	404	19	330	21
55 - 64	359	16	352	17	352	17	276	17
65 +	531	24	525	25	524	25	299	19
Size of Household :-								
1	779	36	742	35	741	35	415	26
2	727	33	714	34	714	34	579	36
3	314	14	311	15	311	15	269	17
4	263	12	261	12	261	12	248	15
5 +	103	5	103	5	103	5	91	6
Average Household Size	2.18		2.20		2.20		2.41	
Children :-								
Without	1663	76	1611	76	1609	76	1128	70
With	524	24	519	24	519	24	474	30
0 - 3	171	8	169	8	169	8	150	9
4 - 9	246	11	245	11	244	11	223	14
10 - 15	265	12	264	12	263	12	247	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2130	100	2128	100				
Possessing:-	Teletext Set	1952	92	1950	92				
	Portable Set	1141	54	1139	54				
Screen Size :-	Under 20"	1214	57	1212	57				
	20 to 29"	1601	75	1598	75				
	30" and over	602	28	602	28				
Household with :-	Single Set	729	34	728	34				
	Two Sets	792	37	791	37				
	3 Sets	383	18	383	18				
	4 Sets	171	8	171	8				
	5+ Sets	55	3	55	3				
VCRs :-	Without	806	38	806	38				
	With	1324	62	1322	62				
	With 1	1024	48	1023	48				
	With 2+	300	14	300	14				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4412	100	4406	100				
Which are :-	Teletext Set	3391	77	3386	77				
	Portable Set	1650	37	1648	37				
Screen Size :-	Under 20"	1777	40	1774	40				
	20 to 29"	1946	44	1943	44				
	30" and over	670	15	670	15				
VCR Connected		1697	38	1694	38				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		4774	100	4684	100	3854	100
Age :-	0 - 3	198	4	195	4	173	5
	4 - 9	317	7	314	7	283	7
	10 - 15	344	7	342	7	321	8
	16 - 19	249	5	243	5	211	5
	20 - 24	308	6	292	6	228	6
	25 - 34	590	12	570	12	480	12
	35 - 44	737	15	725	15	640	17
	45 - 54	682	14	671	14	568	15
	55 - 64	591	12	583	12	476	12
	65 +	758	16	750	16	474	12
Adults :-	Total	3915	100	3832	100	3076	100
	AB	720	18	707	18	588	19
	C1	1106	28	1078	28	891	29
	C2	829	21	821	21	715	23
	D	760	19	741	19	577	19
	E	500	13	485	13	305	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2306	100	2468	100	2252	100	2431	100
Age :-								
0 - 15	440	19	419	17	436	19	415	17
16 - 24	282	12	275	11	271	12	265	11
25 - 34	290	13	300	12	277	12	293	12
35 - 44	352	15	385	16	345	15	380	16
45 - 54	332	14	350	14	325	14	346	14
55 - 64	287	12	305	12	281	12	302	12
65 +	323	14	435	18	319	14	430	18
Adults :-	1866	100	2049	100	1816	100	2016	100
AB	356	19	364	18	348	19	359	18
C1	503	27	603	29	487	27	591	29
C2	449	24	380	19	445	25	376	19
D	366	20	394	19	355	20	387	19
E	192	10	309	15	182	10	303	15
Working F/T	1097	59	666	33	1075	59	659	33
Working P/T	45	2	337	16	43	2	333	17
Not Working	724	39	1046	51	698	38	1025	51
Housewives :-	437	100	1749	100	408	100	1720	100
Working F/T	169	39	549	31	159	39	541	31
Working P/T	12	3	320	18	11	3	316	18
Not Working	256	58	881	50	237	58	863	50

Wales & West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2327	100	2283	100	2110	100
Receiving ITV	2283	98	2283	100	2110	100
Receiving Any CH4	2278	98	2278	100	2105	100
Receiving five	2082	89	2082	91	1914	91
Receiving BBC 1	2283	98	2283	100	2110	100
Receiving BBC 2	2283	98	2283	100	2110	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2327	100	2283	100	2110	100	1687	100
		100		98		91		73
				100		92		74
Social Class :-								
AB	425	18	419	18	378	18	333	20
C1	651	28	639	28	592	28	494	29
C2	492	21	485	21	451	21	397	24
D	424	18	416	18	391	19	273	16
E	336	14	324	14	297	14	190	11
Housewife Age :-								
Under 25	127	5	121	5	115	5	85	5
25 - 34	334	14	325	14	301	14	262	16
35 - 44	449	19	439	19	410	19	363	21
45 - 54	411	18	405	18	370	18	319	19
55 - 64	399	17	393	17	365	17	312	18
65 +	607	26	600	26	548	26	348	21
Size of Household :-								
1	724	31	698	31	644	31	380	23
2	836	36	826	36	769	36	661	39
3	343	15	339	15	310	15	282	17
4	288	12	286	13	263	12	245	15
5 +	135	6	134	6	123	6	119	7
Average Household Size	2.28		2.29		2.28		2.47	
Children :-								
Without	1757	76	1718	75	1589	75	1197	71
With	570	24	565	25	521	25	490	29
0 - 3	185	8	184	8	170	8	164	10
4 - 9	275	12	273	12	253	12	230	14
10 - 15	298	13	295	13	271	13	257	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2283	100	2110	100				
Possessing:-	Teletext Set	2045	90	1897	90				
	Portable Set	1168	51	1083	51				
Screen Size :-	Under 20"	1284	56	1185	56				
	20 to 29"	1773	78	1636	78				
	30" and over	560	25	523	25				
Household with :-	Single Set	796	35	732	35				
	Two Sets	842	37	781	37				
	3 Sets	382	17	352	17				
	4 Sets	159	7	149	7				
	5+ Sets	104	5	96	5				
VCRs :-	Without	829	36	744	35				
	With	1454	64	1365	65				
	With 1	1117	49	1046	50				
	With 2+	337	15	319	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4699	100	4349	100				
Which are :-	Teletext Set	3536	75	3307	76				
	Portable Set	1728	37	1602	37				
Screen Size :-	Under 20"	1935	41	1787	41				
	20 to 29"	2120	45	1959	45				
	30" and over	611	13	571	13				
VCR Connected		1840	39	1731	40				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5295	100	4816	100	4161	100
Age :-	0 - 3	215	4	197	4	189	5
	4 - 9	358	7	328	7	298	7
	10 - 15	402	8	363	8	350	8
	16 - 19	270	5	247	5	234	6
	20 - 24	322	6	289	6	236	6
	25 - 34	602	11	541	11	486	12
	35 - 44	790	15	725	15	652	16
	45 - 54	718	14	651	14	582	14
	55 - 64	697	13	640	13	554	13
	65 +	921	17	836	17	580	14
Adults :-	Total	4319	100	3928	100	3323	100
	AB	828	19	737	19	666	20
	C1	1241	29	1131	29	987	30
	C2	1003	23	925	24	849	26
	D	789	18	725	18	541	16
	E	459	11	410	10	280	8

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2589	100	2706	100	2345	100	2470	100
Age :-								
0 - 15	506	20	470	17	456	19	431	17
16 - 24	303	12	289	11	275	12	261	11
25 - 34	296	11	306	11	263	11	277	11
35 - 44	386	15	404	15	351	15	374	15
45 - 54	346	13	372	14	313	13	339	14
55 - 64	343	13	354	13	315	13	325	13
65 +	410	16	510	19	372	16	464	19
Adults :-	2083	100	2236	100	1889	100	2039	100
AB	413	20	414	19	368	19	369	18
C1	583	28	657	29	532	28	599	29
C2	529	25	474	21	486	26	439	22
D	376	18	413	18	342	18	383	19
E	182	9	277	12	161	9	249	12
Working F/T	1220	59	673	30	1107	59	619	30
Working P/T	60	3	378	17	54	3	344	17
Not Working	803	39	1184	53	728	39	1077	53
Housewives :-	427	100	1900	100	376	100	1734	100
Working F/T	175	41	556	29	154	41	513	30
Working P/T	17	4	353	19	16	4	322	19
Not Working	235	55	991	52	206	55	899	52

South & South East & Ch. Islands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2877	100	2827	100	2513	100
Receiving ITV	2827	98	2827	100	2513	100
Receiving Any CH4	2822	98	2822	100	2508	100
Receiving five	2491	87	2491	88	2202	88
Receiving BBC 1	2827	98	2827	100	2513	100
Receiving BBC 2	2827	98	2827	100	2513	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2877	100	2827	100	2513	100	1992	100
		100		98		87		69
				100		89		70
Social Class :-								
AB	777	27	768	27	674	27	561	28
C1	907	32	891	32	792	31	647	32
C2	541	19	532	19	470	19	402	20
D	349	12	343	12	313	12	219	11
E	303	11	293	10	264	10	163	8
Housewife Age :-								
Under 25	119	4	113	4	103	4	84	4
25 - 34	398	14	386	14	342	14	296	15
35 - 44	567	20	559	20	496	20	433	22
45 - 54	499	17	492	17	439	17	380	19
55 - 64	508	18	499	18	442	18	366	18
65 +	787	27	778	28	691	27	432	22
Size of Household :-								
1	905	31	874	31	774	31	464	23
2	1002	35	994	35	889	35	751	38
3	418	15	415	15	370	15	340	17
4	378	13	374	13	327	13	296	15
5 +	173	6	171	6	152	6	142	7
Average Household Size	2.30		2.30		2.30		2.47	
Children :-								
Without	2156	75	2112	75	1879	75	1412	71
With	720	25	715	25	634	25	580	29
0 - 3	247	9	245	9	216	9	199	10
4 - 9	343	12	340	12	304	12	278	14
10 - 15	374	13	371	13	331	13	305	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2827	100	2513	100				
Possessing:-	Teletext Set	2543	90	2272	90				
	Portable Set	1444	51	1289	51				
Screen Size :-	Under 20"	1654	58	1476	59				
	20 to 29"	2042	72	1828	73				
	30" and over	867	31	764	30				
Household with :-	Single Set	992	35	867	34				
	Two Sets	1027	36	922	37				
	3 Sets	474	17	423	17				
	4 Sets	220	8	195	8				
	5+ Sets	114	4	107	4				
VCRs :-	Without	879	31	778	31				
	With	1948	69	1735	69				
	With 1	1502	53	1338	53				
	With 2+	446	16	397	16				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5965	100	5317	100				
Which are :-	Teletext Set	4403	74	3967	75				
	Portable Set	2159	36	1924	36				
Screen Size :-	Under 20"	2549	43	2277	43				
	20 to 29"	2441	41	2181	41				
	30" and over	940	16	827	16				
VCR Connected		2513	42	2227	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6604	100	5787	100	4926	100
Age :-	0 - 3	290	4	253	4	236	5
	4 - 9	459	7	405	7	370	8
	10 - 15	507	8	448	8	405	8
	16 - 19	339	5	292	5	269	5
	20 - 24	357	5	315	5	267	5
	25 - 34	738	11	638	11	569	12
	35 - 44	1009	15	881	15	779	16
	45 - 54	883	13	779	13	693	14
	55 - 64	861	13	752	13	648	13
	65 +	1162	18	1024	18	690	14
Adults :- Total		5348	100	4682	100	3916	100
AB		1526	29	1325	28	1125	29
C1		1704	32	1489	32	1297	33
C2		1103	21	965	21	858	22
D		625	12	560	12	414	11
E		390	7	342	7	222	6

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3207	100	3397	100	2801	100	2986	100
Age :-								
0 - 15	638	20	618	18	563	20	543	18
16 - 24	359	11	337	10	307	11	300	10
25 - 34	358	11	379	11	312	11	326	11
35 - 44	494	15	515	15	428	15	453	15
45 - 54	435	14	448	13	383	14	396	13
55 - 64	414	13	446	13	360	13	392	13
65 +	508	16	654	19	450	16	575	19
Adults :-								
AB	760	30	765	28	661	30	665	27
C1	786	31	918	33	682	30	806	33
C2	585	23	518	19	508	23	457	19
D	300	12	325	12	268	12	293	12
E	138	5	253	9	120	5	222	9
Working F/T	1578	61	855	31	1373	61	748	31
Working P/T	97	4	517	19	84	4	455	19
Not Working	894	35	1407	51	781	35	1239	51
Housewives :-								
Working F/T	238	46	677	29	197	45	593	29
Working P/T	24	5	490	21	22	5	433	21
Not Working	256	49	1192	51	219	50	1050	51

North East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1473	100	1449	100	1293	100
Receiving ITV	1449	98	1449	100	1293	100
Receiving Any CH4	1448	98	1448	100	1293	100
Receiving five	1420	96	1420	98	1264	98
Receiving BBC 1	1449	98	1449	100	1293	100
Receiving BBC 2	1449	98	1449	100	1293	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1473	100	1449	100	1293	100	1072	100
		100		98		88		73
				100		89		74
Social Class :-								
AB	262	18	256	18	219	17	217	20
C1	355	24	349	24	312	24	265	25
C2	295	20	292	20	257	20	220	21
D	255	17	251	17	229	18	189	18
E	306	21	301	21	277	21	181	17
Housewife Age :-								
Under 25	87	6	84	6	76	6	63	6
25 - 34	203	14	198	14	175	14	161	15
35 - 44	278	19	273	19	243	19	219	20
45 - 54	268	18	264	18	237	18	216	20
55 - 64	254	17	253	17	227	18	193	18
65 +	382	26	379	26	336	26	221	21
Size of Household :-								
1	474	32	459	32	409	32	271	25
2	516	35	512	35	451	35	397	37
3	233	16	231	16	209	16	187	17
4	182	12	181	12	164	13	158	15
5 +	67	5	67	5	60	5	60	6
Average Household Size	2.23		2.24		2.25		2.40	
Children :-								
Without	1108	75	1087	75	965	75	765	71
With	365	25	363	25	328	25	307	29
0 - 3	121	8	120	8	108	8	99	9
4 - 9	168	11	167	12	153	12	143	13
10 - 15	188	13	187	13	171	13	163	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1449	100	1293	100				
Possessing:-	Teletext Set	1343	93	1199	93				
	Portable Set	720	50	631	49				
Screen Size :-	Under 20"	767	53	668	52				
	20 to 29"	1036	71	912	71				
	30" and over	500	35	466	36				
Household with :-	Single Set	543	37	495	38				
	Two Sets	520	36	458	35				
	3 Sets	235	16	205	16				
	4 Sets	93	6	83	6				
	5+ Sets	58	4	53	4				
VCRs :-	Without	541	37	493	38				
	With	908	63	801	62				
	With 1	662	46	590	46				
	With 2+	246	17	210	16				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3073	100	2747	100				
Which are :-	Teletext Set	2463	80	2201	80				
	Portable Set	1089	35	966	35				
Screen Size :-	Under 20"	1192	39	1050	38				
	20 to 29"	1297	42	1154	42				
	30" and over	568	18	533	19				
VCR Connected		1261	41	1110	40				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3286	100	2911	100	2571	100
Age :-	0 - 3	139	4	123	4	114	4
	4 - 9	211	6	191	7	181	7
	10 - 15	238	7	216	7	203	8
	16 - 19	169	5	150	5	139	5
	20 - 24	223	7	195	7	184	7
	25 - 34	379	12	328	11	299	12
	35 - 44	486	15	432	15	397	15
	45 - 54	466	14	413	14	374	15
	55 - 64	425	13	377	13	333	13
	65 +	550	17	485	17	347	14
Adults :-	Total	2699	100	2380	100	2073	100
	AB	523	19	441	19	448	22
	C1	663	25	585	25	526	25
	C2	608	23	535	22	473	23
	D	482	18	434	18	364	18
	E	422	16	384	16	261	13

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1610	100	1676	100	1422	100	1488	100
Age :-								
0 - 15	305	19	283	17	274	19	257	17
16 - 24	202	13	190	11	178	13	167	11
25 - 34	190	12	189	11	161	11	167	11
35 - 44	235	15	252	15	208	15	223	15
45 - 54	231	14	235	14	202	14	210	14
55 - 64	209	13	216	13	185	13	192	13
65 +	239	15	311	19	213	15	272	18
Adults :-	1305	100	1393	100	1149	100	1231	100
AB	266	20	258	18	224	20	217	18
C1	316	24	347	25	279	24	306	25
C2	329	25	279	20	288	25	247	20
D	235	18	247	18	213	19	222	18
E	160	12	262	19	145	13	240	19
Working F/T	757	58	426	31	662	58	374	30
Working P/T	35	3	241	17	31	3	215	17
Not Working	514	39	726	52	455	40	642	52
Housewives :-	280	100	1192	100	238	100	1055	100
Working F/T	113	40	345	29	93	39	303	29
Working P/T	11	4	229	19	9	4	204	19
Not Working	156	56	618	52	137	57	548	52

East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2373	100	2322	100	1911	100
Receiving ITV	2322	98	2322	100	1911	100
Receiving Any CH4	2318	98	2318	100	1907	100
Receiving five	2197	93	2197	95	1794	94
Receiving BBC 1	2322	98	2322	100	1911	100
Receiving BBC 2	2322	98	2322	100	1911	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2373	100	2322	100	1911	100	1411	100
		100		98		81		59
				100		82		61
Social Class :-								
AB	493	21	490	21	396	21	324	23
C1	689	29	671	29	551	29	419	30
C2	479	20	474	20	386	20	322	23
D	368	16	357	15	307	16	210	15
E	343	14	331	14	271	14	137	10
Housewife Age :-								
Under 25	120	5	109	5	92	5	68	5
25 - 34	360	15	348	15	295	15	244	17
35 - 44	462	19	456	20	376	20	326	23
45 - 54	433	18	425	18	345	18	276	20
55 - 64	408	17	403	17	333	17	247	17
65 +	590	25	581	25	470	25	251	18
Size of Household :-								
1	718	30	685	30	553	29	288	20
2	853	36	842	36	706	37	535	38
3	336	14	333	14	274	14	235	17
4	326	14	324	14	267	14	252	18
5 +	139	6	137	6	110	6	102	7
Average Household Size	2.31		2.32		2.32		2.56	
Children :-								
Without	1758	74	1712	74	1406	74	967	69
With	615	26	610	26	505	26	444	31
0 - 3	213	9	209	9	177	9	150	11
4 - 9	294	12	292	13	240	13	207	15
10 - 15	315	13	314	14	258	14	231	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2322	100	1911	100				
Possessing:-	Teletext Set	2115	91	1742	91				
	Portable Set	1185	51	975	51				
Screen Size :-	Under 20"	1311	56	1071	56				
	20 to 29"	1666	72	1360	71				
	30" and over	698	30	564	29				
Household with :-	Single Set	874	38	727	38				
	Two Sets	804	35	660	35				
	3 Sets	407	18	344	18				
	4 Sets	144	6	108	6				
	5+ Sets	93	4	72	4				
VCRs :-	Without	647	28	524	27				
	With	1675	72	1387	73				
	With 1	1305	56	1081	57				
	With 2+	371	16	306	16				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4886	100	3993	100				
Which are :-	Teletext Set	3862	79	3169	79				
	Portable Set	1790	37	1470	37				
Screen Size :-	Under 20"	2038	42	1671	42				
	20 to 29"	2014	41	1644	41				
	30" and over	775	16	624	16				
VCR Connected		2223	45	1836	46				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5476	100	4439	100	3612	100
Age :-	0 - 3	253	5	212	5	182	5
	4 - 9	387	7	313	7	275	8
	10 - 15	421	8	345	8	316	9
	16 - 19	271	5	215	5	191	5
	20 - 24	312	6	241	5	206	6
	25 - 34	647	12	534	12	434	12
	35 - 44	833	15	677	15	606	17
	45 - 54	755	14	603	14	510	14
	55 - 64	705	13	579	13	457	13
	65 +	893	16	719	16	435	12
Adults :- Total		4415	100	3568	100	2839	100
AB		997	23	799	22	680	24
C1		1304	30	1051	29	856	30
C2		978	22	785	22	680	24
D		682	15	571	16	424	15
E		455	10	361	10	199	7

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2706	100	2770	100	2188	100	2251	100
Age :-								
0 - 15	549	20	512	18	451	21	420	19
16 - 24	299	11	283	10	230	10	226	10
25 - 34	319	12	328	12	264	12	269	12
35 - 44	415	15	418	15	333	15	345	15
45 - 54	368	14	387	14	292	13	311	14
55 - 64	353	13	351	13	289	13	290	13
65 +	403	15	490	18	329	15	390	17
Adults :-	2157	100	2258	100	1737	100	1831	100
AB	507	24	490	22	407	23	392	21
C1	615	28	689	31	490	28	561	31
C2	524	24	454	20	422	24	363	20
D	343	16	339	15	284	16	287	16
E	168	8	286	13	134	8	227	12
Working F/T	1392	65	728	32	1129	65	588	32
Working P/T	61	3	393	17	50	3	326	18
Not Working	704	33	1136	50	559	32	916	50
Housewives :-	437	100	1936	100	335	100	1576	100
Working F/T	217	50	592	31	165	49	480	30
Working P/T	15	3	371	19	11	3	309	20
Not Working	204	47	974	50	158	47	788	50

South West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	947	100	924	100	774	100
Receiving ITV	924	98	924	100	774	100
Receiving Any CH4	922	97	922	100	772	100
Receiving five	805	85	805	87	663	86
Receiving BBC 1	924	98	924	100	774	100
Receiving BBC 2	924	98	924	100	774	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	947	100	924	100	774	100	597	100
		100		98		82		63
				100		84		65
Social Class :-								
AB	201	21	197	21	159	21	123	21
C1	261	28	256	28	214	28	176	29
C2	194	21	190	21	159	21	138	23
D	138	15	134	15	111	14	78	13
E	152	16	146	16	131	17	82	14
Housewife Age :-								
Under 25	49	5	46	5	40	5	29	5
25 - 34	118	12	114	12	97	13	80	13
35 - 44	168	18	164	18	137	18	124	21
45 - 54	160	17	156	17	130	17	107	18
55 - 64	175	18	170	18	142	18	124	21
65 +	277	29	273	30	227	29	135	23
Size of Household :-								
1	303	32	288	31	242	31	146	24
2	349	37	345	37	287	37	231	39
3	126	13	124	13	104	14	87	15
4	114	12	114	12	96	12	95	16
5 +	54	6	54	6	45	6	39	7
Average Household Size	2.25		2.27		2.27		2.45	
Children :-								
Without	725	77	704	76	591	76	434	73
With	222	23	220	24	183	24	163	27
0 - 3	83	9	82	9	70	9	59	10
4 - 9	105	11	104	11	86	11	80	13
10 - 15	113	12	112	12	93	12	84	14

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		924	100	774	100				
Possessing:-	Teletext Set	850	92	715	92				
	Portable Set	494	53	418	54				
Screen Size :-	Under 20"	529	57	440	57				
	20 to 29"	705	76	595	77				
	30" and over	223	24	192	25				
Household with :-	Single Set	324	35	264	34				
	Two Sets	329	36	286	37				
	3 Sets	168	18	143	19				
	4 Sets	70	8	56	7				
	5+ Sets	33	4	25	3				
VCRs :-	Without	293	32	244	32				
	With	631	68	530	68				
	With 1	482	52	402	52				
	With 2+	148	16	128	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1887	100	1568	100				
Which are :-	Teletext Set	1465	78	1219	78				
	Portable Set	703	37	574	37				
Screen Size :-	Under 20"	793	42	638	41				
	20 to 29"	847	45	716	46				
	30" and over	238	13	205	13				
VCR Connected		793	42	666	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2130	100	1755	100	1465	100
Age :-	0 - 3	100	5	85	5	73	5
	4 - 9	138	6	113	6	107	7
	10 - 15	152	7	125	7	117	8
	16 - 19	102	5	86	5	77	5
	20 - 24	132	6	110	6	92	6
	25 - 34	225	11	185	11	155	11
	35 - 44	288	14	236	13	214	15
	45 - 54	277	13	226	13	187	13
	55 - 64	297	14	244	14	216	15
	65 +	419	20	346	20	227	15
Adults :- Total		1741	100	1433	100	1168	100
AB		390	22	310	22	256	22
C1		497	29	410	29	346	30
C2		390	22	321	22	291	25
D		253	15	207	14	149	13
E		211	12	185	13	125	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1041	100	1089	100	853	100	902	100
Age :-								
0 - 15	201	19	188	17	166	20	156	17
16 - 24	116	11	118	11	96	11	100	11
25 - 34	114	11	110	10	93	11	92	10
35 - 44	137	13	150	14	112	13	124	14
45 - 54	135	13	142	13	110	13	116	13
55 - 64	147	14	150	14	119	14	125	14
65 +	190	18	230	21	156	18	190	21
Adults :-	839	100	901	100	687	100	746	100
AB	192	23	198	22	152	22	158	21
C1	235	28	262	29	192	28	218	29
C2	205	24	185	21	169	25	153	20
D	123	15	131	14	100	15	107	14
E	85	10	125	14	74	11	110	15
Working F/T	462	55	246	27	373	54	203	27
Working P/T	33	4	154	17	27	4	125	17
Not Working	345	41	501	56	286	42	418	56
Housewives :-	178	100	769	100	140	100	634	100
Working F/T	69	39	196	26	53	38	161	25
Working P/T	7	4	142	18	5	4	115	18
Not Working	101	57	431	56	82	58	358	57

Ulster

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	680	100	658	100	658	100
Receiving ITV	658	97	658	100	658	100
Receiving Any CH4	654	96	654	99	654	99
Receiving RTE	360	53	360	55	360	55
Receiving five	561	82	561	85	561	85
Receiving BBC 1	658	97	658	100	658	100
Receiving BBC 2	658	97	658	100	658	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	680	100	658	100	658	100	390	100
		100		97		97		57
				100		100		59
Social Class :-								
AB	102	15	101	15	101	15	76	19
C1	159	23	155	24	155	24	105	27
C2	144	21	141	21	141	21	92	24
D	107	16	105	16	105	16	57	15
E	168	25	157	24	157	24	60	15
Housewife Age :-								
Under 25	33	5	32	5	32	5	19	5
25 - 34	110	16	107	16	107	16	79	20
35 - 44	146	21	143	22	143	22	100	26
45 - 54	128	19	125	19	125	19	79	20
55 - 64	108	16	104	16	104	16	64	16
65 +	155	23	147	22	147	22	49	13
Size of Household :-								
1	202	30	188	29	188	29	67	17
2	198	29	194	29	194	29	119	31
3	108	16	107	16	107	16	76	19
4	104	15	102	15	102	15	75	19
5 +	68	10	67	10	67	10	53	14
Average Household Size	2.51		2.54		2.54		2.87	
Children :-								
Without	474	70	455	69	455	69	235	60
With	206	30	203	31	203	31	155	40
0 - 3	72	11	72	11	72	11	55	14
4 - 9	102	15	100	15	100	15	78	20
10 - 15	108	16	106	16	106	16	83	21

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		658	100	658	100				
Possessing:-	Teletext Set	613	93	613	93				
	Portable Set	313	48	313	48				
Screen Size :-	Under 20"	338	51	338	51				
	20 to 29"	507	77	507	77				
	30" and over	184	28	184	28				
Household with :-	Single Set	265	40	265	40				
	Two Sets	241	37	241	37				
	3 Sets	96	15	96	15				
	4 Sets	29	4	29	4				
	5+ Sets	27	4	27	4				
VCRs :-	Without	277	42	277	42				
	With	381	58	381	58				
	With 1	324	49	324	49				
	With 2+	57	9	57	9				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1283	100	1283	100				
Which are :-	Teletext Set	1098	86	1098	86				
	Portable Set	446	35	446	35				
Screen Size :-	Under 20"	482	38	482	38				
	20 to 29"	596	46	596	46				
	30" and over	202	16	202	16				
VCR Connected		441	34	441	34				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1707	100	1669	100	1119	100
Age :-	0 - 3	84	5	83	5	64	6
	4 - 9	139	8	135	8	103	9
	10 - 15	150	9	149	9	114	10
	16 - 19	107	6	106	6	74	7
	20 - 24	115	7	112	7	74	7
	25 - 34	221	13	216	13	158	14
	35 - 44	255	15	250	15	183	16
	45 - 54	223	13	218	13	147	13
	55 - 64	185	11	179	11	115	10
	65 +	228	13	219	13	88	8
Adults :- Total		1334	100	1301	100	839	100
AB		225	17	222	17	174	21
C1		334	25	327	25	230	27
C2		327	24	321	25	219	26
D		211	16	206	16	120	14
E		238	18	225	17	95	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	837	100	871	100	816	100	853	100
Age :-								
0 - 15	193	23	180	21	190	23	178	21
16 - 24	112	13	110	13	110	13	108	13
25 - 34	108	13	113	13	106	13	110	13
35 - 44	125	15	131	15	122	15	129	15
45 - 54	109	13	113	13	107	13	111	13
55 - 64	90	11	95	11	87	11	92	11
65 +	99	12	130	15	95	12	125	15
Adults :-	643	100	691	100	626	100	675	100
AB	114	18	111	16	113	18	109	16
C1	158	25	176	26	154	25	173	26
C2	173	27	154	22	169	27	151	22
D	101	16	110	16	99	16	107	16
E	97	15	141	20	91	15	135	20
Working F/T	389	60	213	31	381	61	210	31
Working P/T	14	2	100	14	13	2	98	15
Not Working	241	37	377	55	231	37	367	54
Housewives :-	117	100	564	100	107	100	551	100
Working F/T	50	43	165	29	47	44	163	30
Working P/T	3	2	96	17	3	3	95	17
Not Working	64	55	302	54	57	54	293	53

Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	356	100	350	100	320	100
Receiving ITV	350	98	350	100	320	100
Receiving Any CH4	349	98	349	100	320	100
Receiving five	293	82	293	84	268	84
Receiving BBC 1	350	98	350	100	320	100
Receiving BBC 2	350	98	350	100	320	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	356	100	350	100	320	100	233	100
		100		98		90		65
				100		92		67
Social Class :-								
AB	73	20	72	20	65	20	51	22
C1	85	24	83	24	76	24	55	23
C2	75	21	74	21	68	21	52	22
D	67	19	66	19	61	19	46	20
E	56	16	54	16	50	16	30	13
Housewife Age :-								
Under 25	16	5	16	5	16	5	10	4
25 - 34	38	11	37	11	34	11	28	12
35 - 44	65	18	63	18	58	18	51	22
45 - 54	72	20	71	20	66	21	55	24
55 - 64	67	19	65	19	60	19	46	20
65 +	98	28	97	28	87	27	43	19
Size of Household :-								
1	113	32	109	31	100	31	54	23
2	132	37	131	37	119	37	89	38
3	53	15	52	15	48	15	41	18
4	40	11	39	11	36	11	33	14
5 +	18	5	18	5	17	5	16	7
Average Household Size	2.22		2.23		2.24		2.45	
Children :-								
Without	272	77	267	76	243	76	164	70
With	84	23	83	24	77	24	69	30
0 - 3	29	8	29	8	27	8	21	9
4 - 9	39	11	38	11	36	11	33	14
10 - 15	44	12	44	13	41	13	37	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		350	100	320	100				
Possessing:-	Teletext Set	327	94	300	94				
	Portable Set	180	51	169	53				
Screen Size :-	Under 20"	197	56	184	57				
	20 to 29"	276	79	251	78				
	30" and over	92	26	86	27				
Household with :-	Single Set	126	36	113	35				
	Two Sets	116	33	102	32				
	3 Sets	62	18	60	19				
	4 Sets	30	9	29	9				
	5+ Sets	16	5	16	5				
VCRs :-	Without	87	25	82	25				
	With	262	75	239	75				
	With 1	200	57	179	56				
	With 2+	63	18	60	19				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		749	100	692	100				
Which are :-	Teletext Set	571	76	528	76				
	Portable Set	272	36	257	37				
Screen Size :-	Under 20"	307	41	289	42				
	20 to 29"	340	45	309	45				
	30" and over	100	13	93	13				
VCR Connected		341	46	312	45				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		790	100	717	100	570	100
Age :-	0 - 3	33	4	31	4	25	4
	4 - 9	49	6	46	6	43	7
	10 - 15	57	7	53	7	50	9
	16 - 19	37	5	34	5	29	5
	20 - 24	41	5	37	5	29	5
	25 - 34	71	9	65	9	52	9
	35 - 44	115	15	104	15	93	16
	45 - 54	124	16	112	16	94	16
	55 - 64	114	14	103	14	80	14
	65 +	148	19	132	18	75	13
Adults :-	Total	650	100	588	100	453	100
	AB	144	22	130	22	106	24
	C1	158	24	141	24	107	24
	C2	148	23	134	23	108	24
	D	124	19	113	19	89	20
	E	76	12	70	12	43	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	387	100	403	100	351	100	367	100
Age :-								
0 - 15	74	19	65	16	68	20	61	17
16 - 24	40	10	38	9	37	10	35	10
25 - 34	34	9	37	9	31	9	34	9
35 - 44	57	15	59	15	51	15	53	14
45 - 54	58	15	66	16	52	15	60	16
55 - 64	59	15	55	14	53	15	50	14
65 +	66	17	82	20	58	17	74	20
Adults :-	312	100	338	100	282	100	306	100
AB	70	23	74	22	64	23	66	22
C1	73	23	85	25	65	23	77	25
C2	80	26	68	20	72	25	62	20
D	58	19	66	19	53	19	60	20
E	31	10	45	13	28	10	42	14
Working F/T	187	60	100	30	171	61	91	30
Working P/T	10	3	67	20	8	3	61	20
Not Working	116	37	171	51	103	37	154	50
Housewives :-	62	100	294	100	54	100	266	100
Working F/T	25	40	81	28	23	42	73	28
Working P/T	3	5	64	22	3	5	58	22
Not Working	34	54	149	51	29	53	134	51

West

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1357	100	1334	100	1073	100
Receiving ITV	1334	98	1334	100	1073	100
Receiving Any CH4	1330	98	1330	100	1071	100
Receiving five	1231	91	1231	92	989	92
Receiving BBC 1	1334	98	1334	100	1073	100
Receiving BBC 2	1334	98	1334	100	1073	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1357	100	1334	100	1073	100	849	100
		100		98		79		63
				100		80		64
Social Class :-								
AB	270	20	267	20	217	20	195	23
C1	400	29	393	29	319	30	259	31
C2	280	21	277	21	224	21	198	23
D	259	19	255	19	207	19	134	16
E	147	11	142	11	106	10	62	7
Housewife Age :-								
Under 25	75	5	72	5	53	5	37	4
25 - 34	207	15	202	15	163	15	136	16
35 - 44	274	20	269	20	218	20	188	22
45 - 54	237	17	234	18	191	18	165	19
55 - 64	226	17	223	17	180	17	154	18
65 +	338	25	335	25	269	25	169	20
Size of Household :-								
1	423	31	409	31	326	30	180	21
2	497	37	492	37	406	38	348	41
3	191	14	189	14	147	14	137	16
4	168	12	166	12	132	12	122	14
5 +	78	6	77	6	62	6	62	7
Average Household Size	2.27		2.27		2.27		2.48	
Children :-								
Without	1031	76	1011	76	822	77	608	72
With	325	24	322	24	251	23	241	28
0 - 3	105	8	104	8	81	8	82	10
4 - 9	160	12	158	12	124	12	115	14
10 - 15	169	12	167	13	131	12	124	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1334	100	1073	100				
Possessing:-	Teletext Set	1153	86	919	86				
	Portable Set	662	50	536	50				
Screen Size :-	Under 20"	744	56	595	55				
	20 to 29"	1028	77	848	79				
	30" and over	315	24	240	22				
Household with :-	Single Set	491	37	392	36				
	Two Sets	466	35	371	35				
	3 Sets	223	17	183	17				
	4 Sets	94	7	78	7				
	5+ Sets	60	4	50	5				
VCRs :-	Without	533	40	425	40				
	With	801	60	649	60				
	With 1	623	47	508	47				
	With 2+	178	13	141	13				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2736	100	2227	100				
Which are :-	Teletext Set	1945	71	1552	70				
	Portable Set	994	36	814	37				
Screen Size :-	Under 20"	1138	42	925	42				
	20 to 29"	1227	45	1021	46				
	30" and over	343	13	265	12				
VCR Connected		1009	37	817	37				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3073	100	2436	100	2103	100
Age :-	0 - 3	122	4	94	4	97	5
	4 - 9	210	7	165	7	149	7
	10 - 15	229	7	176	7	172	8
	16 - 19	151	5	120	5	116	6
	20 - 24	182	6	135	6	105	5
	25 - 34	362	12	280	11	249	12
	35 - 44	481	16	387	16	345	16
	45 - 54	418	14	338	14	305	15
	55 - 64	399	13	323	13	277	13
	65 +	520	17	417	17	289	14
Adults :-	Total	2512	100	2001	100	1685	100
	AB	525	21	420	21	389	23
	C1	748	30	601	30	517	31
	C2	573	23	463	23	432	26
	D	470	19	376	19	256	15
	E	196	8	142	7	92	5

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1505	100	1568	100	1188	100	1248	100
Age :-								
0 - 15	291	19	270	17	222	19	213	17
16 - 24	171	11	162	10	133	11	122	10
25 - 34	179	12	182	12	138	12	142	11
35 - 44	235	16	246	16	189	16	198	16
45 - 54	201	13	218	14	161	14	178	14
55 - 64	196	13	203	13	160	13	163	13
65 +	232	15	288	18	186	16	231	19
Adults :-	1213	100	1298	100	966	100	1035	100
AB	265	22	260	20	212	22	208	20
C1	351	29	398	31	282	29	318	31
C2	300	25	273	21	241	25	222	21
D	220	18	250	19	173	18	203	20
E	78	6	117	9	58	6	84	8
Working F/T	739	61	387	30	595	62	303	29
Working P/T	37	3	246	19	30	3	210	20
Not Working	437	36	665	51	342	35	522	50
Housewives :-	249	100	1108	100	188	100	885	100
Working F/T	110	44	320	29	84	45	250	28
Working P/T	12	5	232	21	11	6	199	23
Not Working	126	51	555	50	93	50	436	49

Wales

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1310	100	1282	100	1163	100
Receiving ITV	1282	98	1282	100	1163	100
Receiving Any CH4	1280	98	1280	100	1161	100
Receiving S4C	1144	87	1144	89	1125	97
Receiving five	1169	89	1169	91	1050	90
Receiving BBC 1	1282	98	1282	100	1163	100
Receiving BBC 2	1282	98	1282	100	1163	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1310	100	1282	100	1163	100	956	100
		100		98		89		73
				100		91		75
Social Class :-								
AB	210	16	207	16	182	16	156	16
C1	352	27	344	27	313	27	271	28
C2	279	21	275	21	254	22	226	24
D	233	18	228	18	210	18	162	17
E	236	18	227	18	204	18	141	15
Housewife Age :-								
Under 25	79	6	74	6	67	6	53	6
25 - 34	179	14	173	14	156	13	143	15
35 - 44	242	18	237	18	219	19	203	21
45 - 54	232	18	228	18	204	18	176	18
55 - 64	230	18	227	18	209	18	178	19
65 +	348	27	344	27	308	26	204	21
Size of Household :-								
1	407	31	389	30	350	30	226	24
2	457	35	451	35	411	35	356	37
3	209	16	206	16	186	16	167	18
4	161	12	160	12	146	13	141	15
5 +	77	6	76	6	69	6	66	7
Average Household Size	2.29		2.30		2.31		2.46	
Children :-								
Without	975	74	950	74	858	74	670	70
With	335	26	332	26	305	26	285	30
0 - 3	111	8	110	9	100	9	93	10
4 - 9	159	12	157	12	145	12	132	14
10 - 15	175	13	173	14	160	14	154	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1282	100	1163	100
Possessing:-	Teletext Set	1205	94	1102	95
	Portable Set	676	53	618	53
Screen Size :-	Under 20"	728	57	663	57
	20 to 29"	986	77	885	76
	30" and over	344	27	322	28
Household with :-	Single Set	416	32	372	32
	Two Sets	502	39	459	39
	3 Sets	218	17	198	17
	4 Sets	90	7	82	7
	5+ Sets	57	4	52	4
VCRs :-	Without	433	34	367	32
	With	849	66	796	68
	With 1	651	51	604	52
	With 2+	198	15	192	17

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2639	100	2405	100				
Which are :-	Teletext Set	2152	82	2006	83				
	Portable Set	980	37	898	37				
Screen Size :-	Under 20"	1070	41	977	41				
	20 to 29"	1171	44	1055	44				
	30" and over	373	14	349	15				
VCR Connected		1064	40	1009	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2998	100	2683	100	2353	100
Age :-	0 - 3	128	4	115	4	106	4
	4 - 9	204	7	185	7	173	7
	10 - 15	235	8	213	8	205	9
	16 - 19	160	5	144	5	135	6
	20 - 24	196	7	168	6	146	6
	25 - 34	335	11	294	11	269	11
	35 - 44	422	14	383	14	354	15
	45 - 54	402	13	357	13	319	14
	55 - 64	394	13	358	13	312	13
	65 +	521	17	466	17	333	14
Adults :-	Total	2432	100	2171	100	1869	100
	AB	413	17	360	17	313	17
	C1	679	28	605	28	539	29
	C2	568	23	518	24	478	26
	D	443	18	399	18	332	18
	E	328	13	287	13	207	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1465	100	1533	100	1308	100	1376	100
Age :-								
0 - 15	294	20	272	18	265	20	248	18
16 - 24	181	12	175	11	160	12	152	11
25 - 34	163	11	172	11	142	11	153	11
35 - 44	204	14	218	14	184	14	199	14
45 - 54	195	13	207	13	173	13	184	13
55 - 64	194	13	201	13	176	13	182	13
65 +	233	16	289	19	209	16	258	19
Adults :-	1171	100	1261	100	1043	100	1128	100
AB	204	17	209	17	178	17	182	16
C1	321	27	359	28	286	27	320	28
C2	302	26	266	21	275	26	243	22
D	216	18	227	18	194	19	205	18
E	128	11	201	16	111	11	177	16
Working F/T	651	56	396	31	580	56	360	32
Working P/T	32	3	175	14	28	3	151	13
Not Working	488	42	690	55	435	42	616	55
Housewives :-	246	100	1065	100	209	100	953	100
Working F/T	92	38	329	31	79	38	301	32
Working P/T	6	2	159	15	5	2	138	14
Not Working	148	60	577	54	125	60	514	54

South & South East

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2818	100	2770	100	2456	100
Receiving ITV	2770	98	2770	100	2456	100
Receiving Any CH4	2765	98	2765	100	2452	100
Receiving five	2461	87	2461	89	2171	88
Receiving BBC 1	2770	98	2770	100	2456	100
Receiving BBC 2	2770	98	2770	100	2456	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2818	100	2770	100	2456	100	1959	100
		100		98		87		70
				100		89		71
Social Class :-								
AB	760	27	751	27	657	27	550	28
C1	890	32	875	32	775	32	635	32
C2	531	19	522	19	461	19	396	20
D	341	12	335	12	305	12	216	11
E	296	11	287	10	257	10	162	8
Housewife Age :-								
Under 25	116	4	112	4	101	4	84	4
25 - 34	388	14	377	14	332	14	290	15
35 - 44	554	20	546	20	484	20	425	22
45 - 54	489	17	482	17	429	17	374	19
55 - 64	497	18	488	18	431	18	359	18
65 +	774	27	765	28	679	28	427	22
Size of Household :-								
1	890	32	859	31	760	31	460	23
2	980	35	972	35	867	35	736	38
3	407	14	405	15	360	15	333	17
4	370	13	366	13	319	13	290	15
5 +	170	6	168	6	150	6	140	7
Average Household Size	2.29		2.30		2.30		2.47	
Children :-								
Without	2114	75	2071	75	1838	75	1389	71
With	704	25	699	25	618	25	569	29
0 - 3	242	9	240	9	211	9	196	10
4 - 9	334	12	332	12	296	12	272	14
10 - 15	365	13	363	13	322	13	299	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2770	100	2456	100				
Possessing:-	Teletext Set	2489	90	2218	90				
	Portable Set	1421	51	1265	52				
Screen Size :-	Under 20"	1619	58	1442	59				
	20 to 29"	2005	72	1791	73				
	30" and over	845	31	741	30				
Household with :-	Single Set	974	35	849	35				
	Two Sets	1005	36	900	37				
	3 Sets	462	17	411	17				
	4 Sets	217	8	192	8				
	5+ Sets	111	4	104	4				
VCRs :-	Without	861	31	761	31				
	With	1909	69	1695	69				
	With 1	1472	53	1308	53				
	With 2+	437	16	387	16				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5824	100	5176	100				
Which are :-	Teletext Set	4294	74	3858	75				
	Portable Set	2121	36	1886	36				
Screen Size :-	Under 20"	2495	43	2223	43				
	20 to 29"	2388	41	2128	41				
	30" and over	910	16	798	15				
VCR Connected		2456	42	2169	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6467	100	5653	100	4840	100
Age :-	0 - 3	284	4	248	4	232	5
	4 - 9	450	7	395	7	363	8
	10 - 15	495	8	436	8	398	8
	16 - 19	332	5	286	5	265	5
	20 - 24	351	5	310	5	264	5
	25 - 34	721	11	622	11	560	12
	35 - 44	985	15	857	15	763	16
	45 - 54	864	13	761	13	680	14
	55 - 64	843	13	734	13	634	13
	65 +	1141	18	1003	18	680	14
Adults :-	Total	5238	100	4574	100	3847	100
	AB	1491	28	1291	28	1103	29
	C1	1671	32	1457	32	1271	33
	C2	1083	21	945	21	845	22
	D	612	12	548	12	407	11
	E	381	7	333	7	220	6

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3139	100	3328	100	2735	100	2919	100
Age :-								
0 - 15	624	20	605	18	549	20	530	18
16 - 24	352	11	332	10	300	11	296	10
25 - 34	351	11	371	11	305	11	318	11
35 - 44	482	15	503	15	415	15	442	15
45 - 54	425	14	439	13	374	14	387	13
55 - 64	407	13	436	13	353	13	382	13
65 +	498	16	643	19	439	16	564	19
Adults :-	2515	100	2723	100	2186	100	2388	100
AB	743	30	748	27	644	29	647	27
C1	769	31	902	33	666	30	791	33
C2	574	23	509	19	497	23	448	19
D	294	12	318	12	262	12	286	12
E	135	5	246	9	117	5	216	9
Working F/T	1541	61	832	31	1337	61	727	30
Working P/T	95	4	508	19	83	4	446	19
Not Working	878	35	1383	51	765	35	1216	51
Housewives :-	509	100	2309	100	429	100	2027	100
Working F/T	232	46	657	28	191	45	574	28
Working P/T	24	5	481	21	21	5	424	21
Not Working	253	50	1171	51	216	50	1030	51

Channel Islands

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	58	100	57	100	57	100
Receiving ITV	57	97	57	100	57	100
Receiving Any CH4	57	97	57	100	57	100
Receiving five	31	52	31	54	31	54
Receiving BBC 1	57	97	57	100	57	100
Receiving BBC 2	57	97	57	100	57	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	58	100	57	100	57	100	33	100
		100		97		97		57
				100		100		58
Social Class :-								
AB	17	29	17	30	17	30	11	32
C1	17	30	16	29	16	29	12	35
C2	10	17	10	17	10	17	6	17
D	8	13	7	13	7	13	4	11
E	7	11	7	12	7	12	2	5
Housewife Age :-								
Under 25	2	4	2	3	2	3	0	1
25 - 34	10	17	9	17	9	17	6	17
35 - 44	13	22	13	22	13	22	9	26
45 - 54	10	18	10	18	10	18	6	19
55 - 64	11	18	11	19	11	19	7	22
65 +	13	22	12	22	12	22	5	15
Size of Household :-								
1	15	26	14	25	14	25	4	12
2	22	38	22	38	22	38	15	45
3	10	17	10	18	10	18	7	21
4	8	14	8	14	8	14	6	19
5 +	3	5	3	5	3	5	1	4
Average Household Size	2.35		2.36		2.36		2.59	
Children :-								
Without	42	73	41	72	41	72	23	68
With	16	27	16	28	16	28	11	32
0 - 3	5	9	5	8	5	8	3	8
4 - 9	8	14	8	14	8	14	6	17
10 - 15	9	15	9	15	9	15	6	17

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		57	100	57	100				
Possessing:-	Teletext Set	54	95	54	95				
	Portable Set	23	41	23	41				
Screen Size :-	Under 20"	34	60	34	60				
	20 to 29"	36	64	36	64				
	30" and over	22	39	22	39				
Household with :-	Single Set	18	31	18	31				
	Two Sets	22	38	22	38				
	3 Sets	12	20	12	20				
	4 Sets	3	5	3	5				
	5+ Sets	#VALUE!	#VALUE!	#VALUE!	#VALUE!				
VCRs :-	Without	17	30	17	30				
	With	40	70	40	70				
	With 1	30	53	30	53				
	With 2+	10	17	10	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		141	100	141	100				
Which are :-	Teletext Set	109	78	109	78				
	Portable Set	35	25	35	25				
Screen Size :-	Under 20"	53	38	53	38				
	20 to 29"	53	37	53	37				
	30" and over	31	22	31	22				
VCR Connected		59	42	59	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		137	100	134	100	86	100
Age :-	0 - 3	6	4	5	4	3	4
	4 - 9	10	7	10	7	7	8
	10 - 15	12	8	11	8	8	9
	16 - 19	7	5	6	5	4	4
	20 - 24	6	5	6	4	3	3
	25 - 34	16	12	16	12	9	11
	35 - 44	24	17	24	18	17	19
	45 - 54	18	13	18	13	12	14
	55 - 64	18	13	18	13	14	16
	65 +	21	15	21	16	10	11
Adults :-	Total	110	100	108	100	68	100
	AB	34	31	34	32	21	31
	C1	33	30	32	30	26	38
	C2	20	18	20	18	13	19
	D	13	12	13	12	6	9
	E	9	8	9	8	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	68	100	69	100	67	100	67	100
Age :-								
0 - 15	14	21	13	19	14	20	13	19
16 - 24	8	11	5	8	7	11	5	7
25 - 34	7	11	9	12	7	11	8	12
35 - 44	13	18	11	16	12	19	11	17
45 - 54	9	13	9	13	9	13	9	13
55 - 64	7	10	10	15	7	11	10	15
65 +	10	15	11	16	10	15	11	16
Adults :-	54	100	56	100	53	100	55	100
AB	17	32	17	31	17	32	17	32
C1	17	31	16	29	17	31	16	29
C2	11	20	9	16	11	21	9	16
D	6	11	7	12	6	11	7	12
E	3	5	6	11	3	5	6	11
Working F/T	37	68	23	41	36	68	22	40
Working P/T	2	3	9	16	2	3	9	17
Not Working	16	29	24	43	16	29	24	43
Housewives :-	9	100	50	100	8	100	48	100
Working F/T	6	69	20	40	6	68	19	40
Working P/T	0	2	9	17	0	3	9	18
Not Working	2	28	21	42	2	29	21	43

Meridian / Anglia

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5119	100	5019	100	4418	100
Receiving ITV	5019	98	5019	100	4418	100
Receiving Any CH4	5010	98	5010	100	4410	100
Receiving five	4562	89	4562	91	3991	90
Receiving BBC 1	5019	98	5019	100	4418	100
Receiving BBC 2	5019	98	5019	100	4418	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5119	100	5019	100	4418	100	3400	100
		100		98		86		66
				100		88		68
Social Class :-								
AB	1243	24	1231	25	1068	24	884	26
C1	1553	30	1518	30	1342	30	1066	31
C2	991	19	978	19	854	19	722	21
D	702	14	685	14	619	14	429	13
E	629	12	607	12	535	12	300	9
Housewife Age :-								
Under 25	234	5	218	4	194	4	152	4
25 - 34	738	14	715	14	635	14	540	16
35 - 44	1005	20	991	20	871	20	758	22
45 - 54	909	18	894	18	783	18	656	19
55 - 64	895	17	881	18	774	18	613	18
65 +	1338	26	1320	26	1160	26	682	20
Size of Household :-								
1	1578	31	1514	30	1326	30	751	22
2	1816	35	1797	36	1594	36	1286	38
3	734	14	728	15	643	15	573	17
4	687	13	681	14	593	13	547	16
5 +	303	6	299	6	262	6	243	7
Average Household Size	2.30		2.31		2.31		2.51	
Children :-								
Without	3819	75	3730	74	3281	74	2378	70
With	1300	25	1289	26	1137	26	1022	30
0 - 3	447	9	442	9	392	9	348	10
4 - 9	621	12	617	12	544	12	485	14
10 - 15	671	13	667	13	588	13	535	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5019	100	4418	100
Possessing:-	Teletext Set	4541	90	4009	91
	Portable Set	2560	51	2259	51
Screen Size :-	Under 20"	2889	58	2544	58
	20 to 29"	3609	72	3184	72
	30" and over	1516	30	1324	30
Household with :-	Single Set	1830	36	1592	36
	Two Sets	1778	35	1581	36
	3 Sets	861	17	766	17
	4 Sets	350	7	301	7
	5+ Sets	200	4	178	4
VCRs :-	Without	1487	30	1299	29
	With	3532	70	3119	71
	With 1	2740	55	2418	55
	With 2+	792	16	701	16

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		10557	100	9293	100				
Which are :-	Teletext Set	8064	76	7120	77				
	Portable Set	3841	36	3387	36				
Screen Size :-	Under 20"	4469	42	3942	42				
	20 to 29"	4335	41	3820	41				
	30" and over	1660	16	1445	16				
VCR Connected		4610	44	4058	44				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11780	100	10212	100	8527	100
Age :-	0 - 3	528	4	465	5	417	5
	4 - 9	824	7	717	7	644	8
	10 - 15	904	8	792	8	720	8
	16 - 19	594	5	506	5	459	5
	20 - 24	655	6	555	5	472	6
	25 - 34	1352	11	1170	11	1003	12
	35 - 44	1794	15	1555	15	1382	16
	45 - 54	1599	14	1380	14	1201	14
	55 - 64	1529	13	1330	13	1105	13
	65 +	2000	17	1742	17	1125	13
Adults :-							
	Total	9524	100	8238	100	6747	100
	AB	2470	26	2120	26	1802	27
	C1	2930	31	2539	31	2153	32
	C2	2021	21	1746	21	1535	23
	D	1281	13	1130	14	836	12
	E	822	9	703	9	420	6

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5770	100	6010	100	4982	100	5231	100
Age :-								
0 - 15	1158	20	1098	18	1012	20	962	18
16 - 24	643	11	606	10	535	11	525	10
25 - 34	662	11	690	11	575	12	595	11
35 - 44	884	15	910	15	759	15	796	15
45 - 54	785	14	814	14	674	14	706	13
55 - 64	748	13	781	13	648	13	682	13
65 +	890	15	1110	18	778	16	964	18
Adults :-								
AB	4612	100	4911	100	3970	100	4268	100
C1	1241	27	1229	25	1066	27	1055	25
C2	1364	30	1566	32	1172	30	1367	32
D	1078	23	943	19	927	23	819	19
E	630	14	650	13	551	14	579	14
Working F/T	299	6	523	11	254	6	449	11
Working P/T	2897	63	1546	31	2497	63	1335	31
Not Working	155	3	889	18	134	3	780	18
	1560	34	2477	50	1339	34	2154	50
Housewives :-								
Working F/T	929	100	4189	100	770	100	3648	100
Working P/T	441	47	1240	30	361	47	1071	29
Not Working	39	4	840	20	33	4	740	20
	449	48	2110	50	376	49	1836	50

Granada / Border

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3546	100	3487	100	3250	100
Receiving ITV	3487	98	3487	100	3250	100
Receiving Any CH4	3479	98	3479	100	3242	100
Receiving five	3345	94	3345	96	3131	96
Receiving BBC 1	3487	98	3487	100	3250	100
Receiving BBC 2	3487	98	3487	100	3250	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3546	100	3487	100	3250	100	2574	100
		100		98		92		73
				100		93		74
Social Class :-								
AB	618	17	611	18	568	17	504	20
C1	961	27	948	27	886	27	742	29
C2	669	19	663	19	614	19	525	20
D	622	18	611	18	566	17	383	15
E	675	19	654	19	617	19	420	16
Housewife Age :-								
Under 25	203	6	194	6	182	6	154	6
25 - 34	524	15	509	15	473	15	393	15
35 - 44	695	20	685	20	644	20	567	22
45 - 54	637	18	627	18	582	18	506	20
55 - 64	604	17	596	17	549	17	442	17
65 +	883	25	877	25	821	25	512	20
Size of Household :-								
1	1151	32	1113	32	1046	32	625	24
2	1195	34	1185	34	1099	34	918	36
3	560	16	555	16	519	16	483	19
4	436	12	433	12	399	12	387	15
5 +	203	6	201	6	187	6	162	6
Average Household Size	2.27		2.28		2.28		2.46	
Children :-								
Without	2630	74	2581	74	2405	74	1785	69
With	915	26	906	26	845	26	789	31
0 - 3	313	9	307	9	285	9	261	10
4 - 9	438	12	434	12	406	12	386	15
10 - 15	473	13	470	13	439	13	409	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3487	100	3250	100				
Possessing:-	Teletext Set	3283	94	3057	94				
	Portable Set	1758	50	1640	50				
Screen Size :-	Under 20"	1886	54	1756	54				
	20 to 29"	2621	75	2438	75				
	30" and over	1115	32	1047	32				
Household with :-	Single Set	1141	33	1054	32				
	Two Sets	1268	36	1190	37				
	3 Sets	652	19	605	19				
	4 Sets	258	7	241	7				
	5+ Sets	168	5	159	5				
VCRs :-	Without	1122	32	1034	32				
	With	2365	68	2216	68				
	With 1	1790	51	1668	51				
	With 2+	576	17	548	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		7483	100	6964	100				
Which are :-	Teletext Set	5951	80	5541	80				
	Portable Set	2570	34	2381	34				
Screen Size :-	Under 20"	2855	38	2642	38				
	20 to 29"	3358	45	3129	45				
	30" and over	1262	17	1186	17				
VCR Connected		3061	41	2871	41				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		8052	100	7395	100	6322	100
Age :-	0 - 3	360	4	328	4	299	5
	4 - 9	568	7	525	7	491	8
	10 - 15	616	8	568	8	535	8
	16 - 19	441	5	408	6	364	6
	20 - 24	514	6	466	6	404	6
	25 - 34	960	12	871	12	750	12
	35 - 44	1207	15	1116	15	1013	16
	45 - 54	1092	14	1003	14	884	14
	55 - 64	1020	13	924	12	782	12
	65 +	1275	16	1187	16	801	13
Adults :- Total		6509	100	5975	100	4997	100
AB		1250	19	1151	19	1040	21
C1		1827	28	1679	28	1457	29
C2		1367	21	1255	21	1106	22
D		1140	18	1039	17	754	15
E		924	14	851	14	641	13

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3930	100	4122	100	3603	100	3792	100
Age :-								
0 - 15	789	20	754	18	727	20	694	18
16 - 24	483	12	472	11	442	12	432	11
25 - 34	473	12	487	12	424	12	447	12
35 - 44	587	15	620	15	542	15	574	15
45 - 54	536	14	555	13	493	14	510	13
55 - 64	503	13	517	13	454	13	471	12
65 +	558	14	716	17	522	14	665	18
Adults :-								
AB	627	20	623	19	578	20	573	18
C1	868	28	959	28	793	28	886	29
C2	734	23	633	19	674	23	581	19
D	552	18	588	17	503	17	537	17
E	360	11	564	17	329	11	522	17
Working F/T	1826	58	1075	32	1672	58	990	32
Working P/T	110	3	528	16	100	3	484	16
Not Working	1205	38	1764	52	1105	38	1624	52
Housewives :-								
Working F/T	309	41	866	31	285	41	794	31
Working P/T	26	3	479	17	22	3	438	17
Not Working	417	55	1449	52	380	55	1331	52

Yorkshire / Tyne Tees

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4174	100	4094	100	3746	100
Receiving ITV	4094	98	4094	100	3746	100
Receiving Any CH4	4089	98	4089	100	3742	100
Receiving five	3953	95	3953	97	3631	97
Receiving BBC 1	4094	98	4094	100	3746	100
Receiving BBC 2	4094	98	4094	100	3746	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4174	100	4094	100	3746	100	2928	100
		100		98		90		70
				100		91		72
Social Class :-								
AB	660	16	647	16	598	16	562	19
C1	1037	25	1017	25	918	25	753	26
C2	867	21	859	21	786	21	650	22
D	783	19	770	19	705	19	536	18
E	828	20	801	20	739	20	427	15
Housewife Age :-								
Under 25	251	6	239	6	219	6	175	6
25 - 34	609	15	586	14	539	14	465	16
35 - 44	821	20	805	20	737	20	641	22
45 - 54	739	18	729	18	669	18	578	20
55 - 64	709	17	701	17	647	17	516	18
65 +	1046	25	1034	25	935	25	553	19
Size of Household :-								
1	1307	31	1256	31	1143	31	674	23
2	1471	35	1456	36	1337	36	1099	38
3	642	15	635	16	577	15	529	18
4	523	13	519	13	479	13	422	14
5 +	231	6	229	6	210	6	204	7
Average Household Size	2.28		2.29		2.30		2.48	
Children :-								
Without	3102	74	3032	74	2769	74	2057	70
With	1072	26	1063	26	977	26	871	30
0 - 3	371	9	366	9	335	9	297	10
4 - 9	494	12	491	12	452	12	403	14
10 - 15	557	13	553	13	508	14	465	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4094	100	3746	100				
Possessing:-	Teletext Set	3819	93	3499	93				
	Portable Set	2255	55	2074	55				
Screen Size :-	Under 20"	2384	58	2193	59				
	20 to 29"	2888	71	2632	70				
	30" and over	1399	34	1301	35				
Household with :-	Single Set	1383	34	1249	33				
	Two Sets	1494	36	1378	37				
	3 Sets	732	18	678	18				
	4 Sets	312	8	281	7				
	5+ Sets	173	4	161	4				
VCRs :-	Without	1287	31	1209	32				
	With	2807	69	2537	68				
	With 1	2117	52	1896	51				
	With 2+	691	17	641	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		8799	100	8094	100				
Which are :-	Teletext Set	6963	79	6381	79				
	Portable Set	3361	38	3091	38				
Screen Size :-	Under 20"	3662	42	3374	42				
	20 to 29"	3523	40	3225	40				
	30" and over	1556	18	1452	18				
VCR Connected		3712	42	3388	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		9523	100	8603	100	7251	100
Age :-	0 - 3	433	5	388	5	347	5
	4 - 9	637	7	583	7	521	7
	10 - 15	733	8	667	8	613	8
	16 - 19	501	5	461	5	425	6
	20 - 24	637	7	563	7	505	7
	25 - 34	1129	12	1007	12	876	12
	35 - 44	1425	15	1284	15	1142	16
	45 - 54	1293	14	1176	14	1031	14
	55 - 64	1201	13	1094	13	910	13
	65 +	1534	16	1379	16	881	12
Adults :-	Total	7719	100	6964	100	5771	100
	AB	1339	17	1221	18	1167	20
	C1	1970	26	1751	25	1518	26
	C2	1779	23	1619	23	1406	24
	D	1496	19	1355	19	1066	18
	E	1136	15	1019	15	615	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4666	100	4857	100	4206	100	4397	100
Age :-								
0 - 15	922	20	882	18	838	20	801	18
16 - 24	576	12	562	12	526	13	498	11
25 - 34	555	12	574	12	488	12	519	12
35 - 44	699	15	726	15	624	15	661	15
45 - 54	641	14	652	13	584	14	592	13
55 - 64	591	13	610	13	534	13	559	13
65 +	682	15	852	18	612	15	767	17
Adults :-	3744	100	3975	100	3368	100	3596	100
AB	675	18	664	17	612	18	608	17
C1	938	25	1031	26	830	25	921	26
C2	956	26	823	21	869	26	750	21
D	730	20	765	19	661	20	694	19
E	445	12	691	17	396	12	623	17
Working F/T	2191	59	1235	31	1972	59	1124	31
Working P/T	109	3	685	17	97	3	621	17
Not Working	1444	39	2055	52	1299	39	1851	51
Housewives :-	803	100	3372	100	693	100	3054	100
Working F/T	336	42	999	30	293	42	908	30
Working P/T	29	4	643	19	25	4	584	19
Not Working	438	55	1730	51	374	54	1562	51

Granada North

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7658	100	7521	100	6990	100
Receiving ITV	7521	98	7521	100	6990	100
Receiving Any CH4	7508	98	7508	100	6977	100
Receiving five	7247	95	7247	96	6756	97
Receiving BBC 1	7521	98	7521	100	6990	100
Receiving BBC 2	7521	98	7521	100	6990	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7658	100	7521	100	6990	100	5497	100
		100		98		91		72
				100		93		73
Social Class :-								
AB	1267	17	1248	17	1164	17	1064	19
C1	1984	26	1952	26	1802	26	1493	27
C2	1520	20	1506	20	1399	20	1174	21
D	1391	18	1367	18	1269	18	919	17
E	1496	20	1448	19	1355	19	847	15
Housewife Age :-								
Under 25	448	6	428	6	401	6	329	6
25 - 34	1122	15	1085	14	1010	14	857	16
35 - 44	1505	20	1479	20	1380	20	1208	22
45 - 54	1365	18	1345	18	1250	18	1083	20
55 - 64	1304	17	1289	17	1194	17	957	17
65 +	1914	25	1896	25	1754	25	1064	19
Size of Household :-								
1	2439	32	2350	31	2188	31	1297	24
2	2648	35	2623	35	2432	35	2014	37
3	1191	16	1180	16	1095	16	1011	18
4	950	12	943	13	877	13	808	15
5 +	430	6	425	6	397	6	366	7
Average Household Size	2.28		2.29		2.29		2.47	
Children :-								
Without	5689	74	5570	74	5168	74	3836	70
With	1969	26	1951	26	1821	26	1661	30
0 - 3	676	9	666	9	619	9	559	10
4 - 9	923	12	916	12	858	12	789	14
10 - 15	1021	13	1014	13	945	14	874	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		7521	100	6990	100				
Possessing:-	Teletext Set	7048	94	6549	94				
	Portable Set	3984	53	3712	53				
Screen Size :-	Under 20"	4237	56	3947	56				
	20 to 29"	5464	73	5065	72				
	30" and over	2498	33	2345	34				
Household with :-	Single Set	2506	33	2300	33				
	Two Sets	2739	36	2565	37				
	3 Sets	1374	18	1282	18				
	4 Sets	565	8	523	7				
	5+ Sets	338	4	320	5				
VCRs :-	Without	2388	32	2239	32				
	With	5133	68	4751	68				
	With 1	3879	52	3563	51				
	With 2+	1254	17	1187	17				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		16151	100	15040	100				
Which are :-	Teletext Set	12815	79	11905	79				
	Portable Set	5890	36	5468	36				
Screen Size :-	Under 20"	6471	40	6011	40				
	20 to 29"	6819	42	6345	42				
	30" and over	2800	17	2634	18				
VCR Connected		6715	42	6249	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17423	100	15982	100	13560	100
Age :-	0 - 3	782	4	716	4	646	5
	4 - 9	1194	7	1108	7	1012	7
	10 - 15	1337	8	1234	8	1147	8
	16 - 19	934	5	867	5	787	6
	20 - 24	1137	7	1029	6	909	7
	25 - 34	2069	12	1874	12	1623	12
	35 - 44	2611	15	2400	15	2154	16
	45 - 54	2364	14	2178	14	1914	14
	55 - 64	2205	13	2015	13	1689	12
	65 +	2788	16	2563	16	1680	12
Adults :- Total		14110	100	12925	100	10755	100
AB		2569	18	2369	18	2202	20
C1		3772	27	3426	27	2970	28
C2		3112	22	2872	22	2510	23
D		2610	18	2389	18	1818	17
E		2047	15	1869	14	1255	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8523	100	8900	100	7802	100	8181	100
Age :-								
0 - 15	1695	20	1617	18	1564	20	1493	18
16 - 24	1051	12	1021	11	967	12	929	11
25 - 34	1018	12	1052	12	910	12	964	12
35 - 44	1274	15	1337	15	1166	15	1234	15
45 - 54	1168	14	1197	13	1077	14	1101	13
55 - 64	1086	13	1119	13	987	13	1029	13
65 +	1232	14	1557	17	1133	15	1430	17
Adults :-								
AB	6828	100	7282	100	6238	100	6687	100
AB	1291	19	1277	18	1189	19	1180	18
C1	1795	26	1977	27	1621	26	1805	27
C2	1671	24	1441	20	1542	25	1330	20
D	1270	19	1340	18	1161	19	1228	18
E	800	12	1247	17	724	12	1144	17
Working F/T	3982	58	2293	31	3640	58	2112	32
Working P/T	218	3	1200	16	197	3	1104	17
Not Working	2628	38	3790	52	2401	38	3471	52
Housewives :-								
Working F/T	1541	100	6117	100	1379	100	5611	100
Working F/T	639	41	1851	30	577	42	1701	30
Working P/T	54	4	1110	18	48	3	1020	18
Not Working	848	55	3156	52	754	55	2890	52

West Macro

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3100	100	3036	100	2876	100
Receiving ITV	3036	98	3036	100	2876	100
Receiving Any CH4	3029	98	3029	100	2869	100
Receiving five	2727	88	2727	90	2569	89
Receiving BBC 1	3036	98	3036	100	2876	100
Receiving BBC 2	3036	98	3036	100	2876	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3100	100 100	3036	100 98 100	2876	100 93 95	2276	100 73 75
Social Class :-								
AB	581	19	572	19	535	19	453	20
C1	863	28	847	28	804	28	668	29
C2	650	21	639	21	607	21	532	23
D	536	17	525	17	501	17	351	15
E	470	15	454	15	428	15	272	12
Housewife Age :-								
Under 25	169	5	160	5	154	5	113	5
25 - 34	432	14	420	14	398	14	341	15
35 - 44	587	19	574	19	546	19	485	21
45 - 54	540	17	530	17	498	17	423	19
55 - 64	541	17	530	17	505	18	433	19
65 +	832	27	821	27	774	27	481	21
Size of Household :-								
1	974	31	934	31	885	31	524	23
2	1117	36	1104	36	1053	37	888	39
3	447	14	441	15	414	14	368	16
4	382	12	379	12	357	12	338	15
5 +	180	6	178	6	167	6	158	7
Average Household Size	2.27		2.28		2.28		2.46	
Children :-								
Without	2349	76	2292	76	2174	76	1625	71
With	750	24	744	24	702	24	652	29
0 - 3	254	8	252	8	239	8	221	10
4 - 9	360	12	357	12	337	12	310	14
10 - 15	390	13	386	13	362	13	340	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		3036	100	2876	100				
Possessing:-	Teletext Set	2740	90	2605	91				
	Portable Set	1573	52	1495	52				
Screen Size :-	Under 20"	1710	56	1618	56				
	20 to 29"	2352	77	2225	77				
	30" and over	748	25	713	25				
Household with :-	Single Set	1053	35	995	35				
	Two Sets	1119	37	1062	37				
	3 Sets	520	17	493	17				
	4 Sets	215	7	204	7				
	5+ Sets	129	4	121	4				
VCRs :-	Without	1067	35	987	34				
	With	1969	65	1889	66				
	With 1	1506	50	1444	50				
	With 2+	463	15	445	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		6225	100	5897	100				
Which are :-	Teletext Set	4720	76	4508	76				
	Portable Set	2287	37	2169	37				
Screen Size :-	Under 20"	2554	41	2416	41				
	20 to 29"	2817	45	2667	45				
	30" and over	811	13	773	13				
VCR Connected		2488	40	2386	40				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7037	100	6551	100	5604	100
Age :-	0 - 3	299	4	281	4	261	5
	4 - 9	469	7	439	7	405	7
	10 - 15	526	7	486	7	466	8
	16 - 19	355	5	331	5	311	6
	20 - 24	435	6	398	6	326	6
	25 - 34	790	11	724	11	638	11
	35 - 44	1026	15	958	15	863	15
	45 - 54	941	13	874	13	765	14
	55 - 64	937	13	880	13	765	14
	65 +	1260	18	1179	18	805	14
Adults :- Total		5743	100	5345	100	4473	100
AB		1131	20	1042	19	917	21
C1		1648	29	1537	29	1328	30
C2		1322	23	1241	23	1133	25
D		996	17	930	17	690	15
E		647	11	594	11	405	9

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3441	100	3596	100	3188	100	3363	100
Age :-								
0 - 15	670	19	624	17	620	19	585	17
16 - 24	401	12	389	11	370	12	359	11
25 - 34	392	11	398	11	356	11	368	11
35 - 44	498	14	528	15	462	14	496	15
45 - 54	455	13	486	14	421	13	453	13
55 - 64	461	13	476	13	432	14	448	13
65 +	564	16	696	19	527	17	653	19
Adults :-	2771	100	2972	100	2567	100	2777	100
AB	562	20	569	19	517	20	525	19
C1	776	28	872	29	722	28	815	29
C2	698	25	623	21	652	25	589	21
D	476	17	519	17	441	17	489	18
E	259	9	388	13	235	9	359	13
Working F/T	1592	57	874	29	1475	57	820	30
Working P/T	87	3	501	17	81	3	467	17
Not Working	1093	39	1598	54	1011	39	1491	54
Housewives :-	576	100	2524	100	515	100	2360	100
Working F/T	233	40	714	28	207	40	672	28
Working P/T	22	4	465	18	21	4	435	18
Not Working	322	56	1345	53	288	56	1254	53

MidWest

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7798	100	7630	100	6773	100
Receiving ITV	7630	98	7630	100	6773	100
Receiving Any CH4	7613	98	7613	100	6759	100
Receiving five	7186	92	7186	94	6384	94
Receiving BBC 1	7630	98	7630	100	6773	100
Receiving BBC 2	7630	98	7630	100	6773	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7798	100	7630	100	6773	100	5092	100
		100		98		87		65
				100		89		67
Social Class :-								
AB	1502	19	1481	19	1314	19	1082	21
C1	2121	27	2077	27	1842	27	1467	29
C2	1541	20	1520	20	1353	20	1110	22
D	1374	18	1341	18	1189	18	795	16
E	1260	16	1211	16	1075	16	638	13
Housewife Age :-								
Under 25	442	6	418	5	368	5	264	5
25 - 34	1151	15	1113	15	983	15	801	16
35 - 44	1523	20	1491	20	1332	20	1139	22
45 - 54	1385	18	1359	18	1205	18	996	20
55 - 64	1321	17	1300	17	1156	17	899	18
65 +	1976	25	1950	26	1730	26	993	20
Size of Household :-								
1	2404	31	2303	30	2042	30	1119	22
2	2766	35	2729	36	2406	36	1909	37
3	1167	15	1153	15	1028	15	878	17
4	993	13	984	13	881	13	815	16
5 +	468	6	462	6	417	6	373	7
Average Household Size	2.30		2.31		2.32		2.52	
Children :-								
Without	5824	75	5676	74	5038	74	3549	70
With	1975	25	1954	26	1736	26	1543	30
0 - 3	687	9	679	9	598	9	528	10
4 - 9	953	12	943	12	838	12	742	15
10 - 15	1004	13	996	13	886	13	806	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7630	100	6773	100
Possessing:-	Teletext Set	6821	89	6041	89
	Portable Set	3971	52	3542	52
Screen Size :-	Under 20"	4266	56	3798	56
	20 to 29"	5690	75	5069	75
	30" and over	2210	29	1967	29
Household with :-	Single Set	2740	36	2405	36
	Two Sets	2694	35	2405	36
	3 Sets	1342	18	1188	18
	4 Sets	557	7	501	7
	5+ Sets	298	4	275	4
VCRs :-	Without	2793	37	2488	37
	With	4837	63	4286	63
	With 1	3731	49	3277	48
	With 2+	1106	14	1008	15

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15738	100	14014	100
Which are :-	Teletext Set	11709	74	10399	74
	Portable Set	5820	37	5206	37
Screen Size :-	Under 20"	6392	41	5697	41
	20 to 29"	6794	43	6057	43
	30" and over	2405	15	2135	15
VCR Connected		6155	39	5465	39

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17929	100	15708	100	12846	100
Age :-	0 - 3	816	5	713	5	631	5
	4 - 9	1243	7	1097	7	963	7
	10 - 15	1348	8	1188	8	1080	8
	16 - 19	919	5	815	5	734	6
	20 - 24	1123	6	970	6	768	6
	25 - 34	2130	12	1832	12	1535	12
	35 - 44	2689	15	2362	15	2071	16
	45 - 54	2408	13	2109	13	1800	14
	55 - 64	2281	13	2003	13	1611	13
	65 +	2971	17	2619	17	1653	13
Adults :- Total		14522	100	12710	100	10171	100
AB		2975	20	2615	21	2246	22
C1		4053	28	3537	28	2947	29
C2		3163	22	2803	22	2409	24
D		2584	18	2248	18	1602	16
E		1747	12	1506	12	967	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8823	100	9105	100	7712	100	7996	100
Age :-								
0 - 15	1758	20	1649	18	1541	20	1457	18
16 - 24	1040	12	1002	11	912	12	873	11
25 - 34	1047	12	1083	12	894	12	938	12
35 - 44	1327	15	1361	15	1163	15	1200	15
45 - 54	1187	13	1222	13	1039	13	1070	13
55 - 64	1135	13	1145	13	990	13	1012	13
65 +	1328	15	1643	18	1174	15	1445	18
Adults :-	7065	100	7456	100	6171	100	6538	100
AB	1497	21	1478	20	1315	21	1300	20
C1	1933	27	2119	28	1691	27	1846	28
C2	1680	24	1484	20	1481	24	1322	20
D	1265	18	1319	18	1095	18	1153	18
E	691	10	1056	14	589	10	917	14
Working F/T	4213	60	2318	31	3676	60	2042	31
Working P/T	216	3	1255	17	187	3	1105	17
Not Working	2636	37	3884	52	2308	37	3392	52
Housewives :-	1490	100	6308	100	1249	100	5525	100
Working F/T	643	43	1889	30	532	43	1665	30
Working P/T	53	4	1168	19	47	4	1030	19
Not Working	794	53	3252	52	670	54	2830	51

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	1282	100	1254	100	1153	100	313	100	839	100
Receiving S4C	1153	90	1153	92	1153	100	313	100	839	100
Receiving ITV	1254	98	1254	100	1153	100	313	100	839	100
Receiving CH4	1067	83	1067	85	968	84	260	83	708	84
Receiving five	1139	89	1139	91	1050	91	285	91	765	91
Receiving BBC 1	1254	98	1254	100	1153	100	313	100	839	100
Receiving BBC 2	1254	98	1254	100	1153	100	313	100	839	100

Table 2a Analysis of Households								
	All Households		TV Households		S4C Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1282	100	1254	100	927	100	959	100
		100		98		72		75
				100		74		77
Social Class :-								
AB	197	15	194	15	152	16	127	13
C1	346	27	338	27	262	28	284	30
C2	279	22	275	22	219	24	213	22
D	235	18	230	18	159	17	173	18
E	225	18	216	17	136	15	162	17
Housewife Age :-								
Under 25	77	6	72	6	49	5	58	6
25 - 34	175	14	169	14	138	15	145	15
35 - 44	240	19	234	19	199	21	196	20
45 - 54	224	17	220	18	174	19	180	19
55 - 64	229	18	226	18	171	18	162	17
65 +	337	26	333	27	196	21	219	23
Size of Household :-								
1	400	31	382	30	217	23	258	27
2	449	35	443	35	344	37	359	37
3	199	16	197	16	163	18	155	16
4	158	12	157	13	139	15	121	13
5 +	75	6	74	6	65	7	66	7
Average Household Size	2.29		2.30		2.47		2.37	
Children :-								
Without	953	74	928	74	649	70	700	73
With	329	26	326	26	279	30	259	27
0 - 3	109	9	108	9	91	10	77	8
4 - 9	157	12	156	12	131	14	125	13
10 - 15	171	13	169	14	151	16	142	15
No. of Welsh Speakers :-								
0	942	73	918	73	667	72	767	80
1	189	15	185	15	132	14	110	11
2	95	7	94	8	81	9	57	6
3	33	3	33	3	26	3	16	2
4	17	1	17	1	15	2	6	1
5+	7	1	7	1	5	1	3	0
Average	0.45		0.46		0.50		0.50	

Table 2b Analysis of Households								
	All Households		TV Households		S4C/Welsh Speaking Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1282	100	1254	100	313	100	270	100
		100		98		24		21
				100		25		22
Social Class :-								
AB	197	15	194	15	63	20	56	21
C1	346	27	338	27	87	28	80	30
C2	279	22	275	22	76	24	68	25
D	235	18	230	18	51	16	40	15
E	225	18	216	17	36	11	25	9
Housewife Age :-								
Under 25	77	6	72	6	13	4	11	4
25 - 34	175	14	169	14	43	14	43	16
35 - 44	240	19	234	19	75	24	73	27
45 - 54	224	17	220	18	59	19	55	20
55 - 64	229	18	226	18	51	16	42	15
65 +	337	26	333	27	73	23	46	17
Size of Household :-								
1	400	31	382	30	71	23	45	17
2	449	35	443	35	99	32	86	32
3	199	16	197	16	60	19	55	21
4	158	12	157	13	55	17	58	22
5 +	75	6	74	6	28	9	26	10
Average Household Size	2.29		2.30		2.61		2.79	
Children :-								
Without	953	74	928	74	205	65	163	60
With	329	26	326	26	109	35	107	40
0 - 3	109	9	108	9	30	10	28	11
4 - 9	157	12	156	12	53	17	52	19
10 - 15	171	13	169	14	65	21	65	24
No. of Welsh Speakers :-								
0	942	73	918	73	0	0	0	0
1	189	15	185	15	171	55	137	51
2	95	7	94	8	88	28	84	31
3	33	3	33	3	31	10	27	10
4	17	1	17	1	17	5	16	6
5+	7	1	7	1	6	2	6	2
Average	0.45		0.46		1.72		1.78	

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		S4C Households					
		000's	%	000's	%				
Total		1254	100	1153	100				
Possessing :-	Teletext Set	1186	95	1095	95				
	Portable Set	669	53	623	54				
Screen Size :-	Under 15"	715	57	666	58				
	16 to 19"	958	76	876	76				
	20" and over	343	27	325	28				
Household with :-	Single Set	401	32	358	31				
	Two Sets	496	40	458	40				
	3 Sets	215	17	200	17				
	4 Sets	88	7	85	7				
	5+ Sets	53	4	52	4				
VCRs :-	Without	402	32	356	31				
	With	852	68	797	69				
	With 1	645	51	602	52				
	With 2+	206	16	195	17				

Table 4						TV Set Profile			
			TV Households		S4C Households				
			000's	%	000's	%			
Total			2588	100	2396	100			
Which are :-	Teletext Set		2144	83	1995	83			
	Portable Set		970	37	907	38			
Screen Size :-	Under 20"		1051	41	981	41			
	20 to 29"		1142	44	1042	43			
	30" and over		370	14	349	15			
VCR Connected			1081	42	1010	42			

Table 5a Analysis of Individuals						
	All Households		S4C Households			
			Total		Multichannel	
	000's	%	000's	%	000's	%
Total	2929	100	2667	100	2274	100
Age :-						
0 - 3	125	4	114	4	101	4
4 - 9	202	7	184	7	168	7
10 - 15	229	8	213	8	197	9
16 - 19	154	5	143	5	129	6
20 - 24	187	6	164	6	140	6
25 - 34	329	11	295	11	257	11
35 - 44	417	14	382	14	342	15
45 - 54	390	13	358	13	312	14
55 - 64	389	13	354	13	301	13
65 +	507	17	460	17	327	14
Adults :-						
Total	2373	100	2156	100	1808	100
AB	389	16	360	17	307	17
C1	664	28	605	28	519	29
C2	564	24	516	24	461	25
D	443	19	397	18	320	18
E	313	13	279	13	201	11

Table 5b Analysis of Individuals				
	S4C/Welsh Speaking Individuals			
	Total		Multichannel	
	000's	%	000's	%
Total	549	100	480	100
Age :-				
0 - 3	8	2	7	1
4 - 9	52	10	49	10
10 - 15	75	14	73	15
16 - 19	42	8	41	9
20 - 24	31	6	27	6
25 - 34	51	9	48	10
35 - 44	63	12	59	12
45 - 54	63	11	58	12
55 - 64	65	12	53	11
65 +	99	18	66	14
Adults :-				
Total	413	100	351	100
AB	91	22	79	23
C1	113	27	103	29
C2	107	26	92	26
D	63	15	48	14
E	39	10	27	8

Table 6a Analysis of Individuals								
	All Households				S4C Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1430	100	1499	100	1301	100	1366	100
Age :-								
0 - 15	287	20	269	18	263	20	248	18
16 - 24	174	12	167	11	157	12	150	11
25 - 34	161	11	168	11	143	11	152	11
35 - 44	201	14	216	14	183	14	199	15
45 - 54	191	13	200	13	174	13	183	13
55 - 64	191	13	198	13	174	13	181	13
65 +	226	13	281	19	207	16	253	19
Adults :-	1143	100	1230	100	1038	100	1118	100
AB	192	17	197	16	178	17	182	16
C1	314	27	350	28	286	28	319	29
C2	300	26	264	21	274	26	242	22
D	215	19	228	19	192	19	204	18
E	122	11	191	16	108	10	171	15
Working F/T	635	56	396	32	580	56	359	32
Working P/T	30	3	160	13	28	3	147	13
Not Working	478	42	674	55	431	42	612	55
Housewives :-	239	100	1042	100	207	100	945	100
Working F/T	90	37	331	32	79	38	300	32
Working P/T	6	2	147	14	5	2	135	14
Not Working	144	60	565	54	123	59	511	54

Table 6b		Analysis of Individuals			
	S4C/Welsh Speaking Individuals				
	Males		Females		
	000's	%	000's	%	
Total	257	100	291	100	
Age :-					
0 - 15	67	26	68	23	
16 - 24	33	13	40	14	
25 - 34	22	8	29	10	
35 - 44	30	12	33	11	
45 - 54	30	11	33	11	
55 - 64	32	12	33	11	
65 +	44	17	54	19	
Adults :-	190	100	223	100	
AB	42	22	49	22	
C1	49	26	63	28	
C2	56	29	51	23	
D	29	15	35	16	
E	15	8	25	11	
Working F/T	105	55	78	35	
Working P/T	6	3	30	13	
Not Working	79	42	116	52	
Housewives :-	40	100	179	100	
Working F/T	15	38	64	36	
Working P/T	1	3	27	15	
Not Working	23	58	88	49	

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	26110	100	25485	100	19304	100	8376	100	9625	100	3362	100
Receiving ITV	25485	98	25485	100	19304	100	8376	100	9625	100	3362	100
Receiving Any CH4	25423	97	25423	100	19293	100	8376	100	9625	100	3362	100
Receiving five	24119	92	24119	95	19286	100	8374	100	9625	100	3362	100
Receiving 1+ Non Terrestrial	19304	74	19304	76	19304	100	8376	100	9625	100	3362	100
Receiving BBC 1	25485	98	25485	100	19304	100	8376	100	9625	100	3362	100
Receiving BBC 2	25485	98	25485	100	19304	100	8376	100	9625	100	3362	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	26110	100	25485	100	19304	100	8376	100	9625	100	3362	100
		100		98		74		32		37		13
				100		76		33		38		13
Social Class :-												
AB	5348	20	5257	21	4368	23	1975	24	2253	23	650	19
C1	7236	28	7054	28	5634	29	2453	29	2752	29	1039	31
C2	4900	19	4837	19	3959	21	1826	22	1896	20	722	21
D	4228	16	4117	16	2906	15	1309	16	1362	14	528	16
E	4398	17	4219	17	2437	13	812	10	1362	14	422	13
Housewife Age :-												
Under 25	1443	6	1350	5	1007	5	405	5	491	5	197	6
25 - 34	4172	16	3996	16	3262	17	1578	19	1364	14	621	18
35 - 44	5266	20	5150	20	4392	23	2201	26	1924	20	855	25
45 - 54	4618	18	4533	18	3742	19	1754	21	1807	19	695	21
55 - 64	4287	16	4217	17	3313	17	1365	16	1775	18	510	15
65 +	6326	24	6238	24	3590	19	1073	13	2264	24	484	14
Size of Household :-												
1	8416	32	8012	31	4515	23	1363	16	2646	27	777	23
2	8805	34	8684	34	6964	36	2827	34	3639	38	1146	34
3	3910	15	3866	15	3370	17	1703	20	1501	16	609	18
4	3380	13	3347	13	3039	16	1650	20	1281	13	562	17
5 +	1599	6	1576	6	1416	7	831	10	559	6	268	8
Average Household Size	2.29		2.31		2.50		2.77		2.34		2.55	
Children :-												
Without	19430	74	18879	74	13420	70	5274	63	7149	74	2264	67
With	6681	26	6606	26	5884	30	3102	37	2476	26	1098	33
0 - 3	2361	9	2325	9	2063	11	1074	13	842	9	351	10
4 - 9	3182	12	3149	12	2812	15	1518	18	1138	12	514	15
10 - 15	3373	13	3344	13	3015	16	1636	20	1287	13	594	18

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		25485	100	19304	100	8376	100	9625	100	3362	100
Possessing :-	Teletext Set	22995	90	18305	95	8003	96	9224	96	3105	92
	Portable Set	12789	50	10685	55	4793	57	5469	57	1847	55
Screen Size :-	Under 20"	14032	55	11530	60	5132	61	5934	62	1990	59
	20 to 29"	18307	72	14152	73	5906	71	7355	76	2448	73
	30" and over	7907	31	6523	34	3577	43	2812	29	1109	33
Household with :-	Single Set	9359	37	5555	29	2009	24	2694	28	1014	30
	2 Sets	9094	36	7293	38	3007	36	3706	39	1239	37
	3 Sets	4255	17	3830	20	1855	22	1909	20	655	19
	4 Sets	1797	7	1689	9	931	11	831	9	297	9
	5+ Sets	980	4	937	5	575	7	484	5	157	5
VCRs :-	Without	9040	35	5701	30	2497	30	2692	28	1024	30
	With	16445	65	13603	70	5879	70	6933	72	2338	70
	With 1	12593	49	9754	51	3989	48	4954	51	1670	50
	With 2+	3852	15	3849	20	1889	23	1979	21	668	20

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		52704	100	43455	100	20427	100	21799	100	7489	100
Which are :-	Teletext Set	40134	76	33716	78	16203	79	16855	77	5577	74
	Portable Set	18785	36	16405	38	7780	38	8328	38	2839	38
Screen Size :-	Under 20"	21172	40	18179	42	8541	42	9299	43	3137	42
	20 to 29"	22290	42	17706	41	7677	38	9243	42	3065	41
	30" and over	8749	17	7221	17	4045	20	3102	14	1221	16
VCR Connected		21354	41	18640	43	8437	41	9496	44	3243	43
Sets Receiving 1+ Non-Terrestrial Channels		26840	51	26840	62	13136	64	13605	62	4612	62

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		59877	100	48323	100	23232	100	22523	100	8582	100
Age :-	0 - 3	2784	5	2435	5	1276	5	985	4	416	5
	4 - 9	4177	7	3667	8	1984	9	1474	7	666	8
	10 - 15	4496	8	4022	8	2190	9	1712	8	785	9
	16 - 19	3090	5	2690	6	1425	6	1220	5	515	6
	20 - 24	3805	6	2998	6	1456	6	1370	6	592	7
	25 - 34	7723	13	6232	13	3120	13	2579	11	1179	14
	35 - 44	9227	15	7915	16	4082	18	3382	15	1525	18
	45 - 54	7987	13	6706	14	3287	14	3166	14	1225	14
	55 - 64	7232	12	5823	12	2508	11	3045	14	904	11
	65 +	9357	16	5835	12	1904	8	3590	16	776	9
Adults :-	Total	48420	100	38199	100	17781	100	18352	100	6715	100
	AB	10660	22	8985	24	4252	24	4574	25	1324	20
	C1	13727	28	11280	30	5251	30	5283	29	2114	31
	C2	10059	21	8504	22	4127	23	3960	22	1575	23
	D	7933	16	5799	15	2796	16	2610	14	1067	16
	E	6041	12	3632	10	1355	8	1925	10	636	9

Table 6a Analysis of Individuals								
	All Households				Non-Terr Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29390	100	30487	100	23998	100	24326	100
Age :-								
0 - 15	5871	20	5586	18	5203	22	4921	20
16 - 24	3509	12	3385	11	2899	12	2789	11
25 - 34	3828	13	3895	13	3024	13	3208	13
35 - 44	4557	16	4670	15	3878	16	4036	17
45 - 54	3942	13	4045	13	3286	14	3421	14
55 - 64	3542	12	3690	12	2869	12	2954	12
65 +	4141	14	5216	17	2839	12	2996	12
Adults :-	23520	100	24901	100	18795	100	19404	100
AB	5373	23	5287	21	4547	24	4438	23
C1	6487	28	7240	29	5425	29	5855	30
C2	5389	23	4669	19	4498	24	4006	21
D	3893	17	4040	16	2844	15	2954	15
E	2377	10	3664	15	1480	8	2151	11
Working F/T	14188	60	8041	32	12059	64	6904	36
Working P/T	759	3	4067	16	616	3	3479	18
Not Working	8572	36	12792	51	6119	33	9022	46
Housewives :-	5270	100	20840	100	3307	100	15997	100
Working F/T	2353	45	6431	31	1613	49	5512	34
Working P/T	202	4	3780	18	137	4	3243	20
Not Working	2715	52	10630	51	1557	47	7242	45

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	11830	100	11402	100	10969	100	11555	100	4229	100	4353	100
Age :-												
0 - 15	2858	24	2593	23	2097	19	2074	18	956	23	911	21
16 - 24	1539	13	1341	12	1272	12	1318	11	553	13	553	13
25 - 34	1526	13	1594	14	1257	11	1322	11	564	13	615	14
35 - 44	2012	17	2070	18	1636	15	1746	15	736	17	790	18
45 - 54	1631	14	1657	15	1545	14	1621	14	594	14	631	14
55 - 64	1273	11	1235	11	1473	13	1572	14	446	11	457	11
65 +	992	8	912	8	1689	15	1901	16	380	9	396	9
Adults :-	8972	100	8809	100	8872	100	9480	100	3273	100	3442	100
AB	2179	24	2073	24	2295	26	2280	24	669	20	655	19
C1	2619	29	2632	30	2459	28	2824	30	1006	31	1108	32
C2	2187	24	1940	22	2094	24	1866	20	825	25	750	22
D	1395	16	1400	16	1270	14	1340	14	522	16	544	16
E	591	7	763	9	754	8	1171	12	252	8	385	11
Working F/T	6106	68	3355	38	5381	61	3141	33	2168	66	1335	39
Working P/T	291	3	1661	19	291	3	1649	17	96	3	626	18
Not Working	2575	29	3793	43	3200	36	4691	49	1009	31	1480	43
Housewives :-	1266	100	7110	100	1734	100	7891	100	592	100	2770	100
Working F/T	659	52	2651	37	820	47	2484	31	304	51	1073	39
Working P/T	58	5	1549	22	66	4	1525	19	21	4	579	21
Not Working	548	43	2910	41	847	49	3882	49	267	45	1118	40

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	25485	100	19304	100	8376	100	9625	100	3362	100
London	5871	23	4414	23	1919	23	2071	22	868	26
Midlands	4846	19	3473	18	1541	18	1636	17	648	19
North West	3205	13	2539	13	1020	12	1419	15	424	13
Yorkshire	2951	12	2196	11	1001	12	1120	12	303	9
Central Scotland	1664	7	1267	7	467	6	611	6	320	10
North Scotland	592	2	429	2	225	3	203	2	39	1
Central Scotland & North Scotland	2130	8	1604	8	645	8	769	8	350	10
Wales & West	2283	9	1808	9	910	11	808	8	282	8
South & South East & Ch. Islands	2827	11	2212	11	986	12	1129	12	334	10
North East	1449	6	1189	6	449	5	688	7	183	5
East	2322	9	1655	9	813	10	736	8	263	8
South West	924	4	721	4	312	4	414	4	73	2
Ulster	658	3	390	2	236	3	141	1	50	1
Border	350	1	258	1	164	2	116	1	5	0
West	1334	5	1039	5	418	5	517	5	226	7
Wales	1282	5	1052	5	609	7	419	4	128	4
South & South East	2770	11	2178	11	954	11	1129	12	333	10
Channel Islands	57	0	33	0	32	0	1	0	1	0
Meridian / Anglia	5019	20	3779	20	1750	21	1831	19	583	17
Granada / Border	3487	14	2753	14	1149	14	1522	16	428	13
Yorkshire / Tyne Tees	4094	16	3153	16	1351	16	1671	17	472	14
Granada North	7521	30	5861	30	2475	30	3168	33	894	27
West Macro	3036	12	2390	12	1160	14	1126	12	355	11
MidWest	7630	30	5681	29	2583	31	2688	28	991	29
S4C	1254	5	1027	5	608	7	397	4	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	25485	100	19304	100	8376	100	9625	100	3362	100
London	5013	20	3777	20	1611	19	1763	18	789	23
Midlands	3901	15	2815	15	1176	14	1370	14	568	17
North West	2934	12	2345	12	911	11	1337	14	400	12
Yorkshire	2526	10	1920	10	877	10	983	10	263	8
Central Scotland	1618	6	1253	6	460	5	608	6	316	9
North Scotland	523	2	370	2	204	2	164	2	35	1
Central Scotland & North Scotland	2128	8	1602	8	643	8	769	8	350	10
Wales & West	2110	8	1687	9	869	10	724	8	272	8
South & South East & Ch. Islands	2513	10	1992	10	879	10	1034	11	301	9
North East	1293	5	1072	6	414	5	610	6	173	5
East	1911	7	1411	7	701	8	623	6	217	6
South West	774	3	597	3	257	3	328	3	73	2
Ulster	658	3	390	2	236	3	141	1	50	1
Border	320	1	233	1	150	2	104	1	5	0
West	1073	4	849	4	330	4	428	4	190	6
Wales	1163	5	956	5	584	7	347	4	118	4
South & South East	2456	10	1959	10	847	10	1033	11	301	9
Channel Islands	57	0	33	0	32	0	1	0	1	0
Meridian / Anglia	4418	17	3400	18	1579	19	1656	17	517	15
Granada / Border	3250	13	2574	13	1058	13	1440	15	405	12
Yorkshire / Tyne Tees	3746	15	2928	15	1246	15	1566	16	432	13
Granada North	6990	27	5497	28	2300	27	3005	31	837	25
West Macro	2876	11	2276	12	1120	13	1047	11	344	10
MidWest	6773	27	5092	26	2296	27	2420	25	909	27
S4C	1153	5	959	5	584	7	351	4	116	3

**"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	26110	100	25485	100	25485	100
Receiving ITV	25485	98	25485	100	25485	100
Receiving Any CH4	25423	97	25423	100	25423	100
Receiving five	24119	92	24119	95	24119	95
Receiving BBC 1	25485	98	25485	100	25485	100
Receiving BBC 2	25485	98	25485	100	25485	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	26110	100	25485	100	25485	100	19304	100
		100		98		98		74
				100		100		76
Social Class :-								
AB	5348	20	5257	21	5257	21	4368	23
C1	7236	28	7054	28	7054	28	5634	29
C2	4900	19	4837	19	4837	19	3959	21
D	4228	16	4117	16	4117	16	2906	15
E	4398	17	4219	17	4219	17	2437	13
Housewife Age :-								
Under 25	1443	6	1350	5	1350	5	1007	5
25 - 34	4172	16	3996	16	3996	16	3262	17
35 - 44	5266	20	5150	20	5150	20	4392	23
45 - 54	4618	18	4533	18	4533	18	3742	19
55 - 64	4287	16	4217	17	4217	17	3313	17
65 +	6326	24	6238	24	6238	24	3590	19
Size of Household :-								
1	8416	32	8012	31	8012	31	4515	23
2	8805	34	8684	34	8684	34	6964	36
3	3910	15	3866	15	3866	15	3370	17
4	3380	13	3347	13	3347	13	3039	16
5 +	1599	6	1576	6	1576	6	1416	7
Average Household Size	2.29		2.31		2.31		2.50	
Children :-								
Without	19430	74	18879	74	18879	74	13420	70
With	6681	26	6606	26	6606	26	5884	30
0 - 3	2361	9	2325	9	2325	9	2063	11
4 - 9	3182	12	3149	12	3149	12	2812	15
10 - 15	3373	13	3344	13	3344	13	3015	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		25485	100	25485	100				
Possessing:-	Teletext Set	22995	90	22995	90				
	Portable Set	12789	50	12789	50				
Screen Size :-	Under 20"	14032	55	14032	55				
	20 to 29"	18307	72	18307	72				
	30" and over	7907	31	7907	31				
Household with :-	Single Set	9359	37	9359	37				
	Two Sets	9094	36	9094	36				
	3 Sets	4255	17	4255	17				
	4 Sets	1797	7	1797	7				
	5+ Sets	980	4	980	4				
VCRs :-	Without	9040	35	9040	35				
	With	16445	65	16445	65				
	With 1	12593	49	12593	49				
	With 2+	3852	15	3852	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		52704	100	52704	100				
Which are :-	Teletext Set	40134	76	40134	76				
	Portable Set	18785	36	18785	36				
Screen Size :-	Under 20"	21172	40	21172	40				
	20 to 29"	22290	42	22290	42				
	30" and over	8749	17	8749	17				
VCR Connected		21354	41	21354	41				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		59877	100	58834	100	48323	100
Age :-	0 - 3	2784	5	2738	5	2435	5
	4 - 9	4177	7	4129	7	3667	8
	10 - 15	4496	8	4455	8	4022	8
	16 - 19	3090	5	3044	5	2690	6
	20 - 24	3805	6	3659	6	2998	6
	25 - 34	7723	13	7466	13	6232	13
	35 - 44	9227	15	9068	15	7915	16
	45 - 54	7987	13	7876	13	6706	14
	55 - 64	7232	12	7146	12	5823	12
	65 +	9357	16	9254	16	5835	12
Adults :- Total		48420	100	47512	100	38199	100
AB		10660	22	10519	22	8985	24
C1		13727	28	13431	28	11280	30
C2		10059	21	9967	21	8504	22
D		7933	16	7762	16	5799	15
E		6041	12	5834	12	3632	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29390	100	30487	100	28784	100	30049	100
Age :-								
0 - 15	5871	20	5586	18	5802	20	5520	18
16 - 24	3509	12	3385	11	3408	12	3294	11
25 - 34	3828	13	3895	13	3667	13	3798	13
35 - 44	4557	16	4670	15	4458	15	4611	15
45 - 54	3942	13	4045	13	3872	13	4004	13
55 - 64	3542	12	3690	12	3489	12	3657	12
65 +	4141	14	5216	17	4089	14	5165	17
Adults :-	23520	100	24901	100	22983	100	24529	100
AB	5373	23	5287	21	5293	23	5226	21
C1	6487	28	7240	29	6320	27	7111	29
C2	5389	23	4669	19	5327	23	4640	19
D	3893	17	4040	16	3789	16	3973	16
E	2377	10	3664	15	2255	10	3580	15
Working F/T	14188	60	8041	32	13942	61	7938	32
Working P/T	759	3	4067	16	735	3	4031	16
Not Working	8572	36	12792	51	8305	36	12560	51
Housewives :-	5270	100	20840	100	4952	100	20533	100
Working F/T	2353	45	6431	31	2226	45	6346	31
Working P/T	202	4	3780	18	189	4	3749	18
Not Working	2715	52	10630	51	2537	51	10438	51

Channel Four - London Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6065	100	5871	100	5013	100
Receiving ITV	5871	97	5871	100	5013	100
Receiving Any CH4	5848	96	5848	100	4993	100
Receiving five	5677	94	5677	97	4912	98
Receiving BBC 1	5871	97	5871	100	5013	100
Receiving BBC 2	5871	97	5871	100	5013	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6065	100	5871	100	5013	100	3777	100
		100		97		83		62
				100		85		64
Social Class :-								
AB	1645	27	1610	27	1372	27	1099	29
C1	1810	30	1745	30	1487	30	1185	31
C2	971	16	959	16	792	16	629	17
D	731	12	699	12	595	12	450	12
E	909	15	859	15	767	15	413	11
Housewife Age :-								
Under 25	317	5	289	5	256	5	174	5
25 - 34	1230	20	1159	20	1024	20	799	21
35 - 44	1343	22	1303	22	1120	22	936	25
45 - 54	1042	17	1022	17	873	17	705	19
55 - 64	883	15	867	15	723	14	584	15
65 +	1251	21	1231	21	1018	20	578	15
Size of Household :-								
1	2026	33	1894	32	1627	32	952	25
2	1855	31	1824	31	1528	30	1222	32
3	917	15	904	15	772	15	649	17
4	841	14	832	14	719	14	627	17
5 +	426	7	418	7	368	7	327	9
Average Household Size	2.33		2.36		2.37		2.55	
Children :-								
Without	4467	74	4295	73	3666	73	2606	69
With	1599	26	1575	27	1347	27	1171	31
0 - 3	622	10	610	10	529	11	466	12
4 - 9	758	12	747	13	636	13	559	15
10 - 15	760	13	752	13	639	13	553	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5871	100	5013	100				
Possessing:-	Teletext Set	5065	86	4308	86				
	Portable Set	2581	44	2137	43				
Screen Size :-	Under 20"	3020	51	2527	50				
	20 to 29"	3819	65	3245	65				
	30" and over	1968	34	1694	34				
Household with :-	Single Set	2505	43	2174	43				
	Two Sets	1995	34	1693	34				
	3 Sets	796	14	662	13				
	4 Sets	384	7	328	7				
	5+ Sets	191	3	157	3				
VCRs :-	Without	2327	40	2042	41				
	With	3544	60	2971	59				
	With 1	2685	46	2247	45				
	With 2+	859	15	724	14				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		11613	100	9906	100				
Which are :-	Teletext Set	8407	72	7155	72				
	Portable Set	3755	32	3125	32				
Screen Size :-	Under 20"	4554	39	3817	39				
	20 to 29"	4631	40	3972	40				
	30" and over	2186	19	1895	19				
VCR Connected		4729	41	4004	40				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14149	100	11857	100	9613	100
Age :-	0 - 3	741	5	628	5	553	6
	4 - 9	1014	7	852	7	747	8
	10 - 15	1029	7	864	7	751	8
	16 - 19	686	5	577	5	498	5
	20 - 24	900	6	770	6	612	6
	25 - 34	2297	16	1949	16	1564	16
	35 - 44	2355	17	1986	17	1692	18
	45 - 54	1811	13	1514	13	1273	13
	55 - 64	1464	10	1195	10	979	10
	65 +	1853	13	1521	13	945	10
Adults :-	Total	11364	100	9513	100	7563	100
	AB	3279	29	2749	29	2238	30
	C1	3409	30	2841	30	2381	31
	C2	1987	17	1637	17	1363	18
	D	1405	12	1177	12	941	12
	E	1284	11	1108	12	641	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	7139	100	5864	100	5993	100
Age :-								
0 - 15	1426	20	1358	19	1197	20	1148	19
16 - 24	813	12	772	11	691	12	656	11
25 - 34	1164	17	1133	16	978	17	971	16
35 - 44	1190	17	1165	16	1007	17	979	16
45 - 54	895	13	916	13	744	13	770	13
55 - 64	710	10	753	11	577	10	618	10
65 +	810	12	1042	15	670	11	852	14
Adults :-	5583	100	5781	100	4667	100	4845	100
AB	1670	30	1609	28	1398	30	1351	28
C1	1616	29	1793	31	1350	29	1491	31
C2	1075	19	912	16	884	19	754	16
D	707	13	699	12	596	13	581	12
E	516	9	769	13	440	9	668	14
Working F/T	3586	64	2061	36	3008	64	1761	36
Working P/T	210	4	867	15	175	4	702	14
Not Working	1788	32	2853	49	1484	32	2382	49
Housewives :-	1362	100	4703	100	1113	100	3900	100
Working F/T	710	52	1599	34	588	53	1354	35
Working P/T	60	4	789	17	49	4	633	16
Not Working	592	43	2315	49	476	43	1912	49

Channel Four - South Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	8185	100	8022	100	7290	100
Receiving ITV	8022	98	8022	100	7290	100
Receiving Any CH4	8006	98	8006	100	7275	100
Receiving five	7259	89	7259	90	6556	90
Receiving BBC 1	8022	98	8022	100	7290	100
Receiving BBC 2	8022	98	8022	100	7290	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	8185	100	8022	100	7290	100	5673	100
		100		98		89		69
				100		91		71
Social Class :-								
AB	1814	22	1792	22	1602	22	1336	24
C1	2408	29	2358	29	2144	29	1732	31
C2	1634	20	1609	20	1461	20	1253	22
D	1234	15	1206	15	1120	15	780	14
E	1095	13	1057	13	963	13	572	10
Housewife Age :-								
Under 25	401	5	377	5	348	5	265	5
25 - 34	1166	14	1131	14	1032	14	880	16
35 - 44	1585	19	1558	19	1416	19	1243	22
45 - 54	1444	18	1419	18	1281	18	1077	19
55 - 64	1430	17	1406	18	1278	18	1045	18
65 +	2160	26	2131	27	1934	27	1163	21
Size of Household :-								
1	2542	31	2438	30	2211	30	1275	22
2	2920	36	2888	36	2645	36	2171	38
3	1177	14	1166	15	1056	14	940	17
4	1065	13	1056	13	949	13	885	16
5 +	481	6	475	6	430	6	401	7
Average Household Size	2.29		2.30		2.30		2.49	
Children :-								
Without	6143	75	5998	75	5452	75	3999	70
With	2042	25	2024	25	1838	25	1674	30
0 - 3	697	9	690	9	630	9	569	10
4 - 9	978	12	970	12	881	12	795	14
10 - 15	1057	13	1050	13	950	13	875	15

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8022	100	7290	100
Possessing:-	Teletext Set	7254	90	6610	91
	Portable Set	4116	51	3752	51
Screen Size :-	Under 20"	4578	57	4160	57
	20 to 29"	5938	74	5407	74
	30" and over	2256	28	2032	28
Household with :-	Single Set	2872	36	2588	35
	Two Sets	2887	36	2643	36
	3 Sets	1374	17	1257	17
	4 Sets	562	7	504	7
	5+ Sets	327	4	298	4
VCRs :-	Without	2547	32	2286	31
	With	5476	68	5004	69
	With 1	4227	53	3859	53
	With 2+	1248	16	1144	16

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		16715	100	15180	100				
Which are :-	Teletext Set	12737	76	11617	77				
	Portable Set	6101	36	5552	37				
Screen Size :-	Under 20"	6986	42	6350	42				
	20 to 29"	7132	43	6490	43				
	30" and over	2461	15	2212	15				
VCR Connected		7064	42	6438	42				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		18742	100	16754	100	14124	100
Age :-	0 - 3	823	4	744	4	677	5
	4 - 9	1289	7	1157	7	1049	7
	10 - 15	1424	8	1278	8	1187	8
	16 - 19	946	5	837	5	769	5
	20 - 24	1087	6	952	6	798	6
	25 - 34	2134	11	1893	11	1641	12
	35 - 44	2808	15	2512	15	2245	16
	45 - 54	2529	13	2252	13	1963	14
	55 - 64	2456	13	2208	13	1867	13
	65 +	3246	17	2921	17	1928	14
Adults :- Total		15206	100	13574	100	11211	100
AB		3582	24	3159	23	2716	24
C1		4563	30	4074	30	3479	31
C2		3328	22	2985	22	2665	24
D		2269	15	2060	15	1526	14
E		1464	10	1297	10	826	7

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	9175	100	9567	100	8165	100	8589	100
Age :-								
0 - 15	1820	20	1715	18	1632	20	1548	18
16 - 24	1041	11	992	10	905	11	884	10
25 - 34	1050	11	1083	11	930	11	963	11
35 - 44	1376	15	1432	15	1220	15	1292	15
45 - 54	1235	13	1294	14	1094	13	1158	13
55 - 64	1204	13	1252	13	1079	13	1129	13
65 +	1448	16	1798	19	1305	16	1616	19
Adults :-	7355	100	7852	100	6533	100	7041	100
AB	1795	24	1787	23	1581	24	1578	22
C1	2133	29	2430	31	1893	29	2181	31
C2	1769	24	1560	20	1578	24	1406	20
D	1103	15	1166	15	991	15	1068	15
E	555	8	908	12	489	7	808	11
Working F/T	4471	61	2411	31	3968	61	2152	31
Working P/T	241	3	1384	18	215	3	1246	18
Not Working	2643	36	4056	52	2350	36	3643	52
Housewives :-	1501	100	6684	100	1285	100	6005	100
Working F/T	673	45	1946	29	568	44	1741	29
Working P/T	60	4	1300	19	54	4	1174	20
Not Working	769	51	3438	51	664	52	3089	51

Channel Four - Midlands Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4954	100	4846	100	3901	100
Receiving ITV	4846	98	4846	100	3901	100
Receiving Any CH4	4835	98	4835	100	3892	100
Receiving five	4684	95	4684	97	3826	98
Receiving BBC 1	4846	98	4846	100	3901	100
Receiving BBC 2	4846	98	4846	100	3901	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4954	100	4846	100	3901	100	2815	100
		100		98		79		57
				100		80		58
Social Class :-								
AB	976	20	964	20	783	20	629	22
C1	1334	27	1307	27	1038	27	802	28
C2	944	19	933	19	746	19	576	20
D	880	18	856	18	687	18	443	16
E	820	17	786	16	646	17	365	13
Housewife Age :-								
Under 25	284	6	268	6	214	5	152	5
25 - 34	753	15	726	15	584	15	459	16
35 - 44	997	20	976	20	787	20	655	23
45 - 54	894	18	877	18	711	18	573	20
55 - 64	819	17	808	17	651	17	465	17
65 +	1208	24	1191	25	955	24	512	18
Size of Household :-								
1	1509	30	1446	30	1155	30	593	21
2	1732	35	1708	35	1356	35	1019	36
3	760	15	750	15	615	16	511	18
4	646	13	640	13	523	13	475	17
5 +	307	6	302	6	251	6	217	8
Average Household Size	2.32		2.33		2.35		2.57	
Children :-								
Without	3660	74	3567	74	2866	73	1922	68
With	1293	26	1279	26	1035	27	893	32
0 - 3	454	9	447	9	360	9	309	11
4 - 9	624	13	618	13	500	13	432	15
10 - 15	652	13	646	13	524	13	467	17

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		4846	100	3901	100				
Possessing:-	Teletext Set	4289	88	3438	88				
	Portable Set	2532	52	2051	53				
Screen Size :-	Under 20"	2708	56	2183	56				
	20 to 29"	3526	73	2847	73				
	30" and over	1533	32	1252	32				
Household with :-	Single Set	1771	37	1411	36				
	Two Sets	1663	34	1340	34				
	3 Sets	862	18	697	18				
	4 Sets	362	7	297	8				
	5+ Sets	188	4	155	4				
VCRs :-	Without	1798	37	1495	38				
	With	3048	63	2406	62				
	With 1	2350	48	1836	47				
	With 2+	699	14	569	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		10071	100	8126	100				
Which are :-	Teletext Set	7372	73	5898	73				
	Portable Set	3752	37	3050	38				
Screen Size :-	Under 20"	4086	41	3289	40				
	20 to 29"	4204	42	3391	42				
	30" and over	1673	17	1362	17				
VCR Connected		3914	39	3093	38				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11494	100	9165	100	7246	100
Age :-	0 - 3	543	5	432	5	373	5
	4 - 9	814	7	656	7	559	8
	10 - 15	877	8	704	8	615	8
	16 - 19	600	5	486	5	425	6
	20 - 24	717	6	572	6	441	6
	25 - 34	1400	12	1106	12	895	12
	35 - 44	1766	15	1406	15	1210	17
	45 - 54	1555	14	1239	14	1035	14
	55 - 64	1415	12	1124	12	845	12
	65 +	1808	16	1439	16	848	12
Adults :-							
	Total	9260	100	7373	100	5699	100
	AB	1955	21	1582	21	1330	23
	C1	2545	27	1997	27	1623	28
	C2	1953	21	1565	21	1275	22
	D	1668	18	1319	18	910	16
	E	1139	12	910	12	561	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5684	100	5810	100	4529	100	4636	100
Age :-								
0 - 15	1153	20	1080	19	921	20	872	19
16 - 24	673	12	645	11	543	12	515	11
25 - 34	687	12	713	12	538	12	568	12
35 - 44	880	15	886	15	702	16	704	15
45 - 54	773	14	782	13	619	14	621	13
55 - 64	709	12	706	12	560	12	565	12
65 +	809	14	999	17	647	14	792	17
Adults :-								
AB	991	22	964	20	803	22	779	21
C1	1222	27	1323	28	968	27	1030	27
C2	1041	23	912	19	830	23	734	20
D	830	18	838	18	655	18	664	18
E	447	10	692	15	353	10	557	15
Working F/T	2776	61	1525	32	2206	61	1221	32
Working P/T	137	3	802	17	107	3	643	17
Not Working	1617	36	2403	51	1295	36	1901	51
Housewives :-								
Working F/T	434	45	1244	31	326	44	992	31
Working P/T	33	3	748	19	26	4	599	19
Not Working	491	51	2004	50	381	52	1576	50

Channel Four - North Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7390	100	7257	100	6678	100
Receiving ITV	7257	98	7257	100	6678	100
Receiving Any CH4	7245	98	7245	100	6666	100
Receiving five	7019	95	7019	97	6495	97
Receiving BBC 1	7257	98	7257	100	6678	100
Receiving BBC 2	7257	98	7257	100	6678	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7390	100	7257	100	6678	100	5271	100
		100		98		90		71
				100		92		73
Social Class :-								
AB	1214	16	1195	16	1102	16	1014	19
C1	1922	26	1892	26	1728	26	1440	27
C2	1465	20	1452	20	1334	20	1125	21
D	1339	18	1315	18	1209	18	875	17
E	1449	20	1403	19	1305	20	817	16
Housewife Age :-								
Under 25	434	6	415	6	385	6	319	6
25 - 34	1095	15	1058	15	977	15	830	16
35 - 44	1457	20	1433	20	1323	20	1158	22
45 - 54	1309	18	1290	18	1186	18	1029	20
55 - 64	1255	17	1240	17	1136	17	913	17
65 +	1839	25	1822	25	1669	25	1022	19
Size of Household :-								
1	2354	32	2267	31	2090	31	1245	24
2	2550	35	2526	35	2318	35	1930	37
3	1151	16	1140	16	1048	16	971	18
4	920	12	913	13	841	13	776	15
5 +	415	6	411	6	380	6	350	7
Average Household Size	2.28		2.29		2.29		2.47	
Children :-								
Without	5484	74	5369	74	4932	74	3678	70
With	1906	26	1888	26	1746	26	1593	30
0 - 3	654	9	644	9	593	9	537	10
4 - 9	894	12	887	12	823	12	756	14
10 - 15	986	13	979	13	905	14	837	16

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		7257	100	6678	100				
Possessing:-	Teletext Set	6799	94	6257	94				
	Portable Set	3839	53	3546	53				
Screen Size :-	Under 20"	4083	56	3767	56				
	20 to 29"	5253	72	4819	72				
	30" and over	2430	33	2262	34				
Household with :-	Single Set	2417	33	2191	33				
	Two Sets	2654	37	2466	37				
	3 Sets	1324	18	1224	18				
	4 Sets	539	7	494	7				
	5+ Sets	323	4	303	5				
VCRs :-	Without	2325	32	2160	32				
	With	4932	68	4518	68				
	With 1	3727	51	3389	51				
	With 2+	1205	17	1129	17				

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15574	100	14367	100
Which are :-	Teletext Set	12376	79	11390	79
	Portable Set	5671	36	5217	36
Screen Size :-	Under 20"	6230	40	5729	40
	20 to 29"	6558	42	6044	42
	30" and over	2728	18	2545	18
VCR Connected		6458	41	5946	41

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		16826	100	15283	100	13004	100
Age :-	0 - 3	757	4	686	4	622	5
	4 - 9	1156	7	1062	7	969	7
	10 - 15	1292	8	1182	8	1097	8
	16 - 19	906	5	833	5	759	6
	20 - 24	1105	7	992	6	880	7
	25 - 34	2018	12	1811	12	1572	12
	35 - 44	2525	15	2297	15	2062	16
	45 - 54	2270	13	2069	14	1822	14
	55 - 64	2120	13	1916	13	1612	12
	65 +	2676	16	2435	16	1608	12
Adults :- Total		13621	100	12353	100	10315	100
AB		2462	18	2243	18	2099	20
C1		3657	27	3288	27	2865	28
C2		3004	22	2742	22	2406	23
D		2515	18	2280	18	1732	17
E		1983	15	1800	15	1213	12

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	8232	100	8594	100	7459	100	7823	100
Age :-								
0 - 15	1638	20	1567	18	1496	20	1434	18
16 - 24	1020	12	992	12	931	12	894	11
25 - 34	993	12	1025	12	880	12	931	12
35 - 44	1231	15	1294	15	1115	15	1182	15
45 - 54	1125	14	1145	13	1026	14	1043	13
55 - 64	1042	13	1078	13	935	13	981	13
65 +	1182	14	1494	17	1076	14	1359	17
Adults :-								
AB	1239	19	1223	17	1126	19	1116	17
C1	1742	26	1915	27	1558	26	1731	27
C2	1614	24	1390	20	1472	25	1270	20
D	1225	19	1290	18	1110	19	1170	18
E	774	12	1209	17	697	12	1103	17
Working F/T	3843	58	2220	32	3473	58	2023	32
Working P/T	211	3	1149	16	189	3	1045	16
Not Working	2539	39	3658	52	2301	39	3321	52
Housewives :-								
Working F/T	620	41	1792	30	555	42	1629	30
Working P/T	52	3	1062	18	45	3	964	18
Not Working	824	55	3040	52	726	55	2759	52

Channel Four - Scotland Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2539	100	2477	100	2447	100
Receiving ITV	2477	98	2477	100	2447	100
Receiving Any CH4	2472	97	2472	100	2443	100
Receiving five	2307	91	2307	93	2282	93
Receiving BBC 1	2477	98	2477	100	2447	100
Receiving BBC 2	2477	98	2477	100	2447	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2539	100	2477	100	2447	100	1834	100
		100		98		96		72
				100		99		74
Social Class :-								
AB	444	17	435	18	428	17	337	18
C1	684	27	663	27	657	27	512	28
C2	485	19	480	19	473	19	393	21
D	488	19	475	19	470	19	351	19
E	439	17	424	17	420	17	242	13
Housewife Age :-								
Under 25	145	6	133	5	133	5	92	5
25 - 34	363	14	348	14	346	14	281	15
35 - 44	492	19	482	19	476	19	413	23
45 - 54	484	19	476	19	470	19	385	21
55 - 64	425	17	417	17	411	17	321	18
65 +	629	25	621	25	612	25	342	19
Size of Household :-								
1	891	35	850	34	840	34	468	26
2	859	34	844	34	832	34	667	36
3	366	14	363	15	359	15	311	17
4	302	12	300	12	297	12	281	15
5 +	121	5	121	5	120	5	107	6
Average Household Size	2.19		2.20		2.21		2.41	
Children :-								
Without	1933	76	1876	76	1852	76	1291	70
With	607	24	601	24	596	24	543	30
0 - 3	200	8	197	8	195	8	171	9
4 - 9	285	11	283	11	280	11	256	14
10 - 15	309	12	307	12	304	12	284	15

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		2477	100	2447	100				
Possessing:-	Teletext Set	2276	92	2249	92				
	Portable Set	1319	53	1308	53				
Screen Size :-	Under 20"	1409	57	1396	57				
	20 to 29"	1874	76	1849	76				
	30" and over	694	28	688	28				
Household with :-	Single Set	853	34	841	34				
	Two Sets	906	37	893	36				
	3 Sets	445	18	443	18				
	4 Sets	201	8	200	8				
	5+ Sets	71	3	71	3				
VCRs :-	Without	893	36	888	36				
	With	1584	64	1560	64				
	With 1	1221	49	1201	49				
	With 2+	362	15	359	15				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		5153	100	5096	100				
Which are :-	Teletext Set	3957	77	3914	77				
	Portable Set	1920	37	1905	37				
Screen Size :-	Under 20"	2081	40	2063	40				
	20 to 29"	2282	44	2251	44				
	30" and over	770	15	763	15				
VCR Connected		2033	39	2004	39				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5556	100	5399	100	4423	100
Age :-	0 - 3	231	4	226	4	198	4
	4 - 9	366	7	360	7	325	7
	10 - 15	400	7	394	7	372	8
	16 - 19	285	5	278	5	240	5
	20 - 24	349	6	329	6	257	6
	25 - 34	660	12	634	12	531	12
	35 - 44	852	15	829	15	733	17
	45 - 54	804	14	783	15	661	15
	55 - 64	704	13	685	13	556	13
	65 +	905	16	881	16	549	12
Adults :- Total		4559	100	4419	100	3528	100
AB		863	19	837	19	695	20
C1		1263	28	1219	28	997	28
C2		975	21	954	22	822	23
D		882	19	854	19	666	19
E		576	13	555	13	348	10

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2689	100	2867	100	2602	100	2797	100
Age :-								
0 - 15	514	19	483	17	504	19	476	17
16 - 24	322	12	312	11	307	12	300	11
25 - 34	323	12	337	12	307	12	327	12
35 - 44	408	15	443	15	396	15	433	15
45 - 54	389	14	415	14	377	14	406	15
55 - 64	345	13	359	13	334	13	351	13
65 +	388	14	517	18	377	14	504	18
Adults :-	2175	100	2384	100	2098	100	2321	100
AB	426	20	437	18	412	20	424	18
C1	575	26	688	29	552	26	668	29
C2	528	24	447	19	516	25	438	19
D	423	19	458	19	408	19	446	19
E	222	10	354	15	210	10	345	15
Working F/T	1282	59	766	32	1246	59	749	32
Working P/T	55	3	402	17	51	2	393	17
Not Working	839	39	1215	51	801	38	1179	51
Housewives :-	499	100	2040	100	462	100	1985	100
Working F/T	194	39	630	31	182	39	614	31
Working P/T	16	3	382	19	14	3	374	19
Not Working	289	58	1029	50	266	58	998	50

Channel Four - Ulster Macro Region

Table 1 Television Reception						
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	680	100	658	100	658	100
Receiving ITV	658	97	658	100	658	100
Receiving Any CH4	654	96	654	99	654	99
Receiving RTE	360	53	360	55	360	55
Receiving five	561	82	561	85	561	85
Receiving BBC 1	658	97	658	100	658	100
Receiving BBC 2	658	97	658	100	658	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	680	100	658	100	658	100	390	100
		100		97		97		57
				100		100		59
Social Class :-								
AB	102	15	101	15	101	15	76	19
C1	159	23	155	24	155	24	105	27
C2	144	21	141	21	141	21	92	24
D	107	16	105	16	105	16	57	15
E	168	25	157	24	157	24	60	15
Housewife Age :-								
Under 25	33	5	32	5	32	5	19	5
25 - 34	110	16	107	16	107	16	79	20
35 - 44	146	21	143	22	143	22	100	26
45 - 54	128	19	125	19	125	19	79	20
55 - 64	108	16	104	16	104	16	64	16
65 +	155	23	147	22	147	22	49	13
Size of Household :-								
1	202	30	188	29	188	29	67	17
2	198	29	194	29	194	29	119	31
3	108	16	107	16	107	16	76	19
4	104	15	102	15	102	15	75	19
5 +	68	10	67	10	67	10	53	14
Average Household Size	2.51		2.54		2.54		2.87	
Children :-								
Without	474	70	455	69	455	69	235	60
With	206	30	203	31	203	31	155	40
0 - 3	72	11	72	11	72	11	55	14
4 - 9	102	15	100	15	100	15	78	20
10 - 15	108	16	106	16	106	16	83	21

Table 3						Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		658	100	658	100				
Possessing:-	Teletext Set	613	93	613	93				
	Portable Set	313	48	313	48				
Screen Size :-	Under 20"	338	51	338	51				
	20 to 29"	507	77	507	77				
	30" and over	184	28	184	28				
Household with :-	Single Set	265	40	265	40				
	Two Sets	241	37	241	37				
	3 Sets	96	15	96	15				
	4 Sets	29	4	29	4				
	5+ Sets	27	4	27	4				
VCRs :-	Without	277	42	277	42				
	With	381	58	381	58				
	With 1	324	49	324	49				
	With 2+	57	9	57	9				

Table 4						TV Set Profile			
		TV Households		Home ITV Households					
		000's	%	000's	%				
Total		1283	100	1283	100				
Which are :-	Teletext Set	1098	86	1098	86				
	Portable Set	446	35	446	35				
Screen Size :-	Under 20"	482	38	482	38				
	20 to 29"	596	46	596	46				
	30" and over	202	16	202	16				
VCR Connected		441	34	441	34				

Table 5 Analysis of Individuals							
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1707	100	1669	100	1119	100
Age :-	0 - 3	84	5	83	5	64	6
	4 - 9	139	8	135	8	103	9
	10 - 15	150	9	149	9	114	10
	16 - 19	107	6	106	6	74	7
	20 - 24	115	7	112	7	74	7
	25 - 34	221	13	216	13	158	14
	35 - 44	255	15	250	15	183	16
	45 - 54	223	13	218	13	147	13
	55 - 64	185	11	179	11	115	10
	65 +	228	13	219	13	88	8
Adults :-	Total	1334	100	1301	100	839	100
	AB	225	17	222	17	174	21
	C1	334	25	327	25	230	27
	C2	327	24	321	25	219	26
	D	211	16	206	16	120	14
	E	238	18	225	17	95	11

Table 6 Analysis of Individuals								
	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	837	100	871	100	816	100	853	100
Age :-								
0 - 15	193	23	180	21	190	23	178	21
16 - 24	112	13	110	13	110	13	108	13
25 - 34	108	13	113	13	106	13	110	13
35 - 44	125	15	131	15	122	15	129	15
45 - 54	109	13	113	13	107	13	111	13
55 - 64	90	11	95	11	87	11	92	11
65 +	99	12	130	15	95	12	125	15
Adults :-	643	100	691	100	626	100	675	100
AB	114	18	111	16	113	18	109	16
C1	158	25	176	26	154	25	173	26
C2	173	27	154	22	169	27	151	22
D	101	16	110	16	99	16	107	16
E	97	15	141	20	91	15	135	20
Working F/T	389	60	213	31	381	61	210	31
Working P/T	14	2	100	14	13	2	98	15
Not Working	241	37	377	55	231	37	367	54
Housewives :-	117	100	564	100	107	100	551	100
Working F/T	50	43	165	29	47	44	163	30
Working P/T	3	2	96	17	3	3	95	17
Not Working	64	55	302	54	57	54	293	53

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	4312	1034	1017	169 (L)	692 (S)	156
London/East	1575	389	378	200 (L)	107 (E)	71
Midlands/North West	1371	268	266	159 (M)	84 (NW)	15
Midlands/Yorkshire	1657	438	433	198 (M)	160 (Y)	74
Midlands/Wales	1555	255	252	58 (M)	161 (W)	29
Midlands/East	2369	523	512	55 (M)	432 (E)	24
North West/Yorshire	183	44	42	34 (NW)	5 (Y)	4
North West/Wales	2044	222	219	92 (NW)	56 (W)	70
North West/Border	1086	70	68	21 (NW)	42 (B)	4
Yorkshire/North East	1173	312	306	150 (Y)	83 (NE)	73
Yorkshire/East	326	96	95	7 (Y)	81 (E)	7
South/Wales	71	18	17	7 (S)	7 (W)	3
South West/Wales	2042	158	156	12 (SW)	137 (W)	7
North East/Border	291	18	18	8 (NE)	6 (B)	4
Scotland/Border	96	3	3	* (SC)	2 (B)	1
London/Midlands/South	94	15	15	8 (L)	1 (M) 2 (S)	* (L/M) 3 (L/S) 1 (M/S)
London/Midlands/East	186	48	48	5 (L)	1 (M) 31 (E)	1 (L/M) 7 (L/E) 1 (M/E)
London/South/East	655	131	130	87 (L)	3 (S) 16 (E)	4 (L/S) 15 (L/E) 1 (S/E)
Midlands/Yorkshire/East	199	66	66	17 (M)	27 (Y) 10 (E)	4 (M/Y) 2 (M/E) 1 (Y/E)
South/South West/Wales	231	16	15	2 (S)	1 (SW) 9 (W)	* (S/SW) 1 (S/W) 1 (SW/W)
TOTAL	21516	4124	4058	3445		597

**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	10396	2429	2402	415
London/East	3984	942	924	187
Midlands/North West	3318	630	628	38
Midlands/Yorkshire	3883	1000	992	185
Midlands/Wales	3621	602	595	77
Midlands/East	5532	1195	1177	67
North West/Yorshire	469	113	110	10
North West/Wales	4679	511	507	167
North West/Border	2388	154	151	9
Yorkshire/North East	2720	692	683	184
Yorkshire/East	696	209	207	17
South/Wales	166	41	40	8
South West/Wales	4641	354	351	17
North East/Border	626	38	38	9
Scotland/Border	233	8	7	2
London/Midlands/South	224	34	34	* * (L/M) 6 (L/S) 3 (M/S)
London/Midlands/East	448	111	110	5 2 (L/M) 18 (L/E) 2 (M/E)
London/South/East	1576	301	300	11 9 (L/S) 44 (L/E) 3 (S/E)
Midlands/Yorkshire/East	457	147	146	10 16 (M/Y) 5 (M/E) 2 (Y/E)
South/South West/Wales	506	34	33	1 * (S/SW) 3 (SW) 2 (SW/W)
TOTAL	50563	9545	9437	1534

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	6822	468	257	6	680	17
Midlands	7431	487	153	5	395	15
North West	4684	232	93	0	223	0
Yorkshire	3538	349	165	4	413	10
North East	1464	91	77	0	192	0
Scotland	96	*	1	0	2	0
South & South east	5363	706	170	5	448	13
East	5310	678	130	9	345	26
South West	2273	13	7	*	20	1
Border	1473	51	9	0	19	0
Wales & West	5943	371	112	*	275	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	6542	1554	1526	455 (L)	820 (S)		251
Midlands/North	3028	706	699	357 (M)	244 (N)		89
Midlands/South	3924	778	764	113 (M)	593 (S)		54
North/Scotland	1377	88	86	29 (N)	48 (SC)		8
North/South	2370	318	314	99 (N)	137 (S)		77
London/Midlands/South	280	63	63	13 (L)	2 (M)	34 (S)	2 1 (L/M) 10 (L/S) 2 (M/S)
Midlands/North/South	199	66	66	17 (M)	27 (N)	10 (S)	4 6 (M/N) 2 (M/S) 1 (N/S)
TOTAL	17720	3573	3518	2996			506

Overlap Area	Sample Size	Population Estimates (000's)			
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds	
London/South	15956	3672	3625	665	
Midlands/North	7201	1631	1621	222	
Midlands/South	9153	1797	1772	145	
North/Scotland	3014	193	189	17	
North/South	5375	720	714	183	
London/Midlands/South	672	145	145	2 (L/M)	25 (L/S) 5 (M/S)
Midlands/North/South	457	147	146	16 (M/N)	5 (M/S) 2 (N/S)
TOTAL	41828	8304	8212	1304	

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	6822	468	261	2	692	6
South	13315	1592	398	5	1034	15
Midlands	7431	487	153	5	395	15
North	6974	400	181	4	442	10
Scotland	1377	48	8	0	17	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 2005 to June 2007. 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	263	1133	4.5	*	-	-	-	-	3.7	1.8	-	-	-
Midlands	159	700	*	5.0	0.5	2.4	-	-	*	1.1	-	-	1.0
North West	93	981	-	0.8	6.4	0.2	-	-	-	-	-	0.2	2.5
Yorkshire	168	645	-	2.7	0.1	5.2	1.7	-	-	0.3	-	-	-
North East	77	350	-	-	-	5.8	4.0	-	-	-	-	0.3	-
Scotland	1	21	-	-	-	-	-	3.3	-	-	-	6.7	-
South & South East	175	773	3.9	*	-	-	-	-	5.8	0.1	*	-	0.1
East	140	594	3.7	1.0	-	0.3	-	-	0.1	4.9	-	-	-
South West	8	106	-	-	-	-	-	-	0.2	-	4.4	-	5.4
Border	9	153	-	-	2.9	-	2.2	0.3	-	-	-	4.7	-
Wales & West	112	1102	-	1.2	4.2	-	-	-	0.2	-	0.3	-	4.1
# = 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	4868	19.11
Midlands	3821	15.00
North West	2900	11.39
Yorkshire	2445	9.60
North East	1247	4.89
Scotland	2127	8.35
South, South East & Channel Islands	2439	9.58
East	1839	7.22
South West	769	3.02
Border	316	1.24
Wales & West	2044	8.02
Ulster	658	2.58
All Areas	25473	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	263	1133	4.5	5.5	*	-	-	-
South	404	2262	2.9	5.1	0.7	1.2	-	-
Midlands	159	700	*	2.1	5.0	2.9	-	-
North	185	1356	-	1.5	2.9	5.4	0.2	-
Scotland	8	132	-	-	-	5.5	4.5	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4868	19.11
South	7093	27.84
Midlands	3821	15.00
North	6593	25.88
Scotland	2443	9.59
Ulster	658	2.58
All Areas	25475	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 2005 and June 2007.

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 2005 - Jun 2007										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	159586		37408		28224		15867		11771	
Shop / Business	2112		509		349		247		123	
Demolished / Incomplete	610		61		91		48		32	
Empty	12375		1919		2064		1496		686	
Holiday Home	1638		39		106		184		59	
Other Non Effective	4412		748		767		600		222	
Eligible Addresses	138439		34132		24847		13292		10649	
Substitute Addresses	20693		3244		3319		2501		1098	
Multiple Occupancy Addresses	2226		1434		103		70		81	
Additional Households	2846		615		441		426		143	
Total Households	164204	100%	39425	100%	28710	100%	16289	100%	11971	100%
Non Contacts	28792	18%	9565	24%	4467	16%	2871	18%	1590	13%
No English Spoken	297	*	154	*	57	*	14	*	9	*
Refusals	22983	14%	7003	18%	3801	13%	2521	15%	1850	15%
Total Interviews	112132	68%	22703	58%	20385	71%	10883	67%	8522	71%
* = Less than 0.5%										

Response Analysis: Jul 2005 - Jun 2007										
	NE		E		SW		Uls		Bor	
Addresses Issued	7222		13617		7368		8632		4301	
Shop / Business	75		158		76		218		87	
Demolished / Incomplete	22		73		31		85		19	
Empty	572		973		488		760		502	
Holiday Home	79		106		202		54		221	
Other Non Effective	128		395		224		484		192	
Eligible Addresses	6346		11912		6347		7031		3280	
Substitute Addresses	865		1650		1002		1542		998	
Multiple Occupancy Addresses	37		71		44		9		15	
Additional Households	100		230		108		218		169	
Total Households	7348	100%	13863	100%	7501	100%	8800	100%	4462	100%
Non Contacts	973	13%	2163	16%	1305	17%	1462	17%	818	18%
No English Spoken	5	*	27	*	3	*	10	*	3	*
Refusals	1012	14%	1846	13%	1189	16%	551	6%	430	10%
Total Interviews	5358	73%	9827	71%	5004	67%	6777	77%	3211	72%
* = Less than 0.5%										

Response Analysis: Jul 2005 - Jun 2007										
	S		W&W		CSco		NSco		CI	
Addresses Issued	15822		27076		10431		3820		627	
Shop / Business	170		304		139		66		3	
Demolished / Incomplete	32		99		102		16		4	
Empty	886		3008		891		496		26	
Holiday Home	138		575		70		182		3	
Other Non Effective	376		982		228		152		40	
Eligible Addresses	14220		22108		9001		2908		551	
Substitute Addresses	1573		4869		1398		887		73	
Multiple Occupancy Addresses	165		185		63		64		28	
Additional Households	329		381		227		91		15	
Total Households	16287	100%	27543	100%	10689	100%	3950	100%	667	100%
Non Contacts	2755	17%	3991	14%	1438	13%	491	12%	205	31%
No English Spoken	18	*	18	*	10	*	1	*	0	*
Refusals	2788	17%	2377	9%	1490	14%	476	12%	43	6%
Total Interviews	10726	66%	21157	77%	7751	73%	2982	75%	419	63%
* = 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”.

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 2005 to June 2007.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

			Home ITV Households	
	All Households	TV Households	Total	Multichannel
All Areas	112132	109719	109719	18609
London	22702	22093	18531	3652
Midlands	20386	20000	15348	2718
North West	10883	10730	8565	2255
Yorkshire	8522	8367	6785	1845
Central Scotland	7751	7581	7335	1214
North Scotland	2982	2913	2487	356
Central & North Scotland	10049	9821	9750	1549
Wales & West	21153	20755	19699	1631
South & South East & Ch. Is	11145	10977	9435	1917
North East	5358	5286	4653	1030
East	9827	9642	7963	1361
South West	5000	4905	2950	573
Ulster	6777	6554	6554	377
Border	3211	3154	2675	223
West	9795	9623	6567	821
Wales	16166	15837	14948	924
South & South East	10726	10568	9026	1885
Channel Islands	419	409	409	32
Meridian / Anglia	20317	19967	17371	3275
Granada/ Border	13008	12824	11173	2475
Yorkshire / Tyne Tees	12707	12498	11153	2814
Granada North	25241	24857	22241	5283
West Macro	23880	23418	22545	2196
MidWest	42711	41884	38008	4914
S4C	16470	16141	16141	992
S4C Welsh Speaking	4209	4165	4165	278
Ch4 - All Macro Regions	112132	109719	109719	18609
Ch4 - London Macro Region	22702	22093	18531	3652
Ch4 - South Macro Region	43895	43088	39881	5467
Ch4 - Midlands Macro Region	20386	20000	15348	2718
Ch4 - North Macro Region	23407	23050	19698	5067
Ch4 - Scotland Macro Region	13164	12880	12405	1772
Ch4 - Ulster Macro Region	6777	6554	6554	377

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	228298	228298
London	44857	37653
Midlands	42102	32391
North West	23041	18436
Yorkshire	18302	15030
Central Scotland	15702	15199
North Scotland	6164	5309
Central & North Scotland	20491	20324
Wales & West	42891	40892
South & South East & Ch. Is	23430	20191
North East	11430	10091
East	20532	16808
South West	10195	6009
Ulster	12670	12670
Border	6620	5707
West	19800	13966
Wales	32653	31006
South & South East	22408	19169
Channel Islands	1022	1022
Meridian / Anglia	42459	36913
Granada/ Border	27582	23999
Yorkshire / Tyne Tees	27137	24383
Granada North	53708	48170
West Macro	48326	46640
MidWest	87091	79338
S4C	33432	33432
S4C Welsh Speaking	9503	9503
Ch4 - All Macro Regions	228298	228298
Ch4 - London Macro Region	44857	37653
Ch4 - South Macro Region	90194	83466
Ch4 - Midlands Macro Region	42102	32391
Ch4 - North Macro Region	49767	42759
Ch4 - Scotland Macro Region	26895	25989
Ch4 - Ulster Macro Region	12670	12670

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV	
		Total	Multichannel
All Areas	263002	263002	46685
London	55633	46101	9313
Midlands	48688	37187	7014
North West	25161	19787	5553
Yorkshire	19930	16066	4673
Central Scotland	17094	16276	2917
North Scotland	6617	5598	871
Central & North Scotland	22219	21692	3735
Wales & West	48383	45400	4025
South & South East & Ch. Is	26184	22201	4753
North East	12382	10834	2477
East	23251	18875	3490
South West	11360	6733	1408
Ulster	16459	16083	1084
Border	7126	6022	548
West	22169	15087	2034
Wales	37109	34645	2280
South & South East	25182	21220	4670
Channel Islands	1002	981	84
Meridian / Anglia	47859	41002	8232
Granada/ Border	29899	25666	6093
Yorkshire / Tyne Tees	29592	26151	6985
Granada North	58396	51622	13065
West Macro	54596	51860	5413
MidWest	99663	89375	12423
S4C	37894	37894	2442
S4C Welsh Speaking	7315	7315	499
Ch4 - All Macro Regions	263002	258799	46685
Ch4 - London Macro Region	55633	46101	9313
Ch4 - South Macro Region	101783	92773	13639
Ch4 - Midlands Macro Region	48688	37187	7014
Ch4 - North Macro Region	54284	45883	12531
Ch4 - Scotland Macro Region	29112	27665	4281
Ch4 - Ulster Macro Region	16459	16083	1084

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multichannel
All Areas	211271	211271	36875
London	43872	36264	7321
Midlands	38835	29623	5511
North West	20251	15931	4387
Yorkshire	15947	12790	3690
Central Scotland	13967	13271	2320
North Scotland	5466	4599	703
Central & North Scotland	18181	17720	2980
Wales & West	39446	36942	3215
South & South East & Ch. Is	21087	17877	3773
North East	10071	8781	1996
East	18583	15062	2740
South West	9307	5536	1121
Ulster	13043	12718	812
Border	5884	4936	435
West	18070	12312	1630
Wales	30186	28120	1810
South & South East	20284	17088	3707
Channel Islands	803	789	67
Meridian / Anglia	38429	32880	6506
Granada/ Border	24154	20744	4815
Yorkshire / Tyne Tees	23774	20977	5554
Granada North	47032	41549	10356
West Macro	44545	42255	4319
MidWest	80454	72112	9829
S4C	30774	30774	1938
S4C Welsh Speaking	5400	5400	359
Ch4 - All Macro Regions	211271	207664	36875
Ch4 - London Macro Region	43872	36264	7321
Ch4 - South Macro Region	82421	75061	10816
Ch4 - Midlands Macro Region	38835	29623	5511
Ch4 - North Macro Region	43664	36862	9934
Ch4 - Scotland Macro Region	23882	22619	3413
Ch4 - Ulster Macro Region	13043	12718	812

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV	
	Males	Females	Males	Females
All Areas	127252	135750	127252	135750
London	27181	28452	22473	23628
Midlands	23767	24921	18164	19023
North West	12017	13144	9410	10377
Yorkshire	9677	10253	7800	8266
Central Scotland	8098	8996	7668	8608
North Scotland	3200	3417	2725	2873
Central & North Scotland	10586	11633	10296	11396
Wales & West	23360	25023	21864	23536
South & South East & Ch. Is	12669	13515	10718	11483
North East	5969	6413	5206	5628
East	11365	11886	9210	9665
South West	5412	5948	3194	3539
Ulster	7945	8514	7745	8338
Border	3430	3696	2895	3127
West	10674	11495	7246	7841
Wales	17977	19132	16744	17901
South & South East	12180	13002	10239	10981
Channel Islands	489	513	479	502
Meridian / Anglia	23286	24573	19889	21113
Granada/ Border	14289	15610	12246	13420
Yorkshire / Tyne Tees	14306	15286	12628	13523
Granada North	28069	30327	24780	26842
West Macro	26325	28271	24919	26941
MidWest	48318	51345	43240	46135
S4C	18355	19539	18355	19539
S4C Welsh Speaking	3406	3909	3406	3909
Ch4 - All Macro Regions	127252	135750	124904	133895
Ch4 - London Macro Region	27181	28452	22473	23628
Ch4 - South Macro Region	49290	52493	44762	48011
Ch4 - Midlands Macro Region	23767	24921	18164	19023
Ch4 - North Macro Region	26101	28183	22012	23871
Ch4 - Scotland Macro Region	13905	15207	13167	14498
Ch4 - Ulster Macro Region	7945	8514	7745	8338

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	100687	110584	100687	110584
London	21053	22819	17378	18886
Midlands	18701	20134	14314	15309
North West	9566	10685	7498	8433
Yorkshire	7627	8320	6111	6679
Central Scotland	6526	7441	6156	7115
North Scotland	2629	2837	2217	2382
Central & North Scotland	8551	9630	8293	9427
Wales & West	18736	20710	17503	19439
South & South East & Ch. Is	10010	11077	8457	9420
North East	4790	5281	4168	4613
East	8894	9689	7192	7870
South West	4393	4914	2599	2937
Ulster	6184	6859	6015	6703
Border	2787	3097	2339	2597
West	8566	9504	5857	6455
Wales	14355	15831	13342	14778
South & South East	9620	10664	8073	9015
Channel Islands	390	413	384	405
Meridian / Anglia	18322	20107	15618	17262
Granada/ Border	11407	12747	9782	10962
Yorkshire / Tyne Tees	11331	12443	9980	10997
Granada North	22305	24727	19678	21871
West Macro	21149	23396	19990	22265
MidWest	38446	42008	34413	37699
S4C	14635	16139	14635	16139
S4C Welsh Speaking	2434	2966	2434	2966
Ch4 - All Macro Regions	100687	110584	98649	109015
Ch4 - London Macro Region	21053	22819	17378	18886
Ch4 - South Macro Region	39213	43208	35572	39489
Ch4 - Midlands Macro Region	18701	20134	14314	15309
Ch4 - North Macro Region	20721	22943	17456	19406
Ch4 - Scotland Macro Region	11249	12633	10613	12006
Ch4 - Ulster Macro Region	6184	6859	6015	6703

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 2005 and June 2007. 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 2007 in this report accord with estimates used in processing BARB panel data in June 2007. 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 2008

The projections are obtained by applying monthly factors to the June 2007 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2007}}$$

Appendix J

The Questionnaire (June 2007)

INTERVIEWER NOTE: PLEASE ENSURE THAT YOUR RESPONDENT IS AGED 16+ AND FITS THE DEFINITION OF EITHER HEAD OF HOUSEHOLD OR HOUSEPERSON, 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. Pop/Rock Music	22. Current Affairs	
2. British Drama	9. Chat Shows	16. Classical Music	23. National News	
3. US Drama	10. Animation	17. Arts		
4. British soaps	11. DIY/Home/garden improvement	18. Science/technology	24. Local/Regional News	
5. Australian Soaps	12. Cookery	19. Documentaries	25. Financial/Business	
6. British comedy	13. Sport	20. Nature/wildlife	26. Consumer	
7. US comedy	14. Fashion	21. Religious	27. 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 or not in working order), but do not include any personal computers (PC's) or other devices that receive standard TV transmissions.	
WRITE IN >		
ASK ALL		
2a2.	How many personal computers (PC's) are there in your household?	
WRITE IN >		
IF NUMBER OF PC'S >0 AT Q2A2, ASK Q2B, OTHERWISE GO TO Q3A		
2b.	How many of your PC's receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television?	
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 Q2B 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 Q2b, 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 Never 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 Q8a		
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

COMMENT – REPEAT THE FOLLOWING QUESTIONS Q8A – Q23A 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 Q8A-23A 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)	

8a2.	INTERVIEWER: WAS THE DIAGONAL SCREEN MEASUREMENT...? Respondent claim Actual measurement	SP
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
11.	Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX or TELETEXT? This service allows you to select the pages you want to view. Yes No Don't know INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.	SP
13.	Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.	SP
13b.	Is this set mounted on a wall bracket? Yes No	SP
14a.	Where is the set usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	SP
IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) GO TO Q14c OTHERWISE GO TO 16a		
14c.	SHOW CARD D. 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 ITV1 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 ITV1 (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 ITV1 Border ITV1 Central ITV1 Westcountry ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian ITV1 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 and 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(i/ii/iii/iv)		
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 normal aerial – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels. 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 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.		
By which of the following methods can 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 whether they are used or not.		
17b(iii).	A normal aerial and digital signal (known as Freeview). Yes No	SP
17b(ii).	A connection to a cable TV Supplier. Yes No	SP
17b(i).	A satellite dish, for example a Sky dish. Yes No	SP

17b(iv). Another method. Yes No	SP
IF OTHER METHOD (Q17B(iv) = Yes) ASK Q17B1, OTHERWISE SKIP TO Q20A	
17b1 Which service provider do you receive your additional channels from via this other method? Homechoice/Tiscali TV Kingston Interactive BT Vision Other	MP
ASK Q20A IF YES AT Q17B(i/ii) OTHERWISE GO TO Q20A2.	
20a. Does this set receive digital satellite (IF Q17b(i) = Yes) or (IF Q17b(i)and(ii) = Yes) digital cable (IF Q17b(ii) = Yes) 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(i) = Yes) READ OUT CODE 1 REDUNDANT Does not receive digital TV Receives digital satellite (IF Q17b(i) = Yes) Receives digital cable (IF Q17b(ii) = Yes) Don't know	MP
IF YES AT Q17B(iii), ASK Q20A2, OTHERWISE GO TO Q20A3	
20a2. Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in? Separate box Built in digital reception Don't know	SP
IF YES AT Q17B(i) ASK Q20A3, OTHERWISE GO TO Q20A4	
20a3. Is this set connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know	SP
IF YES AT Q17B(i) OR Q17B(ii) READ OUT OTHERWISE GO TO Q22A	
I would now like to ask you about High Definition television, or HDTV. This is television with a higher quality of picture. You need to pay extra for this service, and need both an HD-ready TV set and HDTV set top box.	
IF YES AT Q17B(i) ASK Q20A4, OTHERWISE GO TO Q20A5	
20a4. Is this set connected to Sky HD? Sky HD is the high definition service available with Sky. Yes No Don't know	SP
IF YES AT Q17B(ii) ASK Q20A5, OTHERWISE GO TO Q22A	
20a5. Is this set connected to V+ or cable high definition? V+ is the high definition service available with cable. Yes No Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), 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(i/ii/iii/iv) AND Q20a) 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 currently received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN ROTATE ORDER OF SHOW CARDS			
<table border="1"> <tr> <td> SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic </td> <td> SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra </td> </tr> </table>			SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra
SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra			
IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b(i/ii/iii/iv)/Q20a ASK Q17c2 (IF Q17b(i) = Yes and Q20a = 2) or Q17c3 (IF Q17b(iii) = Yes) or Q17c4 (IF Q17b(ii) = Yes 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(i/ii/iii/iv) and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS. IF SATELLITE DISH (YES AT Q17b(i)) 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	MP
An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	
ASK ALL	
23a. SHOW CARD J Which of the following pieces of equipment are connected to this set?	MP
VCR or Video Cassette Recorder (a video recorder that can record programmes on to tape) DVD recorder (a recorder that can record programmes on to DVDs) Personal Video Recorder (a recorder that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these	
REPEAT Q8a TO Q23a FOR ALL OTHER SETS	
IF SATELLITE DISH (YES AT Q17b(i)) ON ANY SET, ASK Q24e OTHERWISE FOLLOW INSTRUCTION ABOVE Q26b	
24e. Does your household currently 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 ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE SKIP TO Q28a	
26b. Does your household currently pay a monthly subscription for your digital terrestrial services (now known as Freeview) or do you just receive the free channels?	
Receive free channels only Pay monthly subscription i.e. Top Up TV Don't know/Not sure	
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b(ii) =Yes OR Q17b(ii) =Yes 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?	SP
Exclusive Shared	
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(i) =Yes OR Q17b(i) =Yes 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(iii) = Yes) OTHERWISE GO TO Q30c	
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	
30e. Is the satellite reception method digital? Yes No	SP
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g	
30f. Is the cable reception method digital? Yes No	SP
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.		
31a.	SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets? Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these	
31g	Do you or anyone in your household ever access the internet at home by any method? Yes No	
IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33		
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. Yes No	SP
33	I would now like to ask you about the viewing of the <u>whole household</u> , including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel. Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday :	
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday		
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE		
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.		
WRITE IN (2 DIGITS REQUIRED)		

IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40	
38. You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED ITV1 Anglia ITV1 Border ITV1 Central ITV1 Westcountry ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian ITV1 Tyne Tees UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	SP
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE) IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41	
40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED UTV RTE/TV3/TG4 INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?" IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43	
41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH Channel 4 S4C INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY: "SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"	SP

HOUSEHOLD COMPOSITION Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day). INTERVIEWER NOTE: See manual for further details of who to include as household members.	
43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card. INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSEPERSON 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 ITERATIONS) (MAY NOT BE BLANK) Male Female	SP
45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER	
46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48	
47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated	SP
ASK ALL 48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other	SP
49. Are you/is this person the parent or guardian of anyone in the household? Yes No	
50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week Unemployed Retired Not Employed Full time education IF CODE 5 AT Q51 SKIP TO Q53	SP

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 HOUSEPERSON INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEPERSON. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEPERSON, THE ELDEST IS THE HOUSEPERSON.	
IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE: INTERVIEWER: YOU STATED AT THE START OF YOUR INTERVIEW THAT THE RESPONDENT (PERSON 1) WAS THE HOUSEPERSON BUT AT Q57 YOU STATED THAT PERSON (ENTER CODE AS CODED AT Q57) WAS THE HOUSEPERSON. PLEASE CHECK THE PERSON YOU HAVE CODED.		
58	And which of the household members you have mentioned is the person responsible for selecting ½ 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 NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61		
IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C		
60b.	Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?	SP
PLEASE NOW SKIP TO Q61		
60c.	Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT Less than 2 months More than 2 months	SP
IF UNEMPLOYED LESS THAN 2 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E		
60d.	And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education	SP
PLEASE NOW SKIP TO Q61		
60e.	Is thatREAD OUT Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?	SP
NOW ASK Q61		
61.	Please give full details of the Chief income earner's <u>present job</u> (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / <u>previous job</u> (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What <u>is/(was)</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. IF TEACHER, GIVE SECONDARY OR PRIMARY WRITE IN	
61b2.	<u>Is/(Was)</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she self-employed? PLEASE GIVE DETAILS. Yes No	
IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c		
61b3.	How many staff <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK	
61c.	What jobs <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	<u>Is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP

ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G																													
61e. How many people work at the place? ENTER NUMERICAL RESPONSE DK																													
61f. How many people <u>is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK																													
61g. Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN																													
IF CIE RETIRED, UNEMPLOYED OR NOT EMPLOYED (CODES 6, 7 OR 8 AT Q51) ASK Q61f, OTHERWISE SKIP TO Q62																													
61h. SHOW CARD Y. What is <u>your/ the chief income earners</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOUR IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) net income - that is after deducting income tax, national insurance and contributions to pension schemes? <table border="0"> <thead> <tr> <th></th> <th>Weekly</th> <th>Monthly</th> <th>Yearly</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Under £100</td> <td>Under £435</td> <td>Under £5,200</td> </tr> <tr> <td>2</td> <td>£100 - £194</td> <td>£435 - £844</td> <td>£5,200 - £10,149</td> </tr> <tr> <td>3</td> <td>£195 - £379</td> <td>£845 - £1,659</td> <td>£10,150 - £19,899</td> </tr> <tr> <td>4</td> <td>£380 - £749</td> <td>£1,660 - £3,239</td> <td>£19,900 - £38,799</td> </tr> <tr> <td>5</td> <td>£750 or more</td> <td>£3,240 or more</td> <td>£38,800 or more</td> </tr> <tr> <td colspan="4">Refused</td> </tr> </tbody> </table>		Weekly	Monthly	Yearly	1	Under £100	Under £435	Under £5,200	2	£100 - £194	£435 - £844	£5,200 - £10,149	3	£195 - £379	£845 - £1,659	£10,150 - £19,899	4	£380 - £749	£1,660 - £3,239	£19,900 - £38,799	5	£750 or more	£3,240 or more	£38,800 or more	Refused				
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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 Q64b																													
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																													
ASK ALL: 64b. Finally, thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB regarding your TV viewing during the next 12 months? There would be no obligation for you to take part. Yes No																													
IF ELIGIBLE FOR RECRUITMENT GO TO RECRUITMENT QUESTIONNAIRE OTHERWISE CONTINUE																													
65. RECORD INTERVIEW LENGTH IN MINUTES																													
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.																													