

Establishment Survey of TV Homes

BBC Area Report

June 2005



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

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Introduction

This report gives details of the overall populations and television populations for each BBC area. Results are based on Survey work conducted between July 2003 and June 2005.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2005, whilst the second contains projections of key demographic data for each month of 2006. The latter will be used in the processing of BARB panel viewing data for those months. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

All Areas

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	25664	100	25048	100
Receiving ITV	25048	98	25048	100
Receiving any CH4	25003	97	25003	100
Receiving five	23006	90	23006	92
Receiving BBC1	25048	98	25048	100
Receiving BBC2	25048	98	25048	100

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

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

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

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

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

London

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	4868	100	4682	100
Receiving ITV	4682	96	4682	100
Receiving any CH4	4669	96	4669	100
Receiving five	4505	93	4505	96
Receiving BBC1	4682	96	4682	100
Receiving BBC2	4682	96	4682	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	4868	100	4682	100	2808	100	
		100		96		58	
				100		60	
Social Class :-							
AB	1302	27	1264	27	905	32	
C1	1425	29	1375	29	828	29	
C2	711	15	695	15	462	16	
D	576	12	557	12	315	11	
E	854	18	790	17	298	11	
Housewife Age :-							
Under 25	289	6	260	6	132	5	
25 - 34	1020	21	961	21	610	22	
35 - 44	1103	23	1065	23	770	27	
45 - 54	813	17	788	17	549	20	
55 - 64	650	13	634	14	390	14	
65 +	993	20	972	21	357	13	
Size of Household :-							
1	1613	33	1492	32	592	21	
2	1501	31	1468	31	907	32	
3	741	15	725	15	518	18	
4	677	14	669	14	520	19	
5 +	335	7	327	7	270	10	
Average Household Size	2.33		2.36		2.67		
Children :-							
Without	3545	73	3383	72	1817	65	
With	1323	27	1299	28	991	35	
0 - 3	498	10	485	10	363	13	
4 - 9	641	13	630	13	475	17	
10 - 15	626	13	619	13	491	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		4682	100
Possessing:-	Widescreen	1186	25
	Teletext Set	4025	86
	Remote Ctrl.	4605	98
	Portable Set	2353	50
Screen Size :-	Under 20"	2610	56
	20 to 29"	3401	73
	30" and over	835	18
Household with :-	Single Set	1928	41
	2 Sets	1565	33
	3 Sets	740	16
	4 Sets	295	6
	5+ Sets	154	3
VCRs :-	Without	1350	29
	With	3332	71
	With 1	2472	53
	With 2+	860	18

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		9118	100
Which are :-	Widescreen	1252	14
	Teletext Set	6562	72
	Remote Ctrl.	8633	95
	Portable Set	3425	38
Screen Size :-	Under 20"	3830	42
	20 to 29"	3974	44
	30" and over	865	9
VCR Connected		4396	48

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	11363	100	11051	100	7490	100
Age :-						
0 - 3	598	5	581	5	440	6
4 - 9	848	7	831	8	622	8
10 - 15	848	7	836	8	676	9
16 - 19	522	5	510	5	386	5
20 - 24	745	7	703	6	451	6
25 - 34	1958	17	1870	17	1235	17
35 - 44	1905	17	1855	17	1362	18
45 - 54	1384	12	1353	12	994	13
55 - 64	1096	10	1076	10	690	9
65 +	1458	13	1435	13	634	8
Adults :- Total	9069	100	8803	100	5753	100
AB	2591	29	2535	29	1910	33
C1	2714	30	2629	30	1697	30
C2	1474	16	1453	17	1010	18
D	1103	12	1076	12	652	11
E	1187	13	1111	13	483	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5619	100	5744	100	5448	100	5602	100
Age :-								
0 - 15	1178	21	1116	19	1156	21	1092	19
16 - 24	628	11	640	11	599	11	615	11
25 - 34	1002	18	956	17	951	17	919	16
35 - 44	962	17	943	16	933	17	922	16
45 - 54	683	12	700	12	664	12	689	12
55 - 64	536	10	560	10	524	10	552	10
65 +	631	11	827	14	622	11	813	15
Adults :-	4442	100	4627	100	4292	100	4510	100
AB	1326	30	1265	27	1293	30	1241	28
C1	1292	29	1422	31	1246	29	1382	31
C2	801	18	673	15	785	18	668	15
D	556	13	547	12	538	13	537	12
E	467	11	721	16	430	10	681	15
Working F/T	2826	64	1600	35	2755	64	1569	35
Working P/T	154	3	664	14	148	3	658	15
Not Working	1461	33	2363	51	1389	32	2283	51
Housewives :-	1141	100	3726	100	1052	100	3630	100
Working F/T	591	52	1208	32	552	52	1182	33
Working P/T	56	5	609	16	51	5	604	17
Not Working	495	43	1910	51	448	43	1844	51

South East

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	872	100	858	100
Receiving ITV	858	98	858	100
Receiving any CH4	857	98	857	100
Receiving five	599	69	599	70
Receiving BBC1	858	98	858	100
Receiving BBC2	858	98	858	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		872	100	858	100	526	100
			100		98		60
					100		61
Social Class :-							
AB		195	22	192	22	125	24
C1		276	32	273	32	170	32
C2		166	19	165	19	124	23
D		129	15	127	15	74	14
E		105	12	102	12	33	6
Housewife Age :-							
Under 25		46	5	46	5	24	4
25 - 34		112	13	111	13	85	16
35 - 44		164	19	160	19	124	24
45 - 54		152	17	150	17	105	20
55 - 64		161	18	158	18	100	19
65 +		236	27	234	27	88	17
Size of Household :-							
1		268	31	258	30	91	17
2		317	36	315	37	206	39
3		120	14	119	14	87	17
4		114	13	113	13	93	18
5 +		53	6	53	6	50	9
Average Household Size		2.30		2.31		2.66	
Children :-							
Without		644	74	632	74	351	67
With		228	26	226	26	175	33
0 - 3		75	9	74	9	55	10
4 - 9		111	13	111	13	91	17
10 - 15		116	13	116	14	93	18

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		858	100
Possessing:-	Widescreen	268	31
	Teletext Set	788	92
	Remote Ctrl.	843	98
	Portable Set	471	55
Screen Size :-	Under 20"	512	60
	20 to 29"	727	85
	30" and over	104	12
Household with :-	Single Set	329	38
	2 Sets	305	36
	3 Sets	136	16
	4 Sets	58	7
	5+ Sets	31	4
VCRs :-	Without	162	19
	With	696	81
	With 1	469	55
	With 2+	227	26

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1767	100
Which are :-	Widescreen	295	17
	Teletext Set	1305	74
	Remote Ctrl.	1683	95
	Portable Set	711	40
Screen Size :-	Under 20"	793	45
	20 to 29"	849	48
	30" and over	108	6
VCR Connected		995	56

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2002	100	1981	100	1402	100
Age :-						
0 - 3	88	4	87	4	67	5
4 - 9	153	8	152	8	131	9
10 - 15	158	8	157	8	130	9
16 - 19	95	5	95	5	63	5
20 - 24	110	6	109	6	83	6
25 - 34	212	11	209	11	166	12
35 - 44	291	15	287	14	229	17
45 - 54	269	13	266	13	193	14
55 - 64	279	14	275	14	183	13
65 +	347	17	344	17	156	11
Adults :- Total	1603	100	1585	100	1073	100
AB	386	24	381	24	279	26
C1	500	31	496	31	332	31
C2	339	21	337	21	267	25
D	239	15	236	15	144	13
E	139	9	135	9	51	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	973	100	1029	100	960	100	1021	100
Age :-								
0 - 15	204	21	195	19	203	21	193	19
16 - 24	101	10	104	10	101	11	103	10
25 - 34	106	11	106	10	104	11	105	10
35 - 44	141	15	150	15	138	14	148	15
45 - 54	132	14	137	13	130	14	136	13
55 - 64	140	14	139	13	138	14	138	14
65 +	149	15	199	19	146	15	198	19
Adults :-	769	100	834	100	757	100	828	100
AB	194	25	192	23	191	25	189	23
C1	235	31	265	32	232	31	264	32
C2	179	23	159	19	178	24	159	19
D	115	15	124	15	112	15	124	15
E	46	6	93	11	43	6	92	11
Working F/T	477	62	241	29	470	62	239	29
Working P/T	27	3	158	19	26	3	157	19
Not Working	266	35	435	52	261	34	432	52
Housewives :-	163	100	709	100	154	100	704	100
Working F/T	73	45	191	27	68	44	190	27
Working P/T	8	5	150	21	8	5	148	21
Not Working	82	50	368	52	78	51	366	52

Midlands

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	3418	100	3345	100
Receiving ITV	3345	98	3345	100
Receiving any CH4	3340	98	3340	100
Receiving five	3249	95	3249	97
Receiving BBC1	3345	98	3345	100
Receiving BBC2	3345	98	3345	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	3418	100	3345	100	1919	100	
		100		98		56	
				100		57	
Social Class :-							
AB	631	18	621	19	409	21	
C1	869	25	854	26	530	28	
C2	650	19	643	19	436	23	
D	579	17	567	17	324	17	
E	689	20	661	20	221	12	
Housewife Age :-							
Under 25	192	6	179	5	97	5	
25 - 34	537	16	521	16	363	19	
35 - 44	695	20	683	20	476	25	
45 - 54	594	17	582	17	390	20	
55 - 64	559	16	551	16	320	17	
65 +	841	25	828	25	273	14	
Size of Household :-							
1	1013	30	966	29	317	17	
2	1203	35	1191	36	708	37	
3	543	16	537	16	382	20	
4	452	13	449	13	351	18	
5 +	207	6	203	6	162	8	
Average Household Size	2.33		2.34		2.68		
Children :-							
Without	2495	73	2432	73	1235	64	
With	923	27	914	27	684	36	
0 - 3	319	9	313	9	241	13	
4 - 9	443	13	437	13	335	17	
10 - 15	473	14	470	14	353	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		3345	100
Possessing:-	Widescreen	1071	32
	Teletext Set	3088	92
	Remote Ctrl.	3309	99
	Portable Set	1930	58
Screen Size :-	Under 20"	1996	60
	20 to 29"	2789	83
	30" and over	524	16
Household with :-	Single Set	1157	35
	2 Sets	1252	37
	3 Sets	595	18
	4 Sets	230	7
	5+ Sets	112	3
VCRs :-	Without	800	24
	With	2546	76
	With 1	1833	55
	With 2+	713	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		6954	100
Which are :-	Widescreen	1144	16
	Teletext Set	5358	77
	Remote Ctrl.	6672	96
	Portable Set	2875	41
Screen Size :-	Under 20"	3001	43
	20 to 29"	3312	48
	30" and over	548	8
VCR Connected		3466	50

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	7962	100	7837	100	5149	100
Age :-						
0 - 3	372	5	367	5	282	5
4 - 9	585	7	577	7	446	9
10 - 15	643	8	639	8	482	9
16 - 19	402	5	394	5	277	5
20 - 24	486	6	469	6	315	6
25 - 34	997	13	972	12	701	14
35 - 44	1233	15	1216	16	886	17
45 - 54	1028	13	1014	13	692	13
55 - 64	964	12	953	12	588	11
65 +	1252	16	1237	16	478	9
Adults :- Total	6361	100	6256	100	3938	100
AB	1251	20	1233	20	853	22
C1	1688	27	1663	27	1087	28
C2	1334	21	1324	21	939	24
D	1119	18	1103	18	690	18
E	969	15	933	15	369	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3915	100	4047	100	3844	100	3993	100
Age :-								
0 - 15	818	21	783	19	809	21	772	19
16 - 24	454	12	434	11	439	11	424	11
25 - 34	488	12	508	13	474	12	498	12
35 - 44	614	16	618	15	604	16	612	15
45 - 54	507	13	521	13	498	13	516	13
55 - 64	481	12	483	12	475	12	478	12
65 +	552	14	700	17	544	14	692	17
Adults :-	3097	100	3264	100	3035	100	3221	100
AB	630	20	621	19	620	20	613	19
C1	815	26	873	27	800	26	863	27
C2	709	23	625	19	701	23	623	19
D	562	18	557	17	552	18	551	17
E	380	12	588	18	362	12	571	18
Working F/T	1891	61	988	30	1865	61	978	30
Working P/T	89	3	560	17	87	3	557	17
Not Working	1117	36	1716	53	1083	36	1686	52
Housewives :-	659	100	2759	100	622	100	2724	100
Working F/T	289	44	807	29	274	44	799	29
Working P/T	23	3	530	19	21	3	526	19
Not Working	347	53	1423	52	326	52	1398	51

East

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1790	100	1756	100
Receiving ITV	1756	98	1756	100
Receiving any CH4	1752	98	1752	100
Receiving five	1635	91	1635	93
Receiving BBC1	1756	98	1756	100
Receiving BBC2	1756	98	1756	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		1790	100	1756	100	1046	100
			100		98		58
					100		60
Social Class :-							
AB		364	20	358	20	225	22
C1		511	29	503	29	335	32
C2		356	20	353	20	235	23
D		273	15	268	15	154	15
E		286	16	274	16	96	9
Housewife Age :-							
Under 25		87	5	82	5	40	4
25 - 34		278	16	271	15	195	19
35 - 44		353	20	347	20	258	25
45 - 54		304	17	299	17	205	20
55 - 64		316	18	312	18	187	18
65 +		453	25	446	25	162	15
Size of Household :-							
1		521	29	500	28	186	18
2		677	38	668	38	407	39
3		260	15	257	15	190	18
4		239	13	238	14	190	18
5 +		94	5	92	5	74	7
Average Household Size		2.30		2.31		2.61	
Children :-							
Without		1338	75	1308	75	699	67
With		452	25	448	25	347	33
0 - 3		156	9	154	9	111	11
4 - 9		219	12	217	12	169	16
10 - 15		222	12	220	13	176	17

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1756	100
Possessing:-	Widescreen	468	27
	Teletext Set	1605	91
	Remote Ctrl.	1741	99
	Portable Set	992	56
Screen Size :-	Under 20"	1051	60
	20 to 29"	1360	77
	30" and over	315	18
Household with :-	Single Set	605	34
	2 Sets	634	36
	3 Sets	314	18
	4 Sets	136	8
	5+ Sets	68	4
VCRs :-	Without	335	19
	With	1421	81
	With 1	1159	66
	With 2+	262	15

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3632	100
Which are :-	Widescreen	490	13
	Teletext Set	2832	78
	Remote Ctrl.	3526	97
	Portable Set	1464	40
Screen Size :-	Under 20"	1598	44
	20 to 29"	1564	43
	30" and over	322	9
VCR Connected		1735	48

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4111	100	4057	100	2727	100
Age :-						
0 - 3	184	4	181	4	133	5
4 - 9	291	7	288	7	224	8
10 - 15	304	7	301	7	244	9
16 - 19	200	5	196	5	148	5
20 - 24	227	6	223	5	140	5
25 - 34	507	12	497	12	360	13
35 - 44	624	15	615	15	460	17
45 - 54	539	13	531	13	382	14
55 - 64	543	13	538	13	341	12
65 +	693	17	686	17	294	11
Adults :- Total	3333	100	3286	100	2127	100
AB	721	22	713	22	465	22
C1	977	29	966	29	675	32
C2	737	22	731	22	515	24
D	512	15	505	15	320	15
E	386	12	372	11	152	7

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2028	100	2083	100	1999	100	2058	100
Age :-								
0 - 15	403	20	376	18	399	20	372	18
16 - 24	218	11	209	10	214	11	206	10
25 - 34	247	12	260	12	241	12	256	12
35 - 44	314	15	310	15	308	15	307	15
45 - 54	270	13	268	13	266	13	265	13
55 - 64	262	13	281	13	259	13	279	14
65 +	314	15	379	18	312	16	374	18
Adults :-	1625	100	1708	100	1600	100	1686	100
AB	366	23	355	21	362	23	351	21
C1	468	29	510	30	461	29	504	30
C2	392	24	344	20	389	24	342	20
D	258	16	254	15	254	16	251	15
E	141	9	245	14	134	8	238	14
Working F/T	1029	63	529	31	1015	63	525	31
Working P/T	55	3	307	18	53	3	304	18
Not Working	542	33	872	51	532	33	857	51
Housewives :-	330	100	1460	100	316	100	1440	100
Working F/T	159	48	427	29	152	48	423	29
Working P/T	13	4	292	20	12	4	289	20
Not Working	158	48	741	51	151	48	728	51

West

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	945	100	930	100
Receiving ITV	930	98	930	100
Receiving any CH4	929	98	929	100
Receiving five	843	89	843	91
Receiving BBC1	930	98	930	100
Receiving BBC2	930	98	930	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	945	100	930	100	574	100	
		100		98		61	
				100		62	
Social Class :-							
AB	135	14	131	14	84	15	
C1	290	31	286	31	195	34	
C2	213	23	211	23	152	26	
D	173	18	172	19	104	18	
E	134	14	130	14	40	7	
Housewife Age :-							
Under 25	45	5	44	5	30	5	
25 - 34	150	16	147	16	103	18	
35 - 44	191	20	189	20	140	24	
45 - 54	161	17	159	17	116	20	
55 - 64	156	17	155	17	96	17	
65 +	240	25	237	26	89	15	
Size of Household :-							
1	284	30	274	30	100	17	
2	358	38	354	38	229	40	
3	126	13	125	13	93	16	
4	118	13	118	13	101	18	
5 +	59	6	58	6	50	9	
Average Household Size	2.29		2.30		2.63		
Children :-							
Without	715	76	701	75	385	67	
With	230	24	228	25	189	33	
0 - 3	77	8	77	8	62	11	
4 - 9	111	12	110	12	90	16	
10 - 15	118	12	118	13	98	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		930	100
Possessing:-	Widescreen	190	20
	Teletext Set	831	89
	Remote Ctrl.	922	99
	Portable Set	528	57
Screen Size :-	Under 20"	567	61
	20 to 29"	807	87
	30" and over	119	13
Household with :-	Single Set	316	34
	2 Sets	349	38
	3 Sets	164	18
	4 Sets	69	7
	5+ Sets	31	3
VCRs :-	Without	220	24
	With	710	76
	With 1	585	63
	With 2+	124	13

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1872	100
Which are :-	Widescreen	194	10
	Teletext Set	1489	80
	Remote Ctrl.	1827	98
	Portable Set	753	40
Screen Size :-	Under 20"	823	44
	20 to 29"	929	50
	30" and over	125	7
VCR Connected		826	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2165	100	2141	100	1510	100
Age :-						
0 - 3	93	4	93	4	74	5
4 - 9	148	7	148	7	124	8
10 - 15	161	7	161	8	138	9
16 - 19	106	5	104	5	74	5
20 - 24	123	6	121	6	91	6
25 - 34	266	12	260	12	194	13
35 - 44	338	16	335	16	255	17
45 - 54	286	13	282	13	225	15
55 - 64	279	13	276	13	179	12
65 +	366	17	362	17	156	10
Adults :- Total	1763	100	1740	100	1174	100
AB	279	16	272	16	181	15
C1	570	32	564	32	397	34
C2	423	24	420	24	328	28
D	309	18	308	18	204	17
E	181	10	176	10	63	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1064	100	1102	100	1051	100	1090	100
Age :-								
0 - 15	206	19	197	18	205	19	196	18
16 - 24	117	11	112	10	116	11	109	10
25 - 34	132	12	134	12	129	12	131	12
35 - 44	166	16	173	16	164	16	171	16
45 - 54	140	13	145	13	138	13	144	13
55 - 64	138	13	140	13	136	13	140	13
65 +	164	15	201	18	162	15	200	18
Adults :-	858	100	905	100	846	100	894	100
AB	140	16	138	15	137	16	135	15
C1	276	32	294	33	273	32	291	33
C2	221	26	202	22	219	26	201	23
D	147	17	162	18	146	17	162	18
E	74	9	108	12	71	8	105	12
Working F/T	520	61	238	26	513	61	235	26
Working P/T	25	3	203	22	24	3	201	22
Not Working	313	37	464	51	309	36	458	51
Housewives :-	167	100	778	100	161	100	769	100
Working F/T	64	38	187	24	61	38	185	24
Working P/T	7	4	195	25	7	4	193	25
Not Working	96	57	396	51	93	58	391	51

South West

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	811	100	795	100
Receiving ITV	795	98	795	100
Receiving any CH4	795	98	795	100
Receiving five	560	69	560	70
Receiving BBC1	795	98	795	100
Receiving BBC2	795	98	795	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		811	100	795	100	458	100
			100		98		56
					100		58
Social Class :-							
AB		158	20	156	20	86	19
C1		232	29	227	29	141	31
C2		168	21	167	21	111	24
D		121	15	120	15	73	16
E		131	16	124	16	47	10
Housewife Age :-							
Under 25		38	5	37	5	25	5
25 - 34		108	13	105	13	71	15
35 - 44		147	18	144	18	99	22
45 - 54		143	18	140	18	91	20
55 - 64		151	19	148	19	91	20
65 +		225	28	221	28	81	18
Size of Household :-							
1		249	31	240	30	91	20
2		308	38	303	38	182	40
3		109	13	108	14	80	17
4		96	12	95	12	65	14
5 +		50	6	50	6	41	9
Average Household Size		2.27		2.28		2.54	
Children :-							
Without		610	75	596	75	314	68
With		202	25	199	25	145	32
0 - 3		59	7	58	7	43	9
4 - 9		100	12	99	12	75	16
10 - 15		108	13	108	14	76	17

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		795	100
Possessing:-	Widescreen	260	33
	Teletext Set	717	90
	Remote Ctrl.	784	99
	Portable Set	412	52
Screen Size :-	Under 20"	465	58
	20 to 29"	688	87
	30" and over	112	14
Household with :-	Single Set	281	35
	2 Sets	295	37
	3 Sets	120	15
	4 Sets	59	7
	5+ Sets	40	5
VCRs :-	Without	148	19
	With	647	81
	With 1	495	62
	With 2+	152	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1719	100
Which are :-	Widescreen	286	17
	Teletext Set	1175	68
	Remote Ctrl.	1608	94
	Portable Set	643	37
Screen Size :-	Under 20"	748	43
	20 to 29"	848	49
	30" and over	119	7
VCR Connected		889	52

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1840	100	1814	100	1166	100
Age :-						
0 - 3	74	4	72	4	57	5
4 - 9	133	7	131	7	100	9
10 - 15	147	8	147	8	105	9
16 - 19	82	4	82	5	56	5
20 - 24	100	5	99	5	70	6
25 - 34	203	11	201	11	139	12
35 - 44	253	14	249	14	172	15
45 - 54	251	14	245	13	163	14
55 - 64	254	14	250	14	164	14
65 +	341	19	337	19	141	12
Adults :- Total	1486	100	1464	100	904	100
AB	316	21	312	21	178	20
C1	434	29	427	29	285	32
C2	338	23	337	23	223	25
D	219	15	217	15	142	16
E	179	12	171	12	76	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	897	100	943	100	885	100	929	100
Age :-								
0 - 15	181	20	173	18	179	20	170	18
16 - 24	96	11	87	9	95	11	87	9
25 - 34	100	11	104	11	99	11	102	11
35 - 44	121	13	133	14	118	13	131	14
45 - 54	125	14	126	13	123	14	122	13
55 - 64	123	14	131	14	121	14	129	14
65 +	152	17	189	20	150	17	188	20
Adults :-	716	100	770	100	705	100	759	100
AB	161	22	155	20	159	23	153	20
C1	202	28	232	30	199	28	228	30
C2	179	25	159	21	178	25	159	21
D	102	14	117	15	101	14	117	15
E	72	10	107	14	69	10	102	13
Working F/T	416	58	235	31	411	58	232	31
Working P/T	30	4	123	16	30	4	123	16
Not Working	269	38	412	53	264	37	404	53
Housewives :-	149	100	662	100	143	100	652	100
Working F/T	61	41	194	29	59	41	191	29
Working P/T	6	4	113	17	6	4	112	17
Not Working	82	55	356	54	78	54	349	54

South

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2087	100	2042	100
Receiving ITV	2042	98	2042	100
Receiving any CH4	2038	98	2038	100
Receiving five	1706	82	1706	84
Receiving BBC1	2042	98	2042	100
Receiving BBC2	2042	98	2042	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2087	100	2042	100	1316	100	
		100		98		63	
				100		64	
Social Class :-							
AB	606	29	598	29	423	32	
C1	627	30	615	30	385	29	
C2	361	17	355	17	254	19	
D	265	13	257	13	172	13	
E	228	11	218	11	81	6	
Housewife Age :-							
Under 25	103	5	96	5	50	4	
25 - 34	320	15	309	15	226	17	
35 - 44	432	21	426	21	336	26	
45 - 54	355	17	350	17	252	19	
55 - 64	339	16	334	16	222	17	
65 +	538	26	528	26	230	17	
Size of Household :-							
1	631	30	603	30	254	19	
2	781	37	770	38	505	38	
3	293	14	290	14	226	17	
4	267	13	266	13	236	18	
5 +	115	6	113	6	95	7	
Average Household Size	2.28		2.29		2.58		
Children :-							
Without	1588	76	1547	76	902	69	
With	499	24	495	24	414	31	
0 - 3	177	8	175	9	143	11	
4 - 9	242	12	240	12	199	15	
10 - 15	246	12	246	12	208	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2042	100
Possessing:-	Widescreen	785	38
	Teletext Set	1861	91
	Remote Ctrl.	2014	99
	Portable Set	1108	54
Screen Size :-	Under 20"	1203	59
	20 to 29"	1681	82
	30" and over	312	15
Household with :-	Single Set	739	36
	2 Sets	709	35
	3 Sets	333	16
	4 Sets	163	8
	5+ Sets	98	5
VCRs :-	Without	385	19
	With	1657	81
	With 1	1157	57
	With 2+	500	24

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4281	100
Which are :-	Widescreen	848	20
	Teletext Set	3248	76
	Remote Ctrl.	4075	95
	Portable Set	1690	39
Screen Size :-	Under 20"	1881	44
	20 to 29"	1970	46
	30" and over	330	8
VCR Connected		2315	54

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4753	100	4680	100	3391	100
Age :-						
0 - 3	208	4	206	4	173	5
4 - 9	328	7	324	7	264	8
10 - 15	338	7	338	7	291	9
16 - 19	218	5	215	5	177	5
20 - 24	282	6	271	6	174	5
25 - 34	597	13	579	12	439	13
35 - 44	762	16	753	16	615	18
45 - 54	626	13	619	13	473	14
55 - 64	578	12	571	12	401	12
65 +	816	17	805	17	384	11
Adults :- Total	3878	100	3813	100	2662	100
AB	1186	31	1173	31	865	32
C1	1194	31	1173	31	772	29
C2	717	18	709	19	563	21
D	481	12	470	12	346	13
E	301	8	288	8	115	4

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2319	100	2434	100	2282	100	2398	100
Age :-								
0 - 15	440	19	434	18	438	19	430	18
16 - 24	255	11	245	10	248	11	238	10
25 - 34	296	13	301	12	286	13	293	12
35 - 44	376	16	386	16	371	16	382	16
45 - 54	309	13	317	13	305	13	313	13
55 - 64	279	12	299	12	275	12	296	12
65 +	364	16	452	19	358	16	446	19
Adults :-	1879	100	2000	100	1844	100	1968	100
AB	593	32	593	30	587	32	585	30
C1	562	30	632	32	552	30	621	32
C2	385	20	332	17	379	21	330	17
D	232	12	249	12	225	12	244	12
E	107	6	194	10	101	5	187	10
Working F/T	1179	63	630	31	1162	63	621	32
Working P/T	62	3	377	19	60	3	374	19
Not Working	638	34	993	50	622	34	974	49
Housewives :-	373	100	1714	100	354	100	1688	100
Working F/T	177	47	511	30	169	48	503	30
Working P/T	17	4	356	21	15	4	352	21
Not Working	180	48	847	49	170	48	832	49

North

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2426	100	2374	100
Receiving ITV	2374	98	2374	100
Receiving any CH4	2372	98	2372	100
Receiving five	2276	94	2276	96
Receiving BBC1	2374	98	2374	100
Receiving BBC2	2374	98	2374	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2426	100	2374	100	1330	100	
		100		98		55	
				100		56	
Social Class :-							
AB	339	14	334	14	215	16	
C1	624	26	613	26	363	27	
C2	459	19	456	19	307	23	
D	433	18	427	18	247	19	
E	572	24	543	23	197	15	
Housewife Age :-							
Under 25	150	6	143	6	79	6	
25 - 34	384	16	374	16	229	17	
35 - 44	491	20	481	20	338	25	
45 - 54	415	17	406	17	267	20	
55 - 64	393	16	385	16	214	16	
65 +	593	24	585	25	203	15	
Size of Household :-							
1	738	30	701	30	220	17	
2	854	35	847	36	498	37	
3	383	16	381	16	254	19	
4	303	13	302	13	237	18	
5 +	148	6	144	6	120	9	
Average Household Size	2.31		2.32		2.69		
Children :-							
Without	1774	73	1728	73	848	64	
With	653	27	646	27	482	36	
0 - 3	217	9	214	9	146	11	
4 - 9	310	13	308	13	231	17	
10 - 15	335	14	332	14	266	20	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2374	100
Possessing:-	Widescreen	727	31
	Teletext Set	2173	92
	Remote Ctrl.	2347	99
	Portable Set	1383	58
Screen Size :-	Under 20"	1434	60
	20 to 29"	2015	85
	30" and over	324	14
Household with :-	Single Set	839	35
	2 Sets	830	35
	3 Sets	400	17
	4 Sets	214	9
	5+ Sets	91	4
VCRs :-	Without	490	21
	With	1884	79
	With 1	1385	58
	With 2+	500	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4997	100
Which are :-	Widescreen	768	15
	Teletext Set	3752	75
	Remote Ctrl.	4754	95
	Portable Set	2099	42
Screen Size :-	Under 20"	2208	44
	20 to 29"	2434	49
	30" and over	332	7
VCR Connected		2567	51

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5606	100	5518	100	3574	100
Age :-						
0 - 3	254	5	250	5	171	5
4 - 9	406	7	403	7	294	8
10 - 15	454	8	448	8	361	10
16 - 19	299	5	295	5	237	7
20 - 24	360	6	346	6	208	6
25 - 34	689	12	676	12	437	12
35 - 44	861	15	849	15	612	17
45 - 54	734	13	720	13	514	14
55 - 64	678	12	668	12	399	11
65 +	871	16	861	16	342	9
Adults :- Total	4491	100	4417	100	2749	100
AB	683	15	674	15	454	17
C1	1214	27	1198	27	752	27
C2	956	21	952	22	674	24
D	841	19	832	19	529	19
E	797	18	761	17	340	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2750	100	2855	100	2701	100	2817	100
Age :-								
0 - 15	575	21	539	19	569	21	532	19
16 - 24	327	12	332	12	317	12	325	12
25 - 34	339	12	350	12	331	12	346	12
35 - 44	425	15	436	15	420	16	430	15
45 - 54	367	13	366	13	359	13	361	13
55 - 64	335	12	343	12	329	12	339	12
65 +	383	14	488	17	377	14	484	17
Adults :-	2175	100	2316	100	2133	100	2285	100
AB	338	16	344	15	334	16	340	15
C1	587	27	627	27	579	27	619	27
C2	504	23	453	20	501	23	451	20
D	426	20	415	18	422	20	411	18
E	320	15	477	21	298	14	463	20
Working F/T	1287	59	678	29	1275	60	671	29
Working P/T	51	2	398	17	50	2	396	17
Not Working	837	38	1240	54	807	38	1218	53
Housewives :-	475	100	1951	100	448	100	1926	100
Working F/T	197	41	533	27	190	42	528	27
Working P/T	12	2	369	19	12	3	368	19
Not Working	267	56	1049	54	246	55	1031	54

North East

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1458	100	1433	100
Receiving ITV	1433	98	1433	100
Receiving any CH4	1432	98	1432	100
Receiving five	1370	94	1370	96
Receiving BBC1	1433	98	1433	100
Receiving BBC2	1433	98	1433	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	1458	100	1433	100	944	100	
		100		98		65	
				100		66	
Social Class :-							
AB	231	16	228	16	170	18	
C1	356	24	350	24	237	25	
C2	276	19	273	19	196	21	
D	242	17	240	17	184	19	
E	353	24	342	24	157	17	
Housewife Age :-							
Under 25	73	5	70	5	48	5	
25 - 34	199	14	193	13	147	16	
35 - 44	287	20	284	20	227	24	
45 - 54	261	18	257	18	194	21	
55 - 64	246	17	242	17	165	18	
65 +	393	27	387	27	163	17	
Size of Household :-							
1	466	32	446	31	193	20	
2	513	35	510	36	343	36	
3	234	16	233	16	202	21	
4	168	12	167	12	144	15	
5 +	77	5	76	5	63	7	
Average Household Size	2.25		2.26		2.54		
Children :-							
Without	1096	75	1074	75	640	68	
With	362	25	359	25	304	32	
0 - 3	113	8	112	8	97	10	
4 - 9	175	12	173	12	150	16	
10 - 15	192	13	191	13	154	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1433	100
Possessing:-	Widescreen	337	23
	Teletext Set	1327	93
	Remote Ctrl.	1415	99
	Portable Set	823	57
Screen Size :-	Under 20"	851	59
	20 to 29"	1226	86
	30" and over	245	17
Household with :-	Single Set	477	33
	2 Sets	550	38
	3 Sets	268	19
	4 Sets	99	7
	5+ Sets	39	3
VCRs :-	Without	237	17
	With	1196	83
	With 1	849	59
	With 2+	347	24

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3078	100
Which are :-	Widescreen	367	12
	Teletext Set	2345	76
	Remote Ctrl.	2943	96
	Portable Set	1238	40
Screen Size :-	Under 20"	1299	42
	20 to 29"	1501	49
	30" and over	265	9
VCR Connected		1733	56

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	3279	100	3241	100	2396	100
Age :-						
0 - 3	130	4	129	4	110	5
4 - 9	226	7	223	7	190	8
10 - 15	256	8	254	8	205	9
16 - 19	179	5	177	5	146	6
20 - 24	186	6	183	6	143	6
25 - 34	365	11	358	11	284	12
35 - 44	497	15	492	15	399	17
45 - 54	452	14	447	14	352	15
55 - 64	413	13	409	13	292	12
65 +	575	18	568	18	274	11
Adults :- Total	2667	100	2635	100	1891	100
AB	464	17	460	17	347	18
C1	683	26	673	26	489	26
C2	558	21	555	21	414	22
D	472	18	469	18	391	21
E	490	18	478	18	250	13

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1600	100	1679	100	1577	100	1663	100
Age :-								
0 - 15	317	20	295	18	315	20	291	18
16 - 24	185	12	180	11	182	12	178	11
25 - 34	179	11	187	11	174	11	184	11
35 - 44	241	15	256	15	237	15	255	15
45 - 54	223	14	229	14	220	14	227	14
55 - 64	205	13	208	12	203	13	207	12
65 +	250	16	325	19	247	16	321	19
Adults :-	1283	100	1384	100	1263	100	1372	100
AB	230	18	234	17	227	18	232	17
C1	320	25	363	26	313	25	360	26
C2	300	23	258	19	297	24	258	19
D	237	19	234	17	236	19	233	17
E	195	15	295	21	189	15	289	21
Working F/T	729	57	396	29	721	57	395	29
Working P/T	30	2	241	17	30	2	240	17
Not Working	523	41	747	54	511	40	737	54
Housewives :-	287	100	1172	100	272	100	1161	100
Working F/T	105	37	311	27	99	36	309	27
Working P/T	7	2	226	19	7	3	225	19
Not Working	175	61	635	54	166	61	626	54

North West

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2818	100	2764	100
Receiving ITV	2764	98	2764	100
Receiving any CH4	2758	98	2758	100
Receiving five	2667	95	2667	96
Receiving BBC1	2764	98	2764	100
Receiving BBC2	2764	98	2764	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2818	100	2764	100	1746	100	
		100		98		62	
				100		63	
Social Class :-							
AB	436	15	432	16	321	18	
C1	729	26	713	26	475	27	
C2	496	18	491	18	376	22	
D	470	17	463	17	301	17	
E	688	24	665	24	274	16	
Housewife Age :-							
Under 25	160	6	149	5	92	5	
25 - 34	440	16	425	15	298	17	
35 - 44	582	21	571	21	418	24	
45 - 54	500	18	491	18	363	21	
55 - 64	461	16	456	16	288	17	
65 +	676	24	672	24	287	16	
Size of Household :-							
1	891	32	854	31	354	20	
2	954	34	946	34	615	35	
3	465	16	460	17	371	21	
4	338	12	337	12	281	16	
5 +	171	6	167	6	125	7	
Average Household Size	2.30		2.31		2.58		
Children :-							
Without	2075	74	2028	73	1170	67	
With	744	26	736	27	576	33	
0 - 3	238	8	233	8	186	11	
4 - 9	363	13	359	13	265	15	
10 - 15	390	14	388	14	316	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2764	100
Possessing:-	Widescreen	1009	37
	Teletext Set	2476	90
	Remote Ctrl.	2707	98
	Portable Set	1430	52
Screen Size :-	Under 20"	1500	54
	20 to 29"	2283	83
	30" and over	447	16
Household with :-	Single Set	1061	38
	2 Sets	1037	38
	3 Sets	409	15
	4 Sets	167	6
	5+ Sets	90	3
VCRs :-	Without	638	23
	With	2126	77
	With 1	1617	59
	With 2+	509	18

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5645	100
Which are :-	Widescreen	1092	19
	Teletext Set	4083	72
	Remote Ctrl.	5317	94
	Portable Set	2127	38
Screen Size :-	Under 20"	2261	40
	20 to 29"	2781	49
	30" and over	476	8
VCR Connected		2886	51

Table 5 Analysis of Individuals						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	6471	100	6378	100	4497	100
Age :-						
0 - 3	287	4	280	4	227	5
4 - 9	478	7	469	7	345	8
10 - 15	517	8	515	8	406	9
16 - 19	334	5	329	5	232	5
20 - 24	421	7	409	6	307	7
25 - 34	805	12	784	12	577	13
35 - 44	988	15	975	15	757	17
45 - 54	852	13	840	13	630	14
55 - 64	779	12	772	12	526	12
65 +	1010	16	1004	16	490	11
Adults :- Total	5189	100	5114	100	3519	100
AB	888	17	880	17	679	19
C1	1399	27	1374	27	981	28
C2	1025	20	1019	20	807	23
D	914	18	904	18	617	18
E	964	19	936	18	436	12

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3161	100	3310	100	3102	100	3275	100
Age :-								
0 - 15	655	21	626	19	646	21	618	19
16 - 24	382	12	373	11	371	12	367	11
25 - 34	394	12	410	12	383	12	402	12
35 - 44	484	15	504	15	475	15	500	15
45 - 54	421	13	431	13	412	13	428	13
55 - 64	383	12	395	12	378	12	394	12
65 +	440	14	570	17	438	14	567	17
Adults :-	2506	100	2684	100	2456	100	2657	100
AB	440	18	447	17	436	18	445	17
C1	662	26	738	27	646	26	728	27
C2	551	22	474	18	547	22	473	18
D	461	18	452	17	456	19	448	17
E	391	16	573	21	372	15	564	21
Working F/T	1419	57	789	29	1401	57	783	29
Working P/T	80	3	427	16	78	3	426	16
Not Working	1006	40	1468	55	977	40	1448	54
Housewives :-	587	100	2232	100	555	100	2209	100
Working F/T	226	39	617	28	215	39	612	28
Working P/T	23	4	400	18	22	4	398	18
Not Working	338	58	1215	54	318	57	1199	54

Scotland

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2264	100	2213	100
Receiving ITV	2213	98	2213	100
Receiving any CH4	2211	98	2211	100
Receiving five	2009	89	2009	91
Receiving BBC1	2213	98	2213	100
Receiving BBC2	2213	98	2213	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2264	100	2213	100	1299	100	
		100		98		57	
				100		59	
Social Class :-							
AB	399	18	392	18	244	19	
C1	625	28	608	27	368	28	
C2	419	18	414	19	294	23	
D	364	16	359	16	223	17	
E	457	20	441	20	169	13	
Housewife Age :-							
Under 25	130	6	124	6	54	4	
25 - 34	346	15	330	15	237	18	
35 - 44	464	20	455	21	320	25	
45 - 54	408	18	401	18	263	20	
55 - 64	364	16	358	16	224	17	
65 +	552	24	545	25	200	15	
Size of Household :-							
1	785	35	752	34	278	21	
2	772	34	762	34	479	37	
3	330	15	327	15	238	18	
4	277	12	274	12	224	17	
5 +	100	4	98	4	81	6	
Average Household Size	2.19		2.20		2.52		
Children :-							
Without	1713	76	1668	75	883	68	
With	551	24	545	25	415	32	
0 - 3	171	8	168	8	124	10	
4 - 9	267	12	265	12	208	16	
10 - 15	286	13	285	13	222	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2213	100
Possessing:-	Widescreen	439	20
	Teletext Set	1971	89
	Remote Ctrl.	2178	98
	Portable Set	1347	61
Screen Size :-	Under 20"	1436	65
	20 to 29"	1831	83
	30" and over	269	12
Household with :-	Single Set	739	33
	2 Sets	851	38
	3 Sets	429	19
	4 Sets	144	7
	5+ Sets	50	2
VCRs :-	Without	490	22
	With	1723	78
	With 1	1228	55
	With 2+	495	22

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4642	100
Which are :-	Widescreen	485	10
	Teletext Set	3144	68
	Remote Ctrl.	4513	97
	Portable Set	1954	42
Screen Size :-	Under 20"	2105	45
	20 to 29"	2210	48
	30" and over	286	6
VCR Connected		2445	53

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4954	100	4873	100	3270	100
Age :-						
0 - 3	195	4	192	4	139	4
4 - 9	343	7	339	7	266	8
10 - 15	372	8	370	8	296	9
16 - 19	245	5	242	5	175	5
20 - 24	318	6	307	6	192	6
25 - 34	612	12	590	12	435	13
35 - 44	781	16	770	16	574	18
45 - 54	693	14	683	14	472	14
55 - 64	605	12	597	12	386	12
65 +	791	16	783	16	334	10
Adults :- Total	4044	100	3973	100	2568	100
AB	768	19	757	19	498	19
C1	1164	29	1135	29	746	29
C2	848	21	842	21	616	24
D	659	16	651	16	445	17
E	606	15	587	15	264	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2387	100	2567	100	2339	100	2534	100
Age :-								
0 - 15	467	20	443	17	463	20	438	17
16 - 24	283	12	280	11	274	12	275	11
25 - 34	297	12	314	12	284	12	306	12
35 - 44	375	16	407	16	367	16	402	16
45 - 54	338	14	354	14	332	14	351	14
55 - 64	294	12	311	12	289	12	308	12
65 +	333	14	457	18	329	14	454	18
Adults :-	1920	100	2124	100	1876	100	2097	100
AB	384	20	384	18	377	20	380	18
C1	537	28	627	30	521	28	614	29
C2	452	24	396	19	447	24	395	19
D	314	16	345	16	308	16	344	16
E	234	12	372	18	223	12	364	17
Working F/T	1111	58	684	32	1093	58	676	32
Working P/T	41	2	325	15	40	2	323	15
Not Working	768	40	1116	53	742	40	1097	52
Housewives :-	454	100	1810	100	426	100	1787	100
Working F/T	184	41	563	31	176	41	557	31
Working P/T	10	2	306	17	9	2	304	17
Not Working	260	57	941	52	241	57	926	52

Ulster

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	660	100	635	100
Receiving ITV	635	96	635	100
Receiving any CH4	632	96	632	99
Receiving five	552	84	552	87
Receiving BBC1	635	96	635	100
Receiving BBC2	635	96	635	100

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

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

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

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

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

Wales

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1246	100	1220	100
Receiving ITV	1220	98	1220	100
Receiving any CH4	1217	98	1217	100
Receiving five	1035	83	1035	85
Receiving BBC1	1220	98	1220	100
Receiving BBC2	1220	98	1220	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	1246	100	1220	100	850	100	
		100		98		68	
				100		70	
Social Class :-							
AB	188	15	185	15	142	17	
C1	331	27	324	27	238	28	
C2	251	20	248	20	189	22	
D	220	18	217	18	154	18	
E	256	21	245	20	127	15	
Housewife Age :-							
Under 25	70	6	67	5	47	6	
25 - 34	180	14	175	14	139	16	
35 - 44	236	19	230	19	186	22	
45 - 54	217	17	212	17	161	19	
55 - 64	220	18	217	18	157	18	
65 +	324	26	319	26	160	19	
Size of Household :-							
1	371	30	353	29	170	20	
2	441	35	435	36	312	37	
3	196	16	195	16	157	18	
4	162	13	162	13	149	17	
5 +	76	6	75	6	62	7	
Average Household Size	2.32		2.34		2.57		
Children :-							
Without	919	74	895	73	576	68	
With	327	26	325	27	274	32	
0 - 3	108	9	107	9	90	11	
4 - 9	161	13	160	13	137	16	
10 - 15	174	14	173	14	146	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1220	100
Possessing:-	Widescreen	339	28
	Teletext Set	1133	93
	Remote Ctrl.	1205	99
	Portable Set	701	57
Screen Size :-	Under 20"	731	60
	20 to 29"	1031	85
	30" and over	188	15
Household with :-	Single Set	411	34
	2 Sets	440	36
	3 Sets	226	19
	4 Sets	100	8
	5+ Sets	43	4
VCRs :-	Without	228	19
	With	992	81
	With 1	705	58
	With 2+	287	23

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

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2896	100	2858	100	2189	100
Age :-						
0 - 3	125	4	123	4	103	5
4 - 9	209	7	207	7	178	8
10 - 15	232	8	231	8	193	9
16 - 19	154	5	153	5	124	6
20 - 24	172	6	168	6	130	6
25 - 34	333	12	327	11	266	12
35 - 44	418	14	411	14	342	16
45 - 54	382	13	375	13	298	14
55 - 64	377	13	373	13	279	13
65 +	494	17	488	17	275	12
Adults :- Total	2330	100	2295	100	1715	100
AB	379	16	375	16	301	18
C1	646	28	635	28	490	29
C2	522	22	517	23	409	24
D	422	18	418	18	315	18
E	361	15	350	15	200	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1412	100	1484	100	1390	100	1467	100
Age :-								
0 - 15	293	21	273	18	292	21	271	18
16 - 24	162	11	165	11	159	11	162	11
25 - 34	162	11	171	12	159	11	168	11
35 - 44	205	15	213	14	201	14	210	14
45 - 54	187	13	194	13	183	13	192	13
55 - 64	186	13	191	13	184	13	190	13
65 +	217	15	277	19	214	15	274	19
Adults :-	1119	100	1212	100	1099	100	1197	100
AB	189	17	190	16	187	17	188	16
C1	304	27	342	28	298	27	337	28
C2	276	25	246	20	273	25	245	20
D	212	19	211	17	209	19	209	17
E	138	12	223	18	131	12	218	18
Working F/T	620	55	369	30	612	56	365	30
Working P/T	27	2	155	13	27	2	154	13
Not Working	472	42	688	57	460	42	678	57
Housewives :-	227	100	1019	100	214	100	1006	100
Working F/T	85	37	302	30	81	38	299	30
Working P/T	6	3	142	14	6	3	141	14
Not Working	135	60	575	56	127	59	566	56

Midlands West

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2505	100	2449	100
Receiving ITV	2449	98	2449	100
Receiving any CH4	2445	98	2445	100
Receiving five	2366	94	2366	97
Receiving BBC1	2449	98	2449	100
Receiving BBC2	2449	98	2449	100

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2505	100	2449	100	1408	100
		100		98		56
				100		57
Social Class :-						
AB	450	18	442	18	281	20
C1	630	25	619	25	389	28
C2	470	19	465	19	323	23
D	431	17	422	17	240	17
E	524	21	501	20	175	12
Housewife Age :-						
Under 25	138	6	129	5	78	6
25 - 34	387	15	377	15	262	19
35 - 44	504	20	495	20	342	24
45 - 54	439	18	430	18	293	21
55 - 64	414	17	408	17	232	16
65 +	621	25	611	25	202	14
Size of Household :-						
1	739	29	701	29	218	15
2	882	35	872	36	521	37
3	401	16	398	16	285	20
4	333	13	331	14	264	19
5 +	150	6	147	6	120	8
Average Household Size	2.33		2.35		2.71	
Children :-						
Without	1823	73	1774	72	892	63
With	681	27	675	28	516	37
0 - 3	238	10	235	10	185	13
4 - 9	329	13	325	13	251	18
10 - 15	346	14	344	14	262	19

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2449	100
Possessing:-	Widescreen	771	31
	Teletext Set	2263	92
	Remote Ctrl.	2425	99
	Portable Set	1432	58
Screen Size :-	Under 20"	1489	61
	20 to 29"	2057	84
	30" and over	392	16
Household with :-	Single Set	836	34
	2 Sets	919	38
	3 Sets	447	18
	4 Sets	171	7
	5+ Sets	76	3
VCRs :-	Without	576	23
	With	1873	77
	With 1	1348	55
	With 2+	526	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5088	100
Which are :-	Widescreen	816	16
	Teletext Set	3959	78
	Remote Ctrl.	4879	96
	Portable Set	2128	42
Screen Size :-	Under 20"	2226	44
	20 to 29"	2442	48
	30" and over	406	8
VCR Connected		2546	50

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5839	100	5749	100	3812	100
Age :-						
0 - 3	278	5	275	5	213	6
4 - 9	430	7	425	7	332	9
10 - 15	470	8	467	8	359	9
16 - 19	294	5	289	5	209	6
20 - 24	353	6	340	6	240	6
25 - 34	721	12	706	12	511	13
35 - 44	896	15	883	15	641	17
45 - 54	752	13	741	13	515	13
55 - 64	716	12	708	12	433	11
65 +	928	16	915	16	360	9
Adults :- Total	4660	100	4582	100	2909	100
AB	898	19	884	19	597	20
C1	1216	26	1199	26	803	28
C2	972	21	966	21	696	24
D	837	18	826	18	518	18
E	737	16	707	15	294	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2874	100	2965	100	2823	100	2926	100
Age :-								
0 - 15	603	21	576	19	598	21	569	19
16 - 24	330	11	317	11	320	11	310	11
25 - 34	354	12	367	12	345	12	361	12
35 - 44	448	16	448	15	440	16	443	15
45 - 54	372	13	380	13	365	13	376	13
55 - 64	355	12	361	12	351	12	357	12
65 +	410	14	517	17	404	14	511	17
Adults :-	2271	100	2390	100	2225	100	2357	100
AB	454	20	444	19	447	20	438	19
C1	589	26	627	26	579	26	620	26
C2	512	23	460	19	507	23	459	19
D	421	19	416	17	415	19	412	17
E	294	13	443	19	278	13	429	18
Working F/T	1396	61	721	30	1376	62	714	30
Working P/T	64	3	412	17	62	3	410	17
Not Working	811	36	1257	53	786	35	1233	52
Housewives :-	478	100	2027	100	450	100	1999	100
Working F/T	210	44	595	29	200	44	589	29
Working P/T	16	3	390	19	15	3	388	19
Not Working	252	53	1042	51	235	52	1022	51

Midlands East

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	913	100	896	100
Receiving ITV	896	98	896	100
Receiving any CH4	895	98	895	100
Receiving five	883	97	883	99
Receiving BBC1	896	98	896	100
Receiving BBC2	896	98	896	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	913	100	896	100	512	100	
		100		98		56	
				100		57	
Social Class :-							
AB	181	20	178	20	128	25	
C1	239	26	235	26	141	27	
C2	181	20	178	20	113	22	
D	148	16	145	16	84	16	
E	164	18	160	18	46	9	
Housewife Age :-							
Under 25	54	6	51	6	20	4	
25 - 34	150	16	145	16	101	20	
35 - 44	191	21	188	21	135	26	
45 - 54	155	17	153	17	97	19	
55 - 64	145	16	143	16	88	17	
65 +	220	24	217	24	71	14	
Size of Household :-							
1	274	30	265	30	99	19	
2	321	35	319	36	186	36	
3	142	16	139	16	97	19	
4	119	13	118	13	87	17	
5 +	57	6	56	6	42	8	
Average Household Size	2.32		2.33		2.61		
Children :-							
Without	671	74	658	73	344	67	
With	242	26	238	27	168	33	
0 - 3	80	9	78	9	56	11	
4 - 9	114	13	112	13	84	16	
10 - 15	127	14	126	14	91	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		896	100
Possessing:-	Widescreen	300	33
	Teletext Set	824	92
	Remote Ctrl.	884	99
	Portable Set	498	56
Screen Size :-	Under 20"	507	57
	20 to 29"	732	82
	30" and over	132	15
Household with :-	Single Set	321	36
	2 Sets	332	37
	3 Sets	148	17
	4 Sets	59	7
	5+ Sets	36	4
VCRs :-	Without	224	25
	With	672	75
	With 1	485	54
	With 2+	187	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1866	100
Which are :-	Widescreen	327	18
	Teletext Set	1399	75
	Remote Ctrl.	1792	96
	Portable Set	748	40
Screen Size :-	Under 20"	775	42
	20 to 29"	871	47
	30" and over	142	8
VCR Connected		919	49

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2122	100	2089	100	1336	100
Age :-						
0 - 3	94	4	92	4	69	5
4 - 9	155	7	151	7	114	9
10 - 15	173	8	172	8	124	9
16 - 19	108	5	105	5	68	5
20 - 24	133	6	129	6	75	6
25 - 34	275	13	267	13	191	14
35 - 44	336	16	333	16	245	18
45 - 54	276	13	273	13	178	13
55 - 64	247	12	245	12	155	11
65 +	324	15	322	15	118	9
Adults :- Total	1701	100	1674	100	1029	100
AB	353	21	349	21	256	25
C1	472	28	464	28	284	28
C2	361	21	358	21	243	24
D	282	17	277	17	172	17
E	232	14	226	14	75	7

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1041	100	1081	100	1021	100	1067	100
Age :-								
0 - 15	215	21	207	19	212	21	203	19
16 - 24	124	12	117	11	120	12	114	11
25 - 34	134	13	141	13	129	13	137	13
35 - 44	166	16	170	16	164	16	169	16
45 - 54	134	13	141	13	133	13	140	13
55 - 64	125	12	122	11	124	12	121	11
65 +	142	14	183	17	140	14	181	17
Adults :-	826	100	874	100	810	100	864	100
AB	176	21	177	20	173	21	175	20
C1	226	27	246	28	222	27	243	28
C2	197	24	164	19	194	24	164	19
D	140	17	141	16	137	17	140	16
E	86	10	145	17	83	10	143	17
Working F/T	496	60	266	30	489	60	265	31
Working P/T	25	3	149	17	24	3	147	17
Not Working	306	37	459	53	296	37	452	52
Housewives :-	180	100	733	100	171	100	725	100
Working F/T	78	43	211	29	75	44	210	29
Working P/T	6	4	140	19	6	4	138	19
Not Working	96	53	381	52	91	53	377	52

Multichannel Homes

Table 1		Television Reception											
	All Households		Total TV Households		Non-Terrestrial Households								
	000's	%	000's	%	ALL		DSAT		DTT		Cable		
000's					%	000's	%	000's	%	000's	%	000's	%
Total	25664	100	25048	100	15136	100	7548	100	4811	100	3302	100	
Receiving ITV	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100	
Receiving any CH4	25003	97	25003	100	15136	100	7548	100	4811	100	3302	100	
Receiving five	23006	90	23006	92	15113	100	7542	100	4811	100	3302	100	
Receiving 1+ Non Terrestrial	15136	59	15136	60	15136	100	7548	100	4811	100	3302	100	
Receiving BBC1	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100	
Receiving BBC2	25048	98	25048	100	15136	100	7548	100	4811	100	3302	100	

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

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

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

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

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

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

Table 7 Non-Terrestrial Penetration by Region										
	Total TV Households		Non-Terrestrial Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25048	100	15136	100	7548	100	4811	100	3302	100
London	4682	19	2808	19	1317	17	850	18	715	22
South East	858	3	526	3	311	4	159	3	69	2
Midlands	3345	13	1919	13	897	12	581	12	488	15
East	1756	7	1046	7	586	8	367	8	196	6
West	930	4	574	4	254	3	204	4	130	4
South West	795	3	458	3	269	4	159	3	44	1
South	2042	8	1316	9	602	8	460	10	301	9
North	2374	9	1330	9	720	10	404	8	241	7
North East	1433	6	944	6	468	6	349	7	162	5
North West	2764	11	1746	12	778	10	613	13	432	13
Scotland	2213	9	1299	9	618	8	368	8	346	10
Ulster	635	3	320	2	205	3	62	1	60	2
Wales	1220	5	850	6	522	7	236	5	120	4
Midlands West	2449	10	1408	9	665	9	436	9	335	10
Midlands East	896	4	512	3	232	3	145	3	152	5

Projections Jan 2006 - Dec 2006

All Areas

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25782	100	25799	100	25816	100	25833	100	25850	100	25867	100
TV Households	25164	98	25180	98	25197	98	25213	98	25230	98	25246	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25884	100	25901	100	25918	100	25935	100	25952	100	25969	100
TV Households	25263	98	25279	98	25296	98	25312	98	25329	98	25345	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25164	100	25180	100	25197	100	25213	100	25230	100	25246	100
Social Class													
	AB	5012	20	5015	20	5019	20	5023	20	5026	20	5029	20
	C1	6917	27	6922	27	6926	27	6931	27	6935	27	6940	27
	C2	4628	18	4631	18	4634	18	4637	18	4640	18	4643	18
	DE	8607	34	8612	34	8618	34	8622	34	8629	34	8634	34
Housewife Age													
	Under 25	1333	5	1333	5	1335	5	1335	5	1337	5	1337	5
	25 - 34	4048	16	4051	16	4053	16	4056	16	4059	16	4062	16
	35 - 44	5197	21	5201	21	5204	21	5208	21	5211	21	5215	21
	45 - 54	4371	17	4374	17	4377	17	4380	17	4382	17	4385	17
	55 - 64	4068	16	4071	16	4073	16	4076	16	4079	16	4081	16
	65 +	6147	24	6150	24	6155	24	6158	24	6162	24	6166	24
Size													
	1	7650	30	7656	30	7660	30	7665	30	7671	30	7675	30
	2	8795	35	8800	35	8806	35	8812	35	8817	35	8823	35
	3	3878	15	3880	15	3883	15	3885	15	3888	15	3891	15
	4+	4841	19	4844	19	4848	19	4851	19	4854	19	4857	19
Children													
	Without	18512	74	18524	74	18536	74	18548	74	18560	74	18572	74
	With	6652	26	6656	26	6661	26	6665	26	6670	26	6674	26

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	25263	100	25279	100	25296	100	25312	100	25329	100	25345	100
Social Class												
AB	5033	20	5037	20	5040	20	5044	20	5048	20	5051	20
C1	6945	27	6949	27	6954	27	6958	27	6963	27	6968	27
C2	4646	18	4649	18	4652	18	4654	18	4657	18	4660	18
DE	8639	34	8644	34	8650	34	8656	34	8661	34	8666	34
Housewife Age												
Under 25	1339	5	1340	5	1341	5	1341	5	1342	5	1344	5
25 - 34	4064	16	4067	16	4070	16	4073	16	4075	16	4078	16
35 - 44	5218	21	5222	21	5225	21	5228	21	5232	21	5235	21
45 - 54	4388	17	4391	17	4394	17	4397	17	4399	17	4402	17
55 - 64	4084	16	4086	16	4089	16	4092	16	4094	16	4097	16
65 +	6170	24	6173	24	6177	24	6181	24	6187	24	6189	24
Size												
1	7680	30	7685	30	7691	30	7695	30	7700	30	7705	30
2	8829	35	8834	35	8840	35	8846	35	8852	35	8857	35
3	3893	15	3896	15	3898	15	3901	15	3903	15	3906	15
4+	4861	19	4864	19	4867	19	4870	19	4874	19	4877	19
Children												
Without	18584	74	18596	74	18608	74	18621	74	18633	74	18645	74
With	6679	26	6683	26	6688	26	6691	26	6696	26	6700	26

Table 3 All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	55692	100	55729	100	55765	100	55802	100	55839	100	55875	100
Age												
4 - 9	4255	8	4258	8	4261	8	4264	8	4267	8	4270	8
10 - 15	4568	8	4571	8	4574	8	4577	8	4580	8	4583	8
16 - 24	6447	12	6451	12	6456	12	6460	12	6464	12	6468	12
25 - 34	7578	14	7584	14	7588	14	7594	14	7599	14	7604	14
35 - 44	9098	16	9104	16	9110	16	9116	16	9122	16	9129	16
45 - 54	7616	14	7621	14	7626	14	7630	14	7635	14	7640	14
55 - 64	6963	13	6967	13	6972	13	6976	13	6981	13	6985	13
65 +	9167	16	9173	16	9178	16	9185	16	9191	16	9196	16
Adults												
Total	46869	100	46900	100	46930	100	46961	100	46992	100	47022	100
AB	10029	21	10037	21	10044	21	10051	21	10058	21	10065	21
C1	13300	28	13308	28	13317	28	13326	28	13335	28	13344	28
C2	9556	20	9563	20	9568	20	9574	20	9580	20	9585	20
DE	13984	30	13992	30	14001	30	14010	30	14019	30	14028	30

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	55912	100	55949	100	55985	100	56022	100	56059	100	56095	100
Age												
4 - 9	4272	8	4275	8	4278	8	4281	8	4284	8	4286	8
10 - 15	4586	8	4590	8	4592	8	4595	8	4598	8	4601	8
16 - 24	6472	12	6477	12	6481	12	6486	12	6489	12	6494	12
25 - 34	7610	14	7615	14	7620	14	7625	14	7631	14	7635	14
35 - 44	9134	16	9139	16	9146	16	9152	16	9158	16	9165	16
45 - 54	7645	14	7650	14	7655	14	7660	14	7665	14	7670	14
55 - 64	6990	13	6994	13	6999	13	7003	13	7007	12	7012	13
65 +	9203	16	9209	16	9214	16	9220	16	9227	16	9232	16
Adults												
Total	47054	100	47084	100	47115	100	47146	100	47177	100	47208	100
AB	10072	21	10078	21	10085	21	10093	21	10100	21	10107	21
C1	13353	28	13362	28	13371	28	13379	28	13388	28	13397	28
C2	9593	20	9599	20	9605	20	9611	20	9617	20	9624	20
DE	14036	30	14045	30	14054	30	14063	30	14072	30	14080	30

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27152	100	27170	100	27188	100	27206	100	27224	100	27242	100
Age												
4 - 15	4527	17	4530	17	4533	17	4536	17	4539	17	4543	17
16 - 24	3240	12	3242	12	3245	12	3247	12	3249	12	3250	12
25 - 34	3738	14	3741	14	3743	14	3746	14	3748	14	3751	14
35 - 44	4479	16	4482	16	4485	16	4488	16	4491	16	4495	16
45 - 54	3751	14	3753	14	3755	14	3757	14	3760	14	3762	14
55 - 64	3408	13	3410	13	3413	13	3415	13	3417	13	3419	13
65 +	4009	15	4012	15	4014	15	4017	15	4020	15	4022	15
Adults												
Total	22625	100	22640	100	22655	100	22670	100	22685	100	22699	100
AB	5043	22	5047	22	5051	22	5054	22	5057	22	5061	22
C1	6296	28	6300	28	6304	28	6309	28	6313	28	6317	28
C2	5086	22	5090	22	5092	22	5095	22	5099	22	5102	22
DE	6200	27	6203	27	6208	27	6212	27	6216	27	6219	27
Working F/T	13729	61	13738	61	13747	61	13756	61	13766	61	13775	61
Not Working	8896	39	8902	39	8908	39	8914	39	8919	39	8924	39

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27260	100	27278	100	27296	100	27314	100	27332	100	27349	100
Age												
4 - 15	4545	17	4548	17	4552	17	4554	17	4558	17	4560	17
16 - 24	3253	12	3256	12	3257	12	3260	12	3261	12	3264	12
25 - 34	3754	14	3756	14	3759	14	3762	14	3764	14	3766	14
35 - 44	4497	16	4500	16	4502	16	4506	16	4509	16	4512	16
45 - 54	3765	14	3767	14	3770	14	3772	14	3775	14	3777	14
55 - 64	3421	13	3423	13	3426	13	3428	13	3430	13	3432	13
65 +	4025	15	4028	15	4030	15	4032	15	4035	15	4038	15
Adults												
Total	22715	100	22730	100	22744	100	22760	100	22774	100	22789	100
AB	5065	22	5068	22	5071	22	5075	22	5079	22	5082	22
C1	6321	28	6325	28	6330	28	6334	28	6338	28	6342	28
C2	5106	22	5110	22	5112	22	5116	22	5118	22	5122	22
DE	6223	27	6227	27	6231	27	6235	27	6239	27	6243	27
Working F/T	13784	61	13794	61	13802	61	13812	61	13820	61	13830	61
Not Working	8931	39	8936	39	8942	39	8948	39	8954	39	8959	39

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28540	100	28559	100	28577	100	28596	100	28615	100	28633	100
Age												
4 - 15	4296	15	4299	15	4302	15	4305	15	4308	15	4310	15
16 - 24	3207	11	3209	11	3211	11	3213	11	3215	11	3218	11
25 - 34	3840	13	3843	13	3845	13	3848	13	3851	13	3853	13
35 - 44	4619	16	4622	16	4625	16	4628	16	4631	16	4634	16
45 - 54	3865	14	3868	14	3871	14	3873	14	3875	14	3878	14
55 - 64	3555	12	3557	12	3559	12	3561	12	3564	12	3566	12
65 +	5158	18	5161	18	5164	18	5168	18	5171	18	5174	18
Adults												
Total	24244	100	24260	100	24275	100	24291	100	24307	100	24323	100
AB	4986	21	4990	21	4993	21	4997	21	5001	21	5004	21
C1	7004	29	7008	29	7013	29	7017	29	7022	29	7027	29
C2	4470	18	4473	18	4476	18	4479	18	4481	18	4483	18
DE	7784	32	7789	32	7793	32	7798	32	7803	32	7809	32
Working F/T	7528	31	7533	31	7538	31	7543	31	7547	31	7552	31
Not Working	16716	69	16727	69	16737	69	16748	69	16760	69	16771	69

Table4b Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28652	100	28671	100	28689	100	28708	100	28727	100	28746	100
Age												
4 - 15	4313	15	4317	15	4318	15	4322	15	4324	15	4327	15
16 - 24	3219	11	3221	11	3224	11	3226	11	3228	11	3230	11
25 - 34	3856	13	3859	13	3861	13	3863	13	3867	13	3869	13
35 - 44	4637	16	4639	16	4644	16	4646	16	4649	16	4653	16
45 - 54	3880	14	3883	14	3885	14	3888	14	3890	14	3893	14
55 - 64	3569	12	3571	12	3573	12	3575	12	3577	12	3580	12
65 +	5178	18	5181	18	5184	18	5188	18	5192	18	5194	18
Adults												
Total	24339	100	24354	100	24371	100	24386	100	24403	100	24419	100
AB	5007	21	5010	21	5014	21	5018	21	5021	21	5025	21
C1	7032	29	7037	29	7041	29	7045	29	7050	29	7055	29
C2	4487	18	4489	18	4493	18	4495	18	4499	18	4502	18
DE	7813	32	7818	32	7823	32	7828	32	7833	32	7837	32
Working F/T	7558	31	7562	31	7568	31	7572	31	7578	31	7583	31
Not Working	16781	69	16792	69	16803	69	16814	69	16825	69	16836	69

London

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4905	100	4909	100	4912	100	4921	100	4925	100	4929	100
TV Households	4717	96	4720	96	4727	96	4732	96	4735	96	4741	96

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4936	100	4940	100	4946	100	4949	100	4954	100	4963	100
TV Households	4748	96	4751	96	4757	96	4760	96	4767	96	4771	96

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4717	100	4720	100	4727	100	4732	100	4735	100	4741	100
Social Class	AB	1275	27	1272	27	1275	27	1279	27	1279	27	1282	27
	C1	1387	29	1387	29	1388	29	1390	29	1391	29	1392	29
	C2	701	15	702	15	704	15	703	15	703	15	705	15
	DE	1354	29	1359	29	1360	29	1360	29	1362	29	1362	29
	Under 25	259	5	262	6	266	6	263	6	262	6	262	6
Housewife Age	25 - 34	971	21	970	21	970	21	971	21	973	21	976	21
	35 - 44	1072	23	1073	23	1076	23	1077	23	1076	23	1079	23
	45 - 54	796	17	795	17	795	17	797	17	798	17	798	17
	55 - 64	639	14	637	13	638	13	640	14	642	14	642	14
	65 +	980	21	983	21	982	21	984	21	984	21	984	21
Size	1	1502	32	1507	32	1508	32	1506	32	1508	32	1508	32
	2	1480	31	1478	31	1482	31	1486	31	1486	31	1487	31
	3	730	15	731	15	733	16	732	15	732	15	735	16
	4+	1005	21	1004	21	1004	21	1008	21	1009	21	1011	21
Children	Without	3410	72	3410	72	3415	72	3419	72	3423	72	3425	72
	With	1307	28	1310	28	1312	28	1313	28	1312	28	1316	28

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4748	100	4751	100	4757	100	4760	100	4767	100	4771	100
Social Class													
	AB	1282	27	1283	27	1286	27	1284	27	1289	27	1286	27
	C1	1394	29	1396	29	1396	29	1397	29	1399	29	1404	29
	C2	705	15	706	15	706	15	707	15	708	15	708	15
	DE	1367	29	1366	29	1369	29	1372	29	1371	29	1373	29
Housewife Age													
	Under 25	265	6	265	6	260	5	264	6	266	6	272	6
	25 - 34	975	21	975	21	977	21	980	21	977	20	979	21
	35 - 44	1081	23	1082	23	1083	23	1084	23	1087	23	1083	23
	45 - 54	798	17	799	17	802	17	802	17	803	17	804	17
	55 - 64	642	14	643	14	646	14	646	14	644	14	645	14
	65 +	987	21	987	21	989	21	984	21	990	21	988	21
Size													
	1	1513	32	1514	32	1516	32	1516	32	1522	32	1521	32
	2	1488	31	1490	31	1492	31	1495	31	1495	31	1495	31
	3	735	15	738	16	738	16	736	15	738	15	740	16
	4+	1012	21	1009	21	1011	21	1013	21	1012	21	1015	21
Children													
	Without	3431	72	3433	72	3436	72	3440	72	3444	72	3449	72
	With	1317	28	1318	28	1321	28	1320	28	1323	28	1322	28

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10546	100	10556	100	10567	100	10582	100	10592	100	10601	100
Age												
4 - 9	838	8	837	8	841	8	839	8	839	8	843	8
10 - 15	842	8	842	8	843	8	847	8	847	8	845	8
16 - 24	1224	12	1224	12	1227	12	1226	12	1227	12	1229	12
25 - 34	1884	18	1887	18	1885	18	1891	18	1894	18	1893	18
35 - 44	1865	18	1870	18	1873	18	1874	18	1877	18	1881	18
45 - 54	1366	13	1367	13	1364	13	1367	13	1367	13	1368	13
55 - 64	1085	10	1085	10	1086	10	1087	10	1088	10	1091	10
65 +	1442	14	1444	14	1448	14	1451	14	1453	14	1451	14
Adults												
Total	8866	100	8877	100	8883	100	8896	100	8906	100	8913	100
AB	2552	29	2557	29	2560	29	2557	29	2565	29	2567	29
C1	2650	30	2650	30	2652	30	2659	30	2659	30	2661	30
C2	1461	16	1468	17	1465	16	1469	17	1468	16	1470	16
DE	2203	25	2202	25	2206	25	2211	25	2214	25	2215	25

Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10613	100	10626	100	10635	100	10645	100	10658	100	10667	100
Age												
4 - 9	843	8	841	8	843	8	845	8	848	8	845	8
10 - 15	846	8	852	8	850	8	850	8	852	8	853	8
16 - 24	1230	12	1230	12	1234	12	1237	12	1234	12	1240	12
25 - 34	1898	18	1901	18	1900	18	1900	18	1905	18	1903	18
35 - 44	1879	18	1880	18	1884	18	1885	18	1888	18	1889	18
45 - 54	1372	13	1372	13	1373	13	1377	13	1376	13	1380	13
55 - 64	1090	10	1093	10	1094	10	1093	10	1096	10	1095	10
65 +	1455	14	1457	14	1457	14	1458	14	1459	14	1462	14
Adults												
Total	8924	100	8933	100	8942	100	8950	100	8958	100	8969	100
AB	2569	29	2572	29	2574	29	2576	29	2581	29	2584	29
C1	2665	30	2666	30	2671	30	2672	30	2676	30	2677	30
C2	1472	16	1474	17	1477	17	1477	17	1477	16	1480	17
DE	2218	25	2221	25	2220	25	2225	25	2224	25	2228	25

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5188	100	5189	100	5196	100	5205	100	5208	100	5214	100
Age												
4 - 15	864	17	862	17	863	17	866	17	867	17	867	17
16 - 24	604	12	604	12	605	12	606	12	604	12	604	12
25 - 34	959	18	961	19	960	18	962	18	964	19	965	19
35 - 44	937	18	939	18	942	18	941	18	944	18	945	18
45 - 54	672	13	672	13	670	13	671	13	669	13	672	13
55 - 64	528	10	528	10	530	10	529	10	530	10	530	10
65 +	624	12	623	12	626	12	630	12	630	12	631	12
Adults												
Total	4324	100	4327	100	4333	100	4339	100	4341	100	4347	100
AB	1303	30	1305	30	1305	30	1307	30	1308	30	1311	30
C1	1255	29	1258	29	1259	29	1261	29	1260	29	1260	29
C2	788	18	793	18	791	18	795	18	793	18	793	18
DE	978	23	971	22	978	23	976	22	980	23	983	23
Working F/T	2777	64	2778	64	2779	64	2782	64	2787	64	2791	64
Not Working	1547	36	1549	36	1554	36	1557	36	1554	36	1556	36

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5219	100	5225	100	5231	100	5236	100	5241	100	5247	100
Age												
4 - 15	866	17	867	17	872	17	871	17	872	17	872	17
16 - 24	608	12	609	12	608	12	610	12	608	12	612	12
25 - 34	966	19	964	18	967	18	966	18	969	18	968	18
35 - 44	946	18	948	18	948	18	951	18	951	18	949	18
45 - 54	673	13	672	13	673	13	675	13	676	13	679	13
55 - 64	531	10	532	10	533	10	532	10	533	10	535	10
65 +	629	12	633	12	630	12	631	12	632	12	632	12
Adults												
Total	4353	100	4358	100	4359	100	4365	100	4369	100	4375	100
AB	1313	30	1314	30	1311	30	1317	30	1317	30	1318	30
C1	1263	29	1262	29	1267	29	1266	29	1271	29	1269	29
C2	796	18	798	18	796	18	798	18	797	18	800	18
DE	981	23	984	23	985	23	984	23	984	23	988	23
Working F/T	2793	64	2797	64	2797	64	2802	64	2804	64	2809	64
Not Working	1560	36	1561	36	1562	36	1563	36	1565	36	1566	36

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5358	100	5367	100	5371	100	5377	100	5384	100	5387	100
Age												
4 - 15	816	15	817	15	821	15	820	15	819	15	821	15
16 - 24	620	12	620	12	622	12	620	12	623	12	625	12
25 - 34	925	17	926	17	925	17	929	17	930	17	928	17
35 - 44	928	17	931	17	931	17	933	17	933	17	936	17
45 - 54	694	13	695	13	694	13	696	13	698	13	696	13
55 - 64	557	10	557	10	556	10	558	10	558	10	561	10
65 +	818	15	821	15	822	15	821	15	823	15	820	15
Adults												
Total	4542	100	4550	100	4550	100	4557	100	4565	100	4566	100
AB	1249	27	1252	28	1255	28	1250	27	1257	28	1256	28
C1	1395	31	1392	31	1393	31	1398	31	1399	31	1401	31
C2	673	15	675	15	674	15	674	15	675	15	677	15
DE	1225	27	1231	27	1228	27	1235	27	1234	27	1232	27
Working F/T	1579	35	1583	35	1585	35	1588	35	1587	35	1583	35
Not Working	2963	65	2967	65	2965	65	2969	65	2978	65	2983	65

Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5394	100	5401	100	5404	100	5409	100	5417	100	5420	100
Age												
4 - 15	823	15	826	15	821	15	824	15	828	15	826	15
16 - 24	622	12	621	11	626	12	627	12	626	12	628	12
25 - 34	932	17	937	17	933	17	934	17	936	17	935	17
35 - 44	933	17	932	17	936	17	934	17	937	17	940	17
45 - 54	699	13	700	13	700	13	702	13	700	13	701	13
55 - 64	559	10	561	10	561	10	561	10	563	10	560	10
65 +	826	15	824	15	827	15	827	15	827	15	830	15
Adults												
Total	4571	100	4575	100	4583	100	4585	100	4589	100	4594	100
AB	1256	27	1258	27	1263	28	1259	27	1264	28	1266	28
C1	1402	31	1404	31	1404	31	1406	31	1405	31	1408	31
C2	676	15	676	15	681	15	679	15	680	15	680	15
DE	1237	27	1237	27	1235	27	1241	27	1240	27	1240	27
Working F/T	1592	35	1590	35	1595	35	1595	35	1597	35	1599	35
Not Working	2979	65	2985	65	2988	65	2990	65	2992	65	2995	65

South East

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	876	100	877	100	878	100	878	100	879	100	879	100
TV Households	862	98	863	98	863	98	864	98	865	98	865	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	880	100	881	100	881	100	882	100	883	100	883	100
TV Households	866	98	867	98	867	98	868	98	868	98	869	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		862	100	863	100	863	100	864	100	865	100	865	100
Social Class	AB	193	22	193	22	193	22	193	22	194	22	193	22
	C1	274	32	274	32	274	32	275	32	275	32	275	32
	C2	166	19	166	19	166	19	166	19	166	19	166	19
	DE	229	27	230	27	230	27	230	27	230	27	231	27
Housewife Age	Under 25	46	5	46	5	46	5	44	5	45	5	46	5
	25 - 34	111	13	111	13	111	13	112	13	112	13	112	13
	35 - 44	161	19	161	19	161	19	161	19	161	19	161	19
	45 - 54	150	17	151	17	151	17	151	17	151	17	151	17
	55 - 64	159	18	159	18	159	18	160	19	160	18	160	18
	65 +	235	27	235	27	235	27	236	27	236	27	235	27
Size	1	260	30	260	30	259	30	260	30	261	30	261	30
	2	316	37	317	37	317	37	317	37	317	37	318	37
	3	119	14	119	14	120	14	120	14	120	14	120	14
	4+	167	19	167	19	167	19	167	19	167	19	166	19
Children	Without	635	74	636	74	636	74	637	74	637	74	638	74
	With	227	26	227	26	227	26	227	26	228	26	227	26

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	866	100	867	100	867	100	868	100	868	100	869	100
Social Class												
AB	194	22	194	22	194	22	194	22	194	22	194	22
C1	275	32	275	32	276	32	276	32	276	32	276	32
C2	166	19	167	19	167	19	167	19	167	19	167	19
DE	231	27	231	27	230	27	231	27	231	27	232	27
Housewife Age												
Under 25	46	5	46	5	47	5	46	5	46	5	46	5
25 - 34	112	13	112	13	112	13	112	13	112	13	112	13
35 - 44	161	19	161	19	161	19	162	19	162	19	162	19
45 - 54	151	17	151	17	151	17	151	17	151	17	152	17
55 - 64	160	18	160	18	160	18	160	18	160	18	160	18
65 +	236	27	237	27	236	27	237	27	237	27	237	27
Size												
1	261	30	261	30	261	30	262	30	261	30	262	30
2	318	37	318	37	318	37	318	37	319	37	319	37
3	120	14	120	14	120	14	120	14	120	14	120	14
4+	167	19	168	19	168	19	168	19	168	19	168	19
Children												
Without	638	74	639	74	639	74	640	74	640	74	641	74
With	228	26	228	26	228	26	228	26	228	26	228	26

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1904	100	1906	100	1907	100	1908	100	1910	100	1911	100
Age												
4 - 9	153	8	153	8	153	8	154	8	154	8	154	8
10 - 15	158	8	158	8	158	8	157	8	158	8	158	8
16 - 24	205	11	206	11	205	11	206	11	206	11	206	11
25 - 34	210	11	210	11	211	11	210	11	211	11	211	11
35 - 44	288	15	288	15	289	15	289	15	288	15	289	15
45 - 54	267	14	268	14	268	14	268	14	268	14	268	14
55 - 64	277	15	277	15	277	15	277	15	278	15	278	15
65 +	346	18	346	18	346	18	347	18	347	18	347	18
Adults												
Total	1593	100	1595	100	1596	100	1597	100	1598	100	1599	100
AB	382	24	383	24	383	24	384	24	383	24	384	24
C1	499	31	499	31	499	31	499	31	500	31	500	31
C2	339	21	339	21	340	21	340	21	340	21	340	21
DE	373	23	374	23	374	23	374	23	375	23	375	23

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1912	100	1914	100	1915	100	1916	100	1918	100	1919	100
Age												
4 - 9	154	8	154	8	154	8	154	8	154	8	154	8
10 - 15	158	8	159	8	159	8	159	8	159	8	159	8
16 - 24	206	11	206	11	206	11	205	11	206	11	207	11
25 - 34	211	11	211	11	212	11	212	11	212	11	212	11
35 - 44	289	15	290	15	289	15	290	15	291	15	290	15
45 - 54	268	14	269	14	269	14	269	14	269	14	269	14
55 - 64	278	15	278	15	278	15	279	15	279	15	279	15
65 +	348	18	347	18	348	18	348	18	348	18	349	18
Adults												
Total	1600	100	1601	100	1602	100	1603	100	1605	100	1606	100
AB	384	24	384	24	385	24	385	24	385	24	385	24
C1	501	31	501	31	501	31	502	31	502	31	503	31
C2	340	21	341	21	341	21	340	21	341	21	342	21
DE	375	23	375	23	375	23	376	23	377	23	376	23

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	920	100	921	100	922	100	922	100	923	100	924	100
Age												
4 - 15	159	17	159	17	159	17	159	17	159	17	160	17
16 - 24	101	11	102	11	102	11	102	11	102	11	102	11
25 - 34	105	11	104	11	105	11	104	11	105	11	105	11
35 - 44	139	15	139	15	140	15	140	15	139	15	140	15
45 - 54	131	14	132	14	131	14	131	14	131	14	131	14
55 - 64	138	15	138	15	138	15	139	15	139	15	139	15
65 +	147	16	147	16	147	16	147	16	148	16	147	16
Adults												
Total	761	100	762	100	763	100	763	100	764	100	764	100
AB	192	25	193	25	193	25	193	25	193	25	193	25
C1	234	31	233	31	233	31	234	31	234	31	234	31
C2	179	24	179	23	180	24	179	23	180	24	180	24
DE	156	20	157	21	157	21	157	21	157	21	157	21
Working F/T	473	62	473	62	474	62	474	62	474	62	475	62
Not Working	288	38	289	38	289	38	289	38	290	38	289	38

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	924	100	925	100	925	100	926	100	927	100	927	100
Age												
4 - 15	159	17	160	17	160	17	160	17	160	17	160	17
16 - 24	102	11	102	11	102	11	101	11	102	11	103	11
25 - 34	105	11	105	11	105	11	106	11	105	11	105	11
35 - 44	140	15	140	15	139	15	140	15	141	15	140	15
45 - 54	131	14	132	14	132	14	132	14	132	14	132	14
55 - 64	139	15	139	15	139	15	139	15	139	15	139	15
65 +	148	16	147	16	148	16	148	16	148	16	148	16
Adults												
Total	765	100	765	100	765	100	766	100	767	100	767	100
AB	193	25	193	25	193	25	194	25	193	25	194	25
C1	235	31	235	31	235	31	235	31	235	31	235	31
C2	180	24	180	24	180	24	179	23	181	24	181	24
DE	157	21	157	21	157	21	158	21	158	21	157	20
Working F/T	475	62	475	62	476	62	476	62	476	62	476	62
Not Working	290	38	290	38	289	38	290	38	291	38	291	38

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	984	100	985	100	985	100	986	100	987	100	987	100
Age												
4 - 15	152	15	152	15	152	15	152	15	153	16	152	15
16 - 24	104	11	104	11	103	10	104	11	104	11	104	11
25 - 34	105	11	106	11	106	11	106	11	106	11	106	11
35 - 44	149	15	149	15	149	15	149	15	149	15	149	15
45 - 54	136	14	136	14	137	14	137	14	137	14	137	14
55 - 64	139	14	139	14	139	14	138	14	139	14	139	14
65 +	199	20	199	20	199	20	200	20	199	20	200	20
Adults												
Total	832	100	833	100	833	100	834	100	834	100	835	100
AB	190	23	190	23	190	23	191	23	190	23	191	23
C1	265	32	266	32	266	32	265	32	266	32	266	32
C2	160	19	160	19	160	19	161	19	160	19	160	19
DE	217	26	217	26	217	26	217	26	218	26	218	26
Working F/T	240	29	241	29	240	29	241	29	241	29	241	29
Not Working	592	71	592	71	593	71	593	71	593	71	594	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	988	100	989	100	990	100	990	100	991	100	992	100
Age												
4 - 15	153	15	153	15	153	15	153	15	153	15	153	15
16 - 24	104	11	104	11	104	11	104	11	104	10	104	10
25 - 34	106	11	106	11	107	11	106	11	107	11	107	11
35 - 44	149	15	150	15	150	15	150	15	150	15	150	15
45 - 54	137	14	137	14	137	14	137	14	137	14	137	14
55 - 64	139	14	139	14	139	14	140	14	140	14	140	14
65 +	200	20	200	20	200	20	200	20	200	20	201	20
Adults												
Total	835	100	836	100	837	100	837	100	838	100	839	100
AB	191	23	191	23	192	23	191	23	192	23	191	23
C1	266	32	266	32	266	32	267	32	267	32	268	32
C2	160	19	161	19	161	19	161	19	160	19	161	19
DE	218	26	218	26	218	26	218	26	219	26	219	26
Working F/T	241	29	242	29	241	29	241	29	242	29	243	29
Not Working	594	71	594	71	596	71	596	71	596	71	596	71

Midlands

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3433	100	3435	100	3437	100	3439	100	3441	100	3443	100
TV Households	3360	98	3362	98	3364	98	3366	98	3368	98	3370	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3445	100	3448	100	3450	100	3452	100	3454	100	3456	100
TV Households	3372	98	3374	98	3376	98	3379	98	3381	98	3383	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3360	100	3362	100	3364	100	3366	100	3368	100	3370	100
Social Class													
	AB	623	19	624	19	624	19	624	19	625	19	625	19
	C1	857	26	858	26	859	26	859	26	860	26	860	26
	C2	645	19	646	19	646	19	647	19	647	19	647	19
	DE	1235	37	1234	37	1235	37	1236	37	1236	37	1238	37
Housewife Age													
	Under 25	181	5	180	5	180	5	182	5	181	5	181	5
	25 - 34	523	16	524	16	524	16	524	16	525	16	525	16
	35 - 44	686	20	687	20	687	20	687	20	688	20	688	20
	45 - 54	585	17	585	17	586	17	586	17	586	17	587	17
	55 - 64	553	16	554	16	554	16	554	16	555	16	555	16
	65 +	832	25	832	25	833	25	833	25	833	25	834	25
Size													
	1	969	29	970	29	971	29	972	29	972	29	973	29
	2	1196	36	1197	36	1197	36	1198	36	1199	36	1199	36
	3	540	16	540	16	540	16	541	16	541	16	541	16
	4+	655	19	655	19	656	20	655	19	656	19	657	19
Children													
	Without	2442	73	2444	73	2445	73	2447	73	2448	73	2450	73
	With	918	27	918	27	919	27	919	27	920	27	920	27

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	3372	100	3374	100	3376	100	3379	100	3381	100	3383	100
Social Class												
AB	626	19	626	19	625	19	627	19	628	19	628	19
C1	861	26	861	26	862	26	862	26	863	26	863	26
C2	648	19	648	19	649	19	649	19	649	19	650	19
DE	1237	37	1239	37	1240	37	1241	37	1241	37	1242	37
Housewife Age												
Under 25	181	5	180	5	180	5	181	5	181	5	181	5
25 - 34	525	16	526	16	526	16	526	16	527	16	527	16
35 - 44	689	20	689	20	690	20	690	20	690	20	691	20
45 - 54	587	17	588	17	588	17	588	17	589	17	589	17
55 - 64	555	16	556	16	556	16	556	16	557	16	557	16
65 +	835	25	835	25	836	25	838	25	837	25	838	25
Size												
1	973	29	974	29	974	29	975	29	976	29	976	29
2	1200	36	1201	36	1202	36	1202	36	1203	36	1204	36
3	542	16	542	16	542	16	543	16	543	16	543	16
4+	657	19	657	19	658	19	659	20	659	19	660	20
Children												
Without	2451	73	2452	73	2454	73	2456	73	2457	73	2459	73
With	921	27	922	27	922	27	923	27	924	27	924	27

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7503	100	7508	100	7512	100	7517	100	7521	100	7526	100
Age												
4 - 9	579	8	580	8	580	8	580	8	580	8	581	8
10 - 15	641	9	642	9	642	9	643	9	643	9	643	9
16 - 24	867	12	867	12	868	12	869	12	869	12	870	12
25 - 34	976	13	977	13	978	13	978	13	979	13	979	13
35 - 44	1222	16	1223	16	1223	16	1223	16	1224	16	1225	16
45 - 54	1018	14	1018	14	1018	14	1020	14	1021	14	1022	14
55 - 64	957	13	958	13	959	13	959	13	960	13	960	13
65 +	1243	17	1243	17	1244	17	1245	17	1245	17	1246	17
Adults												
Total	6283	100	6286	100	6290	100	6294	100	6298	100	6302	100
AB	1238	20	1239	20	1240	20	1241	20	1241	20	1242	20
C1	1670	27	1671	27	1672	27	1673	27	1675	27	1675	27
C2	1330	21	1330	21	1331	21	1332	21	1333	21	1334	21
DE	2045	33	2046	33	2047	33	2048	33	2049	33	2051	33

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7531	100	7535	100	7540	100	7545	100	7549	100	7554	100
Age												
4 - 9	581	8	582	8	582	8	582	8	583	8	583	8
10 - 15	644	9	644	9	644	9	645	9	645	9	646	9
16 - 24	870	12	871	12	871	12	872	12	873	12	873	12
25 - 34	980	13	980	13	981	13	982	13	982	13	983	13
35 - 44	1226	16	1227	16	1228	16	1228	16	1228	16	1229	16
45 - 54	1022	14	1023	14	1023	14	1024	14	1025	14	1025	14
55 - 64	961	13	961	13	962	13	963	13	963	13	964	13
65 +	1247	17	1247	17	1249	17	1249	17	1250	17	1251	17
Adults												
Total	6306	100	6309	100	6314	100	6318	100	6321	100	6325	100
AB	1243	20	1244	20	1245	20	1245	20	1246	20	1246	20
C1	1676	27	1677	27	1678	27	1680	27	1680	27	1682	27
C2	1335	21	1335	21	1336	21	1337	21	1338	21	1339	21
DE	2052	33	2053	33	2055	33	2056	33	2057	33	2058	33

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3669	100	3672	100	3674	100	3676	100	3678	100	3680	100
Age												
4 - 15	621	17	623	17	622	17	622	17	623	17	623	17
16 - 24	441	12	441	12	442	12	442	12	442	12	443	12
25 - 34	476	13	476	13	477	13	477	13	477	13	477	13
35 - 44	607	17	608	17	608	17	608	17	608	17	609	17
45 - 54	500	14	500	14	499	14	501	14	502	14	501	14
55 - 64	477	13	477	13	478	13	478	13	478	13	478	13
65 +	547	15	547	15	548	15	548	15	548	15	549	15
Adults												
Total	3048	100	3049	100	3052	100	3054	100	3055	100	3057	100
AB	622	20	623	20	624	20	624	20	624	20	625	20
C1	804	26	804	26	804	26	805	26	806	26	806	26
C2	705	23	704	23	705	23	705	23	706	23	706	23
DE	917	30	918	30	919	30	920	30	919	30	920	30
Working F/T	1873	61	1874	61	1876	61	1877	61	1878	61	1879	61
Not Working	1175	39	1175	39	1176	39	1177	39	1177	39	1178	39

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3683	100	3685	100	3687	100	3690	100	3692	100	3694	100
Age												
4 - 15	624	17	624	17	624	17	625	17	625	17	626	17
16 - 24	442	12	443	12	443	12	444	12	444	12	444	12
25 - 34	478	13	478	13	478	13	478	13	479	13	479	13
35 - 44	609	17	610	17	611	17	610	17	611	17	611	17
45 - 54	502	14	502	14	502	14	503	14	503	14	503	14
55 - 64	479	13	479	13	479	13	480	13	480	13	480	13
65 +	549	15	549	15	550	15	550	15	550	15	551	15
Adults												
Total	3059	100	3061	100	3063	100	3065	100	3067	100	3068	100
AB	625	20	626	20	627	20	626	20	627	20	626	20
C1	807	26	807	26	807	26	809	26	808	26	810	26
C2	707	23	707	23	707	23	708	23	709	23	709	23
DE	920	30	921	30	922	30	922	30	923	30	923	30
Working F/T	1880	61	1881	61	1882	61	1884	61	1885	61	1885	61
Not Working	1179	39	1180	39	1181	39	1181	39	1182	39	1183	39

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3834	100	3836	100	3838	100	3841	100	3843	100	3846	100
Age												
4 - 15	599	16	599	16	600	16	601	16	600	16	601	16
16 - 24	426	11	426	11	426	11	427	11	427	11	427	11
25 - 34	500	13	501	13	501	13	501	13	502	13	502	13
35 - 44	615	16	615	16	615	16	615	16	616	16	616	16
45 - 54	518	14	518	14	519	14	519	14	519	14	521	14
55 - 64	480	13	481	13	481	13	481	13	482	13	482	13
65 +	696	18	696	18	696	18	697	18	697	18	697	18
Adults												
Total	3235	100	3237	100	3238	100	3240	100	3243	100	3245	100
AB	616	19	616	19	616	19	617	19	617	19	617	19
C1	866	27	867	27	868	27	868	27	869	27	869	27
C2	625	19	626	19	626	19	627	19	627	19	628	19
DE	1128	35	1128	35	1128	35	1128	35	1130	35	1131	35
Working F/T	983	30	983	30	983	30	984	30	985	30	986	30
Not Working	2252	70	2254	70	2255	70	2256	70	2258	70	2259	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3848	100	3850	100	3853	100	3855	100	3857	100	3860	100
Age												
4 - 15	601	16	602	16	602	16	602	16	603	16	603	16
16 - 24	428	11	428	11	428	11	428	11	429	11	429	11
25 - 34	502	13	502	13	503	13	504	13	503	13	504	13
35 - 44	617	16	617	16	617	16	618	16	617	16	618	16
45 - 54	520	14	521	14	521	14	521	14	522	14	522	14
55 - 64	482	13	482	13	483	13	483	13	483	13	484	13
65 +	698	18	698	18	699	18	699	18	700	18	700	18
Adults												
Total	3247	100	3248	100	3251	100	3253	100	3254	100	3257	100
AB	618	19	618	19	618	19	619	19	619	19	620	19
C1	869	27	870	27	871	27	871	27	872	27	872	27
C2	628	19	628	19	629	19	629	19	629	19	630	19
DE	1132	35	1132	35	1133	35	1134	35	1134	35	1135	35
Working F/T	987	30	987	30	988	30	988	30	988	30	990	30
Not Working	2260	70	2261	70	2263	70	2265	70	2266	70	2267	70

East

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1799	100	1801	100	1802	100	1804	100	1805	100	1806	100
TV Households	1765	98	1767	98	1768	98	1769	98	1771	98	1772	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1808	100	1809	100	1810	100	1812	100	1813	100	1814	100
TV Households	1773	98	1775	98	1776	98	1777	98	1779	98	1780	98

Projections for		TV Households																							
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		1765	100	1767	100	1768	100	1769	100	1771	100	1772	100												
Social Class																									
	AB	359	20	360	20	360	20	360	20	360	20	361	20												
	C1	506	29	506	29	507	29	507	29	508	29	508	29												
	C2	355	20	355	20	355	20	355	20	356	20	356	20												
	DE	545	31	546	31	546	31	547	31	547	31	547	31												
Housewife Age																									
	Under 25	82	5	82	5	82	5	82	5	83	5	83	5												
	25 - 34	272	15	272	15	273	15	273	15	273	15	273	15												
	35 - 44	349	20	349	20	349	20	349	20	350	20	350	20												
	45 - 54	301	17	301	17	301	17	301	17	301	17	302	17												
	55 - 64	313	18	314	18	314	18	314	18	314	18	314	18												
	65 +	448	25	449	25	449	25	450	25	450	25	450	25												
Size																									
	1	503	28	503	28	504	29	504	28	504	28	505	28												
	2	672	38	672	38	673	38	673	38	674	38	674	38												
	3	259	15	259	15	259	15	259	15	260	15	260	15												
	4+	331	19	333	19	332	19	333	19	333	19	333	19												
Children																									
	Without	1315	75	1317	75	1317	74	1318	75	1319	74	1320	74												
	With	450	25	450	25	451	26	451	25	452	26	452	26												

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	1773	100	1775	100	1776	100	1777	100	1779	100	1780	100
Social Class												
AB	361	20	361	20	361	20	362	20	363	20	362	20
C1	508	29	509	29	509	29	509	29	510	29	510	29
C2	356	20	356	20	357	20	357	20	357	20	358	20
DE	548	31	549	31	549	31	549	31	549	31	550	31
Housewife Age												
Under 25	83	5	83	5	83	5	83	5	83	5	84	5
25 - 34	273	15	274	15	274	15	274	15	274	15	274	15
35 - 44	350	20	350	20	351	20	351	20	351	20	351	20
45 - 54	302	17	302	17	302	17	303	17	303	17	303	17
55 - 64	315	18	315	18	315	18	315	18	316	18	316	18
65 +	450	25	451	25	451	25	451	25	452	25	452	25
Size												
1	505	28	505	28	506	28	506	28	506	28	507	28
2	675	38	675	38	676	38	676	38	677	38	677	38
3	260	15	260	15	260	15	261	15	261	15	261	15
4+	333	19	335	19	334	19	334	19	335	19	335	19
Children												
Without	1321	75	1323	75	1323	74	1324	75	1326	75	1326	74
With	452	25	452	25	453	26	453	25	453	25	454	26

Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3897	100	3900	100	3903	100	3905	100	3908	100	3911	100
Age												
4 - 9	290	7	290	7	290	7	291	7	291	7	291	7
10 - 15	303	8	303	8	304	8	303	8	304	8	304	8
16 - 24	422	11	422	11	423	11	422	11	423	11	423	11
25 - 34	499	13	500	13	500	13	501	13	500	13	502	13
35 - 44	619	16	619	16	619	16	620	16	620	16	620	16
45 - 54	534	14	534	14	535	14	535	14	536	14	536	14
55 - 64	541	14	542	14	542	14	542	14	543	14	543	14
65 +	689	18	690	18	690	18	691	18	691	18	692	18
Adults												
Total	3304	100	3307	100	3309	100	3311	100	3313	100	3316	100
AB	716	22	717	22	717	22	718	22	718	22	719	22
C1	971	29	971	29	973	29	973	29	974	29	974	29
C2	735	22	736	22	736	22	736	22	737	22	738	22
DE	882	27	883	27	883	27	884	27	884	27	885	27

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3914	100	3917	100	3920	100	3923	100	3926	100	3929	100
Age												
4 - 9	291	7	292	7	291	7	292	7	292	7	293	7
10 - 15	304	8	304	8	305	8	305	8	305	8	305	8
16 - 24	423	11	424	11	424	11	424	11	425	11	425	11
25 - 34	502	13	502	13	503	13	503	13	503	13	504	13
35 - 44	622	16	622	16	622	16	623	16	623	16	623	16
45 - 54	536	14	537	14	537	14	537	14	538	14	538	14
55 - 64	544	14	544	14	544	14	545	14	545	14	546	14
65 +	692	18	692	18	694	18	694	18	695	18	695	18
Adults												
Total	3319	100	3321	100	3324	100	3326	100	3329	100	3331	100
AB	720	22	720	22	720	22	722	22	722	22	722	22
C1	975	29	976	29	977	29	977	29	978	29	979	29
C2	738	22	739	22	740	22	740	22	741	22	741	22
DE	886	27	886	27	887	27	887	27	888	27	889	27

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1914	100	1916	100	1917	100	1918	100	1920	100	1921	100
Age												
4 - 15	305	16	305	16	306	16	306	16	306	16	306	16
16 - 24	215	11	215	11	215	11	215	11	216	11	216	11
25 - 34	242	13	243	13	243	13	243	13	243	13	244	13
35 - 44	311	16	311	16	310	16	310	16	311	16	311	16
45 - 54	267	14	267	14	268	14	268	14	268	14	268	14
55 - 64	261	14	261	14	261	14	262	14	262	14	262	14
65 +	313	16	314	16	314	16	314	16	314	16	314	16
Adults												
Total	1609	100	1611	100	1611	100	1612	100	1614	100	1615	100
AB	364	23	364	23	364	23	364	23	365	23	365	23
C1	464	29	464	29	465	29	465	29	465	29	466	29
C2	391	24	392	24	391	24	392	24	393	24	393	24
DE	390	24	391	24	391	24	391	24	391	24	391	24
Working F/T	1020	63	1022	63	1022	63	1023	63	1024	63	1024	63
Not Working	589	37	589	37	589	37	589	37	590	37	591	37

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1923	100	1924	100	1925	100	1927	100	1928	100	1930	100
Age												
4 - 15	307	16	307	16	306	16	307	16	307	16	308	16
16 - 24	215	11	216	11	217	11	217	11	217	11	217	11
25 - 34	244	13	244	13	244	13	244	13	244	13	245	13
35 - 44	312	16	312	16	311	16	312	16	312	16	312	16
45 - 54	268	14	269	14	269	14	269	14	269	14	269	14
55 - 64	262	14	262	14	262	14	262	14	263	14	263	14
65 +	315	16	314	16	316	16	316	16	316	16	316	16
Adults												
Total	1616	100	1617	100	1619	100	1620	100	1621	100	1622	100
AB	366	23	366	23	366	23	366	23	367	23	367	23
C1	465	29	466	29	467	29	467	29	467	29	467	29
C2	393	24	393	24	393	24	394	24	394	24	394	24
DE	392	24	392	24	393	24	393	24	393	24	394	24
Working F/T	1025	63	1026	63	1027	63	1027	63	1028	63	1029	63
Not Working	591	37	591	37	592	37	593	37	593	37	593	37

Table4b												
Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1983	100	1984	100	1986	100	1987	100	1988	100	1990	100
Age												
4 - 15	288	15	288	15	288	15	288	14	289	15	289	15
16 - 24	207	10	207	10	208	10	207	10	207	10	207	10
25 - 34	257	13	257	13	257	13	258	13	257	13	258	13
35 - 44	308	16	308	16	309	16	310	16	309	16	309	16
45 - 54	267	13	267	13	267	13	267	13	268	13	268	13
55 - 64	280	14	281	14	281	14	280	14	281	14	281	14
65 +	376	19	376	19	376	19	377	19	377	19	378	19
Adults												
Total	1695	100	1696	100	1698	100	1699	100	1699	100	1701	100
AB	352	21	353	21	353	21	354	21	353	21	354	21
C1	507	30	507	30	508	30	508	30	509	30	508	30
C2	344	20	344	20	345	20	344	20	344	20	345	20
DE	492	29	492	29	492	29	493	29	493	29	494	29
Working F/T	528	31	528	31	528	31	528	31	529	31	530	31
Not Working	1167	69	1168	69	1170	69	1171	69	1170	69	1171	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1991	100	1993	100	1995	100	1996	100	1998	100	1999	100
Age												
4 - 15	288	14	289	15	290	15	290	15	290	15	290	15
16 - 24	208	10	208	10	207	10	207	10	208	10	208	10
25 - 34	258	13	258	13	259	13	259	13	259	13	259	13
35 - 44	310	16	310	16	311	16	311	16	311	16	311	16
45 - 54	268	13	268	13	268	13	268	13	269	13	269	13
55 - 64	282	14	282	14	282	14	283	14	282	14	283	14
65 +	377	19	378	19	378	19	378	19	379	19	379	19
Adults												
Total	1703	100	1704	100	1705	100	1706	100	1708	100	1709	100
AB	354	21	354	21	354	21	356	21	355	21	355	21
C1	510	30	510	30	510	30	510	30	511	30	512	30
C2	345	20	346	20	347	20	346	20	347	20	347	20
DE	494	29	494	29	494	29	494	29	495	29	495	29
Working F/T	530	31	530	31	530	31	531	31	532	31	531	31
Not Working	1173	69	1174	69	1175	69	1175	69	1176	69	1178	69

West

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	950	100	951	100	952	100	952	100	953	100	954	100
TV Households	935	98	936	98	936	98	937	98	938	98	939	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	955	100	955	100	956	100	957	100	958	100	958	100
TV Households	939	98	940	98	941	98	942	98	942	98	943	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		935	100	936	100	936	100	937	100	938	100	939	100
Social Class													
	AB	132	14	132	14	132	14	132	14	132	14	132	14
	C1	287	31	288	31	288	31	288	31	288	31	289	31
	C2	212	23	212	23	212	23	212	23	213	23	213	23
	DE	304	33	304	32	304	32	305	33	305	33	305	32
Housewife Age													
	Under 25	45	5	44	5	44	5	44	5	44	5	44	5
	25 - 34	147	16	147	16	148	16	148	16	148	16	148	16
	35 - 44	190	20	190	20	190	20	190	20	191	20	191	20
	45 - 54	159	17	160	17	160	17	160	17	160	17	160	17
	55 - 64	155	17	156	17	156	17	156	17	156	17	156	17
	65 +	239	26	239	26	238	25	239	26	239	25	240	26
Size													
	1	276	30	276	29	276	29	276	29	277	30	277	29
	2	356	38	357	38	357	38	357	38	357	38	358	38
	3	126	13	126	13	126	13	126	13	126	13	126	13
	4+	177	19	177	19	177	19	178	19	178	19	178	19
Children													
	Without	705	75	706	75	706	75	707	75	707	75	708	75
	With	230	25	230	25	230	25	230	25	231	25	231	25

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		939	100	940	100	941	100	942	100	942	100	943	100
Social Class	AB	132	14	133	14	133	14	133	14	132	14	133	14
	C1	289	31	289	31	289	31	290	31	290	31	290	31
	C2	213	23	213	23	213	23	213	23	214	23	214	23
	DE	305	32	305	32	306	33	306	32	306	32	306	32
			44	5	45	5	46	5	45	5	45	5	43
Housewife Age	Under 25	148	16	148	16	148	16	148	16	149	16	149	16
	25 - 34	191	20	191	20	191	20	191	20	191	20	192	20
	35 - 44	160	17	160	17	160	17	161	17	161	17	161	17
	45 - 54	156	17	156	17	156	17	156	17	157	17	157	17
	55 - 64	240	26	240	26	240	26	241	26	239	25	241	26
Size	1	277	29	278	30	278	30	278	30	277	29	278	29
	2	358	38	358	38	359	38	359	38	359	38	359	38
	3	126	13	126	13	126	13	127	13	127	13	127	13
	4+	178	19	178	19	178	19	178	19	179	19	179	19
Children	Without	708	75	709	75	710	75	711	75	711	75	711	75
	With	231	25	231	25	231	25	231	25	231	25	232	25

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2060	100	2062	100	2063	100	2065	100	2067	100	2068	100
Age												
4 - 9	148	7	149	7	149	7	149	7	149	7	149	7
10 - 15	162	8	162	8	161	8	162	8	162	8	162	8
16 - 24	226	11	226	11	227	11	227	11	227	11	227	11
25 - 34	262	13	262	13	262	13	262	13	263	13	263	13
35 - 44	337	16	337	16	337	16	338	16	338	16	338	16
45 - 54	283	14	283	14	284	14	284	14	284	14	285	14
55 - 64	277	13	278	13	278	13	278	13	278	13	279	13
65 +	365	18	365	18	365	18	365	18	366	18	365	18
Adults												
Total	1750	100	1751	100	1753	100	1754	100	1756	100	1757	100
AB	274	16	274	16	274	16	275	16	274	16	275	16
C1	567	32	567	32	568	32	568	32	569	32	569	32
C2	423	24	423	24	423	24	424	24	425	24	424	24
DE	486	28	487	28	488	28	487	28	488	28	489	28

Table 3 All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2070	100	2071	100	2073	100	2075	100	2076	100	2078	100
Age												
4 - 9	149	7	149	7	149	7	149	7	149	7	150	7
10 - 15	163	8	162	8	163	8	163	8	163	8	163	8
16 - 24	227	11	228	11	228	11	228	11	228	11	228	11
25 - 34	263	13	263	13	263	13	264	13	264	13	264	13
35 - 44	338	16	338	16	339	16	339	16	339	16	340	16
45 - 54	285	14	286	14	285	14	286	14	286	14	286	14
55 - 64	279	13	279	13	279	13	279	13	280	13	280	13
65 +	366	18	366	18	367	18	367	18	367	18	367	18
Adults												
Total	1758	100	1760	100	1761	100	1763	100	1764	100	1765	100
AB	275	16	275	16	275	16	276	16	276	16	276	16
C1	570	32	570	32	571	32	571	32	571	32	572	32
C2	425	24	425	24	425	24	426	24	426	24	426	24
DE	488	28	490	28	490	28	490	28	491	28	491	28

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1010	100	1011	100	1012	100	1013	100	1014	100	1014	100
Age												
4 - 15	159	16	160	16	160	16	160	16	160	16	160	16
16 - 24	117	12	116	11	117	12	117	12	117	12	117	12
25 - 34	130	13	130	13	130	13	130	13	131	13	130	13
35 - 44	165	16	165	16	165	16	166	16	165	16	166	16
45 - 54	139	14	139	14	139	14	139	14	140	14	140	14
55 - 64	137	14	137	14	137	14	137	14	137	14	138	14
65 +	163	16	164	16	164	16	164	16	164	16	163	16
Adults												
Total	851	100	851	100	852	100	853	100	854	100	854	100
AB	138	16	138	16	138	16	138	16	137	16	138	16
C1	274	32	274	32	275	32	275	32	276	32	276	32
C2	221	26	220	26	220	26	221	26	222	26	221	26
DE	218	26	219	26	219	26	219	26	219	26	219	26
Working F/T	516	61	516	61	517	61	518	61	518	61	518	61
Not Working	335	39	335	39	335	39	335	39	336	39	336	39

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1015	100	1015	100	1017	100	1017	100	1018	100	1019	100
Age												
4 - 15	160	16	160	16	160	16	160	16	160	16	161	16
16 - 24	117	12	117	12	118	12	117	12	118	12	117	11
25 - 34	131	13	131	13	130	13	131	13	131	13	131	13
35 - 44	165	16	165	16	166	16	166	16	166	16	167	16
45 - 54	140	14	141	14	140	14	141	14	140	14	140	14
55 - 64	138	14	138	14	138	14	138	14	139	14	138	14
65 +	164	16	163	16	165	16	164	16	164	16	165	16
Adults												
Total	855	100	855	100	857	100	857	100	858	100	858	100
AB	138	16	138	16	138	16	138	16	139	16	139	16
C1	276	32	276	32	277	32	277	32	276	32	277	32
C2	221	26	222	26	222	26	222	26	222	26	222	26
DE	220	26	219	26	220	26	220	26	221	26	220	26
Working F/T	519	61	519	61	520	61	520	61	521	61	520	61
Not Working	336	39	336	39	337	39	337	39	337	39	338	39

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1050	100	1051	100	1051	100	1052	100	1053	100	1054	100
Age												
4 - 15	151	14	151	14	150	14	151	14	151	14	151	14
16 - 24	109	10	110	10	110	10	110	10	110	10	110	10
25 - 34	132	13	132	13	132	13	132	13	132	13	133	13
35 - 44	172	16	172	16	172	16	172	16	173	16	172	16
45 - 54	144	14	144	14	145	14	145	14	144	14	145	14
55 - 64	140	13	141	13	141	13	141	13	141	13	141	13
65 +	202	19	201	19	201	19	201	19	202	19	202	19
Adults												
Total	899	100	900	100	901	100	901	100	902	100	903	100
AB	136	15	136	15	136	15	137	15	137	15	137	15
C1	293	33	293	33	293	33	293	33	293	32	293	32
C2	202	22	203	23	203	23	203	23	203	23	203	22
DE	268	30	268	30	269	30	268	30	269	30	270	30
Working F/T	237	26	238	26	237	26	236	26	237	26	238	26
Not Working	662	74	662	74	664	74	665	74	665	74	665	74

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1055	100	1056	100	1056	100	1058	100	1058	100	1059	100
Age												
4 - 15	152	14	151	14	152	14	152	14	152	14	152	14
16 - 24	110	10	111	11	110	10	111	10	110	10	111	10
25 - 34	132	13	132	13	133	13	133	13	133	13	133	13
35 - 44	173	16	173	16	173	16	173	16	173	16	173	16
45 - 54	145	14	145	14	145	14	145	14	146	14	146	14
55 - 64	141	13	141	13	141	13	141	13	141	13	142	13
65 +	202	19	203	19	202	19	203	19	203	19	202	19
Adults												
Total	903	100	905	100	904	100	906	100	906	100	907	100
AB	137	15	137	15	137	15	138	15	137	15	137	15
C1	294	33	294	32	294	33	294	32	295	33	295	33
C2	204	23	203	22	203	22	204	23	204	23	204	22
DE	268	30	271	30	270	30	270	30	270	30	271	30
Working F/T	237	26	238	26	238	26	238	26	238	26	239	26
Not Working	666	74	667	74	666	74	668	74	668	74	668	74

South West

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	816	100	816	100	817	100	817	100	818	100	819	100
TV Households	799	98	800	98	801	98	801	98	802	98	802	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	819	100	820	100	820	100	821	100	822	100	822	100
TV Households	803	98	804	98	804	98	805	98	805	98	806	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		799	100	800	100	801	100	801	100	802	100	802	100
Social Class													
	AB	157	20	157	20	158	20	158	20	158	20	157	20
	C1	228	29	229	29	229	29	229	29	229	29	229	29
	C2	168	21	168	21	168	21	168	21	169	21	169	21
	DE	246	31	246	31	246	31	246	31	246	31	247	31
Housewife Age													
	Under 25	36	5	37	5	36	4	38	5	38	5	38	5
	25 - 34	106	13	106	13	106	13	106	13	106	13	106	13
	35 - 44	145	18	145	18	145	18	145	18	145	18	145	18
	45 - 54	140	18	140	18	140	17	141	18	141	18	141	18
	55 - 64	149	19	149	19	149	19	149	19	149	19	149	19
	65 +	223	28	223	28	225	28	222	28	223	28	223	28
Size													
	1	241	30	240	30	239	30	241	30	242	30	242	30
	2	304	38	305	38	305	38	305	38	305	38	305	38
	3	109	14	109	14	109	14	109	14	109	14	109	14
	4+	145	18	146	18	148	18	146	18	146	18	146	18
Children													
	Without	599	75	600	75	601	75	601	75	601	75	602	75
	With	200	25	200	25	200	25	200	25	201	25	200	25

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	803	100	804	100	804	100	805	100	805	100	806	100
Social Class												
AB	158	20	158	20	158	20	159	20	158	20	159	20
C1	229	29	230	29	230	29	230	29	230	29	230	29
C2	169	21	169	21	169	21	169	21	169	21	169	21
DE	247	31	247	31	247	31	247	31	248	31	248	31
Housewife Age												
Under 25	38	5	39	5	38	5	38	5	37	5	37	5
25 - 34	106	13	106	13	106	13	106	13	107	13	107	13
35 - 44	145	18	145	18	145	18	146	18	146	18	146	18
45 - 54	141	18	141	18	141	18	141	18	141	18	141	17
55 - 64	149	19	149	19	149	19	150	19	150	19	150	19
65 +	224	28	224	28	225	28	224	28	224	28	225	28
Size												
1	242	30	242	30	242	30	243	30	242	30	243	30
2	306	38	306	38	306	38	306	38	307	38	307	38
3	109	14	109	14	109	14	109	14	109	14	109	14
4+	146	18	147	18	147	18	147	18	147	18	147	18
Children												
Without	602	75	602	75	603	75	603	75	604	75	604	75
With	201	25	202	25	201	25	202	25	201	25	202	25

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1751	100	1753	100	1754	100	1755	100	1756	100	1758	100
Age												
4 - 9	132	8	132	8	131	7	132	8	132	8	132	8
10 - 15	147	8	148	8	148	8	148	8	148	8	149	8
16 - 24	183	10	183	10	182	10	183	10	184	10	184	10
25 - 34	202	12	202	12	202	12	202	12	202	12	202	11
35 - 44	250	14	251	14	252	14	252	14	251	14	251	14
45 - 54	247	14	246	14	247	14	246	14	247	14	247	14
55 - 64	251	14	251	14	252	14	252	14	252	14	252	14
65 +	339	19	340	19	340	19	340	19	340	19	341	19
Adults												
Total	1472	100	1473	100	1475	100	1475	100	1476	100	1477	100
AB	314	21	314	21	315	21	315	21	315	21	315	21
C1	429	29	429	29	429	29	430	29	430	29	431	29
C2	338	23	339	23	342	23	339	23	339	23	340	23
DE	391	27	391	27	389	26	391	27	392	27	391	26

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1759	100	1760	100	1762	100	1763	100	1764	100	1765	100
Age												
4 - 9	133	8	133	8	133	8	133	8	133	8	133	8
10 - 15	148	8	148	8	149	8	148	8	148	8	148	8
16 - 24	184	10	183	10	184	10	185	10	184	10	184	10
25 - 34	202	11	203	12	202	11	203	12	203	12	204	12
35 - 44	252	14	252	14	253	14	252	14	253	14	253	14
45 - 54	247	14	247	14	248	14	247	14	248	14	248	14
55 - 64	252	14	252	14	253	14	253	14	253	14	253	14
65 +	341	19	342	19	340	19	342	19	342	19	342	19
Adults												
Total	1478	100	1479	100	1480	100	1482	100	1483	100	1484	100
AB	315	21	315	21	315	21	316	21	316	21	316	21
C1	431	29	432	29	432	29	432	29	432	29	433	29
C2	340	23	340	23	340	23	341	23	342	23	341	23
DE	392	27	392	27	393	27	393	27	393	27	394	27

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	851	100	852	100	852	100	853	100	853	100	854	100
Age												
4 - 15	142	17	142	17	142	17	143	17	142	17	143	17
16 - 24	96	11	96	11	95	11	96	11	97	11	96	11
25 - 34	99	12	99	12	99	12	99	12	99	12	99	12
35 - 44	119	14	119	14	120	14	120	14	119	14	119	14
45 - 54	123	14	123	14	124	15	123	14	124	15	124	15
55 - 64	121	14	121	14	122	14	121	14	121	14	122	14
65 +	151	18	152	18	150	18	151	18	151	18	151	18
Adults												
Total	709	100	710	100	710	100	710	100	711	100	711	100
AB	160	23	160	23	162	23	160	23	161	23	160	23
C1	200	28	200	28	199	28	200	28	200	28	201	28
C2	179	25	179	25	181	25	179	25	179	25	180	25
DE	170	24	171	24	168	24	171	24	171	24	170	24
Working F/T	413	58	414	58	414	58	414	58	415	58	415	58
Not Working	296	42	296	42	296	42	296	42	296	42	296	42

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	855	100	856	100	857	100	857	100	857	100	858	100
Age												
4 - 15	143	17	143	17	144	17	143	17	143	17	143	17
16 - 24	97	11	96	11	96	11	97	11	96	11	97	11
25 - 34	99	12	100	12	100	12	100	12	100	12	100	12
35 - 44	119	14	119	14	120	14	120	14	120	14	120	14
45 - 54	124	15	124	14	124	14	123	14	124	14	124	14
55 - 64	122	14	122	14	122	14	122	14	122	14	122	14
65 +	151	18	152	18	151	18	152	18	152	18	152	18
Adults												
Total	712	100	713	100	713	100	714	100	714	100	715	100
AB	160	22	160	22	161	23	161	23	161	23	161	23
C1	201	28	202	28	201	28	201	28	201	28	202	28
C2	180	25	180	25	180	25	180	25	181	25	180	25
DE	171	24	171	24	171	24	172	24	171	24	172	24
Working F/T	415	58	416	58	416	58	417	58	416	58	417	58
Not Working	297	42	297	42	297	42	297	42	298	42	298	42

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	900	100	901	100	902	100	902	100	903	100	904	100
Age												
4 - 15	137	15	138	15	137	15	137	15	138	15	138	15
16 - 24	87	10	87	10	87	10	87	10	87	10	88	10
25 - 34	103	11	103	11	103	11	103	11	103	11	103	11
35 - 44	131	15	132	15	132	15	132	15	132	15	132	15
45 - 54	124	14	123	14	123	14	123	14	123	14	123	14
55 - 64	130	14	130	14	130	14	131	15	131	15	130	14
65 +	188	21	188	21	190	21	189	21	189	21	190	21
Adults												
Total	763	100	763	100	765	100	765	100	765	100	766	100
AB	154	20	154	20	153	20	155	20	154	20	155	20
C1	229	30	229	30	230	30	230	30	230	30	230	30
C2	159	21	160	21	161	21	160	21	160	21	160	21
DE	221	29	220	29	221	29	220	29	221	29	221	29
Working F/T	234	31	233	31	234	31	234	31	234	31	234	31
Not Working	529	69	530	69	531	69	531	69	531	69	532	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	904	100	904	100	905	100	906	100	907	100	907	100
Age												
4 - 15	138	15	138	15	138	15	138	15	138	15	138	15
16 - 24	87	10	87	10	88	10	88	10	88	10	87	10
25 - 34	103	11	103	11	102	11	103	11	103	11	104	11
35 - 44	133	15	133	15	133	15	132	15	133	15	133	15
45 - 54	123	14	123	14	124	14	124	14	124	14	124	14
55 - 64	130	14	130	14	131	14	131	14	131	14	131	14
65 +	190	21	190	21	189	21	190	21	190	21	190	21
Adults												
Total	766	100	766	100	767	100	768	100	769	100	769	100
AB	155	20	155	20	154	20	155	20	155	20	155	20
C1	230	30	230	30	231	30	231	30	231	30	231	30
C2	160	21	160	21	160	21	161	21	161	21	161	21
DE	221	29	221	29	222	29	221	29	222	29	222	29
Working F/T	234	31	234	31	234	31	234	31	235	31	235	31
Not Working	532	69	532	69	533	69	534	70	534	69	534	69

South

Table 1 **Television Reception**

Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2098	100	2099	100	2101	100	2102	100	2104	100	2105	100
TV Households	2053	98	2054	98	2056	98	2057	98	2059	98	2060	98

Table 1 **Television Reception**

Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2107	100	2108	100	2110	100	2112	100	2113	100	2115	100
TV Households	2062	98	2063	98	2065	98	2066	98	2068	98	2069	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2053	100	2054	100	2056	100	2057	100	2059	100	2060	100
Social Class													
	AB	601	29	601	29	602	29	602	29	602	29	603	29
	C1	618	30	619	30	619	30	619	30	620	30	620	30
	C2	357	17	357	17	357	17	358	17	358	17	358	17
	DE	477	23	477	23	478	23	478	23	479	23	479	23
Housewife Age													
	Under 25	97	5	97	5	97	5	98	5	97	5	97	5
	25 - 34	310	15	311	15	311	15	311	15	311	15	311	15
	35 - 44	428	21	429	21	429	21	429	21	430	21	430	21
	45 - 54	351	17	352	17	352	17	352	17	352	17	353	17
	55 - 64	335	16	336	16	336	16	336	16	336	16	337	16
	65 +	532	26	529	26	531	26	531	26	533	26	532	26
Size													
	1	606	30	606	30	607	30	607	30	607	29	608	30
	2	774	38	775	38	775	38	776	38	776	38	777	38
	3	292	14	292	14	292	14	293	14	293	14	293	14
	4+	381	19	381	19	382	19	381	19	383	19	382	19
Children													
	Without	1555	76	1557	76	1558	76	1559	76	1560	76	1561	76
	With	498	24	497	24	498	24	498	24	499	24	499	24

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2062	100	2063	100	2065	100	2066	100	2068	100	2069	100
Social Class												
AB	604	29	603	29	604	29	605	29	605	29	606	29
C1	621	30	621	30	622	30	622	30	623	30	623	30
C2	358	17	359	17	359	17	359	17	359	17	360	17
DE	479	23	480	23	480	23	480	23	481	23	480	23
Housewife Age												
Under 25	97	5	97	5	99	5	97	5	98	5	97	5
25 - 34	312	15	312	15	312	15	312	15	313	15	313	15
35 - 44	430	21	431	21	431	21	431	21	431	21	432	21
45 - 54	353	17	353	17	353	17	354	17	354	17	354	17
55 - 64	337	16	337	16	337	16	338	16	338	16	338	16
65 +	533	26	533	26	533	26	534	26	534	26	535	26
Size												
1	608	29	609	30	609	29	610	30	610	29	611	30
2	777	38	778	38	779	38	779	38	780	38	780	38
3	293	14	293	14	294	14	294	14	294	14	294	14
4+	384	19	383	19	383	19	383	19	384	19	384	19
Children												
Without	1562	76	1563	76	1565	76	1566	76	1567	76	1568	76
With	500	24	500	24	500	24	500	24	501	24	501	24

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4497	100	4501	100	4504	100	4507	100	4511	100	4514	100
Age												
4 - 9	326	7	326	7	326	7	327	7	328	7	327	7
10 - 15	339	8	340	8	340	8	340	8	340	8	341	8
16 - 24	488	11	489	11	489	11	490	11	489	11	490	11
25 - 34	582	13	582	13	583	13	583	13	584	13	584	13
35 - 44	758	17	758	17	758	17	758	17	760	17	760	17
45 - 54	621	14	622	14	623	14	624	14	623	14	624	14
55 - 64	574	13	574	13	575	13	575	13	576	13	576	13
65 +	809	18	810	18	810	18	810	18	811	18	812	18
Adults												
Total	3832	100	3835	100	3838	100	3840	100	3843	100	3846	100
AB	1179	31	1179	31	1180	31	1181	31	1182	31	1183	31
C1	1178	31	1180	31	1181	31	1181	31	1182	31	1183	31
C2	713	19	713	19	714	19	714	19	715	19	715	19
DE	762	20	763	20	763	20	764	20	764	20	765	20

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4517	100	4520	100	4524	100	4527	100	4530	100	4534	100
Age												
4 - 9	327	7	328	7	329	7	328	7	328	7	329	7
10 - 15	341	8	340	8	341	8	342	8	342	8	342	8
16 - 24	491	11	491	11	491	11	491	11	492	11	492	11
25 - 34	584	13	585	13	585	13	586	13	586	13	587	13
35 - 44	761	17	761	17	762	17	762	17	763	17	763	17
45 - 54	624	14	625	14	625	14	626	14	626	14	627	14
55 - 64	577	13	577	13	577	13	578	13	578	13	579	13
65 +	812	18	813	18	814	18	814	18	815	18	815	18
Adults												
Total	3849	100	3852	100	3854	100	3857	100	3860	100	3863	100
AB	1184	31	1185	31	1185	31	1186	31	1187	31	1188	31
C1	1184	31	1184	31	1186	31	1187	31	1187	31	1188	31
C2	716	19	717	19	716	19	717	19	718	19	719	19
DE	765	20	766	20	767	20	767	20	768	20	768	20

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2187	100	2189	100	2190	100	2192	100	2194	100	2195	100
Age												
4 - 15	333	15	334	15	334	15	335	15	335	15	335	15
16 - 24	250	11	250	11	250	11	250	11	250	11	251	11
25 - 34	287	13	287	13	287	13	288	13	288	13	288	13
35 - 44	374	17	373	17	373	17	373	17	375	17	374	17
45 - 54	306	14	307	14	308	14	308	14	307	14	308	14
55 - 64	277	13	277	13	277	13	277	13	278	13	278	13
65 +	360	16	361	16	361	16	361	16	361	16	361	16
Adults												
Total	1854	100	1855	100	1856	100	1857	100	1859	100	1860	100
AB	591	32	590	32	591	32	591	32	592	32	592	32
C1	554	30	555	30	555	30	556	30	556	30	557	30
C2	381	21	381	21	381	21	381	21	382	21	382	21
DE	328	18	329	18	329	18	329	18	329	18	329	18
Working F/T	1168	63	1169	63	1170	63	1171	63	1172	63	1173	63
Not Working	686	37	686	37	686	37	686	37	687	37	687	37

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2197	100	2198	100	2200	100	2202	100	2203	100	2205	100
Age												
4 - 15	335	15	335	15	336	15	336	15	336	15	337	15
16 - 24	251	11	251	11	251	11	251	11	252	11	251	11
25 - 34	288	13	289	13	289	13	290	13	289	13	290	13
35 - 44	375	17	374	17	375	17	375	17	376	17	376	17
45 - 54	308	14	309	14	309	14	309	14	309	14	309	14
55 - 64	278	13	278	13	278	13	279	13	278	13	279	13
65 +	362	16	362	16	362	16	362	16	363	16	363	16
Adults												
Total	1862	100	1863	100	1864	100	1866	100	1867	100	1868	100
AB	593	32	593	32	593	32	594	32	594	32	595	32
C1	557	30	557	30	558	30	558	30	559	30	559	30
C2	382	21	383	21	383	21	384	21	383	21	384	21
DE	330	18	330	18	330	18	330	18	331	18	330	18
Working F/T	1173	63	1174	63	1175	63	1176	63	1177	63	1177	63
Not Working	689	37	689	37	689	37	690	37	690	37	691	37

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2310	100	2312	100	2314	100	2315	100	2317	100	2319	100
Age												
4 - 15	332	14	332	14	332	14	332	14	333	14	333	14
16 - 24	238	10	239	10	239	10	240	10	239	10	239	10
25 - 34	295	13	295	13	296	13	295	13	296	13	296	13
35 - 44	384	17	385	17	385	17	385	17	385	17	386	17
45 - 54	315	14	315	14	315	14	316	14	316	14	316	14
55 - 64	297	13	297	13	298	13	298	13	298	13	298	13
65 +	449	19	449	19	449	19	449	19	450	19	451	19
Adults												
Total	1978	100	1980	100	1982	100	1983	100	1984	100	1986	100
AB	588	30	589	30	589	30	590	30	590	30	591	30
C1	624	32	625	32	626	32	625	32	626	32	626	32
C2	332	17	332	17	333	17	333	17	333	17	333	17
DE	434	22	434	22	434	22	435	22	435	22	436	22
Working F/T	624	32	624	32	625	32	625	32	625	32	626	32
Not Working	1354	68	1356	68	1357	68	1358	68	1359	68	1360	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2320	100	2322	100	2324	100	2325	100	2327	100	2329	100
Age												
4 - 15	333	14	333	14	334	14	334	14	334	14	334	14
16 - 24	240	10	240	10	240	10	240	10	240	10	241	10
25 - 34	296	13	296	13	296	13	296	13	297	13	297	13
35 - 44	386	17	387	17	387	17	387	17	387	17	387	17
45 - 54	316	14	316	14	316	14	317	14	317	14	318	14
55 - 64	299	13	299	13	299	13	299	13	300	13	300	13
65 +	450	19	451	19	452	19	452	19	452	19	452	19
Adults												
Total	1987	100	1989	100	1990	100	1991	100	1993	100	1995	100
AB	591	30	592	30	592	30	592	30	593	30	593	30
C1	627	32	627	32	628	32	629	32	628	32	629	32
C2	334	17	334	17	333	17	333	17	335	17	335	17
DE	435	22	436	22	437	22	437	22	437	22	438	22
Working F/T	627	32	628	32	628	32	628	32	628	32	629	32
Not Working	1360	68	1361	68	1362	68	1363	68	1365	68	1366	68

North

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2435	100	2437	100	2438	100	2439	100	2440	100	2442	100
TV Households	2383	98	2384	98	2385	98	2387	98	2388	98	2389	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2443	100	2444	100	2446	100	2447	100	2448	100	2449	100
TV Households	2390	98	2392	98	2393	98	2394	98	2395	98	2397	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2383	100	2384	100	2385	100	2387	100	2388	100	2389	100
Social Class													
	AB	335	14	335	14	336	14	335	14	336	14	336	14
	C1	616	26	616	26	616	26	617	26	617	26	617	26
	C2	458	19	458	19	458	19	459	19	459	19	459	19
	DE	974	41	975	41	975	41	976	41	976	41	977	41
Housewife Age													
	Under 25	144	6	144	6	144	6	144	6	144	6	144	6
	25 - 34	375	16	375	16	375	16	376	16	376	16	376	16
	35 - 44	483	20	483	20	483	20	484	20	484	20	484	20
	45 - 54	407	17	407	17	408	17	408	17	408	17	408	17
	55 - 64	387	16	387	16	387	16	387	16	387	16	388	16
	65 +	587	25	588	25	588	25	588	25	589	25	589	25
Size													
	1	704	30	703	29	704	30	705	30	706	30	706	30
	2	850	36	850	36	851	36	851	36	851	36	852	36
	3	382	16	383	16	383	16	383	16	383	16	383	16
	4+	447	19	448	19	447	19	448	19	448	19	448	19
Children													
	Without	1734	73	1735	73	1736	73	1737	73	1738	73	1739	73
	With	649	27	649	27	649	27	650	27	650	27	650	27

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2390	100	2392	100	2393	100	2394	100	2395	100	2397	100
Social Class													
	AB	336	14	337	14	337	14	337	14	337	14	338	14
	C1	618	26	618	26	618	26	619	26	619	26	619	26
	C2	459	19	459	19	460	19	460	19	460	19	460	19
	DE	977	41	978	41	978	41	978	41	979	41	980	41
Housewife Age													
	Under 25	144	6	144	6	144	6	145	6	145	6	145	6
	25 - 34	376	16	376	16	377	16	377	16	377	16	377	16
	35 - 44	484	20	485	20	485	20	485	20	485	20	486	20
	45 - 54	408	17	409	17	409	17	409	17	409	17	409	17
	55 - 64	388	16	388	16	388	16	388	16	389	16	389	16
	65 +	590	25	590	25	590	25	590	25	590	25	591	25
Size													
	1	706	30	706	30	706	30	707	30	707	30	707	29
	2	852	36	853	36	853	36	854	36	854	36	855	36
	3	384	16	384	16	384	16	384	16	384	16	385	16
	4+	448	19	449	19	450	19	449	19	450	19	450	19
Children													
	Without	1740	73	1741	73	1742	73	1742	73	1743	73	1744	73
	With	650	27	651	27	651	27	652	27	652	27	653	27

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5287	100	5290	100	5293	100	5295	100	5298	100	5301	100
Age												
4 - 9	404	8	404	8	404	8	405	8	405	8	405	8
10 - 15	450	9	450	9	450	9	449	8	450	8	451	9
16 - 24	643	12	645	12	645	12	645	12	646	12	645	12
25 - 34	679	13	679	13	680	13	680	13	680	13	681	13
35 - 44	853	16	853	16	853	16	854	16	854	16	855	16
45 - 54	722	14	723	14	724	14	724	14	725	14	725	14
55 - 64	671	13	671	13	671	13	672	13	672	13	672	13
65 +	865	16	865	16	866	16	866	16	866	16	867	16
Adults												
Total	4433	100	4436	100	4439	100	4441	100	4443	100	4445	100
AB	677	15	677	15	677	15	678	15	678	15	678	15
C1	1202	27	1203	27	1204	27	1204	27	1205	27	1206	27
C2	955	22	956	22	956	22	957	22	957	22	958	22
DE	1599	36	1600	36	1602	36	1602	36	1603	36	1603	36

Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5304	100	5306	100	5309	100	5312	100	5315	100	5318	100
Age												
4 - 9	405	8	405	8	406	8	406	8	406	8	406	8
10 - 15	451	9	451	8	451	8	452	9	452	9	452	8
16 - 24	646	12	647	12	647	12	647	12	647	12	647	12
25 - 34	681	13	681	13	681	13	682	13	683	13	683	13
35 - 44	856	16	856	16	856	16	856	16	857	16	859	16
45 - 54	725	14	725	14	726	14	726	14	727	14	726	14
55 - 64	673	13	673	13	674	13	674	13	674	13	675	13
65 +	867	16	868	16	868	16	869	16	869	16	870	16
Adults												
Total	4448	100	4450	100	4452	100	4454	100	4457	100	4460	100
AB	679	15	679	15	680	15	680	15	680	15	681	15
C1	1206	27	1207	27	1207	27	1208	27	1209	27	1209	27
C2	959	22	959	22	959	22	960	22	960	22	961	22
DE	1604	36	1605	36	1606	36	1606	36	1608	36	1609	36

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2582	100	2583	100	2585	100	2585	100	2587	100	2589	100
Age												
4 - 15	442	17	441	17	442	17	441	17	442	17	443	17
16 - 24	317	12	318	12	318	12	318	12	318	12	318	12
25 - 34	332	13	332	13	332	13	333	13	333	13	333	13
35 - 44	422	16	422	16	421	16	422	16	422	16	423	16
45 - 54	360	14	360	14	362	14	361	14	362	14	362	14
55 - 64	330	13	331	13	331	13	331	13	331	13	331	13
65 +	379	15	379	15	379	15	379	15	379	15	379	15
Adults												
Total	2140	100	2142	100	2143	100	2144	100	2145	100	2146	100
AB	335	16	335	16	335	16	336	16	336	16	336	16
C1	581	27	581	27	582	27	581	27	582	27	582	27
C2	502	23	503	23	503	23	503	23	503	23	504	23
DE	722	34	723	34	723	34	724	34	724	34	724	34
Working F/T	1280	60	1281	60	1282	60	1282	60	1283	60	1283	60
Not Working	860	40	861	40	861	40	862	40	862	40	863	40

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2590	100	2591	100	2593	100	2594	100	2596	100	2597	100
Age												
4 - 15	443	17	443	17	443	17	443	17	444	17	444	17
16 - 24	319	12	319	12	319	12	319	12	319	12	319	12
25 - 34	332	13	333	13	333	13	334	13	334	13	334	13
35 - 44	423	16	423	16	423	16	423	16	423	16	424	16
45 - 54	362	14	362	14	362	14	362	14	363	14	363	14
55 - 64	331	13	331	13	332	13	332	13	332	13	332	13
65 +	380	15	380	15	381	15	381	15	381	15	381	15
Adults												
Total	2147	100	2148	100	2150	100	2151	100	2152	100	2153	100
AB	336	16	336	16	337	16	336	16	337	16	337	16
C1	583	27	583	27	583	27	584	27	584	27	584	27
C2	504	23	504	23	505	23	505	23	505	23	505	23
DE	724	34	725	34	725	34	726	34	726	34	727	34
Working F/T	1284	60	1285	60	1286	60	1286	60	1287	60	1288	60
Not Working	863	40	863	40	864	40	865	40	865	40	865	40

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2705	100	2707	100	2708	100	2710	100	2711	100	2712	100
Age												
4 - 15	412	15	413	15	412	15	413	15	413	15	413	15
16 - 24	326	12	327	12	327	12	327	12	328	12	327	12
25 - 34	347	13	347	13	348	13	347	13	347	13	348	13
35 - 44	431	16	431	16	432	16	432	16	432	16	432	16
45 - 54	362	13	363	13	362	13	363	13	363	13	363	13
55 - 64	341	13	340	13	340	13	341	13	341	13	341	13
65 +	486	18	486	18	487	18	487	18	487	18	488	18
Adults												
Total	2293	100	2294	100	2296	100	2297	100	2298	100	2299	100
AB	342	15	342	15	342	15	342	15	342	15	342	15
C1	621	27	622	27	622	27	623	27	623	27	624	27
C2	453	20	453	20	453	20	454	20	454	20	454	20
DE	877	38	877	38	879	38	878	38	879	38	879	38
Working F/T	673	29	674	29	674	29	675	29	675	29	676	29
Not Working	1620	71	1620	71	1622	71	1622	71	1623	71	1623	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2714	100	2715	100	2716	100	2718	100	2719	100	2721	100
Age												
4 - 15	413	15	413	15	414	15	415	15	414	15	414	15
16 - 24	327	12	328	12	328	12	328	12	328	12	328	12
25 - 34	349	13	348	13	348	13	348	13	349	13	349	13
35 - 44	433	16	433	16	433	16	433	16	434	16	435	16
45 - 54	363	13	363	13	364	13	364	13	364	13	363	13
55 - 64	342	13	342	13	342	13	342	13	342	13	343	13
65 +	487	18	488	18	487	18	488	18	488	18	489	18
Adults												
Total	2301	100	2302	100	2302	100	2303	100	2305	100	2307	100
AB	343	15	343	15	343	15	344	15	343	15	344	15
C1	623	27	624	27	624	27	624	27	625	27	625	27
C2	455	20	455	20	454	20	455	20	455	20	456	20
DE	880	38	880	38	881	38	880	38	882	38	882	38
Working F/T	676	29	676	29	676	29	676	29	677	29	677	29
Not Working	1625	71	1626	71	1626	71	1627	71	1628	71	1630	71

North East

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1461	100	1461	100	1462	100	1462	100	1463	100	1463	100
TV Households	1436	98	1436	98	1437	98	1437	98	1437	98	1438	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1463	100	1464	100	1464	100	1465	100	1465	100	1465	100
TV Households	1438	98	1438	98	1439	98	1439	98	1440	98	1440	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1436	100	1436	100	1437	100	1437	100	1437	100	1438	100
Social Class													
	AB	228	16	229	16	229	16	229	16	229	16	229	16
	C1	351	24	351	24	351	24	351	24	351	24	352	24
	C2	273	19	273	19	273	19	273	19	273	19	273	19
	DE	584	41	583	41	584	41	584	41	584	41	584	41
Housewife Age													
	Under 25	71	5	71	5	71	5	71	5	71	5	71	5
	25 - 34	193	13	193	13	193	13	193	13	193	13	193	13
	35 - 44	285	20	285	20	285	20	285	20	285	20	285	20
	45 - 54	257	18	257	18	257	18	257	18	257	18	257	18
	55 - 64	243	17	243	17	243	17	243	17	243	17	243	17
	65 +	387	27	387	27	388	27	388	27	388	27	389	27
Size													
	1	447	31	447	31	447	31	448	31	448	31	448	31
	2	511	36	511	36	511	36	511	36	512	36	512	36
	3	234	16	234	16	234	16	234	16	234	16	234	16
	4+	244	17	244	17	245	17	244	17	243	17	244	17
Children													
	Without	1076	75	1076	75	1077	75	1077	75	1077	75	1077	75
	With	360	25	360	25	360	25	360	25	360	25	361	25

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1438	100	1438	100	1439	100	1439	100	1440	100	1440	100
Social Class	AB	228	16	229	16	229	16	229	16	229	16	229	16
	C1	352	24	352	24	352	24	352	24	352	24	352	24
	C2	274	19	274	19	274	19	274	19	274	19	274	19
	DE	584	41	583	41	584	41	584	41	585	41	585	41
	Under 25	71	5	71	5	72	5	71	5	71	5	69	5
Housewife Age	25 - 34	193	13	193	13	193	13	193	13	193	13	194	13
	35 - 44	285	20	285	20	285	20	285	20	286	20	286	20
	45 - 54	258	18	258	18	258	18	258	18	258	18	258	18
	55 - 64	243	17	243	17	243	17	243	17	243	17	244	17
	65 +	388	27	388	27	388	27	389	27	389	27	389	27
Size	1	448	31	448	31	448	31	448	31	448	31	448	31
	2	512	36	512	36	512	36	512	36	512	36	513	36
	3	234	16	234	16	234	16	235	16	235	16	235	16
	4+	244	17	244	17	245	17	244	17	245	17	244	17
Children	Without	1077	75	1078	75	1078	75	1078	75	1079	75	1079	75
	With	361	25	360	25	361	25	361	25	361	25	361	25

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3118	100	3119	100	3120	100	3120	100	3121	100	3122	100
Age												
4 - 9	223	7	223	7	224	7	224	7	224	7	224	7
10 - 15	255	8	255	8	255	8	254	8	255	8	255	8
16 - 24	360	12	360	12	361	12	361	12	360	12	361	12
25 - 34	359	12	359	12	359	12	359	12	359	12	359	12
35 - 44	493	16	493	16	493	16	493	16	494	16	494	16
45 - 54	448	14	448	14	448	14	448	14	448	14	448	14
55 - 64	410	13	410	13	410	13	411	13	411	13	411	13
65 +	570	18	571	18	570	18	570	18	570	18	570	18
Adults												
Total	2640	100	2641	100	2641	100	2642	100	2642	100	2643	100
AB	460	17	461	17	461	17	461	17	461	17	461	17
C1	674	26	674	26	674	26	674	26	675	26	675	26
C2	557	21	556	21	556	21	556	21	557	21	556	21
DE	949	36	950	36	950	36	951	36	949	36	951	36

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3123	100	3124	100	3125	100	3126	100	3126	100	3127	100
Age												
4 - 9	224	7	224	7	224	7	224	7	224	7	224	7
10 - 15	255	8	255	8	255	8	255	8	255	8	255	8
16 - 24	361	12	361	12	361	12	361	12	361	12	361	12
25 - 34	359	11	360	12	360	12	360	12	360	12	360	12
35 - 44	494	16	493	16	494	16	495	16	494	16	495	16
45 - 54	449	14	449	14	449	14	449	14	450	14	449	14
55 - 64	411	13	411	13	411	13	411	13	411	13	412	13
65 +	570	18	571	18	571	18	571	18	571	18	571	18
Adults												
Total	2644	100	2645	100	2646	100	2647	100	2647	100	2648	100
AB	461	17	462	17	462	17	462	17	462	17	462	17
C1	675	26	675	26	675	26	675	26	676	26	676	26
C2	557	21	557	21	558	21	558	21	557	21	558	21
DE	951	36	951	36	951	36	952	36	952	36	952	36

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1514	100	1515	100	1515	100	1515	100	1516	100	1516	100
Age												
4 - 15	249	16	249	16	249	16	249	16	250	16	250	16
16 - 24	182	12	182	12	183	12	182	12	182	12	182	12
25 - 34	174	11	174	11	174	11	175	12	174	11	174	11
35 - 44	238	16	238	16	238	16	238	16	238	16	238	16
45 - 54	220	15	220	15	220	15	220	15	221	15	221	15
55 - 64	203	13	203	13	203	13	203	13	203	13	203	13
65 +	248	16	249	16	248	16	248	16	248	16	248	16
Adults												
Total	1265	100	1266	100	1266	100	1266	100	1266	100	1266	100
AB	227	18	228	18	228	18	228	18	228	18	228	18
C1	314	25	314	25	314	25	313	25	314	25	314	25
C2	298	24	298	24	298	24	298	24	298	24	298	24
DE	426	34	426	34	426	34	427	34	426	34	426	34
Working F/T	722	57	723	57	723	57	723	57	723	57	723	57
Not Working	543	43	543	43	543	43	543	43	543	43	543	43

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1517	100	1517	100	1518	100	1518	100	1518	100	1518	100
Age												
4 - 15	250	16	250	16	250	16	250	16	250	16	249	16
16 - 24	182	12	182	12	182	12	182	12	182	12	182	12
25 - 34	175	12	175	12	175	12	175	12	175	12	175	12
35 - 44	238	16	237	16	238	16	238	16	238	16	239	16
45 - 54	221	15	221	15	221	15	221	15	221	15	221	15
55 - 64	203	13	203	13	204	13	204	13	204	13	204	13
65 +	248	16	249	16	248	16	248	16	248	16	248	16
Adults												
Total	1267	100	1267	100	1268	100	1268	100	1268	100	1269	100
AB	228	18	228	18	229	18	228	18	229	18	228	18
C1	314	25	314	25	314	25	314	25	314	25	315	25
C2	298	24	298	24	299	24	299	24	298	24	299	24
DE	427	34	427	34	426	34	427	34	427	34	427	34
Working F/T	724	57	723	57	724	57	724	57	724	57	725	57
Not Working	543	43	544	43	544	43	544	43	544	43	544	43

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1604	100	1604	100	1605	100	1605	100	1605	100	1606	100
Age												
4 - 15	229	14	229	14	230	14	229	14	229	14	229	14
16 - 24	178	11	178	11	178	11	179	11	178	11	179	11
25 - 34	185	12	185	12	185	12	184	11	185	12	185	12
35 - 44	255	16	255	16	255	16	255	16	256	16	256	16
45 - 54	228	14	228	14	228	14	228	14	227	14	227	14
55 - 64	207	13	207	13	207	13	208	13	208	13	208	13
65 +	322	20	322	20	322	20	322	20	322	20	322	20
Adults												
Total	1375	100	1375	100	1375	100	1376	100	1376	100	1377	100
AB	233	17	233	17	233	17	233	17	233	17	233	17
C1	360	26	360	26	360	26	361	26	361	26	361	26
C2	259	19	258	19	258	19	258	19	259	19	258	19
DE	523	38	524	38	524	38	524	38	523	38	525	38
Working F/T	396	29	396	29	396	29	396	29	396	29	397	29
Not Working	979	71	979	71	979	71	980	71	980	71	980	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1606	100	1607	100	1607	100	1608	100	1608	100	1609	100
Age												
4 - 15	229	14	229	14	229	14	229	14	229	14	230	14
16 - 24	179	11	179	11	179	11	179	11	179	11	179	11
25 - 34	184	11	185	12	185	12	185	12	185	12	185	11
35 - 44	256	16	256	16	256	16	257	16	256	16	256	16
45 - 54	228	14	228	14	228	14	228	14	229	14	228	14
55 - 64	208	13	208	13	207	13	207	13	207	13	208	13
65 +	322	20	322	20	323	20	323	20	323	20	323	20
Adults												
Total	1377	100	1378	100	1378	100	1379	100	1379	100	1379	100
AB	233	17	234	17	233	17	234	17	233	17	234	17
C1	361	26	361	26	361	26	361	26	362	26	361	26
C2	259	19	259	19	259	19	259	19	259	19	259	19
DE	524	38	524	38	525	38	525	38	525	38	525	38
Working F/T	396	29	398	29	397	29	398	29	397	29	397	29
Not Working	981	71	980	71	981	71	981	71	982	71	982	71

North West

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2827	100	2828	100	2830	100	2831	100	2832	100	2834	100
TV Households	2773	98	2774	98	2775	98	2776	98	2778	98	2779	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2835	100	2836	100	2837	100	2839	100	2840	100	2841	100
TV Households	2780	98	2781	98	2783	98	2784	98	2785	98	2786	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2773	100	2774	100	2775	100	2776	100	2778	100	2779	100
Social Class	AB	433	16	434	16	433	16	434	16	434	16	434	16
	C1	715	26	715	26	716	26	716	26	716	26	717	26
	C2	492	18	493	18	493	18	493	18	493	18	494	18
	DE	1133	41	1132	41	1133	41	1133	41	1135	41	1134	41
Housewife Age	Under 25	151	5	149	5	150	5	149	5	151	5	150	5
	25 - 34	426	15	427	15	427	15	427	15	427	15	427	15
	35 - 44	573	21	573	21	573	21	574	21	574	21	574	21
	45 - 54	492	18	493	18	493	18	493	18	493	18	493	18
	55 - 64	457	16	458	17	458	17	458	16	458	16	458	16
	65 +	674	24	674	24	674	24	675	24	675	24	677	24
Size	1	857	31	857	31	857	31	858	31	858	31	859	31
	2	949	34	950	34	950	34	950	34	951	34	951	34
	3	462	17	462	17	462	17	462	17	463	17	463	17
	4+	505	18	505	18	506	18	506	18	506	18	506	18
Children	Without	2035	73	2036	73	2036	73	2037	73	2039	73	2039	73
	With	738	27	738	27	739	27	739	27	739	27	740	27

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2780	100	2781	100	2783	100	2784	100	2785	100	2786	100
Social Class												
AB	435	16	435	16	435	16	435	16	435	16	436	16
C1	717	26	717	26	718	26	718	26	718	26	718	26
C2	494	18	494	18	494	18	494	18	495	18	495	18
DE	1134	41	1135	41	1136	41	1137	41	1137	41	1137	41
Housewife Age												
Under 25	150	5	150	5	151	5	150	5	150	5	150	5
25 - 34	427	15	428	15	428	15	428	15	428	15	428	15
35 - 44	574	21	575	21	575	21	575	21	575	21	576	21
45 - 54	494	18	494	18	494	18	494	18	494	18	495	18
55 - 64	459	17	459	17	459	17	459	17	459	17	460	17
65 +	676	24	675	24	676	24	678	24	679	24	677	24
Size												
1	859	31	859	31	861	31	860	31	861	31	861	31
2	952	34	952	34	952	34	953	34	953	34	954	34
3	463	17	463	17	463	17	464	17	464	17	464	17
4+	506	18	507	18	507	18	507	18	507	18	507	18
Children												
Without	2040	73	2041	73	2042	73	2043	73	2044	73	2044	73
With	740	27	740	27	741	27	741	27	741	27	742	27

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6117	100	6119	100	6122	100	6125	100	6128	100	6130	100
Age												
4 - 9	471	8	472	8	471	8	471	8	472	8	472	8
10 - 15	516	8	516	8	517	8	517	8	517	8	517	8
16 - 24	740	12	740	12	740	12	742	12	742	12	741	12
25 - 34	787	13	787	13	788	13	788	13	788	13	789	13
35 - 44	978	16	978	16	979	16	979	16	979	16	980	16
45 - 54	842	14	843	14	844	14	843	14	845	14	845	14
55 - 64	775	13	775	13	775	13	776	13	776	13	776	13
65 +	1008	16	1008	16	1008	16	1009	16	1009	16	1010	16
Adults												
Total	5130	100	5131	100	5134	100	5137	100	5139	100	5141	100
AB	884	17	883	17	884	17	885	17	885	17	885	17
C1	1378	27	1380	27	1380	27	1380	27	1381	27	1382	27
C2	1023	20	1022	20	1023	20	1024	20	1024	20	1025	20
DE	1845	36	1846	36	1847	36	1848	36	1849	36	1849	36

Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6133	100	6136	100	6138	100	6141	100	6144	100	6147	100
Age												
4 - 9	472	8	472	8	473	8	473	8	472	8	473	8
10 - 15	518	8	518	8	518	8	518	8	519	8	519	8
16 - 24	742	12	743	12	742	12	743	12	744	12	744	12
25 - 34	789	13	789	13	790	13	790	13	790	13	791	13
35 - 44	980	16	981	16	981	16	982	16	982	16	982	16
45 - 54	845	14	845	14	846	14	845	14	846	14	847	14
55 - 64	777	13	777	13	777	13	778	13	778	13	778	13
65 +	1010	16	1011	16	1011	16	1012	16	1013	16	1013	16
Adults												
Total	5143	100	5146	100	5147	100	5150	100	5153	100	5155	100
AB	886	17	886	17	887	17	887	17	887	17	888	17
C1	1382	27	1383	27	1383	27	1384	27	1385	27	1385	27
C2	1025	20	1026	20	1026	20	1027	20	1027	20	1027	20
DE	1850	36	1851	36	1851	36	1852	36	1854	36	1855	36

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2971	100	2973	100	2974	100	2975	100	2977	100	2978	100
Age												
4 - 15	507	17	508	17	508	17	508	17	508	17	508	17
16 - 24	372	13	373	13	372	13	372	13	374	13	373	13
25 - 34	384	13	384	13	385	13	385	13	384	13	385	13
35 - 44	477	16	477	16	477	16	477	16	477	16	478	16
45 - 54	413	14	413	14	414	14	414	14	415	14	414	14
55 - 64	379	13	379	13	379	13	380	13	380	13	380	13
65 +	439	15	439	15	439	15	439	15	439	15	440	15
Adults												
Total	2464	100	2465	100	2466	100	2467	100	2469	100	2470	100
AB	437	18	437	18	437	18	438	18	438	18	438	18
C1	648	26	649	26	649	26	649	26	650	26	650	26
C2	549	22	548	22	549	22	549	22	549	22	550	22
DE	830	34	831	34	831	34	831	34	832	34	832	34
Working F/T	1406	57	1406	57	1407	57	1408	57	1408	57	1409	57
Not Working	1058	43	1059	43	1059	43	1059	43	1061	43	1061	43

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2979	100	2981	100	2982	100	2983	100	2985	100	2986	100
Age												
4 - 15	509	17	509	17	509	17	509	17	510	17	510	17
16 - 24	373	13	374	13	374	13	374	13	374	13	374	13
25 - 34	385	13	385	13	385	13	385	13	386	13	386	13
35 - 44	477	16	478	16	478	16	479	16	478	16	479	16
45 - 54	415	14	415	14	415	14	414	14	415	14	415	14
55 - 64	380	13	380	13	380	13	381	13	381	13	380	13
65 +	440	15	440	15	441	15	441	15	441	15	442	15
Adults												
Total	2470	100	2472	100	2473	100	2474	100	2475	100	2476	100
AB	438	18	439	18	439	18	439	18	439	18	440	18
C1	650	26	650	26	650	26	651	26	651	26	651	26
C2	550	22	550	22	551	22	551	22	551	22	551	22
DE	832	34	833	34	833	34	833	34	834	34	834	34
Working F/T	1409	57	1410	57	1411	57	1411	57	1412	57	1412	57
Not Working	1061	43	1062	43	1062	43	1063	43	1063	43	1064	43

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3146	100	3146	100	3148	100	3150	100	3151	100	3152	100
Age												
4 - 15	480	15	480	15	480	15	480	15	481	15	481	15
16 - 24	368	12	367	12	368	12	370	12	368	12	368	12
25 - 34	403	13	403	13	403	13	403	13	404	13	404	13
35 - 44	501	16	501	16	502	16	502	16	502	16	502	16
45 - 54	429	14	430	14	430	14	429	14	430	14	431	14
55 - 64	396	13	396	13	396	13	396	13	396	13	396	13
65 +	569	18	569	18	569	18	570	18	570	18	570	18
Adults												
Total	2666	100	2666	100	2668	100	2670	100	2670	100	2671	100
AB	447	17	446	17	447	17	447	17	447	17	447	17
C1	730	27	731	27	731	27	731	27	731	27	732	27
C2	474	18	474	18	474	18	475	18	475	18	475	18
DE	1015	38	1015	38	1016	38	1017	38	1017	38	1017	38
Working F/T	786	29	786	29	787	29	787	29	788	29	788	30
Not Working	1880	71	1880	71	1881	71	1883	71	1882	70	1883	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3154	100	3155	100	3156	100	3158	100	3159	100	3161	100
Age												
4 - 15	481	15	481	15	482	15	482	15	481	15	482	15
16 - 24	369	12	369	12	368	12	369	12	370	12	370	12
25 - 34	404	13	404	13	405	13	405	13	404	13	405	13
35 - 44	503	16	503	16	503	16	503	16	504	16	503	16
45 - 54	430	14	430	14	431	14	431	14	431	14	432	14
55 - 64	397	13	397	13	397	13	397	13	397	13	398	13
65 +	570	18	571	18	570	18	571	18	572	18	571	18
Adults												
Total	2673	100	2674	100	2674	100	2676	100	2678	100	2679	100
AB	448	17	447	17	448	17	448	17	448	17	448	17
C1	732	27	733	27	733	27	733	27	734	27	734	27
C2	475	18	476	18	475	18	476	18	476	18	476	18
DE	1018	38	1018	38	1018	38	1019	38	1020	38	1021	38
Working F/T	788	29	789	30	788	29	789	29	790	29	790	29
Not Working	1885	71	1885	70	1886	71	1887	71	1888	71	1889	71

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Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2268	100	2269	100	2270	100	2270	100	2271	100	2272	100
TV Households	2217	98	2218	98	2219	98	2219	98	2220	98	2221	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2272	100	2273	100	2273	100	2274	100	2275	100	2275	100
TV Households	2221	98	2222	98	2222	98	2223	98	2224	98	2224	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2217	100	2218	100	2219	100	2219	100	2220	100	2221	100
Social Class	AB	392	18	393	18	394	18	393	18	393	18	393	18
	C1	609	27	609	27	609	27	610	27	610	27	610	27
	C2	415	19	415	19	415	19	415	19	415	19	415	19
	DE	801	36	801	36	801	36	801	36	802	36	803	36
Housewife Age	Under 25	124	6	125	6	124	6	124	6	124	6	124	6
	25 - 34	331	15	331	15	331	15	331	15	331	15	331	15
	35 - 44	456	21	456	21	456	21	457	21	457	21	457	21
	45 - 54	402	18	402	18	402	18	402	18	402	18	402	18
	55 - 64	358	16	358	16	359	16	359	16	359	16	359	16
	65 +	546	25	546	25	547	25	546	25	547	25	548	25
Size	1	753	34	754	34	755	34	754	34	754	34	754	34
	2	764	34	764	34	764	34	764	34	765	34	765	34
	3	327	15	327	15	327	15	328	15	328	15	328	15
	4+	373	17	373	17	373	17	373	17	373	17	374	17
Children	Without	1671	75	1671	75	1672	75	1672	75	1673	75	1674	75
	With	546	25	547	25	547	25	547	25	547	25	547	25

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2221	100	2222	100	2222	100	2223	100	2224	100	2224	100
Social Class													
	AB	393	18	394	18	393	18	393	18	394	18	394	18
	C1	610	27	610	27	610	27	611	27	611	27	611	27
	C2	416	19	416	19	416	19	416	19	416	19	416	19
	DE	802	36	802	36	803	36	803	36	803	36	803	36
Housewife Age													
	Under 25	124	6	124	6	124	6	125	6	124	6	124	6
	25 - 34	332	15	332	15	332	15	332	15	332	15	332	15
	35 - 44	457	21	457	21	457	21	457	21	457	21	458	21
	45 - 54	403	18	403	18	403	18	403	18	403	18	403	18
	55 - 64	359	16	359	16	359	16	359	16	359	16	359	16
	65 +	546	25	547	25	547	25	547	25	549	25	548	25
Size													
	1	754	34	755	34	755	34	755	34	755	34	756	34
	2	765	34	765	34	765	34	766	34	766	34	766	34
	3	328	15	328	15	328	15	328	15	328	15	328	15
	4+	374	17	374	17	374	17	374	17	375	17	374	17
Children													
	Without	1674	75	1674	75	1675	75	1675	75	1676	75	1676	75
	With	547	25	548	25	547	25	548	25	548	25	548	25

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4691	100	4692	100	4694	100	4695	100	4696	100	4698	100
Age												
4 - 9	340	7	340	7	340	7	340	7	341	7	340	7
10 - 15	370	8	371	8	371	8	371	8	370	8	371	8
16 - 24	551	12	551	12	551	12	551	12	551	12	552	12
25 - 34	591	13	591	13	592	13	592	13	592	13	592	13
35 - 44	772	16	772	16	771	16	772	16	772	16	772	16
45 - 54	684	15	684	15	685	15	685	15	685	15	686	15
55 - 64	598	13	598	13	599	13	599	13	599	13	599	13
65 +	785	17	785	17	785	17	785	17	786	17	786	17
Adults												
Total	3981	100	3981	100	3983	100	3984	100	3985	100	3987	100
AB	759	19	759	19	759	19	760	19	760	19	760	19
C1	1137	29	1138	29	1138	29	1138	29	1138	29	1139	29
C2	844	21	843	21	844	21	844	21	845	21	845	21
DE	1241	31	1241	31	1242	31	1242	31	1242	31	1243	31

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4699	100	4700	100	4702	100	4703	100	4704	100	4706	100
Age												
4 - 9	341	7	341	7	341	7	341	7	341	7	341	7
10 - 15	371	8	371	8	371	8	371	8	371	8	372	8
16 - 24	552	12	552	12	552	12	552	12	552	12	552	12
25 - 34	592	13	592	13	593	13	593	13	593	13	593	13
35 - 44	772	16	773	16	772	16	773	16	774	16	774	16
45 - 54	686	15	686	15	686	15	686	15	686	15	687	15
55 - 64	599	13	599	13	600	13	600	13	600	13	600	13
65 +	786	17	786	17	787	17	787	17	787	17	787	17
Adults												
Total	3987	100	3988	100	3990	100	3991	100	3992	100	3993	100
AB	760	19	760	19	760	19	761	19	760	19	761	19
C1	1139	29	1140	29	1140	29	1140	29	1141	29	1141	29
C2	845	21	845	21	845	21	846	21	846	21	846	21
DE	1243	31	1243	31	1245	31	1244	31	1245	31	1245	31

Table4a												
Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2245	100	2246	100	2247	100	2247	100	2248	100	2249	100
Age												
4 - 15	365	16	366	16	366	16	366	16	366	16	366	16
16 - 24	275	12	275	12	275	12	275	12	275	12	276	12
25 - 34	285	13	285	13	286	13	285	13	285	13	285	13
35 - 44	368	16	368	16	368	16	368	16	368	16	368	16
45 - 54	333	15	333	15	333	15	334	15	334	15	334	15
55 - 64	289	13	289	13	289	13	290	13	290	13	290	13
65 +	330	15	330	15	330	15	329	15	330	15	330	15
Adults												
Total	1880	100	1880	100	1881	100	1881	100	1882	100	1883	100
AB	378	20	378	20	378	20	378	20	379	20	379	20
C1	522	28	522	28	523	28	523	28	522	28	523	28
C2	449	24	448	24	448	24	448	24	449	24	449	24
DE	531	28	532	28	532	28	532	28	532	28	532	28
Working F/T	1096	58	1096	58	1097	58	1096	58	1097	58	1097	58
Not Working	784	42	784	42	784	42	785	42	785	42	786	42

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2249	100	2250	100	2250	100	2251	100	2252	100	2253	100
Age												
4 - 15	367	16	367	16	366	16	366	16	367	16	367	16
16 - 24	276	12	275	12	275	12	276	12	275	12	276	12
25 - 34	285	13	286	13	286	13	286	13	286	13	286	13
35 - 44	368	16	369	16	369	16	368	16	369	16	369	16
45 - 54	334	15	333	15	334	15	334	15	334	15	334	15
55 - 64	289	13	290	13	290	13	290	13	290	13	290	13
65 +	330	15	330	15	330	15	331	15	331	15	331	15
Adults												
Total	1882	100	1883	100	1884	100	1885	100	1885	100	1886	100
AB	379	20	379	20	379	20	379	20	378	20	379	20
C1	522	28	523	28	523	28	524	28	524	28	524	28
C2	449	24	449	24	449	24	449	24	450	24	449	24
DE	532	28	532	28	533	28	533	28	533	28	534	28
Working F/T	1098	58	1098	58	1098	58	1099	58	1099	58	1100	58
Not Working	784	42	785	42	786	42	786	42	786	42	786	42

Table4b												
Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2446	100	2446	100	2447	100	2448	100	2448	100	2449	100
Age												
4 - 15	345	14	345	14	345	14	345	14	345	14	345	14
16 - 24	276	11	276	11	276	11	276	11	276	11	276	11
25 - 34	306	13	306	13	306	13	307	13	307	13	307	13
35 - 44	404	17	404	17	403	16	404	17	404	17	404	16
45 - 54	351	14	351	14	352	14	351	14	351	14	352	14
55 - 64	309	13	309	13	310	13	309	13	309	13	309	13
65 +	455	19	455	19	455	19	456	19	456	19	456	19
Adults												
Total	2101	100	2101	100	2102	100	2103	100	2103	100	2104	100
AB	381	18	381	18	381	18	382	18	381	18	381	18
C1	615	29	616	29	615	29	615	29	616	29	616	29
C2	395	19	395	19	396	19	396	19	396	19	396	19
DE	710	34	709	34	710	34	710	34	710	34	711	34
Working F/T	677	32	677	32	677	32	679	32	678	32	680	32
Not Working	1424	68	1424	68	1425	68	1424	68	1425	68	1424	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2450	100	2450	100	2452	100	2452	100	2452	100	2453	100
Age												
4 - 15	345	14	345	14	346	14	346	14	345	14	346	14
16 - 24	276	11	277	11	277	11	276	11	277	11	276	11
25 - 34	307	13	306	12	307	13	307	13	307	13	307	13
35 - 44	404	16	404	16	403	16	405	17	405	17	405	17
45 - 54	352	14	353	14	352	14	352	14	352	14	353	14
55 - 64	310	13	309	13	310	13	310	13	310	13	310	13
65 +	456	19	456	19	457	19	456	19	456	19	456	19
Adults												
Total	2105	100	2105	100	2106	100	2106	100	2107	100	2107	100
AB	381	18	381	18	381	18	382	18	382	18	382	18
C1	617	29	617	29	617	29	616	29	617	29	617	29
C2	396	19	396	19	396	19	397	19	396	19	397	19
DE	711	34	711	34	712	34	711	34	712	34	711	34
Working F/T	678	32	678	32	680	32	679	32	679	32	679	32
Not Working	1427	68	1427	68	1426	68	1427	68	1428	68	1428	68

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Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	664	100	665	100	666	100	666	100	667	100	668	100
TV Households	640	96	641	96	641	96	642	96	643	96	643	96

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	668	100	669	100	670	100	670	100	671	100	672	100
TV Households	644	96	644	96	645	96	646	96	646	96	647	96

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		640	100	641	100	641	100	642	100	643	100	643	100
Social Class													
	AB	98	15	99	15	97	15	98	15	98	15	98	15
	C1	144	23	144	22	144	22	144	22	144	22	145	23
	C2	137	21	137	21	138	22	138	21	138	21	138	21
	DE	261	41	261	41	262	41	262	41	263	41	262	41
Housewife Age													
	Under 25	29	5	29	5	29	5	29	5	30	5	29	5
	25 - 34	107	17	108	17	108	17	108	17	108	17	108	17
	35 - 44	139	22	139	22	139	22	139	22	139	22	140	22
	45 - 54	119	19	119	19	119	19	119	19	120	19	120	19
	55 - 64	102	16	102	16	102	16	102	16	102	16	102	16
	65 +	144	23	144	22	144	22	145	23	144	22	144	22
Size													
	1	178	28	179	28	179	28	180	28	180	28	178	28
	2	187	29	187	29	187	29	187	29	187	29	188	29
	3	102	16	102	16	102	16	102	16	103	16	103	16
	4+	173	27	173	27	173	27	173	27	173	27	174	27
Children													
	Without	437	68	438	68	438	68	438	68	439	68	439	68
	With	203	32	203	32	203	32	204	32	204	32	204	32

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	644	100	644	100	645	100	646	100	646	100	647	100
Social Class												
AB	98	15	98	15	99	15	99	15	98	15	99	15
C1	145	23	145	23	145	22	145	22	145	22	145	22
C2	138	21	138	21	138	21	139	22	139	22	139	21
DE	263	41	263	41	263	41	263	41	264	41	264	41
Housewife Age												
Under 25	29	5	29	5	30	5	29	4	29	4	29	4
25 - 34	108	17	108	17	108	17	108	17	109	17	109	17
35 - 44	140	22	140	22	140	22	140	22	140	22	140	22
45 - 54	120	19	120	19	120	19	120	19	120	19	120	19
55 - 64	102	16	102	16	102	16	103	16	103	16	103	16
65 +	145	23	145	23	145	22	146	23	145	22	146	23
Size												
1	179	28	179	28	180	28	180	28	180	28	180	28
2	188	29	188	29	188	29	188	29	189	29	189	29
3	103	16	103	16	103	16	103	16	103	16	103	16
4+	174	27	174	27	174	27	175	27	174	27	175	27
Children												
Without	440	68	440	68	440	68	441	68	441	68	442	68
With	204	32	204	32	205	32	205	32	205	32	205	32

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1578	100	1579	100	1581	100	1582	100	1584	100	1586	100
Age												
4 - 9	143	9	144	9	144	9	144	9	144	9	144	9
10 - 15	153	10	152	10	153	10	153	10	154	10	154	10
16 - 24	216	14	216	14	216	14	217	14	217	14	217	14
25 - 34	219	14	219	14	219	14	219	14	219	14	220	14
35 - 44	250	16	250	16	251	16	250	16	251	16	251	16
45 - 54	208	13	209	13	209	13	209	13	209	13	209	13
55 - 64	173	11	173	11	173	11	173	11	173	11	173	11
65 +	216	14	216	14	216	14	217	14	217	14	218	14
Adults												
Total	1282	100	1283	100	1284	100	1285	100	1286	100	1288	100
AB	218	17	218	17	218	17	219	17	219	17	219	17
C1	308	24	308	24	309	24	309	24	309	24	310	24
C2	318	25	319	25	319	25	319	25	320	25	320	25
DE	438	34	438	34	438	34	438	34	438	34	439	34

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1587	100	1589	100	1590	100	1592	100	1594	100	1595	100
Age												
4 - 9	144	9	145	9	145	9	145	9	145	9	146	9
10 - 15	154	10	154	10	153	10	154	10	154	10	154	10
16 - 24	217	14	218	14	218	14	218	14	219	14	218	14
25 - 34	220	14	219	14	220	14	220	14	221	14	221	14
35 - 44	252	16	252	16	252	16	253	16	252	16	253	16
45 - 54	209	13	209	13	210	13	210	13	210	13	210	13
55 - 64	174	11	174	11	174	11	174	11	174	11	175	11
65 +	217	14	218	14	218	14	218	14	219	14	218	14
Adults												
Total	1289	100	1290	100	1292	100	1293	100	1295	100	1295	100
AB	219	17	219	17	220	17	220	17	220	17	220	17
C1	310	24	311	24	310	24	311	24	311	24	312	24
C2	321	25	320	25	321	25	321	25	323	25	322	25
DE	439	34	440	34	441	34	441	34	441	34	441	34

Table4a												
Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	770	100	771	100	772	100	772	100	773	100	774	100
Age												
4 - 15	152	20	152	20	153	20	152	20	153	20	153	20
16 - 24	111	14	111	14	111	14	112	15	112	14	112	14
25 - 34	106	14	106	14	106	14	106	14	106	14	106	14
35 - 44	121	16	122	16	122	16	122	16	122	16	122	16
45 - 54	103	13	103	13	103	13	103	13	103	13	103	13
55 - 64	84	11	84	11	84	11	84	11	84	11	84	11
65 +	93	12	93	12	93	12	93	12	93	12	94	12
Adults												
Total	618	100	619	100	619	100	620	100	620	100	621	100
AB	108	17	108	17	108	17	108	17	108	17	108	17
C1	147	24	147	24	147	24	148	24	148	24	148	24
C2	170	28	171	28	171	28	171	28	171	28	172	28
DE	193	31	193	31	193	31	193	31	193	31	193	31
Working F/T	371	60	372	60	372	60	373	60	372	60	373	60
Not Working	247	40	247	40	247	40	247	40	248	40	248	40

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	775	100	776	100	776	100	777	100	778	100	778	100
Age												
4 - 15	153	20	154	20	153	20	154	20	154	20	154	20
16 - 24	112	14	112	14	112	14	112	14	113	15	112	14
25 - 34	106	14	106	14	107	14	107	14	107	14	107	14
35 - 44	123	16	123	16	122	16	122	16	122	16	123	16
45 - 54	103	13	103	13	104	13	104	13	104	13	103	13
55 - 64	84	11	84	11	84	11	84	11	84	11	85	11
65 +	94	12	94	12	94	12	94	12	94	12	94	12
Adults												
Total	622	100	622	100	623	100	623	100	624	100	624	100
AB	108	17	108	17	109	17	109	17	109	17	109	17
C1	148	24	149	24	148	24	148	24	148	24	149	24
C2	172	28	171	27	172	28	172	28	172	28	172	28
DE	194	31	194	31	194	31	194	31	195	31	194	31
Working F/T	374	60	374	60	374	60	374	60	375	60	375	60
Not Working	248	40	248	40	249	40	249	40	249	40	249	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	808	100	808	100	809	100	810	100	811	100	812	100
Age												
4 - 15	144	18	144	18	144	18	145	18	145	18	145	18
16 - 24	105	13	105	13	105	13	105	13	105	13	105	13
25 - 34	113	14	113	14	113	14	113	14	113	14	114	14
35 - 44	129	16	128	16	129	16	128	16	129	16	129	16
45 - 54	105	13	106	13	106	13	106	13	106	13	106	13
55 - 64	89	11	89	11	89	11	89	11	89	11	89	11
65 +	123	15	123	15	123	15	124	15	124	15	124	15
Adults												
Total	664	100	664	100	665	100	665	100	666	100	667	100
AB	110	17	110	17	110	17	111	17	111	17	111	17
C1	161	24	161	24	162	24	161	24	161	24	162	24
C2	148	22	148	22	148	22	148	22	149	22	148	22
DE	245	37	245	37	245	37	245	37	245	37	246	37
Working F/T	205	31	204	31	205	31	204	31	206	31	206	31
Not Working	459	69	460	69	460	69	461	69	460	69	461	69

Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	812	100	813	100	814	100	815	100	816	100	817	100
Age												
4 - 15	145	18	145	18	145	18	145	18	145	18	146	18
16 - 24	105	13	106	13	106	13	106	13	106	13	106	13
25 - 34	114	14	113	14	113	14	113	14	114	14	114	14
35 - 44	129	16	129	16	130	16	131	16	130	16	130	16
45 - 54	106	13	106	13	106	13	106	13	106	13	107	13
55 - 64	90	11	90	11	90	11	90	11	90	11	90	11
65 +	123	15	124	15	124	15	124	15	125	15	124	15
Adults												
Total	667	100	668	100	669	100	670	100	671	100	671	100
AB	111	17	111	17	111	17	111	17	111	17	111	17
C1	162	24	162	24	162	24	163	24	163	24	163	24
C2	149	22	149	22	149	22	149	22	151	23	150	22
DE	245	37	246	37	247	37	247	37	246	37	247	37
Working F/T	205	31	205	31	206	31	207	31	207	31	206	31
Not Working	462	69	463	69	463	69	463	69	464	69	465	69

Wales

Table 1												
Television Reception												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1250	100	1251	100	1251	100	1252	100	1252	100	1253	100
TV Households	1224	98	1225	98	1225	98	1226	98	1226	98	1227	98

Table 1												
Television Reception												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1253	100	1254	100	1255	100	1255	100	1256	100	1256	100
TV Households	1227	98	1228	98	1228	98	1229	98	1229	98	1230	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1224	100	1225	100	1225	100	1226	100	1226	100	1227	100
Social Class													
	AB	186	15	186	15	186	15	186	15	186	15	186	15
	C1	325	27	326	27	326	27	326	27	326	27	326	27
	C2	249	20	249	20	249	20	250	20	250	20	250	20
	DE	464	38	464	38	464	38	464	38	464	38	465	38
Housewife Age													
	Under 25	68	6	67	5	66	5	67	5	67	5	68	6
	25 - 34	176	14	176	14	176	14	176	14	176	14	176	14
	35 - 44	230	19	231	19	231	19	231	19	231	19	231	19
	45 - 54	212	17	212	17	213	17	213	17	213	17	213	17
	55 - 64	218	18	218	18	218	18	218	18	218	18	218	18
	65 +	320	26	321	26	321	26	321	26	321	26	321	26
Size													
	1	354	29	354	29	354	29	354	29	354	29	356	29
	2	436	36	437	36	437	36	437	36	437	36	437	36
	3	196	16	196	16	196	16	196	16	196	16	196	16
	4+	238	19	238	19	238	19	239	19	239	19	238	19
Children													
	Without	898	73	898	73	899	73	899	73	899	73	900	73
	With	326	27	327	27	326	27	327	27	327	27	327	27

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	1227	100	1228	100	1228	100	1229	100	1229	100	1230	100
Social Class												
AB	186	15	186	15	186	15	187	15	186	15	187	15
C1	326	27	326	27	327	27	327	27	327	27	327	27
C2	250	20	250	20	250	20	250	20	250	20	250	20
DE	465	38	466	38	465	38	465	38	466	38	466	38
Housewife Age												
Under 25	67	5	67	5	67	5	67	5	67	5	67	5
25 - 34	177	14	177	14	177	14	177	14	177	14	177	14
35 - 44	231	19	231	19	231	19	231	19	231	19	232	19
45 - 54	213	17	213	17	213	17	213	17	213	17	213	17
55 - 64	219	18	219	18	219	18	219	18	219	18	219	18
65 +	320	26	321	26	321	26	322	26	322	26	322	26
Size												
1	355	29	355	29	355	29	355	29	355	29	355	29
2	438	36	438	36	438	36	438	36	438	36	439	36
3	196	16	196	16	197	16	197	16	197	16	197	16
4+	238	19	239	19	238	19	239	19	239	19	239	19
Children												
Without	900	73	901	73	901	73	902	73	901	73	902	73
With	327	27	327	27	327	27	327	27	328	27	328	27

Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2743	100	2744	100	2745	100	2746	100	2747	100	2749	100
Age												
4 - 9	208	8	208	8	208	8	208	8	208	8	208	8
10 - 15	232	8	232	8	232	8	233	8	232	8	233	8
16 - 24	322	12	322	12	322	12	321	12	323	12	323	12
25 - 34	328	12	329	12	329	12	329	12	328	12	329	12
35 - 44	413	15	412	15	412	15	414	15	414	15	413	15
45 - 54	376	14	376	14	377	14	377	14	377	14	377	14
55 - 64	374	14	375	14	375	14	375	14	375	14	375	14
65 +	490	18	490	18	490	18	489	18	490	18	491	18
Adults												
Total	2303	100	2304	100	2305	100	2305	100	2307	100	2308	100
AB	376	16	376	16	376	16	377	16	377	16	377	16
C1	637	28	638	28	638	28	638	28	638	28	639	28
C2	520	23	519	23	519	23	520	23	520	23	520	23
DE	770	33	771	33	772	33	770	33	772	33	772	33

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2750	100	2751	100	2752	100	2754	100	2755	100	2756	100
Age												
4 - 9	208	8	209	8	208	8	209	8	209	8	209	8
10 - 15	233	8	232	8	233	8	233	8	233	8	233	8
16 - 24	323	12	323	12	323	12	323	12	324	12	323	12
25 - 34	329	12	329	12	330	12	330	12	329	12	330	12
35 - 44	413	15	414	15	414	15	414	15	414	15	415	15
45 - 54	377	14	377	14	378	14	378	14	378	14	378	14
55 - 64	375	14	376	14	376	14	376	14	376	14	376	14
65 +	492	18	491	18	490	18	491	18	492	18	492	18
Adults												
Total	2309	100	2310	100	2311	100	2312	100	2313	100	2314	100
AB	377	16	377	16	377	16	377	16	378	16	378	16
C1	639	28	640	28	640	28	640	28	640	28	640	28
C2	520	23	521	23	521	23	521	23	521	23	522	23
DE	773	33	772	33	773	33	774	33	774	33	774	33

Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1331	100	1332	100	1332	100	1333	100	1333	100	1334	100
Age												
4 - 15	229	17	229	17	229	17	229	17	228	17	229	17
16 - 24	159	12	159	12	160	12	160	12	160	12	160	12
25 - 34	159	12	160	12	159	12	159	12	159	12	160	12
35 - 44	201	15	201	15	201	15	203	15	203	15	202	15
45 - 54	184	14	184	14	184	14	184	14	184	14	184	14
55 - 64	184	14	185	14	184	14	184	14	184	14	184	14
65 +	215	16	214	16	215	16	214	16	215	16	215	16
Adults												
Total	1102	100	1103	100	1103	100	1104	100	1105	100	1105	100
AB	188	17	188	17	188	17	189	17	188	17	188	17
C1	299	27	299	27	299	27	299	27	300	27	300	27
C2	274	25	274	25	274	25	274	25	274	25	274	25
DE	341	31	342	31	342	31	342	31	343	31	343	31
Working F/T	614	56	614	56	614	56	615	56	615	56	615	56
Not Working	488	44	489	44	489	44	489	44	490	44	490	44

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1334	100	1335	100	1335	100	1336	100	1337	100	1337	100
Age												
4 - 15	229	17	229	17	229	17	230	17	230	17	229	17
16 - 24	159	12	160	12	160	12	160	12	161	12	160	12
25 - 34	160	12	160	12	160	12	160	12	159	12	160	12
35 - 44	202	15	202	15	202	15	202	15	202	15	203	15
45 - 54	184	14	184	14	185	14	185	14	185	14	185	14
55 - 64	185	14	185	14	185	14	185	14	185	14	185	14
65 +	215	16	215	16	214	16	214	16	215	16	215	16
Adults												
Total	1105	100	1106	100	1106	100	1106	100	1107	100	1108	100
AB	188	17	188	17	189	17	188	17	189	17	189	17
C1	300	27	301	27	300	27	300	27	300	27	300	27
C2	274	25	275	25	275	25	275	25	275	25	276	25
DE	343	31	342	31	342	31	343	31	343	31	343	31
Working F/T	615	56	616	56	616	56	616	56	616	56	617	56
Not Working	490	44	490	44	490	44	490	44	491	44	491	44

Table4b												
Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1412	100	1412	100	1413	100	1413	100	1414	100	1415	100
Age												
4 - 15	211	15	211	15	211	15	212	15	212	15	212	15
16 - 24	163	12	163	12	162	11	161	11	163	12	163	12
25 - 34	169	12	169	12	170	12	170	12	169	12	169	12
35 - 44	212	15	211	15	211	15	211	15	211	15	211	15
45 - 54	192	14	192	14	193	14	193	14	193	14	193	14
55 - 64	190	13	190	13	191	14	191	14	191	14	191	14
65 +	275	19	276	20	275	19	275	19	275	19	276	20
Adults												
Total	1201	100	1201	100	1202	100	1201	100	1202	100	1203	100
AB	188	16	188	16	188	16	188	16	189	16	189	16
C1	338	28	339	28	339	28	339	28	338	28	339	28
C2	246	20	245	20	245	20	246	20	246	20	246	20
DE	429	36	429	36	430	36	428	36	429	36	429	36
Working F/T	366	30	366	30	367	31	366	30	366	30	367	31
Not Working	835	70	835	70	835	69	835	70	836	70	836	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1416	100	1416	100	1417	100	1418	100	1418	100	1419	100
Age												
4 - 15	212	15	212	15	212	15	212	15	212	15	213	15
16 - 24	164	12	163	12	163	12	163	11	163	11	163	11
25 - 34	169	12	169	12	170	12	170	12	170	12	170	12
35 - 44	211	15	212	15	212	15	212	15	212	15	212	15
45 - 54	193	14	193	14	193	14	193	14	193	14	193	14
55 - 64	190	13	191	13	191	13	191	13	191	13	191	13
65 +	277	20	276	19	276	19	277	20	277	20	277	20
Adults												
Total	1204	100	1204	100	1205	100	1206	100	1206	100	1206	100
AB	189	16	189	16	188	16	189	16	189	16	189	16
C1	339	28	339	28	340	28	340	28	340	28	340	28
C2	246	20	246	20	246	20	246	20	246	20	246	20
DE	430	36	430	36	431	36	431	36	431	36	431	36
Working F/T	367	30	367	30	367	30	368	31	368	31	368	31
Not Working	837	70	837	70	838	70	838	69	838	69	838	69

Midlands West

Projections for		Television Reception											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2515	100	2516	100	2518	100	2519	100	2520	100	2522	100
TV Households		2459	98	2460	98	2462	98	2463	98	2464	98	2466	98

Projections for		Television Reception											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2523	100	2525	100	2527	100	2528	100	2529	100	2531	100
TV Households		2467	98	2468	98	2470	98	2472	98	2473	98	2475	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2459	100	2460	100	2462	100	2463	100	2464	100	2466	100
Social Class	AB	444	18	445	18	445	18	444	18	445	18	446	18
	C1	621	25	622	25	622	25	622	25	623	25	623	25
	C2	466	19	467	19	467	19	468	19	468	19	467	19
	DE	928	38	926	38	928	38	929	38	928	38	930	38
Housewife Age	Under 25	129	5	129	5	129	5	132	5	130	5	131	5
	25 - 34	378	15	379	15	378	15	378	15	379	15	379	15
	35 - 44	497	20	498	20	498	20	497	20	498	20	498	20
	45 - 54	432	18	431	18	432	18	432	18	432	18	433	18
	55 - 64	409	17	410	17	410	17	410	17	411	17	410	17
	65 +	614	25	613	25	615	25	614	25	614	25	615	25
Size	1	703	29	704	29	705	29	705	29	705	29	706	29
	2	876	36	876	36	876	36	877	36	878	36	878	36
	3	400	16	400	16	400	16	401	16	400	16	400	16
	4+	480	20	480	20	481	20	480	19	481	20	482	20
Children	Without	1780	72	1782	72	1783	72	1784	72	1784	72	1786	72
	With	679	28	678	28	679	28	679	28	680	28	680	28

Projections for		TV Households											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2467	100	2468	100	2470	100	2472	100	2473	100	2475	100
Social Class													
	AB	446	18	446	18	446	18	447	18	448	18	447	18
	C1	624	25	624	25	624	25	624	25	625	25	625	25
	C2	468	19	468	19	469	19	469	19	469	19	470	19
	DE	929	38	930	38	931	38	932	38	931	38	933	38
Housewife Age													
	Under 25	130	5	129	5	129	5	130	5	130	5	130	5
	25 - 34	379	15	380	15	380	15	380	15	381	15	380	15
	35 - 44	499	20	499	20	500	20	500	20	500	20	500	20
	45 - 54	433	18	434	18	434	18	434	18	434	18	434	18
	55 - 64	410	17	411	17	411	17	411	17	412	17	412	17
	65 +	616	25	615	25	616	25	617	25	616	25	619	25
Size													
	1	706	29	707	29	707	29	707	29	708	29	708	29
	2	878	36	879	36	880	36	880	36	880	36	881	36
	3	401	16	401	16	401	16	402	16	402	16	402	16
	4+	482	20	481	19	482	20	483	20	483	20	484	20
Children													
	Without	1787	72	1787	72	1789	72	1790	72	1790	72	1792	72
	With	680	28	681	28	681	28	682	28	683	28	683	28

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5496	100	5499	100	5502	100	5505	100	5508	100	5511	100
Age												
4 - 9	427	8	428	8	428	8	427	8	427	8	428	8
10 - 15	468	9	469	9	469	9	470	9	470	9	470	9
16 - 24	632	11	632	11	632	11	634	12	634	12	634	12
25 - 34	708	13	709	13	710	13	709	13	710	13	710	13
35 - 44	888	16	887	16	888	16	888	16	888	16	889	16
45 - 54	743	14	743	14	743	14	744	14	745	14	745	14
55 - 64	710	13	711	13	712	13	712	13	713	13	713	13
65 +	920	17	920	17	920	17	921	17	921	17	922	17
Adults												
Total	4601	100	4602	100	4605	100	4608	100	4611	100	4613	100
AB	888	19	888	19	889	19	890	19	890	19	890	19
C1	1203	26	1204	26	1205	26	1205	26	1206	26	1207	26
C2	971	21	970	21	971	21	972	21	972	21	973	21
DE	1539	33	1540	33	1540	33	1541	33	1543	33	1543	33

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5515	100	5517	100	5521	100	5524	100	5527	100	5531	100
Age												
4 - 9	428	8	429	8	429	8	429	8	430	8	430	8
10 - 15	471	9	471	9	470	9	471	9	471	9	472	9
16 - 24	634	11	634	11	635	12	635	11	636	12	636	11
25 - 34	711	13	711	13	711	13	713	13	712	13	713	13
35 - 44	890	16	890	16	891	16	891	16	891	16	891	16
45 - 54	746	14	747	14	747	14	746	14	748	14	749	14
55 - 64	713	13	713	13	714	13	715	13	715	13	715	13
65 +	922	17	922	17	924	17	924	17	924	17	925	17
Adults												
Total	4616	100	4617	100	4622	100	4624	100	4626	100	4629	100
AB	891	19	892	19	893	19	892	19	893	19	892	19
C1	1207	26	1208	26	1208	26	1210	26	1210	26	1212	26
C2	974	21	972	21	975	21	975	21	976	21	977	21
DE	1544	33	1545	33	1546	33	1547	33	1547	33	1548	33

Projections for		Male Individuals in TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2689	100	2691	100	2693	100	2694	100	2695	100	2696	100
Age													
	4 - 15	455	17	457	17	456	17	456	17	456	17	456	17
	16 - 24	321	12	321	12	322	12	321	12	321	12	322	12
	25 - 34	346	13	346	13	347	13	347	13	347	13	347	13
	35 - 44	443	16	442	16	443	16	443	16	443	16	443	16
	45 - 54	366	14	366	14	365	14	367	14	368	14	366	14
	55 - 64	352	13	352	13	353	13	353	13	353	13	354	13
	65 +	406	15	407	15	407	15	407	15	407	15	408	15
Adults													
	Total	2234	100	2234	100	2237	100	2238	100	2239	100	2240	100
	AB	448	20	448	20	450	20	449	20	450	20	450	20
	C1	581	26	581	26	581	26	582	26	582	26	583	26
	C2	510	23	509	23	510	23	509	23	510	23	510	23
	DE	695	31	696	31	696	31	698	31	697	31	697	31
	Working F/T	1382	62	1382	62	1384	62	1385	62	1385	62	1386	62
	Not Working	852	38	852	38	853	38	853	38	854	38	854	38

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2699	100	2700	100	2701	100	2703	100	2705	100	2707	100
Age												
4 - 15	457	17	457	17	457	17	458	17	458	17	459	17
16 - 24	321	12	322	12	322	12	323	12	323	12	323	12
25 - 34	348	13	348	13	347	13	347	13	348	13	348	13
35 - 44	444	16	444	16	445	16	444	16	445	16	445	16
45 - 54	368	14	368	14	368	14	369	14	368	14	369	14
55 - 64	354	13	354	13	354	13	354	13	355	13	354	13
65 +	407	15	407	15	408	15	408	15	408	15	409	15
Adults												
Total	2242	100	2243	100	2244	100	2245	100	2247	100	2248	100
AB	450	20	451	20	452	20	450	20	451	20	450	20
C1	583	26	583	26	583	26	585	26	584	26	586	26
C2	511	23	511	23	511	23	511	23	513	23	513	23
DE	698	31	698	31	698	31	699	31	699	31	699	31
Working F/T	1387	62	1387	62	1388	62	1389	62	1390	62	1390	62
Not Working	855	38	856	38	856	38	856	38	857	38	858	38

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2807	100	2808	100	2809	100	2811	100	2813	100	2815	100
Age												
4 - 15	440	16	440	16	441	16	441	16	441	16	442	16
16 - 24	311	11	311	11	310	11	313	11	313	11	312	11
25 - 34	362	13	363	13	363	13	362	13	363	13	363	13
35 - 44	445	16	445	16	445	16	445	16	445	16	446	16
45 - 54	377	13	377	13	378	13	377	13	377	13	379	13
55 - 64	358	13	359	13	359	13	359	13	360	13	359	13
65 +	514	18	513	18	513	18	514	18	514	18	514	18
Adults												
Total	2367	100	2368	100	2368	100	2370	100	2372	100	2373	100
AB	440	19	440	19	439	19	441	19	440	19	440	19
C1	622	26	623	26	624	26	623	26	624	26	624	26
C2	461	19	461	19	461	19	463	20	462	19	463	20
DE	844	36	844	36	844	36	843	36	846	36	846	36
Working F/T	717	30	717	30	716	30	717	30	719	30	718	30
Not Working	1650	70	1651	70	1652	70	1653	70	1653	70	1655	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2816	100	2817	100	2820	100	2821	100	2822	100	2824	100
Age												
4 - 15	442	16	443	16	442	16	442	16	443	16	443	16
16 - 24	313	11	312	11	313	11	312	11	313	11	313	11
25 - 34	363	13	363	13	364	13	366	13	364	13	365	13
35 - 44	446	16	446	16	446	16	447	16	446	16	446	16
45 - 54	378	13	379	13	379	13	377	13	380	13	380	13
55 - 64	359	13	359	13	360	13	361	13	360	13	361	13
65 +	515	18	515	18	516	18	516	18	516	18	516	18
Adults												
Total	2374	100	2374	100	2378	100	2379	100	2379	100	2381	100
AB	441	19	441	19	441	19	442	19	442	19	442	19
C1	624	26	625	26	625	26	625	26	626	26	626	26
C2	463	20	461	19	464	20	464	20	463	19	464	19
DE	846	36	847	36	848	36	848	36	848	36	849	36
Working F/T	719	30	720	30	720	30	720	30	720	30	721	30
Not Working	1655	70	1654	70	1658	70	1659	70	1659	70	1660	70

Midlands East

Table 1		Television Reception											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		918	100	919	100	919	100	920	100	921	100	921	100
TV Households		901	98	902	98	902	98	903	98	904	98	904	98

Table 1		Television Reception											
		Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		922	100	923	100	923	100	924	100	925	100	925	100
TV Households		905	98	906	98	906	98	907	98	908	98	908	98

Projections for		TV Households											
		Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		901	100	902	100	902	100	903	100	904	100	904	100
Social Class													
	AB	179	20	179	20	179	20	180	20	180	20	179	20
	C1	236	26	236	26	237	26	237	26	237	26	237	26
	C2	179	20	179	20	179	20	179	20	179	20	180	20
	DE	307	34	308	34	307	34	307	34	308	34	308	34
Housewife Age													
	Under 25	52	6	51	6	51	6	50	6	51	6	50	6
	25 - 34	145	16	145	16	146	16	146	16	146	16	146	16
	35 - 44	189	21	189	21	189	21	190	21	190	21	190	21
	45 - 54	153	17	154	17	154	17	154	17	154	17	154	17
	55 - 64	144	16	144	16	144	16	144	16	144	16	145	16
	65 +	218	24	219	24	218	24	219	24	219	24	219	24
Size													
	1	266	30	266	29	266	29	267	30	267	30	267	30
	2	320	36	321	36	321	36	321	36	321	36	321	36
	3	140	16	140	16	140	16	140	16	141	16	141	16
	4+	175	19	175	19	175	19	175	19	175	19	175	19
Children													
	Without	662	73	662	73	662	73	663	73	664	73	664	73
	With	239	27	240	27	240	27	240	27	240	27	240	27

TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	905	100	906	100	906	100	907	100	908	100	908	100
Social Class												
AB	180	20	180	20	179	20	180	20	180	20	181	20
C1	237	26	237	26	238	26	238	26	238	26	238	26
C2	180	20	180	20	180	20	180	20	180	20	180	20
DE	308	34	309	34	309	34	309	34	310	34	309	34
Housewife Age												
Under 25	51	6	51	6	51	6	51	6	51	6	51	6
25 - 34	146	16	146	16	146	16	146	16	146	16	147	16
35 - 44	190	21	190	21	190	21	190	21	190	21	191	21
45 - 54	154	17	154	17	154	17	154	17	155	17	155	17
55 - 64	145	16	145	16	145	16	145	16	145	16	145	16
65 +	219	24	220	24	220	24	221	24	221	24	219	24
Size												
1	267	30	267	29	267	29	268	30	268	30	268	30
2	322	36	322	36	322	36	322	36	323	36	323	36
3	141	16	141	16	141	16	141	16	141	16	141	16
4+	175	19	176	19	176	19	176	19	176	19	176	19
Children												
Without	664	73	665	73	665	73	666	73	667	73	667	73
With	241	27	241	27	241	27	241	27	241	27	241	27

All Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2007	100	2009	100	2010	100	2012	100	2013	100	2015	100
Age												
4 - 9	152	8	152	8	152	8	153	8	153	8	153	8
10 - 15	173	9	173	9	173	9	173	9	173	9	173	9
16 - 24	235	12	235	12	236	12	235	12	235	12	236	12
25 - 34	268	13	268	13	268	13	269	13	269	13	269	13
35 - 44	334	17	336	17	335	17	335	17	336	17	336	17
45 - 54	275	14	275	14	275	14	276	14	276	14	277	14
55 - 64	247	12	247	12	247	12	247	12	247	12	247	12
65 +	323	16	323	16	324	16	324	16	324	16	324	16
Adults												
Total	1682	100	1684	100	1685	100	1686	100	1687	100	1689	100
AB	350	21	351	21	351	21	351	21	351	21	352	21
C1	467	28	467	28	467	28	468	28	469	28	468	28
C2	359	21	360	21	360	21	360	21	361	21	361	21
DE	506	30	506	30	507	30	507	30	506	30	508	30

All Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2016	100	2018	100	2019	100	2021	100	2022	100	2023	100
Age												
4 - 9	153	8	153	8	153	8	153	8	153	8	153	8
10 - 15	173	9	173	9	174	9	174	9	174	9	174	9
16 - 24	236	12	237	12	236	12	237	12	237	12	237	12
25 - 34	269	13	269	13	270	13	269	13	270	13	270	13
35 - 44	336	17	337	17	337	17	337	17	337	17	338	17
45 - 54	276	14	276	14	276	14	278	14	277	14	276	14
55 - 64	248	12	248	12	248	12	248	12	248	12	249	12
65 +	325	16	325	16	325	16	325	16	326	16	326	16
Adults												
Total	1690	100	1692	100	1692	100	1694	100	1695	100	1696	100
AB	352	21	352	21	352	21	353	21	353	21	354	21
C1	469	28	469	28	470	28	470	28	470	28	470	28
C2	361	21	363	21	361	21	362	21	362	21	362	21
DE	508	30	508	30	509	30	509	30	510	30	510	30

Table4a												
Male Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	980	100	981	100	981	100	982	100	983	100	984	100
Age												
4 - 15	166	17	166	17	166	17	166	17	167	17	167	17
16 - 24	120	12	120	12	120	12	121	12	121	12	121	12
25 - 34	130	13	130	13	130	13	130	13	130	13	130	13
35 - 44	164	17	166	17	165	17	165	17	165	17	166	17
45 - 54	134	14	134	14	134	14	134	14	134	14	135	14
55 - 64	125	13	125	13	125	13	125	13	125	13	124	13
65 +	141	14	140	14	141	14	141	14	141	14	141	14
Adults												
Total	814	100	815	100	815	100	816	100	816	100	817	100
AB	174	21	175	21	174	21	175	21	174	21	175	21
C1	223	27	223	27	223	27	223	27	224	27	223	27
C2	195	24	195	24	195	24	196	24	196	24	196	24
DE	222	27	222	27	223	27	222	27	222	27	223	27
Working F/T	491	60	492	60	492	60	492	60	493	60	493	60
Not Working	323	40	323	40	323	40	324	40	323	40	324	40

Male Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	984	100	985	100	986	100	987	100	987	100	987	100
Age												
4 - 15	167	17	167	17	167	17	167	17	167	17	167	17
16 - 24	121	12	121	12	121	12	121	12	121	12	121	12
25 - 34	130	13	130	13	131	13	131	13	131	13	131	13
35 - 44	165	17	166	17	166	17	166	17	166	17	166	17
45 - 54	134	14	134	14	134	14	134	14	135	14	134	14
55 - 64	125	13	125	13	125	13	126	13	125	13	126	13
65 +	142	14	142	14	142	14	142	14	142	14	142	14
Adults												
Total	817	100	818	100	819	100	820	100	820	100	820	100
AB	175	21	175	21	175	21	176	21	176	21	176	21
C1	224	27	224	27	224	27	224	27	224	27	224	27
C2	196	24	196	24	196	24	197	24	196	24	196	24
DE	222	27	223	27	224	27	223	27	224	27	224	27
Working F/T	493	60	494	60	494	60	495	60	495	60	495	60
Not Working	324	40	324	40	325	40	325	40	325	40	325	40

Female Individuals in TV Households												
Projections for	Jan 06		Feb 06		Mar 06		Apr 06		May 06		Jun 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1027	100	1028	100	1029	100	1030	100	1030	100	1031	100
Age												
4 - 15	159	15	159	15	159	15	160	16	159	15	159	15
16 - 24	115	11	115	11	116	11	114	11	114	11	115	11
25 - 34	138	13	138	13	138	13	139	13	139	13	139	13
35 - 44	170	17	170	17	170	17	170	17	171	17	170	16
45 - 54	141	14	141	14	141	14	142	14	142	14	142	14
55 - 64	122	12	122	12	122	12	122	12	122	12	123	12
65 +	182	18	183	18	183	18	183	18	183	18	183	18
Adults												
Total	868	100	869	100	870	100	870	100	871	100	872	100
AB	176	20	176	20	177	20	176	20	177	20	177	20
C1	244	28	244	28	244	28	245	28	245	28	245	28
C2	164	19	165	19	165	19	164	19	165	19	165	19
DE	284	33	284	33	284	33	285	33	284	33	285	33
Working F/T	266	31	266	31	267	31	267	31	266	31	268	31
Not Working	602	69	603	69	603	69	603	69	605	69	604	69

Female Individuals in TV Households												
Projections for	Jul 06		Aug 06		Sep 06		Oct 06		Nov 06		Dec 06	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1032	100	1033	100	1033	100	1034	100	1035	100	1036	100
Age												
4 - 15	159	15	159	15	160	15	160	15	160	15	160	15
16 - 24	115	11	116	11	115	11	116	11	116	11	116	11
25 - 34	139	13	139	13	139	13	138	13	139	13	139	13
35 - 44	171	17	171	17	171	17	171	17	171	17	172	17
45 - 54	142	14	142	14	142	14	144	14	142	14	142	14
55 - 64	123	12	123	12	123	12	122	12	123	12	123	12
65 +	183	18	183	18	183	18	183	18	184	18	184	18
Adults												
Total	873	100	874	100	873	100	874	100	875	100	876	100
AB	177	20	177	20	177	20	177	20	177	20	178	20
C1	245	28	245	28	246	28	246	28	246	28	246	28
C2	165	19	167	19	165	19	165	19	166	19	166	19
DE	286	33	285	33	285	33	286	33	286	33	286	33
Working F/T	268	31	267	31	268	31	268	31	268	31	269	31
Not Working	605	69	607	69	605	69	606	69	607	69	607	69

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

Appendix C

FIELDWORK AND RESULTS

The tables in this report are based on Establishment Survey interviews carried out between July 2003 and June 2005.

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: Jul 2003 - Jun 2005										
	Total		Mid		E		W		SW	
Addresses Issued	162499		18659		10795		7190		5383	
Shop / Business	2890		277		156		140		102	
Demolished / Incomplete	698		58		49		9		22	
Empty	13089		1146		787		537		344	
Holiday Home	1652		45		72		54		268	
Other Non Effective	4308		445		276		225		214	
Eligible Addresses	139862		16688		9455		6225		4433	
Substitute Addresses	21355		1914		1297		945		803	
Multiple Occupancy Addresses	2120		68		34		16		74	
Additional Households	3113		374		157		70		90	
Total Households	166450	100%	19044	100%	10943	100%	7256	100%	5400	100%
Non Contacts	31657	19%	3007	16%	2185	20%	1787	25%	922	17%
No English Spoken	266	*	43	*	24	*	8	*	1	*
Refusals	22411	13%	2727	14%	1604	15%	599	8%	768	14%
Total Interviews	112116	67%	13267	70%	7130	65%	4862	67%	3709	69%
* = Less than 0.5%										

Response Analysis: Jul 2003 - Jun 2005										
	S		N		NE		NW		Scot	
Addresses Issued	12027		9682		7983		11970		13986	
Shop / Business	191		132		94		160		423	
Demolished / Incomplete	39		27		49		78		90	
Empty	731		542		601		987		1422	
Holiday Home	137		20		108		137		228	
Other Non Effective	378		134		158		277		344	
Eligible Addresses	10551		8827		6973		10331		11479	
Substitute Addresses	1403		835		958		1530		2415	
Multiple Occupancy Addresses	96		49		34		46		288	
Additional Households	296		121		91		280		384	
Total Households	12346	100%	9832	100%	8056	100%	12187	100%	14566	100%
Non Contacts	2411	20%	1376	20%	1342	17%	2686	22%	1931	13%
No English Spoken	8	*	1	*	2	*	11	*	4	*
Refusals	1998	16%	1296	14%	949	12%	1626	13%	1709	12%
Total Interviews	7929	64%	7159	67%	5763	72%	7864	65%	10922	75%
* = Less than 0.5%										

Response Analysis: Jul 2003 - Jun 2005										
	Uls		Wal		Lon		SE			
Addresses Issued	8953		19584		31222		5065			
Shop / Business	192		380		543		100			
Demolished / Incomplete	67		97		96		17			
Empty	652		3322		1683		335			
Holiday Home	46		404		100		33			
Other Non Effective	277		854		545		181			
Eligible Addresses	7719		14527		28255		4399			
Substitute Addresses	770		4927		2902		656			
Multiple Occupancy Addresses	8		113		1235		59			
Additional Households	244		537		368		101			
Total Households	8741	100%	20104	100%	32760	100%	5215	100%		
Non Contacts	1661	19%	2295	11%	9062	28%	992	19%		
No English Spoken	3	*	11	*	139	*	11	*		
Refusals	517	6%	1734	9%	5800	18%	1084	21%		
Total Interviews	6560	75%	16064	80%	17759	54%	3128	60%		
* = Less than 0.5%										

Appendix D

DEFINITIONS

BBC AREAS

The tables given in this report refer to BBC areas, as defined by BARB at the date of the survey.

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.

MULTICHANNEL HOUSEHOLDS

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

DSAT / DTT / Cable

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

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

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

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

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

REMOTE CONTROL SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

In the report tables, working F/T is defined as those working 30 or more hours per week while working P/T is defined as those working between 8 and 29 hours per week (the working category in the projected tables include those working 8 or more hours per week). Adults and housewives working less than 8 hours per week or in full time education are included in the “not working” groups.

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2003 to June 2005.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Multichannel
All Areas	112116	109688	13996
London	17780	17205	2598
South East	3201	3157	486
Midlands	13256	13000	1777
East	7137	7014	971
West	5066	4993	527
South West	3476	3412	422
South	7866	7714	1212
North	7150	7009	1231
North East	5804	5711	867
North West	7869	7724	1609
Scotland	10910	10697	1206
Ulster	6560	6322	300
Wales	16041	15730	791
Midlands West	9828	9630	1301
Midlands East	3428	3370	476

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households
<i>All Areas</i>	227589
London	34499
South East	6606
Midlands	27361
East	14561
West	10275
South West	7437
South	16396
North	14925
North East	12286
North West	15794
Scotland	22774
Ulster	12144
Wales	32531
Midlands West	20226
Midlands East	7135

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals In Multichannel Households
All Areas	264519	260382	36881
London	43809	42758	6959
South East	7590	7521	1304
Midlands	31869	31398	4785
East	16618	16411	2541
West	11746	11621	1390
South West	7907	7800	1078
South	18390	18135	3137
North	16969	16718	3321
North East	13261	13115	2210
North West	18294	18041	4169
Scotland	24610	24257	3049
Ulster	16215	15833	894
Wales	37241	36774	2044
Midlands West	23557	23215	3537
Midlands East	8312	8183	1248

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults in Multichannel Households
All Areas	211590	208072	28530
London	34435	33568	5339
South East	6076	6017	995
Midlands	25259	24872	3654
East	13423	13250	1978
West	9511	9403	1080
South West	6397	6309	834
South	14993	14762	2460
North	13306	13102	2550
North East	10716	10594	1742
North West	14619	14413	3254
Scotland	20066	19759	2391
Ulster	12735	12389	654
Wales	30054	29634	1599
Midlands West	18683	18394	2695
Midlands East	6576	6478	959

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	128112	136407	125911	134471
London	21236	22573	20697	22061
South East	3659	3931	3618	3903
Midlands	15553	16316	15294	16104
East	8161	8457	8056	8355
West	5721	6025	5656	5965
South West	3838	4069	3788	4012
South	8908	9482	8781	9354
North	8229	8740	8095	8623
North East	6422	6839	6340	6775
North West	8872	9422	8724	9317
Scotland	11800	12810	11595	12662
Ulster	7732	8483	7542	8291
Wales	17981	19260	17725	19049
Midlands West	11471	12086	11286	11929
Midlands East	4082	4230	4008	4175

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	100753	110837	98844	109228
London	16405	18030	15952	17616
South East	2895	3181	2858	3159
Midlands	12185	13074	11965	12907
East	6491	6932	6402	6848
West	4542	4969	4489	4914
South West	3036	3361	2995	3314
South	7206	7787	7088	7674
North	6337	6969	6224	6878
North East	5095	5621	5023	5571
North West	6939	7680	6815	7598
Scotland	9440	10626	9256	10503
Ulster	5969	6766	5797	6592
Wales	14213	15841	13980	15654
Midlands West	9016	9667	8854	9540
Midlands East	3169	3407	3111	3367

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 2004 and June 2005. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

In this way top-line Multichannel estimates for June 2005 in this report accord with estimates used in processing BARB panel data in June 2005. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

T_m = "Actual" estimate of trend from quarter m-1 to quarter m

$$= U_m - SU_{m-1}$$

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2006

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

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

Appendix J

The Questionnaire (June 2005)

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

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

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

<p>4c. Do you have any video <u>players</u> that can only play back and not record? Yes No</p>	SP
IF NO VIDEO RECORDERS AT Q4A SKIP TO Q6b2	
<p>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</p> <p>Is this video recorder...</p> <ul style="list-style-type: none"> 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
<p>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.</p> <ul style="list-style-type: none"> DVD player DVD recorder No 	MP SP
IF DVD RECORDER (CODE 2 AT Q6b2) ASK Q6c, OTHERWISE GO TO Q7	
<p>6c. How many DVD recorders do you have? WRITE IN ></p>	
IF NO DVD RECORDERS AT Q6c SKIP TO Q7	
<p>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</p> <p>Is this DVD recorder...</p> <ul style="list-style-type: none"> 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 SWITCH TO WIDESCREEN**

- Standard
- Widescreen
- Don't know

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

<p>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)</p> <ul style="list-style-type: none"> ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV) 	MP
<p>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.</p>	
<p>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</p> <ul style="list-style-type: none"> 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
<p>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</p>	
<p>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?)</p> <ul style="list-style-type: none"> Yes No 	SP
<p>IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b</p>	
<p>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:</p> <ol style="list-style-type: none"> 1) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box, for example a Sky dish. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a normal aerial and digital box – the digital box simply connects to your TV and rooftop or indoor aerial and gives you a selection of about 30 channels. This service is now known as Freeview (formerly ITV Digital) and you do not need a satellite dish or cable connection to a TV supplier to receive these channels. <p>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.</p>	
<p>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.</p> <ul style="list-style-type: none"> A satellite dish, for example a Sky dish A connection to a cable TV Supplier A normal aerial and digital box (now known as Freeview) A television which has digital reception built-in or integrated and needs no set-top box None of these 	MP

ASK ALL		
17c.	SHOW CARD H Which of these ranges shows the number of additional channels, apart from BBC1 BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW) , that this set receives? 0 1-2 3-5 6-10 11-20 21-50 More than 50	SP
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		
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 <small>CODE 1 REDUNDANT</small> 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 (now known as Freeview, formerly ITV Digital) Digital Satellite (i.e. Sky digital) Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d. IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b, Q20a AND Q20b) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K4 in turn. Which of the following channels are received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN ROTATE ORDER OF SHOW CARDS	
SHOW CARD K1 BBC 3 BBC 4 ITV 2 E4 Sky One UKTV Gold UKTV Style Discovery Home and Leisure Paramount Comedy Channel Hallmark	SHOW CARD K2 Sci-Fi Challenge TV Living UKTV Documentary Discovery Channel National Geographic Sky Movies Sky Cinema TCM	

SHOW CARD K3 Nickleodeon Cartoon Network Fox Kids The Disney Channel Bravo CBBC CBeebies MTV VH-1 The Box	SHOW CARD K4 Sky News BBC News 24 ITV News (formerly ITN News) Sky Sports 1 Sky Sports 2 Sky Sports 3 Sky Sports Extra British Eurosport
--	---

IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b/Q20a/Q20b ASK Q17c2 (IF Q17b = 1 and Q20a = 2) or Q17c3 (IF Q17b = 3 or Q20b = 1) or Q17c4 (IF Q17b = 2 and Q20a = 2) OTHERWISE ASK Q17d		
17c2.	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP
17c3.	Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? Yes No	SP
17c4.	Some of the channels you have stated are not available unless you receive digital cable, for example (ENTER 1ST 3 CONFLICT CHANNELS CODED). Is it possible you receive digital cable? Yes No	SP
IF YES (CODE 1 AT Q17c3) STATE In that case I need to ask you a couple of questions again. ASK Q17b, Q20a and Q20b AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.		
IF SATELLITE DISH (CODE 1 AT Q17b) ASK 17d		
17d.	Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households	SP
ASK ALL WITH ADDITIONAL CHANNELS		
17e.	SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a.	SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	MP
IF 2+ CODES AT Q17b ASK Q20f, ELSE SKIP TO Q22A. (Do not show code 1 if Q17b code 4 and Q20, 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

<p>22c. SHOW CARD L. Which of the statements on this card best describes the reception for the additional channels you receive?</p> <p>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</p>	<p>SP</p>
<p>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.</p> <p>Newsline Look East Look North (Leeds) Look North (Newcastle) Midlands Today East Midlands Today North West Tonight Points West Reporting Scotland South Today Spotlight Wales Today BBC London News South East Today Look North (Hull)</p>	<p>MP</p>
<p>REPEAT Q7 TO Q23 FOR ALL OTHER SETS</p>	
<p>IF SATELLITE DISH (CODE 1 AT Q17b OR CODE 2 AT Q20b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a</p>	
<p>24a. For how long have you received additional channels by satellite dish at this address?</p> <p>1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +</p>	
<p>IF (Q17b = 1 and Q20a = 3) OR (Q20b = 2) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24c</p>	
<p>24b. For how long have you received <i>digital</i> satellite services at this address?</p> <p>1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +</p> <p>24c. SHOW CARD N What type of satellite dish do you have?</p> <p>A fixed dish to receive Astra/Sky only A fixed dish to receive Astra / Sky and another satellite (eg. Eutelstat) A movable or tracking dish able to receive stations from more than one satellite Other type Don't know</p>	
<p>24e. Do your household pay a subscription for your satellite channels or do you just receive the free channels?</p> <p>Pay subscription Receive free channels only Don't know/Not sure</p>	

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	

<p>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?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p>	
<p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p> <p>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</p>	
<p>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?</p> <p style="padding-left: 40px;">Exclusive Shared</p> <p>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</p>	SP
<p>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?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p> <p>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</p>	
<p>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?</p> <p style="padding-left: 40px;">Exclusive Shared</p> <p>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30c</p> <p>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?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p> <p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p>	SP
<p>ASK ALL</p>	
<p>30c Now I would like you to tell me about any other set-top-boxes in your household that are not currently in use, whatever their condition. Are there any set-top-boxes in your household that are not currently in use?</p> <p style="padding-left: 40px;">Yes No</p>	SP
<p>IF YES AT Q30c ASK Q30d</p>	
<p>30d With which of these reception methods are they associated? READ OUT</p> <p style="padding-left: 40px;">Satellite Cable Digital via a normal aerial</p>	MP

<p>ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f</p> <p>30e. Is the satellite reception method digital? Yes No</p>	SP
<p>ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g</p> <p>30f. Is the cable reception method digital? Yes No</p>	SP
<p>ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d</p>	
<p>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> _____</p>	
<p>ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g</p>	
<p>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</p>	SP
<p>30i Do you have a second home either in the UK or abroad? Yes – UK Yes - abroad No</p>	MP (SP)
<p>IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j</p>	
<p>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</p>	MP
<p>Now some questions about other ways that television sets can be used and ways in which television signals can be received.</p>	
<p>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</p> <p>31b. Do you have any other equipment that uses the screen of your TV set(s)? Yes No</p>	
<p>IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31c. OTHERWISE SKIP TO Q31d</p>	
<p>31c Does your computer (do any of your computers) ever use the screen of your TV set(s)? Yes No</p>	SP
<p>IF "GAMES COMPUTER/CONSOLE" (CODE 2 AT Q31a) ASK Q31d. OTHERWISE SKIP TO Q31e.</p>	
<p>31d Does your games computer / console (do any of your games computer / consoles ever use the screen of your TV set(s)? Yes No</p>	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 with (any of) your TV set(s) (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	<p>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.</p> <p>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:</p>	
<p>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</p> <p>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</p>		
<p>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.</p>		
<p>WRITE IN (2 DIGITS REQUIRED)</p>		
<p>IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40</p>		
38.	<p>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?</p> <p>ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</p> <p>ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)</p>	SP
<p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"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)</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN</p>		
<p>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</p>		

<p>40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)? ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</p> <p>UTV RTE/TV3/TG4</p> <p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?"</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN</p>	
<p>IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43</p>	
<p>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</p> <p>Channel 4 S4C</p> <p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"</p>	SP
<p>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.</p>	
<p>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.</p> <p>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</p>	
<p>44. Record sex of respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS) (MAY NOT BE BLANK)</p> <p>Male Female</p>	SP
<p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p>	
<p>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.</p> <p>Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+</p> <p>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p> <p>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</p>	
<p>47. Record marital status of household member (MAY NOT BE BLANK)</p> <p>Married/living as married Single/widowed/divorced/separated</p>	SP

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

55e	<p>SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes?</p> <p>Yes No</p>	SP
55d	<p>SHOW CARD UUU. Does household member have any long-term disability, health problem or illness which limits their daily activities or the work they can do?</p> <p>Yes No</p>	SP
<p>64.SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to?</p> <p>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</p>		SP
<p>IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56</p>		
55f	<p>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)</p> <p>Welsh English Welsh and English equally Welsh and other language other than English (equally) Other</p>	SP
<p>IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)</p>		
56	<p>Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older.</p> <p>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.</p>	
57	<p>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.</p> <p>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.</p>	
58	<p>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).</p> <p>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.</p>	

<p>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</p> <p>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</p>	
<p>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</p> <p>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</p>	
<p>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</p>	
<p>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</p> <p>READ OUT</p> <p>Retired/pensioner/widow/on a pension Full time housewife Unemployed/redundant</p>	<p>SP</p>
<p>IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C</p>	
<p>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</p> <p>Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?</p>	<p>SP</p>
<p>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</p>	
<p>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</p> <p>Less than 6 months More than 6 months</p>	<p>SP</p>
<p>IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</p>	
<p>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</p> <p>In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education</p>	<p>SP</p>
<p>PLEASE NOW SKIP TO Q61</p>	
<p>60e. Is thatREAD OUT</p> <p>Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?</p>	<p>SP</p>
<p>IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G</p>	
<p>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)</p>	
<p>61a. What type of firm or organisation does (did) he/she work in? WRITE IN</p> <p>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</p>	

<p>61b2. Is/(Was) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she self employed? PLEASE GIVE DETAILS. Yes No</p>	
IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c	
<p>61b3. How many staff does/(did) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK</p>	
<p>61c. What jobs does/(did) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she actually do? PLEASE GIVE DETAILS. WRITE IN</p>	
<p>61d. Is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No</p>	SP
ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G	
<p>61e. How many people work at the place? ENTER NUMERICAL RESPONSE DK</p>	
<p>61f. How many people is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) he/she responsible for? ENTER NUMERICAL RESPONSE DK</p>	
<p>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</p>	
BRING UP SUMMARY SCREEN FOR Q61a-g	
<p>62. CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</p>	
<p>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</p>	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64	
<p>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</p>	
<p>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</p>	
65. RECORD INTERVIEW LENGTH IN MINUTES	
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.	

