

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 2

June 2003



Ipsos UK

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Introduction

This report gives details of the overall populations and television populations for each ITV area, C4 Macro Regions, S4C receivers in the Principality of Wales, and for Cable and Satellite homes. Results are based on survey work conducted between July 2001 and June 2003.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2003, whilst the second contains projections of key demographic data for each month of 2004. The latter will be used in the processing of BARB panel viewing data for those months. This section excludes Cable and Satellite data since these projections are updated monthly. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25176	100	25195	100	25213	100	25232	100	25251	100	25270	100
TV Households	24612	98	24630	98	24649	98	24667	98	24686	98	24704	98
ITV Households	24612	98	24630	98	24649	98	24667	98	24686	98	24704	98

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25289	100	25308	100	25327	100	25346	100	25365	100	25384	100
TV Households	24723	98	24742	98	24760	98	24779	98	24797	98	24816	98
ITV Households	24723	98	24742	98	24760	98	24779	98	24797	98	24816	98

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24612	100	24630	100	24649	100	24667	100	24686	100	24704	100
Social Class	AB	4553	18	4557	19	4561	19	4564	19	4568	19	4571	19
	C1	7006	28	7011	28	7017	28	7022	28	7027	28	7033	28
	C2	4434	18	4437	18	4441	18	4444	18	4447	18	4451	18
	DE	8619	35	8625	35	8630	35	8637	35	8644	35	8649	35
Housewife Age	Under 25	1258	5	1259	5	1260	5	1261	5	1262	5	1263	5
	25 - 34	4123	17	4126	17	4129	17	4132	17	4135	17	4138	17
	35 - 44	5044	20	5048	20	5052	20	5055	20	5059	20	5063	20
	45 - 54	4255	17	4259	17	4262	17	4265	17	4268	17	4271	17
	55 - 64	3870	16	3873	16	3876	16	3879	16	3882	16	3885	16
	65 +	6062	25	6065	25	6070	25	6075	25	6080	25	6084	25
Size	1	7380	30	7385	30	7391	30	7396	30	7402	30	7408	30
	2	8525	35	8532	35	8538	35	8545	35	8551	35	8558	35
	3	3781	15	3784	15	3787	15	3790	15	3793	15	3795	15
	4+	4926	20	4929	20	4933	20	4936	20	4940	20	4943	20
Children	Without	17999	73	18012	73	18027	73	18040	73	18054	73	18067	73
	With	6613	27	6618	27	6622	27	6627	27	6632	27	6637	27

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24723	100	24742	100	24760	100	24779	100	24797	100	24816	100
Social Class	AB	4575	19	4578	19	4582	19	4585	19	4589	19	4592	19
	C1	7038	28	7044	28	7049	28	7054	28	7060	28	7065	28
	C2	4454	18	4457	18	4461	18	4464	18	4467	18	4471	18
	DE	8656	35	8663	35	8668	35	8676	35	8681	35	8688	35
Housewife Age	Under 25	1264	5	1265	5	1266	5	1267	5	1268	5	1269	5
	25 - 34	4141	17	4144	17	4147	17	4151	17	4154	17	4157	17
	35 - 44	5067	20	5071	20	5074	20	5078	20	5082	20	5086	20
	45 - 54	4275	17	4278	17	4281	17	4284	17	4287	17	4291	17
	55 - 64	3888	16	3891	16	3894	16	3897	16	3899	16	3902	16
	65 +	6088	25	6093	25	6098	25	6102	25	6107	25	6111	25
Size	1	7413	30	7419	30	7424	30	7430	30	7435	30	7441	30
	2	8564	35	8571	35	8577	35	8583	35	8590	35	8596	35
	3	3798	15	3801	15	3804	15	3807	15	3810	15	3812	15
	4+	4948	20	4951	20	4955	20	4959	20	4962	20	4967	20
Children	Without	18081	73	18095	73	18108	73	18122	73	18135	73	18149	73
	With	6642	27	6647	27	6652	27	6657	27	6662	27	6667	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55096	100	55138	100	55179	100	55221	100	55262	100	55303	100
Age	4 - 9	4348	8	4351	8	4355	8	4358	8	4361	8	4364	8
	10 - 15	4654	8	4658	8	4660	8	4664	8	4668	8	4672	8
	16 - 24	6263	11	6267	11	6272	11	6277	11	6281	11	6286	11
	25 - 34	7723	14	7729	14	7735	14	7741	14	7747	14	7752	14
	35 - 44	8889	16	8897	16	8903	16	8909	16	8916	16	8923	16
	45 - 54	7535	14	7541	14	7547	14	7552	14	7558	14	7564	14
	55 - 64	6677	12	6682	12	6687	12	6692	12	6697	12	6702	12
	65 +	9007	16	9013	16	9020	16	9028	16	9034	16	9040	16
Adults	Total	46094	100	46129	100	46164	100	46199	100	46233	100	46267	100
	AB	9227	20	9234	20	9241	20	9248	20	9256	20	9263	20
	C1	13468	29	13479	29	13489	29	13500	29	13509	29	13519	29
	C2	9223	20	9230	20	9237	20	9244	20	9251	20	9258	20
	DE	14176	31	14186	31	14197	31	14207	31	14217	31	14227	31

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55345	100	55386	100	55428	100	55469	100	55510	100	55552	100
Age	4 - 9	4368	8	4371	8	4374	8	4377	8	4381	8	4384	8
	10 - 15	4674	8	4678	8	4682	8	4685	8	4688	8	4692	8
	16 - 24	6291	11	6295	11	6300	11	6305	11	6310	11	6314	11
	25 - 34	7758	14	7764	14	7770	14	7776	14	7781	14	7787	14
	35 - 44	8929	16	8937	16	8943	16	8949	16	8956	16	8963	16
	45 - 54	7569	14	7575	14	7581	14	7586	14	7592	14	7598	14
	55 - 64	6707	12	6712	12	6717	12	6722	12	6727	12	6732	12
	65 +	9049	16	9054	16	9061	16	9069	16	9075	16	9082	16
Adults	Total	46303	100	46337	100	46372	100	46407	100	46441	100	46476	100
	AB	9270	20	9277	20	9284	20	9291	20	9298	20	9306	20
	C1	13530	29	13540	29	13551	29	13561	29	13571	29	13581	29
	C2	9265	20	9272	20	9279	20	9285	20	9292	20	9299	20
	DE	14238	31	14248	31	14258	31	14270	31	14280	31	14290	31

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26709	100	26729	100	26749	100	26769	100	26789	100	26809	100
Age	4 - 15	4625	17	4628	17	4632	17	4635	17	4638	17	4642	17
	16 - 24	3130	12	3132	12	3134	12	3137	12	3139	12	3141	12
	25 - 34	3742	14	3745	14	3749	14	3751	14	3754	14	3757	14
	35 - 44	4348	16	4352	16	4355	16	4358	16	4361	16	4365	16
	45 - 54	3710	14	3713	14	3715	14	3718	14	3721	14	3723	14
	55 - 64	3268	12	3270	12	3272	12	3275	12	3277	12	3280	12
	65 +	3886	15	3889	15	3892	15	3895	15	3899	15	3901	15
Adults		22084	100	22101	100	22117	100	22134	100	22151	100	22167	100
Total		4644	21	4647	21	4651	21	4655	21	4658	21	4662	21
AB		6256	28	6262	28	6266	28	6271	28	6276	28	6280	28
C1		4890	22	4894	22	4897	22	4901	22	4905	22	4908	22
C2		6294	29	6298	28	6303	28	6307	28	6312	28	6317	28
DE		13457	61	13467	61	13477	61	13487	61	13497	61	13508	61
Working F/T		8627	39	8634	39	8640	39	8647	39	8654	39	8659	39
Not Working													

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Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28387	100	28409	100	28430	100	28452	100	28473	100	28494	100
Age												
4 - 15	4377	15	4381	15	4383	15	4387	15	4391	15	4394	15
16 - 24	3133	11	3135	11	3138	11	3140	11	3142	11	3145	11
25 - 34	3981	14	3984	14	3986	14	3990	14	3993	14	3995	14
35 - 44	4541	16	4545	16	4548	16	4551	16	4555	16	4558	16
45 - 54	3825	13	3828	13	3832	13	3834	13	3837	13	3841	13
55 - 64	3409	12	3412	12	3415	12	3417	12	3420	12	3422	12
65 +	5121	18	5124	18	5128	18	5133	18	5135	18	5139	18
Adults												
Total	24010	100	24028	100	24047	100	24065	100	24082	100	24100	100
AB	4583	19	4587	19	4590	19	4593	19	4598	19	4601	19
C1	7212	30	7217	30	7223	30	7229	30	7233	30	7239	30
C2	4333	18	4336	18	4340	18	4343	18	4346	18	4350	18
DE	7882	33	7888	33	7894	33	7900	33	7905	33	7910	33
Working F/T	7327	31	7333	31	7339	31	7344	31	7350	31	7355	31
Not Working	16683	69	16695	69	16708	69	16721	69	16732	69	16745	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28516	100	28536	100	28558	100	28579	100	28600	100	28622	100
Age												
4 - 15	4397	15	4400	15	4403	15	4406	15	4409	15	4413	15
16 - 24	3147	11	3149	11	3152	11	3154	11	3157	11	3159	11
25 - 34	3999	14	4002	14	4005	14	4008	14	4010	14	4013	14
35 - 44	4561	16	4565	16	4569	16	4572	16	4575	16	4579	16
45 - 54	3843	13	3846	13	3848	13	3851	13	3855	13	3857	13
55 - 64	3425	12	3427	12	3430	12	3432	12	3435	12	3438	12
65 +	5144	18	5147	18	5151	18	5156	18	5159	18	5163	18
Adults												
Total	24119	100	24136	100	24155	100	24173	100	24191	100	24209	100
AB	4605	19	4608	19	4612	19	4615	19	4618	19	4622	19
C1	7244	30	7250	30	7256	30	7261	30	7267	30	7272	30
C2	4353	18	4356	18	4359	18	4362	18	4365	18	4369	18
DE	7917	33	7922	33	7928	33	7935	33	7941	33	7946	33
Working F/T	7360	31	7366	31	7372	31	7377	31	7382	31	7388	31
Not Working	16759	69	16770	69	16783	69	16796	69	16809	69	16821	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5854	100	5859	100	5863	100	5868	100	5873	100	5878	100
TV Households	5676	97	5681	97	5685	97	5690	97	5695	97	5699	97
ITV Households	4886	83	4890	83	4894	83	4898	83	4902	83	4905	83

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5882	100	5887	100	5892	100	5897	100	5902	100	5906	100
TV Households	5704	97	5709	97	5713	97	5718	97	5722	97	5727	97
ITV Households	4909	83	4913	83	4917	83	4921	83	4925	83	4928	83

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		5676	100	5681	100	5685	100	5690	100	5695	100	5699	100
Social Class	AB	1239	22	1240	22	1241	22	1242	22	1243	22	1244	22
	C1	1557	27	1558	27	1559	27	1561	27	1562	27	1563	27
	C2	752	13	752	13	753	13	753	13	754	13	755	13
	DE	1338	24	1340	24	1341	24	1342	24	1343	24	1343	24
Housewife Age	Under 25	236	4	236	4	236	4	236	4	236	4	236	4
	25 - 34	1019	18	1020	18	1020	18	1021	18	1022	18	1023	18
	35 - 44	1107	20	1108	20	1109	20	1110	20	1111	20	1112	20
	45 - 54	816	14	817	14	817	14	818	14	819	14	819	14
	55 - 64	680	12	681	12	681	12	682	12	683	12	683	12
	65 +	1028	18	1028	18	1031	18	1031	18	1031	18	1032	18
Size	1	1516	27	1517	27	1518	27	1519	27	1520	27	1521	27
	2	1540	27	1541	27	1543	27	1544	27	1545	27	1546	27
	3	744	13	744	13	745	13	745	13	746	13	746	13
	4+	1086	19	1088	19	1088	19	1090	19	1091	19	1092	19
Children	Without	3526	62	3529	62	3532	62	3535	62	3538	62	3540	62
	With	1360	24	1361	24	1362	24	1363	24	1364	24	1365	24

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		5704	100	5709	100	5713	100	5718	100	5722	100	5727	100
Social Class	AB	1245	22	1246	22	1247	22	1248	22	1249	22	1250	22
	C1	1564	27	1566	27	1567	27	1568	27	1569	27	1570	27
	C2	755	13	756	13	756	13	757	13	758	13	758	13
	DE	1345	24	1345	24	1347	24	1348	24	1349	24	1350	24
Housewife Age	Under 25	237	4	237	4	237	4	237	4	237	4	238	4
	25 - 34	1023	18	1024	18	1025	18	1026	18	1027	18	1027	18
	35 - 44	1113	20	1113	19	1114	19	1115	19	1116	20	1117	20
	45 - 54	820	14	821	14	821	14	822	14	823	14	823	14
	55 - 64	684	12	684	12	685	12	685	12	686	12	686	12
	65 +	1032	18	1034	18	1035	18	1036	18	1036	18	1037	18
Size	1	1523	27	1524	27	1525	27	1526	27	1527	27	1529	27
	2	1547	27	1549	27	1550	27	1551	27	1552	27	1553	27
	3	747	13	748	13	748	13	749	13	749	13	750	13
	4+	1092	19	1092	19	1094	19	1095	19	1097	19	1096	19
Children	Without	3543	62	3546	62	3548	62	3551	62	3554	62	3556	62
	With	1366	24	1367	24	1369	24	1370	24	1371	24	1372	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11097	100	11106	100	11115	100	11123	100	11132	100	11141	100
Age	4 - 9	900	8	901	8	902	8	903	8	903	8	904	8
	10 - 15	913	8	913	8	913	8	914	8	915	8	916	8
	16 - 24	1278	12	1279	12	1280	12	1281	12	1282	12	1283	12
	25 - 34	1942	18	1944	18	1946	18	1946	17	1948	17	1950	18
	35 - 44	1925	17	1926	17	1927	17	1930	17	1931	17	1932	17
	45 - 54	1443	13	1444	13	1445	13	1447	13	1448	13	1449	13
	55 - 64	1180	11	1181	11	1182	11	1183	11	1184	11	1185	11
	65 +	1516	14	1518	14	1520	14	1519	14	1521	14	1522	14
Adults	Total	9284	100	9292	100	9300	100	9306	100	9314	100	9321	100
	AB	2531	27	2533	27	2535	27	2537	27	2539	27	2541	27
	C1	2953	32	2955	32	2958	32	2960	32	2962	32	2965	32
	C2	1583	17	1584	17	1586	17	1587	17	1588	17	1589	17
	DE	2217	24	2220	24	2221	24	2222	24	2225	24	2226	24

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11150	100	11158	100	11167	100	11176	100	11184	100	11193	100
Age	4 - 9	905	8	905	8	906	8	907	8	907	8	908	8
	10 - 15	916	8	918	8	918	8	918	8	920	8	920	8
	16 - 24	1284	12	1285	12	1286	12	1287	12	1288	12	1289	12
	25 - 34	1952	18	1952	17	1954	17	1957	18	1957	17	1959	18
	35 - 44	1933	17	1936	17	1937	17	1937	17	1940	17	1941	17
	45 - 54	1450	13	1451	13	1452	13	1453	13	1455	13	1456	13
	55 - 64	1186	11	1187	11	1188	11	1188	11	1189	11	1190	11
	65 +	1524	14	1524	14	1526	14	1529	14	1528	14	1530	14
Adults	Total	9329	100	9335	100	9343	100	9351	100	9357	100	9365	100
	AB	2542	27	2544	27	2546	27	2548	27	2550	27	2552	27
	C1	2968	32	2970	32	2973	32	2975	32	2977	32	2980	32
	C2	1591	17	1592	17	1593	17	1594	17	1596	17	1597	17
	DE	2228	24	2229	24	2231	24	2234	24	2234	24	2236	24

Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5372	100	5376	100	5380	100	5385	100	5389	100	5393	100
Age	4 - 15	922	17	922	17	923	17	924	17	925	17	925	17
	16 - 24	625	12	625	12	626	12	626	12	626	12	627	12
	25 - 34	943	18	944	18	944	18	945	18	946	18	947	18
	35 - 44	939	17	939	17	939	17	941	17	942	17	942	17
	45 - 54	711	13	712	13	712	13	713	13	713	13	714	13
	55 - 64	574	11	574	11	575	11	575	11	576	11	576	11
65 +		658	12	660	12	661	12	661	12	661	12	662	12
Adults													
Total		4450	100	4454	100	4457	100	4461	100	4464	100	4468	100
AB		1277	29	1278	29	1279	29	1280	29	1281	29	1282	29
C1		1361	31	1362	31	1363	31	1364	31	1365	31	1366	31
C2		828	19	828	19	829	19	830	19	830	19	831	19
DE		984	22	986	22	986	22	987	22	988	22	989	22
Working F/T		2898	65	2900	65	2902	65	2905	65	2907	65	2909	65
Not Working		1552	35	1554	35	1555	35	1556	35	1557	35	1559	35

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5397	100	5401	100	5406	100	5410	100	5414	100	5418	100
Age	4 - 15	926	17	927	17	928	17	928	17	929	17	929	17
	16 - 24	628	12	628	12	628	12	629	12	629	12	630	12
	25 - 34	947	18	947	18	949	18	950	18	951	18	951	18
	35 - 44	942	17	944	17	945	17	946	17	946	17	946	17
	45 - 54	715	13	716	13	715	13	716	13	717	13	718	13
	55 - 64	576	11	577	11	578	11	577	11	578	11	579	11
	65 +	663	12	662	12	663	12	664	12	664	12	665	12
Adults													
Total		4471	100	4474	100	4478	100	4482	100	4485	100	4489	100
AB		1283	29	1284	29	1285	29	1286	29	1287	29	1288	29
C1		1367	31	1368	31	1369	31	1371	31	1371	31	1373	31
C2		831	19	832	19	833	19	833	19	834	19	835	19
DE		990	22	990	22	991	22	992	22	993	22	993	22
Working F/T		2912	65	2914	65	2916	65	2918	65	2921	65	2923	65
Not Working		1559	35	1560	35	1562	35	1564	35	1564	35	1566	35

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5725	100	5730	100	5735	100	5738	100	5743	100	5748	100
Age												
4 - 15	891	16	892	16	892	16	893	16	893	16	895	16
16 - 24	653	11	654	11	654	11	655	11	656	11	656	11
25 - 34	999	17	1000	17	1002	17	1001	17	1002	17	1003	17
35 - 44	986	17	987	17	988	17	989	17	989	17	990	17
45 - 54	732	13	732	13	733	13	734	13	735	13	735	13
55 - 64	606	11	607	11	607	11	608	11	608	11	609	11
65 +	858	15	858	15	859	15	858	15	860	15	860	15
Adults												
Total	4834	100	4838	100	4843	100	4845	100	4850	100	4853	100
AB	1254	26	1255	26	1256	26	1257	26	1258	26	1259	26
C1	1592	33	1593	33	1595	33	1596	33	1597	33	1599	33
C2	755	16	756	16	757	16	757	16	758	16	758	16
DE	1233	26	1234	26	1235	26	1235	25	1237	26	1237	25
Working F/T	1672	35	1674	35	1675	35	1676	35	1678	35	1679	35
Not Working	3162	65	3164	65	3168	65	3169	65	3172	65	3174	65

Table4b													
Female Individuals in TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5753	100	5757	100	5761	100	5766	100	5770	100	5775	100
Age	4 - 15	895	16	896	16	896	16	897	16	898	16	899	16
	16 - 24	656	11	657	11	658	11	658	11	659	11	659	11
	25 - 34	1005	17	1005	17	1005	17	1007	17	1006	17	1008	17
	35 - 44	991	17	992	17	992	17	991	17	994	17	995	17
	45 - 54	735	13	735	13	737	13	737	13	738	13	738	13
	55 - 64	610	11	610	11	610	11	611	11	611	11	611	11
65 +		861	15	862	15	863	15	865	15	864	15	865	15
Total		4858	100	4861	100	4865	100	4869	100	4872	100	4876	100
AB		1259	26	1260	26	1261	26	1262	26	1263	26	1264	26
C1		1601	33	1602	33	1604	33	1604	33	1606	33	1607	33
C2		760	16	760	16	760	16	761	16	762	16	762	16
DE		1238	25	1239	25	1240	25	1242	26	1241	25	1243	25
Working F/T		1680	35	1681	35	1683	35	1684	35	1685	35	1687	35
Not Working		3178	65	3180	65	3182	65	3185	65	3187	65	3189	65

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4775	100	4778	100	4782	100	4786	100	4790	100	4793	100
TV Households	4688	98	4692	98	4696	98	4699	98	4703	98	4707	98
ITV Households	3813	80	3816	80	3819	80	3822	80	3825	80	3828	80

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4797	100	4801	100	4804	100	4808	100	4812	100	4816	100
TV Households	4710	98	4714	98	4718	98	4721	98	4725	98	4729	98
ITV Households	3831	80	3834	80	3837	80	3839	80	3842	80	3845	80

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4688	100	4692	100	4696	100	4699	100	4703	100	4707	100
Social Class	AB	675	14	676	14	676	14	677	14	677	14	678	14
	C1	1044	22	1045	22	1046	22	1047	22	1048	22	1049	22
	C2	736	16	737	16	738	16	738	16	739	16	739	16
	DE	1358	29	1358	29	1359	29	1360	29	1361	29	1362	29
Housewife Age	Under 25	196	4	196	4	196	4	196	4	196	4	196	4
	25 - 34	637	14	637	14	638	14	638	14	639	14	639	14
	35 - 44	785	17	786	17	786	17	787	17	788	17	788	17
	45 - 54	671	14	671	14	672	14	672	14	673	14	673	14
	55 - 64	612	13	613	13	613	13	614	13	614	13	615	13
	65 +	912	19	913	19	914	19	915	19	915	19	917	19
Size	1	1071	23	1071	23	1072	23	1073	23	1074	23	1075	23
	2	1383	30	1384	29	1385	29	1386	29	1387	29	1388	29
	3	602	13	602	13	603	13	603	13	604	13	604	13
	4+	757	16	759	16	759	16	760	16	760	16	761	16
Children	Without	2777	59	2779	59	2782	59	2784	59	2786	59	2788	59
	With	1036	22	1037	22	1037	22	1038	22	1039	22	1040	22

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4710	100	4714	100	4718	100	4721	100	4725	100	4729	100
Social Class	AB	678	14	679	14	679	14	680	14	681	14	681	14
	C1	1049	22	1050	22	1051	22	1052	22	1053	22	1053	22
	C2	740	16	740	16	741	16	742	16	742	16	743	16
	DE	1364	29	1365	29	1366	29	1365	29	1366	29	1368	29
Housewife Age	Under 25	196	4	197	4	197	4	197	4	197	4	197	4
	25 - 34	640	14	640	14	641	14	641	14	642	14	642	14
	35 - 44	789	17	789	17	790	17	791	17	791	17	792	17
	45 - 54	674	14	674	14	675	14	675	14	676	14	676	14
	55 - 64	615	13	616	13	616	13	617	13	617	13	617	13
	65 +	917	19	918	19	918	19	918	19	919	19	921	19
Size	1	1076	23	1076	23	1077	23	1078	23	1079	23	1080	23
	2	1389	29	1390	29	1391	29	1392	29	1393	29	1395	29
	3	605	13	605	13	606	13	606	13	606	13	607	13
	4+	761	16	763	16	763	16	763	16	764	16	763	16
Children	Without	2791	59	2793	59	2795	59	2796	59	2798	59	2801	59
	With	1040	22	1041	22	1042	22	1043	22	1044	22	1044	22

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8626	100	8632	100	8639	100	8646	100	8652	100	8659	100
Age	4 - 9	679	8	680	8	680	8	681	8	681	8	682	8
	10 - 15	745	9	745	9	747	9	747	9	748	9	748	9
	16 - 24	979	11	980	11	981	11	982	11	982	11	983	11
	25 - 34	1175	14	1175	14	1175	14	1176	14	1177	14	1178	14
	35 - 44	1404	16	1405	16	1407	16	1408	16	1410	16	1410	16
	45 - 54	1190	14	1191	14	1192	14	1193	14	1194	14	1194	14
	55 - 64	1082	13	1083	13	1084	13	1085	13	1086	13	1087	13
	65 +	1372	16	1373	16	1373	16	1374	16	1374	16	1377	16
Adults	Total	7202	100	7207	100	7212	100	7218	100	7223	100	7229	100
	AB	1363	19	1364	19	1365	19	1366	19	1367	19	1368	19
	C1	2037	28	2039	28	2041	28	2042	28	2044	28	2046	28
	C2	1518	21	1519	21	1521	21	1522	21	1523	21	1524	21
	DE	2284	32	2285	32	2285	32	2288	32	2289	32	2291	32

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8666	100	8672	100	8679	100	8685	100	8692	100	8699	100
Age	4 - 9	682	8	683	8	683	8	684	8	684	8	685	8
	10 - 15	749	9	749	9	750	9	750	9	751	9	751	9
	16 - 24	984	11	985	11	985	11	986	11	987	11	988	11
	25 - 34	1179	14	1179	14	1182	14	1182	14	1183	14	1184	14
	35 - 44	1411	16	1413	16	1413	16	1414	16	1415	16	1416	16
	45 - 54	1195	14	1196	14	1197	14	1198	14	1199	14	1200	14
	55 - 64	1087	13	1088	13	1089	13	1090	13	1091	13	1092	13
	65 +	1379	16	1379	16	1380	16	1381	16	1382	16	1383	16
Adults	Total	7235	100	7240	100	7246	100	7251	100	7257	100	7263	100
	AB	1369	19	1370	19	1371	19	1372	19	1373	19	1374	19
	C1	2047	28	2049	28	2051	28	2052	28	2054	28	2056	28
	C2	1525	21	1526	21	1527	21	1529	21	1530	21	1531	21
	DE	2294	32	2295	32	2297	32	2298	32	2300	32	2302	32

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4222	100	4225	100	4228	100	4231	100	4235	100	4238	100
Age	4 - 15	737	17	737	17	738	17	738	17	739	17	740	17
	16 - 24	492	12	492	12	493	12	493	12	493	12	494	12
	25 - 34	572	14	573	14	572	14	573	14	574	14	574	14
	35 - 44	690	16	691	16	692	16	692	16	694	16	693	16
	45 - 54	591	14	591	14	592	14	593	14	593	14	593	14
	55 - 64	538	13	538	13	539	13	539	13	540	13	540	13
	65 +	602	14	603	14	602	14	603	14	602	14	604	14
Adults													
Total		3485	100	3488	100	3490	100	3493	100	3496	100	3498	100
AB		682	20	683	20	683	20	684	20	684	20	685	20
C1		966	28	966	28	968	28	968	28	969	28	970	28
C2		811	23	812	23	813	23	813	23	814	23	814	23
DE		1026	29	1027	29	1026	29	1028	29	1029	29	1029	29
Working F/T		2186	63	2188	63	2189	63	2191	63	2193	63	2195	63
Not Working		1299	37	1300	37	1301	37	1302	37	1303	37	1303	37

Table4a Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4241	100	4244	100	4248	100	4251	100	4254	100	4257	100
Age	4 - 15	740	17	740	17	741	17	742	17	742	17	743	17
	16 - 24	494	12	495	12	495	12	495	12	496	12	496	12
	25 - 34	575	14	575	14	576	14	576	14	576	14	577	14
	35 - 44	694	16	694	16	695	16	695	16	696	16	696	16
	45 - 54	593	14	594	14	594	14	595	14	595	14	596	14
	55 - 64	541	13	541	13	541	13	542	13	543	13	543	13
65 +		604	14	605	14	606	14	606	14	606	14	606	14
Adults		3501	100	3504	100	3507	100	3509	100	3512	100	3514	100
Total		685	20	686	20	686	20	687	20	687	20	688	20
AB		971	28	971	28	973	28	973	28	974	28	974	28
C1		815	23	816	23	816	23	817	23	818	23	818	23
C2		1030	29	1031	29	1032	29	1032	29	1033	29	1034	29
DE		2196	63	2198	63	2200	63	2201	63	2203	63	2205	63
Working F/T		1305	37	1306	37	1307	37	1308	37	1309	37	1309	37
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4404	100	4407	100	4411	100	4415	100	4417	100	4421	100
Age												
4 - 15	687	16	688	16	689	16	690	16	690	16	690	16
16 - 24	487	11	488	11	488	11	489	11	489	11	489	11
25 - 34	603	14	602	14	603	14	603	14	603	14	604	14
35 - 44	714	16	714	16	715	16	716	16	716	16	717	16
45 - 54	599	14	600	14	600	14	600	14	601	14	601	14
55 - 64	544	12	545	12	545	12	546	12	546	12	547	12
65 +	770	17	770	17	771	17	771	17	772	17	773	17
Adults												
Total	3717	100	3719	100	3722	100	3725	100	3727	100	3731	100
AB	681	18	681	18	682	18	682	18	683	18	683	18
C1	1071	29	1073	29	1073	29	1074	29	1075	29	1076	29
C2	707	19	707	19	708	19	709	19	709	19	710	19
DE	1258	34	1258	34	1259	34	1260	34	1260	34	1262	34
Working F/T	1137	31	1138	31	1139	31	1140	31	1141	31	1141	31
Not Working	2580	69	2581	69	2583	69	2585	69	2586	69	2590	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4425	100	4428	100	4431	100	4434	100	4438	100	4442	100
Age												
4 - 15	691	16	692	16	692	16	692	16	693	16	693	16
16 - 24	490	11	490	11	490	11	491	11	491	11	492	11
25 - 34	604	14	604	14	606	14	606	14	607	14	607	14
35 - 44	717	16	719	16	718	16	719	16	719	16	720	16
45 - 54	602	14	602	14	603	14	603	14	604	14	604	14
55 - 64	546	12	547	12	548	12	548	12	548	12	549	12
65 +	775	18	774	17	774	17	775	17	776	17	777	17
Adults												
Total	3734	100	3736	100	3739	100	3742	100	3745	100	3749	100
AB	684	18	684	18	685	18	685	18	686	18	686	18
C1	1076	29	1078	29	1078	29	1079	29	1080	29	1082	29
C2	710	19	710	19	711	19	712	19	712	19	713	19
DE	1264	34	1264	34	1265	34	1266	34	1267	34	1268	34
Working F/T	1143	31	1143	31	1144	31	1145	31	1146	31	1147	31
Not Working	2591	69	2593	69	2595	69	2597	69	2599	69	2602	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3148	100	3150	100	3152	100	3154	100	3156	100	3158	100
TV Households	3088	98	3090	98	3092	98	3094	98	3096	98	3098	98
ITV Households	2843	90	2844	90	2846	90	2848	90	2850	90	2851	90

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3160	100	3162	100	3164	100	3166	100	3168	100	3170	100
TV Households	3100	98	3102	98	3104	98	3106	98	3107	98	3109	98
ITV Households	2853	90	2855	90	2857	90	2859	90	2860	90	2862	90

Table 2													
Projections for		TV Households											
		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3088	100	3090	100	3092	100	3094	100	3096	100	3098	100
Social Class	AB	447	14	447	14	448	14	448	14	448	14	448	14
	C1	739	24	739	24	739	24	740	24	740	24	741	24
	C2	504	16	504	16	504	16	505	16	505	16	505	16
	DE	1153	37	1154	37	1155	37	1155	37	1157	37	1157	37
Housewife Age	Under 25	143	5	143	5	143	5	143	5	143	5	143	5
	25 - 34	435	14	435	14	435	14	435	14	436	14	436	14
	35 - 44	583	19	583	19	584	19	584	19	584	19	585	19
	45 - 54	498	16	498	16	499	16	499	16	499	16	499	16
	55 - 64	471	15	471	15	471	15	472	15	472	15	472	15
	65 +	713	23	714	23	714	23	715	23	716	23	716	23
Size	1	870	28	871	28	871	28	872	28	872	28	873	28
	2	947	31	947	31	948	31	948	31	949	31	950	31
	3	467	15	467	15	467	15	468	15	468	15	468	15
	4+	559	18	559	18	560	18	560	18	561	18	560	18
Children	Without	2054	67	2055	67	2056	66	2058	67	2059	67	2060	66
	With	789	26	789	26	790	26	790	26	791	26	791	26

Table 2													
Projections for		TV Households											
		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3100	100	3102	100	3104	100	3106	100	3107	100	3109	100
Social Class	AB	449	14	449	14	449	14	449	14	450	14	450	14
	C1	741	24	742	24	742	24	743	24	743	24	744	24
	C2	506	16	506	16	506	16	507	16	507	16	507	16
	DE	1157	37	1158	37	1160	37	1160	37	1160	37	1161	37
Housewife Age	Under 25	143	5	143	5	144	5	144	5	144	5	144	5
	25 - 34	436	14	436	14	437	14	437	14	437	14	438	14
	35 - 44	585	19	586	19	586	19	586	19	587	19	587	19
	45 - 54	500	16	500	16	500	16	501	16	501	16	501	16
	55 - 64	473	15	473	15	473	15	473	15	474	15	474	15
	65 +	716	23	717	23	717	23	718	23	717	23	718	23
Size	1	873	28	874	28	874	28	875	28	876	28	876	28
	2	950	31	951	31	951	31	952	31	953	31	953	31
	3	468	15	469	15	469	15	469	15	470	15	470	15
	4+	562	18	561	18	563	18	563	18	561	18	563	18
Children	Without	2061	66	2063	67	2064	66	2066	67	2066	66	2068	67
	With	792	26	792	26	793	26	793	26	794	26	794	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6354	100	6358	100	6362	100	6366	100	6370	100	6374	100
Age	4 - 9	509	8	509	8	509	8	510	8	510	8	510	8
	10 - 15	567	9	568	9	568	9	568	9	569	9	569	9
	16 - 24	728	11	728	11	729	11	729	11	729	11	730	11
	25 - 34	837	13	837	13	838	13	839	13	839	13	840	13
	35 - 44	1007	16	1009	16	1008	16	1009	16	1011	16	1010	16
	45 - 54	876	14	876	14	877	14	877	14	878	14	878	14
	55 - 64	791	12	792	12	792	12	793	12	793	12	794	12
	65 +	1039	16	1039	16	1041	16	1041	16	1041	16	1043	16
Adults	Total	5278	100	5281	100	5285	100	5288	100	5291	100	5295	100
	AB	907	17	907	17	908	17	908	17	909	17	909	17
	C1	1445	27	1446	27	1447	27	1448	27	1449	27	1450	27
	C2	1055	20	1056	20	1057	20	1057	20	1058	20	1059	20
	DE	1871	35	1872	35	1873	35	1875	35	1875	35	1877	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6378	100	6382	100	6386	100	6390	100	6394	100	6398	100
Age	4 - 9	511	8	511	8	511	8	511	8	512	8	512	8
	10 - 15	569	9	570	9	570	9	571	9	571	9	571	9
	16 - 24	730	11	731	11	731	11	732	11	732	11	733	11
	25 - 34	841	13	840	13	842	13	842	13	842	13	843	13
	35 - 44	1011	16	1012	16	1012	16	1013	16	1014	16	1014	16
	45 - 54	879	14	879	14	880	14	881	14	881	14	882	14
	55 - 64	794	12	795	12	795	12	796	12	796	12	797	12
65 +		1043	16	1044	16	1045	16	1044	16	1046	16	1046	16
Adults	Total	5298	100	5301	100	5305	100	5308	100	5311	100	5315	100
	AB	910	17	911	17	911	17	912	17	912	17	913	17
	C1	1451	27	1451	27	1453	27	1453	27	1455	27	1455	27
	C2	1059	20	1060	20	1061	20	1061	20	1062	20	1063	20
	DE	1878	35	1879	35	1880	35	1882	35	1882	35	1884	35

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	3072	100	3074	100	3076	100	3078	100	3080	100	3082	100	
Age	4 - 15	556	18	556	18	556	18	557	18	557	18	558	18
	16 - 24	359	12	360	12	360	12	360	12	360	12	361	12
	25 - 34	404	13	404	13	404	13	405	13	405	13	405	13
	35 - 44	491	16	491	16	492	16	492	16	492	16	492	16
	45 - 54	431	14	431	14	431	14	431	14	432	14	432	14
	55 - 64	390	13	390	13	391	13	391	13	391	13	391	13
	65 +	441	14	442	14	442	14	442	14	443	14	443	14
Adults	Total	2516	100	2518	100	2520	100	2521	100	2523	100	2524	100
	AB	451	18	451	18	452	18	452	18	452	18	452	18
	C1	671	27	672	27	672	27	672	27	673	27	674	27
	C2	565	22	566	22	566	22	566	22	567	22	567	22
	DE	829	33	829	33	830	33	831	33	831	33	831	33
	Working F/T	1456	58	1457	58	1458	58	1459	58	1460	58	1461	58
	Not Working	1060	42	1061	42	1062	42	1062	42	1063	42	1063	42

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Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3282	100	3284	100	3286	100	3288	100	3290	100	3292	100
Age												
4 - 15	520	16	521	16	521	16	521	16	522	16	521	16
16 - 24	369	11	368	11	369	11	369	11	369	11	369	11
25 - 34	433	13	433	13	434	13	434	13	434	13	435	13
35 - 44	516	16	518	16	516	16	517	16	519	16	518	16
45 - 54	445	14	445	14	446	14	446	14	446	14	446	14
55 - 64	401	12	402	12	401	12	402	12	402	12	403	12
65 +	598	18	597	18	599	18	599	18	598	18	600	18
Adults												
Total	2762	100	2763	100	2765	100	2767	100	2768	100	2771	100
AB	456	17	456	17	456	16	456	16	457	17	457	16
C1	774	28	774	28	775	28	776	28	776	28	776	28
C2	490	18	490	18	491	18	491	18	491	18	492	18
DE	1042	38	1043	38	1043	38	1044	38	1044	38	1046	38
Working F/T	867	31	867	31	868	31	868	31	869	31	869	31
Not Working	1895	69	1896	69	1897	69	1899	69	1899	69	1902	69

Table4b													
Female Individuals in TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3294	100	3296	100	3298	100	3300	100	3302	100	3304	100
Age	4 - 15	522	16	523	16	522	16	523	16	523	16	523	16
	16 - 24	369	11	370	11	370	11	370	11	370	11	371	11
	25 - 34	436	13	434	13	436	13	436	13	436	13	436	13
	35 - 44	518	16	519	16	519	16	519	16	520	16	520	16
	45 - 54	447	14	446	14	447	14	448	14	448	14	448	14
	55 - 64	402	12	403	12	403	12	404	12	403	12	404	12
65 +		600	18	601	18	601	18	600	18	602	18	602	18
Adults	Total	2772	100	2773	100	2776	100	2777	100	2779	100	2781	100
	AB	457	16	458	17	458	16	458	16	458	16	459	17
	C1	778	28	777	28	778	28	778	28	780	28	779	28
	C2	491	18	492	18	493	18	493	18	493	18	494	18
	DE	1046	38	1046	38	1047	38	1048	38	1048	38	1049	38
	Working F/T	869	31	870	31	870	31	872	31	872	31	873	31
	Not Working	1903	69	1903	69	1906	69	1905	69	1907	69	1908	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2901	100	2903	100	2905	100	2908	100	2910	100	2912	100
TV Households	2847	98	2850	98	2852	98	2854	98	2857	98	2859	98
ITV Households	2487	86	2489	86	2491	86	2493	86	2495	86	2497	86

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2915	100	2917	100	2920	100	2922	100	2924	100	2927	100
TV Households	2861	98	2864	98	2866	98	2868	98	2871	98	2873	98
ITV Households	2499	86	2501	86	2503	86	2505	86	2507	86	2509	86

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2847	100	2850	100	2852	100	2854	100	2857	100	2859	100
Social Class	AB	336	12	336	12	336	12	336	12	337	12	337	12
	C1	652	23	652	23	653	23	653	23	654	23	654	23
	C2	458	16	458	16	458	16	459	16	459	16	460	16
	DE	1041	37	1043	37	1044	37	1045	37	1045	37	1046	37
Housewife Age	Under 25	146	5	146	5	146	5	146	5	146	5	146	5
	25 - 34	385	14	385	14	385	13	386	14	386	14	386	14
	35 - 44	493	17	493	17	493	17	494	17	494	17	495	17
	45 - 54	422	15	423	15	423	15	423	15	424	15	424	15
	55 - 64	411	14	411	14	412	14	412	14	412	14	413	14
	65 +	630	22	631	22	632	22	632	22	633	22	633	22
Size	1	718	25	718	25	719	25	719	25	720	25	721	25
	2	919	32	920	32	920	32	921	32	922	32	923	32
	3	382	13	382	13	382	13	383	13	383	13	383	13
	4+	468	16	469	16	470	16	470	16	470	16	470	16
Children	Without	1821	64	1822	64	1824	64	1825	64	1827	64	1828	64
	With	666	23	667	23	667	23	668	23	668	23	669	23

Table 2													
Projections for		TV Households											
		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2861	100	2864	100	2866	100	2868	100	2871	100	2873	100
Social Class	AB	337	12	337	12	338	12	338	12	338	12	339	12
	C1	655	23	656	23	656	23	657	23	657	23	658	23
	C2	460	16	460	16	461	16	461	16	461	16	462	16
	DE	1047	37	1048	37	1048	37	1049	37	1051	37	1050	37
Housewife Age	Under 25	146	5	146	5	147	5	147	5	147	5	147	5
	25 - 34	387	14	387	14	387	14	388	14	388	14	388	14
	35 - 44	495	17	495	17	496	17	496	17	497	17	497	17
	45 - 54	424	15	425	15	425	15	426	15	426	15	426	15
	55 - 64	413	14	413	14	414	14	414	14	414	14	415	14
	65 +	634	22	635	22	634	22	634	22	635	22	636	22
Size	1	721	25	722	25	722	25	723	25	724	25	724	25
	2	923	32	924	32	925	32	926	32	926	32	927	32
	3	384	13	384	13	384	13	385	13	385	13	385	13
	4+	471	16	471	16	472	16	471	16	472	16	473	16
Children	Without	1830	64	1831	64	1833	64	1834	64	1836	64	1837	64
	With	669	23	670	23	670	23	671	23	671	23	672	23

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5540	100	5544	100	5549	100	5553	100	5558	100	5562	100
Age	4 - 9	435	8	435	8	436	8	436	8	436	8	437	8
	10 - 15	477	9	478	9	478	9	478	9	479	9	479	9
	16 - 24	633	11	634	11	634	11	635	11	635	11	636	11
	25 - 34	721	13	720	13	721	13	722	13	723	13	722	13
	35 - 44	869	16	871	16	871	16	871	16	872	16	874	16
	45 - 54	763	14	763	14	764	14	765	14	765	14	766	14
	55 - 64	699	13	700	13	701	13	701	13	702	13	702	13
	65 +	943	17	943	17	944	17	945	17	946	17	946	17
Adults	Total	4628	100	4631	100	4635	100	4639	100	4643	100	4646	100
	AB	670	14	670	14	671	14	671	14	672	14	672	14
	C1	1283	28	1285	28	1285	28	1287	28	1288	28	1289	28
	C2	954	21	955	21	955	21	956	21	957	21	958	21
	DE	1721	37	1721	37	1724	37	1725	37	1726	37	1727	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5567	100	5571	100	5576	100	5580	100	5585	100	5589	100
Age	4 - 9	437	8	437	8	438	8	438	8	439	8	439	8
	10 - 15	480	9	480	9	480	9	481	9	481	9	481	9
	16 - 24	636	11	637	11	637	11	638	11	638	11	639	11
	25 - 34	724	13	724	13	725	13	725	13	726	13	726	13
	35 - 44	874	16	874	16	875	16	876	16	877	16	878	16
	45 - 54	767	14	767	14	768	14	768	14	769	14	770	14
	55 - 64	703	13	703	13	704	13	705	13	705	13	706	13
	65 +	946	17	949	17	949	17	949	17	950	17	950	17
Adults	Total	4650	100	4654	100	4658	100	4661	100	4665	100	4669	100
	AB	673	14	673	14	674	14	674	14	675	14	676	14
	C1	1290	28	1291	28	1292	28	1294	28	1294	28	1295	28
	C2	958	21	959	21	960	21	961	21	962	21	962	21
	DE	1729	37	1731	37	1732	37	1732	37	1734	37	1736	37

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	2694	100	2696	100	2698	100	2700	100	2702	100	2705	100	
Age													
4 - 15	467	17	468	17	468	17	468	17	468	17	469	17	
16 - 24	314	12	315	12	315	12	315	12	315	12	316	12	
25 - 34	350	13	349	13	349	13	350	13	350	13	350	13	
35 - 44	429	16	430	16	430	16	430	16	431	16	432	16	
45 - 54	380	14	380	14	381	14	381	14	381	14	381	14	
55 - 64	342	13	343	13	343	13	343	13	343	13	344	13	
65 +	412	15	411	15	412	15	413	15	414	15	413	15	
Adults													
Total	2227	100	2228	100	2230	100	2232	100	2234	100	2236	100	
AB	340	15	340	15	340	15	341	15	341	15	341	15	
C1	601	27	601	27	602	27	602	27	603	27	603	27	
C2	507	23	507	23	507	23	508	23	508	23	509	23	
DE	779	35	780	35	781	35	781	35	782	35	783	35	
Working F/T	1303	59	1304	59	1306	59	1307	59	1308	59	1309	59	
Not Working	924	41	924	41	924	41	925	41	926	41	927	41	

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2707	100	2709	100	2711	100	2713	100	2715	100	2718	100
Age	4 - 15	469	17	470	17	470	17	470	17	470	17	471	17
	16 - 24	316	12	316	12	316	12	317	12	317	12	317	12
	25 - 34	351	13	351	13	352	13	351	13	352	13	352	13
	35 - 44	432	16	432	16	432	16	433	16	433	16	434	16
	45 - 54	381	14	382	14	382	14	382	14	383	14	383	14
	55 - 64	344	13	344	13	345	13	345	13	345	13	345	13
65 +		414	15	414	15	414	15	415	15	415	15	416	15
Adults													
Total		2238	100	2239	100	2241	100	2243	100	2245	100	2247	100
AB		341	15	342	15	342	15	342	15	343	15	343	15
C1		604	27	604	27	605	27	605	27	605	27	606	27
C2		509	23	509	23	510	23	510	23	511	23	511	23
DE		784	35	784	35	784	35	786	35	786	35	787	35
Working F/T		1310	59	1311	59	1312	59	1313	59	1314	59	1315	59
Not Working		928	41	928	41	929	41	930	41	931	41	932	41

Table4b Female Individuals in TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2846	100	2848	100	2851	100	2853	100	2856	100
Age										
4 - 15	445	16	445	16	446	16	446	16	447	16
16 - 24	319	11	319	11	319	11	320	11	320	11
25 - 34	371	13	371	13	372	13	372	13	373	13
35 - 44	440	15	441	15	441	15	441	15	441	15
45 - 54	383	13	383	13	383	13	384	13	384	13
55 - 64	357	13	357	13	358	13	358	13	359	13
65 +	531	19	532	19	532	19	532	19	532	19
Adults										
Total	2401	100	2403	100	2405	100	2407	100	2409	100
AB	330	14	330	14	331	14	330	14	331	14
C1	682	28	684	28	683	28	685	28	685	28
C2	447	19	448	19	448	19	448	19	449	19
DE	942	39	941	39	943	39	944	39	944	39
Working F/T	655	27	656	27	656	27	656	27	657	27
Not Working	1746	73	1747	73	1749	73	1751	73	1752	73

Table4b Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2860	100	2862	100	2865	100	2867	100	2870	100	2871	100
Age												
4 - 15	448	16	447	16	448	16	449	16	450	16	449	16
16 - 24	320	11	321	11	321	11	321	11	321	11	322	11
25 - 34	373	13	373	13	373	13	374	13	374	13	374	13
35 - 44	442	15	442	15	443	15	443	15	444	15	444	15
45 - 54	386	13	385	13	386	13	386	13	386	13	387	13
55 - 64	359	13	359	13	359	13	360	13	360	13	361	13
65 +	532	19	535	19	535	19	534	19	535	19	534	19
Adults												
Total	2412	100	2415	100	2417	100	2418	100	2420	100	2422	100
AB	332	14	331	14	332	14	332	14	332	14	333	14
C1	686	28	687	28	687	28	689	28	689	28	689	28
C2	449	19	450	19	450	19	451	19	451	19	451	19
DE	945	39	947	39	948	39	946	39	948	39	949	39
Working F/T	658	27	659	27	659	27	660	27	660	27	661	27
Not Working	1754	73	1756	73	1758	73	1758	73	1760	73	1761	73

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2130	100	2131	100	2133	100	2134	100	2135	100	2137	100
TV Households	2075	97	2077	97	2078	97	2080	97	2081	97	2082	97
ITV Households	2068	97	2070	97	2071	97	2073	97	2074	97	2075	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2138	100	2140	100	2141	100	2143	100	2144	100	2145	100
TV Households	2084	97	2085	97	2087	97	2088	97	2089	97	2091	97
ITV Households	2077	97	2078	97	2080	97	2081	97	2082	97	2084	97

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2075	100	2077	100	2078	100	2080	100	2081	100	2082	100
Social Class	AB	349	17	349	17	349	17	349	17	349	17	350	17
	C1	564	27	565	27	565	27	565	27	566	27	566	27
	C2	355	17	355	17	355	17	356	17	356	17	356	17
	DE	800	39	801	39	802	39	803	39	803	39	803	39
Housewife Age	Under 25	114	5	114	5	114	5	114	5	114	5	114	5
	25 - 34	329	16	330	16	330	16	330	16	330	16	331	16
	35 - 44	427	21	427	21	428	21	428	21	428	21	429	21
	45 - 54	368	18	368	18	368	18	368	18	369	18	369	18
	55 - 64	327	16	328	16	328	16	328	16	328	16	328	16
	65 +	503	24	503	24	503	24	505	24	505	24	504	24
Size	1	684	33	685	33	685	33	686	33	686	33	687	33
	2	695	33	696	34	696	33	697	34	697	33	698	34
	3	316	15	316	15	316	15	316	15	316	15	317	15
	4+	373	18	373	18	374	18	374	18	375	18	373	18
Children	Without	1536	74	1537	74	1538	74	1539	74	1540	74	1541	74
	With	532	26	533	26	533	26	534	26	534	26	534	26

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2084	100	2085	100	2087	100	2088	100	2089	100	2091	100
Social Class	AB	350	17	350	17	350	17	351	17	351	17	351	17
	C1	566	27	567	27	567	27	568	27	568	27	568	27
	C2	356	17	357	17	357	17	357	17	357	17	358	17
	DE	805	39	804	39	806	39	805	39	806	39	807	39
Housewife Age	Under 25	114	5	114	5	114	5	115	6	115	6	115	5
	25 - 34	331	16	331	16	331	16	331	16	332	16	332	16
	35 - 44	429	21	429	21	429	21	430	21	430	21	430	21
	45 - 54	369	18	369	18	369	18	370	18	370	18	370	18
	55 - 64	329	16	329	16	329	16	329	16	330	16	330	16
	65 +	505	24	506	24	508	24	506	24	505	24	507	24
Size	1	687	33	688	33	688	33	688	33	689	33	689	33
	2	698	33	699	34	699	33	699	33	700	34	700	33
	3	317	15	317	15	317	15	317	15	318	15	318	15
	4+	375	18	374	18	376	18	377	18	375	18	377	18
Children	Without	1542	74	1543	74	1545	74	1545	74	1546	74	1548	74
	With	535	26	535	26	535	26	536	26	536	26	536	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4449	100	4452	100	4455	100	4458	100	4461	100	4464	100
Age	4 - 9	332	7	332	7	333	7	333	7	333	7	333	7
	10 - 15	365	8	365	8	365	8	365	8	366	8	366	8
	16 - 24	527	12	527	12	528	12	528	12	528	12	529	12
	25 - 34	597	13	598	13	598	13	599	13	599	13	599	13
	35 - 44	734	16	735	17	735	16	735	16	736	16	737	17
	45 - 54	636	14	637	14	637	14	638	14	638	14	638	14
	55 - 64	539	12	540	12	540	12	540	12	541	12	541	12
	65 +	719	16	718	16	719	16	720	16	720	16	721	16
Adults	Total	3752	100	3755	100	3757	100	3760	100	3762	100	3765	100
	AB	694	18	694	18	695	18	695	18	696	19	696	18
	C1	1063	28	1064	28	1064	28	1065	28	1065	28	1067	28
	C2	736	20	737	20	737	20	738	20	738	20	738	20
	DE	1259	34	1260	34	1261	34	1262	34	1263	34	1264	34

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4467	100	4470	100	4473	100	4476	100	4479	100	4482	100
Age	4 - 9	333	7	334	7	334	7	334	7	334	7	335	7
	10 - 15	367	8	366	8	367	8	367	8	368	8	367	8
	16 - 24	529	12	529	12	530	12	530	12	530	12	531	12
	25 - 34	599	13	601	13	600	13	601	13	601	13	602	13
	35 - 44	738	17	737	16	738	16	739	17	740	17	739	16
	45 - 54	639	14	639	14	640	14	640	14	641	14	641	14
	55 - 64	542	12	542	12	542	12	543	12	543	12	543	12
	65 +	720	16	722	16	722	16	722	16	722	16	724	16
Adults	Total	3767	100	3770	100	3772	100	3775	100	3777	100	3780	100
	AB	696	18	697	18	697	18	698	18	698	18	699	18
	C1	1068	28	1068	28	1069	28	1069	28	1070	28	1071	28
	C2	739	20	739	20	740	20	740	20	741	20	741	20
	DE	1264	34	1266	34	1266	34	1268	34	1268	34	1269	34

Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2127	100	2129	100	2130	100	2131	100	2133	100	2134	100
Age	4 - 15	360	17	360	17	360	17	360	17	361	17	361	17
	16 - 24	262	12	262	12	263	12	263	12	263	12	263	12
	25 - 34	287	13	287	13	287	13	287	13	287	13	288	13
	35 - 44	349	16	350	16	350	16	350	16	350	16	351	16
	45 - 54	313	15	313	15	313	15	313	15	314	15	313	15
	55 - 64	261	12	262	12	262	12	262	12	262	12	262	12
65 +		295	14	295	14	295	14	296	14	296	14	296	14
Adults		1767	100	1769	100	1770	100	1771	100	1772	100	1773	100
Total		343	19	344	19	344	19	344	19	344	19	345	19
AB		484	27	484	27	484	27	485	27	485	27	485	27
C1		393	22	393	22	393	22	394	22	394	22	394	22
C2		547	31	548	31	549	31	548	31	549	31	549	31
DE		1046	59	1047	59	1048	59	1048	59	1049	59	1050	59
Working F/T		721	41	722	41	722	41	723	41	723	41	723	41
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2136	100	2137	100	2139	100	2140	100	2141	100	2143	100
Age	4 - 15	362	17	361	17	362	17	362	17	362	17	363	17
	16 - 24	263	12	264	12	264	12	264	12	264	12	264	12
	25 - 34	288	13	288	13	288	13	288	13	289	13	289	13
	35 - 44	351	16	351	16	351	16	352	16	351	16	352	16
	45 - 54	314	15	314	15	315	15	314	15	315	15	315	15
	55 - 64	262	12	263	12	262	12	263	12	263	12	263	12
65 +		296	14	296	14	297	14	297	14	297	14	297	14
Adults	Total	1774	100	1776	100	1777	100	1778	100	1779	100	1780	100
	AB	345	19	345	19	345	19	345	19	346	19	346	19
	C1	486	27	486	27	487	27	487	27	487	27	487	27
	C2	394	22	395	22	395	22	395	22	395	22	396	22
	DE	549	31	550	31	550	31	551	31	551	31	551	31
	Working F/T	1050	59	1051	59	1052	59	1053	59	1053	59	1054	59
	Not Working	724	41	725	41	725	41	725	41	726	41	726	41

Table4b Female Individuals in TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2322	100	2323	100	2325	100	2327	100	2328	100
Age										
4 - 15	337	15	337	15	338	15	338	15	338	15
16 - 24	265	11	265	11	265	11	265	11	265	11
25 - 34	310	13	311	13	311	13	312	13	312	13
35 - 44	385	17	385	17	385	17	385	17	386	17
45 - 54	323	14	324	14	324	14	325	14	324	14
55 - 64	278	12	278	12	278	12	278	12	279	12
65 +	424	18	423	18	424	18	424	18	424	18
Adults										
Total	1985	100	1986	100	1987	100	1989	100	1990	100
AB	351	18	350	18	351	18	351	18	352	18
C1	579	29	580	29	580	29	580	29	580	29
C2	343	17	344	17	344	17	344	17	344	17
DE	712	36	712	36	712	36	714	36	714	36
Working F/T	623	31	623	31	623	31	624	31	624	31
Not Working	1362	69	1363	69	1364	69	1365	69	1366	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2331	100	2333	100	2334	100	2336	100	2338	100	2339	100
Age												
4 - 15	338	15	339	15	339	15	339	15	340	15	339	14
16 - 24	266	11	265	11	266	11	266	11	266	11	267	11
25 - 34	311	13	313	13	312	13	313	13	312	13	313	13
35 - 44	387	17	386	17	387	17	387	17	389	17	387	17
45 - 54	325	14	325	14	325	14	326	14	326	14	326	14
55 - 64	280	12	279	12	280	12	280	12	280	12	280	12
65 +	424	18	426	18	425	18	425	18	425	18	427	18
Adults												
Total	1993	100	1994	100	1995	100	1997	100	1998	100	2000	100
AB	351	18	352	18	352	18	353	18	352	18	353	18
C1	582	29	582	29	582	29	582	29	583	29	584	29
C2	345	17	344	17	345	17	345	17	346	17	345	17
DE	715	36	716	36	716	36	717	36	717	36	718	36
Working F/T	625	31	625	31	625	31	626	31	627	31	627	31
Not Working	1368	69	1369	69	1370	69	1371	69	1371	69	1373	69

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2227	100	2229	100	2230	100	2231	100	2233	100	2234	100
TV Households	2187	98	2188	98	2190	98	2191	98	2193	98	2194	98
ITV Households	1996	90	1997	90	1998	90	2000	90	2001	90	2002	90

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2236	100	2237	100	2239	100	2240	100	2242	100	2243	100
TV Households	2195	98	2197	98	2198	98	2200	98	2201	98	2203	98
ITV Households	2004	90	2005	90	2006	90	2008	90	2009	90	2010	90

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2187	100	2188	100	2190	100	2191	100	2193	100	2194	100
Social Class	AB	274	13	274	13	275	13	275	13	275	13	275	13
	C1	576	26	577	26	577	26	577	26	578	26	578	26
	C2	394	18	395	18	395	18	395	18	395	18	396	18
	DE	752	34	751	34	751	34	753	34	753	34	753	34
Housewife Age	Under 25	102	5	103	5	103	5	103	5	103	5	103	5
	25 - 34	308	14	309	14	309	14	309	14	309	14	309	14
	35 - 44	392	18	392	18	392	18	393	18	393	18	393	18
	45 - 54	351	16	351	16	352	16	352	16	352	16	352	16
	55 - 64	322	15	322	15	322	15	322	15	323	15	323	15
	65 +	521	24	520	24	520	24	521	24	521	24	522	24
Size	1	575	26	576	26	576	26	576	26	577	26	577	26
	2	719	33	719	33	720	33	720	33	721	33	721	33
	3	312	14	312	14	312	14	312	14	312	14	313	14
	4+	390	18	390	18	390	18	392	18	391	18	391	18
Children	Without	1482	68	1483	68	1484	68	1485	68	1486	68	1487	68
	With	514	24	514	23	514	23	515	24	515	23	515	23

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2195	100	2197	100	2198	100	2200	100	2201	100	2203	100
Social Class	AB	275	13	275	13	276	13	276	13	276	13	276	13
	C1	579	26	579	26	579	26	580	26	580	26	581	26
	C2	396	18	396	18	396	18	397	18	397	18	397	18
	DE	754	34	755	34	755	34	755	34	756	34	756	34
Housewife Age	Under 25	103	5	103	5	103	5	103	5	103	5	103	5
	25 - 34	310	14	310	14	310	14	310	14	310	14	311	14
	35 - 44	393	18	394	18	394	18	394	18	394	18	395	18
	45 - 54	352	16	353	16	353	16	353	16	353	16	354	16
	55 - 64	323	15	323	15	323	15	324	15	324	15	324	15
	65 +	523	24	522	24	523	24	524	24	525	24	523	24
Size	1	578	26	578	26	578	26	579	26	579	26	579	26
	2	722	33	722	33	723	33	723	33	724	33	724	33
	3	313	14	313	14	313	14	313	14	314	14	314	14
	4+	391	18	392	18	392	18	393	18	392	18	393	18
Children	Without	1488	68	1489	68	1490	68	1491	68	1492	68	1493	68
	With	516	24	516	23	516	23	517	24	517	23	517	23

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4488	100	4491	100	4494	100	4496	100	4499	100	4502	100
Age	4 - 9	346	8	346	8	346	8	346	8	346	8	347	8
	10 - 15	374	8	375	8	375	8	376	8	376	8	376	8
	16 - 24	503	11	504	11	504	11	504	11	505	11	505	11
	25 - 34	574	13	573	13	574	13	574	13	574	13	574	13
	35 - 44	700	16	702	16	702	16	703	16	703	16	704	16
	45 - 54	631	14	632	14	632	14	633	14	633	14	633	14
	55 - 64	569	13	570	13	570	13	571	13	571	13	571	13
	65 +	791	18	789	18	791	18	789	18	791	18	792	18
Adults	Total	3768	100	3770	100	3773	100	3774	100	3777	100	3779	100
	AB	564	15	565	15	565	15	566	15	566	15	566	15
	C1	1132	30	1132	30	1133	30	1133	30	1134	30	1135	30
	C2	814	22	815	22	815	22	816	22	816	22	817	22
	DE	1258	33	1258	33	1260	33	1259	33	1261	33	1261	33

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4505	100	4508	100	4511	100	4514	100	4517	100	4520	100
Age	4 - 9	347	8	347	8	347	8	348	8	348	8	348	8
	10 - 15	376	8	376	8	377	8	376	8	377	8	377	8
	16 - 24	505	11	506	11	506	11	506	11	507	11	507	11
	25 - 34	575	13	576	13	576	13	577	13	576	13	578	13
	35 - 44	704	16	704	16	705	16	705	16	706	16	705	16
	45 - 54	634	14	634	14	635	14	635	14	636	14	636	14
	55 - 64	572	13	572	13	572	13	573	13	573	13	573	13
	65 +	792	18	793	18	793	18	794	18	794	18	796	18
Adults	Total	3782	100	3785	100	3787	100	3790	100	3792	100	3795	100
	AB	567	15	567	15	567	15	568	15	568	15	568	15
	C1	1135	30	1136	30	1138	30	1138	30	1139	30	1140	30
	C2	817	22	818	22	818	22	819	22	820	22	820	22
	DE	1263	33	1264	33	1264	33	1265	33	1265	33	1267	33

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2185	100	2187	100	2188	100	2190	100	2191	100	2193	100
Age	4 - 15	375	17	376	17	376	17	377	17	377	17	377	17
	16 - 24	261	12	261	12	261	12	262	12	262	12	262	12
	25 - 34	279	13	279	13	280	13	279	13	279	13	280	13
	35 - 44	340	16	341	16	341	16	342	16	342	16	342	16
	45 - 54	308	14	307	14	307	14	307	14	307	14	308	14
	55 - 64	284	13	284	13	284	13	284	13	285	13	285	13
65 +		338	15	339	16	339	15	339	15	339	15	339	15
Adults													
Total		1810	100	1811	100	1812	100	1813	100	1814	100	1816	100
AB		289	16	289	16	289	16	290	16	290	16	290	16
C1		538	30	538	30	539	30	538	30	539	30	539	30
C2		422	23	422	23	422	23	423	23	422	23	423	23
DE		561	31	562	31	562	31	562	31	563	31	564	31
Working F/T		1041	58	1042	58	1043	58	1043	58	1044	58	1045	58
Not Working		769	42	769	42	769	42	770	42	770	42	771	42

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2194	100	2195	100	2197	100	2198	100	2200	100	2201	100
Age	4 - 15	377	17	377	17	378	17	378	17	379	17	378	17
	16 - 24	262	12	262	12	262	12	263	12	263	12	263	12
	25 - 34	280	13	280	13	281	13	280	13	280	13	281	13
	35 - 44	342	16	342	16	343	16	343	16	343	16	343	16
	45 - 54	308	14	309	14	308	14	308	14	309	14	309	14
	55 - 64	285	13	285	13	285	13	286	13	286	13	286	13
	65 +	340	15	340	15	340	15	340	15	340	15	341	15
Adults													
Total		1817	100	1818	100	1819	100	1820	100	1821	100	1823	100
AB		290	16	290	16	291	16	291	16	291	16	291	16
C1		540	30	541	30	540	30	541	30	541	30	542	30
C2		423	23	423	23	424	23	424	23	424	23	425	23
DE		564	31	564	31	564	31	564	31	565	31	565	31
Working F/T		1045	58	1046	58	1047	58	1047	58	1048	58	1049	58
Not Working		772	42	772	42	772	42	773	42	773	42	774	42

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2303	100	2304	100	2306	100	2306	100	2308	100	2309	100
Age												
4 - 15	345	15	345	15	345	15	345	15	345	15	346	15
16 - 24	242	11	243	11	243	11	242	10	243	11	243	11
25 - 34	295	13	294	13	294	13	295	13	295	13	294	13
35 - 44	360	16	361	16	361	16	361	16	361	16	362	16
45 - 54	323	14	325	14	325	14	326	14	326	14	325	14
55 - 64	285	12	286	12	286	12	287	12	286	12	286	12
65 +	453	20	450	20	452	20	450	20	452	20	453	20
Adults												
Total	1958	100	1959	100	1961	100	1961	100	1963	100	1963	100
AB	275	14	276	14	276	14	276	14	276	14	276	14
C1	594	30	594	30	594	30	595	30	595	30	596	30
C2	392	20	393	20	393	20	393	20	394	20	394	20
DE	697	36	696	36	698	36	697	36	698	36	697	36
Working F/T	543	28	543	28	543	28	544	28	544	28	544	28
Not Working	1415	72	1416	72	1418	72	1417	72	1419	72	1419	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2311	100	2313	100	2314	100	2316	100	2317	100	2319	100
Age												
4 - 15	346	15	346	15	346	15	346	15	346	15	347	15
16 - 24	243	11	244	11	244	11	243	10	244	11	244	11
25 - 34	295	13	296	13	295	13	297	13	296	13	297	13
35 - 44	362	16	362	16	362	16	362	16	363	16	362	16
45 - 54	326	14	325	14	327	14	327	14	327	14	327	14
55 - 64	287	12	287	12	287	12	287	12	287	12	287	12
65 +	452	20	453	20	453	20	454	20	454	20	455	20
Adults												
Total	1965	100	1967	100	1968	100	1970	100	1971	100	1972	100
AB	277	14	277	14	276	14	277	14	277	14	277	14
C1	595	30	595	30	598	30	597	30	598	30	598	30
C2	394	20	395	20	394	20	395	20	396	20	395	20
DE	699	36	700	36	700	36	701	36	700	36	702	36
Working F/T	545	28	545	28	545	28	546	28	546	28	546	28
Not Working	1420	72	1422	72	1423	72	1424	72	1425	72	1426	72

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2820	100	2823	100	2826	100	2829	100	2831	100	2834	100
TV Households	2773	98	2775	98	2778	98	2781	98	2784	98	2787	98
ITV Households	2424	86	2427	86	2429	86	2432	86	2434	86	2437	86

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2837	100	2840	100	2843	100	2846	100	2849	100	2852	100
TV Households	2789	98	2792	98	2795	98	2798	98	2801	98	2804	98
ITV Households	2439	86	2442	86	2444	86	2447	86	2449	86	2452	86

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2773	100	2775	100	2778	100	2781	100	2784	100	2787	100
Social Class	AB	589	21	590	21	590	21	591	21	591	21	592	21
	C1	775	28	776	28	777	28	778	28	778	28	779	28
	C2	454	16	455	16	455	16	456	16	456	16	457	16
	DE	606	22	606	22	607	22	607	22	609	22	609	22
Housewife Age	Under 25	120	4	120	4	120	4	120	4	120	4	120	4
	25 - 34	379	14	380	14	380	14	380	14	381	14	381	14
	35 - 44	474	17	474	17	475	17	475	17	476	17	476	17
	45 - 54	421	15	421	15	422	15	422	15	423	15	423	15
	55 - 64	387	14	387	14	388	14	388	14	388	14	389	14
	65 +	643	23	645	23	644	23	647	23	646	23	648	23
Size	1	701	25	702	25	703	25	703	25	704	25	705	25
	2	858	31	859	31	860	31	861	31	862	31	862	31
	3	359	13	360	13	360	13	360	13	361	13	361	13
	4+	506	18	506	18	506	18	508	18	507	18	509	18
Children	Without	1767	64	1769	64	1771	64	1773	64	1774	64	1777	64
	With	657	24	658	24	658	24	659	24	660	24	660	24

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2789	100	2792	100	2795	100	2798	100	2801	100	2804	100
Social Class	AB	593	21	593	21	594	21	594	21	595	21	596	21
	C1	780	28	781	28	782	28	782	28	783	28	784	28
	C2	457	16	458	16	458	16	458	16	459	16	459	16
	DE	609	22	610	22	610	22	613	22	612	22	613	22
Housewife Age	Under 25	120	4	120	4	120	4	121	4	121	4	121	4
	25 - 34	382	14	382	14	382	14	383	14	383	14	383	14
	35 - 44	477	17	477	17	478	17	478	17	479	17	479	17
	45 - 54	424	15	424	15	424	15	425	15	425	15	426	15
	55 - 64	389	14	390	14	390	14	390	14	391	14	391	14
	65 +	647	23	649	23	650	23	650	23	650	23	652	23
Size	1	706	25	706	25	707	25	708	25	708	25	709	25
	2	863	31	864	31	865	31	866	31	867	31	868	31
	3	361	13	362	13	362	13	363	13	363	13	363	13
	4+	509	18	510	18	510	18	510	18	511	18	512	18
Children	Without	1778	64	1780	64	1782	64	1784	64	1785	64	1788	64
	With	661	24	662	24	662	24	663	24	664	24	664	24

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5468	100	5473	100	5479	100	5484	100	5490	100	5496	100
Age	4 - 9	433	8	434	8	434	8	435	8	435	8	436	8
	10 - 15	467	9	467	9	468	9	468	9	469	9	469	9
	16 - 24	609	11	610	11	610	11	611	11	611	11	612	11
	25 - 34	703	13	702	13	704	13	704	13	705	13	706	13
	35 - 44	861	16	864	16	864	16	865	16	866	16	866	16
	45 - 54	748	14	749	14	750	14	750	14	751	14	752	14
	55 - 64	674	12	675	12	676	12	676	12	677	12	678	12
	65 +	973	18	972	18	973	18	975	18	976	18	977	18
Adults	Total	4568	100	4572	100	4577	100	4581	100	4586	100	4591	100
	AB	1188	26	1189	26	1191	26	1192	26	1193	26	1194	26
	C1	1466	32	1467	32	1468	32	1470	32	1471	32	1473	32
	C2	932	20	933	20	934	20	935	20	936	20	937	20
	DE	982	21	983	22	984	21	984	22	986	22	987	21

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5501	100	5507	100	5512	100	5518	100	5523	100	5529	100
Age	4 - 9	436	8	436	8	437	8	437	8	438	8	438	8
	10 - 15	470	9	471	9	471	9	471	9	471	9	472	9
	16 - 24	613	11	613	11	614	11	615	11	615	11	616	11
	25 - 34	706	13	707	13	707	13	709	13	709	13	710	13
	35 - 44	868	16	869	16	870	16	869	16	872	16	872	16
	45 - 54	753	14	753	14	754	14	755	14	756	14	756	14
	55 - 64	678	12	679	12	680	12	680	12	681	12	682	12
	65 +	977	18	979	18	979	18	982	18	981	18	983	18
Adults	Total	4595	100	4600	100	4604	100	4610	100	4614	100	4619	100
	AB	1195	26	1197	26	1198	26	1199	26	1200	26	1201	26
	C1	1475	32	1476	32	1477	32	1479	32	1481	32	1482	32
	C2	938	20	939	20	940	20	941	20	942	20	943	20
	DE	987	21	988	21	989	21	991	21	991	21	993	21

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	2651	100	2654	100	2657	100	2659	100	2662	100	2665	100	
Age	4 - 15	466	18	467	18	468	18	468	18	469	18	469	18
	16 - 24	303	11	303	11	304	11	304	11	304	11	305	11
	25 - 34	336	13	336	13	336	13	337	13	337	13	337	13
	35 - 44	425	16	426	16	426	16	427	16	427	16	427	16
	45 - 54	367	14	367	14	368	14	367	14	368	14	369	14
	55 - 64	331	12	331	12	331	12	331	12	332	12	332	12
	65 +	423	16	424	16	424	16	425	16	425	16	426	16
Adults	Total	2185	100	2187	100	2189	100	2191	100	2193	100	2196	100
	AB	601	28	602	28	603	28	603	28	604	28	604	28
	C1	669	31	669	31	669	31	671	31	670	31	672	31
	C2	493	23	494	23	494	23	495	23	495	23	496	23
	DE	422	19	422	19	423	19	422	19	424	19	424	19
	Working F/T	1381	63	1383	63	1384	63	1386	63	1387	63	1388	63
	Not Working	804	37	804	37	805	37	805	37	806	37	808	37

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2668	100	2670	100	2673	100	2676	100	2678	100	2681	100
Age	4 - 15	470	18	470	18	471	18	471	18	471	18	472	18
	16 - 24	305	11	305	11	306	11	306	11	306	11	307	11
	25 - 34	338	13	338	13	337	13	339	13	339	13	339	13
	35 - 44	428	16	429	16	429	16	429	16	429	16	430	16
	45 - 54	369	14	369	14	370	14	370	14	371	14	371	14
	55 - 64	333	12	333	12	333	12	334	12	334	12	334	12
	65 +	425	16	426	16	427	16	427	16	428	16	428	16
Adults		2198	100	2200	100	2202	100	2205	100	2207	100	2209	100
Total		605	28	606	28	606	28	607	28	607	28	608	28
AB		672	31	673	31	674	31	674	31	676	31	676	31
C1		496	23	497	23	497	23	498	23	498	23	499	23
C2		425	19	424	19	425	19	426	19	426	19	426	19
DE		1390	63	1391	63	1393	63	1394	63	1395	63	1397	63
Working F/T		808	37	809	37	809	37	811	37	812	37	812	37
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2817	100	2819	100	2822	100	2825	100	2828	100	2831	100
Age												
4 - 15	434	15	434	15	434	15	435	15	435	15	436	15
16 - 24	306	11	307	11	306	11	307	11	307	11	307	11
25 - 34	367	13	366	13	368	13	367	13	368	13	369	13
35 - 44	436	15	438	16	438	16	438	16	439	16	439	16
45 - 54	381	14	382	14	382	14	383	14	383	14	383	14
55 - 64	343	12	344	12	345	12	345	12	345	12	346	12
65 +	550	20	548	19	549	19	550	19	551	19	551	19
Adults												
Total	2383	100	2385	100	2388	100	2390	100	2393	100	2395	100
AB	587	25	587	25	588	25	589	25	589	25	590	25
C1	797	33	798	33	799	33	799	33	801	33	801	33
C2	439	18	439	18	440	18	440	18	441	18	441	18
DE	560	23	561	24	561	23	562	24	562	23	563	24
Working F/T	724	30	724	30	725	30	725	30	726	30	728	30
Not Working	1659	70	1661	70	1663	70	1665	70	1667	70	1667	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2833	100	2837	100	2839	100	2842	100	2845	100	2848	100
Age												
4 - 15	436	15	437	15	437	15	437	15	438	15	438	15
16 - 24	308	11	308	11	308	11	309	11	309	11	309	11
25 - 34	368	13	369	13	370	13	370	13	370	13	371	13
35 - 44	440	16	440	16	441	16	440	15	443	16	442	16
45 - 54	384	14	384	14	384	14	385	14	385	14	385	14
55 - 64	345	12	346	12	347	12	346	12	347	12	348	12
65 +	552	19	553	19	552	19	555	20	553	19	555	19
Adults												
Total	2397	100	2400	100	2402	100	2405	100	2407	100	2410	100
AB	590	25	591	25	592	25	592	25	593	25	593	25
C1	803	34	803	33	803	33	805	33	805	33	806	33
C2	442	18	442	18	443	18	443	18	444	18	444	18
DE	562	23	564	24	564	23	565	23	565	23	567	24
Working F/T	728	30	729	30	729	30	730	30	731	30	731	30
Not Working	1669	70	1671	70	1673	70	1675	70	1676	70	1679	70

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1423	100	1424	100	1425	100	1426	100	1427	100	1428	100
TV Households	1402	99	1403	99	1404	99	1405	99	1406	99	1406	98
ITV Households	1191	84	1192	84	1192	84	1193	84	1194	84	1194	84

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1429	100	1430	100	1430	100	1431	100	1432	100	1433	100
TV Households	1407	98	1408	98	1409	99	1410	99	1411	99	1412	99
ITV Households	1195	84	1196	84	1196	84	1197	84	1198	84	1199	84

Table 2													
Projections for		TV Households											
		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1402	100	1403	100	1404	100	1405	100	1406	100	1406	100
Social Class	AB	159	11	159	11	159	11	159	11	159	11	159	11
	C1	291	21	291	21	291	21	292	21	292	21	292	21
	C2	226	16	226	16	226	16	226	16	226	16	226	16
	DE	515	37	516	37	516	37	516	37	517	37	517	37
Housewife Age	Under 25	61	4	61	4	61	4	61	4	61	4	61	4
	25 - 34	175	12	175	12	175	12	175	12	175	12	175	12
	35 - 44	239	17	239	17	239	17	239	17	240	17	240	17
	45 - 54	216	15	216	15	216	15	216	15	216	15	216	15
	55 - 64	194	14	194	14	194	14	194	14	194	14	194	14
	65 +	306	22	307	22	307	22	308	22	308	22	308	22
Size	1	361	26	362	26	362	26	362	26	362	26	363	26
	2	418	30	418	30	419	30	419	30	419	30	419	30
	3	200	14	200	14	200	14	200	14	200	14	201	14
	4+	212	15	212	15	211	15	212	15	213	15	211	15
Children	Without	874	62	875	62	875	62	876	62	876	62	876	62
	With	317	23	317	23	317	23	317	23	318	23	318	23

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1407	100	1408	100	1409	100	1410	100	1411	100	1412	100
Social Class	AB	159	11	159	11	160	11	160	11	160	11	160	11
	C1	292	21	292	21	292	21	293	21	293	21	293	21
	C2	226	16	227	16	227	16	227	16	227	16	227	16
	DE	518	37	518	37	517	37	517	37	518	37	519	37
Housewife Age	Under 25	61	4	61	4	61	4	61	4	61	4	61	4
	25 - 34	175	12	175	12	176	12	176	12	176	12	176	12
	35 - 44	240	17	240	17	240	17	240	17	240	17	240	17
	45 - 54	216	15	216	15	217	15	217	15	217	15	217	15
	55 - 64	194	14	195	14	195	14	195	14	195	14	195	14
	65 +	309	22	309	22	307	22	308	22	309	22	310	22
Size	1	363	26	363	26	363	26	363	26	364	26	364	26
	2	420	30	420	30	420	30	420	30	421	30	421	30
	3	201	14	201	14	201	14	201	14	201	14	201	14
	4+	211	15	212	15	212	15	213	15	212	15	213	15
Children	Without	877	62	878	62	878	62	878	62	879	62	880	62
	With	318	23	318	23	318	23	319	23	319	23	319	23

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2608	100	2610	100	2611	100	2613	100	2614	100	2616	100
Age	4 - 9	192	7	192	7	192	7	192	7	192	7	192	7
	10 - 15	214	8	215	8	215	8	215	8	215	8	216	8
	16 - 24	298	11	298	11	299	11	299	11	299	11	299	11
	25 - 34	326	13	326	12	325	12	326	12	326	12	326	12
	35 - 44	417	16	418	16	419	16	418	16	419	16	419	16
	45 - 54	371	14	371	14	371	14	371	14	371	14	372	14
	55 - 64	334	13	334	13	335	13	335	13	335	13	335	13
	65 +	456	17	456	17	455	17	457	17	457	17	457	17
Adults	Total	2202	100	2203	100	2204	100	2206	100	2207	100	2208	100
	AB	330	15	330	15	330	15	330	15	330	15	330	15
	C1	546	25	546	25	547	25	547	25	548	25	548	25
	C2	472	21	473	21	473	21	473	21	474	21	474	21
	DE	854	39	854	39	854	39	856	39	855	39	856	39

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2617	100	2619	100	2620	100	2622	100	2623	100	2625	100
Age	4 - 9	192	7	192	7	192	7	193	7	193	7	193	7
	10 - 15	216	8	216	8	216	8	215	8	216	8	216	8
	16 - 24	299	11	299	11	300	11	300	11	300	11	300	11
	25 - 34	326	12	327	12	326	12	327	12	327	12	328	12
	35 - 44	420	16	420	16	420	16	420	16	420	16	420	16
	45 - 54	372	14	372	14	372	14	372	14	373	14	373	14
	55 - 64	335	13	336	13	336	13	336	13	336	13	336	13
65 +	457	17	457	17	458	17	459	18	458	17	459	17	
Adults	Total	2209	100	2211	100	2212	100	2214	100	2214	100	2216	100
	AB	331	15	331	15	331	15	331	15	331	15	332	15
	C1	548	25	549	25	549	25	550	25	550	25	550	25
	C2	474	21	474	21	475	21	475	21	475	21	475	21
	DE	856	39	857	39	857	39	858	39	858	39	859	39

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Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1266	100	1266	100	1267	100	1268	100	1269	100	1269	100
Age	4 - 15	209	17	209	17	209	16	210	17	210	17	209	16
	16 - 24	150	12	150	12	150	12	151	12	150	12	151	12
	25 - 34	157	12	157	12	157	12	157	12	158	12	157	12
	35 - 44	204	16	204	16	204	16	205	16	205	16	205	16
	45 - 54	183	14	183	14	183	14	182	14	183	14	183	14
	55 - 64	163	13	164	13	164	13	164	13	164	13	164	13
	65 +	200	16	199	16	200	16	199	16	199	16	200	16
Adults													
Total		1057	100	1057	100	1058	100	1058	100	1059	100	1060	100
AB		171	16	171	16	171	16	171	16	171	16	171	16
C1		247	23	247	23	247	23	247	23	248	23	248	23
C2		256	24	255	24	256	24	256	24	256	24	256	24
DE		383	36	384	36	384	36	384	36	384	36	385	36
Working F/T		583	55	584	55	584	55	584	55	585	55	585	55
Not Working		474	45	473	45	474	45	474	45	474	45	475	45

Table4b Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1347	100	1348	100	1348	100	1349	100	1350	100	1351	100
Age												
4 - 15	198	15	198	15	198	15	198	15	198	15	199	15
16 - 24	148	11	149	11	149	11	149	11	149	11	149	11
25 - 34	170	13	169	13	169	13	169	13	169	13	169	13
35 - 44	214	16	214	16	215	16	214	16	215	16	215	16
45 - 54	188	14	189	14	189	14	189	14	189	14	189	14
55 - 64	171	13	171	13	172	13	172	13	172	13	172	13
65 +	258	19	258	19	256	19	258	19	258	19	258	19
Adults												
Total	1149	100	1150	100	1150	100	1151	100	1152	100	1152	100
AB	160	14	160	14	160	14	160	14	160	14	160	14
C1	300	26	300	26	300	26	300	26	301	26	301	26
C2	217	19	218	19	218	19	218	19	219	19	218	19
DE	472	41	472	41	472	41	473	41	472	41	473	41
Working F/T	315	27	315	27	315	27	316	27	315	27	316	27
Not Working	834	73	835	73	835	73	835	73	837	73	836	73

Table4b Female Individuals in TV Households										
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1351	100	1353	100	1353	100	1354	100	1354	100
Age										
4 - 15	199	15	199	15	199	15	198	15	199	15
16 - 24	149	11	149	11	150	11	149	11	150	11
25 - 34	169	13	170	13	169	12	170	13	169	12
35 - 44	216	16	216	16	216	16	215	16	215	16
45 - 54	189	14	189	14	189	14	190	14	190	14
55 - 64	172	13	172	13	172	13	172	13	172	13
65 +	257	19	258	19	258	19	260	19	259	19
Adults										
Total	1152	100	1154	100	1154	100	1156	100	1155	100
AB	160	14	160	14	160	14	160	14	160	14
C1	301	26	302	26	302	26	303	26	302	26
C2	218	19	219	19	219	19	219	19	219	19
DE	473	41	473	41	473	41	474	41	474	41
Working F/T	316	27	316	27	316	27	317	27	316	27
Not Working	836	73	838	73	838	73	839	73	839	73

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2268	100	2270	100	2272	100	2274	100	2276	100	2278	100
TV Households	2215	98	2217	98	2219	98	2221	98	2223	98	2225	98
ITV Households	1811	80	1813	80	1814	80	1816	80	1818	80	1819	80

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2280	100	2282	100	2284	100	2286	100	2288	100	2290	100
TV Households	2227	98	2229	98	2231	98	2233	98	2235	98	2237	98
ITV Households	1821	80	1822	80	1824	80	1826	80	1827	80	1829	80

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2215	100	2217	100	2219	100	2221	100	2223	100	2225	100
Social Class	AB	340	15	340	15	340	15	341	15	341	15	341	15
	C1	515	23	516	23	516	23	517	23	517	23	518	23
	C2	354	16	354	16	355	16	355	16	355	16	356	16
	DE	602	27	603	27	603	27	603	27	605	27	604	27
Housewife Age	Under 25	88	4	88	4	88	4	88	4	88	4	88	4
	25 - 34	298	13	298	13	299	13	299	13	299	13	299	13
	35 - 44	358	16	358	16	358	16	359	16	359	16	359	16
	45 - 54	324	15	324	15	324	15	325	15	325	15	325	15
	55 - 64	286	13	286	13	286	13	287	13	287	13	287	13
	65 +	457	21	459	21	459	21	458	21	460	21	461	21
Size	1	499	23	499	23	500	23	500	23	501	23	501	23
	2	682	31	682	31	683	31	683	31	684	31	685	31
	3	270	12	271	12	271	12	271	12	271	12	272	12
	4+	360	16	361	16	360	16	362	16	362	16	361	16
Children	Without	1322	60	1323	60	1324	60	1326	60	1327	60	1328	60
	With	489	22	490	22	490	22	490	22	491	22	491	22

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2227	100	2229	100	2231	100	2233	100	2235	100	2237	100
Social Class	AB	342	15	342	15	342	15	343	15	343	15	343	15
	C1	518	23	519	23	519	23	520	23	520	23	521	23
	C2	356	16	356	16	357	16	357	16	357	16	358	16
	DE	605	27	605	27	606	27	606	27	607	27	607	27
Housewife Age	Under 25	88	4	88	4	88	4	88	4	88	4	89	4
	25 - 34	300	13	300	13	300	13	300	13	301	13	301	13
	35 - 44	360	16	360	16	360	16	361	16	361	16	361	16
	45 - 54	326	15	326	15	326	15	326	15	327	15	327	15
	55 - 64	287	13	288	13	288	13	288	13	288	13	289	13
	65 +	460	21	460	21	462	21	463	21	462	21	462	21
Size	1	501	22	502	23	502	23	503	23	503	23	504	23
	2	685	31	686	31	686	31	687	31	688	31	688	31
	3	272	12	272	12	272	12	273	12	273	12	273	12
	4+	363	16	362	16	364	16	363	16	363	16	364	16
Children	Without	1329	60	1330	60	1331	60	1333	60	1334	60	1335	60
	With	492	22	492	22	493	22	493	22	493	22	494	22

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4077	100	4081	100	4085	100	4088	100	4092	100	4096	100
Age	4 - 9	320	8	321	8	321	8	321	8	321	8	322	8
	10 - 15	346	8	346	8	346	8	347	8	348	9	347	8
	16 - 24	434	11	434	11	435	11	435	11	436	11	436	11
	25 - 34	544	13	545	13	546	13	546	13	546	13	547	13
	35 - 44	638	16	638	16	638	16	639	16	639	16	640	16
	45 - 54	587	14	587	14	588	14	588	14	589	14	589	14
	55 - 64	510	13	511	13	511	13	511	13	512	13	512	13
65 +		698	17	699	17	700	17	701	17	701	17	703	17
Adults	Total	3411	100	3414	100	3418	100	3420	100	3423	100	3427	100
	AB	707	21	707	21	708	21	709	21	709	21	710	21
	C1	978	29	980	29	980	29	981	29	982	29	983	29
	C2	731	21	732	21	733	21	733	21	734	21	735	21
	DE	995	29	995	29	997	29	997	29	998	29	999	29

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4099	100	4103	100	4106	100	4110	100	4114	100	4117	100
Age	4 - 9	322	8	322	8	323	8	323	8	323	8	323	8
	10 - 15	348	8	348	8	348	8	349	8	349	8	350	9
	16 - 24	436	11	437	11	437	11	438	11	438	11	438	11
	25 - 34	547	13	548	13	548	13	548	13	550	13	549	13
	35 - 44	641	16	641	16	642	16	643	16	642	16	645	16
	45 - 54	590	14	590	14	591	14	591	14	592	14	592	14
	55 - 64	513	13	513	13	514	13	514	13	515	13	515	13
	65 +	702	17	704	17	703	17	704	17	705	17	705	17
Adults	Total	3429	100	3433	100	3435	100	3438	100	3442	100	3444	100
	AB	710	21	711	21	712	21	712	21	713	21	714	21
	C1	984	29	985	29	985	29	987	29	987	29	988	29
	C2	735	21	736	21	737	21	737	21	738	21	739	21
	DE	1000	29	1001	29	1001	29	1002	29	1004	29	1003	29

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Table4a Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2017	100	2019	100	2021	100	2022	100	2024	100	2026	100
Age	4 - 15	345	17	345	17	346	17	345	17	346	17	346	17
	16 - 24	228	11	228	11	228	11	229	11	229	11	229	11
	25 - 34	268	13	269	13	269	13	269	13	270	13	270	13
	35 - 44	315	16	315	16	316	16	316	16	315	16	317	16
	45 - 54	294	15	294	15	294	15	295	15	295	15	295	15
	55 - 64	252	12	252	12	253	13	253	13	254	13	253	12
	65 +	315	16	316	16	315	16	315	16	315	16	316	16
Adults		1672	100	1674	100	1675	100	1677	100	1678	100	1680	100
Total		361	22	361	22	361	22	362	22	362	22	363	22
AB		463	28	464	28	464	28	464	28	464	28	465	28
C1		394	24	395	24	395	24	396	24	396	24	396	24
C2		454	27	454	27	455	27	455	27	456	27	456	27
DE		1081	65	1082	65	1083	65	1084	65	1085	65	1086	65
Working F/T		591	35	592	35	592	35	593	35	593	35	594	35
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2071	100	2073	100	2075	100	2076	100	2079	100	2081	100
Age												
4 - 15	324	16	324	16	324	16	324	16	325	16	325	16
16 - 24	207	10	207	10	208	10	208	10	208	10	208	10
25 - 34	277	13	277	13	277	13	277	13	278	13	278	13
35 - 44	324	16	324	16	324	16	325	16	325	16	325	16
45 - 54	295	14	295	14	295	14	295	14	295	14	296	14
55 - 64	259	13	260	13	260	13	259	12	260	13	260	12
65 +	385	19	386	19	387	19	388	19	388	19	389	19
Adults												
Total	1747	100	1749	100	1751	100	1752	100	1754	100	1756	100
AB	348	20	348	20	348	20	349	20	349	20	349	20
C1	518	30	519	30	519	30	519	30	520	30	521	30
C2	339	19	339	19	340	19	340	19	340	19	341	19
DE	542	31	543	31	544	31	544	31	545	31	545	31
Working F/T	528	30	528	30	528	30	529	30	529	30	530	30
Not Working	1219	70	1221	70	1223	70	1223	70	1225	70	1226	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2082	100	2084	100	2085	100	2088	100	2090	100	2091	100
Age												
4 - 15	325	16	325	16	325	16	327	16	326	16	327	16
16 - 24	208	10	209	10	209	10	209	10	209	10	209	10
25 - 34	279	13	279	13	279	13	279	13	280	13	279	13
35 - 44	326	16	326	16	326	16	327	16	327	16	328	16
45 - 54	296	14	296	14	297	14	296	14	297	14	297	14
55 - 64	261	13	261	13	261	13	261	13	261	12	262	13
65 +	387	19	388	19	388	19	389	19	390	19	389	19
Adults												
Total	1757	100	1759	100	1760	100	1761	100	1764	100	1764	100
AB	349	20	350	20	351	20	350	20	351	20	351	20
C1	521	30	521	30	521	30	523	30	523	30	523	30
C2	341	19	341	19	342	19	341	19	342	19	343	19
DE	546	31	547	31	546	31	547	31	548	31	547	31
Working F/T	530	30	531	30	531	30	532	30	532	30	532	30
Not Working	1227	70	1228	70	1229	70	1229	70	1232	70	1232	70

Table 1													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		899	100	900	100	900	100	901	100	902	100	903	100
TV Households		884	98	885	98	886	98	887	98	888	98	888	98
ITV Households		743	83	744	83	745	83	745	83	746	83	747	83

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	904	100	905	100	905	100	906	100	907	100	908	100
TV Households	889	98	890	98	891	98	892	98	892	98	893	98
ITV Households	747	83	748	83	749	83	749	83	750	83	751	83

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		884	100	885	100	886	100	887	100	888	100	888	100
Social Class	AB	138	16	138	16	138	16	138	16	139	16	139	16
	C1	234	26	235	27	235	27	235	26	235	26	235	26
	C2	158	18	158	18	158	18	158	18	158	18	158	18
	DE	213	24	213	24	214	24	214	24	214	24	215	24
Housewife Age	Under 25	35	4	35	4	35	4	35	4	35	4	35	4
	25 - 34	102	12	102	12	102	12	102	11	102	11	103	12
	35 - 44	132	15	132	15	132	15	132	15	132	15	132	15
	45 - 54	120	14	120	14	120	14	120	14	121	14	121	14
	55 - 64	136	15	136	15	136	15	136	15	136	15	136	15
	65 +	218	25	219	25	220	25	220	25	220	25	220	25
Size	1	222	25	223	25	223	25	223	25	223	25	223	25
	2	285	32	285	32	286	32	286	32	286	32	286	32
	3	98	11	98	11	98	11	98	11	98	11	98	11
	4+	138	16	138	16	138	16	138	16	139	16	140	16
Children	Without	563	64	563	64	564	64	564	64	565	64	566	64
	With	180	20	181	20	181	20	181	20	181	20	181	20

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		889	100	890	100	891	100	892	100	892	100	893	100
Social Class	AB	139	16	139	16	139	16	139	16	139	16	139	16
	C1	236	27	236	27	236	26	236	26	236	26	237	27
	C2	158	18	159	18	159	18	159	18	159	18	159	18
	DE	214	24	214	24	215	24	215	24	216	24	216	24
Housewife Age	Under 25	35	4	35	4	35	4	35	4	35	4	36	4
	25 - 34	103	12	103	12	103	12	103	12	103	12	103	12
	35 - 44	132	15	132	15	133	15	133	15	133	15	133	15
	45 - 54	121	14	121	14	121	14	121	14	121	14	121	14
	55 - 64	136	15	137	15	137	15	137	15	137	15	137	15
	65 +	220	25	220	25	220	25	220	25	221	25	221	25
Size	1	224	25	224	25	224	25	224	25	224	25	225	25
	2	287	32	287	32	287	32	288	32	288	32	288	32
	3	99	11	99	11	99	11	99	11	99	11	99	11
	4+	137	15	138	16	139	16	138	15	139	16	139	16
Children	Without	566	64	566	64	567	64	567	64	568	64	569	64
	With	181	20	182	20	182	20	182	20	182	20	182	20

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1635	100	1636	100	1638	100	1639	100	1641	100	1642	100
Age	4 - 9	130	8	131	8	131	8	131	8	131	8	131	8
	10 - 15	131	8	130	8	131	8	131	8	131	8	131	8
	16 - 24	165	10	165	10	165	10	165	10	166	10	166	10
	25 - 34	188	11	188	11	188	11	189	12	189	12	189	12
	35 - 44	238	15	239	15	240	15	239	15	239	15	239	15
	45 - 54	220	13	220	13	220	13	221	13	221	13	221	13
	55 - 64	227	14	228	14	228	14	228	14	228	14	228	14
	65 +	336	21	335	20	335	20	335	20	336	20	337	21
Adults	Total	1374	100	1375	100	1376	100	1377	100	1379	100	1380	100
	AB	273	20	274	20	274	20	274	20	274	20	275	20
	C1	440	32	440	32	441	32	441	32	442	32	442	32
	C2	312	23	313	23	313	23	313	23	313	23	314	23
	DE	349	25	348	25	348	25	349	25	350	25	349	25

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1644	100	1645	100	1647	100	1648	100	1650	100	1651	100
Age	4 - 9	131	8	131	8	131	8	131	8	132	8	132	8
	10 - 15	132	8	132	8	132	8	132	8	132	8	132	8
	16 - 24	166	10	166	10	166	10	166	10	166	10	167	10
	25 - 34	189	11	189	11	190	12	190	12	190	12	189	11
	35 - 44	240	15	240	15	240	15	240	15	241	15	241	15
	45 - 54	221	13	221	13	222	13	222	13	222	13	222	13
	55 - 64	229	14	229	14	229	14	229	14	229	14	230	14
	65 +	336	20	337	20	337	20	338	21	338	20	338	20
Adults	Total	1381	100	1382	100	1384	100	1385	100	1386	100	1387	100
	AB	275	20	275	20	275	20	276	20	276	20	276	20
	C1	442	32	443	32	444	32	443	32	444	32	444	32
	C2	314	23	314	23	315	23	315	23	315	23	315	23
	DE	350	25	350	25	350	25	351	25	351	25	352	25

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		793	100	794	100	795	100	796	100	796	100	797	100
Age	4 - 15	134	17	134	17	134	17	135	17	134	17	135	17
	16 - 24	85	11	85	11	85	11	85	11	85	11	86	11
	25 - 34	88	11	88	11	88	11	88	11	88	11	87	11
	35 - 44	120	15	120	15	121	15	121	15	121	15	120	15
	45 - 54	111	14	111	14	111	14	111	14	111	14	112	14
	55 - 64	105	13	105	13	105	13	105	13	105	13	105	13
	65 +	150	19	151	19	151	19	151	19	152	19	152	19
Adults	Total	659	100	660	100	661	100	661	100	662	100	662	100
	AB	138	21	138	21	138	21	138	21	138	21	139	21
	C1	208	32	209	32	209	32	209	32	210	32	209	32
	C2	163	25	163	25	164	25	164	25	164	25	164	25
	DE	150	23	150	23	150	23	150	23	150	23	150	23
	Working F/T	378	57	379	57	379	57	379	57	380	57	380	57
	Not Working	281	43	281	43	282	43	282	43	282	43	282	43

Table4a													
Male Individuals in ITV Households													
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	798	100	798	100	799	100	800	100	801	100	801	100	
Age	4 - 15	135	17	135	17	135	17	135	17	136	17	135	17
	16 - 24	86	11	86	11	86	11	86	11	86	11	86	11
	25 - 34	88	11	88	11	88	11	88	11	88	11	88	11
	35 - 44	121	15	121	15	121	15	121	15	121	15	121	15
	45 - 54	111	14	111	14	112	14	112	14	112	14	112	14
	55 - 64	105	13	106	13	106	13	106	13	106	13	106	13
	152	19	151	19	151	19	152	19	152	19	153	19	
Adults	Total	663	100	663	100	664	100	665	100	665	100	666	100
	AB	139	21	139	21	139	21	139	21	139	21	139	21
	C1	209	32	209	32	210	32	210	32	210	32	211	32
	C2	164	25	164	25	164	25	165	25	165	25	165	25
	DE	151	23	151	23	151	23	151	23	151	23	151	23
	Working F/T	380	57	381	57	381	57	381	57	382	57	382	57
	Not Working	283	43	282	43	283	43	284	43	283	43	284	43

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	842	100	842	100	843	100	843	100	845	100	845	100
Age												
4 - 15	127	15	127	15	128	15	127	15	128	15	127	15
16 - 24	80	10	80	10	80	9	80	9	81	10	80	9
25 - 34	100	12	100	12	100	12	101	12	101	12	102	12
35 - 44	118	14	119	14	119	14	118	14	118	14	119	14
45 - 54	109	13	109	13	109	13	110	13	110	13	109	13
55 - 64	122	14	123	15	123	15	123	15	123	15	123	15
65 +	186	22	184	22	184	22	184	22	184	22	185	22
Adults												
Total	715	100	715	100	715	100	716	100	717	100	718	100
AB	135	19	136	19	136	19	136	19	136	19	136	19
C1	232	32	231	32	232	32	232	32	232	32	233	32
C2	149	21	150	21	149	21	149	21	149	21	150	21
DE	199	28	198	28	198	28	199	28	200	28	199	28
Working F/T	180	25	180	25	180	25	181	25	180	25	181	25
Not Working	535	75	535	75	535	75	535	75	537	75	537	75

Table4b Female Individuals in TV Households										
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	846	100	847	100	848	100	848	100	849	100
Age										
4 - 15	128	15	128	15	128	15	128	15	128	15
16 - 24	80	9	80	9	80	9	80	9	80	9
25 - 34	101	12	101	12	102	12	102	12	102	12
35 - 44	119	14	119	14	119	14	119	14	120	14
45 - 54	110	13	110	13	110	13	110	13	110	13
55 - 64	124	15	123	15	123	15	123	15	123	15
65 +	184	22	186	22	186	22	186	22	186	22
Adults										
Total	718	100	719	100	720	100	720	100	721	100
AB	136	19	136	19	136	19	137	19	137	19
C1	233	32	234	33	234	33	233	32	234	32
C2	150	21	150	21	151	21	150	21	150	21
DE	199	28	199	28	199	28	200	28	200	28
Working F/T	181	25	181	25	181	25	182	25	181	25
Not Working	537	75	538	75	539	75	538	75	540	75

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	632	100	632	100	632	100	632	100	632	100
TV Households	611	97	611	97	611	97	611	97	611	97	611	97
ITV Households	611	97	611	97	611	97	611	97	611	97	611	97

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	633	100	633	100	633	100	633	100	633	100
TV Households	612	97	612	97	612	97	612	97	612	97	612	97
ITV Households	612	97	612	97	612	97	612	97	612	97	612	97

Table 2										
TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	611	100	611	100	611	100	611	100	611	100
Social Class										
AB	75	12	75	12	75	12	75	12	75	12
C1	153	25	153	25	153	25	153	25	153	25
C2	121	20	121	20	121	20	121	20	121	20
DE	262	43	262	43	262	43	262	43	262	43
Housewife Age										
Under 25	23	4	23	4	23	4	23	4	23	4
25 - 34	110	18	110	18	110	18	110	18	110	18
35 - 44	136	22	136	22	136	22	136	22	136	22
45 - 54	111	18	111	18	111	18	111	18	111	18
55 - 64	97	16	97	16	97	16	97	16	97	16
65 +	134	22	134	22	134	22	134	22	134	22
Size										
1	158	26	158	26	158	26	158	26	158	26
2	177	29	177	29	177	29	177	29	177	29
3	97	16	97	16	97	16	97	16	97	16
4+	179	29	179	29	179	29	179	29	179	29
Children										
Without	412	67	412	67	412	67	412	67	412	67
With	199	33	199	33	199	33	199	33	199	33

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		612	100	612	100	612	100	612	100	612	100	612	100
Social Class	AB	75	12	76	12	76	12	76	12	76	12	76	12
	C1	153	25	153	25	153	25	153	25	153	25	153	25
	C2	122	20	122	20	122	20	122	20	122	20	122	20
	DE	262	43	261	43	261	43	261	43	261	43	261	43
Housewife Age	Under 25	23	4	23	4	23	4	23	4	23	4	23	4
	25 - 34	110	18	110	18	110	18	110	18	110	18	110	18
	35 - 44	136	22	136	22	136	22	136	22	136	22	136	22
	45 - 54	111	18	111	18	111	18	111	18	111	18	111	18
	55 - 64	97	16	97	16	97	16	97	16	97	16	97	16
	65 +	135	22	135	22	135	22	135	22	135	22	135	22
Size	1	158	26	158	26	158	26	158	26	158	26	158	26
	2	177	29	177	29	177	29	177	29	177	29	177	29
	3	98	16	98	16	98	16	98	16	98	16	98	16
	4+	179	29	179	29	179	29	179	29	179	29	179	29
Children	Without	413	67	413	67	413	67	413	67	413	67	413	67
	With	199	33	199	33	199	33	199	33	199	33	199	33

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1558	100	1558	100	1558	100	1559	100	1559	100	1559	100
Age	4 - 9	142	9	142	9	142	9	142	9	142	9	142	9
	10 - 15	159	10	159	10	159	10	159	10	159	10	159	10
	16 - 24	206	13	206	13	206	13	206	13	206	13	206	13
	25 - 34	227	15	227	15	226	15	227	15	227	15	227	15
	35 - 44	248	16	248	16	249	16	249	16	249	16	249	16
	45 - 54	201	13	201	13	201	13	201	13	201	13	201	13
	55 - 64	166	11	166	11	166	11	166	11	166	11	167	11
	65 +	209	13	209	13	209	13	209	13	209	13	208	13
Adults	Total	1257	100	1257	100	1257	100	1258	100	1258	100	1258	100
	AB	168	13	168	13	168	13	168	13	168	13	168	13
	C1	340	27	340	27	340	27	340	27	340	27	340	27
	C2	288	23	288	23	288	23	288	23	288	23	288	23
	DE	461	37	461	37	461	37	462	37	462	37	462	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1560	100	1560	100	1561	100	1561	100	1561	100	1562	100
Age	4 - 9	142	9	142	9	142	9	142	9	142	9	143	9
	10 - 15	159	10	159	10	159	10	159	10	159	10	158	10
	16 - 24	206	13	206	13	206	13	206	13	206	13	206	13
	25 - 34	228	15	228	15	228	15	228	15	228	15	229	15
	35 - 44	248	16	248	16	248	16	249	16	249	16	248	16
	45 - 54	201	13	201	13	201	13	201	13	201	13	201	13
	55 - 64	167	11	167	11	167	11	167	11	167	11	167	11
	65 +	209	13	209	13	210	13	209	13	209	13	210	13
Adults	Total	1259	100	1259	100	1260	100	1260	100	1260	100	1261	100
	AB	168	13	168	13	168	13	168	13	168	13	168	13
	C1	341	27	341	27	341	27	341	27	341	27	341	27
	C2	288	23	288	23	288	23	288	23	289	23	289	23
	DE	462	37	462	37	463	37	463	37	462	37	463	37

Table4a Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		757	100	757	100	757	100	757	100	757	100	758	100
Age	4 - 15	156	21	155	20	155	20	155	20	155	20	156	21
	16 - 24	103	14	103	14	103	14	103	14	103	14	103	14
	25 - 34	111	15	111	15	111	15	111	15	111	15	111	15
	35 - 44	121	16	121	16	121	16	121	16	121	16	121	16
	45 - 54	99	13	99	13	99	13	99	13	99	13	99	13
	55 - 64	79	10	80	11	80	11	80	11	80	11	80	11
	65 +	88	12	88	12	88	12	88	12	88	12	88	12
Adults	Total	601	100	602	100	602	100	602	100	602	100	602	100
	AB	83	14	83	14	83	14	83	14	83	14	83	14
	C1	165	27	165	27	165	27	165	27	165	27	165	27
	C2	150	25	150	25	150	25	150	25	150	25	150	25
	DE	203	34	204	34	204	34	204	34	204	34	204	34
	Working F/T	360	60	360	60	360	60	360	60	360	60	361	60
	Not Working	241	40	242	40	242	40	242	40	242	40	241	40

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		758	100	758	100	758	100	758	100	758	100	759	100
Age	4 - 15	156	21	156	21	155	20	155	20	155	20	156	21
	16 - 24	103	14	103	14	103	14	103	14	103	14	103	14
	25 - 34	111	15	111	15	111	15	111	15	111	15	111	15
	35 - 44	121	16	121	16	121	16	121	16	121	16	121	16
	45 - 54	99	13	99	13	99	13	99	13	99	13	99	13
	55 - 64	80	11	80	11	80	11	80	11	80	11	80	11
	65 +	88	12	88	12	89	12	89	12	89	12	89	12
Adults	Total	602	100	602	100	603	100	603	100	603	100	603	100
	AB	83	14	83	14	83	14	83	14	83	14	83	14
	C1	165	27	165	27	166	28	165	27	165	27	166	28
	C2	150	25	150	25	150	25	150	25	151	25	150	25
	DE	204	34	204	34	204	34	205	34	204	34	204	34
	Working F/T	361	60	361	60	361	60	361	60	361	60	361	60
	Not Working	241	40	241	40	242	40	242	40	242	40	242	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	801	100	801	100	801	100	802	100	802	100	801	100
Age												
4 - 15	145	18	146	18	146	18	146	18	146	18	145	18
16 - 24	103	13	103	13	103	13	103	13	103	13	103	13
25 - 34	116	14	116	14	115	14	116	14	116	14	116	14
35 - 44	127	16	127	16	128	16	128	16	128	16	128	16
45 - 54	102	13	102	13	102	13	102	13	102	13	102	13
55 - 64	87	11	86	11	86	11	86	11	86	11	87	11
65 +	121	15	121	15	121	15	121	15	121	15	120	15
Adults												
Total	656	100	655	100	655	100	656	100	656	100	656	100
AB	85	13	85	13	85	13	85	13	85	13	85	13
C1	175	27	175	27	175	27	175	27	175	27	175	27
C2	138	21	138	21	138	21	138	21	138	21	138	21
DE	258	39	257	39	257	39	258	39	258	39	258	39
Working F/T	202	31	203	31	203	31	203	31	203	31	202	31
Not Working	454	69	452	69	452	69	453	69	453	69	454	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	802	100	802	100	803	100	803	100	803	100	803	100
Age												
4 - 15	145	18	145	18	146	18	146	18	146	18	145	18
16 - 24	103	13	103	13	103	13	103	13	103	13	103	13
25 - 34	117	15	117	15	117	15	117	15	117	15	118	15
35 - 44	127	16	127	16	127	16	127	16	128	16	127	16
45 - 54	102	13	102	13	102	13	102	13	102	13	102	13
55 - 64	87	11	87	11	87	11	87	11	87	11	87	11
65 +	121	15	121	15	121	15	120	15	120	15	121	15
Adults												
Total	657	100	657	100	657	100	657	100	657	100	658	100
AB	85	13	85	13	85	13	85	13	85	13	85	13
C1	176	27	176	27	175	27	176	27	176	27	175	27
C2	138	21	138	21	138	21	138	21	138	21	139	21
DE	258	39	258	39	259	39	258	39	258	39	259	39
Working F/T	202	31	202	31	203	31	203	31	203	31	203	31
Not Working	455	69	455	69	454	69	454	69	454	69	455	69

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	339	100	339	100	340	100	340	100	340	100	340	100
TV Households	334	99	334	99	335	99	335	99	335	99	335	99
ITV Households	299	88	299	88	299	88	299	88	299	88	299	88

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	340	100	341	100	341	100	341	100	341	100	342	100
TV Households	335	99	336	99	336	99	336	99	336	99	336	98
ITV Households	300	88	300	88	300	88	300	88	300	88	301	88

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		334	100	334	100	335	100	335	100	335	100	335	100
Social Class	AB	54	16	54	16	54	16	54	16	54	16	54	16
	C1	77	23	77	23	77	23	77	23	77	23	77	23
	C2	59	18	59	18	59	18	59	18	59	18	59	18
	DE	109	33	109	33	109	33	109	33	109	33	109	33
Housewife Age	Under 25	14	4	14	4	14	4	14	4	14	4	14	4
	25 - 34	40	12	40	12	40	12	40	12	40	12	40	12
	35 - 44	58	17	58	17	58	17	58	17	58	17	58	17
	45 - 54	51	15	51	15	51	15	51	15	51	15	51	15
	55 - 64	51	15	51	15	51	15	51	15	51	15	51	15
	65 +	85	25	85	25	85	25	85	25	85	25	85	25
Size	1	90	27	90	27	90	27	90	27	90	27	90	27
	2	113	34	113	34	113	34	113	34	114	34	114	34
	3	42	13	42	13	42	13	42	13	42	13	42	13
	4+	54	16	54	16	54	16	54	16	53	16	53	16
Children	Without	224	67	224	67	224	67	224	67	224	67	224	67
	With	75	22	75	22	75	22	75	22	75	22	75	22

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		335	100	336	100	336	100	336	100	336	100	336	100
Social Class	AB	54	16	54	16	54	16	54	16	54	16	55	16
	C1	77	23	77	23	77	23	77	23	77	23	77	23
	C2	59	18	59	18	59	18	59	18	59	18	59	18
	DE	110	33	110	33	110	33	110	33	110	33	110	33
Housewife Age	Under 25	14	4	14	4	14	4	14	4	15	4	15	4
	25 - 34	40	12	40	12	41	12	41	12	41	12	41	12
	35 - 44	59	18	59	18	59	18	59	18	59	18	59	18
	45 - 54	51	15	51	15	51	15	51	15	52	15	52	15
	55 - 64	51	15	51	15	51	15	51	15	51	15	51	15
	65 +	85	25	85	25	84	25	84	25	82	24	83	25
Size	1	90	27	90	27	90	27	90	27	90	27	90	27
	2	114	34	114	34	114	34	114	34	114	34	114	34
	3	42	13	42	13	42	13	42	13	42	13	42	13
	4+	54	16	54	16	54	16	54	16	54	16	55	16
Children	Without	225	67	225	67	225	67	225	67	225	67	226	67
	With	75	22	75	22	75	22	75	22	75	22	75	22

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		647	100	648	100	648	100	649	100	649	100	649	100
Age	4 - 9	48	7	48	7	48	7	48	7	48	7	48	7
	10 - 15	53	8	53	8	53	8	53	8	53	8	53	8
	16 - 24	61	9	61	9	61	9	61	9	61	9	61	9
	25 - 34	74	11	75	12	74	11	75	12	75	12	74	11
	35 - 44	104	16	103	16	105	16	104	16	104	16	105	16
	45 - 54	89	14	89	14	90	14	90	14	90	14	90	14
	55 - 64	89	14	89	14	89	14	89	14	89	14	89	14
	65 +	129	20	130	20	128	20	129	20	129	20	129	20
Adults	Total	546	100	547	100	547	100	548	100	548	100	548	100
	AB	102	19	103	19	103	19	103	19	103	19	103	19
	C1	143	26	142	26	142	26	142	26	142	26	143	26
	C2	122	22	122	22	122	22	122	22	123	22	123	22
	DE	179	33	180	33	180	33	181	33	180	33	179	33

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		650	100	650	100	651	100	651	100	652	100	652	100
Age	4 - 9	48	7	48	7	48	7	48	7	48	7	48	7
	10 - 15	53	8	53	8	53	8	54	8	54	8	54	8
	16 - 24	61	9	61	9	61	9	61	9	61	9	61	9
	25 - 34	75	12	75	12	76	12	74	11	75	12	75	12
	35 - 44	104	16	104	16	104	16	106	16	105	16	105	16
	45 - 54	90	14	90	14	90	14	90	14	90	14	90	14
	55 - 64	89	14	89	14	89	14	89	14	89	14	89	14
	65 +	130	20	130	20	130	20	129	20	130	20	130	20
Adults	Total	549	100	549	100	550	100	549	100	550	100	550	100
	AB	103	19	103	19	103	19	103	19	103	19	103	19
	C1	143	26	143	26	143	26	143	26	143	26	144	26
	C2	123	22	123	22	123	22	123	22	123	22	123	22
	DE	180	33	180	33	181	33	180	33	181	33	180	33

Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		314	100	314	100	314	100	315	100	315	100	315	100
Age	4 - 15	52	17	51	16	51	16	52	17	52	17	52	17
	16 - 24	29	9	29	9	29	9	29	9	29	9	29	9
	25 - 34	37	12	37	12	37	12	37	12	37	12	37	12
	35 - 44	51	16	50	16	51	16	51	16	51	16	51	16
	45 - 54	43	14	45	14	44	14	44	14	44	14	44	14
	55 - 64	44	14	44	14	44	14	44	14	44	14	44	14
	65 +	58	18	58	18	58	18	58	18	58	18	58	18
Adults		262	100	263	100	263	100	263	100	263	100	263	100
Total		51	19	51	19	51	19	51	19	51	19	51	19
AB		65	25	65	25	65	25	65	25	65	25	65	25
C1		64	24	64	24	65	25	65	25	65	25	65	25
C2		82	31	83	32	82	31	82	31	82	31	82	31
DE		152	58	152	58	153	58	153	58	153	58	153	58
Working F/T		110	42	111	42	110	42	110	42	110	42	110	42
Not Working													

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		315	100	315	100	316	100	316	100	316	100	316	100
Age	4 - 15	52	17	51	16	52	16	52	16	52	16	52	16
	16 - 24	29	9	29	9	29	9	29	9	29	9	29	9
	25 - 34	37	12	37	12	38	12	37	12	37	12	37	12
	35 - 44	51	16	51	16	51	16	53	17	51	16	51	16
	45 - 54	44	14	44	14	44	14	44	14	44	14	44	14
	55 - 64	44	14	44	14	44	14	44	14	44	14	44	14
	65 +	58	18	59	19	58	18	57	18	59	19	59	19
Adults		263	100	264	100	264	100	264	100	264	100	264	100
	Total	51	19	51	19	51	19	51	19	51	19	51	19
	AB	65	25	66	25	66	25	66	25	66	25	66	25
	C1	65	25	65	25	65	25	65	25	65	25	65	25
	C2	82	31	82	31	82	31	82	31	82	31	82	31
	DE	153	58	153	58	153	58	153	58	153	58	153	58
	Working F/T	110	42	111	42	111	42	111	42	111	42	111	42
	Not Working												

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	333	100	334	100	334	100	334	100	334	100	334	100
Age												
4 - 15	49	15	50	15	50	15	49	15	49	15	49	15
16 - 24	32	10	32	10	32	10	32	10	32	10	32	10
25 - 34	37	11	38	11	37	11	38	11	38	11	37	11
35 - 44	53	16	53	16	54	16	53	16	53	16	54	16
45 - 54	46	14	44	13	46	14	46	14	46	14	46	14
55 - 64	45	14	45	13	45	13	45	13	45	13	45	13
65 +	71	21	72	22	70	21	71	21	71	21	71	21
Adults												
Total	284	100	284	100	284	100	285	100	285	100	285	100
AB	51	18	52	18	52	18	52	18	52	18	52	18
C1	78	27	77	27	77	27	77	27	77	27	78	27
C2	58	20	58	20	57	20	57	20	58	20	58	20
DE	97	34	97	34	98	35	99	35	98	34	97	34
Working F/T	78	27	78	27	77	27	78	27	78	27	78	27
Not Working	206	73	206	73	207	73	207	73	207	73	207	73

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	335	100	335	100	335	100	335	100	336	100	336	100
Age												
4 - 15	49	15	50	15	49	15	50	15	50	15	50	15
16 - 24	32	10	32	10	32	10	32	10	32	10	32	10
25 - 34	38	11	38	11	38	11	37	11	38	11	38	11
35 - 44	53	16	53	16	53	16	53	16	54	16	54	16
45 - 54	46	14	46	14	46	14	46	14	46	14	46	14
55 - 64	45	13	45	13	45	13	45	13	45	13	45	13
65 +	72	21	71	21	72	21	72	21	71	21	71	21
Adults												
Total	286	100	285	100	286	100	285	100	286	100	286	100
AB	52	18	52	18	52	18	52	18	52	18	52	18
C1	78	27	77	27	77	27	77	27	77	27	78	27
C2	58	20	58	20	58	20	58	20	58	20	58	20
DE	98	34	98	34	99	35	98	34	99	35	98	34
Working F/T	78	27	78	27	78	27	78	27	79	28	79	28
Not Working	208	73	207	73	208	73	207	73	207	72	207	72

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1293	100	1294	100	1295	100	1296	100	1297	100	1298	100
TV Households	1271	98	1272	98	1273	98	1274	98	1275	98	1276	98
ITV Households	1043	81	1044	81	1044	81	1045	81	1046	81	1047	81

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1299	100	1300	100	1301	100	1302	100	1303	100	1304	100
TV Households	1277	98	1278	98	1279	98	1280	98	1281	98	1282	98
ITV Households	1048	81	1049	81	1050	81	1050	81	1051	81	1052	81

Table 2													
Projections for		TV Households											
		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1271	100	1272	100	1273	100	1274	100	1275	100	1276	100
Social Class													
	AB	154	12	154	12	154	12	154	12	154	12	154	12
	C1	328	26	328	26	329	26	329	26	329	26	330	26
	C2	213	17	213	17	213	17	213	17	213	17	214	17
	DE	348	27	349	27	348	27	349	27	350	27	349	27
Housewife Age													
	Under 25	52	4	52	4	53	4	53	4	53	4	53	4
	25 - 34	172	14	172	14	172	14	172	14	172	13	172	13
	35 - 44	209	16	209	16	209	16	209	16	209	16	210	16
	45 - 54	188	15	188	15	188	15	188	15	188	15	188	15
	55 - 64	161	13	161	13	162	13	162	13	162	13	162	13
	65 +	261	21	262	21	260	20	261	20	262	21	262	21
Size													
	1	298	23	298	23	298	23	298	23	299	23	299	23
	2	388	31	389	31	389	31	389	31	390	31	390	31
	3	160	13	160	13	161	13	161	13	161	13	161	13
	4+	197	15	197	15	196	15	197	15	196	15	197	15
Children													
	Without	791	62	792	62	791	62	792	62	793	62	794	62
	With	252	20	252	20	253	20	253	20	253	20	253	20

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1277	100	1278	100	1279	100	1280	100	1281	100	1282	100
Social Class	AB	155	12	155	12	155	12	155	12	155	12	155	12
	C1	330	26	330	26	330	26	331	26	331	26	331	26
	C2	214	17	214	17	214	17	214	17	214	17	215	17
	DE	349	27	350	27	351	27	350	27	351	27	351	27
Housewife Age	Under 25	53	4	53	4	53	4	53	4	53	4	53	4
	25 - 34	173	14	173	14	173	14	173	14	173	14	173	13
	35 - 44	210	16	210	16	210	16	210	16	210	16	211	16
	45 - 54	189	15	189	15	189	15	189	15	189	15	189	15
	55 - 64	162	13	162	13	162	13	162	13	163	13	163	13
	65 +	261	20	262	21	263	21	263	21	263	21	263	21
Size	1	299	23	299	23	300	23	300	23	300	23	300	23
	2	390	31	391	31	391	31	391	31	392	31	392	31
	3	161	13	161	13	161	13	161	13	162	13	162	13
	4+	198	16	198	15	198	15	198	15	197	15	198	15
Children	Without	794	62	795	62	796	62	796	62	797	62	797	62
	With	254	20	254	20	254	20	254	20	254	20	255	20

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2333	100	2335	100	2336	100	2338	100	2340	100	2342	100
Age	4 - 9	177	8	177	8	177	8	177	8	177	8	177	8
	10 - 15	181	8	181	8	182	8	182	8	182	8	182	8
	16 - 24	262	11	262	11	263	11	263	11	263	11	263	11
	25 - 34	317	14	318	14	316	14	317	14	317	14	318	14
	35 - 44	376	16	376	16	378	16	377	16	378	16	378	16
	45 - 54	337	14	337	14	338	14	338	14	338	14	339	14
	55 - 64	287	12	287	12	287	12	287	12	288	12	288	12
	65 +	396	17	397	17	395	17	397	17	397	17	397	17
Adults	Total	1975	100	1977	100	1977	100	1979	100	1981	100	1983	100
	AB	314	16	315	16	315	16	315	16	315	16	316	16
	C1	653	33	653	33	654	33	655	33	655	33	655	33
	C2	430	22	430	22	430	22	431	22	431	22	431	22
	DE	578	29	579	29	578	29	578	29	580	29	581	29

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2344	100	2346	100	2348	100	2350	100	2352	100	2354	100
Age	4 - 9	178	8	178	8	178	8	178	8	178	8	178	8
	10 - 15	182	8	182	8	182	8	183	8	183	8	183	8
	16 - 24	264	11	264	11	264	11	264	11	264	11	265	11
	25 - 34	317	14	318	14	319	14	319	14	320	14	319	14
	35 - 44	379	16	378	16	378	16	379	16	379	16	380	16
	45 - 54	339	14	339	14	339	14	340	14	340	14	340	14
	55 - 64	288	12	288	12	288	12	289	12	289	12	289	12
	65 +	397	17	399	17	400	17	398	17	399	17	400	17
Adults	Total	1984	100	1986	100	1988	100	1989	100	1991	100	1993	100
	AB	316	16	316	16	316	16	317	16	317	16	317	16
	C1	656	33	657	33	658	33	657	33	658	33	659	33
	C2	432	22	432	22	433	22	433	22	433	22	434	22
	DE	580	29	581	29	581	29	582	29	583	29	583	29

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	1149	100	1150	100	1151	100	1152	100	1153	100	1154	100	
Age													
4 - 15	189	16	190	17	190	17	190	16	190	16	190	16	
16 - 24	139	12	139	12	140	12	140	12	140	12	140	12	
25 - 34	159	14	159	14	158	14	159	14	159	14	159	14	
35 - 44	185	16	185	16	186	16	186	16	186	16	186	16	
45 - 54	163	14	163	14	163	14	163	14	163	14	164	14	
55 - 64	144	13	144	13	144	13	144	13	144	12	144	12	
65 +	170	15	170	15	170	15	170	15	171	15	171	15	
Adults													
Total	960	100	960	100	961	100	962	100	963	100	964	100	
AB	161	17	162	17	162	17	162	17	162	17	162	17	
C1	315	33	315	33	315	33	315	33	316	33	316	33	
C2	221	23	221	23	221	23	221	23	221	23	221	23	
DE	263	27	262	27	263	27	264	27	264	27	265	27	
Working F/T	588	61	589	61	589	61	590	61	590	61	591	61	
Not Working	372	39	371	39	372	39	372	39	373	39	373	39	

Table4a													
Male Individuals in ITV Households													
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	1155	100	1156	100	1157	100	1158	100	1159	100	1160	100	
Age													
4 - 15	191	17	191	17	191	17	191	16	191	16	191	16	
16 - 24	140	12	140	12	140	12	140	12	140	12	141	12	
25 - 34	159	14	160	14	160	14	160	14	161	14	160	14	
35 - 44	186	16	186	16	186	16	187	16	187	16	187	16	
45 - 54	164	14	163	14	164	14	164	14	164	14	164	14	
55 - 64	144	12	145	13	145	13	145	13	145	13	145	13	
65 +	171	15	171	15	171	15	171	15	171	15	172	15	
Adults													
Total	964	100	965	100	966	100	967	100	968	100	969	100	
AB	162	17	162	17	162	17	163	17	163	17	163	17	
C1	317	33	317	33	317	33	317	33	317	33	318	33	
C2	221	23	222	23	222	23	222	23	222	23	223	23	
DE	264	27	264	27	265	27	265	27	266	27	265	27	
Working F/T	591	61	592	61	592	61	593	61	593	61	594	61	
Not Working	373	39	373	39	374	39	374	39	375	39	375	39	

Table4b Female Individuals in TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1184	100	1185	100	1185	100	1186	100	1187	100
Age										
4 - 15	169	14	168	14	169	14	169	14	169	14
16 - 24	123	10	123	10	123	10	123	10	123	10
25 - 34	158	13	159	13	158	13	158	13	158	13
35 - 44	191	16	191	16	192	16	191	16	192	16
45 - 54	174	15	174	15	175	15	175	15	175	15
55 - 64	143	12	143	12	143	12	143	12	144	12
65 +	226	19	227	19	225	19	227	19	226	19
Adults										
Total	1015	100	1017	100	1016	100	1017	100	1018	100
AB	153	15	153	15	153	15	153	15	153	15
C1	338	33	338	33	339	33	340	33	339	33
C2	209	21	209	21	209	21	210	21	210	21
DE	315	31	317	31	315	31	314	31	316	31
Working F/T	283	28	283	28	284	28	283	28	284	28
Not Working	732	72	734	72	732	72	734	72	734	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1189	100	1190	100	1191	100	1192	100	1193	100	1194	100
Age												
4 - 15	169	14	169	14	169	14	170	14	170	14	170	14
16 - 24	124	10	124	10	124	10	124	10	124	10	124	10
25 - 34	158	13	158	13	159	13	159	13	159	13	159	13
35 - 44	193	16	192	16	192	16	192	16	192	16	193	16
45 - 54	175	15	176	15	175	15	176	15	176	15	176	15
55 - 64	144	12	143	12	143	12	144	12	144	12	144	12
65 +	226	19	228	19	229	19	227	19	228	19	228	19
Adults												
Total	1020	100	1021	100	1022	100	1022	100	1023	100	1024	100
AB	154	15	154	15	154	15	154	15	154	15	154	15
C1	339	33	340	33	341	33	340	33	341	33	341	33
C2	211	21	210	21	211	21	211	21	211	21	211	21
DE	316	31	317	31	316	31	317	31	317	31	318	31
Working F/T	285	28	284	28	285	28	285	28	285	28	285	28
Not Working	735	72	737	72	737	72	737	72	738	72	739	72

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1255	100	1255	100	1256	100	1256	100	1257	100	1257	100
TV Households	1231	98	1232	98	1232	98	1233	98	1233	98	1234	98
ITV Households	1098	87	1099	88	1099	88	1100	88	1100	88	1101	88

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1258	100	1259	100	1259	100	1260	100	1260	100	1261	100
TV Households	1235	98	1235	98	1236	98	1236	98	1237	98	1237	98
ITV Households	1101	88	1102	88	1102	88	1103	88	1103	88	1104	88

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1231	100	1232	100	1232	100	1233	100	1233	100	1234	100
Social Class	AB	143	12	143	12	143	12	143	12	143	12	143	12
	C1	292	24	292	24	292	24	292	24	293	24	293	24
	C2	211	17	211	17	211	17	211	17	211	17	211	17
	DE	452	37	453	37	453	37	454	37	453	37	454	37
Housewife Age	Under 25	59	5	59	5	59	5	59	5	59	5	59	5
	25 - 34	161	13	161	13	161	13	161	13	161	13	162	13
	35 - 44	214	17	214	17	214	17	214	17	214	17	214	17
	45 - 54	189	15	189	15	189	15	190	15	190	15	190	15
	55 - 64	183	15	183	15	183	15	183	15	183	15	183	15
	65 +	292	24	293	24	293	24	293	24	293	24	293	24
Size	1	313	25	313	25	314	25	314	25	314	25	314	25
	2	382	31	383	31	383	31	383	31	383	31	383	31
	3	177	14	177	14	177	14	177	14	177	14	177	14
	4+	226	18	226	18	225	18	226	18	226	18	227	18
Children	Without	796	65	796	65	796	65	797	65	797	65	798	65
	With	302	25	303	25	303	25	303	25	303	25	303	25

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1235	100	1235	100	1236	100	1236	100	1237	100	1237	100
Social Class	AB	143	12	143	12	143	12	143	12	143	12	143	12
	C1	293	24	293	24	293	24	293	24	293	24	293	24
	C2	211	17	211	17	211	17	212	17	212	17	212	17
	DE	454	37	455	37	455	37	455	37	455	37	456	37
Housewife Age	Under 25	59	5	59	5	59	5	59	5	59	5	59	5
	25 - 34	162	13	162	13	162	13	162	13	162	13	162	13
	35 - 44	215	17	215	17	215	17	215	17	215	17	215	17
	45 - 54	190	15	190	15	190	15	190	15	190	15	190	15
	55 - 64	183	15	183	15	183	15	183	15	183	15	183	15
	65 +	292	24	293	24	293	24	294	24	294	24	295	24
Size	1	314	25	314	25	314	25	315	25	315	25	315	25
	2	383	31	384	31	384	31	384	31	384	31	384	31
	3	177	14	177	14	177	14	178	14	178	14	178	14
	4+	227	18	227	18	227	18	226	18	226	18	227	18
Children	Without	798	65	799	65	799	65	799	65	799	65	800	65
	With	303	25	303	25	303	25	304	25	304	25	304	25

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2500	100	2501	100	2502	100	2503	100	2504	100	2505	100
Age	4 - 9	197	8	197	8	198	8	198	8	198	8	198	8
	10 - 15	223	9	223	9	222	9	223	9	223	9	223	9
	16 - 24	286	11	286	11	287	11	287	11	287	11	287	11
	25 - 34	302	12	303	12	302	12	301	12	302	12	302	12
	35 - 44	381	15	380	15	381	15	382	15	382	15	382	15
	45 - 54	341	14	341	14	342	14	342	14	342	14	342	14
	55 - 64	322	13	322	13	323	13	323	13	323	13	323	13
	65 +	448	18	449	18	447	18	447	18	447	18	448	18
Adults	Total	2080	100	2081	100	2082	100	2082	100	2083	100	2084	100
	AB	295	14	296	14	296	14	296	14	296	14	296	14
	C1	567	27	566	27	566	27	567	27	567	27	568	27
	C2	448	22	448	22	448	22	448	22	449	22	449	22
	DE	770	37	771	37	772	37	771	37	771	37	771	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2506	100	2508	100	2509	100	2510	100	2511	100	2512	100
Age	4 - 9	198	8	198	8	198	8	198	8	198	8	198	8
	10 - 15	223	9	223	9	223	9	224	9	224	9	224	9
	16 - 24	287	11	287	11	287	11	287	11	288	11	288	11
	25 - 34	302	12	304	12	304	12	303	12	303	12	303	12
	35 - 44	383	15	381	15	381	15	383	15	382	15	383	15
	45 - 54	342	14	342	14	342	14	343	14	343	14	343	14
	55 - 64	323	13	323	13	323	13	324	13	324	13	324	13
	65 +	448	18	450	18	451	18	448	18	449	18	449	18
Adults	Total	2085	100	2087	100	2088	100	2088	100	2089	100	2090	100
	AB	296	14	296	14	296	14	297	14	297	14	297	14
	C1	568	27	568	27	569	27	568	27	569	27	569	27
	C2	449	22	449	22	449	22	450	22	450	22	450	22
	DE	772	37	774	37	774	37	773	37	773	37	774	37

Table4a Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1208	100	1208	100	1209	100	1209	100	1210	100	1210	100
Age	4 - 15	217	18	217	18	217	18	217	18	218	18	218	18
	16 - 24	144	12	144	12	144	12	144	12	144	12	144	12
	25 - 34	143	12	143	12	144	12	143	12	143	12	143	12
	35 - 44	184	15	184	15	184	15	184	15	184	15	184	15
	45 - 54	168	14	168	14	168	14	169	14	169	14	168	14
	55 - 64	158	13	158	13	159	13	159	13	159	13	159	13
	65 +	194	16	194	16	193	16	193	16	193	16	194	16
Adults													
Total		991	100	991	100	992	100	992	100	992	100	992	100
AB		151	15	151	15	151	15	151	15	151	15	151	15
C1		266	27	265	27	266	27	266	27	266	27	266	27
C2		235	24	235	24	235	24	236	24	236	24	236	24
DE		339	34	340	34	340	34	339	34	339	34	339	34
Working F/T		534	54	534	54	534	54	535	54	535	54	535	54
Not Working		457	46	457	46	458	46	457	46	457	46	457	46

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1211	100	1211	100	1212	100	1212	100	1213	100	1214	100
Age	4 - 15	218	18	218	18	218	18	218	18	218	18	219	18
	16 - 24	144	12	144	12	144	12	144	12	144	12	144	12
	25 - 34	144	12	144	12	144	12	144	12	144	12	144	12
	35 - 44	184	15	183	15	183	15	184	15	184	15	184	15
	45 - 54	169	14	168	14	170	14	169	14	169	14	169	14
	55 - 64	159	13	159	13	159	13	159	13	159	13	159	13
	65 +	193	16	195	16	194	16	194	16	195	16	195	16
Adults													
Total		993	100	993	100	994	100	994	100	995	100	995	100
AB		151	15	151	15	151	15	151	15	151	15	151	15
C1		266	27	266	27	267	27	267	27	267	27	267	27
C2		236	24	236	24	236	24	236	24	236	24	236	24
DE		340	34	340	34	340	34	340	34	341	34	341	34
Working F/T		535	54	535	54	536	54	536	54	536	54	536	54
Not Working		458	46	458	46	458	46	458	46	459	46	459	46

Table4b Female Individuals in TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1292	100	1293	100	1293	100	1294	100	1294	100
Age										
4 - 15	203	16	203	16	203	16	204	16	203	16
16 - 24	142	11	142	11	143	11	143	11	143	11
25 - 34	159	12	160	12	158	12	158	12	159	12
35 - 44	197	15	196	15	197	15	198	15	198	15
45 - 54	173	13	173	13	174	13	173	13	173	13
55 - 64	164	13	164	13	164	13	164	13	164	13
65 +	254	20	255	20	254	20	254	20	254	20
Adults										
Total	1089	100	1090	100	1090	100	1090	100	1091	100
AB	144	13	145	13	145	13	145	13	145	13
C1	301	28	301	28	300	28	301	28	301	28
C2	213	20	213	20	213	20	212	19	213	20
DE	431	40	431	40	432	40	432	40	432	40
Working F/T	305	28	305	28	306	28	305	28	305	28
Not Working	784	72	785	72	784	72	785	72	786	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1295	100	1297	100	1297	100	1298	100	1298	100	1298	100
Age												
4 - 15	203	16	203	16	203	16	204	16	204	16	203	16
16 - 24	143	11	143	11	143	11	143	11	144	11	144	11
25 - 34	158	12	160	12	160	12	159	12	159	12	159	12
35 - 44	199	15	198	15	198	15	199	15	198	15	199	15
45 - 54	173	13	174	13	172	13	174	13	174	13	174	13
55 - 64	164	13	164	13	164	13	165	13	165	13	165	13
65 +	255	20	255	20	257	20	254	20	254	20	254	20
Adults												
Total	1092	100	1094	100	1094	100	1094	100	1094	100	1095	100
AB	145	13	145	13	145	13	146	13	146	13	146	13
C1	302	28	302	28	302	28	301	28	302	28	302	28
C2	213	20	213	19	213	19	214	20	214	20	214	20
DE	432	40	434	40	434	40	433	40	432	39	433	40
Working F/T	306	28	307	28	306	28	306	28	307	28	307	28
Not Working	786	72	787	72	788	72	788	72	787	72	788	72

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2762	100	2765	100	2768	100	2771	100	2773	100	2776	100
TV Households	2715	98	2717	98	2720	98	2723	98	2726	98	2729	98
ITV Households	2366	86	2369	86	2371	86	2374	86	2376	86	2379	86

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2779	100	2782	100	2785	100	2787	100	2790	100	2793	100
TV Households	2731	98	2734	98	2737	98	2740	98	2743	98	2746	98
ITV Households	2381	86	2384	86	2386	86	2389	86	2391	86	2394	86

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2715	100	2717	100	2720	100	2723	100	2726	100	2729	100
Social Class	AB	572	21	573	21	573	21	574	21	574	21	575	21
	C1	757	28	758	28	759	28	760	28	760	28	761	28
	C2	445	16	446	16	446	16	447	16	447	16	448	16
	DE	592	22	592	22	593	22	593	22	595	22	595	22
Housewife Age	Under 25	118	4	118	4	118	4	118	4	118	4	118	4
	25 - 34	370	14	371	14	371	14	371	14	372	14	372	14
	35 - 44	461	17	461	17	462	17	462	17	463	17	463	17
	45 - 54	409	15	409	15	410	15	410	15	411	15	411	15
	55 - 64	379	14	379	14	380	14	380	14	380	14	381	14
	65 +	629	23	631	23	630	23	633	23	632	23	634	23
Size	1	686	25	687	25	688	25	688	25	689	25	690	25
	2	837	31	838	31	839	31	840	31	841	31	841	31
	3	349	13	350	13	350	13	350	13	351	13	351	13
	4+	494	18	494	18	494	18	496	18	495	18	497	18
Children	Without	1726	64	1728	64	1730	64	1732	64	1733	64	1736	64
	With	640	24	641	24	641	24	642	24	643	24	643	24

Table 2												
TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2731	100	2734	100	2737	100	2740	100	2743	100	2746	100
Social Class												
AB	576	21	576	21	577	21	577	21	578	21	579	21
C1	762	28	763	28	764	28	764	28	765	28	766	28
C2	448	16	449	16	449	16	449	16	450	16	450	16
DE	595	22	596	22	596	22	599	22	598	22	599	22
Housewife Age												
Under 25	118	4	118	4	118	4	119	4	119	4	119	4
25 - 34	373	14	373	14	373	14	374	14	374	14	374	14
35 - 44	464	17	464	17	465	17	465	17	466	17	466	17
45 - 54	412	15	412	15	412	15	413	15	413	15	414	15
55 - 64	381	14	382	14	382	14	382	14	383	14	383	14
65 +	633	23	635	23	636	23	636	23	636	23	638	23
Size												
1	691	25	691	25	692	25	693	25	693	25	694	25
2	842	31	843	31	844	31	845	31	846	31	847	31
3	351	13	352	13	352	13	353	13	353	13	353	13
4+	497	18	498	18	498	18	498	18	499	18	500	18
Children												
Without	1737	64	1739	64	1741	64	1743	64	1744	64	1747	64
With	644	24	645	24	645	24	646	24	647	24	647	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5336	100	5341	100	5347	100	5352	100	5358	100	5364	100
Age	4 - 9	424	8	425	8	425	8	426	8	426	8	427	8
	10 - 15	456	9	456	9	457	9	457	9	458	9	458	9
	16 - 24	596	11	597	11	597	11	598	11	598	11	599	11
	25 - 34	685	13	684	13	686	13	686	13	687	13	688	13
	35 - 44	838	16	841	16	841	16	842	16	843	16	843	16
	45 - 54	728	14	729	14	730	14	730	14	731	14	732	14
	55 - 64	658	12	659	12	660	12	660	12	661	12	662	12
	65 +	951	18	950	18	951	18	953	18	954	18	955	18
Adults	Total	4456	100	4460	100	4465	100	4469	100	4474	100	4479	100
	AB	1154	26	1155	26	1157	26	1158	26	1159	26	1160	26
	C1	1434	32	1435	32	1436	32	1438	32	1439	32	1441	32
	C2	914	21	915	21	916	21	917	21	918	21	919	21
	DE	954	21	955	21	956	21	956	21	958	21	959	21

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5369	100	5375	100	5379	100	5385	100	5390	100	5396	100
Age	4 - 9	427	8	427	8	428	8	428	8	429	8	429	8
	10 - 15	459	9	460	9	460	9	460	9	460	9	461	9
	16 - 24	600	11	600	11	601	11	602	11	602	11	603	11
	25 - 34	688	13	689	13	688	13	690	13	690	13	691	13
	35 - 44	845	16	846	16	848	16	847	16	850	16	850	16
	45 - 54	733	14	733	14	734	14	735	14	736	14	736	14
	55 - 64	662	12	663	12	664	12	664	12	665	12	666	12
	65 +	955	18	957	18	956	18	959	18	958	18	960	18
Adults	Total	4483	100	4488	100	4491	100	4497	100	4501	100	4506	100
	AB	1161	26	1163	26	1164	26	1165	26	1166	26	1167	26
	C1	1443	32	1444	32	1445	32	1447	32	1449	32	1450	32
	C2	920	21	921	21	922	21	923	21	924	21	925	21
	DE	959	21	960	21	960	21	962	21	962	21	964	21

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Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2603	100	2605	100	2608	100	2611	100	2613	100	2616	100
Age	4 - 15	459	18	459	18	461	18	461	18	461	18	462	18
	16 - 24	298	11	298	11	299	11	299	11	299	11	300	11
	25 - 34	330	13	330	13	328	13	330	13	330	13	330	13
	35 - 44	417	16	418	16	419	16	419	16	419	16	420	16
	45 - 54	360	14	360	14	361	14	361	14	362	14	362	14
	55 - 64	324	12	324	12	324	12	325	12	325	12	325	12
	65 +	415	16	416	16	416	16	416	16	417	16	417	16
Adults		2144	100	2146	100	2147	100	2150	100	2152	100	2154	100
Total		588	27	589	27	589	27	590	27	590	27	591	27
AB		658	31	659	31	660	31	660	31	662	31	662	31
C1		486	23	487	23	487	23	488	23	488	23	489	23
C2		412	19	411	19	411	19	412	19	412	19	412	19
DE		1351	63	1352	63	1354	63	1355	63	1356	63	1358	63
Working F/T		793	37	794	37	793	37	795	37	796	37	796	37
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2750	100	2752	100	2755	100	2758	100	2761	100	2764	100
Age												
4 - 15	425	15	425	15	425	15	426	15	426	15	427	15
16 - 24	300	11	301	11	300	11	301	11	301	11	301	11
25 - 34	357	13	356	13	358	13	357	13	358	13	359	13
35 - 44	424	15	426	15	426	15	426	15	427	15	427	15
45 - 54	370	13	371	13	371	13	372	13	372	13	372	13
55 - 64	336	12	337	12	338	12	338	12	338	12	339	12
65 +	538	20	536	19	537	19	538	20	539	20	539	20
Adults												
Total	2325	100	2327	100	2330	100	2332	100	2335	100	2337	100
AB	570	25	570	24	571	25	572	25	572	24	573	25
C1	779	34	780	34	781	34	781	33	783	34	783	34
C2	431	19	431	19	432	19	432	19	433	19	433	19
DE	545	23	546	23	546	23	547	23	547	23	548	23
Working F/T	704	30	704	30	705	30	705	30	706	30	708	30
Not Working	1621	70	1623	70	1625	70	1627	70	1629	70	1629	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2766	100	2770	100	2771	100	2774	100	2777	100	2780	100
Age												
4 - 15	427	15	428	15	427	15	427	15	428	15	428	15
16 - 24	302	11	302	11	302	11	303	11	303	11	303	11
25 - 34	358	13	359	13	360	13	360	13	360	13	361	13
35 - 44	428	15	428	15	429	15	428	15	431	16	430	15
45 - 54	373	13	373	13	373	13	374	13	374	13	374	13
55 - 64	338	12	339	12	340	12	339	12	340	12	341	12
65 +	540	20	541	20	540	19	543	20	541	19	543	20
Adults												
Total	2339	100	2342	100	2344	100	2347	100	2349	100	2352	100
AB	573	24	574	25	575	25	575	24	576	25	576	24
C1	785	34	785	34	785	33	787	34	787	34	788	34
C2	434	19	434	19	435	19	435	19	436	19	436	19
DE	547	23	549	23	549	23	550	23	550	23	552	23
Working F/T	708	30	709	30	709	30	710	30	711	30	711	30
Not Working	1631	70	1633	70	1635	70	1637	70	1638	70	1641	70

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	58	100	58	100	58	100	58	100	58	100	58	100
TV Households	58	100	58	100	58	100	58	100	58	100	58	100
ITV Households	58	100	58	100	58	100	58	100	58	100	58	100

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	58	100	58	100	58	100	59	100	59	100	59	100
TV Households	58	100	58	100	58	100	58	98	58	98	58	98
ITV Households	58	100	58	100	58	100	58	98	58	98	58	98

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		58	100	58	100	58	100	58	100	58	100	58	100
Social Class	AB	17	29	17	29	17	29	17	29	17	29	17	29
	C1	18	31	18	31	18	31	18	31	18	31	18	31
	C2	9	16	9	16	9	16	9	16	9	16	9	16
	DE	14	24	14	24	14	24	14	24	14	24	14	24
Housewife Age	Under 25	2	3	2	3	2	3	2	3	2	3	2	3
	25 - 34	9	16	9	16	9	16	9	16	9	16	9	16
	35 - 44	13	22	13	22	13	22	13	22	13	22	13	22
	45 - 54	12	21	12	21	12	21	12	21	12	21	12	21
	55 - 64	8	14	8	14	8	14	8	14	8	14	8	14
	65 +	14	24	14	24	14	24	14	24	14	24	14	24
Size	1	15	26	15	26	15	26	15	26	15	26	15	26
	2	21	36	21	36	21	36	21	36	21	36	21	36
	3	10	17	10	17	10	17	10	17	10	17	10	17
	4+	12	21	12	21	12	21	12	21	12	21	12	21
Children	Without	41	71	41	71	41	71	41	71	41	71	41	71
	With	17	29	17	29	17	29	17	29	17	29	17	29

Table 2												
TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	58	100	58	100	58	100	58	100	58	100	58	100
Social Class	AB	17	29	17	29	17	29	17	29	17	29	29
	C1	18	31	18	31	18	31	18	31	18	31	31
	C2	9	16	9	16	9	16	9	16	9	16	16
	DE	14	24	14	24	14	24	14	24	14	24	24
Housewife Age	Under 25	2	3	2	3	2	3	2	3	2	3	3
	25 - 34	9	16	9	16	9	16	9	16	9	16	16
	35 - 44	13	22	13	22	13	22	13	22	13	22	22
	45 - 54	12	21	12	21	12	21	12	21	12	21	21
	55 - 64	8	14	8	14	8	14	8	14	8	14	14
	65 +	14	24	14	24	14	24	14	24	14	24	24
Size	1	15	26	15	26	15	26	15	26	15	26	26
	2	21	36	21	36	21	36	21	36	21	36	36
	3	10	17	10	17	10	17	10	17	10	17	17
	4+	12	21	12	21	12	21	12	21	12	21	21
Children	Without	41	71	41	71	41	71	41	71	41	71	71
	With	17	29	17	29	17	29	17	29	17	29	29

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		132	100	132	100	132	100	132	100	132	100	132	100
Age	4 - 9	9	7	9	7	9	7	9	7	9	7	9	7
	10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
	16 - 24	13	10	13	10	13	10	13	10	13	10	13	10
	25 - 34	18	14	18	14	18	14	18	14	18	14	18	14
	35 - 44	23	17	23	17	23	17	23	17	23	17	23	17
	45 - 54	20	15	20	15	20	15	20	15	20	15	20	15
	55 - 64	16	12	16	12	16	12	16	12	16	12	16	12
	65 +	22	17	22	17	22	17	22	17	22	17	22	17
Adults	Total	112	100	112	100	112	100	112	100	112	100	112	100
	AB	34	30	34	30	34	30	34	30	34	30	34	30
	C1	32	29	32	29	32	29	32	29	32	29	32	29
	C2	18	16	18	16	18	16	18	16	18	16	18	16
	DE	28	25	28	25	28	25	28	25	28	25	28	25

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		132	100	132	100	133	100	133	100	133	100	133	100
Age	4 - 9	9	7	9	7	9	7	9	7	9	7	9	7
	10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
	16 - 24	13	10	13	10	13	10	13	10	13	10	13	10
	25 - 34	18	14	18	14	19	14	19	14	19	14	19	14
	35 - 44	23	17	23	17	22	17	22	17	22	17	22	17
	45 - 54	20	15	20	15	20	15	20	15	20	15	20	15
	55 - 64	16	12	16	12	16	12	16	12	16	12	16	12
	65 +	22	17	22	17	23	17	23	17	23	17	23	17
Adults	Total	112	100	112	100	113	100	113	100	113	100	113	100
	AB	34	30	34	30	34	30	34	30	34	30	34	30
	C1	32	29	32	29	32	28	32	28	32	28	32	28
	C2	18	16	18	16	18	16	18	16	18	16	18	16
	DE	28	25	28	25	29	26	29	26	29	26	29	26

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	65	100	65	100	65	100	65	100	65	100	65	100	
Age	4 - 15	11	17	17	11	17	11	17	11	17	11	17	
	16 - 24	7	11	11	7	11	11	7	11	7	11		
	25 - 34	8	12	12	8	12	12	8	12	8	12		
	35 - 44	11	17	17	11	17	17	11	17	11	17		
	45 - 54	9	14	14	9	14	14	9	14	9	14		
	55 - 64	9	14	14	9	14	14	9	14	9	14		
	65 +	10	15	15	10	15	15	10	15	10	15		
Adults	Total	54	100	100	54	100	100	54	100	100	54	100	
	AB	17	31	31	17	31	31	17	31	31	17	31	
	C1	14	26	26	14	26	26	14	26	26	14	26	
	C2	10	19	19	10	19	19	10	19	19	10	19	
	DE	13	24	24	13	24	24	13	24	24	13	24	
	Working F/T	39	72	72	39	72	72	39	72	72	39	72	
	Not Working	15	28	28	15	28	28	15	28	28	15	28	

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		65	100	65	100	65	100	65	100	65	100	65	100
Age	4 - 15	11	17	11	17	10	15	10	15	10	15	10	15
	16 - 24	7	11	7	11	7	11	7	11	7	11	7	11
	25 - 34	8	12	8	12	9	14	9	14	9	14	9	14
	35 - 44	11	17	11	17	10	15	10	15	10	15	10	15
	45 - 54	9	14	9	14	9	14	9	14	9	14	9	14
	55 - 64	9	14	9	14	9	14	9	14	9	14	9	14
	65 +	10	15	10	15	11	17	11	17	11	17	11	17
Adults	Total	54	100	54	100	55	100	55	100	55	100	55	100
	AB	17	31	17	31	17	31	17	31	17	31	17	31
	C1	14	26	14	26	14	25	14	25	14	25	14	25
	C2	10	19	10	19	10	18	10	18	10	18	10	18
	DE	13	24	13	24	14	25	14	25	14	25	14	25
	Working F/T	39	72	39	72	39	71	39	71	39	71	39	71
	Not Working	15	28	15	28	16	29	16	29	16	29	16	29

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	67	100	67	100	67	100	67	100	67	100	67	100
Age												
4 - 15	9	13	9	13	9	13	9	13	9	13	9	13
16 - 24	6	9	6	9	6	9	6	9	6	9	6	9
25 - 34	10	15	10	15	10	15	10	15	10	15	10	15
35 - 44	12	18	12	18	12	18	12	18	12	18	12	18
45 - 54	11	16	11	16	11	16	11	16	11	16	11	16
55 - 64	7	10	7	10	7	10	7	10	7	10	7	10
65 +	12	18	12	18	12	18	12	18	12	18	12	18
Adults												
Total	58	100	58	100	58	100	58	100	58	100	58	100
AB	17	29	17	29	17	29	17	29	17	29	17	29
C1	18	31	18	31	18	31	18	31	18	31	18	31
C2	8	14	8	14	8	14	8	14	8	14	8	14
DE	15	26	15	26	15	26	15	26	15	26	15	26
Working F/T	20	34	20	34	20	34	20	34	20	34	20	34
Not Working	38	66	38	66	38	66	38	66	38	66	38	66

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	67	100	67	100	68	100	68	100	68	100	68	100
Age	4 - 15	9	13	9	13	15	10	15	10	15	10	15
	16 - 24	6	9	6	9	9	6	9	6	9	6	9
	25 - 34	10	15	10	15	15	10	15	10	15	10	15
	35 - 44	12	18	12	18	18	12	18	12	18	12	18
	45 - 54	11	16	11	16	16	11	16	11	16	11	16
	55 - 64	7	10	7	10	10	7	10	7	10	7	10
	65 +	12	18	12	18	18	12	18	12	18	12	18
Adults	Total	58	100	58	100	58	100	58	100	58	100	100
	AB	17	29	17	29	17	29	17	29	17	29	29
	C1	18	31	18	31	18	31	18	31	18	31	31
	C2	8	14	8	14	8	14	8	14	8	14	14
	DE	15	26	15	26	15	26	15	26	15	26	26
	Working F/T	20	34	20	34	20	34	20	34	20	34	34
	Not Working	38	66	38	66	38	66	38	66	38	66	66

Table 1 Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4959	100	4964	100	4969	100	4974	100	4979	100	4983	100
TV Households	4862	98	4866	98	4871	98	4876	98	4880	98	4885	98
ITV Households	4233	85	4237	85	4241	85	4245	85	4249	85	4253	85

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4988	100	4993	100	4998	100	5003	100	5007	100	5012	100
TV Households	4890	98	4894	98	4899	98	4904	98	4909	98	4913	98
ITV Households	4257	85	4262	85	4266	85	4270	85	4274	85	4278	85

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4862	100	4866	100	4871	100	4876	100	4880	100	4885	100
Social Class	AB	929	19	930	19	931	19	931	19	932	19	933	19
	C1	1290	27	1291	27	1292	27	1293	27	1295	27	1296	27
	C2	806	17	807	17	808	17	809	17	810	17	810	17
	DE	1208	25	1209	25	1210	25	1212	25	1212	25	1214	25
Housewife Age	Under 25	208	4	208	4	208	4	209	4	209	4	209	4
	25 - 34	676	14	677	14	678	14	678	14	679	14	680	14
	35 - 44	830	17	830	17	831	17	832	17	833	17	834	17
	45 - 54	745	15	745	15	746	15	747	15	747	15	748	15
	55 - 64	673	14	673	14	674	14	674	14	675	14	676	14
	65 +	1101	23	1104	23	1104	23	1105	23	1106	23	1106	23
Size	1	1202	25	1204	25	1205	25	1206	25	1207	25	1208	25
	2	1538	32	1539	32	1541	32	1542	32	1544	32	1545	32
	3	628	13	629	13	629	13	630	13	630	13	631	13
	4+	865	18	865	18	866	18	867	18	868	18	869	18
Children	Without	3090	64	3093	64	3095	64	3098	64	3101	64	3104	64
	With	1143	24	1144	24	1146	24	1147	24	1148	24	1149	24

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4890	100	4894	100	4899	100	4904	100	4909	100	4913	100
Social Class	AB	934	19	935	19	936	19	937	19	938	19	939	19
	C1	1297	27	1299	27	1300	27	1301	27	1302	27	1304	27
	C2	811	17	812	17	813	17	813	17	814	17	815	17
	DE	1215	25	1216	25	1217	25	1219	25	1220	25	1220	25
Housewife Age	Under 25	209	4	209	4	210	4	210	4	210	4	210	4
	25 - 34	680	14	681	14	682	14	682	14	683	14	684	14
	35 - 44	834	17	835	17	836	17	837	17	838	17	838	17
	45 - 54	749	15	750	15	750	15	751	15	752	15	752	15
	55 - 64	676	14	677	14	678	14	678	14	679	14	680	14
	65 +	1109	23	1110	23	1110	23	1112	23	1112	23	1114	23
Size	1	1209	25	1211	25	1212	25	1213	25	1214	25	1215	25
	2	1547	32	1548	32	1550	32	1551	32	1553	32	1554	32
	3	632	13	632	13	633	13	633	13	634	13	635	13
	4+	869	18	871	18	871	18	873	18	873	18	874	18
Children	Without	3107	64	3111	64	3114	64	3117	64	3120	64	3123	64
	With	1150	24	1151	24	1152	24	1153	24	1154	24	1155	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		9535	100	9544	100	9553	100	9563	100	9572	100	9581	100
Age	4 - 9	752	8	753	8	754	8	754	8	755	8	756	8
	10 - 15	813	9	813	9	814	9	815	9	816	9	816	9
	16 - 24	1043	11	1044	11	1045	11	1046	11	1047	11	1048	11
	25 - 34	1244	13	1246	13	1246	13	1249	13	1249	13	1251	13
	35 - 44	1496	16	1497	16	1500	16	1499	16	1502	16	1503	16
	45 - 54	1333	14	1334	14	1335	14	1336	14	1338	14	1339	14
	55 - 64	1184	12	1185	12	1186	12	1187	12	1188	12	1190	12
	65 +	1670	18	1672	18	1673	18	1677	18	1677	18	1678	18
Adults	Total	7970	100	7978	100	7985	100	7994	100	8001	100	8009	100
	AB	1894	24	1896	24	1898	24	1900	24	1902	24	1903	24
	C1	2442	31	2444	31	2446	31	2448	31	2451	31	2454	31
	C2	1658	21	1660	21	1662	21	1663	21	1665	21	1666	21
	DE	1976	25	1978	25	1979	25	1983	25	1983	25	1986	25

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		9590	100	9599	100	9609	100	9618	100	9627	100	9636	100
Age	4 - 9	757	8	757	8	758	8	759	8	759	8	760	8
	10 - 15	817	9	818	9	819	9	819	9	821	9	821	9
	16 - 24	1049	11	1050	11	1051	11	1052	11	1053	11	1054	11
	25 - 34	1251	13	1253	13	1255	13	1256	13	1257	13	1258	13
	35 - 44	1505	16	1506	16	1507	16	1508	16	1510	16	1512	16
	45 - 54	1340	14	1342	14	1343	14	1344	14	1345	14	1347	14
	55 - 64	1191	12	1192	12	1193	12	1194	12	1195	12	1197	12
	65 +	1680	18	1681	18	1683	18	1686	18	1687	18	1687	18
Adults	Total	8016	100	8024	100	8032	100	8040	100	8047	100	8055	100
	AB	1905	24	1907	24	1909	24	1911	24	1913	24	1915	24
	C1	2456	31	2458	31	2460	31	2463	31	2465	31	2467	31
	C2	1668	21	1670	21	1671	21	1673	21	1674	21	1676	21
	DE	1987	25	1989	25	1992	25	1993	25	1995	25	1997	25

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	4653	100	4658	100	4662	100	4667	100	4671	100	4676	100	
Age													
4 - 15	809	17	810	17	810	17	811	17	812	17	813	17	
16 - 24	530	11	530	11	531	11	531	11	532	11	532	11	
25 - 34	601	13	603	13	603	13	605	13	604	13	606	13	
35 - 44	737	16	738	16	739	16	738	16	739	16	741	16	
45 - 54	659	14	658	14	659	14	661	14	661	14	661	14	
55 - 64	582	13	582	12	583	13	583	12	584	13	585	13	
65 +	735	16	737	16	737	16	738	16	739	16	738	16	
Adults													
Total	3844	100	3848	100	3852	100	3856	100	3859	100	3863	100	
AB	960	25	961	25	962	25	963	25	964	25	964	25	
C1	1128	29	1129	29	1130	29	1132	29	1133	29	1135	29	
C2	882	23	883	23	885	23	885	23	886	23	886	23	
DE	874	23	875	23	875	23	876	23	876	23	878	23	
Working F/T	2455	64	2457	64	2459	64	2462	64	2464	64	2466	64	
Not Working	1389	36	1391	36	1393	36	1394	36	1395	36	1397	36	

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4680	100	4685	100	4689	100	4694	100	4698	100	4703	100
Age	4 - 15	813	17	814	17	815	17	816	17	817	17	817	17
	16 - 24	533	11	533	11	534	11	534	11	535	11	535	11
	25 - 34	606	13	607	13	607	13	608	13	608	13	609	13
	35 - 44	741	16	742	16	743	16	743	16	744	16	745	16
	45 - 54	662	14	663	14	663	14	664	14	664	14	666	14
	55 - 64	585	13	586	13	586	12	587	13	587	12	588	13
	65 +	740	16	740	16	741	16	742	16	743	16	743	16
Adults													
Total		3867	100	3871	100	3874	100	3878	100	3881	100	3886	100
AB		965	25	966	25	967	25	968	25	969	25	970	25
C1		1136	29	1137	29	1137	29	1139	29	1140	29	1141	29
C2		888	23	889	23	889	23	890	23	891	23	892	23
DE		878	23	879	23	881	23	881	23	881	23	883	23
Working F/T		2469	64	2471	64	2473	64	2476	64	2478	64	2481	64
Not Working		1398	36	1400	36	1401	36	1402	36	1403	36	1405	36

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4882	100	4886	100	4891	100	4896	100	4901	100	4905	100
Age												
4 - 15	756	15	756	15	758	15	758	15	759	15	759	15
16 - 24	513	11	514	11	514	11	515	11	515	11	516	11
25 - 34	643	13	643	13	643	13	644	13	645	13	645	13
35 - 44	759	16	759	16	761	16	761	16	763	16	762	16
45 - 54	674	14	676	14	676	14	675	14	677	14	678	14
55 - 64	602	12	603	12	603	12	604	12	604	12	605	12
65 +	935	19	935	19	936	19	939	19	938	19	940	19
Adults												
Total	4126	100	4130	100	4133	100	4138	100	4142	100	4146	100
AB	934	23	935	23	936	23	937	23	938	23	939	23
C1	1314	32	1315	32	1316	32	1316	32	1318	32	1319	32
C2	776	19	777	19	777	19	778	19	779	19	780	19
DE	1102	27	1103	27	1104	27	1107	27	1107	27	1108	27
Working F/T	1247	30	1249	30	1251	30	1251	30	1253	30	1254	30
Not Working	2879	70	2881	70	2882	70	2887	70	2889	70	2892	70

Table4b Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4910	100	4914	100	4920	100	4924	100	4929	100	4933	100
Age												
4 - 15	761	15	761	15	762	15	762	15	763	15	764	15
16 - 24	516	11	517	11	517	11	518	11	518	11	519	11
25 - 34	645	13	646	13	648	13	648	13	649	13	649	13
35 - 44	764	16	764	16	764	16	765	16	766	16	767	16
45 - 54	678	14	679	14	680	14	680	14	681	14	681	14
55 - 64	606	12	606	12	607	12	607	12	608	12	609	12
65 +	940	19	941	19	942	19	944	19	944	19	944	19
Adults												
Total	4149	100	4153	100	4158	100	4162	100	4166	100	4169	100
AB	940	23	941	23	942	23	943	23	944	23	945	23
C1	1320	32	1321	32	1323	32	1324	32	1325	32	1326	32
C2	780	19	781	19	782	19	783	19	783	19	784	19
DE	1109	27	1110	27	1111	27	1112	27	1114	27	1114	27
Working F/T	1255	30	1256	30	1258	30	1259	30	1260	30	1261	30
Not Working	2894	70	2897	70	2900	70	2903	70	2906	70	2908	70

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3420	100	3422	100	3424	100	3426	100	3428	100	3430	100
TV Households	3356	98	3358	98	3360	98	3362	98	3364	98	3366	98
ITV Households	3141	92	3143	92	3145	92	3147	92	3149	92	3151	92

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3432	100	3435	100	3437	100	3439	100	3441	100	3443	100
TV Households	3368	98	3370	98	3372	98	3374	98	3376	98	3379	98
ITV Households	3152	92	3154	92	3156	92	3158	92	3160	92	3162	92

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3356	100	3358	100	3360	100	3362	100	3364	100	3366	100
Social Class	AB	502	15	502	15	503	15	503	15	503	15	503	15
	C1	815	24	815	24	816	24	816	24	817	24	817	24
	C2	562	17	562	17	563	17	563	17	563	17	564	17
	DE	1262	38	1264	38	1263	38	1265	38	1266	38	1267	38
Housewife Age	Under 25	157	5	157	5	157	5	157	5	158	5	158	5
	25 - 34	474	14	475	14	475	14	475	14	476	14	476	14
	35 - 44	642	19	642	19	642	19	643	19	643	19	644	19
	45 - 54	548	16	549	16	549	16	549	16	550	16	550	16
	55 - 64	521	16	521	16	521	16	522	16	522	16	522	16
	65 +	799	24	799	24	801	24	801	24	800	24	801	24
Size	1	962	29	962	29	963	29	963	29	964	29	965	29
	2	1059	32	1060	32	1060	32	1061	32	1062	32	1062	32
	3	508	15	508	15	509	15	509	15	509	15	510	15
	4+	612	18	613	18	613	18	614	18	614	18	614	18
Children	Without	2278	68	2280	68	2281	68	2283	68	2284	68	2286	68
	With	863	26	863	26	864	26	864	26	865	26	865	26

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3368	100	3370	100	3372	100	3374	100	3376	100	3379	100
Social Class	AB	504	15	504	15	504	15	505	15	505	15	505	15
	C1	818	24	818	24	819	24	819	24	820	24	820	24
	C2	564	17	564	17	565	17	565	17	565	17	566	17
	DE	1266	38	1268	38	1268	38	1269	38	1270	38	1271	38
Housewife Age	Under 25	158	5	158	5	158	5	158	5	158	5	158	5
	25 - 34	476	14	476	14	477	14	477	14	477	14	478	14
	35 - 44	644	19	644	19	645	19	645	19	646	19	646	19
	45 - 54	550	16	551	16	551	16	551	16	552	16	552	16
	55 - 64	523	16	523	16	523	16	524	16	524	16	524	16
	65 +	801	24	802	24	802	24	803	24	803	24	804	24
Size	1	965	29	966	29	966	29	967	29	968	29	968	29
	2	1063	32	1064	32	1064	32	1065	32	1066	32	1066	32
	3	510	15	510	15	511	15	511	15	511	15	511	15
	4+	614	18	614	18	615	18	615	18	615	18	617	18
Children	Without	2286	68	2288	68	2289	68	2290	68	2292	68	2293	68
	With	866	26	866	26	867	26	868	26	868	26	869	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6996	100	7001	100	7005	100	7009	100	7014	100	7018	100
Age	4 - 9	556	8	556	8	556	8	557	8	557	8	557	8
	10 - 15	619	9	620	9	621	9	620	9	621	9	622	9
	16 - 24	787	11	787	11	788	11	788	11	789	11	789	11
	25 - 34	911	13	912	13	912	13	913	13	914	13	914	13
	35 - 44	1112	16	1112	16	1113	16	1114	16	1114	16	1115	16
	45 - 54	963	14	964	14	964	14	965	14	966	14	966	14
	55 - 64	879	13	879	13	880	13	881	13	881	13	882	13
	65 +	1169	17	1171	17	1171	17	1171	17	1172	17	1173	17
Adults	Total	5821	100	5825	100	5828	100	5832	100	5836	100	5839	100
	AB	1009	17	1010	17	1011	17	1011	17	1012	17	1013	17
	C1	1587	27	1588	27	1588	27	1590	27	1591	27	1591	27
	C2	1175	20	1176	20	1177	20	1177	20	1178	20	1179	20
	DE	2050	35	2051	35	2052	35	2054	35	2055	35	2056	35

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7022	100	7027	100	7031	100	7036	100	7040	100	7044	100
Age	4 - 9	558	8	558	8	558	8	559	8	559	8	559	8
	10 - 15	622	9	622	9	623	9	623	9	624	9	624	9
	16 - 24	790	11	790	11	791	11	791	11	792	11	792	11
	25 - 34	913	13	916	13	915	13	917	13	916	13	917	13
	35 - 44	1117	16	1116	16	1118	16	1117	16	1119	16	1120	16
	45 - 54	967	14	967	14	968	14	969	14	969	14	970	14
	55 - 64	882	13	883	13	883	13	884	13	884	13	885	13
65 +		1173	17	1175	17	1175	17	1176	17	1177	17	1177	17
Adults	Total	5842	100	5847	100	5850	100	5854	100	5857	100	5861	100
	AB	1013	17	1014	17	1015	17	1015	17	1016	17	1016	17
	C1	1593	27	1593	27	1594	27	1596	27	1596	27	1598	27
	C2	1180	20	1180	20	1181	20	1182	20	1183	20	1183	20
	DE	2056	35	2060	35	2060	35	2061	35	2062	35	2064	35

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	3384	100	3386	100	3388	100	3390	100	3392	100	3394	100	
Age													
4 - 15	607	18	607	18	608	18	608	18	608	18	609	18	
16 - 24	388	11	388	11	388	11	388	11	389	11	389	11	
25 - 34	440	13	440	13	441	13	441	13	441	13	441	13	
35 - 44	542	16	543	16	543	16	544	16	544	16	544	16	
45 - 54	473	14	473	14	473	14	474	14	474	14	475	14	
55 - 64	433	13	433	13	434	13	434	13	434	13	434	13	
65 +	501	15	502	15	501	15	501	15	502	15	502	15	
Adults													
Total	2777	100	2779	100	2780	100	2782	100	2784	100	2785	100	
AB	502	18	502	18	503	18	503	18	503	18	504	18	
C1	736	27	737	27	736	26	737	26	738	27	738	26	
C2	628	23	629	23	629	23	630	23	630	23	630	23	
DE	911	33	911	33	912	33	912	33	913	33	913	33	
Working F/T	1607	58	1608	58	1609	58	1610	58	1611	58	1612	58	
Not Working	1170	42	1171	42	1171	42	1172	42	1173	42	1173	42	

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3396	100	3399	100	3401	100	3403	100	3405	100	3407	100
Age	4 - 15	609	18	609	18	610	18	610	18	611	18	611	18
	16 - 24	389	11	389	11	390	11	390	11	390	11	390	11
	25 - 34	442	13	443	13	442	13	443	13	443	13	444	13
	35 - 44	544	16	545	16	546	16	545	16	546	16	547	16
	45 - 54	475	14	475	14	475	14	476	14	476	14	475	14
	55 - 64	435	13	435	13	435	13	436	13	435	13	436	13
65 +		502	15	503	15	503	15	503	15	504	15	504	15
Adults		2787	100	2790	100	2791	100	2793	100	2794	100	2796	100
Total		504	18	504	18	505	18	505	18	505	18	506	18
AB		739	27	739	26	739	26	740	26	741	27	741	27
C1		631	23	631	23	632	23	632	23	632	23	633	23
C2		913	33	916	33	915	33	916	33	916	33	916	33
DE		1613	58	1614	58	1615	58	1616	58	1617	58	1618	58
Working F/T		1174	42	1176	42	1176	42	1177	42	1177	42	1178	42
Not Working													

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Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3626	100	3628	100	3630	100	3633	100	3635	100	3637	100
Age												
4 - 15	571	16	571	16	571	16	572	16	572	16	572	16
16 - 24	401	11	401	11	401	11	401	11	402	11	402	11
25 - 34	471	13	473	13	473	13	474	13	473	13	473	13
35 - 44	573	16	571	16	572	16	572	16	573	16	573	16
45 - 54	492	14	492	14	493	14	493	14	493	14	495	14
55 - 64	447	12	448	12	448	12	448	12	449	12	449	12
65 +	671	19	672	19	672	19	673	19	673	19	673	19
Adults												
Total	3055	100	3057	100	3059	100	3061	100	3063	100	3065	100
AB	509	17	510	17	510	17	510	17	511	17	510	17
C1	854	28	854	28	855	28	856	28	855	28	857	28
C2	549	18	549	18	549	18	550	18	551	18	550	18
DE	1143	37	1144	37	1145	37	1145	37	1146	37	1148	37
Working F/T	947	31	947	31	948	31	949	31	949	31	950	31
Not Working	2108	69	2110	69	2111	69	2112	69	2114	69	2115	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4023	100	4026	100	4029	100	4032	100	4035	100	4038	100
TV Households	3954	98	3957	98	3960	98	3963	98	3966	98	3969	98
ITV Households	3637	90	3640	90	3642	90	3645	90	3648	90	3650	90

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4041	100	4044	100	4047	100	4050	100	4053	100	4056	100
TV Households	3972	98	3974	98	3977	98	3980	98	3983	98	3986	98
ITV Households	3653	90	3656	90	3658	90	3661	90	3664	90	3667	90

Table 2													
Projections for		TV Households											
		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3954	100	3957	100	3960	100	3963	100	3966	100	3969	100
Social Class	AB	484	12	484	12	485	12	485	12	485	12	486	12
	C1	929	23	929	23	930	23	931	23	932	23	932	23
	C2	676	17	676	17	677	17	677	17	678	17	678	17
	DE	1548	39	1551	39	1550	39	1552	39	1553	39	1554	39
Housewife Age	Under 25	205	5	205	5	205	5	205	5	206	5	206	5
	25 - 34	554	14	554	14	555	14	555	14	556	14	556	14
	35 - 44	725	18	726	18	726	18	727	18	727	18	728	18
	45 - 54	632	16	632	16	633	16	633	16	634	16	634	16
	55 - 64	594	15	594	15	595	15	595	15	595	15	596	15
	65 +	927	23	929	23	928	23	930	23	930	23	930	23
Size	1	1070	27	1070	27	1071	27	1072	27	1073	27	1074	27
	2	1320	33	1321	33	1322	33	1323	33	1324	33	1325	33
	3	574	15	574	15	575	15	575	15	575	14	576	15
	4+	673	17	675	17	674	17	675	17	676	17	675	17
Children	Without	2665	67	2667	67	2669	67	2671	67	2673	67	2675	67
	With	972	25	973	25	973	25	974	25	975	25	975	25

Table 2													
Projections for		TV Households											
		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3972	100	3974	100	3977	100	3980	100	3983	100	3986	100
Social Class	AB	486	12	487	12	487	12	487	12	488	12	488	12
	C1	933	23	934	24	934	23	935	23	936	23	936	23
	C2	679	17	679	17	680	17	680	17	681	17	681	17
	DE	1555	39	1556	39	1557	39	1559	39	1559	39	1562	39
Housewife Age	Under 25	206	5	206	5	206	5	206	5	207	5	207	5
	25 - 34	556	14	557	14	557	14	558	14	558	14	558	14
	35 - 44	728	18	729	18	729	18	730	18	730	18	731	18
	45 - 54	635	16	635	16	635	16	636	16	636	16	637	16
	55 - 64	596	15	597	15	597	15	598	15	598	15	599	15
	65 +	932	23	932	23	934	23	933	23	935	23	935	23
Size	1	1074	27	1075	27	1076	27	1077	27	1078	27	1078	27
	2	1326	33	1327	33	1328	33	1329	33	1330	33	1331	33
	3	576	15	577	15	577	15	577	14	578	15	578	15
	4+	677	17	677	17	677	17	678	17	678	17	680	17
Children	Without	2677	67	2679	67	2680	67	2683	67	2685	67	2687	67
	With	976	25	977	25	978	25	978	25	979	25	980	25

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8058	100	8064	100	8070	100	8076	100	8082	100	8088	100
Age	4 - 9	622	8	622	8	623	8	623	8	624	8	624	8
	10 - 15	687	9	688	9	688	9	689	9	689	9	690	9
	16 - 24	924	11	925	11	926	11	926	11	927	11	928	11
	25 - 34	1035	13	1036	13	1036	13	1038	13	1038	13	1039	13
	35 - 44	1270	16	1270	16	1272	16	1272	16	1273	16	1274	16
	45 - 54	1122	14	1123	14	1124	14	1125	14	1125	14	1126	14
	55 - 64	1016	13	1017	13	1018	13	1019	13	1019	13	1020	13
	65 +	1382	17	1383	17	1383	17	1384	17	1387	17	1387	17
Adults	Total	6749	100	6754	100	6759	100	6764	100	6769	100	6774	100
	AB	979	15	980	15	981	15	982	15	982	15	983	15
	C1	1801	27	1802	27	1803	27	1804	27	1806	27	1807	27
	C2	1411	21	1412	21	1413	21	1414	21	1415	21	1416	21
	DE	2558	38	2560	38	2562	38	2564	38	2566	38	2568	38

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8094	100	8100	100	8106	100	8112	100	8118	100	8124	100
Age	4 - 9	625	8	625	8	626	8	626	8	626	8	627	8
	10 - 15	690	9	691	9	691	9	692	9	693	9	693	9
	16 - 24	928	11	929	11	930	11	930	11	931	11	932	11
	25 - 34	1040	13	1041	13	1041	13	1043	13	1043	13	1043	13
	35 - 44	1275	16	1276	16	1277	16	1277	16	1279	16	1280	16
	45 - 54	1127	14	1128	14	1129	14	1130	14	1130	14	1131	14
	55 - 64	1021	13	1022	13	1023	13	1023	13	1024	13	1025	13
65 +		1388	17	1388	17	1389	17	1391	17	1392	17	1393	17
Adults	Total	6779	100	6784	100	6789	100	6794	100	6799	100	6804	100
	AB	984	15	985	15	985	15	986	15	987	15	987	15
	C1	1808	27	1809	27	1811	27	1813	27	1814	27	1816	27
	C2	1417	21	1418	21	1419	21	1420	21	1421	21	1422	21
	DE	2570	38	2572	38	2574	38	2575	38	2577	38	2579	38

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3907	100	3910	100	3913	100	3916	100	3919	100	3922	100
Age	4 - 15	669	17	669	17	670	17	670	17	671	17	671	17
	16 - 24	461	12	461	12	461	12	462	12	462	12	463	12
	25 - 34	500	13	501	13	501	13	502	13	502	13	502	13
	35 - 44	623	16	623	16	624	16	624	16	624	16	625	16
	45 - 54	557	14	558	14	558	14	559	14	559	14	559	14
	55 - 64	497	13	498	13	498	13	499	13	499	13	499	13
	65 +	600	15	600	15	601	15	600	15	602	15	603	15
Adults		3238	100	3241	100	3243	100	3246	100	3248	100	3251	100
Total		498	15	499	15	499	15	499	15	500	15	500	15
AB		833	26	833	26	834	26	835	26	835	26	836	26
C1		753	23	753	23	754	23	754	23	755	23	755	23
C2		1154	36	1156	36	1156	36	1158	36	1158	36	1160	36
DE		1860	57	1862	57	1863	57	1865	57	1866	57	1867	57
Working F/T		1378	43	1379	43	1380	43	1381	43	1382	43	1384	43
Not Working													

Male Individuals in ITV Households																			
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04							
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%						
Total Males 4+		3925	100	3928	100	3930	100	3933	100	3936	100	3939	100						
Age	4 - 15	672	17	673	17	672	17	673	17	674	17	674	17						
	16 - 24	462	12	463	12	464	12	463	12	464	12	465	12						
	25 - 34	503	13	503	13	503	13	504	13	504	13	504	13						
	35 - 44	625	16	626	16	627	16	627	16	628	16	628	16						
	45 - 54	560	14	560	14	560	14	561	14	561	14	562	14						
	55 - 64	500	13	500	13	501	13	501	13	501	13	501	13						
65 +		603	15	603	15	603	15	604	15	604	15	605	15						
Adults		Total		3253		100		3258		100		3260		100		3265		100	
AB		501		15		501		15		501		15		502		15		502	
C1		836		26		837		26		838		26		838		26		840	
C2		756		23		756		23		757		23		758		23		759	
DE		1160		36		1161		36		1162		36		1162		36		1164	
Working F/T		1869		57		1870		57		1871		57		1873		57		1876	
Not Working		1384		43		1385		43		1387		43		1387		43		1389	

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4151	100	4154	100	4157	100	4160	100	4163	100	4166	100
Age												
4 - 15	640	15	641	15	641	15	642	15	642	15	643	15
16 - 24	463	11	464	11	465	11	464	11	465	11	465	11
25 - 34	535	13	535	13	535	13	536	13	536	13	537	13
35 - 44	647	16	647	16	648	16	648	16	649	16	649	16
45 - 54	565	14	565	14	566	14	566	14	566	14	567	14
55 - 64	519	13	519	12	520	13	520	13	520	12	521	13
65 +	782	19	783	19	782	19	784	19	785	19	784	19
Adults												
Total	3511	100	3513	100	3516	100	3518	100	3521	100	3523	100
AB	481	14	481	14	482	14	483	14	482	14	483	14
C1	968	28	969	28	969	28	969	28	971	28	971	28
C2	658	19	659	19	659	19	660	19	660	19	661	19
DE	1404	40	1404	40	1406	40	1406	40	1408	40	1408	40
Working F/T	958	27	959	27	960	27	960	27	961	27	962	27
Not Working	2553	73	2554	73	2556	73	2558	73	2560	73	2561	73

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4169	100	4172	100	4176	100	4179	100	4182	100	4185	100
Age												
4 - 15	643	15	643	15	645	15	645	15	645	15	646	15
16 - 24	466	11	466	11	466	11	467	11	467	11	467	11
25 - 34	537	13	538	13	538	13	539	13	539	13	539	13
35 - 44	650	16	650	16	650	16	650	16	651	16	652	16
45 - 54	567	14	568	14	569	14	569	14	569	14	569	14
55 - 64	521	12	522	13	522	13	522	12	523	13	524	13
65 +	785	19	785	19	786	19	787	19	788	19	788	19
Adults												
Total	3526	100	3529	100	3531	100	3534	100	3537	100	3539	100
AB	483	14	484	14	484	14	484	14	485	14	485	14
C1	972	28	972	28	973	28	975	28	975	28	976	28
C2	661	19	662	19	662	19	662	19	663	19	663	19
DE	1410	40	1411	40	1412	40	1413	40	1414	40	1415	40
Working F/T	962	27	963	27	964	27	964	27	965	27	965	27
Not Working	2564	73	2566	73	2567	73	2570	73	2572	73	2574	73

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7382	100	7387	100	7392	100	7397	100	7403	100	7408	100
TV Households	7249	98	7254	98	7259	98	7264	98	7269	98	7274	98
ITV Households	6778	92	6783	92	6787	92	6792	92	6797	92	6801	92

Table 1 Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7413	100	7418	100	7423	100	7428	100	7433	100	7438	100
TV Households	7279	98	7284	98	7289	98	7294	98	7299	98	7304	98
ITV Households	6806	92	6811	92	6815	92	6820	92	6825	92	6829	92

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		7249	100	7254	100	7259	100	7264	100	7269	100	7274	100
Social Class	AB	985	14	986	14	986	14	987	14	988	14	988	14
	C1	1745	24	1746	24	1747	24	1748	24	1750	24	1751	24
	C2	1237	17	1238	17	1239	17	1240	17	1240	17	1241	17
	DE	2811	39	2813	39	2815	39	2817	39	2819	39	2821	39
Housewife Age	Under 25	363	5	363	5	363	5	363	5	364	5	364	5
	25 - 34	1029	14	1029	14	1030	14	1031	14	1031	14	1032	14
	35 - 44	1366	19	1367	19	1368	19	1369	19	1370	19	1371	19
	45 - 54	1180	16	1181	16	1181	16	1182	16	1183	16	1184	16
	55 - 64	1115	15	1115	15	1116	15	1117	15	1118	15	1119	15
	65 +	1725	24	1728	24	1729	24	1730	24	1731	24	1731	24
Size	1	2032	28	2033	28	2034	28	2036	28	2037	28	2039	28
	2	2379	33	2380	33	2382	33	2383	33	2385	33	2387	33
	3	1082	15	1083	15	1083	15	1084	15	1085	15	1086	15
	4+	1285	18	1287	18	1288	18	1289	18	1290	18	1289	18
Children	Without	4943	68	4947	68	4950	68	4953	68	4957	68	4960	68
	With	1835	25	1836	25	1837	25	1839	25	1840	25	1841	25

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		7279	100	7284	100	7289	100	7294	100	7299	100	7304	100
Social Class	AB	989	14	990	14	990	14	991	14	992	14	992	14
	C1	1752	24	1753	24	1754	24	1756	24	1757	24	1758	24
	C2	1242	17	1243	17	1244	17	1245	17	1245	17	1246	17
	DE	2823	39	2825	39	2827	39	2828	39	2831	39	2833	39
Housewife Age	Under 25	364	5	364	5	365	5	365	5	365	5	365	5
	25 - 34	1033	14	1034	14	1034	14	1035	14	1036	14	1036	14
	35 - 44	1372	19	1373	19	1374	19	1375	19	1376	19	1377	19
	45 - 54	1185	16	1185	16	1186	16	1187	16	1188	16	1189	16
	55 - 64	1119	15	1120	15	1121	15	1122	15	1122	15	1123	15
	65 +	1733	24	1735	24	1735	24	1736	24	1738	24	1739	24
Size	1	2040	28	2041	28	2043	28	2044	28	2045	28	2047	28
	2	2388	33	2390	33	2392	33	2393	33	2395	33	2397	33
	3	1086	15	1087	15	1088	15	1089	15	1089	15	1090	15
	4+	1292	18	1293	18	1292	18	1294	18	1296	18	1295	18
Children	Without	4964	68	4967	68	4970	68	4974	68	4978	68	4980	68
	With	1842	25	1844	25	1845	25	1846	25	1847	25	1849	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15055	100	15065	100	15076	100	15086	100	15096	100	15107	100
Age	4 - 9	1178	8	1179	8	1180	8	1181	8	1181	8	1182	8
	10 - 15	1305	9	1306	9	1307	9	1308	9	1309	9	1310	9
	16 - 24	1712	11	1713	11	1714	11	1716	11	1717	11	1718	11
	25 - 34	1947	13	1947	13	1949	13	1949	13	1951	13	1953	13
	35 - 44	2380	16	2383	16	2385	16	2387	16	2388	16	2389	16
	45 - 54	2085	14	2086	14	2088	14	2089	14	2091	14	2092	14
	55 - 64	1896	13	1898	13	1899	13	1900	13	1902	13	1903	13
	65 +	2552	17	2553	17	2554	17	2556	17	2557	17	2560	17
Adults	Total	12572	100	12580	100	12589	100	12597	100	12606	100	12615	100
	AB	1987	16	1989	16	1990	16	1991	16	1993	16	1994	16
	C1	3390	27	3392	27	3394	27	3397	27	3399	27	3401	27
	C2	2584	21	2586	21	2588	21	2590	21	2591	21	2593	21
	DE	4611	37	4613	37	4617	37	4619	37	4623	37	4627	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15117	100	15127	100	15138	100	15148	100	15158	100	15169	100
Age	4 - 9	1183	8	1184	8	1185	8	1185	8	1186	8	1187	8
	10 - 15	1311	9	1311	9	1312	9	1314	9	1315	9	1315	9
	16 - 24	1719	11	1720	11	1721	11	1723	11	1724	11	1725	11
	25 - 34	1954	13	1956	13	1958	13	1957	13	1958	13	1961	13
	35 - 44	2391	16	2392	16	2394	16	2397	16	2399	16	2399	16
	45 - 54	2093	14	2095	14	2096	14	2098	14	2099	14	2101	14
	55 - 64	1904	13	1906	13	1907	13	1908	13	1909	13	1911	13
	65 +	2562	17	2563	17	2565	17	2566	17	2568	17	2570	17
Adults	Total	12623	100	12632	100	12641	100	12649	100	12657	100	12667	100
	AB	1996	16	1997	16	1998	16	2000	16	2001	16	2002	16
	C1	3403	27	3406	27	3409	27	3410	27	3413	27	3416	27
	C2	2595	21	2597	21	2598	21	2600	21	2602	21	2604	21
	DE	4629	37	4632	37	4636	37	4639	37	4641	37	4645	37

Table4a																			
Male Individuals in ITV Households																			
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04							
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%						
Total Males 4+		7292	100	7297	100	7302	100	7307	100	7312	100	7317	100						
Age	4 - 15	1275	17	1277	18	1277	17	1278	17	1279	17	1280	17						
	16 - 24	849	12	849	12	850	12	851	12	851	12	852	12						
	25 - 34	941	13	941	13	942	13	942	13	943	13	943	13						
	35 - 44	1165	16	1166	16	1168	16	1168	16	1169	16	1170	16						
	45 - 54	1030	14	1031	14	1031	14	1032	14	1033	14	1033	14						
	55 - 64	931	13	932	13	933	13	933	13	934	13	935	13						
65 +		1101	15	1101	15	1101	15	1103	15	1103	15	1104	15						
Adults		Total		6017		100	6020		100	6025		100	6029		100	6033		100	
AB		1000		17	1000		17	1001		17	1001		17	1002		17	1003		17
C1		1570		26	1571		26	1572		26	1572		26	1573		26	1574		26
C2		1381		23	1381		23	1383		23	1383		23	1384		23	1384		23
DE		2066		34	2068		34	2069		34	2069		34	2070		34	2072		34
Working F/T		3468		58	3470		58	3472		58	3472		58	3475		58	3477		58
Not Working		2549		42	2550		42	2553		42	2553		42	2554		42	2556		42

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7322	100	7327	100	7332	100	7337	100	7342	100	7347	100
Age	4 - 15	1281	17	1282	17	1282	17	1284	18	1284	17	1285	17
	16 - 24	852	12	853	12	853	12	854	12	855	12	855	12
	25 - 34	945	13	945	13	947	13	946	13	947	13	948	13
	35 - 44	1170	16	1171	16	1172	16	1174	16	1174	16	1174	16
	45 - 54	1034	14	1035	14	1035	14	1035	14	1037	14	1038	14
	55 - 64	935	13	936	13	937	13	937	13	938	13	938	13
65 +		1105	15	1105	15	1106	15	1107	15	1107	15	1109	15
Adults													
Total		6041	100	6045	100	6050	100	6053	100	6058	100	6062	100
AB		1004	17	1005	17	1005	17	1006	17	1007	17	1007	17
C1		1576	26	1577	26	1579	26	1579	26	1580	26	1582	26
C2		1386	23	1387	23	1388	23	1389	23	1390	23	1391	23
DE		2075	34	2076	34	2078	34	2079	34	2081	34	2082	34
Working F/T		3482	58	3484	58	3487	58	3489	58	3491	58	3494	58
Not Working		2559	42	2561	42	2563	42	2564	42	2567	42	2568	42

Table4b Female Individuals in TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7763	100	7768	100	7774	100	7779	100	7784	100
Age										
4 - 15	1208	16	1208	16	1210	16	1211	16	1211	16
16 - 24	863	11	864	11	864	11	865	11	866	11
25 - 34	1006	13	1006	13	1007	13	1007	13	1008	13
35 - 44	1215	16	1217	16	1217	16	1219	16	1219	16
45 - 54	1055	14	1055	14	1057	14	1057	14	1058	14
55 - 64	965	12	966	12	966	12	967	12	968	12
65 +	1451	19	1452	19	1453	19	1453	19	1454	19
Adults										
Total	6555	100	6560	100	6564	100	6568	100	6573	100
AB	987	15	989	15	989	15	989	15	990	15
C1	1820	28	1821	28	1822	28	1824	28	1825	28
C2	1203	18	1205	18	1205	18	1206	18	1207	18
DE	2545	39	2545	39	2548	39	2549	39	2551	39
Working F/T	1900	29	1902	29	1904	29	1904	29	1906	29
Not Working	4655	71	4658	71	4660	71	4664	71	4667	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7795	100	7800	100	7806	100	7811	100	7816	100	7822	100
Age												
4 - 15	1213	16	1213	16	1215	16	1215	16	1217	16	1217	16
16 - 24	867	11	867	11	868	11	869	11	869	11	870	11
25 - 34	1009	13	1011	13	1011	13	1011	13	1011	13	1013	13
35 - 44	1221	16	1221	16	1222	16	1223	16	1225	16	1225	16
45 - 54	1059	14	1060	14	1061	14	1063	14	1062	14	1063	14
55 - 64	969	12	970	12	970	12	971	12	971	12	973	12
65 +	1457	19	1458	19	1459	19	1459	19	1461	19	1461	19
Adults												
Total	6582	100	6587	100	6591	100	6596	100	6599	100	6605	100
AB	992	15	992	15	993	15	994	15	994	15	995	15
C1	1827	28	1829	28	1830	28	1831	28	1833	28	1834	28
C2	1209	18	1210	18	1210	18	1211	18	1212	18	1213	18
DE	2554	39	2556	39	2558	39	2560	39	2560	39	2563	39
Working F/T	1909	29	1910	29	1911	29	1913	29	1914	29	1915	29
Not Working	4673	71	4677	71	4680	71	4683	71	4685	71	4690	71

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1227	100	1227	100	1228	100	1228	100	1229	100	1229	100
TV Households	1204	98	1205	98	1205	98	1206	98	1206	98	1207	98
ITV Households	1113	91	1114	91	1114	91	1115	91	1115	91	1116	91

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1230	100	1231	100	1231	100	1232	100	1232	100	1233	100
TV Households	1207	98	1208	98	1208	98	1209	98	1210	98	1210	98
ITV Households	1116	91	1117	91	1117	91	1118	91	1118	91	1119	91

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1204	100	1205	100	1205	100	1206	100	1206	100	1207	100
Social Class	AB	145	12	145	12	145	12	145	12	146	12	146	12
	C1	293	24	293	24	293	24	294	24	294	24	294	24
	C2	216	18	216	18	216	18	216	18	216	18	217	18
	DE	459	38	460	38	460	38	460	38	459	38	459	38
Housewife Age	Under 25	59	5	59	5	59	5	59	5	59	5	59	5
	25 - 34	164	14	164	14	164	14	164	14	164	14	165	14
	35 - 44	216	18	216	18	216	18	216	18	216	18	216	18
	45 - 54	193	16	193	16	193	16	193	16	193	16	193	16
	55 - 64	187	16	187	16	187	16	187	16	187	16	187	15
	65 +	294	24	295	24	295	24	296	25	296	25	296	25
Size	1	316	26	316	26	316	26	316	26	316	26	316	26
	2	387	32	387	32	387	32	387	32	387	32	387	32
	3	183	15	183	15	183	15	183	15	183	15	183	15
	4+	227	19	228	19	228	19	229	19	229	19	230	19
Children	Without	807	67	808	67	808	67	808	67	808	67	809	67
	With	306	25	306	25	306	25	307	25	307	25	307	25

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1207	100	1208	100	1208	100	1209	100	1210	100	1210	100
Social Class	AB	146	12	146	12	146	12	146	12	146	12	146	12
	C1	294	24	294	24	294	24	294	24	295	24	295	24
	C2	217	18	217	18	217	18	217	18	217	18	217	18
	DE	459	38	460	38	460	38	461	38	460	38	461	38
Housewife Age	Under 25	59	5	59	5	59	5	59	5	60	5	60	5
	25 - 34	165	14	165	14	165	14	165	14	165	14	165	14
	35 - 44	216	18	216	18	216	18	216	18	217	18	217	18
	45 - 54	193	16	193	16	193	16	194	16	194	16	194	16
	55 - 64	188	16	188	16	188	16	188	16	188	16	188	16
	65 +	295	24	296	25	296	25	296	24	294	24	295	24
Size	1	317	26	317	26	317	26	317	26	317	26	317	26
	2	388	32	388	32	388	32	388	32	388	32	388	32
	3	183	15	183	15	183	15	183	15	183	15	183	15
	4+	228	19	229	19	229	19	230	19	230	19	231	19
Children	Without	809	67	810	67	810	67	811	67	810	67	811	67
	With	307	25	307	25	307	25	307	25	308	25	308	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2535	100	2536	100	2537	100	2538	100	2539	100	2541	100
Age	4 - 9	198	8	198	8	198	8	198	8	198	8	198	8
	10 - 15	225	9	225	9	225	9	225	9	225	9	225	9
	16 - 24	291	11	291	11	291	11	291	11	291	11	291	11
	25 - 34	309	12	309	12	309	12	310	12	310	12	311	12
	35 - 44	384	15	385	15	385	15	385	15	385	15	384	15
	45 - 54	349	14	349	14	349	14	349	14	349	14	349	14
	55 - 64	330	13	330	13	330	13	331	13	331	13	331	13
	65 +	449	18	449	18	450	18	449	18	450	18	452	18
Adults	Total	2112	100	2113	100	2114	100	2115	100	2116	100	2118	100
	AB	303	14	304	14	304	14	304	14	304	14	304	14
	C1	569	27	569	27	569	27	570	27	570	27	570	27
	C2	459	22	459	22	459	22	459	22	460	22	460	22
	DE	781	37	781	37	782	37	782	37	782	37	784	37

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2542	100	2543	100	2544	100	2545	100	2546	100	2547	100
Age	4 - 9	198	8	199	8	199	8	199	8	199	8	199	8
	10 - 15	226	9	225	9	225	9	225	9	225	9	226	9
	16 - 24	292	11	292	11	292	11	292	11	292	11	292	11
	25 - 34	310	12	310	12	310	12	310	12	311	12	310	12
	35 - 44	385	15	385	15	386	15	386	15	386	15	387	15
	45 - 54	350	14	350	14	350	14	350	14	350	14	350	14
	55 - 64	331	13	331	13	331	13	331	13	332	13	332	13
65 +	450	18	451	18	451	18	452	18	451	18	451	18	
Adults	Total	2118	100	2119	100	2120	100	2121	100	2122	100	2122	100
	AB	304	14	304	14	304	14	305	14	305	14	305	14
	C1	571	27	571	27	571	27	571	27	571	27	572	27
	C2	460	22	460	22	460	22	461	22	461	22	461	22
	DE	783	37	784	37	785	37	784	37	785	37	784	37

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	1226	100	1226	100	1227	100	1227	100	1228	100	1229	100	
Age	4 - 15	216	18	216	18	216	18	216	18	216	18	217	18
	16 - 24	147	12	146	12	146	12	146	12	146	12	146	12
	25 - 34	148	12	149	12	149	12	149	12	149	12	149	12
	35 - 44	185	15	185	15	186	15	186	15	186	15	186	15
	45 - 54	172	14	172	14	172	14	172	14	172	14	172	14
	55 - 64	163	13	163	13	163	13	163	13	163	13	163	13
	65 +	195	16	195	16	195	16	195	16	196	16	196	16
Adults	Total	1010	100	1010	100	1011	100	1011	100	1012	100	1012	100
	AB	155	15	155	15	155	15	156	15	156	15	156	15
	C1	268	27	268	27	268	27	267	26	268	26	268	26
	C2	242	24	242	24	243	24	243	24	243	24	243	24
	DE	345	34	345	34	345	34	345	34	345	34	345	34
	Working F/T	546	54	547	54	547	54	547	54	547	54	548	54
	Not Working	464	46	463	46	464	46	464	46	465	46	464	46

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1229	100	1230	100	1230	100	1231	100	1231	100	1232	100
Age	4 - 15	217	18	217	18	217	18	217	18	217	18	217	18
	16 - 24	147	12	147	12	147	12	147	12	147	12	147	12
	25 - 34	149	12	149	12	149	12	149	12	149	12	149	12
	35 - 44	186	15	185	15	186	15	186	15	186	15	187	15
	45 - 54	172	14	173	14	173	14	173	14	173	14	173	14
	55 - 64	163	13	163	13	163	13	163	13	163	13	163	13
	65 +	195	16	196	16	195	16	196	16	196	16	196	16
Adults		1012	100	1013	100	1013	100	1014	100	1014	100	1015	100
Total		156	15	156	15	155	15	156	15	156	15	156	15
AB		268	26	268	26	269	27	269	27	269	27	269	27
C1		243	24	243	24	243	24	243	24	243	24	244	24
C2		345	34	346	34	346	34	346	34	346	34	346	34
DE		548	54	548	54	548	54	549	54	549	54	549	54
Working F/T		464	46	465	46	465	46	465	46	465	46	466	46
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1309	100	1310	100	1310	100	1311	100	1311	100	1312	100
Age												
4 - 15	207	16	207	16	207	16	207	16	207	16	206	16
16 - 24	144	11	145	11	145	11	145	11	145	11	145	11
25 - 34	161	12	160	12	160	12	161	12	161	12	162	12
35 - 44	199	15	200	15	199	15	199	15	199	15	198	15
45 - 54	177	14	177	14	177	14	177	14	177	14	177	13
55 - 64	167	13	167	13	167	13	168	13	168	13	168	13
65 +	254	19	254	19	255	19	254	19	254	19	256	20
Adults												
Total	1102	100	1103	100	1103	100	1104	100	1104	100	1106	100
AB	148	13	149	14	149	14	148	13	148	13	148	13
C1	301	27	301	27	301	27	303	27	302	27	302	27
C2	217	20	217	20	216	20	216	20	217	20	217	20
DE	436	40	436	40	437	40	437	40	437	40	439	40
Working F/T	310	28	309	28	310	28	310	28	310	28	310	28
Not Working	792	72	794	72	793	72	794	72	794	72	796	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1313	100	1313	100	1314	100	1314	100	1315	100	1315	100
Age												
4 - 15	207	16	207	16	207	16	207	16	207	16	208	16
16 - 24	145	11	145	11	145	11	145	11	145	11	145	11
25 - 34	161	12	161	12	161	12	161	12	162	12	161	12
35 - 44	199	15	200	15	200	15	200	15	200	15	200	15
45 - 54	178	14	177	13	177	13	177	13	177	13	177	13
55 - 64	168	13	168	13	168	13	168	13	169	13	169	13
65 +	255	19	255	19	256	19	256	19	255	19	255	19
Adults												
Total	1106	100	1106	100	1107	100	1107	100	1108	100	1107	100
AB	148	13	148	13	149	13	149	13	149	13	149	13
C1	303	27	303	27	302	27	302	27	302	27	303	27
C2	217	20	217	20	217	20	218	20	218	20	217	20
DE	438	40	438	40	439	40	438	40	439	40	438	40
Working F/T	310	28	310	28	311	28	310	28	311	28	311	28
Not Working	796	72	796	72	796	72	797	72	797	72	796	72

Table 1													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		25176	100	25195	100	25213	100	25232	100	25251	100	25270	100
TV Households		24612	98	24630	98	24649	98	24667	98	24686	98	24704	98
ITV Households		24612	98	24630	98	24649	98	24667	98	24686	98	24704	98

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25289	100	25308	100	25327	100	25346	100	25365	100	25384	100
TV Households	24723	98	24742	98	24760	98	24779	98	24797	98	24816	98
ITV Households	24723	98	24742	98	24760	98	24779	98	24797	98	24816	98

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24612	100	24630	100	24649	100	24667	100	24686	100	24704	100
Social Class	AB	4553	18	4557	19	4561	19	4564	19	4568	19	4571	19
	C1	7006	28	7011	28	7017	28	7022	28	7027	28	7033	28
	C2	4434	18	4437	18	4441	18	4444	18	4447	18	4451	18
	DE	8619	35	8625	35	8630	35	8637	35	8644	35	8649	35
Housewife Age	Under 25	1258	5	1259	5	1260	5	1261	5	1262	5	1263	5
	25 - 34	4123	17	4126	17	4129	17	4132	17	4135	17	4138	17
	35 - 44	5044	20	5048	20	5052	20	5055	20	5059	20	5063	20
	45 - 54	4255	17	4259	17	4262	17	4265	17	4268	17	4271	17
	55 - 64	3870	16	3873	16	3876	16	3879	16	3882	16	3885	16
	65 +	6062	25	6065	25	6070	25	6075	25	6080	25	6084	25
Size	1	7380	30	7385	30	7391	30	7396	30	7402	30	7408	30
	2	8525	35	8532	35	8538	35	8545	35	8551	35	8558	35
	3	3781	15	3784	15	3787	15	3790	15	3793	15	3795	15
	4+	4926	20	4929	20	4933	20	4936	20	4940	20	4943	20
Children	Without	17999	73	18012	73	18027	73	18040	73	18054	73	18067	73
	With	6613	27	6618	27	6622	27	6627	27	6632	27	6637	27

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		24723	100	24742	100	24760	100	24779	100	24797	100	24816	100
Social Class	AB	4575	19	4578	19	4582	19	4585	19	4589	19	4592	19
	C1	7038	28	7044	28	7049	28	7054	28	7060	28	7065	28
	C2	4454	18	4457	18	4461	18	4464	18	4467	18	4471	18
	DE	8656	35	8663	35	8668	35	8676	35	8681	35	8688	35
Housewife Age	Under 25	1264	5	1265	5	1266	5	1267	5	1268	5	1269	5
	25 - 34	4141	17	4144	17	4147	17	4151	17	4154	17	4157	17
	35 - 44	5067	20	5071	20	5074	20	5078	20	5082	20	5086	20
	45 - 54	4275	17	4278	17	4281	17	4284	17	4287	17	4291	17
	55 - 64	3888	16	3891	16	3894	16	3897	16	3899	16	3902	16
	65 +	6088	25	6093	25	6098	25	6102	25	6107	25	6111	25
Size	1	7413	30	7419	30	7424	30	7430	30	7435	30	7441	30
	2	8564	35	8571	35	8577	35	8583	35	8590	35	8596	35
	3	3798	15	3801	15	3804	15	3807	15	3810	15	3812	15
	4+	4948	20	4951	20	4955	20	4959	20	4962	20	4967	20
Children	Without	18081	73	18095	73	18108	73	18122	73	18135	73	18149	73
	With	6642	27	6647	27	6652	27	6657	27	6662	27	6667	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55096	100	55138	100	55179	100	55221	100	55262	100	55303	100
Age	4 - 9	4348	8	4351	8	4355	8	4358	8	4361	8	4364	8
	10 - 15	4654	8	4658	8	4660	8	4664	8	4668	8	4672	8
	16 - 24	6263	11	6267	11	6272	11	6277	11	6281	11	6286	11
	25 - 34	7723	14	7729	14	7735	14	7741	14	7747	14	7752	14
	35 - 44	8889	16	8897	16	8903	16	8909	16	8916	16	8923	16
	45 - 54	7535	14	7541	14	7547	14	7552	14	7558	14	7564	14
	55 - 64	6677	12	6682	12	6687	12	6692	12	6697	12	6702	12
	65 +	9007	16	9013	16	9020	16	9028	16	9034	16	9040	16
Adults	Total	46094	100	46129	100	46164	100	46199	100	46233	100	46267	100
	AB	9227	20	9234	20	9241	20	9248	20	9256	20	9263	20
	C1	13468	29	13479	29	13489	29	13500	29	13509	29	13519	29
	C2	9223	20	9230	20	9237	20	9244	20	9251	20	9258	20
	DE	14176	31	14186	31	14197	31	14207	31	14217	31	14227	31

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55345	100	55386	100	55428	100	55469	100	55510	100	55552	100
Age	4 - 9	4368	8	4371	8	4374	8	4377	8	4381	8	4384	8
	10 - 15	4674	8	4678	8	4682	8	4685	8	4688	8	4692	8
	16 - 24	6291	11	6295	11	6300	11	6305	11	6310	11	6314	11
	25 - 34	7758	14	7764	14	7770	14	7776	14	7781	14	7787	14
	35 - 44	8929	16	8937	16	8943	16	8949	16	8956	16	8963	16
	45 - 54	7569	14	7575	14	7581	14	7586	14	7592	14	7598	14
	55 - 64	6707	12	6712	12	6717	12	6722	12	6727	12	6732	12
	65 +	9049	16	9054	16	9061	16	9069	16	9075	16	9082	16
Adults	Total	46303	100	46337	100	46372	100	46407	100	46441	100	46476	100
	AB	9270	20	9277	20	9284	20	9291	20	9298	20	9306	20
	C1	13530	29	13540	29	13551	29	13561	29	13571	29	13581	29
	C2	9265	20	9272	20	9279	20	9285	20	9292	20	9299	20
	DE	14238	31	14248	31	14258	31	14270	31	14280	31	14290	31

Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26709	100	26729	100	26749	100	26769	100	26789	100	26809	100
Age	4 - 15	4625	17	4628	17	4632	17	4635	17	4638	17	4642	17
	16 - 24	3130	12	3132	12	3134	12	3137	12	3139	12	3141	12
	25 - 34	3742	14	3745	14	3749	14	3751	14	3754	14	3757	14
	35 - 44	4348	16	4352	16	4355	16	4358	16	4361	16	4365	16
	45 - 54	3710	14	3713	14	3715	14	3718	14	3721	14	3723	14
	55 - 64	3268	12	3270	12	3272	12	3275	12	3277	12	3280	12
65 +		3886	15	3889	15	3892	15	3895	15	3899	15	3901	15
Adults													
Total		22084	100	22101	100	22117	100	22134	100	22151	100	22167	100
AB		4644	21	4647	21	4651	21	4655	21	4658	21	4662	21
C1		6256	28	6262	28	6266	28	6271	28	6276	28	6280	28
C2		4890	22	4894	22	4897	22	4901	22	4905	22	4908	22
DE		6294	29	6298	28	6303	28	6307	28	6312	28	6317	28
Working F/T		13457	61	13467	61	13477	61	13487	61	13497	61	13508	61
Not Working		8627	39	8634	39	8640	39	8647	39	8654	39	8659	39

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26829	100	26850	100	26870	100	26890	100	26910	100	26930	100
Age	4 - 15	4645	17	4649	17	4653	17	4656	17	4660	17	4663	17
	16 - 24	3144	12	3146	12	3148	12	3151	12	3153	12	3155	12
	25 - 34	3759	14	3762	14	3765	14	3768	14	3771	14	3774	14
	35 - 44	4368	16	4372	16	4374	16	4377	16	4381	16	4384	16
	45 - 54	3726	14	3729	14	3733	14	3735	14	3737	14	3741	14
	55 - 64	3282	12	3285	12	3287	12	3290	12	3292	12	3294	12
65 +		3905	15	3907	15	3910	15	3913	15	3916	15	3919	15
Adults		Total		22184	100	22201	100	22217	100	22234	100	22250	100
AB		4665	21	4669	21	4672	21	4676	21	4680	21	4684	21
C1		6286	28	6290	28	6295	28	6300	28	6304	28	6309	28
C2		4912	22	4916	22	4920	22	4923	22	4927	22	4930	22
DE		6321	28	6326	28	6330	28	6335	28	6339	28	6344	28
Working F/T		13518	61	13528	61	13538	61	13549	61	13559	61	13569	61
Not Working		8666	39	8673	39	8679	39	8685	39	8691	39	8698	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28387	100	28409	100	28430	100	28452	100	28473	100	28494	100
Age												
4 - 15	4377	15	4381	15	4383	15	4387	15	4391	15	4394	15
16 - 24	3133	11	3135	11	3138	11	3140	11	3142	11	3145	11
25 - 34	3981	14	3984	14	3986	14	3990	14	3993	14	3995	14
35 - 44	4541	16	4545	16	4548	16	4551	16	4555	16	4558	16
45 - 54	3825	13	3828	13	3832	13	3834	13	3837	13	3841	13
55 - 64	3409	12	3412	12	3415	12	3417	12	3420	12	3422	12
65 +	5121	18	5124	18	5128	18	5133	18	5135	18	5139	18
Adults												
Total	24010	100	24028	100	24047	100	24065	100	24082	100	24100	100
AB	4583	19	4587	19	4590	19	4593	19	4598	19	4601	19
C1	7212	30	7217	30	7223	30	7229	30	7233	30	7239	30
C2	4333	18	4336	18	4340	18	4343	18	4346	18	4350	18
DE	7882	33	7888	33	7894	33	7900	33	7905	33	7910	33
Working F/T	7327	31	7333	31	7339	31	7344	31	7350	31	7355	31
Not Working	16683	69	16695	69	16708	69	16721	69	16732	69	16745	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28516	100	28536	100	28558	100	28579	100	28600	100	28622	100
Age												
4 - 15	4397	15	4400	15	4403	15	4406	15	4409	15	4413	15
16 - 24	3147	11	3149	11	3152	11	3154	11	3157	11	3159	11
25 - 34	3999	14	4002	14	4005	14	4008	14	4010	14	4013	14
35 - 44	4561	16	4565	16	4569	16	4572	16	4575	16	4579	16
45 - 54	3843	13	3846	13	3848	13	3851	13	3855	13	3857	13
55 - 64	3425	12	3427	12	3430	12	3432	12	3435	12	3438	12
65 +	5144	18	5147	18	5151	18	5156	18	5159	18	5163	18
Adults												
Total	24119	100	24136	100	24155	100	24173	100	24191	100	24209	100
AB	4605	19	4608	19	4612	19	4615	19	4618	19	4622	19
C1	7244	30	7250	30	7256	30	7261	30	7267	30	7272	30
C2	4353	18	4356	18	4359	18	4362	18	4365	18	4369	18
DE	7917	33	7922	33	7928	33	7935	33	7941	33	7946	33
Working F/T	7360	31	7366	31	7372	31	7377	31	7382	31	7388	31
Not Working	16759	69	16770	69	16783	69	16796	69	16809	69	16821	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5854	100	5859	100	5863	100	5868	100	5873	100	5878	100
TV Households	5676	97	5681	97	5685	97	5690	97	5695	97	5699	97
ITV Households	4886	83	4890	83	4894	83	4898	83	4902	83	4905	83

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5882	100	5887	100	5892	100	5897	100	5902	100	5906	100
TV Households	5704	97	5709	97	5713	97	5718	97	5722	97	5727	97
ITV Households	4909	83	4913	83	4917	83	4921	83	4925	83	4928	83

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		5676	100	5681	100	5685	100	5690	100	5695	100	5699	100
Social Class	AB	1239	22	1240	22	1241	22	1242	22	1243	22	1244	22
	C1	1557	27	1558	27	1559	27	1561	27	1562	27	1563	27
	C2	752	13	752	13	753	13	753	13	754	13	755	13
	DE	1338	24	1340	24	1341	24	1342	24	1343	24	1343	24
Housewife Age	Under 25	236	4	236	4	236	4	236	4	236	4	236	4
	25 - 34	1019	18	1020	18	1020	18	1021	18	1022	18	1023	18
	35 - 44	1107	20	1108	20	1109	20	1110	20	1111	20	1112	20
	45 - 54	816	14	817	14	817	14	818	14	819	14	819	14
	55 - 64	680	12	681	12	681	12	682	12	683	12	683	12
	65 +	1028	18	1028	18	1031	18	1031	18	1031	18	1032	18
Size	1	1516	27	1517	27	1518	27	1519	27	1520	27	1521	27
	2	1540	27	1541	27	1543	27	1544	27	1545	27	1546	27
	3	744	13	744	13	745	13	745	13	746	13	746	13
	4+	1086	19	1088	19	1088	19	1090	19	1091	19	1092	19
Children	Without	3526	62	3529	62	3532	62	3535	62	3538	62	3540	62
	With	1360	24	1361	24	1362	24	1363	24	1364	24	1365	24

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		5704	100	5709	100	5713	100	5718	100	5722	100	5727	100
Social Class	AB	1245	22	1246	22	1247	22	1248	22	1249	22	1250	22
	C1	1564	27	1566	27	1567	27	1568	27	1569	27	1570	27
	C2	755	13	756	13	756	13	757	13	758	13	758	13
	DE	1345	24	1345	24	1347	24	1348	24	1349	24	1350	24
Housewife Age	Under 25	237	4	237	4	237	4	237	4	237	4	238	4
	25 - 34	1023	18	1024	18	1025	18	1026	18	1027	18	1027	18
	35 - 44	1113	20	1113	19	1114	19	1115	19	1116	20	1117	20
	45 - 54	820	14	821	14	821	14	822	14	823	14	823	14
	55 - 64	684	12	684	12	685	12	685	12	686	12	686	12
	65 +	1032	18	1034	18	1035	18	1036	18	1036	18	1037	18
Size	1	1523	27	1524	27	1525	27	1526	27	1527	27	1529	27
	2	1547	27	1549	27	1550	27	1551	27	1552	27	1553	27
	3	747	13	748	13	748	13	749	13	749	13	750	13
	4+	1092	19	1092	19	1094	19	1095	19	1097	19	1096	19
Children	Without	3543	62	3546	62	3548	62	3551	62	3554	62	3556	62
	With	1366	24	1367	24	1369	24	1370	24	1371	24	1372	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11097	100	11106	100	11115	100	11123	100	11132	100	11141	100
Age	4 - 9	900	8	901	8	902	8	903	8	903	8	904	8
	10 - 15	913	8	913	8	913	8	914	8	915	8	916	8
	16 - 24	1278	12	1279	12	1280	12	1281	12	1282	12	1283	12
	25 - 34	1942	18	1944	18	1946	18	1946	17	1948	17	1950	18
	35 - 44	1925	17	1926	17	1927	17	1930	17	1931	17	1932	17
	45 - 54	1443	13	1444	13	1445	13	1447	13	1448	13	1449	13
	55 - 64	1180	11	1181	11	1182	11	1183	11	1184	11	1185	11
65 +		1516	14	1518	14	1520	14	1519	14	1521	14	1522	14
Adults	Total	9284	100	9292	100	9300	100	9306	100	9314	100	9321	100
	AB	2531	27	2533	27	2535	27	2537	27	2539	27	2541	27
	C1	2953	32	2955	32	2958	32	2960	32	2962	32	2965	32
	C2	1583	17	1584	17	1586	17	1587	17	1588	17	1589	17
	DE	2217	24	2220	24	2221	24	2222	24	2225	24	2226	24

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11150	100	11158	100	11167	100	11176	100	11184	100	11193	100
Age	4 - 9	905	8	905	8	906	8	907	8	907	8	908	8
	10 - 15	916	8	918	8	918	8	918	8	920	8	920	8
	16 - 24	1284	12	1285	12	1286	12	1287	12	1288	12	1289	12
	25 - 34	1952	18	1952	17	1954	17	1957	18	1957	17	1959	18
	35 - 44	1933	17	1936	17	1937	17	1937	17	1940	17	1941	17
	45 - 54	1450	13	1451	13	1452	13	1453	13	1455	13	1456	13
	55 - 64	1186	11	1187	11	1188	11	1188	11	1189	11	1190	11
	65 +	1524	14	1524	14	1526	14	1529	14	1528	14	1530	14
Adults	Total	9329	100	9335	100	9343	100	9351	100	9357	100	9365	100
	AB	2542	27	2544	27	2546	27	2548	27	2550	27	2552	27
	C1	2968	32	2970	32	2973	32	2975	32	2977	32	2980	32
	C2	1591	17	1592	17	1593	17	1594	17	1596	17	1597	17
	DE	2228	24	2229	24	2231	24	2234	24	2234	24	2236	24

Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5372	100	5376	100	5380	100	5385	100	5389	100	5393	100
Age	4 - 15	922	17	922	17	923	17	924	17	925	17	925	17
	16 - 24	625	12	625	12	626	12	626	12	626	12	627	12
	25 - 34	943	18	944	18	944	18	945	18	946	18	947	18
	35 - 44	939	17	939	17	939	17	941	17	942	17	942	17
	45 - 54	711	13	712	13	712	13	713	13	713	13	714	13
	55 - 64	574	11	574	11	575	11	575	11	576	11	576	11
65 +		658	12	660	12	661	12	661	12	661	12	662	12
Adults		Total		4450	100	4454	100	4457	100	4461	100	4464	100
AB		1277	29	1278	29	1279	29	1280	29	1281	29	1282	29
C1		1361	31	1362	31	1363	31	1364	31	1365	31	1366	31
C2		828	19	828	19	829	19	830	19	830	19	831	19
DE		984	22	986	22	986	22	987	22	988	22	989	22
Working F/T		2898	65	2900	65	2902	65	2905	65	2907	65	2909	65
Not Working		1552	35	1554	35	1555	35	1556	35	1557	35	1559	35

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5397	100	5401	100	5406	100	5410	100	5414	100	5418	100
Age	4 - 15	926	17	927	17	928	17	928	17	929	17	929	17
	16 - 24	628	12	628	12	628	12	629	12	629	12	630	12
	25 - 34	947	18	947	18	949	18	950	18	951	18	951	18
	35 - 44	942	17	944	17	945	17	946	17	946	17	946	17
	45 - 54	715	13	716	13	715	13	716	13	717	13	718	13
	55 - 64	576	11	577	11	578	11	577	11	578	11	579	11
	65 +	663	12	662	12	663	12	664	12	664	12	665	12
Adults													
Total		4471	100	4474	100	4478	100	4482	100	4485	100	4489	100
AB		1283	29	1284	29	1285	29	1286	29	1287	29	1288	29
C1		1367	31	1368	31	1369	31	1371	31	1371	31	1373	31
C2		831	19	832	19	833	19	833	19	834	19	835	19
DE		990	22	990	22	991	22	992	22	993	22	993	22
Working F/T		2912	65	2914	65	2916	65	2918	65	2921	65	2923	65
Not Working		1559	35	1560	35	1562	35	1564	35	1564	35	1566	35

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5725	100	5730	100	5735	100	5738	100	5743	100	5748	100
Age												
4 - 15	891	16	892	16	892	16	893	16	893	16	895	16
16 - 24	653	11	654	11	654	11	655	11	656	11	656	11
25 - 34	999	17	1000	17	1002	17	1001	17	1002	17	1003	17
35 - 44	986	17	987	17	988	17	989	17	989	17	990	17
45 - 54	732	13	732	13	733	13	734	13	735	13	735	13
55 - 64	606	11	607	11	607	11	608	11	608	11	609	11
65 +	858	15	858	15	859	15	858	15	860	15	860	15
Adults												
Total	4834	100	4838	100	4843	100	4845	100	4850	100	4853	100
AB	1254	26	1255	26	1256	26	1257	26	1258	26	1259	26
C1	1592	33	1593	33	1595	33	1596	33	1597	33	1599	33
C2	755	16	756	16	757	16	757	16	758	16	758	16
DE	1233	26	1234	26	1235	26	1235	25	1237	26	1237	25
Working F/T	1672	35	1674	35	1675	35	1676	35	1678	35	1679	35
Not Working	3162	65	3164	65	3168	65	3169	65	3172	65	3174	65

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5753	100	5757	100	5761	100	5766	100	5770	100	5775	100
Age												
4 - 15	895	16	896	16	896	16	897	16	898	16	899	16
16 - 24	656	11	657	11	658	11	658	11	659	11	659	11
25 - 34	1005	17	1005	17	1005	17	1007	17	1006	17	1008	17
35 - 44	991	17	992	17	992	17	991	17	994	17	995	17
45 - 54	735	13	735	13	737	13	737	13	738	13	738	13
55 - 64	610	11	610	11	610	11	611	11	611	11	611	11
65 +	861	15	862	15	863	15	865	15	864	15	865	15
Adults												
Total	4858	100	4861	100	4865	100	4869	100	4872	100	4876	100
AB	1259	26	1260	26	1261	26	1262	26	1263	26	1264	26
C1	1601	33	1602	33	1604	33	1604	33	1606	33	1607	33
C2	760	16	760	16	760	16	761	16	762	16	762	16
DE	1238	25	1239	25	1240	25	1242	26	1241	25	1243	25
Working F/T	1680	35	1681	35	1683	35	1684	35	1685	35	1687	35
Not Working	3178	65	3180	65	3182	65	3185	65	3187	65	3189	65

Table 1													
Projections for		Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		7889	100	7896	100	7903	100	7910	100	7917	100	7924	100
TV Households		7740	98	7747	98	7754	98	7761	98	7767	98	7774	98
ITV Households		6989	89	6995	89	7001	89	7008	89	7014	89	7020	89

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7931	100	7937	100	7944	100	7951	100	7958	100	7965	100
TV Households	7781	98	7787	98	7794	98	7801	98	7808	98	7814	98
ITV Households	7026	89	7032	89	7038	89	7044	89	7050	89	7056	89

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		7740	100	7747	100	7754	100	7761	100	7767	100	7774	100
Social Class	AB	1344	17	1346	17	1347	17	1348	17	1349	17	1350	17
	C1	2105	27	2107	27	2109	27	2111	27	2113	27	2115	27
	C2	1359	18	1360	18	1361	18	1363	18	1364	18	1365	18
	DE	2181	28	2182	28	2184	28	2186	28	2188	28	2190	28
Housewife Age	Under 25	347	4	347	4	347	4	348	4	348	4	348	4
	25 - 34	1089	14	1090	14	1091	14	1092	14	1093	14	1094	14
	35 - 44	1357	18	1358	18	1359	18	1360	18	1361	18	1363	18
	45 - 54	1216	16	1217	16	1218	16	1220	16	1221	16	1222	16
	55 - 64	1133	15	1134	15	1135	15	1136	15	1137	15	1138	15
	65 +	1847	24	1849	24	1851	24	1852	24	1854	24	1855	24
Size	1	2007	26	2009	26	2011	26	2012	26	2014	26	2016	26
	2	2549	33	2551	33	2553	33	2555	33	2557	33	2560	33
	3	1041	13	1042	13	1043	13	1044	13	1045	13	1046	13
	4+	1392	18	1393	18	1394	18	1397	18	1398	18	1398	18
Children	Without	5149	67	5153	67	5158	67	5163	67	5167	67	5172	67
	With	1840	24	1842	24	1843	24	1845	24	1847	24	1848	24

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		7781	100	7787	100	7794	100	7801	100	7808	100	7814	100
Social Class	AB	1352	17	1353	17	1354	17	1355	17	1357	17	1358	17
	C1	2116	27	2118	27	2120	27	2122	27	2124	27	2126	27
	C2	1366	18	1367	18	1368	18	1370	18	1371	18	1372	18
	DE	2192	28	2194	28	2196	28	2197	28	2198	28	2200	28
Housewife Age	Under 25	349	4	349	4	349	4	349	4	350	4	350	4
	25 - 34	1094	14	1095	14	1096	14	1097	14	1098	14	1099	14
	35 - 44	1364	18	1365	18	1366	18	1367	18	1369	18	1370	18
	45 - 54	1223	16	1224	16	1225	16	1226	16	1227	16	1228	16
	55 - 64	1139	15	1140	15	1141	15	1142	15	1143	15	1144	15
	65 +	1857	24	1859	24	1861	24	1863	24	1863	24	1865	24
Size	1	2018	26	2019	26	2021	26	2023	26	2025	26	2026	26
	2	2562	33	2564	33	2566	33	2569	33	2571	33	2573	33
	3	1047	13	1048	13	1048	13	1049	13	1050	13	1051	13
	4+	1399	18	1401	18	1403	18	1403	18	1404	18	1406	18
Children	Without	5176	67	5181	67	5185	67	5189	67	5194	67	5198	67
	With	1850	24	1851	24	1853	24	1855	24	1856	24	1858	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15686	100	15700	100	15713	100	15727	100	15740	100	15754	100
Age	4 - 9	1230	8	1231	8	1232	8	1233	8	1234	8	1235	8
	10 - 15	1318	8	1319	8	1320	8	1321	8	1323	8	1324	8
	16 - 24	1713	11	1715	11	1716	11	1718	11	1719	11	1721	11
	25 - 34	2010	13	2012	13	2014	13	2015	13	2016	13	2018	13
	35 - 44	2440	16	2441	16	2444	16	2446	16	2449	16	2451	16
	45 - 54	2186	14	2188	14	2190	14	2192	14	2193	14	2195	14
	55 - 64	1986	13	1988	13	1989	13	1991	13	1993	13	1995	13
	65 +	2803	18	2806	18	2808	18	2811	18	2813	18	2815	18
Adults	Total	13138	100	13150	100	13161	100	13173	100	13183	100	13195	100
	AB	2737	21	2739	21	2742	21	2744	21	2747	21	2749	21
	C1	4020	31	4024	31	4027	31	4031	31	4034	31	4038	31
	C2	2786	21	2788	21	2791	21	2793	21	2795	21	2798	21
	DE	3595	27	3599	27	3601	27	3605	27	3607	27	3610	27

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15768	100	15781	100	15795	100	15809	100	15822	100	15836	100
Age	4 - 9	1236	8	1237	8	1238	8	1239	8	1240	8	1241	8
	10 - 15	1325	8	1326	8	1327	8	1329	8	1330	8	1331	8
	16 - 24	1722	11	1723	11	1725	11	1726	11	1728	11	1729	11
	25 - 34	2021	13	2023	13	2024	13	2026	13	2027	13	2030	13
	35 - 44	2452	16	2454	16	2457	16	2459	16	2462	16	2463	16
	45 - 54	2197	14	2199	14	2201	14	2203	14	2205	14	2207	14
	55 - 64	1996	13	1998	13	2000	13	2001	13	2003	13	2005	13
	65 +	2819	18	2821	18	2823	18	2826	18	2827	18	2830	18
Adults	Total	13207	100	13218	100	13230	100	13241	100	13252	100	13264	100
	AB	2752	21	2754	21	2757	21	2759	21	2761	21	2764	21
	C1	4041	31	4045	31	4048	31	4052	31	4056	31	4059	31
	C2	2800	21	2803	21	2805	21	2808	21	2810	21	2812	21
	DE	3614	27	3616	27	3620	27	3622	27	3625	27	3629	27

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7644	100	7650	100	7657	100	7663	100	7670	100	7677	100
Age	4 - 15	1319	17	1319	17	1321	17	1321	17	1323	17	1324	17
	16 - 24	877	11	877	11	878	11	879	11	880	11	881	11
	25 - 34	972	13	973	13	974	13	975	13	975	13	976	13
	35 - 44	1200	16	1200	16	1202	16	1203	16	1204	16	1205	16
	45 - 54	1076	14	1078	14	1078	14	1079	14	1080	14	1081	14
	55 - 64	972	13	973	13	974	13	975	13	976	13	977	13
65 +		1228	16	1230	16	1230	16	1231	16	1232	16	1233	16
Adults													
Total		6325	100	6331	100	6336	100	6342	100	6347	100	6353	100
AB		1388	22	1390	22	1391	22	1392	22	1393	22	1395	22
C1		1878	30	1880	30	1881	30	1883	30	1885	30	1886	30
C2		1469	23	1470	23	1471	23	1472	23	1474	23	1475	23
DE		1590	25	1591	25	1593	25	1595	25	1595	25	1597	25
Working F/T		3879	61	3882	61	3885	61	3889	61	3892	61	3896	61
Not Working		2446	39	2449	39	2451	39	2453	39	2455	39	2457	39

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7683	100	7690	100	7697	100	7703	100	7710	100	7717	100
Age	4 - 15	1325	17	1326	17	1327	17	1328	17	1330	17	1331	17
	16 - 24	881	11	882	11	883	11	883	11	884	11	885	11
	25 - 34	977	13	978	13	979	13	980	13	980	13	982	13
	35 - 44	1206	16	1207	16	1208	16	1209	16	1211	16	1211	16
	45 - 54	1082	14	1083	14	1084	14	1085	14	1086	14	1087	14
	55 - 64	977	13	978	13	979	13	980	13	981	13	981	13
65 +		1235	16	1236	16	1237	16	1238	16	1238	16	1240	16
Adults		Total		6358	100	6364	100	6370	100	6375	100	6380	100
AB		1396	22	1397	22	1399	22	1399	22	1400	22	1401	22
C1		1888	30	1890	30	1891	30	1891	30	1893	30	1895	30
C2		1476	23	1477	23	1479	23	1480	23	1480	23	1481	23
DE		1598	25	1600	25	1601	25	1601	25	1602	25	1603	25
Working F/T		3899	61	3902	61	3906	61	3906	61	3909	61	3913	61
Not Working		2459	39	2462	39	2464	39	2464	39	2466	39	2467	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	8042	100	8050	100	8056	100	8064	100	8070	100	8077	100
Age												
4 - 15	1229	15	1231	15	1231	15	1233	15	1234	15	1235	15
16 - 24	836	10	838	10	838	10	839	10	839	10	840	10
25 - 34	1038	13	1039	13	1040	13	1040	13	1041	13	1042	13
35 - 44	1240	15	1241	15	1242	15	1243	15	1245	15	1246	15
45 - 54	1110	14	1110	14	1112	14	1113	14	1113	14	1114	14
55 - 64	1014	13	1015	13	1015	13	1016	13	1017	13	1018	13
65 +	1575	20	1576	20	1578	20	1580	20	1581	20	1582	20
Adults												
Total	6813	100	6819	100	6825	100	6831	100	6836	100	6842	100
AB	1349	20	1349	20	1351	20	1352	20	1354	20	1354	20
C1	2142	31	2144	31	2146	31	2148	31	2149	31	2152	31
C2	1317	19	1318	19	1320	19	1321	19	1321	19	1323	19
DE	2005	29	2008	29	2008	29	2010	29	2012	29	2013	29
Working F/T	1973	29	1975	29	1977	29	1978	29	1980	29	1981	29
Not Working	4840	71	4844	71	4848	71	4853	71	4856	71	4861	71

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Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4775	100	4778	100	4782	100	4786	100	4790	100	4793	100
TV Households	4688	98	4692	98	4696	98	4699	98	4703	98	4707	98
ITV Households	3813	80	3816	80	3819	80	3822	80	3825	80	3828	80

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4797	100	4801	100	4804	100	4808	100	4812	100	4816	100
TV Households	4710	98	4714	98	4718	98	4721	98	4725	98	4729	98
ITV Households	3831	80	3834	80	3837	80	3839	80	3842	80	3845	80

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4688	100	4692	100	4696	100	4699	100	4703	100	4707	100
Social Class	AB	675	14	676	14	676	14	677	14	677	14	678	14
	C1	1044	22	1045	22	1046	22	1047	22	1048	22	1049	22
	C2	736	16	737	16	738	16	738	16	739	16	739	16
	DE	1358	29	1358	29	1359	29	1360	29	1361	29	1362	29
Housewife Age	Under 25	196	4	196	4	196	4	196	4	196	4	196	4
	25 - 34	637	14	637	14	638	14	638	14	639	14	639	14
	35 - 44	785	17	786	17	786	17	787	17	788	17	788	17
	45 - 54	671	14	671	14	672	14	672	14	673	14	673	14
	55 - 64	612	13	613	13	613	13	614	13	614	13	615	13
	65 +	912	19	913	19	914	19	915	19	915	19	917	19
Size	1	1071	23	1071	23	1072	23	1073	23	1074	23	1075	23
	2	1383	30	1384	29	1385	29	1386	29	1387	29	1388	29
	3	602	13	602	13	603	13	603	13	604	13	604	13
	4+	757	16	759	16	759	16	760	16	760	16	761	16
Children	Without	2777	59	2779	59	2782	59	2784	59	2786	59	2788	59
	With	1036	22	1037	22	1037	22	1038	22	1039	22	1040	22

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4710	100	4714	100	4718	100	4721	100	4725	100	4729	100
Social Class	AB	678	14	679	14	679	14	680	14	681	14	681	14
	C1	1049	22	1050	22	1051	22	1052	22	1053	22	1053	22
	C2	740	16	740	16	741	16	742	16	742	16	743	16
	DE	1364	29	1365	29	1366	29	1365	29	1366	29	1368	29
Housewife Age	Under 25	196	4	197	4	197	4	197	4	197	4	197	4
	25 - 34	640	14	640	14	641	14	641	14	642	14	642	14
	35 - 44	789	17	789	17	790	17	791	17	791	17	792	17
	45 - 54	674	14	674	14	675	14	675	14	676	14	676	14
	55 - 64	615	13	616	13	616	13	617	13	617	13	617	13
	65 +	917	19	918	19	918	19	918	19	919	19	921	19
Size	1	1076	23	1076	23	1077	23	1078	23	1079	23	1080	23
	2	1389	29	1390	29	1391	29	1392	29	1393	29	1395	29
	3	605	13	605	13	606	13	606	13	606	13	607	13
	4+	761	16	763	16	763	16	763	16	764	16	763	16
Children	Without	2791	59	2793	59	2795	59	2796	59	2798	59	2801	59
	With	1040	22	1041	22	1042	22	1043	22	1044	22	1044	22

Table 3 All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8626	100	8632	100	8639	100	8646	100	8652	100	8659	100
Age	4 - 9	679	8	680	8	680	8	681	8	681	8	682	8
	10 - 15	745	9	745	9	747	9	747	9	748	9	748	9
	16 - 24	979	11	980	11	981	11	982	11	982	11	983	11
	25 - 34	1175	14	1175	14	1175	14	1176	14	1177	14	1178	14
	35 - 44	1404	16	1405	16	1407	16	1408	16	1410	16	1410	16
	45 - 54	1190	14	1191	14	1192	14	1193	14	1194	14	1194	14
	55 - 64	1082	13	1083	13	1084	13	1085	13	1086	13	1087	13
	65 +	1372	16	1373	16	1373	16	1374	16	1374	16	1377	16
Adults	Total	7202	100	7207	100	7212	100	7218	100	7223	100	7229	100
	AB	1363	19	1364	19	1365	19	1366	19	1367	19	1368	19
	C1	2037	28	2039	28	2041	28	2042	28	2044	28	2046	28
	C2	1518	21	1519	21	1521	21	1522	21	1523	21	1524	21
	DE	2284	32	2285	32	2285	32	2288	32	2289	32	2291	32

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8666	100	8672	100	8679	100	8685	100	8692	100	8699	100
Age	4 - 9	682	8	683	8	683	8	684	8	684	8	685	8
	10 - 15	749	9	749	9	750	9	750	9	751	9	751	9
	16 - 24	984	11	985	11	985	11	986	11	987	11	988	11
	25 - 34	1179	14	1179	14	1182	14	1182	14	1183	14	1184	14
	35 - 44	1411	16	1413	16	1413	16	1414	16	1415	16	1416	16
	45 - 54	1195	14	1196	14	1197	14	1198	14	1199	14	1200	14
	55 - 64	1087	13	1088	13	1089	13	1090	13	1091	13	1092	13
	65 +	1379	16	1379	16	1380	16	1381	16	1382	16	1383	16
Adults	Total	7235	100	7240	100	7246	100	7251	100	7257	100	7263	100
	AB	1369	19	1370	19	1371	19	1372	19	1373	19	1374	19
	C1	2047	28	2049	28	2051	28	2052	28	2054	28	2056	28
	C2	1525	21	1526	21	1527	21	1529	21	1530	21	1531	21
	DE	2294	32	2295	32	2297	32	2298	32	2300	32	2302	32

Male Individuals in ITV Households																													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04																	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%																
Total Males 4+		4222	100	4225	100	4228	100	4231	100	4235	100	4238	100																
Age	4 - 15	737	17	737	17	738	17	738	17	739	17	740	17																
	16 - 24	492	12	492	12	493	12	493	12	493	12	494	12																
	25 - 34	572	14	573	14	572	14	573	14	574	14	574	14																
	35 - 44	690	16	691	16	692	16	692	16	694	16	693	16																
	45 - 54	591	14	591	14	592	14	593	14	593	14	593	14																
	55 - 64	538	13	538	13	539	13	539	13	540	13	540	13																
65 +		602	14	603	14	602	14	603	14	602	14	604	14																
Adults		Total		3485		100		3488		100		3490		100		3493		100		3496		100		3498		100			
AB		682		20		683		20		683		20		683		20		684		20		684		20		685		20	
C1		966		28		966		28		966		28		968		28		968		28		969		28		970		28	
C2		811		23		812		23		812		23		813		23		813		23		814		23		814		23	
DE		1026		29		1027		29		1027		29		1026		29		1028		29		1029		29		1029		29	
Working F/T		2186		63		2188		63		2188		63		2189		63		2191		63		2193		63		2195		63	
Not Working		1299		37		1300		37		1300		37		1301		37		1302		37		1303		37		1303		37	

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4241	100	4244	100	4248	100	4251	100	4254	100	4257	100
Age	4 - 15	740	17	740	17	741	17	742	17	742	17	743	17
	16 - 24	494	12	495	12	495	12	495	12	496	12	496	12
	25 - 34	575	14	575	14	576	14	576	14	576	14	577	14
	35 - 44	694	16	694	16	695	16	695	16	696	16	696	16
	45 - 54	593	14	594	14	594	14	595	14	595	14	596	14
	55 - 64	541	13	541	13	541	13	542	13	543	13	543	13
	65 +	604	14	605	14	606	14	606	14	606	14	606	14
Adults		3501	100	3504	100	3507	100	3509	100	3512	100	3514	100
Total		685	20	686	20	686	20	687	20	687	20	688	20
AB		971	28	971	28	973	28	973	28	974	28	974	28
C1		815	23	816	23	816	23	817	23	818	23	818	23
C2		1030	29	1031	29	1032	29	1032	29	1033	29	1034	29
DE		2196	63	2198	63	2200	63	2201	63	2203	63	2205	63
Working F/T		1305	37	1306	37	1307	37	1308	37	1309	37	1309	37
Not Working													

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4404	100	4407	100	4411	100	4415	100	4417	100	4421	100
Age												
4 - 15	687	16	688	16	689	16	690	16	690	16	690	16
16 - 24	487	11	488	11	488	11	489	11	489	11	489	11
25 - 34	603	14	602	14	603	14	603	14	603	14	604	14
35 - 44	714	16	714	16	715	16	716	16	716	16	717	16
45 - 54	599	14	600	14	600	14	600	14	601	14	601	14
55 - 64	544	12	545	12	545	12	546	12	546	12	547	12
65 +	770	17	770	17	771	17	771	17	772	17	773	17
Adults												
Total	3717	100	3719	100	3722	100	3725	100	3727	100	3731	100
AB	681	18	681	18	682	18	682	18	683	18	683	18
C1	1071	29	1073	29	1073	29	1074	29	1075	29	1076	29
C2	707	19	707	19	708	19	709	19	709	19	710	19
DE	1258	34	1258	34	1259	34	1260	34	1260	34	1262	34
Working F/T	1137	31	1138	31	1139	31	1140	31	1141	31	1141	31
Not Working	2580	69	2581	69	2583	69	2585	69	2586	69	2590	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4425	100	4428	100	4431	100	4434	100	4438	100	4442	100
Age												
4 - 15	691	16	692	16	692	16	692	16	693	16	693	16
16 - 24	490	11	490	11	490	11	491	11	491	11	492	11
25 - 34	604	14	604	14	606	14	606	14	607	14	607	14
35 - 44	717	16	719	16	718	16	719	16	719	16	720	16
45 - 54	602	14	602	14	603	14	603	14	604	14	604	14
55 - 64	546	12	547	12	548	12	548	12	548	12	549	12
65 +	775	18	774	17	774	17	775	17	776	17	777	17
Adults												
Total	3734	100	3736	100	3739	100	3742	100	3745	100	3749	100
AB	684	18	684	18	685	18	685	18	686	18	686	18
C1	1076	29	1078	29	1078	29	1079	29	1080	29	1082	29
C2	710	19	710	19	711	19	712	19	712	19	713	19
DE	1264	34	1264	34	1265	34	1266	34	1267	34	1268	34
Working F/T	1143	31	1143	31	1144	31	1145	31	1146	31	1147	31
Not Working	2591	69	2593	69	2595	69	2597	69	2599	69	2602	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7128	100	7133	100	7138	100	7143	100	7148	100	7153	100
TV Households	6999	98	7004	98	7009	98	7014	98	7019	98	7024	98
ITV Households	6483	91	6488	91	6492	91	6497	91	6501	91	6506	91

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7158	100	7163	100	7168	100	7173	100	7178	100	7183	100
TV Households	7028	98	7033	98	7038	98	7043	98	7048	98	7053	98
ITV Households	6510	91	6515	91	6519	91	6524	91	6528	91	6532	91

Table 2													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		6999	100	7004	100	7009	100	7014	100	7019	100	7024	100
Social Class	AB	931	13	932	13	932	13	933	13	934	13	934	13
	C1	1670	24	1671	24	1672	24	1673	24	1674	24	1675	24
	C2	1179	17	1180	17	1181	17	1181	17	1182	17	1183	17
	DE	2703	39	2705	39	2707	39	2710	39	2711	39	2714	39
Housewife Age	Under 25	348	5	349	5	349	5	349	5	349	5	350	5
	25 - 34	989	14	990	14	990	14	991	14	992	14	992	14
	35 - 44	1309	19	1310	19	1311	19	1312	19	1313	19	1313	19
	45 - 54	1131	16	1131	16	1132	16	1133	16	1134	16	1134	16
	55 - 64	1065	15	1066	15	1067	15	1067	15	1068	15	1069	15
	65 +	1641	23	1642	23	1643	23	1645	23	1645	23	1648	23
Size	1	1940	28	1942	28	1943	28	1944	28	1946	28	1947	28
	2	2268	32	2270	32	2271	32	2273	32	2274	32	2276	32
	3	1042	15	1042	15	1043	15	1044	15	1044	15	1045	15
	4+	1233	18	1234	18	1235	18	1236	18	1237	18	1238	18
Children	Without	4721	67	4725	67	4728	67	4732	67	4734	67	4738	67
	With	1762	25	1763	25	1764	25	1765	25	1767	25	1768	25

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		7028	100	7033	100	7038	100	7043	100	7048	100	7053	100
Social Class	AB	935	13	936	13	936	13	937	13	937	13	938	13
	C1	1677	24	1678	24	1679	24	1680	24	1681	24	1682	24
	C2	1184	17	1185	17	1186	17	1186	17	1187	17	1188	17
	DE	2714	39	2716	39	2718	39	2721	39	2723	39	2724	39
Housewife Age	Under 25	350	5	350	5	350	5	351	5	351	5	351	5
	25 - 34	993	14	994	14	994	14	995	14	996	14	996	14
	35 - 44	1314	19	1315	19	1316	19	1317	19	1318	19	1319	19
	45 - 54	1135	16	1136	16	1137	16	1138	16	1138	16	1139	16
	55 - 64	1070	15	1070	15	1071	15	1072	15	1073	15	1073	15
	65 +	1648	23	1650	23	1651	23	1651	23	1652	23	1654	23
Size	1	1948	28	1950	28	1951	28	1952	28	1954	28	1955	28
	2	2277	32	2279	32	2281	32	2282	32	2284	32	2285	32
	3	1046	15	1047	15	1047	15	1048	15	1049	15	1049	15
	4+	1239	18	1239	18	1240	18	1242	18	1241	18	1243	18
Children	Without	4741	67	4745	67	4748	67	4751	67	4754	67	4757	67
	With	1769	25	1770	25	1771	25	1773	25	1774	25	1775	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		14421	100	14431	100	14441	100	14451	100	14461	100	14471	100
Age	4 - 9	1131	8	1132	8	1133	8	1134	8	1134	8	1135	8
	10 - 15	1254	9	1255	9	1256	9	1256	9	1258	9	1259	9
	16 - 24	1654	11	1655	11	1656	11	1657	11	1658	11	1659	11
	25 - 34	1873	13	1874	13	1875	13	1877	13	1878	13	1880	13
	35 - 44	2278	16	2280	16	2282	16	2283	16	2285	16	2286	16
	45 - 54	1999	14	2001	14	2002	14	2003	14	2005	14	2006	14
	55 - 64	1810	13	1811	13	1812	13	1813	13	1815	13	1816	13
	65 +	2422	17	2423	17	2425	17	2428	17	2428	17	2430	17
Adults	Total	12036	100	12044	100	12052	100	12061	100	12069	100	12077	100
	AB	1886	16	1888	16	1889	16	1890	16	1891	16	1893	16
	C1	3251	27	3252	27	3255	27	3257	27	3260	27	3261	27
	C2	2465	20	2467	20	2469	20	2470	20	2472	20	2474	20
	DE	4434	37	4437	37	4439	37	4444	37	4446	37	4449	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		14481	100	14491	100	14500	100	14510	100	14520	100	14530	100
Age	4 - 9	1136	8	1137	8	1138	8	1138	8	1139	8	1140	8
	10 - 15	1259	9	1260	9	1261	9	1262	9	1263	9	1263	9
	16 - 24	1660	11	1662	11	1663	11	1664	11	1665	11	1666	11
	25 - 34	1882	13	1882	13	1882	13	1884	13	1885	13	1887	13
	35 - 44	2287	16	2289	16	2292	16	2293	16	2295	16	2296	16
	45 - 54	2007	14	2009	14	2010	14	2012	14	2013	14	2014	14
	55 - 64	1817	13	1818	13	1820	13	1821	13	1822	13	1823	13
	65 +	2433	17	2434	17	2434	17	2436	17	2438	17	2441	17
Adults	Total	12086	100	12094	100	12101	100	12110	100	12118	100	12127	100
	AB	1894	16	1895	16	1897	16	1898	16	1899	16	1901	16
	C1	3264	27	3267	27	3268	27	3271	27	3273	27	3275	27
	C2	2475	20	2477	20	2479	20	2480	20	2482	20	2484	20
	DE	4453	37	4455	37	4457	37	4461	37	4464	37	4467	37

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	6983	100	6988	100	6993	100	6998	100	7003	100	7008	100	
Age	4 - 15	1224	18	1225	18	1227	18	1227	18	1228	18	1229	18
	16 - 24	821	12	822	12	822	12	822	12	823	12	824	12
	25 - 34	905	13	905	13	905	13	907	13	907	13	908	13
	35 - 44	1115	16	1116	16	1116	16	1117	16	1118	16	1118	16
	45 - 54	988	14	989	14	990	14	990	14	991	14	992	14
	55 - 64	889	13	889	13	890	13	890	13	891	13	892	13
	65 +	1041	15	1042	15	1043	15	1045	15	1045	15	1045	15
Adults	Total	5759	100	5763	100	5766	100	5771	100	5775	100	5779	100
	AB	949	16	950	16	951	16	951	16	952	16	953	16
	C1	1507	26	1507	26	1508	26	1510	26	1510	26	1511	26
	C2	1317	23	1319	23	1319	23	1320	23	1321	23	1323	23
	DE	1986	34	1987	34	1988	34	1990	34	1992	34	1992	34
	Working F/T	3319	58	3322	58	3324	58	3326	58	3328	58	3331	58
	Not Working	2440	42	2441	42	2442	42	2445	42	2447	42	2448	42

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7012	100	7017	100	7022	100	7027	100	7032	100	7036	100
Age	4 - 15	1230	18	1231	18	1232	18	1233	18	1234	18	1234	18
	16 - 24	824	12	825	12	825	12	826	12	826	12	827	12
	25 - 34	909	13	909	13	910	13	910	13	911	13	911	13
	35 - 44	1118	16	1120	16	1121	16	1122	16	1123	16	1123	16
	45 - 54	992	14	993	14	994	14	994	14	995	14	996	14
	55 - 64	892	13	892	13	893	13	894	13	894	13	895	13
	65 +	1047	15	1047	15	1047	15	1048	15	1049	15	1050	15
Adults													
Total		5782	100	5786	100	5790	100	5794	100	5798	100	5802	100
AB		953	16	954	16	955	16	955	16	956	16	957	16
C1		1513	26	1513	26	1514	26	1516	26	1516	26	1517	26
C2		1323	23	1324	23	1325	23	1325	23	1327	23	1328	23
DE		1993	34	1995	34	1996	34	1998	34	1999	34	2000	34
Working F/T		3333	58	3335	58	3338	58	3340	58	3342	58	3344	58
Not Working		2449	42	2451	42	2452	42	2454	42	2456	42	2458	42

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7438	100	7443	100	7448	100	7453	100	7458	100	7463	100
Age												
4 - 15	1161	16	1162	16	1162	16	1163	16	1164	16	1165	16
16 - 24	833	11	833	11	834	11	835	11	835	11	835	11
25 - 34	968	13	969	13	970	13	970	13	971	13	972	13
35 - 44	1163	16	1164	16	1166	16	1166	16	1167	16	1168	16
45 - 54	1011	14	1012	14	1012	14	1013	14	1014	14	1014	14
55 - 64	921	12	922	12	922	12	923	12	924	12	924	12
65 +	1381	19	1381	19	1382	19	1383	19	1383	19	1385	19
Adults												
Total	6277	100	6281	100	6286	100	6290	100	6294	100	6298	100
AB	937	15	938	15	938	15	939	15	939	15	940	15
C1	1744	28	1745	28	1747	28	1747	28	1750	28	1750	28
C2	1148	18	1148	18	1150	18	1150	18	1151	18	1151	18
DE	2448	39	2450	39	2451	39	2454	39	2454	39	2457	39
Working F/T	1826	29	1827	29	1828	29	1830	29	1831	29	1832	29
Not Working	4451	71	4454	71	4458	71	4460	71	4463	71	4466	71

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Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2466	100	2467	100	2469	100	2471	100	2472	100	2474	100
TV Households	2406	98	2408	98	2410	98	2411	98	2413	98	2414	98
ITV Households	2373	96	2374	96	2376	96	2377	96	2379	96	2380	96

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2476	100	2477	100	2479	100	2481	100	2482	100	2484	100
TV Households	2416	98	2418	98	2419	98	2421	98	2422	98	2424	98
ITV Households	2382	96	2384	96	2385	96	2387	96	2388	96	2390	96

Table 2													
TV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2406	100	2408	100	2410	100	2411	100	2413	100	2414	100
Social Class	AB	403	17	404	17	404	17	404	17	404	17	405	17
	C1	642	27	643	27	643	27	644	27	644	27	645	27
	C2	416	17	416	17	416	17	417	17	417	17	417	17
	DE	912	38	911	38	913	38	912	38	914	38	913	38
Housewife Age	Under 25	128	5	128	5	129	5	129	5	129	5	129	5
	25 - 34	370	15	370	15	371	15	371	15	371	15	371	15
	35 - 44	487	20	487	20	488	20	488	20	488	20	489	20
	45 - 54	420	17	420	17	420	17	421	17	421	17	421	17
	55 - 64	379	16	379	16	379	16	379	16	380	16	380	16
	65 +	589	24	590	25	589	24	589	24	590	24	590	24
Size	1	776	32	776	32	777	32	777	32	778	32	778	32
	2	810	34	811	34	811	34	812	34	812	34	813	34
	3	359	15	359	15	359	15	359	15	359	15	360	15
	4+	428	18	428	18	429	18	429	18	430	18	429	18
Children	Without	1764	73	1765	73	1766	73	1767	73	1769	73	1769	73
	With	609	25	609	25	610	25	610	25	610	25	611	25

Table 2													
TV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2416	100	2418	100	2419	100	2421	100	2422	100	2424	100
Social Class	AB	405	17	405	17	405	17	406	17	406	17	406	17
	C1	645	27	645	27	646	27	646	27	647	27	647	27
	C2	418	17	418	17	418	17	418	17	419	17	419	17
	DE	914	38	916	38	916	38	917	38	916	38	918	38
Housewife Age	Under 25	129	5	129	5	129	5	129	5	129	5	129	5
	25 - 34	372	15	372	15	372	15	372	15	373	15	373	15
	35 - 44	489	20	489	20	490	20	490	20	490	20	491	20
	45 - 54	422	17	422	17	422	17	422	17	423	17	423	17
	55 - 64	380	16	380	16	381	16	381	16	381	16	381	16
	65 +	590	24	592	24	591	24	593	24	592	24	593	24
Size	1	779	32	779	32	780	32	780	32	781	32	781	32
	2	814	34	814	34	815	34	815	34	816	34	816	34
	3	360	15	360	15	360	15	361	15	361	15	361	15
	4+	429	18	431	18	430	18	431	18	430	18	432	18
Children	Without	1771	73	1772	73	1773	73	1775	73	1775	73	1777	73
	With	611	25	612	25	612	25	612	25	613	25	613	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5109	100	5113	100	5116	100	5119	100	5123	100	5126	100
Age	4 - 9	381	7	381	7	382	7	382	7	382	7	382	7
	10 - 15	418	8	419	8	419	8	419	8	420	8	420	8
	16 - 24	589	12	589	12	589	12	590	12	590	12	591	12
	25 - 34	673	13	674	13	674	13	674	13	675	13	675	13
	35 - 44	841	16	841	16	843	16	843	16	843	16	844	16
	45 - 54	728	14	728	14	729	14	729	14	730	14	730	14
	55 - 64	630	12	630	12	630	12	631	12	631	12	632	12
	65 +	849	17	851	17	850	17	851	17	852	17	852	17
Adults	Total	4310	100	4313	100	4315	100	4318	100	4321	100	4324	100
	AB	797	18	798	19	798	18	799	19	800	19	800	19
	C1	1209	28	1209	28	1210	28	1211	28	1211	28	1212	28
	C2	862	20	862	20	863	20	864	20	864	20	865	20
	DE	1442	33	1444	33	1444	33	1444	33	1446	33	1447	33

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5130	100	5133	100	5136	100	5140	100	5143	100	5147	100
Age	4 - 9	383	7	383	7	383	7	383	7	384	7	384	7
	10 - 15	420	8	420	8	421	8	421	8	421	8	421	8
	16 - 24	591	12	591	12	592	12	592	12	593	12	593	12
	25 - 34	676	13	677	13	676	13	678	13	677	13	679	13
	35 - 44	844	16	845	16	846	16	845	16	847	16	846	16
	45 - 54	731	14	731	14	732	14	732	14	733	14	733	14
	55 - 64	632	12	632	12	633	12	633	12	634	12	634	12
	65 +	853	17	854	17	853	17	856	17	854	17	857	17
Adults	Total	4327	100	4330	100	4332	100	4336	100	4338	100	4342	100
	AB	801	19	801	18	802	19	802	18	803	19	803	18
	C1	1213	28	1214	28	1214	28	1216	28	1216	28	1217	28
	C2	865	20	866	20	866	20	867	20	868	20	868	20
	DE	1448	33	1449	33	1450	33	1451	33	1451	33	1454	33

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	2447	100	2449	100	2450	100	2452	100	2454	100	2455	100	
Age	4 - 15	412	17	412	17	412	17	413	17	413	17	413	17
	16 - 24	292	12	293	12	293	12	293	12	293	12	293	12
	25 - 34	324	13	324	13	324	13	324	13	325	13	325	13
	35 - 44	402	16	402	16	402	16	403	16	403	16	403	16
	45 - 54	357	15	357	15	358	15	357	15	358	15	358	15
	55 - 64	306	13	306	12	306	12	306	12	306	12	307	13
	65 +	354	14	355	14	355	14	356	15	356	15	356	15
Adults	Total	2035	100	2037	100	2038	100	2039	100	2041	100	2042	100
	AB	395	19	395	19	395	19	396	19	397	19	396	19
	C1	550	27	551	27	551	27	551	27	551	27	552	27
	C2	460	23	460	23	460	23	461	23	461	23	461	23
	DE	630	31	631	31	632	31	631	31	632	31	633	31
	Working F/T	1201	59	1202	59	1203	59	1204	59	1205	59	1205	59
	Not Working	834	41	835	41	835	41	835	41	836	41	837	41

Male Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2457	100	2458	100	2460	100	2462	100	2463	100	2465	100
Age	4 - 15	414	17	413	17	414	17	414	17	415	17	415	17
	16 - 24	293	12	294	12	294	12	294	12	294	12	294	12
	25 - 34	326	13	326	13	326	13	327	13	326	13	327	13
	35 - 44	403	16	404	16	404	16	404	16	404	16	404	16
	45 - 54	359	15	358	15	359	15	359	15	360	15	360	15
	55 - 64	307	12	307	12	307	12	307	12	308	13	308	12
65 +		355	14	356	14	356	14	357	15	356	14	357	14
Adults		Total		2043	100	2045	100	2046	100	2048	100	2050	100
AB		397	19	397	19	397	19	397	19	398	19	398	19
C1		552	27	552	27	553	27	554	27	553	27	554	27
C2		461	23	462	23	462	23	462	23	463	23	463	23
DE		633	31	634	31	634	31	635	31	634	31	635	31
Working F/T		1206	59	1207	59	1208	59	1209	59	1209	59	1210	59
Not Working		837	41	838	41	838	41	839	41	839	41	840	41

Table4b												
Female Individuals in TV Households												
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04		Jun-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2662	100	2664	100	2666	100	2667	100	2669	100	2671	100
Age												
4 - 15	387	15	388	15	389	15	388	15	389	15	389	15
16 - 24	297	11	296	11	296	11	297	11	297	11	298	11
25 - 34	349	13	350	13	350	13	350	13	350	13	350	13
35 - 44	439	16	439	16	441	17	440	16	440	16	441	17
45 - 54	371	14	371	14	371	14	372	14	372	14	372	14
55 - 64	324	12	324	12	324	12	325	12	325	12	325	12
65 +	495	19	496	19	495	19	495	19	496	19	496	19
Adults												
Total	2275	100	2276	100	2277	100	2279	100	2280	100	2282	100
AB	402	18	403	18	403	18	403	18	403	18	404	18
C1	659	29	658	29	659	29	660	29	660	29	660	29
C2	402	18	402	18	403	18	403	18	403	18	404	18
DE	812	36	813	36	812	36	813	36	814	36	814	36
Working F/T	702	31	702	31	702	31	703	31	703	31	704	31
Not Working	1573	69	1574	69	1575	69	1576	69	1577	69	1578	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2673	100	2675	100	2676	100	2678	100	2680	100	2682	100
Age												
4 - 15	389	15	390	15	390	15	390	15	390	15	390	15
16 - 24	298	11	297	11	298	11	298	11	299	11	299	11
25 - 34	350	13	351	13	350	13	351	13	351	13	352	13
35 - 44	441	16	441	16	442	17	441	16	443	17	442	16
45 - 54	372	14	373	14	373	14	373	14	373	14	373	14
55 - 64	325	12	325	12	326	12	326	12	326	12	326	12
65 +	498	19	498	19	497	19	499	19	498	19	500	19
Adults												
Total	2284	100	2285	100	2286	100	2288	100	2290	100	2292	100
AB	404	18	404	18	405	18	405	18	405	18	405	18
C1	661	29	662	29	661	29	662	29	663	29	663	29
C2	404	18	404	18	404	18	405	18	405	18	405	18
DE	815	36	815	36	816	36	816	36	817	36	819	36
Working F/T	705	31	705	31	705	31	705	31	707	31	707	31
Not Working	1579	69	1580	69	1581	69	1583	69	1583	69	1585	69

Table 1												
Television Reception												
Projections for	Jan 04		Feb 04		Mar 04		Apr 04		May 04		Jun 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	632	100	632	100	632	100	632	100	632	100
TV Households	611	97	611	97	611	97	611	97	611	97	611	97
ITV Households	611	97	611	97	611	97	611	97	611	97	611	97

Table 1												
Television Reception												
Projections for	Jul 04		Aug 04		Sep 04		Oct 04		Nov 04		Dec 04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	632	100	633	100	633	100	633	100	633	100	633	100
TV Households	612	97	612	97	612	97	612	97	612	97	612	97
ITV Households	612	97	612	97	612	97	612	97	612	97	612	97

Table 2										
TV Households										
Projections for	Jan-04		Feb-04		Mar-04		Apr-04		May-04	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	611	100	611	100	611	100	611	100	611	100
Social Class										
AB	75	12	75	12	75	12	75	12	75	12
C1	153	25	153	25	153	25	153	25	153	25
C2	121	20	121	20	121	20	121	20	121	20
DE	262	43	262	43	262	43	262	43	262	43
Housewife Age										
Under 25	23	4	23	4	23	4	23	4	23	4
25 - 34	110	18	110	18	110	18	110	18	110	18
35 - 44	136	22	136	22	136	22	136	22	136	22
45 - 54	111	18	111	18	111	18	111	18	111	18
55 - 64	97	16	97	16	97	16	97	16	97	16
65 +	134	22	134	22	134	22	134	22	134	22
Size										
1	158	26	158	26	158	26	158	26	158	26
2	177	29	177	29	177	29	177	29	177	29
3	97	16	97	16	97	16	97	16	97	16
4+	179	29	179	29	179	29	179	29	179	29
Children										
Without	412	67	412	67	412	67	412	67	412	67
With	199	33	199	33	199	33	199	33	199	33

Table 2													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		612	100	612	100	612	100	612	100	612	100	612	100
Social Class	AB	75	12	76	12	76	12	76	12	76	12	76	12
	C1	153	25	153	25	153	25	153	25	153	25	153	25
	C2	122	20	122	20	122	20	122	20	122	20	122	20
	DE	262	43	261	43	261	43	261	43	261	43	261	43
Housewife Age	Under 25	23	4	23	4	23	4	23	4	23	4	23	4
	25 - 34	110	18	110	18	110	18	110	18	110	18	110	18
	35 - 44	136	22	136	22	136	22	136	22	136	22	136	22
	45 - 54	111	18	111	18	111	18	111	18	111	18	111	18
	55 - 64	97	16	97	16	97	16	97	16	97	16	97	16
	65 +	135	22	135	22	135	22	135	22	135	22	135	22
Size	1	158	26	158	26	158	26	158	26	158	26	158	26
	2	177	29	177	29	177	29	177	29	177	29	177	29
	3	98	16	98	16	98	16	98	16	98	16	98	16
	4+	179	29	179	29	179	29	179	29	179	29	179	29
Children	Without	413	67	413	67	413	67	413	67	413	67	413	67
	With	199	33	199	33	199	33	199	33	199	33	199	33

Table 3													
All Individuals in ITV Households													
Projections for		Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1560	100	1560	100	1561	100	1561	100	1561	100	1562	100
Age	4 - 9	142	9	142	9	142	9	142	9	142	9	143	9
	10 - 15	159	10	159	10	159	10	159	10	159	10	158	10
	16 - 24	206	13	206	13	206	13	206	13	206	13	206	13
	25 - 34	228	15	228	15	228	15	228	15	228	15	229	15
	35 - 44	248	16	248	16	248	16	249	16	249	16	248	16
	45 - 54	201	13	201	13	201	13	201	13	201	13	201	13
	55 - 64	167	11	167	11	167	11	167	11	167	11	167	11
	65 +	209	13	209	13	210	13	209	13	209	13	210	13
Adults	Total	1259	100	1259	100	1260	100	1260	100	1260	100	1261	100
	AB	168	13	168	13	168	13	168	13	168	13	168	13
	C1	341	27	341	27	341	27	341	27	341	27	341	27
	C2	288	23	288	23	288	23	288	23	289	23	289	23
	DE	462	37	462	37	463	37	463	37	462	37	463	37

Table4a													
Male Individuals in ITV Households													
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	758	100	758	100	758	100	758	100	758	100	759	100	
Age	4 - 15	156	21	156	21	155	20	155	20	155	20	156	21
	16 - 24	103	14	103	14	103	14	103	14	103	14	103	14
	25 - 34	111	15	111	15	111	15	111	15	111	15	111	15
	35 - 44	121	16	121	16	121	16	121	16	121	16	121	16
	45 - 54	99	13	99	13	99	13	99	13	99	13	99	13
	55 - 64	80	11	80	11	80	11	80	11	80	11	80	11
	65 +	88	12	88	12	89	12	89	12	89	12	89	12
Adults	Total	602	100	602	100	603	100	603	100	603	100	603	100
	AB	83	14	83	14	83	14	83	14	83	14	83	14
	C1	165	27	165	27	166	28	165	27	165	27	166	28
	C2	150	25	150	25	150	25	150	25	151	25	150	25
	DE	204	34	204	34	204	34	205	34	204	34	204	34
	Working F/T	361	60	361	60	361	60	361	60	361	60	361	60
	Not Working	241	40	241	40	242	40	242	40	242	40	242	40

Table4b												
Female Individuals in TV Households												
Projections for	Jul-04		Aug-04		Sep-04		Oct-04		Nov-04		Dec-04	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	802	100	802	100	803	100	803	100	803	100	803	100
Age												
4 - 15	145	18	145	18	146	18	146	18	146	18	145	18
16 - 24	103	13	103	13	103	13	103	13	103	13	103	13
25 - 34	117	15	117	15	117	15	117	15	117	15	118	15
35 - 44	127	16	127	16	127	16	127	16	128	16	127	16
45 - 54	102	13	102	13	102	13	102	13	102	13	102	13
55 - 64	87	11	87	11	87	11	87	11	87	11	87	11
65 +	121	15	121	15	121	15	120	15	120	15	121	15
Adults												
Total	657	100	657	100	657	100	657	100	657	100	658	100
AB	85	13	85	13	85	13	85	13	85	13	85	13
C1	176	27	176	27	175	27	176	27	176	27	175	27
C2	138	21	138	21	138	21	138	21	138	21	139	21
DE	258	39	258	39	259	39	258	39	258	39	259	39
Working F/T	202	31	202	31	203	31	203	31	203	31	203	31
Not Working	455	69	455	69	454	69	454	69	454	69	455	69

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 despite the oversampling of these areas by a factor of 1.5 (see Appendix B).

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

<u>Channel Four Macro</u>	<u>Contributing ITV Areas</u>
London	London
South	Meridian, Channel Islands, East, South West, Wales & West
Midlands	Midlands
North	Yorkshire, North East, North West
Scotland	Central Scotland, North Scotland, Border
Ulster	Ulster

Analysis Of Overlap Areas (Individual Overlap Areas)

Overlap Area	Sample Size	Household Estimates (000's)				
		All H/Holds	TV H/Holds	Single ITV H/Holds	Multi ITV H/Holds	
London/South	3749	1001	982	178 (L)	571 (S)	219
London/East	1767	373	366	184 (L)	89 (E)	86
Midlands/North West	1186	257	254	145 (M)	85 (NW)	23
Midlands/Yorkshire	1573	417	412	185 (M)	147 (Y)	77
Midlands/Wales	1128	249	245	54 (M)	165 (W)	23
Midlands/East	2112	484	477	51 (M)	354 (E)	67
North West/Yorkshire	162	43	42	34 (NW)	6 (Y)	2
North West/Wales	1750	214	211	91 (NW)	43 (W)	75
North West/Border	1433	67	67	26 (NW)	37 (B)	4
Yorkshire/North East	845	299	294	201 (Y)	48 (NE)	45
Yorkshire/East	361	90	87	12 (Y)	56 (E)	19
South/Wales	71	18	17	7 (S)	8 (W)	2
South West/Wales	1640	149	146	19 (SW)	117 (W)	10
North East/Border	462	18	17	5 (NE)	7 (B)	5
Scotland/Border	44	3	3	* (SC)	2 (B)	1
London/Midlands/South	69	14	14	8 (L)	1 (M)	0
London/Midlands/East	165	47	47	2 (L)	3 (M)	1
London/South/East	710	128	125	75 (L)	5 (S)	9
Midlands/Yorkshire/East	187	62	61	11 (M)	17 (Y)	9
South/South West/Wales	172	14	14	2 (S)	* (SW)	*
TOTAL	19586	3948	3882	3119	9 (W)	728

Analysis Of Overlap Areas (Individual Overlap Areas)

Overlap Area	Sample Size	Population Estimates (000's)				
		All Indivs	Individuals in TV H/Holds	Individuals in Multi ITV H/Holds		
London/South	9230	2402	2372	587		
London/East	4460	907	896	219		
Midlands/North West	2814	597	592	55		
Midlands/Yorkshire	3846	981	973	198		
Midlands/Wales	2761	592	586	57		
Midlands/East	5110	1153	1142	172		
North West/Yorkshire	364	99	99	4		
North West/Wales	4119	504	500	189		
North West/Border	3272	152	151	10		
Yorkshire/North East	1977	670	663	105		
Yorkshire/East	799	193	191	47		
South/Wales	176	44	43	5		
South West/Wales	3791	345	340	25		
North East/Border	973	38	38	12		
Scotland/Border	88	6	6	2		
London/Midlands/South	137	30	29	0 (L/M)	2 (L/S)	1 (M/S)
London/Midlands/East	427	118	117	0 (L/M)	33 (L/E)	9 (M/E)
London/South/East	1744	300	297	14 (L/S)	24 (L/E)	3 (S/E)
Midlands/Yorkshire/East	438	144	143	28 (M/Y)	8 (M/E)	5 (Y/E)
South/South West/Wales	388	32	32	* (S/SW)	5 (S/W)	* (SW/W)
TOTAL	46914	9308	9208	1870		

Reception Characteristics

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

Analysis Of Overlap Areas (Individual Overlap Areas)

Overlap Area	Sample Size	Household Estimates (000's)				
		All H/Holds	TV H/Holds	Single Ch4 H/Holds	Multi Ch4 H/Holds	
London/South	6226	1501	1473	438 (L)	685 (S)	331
Midlands/North	2759	674	666	329 (M)	232 (N)	100
Midlands/South	3240	734	722	105 (M)	519 (S)	90
North/Scotland	1895	85	84	31 (N)	44 (SC)	9
North/South	2111	304	298	103 (N)	99 (S)	94
London/Midlands/South						1
	234	62	61	10 (L)	4 (M)	31 (S)
						0 (L/M)
Midlands/North/South	187	62	61	11 (M)	17 (N)	7 (S)
						11 (M/N)
						4 (M/S)
TOTAL	16652	3422	3366	2666		666
						2 (N/S)

Overlap Area	Sample Size	Population Estimates (000's)				
		All Individuals	Individuals in TV H/Holds	Multi Ch4 H/Holds		
London/South	15434	3609	3565	871		
Midlands/North	6660	1578	1566	253		
Midlands/South	7871	1746	1728	229		
North/Scotland	4245	191	189	22		
North/South	4918	697	690	236		
London/Midlands/South						1
	564	147	145		0 (L/M)	35 (L/S)
						10 (M/S)
Midlands/North/South	438	144	143	23		
					28 (M/N)	8 (M/S)
						5 (N/S)
TOTAL	40130	8111	8025	1722		

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single Ch 4 Channel H/Holds	Dual Ch4 Channel H/Holds	Triple Ch4 Channel H/Holds	Individuals in Dual Ch4 Channel H/Holds	Individuals in Triple Ch4 Channel H/Holds
London	6460	448	342	1	906	1
South	11998	1340	538	10	1398	24
Midlands	6420	449	209	10	528	24
North	6952	383	216	9	545	23
Scotland	1895	44	9	0	22	0
Ulster	0	0	0	0	0	0

Preference To View & Net Share

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

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

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

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

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

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Area													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	NE	SC	S	E	SW	B	W
London	343	1443	4.9	*	-	-	-	-	3.7	1.4	-	-	-
Midlands	218	883	*	4.5	0.6	2.0	-	-	*	2.4	-	-	0.6
North West	103	870	-	0.9	6.6	0.1	-	-	-	-	-	0.2	2.2
Yorkshire	165	574	-	3.2	0.1	5.5	0.6	-	-	0.6	-	-	-
North East	50	255	-	-	-	7.0	2.4	-	-	-	-	0.6	-
Scotland	1	12	-	-	-	-	-	0.8	-	-	-	9.2	-
South & South East	241	969	4.4	*	-	-	-	-	5.4	0.1	*	-	0.1
East	223	985	3.0	1.3	-	0.7	-	-	0.1	4.9	-	-	-
South West	10	112	-	-	-	-	-	-	0.1	-	3.1	-	6.8
Border	10	222	-	-	1.8	-	2.1	0.1	-	-	-	6.0	-
Wales & West	111	906	-	0.9	4.7	-	-	-	0.1	-	0.3	-	4.0
# = Under 0.5													
* = 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 samples are on smaller samples.													

Net Households And Shares For Each ITV Area

Area	000's	%
London	4548	19.13
Midlands	3672	15.44
North West	2782	11.70
Yorkshire	2398	10.09
North East	1148	4.83
Scotland	2053	8.63
South, South East & Channel Islands	1946	8.18
East	1687	7.09
South West	732	3.08
Border	293	1.23
Wales & West	1912	8.04
Ulster	609	2.56
All Areas	23778	100.00

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

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

Macro Region	000's	%
London	4548	19.13
South	6276	26.40
Midlands	3672	15.44
North	6328	26.61
Scotland	2346	9.87
Ulster	609	2.56
All Areas	23778	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 Inter-lacing of ITV reception areas generates 43 ITV area segments:-

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

INCORPORATING NEW CENSUS DATA

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

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

Appendix C

FIELD WORK AND RESULTS

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

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										
	Total	L	M	NW	Y	NE	E	SW		
Addresses Issued	159292	39491	26815	15950	12087	6498	14557	7062		
Shop / Business	2701	592	491	272	129	66	255	147		
Demolished / Incomplete	626	120	66	63	48	20	57	17		
Empty	10146	1836	1790	1197	818	479	728	324		
Holiday Home	1656	98	131	244	60	83	131	313		
Other Non Effective	4208	821	910	420	234	107	429	207		
Eligible Addresses	139955	36024	23427	13754	10798	5743	12957	6054		
Additional Households +	22298	4822	3833	2444	1488	812	1978	1080		
Total Households	162253	40846	27260	16198	12286	6555	14935	7134	100%	100%
No Contacts	26486	9455	3649	2624	1568	894	2233	889	15%	12%
No English Spoken	347	180	77	14	21	6	39	4	*	*
Refusals	28504	9540	4883	2634	2161	898	2956	1186	20%	17%
Total Interviews	108916	21671	18651	10926	8536	4757	9707	5055	65%	71%
* = Less than 0.5%										
+ See Appendix H										

Response Analysis										
	U	B	S	W	CS	NS	CH			
Addresses Issued	9332	5385	16948	22028	10387	3891	639			
Shop / Business	237	151	238	408	215	109	9			
Demolished / Incomplete	39	14	51	90	88	24	4			
Empty	429	503	664	2123	705	455	29			
Holiday Home	44	349	126	317	82	157	4			
Other Non Effective	203	319	324	930	203	133	12			
Eligible Addresses	8380	4049	15545	18160	9094	3013	581			
Additional Households +	360	1360	1768	4129	1639	972	72			
Total Households	8740	5409	17313	22289	10733	3985	653	100%	100%	100%
No Contacts	1442	756	2704	3141	1324	372	66	9%	10%	10%
No English Spoken	5	2	18	12	12	1	5	*	*	1%
Refusals	768	632	3590	3031	1390	418	41	10%	6%	6%
Total Interviews	6525	4019	11001	16105	8007	3194	541	80%	83%	83%
* = Less than 0.5%										
+ See Appendix H										

Appendix D

DEFINITIONS

ITV AREAS

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

POPULATION

The “All Households” and “Individuals in all Households” values are based on Office of National Statistics estimates and projections.

PRIVATE HOUSEHOLD

Interviews are only carried out at private households. A private household consists of either one person living alone or a group of people, usually but not always members of one family, who live together and whose food and other household expenses are managed as one unit.

TV HOUSEHOLD

A TV Household is a household which has at least one television either in working order or for which arrangements have been made for its repair in the next seven days.

“HOME” ITV HOUSEHOLDS

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

CABLE AND SATELLITE HOUSEHOLDS

A cable and satellite household is defined as a household which receives broadcasts from any station other than BBC1, BBC2, ITV, CH4, S4C or RTE. It excludes homes which receive only terrestrial stations via cable.

DTH

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

Marco Region

Network

London

South

Midlands

North

Scotland

Ulster

Constituent ITV Areas

All Channels 4 Marco Regions

London

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

Midlands

Yorkshire, North East, North West

Central Scotland, North Scotland, Border

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 weeks.
- 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 that six months.
- d) Fisherman or armed forces personnel where this is there 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 borders 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
- d) If two of the same sex has equal claims to be the housewife, the elder is taken as
- 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
- 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 WAGE EARNER

If the Head of the Household is a retired person and / or a widow(er) entirely dependent on the State Pension or Social Security, and another household member is a wage earner working full time, then it is that person's occupation upon which social class is determined. This person is the Chief Wage Earner.

The Chief Wage Earner is the senior working member of the household, normally the oldest related male of 18 years of age and over in full time employment. If there is no male of 18+ in full time employment then the oldest related female of 18+ in full time employment is taken. Non-related persons living in the household cannot count as Chief Wage Earners.

CHIEF INCOME EARNER

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

“PORTABLE” SETS

A “portable” set is a set described by the head of household or housewife as a “portable”.

REMOTE CONTROL SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

The Establishment Survey report provides data for only those sets, which are working or temporarily out of order. This gives more realistic data on set ownership.

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

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

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

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

SAMPLE BASES FOR REPORT TABLES
TABLE 4

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV Households	
		Total	Multi Set
All Areas	255825	252222	181015
London	53318	44960	30753
Midlands	45347	35812	26470
North West	25641	21076	16038
Yorkshire	20700	17519	13206
Central Scotland	18320	17172	12716
North Scotland	7089	6291	4938
Central & North Scotland	23963	23479	17649
Wales & West	37288	33934	24467
South & South East & Ch. Is	27657	23529	17776
North East	11207	9343	7136
East	23249	18340	12680
South West	11615	8050	5861
Ulster	16803	16460	10643
Border	9085	7411	5503
West	18537	14180	10534
Wales	25506	22991	16428
South & South East	26373	22252	16768
Channel Islands	1284	1277	1008
Meridian / Anglia	49162	41761	30338
Granada/ Border	31454	28286	21366
Yorkshire / Tyne Tees	29930	26587	20111
Granada North	60047	54607	41236
S4C	25094	25094	17547
S4C Welsh Speaking	5161	5161	3877
Cable & Satellite	119651	119651	97706
Direct to Home	84883	84883	70377
Ch4 - All Macro Regions	255825	255825	181015
Ch4 - London Macro Region	53318	44960	30753
Ch4 - South Macro Region	93322	83676	60534
Ch4 - Midlands Macro Region	45347	35812	26470
Ch4 - North Macro Region	55207	47686	36169
Ch4 - Scotland Macro Region	32960	30967	23171
Ch4 - Ulster Macro Region	16803	16460	10643

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multi Set
All Areas	203052	199998	140625
London	41851	35263	23746
Midlands	35799	28204	20468
North West	20334	16663	12416
Yorkshire	16320	13772	10133
Central Scotland	14644	13689	9930
North Scotland	5799	5140	3945
Central & North Scotland	19265	18846	13879
Wales & West	29993	27259	19174
South & South East & Ch. Is	21967	18699	13841
North East	8995	7488	5591
East	18336	14509	9755
South West	9392	6517	4647
Ulster	13044	12735	8132
Border	7357	5957	4305
West	15015	11535	8420
Wales	20386	18316	12723
South & South East	20925	17664	13035
Channel Islands	1042	1035	806
Meridian / Anglia	38973	33128	23508
Granada/ Border	25043	22460	16584
Yorkshire / Tyne Tees	23707	21031	15531
Granada North	47646	43278	31926
S4C	20047	20047	13613
S4C Welsh Speaking	3776	3776	2749
Cable & Satellite	90161	90161	73281
Direct to Home	63599	63599	52640
Ch4 - All Macro Regions	203052	203052	140625
Ch4 - London Macro Region	41851	35263	23746
Ch4 - South Macro Region	74539	66858	47227
Ch4 - Midlands Macro Region	35799	28204	20468
Ch4 - North Macro Region	43735	37717	27967
Ch4 - Scotland Macro Region	26544	24865	18202
Ch4 - Ulster Macro Region	13044	12735	8132

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV Households	
	Males	Females	Males	Females
All Areas	123905	131920	121900	130322
London	25919	27399	21851	23109
Midlands	22116	23231	17479	18333
North West	12440	13201	10199	10877
Yorkshire	10046	10654	8499	9020
Central Scotland	8704	9616	8132	9040
North Scotland	3399	3690	3013	3278
Central & North Scotland	11396	12567	11147	12332
Wales & West	18078	19210	16455	17479
South & South East & Ch. Is	13384	14273	11352	12177
North East	5378	5829	4472	4871
East	11342	11907	8946	9394
South West	5621	5994	3898	4152
Ulster	8094	8709	7909	8551
Border	4376	4709	3587	3824
West	9038	9499	6948	7232
Wales	12311	13195	11104	11887
South & South East	12760	13613	10732	11520
Channel Islands	624	660	620	657
Meridian / Anglia	23855	25307	20242	21519
Granada/ Border	15252	16202	13687	14599
Yorkshire / Tyne Tees	14455	15475	12826	13761
Granada North	29084	30963	26384	28223
S4C	12101	12993	12101	12993
S4C Welsh Speaking	2441	2720	2441	2720
Cable & Satellite	60544	59107	60544	59107
Direct to Home	43329	41554	43329	41554
Ch4 - All Macro Regions	123905	131920	123905	131920
Ch4 - London Macro Region	25919	27399	21851	23109
Ch4 - South Macro Region	45252	48070	40553	43123
Ch4 - Midlands Macro Region	22116	23231	17479	18333
Ch4 - North Macro Region	26721	28486	23033	24653
Ch4 - Scotland Macro Region	15729	17231	14768	16199
Ch4 - Ulster Macro Region	8094	8709	7909	8551

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	96902	106150	95181	104817
London	20066	21785	16893	18370
Midlands	17260	18539	13583	14621
North West	9677	10657	7908	8755
Yorkshire	7848	8472	6616	7156
Central Scotland	6863	7781	6384	7305
North Scotland	2767	3032	2447	2693
Central & North Scotland	9062	10203	8836	10010
Wales & West	14263	15730	12957	14302
South & South East & Ch. Is	10455	11512	8865	9834
North East	4249	4746	3528	3960
East	8814	9522	7002	7507
South West	4456	4936	3107	3410
Ulster	6167	6877	6000	6735
Border	3492	3865	2838	3119
West	7160	7855	5541	5994
Wales	9648	10738	8670	9646
South & South East	9956	10969	8370	9294
Channel Islands	499	543	495	540
Meridian / Anglia	18631	20342	15828	17300
Granada/ Border	11926	13117	10665	11795
Yorkshire / Tyne Tees	11317	12390	10027	11004
Granada North	22741	24905	20591	22687
S4C	9492	10555	9492	10555
S4C Welsh Speaking	1773	2003	1773	2003
Cable & Satellite	45270	44891	45270	44891
Direct to Home	32212	31387	32212	31387
Ch4 - All Macro Regions	96902	106150	96902	106150
Ch4 - London Macro Region	20066	21785	16893	18370
Ch4 - South Macro Region	35552	38987	31862	34996
Ch4 - Midlands Macro Region	17260	18539	13583	14621
Ch4 - North Macro Region	20850	22885	17944	19773
Ch4 - Scotland Macro Region	12516	14028	11704	13161
Ch4 - Ulster Macro Region	6167	6877	6000	6735

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

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

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

All measurements in table 1,5 and 6 for each area in section1, 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 report.

Dynamic Variables

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

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

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

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

Previously the following methodologies were employed:

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

The Projection Model

The following is a guide to the projection model, using the Astra dish universe as an example.

Each month, the Establishment Survey provides an estimate of the Astra dish universe (for example) based upon that month's sample only. This is then used in conjunction with the smoothed estimates of the trend and universe from the previous month to produce the smoothed estimates of the trend and universe for the latest month. This latest smoothed estimate of the trend is then repeatedly added to the latest smoothed estimate of the universe to generate projections for future months. The formulae are:-

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

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

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

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

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

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

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

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

Which is a weighted average of the latest month's "actual" estimate of trend and the previous month'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 month m is:

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

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

- (e) The projected universe for month $m+1$ is:

$$PU_{m+1} = SU_m + ST_m$$

- (f) The projected universe for month $m+n$ is:

$$PU_{m+n} = SU_m + n \times ST_m$$

For Example:

- (i) $U_m = 100,000$ (Actual universe estimate, month m)
 $SU_{m-1} = 90,000$ (Smoothed Universe estimate, month $m-1$)
 $ST_{m-1} = 5,000$ (Smoothed trend estimate, month $m-1$)
- (ii) $T_m = 100,000 - 90,000 = 10,000$ (Actual trend estimate, month m)
- (iii) $ST_m = 1/10 \times 10,000 + 9/10 \times 5,000$ (Smoothed trend estimate, month m)
 $= 5,500$
- (iv) $SU_m = 90,000 + 5,500$ (Smoothed universe estimate, month m)
 $= 95,500$
- (v) $PU_m = 95,500 + 5,500$ (Projected universe estimate, month $m+1$)
 $= 101,000$
- (v) $PU_{m+2} = 95,500 + 2 \times 5,500$ (Projected universe estimate, month $m+2$)
 $= 106,500$

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

For monthly Cable and Satellite data an α value of 0.2 is used.

Appendix J

The Questionnaire (June 2003)

Barb Establishment Survey

Questionnaire Script

January 2003

Final version 05/11/02

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

READ OUT

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

SP

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

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

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

SP

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

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

Less than 6 months
More than 6 months

SP

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

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

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

SP

PLEASE NOW SKIP TO Q61

60e. Is thatREAD OUT

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

SP

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

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

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

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

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

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

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