

Establishment Survey of TV Homes

BBC Area Report

June 2006



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 2004 and June 2006.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2006, whilst the second contains projections of key demographic data for each month of 2007. 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

	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	25799	100	25175	100
Receiving ITV	25175	98	25175	100
Receiving any CH4	25125	97	25125	100
Receiving five	23237	90	23237	92
Receiving BBC1	25175	98	25175	100
Receiving BBC2	25175	98	25175	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		25799	100	25175	100	17696	100
			100		98		69
					100		70
Social Class :-							
AB		5214	20	5120	20	3996	23
C1		7023	27	6856	27	5078	29
C2		4792	19	4726	19	3685	21
D		4193	16	4102	16	3001	17
E		4577	18	4371	17	1937	11
Housewife Age :-							
Under 25		1383	5	1298	5	844	5
25 - 34		4125	16	3961	16	3063	17
35 - 44		5304	21	5188	21	4204	24
45 - 54		4503	17	4413	18	3514	20
55 - 64		4227	16	4154	17	3042	17
65 +		6257	24	6161	24	3028	17
Size of Household :-							
1		8241	32	7824	31	3750	21
2		8671	34	8557	34	6394	36
3		3908	15	3865	15	3197	18
4		3381	13	3356	13	2956	17
5 +		1597	6	1573	6	1399	8
Average Household Size		2.30		2.32		2.57	
Children :-							
Without		19128	74	18580	74	12022	68
With		6671	26	6595	26	5674	32
0 - 3		2306	9	2270	9	1925	11
4 - 9		3213	12	3179	13	2769	16
10 - 15		3388	13	3358	13	2941	17

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		25175	100
Possessing:-	Teletext Set	22758	90
	Portable Set	13547	54
Screen Size :-	Under 20"	14541	58
	20 to 29"	19757	78
	30" and over	5418	22
Household with :-	Single Set	9164	36
	2 Sets	8953	36
	3 Sets	4314	17
	4 Sets	1823	7
	5+ Sets	922	4
VCRs :-	Without	6429	26
	With	18746	74
	With 1	13607	54
	With 2+	5139	20

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		52061	100
Which are :-	Teletext Set	39599	76
	Portable Set	20035	38
Screen Size :-	Under 20"	22100	42
	20 to 29"	23686	45
	30" and over	5770	11
VCR Connected		25358	49

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	59417	100	58401	100	45452	100
Age :-						
0 - 3	2731	5	2684	5	2270	5
4 - 9	4233	7	4183	7	3650	8
10 - 15	4537	8	4495	8	3911	9
16 - 19	3013	5	2974	5	2513	6
20 - 24	3705	6	3578	6	2771	6
25 - 34	7699	13	7464	13	5942	13
35 - 44	9238	16	9086	16	7601	17
45 - 54	7829	13	7713	13	6279	14
55 - 64	7150	12	7059	12	5424	12
65 +	9282	16	9167	16	5092	11
Adults :- Total	47916	100	47040	100	35621	100
AB	10421	22	10274	22	8400	24
C1	13372	28	13107	28	10180	29
C2	9864	21	9773	21	7963	22
D	7919	17	7789	17	6069	17
E	6340	13	6097	13	3009	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29135	100	30282	100	28558	100	29844	100
Age :-								
0 - 15	5893	20	5608	19	5824	20	5537	19
16 - 24	3404	12	3314	11	3321	12	3231	11
25 - 34	3820	13	3879	13	3675	13	3789	13
35 - 44	4560	16	4679	15	4468	16	4618	15
45 - 54	3867	13	3962	13	3794	13	3918	13
55 - 64	3506	12	3644	12	3449	12	3610	12
65 +	4085	14	5197	17	4027	14	5140	17
Adults :-	23241	100	24675	100	22733	100	24307	100
AB	5259	23	5162	21	5174	23	5100	21
C1	6330	27	7042	29	6185	27	6922	28
C2	5272	23	4592	19	5205	23	4569	19
D	3886	17	4033	16	3810	17	3979	16
E	2494	11	3846	16	2359	10	3737	15
Working F/T	14012	60	7780	32	13788	61	7688	32
Working P/T	706	3	4101	17	688	3	4070	17
Not Working	8523	37	12794	52	8257	36	12549	52
Housewives :-	5175	100	20624	100	4863	100	20312	100
Working F/T	2291	44	6157	30	2166	45	6079	30
Working P/T	185	4	3821	19	173	4	3793	19
Not Working	2700	52	10646	52	2523	52	10440	51

London

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	4814	100	4631	100	
Receiving ITV	4631	96	4631	100	
Receiving any CH4	4616	96	4616	100	
Receiving five	4486	93	4486	97	
Receiving BBC1	4631	96	4631	100	
Receiving BBC2	4631	96	4631	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4814	100	4631	100	3203	100
		100		96		67
				100		69
Social Class :-						
AB	1331	28	1295	28	998	31
C1	1399	29	1344	29	962	30
C2	722	15	707	15	554	17
D	558	12	533	12	334	10
E	804	17	751	16	355	11
Housewife Age :-						
Under 25	266	6	242	5	139	4
25 - 34	1005	21	946	20	681	21
35 - 44	1102	23	1061	23	826	26
45 - 54	800	17	779	17	606	19
55 - 64	665	14	648	14	473	15
65 +	976	20	954	21	478	15
Size of Household :-						
1	1643	34	1513	33	727	23
2	1413	29	1386	30	1036	32
3	723	15	713	15	565	18
4	685	14	678	15	582	18
5 +	349	7	341	7	293	9
Average Household Size	2.34		2.37		2.62	
Children :-						
Without	3535	73	3373	73	2162	67
With	1278	27	1258	27	1041	33
0 - 3	492	10	481	10	396	12
4 - 9	613	13	602	13	506	16
10 - 15	609	13	601	13	506	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		4631	100
Possessing:-	Teletext Set	3800	82
	Portable Set	2255	49
Screen Size :-	Under 20"	2555	55
	20 to 29"	3325	72
	30" and over	1036	22
Household with :-	Single Set	1939	42
	2 Sets	1505	33
	3 Sets	712	15
	4 Sets	308	7
	5+ Sets	167	4
VCRs :-	Without	1332	29
	With	3298	71
	With 1	2399	52
	With 2+	900	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		9148	100
Which are :-	Teletext Set	6345	69
	Portable Set	3242	35
Screen Size :-	Under 20"	3825	42
	20 to 29"	3943	43
	30" and over	1112	12
VCR Connected		4467	49

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	11270	100	10975	100	8399	100
Age :-						
0 - 3	596	5	581	5	476	6
4 - 9	816	7	799	7	679	8
10 - 15	823	7	810	7	682	8
16 - 19	533	5	523	5	423	5
20 - 24	740	7	707	6	537	6
25 - 34	1929	17	1845	17	1364	16
35 - 44	1901	17	1850	17	1493	18
45 - 54	1387	12	1358	12	1094	13
55 - 64	1097	10	1078	10	833	10
65 +	1449	13	1424	13	818	10
Adults :- Total	9036	100	8785	100	6562	100
AB	2663	29	2609	30	2096	32
C1	2654	29	2570	29	1938	29
C2	1492	17	1473	17	1223	19
D	1079	12	1045	12	720	11
E	1148	13	1087	12	585	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5574	100	5696	100	5410	100	5565	100
Age :-								
0 - 15	1135	20	1100	19	1112	21	1079	19
16 - 24	634	11	639	11	615	11	616	11
25 - 34	990	18	939	16	938	17	907	16
35 - 44	963	17	938	16	934	17	916	16
45 - 54	688	12	698	12	670	12	688	12
55 - 64	532	10	565	10	520	10	558	10
65 +	631	11	817	14	622	11	802	14
Adults :-	4440	100	4596	100	4298	100	4487	100
AB	1368	31	1295	28	1337	31	1273	28
C1	1258	28	1395	30	1216	28	1355	30
C2	806	18	686	15	791	18	682	15
D	543	12	536	12	524	12	521	12
E	464	10	684	15	430	10	656	15
Working F/T	2833	64	1634	36	2764	64	1599	36
Working P/T	158	4	659	14	152	4	651	15
Not Working	1448	33	2303	50	1382	32	2237	50
Housewives :-	1145	100	3669	100	1053	100	3578	100
Working F/T	610	53	1224	33	569	54	1196	33
Working P/T	50	4	596	16	45	4	589	16
Not Working	486	42	1848	50	438	42	1793	50

South East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	879	100	864	100	
Receiving ITV	864	98	864	100	
Receiving any CH4	863	98	863	100	
Receiving five	644	73	644	75	
Receiving BBC1	864	98	864	100	
Receiving BBC2	864	98	864	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	879	100	864	100	606	100	
		100		98		69	
				100		70	
Social Class :-							
AB	203	23	200	23	145	24	
C1	276	31	272	32	181	30	
C2	177	20	174	20	142	24	
D	129	15	127	15	91	15	
E	94	11	90	10	46	8	
Housewife Age :-							
Under 25	36	4	35	4	22	4	
25 - 34	112	13	110	13	86	14	
35 - 44	173	20	170	20	152	25	
45 - 54	155	18	152	18	112	18	
55 - 64	159	18	155	18	113	19	
65 +	245	28	241	28	122	20	
Size of Household :-							
1	273	31	263	31	128	21	
2	302	34	300	35	215	35	
3	130	15	128	15	115	19	
4	118	13	117	14	103	17	
5 +	56	6	55	6	45	7	
Average Household Size	2.32		2.33		2.57		
Children :-							
Without	649	74	636	74	409	67	
With	230	26	228	26	198	33	
0 - 3	78	9	77	9	72	12	
4 - 9	111	13	111	13	95	16	
10 - 15	119	13	117	14	98	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		864	100
Possessing:-	Teletext Set	780	90
	Portable Set	454	53
Screen Size :-	Under 20"	484	56
	20 to 29"	682	79
	30" and over	166	19
Household with :-	Single Set	343	40
	2 Sets	311	36
	3 Sets	139	16
	4 Sets	45	5
	5+ Sets	26	3
VCRs :-	Without	147	17
	With	716	83
	With 1	517	60
	With 2+	199	23

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1762	100
Which are :-	Teletext Set	1325	75
	Portable Set	686	39
Screen Size :-	Under 20"	753	43
	20 to 29"	818	46
	30" and over	177	10
VCR Connected		1011	57

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2040	100	2015	100	1560	100
Age :-						
0 - 3	91	4	91	4	84	5
4 - 9	153	7	152	8	126	8
10 - 15	163	8	161	8	137	9
16 - 19	93	5	93	5	78	5
20 - 24	105	5	105	5	76	5
25 - 34	214	10	211	10	178	12
35 - 44	311	15	307	15	275	18
45 - 54	274	13	271	13	205	13
55 - 64	274	13	269	13	204	13
65 +	362	18	357	18	198	12
Adults :- Total	1633	100	1611	100	1214	100
AB	408	25	402	25	303	25
C1	504	31	498	31	355	29
C2	357	22	354	22	301	25
D	238	15	235	15	187	16
E	126	8	121	8	69	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1006	100	1034	100	992	100	1023	100
Age :-								
0 - 15	218	22	188	18	217	22	187	18
16 - 24	103	10	96	9	103	10	95	9
25 - 34	105	10	109	11	103	10	107	10
35 - 44	152	15	160	15	149	15	158	15
45 - 54	134	13	141	14	132	13	139	14
55 - 64	139	14	135	13	135	14	134	13
65 +	156	16	206	20	153	15	204	20
Adults :-	788	100	845	100	775	100	836	100
AB	205	26	202	24	203	26	199	24
C1	233	30	271	32	230	30	269	32
C2	191	24	167	20	188	24	166	20
D	114	14	124	15	112	14	123	15
E	45	6	81	10	42	5	79	9
Working F/T	478	61	244	29	472	61	241	29
Working P/T	29	4	157	19	29	4	155	19
Not Working	281	36	444	53	274	35	440	53
Housewives :-	165	100	714	100	156	100	708	100
Working F/T	76	46	187	26	72	46	185	26
Working P/T	8	5	148	21	8	5	146	21
Not Working	81	49	379	53	76	49	376	53

Midlands

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	3441	100	3363	100	
Receiving ITV	3363	98	3363	100	
Receiving any CH4	3357	98	3357	100	
Receiving five	3282	95	3282	98	
Receiving BBC1	3363	98	3363	100	
Receiving BBC2	3363	98	3363	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	3441	100	3363	100	2275	100	
		100		98		66	
				100		68	
Social Class :-							
AB	642	19	633	19	489	21	
C1	878	26	861	26	626	28	
C2	664	19	654	19	483	21	
D	622	18	607	18	450	20	
E	635	18	608	18	228	10	
Housewife Age :-							
Under 25	191	6	178	5	119	5	
25 - 34	529	15	511	15	404	18	
35 - 44	697	20	683	20	532	23	
45 - 54	606	18	593	18	463	20	
55 - 64	576	17	568	17	396	17	
65 +	842	24	829	25	360	16	
Size of Household :-							
1	1051	31	1002	30	442	19	
2	1179	34	1165	35	800	35	
3	547	16	540	16	452	20	
4	452	13	449	13	399	18	
5 +	211	6	206	6	184	8	
Average Household Size	2.32		2.34		2.63		
Children :-							
Without	2536	74	2469	73	1503	66	
With	905	26	894	27	772	34	
0 - 3	314	9	310	9	259	11	
4 - 9	435	13	429	13	369	16	
10 - 15	458	13	452	13	394	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		3363	100
Possessing:-	Teletext Set	3099	92
	Portable Set	1834	55
Screen Size :-	Under 20"	1861	55
	20 to 29"	2690	80
	30" and over	713	21
Household with :-	Single Set	1255	37
	2 Sets	1221	36
	3 Sets	552	16
	4 Sets	235	7
	5+ Sets	99	3
VCRs :-	Without	724	22
	With	2639	78
	With 1	1936	58
	With 2+	703	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		6936	100
Which are :-	Teletext Set	5537	80
	Portable Set	2761	40
Screen Size :-	Under 20"	2829	41
	20 to 29"	3245	47
	30" and over	771	11
VCR Connected		3569	51

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	7998	100	7859	100	5986	100
Age :-						
0 - 3	372	5	366	5	310	5
4 - 9	582	7	572	7	490	8
10 - 15	622	8	614	8	535	9
16 - 19	408	5	401	5	343	6
20 - 24	510	6	491	6	394	7
25 - 34	987	12	960	12	780	13
35 - 44	1224	15	1203	15	970	16
45 - 54	1047	13	1031	13	825	14
55 - 64	991	12	980	12	722	12
65 +	1257	16	1241	16	617	10
Adults :- Total	6423	100	6307	100	4651	100
AB	1272	20	1256	20	1024	22
C1	1699	26	1670	26	1279	28
C2	1372	21	1359	22	1065	23
D	1185	18	1164	18	915	20
E	895	14	858	14	368	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3933	100	4066	100	3852	100	4007	100
Age :-								
0 - 15	801	20	775	19	790	21	762	19
16 - 24	468	12	450	11	453	12	439	11
25 - 34	487	12	500	12	469	12	491	12
35 - 44	613	16	611	15	602	16	601	15
45 - 54	517	13	530	13	506	13	525	13
55 - 64	494	13	496	12	488	13	492	12
65 +	553	14	704	17	544	14	697	17
Adults :-	3132	100	3291	100	3062	100	3245	100
AB	642	21	630	19	634	21	622	19
C1	822	26	877	27	804	26	866	27
C2	729	23	643	20	718	23	641	20
D	591	19	595	18	578	19	586	18
E	348	11	546	17	328	11	530	16
Working F/T	1910	61	1008	31	1880	61	998	31
Working P/T	89	3	573	17	88	3	570	18
Not Working	1133	36	1710	52	1094	36	1677	52
Housewives :-	670	100	2771	100	630	100	2732	100
Working F/T	296	44	819	30	280	44	810	30
Working P/T	23	3	538	19	22	4	534	20
Not Working	350	52	1415	51	328	52	1388	51

East

	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1806	100	1771	100
Receiving ITV	1771	98	1771	100
Receiving any CH4	1768	98	1768	100
Receiving five	1653	92	1653	93
Receiving BBC1	1771	98	1771	100
Receiving BBC2	1771	98	1771	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		1806	100	1771	100	1204	100
			100		98		67
					100		68
Social Class :-							
AB		355	20	351	20	250	21
C1		518	29	507	29	364	30
C2		366	20	362	20	281	23
D		291	16	285	16	203	17
E		275	15	266	15	106	9
Housewife Age :-							
Under 25		84	5	79	4	55	5
25 - 34		277	15	269	15	204	17
35 - 44		350	19	345	19	287	24
45 - 54		317	18	313	18	242	20
55 - 64		324	18	319	18	220	18
65 +		453	25	446	25	195	16
Size of Household :-							
1		539	30	516	29	214	18
2		671	37	663	37	484	40
3		258	14	255	14	209	17
4		240	13	239	14	212	18
5 +		98	5	97	5	84	7
Average Household Size		2.29		2.31		2.58	
Children :-							
Without		1343	74	1312	74	812	67
With		463	26	459	26	391	33
0 - 3		159	9	157	9	135	11
4 - 9		227	13	226	13	196	16
10 - 15		230	13	229	13	202	17

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1771	100
Possessing:-	Teletext Set	1673	94
	Portable Set	971	55
Screen Size :-	Under 20"	1097	62
	20 to 29"	1384	78
	30" and over	382	22
Household with :-	Single Set	610	34
	2 Sets	668	38
	3 Sets	298	17
	4 Sets	131	7
	5+ Sets	64	4
VCRs :-	Without	405	23
	With	1366	77
	With 1	1005	57
	With 2+	361	20

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3705	100
Which are :-	Teletext Set	3011	81
	Portable Set	1460	39
Screen Size :-	Under 20"	1681	45
	20 to 29"	1647	44
	30" and over	399	11
VCR Connected		1861	50

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4137	100	4082	100	3102	100
Age :-						
0 - 3	190	5	187	5	163	5
4 - 9	297	7	296	7	252	8
10 - 15	308	7	306	7	264	9
16 - 19	199	5	197	5	161	5
20 - 24	222	5	213	5	163	5
25 - 34	507	12	496	12	394	13
35 - 44	620	15	613	15	526	17
45 - 54	547	13	540	13	430	14
55 - 64	556	13	550	13	398	13
65 +	692	17	683	17	351	11
Adults :- Total	3342	100	3293	100	2423	100
AB	708	21	702	21	532	22
C1	973	29	957	29	732	30
C2	752	22	743	23	592	24
D	539	16	532	16	408	17
E	370	11	359	11	158	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2035	100	2101	100	2005	100	2077	100
Age :-								
0 - 15	411	20	384	18	408	20	381	18
16 - 24	211	10	210	10	206	10	205	10
25 - 34	248	12	259	12	241	12	255	12
35 - 44	309	15	311	15	304	15	309	15
45 - 54	269	13	278	13	265	13	275	13
55 - 64	266	13	290	14	264	13	286	14
65 +	321	16	370	18	318	16	366	18
Adults :-	1624	100	1718	100	1597	100	1696	100
AB	362	22	346	20	359	22	344	20
C1	461	28	512	30	452	28	505	30
C2	403	25	349	20	397	25	345	20
D	263	16	276	16	259	16	273	16
E	135	8	235	14	130	8	229	14
Working F/T	1027	63	547	32	1013	63	543	32
Working P/T	50	3	298	17	48	3	295	17
Not Working	548	34	873	51	536	34	858	51
Housewives :-	335	100	1471	100	319	100	1452	100
Working F/T	157	47	443	30	149	47	439	30
Working P/T	10	3	282	19	9	3	280	19
Not Working	168	50	746	51	162	51	733	50

West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	957	100	944	100	
Receiving ITV	944	99	944	100	
Receiving any CH4	942	98	942	100	
Receiving five	846	88	846	90	
Receiving BBC1	944	99	944	100	
Receiving BBC2	944	99	944	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	957	100	944	100	654	100	
		100		99		68	
				100		69	
Social Class :-							
AB	154	16	151	16	141	22	
C1	297	31	292	31	202	31	
C2	214	22	211	22	149	23	
D	193	20	192	20	135	21	
E	100	10	97	10	27	4	
Housewife Age :-							
Under 25	48	5	48	5	23	4	
25 - 34	148	16	145	15	104	16	
35 - 44	205	21	202	21	170	26	
45 - 54	168	18	167	18	143	22	
55 - 64	151	16	150	16	112	17	
65 +	236	25	234	25	102	16	
Size of Household :-							
1	296	31	289	31	121	19	
2	349	36	345	36	260	40	
3	125	13	124	13	107	16	
4	127	13	127	13	117	18	
5 +	60	6	60	6	48	7	
Average Household Size	2.29		2.30		2.57		
Children :-							
Without	723	75	711	75	453	69	
With	235	25	234	25	201	31	
0 - 3	72	8	72	8	54	8	
4 - 9	116	12	116	12	104	16	
10 - 15	124	13	123	13	109	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		944	100
Possessing:-	Teletext Set	839	89
	Portable Set	524	56
Screen Size :-	Under 20"	563	60
	20 to 29"	760	81
	30" and over	184	20
Household with :-	Single Set	347	37
	2 Sets	349	37
	3 Sets	156	16
	4 Sets	55	6
	5+ Sets	38	4
VCRs :-	Without	348	37
	With	596	63
	With 1	451	48
	With 2+	145	15

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1943	100
Which are :-	Teletext Set	1416	73
	Portable Set	761	39
Screen Size :-	Under 20"	840	43
	20 to 29"	911	47
	30" and over	184	9
VCR Connected		786	40

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2197	100	2176	100	1683	100
Age :-						
0 - 3	85	4	84	4	65	4
4 - 9	161	7	160	7	143	9
10 - 15	166	8	166	8	146	9
16 - 19	104	5	104	5	90	5
20 - 24	130	6	129	6	83	5
25 - 34	255	12	249	11	190	11
35 - 44	359	16	355	16	308	19
45 - 54	301	14	300	14	252	15
55 - 64	272	12	269	12	223	13
65 +	363	17	360	17	182	11
Adults :- Total	1785	100	1766	100	1329	100
AB	304	17	299	17	293	22
C1	562	31	555	31	394	30
C2	434	24	431	24	320	24
D	349	20	348	20	280	21
E	135	8	132	7	43	3

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1080	100	1117	100	1067	100	1108	100
Age :-								
0 - 15	210	19	202	18	209	20	201	18
16 - 24	124	11	111	10	123	12	109	10
25 - 34	127	12	128	11	124	12	125	11
35 - 44	174	16	185	17	171	16	184	17
45 - 54	146	14	155	14	145	14	154	14
55 - 64	135	12	137	12	133	12	136	12
65 +	164	15	199	18	162	15	198	18
Adults :-	870	100	915	100	859	100	907	100
AB	153	18	151	16	150	17	149	16
C1	270	31	292	32	267	31	288	32
C2	229	26	205	22	227	26	204	23
D	162	19	187	20	161	19	187	21
E	55	6	80	9	53	6	79	9
Working F/T	540	62	251	27	532	62	249	27
Working P/T	23	3	204	22	23	3	202	22
Not Working	307	35	460	50	303	35	456	50
Housewives :-	172	100	785	100	166	100	778	100
Working F/T	78	45	200	26	74	45	199	26
Working P/T	7	4	195	25	7	4	193	25
Not Working	87	51	390	50	85	51	386	50

South West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	826	100	808	100	
Receiving ITV	808	98	808	100	
Receiving any CH4	807	98	807	100	
Receiving five	553	67	553	69	
Receiving BBC1	808	98	808	100	
Receiving BBC2	808	98	808	100	

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		826	100	808	100	546	100
			100		98		66
					100		68
Social Class :-							
AB		166	20	164	20	124	23
C1		224	27	220	27	146	27
C2		165	20	163	20	119	22
D		136	17	134	17	88	16
E		134	16	127	16	69	13
Housewife Age :-							
Under 25		43	5	41	5	25	5
25 - 34		109	13	106	13	83	15
35 - 44		147	18	143	18	114	21
45 - 54		136	16	133	16	97	18
55 - 64		159	19	156	19	104	19
65 +		232	28	229	28	122	22
Size of Household :-							
1		261	32	250	31	125	23
2		305	37	301	37	202	37
3		115	14	114	14	91	17
4		95	11	94	12	82	15
5 +		50	6	50	6	46	8
Average Household Size		2.25		2.27		2.52	
Children :-							
Without		628	76	612	76	380	70
With		197	24	195	24	166	30
0 - 3		69	8	68	8	65	12
4 - 9		94	11	93	11	83	15
10 - 15		102	12	102	13	86	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		808	100
Possessing:-	Teletext Set	711	88
	Portable Set	430	53
Screen Size :-	Under 20"	454	56
	20 to 29"	652	81
	30" and over	135	17
Household with :-	Single Set	330	41
	2 Sets	276	34
	3 Sets	127	16
	4 Sets	51	6
	5+ Sets	23	3
VCRs :-	Without	163	20
	With	644	80
	With 1	515	64
	With 2+	130	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1685	100
Which are :-	Teletext Set	1106	66
	Portable Set	655	39
Screen Size :-	Under 20"	707	42
	20 to 29"	822	49
	30" and over	151	9
VCR Connected		857	51

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1860	100	1831	100	1379	100
Age :-						
0 - 3	84	5	82	4	76	6
4 - 9	121	6	119	6	107	8
10 - 15	137	7	137	7	116	9
16 - 19	88	5	87	5	72	5
20 - 24	110	6	107	6	79	6
25 - 34	208	11	202	11	152	11
35 - 44	253	14	248	14	202	15
45 - 54	239	13	236	13	184	13
55 - 64	268	14	264	14	186	13
65 +	352	19	348	19	205	14
Adults :- Total	1518	100	1493	100	1080	100
AB	323	21	320	21	254	23
C1	432	28	425	28	302	28
C2	327	22	323	22	250	23
D	248	16	245	16	171	16
E	188	12	180	12	103	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	907	100	954	100	890	100	941	100
Age :-								
0 - 15	182	20	161	17	180	20	158	17
16 - 24	98	11	100	10	95	11	99	11
25 - 34	102	11	106	11	99	11	104	11
35 - 44	121	13	132	14	118	13	129	14
45 - 54	119	13	121	13	116	13	120	13
55 - 64	132	15	136	14	129	14	135	14
65 +	154	17	198	21	152	17	196	21
Adults :-	725	100	793	100	709	100	783	100
AB	160	22	163	21	158	22	162	21
C1	202	28	230	29	198	28	227	29
C2	170	23	157	20	167	24	156	20
D	116	16	132	17	115	16	130	17
E	76	10	112	14	72	10	108	14
Working F/T	406	56	223	28	400	56	220	28
Working P/T	27	4	134	17	27	4	134	17
Not Working	291	40	437	55	282	40	429	55
Housewives :-	149	100	676	100	141	100	667	100
Working F/T	61	41	178	26	58	41	176	26
Working P/T	5	3	123	18	5	4	123	18
Not Working	83	56	376	56	78	55	368	55

South

Table 1		Television Reception		
	All Households		Total TV Households	
	000's	%	000's	%
Total	2099	100	2057	100
Receiving ITV	2057	98	2057	100
Receiving any CH4	2055	98	2055	100
Receiving five	1748	83	1748	85
Receiving BBC1	2057	98	2057	100
Receiving BBC2	2057	98	2057	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2099	100	2057	100	1513	100	
		100		98		72	
				100		74	
Social Class :-							
AB	626	30	617	30	480	32	
C1	615	29	601	29	464	31	
C2	370	18	364	18	290	19	
D	271	13	265	13	183	12	
E	217	10	209	10	96	6	
Housewife Age :-							
Under 25	89	4	84	4	55	4	
25 - 34	310	15	299	15	240	16	
35 - 44	430	20	424	21	347	23	
45 - 54	370	18	363	18	297	20	
55 - 64	357	17	352	17	284	19	
65 +	543	26	535	26	289	19	
Size of Household :-							
1	643	31	617	30	310	21	
2	754	36	745	36	608	40	
3	297	14	295	14	239	16	
4	277	13	274	13	234	15	
5 +	128	6	127	6	122	8	
Average Household Size	2.30		2.31		2.53		
Children :-							
Without	1585	76	1549	75	1066	70	
With	514	24	509	25	447	30	
0 - 3	178	8	176	9	151	10	
4 - 9	251	12	248	12	228	15	
10 - 15	260	12	259	13	228	15	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2057	100
Possessing:-	Teletext Set	1861	90
	Portable Set	1123	55
Screen Size :-	Under 20"	1230	60
	20 to 29"	1638	80
	30" and over	377	18
Household with :-	Single Set	728	35
	2 Sets	727	35
	3 Sets	353	17
	4 Sets	172	8
	5+ Sets	78	4
VCRs :-	Without	576	28
	With	1482	72
	With 1	1084	53
	With 2+	398	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4375	100
Which are :-	Teletext Set	3257	74
	Portable Set	1698	39
Screen Size :-	Under 20"	1950	45
	20 to 29"	1997	46
	30" and over	406	9
VCR Connected		2007	46

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4831	100	4762	100	3825	100
Age :-						
0 - 3	210	4	208	4	177	5
4 - 9	332	7	329	7	303	8
10 - 15	359	7	357	8	317	8
16 - 19	232	5	228	5	199	5
20 - 24	278	6	270	6	209	5
25 - 34	582	12	567	12	467	12
35 - 44	762	16	752	16	631	17
45 - 54	656	14	647	14	537	14
55 - 64	608	13	602	13	500	13
65 +	811	17	802	17	485	12
Adults :- Total	3929	100	3868	100	3028	100
AB	1234	31	1218	31	982	32
C1	1166	30	1144	30	917	30
C2	762	19	755	20	636	21
D	494	13	485	13	350	12
E	275	7	266	7	142	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2360	100	2471	100	2327	100	2436	100
Age :-								
0 - 15	455	19	447	18	451	19	443	18
16 - 24	266	11	244	10	261	11	237	10
25 - 34	284	12	298	12	277	12	290	12
35 - 44	375	16	387	16	369	16	383	16
45 - 54	327	14	329	13	322	14	325	13
55 - 64	291	12	317	13	288	12	314	13
65 +	362	15	449	18	358	15	444	18
Adults :-	1905	100	2024	100	1876	100	1993	100
AB	617	32	617	30	609	32	609	31
C1	539	28	627	31	529	28	615	31
C2	408	21	354	17	402	21	352	18
D	242	13	252	12	238	13	247	12
E	99	5	175	9	97	5	169	8
Working F/T	1197	63	642	32	1181	63	636	32
Working P/T	65	3	393	19	63	3	389	20
Not Working	644	34	989	49	631	34	968	49
Housewives :-	376	100	1723	100	360	100	1697	100
Working F/T	174	46	515	30	166	46	509	30
Working P/T	14	4	372	22	14	4	368	22
Not Working	187	50	837	49	180	50	820	48

Yorkshire and Lincolnshire

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2454	100	2396	100
Receiving ITV	2396	98	2396	100
Receiving any CH4	2393	98	2393	100
Receiving five	2304	94	2304	96
Receiving BBC1	2396	98	2396	100
Receiving BBC2	2396	98	2396	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2454	100	2396	100	1625	100	
		100		98		66	
				100		68	
Social Class :-							
AB	348	14	340	14	259	16	
C1	611	25	597	25	444	27	
C2	493	20	489	20	379	23	
D	457	19	452	19	330	20	
E	545	22	518	22	213	13	
Housewife Age :-							
Under 25	157	6	147	6	99	6	
25 - 34	371	15	359	15	268	16	
35 - 44	496	20	485	20	385	24	
45 - 54	419	17	411	17	325	20	
55 - 64	400	16	392	16	279	17	
65 +	610	25	602	25	269	17	
Size of Household :-							
1	752	31	714	30	324	20	
2	864	35	853	36	608	37	
3	367	15	363	15	282	17	
4	327	13	325	14	291	18	
5 +	144	6	141	6	121	7	
Average Household Size	2.31		2.33		2.59		
Children :-							
Without	1795	73	1745	73	1075	66	
With	659	27	651	27	551	34	
0 - 3	223	9	219	9	178	11	
4 - 9	304	12	302	13	262	16	
10 - 15	340	14	337	14	292	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2396	100
Possessing:-	Teletext Set	2263	94
	Portable Set	1446	60
Screen Size :-	Under 20"	1537	64
	20 to 29"	1873	78
	30" and over	569	24
Household with :-	Single Set	759	32
	2 Sets	843	35
	3 Sets	462	19
	4 Sets	219	9
	5+ Sets	113	5
VCRs :-	Without	578	24
	With	1818	76
	With 1	1268	53
	With 2+	550	23

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5155	100
Which are :-	Teletext Set	4042	78
	Portable Set	2160	42
Screen Size :-	Under 20"	2351	46
	20 to 29"	2188	42
	30" and over	598	12
VCR Connected		2460	48

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5673	100	5579	100	4213	100
Age :-						
0 - 3	260	5	255	5	205	5
4 - 9	396	7	393	7	351	8
10 - 15	453	8	448	8	379	9
16 - 19	316	6	313	6	247	6
20 - 24	369	7	353	6	276	7
25 - 34	683	12	665	12	526	13
35 - 44	861	15	848	15	691	16
45 - 54	745	13	735	13	586	14
55 - 64	687	12	678	12	499	12
65 +	900	16	889	16	453	10
Adults :- Total	4563	100	4482	100	3278	100
AB	717	16	705	16	579	18
C1	1172	26	1150	26	902	28
C2	1019	22	1014	23	789	24
D	897	20	888	20	683	21
E	757	17	725	16	326	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2782	100	2891	100	2728	100	2851	100
Age :-								
0 - 15	570	21	539	19	564	21	533	19
16 - 24	343	12	342	12	335	12	331	12
25 - 34	334	12	349	12	321	12	344	12
35 - 44	423	15	438	15	415	15	434	15
45 - 54	373	13	372	13	366	13	368	13
55 - 64	342	12	345	12	337	12	341	12
65 +	396	14	504	17	390	14	500	18
Adults :-	2211	100	2351	100	2164	100	2318	100
AB	360	16	358	15	353	16	353	15
C1	559	25	613	26	547	25	603	26
C2	543	25	476	20	539	25	475	20
D	441	20	457	19	435	20	453	20
E	309	14	448	19	290	13	435	19
Working F/T	1292	58	713	30	1276	59	706	30
Working P/T	59	3	390	17	58	3	388	17
Not Working	860	39	1249	53	830	38	1223	53
Housewives :-	474	100	1980	100	442	100	1954	100
Working F/T	192	41	572	29	183	41	567	29
Working P/T	13	3	363	18	12	3	362	19
Not Working	269	57	1044	53	247	56	1025	52

North East and Cumbria

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1470	100	1446	100
Receiving ITV	1446	98	1446	100
Receiving any CH4	1446	98	1446	100
Receiving five	1386	94	1386	96
Receiving BBC1	1446	98	1446	100
Receiving BBC2	1446	98	1446	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	1470	100	1446	100	1137	100	
		100		98		77	
				100		79	
Social Class :-							
AB	241	16	237	16	192	17	
C1	349	24	342	24	270	24	
C2	281	19	278	19	264	23	
D	258	18	256	18	224	20	
E	341	23	332	23	187	16	
Housewife Age :-							
Under 25	84	6	81	6	68	6	
25 - 34	194	13	190	13	183	16	
35 - 44	286	19	281	19	236	21	
45 - 54	264	18	260	18	236	21	
55 - 64	250	17	248	17	191	17	
65 +	392	27	386	27	223	20	
Size of Household :-							
1	471	32	454	31	267	24	
2	516	35	512	35	422	37	
3	241	16	240	17	220	19	
4	170	12	169	12	161	14	
5 +	73	5	72	5	67	6	
Average Household Size	2.24		2.25		2.44		
Children :-							
Without	1104	75	1082	75	795	70	
With	366	25	364	25	343	30	
0 - 3	121	8	120	8	112	10	
4 - 9	176	12	175	12	165	14	
10 - 15	188	13	187	13	182	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1446	100
Possessing:-	Teletext Set	1346	93
	Portable Set	798	55
Screen Size :-	Under 20"	865	60
	20 to 29"	1113	77
	30" and over	366	25
Household with :-	Single Set	464	32
	2 Sets	519	36
	3 Sets	275	19
	4 Sets	129	9
	5+ Sets	59	4
VCRs :-	Without	405	28
	With	1041	72
	With 1	686	47
	With 2+	355	25

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3107	100
Which are :-	Teletext Set	2444	79
	Portable Set	1237	40
Screen Size :-	Under 20"	1365	44
	20 to 29"	1339	43
	30" and over	391	13
VCR Connected		1508	49

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	3291	100	3253	100	2769	100
Age :-						
0 - 3	139	4	138	4	130	5
4 - 9	220	7	218	7	200	7
10 - 15	247	7	245	8	233	9
16 - 19	176	5	174	5	151	6
20 - 24	204	6	197	6	176	6
25 - 34	364	11	358	11	345	13
35 - 44	495	15	490	15	439	16
45 - 54	463	14	458	14	417	15
55 - 64	418	13	415	13	333	12
65 +	566	17	560	17	345	12
Adults :- Total	2686	100	2652	100	2207	100
AB	476	18	470	18	396	18
C1	656	24	643	24	525	24
C2	571	21	568	21	559	25
D	508	19	504	19	449	20
E	476	18	467	18	278	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1610	100	1681	100	1586	100	1667	100
Age :-								
0 - 15	315	20	291	17	313	20	288	17
16 - 24	193	12	187	11	186	12	185	11
25 - 34	179	11	185	11	174	11	183	11
35 - 44	240	15	255	15	237	15	253	15
45 - 54	228	14	234	14	225	14	233	14
55 - 64	205	13	213	13	203	13	212	13
65 +	251	16	316	19	247	16	313	19
Adults :-	1295	100	1391	100	1273	100	1379	100
AB	239	18	237	17	235	18	235	17
C1	311	24	345	25	302	24	341	25
C2	305	24	267	19	302	24	266	19
D	254	20	254	18	251	20	253	18
E	187	14	289	21	182	14	284	21
Working F/T	738	57	416	30	730	57	413	30
Working P/T	32	2	247	18	32	3	246	18
Not Working	525	41	729	52	511	40	720	52
Housewives :-	283	100	1187	100	269	100	1177	100
Working F/T	105	37	333	28	100	37	330	28
Working P/T	9	3	232	20	9	3	231	20
Not Working	169	60	623	52	161	60	615	52

North West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2832	100	2776	100	
Receiving ITV	2776	98	2776	100	
Receiving any CH4	2768	98	2768	100	
Receiving five	2655	94	2655	96	
Receiving BBC1	2776	98	2776	100	
Receiving BBC2	2776	98	2776	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2832	100	2776	100	2082	100	
		100		98		74	
				100		75	
Social Class :-							
AB	453	16	449	16	390	19	
C1	748	26	737	27	622	30	
C2	511	18	503	18	403	19	
D	518	18	506	18	395	19	
E	602	21	581	21	272	13	
Housewife Age :-							
Under 25	151	5	142	5	102	5	
25 - 34	439	16	421	15	344	17	
35 - 44	579	20	573	21	497	24	
45 - 54	502	18	491	18	412	20	
55 - 64	477	17	470	17	364	17	
65 +	683	24	680	24	363	17	
Size of Household :-							
1	924	33	886	32	459	22	
2	925	33	917	33	744	36	
3	463	16	457	16	390	19	
4	345	12	344	12	315	15	
5 +	175	6	173	6	175	8	
Average Household Size	2.29		2.30		2.55		
Children :-							
Without	2094	74	2047	74	1418	68	
With	738	26	729	26	664	32	
0 - 3	245	9	240	9	215	10	
4 - 9	358	13	356	13	328	16	
10 - 15	392	14	388	14	361	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2776	100
Possessing:-	Teletext Set	2567	92
	Portable Set	1506	54
Screen Size :-	Under 20"	1581	57
	20 to 29"	2264	82
	30" and over	675	24
Household with :-	Single Set	872	31
	2 Sets	1027	37
	3 Sets	541	20
	4 Sets	205	7
	5+ Sets	131	5
VCRs :-	Without	668	24
	With	2108	76
	With 1	1483	53
	With 2+	624	22

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5778	100
Which are :-	Teletext Set	4337	75
	Portable Set	2142	37
Screen Size :-	Under 20"	2334	40
	20 to 29"	2683	46
	30" and over	700	12
VCR Connected		2763	48

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	6481	100	6392	100	5307	100
Age :-						
0 - 3	291	4	284	4	250	5
4 - 9	467	7	463	7	427	8
10 - 15	508	8	503	8	467	9
16 - 19	346	5	342	5	320	6
20 - 24	422	7	410	6	351	7
25 - 34	799	12	775	12	651	12
35 - 44	991	15	982	15	881	17
45 - 54	858	13	846	13	721	14
55 - 64	793	12	783	12	634	12
65 +	1006	16	1002	16	604	11
Adults :- Total	5214	100	5140	100	4163	100
AB	927	18	922	18	839	20
C1	1437	28	1417	28	1241	30
C2	1057	20	1048	20	881	21
D	968	19	953	19	791	19
E	825	16	800	16	411	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3169	100	3312	100	3117	100	3274	100
Age :-								
0 - 15	646	20	621	19	640	21	611	19
16 - 24	392	12	376	11	385	12	368	11
25 - 34	392	12	407	12	376	12	399	12
35 - 44	485	15	505	15	478	15	503	15
45 - 54	425	13	433	13	417	13	429	13
55 - 64	391	12	402	12	383	12	400	12
65 +	439	14	567	17	437	14	564	17
Adults :-	2523	100	2691	100	2477	100	2663	100
AB	462	18	465	17	458	18	464	17
C1	682	27	754	28	672	27	746	28
C2	572	23	485	18	565	23	483	18
D	477	19	491	18	468	19	485	18
E	330	13	495	18	314	13	486	18
Working F/T	1447	57	817	30	1429	58	812	30
Working P/T	88	3	430	16	86	3	428	16
Not Working	988	39	1444	54	962	39	1423	53
Housewives :-	601	100	2231	100	569	100	2207	100
Working F/T	231	38	652	29	219	38	647	29
Working P/T	25	4	394	18	24	4	392	18
Not Working	345	57	1184	53	327	57	1168	53

Scotland

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2280	100	2229	100	
Receiving ITV	2229	98	2229	100	
Receiving any CH4	2225	98	2225	100	
Receiving five	2037	89	2037	91	
Receiving BBC1	2229	98	2229	100	
Receiving BBC2	2229	98	2229	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2280	100	2229	100	1525	100	
		100		98		67	
				100		68	
Social Class :-							
AB	396	17	388	17	292	19	
C1	618	27	602	27	435	28	
C2	425	19	421	19	312	20	
D	414	18	405	18	317	21	
E	428	19	413	19	170	11	
Housewife Age :-							
Under 25	125	5	116	5	69	5	
25 - 34	345	15	330	15	251	16	
35 - 44	455	20	447	20	354	23	
45 - 54	421	18	413	19	327	21	
55 - 64	374	16	369	17	269	18	
65 +	560	25	553	25	257	17	
Size of Household :-							
1	799	35	766	34	360	24	
2	755	33	744	33	552	36	
3	336	15	333	15	277	18	
4	279	12	276	12	235	15	
5 +	111	5	110	5	101	7	
Average Household Size	2.20		2.22		2.47		
Children :-							
Without	1728	76	1682	75	1067	70	
With	552	24	546	25	458	30	
0 - 3	178	8	176	8	144	9	
4 - 9	262	11	260	12	216	14	
10 - 15	284	12	282	13	247	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2229	100
Possessing:-	Teletext Set	2065	93
	Portable Set	1263	57
Screen Size :-	Under 20"	1342	60
	20 to 29"	1802	81
	30" and over	449	20
Household with :-	Single Set	765	34
	2 Sets	834	37
	3 Sets	422	19
	4 Sets	148	7
	5+ Sets	60	3
VCRs :-	Without	581	26
	With	1647	74
	With 1	1234	55
	With 2+	414	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4636	100
Which are :-	Teletext Set	3678	79
	Portable Set	1840	40
Screen Size :-	Under 20"	2009	43
	20 to 29"	2143	46
	30" and over	484	10
VCR Connected		2184	47

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5019	100	4937	100	3769	100
Age :-						
0 - 3	203	4	200	4	167	4
4 - 9	341	7	339	7	289	8
10 - 15	370	7	367	7	316	8
16 - 19	259	5	255	5	221	6
20 - 24	316	6	304	6	217	6
25 - 34	618	12	595	12	470	13
35 - 44	785	16	775	16	635	17
45 - 54	709	14	699	14	565	15
55 - 64	620	12	613	12	469	12
65 +	798	16	790	16	420	11
Adults :- Total	4105	100	4031	100	2997	100
AB	767	19	754	19	600	20
C1	1149	28	1124	28	853	29
C2	859	21	853	21	667	22
D	757	18	744	18	623	21
E	573	14	556	14	255	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2422	100	2597	100	2373	100	2563	100
Age :-								
0 - 15	468	19	447	17	463	20	443	17
16 - 24	290	12	285	11	282	12	277	11
25 - 34	302	12	316	12	288	12	308	12
35 - 44	377	16	409	16	370	16	405	16
45 - 54	345	14	364	14	339	14	360	14
55 - 64	301	12	318	12	298	13	316	12
65 +	338	14	460	18	334	14	456	18
Adults :-	1954	100	2151	100	1910	100	2121	100
AB	380	19	387	18	372	19	382	18
C1	536	27	613	28	523	27	601	28
C2	459	24	400	19	456	24	397	19
D	361	18	396	18	353	18	391	18
E	218	11	355	17	207	11	348	16
Working F/T	1142	58	693	32	1124	59	685	32
Working P/T	40	2	355	16	39	2	352	17
Not Working	772	40	1103	51	747	39	1083	51
Housewives :-	451	100	1829	100	426	100	1803	100
Working F/T	178	39	562	31	170	40	555	31
Working P/T	11	2	336	18	11	2	334	19
Not Working	263	58	931	51	246	58	914	51

Ulster

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	669	100	644	100	
Receiving ITV	644	96	644	100	
Receiving any CH4	640	96	640	99	
Receiving five	553	83	553	86	
Receiving BBC1	644	96	644	100	
Receiving BBC2	644	96	644	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	669	100	644	100	354	100	
		100		96		53	
				100		55	
Social Class :-							
AB	104	16	102	16	73	21	
C1	149	22	145	23	89	25	
C2	141	21	138	21	85	24	
D	104	16	101	16	53	15	
E	170	25	156	24	54	15	
Housewife Age :-							
Under 25	32	5	31	5	16	4	
25 - 34	108	16	104	16	67	19	
35 - 44	144	22	140	22	99	28	
45 - 54	125	19	121	19	72	20	
55 - 64	108	16	103	16	53	15	
65 +	152	23	145	23	47	13	
Size of Household :-							
1	196	29	180	28	53	15	
2	193	29	188	29	103	29	
3	107	16	105	16	73	21	
4	105	16	103	16	79	22	
5 +	68	10	68	11	47	13	
Average Household Size	2.53		2.57		2.94		
Children :-							
Without	464	69	442	69	208	59	
With	205	31	202	31	147	41	
0 - 3	69	10	68	11	48	14	
4 - 9	104	16	102	16	70	20	
10 - 15	108	16	107	17	80	22	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		644	100
Possessing:-	Teletext Set	588	91
	Portable Set	317	49
Screen Size :-	Under 20"	315	49
	20 to 29"	533	83
	30" and over	131	20
Household with :-	Single Set	284	44
	2 Sets	206	32
	3 Sets	83	13
	4 Sets	50	8
	5+ Sets	21	3
VCRs :-	Without	230	36
	With	413	64
	With 1	310	48
	With 2+	103	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1257	100
Which are :-	Teletext Set	1068	85
	Portable Set	460	37
Screen Size :-	Under 20"	466	37
	20 to 29"	641	51
	30" and over	139	11
VCR Connected		552	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1694	100	1653	100	1043	100
Age :-						
0 - 3	82	5	81	5	57	5
4 - 9	142	8	139	8	97	9
10 - 15	152	9	150	9	112	11
16 - 19	104	6	103	6	75	7
20 - 24	115	7	113	7	69	7
25 - 34	220	13	214	13	139	13
35 - 44	255	15	248	15	178	17
45 - 54	217	13	213	13	133	13
55 - 64	182	11	176	11	103	10
65 +	225	13	216	13	81	8
Adults :- Total	1318	100	1283	100	777	100
AB	231	17	228	18	169	22
C1	312	24	305	24	198	25
C2	324	25	319	25	207	27
D	209	16	204	16	113	15
E	243	18	227	18	90	12

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	829	100	865	100	806	100	846	100
Age :-								
0 - 15	192	23	183	21	189	23	181	21
16 - 24	112	13	107	12	110	14	106	13
25 - 34	108	13	112	13	104	13	110	13
35 - 44	124	15	131	15	121	15	128	15
45 - 54	107	13	110	13	105	13	108	13
55 - 64	89	11	93	11	85	11	91	11
65 +	97	12	128	15	93	11	123	15
Adults :-	637	100	682	100	617	100	666	100
AB	116	18	114	17	115	19	113	17
C1	147	23	165	24	143	23	162	24
C2	171	27	152	22	169	27	150	23
D	103	16	106	15	101	16	103	16
E	99	16	144	21	90	15	137	21
Working F/T	380	60	210	31	372	60	207	31
Working P/T	14	2	101	15	14	2	100	15
Not Working	242	38	370	54	231	37	359	54
Housewives :-	116	100	552	100	105	100	538	100
Working F/T	47	40	157	28	44	42	155	29
Working P/T	3	2	97	17	3	3	95	18
Not Working	67	57	299	54	58	56	288	54

Wales

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1273	100	1248	100
Receiving ITV	1248	98	1248	100
Receiving any CH4	1244	98	1244	100
Receiving five	1081	85	1081	87
Receiving BBC1	1248	98	1248	100
Receiving BBC2	1248	98	1248	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		1273	100	1248	100	970	100
			100		98		76
					100		78
Social Class :-							
AB		195	15	192	15	162	17
C1		341	27	335	27	274	28
C2		264	21	261	21	224	23
D		242	19	238	19	196	20
E		232	18	223	18	114	12
Housewife Age :-							
Under 25		77	6	73	6	52	5
25 - 34		178	14	173	14	148	15
35 - 44		239	19	234	19	204	21
45 - 54		220	17	217	17	182	19
55 - 64		227	18	225	18	183	19
65 +		332	26	327	26	201	21
Size of Household :-							
1		392	31	375	30	219	23
2		445	35	440	35	360	37
3		199	16	197	16	177	18
4		162	13	161	13	145	15
5 +		75	6	74	6	70	7
Average Household Size		2.30		2.31		2.49	
Children :-							
Without		944	74	921	74	674	69
With		329	26	327	26	296	31
0 - 3		109	9	108	9	95	10
4 - 9		160	13	159	13	147	15
10 - 15		173	14	173	14	155	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1248	100
Possessing:-	Teletext Set	1173	94
	Portable Set	631	51
Screen Size :-	Under 20"	662	53
	20 to 29"	1048	84
	30" and over	231	19
Household with :-	Single Set	463	37
	2 Sets	470	38
	3 Sets	195	16
	4 Sets	76	6
	5+ Sets	44	4
VCRs :-	Without	266	21
	With	982	79
	With 1	722	58
	With 2+	259	21

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		2572	100
Which are :-	Teletext Set	2042	79
	Portable Set	937	36
Screen Size :-	Under 20"	994	39
	20 to 29"	1318	51
	30" and over	251	10
VCR Connected		1340	52

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2926	100	2888	100	2418	100
Age :-						
0 - 3	126	4	125	4	111	5
4 - 9	205	7	204	7	187	8
10 - 15	231	8	230	8	207	9
16 - 19	154	5	153	5	135	6
20 - 24	183	6	178	6	140	6
25 - 34	334	11	327	11	286	12
35 - 44	421	14	415	14	371	15
45 - 54	385	13	380	13	328	14
55 - 64	385	13	381	13	320	13
65 +	502	17	495	17	332	14
Adults :- Total	2364	100	2329	100	1912	100
AB	392	17	387	17	334	17
C1	657	28	647	28	545	28
C2	538	23	533	23	473	25
D	449	19	442	19	379	20
E	329	14	319	14	181	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1428	100	1499	100	1404	100	1484	100
Age :-								
0 - 15	290	20	272	18	288	21	271	18
16 - 24	170	12	167	11	166	12	164	11
25 - 34	164	11	170	11	159	11	168	11
35 - 44	204	14	217	14	200	14	215	14
45 - 54	188	13	197	13	185	13	195	13
55 - 64	189	13	196	13	187	13	195	13
65 +	222	16	280	19	219	16	277	19
Adults :-	1137	100	1227	100	1116	100	1213	100
AB	194	17	197	16	192	17	195	16
C1	309	27	348	28	303	27	345	28
C2	286	25	252	21	283	25	251	21
D	220	19	229	19	215	19	226	19
E	129	11	200	16	123	11	197	16
Working F/T	624	55	384	31	616	55	380	31
Working P/T	29	3	160	13	28	3	159	13
Not Working	484	43	683	56	472	42	674	56
Housewives :-	238	100	1035	100	225	100	1023	100
Working F/T	87	36	314	30	83	37	311	30
Working P/T	6	2	147	14	5	2	146	14
Not Working	146	61	574	55	137	61	566	55

Midlands West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2519	100	2459	100	
Receiving ITV	2459	98	2459	100	
Receiving any CH4	2455	97	2455	100	
Receiving five	2395	95	2395	97	
Receiving BBC1	2459	98	2459	100	
Receiving BBC2	2459	98	2459	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2519	100	2459	100	1687	100	
		100		98		67	
				100		69	
Social Class :-							
AB	449	18	443	18	347	21	
C1	623	25	611	25	441	26	
C2	491	20	484	20	372	22	
D	463	18	452	18	338	20	
E	493	20	470	19	188	11	
Housewife Age :-							
Under 25	134	5	125	5	82	5	
25 - 34	384	15	370	15	301	18	
35 - 44	504	20	493	20	389	23	
45 - 54	441	18	431	18	343	20	
55 - 64	424	17	418	17	294	17	
65 +	633	25	623	25	278	17	
Size of Household :-							
1	766	30	726	30	318	19	
2	860	34	849	35	589	35	
3	404	16	400	16	340	20	
4	332	13	330	13	297	18	
5 +	157	6	154	6	143	8	
Average Household Size	2.33		2.35		2.66		
Children :-							
Without	1849	73	1796	73	1099	65	
With	670	27	663	27	588	35	
0 - 3	239	9	236	10	207	12	
4 - 9	324	13	320	13	287	17	
10 - 15	336	13	332	13	296	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2459	100
Possessing:-	Teletext Set	2262	92
	Portable Set	1354	55
Screen Size :-	Under 20"	1391	57
	20 to 29"	1966	80
	30" and over	509	21
Household with :-	Single Set	923	38
	2 Sets	913	37
	3 Sets	388	16
	4 Sets	172	7
	5+ Sets	63	3
VCRs :-	Without	454	18
	With	2005	82
	With 1	1475	60
	With 2+	530	22

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5055	100
Which are :-	Teletext Set	4060	80
	Portable Set	2029	40
Screen Size :-	Under 20"	2098	41
	20 to 29"	2379	47
	30" and over	551	11
VCR Connected		2731	54

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5878	100	5777	100	4480	100
Age :-						
0 - 3	281	5	278	5	245	6
4 - 9	429	7	424	7	378	9
10 - 15	456	8	451	8	401	9
16 - 19	301	5	295	5	254	6
20 - 24	362	6	349	6	270	6
25 - 34	715	12	697	12	584	13
35 - 44	892	15	876	15	719	16
45 - 54	761	13	748	13	609	14
55 - 64	733	12	725	13	538	12
65 +	947	16	935	16	480	10
Adults :- Total	4711	100	4625	100	3455	100
AB	895	19	883	19	733	21
C1	1204	26	1184	26	898	26
C2	1028	22	1018	22	828	24
D	887	19	873	19	690	20
E	698	15	667	14	305	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2889	100	2990	100	2829	100	2949	100
Age :-								
0 - 15	596	21	571	19	589	21	563	19
16 - 24	336	12	327	11	325	11	319	11
25 - 34	351	12	364	12	338	12	358	12
35 - 44	447	15	445	15	438	15	438	15
45 - 54	375	13	386	13	366	13	382	13
55 - 64	365	13	368	12	360	13	365	12
65 +	419	14	528	18	412	15	523	18
Adults :-	2293	100	2419	100	2240	100	2385	100
AB	451	20	443	18	445	20	438	18
C1	584	25	619	26	571	25	613	26
C2	544	24	484	20	536	24	482	20
D	443	19	445	18	434	19	440	18
E	270	12	427	18	254	11	413	17
Working F/T	1398	61	713	29	1376	61	707	30
Working P/T	65	3	427	18	64	3	424	18
Not Working	830	36	1279	53	800	36	1254	53
Housewives :-	479	100	2040	100	448	100	2011	100
Working F/T	207	43	579	28	195	43	574	29
Working P/T	18	4	402	20	17	4	400	20
Not Working	254	53	1058	52	236	53	1037	52

Midlands East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	922	100	904	100	
Receiving ITV	904	98	904	100	
Receiving any CH4	902	98	902	100	
Receiving five	886	96	886	98	
Receiving BBC1	904	98	904	100	
Receiving BBC2	904	98	904	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	922	100	904	100	588	100	
		100		98		64	
				100		65	
Social Class :-							
AB	193	21	190	21	141	24	
C1	255	28	250	28	185	31	
C2	172	19	170	19	110	19	
D	159	17	156	17	112	19	
E	143	15	138	15	39	7	
Housewife Age :-							
Under 25	57	6	53	6	37	6	
25 - 34	145	16	141	16	104	18	
35 - 44	194	21	190	21	144	24	
45 - 54	165	18	162	18	120	20	
55 - 64	152	16	150	17	102	17	
65 +	209	23	207	23	82	14	
Size of Household :-							
1	286	31	276	31	124	21	
2	319	35	316	35	210	36	
3	143	16	140	16	111	19	
4	120	13	118	13	102	17	
5 +	54	6	52	6	41	7	
Average Household Size	2.30		2.30		2.56		
Children :-							
Without	687	74	673	74	404	69	
With	235	26	231	26	184	31	
0 - 3	75	8	73	8	52	9	
4 - 9	112	12	109	12	82	14	
10 - 15	122	13	121	13	98	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		904	100
Possessing:-	Teletext Set	837	93
	Portable Set	479	53
Screen Size :-	Under 20"	470	52
	20 to 29"	723	80
	30" and over	204	23
Household with :-	Single Set	333	37
	2 Sets	307	34
	3 Sets	165	18
	4 Sets	63	7
	5+ Sets	36	4
VCRs :-	Without	270	30
	With	634	70
	With 1	461	51
	With 2+	173	19

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1881	100
Which are :-	Teletext Set	1480	79
	Portable Set	732	39
Screen Size :-	Under 20"	732	39
	20 to 29"	867	46
	30" and over	220	12
VCR Connected		840	45

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2120	100	2082	100	1506	100
Age :-						
0 - 3	91	4	88	4	65	4
4 - 9	152	7	148	7	113	8
10 - 15	165	8	163	8	133	9
16 - 19	107	5	106	5	88	6
20 - 24	148	7	143	7	124	8
25 - 34	272	13	264	13	195	13
35 - 44	332	16	327	16	251	17
45 - 54	286	13	283	14	216	14
55 - 64	257	12	255	12	184	12
65 +	310	15	306	15	137	9
Adults :- Total	1712	100	1682	100	1196	100
AB	377	22	373	22	291	24
C1	495	29	486	29	381	32
C2	344	20	341	20	237	20
D	298	17	291	17	225	19
E	197	12	190	11	63	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1044	100	1076	100	1023	100	1059	100
Age :-								
0 - 15	205	20	204	19	201	20	199	19
16 - 24	132	13	123	11	128	13	120	11
25 - 34	136	13	136	13	131	13	133	13
35 - 44	166	16	166	15	164	16	163	15
45 - 54	142	14	144	13	140	14	143	13
55 - 64	129	12	128	12	127	12	127	12
65 +	134	13	175	16	132	13	174	16
Adults :-	839	100	872	100	822	100	860	100
AB	191	23	186	21	189	23	185	21
C1	237	28	257	30	233	28	253	29
C2	185	22	159	18	182	22	159	18
D	148	18	150	17	144	18	147	17
E	78	9	119	14	74	9	117	14
Working F/T	512	61	295	34	504	61	292	34
Working P/T	25	3	146	17	24	3	146	17
Not Working	303	36	431	49	294	36	423	49
Housewives :-	191	100	731	100	182	100	722	100
Working F/T	89	47	239	33	86	47	237	33
Working P/T	5	3	135	19	5	3	135	19
Not Working	96	50	357	49	91	50	351	49

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	%	000's	%	
Total	25799	100	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving ITV	25175	98	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving any CH4	25125	97	25125	100	17683	100	8033	100	7181	100	3297	100	
Receiving five	23237	90	23237	92	17672	100	8028	100	7181	100	3297	100	
Receiving 1+ Non Terrestrial	17696	69	17696	70	17696	100	8034	100	7181	100	3297	100	
Receiving BBC1	25175	98	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving BBC2	25175	98	25175	100	17696	100	8034	100	7181	100	3297	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		25799	100	25175	100	17696	100	8034	100	7181	100	3297	100
			100		98		69		31		28		13
					100		70		32		29		13
Social Class :-													
AB		5214	20	5120	20	3996	23	1845	23	1680	23	670	20
C1		7023	27	6856	27	5078	29	2333	29	2031	28	966	29
C2		4792	19	4726	19	3685	21	1754	22	1453	20	677	21
D		4193	16	4102	16	3001	17	1388	17	1136	16	605	18
E		4577	18	4371	17	1937	11	714	9	880	12	379	11
Housewife Age :-													
Under 25		1383	5	1298	5	844	5	343	4	344	5	185	6
25 - 34		4125	16	3961	16	3063	17	1557	19	1021	14	616	19
35 - 44		5304	21	5188	21	4204	24	2214	28	1455	20	805	24
45 - 54		4503	17	4413	18	3514	20	1703	21	1329	19	703	21
55 - 64		4227	16	4154	17	3042	17	1252	16	1383	19	526	16
65 +		6257	24	6161	24	3028	17	964	12	1650	23	462	14
Size of Household :-													
1		8241	32	7824	31	3750	21	1193	15	1872	26	727	22
2		8671	34	8557	34	6394	36	2686	33	2789	39	1129	34
3		3908	15	3865	15	3197	18	1676	21	1122	16	608	18
4		3381	13	3356	13	2956	17	1661	21	979	14	559	17
5 +		1597	6	1573	6	1399	8	818	10	419	6	273	8
Average Household Size		2.30		2.32		2.57		2.82		2.36		2.58	
Children :-													
Without		19128	74	18580	74	12022	68	4936	61	5309	74	2222	67
With		6671	26	6595	26	5674	32	3098	39	1872	26	1075	33
0 - 3		2306	9	2270	9	1925	11	1047	13	629	9	342	10
4 - 9		3213	12	3179	13	2769	16	1527	19	895	12	511	16
10 - 15		3388	13	3358	13	2941	17	1645	20	953	13	586	18

		TV Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25175	100	17696	100	8034	100	7181	100	3297	100
Possessing:-	Teletext Set	22758	90	16894	95	7746	96	6913	96	3076	93
	Portable Set	13547	54	10655	60	4982	62	4394	61	1945	59
Screen Size :-	Under 20"	14541	58	11273	64	5239	65	4677	65	2045	62
	20 to 29"	19757	78	14097	80	6228	78	5933	83	2624	80
	30" and over	5418	22	4504	25	2602	32	1471	20	798	24
Household with :-	Single Set	9164	36	4677	26	1825	23	1897	26	919	28
	2 Sets	8953	36	6668	38	2854	36	2780	39	1253	38
	3 Sets	4314	17	3737	21	1845	23	1511	21	653	20
	4 Sets	1823	7	1733	10	969	12	667	9	318	10
	5+ Sets	922	4	881	5	541	7	326	5	155	5
VCRs :-	Without	6429	26	3467	20	1597	20	1293	18	671	20
	With	18746	74	14229	80	6437	80	5888	82	2626	80
	With 1	13607	54	9605	54	4112	51	4009	56	1766	54
	With 2+	5139	20	4624	26	2325	29	1879	26	860	26

		TV Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		52061	100	40914	100	19886	100	16419	100	7490	100
Which are :-	Teletext Set	39599	76	31472	77	15627	79	12687	77	5507	74
	Portable Set	20035	38	16667	41	8187	41	6707	41	3025	40
Screen Size :-	Under 20"	22100	42	18117	44	8830	44	7381	45	3273	44
	20 to 29"	23686	45	17603	43	8056	41	7354	45	3276	44
	30" and over	5770	11	4818	12	2819	14	1563	10	856	11
VCR Connected		25358	49	20485	50	9703	49	8403	51	3800	51
Sets Receiving 1+ Non-Terrestrial Channels		23434	45	23434	57	11987	60	9271	56	4266	57

		All Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		59417	100	45452	100	22645	100	16962	100	8508	100
Age :-	0 - 3	2731	5	2270	5	1229	5	752	4	399	5
	4 - 9	4233	7	3650	8	2010	9	1183	7	678	8
	10 - 15	4537	8	3911	9	2182	10	1271	7	787	9
	16 - 19	3013	5	2513	6	1392	6	831	5	510	6
	20 - 24	3705	6	2771	6	1358	6	1007	6	596	7
	25 - 34	7699	13	5942	13	3104	14	1954	12	1179	14
	35 - 44	9238	16	7601	17	4079	18	2601	15	1430	17
	45 - 54	7829	13	6279	14	3161	14	2329	14	1200	14
	55 - 64	7150	12	5424	12	2376	10	2364	14	938	11
	65 +	9282	16	5092	11	1753	8	2671	16	791	9
Adults :-	Total	47916	100	35621	100	17224	100	13756	100	6645	100
	AB	10421	22	8400	24	4041	23	3436	25	1418	21
	C1	13372	28	10180	29	4962	29	3890	28	1957	29
	C2	9864	21	7963	22	3984	23	3005	22	1480	22
	D	7919	17	6069	17	2996	17	2149	16	1220	18
	E	6340	13	3009	8	1241	7	1275	9	569	9

	All Households				Non-Terr Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29135	100	30282	100	22746	100	22706	100
Age :-								
0 - 15	5893	20	5608	19	5055	22	4776	21
16 - 24	3404	12	3314	11	2734	12	2551	11
25 - 34	3820	13	3879	13	2894	13	3048	13
35 - 44	4560	16	4679	15	3747	16	3854	17
45 - 54	3867	13	3962	13	3102	14	3177	14
55 - 64	3506	12	3644	12	2694	12	2730	12
65 +	4085	14	5197	17	2521	11	2571	11
Adults :-	23241	100	24675	100	17691	100	17930	100
AB	5259	23	5162	21	4329	24	4072	23
C1	6330	27	7042	29	4930	28	5251	29
C2	5272	23	4592	19	4217	24	3746	21
D	3886	17	4033	16	2987	17	3082	17
E	2494	11	3846	16	1229	7	1780	10
Working F/T	14012	60	7780	32	11502	65	6257	35
Working P/T	706	3	4101	17	521	3	3434	19
Not Working	8523	37	12794	52	5669	32	8240	46
Housewives :-	5175	100	20624	100	2933	100	14763	100
Working F/T	2291	44	6157	30	1508	51	4971	34
Working P/T	185	4	3821	19	109	4	3196	22
Not Working	2700	52	10646	52	1316	45	6596	45

	DSAT				DTT				Cable			
	Males		Females		Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	11558	100	11086	100	8325	100	8636	100	4244	100	4264	100
Age :-												
0 - 15	2813	24	2608	24	1627	20	1578	18	953	22	910	21
16 - 24	1486	13	1264	11	903	11	935	11	578	14	529	12
25 - 34	1508	13	1596	14	967	12	987	11	570	13	609	14
35 - 44	2004	17	2075	19	1283	15	1319	15	705	17	725	17
45 - 54	1583	14	1578	14	1148	14	1181	14	576	14	624	15
55 - 64	1234	11	1142	10	1128	14	1236	14	464	11	474	11
65 +	930	8	823	7	1270	15	1401	16	398	9	393	9
Adults :-	8745	100	8479	100	6698	100	7058	100	3291	100	3354	100
AB	2094	24	1947	23	1742	26	1694	24	755	23	663	20
C1	2479	28	2483	29	1841	27	2049	29	930	28	1027	31
C2	2109	24	1875	22	1584	24	1421	20	791	24	690	21
D	1515	17	1481	17	1045	16	1104	16	586	18	634	19
E	548	6	692	8	487	7	789	11	229	7	340	10
Working F/T	6044	69	3154	37	4045	60	2268	32	2139	65	1217	36
Working P/T	227	3	1708	20	213	3	1287	18	110	3	653	19
Not Working	2474	28	3617	43	2440	36	3503	50	1042	32	1484	44
Housewives :-	1165	100	6869	100	1271	100	5910	100	591	100	2706	100
Working F/T	652	56	2499	36	592	47	1798	30	312	53	956	35
Working P/T	37	3	1595	23	56	4	1194	20	20	3	603	22
Not Working	476	41	2776	40	622	49	2917	49	259	44	1148	42

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	25175	100	17696	100	8034	100	7181	100	3297	100
London	4631	18	3203	18	1396	17	1207	17	718	22
South East	864	3	606	3	312	4	253	4	75	2
Midlands	3363	13	2275	13	942	12	915	13	503	15
East	1771	7	1204	7	599	7	461	6	199	6
West	944	4	654	4	284	4	270	4	130	4
South West	808	3	546	3	278	3	237	3	50	2
South	2057	8	1513	9	593	7	718	10	281	9
Yorkshire and Lincolnshire	2396	10	1625	9	754	9	686	10	254	8
North East and Cumbria	1446	6	1137	6	506	6	537	7	154	5
North West	2776	11	2082	12	877	11	949	13	396	12
Scotland	2229	9	1525	9	704	9	543	8	349	11
Ulster	644	3	354	2	230	3	82	1	55	2
Wales	1248	5	970	5	561	7	323	4	133	4
Midlands West	2459	10	1687	10	704	9	701	10	343	10
Midlands East	904	4	588	3	238	3	214	3	160	5

Projections Jan 2007 - Dec 2007

All Areas

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25946	100	25967	100	25988	100	26009	100	26030	100	26051	100
TV Households	25319	98	25339	98	25360	98	25380	98	25401	98	25421	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26072	100	26093	100	26114	100	26135	100	26156	100	26177	100
TV Households	25442	98	25462	98	25483	98	25503	98	25524	98	25544	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25319	100	25339	100	25360	100	25380	100	25401	100	25421	100
Social Class													
	AB	5149	20	5154	20	5158	20	5163	20	5167	20	5171	20
	C1	6896	27	6901	27	6907	27	6912	27	6918	27	6924	27
	C2	4753	19	4757	19	4760	19	4764	19	4768	19	4772	19
	DE	8521	34	8527	34	8535	34	8541	34	8548	34	8554	34
Housewife Age													
	Under 25	1306	5	1307	5	1307	5	1309	5	1310	5	1311	5
	25 - 34	3984	16	3987	16	3990	16	3993	16	3997	16	4000	16
	35 - 44	5217	21	5221	21	5226	21	5230	21	5234	21	5238	21
	45 - 54	4438	18	4442	18	4446	18	4449	18	4453	18	4456	18
	55 - 64	4178	17	4181	17	4185	17	4188	17	4192	17	4195	17
	65 +	6196	24	6201	24	6206	24	6211	24	6215	24	6221	24
Size													
	1	7869	31	7874	31	7881	31	7887	31	7894	31	7900	31
	2	8606	34	8613	34	8620	34	8627	34	8634	34	8641	34
	3	3886	15	3890	15	3893	15	3896	15	3899	15	3902	15
	4+	4958	20	4962	20	4966	20	4970	20	4974	20	4978	20
Children													
	Without	18686	74	18701	74	18717	74	18731	74	18746	74	18762	74
	With	6633	26	6638	26	6643	26	6649	26	6655	26	6659	26

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25442	100	25462	100	25483	100	25503	100	25524	100	25544	100
Social Class													
	AB	5176	20	5179	20	5184	20	5188	20	5192	20	5196	20
	C1	6929	27	6935	27	6941	27	6946	27	6952	27	6958	27
	C2	4776	19	4780	19	4784	19	4787	19	4791	19	4795	19
	DE	8561	34	8568	34	8574	34	8582	34	8589	34	8595	34
Housewife Age													
	Under 25	1312	5	1313	5	1314	5	1315	5	1317	5	1317	5
	25 - 34	4003	16	4006	16	4010	16	4013	16	4016	16	4019	16
	35 - 44	5243	21	5247	21	5251	21	5255	21	5259	21	5264	21
	45 - 54	4460	18	4463	18	4467	18	4471	18	4474	18	4478	18
	55 - 64	4198	17	4202	17	4205	17	4208	17	4212	17	4215	17
	65 +	6226	24	6231	24	6236	24	6241	24	6246	24	6251	24
Size													
	1	7907	31	7913	31	7920	31	7926	31	7932	31	7938	31
	2	8648	34	8655	34	8662	34	8669	34	8676	34	8683	34
	3	3905	15	3908	15	3911	15	3915	15	3918	15	3921	15
	4+	4982	20	4986	20	4990	20	4993	20	4998	20	5002	20
Children													
	Without	18777	74	18792	74	18807	74	18822	74	18837	74	18852	74
	With	6665	26	6670	26	6676	26	6681	26	6687	26	6692	26

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56036	100	56081	100	56127	100	56172	100	56218	100	56263	100
Age												
4 - 9	4206	8	4210	8	4213	8	4217	8	4220	8	4223	8
10 - 15	4521	8	4524	8	4528	8	4531	8	4535	8	4539	8
16 - 24	6589	12	6594	12	6600	12	6605	12	6610	12	6615	12
25 - 34	7507	13	7513	13	7519	13	7525	13	7532	13	7538	13
35 - 44	9138	16	9145	16	9152	16	9160	16	9167	16	9175	16
45 - 54	7757	14	7763	14	7770	14	7775	14	7782	14	7788	14
55 - 64	7100	13	7105	13	7111	13	7117	13	7123	13	7128	13
65 +	9218	16	9227	16	9234	16	9242	16	9249	16	9257	16
Adults												
Total	47309	100	47347	100	47386	100	47424	100	47463	100	47501	100
AB	10333	22	10342	22	10351	22	10359	22	10368	22	10376	22
C1	13183	28	13194	28	13204	28	13215	28	13225	28	13237	28
C2	9830	21	9837	21	9845	21	9853	21	9861	21	9869	21
DE	13963	30	13974	30	13986	30	13997	30	14009	30	14019	30

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56309	100	56354	100	56400	100	56445	100	56491	100	56536	100
Age												
4 - 9	4227	8	4231	8	4234	8	4237	8	4241	8	4244	8
10 - 15	4543	8	4546	8	4550	8	4554	8	4557	8	4561	8
16 - 24	6620	12	6626	12	6631	12	6637	12	6642	12	6647	12
25 - 34	7544	13	7550	13	7556	13	7562	13	7568	13	7575	13
35 - 44	9182	16	9189	16	9197	16	9204	16	9212	16	9219	16
45 - 54	7794	14	7800	14	7807	14	7813	14	7820	14	7825	14
55 - 64	7134	13	7140	13	7146	13	7151	13	7157	13	7163	13
65 +	9265	16	9272	16	9279	16	9287	16	9294	16	9302	16
Adults												
Total	47539	100	47577	100	47616	100	47654	100	47693	100	47731	100
AB	10385	22	10393	22	10402	22	10410	22	10419	22	10427	22
C1	13247	28	13258	28	13269	28	13280	28	13290	28	13302	28
C2	9877	21	9885	21	9893	21	9901	21	9909	21	9917	21
DE	14030	30	14041	30	14052	30	14063	30	14075	30	14085	30

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27341	100	27362	100	27385	100	27407	100	27430	100	27451	100
Age												
4 - 15	4477	16	4481	16	4484	16	4488	16	4492	16	4495	16
16 - 24	3340	12	3341	12	3345	12	3348	12	3350	12	3353	12
25 - 34	3696	14	3699	14	3702	14	3704	14	3709	14	3711	14
35 - 44	4494	16	4497	16	4501	16	4505	16	4508	16	4511	16
45 - 54	3817	14	3820	14	3823	14	3825	14	3829	14	3832	14
55 - 64	3469	13	3471	13	3474	13	3477	13	3479	13	3483	13
65 +	4048	15	4053	15	4056	15	4060	15	4063	15	4066	15
Adults												
Total	22864	100	22881	100	22901	100	22919	100	22938	100	22956	100
AB	5204	23	5208	23	5213	23	5217	23	5221	23	5226	23
C1	6221	27	6226	27	6231	27	6236	27	6241	27	6246	27
C2	5235	23	5239	23	5243	23	5247	23	5251	23	5255	23
DE	6204	27	6208	27	6214	27	6219	27	6225	27	6229	27
Working F/T	13868	61	13879	61	13891	61	13902	61	13913	61	13924	61
Not Working	8996	39	9002	39	9010	39	9017	39	9025	39	9032	39

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27474	100	27496	100	27518	100	27540	100	27563	100	27585	100
Age												
4 - 15	4499	16	4503	16	4506	16	4510	16	4514	16	4517	16
16 - 24	3356	12	3359	12	3361	12	3364	12	3366	12	3369	12
25 - 34	3714	14	3717	14	3720	14	3723	14	3726	14	3730	14
35 - 44	4515	16	4519	16	4523	16	4526	16	4530	16	4534	16
45 - 54	3835	14	3837	14	3841	14	3844	14	3848	14	3849	14
55 - 64	3485	13	3488	13	3491	13	3494	13	3496	13	3499	13
65 +	4070	15	4073	15	4076	15	4079	15	4083	15	4087	15
Adults												
Total	22975	100	22993	100	23012	100	23030	100	23049	100	23068	100
AB	5230	23	5234	23	5239	23	5243	23	5247	23	5251	23
C1	6251	27	6256	27	6261	27	6266	27	6272	27	6277	27
C2	5260	23	5264	23	5268	23	5273	23	5277	23	5282	23
DE	6234	27	6239	27	6244	27	6248	27	6253	27	6258	27
Working F/T	13936	61	13946	61	13958	61	13969	61	13981	61	13992	61
Not Working	9039	39	9047	39	9054	39	9061	39	9068	39	9076	39

Table4b Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28695	100	28719	100	28742	100	28765	100	28788	100	28812	100
Age												
4 - 15	4250	15	4253	15	4257	15	4260	15	4263	15	4267	15
16 - 24	3249	11	3253	11	3255	11	3257	11	3260	11	3262	11
25 - 34	3811	13	3814	13	3817	13	3821	13	3823	13	3827	13
35 - 44	4644	16	4648	16	4651	16	4655	16	4659	16	4664	16
45 - 54	3940	14	3943	14	3947	14	3950	14	3953	14	3956	14
55 - 64	3631	13	3634	13	3637	13	3640	13	3644	13	3645	13
65 +	5170	18	5174	18	5178	18	5182	18	5186	18	5191	18
Adults												
Total	24445	100	24466	100	24485	100	24505	100	24525	100	24545	100
AB	5129	21	5134	21	5138	21	5142	21	5147	21	5150	21
C1	6962	28	6968	28	6973	28	6979	28	6984	28	6991	28
C2	4595	19	4598	19	4602	19	4606	19	4610	19	4614	19
DE	7759	32	7766	32	7772	32	7778	32	7784	32	7790	32
Working F/T	7732	32	7738	32	7744	32	7751	32	7758	32	7764	32
Not Working	16713	68	16728	68	16741	68	16754	68	16767	68	16781	68

Table4b Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28835	100	28858	100	28882	100	28905	100	28928	100	28951	100
Age												
4 - 15	4271	15	4274	15	4278	15	4281	15	4284	15	4288	15
16 - 24	3264	11	3267	11	3270	11	3273	11	3276	11	3278	11
25 - 34	3830	13	3833	13	3836	13	3839	13	3842	13	3845	13
35 - 44	4667	16	4670	16	4674	16	4678	16	4682	16	4685	16
45 - 54	3959	14	3963	14	3966	14	3969	14	3972	14	3976	14
55 - 64	3649	13	3652	13	3655	13	3657	13	3661	13	3664	13
65 +	5195	18	5199	18	5203	18	5208	18	5211	18	5215	18
Adults												
Total	24564	100	24584	100	24604	100	24624	100	24644	100	24663	100
AB	5155	21	5159	21	5163	21	5167	21	5172	21	5176	21
C1	6996	28	7002	28	7008	28	7014	28	7018	28	7025	28
C2	4617	19	4621	19	4625	19	4628	19	4632	19	4635	19
DE	7796	32	7802	32	7808	32	7815	32	7822	32	7827	32
Working F/T	7769	32	7777	32	7783	32	7789	32	7795	32	7801	32
Not Working	16795	68	16807	68	16821	68	16835	68	16849	68	16862	68

London

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4844	100	4851	100	4853	100	4856	100	4861	100	4864	100
TV Households	4661	96	4663	96	4667	96	4670	96	4675	96	4679	96

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4869	100	4872	100	4878	100	4883	100	4887	100	4892	100
TV Households	4686	96	4687	96	4691	96	4695	96	4700	96	4705	96

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4661	100	4663	100	4667	100	4670	100	4675	100	4679	100
Social Class	AB	1301	28	1305	28	1303	28	1306	28	1309	28	1309	28
	C1	1354	29	1353	29	1356	29	1357	29	1357	29	1360	29
	C2	713	15	711	15	714	15	712	15	713	15	715	15
	DE	1293	28	1294	28	1294	28	1295	28	1296	28	1295	28
	Under 25	248	5	244	5	240	5	244	5	244	5	246	5
Housewife Age	25 - 34	950	20	952	20	953	20	953	20	956	20	958	20
	35 - 44	1065	23	1068	23	1071	23	1070	23	1071	23	1071	23
	45 - 54	783	17	786	17	787	17	785	17	787	17	787	17
	55 - 64	653	14	653	14	652	14	655	14	657	14	653	14
	65 +	962	21	960	21	964	21	963	21	960	21	964	21
Size	1	1523	33	1523	33	1524	33	1526	33	1526	33	1529	33
	2	1394	30	1396	30	1397	30	1397	30	1400	30	1401	30
	3	716	15	718	15	719	15	720	15	719	15	720	15
	4+	1028	22	1026	22	1027	22	1027	22	1030	22	1029	22
Children	Without	3394	73	3395	73	3400	73	3403	73	3405	73	3408	73
	With	1267	27	1268	27	1267	27	1267	27	1270	27	1271	27

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4686	100	4687	100	4691	100	4695	100	4700	100	4705	100
Social Class													
	AB	1312	28	1311	28	1312	28	1314	28	1314	28	1316	28
	C1	1360	29	1361	29	1363	29	1364	29	1365	29	1366	29
	C2	716	15	717	15	719	15	715	15	717	15	717	15
	DE	1298	28	1298	28	1297	28	1302	28	1304	28	1306	28
Housewife Age													
	Under 25	246	5	244	5	246	5	244	5	246	5	249	5
	25 - 34	957	20	955	20	957	20	959	20	961	20	960	20
	35 - 44	1073	23	1075	23	1074	23	1076	23	1076	23	1078	23
	45 - 54	787	17	789	17	790	17	792	17	791	17	790	17
	55 - 64	654	14	658	14	657	14	658	14	660	14	657	14
	65 +	969	21	966	21	967	21	966	21	966	21	971	21
Size													
	1	1531	33	1532	33	1533	33	1536	33	1536	33	1539	33
	2	1401	30	1403	30	1405	30	1405	30	1407	30	1408	30
	3	722	15	721	15	721	15	722	15	724	15	725	15
	4+	1032	22	1031	22	1032	22	1032	22	1033	22	1033	22
Children													
	Without	3414	73	3414	73	3415	73	3421	73	3424	73	3428	73
	With	1272	27	1273	27	1276	27	1274	27	1276	27	1277	27

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10459	100	10468	100	10478	100	10487	100	10497	100	10504	100
Age												
4 - 9	804	8	805	8	804	8	805	8	808	8	808	8
10 - 15	815	8	816	8	817	8	818	8	818	8	818	8
16 - 24	1238	12	1239	12	1244	12	1244	12	1241	12	1244	12
25 - 34	1857	18	1855	18	1861	18	1860	18	1864	18	1863	18
35 - 44	1862	18	1865	18	1862	18	1867	18	1870	18	1869	18
45 - 54	1367	13	1368	13	1372	13	1368	13	1368	13	1372	13
55 - 64	1085	10	1085	10	1086	10	1086	10	1089	10	1088	10
65 +	1431	14	1435	14	1432	14	1439	14	1439	14	1442	14
Adults												
Total	8840	100	8847	100	8857	100	8864	100	8871	100	8878	100
AB	2625	30	2628	30	2629	30	2633	30	2635	30	2637	30
C1	2586	29	2590	29	2591	29	2593	29	2594	29	2597	29
C2	1484	17	1484	17	1485	17	1487	17	1485	17	1491	17
DE	2145	24	2145	24	2152	24	2151	24	2157	24	2153	24

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10515	100	10522	100	10533	100	10542	100	10552	100	10560	100
Age												
4 - 9	809	8	807	8	810	8	811	8	814	8	813	8
10 - 15	821	8	821	8	822	8	822	8	820	8	822	8
16 - 24	1243	12	1245	12	1247	12	1249	12	1252	12	1252	12
25 - 34	1867	18	1867	18	1868	18	1869	18	1870	18	1874	18
35 - 44	1873	18	1876	18	1876	18	1876	18	1881	18	1879	18
45 - 54	1372	13	1374	13	1375	13	1375	13	1376	13	1379	13
55 - 64	1091	10	1091	10	1094	10	1093	10	1094	10	1095	10
65 +	1439	14	1441	14	1441	14	1447	14	1445	14	1446	14
Adults												
Total	8885	100	8894	100	8901	100	8909	100	8918	100	8925	100
AB	2640	30	2643	30	2644	30	2647	30	2649	30	2651	30
C1	2599	29	2601	29	2605	29	2607	29	2609	29	2611	29
C2	1490	17	1493	17	1491	17	1494	17	1497	17	1497	17
DE	2156	24	2157	24	2161	24	2161	24	2163	24	2166	24

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5148	100	5154	100	5159	100	5160	100	5167	100	5170	100
Age												
4 - 15	823	16	826	16	825	16	823	16	825	16	828	16
16 - 24	619	12	617	12	623	12	622	12	620	12	621	12
25 - 34	943	18	943	18	947	18	944	18	949	18	947	18
35 - 44	940	18	941	18	938	18	942	18	946	18	943	18
45 - 54	675	13	677	13	678	13	676	13	675	13	677	13
55 - 64	523	10	523	10	525	10	524	10	522	10	525	10
65 +	625	12	627	12	623	12	629	12	630	12	629	12
Adults												
Total	4325	100	4328	100	4334	100	4337	100	4342	100	4342	100
AB	1344	31	1345	31	1346	31	1349	31	1351	31	1351	31
C1	1222	28	1225	28	1226	28	1225	28	1225	28	1228	28
C2	798	18	798	18	798	18	800	18	798	18	798	18
DE	961	22	960	22	964	22	963	22	968	22	965	22
Working F/T	2783	64	2783	64	2788	64	2791	64	2792	64	2791	64
Not Working	1542	36	1545	36	1546	36	1546	36	1550	36	1551	36

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5177	100	5180	100	5184	100	5189	100	5193	100	5199	100
Age												
4 - 15	828	16	829	16	829	16	830	16	830	16	831	16
16 - 24	621	12	623	12	625	12	625	12	623	12	625	12
25 - 34	950	18	948	18	949	18	951	18	951	18	955	18
35 - 44	945	18	946	18	945	18	945	18	949	18	948	18
45 - 54	678	13	679	13	679	13	677	13	680	13	680	13
55 - 64	526	10	527	10	528	10	530	10	530	10	527	10
65 +	629	12	628	12	629	12	631	12	630	12	633	12
Adults												
Total	4349	100	4351	100	4355	100	4359	100	4363	100	4368	100
AB	1355	31	1353	31	1355	31	1356	31	1356	31	1358	31
C1	1228	28	1230	28	1231	28	1233	28	1235	28	1234	28
C2	803	18	801	18	802	18	802	18	805	18	804	18
DE	963	22	967	22	967	22	968	22	967	22	972	22
Working F/T	2797	64	2797	64	2800	64	2803	64	2805	64	2808	64
Not Working	1552	36	1554	36	1555	36	1556	36	1558	36	1560	36

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5311	100	5314	100	5319	100	5327	100	5330	100	5334	100
Age												
4 - 15	796	15	795	15	796	15	800	15	801	15	798	15
16 - 24	619	12	622	12	621	12	622	12	621	12	623	12
25 - 34	914	17	912	17	914	17	916	17	915	17	916	17
35 - 44	922	17	924	17	924	17	925	17	924	17	926	17
45 - 54	692	13	691	13	694	13	692	13	693	13	695	13
55 - 64	562	11	562	11	561	11	562	11	567	11	563	11
65 +	806	15	808	15	809	15	810	15	809	15	813	15
Adults												
Total	4515	100	4519	100	4523	100	4527	100	4529	100	4536	100
AB	1281	28	1283	28	1283	28	1284	28	1284	28	1286	28
C1	1364	30	1365	30	1365	30	1368	30	1369	30	1369	30
C2	686	15	686	15	687	15	687	15	687	15	693	15
DE	1184	26	1185	26	1188	26	1188	26	1189	26	1188	26
Working F/T	1606	36	1611	36	1608	36	1612	36	1613	36	1619	36
Not Working	2909	64	2908	64	2915	64	2915	64	2916	64	2917	64

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5338	100	5342	100	5349	100	5353	100	5359	100	5361	100
Age												
4 - 15	802	15	799	15	803	15	803	15	804	15	804	15
16 - 24	622	12	622	12	622	12	624	12	629	12	627	12
25 - 34	917	17	919	17	919	17	918	17	919	17	919	17
35 - 44	928	17	930	17	931	17	931	17	932	17	931	17
45 - 54	694	13	695	13	696	13	698	13	696	13	699	13
55 - 64	565	11	564	11	566	11	563	11	564	11	568	11
65 +	810	15	813	15	812	15	816	15	815	15	813	15
Adults												
Total	4536	100	4543	100	4546	100	4550	100	4555	100	4557	100
AB	1285	28	1290	28	1289	28	1291	28	1293	28	1293	28
C1	1371	30	1371	30	1374	30	1374	30	1374	30	1377	30
C2	687	15	692	15	689	15	692	15	692	15	693	15
DE	1193	26	1190	26	1194	26	1193	26	1196	26	1194	26
Working F/T	1615	36	1621	36	1622	36	1620	36	1626	36	1625	36
Not Working	2921	64	2922	64	2924	64	2930	64	2929	64	2932	64

South East

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		885	100	886	100	887	100	888	100	889	100	890	100
TV Households		870	98	871	98	872	98	873	98	873	98	874	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		891	100	892	100	893	100	893	100	894	100	895	100
TV Households		875	98	876	98	877	98	878	98	879	98	880	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		870	100	871	100	872	100	873	100	873	100	874	100
Social Class													
	AB	203	23	202	23	202	23	203	23	202	23	202	23
	C1	274	31	275	32	275	32	275	32	276	32	276	32
	C2	175	20	176	20	176	20	176	20	176	20	176	20
	DE	218	25	218	25	219	25	219	25	219	25	220	25
Housewife Age													
	Under 25	36	4	36	4	36	4	36	4	35	4	36	4
	25 - 34	111	13	111	13	111	13	111	13	111	13	111	13
	35 - 44	171	20	171	20	171	20	172	20	172	20	172	20
	45 - 54	154	18	154	18	154	18	154	18	154	18	154	18
	55 - 64	156	18	156	18	157	18	157	18	157	18	157	18
	65 +	242	28	243	28	243	28	243	28	244	28	244	28
Size													
	1	265	30	266	31	267	31	267	31	266	30	266	30
	2	302	35	302	35	302	35	303	35	303	35	303	35
	3	129	15	129	15	129	15	129	15	130	15	130	15
	4+	174	20	174	20	174	20	174	20	174	20	175	20
Children													
	Without	641	74	641	74	642	74	642	74	643	74	644	74
	With	229	26	230	26	230	26	231	26	230	26	230	26

TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	875	100	876	100	877	100	878	100	879	100	880	100
Social Class												
AB	203	23	203	23	203	23	203	23	204	23	204	23
C1	276	32	276	32	277	32	277	32	277	32	278	32
C2	176	20	177	20	177	20	177	20	177	20	177	20
DE	220	25	220	25	220	25	221	25	221	25	221	25
Housewife Age												
Under 25	36	4	36	4	36	4	36	4	36	4	37	4
25 - 34	111	13	112	13	112	13	112	13	112	13	112	13
35 - 44	172	20	172	20	172	20	173	20	173	20	173	20
45 - 54	154	18	155	18	155	18	155	18	155	18	155	18
55 - 64	157	18	157	18	158	18	158	18	158	18	158	18
65 +	245	28	244	28	244	28	244	28	245	28	245	28
Size												
1	266	30	267	30	268	31	268	31	268	30	269	31
2	304	35	304	35	304	35	305	35	305	35	305	35
3	130	15	130	15	130	15	130	15	130	15	130	15
4+	175	20	175	20	175	20	175	20	176	20	176	20
Children												
Without	644	74	645	74	646	74	646	74	647	74	648	74
With	231	26	231	26	231	26	232	26	232	26	232	26

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1938	100	1940	100	1942	100	1944	100	1946	100	1948	100
Age												
4 - 9	153	8	154	8	153	8	154	8	154	8	154	8
10 - 15	162	8	162	8	163	8	162	8	163	8	163	8
16 - 24	199	10	199	10	199	10	199	10	200	10	200	10
25 - 34	212	11	212	11	212	11	213	11	212	11	213	11
35 - 44	309	16	310	16	310	16	310	16	310	16	311	16
45 - 54	273	14	272	14	273	14	274	14	274	14	274	14
55 - 64	271	14	271	14	271	14	272	14	272	14	272	14
65 +	359	19	360	19	361	19	360	19	361	19	361	19
Adults												
Total	1623	100	1624	100	1626	100	1628	100	1629	100	1631	100
AB	405	25	405	25	406	25	407	25	407	25	407	25
C1	502	31	503	31	503	31	503	31	504	31	505	31
C2	357	22	357	22	357	22	358	22	358	22	358	22
DE	359	22	359	22	360	22	360	22	360	22	361	22

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1950	100	1952	100	1954	100	1956	100	1958	100	1960	100
Age												
4 - 9	154	8	155	8	155	8	155	8	154	8	155	8
10 - 15	163	8	163	8	163	8	163	8	164	8	164	8
16 - 24	200	10	200	10	200	10	201	10	201	10	201	10
25 - 34	214	11	214	11	214	11	214	11	215	11	214	11
35 - 44	310	16	311	16	312	16	312	16	311	16	313	16
45 - 54	275	14	275	14	275	14	275	14	276	14	275	14
55 - 64	272	14	273	14	273	14	273	14	274	14	274	14
65 +	362	19	361	18	362	19	363	19	363	19	364	19
Adults												
Total	1633	100	1634	100	1636	100	1638	100	1640	100	1641	100
AB	408	25	408	25	409	25	409	25	410	25	410	25
C1	505	31	506	31	506	31	507	31	507	31	508	31
C2	359	22	358	22	360	22	360	22	360	22	360	22
DE	361	22	362	22	361	22	362	22	363	22	363	22

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	950	100	951	100	952	100	954	100	955	100	955	100
Age												
4 - 15	170	18	170	18	170	18	171	18	171	18	171	18
16 - 24	104	11	104	11	104	11	103	11	104	11	104	11
25 - 34	104	11	104	11	104	11	105	11	105	11	105	11
35 - 44	150	16	150	16	151	16	151	16	150	16	151	16
45 - 54	133	14	133	14	133	14	133	14	134	14	134	14
55 - 64	136	14	136	14	136	14	137	14	137	14	136	14
65 +	153	16	154	16	154	16	154	16	154	16	154	16
Adults												
Total	780	100	781	100	782	100	783	100	784	100	784	100
AB	205	26	204	26	205	26	205	26	205	26	205	26
C1	231	30	232	30	232	30	232	30	233	30	233	30
C2	189	24	189	24	189	24	190	24	190	24	190	24
DE	155	20	156	20	156	20	156	20	156	20	156	20
Working F/T	475	61	476	61	477	61	477	61	478	61	478	61
Not Working	305	39	305	39	305	39	306	39	306	39	306	39

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	956	100	957	100	959	100	960	100	961	100	961	100
Age												
4 - 15	171	18	171	18	172	18	172	18	172	18	172	18
16 - 24	104	11	104	11	104	11	105	11	105	11	105	11
25 - 34	105	11	105	11	105	11	105	11	106	11	105	11
35 - 44	151	16	151	16	152	16	152	16	151	16	152	16
45 - 54	134	14	134	14	134	14	134	14	134	14	134	14
55 - 64	137	14	137	14	137	14	137	14	138	14	138	14
65 +	154	16	155	16	155	16	155	16	155	16	155	16
Adults												
Total	785	100	786	100	787	100	788	100	789	100	789	100
AB	206	26	206	26	207	26	206	26	207	26	207	26
C1	233	30	233	30	233	30	234	30	234	30	234	30
C2	190	24	190	24	191	24	191	24	191	24	191	24
DE	156	20	157	20	156	20	157	20	157	20	157	20
Working F/T	478	61	479	61	480	61	480	61	481	61	481	61
Not Working	307	39	307	39	307	39	308	39	308	39	308	39

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	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	993	100
Age												
4 - 15	145	15	146	15	146	15	145	15	146	15	146	15
16 - 24	95	10	95	10	95	10	96	10	96	10	96	10
25 - 34	108	11	108	11	108	11	108	11	107	11	108	11
35 - 44	159	16	160	16	159	16	159	16	160	16	160	16
45 - 54	140	14	139	14	140	14	141	14	140	14	140	14
55 - 64	135	14	135	14	135	14	135	14	135	14	136	14
65 +	206	21	206	21	207	21	206	21	207	21	207	21
Adults												
Total	843	100	843	100	844	100	845	100	845	100	847	100
AB	200	24	201	24	201	24	202	24	202	24	202	24
C1	271	32	271	32	271	32	271	32	271	32	272	32
C2	168	20	168	20	168	20	168	20	168	20	168	20
DE	204	24	203	24	204	24	204	24	204	24	205	24
Working F/T	244	29	243	29	243	29	244	29	243	29	244	29
Not Working	599	71	600	71	601	71	601	71	602	71	603	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	994	100	995	100	995	100	996	100	997	100	999	100
Age												
4 - 15	146	15	147	15	146	15	146	15	146	15	147	15
16 - 24	96	10	96	10	96	10	96	10	96	10	96	10
25 - 34	109	11	109	11	109	11	109	11	109	11	109	11
35 - 44	159	16	160	16	160	16	160	16	160	16	161	16
45 - 54	141	14	141	14	141	14	141	14	142	14	141	14
55 - 64	135	14	136	14	136	14	136	14	136	14	136	14
65 +	208	21	206	21	207	21	208	21	208	21	209	21
Adults												
Total	848	100	848	100	849	100	850	100	851	100	852	100
AB	202	24	202	24	202	24	203	24	203	24	203	24
C1	272	32	273	32	273	32	273	32	273	32	274	32
C2	169	20	168	20	169	20	169	20	169	20	169	20
DE	205	24	205	24	205	24	205	24	206	24	206	24
Working F/T	245	29	244	29	244	29	245	29	245	29	245	29
Not Working	603	71	604	71	605	71	605	71	606	71	607	71

Midlands

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3459	100	3461	100	3464	100	3467	100	3469	100	3472	100
TV Households	3380	98	3383	98	3385	98	3388	98	3390	98	3393	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3474	100	3477	100	3479	100	3482	100	3484	100	3487	100
TV Households	3395	98	3398	98	3400	98	3403	98	3405	98	3408	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3380	100	3383	100	3385	100	3388	100	3390	100	3393	100
Social Class	AB	636	19	637	19	637	19	637	19	638	19	638	19
	C1	866	26	866	26	867	26	868	26	868	26	869	26
	C2	657	19	658	19	658	19	659	19	659	19	660	19
	DE	1221	36	1222	36	1223	36	1224	36	1225	36	1226	36
Housewife Age	Under 25	178	5	179	5	179	5	180	5	180	5	180	5
	25 - 34	514	15	514	15	514	15	515	15	515	15	516	15
	35 - 44	687	20	687	20	688	20	688	20	689	20	689	20
	45 - 54	596	18	597	18	597	18	597	18	598	18	598	18
	55 - 64	571	17	572	17	572	17	572	17	573	17	573	17
	65 +	834	25	834	25	835	25	836	25	835	25	837	25
Size	1	1008	30	1008	30	1009	30	1010	30	1010	30	1011	30
	2	1171	35	1172	35	1173	35	1174	35	1175	35	1176	35
	3	543	16	543	16	544	16	544	16	545	16	545	16
	4+	658	19	660	20	659	19	660	19	660	19	661	19
Children	Without	2482	73	2484	73	2486	73	2488	73	2489	73	2491	73
	With	898	27	899	27	899	27	900	27	901	27	902	27

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3395	100	3398	100	3400	100	3403	100	3405	100	3408	100
Social Class													
	AB	639	19	639	19	640	19	640	19	641	19	641	19
	C1	869	26	870	26	871	26	871	26	872	26	873	26
	C2	660	19	661	19	661	19	662	19	662	19	663	19
	DE	1227	36	1228	36	1228	36	1230	36	1230	36	1231	36
Housewife Age													
	Under 25	180	5	181	5	179	5	181	5	180	5	181	5
	25 - 34	516	15	516	15	517	15	517	15	517	15	518	15
	35 - 44	690	20	690	20	691	20	691	20	692	20	692	20
	45 - 54	599	18	599	18	600	18	600	18	601	18	601	18
	55 - 64	574	17	574	17	574	17	575	17	575	17	576	17
	65 +	836	25	838	25	839	25	839	25	840	25	840	25
Size													
	1	1013	30	1013	30	1013	30	1014	30	1015	30	1015	30
	2	1176	35	1177	35	1178	35	1179	35	1180	35	1181	35
	3	545	16	546	16	546	16	547	16	547	16	548	16
	4+	661	19	662	19	663	20	663	19	663	19	664	19
Children													
	Without	2493	73	2495	73	2496	73	2498	73	2500	73	2502	73
	With	902	27	903	27	904	27	905	27	905	27	906	27

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7532	100	7537	100	7543	100	7549	100	7554	100	7560	100
Age												
4 - 9	575	8	575	8	576	8	577	8	577	8	577	8
10 - 15	617	8	617	8	617	8	618	8	618	8	619	8
16 - 24	897	12	898	12	898	12	898	12	900	12	901	12
25 - 34	965	13	966	13	968	13	968	13	968	13	969	13
35 - 44	1210	16	1210	16	1210	16	1212	16	1213	16	1214	16
45 - 54	1036	14	1037	14	1038	14	1039	14	1040	14	1040	14
55 - 64	985	13	986	13	986	13	987	13	988	13	989	13
65 +	1247	17	1248	17	1250	17	1250	17	1250	17	1251	17
Adults												
Total	6340	100	6345	100	6350	100	6354	100	6359	100	6364	100
AB	1263	20	1263	20	1264	20	1265	20	1266	20	1267	20
C1	1679	26	1681	26	1682	26	1683	26	1684	26	1686	26
C2	1366	22	1367	22	1369	22	1369	22	1371	22	1371	22
DE	2032	32	2034	32	2035	32	2037	32	2038	32	2040	32

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7565	100	7571	100	7576	100	7582	100	7588	100	7593	100
Age												
4 - 9	577	8	578	8	578	8	579	8	579	8	580	8
10 - 15	620	8	620	8	620	8	621	8	622	8	621	8
16 - 24	901	12	902	12	903	12	903	12	903	12	905	12
25 - 34	969	13	970	13	971	13	972	13	973	13	973	13
35 - 44	1215	16	1216	16	1216	16	1217	16	1218	16	1219	16
45 - 54	1041	14	1042	14	1043	14	1044	14	1044	14	1045	14
55 - 64	989	13	990	13	991	13	991	13	992	13	993	13
65 +	1253	17	1253	17	1254	17	1255	17	1257	17	1257	17
Adults												
Total	6368	100	6373	100	6378	100	6382	100	6387	100	6392	100
AB	1268	20	1269	20	1270	20	1271	20	1271	20	1273	20
C1	1687	26	1688	26	1689	26	1690	26	1692	26	1693	26
C2	1372	22	1373	22	1375	22	1375	22	1376	22	1377	22
DE	2041	32	2043	32	2044	32	2046	32	2048	32	2049	32

Table4a												
Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3683	100	3685	100	3688	100	3692	100	3694	100	3697	100
Age												
4 - 15	605	16	605	16	606	16	607	16	607	16	607	16
16 - 24	455	12	456	12	456	12	456	12	457	12	457	12
25 - 34	472	13	472	13	472	13	473	13	473	13	474	13
35 - 44	605	16	605	16	605	16	607	16	607	16	607	16
45 - 54	509	14	509	14	510	14	510	14	511	14	511	14
55 - 64	491	13	491	13	491	13	491	13	492	13	492	13
65 +	546	15	547	15	548	15	548	15	547	15	549	15
Adults												
Total	3078	100	3080	100	3082	100	3085	100	3087	100	3090	100
AB	637	21	637	21	637	21	638	21	638	21	639	21
C1	808	26	809	26	810	26	810	26	811	26	812	26
C2	722	23	723	23	723	23	724	23	725	23	725	23
DE	911	30	911	30	912	30	913	30	913	30	914	30
Working F/T	1890	61	1891	61	1892	61	1894	61	1895	61	1897	61
Not Working	1188	39	1189	39	1190	39	1191	39	1192	39	1193	39

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3699	100	3702	100	3704	100	3708	100	3711	100	3713	100
Age												
4 - 15	608	16	608	16	608	16	610	16	610	16	610	16
16 - 24	457	12	458	12	458	12	458	12	458	12	460	12
25 - 34	474	13	474	13	475	13	475	13	476	13	475	13
35 - 44	608	16	608	16	609	16	609	16	609	16	610	16
45 - 54	511	14	512	14	512	14	513	14	513	14	513	14
55 - 64	492	13	493	13	493	13	493	13	494	13	494	13
65 +	549	15	549	15	549	15	550	15	551	15	551	15
Adults												
Total	3091	100	3094	100	3096	100	3098	100	3101	100	3103	100
AB	639	21	640	21	641	21	641	21	642	21	642	21
C1	812	26	813	26	813	26	813	26	814	26	815	26
C2	725	23	726	23	726	23	727	23	728	23	728	23
DE	915	30	915	30	916	30	917	30	917	30	918	30
Working F/T	1898	61	1900	61	1901	61	1902	61	1904	61	1905	61
Not Working	1193	39	1194	39	1195	39	1196	39	1197	39	1198	39

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3849	100	3852	100	3855	100	3857	100	3860	100	3863	100
Age												
4 - 15	587	15	587	15	587	15	588	15	588	15	589	15
16 - 24	442	11	442	11	442	11	442	11	443	11	444	11
25 - 34	493	13	494	13	496	13	495	13	495	13	495	13
35 - 44	605	16	605	16	605	16	605	16	606	16	607	16
45 - 54	527	14	528	14	528	14	529	14	529	14	529	14
55 - 64	494	13	495	13	495	13	496	13	496	13	497	13
65 +	701	18	701	18	702	18	702	18	703	18	702	18
Adults												
Total	3262	100	3265	100	3268	100	3269	100	3272	100	3274	100
AB	626	19	626	19	627	19	627	19	628	19	628	19
C1	871	27	872	27	872	27	873	27	873	27	874	27
C2	644	20	644	20	646	20	645	20	646	20	646	20
DE	1121	34	1123	34	1123	34	1124	34	1125	34	1126	34
Working F/T	1003	31	1004	31	1006	31	1005	31	1007	31	1007	31
Not Working	2259	69	2261	69	2262	69	2264	69	2265	69	2267	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3866	100	3869	100	3872	100	3874	100	3877	100	3880	100
Age												
4 - 15	589	15	590	15	590	15	590	15	591	15	591	15
16 - 24	444	11	444	11	445	11	445	11	445	11	445	11
25 - 34	495	13	496	13	496	13	497	13	497	13	498	13
35 - 44	607	16	608	16	607	16	608	16	609	16	609	16
45 - 54	530	14	530	14	531	14	531	14	531	14	532	14
55 - 64	497	13	497	13	498	13	498	13	498	13	499	13
65 +	704	18	704	18	705	18	705	18	706	18	706	18
Adults												
Total	3277	100	3279	100	3282	100	3284	100	3286	100	3289	100
AB	629	19	629	19	629	19	630	19	629	19	631	19
C1	875	27	875	27	876	27	877	27	878	27	878	27
C2	647	20	647	20	649	20	648	20	648	20	649	20
DE	1126	34	1128	34	1128	34	1129	34	1131	34	1131	34
Working F/T	1008	31	1008	31	1010	31	1010	31	1010	31	1012	31
Not Working	2269	69	2271	69	2272	69	2274	69	2276	69	2277	69

East

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1820	100	1821	100	1823	100	1825	100	1827	100	1829	100
TV Households	1784	98	1786	98	1788	98	1790	98	1792	98	1794	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1831	100	1833	100	1835	100	1837	100	1839	100	1841	100
TV Households	1796	98	1798	98	1800	98	1802	98	1804	98	1805	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1784	100	1786	100	1788	100	1790	100	1792	100	1794	100
Social Class													
	AB	354	20	353	20	355	20	355	20	355	20	356	20
	C1	510	29	511	29	511	29	512	29	513	29	513	29
	C2	364	20	365	20	365	20	365	20	366	20	366	20
	DE	556	31	557	31	557	31	558	31	558	31	559	31
Housewife Age													
	Under 25	79	4	80	4	80	4	80	4	80	4	80	4
	25 - 34	271	15	271	15	272	15	272	15	272	15	272	15
	35 - 44	348	20	348	19	348	19	349	19	349	19	349	19
	45 - 54	315	18	315	18	316	18	316	18	316	18	317	18
	55 - 64	322	18	322	18	323	18	323	18	323	18	324	18
	65 +	449	25	450	25	449	25	450	25	452	25	452	25
Size													
	1	520	29	520	29	520	29	521	29	523	29	523	29
	2	668	37	669	37	670	37	671	37	671	37	672	37
	3	257	14	258	14	258	14	258	14	258	14	259	14
	4+	339	19	339	19	340	19	340	19	340	19	340	19
Children													
	Without	1322	74	1323	74	1325	74	1326	74	1328	74	1329	74
	With	462	26	463	26	463	26	464	26	464	26	465	26

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1796	100	1798	100	1800	100	1802	100	1804	100	1805	100
Social Class													
	AB	355	20	357	20	357	20	358	20	358	20	358	20
	C1	514	29	514	29	515	29	515	29	516	29	516	29
	C2	367	20	367	20	367	20	368	20	368	20	369	20
	DE	560	31	560	31	561	31	561	31	562	31	562	31
Housewife Age													
	Under 25	80	4	80	4	79	4	80	4	81	4	80	4
	25 - 34	273	15	273	15	273	15	274	15	274	15	274	15
	35 - 44	350	19	350	19	351	20	351	19	351	19	352	20
	45 - 54	317	18	317	18	318	18	318	18	318	18	319	18
	55 - 64	324	18	324	18	325	18	325	18	325	18	326	18
	65 +	452	25	454	25	454	25	454	25	455	25	454	25
Size													
	1	523	29	524	29	525	29	525	29	525	29	526	29
	2	673	37	674	37	674	37	675	37	676	37	676	37
	3	259	14	259	14	259	14	260	14	260	14	260	14
	4+	341	19	341	19	342	19	342	19	343	19	343	19
Children													
	Without	1330	74	1332	74	1334	74	1335	74	1337	74	1337	74
	With	466	26	466	26	466	26	467	26	467	26	468	26

Table 3 All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3924	100	3929	100	3933	100	3937	100	3941	100	3945	100
Age												
4 - 9	298	8	298	8	299	8	299	8	299	8	299	8
10 - 15	308	8	309	8	309	8	309	8	310	8	310	8
16 - 24	414	11	414	11	415	11	415	11	416	11	416	11
25 - 34	500	13	501	13	500	13	502	13	502	13	503	13
35 - 44	617	16	618	16	619	16	619	16	619	16	620	16
45 - 54	544	14	545	14	545	14	546	14	547	14	548	14
55 - 64	554	14	555	14	555	14	556	14	557	14	557	14
65 +	689	18	689	18	691	18	691	18	691	18	692	18
Adults												
Total	3318	100	3322	100	3325	100	3329	100	3332	100	3336	100
AB	708	21	709	21	710	21	710	21	711	21	712	21
C1	964	29	965	29	966	29	968	29	968	29	969	29
C2	748	23	749	23	750	23	751	23	751	23	752	23
DE	898	27	899	27	899	27	900	27	902	27	903	27

Table 3 All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3950	100	3954	100	3958	100	3962	100	3966	100	3971	100
Age												
4 - 9	300	8	300	8	300	8	301	8	301	8	301	8
10 - 15	310	8	311	8	311	8	311	8	311	8	312	8
16 - 24	417	11	417	11	418	11	418	11	419	11	419	11
25 - 34	503	13	504	13	504	13	505	13	505	13	506	13
35 - 44	621	16	621	16	622	16	623	16	623	16	625	16
45 - 54	548	14	548	14	549	14	550	14	551	14	550	14
55 - 64	558	14	558	14	559	14	560	14	560	14	561	14
65 +	693	18	695	18	695	18	694	18	696	18	697	18
Adults												
Total	3340	100	3343	100	3347	100	3350	100	3354	100	3358	100
AB	712	21	713	21	713	21	715	21	715	21	716	21
C1	971	29	972	29	973	29	973	29	975	29	976	29
C2	753	23	754	23	756	23	755	23	756	23	758	23
DE	904	27	904	27	905	27	907	27	908	27	908	27

Table4a Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1923	100	1925	100	1927	100	1929	100	1931	100	1933	100
Age												
4 - 15	314	16	314	16	315	16	315	16	315	16	315	16
16 - 24	208	11	208	11	208	11	208	11	209	11	209	11
25 - 34	243	13	243	13	243	13	244	13	244	13	244	13
35 - 44	306	16	307	16	307	16	306	16	307	16	308	16
45 - 54	266	14	267	14	267	14	268	14	268	14	268	14
55 - 64	266	14	266	14	266	14	266	14	267	14	267	14
65 +	320	17	320	17	321	17	322	17	321	17	322	17
Adults												
Total	1609	100	1611	100	1612	100	1614	100	1616	100	1618	100
AB	361	22	362	22	363	23	362	22	363	22	364	22
C1	456	28	456	28	456	28	458	28	458	28	458	28
C2	400	25	401	25	401	25	402	25	402	25	402	25
DE	392	24	392	24	392	24	392	24	393	24	394	24
Working F/T	1020	63	1022	63	1022	63	1023	63	1025	63	1026	63
Not Working	589	37	589	37	590	37	591	37	591	37	592	37

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1935	100	1937	100	1939	100	1941	100	1943	100	1946	100
Age												
4 - 15	316	16	316	16	316	16	317	16	317	16	317	16
16 - 24	210	11	209	11	210	11	210	11	210	11	210	11
25 - 34	244	13	245	13	245	13	245	13	245	13	246	13
35 - 44	308	16	308	16	308	16	309	16	309	16	310	16
45 - 54	268	14	268	14	269	14	270	14	270	14	270	14
55 - 64	267	14	267	14	268	14	268	14	268	14	269	14
65 +	322	17	324	17	323	17	322	17	324	17	324	17
Adults												
Total	1619	100	1621	100	1623	100	1624	100	1626	100	1629	100
AB	363	22	364	22	364	22	365	22	365	22	365	22
C1	459	28	459	28	460	28	460	28	461	28	462	28
C2	403	25	403	25	404	25	404	25	404	25	406	25
DE	394	24	395	24	395	24	395	24	396	24	396	24
Working F/T	1027	63	1028	63	1029	63	1030	63	1031	63	1032	63
Not Working	592	37	593	37	594	37	594	37	595	37	597	37

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2001	100	2004	100	2006	100	2008	100	2010	100	2012	100
Age												
4 - 15	292	15	293	15	293	15	293	15	294	15	294	15
16 - 24	206	10	206	10	207	10	207	10	207	10	207	10
25 - 34	257	13	258	13	257	13	258	13	258	13	259	13
35 - 44	311	16	311	16	312	16	313	16	312	16	312	16
45 - 54	278	14	278	14	278	14	278	14	279	14	280	14
55 - 64	288	14	289	14	289	14	290	14	290	14	290	14
65 +	369	18	369	18	370	18	369	18	370	18	370	18
Adults												
Total	1709	100	1711	100	1713	100	1715	100	1716	100	1718	100
AB	347	20	347	20	347	20	348	20	348	20	348	20
C1	508	30	509	30	510	30	510	30	510	30	511	30
C2	348	20	348	20	349	20	349	20	349	20	350	20
DE	506	30	507	30	507	30	508	30	509	30	509	30
Working F/T	548	32	547	32	549	32	550	32	549	32	550	32
Not Working	1161	68	1164	68	1164	68	1165	68	1167	68	1168	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2015	100	2017	100	2019	100	2021	100	2023	100	2025	100
Age												
4 - 15	294	15	295	15	295	15	295	15	295	15	296	15
16 - 24	207	10	208	10	208	10	208	10	209	10	209	10
25 - 34	259	13	259	13	259	13	260	13	260	13	260	13
35 - 44	313	16	313	16	314	16	314	16	314	16	315	16
45 - 54	280	14	280	14	280	14	280	14	281	14	280	14
55 - 64	291	14	291	14	291	14	292	14	292	14	292	14
65 +	371	18	371	18	372	18	372	18	372	18	373	18
Adults												
Total	1721	100	1722	100	1724	100	1726	100	1728	100	1729	100
AB	349	20	349	20	349	20	350	20	350	20	351	20
C1	512	30	513	30	513	30	513	30	514	30	514	30
C2	350	20	351	20	352	20	351	20	352	20	352	20
DE	510	30	509	30	510	30	512	30	512	30	512	30
Working F/T	551	32	551	32	552	32	553	32	553	32	554	32
Not Working	1170	68	1171	68	1172	68	1173	68	1175	68	1175	68

West

Table 1 Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	964	100	965	100	966	100	967	100	968	100	969	100
TV Households	951	99	952	99	953	99	954	99	955	99	956	99

Table 1 Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	970	100	971	100	972	100	973	100	974	100	975	100
TV Households	957	99	958	99	959	99	960	99	960	99	961	99

Projections for		TV Households																							
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		951	100	952	100	953	100	954	100	955	100	956	100												
Social Class																									
AB		153	16	153	16	153	16	154	16	153	16	153	16												
C1		294	31	295	31	295	31	295	31	296	31	296	31												
C2		213	22	213	22	213	22	213	22	214	22	214	22												
DE		291	31	291	31	292	31	292	31	292	31	293	31												
Housewife Age																									
Under 25		48	5	48	5	48	5	49	5	48	5	48	5												
25 - 34		146	15	146	15	146	15	146	15	146	15	146	15												
35 - 44		203	21	203	21	204	21	204	21	204	21	204	21												
45 - 54		168	18	168	18	168	18	168	18	169	18	169	18												
55 - 64		151	16	151	16	151	16	151	16	151	16	152	16												
65 +		235	25	236	25	236	25	236	25	237	25	237	25												
Size																									
1		291	31	292	31	292	31	292	31	292	31	292	31												
2		347	36	347	36	348	37	348	36	348	36	349	37												
3		125	13	125	13	125	13	125	13	126	13	126	13												
4+		188	20	188	20	188	20	189	20	189	20	189	20												
Children																									
Without		716	75	717	75	717	75	718	75	719	75	719	75												
With		235	25	235	25	236	25	236	25	236	25	237	25												

TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	957	100	958	100	959	100	960	100	960	100	961	100
Social Class												
AB	154	16	154	16	154	16	154	16	154	16	154	16
C1	296	31	297	31	297	31	297	31	297	31	298	31
C2	214	22	214	22	215	22	215	22	215	22	215	22
DE	293	31	293	31	293	31	294	31	294	31	294	31
Housewife Age												
Under 25	48	5	48	5	49	5	48	5	48	5	48	5
25 - 34	147	15	147	15	147	15	147	15	147	15	147	15
35 - 44	204	21	205	21	205	21	205	21	205	21	205	21
45 - 54	169	18	169	18	169	18	169	18	170	18	170	18
55 - 64	152	16	152	16	152	16	152	16	152	16	153	16
65 +	237	25	237	25	237	25	239	25	238	25	238	25
Size												
1	293	31	293	31	293	31	294	31	294	31	294	31
2	349	36	349	36	350	36	350	36	350	36	351	37
3	126	13	126	13	126	13	126	13	126	13	126	13
4+	189	20	190	20	190	20	190	20	190	20	190	20
Children												
Without	720	75	721	75	722	75	723	75	722	75	723	75
With	237	25	237	25	237	25	237	25	238	25	238	25

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2106	100	2108	100	2110	100	2112	100	2114	100	2117	100
Age												
4 - 9	161	8	161	8	161	8	161	8	160	8	161	8
10 - 15	167	8	167	8	167	8	167	8	168	8	168	8
16 - 24	234	11	234	11	235	11	235	11	235	11	235	11
25 - 34	251	12	252	12	251	12	252	12	252	12	253	12
35 - 44	357	17	357	17	358	17	358	17	359	17	359	17
45 - 54	302	14	302	14	302	14	303	14	304	14	303	14
55 - 64	271	13	272	13	272	13	272	13	272	13	273	13
65 +	363	17	363	17	364	17	364	17	364	17	365	17
Adults												
Total	1778	100	1780	100	1782	100	1784	100	1786	100	1788	100
AB	301	17	302	17	302	17	302	17	303	17	303	17
C1	559	31	559	31	560	31	561	31	561	31	562	31
C2	434	24	434	24	435	24	436	24	436	24	437	24
DE	484	27	485	27	485	27	485	27	486	27	486	27

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2119	100	2121	100	2123	100	2125	100	2127	100	2129	100
Age												
4 - 9	162	8	162	8	162	8	162	8	162	8	162	8
10 - 15	167	8	168	8	168	8	168	8	169	8	169	8
16 - 24	236	11	236	11	236	11	237	11	236	11	236	11
25 - 34	252	12	253	12	253	12	253	12	254	12	254	12
35 - 44	359	17	359	17	360	17	360	17	360	17	362	17
45 - 54	304	14	304	14	304	14	305	14	305	14	305	14
55 - 64	273	13	273	13	273	13	274	13	274	13	274	13
65 +	366	17	366	17	367	17	366	17	367	17	367	17
Adults												
Total	1790	100	1791	100	1793	100	1795	100	1796	100	1798	100
AB	303	17	303	17	304	17	304	17	305	17	305	17
C1	562	31	563	31	563	31	564	31	564	31	565	31
C2	438	24	437	24	438	24	438	24	438	24	439	24
DE	487	27	488	27	488	27	489	27	489	27	489	27

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1031	100	1032	100	1033	100	1034	100	1035	100	1037	100
Age												
4 - 15	166	16	166	16	166	16	166	16	167	16	167	16
16 - 24	124	12	124	12	124	12	124	12	124	12	125	12
25 - 34	125	12	125	12	125	12	126	12	126	12	126	12
35 - 44	172	17	172	17	173	17	173	17	173	17	173	17
45 - 54	147	14	147	14	146	14	147	14	147	14	147	14
55 - 64	134	13	135	13	135	13	134	13	135	13	135	13
65 +	163	16	163	16	164	16	164	16	163	16	164	16
Adults												
Total	865	100	866	100	867	100	868	100	868	100	870	100
AB	151	17	152	18	152	18	152	18	152	18	152	17
C1	269	31	269	31	269	31	270	31	270	31	271	31
C2	228	26	228	26	229	26	229	26	229	26	230	26
DE	217	25	217	25	217	25	217	25	217	25	217	25
Working F/T	536	62	536	62	537	62	537	62	538	62	539	62
Not Working	329	38	330	38	330	38	331	38	330	38	331	38

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1037	100	1038	100	1039	100	1040	100	1041	100	1042	100
Age												
4 - 15	167	16	167	16	167	16	167	16	168	16	168	16
16 - 24	125	12	125	12	125	12	125	12	125	12	125	12
25 - 34	125	12	126	12	126	12	126	12	126	12	126	12
35 - 44	173	17	173	17	174	17	174	17	173	17	174	17
45 - 54	148	14	148	14	147	14	148	14	148	14	148	14
55 - 64	135	13	135	13	135	13	135	13	135	13	136	13
65 +	164	16	164	16	165	16	165	16	166	16	165	16
Adults												
Total	870	100	871	100	872	100	873	100	873	100	874	100
AB	152	17	152	17	153	18	153	18	153	18	153	18
C1	271	31	271	31	271	31	271	31	271	31	272	31
C2	229	26	230	26	230	26	231	26	230	26	231	26
DE	218	25	218	25	218	25	218	25	219	25	218	25
Working F/T	539	62	540	62	540	62	541	62	541	62	542	62
Not Working	331	38	331	38	332	38	332	38	332	38	332	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1075	100	1076	100	1077	100	1078	100	1079	100	1080	100
Age												
4 - 15	162	15	162	15	162	15	162	15	161	15	162	15
16 - 24	110	10	110	10	111	10	111	10	111	10	110	10
25 - 34	126	12	127	12	126	12	126	12	126	12	127	12
35 - 44	185	17	185	17	185	17	185	17	186	17	186	17
45 - 54	155	14	155	14	156	14	156	14	157	15	156	14
55 - 64	137	13	137	13	137	13	138	13	137	13	138	13
65 +	200	19	200	19	200	19	200	19	201	19	201	19
Adults												
Total	913	100	914	100	915	100	916	100	918	100	918	100
AB	150	16	150	16	150	16	150	16	151	16	151	16
C1	290	32	290	32	291	32	291	32	291	32	291	32
C2	206	23	206	23	206	23	207	23	207	23	207	23
DE	267	29	268	29	268	29	268	29	269	29	269	29
Working F/T	250	27	251	27	251	27	252	28	252	27	251	27
Not Working	663	73	663	73	664	73	664	72	666	73	667	73

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1082	100	1083	100	1084	100	1085	100	1086	100	1087	100
Age												
4 - 15	162	15	163	15	163	15	163	15	163	15	163	15
16 - 24	111	10	111	10	111	10	112	10	111	10	111	10
25 - 34	127	12	127	12	127	12	127	12	128	12	128	12
35 - 44	186	17	186	17	186	17	186	17	187	17	188	17
45 - 54	156	14	156	14	157	14	157	14	157	14	157	14
55 - 64	138	13	138	13	138	13	139	13	139	13	138	13
65 +	202	19	202	19	202	19	201	19	201	19	202	19
Adults												
Total	920	100	920	100	921	100	922	100	923	100	924	100
AB	151	16	151	16	151	16	151	16	152	16	152	16
C1	291	32	292	32	292	32	293	32	293	32	293	32
C2	209	23	207	23	208	23	207	22	208	23	208	23
DE	269	29	270	29	270	29	271	29	270	29	271	29
Working F/T	252	27	252	27	253	27	253	27	253	27	253	27
Not Working	668	73	668	73	668	73	669	73	670	73	671	73

South West

Projections for		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		831	100	832	100	833	100	834	100	835	100	836	100
TV Households		813	98	814	98	815	98	816	98	817	98	817	98

Projections for		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		837	100	837	100	838	100	839	100	840	100	841	100
TV Households		818	98	819	98	820	98	821	98	822	98	822	98

Projections for		TV Households																							
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		813	100	814	100	815	100	816	100	817	100	817	100												
Social Class																									
	AB	165	20	165	20	165	20	165	20	166	20	165	20												
	C1	221	27	222	27	222	27	222	27	222	27	222	27												
	C2	164	20	164	20	164	20	165	20	165	20	165	20												
	DE	263	32	263	32	264	32	264	32	264	32	265	32												
Housewife Age																									
	Under 25	41	5	41	5	42	5	42	5	41	5	41	5												
	25 - 34	107	13	107	13	107	13	107	13	107	13	107	13												
	35 - 44	144	18	144	18	144	18	144	18	145	18	145	18												
	45 - 54	134	16	134	16	134	16	135	17	135	17	135	17												
	55 - 64	157	19	157	19	157	19	157	19	157	19	158	19												
	65 +	230	28	231	28	231	28	231	28	232	28	231	28												
Size																									
	1	251	31	252	31	252	31	252	31	253	31	253	31												
	2	303	37	303	37	303	37	304	37	304	37	304	37												
	3	115	14	115	14	115	14	115	14	115	14	115	14												
	4+	144	18	144	18	145	18	145	18	145	18	145	18												
Children																									
	Without	617	76	618	76	618	76	619	76	619	76	620	76												
	With	196	24	196	24	197	24	197	24	198	24	197	24												

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		818	100	819	100	820	100	821	100	822	100	822	100
Social Class													
	AB	166	20	166	20	166	20	166	20	166	20	166	20
	C1	223	27	223	27	223	27	223	27	224	27	224	27
	C2	165	20	165	20	165	20	166	20	166	20	166	20
	DE	264	32	265	32	266	32	266	32	266	32	266	32
Housewife Age													
	Under 25	41	5	41	5	42	5	42	5	42	5	40	5
	25 - 34	107	13	108	13	108	13	108	13	108	13	108	13
	35 - 44	145	18	145	18	145	18	145	18	145	18	146	18
	45 - 54	135	17	135	16	135	16	135	16	135	16	136	17
	55 - 64	158	19	158	19	158	19	158	19	158	19	159	19
	65 +	232	28	232	28	232	28	233	28	234	28	233	28
Size													
	1	253	31	253	31	254	31	254	31	254	31	254	31
	2	305	37	305	37	305	37	305	37	306	37	306	37
	3	115	14	115	14	115	14	116	14	116	14	116	14
	4+	145	18	146	18	146	18	146	18	146	18	146	18
Children													
	Without	620	76	621	76	622	76	623	76	623	76	623	76
	With	198	24	198	24	198	24	198	24	199	24	199	24

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1761	100	1763	100	1765	100	1767	100	1768	100	1770	100
Age												
4 - 9	120	7	120	7	120	7	121	7	120	7	120	7
10 - 15	138	8	138	8	138	8	138	8	139	8	139	8
16 - 24	196	11	196	11	196	11	196	11	197	11	197	11
25 - 34	203	12	204	12	204	12	205	12	204	12	205	12
35 - 44	250	14	250	14	251	14	250	14	251	14	250	14
45 - 54	237	13	238	13	238	13	238	13	238	13	239	14
55 - 64	266	15	266	15	267	15	267	15	267	15	267	15
65 +	351	20	351	20	351	20	352	20	352	20	353	20
Adults												
Total	1503	100	1505	100	1507	100	1508	100	1509	100	1511	100
AB	322	21	323	21	323	21	323	21	323	21	324	21
C1	428	28	428	28	429	28	429	28	430	28	430	28
C2	325	22	326	22	326	22	327	22	327	22	327	22
DE	428	28	428	28	429	28	429	28	429	28	430	28

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1772	100	1774	100	1775	100	1777	100	1779	100	1781	100
Age												
4 - 9	120	7	121	7	121	7	121	7	121	7	121	7
10 - 15	140	8	139	8	139	8	139	8	139	8	140	8
16 - 24	197	11	197	11	197	11	197	11	198	11	198	11
25 - 34	205	12	205	12	206	12	206	12	206	12	206	12
35 - 44	250	14	252	14	251	14	252	14	252	14	252	14
45 - 54	239	13	239	13	239	13	240	14	240	13	240	13
55 - 64	268	15	268	15	268	15	268	15	269	15	269	15
65 +	353	20	353	20	354	20	354	20	354	20	355	20
Adults												
Total	1512	100	1514	100	1515	100	1517	100	1519	100	1520	100
AB	324	21	324	21	325	21	325	21	325	21	325	21
C1	431	29	431	28	431	28	432	28	432	28	433	28
C2	327	22	328	22	328	22	329	22	329	22	329	22
DE	430	28	431	28	431	28	431	28	433	29	433	28

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	852	100	853	100	854	100	855	100	856	100	857	100
Age												
4 - 15	138	16	138	16	138	16	138	16	139	16	139	16
16 - 24	96	11	96	11	96	11	96	11	97	11	97	11
25 - 34	99	12	100	12	99	12	100	12	99	12	100	12
35 - 44	119	14	120	14	121	14	120	14	120	14	119	14
45 - 54	117	14	117	14	117	14	117	14	117	14	118	14
55 - 64	130	15	130	15	130	15	130	15	130	15	130	15
65 +	153	18	152	18	153	18	154	18	154	18	154	18
Adults												
Total	714	100	715	100	716	100	717	100	717	100	718	100
AB	160	22	160	22	159	22	160	22	160	22	160	22
C1	199	28	199	28	200	28	200	28	200	28	200	28
C2	168	24	169	24	169	24	169	24	169	24	169	24
DE	187	26	187	26	188	26	188	26	188	26	189	26
Working F/T	402	56	403	56	403	56	404	56	404	56	405	56
Not Working	312	44	312	44	313	44	313	44	313	44	313	44

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	858	100	859	100	859	100	860	100	861	100	862	100
Age												
4 - 15	139	16	139	16	139	16	139	16	139	16	140	16
16 - 24	97	11	97	11	96	11	96	11	97	11	97	11
25 - 34	100	12	100	12	101	12	101	12	101	12	100	12
35 - 44	119	14	120	14	120	14	120	14	120	14	121	14
45 - 54	118	14	118	14	118	14	119	14	119	14	118	14
55 - 64	131	15	131	15	131	15	131	15	131	15	131	15
65 +	154	18	154	18	154	18	154	18	154	18	155	18
Adults												
Total	719	100	720	100	720	100	721	100	722	100	722	100
AB	160	22	160	22	161	22	161	22	161	22	160	22
C1	201	28	201	28	200	28	201	28	201	28	202	28
C2	169	24	170	24	170	24	170	24	170	24	170	24
DE	189	26	189	26	189	26	189	26	190	26	190	26
Working F/T	405	56	406	56	406	56	406	56	407	56	407	56
Not Working	314	44	314	44	314	44	315	44	315	44	315	44

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	909	100	910	100	911	100	912	100	912	100	913	100
Age												
4 - 15	120	13	120	13	120	13	121	13	120	13	120	13
16 - 24	100	11	100	11	100	11	100	11	100	11	100	11
25 - 34	104	11	104	11	105	12	105	12	105	12	105	12
35 - 44	131	14	130	14	130	14	130	14	131	14	131	14
45 - 54	120	13	121	13	121	13	121	13	121	13	121	13
55 - 64	136	15	136	15	137	15	137	15	137	15	137	15
65 +	198	22	199	22	198	22	198	22	198	22	199	22
Adults												
Total	789	100	790	100	791	100	791	100	792	100	793	100
AB	162	21	163	21	164	21	163	21	163	21	164	21
C1	229	29	229	29	229	29	229	29	230	29	230	29
C2	157	20	157	20	157	20	158	20	158	20	158	20
DE	241	31	241	31	241	30	241	30	241	30	241	30
Working F/T	223	28	222	28	223	28	222	28	223	28	223	28
Not Working	566	72	568	72	568	72	569	72	569	72	570	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	914	100	915	100	916	100	917	100	918	100	919	100
Age												
4 - 15	121	13	121	13	121	13	121	13	121	13	121	13
16 - 24	100	11	100	11	101	11	101	11	101	11	101	11
25 - 34	105	11	105	11	105	11	105	11	105	11	106	12
35 - 44	131	14	132	14	131	14	132	14	132	14	131	14
45 - 54	121	13	121	13	121	13	121	13	121	13	122	13
55 - 64	137	15	137	15	137	15	137	15	138	15	138	15
65 +	199	22	199	22	200	22	200	22	200	22	200	22
Adults												
Total	793	100	794	100	795	100	796	100	797	100	798	100
AB	164	21	164	21	164	21	164	21	164	21	165	21
C1	230	29	230	29	231	29	231	29	231	29	231	29
C2	158	20	158	20	158	20	159	20	159	20	159	20
DE	241	30	242	30	242	30	242	30	243	30	243	30
Working F/T	223	28	223	28	223	28	224	28	224	28	224	28
Not Working	570	72	571	72	572	72	572	72	573	72	574	72

South

Table 1 **Television Reception**

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2111	100	2113	100	2115	100	2117	100	2119	100	2120	100
TV Households	2070	98	2072	98	2073	98	2075	98	2077	98	2079	98

Table 1 **Television Reception**

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2122	100	2124	100	2126	100	2127	100	2129	100	2131	100
TV Households	2080	98	2082	98	2084	98	2086	98	2087	98	2089	98

Projections for		TV Households																							
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		2070	100	2072	100	2073	100	2075	100	2077	100	2079	100												
Social Class																									
	AB	621	30	621	30	622	30	622	30	623	30	623	30												
	C1	605	29	605	29	606	29	606	29	607	29	607	29												
	C2	367	18	367	18	367	18	368	18	368	18	368	18												
	DE	477	23	479	23	478	23	479	23	479	23	481	23												
Housewife Age																									
	Under 25	85	4	85	4	85	4	84	4	86	4	86	4												
	25 - 34	301	15	301	15	301	15	302	15	302	15	302	15												
	35 - 44	427	21	427	21	427	21	428	21	428	21	428	21												
	45 - 54	365	18	365	18	365	18	366	18	366	18	366	18												
	55 - 64	354	17	355	17	355	17	355	17	355	17	356	17												
	65 +	538	26	539	26	540	26	540	26	540	26	541	26												
Size																									
	1	620	30	621	30	621	30	622	30	622	30	624	30												
	2	749	36	750	36	751	36	751	36	752	36	752	36												
	3	297	14	297	14	297	14	298	14	298	14	298	14												
	4+	404	20	404	19	404	19	404	19	405	19	405	19												
Children																									
	Without	1558	75	1560	75	1560	75	1562	75	1563	75	1564	75												
	With	512	25	512	25	513	25	513	25	514	25	515	25												

TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2080	100	2082	100	2084	100	2086	100	2087	100	2089	100
Social Class												
AB	624	30	624	30	625	30	626	30	626	30	626	30
C1	608	29	609	29	609	29	610	29	610	29	611	29
C2	368	18	369	18	369	18	369	18	370	18	370	18
DE	480	23	480	23	481	23	481	23	481	23	482	23
Housewife Age												
Under 25	85	4	85	4	86	4	85	4	86	4	84	4
25 - 34	302	15	303	15	303	15	303	15	303	15	304	15
35 - 44	429	21	429	21	429	21	430	21	430	21	431	21
45 - 54	367	18	367	18	367	18	368	18	368	18	368	18
55 - 64	356	17	356	17	357	17	357	17	357	17	358	17
65 +	541	26	542	26	542	26	543	26	543	26	544	26
Size												
1	624	30	623	30	624	30	626	30	625	30	626	30
2	753	36	754	36	754	36	755	36	756	36	756	36
3	298	14	299	14	299	14	299	14	299	14	300	14
4+	405	19	406	20	407	20	406	19	407	20	407	19
Children												
Without	1566	75	1567	75	1569	75	1570	75	1571	75	1572	75
With	514	25	515	25	515	25	516	25	516	25	517	25

Table 3 All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4582	100	4585	100	4589	100	4593	100	4597	100	4601	100
Age												
4 - 9	330	7	331	7	331	7	331	7	331	7	332	7
10 - 15	360	8	360	8	360	8	361	8	361	8	361	8
16 - 24	502	11	502	11	502	11	502	11	504	11	503	11
25 - 34	570	12	571	12	571	12	572	12	572	12	573	12
35 - 44	756	16	757	17	758	17	759	17	758	16	760	17
45 - 54	651	14	651	14	652	14	652	14	654	14	654	14
55 - 64	606	13	606	13	607	13	607	13	608	13	608	13
65 +	807	18	807	18	808	18	809	18	809	18	810	18
Adults												
Total	3892	100	3894	100	3898	100	3901	100	3905	100	3908	100
AB	1226	32	1227	32	1228	32	1229	32	1230	31	1231	31
C1	1151	30	1152	30	1153	30	1154	30	1155	30	1156	30
C2	759	20	759	19	760	19	761	20	762	20	762	19
DE	756	19	756	19	757	19	757	19	758	19	759	19

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4605	100	4609	100	4613	100	4616	100	4620	100	4624	100
Age												
4 - 9	333	7	333	7	333	7	333	7	333	7	334	7
10 - 15	361	8	361	8	362	8	362	8	363	8	363	8
16 - 24	504	11	505	11	505	11	505	11	505	11	505	11
25 - 34	573	12	574	12	574	12	575	12	575	12	576	12
35 - 44	760	17	760	16	762	17	762	17	763	17	763	17
45 - 54	654	14	655	14	655	14	656	14	656	14	657	14
55 - 64	609	13	609	13	610	13	610	13	611	13	611	13
65 +	811	18	812	18	812	18	813	18	814	18	815	18
Adults												
Total	3911	100	3915	100	3918	100	3921	100	3924	100	3927	100
AB	1232	32	1233	31	1234	31	1235	31	1236	31	1237	31
C1	1157	30	1158	30	1159	30	1160	30	1161	30	1162	30
C2	763	20	764	20	764	19	765	20	765	19	766	20
DE	759	19	760	19	761	19	761	19	762	19	762	19

Projections for		Male Individuals in TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2231	100	2232	100	2234	100	2236	100	2238	100	2240	100
Age													
	4 - 15	344	15	344	15	344	15	345	15	345	15	345	15
	16 - 24	263	12	263	12	263	12	263	12	263	12	264	12
	25 - 34	279	13	279	13	279	13	280	13	280	13	280	13
	35 - 44	371	17	372	17	372	17	372	17	372	17	373	17
	45 - 54	324	15	324	15	325	15	325	15	326	15	326	15
	55 - 64	290	13	290	13	290	13	290	13	291	13	291	13
	65 +	360	16	360	16	361	16	361	16	361	16	361	16
Adults													
	Total	1887	100	1888	100	1890	100	1891	100	1893	100	1895	100
	AB	613	32	614	33	614	32	615	33	615	32	616	33
	C1	532	28	532	28	533	28	533	28	534	28	534	28
	C2	405	21	405	21	405	21	406	21	406	21	406	21
	DE	337	18	337	18	338	18	337	18	338	18	339	18
	Working F/T	1188	63	1189	63	1190	63	1191	63	1192	63	1194	63
	Not Working	699	37	699	37	700	37	700	37	701	37	701	37

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2242	100	2244	100	2246	100	2247	100	2250	100	2251	100
Age												
4 - 15	346	15	345	15	346	15	346	15	347	15	347	15
16 - 24	264	12	265	12	264	12	265	12	265	12	265	12
25 - 34	280	12	281	13	281	13	281	13	281	12	281	12
35 - 44	373	17	373	17	374	17	374	17	374	17	375	17
45 - 54	325	14	326	15	326	15	327	15	327	15	327	15
55 - 64	292	13	291	13	292	13	291	13	292	13	292	13
65 +	362	16	363	16	363	16	363	16	364	16	364	16
Adults												
Total	1896	100	1899	100	1900	100	1901	100	1903	100	1904	100
AB	616	32	617	32	617	32	618	33	618	32	619	33
C1	535	28	535	28	536	28	536	28	537	28	537	28
C2	406	21	408	21	407	21	408	21	408	21	408	21
DE	339	18	339	18	340	18	339	18	340	18	340	18
Working F/T	1194	63	1195	63	1196	63	1197	63	1198	63	1199	63
Not Working	702	37	704	37	704	37	704	37	705	37	705	37

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2351	100	2353	100	2355	100	2357	100	2359	100	2361	100
Age												
4 - 15	346	15	347	15	347	15	347	15	347	15	348	15
16 - 24	239	10	239	10	239	10	239	10	241	10	239	10
25 - 34	291	12	292	12	292	12	292	12	292	12	293	12
35 - 44	385	16	385	16	386	16	387	16	386	16	387	16
45 - 54	327	14	327	14	327	14	327	14	328	14	328	14
55 - 64	316	13	316	13	317	13	317	13	317	13	317	13
65 +	447	19	447	19	447	19	448	19	448	19	449	19
Adults												
Total	2005	100	2006	100	2008	100	2010	100	2012	100	2013	100
AB	613	31	613	31	614	31	614	31	615	31	615	31
C1	619	31	620	31	620	31	621	31	621	31	622	31
C2	354	18	354	18	355	18	355	18	356	18	356	18
DE	419	21	419	21	419	21	420	21	420	21	420	21
Working F/T	640	32	640	32	641	32	641	32	642	32	641	32
Not Working	1365	68	1366	68	1367	68	1369	68	1370	68	1372	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2363	100	2365	100	2367	100	2369	100	2370	100	2373	100
Age												
4 - 15	348	15	349	15	349	15	349	15	349	15	350	15
16 - 24	240	10	240	10	241	10	240	10	240	10	240	10
25 - 34	293	12	293	12	293	12	294	12	294	12	295	12
35 - 44	387	16	387	16	388	16	388	16	389	16	388	16
45 - 54	329	14	329	14	329	14	329	14	329	14	330	14
55 - 64	317	13	318	13	318	13	319	13	319	13	319	13
65 +	449	19	449	19	449	19	450	19	450	19	451	19
Adults												
Total	2015	100	2016	100	2018	100	2020	100	2021	100	2023	100
AB	616	31	616	31	617	31	617	31	618	31	618	31
C1	622	31	623	31	623	31	624	31	624	31	625	31
C2	357	18	356	18	357	18	357	18	357	18	358	18
DE	420	21	421	21	421	21	422	21	422	21	422	21
Working F/T	643	32	644	32	644	32	645	32	645	32	646	32
Not Working	1372	68	1372	68	1374	68	1375	68	1376	68	1377	68

Yorkshire and Lincolnshire

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2467	100	2469	100	2471	100	2473	100	2475	100	2477	100
TV Households		2410	98	2412	98	2414	98	2416	98	2418	98	2419	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2479	100	2481	100	2483	100	2485	100	2487	100	2489	100
TV Households		2421	98	2423	98	2425	98	2427	98	2429	98	2431	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2410	100	2412	100	2414	100	2416	100	2418	100	2419	100
Social Class													
	AB	342	14	343	14	344	14	344	14	343	14	344	14
	C1	601	25	601	25	601	25	602	25	602	25	603	25
	C2	492	20	493	20	493	20	493	20	494	20	494	20
	DE	975	40	975	40	976	40	977	40	979	40	978	40
Housewife Age													
	Under 25	148	6	149	6	150	6	149	6	149	6	149	6
	25 - 34	361	15	361	15	361	15	362	15	362	15	362	15
	35 - 44	488	20	488	20	488	20	489	20	489	20	490	20
	45 - 54	414	17	414	17	414	17	415	17	415	17	415	17
	55 - 64	394	16	394	16	395	16	395	16	395	16	396	16
	65 +	605	25	606	25	606	25	606	25	608	25	607	25
Size													
	1	718	30	719	30	720	30	720	30	722	30	721	30
	2	858	36	858	36	859	36	860	36	860	36	861	36
	3	365	15	365	15	366	15	366	15	366	15	367	15
	4+	469	19	470	19	469	19	470	19	470	19	470	19
Children													
	Without	1755	73	1756	73	1758	73	1759	73	1761	73	1762	73
	With	655	27	656	27	656	27	657	27	657	27	657	27

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2421	100	2423	100	2425	100	2427	100	2429	100	2431	100
Social Class	AB	344	14	344	14	345	14	345	14	346	14	345	14
	C1	603	25	604	25	604	25	605	25	605	25	606	25
	C2	495	20	495	20	495	20	496	20	496	20	497	20
	DE	979	40	980	40	981	40	981	40	982	40	983	40
Housewife Age	Under 25	149	6	149	6	149	6	149	6	149	6	150	6
	25 - 34	363	15	363	15	363	15	363	15	364	15	364	15
	35 - 44	490	20	490	20	491	20	491	20	492	20	492	20
	45 - 54	416	17	416	17	416	17	417	17	417	17	417	17
	55 - 64	396	16	396	16	397	16	397	16	397	16	398	16
	65 +	607	25	609	25	609	25	610	25	610	25	610	25
Size	1	721	30	723	30	722	30	723	30	724	30	725	30
	2	862	36	862	36	863	36	864	36	865	36	865	36
	3	367	15	367	15	368	15	368	15	368	15	368	15
	4+	471	19	471	19	472	19	472	19	472	19	473	19
Children	Without	1763	73	1765	73	1766	73	1767	73	1769	73	1770	73
	With	658	27	658	27	659	27	660	27	660	27	661	27

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5354	100	5358	100	5362	100	5366	100	5371	100	5375	100
Age												
4 - 9	396	7	396	7	396	7	396	7	397	7	397	7
10 - 15	451	8	451	8	452	8	452	8	452	8	453	8
16 - 24	670	13	670	13	671	13	672	13	672	13	673	13
25 - 34	669	12	670	13	670	12	670	12	671	12	671	12
35 - 44	853	16	854	16	854	16	855	16	856	16	857	16
45 - 54	739	14	740	14	740	14	741	14	742	14	742	14
55 - 64	682	13	683	13	683	13	684	13	684	13	685	13
65 +	894	17	894	17	896	17	896	17	897	17	897	17
Adults												
Total	4507	100	4511	100	4514	100	4518	100	4522	100	4525	100
AB	710	16	710	16	711	16	711	16	712	16	712	16
C1	1156	26	1157	26	1158	26	1159	26	1160	26	1161	26
C2	1020	23	1021	23	1021	23	1022	23	1023	23	1024	23
DE	1621	36	1623	36	1624	36	1626	36	1627	36	1628	36

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5379	100	5384	100	5388	100	5392	100	5396	100	5401	100
Age												
4 - 9	397	7	398	7	398	7	398	7	399	7	399	7
10 - 15	453	8	453	8	454	8	454	8	454	8	455	8
16 - 24	673	13	674	13	674	13	675	13	675	13	675	12
25 - 34	672	12	673	13	673	12	674	13	674	12	675	12
35 - 44	857	16	857	16	859	16	859	16	860	16	861	16
45 - 54	743	14	743	14	744	14	744	14	746	14	746	14
55 - 64	685	13	686	13	686	13	687	13	687	13	688	13
65 +	899	17	900	17	900	17	901	17	901	17	902	17
Adults												
Total	4529	100	4533	100	4536	100	4540	100	4543	100	4547	100
AB	713	16	713	16	714	16	714	16	715	16	715	16
C1	1162	26	1163	26	1164	26	1165	26	1166	26	1167	26
C2	1024	23	1026	23	1026	23	1028	23	1028	23	1029	23
DE	1630	36	1631	36	1632	36	1633	36	1634	36	1636	36

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2616	100	2618	100	2620	100	2622	100	2624	100	2626	100
Age												
4 - 15	440	17	440	17	440	17	441	17	441	17	441	17
16 - 24	337	13	337	13	337	13	338	13	338	13	339	13
25 - 34	323	12	324	12	324	12	324	12	324	12	324	12
35 - 44	418	16	417	16	418	16	418	16	418	16	419	16
45 - 54	368	14	369	14	369	14	369	14	370	14	370	14
55 - 64	338	13	339	13	339	13	340	13	340	13	340	13
65 +	392	15	392	15	393	15	392	15	393	15	393	15
Adults												
Total	2176	100	2178	100	2180	100	2181	100	2183	100	2185	100
AB	355	16	355	16	356	16	355	16	356	16	356	16
C1	550	25	551	25	551	25	552	25	552	25	552	25
C2	542	25	542	25	543	25	543	25	544	25	545	25
DE	729	34	730	34	730	33	731	34	731	33	732	34
Working F/T	1283	59	1284	59	1286	59	1286	59	1287	59	1288	59
Not Working	893	41	894	41	894	41	895	41	896	41	897	41

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2628	100	2631	100	2633	100	2635	100	2636	100	2639	100
Age												
4 - 15	441	17	442	17	443	17	443	17	443	17	444	17
16 - 24	338	13	339	13	339	13	339	13	339	13	339	13
25 - 34	325	12	325	12	325	12	326	12	326	12	326	12
35 - 44	419	16	420	16	420	16	420	16	421	16	421	16
45 - 54	371	14	370	14	371	14	371	14	372	14	372	14
55 - 64	340	13	341	13	341	13	341	13	340	13	342	13
65 +	394	15	394	15	394	15	395	15	395	15	395	15
Adults												
Total	2187	100	2189	100	2190	100	2192	100	2193	100	2195	100
AB	356	16	357	16	357	16	357	16	357	16	358	16
C1	553	25	553	25	554	25	554	25	555	25	555	25
C2	545	25	546	25	545	25	547	25	547	25	547	25
DE	733	34	733	33	734	34	734	33	734	33	735	33
Working F/T	1290	59	1291	59	1291	59	1293	59	1294	59	1294	59
Not Working	897	41	898	41	899	41	899	41	899	41	901	41

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2738	100	2740	100	2742	100	2744	100	2747	100	2749	100
Age												
4 - 15	407	15	407	15	408	15	407	15	408	15	409	15
16 - 24	333	12	333	12	334	12	334	12	334	12	334	12
25 - 34	346	13	346	13	346	13	346	13	347	13	347	13
35 - 44	435	16	437	16	436	16	437	16	438	16	438	16
45 - 54	371	14	371	14	371	14	372	14	372	14	372	14
55 - 64	344	13	344	13	344	13	344	13	344	13	345	13
65 +	502	18	502	18	503	18	504	18	504	18	504	18
Adults												
Total	2331	100	2333	100	2334	100	2337	100	2339	100	2340	100
AB	355	15	355	15	355	15	356	15	356	15	356	15
C1	606	26	606	26	607	26	607	26	608	26	609	26
C2	478	21	479	21	478	21	479	21	479	21	479	21
DE	892	38	893	38	894	38	895	38	896	38	896	38
Working F/T	711	31	711	31	710	30	712	30	713	30	713	30
Not Working	1620	69	1622	70	1624	70	1625	70	1626	70	1627	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2751	100	2753	100	2755	100	2757	100	2760	100	2762	100
Age												
4 - 15	409	15	409	15	409	15	409	15	410	15	410	15
16 - 24	335	12	335	12	335	12	336	12	336	12	336	12
25 - 34	347	13	348	13	348	13	348	13	348	13	349	13
35 - 44	438	16	437	16	439	16	439	16	439	16	440	16
45 - 54	372	14	373	14	373	14	373	14	374	14	374	14
55 - 64	345	13	345	13	345	13	346	13	347	13	346	13
65 +	505	18	506	18	506	18	506	18	506	18	507	18
Adults												
Total	2342	100	2344	100	2346	100	2348	100	2350	100	2352	100
AB	357	15	356	15	357	15	357	15	358	15	357	15
C1	609	26	610	26	610	26	611	26	611	26	612	26
C2	479	20	480	20	481	21	481	20	481	20	482	20
DE	897	38	898	38	898	38	899	38	900	38	901	38
Working F/T	713	30	714	30	715	30	715	30	715	30	717	30
Not Working	1629	70	1630	70	1631	70	1633	70	1635	70	1635	70

North East and Cumbria

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1476	100	1476	100	1477	100	1478	100	1479	100	1480	100
TV Households		1451	98	1452	98	1453	98	1454	98	1455	98	1455	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1480	100	1481	100	1482	100	1483	100	1484	100	1484	100
TV Households		1456	98	1457	98	1458	98	1458	98	1459	98	1460	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1451	100	1452	100	1453	100	1454	100	1455	100	1455	100
Social Class	AB	238	16	238	16	239	16	238	16	239	16	239	16
	C1	343	24	344	24	344	24	344	24	344	24	344	24
	C2	279	19	279	19	279	19	280	19	280	19	280	19
	DE	591	41	591	41	591	41	592	41	592	41	592	41
Housewife Age	Under 25	80	6	81	6	81	6	81	6	81	6	81	6
	25 - 34	190	13	190	13	191	13	191	13	191	13	191	13
	35 - 44	283	20	283	19	283	19	283	19	283	19	283	19
	45 - 54	261	18	261	18	261	18	262	18	262	18	262	18
	55 - 64	249	17	249	17	249	17	249	17	249	17	249	17
	65 +	388	27	388	27	388	27	388	27	389	27	389	27
Size	1	456	31	456	31	456	31	456	31	457	31	457	31
	2	514	35	514	35	514	35	514	35	515	35	515	35
	3	241	17	241	17	241	17	241	17	241	17	241	17
	4+	240	17	241	17	242	17	243	17	242	17	242	17
Children	Without	1086	75	1087	75	1088	75	1088	75	1089	75	1089	75
	With	365	25	365	25	365	25	366	25	366	25	366	25

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1456	100	1457	100	1458	100	1458	100	1459	100	1460	100
Social Class													
	AB	238	16	239	16	239	16	239	16	239	16	240	16
	C1	345	24	345	24	345	24	345	24	345	24	345	24
	C2	280	19	280	19	280	19	280	19	281	19	281	19
	DE	593	41	593	41	594	41	594	41	594	41	594	41
Housewife Age													
	Under 25	81	6	81	6	81	6	81	6	82	6	81	6
	25 - 34	191	13	191	13	191	13	191	13	191	13	191	13
	35 - 44	283	19	284	19	284	19	284	19	284	19	284	19
	45 - 54	262	18	262	18	262	18	262	18	262	18	263	18
	55 - 64	250	17	250	17	250	17	250	17	250	17	250	17
	65 +	389	27	389	27	390	27	390	27	390	27	391	27
Size													
	1	458	31	457	31	458	31	457	31	458	31	458	31
	2	515	35	516	35	516	35	516	35	516	35	517	35
	3	241	17	241	17	242	17	242	17	242	17	242	17
	4+	242	17	243	17	242	17	243	17	243	17	243	17
Children													
	Without	1090	75	1091	75	1092	75	1091	75	1092	75	1093	75
	With	366	25	366	25	366	25	367	25	367	25	367	25

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3127	100	3129	100	3131	100	3132	100	3134	100	3136	100
Age												
4 - 9	219	7	219	7	219	7	219	7	219	7	219	7
10 - 15	246	8	246	8	247	8	247	8	247	8	248	8
16 - 24	372	12	373	12	373	12	373	12	373	12	373	12
25 - 34	359	11	359	11	359	11	359	11	360	11	360	11
35 - 44	492	16	492	16	493	16	493	16	493	16	494	16
45 - 54	460	15	460	15	460	15	461	15	461	15	461	15
55 - 64	417	13	417	13	418	13	418	13	418	13	418	13
65 +	562	18	563	18	562	18	562	18	563	18	563	18
Adults												
Total	2662	100	2664	100	2665	100	2666	100	2668	100	2669	100
AB	472	18	472	18	473	18	472	18	473	18	473	18
C1	646	24	646	24	646	24	647	24	647	24	648	24
C2	570	21	571	21	571	21	571	21	572	21	571	21
DE	974	37	975	37	975	37	976	37	976	37	977	37

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3137	100	3139	100	3141	100	3143	100	3144	100	3146	100
Age												
4 - 9	220	7	220	7	220	7	220	7	220	7	220	7
10 - 15	246	8	247	8	247	8	248	8	248	8	248	8
16 - 24	374	12	374	12	374	12	374	12	374	12	375	12
25 - 34	360	11	360	11	361	11	361	11	361	11	361	11
35 - 44	494	16	494	16	494	16	494	16	495	16	495	16
45 - 54	461	15	461	15	462	15	462	15	462	15	462	15
55 - 64	418	13	419	13	419	13	419	13	419	13	420	13
65 +	564	18	564	18	564	18	565	18	565	18	565	18
Adults												
Total	2671	100	2672	100	2674	100	2675	100	2676	100	2678	100
AB	474	18	474	18	475	18	474	18	475	18	475	18
C1	647	24	648	24	648	24	649	24	649	24	649	24
C2	572	21	572	21	573	21	573	21	573	21	574	21
DE	978	37	978	37	978	37	979	37	979	37	980	37

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1521	100	1522	100	1523	100	1524	100	1525	100	1525	100
Age												
4 - 15	244	16	243	16	244	16	244	16	245	16	244	16
16 - 24	186	12	187	12	187	12	187	12	187	12	187	12
25 - 34	175	12	175	11	175	11	175	11	175	11	175	11
35 - 44	238	16	238	16	239	16	238	16	238	16	239	16
45 - 54	226	15	226	15	226	15	227	15	227	15	227	15
55 - 64	204	13	204	13	204	13	205	13	205	13	205	13
65 +	248	16	249	16	248	16	248	16	248	16	248	16
Adults												
Total	1277	100	1279	100	1279	100	1280	100	1280	100	1281	100
AB	236	18	236	18	237	19	236	18	236	18	236	18
C1	303	24	303	24	303	24	304	24	304	24	304	24
C2	303	24	304	24	304	24	304	24	304	24	305	24
DE	435	34	436	34	435	34	436	34	436	34	436	34
Working F/T	732	57	734	57	733	57	734	57	734	57	735	57
Not Working	545	43	545	43	546	43	546	43	546	43	546	43

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1526	100	1527	100	1528	100	1529	100	1530	100	1530	100
Age												
4 - 15	244	16	245	16	245	16	245	16	246	16	245	16
16 - 24	188	12	187	12	187	12	187	12	187	12	188	12
25 - 34	175	11	176	12	176	12	176	12	176	12	176	12
35 - 44	239	16	239	16	239	16	239	16	240	16	239	16
45 - 54	226	15	226	15	227	15	227	15	227	15	227	15
55 - 64	205	13	205	13	205	13	205	13	205	13	206	13
65 +	249	16	249	16	249	16	250	16	249	16	249	16
Adults												
Total	1282	100	1282	100	1283	100	1284	100	1284	100	1285	100
AB	237	18	237	18	237	18	237	18	237	18	237	18
C1	303	24	304	24	304	24	305	24	305	24	305	24
C2	304	24	304	24	305	24	305	24	305	24	305	24
DE	438	34	437	34	437	34	437	34	437	34	438	34
Working F/T	735	57	735	57	736	57	736	57	737	57	737	57
Not Working	547	43	547	43	547	43	548	43	547	43	548	43

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1606	100	1607	100	1608	100	1608	100	1609	100	1611	100
Age												
4 - 15	221	14	222	14	222	14	222	14	221	14	223	14
16 - 24	186	12	186	12	186	12	186	12	186	12	186	12
25 - 34	184	11	184	11	184	11	184	11	185	11	185	11
35 - 44	254	16	254	16	254	16	255	16	255	16	255	16
45 - 54	234	15	234	15	234	15	234	15	234	15	234	15
55 - 64	213	13	213	13	214	13	213	13	213	13	213	13
65 +	314	20	314	20	314	20	314	20	315	20	315	20
Adults												
Total	1385	100	1385	100	1386	100	1386	100	1388	100	1388	100
AB	236	17	236	17	236	17	236	17	237	17	237	17
C1	343	25	343	25	343	25	343	25	343	25	344	25
C2	267	19	267	19	267	19	267	19	268	19	266	19
DE	539	39	539	39	540	39	540	39	540	39	541	39
Working F/T	415	30	414	30	416	30	415	30	416	30	415	30
Not Working	970	70	971	70	970	70	971	70	972	70	973	70

Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1611	100	1612	100	1613	100	1614	100	1614	100	1616	100
Age												
4 - 15	222	14	222	14	222	14	223	14	222	14	223	14
16 - 24	186	12	187	12	187	12	187	12	187	12	187	12
25 - 34	185	11	184	11	185	11	185	11	185	11	185	11
35 - 44	255	16	255	16	255	16	255	16	255	16	256	16
45 - 54	235	15	235	15	235	15	235	15	235	15	235	15
55 - 64	213	13	214	13	214	13	214	13	214	13	214	13
65 +	315	20	315	20	315	20	315	20	316	20	316	20
Adults												
Total	1389	100	1390	100	1391	100	1391	100	1392	100	1393	100
AB	237	17	237	17	238	17	237	17	238	17	238	17
C1	344	25	344	25	344	25	344	25	344	25	344	25
C2	268	19	268	19	268	19	268	19	268	19	269	19
DE	540	39	541	39	541	39	542	39	542	39	542	39
Working F/T	416	30	417	30	416	30	417	30	417	30	417	30
Not Working	973	70	973	70	975	70	974	70	975	70	976	70

North West

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2845	100	2847	100	2849	100	2851	100	2853	100	2855	100
TV Households		2789	98	2791	98	2793	98	2795	98	2797	98	2799	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2857	100	2859	100	2860	100	2862	100	2864	100	2866	100
TV Households		2800	98	2802	98	2804	98	2806	98	2808	98	2810	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2789	100	2791	100	2793	100	2795	100	2797	100	2799	100
Social Class													
	AB	451	16	451	16	452	16	452	16	453	16	454	16
	C1	741	27	741	27	742	27	742	27	743	27	743	27
	C2	506	18	506	18	506	18	507	18	507	18	507	18
	DE	1091	39	1093	39	1093	39	1094	39	1094	39	1095	39
Housewife Age													
	Under 25	143	5	143	5	143	5	143	5	143	5	143	5
	25 - 34	423	15	423	15	423	15	423	15	424	15	424	15
	35 - 44	576	21	576	21	576	21	577	21	577	21	578	21
	45 - 54	493	18	493	18	494	18	494	18	494	18	495	18
	55 - 64	472	17	472	17	473	17	473	17	473	17	474	17
	65 +	682	24	684	25	684	24	685	25	686	25	685	24
Size													
	1	890	32	890	32	891	32	892	32	892	32	893	32
	2	921	33	922	33	922	33	923	33	924	33	924	33
	3	460	16	460	16	460	16	460	16	461	16	461	16
	4+	518	19	519	19	520	19	520	19	520	19	521	19
Children													
	Without	2056	74	2058	74	2059	74	2061	74	2062	74	2064	74
	With	733	26	733	26	734	26	734	26	735	26	735	26

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2800	100	2802	100	2804	100	2806	100	2808	100	2810	100
Social Class													
	AB	452	16	453	16	453	16	454	16	454	16	454	16
	C1	744	27	744	27	745	27	745	27	746	27	746	27
	C2	508	18	508	18	508	18	509	18	509	18	510	18
	DE	1096	39	1097	39	1098	39	1098	39	1099	39	1100	39
Housewife Age													
	Under 25	143	5	144	5	144	5	144	5	144	5	144	5
	25 - 34	424	15	425	15	425	15	425	15	425	15	426	15
	35 - 44	578	21	578	21	579	21	579	21	580	21	580	21
	45 - 54	495	18	495	18	496	18	496	18	496	18	497	18
	55 - 64	474	17	474	17	474	17	475	17	475	17	475	17
	65 +	686	25	686	24	686	24	687	24	688	25	688	24
Size													
	1	893	32	894	32	895	32	895	32	896	32	896	32
	2	925	33	925	33	926	33	927	33	927	33	928	33
	3	461	16	462	16	462	16	462	16	463	16	463	16
	4+	521	19	521	19	521	19	522	19	522	19	523	19
Children													
	Without	2064	74	2066	74	2067	74	2069	74	2070	74	2072	74
	With	736	26	736	26	737	26	737	26	738	26	738	26

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6136	100	6140	100	6144	100	6149	100	6153	100	6157	100
Age												
4 - 9	465	8	466	8	467	8	467	8	467	8	468	8
10 - 15	506	8	506	8	506	8	507	8	507	8	507	8
16 - 24	756	12	757	12	757	12	758	12	758	12	759	12
25 - 34	779	13	779	13	779	13	780	13	781	13	781	13
35 - 44	987	16	987	16	988	16	988	16	989	16	990	16
45 - 54	850	14	850	14	851	14	852	14	852	14	853	14
55 - 64	787	13	788	13	788	13	789	13	789	13	790	13
65 +	1006	16	1007	16	1008	16	1008	16	1010	16	1009	16
Adults												
Total	5165	100	5168	100	5171	100	5175	100	5179	100	5182	100
AB	926	18	927	18	928	18	928	18	929	18	930	18
C1	1425	28	1425	28	1426	28	1427	28	1428	28	1428	28
C2	1052	20	1053	20	1054	20	1055	20	1056	20	1056	20
DE	1762	34	1763	34	1763	34	1765	34	1766	34	1768	34

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6161	100	6165	100	6169	100	6174	100	6178	100	6182	100
Age												
4 - 9	467	8	468	8	468	8	468	8	469	8	469	8
10 - 15	508	8	508	8	509	8	509	8	509	8	510	8
16 - 24	759	12	760	12	760	12	760	12	761	12	761	12
25 - 34	782	13	782	13	783	13	784	13	785	13	785	13
35 - 44	991	16	991	16	991	16	993	16	992	16	994	16
45 - 54	853	14	854	14	855	14	855	14	857	14	856	14
55 - 64	790	13	791	13	791	13	792	13	792	13	793	13
65 +	1011	16	1011	16	1012	16	1013	16	1013	16	1014	16
Adults												
Total	5186	100	5189	100	5192	100	5197	100	5200	100	5203	100
AB	930	18	931	18	931	18	932	18	933	18	933	18
C1	1430	28	1431	28	1432	28	1433	28	1433	28	1435	28
C2	1057	20	1057	20	1058	20	1059	20	1060	20	1060	20
DE	1769	34	1770	34	1771	34	1773	34	1774	34	1775	34

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2989	100	2991	100	2993	100	2995	100	2997	100	2999	100
Age												
4 - 15	499	17	500	17	500	17	501	17	501	17	501	17
16 - 24	387	13	387	13	387	13	388	13	388	13	388	13
25 - 34	378	13	379	13	379	13	379	13	379	13	380	13
35 - 44	481	16	481	16	481	16	482	16	482	16	482	16
45 - 54	420	14	419	14	420	14	420	14	420	14	421	14
55 - 64	385	13	385	13	386	13	386	13	386	13	386	13
65 +	439	15	440	15	440	15	439	15	441	15	441	15
Adults												
Total	2490	100	2491	100	2493	100	2494	100	2496	100	2498	100
AB	460	18	461	19	461	18	461	18	461	18	462	18
C1	676	27	675	27	676	27	676	27	677	27	677	27
C2	568	23	568	23	569	23	569	23	569	23	570	23
DE	786	32	787	32	787	32	788	32	789	32	789	32
Working F/T	1436	58	1437	58	1438	58	1438	58	1440	58	1441	58
Not Working	1054	42	1054	42	1055	42	1056	42	1056	42	1057	42

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3001	100	3003	100	3005	100	3007	100	3009	100	3011	100
Age												
4 - 15	501	17	502	17	502	17	502	17	503	17	503	17
16 - 24	388	13	389	13	389	13	389	13	390	13	389	13
25 - 34	380	13	380	13	380	13	381	13	381	13	382	13
35 - 44	483	16	483	16	483	16	484	16	483	16	485	16
45 - 54	421	14	421	14	422	14	422	14	423	14	422	14
55 - 64	386	13	387	13	387	13	387	13	387	13	387	13
65 +	442	15	441	15	442	15	442	15	442	15	443	15
Adults												
Total	2500	100	2501	100	2503	100	2505	100	2506	100	2508	100
AB	462	18	463	19	462	18	463	18	464	19	464	19
C1	678	27	678	27	679	27	679	27	679	27	680	27
C2	570	23	570	23	571	23	571	23	571	23	572	23
DE	790	32	790	32	791	32	792	32	792	32	792	32
Working F/T	1442	58	1443	58	1444	58	1445	58	1445	58	1447	58
Not Working	1058	42	1058	42	1059	42	1060	42	1061	42	1061	42

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3147	100	3149	100	3151	100	3154	100	3156	100	3158	100
Age												
4 - 15	472	15	472	15	473	15	473	15	473	15	474	15
16 - 24	369	12	370	12	370	12	370	12	370	12	371	12
25 - 34	401	13	400	13	400	13	401	13	402	13	401	13
35 - 44	506	16	506	16	507	16	506	16	507	16	508	16
45 - 54	430	14	431	14	431	14	432	14	432	14	432	14
55 - 64	402	13	403	13	402	13	403	13	403	13	404	13
65 +	567	18	567	18	568	18	569	18	569	18	568	18
Adults												
Total	2675	100	2677	100	2678	100	2681	100	2683	100	2684	100
AB	466	17	466	17	467	17	467	17	468	17	468	17
C1	749	28	750	28	750	28	751	28	751	28	751	28
C2	484	18	485	18	485	18	486	18	487	18	486	18
DE	976	36	976	36	976	36	977	36	977	36	979	36
Working F/T	815	30	816	30	816	30	818	31	818	30	818	30
Not Working	1860	70	1861	70	1862	70	1863	69	1865	70	1866	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3160	100	3162	100	3164	100	3167	100	3169	100	3171	100
Age												
4 - 15	474	15	474	15	475	15	475	15	475	15	476	15
16 - 24	371	12	371	12	371	12	371	12	371	12	372	12
25 - 34	402	13	402	13	403	13	403	13	404	13	403	13
35 - 44	508	16	508	16	508	16	509	16	509	16	509	16
45 - 54	432	14	433	14	433	14	433	14	434	14	434	14
55 - 64	404	13	404	13	404	13	405	13	405	13	406	13
65 +	569	18	570	18	570	18	571	18	571	18	571	18
Adults												
Total	2686	100	2688	100	2689	100	2692	100	2694	100	2695	100
AB	468	17	468	17	469	17	469	17	469	17	469	17
C1	752	28	753	28	753	28	754	28	754	28	755	28
C2	487	18	487	18	487	18	488	18	489	18	488	18
DE	979	36	980	36	980	36	981	36	982	36	983	36
Working F/T	819	30	819	30	819	30	820	30	821	30	821	30
Not Working	1867	70	1869	70	1870	70	1872	70	1873	70	1874	70

Scotland

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2290	100	2291	100	2293	100	2294	100	2295	100	2297	100
TV Households	2238	98	2239	98	2241	98	2242	98	2243	98	2245	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2298	100	2300	100	2301	100	2302	100	2304	100	2305	100
TV Households	2246	98	2248	98	2249	98	2250	98	2252	98	2253	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2238	100	2239	100	2241	100	2242	100	2243	100	2245	100
Social Class													
	AB	390	17	390	17	390	17	390	17	390	17	391	17
	C1	604	27	605	27	605	27	605	27	606	27	606	27
	C2	422	19	423	19	423	19	423	19	423	19	424	19
	DE	822	37	821	37	823	37	824	37	824	37	824	37
Housewife Age													
	Under 25	117	5	117	5	117	5	117	5	118	5	117	5
	25 - 34	331	15	332	15	332	15	332	15	332	15	332	15
	35 - 44	449	20	450	20	450	20	450	20	450	20	451	20
	45 - 54	415	19	415	19	416	19	416	19	416	19	416	19
	55 - 64	370	17	371	17	371	17	371	17	371	17	372	17
	65 +	556	25	554	25	555	25	556	25	556	25	557	25
Size													
	1	769	34	769	34	770	34	770	34	771	34	771	34
	2	748	33	748	33	748	33	749	33	749	33	750	33
	3	334	15	334	15	334	15	335	15	335	15	335	15
	4+	387	17	388	17	389	17	388	17	388	17	389	17
Children													
	Without	1689	75	1690	75	1691	75	1692	75	1693	75	1695	76
	With	549	25	549	25	550	25	550	25	550	25	550	24

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2246	100	2248	100	2249	100	2250	100	2252	100	2253	100
Social Class													
	AB	391	17	391	17	392	17	392	17	392	17	393	17
	C1	606	27	607	27	607	27	607	27	608	27	608	27
	C2	424	19	424	19	424	19	425	19	425	19	425	19
	DE	825	37	826	37	826	37	826	37	827	37	827	37
Housewife Age													
	Under 25	117	5	118	5	117	5	118	5	117	5	117	5
	25 - 34	333	15	333	15	333	15	333	15	333	15	334	15
	35 - 44	451	20	451	20	452	20	452	20	452	20	452	20
	45 - 54	417	19	417	19	417	19	417	19	418	19	418	19
	55 - 64	372	17	372	17	372	17	372	17	373	17	373	17
	65 +	556	25	557	25	558	25	558	25	559	25	559	25
Size													
	1	772	34	773	34	773	34	772	34	774	34	774	34
	2	750	33	751	33	751	33	752	33	752	33	752	33
	3	335	15	335	15	336	15	336	15	336	15	336	15
	4+	389	17	389	17	389	17	390	17	390	17	391	17
Children													
	Without	1695	75	1697	75	1698	76	1698	75	1700	75	1701	75
	With	551	25	551	25	551	24	552	25	552	25	552	25

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4757	100	4760	100	4762	100	4765	100	4768	100	4771	100
Age												
4 - 9	340	7	340	7	341	7	341	7	341	7	341	7
10 - 15	369	8	369	8	369	8	369	8	369	8	370	8
16 - 24	561	12	562	12	560	12	562	12	562	12	562	12
25 - 34	598	13	598	13	599	13	599	13	600	13	600	13
35 - 44	778	16	779	16	780	16	780	16	780	16	781	16
45 - 54	702	15	702	15	702	15	703	15	704	15	704	15
55 - 64	616	13	616	13	617	13	617	13	617	13	618	13
65 +	793	17	794	17	794	17	794	17	795	17	795	17
Adults												
Total	4048	100	4051	100	4052	100	4055	100	4058	100	4060	100
AB	757	19	758	19	758	19	759	19	759	19	760	19
C1	1129	28	1129	28	1130	28	1131	28	1132	28	1132	28
C2	857	21	858	21	858	21	857	21	859	21	859	21
DE	1305	32	1306	32	1306	32	1308	32	1308	32	1309	32

Table 3												
All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4774	100	4777	100	4780	100	4783	100	4786	100	4788	100
Age												
4 - 9	341	7	342	7	342	7	342	7	342	7	342	7
10 - 15	370	8	370	8	370	8	371	8	371	8	371	8
16 - 24	563	12	563	12	563	12	564	12	565	12	565	12
25 - 34	600	13	601	13	601	13	601	13	601	13	602	13
35 - 44	782	16	781	16	783	16	783	16	784	16	783	16
45 - 54	704	15	705	15	705	15	706	15	706	15	707	15
55 - 64	618	13	619	13	619	13	619	13	620	13	620	13
65 +	796	17	796	17	797	17	797	17	797	17	798	17
Adults												
Total	4063	100	4065	100	4068	100	4070	100	4073	100	4075	100
AB	760	19	760	19	761	19	761	19	762	19	763	19
C1	1133	28	1134	28	1134	28	1135	28	1136	28	1136	28
C2	860	21	860	21	861	21	862	21	862	21	862	21
DE	1310	32	1311	32	1312	32	1312	32	1313	32	1314	32

Projections for		Male Individuals in TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2279	100	2280	100	2281	100	2283	100	2284	100	2285	100
Age													
	4 - 15	360	16	360	16	361	16	361	16	361	16	361	16
	16 - 24	283	12	284	12	282	12	284	12	284	12	283	12
	25 - 34	289	13	289	13	290	13	289	13	289	13	290	13
	35 - 44	371	16	372	16	373	16	372	16	373	16	373	16
	45 - 54	341	15	340	15	340	15	341	15	341	15	341	15
	55 - 64	299	13	299	13	299	13	300	13	300	13	301	13
	65 +	336	15	336	15	336	15	336	15	336	15	336	15
Adults													
	Total	1919	100	1920	100	1920	100	1922	100	1923	100	1924	100
	AB	374	19	374	19	374	19	375	20	374	19	375	19
	C1	525	27	525	27	525	27	526	27	527	27	526	27
	C2	458	24	458	24	458	24	457	24	459	24	459	24
	DE	562	29	563	29	563	29	564	29	563	29	564	29
	Working F/T	1129	59	1129	59	1130	59	1131	59	1131	59	1132	59
	Not Working	790	41	791	41	790	41	791	41	792	41	792	41

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2287	100	2288	100	2290	100	2291	100	2293	100	2294	100
Age												
4 - 15	361	16	362	16	362	16	362	16	362	16	363	16
16 - 24	284	12	284	12	284	12	285	12	286	12	285	12
25 - 34	290	13	290	13	290	13	290	13	290	13	291	13
35 - 44	374	16	373	16	374	16	374	16	375	16	374	16
45 - 54	341	15	342	15	342	15	343	15	342	15	343	15
55 - 64	300	13	300	13	300	13	300	13	301	13	301	13
65 +	337	15	337	15	338	15	337	15	337	15	337	15
Adults												
Total	1926	100	1926	100	1928	100	1929	100	1931	100	1931	100
AB	375	19	375	19	375	19	375	19	376	19	376	19
C1	527	27	527	27	528	27	528	27	528	27	528	27
C2	459	24	459	24	460	24	460	24	460	24	461	24
DE	565	29	565	29	565	29	566	29	567	29	566	29
Working F/T	1133	59	1133	59	1134	59	1135	59	1136	59	1136	59
Not Working	793	41	793	41	794	41	794	41	795	41	795	41

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2478	100	2480	100	2481	100	2482	100	2484	100	2486	100
Age												
4 - 15	349	14	349	14	349	14	349	14	349	14	350	14
16 - 24	278	11	278	11	278	11	278	11	278	11	279	11
25 - 34	309	12	309	12	309	12	310	12	311	13	310	12
35 - 44	407	16	407	16	407	16	408	16	407	16	408	16
45 - 54	361	15	362	15	362	15	362	15	363	15	363	15
55 - 64	317	13	317	13	318	13	317	13	317	13	317	13
65 +	457	18	458	18	458	18	458	18	459	18	459	18
Adults												
Total	2129	100	2131	100	2132	100	2133	100	2135	100	2136	100
AB	383	18	384	18	384	18	384	18	385	18	385	18
C1	604	28	604	28	605	28	605	28	605	28	606	28
C2	399	19	400	19	400	19	400	19	400	19	400	19
DE	743	35	743	35	743	35	744	35	745	35	745	35
Working F/T	688	32	689	32	689	32	689	32	690	32	690	32
Not Working	1441	68	1442	68	1443	68	1444	68	1445	68	1446	68

Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2487	100	2489	100	2490	100	2492	100	2493	100	2494	100
Age												
4 - 15	350	14	350	14	350	14	351	14	351	14	350	14
16 - 24	279	11	279	11	279	11	279	11	279	11	280	11
25 - 34	310	12	311	12	311	12	311	12	311	12	311	12
35 - 44	408	16	408	16	409	16	409	16	409	16	409	16
45 - 54	363	15	363	15	363	15	363	15	364	15	364	15
55 - 64	318	13	319	13	319	13	319	13	319	13	319	13
65 +	459	18	459	18	459	18	460	18	460	18	461	18
Adults												
Total	2137	100	2139	100	2140	100	2141	100	2142	100	2144	100
AB	385	18	385	18	386	18	386	18	386	18	387	18
C1	606	28	607	28	606	28	607	28	608	28	608	28
C2	401	19	401	19	401	19	402	19	402	19	401	19
DE	745	35	746	35	747	35	746	35	746	35	748	35
Working F/T	691	32	691	32	692	32	692	32	692	32	693	32
Not Working	1446	68	1448	68	1448	68	1449	68	1450	68	1451	68

Ulster

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	674	100	674	100	675	100	676	100	676	100	677	100
TV Households	648	96	649	96	650	96	650	96	651	96	652	96

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	678	100	679	100	679	100	680	100	681	100	681	100
TV Households	652	96	653	96	654	96	654	96	655	96	656	96

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		648	100	649	100	650	100	650	100	651	100	652	100
Social Class													
	AB	103	16	103	16	103	16	104	16	103	16	104	16
	C1	146	23	146	22	146	22	147	23	147	23	147	23
	C2	139	21	140	22	140	22	140	22	140	22	140	21
	DE	260	40	260	40	261	40	259	40	261	40	261	40
Housewife Age													
	Under 25	31	5	31	5	32	5	31	5	31	5	31	5
	25 - 34	105	16	105	16	105	16	105	16	105	16	105	16
	35 - 44	141	22	141	22	141	22	141	22	141	22	142	22
	45 - 54	122	19	122	19	122	19	123	19	123	19	123	19
	55 - 64	103	16	103	16	104	16	104	16	104	16	104	16
	65 +	146	23	147	23	146	22	146	22	147	23	147	23
Size													
	1	181	28	181	28	181	28	181	28	182	28	182	28
	2	189	29	190	29	190	29	190	29	190	29	190	29
	3	106	16	106	16	106	16	106	16	106	16	106	16
	4+	172	27	172	27	173	27	173	27	173	27	174	27
Children													
	Without	445	69	446	69	446	69	446	69	447	69	448	69
	With	203	31	203	31	204	31	204	31	204	31	204	31

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		652	100	653	100	654	100	654	100	655	100	656	100
Social Class													
	AB	104	16	104	16	104	16	103	16	104	16	105	16
	C1	147	23	147	23	147	22	148	23	148	23	148	23
	C2	140	21	140	21	141	22	141	22	141	22	141	21
	DE	261	40	262	40	262	40	262	40	262	40	262	40
Housewife Age													
	Under 25	32	5	32	5	32	5	32	5	32	5	32	5
	25 - 34	105	16	105	16	106	16	106	16	106	16	106	16
	35 - 44	142	22	142	22	142	22	142	22	142	22	142	22
	45 - 54	123	19	123	19	123	19	123	19	124	19	124	19
	55 - 64	104	16	104	16	104	16	104	16	104	16	104	16
	65 +	146	22	147	23	147	22	147	22	147	22	148	23
Size													
	1	181	28	182	28	183	28	182	28	183	28	183	28
	2	191	29	191	29	191	29	191	29	191	29	192	29
	3	107	16	107	16	107	16	107	16	107	16	107	16
	4+	173	27	173	26	173	26	174	27	174	27	174	27
Children													
	Without	448	69	448	69	449	69	449	69	450	69	450	69
	With	204	31	205	31	205	31	205	31	205	31	206	31

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1583	100	1585	100	1587	100	1588	100	1590	100	1592	100
Age												
4 - 9	140	9	140	9	140	9	140	9	141	9	141	9
10 - 15	151	10	152	10	152	10	152	10	152	10	152	10
16 - 24	218	14	218	14	218	14	218	14	219	14	219	14
25 - 34	215	14	216	14	216	14	216	14	216	14	217	14
35 - 44	250	16	250	16	251	16	251	16	251	16	251	16
45 - 54	214	14	214	14	215	14	215	14	215	14	215	14
55 - 64	177	11	177	11	177	11	178	11	178	11	178	11
65 +	218	14	218	14	218	14	218	14	218	14	219	14
Adults												
Total	1292	100	1293	100	1295	100	1296	100	1297	100	1299	100
AB	229	18	229	18	230	18	230	18	230	18	230	18
C1	307	24	308	24	308	24	308	24	309	24	309	24
C2	322	25	321	25	322	25	322	25	323	25	323	25
DE	434	34	435	34	435	34	436	34	435	34	437	34

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1593	100	1595	100	1597	100	1598	100	1600	100	1602	100
Age												
4 - 9	141	9	141	9	141	9	141	9	141	9	142	9
10 - 15	152	10	153	10	153	10	153	10	154	10	153	10
16 - 24	219	14	219	14	220	14	220	14	219	14	220	14
25 - 34	217	14	217	14	217	14	217	14	218	14	218	14
35 - 44	252	16	252	16	252	16	253	16	253	16	253	16
45 - 54	216	14	216	14	216	14	216	14	216	14	217	14
55 - 64	178	11	178	11	178	11	179	11	179	11	179	11
65 +	218	14	219	14	220	14	219	14	220	14	220	14
Adults												
Total	1300	100	1301	100	1303	100	1304	100	1305	100	1307	100
AB	231	18	231	18	231	18	231	18	232	18	232	18
C1	309	24	309	24	310	24	310	24	310	24	311	24
C2	323	25	324	25	324	25	324	25	325	25	325	25
DE	437	34	437	34	438	34	439	34	438	34	439	34

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	771	100	772	100	773	100	773	100	774	100	776	100
Age												
4 - 15	149	19	150	19	150	19	150	19	150	19	151	19
16 - 24	111	14	111	14	111	14	111	14	112	14	112	14
25 - 34	105	14	105	14	105	14	105	14	105	14	105	14
35 - 44	122	16	122	16	122	16	122	16	121	16	122	16
45 - 54	105	14	105	14	106	14	106	14	106	14	106	14
55 - 64	86	11	86	11	85	11	86	11	86	11	86	11
65 +	93	12	93	12	94	12	93	12	94	12	94	12
Adults												
Total	622	100	622	100	623	100	623	100	624	100	625	100
AB	115	18	115	18	116	19	115	18	116	19	116	19
C1	145	23	145	23	145	23	145	23	145	23	145	23
C2	170	27	170	27	170	27	170	27	171	27	171	27
DE	192	31	192	31	192	31	193	31	192	31	193	31
Working F/T	374	60	375	60	375	60	376	60	376	60	377	60
Not Working	248	40	247	40	248	40	247	40	248	40	248	40

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	776	100	777	100	778	100	778	100	779	100	780	100
Age												
4 - 15	151	19	151	19	151	19	151	19	151	19	151	19
16 - 24	112	14	111	14	112	14	112	14	112	14	112	14
25 - 34	105	14	106	14	106	14	105	13	106	14	106	14
35 - 44	122	16	123	16	123	16	123	16	123	16	123	16
45 - 54	107	14	106	14	106	14	106	14	106	14	107	14
55 - 64	86	11	86	11	86	11	87	11	86	11	87	11
65 +	93	12	94	12	94	12	94	12	95	12	94	12
Adults												
Total	625	100	626	100	627	100	627	100	628	100	629	100
AB	116	19	116	19	116	19	116	19	117	19	117	19
C1	145	23	146	23	146	23	146	23	145	23	146	23
C2	171	27	171	27	171	27	171	27	172	27	172	27
DE	193	31	193	31	194	31	194	31	194	31	194	31
Working F/T	377	60	377	60	378	60	378	60	378	60	379	60
Not Working	248	40	249	40	249	40	249	40	250	40	250	40

Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	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	816	100
Age												
4 - 15	142	17	142	17	142	17	142	17	143	18	142	17
16 - 24	107	13	107	13	107	13	107	13	107	13	107	13
25 - 34	110	14	111	14	111	14	111	14	111	14	112	14
35 - 44	128	16	128	16	129	16	129	16	130	16	129	16
45 - 54	109	13	109	13	109	13	109	13	109	13	109	13
55 - 64	91	11	91	11	92	11	92	11	92	11	92	11
65 +	125	15	125	15	124	15	125	15	124	15	125	15
Adults												
Total	670	100	671	100	672	100	673	100	673	100	674	100
AB	114	17	114	17	114	17	115	17	114	17	114	17
C1	162	24	163	24	163	24	163	24	164	24	164	24
C2	152	23	151	23	152	23	152	23	152	23	152	23
DE	242	36	243	36	243	36	243	36	243	36	244	36
Working F/T	208	31	208	31	209	31	208	31	209	31	209	31
Not Working	462	69	463	69	463	69	465	69	464	69	465	69

Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	817	100	818	100	819	100	820	100	821	100	822	100
Age												
4 - 15	142	17	143	17	143	17	143	17	144	18	144	18
16 - 24	107	13	108	13	108	13	108	13	107	13	108	13
25 - 34	112	14	111	14	111	14	112	14	112	14	112	14
35 - 44	130	16	129	16	129	16	130	16	130	16	130	16
45 - 54	109	13	110	13	110	13	110	13	110	13	110	13
55 - 64	92	11	92	11	92	11	92	11	93	11	92	11
65 +	125	15	125	15	126	15	125	15	125	15	126	15
Adults												
Total	675	100	675	100	676	100	677	100	677	100	678	100
AB	115	17	115	17	115	17	115	17	115	17	115	17
C1	164	24	163	24	164	24	164	24	165	24	165	24
C2	152	23	153	23	153	23	153	23	153	23	153	23
DE	244	36	244	36	244	36	245	36	244	36	245	36
Working F/T	209	31	209	31	209	31	210	31	210	31	210	31
Not Working	466	69	466	69	467	69	467	69	467	69	468	69

Wales

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1280	100	1281	100	1282	100	1283	100	1284	100	1285	100
TV Households	1254	98	1255	98	1256	98	1257	98	1258	98	1259	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1286	100	1287	100	1288	100	1289	100	1289	100	1290	100
TV Households	1260	98	1261	98	1262	98	1263	98	1264	98	1264	98

Projections for		TV Households																							
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		1254	100	1255	100	1256	100	1257	100	1258	100	1259	100												
Social Class																									
	AB	192	15	193	15	193	15	193	15	193	15	193	15												
	C1	337	27	337	27	337	27	337	27	337	27	338	27												
	C2	262	21	262	21	262	21	263	21	263	21	263	21												
	DE	463	37	463	37	464	37	464	37	465	37	465	37												
Housewife Age																									
	Under 25	72	6	73	6	74	6	73	6	74	6	73	6												
	25 - 34	174	14	174	14	174	14	174	14	174	14	174	14												
	35 - 44	235	19	235	19	235	19	235	19	236	19	236	19												
	45 - 54	218	17	218	17	218	17	218	17	218	17	219	17												
	55 - 64	226	18	226	18	226	18	226	18	227	18	227	18												
	65 +	329	26	329	26	329	26	331	26	329	26	330	26												
Size																									
	1	377	30	377	30	378	30	378	30	378	30	378	30												
	2	442	35	442	35	443	35	443	35	443	35	444	35												
	3	198	16	199	16	199	16	199	16	199	16	199	16												
	4+	237	19	237	19	236	19	237	19	238	19	238	19												
Children																									
	Without	925	74	926	74	927	74	927	74	928	74	929	74												
	With	329	26	329	26	329	26	330	26	330	26	330	26												

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1260	100	1261	100	1262	100	1263	100	1264	100	1264	100
Social Class													
	AB	194	15	194	15	194	15	194	15	194	15	194	15
	C1	338	27	338	27	338	27	339	27	339	27	339	27
	C2	263	21	263	21	263	21	264	21	264	21	264	21
	DE	465	37	466	37	467	37	466	37	467	37	467	37
Housewife Age													
	Under 25	74	6	74	6	74	6	75	6	74	6	74	6
	25 - 34	174	14	175	14	175	14	175	14	175	14	175	14
	35 - 44	236	19	236	19	236	19	236	19	237	19	237	19
	45 - 54	219	17	219	17	219	17	219	17	219	17	220	17
	55 - 64	227	18	227	18	227	18	227	18	228	18	228	18
	65 +	330	26	330	26	331	26	331	26	331	26	330	26
Size													
	1	379	30	379	30	379	30	380	30	380	30	379	30
	2	444	35	444	35	445	35	445	35	445	35	446	35
	3	199	16	200	16	200	16	200	16	200	16	200	16
	4+	238	19	238	19	238	19	238	19	239	19	239	19
Children													
	Without	930	74	930	74	931	74	932	74	932	74	933	74
	With	330	26	331	26	331	26	331	26	332	26	331	26

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2777	100	2779	100	2781	100	2783	100	2785	100	2787	100
Age												
4 - 9	205	7	205	7	206	7	206	7	206	7	206	7
10 - 15	231	8	231	8	231	8	231	8	231	8	231	8
16 - 24	332	12	332	12	332	12	333	12	333	12	333	12
25 - 34	329	12	330	12	329	12	329	12	330	12	330	12
35 - 44	417	15	416	15	418	15	418	15	418	15	419	15
45 - 54	382	14	384	14	382	14	383	14	383	14	383	14
55 - 64	383	14	383	14	384	14	384	14	384	14	385	14
65 +	498	18	498	18	499	18	499	18	500	18	500	18
Adults												
Total	2341	100	2343	100	2344	100	2346	100	2348	100	2350	100
AB	389	17	389	17	389	17	390	17	390	17	390	17
C1	651	28	651	28	652	28	652	28	653	28	654	28
C2	536	23	537	23	537	23	537	23	538	23	538	23
DE	765	33	766	33	766	33	767	33	767	33	768	33

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2789	100	2791	100	2793	100	2795	100	2797	100	2799	100
Age												
4 - 9	206	7	206	7	206	7	206	7	206	7	206	7
10 - 15	232	8	232	8	232	8	233	8	233	8	233	8
16 - 24	334	12	334	12	334	12	334	12	334	12	335	12
25 - 34	330	12	330	12	331	12	331	12	331	12	331	12
35 - 44	418	15	419	15	419	15	420	15	420	15	420	15
45 - 54	384	14	384	14	385	14	385	14	385	14	386	14
55 - 64	385	14	385	14	385	14	386	14	386	14	386	14
65 +	500	18	501	18	501	18	500	18	502	18	502	18
Adults												
Total	2351	100	2353	100	2355	100	2356	100	2358	100	2360	100
AB	390	17	391	17	391	17	392	17	391	17	392	17
C1	654	28	654	28	655	28	655	28	656	28	656	28
C2	539	23	539	23	539	23	539	23	540	23	541	23
DE	768	33	769	33	770	33	770	33	771	33	771	33

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1347	100	1347	100	1348	100	1350	100	1350	100	1351	100
Age												
4 - 15	225	17	225	17	225	17	226	17	225	17	225	17
16 - 24	167	12	167	12	167	12	168	12	167	12	167	12
25 - 34	161	12	161	12	160	12	160	12	161	12	161	12
35 - 44	201	15	200	15	201	15	202	15	201	15	202	15
45 - 54	186	14	187	14	186	14	186	14	187	14	186	14
55 - 64	187	14	187	14	188	14	188	14	188	14	189	14
65 +	220	16	220	16	221	16	220	16	221	16	221	16
Adults												
Total	1122	100	1122	100	1123	100	1124	100	1125	100	1126	100
AB	193	17	193	17	193	17	194	17	194	17	194	17
C1	305	27	305	27	305	27	305	27	305	27	306	27
C2	284	25	284	25	285	25	284	25	285	25	285	25
DE	340	30	340	30	340	30	341	30	341	30	341	30
Working F/T	620	55	620	55	620	55	620	55	621	55	621	55
Not Working	502	45	502	45	503	45	504	45	504	45	505	45

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1352	100	1353	100	1354	100	1355	100	1356	100	1357	100
Age												
4 - 15	226	17	226	17	226	17	226	17	226	17	226	17
16 - 24	168	12	168	12	168	12	168	12	169	12	169	12
25 - 34	161	12	161	12	161	12	161	12	161	12	161	12
35 - 44	201	15	202	15	202	15	203	15	203	15	202	15
45 - 54	187	14	187	14	188	14	187	14	187	14	188	14
55 - 64	188	14	188	14	188	14	189	14	189	14	189	14
65 +	221	16	221	16	221	16	221	16	221	16	222	16
Adults												
Total	1126	100	1127	100	1128	100	1129	100	1130	100	1131	100
AB	193	17	194	17	194	17	195	17	194	17	195	17
C1	306	27	306	27	306	27	306	27	307	27	307	27
C2	286	25	286	25	286	25	286	25	286	25	287	25
DE	341	30	341	30	342	30	342	30	343	30	342	30
Working F/T	621	55	622	55	623	55	623	55	624	55	625	55
Not Working	505	45	505	45	505	45	506	45	506	45	506	45

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1430	100	1432	100	1433	100	1433	100	1435	100	1436	100
Age												
4 - 15	211	15	211	15	212	15	211	15	212	15	212	15
16 - 24	165	12	165	12	165	12	165	12	166	12	166	12
25 - 34	168	12	169	12	169	12	169	12	169	12	169	12
35 - 44	216	15	216	15	217	15	216	15	217	15	217	15
45 - 54	196	14	197	14	196	14	197	14	196	14	197	14
55 - 64	196	14	196	14	196	14	196	14	196	14	196	14
65 +	278	19	278	19	278	19	279	19	279	19	279	19
Adults												
Total	1219	100	1221	100	1221	100	1222	100	1223	100	1224	100
AB	196	16	196	16	196	16	196	16	196	16	196	16
C1	346	28	346	28	347	28	347	28	348	28	348	28
C2	252	21	253	21	252	21	253	21	253	21	253	21
DE	425	35	426	35	426	35	426	35	426	35	427	35
Working F/T	381	31	382	31	383	31	383	31	383	31	384	31
Not Working	838	69	839	69	838	69	839	69	840	69	840	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1437	100	1438	100	1439	100	1440	100	1441	100	1442	100
Age												
4 - 15	212	15	212	15	212	15	213	15	213	15	213	15
16 - 24	166	12	166	12	166	12	166	12	165	11	166	12
25 - 34	169	12	169	12	170	12	170	12	170	12	170	12
35 - 44	217	15	217	15	217	15	217	15	217	15	218	15
45 - 54	197	14	197	14	197	14	198	14	198	14	198	14
55 - 64	197	14	197	14	197	14	197	14	197	14	197	14
65 +	279	19	280	19	280	19	279	19	281	20	280	19
Adults												
Total	1225	100	1226	100	1227	100	1227	100	1228	100	1229	100
AB	197	16	197	16	197	16	197	16	197	16	197	16
C1	348	28	348	28	349	28	349	28	349	28	349	28
C2	253	21	253	21	253	21	253	21	254	21	254	21
DE	427	35	428	35	428	35	428	35	428	35	429	35
Working F/T	384	31	384	31	384	31	385	31	384	31	384	31
Not Working	841	69	842	69	843	69	842	69	844	69	845	69

Midlands West

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2532	100	2533	100	2536	100	2538	100	2539	100	2542	100
TV Households		2471	98	2474	98	2475	98	2477	98	2478	98	2481	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2543	100	2545	100	2546	100	2549	100	2550	100	2552	100
TV Households		2482	98	2484	98	2486	98	2488	98	2489	98	2491	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2471	100	2474	100	2475	100	2477	100	2478	100	2481	100
Social Class	AB	445	18	446	18	446	18	445	18	446	18	446	18
	C1	614	25	614	25	615	25	616	25	615	25	616	25
	C2	486	20	487	20	487	20	488	20	488	20	489	20
	DE	926	37	927	37	927	37	928	37	929	37	930	37
Housewife Age	Under 25	124	5	125	5	125	5	126	5	126	5	126	5
	25 - 34	372	15	372	15	372	15	373	15	373	15	374	15
	35 - 44	496	20	495	20	496	20	496	20	497	20	497	20
	45 - 54	433	18	434	18	433	17	433	17	434	18	434	17
	55 - 64	420	17	421	17	421	17	421	17	422	17	422	17
	65 +	626	25	627	25	628	25	628	25	626	25	628	25
Size	1	730	30	730	30	731	30	731	30	730	29	732	30
	2	853	35	854	35	854	35	855	35	856	35	857	35
	3	402	16	402	16	403	16	403	16	404	16	404	16
	4+	486	20	488	20	487	20	488	20	488	20	488	20
Children	Without	1805	73	1807	73	1808	73	1810	73	1810	73	1812	73
	With	666	27	667	27	667	27	667	27	668	27	669	27

Projections for		TV Households											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2482	100	2484	100	2486	100	2488	100	2489	100	2491	100
Social Class													
	AB	447	18	447	18	448	18	448	18	448	18	448	18
	C1	616	25	617	25	617	25	617	25	618	25	619	25
	C2	489	20	489	20	489	20	490	20	490	20	491	20
	DE	930	37	931	37	932	37	933	38	933	37	933	37
Housewife Age													
	Under 25	126	5	126	5	126	5	127	5	126	5	127	5
	25 - 34	374	15	374	15	374	15	374	15	374	15	375	15
	35 - 44	498	20	498	20	498	20	498	20	499	20	499	20
	45 - 54	435	18	435	18	436	18	436	18	436	18	436	18
	55 - 64	422	17	422	17	422	17	423	17	423	17	424	17
	65 +	627	25	629	25	630	25	630	25	631	25	630	25
Size													
	1	734	30	733	30	734	30	734	30	735	30	735	30
	2	856	34	857	35	858	35	859	35	859	35	860	35
	3	403	16	404	16	404	16	405	16	405	16	406	16
	4+	489	20	490	20	490	20	490	20	490	20	490	20
Children													
	Without	1813	73	1814	73	1815	73	1816	73	1818	73	1819	73
	With	669	27	670	27	671	27	672	27	671	27	672	27

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5527	100	5531	100	5535	100	5540	100	5543	100	5547	100
Age												
4 - 9	426	8	426	8	427	8	427	8	427	8	427	8
10 - 15	453	8	453	8	452	8	455	8	454	8	454	8
16 - 24	647	12	648	12	649	12	648	12	650	12	650	12
25 - 34	700	13	701	13	702	13	702	13	702	13	703	13
35 - 44	881	16	881	16	880	16	883	16	883	16	884	16
45 - 54	752	14	752	14	753	14	754	14	755	14	755	14
55 - 64	729	13	730	13	730	13	730	13	731	13	732	13
65 +	939	17	940	17	942	17	941	17	941	17	942	17
Adults												
Total	4648	100	4652	100	4656	100	4658	100	4662	100	4666	100
AB	887	19	887	19	888	19	889	19	890	19	890	19
C1	1190	26	1192	26	1192	26	1192	26	1193	26	1195	26
C2	1023	22	1023	22	1025	22	1025	22	1027	22	1027	22
DE	1548	33	1550	33	1551	33	1552	33	1552	33	1554	33

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5551	100	5555	100	5559	100	5563	100	5567	100	5571	100
Age												
4 - 9	428	8	428	8	428	8	429	8	429	8	429	8
10 - 15	455	8	455	8	455	8	456	8	456	8	456	8
16 - 24	650	12	651	12	652	12	651	12	651	12	653	12
25 - 34	702	13	703	13	704	13	705	13	706	13	706	13
35 - 44	886	16	886	16	885	16	887	16	887	16	888	16
45 - 54	754	14	755	14	758	14	757	14	757	14	758	14
55 - 64	732	13	733	13	733	13	733	13	734	13	735	13
65 +	944	17	944	17	944	17	945	17	947	17	946	17
Adults												
Total	4668	100	4672	100	4676	100	4678	100	4682	100	4686	100
AB	891	19	891	19	892	19	893	19	892	19	894	19
C1	1195	26	1197	26	1197	26	1197	26	1199	26	1200	26
C2	1027	22	1028	22	1030	22	1030	22	1030	22	1031	22
DE	1555	33	1556	33	1557	33	1558	33	1561	33	1561	33

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2700	100	2701	100	2703	100	2706	100	2708	100	2710	100
Age												
4 - 15	449	17	448	17	449	17	450	17	450	17	450	17
16 - 24	326	12	327	12	327	12	327	12	328	12	327	12
25 - 34	340	13	341	13	340	13	341	13	341	13	342	13
35 - 44	440	16	440	16	440	16	442	16	442	16	442	16
45 - 54	369	14	368	14	369	14	369	14	370	14	370	14
55 - 64	363	13	363	13	363	13	362	13	364	13	363	13
65 +	413	15	414	15	415	15	415	15	413	15	416	15
Adults												
Total	2251	100	2253	100	2254	100	2256	100	2258	100	2260	100
AB	447	20	447	20	447	20	448	20	448	20	448	20
C1	574	25	575	26	575	26	575	25	576	26	577	26
C2	538	24	539	24	539	24	540	24	541	24	541	24
DE	692	31	692	31	693	31	693	31	693	31	694	31
Working F/T	1383	61	1384	61	1384	61	1385	61	1386	61	1388	61
Not Working	868	39	869	39	870	39	871	39	872	39	872	39

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2711	100	2713	100	2715	100	2718	100	2720	100	2721	100
Age												
4 - 15	451	17	450	17	451	17	453	17	452	17	452	17
16 - 24	327	12	328	12	329	12	328	12	328	12	330	12
25 - 34	342	13	342	13	342	13	342	13	343	13	342	13
35 - 44	443	16	443	16	443	16	444	16	443	16	444	16
45 - 54	369	14	370	14	371	14	371	14	371	14	371	14
55 - 64	363	13	364	13	364	13	364	13	366	13	365	13
65 +	416	15	416	15	415	15	416	15	417	15	417	15
Adults												
Total	2260	100	2263	100	2264	100	2265	100	2268	100	2269	100
AB	448	20	449	20	450	20	450	20	450	20	450	20
C1	577	26	578	26	577	25	577	25	578	25	579	26
C2	540	24	541	24	541	24	542	24	543	24	543	24
DE	695	31	695	31	696	31	696	31	697	31	697	31
Working F/T	1388	61	1390	61	1391	61	1391	61	1393	61	1394	61
Not Working	872	39	873	39	873	39	874	39	875	39	875	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2827	100	2830	100	2832	100	2834	100	2835	100	2837	100
Age												
4 - 15	430	15	431	15	430	15	432	15	431	15	431	15
16 - 24	321	11	321	11	322	11	321	11	322	11	323	11
25 - 34	360	13	360	13	362	13	361	13	361	13	361	13
35 - 44	441	16	441	16	440	16	441	16	441	16	442	16
45 - 54	383	14	384	14	384	14	385	14	385	14	385	14
55 - 64	366	13	367	13	367	13	368	13	367	13	369	13
65 +	526	19	526	19	527	19	526	19	528	19	526	19
Adults												
Total	2397	100	2399	100	2402	100	2402	100	2404	100	2406	100
AB	440	18	440	18	441	18	441	18	442	18	442	18
C1	616	26	617	26	617	26	617	26	617	26	618	26
C2	485	20	484	20	486	20	485	20	486	20	486	20
DE	856	36	858	36	858	36	859	36	859	36	860	36
Working F/T	710	30	710	30	713	30	712	30	713	30	713	30
Not Working	1687	70	1689	70	1689	70	1690	70	1691	70	1693	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2840	100	2842	100	2844	100	2845	100	2847	100	2850	100
Age												
4 - 15	432	15	433	15	432	15	432	15	433	15	433	15
16 - 24	323	11	323	11	323	11	323	11	323	11	323	11
25 - 34	360	13	361	13	362	13	363	13	363	13	364	13
35 - 44	443	16	443	16	442	16	443	16	444	16	444	16
45 - 54	385	14	385	14	387	14	386	14	386	14	387	14
55 - 64	369	13	369	13	369	13	369	13	368	13	370	13
65 +	528	19	528	19	529	19	529	19	530	19	529	19
Adults												
Total	2408	100	2409	100	2412	100	2413	100	2414	100	2417	100
AB	443	18	442	18	442	18	443	18	442	18	444	18
C1	618	26	619	26	620	26	620	26	621	26	621	26
C2	487	20	487	20	489	20	488	20	487	20	488	20
DE	860	36	861	36	861	36	862	36	864	36	864	36
Working F/T	714	30	713	30	715	30	715	30	714	30	716	30
Not Working	1694	70	1696	70	1697	70	1698	70	1700	70	1701	70

Midlands East

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		927	100	928	100	928	100	929	100	930	100	930	100
TV Households		909	98	909	98	910	98	911	98	912	98	912	98

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		931	100	932	100	933	100	933	100	934	100	935	100
TV Households		913	98	914	98	914	98	915	98	916	98	917	98

Projections for		TV Households											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		909	100	909	100	910	100	911	100	912	100	912	100
Social Class	AB	191	21	191	21	191	21	192	21	192	21	192	21
	C1	252	28	252	28	252	28	252	28	253	28	253	28
	C2	171	19	171	19	171	19	171	19	171	19	171	19
	DE	295	32	295	32	296	33	296	32	296	32	296	32
Housewife Age	Under 25	54	6	54	6	54	6	54	6	54	6	54	6
	25 - 34	142	16	142	16	142	16	142	16	142	16	142	16
	35 - 44	191	21	192	21	192	21	192	21	192	21	192	21
	45 - 54	163	18	163	18	164	18	164	18	164	18	164	18
	55 - 64	151	17	151	17	151	17	151	17	151	17	151	17
	65 +	208	23	207	23	207	23	208	23	209	23	209	23
Size	1	278	31	278	31	278	31	279	31	280	31	279	31
	2	318	35	318	35	319	35	319	35	319	35	319	35
	3	141	16	141	16	141	16	141	16	141	16	141	16
	4+	172	19	172	19	172	19	172	19	172	19	173	19
Children	Without	677	74	677	74	678	75	678	74	679	74	679	74
	With	232	26	232	26	232	25	233	26	233	26	233	26

TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	913	100	914	100	914	100	915	100	916	100	917	100
Social Class												
AB	192	21	192	21	192	21	192	21	193	21	193	21
C1	253	28	253	28	254	28	254	28	254	28	254	28
C2	171	19	172	19	172	19	172	19	172	19	172	19
DE	297	33	297	32	296	32	297	32	297	32	298	32
Housewife Age												
Under 25	54	6	55	6	53	6	54	6	54	6	54	6
25 - 34	142	16	142	16	143	16	143	16	143	16	143	16
35 - 44	192	21	192	21	193	21	193	21	193	21	193	21
45 - 54	164	18	164	18	164	18	164	18	165	18	165	18
55 - 64	152	17	152	17	152	17	152	17	152	17	152	17
65 +	209	23	209	23	209	23	209	23	209	23	210	23
Size												
1	279	31	280	31	279	31	280	31	280	31	280	31
2	320	35	320	35	320	35	320	35	321	35	321	35
3	142	16	142	16	142	16	142	16	142	16	142	16
4+	172	19	172	19	173	19	173	19	173	19	174	19
Children												
Without	680	74	681	75	681	75	682	75	682	74	683	74
With	233	26	233	25	233	25	233	25	234	26	234	26

All Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2005	100	2006	100	2008	100	2009	100	2011	100	2013	100
Age												
4 - 9	149	7	149	7	149	7	150	7	150	7	150	7
10 - 15	164	8	164	8	165	8	163	8	164	8	165	8
16 - 24	250	12	250	12	249	12	250	12	250	12	251	12
25 - 34	265	13	265	13	266	13	266	13	266	13	266	13
35 - 44	329	16	329	16	330	16	329	16	330	16	330	16
45 - 54	284	14	285	14	285	14	285	14	285	14	285	14
55 - 64	256	13	256	13	256	13	257	13	257	13	257	13
65 +	308	15	308	15	308	15	309	15	309	15	309	15
Adults												
Total	1692	100	1693	100	1694	100	1696	100	1697	100	1698	100
AB	376	22	376	22	376	22	376	22	376	22	377	22
C1	489	29	489	29	490	29	491	29	491	29	491	29
C2	343	20	344	20	344	20	344	20	344	20	344	20
DE	484	29	484	29	484	29	485	29	486	29	486	29

All Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2014	100	2016	100	2017	100	2019	100	2021	100	2022	100
Age												
4 - 9	149	7	150	7	150	7	150	7	150	7	151	7
10 - 15	165	8	165	8	165	8	165	8	166	8	165	8
16 - 24	251	12	251	12	251	12	252	12	252	12	252	12
25 - 34	267	13	267	13	267	13	267	13	267	13	267	13
35 - 44	329	16	330	16	331	16	330	16	331	16	331	16
45 - 54	287	14	287	14	285	14	287	14	287	14	287	14
55 - 64	257	13	257	13	258	13	258	13	258	13	258	13
65 +	309	15	309	15	310	15	310	15	310	15	311	15
Adults												
Total	1700	100	1701	100	1702	100	1704	100	1705	100	1706	100
AB	377	22	378	22	378	22	378	22	379	22	379	22
C1	492	29	491	29	492	29	493	29	493	29	493	29
C2	345	20	345	20	345	20	345	20	346	20	346	20
DE	486	29	487	29	487	29	488	29	487	29	488	29

Male Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	983	100	984	100	985	100	986	100	986	100	987	100
Age												
4 - 15	156	16	157	16	157	16	157	16	157	16	157	16
16 - 24	129	13	129	13	129	13	129	13	129	13	130	13
25 - 34	132	13	131	13	132	13	132	13	132	13	132	13
35 - 44	165	17	165	17	165	17	165	17	165	17	165	17
45 - 54	140	14	141	14	141	14	141	14	141	14	141	14
55 - 64	128	13	128	13	128	13	129	13	128	13	129	13
65 +	133	14	133	14	133	14	133	13	134	14	133	13
Adults												
Total	827	100	827	100	828	100	829	100	829	100	830	100
AB	190	23	190	23	190	23	190	23	190	23	191	23
C1	234	28	234	28	235	28	235	28	235	28	235	28
C2	184	22	184	22	184	22	184	22	184	22	184	22
DE	219	26	219	26	219	26	220	27	220	27	220	27
Working F/T	507	61	507	61	508	61	509	61	509	61	509	61
Not Working	320	39	320	39	320	39	320	39	320	39	321	39

Male Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	988	100	989	100	989	100	990	100	991	100	992	100
Age												
4 - 15	157	16	158	16	157	16	157	16	158	16	158	16
16 - 24	130	13	130	13	129	13	130	13	130	13	130	13
25 - 34	132	13	132	13	133	13	133	13	133	13	133	13
35 - 44	165	17	165	17	166	17	165	17	166	17	166	17
45 - 54	142	14	142	14	141	14	142	14	142	14	142	14
55 - 64	129	13	129	13	129	13	129	13	128	13	129	13
65 +	133	13	133	13	134	14	134	14	134	14	134	14
Adults												
Total	831	100	831	100	832	100	833	100	833	100	834	100
AB	191	23	191	23	191	23	191	23	192	23	192	23
C1	235	28	235	28	236	28	236	28	236	28	236	28
C2	185	22	185	22	185	22	185	22	185	22	185	22
DE	220	26	220	26	220	26	221	27	220	26	221	26
Working F/T	510	61	510	61	510	61	511	61	511	61	511	61
Not Working	321	39	321	39	322	39	322	39	322	39	323	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1022	100	1022	100	1023	100	1023	100	1025	100	1026	100
Age												
4 - 15	157	15	156	15	157	15	156	15	157	15	158	15
16 - 24	121	12	121	12	120	12	121	12	121	12	121	12
25 - 34	133	13	134	13	134	13	134	13	134	13	134	13
35 - 44	164	16	164	16	165	16	164	16	165	16	165	16
45 - 54	144	14	144	14	144	14	144	14	144	14	144	14
55 - 64	128	13	128	13	128	13	128	13	129	13	128	12
65 +	175	17	175	17	175	17	176	17	175	17	176	17
Adults												
Total	865	100	866	100	866	100	867	100	868	100	868	100
AB	186	22	186	21	186	21	186	21	186	21	186	21
C1	255	29	255	29	255	29	256	30	256	29	256	29
C2	159	18	160	18	160	18	160	18	160	18	160	18
DE	265	31	265	31	265	31	265	31	266	31	266	31
Working F/T	293	34	294	34	293	34	293	34	294	34	294	34
Not Working	572	66	572	66	573	66	574	66	574	66	574	66

Table4b												
Female Individuals in TV Households												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1026	100	1027	100	1028	100	1029	100	1030	100	1030	100
Age												
4 - 15	157	15	157	15	158	15	158	15	158	15	158	15
16 - 24	121	12	121	12	122	12	122	12	122	12	122	12
25 - 34	135	13	135	13	134	13	134	13	134	13	134	13
35 - 44	164	16	165	16	165	16	165	16	165	16	165	16
45 - 54	145	14	145	14	144	14	145	14	145	14	145	14
55 - 64	128	12	128	12	129	13	129	13	130	13	129	13
65 +	176	17	176	17	176	17	176	17	176	17	177	17
Adults												
Total	869	100	870	100	870	100	871	100	872	100	872	100
AB	186	21	187	21	187	21	187	21	187	21	187	21
C1	257	30	256	29	256	29	257	30	257	29	257	29
C2	160	18	160	18	160	18	160	18	161	18	161	18
DE	266	31	267	31	267	31	267	31	267	31	267	31
Working F/T	294	34	295	34	295	34	295	34	296	34	296	34
Not Working	575	66	575	66	575	66	576	66	576	66	576	66

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 2004 and June 2006.

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 2004 - Jun 2006										
	Total		Mid		E		W		SW	
Addresses Issued	161317		19518		10671		7945		4893	
Shop / Business	2542		258		139		100		64	
Demolished / Incomplete	638		48		52		12		23	
Empty	13335		1234		847		542		296	
Holiday Home	1555		40		97		55		199	
Other Non Effective	3811		357		292		186		174	
Eligible Addresses	139436		17581		9244		7050		4137	
Substitute Addresses	21206		1887		1362		885		674	
Multiple Occupancy Addresses	2320		73		32		30		56	
Additional Households	2741		233		125		90		68	
Total Households	165703	100%	19774	100%	10763	100%	8055	100%	4935	100%
Non Contacts	31692	19%	3241	16%	1930	18%	1976	25%	1052	21%
No English Spoken	244	*	29	*	21	*	8	*	2	*
Refusals	21679	13%	2780	14%	1385	13%	785	10%	724	15%
Total Interviews	112088	68%	13724	69%	7427	69%	5286	66%	3157	64%
* = Less than 0.5%										

Response Analysis: Jul 2004 - Jun 2006										
	S		N		NE		NW		Scot	
Addresses Issued	11414		9309		8252		11606		14235	
Shop / Business	148		108		83		200		312	
Demolished / Incomplete	26		28		29		52		121	
Empty	605		520		623		980		1479	
Holiday Home	117		18		102		128		236	
Other Non Effective	230		92		135		282		341	
Eligible Addresses	10288		8543		7280		9964		11746	
Substitute Addresses	1081		752		938		1555		2414	
Multiple Occupancy Addresses	96		73		34		52		273	
Additional Households	240		79		91		345		343	
Total Households	11705	100%	9447	100%	8343	100%	11916	100%	14776	100%
Non Contacts	2390	20%	1343	20%	1386	17%	2497	21%	2153	15%
No English Spoken	10	*	2	*	2	*	13	*	10	*
Refusals	1949	17%	1272	14%	1031	12%	1658	14%	1899	13%
Total Interviews	7356	63%	6830	67%	5924	71%	7748	65%	10714	73%
* = Less than 0.5%										

Response Analysis: Jul 2004 - Jun 2006										
	Uls		Wal		Lon		SE			
Addresses Issued	8894		19596		29870		5114			
Shop / Business	242		325		491		72			
Demolished / Incomplete	85		91		59		12			
Empty	834		3477		1583		315			
Holiday Home	64		419		52		28			
Other Non Effective	396		696		465		165			
Eligible Addresses	7273		14588		27220		4522			
Substitute Addresses	1558		4916		2603		581			
Multiple Occupancy Addresses	13		153		1382		53			
Additional Households	161		397		467		102			
Total Households	9005	100%	20054	100%	31672	100%	5258	100%		
Non Contacts	1715	19%	2203	11%	8800	28%	1006	19%		
No English Spoken	3	*	14	*	122	*	8	*		
Refusals	514	6%	1503	7%	5210	16%	969	18%		
Total Interviews	6773	75%	16334	81%	17540	55%	3275	62%		
* = 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”.

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 2004 to June 2006.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Multichannel
All Areas	112088	109662	16391
London	17540	16977	2974
South East	3275	3225	561
Midlands	13724	13439	2106
East	7427	7297	1118
West	5286	5224	605
South West	3157	3095	503
South	7356	7225	1389
Yorkshire and Lincolnshire	6830	6685	1501
North East and Cumbria	5924	5839	1044
North West	7748	7609	1920
Scotland	10714	10497	1423
Ulster	6773	6522	336
Wales	16334	16028	909
Midlands West	10138	9918	1558
Midlands East	3586	3521	548

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households
All Areas	228093
London	34528
South East	6647
Midlands	28074
East	15316
West	10841
South West	6568
South	15478
Yorkshire and Lincolnshire	14542
North East and Cumbria	12710
North West	15747
Scotland	21915
Ulster	12672
Wales	33055
Midlands West	20604
Midlands East	7470

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals In Multichannel Households
All Areas	263936	259823	42366
London	43552	42539	7844
South East	7860	7774	1456
Midlands	32908	32369	5574
East	17246	17036	2894
West	12035	11940	1564
South West	7201	7093	1280
South	17281	17059	3537
Yorkshire and Lincolnshire	16217	15963	3918
North East and Cumbria	13663	13524	2563
North West	17683	17462	4930
Scotland	23790	23434	3539
Ulster	16727	16322	992
Wales	37773	37308	2277
Midlands West	24236	23851	4165
Midlands East	8672	8518	1409

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults in Multichannel Households
All Areas	211185	207683	33131
London	34284	33460	6114
South East	6234	6160	1130
Midlands	26203	25765	4322
East	13876	13691	2258
West	9744	9659	1233
South West	5853	5766	1000
South	13961	13764	2793
Yorkshire and Lincolnshire	12735	12524	3040
North East and Cumbria	11030	10909	2036
North West	14234	14050	3860
Scotland	19425	19109	2810
Ulster	13139	12781	739
Wales	30467	30045	1797
Midlands West	19349	19025	3205
Midlands East	6854	6740	1117

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	127802	136134	125542	134281
London	21172	22380	20642	21897
South East	3863	3997	3816	3958
Midlands	16074	16834	15767	16602
East	8459	8787	8346	8690
West	5790	6245	5735	6205
South West	3474	3727	3414	3679
South	8384	8897	8278	8781
Yorkshire and Lincolnshire	7871	8346	7731	8232
North East and Cumbria	6571	7092	6489	7035
North West	8544	9139	8422	9040
Scotland	11327	12463	11123	12311
Ulster	8016	8711	7799	8523
Wales	18257	19516	17980	19328
Midlands West	11835	12401	11609	12242
Midlands East	4239	4433	4158	4360

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	100627	110558	98681	109002
London	16399	17885	15969	17491
South East	2982	3252	2940	3220
Midlands	12707	13496	12448	13317
East	6654	7222	6555	7136
West	4637	5107	4589	5070
South West	2769	3084	2718	3048
South	6688	7273	6594	7170
Yorkshire and Lincolnshire	6079	6656	5960	6564
North East and Cumbria	5216	5814	5140	5769
North West	6767	7467	6659	7391
Scotland	9103	10322	8922	10187
Ulster	6203	6936	6014	6767
Wales	14423	16044	14173	15872
Midlands West	9388	9961	9192	9833
Midlands East	3319	3535	3256	3484

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2005 and June 2006. 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 2006 in this report accord with estimates used in processing BARB panel data in June 2006. 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 2007

The projections are obtained by applying monthly factors to the June 2006 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2006}}$$

Appendix J

The Questionnaire (June 2006)

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

QA Show Card AA - Which of the following kinds of TV programmes do you like to watch?				MP
1. Films	8. Quiz/Game Shows	15. Pop/Rock Music	22. Current Affairs	
2. British Drama	9. Chat Shows	16. Classical Music	23. National News	
3. US Drama	10. Animation	17. Arts		
4. British soaps	11. DIY/Home/garden improvement	18. Science/technology	24. Local/Regional News	
5. Australian Soaps	12. Cookery	19. Documentaries	25. Financial/Business	
6. British comedy	13. Sport	20. Nature/wildlife	26. Consumer	
7. US comedy	14. Fashion	21. Religious	27. Reality TV	

Now I would like to ask you some detailed questions about your television sets and the channels you can receive and then I will go on to ask you about your television viewing.

1 How many TV sets are there in your household? Please include every TV set of any type or size (even those that are not used or not in working order), but do not include any personal computers (PC's) or other devices that receive standard TV transmissions.

WRITE IN > _____

ASK ALL

2a2. How many personal computers (PC's) are there in your household?

WRITE IN > _____

IF NUMBER OF PC'S >0 AT Q2A2, ASK Q2B, OTHERWISE GO TO Q3A

2b. How many of your PC's receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television?

WRITE IN > _____

ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1) PLUS ANY PC'S THAT RECEIVE STANDARD TV TRANSMISSIONS (MENTIONED AT Q2B). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 OR Q2B SKIP TO CLASSIFICATION DETAILS Q43.

3a. **SHOW CARD A.** Which of the statements on this card applies for each of the television sets in your household. **IF ANY PC's at Q2b, ADD:** I would like you to include any PC's that receive standard TV transmissions. Starting with your **main set**, is this television set

REPEAT FOR EACH SET SUBSTITUTING main set FOR 2nd set, 3rd set ETC AS APPLICABLE

- In use as a television
- Normally in use but temporarily out of order? (to be repaired within next 7 days)
- Not in use but in working order
- Never** used as a television set (for example only used with computer or games console)
- Permanently out of order

SP

ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q8a

3b. How often do you expect to use this set in the future?

- More than once a month
- Every month
- Once every 3 months
- Once every 6 months
- Less often

SP

COMMENT – REPEAT THE FOLLOWING QUESTIONS Q8A – Q23A FOR ALL WORKING TV SETS - THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:

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

Talking about your **main set** only.

FOR ALL OTHER SETS START "NOW TALKING ABOUT YOUR 2nd set/ 3rd setETC AS APPLICABLE FOR Q8A-23A DISPLAY ON SCREEN WHICH SET IS BEING TALKED ABOUT

8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen.

INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN

WRITE IN (2 digits required)

<p>8a2. INTERVIEWER: WAS THE DIAGONAL SCREEN MEASUREMENT...? Respondent claim Actual measurement</p>	SP
<p>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</p>	SP
<p>11. Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX or TELETEXT? This service allows you to select the pages you want to view. Yes No Don't know INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.</p>	SP
<p>13. Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.</p>	SP
<p>13b. Is this set mounted on a wall bracket? Yes No</p>	SP
<p>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)</p>	SP
<p>IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) GO TO Q14c OTHERWISE GO TO 16a</p>	
<p>14c. SHOW CARD D. On average, how often would you say this set is moved? Every or most days At least once a weeks At least once a month At least once every three months At least once every six months Less often</p>	SP
<p>16a. SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 ITV1 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)</p>	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 – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels. 	
<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 signal (known as Freeview) Other method None of these 	MP

IF OTHER METHOD (Q17B CODE 5) ASK Q17B1, OTHERWISE SKIP TO Q20A		
17b1	Which service provider do you receive your additional channels from via this other method? Homechoice Kingston Interactive Other	MP
ASK Q20A IF CODE 1 or 2 AT Q17B OTHERWISE GO TO Q20A2.		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 CODE 3 AT Q17B, ASK Q20A2, OTHERWISE GO TO Q20A3		
20a2.	Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in? Separate set top box Built in set top box Don't know	SP
IF SAT (CODE 1) AT Q17B ASK Q20A3, OTHERWISE GO TO Q22A		
20a3.	Is this set connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know	SP

IF 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 AND Q20a) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K4 in turn. Which of the following channels are currently received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra	

IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b/Q20a ASK Q17c2 (IF Q17b = 1 and Q20a = 2) or Q17c3 (IF Q17b = 3) 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 and Q20a 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
ASK ALL		
23a.	SHOW CARD J Which of the following pieces of equipment are connected to this set? VCR or Video Cassette Recorder (a video recorder that can record programmes on to tape) DVD recorder (a recorder that can record programmes on to DVDs) Personal Video Recorder (a recorder that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these	MP
REPEAT Q8a TO Q23a FOR ALL OTHER SETS		

IF SATELLITE DISH (CODE 1 AT Q17b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a	
24a. For how long have you received additional channels by satellite dish at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
IF (Q17b = 1 and Q20a = 3) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24e	
24b. For how long have you received <i>digital</i> satellite services at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
24e. Does your household currently pay a subscription for your satellite channels or do you just receive the free channels? Pay subscription Receive free channels only Don't know/Not sure	
IF CABLE SYSTEM (CODE 2 AT Q17b) ASK Q25a, OTHERWISE GO TO Q26a	
25a. For how long have you received additional channels by cable at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 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? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
IF ANY SET HAS CODE 3 AT Q17b, ASK Q26a, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital services via a normal aerial at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
26b. Does your household currently pay a monthly subscription for your digital terrestrial services (now known as Freeview) or do you just receive the free channels? Receive free channels only Pay monthly subscription i.e. Top Up TV Don't know/Not sure	
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) Additional channels via a digital service via a normal aerial (DO NOT SHOW IF Q17b IS CODE 3) None of these	MP
REPEAT Q 27B FOR EACH SERVICE CODED ATQ27A. IF NONE CODED GO TO Q27c.	

<p>27b. How long ago did you stop having [SERVICE CODED AT Q27a]</p> <p>3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +</p>	<p>SP</p>
<p>ASK ALL</p>	
<p>27c. How long have you been living at this address?</p> <p>Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +</p>	<p>SP</p>
<p>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</p>	
<p>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?</p> <p>Exclusive Shared</p>	<p>SP</p>
<p>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>	
<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>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>	<p>SP</p>
<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 Q30c</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
ASK ALL	
<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
IF YES AT Q30c ASK Q30d	
<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
ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f	
<p>30e. Is the satellite reception method digital?</p> <p style="padding-left: 40px;">Yes No</p>	SP
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g	
<p>30f. Is the cable reception method digital?</p> <p style="padding-left: 40px;">Yes No</p>	SP
ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d	
<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?</p> <p style="padding-left: 40px;">WRITE IN> _____</p>	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g	
<p>30h SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTER TEXT AS CODED AT Q30d) set-top-box in your household?</p> <p>REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third</p> <p style="padding-left: 40px;">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?</p> <p style="padding-left: 40px;">Yes – UK Yes - abroad No</p>	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j	

30j	<p>Do you have any equipment for receiving additional UK channels at any of these households?</p> <p>READ OUT</p> <p>Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No</p>	MP
Now some questions about other ways that television sets can be used.		
31a.	<p>SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets?</p> <p>Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
31g	<p>Do you or anyone in your household ever access the internet at home by any method?</p> <p>Yes No</p>	
IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33		
31h2	<p>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.</p> <p>Yes No</p>	SP
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>	
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday		
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE		
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.		
WRITE IN (2 DIGITS REQUIRED)		
IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40		
38.	<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>	
ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
<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>		

<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)?</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>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
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<p>HOUSEHOLD COMPOSITION</p> <p>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).</p> <p>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, HOUSPERSON 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. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</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) 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. 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? Yes No</p>	
<p>50. Are you/is this person the child or dependant of anyone in the household? 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) 30+ hours/week 8-29 hours/week Less than 8 hours/week Unemployed Retired Not Employed 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 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? 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? 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? Yes No</p>	SP

IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55E		
55b	SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c	SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	
55e	SHOW CARD UUU. Does household member have any difficulty with their sight, which affect their ability to watch television programmes? Yes No	SP
55d	SHOW CARD UUU. Does household member have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No	SP
64.	SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	SP
IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56		
55f	SHOW CARD VV. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other	SP
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)		
56	Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.	

57	<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. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEPERSON. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEPERSON, THE ELDEST IS THE HOUSEPERSON.</p>																			
<p>IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE:</p> <p>INTERVIEWER: YOU STATED AT THE START OF YOUR INTERVIEW THAT THE RESPONDENT (PERSON 1) WAS THE HOUSEPERSON BUT AT Q57 YOU STATED THAT PERSON (ENTER CODE AS CODED AT Q57) WAS THE HOUSEPERSON. PLEASE CHECK THE PERSON YOU HAVE CODED.</p>																				
58	<p>And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.</p>																			
59a	<p>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> <table border="0" data-bbox="70 920 1342 1016"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The Daily Mirror</td> <td>The Independent</td> </tr> <tr> <td>Daily Record</td> <td>Daily Star</td> <td>Financial Times</td> <td>The Sun</td> <td>The Times</td> <td>Daily Express</td> </tr> <tr> <td>Daily Mail</td> <td>Daily Sport</td> <td>Any Evening Paper</td> <td>None of these</td> <td></td> <td></td> </tr> </table>	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			
Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent															
Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express															
Daily Mail	Daily Sport	Any Evening Paper	None of these																	
59b	<p>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> <table border="0" data-bbox="70 1115 1342 1211"> <tr> <td>Sunday Telegraph</td> <td>The Observer</td> <td>Sunday Post</td> <td>Sunday Mirror</td> <td>Independent on Sunday</td> </tr> <tr> <td>Sunday Mail</td> <td>News of the World</td> <td>The Business</td> <td>The Sunday Times</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td>Daily Star</td> <td>None of these</td> </tr> </table>	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	None of these				
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday																
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Sunday Express	Mail on Sunday	Sunday Sport	Daily Star	None of these																
<p>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</p>																				
<p>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</p>																				
60b.	<p>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 style="padding-left: 40px;">Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?</p>	SP																		
<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>																				
60c.	<p>Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT</p> <p style="padding-left: 40px;">Less than 6 months More than 6 months</p>	SP																		
<p>IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</p>																				
60d.	<p>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 style="padding-left: 40px;">In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education</p>	SP																		
<p>PLEASE NOW SKIP TO Q61</p>																				
60e.	<p>Is thatREAD OUT</p> <p style="padding-left: 40px;">Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?</p>	SP																		

IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G		
61.	Please give full details of the Chief income earner's present job (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51)/ previous job (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What is/(was) (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. IF TEACHER, GIVE SECONDARY OR PRIMARY WRITE IN	
61b2.	Is/(Was) (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she self-employed? PLEASE GIVE DETAILS. Yes No	
IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c		
61b3.	How many staff does/(did) (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK	
61c.	What jobs does/(did) (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	Is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP
ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G		
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK	
61f.	How many people is/was (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64b		
63b.	Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	

<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>	
<p>ASK ALL: 64b. Finally, thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB regarding your TV viewing during the next 12 months? There would be no obligation for you to take part. Yes No</p>	
<p>65. RECORD INTERVIEW LENGTH IN MINUTES</p>	
<p>THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.</p>	