

Establishment Survey of TV Homes

BBC Area Report

June 2007



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 2005 and June 2007.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2007, whilst the second contains projections of key demographic data for each month of 2008. The latter will be used in the processing of BARB panel viewing data for those months. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

All Areas

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	26110	100	25485	100	
Receiving ITV	25485	98	25485	100	
Receiving any CH4	25423	97	25423	100	
Receiving five	24119	92	24119	95	
Receiving BBC1	25485	98	25485	100	
Receiving BBC2	25485	98	25485	100	

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

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

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

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	59877	100	58834	100	48323	100
Age :-						
0 - 3	2784	5	2738	5	2435	5
4 - 9	4177	7	4129	7	3667	8
10 - 15	4496	8	4455	8	4022	8
16 - 19	3090	5	3044	5	2690	6
20 - 24	3805	6	3659	6	2998	6
25 - 34	7723	13	7466	13	6232	13
35 - 44	9227	15	9068	15	7915	16
45 - 54	7987	13	7876	13	6706	14
55 - 64	7232	12	7146	12	5823	12
65 +	9357	16	9254	16	5835	12
Adults :- Total	48420	100	47512	100	38199	100
AB	10660	22	10519	22	8985	23
C1	13727	28	13431	28	11280	30
C2	10059	21	9967	21	8504	22
D	7933	16	7762	16	5799	15
E	6041	12	5834	12	3632	9

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

London

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	4864	100	4691	100	
Receiving ITV	4691	96	4691	100	
Receiving any CH4	4670	96	4670	100	
Receiving five	4595	94	4595	98	
Receiving BBC1	4691	96	4691	100	
Receiving BBC2	4691	96	4691	100	

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		4864	100	4691	100	3545	100
			100		96		73
					100		76
Social Class :-							
AB		1298	27	1266	27	1024	29
C1		1452	30	1393	30	1101	31
C2		736	15	726	15	581	16
D		585	12	556	12	431	12
E		793	16	750	16	408	12
Housewife Age :-							
Under 25		269	6	244	5	167	5
25 - 34		1043	21	978	21	774	22
35 - 44		1084	22	1048	22	877	25
45 - 54		820	17	803	17	656	19
55 - 64		680	14	667	14	541	15
65 +		968	20	952	20	530	15
Size of Household :-							
1		1671	34	1553	33	903	25
2		1440	30	1411	30	1141	32
3		731	15	719	15	609	17
4		673	14	665	14	583	16
5 +		349	7	342	7	310	9
Average Household Size		2.33		2.35		2.54	
Children :-							
Without		3590	74	3438	73	2445	69
With		1274	26	1253	27	1101	31
0 - 3		508	10	497	11	446	13
4 - 9		604	12	593	13	520	15
10 - 15		595	12	587	13	510	14

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		4691	100
Possessing:-	Teletext Set	4030	86
	Portable Set	1965	42
Screen Size :-	Under 20"	2337	50
	20 to 29"	3020	64
	30" and over	1578	34
Household with :-	Single Set	2058	44
	2 Sets	1584	34
	3 Sets	599	13
	4 Sets	301	6
	5+ Sets	148	3
VCRs :-	Without	1956	42
	With	2735	58
	With 1	2049	44
	With 2+	685	15

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		9213	100
Which are :-	Teletext Set	6696	73
	Portable Set	2862	31
Screen Size :-	Under 20"	3514	38
	20 to 29"	3714	40
	30" and over	1770	19
VCR Connected		3709	40

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	11325	100	11041	100	9016	100
Age :-						
0 - 3	607	5	591	5	529	6
4 - 9	808	7	793	7	695	8
10 - 15	805	7	794	7	698	8
16 - 19	542	5	533	5	462	5
20 - 24	759	7	725	7	582	6
25 - 34	1949	17	1856	17	1518	17
35 - 44	1897	17	1851	17	1579	18
45 - 54	1417	13	1392	13	1184	13
55 - 64	1107	10	1093	10	904	10
65 +	1432	13	1413	13	866	10
Adults :- Total	9105	100	8863	100	7094	100
AB	2585	28	2533	29	2084	29
C1	2744	30	2658	30	2221	31
C2	1510	17	1496	17	1254	18
D	1137	12	1097	12	902	13
E	1129	12	1080	12	633	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5616	100	5709	100	5457	100	5584	100
Age :-								
0 - 15	1131	20	1089	19	1110	20	1068	19
16 - 24	664	12	637	11	643	12	615	11
25 - 34	990	18	960	17	936	17	920	16
35 - 44	965	17	932	16	938	17	913	16
45 - 54	703	13	715	13	686	13	706	13
55 - 64	538	10	570	10	528	10	564	10
65 +	625	11	807	14	617	11	797	14
Adults :-	4485	100	4620	100	4348	100	4516	100
AB	1319	29	1267	27	1290	30	1244	28
C1	1312	29	1433	31	1265	29	1393	31
C2	819	18	690	15	809	19	686	15
D	578	13	560	12	555	13	542	12
E	458	10	671	15	429	10	651	14
Working F/T	2864	64	1679	36	2794	64	1643	36
Working P/T	171	4	652	14	165	4	642	14
Not Working	1450	32	2289	50	1389	32	2230	49
Housewives :-	1152	100	3712	100	1064	100	3627	100
Working F/T	599	52	1285	35	561	53	1257	35
Working P/T	51	4	586	16	48	5	577	16
Not Working	501	44	1842	50	455	43	1793	49

South East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	888	100	874	100	
Receiving ITV	874	98	874	100	
Receiving any CH4	872	98	872	100	
Receiving five	734	83	734	84	
Receiving BBC1	874	98	874	100	
Receiving BBC2	874	98	874	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	888	100	874	100	664	100	
		100		98		75	
				100		76	
Social Class :-							
AB	201	23	199	23	157	24	
C1	277	31	273	31	216	33	
C2	192	22	189	22	155	23	
D	119	13	118	13	79	12	
E	99	11	95	11	57	9	
Housewife Age :-							
Under 25	34	4	32	4	26	4	
25 - 34	108	12	106	12	87	13	
35 - 44	180	20	177	20	148	22	
45 - 54	154	17	153	17	129	19	
55 - 64	161	18	157	18	131	20	
65 +	251	28	248	28	143	22	
Size of Household :-							
1	280	31	271	31	147	22	
2	308	35	306	35	261	39	
3	136	15	134	15	113	17	
4	112	13	110	13	98	15	
5 +	54	6	52	6	45	7	
Average Household Size	2.29		2.30		2.47		
Children :-							
Without	662	75	650	74	471	71	
With	226	25	224	26	193	29	
0 - 3	78	9	78	9	65	10	
4 - 9	106	12	105	12	95	14	
10 - 15	120	13	118	14	105	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		874	100
Possessing:-	Teletext Set	791	91
	Portable Set	453	52
Screen Size :-	Under 20"	507	58
	20 to 29"	600	69
	30" and over	286	33
Household with :-	Single Set	323	37
	2 Sets	306	35
	3 Sets	150	17
	4 Sets	59	7
	5+ Sets	37	4
VCRs :-	Without	243	28
	With	631	72
	With 1	483	55
	With 2+	148	17

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1771	100
Which are :-	Teletext Set	1352	76
	Portable Set	661	37
Screen Size :-	Under 20"	758	43
	20 to 29"	694	39
	30" and over	298	17
VCR Connected		787	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2035	100	2008	100	1639	100
Age :-						
0 - 3	92	5	91	5	75	5
4 - 9	138	7	137	7	123	8
10 - 15	161	8	160	8	137	8
16 - 19	106	5	104	5	98	6
20 - 24	97	5	94	5	76	5
25 - 34	210	10	206	10	173	11
35 - 44	312	15	309	15	254	16
45 - 54	277	14	274	14	242	15
55 - 64	274	13	269	13	233	14
65 +	368	18	364	18	229	14
Adults :- Total	1644	100	1620	100	1304	100
AB	396	24	393	24	322	25
C1	520	32	509	31	429	33
C2	386	23	383	24	331	25
D	215	13	213	13	145	11
E	127	8	122	8	76	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	988	100	1047	100	974	100	1034	100
Age :-								
0 - 15	202	20	188	18	201	21	187	18
16 - 24	104	11	99	9	101	10	97	9
25 - 34	104	11	106	10	102	10	104	10
35 - 44	149	15	163	16	147	15	161	16
45 - 54	137	14	140	13	135	14	139	13
55 - 64	135	14	139	13	133	14	137	13
65 +	157	16	211	20	155	16	209	20
Adults :-	785	100	859	100	773	100	847	100
AB	198	25	198	23	196	25	196	23
C1	235	30	285	33	230	30	280	33
C2	204	26	182	21	202	26	181	21
D	101	13	114	13	100	13	113	13
E	48	6	80	9	45	6	77	9
Working F/T	469	60	252	29	465	60	249	29
Working P/T	32	4	159	19	32	4	157	19
Not Working	284	36	448	52	277	36	442	52
Housewives :-	165	100	724	100	159	100	715	100
Working F/T	72	44	198	27	70	44	195	27
Working P/T	8	5	149	21	7	5	148	21
Not Working	85	52	377	52	81	51	372	52

Midlands

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	3483	100	3406	100	
Receiving ITV	3406	98	3406	100	
Receiving any CH4	3399	98	3399	100	
Receiving five	3333	96	3333	98	
Receiving BBC1	3406	98	3406	100	
Receiving BBC2	3406	98	3406	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	3483	100	3406	100	2521	100	
		100		98		72	
				100		74	
Social Class :-							
AB	666	19	658	19	548	22	
C1	901	26	882	26	698	28	
C2	653	19	645	19	516	20	
D	632	18	616	18	410	16	
E	631	18	604	18	349	14	
Housewife Age :-							
Under 25	203	6	191	6	134	5	
25 - 34	524	15	504	15	416	17	
35 - 44	698	20	684	20	592	23	
45 - 54	621	18	610	18	502	20	
55 - 64	575	17	568	17	418	17	
65 +	862	25	850	25	458	18	
Size of Household :-							
1	1076	31	1030	30	537	21	
2	1190	34	1173	34	906	36	
3	540	16	533	16	461	18	
4	456	13	452	13	419	17	
5 +	221	6	218	6	199	8	
Average Household Size	2.33		2.34		2.58		
Children :-							
Without	2577	74	2512	74	1722	68	
With	906	26	894	26	799	32	
0 - 3	315	9	310	9	281	11	
4 - 9	435	12	430	13	390	15	
10 - 15	460	13	456	13	416	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		3406	100
Possessing:-	Teletext Set	3047	89
	Portable Set	1772	52
Screen Size :-	Under 20"	1871	55
	20 to 29"	2513	74
	30" and over	1080	32
Household with :-	Single Set	1250	37
	2 Sets	1170	34
	3 Sets	600	18
	4 Sets	257	8
	5+ Sets	129	4
VCRs :-	Without	1184	35
	With	2222	65
	With 1	1709	50
	With 2+	513	15

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		7039	100
Which are :-	Teletext Set	5214	74
	Portable Set	2619	37
Screen Size :-	Under 20"	2800	40
	20 to 29"	2980	42
	30" and over	1182	17
VCR Connected		2839	40

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	8105	100	7969	100	6492	100
Age :-						
0 - 3	380	5	373	5	340	5
4 - 9	576	7	569	7	507	8
10 - 15	618	8	611	8	546	8
16 - 19	435	5	428	5	385	6
20 - 24	525	6	506	6	397	6
25 - 34	984	12	955	12	812	13
35 - 44	1236	15	1216	15	1088	17
45 - 54	1073	13	1058	13	905	14
55 - 64	988	12	977	12	750	12
65 +	1291	16	1276	16	763	12
Adults :- Total	6532	100	6415	100	5099	100
AB	1338	20	1327	21	1161	23
C1	1728	26	1696	26	1404	28
C2	1369	21	1356	21	1142	22
D	1209	19	1183	18	850	17
E	888	14	854	13	542	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4000	100	4105	100	3918	100	4050	100
Age :-								
0 - 15	805	20	768	19	795	20	758	19
16 - 24	487	12	472	12	471	12	463	11
25 - 34	487	12	497	12	467	12	487	12
35 - 44	617	15	619	15	606	15	609	15
45 - 54	536	13	537	13	527	13	531	13
55 - 64	490	12	498	12	483	12	494	12
65 +	577	14	714	17	569	15	707	17
Adults :-	3195	100	3337	100	3123	100	3292	100
AB	680	21	658	20	673	22	654	20
C1	840	26	888	27	819	26	876	27
C2	728	23	641	19	719	23	637	19
D	597	19	611	18	582	19	601	18
E	350	11	538	16	330	11	524	16
Working F/T	1918	60	1048	31	1886	60	1039	32
Working P/T	97	3	572	17	94	3	568	17
Not Working	1180	37	1717	51	1143	37	1685	51
Housewives :-	684	100	2799	100	644	100	2762	100
Working F/T	298	44	846	30	283	44	839	30
Working P/T	24	4	533	19	23	4	530	19
Not Working	361	53	1419	51	338	52	1393	50

East

	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1831	100	1789	100
Receiving ITV	1789	98	1789	100
Receiving any CH4	1786	98	1786	100
Receiving five	1674	91	1674	94
Receiving BBC1	1789	98	1789	100
Receiving BBC2	1789	98	1789	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	1831	100	1789	100	1306	100	
		100		98		71	
				100		73	
Social Class :-							
AB	359	20	356	20	284	22	
C1	526	29	510	29	390	30	
C2	365	20	360	20	293	22	
D	311	17	302	17	206	16	
E	271	15	260	15	133	10	
Housewife Age :-							
Under 25	96	5	89	5	66	5	
25 - 34	283	15	273	15	222	17	
35 - 44	353	19	348	19	303	23	
45 - 54	325	18	318	18	247	19	
55 - 64	321	18	317	18	229	18	
65 +	453	25	445	25	238	18	
Size of Household :-							
1	552	30	524	29	273	21	
2	673	37	664	37	493	38	
3	259	14	257	14	218	17	
4	245	13	243	14	229	18	
5 +	103	6	101	6	92	7	
Average Household Size	2.29		2.31		2.54		
Children :-							
Without	1363	74	1324	74	899	69	
With	468	26	464	26	407	31	
0 - 3	165	9	162	9	135	10	
4 - 9	225	12	223	12	194	15	
10 - 15	237	13	236	13	212	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1789	100
Possessing:-	Teletext Set	1623	91
	Portable Set	911	51
Screen Size :-	Under 20"	1001	56
	20 to 29"	1286	72
	30" and over	502	28
Household with :-	Single Set	692	39
	2 Sets	614	34
	3 Sets	318	18
	4 Sets	102	6
	5+ Sets	62	3
VCRs :-	Without	491	27
	With	1297	73
	With 1	1027	57
	With 2+	271	15

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3694	100
Which are :-	Teletext Set	2940	80
	Portable Set	1367	37
Screen Size :-	Under 20"	1558	42
	20 to 29"	1534	42
	30" and over	552	15
VCR Connected		1687	46

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4197	100	4129	100	3318	100
Age :-						
0 - 3	197	5	194	5	164	5
4 - 9	294	7	291	7	257	8
10 - 15	315	8	313	8	286	9
16 - 19	202	5	201	5	180	5
20 - 24	241	6	227	5	192	6
25 - 34	507	12	493	12	391	12
35 - 44	634	15	627	15	557	17
45 - 54	562	13	553	13	457	14
55 - 64	553	13	547	13	423	13
65 +	693	16	683	17	411	12
Adults :- Total	3391	100	3331	100	2611	100
AB	719	21	715	21	590	22
C1	991	29	969	29	797	31
C2	741	22	732	22	615	24
D	579	17	566	17	415	16
E	361	11	349	10	194	7

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2072	100	2125	100	2033	100	2096	100
Age :-								
0 - 15	419	20	387	18	415	20	383	18
16 - 24	222	11	221	10	214	11	214	10
25 - 34	249	12	258	12	241	12	253	12
35 - 44	314	15	320	15	310	15	317	15
45 - 54	275	13	286	13	269	13	283	14
55 - 64	274	13	279	13	271	13	276	13
65 +	319	15	373	18	314	15	369	18
Adults :-	1653	100	1738	100	1618	100	1713	100
AB	363	22	356	20	361	22	354	21
C1	463	28	528	30	451	28	518	30
C2	399	24	342	20	393	24	339	20
D	291	18	287	17	283	17	283	17
E	137	8	224	13	130	8	219	13
Working F/T	1054	64	553	32	1037	64	547	32
Working P/T	49	3	303	17	47	3	301	18
Not Working	551	33	882	51	534	33	864	50
Housewives :-	337	100	1493	100	317	100	1472	100
Working F/T	163	48	452	30	155	49	446	30
Working P/T	13	4	286	19	11	4	284	19
Not Working	161	48	756	51	151	48	741	50

West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	971	100	957	100	
Receiving ITV	957	99	957	100	
Receiving any CH4	955	98	955	100	
Receiving five	873	90	873	91	
Receiving BBC1	957	99	957	100	
Receiving BBC2	957	99	957	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	971	100	957	100	731	100	
		100		99		75	
				100		76	
Social Class :-							
AB	201	21	199	21	180	25	
C1	288	30	284	30	220	30	
C2	203	21	201	21	171	23	
D	185	19	182	19	113	15	
E	93	10	91	10	47	6	
Housewife Age :-							
Under 25	47	5	46	5	31	4	
25 - 34	150	15	147	15	117	16	
35 - 44	198	20	194	20	158	22	
45 - 54	171	18	169	18	145	20	
55 - 64	161	17	158	17	134	18	
65 +	245	25	242	25	146	20	
Size of Household :-							
1	303	31	295	31	156	21	
2	361	37	358	37	303	41	
3	129	13	128	13	115	16	
4	121	12	120	13	105	14	
5 +	56	6	56	6	52	7	
Average Household Size	2.26		2.27		2.47		
Children :-							
Without	748	77	736	77	527	72	
With	223	23	221	23	204	28	
0 - 3	70	7	69	7	70	10	
4 - 9	112	11	111	12	96	13	
10 - 15	117	12	116	12	103	14	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		957	100
Possessing:-	Teletext Set	804	84
	Portable Set	467	49
Screen Size :-	Under 20"	528	55
	20 to 29"	756	79
	30" and over	204	21
Household with :-	Single Set	367	38
	2 Sets	327	34
	3 Sets	154	16
	4 Sets	65	7
	5+ Sets	45	5
VCRs :-	Without	387	40
	With	570	60
	With 1	442	46
	With 2+	129	13

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1970	100
Which are :-	Teletext Set	1319	67
	Portable Set	710	36
Screen Size :-	Under 20"	821	42
	20 to 29"	916	46
	30" and over	226	11
VCR Connected		733	37

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2196	100	2169	100	1804	100
Age :-						
0 - 3	83	4	82	4	83	5
4 - 9	148	7	146	7	123	7
10 - 15	160	7	159	7	146	8
16 - 19	105	5	105	5	99	5
20 - 24	122	6	121	6	88	5
25 - 34	257	12	251	12	215	12
35 - 44	351	16	346	16	293	16
45 - 54	302	14	300	14	263	15
55 - 64	288	13	285	13	242	13
65 +	379	17	375	17	251	14
Adults :- Total	1805	100	1782	100	1452	100
AB	390	22	387	22	358	24
C1	541	30	534	30	441	30
C2	416	23	412	23	371	26
D	335	19	329	18	211	15
E	122	7	120	7	70	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1074	100	1122	100	1059	100	1110	100
Age :-								
0 - 15	202	19	189	17	199	19	187	17
16 - 24	117	11	110	10	117	11	109	10
25 - 34	128	12	129	12	125	12	126	11
35 - 44	173	16	178	16	169	16	177	16
45 - 54	144	13	158	14	143	14	157	14
55 - 64	141	13	147	13	140	13	145	13
65 +	168	16	211	19	166	16	209	19
Adults :-	872	100	933	100	860	100	923	100
AB	198	23	193	21	196	23	191	21
C1	253	29	288	31	249	29	285	31
C2	217	25	199	21	215	25	198	21
D	154	18	181	19	151	18	178	19
E	50	6	72	8	49	6	71	8
Working F/T	544	62	266	29	536	62	262	28
Working P/T	26	3	197	21	26	3	196	21
Not Working	302	35	470	50	298	35	465	50
Housewives :-	174	100	798	100	168	100	790	100
Working F/T	80	46	218	27	77	46	215	27
Working P/T	10	6	187	23	10	6	187	24
Not Working	83	48	393	49	81	48	388	49

South West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	837	100	815	100	
Receiving ITV	815	97	815	100	
Receiving any CH4	813	97	813	100	
Receiving five	681	81	681	84	
Receiving BBC1	815	97	815	100	
Receiving BBC2	815	97	815	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	837	100	815	100	615	100	
		100		97		73	
				100		75	
Social Class :-							
AB	175	21	171	21	129	21	
C1	231	28	226	28	184	30	
C2	169	20	165	20	139	23	
D	120	14	117	14	79	13	
E	142	17	137	17	83	14	
Housewife Age :-							
Under 25	44	5	41	5	28	5	
25 - 34	109	13	105	13	84	14	
35 - 44	152	18	148	18	130	21	
45 - 54	140	17	137	17	109	18	
55 - 64	154	18	150	18	126	21	
65 +	239	29	235	29	137	22	
Size of Household :-							
1	266	32	252	31	147	24	
2	306	37	302	37	239	39	
3	115	14	113	14	91	15	
4	103	12	102	12	98	16	
5 +	47	6	47	6	40	7	
Average Household Size	2.26		2.28		2.46		
Children :-							
Without	640	76	620	76	444	72	
With	198	24	196	24	170	28	
0 - 3	74	9	74	9	60	10	
4 - 9	93	11	92	11	84	14	
10 - 15	101	12	100	12	87	14	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		815	100
Possessing:-	Teletext Set	754	92
	Portable Set	430	53
Screen Size :-	Under 20"	462	57
	20 to 29"	619	76
	30" and over	212	26
Household with :-	Single Set	278	34
	2 Sets	300	37
	3 Sets	151	19
	4 Sets	58	7
	5+ Sets	28	3
VCRs :-	Without	257	32
	With	558	68
	With 1	422	52
	With 2+	136	17

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1678	100
Which are :-	Teletext Set	1301	78
	Portable Set	599	36
Screen Size :-	Under 20"	676	40
	20 to 29"	757	45
	30" and over	231	14
VCR Connected		712	42

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1891	100	1856	100	1512	100
Age :-						
0 - 3	89	5	88	5	74	5
4 - 9	122	6	121	7	112	7
10 - 15	136	7	134	7	122	8
16 - 19	92	5	91	5	80	5
20 - 24	119	6	113	6	92	6
25 - 34	205	11	198	11	161	11
35 - 44	261	14	256	14	226	15
45 - 54	243	13	239	13	193	13
55 - 64	260	14	255	14	220	14
65 +	364	19	360	19	232	15
Adults :- Total	1544	100	1512	100	1204	100
AB	342	22	335	22	269	22
C1	443	29	435	29	365	30
C2	341	22	334	22	293	24
D	221	14	216	14	151	13
E	198	13	192	13	126	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	926	100	965	100	903	100	952	100
Age :-								
0 - 15	179	19	168	17	177	20	167	18
16 - 24	106	11	105	11	101	11	103	11
25 - 34	104	11	101	10	100	11	98	10
35 - 44	125	14	136	14	123	14	133	14
45 - 54	119	13	124	13	117	13	122	13
55 - 64	127	14	133	14	123	14	132	14
65 +	166	18	198	20	163	18	197	21
Adults :-	747	100	797	100	726	100	785	100
AB	168	22	174	22	164	23	171	22
C1	211	28	232	29	205	28	230	29
C2	181	24	160	20	176	24	158	20
D	107	14	114	14	104	14	112	14
E	81	11	118	15	77	11	115	15
Working F/T	411	55	224	28	401	55	220	28
Working P/T	29	4	133	17	28	4	132	17
Not Working	308	41	440	55	297	41	433	55
Housewives :-	159	100	678	100	147	100	668	100
Working F/T	64	40	179	26	58	40	176	26
Working P/T	5	3	122	18	5	4	121	18
Not Working	90	57	377	56	84	57	371	56

South

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2115	100	2070	100	
Receiving ITV	2070	98	2070	100	
Receiving any CH4	2067	98	2067	100	
Receiving five	1912	90	1912	92	
Receiving BBC1	2070	98	2070	100	
Receiving BBC2	2070	98	2070	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2115	100	2070	100	1643	100	
		100		98		78	
				100		79	
Social Class :-							
AB	614	29	605	29	496	30	
C1	673	32	657	32	549	33	
C2	369	17	363	18	307	19	
D	248	12	241	12	166	10	
E	211	10	204	10	125	8	
Housewife Age :-							
Under 25	94	4	89	4	76	5	
25 - 34	313	15	300	15	253	15	
35 - 44	418	20	410	20	354	22	
45 - 54	379	18	370	18	316	19	
55 - 64	362	17	357	17	289	18	
65 +	550	26	544	26	356	22	
Size of Household :-							
1	655	31	627	30	386	23	
2	750	35	741	36	611	37	
3	299	14	297	14	272	17	
4	284	13	281	14	262	16	
5 +	127	6	125	6	112	7	
Average Household Size	2.30		2.31		2.48		
Children :-							
Without	1589	75	1548	75	1161	71	
With	526	25	522	25	482	29	
0 - 3	181	9	180	9	164	10	
4 - 9	256	12	254	12	228	14	
10 - 15	268	13	266	13	251	15	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2070	100
Possessing:-	Teletext Set	1793	87
	Portable Set	1047	51
Screen Size :-	Under 20"	1207	58
	20 to 29"	1505	73
	30" and over	614	30
Household with :-	Single Set	733	35
	2 Sets	755	36
	3 Sets	347	17
	4 Sets	158	8
	5+ Sets	77	4
VCRs :-	Without	830	40
	With	1240	60
	With 1	979	47
	With 2+	262	13

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4370	100
Which are :-	Teletext Set	3051	70
	Portable Set	1562	36
Screen Size :-	Under 20"	1873	43
	20 to 29"	1814	42
	30" and over	669	15
VCR Connected		1595	36

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4865	100	4786	100	4073	100
Age :-						
0 - 3	215	4	214	4	200	5
4 - 9	340	7	337	7	303	8
10 - 15	362	7	360	8	334	8
16 - 19	238	5	230	5	205	5
20 - 24	283	6	274	6	234	6
25 - 34	577	12	558	12	480	12
35 - 44	751	15	738	15	661	16
45 - 54	667	14	657	14	572	14
55 - 64	615	13	609	13	510	12
65 +	817	17	809	17	572	14
Adults :- Total	3948	100	3875	100	3235	100
AB	1202	30	1187	31	992	31
C1	1269	32	1241	32	1104	34
C2	759	19	751	19	655	20
D	446	11	432	11	316	10
E	271	7	264	7	169	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2378	100	2487	100	2331	100	2455	100
Age :-								
0 - 15	463	19	454	18	460	20	451	18
16 - 24	272	11	250	10	261	11	243	10
25 - 34	277	12	300	12	267	11	292	12
35 - 44	373	16	378	15	365	16	373	15
45 - 54	332	14	335	13	325	14	332	14
55 - 64	294	12	321	13	290	12	319	13
65 +	367	15	450	18	364	16	445	18
Adults :-	1915	100	2034	100	1871	100	2004	100
AB	600	31	602	30	592	32	595	30
C1	592	31	677	33	576	31	665	33
C2	404	21	355	17	398	21	353	18
D	221	12	225	11	212	11	220	11
E	97	5	174	9	93	5	171	9
Working F/T	1203	63	669	33	1181	63	661	33
Working P/T	67	4	368	18	64	3	363	18
Not Working	645	34	997	49	626	33	980	49
Housewives :-	378	100	1737	100	356	100	1714	100
Working F/T	175	46	541	31	163	46	534	31
Working P/T	17	5	349	20	17	5	345	20
Not Working	186	49	848	49	176	49	835	49

North East and Cumbria

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2493	100	2438	100
Receiving ITV	2438	98	2438	100
Receiving any CH4	2435	98	2435	100
Receiving five	2343	94	2343	96
Receiving BBC1	2438	98	2438	100
Receiving BBC2	2438	98	2438	100

North East and Cumbria		Analysis of Households				
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2493	100	2438	100	1848	100
		100		98		74
				100		76
Social Class :-						
AB	383	15	375	15	345	19
C1	612	25	600	25	483	26
C2	537	22	532	22	436	24
D	479	19	470	19	345	19
E	482	19	460	19	239	13
Housewife Age :-						
Under 25	156	6	147	6	114	6
25 - 34	378	15	361	15	300	16
35 - 44	498	20	488	20	418	23
45 - 54	436	17	431	18	362	20
55 - 64	419	17	414	17	322	17
65 +	606	24	597	24	331	18
Size of Household :-						
1	770	31	733	30	402	22
2	882	35	871	36	695	38
3	371	15	367	15	341	18
4	317	13	315	13	264	14
5 +	154	6	152	6	146	8
Average Household Size	2.31		2.33		2.53	
Children :-						
Without	1838	74	1790	73	1285	70
With	655	26	648	27	563	30
0 - 3	229	9	225	9	196	11
4 - 9	300	12	298	12	263	14
10 - 15	341	14	339	14	302	16

North East and Cumbria		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2438	100
Possessing:-	Teletext Set	2281	94
	Portable Set	1432	59
Screen Size :-	Under 20"	1511	62
	20 to 29"	1703	70
	30" and over	835	34
Household with :-	Single Set	753	31
	2 Sets	911	37
	3 Sets	461	19
	4 Sets	192	8
	5+ Sets	120	5
VCRs :-	Without	712	29
	With	1726	71
	With 1	1292	53
	With 2+	434	18

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5308	100
Which are :-	Teletext Set	4141	78
	Portable Set	2107	40
Screen Size :-	Under 20"	2297	43
	20 to 29"	2060	39
	30" and over	916	17
VCR Connected		2260	43

North East and Cumbria		Analysis of Individuals					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		5760	100	5670	100	4674	100
Age :-							
0 - 3		268	5	263	5	230	5
4 - 9		396	7	392	7	343	7
10 - 15		457	8	453	8	411	9
16 - 19		315	5	311	5	287	6
20 - 24		390	7	377	7	328	7
25 - 34		699	12	675	12	570	12
35 - 44		859	15	846	15	740	16
45 - 54		766	13	760	13	658	14
55 - 64		715	12	709	13	578	12
65 +		895	16	884	16	530	11
Adults :- Total		4639	100	4562	100	3690	100
AB		787	17	775	17	721	20
C1		1173	25	1154	25	979	27
C2		1097	24	1090	24	948	26
D		925	20	912	20	698	19
E		656	14	631	14	345	9

Table 6		Analysis of Individuals							
		All Households				TV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2825	100	2935	100	2771	100	2899	100
Age :-									
0 - 15		568	20	553	19	562	20	546	19
16 - 24		359	13	345	12	353	13	336	12
25 - 34		343	12	356	12	326	12	350	12
35 - 44		423	15	437	15	412	15	434	15
45 - 54		380	13	386	13	377	14	383	13
55 - 64		352	12	364	12	348	13	361	12
65 +		400	14	495	17	393	14	490	17
Adults :-		2256	100	2382	100	2209	100	2353	100
AB		395	17	393	16	387	18	388	16
C1		556	25	617	26	547	25	607	26
C2		588	26	509	21	583	26	507	22
D		453	20	472	20	444	20	469	20
E		264	12	392	16	248	11	382	16
Working F/T		1328	59	748	31	1310	59	743	32
Working P/T		68	3	405	17	65	3	403	17
Not Working		861	38	1229	52	834	38	1207	51
Housewives :-		484	100	2009	100	454	100	1984	100
Working F/T		207	43	601	30	197	43	597	30
Working P/T		18	4	380	19	16	3	379	19
Not Working		259	53	1028	51	240	53	1009	51

North East and Cumbria

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1495	100	1472	100
Receiving ITV	1472	99	1472	100
Receiving any CH4	1471	98	1471	100
Receiving five	1424	95	1424	97
Receiving BBC1	1472	99	1472	100
Receiving BBC2	1472	99	1472	100

North East and Cumbria		Analysis of Households				
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1495	100	1472	100	1186	100
		100		99		79
				100		81
Social Class :-						
AB	265	18	261	18	250	21
C1	360	24	353	24	291	25
C2	296	20	293	20	242	20
D	265	18	261	18	207	17
E	309	21	304	21	196	16
Housewife Age :-						
Under 25	86	6	83	6	68	6
25 - 34	200	13	195	13	174	15
35 - 44	277	19	273	19	242	20
45 - 54	275	18	270	18	243	21
55 - 64	263	18	261	18	216	18
65 +	393	26	390	26	243	20
Size of Household :-						
1	482	32	468	32	297	25
2	525	35	521	35	444	37
3	236	16	235	16	207	17
4	181	12	180	12	169	14
5 +	70	5	70	5	68	6
Average Household Size	2.23		2.24		2.40	
Children :-						
Without	1124	75	1104	75	847	71
With	370	25	368	25	339	29
0 - 3	125	8	125	8	112	9
4 - 9	174	12	173	12	158	13
10 - 15	191	13	190	13	177	15

North East and Cumbria		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1472	100
Possessing:-	Teletext Set	1371	93
	Portable Set	732	50
Screen Size :-	Under 20"	779	53
	20 to 29"	1048	71
	30" and over	516	35
Household with :-	Single Set	552	37
	2 Sets	517	35
	3 Sets	245	17
	4 Sets	100	7
	5+ Sets	59	4
VCRs :-	Without	538	37
	With	935	63
	With 1	700	48
	With 2+	235	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3137	100
Which are :-	Teletext Set	2514	80
	Portable Set	1110	35
Screen Size :-	Under 20"	1219	39
	20 to 29"	1319	42
	30" and over	587	19
VCR Connected		1269	40

North East and Cumbria		Analysis of Individuals					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		3334	100	3298	100	2843	100
Age :-							
0 - 3		144	4	144	4	130	5
4 - 9		216	6	215	7	200	7
10 - 15		241	7	240	7	223	8
16 - 19		169	5	167	5	154	5
20 - 24		217	7	211	6	196	7
25 - 34		374	11	365	11	324	11
35 - 44		489	15	484	15	438	15
45 - 54		476	14	470	14	419	15
55 - 64		438	13	435	13	374	13
65 +		569	17	566	17	385	13
Adults :- Total		2732	100	2699	100	2291	100
AB		530	19	524	19	514	22
C1		671	25	659	24	579	25
C2		605	22	601	22	515	22
D		499	18	494	18	401	17
E		427	16	421	16	282	12

Table 6		Analysis of Individuals							
		All Households				TV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1636	100	1698	100	1614	100	1684	100
Age :-									
0 - 15		315	19	286	17	314	19	284	17
16 - 24		198	12	188	11	193	12	185	11
25 - 34		185	11	189	11	179	11	186	11
35 - 44		238	15	251	15	235	15	249	15
45 - 54		233	14	243	14	230	14	241	14
55 - 64		216	13	222	13	215	13	221	13
65 +		250	15	319	19	249	15	317	19
Adults :-		1321	100	1412	100	1300	100	1400	100
AB		269	20	261	18	265	20	259	19
C1		318	24	354	25	310	24	349	25
C2		326	25	279	20	324	25	278	20
D		244	18	256	18	241	19	253	18
E		164	12	263	19	160	12	261	19
Working F/T		757	57	424	30	747	58	419	30
Working P/T		36	3	247	17	36	3	246	18
Not Working		528	40	741	52	517	40	735	52
Housewives :-		284	100	1211	100	272	100	1201	100
Working F/T		112	40	344	28	107	39	339	28
Working P/T		11	4	234	19	10	4	233	19
Not Working		161	57	633	52	155	57	628	52

North West

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	2869	100	2819	100
Receiving ITV	2819	98	2819	100
Receiving any CH4	2812	98	2812	100
Receiving five	2741	96	2741	97
Receiving BBC1	2819	98	2819	100
Receiving BBC2	2819	98	2819	100

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2869	100	2819	100	2202	100	
		100		98		77	
				100		78	
Social Class :-							
AB	495	17	489	17	429	19	
C1	785	27	775	27	647	29	
C2	525	18	519	18	439	20	
D	498	17	487	17	321	15	
E	566	20	548	19	366	17	
Housewife Age :-							
Under 25	170	6	162	6	138	6	
25 - 34	441	15	427	15	349	16	
35 - 44	573	20	565	20	487	22	
45 - 54	507	18	498	18	424	19	
55 - 64	475	17	468	17	372	17	
65 +	704	25	699	25	433	20	
Size of Household :-							
1	944	33	911	32	532	24	
2	950	33	942	33	780	35	
3	456	16	452	16	415	19	
4	352	12	350	12	336	15	
5 +	167	6	164	6	138	6	
Average Household Size	2.27		2.28		2.46		
Children :-							
Without	2119	74	2077	74	1516	69	
With	750	26	742	26	686	31	
0 - 3	253	9	249	9	227	10	
4 - 9	361	13	358	13	336	15	
10 - 15	386	13	383	14	354	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2819	100
Possessing:-	Teletext Set	2644	94
	Portable Set	1402	50
Screen Size :-	Under 20"	1506	53
	20 to 29"	2096	74
	30" and over	930	33
Household with :-	Single Set	914	32
	2 Sets	1044	37
	3 Sets	516	18
	4 Sets	208	7
	5+ Sets	136	5
VCRs :-	Without	926	33
	With	1893	67
	With 1	1438	51
	With 2+	455	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		6017	100
Which are :-	Teletext Set	4802	80
	Portable Set	2025	34
Screen Size :-	Under 20"	2254	37
	20 to 29"	2701	45
	30" and over	1060	18
VCR Connected		2432	40

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	6511	100	6424	100	5420	100
Age :-						
0 - 3	291	4	286	4	260	5
4 - 9	467	7	463	7	426	8
10 - 15	499	8	495	8	460	8
16 - 19	364	6	360	6	315	6
20 - 24	429	7	415	6	355	7
25 - 34	799	12	782	12	666	12
35 - 44	989	15	976	15	869	16
45 - 54	868	13	858	13	742	14
55 - 64	794	12	785	12	657	12
65 +	1010	16	1006	16	670	12
Adults :- Total	5253	100	5180	100	4274	100
AB	1002	19	993	19	885	21
C1	1493	28	1472	28	1268	30
C2	1074	20	1068	21	929	22
D	909	17	892	17	631	15
E	776	15	755	15	561	13

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3186	100	3325	100	3134	100	3289	100
Age :-								
0 - 15	644	20	613	18	638	20	606	18
16 - 24	400	13	393	12	392	12	383	12
25 - 34	392	12	407	12	380	12	402	12
35 - 44	483	15	506	15	474	15	502	15
45 - 54	431	14	437	13	424	14	433	13
55 - 64	390	12	403	12	385	12	400	12
65 +	444	14	566	17	442	14	564	17
Adults :-	2541	100	2712	100	2496	100	2683	100
AB	505	20	497	18	500	20	494	18
C1	709	28	783	29	697	28	774	29
C2	579	23	495	18	574	23	493	18
D	445	17	464	17	434	17	458	17
E	304	12	472	17	291	12	464	17
Working F/T	1462	58	869	32	1446	58	865	32
Working P/T	94	4	413	15	91	4	411	15
Not Working	985	39	1430	53	959	38	1408	52
Housewives :-	640	100	2229	100	613	100	2206	100
Working F/T	264	41	698	31	255	42	693	31
Working P/T	22	3	369	17	20	3	367	17
Not Working	354	55	1162	52	338	55	1145	52

Scotland

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2301	100	2242	100	
Receiving ITV	2242	97	2242	100	
Receiving any CH4	2237	97	2237	100	
Receiving five	2112	92	2112	94	
Receiving BBC1	2242	97	2242	100	
Receiving BBC2	2242	97	2242	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2301	100	2242	100	1634	100	
		100		97		71	
				100		73	
Social Class :-							
AB	390	17	382	17	290	18	
C1	626	27	607	27	461	28	
C2	432	19	427	19	349	21	
D	445	19	432	19	316	19	
E	408	18	394	18	219	13	
Housewife Age :-							
Under 25	135	6	122	5	82	5	
25 - 34	337	15	323	14	256	16	
35 - 44	450	20	440	20	372	23	
45 - 54	438	19	430	19	341	21	
55 - 64	379	16	372	17	281	17	
65 +	562	24	556	25	302	18	
Size of Household :-							
1	816	35	777	35	419	26	
2	771	33	757	34	591	36	
3	331	14	327	15	276	17	
4	274	12	272	12	254	16	
5 +	109	5	108	5	94	6	
Average Household Size	2.18		2.20		2.41		
Children :-							
Without	1751	76	1697	76	1148	70	
With	549	24	545	24	486	30	
0 - 3	180	8	177	8	154	9	
4 - 9	257	11	255	11	229	14	
10 - 15	279	12	277	12	253	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2242	100
Possessing:-	Teletext Set	2056	92
	Portable Set	1196	53
Screen Size :-	Under 20"	1270	57
	20 to 29"	1695	76
	30" and over	623	28
Household with :-	Single Set	773	34
	2 Sets	829	37
	3 Sets	403	18
	4 Sets	178	8
	5+ Sets	59	3
VCRs :-	Without	834	37
	With	1407	63
	With 1	1084	48
	With 2+	323	14

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4636	100
Which are :-	Teletext Set	3556	77
	Portable Set	1736	37
Screen Size :-	Under 20"	1867	40
	20 to 29"	2056	44
	30" and over	692	15
VCR Connected		1810	39

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5022	100	4934	100	3942	100
Age :-						
0 - 3	208	4	206	4	178	5
4 - 9	331	7	329	7	290	7
10 - 15	363	7	361	7	332	8
16 - 19	260	5	255	5	214	5
20 - 24	320	6	304	6	231	6
25 - 34	611	12	591	12	484	12
35 - 44	774	15	761	15	658	17
45 - 54	724	14	713	14	587	15
55 - 64	627	12	618	13	486	12
65 +	804	16	797	16	482	12
Adults :- Total	4120	100	4039	100	3142	100
AB	755	18	742	18	595	19
C1	1156	28	1128	28	900	29
C2	871	21	864	21	732	23
D	803	19	785	19	601	19
E	535	13	519	13	315	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2425	100	2597	100	2372	100	2562	100
Age :-								
0 - 15	462	19	441	17	458	19	437	17
16 - 24	294	12	286	11	283	12	276	11
25 - 34	300	12	311	12	287	12	304	12
35 - 44	370	15	404	16	362	15	400	16
45 - 54	352	15	372	14	344	15	369	14
55 - 64	305	13	322	12	299	13	319	12
65 +	343	14	461	18	340	14	457	18
Adults :-	1963	100	2157	100	1914	100	2125	100
AB	373	19	382	18	366	19	377	18
C1	526	27	629	29	511	27	617	29
C2	472	24	399	18	468	24	396	19
D	385	20	417	19	374	20	411	19
E	206	10	329	15	195	10	324	15
Working F/T	1155	59	698	32	1134	59	690	32
Working P/T	47	2	359	17	46	2	356	17
Not Working	761	39	1100	51	735	38	1079	51
Housewives :-	456	100	1844	100	426	100	1816	100
Working F/T	177	39	574	31	167	39	566	31
Working P/T	13	3	341	19	12	3	339	19
Not Working	266	58	929	50	247	58	912	50

Ulster

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	680	100	658	100	
Receiving ITV	658	97	658	100	
Receiving any CH4	654	96	654	99	
Receiving five	561	82	561	85	
Receiving BBC1	658	97	658	100	
Receiving BBC2	658	97	658	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	680	100	658	100	415	100	
		100		97		61	
				100		63	
Social Class :-							
AB	102	15	101	15	81	19	
C1	159	23	155	24	112	27	
C2	144	21	141	21	97	23	
D	107	16	105	16	60	15	
E	168	25	157	24	65	16	
Housewife Age :-							
Under 25	33	5	32	5	20	5	
25 - 34	110	16	107	16	84	20	
35 - 44	146	21	143	22	106	26	
45 - 54	128	19	125	19	84	20	
55 - 64	108	16	104	16	68	16	
65 +	155	23	147	22	53	13	
Size of Household :-							
1	202	30	188	29	72	17	
2	198	29	194	29	127	31	
3	108	16	107	16	80	19	
4	104	15	102	15	79	19	
5 +	68	10	67	10	56	14	
Average Household Size	2.51		2.54		2.86		
Children :-							
Without	474	70	455	69	251	60	
With	206	30	203	31	164	40	
0 - 3	72	11	72	11	58	14	
4 - 9	102	15	100	15	82	20	
10 - 15	108	16	106	16	88	21	

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

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

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1707	100	1669	100	1189	100
Age :-						
0 - 3	84	5	83	5	68	6
4 - 9	139	8	135	8	109	9
10 - 15	150	9	149	9	121	10
16 - 19	107	6	106	6	78	7
20 - 24	115	7	112	7	79	7
25 - 34	221	13	216	13	168	14
35 - 44	255	15	250	15	194	16
45 - 54	223	13	218	13	156	13
55 - 64	185	11	179	11	122	10
65 +	228	13	219	13	94	8
Adults :- Total	1334	100	1301	100	892	100
AB	225	17	222	17	186	21
C1	334	25	327	25	245	27
C2	327	24	321	25	232	26
D	211	16	206	16	127	14
E	238	18	225	17	102	11

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

Wales

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1282	100	1254	100
Receiving ITV	1254	98	1254	100
Receiving any CH4	1251	98	1251	100
Receiving five	1139	89	1139	91
Receiving BBC1	1254	98	1254	100
Receiving BBC2	1254	98	1254	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		1282	100	1254	100	994	100
			100		98		78
					100		79
Social Class :-							
AB		197	15	194	15	162	16
C1		346	27	338	27	282	28
C2		279	22	275	22	234	24
D		235	18	230	18	170	17
E		225	18	216	17	146	15
Housewife Age :-							
Under 25		77	6	72	6	54	5
25 - 34		175	14	169	14	150	15
35 - 44		240	19	234	19	209	21
45 - 54		224	17	220	18	183	18
55 - 64		229	18	226	18	184	18
65 +		337	26	333	27	214	21
Size of Household :-							
1		400	31	382	30	238	24
2		449	35	443	35	369	37
3		199	16	197	16	172	17
4		158	12	157	13	147	15
5 +		75	6	74	6	68	7
Average Household Size		2.29		2.30		2.46	
Children :-							
Without		953	74	928	74	698	70
With		329	26	326	26	295	30
0 - 3		109	9	108	9	97	10
4 - 9		157	12	156	12	139	14
10 - 15		171	13	169	14	157	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1254	100
Possessing:-	Teletext Set	1186	95
	Portable Set	669	53
Screen Size :-	Under 20"	715	57
	20 to 29"	958	76
	30" and over	343	27
Household with :-	Single Set	401	32
	2 Sets	496	40
	3 Sets	215	17
	4 Sets	88	7
	5+ Sets	53	4
VCRs :-	Without	402	32
	With	852	68
	With 1	645	51
	With 2+	206	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		2588	100
Which are :-	Teletext Set	2144	83
	Portable Set	970	37
Screen Size :-	Under 20"	1051	41
	20 to 29"	1142	44
	30" and over	370	14
VCR Connected		1081	42

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2929	100	2883	100	2441	100
Age :-						
0 - 3	125	4	124	4	110	4
4 - 9	202	7	200	7	182	7
10 - 15	229	8	227	8	211	9
16 - 19	154	5	153	5	138	6
20 - 24	187	6	179	6	152	6
25 - 34	329	11	320	11	281	12
35 - 44	417	14	409	14	366	15
45 - 54	390	13	385	13	333	14
55 - 64	389	13	384	13	322	13
65 +	507	17	502	17	348	14
Adults :- Total	2373	100	2331	100	1938	100
AB	389	16	384	16	327	17
C1	664	28	649	28	557	29
C2	564	24	558	24	494	25
D	443	19	437	19	348	18
E	313	13	303	13	212	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1430	100	1499	100	1402	100	1481	100
Age :-								
0 - 15	287	20	269	18	284	20	267	18
16 - 24	174	12	167	11	169	12	162	11
25 - 34	161	11	168	11	154	11	165	11
35 - 44	201	14	216	14	196	14	213	14
45 - 54	191	13	200	13	187	13	198	13
55 - 64	191	13	198	13	188	13	196	13
65 +	226	16	281	19	223	16	279	19
Adults :-	1143	100	1230	100	1118	100	1213	100
AB	192	17	197	16	189	17	195	16
C1	314	27	350	28	305	27	344	28
C2	300	26	264	21	296	26	262	22
D	215	19	228	19	211	19	226	19
E	122	11	191	16	116	10	187	15
Working F/T	635	56	396	32	624	56	391	32
Working P/T	30	3	160	13	29	3	158	13
Not Working	478	42	674	55	464	42	664	55
Housewives :-	239	100	1042	100	226	100	1028	100
Working F/T	90	37	331	32	85	38	327	32
Working P/T	6	2	147	14	5	2	145	14
Not Working	144	60	565	54	135	60	556	54

Midlands West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2550	100	2492	100	
Receiving ITV	2492	98	2492	100	
Receiving any CH4	2486	97	2486	100	
Receiving five	2430	95	2430	98	
Receiving BBC1	2492	98	2492	100	
Receiving BBC2	2492	98	2492	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2550	100	2492	100	1888	100	
		100		98		74	
				100		76	
Social Class :-							
AB	483	19	478	19	424	22	
C1	632	25	619	25	497	26	
C2	489	19	482	19	385	20	
D	470	18	459	18	312	17	
E	476	19	453	18	270	14	
Housewife Age :-							
Under 25	141	6	133	5	95	5	
25 - 34	382	15	367	15	306	16	
35 - 44	502	20	490	20	434	23	
45 - 54	453	18	443	18	380	20	
55 - 64	432	17	426	17	321	17	
65 +	641	25	632	25	353	19	
Size of Household :-							
1	783	31	747	30	397	21	
2	867	34	854	34	678	36	
3	400	16	395	16	347	18	
4	330	13	328	13	309	16	
5 +	170	7	167	7	157	8	
Average Household Size	2.34		2.35		2.59		
Children :-							
Without	1881	74	1831	73	1290	68	
With	669	26	660	27	598	32	
0 - 3	238	9	234	9	212	11	
4 - 9	324	13	321	13	294	16	
10 - 15	339	13	336	13	314	17	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2492	100
Possessing:-	Teletext Set	2204	88
	Portable Set	1293	52
Screen Size :-	Under 20"	1374	55
	20 to 29"	1826	73
	30" and over	820	33
Household with :-	Single Set	914	37
	2 Sets	852	34
	3 Sets	451	18
	4 Sets	177	7
	5+ Sets	98	4
VCRs :-	Without	874	35
	With	1618	65
	With 1	1257	50
	With 2+	361	14

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5127	100
Which are :-	Teletext Set	3707	72
	Portable Set	1904	37
Screen Size :-	Under 20"	2057	40
	20 to 29"	2160	42
	30" and over	893	17
VCR Connected		2046	40

Table 5 Analysis of Individuals						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5967	100	5868	100	4891	100
Age :-						
0 - 3	287	5	281	5	256	5
4 - 9	429	7	424	7	387	8
10 - 15	458	8	453	8	415	9
16 - 19	324	5	319	5	292	6
20 - 24	364	6	354	6	294	6
25 - 34	722	12	701	12	607	12
35 - 44	894	15	878	15	792	16
45 - 54	781	13	769	13	679	14
55 - 64	744	12	735	13	582	12
65 +	965	16	954	16	587	12
Adults :- Total	4792	100	4709	100	3833	100
AB	975	20	968	21	900	23
C1	1200	25	1182	25	1004	26
C2	1031	22	1019	22	851	22
D	908	19	891	19	653	17
E	679	14	649	14	425	11

Table 6 Analysis of Individuals								
	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2941	100	3025	100	2882	100	2986	100
Age :-								
0 - 15	604	21	570	19	596	21	563	19
16 - 24	348	12	340	11	339	12	334	11
25 - 34	356	12	366	12	342	12	359	12
35 - 44	447	15	447	15	438	15	440	15
45 - 54	389	13	392	13	381	13	388	13
55 - 64	367	12	376	12	362	13	373	12
65 +	431	15	534	18	425	15	529	18
Adults :-	2337	100	2455	100	2286	100	2423	100
AB	493	21	482	20	489	21	479	20
C1	579	25	621	25	567	25	615	25
C2	548	23	483	20	540	24	479	20
D	450	19	458	19	439	19	451	19
E	266	11	412	17	250	11	399	16
Working F/T	1388	59	745	30	1367	60	739	31
Working P/T	75	3	425	17	73	3	422	17
Not Working	874	37	1285	52	846	37	1261	52
Housewives :-	489	100	2061	100	458	100	2033	100
Working F/T	205	42	596	29	195	42	592	29
Working P/T	20	4	398	19	18	4	396	19
Not Working	264	54	1067	52	246	54	1046	51

Midlands East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	933	100	914	100	
Receiving ITV	914	98	914	100	
Receiving any CH4	913	98	913	100	
Receiving five	903	97	903	99	
Receiving BBC1	914	98	914	100	
Receiving BBC2	914	98	914	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	933	100	914	100	626	100	
		100		98		67	
				100		69	
Social Class :-							
AB	184	20	180	20	123	20	
C1	269	29	263	29	198	32	
C2	164	18	163	18	129	21	
D	161	17	157	17	97	16	
E	155	17	151	16	79	13	
Housewife Age :-							
Under 25	62	7	58	6	39	6	
25 - 34	142	15	137	15	109	17	
35 - 44	196	21	193	21	156	25	
45 - 54	169	18	166	18	120	19	
55 - 64	143	15	142	16	97	15	
65 +	221	24	218	24	105	17	
Size of Household :-							
1	292	31	283	31	139	22	
2	323	35	318	35	225	36	
3	140	15	138	15	112	18	
4	126	13	124	14	108	17	
5 +	51	6	50	6	42	7	
Average Household Size	2.29		2.30		2.53		
Children :-							
Without	696	75	680	74	429	68	
With	237	25	234	26	198	32	
0 - 3	77	8	76	8	68	11	
4 - 9	111	12	109	12	94	15	
10 - 15	121	13	120	13	101	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		914	100
Possessing:-	Teletext Set	844	92
	Portable Set	479	52
Screen Size :-	Under 20"	497	54
	20 to 29"	687	75
	30" and over	260	28
Household with :-	Single Set	336	37
	2 Sets	318	35
	3 Sets	149	16
	4 Sets	80	9
	5+ Sets	31	3
VCRs :-	Without	311	34
	With	603	66
	With 1	452	49
	With 2+	152	17

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1912	100
Which are :-	Teletext Set	1508	79
	Portable Set	715	37
Screen Size :-	Under 20"	743	39
	20 to 29"	821	43
	30" and over	289	15
VCR Connected		792	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2139	100	2101	100	1583	100
Age :-						
0 - 3	93	4	92	4	82	5
4 - 9	146	7	145	7	119	8
10 - 15	160	7	158	8	129	8
16 - 19	111	5	109	5	91	6
20 - 24	161	8	152	7	102	6
25 - 34	262	12	254	12	203	13
35 - 44	343	16	338	16	291	18
45 - 54	292	14	289	14	223	14
55 - 64	244	11	242	12	167	10
65 +	326	15	321	15	176	11
Adults :- Total	1739	100	1706	100	1252	100
AB	363	21	359	21	258	21
C1	528	30	514	30	395	31
C2	338	19	337	20	287	23
D	301	17	292	17	195	16
E	210	12	205	12	117	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1059	100	1080	100	1037	100	1064	100
Age :-								
0 - 15	201	19	198	18	199	19	195	18
16 - 24	140	13	133	12	132	13	129	12
25 - 34	131	12	131	12	126	12	128	12
35 - 44	171	16	172	16	168	16	170	16
45 - 54	148	14	144	13	146	14	143	13
55 - 64	122	12	122	11	121	12	121	11
65 +	146	14	179	17	144	14	178	17
Adults :-	858	100	881	100	837	100	869	100
AB	186	22	177	20	184	22	175	20
C1	261	30	267	30	252	30	262	30
C2	179	21	158	18	179	21	158	18
D	147	17	154	17	142	17	150	17
E	84	10	126	14	80	10	125	14
Working F/T	529	62	304	34	519	62	299	34
Working P/T	22	3	146	17	22	3	146	17
Not Working	306	36	431	49	297	35	424	49
Housewives :-	195	100	738	100	186	100	729	100
Working F/T	93	48	250	34	88	48	247	34
Working P/T	5	2	135	18	5	3	134	18
Not Working	97	50	353	48	92	50	347	48

Multichannel Homes

Table 1		Television Reception											
	All Households		Total TV Households		Non-Terrestrial Households								
	000's	%	000's	%	ALL		DSAT		DTT		Cable		
000's					%	000's	%	000's	%	000's	%	000's	%
Total	26110	100	25485	100	19304	100	8376	100	9625	100	3362	100	
Receiving ITV	25485	98	25485	100	19304	100	8376	100	9625	100	3362	100	
Receiving any CH4	25423	97	25423	100	19293	100	8376	100	9625	100	3362	100	
Receiving five	24119	92	24119	95	19286	100	8374	100	9625	100	3362	100	
Receiving 1+ Non Terrestrial	19304	74	19304	76	19304	100	8376	100	9625	100	3362	100	
Receiving BBC1	25485	98	25485	100	19304	100	8376	100	9625	100	3362	100	
Receiving BBC2	25485	98	25485	100	19304	100	8376	100	9625	100	3362	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		26110	100	25485	100	19304	100	8376	100	9625	100	3362	100
			100		98		74		32		37		13
					100		76		33		38		13
Social Class :-													
AB		5348	20	5257	21	4368	23	1975	24	2253	23	650	19
C1		7236	28	7054	28	5634	29	2453	29	2752	29	1039	31
C2		4900	19	4837	19	3959	21	1826	22	1896	20	722	21
D		4228	16	4117	16	2906	15	1309	16	1362	14	528	16
E		4398	17	4219	17	2437	13	812	10	1362	14	422	13
Housewife Age :-													
Under 25		1443	6	1350	5	1007	5	405	5	491	5	197	6
25 - 34		4172	16	3996	16	3262	17	1578	19	1364	14	621	18
35 - 44		5266	20	5150	20	4392	23	2201	26	1924	20	855	25
45 - 54		4618	18	4533	18	3742	19	1754	21	1807	19	695	21
55 - 64		4287	16	4217	17	3313	17	1365	16	1775	18	510	15
65 +		6326	24	6238	24	3590	19	1073	13	2264	24	484	14
Size of Household :-													
1		8416	32	8012	31	4515	23	1363	16	2646	27	777	23
2		8805	34	8684	34	6964	36	2827	34	3639	38	1146	34
3		3910	15	3866	15	3370	17	1703	20	1501	16	609	18
4		3380	13	3347	13	3039	16	1650	20	1281	13	562	17
5 +		1599	6	1576	6	1416	7	831	10	559	6	268	8
Average Household Size		2.29		2.31		2.50		2.77		2.34		2.55	
Children :-													
Without		19430	74	18879	74	13420	70	5274	63	7149	74	2264	67
With		6681	26	6606	26	5884	30	3102	37	2476	26	1098	33
0 - 3		2361	9	2325	9	2063	11	1074	13	842	9	351	10
4 - 9		3182	12	3149	12	2812	15	1518	18	1138	12	514	15
10 - 15		3373	13	3344	13	3015	16	1636	20	1287	13	594	18

		TV Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25485	100	19304	100	8376	100	9625	100	3362	100
Possessing:-	Teletext Set	22995	90	18305	95	8003	96	9224	96	3105	92
	Portable Set	12789	50	10685	55	4793	57	5469	57	1847	55
Screen Size :-	Under 20"	14032	55	11530	60	5132	61	5934	62	1990	59
	20 to 29"	18307	72	14152	73	5906	71	7355	76	2448	73
	30" and over	7907	31	6523	34	3577	43	2812	29	1109	33
Household with :-	Single Set	9359	37	5555	29	2009	24	2694	28	1014	30
	2 Sets	9094	36	7293	38	3007	36	3706	39	1239	37
	3 Sets	4255	17	3830	20	1855	22	1909	20	655	19
	4 Sets	1797	7	1689	9	931	11	831	9	297	9
	5+ Sets	980	4	937	5	575	7	484	5	157	5
VCRs :-	Without	9040	35	5701	30	2497	30	2692	28	1024	30
	With	16445	65	13603	70	5879	70	6933	72	2338	70
	With 1	12593	49	9754	51	3989	48	4954	51	1670	50
	With 2+	3852	15	3849	20	1889	23	1979	21	668	20

Table 4		TV Set Profile									
		TV Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		52704	100	43455	100	20427	100	21799	100	7489	100
Which are :-	Teletext Set	40134	76	33716	78	16203	79	16855	77	5577	74
	Portable Set	18785	36	16405	38	7780	38	8328	38	2839	38
Screen Size :-	Under 20"	21172	40	18179	42	8541	42	9299	43	3137	42
	20 to 29"	22290	42	17706	41	7677	38	9243	42	3065	41
	30" and over	8749	17	7221	17	4045	20	3102	14	1221	16
VCR Connected		21354	41	18640	43	8437	41	9496	44	3243	43
Sets Receiving 1+ Non-Terrestrial Channels		26840	51	26840	62	13136	64	13605	62	4612	62

Table 5		Analysis of Individuals									
		All Households		Non-Terrestrial Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		59877	100	48323	100	23232	100	22523	100	8582	100
Age :-	0 - 3	2784	5	2435	5	1276	5	985	4	416	5
	4 - 9	4177	7	3667	8	1984	9	1474	7	666	8
	10 - 15	4496	8	4022	8	2190	9	1712	8	785	9
	16 - 19	3090	5	2690	6	1425	6	1220	5	515	6
	20 - 24	3805	6	2998	6	1456	6	1370	6	592	7
	25 - 34	7723	13	6232	13	3120	13	2579	11	1179	14
	35 - 44	9227	15	7915	16	4082	18	3382	15	1525	18
	45 - 54	7987	13	6706	14	3287	14	3166	14	1225	14
	55 - 64	7232	12	5823	12	2508	11	3045	14	904	11
	65 +	9357	16	5835	12	1904	8	3590	16	776	9
Adults :-	Total	48420	100	38199	100	17781	100	18352	100	6715	100
	AB	10660	22	8985	24	4252	24	4574	25	1324	20
	C1	13727	28	11280	30	5251	30	5283	29	2114	31
	C2	10059	21	8504	22	4127	23	3960	22	1575	23
	D	7933	16	5799	15	2796	16	2610	14	1067	16
	E	6041	12	3632	10	1355	8	1925	10	636	9

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

	DSAT				DTT				Cable			
	Males		Females		Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	11830	100	11402	100	10969	100	11555	100	4229	100	4353	100
Age :-												
0 - 15	2858	24	2593	23	2097	19	2074	18	956	23	911	21
16 - 24	1539	13	1341	12	1272	12	1318	11	553	13	553	13
25 - 34	1526	13	1594	14	1257	11	1322	11	564	13	615	14
35 - 44	2012	17	2070	18	1636	15	1746	15	736	17	790	18
45 - 54	1631	14	1657	15	1545	14	1621	14	594	14	631	14
55 - 64	1273	11	1235	11	1473	13	1572	14	446	11	457	11
65 +	992	8	912	8	1689	15	1901	16	380	9	396	9
Adults :-	8972	100	8809	100	8872	100	9480	100	3273	100	3442	100
AB	2179	24	2073	24	2295	26	2280	24	669	20	655	19
C1	2619	29	2632	30	2459	28	2824	30	1006	31	1108	32
C2	2187	24	1940	22	2094	24	1866	20	825	25	750	22
D	1395	16	1400	16	1270	14	1340	14	522	16	544	16
E	591	7	763	9	754	8	1171	12	252	8	385	11
Working F/T	6106	68	3355	38	5381	61	3141	33	2168	66	1335	39
Working P/T	291	3	1661	19	291	3	1649	17	96	3	626	18
Not Working	2575	29	3793	43	3200	36	4691	49	1009	31	1480	43
Housewives :-	1266	100	7110	100	1734	100	7891	100	592	100	2770	100
Working F/T	659	52	2651	37	820	47	2484	31	304	51	1073	39
Working P/T	58	5	1549	22	66	4	1525	19	21	4	579	21
Not Working	548	43	2910	41	847	49	3882	49	267	45	1118	40

Table 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	25485	100	19304	100	8376	100	9625	100	3362	100
London	4691	18	3513	18	1485	18	1670	17	715	21
South East	874	3	670	3	322	4	340	4	79	2
Midlands	3406	13	2464	13	991	12	1209	13	530	16
East	1789	7	1296	7	624	7	602	6	192	6
West	957	4	724	4	283	3	373	4	154	5
South West	815	3	619	3	285	3	320	3	73	2
South	2070	8	1642	9	679	8	879	9	261	8
Yorkshire and Lincolnshire	2438	10	1834	9	835	10	928	10	259	8
North East and Cumbria	1472	6	1207	6	472	6	691	7	181	5
North West	2819	11	2235	12	859	10	1273	13	398	12
Scotland	2242	9	1684	9	697	8	803	8	350	10
Ulster	658	3	390	2	236	3	141	1	50	1
Wales	1254	5	1027	5	608	7	397	4	120	4
Midlands West	2492	10	1837	10	741	9	910	9	380	11
Midlands East	914	4	626	3	250	3	299	3	150	4

Projections Jan 2008 - Dec 2008

All Areas

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26262	100	26284	100	26306	100	26327	100	26349	100	26371	100
TV Households	25633	98	25654	98	25675	98	25696	98	25718	98	25739	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26392	100	26414	100	26436	100	26457	100	26479	100	26501	100
TV Households	25760	98	25781	98	25802	98	25823	98	25845	98	25866	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25633	100	25654	100	25675	100	25696	100	25718	100	25739	100
Social Class													
	AB	5288	21	5292	21	5297	21	5301	21	5305	21	5310	21
	C1	7095	28	7101	28	7107	28	7113	28	7119	28	7125	28
	C2	4865	19	4869	19	4873	19	4877	19	4881	19	4885	19
	DE	8385	33	8392	33	8398	33	8405	33	8413	33	8419	33
Housewife Age													
	Under 25	1358	5	1359	5	1360	5	1361	5	1363	5	1364	5
	25 - 34	4019	16	4022	16	4026	16	4029	16	4032	16	4036	16
	35 - 44	5180	20	5185	20	5189	20	5193	20	5198	20	5202	20
	45 - 54	4560	18	4563	18	4567	18	4571	18	4575	18	4578	18
	55 - 64	4241	17	4245	17	4248	17	4252	17	4255	17	4259	17
	65 +	6275	24	6280	24	6285	24	6290	24	6295	24	6300	24
Size													
	1	8058	31	8065	31	8071	31	8077	31	8085	31	8091	31
	2	8735	34	8742	34	8749	34	8757	34	8764	34	8771	34
	3	3888	15	3891	15	3894	15	3898	15	3901	15	3904	15
	4+	4952	19	4956	19	4961	19	4964	19	4968	19	4973	19
Children													
	Without	18989	74	19005	74	19020	74	19036	74	19052	74	19068	74
	With	6644	26	6649	26	6655	26	6660	26	6666	26	6671	26

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25760	100	25781	100	25802	100	25823	100	25845	100	25866	100
Social Class													
	AB	5315	21	5318	21	5323	21	5327	21	5332	21	5336	21
	C1	7131	28	7137	28	7142	28	7148	28	7154	28	7160	28
	C2	4889	19	4894	19	4898	19	4902	19	4906	19	4910	19
	DE	8425	33	8432	33	8439	33	8446	33	8453	33	8460	33
Housewife Age													
	Under 25	1365	5	1366	5	1366	5	1368	5	1371	5	1369	5
	25 - 34	4039	16	4042	16	4046	16	4049	16	4052	16	4056	16
	35 - 44	5206	20	5210	20	5215	20	5219	20	5223	20	5228	20
	45 - 54	4582	18	4586	18	4590	18	4593	18	4597	18	4601	18
	55 - 64	4262	17	4266	17	4269	17	4273	17	4276	17	4280	17
	65 +	6306	24	6311	24	6316	24	6321	24	6326	24	6332	24
Size													
	1	8098	31	8104	31	8111	31	8117	31	8125	31	8132	31
	2	8778	34	8786	34	8793	34	8800	34	8807	34	8814	34
	3	3907	15	3910	15	3914	15	3917	15	3920	15	3923	15
	4+	4977	19	4981	19	4984	19	4989	19	4993	19	4997	19
Children													
	Without	19083	74	19099	74	19114	74	19130	74	19146	74	19161	74
	With	6677	26	6682	26	6688	26	6693	26	6699	26	6705	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56422	100	56469	100	56516	100	56562	100	56609	100	56655	100
Age												
4 - 9	4153	7	4156	7	4160	7	4163	7	4167	7	4170	7
10 - 15	4481	8	4485	8	4488	8	4492	8	4496	8	4500	8
16 - 24	6742	12	6746	12	6752	12	6758	12	6763	12	6769	12
25 - 34	7509	13	7516	13	7523	13	7528	13	7534	13	7540	13
35 - 44	9120	16	9129	16	9136	16	9144	16	9152	16	9159	16
45 - 54	7922	14	7928	14	7935	14	7941	14	7948	14	7954	14
55 - 64	7187	13	7193	13	7199	13	7205	13	7211	13	7217	13
65 +	9308	16	9316	16	9323	16	9331	16	9338	16	9346	16
Adults												
Total	47788	100	47828	100	47868	100	47907	100	47946	100	47985	100
AB	10580	22	10589	22	10598	22	10606	22	10616	22	10624	22
C1	13509	28	13520	28	13531	28	13543	28	13554	28	13566	28
C2	10025	21	10033	21	10041	21	10050	21	10057	21	10065	21
DE	13674	29	13686	29	13698	29	13708	29	13719	29	13730	29

Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56702	100	56749	100	56795	100	56842	100	56889	100	56935	100
Age												
4 - 9	4173	7	4177	7	4180	7	4184	7	4188	7	4191	7
10 - 15	4504	8	4507	8	4511	8	4514	8	4518	8	4521	8
16 - 24	6774	12	6780	12	6786	12	6791	12	6796	12	6802	12
25 - 34	7547	13	7553	13	7559	13	7566	13	7572	13	7579	13
35 - 44	9167	16	9174	16	9181	16	9189	16	9197	16	9204	16
45 - 54	7961	14	7967	14	7974	14	7980	14	7986	14	7994	14
55 - 64	7223	13	7229	13	7235	13	7241	13	7247	13	7253	13
65 +	9353	16	9362	16	9369	16	9377	16	9385	16	9391	16
Adults												
Total	48025	100	48065	100	48104	100	48144	100	48183	100	48223	100
AB	10634	22	10642	22	10651	22	10660	22	10669	22	10677	22
C1	13576	28	13588	28	13599	28	13610	28	13621	28	13633	28
C2	10074	21	10083	21	10091	21	10099	21	10108	21	10116	21
DE	13741	29	13752	29	13763	29	13775	29	13785	29	13797	29

Projections for		Male Individuals in TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		27564	100	27587	100	27610	100	27632	100	27655	100	27678	100
Age													
	4 - 15	4448	16	4451	16	4455	16	4458	16	4462	16	4466	16
	16 - 24	3428	12	3431	12	3434	12	3437	12	3439	12	3442	12
	25 - 34	3689	13	3692	13	3695	13	3698	13	3701	13	3704	13
	35 - 44	4483	16	4487	16	4491	16	4495	16	4499	16	4502	16
	45 - 54	3895	14	3898	14	3901	14	3904	14	3907	14	3911	14
	55 - 64	3509	13	3512	13	3515	13	3517	13	3521	13	3524	13
	65 +	4112	15	4116	15	4119	15	4123	15	4126	15	4129	15
Adults													
	Total	23116	100	23136	100	23155	100	23174	100	23193	100	23212	100
	AB	5323	23	5328	23	5333	23	5337	23	5342	23	5345	23
	C1	6357	28	6362	27	6367	27	6373	28	6378	27	6384	28
	C2	5358	23	5362	23	5366	23	5371	23	5375	23	5380	23
	DE	6078	26	6084	26	6089	26	6093	26	6098	26	6103	26
	Working F/T	14023	61	14036	61	14047	61	14059	61	14070	61	14082	61
	Not Working	9093	39	9100	39	9108	39	9115	39	9123	39	9130	39

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27701	100	27724	100	27746	100	27769	100	27792	100	27815	100
Age												
4 - 15	4470	16	4473	16	4477	16	4480	16	4485	16	4488	16
16 - 24	3445	12	3448	12	3451	12	3453	12	3455	12	3459	12
25 - 34	3707	13	3710	13	3713	13	3717	13	3720	13	3723	13
35 - 44	4506	16	4510	16	4513	16	4517	16	4521	16	4524	16
45 - 54	3914	14	3917	14	3920	14	3923	14	3926	14	3931	14
55 - 64	3526	13	3529	13	3532	13	3535	13	3538	13	3541	13
65 +	4133	15	4137	15	4140	15	4144	15	4147	15	4149	15
Adults												
Total	23231	100	23251	100	23269	100	23289	100	23307	100	23327	100
AB	5351	23	5355	23	5360	23	5364	23	5368	23	5372	23
C1	6388	27	6394	27	6399	28	6404	27	6410	28	6416	28
C2	5384	23	5389	23	5393	23	5397	23	5402	23	5406	23
DE	6108	26	6113	26	6117	26	6124	26	6127	26	6133	26
Working F/T	14093	61	14105	61	14116	61	14129	61	14139	61	14152	61
Not Working	9138	39	9146	39	9153	39	9160	39	9168	39	9175	39

Table4b Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28858	100	28882	100	28906	100	28930	100	28954	100	28977	100
Age												
4 - 15	4186	15	4190	15	4193	15	4197	15	4201	15	4204	15
16 - 24	3314	11	3315	11	3318	11	3321	11	3324	11	3327	11
25 - 34	3820	13	3824	13	3828	13	3830	13	3833	13	3836	13
35 - 44	4637	16	4642	16	4645	16	4649	16	4653	16	4657	16
45 - 54	4027	14	4030	14	4034	14	4037	14	4041	14	4043	14
55 - 64	3678	13	3681	13	3684	13	3688	13	3690	13	3693	13
65 +	5196	18	5200	18	5204	18	5208	18	5212	18	5217	18
Adults												
Total	24672	100	24692	100	24713	100	24733	100	24753	100	24773	100
AB	5257	21	5261	21	5265	21	5269	21	5274	21	5279	21
C1	7152	29	7158	29	7164	29	7170	29	7176	29	7182	29
C2	4667	19	4671	19	4675	19	4679	19	4682	19	4685	19
DE	7596	31	7602	31	7609	31	7615	31	7621	31	7627	31
Working F/T	7985	32	7990	32	7997	32	8004	32	8011	32	8016	32
Not Working	16687	68	16702	68	16716	68	16729	68	16742	68	16757	68

Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	29001	100	29025	100	29049	100	29073	100	29097	100	29120	100
Age												
4 - 15	4207	15	4211	15	4214	15	4218	15	4221	15	4224	15
16 - 24	3329	11	3332	11	3335	11	3338	11	3341	11	3343	11
25 - 34	3840	13	3843	13	3846	13	3849	13	3852	13	3856	13
35 - 44	4661	16	4664	16	4668	16	4672	16	4676	16	4680	16
45 - 54	4047	14	4050	14	4054	14	4057	14	4060	14	4063	14
55 - 64	3697	13	3700	13	3703	13	3706	13	3709	13	3712	13
65 +	5220	18	5225	18	5229	18	5233	18	5238	18	5242	18
Adults												
Total	24794	100	24814	100	24835	100	24855	100	24876	100	24896	100
AB	5283	21	5287	21	5291	21	5296	21	5301	21	5305	21
C1	7188	29	7194	29	7200	29	7206	29	7211	29	7217	29
C2	4690	19	4694	19	4698	19	4702	19	4706	19	4710	19
DE	7633	31	7639	31	7646	31	7651	31	7658	31	7664	31
Working F/T	8024	32	8030	32	8038	32	8043	32	8051	32	8056	32
Not Working	16770	68	16784	68	16797	68	16812	68	16825	68	16840	68

London

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4896	100	4900	100	4902	100	4908	100	4912	100	4918	100
TV Households	4720	96	4724	96	4729	96	4734	96	4738	96	4741	96

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4922	100	4925	100	4930	100	4934	100	4938	100	4943	100
TV Households	4745	96	4749	96	4755	96	4759	96	4764	96	4768	96

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4720	100	4724	100	4729	100	4734	100	4738	100	4741	100
Social Class	AB	1274	27	1274	27	1274	27	1278	27	1278	27	1277	27
	C1	1402	30	1404	30	1403	30	1405	30	1407	30	1409	30
	C2	731	15	732	15	731	15	732	15	733	15	733	15
	DE	1313	28	1314	28	1321	28	1319	28	1320	28	1322	28
	Under 25	244	5	241	5	246	5	246	5	243	5	252	5
Housewife Age	25 - 34	984	21	986	21	987	21	987	21	989	21	988	21
	35 - 44	1056	22	1056	22	1054	22	1057	22	1060	22	1059	22
	45 - 54	808	17	809	17	809	17	812	17	812	17	809	17
	55 - 64	669	14	671	14	671	14	673	14	674	14	673	14
	65 +	959	20	961	20	962	20	959	20	960	20	960	20
Size	1	1564	33	1566	33	1568	33	1565	33	1567	33	1566	33
	2	1420	30	1421	30	1420	30	1425	30	1426	30	1427	30
	3	723	15	723	15	725	15	728	15	729	15	728	15
	4+	1013	21	1014	21	1016	21	1016	21	1016	21	1020	22
Children	Without	3457	73	3462	73	3465	73	3470	73	3473	73	3477	73
	With	1263	27	1262	27	1264	27	1264	27	1265	27	1264	27

Projections for		TV Households																							
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		4745	100	4749	100	4755	100	4759	100	4764	100	4768	100												
Social Class																									
	AB	1279	27	1278	27	1282	27	1283	27	1287	27	1287	27												
	C1	1411	30	1410	30	1412	30	1414	30	1413	30	1416	30												
	C2	736	16	735	15	736	15	736	15	737	15	740	16												
	DE	1319	28	1326	28	1325	28	1326	28	1327	28	1325	28												
Housewife Age																									
	Under 25	245	5	248	5	247	5	250	5	251	5	250	5												
	25 - 34	990	21	989	21	991	21	991	21	993	21	994	21												
	35 - 44	1062	22	1060	22	1062	22	1062	22	1064	22	1067	22												
	45 - 54	811	17	813	17	814	17	814	17	815	17	815	17												
	55 - 64	675	14	676	14	675	14	676	14	677	14	676	14												
	65 +	962	20	963	20	966	20	966	20	964	20	966	20												
Size																									
	1	1573	33	1574	33	1573	33	1576	33	1579	33	1581	33												
	2	1429	30	1429	30	1430	30	1431	30	1433	30	1433	30												
	3	726	15	728	15	729	15	730	15	731	15	731	15												
	4+	1017	21	1018	21	1023	22	1022	21	1021	21	1023	21												
Children																									
	Without	3478	73	3480	73	3486	73	3487	73	3490	73	3494	73												
	With	1267	27	1269	27	1269	27	1272	27	1274	27	1274	27												

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10516	100	10526	100	10535	100	10546	100	10554	100	10564	100
Age												
4 - 9	796	8	800	8	800	8	800	8	801	8	803	8
10 - 15	799	8	799	8	801	8	801	8	802	8	804	8
16 - 24	1267	12	1267	12	1267	12	1271	12	1270	12	1270	12
25 - 34	1869	18	1869	18	1870	18	1872	18	1874	18	1874	18
35 - 44	1861	18	1865	18	1866	18	1869	18	1871	18	1875	18
45 - 54	1403	13	1400	13	1404	13	1403	13	1406	13	1406	13
55 - 64	1099	10	1101	10	1101	10	1101	10	1104	10	1105	10
65 +	1422	14	1425	14	1426	14	1429	14	1426	14	1427	14
Adults												
Total	8921	100	8927	100	8934	100	8945	100	8951	100	8957	100
AB	2548	29	2551	29	2556	29	2555	29	2560	29	2560	29
C1	2675	30	2678	30	2677	30	2682	30	2684	30	2688	30
C2	1509	17	1507	17	1506	17	1514	17	1508	17	1511	17
DE	2189	25	2191	25	2195	25	2194	25	2199	25	2198	25

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10573	100	10582	100	10592	100	10600	100	10613	100	10620	100
Age												
4 - 9	804	8	803	8	806	8	804	8	805	8	806	8
10 - 15	802	8	804	8	803	8	804	8	807	8	806	8
16 - 24	1276	12	1275	12	1275	12	1276	12	1278	12	1280	12
25 - 34	1878	18	1880	18	1882	18	1885	18	1886	18	1885	18
35 - 44	1871	18	1872	18	1876	18	1876	18	1878	18	1881	18
45 - 54	1409	13	1407	13	1408	13	1415	13	1414	13	1414	13
55 - 64	1104	10	1106	10	1108	10	1108	10	1109	10	1112	10
65 +	1429	14	1435	14	1434	14	1432	14	1436	14	1436	14
Adults												
Total	8967	100	8975	100	8983	100	8992	100	9001	100	9008	100
AB	2564	29	2565	29	2570	29	2570	29	2574	29	2574	29
C1	2688	30	2690	30	2691	30	2697	30	2698	30	2703	30
C2	1511	17	1513	17	1519	17	1517	17	1520	17	1519	17
DE	2204	25	2207	25	2203	25	2208	25	2209	25	2212	25

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5190	100	5194	100	5199	100	5205	100	5206	100	5212	100
Age												
4 - 15	812	16	815	16	817	16	817	16	815	16	821	16
16 - 24	648	12	649	12	649	12	653	13	650	12	649	12
25 - 34	942	18	942	18	942	18	941	18	944	18	945	18
35 - 44	943	18	945	18	946	18	949	18	946	18	947	18
45 - 54	695	13	690	13	690	13	689	13	695	13	692	13
55 - 64	531	10	531	10	534	10	530	10	534	10	534	10
65 +	619	12	622	12	621	12	626	12	622	12	624	12
Adults												
Total	4378	100	4379	100	4382	100	4388	100	4391	100	4391	100
AB	1298	30	1299	30	1303	30	1300	30	1303	30	1303	30
C1	1274	29	1274	29	1273	29	1278	29	1278	29	1280	29
C2	817	19	816	19	814	19	820	19	816	19	815	19
DE	989	23	990	23	992	23	990	23	994	23	993	23
Working F/T	2814	64	2813	64	2816	64	2820	64	2822	64	2822	64
Not Working	1564	36	1566	36	1566	36	1568	36	1569	36	1569	36

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5218	100	5223	100	5225	100	5231	100	5237	100	5243	100
Age												
4 - 15	819	16	820	16	817	16	821	16	823	16	821	16
16 - 24	652	12	653	13	652	12	652	12	650	12	654	12
25 - 34	946	18	946	18	949	18	951	18	952	18	951	18
35 - 44	948	18	948	18	951	18	949	18	951	18	952	18
45 - 54	696	13	696	13	691	13	700	13	697	13	699	13
55 - 64	532	10	533	10	537	10	535	10	538	10	539	10
65 +	625	12	627	12	628	12	623	12	626	12	627	12
Adults												
Total	4399	100	4403	100	4408	100	4410	100	4414	100	4422	100
AB	1305	30	1306	30	1312	30	1306	30	1309	30	1313	30
C1	1279	29	1279	29	1280	29	1285	29	1286	29	1287	29
C2	818	19	820	19	820	19	823	19	821	19	821	19
DE	997	23	998	23	996	23	996	23	998	23	1001	23
Working F/T	2826	64	2828	64	2830	64	2835	64	2836	64	2840	64
Not Working	1573	36	1575	36	1578	36	1575	36	1578	36	1582	36

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5326	100	5332	100	5336	100	5341	100	5348	100	5352	100
Age												
4 - 15	783	15	784	15	784	15	784	15	788	15	786	15
16 - 24	619	12	618	12	618	12	618	12	620	12	621	12
25 - 34	927	17	927	17	928	17	931	17	930	17	929	17
35 - 44	918	17	920	17	920	17	920	17	925	17	928	17
45 - 54	708	13	710	13	714	13	714	13	711	13	714	13
55 - 64	568	11	570	11	567	11	571	11	570	11	571	11
65 +	803	15	803	15	805	15	803	15	804	15	803	15
Adults												
Total	4543	100	4548	100	4552	100	4557	100	4560	100	4566	100
AB	1250	28	1252	28	1253	28	1255	28	1257	28	1257	28
C1	1401	31	1404	31	1404	31	1404	31	1406	31	1408	31
C2	692	15	691	15	692	15	694	15	692	15	696	15
DE	1200	26	1201	26	1203	26	1204	26	1205	26	1205	26
Working F/T	1653	36	1655	36	1654	36	1658	36	1659	36	1663	36
Not Working	2890	64	2893	64	2898	64	2899	64	2901	64	2903	64

Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5355	100	5359	100	5367	100	5369	100	5376	100	5377	100
Age												
4 - 15	787	15	787	15	792	15	787	15	789	15	791	15
16 - 24	624	12	622	12	623	12	624	12	628	12	626	12
25 - 34	932	17	934	17	933	17	934	17	934	17	934	17
35 - 44	923	17	924	17	925	17	927	17	927	17	929	17
45 - 54	713	13	711	13	717	13	715	13	717	13	715	13
55 - 64	572	11	573	11	571	11	573	11	571	11	573	11
65 +	804	15	808	15	806	15	809	15	810	15	809	15
Adults												
Total	4568	100	4572	100	4575	100	4582	100	4587	100	4586	100
AB	1259	28	1259	28	1258	27	1264	28	1265	28	1261	27
C1	1409	31	1411	31	1411	31	1412	31	1412	31	1416	31
C2	693	15	693	15	699	15	694	15	699	15	698	15
DE	1207	26	1209	26	1207	26	1212	26	1211	26	1211	26
Working F/T	1663	36	1663	36	1667	36	1666	36	1669	36	1668	36
Not Working	2905	64	2909	64	2908	64	2916	64	2918	64	2918	64

South East

Projections for		Television Reception											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		894	100	895	100	896	100	897	100	898	100	898	100
TV Households		880	98	881	98	881	98	882	98	883	98	884	98

Projections for		Television Reception											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		899	100	900	100	901	100	902	100	903	100	903	100
TV Households		885	98	885	98	886	98	887	98	888	98	889	98

Projections for		TV Households																							
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		880	100	881	100	881	100	882	100	883	100	884	100												
Social Class																									
	AB	200	23	201	23	201	23	201	23	201	23	202	23												
	C1	275	31	275	31	275	31	276	31	276	31	276	31												
	C2	190	22	190	22	191	22	191	22	191	22	191	22												
	DE	215	24	215	24	214	24	214	24	215	24	215	24												
Housewife Age																									
	Under 25	33	4	32	4	32	4	32	4	32	4	32	4												
	25 - 34	107	12	107	12	107	12	107	12	107	12	108	12												
	35 - 44	178	20	179	20	179	20	179	20	179	20	179	20												
	45 - 54	154	18	154	17	154	17	154	17	155	18	155	18												
	55 - 64	158	18	159	18	159	18	159	18	159	18	159	18												
	65 +	250	28	250	28	250	28	251	28	251	28	251	28												
Size																									
	1	273	31	273	31	273	31	273	31	275	31	274	31												
	2	308	35	309	35	309	35	309	35	309	35	310	35												
	3	135	15	135	15	135	15	135	15	135	15	136	15												
	4+	164	19	164	19	164	19	165	19	164	19	164	19												
Children																									
	Without	655	74	655	74	655	74	656	74	657	74	657	74												
	With	225	26	226	26	226	26	226	26	226	26	227	26												

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		885	100	885	100	886	100	887	100	888	100	889	100
Social Class													
	AB	203	23	202	23	202	23	202	23	202	23	202	23
	C1	276	31	277	31	277	31	277	31	277	31	278	31
	C2	191	22	192	22	192	22	192	22	192	22	192	22
	DE	215	24	214	24	215	24	216	24	217	24	217	24
Housewife Age													
	Under 25	33	4	32	4	31	3	33	4	33	4	33	4
	25 - 34	108	12	108	12	108	12	108	12	108	12	108	12
	35 - 44	179	20	180	20	180	20	180	20	180	20	180	20
	45 - 54	155	18	155	18	155	17	155	17	155	17	156	18
	55 - 64	159	18	159	18	160	18	160	18	160	18	160	18
	65 +	251	28	251	28	252	28	251	28	252	28	252	28
Size													
	1	274	31	274	31	275	31	275	31	275	31	275	31
	2	310	35	310	35	311	35	311	35	311	35	311	35
	3	136	15	136	15	136	15	136	15	136	15	136	15
	4+	165	19	165	19	164	19	165	19	166	19	167	19
Children													
	Without	658	74	659	74	659	74	660	74	660	74	661	74
	With	227	26	226	26	227	26	227	26	228	26	228	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1929	100	1931	100	1933	100	1935	100	1937	100	1938	100
Age												
4 - 9	138	7	138	7	138	7	139	7	139	7	139	7
10 - 15	161	8	161	8	161	8	161	8	161	8	161	8
16 - 24	199	10	199	10	200	10	200	10	200	10	200	10
25 - 34	207	11	208	11	208	11	208	11	209	11	209	11
35 - 44	311	16	311	16	311	16	311	16	311	16	312	16
45 - 54	276	14	276	14	276	14	277	14	277	14	277	14
55 - 64	271	14	271	14	272	14	272	14	272	14	272	14
65 +	366	19	367	19	367	19	367	19	368	19	368	19
Adults												
Total	1630	100	1632	100	1634	100	1635	100	1637	100	1638	100
AB	395	24	396	24	396	24	397	24	396	24	397	24
C1	513	31	513	31	514	31	514	31	515	31	515	31
C2	384	24	385	24	386	24	385	24	387	24	387	24
DE	338	21	338	21	338	21	339	21	339	21	339	21

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1940	100	1942	100	1944	100	1946	100	1947	100	1949	100
Age												
4 - 9	138	7	139	7	139	7	140	7	139	7	139	7
10 - 15	162	8	162	8	162	8	162	8	162	8	163	8
16 - 24	200	10	200	10	201	10	201	10	201	10	201	10
25 - 34	209	11	209	11	209	11	209	11	210	11	210	11
35 - 44	313	16	313	16	313	16	313	16	313	16	314	16
45 - 54	277	14	278	14	278	14	278	14	278	14	279	14
55 - 64	273	14	273	14	273	14	273	14	274	14	274	14
65 +	368	19	368	19	369	19	370	19	370	19	369	19
Adults												
Total	1640	100	1641	100	1643	100	1644	100	1646	100	1647	100
AB	397	24	398	24	398	24	399	24	399	24	399	24
C1	516	31	516	31	517	31	517	31	517	31	518	31
C2	388	24	388	24	388	24	388	24	389	24	389	24
DE	339	21	339	21	340	21	340	21	341	21	341	21

Table4a Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	937	100	938	100	939	100	940	100	941	100	941	100
Age												
4 - 15	159	17	159	17	159	17	160	17	160	17	160	17
16 - 24	102	11	101	11	102	11	102	11	102	11	102	11
25 - 34	102	11	103	11	103	11	103	11	103	11	103	11
35 - 44	149	16	148	16	148	16	148	16	148	16	149	16
45 - 54	135	14	137	15	137	15	137	15	137	15	137	15
55 - 64	134	14	134	14	134	14	134	14	134	14	134	14
65 +	156	17	156	17	156	17	156	17	157	17	156	17
Adults												
Total	778	100	779	100	780	100	780	100	781	100	781	100
AB	197	25	198	25	198	25	199	26	198	25	199	25
C1	232	30	232	30	232	30	232	30	232	30	232	30
C2	202	26	203	26	203	26	202	26	204	26	204	26
DE	147	19	146	19	147	19	147	19	147	19	146	19
Working F/T	468	60	469	60	469	60	469	60	470	60	470	60
Not Working	310	40	310	40	311	40	311	40	311	40	311	40

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	942	100	943	100	945	100	946	100	946	100	947	100
Age												
4 - 15	160	17	160	17	161	17	161	17	160	17	161	17
16 - 24	102	11	102	11	103	11	103	11	103	11	102	11
25 - 34	103	11	103	11	103	11	103	11	104	11	104	11
35 - 44	149	16	150	16	149	16	150	16	150	16	150	16
45 - 54	137	15	137	15	138	15	137	14	137	14	138	15
55 - 64	135	14	135	14	134	14	134	14	135	14	135	14
65 +	156	17	156	17	157	17	158	17	157	17	157	17
Adults												
Total	782	100	783	100	784	100	785	100	786	100	786	100
AB	198	25	199	25	199	25	200	25	200	25	199	25
C1	233	30	233	30	233	30	233	30	233	30	234	30
C2	204	26	204	26	204	26	204	26	205	26	205	26
DE	147	19	147	19	148	19	148	19	148	19	148	19
Working F/T	470	60	471	60	472	60	472	60	473	60	473	60
Not Working	312	40	312	40	312	40	313	40	313	40	313	40

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	992	100	993	100	994	100	995	100	996	100	997	100
Age												
4 - 15	140	14	140	14	140	14	140	14	140	14	140	14
16 - 24	97	10	98	10	98	10	98	10	98	10	98	10
25 - 34	105	11	105	11	105	11	105	11	106	11	106	11
35 - 44	162	16	163	16	163	16	163	16	163	16	163	16
45 - 54	141	14	139	14	139	14	140	14	140	14	140	14
55 - 64	137	14	137	14	138	14	138	14	138	14	138	14
65 +	210	21	211	21	211	21	211	21	211	21	212	21
Adults												
Total	852	100	853	100	854	100	855	100	856	100	857	100
AB	198	23	198	23	198	23	198	23	198	23	198	23
C1	281	33	281	33	282	33	282	33	283	33	283	33
C2	182	21	182	21	183	21	183	21	183	21	183	21
DE	191	22	192	23	191	22	192	22	192	22	193	23
Working F/T	250	29	250	29	251	29	251	29	251	29	251	29
Not Working	602	71	603	71	603	71	604	71	605	71	606	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	998	100	999	100	999	100	1000	100	1001	100	1002	100
Age												
4 - 15	140	14	141	14	140	14	141	14	141	14	141	14
16 - 24	98	10	98	10	98	10	98	10	98	10	99	10
25 - 34	106	11	106	11	106	11	106	11	106	11	106	11
35 - 44	164	16	163	16	164	16	163	16	163	16	164	16
45 - 54	140	14	141	14	140	14	141	14	141	14	141	14
55 - 64	138	14	138	14	139	14	139	14	139	14	139	14
65 +	212	21	212	21	212	21	212	21	213	21	212	21
Adults												
Total	858	100	858	100	859	100	859	100	860	100	861	100
AB	199	23	199	23	199	23	199	23	199	23	200	23
C1	283	33	283	33	284	33	284	33	284	33	284	33
C2	184	21	184	21	184	21	184	21	184	21	184	21
DE	192	22	192	22	192	22	192	22	193	22	193	22
Working F/T	252	29	252	29	252	29	252	29	252	29	252	29
Not Working	606	71	606	71	607	71	607	71	608	71	609	71

Midlands

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3501	100	3504	100	3507	100	3509	100	3512	100	3514	100
TV Households	3424	98	3426	98	3429	98	3431	98	3434	98	3437	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3517	100	3520	100	3522	100	3525	100	3527	100	3530	100
TV Households	3439	98	3442	98	3444	98	3447	98	3449	98	3452	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3424	100	3426	100	3429	100	3431	100	3434	100	3437	100
Social Class													
	AB	662	19	662	19	663	19	664	19	664	19	665	19
	C1	886	26	887	26	888	26	888	26	889	26	890	26
	C2	649	19	649	19	650	19	650	19	651	19	651	19
	DE	1227	36	1228	36	1228	36	1229	36	1230	36	1231	36
Housewife Age													
	Under 25	192	6	192	6	192	6	192	6	192	6	192	6
	25 - 34	507	15	507	15	508	15	508	15	508	15	509	15
	35 - 44	687	20	688	20	688	20	689	20	689	20	690	20
	45 - 54	613	18	613	18	614	18	614	18	615	18	615	18
	55 - 64	571	17	571	17	572	17	572	17	572	17	573	17
	65 +	854	25	855	25	855	25	856	25	858	25	858	25
Size													
	1	1035	30	1035	30	1037	30	1038	30	1039	30	1039	30
	2	1179	34	1180	34	1181	34	1181	34	1182	34	1183	34
	3	536	16	537	16	537	16	537	16	538	16	538	16
	4+	674	20	674	20	674	20	675	20	675	20	677	20
Children													
	Without	2525	74	2526	74	2529	74	2530	74	2532	74	2534	74
	With	899	26	900	26	900	26	901	26	902	26	903	26

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3439	100	3442	100	3444	100	3447	100	3449	100	3452	100
Social Class													
	AB	665	19	666	19	666	19	667	19	666	19	667	19
	C1	890	26	891	26	892	26	892	26	893	26	894	26
	C2	652	19	652	19	653	19	653	19	654	19	654	19
	DE	1232	36	1233	36	1233	36	1235	36	1236	36	1237	36
Housewife Age													
	Under 25	193	6	192	6	193	6	193	6	193	6	193	6
	25 - 34	509	15	510	15	510	15	510	15	511	15	511	15
	35 - 44	690	20	691	20	691	20	692	20	692	20	693	20
	45 - 54	616	18	616	18	617	18	617	18	618	18	618	18
	55 - 64	573	17	574	17	574	17	575	17	575	17	575	17
	65 +	858	25	859	25	859	25	860	25	860	25	862	25
Size													
	1	1040	30	1041	30	1042	30	1042	30	1043	30	1043	30
	2	1184	34	1185	34	1186	34	1187	34	1188	34	1189	34
	3	539	16	539	16	539	16	540	16	540	16	541	16
	4+	676	20	677	20	677	20	678	20	678	20	679	20
Children													
	Without	2536	74	2538	74	2540	74	2542	74	2544	74	2546	74
	With	903	26	904	26	904	26	905	26	905	26	906	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7635	100	7641	100	7647	100	7652	100	7658	100	7664	100
Age												
4 - 9	572	7	572	7	573	7	573	7	574	7	574	7
10 - 15	614	8	615	8	615	8	616	8	616	8	617	8
16 - 24	939	12	940	12	940	12	941	12	942	12	943	12
25 - 34	960	13	960	13	962	13	962	13	962	13	963	13
35 - 44	1222	16	1223	16	1224	16	1224	16	1226	16	1226	16
45 - 54	1064	14	1065	14	1066	14	1067	14	1067	14	1068	14
55 - 64	982	13	983	13	983	13	984	13	985	13	986	13
65 +	1282	17	1283	17	1284	17	1285	17	1286	17	1287	17
Adults												
Total	6449	100	6454	100	6459	100	6463	100	6468	100	6473	100
AB	1334	21	1335	21	1336	21	1337	21	1338	21	1339	21
C1	1705	26	1706	26	1707	26	1709	26	1710	26	1711	26
C2	1363	21	1364	21	1366	21	1365	21	1367	21	1368	21
DE	2047	32	2049	32	2050	32	2052	32	2053	32	2055	32

Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7669	100	7675	100	7681	100	7687	100	7692	100	7698	100
Age												
4 - 9	574	7	575	7	575	7	576	7	576	7	577	7
10 - 15	617	8	617	8	618	8	618	8	619	8	619	8
16 - 24	943	12	944	12	945	12	945	12	946	12	946	12
25 - 34	964	13	965	13	965	13	966	13	967	13	968	13
35 - 44	1228	16	1229	16	1230	16	1231	16	1231	16	1233	16
45 - 54	1069	14	1070	14	1070	14	1071	14	1072	14	1073	14
55 - 64	986	13	987	13	988	13	989	13	989	13	990	13
65 +	1288	17	1288	17	1290	17	1291	17	1292	17	1292	17
Adults												
Total	6478	100	6483	100	6488	100	6493	100	6497	100	6502	100
AB	1340	21	1341	21	1342	21	1343	21	1344	21	1345	21
C1	1712	26	1714	26	1715	26	1716	26	1718	26	1719	26
C2	1370	21	1370	21	1372	21	1372	21	1373	21	1374	21
DE	2056	32	2058	32	2059	32	2062	32	2062	32	2064	32

Table4a												
Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3747	100	3749	100	3752	100	3755	100	3758	100	3760	100
Age												
4 - 15	607	16	607	16	607	16	608	16	609	16	608	16
16 - 24	474	13	474	13	474	13	475	13	475	13	476	13
25 - 34	470	13	470	13	471	13	471	13	471	13	471	13
35 - 44	609	16	610	16	610	16	610	16	612	16	612	16
45 - 54	530	14	530	14	531	14	532	14	531	14	532	14
55 - 64	485	13	486	13	486	13	486	13	486	13	487	13
65 +	572	15	572	15	573	15	573	15	574	15	574	15
Adults												
Total	3140	100	3142	100	3145	100	3147	100	3149	100	3152	100
AB	677	22	677	22	678	22	678	22	679	22	679	22
C1	824	26	825	26	825	26	826	26	826	26	827	26
C2	723	23	723	23	724	23	724	23	725	23	726	23
DE	916	29	917	29	918	29	919	29	919	29	920	29
Working F/T	1896	60	1898	60	1899	60	1900	60	1902	60	1904	60
Not Working	1244	40	1244	40	1246	40	1247	40	1247	40	1248	40

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3763	100	3766	100	3769	100	3772	100	3774	100	3777	100
Age												
4 - 15	609	16	609	16	610	16	611	16	611	16	612	16
16 - 24	476	13	476	13	476	13	476	13	477	13	477	13
25 - 34	472	13	473	13	473	13	473	13	473	13	474	13
35 - 44	612	16	613	16	613	16	614	16	614	16	615	16
45 - 54	532	14	532	14	533	14	533	14	534	14	534	14
55 - 64	487	13	488	13	488	13	489	13	488	13	489	13
65 +	575	15	575	15	576	15	576	15	577	15	576	15
Adults												
Total	3154	100	3157	100	3159	100	3161	100	3163	100	3165	100
AB	680	22	681	22	681	22	682	22	682	22	682	22
C1	827	26	828	26	829	26	829	26	830	26	831	26
C2	727	23	726	23	727	23	727	23	728	23	728	23
DE	920	29	922	29	922	29	923	29	923	29	924	29
Working F/T	1905	60	1907	60	1908	60	1909	60	1910	60	1912	60
Not Working	1249	40	1250	40	1251	40	1252	40	1253	40	1253	40

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3888	100	3892	100	3895	100	3897	100	3900	100	3904	100
Age												
4 - 15	579	15	580	15	581	15	581	15	581	15	583	15
16 - 24	465	12	466	12	466	12	466	12	467	12	467	12
25 - 34	490	13	490	13	491	13	491	13	491	13	492	13
35 - 44	613	16	613	16	614	16	614	16	614	16	614	16
45 - 54	534	14	535	14	535	14	535	14	536	14	536	14
55 - 64	497	13	497	13	497	13	498	13	499	13	499	13
65 +	710	18	711	18	711	18	712	18	712	18	713	18
Adults												
Total	3309	100	3312	100	3314	100	3316	100	3319	100	3321	100
AB	657	20	658	20	658	20	659	20	659	20	660	20
C1	881	27	881	27	882	27	883	27	884	27	884	27
C2	640	19	641	19	642	19	641	19	642	19	642	19
DE	1131	34	1132	34	1132	34	1133	34	1134	34	1135	34
Working F/T	1044	32	1044	32	1046	32	1047	32	1047	32	1047	32
Not Working	2265	68	2268	68	2268	68	2269	68	2272	68	2274	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3906	100	3909	100	3912	100	3915	100	3918	100	3921	100
Age												
4 - 15	582	15	583	15	583	15	583	15	584	15	584	15
16 - 24	467	12	468	12	469	12	469	12	469	12	469	12
25 - 34	492	13	492	13	492	13	493	13	494	13	494	13
35 - 44	616	16	616	16	617	16	617	16	617	16	618	16
45 - 54	537	14	538	14	537	14	538	14	538	14	539	14
55 - 64	499	13	499	13	500	13	500	13	501	13	501	13
65 +	713	18	713	18	714	18	715	18	715	18	716	18
Adults												
Total	3324	100	3326	100	3329	100	3332	100	3334	100	3337	100
AB	660	20	660	20	661	20	661	20	662	20	663	20
C1	885	27	886	27	886	27	887	27	888	27	888	27
C2	643	19	644	19	645	19	645	19	645	19	646	19
DE	1136	34	1136	34	1137	34	1139	34	1139	34	1140	34
Working F/T	1049	32	1049	32	1050	32	1051	32	1052	32	1053	32
Not Working	2275	68	2277	68	2279	68	2281	68	2282	68	2284	68

East

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1844	100	1846	100	1848	100	1850	100	1852	100	1853	100
TV Households	1802	98	1804	98	1805	98	1807	98	1809	98	1811	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1855	100	1857	100	1859	100	1861	100	1863	100	1865	100
TV Households	1813	98	1815	98	1816	98	1818	98	1820	98	1822	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1802	100	1804	100	1805	100	1807	100	1809	100	1811	100
Social Class													
	AB	359	20	360	20	359	20	360	20	360	20	361	20
	C1	514	29	515	29	515	29	516	29	516	29	517	29
	C2	363	20	363	20	364	20	364	20	364	20	365	20
	DE	566	31	566	31	567	31	567	31	569	31	568	31
Housewife Age													
	Under 25	90	5	90	5	90	5	90	5	90	5	90	5
	25 - 34	274	15	275	15	275	15	275	15	276	15	276	15
	35 - 44	350	19	351	19	351	19	351	19	352	19	352	19
	45 - 54	320	18	321	18	321	18	321	18	322	18	322	18
	55 - 64	319	18	319	18	320	18	320	18	320	18	321	18
	65 +	449	25	448	25	448	25	450	25	449	25	450	25
Size													
	1	528	29	528	29	528	29	530	29	530	29	530	29
	2	669	37	670	37	671	37	671	37	672	37	673	37
	3	258	14	259	14	259	14	259	14	259	14	260	14
	4+	347	19	347	19	347	19	347	19	348	19	348	19
Children													
	Without	1334	74	1336	74	1336	74	1338	74	1339	74	1341	74
	With	468	26	468	26	469	26	469	26	470	26	470	26

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1813	100	1815	100	1816	100	1818	100	1820	100	1822	100
Social Class													
	AB	361	20	362	20	361	20	362	20	363	20	363	20
	C1	517	29	518	29	518	29	519	29	519	29	520	29
	C2	365	20	365	20	366	20	366	20	367	20	367	20
	DE	570	31	570	31	571	31	571	31	571	31	572	31
Housewife Age													
	Under 25	90	5	91	5	89	5	90	5	90	5	90	5
	25 - 34	276	15	276	15	277	15	277	15	277	15	278	15
	35 - 44	352	19	353	19	353	19	354	19	354	19	354	19
	45 - 54	322	18	323	18	323	18	323	18	324	18	324	18
	55 - 64	321	18	321	18	322	18	322	18	322	18	323	18
	65 +	452	25	451	25	452	25	452	25	453	25	453	25
Size													
	1	531	29	531	29	532	29	532	29	533	29	534	29
	2	673	37	674	37	675	37	675	37	676	37	677	37
	3	260	14	260	14	260	14	261	14	261	14	261	14
	4+	349	19	350	19	349	19	350	19	350	19	350	19
Children													
	Without	1342	74	1344	74	1344	74	1346	74	1348	74	1349	74
	With	471	26	471	26	472	26	472	26	472	26	473	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3963	100	3967	100	3971	100	3976	100	3980	100	3984	100
Age												
4 - 9	293	7	293	7	294	7	294	7	294	7	295	7
10 - 15	316	8	316	8	315	8	317	8	317	8	317	8
16 - 24	431	11	432	11	432	11	432	11	433	11	434	11
25 - 34	497	13	497	13	498	13	499	13	499	13	499	13
35 - 44	631	16	632	16	633	16	633	16	634	16	634	16
45 - 54	557	14	557	14	558	14	558	14	559	14	559	14
55 - 64	551	14	552	14	552	14	553	14	553	14	554	14
65 +	687	17	688	17	689	17	690	17	691	17	692	17
Adults												
Total	3354	100	3358	100	3362	100	3365	100	3369	100	3372	100
AB	720	21	721	21	722	21	723	21	723	21	724	21
C1	976	29	977	29	978	29	979	29	980	29	981	29
C2	737	22	738	22	739	22	739	22	742	22	741	22
DE	921	27	922	27	923	27	924	27	924	27	926	27

Table 3 All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3988	100	3992	100	3996	100	4000	100	4004	100	4008	100
Age												
4 - 9	295	7	295	7	296	7	296	7	296	7	297	7
10 - 15	318	8	318	8	318	8	318	8	319	8	319	8
16 - 24	433	11	434	11	434	11	435	11	435	11	436	11
25 - 34	500	13	500	13	501	13	501	13	502	13	502	13
35 - 44	635	16	636	16	637	16	637	16	638	16	638	16
45 - 54	560	14	561	14	560	14	562	14	562	14	563	14
55 - 64	555	14	555	14	556	14	556	14	557	14	557	14
65 +	692	17	693	17	694	17	695	17	695	17	696	17
Adults												
Total	3375	100	3379	100	3382	100	3386	100	3389	100	3392	100
AB	724	21	725	21	726	21	727	21	727	21	728	21
C1	983	29	983	29	984	29	985	29	987	29	987	29
C2	742	22	744	22	744	22	745	22	745	22	746	22
DE	926	27	927	27	928	27	929	27	930	27	931	27

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1950	100	1952	100	1954	100	1956	100	1958	100	1961	100
Age												
4 - 15	321	16	321	16	321	16	321	16	322	16	323	16
16 - 24	215	11	216	11	216	11	216	11	217	11	217	11
25 - 34	243	12	242	12	243	12	244	12	243	12	243	12
35 - 44	312	16	312	16	313	16	312	16	313	16	313	16
45 - 54	271	14	272	14	272	14	272	14	272	14	273	14
55 - 64	273	14	273	14	273	14	274	14	274	14	274	14
65 +	315	16	316	16	316	16	317	16	317	16	318	16
Adults												
Total	1629	100	1631	100	1633	100	1635	100	1636	100	1638	100
AB	364	22	364	22	365	22	365	22	365	22	365	22
C1	454	28	455	28	455	28	456	28	456	28	457	28
C2	396	24	396	24	397	24	397	24	399	24	398	24
DE	415	25	416	26	416	25	417	26	416	25	418	26
Working F/T	1044	64	1045	64	1046	64	1047	64	1048	64	1049	64
Not Working	585	36	586	36	587	36	588	36	588	36	589	36

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1963	100	1964	100	1966	100	1968	100	1970	100	1972	100
Age												
4 - 15	323	16	323	16	323	16	323	16	324	16	324	16
16 - 24	217	11	217	11	217	11	218	11	217	11	218	11
25 - 34	244	12	244	12	244	12	244	12	245	12	245	12
35 - 44	313	16	314	16	315	16	315	16	315	16	316	16
45 - 54	273	14	273	14	273	14	273	14	274	14	274	14
55 - 64	275	14	275	14	275	14	275	14	276	14	276	14
65 +	318	16	318	16	319	16	320	16	319	16	319	16
Adults												
Total	1640	100	1641	100	1643	100	1645	100	1646	100	1648	100
AB	366	22	366	22	367	22	367	22	367	22	368	22
C1	458	28	458	28	458	28	459	28	460	28	459	28
C2	399	24	399	24	399	24	400	24	400	24	401	24
DE	417	25	418	25	419	26	419	25	419	25	420	25
Working F/T	1051	64	1052	64	1053	64	1054	64	1055	64	1056	64
Not Working	589	36	589	36	590	36	591	36	591	36	592	36

Table4b Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2013	100	2015	100	2017	100	2020	100	2022	100	2023	100
Age												
4 - 15	288	14	288	14	288	14	290	14	289	14	289	14
16 - 24	216	11	216	11	216	11	216	11	216	11	217	11
25 - 34	254	13	255	13	255	13	255	13	256	13	256	13
35 - 44	319	16	320	16	320	16	321	16	321	16	321	16
45 - 54	286	14	285	14	286	14	286	14	287	14	286	14
55 - 64	278	14	279	14	279	14	279	14	279	14	280	14
65 +	372	18	372	18	373	18	373	18	374	18	374	18
Adults												
Total	1725	100	1727	100	1729	100	1730	100	1733	100	1734	100
AB	356	21	357	21	357	21	358	21	358	21	359	21
C1	522	30	522	30	523	30	523	30	524	30	524	30
C2	341	20	342	20	342	20	342	20	343	20	343	20
DE	506	29	506	29	507	29	507	29	508	29	508	29
Working F/T	551	32	552	32	553	32	553	32	554	32	554	32
Not Working	1174	68	1175	68	1176	68	1177	68	1179	68	1180	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2025	100	2028	100	2030	100	2032	100	2034	100	2036	100
Age												
4 - 15	290	14	290	14	291	14	291	14	291	14	292	14
16 - 24	216	11	217	11	217	11	217	11	218	11	218	11
25 - 34	256	13	256	13	257	13	257	13	257	13	257	13
35 - 44	322	16	322	16	322	16	322	16	323	16	322	16
45 - 54	287	14	288	14	287	14	289	14	288	14	289	14
55 - 64	280	14	280	14	281	14	281	14	281	14	281	14
65 +	374	18	375	18	375	18	375	18	376	18	377	19
Adults												
Total	1735	100	1738	100	1739	100	1741	100	1743	100	1744	100
AB	358	21	359	21	359	21	360	21	360	21	360	21
C1	525	30	525	30	526	30	526	30	527	30	528	30
C2	343	20	345	20	345	20	345	20	345	20	345	20
DE	509	29	509	29	509	29	510	29	511	29	511	29
Working F/T	554	32	555	32	555	32	556	32	556	32	557	32
Not Working	1181	68	1183	68	1184	68	1185	68	1187	68	1187	68

West

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	978	100	979	100	980	100	981	100	982	100	983	100
TV Households	964	99	965	99	966	99	966	98	967	98	968	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	984	100	985	100	985	100	986	100	987	100	988	100
TV Households	969	98	970	98	971	99	972	99	973	99	974	99

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		964	100	965	100	966	100	966	100	967	100	968	100
Social Class													
	AB	201	21	201	21	202	21	200	21	201	21	202	21
	C1	286	30	286	30	287	30	287	30	287	30	287	30
	C2	202	21	202	21	202	21	203	21	203	21	203	21
	DE	275	29	276	29	275	28	276	29	276	29	276	29
Housewife Age													
	Under 25	47	5	48	5	47	5	47	5	47	5	47	5
	25 - 34	148	15	148	15	148	15	148	15	148	15	149	15
	35 - 44	195	20	195	20	196	20	196	20	196	20	196	20
	45 - 54	170	18	170	18	171	18	171	18	171	18	171	18
	55 - 64	160	17	160	17	160	17	160	17	160	17	160	17
	65 +	244	25	244	25	244	25	244	25	245	25	245	25
Size													
	1	297	31	298	31	298	31	298	31	299	31	299	31
	2	361	37	361	37	362	37	362	37	362	37	363	38
	3	129	13	129	13	129	13	129	13	129	13	129	13
	4+	177	18	177	18	177	18	177	18	177	18	177	18
Children													
	Without	741	77	742	77	742	77	742	77	743	77	744	77
	With	223	23	223	23	224	23	224	23	224	23	224	23

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		969	100	970	100	971	100	972	100	973	100	974	100
Social Class													
	AB	202	21	202	21	202	21	203	21	203	21	203	21
	C1	288	30	288	30	288	30	289	30	289	30	289	30
	C2	203	21	203	21	204	21	204	21	204	21	204	21
	DE	276	28	277	29	277	29	276	28	277	28	278	29
Housewife Age													
	Under 25	47	5	47	5	47	5	47	5	48	5	47	5
	25 - 34	149	15	149	15	149	15	149	15	149	15	149	15
	35 - 44	196	20	197	20	197	20	197	20	197	20	197	20
	45 - 54	171	18	171	18	172	18	172	18	172	18	172	18
	55 - 64	160	17	161	17	161	17	161	17	161	17	161	17
	65 +	246	25	245	25	245	25	246	25	246	25	248	25
Size													
	1	299	31	299	31	300	31	300	31	301	31	300	31
	2	363	37	363	37	364	37	364	37	364	37	365	37
	3	129	13	129	13	130	13	130	13	130	13	130	13
	4+	178	18	179	18	177	18	178	18	178	18	179	18
Children													
	Without	745	77	746	77	746	77	747	77	748	77	749	77
	With	224	23	224	23	225	23	225	23	225	23	225	23

Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2101	100	2103	100	2105	100	2107	100	2109	100	2111	100
Age												
4 - 9	147	7	147	7	147	7	148	7	148	7	148	7
10 - 15	160	8	160	8	160	8	160	8	160	8	160	8
16 - 24	227	11	227	11	227	11	228	11	228	11	228	11
25 - 34	252	12	253	12	253	12	253	12	253	12	254	12
35 - 44	348	17	348	17	350	17	349	17	350	17	350	17
45 - 54	302	14	303	14	302	14	302	14	303	14	303	14
55 - 64	287	14	287	14	288	14	288	14	288	14	289	14
65 +	378	18	378	18	378	18	379	18	379	18	379	18
Adults												
Total	1794	100	1796	100	1798	100	1799	100	1801	100	1803	100
AB	389	22	390	22	390	22	391	22	391	22	392	22
C1	538	30	538	30	539	30	539	30	540	30	540	30
C2	415	23	416	23	416	23	416	23	417	23	417	23
DE	452	25	452	25	453	25	453	25	453	25	454	25

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2113	100	2115	100	2117	100	2119	100	2121	100	2123	100
Age												
4 - 9	147	7	148	7	148	7	148	7	149	7	149	7
10 - 15	161	8	161	8	161	8	161	8	161	8	161	8
16 - 24	228	11	228	11	229	11	229	11	229	11	229	11
25 - 34	254	12	254	12	254	12	255	12	255	12	255	12
35 - 44	350	17	351	17	351	17	351	17	352	17	352	17
45 - 54	304	14	304	14	304	14	304	14	305	14	305	14
55 - 64	289	14	289	14	289	14	290	14	290	14	290	14
65 +	380	18	380	18	381	18	381	18	380	18	382	18
Adults												
Total	1805	100	1806	100	1808	100	1810	100	1811	100	1813	100
AB	392	22	392	22	392	22	393	22	393	22	394	22
C1	541	30	542	30	542	30	542	30	543	30	543	30
C2	418	23	417	23	418	23	419	23	419	23	420	23
DE	454	25	455	25	456	25	456	25	456	25	456	25

Table4a												
Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1025	100	1026	100	1027	100	1028	100	1029	100	1030	100
Age												
4 - 15	160	16	160	16	160	16	160	16	160	16	160	16
16 - 24	117	11	117	11	117	11	118	11	118	11	118	11
25 - 34	125	12	126	12	126	12	126	12	126	12	126	12
35 - 44	170	17	170	17	171	17	170	17	171	17	171	17
45 - 54	144	14	145	14	144	14	145	14	145	14	145	14
55 - 64	141	14	141	14	141	14	141	14	141	14	142	14
65 +	168	16	167	16	168	16	168	16	168	16	168	16
Adults												
Total	865	100	866	100	867	100	868	100	869	100	870	100
AB	197	23	197	23	197	23	198	23	198	23	198	23
C1	251	29	251	29	252	29	251	29	252	29	252	29
C2	216	25	217	25	216	25	217	25	217	25	217	25
DE	201	23	201	23	202	23	202	23	202	23	203	23
Working F/T	539	62	540	62	540	62	541	62	542	62	542	62
Not Working	326	38	326	38	327	38	327	38	327	38	328	38

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	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	1036	100
Age												
4 - 15	160	16	161	16	161	16	161	16	162	16	162	16
16 - 24	118	11	118	11	119	12	118	11	118	11	118	11
25 - 34	126	12	126	12	126	12	127	12	127	12	127	12
35 - 44	171	17	172	17	172	17	172	17	172	17	172	17
45 - 54	145	14	145	14	145	14	145	14	145	14	146	14
55 - 64	143	14	142	14	142	14	142	14	142	14	142	14
65 +	168	16	168	16	168	16	169	16	169	16	169	16
Adults												
Total	871	100	871	100	872	100	873	100	873	100	874	100
AB	199	23	198	23	198	23	198	23	199	23	199	23
C1	252	29	253	29	253	29	253	29	253	29	253	29
C2	218	25	217	25	218	25	218	25	218	25	218	25
DE	202	23	203	23	203	23	204	23	203	23	204	23
Working F/T	543	62	543	62	544	62	544	62	544	62	545	62
Not Working	328	38	328	38	328	38	329	38	329	38	329	38

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1076	100	1077	100	1078	100	1079	100	1080	100	1081	100
Age												
4 - 15	147	14	147	14	147	14	148	14	148	14	148	14
16 - 24	110	10	110	10	110	10	110	10	110	10	110	10
25 - 34	127	12	127	12	127	12	127	12	127	12	128	12
35 - 44	178	17	178	17	179	17	179	17	179	17	179	17
45 - 54	158	15	158	15	158	15	157	15	158	15	158	15
55 - 64	146	14	146	14	147	14	147	14	147	14	147	14
65 +	210	20	211	20	210	19	211	20	211	20	211	20
Adults												
Total	929	100	930	100	931	100	931	100	932	100	933	100
AB	192	21	193	21	193	21	193	21	193	21	194	21
C1	287	31	287	31	287	31	288	31	288	31	288	31
C2	199	21	199	21	200	21	199	21	200	21	200	21
DE	251	27	251	27	251	27	251	27	251	27	251	27
Working F/T	264	28	264	28	265	28	264	28	264	28	265	28
Not Working	665	72	666	72	666	72	667	72	668	72	668	72

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	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	148	14	148	14	148	14	148	14	148	14	148	14
16 - 24	110	10	110	10	110	10	111	10	111	10	111	10
25 - 34	128	12	128	12	128	12	128	12	128	12	128	12
35 - 44	179	17	179	17	179	17	179	17	180	17	180	17
45 - 54	159	15	159	15	159	15	159	15	160	15	159	15
55 - 64	146	13	147	14	147	14	148	14	148	14	148	14
65 +	212	20	212	20	213	20	212	20	211	19	213	20
Adults												
Total	934	100	935	100	936	100	937	100	938	100	939	100
AB	193	21	194	21	194	21	195	21	194	21	195	21
C1	289	31	289	31	289	31	289	31	290	31	290	31
C2	200	21	200	21	200	21	201	21	201	21	202	22
DE	252	27	252	27	253	27	252	27	253	27	252	27
Working F/T	265	28	266	28	265	28	266	28	267	28	267	28
Not Working	669	72	669	72	671	72	671	72	671	72	672	72

South West

Projections for		Television Reception											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		844	100	845	100	846	100	846	100	847	100	848	100
TV Households		822	97	822	97	823	97	824	97	825	97	826	97

Projections for		Television Reception											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		849	100	850	100	851	100	852	100	853	100	854	100
TV Households		827	97	828	97	829	97	830	97	831	97	831	97

Projections for		TV Households																							
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		822	100	822	100	823	100	824	100	825	100	826	100												
Social Class																									
	AB	173	21	173	21	173	21	173	21	173	21	173	21												
	C1	228	28	228	28	228	28	228	28	229	28	229	28												
	C2	166	20	166	20	166	20	166	20	167	20	167	20												
	DE	255	31	255	31	256	31	257	31	256	31	257	31												
Housewife Age																									
	Under 25	41	5	41	5	41	5	41	5	42	5	41	5												
	25 - 34	106	13	106	13	106	13	106	13	106	13	106	13												
	35 - 44	149	18	149	18	150	18	150	18	150	18	150	18												
	45 - 54	138	17	138	17	138	17	138	17	138	17	139	17												
	55 - 64	151	18	151	18	151	18	151	18	151	18	152	18												
	65 +	237	29	237	29	237	29	238	29	238	29	238	29												
Size																									
	1	254	31	255	31	255	31	255	31	256	31	256	31												
	2	304	37	304	37	305	37	305	37	305	37	306	37												
	3	114	14	114	14	114	14	114	14	114	14	114	14												
	4+	150	18	149	18	149	18	150	18	150	18	150	18												
Children																									
	Without	625	76	625	76	626	76	627	76	627	76	628	76												
	With	197	24	197	24	197	24	197	24	198	24	198	24												

TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	827	100	828	100	829	100	830	100	831	100	831	100
Social Class												
AB	174	21	175	21	174	21	174	21	175	21	175	21
C1	229	28	229	28	230	28	230	28	230	28	230	28
C2	167	20	167	20	167	20	168	20	168	20	168	20
DE	257	31	257	31	258	31	258	31	258	31	258	31
Housewife Age												
Under 25	40	5	41	5	41	5	41	5	41	5	41	5
25 - 34	107	13	107	13	107	13	107	13	107	13	107	13
35 - 44	150	18	150	18	150	18	151	18	151	18	151	18
45 - 54	139	17	139	17	139	17	139	17	139	17	139	17
55 - 64	152	18	152	18	152	18	152	18	152	18	153	18
65 +	239	29	239	29	240	29	240	29	241	29	240	29
Size												
1	256	31	256	31	256	31	257	31	257	31	257	31
2	306	37	306	37	307	37	307	37	307	37	308	37
3	114	14	115	14	115	14	115	14	115	14	115	14
4+	151	18	151	18	151	18	151	18	152	18	151	18
Children												
Without	629	76	629	76	630	76	631	76	632	76	632	76
With	198	24	199	24	199	24	199	24	199	24	199	24

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1781	100	1783	100	1785	100	1786	100	1788	100	1790	100
Age												
4 - 9	122	7	122	7	122	7	121	7	122	7	122	7
10 - 15	135	8	136	8	136	8	136	8	136	8	136	8
16 - 24	206	12	205	11	206	12	207	12	207	12	207	12
25 - 34	199	11	200	11	200	11	200	11	200	11	201	11
35 - 44	258	14	259	15	259	15	258	14	259	14	259	14
45 - 54	241	14	241	14	241	14	242	14	242	14	242	14
55 - 64	257	14	257	14	258	14	258	14	258	14	258	14
65 +	363	20	363	20	363	20	364	20	364	20	365	20
Adults												
Total	1524	100	1525	100	1527	100	1529	100	1530	100	1532	100
AB	338	22	338	22	339	22	339	22	339	22	339	22
C1	438	29	439	29	439	29	439	29	440	29	441	29
C2	336	22	337	22	337	22	338	22	338	22	338	22
DE	412	27	411	27	412	27	413	27	413	27	414	27

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1792	100	1794	100	1796	100	1798	100	1800	100	1802	100
Age												
4 - 9	122	7	123	7	122	7	123	7	123	7	123	7
10 - 15	136	8	136	8	137	8	137	8	137	8	137	8
16 - 24	207	12	207	12	207	12	208	12	207	12	208	12
25 - 34	201	11	201	11	202	11	201	11	202	11	202	11
35 - 44	260	15	260	14	260	14	260	14	261	15	261	14
45 - 54	242	14	243	14	243	14	243	14	243	14	244	14
55 - 64	259	14	259	14	259	14	260	14	260	14	260	14
65 +	365	20	365	20	366	20	366	20	367	20	367	20
Adults												
Total	1534	100	1535	100	1537	100	1538	100	1540	100	1542	100
AB	340	22	340	22	341	22	340	22	341	22	341	22
C1	441	29	442	29	442	29	443	29	443	29	444	29
C2	339	22	339	22	339	22	340	22	340	22	341	22
DE	414	27	414	27	415	27	415	27	416	27	416	27

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	865	100	866	100	867	100	868	100	869	100	870	100
Age												
4 - 15	133	15	133	15	133	15	133	15	134	15	133	15
16 - 24	102	12	101	12	102	12	102	12	103	12	103	12
25 - 34	100	12	101	12	101	12	101	12	100	12	101	12
35 - 44	123	14	124	14	124	14	124	14	124	14	125	14
45 - 54	118	14	118	14	118	14	118	14	118	14	118	14
55 - 64	124	14	124	14	124	14	125	14	125	14	125	14
65 +	165	19	165	19	165	19	165	19	165	19	165	19
Adults												
Total	732	100	733	100	734	100	735	100	735	100	737	100
AB	166	23	166	23	167	23	166	23	166	23	167	23
C1	207	28	207	28	207	28	208	28	208	28	208	28
C2	177	24	177	24	177	24	178	24	178	24	178	24
DE	182	25	183	25	183	25	183	25	183	25	184	25
Working F/T	404	55	405	55	406	55	406	55	406	55	407	55
Not Working	328	45	328	45	328	45	329	45	329	45	330	45

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	870	100	871	100	872	100	873	100	874	100	875	100
Age												
4 - 15	133	15	134	15	134	15	134	15	134	15	134	15
16 - 24	103	12	102	12	102	12	103	12	103	12	103	12
25 - 34	101	12	101	12	102	12	101	12	101	12	102	12
35 - 44	125	14	124	14	124	14	124	14	125	14	125	14
45 - 54	118	14	119	14	119	14	119	14	119	14	119	14
55 - 64	125	14	125	14	125	14	126	14	125	14	126	14
65 +	165	19	166	19	166	19	166	19	167	19	166	19
Adults												
Total	737	100	737	100	738	100	739	100	740	100	741	100
AB	167	23	167	23	167	23	167	23	167	23	167	23
C1	208	28	208	28	209	28	209	28	209	28	210	28
C2	178	24	179	24	178	24	179	24	179	24	180	24
DE	184	25	183	25	184	25	184	25	185	25	184	25
Working F/T	407	55	407	55	407	55	408	55	409	55	409	55
Not Working	330	45	330	45	331	45	331	45	331	45	332	45

Table4b Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	916	100	917	100	918	100	918	100	919	100	920	100
Age												
4 - 15	124	14	125	14	125	14	124	14	124	13	125	14
16 - 24	104	11	104	11	104	11	105	11	104	11	104	11
25 - 34	99	11	99	11	99	11	99	11	100	11	100	11
35 - 44	135	15	135	15	135	15	134	15	135	15	134	15
45 - 54	123	13	123	13	123	13	124	14	124	13	124	13
55 - 64	133	15	133	15	134	15	133	14	133	14	133	14
65 +	198	22	198	22	198	22	199	22	199	22	200	22
Adults												
Total	792	100	792	100	793	100	794	100	795	100	795	100
AB	172	22	172	22	172	22	173	22	173	22	172	22
C1	231	29	232	29	232	29	231	29	232	29	233	29
C2	159	20	160	20	160	20	160	20	160	20	160	20
DE	230	29	228	29	229	29	230	29	230	29	230	29
Working F/T	222	28	222	28	221	28	223	28	223	28	223	28
Not Working	570	72	570	72	572	72	571	72	572	72	572	72

Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	922	100	923	100	924	100	925	100	926	100	927	100
Age												
4 - 15	125	14	125	14	125	14	126	14	126	14	126	14
16 - 24	104	11	105	11	105	11	105	11	104	11	105	11
25 - 34	100	11	100	11	100	11	100	11	101	11	100	11
35 - 44	135	15	136	15	136	15	136	15	136	15	136	15
45 - 54	124	13	124	13	124	13	124	13	124	13	125	13
55 - 64	134	15	134	15	134	15	134	14	135	15	134	14
65 +	200	22	199	22	200	22	200	22	200	22	201	22
Adults												
Total	797	100	798	100	799	100	799	100	800	100	801	100
AB	173	22	173	22	174	22	173	22	174	22	174	22
C1	233	29	234	29	233	29	234	29	234	29	234	29
C2	161	20	160	20	161	20	161	20	161	20	161	20
DE	230	29	231	29	231	29	231	29	231	29	232	29
Working F/T	223	28	224	28	224	28	224	28	224	28	225	28
Not Working	574	72	574	72	575	72	575	72	576	72	576	72

South

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2127	100	2128	100	2130	100	2132	100	2133	100	2135	100
TV Households	2081	98	2083	98	2084	98	2086	98	2088	98	2089	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2137	100	2138	100	2140	100	2142	100	2143	100	2145	100
TV Households	2091	98	2093	98	2094	98	2096	98	2097	98	2099	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2081	100	2083	100	2084	100	2086	100	2088	100	2089	100
Social Class													
	AB	608	29	608	29	609	29	610	29	610	29	610	29
	C1	661	32	661	32	662	32	662	32	663	32	663	32
	C2	365	18	366	18	366	18	366	18	366	18	367	18
	DE	447	21	448	22	447	21	448	21	449	22	449	21
Housewife Age													
	Under 25	90	4	91	4	89	4	90	4	90	4	89	4
	25 - 34	302	15	302	14	302	14	303	15	303	15	303	15
	35 - 44	412	20	412	20	413	20	413	20	413	20	414	20
	45 - 54	372	18	372	18	373	18	373	18	373	18	374	18
	55 - 64	358	17	359	17	359	17	359	17	360	17	360	17
	65 +	547	26	547	26	548	26	548	26	549	26	549	26
Size													
	1	630	30	630	30	631	30	632	30	632	30	633	30
	2	745	36	746	36	747	36	747	36	748	36	748	36
	3	298	14	299	14	299	14	299	14	299	14	300	14
	4+	408	20	408	20	407	20	408	20	409	20	408	20
Children													
	Without	1557	75	1558	75	1559	75	1560	75	1562	75	1563	75
	With	524	25	525	25	525	25	526	25	526	25	526	25

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2091	100	2093	100	2094	100	2096	100	2097	100	2099	100
Social Class													
	AB	611	29	612	29	611	29	613	29	612	29	613	29
	C1	664	32	664	32	665	32	665	32	666	32	666	32
	C2	367	18	367	18	368	18	368	18	368	18	368	18
	DE	449	21	450	22	450	21	450	21	451	22	452	22
Housewife Age													
	Under 25	91	4	90	4	90	4	90	4	90	4	90	4
	25 - 34	303	14	304	15	304	15	304	15	304	15	304	14
	35 - 44	414	20	414	20	415	20	415	20	415	20	416	20
	45 - 54	374	18	374	18	374	18	375	18	375	18	375	18
	55 - 64	360	17	360	17	361	17	361	17	361	17	362	17
	65 +	549	26	551	26	550	26	551	26	552	26	552	26
Size													
	1	633	30	633	30	634	30	634	30	635	30	635	30
	2	749	36	750	36	750	36	751	36	751	36	752	36
	3	300	14	300	14	300	14	300	14	301	14	301	14
	4+	409	20	410	20	410	20	411	20	410	20	411	20
Children													
	Without	1564	75	1566	75	1566	75	1568	75	1568	75	1570	75
	With	527	25	527	25	528	25	528	25	529	25	529	25

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4597	100	4601	100	4604	100	4608	100	4612	100	4615	100
Age												
4 - 9	339	7	339	7	340	7	340	7	340	7	340	7
10 - 15	361	8	362	8	362	8	362	8	363	8	363	8
16 - 24	507	11	508	11	508	11	508	11	509	11	510	11
25 - 34	561	12	561	12	562	12	563	12	563	12	563	12
35 - 44	742	16	743	16	743	16	744	16	744	16	744	16
45 - 54	660	14	661	14	661	14	661	14	662	14	663	14
55 - 64	613	13	613	13	614	13	614	13	615	13	615	13
65 +	814	18	814	18	814	18	816	18	816	18	817	18
Adults												
Total	3897	100	3900	100	3902	100	3906	100	3909	100	3912	100
AB	1194	31	1194	31	1195	31	1196	31	1197	31	1198	31
C1	1247	32	1249	32	1250	32	1251	32	1252	32	1253	32
C2	756	19	757	19	756	19	757	19	758	19	758	19
DE	700	18	700	18	701	18	702	18	702	18	703	18

Table 3 All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4619	100	4622	100	4626	100	4629	100	4633	100	4637	100
Age												
4 - 9	341	7	341	7	341	7	341	7	342	7	342	7
10 - 15	363	8	364	8	364	8	365	8	364	8	365	8
16 - 24	509	11	510	11	510	11	510	11	511	11	511	11
25 - 34	564	12	564	12	565	12	565	12	566	12	567	12
35 - 44	746	16	746	16	746	16	748	16	747	16	748	16
45 - 54	663	14	664	14	665	14	664	14	666	14	666	14
55 - 64	616	13	616	13	616	13	617	13	617	13	618	13
65 +	817	18	817	18	819	18	819	18	820	18	820	18
Adults												
Total	3915	100	3917	100	3921	100	3923	100	3927	100	3930	100
AB	1199	31	1200	31	1201	31	1201	31	1202	31	1204	31
C1	1254	32	1255	32	1255	32	1257	32	1258	32	1258	32
C2	759	19	760	19	761	19	761	19	761	19	762	19
DE	703	18	702	18	704	18	704	18	706	18	706	18

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2233	100	2235	100	2237	100	2238	100	2240	100	2242	100
Age												
4 - 15	352	16	352	16	353	16	352	16	353	16	353	16
16 - 24	263	12	263	12	264	12	263	12	263	12	264	12
25 - 34	268	12	268	12	268	12	269	12	269	12	269	12
35 - 44	367	16	367	16	367	16	368	16	368	16	368	16
45 - 54	326	15	327	15	327	15	327	15	327	15	328	15
55 - 64	292	13	292	13	292	13	292	13	293	13	293	13
65 +	365	16	366	16	366	16	367	16	367	16	367	16
Adults												
Total	1881	100	1883	100	1884	100	1886	100	1887	100	1889	100
AB	595	32	596	32	596	32	597	32	597	32	598	32
C1	579	31	579	31	580	31	580	31	581	31	581	31
C2	400	21	401	21	401	21	401	21	401	21	402	21
DE	307	16	307	16	307	16	308	16	308	16	308	16
Working F/T	1187	63	1189	63	1189	63	1190	63	1191	63	1192	63
Not Working	694	37	694	37	695	37	696	37	696	37	697	37

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2244	100	2245	100	2247	100	2248	100	2250	100	2252	100
Age												
4 - 15	354	16	354	16	354	16	354	16	354	16	355	16
16 - 24	264	12	264	12	264	12	264	12	265	12	265	12
25 - 34	269	12	270	12	270	12	270	12	270	12	270	12
35 - 44	369	16	369	16	369	16	370	16	369	16	370	16
45 - 54	328	15	328	15	329	15	328	15	330	15	329	15
55 - 64	293	13	293	13	293	13	294	13	293	13	294	13
65 +	367	16	367	16	368	16	368	16	369	16	369	16
Adults												
Total	1890	100	1891	100	1893	100	1894	100	1896	100	1897	100
AB	598	32	599	32	599	32	599	32	600	32	600	32
C1	582	31	582	31	583	31	583	31	584	31	584	31
C2	402	21	402	21	403	21	403	21	403	21	404	21
DE	308	16	308	16	308	16	309	16	309	16	309	16
Working F/T	1193	63	1194	63	1195	63	1196	63	1197	63	1198	63
Not Working	697	37	697	37	698	37	698	37	699	37	699	37

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2364	100	2366	100	2367	100	2370	100	2372	100	2373	100
Age												
4 - 15	348	15	349	15	349	15	350	15	350	15	350	15
16 - 24	244	10	245	10	244	10	245	10	246	10	246	10
25 - 34	293	12	293	12	294	12	294	12	294	12	294	12
35 - 44	375	16	376	16	376	16	376	16	376	16	376	16
45 - 54	334	14	334	14	334	14	334	14	335	14	335	14
55 - 64	321	14	321	14	322	14	322	14	322	14	322	14
65 +	449	19	448	19	448	19	449	19	449	19	450	19
Adults												
Total	2016	100	2017	100	2018	100	2020	100	2022	100	2023	100
AB	599	30	598	30	599	30	599	30	600	30	600	30
C1	668	33	670	33	670	33	671	33	671	33	672	33
C2	356	18	356	18	355	18	356	18	357	18	356	18
DE	393	19	393	19	394	20	394	20	394	19	395	20
Working F/T	665	33	665	33	666	33	667	33	667	33	668	33
Not Working	1351	67	1352	67	1352	67	1353	67	1355	67	1355	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2375	100	2377	100	2379	100	2381	100	2383	100	2385	100
Age												
4 - 15	350	15	351	15	351	15	352	15	352	15	352	15
16 - 24	245	10	246	10	246	10	246	10	246	10	246	10
25 - 34	295	12	294	12	295	12	295	12	296	12	297	12
35 - 44	377	16	377	16	377	16	378	16	378	16	378	16
45 - 54	335	14	336	14	336	14	336	14	336	14	337	14
55 - 64	323	14	323	14	323	14	323	14	324	14	324	14
65 +	450	19	450	19	451	19	451	19	451	19	451	19
Adults												
Total	2025	100	2026	100	2028	100	2029	100	2031	100	2033	100
AB	601	30	601	30	602	30	602	30	602	30	604	30
C1	672	33	673	33	672	33	674	33	674	33	674	33
C2	357	18	358	18	358	18	358	18	358	18	358	18
DE	395	20	394	19	396	20	395	19	397	20	397	20
Working F/T	668	33	668	33	669	33	669	33	670	33	670	33
Not Working	1357	67	1358	67	1359	67	1360	67	1361	67	1363	67

Yorkshire and Lincolnshire

Table 1		Television Reception											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2510	100	2512	100	2515	100	2517	100	2520	100	2522	100
TV Households		2454	98	2457	98	2459	98	2461	98	2464	98	2466	98

Table 1		Television Reception											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2524	100	2527	100	2529	100	2531	100	2534	100	2536	100
TV Households		2468	98	2471	98	2473	98	2475	98	2478	98	2480	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2454	100	2457	100	2459	100	2461	100	2464	100	2466	100
Social Class													
	AB	377	15	378	15	378	15	379	15	379	15	380	15
	C1	604	25	604	25	605	25	606	25	606	25	607	25
	C2	536	22	537	22	537	22	538	22	538	22	539	22
	DE	937	38	938	38	939	38	938	38	941	38	940	38
Housewife Age													
	Under 25	148	6	150	6	149	6	149	6	149	6	148	6
	25 - 34	364	15	364	15	364	15	365	15	365	15	366	15
	35 - 44	491	20	491	20	492	20	492	20	493	20	493	20
	45 - 54	434	18	434	18	435	18	435	18	436	18	436	18
	55 - 64	417	17	417	17	417	17	418	17	418	17	419	17
	65 +	600	24	601	24	602	24	602	24	603	24	604	24
Size													
	1	738	30	739	30	739	30	740	30	741	30	742	30
	2	877	36	878	36	879	36	880	36	881	36	881	36
	3	369	15	369	15	370	15	370	15	370	15	371	15
	4+	470	19	471	19	471	19	471	19	472	19	472	19
Children													
	Without	1802	73	1804	73	1806	73	1807	73	1809	73	1811	73
	With	652	27	653	27	653	27	654	27	655	27	655	27

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2468	100	2471	100	2473	100	2475	100	2478	100	2480	100
Social Class													
	AB	380	15	380	15	381	15	380	15	381	15	382	15
	C1	607	25	608	25	608	25	609	25	610	25	610	25
	C2	539	22	540	22	540	22	541	22	541	22	542	22
	DE	942	38	943	38	944	38	945	38	946	38	946	38
Housewife Age													
	Under 25	149	6	150	6	149	6	149	6	149	6	149	6
	25 - 34	366	15	366	15	367	15	367	15	367	15	368	15
	35 - 44	494	20	494	20	495	20	495	20	496	20	496	20
	45 - 54	437	18	437	18	437	18	438	18	438	18	439	18
	55 - 64	419	17	419	17	420	17	420	17	421	17	421	17
	65 +	603	24	605	24	605	24	606	24	607	24	607	24
Size													
	1	742	30	744	30	744	30	744	30	745	30	746	30
	2	882	36	883	36	884	36	885	36	886	36	886	36
	3	371	15	371	15	372	15	372	15	373	15	373	15
	4+	473	19	473	19	473	19	474	19	474	19	475	19
Children													
	Without	1813	73	1815	73	1816	73	1818	73	1820	73	1821	73
	With	655	27	656	27	657	27	657	27	658	27	659	27

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5443	100	5449	100	5454	100	5459	100	5464	100	5469	100
Age												
4 - 9	395	7	395	7	395	7	396	7	396	7	396	7
10 - 15	456	8	457	8	458	8	457	8	458	8	458	8
16 - 24	693	13	694	13	695	13	695	13	695	13	697	13
25 - 34	680	12	681	12	681	12	682	12	683	13	683	12
35 - 44	852	16	852	16	853	16	854	16	855	16	855	16
45 - 54	763	14	766	14	766	14	767	14	768	14	769	14
55 - 64	714	13	714	13	715	13	716	13	716	13	717	13
65 +	890	16	890	16	891	16	892	16	893	16	894	16
Adults												
Total	4592	100	4597	100	4601	100	4606	100	4610	100	4615	100
AB	781	17	781	17	782	17	783	17	784	17	784	17
C1	1161	25	1163	25	1164	25	1165	25	1165	25	1167	25
C2	1097	24	1098	24	1099	24	1100	24	1102	24	1103	24
DE	1553	34	1555	34	1556	34	1558	34	1559	34	1561	34

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5475	100	5480	100	5485	100	5490	100	5495	100	5500	100
Age												
4 - 9	397	7	397	7	398	7	398	7	399	7	398	7
10 - 15	459	8	459	8	459	8	460	8	460	8	461	8
16 - 24	697	13	698	13	699	13	699	13	700	13	701	13
25 - 34	684	12	684	12	685	12	686	12	686	12	687	12
35 - 44	856	16	858	16	858	16	859	16	860	16	860	16
45 - 54	769	14	771	14	771	14	771	14	772	14	773	14
55 - 64	718	13	718	13	719	13	720	13	720	13	721	13
65 +	895	16	895	16	896	16	897	16	898	16	899	16
Adults												
Total	4619	100	4624	100	4628	100	4632	100	4636	100	4641	100
AB	785	17	786	17	787	17	788	17	789	17	789	17
C1	1168	25	1169	25	1170	25	1171	25	1172	25	1173	25
C2	1104	24	1105	24	1106	24	1106	24	1108	24	1109	24
DE	1562	34	1564	34	1565	34	1567	34	1567	34	1570	34

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2664	100	2667	100	2669	100	2671	100	2674	100	2676	100
Age												
4 - 15	440	17	441	17	441	17	441	17	441	17	441	16
16 - 24	356	13	356	13	356	13	356	13	356	13	357	13
25 - 34	328	12	328	12	329	12	329	12	330	12	330	12
35 - 44	415	16	415	16	416	16	416	16	417	16	417	16
45 - 54	378	14	380	14	380	14	381	14	381	14	382	14
55 - 64	350	13	350	13	350	13	351	13	351	13	352	13
65 +	397	15	397	15	397	15	397	15	398	15	397	15
Adults												
Total	2224	100	2226	100	2228	100	2230	100	2233	100	2235	100
AB	390	18	390	18	390	18	391	18	392	18	391	17
C1	550	25	551	25	552	25	552	25	552	25	553	25
C2	587	26	587	26	588	26	588	26	590	26	591	26
DE	697	31	698	31	698	31	699	31	699	31	700	31
Working F/T	1318	59	1319	59	1321	59	1322	59	1323	59	1325	59
Not Working	906	41	907	41	907	41	908	41	910	41	910	41

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2679	100	2681	100	2684	100	2686	100	2689	100	2691	100
Age												
4 - 15	442	16	442	16	443	17	443	16	444	17	444	16
16 - 24	357	13	358	13	359	13	358	13	359	13	360	13
25 - 34	330	12	330	12	330	12	331	12	331	12	331	12
35 - 44	417	16	417	16	418	16	418	16	419	16	419	16
45 - 54	382	14	383	14	383	14	383	14	383	14	384	14
55 - 64	352	13	352	13	352	13	353	13	353	13	353	13
65 +	399	15	399	15	399	15	400	15	400	15	400	15
Adults												
Total	2237	100	2239	100	2241	100	2243	100	2245	100	2247	100
AB	392	18	393	18	393	18	394	18	394	18	394	18
C1	554	25	554	25	554	25	555	25	555	25	556	25
C2	590	26	591	26	592	26	591	26	593	26	593	26
DE	701	31	701	31	702	31	703	31	703	31	704	31
Working F/T	1326	59	1327	59	1328	59	1330	59	1331	59	1332	59
Not Working	911	41	912	41	913	41	913	41	914	41	915	41

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2779	100	2782	100	2785	100	2788	100	2790	100	2793	100
Age												
4 - 15	411	15	411	15	412	15	412	15	413	15	413	15
16 - 24	337	12	338	12	339	12	339	12	339	12	340	12
25 - 34	352	13	353	13	352	13	353	13	353	13	353	13
35 - 44	437	16	437	16	437	16	438	16	438	16	438	16
45 - 54	385	14	386	14	386	14	386	14	387	14	387	14
55 - 64	364	13	364	13	365	13	365	13	365	13	365	13
65 +	493	18	493	18	494	18	495	18	495	18	497	18
Adults												
Total	2368	100	2371	100	2373	100	2376	100	2377	100	2380	100
AB	391	17	391	16	392	17	392	16	392	16	393	17
C1	611	26	612	26	612	26	613	26	613	26	614	26
C2	510	22	511	22	511	22	512	22	512	22	512	22
DE	856	36	857	36	858	36	859	36	860	36	861	36
Working F/T	748	32	749	32	749	32	750	32	751	32	751	32
Not Working	1620	68	1622	68	1624	68	1626	68	1626	68	1629	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2796	100	2799	100	2801	100	2804	100	2806	100	2809	100
Age												
4 - 15	414	15	414	15	414	15	415	15	415	15	415	15
16 - 24	340	12	340	12	340	12	341	12	341	12	341	12
25 - 34	354	13	354	13	355	13	355	13	355	13	356	13
35 - 44	439	16	441	16	440	16	441	16	441	16	441	16
45 - 54	387	14	388	14	388	14	388	14	389	14	389	14
55 - 64	366	13	366	13	367	13	367	13	367	13	368	13
65 +	496	18	496	18	497	18	497	18	498	18	499	18
Adults												
Total	2382	100	2385	100	2387	100	2389	100	2391	100	2394	100
AB	393	16	393	16	394	17	394	16	395	17	395	16
C1	614	26	615	26	616	26	616	26	617	26	617	26
C2	514	22	514	22	514	22	515	22	515	22	516	22
DE	861	36	863	36	863	36	864	36	864	36	866	36
Working F/T	752	32	753	32	754	32	754	32	755	32	756	32
Not Working	1630	68	1632	68	1633	68	1635	68	1636	68	1638	68

North East and Cumbria

Table 1		Television Reception											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1502	100	1503	100	1504	100	1505	100	1506	100	1507	100
TV Households		1480	99	1481	99	1482	99	1483	99	1484	99	1485	99

Table 1		Television Reception											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1508	100	1510	100	1511	100	1512	100	1513	100	1514	100
TV Households		1486	99	1487	98	1488	98	1489	98	1490	98	1491	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1480	100	1481	100	1482	100	1483	100	1484	100	1485	100
Social Class													
	AB	262	18	263	18	263	18	263	18	264	18	263	18
	C1	355	24	355	24	356	24	356	24	356	24	356	24
	C2	294	20	295	20	295	20	295	20	295	20	296	20
	DE	569	38	568	38	568	38	569	38	569	38	570	38
Housewife Age													
	Under 25	84	6	84	6	83	6	84	6	85	6	84	6
	25 - 34	196	13	196	13	196	13	196	13	196	13	196	13
	35 - 44	274	19	274	19	275	19	275	19	275	19	275	19
	45 - 54	272	18	272	18	272	18	272	18	272	18	273	18
	55 - 64	263	18	263	18	263	18	263	18	263	18	263	18
	65 +	391	26	392	26	393	27	393	27	393	26	394	27
Size													
	1	470	32	470	32	471	32	471	32	471	32	473	32
	2	524	35	524	35	524	35	525	35	525	35	525	35
	3	236	16	236	16	236	16	236	16	236	16	236	16
	4+	250	17	251	17	251	17	251	17	252	17	251	17
Children													
	Without	1110	75	1111	75	1111	75	1112	75	1113	75	1114	75
	With	370	25	370	25	371	25	371	25	371	25	371	25

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1486	100	1487	100	1488	100	1489	100	1490	100	1491	100
Social Class													
	AB	263	18	264	18	264	18	264	18	264	18	264	18
	C1	357	24	357	24	357	24	357	24	358	24	358	24
	C2	296	20	296	20	296	20	296	20	297	20	297	20
	DE	570	38	570	38	571	38	572	38	571	38	572	38
Housewife Age													
	Under 25	84	6	84	6	84	6	84	6	84	6	84	6
	25 - 34	196	13	197	13	197	13	197	13	197	13	197	13
	35 - 44	275	19	275	18	276	19	276	19	276	19	276	19
	45 - 54	273	18	273	18	273	18	273	18	274	18	274	18
	55 - 64	264	18	264	18	264	18	264	18	264	18	265	18
	65 +	394	27	394	26	394	26	395	27	395	27	395	26
Size													
	1	471	32	472	32	473	32	473	32	473	32	474	32
	2	526	35	526	35	527	35	527	35	527	35	528	35
	3	237	16	237	16	237	16	237	16	237	16	237	16
	4+	252	17	252	17	251	17	252	17	253	17	252	17
Children													
	Without	1114	75	1115	75	1116	75	1117	75	1117	75	1118	75
	With	372	25	372	25	372	25	372	25	373	25	373	25

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3170	100	3172	100	3174	100	3176	100	3178	100	3181	100
Age												
4 - 9	216	7	216	7	216	7	216	7	216	7	217	7
10 - 15	241	8	241	8	241	8	242	8	242	8	242	8
16 - 24	380	12	381	12	381	12	380	12	381	12	382	12
25 - 34	367	12	367	12	367	12	368	12	368	12	368	12
35 - 44	487	15	486	15	488	15	488	15	487	15	488	15
45 - 54	472	15	473	15	473	15	474	15	474	15	474	15
55 - 64	438	14	438	14	438	14	439	14	439	14	439	14
65 +	569	18	570	18	570	18	569	18	571	18	571	18
Adults												
Total	2713	100	2715	100	2717	100	2718	100	2720	100	2722	100
AB	527	19	527	19	528	19	528	19	529	19	529	19
C1	663	24	663	24	663	24	664	24	664	24	665	24
C2	604	22	605	22	605	22	605	22	605	22	606	22
DE	919	34	920	34	921	34	921	34	922	34	922	34

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3183	100	3185	100	3187	100	3190	100	3192	100	3194	100
Age												
4 - 9	217	7	217	7	217	7	217	7	217	7	217	7
10 - 15	242	8	242	8	242	8	243	8	243	8	243	8
16 - 24	382	12	382	12	382	12	383	12	383	12	383	12
25 - 34	368	12	369	12	369	12	369	12	369	12	370	12
35 - 44	488	15	488	15	489	15	489	15	490	15	490	15
45 - 54	475	15	475	15	476	15	475	15	476	15	477	15
55 - 64	440	14	440	14	440	14	441	14	441	14	441	14
65 +	571	18	572	18	572	18	573	18	573	18	573	18
Adults												
Total	2724	100	2726	100	2728	100	2730	100	2732	100	2734	100
AB	530	19	530	19	530	19	531	19	531	19	531	19
C1	665	24	666	24	666	24	666	24	667	24	668	24
C2	606	22	607	22	608	22	608	22	609	22	609	22
DE	923	34	923	34	924	34	925	34	925	34	926	34

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1546	100	1548	100	1549	100	1550	100	1551	100	1552	100
Age												
4 - 15	240	16	240	16	240	15	241	16	241	16	241	16
16 - 24	194	13	195	13	195	13	194	13	195	13	196	13
25 - 34	180	12	180	12	180	12	181	12	180	12	180	12
35 - 44	236	15	236	15	237	15	237	15	237	15	237	15
45 - 54	230	15	231	15	231	15	231	15	231	15	231	15
55 - 64	216	14	216	14	216	14	217	14	216	14	216	14
65 +	250	16	250	16	250	16	249	16	251	16	251	16
Adults												
Total	1306	100	1308	100	1309	100	1309	100	1310	100	1311	100
AB	266	20	266	20	267	20	267	20	268	20	267	20
C1	312	24	312	24	312	24	312	24	312	24	313	24
C2	325	25	326	25	326	25	326	25	326	25	326	25
DE	403	31	404	31	404	31	404	31	404	31	405	31
Working F/T	751	58	752	57	752	57	753	58	753	57	754	58
Not Working	555	42	556	43	557	43	556	42	557	43	557	42

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1553	100	1554	100	1555	100	1556	100	1558	100	1558	100
Age												
4 - 15	241	16	241	16	241	15	241	15	242	16	242	16
16 - 24	195	13	195	13	195	13	196	13	196	13	196	13
25 - 34	181	12	181	12	181	12	181	12	181	12	181	12
35 - 44	237	15	237	15	237	15	237	15	238	15	238	15
45 - 54	231	15	232	15	233	15	231	15	232	15	232	15
55 - 64	217	14	217	14	217	14	218	14	217	14	217	14
65 +	251	16	251	16	251	16	252	16	252	16	252	16
Adults												
Total	1312	100	1313	100	1314	100	1315	100	1316	100	1316	100
AB	268	20	268	20	268	20	269	20	269	20	269	20
C1	313	24	313	24	313	24	313	24	313	24	314	24
C2	326	25	327	25	328	25	327	25	328	25	328	25
DE	405	31	405	31	405	31	406	31	406	31	405	31
Working F/T	754	57	755	58	755	57	756	57	757	58	757	58
Not Working	558	43	558	42	559	43	559	43	559	42	559	42

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1624	100	1624	100	1625	100	1626	100	1627	100	1629	100
Age												
4 - 15	217	13	217	13	217	13	217	13	217	13	218	13
16 - 24	186	11	186	11	186	11	186	11	186	11	186	11
25 - 34	187	12	187	12	187	12	187	12	188	12	188	12
35 - 44	251	15	250	15	251	15	251	15	250	15	251	15
45 - 54	242	15	242	15	242	15	243	15	243	15	243	15
55 - 64	222	14	222	14	222	14	222	14	223	14	223	14
65 +	319	20	320	20	320	20	320	20	320	20	320	20
Adults												
Total	1407	100	1407	100	1408	100	1409	100	1410	100	1411	100
AB	261	19	261	19	261	19	261	19	261	19	262	19
C1	351	25	351	25	351	25	352	25	352	25	352	25
C2	279	20	279	20	279	20	279	20	279	20	280	20
DE	516	37	516	37	517	37	517	37	518	37	517	37
Working F/T	421	30	421	30	422	30	421	30	422	30	422	30
Not Working	986	70	986	70	986	70	988	70	988	70	989	70

Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1630	100	1631	100	1632	100	1634	100	1634	100	1636	100
Age												
4 - 15	218	13	218	13	218	13	219	13	218	13	218	13
16 - 24	187	11	187	11	187	11	187	11	187	11	187	11
25 - 34	187	11	188	12	188	12	188	12	188	12	189	12
35 - 44	251	15	251	15	252	15	252	15	252	15	252	15
45 - 54	244	15	243	15	243	15	244	15	244	15	245	15
55 - 64	223	14	223	14	223	14	223	14	224	14	224	14
65 +	320	20	321	20	321	20	321	20	321	20	321	20
Adults												
Total	1412	100	1413	100	1414	100	1415	100	1416	100	1418	100
AB	262	19	262	19	262	19	262	19	262	19	262	18
C1	352	25	353	25	353	25	353	25	354	25	354	25
C2	280	20	280	20	280	20	281	20	281	20	281	20
DE	518	37	518	37	519	37	519	37	519	37	521	37
Working F/T	423	30	423	30	424	30	424	30	424	30	424	30
Not Working	989	70	990	70	990	70	991	70	992	70	994	70

North West

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2884	100	2886	100	2889	100	2891	100	2893	100	2895	100
TV Households	2833	98	2835	98	2838	98	2840	98	2842	98	2844	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2897	100	2899	100	2902	100	2903	100	2906	100	2908	100
TV Households	2846	98	2848	98	2850	98	2852	98	2854	98	2856	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2833	100	2835	100	2838	100	2840	100	2842	100	2844	100
Social Class													
	AB	492	17	492	17	496	17	493	17	493	17	494	17
	C1	779	27	779	27	780	27	781	28	781	27	782	27
	C2	522	18	522	18	523	18	523	18	524	18	524	18
	DE	1040	37	1042	37	1039	37	1043	37	1044	37	1044	37
Housewife Age													
	Under 25	163	6	163	6	164	6	163	6	164	6	162	6
	25 - 34	429	15	429	15	430	15	430	15	430	15	431	15
	35 - 44	568	20	568	20	569	20	569	20	569	20	570	20
	45 - 54	501	18	501	18	501	18	502	18	502	18	503	18
	55 - 64	470	17	470	17	471	17	471	17	472	17	472	17
	65 +	702	25	704	25	703	25	705	25	705	25	706	25
Size													
	1	916	32	916	32	915	32	918	32	918	32	920	32
	2	947	33	948	33	948	33	949	33	950	33	950	33
	3	455	16	455	16	455	16	456	16	456	16	456	16
	4+	515	18	516	18	520	18	517	18	518	18	518	18
Children													
	Without	2087	74	2089	74	2092	74	2092	74	2094	74	2095	74
	With	746	26	746	26	746	26	748	26	748	26	749	26

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2846	100	2848	100	2850	100	2852	100	2854	100	2856	100
Social Class													
	AB	494	17	494	17	498	17	495	17	496	17	496	17
	C1	782	27	783	27	783	27	784	27	785	28	785	27
	C2	524	18	525	18	524	18	526	18	526	18	526	18
	DE	1046	37	1046	37	1045	37	1047	37	1047	37	1049	37
Housewife Age													
	Under 25	163	6	164	6	166	6	164	6	164	6	164	6
	25 - 34	431	15	431	15	431	15	432	15	432	15	433	15
	35 - 44	570	20	571	20	571	20	571	20	572	20	572	20
	45 - 54	503	18	503	18	504	18	504	18	504	18	505	18
	55 - 64	472	17	473	17	471	17	473	17	474	17	474	17
	65 +	707	25	706	25	707	25	708	25	708	25	708	25
Size													
	1	920	32	920	32	922	32	921	32	922	32	923	32
	2	951	33	952	33	951	33	953	33	954	33	955	33
	3	457	16	457	16	458	16	458	16	458	16	458	16
	4+	518	18	519	18	519	18	520	18	520	18	520	18
Children													
	Without	2097	74	2098	74	2100	74	2101	74	2103	74	2104	74
	With	749	26	750	26	750	26	751	26	751	26	752	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6170	100	6174	100	6179	100	6183	100	6188	100	6192	100
Age												
4 - 9	465	8	465	8	467	8	466	8	467	8	466	8
10 - 15	498	8	498	8	497	8	499	8	499	8	500	8
16 - 24	778	13	779	13	780	13	780	13	781	13	781	13
25 - 34	786	13	786	13	789	13	787	13	788	13	789	13
35 - 44	981	16	982	16	980	16	983	16	983	16	984	16
45 - 54	862	14	863	14	865	14	864	14	865	14	865	14
55 - 64	789	13	789	13	790	13	791	13	791	13	792	13
65 +	1011	16	1012	16	1011	16	1013	16	1014	16	1015	16
Adults												
Total	5207	100	5211	100	5215	100	5218	100	5222	100	5226	100
AB	999	19	1000	19	998	19	1000	19	1001	19	1002	19
C1	1479	28	1480	28	1483	28	1483	28	1484	28	1485	28
C2	1073	21	1074	21	1077	21	1076	21	1076	21	1077	21
DE	1656	32	1657	32	1657	32	1659	32	1661	32	1662	32

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6197	100	6202	100	6206	100	6211	100	6215	100	6220	100
Age												
4 - 9	467	8	468	8	467	8	468	8	469	8	469	8
10 - 15	500	8	500	8	503	8	501	8	501	8	502	8
16 - 24	782	13	782	13	784	13	784	13	784	13	785	13
25 - 34	789	13	790	13	790	13	791	13	791	13	792	13
35 - 44	985	16	987	16	984	16	988	16	989	16	989	16
45 - 54	866	14	866	14	869	14	867	14	868	14	869	14
55 - 64	792	13	793	13	794	13	794	13	795	13	795	13
65 +	1016	16	1016	16	1015	16	1018	16	1018	16	1019	16
Adults												
Total	5230	100	5234	100	5236	100	5242	100	5245	100	5249	100
AB	1003	19	1004	19	1003	19	1005	19	1006	19	1007	19
C1	1486	28	1487	28	1491	28	1489	28	1490	28	1491	28
C2	1078	21	1079	21	1076	21	1080	21	1081	21	1082	21
DE	1663	32	1664	32	1666	32	1668	32	1668	32	1669	32

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3007	100	3009	100	3010	100	3013	100	3016	100	3018	100
Age												
4 - 15	498	17	497	17	498	17	499	17	499	17	499	17
16 - 24	393	13	394	13	393	13	394	13	395	13	395	13
25 - 34	382	13	382	13	382	13	382	13	383	13	383	13
35 - 44	477	16	477	16	475	16	477	16	478	16	478	16
45 - 54	426	14	427	14	429	14	428	14	428	14	428	14
55 - 64	387	13	387	13	387	13	388	13	388	13	389	13
65 +	444	15	445	15	446	15	445	15	445	15	446	15
Adults												
Total	2509	100	2512	100	2512	100	2514	100	2517	100	2519	100
AB	502	20	503	20	501	20	503	20	504	20	504	20
C1	701	28	702	28	703	28	703	28	703	28	704	28
C2	577	23	578	23	579	23	578	23	579	23	579	23
DE	729	29	729	29	729	29	730	29	731	29	732	29
Working F/T	1453	58	1456	58	1456	58	1457	58	1458	58	1459	58
Not Working	1056	42	1056	42	1056	42	1057	42	1059	42	1060	42

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3020	100	3023	100	3026	100	3027	100	3029	100	3031	100
Age												
4 - 15	500	17	500	17	503	17	501	17	501	17	502	17
16 - 24	396	13	396	13	397	13	396	13	397	13	397	13
25 - 34	383	13	384	13	383	13	384	13	384	13	385	13
35 - 44	479	16	479	16	477	16	480	16	480	16	480	16
45 - 54	428	14	429	14	431	14	429	14	430	14	430	14
55 - 64	388	13	389	13	390	13	389	13	390	13	389	13
65 +	446	15	446	15	445	15	448	15	447	15	448	15
Adults												
Total	2520	100	2523	100	2523	100	2526	100	2528	100	2529	100
AB	505	20	505	20	503	20	506	20	506	20	506	20
C1	704	28	705	28	707	28	705	28	706	28	707	28
C2	579	23	581	23	581	23	581	23	582	23	582	23
DE	732	29	732	29	732	29	734	29	734	29	734	29
Working F/T	1460	58	1461	58	1463	58	1463	58	1464	58	1465	58
Not Working	1060	42	1062	42	1060	42	1063	42	1064	42	1064	42

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3163	100	3165	100	3169	100	3170	100	3172	100	3174	100
Age												
4 - 15	465	15	466	15	466	15	466	15	467	15	467	15
16 - 24	385	12	385	12	387	12	386	12	386	12	386	12
25 - 34	404	13	404	13	407	13	405	13	405	13	406	13
35 - 44	504	16	505	16	505	16	506	16	505	16	506	16
45 - 54	436	14	436	14	436	14	436	14	437	14	437	14
55 - 64	402	13	402	13	403	13	403	13	403	13	403	13
65 +	567	18	567	18	565	18	568	18	569	18	569	18
Adults												
Total	2698	100	2699	100	2703	100	2704	100	2705	100	2707	100
AB	497	18	497	18	497	18	497	18	497	18	498	18
C1	778	29	778	29	780	29	780	29	781	29	781	29
C2	496	18	496	18	498	18	498	18	497	18	498	18
DE	927	34	928	34	928	34	929	34	930	34	930	34
Working F/T	870	32	869	32	872	32	871	32	872	32	872	32
Not Working	1828	68	1830	68	1831	68	1833	68	1833	68	1835	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3177	100	3179	100	3180	100	3184	100	3186	100	3189	100
Age												
4 - 15	467	15	468	15	467	15	468	15	469	15	469	15
16 - 24	386	12	386	12	387	12	388	12	387	12	388	12
25 - 34	406	13	406	13	407	13	407	13	407	13	407	13
35 - 44	506	16	508	16	507	16	508	16	509	16	509	16
45 - 54	438	14	437	14	438	14	438	14	438	14	439	14
55 - 64	404	13	404	13	404	13	405	13	405	13	406	13
65 +	570	18	570	18	570	18	570	18	571	18	571	18
Adults												
Total	2710	100	2711	100	2713	100	2716	100	2717	100	2720	100
AB	498	18	499	18	500	18	499	18	500	18	501	18
C1	782	29	782	29	784	29	784	29	784	29	784	29
C2	499	18	498	18	495	18	499	18	499	18	500	18
DE	931	34	932	34	934	34	934	34	934	34	935	34
Working F/T	873	32	874	32	874	32	876	32	876	32	877	32
Not Working	1837	68	1837	68	1839	68	1840	68	1841	68	1843	68

Scotland

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2309	100	2311	100	2312	100	2313	100	2314	100	2316	100
TV Households	2250	97	2252	97	2253	97	2254	97	2255	97	2257	97

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2317	100	2318	100	2319	100	2321	100	2322	100	2323	100
TV Households	2258	97	2259	97	2260	97	2261	97	2263	97	2264	97

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2250	100	2252	100	2253	100	2254	100	2255	100	2257	100
Social Class													
	AB	383	17	383	17	384	17	383	17	384	17	384	17
	C1	609	27	610	27	610	27	610	27	611	27	611	27
	C2	429	19	429	19	429	19	430	19	430	19	430	19
	DE	829	37	830	37	830	37	831	37	830	37	832	37
Housewife Age													
	Under 25	123	5	123	5	123	5	122	5	123	5	123	5
	25 - 34	324	14	324	14	324	14	325	14	325	14	325	14
	35 - 44	441	20	442	20	442	20	442	20	442	20	443	20
	45 - 54	431	19	432	19	432	19	432	19	432	19	433	19
	55 - 64	373	17	373	17	373	17	374	17	374	17	374	17
	65 +	558	25	558	25	559	25	559	25	559	25	559	25
Size													
	1	780	35	781	35	781	35	781	35	782	35	783	35
	2	760	34	760	34	761	34	761	34	761	34	762	34
	3	329	15	329	15	329	15	329	15	329	15	329	15
	4+	381	17	382	17	382	17	383	17	383	17	383	17
Children													
	Without	1704	76	1705	76	1706	76	1707	76	1707	76	1708	76
	With	546	24	547	24	547	24	547	24	548	24	549	24

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2258	100	2259	100	2260	100	2261	100	2263	100	2264	100
Social Class													
	AB	385	17	385	17	384	17	385	17	385	17	385	17
	C1	611	27	612	27	612	27	612	27	613	27	613	27
	C2	430	19	431	19	431	19	431	19	431	19	431	19
	DE	832	37	831	37	833	37	833	37	834	37	835	37
Housewife Age													
	Under 25	123	5	123	5	124	5	122	5	123	5	124	5
	25 - 34	325	14	325	14	325	14	326	14	326	14	326	14
	35 - 44	443	20	443	20	443	20	444	20	444	20	444	20
	45 - 54	433	19	433	19	433	19	434	19	434	19	434	19
	55 - 64	374	17	374	17	375	17	375	17	375	17	375	17
	65 +	560	25	561	25	560	25	560	25	561	25	561	25
Size													
	1	783	35	783	35	783	35	784	35	784	35	785	35
	2	762	34	763	34	763	34	764	34	764	34	764	34
	3	330	15	330	15	330	15	330	15	330	15	331	15
	4+	383	17	383	17	384	17	383	17	385	17	384	17
Children													
	Without	1709	76	1710	76	1711	76	1712	76	1713	76	1714	76
	With	549	24	549	24	549	24	549	24	550	24	550	24

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4747	100	4749	100	4752	100	4754	100	4757	100	4760	100
Age												
4 - 9	331	7	330	7	330	7	331	7	331	7	331	7
10 - 15	362	8	363	8	363	8	362	8	363	8	363	8
16 - 24	561	12	561	12	562	12	562	12	562	12	563	12
25 - 34	593	12	594	13	593	12	594	12	595	13	595	13
35 - 44	764	16	764	16	766	16	766	16	766	16	766	16
45 - 54	716	15	716	15	716	15	717	15	716	15	718	15
55 - 64	620	13	621	13	621	13	621	13	622	13	622	13
65 +	800	17	800	17	801	17	801	17	802	17	802	17
Adults												
Total	4054	100	4056	100	4059	100	4061	100	4063	100	4066	100
AB	745	18	746	18	746	18	746	18	746	18	747	18
C1	1132	28	1132	28	1133	28	1134	28	1135	28	1135	28
C2	868	21	868	21	869	21	869	21	870	21	871	21
DE	1309	32	1310	32	1311	32	1312	32	1312	32	1313	32

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4762	100	4765	100	4767	100	4770	100	4772	100	4775	100
Age												
4 - 9	331	7	331	7	331	7	332	7	332	7	333	7
10 - 15	364	8	364	8	364	8	364	8	364	8	364	8
16 - 24	562	12	564	12	564	12	564	12	564	12	564	12
25 - 34	595	12	595	12	595	12	596	12	596	12	597	13
35 - 44	768	16	767	16	768	16	768	16	769	16	769	16
45 - 54	718	15	718	15	719	15	719	15	719	15	719	15
55 - 64	622	13	623	13	623	13	623	13	624	13	624	13
65 +	802	17	803	17	803	17	804	17	804	17	805	17
Adults												
Total	4067	100	4070	100	4072	100	4074	100	4076	100	4078	100
AB	748	18	748	18	748	18	748	18	749	18	750	18
C1	1135	28	1136	28	1137	28	1138	28	1138	28	1138	28
C2	870	21	872	21	871	21	872	21	872	21	873	21
DE	1314	32	1314	32	1316	32	1316	32	1317	32	1317	32

Projections for		Male Individuals in TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+		2276	100	2277	100	2279	100	2279	100	2281	100	2283	100
Age													
	4 - 15	355	16	355	16	355	16	355	16	356	16	356	16
	16 - 24	283	12	284	12	284	12	284	12	284	12	285	12
	25 - 34	288	13	288	13	288	13	288	13	289	13	289	13
	35 - 44	363	16	363	16	364	16	364	16	364	16	364	16
	45 - 54	346	15	345	15	346	15	346	15	345	15	347	15
	55 - 64	300	13	301	13	301	13	301	13	301	13	300	13
	65 +	341	15	341	15	341	15	341	15	342	15	342	15
Adults													
	Total	1921	100	1922	100	1924	100	1924	100	1925	100	1927	100
	AB	367	19	368	19	367	19	368	19	367	19	368	19
	C1	512	27	512	27	513	27	513	27	514	27	514	27
	C2	470	24	470	24	472	25	471	24	471	24	473	25
	DE	572	30	572	30	572	30	572	30	573	30	572	30
	Working F/T	1138	59	1138	59	1140	59	1140	59	1140	59	1142	59
	Not Working	783	41	784	41	784	41	784	41	785	41	785	41

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2283	100	2285	100	2285	100	2287	100	2288	100	2289	100
Age												
4 - 15	356	16	356	16	356	16	356	16	356	16	357	16
16 - 24	284	12	285	12	285	12	286	13	286	13	285	12
25 - 34	289	13	289	13	289	13	289	13	289	13	290	13
35 - 44	364	16	365	16	365	16	365	16	366	16	365	16
45 - 54	347	15	346	15	347	15	347	15	347	15	347	15
55 - 64	301	13	302	13	301	13	301	13	302	13	302	13
65 +	342	15	342	15	342	15	343	15	342	15	343	15
Adults												
Total	1927	100	1929	100	1929	100	1931	100	1932	100	1932	100
AB	368	19	368	19	368	19	369	19	369	19	369	19
C1	514	27	515	27	515	27	515	27	515	27	515	27
C2	472	24	472	24	472	24	473	24	473	24	473	24
DE	573	30	574	30	574	30	574	30	575	30	575	30
Working F/T	1142	59	1143	59	1143	59	1144	59	1144	59	1145	59
Not Working	785	41	786	41	786	41	787	41	788	41	787	41

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2471	100	2472	100	2473	100	2475	100	2476	100	2477	100
Age												
4 - 15	338	14	338	14	338	14	338	14	338	14	338	14
16 - 24	278	11	277	11	278	11	278	11	278	11	278	11
25 - 34	305	12	306	12	305	12	306	12	306	12	306	12
35 - 44	401	16	401	16	402	16	402	16	402	16	402	16
45 - 54	370	15	371	15	370	15	371	15	371	15	371	15
55 - 64	320	13	320	13	320	13	320	13	321	13	322	13
65 +	459	19	459	19	460	19	460	19	460	19	460	19
Adults												
Total	2133	100	2134	100	2135	100	2137	100	2138	100	2139	100
AB	378	18	378	18	379	18	378	18	379	18	379	18
C1	620	29	620	29	620	29	621	29	621	29	621	29
C2	398	19	398	19	397	19	398	19	399	19	398	19
DE	737	35	738	35	739	35	740	35	739	35	741	35
Working F/T	692	32	693	32	693	32	693	32	694	32	694	32
Not Working	1441	68	1441	68	1442	68	1444	68	1444	68	1445	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2479	100	2480	100	2482	100	2483	100	2484	100	2486	100
Age												
4 - 15	339	14	339	14	339	14	340	14	340	14	340	14
16 - 24	278	11	279	11	279	11	278	11	278	11	279	11
25 - 34	306	12	306	12	306	12	307	12	307	12	307	12
35 - 44	404	16	402	16	403	16	403	16	403	16	404	16
45 - 54	371	15	372	15	372	15	372	15	372	15	372	15
55 - 64	321	13	321	13	322	13	322	13	322	13	322	13
65 +	460	19	461	19	461	19	461	19	462	19	462	19
Adults												
Total	2140	100	2141	100	2143	100	2143	100	2144	100	2146	100
AB	380	18	380	18	380	18	379	18	380	18	381	18
C1	621	29	621	29	622	29	623	29	623	29	623	29
C2	398	19	400	19	399	19	399	19	399	19	400	19
DE	741	35	740	35	742	35	742	35	742	35	742	35
Working F/T	694	32	694	32	695	32	695	32	696	32	696	32
Not Working	1446	68	1447	68	1448	68	1448	68	1448	68	1450	68

Ulster

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	685	100	686	100	687	100	687	100	688	100	689	100
TV Households	663	97	663	97	664	97	665	97	665	97	666	97

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	689	100	690	100	691	100	691	100	692	100	693	100
TV Households	667	97	667	97	668	97	668	97	669	97	670	97

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		663	100	663	100	664	100	665	100	665	100	666	100
Social Class													
	AB	102	15	101	15	101	15	102	15	102	15	103	15
	C1	156	24	157	24	157	24	157	24	157	24	157	24
	C2	142	21	142	21	142	21	142	21	142	21	142	21
	DE	263	40	263	40	264	40	264	40	264	40	264	40
Housewife Age													
	Under 25	31	5	32	5	32	5	33	5	33	5	32	5
	25 - 34	108	16	108	16	108	16	108	16	108	16	108	16
	35 - 44	144	22	144	22	144	22	144	22	144	22	145	22
	45 - 54	126	19	126	19	126	19	126	19	126	19	126	19
	55 - 64	105	16	105	16	105	16	105	16	105	16	105	16
	65 +	149	22	148	22	149	22	149	22	149	22	150	23
Size													
	1	190	29	190	29	190	29	190	29	190	29	190	29
	2	195	29	195	29	196	30	196	29	196	29	196	29
	3	108	16	108	16	108	16	108	16	108	16	108	16
	4+	170	26	170	26	170	26	171	26	171	26	172	26
Children													
	Without	459	69	459	69	459	69	460	69	460	69	460	69
	With	204	31	204	31	205	31	205	31	205	31	206	31

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		667	100	667	100	668	100	668	100	669	100	670	100
Social Class													
	AB	102	15	102	15	102	15	102	15	102	15	103	15
	C1	157	24	158	24	158	24	158	24	158	24	158	24
	C2	142	21	143	21	143	21	143	21	143	21	143	21
	DE	266	40	264	40	265	40	265	40	266	40	266	40
Housewife Age													
	Under 25	34	5	32	5	32	5	32	5	32	5	33	5
	25 - 34	108	16	109	16	109	16	109	16	109	16	109	16
	35 - 44	145	22	145	22	145	22	145	22	145	22	145	22
	45 - 54	126	19	127	19	127	19	127	19	127	19	127	19
	55 - 64	105	16	105	16	106	16	106	16	106	16	106	16
	65 +	149	22	149	22	149	22	149	22	150	22	150	22
Size													
	1	190	28	191	29	191	29	191	29	191	29	192	29
	2	196	29	197	30	197	29	197	29	197	29	197	29
	3	109	16	109	16	109	16	109	16	109	16	109	16
	4+	172	26	170	25	171	26	171	26	172	26	172	26
Children													
	Without	461	69	461	69	462	69	462	69	463	69	463	69
	With	206	31	206	31	206	31	206	31	206	31	207	31

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1597	100	1598	100	1600	100	1601	100	1603	100	1604	100
Age												
4 - 9	137	9	137	9	137	9	137	9	137	9	137	9
10 - 15	150	9	149	9	150	9	150	9	150	9	150	9
16 - 24	220	14	220	14	220	14	220	14	221	14	220	14
25 - 34	217	14	218	14	218	14	218	14	218	14	219	14
35 - 44	252	16	252	16	252	16	253	16	253	16	253	16
45 - 54	220	14	220	14	220	14	221	14	221	14	222	14
55 - 64	180	11	181	11	181	11	181	11	181	11	181	11
65 +	221	14	221	14	222	14	221	14	222	14	222	14
Adults												
Total	1310	100	1312	100	1313	100	1314	100	1316	100	1317	100
AB	224	17	224	17	224	17	224	17	225	17	226	17
C1	329	25	329	25	330	25	330	25	330	25	330	25
C2	322	25	323	25	323	25	324	25	324	25	324	25
DE	435	33	436	33	436	33	436	33	437	33	437	33

Table 3 All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1606	100	1608	100	1609	100	1611	100	1612	100	1614	100
Age												
4 - 9	137	9	137	9	138	9	138	9	138	9	138	9
10 - 15	151	9	151	9	150	9	151	9	151	9	151	9
16 - 24	221	14	221	14	221	14	222	14	222	14	222	14
25 - 34	218	14	219	14	219	14	219	14	219	14	220	14
35 - 44	254	16	254	16	255	16	254	16	255	16	255	16
45 - 54	221	14	221	14	222	14	222	14	222	14	222	14
55 - 64	181	11	182	11	182	11	182	11	182	11	182	11
65 +	223	14	223	14	222	14	223	14	223	14	224	14
Adults												
Total	1318	100	1320	100	1321	100	1322	100	1323	100	1325	100
AB	225	17	225	17	225	17	226	17	226	17	226	17
C1	331	25	332	25	332	25	332	25	332	25	333	25
C2	325	25	325	25	325	25	326	25	326	25	326	25
DE	437	33	438	33	439	33	438	33	439	33	440	33

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	778	100	779	100	780	100	780	100	782	100	782	100
Age												
4 - 15	148	19	148	19	148	19	148	19	149	19	148	19
16 - 24	111	14	111	14	111	14	110	14	111	14	110	14
25 - 34	106	14	107	14	107	14	107	14	107	14	108	14
35 - 44	122	16	122	16	123	16	123	16	123	16	123	16
45 - 54	108	14	108	14	108	14	109	14	108	14	109	14
55 - 64	87	11	88	11	88	11	88	11	88	11	88	11
65 +	96	12	95	12	95	12	95	12	96	12	96	12
Adults												
Total	630	100	631	100	632	100	632	100	633	100	634	100
AB	114	18	114	18	114	18	114	18	114	18	115	18
C1	154	24	155	25	155	25	155	25	156	25	155	24
C2	171	27	171	27	171	27	171	27	171	27	172	27
DE	191	30	191	30	192	30	192	30	192	30	192	30
Working F/T	384	61	384	61	385	61	385	61	386	61	386	61
Not Working	246	39	247	39	247	39	247	39	247	39	248	39

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	783	100	784	100	785	100	786	100	786	100	787	100
Age												
4 - 15	149	19	149	19	150	19	150	19	150	19	150	19
16 - 24	111	14	111	14	111	14	112	14	112	14	112	14
25 - 34	107	14	107	14	107	14	107	14	107	14	107	14
35 - 44	124	16	124	16	124	16	123	16	124	16	124	16
45 - 54	108	14	108	14	109	14	109	14	109	14	109	14
55 - 64	88	11	88	11	88	11	89	11	88	11	88	11
65 +	96	12	97	12	96	12	96	12	96	12	97	12
Adults												
Total	634	100	635	100	635	100	636	100	636	100	637	100
AB	114	18	114	18	114	18	115	18	115	18	114	18
C1	156	25	157	25	156	25	156	25	156	25	157	25
C2	172	27	172	27	172	27	172	27	172	27	173	27
DE	192	30	192	30	193	30	193	30	193	30	193	30
Working F/T	386	61	387	61	387	61	387	61	387	61	388	61
Not Working	248	39	248	39	248	39	249	39	249	39	249	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	819	100	819	100	820	100	821	100	821	100	822	100
Age												
4 - 15	139	17	138	17	139	17	139	17	138	17	139	17
16 - 24	109	13	109	13	109	13	110	13	110	13	110	13
25 - 34	111	14	111	14	111	14	111	14	111	14	111	14
35 - 44	130	16	130	16	129	16	130	16	130	16	130	16
45 - 54	112	14	112	14	112	14	112	14	113	14	113	14
55 - 64	93	11	93	11	93	11	93	11	93	11	93	11
65 +	125	15	126	15	127	15	126	15	126	15	126	15
Adults												
Total	680	100	681	100	681	100	682	100	683	100	683	100
AB	110	16	110	16	110	16	110	16	111	16	111	16
C1	175	26	174	26	175	26	175	26	174	25	175	26
C2	151	22	152	22	152	22	153	22	153	22	152	22
DE	244	36	245	36	244	36	244	36	245	36	245	36
Working F/T	211	31	212	31	211	31	212	31	212	31	212	31
Not Working	469	69	469	69	470	69	470	69	471	69	471	69

Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	823	100	824	100	824	100	825	100	826	100	827	100
Age												
4 - 15	139	17	139	17	138	17	139	17	139	17	139	17
16 - 24	110	13	110	13	110	13	110	13	110	13	110	13
25 - 34	111	13	112	14	112	14	112	14	112	14	113	14
35 - 44	130	16	130	16	131	16	131	16	131	16	131	16
45 - 54	113	14	113	14	113	14	113	14	113	14	113	14
55 - 64	93	11	94	11	94	11	93	11	94	11	94	11
65 +	127	15	126	15	126	15	127	15	127	15	127	15
Adults												
Total	684	100	685	100	686	100	686	100	687	100	688	100
AB	111	16	111	16	111	16	111	16	111	16	112	16
C1	175	26	175	26	176	26	176	26	176	26	176	26
C2	153	22	153	22	153	22	154	22	154	22	153	22
DE	245	36	246	36	246	36	245	36	246	36	247	36
Working F/T	213	31	213	31	213	31	214	31	214	31	214	31
Not Working	471	69	472	69	473	69	472	69	473	69	474	69

Wales

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1288	100	1289	100	1290	100	1291	100	1292	100	1293	100
TV Households	1260	98	1261	98	1262	98	1263	98	1264	98	1265	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1294	100	1295	100	1296	100	1297	100	1298	100	1299	100
TV Households	1266	98	1267	98	1268	98	1269	98	1269	98	1270	98

Projections for		TV Households																											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08																	
		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	1265	100																
Social Class																													
AB		195	15	196	16	194	15	195	15	196	16	196	15	196	16	196	15	196	16	196	16	196	16	196	15				
C1		340	27	340	27	341	27	341	27	341	27	341	27	341	27	341	27	341	27	341	27	341	27	341	27	341	27		
C2		276	22	276	22	277	22	277	22	277	22	277	22	277	22	277	22	277	22	277	22	277	22	277	22	277	22		
DE		449	36	449	36	450	36	450	36	450	36	450	36	450	36	450	36	450	36	450	36	450	36	450	36	450	36		
Housewife Age																													
Under 25		72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6	72	6		
25 - 34		170	13	170	13	171	14	171	14	171	14	171	14	171	14	171	14	171	14	171	14	171	14	171	14	171	14		
35 - 44		235	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19	236	19		
45 - 54		221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18	221	18		
55 - 64		227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18	227	18		
65 +		335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27	335	27		
Size																													
1		383	30	384	30	385	31	386	31	385	31	386	31	386	31	385	31	386	31	386	31	385	31	386	31	386	31		
2		446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35	446	35		
3		198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16	198	16		
4+		233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18	233	18		
Children																													
Without		933	74	933	74	934	74	935	74	936	74	936	74	936	74	936	74	936	74	936	74	936	74	936	74	936	74		
With		327	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26	328	26		

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1266	100	1267	100	1268	100	1269	100	1269	100	1270	100
Social Class													
	AB	196	15	196	15	196	15	197	16	196	15	196	15
	C1	342	27	342	27	342	27	342	27	343	27	343	27
	C2	277	22	278	22	278	22	278	22	278	22	278	22
	DE	451	36	451	36	452	36	452	36	452	36	453	36
Housewife Age													
	Under 25	73	6	72	6	73	6	73	6	73	6	71	6
	25 - 34	171	14	171	13	171	13	172	14	172	14	172	14
	35 - 44	236	19	237	19	237	19	237	19	237	19	237	19
	45 - 54	222	18	222	18	222	18	222	17	222	17	223	18
	55 - 64	228	18	228	18	228	18	228	18	228	18	229	18
	65 +	336	27	337	27	337	27	337	27	337	27	338	27
Size													
	1	386	30	386	30	386	30	388	31	387	30	387	30
	2	447	35	448	35	448	35	448	35	449	35	449	35
	3	199	16	199	16	199	16	199	16	199	16	200	16
	4+	234	18	234	18	235	19	234	18	234	18	234	18
Children													
	Without	937	74	938	74	938	74	939	74	940	74	940	74
	With	329	26	329	26	330	26	330	26	329	26	330	26

Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2773	100	2775	100	2777	100	2779	100	2781	100	2783	100
Age												
4 - 9	202	7	202	7	201	7	202	7	202	7	202	7
10 - 15	228	8	228	8	229	8	229	8	229	8	229	8
16 - 24	334	12	333	12	334	12	334	12	334	12	334	12
25 - 34	321	12	322	12	322	12	322	12	322	12	323	12
35 - 44	411	15	412	15	411	15	412	15	413	15	413	15
45 - 54	386	14	387	14	387	14	388	14	388	14	388	14
55 - 64	386	14	386	14	386	14	387	14	387	14	387	14
65 +	505	18	505	18	507	18	505	18	506	18	507	18
Adults												
Total	2343	100	2345	100	2347	100	2348	100	2350	100	2352	100
AB	386	16	386	16	386	16	387	16	387	16	387	16
C1	653	28	653	28	654	28	654	28	655	28	655	28
C2	561	24	561	24	562	24	562	24	563	24	564	24
DE	743	32	745	32	745	32	745	32	745	32	746	32

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2785	100	2787	100	2789	100	2791	100	2793	100	2795	100
Age												
4 - 9	203	7	203	7	202	7	203	7	203	7	203	7
10 - 15	229	8	229	8	230	8	230	8	230	8	230	8
16 - 24	334	12	335	12	335	12	335	12	336	12	336	12
25 - 34	323	12	323	12	323	12	323	12	323	12	324	12
35 - 44	413	15	413	15	414	15	415	15	414	15	414	15
45 - 54	388	14	389	14	389	14	389	14	389	14	390	14
55 - 64	388	14	388	14	388	14	388	14	389	14	389	14
65 +	507	18	507	18	508	18	508	18	509	18	509	18
Adults												
Total	2353	100	2355	100	2357	100	2358	100	2360	100	2362	100
AB	387	16	388	16	388	16	389	16	388	16	389	16
C1	656	28	656	28	657	28	657	28	658	28	658	28
C2	564	24	564	24	564	24	565	24	565	24	566	24
DE	746	32	747	32	748	32	747	32	749	32	749	32

Table4a												
Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1346	100	1347	100	1348	100	1349	100	1350	100	1351	100
Age												
4 - 15	223	17	223	17	223	17	223	17	223	17	223	17
16 - 24	170	13	170	13	171	13	170	13	170	13	170	13
25 - 34	155	12	155	12	155	11	156	12	156	12	156	12
35 - 44	197	15	198	15	197	15	197	15	198	15	198	15
45 - 54	188	14	188	14	188	14	189	14	189	14	189	14
55 - 64	189	14	189	14	189	14	190	14	190	14	190	14
65 +	224	17	224	17	225	17	224	17	224	17	225	17
Adults												
Total	1123	100	1124	100	1125	100	1126	100	1127	100	1128	100
AB	190	17	190	17	190	17	191	17	191	17	191	17
C1	307	27	307	27	308	27	307	27	308	27	308	27
C2	297	26	297	26	298	26	298	26	298	26	299	27
DE	329	29	330	29	329	29	330	29	330	29	330	29
Working F/T	627	56	628	56	628	56	629	56	629	56	630	56
Not Working	496	44	496	44	497	44	497	44	498	44	498	44

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	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	224	17	224	17	224	17	224	17	224	17	224	17
16 - 24	170	13	171	13	171	13	171	13	172	13	172	13
25 - 34	156	12	156	12	156	12	156	12	156	12	156	12
35 - 44	198	15	198	15	199	15	200	15	198	15	198	15
45 - 54	189	14	189	14	189	14	189	14	189	14	190	14
55 - 64	190	14	190	14	190	14	190	14	191	14	191	14
65 +	225	17	225	17	225	17	225	17	226	17	226	17
Adults												
Total	1128	100	1129	100	1130	100	1131	100	1132	100	1133	100
AB	191	17	191	17	191	17	192	17	191	17	192	17
C1	308	27	309	27	309	27	309	27	310	27	309	27
C2	299	27	299	26	299	26	299	26	300	27	300	26
DE	330	29	330	29	331	29	331	29	331	29	332	29
Working F/T	630	56	630	56	631	56	631	56	632	56	632	56
Not Working	498	44	499	44	499	44	500	44	500	44	501	44

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1427	100	1428	100	1429	100	1430	100	1431	100	1432	100
Age												
4 - 15	207	15	207	14	207	14	208	15	208	15	208	15
16 - 24	164	11	163	11	163	11	164	11	164	11	164	11
25 - 34	166	12	167	12	167	12	166	12	166	12	167	12
35 - 44	214	15	214	15	214	15	215	15	215	15	215	15
45 - 54	198	14	199	14	199	14	199	14	199	14	199	14
55 - 64	197	14	197	14	197	14	197	14	197	14	197	14
65 +	281	20	281	20	282	20	281	20	282	20	282	20
Adults												
Total	1220	100	1221	100	1222	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	346	28	347	28	347	28	347	28
C2	264	22	264	22	264	22	264	22	265	22	265	22
DE	414	34	415	34	416	34	415	34	415	34	416	34
Working F/T	394	32	394	32	394	32	394	32	395	32	394	32
Not Working	826	68	827	68	828	68	828	68	828	68	830	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1433	100	1434	100	1435	100	1436	100	1437	100	1438	100
Age												
4 - 15	208	15	208	15	208	14	209	15	209	15	209	15
16 - 24	164	11	164	11	164	11	164	11	164	11	164	11
25 - 34	167	12	167	12	167	12	167	12	167	12	168	12
35 - 44	215	15	215	15	215	15	215	15	216	15	216	15
45 - 54	199	14	200	14	200	14	200	14	200	14	200	14
55 - 64	198	14	198	14	198	14	198	14	198	14	198	14
65 +	282	20	282	20	283	20	283	20	283	20	283	20
Adults												
Total	1225	100	1226	100	1227	100	1227	100	1228	100	1229	100
AB	196	16	197	16	197	16	197	16	197	16	197	16
C1	348	28	347	28	348	28	348	28	348	28	349	28
C2	265	22	265	22	265	22	266	22	265	22	266	22
DE	416	34	417	34	417	34	416	34	418	34	417	34
Working F/T	395	32	396	32	396	32	396	32	396	32	397	32
Not Working	830	68	830	68	831	68	831	68	832	68	832	68

Midlands West

Table 1		Television Reception											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2563	100	2565	100	2567	100	2568	100	2571	100	2572	100
TV Households		2504	98	2506	98	2508	98	2509	98	2511	98	2514	98

Table 1		Television Reception											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2574	100	2576	100	2577	100	2580	100	2581	100	2583	100
TV Households		2515	98	2517	98	2518	98	2521	98	2522	98	2524	98

Projections for		TV Households											
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2504	100	2506	100	2508	100	2509	100	2511	100	2514	100
Social Class													
	AB	481	19	481	19	481	19	482	19	482	19	483	19
	C1	622	25	622	25	623	25	623	25	624	25	624	25
	C2	485	19	485	19	486	19	485	19	486	19	486	19
	DE	916	37	918	37	918	37	919	37	919	37	921	37
Housewife Age													
	Under 25	134	5	134	5	134	5	134	5	134	5	134	5
	25 - 34	369	15	369	15	370	15	370	15	370	15	370	15
	35 - 44	493	20	493	20	493	20	494	20	494	20	495	20
	45 - 54	446	18	446	18	447	18	446	18	447	18	447	18
	55 - 64	428	17	428	17	429	17	429	17	429	17	430	17
	65 +	634	25	636	25	635	25	636	25	637	25	638	25
Size													
	1	750	30	751	30	752	30	752	30	752	30	753	30
	2	859	34	859	34	860	34	860	34	861	34	861	34
	3	397	16	398	16	398	16	398	16	399	16	399	16
	4+	498	20	498	20	498	20	499	20	499	20	501	20
Children													
	Without	1841	74	1841	73	1844	74	1844	73	1845	73	1847	73
	With	663	26	665	27	664	26	665	27	666	27	667	27

Projections for		TV Households											
		Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2515	100	2517	100	2518	100	2521	100	2522	100	2524	100
Social Class													
	AB	483	19	484	19	482	19	484	19	483	19	484	19
	C1	624	25	625	25	626	25	626	25	626	25	627	25
	C2	487	19	487	19	488	19	488	19	488	19	488	19
	DE	921	37	921	37	922	37	923	37	925	37	925	37
Housewife Age													
	Under 25	135	5	134	5	134	5	134	5	134	5	134	5
	25 - 34	370	15	371	15	371	15	371	15	372	15	372	15
	35 - 44	495	20	495	20	495	20	496	20	496	20	497	20
	45 - 54	448	18	448	18	449	18	449	18	449	18	449	18
	55 - 64	429	17	430	17	430	17	431	17	431	17	431	17
	65 +	638	25	639	25	639	25	640	25	640	25	641	25
Size													
	1	754	30	755	30	755	30	755	30	756	30	756	30
	2	862	34	863	34	864	34	864	34	865	34	866	34
	3	399	16	399	16	399	16	400	16	400	16	401	16
	4+	500	20	500	20	500	20	502	20	501	20	501	20
Children													
	Without	1848	73	1850	74	1851	74	1853	74	1854	74	1855	73
	With	667	27	667	26	667	26	668	26	668	26	669	27

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5614	100	5618	100	5623	100	5626	100	5630	100	5635	100
Age												
4 - 9	426	8	426	8	427	8	427	8	428	8	428	8
10 - 15	455	8	456	8	456	8	456	8	456	8	457	8
16 - 24	676	12	677	12	677	12	678	12	678	12	679	12
25 - 34	705	13	704	13	706	13	706	13	706	13	707	13
35 - 44	882	16	883	16	884	16	883	16	885	16	885	16
45 - 54	773	14	774	14	774	14	775	14	775	14	776	14
55 - 64	738	13	739	13	739	13	740	13	741	13	741	13
65 +	959	17	959	17	960	17	961	17	961	17	962	17
Adults												
Total	4733	100	4736	100	4740	100	4743	100	4746	100	4750	100
AB	973	21	974	21	975	21	975	21	976	21	977	21
C1	1188	25	1189	25	1189	25	1191	25	1191	25	1192	25
C2	1025	22	1025	22	1027	22	1025	22	1027	22	1028	22
DE	1547	33	1548	33	1549	33	1552	33	1552	33	1553	33

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5638	100	5642	100	5647	100	5651	100	5654	100	5659	100
Age												
4 - 9	428	8	428	8	428	8	429	8	429	8	430	8
10 - 15	457	8	457	8	458	8	458	8	458	8	458	8
16 - 24	679	12	680	12	681	12	680	12	681	12	681	12
25 - 34	707	13	708	13	708	13	709	13	710	13	711	13
35 - 44	887	16	887	16	888	16	889	16	888	16	890	16
45 - 54	776	14	777	14	777	14	777	14	779	14	779	14
55 - 64	741	13	742	13	743	13	744	13	743	13	744	13
65 +	963	17	963	17	964	17	965	17	966	17	966	17
Adults												
Total	4753	100	4757	100	4761	100	4764	100	4767	100	4771	100
AB	978	21	978	21	979	21	980	21	980	21	981	21
C1	1192	25	1194	25	1194	25	1195	25	1197	25	1197	25
C2	1030	22	1029	22	1031	22	1030	22	1032	22	1032	22
DE	1553	33	1556	33	1557	33	1559	33	1558	33	1561	33

Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2752	100	2753	100	2755	100	2758	100	2760	100	2761	100
Age												
4 - 15	454	16	454	16	454	16	455	16	456	17	455	16
16 - 24	341	12	341	12	341	12	342	12	341	12	342	12
25 - 34	344	13	343	12	344	12	344	12	344	12	344	12
35 - 44	440	16	441	16	440	16	440	16	442	16	442	16
45 - 54	383	14	383	14	384	14	385	14	384	14	384	14
55 - 64	363	13	364	13	364	13	364	13	365	13	365	13
65 +	427	16	427	16	428	16	428	16	428	16	429	16
Adults												
Total	2298	100	2299	100	2301	100	2303	100	2304	100	2306	100
AB	492	21	492	21	493	21	492	21	494	21	494	21
C1	570	25	571	25	571	25	572	25	571	25	572	25
C2	544	24	543	24	544	24	544	24	545	24	546	24
DE	692	30	693	30	693	30	695	30	694	30	694	30
Working F/T	1374	60	1375	60	1376	60	1377	60	1378	60	1379	60
Not Working	924	40	924	40	925	40	926	40	926	40	927	40

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2763	100	2765	100	2768	100	2770	100	2771	100	2773	100
Age												
4 - 15	455	16	455	16	456	16	457	16	457	16	458	17
16 - 24	342	12	342	12	342	12	342	12	342	12	343	12
25 - 34	345	12	346	13	346	13	346	12	346	12	346	12
35 - 44	442	16	443	16	443	16	443	16	443	16	444	16
45 - 54	384	14	384	14	385	14	385	14	386	14	386	14
55 - 64	365	13	366	13	366	13	367	13	366	13	366	13
65 +	430	16	429	16	430	16	430	16	431	16	430	16
Adults												
Total	2308	100	2310	100	2312	100	2313	100	2314	100	2315	100
AB	494	21	495	21	495	21	497	21	495	21	495	21
C1	572	25	573	25	573	25	573	25	575	25	575	25
C2	547	24	545	24	546	24	545	24	547	24	547	24
DE	695	30	697	30	698	30	698	30	697	30	698	30
Working F/T	1381	60	1382	60	1383	60	1384	60	1384	60	1385	60
Not Working	927	40	928	40	929	40	929	40	930	40	930	40

Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2862	100	2865	100	2868	100	2868	100	2870	100	2874	100
Age												
4 - 15	427	15	428	15	429	15	428	15	428	15	430	15
16 - 24	335	12	336	12	336	12	336	12	337	12	337	12
25 - 34	361	13	361	13	362	13	362	13	362	13	363	13
35 - 44	442	15	442	15	444	15	443	15	443	15	443	15
45 - 54	390	14	391	14	390	14	390	14	391	14	392	14
55 - 64	375	13	375	13	375	13	376	13	376	13	376	13
65 +	532	19	532	19	532	19	533	19	533	19	533	19
Adults												
Total	2435	100	2437	100	2439	100	2440	100	2442	100	2444	100
AB	481	20	482	20	482	20	483	20	482	20	483	20
C1	618	25	618	25	618	25	619	25	620	25	620	25
C2	481	20	482	20	483	20	481	20	482	20	482	20
DE	855	35	855	35	856	35	857	35	858	35	859	35
Working F/T	743	31	743	30	745	31	745	31	745	31	746	31
Not Working	1692	69	1694	70	1694	69	1695	69	1697	69	1698	69

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2875	100	2877	100	2879	100	2881	100	2883	100	2886	100
Age												
4 - 15	430	15	430	15	430	15	430	15	430	15	430	15
16 - 24	337	12	338	12	339	12	338	12	339	12	338	12
25 - 34	362	13	362	13	362	13	363	13	364	13	365	13
35 - 44	445	15	444	15	445	15	446	15	445	15	446	15
45 - 54	392	14	393	14	392	14	392	14	393	14	393	14
55 - 64	376	13	376	13	377	13	377	13	377	13	378	13
65 +	533	19	534	19	534	19	535	19	535	19	536	19
Adults												
Total	2445	100	2447	100	2449	100	2451	100	2453	100	2456	100
AB	484	20	483	20	484	20	483	20	485	20	486	20
C1	620	25	621	25	621	25	622	25	622	25	622	25
C2	483	20	484	20	485	20	485	20	485	20	485	20
DE	858	35	859	35	859	35	861	35	861	35	863	35
Working F/T	746	31	746	30	747	31	747	30	749	31	750	31
Not Working	1699	69	1701	70	1702	69	1704	70	1704	69	1706	69

Midlands East

Table 1												
Television Reception												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	938	100	939	100	940	100	941	100	941	100	942	100
TV Households	920	98	920	98	921	98	922	98	923	98	923	98

Table 1												
Television Reception												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	943	100	944	100	945	100	945	100	946	100	947	100
TV Households	924	98	925	98	926	98	926	98	927	98	928	98

Projections for		TV Households																							
		Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08													
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%												
Total TV Households		920	100	920	100	921	100	922	100	923	100	923	100												
Social Class																									
	AB	181	20	181	20	182	20	182	20	182	20	182	20												
	C1	264	29	265	29	265	29	265	29	265	29	266	29												
	C2	164	18	164	18	164	18	165	18	165	18	165	18												
	DE	311	34	310	34	310	34	310	34	311	34	310	34												
Housewife Age																									
	Under 25	58	6	58	6	58	6	58	6	58	6	58	6												
	25 - 34	138	15	138	15	138	15	138	15	138	15	139	15												
	35 - 44	194	21	195	21	195	21	195	21	195	21	195	21												
	45 - 54	167	18	167	18	167	18	168	18	168	18	168	18												
	55 - 64	143	16	143	16	143	16	143	16	143	16	143	16												
	65 +	220	24	219	24	220	24	220	24	221	24	220	24												
Size																									
	1	285	31	284	31	285	31	286	31	287	31	286	31												
	2	320	35	321	35	321	35	321	35	321	35	322	35												
	3	139	15	139	15	139	15	139	15	139	15	139	15												
	4+	176	19	176	19	176	19	176	19	176	19	176	19												
Children																									
	Without	684	74	685	74	685	74	686	74	687	74	687	74												
	With	236	26	235	26	236	26	236	26	236	26	236	26												

TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	924	100	925	100	926	100	926	100	927	100	928	100
Social Class												
AB	182	20	182	20	184	20	183	20	183	20	183	20
C1	266	29	266	29	266	29	266	29	267	29	267	29
C2	165	18	165	18	165	18	165	18	166	18	166	18
DE	311	34	312	34	311	34	312	34	311	34	312	34
Housewife Age												
Under 25	58	6	58	6	59	6	59	6	59	6	59	6
25 - 34	139	15	139	15	139	15	139	15	139	15	139	15
35 - 44	195	21	196	21	196	21	196	21	196	21	196	21
45 - 54	168	18	168	18	168	18	168	18	169	18	169	18
55 - 64	144	16	144	16	144	16	144	16	144	16	144	16
65 +	220	24	220	24	220	24	220	24	220	24	221	24
Size												
1	286	31	286	31	287	31	287	31	287	31	287	31
2	322	35	322	35	322	35	323	35	323	35	323	35
3	140	15	140	15	140	15	140	15	140	15	140	15
4+	176	19	177	19	177	19	176	19	177	19	178	19
Children												
Without	688	74	688	74	689	74	689	74	690	74	691	74
With	236	26	237	26	237	26	237	26	237	26	237	26

All Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2021	100	2023	100	2024	100	2026	100	2028	100	2029	100
Age												
4 - 9	146	7	146	7	146	7	146	7	146	7	146	7
10 - 15	159	8	159	8	159	8	160	8	160	8	160	8
16 - 24	263	13	263	13	263	13	263	13	264	13	264	13
25 - 34	255	13	256	13	256	13	256	13	256	13	256	13
35 - 44	340	17	340	17	340	17	341	17	341	17	341	17
45 - 54	291	14	291	14	292	14	292	14	292	14	292	14
55 - 64	244	12	244	12	244	12	244	12	244	12	245	12
65 +	323	16	324	16	324	16	324	16	325	16	325	16
Adults												
Total	1716	100	1718	100	1719	100	1720	100	1722	100	1723	100
AB	361	21	361	21	361	21	362	21	362	21	362	21
C1	517	30	517	30	518	30	518	30	519	30	519	30
C2	338	20	339	20	339	20	340	20	340	20	340	20
DE	500	29	501	29	501	29	500	29	501	29	502	29

All Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2031	100	2033	100	2034	100	2036	100	2038	100	2039	100
Age												
4 - 9	146	7	147	7	147	7	147	7	147	7	147	7
10 - 15	160	8	160	8	160	8	160	8	161	8	161	8
16 - 24	264	13	264	13	264	13	265	13	265	13	265	13
25 - 34	257	13	257	13	257	13	257	13	257	13	257	13
35 - 44	341	17	342	17	342	17	342	17	343	17	343	17
45 - 54	293	14	293	14	293	14	294	14	293	14	294	14
55 - 64	245	12	245	12	245	12	245	12	246	12	246	12
65 +	325	16	325	16	326	16	326	16	326	16	326	16
Adults												
Total	1725	100	1726	100	1727	100	1729	100	1730	100	1731	100
AB	362	21	363	21	363	21	363	21	364	21	364	21
C1	520	30	520	30	521	30	521	30	521	30	522	30
C2	340	20	341	20	341	20	342	20	341	20	342	20
DE	503	29	502	29	502	29	503	29	504	29	503	29

Table4a												
Male Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	995	100	996	100	997	100	997	100	998	100	999	100
Age												
4 - 15	153	15	153	15	153	15	153	15	153	15	153	15
16 - 24	133	13	133	13	133	13	133	13	134	13	134	13
25 - 34	126	13	127	13	127	13	127	13	127	13	127	13
35 - 44	169	17	169	17	170	17	170	17	170	17	170	17
45 - 54	147	15	147	15	147	15	147	15	147	15	148	15
55 - 64	122	12	122	12	122	12	122	12	121	12	122	12
65 +	145	15	145	15	145	15	145	15	146	15	145	15
Adults												
Total	842	100	843	100	844	100	844	100	845	100	846	100
AB	185	22	185	22	185	22	186	22	185	22	185	22
C1	254	30	254	30	254	30	254	30	255	30	255	30
C2	179	21	180	21	180	21	180	21	180	21	180	21
DE	224	27	224	27	225	27	224	27	225	27	226	27
Working F/T	522	62	523	62	523	62	523	62	524	62	525	62
Not Working	320	38	320	38	321	38	321	38	321	38	321	38

Male Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1000	100	1001	100	1001	100	1002	100	1003	100	1004	100
Age												
4 - 15	154	15	154	15	154	15	154	15	154	15	154	15
16 - 24	134	13	134	13	134	13	134	13	135	13	134	13
25 - 34	127	13	127	13	127	13	127	13	127	13	128	13
35 - 44	170	17	170	17	170	17	171	17	171	17	171	17
45 - 54	148	15	148	15	148	15	148	15	148	15	148	15
55 - 64	122	12	122	12	122	12	122	12	122	12	123	12
65 +	145	15	146	15	146	15	146	15	146	15	146	15
Adults												
Total	846	100	847	100	847	100	848	100	849	100	850	100
AB	186	22	186	22	186	22	185	22	187	22	187	22
C1	255	30	255	30	256	30	256	30	255	30	256	30
C2	180	21	181	21	181	21	182	21	181	21	181	21
DE	225	27	225	27	224	26	225	27	226	27	226	27
Working F/T	524	62	525	62	525	62	525	62	526	62	527	62
Not Working	322	38	322	38	322	38	323	38	323	38	323	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 08		Feb 08		Mar 08		Apr 08		May 08		Jun 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1026	100	1027	100	1027	100	1029	100	1030	100	1030	100
Age												
4 - 15	152	15	152	15	152	15	153	15	153	15	153	15
16 - 24	130	13	130	13	130	13	130	13	130	13	130	13
25 - 34	129	13	129	13	129	13	129	13	129	13	129	13
35 - 44	171	17	171	17	170	17	171	17	171	17	171	17
45 - 54	144	14	144	14	145	14	145	14	145	14	144	14
55 - 64	122	12	122	12	122	12	122	12	123	12	123	12
65 +	178	17	179	17	179	17	179	17	179	17	180	17
Adults												
Total	874	100	875	100	875	100	876	100	877	100	877	100
AB	176	20	176	20	176	20	176	20	177	20	177	20
C1	263	30	263	30	264	30	264	30	264	30	264	30
C2	159	18	159	18	159	18	160	18	160	18	160	18
DE	276	32	277	32	276	32	276	32	276	31	276	31
Working F/T	301	34	301	34	301	34	302	34	302	34	301	34
Not Working	573	66	574	66	574	66	574	66	575	66	576	66

Table4b												
Female Individuals in TV Households												
Projections for	Jul 08		Aug 08		Sep 08		Oct 08		Nov 08		Dec 08	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1031	100	1032	100	1033	100	1034	100	1035	100	1035	100
Age												
4 - 15	152	15	153	15	153	15	153	15	154	15	154	15
16 - 24	130	13	130	13	130	13	131	13	130	13	131	13
25 - 34	130	13	130	13	130	13	130	13	130	13	129	12
35 - 44	171	17	172	17	172	17	171	17	172	17	172	17
45 - 54	145	14	145	14	145	14	146	14	145	14	146	14
55 - 64	123	12	123	12	123	12	123	12	124	12	123	12
65 +	180	17	179	17	180	17	180	17	180	17	180	17
Adults												
Total	879	100	879	100	880	100	881	100	881	100	881	100
AB	176	20	177	20	177	20	178	20	177	20	177	20
C1	265	30	265	30	265	30	265	30	266	30	266	30
C2	160	18	160	18	160	18	160	18	160	18	161	18
DE	278	32	277	32	278	32	278	32	278	32	277	31
Working F/T	303	34	303	34	303	34	304	35	303	34	303	34
Not Working	576	66	576	66	577	66	577	65	578	66	578	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 2005 and June 2007.

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 2005 - Jun 2007										
	Total		Mid		E		W		SW	
Addresses Issued	159586		19230		10456		7106		4920	
Shop / Business	2112		265		98		44		52	
Demolished / Incomplete	610		55		67		24		19	
Empty	12375		1220		817		420		304	
Holiday Home	1638		61		103		40		174	
Other Non Effective	4412		430		312		212		200	
Eligible Addresses	138439		17199		9059		6366		4171	
Substitute Addresses	20693		1996		1344		730		727	
Multiple Occupancy Addresses	2226		81		42		35		62	
Additional Households	2846		287		187		78		86	
Total Households	164204	100%	19563	100%	10632	100%	7209	100%	5046	100%
Non Contacts	28792	18%	3021	15%	1668	16%	1737	24%	1014	20%
No English Spoken	297	*	44	*	25	*	4	*	3	*
Refusals	22983	14%	2886	15%	1350	13%	893	12%	793	16%
Total Interviews	112132	68%	13612	70%	7589	71%	4575	63%	3236	64%
* = Less than 0.5%										

Response Analysis: Jul 2005 - Jun 2007										
	S		N		NE		NW		Scot	
Addresses Issued	11291		8928		7980		11877		14416	
Shop / Business	106		82		75		190		220	
Demolished / Incomplete	20		25		23		37		124	
Empty	571		507		622		1091		1537	
Holiday Home	110		15		105		128		280	
Other Non Effective	239		123		145		426		433	
Eligible Addresses	10245		8176		7010		10005		11822	
Substitute Addresses	1028		746		959		1811		2531	
Multiple Occupancy Addresses	130		66		45		47		126	
Additional Households	194		91		99		345		347	
Total Households	11597	100%	9079	100%	8113	100%	12208	100%	14826	100%
Non Contacts	2174	19%	1136	20%	1187	15%	2374	19%	1977	13%
No English Spoken	16	*	8	*	6	*	13	*	11	*
Refusals	1908	16%	1385	14%	1095	13%	2086	17%	1948	13%
Total Interviews	7499	65%	6550	67%	5825	72%	7735	63%	10890	73%
* = Less than 0.5%										

Response Analysis: Jul 2005 - Jun 2007										
	Uls		Wal		Lon		SE			
Addresses Issued	8632		19629		30084		5037			
Shop / Business	218		267		445		50			
Demolished / Incomplete	85		77		44		10			
Empty	760		2636		1562		328			
Holiday Home	54		526		23		19			
Other Non Effective	484		734		542		132			
Eligible Addresses	7031		15389		27468		4498			
Substitute Addresses	1542		4156		2594		529			
Multiple Occupancy Addresses	9		146		1399		38			
Additional Households	218		306		488		120			
Total Households	8800	100%	19997	100%	31949	100%	5185	100%		
Non Contacts	1462	17%	2157	11%	8091	25%	794	15%		
No English Spoken	10	*	14	*	141	*	2	*		
Refusals	551	6%	1352	7%	5877	18%	859	17%		
Total Interviews	6777	77%	16474	82%	17840	56%	3530	68%		
* = 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 2005 to June 2007.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Multichannel
All Areas	112132	109719	18609
London	17838	17301	3394
South East	3531	3479	644
Midlands	13616	13348	2380
East	7589	7434	1248
West	4575	4512	700
South West	3236	3162	594
South	7500	7362	1579
Yorkshire and Lincolnshire	6550	6419	1763
North East and Cumbria	5825	5752	1159
North West	7735	7610	2150
Scotland	10890	10645	1628
Ulster	6777	6554	377
Wales	16470	16141	992
Midlands West	10101	9898	1774
Midlands East	3515	3450	606

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households
All Areas	228298
London	34958
South East	7095
Midlands	27958
East	15469
West	9417
South West	6635
South	15705
Yorkshire and Lincolnshire	14118
North East and Cumbria	12529
North West	16170
Scotland	22142
Ulster	12670
Wales	33432
Midlands West	20621
Midlands East	7337

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals In Multichannel Households
All Areas	263002	258799	46685
London	43870	42898	8640
South East	8247	8148	1594
Midlands	32807	32299	6142
East	17712	17451	3182
West	10330	10222	1728
South West	7420	7292	1469
South	17647	17396	3930
Yorkshire and Lincolnshire	15430	15206	4466
North East and Cumbria	13391	13269	2781
North West	17757	17532	5297
Scotland	24038	23661	3931
Ulster	16459	16083	1084
Wales	37894	37342	2442
Midlands West	24388	24021	4607
Midlands East	8419	8278	1535

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults in Multichannel Households
All Areas	211271	207664	36875
London	34523	33731	6794
South East	6626	6538	1267
Midlands	26144	25723	4820
East	14213	13986	2500
West	8488	8394	1391
South West	6073	5961	1167
South	14258	14028	3115
Yorkshire and Lincolnshire	12272	12086	3523
North East and Cumbria	10889	10779	2240
North West	14279	14094	4176
Scotland	19689	19344	3132
Ulster	13043	12718	812
Wales	30774	30282	1938
Midlands West	19402	19102	3607
Midlands East	6742	6621	1214

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	127252	135750	124904	133895
London	21383	22487	20868	22030
South East	3996	4251	3947	4201
Midlands	15982	16825	15689	16610
East	8646	9066	8501	8950
West	4920	5410	4861	5361
South West	3549	3871	3472	3820
South	8603	9044	8457	8939
Yorkshire and Lincolnshire	7491	7939	7362	7844
North East and Cumbria	6455	6936	6384	6885
North West	8483	9274	8362	9170
Scotland	11444	12594	11224	12437
Ulster	7945	8514	7745	8338
Wales	18355	19539	18032	19310
Midlands West	11871	12517	11657	12364
Midlands East	4111	4308	4032	4246

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	100687	110584	98649	109015
London	16560	17963	16138	17593
South East	3127	3499	3083	3455
Midlands	12617	13527	12368	13355
East	6784	7429	6656	7330
West	4011	4477	3961	4433
South West	2887	3186	2819	3142
South	6835	7423	6701	7327
Yorkshire and Lincolnshire	5877	6395	5766	6320
North East and Cumbria	5164	5725	5099	5680
North West	6749	7530	6644	7450
Scotland	9257	10432	9054	10290
Ulster	6184	6859	6015	6703
Wales	14635	16139	14345	15937
Midlands West	9354	10048	9177	9925
Midlands East	3263	3479	3191	3430

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 2006 and June 2007. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

In this way top-line Multichannel estimates for June 2007 in this report accord with estimates used in processing BARB panel data in June 2007. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

= $U_m - SU_{m-1}$

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2008

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

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

Appendix J

The Questionnaire (June 2007)

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

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

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

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

WRITE IN > _____

ASK ALL

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

WRITE IN > _____

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

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

WRITE IN > _____

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

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

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

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

SP

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

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

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

SP

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

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

Talking about your **main set** only.

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

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

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

WRITE IN (2 digits required)

8a2.	INTERVIEWER: WAS THE DIAGONAL SCREEN MEASUREMENT...? Respondent claim Actual measurement	SP
8b.	SHOW CARD C. Does the set have a standard or a wide screen? INTERVIEWER: CODE AS STANDARD IF STANDARD SCREEN CAN SWITCH TO WIDESCREEN Standard Widescreen Don't know	SP
11.	Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX or TELETEXT? This service allows you to select the pages you want to view. Yes No Don't know INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.	SP
13.	Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.	SP
13b.	Is this set mounted on a wall bracket? Yes No	SP
14a.	Where is the set usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	SP
IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) GO TO Q14c OTHERWISE GO TO 16a		
14c.	SHOW CARD D. On average, how often would you say this set is moved? Every or most days At least once a weeks At least once a month At least once every three months At least once every six months Less often	SP
16a.	SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 ITV1 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)	MP

<p>16b. SHOW CARD F. Which of the following ITV1 (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED)</p> <p>ITV1 Anglia ITV1 Border ITV1 Central ITV1 Westcountry ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian ITV1 Tyne Tees UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)</p>	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 and 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> <p>Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies</p>	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> <p>Yes No</p>	SP
<p>IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b(i/ii/iii/iv)</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> <p>1) Via a normal aerial – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box, for example a Sky dish.</p>	
<p>By which of the following methods can you receive the additional channels on this television set? If you can receive your channels by more than one method on this set we are interested in all methods whether they are used or not.</p>	
<p>17b(iii). A normal aerial and digital signal (known as Freeview). Yes No</p>	SP
<p>17b(ii). A connection to a cable TV Supplier. Yes No</p>	SP
<p>17b(i). A satellite dish, for example a Sky dish. Yes No</p>	SP

17b(iv). Another method. Yes No	SP
IF OTHER METHOD (Q17B(iv) = Yes) ASK Q17B1, OTHERWISE SKIP TO Q20A	
17b1 Which service provider do you receive your additional channels from via this other method? Homechoice/Tiscali TV Kingston Interactive BT Vision Other	MP
ASK Q20A IF YES AT Q17B(i/ii) OTHERWISE GO TO Q20A2.	
20a. Does this set receive digital satellite (IF Q17b(i) = Yes) or (IF Q17b(i)and(ii) = Yes) digital cable (IF Q17b(ii) = Yes) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b(i) = Yes) READ OUT <small>CODE 1 REDUNDANT</small> Does not receive digital TV Receives digital satellite (IF Q17b(i) = Yes) Receives digital cable (IF Q17b(ii) = Yes) Don't know	MP
IF YES AT Q17B(iii), ASK Q20A2, OTHERWISE GO TO Q20A3	
20a2. Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in? Separate box Built in digital reception Don't know	SP
IF YES AT Q17B(i) ASK Q20A3, OTHERWISE GO TO Q20A4	
20a3. Is this set connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know	SP
IF YES AT Q17B(i) OR Q17B(ii) READ OUT OTHERWISE GO TO Q22A	
I would now like to ask you about High Definition television, or HDTV. This is television with a higher quality of picture. You need to pay extra for this service, and need both an HD-ready TV set and HDTV set top box.	
IF YES AT Q17B(i) ASK Q20A4, OTHERWISE GO TO Q20A5	
20a4. Is this set connected to Sky HD? Sky HD is the high definition service available with Sky. Yes No Don't know	SP
IF YES AT Q17B(ii) ASK Q20A5, OTHERWISE GO TO Q22A	
20a5. Is this set connected to V+ or cable high definition? V+ is the high definition service available with cable. Yes No Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d.		
IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b(i/ii/iii/iv) AND Q20a) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K4 in turn. Which of the following channels are currently received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic		SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra
IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b(i/ii/iii/iv)/Q20a ASK Q17c2 (IF Q17b(i) = Yes and Q20a = 2) or Q17c3 (IF Q17b(iii) = Yes) or Q17c4 (IF Q17b(ii) = Yes and Q20a = 2) OTHERWISE ASK Q17d		
17c2.	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP
17c3.	Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? Yes No	SP
17c4.	Some of the channels you have stated are not available unless you receive digital cable, for example (ENTER 1ST 3 CONFLICT CHANNELS CODED). Is it possible you receive digital cable? Yes No	SP
IF YES (CODE 1 AT Q17c3) STATE		
In that case I need to ask you a couple of questions again.		
ASK Q17b(i/ii/iii/iv) and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.		
IF SATELLITE DISH (YES AT Q17b(i)) ASK 17d		
17d.	Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households	SP
ASK ALL WITH ADDITIONAL CHANNELS		
17e.	SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		

<p>18a. SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT</p> <p>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</p>	MP
ASK ALL	
<p>23a. SHOW CARD J Which of the following pieces of equipment are connected to this set?</p> <p>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</p>	MP
REPEAT Q8a TO Q23a FOR ALL OTHER SETS	
IF SATELLITE DISH (YES AT Q17b(i)) ON ANY SET, ASK Q24e OTHERWISE FOLLOW INSTRUCTION ABOVE Q26b	
<p>24e. Does your household currently pay a subscription for your satellite channels or do you just receive the free channels?</p> <p>Pay subscription Receive free channels only Don't know/Not sure</p>	
IF ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE SKIP TO Q28a	
<p>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?</p> <p>Receive free channels only Pay monthly subscription i.e. Top Up TV Don't know/Not sure</p>	
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b(ii) =Yes OR Q17b(ii) =Yes AND Q20a CODE 4) OTHERWISE GO TO Q29a	
<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>	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	
<p>28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p>	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b(i) =Yes OR Q17b(i) =Yes AND Q20a CODE 3) OTHERWISE GO TO Q30a	

<p>29a. Does the _____ set (ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p> <p>REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a</p>	SP
<p>29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p> <p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b(iii) = Yes) 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	

30g	How many unused set-top-boxes for satellite / cable / digital via a normal aerial (ENTER TEXT AS CODED AT Q30d) are there in your household? WRITE IN> _____	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g		
30h	SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTERTEXT AS CODED AT Q30d) set-top-box in your household? REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Permanently out of order	SP
30i	Do you have a second home either in the UK or abroad? Yes – UK Yes - abroad No	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j		
30j	Do you have any equipment for receiving additional UK channels at any of these households? READ OUT Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No	MP
Now some questions about other ways that television sets can be used.		
31a.	SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets? Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these	
31g	Do you or anyone in your household ever access the internet at home by any method? Yes No	
IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33		
31h2	Do you subscribe to a broadband provider in order to access the internet through your PC? By broadband I mean an always on connection that is nearly 10 times faster than traditional modems. Yes No	SP
33	I would now like to ask you about the viewing of the <u>whole household</u> , including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel. Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday :	
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday		
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE		
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.		
WRITE IN (2 DIGITS REQUIRED)		

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

40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)?	
ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED	
UTV RTE/TV3/TG4	
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:	
"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?"	
IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	

IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43

41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH	SP
Channel 4 S4C	
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:	
"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"	

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

52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
55a SHOW CARD UUU. Does household member have any difficulty in hearing, which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55E	
55b SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	
55e SHOW CARD UUU. Does household member have any difficulty with their sight, which affect their ability to watch television programmes? Yes No	SP
55d SHOW CARD UUU. Does household member have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No	SP
64. SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	SP

IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q56																				
55f	<p>SHOW CARD VV. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <p>Welsh English Welsh and English equally Welsh and other language other than English (equally) Other</p>	SP																		
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)																				
56	<p>Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.</p>																			
57	<p>And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE 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).</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.</p>																			
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"> <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"> <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 Sunday</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 Sunday	None of these				
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Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these																

IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61	
IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C	
60b.	Are you/is the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?
	SP
PLEASE NOW SKIP TO Q61	
60c.	Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT Less than 2 months More than 2 months
	SP
IF UNEMPLOYED LESS THAN 2 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E	
60d.	And previously, were you/the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education
	SP
PLEASE NOW SKIP TO Q61	
60e.	Is thatREAD OUT Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?
	SP
NOW ASK Q61	
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 <u>is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK																													
61g. Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN																													
IF CIE RETIRED, UNEMPLOYED OR NOT EMPLOYED (CODES 6, 7 OR 8 AT Q51) ASK Q61f, OTHERWISE SKIP TO Q62																													
61h. SHOW CARD Y. What is <u>your/ the chief income earners</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOUR IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) net income - that is after deducting income tax, national insurance and contributions to pension schemes? <table border="1"> <thead> <tr> <th></th> <th>Weekly</th> <th>Monthly</th> <th>Yearly</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Under £100</td> <td>Under £435</td> <td>Under £5,200</td> </tr> <tr> <td>2</td> <td>£100 - £194</td> <td>£435 - £844</td> <td>£5,200 - £10,149</td> </tr> <tr> <td>3</td> <td>£195 - £379</td> <td>£845 - £1,659</td> <td>£10,150 - £19,899</td> </tr> <tr> <td>4</td> <td>£380 - £749</td> <td>£1,660 - £3,239</td> <td>£19,900 - £38,799</td> </tr> <tr> <td>5</td> <td>£750 or more</td> <td>£3,240 or more</td> <td>£38,800 or more</td> </tr> <tr> <td></td> <td>Refused</td> <td></td> <td></td> </tr> </tbody> </table>		Weekly	Monthly	Yearly	1	Under £100	Under £435	Under £5,200	2	£100 - £194	£435 - £844	£5,200 - £10,149	3	£195 - £379	£845 - £1,659	£10,150 - £19,899	4	£380 - £749	£1,660 - £3,239	£19,900 - £38,799	5	£750 or more	£3,240 or more	£38,800 or more		Refused			
	Weekly	Monthly	Yearly																										
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	Refused																												
BRING UP SUMMARY SCREEN FOR Q61a-g																													
62. CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.																													
63a. Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP																												
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64b																													
63b. Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both																													
63d. What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN																													
ASK ALL: 64b. Finally, thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB regarding your TV viewing during the next 12 months? There would be no obligation for you to take part. Yes No																													
IF ELIGIBLE FOR RECRUITMENT GO TO RECRUITMENT QUESTIONNAIRE OTHERWISE CONTINUE																													
65. RECORD INTERVIEW LENGTH IN MINUTES																													
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.																													