

Establishment Survey of TV Homes

BBC Area Report

June 2008



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 2006 and June 2008.

The tables are in two sections. The first provides smoothed results which have an effective date of 1st June 2008, 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	26447	100	25778	100	
Receiving ITV	25777	97	25777	100	
Receiving any CH4	25704	97	25704	100	
Receiving five	24719	93	24719	96	
Receiving BBC1	25778	97	25778	100	
Receiving BBC2	25778	97	25778	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	26447	100	25778	100	21688	100	
		100		97		82	
				100		84	
Social Class :-							
AB	5519	21	5413	21	4910	23	
C1	7411	28	7202	28	6240	29	
C2	5034	19	4961	19	4450	21	
D	4062	15	3946	15	3302	15	
E	4421	17	4256	17	2785	13	
Housewife Age :-							
Under 25	1496	6	1388	5	1148	5	
25 - 34	4196	16	3997	16	3528	16	
35 - 44	5229	20	5106	20	4761	22	
45 - 54	4727	18	4639	18	4201	19	
55 - 64	4352	16	4283	17	3721	17	
65 +	6448	24	6365	25	4329	20	
Size of Household :-							
1	8708	33	8292	32	5690	26	
2	8839	33	8700	34	7689	35	
3	3955	15	3905	15	3670	17	
4	3365	13	3330	13	3195	15	
5 +	1578	6	1551	6	1443	7	
Average Household Size	2.28		2.29		2.43		
Children :-							
Without	19769	75	19179	74	15448	71	
With	6678	25	6599	26	6240	29	
0 - 3	2396	9	2354	9	2192	10	
4 - 9	3160	12	3125	12	2959	14	
10 - 15	3346	13	3320	13	3182	15	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		25778	100
Screen Size :-	Under 20"	13494	52
	20 to 29"	16418	64
	30" and over	10858	42
Household with :-	Single Set	9737	38
	2 Sets	9030	35
	3 Sets	4315	17
	4 Sets	1775	7
	5+ Sets	922	4
Recorders :-	With VCR	12365	48
	2+ VCR	2205	9
	With PVR	5425	21
	2+ PVR	1110	4
	With DVD-R	4310	17
	2+ DVD-R	504	2
	With Any Recorder	17221	67
2+ Recorders	6305	24	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		52942	100
Screen Size :-	Under 20"	20236	38
	20 to 29"	19759	37
	30" and over	12386	23
Recorders :-	VCR connected	15123	29
	PVR connected	6962	13
	DVD-R connected	4952	9
	Any recorder	22727	43

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	60228	100	59085	100	52646	100
Age :-						
0 - 3	2836	5	2787	5	2614	5
4 - 9	4135	7	4085	7	3858	7
10 - 15	4449	7	4412	7	4206	8
16 - 19	3130	5	3081	5	2904	6
20 - 24	3867	6	3688	6	3289	6
25 - 34	7778	13	7471	13	6713	13
35 - 44	9130	15	8956	15	8402	16
45 - 54	8152	14	8034	14	7403	14
55 - 64	7269	12	7186	12	6377	12
65 +	9482	16	9385	16	6880	13
Adults :- Total	48808	100	47802	100	41968	100
AB	10945	22	10778	23	10031	24
C1	13970	29	13626	29	12132	29
C2	10271	21	10159	21	9305	22
D	7629	16	7437	16	6472	15
E	5993	12	5802	12	4027	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29589	100	30639	100	28914	100	30171	100
Age :-								
0 - 15	5856	20	5563	18	5789	20	5494	18
16 - 24	3561	12	3436	11	3434	12	3335	11
25 - 34	3865	13	3913	13	3674	13	3797	13
35 - 44	4511	15	4619	15	4400	15	4557	15
45 - 54	4022	14	4130	13	3947	14	4087	14
55 - 64	3563	12	3706	12	3513	12	3673	12
65 +	4210	14	5272	17	4158	14	5227	17
Adults :-	23732	100	25076	100	23125	100	24677	100
AB	5485	23	5460	22	5390	23	5388	22
C1	6576	28	7394	29	6374	28	7252	29
C2	5551	23	4720	19	5474	24	4685	19
D	3763	16	3866	15	3643	16	3794	15
E	2358	10	3635	14	2244	10	3558	14
Working F/T	14421	61	8325	33	14121	61	8201	33
Working P/T	777	3	3941	16	750	3	3902	16
Not Working	8533	36	12810	51	8254	36	12574	51
Housewives :-	5549	100	20898	100	5199	100	20578	100
Working F/T	2543	46	6657	32	2392	46	6560	32
Working P/T	207	4	3653	17	192	4	3620	18
Not Working	2799	50	10589	51	2615	50	10398	51

London

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	4899	100	4722	100	
Receiving ITV	4722	96	4722	100	
Receiving any CH4	4700	96	4700	100	
Receiving five	4642	95	4642	98	
Receiving BBC1	4722	96	4722	100	
Receiving BBC2	4722	96	4722	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4899	100	4722	100	3941	100
		100		96		80
				100		83
Social Class :-						
AB	1316	27	1278	27	1183	30
C1	1502	31	1443	31	1249	32
C2	737	15	721	15	628	16
D	612	12	585	12	452	11
E	733	15	695	15	430	11
Housewife Age :-						
Under 25	265	5	239	5	188	5
25 - 34	1024	21	957	20	808	20
35 - 44	1072	22	1034	22	953	24
45 - 54	841	17	821	17	726	18
55 - 64	695	14	685	15	585	15
65 +	1002	20	986	21	682	17
Size of Household :-						
1	1698	35	1589	34	1094	28
2	1452	30	1415	30	1221	31
3	749	15	734	16	694	18
4	667	14	657	14	637	16
5 +	334	7	327	7	295	7
Average Household Size	2.31		2.33		2.48	
Children :-						
Without	3617	74	3461	73	2751	70
With	1282	26	1261	27	1191	30
0 - 3	518	11	506	11	464	12
4 - 9	611	12	601	13	573	15
10 - 15	589	12	582	12	563	14

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		4722	100
Screen Size :-	Under 20"	2372	50
	20 to 29"	2759	58
	30" and over	2048	43
Household with :-	Single Set	1978	42
	2 Sets	1580	33
	3 Sets	732	15
	4 Sets	263	6
	5+ Sets	169	4
Recorders :-	With VCR	2388	51
	2+ VCR	481	10
	With PVR	1009	21
	2+ PVR	196	4
	With DVD-R	756	16
	2+ DVD-R	91	2
	With Any Recorder	3175	67
2+ Recorders	1244	26	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		9207	100
Screen Size :-	Under 20"	3442	37
	20 to 29"	3254	35
	30" and over	2344	25
Recorders :-	VCR connected	2955	32
	PVR connected	1259	14
	DVD-R connected	866	9
	Any recorder	4174	45

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	11322	100	11018	100	9762	100
Age :-						
0 - 3	616	5	602	5	555	6
4 - 9	810	7	796	7	747	8
10 - 15	788	7	779	7	743	8
16 - 19	531	5	521	5	493	5
20 - 24	731	6	690	6	598	6
25 - 34	1933	17	1828	17	1580	16
35 - 44	1877	17	1822	17	1690	17
45 - 54	1450	13	1423	13	1287	13
55 - 64	1128	10	1116	10	988	10
65 +	1459	13	1441	13	1081	11
Adults :- Total	9108	100	8840	100	7716	100
AB	2596	29	2535	29	2417	31
C1	2819	31	2726	31	2440	32
C2	1513	17	1488	17	1335	17
D	1180	13	1134	13	911	12
E	1001	11	957	11	613	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	5597	100	5724	100	5418	100	5600	100
Age :-								
0 - 15	1129	20	1085	19	1110	20	1068	19
16 - 24	643	11	619	11	617	11	595	11
25 - 34	965	17	969	17	901	17	927	17
35 - 44	960	17	917	16	925	17	897	16
45 - 54	718	13	732	13	701	13	721	13
55 - 64	546	10	582	10	538	10	578	10
65 +	637	11	822	14	626	12	814	15
Adults :-	4469	100	4640	100	4308	100	4532	100
AB	1311	29	1285	28	1276	30	1259	28
C1	1344	30	1475	32	1290	30	1436	32
C2	833	19	679	15	815	19	673	15
D	596	13	584	13	569	13	565	12
E	384	9	617	13	359	8	598	13
Working F/T	2898	65	1722	37	2808	65	1677	37
Working P/T	175	4	648	14	169	4	639	14
Not Working	1395	31	2270	49	1331	31	2216	49
Housewives :-	1146	100	3753	100	1052	100	3670	100
Working F/T	602	53	1330	35	556	53	1298	35
Working P/T	54	5	593	16	51	5	586	16
Not Working	490	43	1831	49	446	42	1786	49

South East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	903	100	885	100	
Receiving ITV	885	98	885	100	
Receiving any CH4	882	98	882	100	
Receiving five	786	87	786	89	
Receiving BBC1	885	98	885	100	
Receiving BBC2	885	98	885	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	903	100	885	100	747	100
		100		98		83
				100		84
Social Class :-						
AB	202	22	200	23	180	24
C1	277	31	270	31	209	28
C2	192	21	190	21	164	22
D	125	14	122	14	116	15
E	107	12	104	12	79	11
Housewife Age :-						
Under 25	38	4	36	4	30	4
25 - 34	107	12	102	12	92	12
35 - 44	175	19	173	19	155	21
45 - 54	160	18	158	18	141	19
55 - 64	163	18	160	18	143	19
65 +	261	29	256	29	186	25
Size of Household :-						
1	285	32	273	31	192	26
2	319	35	317	36	279	37
3	132	15	131	15	118	16
4	112	12	111	13	110	15
5 +	54	6	53	6	49	7
Average Household Size	2.28		2.29		2.42	
Children :-						
Without	679	75	664	75	541	72
With	224	25	221	25	206	28
0 - 3	80	9	79	9	77	10
4 - 9	107	12	107	12	102	14
10 - 15	118	13	118	13	108	14

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		885	100
Screen Size :-	Under 20"	487	55
	20 to 29"	551	62
	30" and over	357	40
Household with :-	Single Set	337	38
	2 Sets	323	37
	3 Sets	140	16
	4 Sets	48	5
	5+ Sets	38	4
Recorders :-	With VCR	538	61
	2+ VCR	109	12
	With PVR	178	20
	2+ PVR	32	4
	With DVD-R	178	20
	2+ DVD-R	22	2
	With Any Recorder	664	75
	2+ Recorders	269	30

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1807	100
Screen Size :-	Under 20"	721	40
	20 to 29"	655	36
	30" and over	406	22
Recorders :-	VCR connected	684	38
	PVR connected	230	13
	DVD-R connected	206	11
	Any recorder	895	50

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2056	100	2027	100	1806	100
Age :-						
0 - 3	93	5	92	5	91	5
4 - 9	140	7	139	7	137	8
10 - 15	156	8	155	8	142	8
16 - 19	120	6	117	6	110	6
20 - 24	105	5	101	5	92	5
25 - 34	204	10	199	10	180	10
35 - 44	299	15	295	15	274	15
45 - 54	280	14	278	14	245	14
55 - 64	277	13	273	13	246	14
65 +	382	19	377	19	290	16
Adults :- Total	1667	100	1640	100	1437	100
AB	400	24	397	24	363	25
C1	514	31	502	31	399	28
C2	389	23	386	24	341	24
D	225	14	220	13	223	16
E	139	8	136	8	111	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	993	100	1063	100	978	100	1049	100
Age :-								
0 - 15	197	20	192	18	196	20	191	18
16 - 24	113	11	112	11	109	11	109	10
25 - 34	100	10	105	10	97	10	102	10
35 - 44	138	14	161	15	136	14	159	15
45 - 54	139	14	142	13	138	14	140	13
55 - 64	137	14	139	13	136	14	137	13
65 +	169	17	213	20	167	17	210	20
Adults :-	796	100	871	100	782	100	858	100
AB	199	25	201	23	198	25	199	23
C1	233	29	281	32	227	29	275	32
C2	203	25	187	21	200	26	185	22
D	108	14	117	13	105	13	114	13
E	53	7	86	10	52	7	84	10
Working F/T	465	58	252	29	460	59	248	29
Working P/T	38	5	160	18	36	5	157	18
Not Working	293	37	460	53	286	37	453	53
Housewives :-	169	100	734	100	162	100	723	100
Working F/T	70	41	202	27	68	42	198	27
Working P/T	9	6	149	20	9	5	147	20
Not Working	90	53	383	52	86	53	377	52

Midlands

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	3522	100	3430	100	
Receiving ITV	3430	97	3430	100	
Receiving any CH4	3419	97	3419	100	
Receiving five	3356	95	3356	98	
Receiving BBC1	3430	97	3430	100	
Receiving BBC2	3430	97	3430	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	3522	100	3430	100	2761	100	
		100		97		78	
				100		80	
Social Class :-							
AB	688	20	675	20	590	21	
C1	919	26	894	26	758	27	
C2	667	19	658	19	583	21	
D	599	17	582	17	486	18	
E	649	18	621	18	344	12	
Housewife Age :-							
Under 25	202	6	187	5	151	5	
25 - 34	531	15	503	15	450	16	
35 - 44	692	20	677	20	614	22	
45 - 54	629	18	617	18	539	20	
55 - 64	578	16	570	17	486	18	
65 +	889	25	877	26	522	19	
Size of Household :-							
1	1187	34	1132	33	708	26	
2	1130	32	1110	32	949	34	
3	517	15	509	15	466	17	
4	450	13	445	13	416	15	
5 +	238	7	234	7	223	8	
Average Household Size	2.30		2.31		2.49		
Children :-							
Without	2627	75	2548	74	1932	70	
With	895	25	883	26	829	30	
0 - 3	322	9	315	9	293	11	
4 - 9	433	12	429	13	400	14	
10 - 15	457	13	453	13	434	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		3430	100
Screen Size :-	Under 20"	1787	52
	20 to 29"	2245	65
	30" and over	1373	40
Household with :-	Single Set	1323	39
	2 Sets	1149	34
	3 Sets	582	17
	4 Sets	243	7
	5+ Sets	133	4
Recorders :-	With VCR	1530	45
	2+ VCR	265	8
	With PVR	700	20
	2+ PVR	144	4
	With DVD-R	563	16
	2+ DVD-R	66	2
	With Any Recorder	2256	66
2+ Recorders	745	22	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		7077	100
Screen Size :-	Under 20"	2734	39
	20 to 29"	2712	38
	30" and over	1577	22
Recorders :-	VCR connected	1881	27
	PVR connected	902	13
	DVD-R connected	646	9
	Any recorder	2963	42

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	8100	100	7940	100	6882	100
Age :-						
0 - 3	388	5	379	5	351	5
4 - 9	566	7	560	7	520	8
10 - 15	613	8	607	8	580	8
16 - 19	449	6	442	6	418	6
20 - 24	519	6	496	6	441	6
25 - 34	987	12	943	12	842	12
35 - 44	1230	15	1208	15	1107	16
45 - 54	1075	13	1056	13	939	14
55 - 64	974	12	963	12	846	12
65 +	1299	16	1285	16	838	12
Adults :- Total	6533	100	6394	100	5430	100
AB	1382	21	1365	21	1222	23
C1	1709	26	1670	26	1462	27
C2	1386	21	1371	21	1252	23
D	1160	18	1128	18	985	18
E	896	14	859	13	509	9

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	4005	100	4095	100	3906	100	4034	100
Age :-								
0 - 15	808	20	758	19	796	20	750	19
16 - 24	490	12	478	12	471	12	467	12
25 - 34	486	12	501	12	457	12	487	12
35 - 44	615	15	614	15	603	15	605	15
45 - 54	538	13	537	13	526	13	530	13
55 - 64	480	12	494	12	474	12	490	12
65 +	587	15	712	17	579	15	705	17
Adults :-	3196	100	3337	100	3110	100	3284	100
AB	698	22	684	21	687	22	678	21
C1	813	25	896	27	789	25	881	27
C2	749	23	638	19	739	24	632	19
D	574	18	585	18	553	18	575	18
E	362	11	534	16	342	11	518	16
Working F/T	1908	60	1080	32	1869	60	1070	33
Working P/T	96	3	539	16	91	3	534	16
Not Working	1192	37	1718	51	1150	37	1680	51
Housewives :-	741	100	2781	100	694	100	2737	100
Working F/T	322	43	864	31	303	44	856	31
Working P/T	23	3	498	18	20	3	494	18
Not Working	396	54	1419	51	370	53	1387	51

East

	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1875	100	1826	100
Receiving ITV	1826	97	1826	100
Receiving any CH4	1820	97	1820	100
Receiving five	1727	92	1727	95
Receiving BBC1	1826	97	1826	100
Receiving BBC2	1826	97	1826	100

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		1875	100	1826	100	1487	100
			100		97		79
					100		81
Social Class :-							
AB		382	20	377	21	331	22
C1		530	28	512	28	415	28
C2		381	20	375	21	335	23
D		305	16	294	16	235	16
E		277	15	267	15	171	11
Housewife Age :-							
Under 25		103	6	93	5	72	5
25 - 34		289	15	276	15	234	16
35 - 44		364	19	358	20	327	22
45 - 54		331	18	322	18	290	19
55 - 64		325	17	321	18	278	19
65 +		463	25	456	25	286	19
Size of Household :-							
1		569	30	539	30	338	23
2		688	37	676	37	595	40
3		271	14	268	15	251	17
4		242	13	240	13	212	14
5 +		105	6	102	6	91	6
Average Household Size		2.28		2.30		2.43	
Children :-							
Without		1403	75	1358	74	1059	71
With		473	25	468	26	429	29
0 - 3		167	9	164	9	143	10
4 - 9		216	11	213	12	190	13
10 - 15		239	13	237	13	224	15

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1826	100
Screen Size :-	Under 20"	996	55
	20 to 29"	1199	66
	30" and over	713	39
Household with :-	Single Set	679	37
	2 Sets	636	35
	3 Sets	301	16
	4 Sets	138	8
	5+ Sets	71	4
Recorders :-	With VCR	950	52
	2+ VCR	181	10
	With PVR	330	18
	2+ PVR	59	3
	With DVD-R	286	16
	2+ DVD-R	22	1
	With Any Recorder	1228	67
2+ Recorders	445	24	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3752	100
Screen Size :-	Under 20"	1529	41
	20 to 29"	1394	37
	30" and over	801	21
Recorders :-	VCR connected	1155	31
	PVR connected	421	11
	DVD-R connected	315	8
	Any recorder	1592	42

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4284	100	4197	100	3612	100
Age :-						
0 - 3	200	5	195	5	171	5
4 - 9	290	7	285	7	256	7
10 - 15	319	7	316	8	294	8
16 - 19	217	5	215	5	197	6
20 - 24	250	6	232	6	190	5
25 - 34	519	12	499	12	446	12
35 - 44	645	15	636	15	577	16
45 - 54	583	14	573	14	521	14
55 - 64	556	13	550	13	484	13
65 +	706	16	697	17	476	13
Adults :- Total	3476	100	3401	100	2891	100
AB	768	22	761	22	690	24
C1	995	29	968	28	805	28
C2	761	22	751	22	675	23
D	585	17	567	17	479	17
E	366	11	354	10	242	8

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2115	100	2169	100	2065	100	2132	100
Age :-								
0 - 15	415	20	394	18	409	20	388	18
16 - 24	235	11	232	11	223	11	224	10
25 - 34	259	12	260	12	246	12	253	12
35 - 44	319	15	326	15	313	15	323	15
45 - 54	286	14	297	14	279	14	293	14
55 - 64	278	13	278	13	275	13	275	13
65 +	324	15	381	18	320	15	378	18
Adults :-	1700	100	1775	100	1656	100	1745	100
AB	386	23	382	22	381	23	380	22
C1	462	27	533	30	447	27	521	30
C2	412	24	350	20	405	24	345	20
D	298	18	287	16	287	17	281	16
E	142	8	224	13	136	8	218	13
Working F/T	1078	63	581	33	1052	64	573	33
Working P/T	52	3	298	17	51	3	295	17
Not Working	570	34	896	50	553	33	876	50
Housewives :-	355	100	1520	100	330	100	1496	100
Working F/T	177	50	477	31	164	50	470	31
Working P/T	14	4	282	19	13	4	280	19
Not Working	164	46	761	50	153	46	746	50

West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	995	100	977	100	
Receiving ITV	977	98	977	100	
Receiving any CH4	974	98	974	100	
Receiving five	926	93	926	95	
Receiving BBC1	977	98	977	100	
Receiving BBC2	977	98	977	100	

		Analysis of Households					
		All Households		TV Households		Multichannel	
		000's	%	000's	%	000's	%
Total		995	100	977	100	814	100
			100		98		82
					100		83
Social Class :-							
AB		210	21	208	21	168	21
C1		299	30	294	30	262	32
C2		213	21	210	22	190	23
D		159	16	155	16	123	15
E		113	11	109	11	72	9
Housewife Age :-							
Under 25		45	5	43	4	30	4
25 - 34		153	15	150	15	128	16
35 - 44		197	20	193	20	200	25
45 - 54		180	18	177	18	163	20
55 - 64		166	17	164	17	137	17
65 +		254	26	251	26	156	19
Size of Household :-							
1		313	31	302	31	207	25
2		366	37	362	37	298	37
3		138	14	137	14	129	16
4		123	12	121	12	129	16
5 +		55	6	54	6	52	6
Average Household Size		2.26		2.26		2.43	
Children :-							
Without		761	76	745	76	577	71
With		234	24	232	24	238	29
0 - 3		81	8	80	8	79	10
4 - 9		107	11	107	11	106	13
10 - 15		123	12	121	12	130	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		977	100
Screen Size :-	Under 20"	551	56
	20 to 29"	643	66
	30" and over	330	34
Household with :-	Single Set	399	41
	2 Sets	325	33
	3 Sets	144	15
	4 Sets	72	7
	5+ Sets	37	4
Recorders :-	With VCR	449	46
	2+ VCR	85	9
	With PVR	200	20
	2+ PVR	18	2
	With DVD-R	214	22
	2+ DVD-R	13	1
	With Any Recorder	659	67
	2+ Recorders	229	23

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1983	100
Screen Size :-	Under 20"	824	42
	20 to 29"	774	39
	30" and over	371	19
Recorders :-	VCR connected	551	28
	PVR connected	222	11
	DVD-R connected	228	11
	Any recorder	820	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2245	100	2212	100	1983	100
Age :-						
0 - 3	96	4	96	4	95	5
4 - 9	138	6	138	6	139	7
10 - 15	169	8	168	8	179	9
16 - 19	110	5	109	5	102	5
20 - 24	129	6	124	6	111	6
25 - 34	266	12	259	12	223	11
35 - 44	345	15	340	15	344	17
45 - 54	315	14	310	14	291	15
55 - 64	285	13	282	13	234	12
65 +	390	17	386	17	267	13
Adults :- Total	1841	100	1811	100	1571	100
AB	414	22	410	23	345	22
C1	566	31	557	31	500	32
C2	434	24	430	24	398	25
D	280	15	272	15	233	15
E	147	8	142	8	94	6

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1098	100	1147	100	1080	100	1132	100
Age :-								
0 - 15	210	19	194	17	209	19	192	17
16 - 24	121	11	118	10	118	11	116	10
25 - 34	133	12	133	12	129	12	130	12
35 - 44	168	15	177	15	165	15	175	15
45 - 54	152	14	163	14	149	14	161	14
55 - 64	141	13	143	13	140	13	142	13
65 +	173	16	218	19	171	16	215	19
Adults :-	888	100	953	100	871	100	939	100
AB	205	23	210	22	203	23	207	22
C1	263	30	303	32	256	29	300	32
C2	230	26	204	21	227	26	202	22
D	129	15	150	16	125	14	147	16
E	62	7	86	9	59	7	83	9
Working F/T	536	60	283	30	527	61	277	30
Working P/T	32	4	194	20	30	3	193	21
Not Working	320	36	475	50	313	36	469	50
Housewives :-	179	100	816	100	171	100	806	100
Working F/T	74	41	234	29	71	41	229	28
Working P/T	9	5	184	23	9	5	183	23
Not Working	95	53	398	49	92	54	393	49

South West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	855	100	835	100	
Receiving ITV	835	98	835	100	
Receiving any CH4	833	97	833	100	
Receiving five	715	84	715	86	
Receiving BBC1	835	98	835	100	
Receiving BBC2	835	98	835	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	855	100	835	100	696	100	
		100		98		81	
				100		83	
Social Class :-							
AB	183	21	180	22	156	22	
C1	236	28	233	28	189	27	
C2	184	21	181	22	161	23	
D	119	14	114	14	100	14	
E	133	16	128	15	89	13	
Housewife Age :-							
Under 25	41	5	37	4	27	4	
25 - 34	107	12	103	12	87	13	
35 - 44	147	17	145	17	125	18	
45 - 54	151	18	147	18	133	19	
55 - 64	164	19	161	19	141	20	
65 +	246	29	243	29	184	26	
Size of Household :-							
1	274	32	263	31	179	26	
2	317	37	312	37	276	40	
3	112	13	110	13	99	14	
4	102	12	101	12	85	12	
5 +	50	6	50	6	56	8	
Average Household Size	2.25		2.26		2.40		
Children :-							
Without	663	77	645	77	519	75	
With	193	23	190	23	176	25	
0 - 3	66	8	64	8	58	8	
4 - 9	95	11	94	11	92	13	
10 - 15	100	12	99	12	92	13	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		835	100
Screen Size :-	Under 20"	484	58
	20 to 29"	596	71
	30" and over	296	35
Household with :-	Single Set	278	33
	2 Sets	294	35
	3 Sets	177	21
	4 Sets	56	7
	5+ Sets	30	4
Recorders :-	With VCR	474	57
	2+ VCR	101	12
	With PVR	167	20
	2+ PVR	31	4
	With DVD-R	163	20
	2+ DVD-R	14	2
	With Any Recorder	612	73
2+ Recorders	248	30	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1765	100
Screen Size :-	Under 20"	738	42
	20 to 29"	687	39
	30" and over	334	19
Recorders :-	VCR connected	595	34
	PVR connected	205	12
	DVD-R connected	177	10
	Any recorder	808	46

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1924	100	1891	100	1670	100
Age :-						
0 - 3	82	4	81	4	75	5
4 - 9	124	6	123	7	117	7
10 - 15	136	7	135	7	128	8
16 - 19	97	5	96	5	92	5
20 - 24	125	6	119	6	97	6
25 - 34	201	10	195	10	166	10
35 - 44	254	13	250	13	224	14
45 - 54	256	13	251	13	239	14
55 - 64	275	14	272	14	240	14
65 +	373	19	369	20	291	17
Adults :- Total	1581	100	1552	100	1349	100
AB	353	22	347	22	307	23
C1	448	28	442	29	364	27
C2	373	24	369	24	341	25
D	223	14	215	14	203	15
E	184	12	179	12	135	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	948	100	976	100	928	100	963	100
Age :-								
0 - 15	176	19	167	17	174	19	165	17
16 - 24	115	12	107	11	111	12	104	11
25 - 34	104	11	97	10	99	11	95	10
35 - 44	121	13	133	14	119	13	131	14
45 - 54	125	13	131	13	122	13	129	13
55 - 64	135	14	141	14	132	14	139	14
65 +	172	18	201	21	170	18	199	21
Adults :-	772	100	810	100	755	100	798	100
AB	176	23	178	22	173	23	175	22
C1	208	27	240	30	205	27	237	30
C2	201	26	172	21	198	26	171	21
D	111	14	113	14	105	14	110	14
E	77	10	107	13	74	10	104	13
Working F/T	439	57	243	30	430	57	239	30
Working P/T	32	4	131	16	31	4	130	16
Not Working	301	39	436	54	294	39	429	54
Housewives :-	170	100	685	100	160	100	675	100
Working F/T	68	40	193	28	63	40	190	28
Working P/T	8	5	121	18	8	5	120	18
Not Working	94	55	371	54	89	56	365	54

South

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2136	100	2086	100	
Receiving ITV	2086	98	2086	100	
Receiving any CH4	2083	97	2083	100	
Receiving five	1970	92	1970	94	
Receiving BBC1	2086	98	2086	100	
Receiving BBC2	2086	98	2086	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2136	100	2086	100	1840	100
		100		98		86
				100		88
Social Class :-						
AB	614	29	605	29	565	31
C1	694	32	674	32	572	31
C2	377	18	371	18	361	20
D	237	11	229	11	201	11
E	215	10	208	10	142	8
Housewife Age :-						
Under 25	99	5	89	4	69	4
25 - 34	321	15	306	15	282	15
35 - 44	423	20	414	20	403	22
45 - 54	388	18	384	18	371	20
55 - 64	355	17	348	17	315	17
65 +	550	26	545	26	400	22
Size of Household :-						
1	673	32	644	31	487	26
2	751	35	740	35	689	37
3	310	14	305	15	287	16
4	285	13	281	13	272	15
5 +	118	6	116	6	105	6
Average Household Size	2.28		2.29		2.38	
Children :-						
Without	1610	75	1566	75	1355	74
With	526	25	520	25	485	26
0 - 3	183	9	179	9	166	9
4 - 9	255	12	254	12	241	13
10 - 15	267	13	266	13	248	13

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2086	100
Screen Size :-	Under 20"	1113	53
	20 to 29"	1342	64
	30" and over	848	41
Household with :-	Single Set	832	40
	2 Sets	688	33
	3 Sets	354	17
	4 Sets	142	7
	5+ Sets	69	3
Recorders :-	With VCR	1140	55
	2+ VCR	177	8
	With PVR	459	22
	2+ PVR	97	5
	With DVD-R	361	17
	2+ DVD-R	35	2
	With Any Recorder	1547	74
2+ Recorders	537	26	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4308	100
Screen Size :-	Under 20"	1683	39
	20 to 29"	1615	37
	30" and over	985	23
Recorders :-	VCR connected	1378	32
	PVR connected	608	14
	DVD-R connected	408	9
	Any recorder	2038	47

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	4879	100	4786	100	4385	100
Age :-						
0 - 3	217	4	211	4	193	4
4 - 9	342	7	340	7	323	7
10 - 15	353	7	351	7	323	7
16 - 19	234	5	227	5	220	5
20 - 24	283	6	264	6	245	6
25 - 34	604	12	577	12	549	13
35 - 44	753	15	740	15	713	16
45 - 54	679	14	674	14	648	15
55 - 64	600	12	592	12	536	12
65 +	814	17	808	17	635	14
Adults :- Total	3968	100	3883	100	3546	100
AB	1191	30	1175	30	1132	32
C1	1310	33	1274	33	1116	31
C2	770	19	762	20	750	21
D	425	11	408	11	362	10
E	271	7	264	7	186	5

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2379	100	2500	100	2322	100	2463	100
Age :-								
0 - 15	461	19	451	18	458	20	444	18
16 - 24	266	11	251	10	251	11	240	10
25 - 34	295	12	309	12	277	12	300	12
35 - 44	374	16	379	15	365	16	375	15
45 - 54	339	14	341	14	334	14	339	14
55 - 64	286	12	314	13	281	12	311	13
65 +	358	15	457	18	355	15	453	18
Adults :-	1918	100	2050	100	1864	100	2019	100
AB	588	31	603	29	578	31	597	30
C1	617	32	693	34	596	32	677	34
C2	412	21	358	17	405	22	357	18
D	206	11	219	11	194	10	214	11
E	96	5	176	9	91	5	174	9
Working F/T	1243	65	703	34	1214	65	695	34
Working P/T	66	3	352	17	61	3	347	17
Not Working	609	32	995	49	589	32	977	48
Housewives :-	383	100	1753	100	356	100	1730	100
Working F/T	188	49	578	33	172	48	571	33
Working P/T	18	5	334	19	16	5	331	19
Not Working	178	46	841	48	168	47	828	48

Yorkshire and Lincolnshire

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2545	100	2485	100	
Receiving ITV	2485	98	2485	100	
Receiving any CH4	2481	97	2481	100	
Receiving five	2422	95	2422	97	
Receiving BBC1	2485	98	2485	100	
Receiving BBC2	2485	98	2485	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2545	100	2485	100	2145	100	
		100		98		84	
				100		86	
Social Class :-							
AB	421	17	412	17	385	18	
C1	660	26	643	26	611	28	
C2	543	21	538	22	474	22	
D	458	18	446	18	367	17	
E	463	18	446	18	308	14	
Housewife Age :-							
Under 25	166	7	156	6	135	6	
25 - 34	392	15	373	15	338	16	
35 - 44	496	19	486	20	457	21	
45 - 54	456	18	449	18	407	19	
55 - 64	424	17	420	17	370	17	
65 +	611	24	602	24	439	20	
Size of Household :-							
1	793	31	750	30	516	24	
2	888	35	879	35	791	37	
3	400	16	397	16	388	18	
4	312	12	311	13	322	15	
5 +	152	6	149	6	129	6	
Average Household Size	2.30		2.31		2.45		
Children :-							
Without	1893	74	1839	74	1513	71	
With	652	26	646	26	633	29	
0 - 3	234	9	232	9	229	11	
4 - 9	303	12	299	12	299	14	
10 - 15	336	13	333	13	320	15	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2485	100
Screen Size :-	Under 20"	1448	58
	20 to 29"	1572	63
	30" and over	1091	44
Household with :-	Single Set	779	31
	2 Sets	932	38
	3 Sets	445	18
	4 Sets	219	9
	5+ Sets	111	4
Recorders :-	With VCR	1290	52
	2+ VCR	270	11
	With PVR	540	22
	2+ PVR	127	5
	With DVD-R	457	18
	2+ DVD-R	58	2
	With Any Recorder	1739	70
2+ Recorders	723	29	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5426	100
Screen Size :-	Under 20"	2238	41
	20 to 29"	1937	36
	30" and over	1205	22
Recorders :-	VCR connected	1626	30
	PVR connected	712	13
	DVD-R connected	518	10
	Any recorder	2387	44

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5843	100	5749	100	5247	100
Age :-						
0 - 3	274	5	272	5	267	5
4 - 9	386	7	381	7	370	7
10 - 15	451	8	446	8	422	8
16 - 19	330	6	325	6	310	6
20 - 24	413	7	399	7	358	7
25 - 34	720	12	694	12	647	12
35 - 44	854	15	841	15	808	16
45 - 54	792	14	784	14	725	14
55 - 64	724	12	718	12	644	12
65 +	898	15	889	15	694	13
Adults :- Total	4732	100	4651	100	4188	100
AB	856	18	842	18	811	19
C1	1257	27	1231	26	1193	29
C2	1110	23	1103	24	985	24
D	882	19	866	19	746	18
E	627	13	608	13	454	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2881	100	2962	100	2822	100	2927	100
Age :-								
0 - 15	565	20	545	18	560	20	538	18
16 - 24	385	13	359	12	373	13	352	12
25 - 34	359	12	361	12	343	12	352	12
35 - 44	421	15	434	15	411	15	431	15
45 - 54	393	14	400	13	387	14	396	14
55 - 64	356	12	368	12	352	12	367	13
65 +	403	14	495	17	397	14	492	17
Adults :-	2316	100	2416	100	2262	100	2389	100
AB	424	18	432	18	416	18	426	18
C1	603	26	655	27	585	26	646	27
C2	598	26	512	21	593	26	511	21
D	442	19	440	18	432	19	434	18
E	250	11	377	16	237	10	372	16
Working F/T	1377	59	780	32	1354	60	772	32
Working P/T	67	3	400	17	65	3	398	17
Not Working	871	38	1237	51	843	37	1219	51
Housewives :-	515	100	2030	100	477	100	2008	100
Working F/T	228	44	630	31	215	45	624	31
Working P/T	16	3	375	18	15	3	373	19
Not Working	271	53	1025	50	248	52	1012	50

North East and Cumbria

Table 1	Television Reception			
	All Households		Total TV Households	
	000's	%	000's	%
Total	1504	100	1480	100
Receiving ITV	1480	98	1480	100
Receiving any CH4	1478	98	1478	100
Receiving five	1446	96	1446	98
Receiving BBC1	1480	98	1480	100
Receiving BBC2	1480	98	1480	100

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1504	100	1480	100	1314	100
		100		98		87
				100		89
Social Class :-						
AB	297	20	294	20	295	22
C1	378	25	368	25	336	26
C2	286	19	283	19	262	20
D	252	17	249	17	230	17
E	291	19	285	19	192	15
Housewife Age :-						
Under 25	83	6	80	5	66	5
25 - 34	203	14	196	13	182	14
35 - 44	274	18	271	18	268	20
45 - 54	281	19	277	19	270	21
55 - 64	276	18	273	18	257	20
65 +	387	26	384	26	272	21
Size of Household :-						
1	491	33	477	32	355	27
2	538	36	534	36	495	38
3	227	15	225	15	220	17
4	178	12	176	12	176	13
5 +	69	5	69	5	68	5
Average Household Size	2.21		2.22		2.34	
Children :-						
Without	1140	76	1118	76	953	73
With	364	24	362	24	361	27
0 - 3	120	8	120	8	116	9
4 - 9	166	11	165	11	158	12
10 - 15	188	13	187	13	194	15

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1480	100
Screen Size :-	Under 20"	757	51
	20 to 29"	925	63
	30" and over	707	48
Household with :-	Single Set	553	37
	2 Sets	494	33
	3 Sets	238	16
	4 Sets	133	9
	5+ Sets	62	4
Recorders :-	With VCR	670	45
	2+ VCR	129	9
	With PVR	355	24
	2+ PVR	59	4
	With DVD-R	332	22
	2+ DVD-R	59	4
	With Any Recorder	1029	69
2+ Recorders	400	27	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		3087	100
Screen Size :-	Under 20"	1147	37
	20 to 29"	1122	36
	30" and over	799	26
Recorders :-	VCR connected	824	27
	PVR connected	430	14
	DVD-R connected	413	13
	Any recorder	1390	45

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	3327	100	3285	100	3071	100
Age :-						
0 - 3	140	4	139	4	136	4
4 - 9	211	6	210	6	204	7
10 - 15	241	7	241	7	256	8
16 - 19	162	5	161	5	150	5
20 - 24	224	7	216	7	200	6
25 - 34	368	11	355	11	332	11
35 - 44	477	14	471	14	466	15
45 - 54	485	15	480	15	476	16
55 - 64	452	14	448	14	422	14
65 +	567	17	564	17	428	14
Adults :- Total	2735	100	2695	100	2474	100
AB	587	21	583	22	581	24
C1	711	26	692	26	648	26
C2	583	21	578	21	541	22
D	456	17	452	17	422	17
E	398	15	390	14	283	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1635	100	1692	100	1610	100	1676	100
Age :-								
0 - 15	306	19	287	17	304	19	286	17
16 - 24	202	12	184	11	197	12	180	11
25 - 34	186	11	182	11	178	11	177	11
35 - 44	230	14	247	15	226	14	246	15
45 - 54	238	15	246	15	235	15	245	15
55 - 64	225	14	227	13	223	14	226	13
65 +	249	15	318	19	248	15	316	19
Adults :-	1330	100	1405	100	1305	100	1390	100
AB	295	22	292	21	292	22	291	21
C1	339	26	372	26	327	25	364	26
C2	318	24	265	19	315	24	264	19
D	221	17	235	17	220	17	233	17
E	156	12	241	17	152	12	238	17
Working F/T	758	57	424	30	750	57	420	30
Working P/T	34	3	244	17	33	3	242	17
Not Working	538	40	737	52	522	40	727	52
Housewives :-	301	100	1203	100	288	100	1192	100
Working F/T	123	41	345	29	118	41	341	29
Working P/T	8	3	231	19	8	3	230	19
Not Working	169	56	627	52	162	56	621	52

North West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2899	100	2845	100	
Receiving ITV	2845	98	2845	100	
Receiving any CH4	2837	98	2837	100	
Receiving five	2768	95	2768	97	
Receiving BBC1	2845	98	2845	100	
Receiving BBC2	2845	98	2845	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2899	100	2845	100	2438	100
		100		98		84
				100		86
Social Class :-						
AB	496	17	489	17	419	17
C1	790	27	776	27	690	28
C2	550	19	544	19	495	20
D	451	16	442	16	382	16
E	612	21	595	21	451	19
Housewife Age :-						
Under 25	211	7	202	7	197	8
25 - 34	439	15	427	15	380	16
35 - 44	556	19	545	19	519	21
45 - 54	507	17	498	18	452	19
55 - 64	470	16	464	16	397	16
65 +	716	25	709	25	493	20
Size of Household :-						
1	965	33	932	33	644	26
2	964	33	953	33	878	36
3	459	16	457	16	428	18
4	353	12	350	12	340	14
5 +	157	5	153	5	148	6
Average Household Size	2.25		2.26		2.39	
Children :-						
Without	2149	74	2104	74	1734	71
With	750	26	741	26	703	29
0 - 3	254	9	250	9	235	10
4 - 9	355	12	349	12	327	13
10 - 15	373	13	370	13	357	15

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2845	100
Screen Size :-	Under 20"	1341	47
	20 to 29"	1825	64
	30" and over	1286	45
Household with :-	Single Set	1049	37
	2 Sets	1064	37
	3 Sets	468	16
	4 Sets	178	6
	5+ Sets	86	3
Recorders :-	With VCR	951	33
	2+ VCR	122	4
	With PVR	668	23
	2+ PVR	190	7
	With DVD-R	481	17
	2+ DVD-R	76	3
	With Any Recorder	1617	57
2+ Recorders	602	21	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5919	100
Screen Size :-	Under 20"	2036	34
	20 to 29"	2278	38
	30" and over	1482	25
Recorders :-	VCR connected	1142	19
	PVR connected	944	16
	DVD-R connected	592	10
	Any recorder	2242	38

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	6525	100	6431	100	5837	100
Age :-						
0 - 3	298	5	294	5	285	5
4 - 9	465	7	457	7	434	7
10 - 15	488	7	485	8	468	8
16 - 19	355	5	351	5	335	6
20 - 24	450	7	435	7	406	7
25 - 34	802	12	785	12	707	12
35 - 44	970	15	954	15	915	16
45 - 54	876	13	863	13	809	14
55 - 64	792	12	784	12	700	12
65 +	1030	16	1023	16	779	13
Adults :- Total	5274	100	5195	100	4650	100
AB	993	19	981	19	874	19
C1	1503	28	1479	28	1357	29
C2	1100	21	1089	21	1010	22
D	828	16	814	16	739	16
E	851	16	832	16	670	14

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	3207	100	3318	100	3156	100	3275	100
Age :-								
0 - 15	646	20	605	18	640	20	596	18
16 - 24	404	13	401	12	395	13	391	12
25 - 34	401	12	401	12	391	12	393	12
35 - 44	477	15	493	15	467	15	486	15
45 - 54	432	13	443	13	423	13	440	13
55 - 64	390	12	402	12	386	12	398	12
65 +	457	14	572	17	453	14	570	17
Adults :-	2561	100	2713	100	2515	100	2679	100
AB	505	20	488	18	499	20	483	18
C1	710	28	792	29	697	28	782	29
C2	596	23	503	19	590	23	498	19
D	412	16	416	15	404	16	409	15
E	337	13	514	19	325	13	507	19
Working F/T	1492	58	910	34	1472	59	900	34
Working P/T	90	4	387	14	88	3	384	14
Not Working	980	38	1416	52	955	38	1395	52
Housewives :-	746	100	2152	100	720	100	2125	100
Working F/T	346	46	691	32	338	47	683	32
Working P/T	23	3	333	15	22	3	330	16
Not Working	377	51	1128	52	360	50	1112	52

Scotland

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2331	100	2271	100	
Receiving ITV	2271	97	2271	100	
Receiving any CH4	2267	97	2267	100	
Receiving five	2177	93	2177	96	
Receiving BBC1	2271	97	2271	100	
Receiving BBC2	2271	97	2271	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2331	100	2271	100	1931	100	
		100		97		83	
				100		85	
Social Class :-							
AB	409	18	400	18	379	20	
C1	627	27	605	27	534	28	
C2	453	19	448	20	406	21	
D	422	18	411	18	348	18	
E	420	18	407	18	263	14	
Housewife Age :-							
Under 25	134	6	124	5	100	5	
25 - 34	343	15	327	14	299	15	
35 - 44	449	19	437	19	408	21	
45 - 54	445	19	438	19	404	21	
55 - 64	390	17	380	17	333	17	
65 +	571	24	565	25	388	20	
Size of Household :-							
1	843	36	802	35	581	30	
2	766	33	755	33	668	35	
3	334	14	330	15	316	16	
4	284	12	281	12	267	14	
5 +	104	4	103	5	99	5	
Average Household Size	2.17		2.19		2.31		
Children :-							
Without	1778	76	1724	76	1419	73	
With	553	24	547	24	512	27	
0 - 3	187	8	183	8	171	9	
4 - 9	258	11	255	11	240	12	
10 - 15	278	12	277	12	264	14	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2271	100
Screen Size :-	Under 20"	1218	54
	20 to 29"	1444	64
	30" and over	1020	45
Household with :-	Single Set	787	35
	2 Sets	848	37
	3 Sets	424	19
	4 Sets	156	7
	5+ Sets	56	2
Recorders :-	With VCR	1085	48
	2+ VCR	163	7
	With PVR	476	21
	2+ PVR	96	4
	With DVD-R	305	13
	2+ DVD-R	32	1
	With Any Recorder	1510	66
2+ Recorders	492	22	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		4679	100
Screen Size :-	Under 20"	1764	38
	20 to 29"	1735	37
	30" and over	1155	25
Recorders :-	VCR connected	1276	27
	PVR connected	602	13
	DVD-R connected	342	7
	Any recorder	1935	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5066	100	4974	100	4457	100
Age :-						
0 - 3	218	4	214	4	203	5
4 - 9	328	6	325	7	311	7
10 - 15	361	7	359	7	338	8
16 - 19	259	5	255	5	239	5
20 - 24	330	7	314	6	292	7
25 - 34	622	12	600	12	551	12
35 - 44	762	15	747	15	700	16
45 - 54	738	15	730	15	682	15
55 - 64	633	13	622	13	555	12
65 +	815	16	809	16	586	13
Adults :- Total	4159	100	4076	100	3606	100
AB	793	19	779	19	749	21
C1	1156	28	1123	28	1010	28
C2	911	22	905	22	844	24
D	754	18	739	18	641	18
E	544	13	531	13	363	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2450	100	2616	100	2396	100	2578	100
Age :-								
0 - 15	466	19	441	17	462	19	435	17
16 - 24	297	12	292	11	287	12	282	11
25 - 34	307	13	314	12	294	12	306	12
35 - 44	364	15	397	15	355	15	392	15
45 - 54	358	15	381	15	352	15	378	15
55 - 64	309	13	325	12	301	13	322	12
65 +	349	14	466	18	346	14	463	18
Adults :-	1984	100	2175	100	1934	100	2142	100
AB	395	20	397	18	388	20	391	18
C1	522	26	634	29	503	26	619	29
C2	495	25	416	19	491	25	414	19
D	360	18	394	18	350	18	389	18
E	212	11	332	15	203	10	329	15
Working F/T	1178	59	715	33	1156	60	706	33
Working P/T	52	3	339	16	51	3	335	16
Not Working	754	38	1121	52	727	38	1101	51
Housewives :-	475	100	1857	100	442	100	1829	100
Working F/T	195	41	594	32	182	41	586	32
Working P/T	14	3	321	17	13	3	318	17
Not Working	265	56	942	51	246	56	926	51

Ulster

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	693	100	673	100	
Receiving ITV	673	97	673	100	
Receiving any CH4	671	97	671	100	
Receiving five	623	90	623	93	
Receiving BBC1	673	97	673	100	
Receiving BBC2	673	97	673	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	693	100	673	100	466	100	
		100		97		67	
				100		69	
Social Class :-							
AB	107	15	105	16	88	19	
C1	156	23	154	23	117	25	
C2	151	22	147	22	113	24	
D	106	15	103	15	70	15	
E	173	25	164	24	78	17	
Housewife Age :-							
Under 25	35	5	33	5	24	5	
25 - 34	112	16	110	16	91	20	
35 - 44	147	21	143	21	115	25	
45 - 54	131	19	128	19	96	21	
55 - 64	113	16	109	16	73	16	
65 +	156	23	150	22	67	14	
Size of Household :-							
1	210	30	197	29	94	20	
2	208	30	204	30	147	32	
3	108	16	107	16	85	18	
4	98	14	96	14	80	17	
5 +	70	10	69	10	61	13	
Average Household Size	2.49		2.51		2.77		
Children :-							
Without	488	70	471	70	301	64	
With	205	30	202	30	166	36	
0 - 3	74	11	73	11	60	13	
4 - 9	102	15	100	15	83	18	
10 - 15	107	15	106	16	86	18	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		673	100
Screen Size :-	Under 20"	290	43
	20 to 29"	468	70
	30" and over	274	41
Household with :-	Single Set	291	43
	2 Sets	228	34
	3 Sets	94	14
	4 Sets	41	6
	5+ Sets	19	3
Recorders :-	With VCR	281	42
	2+ VCR	39	6
	With PVR	97	14
	2+ PVR	20	3
	With DVD-R	64	9
	2+ DVD-R	#VALUE!	#VALUE!
	With Any Recorder	370	55
	2+ Recorders	105	16

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1307	100
Screen Size :-	Under 20"	411	31
	20 to 29"	566	43
	30" and over	328	25
Recorders :-	VCR connected	336	26
	PVR connected	127	10
	DVD-R connected	72	6
	Any recorder	471	36

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	1724	100	1690	100	1291	100
Age :-						
0 - 3	87	5	86	5	72	6
4 - 9	136	8	133	8	111	9
10 - 15	148	9	147	9	120	9
16 - 19	105	6	104	6	88	7
20 - 24	119	7	116	7	94	7
25 - 34	225	13	221	13	188	15
35 - 44	255	15	251	15	204	16
45 - 54	228	13	224	13	171	13
55 - 64	186	11	181	11	129	10
65 +	234	14	227	13	115	9
Adults :- Total	1352	100	1324	100	988	100
AB	231	17	228	17	197	20
C1	326	24	323	24	258	26
C2	339	25	332	25	259	26
D	211	16	206	16	149	15
E	245	18	235	18	126	13

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	846	100	878	100	827	100	864	100
Age :-								
0 - 15	193	23	179	20	190	23	177	20
16 - 24	113	13	111	13	110	13	110	13
25 - 34	111	13	114	13	108	13	112	13
35 - 44	124	15	130	15	122	15	129	15
45 - 54	112	13	116	13	109	13	114	13
55 - 64	91	11	95	11	88	11	93	11
65 +	102	12	132	15	99	12	128	15
Adults :-	653	100	699	100	637	100	687	100
AB	117	18	113	16	116	18	112	16
C1	152	23	175	25	150	24	172	25
C2	182	28	157	22	177	28	155	23
D	102	16	109	16	99	16	107	16
E	100	15	146	21	94	15	141	20
Working F/T	402	62	223	32	393	62	220	32
Working P/T	15	2	100	14	14	2	99	14
Not Working	237	36	376	54	230	36	367	53
Housewives :-	124	100	569	100	115	100	558	100
Working F/T	56	45	175	31	52	45	173	31
Working P/T	3	3	95	17	3	3	94	17
Not Working	65	52	299	53	60	52	291	52

Wales

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	1289	100	1262	100	
Receiving ITV	1262	98	1262	100	
Receiving any CH4	1260	98	1260	100	
Receiving five	1159	90	1159	92	
Receiving BBC1	1262	98	1262	100	
Receiving BBC2	1262	98	1262	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	1289	100	1262	100	1107	100	
		100		98		86	
				100		88	
Social Class :-							
AB	194	15	191	15	172	16	
C1	344	27	335	27	296	27	
C2	299	23	295	23	279	25	
D	218	17	215	17	193	17	
E	233	18	226	18	166	15	
Housewife Age :-							
Under 25	74	6	70	6	61	5	
25 - 34	174	13	168	13	159	14	
35 - 44	237	18	231	18	215	19	
45 - 54	228	18	223	18	210	19	
55 - 64	232	18	228	18	207	19	
65 +	344	27	341	27	255	23	
Size of Household :-							
1	407	32	391	31	294	27	
2	451	35	444	35	404	36	
3	199	15	197	16	189	17	
4	159	12	158	13	152	14	
5 +	73	6	72	6	68	6	
Average Household Size	2.28		2.29		2.39		
Children :-							
Without	960	74	936	74	795	72	
With	329	26	325	26	312	28	
0 - 3	110	9	108	9	101	9	
4 - 9	153	12	151	12	147	13	
10 - 15	171	13	170	13	163	15	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		1262	100
Screen Size :-	Under 20"	649	51
	20 to 29"	849	67
	30" and over	514	41
Household with :-	Single Set	454	36
	2 Sets	466	37
	3 Sets	215	17
	4 Sets	86	7
	5+ Sets	41	3
Recorders :-	With VCR	620	49
	2+ VCR	82	7
	With PVR	246	19
	2+ PVR	42	3
	With DVD-R	152	12
	2+ DVD-R	10	1
	With Any Recorder	817	65
2+ Recorders	267	21	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		2625	100
Screen Size :-	Under 20"	960	37
	20 to 29"	1041	40
	30" and over	595	23
Recorders :-	VCR connected	717	27
	PVR connected	300	11
	DVD-R connected	164	6
	Any recorder	1008	38

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2932	100	2885	100	2641	100
Age :-						
0 - 3	126	4	125	4	118	4
4 - 9	199	7	197	7	189	7
10 - 15	225	8	224	8	212	8
16 - 19	160	5	158	5	151	6
20 - 24	188	6	180	6	166	6
25 - 34	327	11	317	11	301	11
35 - 44	409	14	400	14	380	14
45 - 54	395	13	389	13	369	14
55 - 64	389	13	384	13	355	13
65 +	514	18	510	18	400	15
Adults :- Total	2382	100	2340	100	2122	100
AB	381	16	376	16	344	16
C1	655	28	640	27	581	27
C2	601	25	595	25	575	27
D	421	18	416	18	380	18
E	323	14	313	13	242	11

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1434	100	1498	100	1406	100	1479	100
Age :-								
0 - 15	284	20	266	18	281	20	264	18
16 - 24	177	12	171	11	172	12	166	11
25 - 34	162	11	165	11	155	11	163	11
35 - 44	198	14	211	14	192	14	208	14
45 - 54	193	13	202	13	190	13	200	13
55 - 64	191	13	198	13	188	13	196	13
65 +	230	16	284	19	228	16	283	19
Adults :-	1150	100	1232	100	1125	100	1215	100
AB	187	16	194	16	184	16	192	16
C1	310	27	345	28	301	27	339	28
C2	322	28	279	23	318	28	277	23
D	204	18	218	18	200	18	216	18
E	127	11	196	16	121	11	192	16
Working F/T	647	56	409	33	635	56	403	33
Working P/T	29	3	150	12	29	3	148	12
Not Working	474	41	673	55	461	41	664	55
Housewives :-	245	100	1044	100	232	100	1030	100
Working F/T	94	38	344	33	90	39	340	33
Working P/T	7	3	137	13	6	3	135	13
Not Working	144	59	563	54	136	59	555	54

Midlands West

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	2570	100	2510	100	
Receiving ITV	2510	98	2510	100	
Receiving any CH4	2502	97	2502	100	
Receiving five	2452	95	2452	98	
Receiving BBC1	2510	98	2510	100	
Receiving BBC2	2510	98	2510	100	

Table 2		Analysis of Households					
	All Households		TV Households		Multichannel		
	000's	%	000's	%	000's	%	
Total	2570	100	2510	100	2051	100	
		100		98		80	
				100		82	
Social Class :-							
AB	504	20	497	20	441	21	
C1	650	25	636	25	550	27	
C2	484	19	479	19	426	21	
D	437	17	426	17	358	17	
E	494	19	473	19	275	13	
Housewife Age :-							
Under 25	138	5	129	5	104	5	
25 - 34	378	15	360	14	327	16	
35 - 44	497	19	487	19	456	22	
45 - 54	467	18	458	18	409	20	
55 - 64	435	17	428	17	361	18	
65 +	656	26	649	26	394	19	
Size of Household :-							
1	885	34	846	34	546	27	
2	801	31	788	31	683	33	
3	376	15	373	15	346	17	
4	328	13	325	13	309	15	
5 +	181	7	177	7	167	8	
Average Household Size	2.30		2.32		2.49		
Children :-							
Without	1918	75	1867	74	1438	70	
With	652	25	643	26	612	30	
0 - 3	237	9	232	9	217	11	
4 - 9	319	12	316	13	300	15	
10 - 15	334	13	331	13	319	16	

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		2510	100
Screen Size :-	Under 20"	1314	52
	20 to 29"	1641	65
	30" and over	1006	40
Household with :-	Single Set	969	39
	2 Sets	855	34
	3 Sets	409	16
	4 Sets	178	7
	5+ Sets	98	4
Recorders :-	With VCR	1081	43
	2+ VCR	196	8
	With PVR	522	21
	2+ PVR	104	4
	With DVD-R	387	15
	2+ DVD-R	47	2
	With Any Recorder	1596	64
2+ Recorders	540	22	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		5165	100
Screen Size :-	Under 20"	1984	38
	20 to 29"	1980	38
	30" and over	1164	23
Recorders :-	VCR connected	1343	26
	PVR connected	672	13
	DVD-R connected	450	9
	Any recorder	2112	41

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	5918	100	5815	100	5097	100
Age :-						
0 - 3	286	5	280	5	259	5
4 - 9	420	7	415	7	390	8
10 - 15	450	8	445	8	429	8
16 - 19	333	6	329	6	311	6
20 - 24	360	6	348	6	310	6
25 - 34	718	12	690	12	629	12
35 - 44	880	15	864	15	814	16
45 - 54	788	13	776	13	703	14
55 - 64	729	12	721	12	628	12
65 +	955	16	946	16	625	12
Adults :- Total	4762	100	4674	100	4019	100
AB	1016	21	1006	22	910	23
C1	1200	25	1179	25	1058	26
C2	1004	21	995	21	908	23
D	853	18	833	18	731	18
E	689	14	661	14	412	10

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	2920	100	2998	100	2858	100	2956	100
Age :-								
0 - 15	594	20	561	19	585	20	555	19
16 - 24	350	12	343	11	339	12	338	11
25 - 34	355	12	363	12	338	12	352	12
35 - 44	441	15	439	15	432	15	432	15
45 - 54	394	13	394	13	386	14	389	13
55 - 64	358	12	371	12	354	12	367	12
65 +	428	15	526	18	424	15	522	18
Adults :-	2326	100	2437	100	2273	100	2401	100
AB	512	22	504	21	506	22	501	21
C1	569	24	631	26	556	24	623	26
C2	545	23	459	19	539	24	456	19
D	421	18	433	18	407	18	426	18
E	279	12	410	17	265	12	396	17
Working F/T	1370	59	780	32	1349	59	775	32
Working P/T	76	3	391	16	72	3	387	16
Not Working	879	38	1266	52	853	38	1239	52
Housewives :-	546	100	2024	100	515	100	1994	100
Working F/T	233	43	614	30	223	43	609	31
Working P/T	20	4	360	18	18	3	357	18
Not Working	292	54	1051	52	275	53	1028	52

Midlands East

Table 1		Television Reception			
	All Households		Total TV Households		
	000's	%	000's	%	
Total	952	100	920	100	
Receiving ITV	920	97	920	100	
Receiving any CH4	917	96	917	100	
Receiving five	904	95	904	98	
Receiving BBC1	920	97	920	100	
Receiving BBC2	920	97	920	100	

Table 2 Analysis of Households						
	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	952	100	920	100	710	100
		100		97		75
				100		77
Social Class :-						
AB	184	19	179	19	149	21
C1	268	28	259	28	208	29
C2	183	19	179	19	157	22
D	162	17	156	17	128	18
E	154	16	148	16	69	10
Housewife Age :-						
Under 25	64	7	58	6	47	7
25 - 34	153	16	143	16	123	17
35 - 44	195	20	190	21	158	22
45 - 54	163	17	159	17	129	18
55 - 64	143	15	142	15	125	18
65 +	233	25	228	25	129	18
Size of Household :-						
1	302	32	285	31	162	23
2	329	35	321	35	266	37
3	141	15	136	15	120	17
4	122	13	121	13	107	15
5 +	57	6	57	6	56	8
Average Household Size	2.29		2.31		2.51	
Children :-						
Without	709	74	681	74	494	70
With	243	26	240	26	217	30
0 - 3	85	9	83	9	76	11
4 - 9	114	12	113	12	100	14
10 - 15	124	13	123	13	115	16

Table 3		Household Penetrations - TV Sets/VCRs	
		TV Households	
		000's	%
Total		920	100
Screen Size :-	Under 20"	473	51
	20 to 29"	604	66
	30" and over	367	40
Household with :-	Single Set	354	38
	2 Sets	294	32
	3 Sets	173	19
	4 Sets	65	7
	5+ Sets	35	4
Recorders :-	With VCR	450	49
	2+ VCR	69	7
	With PVR	178	19
	2+ PVR	40	4
	With DVD-R	177	19
	2+ DVD-R	19	2
	With Any Recorder	662	72
2+ Recorders	205	22	

Table 4		TV Set Profile	
		TV Households	
		000's	%
Total		1912	100
Screen Size :-	Under 20"	749	39
	20 to 29"	732	38
	30" and over	412	22
Recorders :-	VCR connected	539	28
	PVR connected	229	12
	DVD-R connected	197	10
	Any recorder	852	45

	All Households		TV Households		Multichannel	
	000's	%	000's	%	000's	%
Total	2182	100	2126	100	1785	100
Age :-						
0 - 3	102	5	100	5	92	5
4 - 9	146	7	145	7	130	7
10 - 15	163	7	161	8	152	9
16 - 19	116	5	113	5	107	6
20 - 24	159	7	148	7	131	7
25 - 34	269	12	253	12	213	12
35 - 44	350	16	344	16	294	16
45 - 54	287	13	281	13	236	13
55 - 64	245	11	242	11	218	12
65 +	345	16	338	16	213	12
Adults :- Total	1771	100	1720	100	1412	100
AB	366	21	359	21	312	22
C1	509	29	492	29	404	29
C2	382	22	376	22	345	24
D	306	17	295	17	254	18
E	207	12	198	12	96	7

	All Households				TV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1084	100	1098	100	1048	100	1078	100
Age :-								
0 - 15	214	20	197	18	211	20	195	18
16 - 24	141	13	135	12	132	13	130	12
25 - 34	131	12	139	13	119	11	134	12
35 - 44	175	16	175	16	171	16	172	16
45 - 54	144	13	143	13	140	13	141	13
55 - 64	122	11	123	11	120	11	122	11
65 +	159	15	186	17	155	15	183	17
Adults :-	870	100	901	100	837	100	883	100
AB	186	21	180	20	182	22	177	20
C1	244	28	265	29	233	28	259	29
C2	204	23	178	20	200	24	176	20
D	154	18	153	17	146	17	149	17
E	83	10	125	14	77	9	122	14
Working F/T	537	62	300	33	521	62	295	33
Working P/T	20	2	148	16	19	2	147	17
Not Working	313	36	453	50	297	36	441	50
Housewives :-	195	100	757	100	178	100	742	100
Working F/T	89	45	250	33	81	45	246	33
Working P/T	3	1	138	18	3	2	137	18
Not Working	104	53	368	49	95	53	359	48

Multichannel Homes

Table 1													Television Reception			
	All Households		Total TV Households		Multichannel Households											
	000's	%	000's	%	ALL		DSAT		DTT		Cable					
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%				
Total	26447	100	25778	100	21688	100	8841	100	12465	100	3487	100				
Receiving ITV	25777	97	25777	100	21688	100	8841	100	12465	100	3487	100				
Receiving any CH4	25704	97	25704	100	21671	100	8840	100	12465	100	3487	100				
Receiving five	24719	93	24719	96	21665	100	8838	100	12465	100	3487	100				
Receiving 1+ Non Terrestrial	21688	82	21688	84	21688	100	8841	100	12465	100	3487	100				
Receiving BBC1	25778	97	25778	100	21688	100	8841	100	12465	100	3487	100				
Receiving BBC2	25778	97	25778	100	21688	100	8841	100	12465	100	3487	100				

Table 2		Analysis of Households											
		All Households		TV Households		Multichannel Households							
						Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total		26447	100	25778	100	21688	100	8841	100	12465	100	3487	100
			100		97		82		33		47		13
					100		84		34		48		14
Social Class :-													
AB		5519	21	5413	21	4910	23	2148	24	2789	22	723	21
C1		7411	28	7202	28	6240	29	2590	29	3571	29	1025	29
C2		5034	19	4961	19	4450	21	1928	22	2517	20	732	21
D		4062	15	3946	15	3302	15	1355	15	1808	15	574	16
E		4421	17	4256	17	2785	13	820	9	1780	14	433	12
Housewife Age :-													
Under 25		1496	6	1388	5	1148	5	421	5	661	5	203	6
25 - 34		4196	16	3997	16	3528	16	1677	19	1713	14	609	17
35 - 44		5229	20	5106	20	4761	22	2303	26	2502	20	871	25
45 - 54		4727	18	4639	18	4201	19	1849	21	2388	19	725	21
55 - 64		4352	16	4283	17	3721	17	1405	16	2265	18	563	16
65 +		6448	24	6365	25	4329	20	1185	13	2936	24	517	15
Size of Household :-													
1		8708	33	8292	32	5690	26	1562	18	3702	30	816	23
2		8839	33	8700	34	7689	35	3059	35	4439	36	1169	34
3		3955	15	3905	15	3670	17	1767	20	1939	16	665	19
4		3365	13	3330	13	3195	15	1670	19	1672	13	557	16
5 +		1578	6	1551	6	1443	7	784	9	713	6	280	8
Average Household Size		2.28		2.29		2.43		2.71		2.32		2.55	
Children :-													
Without		19769	75	19179	74	15448	71	5716	65	9293	75	2360	68
With		6678	25	6599	26	6240	29	3125	35	3172	25	1127	32
0 - 3		2396	9	2354	9	2192	10	1099	12	1057	8	378	11
4 - 9		3160	12	3125	12	2959	14	1508	17	1464	12	503	14
10 - 15		3346	13	3320	13	3182	15	1612	18	1677	13	606	17

Table 3 Household Penetrations - TV Sets/VCRs											
		TV Households		Multichannel Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25778	100	21688	100	8841	100	12465	100	3487	100
Screen Size :-	Under 20"	13494	52	11798	54	4966	56	7170	58	1887	54
	20 to 29"	16418	64	13553	62	5181	59	8114	65	2123	61
	30" and over	10858	42	10340	48	5193	59	5637	45	1753	50
Household with :-	Single Set	9737	38	7042	32	2339	26	3745	30	1125	32
	2 Sets	9030	35	7975	37	3194	36	4559	37	1213	35
	3 Sets	4315	17	4062	19	1887	21	2425	19	687	20
	4 Sets	1775	7	1708	8	887	10	1145	9	309	9
	5+ Sets	922	4	900	4	534	6	591	5	153	4
Recorders :-	With VCR	12365	48	10493	48	4222	48	6257	50	1641	47
	2+ VCR	2205	9	1989	9	874	10	1275	10	341	10
	With PVR	5425	21	5310	24	4061	46	1965	16	773	22
	2+ PVR	1110	4	1097	5	984	11	318	3	113	3
	With DVD-R	4310	17	4009	18	1786	20	2462	20	654	19
	2+ DVD-R	504	2	473	2	233	3	295	2	90	3
With Any Recorder	2+ Recorders	17221	67	15119	70	6952	79	8388	67	2378	68
		6305	24	5940	27	3510	40	3068	25	897	26

		TV Set Profile									
		TV Households		Multichannel Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		52942	100	47340	100	21078	100	27916	100	7696	100
Screen Size :-	Under 20"	20236	38	18228	39	8008	38	11252	40	2967	39
	20 to 29"	19759	37	16756	35	6671	32	9978	36	2632	34
	30" and over	12386	23	11907	25	6207	29	6481	23	2003	26
Recorders :-	VCR connected	15123	29	13155	28	5412	26	7873	28	2104	27
	PVR connected	6962	13	6853	14	5465	26	2400	9	914	12
	DVD-R connected	4952	9	4639	10	2100	10	2836	10	766	10
	Any recorder	22727	43	20482	43	10126	48	11169	40	3176	41
Sets Receiving 1+ Non-Terrestrial Channels		32007	60	32007	68	14628	69	19428	70	5138	67

		Analysis of Individuals									
		All Households		Multichannel Households							
				Total		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		60228	100	52646	100	23931	100	28899	100	8880	100
Age :-	0 - 3	2836	5	2614	5	1314	5	1266	4	448	5
	4 - 9	4135	7	3858	7	1977	8	1902	7	654	7
	10 - 15	4449	7	4206	8	2145	9	2211	8	786	9
	16 - 19	3130	5	2904	6	1475	6	1585	5	546	6
	20 - 24	3867	6	3289	6	1464	6	1819	6	652	7
	25 - 34	7778	13	6713	13	3267	14	3301	11	1177	13
	35 - 44	9130	15	8402	16	4198	18	4334	15	1505	17
	45 - 54	8152	14	7403	14	3434	14	4120	14	1275	14
	55 - 64	7269	12	6377	12	2593	11	3791	13	968	11
	65 +	9482	16	6880	13	2062	9	4568	16	868	10
Adults :-	Total	48808	100	41968	100	18494	100	23519	100	6992	100
	AB	10945	22	10031	24	4654	25	5593	24	1527	22
	C1	13970	29	12132	29	5370	29	6824	29	2064	30
	C2	10271	21	9305	22	4282	23	5185	22	1583	23
	D	7629	16	6472	15	2875	16	3415	15	1170	17
	E	5993	12	4027	10	1313	7	2502	11	649	9

	All Households				MC Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	29589	100	30639	100	26052	100	26594	100
Age :-								
0 - 15	5856	20	5563	18	5491	21	5186	20
16 - 24	3561	12	3436	11	3157	12	3036	11
25 - 34	3865	13	3913	13	3267	13	3445	13
35 - 44	4511	15	4619	15	4114	16	4288	16
45 - 54	4022	14	4130	13	3629	14	3774	14
55 - 64	3563	12	3706	12	3125	12	3251	12
65 +	4210	14	5272	17	3268	13	3612	14
Adults :-	23732	100	25076	100	20561	100	21407	100
AB	5485	23	5460	22	5004	24	5027	23
C1	6576	28	7394	29	5749	28	6382	30
C2	5551	23	4720	19	5017	24	4288	20
D	3763	16	3866	15	3183	15	3289	15
E	2358	10	3635	14	1607	8	2420	11
Working F/T	14421	61	8325	33	13142	64	7692	36
Working P/T	777	3	3941	16	651	3	3589	17
Not Working	8533	36	12810	51	6769	33	10126	47
Housewives :-	5549	100	20898	100	4107	100	17581	100
Working F/T	2543	46	6657	32	2105	51	6118	35
Working P/T	207	4	3653	17	149	4	3327	19
Not Working	2799	50	10589	51	1853	45	8136	46

	DSAT				DTT				Cable			
	Males		Females		Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total	12182	100	11748	100	14087	100	14811	100	4412	100	4468	100
Age :-												
0 - 15	2845	23	2591	22	2726	19	2653	18	954	22	933	21
16 - 24	1563	13	1376	12	1695	12	1709	12	625	14	573	13
25 - 34	1608	13	1660	14	1643	12	1658	11	564	13	613	14
35 - 44	2073	17	2125	18	2084	15	2250	15	736	17	768	17
45 - 54	1712	14	1722	15	1998	14	2122	14	628	14	647	14
55 - 64	1321	11	1272	11	1833	13	1959	13	471	11	497	11
65 +	1061	9	1001	9	2108	15	2460	17	433	10	435	10
Adults :-	9337	100	9157	100	11361	100	12158	100	3458	100	3534	100
AB	2372	25	2282	25	2758	24	2835	23	767	22	760	21
C1	2664	29	2706	30	3181	28	3643	30	983	28	1081	31
C2	2285	24	1997	22	2802	25	2383	20	866	25	716	20
D	1466	16	1409	15	1636	14	1779	15	572	17	598	17
E	550	6	763	8	983	9	1519	12	270	8	380	11
Working F/T	6455	69	3565	39	6898	61	4113	34	2268	66	1384	39
Working P/T	284	3	1676	18	370	3	1992	16	113	3	608	17
Not Working	2597	28	3917	43	4092	36	6053	50	1077	31	1542	44
Housewives :-	1474	100	7367	100	2457	100	10008	100	691	100	2796	100
Working F/T	865	59	2835	38	1170	48	3236	32	388	56	1057	38
Working P/T	52	4	1538	21	88	4	1847	18	26	4	558	20
Not Working	557	38	2993	41	1199	49	4925	49	278	40	1181	42

Table 7 Multichannel Penetration by Region										
	Total TV Households		Multi-channel Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25778	100	21688	100	8841	100	12465	100	3487	100
London	4722	18	3941	18	1596	18	2200	18	728	21
South East	885	3	747	3	350	4	433	3	79	2
Midlands	3430	13	2761	13	1057	12	1521	12	540	15
East	1826	7	1487	7	685	8	778	6	209	6
West	977	4	814	4	261	3	513	4	144	4
South West	835	3	696	3	332	4	409	3	50	1
South	2086	8	1840	8	661	7	1162	9	272	8
Yorkshire and Lincolnshire	2485	10	2145	10	841	10	1294	10	310	9
North East and Cumbria	1480	6	1314	6	502	6	847	7	173	5
North West	2845	11	2438	11	924	10	1529	12	445	13
Scotland	2271	9	1931	9	769	9	1068	9	344	10
Ulster	673	3	466	2	242	3	197	2	75	2
Wales	1262	5	1107	5	619	7	514	4	117	3
Midlands West	2510	10	2051	9	786	9	1132	9	390	11
Midlands East	920	4	710	3	272	3	389	3	151	4

Projections Jan 2008 - Dec 2008

All Areas

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26604	100	26626	100	26649	100	26671	100	26694	100	26716	100
TV Households	25931	97	25953	97	25974	97	25996	97	26018	97	26040	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26739	100	26761	100	26783	100	26806	100	26828	100	26851	100
TV Households	26062	97	26084	97	26106	97	26127	97	26149	97	26171	97

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		25931	100	25953	100	25974	100	25996	100	26018	100	26040	100
Social Class													
	AB	5446	21	5451	21	5455	21	5459	21	5464	21	5468	21
	C1	7244	28	7250	28	7257	28	7263	28	7269	28	7275	28
	C2	4991	19	4995	19	5000	19	5004	19	5008	19	5012	19
	DE	8250	32	8257	32	8262	32	8270	32	8277	32	8285	32
Housewife Age													
	Under 25	1396	5	1397	5	1398	5	1399	5	1400	5	1402	5
	25 - 34	4021	16	4024	16	4028	16	4031	16	4035	16	4038	16
	35 - 44	5136	20	5141	20	5145	20	5149	20	5154	20	5158	20
	45 - 54	4666	18	4670	18	4674	18	4678	18	4682	18	4686	18
	55 - 64	4309	17	4312	17	4316	17	4320	17	4323	17	4327	17
	65 +	6403	25	6409	25	6413	25	6419	25	6424	25	6429	25
Size													
	1	8341	32	8348	32	8355	32	8362	32	8369	32	8375	32
	2	8752	34	8759	34	8766	34	8774	34	8781	34	8789	34
	3	3928	15	3932	15	3935	15	3938	15	3942	15	3945	15
	4+	4910	19	4914	19	4918	19	4922	19	4926	19	4931	19
Children													
	Without	19293	74	19309	74	19326	74	19342	74	19358	74	19374	74
	With	6638	26	6644	26	6648	26	6654	26	6660	26	6666	26

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	26062	100	26084	100	26106	100	26127	100	26149	100	26171	100
Social Class												
AB	5473	21	5478	21	5482	21	5487	21	5490	21	5495	21
C1	7281	28	7287	28	7293	28	7299	28	7306	28	7312	28
C2	5017	19	5021	19	5025	19	5029	19	5034	19	5038	19
DE	8291	32	8298	32	8306	32	8312	32	8319	32	8326	32
Housewife Age												
Under 25	1403	5	1404	5	1405	5	1406	5	1406	5	1409	5
25 - 34	4041	16	4045	16	4048	16	4052	16	4055	16	4058	16
35 - 44	5162	20	5167	20	5171	20	5175	20	5180	20	5184	20
45 - 54	4690	18	4694	18	4698	18	4702	18	4706	18	4709	18
55 - 64	4331	17	4334	17	4338	17	4342	17	4345	17	4349	17
65 +	6435	25	6440	25	6446	25	6450	25	6457	25	6462	25
Size												
1	8383	32	8390	32	8397	32	8404	32	8411	32	8417	32
2	8796	34	8803	34	8811	34	8818	34	8826	34	8833	34
3	3948	15	3952	15	3955	15	3958	15	3961	15	3965	15
4+	4935	19	4939	19	4943	19	4947	19	4951	19	4956	19
Children												
Without	19391	74	19407	74	19424	74	19439	74	19456	74	19472	74
With	6671	26	6677	26	6682	26	6688	26	6693	26	6699	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56633	100	56681	100	56729	100	56776	100	56824	100	56872	100
Age												
4 - 9	4109	7	4113	7	4116	7	4120	7	4123	7	4126	7
10 - 15	4438	8	4442	8	4446	8	4449	8	4453	8	4457	8
16 - 24	6809	12	6815	12	6820	12	6827	12	6833	12	6838	12
25 - 34	7516	13	7521	13	7528	13	7534	13	7540	13	7547	13
35 - 44	9009	16	9018	16	9025	16	9031	16	9040	16	9047	16
45 - 54	8082	14	8089	14	8096	14	8102	14	8109	14	8116	14
55 - 64	7229	13	7235	13	7241	13	7247	13	7253	13	7260	13
65 +	9441	17	9448	17	9457	17	9466	17	9473	17	9481	17
Adults												
Total	48086	100	48126	100	48167	100	48207	100	48248	100	48289	100
AB	10842	23	10851	23	10861	23	10870	23	10879	23	10888	23
C1	13707	29	13719	29	13729	29	13741	29	13753	29	13765	29
C2	10220	21	10228	21	10237	21	10245	21	10254	21	10263	21
DE	13317	28	13328	28	13340	28	13351	28	13362	28	13373	28

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56920	100	56967	100	57015	100	57063	100	57111	100	57159	100
Age												
4 - 9	4130	7	4133	7	4137	7	4140	7	4144	7	4147	7
10 - 15	4461	8	4465	8	4468	8	4472	8	4475	8	4480	8
16 - 24	6844	12	6849	12	6854	12	6861	12	6866	12	6872	12
25 - 34	7552	13	7559	13	7566	13	7572	13	7579	13	7585	13
35 - 44	9056	16	9063	16	9071	16	9078	16	9085	16	9093	16
45 - 54	8122	14	8130	14	8136	14	8143	14	8150	14	8157	14
55 - 64	7266	13	7272	13	7278	13	7284	13	7290	13	7296	13
65 +	9489	17	9496	17	9505	17	9513	17	9522	17	9529	17
Adults												
Total	48329	100	48369	100	48410	100	48451	100	48492	100	48532	100
AB	10897	23	10906	23	10916	23	10925	23	10934	23	10943	23
C1	13776	29	13788	29	13799	29	13811	29	13822	29	13834	29
C2	10272	21	10281	21	10289	21	10298	21	10307	21	10315	21
DE	13384	28	13394	28	13406	28	13417	28	13429	28	13440	28

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27664	100	27687	100	27711	100	27734	100	27757	100	27780	100
Age												
4 - 15	4401	16	4405	16	4409	16	4413	16	4416	16	4420	16
16 - 24	3454	12	3457	12	3460	12	3463	12	3466	12	3468	12
25 - 34	3697	13	3699	13	3702	13	3706	13	3708	13	3712	13
35 - 44	4425	16	4429	16	4433	16	4435	16	4441	16	4444	16
45 - 54	3970	14	3974	14	3978	14	3980	14	3983	14	3987	14
55 - 64	3534	13	3537	13	3539	13	3542	13	3546	13	3549	13
65 +	4183	15	4186	15	4190	15	4195	15	4197	15	4200	15
Adults												
Total	23263	100	23282	100	23302	100	23321	100	23341	100	23360	100
AB	5422	23	5426	23	5431	23	5436	23	5441	23	5445	23
C1	6412	28	6418	28	6423	28	6428	28	6433	28	6439	28
C2	5507	24	5511	24	5516	24	5520	24	5525	24	5530	24
DE	5922	25	5927	25	5932	25	5937	25	5942	25	5946	25
Working F/T	14205	61	14217	61	14230	61	14242	61	14254	61	14266	61
Not Working	9058	39	9065	39	9072	39	9079	39	9087	39	9094	39

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27804	100	27827	100	27850	100	27874	100	27897	100	27921	100
Age												
4 - 15	4424	16	4428	16	4431	16	4435	16	4438	16	4443	16
16 - 24	3472	12	3474	12	3477	12	3480	12	3483	12	3486	12
25 - 34	3714	13	3718	13	3721	13	3724	13	3728	13	3730	13
35 - 44	4448	16	4451	16	4455	16	4459	16	4462	16	4467	16
45 - 54	3990	14	3994	14	3997	14	4000	14	4004	14	4007	14
55 - 64	3552	13	3555	13	3558	13	3561	13	3563	13	3566	13
65 +	4204	15	4207	15	4211	15	4215	15	4219	15	4222	15
Adults												
Total	23380	100	23399	100	23419	100	23439	100	23459	100	23478	100
AB	5449	23	5454	23	5459	23	5463	23	5468	23	5472	23
C1	6444	28	6450	28	6455	28	6461	28	6465	28	6472	28
C2	5535	24	5539	24	5544	24	5549	24	5554	24	5558	24
DE	5952	25	5956	25	5961	25	5966	25	5972	25	5976	25
Working F/T	14278	61	14290	61	14301	61	14314	61	14326	61	14338	61
Not Working	9102	39	9109	39	9118	39	9125	39	9133	39	9140	39

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28969	100	28994	100	29018	100	29042	100	29067	100	29092	100
Age												
4 - 15	4146	14	4150	14	4153	14	4156	14	4160	14	4163	14
16 - 24	3355	12	3358	12	3360	12	3364	12	3367	12	3370	12
25 - 34	3819	13	3822	13	3826	13	3828	13	3832	13	3835	13
35 - 44	4584	16	4589	16	4592	16	4596	16	4599	16	4603	16
45 - 54	4112	14	4115	14	4118	14	4122	14	4126	14	4129	14
55 - 64	3695	13	3698	13	3702	13	3705	13	3707	13	3711	13
65 +	5258	18	5262	18	5267	18	5271	18	5276	18	5281	18
Adults												
Total	24823	100	24844	100	24865	100	24886	100	24907	100	24929	100
AB	5420	22	5425	22	5430	22	5434	22	5438	22	5443	22
C1	7295	29	7301	29	7306	29	7313	29	7320	29	7326	29
C2	4713	19	4717	19	4721	19	4725	19	4729	19	4733	19
DE	7395	30	7401	30	7408	30	7414	30	7420	30	7427	30
Working F/T	8250	33	8256	33	8263	33	8269	33	8276	33	8284	33
Not Working	16573	67	16588	67	16602	67	16617	67	16631	67	16645	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	29116	100	29140	100	29165	100	29189	100	29214	100	29238	100
Age												
4 - 15	4167	14	4170	14	4174	14	4177	14	4181	14	4184	14
16 - 24	3372	12	3375	12	3377	12	3381	12	3383	12	3386	12
25 - 34	3838	13	3841	13	3845	13	3848	13	3851	13	3855	13
35 - 44	4608	16	4612	16	4616	16	4619	16	4623	16	4626	16
45 - 54	4132	14	4136	14	4139	14	4143	14	4146	14	4150	14
55 - 64	3714	13	3717	13	3720	13	3723	13	3727	13	3730	13
65 +	5285	18	5289	18	5294	18	5298	18	5303	18	5307	18
Adults												
Total	24949	100	24970	100	24991	100	25012	100	25033	100	25054	100
AB	5448	22	5452	22	5457	22	5462	22	5466	22	5471	22
C1	7332	29	7338	29	7344	29	7350	29	7357	29	7362	29
C2	4737	19	4742	19	4745	19	4749	19	4753	19	4757	19
DE	7432	30	7438	30	7445	30	7451	30	7457	30	7464	30
Working F/T	8290	33	8296	33	8305	33	8311	33	8318	33	8325	33
Not Working	16659	67	16674	67	16686	67	16701	67	16715	67	16729	67

London

Table 1 **Television Reception**

Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4928	100	4932	100	4936	100	4940	100	4944	100	4948	100
TV Households	4750	96	4754	96	4758	96	4762	96	4765	96	4769	96

Table 1 **Television Reception**

Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4952	100	4956	100	4960	100	4964	100	4968	100	4972	100
TV Households	4774	96	4778	96	4781	96	4785	96	4789	96	4793	96

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		4750	100	4754	100	4758	100	4762	100	4765	100	4769	100
Social Class													
	AB	1286	27	1286	27	1287	27	1288	27	1289	27	1290	27
	C1	1451	31	1453	31	1454	31	1455	31	1456	31	1458	31
	C2	725	15	726	15	727	15	728	15	727	15	728	15
	DE	1288	27	1289	27	1290	27	1291	27	1293	27	1293	27
Housewife Age													
	Under 25	241	5	240	5	241	5	240	5	240	5	241	5
	25 - 34	963	20	964	20	965	20	966	20	967	20	966	20
	35 - 44	1040	22	1041	22	1042	22	1043	22	1044	22	1044	22
	45 - 54	826	17	827	17	827	17	828	17	829	17	829	17
	55 - 64	689	15	690	15	690	15	691	15	692	15	692	15
	65 +	991	21	992	21	993	21	994	21	993	21	997	21
Size													
	1	1599	34	1599	34	1601	34	1602	34	1604	34	1604	34
	2	1423	30	1425	30	1425	30	1427	30	1428	30	1429	30
	3	738	16	739	16	740	16	741	16	741	16	742	16
	4+	990	21	991	21	992	21	992	21	992	21	994	21
Children													
	Without	3482	73	3484	73	3487	73	3491	73	3493	73	3495	73
	With	1268	27	1270	27	1271	27	1271	27	1272	27	1274	27

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	4774	100	4778	100	4781	100	4785	100	4789	100	4793	100
Social Class												
AB	1292	27	1294	27	1292	27	1295	27	1296	27	1298	27
C1	1459	31	1459	31	1461	31	1462	31	1464	31	1464	31
C2	729	15	730	15	731	15	730	15	731	15	732	15
DE	1294	27	1295	27	1297	27	1298	27	1298	27	1299	27
Housewife Age												
Under 25	242	5	243	5	242	5	241	5	243	5	242	5
25 - 34	967	20	968	20	969	20	970	20	971	20	972	20
35 - 44	1045	22	1046	22	1047	22	1048	22	1049	22	1049	22
45 - 54	830	17	831	17	831	17	832	17	833	17	834	17
55 - 64	692	14	693	15	694	15	694	15	695	15	696	15
65 +	998	21	997	21	998	21	1000	21	998	21	1000	21
Size												
1	1606	34	1607	34	1609	34	1609	34	1611	34	1612	34
2	1430	30	1432	30	1432	30	1434	30	1435	30	1437	30
3	742	16	743	16	743	16	744	16	745	16	746	16
4+	996	21	996	21	997	21	998	21	998	21	998	21
Children												
Without	3499	73	3502	73	3505	73	3507	73	3510	73	3513	73
With	1275	27	1276	27	1276	27	1278	27	1279	27	1280	27

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10477	100	10486	100	10494	100	10503	100	10511	100	10520	100
Age												
4 - 9	801	8	802	8	803	8	804	8	803	8	804	8
10 - 15	784	7	785	7	784	7	785	7	787	7	787	7
16 - 24	1219	12	1219	12	1220	12	1222	12	1223	12	1223	12
25 - 34	1839	18	1841	18	1842	18	1842	18	1843	18	1846	18
35 - 44	1832	17	1833	17	1836	17	1838	17	1840	18	1841	18
45 - 54	1430	14	1432	14	1433	14	1435	14	1435	14	1437	14
55 - 64	1122	11	1124	11	1124	11	1125	11	1126	11	1127	11
65 +	1450	14	1450	14	1452	14	1452	14	1454	14	1455	14
Adults												
Total	8892	100	8899	100	8907	100	8914	100	8921	100	8929	100
AB	2550	29	2552	29	2555	29	2556	29	2558	29	2560	29
C1	2742	31	2744	31	2746	31	2749	31	2751	31	2753	31
C2	1497	17	1498	17	1500	17	1500	17	1502	17	1504	17
DE	2103	24	2105	24	2106	24	2109	24	2110	24	2112	24

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10528	100	10537	100	10545	100	10555	100	10564	100	10572	100
Age												
4 - 9	805	8	806	8	807	8	807	8	807	8	808	8
10 - 15	788	7	787	7	788	7	790	7	791	7	791	7
16 - 24	1224	12	1225	12	1227	12	1227	12	1228	12	1229	12
25 - 34	1848	18	1850	18	1849	18	1853	18	1854	18	1856	18
35 - 44	1842	17	1843	17	1846	18	1845	17	1848	17	1850	17
45 - 54	1438	14	1440	14	1439	14	1442	14	1443	14	1443	14
55 - 64	1128	11	1129	11	1130	11	1130	11	1131	11	1133	11
65 +	1455	14	1457	14	1459	14	1461	14	1462	14	1462	14
Adults												
Total	8935	100	8944	100	8950	100	8958	100	8966	100	8973	100
AB	2562	29	2565	29	2567	29	2568	29	2571	29	2573	29
C1	2756	31	2757	31	2760	31	2763	31	2765	31	2767	31
C2	1504	17	1506	17	1506	17	1507	17	1509	17	1510	17
DE	2113	24	2116	24	2117	24	2120	24	2121	24	2123	24

Table4a Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5140	100	5144	100	5148	100	5152	100	5156	100	5161	100
Age												
4 - 15	806	16	807	16	807	16	808	16	808	16	809	16
16 - 24	621	12	620	12	621	12	622	12	622	12	623	12
25 - 34	907	18	908	18	908	18	908	18	909	18	910	18
35 - 44	931	18	931	18	933	18	934	18	935	18	934	18
45 - 54	704	14	706	14	706	14	707	14	707	14	710	14
55 - 64	541	11	542	11	542	11	542	11	542	11	543	11
65 +	630	12	630	12	631	12	631	12	633	12	632	12
Adults												
Total	4334	100	4337	100	4341	100	4344	100	4348	100	4352	100
AB	1283	30	1284	30	1287	30	1286	30	1287	30	1289	30
C1	1298	30	1298	30	1299	30	1301	30	1302	30	1302	30
C2	820	19	821	19	821	19	821	19	822	19	824	19
DE	933	22	934	22	934	22	936	22	937	22	937	22
Working F/T	2825	65	2827	65	2830	65	2831	65	2834	65	2836	65
Not Working	1509	35	1510	35	1511	35	1513	35	1514	35	1516	35

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5165	100	5169	100	5172	100	5178	100	5182	100	5186	100
Age												
4 - 15	810	16	810	16	810	16	812	16	813	16	813	16
16 - 24	623	12	624	12	625	12	625	12	625	12	626	12
25 - 34	911	18	911	18	911	18	914	18	914	18	915	18
35 - 44	935	18	936	18	938	18	937	18	939	18	939	18
45 - 54	709	14	710	14	709	14	710	14	711	14	711	14
55 - 64	544	11	545	11	545	11	544	11	545	11	547	11
65 +	633	12	633	12	634	12	636	12	635	12	635	12
Adults												
Total	4355	100	4359	100	4362	100	4366	100	4369	100	4373	100
AB	1290	30	1291	30	1292	30	1293	30	1294	30	1295	30
C1	1303	30	1305	30	1306	30	1307	30	1308	30	1309	30
C2	824	19	824	19	824	19	825	19	826	19	827	19
DE	938	22	939	22	940	22	941	22	941	22	942	22
Working F/T	2839	65	2841	65	2843	65	2846	65	2848	65	2851	65
Not Working	1516	35	1518	35	1519	35	1520	35	1521	35	1522	35

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5337	100	5342	100	5346	100	5351	100	5355	100	5359	100
Age												
4 - 15	779	15	780	15	780	15	781	15	782	15	782	15
16 - 24	598	11	599	11	599	11	600	11	601	11	600	11
25 - 34	932	17	933	17	934	17	934	17	934	17	936	17
35 - 44	901	17	902	17	903	17	904	17	905	17	907	17
45 - 54	726	14	726	14	727	14	728	14	728	14	727	14
55 - 64	581	11	582	11	582	11	583	11	584	11	584	11
65 +	820	15	820	15	821	15	821	15	821	15	823	15
Adults												
Total	4558	100	4562	100	4566	100	4570	100	4573	100	4577	100
AB	1267	28	1268	28	1268	28	1270	28	1271	28	1271	28
C1	1444	32	1446	32	1447	32	1448	32	1449	32	1451	32
C2	677	15	677	15	679	15	679	15	680	15	680	15
DE	1170	26	1171	26	1172	26	1173	26	1173	26	1175	26
Working F/T	1687	37	1688	37	1689	37	1692	37	1692	37	1694	37
Not Working	2871	63	2874	63	2877	63	2878	63	2881	63	2883	63

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5363	100	5368	100	5373	100	5377	100	5382	100	5386	100
Age												
4 - 15	783	15	783	15	785	15	785	15	785	15	786	15
16 - 24	601	11	601	11	602	11	602	11	603	11	603	11
25 - 34	937	17	939	17	938	17	939	17	940	17	941	17
35 - 44	907	17	907	17	908	17	908	17	909	17	911	17
45 - 54	729	14	730	14	730	14	732	14	732	14	732	14
55 - 64	584	11	584	11	585	11	586	11	586	11	586	11
65 +	822	15	824	15	825	15	825	15	827	15	827	15
Adults												
Total	4580	100	4585	100	4588	100	4592	100	4597	100	4600	100
AB	1272	28	1274	28	1275	28	1275	28	1277	28	1278	28
C1	1453	32	1452	32	1454	32	1456	32	1457	32	1458	32
C2	680	15	682	15	682	15	682	15	683	15	683	15
DE	1175	26	1177	26	1177	26	1179	26	1180	26	1181	26
Working F/T	1694	37	1697	37	1697	37	1699	37	1701	37	1701	37
Not Working	2886	63	2888	63	2891	63	2893	63	2896	63	2899	63

South East

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		909	100	910	100	911	100	912	100	913	100	913	100
TV Households		891	98	892	98	893	98	894	98	895	98	896	98

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		914	100	915	100	916	100	917	100	918	100	919	100
TV Households		896	98	897	98	898	98	899	98	900	98	901	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		891	100	892	100	893	100	894	100	895	100	896	100
Social Class													
	AB	201	23	201	23	202	23	202	23	202	23	202	23
	C1	272	31	272	30	272	30	273	31	273	31	273	30
	C2	191	21	191	21	191	21	191	21	192	21	192	21
	DE	227	25	228	26	228	26	228	26	228	25	229	26
Housewife Age													
	Under 25	35	4	36	4	36	4	37	4	36	4	36	4
	25 - 34	103	12	103	12	103	12	103	12	103	12	104	12
	35 - 44	174	20	174	20	174	19	174	19	174	19	175	20
	45 - 54	159	18	159	18	159	18	159	18	159	18	160	18
	55 - 64	162	18	162	18	162	18	162	18	162	18	162	18
	65 +	258	29	258	29	259	29	259	29	261	29	259	29
Size													
	1	275	31	276	31	276	31	276	31	276	31	277	31
	2	319	36	319	36	320	36	320	36	320	36	321	36
	3	132	15	132	15	132	15	132	15	132	15	132	15
	4+	165	19	165	18	165	18	166	19	167	19	166	19
Children													
	Without	668	75	669	75	670	75	670	75	671	75	672	75
	With	223	25	223	25	223	25	224	25	224	25	224	25

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	896	100	897	100	898	100	899	100	900	100	901	100
Social Class												
AB	202	23	202	23	203	23	203	23	203	23	203	23
C1	273	30	274	31	274	31	274	30	274	30	275	31
C2	192	21	192	21	192	21	193	21	193	21	193	21
DE	229	26	229	26	229	26	229	25	230	26	230	26
Housewife Age												
Under 25	36	4	35	4	36	4	37	4	36	4	37	4
25 - 34	104	12	104	12	104	12	104	12	104	12	104	12
35 - 44	175	20	175	20	175	19	175	19	175	19	176	20
45 - 54	160	18	160	18	160	18	160	18	160	18	160	18
55 - 64	163	18	163	18	163	18	163	18	163	18	163	18
65 +	258	29	260	29	260	29	260	29	262	29	261	29
Size												
1	277	31	277	31	277	31	278	31	278	31	279	31
2	321	36	321	36	322	36	322	36	322	36	322	36
3	133	15	133	15	133	15	133	15	133	15	133	15
4+	165	18	166	19	166	18	166	18	167	19	167	19
Children												
Without	672	75	673	75	673	75	674	75	675	75	676	75
With	224	25	224	25	225	25	225	25	225	25	225	25

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1947	100	1949	100	1951	100	1953	100	1955	100	1957	100
Age												
4 - 9	140	7	140	7	140	7	140	7	141	7	141	7
10 - 15	156	8	156	8	157	8	157	8	156	8	157	8
16 - 24	219	11	220	11	220	11	220	11	220	11	221	11
25 - 34	200	10	200	10	200	10	201	10	202	10	201	10
35 - 44	298	15	298	15	298	15	298	15	298	15	298	15
45 - 54	280	14	280	14	280	14	280	14	281	14	282	14
55 - 64	275	14	275	14	276	14	276	14	276	14	276	14
65 +	379	19	380	19	380	19	381	20	381	19	381	19
Adults												
Total	1651	100	1653	100	1654	100	1656	100	1658	100	1659	100
AB	399	24	399	24	400	24	401	24	401	24	401	24
C1	505	31	506	31	506	31	506	31	507	31	508	31
C2	388	24	389	24	389	24	390	24	390	24	390	24
DE	359	22	359	22	359	22	359	22	360	22	360	22

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1959	100	1961	100	1963	100	1964	100	1966	100	1968	100
Age												
4 - 9	141	7	141	7	141	7	141	7	142	7	141	7
10 - 15	157	8	158	8	158	8	157	8	157	8	158	8
16 - 24	221	11	221	11	221	11	222	11	222	11	222	11
25 - 34	201	10	201	10	202	10	201	10	202	10	202	10
35 - 44	299	15	300	15	299	15	301	15	300	15	300	15
45 - 54	281	14	281	14	283	14	282	14	282	14	283	14
55 - 64	277	14	277	14	277	14	278	14	278	14	278	14
65 +	382	19	382	19	382	19	382	19	383	19	384	20
Adults												
Total	1661	100	1662	100	1664	100	1666	100	1667	100	1669	100
AB	402	24	402	24	402	24	403	24	403	24	404	24
C1	508	31	509	31	509	31	509	31	510	31	510	31
C2	391	24	391	24	392	24	393	24	392	24	393	24
DE	360	22	360	22	361	22	361	22	362	22	362	22

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	940	100	941	100	942	100	943	100	944	100	945	100
Age												
4 - 15	153	16	153	16	153	16	153	16	154	16	154	16
16 - 24	109	12	110	12	110	12	110	12	110	12	110	12
25 - 34	97	10	97	10	97	10	98	10	98	10	98	10
35 - 44	137	15	137	15	137	15	137	15	137	15	138	15
45 - 54	139	15	139	15	139	15	139	15	139	15	139	15
55 - 64	137	15	137	15	138	15	138	15	138	15	138	15
65 +	168	18	168	18	168	18	168	18	168	18	168	18
Adults												
Total	787	100	788	100	789	100	790	100	790	100	791	100
AB	199	25	199	25	199	25	200	25	200	25	200	25
C1	228	29	229	29	229	29	229	29	229	29	230	29
C2	201	26	202	26	202	26	203	26	203	26	202	26
DE	159	20	158	20	159	20	158	20	158	20	159	20
Working F/T	463	59	464	59	464	59	465	59	465	59	466	59
Not Working	324	41	324	41	325	41	325	41	325	41	325	41

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	946	100	947	100	948	100	948	100	949	100	950	100
Age												
4 - 15	154	16	155	16	155	16	154	16	154	16	154	16
16 - 24	110	12	110	12	110	12	111	12	111	12	111	12
25 - 34	98	10	98	10	98	10	97	10	98	10	98	10
35 - 44	138	15	138	15	138	15	139	15	138	15	139	15
45 - 54	139	15	139	15	140	15	140	15	140	15	140	15
55 - 64	138	15	138	15	138	15	139	15	139	15	138	15
65 +	169	18	169	18	169	18	168	18	169	18	170	18
Adults												
Total	792	100	792	100	793	100	794	100	795	100	796	100
AB	200	25	200	25	200	25	201	25	201	25	201	25
C1	230	29	230	29	230	29	230	29	231	29	231	29
C2	203	26	203	26	204	26	204	26	203	26	204	26
DE	159	20	159	20	159	20	159	20	160	20	160	20
Working F/T	466	59	466	59	467	59	467	59	468	59	468	59
Not Working	326	41	326	41	326	41	327	41	327	41	328	41

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1007	100	1008	100	1009	100	1010	100	1011	100	1012	100
Age												
4 - 15	143	14	143	14	144	14	144	14	143	14	144	14
16 - 24	110	11	110	11	110	11	110	11	110	11	111	11
25 - 34	103	10	103	10	103	10	103	10	104	10	103	10
35 - 44	161	16	161	16	161	16	161	16	161	16	160	16
45 - 54	141	14	141	14	141	14	141	14	142	14	143	14
55 - 64	138	14	138	14	138	14	138	14	138	14	138	14
65 +	211	21	212	21	212	21	213	21	213	21	213	21
Adults												
Total	864	100	865	100	865	100	866	100	868	100	868	100
AB	200	23	200	23	201	23	201	23	201	23	201	23
C1	277	32	277	32	277	32	277	32	278	32	278	32
C2	187	22	187	22	187	22	187	22	187	22	188	22
DE	200	23	201	23	200	23	201	23	202	23	201	23
Working F/T	250	29	250	29	250	29	250	29	251	29	251	29
Not Working	614	71	615	71	615	71	616	71	617	71	617	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1013	100	1014	100	1015	100	1016	100	1017	100	1018	100
Age												
4 - 15	144	14	144	14	144	14	144	14	145	14	145	14
16 - 24	111	11	111	11	111	11	111	11	111	11	111	11
25 - 34	103	10	103	10	104	10	104	10	104	10	104	10
35 - 44	161	16	162	16	161	16	162	16	162	16	161	16
45 - 54	142	14	142	14	143	14	142	14	142	14	143	14
55 - 64	139	14	139	14	139	14	139	14	139	14	140	14
65 +	213	21	213	21	213	21	214	21	214	21	214	21
Adults												
Total	869	100	870	100	871	100	872	100	872	100	873	100
AB	202	23	202	23	202	23	202	23	202	23	203	23
C1	278	32	279	32	279	32	279	32	279	32	279	32
C2	188	22	188	22	188	22	189	22	189	22	189	22
DE	201	23	201	23	202	23	202	23	202	23	202	23
Working F/T	251	29	252	29	252	29	253	29	252	29	253	29
Not Working	618	71	618	71	619	71	619	71	620	71	620	71

Midlands

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		3539	100	3545	100	3548	100	3549	100	3551	100	3554	100
TV Households		3449	97	3451	97	3454	97	3455	97	3460	97	3463	97

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		3559	100	3561	100	3562	100	3566	100	3566	100	3570	100
TV Households		3465	97	3466	97	3471	97	3471	97	3475	97	3479	97

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3449	100	3451	100	3454	100	3455	100	3460	100	3463	100
Social Class													
	AB	679	20	681	20	682	20	679	20	680	20	681	20
	C1	900	26	899	26	901	26	901	26	904	26	902	26
	C2	660	19	662	19	662	19	663	19	664	19	665	19
	DE	1210	35	1209	35	1209	35	1212	35	1212	35	1215	35
Housewife Age													
	Under 25	188	5	187	5	187	5	187	5	188	5	190	5
	25 - 34	505	15	506	15	507	15	507	15	508	15	509	15
	35 - 44	679	20	681	20	681	20	682	20	682	20	684	20
	45 - 54	618	18	620	18	622	18	621	18	622	18	623	18
	55 - 64	573	17	572	17	573	17	574	17	574	17	575	17
	65 +	886	26	885	26	884	26	884	26	886	26	882	25
Size													
	1	1140	33	1139	33	1140	33	1139	33	1140	33	1144	33
	2	1115	32	1117	32	1117	32	1119	32	1119	32	1120	32
	3	511	15	512	15	512	15	512	15	515	15	515	15
	4+	683	20	683	20	685	20	685	20	686	20	684	20
Children													
	Without	2562	74	2563	74	2566	74	2566	74	2570	74	2571	74
	With	887	26	888	26	888	26	889	26	890	26	892	26

Projections for		TV Households											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		3465	100	3466	100	3471	100	3471	100	3475	100	3479	100
Social Class													
	AB	681	20	682	20	681	20	683	20	684	20	684	20
	C1	903	26	905	26	904	26	906	26	908	26	907	26
	C2	666	19	663	19	665	19	667	19	667	19	668	19
	DE	1215	35	1216	35	1221	35	1215	35	1216	35	1220	35
Housewife Age													
	Under 25	189	5	187	5	185	5	190	5	190	5	190	5
	25 - 34	507	15	510	15	510	15	509	15	510	15	511	15
	35 - 44	682	20	683	20	684	20	686	20	687	20	687	20
	45 - 54	623	18	623	18	626	18	625	18	626	18	625	18
	55 - 64	576	17	576	17	578	17	577	17	576	17	579	17
	65 +	888	26	887	26	888	26	884	25	886	25	887	25
Size													
	1	1143	33	1143	33	1147	33	1146	33	1148	33	1148	33
	2	1122	32	1120	32	1123	32	1124	32	1124	32	1125	32
	3	515	15	515	15	516	15	514	15	514	15	517	15
	4+	685	20	688	20	685	20	687	20	689	20	689	20
Children													
	Without	2574	74	2573	74	2579	74	2578	74	2581	74	2585	74
	With	891	26	893	26	892	26	893	26	894	26	894	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7601	100	7608	100	7614	100	7619	100	7625	100	7632	100
Age												
4 - 9	562	7	566	7	565	7	564	7	564	7	565	7
10 - 15	610	8	610	8	610	8	612	8	613	8	613	8
16 - 24	943	12	945	12	946	12	946	12	946	12	948	12
25 - 34	947	12	949	12	950	12	951	12	952	12	954	13
35 - 44	1217	16	1215	16	1214	16	1215	16	1220	16	1217	16
45 - 54	1062	14	1061	14	1065	14	1064	14	1062	14	1065	14
55 - 64	969	13	968	13	971	13	970	13	971	13	974	13
65 +	1291	17	1294	17	1293	17	1297	17	1297	17	1296	17
Adults												
Total	6429	100	6432	100	6439	100	6443	100	6448	100	6454	100
AB	1372	21	1372	21	1375	21	1377	21	1377	21	1377	21
C1	1680	26	1682	26	1681	26	1681	26	1684	26	1685	26
C2	1378	21	1380	21	1382	21	1381	21	1385	21	1383	21
DE	1999	31	1998	31	2001	31	2004	31	2002	31	2009	31

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7638	100	7641	100	7650	100	7654	100	7660	100	7666	100
Age												
4 - 9	567	7	567	7	567	7	568	7	569	7	568	7
10 - 15	615	8	614	8	614	8	613	8	613	8	617	8
16 - 24	947	12	949	12	948	12	951	12	951	12	952	12
25 - 34	952	12	952	12	956	12	954	12	955	12	956	12
35 - 44	1220	16	1219	16	1221	16	1223	16	1223	16	1224	16
45 - 54	1069	14	1069	14	1068	14	1070	14	1071	14	1071	14
55 - 64	972	13	975	13	974	13	975	13	976	13	977	13
65 +	1296	17	1296	17	1302	17	1300	17	1302	17	1301	17
Adults												
Total	6456	100	6460	100	6469	100	6473	100	6478	100	6481	100
AB	1382	21	1379	21	1380	21	1383	21	1384	21	1382	21
C1	1684	26	1688	26	1689	26	1691	26	1690	26	1696	26
C2	1384	21	1388	21	1388	21	1389	21	1390	21	1391	21
DE	2006	31	2005	31	2012	31	2010	31	2014	31	2012	31

Table4a												
Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3730	100	3735	100	3737	100	3740	100	3742	100	3746	100
Age												
4 - 15	606	16	606	16	606	16	606	16	606	16	608	16
16 - 24	472	13	473	13	474	13	475	13	475	13	475	13
25 - 34	458	12	460	12	460	12	462	12	458	12	463	12
35 - 44	607	16	605	16	605	16	606	16	611	16	608	16
45 - 54	529	14	530	14	531	14	529	14	529	14	529	14
55 - 64	475	13	475	13	476	13	475	13	478	13	479	13
65 +	583	16	586	16	585	16	587	16	585	16	584	16
Adults												
Total	3124	100	3129	100	3131	100	3134	100	3136	100	3138	100
AB	690	22	692	22	692	22	695	22	695	22	693	22
C1	793	25	796	25	794	25	794	25	797	25	797	25
C2	744	24	740	24	745	24	742	24	743	24	744	24
DE	897	29	901	29	900	29	903	29	901	29	904	29
Working F/T	1877	60	1878	60	1883	60	1886	60	1884	60	1889	60
Not Working	1247	40	1251	40	1248	40	1248	40	1252	40	1249	40

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3749	100	3752	100	3754	100	3757	100	3761	100	3764	100
Age												
4 - 15	611	16	608	16	606	16	609	16	609	16	613	16
16 - 24	475	13	478	13	476	13	477	13	476	13	477	13
25 - 34	460	12	463	12	463	12	461	12	464	12	463	12
35 - 44	609	16	606	16	609	16	610	16	611	16	612	16
45 - 54	532	14	535	14	533	14	533	14	533	14	532	14
55 - 64	478	13	479	13	480	13	480	13	479	13	480	13
65 +	584	16	583	16	587	16	587	16	589	16	587	16
Adults												
Total	3138	100	3144	100	3148	100	3148	100	3152	100	3151	100
AB	694	22	697	22	696	22	696	22	697	22	695	22
C1	797	25	798	25	798	25	800	25	798	25	802	25
C2	746	24	747	24	750	24	748	24	751	24	749	24
DE	901	29	902	29	904	29	904	29	906	29	905	29
Working F/T	1886	60	1891	60	1890	60	1891	60	1895	60	1894	60
Not Working	1252	40	1253	40	1258	40	1257	40	1257	40	1257	40

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3871	100	3873	100	3877	100	3879	100	3883	100	3886	100
Age												
4 - 15	566	15	570	15	569	15	570	15	571	15	570	15
16 - 24	471	12	472	12	472	12	471	12	471	12	473	12
25 - 34	489	13	489	13	490	13	489	13	494	13	491	13
35 - 44	610	16	610	16	609	16	609	16	609	16	609	16
45 - 54	533	14	531	14	534	14	535	14	533	14	536	14
55 - 64	494	13	493	13	495	13	495	13	493	13	495	13
65 +	708	18	708	18	708	18	710	18	712	18	712	18
Adults												
Total	3305	100	3303	100	3308	100	3309	100	3312	100	3316	100
AB	682	21	680	21	683	21	682	21	682	21	684	21
C1	887	27	886	27	887	27	887	27	887	27	888	27
C2	634	19	640	19	637	19	639	19	642	19	639	19
DE	1102	33	1097	33	1101	33	1101	33	1101	33	1105	33
Working F/T	1077	33	1077	33	1076	33	1076	33	1081	33	1078	33
Not Working	2228	67	2226	67	2232	67	2233	67	2231	67	2238	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3889	100	3889	100	3896	100	3897	100	3899	100	3902	100
Age												
4 - 15	571	15	573	15	575	15	572	15	573	15	572	15
16 - 24	472	12	471	12	472	12	474	12	475	12	475	12
25 - 34	492	13	489	13	493	13	493	13	491	13	493	13
35 - 44	611	16	613	16	612	16	613	16	612	16	612	16
45 - 54	537	14	534	14	535	14	537	14	538	14	539	14
55 - 64	494	13	496	13	494	13	495	13	497	13	497	13
65 +	712	18	713	18	715	18	713	18	713	18	714	18
Adults												
Total	3318	100	3316	100	3321	100	3325	100	3326	100	3330	100
AB	688	21	682	21	684	21	687	21	687	21	687	21
C1	887	27	890	27	891	27	891	27	892	27	894	27
C2	638	19	641	19	638	19	641	19	639	19	642	19
DE	1105	33	1103	33	1108	33	1106	33	1108	33	1107	33
Working F/T	1083	33	1079	33	1084	33	1084	33	1083	33	1086	33
Not Working	2235	67	2237	67	2237	67	2241	67	2243	67	2244	67

East

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1890	100	1892	100	1894	100	1896	100	1898	100	1900	100
TV Households	1840	97	1842	97	1844	97	1846	97	1848	97	1850	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1902	100	1904	100	1906	100	1908	100	1911	100	1913	100
TV Households	1852	97	1854	97	1856	97	1858	97	1860	97	1862	97

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1840	100	1842	100	1844	100	1846	100	1848	100	1850	100
Social Class													
	AB	380	21	381	21	381	21	381	21	382	21	383	21
	C1	516	28	517	28	518	28	518	28	519	28	519	28
	C2	378	21	378	21	379	21	379	21	380	21	380	21
	DE	566	31	566	31	566	31	568	31	567	31	568	31
Housewife Age													
	Under 25	94	5	94	5	94	5	93	5	94	5	94	5
	25 - 34	278	15	278	15	278	15	279	15	279	15	279	15
	35 - 44	360	20	361	20	361	20	362	20	362	20	362	20
	45 - 54	325	18	325	18	326	18	326	18	326	18	327	18
	55 - 64	324	18	324	18	324	18	325	18	325	18	325	18
	65 +	459	25	460	25	461	25	461	25	462	25	463	25
Size													
	1	543	30	545	30	546	30	545	30	546	30	547	30
	2	682	37	682	37	683	37	684	37	685	37	685	37
	3	270	15	270	15	270	15	271	15	271	15	271	15
	4+	345	19	345	19	345	19	346	19	346	19	347	19
Children													
	Without	1368	74	1370	74	1371	74	1373	74	1374	74	1376	74
	With	472	26	472	26	473	26	473	26	474	26	474	26

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	1852	100	1854	100	1856	100	1858	100	1860	100	1862	100
Social Class												
AB	383	21	383	21	384	21	383	21	385	21	384	21
C1	520	28	520	28	521	28	522	28	522	28	523	28
C2	380	21	381	21	381	21	382	21	382	21	383	21
DE	569	31	570	31	570	31	571	31	571	31	572	31
Housewife Age												
Under 25	94	5	94	5	95	5	94	5	95	5	95	5
25 - 34	280	15	280	15	280	15	281	15	281	15	281	15
35 - 44	363	20	363	20	364	20	364	20	364	20	365	20
45 - 54	327	18	327	18	328	18	328	18	328	18	329	18
55 - 64	326	18	326	18	326	18	327	18	327	18	327	18
65 +	462	25	464	25	463	25	464	25	465	25	465	25
Size												
1	548	30	548	30	548	30	549	30	550	30	550	30
2	686	37	687	37	688	37	688	37	689	37	690	37
3	271	15	272	15	272	15	272	15	273	15	273	15
4+	347	19	347	19	348	19	349	19	348	19	349	19
Children												
Without	1377	74	1379	74	1380	74	1382	74	1383	74	1385	74
With	475	26	475	26	476	26	476	26	477	26	477	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4033	100	4037	100	4042	100	4046	100	4051	100	4055	100
Age												
4 - 9	287	7	287	7	288	7	288	7	289	7	289	7
10 - 15	319	8	319	8	319	8	320	8	320	8	320	8
16 - 24	450	11	451	11	451	11	452	11	452	11	453	11
25 - 34	503	12	503	12	504	12	504	12	505	12	505	12
35 - 44	640	16	641	16	642	16	642	16	643	16	644	16
45 - 54	577	14	577	14	579	14	579	14	580	14	580	14
55 - 64	554	14	555	14	555	14	556	14	556	14	557	14
65 +	703	17	704	17	704	17	705	17	706	17	707	17
Adults												
Total	3427	100	3431	100	3435	100	3438	100	3442	100	3446	100
AB	767	22	768	22	768	22	769	22	770	22	771	22
C1	975	28	976	28	978	28	979	28	980	28	981	28
C2	756	22	757	22	758	22	759	22	760	22	760	22
DE	929	27	930	27	931	27	931	27	932	27	934	27

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4059	100	4064	100	4068	100	4073	100	4077	100	4082	100
Age												
4 - 9	289	7	289	7	290	7	290	7	290	7	291	7
10 - 15	320	8	321	8	321	8	322	8	322	8	322	8
16 - 24	453	11	455	11	454	11	455	11	455	11	455	11
25 - 34	506	12	506	12	507	12	507	12	508	12	509	12
35 - 44	645	16	645	16	646	16	647	16	648	16	649	16
45 - 54	580	14	581	14	582	14	583	14	583	14	584	14
55 - 64	558	14	558	14	559	14	559	14	560	14	561	14
65 +	708	17	709	17	709	17	710	17	711	17	711	17
Adults												
Total	3450	100	3454	100	3457	100	3461	100	3465	100	3469	100
AB	771	22	773	22	774	22	774	22	775	22	776	22
C1	982	28	982	28	983	28	985	28	986	28	987	28
C2	762	22	762	22	763	22	764	22	765	22	765	22
DE	935	27	937	27	937	27	938	27	939	27	941	27

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1983	100	1986	100	1988	100	1990	100	1993	100	1994	100
Age												
4 - 15	314	16	315	16	315	16	316	16	317	16	316	16
16 - 24	225	11	226	11	226	11	226	11	226	11	226	11
25 - 34	248	13	248	12	248	12	248	12	249	12	249	12
35 - 44	316	16	316	16	316	16	316	16	316	16	317	16
45 - 54	281	14	281	14	283	14	283	14	283	14	283	14
55 - 64	277	14	277	14	277	14	278	14	278	14	279	14
65 +	322	16	323	16	323	16	323	16	324	16	324	16
Adults												
Total	1669	100	1671	100	1673	100	1674	100	1676	100	1678	100
AB	384	23	385	23	385	23	385	23	386	23	386	23
C1	450	27	450	27	451	27	452	27	452	27	453	27
C2	409	25	409	24	410	25	410	24	411	25	411	24
DE	426	26	427	26	427	26	427	26	427	25	428	26
Working F/T	1061	64	1062	64	1063	64	1064	64	1065	64	1066	64
Not Working	608	36	609	36	610	36	610	36	611	36	612	36

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1996	100	1999	100	2001	100	2003	100	2005	100	2007	100
Age												
4 - 15	316	16	317	16	318	16	318	16	318	16	318	16
16 - 24	227	11	228	11	227	11	227	11	227	11	227	11
25 - 34	249	12	249	12	250	12	250	12	251	13	251	13
35 - 44	317	16	318	16	318	16	319	16	319	16	320	16
45 - 54	283	14	283	14	284	14	284	14	284	14	285	14
55 - 64	279	14	279	14	279	14	279	14	280	14	280	14
65 +	325	16	325	16	325	16	326	16	326	16	326	16
Adults												
Total	1680	100	1682	100	1683	100	1685	100	1687	100	1689	100
AB	386	23	387	23	388	23	388	23	388	23	389	23
C1	453	27	453	27	453	27	454	27	455	27	455	27
C2	412	25	412	24	412	24	413	25	413	24	413	24
DE	429	26	430	26	430	26	430	26	431	26	432	26
Working F/T	1067	64	1069	64	1070	64	1071	64	1072	64	1073	64
Not Working	613	36	613	36	613	36	614	36	615	36	616	36

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2050	100	2051	100	2054	100	2056	100	2058	100	2061	100
Age												
4 - 15	292	14	291	14	292	14	292	14	292	14	293	14
16 - 24	225	11	225	11	225	11	226	11	226	11	227	11
25 - 34	255	12	255	12	256	12	256	12	256	12	256	12
35 - 44	324	16	325	16	326	16	326	16	327	16	327	16
45 - 54	296	14	296	14	296	14	296	14	297	14	297	14
55 - 64	277	14	278	14	278	14	278	14	278	14	278	13
65 +	381	19	381	19	381	19	382	19	382	19	383	19
Adults												
Total	1758	100	1760	100	1762	100	1764	100	1766	100	1768	100
AB	383	22	383	22	383	22	384	22	384	22	385	22
C1	525	30	526	30	527	30	527	30	528	30	528	30
C2	347	20	348	20	348	20	349	20	349	20	349	20
DE	503	29	503	29	504	29	504	29	505	29	506	29
Working F/T	577	33	578	33	579	33	579	33	580	33	581	33
Not Working	1181	67	1182	67	1183	67	1185	67	1186	67	1187	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2063	100	2065	100	2067	100	2070	100	2072	100	2075	100
Age												
4 - 15	293	14	293	14	293	14	294	14	294	14	295	14
16 - 24	226	11	227	11	227	11	228	11	228	11	228	11
25 - 34	257	12	257	12	257	12	257	12	257	12	258	12
35 - 44	328	16	327	16	328	16	328	16	329	16	329	16
45 - 54	297	14	298	14	298	14	299	14	299	14	299	14
55 - 64	279	14	279	14	280	14	280	14	280	14	281	14
65 +	383	19	384	19	384	19	384	19	385	19	385	19
Adults												
Total	1770	100	1772	100	1774	100	1776	100	1778	100	1780	100
AB	385	22	386	22	386	22	386	22	387	22	387	22
C1	529	30	529	30	530	30	531	30	531	30	532	30
C2	350	20	350	20	351	20	351	20	352	20	352	20
DE	506	29	507	29	507	29	508	29	508	29	509	29
Working F/T	582	33	582	33	582	33	583	33	584	33	585	33
Not Working	1188	67	1190	67	1192	67	1193	67	1194	67	1195	67

West

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1002	100	1003	100	1004	100	1006	100	1007	100	1008	100
TV Households	984	98	985	98	986	98	987	98	988	98	989	98

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1009	100	1010	100	1011	100	1012	100	1013	100	1014	100
TV Households	990	98	991	98	992	98	993	98	995	98	996	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		984	100	985	100	986	100	987	100	988	100	989	100
Social Class													
	AB	210	21	211	21	210	21	210	21	211	21	211	21
	C1	296	30	296	30	297	30	297	30	297	30	298	30
	C2	212	22	212	22	212	22	213	22	213	22	213	22
	DE	266	27	266	27	267	27	267	27	267	27	267	27
Housewife Age													
	Under 25	43	4	43	4	43	4	44	4	43	4	44	4
	25 - 34	151	15	151	15	151	15	151	15	151	15	151	15
	35 - 44	194	20	194	20	195	20	195	20	195	20	195	20
	45 - 54	178	18	179	18	179	18	179	18	179	18	179	18
	55 - 64	165	17	165	17	165	17	165	17	166	17	166	17
	65 +	253	26	253	26	253	26	253	26	254	26	254	26
Size													
	1	305	31	305	31	305	31	306	31	306	31	306	31
	2	364	37	365	37	365	37	365	37	366	37	366	37
	3	138	14	138	14	139	14	139	14	139	14	139	14
	4+	177	18	177	18	177	18	177	18	177	18	178	18
Children													
	Without	750	76	751	76	752	76	753	76	753	76	754	76
	With	234	24	234	24	234	24	234	24	235	24	235	24

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	990	100	991	100	992	100	993	100	995	100	996	100
Social Class												
AB	211	21	211	21	212	21	211	21	212	21	213	21
C1	298	30	298	30	299	30	299	30	299	30	300	30
C2	213	22	214	22	214	22	214	22	214	22	214	21
DE	268	27	268	27	267	27	269	27	270	27	269	27
Housewife Age												
Under 25	44	4	44	4	44	4	44	4	44	4	44	4
25 - 34	152	15	152	15	152	15	152	15	152	15	152	15
35 - 44	195	20	196	20	196	20	196	20	196	20	196	20
45 - 54	179	18	180	18	180	18	180	18	180	18	180	18
55 - 64	166	17	166	17	166	17	166	17	167	17	167	17
65 +	254	26	253	26	254	26	255	26	256	26	257	26
Size												
1	306	31	307	31	308	31	306	31	308	31	308	31
2	367	37	367	37	367	37	368	37	368	37	369	37
3	139	14	139	14	139	14	140	14	140	14	140	14
4+	178	18	178	18	178	18	179	18	179	18	179	18
Children												
Without	755	76	756	76	757	76	757	76	758	76	759	76
With	235	24	235	24	235	24	236	24	237	24	237	24

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2132	100	2134	100	2137	100	2139	100	2141	100	2143	100
Age												
4 - 9	139	7	139	7	138	6	139	6	139	6	139	6
10 - 15	169	8	169	8	170	8	170	8	170	8	170	8
16 - 24	235	11	236	11	236	11	236	11	236	11	237	11
25 - 34	261	12	261	12	262	12	262	12	262	12	262	12
35 - 44	343	16	343	16	343	16	344	16	345	16	344	16
45 - 54	312	15	312	15	313	15	313	15	313	15	314	15
55 - 64	284	13	284	13	284	13	285	13	285	13	285	13
65 +	389	18	390	18	391	18	390	18	391	18	392	18
Adults												
Total	1824	100	1826	100	1829	100	1830	100	1832	100	1834	100
AB	413	23	413	23	414	23	414	23	415	23	415	23
C1	561	31	562	31	562	31	563	31	563	31	564	31
C2	433	24	434	24	434	24	434	24	435	24	435	24
DE	417	23	417	23	419	23	419	23	419	23	420	23

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2146	100	2148	100	2150	100	2152	100	2155	100	2157	100
Age												
4 - 9	140	7	140	7	140	7	140	7	140	7	140	6
10 - 15	170	8	170	8	170	8	171	8	171	8	171	8
16 - 24	237	11	237	11	237	11	238	11	238	11	238	11
25 - 34	262	12	263	12	264	12	263	12	264	12	264	12
35 - 44	345	16	345	16	345	16	346	16	346	16	347	16
45 - 54	314	15	314	15	315	15	314	15	316	15	316	15
55 - 64	286	13	286	13	286	13	287	13	287	13	287	13
65 +	392	18	393	18	393	18	393	18	393	18	394	18
Adults												
Total	1836	100	1838	100	1840	100	1841	100	1844	100	1846	100
AB	415	23	416	23	416	23	417	23	417	23	418	23
C1	565	31	565	31	566	31	566	31	567	31	567	31
C2	436	24	436	24	437	24	437	24	438	24	439	24
DE	420	23	421	23	421	23	421	23	422	23	422	23

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1038	100	1039	100	1041	100	1042	100	1043	100	1044	100
Age												
4 - 15	160	15	160	15	160	15	161	15	161	15	161	15
16 - 24	119	11	119	11	119	11	119	11	119	11	120	11
25 - 34	130	13	130	13	131	13	130	12	131	13	130	12
35 - 44	166	16	166	16	166	16	167	16	167	16	167	16
45 - 54	150	14	150	14	150	14	150	14	150	14	151	14
55 - 64	141	14	141	14	141	14	142	14	141	14	141	14
65 +	172	17	173	17	174	17	173	17	174	17	174	17
Adults												
Total	878	100	879	100	881	100	881	100	882	100	883	100
AB	205	23	204	23	205	23	205	23	206	23	206	23
C1	258	29	259	29	259	29	259	29	259	29	259	29
C2	229	26	230	26	230	26	230	26	230	26	231	26
DE	186	21	186	21	187	21	187	21	187	21	187	21
Working F/T	532	61	532	61	533	60	533	60	534	61	535	61
Not Working	346	39	347	39	348	40	348	40	348	39	348	39

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1045	100	1046	100	1047	100	1048	100	1049	100	1051	100
Age												
4 - 15	162	16	162	15	162	15	162	15	162	15	162	15
16 - 24	119	11	119	11	120	11	120	11	120	11	121	12
25 - 34	131	13	131	13	131	13	131	13	131	12	131	12
35 - 44	167	16	167	16	167	16	168	16	168	16	168	16
45 - 54	151	14	151	14	151	14	151	14	151	14	152	14
55 - 64	142	14	142	14	142	14	142	14	143	14	142	14
65 +	173	17	174	17	174	17	174	17	174	17	175	17
Adults												
Total	883	100	884	100	885	100	886	100	887	100	889	100
AB	206	23	206	23	206	23	207	23	207	23	207	23
C1	260	29	260	29	261	29	260	29	261	29	261	29
C2	230	26	231	26	231	26	232	26	231	26	233	26
DE	187	21	187	21	187	21	187	21	188	21	188	21
Working F/T	535	61	535	61	536	61	537	61	537	61	538	61
Not Working	348	39	349	39	349	39	349	39	350	39	351	39

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1094	100	1095	100	1096	100	1097	100	1098	100	1099	100
Age												
4 - 15	148	14	148	14	148	14	148	13	148	13	148	13
16 - 24	116	11	117	11	117	11	117	11	117	11	117	11
25 - 34	131	12	131	12	131	12	132	12	131	12	132	12
35 - 44	177	16	177	16	177	16	177	16	178	16	177	16
45 - 54	162	15	162	15	163	15	163	15	163	15	163	15
55 - 64	143	13	143	13	143	13	143	13	144	13	144	13
65 +	217	20	217	20	217	20	217	20	217	20	218	20
Adults												
Total	946	100	947	100	948	100	949	100	950	100	951	100
AB	208	22	209	22	209	22	209	22	209	22	209	22
C1	303	32	303	32	303	32	304	32	304	32	305	32
C2	204	22	204	22	204	22	204	21	205	22	204	21
DE	231	24	231	24	232	24	232	24	232	24	233	25
Working F/T	279	29	280	30	280	30	280	30	280	29	280	29
Not Working	667	71	667	70	668	70	669	70	670	71	671	71

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1101	100	1102	100	1103	100	1104	100	1106	100	1106	100
Age												
4 - 15	148	13	148	13	148	13	149	13	149	13	149	13
16 - 24	118	11	118	11	117	11	118	11	118	11	117	11
25 - 34	131	12	132	12	133	12	132	12	133	12	133	12
35 - 44	178	16	178	16	178	16	178	16	178	16	179	16
45 - 54	163	15	163	15	164	15	163	15	165	15	164	15
55 - 64	144	13	144	13	144	13	145	13	144	13	145	13
65 +	219	20	219	20	219	20	219	20	219	20	219	20
Adults												
Total	953	100	954	100	955	100	955	100	957	100	957	100
AB	209	22	210	22	210	22	210	22	210	22	211	22
C1	305	32	305	32	305	32	306	32	306	32	306	32
C2	206	22	205	21	206	22	205	21	207	22	206	22
DE	233	24	234	25	234	25	234	25	234	24	234	24
Working F/T	281	29	282	30	282	30	282	30	282	29	282	29
Not Working	672	71	672	70	673	70	673	70	675	71	675	71

South West

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		862	100	863	100	864	100	865	100	866	100	867	100
TV Households		842	98	843	98	844	98	845	98	845	98	846	98

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		868	100	869	100	870	100	871	100	872	100	873	100
TV Households		847	98	848	98	849	98	850	98	851	98	852	98

TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	842	100	843	100	844	100	845	100	845	100	846	100
Social Class												
AB	181	21	181	21	181	21	182	22	182	22	182	22
C1	234	28	235	28	235	28	235	28	235	28	236	28
C2	182	22	182	22	183	22	183	22	183	22	183	22
DE	245	29	245	29	245	29	245	29	245	29	245	29
Housewife Age												
Under 25	37	4	38	5	38	5	38	4	38	4	37	4
25 - 34	104	12	104	12	104	12	104	12	104	12	104	12
35 - 44	146	17	146	17	146	17	146	17	147	17	147	17
45 - 54	148	18	148	18	148	18	148	18	149	18	149	18
55 - 64	162	19	162	19	163	19	163	19	163	19	163	19
65 +	245	29	245	29	245	29	246	29	244	29	246	29
Size												
1	265	31	265	31	266	32	267	32	266	31	266	31
2	314	37	315	37	315	37	315	37	316	37	316	37
3	111	13	111	13	111	13	111	13	111	13	111	13
4+	152	18	152	18	152	18	152	18	152	18	153	18
Children												
Without	651	77	651	77	652	77	653	77	653	77	654	77
With	191	23	192	23	192	23	192	23	192	23	192	23

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	847	100	848	100	849	100	850	100	851	100	852	100
Social Class												
AB	182	21	182	21	183	22	182	21	183	22	183	21
C1	236	28	236	28	236	28	237	28	237	28	237	28
C2	183	22	184	22	184	22	184	22	184	22	184	22
DE	246	29	246	29	246	29	247	29	247	29	248	29
Housewife Age												
Under 25	38	4	38	4	38	4	38	4	37	4	38	4
25 - 34	104	12	104	12	105	12	105	12	105	12	105	12
35 - 44	147	17	147	17	147	17	147	17	148	17	148	17
45 - 54	149	18	149	18	149	18	149	18	150	18	150	18
55 - 64	163	19	163	19	164	19	164	19	164	19	164	19
65 +	246	29	247	29	246	29	247	29	247	29	247	29
Size												
1	267	32	267	31	267	31	268	32	267	31	268	31
2	316	37	317	37	317	37	317	37	318	37	318	37
3	111	13	111	13	112	13	112	13	112	13	112	13
4+	153	18	153	18	153	18	153	18	154	18	154	18
Children												
Without	655	77	655	77	656	77	657	77	658	77	658	77
With	192	23	193	23	193	23	193	23	193	23	194	23

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1824	100	1826	100	1828	100	1830	100	1832	100	1834	100
Age												
4 - 9	124	7	124	7	125	7	125	7	125	7	124	7
10 - 15	136	7	136	7	136	7	136	7	136	7	137	7
16 - 24	217	12	217	12	217	12	217	12	218	12	218	12
25 - 34	196	11	196	11	197	11	197	11	197	11	197	11
35 - 44	252	14	253	14	253	14	253	14	253	14	254	14
45 - 54	253	14	254	14	253	14	254	14	255	14	255	14
55 - 64	274	15	274	15	274	15	275	15	275	15	275	15
65 +	372	20	372	20	373	20	373	20	373	20	374	20
Adults												
Total	1564	100	1566	100	1567	100	1569	100	1571	100	1573	100
AB	350	22	351	22	350	22	351	22	351	22	352	22
C1	446	29	446	28	447	29	447	28	448	29	448	28
C2	372	24	372	24	372	24	373	24	373	24	374	24
DE	396	25	397	25	398	25	398	25	399	25	399	25

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1836	100	1838	100	1840	100	1842	100	1844	100	1846	100
Age												
4 - 9	124	7	125	7	125	7	126	7	125	7	126	7
10 - 15	137	7	137	7	137	7	137	7	137	7	137	7
16 - 24	218	12	218	12	219	12	218	12	219	12	219	12
25 - 34	198	11	198	11	198	11	198	11	199	11	199	11
35 - 44	254	14	254	14	254	14	255	14	255	14	255	14
45 - 54	255	14	255	14	256	14	256	14	256	14	256	14
55 - 64	275	15	276	15	276	15	276	15	277	15	277	15
65 +	375	20	375	20	375	20	376	20	376	20	377	20
Adults												
Total	1575	100	1576	100	1578	100	1579	100	1582	100	1583	100
AB	352	22	353	22	353	22	353	22	353	22	354	22
C1	449	29	449	28	450	29	450	28	451	29	451	28
C2	374	24	374	24	374	24	375	24	377	24	376	24
DE	400	25	400	25	401	25	401	25	401	25	402	25

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	895	100	895	100	896	100	897	100	898	100	899	100
Age												
4 - 15	134	15	134	15	134	15	134	15	134	15	134	15
16 - 24	112	13	112	13	112	13	113	13	113	13	113	13
25 - 34	100	11	100	11	100	11	100	11	100	11	100	11
35 - 44	120	13	120	13	121	14	120	13	121	13	122	14
45 - 54	124	14	124	14	123	14	124	14	124	14	124	14
55 - 64	134	15	134	15	134	15	134	15	134	15	134	15
65 +	171	19	171	19	172	19	172	19	172	19	172	19
Adults												
Total	761	100	761	100	762	100	763	100	764	100	765	100
AB	174	23	175	23	174	23	175	23	174	23	175	23
C1	207	27	206	27	207	27	207	27	208	27	208	27
C2	199	26	200	26	200	26	200	26	200	26	201	26
DE	181	24	180	24	181	24	181	24	182	24	181	24
Working F/T	433	57	433	57	434	57	434	57	435	57	436	57
Not Working	328	43	328	43	328	43	329	43	329	43	329	43

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	900	100	901	100	902	100	903	100	904	100	905	100
Age												
4 - 15	134	15	135	15	135	15	135	15	135	15	136	15
16 - 24	113	13	112	12	113	13	113	13	113	13	113	12
25 - 34	101	11	101	11	101	11	101	11	101	11	101	11
35 - 44	121	13	121	13	121	13	121	13	121	13	121	13
45 - 54	124	14	124	14	125	14	125	14	125	14	125	14
55 - 64	134	15	135	15	134	15	135	15	135	15	135	15
65 +	173	19	173	19	173	19	173	19	174	19	174	19
Adults												
Total	766	100	766	100	767	100	768	100	769	100	769	100
AB	175	23	175	23	175	23	176	23	175	23	176	23
C1	208	27	208	27	209	27	208	27	209	27	209	27
C2	201	26	201	26	200	26	201	26	202	26	202	26
DE	182	24	182	24	183	24	183	24	183	24	182	24
Working F/T	436	57	436	57	437	57	437	57	438	57	438	57
Not Working	330	43	330	43	330	43	331	43	331	43	331	43

Table4b Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	929	100	931	100	932	100	933	100	934	100	935	100
Age												
4 - 15	126	14	126	14	127	14	127	14	127	14	127	14
16 - 24	105	11	105	11	105	11	104	11	105	11	105	11
25 - 34	96	10	96	10	97	10	97	10	97	10	97	10
35 - 44	132	14	133	14	132	14	133	14	132	14	132	14
45 - 54	129	14	130	14	130	14	130	14	131	14	131	14
55 - 64	140	15	140	15	140	15	141	15	141	15	141	15
65 +	201	22	201	22	201	22	201	22	201	22	202	22
Adults												
Total	803	100	805	100	805	100	806	100	807	100	808	100
AB	176	22	176	22	176	22	176	22	177	22	177	22
C1	239	30	240	30	240	30	240	30	240	30	240	30
C2	173	22	172	21	172	21	173	21	173	21	173	21
DE	215	27	217	27	217	27	217	27	217	27	218	27
Working F/T	241	30	241	30	241	30	242	30	241	30	241	30
Not Working	562	70	564	70	564	70	564	70	566	70	567	70

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	936	100	937	100	938	100	939	100	940	100	941	100
Age												
4 - 15	127	14	127	14	127	14	128	14	127	14	127	13
16 - 24	105	11	106	11	106	11	105	11	106	11	106	11
25 - 34	97	10	97	10	97	10	97	10	98	10	98	10
35 - 44	133	14	133	14	133	14	134	14	134	14	134	14
45 - 54	131	14	131	14	131	14	131	14	131	14	131	14
55 - 64	141	15	141	15	142	15	141	15	142	15	142	15
65 +	202	22	202	22	202	22	203	22	202	21	203	22
Adults												
Total	809	100	810	100	811	100	811	100	813	100	814	100
AB	177	22	178	22	178	22	177	22	178	22	178	22
C1	241	30	241	30	241	30	242	30	242	30	242	30
C2	173	21	173	21	174	21	174	21	175	22	174	21
DE	218	27	218	27	218	27	218	27	218	27	220	27
Working F/T	242	30	242	30	243	30	243	30	244	30	244	30
Not Working	567	70	568	70	568	70	568	70	569	70	570	70

South

Table 1 **Television Reception**

Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2148	100	2150	100	2152	100	2153	100	2155	100	2157	100
TV Households	2097	98	2099	98	2100	98	2102	98	2104	98	2105	98

Table 1 **Television Reception**

Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2158	100	2160	100	2162	100	2163	100	2165	100	2167	100
TV Households	2107	98	2109	98	2110	98	2112	98	2114	98	2115	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2097	100	2099	100	2100	100	2102	100	2104	100	2105	100
Social Class													
	AB	608	29	609	29	609	29	610	29	610	29	611	29
	C1	677	32	678	32	678	32	679	32	680	32	680	32
	C2	373	18	373	18	373	18	374	18	374	18	374	18
	DE	439	21	439	21	440	21	439	21	440	21	440	21
Housewife Age													
	Under 25	90	4	90	4	90	4	90	4	90	4	90	4
	25 - 34	307	15	308	15	308	15	308	15	308	15	309	15
	35 - 44	416	20	417	20	417	20	417	20	418	20	418	20
	45 - 54	386	18	386	18	386	18	387	18	387	18	387	18
	55 - 64	350	17	351	17	351	17	351	17	351	17	352	17
	65 +	548	26	547	26	548	26	549	26	550	26	549	26
Size													
	1	648	31	648	31	649	31	649	31	651	31	650	31
	2	744	35	744	35	745	35	746	35	746	35	747	35
	3	306	15	306	15	307	15	307	15	307	15	307	15
	4+	399	19	401	19	399	19	400	19	400	19	401	19
Children													
	Without	1575	75	1576	75	1577	75	1578	75	1580	75	1580	75
	With	522	25	523	25	523	25	524	25	524	25	525	25

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2107	100	2109	100	2110	100	2112	100	2114	100	2115	100
Social Class												
AB	611	29	612	29	612	29	613	29	613	29	613	29
C1	681	32	681	32	682	32	682	32	683	32	683	32
C2	374	18	375	18	375	18	375	18	376	18	376	18
DE	441	21	441	21	441	21	442	21	442	21	443	21
Housewife Age												
Under 25	90	4	90	4	91	4	90	4	90	4	90	4
25 - 34	309	15	309	15	309	15	310	15	310	15	310	15
35 - 44	418	20	419	20	419	20	419	20	419	20	420	20
45 - 54	387	18	388	18	388	18	388	18	389	18	389	18
55 - 64	352	17	352	17	352	17	353	17	353	17	353	17
65 +	551	26	551	26	551	26	552	26	553	26	553	26
Size												
1	651	31	651	31	652	31	653	31	653	31	653	31
2	747	35	748	35	748	35	749	35	750	35	750	35
3	308	15	308	15	308	15	308	15	309	15	309	15
4+	401	19	402	19	402	19	402	19	402	19	403	19
Children												
Without	1582	75	1584	75	1584	75	1586	75	1587	75	1588	75
With	525	25	525	25	526	25	526	25	527	25	527	25

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4599	100	4603	100	4606	100	4610	100	4614	100	4617	100
Age												
4 - 9	342	7	341	7	342	7	343	7	343	7	343	7
10 - 15	353	8	354	8	354	8	354	8	354	8	355	8
16 - 24	495	11	495	11	495	11	495	11	496	11	496	11
25 - 34	580	13	581	13	581	13	582	13	582	13	582	13
35 - 44	744	16	745	16	746	16	746	16	747	16	748	16
45 - 54	677	15	678	15	678	15	679	15	680	15	680	15
55 - 64	595	13	596	13	596	13	596	13	597	13	597	13
65 +	813	18	813	18	814	18	815	18	815	18	816	18
Adults												
Total	3904	100	3908	100	3910	100	3913	100	3917	100	3919	100
AB	1181	30	1182	30	1183	30	1184	30	1185	30	1186	30
C1	1281	33	1282	33	1283	33	1284	33	1285	33	1286	33
C2	766	20	766	20	767	20	768	20	768	20	769	20
DE	676	17	678	17	677	17	677	17	679	17	678	17

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4621	100	4624	100	4628	100	4632	100	4635	100	4639	100
Age												
4 - 9	343	7	343	7	343	7	344	7	344	7	345	7
10 - 15	355	8	355	8	356	8	356	8	356	8	356	8
16 - 24	497	11	497	11	497	11	498	11	498	11	499	11
25 - 34	583	13	584	13	584	13	584	13	585	13	585	13
35 - 44	748	16	748	16	750	16	750	16	751	16	751	16
45 - 54	680	15	682	15	682	15	682	15	683	15	683	15
55 - 64	598	13	598	13	599	13	599	13	600	13	600	13
65 +	817	18	817	18	817	18	819	18	818	18	820	18
Adults												
Total	3923	100	3926	100	3929	100	3932	100	3935	100	3938	100
AB	1187	30	1188	30	1189	30	1190	30	1191	30	1192	30
C1	1287	33	1288	33	1289	33	1290	33	1291	33	1291	33
C2	769	20	770	20	771	20	771	20	772	20	772	20
DE	680	17	680	17	680	17	681	17	681	17	683	17

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2226	100	2228	100	2229	100	2231	100	2233	100	2234	100
Age												
4 - 15	351	16	352	16	352	16	353	16	352	16	353	16
16 - 24	253	11	253	11	253	11	253	11	253	11	253	11
25 - 34	279	13	279	13	279	13	279	13	280	13	280	13
35 - 44	368	17	368	17	368	17	368	17	369	17	369	17
45 - 54	336	15	336	15	337	15	337	15	338	15	338	15
55 - 64	282	13	283	13	283	13	283	13	283	13	283	13
65 +	357	16	357	16	357	16	358	16	358	16	358	16
Adults												
Total	1875	100	1876	100	1877	100	1878	100	1881	100	1881	100
AB	581	31	581	31	582	31	582	31	583	31	583	31
C1	600	32	600	32	600	32	601	32	601	32	602	32
C2	407	22	408	22	408	22	409	22	409	22	409	22
DE	287	15	287	15	287	15	286	15	288	15	287	15
Working F/T	1221	65	1222	65	1222	65	1223	65	1225	65	1225	65
Not Working	654	35	654	35	655	35	655	35	656	35	656	35

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2236	100	2237	100	2240	100	2242	100	2243	100	2245	100
Age												
4 - 15	353	16	353	16	354	16	354	16	354	16	354	16
16 - 24	254	11	254	11	253	11	254	11	255	11	255	11
25 - 34	280	13	280	13	281	13	281	13	281	13	281	13
35 - 44	369	17	369	16	370	17	370	17	370	16	371	17
45 - 54	338	15	339	15	339	15	339	15	339	15	339	15
55 - 64	283	13	283	13	284	13	284	13	285	13	285	13
65 +	359	16	359	16	359	16	360	16	359	16	360	16
Adults												
Total	1883	100	1884	100	1886	100	1888	100	1889	100	1891	100
AB	584	31	584	31	585	31	585	31	586	31	586	31
C1	602	32	603	32	603	32	604	32	604	32	605	32
C2	409	22	409	22	410	22	410	22	410	22	411	22
DE	288	15	288	15	288	15	289	15	289	15	289	15
Working F/T	1226	65	1227	65	1228	65	1230	65	1230	65	1231	65
Not Working	657	35	657	35	658	35	658	35	659	35	660	35

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2373	100	2375	100	2377	100	2379	100	2381	100	2383	100
Age												
4 - 15	344	14	343	14	344	14	344	14	345	14	345	14
16 - 24	242	10	242	10	242	10	242	10	243	10	243	10
25 - 34	301	13	302	13	302	13	303	13	302	13	302	13
35 - 44	376	16	377	16	378	16	378	16	378	16	379	16
45 - 54	341	14	342	14	341	14	342	14	342	14	342	14
55 - 64	313	13	313	13	313	13	313	13	314	13	314	13
65 +	456	19	456	19	457	19	457	19	457	19	458	19
Adults												
Total	2029	100	2032	100	2033	100	2035	100	2036	100	2038	100
AB	600	30	601	30	601	30	602	30	602	30	603	30
C1	681	34	682	34	683	34	683	34	684	34	684	34
C2	359	18	358	18	359	18	359	18	359	18	360	18
DE	389	19	391	19	390	19	391	19	391	19	391	19
Working F/T	698	34	699	34	700	34	701	34	700	34	702	34
Not Working	1331	66	1333	66	1333	66	1334	66	1336	66	1336	66

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2385	100	2387	100	2388	100	2390	100	2392	100	2394	100
Age												
4 - 15	345	14	345	14	345	14	346	14	346	14	347	14
16 - 24	243	10	243	10	244	10	244	10	243	10	244	10
25 - 34	303	13	304	13	303	13	303	13	304	13	304	13
35 - 44	379	16	379	16	380	16	380	16	381	16	380	16
45 - 54	342	14	343	14	343	14	343	14	344	14	344	14
55 - 64	315	13	315	13	315	13	315	13	315	13	315	13
65 +	458	19	458	19	458	19	459	19	459	19	460	19
Adults												
Total	2040	100	2042	100	2043	100	2044	100	2046	100	2047	100
AB	603	30	604	30	604	30	605	30	605	30	606	30
C1	685	34	685	34	686	34	686	34	687	34	686	34
C2	360	18	361	18	361	18	361	18	362	18	361	18
DE	392	19	392	19	392	19	392	19	392	19	394	19
Working F/T	702	34	703	34	703	34	702	34	704	34	704	34
Not Working	1338	66	1339	66	1340	66	1342	66	1342	66	1343	66

Yorkshire and Lincolnshire

Table 1

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2562	100	2564	100	2566	100	2569	100	2571	100	2574	100
TV Households		2502	98	2504	98	2506	98	2509	98	2511	98	2513	98

Table 1

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2576	100	2578	100	2581	100	2583	100	2586	100	2588	100
TV Households		2516	98	2518	98	2520	98	2523	98	2525	98	2527	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2502	100	2504	100	2506	100	2509	100	2511	100	2513	100
Social Class	AB	415	17	415	17	415	17	416	17	416	17	416	17
	C1	647	26	648	26	648	26	649	26	649	26	650	26
	C2	542	22	542	22	543	22	543	22	544	22	544	22
	DE	898	36	899	36	900	36	901	36	902	36	903	36
Housewife Age	Under 25	157	6	157	6	157	6	158	6	157	6	157	6
	25 - 34	376	15	376	15	376	15	377	15	377	15	377	15
	35 - 44	489	20	489	20	490	20	490	20	491	20	491	20
	45 - 54	452	18	452	18	453	18	453	18	454	18	454	18
	55 - 64	423	17	423	17	424	17	424	17	424	17	425	17
	65 +	605	24	607	24	606	24	607	24	608	24	609	24
Size	1	755	30	755	30	756	30	758	30	758	30	758	30
	2	885	35	886	35	887	35	887	35	888	35	889	35
	3	399	16	400	16	400	16	400	16	401	16	401	16
	4+	463	19	463	18	463	18	464	18	464	18	465	19
Children	Without	1851	74	1853	74	1854	74	1857	74	1858	74	1860	74
	With	651	26	651	26	652	26	652	26	653	26	653	26

Projections for		TV Households											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2516	100	2518	100	2520	100	2523	100	2525	100	2527	100
Social Class													
	AB	417	17	417	17	418	17	419	17	418	17	419	17
	C1	651	26	651	26	652	26	652	26	653	26	654	26
	C2	545	22	545	22	546	22	546	22	547	22	547	22
	DE	903	36	905	36	904	36	906	36	907	36	907	36
Housewife Age													
	Under 25	158	6	157	6	158	6	158	6	159	6	158	6
	25 - 34	378	15	378	15	378	15	379	15	379	15	380	15
	35 - 44	492	20	492	20	493	20	493	20	493	20	494	20
	45 - 54	454	18	455	18	455	18	456	18	456	18	457	18
	55 - 64	425	17	426	17	426	17	426	17	427	17	427	17
	65 +	609	24	610	24	610	24	611	24	611	24	611	24
Size													
	1	759	30	760	30	760	30	762	30	762	30	763	30
	2	890	35	891	35	892	35	892	35	893	35	894	35
	3	401	16	402	16	402	16	403	16	403	16	403	16
	4+	466	19	465	18	466	18	466	18	467	18	467	18
Children													
	Without	1862	74	1864	74	1865	74	1867	74	1869	74	1870	74
	With	654	26	654	26	655	26	656	26	656	26	657	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5514	100	5519	100	5524	100	5529	100	5534	100	5539	100
Age												
4 - 9	383	7	384	7	384	7	385	7	385	7	385	7
10 - 15	449	8	449	8	450	8	449	8	450	8	451	8
16 - 24	729	13	730	13	731	13	731	13	732	13	732	13
25 - 34	700	13	699	13	699	13	701	13	701	13	702	13
35 - 44	846	15	848	15	849	15	850	15	850	15	852	15
45 - 54	789	14	790	14	790	14	791	14	792	14	792	14
55 - 64	723	13	724	13	724	13	725	13	726	13	726	13
65 +	895	16	895	16	897	16	897	16	898	16	899	16
Adults												
Total	4682	100	4686	100	4690	100	4695	100	4699	100	4703	100
AB	848	18	849	18	849	18	850	18	851	18	852	18
C1	1239	26	1240	26	1242	26	1243	26	1244	26	1245	26
C2	1111	24	1111	24	1112	24	1114	24	1114	24	1116	24
DE	1484	32	1486	32	1487	32	1488	32	1490	32	1490	32

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5544	100	5550	100	5555	100	5560	100	5565	100	5570	100
Age												
4 - 9	386	7	386	7	386	7	387	7	387	7	387	7
10 - 15	450	8	451	8	452	8	452	8	453	8	453	8
16 - 24	733	13	734	13	735	13	735	13	736	13	737	13
25 - 34	703	13	703	13	704	13	705	13	705	13	706	13
35 - 44	852	15	854	15	853	15	854	15	855	15	855	15
45 - 54	793	14	793	14	795	14	796	14	796	14	797	14
55 - 64	727	13	728	13	728	13	729	13	730	13	730	13
65 +	900	16	901	16	902	16	902	16	903	16	905	16
Adults												
Total	4708	100	4713	100	4717	100	4721	100	4725	100	4730	100
AB	852	18	853	18	854	18	855	18	856	18	856	18
C1	1247	26	1248	26	1249	26	1250	26	1251	26	1252	26
C2	1117	24	1118	24	1119	24	1119	24	1121	24	1123	24
DE	1492	32	1494	32	1495	32	1497	32	1497	32	1499	32

Table4a												
Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2705	100	2707	100	2710	100	2712	100	2715	100	2717	100
Age												
4 - 15	428	16	428	16	429	16	429	16	430	16	430	16
16 - 24	375	14	376	14	376	14	376	14	376	14	377	14
25 - 34	346	13	345	13	345	13	346	13	346	13	346	13
35 - 44	412	15	414	15	415	15	415	15	415	15	416	15
45 - 54	390	14	390	14	390	14	391	14	391	14	391	14
55 - 64	354	13	355	13	355	13	355	13	356	13	356	13
65 +	400	15	399	15	400	15	400	15	401	15	401	15
Adults												
Total	2277	100	2279	100	2281	100	2283	100	2285	100	2287	100
AB	419	18	419	18	419	18	419	18	420	18	421	18
C1	589	26	590	26	591	26	591	26	591	26	591	26
C2	596	26	597	26	597	26	599	26	599	26	599	26
DE	673	30	673	30	674	30	674	30	675	30	676	30
Working F/T	1363	60	1364	60	1365	60	1366	60	1368	60	1368	60
Not Working	914	40	915	40	916	40	917	40	917	40	919	40

Table4a												
Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2720	100	2723	100	2725	100	2728	100	2730	100	2732	100
Age												
4 - 15	430	16	431	16	431	16	432	16	432	16	432	16
16 - 24	377	14	377	14	379	14	378	14	379	14	379	14
25 - 34	347	13	347	13	347	13	348	13	348	13	349	13
35 - 44	416	15	418	15	416	15	417	15	417	15	417	15
45 - 54	392	14	391	14	393	14	393	14	394	14	394	14
55 - 64	356	13	356	13	356	13	357	13	357	13	357	13
65 +	402	15	403	15	403	15	403	15	403	15	404	15
Adults												
Total	2290	100	2292	100	2294	100	2296	100	2298	100	2300	100
AB	421	18	421	18	422	18	422	18	423	18	423	18
C1	593	26	593	26	593	26	594	26	594	26	595	26
C2	600	26	601	26	601	26	601	26	602	26	603	26
DE	676	30	677	30	678	30	679	30	679	30	679	30
Working F/T	1371	60	1372	60	1373	60	1374	60	1375	60	1377	60
Not Working	919	40	920	40	921	40	922	40	923	40	923	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2809	100	2812	100	2814	100	2817	100	2819	100	2822	100
Age												
4 - 15	404	14	405	14	405	14	405	14	405	14	406	14
16 - 24	354	13	354	13	355	13	355	13	356	13	355	13
25 - 34	354	13	354	13	354	13	355	13	355	13	356	13
35 - 44	434	15	434	15	434	15	435	15	435	15	436	15
45 - 54	399	14	400	14	400	14	400	14	401	14	401	14
55 - 64	369	13	369	13	369	13	370	13	370	13	370	13
65 +	495	18	496	18	497	18	497	18	497	18	498	18
Adults												
Total	2405	100	2407	100	2409	100	2412	100	2414	100	2416	100
AB	429	18	430	18	430	18	431	18	431	18	431	18
C1	650	27	650	27	651	27	652	27	653	27	654	27
C2	515	21	514	21	515	21	515	21	515	21	517	21
DE	811	34	813	34	813	34	814	34	815	34	814	34
Working F/T	777	32	777	32	778	32	780	32	779	32	781	32
Not Working	1628	68	1630	68	1631	68	1632	68	1635	68	1635	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2824	100	2827	100	2830	100	2832	100	2835	100	2838	100
Age												
4 - 15	406	14	406	14	407	14	407	14	408	14	408	14
16 - 24	356	13	357	13	356	13	357	13	357	13	358	13
25 - 34	356	13	356	13	357	13	357	13	357	13	357	13
35 - 44	436	15	436	15	437	15	437	15	438	15	438	15
45 - 54	401	14	402	14	402	14	403	14	402	14	403	14
55 - 64	371	13	372	13	372	13	372	13	373	13	373	13
65 +	498	18	498	18	499	18	499	18	500	18	501	18
Adults												
Total	2418	100	2421	100	2423	100	2425	100	2427	100	2430	100
AB	431	18	432	18	432	18	433	18	433	18	433	18
C1	654	27	655	27	656	27	656	27	657	27	657	27
C2	517	21	517	21	518	21	518	21	519	21	520	21
DE	816	34	817	34	817	34	818	34	818	34	820	34
Working F/T	781	32	781	32	782	32	783	32	784	32	785	32
Not Working	1637	68	1640	68	1641	68	1642	68	1643	68	1645	68

North East and Cumbria

Table 1		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1511	100	1511	100	1512	100	1513	100	1514	100	1515	100
TV Households		1486	98	1487	98	1488	98	1489	98	1490	98	1491	98

Table 1		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		1516	100	1517	100	1518	100	1519	100	1520	100	1521	100
TV Households		1492	98	1493	98	1494	98	1495	98	1495	98	1496	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		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	295	20	295	20	296	20	296	20	296	20	296	20
	C1	370	25	370	25	371	25	371	25	371	25	371	25
	C2	285	19	285	19	285	19	285	19	285	19	285	19
	DE	536	36	537	36	536	36	537	36	538	36	539	36
Housewife Age													
	Under 25	80	5	81	5	80	5	80	5	79	5	80	5
	25 - 34	196	13	196	13	197	13	197	13	197	13	197	13
	35 - 44	272	18	272	18	272	18	272	18	273	18	273	18
	45 - 54	278	19	278	19	278	19	279	19	279	19	279	19
	55 - 64	274	18	274	18	274	18	275	18	275	18	275	18
	65 +	386	26	386	26	387	26	386	26	387	26	387	26
Size													
	1	478	32	479	32	479	32	480	32	480	32	480	32
	2	536	36	536	36	537	36	537	36	537	36	538	36
	3	226	15	226	15	226	15	226	15	226	15	226	15
	4+	246	17	246	17	246	17	246	17	247	17	247	17
Children													
	Without	1122	76	1123	76	1124	76	1125	76	1125	76	1126	76
	With	364	24	364	24	364	24	364	24	365	24	365	24

Projections for		TV Households											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1492	100	1493	100	1494	100	1495	100	1495	100	1496	100
Social Class													
	AB	296	20	297	20	297	20	298	20	297	20	297	20
	C1	371	25	372	25	372	25	372	25	372	25	373	25
	C2	286	19	286	19	286	19	286	19	286	19	287	19
	DE	539	36	538	36	539	36	539	36	540	36	539	36
Housewife Age													
	Under 25	80	5	82	5	82	5	81	5	79	5	80	5
	25 - 34	197	13	197	13	197	13	197	13	198	13	198	13
	35 - 44	273	18	273	18	273	18	273	18	274	18	274	18
	45 - 54	279	19	279	19	279	19	280	19	280	19	280	19
	55 - 64	275	18	275	18	275	18	276	18	276	18	276	18
	65 +	388	26	387	26	388	26	388	26	388	26	388	26
Size													
	1	480	32	481	32	481	32	482	32	482	32	482	32
	2	538	36	538	36	539	36	539	36	539	36	540	36
	3	226	15	227	15	227	15	227	15	227	15	227	15
	4+	248	17	247	17	247	17	247	17	247	17	247	17
Children													
	Without	1127	76	1128	76	1128	76	1129	76	1129	76	1130	76
	With	365	24	365	24	366	24	366	24	366	24	366	24

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3160	100	3161	100	3163	100	3165	100	3167	100	3169	100
Age												
4 - 9	211	7	211	7	211	7	211	7	211	7	212	7
10 - 15	242	8	242	8	242	8	242	8	243	8	242	8
16 - 24	378	12	377	12	378	12	379	12	379	12	379	12
25 - 34	357	11	357	11	357	11	357	11	357	11	357	11
35 - 44	473	15	474	15	474	15	474	15	474	15	475	15
45 - 54	483	15	483	15	483	15	483	15	484	15	484	15
55 - 64	450	14	451	14	451	14	451	14	451	14	452	14
65 +	566	18	566	18	567	18	568	18	568	18	568	18
Adults												
Total	2707	100	2708	100	2710	100	2712	100	2713	100	2715	100
AB	586	22	586	22	587	22	586	22	587	22	587	22
C1	694	26	695	26	695	26	696	26	696	26	697	26
C2	581	21	581	21	581	21	582	21	582	21	583	21
DE	846	31	846	31	847	31	848	31	848	31	848	31

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	3171	100	3173	100	3175	100	3177	100	3179	100	3181	100
Age												
4 - 9	212	7	212	7	212	7	212	7	213	7	212	7
10 - 15	242	8	243	8	243	8	243	8	243	8	244	8
16 - 24	379	12	379	12	380	12	380	12	380	12	381	12
25 - 34	358	11	358	11	358	11	359	11	359	11	358	11
35 - 44	475	15	476	15	476	15	475	15	476	15	477	15
45 - 54	484	15	484	15	485	15	485	15	485	15	486	15
55 - 64	452	14	452	14	453	14	453	14	453	14	453	14
65 +	569	18	569	18	568	18	570	18	570	18	570	18
Adults												
Total	2717	100	2718	100	2720	100	2722	100	2723	100	2725	100
AB	588	22	588	22	589	22	589	22	589	22	590	22
C1	697	26	698	26	698	26	698	26	699	26	699	26
C2	583	21	583	21	583	21	584	21	584	21	585	21
DE	849	31	849	31	850	31	851	31	851	31	851	31

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1545	100	1546	100	1547	100	1547	100	1548	100	1549	100
Age												
4 - 15	234	15	234	15	234	15	234	15	234	15	234	15
16 - 24	198	13	198	13	198	13	198	13	198	13	198	13
25 - 34	178	12	178	12	179	12	179	12	179	12	179	12
35 - 44	226	15	227	15	227	15	226	15	227	15	227	15
45 - 54	237	15	237	15	236	15	237	15	237	15	237	15
55 - 64	224	14	224	14	224	14	224	14	224	14	225	15
65 +	248	16	248	16	249	16	249	16	249	16	249	16
Adults												
Total	1311	100	1312	100	1313	100	1313	100	1314	100	1315	100
AB	294	22	293	22	294	22	293	22	294	22	294	22
C1	328	25	329	25	329	25	329	25	329	25	330	25
C2	316	24	317	24	316	24	317	24	317	24	317	24
DE	373	28	373	28	374	28	374	28	374	28	374	28
Working F/T	753	57	754	57	754	57	754	57	755	57	755	57
Not Working	558	43	558	43	559	43	559	43	559	43	560	43

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1550	100	1551	100	1552	100	1553	100	1554	100	1555	100
Age												
4 - 15	234	15	235	15	235	15	235	15	235	15	235	15
16 - 24	198	13	198	13	199	13	199	13	199	13	199	13
25 - 34	179	12	179	12	179	12	179	12	179	12	179	12
35 - 44	228	15	228	15	228	15	227	15	228	15	229	15
45 - 54	237	15	237	15	237	15	238	15	238	15	238	15
55 - 64	224	14	224	14	225	14	225	14	225	14	225	14
65 +	250	16	250	16	249	16	250	16	250	16	250	16
Adults												
Total	1316	100	1316	100	1317	100	1318	100	1319	100	1320	100
AB	294	22	294	22	295	22	295	22	295	22	295	22
C1	330	25	330	25	330	25	330	25	331	25	331	25
C2	317	24	318	24	317	24	318	24	318	24	318	24
DE	375	28	374	28	375	28	375	28	375	28	376	28
Working F/T	756	57	756	57	757	57	757	57	758	57	758	57
Not Working	560	43	560	43	560	43	561	43	561	43	562	43

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1615	100	1615	100	1616	100	1618	100	1619	100	1620	100
Age												
4 - 15	219	14	219	14	219	14	219	14	220	14	220	14
16 - 24	180	11	179	11	180	11	181	11	181	11	181	11
25 - 34	179	11	179	11	178	11	178	11	178	11	178	11
35 - 44	247	15	247	15	247	15	248	15	247	15	248	15
45 - 54	246	15	246	15	247	15	246	15	247	15	247	15
55 - 64	226	14	227	14	227	14	227	14	227	14	227	14
65 +	318	20	318	20	318	20	319	20	319	20	319	20
Adults												
Total	1396	100	1396	100	1397	100	1399	100	1399	100	1400	100
AB	292	21	293	21	293	21	293	21	293	21	293	21
C1	366	26	366	26	366	26	367	26	367	26	367	26
C2	265	19	264	19	265	19	265	19	265	19	266	19
DE	473	34	473	34	473	34	474	34	474	34	474	34
Working F/T	422	30	422	30	423	30	423	30	423	30	424	30
Not Working	974	70	974	70	974	70	976	70	976	70	976	70

Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1621	100	1622	100	1623	100	1624	100	1625	100	1626	100
Age												
4 - 15	220	14	220	14	220	14	220	14	221	14	221	14
16 - 24	181	11	181	11	181	11	181	11	181	11	182	11
25 - 34	179	11	179	11	179	11	180	11	180	11	179	11
35 - 44	247	15	248	15	248	15	248	15	248	15	248	15
45 - 54	247	15	247	15	248	15	247	15	247	15	248	15
55 - 64	228	14	228	14	228	14	228	14	228	14	228	14
65 +	319	20	319	20	319	20	320	20	320	20	320	20
Adults												
Total	1401	100	1402	100	1403	100	1404	100	1404	100	1405	100
AB	294	21	294	21	294	21	294	21	294	21	295	21
C1	367	26	368	26	368	26	368	26	368	26	368	26
C2	266	19	265	19	266	19	266	19	266	19	267	19
DE	474	34	475	34	475	34	476	34	476	34	475	34
Working F/T	424	30	424	30	424	30	425	30	424	30	425	30
Not Working	977	70	978	70	979	70	979	70	980	70	980	70

North West

Table 1		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2914	100	2916	100	2918	100	2920	100	2923	100	2925	100
TV Households		2860	98	2862	98	2864	98	2866	98	2868	98	2870	98

Table 1		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2927	100	2929	100	2931	100	2933	100	2936	100	2938	100
TV Households		2872	98	2875	98	2877	98	2879	98	2881	98	2883	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2860	100	2862	100	2864	100	2866	100	2868	100	2870	100
Social Class													
	AB	491	17	491	17	492	17	492	17	493	17	492	17
	C1	780	27	781	27	781	27	782	27	782	27	783	27
	C2	547	19	547	19	548	19	548	19	548	19	549	19
	DE	1042	36	1043	36	1043	36	1044	36	1045	36	1046	36
Housewife Age													
	Under 25	203	7	203	7	203	7	203	7	204	7	204	7
	25 - 34	429	15	429	15	430	15	430	15	430	15	430	15
	35 - 44	548	19	548	19	549	19	549	19	549	19	550	19
	45 - 54	501	18	501	18	501	17	502	18	502	18	502	17
	55 - 64	466	16	467	16	467	16	467	16	468	16	468	16
	65 +	713	25	714	25	714	25	715	25	715	25	716	25
Size													
	1	936	33	938	33	938	33	939	33	940	33	940	33
	2	958	33	958	33	959	33	960	33	960	33	961	33
	3	460	16	460	16	460	16	461	16	461	16	461	16
	4+	506	18	506	18	507	18	506	18	507	18	508	18
Children													
	Without	2115	74	2116	74	2118	74	2119	74	2121	74	2123	74
	With	745	26	746	26	746	26	747	26	747	26	747	26

Projections for		TV Households											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2872	100	2875	100	2877	100	2879	100	2881	100	2883	100
Social Class													
	AB	493	17	494	17	494	17	495	17	494	17	495	17
	C1	784	27	784	27	785	27	785	27	786	27	786	27
	C2	549	19	550	19	550	19	550	19	551	19	551	19
	DE	1046	36	1047	36	1048	36	1049	36	1050	36	1051	36
Housewife Age													
	Under 25	204	7	204	7	204	7	204	7	204	7	205	7
	25 - 34	431	15	431	15	431	15	432	15	432	15	432	15
	35 - 44	550	19	551	19	551	19	551	19	552	19	552	19
	45 - 54	503	18	503	17	503	17	504	18	504	17	505	18
	55 - 64	468	16	469	16	469	16	470	16	470	16	470	16
	65 +	716	25	717	25	719	25	718	25	719	25	719	25
Size													
	1	941	33	942	33	942	33	943	33	944	33	944	33
	2	962	33	963	33	963	33	964	33	965	33	965	33
	3	462	16	462	16	462	16	463	16	463	16	463	16
	4+	507	18	508	18	510	18	509	18	509	18	511	18
Children													
	Without	2124	74	2126	74	2127	74	2129	74	2131	74	2132	74
	With	748	26	749	26	750	26	750	26	750	26	751	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6169	100	6173	100	6178	100	6183	100	6187	100	6192	100
Age												
4 - 9	460	7	460	7	460	7	460	7	461	7	462	7
10 - 15	487	8	487	8	488	8	489	8	489	8	489	8
16 - 24	790	13	791	13	791	13	792	13	793	13	793	13
25 - 34	789	13	789	13	790	13	791	13	791	13	792	13
35 - 44	959	16	959	16	961	16	960	16	961	16	962	16
45 - 54	868	14	869	14	869	14	870	14	870	14	871	14
55 - 64	788	13	789	13	789	13	790	13	791	13	791	13
65 +	1028	17	1029	17	1030	17	1031	17	1031	17	1032	17
Adults												
Total	5222	100	5226	100	5230	100	5234	100	5237	100	5241	100
AB	986	19	987	19	988	19	989	19	990	19	991	19
C1	1487	28	1488	28	1489	28	1490	28	1491	28	1492	28
C2	1095	21	1095	21	1096	21	1097	21	1097	21	1098	21
DE	1654	32	1656	32	1657	32	1658	32	1659	32	1660	32

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6196	100	6201	100	6205	100	6210	100	6215	100	6219	100
Age												
4 - 9	461	7	462	7	462	7	462	7	463	7	464	7
10 - 15	490	8	490	8	490	8	491	8	491	8	491	8
16 - 24	794	13	794	13	795	13	795	13	796	13	797	13
25 - 34	792	13	793	13	793	13	795	13	795	13	795	13
35 - 44	963	16	964	16	965	16	965	16	966	16	966	16
45 - 54	871	14	872	14	872	14	873	14	874	14	874	14
55 - 64	792	13	792	13	793	13	794	13	794	13	795	13
65 +	1033	17	1034	17	1035	17	1035	17	1036	17	1037	17
Adults												
Total	5245	100	5249	100	5253	100	5257	100	5261	100	5264	100
AB	991	19	992	19	992	19	993	19	994	19	995	19
C1	1493	28	1494	28	1496	28	1497	28	1498	28	1499	28
C2	1099	21	1100	21	1101	21	1102	21	1102	21	1102	21
DE	1662	32	1663	32	1664	32	1665	32	1667	32	1668	32

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3022	100	3023	100	3026	100	3029	100	3030	100	3033	100
Age												
4 - 15	493	16	493	16	494	16	494	16	495	16	495	16
16 - 24	397	13	397	13	397	13	398	13	398	13	398	13
25 - 34	393	13	394	13	394	13	394	13	395	13	395	13
35 - 44	470	16	470	16	471	16	471	16	471	16	471	16
45 - 54	426	14	426	14	426	14	426	14	426	14	427	14
55 - 64	388	13	388	13	388	13	389	13	389	13	389	13
65 +	455	15	455	15	456	15	457	15	456	15	458	15
Adults												
Total	2529	100	2530	100	2532	100	2535	100	2535	100	2538	100
AB	501	20	501	20	502	20	503	20	503	20	503	20
C1	701	28	701	28	702	28	702	28	702	28	703	28
C2	593	23	594	23	594	23	595	23	595	23	596	23
DE	734	29	734	29	734	29	735	29	735	29	736	29
Working F/T	1480	59	1481	59	1482	59	1484	59	1484	59	1485	59
Not Working	1049	41	1049	41	1050	41	1051	41	1051	41	1053	41

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3035	100	3037	100	3040	100	3042	100	3044	100	3046	100
Age												
4 - 15	495	16	496	16	496	16	496	16	497	16	497	16
16 - 24	399	13	399	13	399	13	399	13	400	13	400	13
25 - 34	395	13	395	13	396	13	397	13	396	13	397	13
35 - 44	472	16	472	16	473	16	473	16	473	16	473	16
45 - 54	427	14	427	14	427	14	428	14	429	14	429	14
55 - 64	390	13	390	13	390	13	391	13	391	13	391	13
65 +	457	15	458	15	459	15	458	15	458	15	459	15
Adults												
Total	2540	100	2541	100	2544	100	2546	100	2547	100	2549	100
AB	503	20	504	20	504	20	504	20	505	20	506	20
C1	704	28	704	28	705	28	706	28	706	28	706	28
C2	596	23	596	23	597	23	598	23	597	23	597	23
DE	737	29	737	29	738	29	738	29	739	29	740	29
Working F/T	1487	59	1487	59	1489	59	1490	59	1491	59	1492	59
Not Working	1053	41	1054	41	1055	41	1056	41	1056	41	1057	41

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3147	100	3150	100	3152	100	3154	100	3157	100	3159	100
Age												
4 - 15	454	14	454	14	454	14	455	14	455	14	456	14
16 - 24	393	12	394	13	394	13	394	12	395	13	395	13
25 - 34	396	13	395	13	396	13	397	13	396	13	397	13
35 - 44	489	16	489	16	490	16	489	16	490	16	491	16
45 - 54	442	14	443	14	443	14	444	14	444	14	444	14
55 - 64	400	13	401	13	401	13	401	13	402	13	402	13
65 +	573	18	574	18	574	18	574	18	575	18	574	18
Adults												
Total	2693	100	2696	100	2698	100	2699	100	2702	100	2703	100
AB	485	18	486	18	486	18	486	18	487	18	488	18
C1	786	29	787	29	787	29	788	29	789	29	789	29
C2	502	19	501	19	502	19	502	19	502	19	502	19
DE	920	34	922	34	923	34	923	34	924	34	924	34
Working F/T	905	34	906	34	907	34	906	34	908	34	908	34
Not Working	1788	66	1790	66	1791	66	1793	66	1794	66	1795	66

Table4b Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3161	100	3164	100	3165	100	3168	100	3171	100	3173	100
Age												
4 - 15	456	14	456	14	456	14	457	14	457	14	458	14
16 - 24	395	12	395	12	396	13	396	13	396	12	397	13
25 - 34	397	13	398	13	397	13	398	13	399	13	398	13
35 - 44	491	16	492	16	492	16	492	16	493	16	493	16
45 - 54	444	14	445	14	445	14	445	14	445	14	445	14
55 - 64	402	13	402	13	403	13	403	13	403	13	404	13
65 +	576	18	576	18	576	18	577	18	578	18	578	18
Adults												
Total	2705	100	2708	100	2709	100	2711	100	2714	100	2715	100
AB	488	18	488	18	488	18	489	18	489	18	489	18
C1	789	29	790	29	791	29	791	29	792	29	793	29
C2	503	19	504	19	504	19	504	19	505	19	505	19
DE	925	34	926	34	926	34	927	34	928	34	928	34
Working F/T	908	34	910	34	910	34	910	34	911	34	912	34
Not Working	1797	66	1798	66	1799	66	1801	66	1803	66	1803	66

Scotland

Table 1 **Television Reception**

Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2344	100	2345	100	2347	100	2349	100	2351	100	2352	100
TV Households	2283	97	2285	97	2287	97	2289	97	2290	97	2292	97

Table 1 **Television Reception**

Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2354	100	2356	100	2358	100	2360	100	2361	100	2363	100
TV Households	2294	97	2296	97	2297	97	2299	97	2301	97	2302	97

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2283	100	2285	100	2287	100	2289	100	2290	100	2292	100
Social Class													
	AB	402	18	402	18	402	18	404	18	403	18	404	18
	C1	609	27	609	27	610	27	610	27	610	27	611	27
	C2	450	20	451	20	451	20	451	20	452	20	452	20
	DE	822	36	823	36	824	36	824	36	825	36	825	36
Housewife Age													
	Under 25	124	5	125	5	125	5	125	5	125	5	125	5
	25 - 34	329	14	329	14	329	14	329	14	330	14	330	14
	35 - 44	440	19	440	19	440	19	441	19	441	19	441	19
	45 - 54	441	19	441	19	441	19	442	19	442	19	442	19
	55 - 64	382	17	382	17	383	17	383	17	383	17	384	17
	65 +	567	25	568	25	569	25	569	25	569	25	570	25
Size													
	1	806	35	807	35	808	35	808	35	809	35	809	35
	2	759	33	759	33	760	33	761	33	761	33	762	33
	3	331	14	332	15	332	15	332	15	332	14	333	15
	4+	387	17	387	17	387	17	388	17	388	17	388	17
Children													
	Without	1733	76	1735	76	1736	76	1738	76	1739	76	1740	76
	With	550	24	550	24	551	24	551	24	551	24	552	24

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2294	100	2296	100	2297	100	2299	100	2301	100	2302	100
Social Class												
AB	405	18	404	18	405	18	405	18	405	18	405	18
C1	611	27	612	27	612	27	613	27	613	27	614	27
C2	452	20	453	20	453	20	453	20	454	20	454	20
DE	826	36	827	36	827	36	828	36	829	36	829	36
Housewife Age												
Under 25	124	5	126	5	125	5	124	5	125	5	126	5
25 - 34	330	14	330	14	331	14	331	14	331	14	331	14
35 - 44	442	19	442	19	442	19	443	19	443	19	443	19
45 - 54	443	19	443	19	443	19	444	19	444	19	444	19
55 - 64	384	17	384	17	384	17	385	17	385	17	385	17
65 +	571	25	571	25	572	25	572	25	573	25	573	25
Size												
1	810	35	811	35	812	35	812	35	812	35	813	35
2	762	33	763	33	763	33	764	33	765	33	765	33
3	333	15	333	15	333	14	334	15	334	15	334	15
4+	389	17	389	17	389	17	389	17	390	17	390	17
Children												
Without	1741	76	1743	76	1744	76	1745	76	1747	76	1748	76
With	553	24	553	24	553	24	554	24	554	24	554	24

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4785	100	4789	100	4793	100	4796	100	4800	100	4803	100
Age												
4 - 9	327	7	327	7	328	7	328	7	328	7	328	7
10 - 15	360	8	361	8	361	8	361	8	361	8	362	8
16 - 24	572	12	572	12	572	12	573	12	574	12	574	12
25 - 34	603	13	603	13	604	13	604	13	605	13	605	13
35 - 44	750	16	752	16	752	16	753	16	752	16	753	16
45 - 54	734	15	735	15	735	15	736	15	737	15	737	15
55 - 64	626	13	626	13	627	13	627	13	628	13	628	13
65 +	813	17	813	17	814	17	814	17	815	17	816	17
Adults												
Total	4098	100	4101	100	4104	100	4107	100	4111	100	4113	100
AB	783	19	784	19	784	19	785	19	785	19	786	19
C1	1128	28	1129	28	1130	28	1131	28	1132	28	1133	28
C2	910	22	910	22	911	22	911	22	912	22	913	22
DE	1277	31	1278	31	1279	31	1280	31	1282	31	1281	31

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4807	100	4811	100	4814	100	4818	100	4821	100	4825	100
Age												
4 - 9	328	7	328	7	329	7	329	7	329	7	329	7
10 - 15	362	8	363	8	363	8	363	8	364	8	364	8
16 - 24	575	12	575	12	576	12	576	12	576	12	576	12
25 - 34	605	13	606	13	606	13	607	13	607	13	608	13
35 - 44	755	16	755	16	755	16	756	16	756	16	757	16
45 - 54	736	15	738	15	738	15	739	15	739	15	740	15
55 - 64	629	13	629	13	630	13	630	13	630	13	631	13
65 +	817	17	817	17	817	17	818	17	820	17	820	17
Adults												
Total	4117	100	4120	100	4122	100	4126	100	4128	100	4132	100
AB	786	19	787	19	788	19	788	19	789	19	789	19
C1	1134	28	1135	28	1135	28	1136	28	1137	28	1138	28
C2	914	22	914	22	915	22	916	22	916	22	917	22
DE	1283	31	1284	31	1284	31	1286	31	1286	31	1288	31

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2302	100	2303	100	2305	100	2307	100	2309	100	2310	100
Age												
4 - 15	357	16	358	16	358	16	358	16	358	16	359	16
16 - 24	289	13	289	13	289	13	289	13	290	13	290	13
25 - 34	296	13	295	13	296	13	296	13	297	13	296	13
35 - 44	356	15	357	16	357	15	358	16	356	15	357	15
45 - 54	354	15	354	15	355	15	355	15	356	15	356	15
55 - 64	303	13	303	13	303	13	303	13	304	13	303	13
65 +	347	15	347	15	347	15	348	15	348	15	349	15
Adults												
Total	1945	100	1945	100	1947	100	1949	100	1951	100	1951	100
AB	390	20	390	20	390	20	391	20	391	20	391	20
C1	506	26	506	26	507	26	507	26	507	26	508	26
C2	494	25	493	25	494	25	494	25	495	25	495	25
DE	555	29	556	29	556	29	557	29	558	29	557	29
Working F/T	1162	60	1163	60	1164	60	1165	60	1166	60	1166	60
Not Working	783	40	782	40	783	40	784	40	785	40	785	40

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2312	100	2314	100	2316	100	2317	100	2319	100	2321	100
Age												
4 - 15	358	15	359	16	360	16	360	16	360	16	360	16
16 - 24	290	13	290	13	291	13	291	13	291	13	291	13
25 - 34	297	13	297	13	297	13	297	13	298	13	298	13
35 - 44	359	16	359	16	358	15	359	15	359	15	359	15
45 - 54	354	15	356	15	356	15	356	15	356	15	357	15
55 - 64	305	13	304	13	305	13	304	13	304	13	305	13
65 +	349	15	349	15	349	15	350	15	351	15	351	15
Adults												
Total	1954	100	1955	100	1956	100	1957	100	1959	100	1961	100
AB	392	20	392	20	392	20	392	20	393	20	393	20
C1	508	26	509	26	509	26	509	26	510	26	510	26
C2	496	25	495	25	496	25	496	25	497	25	498	25
DE	558	29	559	29	559	29	560	29	559	29	560	29
Working F/T	1168	60	1169	60	1169	60	1170	60	1171	60	1173	60
Not Working	786	40	786	40	787	40	787	40	788	40	788	40

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2483	100	2486	100	2488	100	2489	100	2491	100	2493	100
Age												
4 - 15	330	13	330	13	331	13	331	13	331	13	331	13
16 - 24	283	11	283	11	283	11	284	11	284	11	284	11
25 - 34	307	12	308	12	308	12	308	12	308	12	309	12
35 - 44	394	16	395	16	395	16	395	16	396	16	396	16
45 - 54	380	15	381	15	380	15	381	15	381	15	381	15
55 - 64	323	13	323	13	324	13	324	13	324	13	325	13
65 +	466	19	466	19	467	19	466	19	467	19	467	19
Adults												
Total	2153	100	2156	100	2157	100	2158	100	2160	100	2162	100
AB	393	18	394	18	394	18	394	18	394	18	395	18
C1	622	29	623	29	623	29	624	29	625	29	625	29
C2	416	19	417	19	417	19	417	19	417	19	418	19
DE	722	34	722	33	723	34	723	34	724	34	724	33
Working F/T	710	33	711	33	711	33	711	33	712	33	713	33
Not Working	1443	67	1445	67	1446	67	1447	67	1448	67	1449	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2495	100	2497	100	2498	100	2501	100	2502	100	2504	100
Age												
4 - 15	332	13	332	13	332	13	332	13	333	13	333	13
16 - 24	285	11	285	11	285	11	285	11	285	11	285	11
25 - 34	308	12	309	12	309	12	310	12	309	12	310	12
35 - 44	396	16	396	16	397	16	397	16	397	16	398	16
45 - 54	382	15	382	15	382	15	383	15	383	15	383	15
55 - 64	324	13	325	13	325	13	326	13	326	13	326	13
65 +	468	19	468	19	468	19	468	19	469	19	469	19
Adults												
Total	2163	100	2165	100	2166	100	2169	100	2169	100	2171	100
AB	394	18	395	18	396	18	396	18	396	18	396	18
C1	626	29	626	29	626	29	627	29	627	29	628	29
C2	418	19	419	19	419	19	420	19	419	19	419	19
DE	725	34	725	33	725	33	726	33	727	34	728	34
Working F/T	713	33	713	33	715	33	715	33	715	33	715	33
Not Working	1450	67	1452	67	1451	67	1454	67	1454	67	1456	67

Ulster

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	699	100	699	100	700	100	701	100	702	100	703	100
TV Households	679	97	680	97	680	97	681	97	682	97	683	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	703	100	704	100	705	100	706	100	707	100	707	100
TV Households	683	97	684	97	685	97	686	97	686	97	687	97

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		679	100	680	100	680	100	681	100	682	100	683	100
Social Class													
	AB	106	16	106	16	106	16	107	16	107	16	107	16
	C1	155	23	155	23	155	23	155	23	155	23	156	23
	C2	149	22	149	22	149	22	149	22	149	22	149	22
	DE	269	40	270	40	270	40	270	40	271	40	271	40
Housewife Age													
	Under 25	34	5	34	5	34	5	34	5	35	5	34	5
	25 - 34	111	16	111	16	111	16	111	16	111	16	112	16
	35 - 44	145	21	145	21	145	21	145	21	145	21	145	21
	45 - 54	129	19	129	19	129	19	129	19	129	19	130	19
	55 - 64	109	16	110	16	110	16	110	16	110	16	110	16
	65 +	151	22	151	22	151	22	152	22	152	22	152	22
Size													
	1	198	29	199	29	198	29	199	29	199	29	200	29
	2	206	30	206	30	206	30	206	30	207	30	207	30
	3	108	16	108	16	108	16	108	16	108	16	108	16
	4+	167	25	167	25	168	25	168	25	168	25	168	25
Children													
	Without	475	70	476	70	476	70	476	70	477	70	478	70
	With	204	30	204	30	204	30	205	30	205	30	205	30

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	683	100	684	100	685	100	686	100	686	100	687	100
Social Class												
AB	107	16	107	16	107	16	107	16	107	16	107	16
C1	156	23	156	23	156	23	156	23	156	23	157	23
C2	150	22	150	22	150	22	150	22	150	22	150	22
DE	270	40	271	40	272	40	273	40	273	40	273	40
Housewife Age												
Under 25	34	5	34	5	34	5	35	5	34	5	34	5
25 - 34	112	16	112	16	112	16	112	16	112	16	112	16
35 - 44	146	21	146	21	146	21	146	21	146	21	146	21
45 - 54	130	19	130	19	130	19	130	19	130	19	130	19
55 - 64	110	16	110	16	110	16	110	16	111	16	111	16
65 +	151	22	152	22	153	22	153	22	153	22	154	22
Size												
1	200	29	201	29	199	29	200	29	200	29	201	29
2	207	30	207	30	208	30	208	30	208	30	208	30
3	108	16	108	16	109	16	109	16	109	16	109	16
4+	168	25	168	25	169	25	169	25	169	25	169	25
Children												
Without	478	70	478	70	479	70	480	70	480	70	480	70
With	205	30	206	30	206	30	206	30	206	30	207	30

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1617	100	1619	100	1620	100	1622	100	1624	100	1626	100
Age												
4 - 9	135	8	134	8	134	8	135	8	135	8	135	8
10 - 15	148	9	149	9	149	9	148	9	149	9	149	9
16 - 24	222	14	222	14	223	14	223	14	223	14	223	14
25 - 34	222	14	223	14	222	14	223	14	223	14	224	14
35 - 44	253	16	253	16	254	16	254	16	254	16	254	16
45 - 54	226	14	226	14	226	14	226	14	227	14	227	14
55 - 64	183	11	183	11	183	11	184	11	184	11	184	11
65 +	228	14	229	14	229	14	229	14	229	14	230	14
Adults												
Total	1334	100	1336	100	1337	100	1339	100	1340	100	1342	100
AB	229	17	230	17	230	17	230	17	230	17	231	17
C1	326	24	325	24	326	24	327	24	327	24	327	24
C2	335	25	336	25	336	25	336	25	336	25	337	25
DE	444	33	445	33	445	33	446	33	447	33	447	33

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1628	100	1630	100	1631	100	1633	100	1635	100	1637	100
Age												
4 - 9	135	8	135	8	135	8	135	8	136	8	136	8
10 - 15	149	9	150	9	150	9	150	9	150	9	150	9
16 - 24	224	14	224	14	224	14	224	14	224	14	225	14
25 - 34	224	14	224	14	224	14	225	14	225	14	225	14
35 - 44	254	16	255	16	256	16	256	16	256	16	256	16
45 - 54	228	14	228	14	227	14	227	14	228	14	229	14
55 - 64	184	11	184	11	185	11	185	11	185	11	185	11
65 +	230	14	230	14	230	14	231	14	231	14	231	14
Adults												
Total	1344	100	1345	100	1346	100	1348	100	1349	100	1351	100
AB	230	17	231	17	232	17	232	17	232	17	233	17
C1	328	24	328	24	328	24	328	24	329	24	329	24
C2	338	25	338	25	338	25	339	25	338	25	339	25
DE	448	33	448	33	448	33	449	33	450	33	450	33

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	788	100	789	100	790	100	791	100	792	100	793	100
Age												
4 - 15	146	19	146	19	147	19	147	19	147	19	147	19
16 - 24	111	14	111	14	112	14	111	14	112	14	112	14
25 - 34	109	14	110	14	109	14	110	14	110	14	110	14
35 - 44	123	16	123	16	123	16	123	16	123	16	123	16
45 - 54	110	14	110	14	111	14	111	14	111	14	111	14
55 - 64	89	11	89	11	88	11	89	11	89	11	89	11
65 +	100	13	100	13	100	13	100	13	100	13	101	13
Adults												
Total	642	100	643	100	643	100	644	100	645	100	646	100
AB	117	18	117	18	117	18	117	18	117	18	118	18
C1	151	24	151	23	152	24	152	24	152	24	152	24
C2	179	28	180	28	179	28	180	28	180	28	180	28
DE	195	30	195	30	195	30	195	30	196	30	196	30
Working F/T	396	62	397	62	397	62	397	62	398	62	398	62
Not Working	246	38	246	38	246	38	247	38	247	38	248	38

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	794	100	794	100	795	100	796	100	797	100	798	100
Age												
4 - 15	147	19	147	19	148	19	147	18	148	19	148	19
16 - 24	113	14	112	14	112	14	112	14	112	14	113	14
25 - 34	110	14	110	14	110	14	111	14	111	14	110	14
35 - 44	123	15	124	16	124	16	124	16	124	16	124	16
45 - 54	112	14	111	14	111	14	111	14	112	14	112	14
55 - 64	89	11	90	11	90	11	90	11	89	11	90	11
65 +	100	13	100	13	100	13	101	13	101	13	101	13
Adults												
Total	647	100	647	100	647	100	649	100	649	100	650	100
AB	118	18	118	18	118	18	118	18	118	18	119	18
C1	152	23	152	23	153	24	153	24	153	24	153	24
C2	180	28	181	28	180	28	181	28	181	28	181	28
DE	197	30	196	30	196	30	197	30	197	30	197	30
Working F/T	399	62	399	62	400	62	401	62	400	62	401	62
Not Working	248	38	248	38	247	38	248	38	249	38	249	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	829	100	830	100	830	100	831	100	832	100	833	100
Age												
4 - 15	137	17	137	17	136	16	136	16	137	16	137	16
16 - 24	111	13	111	13	111	13	112	13	111	13	111	13
25 - 34	113	14	113	14	113	14	113	14	113	14	114	14
35 - 44	130	16	130	16	131	16	131	16	131	16	131	16
45 - 54	116	14	116	14	115	14	115	14	116	14	116	14
55 - 64	94	11	94	11	95	11	95	11	95	11	95	11
65 +	128	15	129	16	129	16	129	16	129	16	129	15
Adults												
Total	692	100	693	100	694	100	695	100	695	100	696	100
AB	112	16	113	16	113	16	113	16	113	16	113	16
C1	175	25	174	25	174	25	175	25	175	25	175	25
C2	156	23	156	23	157	23	156	22	156	22	157	23
DE	249	36	250	36	250	36	251	36	251	36	251	36
Working F/T	222	32	222	32	223	32	223	32	223	32	224	32
Not Working	470	68	471	68	471	68	472	68	472	68	472	68

Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	834	100	836	100	836	100	837	100	838	100	839	100
Age												
4 - 15	137	16	138	17	137	16	138	16	138	16	138	16
16 - 24	111	13	112	13	112	13	112	13	112	13	112	13
25 - 34	114	14	114	14	114	14	114	14	114	14	115	14
35 - 44	131	16	131	16	132	16	132	16	132	16	132	16
45 - 54	116	14	117	14	116	14	116	14	116	14	117	14
55 - 64	95	11	94	11	95	11	95	11	96	11	95	11
65 +	130	16	130	16	130	16	130	16	130	16	130	16
Adults												
Total	697	100	698	100	699	100	699	100	700	100	701	100
AB	112	16	113	16	114	16	114	16	114	16	114	16
C1	176	25	176	25	175	25	175	25	176	25	176	25
C2	158	23	157	22	158	23	158	23	157	22	158	23
DE	251	36	252	36	252	36	252	36	253	36	253	36
Working F/T	223	32	224	32	224	32	224	32	225	32	225	32
Not Working	474	68	474	68	475	68	475	68	475	68	476	68

Wales

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1296	100	1296	100	1297	100	1298	100	1299	100	1300	100
TV Households	1268	98	1269	98	1270	98	1271	98	1272	98	1273	98

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1301	100	1302	100	1303	100	1304	100	1305	100	1306	100
TV Households	1274	98	1275	98	1276	98	1277	98	1277	98	1278	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1268	100	1269	100	1270	100	1271	100	1272	100	1273	100
Social Class													
	AB	192	15	192	15	192	15	192	15	193	15	193	15
	C1	337	27	337	27	337	27	338	27	338	27	338	27
	C2	297	23	297	23	297	23	297	23	297	23	298	23
	DE	442	35	443	35	444	35	444	35	444	35	444	35
Housewife Age													
	Under 25	70	6	69	5	70	6	70	6	71	6	70	5
	25 - 34	169	13	169	13	169	13	169	13	170	13	170	13
	35 - 44	233	18	233	18	233	18	233	18	233	18	233	18
	45 - 54	225	18	225	18	225	18	225	18	225	18	225	18
	55 - 64	230	18	230	18	230	18	230	18	230	18	230	18
	65 +	341	27	343	27	343	27	344	27	343	27	345	27
Size													
	1	393	31	393	31	393	31	394	31	394	31	394	31
	2	447	35	447	35	447	35	447	35	448	35	448	35
	3	198	16	198	16	198	16	198	16	198	16	199	16
	4+	230	18	231	18	232	18	232	18	232	18	232	18
Children													
	Without	941	74	942	74	943	74	943	74	944	74	945	74
	With	327	26	327	26	327	26	328	26	328	26	328	26

Projections for		TV Households											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		1274	100	1275	100	1276	100	1277	100	1277	100	1278	100
Social Class													
	AB	193	15	193	15	194	15	193	15	193	15	194	15
	C1	338	27	339	27	339	27	339	27	339	27	339	27
	C2	298	23	298	23	298	23	299	23	299	23	299	23
	DE	445	35	445	35	445	35	446	35	446	35	446	35
Housewife Age													
	Under 25	70	5	70	5	71	6	70	5	70	5	70	5
	25 - 34	170	13	170	13	170	13	170	13	170	13	170	13
	35 - 44	234	18	234	18	234	18	234	18	234	18	234	18
	45 - 54	226	18	226	18	226	18	226	18	226	18	226	18
	55 - 64	231	18	231	18	231	18	231	18	231	18	231	18
	65 +	343	27	344	27	344	27	346	27	346	27	347	27
Size													
	1	395	31	395	31	395	31	396	31	396	31	396	31
	2	448	35	449	35	449	35	449	35	450	35	450	35
	3	199	16	199	16	199	16	199	16	199	16	199	16
	4+	232	18	232	18	233	18	233	18	232	18	233	18
Children													
	Without	945	74	946	74	947	74	948	74	948	74	948	74
	With	329	26	329	26	329	26	329	26	329	26	330	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2775	100	2777	100	2779	100	2781	100	2783	100	2785	100
Age												
4 - 9	198	7	198	7	198	7	198	7	199	7	199	7
10 - 15	225	8	225	8	226	8	226	8	225	8	225	8
16 - 24	340	12	340	12	340	12	341	12	341	12	341	12
25 - 34	319	11	319	11	320	12	319	11	320	11	320	11
35 - 44	402	14	404	15	403	15	404	15	403	14	405	15
45 - 54	391	14	392	14	392	14	392	14	393	14	392	14
55 - 64	386	14	386	14	387	14	387	14	387	14	388	14
65 +	514	19	513	18	513	18	514	18	515	19	515	18
Adults												
Total	2352	100	2354	100	2355	100	2357	100	2359	100	2361	100
AB	378	16	378	16	378	16	378	16	379	16	379	16
C1	643	27	644	27	644	27	645	27	645	27	646	27
C2	598	25	599	25	599	25	600	25	600	25	601	25
DE	733	31	733	31	734	31	734	31	735	31	735	31

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2787	100	2789	100	2791	100	2793	100	2795	100	2797	100
Age												
4 - 9	199	7	199	7	200	7	199	7	199	7	200	7
10 - 15	226	8	226	8	226	8	227	8	227	8	226	8
16 - 24	342	12	341	12	341	12	342	12	343	12	342	12
25 - 34	320	11	321	12	321	12	321	11	321	11	322	12
35 - 44	404	14	405	15	405	15	405	15	405	14	406	15
45 - 54	393	14	393	14	394	14	394	14	394	14	395	14
55 - 64	388	14	388	14	388	14	389	14	389	14	389	14
65 +	515	18	516	19	516	18	516	18	517	18	517	18
Adults												
Total	2362	100	2364	100	2365	100	2367	100	2369	100	2371	100
AB	379	16	379	16	380	16	380	16	380	16	381	16
C1	646	27	647	27	647	27	648	27	648	27	648	27
C2	601	25	601	25	602	25	602	25	603	25	603	25
DE	736	31	737	31	736	31	737	31	738	31	739	31

Table4a												
Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1350	100	1351	100	1352	100	1353	100	1354	100	1355	100
Age												
4 - 15	219	16	219	16	220	16	220	16	220	16	220	16
16 - 24	173	13	173	13	173	13	173	13	174	13	173	13
25 - 34	156	12	155	11	156	12	156	12	156	12	156	12
35 - 44	193	14	195	14	194	14	194	14	193	14	195	14
45 - 54	190	14	191	14	191	14	191	14	192	14	191	14
55 - 64	189	14	189	14	190	14	190	14	190	14	190	14
65 +	230	17	229	17	228	17	229	17	229	17	230	17
Adults												
Total	1131	100	1132	100	1132	100	1133	100	1134	100	1135	100
AB	185	16	186	16	185	16	185	16	185	16	186	16
C1	303	27	303	27	303	27	304	27	304	27	304	27
C2	320	28	320	28	320	28	320	28	321	28	321	28
DE	323	29	323	29	324	29	324	29	324	29	324	29
Working F/T	639	56	640	57	639	56	640	56	641	57	641	56
Not Working	492	44	492	43	493	44	493	44	493	43	494	44

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1356	100	1357	100	1358	100	1359	100	1360	100	1361	100
Age												
4 - 15	220	16	220	16	221	16	221	16	221	16	221	16
16 - 24	174	13	173	13	173	13	174	13	175	13	174	13
25 - 34	156	12	157	12	157	12	157	12	156	11	157	12
35 - 44	194	14	195	14	195	14	195	14	195	14	195	14
45 - 54	192	14	191	14	192	14	192	14	192	14	193	14
55 - 64	190	14	190	14	190	14	191	14	191	14	191	14
65 +	230	17	231	17	230	17	229	17	230	17	230	17
Adults												
Total	1136	100	1137	100	1137	100	1138	100	1139	100	1140	100
AB	186	16	185	16	186	16	186	16	186	16	187	16
C1	304	27	305	27	305	27	306	27	305	27	305	27
C2	321	28	321	28	322	28	322	28	323	28	322	28
DE	325	29	326	29	324	28	324	28	325	29	326	29
Working F/T	642	57	642	56	642	56	643	57	643	56	644	56
Not Working	494	43	495	44	495	44	495	43	496	44	496	44

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1425	100	1426	100	1427	100	1428	100	1429	100	1430	100
Age												
4 - 15	204	14	204	14	204	14	204	14	204	14	204	14
16 - 24	167	12	167	12	167	12	168	12	167	12	168	12
25 - 34	163	11	164	12	164	11	163	11	164	11	164	11
35 - 44	209	15	209	15	209	15	210	15	210	15	210	15
45 - 54	201	14	201	14	201	14	201	14	201	14	201	14
55 - 64	197	14	197	14	197	14	197	14	197	14	198	14
65 +	284	20	284	20	285	20	285	20	286	20	285	20
Adults												
Total	1221	100	1222	100	1223	100	1224	100	1225	100	1226	100
AB	193	16	192	16	193	16	193	16	194	16	193	16
C1	340	28	341	28	341	28	341	28	341	28	342	28
C2	278	23	279	23	279	23	280	23	279	23	280	23
DE	410	34	410	34	410	34	410	34	411	34	411	34
Working F/T	405	33	405	33	406	33	406	33	406	33	407	33
Not Working	816	67	817	67	817	67	818	67	819	67	819	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1431	100	1432	100	1433	100	1434	100	1435	100	1436	100
Age												
4 - 15	205	14	205	14	205	14	205	14	205	14	205	14
16 - 24	168	12	168	12	168	12	168	12	168	12	168	12
25 - 34	164	11	164	11	164	11	164	11	165	11	165	11
35 - 44	210	15	210	15	210	15	210	15	210	15	211	15
45 - 54	201	14	202	14	202	14	202	14	202	14	202	14
55 - 64	198	14	198	14	198	14	198	14	198	14	198	14
65 +	285	20	285	20	286	20	287	20	287	20	287	20
Adults												
Total	1226	100	1227	100	1228	100	1229	100	1230	100	1231	100
AB	193	16	194	16	194	16	194	16	194	16	194	16
C1	342	28	342	28	342	28	342	28	343	28	343	28
C2	280	23	280	23	280	23	280	23	280	23	281	23
DE	411	34	411	33	412	34	413	34	413	34	413	34
Working F/T	406	33	407	33	407	33	408	33	409	33	408	33
Not Working	820	67	820	67	821	67	821	67	821	67	823	67

Midlands West

Table 1		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2581	100	2586	100	2588	100	2589	100	2590	100	2592	100
TV Households		2523	98	2524	98	2526	98	2526	98	2531	98	2533	98

Table 1		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
Projections for		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		2596	100	2597	100	2597	100	2600	100	2600	100	2603	100
TV Households		2534	98	2534	98	2538	98	2537	98	2541	98	2544	98

Projections for		TV Households											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households		2523	100	2524	100	2526	100	2526	100	2531	100	2533	100
Social Class													
	AB	499	20	501	20	502	20	498	20	500	20	501	20
	C1	640	25	638	25	640	25	640	25	643	25	640	25
	C2	480	19	481	19	481	19	482	19	483	19	484	19
	DE	904	36	904	36	903	36	906	36	905	36	908	36
Housewife Age													
	Under 25	130	5	128	5	128	5	128	5	130	5	132	5
	25 - 34	361	14	362	14	363	14	362	14	363	14	364	14
	35 - 44	488	19	490	19	489	19	490	19	490	19	492	19
	45 - 54	458	18	460	18	462	18	461	18	462	18	462	18
	55 - 64	430	17	429	17	430	17	431	17	431	17	432	17
	65 +	656	26	655	26	654	26	654	26	655	26	651	26
Size													
	1	853	34	851	34	852	34	851	34	852	34	855	34
	2	792	31	794	31	793	31	795	31	795	31	795	31
	3	374	15	375	15	375	15	374	15	377	15	377	15
	4+	504	20	504	20	506	20	506	20	507	20	506	20
Children													
	Without	1877	74	1877	74	1879	74	1879	74	1883	74	1883	74
	With	646	26	647	26	647	26	647	26	648	26	650	26

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	2534	100	2534	100	2538	100	2537	100	2541	100	2544	100
Social Class												
AB	500	20	501	20	500	20	502	20	503	20	503	20
C1	641	25	643	25	642	25	643	25	645	25	644	25
C2	485	19	481	19	483	19	485	19	485	19	486	19
DE	908	36	909	36	913	36	907	36	908	36	911	36
Housewife Age												
Under 25	130	5	127	5	126	5	131	5	131	5	131	5
25 - 34	362	14	365	14	365	14	364	14	365	14	365	14
35 - 44	490	19	491	19	491	19	493	19	494	19	494	19
45 - 54	462	18	462	18	465	18	464	18	465	18	464	18
55 - 64	433	17	433	17	434	17	433	17	432	17	435	17
65 +	657	26	656	26	657	26	652	26	654	26	655	26
Size												
1	855	34	854	34	858	34	856	34	858	34	858	34
2	797	31	795	31	798	31	798	31	798	31	799	31
3	377	15	377	15	378	15	376	15	376	15	378	15
4+	505	20	508	20	504	20	507	20	509	20	509	20
Children												
Without	1885	74	1883	74	1889	74	1887	74	1890	74	1893	74
With	649	26	651	26	649	26	650	26	651	26	651	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5562	100	5567	100	5572	100	5575	100	5579	100	5584	100
Age												
4 - 9	416	7	420	8	419	8	418	7	418	7	418	7
10 - 15	448	8	447	8	447	8	449	8	450	8	450	8
16 - 24	680	12	682	12	682	12	682	12	682	12	684	12
25 - 34	692	12	694	12	695	12	696	12	696	12	698	13
35 - 44	871	16	869	16	868	16	868	16	873	16	870	16
45 - 54	780	14	778	14	782	14	782	14	779	14	781	14
55 - 64	725	13	724	13	727	13	725	13	726	13	729	13
65 +	950	17	953	17	952	17	955	17	955	17	954	17
Adults												
Total	4698	100	4700	100	4706	100	4708	100	4711	100	4716	100
AB	1012	22	1011	22	1013	22	1015	22	1015	22	1015	22
C1	1185	25	1187	25	1186	25	1185	25	1187	25	1188	25
C2	1000	21	1001	21	1004	21	1002	21	1005	21	1003	21
DE	1501	32	1501	32	1503	32	1506	32	1504	32	1510	32

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5588	100	5589	100	5597	100	5599	100	5603	100	5607	100
Age												
4 - 9	420	8	420	8	421	8	421	8	422	8	420	7
10 - 15	452	8	450	8	450	8	449	8	449	8	453	8
16 - 24	682	12	684	12	683	12	686	12	686	12	686	12
25 - 34	696	12	696	12	700	13	697	12	698	12	699	12
35 - 44	873	16	871	16	872	16	875	16	874	16	875	16
45 - 54	784	14	785	14	784	14	785	14	786	14	786	14
55 - 64	727	13	730	13	728	13	729	13	730	13	731	13
65 +	954	17	953	17	959	17	957	17	958	17	957	17
Adults												
Total	4716	100	4719	100	4726	100	4729	100	4732	100	4734	100
AB	1019	22	1016	22	1016	21	1020	22	1020	22	1017	21
C1	1187	25	1190	25	1191	25	1192	25	1191	25	1197	25
C2	1003	21	1007	21	1007	21	1007	21	1008	21	1009	21
DE	1507	32	1506	32	1512	32	1510	32	1513	32	1511	32

Table4a												
Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2729	100	2733	100	2735	100	2737	100	2738	100	2741	100
Age												
4 - 15	448	16	447	16	447	16	447	16	447	16	449	16
16 - 24	340	12	341	12	341	12	342	12	342	12	342	12
25 - 34	338	12	340	12	340	12	343	13	338	12	343	13
35 - 44	434	16	432	16	433	16	433	16	438	16	435	16
45 - 54	389	14	389	14	390	14	388	14	388	14	387	14
55 - 64	354	13	354	13	355	13	353	13	357	13	358	13
65 +	426	16	430	16	429	16	431	16	428	16	427	16
Adults												
Total	2281	100	2286	100	2288	100	2290	100	2291	100	2292	100
AB	508	22	509	22	509	22	512	22	512	22	510	22
C1	558	24	562	25	559	24	559	24	561	24	561	24
C2	543	24	538	24	545	24	541	24	541	24	542	24
DE	672	29	677	30	675	30	678	30	677	30	679	30
Working F/T	1352	59	1354	59	1358	59	1361	59	1359	59	1363	59
Not Working	929	41	932	41	930	41	929	41	932	41	929	41

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2743	100	2745	100	2747	100	2748	100	2751	100	2754	100
Age												
4 - 15	452	16	449	16	447	16	449	16	449	16	453	16
16 - 24	341	12	344	13	342	12	344	13	343	12	343	12
25 - 34	340	12	343	12	343	12	340	12	343	12	342	12
35 - 44	436	16	433	16	435	16	436	16	437	16	438	16
45 - 54	390	14	393	14	392	14	391	14	391	14	390	14
55 - 64	357	13	357	13	358	13	358	13	357	13	359	13
65 +	427	16	426	16	430	16	430	16	431	16	429	16
Adults												
Total	2291	100	2296	100	2300	100	2299	100	2302	100	2301	100
AB	510	22	513	22	512	22	513	22	513	22	510	22
C1	562	25	562	24	562	24	563	24	561	24	566	25
C2	543	24	544	24	547	24	545	24	548	24	546	24
DE	676	30	677	29	679	30	678	29	680	30	679	30
Working F/T	1359	59	1364	59	1363	59	1363	59	1367	59	1366	59
Not Working	932	41	932	41	937	41	936	41	935	41	935	41

Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2833	100	2834	100	2837	100	2838	100	2841	100	2843	100
Age												
4 - 15	416	15	420	15	419	15	420	15	421	15	419	15
16 - 24	340	12	341	12	341	12	340	12	340	12	342	12
25 - 34	354	12	354	12	355	13	353	12	358	13	355	12
35 - 44	437	15	437	15	435	15	435	15	435	15	435	15
45 - 54	391	14	389	14	392	14	394	14	391	14	394	14
55 - 64	371	13	370	13	372	13	372	13	369	13	371	13
65 +	524	18	523	18	523	18	524	18	527	19	527	19
Adults												
Total	2417	100	2414	100	2418	100	2418	100	2420	100	2424	100
AB	504	21	502	21	504	21	503	21	503	21	505	21
C1	627	26	625	26	627	26	626	26	626	26	627	26
C2	457	19	463	19	459	19	461	19	464	19	461	19
DE	829	34	824	34	828	34	828	34	827	34	831	34
Working F/T	781	32	780	32	779	32	778	32	782	32	780	32
Not Working	1636	68	1634	68	1639	68	1640	68	1638	68	1644	68

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2845	100	2844	100	2850	100	2851	100	2852	100	2853	100
Age												
4 - 15	420	15	421	15	424	15	421	15	422	15	420	15
16 - 24	341	12	340	12	341	12	342	12	343	12	343	12
25 - 34	356	13	353	12	357	13	357	13	355	12	357	13
35 - 44	437	15	438	15	437	15	439	15	437	15	437	15
45 - 54	394	14	392	14	392	14	394	14	395	14	396	14
55 - 64	370	13	373	13	370	13	371	13	373	13	372	13
65 +	527	19	527	19	529	19	527	18	527	18	528	19
Adults												
Total	2425	100	2423	100	2426	100	2430	100	2430	100	2433	100
AB	509	21	503	21	504	21	507	21	507	21	507	21
C1	625	26	628	26	629	26	629	26	630	26	631	26
C2	460	19	463	19	460	19	462	19	460	19	463	19
DE	831	34	829	34	833	34	832	34	833	34	832	34
Working F/T	785	32	780	32	784	32	785	32	783	32	785	32
Not Working	1640	68	1643	68	1642	68	1645	68	1647	68	1648	68

Midlands East

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		958	100	959	100	960	100	960	100	961	100	962	100
TV Households		926	97	927	97	928	97	929	97	929	97	930	97

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households		963	100	964	100	965	100	966	100	966	100	967	100
TV Households		931	97	932	97	933	97	934	97	934	97	935	97

TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	926	100	927	100	928	100	929	100	929	100	930	100
Social Class												
AB	180	19	180	19	180	19	181	19	180	19	180	19
C1	260	28	261	28	261	28	261	28	261	28	262	28
C2	180	19	181	20	181	20	181	19	181	19	181	19
DE	306	33	305	33	306	33	306	33	307	33	307	33
Housewife Age												
Under 25	58	6	59	6	59	6	59	6	58	6	58	6
25 - 34	144	16	144	16	144	16	145	16	145	16	145	16
35 - 44	191	21	191	21	192	21	192	21	192	21	192	21
45 - 54	160	17	160	17	160	17	160	17	160	17	161	17
55 - 64	143	15	143	15	143	15	143	15	143	15	143	15
65 +	230	25	230	25	230	25	230	25	231	25	231	25
Size												
1	287	31	288	31	288	31	288	31	288	31	289	31
2	323	35	323	35	324	35	324	35	324	35	325	35
3	137	15	137	15	137	15	138	15	138	15	138	15
4+	179	19	179	19	179	19	179	19	179	19	178	19
Children												
Without	685	74	686	74	687	74	687	74	687	74	688	74
With	241	26	241	26	241	26	242	26	242	26	242	26

TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total TV Households	931	100	932	100	933	100	934	100	934	100	935	100
Social Class												
AB	181	19	181	19	181	19	181	19	181	19	181	19
C1	262	28	262	28	262	28	263	28	263	28	263	28
C2	181	19	182	20	182	20	182	19	182	19	182	19
DE	307	33	307	33	308	33	308	33	308	33	309	33
Housewife Age												
Under 25	59	6	60	6	59	6	59	6	59	6	59	6
25 - 34	145	16	145	16	145	16	145	16	145	16	146	16
35 - 44	192	21	192	21	193	21	193	21	193	21	193	21
45 - 54	161	17	161	17	161	17	161	17	161	17	161	17
55 - 64	143	15	143	15	144	15	144	15	144	15	144	15
65 +	231	25	231	25	231	25	232	25	232	25	232	25
Size												
1	288	31	289	31	289	31	290	31	290	31	290	31
2	325	35	325	35	325	35	326	35	326	35	326	35
3	138	15	138	15	138	15	138	15	138	15	139	15
4+	180	19	180	19	181	19	180	19	180	19	180	19
Children												
Without	689	74	690	74	690	74	691	74	691	74	692	74
With	242	26	242	26	243	26	243	26	243	26	243	26

All Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2039	100	2041	100	2042	100	2044	100	2046	100	2048	100
Age												
4 - 9	146	7	146	7	146	7	146	7	146	7	147	7
10 - 15	162	8	163	8	163	8	163	8	163	8	163	8
16 - 24	263	13	263	13	264	13	264	13	264	13	264	13
25 - 34	255	13	255	12	255	12	255	12	256	13	256	13
35 - 44	346	17	346	17	346	17	347	17	347	17	347	17
45 - 54	282	14	283	14	283	14	282	14	283	14	284	14
55 - 64	244	12	244	12	244	12	245	12	245	12	245	12
65 +	341	17	341	17	341	17	342	17	342	17	342	17
Adults												
Total	1731	100	1732	100	1733	100	1735	100	1737	100	1738	100
AB	360	21	361	21	362	21	362	21	362	21	362	21
C1	495	29	495	29	495	29	496	29	497	29	497	29
C2	378	22	379	22	378	22	379	22	380	22	380	22
DE	498	29	497	29	498	29	498	29	498	29	499	29

All Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2050	100	2052	100	2053	100	2055	100	2057	100	2059	100
Age												
4 - 9	147	7	147	7	146	7	147	7	147	7	148	7
10 - 15	163	8	164	8	164	8	164	8	164	8	164	8
16 - 24	265	13	265	13	265	13	265	13	265	13	266	13
25 - 34	256	12	256	12	256	12	257	13	257	12	257	12
35 - 44	347	17	348	17	349	17	348	17	349	17	349	17
45 - 54	285	14	284	14	284	14	285	14	285	14	285	14
55 - 64	245	12	245	12	246	12	246	12	246	12	246	12
65 +	342	17	343	17	343	17	343	17	344	17	344	17
Adults												
Total	1740	100	1741	100	1743	100	1744	100	1746	100	1747	100
AB	363	21	363	21	364	21	363	21	364	21	365	21
C1	497	29	498	29	498	29	499	29	499	29	499	29
C2	381	22	381	22	381	22	382	22	382	22	382	22
DE	499	29	499	29	500	29	500	29	501	29	501	29

Male Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1001	100	1002	100	1002	100	1003	100	1004	100	1005	100
Age												
4 - 15	158	16	159	16	159	16	159	16	159	16	159	16
16 - 24	132	13	132	13	133	13	133	13	133	13	133	13
25 - 34	120	12	120	12	120	12	119	12	120	12	120	12
35 - 44	173	17	173	17	172	17	173	17	173	17	173	17
45 - 54	140	14	141	14	141	14	141	14	141	14	142	14
55 - 64	121	12	121	12	121	12	122	12	121	12	121	12
65 +	157	16	156	16	156	16	156	16	157	16	157	16
Adults												
Total	843	100	843	100	843	100	844	100	845	100	846	100
AB	182	22	183	22	183	22	183	22	183	22	183	22
C1	235	28	234	28	235	28	235	28	236	28	236	28
C2	201	24	202	24	200	24	201	24	202	24	202	24
DE	225	27	224	27	225	27	225	27	224	27	225	27
Working F/T	525	62	524	62	525	62	525	62	525	62	526	62
Not Working	318	38	319	38	318	38	319	38	320	38	320	38

Male Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1006	100	1007	100	1007	100	1009	100	1010	100	1010	100
Age												
4 - 15	159	16	159	16	159	16	160	16	160	16	160	16
16 - 24	134	13	134	13	134	13	133	13	133	13	134	13
25 - 34	120	12	120	12	120	12	121	12	121	12	121	12
35 - 44	173	17	173	17	174	17	174	17	174	17	174	17
45 - 54	142	14	142	14	141	14	142	14	142	14	142	14
55 - 64	121	12	122	12	122	12	122	12	122	12	121	12
65 +	157	16	157	16	157	16	157	16	158	16	158	16
Adults												
Total	847	100	848	100	848	100	849	100	850	100	850	100
AB	184	22	184	22	184	22	183	22	184	22	185	22
C1	235	28	236	28	236	28	237	28	237	28	236	28
C2	203	24	203	24	203	24	203	24	203	24	203	24
DE	225	27	225	27	225	27	226	27	226	27	226	27
Working F/T	527	62	527	62	527	62	528	62	528	62	528	62
Not Working	320	38	321	38	321	38	321	38	322	38	322	38

Table4b												
Female Individuals in TV Households												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1038	100	1039	100	1040	100	1041	100	1042	100	1043	100
Age												
4 - 15	150	14	150	14	150	14	150	14	150	14	151	14
16 - 24	131	13	131	13	131	13	131	13	131	13	131	13
25 - 34	135	13	135	13	135	13	136	13	136	13	136	13
35 - 44	173	17	173	17	174	17	174	17	174	17	174	17
45 - 54	142	14	142	14	142	14	141	14	142	14	142	14
55 - 64	123	12	123	12	123	12	123	12	124	12	124	12
65 +	184	18	185	18	185	18	186	18	185	18	185	18
Adults												
Total	888	100	889	100	890	100	891	100	892	100	892	100
AB	178	20	178	20	179	20	179	20	179	20	179	20
C1	260	29	261	29	260	29	261	29	261	29	261	29
C2	177	20	177	20	178	20	178	20	178	20	178	20
DE	273	31	273	31	273	31	273	31	274	31	274	31
Working F/T	296	33	297	33	297	33	298	33	299	34	298	33
Not Working	592	67	592	67	593	67	593	67	593	66	594	67

Table4b												
Female Individuals in TV Households												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1044	100	1045	100	1046	100	1046	100	1047	100	1049	100
Age												
4 - 15	151	14	152	15	151	14	151	14	151	14	152	14
16 - 24	131	13	131	13	131	13	132	13	132	13	132	13
25 - 34	136	13	136	13	136	13	136	13	136	13	136	13
35 - 44	174	17	175	17	175	17	174	17	175	17	175	17
45 - 54	143	14	142	14	143	14	143	14	143	14	143	14
55 - 64	124	12	123	12	124	12	124	12	124	12	125	12
65 +	185	18	186	18	186	18	186	18	186	18	186	18
Adults												
Total	893	100	893	100	895	100	895	100	896	100	897	100
AB	179	20	179	20	180	20	180	20	180	20	180	20
C1	262	29	262	29	262	29	262	29	262	29	263	29
C2	178	20	178	20	178	20	179	20	179	20	179	20
DE	274	31	274	31	275	31	274	31	275	31	275	31
Working F/T	298	33	299	33	300	34	299	33	300	33	301	34
Not Working	595	67	594	67	595	66	596	67	596	67	596	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 postal 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
- DTT area stratifier (low/medium/high)
- ITV Overlap area sub-segment
- Geodemographic

From July 2007 an ethnic stratifier was added to this list.

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 output areas followed by the selection of addresses within output area.

a) Selection of output areas

There are two procedures for the selection of output areas, 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, output areas are ordered within the following hierarchy:

- Cable Areas (Yes/No)
- five Reception Areas (Yes/No)
- DTT Area
- Ethnic stratifier (from July 2007)

This creates up to 24 sub-strata categories. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Output areas 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 output areas 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 output areas) and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure.

Within selected postcode sectors, four output areas per assignment are systematically selected.

b) Selection of addresses

Within selected output areas, 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 output area 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 output area 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.

Appendix C

FIELDWORK AND RESULTS

The tables in this report are based on Establishment Survey interviews carried out between July 2006 and June 2008.

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 2006 - Jun 2008										
	Total		Mid		E		W		SW	
Addresses Issued	158075		19423		10318		5906		5210	
Shop / Business	1847		230		114		34		56	
Demolished / Incomplete	513		50		62		18		5	
Empty	11942		1394		809		371		328	
Holiday Home	1725		141		81		24		209	
Other Non Effective	4726		494		251		207		201	
Eligible Addresses	137322		17114		9001		5252		4411	
Substitute Addresses	20293		2289		1287		643		765	
Multiple Occupancy Addresses	1990		81		42		36		50	
Additional Households	2845		343		237		51		134	
Total Households	162450	100%	19827	100%	10567	100%	5982	100%	5360	100%
Non Contacts	26833	17%	2935	15%	1600	15%	1272	21%	906	17%
No English Spoken	324	*	43	*	29	*	4	*	14	*
Refusals	23094	14%	2786	14%	1454	14%	787	13%	972	18%
Total Interviews	112199	69%	14063	71%	7484	71%	3919	66%	3468	65%
* = Less than 0.5%										

Response Analysis: Jul 2006 - Jun 2008										
	S		N		NE		NW		Scot	
Addresses Issued	11283		8994		7700		11435		14554	
Shop / Business	97		74		63		132		193	
Demolished / Incomplete	19		24		20		26		100	
Empty	580		538		628		930		1494	
Holiday Home	71		20		132		78		265	
Other Non Effective	282		126		187		446		505	
Eligible Addresses	10234		8212		6670		9823		11997	
Substitute Addresses	1031		770		1008		1569		2498	
Multiple Occupancy Addresses	101		68		51		37		98	
Additional Households	166		121		87		265		348	
Total Households	11532	100%	9171	100%	7816	100%	11694	100%	14941	100%
Non Contacts	2048	18%	1098	20%	1025	13%	2240	19%	1971	13%
No English Spoken	27	*	14	*	5	*	15	*	2	*
Refusals	1868	16%	1347	14%	995	13%	1925	16%	1909	13%
Total Interviews	7589	66%	6712	67%	5791	74%	7514	64%	11059	74%
* = Less than 0.5%										

Response Analysis: Jul 2006 - Jun 2008										
	Uls		Wal		Lon		SE			
Addresses Issued	8747		19031		30408		5066			
Shop / Business	180		236		388		50			
Demolished / Incomplete	78		43		63		5			
Empty	942		2056		1499		373			
Holiday Home	61		576		32		35			
Other Non Effective	516		665		631		215			
Eligible Addresses	6970		15455		27795		4388			
Substitute Addresses	1689		3495		2590		659			
Multiple Occupancy Addresses	10		112		1269		35			
Additional Households	231		278		438		146			
Total Households	8900	100%	19340	100%	32092	100%	5228	100%		
Non Contacts	1343	15%	1857	10%	7773	24%	765	15%		
No English Spoken	10	*	9	*	151	*	1	*		
Refusals	632	7%	1243	6%	6384	20%	792	15%		
Total Interviews	6915	78%	16231	84%	17784	55%	3670	70%		
* = 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 2006 to June 2008.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Multichannel
All Areas	112199	109750	20632
London	17782	17251	3757
South East	3671	3608	712
Midlands	14067	13757	2629
East	7480	7307	1420
West	3919	3856	769
South West	3468	3398	661
South	7594	7440	1740
Yorkshire and Lincolnshire	6712	6579	2034
North East and Cumbria	5791	5711	1244
North West	7514	7382	2315
Scotland	11059	10813	1839
Ulster	6915	6722	449
Wales	16227	15926	1064
Midlands West	10298	10097	1952
Midlands East	3769	3660	678

SAMPLE BASES FOR REPORT TABLES
TABLE 4

	Sets in TV Households
<i>All Areas</i>	228542
London	34798
South East	7423
Midlands	28922
East	15138
West	8050
South West	7285
South	15667
Yorkshire and Lincolnshire	14542
North East and Cumbria	12235
North West	15450
Scotland	22503
Ulster	12976
Wales	33553
Midlands West	21190
Midlands East	7732

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in TV Households	Individuals In Multichannel Households
All Areas	263873	259444	50354
London	43770	42761	9359
South East	8573	8462	1729
Midlands	33718	33134	6594
East	17328	17015	3463
West	9076	8960	1881
South West	7898	7778	1595
South	18018	17713	4169
Yorkshire and Lincolnshire	15737	15514	5004
North East and Cumbria	13229	13087	2919
North West	17512	17267	5573
Scotland	24494	24103	4271
Ulster	16788	16459	1245
Wales	37732	37191	2552
Midlands West	24758	24376	4882
Midlands East	8960	8758	1712

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in TV Households	Adults in Multichannel Households
All Areas	212595	208763	40078
London	34638	33772	7384
South East	6936	6834	1373
Midlands	26955	26460	5195
East	14024	13760	2768
West	7425	7320	1487
South West	6501	6397	1286
South	14578	14305	3367
Yorkshire and Lincolnshire	12615	12427	3986
North East and Cumbria	10851	10717	2349
North West	14025	13826	4435
Scotland	20044	19698	3449
Ulster	13346	13067	952
Wales	30657	30180	2047
Midlands West	19748	19435	3844
Midlands East	7207	7025	1351

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals in All Households		Individuals in All TV Households	
	Males	Females	Males	Females
All Areas	127773	136100	125272	134172
London	21342	22428	20770	21991
South East	4130	4443	4073	4389
Midlands	16452	17266	16107	17027
East	8454	8874	8280	8735
West	4392	4684	4330	4630
South West	3824	4074	3758	4020
South	8761	9257	8584	9129
Yorkshire and Lincolnshire	7657	8080	7525	7989
North East and Cumbria	6438	6791	6355	6732
North West	8379	9133	8256	9011
Scotland	11714	12780	11490	12613
Ulster	8058	8730	7882	8577
Wales	18172	19560	17862	19329
Midlands West	12038	12720	11819	12557
Midlands East	4414	4546	4288	4470

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Adults in All Households		Adults in All TV Households	
	Males	Females	Males	Females
All Areas	101457	111138	99257	109506
London	16671	17967	16176	17596
South East	3286	3650	3234	3600
Midlands	12939	14016	12647	13813
East	6755	7269	6604	7156
West	3528	3897	3473	3847
South West	3106	3395	3049	3348
South	6995	7583	6829	7476
Yorkshire and Lincolnshire	6027	6588	5911	6516
North East and Cumbria	5228	5623	5150	5567
North West	6610	7415	6503	7323
Scotland	9467	10577	9262	10436
Ulster	6309	7037	6159	6908
Wales	14536	16121	14260	15920
Midlands West	9462	10286	9284	10151
Midlands East	3477	3730	3363	3662

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 lists the details of the households in a Kish grid. This procedure provides random selections determining 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 2007 and June 2008. 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 2008 in this report accord with estimates used in processing BARB panel data in June 2008. 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 2008 data. Factors are calculated separately for each area using ONS-based total homes projections.

$$\text{Factor for month } m = \frac{\text{Total homes in month } m}{\text{Total homes in June 2008}}$$

Appendix J

The Questionnaire (June 2008)

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

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

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

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

WRITE IN > _____

ASK ALL

2a2. How many personal computers (PCs) and Laptops 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 PCs/Laptops receive standard TV transmissions? By this I mean you can watch channels on your PC/Laptop 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 PCs/Laptops 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 the next 4 weeks)
- 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 THE NEXT 4 WEEKS) (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 set ..." ETC 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
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? 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
16b. SHOW CARD F. Which of the following <u>ITV1</u> (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED) ITV1 Anglia 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)	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>	<p>SP</p>
<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>	<p>SP</p>
<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).</p> <p>Yes No</p>	<p>SP</p>
<p>17b(ii). A connection to a cable TV Supplier.</p> <p>Yes No</p>	<p>SP</p>
<p>17b(i). A satellite dish, for example a Sky dish.</p> <p>Yes No</p>	<p>SP</p>
<p>17b(iv). Another method.</p> <p>Yes No</p>	<p>SP</p>
<p>IF OTHER METHOD (Q17B(iv) = Yes) ASK Q17B1, OTHERWISE SKIP TO Q20A</p>	
<p>17b1 Which service provider do you receive your additional channels from via this other method?</p> <p>Homechoice/Tiscali TV BT Vision Other</p>	<p>MP</p>
<p>ASK Q20A IF YES AT Q17B(i/ii) OTHERWISE GO TO Q20A2.</p>	
<p>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</p> <p><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</p>	<p>MP</p>

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) ASK Q20A4, OTHERWISE GO TO Q20A5		
20a4.	I would now like to ask you about High Definition television, or HDTV. This is television with a higher quality of picture. You need both an HD-ready TV set and HDTV set top box to view HDTV. 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 PVR service? V+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know	SP
IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), 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-K2 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 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 other households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a	
18a. SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with other households An indoor set top aerial or an aerial built into the set A cable system	MP
ASK ALL	
23a. SHOW CARD J Which of the following pieces of equipment are connected to this set? VCR or Video Cassette Recorder (a video recorder that can record programmes on to tape) DVD recorder (a recorder that can record programmes on to DVDs) PVR or Personal Video Recorder (a recorder that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these	MP
REPEAT Q8a TO Q23a FOR ALL OTHER SETS	
IF SATELLITE DISH (YES AT Q17b(i)) ON ANY SET, ASK Q24e OTHERWISE FOLLOW INSTRUCTION ABOVE Q26b	
24e. Does your household currently pay a subscription for your satellite channels? Pay subscription Receive channels free of charge Don't know/Not sure	

IF ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE SKIP TO Q28a	
26b. Does your household currently pay a monthly subscription for your digital TV services via a normal aerial (known as Freeview)? Receive channels free of charge Pay monthly subscription e.g. Top Up TV or Setanta Don't know/Not sure	
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	
28a. Does the _____ set (ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	
28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box?	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b(i) =Yes OR Q17b(i) =Yes AND Q20a CODE 3) OTHERWISE GO TO Q30a	
29a. Does the _____ set (ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a	SP
29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b(iii) = Yes) OTHERWISE GO TO Q30c	
30a. Does the _____ set (ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP

REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30c		
30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?		
INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box?		
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP		
ASK ALL		
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? Yes No	SP
IF YES AT Q30c ASK Q30d		
30d	With which of these reception methods are they associated? READ OUT Satellite Cable Digital via a normal aerial	MP
ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f		
30e.	Is the satellite reception method digital? Yes No	SP
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g		
30f.	Is the cable reception method digital? Yes No	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.		

<p>31a. SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets?</p> <p>Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
<p>31g Do you or anyone in your household ever access the internet at home by any method?</p> <p>Yes No</p>	
<p>IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33</p>	
<p>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.</p> <p>Yes No</p>	<p>SP</p>
<p>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.</p> <p>Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday:</p>	
<p>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</p>	
<p>THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE</p>	
<p>INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.</p>	
<p style="text-align: center;">WRITE IN (2 DIGITS REQUIRED)</p>	
<p>IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40</p>	
<p>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?</p>	
<p>ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</p>	
<p>ITV1 Anglia 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>	<p>SP</p>
<p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p>	
<p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE)</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN1</p>	

IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41

40. For every 10 hours viewing to UTV and _____ (**ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4**), how would you and your household divide the 10 hours between Ulster Television and _____ (**ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4**)?
ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED
 UTV
 RTE/TV3/TG4
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF UTV AND ___ HOURS OF RTE/TV3/TG4 TELEVISION?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

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

41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? **2 DIGITS REQUIRED FOR EACH**
 Channel 4
 S4C
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF CHANNEL 4 AND ___ HOURS OF S4C?"

SP

HOUSEHOLD COMPOSITION
 Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day).
INTERVIEWER NOTE: See manual for further details of who to include as household members.

43. **SHOW CARD T.** I would like to just check some details about each person, starting with yourself. The details we need are listed on this card.

INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSPERSON OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE

44. Record sex of **respondent** (1st ITERATION) **household member** (ALL FURTHER INTERATIONS)
 (MAY NOT BE BLANK)
 Male
 Female

SP

45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS
MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER

46. Record age group household member falls into (MAY NOT BE BLANK)
(1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age.
 Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+
MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER

ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48

47. Record marital status of household member (MAY NOT BE BLANK)
 Married/living as married
 Single/widowed/divorced/separated

SP

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

<p>64.SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to?</p> <ul style="list-style-type: none"> 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 Q55g	
<p>55f SHOW CARD VV. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <ul style="list-style-type: none"> Welsh English Welsh and English equally Welsh and other language other than English (equally) Other 	SP
<p>55g SHOW CARD VVV, Do you work for or have a connection with any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for, or have a connection with, any of these? (ASK IF 2+ PERSON HOUSEHOLD)</p> <ul style="list-style-type: none"> A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these 	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)	
<p>56 Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.</p>	
<p>57 And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE 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</p> <p>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			
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday															
Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People															
Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these															
<p>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</p>																			
<p>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</p>																			
60b.	<p>Are you/is the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT</p> <p>Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?</p>	SP																	
<p>PLEASE NOW SKIP TO Q61</p>																			
60c.	<p>Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT</p> <p>Less than 2 months More than 2 months</p>	SP																	
<p>IF UNEMPLOYED LESS THAN 2 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</p>																			
60d.	<p>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</p> <p>In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education</p>	SP																	
<p>PLEASE NOW SKIP TO Q61</p>																			
60e.	<p>Is thatREAD OUT</p> <p>Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?</p>	SP																	
<p>NOW ASK Q61</p>																			
61.	<p>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)</p>																		

61a.	What type of firm or organisation does (did) he/she work in? WRITE IN																													
61b.	What is/(was) (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) 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) (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) 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) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK																													
61c.	What jobs does/(did) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she actually do? PLEASE GIVE DETAILS. WRITE IN																													
61d.	Is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP																												
ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G																														
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK																													
61f.	How many people is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) 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 your/ the chief income earners (<i>ENTER WHICHEVER TEXT APPLIES, I.E. YOUR IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</i>) 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. Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. Yes No	
	WRITE IN >
GO TO Q65	
65. RECORD INTERVIEW LENGTH IN MINUTES	
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.	