

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 2

June 2004



Ipsos UK

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Introduction

This report gives details of the overall populations and television populations for each ITV area, C4 Macro Regions, S4C receivers in the Principality of Wales, and for Cable and Satellite homes. Results are based on survey work conducted between July 2002 and June 2004.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2004, whilst the second contains projections of key demographic data for each month of 2005. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Cable and Satellite data since these projections are updated monthly. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

All Areas

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25437	100	25453	100	25470	100	25486	100	25502	100	25519	100
TV Households	24852	98	24868	98	24885	98	24900	98	24916	98	24932	98
ITV Households	24852	98	24868	98	24885	98	24900	98	24916	98	24932	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25535	100	25552	100	25568	100	25584	100	25601	100	25617	100
TV Households	24948	98	24964	98	24979	98	24996	98	25012	98	25027	98
ITV Households	24948	98	24964	98	24979	98	24996	98	25012	98	25027	98

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		24852	100	24868	100	24885	100	24900	100	24916	100	24932	100
Social Class	AB	4815	19	4818	19	4823	19	4825	19	4829	19	4832	19
	C1	6953	28	6958	28	6962	28	6967	28	6971	28	6976	28
	C2	4470	18	4473	18	4476	18	4479	18	4482	18	4484	18
	DE	8614	35	8619	35	8624	35	8629	35	8634	35	8640	35
Housewife Age	Under 25	1304	5	1305	5	1306	5	1307	5	1307	5	1308	5
	25 - 34	4060	16	4062	16	4065	16	4068	16	4071	16	4073	16
	35 - 44	5121	21	5125	21	5128	21	5131	21	5135	21	5138	21
	45 - 54	4325	17	4328	17	4331	17	4334	17	4336	17	4339	17
	55 - 64	3965	16	3967	16	3970	16	3972	16	3975	16	3977	16
	65 +	6077	24	6081	24	6085	24	6088	24	6092	24	6097	24
Size	1	7483	30	7488	30	7493	30	7497	30	7502	30	7507	30
	2	8673	35	8679	35	8684	35	8690	35	8696	35	8701	35
	3	3828	15	3830	15	3833	15	3835	15	3838	15	3840	15
	4+	4868	20	4871	20	4875	20	4878	20	4880	20	4884	20
Children	Without	18235	73	18246	73	18258	73	18270	73	18281	73	18293	73
	With	6617	27	6622	27	6627	27	6630	27	6635	27	6639	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		24948	100	24964	100	24979	100	24996	100	25012	100	25027	100
Social Class	AB	4835	19	4839	19	4842	19	4845	19	4849	19	4852	19
	C1	6981	28	6985	28	6990	28	6994	28	6999	28	7003	28
	C2	4487	18	4490	18	4493	18	4496	18	4498	18	4501	18
	DE	8645	35	8650	35	8654	35	8661	35	8666	35	8671	35
Housewife Age	Under 25	1309	5	1310	5	1310	5	1313	5	1312	5	1312	5
	25 - 34	4076	16	4079	16	4081	16	4084	16	4087	16	4090	16
	35 - 44	5141	21	5145	21	5148	21	5151	21	5154	21	5158	21
	45 - 54	4342	17	4345	17	4347	17	4350	17	4353	17	4356	17
	55 - 64	3980	16	3982	16	3985	16	3987	16	3990	16	3992	16
	65 +	6100	24	6103	24	6108	24	6111	24	6116	24	6119	24
Size	1	7512	30	7517	30	7520	30	7526	30	7531	30	7536	30
	2	8707	35	8712	35	8718	35	8723	35	8729	35	8734	35
	3	3842	15	3845	15	3847	15	3850	15	3852	15	3855	15
	4+	4887	20	4890	20	4894	20	4897	20	4900	20	4902	20
Children	Without	18305	73	18317	73	18328	73	18340	73	18352	73	18363	73
	With	6643	27	6647	27	6651	27	6656	27	6660	27	6664	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55363	100	55398	100	55434	100	55469	100	55505	100	55541	100
Age	4 - 9	4312	8	4314	8	4317	8	4320	8	4323	8	4325	8
	10 - 15	4630	8	4634	8	4636	8	4639	8	4642	8	4646	8
	16 - 24	6322	11	6326	11	6330	11	6334	11	6338	11	6342	11
	25 - 34	7624	14	7629	14	7634	14	7639	14	7645	14	7650	14
	35 - 44	9003	16	9008	16	9015	16	9020	16	9026	16	9032	16
	45 - 54	7569	14	7574	14	7579	14	7584	14	7588	14	7593	14
	55 - 64	6844	12	6848	12	6853	12	6857	12	6861	12	6866	12
	65 +	9059	16	9065	16	9070	16	9076	16	9082	16	9087	16
Adults	Total	46421	100	46450	100	46481	100	46510	100	46540	100	46570	100
	AB	9693	21	9700	21	9706	21	9713	21	9719	21	9726	21
	C1	13392	29	13401	29	13410	29	13419	29	13428	29	13437	29
	C2	9270	20	9275	20	9282	20	9287	20	9293	20	9299	20
	DE	14066	30	14074	30	14083	30	14091	30	14100	30	14108	30

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55576	100	55612	100	55647	100	55683	100	55719	100	55754	100
Age	4 - 9	4328	8	4331	8	4334	8	4336	8	4339	8	4342	8
	10 - 15	4648	8	4651	8	4654	8	4657	8	4660	8	4663	8
	16 - 24	6346	11	6350	11	6354	11	6359	11	6363	11	6366	11
	25 - 34	7655	14	7660	14	7665	14	7670	14	7675	14	7681	14
	35 - 44	9038	16	9044	16	9049	16	9055	16	9061	16	9066	16
	45 - 54	7598	14	7603	14	7608	14	7613	14	7617	14	7622	14
	55 - 64	6870	12	6874	12	6879	12	6883	12	6887	12	6892	12
	65 +	9093	16	9099	16	9104	16	9110	16	9117	16	9122	16
Adults	Total	46600	100	46630	100	46659	100	46690	100	46720	100	46749	100
	AB	9733	21	9739	21	9746	21	9753	21	9759	21	9766	21
	C1	13445	29	13455	29	13463	29	13472	29	13481	29	13490	29
	C2	9305	20	9311	20	9316	20	9322	20	9329	20	9333	20
	DE	14117	30	14125	30	14134	30	14143	30	14151	30	14160	30

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Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27060	100	27078	100	27095	100	27112	100	27130	100	27147	100
Age	4 - 15	4599	17	4603	17	4605	17	4608	17	4611	17	4614	17
	16 - 24	3170	12	3172	12	3174	12	3176	12	3179	12	3180	12
	25 - 34	3779	14	3782	14	3785	14	3787	14	3789	14	3792	14
	35 - 44	4452	16	4455	16	4458	16	4461	16	4463	16	4466	16
	45 - 54	3752	14	3754	14	3756	14	3758	14	3761	14	3763	14
	55 - 64	3367	12	3368	12	3371	12	3373	12	3375	12	3378	12
65 +		3941	15	3944	15	3946	15	3949	15	3952	15	3954	15
Adults	Total	22461	100	22475	100	22490	100	22504	100	22519	100	22533	100
	AB	4893	22	4896	22	4900	22	4903	22	4906	22	4910	22
	C1	6316	28	6320	28	6324	28	6328	28	6333	28	6337	28
	C2	4969	22	4972	22	4975	22	4978	22	4981	22	4983	22
	DE	6283	28	6287	28	6291	28	6295	28	6299	28	6303	28
	Working F/T	13653	61	13662	61	13671	61	13680	61	13689	61	13697	61
	Not Working	8808	39	8813	39	8819	39	8824	39	8830	39	8836	39

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Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28516	100	28534	100	28552	100	28571	100	28589	100	28607	100
Age	4 - 15	4377	15	4379	15	4383	15	4385	15	4388	15	4391	15
	16 - 24	3176	11	3178	11	3180	11	3183	11	3184	11	3186	11
	25 - 34	3876	14	3878	14	3880	14	3883	14	3886	14	3889	14
	35 - 44	4586	16	4589	16	4591	16	4594	16	4598	16	4600	16
	45 - 54	3846	13	3849	13	3852	13	3855	13	3856	13	3859	13
	55 - 64	3503	12	3506	12	3508	12	3510	12	3512	12	3514	12
65 +		5152	18	5155	18	5158	18	5161	18	5165	18	5168	18
Adults	Total	24139	100	24155	100	24169	100	24186	100	24201	100	24216	100
	AB	4840	20	4843	20	4846	20	4850	20	4853	20	4856	20
	C1	7129	30	7135	30	7139	30	7144	30	7148	30	7153	30
	C2	4336	18	4339	18	4341	18	4344	18	4348	18	4350	18
	DE	7834	32	7838	32	7843	32	7848	32	7852	32	7857	32
	Working F/T	7435	31	7440	31	7443	31	7449	31	7454	31	7459	31
	Not Working	16704	69	16715	69	16726	69	16737	69	16747	69	16757	69

London

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5999	100	6005	100	6011	100	6017	100	6023	100	6029	100
TV Households	5800	97	5806	97	5812	97	5817	97	5823	97	5829	97
ITV Households	4995	83	5000	83	5005	83	5010	83	5015	83	5021	83

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6035	100	6041	100	6047	100	6053	100	6059	100	6065	100
TV Households	5835	97	5840	97	5846	97	5852	97	5858	97	5863	97
ITV Households	5026	83	5030	83	5036	83	5041	83	5047	83	5052	83

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		4995	100	5000	100	5005	100	5010	100	5015	100	5021	100
Social Class	AB	1302	26	1303	26	1304	26	1306	26	1306	26	1308	26
	C1	1534	31	1536	31	1538	31	1539	31	1541	31	1542	31
	C2	758	15	759	15	759	15	760	15	761	15	762	15
	DE	1401	28	1402	28	1404	28	1405	28	1407	28	1409	28
Housewife Age	Under 25	265	5	265	5	267	5	267	5	266	5	266	5
	25 - 34	1031	21	1032	21	1033	21	1034	21	1035	21	1037	21
	35 - 44	1131	23	1132	23	1133	23	1134	23	1136	23	1137	23
	45 - 54	849	17	849	17	850	17	851	17	852	17	853	17
	55 - 64	682	14	683	14	683	14	684	14	685	14	686	14
	65 +	1037	21	1039	21	1039	21	1040	21	1041	21	1042	21
Size	1	1546	31	1547	31	1549	31	1551	31	1552	31	1554	31
	2	1588	32	1590	32	1591	32	1593	32	1595	32	1596	32
	3	781	16	782	16	782	16	783	16	784	16	785	16
	4+	1080	22	1081	22	1083	22	1083	22	1084	22	1086	22
Children	Without	3600	72	3604	72	3608	72	3611	72	3615	72	3619	72
	With	1395	28	1396	28	1397	28	1399	28	1400	28	1402	28

ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		5026	100	5030	100	5036	100	5041	100	5047	100	5052	100
Social Class	AB	1310	26	1311	26	1312	26	1313	26	1316	26	1317	26
	C1	1544	31	1545	31	1547	31	1549	31	1550	31	1552	31
	C2	762	15	763	15	764	15	765	15	765	15	766	15
	DE	1410	28	1411	28	1413	28	1414	28	1416	28	1417	28
Housewife Age	Under 25	267	5	266	5	267	5	268	5	268	5	268	5
	25 - 34	1038	21	1039	21	1040	21	1041	21	1042	21	1043	21
	35 - 44	1138	23	1139	23	1140	23	1141	23	1143	23	1144	23
	45 - 54	854	17	855	17	856	17	856	17	857	17	858	17
	55 - 64	686	14	687	14	688	14	688	14	689	14	690	14
	65 +	1043	21	1044	21	1045	21	1047	21	1048	21	1049	21
Size	1	1555	31	1557	31	1559	31	1560	31	1562	31	1564	31
	2	1598	32	1599	32	1601	32	1603	32	1604	32	1606	32
	3	786	16	786	16	787	16	788	16	789	16	790	16
	4+	1087	22	1088	22	1089	22	1090	22	1092	22	1092	22
Children	Without	3623	72	3626	72	3630	72	3634	72	3638	72	3642	72
	With	1403	28	1404	28	1406	28	1407	28	1409	28	1410	28

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11295	100	11306	100	11318	100	11329	100	11341	100	11353	100
Age	4 - 9	913	8	914	8	915	8	916	8	917	8	918	8
	10 - 15	937	8	937	8	938	8	939	8	940	8	941	8
	16 - 24	1298	11	1299	11	1301	11	1302	11	1303	11	1304	11
	25 - 34	1991	18	1994	18	1995	18	1997	18	2000	18	2002	18
	35 - 44	1971	17	1972	17	1975	17	1977	17	1978	17	1981	17
	45 - 54	1475	13	1478	13	1479	13	1480	13	1482	13	1483	13
	55 - 64	1178	10	1179	10	1180	10	1181	10	1183	10	1184	10
	65 +	1532	14	1533	14	1535	14	1537	14	1538	14	1540	14
Adults	Total	9445	100	9455	100	9465	100	9474	100	9484	100	9494	100
	AB	2632	28	2635	28	2638	28	2640	28	2643	28	2646	28
	C1	2927	31	2930	31	2933	31	2936	31	2939	31	2942	31
	C2	1594	17	1596	17	1597	17	1599	17	1600	17	1602	17
	DE	2292	24	2294	24	2297	24	2299	24	2302	24	2304	24

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11364	100	11376	100	11388	100	11399	100	11411	100	11423	100
Age	4 - 9	918	8	920	8	921	8	922	8	923	8	923	8
	10 - 15	942	8	943	8	944	8	944	8	945	8	947	8
	16 - 24	1306	11	1308	11	1309	11	1310	11	1311	11	1313	11
	25 - 34	2004	18	2005	18	2008	18	2010	18	2012	18	2014	18
	35 - 44	1982	17	1985	17	1986	17	1989	17	1992	17	1993	17
	45 - 54	1485	13	1486	13	1489	13	1489	13	1490	13	1492	13
	55 - 64	1185	10	1186	10	1187	10	1189	10	1190	10	1191	10
	65 +	1542	14	1543	14	1544	14	1546	14	1548	14	1550	14
Adults	Total	9504	100	9513	100	9523	100	9533	100	9543	100	9553	100
	AB	2649	28	2651	28	2654	28	2657	28	2660	28	2662	28
	C1	2945	31	2948	31	2951	31	2954	31	2957	31	2960	31
	C2	1604	17	1605	17	1607	17	1609	17	1610	17	1612	17
	DE	2306	24	2309	24	2311	24	2313	24	2316	24	2319	24

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5548	100	5554	100	5559	100	5565	100	5571	100	5577	100
Age	4 - 15	949	17	950	17	951	17	952	17	953	17	954	17
	16 - 24	640	12	641	12	642	12	643	12	643	12	644	12
	25 - 34	1013	18	1015	18	1015	18	1016	18	1018	18	1018	18
	35 - 44	978	18	978	18	979	18	981	18	981	18	982	18
	45 - 54	727	13	728	13	729	13	729	13	730	13	731	13
	55 - 64	576	10	576	10	576	10	577	10	578	10	579	10
65 +		665	12	666	12	667	12	667	12	668	12	669	12
Adults													
Total		4599	100	4604	100	4608	100	4613	100	4618	100	4623	100
AB		1340	29	1342	29	1344	29	1345	29	1346	29	1347	29
C1		1378	30	1379	30	1380	30	1382	30	1384	30	1385	30
C2		858	19	860	19	860	19	861	19	861	19	863	19
DE		1023	22	1023	22	1024	22	1025	22	1027	22	1028	22
Working F/T		2972	65	2975	65	2978	65	2981	65	2984	65	2987	65
Not Working		1627	35	1629	35	1630	35	1632	35	1634	35	1636	35

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5582	100	5588	100	5594	100	5599	100	5605	100	5611	100
Age	4 - 15	954	17	956	17	957	17	957	17	959	17	960	17
	16 - 24	645	12	646	12	647	12	647	12	647	12	648	12
	25 - 34	1019	18	1020	18	1021	18	1022	18	1023	18	1024	18
	35 - 44	983	18	985	18	985	18	986	18	987	18	989	18
	45 - 54	732	13	732	13	734	13	734	13	735	13	735	13
	55 - 64	579	10	579	10	580	10	581	10	581	10	582	10
65 +		670	12	670	12	670	12	672	12	673	12	673	12
Adults	Total	4628	100	4632	100	4637	100	4642	100	4646	100	4651	100
	AB	1349	29	1351	29	1352	29	1353	29	1354	29	1356	29
	C1	1386	30	1387	30	1389	30	1391	30	1392	30	1393	30
	C2	864	19	865	19	866	19	867	19	867	19	868	19
	DE	1029	22	1029	22	1030	22	1031	22	1033	22	1034	22
	Working F/T	2990	65	2993	65	2997	65	3000	65	3002	65	3005	65
	Not Working	1638	35	1639	35	1640	35	1642	35	1644	35	1646	35

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5747	100	5752	100	5759	100	5764	100	5770	100	5776	100
Age	4 - 15	901	16	901	16	902	16	903	16	904	16	905	16
	16 - 24	658	11	658	11	659	11	659	11	660	11	660	11
	25 - 34	978	17	979	17	980	17	981	17	982	17	984	17
	35 - 44	993	17	994	17	996	17	996	17	997	17	999	17
	45 - 54	748	13	750	13	750	13	751	13	752	13	752	13
	55 - 64	602	10	603	10	604	10	604	10	605	10	605	10
	65 +	867	15	867	15	868	15	870	15	870	15	871	15
Adults	Total	4846	100	4851	100	4857	100	4861	100	4866	100	4871	100
	AB	1292	27	1293	27	1294	27	1295	27	1297	27	1299	27
	C1	1549	32	1551	32	1553	32	1554	32	1555	32	1557	32
	C2	736	15	736	15	737	15	738	15	739	15	739	15
	DE	1269	26	1271	26	1273	26	1274	26	1275	26	1276	26
	Working F/T	1670	34	1672	34	1674	34	1675	34	1677	34	1679	34
	Not Working	3176	66	3179	66	3183	66	3186	66	3189	66	3192	66

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5782	100	5788	100	5794	100	5800	100	5806	100	5812	100
Age	4 - 15	906	16	907	16	908	16	909	16	909	16	910	16
	16 - 24	661	11	662	11	662	11	663	11	664	11	665	11
	25 - 34	985	17	985	17	987	17	988	17	989	17	990	17
	35 - 44	999	17	1000	17	1001	17	1003	17	1005	17	1004	17
	45 - 54	753	13	754	13	755	13	755	13	755	13	757	13
	55 - 64	606	10	607	10	607	10	608	10	609	10	609	10
	65 +	872	15	873	15	874	15	874	15	875	15	877	15
Adults	Total	4876	100	4881	100	4886	100	4891	100	4897	100	4902	100
	AB	1300	27	1300	27	1302	27	1304	27	1306	27	1306	27
	C1	1559	32	1561	32	1562	32	1563	32	1565	32	1567	32
	C2	740	15	740	15	741	15	742	15	743	15	744	15
	DE	1277	26	1280	26	1281	26	1282	26	1283	26	1285	26
	Working F/T	1681	34	1682	34	1683	34	1685	34	1688	34	1690	34
	Not Working	3195	66	3199	66	3203	66	3206	66	3209	66	3212	66

Midlands

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			4825	100	4828	100	4831	100	4834	100	4838	100	4841	100
TV Households			4737	98	4741	98	4744	98	4747	98	4750	98	4753	98
ITV Households			3811	79	3813	79	3816	79	3818	79	3821	79	3823	79

Table 1														
Projections for			Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			4844	100	4847	100	4850	100	4853	100	4856	100	4859	100
TV Households			4756	98	4759	98	4762	98	4765	98	4768	98	4771	98
ITV Households			3826	79	3829	79	3830	79	3833	79	3835	79	3837	79

ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3811	100	3813	100	3816	100	3818	100	3821	100	3823	100
Social Class	AB	707	19	707	19	708	19	708	19	709	19	709	19
	C1	1005	26	1005	26	1006	26	1007	26	1007	26	1008	26
	C2	723	19	724	19	724	19	725	19	725	19	725	19
	DE	1376	36	1377	36	1378	36	1378	36	1380	36	1381	36
Housewife Age	Under 25	202	5	202	5	202	5	202	5	203	5	202	5
	25 - 34	610	16	610	16	611	16	611	16	612	16	612	16
	35 - 44	779	20	780	20	780	20	781	20	781	20	782	20
	45 - 54	671	18	671	18	672	18	672	18	673	18	673	18
	55 - 64	619	16	619	16	620	16	620	16	620	16	621	16
	65 +	930	24	931	24	931	24	932	24	932	24	933	24
Size	1	1070	28	1070	28	1071	28	1071	28	1072	28	1073	28
	2	1389	36	1390	36	1391	36	1392	36	1393	36	1393	36
	3	609	16	610	16	610	16	610	16	611	16	611	16
	4+	743	19	743	19	744	19	745	20	745	19	746	20
Children	Without	2779	73	2781	73	2783	73	2784	73	2786	73	2788	73
	With	1032	27	1032	27	1033	27	1034	27	1035	27	1035	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3826	100	3829	100	3830	100	3833	100	3835	100	3837	100
Social Class	AB	710	19	710	19	711	19	711	19	712	19	711	19
	C1	1009	26	1009	26	1010	26	1011	26	1011	26	1012	26
	C2	726	19	726	19	727	19	727	19	728	19	728	19
	DE	1381	36	1384	36	1382	36	1384	36	1384	36	1386	36
Housewife Age	Under 25	203	5	203	5	203	5	203	5	203	5	203	5
	25 - 34	612	16	613	16	613	16	614	16	614	16	614	16
	35 - 44	782	20	783	20	783	20	784	20	784	20	785	20
	45 - 54	674	18	674	18	674	18	675	18	675	18	676	18
	55 - 64	621	16	621	16	622	16	622	16	623	16	623	16
	65 +	934	24	935	24	935	24	935	24	936	24	936	24
Size	1	1074	28	1074	28	1075	28	1075	28	1076	28	1076	28
	2	1394	36	1395	36	1396	36	1397	36	1398	36	1399	36
	3	611	16	612	16	612	16	613	16	613	16	613	16
	4+	747	20	748	20	747	20	748	20	748	20	749	20
Children	Without	2790	73	2793	73	2793	73	2795	73	2797	73	2798	73
	With	1036	27	1036	27	1037	27	1038	27	1038	27	1039	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8577	100	8582	100	8588	100	8593	100	8598	100	8604	100
Age	4 - 9	656	8	657	8	658	8	658	8	658	8	658	8
	10 - 15	736	9	736	9	736	9	737	9	737	9	738	9
	16 - 24	992	12	993	12	993	12	994	12	995	12	996	12
	25 - 34	1132	13	1132	13	1133	13	1133	13	1134	13	1135	13
	35 - 44	1394	16	1395	16	1397	16	1398	16	1398	16	1398	16
	45 - 54	1182	14	1182	14	1183	14	1184	14	1185	14	1186	14
	55 - 64	1090	13	1091	13	1091	13	1092	13	1093	13	1093	13
	65 +	1395	16	1396	16	1397	16	1397	16	1398	16	1400	16
Adults	Total	7185	100	7189	100	7194	100	7198	100	7203	100	7208	100
	AB	1410	20	1411	20	1412	20	1413	20	1413	20	1415	20
	C1	1962	27	1963	27	1964	27	1965	27	1967	27	1968	27
	C2	1505	21	1505	21	1507	21	1508	21	1509	21	1510	21
	DE	2308	32	2310	32	2311	32	2312	32	2314	32	2315	32

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8609	100	8615	100	8620	100	8626	100	8631	100	8636	100
Age	4 - 9	659	8	659	8	660	8	660	8	661	8	661	8
	10 - 15	738	9	739	9	739	9	740	9	740	9	741	9
	16 - 24	995	12	996	12	997	12	997	12	998	12	998	12
	25 - 34	1136	13	1137	13	1137	13	1138	13	1138	13	1139	13
	35 - 44	1401	16	1401	16	1402	16	1404	16	1405	16	1406	16
	45 - 54	1186	14	1187	14	1188	14	1188	14	1188	14	1190	14
	55 - 64	1094	13	1095	13	1095	13	1096	13	1097	13	1097	13
	65 +	1400	16	1401	16	1402	16	1403	16	1404	16	1404	16
Adults	Total	7212	100	7217	100	7221	100	7226	100	7230	100	7234	100
	AB	1416	20	1417	20	1417	20	1418	20	1419	20	1420	20
	C1	1969	27	1970	27	1972	27	1973	27	1974	27	1975	27
	C2	1511	21	1512	21	1512	21	1513	21	1514	21	1515	21
	DE	2316	32	2318	32	2320	32	2322	32	2323	32	2324	32

BARB Establishment Survey Report - June 2004

Table4a Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4211	100	4214	100	4217	100	4220	100	4222	100	4225	100
Age	4 - 15	710	17	711	17	711	17	712	17	712	17	713	17
	16 - 24	506	12	507	12	508	12	507	12	508	12	508	12
	25 - 34	561	13	561	13	562	13	563	13	562	13	563	13
	35 - 44	692	16	692	16	693	16	693	16	695	16	694	16
	45 - 54	585	14	585	14	585	14	586	14	585	14	586	14
	55 - 64	544	13	545	13	545	13	545	13	546	13	546	13
	65 +	613	15	613	15	613	15	614	15	614	15	615	15
Adults	Total	3501	100	3503	100	3506	100	3508	100	3510	100	3512	100
	AB	711	20	711	20	711	20	712	20	712	20	713	20
	C1	941	27	942	27	943	27	943	27	944	27	944	27
	C2	810	23	809	23	811	23	811	23	811	23	812	23
	DE	1039	30	1041	30	1041	30	1042	30	1043	30	1043	30
	Working F/T	2171	62	2172	62	2174	62	2175	62	2177	62	2178	62
	Not Working	1330	38	1331	38	1332	38	1333	38	1333	38	1334	38

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Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		4398	100	4401	100	4403	100	4406	100	4409	100	4411	100
Age													
4 - 15		687	16	687	16	688	16	688	16	689	16	689	16
16 - 24		489	11	489	11	489	11	490	11	490	11	490	11
25 - 34		575	13	576	13	575	13	575	13	576	13	576	13
35 - 44		709	16	709	16	709	16	711	16	710	16	712	16
45 - 54		601	14	602	14	603	14	602	14	603	14	604	14
55 - 64		550	13	550	12	550	12	551	13	551	12	551	12
65 +		787	18	788	18	789	18	789	18	790	18	789	18
Adults													
Total		3711	100	3714	100	3715	100	3718	100	3720	100	3722	100
AB		705	19	706	19	706	19	706	19	707	19	707	19
C1		1028	28	1028	28	1029	28	1030	28	1030	28	1031	28
C2		701	19	703	19	701	19	702	19	703	19	703	19
DE		1277	34	1277	34	1279	34	1280	34	1280	34	1281	34
Working F/T		1135	31	1136	31	1136	31	1137	31	1137	31	1137	31
Not Working		2576	69	2578	69	2579	69	2581	69	2583	69	2585	69

North West

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		3170	100	3171	100	3173	100	3174	100	3176	100	3177	100
TV Households		3113	98	3114	98	3116	98	3117	98	3118	98	3120	98
ITV Households		2847	90	2848	90	2850	90	2851	90	2852	90	2853	90

Table 1													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		3179	100	3180	100	3182	100	3183	100	3185	100	3186	100
TV Households		3121	98	3123	98	3124	98	3126	98	3127	98	3128	98
ITV Households		2855	90	2856	90	2857	90	2859	90	2860	90	2861	90

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2847	100	2848	100	2850	100	2851	100	2852	100	2853	100
Social Class	AB	461	16	461	16	462	16	462	16	462	16	462	16
	C1	728	26	728	26	728	26	729	26	729	26	729	26
	C2	503	18	503	18	503	18	503	18	504	18	504	18
	DE	1155	41	1156	41	1157	41	1157	41	1157	41	1158	41
Housewife Age	Under 25	149	5	149	5	149	5	149	5	149	5	149	5
	25 - 34	436	15	436	15	437	15	437	15	437	15	437	15
	35 - 44	588	21	589	21	589	21	589	21	589	21	590	21
	45 - 54	510	18	510	18	510	18	510	18	511	18	511	18
	55 - 64	466	16	466	16	466	16	467	16	467	16	467	16
	65 +	698	25	698	25	699	25	699	25	699	25	699	25
Size	1	863	30	863	30	864	30	864	30	864	30	865	30
	2	970	34	970	34	971	34	971	34	972	34	972	34
	3	463	16	464	16	464	16	464	16	464	16	464	16
	4+	551	19	551	19	551	19	552	19	552	19	552	19
Children	Without	2068	73	2069	73	2070	73	2071	73	2072	73	2072	73
	With	779	27	779	27	780	27	780	27	780	27	781	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2855	100	2856	100	2857	100	2859	100	2860	100	2861	100
Social Class	AB	462	16	463	16	463	16	463	16	463	16	463	16
	C1	730	26	730	26	730	26	731	26	731	26	731	26
	C2	504	18	504	18	505	18	505	18	505	18	505	18
	DE	1159	41	1159	41	1159	41	1160	41	1161	41	1162	41
Housewife Age	Under 25	150	5	149	5	149	5	149	5	149	5	149	5
	25 - 34	437	15	438	15	438	15	438	15	438	15	438	15
	35 - 44	590	21	590	21	590	21	591	21	591	21	591	21
	45 - 54	511	18	511	18	512	18	512	18	512	18	512	18
	55 - 64	467	16	468	16	468	16	468	16	468	16	468	16
	65 +	700	25	700	25	700	25	701	25	702	25	703	25
Size	1	865	30	866	30	866	30	866	30	868	30	866	30
	2	972	34	973	34	973	34	974	34	974	34	975	34
	3	465	16	465	16	465	16	465	16	465	16	466	16
	4+	553	19	552	19	553	19	554	19	553	19	554	19
Children	Without	2074	73	2074	73	2075	73	2076	73	2077	73	2078	73
	With	781	27	782	27	782	27	783	27	783	27	783	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6355	100	6358	100	6361	100	6364	100	6366	100	6369	100
Age	4 - 9	504	8	504	8	504	8	504	8	504	8	505	8
	10 - 15	556	9	556	9	557	9	557	9	557	9	557	9
	16 - 24	750	12	751	12	751	12	752	12	752	12	752	12
	25 - 34	830	13	831	13	831	13	831	13	832	13	832	13
	35 - 44	1007	16	1007	16	1007	16	1008	16	1008	16	1009	16
	45 - 54	875	14	875	14	876	14	876	14	876	14	877	14
	55 - 64	803	13	803	13	803	13	804	13	804	13	804	13
65 +		1030	16	1031	16	1032	16	1032	16	1033	16	1033	16
Adults	Total	5295	100	5298	100	5300	100	5303	100	5305	100	5307	100
	AB	943	18	943	18	944	18	944	18	944	18	945	18
	C1	1424	27	1425	27	1425	27	1426	27	1427	27	1427	27
	C2	1050	20	1051	20	1051	20	1051	20	1052	20	1052	20
	DE	1878	35	1879	35	1880	35	1882	35	1882	35	1883	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		6372	100	6375	100	6378	100	6381	100	6384	100	6387	100
Age	4 - 9	504	8	505	8	506	8	506	8	505	8	506	8
	10 - 15	558	9	558	9	558	9	558	9	559	9	559	9
	16 - 24	752	12	753	12	753	12	753	12	754	12	754	12
	25 - 34	833	13	833	13	833	13	834	13	834	13	834	13
	35 - 44	1009	16	1009	16	1010	16	1011	16	1011	16	1012	16
	45 - 54	878	14	878	14	879	14	878	14	879	14	879	14
	55 - 64	805	13	805	13	805	13	806	13	806	13	807	13
65 +		1033	16	1034	16	1034	16	1035	16	1036	16	1036	16
Adults	Total	5310	100	5312	100	5314	100	5317	100	5320	100	5322	100
	AB	946	18	946	18	946	18	947	18	948	18	948	18
	C1	1427	27	1428	27	1429	27	1430	27	1430	27	1431	27
	C2	1053	20	1053	20	1054	20	1054	20	1055	20	1055	20
	DE	1884	35	1885	35	1885	35	1886	35	1887	35	1888	35

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3080	100	3082	100	3083	100	3085	100	3086	100	3087	100
Age	4 - 15	544	18	545	18	545	18	545	18	545	18	546	18
	16 - 24	370	12	371	12	371	12	372	12	371	12	371	12
	25 - 34	406	13	406	13	406	13	406	13	407	13	407	13
	35 - 44	491	16	491	16	490	16	491	16	491	16	492	16
	45 - 54	430	14	430	14	431	14	431	14	431	14	431	14
	55 - 64	398	13	397	13	398	13	398	13	398	13	397	13
65 +		441	14	442	14	442	14	442	14	443	14	443	14
Adults		2536	100	2537	100	2538	100	2540	100	2541	100	2541	100
Total		464	18	463	18	463	18	464	18	463	18	464	18
AB		673	27	674	27	674	27	674	27	675	27	675	27
C1		562	22	562	22	562	22	562	22	564	22	562	22
C2		837	33	838	33	839	33	840	33	839	33	840	33
DE		1454	57	1455	57	1456	57	1456	57	1457	57	1458	57
Working F/T		1082	43	1082	43	1082	43	1084	43	1084	43	1083	43
Not Working													

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3275	100	3276	100	3278	100	3279	100	3280	100	3282	100
Age	4 - 15	516	16	515	16	516	16	516	16	516	16	516	16
	16 - 24	380	12	380	12	380	12	380	12	381	12	381	12
	25 - 34	424	13	425	13	425	13	425	13	425	13	425	13
	35 - 44	516	16	516	16	517	16	517	16	517	16	517	16
	45 - 54	445	14	445	14	445	14	445	14	445	14	446	14
	55 - 64	405	12	406	12	405	12	406	12	406	12	407	12
65 +		589	18	589	18	590	18	590	18	590	18	590	18
Adults		2759	100	2761	100	2762	100	2763	100	2764	100	2766	100
Total		479	17	480	17	481	17	480	17	481	17	481	17
AB		751	27	751	27	751	27	752	27	752	27	752	27
C1		488	18	489	18	489	18	489	18	488	18	490	18
C2		1041	38	1041	38	1041	38	1042	38	1043	38	1043	38
DE		860	31	860	31	860	31	861	31	861	31	861	31
Working F/T		1899	69	1901	69	1902	69	1902	69	1903	69	1905	69
Not Working													

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3283	100	3285	100	3287	100	3288	100	3289	100	3291	100
Age	4 - 15	516	16	517	16	518	16	517	16	517	16	518	16
	16 - 24	381	12	381	12	381	12	381	12	382	12	382	12
	25 - 34	426	13	426	13	426	13	427	13	426	13	426	13
	35 - 44	518	16	517	16	518	16	518	16	518	16	519	16
	45 - 54	446	14	447	14	446	14	447	14	447	14	447	14
	55 - 64	406	12	407	12	407	12	407	12	407	12	407	12
65 +		590	18	590	18	591	18	591	18	592	18	592	18
Adults	Total	2767	100	2768	100	2769	100	2771	100	2772	100	2773	100
	AB	481	17	481	17	481	17	482	17	482	17	482	17
	C1	752	27	753	27	754	27	754	27	754	27	755	27
	C2	490	18	490	18	490	18	490	18	491	18	490	18
	DE	1044	38	1044	38	1044	38	1045	38	1045	38	1046	38
	Working F/T	862	31	862	31	862	31	863	31	864	31	863	31
	Not Working	1905	69	1906	69	1907	69	1908	69	1908	69	1910	69

Yorkshire

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2907	100	2909	100	2910	100	2912	100	2913	100	2915	100
TV Households	2855	98	2857	98	2858	98	2860	98	2862	98	2863	98
ITV Households	2484	85	2486	85	2487	85	2489	85	2490	85	2491	85

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2916	100	2918	100	2920	100	2921	100	2923	100	2924	100
TV Households	2865	98	2866	98	2868	98	2869	98	2871	98	2872	98
ITV Households	2492	85	2493	85	2495	85	2496	85	2498	85	2499	85

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2484	100	2486	100	2487	100	2489	100	2490	100	2491	100
Social Class	AB	350	14	350	14	350	14	351	14	350	14	350	14
	C1	662	27	663	27	663	27	663	27	664	27	664	27
	C2	454	18	454	18	454	18	455	18	455	18	455	18
	DE	1018	41	1019	41	1020	41	1020	41	1021	41	1022	41
Housewife Age	Under 25	145	6	145	6	145	6	147	6	145	6	145	6
	25 - 34	374	15	374	15	374	15	374	15	375	15	375	15
	35 - 44	503	20	503	20	503	20	503	20	504	20	504	20
	45 - 54	434	17	434	17	434	17	434	17	435	17	435	17
	55 - 64	411	17	411	17	412	17	412	17	412	17	412	17
	65 +	617	25	619	25	619	25	619	25	619	25	620	25
Size	1	727	29	727	29	727	29	729	29	729	29	729	29
	2	900	36	900	36	901	36	901	36	902	36	902	36
	3	399	16	399	16	399	16	399	16	400	16	400	16
	4+	458	18	460	19	460	18	460	18	459	18	460	18
Children	Without	1822	73	1823	73	1824	73	1825	73	1826	73	1827	73
	With	662	27	663	27	663	27	664	27	664	27	664	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2492	100	2493	100	2495	100	2496	100	2498	100	2499	100
Social Class	AB	351	14	351	14	351	14	351	14	351	14	352	14
	C1	664	27	665	27	665	27	665	27	666	27	666	27
	C2	455	18	456	18	456	18	456	18	456	18	457	18
	DE	1022	41	1021	41	1023	41	1024	41	1025	41	1024	41
Housewife Age	Under 25	145	6	146	6	146	6	145	6	146	6	146	6
	25 - 34	375	15	375	15	375	15	376	15	376	15	376	15
	35 - 44	504	20	504	20	505	20	505	20	505	20	505	20
	45 - 54	435	17	435	17	435	17	436	17	436	17	436	17
	55 - 64	413	17	413	17	413	17	413	17	413	17	414	17
	65 +	620	25	620	25	621	25	621	25	622	25	622	25
Size	1	728	29	729	29	731	29	730	29	731	29	731	29
	2	903	36	903	36	903	36	904	36	904	36	905	36
	3	400	16	400	16	400	16	401	16	401	16	401	16
	4+	461	18	461	18	461	18	461	18	462	18	462	18
Children	Without	1828	73	1828	73	1830	73	1831	73	1832	73	1833	73
	With	664	27	665	27	665	27	665	27	666	27	666	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5510	100	5513	100	5516	100	5519	100	5522	100	5525	100
Age	4 - 9	426	8	427	8	427	8	427	8	427	8	427	8
	10 - 15	468	8	468	8	468	8	468	8	469	8	469	8
	16 - 24	640	12	641	12	641	12	641	12	642	12	642	12
	25 - 34	697	13	697	13	697	13	698	13	698	13	698	13
	35 - 44	879	16	878	16	880	16	880	16	881	16	882	16
	45 - 54	764	14	764	14	765	14	765	14	765	14	766	14
	55 - 64	714	13	715	13	715	13	715	13	716	13	716	13
	65 +	922	17	923	17	923	17	925	17	924	17	925	17
Adults	Total	4616	100	4618	100	4621	100	4624	100	4626	100	4629	100
	AB	703	15	703	15	704	15	704	15	704	15	705	15
	C1	1300	28	1301	28	1301	28	1302	28	1303	28	1303	28
	C2	939	20	940	20	941	20	942	20	942	20	942	20
	DE	1674	36	1674	36	1675	36	1676	36	1677	36	1679	36

Table 3													
All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5528	100	5531	100	5534	100	5536	100	5539	100	5542	100
Age	4 - 9	427	8	428	8	428	8	428	8	428	8	429	8
	10 - 15	470	9	470	8	470	8	470	8	470	8	470	8
	16 - 24	642	12	642	12	643	12	643	12	644	12	644	12
	25 - 34	699	13	699	13	700	13	700	13	700	13	701	13
	35 - 44	882	16	883	16	882	16	883	16	884	16	884	16
	45 - 54	766	14	766	14	768	14	767	14	768	14	767	14
	55 - 64	717	13	717	13	717	13	718	13	718	13	719	13
	65 +	925	17	926	17	926	17	927	17	927	17	928	17
Adults	Total	4631	100	4633	100	4636	100	4638	100	4641	100	4643	100
	AB	705	15	706	15	706	15	706	15	706	15	708	15
	C1	1304	28	1304	28	1305	28	1306	28	1307	28	1307	28
	C2	943	20	943	20	944	20	944	20	946	20	945	20
	DE	1679	36	1680	36	1681	36	1682	36	1682	36	1683	36

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2686	100	2688	100	2690	100	2691	100	2692	100	2694	100
Age	4 - 15	461	17	462	17	462	17	462	17	462	17	463	17
	16 - 24	315	12	315	12	315	12	315	12	316	12	316	12
	25 - 34	341	13	341	13	342	13	342	13	342	13	341	13
	35 - 44	436	16	435	16	436	16	436	16	437	16	437	16
	45 - 54	380	14	380	14	381	14	381	14	380	14	381	14
	55 - 64	349	13	350	13	350	13	350	13	350	13	350	13
65 +		404	15	405	15	404	15	405	15	405	15	406	15
Adults													
Total		2225	100	2226	100	2228	100	2229	100	2230	100	2231	100
AB		350	16	350	16	351	16	350	16	351	16	351	16
C1		621	28	621	28	621	28	622	28	622	28	622	28
C2		495	22	496	22	497	22	497	22	497	22	497	22
DE		759	34	759	34	759	34	760	34	760	34	761	34
Working F/T		1325	60	1326	60	1327	60	1328	60	1328	60	1329	60
Not Working		900	40	900	40	901	40	901	40	902	40	902	40

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2696	100	2697	100	2699	100	2699	100	2701	100	2702	100
Age	4 - 15	463	17	464	17	464	17	463	17	463	17	464	17
	16 - 24	316	12	316	12	316	12	316	12	316	12	317	12
	25 - 34	342	13	342	13	343	13	343	13	343	13	343	13
	35 - 44	437	16	438	16	437	16	438	16	439	16	438	16
	45 - 54	382	14	381	14	383	14	382	14	382	14	381	14
	55 - 64	351	13	350	13	350	13	351	13	352	13	352	13
	65 +	405	15	406	15	406	15	406	15	406	15	407	15
Adults	Total	2233	100	2233	100	2235	100	2236	100	2238	100	2238	100
	AB	351	16	351	16	351	16	351	16	352	16	352	16
	C1	623	28	623	28	623	28	624	28	624	28	624	28
	C2	498	22	497	22	498	22	498	22	499	22	499	22
	DE	761	34	762	34	763	34	763	34	763	34	763	34
	Working F/T	1330	60	1330	60	1331	60	1332	60	1332	60	1333	60
	Not Working	903	40	903	40	904	40	904	40	906	40	905	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2824	100	2825	100	2826	100	2828	100	2830	100	2831	100
Age	433	15	433	15	433	15	433	15	434	15	433	15
	325	12	326	12	326	12	326	12	326	12	326	12
	356	13	356	13	355	13	356	13	356	13	357	13
	443	16	443	16	444	16	444	16	444	16	445	16
	384	14	384	14	384	14	384	14	385	14	385	14
	365	13	365	13	365	13	365	13	366	13	366	13
	518	18	518	18	519	18	520	18	519	18	519	18
Adults	2391	100	2392	100	2393	100	2395	100	2396	100	2398	100
	353	15	353	15	353	15	354	15	353	15	354	15
	679	28	680	28	680	28	680	28	681	28	681	28
	444	19	444	19	444	19	445	19	445	19	445	19
	915	38	915	38	916	38	916	38	917	38	918	38
	676	28	675	28	676	28	676	28	677	28	677	28
	1715	72	1717	72	1717	72	1719	72	1719	72	1721	72

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2832	100	2834	100	2835	100	2837	100	2838	100	2840	100
Age	4 - 15	434	15	434	15	434	15	435	15	435	15	435	15
	16 - 24	326	12	326	12	327	12	327	12	328	12	327	12
	25 - 34	357	13	357	13	357	13	357	13	357	13	358	13
	35 - 44	445	16	445	16	445	16	445	16	445	16	446	16
	45 - 54	384	14	385	14	385	14	385	14	386	14	386	14
	55 - 64	366	13	367	13	367	13	367	13	366	13	367	13
	65 +	520	18	520	18	520	18	521	18	521	18	521	18
Adults	Total	2398	100	2400	100	2401	100	2402	100	2403	100	2405	100
	AB	354	15	355	15	355	15	355	15	354	15	356	15
	C1	681	28	681	28	682	28	682	28	683	28	683	28
	C2	445	19	446	19	446	19	446	19	447	19	446	19
	DE	918	38	918	38	918	38	919	38	919	38	920	38
	Working F/T	677	28	678	28	679	28	678	28	680	28	680	28
	Not Working	1721	72	1722	72	1722	72	1724	72	1723	72	1725	72

Central Scotland & North Scotland

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2141	100	2141	100	2142	100	2142	100	2143	100	2144	100
TV Households		2083	97	2083	97	2084	97	2084	97	2085	97	2086	97
ITV Households		2079	97	2079	97	2080	97	2080	97	2081	97	2082	97

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2144	100	2145	100	2146	100	2146	100	2147	100	2147	100
TV Households	2086	97	2087	97	2087	97	2088	97	2089	97	2089	97
ITV Households	2083	97	2083	97	2083	97	2084	97	2084	97	2085	97

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2079	100	2079	100	2080	100	2080	100	2081	100	2082	100
Social Class	AB	382	18	382	18	382	18	382	18	382	18	382	18
	C1	571	27	571	27	571	27	571	27	571	27	571	27
	C2	365	18	365	18	365	18	365	18	366	18	366	18
	DE	761	37	761	37	762	37	762	37	762	37	763	37
Housewife Age	Under 25	118	6	118	6	117	6	117	6	117	6	117	6
	25 - 34	321	15	321	15	321	15	321	15	322	15	322	15
	35 - 44	433	21	433	21	433	21	433	21	433	21	433	21
	45 - 54	376	18	376	18	377	18	377	18	377	18	377	18
	55 - 64	329	16	329	16	329	16	329	16	329	16	329	16
	65 +	502	24	502	24	503	24	503	24	503	24	504	24
Size	1	698	34	698	34	698	34	699	34	699	34	700	34
	2	699	34	699	34	699	34	700	34	700	34	700	34
	3	317	15	317	15	317	15	317	15	317	15	317	15
	4+	365	18	365	18	366	18	364	18	365	18	365	18
Children	Without	1552	75	1551	75	1552	75	1553	75	1553	75	1553	75
	With	527	25	528	25	528	25	527	25	528	25	529	25

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2083	100	2083	100	2083	100	2084	100	2084	100	2085	100
Social Class	AB	382	18	382	18	382	18	383	18	383	18	383	18
	C1	572	27	572	27	572	27	572	27	572	27	572	27
	C2	366	18	366	18	366	18	366	18	366	18	366	18
	DE	763	37	763	37	763	37	763	37	763	37	764	37
Housewife Age	Under 25	118	6	118	6	118	6	118	6	118	6	118	6
	25 - 34	322	15	322	15	322	15	322	15	322	15	322	15
	35 - 44	434	21	434	21	434	21	434	21	434	21	434	21
	45 - 54	377	18	377	18	377	18	377	18	377	18	378	18
	55 - 64	329	16	329	16	329	16	330	16	330	16	330	16
	65 +	503	24	503	24	503	24	503	24	503	24	503	24
Size	1	699	34	700	34	700	34	700	34	700	34	700	34
	2	700	34	700	34	701	34	701	34	701	34	701	34
	3	317	15	317	15	317	15	318	15	318	15	318	15
	4+	367	18	366	18	365	18	365	18	365	18	366	18
Children	Without	1554	75	1554	75	1555	75	1555	75	1555	75	1556	75
	With	529	25	529	25	528	25	529	25	529	25	529	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4448	100	4449	100	4450	100	4452	100	4453	100	4454	100
Age	4 - 9	328	7	328	7	328	7	328	7	328	7	328	7
	10 - 15	362	8	362	8	362	8	362	8	362	8	363	8
	16 - 24	528	12	528	12	529	12	529	12	528	12	529	12
	25 - 34	577	13	577	13	577	13	577	13	578	13	578	13
	35 - 44	739	17	739	17	739	17	740	17	740	17	740	17
	45 - 54	646	15	646	15	646	15	647	15	647	15	646	15
	55 - 64	545	12	545	12	545	12	545	12	545	12	546	12
	65 +	723	16	724	16	724	16	724	16	725	16	724	16
Adults	Total	3758	100	3759	100	3760	100	3762	100	3763	100	3763	100
	AB	750	20	750	20	750	20	751	20	750	20	751	20
	C1	1068	28	1069	28	1069	28	1069	28	1070	28	1070	28
	C2	756	20	757	20	757	20	757	20	757	20	757	20
	DE	1184	32	1183	31	1184	31	1185	32	1186	32	1185	31

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4455	100	4457	100	4458	100	4459	100	4460	100	4462	100
Age	4 - 9	327	7	328	7	328	7	328	7	329	7	329	7
	10 - 15	363	8	363	8	363	8	363	8	363	8	363	8
	16 - 24	529	12	530	12	529	12	530	12	530	12	530	12
	25 - 34	578	13	578	13	579	13	578	13	577	13	579	13
	35 - 44	740	17	740	17	740	17	741	17	741	17	741	17
	45 - 54	648	15	647	15	648	15	648	15	649	15	648	15
	55 - 64	546	12	546	12	546	12	546	12	546	12	547	12
	65 +	724	16	725	16	725	16	725	16	725	16	725	16
Adults	Total	3765	100	3766	100	3767	100	3768	100	3768	100	3770	100
	AB	751	20	751	20	751	20	752	20	752	20	752	20
	C1	1070	28	1071	28	1071	28	1071	28	1071	28	1072	28
	C2	758	20	758	20	758	20	758	20	759	20	759	20
	DE	1186	32	1186	31	1187	32	1187	32	1186	31	1187	31

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	2130	100	2130	100	2131	100	2131	100	2132	100	2133	100	
Age													
4 - 15	355	17	355	17	355	17	355	17	355	17	356	17	
16 - 24	262	12	262	12	262	12	262	12	262	12	263	12	
25 - 34	279	13	279	13	279	13	279	13	280	13	279	13	
35 - 44	354	17	354	17	354	17	355	17	355	17	355	17	
45 - 54	317	15	317	15	317	15	317	15	317	15	316	15	
55 - 64	263	12	263	12	263	12	263	12	263	12	264	12	
65 +	300	14	300	14	301	14	300	14	300	14	300	14	
Adults													
Total	1775	100	1775	100	1776	100	1776	100	1777	100	1777	100	
AB	375	21	375	21	375	21	375	21	375	21	376	21	
C1	484	27	485	27	485	27	485	27	485	27	485	27	
C2	406	23	407	23	407	23	407	23	406	23	406	23	
DE	510	29	508	29	509	29	509	29	511	29	510	29	
Working F/T	1051	59	1051	59	1051	59	1051	59	1052	59	1052	59	
Not Working	724	41	724	41	725	41	725	41	725	41	725	41	

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2133	100	2134	100	2134	100	2135	100	2136	100	2136	100
Age	4 - 15	355	17	356	17	355	17	356	17	356	17	356	17
	16 - 24	262	12	263	12	262	12	263	12	263	12	263	12
	25 - 34	280	13	279	13	280	13	279	13	279	13	280	13
	35 - 44	355	17	355	17	355	17	355	17	355	17	355	17
	45 - 54	317	15	317	15	317	15	318	15	318	15	318	15
	55 - 64	264	12	263	12	264	12	263	12	264	12	264	12
	65 +	300	14	301	14	301	14	301	14	301	14	300	14
Adults		1778	100	1778	100	1779	100	1779	100	1780	100	1780	100
Total		376	21	375	21	376	21	376	21	376	21	376	21
AB		485	27	486	27	485	27	485	27	486	27	486	27
C1		407	23	407	23	407	23	407	23	408	23	408	23
C2		510	29	510	29	511	29	511	29	510	29	510	29
DE		1052	59	1052	59	1053	59	1053	59	1054	59	1054	59
Working F/T		726	41	726	41	726	41	726	41	726	41	726	41
Not Working													

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2318	100	2319	100	2319	100	2321	100	2321	100
Age										
4 - 15	335	14	335	14	335	14	335	14	335	14
16 - 24	266	11	266	11	267	12	267	12	266	11
25 - 34	298	13	298	13	298	13	298	13	298	13
35 - 44	385	17	385	17	385	17	385	17	385	17
45 - 54	329	14	329	14	329	14	330	14	330	14
55 - 64	282	12	282	12	282	12	282	12	282	12
65 +	423	18	424	18	423	18	424	18	424	18
Adults										
Total	1983	100	1984	100	1984	100	1986	100	1986	100
AB	375	19	375	19	375	19	376	19	375	19
C1	584	29	584	29	584	29	584	29	585	29
C2	350	18	350	18	350	18	350	18	351	18
DE	674	34	675	34	675	34	676	34	675	34
Working F/T	649	33	650	33	650	33	651	33	651	33
Not Working	1334	67	1334	67	1334	67	1335	67	1336	67

Table4b Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2322	100	2323	100	2324	100	2324	100	2324	100	2326	100
Age	4 - 15	335	14	335	14	336	14	335	14	336	14	336	14
	16 - 24	267	11	267	11	267	11	267	11	267	11	267	11
	25 - 34	298	13	299	13	299	13	299	13	298	13	299	13
	35 - 44	385	17	385	17	385	17	386	17	386	17	386	17
	45 - 54	331	14	330	14	331	14	330	14	331	14	330	14
	55 - 64	282	12	283	12	282	12	283	12	282	12	283	12
	65 +	424	18	424	18	424	18	424	18	424	18	425	18
Adults	Total	1987	100	1988	100	1988	100	1989	100	1988	100	1990	100
	AB	375	19	376	19	375	19	376	19	376	19	376	19
	C1	585	29	585	29	586	29	586	29	585	29	586	29
	C2	351	18	351	18	351	18	351	18	351	18	351	18
	DE	676	34	676	34	676	34	676	34	676	34	677	34
	Working F/T	651	33	652	33	651	33	652	33	651	33	651	33
	Not Working	1336	67	1336	67	1337	67	1337	67	1337	67	1339	67

Wales & West

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2246	100	2248	100	2249	100	2250	100	2252	100	2253	100
TV Households	2202	98	2203	98	2204	98	2206	98	2207	98	2208	98
ITV Households	2016	90	2018	90	2019	90	2020	90	2021	90	2022	90

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2254	100	2256	100	2257	100	2258	100	2260	100	2261	100
TV Households	2210	98	2211	98	2212	98	2214	98	2215	98	2216	98
ITV Households	2024	90	2025	90	2026	90	2028	90	2029	90	2030	90

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2016	100	2018	100	2019	100	2020	100	2021	100	2022	100
Social Class	AB	289	14	290	14	290	14	290	14	290	14	289	14
	C1	570	28	570	28	571	28	571	28	571	28	572	28
	C2	417	21	418	21	418	21	418	21	418	21	419	21
	DE	740	37	740	37	740	37	741	37	742	37	742	37
Housewife Age	Under 25	103	5	104	5	103	5	103	5	103	5	103	5
	25 - 34	312	15	312	15	312	15	312	15	313	15	313	15
	35 - 44	400	20	400	20	400	20	401	20	401	20	401	20
	45 - 54	349	17	350	17	350	17	350	17	350	17	350	17
	55 - 64	338	17	338	17	339	17	339	17	339	17	339	17
	65 +	514	25	514	25	515	26	515	25	515	25	516	26
Size	1	575	29	576	29	577	29	576	29	577	29	577	29
	2	735	36	736	36	736	36	737	36	737	36	738	36
	3	315	16	315	16	315	16	315	16	315	16	316	16
	4+	391	19	391	19	391	19	392	19	392	19	391	19
Children	Without	1488	74	1489	74	1490	74	1491	74	1492	74	1493	74
	With	528	26	529	26	529	26	529	26	529	26	529	26

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2024	100	2025	100	2026	100	2028	100	2029	100	2030	100
Social Class	AB	290	14	291	14	291	14	291	14	291	14	291	14
	C1	572	28	572	28	573	28	573	28	573	28	574	28
	C2	419	21	419	21	419	21	420	21	420	21	420	21
	DE	743	37	743	37	743	37	744	37	745	37	745	37
Housewife Age	Under 25	104	5	104	5	104	5	104	5	105	5	104	5
	25 - 34	313	15	313	15	313	15	313	15	314	15	314	15
	35 - 44	401	20	401	20	402	20	402	20	402	20	402	20
	45 - 54	351	17	351	17	351	17	351	17	351	17	352	17
	55 - 64	339	17	340	17	340	17	340	17	340	17	341	17
	65 +	516	25	516	25	516	25	518	26	517	25	517	25
Size	1	577	29	578	29	578	29	580	29	579	29	579	29
	2	738	36	739	36	739	36	739	36	740	36	740	36
	3	316	16	316	16	316	16	316	16	316	16	317	16
	4+	393	19	392	19	393	19	393	19	394	19	394	19
Children	Without	1494	74	1495	74	1496	74	1497	74	1497	74	1498	74
	With	530	26	530	26	530	26	531	26	532	26	532	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4529	100	4531	100	4534	100	4537	100	4540	100	4542	100
Age	4 - 9	348	8	347	8	347	8	348	8	348	8	349	8
	10 - 15	379	8	380	8	380	8	380	8	380	8	380	8
	16 - 24	507	11	508	11	508	11	508	11	510	11	509	11
	25 - 34	568	13	568	13	569	13	569	13	569	13	569	13
	35 - 44	716	16	716	16	716	16	717	16	717	16	718	16
	45 - 54	622	14	622	14	622	14	623	14	623	14	623	14
	55 - 64	604	13	605	13	605	13	605	13	606	13	606	13
	65 +	785	17	785	17	787	17	787	17	787	17	788	17
Adults	Total	3802	100	3804	100	3807	100	3809	100	3812	100	3813	100
	AB	591	16	592	16	592	16	592	16	592	16	593	16
	C1	1128	30	1129	30	1130	30	1131	30	1132	30	1132	30
	C2	854	22	854	22	855	22	856	22	857	22	857	22
	DE	1229	32	1229	32	1230	32	1230	32	1231	32	1231	32

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4545	100	4548	100	4550	100	4553	100	4556	100	4558	100
Age	4 - 9	349	8	349	8	349	8	349	8	349	8	350	8
	10 - 15	380	8	381	8	381	8	381	8	382	8	381	8
	16 - 24	509	11	510	11	510	11	511	11	510	11	511	11
	25 - 34	571	13	570	13	570	13	571	13	572	13	572	13
	35 - 44	717	16	718	16	719	16	719	16	720	16	720	16
	45 - 54	625	14	624	14	625	14	624	14	625	14	625	14
	55 - 64	606	13	607	13	607	13	608	13	608	13	608	13
	65 +	788	17	789	17	789	17	790	17	790	17	791	17
Adults	Total	3816	100	3818	100	3820	100	3823	100	3825	100	3827	100
	AB	593	16	593	16	594	16	594	16	594	16	595	16
	C1	1133	30	1134	30	1134	30	1135	30	1136	30	1136	30
	C2	858	22	858	22	859	22	859	22	860	22	860	22
	DE	1232	32	1233	32	1233	32	1235	32	1235	32	1236	32

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2207	100	2208	100	2209	100	2210	100	2212	100	2213	100
Age	4 - 15	378	17	378	17	378	17	378	17	378	17	379	17
	16 - 24	257	12	257	12	257	12	257	12	259	12	258	12
	25 - 34	272	12	273	12	273	12	273	12	273	12	273	12
	35 - 44	351	16	351	16	351	16	352	16	352	16	352	16
	45 - 54	304	14	304	14	304	14	304	14	304	14	304	14
	55 - 64	301	14	302	14	302	14	302	14	302	14	302	14
65 +		344	16	343	16	344	16	344	16	344	16	345	16
Adults													
Total		1829	100	1830	100	1831	100	1832	100	1834	100	1834	100
AB		296	16	297	16	296	16	297	16	297	16	297	16
C1		538	29	538	29	539	29	539	29	539	29	540	29
C2		444	24	444	24	445	24	445	24	446	24	446	24
DE		551	30	551	30	551	30	551	30	552	30	551	30
Working F/T		1057	58	1058	58	1059	58	1059	58	1061	58	1060	58
Not Working		772	42	772	42	772	42	773	42	773	42	774	42

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2214	100	2216	100	2217	100	2218	100	2220	100	2221	100
Age	4 - 15	379	17	379	17	379	17	379	17	380	17	380	17
	16 - 24	258	12	259	12	259	12	259	12	259	12	259	12
	25 - 34	273	12	273	12	273	12	274	12	274	12	275	12
	35 - 44	352	16	352	16	353	16	353	16	353	16	353	16
	45 - 54	305	14	305	14	305	14	304	14	305	14	305	14
	55 - 64	302	14	303	14	303	14	303	14	303	14	303	14
	65 +	345	16	345	16	345	16	346	16	346	16	346	16
Adults	Total	1835	100	1837	100	1838	100	1839	100	1840	100	1841	100
	AB	297	16	297	16	298	16	298	16	298	16	298	16
	C1	540	29	541	29	540	29	541	29	541	29	542	29
	C2	446	24	447	24	447	24	447	24	448	24	448	24
	DE	552	30	552	30	553	30	553	30	553	30	553	30
	Working F/T	1061	58	1062	58	1063	58	1063	58	1064	58	1065	58
	Not Working	774	42	775	42	775	42	776	42	776	42	776	42

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2322	100	2323	100	2325	100	2327	100	2328	100	2329	100
Age												
4 - 15	349	15	349	15	349	15	350	15	350	15	350	15
16 - 24	250	11	251	11	251	11	251	11	251	11	251	11
25 - 34	296	13	295	13	296	13	296	13	296	13	296	13
35 - 44	365	16	365	16	365	16	365	16	365	16	366	16
45 - 54	318	14	318	14	318	14	319	14	319	14	319	14
55 - 64	303	13	303	13	303	13	303	13	304	13	304	13
65 +	441	19	442	19	443	19	443	19	443	19	443	19
Adults												
Total	1973	100	1974	100	1976	100	1977	100	1978	100	1979	100
AB	295	15	295	15	296	15	295	15	295	15	296	15
C1	590	30	591	30	591	30	592	30	593	30	592	30
C2	410	21	410	21	410	21	411	21	411	21	411	21
DE	678	34	678	34	679	34	679	34	679	34	680	34
Working F/T	554	28	553	28	554	28	555	28	554	28	556	28
Not Working	1419	72	1421	72	1422	72	1422	72	1424	72	1423	72

Table4b Female Individuals in ITV Households										
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2331	100	2332	100	2333	100	2335	100	2336	100
Age										
4 - 15	350	15	351	15	351	15	351	15	351	15
16 - 24	251	11	251	11	251	11	252	11	251	11
25 - 34	298	13	297	13	297	13	297	13	298	13
35 - 44	365	16	366	16	366	16	366	16	367	16
45 - 54	320	14	319	14	320	14	320	14	320	14
55 - 64	304	13	304	13	304	13	305	13	305	13
65 +	443	19	444	19	444	19	444	19	444	19
Adults										
Total	1981	100	1981	100	1982	100	1984	100	1985	100
AB	296	15	296	15	296	15	296	15	296	15
C1	593	30	593	30	594	30	594	30	595	30
C2	412	21	411	21	412	21	412	21	412	21
DE	680	34	681	34	680	34	682	34	682	34
Working F/T	556	28	556	28	556	28	557	28	557	28
Not Working	1425	72	1425	72	1426	72	1427	72	1428	72

South & South East & Ch. Islands

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2827	100	2829	100	2831	100	2833	100	2835	100	2837	100
TV Households	2777	98	2779	98	2781	98	2783	98	2785	98	2787	98
ITV Households	2412	85	2414	85	2416	85	2417	85	2419	85	2420	85

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2839	100	2841	100	2843	100	2845	100	2847	100	2849	100
TV Households	2789	98	2791	98	2793	98	2795	98	2797	98	2799	98
ITV Households	2423	85	2424	85	2426	85	2428	85	2430	85	2431	85

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2412	100	2414	100	2416	100	2417	100	2419	100	2420	100
Social Class	AB	612	25	612	25	613	25	613	25	614	25	614	25
	C1	765	32	765	32	766	32	766	32	767	32	767	32
	C2	438	18	438	18	439	18	439	18	439	18	440	18
	DE	597	25	599	25	598	25	599	25	599	25	599	25
Housewife Age	Under 25	116	5	117	5	116	5	117	5	117	5	117	5
	25 - 34	353	15	353	15	354	15	354	15	354	15	354	15
	35 - 44	483	20	483	20	484	20	484	20	484	20	485	20
	45 - 54	409	17	410	17	410	17	410	17	411	17	411	17
	55 - 64	412	17	412	17	413	17	413	17	413	17	413	17
	65 +	639	26	639	26	639	26	639	26	640	26	640	26
Size	1	710	29	711	29	711	29	712	29	712	29	711	29
	2	883	37	884	37	885	37	885	37	886	37	887	37
	3	338	14	338	14	338	14	338	14	339	14	339	14
	4+	481	20	481	20	482	20	482	20	482	20	483	20
Children	Without	1788	74	1789	74	1791	74	1792	74	1793	74	1794	74
	With	624	26	625	26	625	26	625	26	626	26	626	26

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2423	100	2424	100	2426	100	2428	100	2430	100	2431	100
Social Class	AB	615	25	615	25	616	25	616	25	617	25	616	25
	C1	768	32	769	32	769	32	770	32	770	32	771	32
	C2	440	18	440	18	441	18	441	18	441	18	442	18
	DE	600	25	600	25	600	25	601	25	602	25	602	25
Housewife Age	Under 25	117	5	117	5	117	5	117	5	117	5	117	5
	25 - 34	355	15	355	15	355	15	355	15	356	15	356	15
	35 - 44	485	20	485	20	486	20	486	20	486	20	487	20
	45 - 54	411	17	411	17	412	17	412	17	412	17	413	17
	55 - 64	414	17	414	17	414	17	415	17	415	17	415	17
	65 +	641	26	642	26	642	26	643	26	644	27	643	26
Size	1	713	29	713	29	714	29	715	29	715	29	716	29
	2	887	37	888	37	888	37	889	37	890	37	890	37
	3	339	14	339	14	340	14	340	14	340	14	340	14
	4+	484	20	484	20	484	20	484	20	485	20	485	20
Children	Without	1796	74	1797	74	1798	74	1800	74	1801	74	1802	74
	With	627	26	627	26	628	26	628	26	629	26	629	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5354	100	5358	100	5362	100	5366	100	5370	100	5374	100
Age	4 - 9	409	8	410	8	410	8	410	8	411	8	411	8
	10 - 15	434	8	434	8	434	8	435	8	435	8	436	8
	16 - 24	587	11	588	11	589	11	589	11	589	11	589	11
	25 - 34	656	12	656	12	656	12	657	12	658	12	658	12
	35 - 44	865	16	865	16	866	16	867	16	867	16	869	16
	45 - 54	733	14	733	14	735	14	734	14	735	14	735	14
	55 - 64	703	13	704	13	704	13	705	13	705	13	706	13
	65 +	967	18	968	18	968	18	969	18	970	18	970	18
Adults	Total	4511	100	4514	100	4518	100	4521	100	4524	100	4527	100
	AB	1225	27	1226	27	1227	27	1227	27	1228	27	1229	27
	C1	1446	32	1447	32	1448	32	1449	32	1450	32	1451	32
	C2	876	19	877	19	878	19	879	19	879	19	880	19
	DE	964	21	964	21	965	21	966	21	967	21	967	21

Table 3													
All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5378	100	5381	100	5385	100	5389	100	5393	100	5397	100
Age	4 - 9	411	8	412	8	412	8	412	8	412	8	413	8
	10 - 15	436	8	435	8	436	8	437	8	437	8	437	8
	16 - 24	590	11	591	11	592	11	591	11	592	11	592	11
	25 - 34	659	12	659	12	659	12	660	12	660	12	661	12
	35 - 44	868	16	869	16	869	16	870	16	872	16	872	16
	45 - 54	737	14	736	14	737	14	738	14	738	14	739	14
	55 - 64	706	13	707	13	707	13	708	13	708	13	709	13
	65 +	971	18	972	18	973	18	973	18	974	18	974	18
Adults	Total	4531	100	4534	100	4537	100	4540	100	4544	100	4547	100
	AB	1230	27	1231	27	1232	27	1233	27	1234	27	1235	27
	C1	1452	32	1453	32	1454	32	1455	32	1456	32	1457	32
	C2	880	19	881	19	882	19	882	19	883	19	884	19
	DE	969	21	969	21	969	21	970	21	971	21	971	21

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2592	100	2594	100	2596	100	2598	100	2600	100	2602	100
Age	4 - 15	432	17	433	17	433	17	433	17	434	17	434	17
	16 - 24	287	11	288	11	289	11	288	11	289	11	289	11
	25 - 34	319	12	318	12	318	12	319	12	319	12	319	12
	35 - 44	428	17	427	16	428	16	428	16	429	17	430	17
	45 - 54	364	14	364	14	365	14	365	14	365	14	365	14
	55 - 64	341	13	342	13	342	13	343	13	342	13	343	13
	65 +	421	16	422	16	421	16	422	16	422	16	422	16
Adults		2160	100	2161	100	2163	100	2165	100	2166	100	2168	100
Total		617	29	618	29	618	29	619	29	619	29	619	29
AB		666	31	666	31	667	31	667	31	667	31	669	31
C1		468	22	468	22	469	22	469	22	469	22	470	22
C2		409	19	409	19	409	19	410	19	411	19	410	19
DE		1355	63	1356	63	1356	63	1358	63	1358	63	1359	63
Working F/T		805	37	805	37	807	37	807	37	808	37	809	37
Not Working													

Table4a Male Individuals in ITV Households										
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2604	100	2605	100	2607	100	2609	100	2611	100
Age										
4 - 15	434	17	434	17	435	17	435	17	435	17
16 - 24	289	11	289	11	290	11	290	11	290	11
25 - 34	320	12	320	12	320	12	320	12	320	12
35 - 44	429	16	429	16	429	16	430	16	431	16
45 - 54	366	14	366	14	366	14	367	14	367	14
55 - 64	343	13	344	13	343	13	344	13	344	13
65 +	423	16	423	16	424	16	423	16	424	16
Adults										
Total	2170	100	2171	100	2172	100	2174	100	2176	100
AB	620	29	620	29	621	29	621	29	622	29
C1	669	31	669	31	669	31	670	31	670	31
C2	470	22	471	22	471	22	471	22	472	22
DE	411	19	411	19	411	19	412	19	412	19
Working F/T	1360	63	1361	63	1362	63	1363	63	1365	63
Not Working	810	37	810	37	810	37	811	37	811	37

Table4b													
Female Individuals in ITV Households													
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Females 4+	2762	100	2764	100	2766	100	2768	100	2770	100	2772	100	
Age	411	15	411	15	411	15	412	15	412	15	413	15	
	300	11	300	11	300	11	301	11	300	11	300	11	
	337	12	338	12	338	12	338	12	339	12	339	12	
	437	16	438	16	438	16	439	16	438	16	439	16	
	369	13	369	13	370	13	369	13	370	13	370	13	
	362	13	362	13	362	13	362	13	363	13	363	13	
	546	20	546	20	547	20	547	20	548	20	548	20	
Adults	2351	100	2353	100	2355	100	2356	100	2358	100	2359	100	
Total	608	26	608	26	609	26	608	26	609	26	610	26	
AB	780	33	781	33	781	33	782	33	783	33	782	33	
C1	408	17	409	17	409	17	410	17	410	17	410	17	
C2	555	24	555	24	556	24	556	24	556	24	557	24	
DE	711	30	712	30	713	30	713	30	714	30	715	30	
Working F/T	1640	70	1641	70	1642	70	1643	70	1644	70	1644	70	
Not Working													

North East

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1419	100	1420	100	1420	100	1421	100	1421	100	1421	100
TV Households		1399	99	1400	99	1400	99	1400	99	1401	99	1401	99
ITV Households		1160	82	1161	82	1161	82	1161	82	1161	82	1162	82

Table 1														
Projections for			Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			1422	100	1422	100	1423	100	1423	100	1423	100	1424	100
TV Households			1401	99	1402	99	1402	99	1403	99	1403	99	1403	99
ITV Households			1162	82	1162	82	1162	82	1163	82	1163	82	1163	82

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1160	100	1161	100	1161	100	1161	100	1161	100	1162	100
Social Class	AB	168	14	169	15	169	15	169	15	169	15	170	15
	C1	289	25	289	25	289	25	289	25	289	25	289	25
	C2	215	19	215	19	215	19	215	19	215	19	215	19
	DE	488	42	488	42	488	42	488	42	488	42	488	42
Housewife Age	Under 25	58	5	58	5	57	5	57	5	58	5	58	5
	25 - 34	166	14	166	14	166	14	166	14	166	14	166	14
	35 - 44	225	19	225	19	226	19	226	19	226	19	226	19
	45 - 54	214	18	214	18	215	19	215	19	215	19	215	19
	55 - 64	192	17	192	17	192	17	192	17	192	17	192	17
	65 +	305	26	306	26	305	26	305	26	304	26	305	26
Size	1	363	31	364	31	363	31	363	31	362	31	363	31
	2	407	35	407	35	408	35	408	35	408	35	408	35
	3	185	16	185	16	185	16	185	16	186	16	186	16
	4+	205	18	205	18	205	18	205	18	205	18	205	18
Children	Without	865	75	866	75	866	75	866	75	867	75	867	75
	With	295	25	295	25	295	25	295	25	294	25	295	25

Table 2													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1162	100	1162	100	1162	100	1163	100	1163	100	1163	100
Social Class	AB	169	15	169	15	169	15	169	15	169	15	168	14
	C1	289	25	289	25	290	25	290	25	290	25	290	25
	C2	215	19	215	19	215	19	215	18	216	19	216	19
	DE	489	42	489	42	488	42	489	42	488	42	489	42
Housewife Age	Under 25	58	5	58	5	57	5	58	5	58	5	58	5
	25 - 34	166	14	166	14	166	14	166	14	166	14	166	14
	35 - 44	226	19	226	19	226	19	226	19	226	19	226	19
	45 - 54	215	19	215	19	215	19	215	18	215	18	215	18
	55 - 64	192	17	192	17	192	17	192	17	192	17	192	17
	65 +	305	26	305	26	306	26	306	26	306	26	306	26
Size	1	363	31	363	31	363	31	363	31	364	31	364	31
	2	408	35	408	35	408	35	408	35	408	35	408	35
	3	186	16	186	16	186	16	186	16	186	16	186	16
	4+	205	18	205	18	205	18	206	18	205	18	205	18
Children	Without	867	75	867	75	867	75	868	75	868	75	868	75
	With	295	25	295	25	295	25	295	25	295	25	295	25

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2535	100	2535	100	2536	100	2536	100	2537	100	2538	100
Age	4 - 9	188	7	188	7	188	7	189	7	189	7	189	7
	10 - 15	211	8	210	8	210	8	209	8	210	8	210	8
	16 - 24	288	11	287	11	288	11	287	11	288	11	288	11
	25 - 34	306	12	307	12	307	12	307	12	307	12	307	12
	35 - 44	398	16	399	16	398	16	399	16	398	16	399	16
	45 - 54	365	14	365	14	366	14	365	14	365	14	365	14
	55 - 64	332	13	332	13	332	13	332	13	332	13	332	13
	65 +	447	18	447	18	447	18	448	18	448	18	448	18
Adults	Total	2136	100	2137	100	2138	100	2138	100	2138	100	2139	100
	AB	349	16	348	16	349	16	349	16	349	16	349	16
	C1	544	25	545	26	545	25	545	25	545	25	545	25
	C2	443	21	444	21	443	21	443	21	443	21	444	21
	DE	800	37	800	37	801	37	801	37	801	37	801	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2538	100	2539	100	2539	100	2540	100	2541	100	2541	100
Age	4 - 9	189	7	189	7	189	7	189	7	189	7	189	7
	10 - 15	210	8	210	8	210	8	210	8	210	8	210	8
	16 - 24	287	11	288	11	288	11	288	11	289	11	289	11
	25 - 34	307	12	307	12	307	12	307	12	307	12	307	12
	35 - 44	400	16	399	16	399	16	400	16	399	16	399	16
	45 - 54	364	14	365	14	365	14	365	14	365	14	366	14
	55 - 64	333	13	333	13	333	13	333	13	333	13	333	13
	65 +	448	18	448	18	448	18	448	18	449	18	448	18
Adults	Total	2139	100	2140	100	2140	100	2141	100	2142	100	2142	100
	AB	349	16	349	16	349	16	349	16	349	16	350	16
	C1	545	25	546	26	546	26	546	26	546	25	545	25
	C2	444	21	444	21	443	21	444	21	445	21	445	21
	DE	801	37	801	37	802	37	802	37	802	37	802	37

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1224	100	1224	100	1224	100	1224	100	1225	100	1225	100
Age	4 - 15	205	17	204	17	204	17	204	17	205	17	204	17
	16 - 24	144	12	144	12	144	12	143	12	144	12	144	12
	25 - 34	147	12	147	12	147	12	147	12	147	12	147	12
	35 - 44	193	16	193	16	192	16	194	16	193	16	194	16
	45 - 54	179	15	180	15	180	15	179	15	179	15	179	15
	55 - 64	163	13	163	13	163	13	163	13	163	13	163	13
	65 +	193	16	193	16	194	16	194	16	194	16	194	16
Adults		1019	100	1020	100	1020	100	1020	100	1020	100	1021	100
Total		176	17	175	17	175	17	175	17	175	17	175	17
AB		244	24	245	24	245	24	245	24	245	24	246	24
C1		237	23	238	23	237	23	238	23	238	23	238	23
C2		362	36	362	35	363	36	362	35	362	35	362	35
DE		566	56	567	56	567	56	567	56	567	56	567	56
Working F/T		453	44	453	44	453	44	453	44	453	44	454	44
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1225	100	1226	100	1226	100	1226	100	1227	100	1227	100
Age	4 - 15	205	17	205	17	205	17	205	17	205	17	205	17
	16 - 24	143	12	144	12	144	12	144	12	145	12	144	12
	25 - 34	147	12	147	12	147	12	147	12	147	12	147	12
	35 - 44	194	16	193	16	193	16	194	16	194	16	193	16
	45 - 54	179	15	180	15	180	15	179	15	179	15	180	15
	55 - 64	163	13	163	13	163	13	163	13	163	13	163	13
	65 +	194	16	194	16	194	16	194	16	194	16	195	16
Adults		1020	100	1021	100	1021	100	1021	100	1022	100	1022	100
Total		175	17	176	17	175	17	176	17	176	17	176	17
AB		245	24	245	24	246	24	245	24	245	24	245	24
C1		238	23	238	23	237	23	237	23	238	23	238	23
C2		362	35	362	35	363	36	363	36	363	36	363	36
DE		567	56	567	56	567	56	567	56	568	56	568	56
Working F/T		453	44	454	44	454	44	454	44	454	44	454	44
Not Working													

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1311	100	1311	100	1312	100	1312	100	1312	100
Age										
4 - 15	194	15	194	15	194	15	194	15	194	15
16 - 24	144	11	143	11	144	11	144	11	144	11
25 - 34	159	12	160	12	160	12	160	12	160	12
35 - 44	205	16	206	16	206	16	205	16	205	16
45 - 54	186	14	185	14	186	14	186	14	186	14
55 - 64	169	13	169	13	169	13	169	13	169	13
65 +	254	19	254	19	253	19	254	19	254	19
Adults										
Total	1117	100	1117	100	1118	100	1118	100	1118	100
AB	173	15	173	15	174	16	174	16	174	16
C1	300	27	300	27	300	27	300	27	300	27
C2	206	18	206	18	206	18	205	18	205	18
DE	438	39	438	39	438	39	439	39	439	39
Working F/T	313	28	312	28	313	28	313	28	312	28
Not Working	804	72	805	72	805	72	805	72	806	72

Table4b Female Individuals in ITV Households										
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1313	100	1313	100	1313	100	1314	100	1314	100
Age										
4 - 15	194	15	194	15	194	15	194	15	194	15
16 - 24	144	11	144	11	144	11	144	11	145	11
25 - 34	160	12	160	12	160	12	160	12	160	12
35 - 44	206	16	206	16	206	16	206	16	206	16
45 - 54	185	14	185	14	185	14	186	14	186	14
55 - 64	170	13	170	13	170	13	170	13	170	13
65 +	254	19	254	19	254	19	254	19	253	19
Adults										
Total	1119	100	1119	100	1119	100	1120	100	1120	100
AB	174	16	173	15	174	16	173	15	174	16
C1	300	27	301	27	300	27	301	27	300	27
C2	206	18	206	18	206	18	207	18	207	18
DE	439	39	439	39	439	39	439	39	439	39
Working F/T	313	28	314	28	314	28	314	28	313	28
Not Working	806	72	805	72	805	72	806	72	807	72

East

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2294	100	2295	100	2297	100	2299	100	2301	100	2302	100
TV Households		2250	98	2252	98	2254	98	2256	98	2257	98	2259	98
ITV Households		1778	78	1780	78	1782	78	1783	78	1784	78	1786	78

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2304	100	2306	100	2308	100	2309	100	2311	100	2313	100
TV Households	2261	98	2262	98	2264	98	2266	98	2268	98	2269	98
ITV Households	1787	78	1788	78	1790	78	1791	78	1792	78	1793	78

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1778	100	1780	100	1782	100	1783	100	1784	100	1786	100
Social Class	AB	355	20	354	20	355	20	355	20	356	20	356	20
	C1	511	29	511	29	511	29	512	29	512	29	512	29
	C2	343	19	344	19	344	19	344	19	344	19	345	19
	DE	569	32	571	32	572	32	572	32	572	32	573	32
Housewife Age	Under 25	88	5	88	5	88	5	88	5	88	5	90	5
	25 - 34	271	15	271	15	272	15	272	15	272	15	272	15
	35 - 44	357	20	357	20	358	20	358	20	358	20	358	20
	45 - 54	309	17	309	17	310	17	310	17	310	17	310	17
	55 - 64	306	17	307	17	307	17	307	17	307	17	307	17
	65 +	447	25	448	25	447	25	448	25	449	25	449	25
Size	1	493	28	495	28	495	28	496	28	495	28	496	28
	2	676	38	676	38	677	38	677	38	678	38	678	38
	3	260	15	260	15	260	15	261	15	261	15	261	15
	4+	349	20	349	20	350	20	349	20	350	20	351	20
Children	Without	1314	74	1315	74	1317	74	1318	74	1319	74	1320	74
	With	464	26	465	26	465	26	465	26	465	26	466	26

Table 2													
ITV Households													
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total ITV Households	1787	100	1788	100	1790	100	1791	100	1792	100	1793	100	
Social Class	AB	356	20	356	20	357	20	357	20	357	20	358	20
	C1	513	29	513	29	514	29	514	29	514	29	515	29
	C2	345	19	345	19	345	19	346	19	346	19	346	19
	DE	573	32	574	32	574	32	574	32	575	32	574	32
Housewife Age	Under 25	88	5	87	5	88	5	88	5	87	5	89	5
	25 - 34	272	15	273	15	273	15	273	15	273	15	274	15
	35 - 44	359	20	359	20	359	20	359	20	360	20	360	20
	45 - 54	311	17	311	17	311	17	311	17	312	17	312	17
	55 - 64	308	17	308	17	308	17	308	17	309	17	309	17
	65 +	449	25	450	25	451	25	452	25	451	25	449	25
Size	1	497	28	497	28	497	28	498	28	497	28	498	28
	2	679	38	679	38	680	38	680	38	681	38	681	38
	3	261	15	261	15	262	15	262	15	262	15	262	15
	4+	350	20	351	20	351	20	351	20	352	20	352	20
Children	Without	1321	74	1321	74	1323	74	1324	74	1324	74	1326	74
	With	466	26	467	26	467	26	467	26	468	26	467	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		3989	100	3992	100	3995	100	3998	100	4001	100	4004	100
Age	4 - 9	309	8	309	8	310	8	310	8	309	8	310	8
	10 - 15	328	8	328	8	328	8	328	8	329	8	329	8
	16 - 24	426	11	426	11	426	11	427	11	427	11	428	11
	25 - 34	506	13	507	13	507	13	507	13	508	13	508	13
	35 - 44	636	16	636	16	637	16	638	16	638	16	638	16
	45 - 54	561	14	563	14	563	14	563	14	564	14	564	14
	55 - 64	536	13	536	13	536	13	537	13	537	13	538	13
	65 +	687	17	687	17	688	17	688	17	689	17	689	17
Adults	Total	3352	100	3355	100	3357	100	3360	100	3363	100	3365	100
	AB	724	22	725	22	725	22	726	22	726	22	726	22
	C1	978	29	978	29	980	29	980	29	981	29	982	29
	C2	716	21	717	21	717	21	717	21	719	21	719	21
	DE	934	28	935	28	935	28	937	28	937	28	938	28

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		4007	100	4010	100	4013	100	4016	100	4019	100	4022	100
Age	4 - 9	310	8	310	8	310	8	311	8	311	8	312	8
	10 - 15	329	8	330	8	330	8	330	8	330	8	330	8
	16 - 24	427	11	428	11	428	11	429	11	429	11	430	11
	25 - 34	509	13	509	13	510	13	509	13	510	13	510	13
	35 - 44	639	16	639	16	640	16	641	16	641	16	641	16
	45 - 54	564	14	566	14	565	14	566	14	566	14	567	14
	55 - 64	538	13	538	13	539	13	539	13	540	13	540	13
	65 +	691	17	690	17	691	17	691	17	692	17	692	17
Adults	Total	3368	100	3370	100	3373	100	3375	100	3378	100	3380	100
	AB	727	22	728	22	728	22	729	22	730	22	730	22
	C1	983	29	983	29	984	29	985	29	985	29	986	29
	C2	719	21	720	21	720	21	720	21	721	21	722	21
	DE	939	28	939	28	941	28	941	28	942	28	942	28

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Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1973	100	1974	100	1976	100	1977	100	1979	100	1980	100
Age	4 - 15	326	17	326	17	327	17	327	17	327	17	327	17
	16 - 24	219	11	220	11	220	11	221	11	221	11	221	11
	25 - 34	250	13	250	13	250	13	249	13	250	13	250	13
	35 - 44	320	16	320	16	321	16	321	16	321	16	321	16
	45 - 54	282	14	282	14	282	14	283	14	283	14	283	14
	55 - 64	265	13	266	13	266	13	266	13	266	13	266	13
65 +		311	16	310	16	310	16	310	16	311	16	312	16
Adults	Total	1647	100	1648	100	1649	100	1650	100	1652	100	1653	100
	AB	366	22	366	22	367	22	366	22	367	22	368	22
	C1	462	28	462	28	462	28	463	28	463	28	463	28
	C2	386	23	386	23	386	23	386	23	387	23	387	23
	DE	433	26	434	26	434	26	435	26	435	26	435	26
	Working F/T	1060	64	1061	64	1062	64	1062	64	1064	64	1064	64
	Not Working	587	36	587	36	587	36	588	36	588	36	589	36

Table4b													
Female Individuals in ITV Households													
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Females 4+	2025	100	2027	100	2028	100	2030	100	2031	100	2033	100	
Age	4 - 15	312	15	312	15	313	15	313	15	312	15	313	15
	16 - 24	207	10	207	10	206	10	208	10	207	10	208	10
	25 - 34	258	13	258	13	258	13	258	13	259	13	259	13
	35 - 44	317	16	318	16	318	16	318	16	318	16	319	16
	45 - 54	281	14	282	14	282	14	282	14	283	14	282	14
	55 - 64	272	13	272	13	272	13	272	13	272	13	273	13
	65 +	378	19	378	19	379	19	379	19	380	19	379	19
Adults	Total	1713	100	1715	100	1715	100	1717	100	1719	100	1720	100
	AB	360	21	360	21	360	21	360	21	361	21	360	21
	C1	518	30	519	30	520	30	520	30	520	30	521	30
	C2	332	19	333	19	332	19	333	19	334	19	334	19
	DE	503	29	503	29	503	29	504	29	504	29	505	29
	Working F/T	525	31	525	31	525	31	525	31	526	31	527	31
	Not Working	1188	69	1190	69	1190	69	1192	69	1193	69	1193	69

South West

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	908	100	908	100	909	100	910	100	910	100	911	100
TV Households	889	98	890	98	891	98	892	98	892	98	893	98
ITV Households	740	81	741	82	741	82	742	82	742	82	743	82

Table 1													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		912	100	913	100	913	100	914	100	915	100	916	100
TV Households		894	98	894	98	895	98	896	98	897	98	897	98
ITV Households		743	81	744	81	744	81	745	82	746	82	746	81

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		740	100	741	100	741	100	742	100	742	100	743	100
Social Class	AB	138	19	139	19	139	19	139	19	139	19	139	19
	C1	222	30	222	30	222	30	223	30	223	30	223	30
	C2	159	21	159	21	159	21	159	21	159	21	160	22
	DE	221	30	221	30	221	30	221	30	221	30	221	30
Housewife Age	Under 25	34	5	35	5	33	4	33	4	33	4	33	4
	25 - 34	96	13	96	13	96	13	96	13	96	13	97	13
	35 - 44	131	18	131	18	131	18	131	18	131	18	132	18
	45 - 54	128	17	128	17	128	17	129	17	129	17	129	17
	55 - 64	135	18	135	18	136	18	136	18	136	18	136	18
	65 +	216	29	216	29	217	29	217	29	217	29	216	29
Size	1	221	30	222	30	222	30	222	30	222	30	222	30
	2	286	39	286	39	287	39	287	39	287	39	287	39
	3	98	13	98	13	99	13	99	13	99	13	99	13
	4+	135	18	135	18	133	18	134	18	134	18	135	18
Children	Without	556	75	556	75	557	75	557	75	558	75	558	75
	With	184	25	185	25	184	25	185	25	184	25	185	25

Table 2												
ITV Households												
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	743	100	744	100	744	100	745	100	746	100	746	100
Social Class												
AB	138	19	139	19	138	19	139	19	139	19	140	19
C1	223	30	223	30	224	30	224	30	224	30	224	30
C2	160	22	160	22	160	22	160	21	160	21	160	21
DE	222	30	222	30	222	30	222	30	223	30	222	30
Housewife Age												
Under 25	32	4	33	4	32	4	33	4	34	5	33	4
25 - 34	97	13	97	13	97	13	97	13	97	13	97	13
35 - 44	132	18	132	18	132	18	132	18	132	18	132	18
45 - 54	129	17	129	17	129	17	129	17	129	17	129	17
55 - 64	136	18	136	18	136	18	136	18	136	18	137	18
65 +	217	29	217	29	218	29	218	29	218	29	218	29
Size												
1	223	30	222	30	223	30	223	30	224	30	223	30
2	287	39	288	39	288	39	288	39	288	39	289	39
3	99	13	99	13	99	13	99	13	99	13	99	13
4+	134	18	135	18	134	18	135	18	135	18	135	18
Children												
Without	558	75	559	75	559	75	560	75	560	75	560	75
With	185	25	185	25	185	25	185	25	186	25	186	25

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1622	100	1623	100	1625	100	1626	100	1627	100	1629	100
Age	4 - 9	130	8	131	8	131	8	131	8	131	8	131	8
	10 - 15	137	8	137	8	137	8	137	8	137	8	138	8
	16 - 24	154	9	153	9	154	9	154	9	154	9	154	9
	25 - 34	180	11	181	11	180	11	180	11	181	11	181	11
	35 - 44	232	14	231	14	233	14	233	14	232	14	233	14
	45 - 54	229	14	230	14	228	14	229	14	229	14	230	14
	55 - 64	226	14	226	14	227	14	227	14	227	14	227	14
65 +	334	21	334	21	335	21	335	21	336	21	335	21	
Adults	Total	1355	100	1355	100	1357	100	1358	100	1359	100	1360	100
	AB	275	20	274	20	275	20	275	20	275	20	275	20
	C1	409	30	410	30	410	30	410	30	411	30	411	30
	C2	323	24	323	24	324	24	325	24	324	24	325	24
	DE	348	26	348	26	348	26	348	26	349	26	349	26

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1630	100	1631	100	1632	100	1634	100	1635	100	1636	100
Age	4 - 9	131	8	131	8	131	8	131	8	132	8	132	8
	10 - 15	138	8	138	8	138	8	138	8	138	8	138	8
	16 - 24	154	9	154	9	154	9	154	9	154	9	155	9
	25 - 34	181	11	181	11	182	11	182	11	182	11	182	11
	35 - 44	233	14	234	14	233	14	234	14	234	14	234	14
	45 - 54	230	14	230	14	230	14	230	14	230	14	230	14
	55 - 64	227	14	228	14	228	14	228	14	228	14	228	14
	65 +	336	21	335	21	336	21	337	21	337	21	337	21
Adults	Total	1361	100	1362	100	1363	100	1365	100	1365	100	1366	100
	AB	276	20	276	20	276	20	276	20	276	20	277	20
	C1	411	30	411	30	412	30	412	30	413	30	413	30
	C2	325	24	325	24	325	24	327	24	326	24	325	24
	DE	349	26	350	26	350	26	350	26	350	26	351	26

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		790	100	790	100	791	100	792	100	792	100	793	100
Age	4 - 15	133	17	134	17	134	17	134	17	134	17	134	17
	16 - 24	81	10	81	10	81	10	81	10	81	10	81	10
	25 - 34	89	11	89	11	89	11	89	11	89	11	89	11
	35 - 44	114	14	114	14	115	15	114	14	114	14	114	14
	45 - 54	117	15	117	15	116	15	117	15	117	15	118	15
	55 - 64	105	13	105	13	105	13	106	13	105	13	105	13
	65 +	151	19	150	19	151	19	151	19	152	19	152	19
Adults	Total	657	100	656	100	657	100	658	100	658	100	659	100
	AB	141	21	141	21	141	21	141	21	141	21	141	21
	C1	195	30	195	30	195	30	195	30	196	30	196	30
	C2	170	26	169	26	170	26	171	26	170	26	171	26
	DE	151	23	151	23	151	23	151	23	151	23	151	23
	Working F/T	377	57	375	57	376	57	377	57	377	57	377	57
	Not Working	280	43	281	43	281	43	281	43	281	43	282	43

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		794	100	794	100	795	100	795	100	796	100	796	100
Age	4 - 15	134	17	134	17	135	17	134	17	135	17	134	17
	16 - 24	82	10	81	10	81	10	81	10	81	10	82	10
	25 - 34	89	11	89	11	90	11	90	11	89	11	89	11
	35 - 44	114	14	115	14	114	14	114	14	115	14	115	14
	45 - 54	118	15	118	15	118	15	118	15	118	15	118	15
	55 - 64	105	13	106	13	105	13	106	13	106	13	106	13
	65 +	152	19	151	19	152	19	152	19	152	19	152	19
Adults	Total	660	100	660	100	660	100	661	100	661	100	662	100
	AB	142	22	142	22	142	22	142	21	142	21	143	22
	C1	195	30	195	30	196	30	196	30	196	30	196	30
	C2	171	26	171	26	170	26	171	26	171	26	171	26
	DE	152	23	152	23	152	23	152	23	152	23	152	23
	Working F/T	378	57	378	57	378	57	379	57	379	57	379	57
	Not Working	282	43	282	43	282	43	282	43	282	43	283	43

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	832	100	833	100	834	100	834	100	835	100
Age										
4 - 15	134	16	134	16	134	16	134	16	134	16
16 - 24	73	9	72	9	73	9	73	9	73	9
25 - 34	91	11	92	11	91	11	91	11	92	11
35 - 44	118	14	117	14	118	14	119	14	118	14
45 - 54	112	13	113	14	112	13	112	13	112	13
55 - 64	121	15	121	15	122	15	121	15	122	15
65 +	183	22	184	22	184	22	184	22	184	22
Adults										
Total	698	100	699	100	700	100	700	100	701	100
AB	134	19	133	19	134	19	134	19	134	19
C1	214	31	215	31	215	31	215	31	215	31
C2	153	22	154	22	154	22	154	22	154	22
DE	197	28	197	28	197	28	197	28	198	28
Working F/T	185	27	186	27	186	27	185	26	186	27
Not Working	513	73	513	73	514	73	515	74	515	73

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		836	100	837	100	837	100	839	100	839	100	840	100
Age	4 - 15	135	16	135	16	134	16	135	16	135	16	136	16
	16 - 24	72	9	73	9	73	9	73	9	73	9	73	9
	25 - 34	92	11	92	11	92	11	92	11	93	11	93	11
	35 - 44	119	14	119	14	119	14	120	14	119	14	119	14
	45 - 54	112	13	112	13	112	13	112	13	112	13	112	13
	55 - 64	122	15	122	15	123	15	122	15	122	15	122	15
65 +		184	22	184	22	184	22	185	22	185	22	185	22
Adults	Total	701	100	702	100	703	100	704	100	704	100	704	100
	AB	134	19	134	19	134	19	134	19	134	19	134	19
	C1	216	31	216	31	216	31	216	31	217	31	217	31
	C2	154	22	154	22	155	22	156	22	155	22	154	22
	DE	197	28	198	28	198	28	198	28	198	28	199	28
	Working F/T	186	27	186	26	186	26	186	26	187	27	187	27
	Not Working	515	73	516	74	517	74	518	74	517	73	517	73

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Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	645	100	645	100	645	100	645	100	646	100	646	100
TV Households	623	97	623	97	623	97	623	97	623	96	623	96
ITV Households	623	97	623	97	623	97	623	97	623	96	623	96

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	646	100	646	100	646	100	646	100	646	100	647	100
TV Households	623	96	623	96	624	97	624	97	623	96	624	96
ITV Households	623	96	623	96	624	97	624	97	623	96	624	96

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		623	100	623	100	623	100	623	100	623	100	623	100
Social Class	AB	85	14	85	14	85	14	85	14	85	14	85	14
	C1	152	24	152	24	152	24	152	24	152	24	152	24
	C2	129	21	129	21	129	21	129	21	129	21	129	21
	DE	257	41	257	41	257	41	257	41	257	41	257	41
Housewife Age	Under 25	24	4	24	4	25	4	25	4	25	4	24	4
	25 - 34	109	17	109	17	109	17	109	17	109	17	109	17
	35 - 44	138	22	138	22	138	22	138	22	138	22	139	22
	45 - 54	114	18	114	18	114	18	114	18	114	18	114	18
	55 - 64	99	16	99	16	99	16	99	16	99	16	99	16
	65 +	139	22	139	22	138	22	138	22	138	22	138	22
Size	1	164	26	163	26	163	26	163	26	163	26	163	26
	2	185	30	186	30	186	30	186	30	186	30	186	30
	3	99	16	99	16	99	16	99	16	99	16	99	16
	4+	175	28	175	28	175	28	175	28	175	28	175	28
Children	Without	422	68	422	68	422	68	422	68	422	68	422	68
	With	201	32	201	32	201	32	201	32	201	32	201	32

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		623	100	623	100	624	100	624	100	623	100	624	100
Social Class	AB	85	14	85	14	86	14	86	14	86	14	86	14
	C1	152	24	152	24	152	24	152	24	152	24	152	24
	C2	129	21	129	21	129	21	129	21	129	21	129	21
	DE	257	41	257	41	257	41	257	41	256	41	257	41
Housewife Age	Under 25	24	4	24	4	25	4	24	4	24	4	24	4
	25 - 34	109	17	109	17	109	17	109	17	109	17	110	18
	35 - 44	139	22	139	22	139	22	139	22	139	22	139	22
	45 - 54	114	18	114	18	114	18	114	18	114	18	114	18
	55 - 64	99	16	99	16	99	16	99	16	99	16	99	16
	65 +	138	22	138	22	138	22	139	22	138	22	138	22
Size	1	163	26	163	26	163	26	164	26	163	26	163	26
	2	186	30	186	30	186	30	186	30	186	30	186	30
	3	99	16	99	16	99	16	99	16	99	16	99	16
	4+	175	28	175	28	176	28	175	28	175	28	176	28
Children	Without	422	68	423	68	423	68	423	68	422	68	423	68
	With	201	32	200	32	201	32	201	32	201	32	201	32

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1568	100	1568	100	1568	100	1569	100	1569	100	1569	100
Age	4 - 9	143	9	143	9	143	9	144	9	143	9	143	9
	10 - 15	156	10	156	10	156	10	155	10	156	10	156	10
	16 - 24	209	13	210	13	209	13	209	13	209	13	209	13
	25 - 34	223	14	223	14	223	14	223	14	224	14	224	14
	35 - 44	253	16	252	16	253	16	253	16	252	16	252	16
	45 - 54	203	13	203	13	203	13	203	13	203	13	203	13
	55 - 64	169	11	169	11	169	11	170	11	170	11	170	11
	65 +	212	14	212	14	212	14	212	14	212	14	212	14
Adults	Total	1269	100	1269	100	1269	100	1270	100	1270	100	1270	100
	AB	191	15	191	15	191	15	191	15	191	15	191	15
	C1	332	26	332	26	332	26	332	26	332	26	332	26
	C2	302	24	301	24	301	24	302	24	302	24	302	24
	DE	444	35	445	35	445	35	445	35	445	35	445	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1570	100	1570	100	1571	100	1571	100	1571	100	1572	100
Age	4 - 9	144	9	144	9	144	9	144	9	144	9	144	9
	10 - 15	156	10	156	10	156	10	156	10	156	10	156	10
	16 - 24	209	13	209	13	209	13	209	13	209	13	209	13
	25 - 34	224	14	223	14	224	14	224	14	224	14	224	14
	35 - 44	252	16	253	16	253	16	253	16	253	16	253	16
	45 - 54	203	13	203	13	203	13	202	13	203	13	203	13
	55 - 64	170	11	170	11	170	11	170	11	170	11	170	11
	65 +	212	14	212	14	212	13	213	14	212	13	213	14
Adults	Total	1270	100	1270	100	1271	100	1271	100	1271	100	1272	100
	AB	191	15	192	15	192	15	192	15	192	15	192	15
	C1	332	26	332	26	332	26	332	26	332	26	332	26
	C2	302	24	301	24	302	24	302	24	302	24	302	24
	DE	445	35	445	35	445	35	445	35	445	35	446	35

Table4a Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		766	100	765	100	765	100	766	100	766	100	766	100
Age	4 - 15	154	20	154	20	154	20	154	20	154	20	154	20
	16 - 24	106	14	106	14	106	14	106	14	106	14	106	14
	25 - 34	110	14	109	14	109	14	109	14	110	14	110	14
	35 - 44	123	16	123	16	123	16	124	16	123	16	123	16
	45 - 54	100	13	100	13	100	13	100	13	100	13	100	13
	55 - 64	82	11	82	11	82	11	82	11	82	11	82	11
	65 +	91	12	91	12	91	12	91	12	91	12	91	12
Adults													
Total		612	100	611	100	611	100	612	100	612	100	612	100
AB		93	15	93	15	93	15	93	15	93	15	93	15
C1		160	26	160	26	160	26	160	26	160	26	160	26
C2		162	26	161	26	161	26	162	26	162	26	162	26
DE		197	32	197	32	197	32	197	32	197	32	197	32
Working F/T		367	60	366	60	366	60	366	60	367	60	367	60
Not Working		245	40	245	40	245	40	246	40	245	40	245	40

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		766	100	766	100	767	100	767	100	767	100	767	100
Age	4 - 15	154	20	155	20	155	20	155	20	155	20	154	20
	16 - 24	106	14	106	14	106	14	107	14	106	14	107	14
	25 - 34	110	14	109	14	110	14	109	14	110	14	109	14
	35 - 44	123	16	124	16	123	16	124	16	124	16	123	16
	45 - 54	100	13	99	13	100	13	99	13	99	13	100	13
	55 - 64	82	11	82	11	82	11	82	11	82	11	82	11
	65 +	91	12	91	12	91	12	91	12	91	12	92	12
Adults	Total	612	100	611	100	612	100	612	100	612	100	613	100
	AB	93	15	93	15	94	15	94	15	94	15	94	15
	C1	160	26	160	26	160	26	160	26	160	26	160	26
	C2	162	26	161	26	161	26	161	26	162	26	162	26
	DE	197	32	197	32	197	32	197	32	196	32	197	32
	Working F/T	367	60	366	60	367	60	367	60	367	60	367	60
	Not Working	245	40	245	40	245	40	245	40	245	40	246	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	802	100	803	100	803	100	803	100	803	100	803	100
Age												
4 - 15	145	18	145	18	145	18	145	18	145	18	145	18
16 - 24	103	13	104	13	103	13	103	13	103	13	103	13
25 - 34	113	14	114	14	114	14	114	14	114	14	114	14
35 - 44	130	16	129	16	130	16	129	16	129	16	129	16
45 - 54	103	13	103	13	103	13	103	13	103	13	103	13
55 - 64	87	11	87	11	87	11	88	11	88	11	88	11
65 +	121	15	121	15	121	15	121	15	121	15	121	15
Adults												
Total	657	100	658	100	658	100	658	100	658	100	658	100
AB	98	15	98	15	98	15	98	15	98	15	98	15
C1	172	26	172	26	172	26	172	26	172	26	172	26
C2	140	21	140	21	140	21	140	21	140	21	140	21
DE	247	38	248	38	248	38	248	38	248	38	248	38
Working F/T	201	31	202	31	202	31	202	31	202	31	201	31
Not Working	456	69	456	69	456	69	456	69	456	69	457	69

Table4b Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		804	100	804	100	804	100	804	100	804	100	805	100
Age	4 - 15	146	18	145	18	145	18	145	18	145	18	146	18
	16 - 24	103	13	103	13	103	13	102	13	103	13	102	13
	25 - 34	114	14	114	14	114	14	115	14	114	14	115	14
	35 - 44	129	16	129	16	130	16	129	16	129	16	130	16
	45 - 54	103	13	104	13	103	13	103	13	104	13	103	13
	55 - 64	88	11	88	11	88	11	88	11	88	11	88	11
65 +		121	15	121	15	121	15	122	15	121	15	121	15
Adults	Total	658	100	659	100	659	100	659	100	659	100	659	100
	AB	98	15	99	15	98	15	98	15	98	15	98	15
	C1	172	26	172	26	172	26	172	26	172	26	172	26
	C2	140	21	140	21	141	21	141	21	140	21	140	21
	DE	248	38	248	38	248	38	248	38	249	38	249	38
	Working F/T	201	31	203	31	202	31	202	31	202	31	202	31
	Not Working	457	69	456	69	457	69	457	69	457	69	457	69

Border

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	342	100	342	100	342	100	342	100	342	100	343	100
TV Households	336	98	337	99	337	99	337	99	337	99	337	98
ITV Households	301	88	301	88	302	88	302	88	302	88	302	88

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	343	100	343	100	343	100	343	100	343	100	344	100
TV Households	337	98	338	99	338	99	338	99	338	99	338	98
ITV Households	302	88	302	88	302	88	302	88	303	88	303	88

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		301	100	301	100	302	100	302	100	302	100	302	100
Social Class	AB	58	19	57	19	58	19	58	19	58	19	58	19
	C1	76	25	76	25	76	25	76	25	76	25	76	25
	C2	66	22	66	22	66	22	66	22	66	22	66	22
	DE	101	34	102	34	102	34	102	34	102	34	102	34
Housewife Age	Under 25	12	4	12	4	12	4	12	4	12	4	12	4
	25 - 34	38	13	38	13	39	13	39	13	39	13	39	13
	35 - 44	59	20	59	20	59	20	59	20	59	20	59	20
	45 - 54	49	16	49	16	49	16	49	16	49	16	49	16
	55 - 64	56	19	56	19	56	19	56	19	56	19	56	19
	65 +	87	29	87	29	87	29	87	29	87	29	87	29
Size	1	90	30	90	30	91	30	91	30	91	30	91	30
	2	118	39	118	39	118	39	118	39	118	39	118	39
	3	41	14	41	14	41	14	41	14	41	14	41	14
	4+	52	17	52	17	52	17	52	17	52	17	52	17
Children	Without	229	76	229	76	229	76	230	76	230	76	230	76
	With	72	24	72	24	73	24	72	24	72	24	72	24

Table 2												
ITV Households												
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	302	100	302	100	302	100	302	100	303	100	303	100
Social Class												
AB	58	19	58	19	58	19	58	19	59	19	59	19
C1	76	25	76	25	76	25	76	25	76	25	76	25
C2	66	22	66	22	66	22	66	22	66	22	66	22
DE	102	34	102	34	102	34	102	34	102	34	102	34
Housewife Age												
Under 25	12	4	12	4	12	4	12	4	12	4	12	4
25 - 34	39	13	39	13	39	13	39	13	39	13	39	13
35 - 44	59	20	59	20	59	20	59	20	59	19	59	19
45 - 54	49	16	49	16	49	16	49	16	50	17	50	17
55 - 64	56	19	56	19	56	19	56	19	56	18	56	18
65 +	87	29	87	29	87	29	87	29	87	29	87	29
Size												
1	91	30	91	30	91	30	91	30	91	30	91	30
2	118	39	118	39	118	39	118	39	118	39	118	39
3	41	14	41	14	41	14	41	14	41	14	41	14
4+	52	17	52	17	52	17	52	17	53	17	53	17
Children												
Without	230	76	230	76	230	76	230	76	230	76	230	76
With	72	24	72	24	72	24	72	24	73	24	73	24

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		646	100	646	100	647	100	647	100	647	100	647	100
Age	4 - 9	45	7	45	7	45	7	45	7	45	7	44	7
	10 - 15	52	8	52	8	52	8	52	8	52	8	52	8
	16 - 24	56	9	55	9	56	9	56	9	56	9	56	9
	25 - 34	71	11	72	11	72	11	71	11	72	11	72	11
	35 - 44	105	16	105	16	104	16	105	16	104	16	105	16
	45 - 54	87	13	87	13	87	13	87	13	87	13	87	13
	55 - 64	97	15	97	15	98	15	98	15	98	15	98	15
65 +		133	21	133	21	133	21	133	21	133	21	133	21
Adults	Total	549	100	549	100	550	100	550	100	550	100	551	100
	AB	111	20	110	20	111	20	110	20	110	20	110	20
	C1	139	25	140	26	139	25	140	25	140	25	140	25
	C2	130	24	131	24	131	24	131	24	131	24	131	24
	DE	169	31	168	31	169	31	169	31	169	31	170	31

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		648	100	648	100	648	100	649	100	649	100	649	100
Age	4 - 9	45	7	45	7	45	7	45	7	45	7	45	7
	10 - 15	52	8	52	8	52	8	52	8	52	8	52	8
	16 - 24	56	9	56	9	56	9	56	9	56	9	56	9
	25 - 34	72	11	72	11	72	11	72	11	72	11	72	11
	35 - 44	105	16	105	16	105	16	105	16	105	16	105	16
	45 - 54	87	13	87	13	87	13	87	13	88	14	87	13
	55 - 64	98	15	98	15	98	15	98	15	98	15	98	15
	65 +	133	21	133	21	133	21	134	21	133	20	134	21
Adults	Total	551	100	551	100	551	100	552	100	552	100	552	100
	AB	110	20	111	20	111	20	111	20	111	20	111	20
	C1	140	25	139	25	139	25	140	25	140	25	140	25
	C2	131	24	131	24	131	24	131	24	131	24	131	24
	DE	170	31	170	31	170	31	170	31	170	31	170	31

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		313	100	313	100	314	100	314	100	314	100	314	100
Age	4 - 15	47	15	47	15	48	15	48	15	48	15	47	15
	16 - 24	29	9	28	9	29	9	29	9	29	9	29	9
	25 - 34	35	11	36	12	35	11	34	11	35	11	35	11
	35 - 44	51	16	51	16	50	16	51	16	50	16	51	16
	45 - 54	44	14	44	14	44	14	44	14	44	14	44	14
	55 - 64	47	15	47	15	48	15	48	15	48	15	48	15
65 +		60	19	60	19	60	19	60	19	60	19	60	19
Adults		266	100	266	100	266	100	266	100	266	100	267	100
Total		56	21	55	21	56	21	55	21	55	21	55	21
AB		63	24	64	24	63	24	64	24	64	24	64	24
C1		69	26	69	26	69	26	70	26	70	26	70	26
C2		78	29	78	29	78	29	77	29	77	29	78	29
DE		156	59	156	59	156	59	156	59	156	59	157	59
Working F/T		110	41	110	41	110	41	110	41	110	41	110	41
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		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	47	15	47	15	47	15	47	15	47	15	48	15
	16 - 24	29	9	29	9	29	9	29	9	29	9	29	9
	25 - 34	35	11	35	11	35	11	35	11	35	11	35	11
	35 - 44	51	16	51	16	51	16	51	16	52	17	51	16
	45 - 54	44	14	44	14	44	14	44	14	44	14	44	14
	55 - 64	48	15	48	15	48	15	48	15	48	15	48	15
65 +		60	19	60	19	60	19	61	19	60	19	60	19
Adults	Total	267	100	267	100	267	100	268	100	268	100	267	100
	AB	55	21	55	21	56	21	56	21	56	21	56	21
	C1	64	24	64	24	63	24	64	24	64	24	64	24
	C2	70	26	70	26	70	26	70	26	70	26	69	26
	DE	78	29	78	29	78	29	78	29	78	29	78	29
	Working F/T	157	59	157	59	157	59	157	59	157	59	157	59
	Not Working	110	41	110	41	110	41	111	41	111	41	110	41

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	333	100	333	100	333	100	333	100	333	100
Age										
4 - 15	50	15	50	15	49	15	49	15	49	15
16 - 24	27	8	27	8	27	8	27	8	27	8
25 - 34	36	11	36	11	37	11	37	11	37	11
35 - 44	54	16	54	16	54	16	54	16	54	16
45 - 54	43	13	43	13	43	13	43	13	43	13
55 - 64	50	15	50	15	50	15	50	15	50	15
65 +	73	22	73	22	73	22	73	22	73	22
Adults										
Total	283	100	283	100	284	100	284	100	284	100
AB	55	19	55	19	55	19	55	19	55	19
C1	76	27	76	27	76	27	76	27	76	27
C2	61	22	62	22	62	22	61	21	61	21
DE	91	32	90	32	91	32	92	32	92	32
Working F/T	76	27	76	27	77	27	77	27	77	27
Not Working	207	73	207	73	207	73	207	73	208	73

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		334	100	334	100	334	100	334	100	334	100	334	100
Age	4 - 15	50	15	50	15	50	15	50	15	50	15	49	15
	16 - 24	27	8	27	8	27	8	27	8	27	8	27	8
	25 - 34	37	11	37	11	37	11	37	11	37	11	37	11
	35 - 44	54	16	54	16	54	16	54	16	53	16	54	16
	45 - 54	43	13	43	13	43	13	43	13	44	13	43	13
	55 - 64	50	15	50	15	50	15	50	15	50	15	50	15
65 +		73	22	73	22	73	22	73	22	73	22	74	22
Adults	Total	284	100	284	100	284	100	284	100	284	100	285	100
	AB	55	19	56	20	55	19	55	19	55	19	55	19
	C1	76	27	75	26	76	27	76	27	76	27	76	27
	C2	61	21	61	21	61	21	61	21	61	21	62	22
	DE	92	32	92	32	92	32	92	32	92	32	92	32
	Working F/T	77	27	76	27	77	27	77	27	77	27	77	27
	Not Working	207	73	208	73	207	73	207	73	207	73	208	73

West

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1306	100	1306	100	1307	100	1308	100	1309	100	1310	100
TV Households	1282	98	1283	98	1284	98	1285	98	1286	98	1287	98
ITV Households	1040	80	1040	80	1041	80	1042	80	1043	80	1044	80

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1311	100	1312	100	1313	100	1314	100	1315	100	1316	100
TV Households	1287	98	1288	98	1289	98	1290	98	1291	98	1292	98
ITV Households	1044	80	1045	80	1046	80	1047	80	1047	80	1048	80

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1040	100	1040	100	1041	100	1042	100	1043	100	1044	100
Social Class	AB	152	15	152	15	152	15	152	15	152	15	153	15
	C1	319	31	319	31	320	31	320	31	320	31	320	31
	C2	223	21	223	21	224	22	224	21	224	21	224	21
	DE	346	33	346	33	345	33	346	33	347	33	347	33
Housewife Age	Under 25	53	5	53	5	54	5	53	5	53	5	53	5
	25 - 34	173	17	173	17	173	17	173	17	173	17	173	17
	35 - 44	216	21	216	21	216	21	217	21	217	21	217	21
	45 - 54	180	17	180	17	180	17	181	17	181	17	181	17
	55 - 64	168	16	168	16	168	16	168	16	168	16	168	16
	65 +	250	24	250	24	250	24	250	24	251	24	252	24
Size	1	292	28	292	28	292	28	293	28	293	28	294	28
	2	387	37	387	37	388	37	388	37	388	37	389	37
	3	159	15	159	15	159	15	159	15	159	15	159	15
	4+	202	19	202	19	202	19	202	19	203	19	202	19
Children	Without	772	74	772	74	773	74	773	74	774	74	775	74
	With	268	26	268	26	268	26	269	26	269	26	269	26

ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1044	100	1045	100	1046	100	1047	100	1047	100	1048	100
Social Class	AB	152	15	153	15	152	15	153	15	152	15	153	15
	C1	321	31	321	31	321	31	321	31	322	31	322	31
	C2	224	21	224	21	225	22	225	21	225	21	225	21
	DE	347	33	347	33	348	33	348	33	348	33	348	33
Housewife Age	Under 25	53	5	53	5	53	5	54	5	52	5	53	5
	25 - 34	174	17	174	17	174	17	174	17	174	17	174	17
	35 - 44	217	21	217	21	217	21	217	21	218	21	218	21
	45 - 54	181	17	181	17	181	17	181	17	182	17	182	17
	55 - 64	168	16	169	16	169	16	169	16	169	16	169	16
	65 +	251	24	251	24	252	24	252	24	252	24	252	24
Size	1	294	28	293	28	294	28	294	28	294	28	295	28
	2	389	37	389	37	389	37	390	37	390	37	390	37
	3	159	15	160	15	160	15	160	15	160	15	160	15
	4+	202	19	203	19	203	19	203	19	203	19	203	19
Children	Without	775	74	776	74	776	74	777	74	778	74	778	74
	With	269	26	269	26	270	26	270	26	269	26	270	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2338	100	2340	100	2342	100	2343	100	2345	100	2347	100
Age	4 - 9	179	8	179	8	179	8	179	8	180	8	180	8
	10 - 15	194	8	194	8	194	8	194	8	194	8	194	8
	16 - 24	258	11	259	11	259	11	259	11	259	11	260	11
	25 - 34	311	13	311	13	312	13	312	13	312	13	312	13
	35 - 44	387	17	387	17	387	17	387	17	388	17	388	17
	45 - 54	322	14	322	14	322	14	322	14	322	14	323	14
	55 - 64	304	13	304	13	304	13	305	13	305	13	305	13
65 +		383	16	384	16	385	16	385	16	385	16	385	16
Adults	Total	1965	100	1967	100	1969	100	1970	100	1971	100	1973	100
	AB	310	16	311	16	311	16	311	16	311	16	312	16
	C1	638	32	638	32	639	32	640	32	640	32	640	32
	C2	445	23	446	23	446	23	446	23	447	23	447	23
	DE	572	29	572	29	573	29	573	29	573	29	574	29

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2348	100	2350	100	2352	100	2354	100	2355	100	2357	100
Age	4 - 9	180	8	179	8	180	8	180	8	180	8	180	8
	10 - 15	194	8	195	8	195	8	195	8	195	8	196	8
	16 - 24	260	11	260	11	260	11	261	11	261	11	261	11
	25 - 34	312	13	313	13	313	13	313	13	313	13	313	13
	35 - 44	388	17	388	17	389	17	389	17	389	17	390	17
	45 - 54	323	14	324	14	324	14	323	14	324	14	324	14
	55 - 64	305	13	305	13	306	13	306	13	306	13	306	13
	65 +	386	16	386	16	385	16	387	16	387	16	387	16
Adults	Total	1974	100	1976	100	1977	100	1979	100	1980	100	1981	100
	AB	312	16	312	16	312	16	313	16	313	16	313	16
	C1	641	32	641	32	642	32	642	32	642	32	643	32
	C2	447	23	448	23	448	23	448	23	449	23	449	23
	DE	574	29	575	29	575	29	576	29	576	29	576	29

Table4a										
Male Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1145	100	1146	100	1147	100	1148	100	1149	100
Age										
4 - 15	193	17	193	17	193	17	193	17	194	17
16 - 24	132	12	133	12	133	12	133	12	132	11
25 - 34	151	13	151	13	151	13	151	13	152	13
35 - 44	191	17	190	17	191	17	191	17	191	17
45 - 54	156	14	156	14	156	14	156	14	156	14
55 - 64	153	13	153	13	153	13	154	13	154	13
65 +	169	15	170	15	170	15	170	15	170	15
Adults										
Total	952	100	953	100	954	100	955	100	955	100
AB	154	16	155	16	155	16	155	16	155	16
C1	307	32	307	32	307	32	308	32	308	32
C2	230	24	230	24	230	24	230	24	231	24
DE	261	27	261	27	262	27	262	27	261	27
Working F/T	581	61	582	61	583	61	583	61	583	61
Not Working	371	39	371	39	371	39	372	39	372	39

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1150	100	1151	100	1152	100	1154	100	1154	100	1155	100
Age	4 - 15	193	17	193	17	194	17	194	17	194	17	195	17
	16 - 24	133	12	133	12	133	12	134	12	134	12	134	12
	25 - 34	152	13	152	13	152	13	152	13	152	13	151	13
	35 - 44	191	17	191	17	192	17	191	17	192	17	192	17
	45 - 54	157	14	157	14	157	14	157	14	157	14	157	14
	55 - 64	154	13	154	13	154	13	155	13	154	13	154	13
	65 +	170	15	171	15	170	15	171	15	171	15	172	15
Adults	Total	957	100	958	100	958	100	960	100	960	100	960	100
	AB	156	16	156	16	156	16	156	16	156	16	156	16
	C1	308	32	308	32	308	32	309	32	309	32	309	32
	C2	231	24	231	24	231	24	232	24	232	24	232	24
	DE	262	27	263	27	263	27	263	27	263	27	263	27
	Working F/T	584	61	585	61	585	61	587	61	586	61	586	61
	Not Working	373	39	373	39	373	39	373	39	374	39	374	39

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1193	100	1194	100	1195	100	1195	100	1196	100
Age										
4 - 15	180	15	180	15	180	15	180	15	180	15
16 - 24	126	11	126	11	126	11	126	11	127	11
25 - 34	160	13	160	13	161	13	161	13	160	13
35 - 44	196	16	197	16	196	16	196	16	197	17
45 - 54	166	14	166	14	166	14	166	14	166	14
55 - 64	151	13	151	13	151	13	151	13	151	13
65 +	214	18	214	18	215	18	215	18	215	18
Adults										
Total	1013	100	1014	100	1015	100	1015	100	1016	100
AB	156	15	156	15	156	15	156	15	156	15
C1	331	33	331	33	332	33	332	33	332	33
C2	215	21	216	21	216	21	216	21	216	21
DE	311	31	311	31	311	31	311	31	312	31
Working F/T	282	28	283	28	282	28	283	28	283	28
Not Working	731	72	731	72	733	72	732	72	733	72

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1198	100	1199	100	1200	100	1200	100	1201	100	1202	100
Age	4 - 15	181	15	181	15	181	15	181	15	181	15	181	15
	16 - 24	127	11	127	11	127	11	127	11	127	11	127	11
	25 - 34	160	13	161	13	161	13	161	13	161	13	162	13
	35 - 44	197	16	197	16	197	16	198	17	197	16	198	16
	45 - 54	166	14	167	14	167	14	166	14	167	14	167	14
	55 - 64	151	13	151	13	152	13	151	13	152	13	152	13
65 +		216	18	215	18	215	18	216	18	216	18	215	18
Adults	Total	1017	100	1018	100	1019	100	1019	100	1020	100	1021	100
	AB	156	15	156	15	156	15	157	15	157	15	157	15
	C1	333	33	333	33	334	33	333	33	333	33	334	33
	C2	216	21	217	21	217	21	216	21	217	21	217	21
	DE	312	31	312	31	312	31	313	31	313	31	313	31
	Working F/T	283	28	284	28	284	28	283	28	284	28	284	28
	Not Working	734	72	734	72	735	72	736	72	736	72	737	72

Wales

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1266	100	1267	100	1267	100	1268	100	1268	100	1269	100
TV Households	1239	98	1240	98	1240	98	1241	98	1241	98	1242	98
ITV Households	1111	88	1112	88	1112	88	1113	88	1113	88	1114	88

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1269	100	1270	100	1271	100	1271	100	1272	100	1272	100
TV Households	1243	98	1243	98	1244	98	1244	98	1245	98	1245	98
ITV Households	1113	88	1115	88	1116	88	1116	88	1116	88	1117	88

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1111	100	1112	100	1112	100	1113	100	1113	100	1114	100
Social Class	AB	159	14	158	14	158	14	158	14	158	14	159	14
	C1	293	26	293	26	293	26	294	26	294	26	294	26
	C2	222	20	223	20	223	20	223	20	223	20	223	20
	DE	437	39	438	39	438	39	438	39	438	39	438	39
Housewife Age	Under 25	60	5	59	5	59	5	60	5	60	5	60	5
	25 - 34	161	14	162	15	162	15	162	15	162	15	162	15
	35 - 44	213	19	214	19	214	19	214	19	214	19	214	19
	45 - 54	194	17	194	17	194	17	194	17	194	17	194	17
	55 - 64	190	17	190	17	190	17	190	17	190	17	191	17
	65 +	293	26	293	26	293	26	293	26	293	26	293	26
Size	1	313	28	314	28	313	28	314	28	314	28	314	28
	2	396	36	396	36	396	36	397	36	397	36	397	36
	3	181	16	181	16	181	16	181	16	181	16	181	16
	4+	221	20	221	20	222	20	221	20	221	20	222	20
Children	Without	808	73	809	73	809	73	810	73	810	73	810	73
	With	303	27	303	27	303	27	303	27	303	27	304	27

Table 2												
ITV Households												
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1113	100	1115	100	1116	100	1116	100	1116	100	1117	100
Social Class												
AB	158	14	159	14	160	14	159	14	160	14	159	14
C1	294	26	294	26	294	26	294	26	294	26	295	26
C2	223	20	223	20	223	20	223	20	223	20	224	20
DE	438	39	439	39	439	39	440	39	439	39	439	39
Housewife Age												
Under 25	58	5	60	5	60	5	60	5	60	5	60	5
25 - 34	162	15	162	15	162	15	162	15	162	15	162	15
35 - 44	214	19	214	19	214	19	214	19	214	19	215	19
45 - 54	195	18	195	17	195	17	195	17	195	17	195	17
55 - 64	191	17	191	17	191	17	191	17	191	17	191	17
65 +	293	26	293	26	294	26	294	26	294	26	294	26
Size												
1	314	28	314	28	314	28	314	28	314	28	315	28
2	397	36	397	36	398	36	398	36	398	36	398	36
3	181	16	181	16	181	16	182	16	182	16	182	16
4+	221	20	223	20	223	20	222	20	222	20	222	20
Children												
Without	809	73	811	73	812	73	811	73	812	73	812	73
With	304	27	304	27	304	27	305	27	304	27	305	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2518	100	2520	100	2521	100	2522	100	2523	100	2524	100
Age	4 - 9	196	8	197	8	197	8	197	8	197	8	197	8
	10 - 15	218	9	218	9	218	9	218	9	218	9	218	9
	16 - 24	294	12	294	12	294	12	294	12	294	12	294	12
	25 - 34	298	12	298	12	299	12	299	12	299	12	299	12
	35 - 44	383	15	384	15	383	15	384	15	384	15	385	15
	45 - 54	345	14	345	14	345	14	345	14	345	14	345	14
	55 - 64	335	13	336	13	336	13	336	13	336	13	336	13
	65 +	449	18	448	18	449	18	449	18	450	18	450	18
Adults	Total	2104	100	2105	100	2106	100	2107	100	2108	100	2109	100
	AB	321	15	321	15	321	15	321	15	321	15	322	15
	C1	577	27	577	27	578	27	578	27	579	27	578	27
	C2	470	22	470	22	470	22	471	22	470	22	471	22
	DE	736	35	737	35	737	35	737	35	738	35	738	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2525	100	2526	100	2527	100	2529	100	2530	100	2531	100
Age	4 - 9	197	8	197	8	196	8	197	8	197	8	197	8
	10 - 15	219	9	218	9	219	9	219	9	220	9	219	9
	16 - 24	295	12	295	12	295	12	295	12	295	12	295	12
	25 - 34	298	12	299	12	299	12	300	12	299	12	300	12
	35 - 44	385	15	385	15	385	15	385	15	385	15	386	15
	45 - 54	345	14	346	14	346	14	346	14	346	14	346	14
	55 - 64	336	13	336	13	337	13	337	13	337	13	337	13
	65 +	450	18	450	18	450	18	450	18	451	18	451	18
Adults	Total	2109	100	2111	100	2112	100	2113	100	2113	100	2115	100
	AB	321	15	322	15	322	15	322	15	322	15	322	15
	C1	579	27	579	27	579	27	580	27	580	27	580	27
	C2	471	22	471	22	471	22	472	22	471	22	473	22
	DE	738	35	739	35	740	35	739	35	740	35	740	35

Table4a Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1222	100	1223	100	1223	100	1224	100	1224	100	1225	100
Age	4 - 15	215	18	216	18	215	18	216	18	215	18	215	18
	16 - 24	146	12	146	12	146	12	146	12	147	12	147	12
	25 - 34	142	12	142	12	143	12	142	12	142	12	142	12
	35 - 44	187	15	187	15	186	15	187	15	187	15	188	15
	45 - 54	170	14	170	14	170	14	170	14	170	14	170	14
	55 - 64	166	14	166	14	166	14	166	14	166	14	166	14
	65 +	196	16	196	16	197	16	197	16	197	16	197	16
Adults		1007	100	1007	100	1008	100	1008	100	1009	100	1010	100
Total		1007	100	1007	100	1008	100	1008	100	1009	100	1010	100
AB		161	16	160	16	161	16	161	16	161	16	161	16
C1		273	27	273	27	273	27	273	27	274	27	274	27
C2		248	25	248	25	248	25	249	25	248	25	249	25
DE		325	32	326	32	326	32	325	32	326	32	326	32
Working F/T		552	55	552	55	552	55	552	55	553	55	553	55
Not Working		455	45	455	45	456	45	456	45	456	45	457	45

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1225	100	1226	100	1226	100	1228	100	1228	100	1228	100
Age	4 - 15	216	18	216	18	215	18	216	18	216	18	216	18
	16 - 24	147	12	147	12	147	12	147	12	147	12	147	12
	25 - 34	141	12	142	12	142	12	143	12	143	12	142	12
	35 - 44	188	15	188	15	188	15	188	15	188	15	189	15
	45 - 54	170	14	170	14	170	14	170	14	170	14	170	14
	55 - 64	166	14	166	14	167	14	167	14	167	14	167	14
	65 +	197	16	197	16	197	16	197	16	197	16	197	16
Adults		1009	100	1010	100	1011	100	1012	100	1012	100	1012	100
Total		1009	100	1010	100	1011	100	1012	100	1012	100	1012	100
AB		160	16	161	16	161	16	161	16	161	16	162	16
C1		274	27	274	27	274	27	275	27	275	27	274	27
C2		249	25	249	25	249	25	249	25	249	25	249	25
DE		326	32	326	32	327	32	327	32	327	32	327	32
Working F/T		553	55	554	55	554	55	554	55	554	55	555	55
Not Working		456	45	456	45	457	45	458	45	458	45	457	45

Table4b										
Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1296	100	1297	100	1298	100	1298	100	1299	100
Age										
4 - 15	199	15	199	15	200	15	199	15	200	15
16 - 24	148	11	148	11	148	11	148	11	147	11
25 - 34	156	12	156	12	156	12	157	12	157	12
35 - 44	196	15	197	15	197	15	197	15	197	15
45 - 54	175	14	175	13	175	13	175	13	175	13
55 - 64	169	13	170	13	170	13	170	13	170	13
65 +	253	20	252	19	252	19	252	19	253	19
Adults										
Total	1097	100	1098	100	1098	100	1099	100	1099	100
AB	160	15	161	15	160	15	160	15	161	15
C1	304	28	304	28	305	28	305	28	304	28
C2	222	20	222	20	222	20	222	20	222	20
DE	411	37	411	37	411	37	412	37	412	37
Working F/T	315	29	316	29	316	29	317	29	316	29
Not Working	782	71	782	71	782	71	782	71	782	71

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		1300	100	1300	100	1301	100	1301	100	1302	100	1303	100
Age	4 - 15	200	15	199	15	200	15	200	15	201	15	200	15
	16 - 24	148	11	148	11	148	11	148	11	148	11	148	11
	25 - 34	157	12	157	12	157	12	157	12	156	12	158	12
	35 - 44	197	15	197	15	197	15	197	15	197	15	197	15
	45 - 54	175	13	176	14	176	14	176	14	176	14	176	14
	55 - 64	170	13	170	13	170	13	170	13	170	13	170	13
	65 +	253	19	253	19	253	19	253	19	254	20	254	19
Adults	Total	1100	100	1101	100	1101	100	1101	100	1101	100	1103	100
	AB	161	15	161	15	161	15	161	15	161	15	160	15
	C1	305	28	305	28	305	28	305	28	305	28	306	28
	C2	222	20	222	20	222	20	223	20	222	20	224	20
	DE	412	37	413	38	413	38	412	37	413	38	413	37
	Working F/T	317	29	316	29	317	29	317	29	317	29	317	29
	Not Working	783	71	785	71	784	71	784	71	784	71	786	71

South & South East

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2768	100	2770	100	2772	100	2774	100	2776	100	2778	100
TV Households		2719	98	2721	98	2723	98	2725	98	2727	98	2729	98
ITV Households		2354	85	2356	85	2358	85	2359	85	2361	85	2362	85

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2780	100	2782	100	2784	100	2786	100	2788	100	2790	100
TV Households	2731	98	2733	98	2735	98	2737	98	2739	98	2741	98
ITV Households	2365	85	2366	85	2368	85	2370	85	2372	85	2373	85

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2354	100	2356	100	2358	100	2359	100	2361	100	2362	100
Social Class	AB	593	25	593	25	594	25	594	25	595	25	595	25
	C1	748	32	748	32	749	32	749	32	750	32	750	32
	C2	429	18	429	18	430	18	430	18	430	18	431	18
	DE	584	25	586	25	585	25	586	25	586	25	586	25
Housewife Age	Under 25	115	5	116	5	115	5	116	5	116	5	116	5
	25 - 34	344	15	344	15	345	15	345	15	345	15	345	15
	35 - 44	469	20	469	20	470	20	470	20	470	20	471	20
	45 - 54	396	17	397	17	397	17	397	17	398	17	398	17
	55 - 64	404	17	404	17	405	17	405	17	405	17	405	17
	65 +	626	27	626	27	626	27	626	27	627	27	627	27
Size	1	695	30	696	30	696	30	697	30	697	30	696	29
	2	862	37	863	37	864	37	864	37	865	37	866	37
	3	329	14	329	14	329	14	329	14	330	14	330	14
	4+	468	20	468	20	469	20	469	20	469	20	470	20
Children	Without	1748	74	1749	74	1751	74	1752	74	1753	74	1754	74
	With	606	26	607	26	607	26	607	26	608	26	608	26

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2365	100	2366	100	2368	100	2370	100	2372	100	2373	100
Social Class	AB	596	25	596	25	597	25	597	25	598	25	597	25
	C1	751	32	752	32	752	32	753	32	753	32	754	32
	C2	431	18	431	18	432	18	432	18	432	18	433	18
	DE	587	25	587	25	587	25	588	25	589	25	589	25
Housewife Age	Under 25	116	5	116	5	116	5	116	5	116	5	116	5
	25 - 34	346	15	346	15	346	15	346	15	347	15	347	15
	35 - 44	471	20	471	20	472	20	472	20	472	20	473	20
	45 - 54	398	17	398	17	399	17	399	17	399	17	400	17
	55 - 64	406	17	406	17	406	17	407	17	407	17	407	17
	65 +	628	27	629	27	629	27	630	27	631	27	630	27
Size	1	698	30	698	30	699	30	700	30	700	30	701	30
	2	866	37	867	37	867	37	868	37	869	37	869	37
	3	330	14	330	14	331	14	331	14	331	14	331	14
	4+	471	20	471	20	471	20	471	20	472	20	472	20
Children	Without	1756	74	1757	74	1758	74	1760	74	1761	74	1762	74
	With	609	26	609	26	610	26	610	26	611	26	611	26

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5221	100	5225	100	5229	100	5233	100	5237	100	5241	100
Age	4 - 9	400	8	402	8	402	8	401	8	402	8	402	8
	10 - 15	423	8	422	8	422	8	424	8	424	8	424	8
	16 - 24	574	11	575	11	576	11	576	11	576	11	577	11
	25 - 34	638	12	638	12	638	12	639	12	640	12	640	12
	35 - 44	839	16	839	16	841	16	841	16	842	16	843	16
	45 - 54	711	14	711	14	712	14	712	14	713	14	713	14
	55 - 64	689	13	690	13	690	13	691	13	691	13	692	13
	65 +	947	18	948	18	948	18	949	18	949	18	950	18
Adults	Total	4398	100	4401	100	4405	100	4408	100	4411	100	4415	100
	AB	1184	27	1185	27	1186	27	1186	27	1187	27	1188	27
	C1	1414	32	1415	32	1416	32	1417	32	1418	32	1419	32
	C2	857	19	858	19	859	20	860	20	860	19	862	20
	DE	943	21	943	21	944	21	945	21	946	21	946	21

Table 3													
All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5245	100	5248	100	5252	100	5256	100	5260	100	5264	100
Age	4 - 9	402	8	403	8	403	8	404	8	404	8	404	8
	10 - 15	424	8	423	8	425	8	425	8	425	8	426	8
	16 - 24	578	11	578	11	579	11	578	11	579	11	579	11
	25 - 34	641	12	641	12	641	12	642	12	642	12	643	12
	35 - 44	842	16	844	16	844	16	845	16	847	16	847	16
	45 - 54	715	14	714	14	715	14	715	14	716	14	716	14
	55 - 64	692	13	693	13	693	13	694	13	694	13	695	13
	65 +	951	18	952	18	952	18	953	18	953	18	954	18
Adults	Total	4419	100	4422	100	4424	100	4427	100	4431	100	4434	100
	AB	1189	27	1190	27	1191	27	1192	27	1193	27	1194	27
	C1	1420	32	1421	32	1422	32	1423	32	1424	32	1425	32
	C2	862	20	863	20	863	20	863	19	864	19	865	20
	DE	948	21	948	21	948	21	949	21	950	21	950	21

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2528	100	2530	100	2532	100	2534	100	2536	100	2538	100
Age	4 - 15	422	17	423	17	423	17	423	17	424	17	424	17
	16 - 24	280	11	281	11	282	11	281	11	282	11	282	11
	25 - 34	311	12	310	12	310	12	311	12	311	12	311	12
	35 - 44	414	16	414	16	415	16	414	16	416	16	417	16
	45 - 54	354	14	354	14	355	14	355	14	355	14	355	14
	55 - 64	334	13	334	13	334	13	336	13	335	13	335	13
65 +		413	16	414	16	413	16	414	16	413	16	414	16
Adults		2106	100	2107	100	2109	100	2111	100	2112	100	2114	100
Total		596	28	597	28	597	28	598	28	598	28	598	28
AB		652	31	652	31	653	31	653	31	653	31	655	31
C1		458	22	458	22	459	22	459	22	459	22	461	22
C2		400	19	400	19	400	19	401	19	402	19	400	19
DE		1316	62	1317	63	1317	62	1319	62	1319	62	1320	62
Working F/T		790	38	790	37	792	38	792	38	793	38	794	38
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2540	100	2541	100	2543	100	2545	100	2547	100	2549	100
Age	4 - 15	424	17	424	17	425	17	425	17	425	17	426	17
	16 - 24	282	11	282	11	283	11	283	11	283	11	283	11
	25 - 34	312	12	312	12	312	12	312	12	312	12	313	12
	35 - 44	415	16	416	16	416	16	417	16	418	16	418	16
	45 - 54	356	14	356	14	356	14	357	14	357	14	357	14
	55 - 64	336	13	336	13	336	13	336	13	336	13	336	13
65 +		415	16	415	16	415	16	415	16	416	16	416	16
Adults	Total	2116	100	2117	100	2118	100	2120	100	2122	100	2123	100
	AB	599	28	599	28	600	28	600	28	601	28	601	28
	C1	655	31	655	31	655	31	656	31	656	31	657	31
	C2	461	22	462	22	461	22	461	22	462	22	462	22
	DE	401	19	401	19	402	19	403	19	403	19	403	19
	Working F/T	1321	62	1322	62	1323	62	1324	62	1326	62	1325	62
	Not Working	795	38	795	38	795	38	796	38	796	38	798	38

Table4b Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2693	100	2695	100	2697	100	2699	100	2701	100	2703	100
Age												
4 - 15	401	15	401	15	401	15	402	15	402	15	402	15
16 - 24	294	11	294	11	294	11	295	11	294	11	295	11
25 - 34	327	12	328	12	328	12	328	12	329	12	329	12
35 - 44	425	16	425	16	426	16	427	16	426	16	426	16
45 - 54	357	13	357	13	357	13	357	13	358	13	358	13
55 - 64	355	13	356	13	356	13	355	13	356	13	357	13
65 +	534	20	534	20	535	20	535	20	536	20	536	20
Adults												
Total	2292	100	2294	100	2296	100	2297	100	2299	100	2301	100
AB	588	26	588	26	589	26	588	26	589	26	590	26
C1	762	33	763	33	763	33	764	33	765	33	764	33
C2	399	17	400	17	400	17	401	17	401	17	401	17
DE	543	24	543	24	544	24	544	24	544	24	546	24
Working F/T	688	30	689	30	691	30	691	30	692	30	694	30
Not Working	1604	70	1605	70	1605	70	1606	70	1607	70	1607	70

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2705	100	2707	100	2709	100	2711	100	2713	100	2715	100
Age	4 - 15	402	15	402	15	403	15	404	15	404	15	404	15
	16 - 24	296	11	296	11	296	11	295	11	296	11	296	11
	25 - 34	329	12	329	12	329	12	330	12	330	12	330	12
	35 - 44	427	16	428	16	428	16	428	16	429	16	429	16
	45 - 54	359	13	358	13	359	13	358	13	359	13	359	13
	55 - 64	356	13	357	13	357	13	358	13	358	13	359	13
65 +		536	20	537	20	537	20	538	20	537	20	538	20
Adults	Total	2303	100	2305	100	2306	100	2307	100	2309	100	2311	100
	AB	590	26	591	26	591	26	592	26	592	26	593	26
	C1	765	33	766	33	767	33	767	33	768	33	768	33
	C2	401	17	401	17	402	17	402	17	402	17	403	17
	DE	547	24	547	24	546	24	546	24	547	24	547	24
	Working F/T	693	30	695	30	694	30	694	30	695	30	697	30
	Not Working	1610	70	1610	70	1612	70	1613	70	1614	70	1614	70

Channel Islands

Table 1												
Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	59	100	59	100	59	100	59	100	59	100	59	100
TV Households	58	98	58	98	58	98	58	98	58	98	58	98
ITV Households	58	98	58	98	58	98	58	98	58	98	58	98

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	59	100	59	100	59	100	59	100	59	100	59	100
TV Households	58	98	58	98	58	98	58	98	58	98	58	98
ITV Households	58	98	58	98	58	98	58	98	58	98	58	98

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		58	100	58	100	58	100	58	100	58	100	58	100
Social Class	AB	19	33	19	33	19	33	19	33	19	33	19	33
	C1	17	29	17	29	17	29	17	29	17	29	17	29
	C2	9	16	9	16	9	16	9	16	9	16	9	16
	DE	13	22	13	22	13	22	13	22	13	22	13	22
Housewife Age	Under 25	1	2	1	2	1	2	1	2	1	2	1	2
	25 - 34	9	16	9	16	9	16	9	16	9	16	9	16
	35 - 44	14	24	14	24	14	24	14	24	14	24	14	24
	45 - 54	13	22	13	22	13	22	13	22	13	22	13	22
	55 - 64	8	14	8	14	8	14	8	14	8	14	8	14
	65 +	13	22	13	22	13	22	13	22	13	22	13	22
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	9	16	9	16	9	16	9	16	9	16	9	16
	4+	13	22	13	22	13	22	13	22	13	22	13	22
Children	Without	40	69	40	69	40	69	40	69	40	69	40	69
	With	18	31	18	31	18	31	18	31	18	31	18	31

Table 2													
ITV Households													
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total ITV Households	58	100	58	100	58	100	58	100	58	100	58	100	
Social Class	AB	19	33	19	33	19	33	19	33	19	33	19	33
	C1	17	29	17	29	17	29	17	29	17	29	17	29
	C2	9	16	9	16	9	16	9	16	9	16	9	16
	DE	13	22	13	22	13	22	13	22	13	22	13	22
Housewife Age	Under 25	1	2	1	2	1	2	1	2	1	2	1	2
	25 - 34	9	16	9	16	9	16	9	16	9	16	9	16
	35 - 44	14	24	14	24	14	24	14	24	14	24	14	24
	45 - 54	13	22	13	22	13	22	13	22	13	22	13	22
	55 - 64	8	14	8	14	8	14	8	14	8	14	8	14
	65 +	13	22	13	22	13	22	13	22	13	22	13	22
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	9	16	9	16	9	16	9	16	9	16	9	16
	4+	13	22	13	22	13	22	13	22	13	22	13	22
Children	Without	40	69	40	69	40	69	40	69	40	69	40	69
	With	18	31	18	31	18	31	18	31	18	31	18	31

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		133	100	133	100	133	100	133	100	133	100	133	100
Age	4 - 9	9	7	8	6	8	6	9	7	9	7	9	7
	10 - 15	11	8	12	9	12	9	11	8	11	8	12	9
	16 - 24	13	10	13	10	13	10	13	10	13	10	12	9
	25 - 34	18	14	18	14	18	14	18	14	18	14	18	14
	35 - 44	26	20	26	20	25	19	26	20	25	19	26	20
	45 - 54	22	17	22	17	23	17	22	17	22	17	22	17
	55 - 64	14	11	14	11	14	11	14	11	14	11	14	11
	65 +	20	15	20	15	20	15	20	15	21	16	20	15
Adults	Total	113	100	113	100	113	100	113	100	113	100	112	100
	AB	41	36	41	36	41	36	41	36	41	36	41	37
	C1	32	28	32	28	32	28	32	28	32	28	32	29
	C2	19	17	19	17	19	17	19	17	19	17	18	16
	DE	21	19	21	19	21	19	21	19	21	19	21	19

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		133	100	133	100	133	100	133	100	133	100	133	100
Age	4 - 9	9	7	9	7	9	7	8	6	8	6	9	7
	10 - 15	12	9	12	9	11	8	12	9	12	9	11	8
	16 - 24	12	9	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	26	20	25	19	25	19	25	19	25	19	25	19
	45 - 54	22	17	22	17	22	17	23	17	22	17	23	17
	55 - 64	14	11	14	11	14	11	14	11	14	11	14	11
	65 +	20	15	20	15	21	16	20	15	21	16	20	15
Adults	Total	112	100	112	100	113	100	113	100	113	100	113	100
	AB	41	37	41	37	41	36	41	36	41	36	41	36
	C1	32	29	32	29	32	28	32	28	32	28	32	28
	C2	18	16	18	16	19	17	19	17	19	17	19	17
	DE	21	19	21	19	21	19	21	19	21	19	21	19

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		64	100	64	100	64	100	64	100	64	100	64	100
Age	4 - 15	10	16	10	16	10	16	10	16	10	16	10	16
	16 - 24	7	11	7	11	7	11	7	11	7	11	7	11
	25 - 34	8	13	8	13	8	13	8	13	8	13	8	13
	35 - 44	14	22	13	20	13	20	14	22	13	20	13	20
	45 - 54	10	16	10	16	10	16	10	16	10	16	10	16
	55 - 64	7	11	8	13	8	13	7	11	7	11	8	13
	65 +	8	13	8	13	8	13	8	13	9	14	8	13
Adults		54	100	54	100	54	100	54	100	54	100	54	100
Total		21	39	21	39	21	39	21	39	21	39	21	39
AB		14	26	14	26	14	26	14	26	14	26	14	26
C1		10	19	10	19	10	19	10	19	10	19	9	17
C2		9	17	9	17	9	17	9	17	9	17	10	19
DE		39	72	39	72	39	72	39	72	39	72	39	72
Working F/T		15	28	15	28	15	28	15	28	15	28	15	28
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		64	100	64	100	64	100	64	100	64	100	64	100
Age	4 - 15	10	16	10	16	10	16	10	16	10	16	10	16
	16 - 24	7	11	7	11	7	11	7	11	7	11	7	11
	25 - 34	8	13	8	13	8	13	8	13	8	13	8	13
	35 - 44	14	22	13	20	13	20	13	20	13	20	13	20
	45 - 54	10	16	10	16	10	16	10	16	10	16	10	16
	55 - 64	7	11	8	13	7	11	8	13	8	13	8	13
	65 +	8	13	8	13	9	14	8	13	8	13	8	13
Adults	Total	54	100	54	100	54	100	54	100	54	100	54	100
	AB	21	39	21	39	21	39	21	39	21	39	21	39
	C1	14	26	14	26	14	26	14	26	14	26	14	26
	C2	9	17	9	17	10	19	10	19	10	19	10	19
	DE	10	19	10	19	9	17	9	17	9	17	9	17
	Working F/T	39	72	39	72	39	72	39	72	39	72	40	74
	Not Working	15	28	15	28	15	28	15	28	15	28	14	26

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	69	100	69	100	69	100	69	100	69	100	69	100
Age												
4 - 15	10	14	10	14	10	14	10	14	10	14	11	16
16 - 24	6	9	6	9	6	9	6	9	6	9	5	7
25 - 34	10	14	10	14	10	14	10	14	10	14	10	14
35 - 44	12	17	13	19	12	17	12	17	12	17	13	19
45 - 54	12	17	12	17	13	19	12	17	12	17	12	17
55 - 64	7	10	6	9	6	9	7	10	7	10	6	9
65 +	12	17	12	17	12	17	12	17	12	17	12	17
Adults												
Total	59	100	59	100	59	100	59	100	59	100	58	100
AB	20	34	20	34	20	34	20	34	20	34	20	34
C1	18	31	18	31	18	31	18	31	18	31	18	31
C2	9	15	9	15	9	15	9	15	9	15	9	16
DE	12	20	12	20	12	20	12	20	12	20	11	19
Working F/T	23	39	23	39	22	37	22	37	22	37	21	36
Not Working	36	61	36	61	37	63	37	63	37	63	37	64

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		69	100	69	100	69	100	69	100	69	100	69	100
Age	4 - 15	11	16	11	16	10	14	10	14	10	14	10	14
	16 - 24	5	7	6	9	6	9	6	9	6	9	6	9
	25 - 34	10	14	10	14	10	14	10	14	10	14	10	14
	35 - 44	12	17	12	17	12	17	12	17	12	17	12	17
	45 - 54	12	17	12	17	12	17	13	19	12	17	13	19
	55 - 64	7	10	6	9	7	10	6	9	6	9	6	9
	65 +	12	17	12	17	12	17	12	17	13	19	12	17
Adults	Total	58	100	58	100	59	100	59	100	59	100	59	100
	AB	20	34	20	34	20	34	20	34	20	34	20	34
	C1	18	31	18	31	18	31	18	31	18	31	18	31
	C2	9	16	9	16	9	15	9	15	9	15	9	15
	DE	11	19	11	19	12	20	12	20	12	20	12	20
	Working F/T	22	38	21	36	22	37	22	37	22	37	21	36
	Not Working	36	62	37	64	37	63	37	63	37	63	38	64

Meridian / Anglia

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		4991	100	4995	100	4999	100	5002	100	5006	100	5010	100
TV Households		4900	98	4903	98	4907	98	4911	98	4914	98	4918	98
ITV Households		4187	84	4191	84	4194	84	4197	84	4200	84	4203	84

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5013	100	5017	100	5021	100	5025	100	5028	100	5032	100
TV Households	4921	98	4925	98	4929	98	4932	98	4936	98	4940	98
ITV Households	4206	84	4209	84	4213	84	4215	84	4218	84	4222	84

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		4187	100	4191	100	4194	100	4197	100	4200	100	4203	100
Social Class	AB	966	23	967	23	968	23	968	23	969	23	970	23
	C1	1274	30	1275	30	1276	30	1277	30	1278	30	1279	30
	C2	780	19	780	19	781	19	782	19	782	19	783	19
	DE	1167	28	1169	28	1169	28	1170	28	1171	28	1171	28
Housewife Age	Under 25	204	5	204	5	204	5	204	5	204	5	205	5
	25 - 34	625	15	625	15	625	15	626	15	626	15	627	15
	35 - 44	837	20	837	20	838	20	839	20	839	20	840	20
	45 - 54	718	17	718	17	719	17	719	17	720	17	720	17
	55 - 64	719	17	720	17	721	17	721	17	722	17	722	17
	65 +	1084	26	1087	26	1087	26	1088	26	1089	26	1089	26
Size	1	1205	29	1207	29	1208	29	1208	29	1209	29	1210	29
	2	1558	37	1559	37	1560	37	1562	37	1563	37	1564	37
	3	596	14	596	14	597	14	597	14	598	14	598	14
	4+	828	20	829	20	829	20	830	20	830	20	831	20
Children	Without	3102	74	3104	74	3107	74	3109	74	3111	74	3114	74
	With	1085	26	1087	26	1087	26	1088	26	1089	26	1089	26

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		4206	100	4209	100	4213	100	4215	100	4218	100	4222	100
Social Class	AB	971	23	971	23	972	23	972	23	974	23	974	23
	C1	1280	30	1281	30	1282	30	1283	30	1283	30	1284	30
	C2	783	19	784	19	785	19	785	19	786	19	786	19
	DE	1172	28	1173	28	1174	28	1175	28	1175	28	1178	28
Housewife Age	Under 25	205	5	205	5	205	5	205	5	205	5	205	5
	25 - 34	627	15	628	15	628	15	629	15	629	15	630	15
	35 - 44	841	20	841	20	842	20	842	20	843	20	844	20
	45 - 54	721	17	721	17	722	17	722	17	723	17	723	17
	55 - 64	723	17	723	17	724	17	724	17	725	17	725	17
	65 +	1089	26	1091	26	1092	26	1093	26	1093	26	1095	26
Size	1	1211	29	1212	29	1213	29	1213	29	1214	29	1215	29
	2	1565	37	1566	37	1567	37	1569	37	1570	37	1571	37
	3	599	14	599	14	600	14	600	14	600	14	601	14
	4+	831	20	832	20	833	20	833	20	834	20	835	20
Children	Without	3116	74	3118	74	3120	74	3122	74	3125	74	3128	74
	With	1090	26	1091	26	1093	26	1093	26	1093	26	1094	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		9330	100	9337	100	9344	100	9351	100	9358	100	9365	100
Age	4 - 9	717	8	717	8	718	8	719	8	719	8	719	8
	10 - 15	759	8	760	8	760	8	761	8	762	8	763	8
	16 - 24	1011	11	1012	11	1012	11	1013	11	1013	11	1015	11
	25 - 34	1162	12	1163	12	1164	12	1165	12	1166	12	1166	12
	35 - 44	1497	16	1497	16	1499	16	1499	16	1501	16	1502	16
	45 - 54	1291	14	1292	14	1293	14	1295	14	1295	14	1296	14
	55 - 64	1240	13	1241	13	1242	13	1243	13	1244	13	1245	13
	65 +	1653	18	1655	18	1656	18	1656	18	1658	18	1659	18
Adults	Total	7854	100	7860	100	7866	100	7871	100	7877	100	7883	100
	AB	1948	25	1949	25	1950	25	1952	25	1954	25	1955	25
	C1	2422	31	2424	31	2426	31	2427	31	2429	31	2431	31
	C2	1587	20	1588	20	1590	20	1591	20	1592	20	1593	20
	DE	1897	24	1899	24	1900	24	1901	24	1902	24	1904	24

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		9372	100	9379	100	9385	100	9392	100	9399	100	9406	100
Age	4 - 9	720	8	721	8	720	8	722	8	722	8	723	8
	10 - 15	763	8	763	8	764	8	764	8	765	8	765	8
	16 - 24	1015	11	1016	11	1017	11	1018	11	1018	11	1019	11
	25 - 34	1168	12	1168	12	1169	12	1169	12	1171	12	1172	12
	35 - 44	1503	16	1505	16	1505	16	1507	16	1508	16	1509	16
	45 - 54	1297	14	1298	14	1300	14	1300	14	1301	14	1302	14
	55 - 64	1246	13	1247	13	1247	13	1248	13	1249	13	1250	13
	65 +	1660	18	1661	18	1663	18	1664	18	1665	18	1666	18
Adults	Total	7889	100	7895	100	7901	100	7906	100	7912	100	7918	100
	AB	1956	25	1958	25	1959	25	1961	25	1962	25	1963	25
	C1	2433	31	2434	31	2436	31	2438	31	2440	31	2442	31
	C2	1594	20	1596	20	1597	20	1598	20	1599	20	1600	20
	DE	1906	24	1907	24	1909	24	1909	24	1911	24	1913	24

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4549	100	4553	100	4556	100	4560	100	4563	100	4566	100
Age	4 - 15	754	17	755	17	756	17	757	17	757	17	757	17
	16 - 24	506	11	506	11	506	11	506	11	507	11	508	11
	25 - 34	567	12	568	12	568	12	569	12	569	12	569	12
	35 - 44	744	16	744	16	745	16	745	16	746	16	746	16
	45 - 54	643	14	643	14	644	14	645	14	645	14	646	14
	55 - 64	606	13	606	13	607	13	608	13	608	13	609	13
65 +		729	16	731	16	730	16	730	16	731	16	731	16
Adults													
Total		3795	100	3798	100	3800	100	3803	100	3806	100	3809	100
AB		982	26	982	26	982	26	983	26	984	26	984	26
C1		1124	30	1125	30	1126	30	1127	30	1128	30	1129	30
C2		849	22	850	22	851	22	852	22	852	22	853	22
DE		840	22	841	22	841	22	841	22	842	22	843	22
Working F/T		2407	63	2408	63	2410	63	2411	63	2413	63	2415	63
Not Working		1388	37	1390	37	1390	37	1392	37	1393	37	1394	37

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4570	100	4573	100	4576	100	4579	100	4583	100	4586	100
Age	4 - 15	758	17	759	17	758	17	760	17	760	17	761	17
	16 - 24	508	11	508	11	509	11	509	11	509	11	510	11
	25 - 34	570	12	570	12	571	12	570	12	572	12	572	12
	35 - 44	747	16	748	16	748	16	750	16	750	16	750	16
	45 - 54	646	14	646	14	648	14	647	14	648	14	648	14
	55 - 64	609	13	610	13	609	13	610	13	610	13	611	13
65 +		732	16	732	16	733	16	733	16	734	16	734	16
Adults	Total	3812	100	3814	100	3818	100	3819	100	3823	100	3825	100
	AB	985	26	986	26	987	26	987	26	988	26	988	26
	C1	1130	30	1130	30	1131	30	1132	30	1133	30	1134	30
	C2	853	22	854	22	855	22	855	22	856	22	856	22
	DE	844	22	844	22	845	22	845	22	846	22	847	22
	Working F/T	2417	63	2419	63	2420	63	2422	63	2424	63	2426	63
	Not Working	1395	37	1395	37	1398	37	1397	37	1399	37	1399	37

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4781	100	4784	100	4788	100	4791	100	4795	100	4799	100
Age												
4 - 15	722	15	722	15	722	15	723	15	724	15	725	15
16 - 24	505	11	506	11	506	11	507	11	506	11	507	11
25 - 34	595	12	595	12	596	12	596	12	597	12	597	12
35 - 44	753	16	753	16	754	16	754	16	755	16	756	16
45 - 54	648	14	649	14	649	14	650	14	650	14	650	14
55 - 64	634	13	635	13	635	13	635	13	636	13	636	13
65 +	924	19	924	19	926	19	926	19	927	19	928	19
Adults												
Total	4059	100	4062	100	4066	100	4068	100	4071	100	4074	100
AB	966	24	967	24	968	24	969	24	970	24	971	24
C1	1298	32	1299	32	1300	32	1300	32	1301	32	1302	32
C2	738	18	738	18	739	18	739	18	740	18	740	18
DE	1057	26	1058	26	1059	26	1060	26	1060	26	1061	26
Working F/T	1233	30	1235	30	1236	30	1237	30	1238	30	1239	30
Not Working	2826	70	2827	70	2830	70	2831	70	2833	70	2835	70

Granada / Border

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			3444	100	3445	100	3447	100	3448	100	3450	100	3452	100
TV Households			3382	98	3384	98	3385	98	3387	98	3388	98	3390	98
ITV Households			3150	91	3152	91	3153	91	3155	92	3156	91	3157	91

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3453	100	3455	100	3456	100	3458	100	3459	100	3461	100
TV Households	3391	98	3393	98	3394	98	3396	98	3398	98	3399	98
ITV Households	3159	91	3161	91	3162	91	3163	91	3164	91	3166	91

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3150	100	3152	100	3153	100	3155	100	3156	100	3157	100
Social Class	AB	519	16	520	16	519	16	521	17	520	16	521	17
	C1	804	26	804	26	805	26	805	26	805	26	806	26
	C2	567	18	568	18	568	18	568	18	569	18	569	18
	DE	1260	40	1260	40	1261	40	1261	40	1262	40	1261	40
Housewife Age	Under 25	160	5	161	5	161	5	161	5	161	5	161	5
	25 - 34	475	15	475	15	475	15	475	15	476	15	476	15
	35 - 44	648	21	649	21	649	21	649	21	650	21	650	21
	45 - 54	559	18	559	18	559	18	560	18	560	18	560	18
	55 - 64	522	17	522	17	522	17	523	17	523	17	523	17
	65 +	786	25	786	25	787	25	787	25	786	25	787	25
Size	1	957	30	957	30	958	30	958	30	959	30	959	30
	2	1088	35	1088	35	1089	35	1089	35	1090	35	1090	35
	3	503	16	504	16	504	16	504	16	504	16	505	16
	4+	602	19	603	19	602	19	604	19	603	19	603	19
Children	Without	2299	73	2300	73	2301	73	2302	73	2303	73	2304	73
	With	851	27	852	27	852	27	853	27	853	27	853	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3159	100	3161	100	3162	100	3163	100	3164	100	3166	100
Social Class	AB	521	16	522	17	521	16	522	17	522	16	522	16
	C1	806	26	806	25	807	26	807	26	808	26	808	26
	C2	569	18	569	18	570	18	570	18	570	18	570	18
	DE	1263	40	1264	40	1264	40	1264	40	1264	40	1266	40
Housewife Age	Under 25	161	5	161	5	161	5	161	5	161	5	160	5
	25 - 34	476	15	476	15	476	15	477	15	477	15	477	15
	35 - 44	650	21	650	21	651	21	651	21	651	21	652	21
	45 - 54	560	18	561	18	561	18	561	18	561	18	562	18
	55 - 64	523	17	524	17	524	17	524	17	524	17	525	17
	65 +	789	25	789	25	789	25	789	25	790	25	790	25
Size	1	959	30	960	30	961	30	960	30	961	30	962	30
	2	1091	35	1091	35	1091	35	1092	35	1092	35	1093	35
	3	505	16	505	16	505	16	506	16	506	16	506	16
	4+	604	19	605	19	605	19	605	19	605	19	605	19
Children	Without	2306	73	2307	73	2308	73	2309	73	2309	73	2311	73
	With	853	27	854	27	854	27	854	27	855	27	855	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7001	100	7004	100	7007	100	7010	100	7013	100	7017	100
Age	4 - 9	548	8	548	8	548	8	548	8	548	8	549	8
	10 - 15	608	9	608	9	609	9	609	9	609	9	610	9
	16 - 24	805	11	805	11	805	11	806	11	806	11	807	12
	25 - 34	902	13	902	13	903	13	903	13	904	13	904	13
	35 - 44	1112	16	1113	16	1113	16	1114	16	1114	16	1114	16
	45 - 54	962	14	962	14	962	14	963	14	963	14	964	14
	55 - 64	899	13	900	13	900	13	900	13	901	13	901	13
	65 +	1165	17	1166	17	1167	17	1167	17	1168	17	1168	17
Adults	Total	5845	100	5848	100	5850	100	5853	100	5856	100	5858	100
	AB	1053	18	1054	18	1054	18	1054	18	1054	18	1056	18
	C1	1564	27	1564	27	1565	27	1566	27	1567	27	1567	27
	C2	1178	20	1179	20	1179	20	1180	20	1181	20	1180	20
	DE	2050	35	2051	35	2052	35	2053	35	2054	35	2055	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		7020	100	7023	100	7026	100	7029	100	7032	100	7036	100
Age	4 - 9	549	8	549	8	550	8	550	8	551	8	550	8
	10 - 15	610	9	610	9	610	9	610	9	610	9	612	9
	16 - 24	807	11	807	11	808	12	808	11	809	12	809	11
	25 - 34	904	13	905	13	904	13	906	13	905	13	906	13
	35 - 44	1116	16	1116	16	1117	16	1117	16	1117	16	1118	16
	45 - 54	964	14	965	14	965	14	966	14	966	14	966	14
	55 - 64	902	13	902	13	902	13	903	13	903	13	904	13
	65 +	1168	17	1169	17	1170	17	1169	17	1171	17	1171	17
Adults	Total	5861	100	5864	100	5866	100	5869	100	5871	100	5874	100
	AB	1056	18	1056	18	1057	18	1057	18	1058	18	1058	18
	C1	1568	27	1569	27	1569	27	1570	27	1571	27	1572	27
	C2	1182	20	1182	20	1183	20	1183	20	1183	20	1184	20
	DE	2055	35	2057	35	2057	35	2059	35	2059	35	2060	35

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3393	100	3395	100	3396	100	3398	100	3399	100	3401	100
Age	4 - 15	591	17	592	17	592	17	592	17	592	17	593	17
	16 - 24	398	12	398	12	398	12	399	12	398	12	399	12
	25 - 34	441	13	441	13	441	13	441	13	442	13	442	13
	35 - 44	542	16	543	16	543	16	543	16	543	16	543	16
	45 - 54	474	14	474	14	474	14	475	14	475	14	475	14
	55 - 64	444	13	445	13	445	13	445	13	445	13	445	13
	65 +	503	15	502	15	503	15	503	15	504	15	504	15
Adults		2802	100	2803	100	2804	100	2806	100	2807	100	2808	100
Total		519	19	519	19	519	19	519	18	519	18	520	19
AB		737	26	737	26	738	26	738	26	739	26	739	26
C1		630	22	630	22	630	22	631	22	631	22	631	22
C2		916	33	917	33	917	33	918	33	918	33	918	33
DE		1610	57	1610	57	1611	57	1612	57	1613	57	1613	57
Working F/T		1192	43	1193	43	1193	43	1194	43	1194	43	1195	43
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3403	100	3404	100	3406	100	3407	100	3408	100	3410	100
Age	4 - 15	593	17	593	17	594	17	594	17	594	17	594	17
	16 - 24	399	12	399	12	400	12	399	12	400	12	400	12
	25 - 34	442	13	442	13	441	13	443	13	442	13	443	13
	35 - 44	544	16	544	16	544	16	545	16	545	16	545	16
	45 - 54	475	14	476	14	476	14	476	14	476	14	476	14
	55 - 64	446	13	446	13	446	13	446	13	446	13	447	13
65 +		504	15	504	15	505	15	504	15	505	15	505	15
Adults	Total	2810	100	2811	100	2812	100	2813	100	2814	100	2816	100
	AB	520	19	520	18	520	18	521	19	521	19	521	19
	C1	739	26	740	26	740	26	740	26	740	26	741	26
	C2	632	22	632	22	633	23	632	22	633	22	633	22
	DE	919	33	919	33	919	33	920	33	920	33	921	33
	Working F/T	1614	57	1615	57	1616	57	1616	57	1616	57	1618	57
	Not Working	1196	43	1196	43	1196	43	1197	43	1198	43	1198	43

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3608	100	3609	100	3611	100	3612	100	3614	100
Age										
4 - 15	565	16	564	16	565	16	565	16	565	16
16 - 24	407	11	407	11	407	11	407	11	408	11
25 - 34	461	13	461	13	462	13	462	13	462	13
35 - 44	570	16	570	16	570	16	571	16	571	16
45 - 54	488	14	488	14	488	14	488	14	488	14
55 - 64	455	13	455	13	455	13	455	13	456	13
65 +	662	18	664	18	664	18	664	18	664	18
Adults										
Total	3043	100	3045	100	3046	100	3047	100	3049	100
AB	534	18	535	18	535	18	535	18	535	18
C1	827	27	827	27	827	27	828	27	828	27
C2	548	18	549	18	549	18	549	18	550	18
DE	1134	37	1134	37	1135	37	1135	37	1136	37
Working F/T	935	31	936	31	936	31	937	31	937	31
Not Working	2108	69	2109	69	2110	69	2110	69	2112	69

Table4b Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		3617	100	3619	100	3620	100	3622	100	3624	100	3626	100
Age	4 - 15	566	16	566	16	566	16	566	16	567	16	568	16
	16 - 24	408	11	408	11	408	11	409	11	409	11	409	11
	25 - 34	462	13	463	13	463	13	463	13	463	13	463	13
	35 - 44	572	16	572	16	573	16	572	16	572	16	573	16
	45 - 54	489	14	489	14	489	14	490	14	490	14	490	14
	55 - 64	456	13	456	13	456	13	457	13	457	13	457	13
	65 +	664	18	665	18	665	18	665	18	666	18	666	18
Adults	Total	3051	100	3053	100	3054	100	3056	100	3057	100	3058	100
	AB	536	18	536	18	537	18	536	18	537	18	537	18
	C1	829	27	829	27	829	27	830	27	831	27	831	27
	C2	550	18	550	18	550	18	551	18	550	18	551	18
	DE	1136	37	1138	37	1138	37	1139	37	1139	37	1139	37
	Working F/T	938	31	938	31	938	31	940	31	941	31	940	31
	Not Working	2113	69	2115	69	2116	69	2116	69	2116	69	2118	69

Yorkshire / Tyne Tees

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		4026	100	4028	100	4029	100	4031	100	4033	100	4035	100
TV Households		3959	98	3961	98	3962	98	3964	98	3966	98	3968	98
ITV Households		3624	90	3627	90	3627	90	3629	90	3631	90	3632	90

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4037	100	4039	100	4040	100	4042	100	4044	100	4046	100
TV Households	3970	98	3971	98	3973	98	3975	98	3977	98	3979	98
ITV Households	3634	90	3636	90	3637	90	3639	90	3640	90	3641	90

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3624	100	3627	100	3627	100	3629	100	3631	100	3632	100
Social Class	AB	512	14	513	14	513	14	513	14	514	14	513	14
	C1	944	26	945	26	945	26	945	26	946	26	946	26
	C2	666	18	666	18	667	18	667	18	667	18	667	18
	DE	1502	41	1503	41	1502	41	1504	41	1504	41	1506	41
Housewife Age	Under 25	203	6	203	6	203	6	203	6	203	6	203	6
	25 - 34	538	15	538	15	539	15	539	15	539	15	539	15
	35 - 44	727	20	727	20	728	20	728	20	728	20	729	20
	45 - 54	644	18	644	18	644	18	645	18	645	18	645	18
	55 - 64	596	16	597	16	597	16	597	16	597	16	598	16
	65 +	916	25	918	25	916	25	917	25	919	25	918	25
Size	1	1085	30	1086	30	1086	30	1086	30	1088	30	1088	30
	2	1296	36	1297	36	1297	36	1298	36	1298	36	1299	36
	3	581	16	581	16	581	16	582	16	582	16	582	16
	4+	662	18	663	18	663	18	663	18	663	18	663	18
Children	Without	2671	74	2672	74	2673	74	2674	74	2676	74	2676	74
	With	953	26	955	26	954	26	955	26	955	26	956	26

Table 2													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3634	100	3636	100	3637	100	3639	100	3640	100	3641	100
Social Class	AB	513	14	515	14	514	14	514	14	515	14	514	14
	C1	947	26	947	26	948	26	948	26	948	26	949	26
	C2	668	18	668	18	668	18	669	18	669	18	669	18
	DE	1506	41	1506	41	1507	41	1508	41	1508	41	1509	41
Housewife Age	Under 25	204	6	204	6	203	6	204	6	204	6	204	6
	25 - 34	540	15	540	15	540	15	540	15	541	15	541	15
	35 - 44	729	20	729	20	730	20	730	20	730	20	730	20
	45 - 54	645	18	646	18	646	18	646	18	647	18	647	18
	55 - 64	598	16	598	16	599	16	599	16	599	16	599	16
	65 +	918	25	919	25	919	25	920	25	919	25	920	25
Size	1	1089	30	1089	30	1089	30	1090	30	1090	30	1090	30
	2	1299	36	1300	36	1301	36	1301	36	1302	36	1302	36
	3	582	16	583	16	583	16	583	16	583	16	584	16
	4+	664	18	664	18	664	18	665	18	665	18	665	18
Children	Without	2678	74	2679	74	2680	74	2682	74	2682	74	2683	74
	With	956	26	957	26	957	26	957	26	958	26	958	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8000	100	8004	100	8007	100	8011	100	8014	100	8018	100
Age	4 - 9	612	8	612	8	612	8	613	8	613	8	613	8
	10 - 15	676	8	676	8	677	8	677	8	677	8	678	8
	16 - 24	926	12	926	12	926	12	927	12	927	12	928	12
	25 - 34	1000	13	1002	13	1002	13	1002	13	1002	13	1002	12
	35 - 44	1273	16	1273	16	1274	16	1274	16	1276	16	1276	16
	45 - 54	1122	14	1122	14	1123	14	1123	14	1124	14	1125	14
	55 - 64	1035	13	1036	13	1036	13	1037	13	1037	13	1037	13
65 +	1356	17	1357	17	1357	17	1358	17	1358	17	1359	17	
Adults	Total	6712	100	6716	100	6718	100	6721	100	6724	100	6727	100
	AB	1041	16	1041	16	1042	16	1042	16	1043	16	1043	16
	C1	1831	27	1832	27	1832	27	1833	27	1834	27	1835	27
	C2	1376	21	1377	21	1377	20	1378	21	1378	20	1379	20
	DE	2464	37	2466	37	2467	37	2468	37	2469	37	2470	37

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8021	100	8025	100	8028	100	8031	100	8035	100	8038	100
Age	4 - 9	613	8	614	8	613	8	614	8	614	8	615	8
	10 - 15	678	8	678	8	679	8	678	8	679	8	679	8
	16 - 24	928	12	928	12	929	12	929	12	930	12	930	12
	25 - 34	1003	13	1004	13	1004	13	1005	13	1005	13	1005	13
	35 - 44	1277	16	1277	16	1277	16	1278	16	1279	16	1279	16
	45 - 54	1124	14	1126	14	1126	14	1126	14	1127	14	1127	14
	55 - 64	1038	13	1038	13	1039	13	1039	13	1040	13	1040	13
65 +		1360	17	1360	17	1361	17	1362	17	1361	17	1363	17
Adults	Total	6730	100	6733	100	6736	100	6739	100	6742	100	6744	100
	AB	1043	15	1044	16	1044	15	1045	16	1045	15	1045	15
	C1	1836	27	1836	27	1838	27	1838	27	1839	27	1840	27
	C2	1379	20	1380	20	1381	21	1381	20	1382	20	1382	20
	DE	2472	37	2473	37	2473	37	2475	37	2476	37	2477	37

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3889	100	3891	100	3892	100	3894	100	3896	100	3898	100
Age	4 - 15	663	17	663	17	663	17	664	17	664	17	665	17
	16 - 24	458	12	458	12	458	12	459	12	459	12	460	12
	25 - 34	487	13	488	13	488	13	488	13	488	13	487	12
	35 - 44	627	16	626	16	627	16	627	16	628	16	628	16
	45 - 54	556	14	558	14	557	14	557	14	558	14	559	14
	55 - 64	507	13	507	13	508	13	508	13	508	13	508	13
65 +		591	15	591	15	591	15	591	15	591	15	591	15
Adults		Total		3228		3229		3230		3232		3233	
AB		519	16	520	16	520	16	520	16	521	16	520	16
C1		860	27	860	27	861	27	861	27	861	27	862	27
C2		730	23	731	23	731	23	731	23	731	23	732	23
DE		1117	35	1117	35	1117	35	1118	35	1119	35	1119	35
Working F/T		1882	58	1883	58	1884	58	1885	58	1885	58	1886	58
Not Working		1344	42	1345	42	1345	42	1345	42	1347	42	1347	42

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		3899	100	3901	100	3902	100	3904	100	3906	100	3907	100
Age	4 - 15	664	17	665	17	665	17	665	17	666	17	666	17
	16 - 24	459	12	459	12	460	12	460	12	460	12	460	12
	25 - 34	489	13	489	13	488	13	489	13	489	13	489	13
	35 - 44	629	16	629	16	629	16	629	16	630	16	630	16
	45 - 54	557	14	559	14	558	14	559	14	559	14	559	14
	55 - 64	509	13	508	13	509	13	509	13	509	13	509	13
	65 +	592	15	592	15	593	15	593	15	593	15	594	15
Adults	Total	3235	100	3236	100	3237	100	3239	100	3240	100	3241	100
	AB	521	16	521	16	521	16	522	16	522	16	522	16
	C1	862	27	862	27	863	27	863	27	863	27	864	27
	C2	732	23	732	23	733	23	733	23	733	23	733	23
	DE	1120	35	1121	35	1120	35	1121	35	1122	35	1122	35
	Working F/T	1887	58	1888	58	1889	58	1890	58	1890	58	1891	58
	Not Working	1348	42	1348	42	1348	42	1349	42	1350	42	1350	42

Table4b																											
Female Individuals in ITV Households																											
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05															
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%														
Total Females 4+		4111	100	4113	100	4115	100	4117	100	4118	100	4120	100														
Age	4 - 15	625	15	625	15	626	15	626	15	626	15	626	15														
	16 - 24	468	11	468	11	468	11	468	11	468	11	468	11														
	25 - 34	513	12	514	12	514	12	514	12	514	12	515	13														
	35 - 44	646	16	647	16	647	16	647	16	648	16	648	16														
	45 - 54	566	14	564	14	566	14	566	14	566	14	566	14														
	55 - 64	528	13	529	13	528	13	529	13	529	13	529	13														
65 +		765	19	766	19	766	19	767	19	767	19	768	19														
Adults		Total		3486		100		3488		100		3489		100		3491		100		3492		100		3494		100	
		AB		522		15		521		15		522		15		522		15		522		15		523		15	
		C1		971		28		972		28		971		28		972		28		973		28		973		28	
		C2		646		19		646		19		646		19		647		19		647		19		647		19	
		DE		1347		39		1349		39		1350		39		1350		39		1350		39		1351		39	
		Working F/T		984		28		985		28		984		28		985		28		986		28		986		28	
		Not Working		2502		72		2503		72		2505		72		2506		72		2506		72		2508		72	

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		4122	100	4124	100	4126	100	4127	100	4129	100	4131	100
Age	4 - 15	627	15	627	15	627	15	627	15	627	15	628	15
	16 - 24	469	11	469	11	469	11	469	11	470	11	470	11
	25 - 34	514	12	515	12	516	13	516	13	516	12	516	12
	35 - 44	648	16	648	16	648	16	649	16	649	16	649	16
	45 - 54	567	14	567	14	568	14	567	14	568	14	568	14
	55 - 64	529	13	530	13	530	13	530	13	531	13	531	13
	65 +	768	19	768	19	768	19	769	19	768	19	769	19
Adults	Total	3495	100	3497	100	3499	100	3500	100	3502	100	3503	100
	AB	522	15	523	15	523	15	523	15	523	15	523	15
	C1	974	28	974	28	975	28	975	28	976	28	976	28
	C2	647	19	648	19	648	19	648	19	649	19	649	19
	DE	1352	39	1352	39	1353	39	1354	39	1354	39	1355	39
	Working F/T	986	28	987	28	987	28	988	28	989	28	989	28
	Not Working	2509	72	2510	72	2512	72	2512	72	2513	72	2514	72

Granada North

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		7409	100	7412	100	7416	100	7419	100	7423	100	7426	100
TV Households		7282	98	7285	98	7288	98	7292	98	7295	98	7298	98
ITV Households		6786	92	6789	92	6791	92	6794	92	6797	92	6801	92

Table 1													
Projections for		Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		7429	100	7433	100	7436	100	7439	100	7443	100	7446	100
TV Households		7302	98	7305	98	7308	98	7312	98	7315	98	7318	98
ITV Households		6803	92	6807	92	6809	92	6813	92	6816	92	6818	92

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		6786	100	6789	100	6791	100	6794	100	6797	100	6801	100
Social Class	AB	1032	15	1032	15	1033	15	1033	15	1034	15	1034	15
	C1	1749	26	1750	26	1751	26	1751	26	1752	26	1753	26
	C2	1235	18	1236	18	1236	18	1237	18	1237	18	1238	18
	DE	2770	41	2771	41	2771	41	2773	41	2774	41	2776	41
Housewife Age	Under 25	365	5	365	5	365	5	366	5	366	5	367	5
	25 - 34	1012	15	1013	15	1013	15	1014	15	1014	15	1014	15
	35 - 44	1378	20	1379	20	1379	20	1380	20	1381	20	1381	20
	45 - 54	1204	18	1205	18	1205	18	1206	18	1206	18	1207	18
	55 - 64	1120	17	1121	17	1121	17	1122	17	1122	17	1123	17
	65 +	1707	25	1706	25	1708	25	1706	25	1708	25	1709	25
Size	1	2047	30	2048	30	2049	30	2050	30	2050	30	2052	30
	2	2387	35	2388	35	2389	35	2390	35	2391	35	2392	35
	3	1086	16	1086	16	1087	16	1087	16	1088	16	1088	16
	4+	1266	19	1267	19	1266	19	1267	19	1268	19	1269	19
Children	Without	4978	73	4981	73	4982	73	4985	73	4986	73	4989	73
	With	1808	27	1808	27	1809	27	1809	27	1811	27	1812	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		6803	100	6807	100	6809	100	6813	100	6816	100	6818	100
Social Class	AB	1034	15	1035	15	1035	15	1036	15	1036	15	1037	15
	C1	1754	26	1755	26	1755	26	1756	26	1757	26	1758	26
	C2	1238	18	1239	18	1240	18	1240	18	1241	18	1241	18
	DE	2777	41	2778	41	2779	41	2781	41	2782	41	2782	41
Housewife Age	Under 25	366	5	366	5	366	5	367	5	367	5	366	5
	25 - 34	1015	15	1015	15	1016	15	1016	15	1017	15	1017	15
	35 - 44	1382	20	1382	20	1383	20	1384	20	1384	20	1385	20
	45 - 54	1207	18	1208	18	1208	18	1209	18	1210	18	1210	18
	55 - 64	1123	17	1124	17	1124	17	1125	17	1125	17	1126	17
	65 +	1710	25	1712	25	1712	25	1712	25	1713	25	1714	25
Size	1	2052	30	2054	30	2054	30	2055	30	2056	30	2056	30
	2	2393	35	2394	35	2395	35	2396	35	2397	35	2399	35
	3	1089	16	1089	16	1090	16	1090	16	1091	16	1091	16
	4+	1269	19	1270	19	1270	19	1272	19	1272	19	1272	19
Children	Without	4991	73	4993	73	4996	73	4998	73	5000	73	5002	73
	With	1812	27	1814	27	1813	27	1815	27	1816	27	1816	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15021	100	15028	100	15035	100	15041	100	15048	100	15054	100
Age	4 - 9	1161	8	1162	8	1163	8	1163	8	1164	8	1164	8
	10 - 15	1284	9	1284	9	1285	9	1286	9	1286	9	1286	9
	16 - 24	1735	12	1736	12	1736	12	1737	12	1738	12	1739	12
	25 - 34	1902	13	1903	13	1904	13	1905	13	1905	13	1906	13
	35 - 44	2389	16	2390	16	2392	16	2392	16	2394	16	2395	16
	45 - 54	2086	14	2088	14	2088	14	2089	14	2090	14	2091	14
	55 - 64	1937	13	1938	13	1939	13	1940	13	1941	13	1941	13
	65 +	2527	17	2527	17	2528	17	2529	17	2530	17	2532	17
Adults	Total	12576	100	12582	100	12587	100	12592	100	12598	100	12604	100
	AB	2094	17	2094	17	2095	17	2096	17	2097	17	2098	17
	C1	3398	27	3400	27	3402	27	3403	27	3405	27	3406	27
	C2	2557	20	2558	20	2559	20	2560	20	2561	20	2562	20
	DE	4527	36	4530	36	4531	36	4533	36	4535	36	4538	36

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15061	100	15068	100	15074	100	15081	100	15088	100	15094	100
Age	4 - 9	1165	8	1165	8	1165	8	1166	8	1166	8	1167	8
	10 - 15	1287	9	1288	9	1289	9	1289	9	1290	9	1290	9
	16 - 24	1740	12	1740	12	1741	12	1742	12	1743	12	1743	12
	25 - 34	1907	13	1908	13	1908	13	1910	13	1911	13	1912	13
	35 - 44	2395	16	2397	16	2398	16	2398	16	2399	16	2401	16
	45 - 54	2092	14	2093	14	2094	14	2095	14	2096	14	2096	14
	55 - 64	1942	13	1943	13	1944	13	1945	13	1946	13	1947	13
	65 +	2533	17	2534	17	2535	17	2536	17	2537	17	2538	17
Adults	Total	12609	100	12615	100	12620	100	12626	100	12632	100	12637	100
	AB	2099	17	2100	17	2100	17	2102	17	2103	17	2104	17
	C1	3408	27	3409	27	3411	27	3412	27	3413	27	3415	27
	C2	2563	20	2564	20	2566	20	2567	20	2569	20	2569	20
	DE	4539	36	4542	36	4543	36	4545	36	4547	36	4549	36

Table4a													
Male Individuals in ITV Households													
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	7294	100	7297	100	7301	100	7304	100	7307	100	7310	100	
Age	4 - 15	1255	17	1255	17	1257	17	1257	17	1257	17	1258	17
	16 - 24	858	12	858	12	859	12	859	12	860	12	860	12
	25 - 34	928	13	929	13	929	13	930	13	930	13	930	13
	35 - 44	1172	16	1172	16	1173	16	1173	16	1174	16	1174	16
	45 - 54	1031	14	1033	14	1032	14	1033	14	1033	14	1034	14
	55 - 64	954	13	954	13	955	13	955	13	956	13	956	13
	65 +	1096	15	1096	15	1096	15	1097	15	1097	15	1098	15
Adults	Total	6039	100	6042	100	6044	100	6047	100	6050	100	6052	100
	AB	1038	17	1038	17	1038	17	1039	17	1040	17	1040	17
	C1	1599	26	1600	26	1601	26	1601	26	1602	26	1603	26
	C2	1361	23	1362	23	1363	23	1364	23	1364	23	1364	23
	DE	2041	34	2042	34	2042	34	2043	34	2044	34	2045	34
	Working F/T	3498	58	3500	58	3501	58	3502	58	3504	58	3505	58
	Not Working	2541	42	2542	42	2543	42	2545	42	2546	42	2547	42

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7313	100	7317	100	7320	100	7323	100	7327	100	7329	100
Age	4 - 15	1258	17	1259	17	1260	17	1260	17	1261	17	1261	17
	16 - 24	861	12	861	12	861	12	862	12	863	12	862	12
	25 - 34	930	13	931	13	931	13	932	13	932	13	933	13
	35 - 44	1175	16	1176	16	1176	16	1176	16	1176	16	1177	16
	45 - 54	1034	14	1035	14	1036	14	1036	14	1037	14	1037	14
	55 - 64	957	13	956	13	957	13	957	13	958	13	958	13
	65 +	1098	15	1099	15	1099	15	1100	15	1100	15	1101	15
Adults	Total	6055	100	6058	100	6060	100	6063	100	6066	100	6068	100
	AB	1041	17	1041	17	1041	17	1042	17	1042	17	1043	17
	C1	1603	26	1604	26	1605	26	1605	26	1606	26	1607	26
	C2	1365	23	1365	23	1366	23	1367	23	1369	23	1368	23
	DE	2046	34	2048	34	2048	34	2049	34	2049	34	2050	34
	Working F/T	3507	58	3509	58	3510	58	3512	58	3513	58	3515	58
	Not Working	2548	42	2549	42	2550	42	2551	42	2553	42	2553	42

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		7727	100	7731	100	7734	100	7737	100	7741	100	7744	100
Age	4 - 15	1190	15	1191	15	1191	15	1192	15	1193	15	1192	15
	16 - 24	877	11	878	11	877	11	878	11	878	11	879	11
	25 - 34	974	13	974	13	975	13	975	13	975	13	976	13
	35 - 44	1217	16	1218	16	1219	16	1219	16	1220	16	1221	16
	45 - 54	1055	14	1055	14	1056	14	1056	14	1057	14	1057	14
	55 - 64	983	13	984	13	984	13	985	13	985	13	985	13
65 +		1431	19	1431	19	1432	19	1432	19	1433	19	1434	19
Adults													
Total		6537	100	6540	100	6543	100	6545	100	6548	100	6552	100
AB		1056	16	1056	16	1057	16	1057	16	1057	16	1058	16
C1		1799	28	1800	28	1801	28	1802	28	1803	28	1803	28
C2		1196	18	1196	18	1196	18	1196	18	1197	18	1198	18
DE		2486	38	2488	38	2489	38	2490	38	2491	38	2493	38
Working F/T		1922	29	1923	29	1924	29	1925	29	1925	29	1927	29
Not Working		4615	71	4617	71	4619	71	4620	71	4623	71	4625	71

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		7748	100	7751	100	7754	100	7758	100	7761	100	7765	100
Age	4 - 15	1194	15	1194	15	1194	15	1195	15	1195	15	1196	15
	16 - 24	879	11	879	11	880	11	880	11	880	11	881	11
	25 - 34	977	13	977	13	977	13	978	13	979	13	979	13
	35 - 44	1220	16	1221	16	1222	16	1222	16	1223	16	1224	16
	45 - 54	1058	14	1058	14	1058	14	1059	14	1059	14	1059	14
	55 - 64	985	13	987	13	987	13	988	13	988	13	989	13
	65 +	1435	19	1435	19	1436	19	1436	19	1437	19	1437	19
Adults	Total	6554	100	6557	100	6560	100	6563	100	6566	100	6569	100
	AB	1058	16	1059	16	1059	16	1060	16	1061	16	1061	16
	C1	1805	28	1805	28	1806	28	1807	28	1807	28	1808	28
	C2	1198	18	1199	18	1200	18	1200	18	1200	18	1201	18
	DE	2493	38	2494	38	2495	38	2496	38	2498	38	2499	38
	Working F/T	1927	29	1928	29	1929	29	1930	29	1931	29	1931	29
	Not Working	4627	71	4629	71	4631	71	4633	71	4635	71	4638	71

S4C

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1237	100	1237	100	1238	100	1238	100	1239	100	1240	100
TV Households		1210	98	1211	98	1212	98	1212	98	1213	98	1213	98
ITV Households		1116	90	1117	90	1117	90	1118	90	1118	90	1119	90

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1240	100	1241	100	1241	100	1242	100	1242	100	1243	100
TV Households	1214	98	1214	98	1215	98	1215	98	1216	98	1216	98
ITV Households	1119	90	1120	90	1120	90	1121	90	1121	90	1122	90

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1116	100	1117	100	1117	100	1118	100	1118	100	1119	100
Social Class	AB	158	14	158	14	158	14	158	14	158	14	157	14
	C1	294	26	294	26	294	26	294	26	294	26	295	26
	C2	225	20	225	20	225	20	225	20	226	20	226	20
	DE	439	39	440	39	440	39	441	39	440	39	441	39
Housewife Age	Under 25	61	5	61	5	61	5	61	5	61	5	61	5
	25 - 34	162	15	162	15	162	15	162	14	162	14	162	14
	35 - 44	213	19	213	19	213	19	213	19	213	19	213	19
	45 - 54	197	18	197	18	197	18	197	18	197	18	197	18
	55 - 64	192	17	192	17	192	17	192	17	192	17	192	17
	65 +	291	26	292	26	292	26	293	26	293	26	294	26
Size	1	314	28	315	28	315	28	315	28	315	28	316	28
	2	396	35	396	35	396	35	396	35	396	35	396	35
	3	184	16	184	16	184	16	184	16	184	16	184	16
	4+	222	20	222	20	222	20	223	20	223	20	223	20
Children	Without	811	73	812	73	812	73	813	73	813	73	814	73
	With	305	27	305	27	305	27	305	27	305	27	305	27

ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1119	100	1120	100	1120	100	1121	100	1121	100	1122	100
Social Class	AB	157	14	158	14	158	14	158	14	158	14	159	14
	C1	295	26	295	26	295	26	295	26	295	26	295	26
	C2	226	20	226	20	226	20	226	20	226	20	226	20
	DE	441	39	441	39	441	39	442	39	442	39	442	39
Housewife Age	Under 25	60	5	61	5	60	5	61	5	61	5	60	5
	25 - 34	163	15	163	15	163	15	163	15	163	15	163	15
	35 - 44	214	19	214	19	214	19	214	19	214	19	214	19
	45 - 54	197	18	197	18	197	18	197	18	197	18	198	18
	55 - 64	192	17	192	17	192	17	192	17	193	17	193	17
	65 +	293	26	293	26	294	26	294	26	293	26	294	26
Size	1	315	28	315	28	315	28	316	28	316	28	316	28
	2	397	35	397	35	397	35	397	35	397	35	398	35
	3	184	16	185	17	185	17	185	17	185	17	185	16
	4+	223	20	223	20	223	20	223	20	223	20	223	20
Children	Without	814	73	814	73	815	73	815	73	815	73	816	73
	With	305	27	306	27	305	27	306	27	306	27	306	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2530	100	2532	100	2533	100	2534	100	2535	100	2536	100
Age	4 - 9	195	8	196	8	196	8	196	8	196	8	196	8
	10 - 15	220	9	220	9	220	9	220	9	220	9	220	9
	16 - 24	296	12	296	12	296	12	296	12	297	12	297	12
	25 - 34	301	12	302	12	302	12	302	12	302	12	302	12
	35 - 44	383	15	382	15	382	15	383	15	382	15	383	15
	45 - 54	349	14	350	14	350	14	351	14	351	14	350	14
	55 - 64	338	13	338	13	338	13	338	13	338	13	339	13
	65 +	448	18	448	18	449	18	448	18	449	18	449	18
Adults	Total	2115	100	2116	100	2117	100	2118	100	2119	100	2120	100
	AB	321	15	321	15	321	15	321	15	322	15	322	15
	C1	578	27	578	27	579	27	579	27	579	27	579	27
	C2	473	22	474	22	473	22	474	22	474	22	474	22
	DE	743	35	743	35	744	35	744	35	744	35	745	35

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		2537	100	2538	100	2540	100	2541	100	2542	100	2543	100
Age	4 - 9	197	8	196	8	196	8	196	8	197	8	197	8
	10 - 15	220	9	220	9	221	9	221	9	220	9	221	9
	16 - 24	297	12	297	12	297	12	297	12	297	12	297	12
	25 - 34	302	12	302	12	303	12	303	12	303	12	303	12
	35 - 44	382	15	384	15	383	15	384	15	384	15	384	15
	45 - 54	351	14	351	14	351	14	351	14	352	14	352	14
	55 - 64	339	13	339	13	339	13	339	13	339	13	340	13
	65 +	449	18	449	18	450	18	450	18	450	18	449	18
Adults	Total	2120	100	2122	100	2123	100	2124	100	2125	100	2125	100
	AB	321	15	322	15	322	15	323	15	322	15	323	15
	C1	580	27	580	27	580	27	580	27	581	27	580	27
	C2	474	22	474	22	475	22	475	22	475	22	475	22
	DE	745	35	746	35	746	35	746	35	747	35	747	35

Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1226	100	1227	100	1228	100	1228	100	1229	100	1229	100
Age	4 - 15	213	17	213	17	214	17	214	17	214	17	214	17
	16 - 24	147	12	147	12	147	12	147	12	147	12	147	12
	25 - 34	144	12	145	12	145	12	145	12	145	12	145	12
	35 - 44	186	15	187	15	187	15	187	15	186	15	187	15
	45 - 54	172	14	172	14	172	14	172	14	173	14	172	14
	55 - 64	168	14	167	14	167	14	167	14	167	14	167	14
65 +		196	16	196	16	196	16	196	16	197	16	197	16
Adults		1013	100	1014	100	1014	100	1014	100	1015	100	1015	100
Total		161	16	161	16	162	16	162	16	162	16	162	16
AB		273	27	273	27	273	27	273	27	273	27	273	27
C1		251	25	252	25	250	25	250	25	251	25	251	25
C2		328	32	328	32	329	32	329	32	329	32	329	32
DE		557	55	558	55	558	55	558	55	558	55	558	55
Working F/T		456	45	456	45	456	45	456	45	457	45	457	45
Not Working													

Table4a Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		1230	100	1230	100	1231	100	1232	100	1232	100	1232	100
Age	4 - 15	214	17	213	17	214	17	214	17	214	17	214	17
	16 - 24	148	12	148	12	148	12	148	12	148	12	148	12
	25 - 34	145	12	145	12	145	12	145	12	145	12	145	12
	35 - 44	186	15	187	15	187	15	187	15	188	15	187	15
	45 - 54	173	14	173	14	172	14	173	14	173	14	173	14
	55 - 64	167	14	167	14	167	14	167	14	167	14	168	14
65 +		197	16	197	16	198	16	198	16	197	16	197	16
Adults		1016	100	1017	100	1017	100	1018	100	1018	100	1018	100
Total		1016	100	1017	100	1017	100	1018	100	1018	100	1018	100
AB		161	16	162	16	162	16	162	16	162	16	162	16
C1		274	27	274	27	274	27	274	27	274	27	274	27
C2		252	25	251	25	252	25	252	25	252	25	252	25
DE		329	32	330	32	329	32	330	32	330	32	330	32
Working F/T		559	55	560	55	559	55	560	55	560	55	560	55
Not Working		457	45	457	45	458	45	458	45	458	45	458	45

Table4b Female Individuals in ITV Households										
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1304	100	1305	100	1305	100	1306	100	1306	100
Age										
4 - 15	202	15	203	16	202	15	202	15	202	15
16 - 24	149	11	149	11	149	11	149	11	150	11
25 - 34	157	12	157	12	157	12	157	12	157	12
35 - 44	197	15	195	15	195	15	196	15	196	15
45 - 54	177	14	178	14	178	14	179	14	178	14
55 - 64	170	13	171	13	171	13	171	13	171	13
65 +	252	19	252	19	253	19	252	19	252	19
Adults										
Total	1102	100	1102	100	1103	100	1104	100	1104	100
AB	160	15	160	15	159	14	159	14	160	14
C1	305	28	305	28	306	28	306	28	306	28
C2	222	20	222	20	223	20	224	20	223	20
DE	415	38	415	38	415	38	415	38	415	38
Working F/T	321	29	321	29	321	29	321	29	322	29
Not Working	781	71	781	71	782	71	783	71	782	71

Channel Four - All Macro Regions

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			25437	100	25453	100	25470	100	25486	100	25502	100	25519	100
TV Households			24852	98	24868	98	24885	98	24900	98	24916	98	24932	98
ITV Households			24852	98	24868	98	24885	98	24900	98	24916	98	24932	98

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25535	100	25552	100	25568	100	25584	100	25601	100	25617	100
TV Households	24948	98	24964	98	24979	98	24996	98	25012	98	25027	98
ITV Households	24948	98	24964	98	24979	98	24996	98	25012	98	25027	98

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		24852	100	24868	100	24885	100	24900	100	24916	100	24932	100
Social Class	AB	4815	19	4818	19	4823	19	4825	19	4829	19	4832	19
	C1	6953	28	6958	28	6962	28	6967	28	6971	28	6976	28
	C2	4470	18	4473	18	4476	18	4479	18	4482	18	4484	18
	DE	8614	35	8619	35	8624	35	8629	35	8634	35	8640	35
Housewife Age	Under 25	1304	5	1305	5	1306	5	1307	5	1307	5	1308	5
	25 - 34	4060	16	4062	16	4065	16	4068	16	4071	16	4073	16
	35 - 44	5121	21	5125	21	5128	21	5131	21	5135	21	5138	21
	45 - 54	4325	17	4328	17	4331	17	4334	17	4336	17	4339	17
	55 - 64	3965	16	3967	16	3970	16	3972	16	3975	16	3977	16
	65 +	6077	24	6081	24	6085	24	6088	24	6092	24	6097	24
Size	1	7483	30	7488	30	7493	30	7497	30	7502	30	7507	30
	2	8673	35	8679	35	8684	35	8690	35	8696	35	8701	35
	3	3828	15	3830	15	3833	15	3835	15	3838	15	3840	15
	4+	4868	20	4871	20	4875	20	4878	20	4880	20	4884	20
Children	Without	18235	73	18246	73	18258	73	18270	73	18281	73	18293	73
	With	6617	27	6622	27	6627	27	6630	27	6635	27	6639	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		24948	100	24964	100	24979	100	24996	100	25012	100	25027	100
Social Class	AB	4835	19	4839	19	4842	19	4845	19	4849	19	4852	19
	C1	6981	28	6985	28	6990	28	6994	28	6999	28	7003	28
	C2	4487	18	4490	18	4493	18	4496	18	4498	18	4501	18
	DE	8645	35	8650	35	8654	35	8661	35	8666	35	8671	35
Housewife Age	Under 25	1309	5	1310	5	1310	5	1313	5	1312	5	1312	5
	25 - 34	4076	16	4079	16	4081	16	4084	16	4087	16	4090	16
	35 - 44	5141	21	5145	21	5148	21	5151	21	5154	21	5158	21
	45 - 54	4342	17	4345	17	4347	17	4350	17	4353	17	4356	17
	55 - 64	3980	16	3982	16	3985	16	3987	16	3990	16	3992	16
	65 +	6100	24	6103	24	6108	24	6111	24	6116	24	6119	24
Size	1	7512	30	7517	30	7520	30	7526	30	7531	30	7536	30
	2	8707	35	8712	35	8718	35	8723	35	8729	35	8734	35
	3	3842	15	3845	15	3847	15	3850	15	3852	15	3855	15
	4+	4887	20	4890	20	4894	20	4897	20	4900	20	4902	20
Children	Without	18305	73	18317	73	18328	73	18340	73	18352	73	18363	73
	With	6643	27	6647	27	6651	27	6656	27	6660	27	6664	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55363	100	55398	100	55434	100	55469	100	55505	100	55541	100
Age	4 - 9	4312	8	4314	8	4317	8	4320	8	4323	8	4325	8
	10 - 15	4630	8	4634	8	4636	8	4639	8	4642	8	4646	8
	16 - 24	6322	11	6326	11	6330	11	6334	11	6338	11	6342	11
	25 - 34	7624	14	7629	14	7634	14	7639	14	7645	14	7650	14
	35 - 44	9003	16	9008	16	9015	16	9020	16	9026	16	9032	16
	45 - 54	7569	14	7574	14	7579	14	7584	14	7588	14	7593	14
	55 - 64	6844	12	6848	12	6853	12	6857	12	6861	12	6866	12
	65 +	9059	16	9065	16	9070	16	9076	16	9082	16	9087	16
Adults	Total	46421	100	46450	100	46481	100	46510	100	46540	100	46570	100
	AB	9693	21	9700	21	9706	21	9713	21	9719	21	9726	21
	C1	13392	29	13401	29	13410	29	13419	29	13428	29	13437	29
	C2	9270	20	9275	20	9282	20	9287	20	9293	20	9299	20
	DE	14066	30	14074	30	14083	30	14091	30	14100	30	14108	30

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		55576	100	55612	100	55647	100	55683	100	55719	100	55754	100
Age	4 - 9	4328	8	4331	8	4334	8	4336	8	4339	8	4342	8
	10 - 15	4648	8	4651	8	4654	8	4657	8	4660	8	4663	8
	16 - 24	6346	11	6350	11	6354	11	6359	11	6363	11	6366	11
	25 - 34	7655	14	7660	14	7665	14	7670	14	7675	14	7681	14
	35 - 44	9038	16	9044	16	9049	16	9055	16	9061	16	9066	16
	45 - 54	7598	14	7603	14	7608	14	7613	14	7617	14	7622	14
	55 - 64	6870	12	6874	12	6879	12	6883	12	6887	12	6892	12
	65 +	9093	16	9099	16	9104	16	9110	16	9117	16	9122	16
Adults	Total	46600	100	46630	100	46659	100	46690	100	46720	100	46749	100
	AB	9733	21	9739	21	9746	21	9753	21	9759	21	9766	21
	C1	13445	29	13455	29	13463	29	13472	29	13481	29	13490	29
	C2	9305	20	9311	20	9316	20	9322	20	9329	20	9333	20
	DE	14117	30	14125	30	14134	30	14143	30	14151	30	14160	30

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		26956	100	26973	100	26991	100	27008	100	27025	100	27043	100
Age	4 - 15	4582	17	4585	17	4587	17	4590	17	4593	17	4596	17
	16 - 24	3158	12	3160	12	3162	12	3165	12	3166	12	3168	12
	25 - 34	3764	14	3766	14	3769	14	3771	14	3775	14	3777	14
	35 - 44	4435	16	4438	16	4441	16	4443	16	4446	16	4449	16
	45 - 54	3737	14	3739	14	3742	14	3745	14	3746	14	3749	14
	55 - 64	3354	12	3356	12	3359	12	3361	12	3363	12	3365	12
	65 +	3926	15	3929	15	3931	15	3933	15	3936	15	3939	15
Adults													
Total		22374	100	22388	100	22404	100	22418	100	22432	100	22447	100
AB		4873	22	4876	22	4879	22	4883	22	4886	22	4890	22
C1		6290	28	6295	28	6300	28	6304	28	6308	28	6312	28
C2		4950	22	4953	22	4957	22	4959	22	4962	22	4965	22
DE		6261	28	6264	28	6268	28	6272	28	6276	28	6280	28
Working F/T		13599	61	13609	61	13618	61	13627	61	13635	61	13644	61
Not Working		8775	39	8779	39	8786	39	8791	39	8797	39	8803	39

Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27060	100	27078	100	27095	100	27112	100	27130	100	27147	100
Age	4 - 15	4599	17	4603	17	4605	17	4608	17	4611	17	4614	17
	16 - 24	3170	12	3172	12	3174	12	3176	12	3179	12	3180	12
	25 - 34	3779	14	3782	14	3785	14	3787	14	3789	14	3792	14
	35 - 44	4452	16	4455	16	4458	16	4461	16	4463	16	4466	16
	45 - 54	3752	14	3754	14	3756	14	3758	14	3761	14	3763	14
	55 - 64	3367	12	3368	12	3371	12	3373	12	3375	12	3378	12
65 +		3941	15	3944	15	3946	15	3949	15	3952	15	3954	15
Adults		22461	100	22475	100	22490	100	22504	100	22519	100	22533	100
Total		4893	22	4896	22	4900	22	4903	22	4906	22	4910	22
AB		6316	28	6320	28	6324	28	6328	28	6333	28	6337	28
C1		4969	22	4972	22	4975	22	4978	22	4981	22	4983	22
C2		6283	28	6287	28	6291	28	6295	28	6299	28	6303	28
DE		13653	61	13662	61	13671	61	13680	61	13689	61	13697	61
Working F/T		8808	39	8813	39	8819	39	8824	39	8830	39	8836	39
Not Working													

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28407	100	28425	100	28443	100	28461	100	28480	100	28498	100
Age	4 - 15	4360	15	4363	15	4366	15	4369	15	4372	15	4375	15
	16 - 24	3164	11	3166	11	3168	11	3169	11	3172	11	3174	11
	25 - 34	3860	14	3863	14	3865	14	3868	14	3870	14	3873	14
	35 - 44	4568	16	4570	16	4574	16	4577	16	4580	16	4583	16
	45 - 54	3832	13	3835	13	3837	13	3839	13	3842	13	3844	13
	55 - 64	3490	12	3492	12	3494	12	3496	12	3498	12	3501	12
	65 +	5133	18	5136	18	5139	18	5143	18	5146	18	5148	18
Adults													
Total		24047	100	24062	100	24077	100	24092	100	24108	100	24123	100
AB		4820	20	4824	20	4827	20	4830	20	4833	20	4836	20
C1		7102	30	7106	30	7110	30	7115	30	7120	30	7125	30
C2		4320	18	4322	18	4325	18	4328	18	4331	18	4334	18
DE		7805	32	7810	32	7815	32	7819	32	7824	32	7828	32
Working F/T		7406	31	7410	31	7415	31	7420	31	7425	31	7430	31
Not Working		16641	69	16652	69	16662	69	16672	69	16683	69	16693	69

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		28516	100	28534	100	28552	100	28571	100	28589	100	28607	100
Age	4 - 15	4377	15	4379	15	4383	15	4385	15	4388	15	4391	15
	16 - 24	3176	11	3178	11	3180	11	3183	11	3184	11	3186	11
	25 - 34	3876	14	3878	14	3880	14	3883	14	3886	14	3889	14
	35 - 44	4586	16	4589	16	4591	16	4594	16	4598	16	4600	16
	45 - 54	3846	13	3849	13	3852	13	3855	13	3856	13	3859	13
	55 - 64	3503	12	3506	12	3508	12	3510	12	3512	12	3514	12
	65 +	5152	18	5155	18	5158	18	5161	18	5165	18	5168	18
Adults	Total	24139	100	24155	100	24169	100	24186	100	24201	100	24216	100
	AB	4840	20	4843	20	4846	20	4850	20	4853	20	4856	20
	C1	7129	30	7135	30	7139	30	7144	30	7148	30	7153	30
	C2	4336	18	4339	18	4341	18	4344	18	4348	18	4350	18
	DE	7834	32	7838	32	7843	32	7848	32	7852	32	7857	32
	Working F/T	7435	31	7440	31	7443	31	7449	31	7454	31	7459	31
	Not Working	16704	69	16715	69	16726	69	16737	69	16747	69	16757	69

Channel Four - London Macro Region

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5999	100	6005	100	6011	100	6017	100	6023	100	6029	100
TV Households	5800	97	5806	97	5812	97	5817	97	5823	97	5829	97
ITV Households	4995	83	5000	83	5005	83	5010	83	5015	83	5021	83

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6035	100	6041	100	6047	100	6053	100	6059	100	6065	100
TV Households	5835	97	5840	97	5846	97	5852	97	5858	97	5863	97
ITV Households	5026	83	5030	83	5036	83	5041	83	5047	83	5052	83

Table 2													
ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		4995	100	5000	100	5005	100	5010	100	5015	100	5021	100
Social Class	AB	1302	26	1303	26	1304	26	1306	26	1306	26	1308	26
	C1	1534	31	1536	31	1538	31	1539	31	1541	31	1542	31
	C2	758	15	759	15	759	15	760	15	761	15	762	15
	DE	1401	28	1402	28	1404	28	1405	28	1407	28	1409	28
Housewife Age	Under 25	265	5	265	5	267	5	267	5	266	5	266	5
	25 - 34	1031	21	1032	21	1033	21	1034	21	1035	21	1037	21
	35 - 44	1131	23	1132	23	1133	23	1134	23	1136	23	1137	23
	45 - 54	849	17	849	17	850	17	851	17	852	17	853	17
	55 - 64	682	14	683	14	683	14	684	14	685	14	686	14
	65 +	1037	21	1039	21	1039	21	1040	21	1041	21	1042	21
Size	1	1546	31	1547	31	1549	31	1551	31	1552	31	1554	31
	2	1588	32	1590	32	1591	32	1593	32	1595	32	1596	32
	3	781	16	782	16	782	16	783	16	784	16	785	16
	4+	1080	22	1081	22	1083	22	1083	22	1084	22	1086	22
Children	Without	3600	72	3604	72	3608	72	3611	72	3615	72	3619	72
	With	1395	28	1396	28	1397	28	1399	28	1400	28	1402	28

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		5026	100	5030	100	5036	100	5041	100	5047	100	5052	100
Social Class	AB	1310	26	1311	26	1312	26	1313	26	1316	26	1317	26
	C1	1544	31	1545	31	1547	31	1549	31	1550	31	1552	31
	C2	762	15	763	15	764	15	765	15	765	15	766	15
	DE	1410	28	1411	28	1413	28	1414	28	1416	28	1417	28
Housewife Age	Under 25	267	5	266	5	267	5	268	5	268	5	268	5
	25 - 34	1038	21	1039	21	1040	21	1041	21	1042	21	1043	21
	35 - 44	1138	23	1139	23	1140	23	1141	23	1143	23	1144	23
	45 - 54	854	17	855	17	856	17	856	17	857	17	858	17
	55 - 64	686	14	687	14	688	14	688	14	689	14	690	14
	65 +	1043	21	1044	21	1045	21	1047	21	1048	21	1049	21
Size	1	1555	31	1557	31	1559	31	1560	31	1562	31	1564	31
	2	1598	32	1599	32	1601	32	1603	32	1604	32	1606	32
	3	786	16	786	16	787	16	788	16	789	16	790	16
	4+	1087	22	1088	22	1089	22	1090	22	1092	22	1092	22
Children	Without	3623	72	3626	72	3630	72	3634	72	3638	72	3642	72
	With	1403	28	1404	28	1406	28	1407	28	1409	28	1410	28

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11295	100	11306	100	11318	100	11329	100	11341	100	11353	100
Age	4 - 9	913	8	914	8	915	8	916	8	917	8	918	8
	10 - 15	937	8	937	8	938	8	939	8	940	8	941	8
	16 - 24	1298	11	1299	11	1301	11	1302	11	1303	11	1304	11
	25 - 34	1991	18	1994	18	1995	18	1997	18	2000	18	2002	18
	35 - 44	1971	17	1972	17	1975	17	1977	17	1978	17	1981	17
	45 - 54	1475	13	1478	13	1479	13	1480	13	1482	13	1483	13
	55 - 64	1178	10	1179	10	1180	10	1181	10	1183	10	1184	10
65 +		1532	14	1533	14	1535	14	1537	14	1538	14	1540	14
Adults	Total	9445	100	9455	100	9465	100	9474	100	9484	100	9494	100
	AB	2632	28	2635	28	2638	28	2640	28	2643	28	2646	28
	C1	2927	31	2930	31	2933	31	2936	31	2939	31	2942	31
	C2	1594	17	1596	17	1597	17	1599	17	1600	17	1602	17
	DE	2292	24	2294	24	2297	24	2299	24	2302	24	2304	24

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		11364	100	11376	100	11388	100	11399	100	11411	100	11423	100
Age	4 - 9	918	8	920	8	921	8	922	8	923	8	923	8
	10 - 15	942	8	943	8	944	8	944	8	945	8	947	8
	16 - 24	1306	11	1308	11	1309	11	1310	11	1311	11	1313	11
	25 - 34	2004	18	2005	18	2008	18	2010	18	2012	18	2014	18
	35 - 44	1982	17	1985	17	1986	17	1989	17	1992	17	1993	17
	45 - 54	1485	13	1486	13	1489	13	1489	13	1490	13	1492	13
	55 - 64	1185	10	1186	10	1187	10	1189	10	1190	10	1191	10
	65 +	1542	14	1543	14	1544	14	1546	14	1548	14	1550	14
Adults	Total	9504	100	9513	100	9523	100	9533	100	9543	100	9553	100
	AB	2649	28	2651	28	2654	28	2657	28	2660	28	2662	28
	C1	2945	31	2948	31	2951	31	2954	31	2957	31	2960	31
	C2	1604	17	1605	17	1607	17	1609	17	1610	17	1612	17
	DE	2306	24	2309	24	2311	24	2313	24	2316	24	2319	24

Table4a																											
Male Individuals in ITV Households																											
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05															
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%														
Total Males 4+		5548	100	5554	100	5559	100	5565	100	5571	100	5577	100														
Age	4 - 15	949	17	950	17	951	17	952	17	953	17	954	17														
	16 - 24	640	12	641	12	642	12	643	12	643	12	644	12														
	25 - 34	1013	18	1015	18	1015	18	1016	18	1018	18	1018	18														
	35 - 44	978	18	978	18	979	18	981	18	981	18	982	18														
	45 - 54	727	13	728	13	729	13	729	13	730	13	731	13														
	55 - 64	576	10	576	10	576	10	577	10	578	10	579	10														
65 +		665	12	666	12	667	12	667	12	668	12	669	12														
Adults		Total		4599		100		4604		100		4608		100		4613		100		4618		100		4623		100	
		AB		1340		29		1342		29		1344		29		1345		29		1346		29		1347		29	
		C1		1378		30		1379		30		1380		30		1382		30		1384		30		1385		30	
		C2		858		19		860		19		860		19		861		19		861		19		863		19	
		DE		1023		22		1023		22		1024		22		1025		22		1027		22		1028		22	
		Working F/T		2972		65		2975		65		2978		65		2981		65		2984		65		2987		65	
		Not Working		1627		35		1629		35		1630		35		1632		35		1634		35		1636		35	

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		5582	100	5588	100	5594	100	5599	100	5605	100	5611	100
Age	4 - 15	954	17	956	17	957	17	957	17	959	17	960	17
	16 - 24	645	12	646	12	647	12	647	12	647	12	648	12
	25 - 34	1019	18	1020	18	1021	18	1022	18	1023	18	1024	18
	35 - 44	983	18	985	18	985	18	986	18	987	18	989	18
	45 - 54	732	13	732	13	734	13	734	13	735	13	735	13
	55 - 64	579	10	579	10	580	10	581	10	581	10	582	10
65 +		670	12	670	12	670	12	672	12	673	12	673	12
Adults	Total	4628	100	4632	100	4637	100	4642	100	4646	100	4651	100
	AB	1349	29	1351	29	1352	29	1353	29	1354	29	1356	29
	C1	1386	30	1387	30	1389	30	1391	30	1392	30	1393	30
	C2	864	19	865	19	866	19	867	19	867	19	868	19
	DE	1029	22	1029	22	1030	22	1031	22	1033	22	1034	22
	Working F/T	2990	65	2993	65	2997	65	3000	65	3002	65	3005	65
	Not Working	1638	35	1639	35	1640	35	1642	35	1644	35	1646	35

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		5747	100	5752	100	5759	100	5764	100	5770	100	5776	100
Age	4 - 15	901	16	901	16	902	16	903	16	904	16	905	16
	16 - 24	658	11	658	11	659	11	659	11	660	11	660	11
	25 - 34	978	17	979	17	980	17	981	17	982	17	984	17
	35 - 44	993	17	994	17	996	17	996	17	997	17	999	17
	45 - 54	748	13	750	13	750	13	751	13	752	13	752	13
	55 - 64	602	10	603	10	604	10	604	10	605	10	605	10
65 +		867	15	867	15	868	15	870	15	870	15	871	15
Adults	Total	4846	100	4851	100	4857	100	4861	100	4866	100	4871	100
	AB	1292	27	1293	27	1294	27	1295	27	1297	27	1299	27
	C1	1549	32	1551	32	1553	32	1554	32	1555	32	1557	32
	C2	736	15	736	15	737	15	738	15	739	15	739	15
	DE	1269	26	1271	26	1273	26	1274	26	1275	26	1276	26
	Working F/T	1670	34	1672	34	1674	34	1675	34	1677	34	1679	34
	Not Working	3176	66	3179	66	3183	66	3186	66	3189	66	3192	66

Channel Four - South Macro Region

Table 1 Television Reception												
Projections for	Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7947	100	7953	100	7958	100	7964	100	7970	100	7975	100
TV Households	7798	98	7803	98	7809	98	7814	98	7820	98	7825	98
ITV Households	6984	88	6989	88	6994	88	6999	88	7004	88	7009	88

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7981	100	7987	100	7992	100	7998	100	8003	100	8009	100
TV Households	7831	98	7836	98	7842	98	7847	98	7853	98	7858	98
ITV Households	7014	88	7018	88	7024	88	7029	88	7034	88	7038	88

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		6984	100	6989	100	6994	100	6999	100	7004	100	7009	100
Social Class	AB	1405	20	1405	20	1407	20	1408	20	1410	20	1410	20
	C1	2077	30	2079	30	2080	30	2082	30	2083	30	2085	30
	C2	1364	20	1365	20	1366	20	1367	20	1367	20	1368	20
	DE	2138	31	2140	31	2141	31	2142	31	2144	31	2146	31
Housewife Age	Under 25	343	5	343	5	343	5	344	5	344	5	344	5
	25 - 34	1037	15	1037	15	1038	15	1039	15	1040	15	1040	15
	35 - 44	1375	20	1376	20	1377	20	1378	20	1379	20	1380	20
	45 - 54	1200	17	1201	17	1202	17	1202	17	1203	17	1204	17
	55 - 64	1201	17	1201	17	1202	17	1203	17	1204	17	1205	17
	65 +	1828	26	1831	26	1832	26	1833	26	1834	26	1836	26
Size	1	2020	29	2022	29	2024	29	2024	29	2026	29	2027	29
	2	2594	37	2596	37	2597	37	2599	37	2601	37	2603	37
	3	1015	15	1016	15	1016	15	1017	15	1018	15	1019	15
	4+	1355	19	1355	19	1357	19	1359	19	1359	19	1360	19
Children	Without	5181	74	5185	74	5189	74	5192	74	5196	74	5200	74
	With	1803	26	1804	26	1805	26	1807	26	1808	26	1809	26

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		7014	100	7018	100	7024	100	7029	100	7034	100	7038	100
Social Class	AB	1412	20	1411	20	1414	20	1414	20	1415	20	1416	20
	C1	2086	30	2088	30	2089	30	2091	30	2092	30	2094	30
	C2	1369	20	1370	20	1371	20	1372	20	1373	20	1374	20
	DE	2147	31	2149	31	2150	31	2152	31	2154	31	2154	31
Housewife Age	Under 25	344	5	343	5	346	5	347	5	346	5	345	5
	25 - 34	1041	15	1042	15	1042	15	1043	15	1044	15	1045	15
	35 - 44	1381	20	1381	20	1382	20	1383	20	1384	20	1385	20
	45 - 54	1205	17	1206	17	1207	17	1207	17	1208	17	1209	17
	55 - 64	1206	17	1207	17	1207	17	1208	17	1209	17	1210	17
	65 +	1837	26	1839	26	1840	26	1841	26	1843	26	1844	26
Size	1	2029	29	2029	29	2032	29	2034	29	2034	29	2035	29
	2	2605	37	2607	37	2608	37	2610	37	2612	37	2614	37
	3	1019	15	1020	15	1021	15	1021	15	1022	15	1023	15
	4+	1361	19	1362	19	1363	19	1364	19	1366	19	1366	19
Children	Without	5204	74	5207	74	5211	74	5215	74	5218	74	5222	74
	With	1810	26	1811	26	1813	26	1814	26	1816	26	1816	26

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15552	100	15563	100	15574	100	15585	100	15596	100	15607	100
Age	4 - 9	1197	8	1197	8	1198	8	1199	8	1199	8	1201	8
	10 - 15	1278	8	1279	8	1280	8	1281	8	1282	8	1282	8
	16 - 24	1680	11	1681	11	1682	11	1683	11	1685	11	1686	11
	25 - 34	1918	12	1920	12	1922	12	1923	12	1924	12	1925	12
	35 - 44	2455	16	2457	16	2458	16	2460	16	2462	16	2464	16
	45 - 54	2149	14	2151	14	2153	14	2154	14	2156	14	2157	14
	55 - 64	2082	13	2083	13	2084	13	2086	13	2087	13	2089	13
65 +	2793	18	2795	18	2797	18	2799	18	2801	18	2803	18	
Adults	Total	13077	100	13087	100	13096	100	13105	100	13115	100	13124	100
	AB	2828	22	2830	22	2832	22	2834	22	2836	22	2838	22
	C1	3982	30	3984	30	3987	30	3990	30	3993	30	3996	30
	C2	2778	21	2781	21	2782	21	2784	21	2786	21	2788	21
	DE	3489	27	3492	27	3495	27	3497	27	3500	27	3502	27

Table 3													
All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		15618	100	15629	100	15640	100	15651	100	15662	100	15673	100
Age	4 - 9	1202	8	1202	8	1203	8	1204	8	1205	8	1206	8
	10 - 15	1283	8	1285	8	1285	8	1286	8	1287	8	1288	8
	16 - 24	1687	11	1688	11	1690	11	1691	11	1692	11	1693	11
	25 - 34	1927	12	1928	12	1930	12	1931	12	1932	12	1934	12
	35 - 44	2465	16	2468	16	2468	16	2470	16	2473	16	2474	16
	45 - 54	2159	14	2160	14	2162	14	2163	14	2165	14	2165	14
	55 - 64	2090	13	2092	13	2093	13	2095	13	2096	13	2098	13
	65 +	2805	18	2806	18	2809	18	2811	18	2812	18	2815	18
Adults	Total	13133	100	13142	100	13152	100	13161	100	13170	100	13179	100
	AB	2840	22	2842	22	2844	22	2846	22	2848	22	2850	22
	C1	3999	30	4002	30	4004	30	4007	30	4010	30	4013	30
	C2	2789	21	2792	21	2795	21	2796	21	2798	21	2800	21
	DE	3505	27	3506	27	3509	27	3512	27	3514	27	3516	27

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		7611	100	7617	100	7622	100	7627	100	7633	100	7638	100
Age	4 - 15	1273	17	1274	17	1274	17	1275	17	1277	17	1277	17
	16 - 24	851	11	851	11	853	11	853	11	853	11	854	11
	25 - 34	937	12	938	12	938	12	939	12	940	12	940	12
	35 - 44	1219	16	1220	16	1220	16	1221	16	1223	16	1223	16
	45 - 54	1073	14	1074	14	1075	14	1075	14	1076	14	1077	14
	55 - 64	1020	13	1022	13	1022	13	1023	13	1023	13	1024	13
	65 +	1238	16	1238	16	1240	16	1241	16	1241	16	1243	16
Adults	Total	6338	100	6343	100	6348	100	6352	100	6356	100	6361	100
	AB	1432	23	1433	23	1433	23	1435	23	1436	23	1437	23
	C1	1875	30	1877	30	1878	30	1879	30	1880	30	1882	30
	C2	1477	23	1479	23	1481	23	1481	23	1482	23	1483	23
	DE	1554	25	1554	24	1556	25	1557	25	1558	25	1559	25
	Working F/T	3872	61	3875	61	3878	61	3881	61	3883	61	3886	61
	Not Working	2466	39	2468	39	2470	39	2471	39	2473	39	2475	39

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		8007	100	8012	100	8018	100	8024	100	8029	100	8035	100
Age	4 - 15	1212	15	1213	15	1214	15	1215	15	1215	15	1217	15
	16 - 24	836	10	837	10	837	10	838	10	839	10	839	10
	25 - 34	990	12	990	12	992	12	992	12	992	12	994	12
	35 - 44	1246	16	1248	16	1248	16	1249	16	1250	16	1251	16
	45 - 54	1086	14	1086	14	1087	14	1088	14	1089	14	1088	14
	55 - 64	1070	13	1070	13	1071	13	1072	13	1073	13	1074	13
65 +		1567	20	1568	20	1569	20	1570	20	1571	20	1572	20
Adults													
Total		6795	100	6799	100	6804	100	6809	100	6814	100	6818	100
AB		1408	21	1409	21	1411	21	1411	21	1412	21	1413	21
C1		2124	31	2125	31	2126	31	2128	31	2130	31	2131	31
C2		1312	19	1313	19	1314	19	1315	19	1316	19	1317	19
DE		1951	29	1952	29	1953	29	1955	29	1956	29	1957	29
Working F/T		1991	29	1992	29	1994	29	1995	29	1996	29	1997	29
Not Working		4804	71	4807	71	4810	71	4814	71	4818	71	4821	71

Channel Four - Midlands Macro Region

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			4825	100	4828	100	4831	100	4834	100	4838	100	4841	100
TV Households			4737	98	4741	98	4744	98	4747	98	4750	98	4753	98
ITV Households			3811	79	3813	79	3816	79	3818	79	3821	79	3823	79

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4844	100	4847	100	4850	100	4853	100	4856	100	4859	100
TV Households	4756	98	4759	98	4762	98	4765	98	4768	98	4771	98
ITV Households	3826	79	3829	79	3830	79	3833	79	3835	79	3837	79

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3811	100	3813	100	3816	100	3818	100	3821	100	3823	100
Social Class	AB	707	19	707	19	708	19	708	19	709	19	709	19
	C1	1005	26	1005	26	1006	26	1007	26	1007	26	1008	26
	C2	723	19	724	19	724	19	725	19	725	19	725	19
	DE	1376	36	1377	36	1378	36	1378	36	1380	36	1381	36
Housewife Age	Under 25	202	5	202	5	202	5	202	5	203	5	202	5
	25 - 34	610	16	610	16	611	16	611	16	612	16	612	16
	35 - 44	779	20	780	20	780	20	781	20	781	20	782	20
	45 - 54	671	18	671	18	672	18	672	18	673	18	673	18
	55 - 64	619	16	619	16	620	16	620	16	620	16	621	16
	65 +	930	24	931	24	931	24	932	24	932	24	933	24
Size	1	1070	28	1070	28	1071	28	1071	28	1072	28	1073	28
	2	1389	36	1390	36	1391	36	1392	36	1393	36	1393	36
	3	609	16	610	16	610	16	610	16	611	16	611	16
	4+	743	19	743	19	744	19	745	20	745	19	746	20
Children	Without	2779	73	2781	73	2783	73	2784	73	2786	73	2788	73
	With	1032	27	1032	27	1033	27	1034	27	1035	27	1035	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3826	100	3829	100	3830	100	3833	100	3835	100	3837	100
Social Class	AB	710	19	710	19	711	19	711	19	712	19	711	19
	C1	1009	26	1009	26	1010	26	1011	26	1011	26	1012	26
	C2	726	19	726	19	727	19	727	19	728	19	728	19
	DE	1381	36	1384	36	1382	36	1384	36	1384	36	1386	36
Housewife Age	Under 25	203	5	203	5	203	5	203	5	203	5	203	5
	25 - 34	612	16	613	16	613	16	614	16	614	16	614	16
	35 - 44	782	20	783	20	783	20	784	20	784	20	785	20
	45 - 54	674	18	674	18	674	18	675	18	675	18	676	18
	55 - 64	621	16	621	16	622	16	622	16	623	16	623	16
	65 +	934	24	935	24	935	24	935	24	936	24	936	24
Size	1	1074	28	1074	28	1075	28	1075	28	1076	28	1076	28
	2	1394	36	1395	36	1396	36	1397	36	1398	36	1399	36
	3	611	16	612	16	612	16	613	16	613	16	613	16
	4+	747	20	748	20	747	20	748	20	748	20	749	20
Children	Without	2790	73	2793	73	2793	73	2795	73	2797	73	2798	73
	With	1036	27	1036	27	1037	27	1038	27	1038	27	1039	27

Table 3 All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8577	100	8582	100	8588	100	8593	100	8598	100	8604	100
Age	4 - 9	656	8	657	8	658	8	658	8	658	8	658	8
	10 - 15	736	9	736	9	736	9	737	9	737	9	738	9
	16 - 24	992	12	993	12	993	12	994	12	995	12	996	12
	25 - 34	1132	13	1132	13	1133	13	1133	13	1134	13	1135	13
	35 - 44	1394	16	1395	16	1397	16	1398	16	1398	16	1398	16
	45 - 54	1182	14	1182	14	1183	14	1184	14	1185	14	1186	14
	55 - 64	1090	13	1091	13	1091	13	1092	13	1093	13	1093	13
	65 +	1395	16	1396	16	1397	16	1397	16	1398	16	1400	16
Adults	Total	7185	100	7189	100	7194	100	7198	100	7203	100	7208	100
	AB	1410	20	1411	20	1412	20	1413	20	1413	20	1415	20
	C1	1962	27	1963	27	1964	27	1965	27	1967	27	1968	27
	C2	1505	21	1505	21	1507	21	1508	21	1509	21	1510	21
	DE	2308	32	2310	32	2311	32	2312	32	2314	32	2315	32

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		8609	100	8615	100	8620	100	8626	100	8631	100	8636	100
Age	4 - 9	659	8	659	8	660	8	660	8	661	8	661	8
	10 - 15	738	9	739	9	739	9	740	9	740	9	741	9
	16 - 24	995	12	996	12	997	12	997	12	998	12	998	12
	25 - 34	1136	13	1137	13	1137	13	1138	13	1138	13	1139	13
	35 - 44	1401	16	1401	16	1402	16	1404	16	1405	16	1406	16
	45 - 54	1186	14	1187	14	1188	14	1188	14	1188	14	1190	14
	55 - 64	1094	13	1095	13	1095	13	1096	13	1097	13	1097	13
	65 +	1400	16	1401	16	1402	16	1403	16	1404	16	1404	16
Adults	Total	7212	100	7217	100	7221	100	7226	100	7230	100	7234	100
	AB	1416	20	1417	20	1417	20	1418	20	1419	20	1420	20
	C1	1969	27	1970	27	1972	27	1973	27	1974	27	1975	27
	C2	1511	21	1512	21	1512	21	1513	21	1514	21	1515	21
	DE	2316	32	2318	32	2320	32	2322	32	2323	32	2324	32

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4196	100	4198	100	4201	100	4204	100	4206	100	4209	100
Age	4 - 15	708	17	708	17	709	17	709	17	709	17	710	17
	16 - 24	504	12	505	12	505	12	506	12	506	12	506	12
	25 - 34	560	13	560	13	560	13	560	13	561	13	561	13
	35 - 44	689	16	689	16	690	16	691	16	690	16	691	16
	45 - 54	582	14	582	14	583	14	583	14	584	14	585	14
	55 - 64	542	13	543	13	543	13	543	13	544	13	544	13
	65 +	611	15	611	15	611	15	612	15	612	15	612	15
Adults		3488	100	3490	100	3492	100	3495	100	3497	100	3499	100
Total		707	20	708	20	708	20	709	20	709	20	710	20
AB		938	27	938	27	939	27	939	27	940	27	941	27
C1		807	23	807	23	807	23	809	23	809	23	809	23
C2		1036	30	1037	30	1038	30	1038	30	1039	30	1039	30
DE		2163	62	2164	62	2166	62	2168	62	2168	62	2170	62
Working F/T		1325	38	1326	38	1326	38	1327	38	1329	38	1329	38
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		4211	100	4214	100	4217	100	4220	100	4222	100	4225	100
Age	4 - 15	710	17	711	17	711	17	712	17	712	17	713	17
	16 - 24	506	12	507	12	508	12	507	12	508	12	508	12
	25 - 34	561	13	561	13	562	13	563	13	562	13	563	13
	35 - 44	692	16	692	16	693	16	693	16	695	16	694	16
	45 - 54	585	14	585	14	585	14	586	14	585	14	586	14
	55 - 64	544	13	545	13	545	13	545	13	546	13	546	13
65 +		613	15	613	15	613	15	614	15	614	15	615	15
Adults	Total	3501	100	3503	100	3506	100	3508	100	3510	100	3512	100
	AB	711	20	711	20	711	20	712	20	712	20	713	20
	C1	941	27	942	27	943	27	943	27	944	27	944	27
	C2	810	23	809	23	811	23	811	23	811	23	812	23
	DE	1039	30	1041	30	1041	30	1042	30	1043	30	1043	30
	Working F/T	2171	62	2172	62	2174	62	2175	62	2177	62	2178	62
	Not Working	1330	38	1331	38	1332	38	1333	38	1333	38	1334	38

Channel Four - North Macro Region

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			7153	100	7156	100	7159	100	7162	100	7166	100	7169	100
TV Households			7029	98	7032	98	7036	98	7039	98	7042	98	7045	98
ITV Households			6486	91	6488	91	6491	91	6494	91	6497	91	6500	91

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7172	100	7175	100	7179	100	7182	100	7185	100	7188	100
TV Households	7048	98	7052	98	7055	98	7058	98	7061	98	7064	98
ITV Households	6503	91	6505	91	6509	91	6511	91	6514	91	6518	91

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		6486	100	6488	100	6491	100	6494	100	6497	100	6500	100
Social Class	AB	975	15	973	15	975	15	975	15	976	15	976	15
	C1	1674	26	1675	26	1675	26	1676	26	1677	26	1678	26
	C2	1171	18	1172	18	1172	18	1173	18	1173	18	1174	18
	DE	2666	41	2668	41	2669	41	2670	41	2671	41	2672	41
Housewife Age	Under 25	353	5	354	5	354	5	354	5	355	5	354	5
	25 - 34	974	15	975	15	975	15	976	15	976	15	976	15
	35 - 44	1319	20	1320	20	1320	20	1321	20	1321	20	1322	20
	45 - 54	1156	18	1157	18	1157	18	1158	18	1158	18	1159	18
	55 - 64	1064	16	1065	16	1065	16	1066	16	1066	16	1067	16
	65 +	1620	25	1617	25	1620	25	1619	25	1621	25	1622	25
Size	1	1953	30	1954	30	1955	30	1956	30	1957	30	1958	30
	2	2271	35	2272	35	2273	35	2274	35	2275	35	2276	35
	3	1047	16	1047	16	1047	16	1048	16	1048	16	1049	16
	4+	1215	19	1215	19	1216	19	1216	19	1217	19	1217	19
Children	Without	4749	73	4751	73	4753	73	4755	73	4757	73	4760	73
	With	1737	27	1737	27	1738	27	1739	27	1740	27	1740	27

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		6503	100	6505	100	6509	100	6511	100	6514	100	6518	100
Social Class	AB	978	15	977	15	978	15	978	15	979	15	980	15
	C1	1678	26	1679	26	1680	26	1681	26	1681	26	1682	26
	C2	1174	18	1175	18	1175	18	1176	18	1176	18	1177	18
	DE	2673	41	2674	41	2676	41	2676	41	2678	41	2679	41
Housewife Age	Under 25	354	5	354	5	355	5	355	5	355	5	356	5
	25 - 34	977	15	977	15	978	15	978	15	979	15	979	15
	35 - 44	1323	20	1323	20	1324	20	1324	20	1325	20	1326	20
	45 - 54	1159	18	1160	18	1160	18	1161	18	1161	18	1162	18
	55 - 64	1067	16	1068	16	1068	16	1068	16	1069	16	1069	16
	65 +	1623	25	1623	25	1624	25	1625	25	1625	25	1626	25
Size	1	1959	30	1960	30	1960	30	1961	30	1962	30	1963	30
	2	2277	35	2278	35	2279	35	2280	35	2281	35	2282	35
	3	1049	16	1050	16	1050	16	1051	16	1051	16	1052	16
	4+	1218	19	1217	19	1220	19	1219	19	1220	19	1221	19
Children	Without	4762	73	4764	73	4766	73	4768	73	4770	73	4773	73
	With	1741	27	1741	27	1743	27	1743	27	1744	27	1745	27

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		14384	100	14390	100	14397	100	14403	100	14409	100	14416	100
Age	4 - 9	1118	8	1118	8	1119	8	1119	8	1120	8	1120	8
	10 - 15	1233	9	1234	9	1234	9	1235	9	1235	9	1236	9
	16 - 24	1681	12	1682	12	1682	12	1683	12	1684	12	1685	12
	25 - 34	1832	13	1832	13	1834	13	1834	13	1835	13	1836	13
	35 - 44	2285	16	2286	16	2287	16	2288	16	2289	16	2290	16
	45 - 54	2001	14	2002	14	2003	14	2004	14	2005	14	2006	14
	55 - 64	1841	13	1842	13	1842	13	1843	13	1844	13	1845	13
65 +	2393	17	2394	17	2396	17	2397	17	2397	17	2398	17	
Adults	Total	12033	100	12038	100	12044	100	12049	100	12054	100	12060	100
	AB	1985	16	1986	16	1987	16	1988	16	1989	17	1990	17
	C1	3260	27	3261	27	3263	27	3264	27	3265	27	3267	27
	C2	2430	20	2431	20	2432	20	2433	20	2434	20	2435	20
	DE	4358	36	4360	36	4362	36	4364	36	4366	36	4368	36

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		14422	100	14428	100	14435	100	14441	100	14447	100	14454	100
Age	4 - 9	1121	8	1121	8	1121	8	1122	8	1122	8	1123	8
	10 - 15	1236	9	1237	9	1238	9	1238	9	1239	9	1239	9
	16 - 24	1685	12	1686	12	1687	12	1688	12	1688	12	1689	12
	25 - 34	1837	13	1837	13	1838	13	1839	13	1840	13	1841	13
	35 - 44	2291	16	2292	16	2293	16	2294	16	2295	16	2296	16
	45 - 54	2007	14	2007	14	2009	14	2009	14	2010	14	2011	14
	55 - 64	1846	13	1847	13	1847	13	1848	13	1849	13	1850	13
	65 +	2399	17	2401	17	2402	17	2403	17	2404	17	2405	17
Adults	Total	12065	100	12070	100	12076	100	12081	100	12086	100	12092	100
	AB	1990	16	1991	16	1992	16	1993	16	1994	16	1995	16
	C1	3269	27	3270	27	3272	27	3273	27	3274	27	3276	27
	C2	2436	20	2437	20	2439	20	2439	20	2441	20	2442	20
	DE	4370	36	4372	36	4373	36	4376	36	4377	36	4379	36

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7399	100	7402	100	7406	100	7409	100	7412	100	7416	100
Age												
4 - 15	1142	15	1142	15	1143	15	1143	15	1144	15	1145	15
16 - 24	850	11	850	11	850	11	851	11	851	11	852	11
25 - 34	938	13	939	13	940	13	939	13	940	13	940	13
35 - 44	1164	16	1165	16	1165	16	1166	16	1166	16	1167	16
45 - 54	1013	14	1013	14	1014	14	1014	14	1015	14	1015	14
55 - 64	934	13	935	13	935	13	936	13	936	13	937	13
65 +	1358	18	1358	18	1359	18	1360	18	1360	18	1360	18
Adults												
Total	6257	100	6260	100	6263	100	6266	100	6268	100	6271	100
AB	1001	16	1003	16	1003	16	1003	16	1004	16	1004	16
C1	1725	28	1725	28	1726	28	1727	28	1727	28	1728	28
C2	1136	18	1136	18	1137	18	1138	18	1138	18	1138	18
DE	2395	38	2396	38	2397	38	2398	38	2399	38	2401	38
Working F/T	1847	30	1849	30	1849	30	1850	30	1850	30	1851	30
Not Working	4410	70	4411	70	4414	70	4416	70	4418	70	4420	70

Table4b Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		7419	100	7422	100	7425	100	7428	100	7432	100	7435	100
Age	4 - 15	1145	15	1145	15	1146	15	1146	15	1147	15	1147	15
	16 - 24	852	11	852	11	853	11	853	11	854	11	854	11
	25 - 34	941	13	942	13	941	13	942	13	942	13	943	13
	35 - 44	1167	16	1168	16	1168	16	1169	16	1169	16	1169	16
	45 - 54	1016	14	1016	14	1017	14	1017	14	1017	14	1018	14
	55 - 64	937	13	937	13	937	13	938	13	939	13	939	13
	65 +	1361	18	1362	18	1363	18	1363	18	1364	18	1365	18
Adults	Total	6274	100	6277	100	6279	100	6282	100	6285	100	6288	100
	AB	1004	16	1005	16	1005	16	1006	16	1006	16	1007	16
	C1	1730	28	1730	28	1731	28	1731	28	1732	28	1733	28
	C2	1139	18	1139	18	1140	18	1140	18	1141	18	1142	18
	DE	2401	38	2403	38	2403	38	2405	38	2406	38	2406	38
	Working F/T	1852	30	1853	30	1854	30	1855	30	1855	30	1857	30
	Not Working	4422	70	4424	70	4425	70	4427	70	4430	70	4431	70

Channel Four - Scotland Macro Region

Table 1													
Projections for		Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2479	100	2480	100	2481	100	2482	100	2482	100	2483	100
TV Households		2416	97	2417	97	2417	97	2418	97	2419	97	2420	97
ITV Households		2383	96	2383	96	2385	96	2385	96	2386	96	2386	96

Table 1 Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2484	100	2485	100	2485	100	2486	100	2487	100	2488	100
TV Households	2420	97	2421	97	2422	97	2423	97	2424	97	2424	97
ITV Households	2387	96	2388	96	2389	96	2389	96	2390	96	2390	96

Table 2													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2383	100	2383	100	2385	100	2385	100	2386	100	2386	100
Social Class	AB	440	18	440	18	441	18	441	18	441	18	441	18
	C1	648	27	648	27	648	27	648	27	648	27	649	27
	C2	432	18	432	18	432	18	432	18	432	18	432	18
	DE	863	36	863	36	864	36	864	36	865	36	864	36
Housewife Age	Under 25	128	5	129	5	129	5	129	5	129	5	129	5
	25 - 34	361	15	361	15	361	15	361	15	361	15	361	15
	35 - 44	492	21	492	21	492	21	493	21	493	21	493	21
	45 - 54	426	18	426	18	426	18	426	18	426	18	426	18
	55 - 64	386	16	386	16	386	16	386	16	386	16	386	16
	65 +	590	25	589	25	591	25	590	25	591	25	591	25
Size	1	791	33	791	33	791	33	792	33	792	33	792	33
	2	817	34	818	34	818	34	818	34	818	34	819	34
	3	358	15	358	15	358	15	358	15	358	15	358	15
	4+	417	17	416	17	418	18	417	17	418	18	417	17
Children	Without	1783	75	1783	75	1784	75	1785	75	1785	75	1785	75
	With	600	25	600	25	601	25	600	25	601	25	601	25

ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2387	100	2388	100	2389	100	2389	100	2390	100	2390	100
Social Class	AB	442	19	442	19	442	19	442	19	442	18	441	18
	C1	649	27	649	27	649	27	649	27	650	27	650	27
	C2	432	18	432	18	433	18	433	18	433	18	433	18
	DE	864	36	865	36	865	36	865	36	865	36	866	36
Housewife Age	Under 25	129	5	129	5	130	5	129	5	128	5	128	5
	25 - 34	361	15	361	15	361	15	361	15	362	15	362	15
	35 - 44	493	21	493	21	493	21	493	21	494	21	494	21
	45 - 54	426	18	427	18	427	18	427	18	427	18	427	18
	55 - 64	386	16	387	16	387	16	387	16	387	16	387	16
	65 +	592	25	591	25	591	25	592	25	592	25	592	25
Size	1	792	33	793	33	793	33	792	33	793	33	793	33
	2	819	34	819	34	819	34	820	34	820	34	820	34
	3	358	15	358	15	359	15	359	15	359	15	359	15
	4+	418	18	418	18	418	17	418	17	418	17	418	17
Children	Without	1786	75	1787	75	1788	75	1788	75	1788	75	1789	75
	With	601	25	601	25	601	25	601	25	602	25	601	25

Table 3													
All Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5099	100	5100	100	5102	100	5103	100	5105	100	5107	100
Age	4 - 9	372	7	372	7	372	7	373	7	373	7	373	7
	10 - 15	415	8	415	8	415	8	415	8	415	8	415	8
	16 - 24	584	11	584	11	585	11	584	11	584	11	585	11
	25 - 34	650	13	650	13	650	13	650	13	651	13	651	13
	35 - 44	844	17	844	17	845	17	845	17	845	17	845	17
	45 - 54	734	14	734	14	734	14	734	14	735	14	736	14
	55 - 64	643	13	643	13	644	13	644	13	644	13	644	13
	65 +	857	17	858	17	857	17	858	17	858	17	858	17
Adults	Total	4312	100	4313	100	4315	100	4315	100	4317	100	4319	100
	AB	862	20	862	20	862	20	862	20	863	20	863	20
	C1	1209	28	1210	28	1210	28	1211	28	1211	28	1211	28
	C2	889	21	889	21	889	21	889	21	889	21	890	21
	DE	1352	31	1352	31	1354	31	1353	31	1354	31	1355	31

Table 3 All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		5108	100	5110	100	5111	100	5113	100	5114	100	5116	100
Age	4 - 9	373	7	374	7	373	7	373	7	373	7	374	7
	10 - 15	415	8	415	8	416	8	416	8	416	8	416	8
	16 - 24	585	11	586	11	586	11	585	11	586	11	586	11
	25 - 34	651	13	651	13	650	13	652	13	652	13	652	13
	35 - 44	846	17	845	17	847	17	847	17	846	17	846	17
	45 - 54	735	14	735	14	735	14	736	14	736	14	737	14
	55 - 64	644	13	645	13	645	13	645	13	645	13	645	13
	65 +	859	17	859	17	859	17	859	17	860	17	860	17
Adults	Total	4320	100	4321	100	4322	100	4324	100	4325	100	4326	100
	AB	863	20	863	20	864	20	864	20	864	20	865	20
	C1	1212	28	1212	28	1212	28	1213	28	1213	28	1213	28
	C2	890	21	891	21	891	21	891	21	891	21	891	21
	DE	1355	31	1355	31	1355	31	1356	31	1357	31	1357	31

Table4a													
Male Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2445	100	2446	100	2447	100	2447	100	2448	100	2449	100
Age	4 - 15	402	16	403	16	403	16	403	16	403	16	403	16
	16 - 24	291	12	290	12	291	12	290	12	290	12	291	12
	25 - 34	315	13	315	13	315	13	315	13	316	13	315	13
	35 - 44	405	17	405	17	406	17	406	17	406	17	406	17
	45 - 54	361	15	361	15	361	15	361	15	361	15	362	15
	55 - 64	311	13	311	13	311	13	312	13	311	13	312	13
65 +		360	15	361	15	360	15	360	15	361	15	360	15
Adults		2043	100	2043	100	2044	100	2044	100	2045	100	2046	100
Total		431	21	431	21	431	21	431	21	432	21	432	21
AB		548	27	549	27	549	27	549	27	549	27	549	27
C1		477	23	477	23	477	23	477	23	477	23	478	23
C2		587	29	586	29	587	29	587	29	587	29	587	29
DE		1208	59	1208	59	1208	59	1208	59	1209	59	1210	59
Working F/T		835	41	835	41	836	41	836	41	836	41	836	41
Not Working													

Table4a													
Male Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2449	100	2451	100	2451	100	2452	100	2453	100	2453	100
Age	4 - 15	403	16	404	16	404	16	404	16	404	16	404	16
	16 - 24	291	12	291	12	292	12	291	12	291	12	291	12
	25 - 34	315	13	315	13	314	13	316	13	316	13	316	13
	35 - 44	407	17	407	17	406	17	407	17	406	17	406	17
	45 - 54	361	15	361	15	362	15	361	15	362	15	363	15
	55 - 64	311	13	312	13	312	13	312	13	312	13	312	13
	65 +	361	15	361	15	361	15	361	15	362	15	361	15
Adults	Total	2046	100	2047	100	2047	100	2048	100	2049	100	2049	100
	AB	431	21	431	21	432	21	432	21	432	21	433	21
	C1	550	27	550	27	550	27	550	27	550	27	550	27
	C2	478	23	478	23	478	23	478	23	478	23	478	23
	DE	587	29	588	29	587	29	588	29	589	29	588	29
	Working F/T	1210	59	1210	59	1210	59	1211	59	1211	59	1212	59
	Not Working	836	41	837	41	837	41	837	41	838	41	837	41

Table4b													
Female Individuals in ITV Households													
Projections for		Jan-05		Feb-05		Mar-05		Apr-05		May-05		Jun-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2654	100	2654	100	2655	100	2656	100	2657	100	2658	100
Age													
4 - 15		385	15	384	14	384	14	385	14	385	14	385	14
16 - 24		293	11	294	11	294	11	294	11	294	11	294	11
25 - 34		335	13	335	13	335	13	335	13	335	13	336	13
35 - 44		439	17	439	17	439	17	439	17	439	17	439	17
45 - 54		373	14	373	14	373	14	373	14	374	14	374	14
55 - 64		332	13	332	13	333	13	332	13	333	13	332	12
65 +		497	19	497	19	497	19	498	19	497	19	498	19
Adults													
Total		2269	100	2270	100	2271	100	2271	100	2272	100	2273	100
AB		431	19	431	19	431	19	431	19	431	19	431	19
C1		661	29	661	29	661	29	662	29	662	29	662	29
C2		412	18	412	18	412	18	412	18	412	18	412	18
DE		765	34	766	34	767	34	766	34	767	34	768	34
Working F/T		727	32	727	32	728	32	729	32	728	32	728	32
Not Working		1542	68	1543	68	1543	68	1542	68	1544	68	1545	68

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		2659	100	2659	100	2660	100	2661	100	2661	100	2663	100
Age	4 - 15	385	14	385	14	385	14	385	14	385	14	386	14
	16 - 24	294	11	295	11	294	11	294	11	295	11	295	11
	25 - 34	336	13	336	13	336	13	336	13	336	13	336	13
	35 - 44	439	17	438	16	441	17	440	17	440	17	440	17
	45 - 54	374	14	374	14	373	14	375	14	374	14	374	14
	55 - 64	333	13	333	13	333	13	333	13	333	13	333	13
65 +		498	19	498	19	498	19	498	19	498	19	499	19
Adults	Total	2274	100	2274	100	2275	100	2276	100	2276	100	2277	100
	AB	432	19	432	19	432	19	432	19	432	19	432	19
	C1	662	29	662	29	662	29	663	29	663	29	663	29
	C2	412	18	413	18	413	18	413	18	413	18	413	18
	DE	768	34	767	34	768	34	768	34	768	34	769	34
	Working F/T	728	32	729	32	730	32	729	32	730	32	729	32
	Not Working	1546	68	1545	68	1545	68	1547	68	1546	68	1548	68

Channel Four - Ulster Macro Region

Table 1														
Projections for			Jan 05		Feb 05		Mar 05		Apr 05		May 05		Jun 05	
			000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households			645	100	645	100	645	100	645	100	646	100	646	100
TV Households			623	97	623	97	623	97	623	97	623	96	623	96
ITV Households			623	97	623	97	623	97	623	97	623	96	623	96

Table 1												
Television Reception												
Projections for	Jul 05		Aug 05		Sep 05		Oct 05		Nov 05		Dec 05	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	646	100	646	100	646	100	646	100	646	100	647	100
TV Households	623	96	623	96	624	97	624	97	623	96	624	96
ITV Households	623	96	623	96	624	97	624	97	623	96	624	96

Table 2													
ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		623	100	623	100	624	100	624	100	623	100	624	100
Social Class	AB	85	14	85	14	86	14	86	14	86	14	86	14
	C1	152	24	152	24	152	24	152	24	152	24	152	24
	C2	129	21	129	21	129	21	129	21	129	21	129	21
	DE	257	41	257	41	257	41	257	41	256	41	257	41
Housewife Age	Under 25	24	4	24	4	25	4	24	4	24	4	24	4
	25 - 34	109	17	109	17	109	17	109	17	109	17	110	18
	35 - 44	139	22	139	22	139	22	139	22	139	22	139	22
	45 - 54	114	18	114	18	114	18	114	18	114	18	114	18
	55 - 64	99	16	99	16	99	16	99	16	99	16	99	16
	65 +	138	22	138	22	138	22	139	22	138	22	138	22
Size	1	163	26	163	26	163	26	164	26	163	26	163	26
	2	186	30	186	30	186	30	186	30	186	30	186	30
	3	99	16	99	16	99	16	99	16	99	16	99	16
	4+	175	28	175	28	176	28	175	28	175	28	176	28
Children	Without	422	68	423	68	423	68	423	68	422	68	423	68
	With	201	32	200	32	201	32	201	32	201	32	201	32

Table 3													
All Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+		1570	100	1570	100	1571	100	1571	100	1571	100	1572	100
Age	4 - 9	144	9	144	9	144	9	144	9	144	9	144	9
	10 - 15	156	10	156	10	156	10	156	10	156	10	156	10
	16 - 24	209	13	209	13	209	13	209	13	209	13	209	13
	25 - 34	224	14	223	14	224	14	224	14	224	14	224	14
	35 - 44	252	16	253	16	253	16	253	16	253	16	253	16
	45 - 54	203	13	203	13	203	13	202	13	203	13	203	13
	55 - 64	170	11	170	11	170	11	170	11	170	11	170	11
	65 +	212	14	212	14	212	13	213	14	212	13	213	14
Adults	Total	1270	100	1270	100	1271	100	1271	100	1271	100	1272	100
	AB	191	15	192	15	192	15	192	15	192	15	192	15
	C1	332	26	332	26	332	26	332	26	332	26	332	26
	C2	302	24	301	24	302	24	302	24	302	24	302	24
	DE	445	35	445	35	445	35	445	35	445	35	446	35

Table4a													
Male Individuals in ITV Households													
Projections for	Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total Males 4+	766	100	766	100	767	100	767	100	767	100	767	100	
Age	4 - 15	154	20	155	20	155	20	155	20	155	20	154	20
	16 - 24	106	14	106	14	106	14	107	14	106	14	107	14
	25 - 34	110	14	109	14	110	14	109	14	110	14	109	14
	35 - 44	123	16	124	16	123	16	124	16	124	16	123	16
	45 - 54	100	13	99	13	100	13	99	13	99	13	100	13
	55 - 64	82	11	82	11	82	11	82	11	82	11	82	11
	65 +	91	12	91	12	91	12	91	12	91	12	92	12
Adults	Total	612	100	611	100	612	100	612	100	612	100	613	100
	AB	93	15	93	15	94	15	94	15	94	15	94	15
	C1	160	26	160	26	160	26	160	26	160	26	160	26
	C2	162	26	161	26	161	26	161	26	162	26	162	26
	DE	197	32	197	32	197	32	197	32	196	32	197	32
	Working F/T	367	60	366	60	367	60	367	60	367	60	367	60
	Not Working	245	40	245	40	245	40	245	40	245	40	246	40

Table4b													
Female Individuals in ITV Households													
Projections for		Jul-05		Aug-05		Sep-05		Oct-05		Nov-05		Dec-05	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+		804	100	804	100	804	100	804	100	804	100	805	100
Age	4 - 15	146	18	145	18	145	18	145	18	145	18	146	18
	16 - 24	103	13	103	13	103	13	102	13	103	13	102	13
	25 - 34	114	14	114	14	114	14	115	14	114	14	115	14
	35 - 44	129	16	129	16	130	16	129	16	129	16	130	16
	45 - 54	103	13	104	13	103	13	103	13	104	13	103	13
	55 - 64	88	11	88	11	88	11	88	11	88	11	88	11
	65 +	121	15	121	15	121	15	122	15	121	15	121	15
Adults	Total	658	100	659	100	659	100	659	100	659	100	659	100
	AB	98	15	99	15	98	15	98	15	98	15	98	15
	C1	172	26	172	26	172	26	172	26	172	26	172	26
	C2	140	21	140	21	141	21	141	21	140	21	140	21
	DE	248	38	248	38	248	38	248	38	249	38	249	38
	Working F/T	201	31	203	31	202	31	202	31	202	31	202	31
	Not Working	457	69	456	69	457	69	457	69	457	69	457	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.

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

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

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Household Estimates (000's)				
		All H/Holds	TV H/Holds	Single ITV H/Holds		Multi ITV H/Holds
London/South	3898	1008	987	181 (L)	610 (S)	187
London/East	1765	380	373	227 (L)	81 (E)	58
Midlands/North West	1302	260	255	148 (M)	81 (NW)	23
Midlands/Yorkshire	1506	421	414	195 (M)	145 (Y)	71
Midlands/Wales	1272	247	244	53 (M)	160 (W)	24
Midlands/East	2097	504	497	60 (M)	391 (E)	43
North West/Yorshire	159	43	42	33 (NW)	6 (Y)	3
North West/Wales	2132	216	213	89 (NW)	46 (W)	75
North West/Border	1460	68	67	26 (NW)	37 (B)	3
Yorkshire/North East	915	300	295	229 (Y)	41 (NE)	24
Yorkshire/East	381	93	90	11 (Y)	63 (E)	17
South/Wales	76	18	18	7 (S)	9 (W)	1
South West/Wales	1615	151	147	17 (SW)	123 (W)	7
North East/Border	468	17	17	5 (NE)	7 (B)	5
Scotland/Border	42	3	3	* (SC)	2 (B)	1
London/Midlands/South	67	15	15	7 (L)	1 (M)	5 (S)
London/Midlands/East	165	47	46	13 (L)	2 (M)	20 (E)
London/South/East	713	128	127	75 (L)	3 (S)	21 (E)
Midlands/Yorkshire/East	171	64	63	15 (M)	27 (Y)	6 (E)
South/South West/Wales	160	14	14	2 (S)	1 (SW)	10 (W)
TOTAL	20364	3996	3927	3289		600

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Population Estimates (000's)		
		All Indivs	Individuals in TV H/Holds	Individuals in Multi ITV H/Holds
London/South	9449	2388	2358	503
London/East	4501	924	913	153
Midlands/North West	3116	605	597	57
Midlands/Yorkshire	3603	988	978	175
Midlands/Wales	3023	586	578	64
Midlands/East	4952	1186	1175	115
North West/Yorshire	391	101	99	7
North West/Wales	4958	500	497	185
North West/Border	3247	149	147	9
Yorkshire/North East	2144	680	670	55
Yorkshire/East	835	199	196	39
South/Wales	204	43	43	4
South West/Wales	3844	354	347	18
North East/Border	1008	38	37	12
Scotland/Border	86	6	6	2
London/Midlands/South				0
	135	32	32	1 (L/M) 2 (L/S) 0 (M/S)
London/Midlands/East				2
	429	115	114	0 (L/M) 26 (L/E) 7 (M/E)
London/South/East				26
	1738	299	296	11 (L/S) 31 (L/E) 2 (S/E)
Midlands/Yorkshire/East				12
	376	142	141	20 (M/Y) 3 (M/E) 5 (Y/E)
South/South West/Wales				1
	351	32	32	0 (S/SW) 3 (SW) * (SW/W)
TOTAL	48390	9370	9257	1547

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	6608	503	272	11	727	28
Midlands	6580	474	173	6	441	14
North West	5053	229	105	0	257	0
Yorkshire	3132	417	125	5	300	12
North East	1383	47	29	0	67	0
Scotland	42	*	1	0	2	0
South & South east	4914	627	195	10	524	26
East	5292	582	145	15	380	40
South West	1775	17	7	*	18	1
Border	1970	46	9	0	22	0
Wales & West	5255	348	108	*	274	1

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Household Estimates (000's)					
		All H/Holds	TV H/Holds	Single ITV H/Holds			Multi ITV H/Holds
London/South	6376	1517	1487	483 (L)	715 (S)		272
Midlands/North	2808	681	669	343 (M)	225 (N)		94
Midlands/South	3369	751	741	112 (M)	552 (S)		67
North/Scotland	1928	85	83	31 (N)	44 (SC)		8
North/South	2513	308	304	100 (N)	109 (S)		92
London/Midlands/South							1
	232	62	61	20 (L)	4 (M)	25 (S)	1 (L/M) 9 (L/S) 3 (M/S)
Midlands/North/South							5
	171	64	63	15 (M)	27 (N)	6 (S)	8 (M/N) 1 (M/S) 2 (N/S)
TOTAL	17397	3468	3409	2810			562

Overlap Area	Sample Size	Population Estimates (000's)			
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds	
London/South	15688	3611	3567	723	
Midlands/North	6719	1593	1575	232	
Midlands/South	7975	1772	1753	179	
North/Scotland	4255	187	185	20	
North/South	5793	700	693	223	
London/Midlands/South				2	
	564	147	146	1 (L/M)	28 (L/S) 7 (M/S)
Midlands/North/South				12	
	376	142	141	20 (M/N)	3 (M/S) 5 (N/S)
TOTAL	41370	8152	8060	1456	

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	6608	503	281	1	753	2
South	12661	1405	446	6	1170	14
Midlands	6580	474	173	6	441	14
North	7420	383	205	5	500	12
Scotland	1928	44	8	0	20	0
Ulster	0	0	0	0	0	0

Preference To View & Net Share

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

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

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

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

These net ITV households and shares are reproduced overleaf based on data from July 2002 to June 2004. These tables are then repeated for Channel Four Macro Regions.

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Area													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	NE	SC	S	E	SW	B	W
London	282	1207	4.9	*	-	-	-	-	3.8	1.3	-	-	-
Midlands	179	737	*	4.5	0.7	2.0	-	-	-	1.9	-	-	0.8
North West	105	1083	-	1.0	6.5	0.1	-	-	-	-	-	0.2	2.2
Yorkshire	129	453	-	3.6	0.1	5.1	0.3	-	-	0.9	-	-	-
North East	29	204	-	-	-	6.8	2.2	-	-	-	-	1.0	-
Scotland	1	11	-	-	-	-	-	0.3	-	-	-	9.7	-
South & South East	205	843	4.6	-	-	-	-	-	5.2	0.1	*	-	0.1
East	160	704	3.2	1.0	-	0.6	-	-	0.1	5.2	-	-	-
South West	7	80	-	-	-	-	-	-	0.1	-	4.1	-	5.8
Border	9	217	-	-	1.9	-	2.2	*	-	-	-	5.8	-
Wales & West	109	1070	-	0.9	4.7	-	-	-	0.1	-	0.3	-	4.0
* = Under 0.05 The preference to view data given are obtained from Establishment Survey data. The sample sizes shown are an aggregation of the samples of all contributory overlaps. Individual preferences are on smaller samples.													

Net Households And Shares For Each ITV Area

Area	000's	%
London	4814	19.63
Midlands	3696	15.07
North West	2801	11.42
Yorkshire	2412	9.84
North East	1136	4.63
Scotland	2074	8.46
South, South East & Channel Islands	2302	9.39
East	1692	6.90
South West	732	2.98
Border	296	1.21
Wales & West	1942	7.92
Ulster	621	2.53
All Areas	24518	100.00

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Macro Region								
Macro Region	Multi ITV H/Holds 000's	Sample Size	London	South	Midlands	North	Scotland	Ulster
London	282	1207	4.9	5.1	*	-	-	-
South	451	2438	3.0	5.0	0.6	1.4	-	-
Midlands	179	737	*	2.7	4.5	2.8	-	-
North	209	1562	-	1.7	2.7	5.4	0.2	-
Scotland	8	206	-	-	-	4.6	5.4	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4814	19.57
South	6725	27.34
Midlands	3696	15.02
North	6369	25.89
Scotland	2374	9.65
Ulster	621	2.52
All Areas	24599	100.00

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

Appendix C

FIELDWORK AND RESULTS

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

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

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

Response Analysis: Jul '02 - Jun '04										
	S		W&W		CSco		NSco		CI	
Addresses Issued	16654		25701		10039		3722		610	
Shop / Business	238		479		252		126		4	
Demolished / Incomplete	60		101		91		17		9	
Empty	839		3231		727		499		25	
Holiday Home	162		431		99		168		5	
Other Non Effective	371		1262		190		140		22	
Eligible Addresses	14984		20197		8680		2772		545	
Substitute Addresses	1641		5343		1307		910		0	
Multiple Occupancy Addresses	236		122		138		120		28	
Additional Households	243		539		249		96		62	
Total Households	17104	100%	26201	100%	10374	100%	3898	100%	635	100%
Non Contacts	2912	17%	3864	15%	1347	13%	354	9%	95	15%
No English Spoken	18	*	17	*	11	*	2	*	2	*
Refusals	3207	19%	2809	11%	1382	13%	403	10%	46	7%
Total Interviews	10967	64%	19511	74%	7634	74%	3139	81%	492	77%
* = Less than 0.5%										

Appendix D

DEFINITIONS

ITV AREAS

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

POPULATION

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

PRIVATE HOUSEHOLD

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

TV HOUSEHOLD

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

“HOME” ITV HOUSEHOLDS

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

CABLE AND SATELLITE HOUSEHOLDS

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

DTH

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

MACRO REGIONS

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

Macro Region

Constituent ITV Areas

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

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

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

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

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

REMOTE CONTROL SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2002 to June 2004.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

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

SAMPLE BASES FOR REPORT TABLES
TABLE 4

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

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

SAMPLE BASES FOR REPORT TABLES
TABLE 6

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

SAMPLE BASES FOR REPORT TABLES
TABLE 6

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

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

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

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

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

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

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2005

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

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

Appendix J

The Questionnaire (June 2004)

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

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

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

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

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

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

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

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

ASK ALL		
17c.	SHOW CARD H Which of these ranges shows the number of additional channels, apart from BBC1 BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW) , that this set receives? 0 1-2 3-5 6-10 11-20 21-50 More than 50 IF 0 CHANNELS AT Q17c, COUNT THIS SET AS HAVING NO ADDITIONAL CHANNELS IF >0 CHANNELS AT Q17c AND NONE OF THESE AT Q17b1 ASK Q17b1 AGAIN	SP
ASK Q20A IF CODE 1 or 2 AT Q17b OTHERWISE GO TO Q20b.		MP
20a.	Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b = 1) READ OUT CODE 1 REDUNDANT Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q22a		
20b.	SHOW CARD J Which of these digital TV services does this set receive? Digital services via a normal aerial (i.e. Freeview, formerly ITV Digital) Digital Satellite (i.e. Sky digital) Don't know	SP

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

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

22c.	SHOW CARD L. Which of the statements on this card best describes the reception for the additional channels you receive? 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
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. Newline Look East Look North (Leeds) Look North (Newcastle) Midlands Today East Midlands Today North West Tonight Points West Reporting Scotland South Today Spotlight Wales Today BBC London News South East Today Look North (Hull)	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. Eutelsat) A movable or tracking dish able to receive stations from more than one satellite Other type Don't know	
24e.	Do your household pay a subscription for your satellite channels or do you just receive the free channels? Pay subscription Receive free channels only Don't know/Not sure	

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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