

Establishment Survey of TV Homes

**ITV and Channel Four
Area Report
June 2002 – Volume 1**

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INTRODUCTION

This report gives details of the overall populations and television populations for each ITV area, C4 Macro Regions, S4C receivers in the Principality of Wales, and for Cable and Satellite homes. Results are based on survey work conducted between July 2000 and June 2002.

The report is in two volumes. The first provides smoothed results which have an effective date of June 1st 2002, whilst the second contains projections of key demographic data for each month of 2003. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Cable and Satellite data since these projections are updated monthly. Appendix I contains a detailed explanation of the 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		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25249	100	24628	100	24628	100
Receiving ITV	24628	98	24628	100	24628	100
Receiving Any CH4	24597	97	24597	100	24597	100
Receiving CH4	24188	96	24188	98	24188	98
Receiving S4C	1336	5	1336	5	1336	5
Receiving C5	21125	84	21125	86	21125	86
Receiving BBC1	24628	98	24628	100	24628	100
Receiving BBC2	24628	98	24628	100	24628	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25249	100	24628	100	24628	100	24527	100	15949	100
			100		98		100		97		63
					100				100		65
Social Class:	AB	4455	18	4373	18	4373	18	4368	18	3097	19
	C1	7192	28	7043	29	7043	29	7032	29	4906	31
	C2	4885	19	4817	20	4817	20	4810	20	3495	22
	D	3969	16	3886	16	3886	16	3871	16	2556	16
	E	4749	19	4509	18	4509	18	4446	18	1896	12
Housewife Age:	Under 25	1502	6	1414	6	1414	6	1407	6	758	5
	25 - 34	4425	18	4270	17	4270	17	4256	17	2774	17
	35 - 44	5220	21	5095	21	5095	21	5084	21	3805	24
	45 - 54	4356	17	4280	17	4280	17	4270	17	3275	21
	55 - 64	3767	15	3701	15	3701	15	3684	15	2535	16
	65 +	5979	24	5868	24	5868	24	5826	24	2802	18
Household Size:	1	7695	30	7276	30	7276	30	7198	29	2789	17
	2	8681	34	8563	35	8563	35	8550	35	5876	37
	3	3813	15	3775	15	3775	15	3770	15	3069	19
	4	3433	14	3407	14	3407	14	3405	14	2880	18
	5+	1627	6	1606	7	1606	7	1604	7	1335	8
	Average Household Size	2.34		2.36		2.36		2.36		2.66	
Children:	Without	18427	73	17887	73	17887	73	17795	73	10622	67
	With	6822	27	6741	27	6741	27	6731	27	5327	33
	0 - 3	2381	9	2345	10	2345	10	2341	10	1643	10
	4 - 9	3344	13	3299	13	3299	13	3292	13	2581	16
	10 - 15	3449	14	3420	14	3420	14	3416	14	2949	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		24628	100	24628	100
Possessing	Colour Set	24527	100	24527	100
	Teletext Set	21032	85	21032	85
	Remote Ctrl.	23976	97	23976	97
	Portable Set	14837	60	14837	60
Screen Size	- Under 15"	14497	59	14497	59
	- 16 to 19"	2157	9	2157	9
	- 20"and over	22002	89	22002	89
Household With	Single Set	8679	35	8679	35
	Two Sets	9015	37	9015	37
	3+	6934	28	6934	28
VCR's	Without VCR	3702	15	3702	15
	With VCR	20926	85	20926	85
	With 1 VCR	14434	59	14434	59
	With 2+	6493	26	6493	26

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		51182	100	51182	100
Which are:	Colour Set	50562	99	50562	99
	Teletext Set	30935	60	30935	60
	Remote Ctrl.	46595	91	46595	91
	Portable Set	22296	44	22296	44
Screen Size	- Under 15"	21764	43	21764	43
	- 16 to 19"	2469	5	2469	5
	- 20"and over	26949	53	26949	53
VCR Connected		29742	58	29742	58

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		59029	100	58037	100	42444	100
Age	0 - 3	2809	5	2765	5	1923	5
	4 - 9	4466	8	4399	8	3429	8
	10 - 15	4735	8	4691	8	4035	10
	16 - 19	2942	5	2902	5	2449	6
	20 - 24	3597	6	3489	6	2544	6
	25 - 34	8231	14	8028	14	5624	13
	35 - 44	9275	16	9106	16	7007	17
	45 - 54	7708	13	7603	13	6057	14
	55 - 64	6478	11	6391	11	4648	11
	65 +	8788	15	8663	15	4727	11
Adults		47019	100	46183	100	33057	100
	AB	8938	19	8815	19	6674	20
	C1	13784	29	13566	29	10253	31
	C2	10115	22	10012	22	7769	24
	D	7647	16	7534	16	5390	16
	E	6536	14	6256	14	2971	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		29241	100	29788	100	28651	100	29386	100
	0 - 15	6184	21	5826	20	6102	21	5753	20
	16 - 24	3307	11	3233	11	3230	11	3161	11
	25 - 34	4210	14	4022	14	4082	14	3946	13
	35 - 44	4707	16	4569	15	4598	16	4508	15
	45 - 54	3840	13	3867	13	3774	13	3828	13
	55 - 64	3186	11	3292	11	3128	11	3263	11
	65 +	3808	13	4980	17	3738	13	4925	17
Adults		23057	100	23962	100	22550	100	23633	100
	AB	4577	20	4362	18	4503	20	4312	18
	C1	6608	29	7176	30	6484	29	7082	30
	C2	5430	24	4685	20	5364	24	4649	20
	D	3829	17	3818	16	3758	17	3775	16
	E	2614	11	3922	16	2441	11	3815	16
	Working	14872	65	11347	47	14634	65	11231	48
	Not Working	8185	35	12616	53	7916	35	12402	52
Housewives		4885	100	20363	100	4555	100	20073	100
	Working	2398	49	9689	48	2264	50	9585	48
	Not Working	2487	51	10675	52	2291	50	10487	52

LONDON

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5956	100	5772	100	4927	100
Receiving ITV	5772	97	5772	100	4927	100
Receiving Any CH4	5762	97	5762	100	4921	100
Receiving C5	5107	86	5107	88	4599	93
Receiving BBC1	5772	97	5772	100	4927	100
Receiving BBC2	5772	97	5772	100	4927	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		5956	100	5772	100	4927	100	4912	100	2978	100
			100		97		83		82		50
					100		85		85		52
Social Class:	AB	1464	25	1432	25	1229	25	1227	25	795	27
	C1	1887	32	1832	32	1564	32	1563	32	990	33
	C2	999	17	983	17	827	17	827	17	563	19
	D	736	12	714	12	611	12	607	12	359	12
	E	869	15	811	14	696	14	688	14	270	9
Housewife Age:	Under 25	357	6	330	6	285	6	284	6	139	5
	25 - 34	1173	20	1125	19	975	20	975	20	549	18
	35 - 44	1363	23	1322	23	1155	23	1154	24	756	25
	45 - 54	1023	17	1001	17	852	17	850	17	623	21
	55 - 64	817	14	799	14	673	14	668	14	450	15
	65 +	1223	21	1196	21	987	20	980	20	460	15
Household Size:	1	1866	31	1751	30	1503	31	1492	30	561	19
	2	1938	33	1899	33	1598	32	1595	32	1015	34
	3	877	15	864	15	740	15	740	15	550	18
	4	870	15	863	15	745	15	745	15	595	20
	5+	404	7	395	7	341	7	340	7	256	9
	Average Household Size	2.36		2.38		2.38		2.39		2.69	
Children:	Without	4286	72	4131	72	3521	71	3507	71	1957	66
	With	1670	28	1641	28	1406	29	1404	29	1020	34
	0 - 3	621	10	607	11	521	11	520	11	336	11
	4 - 9	811	14	797	14	686	14	685	14	489	16
	10 - 15	798	13	788	14	667	14	667	14	540	18

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5772	100	4927	100
Possessing	Colour Set	5754	100	4912	100
	Teletext Set	4834	84	4140	84
	Remote Ctrl.	5605	97	4784	97
	Portable Set	3325	58	2859	58
Screen Size	- Under 15"	3242	56	2740	56
	- 16 to 19"	598	10	505	10
	- 20"and over	4997	87	4260	86
Household With	Single Set	2273	39	1950	40
	Two Sets	1969	34	1679	34
	3+	1530	27	1299	26
VCR's	Without VCR	955	17	820	17
	With VCR	4818	83	4107	83
	With 1 VCR	3382	59	2871	58
	With 2+	1436	25	1236	25

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11586	100	9850	100
Which are:	Colour Set	11437	99	9719	99
	Teletext Set	7049	61	6085	62
	Remote Ctrl.	10543	91	8995	91
	Portable Set	4868	42	4170	42
Screen Size	- Under 15"	4785	41	4039	41
	- 16 to 19"	690	6	581	6
	- 20"and over	6111	53	5230	53
VCR Connected		6760	58	5774	59

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	14043	100	11745	100	8000	100
Age						
0 - 3	743	5	622	5	398	5
4 - 9	1098	8	927	8	657	8
10 - 15	1098	8	915	8	738	9
16 - 19	686	5	583	5	456	6
20 - 24	891	6	747	6	515	6
25 - 34	2156	15	1818	15	1125	14
35 - 44	2395	17	2031	17	1381	17
45 - 54	1795	13	1505	13	1140	14
55 - 64	1421	10	1175	10	836	10
65 +	1761	13	1423	12	753	9
Adults	11104	100	9281	100	6206	100
AB	2937	26	2478	27	1738	28
C1	3508	32	2930	32	2029	33
C2	2046	18	1709	18	1254	20
D	1435	13	1207	13	774	12
E	1178	11	956	10	413	7

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	6990	100	7053	100	5839	100	5906	100		
0 - 15	1506	22	1433	20	1259	22	1205	20		
16 - 24	792	11	786	11	671	12	658	11		
25 - 34	1108	16	1048	15	932	16	886	15		
35 - 44	1228	18	1167	17	1035	18	995	17		
45 - 54	897	13	898	13	752	13	753	13		
55 - 64	690	10	731	10	568	10	607	10		
65 +	770	11	990	14	621	11	802	14		
Adults	5484	100	5621	100	4580	100	4701	100		
AB	1518	28	1419	25	1283	28	1195	25		
C1	1682	31	1826	32	1402	31	1529	33		
C2	1090	20	956	17	911	20	799	17		
D	726	13	710	13	610	13	597	13		
E	467	9	711	13	375	8	581	12		
Working	3800	69	2820	50	3191	70	2379	51		
Not Working	1683	31	2801	50	1389	30	2321	49		
Housewives	1290	100	4666	100	1058	100	3869	100		
Working	738	57	2349	50	610	58	1966	51		
Not Working	552	43	2317	50	448	42	1904	49		

MIDLANDS

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4786	100	4695	100	3882	100
Receiving ITV	4695	98	4695	100	3882	100
Receiving Any CH4	4688	98	4688	100	3878	100
Receiving C5	4408	92	4408	94	3669	95
Receiving BBC1	4695	98	4695	100	3882	100
Receiving BBC2	4695	98	4695	100	3882	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		4786	100	4695	100	3882	100	3867	100	2583	100
			100		98		81		81		54
					100		83		82		55
Social Class:	AB	803	17	792	17	657	17	657	17	475	18
	C1	1337	28	1315	28	1098	28	1096	28	790	31
	C2	1022	21	1007	21	829	21	827	21	602	23
	D	829	17	813	17	668	17	666	17	452	18
	E	795	17	768	16	629	16	621	16	264	10
Housewife Age:	Under 25	270	6	257	5	214	6	212	5	125	5
	25 - 34	848	18	823	18	688	18	685	18	466	18
	35 - 44	972	20	956	20	805	21	801	21	637	25
	45 - 54	845	18	835	18	691	18	690	18	528	20
	55 - 64	730	15	720	15	590	15	589	15	406	16
	65 +	1121	23	1105	24	895	23	890	23	421	16
Household Size:	1	1364	28	1303	28	1068	28	1058	27	401	16
	2	1723	36	1704	36	1408	36	1406	36	981	38
	3	737	15	731	16	607	16	607	16	520	20
	4	640	13	636	14	532	14	531	14	454	18
	5+	322	7	319	7	267	7	266	7	227	9
	Average Household Size	2.36		2.38		2.39		2.39		2.69	
Children:	Without	3483	73	3402	72	2805	72	2792	72	1700	66
	With	1303	27	1292	28	1077	28	1075	28	883	34
	0 - 3	448	9	444	9	369	10	369	10	270	10
	4 - 9	643	13	637	14	535	14	533	14	430	17
	10 - 15	678	14	674	14	562	14	562	15	495	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4695	100	3882	100
Possessing	Colour Set	4677	100	3867	100
	Teletext Set	4075	87	3392	87
	Remote Ctrl.	4572	97	3788	98
	Portable Set	2723	58	2305	59
Screen Size	- Under 15"	2663	57	2255	58
	- 16 to 19"	438	9	367	9
	- 20"and over	4295	91	3549	91
Household With	Single Set	1647	35	1298	33
	Two Sets	1771	38	1498	39
	3+	1276	27	1085	28
VCR's	Without VCR	686	15	573	15
	With VCR	4008	85	3309	85
	With 1 VCR	2693	57	2168	56
	With 2+	1316	28	1141	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9703	100	8135	100
Which are:	Colour Set	9592	99	8030	99
	Teletext Set	5944	61	5021	62
	Remote Ctrl.	8811	91	7357	90
	Portable Set	4108	42	3480	43
Screen Size	- Under 15"	3958	41	3354	41
	- 16 to 19"	515	5	431	5
	- 20"and over	5231	54	4350	53
VCR Connected		5758	59	4813	59

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		11318	100	9274	100	6962	100
Age	0 - 3	528	5	434	5	314	5
	4 - 9	858	8	709	8	571	8
	10 - 15	927	8	770	8	674	10
	16 - 19	539	5	445	5	386	6
	20 - 24	662	6	544	6	421	6
	25 - 34	1573	14	1284	14	941	14
	35 - 44	1771	16	1469	16	1187	17
	45 - 54	1502	13	1226	13	978	14
	55 - 64	1274	11	1043	11	763	11
	65 +	1684	15	1351	15	725	10
Adults		9005	100	7362	100	5402	100
	AB	1617	18	1326	18	1019	19
	C1	2610	29	2153	29	1682	31
	C2	2080	23	1700	23	1328	25
	D	1603	18	1309	18	959	18
	E	1095	12	874	12	415	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5630	100	5689	100	4598	100	4676	100
	0 - 15	1188	21	1126	20	979	21	933	20
	16 - 24	606	11	595	10	495	11	493	11
	25 - 34	799	14	773	14	647	14	637	14
	35 - 44	903	16	868	15	744	16	725	15
	45 - 54	757	13	745	13	619	13	607	13
	55 - 64	639	11	635	11	523	11	520	11
	65 +	737	13	947	17	590	13	760	16
Adults		4442	100	4563	100	3618	100	3743	100
	AB	820	18	797	17	668	18	658	18
	C1	1264	28	1345	29	1042	29	1111	30
	C2	1124	25	956	21	919	25	781	21
	D	810	18	793	17	657	18	651	17
	E	423	10	671	15	332	9	542	14
	Working	2955	67	2233	49	2418	67	1847	49
	Not Working	1487	33	2330	51	1201	33	1896	51
Housewives		891	100	3895	100	703	100	3179	100
	Working	465	52	1918	49	369	53	1581	50
	Not Working	426	48	1977	51	334	47	1598	50

NORTH WEST

Table 1		Television Reception					
	All Households		TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3151	100	3086	100	2852	100	
Receiving ITV	3086	98	3086	100	2852	100	
Receiving Any CH4	3084	98	3084	100	2851	100	
Receiving C5	2887	92	2887	94	2700	95	
Receiving BBC1	3086	98	3086	100	2852	100	
Receiving BBC2	3086	98	3086	100	2852	100	

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		3151	100	3086	100	2852	100	2842	100	1983	100
			100		98		91		90		63
					100		92		92		64
Social Class:	AB	451	14	447	14	406	14	406	14	326	16
	C1	860	27	845	27	784	27	784	28	604	30
	C2	621	20	614	20	565	20	565	20	436	22
	D	556	18	546	18	507	18	506	18	359	18
	E	663	21	634	21	589	21	581	20	257	13
Housewife Age:	Under 25	187	6	178	6	161	6	160	6	94	5
	25 - 34	513	16	498	16	463	16	462	16	338	17
	35 - 44	638	20	626	20	584	20	583	21	477	24
	45 - 54	536	17	525	17	486	17	486	17	396	20
	55 - 64	496	16	490	16	452	16	451	16	322	16
	65 +	781	25	770	25	706	25	700	25	356	18
Household Size:	1	960	30	914	30	843	30	835	29	352	18
	2	1064	34	1055	34	967	34	966	34	714	36
	3	489	16	485	16	453	16	453	16	392	20
	4	427	14	424	14	392	14	392	14	349	18
	5+	211	7	208	7	196	7	196	7	175	9
	Average Household Size	2.35		2.37		2.37		2.38		2.67	
Children:	Without	2284	72	2226	72	2050	72	2040	72	1311	66
	With	867	28	860	28	802	28	801	28	672	34
	0 - 3	294	9	290	9	269	9	268	9	199	10
	4 - 9	423	13	418	14	392	14	392	14	325	16
	10 - 15	448	14	445	14	415	15	415	15	379	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3086	100	2852	100
Possessing	Colour Set	3076	100	2842	100
	Teletext Set	2726	88	2528	89
	Remote Ctrl.	3022	98	2800	98
	Portable Set	1874	61	1724	60
Screen Size	- Under 15"	1853	60	1702	60
	- 16 to 19"	196	6	191	7
	- 20"and over	2890	94	2671	94
Household With	Single Set	952	31	869	30
	Two Sets	1195	39	1109	39
	3+	939	30	874	31
VCR's	Without VCR	425	14	379	13
	With VCR	2662	86	2473	87
	With 1 VCR	1771	57	1640	58
	With 2+	890	29	832	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6661	100	6168	100
Which are:	Colour Set	6601	99	6115	99
	Teletext Set	4091	61	3795	62
	Remote Ctrl.	6114	92	5668	92
	Portable Set	2813	42	2588	42
Screen Size	- Under 15"	2806	42	2582	42
	- 16 to 19"	224	3	219	4
	- 20"and over	3631	55	3367	55
VCR Connected		3872	58	3608	58

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	7410	100	6770	100	5300	100
Age						
0 - 3	341	5	311	5	229	4
4 - 9	560	8	518	8	425	8
10 - 15	622	8	578	9	529	10
16 - 19	384	5	349	5	305	6
20 - 24	443	6	398	6	314	6
25 - 34	994	13	908	13	709	13
35 - 44	1132	15	1040	15	874	16
45 - 54	962	13	876	13	745	14
55 - 64	836	11	762	11	577	11
65 +	1136	15	1029	15	593	11
Adults	5888	100	5363	100	4116	100
AB	906	15	817	15	688	17
C1	1683	29	1540	29	1287	31
C2	1308	22	1195	22	977	24
D	1076	18	990	18	757	18
E	914	16	820	15	407	10

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	3665	100	3745	100	3340	100	3430	100	3430	100
0 - 15	787	21	736	20	728	22	680	20	680	20
16 - 24	416	11	411	11	375	11	372	11	372	11
25 - 34	514	14	480	13	465	14	443	13	443	13
35 - 44	573	16	559	15	526	16	514	15	514	15
45 - 54	483	13	479	13	436	13	440	13	440	13
55 - 64	414	11	422	11	377	11	385	11	385	11
65 +	478	13	658	18	433	13	596	17	596	17
Adults	2878	100	3009	100	2613	100	2750	100	2750	100
AB	464	16	442	15	420	16	397	14	397	14
C1	801	28	882	29	733	28	807	29	807	29
C2	702	24	607	20	640	24	556	20	556	20
D	537	19	540	18	490	19	500	18	500	18
E	376	13	539	18	330	13	491	18	491	18
Working	1787	62	1420	47	1629	62	1300	47	1300	47
Not Working	1092	38	1590	53	984	38	1450	53	1450	53
Housewives	577	100	2574	100	504	100	2347	100	2347	100
Working	259	45	1206	47	231	46	1101	47	1101	47
Not Working	318	55	1369	53	273	54	1247	53	1247	53

YORKSHIRE

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2878	100	2807	100	2479	100
Receiving ITV	2807	98	2807	100	2479	100
Receiving Any CH4	2804	97	2804	100	2477	100
Receiving C5	2551	89	2551	91	2232	90
Receiving BBC1	2807	98	2807	100	2479	100
Receiving BBC2	2807	98	2807	100	2479	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2878	100	2807	100	2479	100	2467	100	1664	100
			100		98		86		86		58
					100		88		88		59
Social Class:	AB	370	13	363	13	316	13	315	13	242	15
	C1	784	27	772	27	675	27	675	27	503	30
	C2	582	20	574	20	509	21	508	21	383	23
	D	499	17	489	17	426	17	425	17	293	18
	E	642	22	609	22	553	22	543	22	243	15
Housewife Age:	Under 25	177	6	167	6	149	6	149	6	87	5
	25 - 34	477	17	462	16	403	16	402	16	290	17
	35 - 44	583	20	572	20	508	20	506	21	397	24
	45 - 54	481	17	472	17	420	17	418	17	321	19
	55 - 64	445	15	436	16	382	15	381	15	267	16
	65 +	714	25	700	25	616	25	612	25	301	18
Household Size:	1	856	30	807	29	716	29	708	29	298	18
	2	1024	36	1010	36	889	36	887	36	630	38
	3	442	15	439	16	381	15	380	15	315	19
	4	376	13	374	13	333	13	333	13	290	17
	5+	179	6	177	6	160	6	160	6	131	8
Average Household Size		2.33		2.35		2.35		2.36		2.63	
Children:	Without	2100	73	2034	72	1800	73	1789	73	1109	67
	With	778	27	773	28	679	27	678	27	555	33
	0 - 3	260	9	257	9	225	9	225	9	163	10
	4 - 9	379	13	376	13	328	13	327	13	271	16
	10 - 15	401	14	400	14	357	14	357	14	317	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2807	100	2479	100
Possessing	Colour Set	2794	100	2467	100
	Teletext Set	2392	85	2106	85
	Remote Ctrl.	2724	97	2404	97
	Portable Set	1886	67	1690	68
Screen Size	- Under 15"	1726	61	1531	62
	- 16 to 19"	254	9	210	8
	- 20"and over	2514	90	2211	89
Household With	Single Set	918	33	815	33
	Two Sets	1068	38	939	38
	3+	820	29	725	29
VCR's	Without VCR	413	15	368	15
	With VCR	2394	85	2111	85
	With 1 VCR	1659	59	1475	60
	With 2+	735	26	636	26

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5949	100	5260	100
Which are:	Colour Set	5851	98	5171	98
	Teletext Set	3577	60	3152	60
	Remote Ctrl.	5376	90	4763	91
	Portable Set	2832	48	2560	49
Screen Size	- Under 15"	2582	43	2309	44
	- 16 to 19"	288	5	240	5
	- 20"and over	3079	52	2711	52
VCR Connected		3381	57	2972	57

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	6710	100	5837	100	4373	100
Age						
0 - 3	310	5	270	5	190	4
4 - 9	504	8	436	7	357	8
10 - 15	546	8	484	8	429	10
16 - 19	344	5	307	5	256	6
20 - 24	395	6	341	6	251	6
25 - 34	882	13	756	13	573	13
35 - 44	1048	16	913	16	725	17
45 - 54	883	13	777	13	616	14
55 - 64	747	11	644	11	472	11
65 +	1050	16	909	16	505	12
Adults	5349	100	4647	100	3397	100
AB	738	14	635	14	513	15
C1	1534	29	1339	29	1050	31
C2	1216	23	1069	23	838	25
D	951	18	814	18	605	18
E	911	17	790	17	391	12

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	3329	100	3381	100	2890	100	2947	100		
0 - 15	694	21	666	20	609	21	581	20		
16 - 24	379	11	360	11	333	12	315	11		
25 - 34	452	14	430	13	384	13	372	13		
35 - 44	535	16	513	15	461	16	451	15		
45 - 54	446	13	438	13	393	14	384	13		
55 - 64	368	11	379	11	316	11	328	11		
65 +	456	14	594	18	393	14	516	17		
Adults	2635	100	2714	100	2281	100	2366	100		
AB	380	14	358	13	329	14	306	13		
C1	733	28	801	29	637	28	702	30		
C2	657	25	559	21	577	25	492	21		
D	477	18	474	17	406	18	408	17		
E	388	15	522	19	332	15	457	19		
Working	1640	62	1234	45	1417	62	1075	45		
Not Working	995	38	1480	55	864	38	1290	55		
Housewives	527	100	2351	100	437	100	2042	100		
Working	236	45	1078	46	197	45	939	46		
Not Working	290	55	1273	54	240	55	1102	54		

CENTRAL SCOTLAND

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1671	100	1630	100	1559	100
Receiving ITV	1630	98	1630	100	1559	100
Receiving Any CH4	1629	98	1629	100	1558	100
Receiving C5	1477	88	1477	91	1416	91
Receiving BBC1	1630	98	1630	100	1559	100
Receiving BBC2	1630	98	1630	100	1559	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1671	100	1630	100	1559	100	1548	100	979	100
			100		98		93		93		59
					100		96		95		60
Social Class:	AB	246	15	239	15	226	15	225	15	158	16
	C1	429	26	422	26	406	26	405	26	273	28
	C2	282	17	279	17	262	17	262	17	193	20
	D	279	17	274	17	262	17	261	17	172	18
	E	435	26	417	26	402	26	394	25	182	19
Housewife Age:	Under 25	110	7	105	6	100	6	100	6	47	5
	25 - 34	290	17	281	17	270	17	267	17	167	17
	35 - 44	351	21	338	21	325	21	324	21	234	24
	45 - 54	294	18	290	18	278	18	277	18	207	21
	55 - 64	251	15	247	15	235	15	233	15	159	16
	65 +	375	22	369	23	350	22	347	22	165	17
Household Size:	1	560	34	533	33	511	33	503	32	188	19
	2	554	33	545	33	517	33	516	33	355	36
	3	253	15	250	15	241	15	240	15	190	19
	4	227	14	225	14	218	14	217	14	184	19
	5+	77	5	76	5	73	5	72	5	63	6
	Average Household Size	2.24		2.26		2.26		2.26		2.59	
Children:	Without	1231	74	1196	73	1141	73	1132	73	655	67
	With	440	26	434	27	418	27	416	27	324	33
	0 - 3	145	9	143	9	136	9	135	9	93	10
	4 - 9	212	13	208	13	200	13	199	13	156	16
	10 - 15	218	13	217	13	210	13	209	13	178	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1630	100	1559	100
Possessing	Colour Set	1620	99	1548	99
	Teletext Set	1369	84	1308	84
	Remote Ctrl.	1577	97	1506	97
	Portable Set	992	61	953	61
Screen Size	- Under 15"	986	60	950	61
	- 16 to 19"	155	9	141	9
	- 20"and over	1391	85	1335	86
Household With	Single Set	609	37	580	37
	Two Sets	581	36	560	36
	3+	440	27	419	27
VCR's	Without VCR	240	15	233	15
	With VCR	1391	85	1326	85
	With 1 VCR	913	56	865	55
	With 2+	477	29	462	30

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3292	100	3149	100
Which are:	Colour Set	3259	99	3117	99
	Teletext Set	1991	60	1908	61
	Remote Ctrl.	3067	93	2931	93
	Portable Set	1465	44	1406	45
Screen Size	- Under 15"	1445	44	1391	44
	- 16 to 19"	178	5	163	5
	- 20"and over	1668	51	1595	51
VCR Connected		2030	62	1944	62

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	3740	100	3520	100	2532	100
Age						
0 - 3	167	4	156	4	108	4
4 - 9	275	7	258	7	200	8
10 - 15	288	8	277	8	234	9
16 - 19	195	5	186	5	155	6
20 - 24	255	7	239	7	160	6
25 - 34	523	14	492	14	337	13
35 - 44	596	16	559	16	421	17
45 - 54	501	13	474	13	373	15
55 - 64	410	11	386	11	278	11
65 +	530	14	494	14	267	11
Adults	3010	100	2829	100	1991	100
AB	488	16	455	16	345	17
C1	816	27	775	27	571	29
C2	584	19	547	19	432	22
D	527	18	497	18	358	18
E	594	20	554	20	285	14

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	1815	100	1925	100	1703	100	1817	100	100	100
0 - 15	379	21	350	18	359	21	332	18	332	18
16 - 24	220	12	230	12	207	12	218	12	218	12
25 - 34	264	15	259	13	247	15	245	13	245	13
35 - 44	294	16	302	16	273	16	285	16	285	16
45 - 54	245	13	256	13	229	13	244	13	244	13
55 - 64	195	11	215	11	184	11	202	11	202	11
65 +	218	12	312	16	203	12	292	16	292	16
Adults	1436	100	1574	100	1343	100	1486	100	100	100
AB	242	17	246	16	226	17	229	15	229	15
C1	377	26	438	28	358	27	418	28	418	28
C2	311	22	272	17	291	22	257	17	257	17
D	264	18	264	17	247	18	251	17	251	17
E	241	17	354	22	222	17	332	22	332	22
Working	866	60	714	45	812	60	677	46	677	46
Not Working	569	40	860	55	531	40	808	54	808	54
Housewives	323	100	1348	100	288	100	1271	100	100	100
Working	130	40	618	46	114	40	584	46	584	46
Not Working	193	60	730	54	174	60	686	54	686	54

NORTH SCOTLAND

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	594	100	578	100	519	100
Receiving ITV	578	97	578	100	519	100
Receiving Any CH4	578	97	578	100	518	100
Receiving C5	443	75	443	77	409	79
Receiving BBC1	578	97	578	100	519	100
Receiving BBC2	578	97	578	100	519	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		594	100	578	100	519	100	516	100	358	100
			100		97		87		87		60
					100		90		89		62
Social Class:	AB	101	17	100	17	88	17	88	17	67	19
	C1	159	27	156	27	139	27	138	27	102	28
	C2	121	20	120	21	105	20	105	20	81	22
	D	99	17	98	17	91	18	90	18	66	18
	E	113	19	104	18	97	19	95	18	43	12
Housewife Age:	Under 25	36	6	34	6	29	6	29	6	16	5
	25 - 34	87	15	85	15	77	15	76	15	55	15
	35 - 44	127	21	124	21	110	21	110	21	90	25
	45 - 54	104	18	102	18	91	17	90	18	73	20
	55 - 64	95	16	93	16	82	16	82	16	60	17
	65 +	146	25	142	24	129	25	128	25	64	18
Household Size:	1	198	33	186	32	170	33	168	33	72	20
	2	209	35	208	36	184	36	184	36	140	39
	3	86	14	85	15	75	14	74	14	66	18
	4	72	12	72	12	64	12	64	12	56	16
	5+	28	5	28	5	26	5	25	5	24	7
Average Household Size		2.21		2.23		2.22		2.23		2.51	
Children:	Without	448	75	434	75	391	75	389	75	249	69
	With	146	25	144	25	127	25	127	25	110	31
	0 - 3	49	8	48	8	43	8	43	8	33	9
	4 - 9	71	12	70	12	62	12	62	12	53	15
	10 - 15	72	12	71	12	63	12	63	12	58	16

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		578	100	519	100
Possessing	Colour Set	576	100	516	100
	Teletext Set	496	86	447	86
	Remote Ctrl.	571	99	514	99
	Portable Set	376	65	336	65
Screen Size	- Under 15"	366	63	328	63
	- 16 to 19"	66	11	62	12
	- 20"and over	493	85	446	86
Household With	Single Set	188	32	160	31
	Two Sets	215	37	197	38
	3+	176	30	162	31
VCR's	Without VCR	71	12	64	12
	With VCR	507	88	454	88
	With 1 VCR	381	66	341	66
	With 2+	127	22	113	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1228	100	1118	100
Which are:	Colour Set	1223	100	1112	99
	Teletext Set	698	57	638	57
	Remote Ctrl.	1170	95	1061	95
	Portable Set	564	46	508	45
Screen Size	- Under 15"	543	44	489	44
	- 16 to 19"	75	6	72	6
	- 20"and over	610	50	557	50
VCR Connected		676	55	607	54

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		1313	100	1153	100	900	100
Age	0 - 3	58	4	51	4	39	4
	4 - 9	91	7	79	7	67	7
	10 - 15	100	8	89	8	82	9
	16 - 19	58	4	52	4	48	5
	20 - 24	82	6	71	6	52	6
	25 - 34	161	12	142	12	106	12
	35 - 44	215	16	189	16	161	18
	45 - 54	182	14	158	14	132	15
	55 - 64	157	12	137	12	106	12
	65 +	209	16	186	16	105	12
Adults		1064	100	934	100	712	100
	AB	193	18	168	18	136	19
	C1	299	28	262	28	208	29
	C2	250	23	215	23	178	25
	D	177	17	162	17	126	18
	E	146	14	128	14	64	9

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		652	100	661	100	573	100	580	100
0 - 15		130	20	119	18	115	20	104	18
	16 - 24	74	11	66	10	66	12	56	10
	25 - 34	86	13	75	11	76	13	66	11
	35 - 44	107	16	108	16	94	16	95	16
	45 - 54	95	15	87	13	82	14	76	13
	55 - 64	73	11	84	13	63	11	74	13
	65 +	87	13	122	18	77	13	109	19
Adults		522	100	542	100	458	100	476	100
	AB	97	19	95	18	84	18	83	18
	C1	145	28	154	28	128	28	134	28
	C2	133	25	117	22	114	25	101	21
	D	91	17	86	16	84	18	78	16
	E	56	11	90	17	48	11	79	17
Working	344	66	257	47	305	67	226	47	
Not Working	178	34	285	53	153	33	250	53	
Housewives		123	100	471	100	106	100	412	100
	Working	64	52	228	48	58	55	199	48
	Not Working	59	48	244	52	48	45	213	52

CENTRAL SCOTLAND & NORTH SCOTLAND

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2133	100	2081	100	2069	100
Receiving ITV	2081	98	2081	100	2069	100
Receiving Any CH4	2079	97	2079	100	2068	100
Receiving C5	1828	86	1828	88	1819	88
Receiving BBC1	2081	98	2081	100	2069	100
Receiving BBC2	2081	98	2081	100	2069	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2133	100	2081	100	2069	100	2057	100	1333	100
			100		98		99		96		63
					100				99		64
Social Class:	AB	323	15	315	15	313	15	312	15	225	17
	C1	553	26	544	26	541	26	540	26	373	28
	C2	372	17	368	18	365	18	365	18	272	20
	D	359	17	353	17	352	17	350	17	237	18
	E	526	25	501	24	498	24	489	24	226	17
Housewife Age:	Under 25	136	6	130	6	129	6	129	6	63	5
	25 - 34	358	17	347	17	346	17	342	17	223	17
	35 - 44	451	21	437	21	434	21	432	21	323	24
	45 - 54	376	18	371	18	367	18	366	18	279	21
	55 - 64	323	15	317	15	315	15	313	15	217	16
	65 +	490	23	480	23	478	23	474	23	228	17
Household Size:	1	717	34	681	33	679	33	669	33	259	19
	2	715	34	704	34	699	34	698	34	493	37
	3	319	15	315	15	314	15	312	15	255	19
	4	283	13	281	14	280	14	279	14	240	18
	5+	99	5	99	5	98	5	98	5	86	6
	Average Household Size	2.23		2.25		2.25		2.25		2.57	
Children:	Without	1580	74	1535	74	1526	74	1516	74	900	68
	With	553	26	546	26	543	26	541	26	433	32
	0 - 3	182	9	179	9	178	9	177	9	126	9
	4 - 9	267	13	263	13	261	13	260	13	209	16
	10 - 15	274	13	272	13	271	13	270	13	236	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2081	100	2069	100
Possessing	Colour Set	2068	99	2057	99
	Teletext Set	1757	84	1749	85
	Remote Ctrl.	2023	97	2012	97
	Portable Set	1289	62	1286	62
Screen Size	- Under 15"	1277	61	1274	62
	- 16 to 19"	204	10	203	10
	- 20"and over	1784	86	1774	86
Household With	Single Set	743	36	736	36
	Two Sets	758	36	754	36
	3+	579	28	579	28
VCR's	Without VCR	299	14	297	14
	With VCR	1782	86	1773	86
	With 1 VCR	1210	58	1202	58
	With 2+	571	27	570	28

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4268	100	4252	100
Which are:	Colour Set	4230	99	4214	99
	Teletext Set	2544	60	2535	60
	Remote Ctrl.	3992	94	3978	94
	Portable Set	1910	45	1906	45
Screen Size	- Under 15"	1877	44	1873	44
	- 16 to 19"	235	6	234	6
	- 20"and over	2156	51	2145	50
VCR Connected		2546	60	2536	60

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		4758	100	4652	100	3421	100
Age	0 - 3	211	4	206	4	146	4
	4 - 9	344	7	335	7	266	8
	10 - 15	368	8	364	8	315	9
	16 - 19	239	5	236	5	203	6
	20 - 24	319	7	309	7	212	6
	25 - 34	648	14	633	14	443	13
	35 - 44	766	16	744	16	579	17
	45 - 54	639	13	628	13	504	15
	55 - 64	529	11	519	11	382	11
	65 +	692	15	678	15	371	11
Adults		3834	100	3746	100	2694	100
	AB	635	17	621	17	481	18
	C1	1049	27	1030	27	773	29
	C2	769	20	759	20	606	23
	D	669	17	656	18	483	18
	E	713	19	680	18	350	13

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2321	100	2437	100	2265	100	2387	100
0 - 15		480	21	444	18	472	21	433	18
	16 - 24	278	12	280	12	272	12	273	11
	25 - 34	332	14	316	13	322	14	310	13
	35 - 44	380	16	387	16	366	16	378	16
	45 - 54	316	14	324	13	309	14	319	13
	55 - 64	250	11	279	11	245	11	274	11
	65 +	286	12	406	17	279	12	399	17
Adults		1841	100	1993	100	1793	100	1954	100
	AB	317	17	319	16	309	17	312	16
	C1	492	27	557	28	482	27	549	28
	C2	410	22	359	18	403	22	356	18
	D	336	18	332	17	329	18	328	17
	E	287	16	426	21	270	15	410	21
Working		1131	61	912	46	1111	62	899	46
	Not Working	710	39	1081	54	682	38	1055	54
Housewives		422	100	1711	100	394	100	1676	100
	Working	182	43	792	46	171	43	780	47
	Not Working	241	57	919	54	223	57	896	53

WALES & WEST

	Table 1						Television Reception					
	All Households		TV Households		Home ITV Households							
	000's	%	000's	%	000's	%						
Total	2223	100	2179	100	1975	100						
Receiving ITV	2179	98	2179	100	1975	100						
Receiving Any CH4	2177	98	2177	100	1974	100						
Receiving C5	1733	78	1733	80	1562	79						
Receiving BBC1	2179	98	2179	100	1975	100						
Receiving BBC2	2179	98	2179	100	1975	100						

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2223	100	2179	100	1975	100	1969	100	1306	100
			100		98		89		89		59
					100		91		90		60
Social Class:	AB	324	15	320	15	286	14	286	15	204	16
	C1	641	29	628	29	577	29	577	29	411	31
	C2	463	21	456	21	407	21	406	21	301	23
	D	383	17	378	17	342	17	342	17	231	18
	E	413	19	397	18	362	18	358	18	160	12
Housewife Age:	Under 25	123	6	115	5	108	5	107	5	54	4
	25 - 34	353	16	344	16	312	16	312	16	204	16
	35 - 44	429	19	421	19	381	19	380	19	299	23
	45 - 54	394	18	388	18	353	18	353	18	281	21
	55 - 64	349	16	345	16	311	16	310	16	217	17
	65 +	574	26	566	26	509	26	507	26	250	19
Household Size:	1	642	29	610	28	550	28	545	28	204	16
	2	790	36	783	36	710	36	709	36	494	38
	3	339	15	337	15	307	16	307	16	255	19
	4	308	14	306	14	277	14	277	14	241	18
	5+	144	6	143	7	131	7	131	7	113	9
Average Household Size		2.36		2.38		2.38		2.39		2.70	
Children:	Without	1651	74	1612	74	1463	74	1457	74	894	68
	With	572	26	567	26	512	26	511	26	412	32
	0 - 3	197	9	195	9	179	9	178	9	125	10
	4 - 9	285	13	282	13	254	13	254	13	208	16
	10 - 15	303	14	302	14	272	14	272	14	237	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2179	100	1975	100
Possessing	Colour Set	2172	100	1969	100
	Teletext Set	1850	85	1686	85
	Remote Ctrl.	2132	98	1935	98
	Portable Set	1304	60	1191	60
Screen Size	- Under 15"	1284	59	1175	59
	- 16 to 19"	146	7	130	7
	- 20"and over	1969	90	1787	90
Household With	Single Set	751	34	669	34
	Two Sets	797	37	722	37
	3+	631	29	584	30
VCR's	Without VCR	284	13	246	12
	With VCR	1895	87	1729	88
	With 1 VCR	1291	59	1179	60
	With 2+	604	28	550	28

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4575	100	4174	100
Which are:	Colour Set	4536	99	4138	99
	Teletext Set	2708	59	2475	59
	Remote Ctrl.	4207	92	3829	92
	Portable Set	2008	44	1839	44
Screen Size	- Under 15"	2000	44	1835	44
	- 16 to 19"	158	3	140	3
	- 20"and over	2417	53	2199	53
VCR Connected		2725	60	2493	60

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	5250	100	4710	100	3527	100
Age						
0 - 3	230	4	207	4	145	4
4 - 9	380	7	338	7	272	8
10 - 15	423	8	380	8	333	9
16 - 19	268	5	243	5	212	6
20 - 24	309	6	279	6	206	6
25 - 34	674	13	604	13	435	12
35 - 44	781	15	697	15	558	16
45 - 54	709	14	641	14	527	15
55 - 64	608	12	543	12	404	11
65 +	869	17	777	16	436	12
Adults	4217	100	3785	100	2777	100
AB	664	16	591	16	454	16
C1	1258	30	1142	30	882	32
C2	966	23	862	23	681	25
D	757	18	682	18	507	18
E	572	14	508	13	254	9

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	2603	100	2647	100	2330	100	2380	100	2380	100
0 - 15	533	20	500	19	478	21	447	19	447	19
16 - 24	300	12	277	10	272	12	250	10	250	10
25 - 34	351	13	323	12	315	14	289	12	289	12
35 - 44	395	15	385	15	349	15	348	15	348	15
45 - 54	350	13	359	14	316	14	325	14	325	14
55 - 64	300	12	308	12	267	11	276	12	276	12
65 +	374	14	495	19	331	14	445	19	445	19
Adults	2070	100	2147	100	1851	100	1933	100	1933	100
AB	343	17	321	15	307	17	284	15	284	15
C1	610	29	648	30	553	30	590	31	590	31
C2	512	25	454	21	455	25	407	21	407	21
D	380	18	377	18	342	18	340	18	340	18
E	225	11	348	16	195	11	313	16	313	16
Working	1280	62	960	45	1144	62	863	45	863	45
Not Working	790	38	1187	55	707	38	1071	55	1071	55
Housewives	384	100	1839	100	320	100	1656	100	1656	100
Working	165	43	835	45	135	42	751	45	751	45
Not Working	219	57	1004	55	185	58	904	55	904	55

SOUTH & SOUTH EAST + CH.IS

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2842	100	2785	100	2462	100
Receiving ITV	2785	98	2785	100	2462	100
Receiving Any CH4	2780	98	2780	100	2459	100
Receiving C5	1668	59	1668	60	1434	58
Receiving BBC1	2785	98	2785	100	2462	100
Receiving BBC2	2785	98	2785	100	2462	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2842	100	2785	100	2462	100	2454	100	1704	100
			100		98		87		86		60
					100		88		88		61
Social Class:	AB	661	23	649	23	565	23	565	23	416	24
	C1	900	32	887	32	784	32	781	32	563	33
	C2	562	20	555	20	495	20	494	20	378	22
	D	361	13	352	13	318	13	315	13	217	13
	E	358	13	342	12	301	12	298	12	129	8
Housewife Age:	Under 25	166	6	161	6	142	6	141	6	87	5
	25 - 34	493	17	481	17	425	17	423	17	297	17
	35 - 44	546	19	531	19	469	19	469	19	374	22
	45 - 54	491	17	484	17	423	17	423	17	348	20
	55 - 64	417	15	411	15	363	15	362	15	263	15
	65 +	729	26	718	26	640	26	636	26	335	20
Household Size:	1	852	30	813	29	719	29	711	29	307	18
	2	1022	36	1012	36	897	36	897	37	651	38
	3	418	15	416	15	370	15	370	15	319	19
	4	384	14	381	14	334	14	334	14	298	17
	5+	166	6	163	6	142	6	142	6	130	8
Average Household Size		2.31		2.33		2.32		2.33		2.61	
Children:	Without	2096	74	2048	74	1812	74	1804	74	1153	68
	With	746	26	737	26	650	26	649	26	551	32
	0 - 3	273	10	268	10	237	10	236	10	180	11
	4 - 9	367	13	364	13	319	13	319	13	269	16
	10 - 15	361	13	358	13	317	13	316	13	289	17

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2785	100	2462	100
Possessing	Colour Set	2776	100	2454	100
	Teletext Set	2374	85	2105	85
	Remote Ctrl.	2726	98	2414	98
	Portable Set	1682	60	1505	61
Screen Size	- Under 15"	1733	62	1561	63
	- 16 to 19"	268	10	238	10
	- 20"and over	2475	89	2188	89
Household With	Single Set	895	32	758	31
	Two Sets	983	35	877	36
	3+	907	33	827	34
VCR's	Without VCR	382	14	333	14
	With VCR	2403	86	2130	86
	With 1 VCR	1623	58	1416	58
	With 2+	780	28	713	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6123	100	5488	100
Which are:	Colour Set	6046	99	5418	99
	Teletext Set	3536	58	3141	57
	Remote Ctrl.	5496	90	4914	90
	Portable Set	2640	43	2386	43
Screen Size	- Under 15"	2694	44	2446	45
	- 16 to 19"	318	5	282	5
	- 20"and over	3111	51	2760	50
VCR Connected		3482	57	3124	57

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		6576	100	5721	100	4447	100
Age	0 - 3	325	5	281	5	212	5
	4 - 9	500	8	432	8	366	8
	10 - 15	506	8	439	8	402	9
	16 - 19	291	4	258	5	239	5
	20 - 24	385	6	331	6	255	6
	25 - 34	917	14	796	14	592	13
	35 - 44	979	15	852	15	698	16
	45 - 54	848	13	734	13	625	14
	55 - 64	744	11	640	11	493	11
	65 +	1082	16	958	17	564	13
Adults		5246	100	4569	100	3467	100
	AB	1313	25	1126	25	889	26
	C1	1671	32	1463	32	1131	33
	C2	1141	22	1004	22	816	24
	D	664	13	589	13	448	13
	E	457	9	387	8	182	5

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3254	100	3322	100	2823	100	2898	100
	0 - 15	689	21	641	19	596	21	556	19
	16 - 24	339	10	337	10	293	10	296	10
	25 - 34	467	14	450	14	404	14	392	14
	35 - 44	497	15	482	14	433	15	419	14
	45 - 54	414	13	434	13	358	13	375	13
	55 - 64	372	11	371	11	316	11	324	11
	65 +	476	15	606	18	422	15	536	19
Adults		2565	100	2681	100	2226	100	2342	100
	AB	664	26	650	24	570	26	556	24
	C1	795	31	877	33	694	31	769	33
	C2	611	24	530	20	536	24	468	20
	D	331	13	333	12	292	13	298	13
	E	165	6	292	11	135	6	252	11
	Working	1733	68	1341	50	1498	67	1167	50
	Not Working	831	32	1340	50	729	33	1175	50
Housewives		531	100	2311	100	448	100	2014	100
	Working	274	52	1161	50	232	52	1007	50
	Not Working	256	48	1150	50	217	48	1007	50

NORTH EAST

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1431	100	1397	100	1217	100
Receiving ITV	1397	98	1397	100	1217	100
Receiving Any CH4	1396	98	1396	100	1216	100
Receiving C5	1333	93	1333	95	1184	97
Receiving BBC1	1397	98	1397	100	1217	100
Receiving BBC2	1397	98	1397	100	1217	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1431	100	1397	100	1217	100	1210	100	825	100
			100		98		85		85		58
					100		87		87		59
Social Class:	AB	186	13	184	13	155	13	155	13	129	16
	C1	348	24	342	25	295	24	294	24	222	27
	C2	270	19	268	19	237	19	236	19	182	22
	D	256	18	252	18	224	18	224	19	158	19
	E	372	26	351	25	305	25	301	25	134	16
Housewife Age:	Under 25	93	7	87	6	74	6	73	6	37	5
	25 - 34	233	16	221	16	191	16	191	16	140	17
	35 - 44	281	20	274	20	242	20	241	20	196	24
	45 - 54	248	17	245	18	216	18	216	18	175	21
	55 - 64	218	15	217	16	189	16	188	16	135	16
	65 +	358	25	353	25	303	25	301	25	142	17
Household Size:	1	447	31	423	30	373	31	368	30	148	18
	2	488	34	483	35	413	34	412	34	295	36
	3	247	17	246	18	218	18	217	18	190	23
	4	180	13	178	13	155	13	155	13	139	17
	5+	68	5	67	5	59	5	58	5	54	7
Average Household Size		2.27		2.29		2.29		2.29		2.60	
Children:	Without	1046	73	1017	73	883	73	878	73	547	66
	With	385	27	380	27	333	27	332	27	278	34
	0 - 3	125	9	123	9	108	9	108	9	81	10
	4 - 9	181	13	178	13	156	13	156	13	127	15
	10 - 15	198	14	196	14	173	14	172	14	157	19

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1397	100	1217	100
Possessing	Colour Set	1390	99	1210	99
	Teletext Set	1188	85	1044	86
	Remote Ctrl.	1347	96	1176	97
	Portable Set	863	62	763	63
Screen Size	- Under 15"	861	62	764	63
	- 16 to 19"	84	6	58	5
	- 20"and over	1290	92	1138	94
Household With	Single Set	464	33	391	32
	Two Sets	526	38	471	39
	3+	407	29	355	29
VCR's	Without VCR	171	12	158	13
	With VCR	1226	88	1059	87
	With 1 VCR	799	57	677	56
	With 2+	427	31	382	31

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2969	100	2607	100
Which are:	Colour Set	2916	98	2564	98
	Teletext Set	1787	60	1575	60
	Remote Ctrl.	2624	88	2314	89
	Portable Set	1308	44	1161	45
Screen Size	- Under 15"	1308	44	1162	45
	- 16 to 19"	95	3	64	2
	- 20"and over	1566	53	1381	53
VCR Connected		1822	61	1596	61

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		3248	100	2782	100	2148	100
Age	0 - 3	145	4	124	4	93	4
	4 - 9	229	7	195	7	159	7
	10 - 15	259	8	224	8	203	9
	16 - 19	168	5	149	5	135	6
	20 - 24	191	6	162	6	120	6
	25 - 34	425	13	354	13	277	13
	35 - 44	501	15	429	15	358	17
	45 - 54	436	13	379	14	318	15
	55 - 64	368	11	319	11	238	11
	65 +	524	16	446	16	247	11
Adults		2614	100	2238	100	1692	100
	AB	378	14	320	14	277	16
	C1	654	25	555	25	451	27
	C2	560	21	492	22	412	24
	D	502	19	440	20	337	20
	E	521	20	432	19	215	13

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1605	100	1643	100	1366	100	1416	100
	0 - 15	330	21	304	18	282	21	262	18
	16 - 24	181	11	178	11	156	11	155	11
	25 - 34	216	13	209	13	179	13	176	12
	35 - 44	255	16	247	15	214	16	215	15
	45 - 54	214	13	222	14	186	14	193	14
	55 - 64	179	11	189	12	156	11	163	12
	65 +	230	14	294	18	194	14	252	18
Adults		1275	100	1339	100	1084	100	1154	100
	AB	193	15	184	14	163	15	157	14
	C1	315	25	339	25	267	25	288	25
	C2	305	24	254	19	269	25	223	19
	D	249	20	253	19	216	20	224	19
	E	212	17	309	23	170	16	262	23
	Working	754	59	586	44	635	59	505	44
	Not Working	521	41	753	56	449	41	649	56
Housewives		273	100	1158	100	223	100	993	100
	Working	111	41	506	44	93	42	433	44
	Not Working	161	59	652	56	130	58	560	56

EAST

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2257	100	2199	100	1829	100
Receiving ITV	2199	97	2199	100	1829	100
Receiving Any CH4	2196	97	2196	100	1827	100
Receiving C5	1870	83	1870	85	1536	84
Receiving BBC1	2199	97	2199	100	1829	100
Receiving BBC2	2199	97	2199	100	1829	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2257	100	2199	100	1829	100	1822	100	1139	100
			100		97		81		81		50
					100		83		83		52
Social Class:	AB	418	19	410	19	333	18	333	18	226	20
	C1	635	28	617	28	501	27	499	27	335	29
	C2	492	22	485	22	409	22	409	22	285	25
	D	350	16	342	16	292	16	291	16	177	16
	E	360	16	344	16	294	16	289	16	116	10
Housewife Age:	Under 25	127	6	118	5	97	5	97	5	46	4
	25 - 34	413	18	400	18	333	18	333	18	208	18
	35 - 44	448	20	437	20	355	19	355	19	259	23
	45 - 54	399	18	394	18	329	18	329	18	243	21
	55 - 64	333	15	326	15	270	15	268	15	177	16
	65 +	538	24	526	24	444	24	441	24	206	18
Household Size:	1	643	28	605	28	496	27	490	27	172	15
	2	830	37	818	37	694	38	694	38	453	40
	3	339	15	335	15	278	15	278	15	218	19
	4	307	14	304	14	249	14	249	14	204	18
	5+	138	6	136	6	112	6	112	6	92	8
	Average Household Size	2.34		2.36		2.36		2.36		2.66	
Children:	Without	1638	73	1587	72	1324	72	1317	72	756	66
	With	619	27	612	28	505	28	505	28	383	34
	0 - 3	215	10	213	10	175	10	175	10	119	10
	4 - 9	294	13	289	13	235	13	235	13	174	15
	10 - 15	312	14	310	14	258	14	257	14	217	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2199	100	1829	100
Possessing	Colour Set	2191	100	1822	100
	Teletext Set	1876	85	1571	86
	Remote Ctrl.	2138	97	1785	98
	Portable Set	1272	58	1051	57
Screen Size	- Under 15"	1273	58	1049	57
	- 16 to 19"	223	10	186	10
	- 20"and over	1965	89	1647	90
Household With	Single Set	821	37	690	38
	Two Sets	787	36	659	36
	3+	592	27	480	26
VCR's	Without VCR	290	13	244	13
	With VCR	1909	87	1585	87
	With 1 VCR	1396	63	1199	66
	With 2+	512	23	387	21

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4467	100	3685	100
Which are:	Colour Set	4419	99	3644	99
	Teletext Set	2680	60	2218	60
	Remote Ctrl.	4065	91	3349	91
	Portable Set	1902	43	1565	42
Screen Size	- Under 15"	1887	42	1548	42
	- 16 to 19"	253	6	213	6
	- 20"and over	2326	52	1924	52
VCR Connected		2601	58	2114	57

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		5281	100	4307	100	3034	100
Age	0 - 3	252	5	203	5	138	5
	4 - 9	402	8	321	7	241	8
	10 - 15	430	8	357	8	299	10
	16 - 19	251	5	205	5	168	6
	20 - 24	302	6	241	6	165	5
	25 - 34	738	14	601	14	396	13
	35 - 44	801	15	639	15	482	16
	45 - 54	707	13	584	14	451	15
	55 - 64	589	11	481	11	334	11
	65 +	809	15	675	16	361	12
Adults		4197	100	3426	100	2356	100
	AB	850	20	682	20	492	21
	C1	1206	29	963	28	701	30
	C2	1002	24	836	24	623	26
	D	659	16	551	16	365	15
	E	480	11	395	12	175	7

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2629	100	2652	100	2136	100	2171	100
	0 - 15	566	22	518	20	454	21	427	20
	16 - 24	274	10	279	11	227	11	219	10
	25 - 34	372	14	367	14	301	14	299	14
	35 - 44	409	16	391	15	323	15	316	15
	45 - 54	353	13	354	13	292	14	292	13
	55 - 64	294	11	295	11	237	11	244	11
	65 +	361	14	449	17	301	14	374	17
Adults		2063	100	2135	100	1682	100	1744	100
	AB	434	21	417	20	350	21	332	19
	C1	583	28	623	29	469	28	495	28
	C2	538	26	465	22	449	27	387	22
	D	327	16	332	16	273	16	278	16
	E	181	9	299	14	142	8	252	14
	Working	1421	69	1064	50	1156	69	866	50
	Not Working	642	31	1070	50	526	31	878	50
Housewives		408	100	1849	100	315	100	1514	100
	Working	222	54	930	50	173	55	758	50
	Not Working	187	46	918	50	142	45	756	50

SOUTH WEST

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	883	100	868	100	743	100
Receiving ITV	868	98	868	100	743	100
Receiving Any CH4	866	98	866	100	742	100
Receiving C5	518	59	518	60	396	53
Receiving BBC1	868	98	868	100	743	100
Receiving BBC2	868	98	868	100	743	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		883	100	868	100	743	100	739	100	487	100
			100		98		84		84		55
					100		86		85		56
Social Class:	AB	154	17	151	17	132	18	131	18	87	18
	C1	264	30	260	30	221	30	220	30	150	31
	C2	187	21	184	21	158	21	158	21	115	24
	D	133	15	131	15	108	15	108	15	76	16
	E	146	16	141	16	125	17	122	16	59	12
Housewife Age:	Under 25	50	6	49	6	44	6	44	6	26	5
	25 - 34	130	15	127	15	108	15	107	15	71	15
	35 - 44	164	19	162	19	138	19	137	19	102	21
	45 - 54	149	17	148	17	124	17	123	17	96	20
	55 - 64	144	16	142	16	122	16	121	16	80	17
	65 +	245	28	241	28	207	28	205	28	112	23
Household Size:	1	267	30	255	29	219	30	216	29	90	18
	2	332	38	330	38	283	38	282	38	198	41
	3	119	14	118	14	101	14	101	14	81	17
	4	113	13	113	13	96	13	96	13	80	16
	5+	51	6	51	6	44	6	44	6	38	8
Average Household Size		2.29		2.30		2.30		2.31		2.58	
Children:	Without	664	75	650	75	558	75	554	75	340	70
	With	219	25	217	25	185	25	185	25	147	30
	0 - 3	72	8	72	8	61	8	61	8	43	9
	4 - 9	110	12	109	13	93	13	93	13	75	15
	10 - 15	113	13	113	13	96	13	96	13	84	17

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		868	100	743	100
Possessing	Colour Set	863	99	739	99
	Teletext Set	748	86	640	86
	Remote Ctrl.	847	98	723	97
	Portable Set	546	63	458	62
Screen Size	- Under 15"	529	61	441	59
	- 16 to 19"	97	11	80	11
	- 20"and over	764	88	664	89
Household With	Single Set	293	34	256	34
	Two Sets	316	36	269	36
	3+	258	30	218	29
VCR's	Without VCR	131	15	113	15
	With VCR	736	85	630	85
	With 1 VCR	538	62	462	62
	With 2+	198	23	168	23

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1857	100	1578	100
Which are:	Colour Set	1826	98	1549	98
	Teletext Set	1018	55	865	55
	Remote Ctrl.	1666	90	1404	89
	Portable Set	859	46	717	45
Screen Size	- Under 15"	821	44	680	43
	- 16 to 19"	113	6	93	6
	- 20"and over	923	50	805	51
VCR Connected		1020	55	873	55

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	2020	100	1711	100	1257	100
Age						
0 - 3	84	4	71	4	49	4
4 - 9	151	7	128	7	101	8
10 - 15	157	8	132	8	115	9
16 - 19	97	5	83	5	73	6
20 - 24	120	6	104	6	77	6
25 - 34	241	12	201	12	140	11
35 - 44	289	14	247	14	188	15
45 - 54	269	13	224	13	179	14
55 - 64	248	12	212	12	152	12
65 +	364	18	310	18	183	15
Adults	1629	100	1380	100	991	100
AB	303	19	260	19	184	19
C1	503	31	423	31	313	32
C2	372	23	315	23	245	25
D	254	16	210	15	158	16
E	198	12	172	12	90	9

	All Households		Home ITV Households					
			Males		Females			
	000's	%	000's	%	000's	%		
Total	993	100	1027	100	840	100	871	100
0 - 15	203	20	188	18	170	20	160	18
16 - 24	111	11	106	10	96	11	92	11
25 - 34	122	12	119	12	101	12	100	11
35 - 44	142	14	147	14	122	15	125	14
45 - 54	130	13	138	13	109	13	115	13
55 - 64	121	12	127	12	103	12	109	12
65 +	163	16	201	20	139	17	171	20
Adults	790	100	839	100	670	100	710	100
AB	154	20	148	18	132	20	128	18
C1	240	30	263	31	203	30	220	31
C2	200	25	172	21	169	25	146	21
D	122	15	132	16	102	15	108	15
E	74	9	124	15	64	10	108	15
Working	499	63	390	47	421	63	326	46
Not Working	291	37	448	53	249	37	384	54
Housewives	152	100	731	100	126	100	617	100
Working	71	47	340	47	59	47	283	46
Not Working	81	53	390	53	67	53	334	54

ULSTER

Table 1		Television Reception					
	All Households		TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	586	100	568	100	567	100	
Receiving ITV	568	97	568	100	567	100	
Receiving Any CH4	566	97	566	100	565	100	
Receiving RTE	235	40	235	41	235	41	
Receiving C5	438	75	438	77	437	77	
Receiving BBC1	568	97	568	100	567	100	
Receiving BBC2	568	97	568	100	567	100	

		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		586	100	568	100	567	100	565	100	361	100
			100		97		97		96		62
					100		100		99		64
Social Class:	AB	65	11	65	11	65	11	65	11	55	15
	C1	142	24	140	25	139	25	139	25	108	30
	C2	129	22	126	22	126	22	126	22	91	25
	D	87	15	86	15	86	15	85	15	55	15
	E	163	28	152	27	152	27	150	27	52	15
Housewife Age:	Under 25	22	4	21	4	21	4	21	4	12	3
	25 - 34	112	19	109	19	109	19	109	19	68	19
	35 - 44	132	22	129	23	129	23	129	23	97	27
	45 - 54	105	18	103	18	103	18	102	18	78	21
	55 - 64	92	16	90	16	89	16	89	16	57	16
	65 +	122	21	116	20	116	20	115	20	50	14
Household Size:	1	152	26	139	24	138	24	136	24	44	12
	2	146	25	144	25	144	25	144	25	93	26
	3	91	15	90	16	90	16	90	16	67	19
	4	105	18	105	18	105	18	105	19	85	24
	5+	92	16	91	16	91	16	91	16	72	20
Average Household Size		2.82		2.86		2.87		2.87		3.25	
Children:	Without	387	66	371	65	371	65	369	65	213	59
	With	199	34	197	35	197	35	197	35	148	41
	0 - 3	75	13	75	13	75	13	75	13	54	15
	4 - 9	107	18	107	19	106	19	106	19	76	21
	10 - 15	114	19	113	20	113	20	113	20	87	24

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		568	100	567	100
Possessing	Colour Set	566	100	565	100
	Teletext Set	492	87	492	87
	Remote Ctrl.	548	96	547	96
	Portable Set	339	60	339	60
Screen Size	- Under 15"	332	58	332	59
	- 16 to 19"	36	6	36	6
	- 20"and over	519	91	519	91
Household With	Single Set	207	36	206	36
	Two Sets	203	36	203	36
	3+	158	28	158	28
VCR's	Without VCR	122	21	121	21
	With VCR	447	79	446	79
	With 1 VCR	346	61	345	61
	With 2+	101	18	101	18

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1193	100	1192	100
Which are:	Colour Set	1189	100	1188	100
	Teletext Set	853	72	853	72
	Remote Ctrl.	1114	93	1113	93
	Portable Set	522	44	522	44
Screen Size	- Under 15"	503	42	503	42
	- 16 to 19"	40	3	40	3
	- 20"and over	649	54	649	54
VCR Connected		594	50	594	50

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	1655	100	1625	100	1175	100
Age						
0 - 3	92	6	91	6	67	6
4 - 9	148	9	147	9	105	9
10 - 15	163	10	161	10	122	10
16 - 19	112	7	110	7	90	8
20 - 24	97	6	95	6	75	6
25 - 34	244	15	240	15	165	14
35 - 44	246	15	242	15	189	16
45 - 54	197	12	194	12	155	13
55 - 64	163	10	159	10	111	9
65 +	193	12	186	11	98	8
Adults	1252	100	1226	100	881	100
AB	152	12	152	12	133	15
C1	329	26	323	26	265	30
C2	320	26	315	26	245	28
D	199	16	197	16	136	15
E	251	20	239	19	102	12

	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	819	100	836	100	802	100	823	100
0 - 15	209	25	195	23	207	26	193	23
16 - 24	105	13	103	12	104	13	102	12
25 - 34	124	15	120	14	122	15	118	14
35 - 44	120	15	126	15	118	15	124	15
45 - 54	97	12	100	12	95	12	99	12
55 - 64	79	10	84	10	76	10	83	10
65 +	85	10	108	13	81	10	104	13
Adults	610	100	641	100	596	100	630	100
AB	76	13	76	12	76	13	76	12
C1	162	27	166	26	159	27	164	26
C2	168	27	152	24	165	28	150	24
D	100	16	100	16	98	17	99	16
E	104	17	147	23	97	16	141	22
Working	375	61	266	42	369	62	264	42
Not Working	236	39	375	58	227	38	366	58
Housewives	94	100	492	100	84	100	483	100
Working	42	45	205	42	39	46	203	42
Not Working	52	55	287	58	46	54	280	58

BORDER

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	338	100	332	100	297	100
Receiving ITV	332	98	332	100	297	100
Receiving Any CH4	331	98	331	100	297	100
Receiving C5	200	59	200	60	176	59
Receiving BBC1	332	98	332	100	297	100
Receiving BBC2	332	98	332	100	297	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		338	100	332	100	297	100	296	100	196	100
			100		98		88		87		58
					100		90		89		59
Social Class:	AB	54	16	53	16	47	16	47	16	32	16
	C1	85	25	84	25	74	25	74	25	52	26
	C2	73	22	72	22	64	21	63	21	48	24
	D	64	19	63	19	58	19	58	20	41	21
	E	62	18	60	18	55	19	54	18	24	12
Housewife Age:	Under 25	17	5	17	5	16	5	16	5	11	6
	25 - 34	49	15	48	14	43	15	43	15	31	16
	35 - 44	69	20	68	21	63	21	62	21	49	25
	45 - 54	57	17	55	17	49	17	49	17	37	19
	55 - 64	54	16	53	16	47	16	47	16	31	16
	65 +	91	27	90	27	79	26	78	26	36	19
Household Size:	1	105	31	101	30	89	30	88	30	34	18
	2	122	36	121	37	107	36	107	36	74	38
	3	49	14	49	15	45	15	45	15	38	19
	4	43	13	43	13	38	13	38	13	34	17
	5+	19	6	19	6	17	6	17	6	16	8
Average Household Size		2.27		2.29		2.30		2.30		2.63	
Children:	Without	252	74	246	74	219	74	217	74	130	66
	With	86	26	86	26	78	26	78	26	66	34
	0 - 3	27	8	27	8	25	8	25	9	19	10
	4 - 9	42	12	42	13	38	13	38	13	32	16
	10 - 15	45	13	45	14	41	14	41	14	37	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		332	100	297	100
Possessing	Colour Set	330	100	296	100
	Teletext Set	278	84	249	84
	Remote Ctrl.	324	98	291	98
	Portable Set	203	61	186	63
Screen Size	- Under 15"	201	60	183	62
	- 16 to 19"	26	8	25	8
	- 20"and over	289	87	258	87
Household With	Single Set	118	35	101	34
	Two Sets	132	40	122	41
	3+	82	25	75	25
VCR's	Without VCR	53	16	47	16
	With VCR	279	84	250	84
	With 1 VCR	199	60	176	59
	With 2+	79	24	74	25

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		665	100	601	100
Which are:	Colour Set	661	99	598	99
	Teletext Set	377	57	342	57
	Remote Ctrl.	624	94	567	94
	Portable Set	293	44	265	44
Screen Size	- Under 15"	287	43	261	43
	- 16 to 19"	30	5	28	5
	- 20"and over	348	52	313	52
VCR Connected		379	57	346	57

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		768	100	683	100	516	100
Age	0 - 3	32	4	29	4	22	4
	4 - 9	57	7	51	7	43	8
	10 - 15	63	8	57	8	51	10
	16 - 19	33	4	30	4	28	5
	20 - 24	37	5	34	5	29	6
	25 - 34	93	12	83	12	64	12
	35 - 44	124	16	111	16	89	17
	45 - 54	100	13	87	13	70	14
	55 - 64	94	12	82	12	59	11
	65 +	136	18	118	17	62	12
Adults		617	100	546	100	400	100
	AB	102	16	89	16	65	16
	C1	159	26	139	25	106	26
	C2	149	24	130	24	105	26
	D	123	20	111	20	86	21
	E	85	14	76	14	38	10

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		378	100	390	100	337	100	346	100
	0 - 15	78	21	73	19	71	21	66	19
	16 - 24	35	9	35	9	32	10	32	9
	25 - 34	47	12	46	12	43	13	40	12
	35 - 44	63	17	62	16	55	16	56	16
	45 - 54	49	13	51	13	42	12	45	13
	55 - 64	46	12	48	12	41	12	42	12
	65 +	61	16	75	19	52	16	65	19
Adults		301	100	317	100	266	100	280	100
	AB	50	17	52	16	44	16	45	16
	C1	74	25	85	27	65	24	74	26
	C2	80	27	68	22	71	27	60	21
	D	63	21	60	19	58	22	54	19
	E	33	11	52	16	29	11	47	17
	Working	186	62	151	48	166	62	135	48
	Not Working	114	38	165	52	100	38	145	52
Housewives		56	100	282	100	46	100	251	100
	Working	25	44	137	49	21	45	123	49
	Not Working	31	56	145	51	25	55	128	51

WEST

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1297	100	1272	100	1045	100
Receiving ITV	1272	98	1272	100	1045	100
Receiving Any CH4	1270	98	1270	100	1044	100
Receiving C5	1053	81	1053	83	855	82
Receiving BBC1	1272	98	1272	100	1045	100
Receiving BBC2	1272	98	1272	100	1045	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1297	100	1272	100	1045	100	1044	100	714	100
			100		98		81		80		55
					100		82		82		56
Social Class:	AB	213	16	210	16	174	17	174	17	125	17
	C1	415	32	408	32	346	33	346	33	251	35
	C2	269	21	265	21	216	21	216	21	161	22
	D	207	16	204	16	169	16	169	16	115	16
	E	193	15	185	15	140	13	139	13	63	9
Housewife Age:	Under 25	77	6	72	6	57	5	57	5	29	4
	25 - 34	217	17	213	17	176	17	176	17	113	16
	35 - 44	254	20	249	20	203	19	203	19	160	22
	45 - 54	230	18	227	18	189	18	189	18	157	22
	55 - 64	194	15	192	15	160	15	160	15	119	17
	65 +	325	25	319	25	259	25	259	25	136	19
Household Size:	1	375	29	356	28	285	27	285	27	112	16
	2	479	37	476	37	398	38	397	38	287	40
	3	186	14	185	15	154	15	154	15	132	18
	4	172	13	171	13	140	13	140	13	126	18
	5+	85	7	84	7	68	6	68	6	58	8
	Average Household Size	2.34		2.36		2.36		2.36		2.65	
Children:	Without	979	75	958	75	793	76	792	76	509	71
	With	318	25	314	25	252	24	252	24	205	29
	0 - 3	110	9	109	9	89	9	89	9	60	8
	4 - 9	162	12	160	13	127	12	127	12	106	15
	10 - 15	167	13	166	13	132	13	131	13	118	17

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1272	100	1045	100
Possessing	Colour Set	1270	100	1044	100
	Teletext Set	1074	84	886	85
	Remote Ctrl.	1256	99	1038	99
	Portable Set	775	61	662	63
Screen Size	- Under 15"	754	59	642	61
	- 16 to 19"	116	9	107	10
	- 20"and over	1121	88	916	88
Household With	Single Set	438	34	331	32
	Two Sets	454	36	382	37
	3+	380	30	332	32
VCR's	Without VCR	162	13	119	11
	With VCR	1109	87	926	89
	With 1 VCR	757	60	630	60
	With 2+	352	28	296	28

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2704	100	2275	100
Which are:	Colour Set	2686	99	2262	99
	Teletext Set	1605	59	1342	59
	Remote Ctrl.	2529	94	2130	94
	Portable Set	1224	45	1043	46
Screen Size	- Under 15"	1201	44	1019	45
	- 16 to 19"	128	5	118	5
	- 20"and over	1375	51	1138	50
VCR Connected		1602	59	1340	59

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		3036	100	2469	100	1895	100
Age	0 - 3	130	4	104	4	71	4
	4 - 9	219	7	171	7	141	7
	10 - 15	237	8	188	8	169	9
	16 - 19	150	5	121	5	108	6
	20 - 24	193	6	159	6	121	6
	25 - 34	402	13	329	13	235	12
	35 - 44	464	15	374	15	304	16
	45 - 54	414	14	346	14	293	15
	55 - 64	335	11	277	11	218	12
	65 +	491	16	398	16	235	12
Adults		2450	100	2004	100	1514	100
	AB	436	18	360	18	279	18
	C1	810	33	686	34	539	36
	C2	549	22	444	22	354	23
	D	399	16	327	16	248	16
	E	256	10	187	9	94	6

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1513	100	1524	100	1232	100	1236	100
	0 - 15	305	20	281	18	243	20	221	18
	16 - 24	181	12	163	11	149	12	131	11
	25 - 34	210	14	192	13	174	14	156	13
	35 - 44	237	16	227	15	189	15	185	15
	45 - 54	206	14	208	14	173	14	174	14
	55 - 64	165	11	170	11	134	11	143	12
	65 +	210	14	282	18	170	14	227	18
Adults		1208	100	1243	100	990	100	1015	100
	AB	227	19	210	17	188	19	172	17
	C1	394	33	416	34	337	34	349	34
	C2	291	24	258	21	233	24	211	21
	D	200	17	199	16	163	16	164	16
	E	96	8	159	13	68	7	118	12
	Working	786	65	586	47	651	66	490	48
	Not Working	422	35	656	53	339	34	525	52
Housewives		220	100	1077	100	165	100	880	100
	Working	103	47	520	48	79	48	434	49
	Not Working	116	53	557	52	86	52	446	51

WALES

Table 1		Television Reception				
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1248	100	1224	100	1085	100
Receiving ITV	1224	98	1224	100	1085	100
Receiving Any CH4	1223	98	1223	100	1085	100
Receiving S4C	1097	88	1097	90	1063	98
Receiving C5	961	77	961	79	830	76
Receiving BBC1	1224	98	1224	100	1085	100
Receiving BBC2	1224	98	1224	100	1085	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1248	100	1224	100	1085	100	1080	100	711	100
			100		98		87		87		57
					100		89		88		58
Social Class:	AB	168	13	167	14	144	13	144	13	105	15
	C1	320	26	313	26	280	26	280	26	200	28
	C2	256	21	253	21	224	21	223	21	167	23
	D	222	18	220	18	195	18	194	18	130	18
	E	281	22	271	22	242	22	239	22	110	15
Housewife Age:	Under 25	69	6	65	5	59	5	58	5	29	4
	25 - 34	191	15	185	15	163	15	162	15	111	16
	35 - 44	241	19	237	19	213	20	212	20	168	24
	45 - 54	218	17	215	18	192	18	192	18	148	21
	55 - 64	199	16	197	16	174	16	173	16	119	17
	65 +	330	26	325	27	285	26	282	26	135	19
Household Size:	1	360	29	343	28	301	28	296	27	112	16
	2	418	34	413	34	367	34	366	34	249	35
	3	202	16	201	16	178	16	177	16	145	20
	4	182	15	182	15	162	15	162	15	139	20
	5+	85	7	85	7	78	7	78	7	66	9
Average Household Size		2.40		2.42		2.43		2.44		2.76	
Children:	Without	908	73	885	72	782	72	777	72	468	66
	With	340	27	338	28	303	28	302	28	243	34
	0 - 3	115	9	115	9	103	9	102	9	75	11
	4 - 9	168	13	167	14	151	14	151	14	122	17
	10 - 15	183	15	183	15	164	15	164	15	140	20

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1224	100	1085	100
Possessing	Colour Set	1218	100	1080	99
	Teletext Set	1052	86	938	86
	Remote Ctrl.	1186	97	1053	97
	Portable Set	707	58	628	58
Screen Size	- Under 15"	708	58	631	58
	- 16 to 19"	48	4	38	4
	- 20"and over	1138	93	1012	93
Household With	Single Set	424	35	374	34
	Two Sets	457	37	402	37
	3+	342	28	309	28
VCR's	Without VCR	162	13	144	13
	With VCR	1062	87	942	87
	With 1 VCR	716	59	628	58
	With 2+	346	28	314	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2523	100	2250	100
Which are:	Colour Set	2499	99	2228	99
	Teletext Set	1517	60	1363	61
	Remote Ctrl.	2265	90	2013	89
	Portable Set	1047	41	938	42
Screen Size	- Under 15"	1063	42	957	43
	- 16 to 19"	53	2	40	2
	- 20"and over	1408	56	1253	56
VCR Connected		1536	61	1378	61

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	2996	100	2640	100	1960	100
Age						
0 - 3	133	4	118	4	86	4
4 - 9	221	7	198	7	158	8
10 - 15	251	8	225	9	193	10
16 - 19	164	5	148	6	127	6
20 - 24	171	6	147	6	106	5
25 - 34	376	13	326	12	239	12
35 - 44	438	15	388	15	310	16
45 - 54	394	13	348	13	280	14
55 - 64	349	12	307	12	222	11
65 +	499	17	435	16	239	12
Adults	2390	100	2099	100	1522	100
AB	348	15	299	14	233	15
C1	632	26	556	27	429	28
C2	556	23	492	23	390	26
D	452	19	398	19	290	19
E	402	17	353	17	180	12

	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1481	100	1515	100	1299	100	1341	100
0 - 15	312	21	294	19	277	21	264	20
16 - 24	170	11	165	11	151	12	144	11
25 - 34	195	13	180	12	170	13	157	12
35 - 44	221	15	217	14	194	15	194	15
45 - 54	195	13	198	13	172	13	176	13
55 - 64	172	12	177	12	151	12	156	12
65 +	215	15	284	19	185	14	250	19
Adults	1169	100	1221	100	1023	100	1076	100
AB	178	15	170	14	154	15	145	13
C1	305	26	326	27	267	26	289	27
C2	296	25	260	21	261	26	231	21
D	228	20	224	18	201	20	197	18
E	162	14	241	20	139	14	214	20
Working	680	58	511	42	594	58	448	42
Not Working	489	42	711	58	429	42	628	58
Housewives	223	100	1025	100	180	100	905	100
Working	86	39	432	42	69	38	381	42
Not Working	137	61	593	58	112	62	524	58

SOUTH & SOUTH EAST

	Table 1						Television Reception					
	All Households		TV Households		Home ITV Households							
	000's	%	000's	%	000's	%						
Total	2785	100	2729	100	2406	100						
Receiving ITV	2729	98	2729	100	2406	100						
Receiving Any CH4	2724	98	2724	100	2403	100						
Receiving C5	1642	59	1642	60	1408	59						
Receiving BBC1	2729	98	2729	100	2406	100						
Receiving BBC2	2729	98	2729	100	2406	100						

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2785	100	2729	100	2406	100	2398	100	1666	100
			100		98		86		86		60
					100		88		88		61
Social Class:											
AB		645	23	634	23	550	23	550	23	405	24
C1		885	32	872	32	768	32	766	32	553	33
C2		552	20	545	20	485	20	484	20	371	22
D		351	13	342	13	308	13	305	13	210	13
E		352	13	336	12	295	12	293	12	126	8
Housewife Age:											
Under 25		162	6	158	6	138	6	137	6	85	5
25 - 34		483	17	471	17	415	17	414	17	291	17
35 - 44		535	19	520	19	458	19	458	19	366	22
45 - 54		480	17	472	17	412	17	411	17	337	20
55 - 64		410	15	404	15	356	15	355	15	259	16
65 +		715	26	704	26	627	26	622	26	328	20
Household Size:											
1		837	30	799	29	704	29	697	29	302	18
2		1004	36	995	36	880	37	879	37	639	38
3		408	15	406	15	360	15	360	15	310	19
4		375	13	371	14	324	13	324	14	289	17
5+		162	6	159	6	138	6	138	6	125	8
Average Household Size		2.31		2.32		2.32		2.32		2.60	
Children:											
Without		2055	74	2008	74	1772	74	1764	74	1128	68
With		730	26	721	26	634	26	634	26	538	32
0 - 3		267	10	262	10	231	10	231	10	176	11
4 - 9		360	13	357	13	312	13	312	13	264	16
10 - 15		353	13	350	13	309	13	308	13	282	17

	TV Households		Home ITV Households	
	000's	%	000's	%
Total	2729	100	2406	100
Possessing				
Colour Set	2720	100	2398	100
Teletext Set	2322	85	2054	85
Remote Ctrl.	2671	98	2358	98
Portable Set	1642	60	1465	61
Screen Size				
- Under 15"	1692	62	1521	63
- 16 to 19"	268	10	237	10
- 20"and over	2427	89	2139	89
Household With Single Set	877	32	741	31
Two Sets	966	35	861	36
3+	885	32	805	33
VCR's				
Without VCR	373	14	324	13
With VCR	2356	86	2083	87
With 1 VCR	1595	58	1388	58
With 2+	761	28	694	29

	TV Households		Home ITV Households	
	000's	%	000's	%
Total	5988	100	5353	100
Which are:				
Colour Set	5912	99	5283	99
Teletext Set	3459	58	3063	57
Remote Ctrl.	5368	90	4786	89
Portable Set	2575	43	2321	43
Screen Size				
- Under 15"	2624	44	2376	44
- 16 to 19"	318	5	281	5
- 20"and over	3046	51	2695	50
VCR Connected	3411	57	3053	57

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		6433	100	5579	100	4336	100
Age	0 - 3	319	5	275	5	207	5
	4 - 9	491	8	423	8	359	8
	10 - 15	495	8	429	8	392	9
	16 - 19	282	4	249	4	231	5
	20 - 24	376	6	321	6	248	6
	25 - 34	896	14	776	14	577	13
	35 - 44	959	15	831	15	682	16
	45 - 54	825	13	711	13	605	14
	55 - 64	731	11	628	11	484	11
	65 +	1061	16	937	17	551	13
Adults		5129	100	4453	100	3377	100
	AB	1282	25	1094	25	864	26
	C1	1640	32	1431	32	1108	33
	C2	1117	22	981	22	797	24
	D	641	13	567	13	430	13
	E	450	9	380	9	178	5

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3185	100	3248	100	2754	100	2825	100
	0 - 15	677	21	628	19	583	21	543	19
	16 - 24	330	10	327	10	284	10	286	10
	25 - 34	456	14	440	14	394	14	382	14
	35 - 44	488	15	471	14	423	15	408	14
	45 - 54	402	13	423	13	347	13	364	13
	55 - 64	366	11	365	11	310	11	318	11
	65 +	466	15	595	18	412	15	525	19
Adults		2509	100	2620	100	2171	100	2282	100
	AB	648	26	634	24	554	26	540	24
	C1	781	31	858	33	680	31	751	33
	C2	598	24	519	20	523	24	458	20
	D	319	13	322	12	280	13	287	13
	E	163	6	287	11	133	6	247	11
	Working	1691	67	1308	50	1456	67	1134	50
	Not Working	818	33	1313	50	715	33	1149	50
Housewives		523	100	2262	100	441	100	1965	100
	Working	270	52	1133	50	227	52	979	50
	Not Working	253	48	1128	50	213	48	986	50

CHANNEL ISLANDS

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	57	100	56	100	56	100
Receiving ITV	56	98	56	100	56	100
Receiving Any CH4	56	98	56	100	56	100
Receiving C5	26	46	26	47	26	47
Receiving BBC1	56	98	56	100	56	100
Receiving BBC2	56	98	56	100	56	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		57	100	56	100	56	100	56	100	38	100
			100		98		100		98		67
					100				100		69
Social Class:	AB	15	27	15	27	15	27	15	27	11	30
	C1	15	27	15	27	15	27	15	27	10	27
	C2	10	18	10	18	10	18	10	18	7	19
	D	10	18	10	18	10	18	10	18	7	18
	E	6	10	6	10	6	10	6	10	3	7
Housewife Age:	Under 25	4	6	4	6	4	6	4	6	2	5
	25 - 34	10	17	10	17	10	17	10	17	6	15
	35 - 44	11	20	11	19	11	19	11	19	8	22
	45 - 54	12	21	12	21	12	21	12	21	10	26
	55 - 64	7	12	7	12	7	12	7	12	4	11
	65 +	14	24	14	24	14	24	14	24	8	20
Household Size:	1	15	26	14	25	14	25	14	25	5	13
	2	18	32	18	32	18	32	18	32	12	32
	3	10	18	10	18	10	18	10	18	8	22
	4	9	16	9	17	9	17	9	17	8	22
	5+	5	8	5	8	5	8	5	8	4	11
Average Household Size		2.51		2.53		2.53		2.53		2.87	
Children:	Without	41	72	40	72	40	72	40	72	25	66
	With	16	28	16	28	16	28	16	28	13	34
	0 - 3	6	10	6	10	6	10	6	10	4	11
	4 - 9	7	12	7	13	7	13	7	13	6	15
	10 - 15	8	14	8	14	8	14	8	14	7	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		56	100	56	100
Possessing	Colour Set	56	100	56	100
	Teletext Set	51	92	51	92
	Remote Ctrl.	55	99	55	99
	Portable Set	40	71	40	71
Screen Size	- Under 15"	40	72	40	72
	- 16 to 19"	1	2	1	2
	- 20"and over	48	86	48	86
Household With	Single Set	18	31	18	31
	Two Sets	17	30	17	30
	3+	22	39	22	39
VCR's	Without VCR	9	16	9	16
	With VCR	47	84	47	84
	With 1 VCR	28	50	28	50
	With 2+	19	34	19	34

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		135	100	135	100
Which are:	Colour Set	135	100	135	100
	Teletext Set	77	57	77	57
	Remote Ctrl.	128	95	128	95
	Portable Set	65	48	65	48
Screen Size	- Under 15"	70	52	70	52
	- 16 to 19"	1	1	1	1
	- 20"and over	64	48	64	48
VCR Connected		71	52	71	52

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	143	100	142	100	110	100
Age						
0 - 3	6	4	6	4	5	4
4 - 9	9	6	9	6	8	7
10 - 15	11	8	11	8	10	9
16 - 19	9	6	9	6	8	7
20 - 24	10	7	10	7	8	7
25 - 34	21	15	21	15	15	13
35 - 44	20	14	20	14	16	15
45 - 54	23	16	22	16	19	18
55 - 64	13	9	13	9	9	8
65 +	21	15	21	15	14	12
Adults	117	100	115	100	88	100
AB	31	27	31	27	25	28
C1	32	27	32	27	24	27
C2	24	20	24	20	19	21
D	22	19	22	19	17	19
E	7	6	7	6	4	4

	All Households		Females		Home ITV Households		Females	
	Males				Males			
	000's	%	000's	%	000's	%	000's	%
Total	69	100	74	100	69	100	73	100
0 - 15	13	19	13	18	13	19	13	18
16 - 24	9	12	10	13	9	12	10	14
25 - 34	11	15	11	14	10	15	10	14
35 - 44	10	14	11	14	10	14	11	14
45 - 54	11	16	11	15	11	16	11	15
55 - 64	6	9	7	9	6	9	6	9
65 +	10	14	11	16	10	14	11	16
Adults	56	100	61	100	56	100	60	100
AB	16	28	16	26	16	29	15	26
C1	14	24	18	30	13	24	18	30
C2	13	23	11	18	13	23	11	18
D	11	20	11	18	11	20	11	18
E	2	4	5	8	2	4	5	8
Working	42	75	34	56	42	76	33	56
Not Working	14	25	27	44	14	24	27	44
Housewives	8	100	49	100	7	100	49	100
Working	4	57	28	56	4	58	27	56
Not Working	3	43	22	44	3	42	21	44

		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		4964	100	4852	100	4282	100	4266	100	2833	100
			100		98		86		86		57
					100		88		88		58
Social Class:	AB	1051	21	1033	21	897	21	897	21	638	23
	C1	1496	30	1466	30	1281	30	1276	30	892	31
	C2	1028	21	1013	21	902	21	901	21	662	23
	D	691	14	674	14	608	14	605	14	394	14
	E	698	14	666	14	594	14	587	14	246	9
Housewife Age:	Under 25	285	6	272	6	239	6	238	6	132	5
	25 - 34	877	18	853	18	756	18	754	18	503	18
	35 - 44	969	20	944	19	822	19	822	19	632	22
	45 - 54	867	17	854	18	751	18	750	18	589	21
	55 - 64	730	15	716	15	631	15	628	15	438	15
	65 +	1237	25	1213	25	1083	25	1076	25	539	19
Household Size:	1	1453	29	1378	28	1213	28	1200	28	476	17
	2	1810	36	1788	37	1587	37	1586	37	1100	39
	3	737	15	731	15	646	15	646	15	535	19
	4	669	13	663	14	581	14	581	14	501	18
	5+	296	6	291	6	254	6	253	6	221	8
	Average Household Size	2.32		2.34		2.34		2.34		2.63	
Children:	Without	3640	73	3544	73	3129	73	3115	73	1901	67
	With	1324	27	1309	27	1152	27	1151	27	932	33
	0 - 3	473	10	466	10	410	10	410	10	298	11
	4 - 9	640	13	632	13	553	13	553	13	442	16
	10 - 15	655	13	648	13	573	13	572	13	505	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4852	100	4282	100
Possessing	Colour Set	4835	100	4266	100
	Teletext Set	4136	85	3667	86
	Remote Ctrl.	4739	98	4190	98
	Portable Set	2875	59	2547	59
Screen Size	- Under 15"	2925	60	2601	61
	- 16 to 19"	485	10	423	10
	- 20"and over	4321	89	3825	89
Household With	Single Set	1665	34	1449	34
	Two Sets	1726	36	1532	36
	3+	1461	30	1301	30
VCR's	Without VCR	653	13	576	13
	With VCR	4199	87	3706	87
	With 1 VCR	2936	61	2609	61
	With 2+	1263	26	1096	26

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10319	100	9144	100
Which are:	Colour Set	10196	99	9033	99
	Teletext Set	6045	59	5339	58
	Remote Ctrl.	9319	90	8237	90
	Portable Set	4434	43	3938	43
Screen Size	- Under 15"	4468	43	3980	44
	- 16 to 19"	565	5	494	5
	- 20"and over	5286	51	4670	51
VCR Connected		5930	57	5220	57

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		11538	100	10005	100	7459	100
Age	0 - 3	558	5	483	5	350	5
	4 - 9	874	8	752	8	605	8
	10 - 15	910	8	795	8	700	9
	16 - 19	528	5	462	5	406	5
	20 - 24	670	6	571	6	418	6
	25 - 34	1606	14	1393	14	983	13
	35 - 44	1736	15	1487	15	1178	16
	45 - 54	1515	13	1314	13	1073	14
	55 - 64	1295	11	1119	11	823	11
	65 +	1847	16	1631	16	922	12
Adults		9196	100	7976	100	5804	100
	AB	2107	23	1804	23	1373	24
	C1	2805	31	2418	30	1821	31
	C2	2087	23	1836	23	1437	25
	D	1286	14	1137	14	813	14
	E	911	10	781	10	359	6

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5718	100	5820	100	4945	100	5060	100
	0 - 15	1214	21	1128	19	1048	21	982	19
	16 - 24	597	10	601	10	518	10	514	10
	25 - 34	815	14	791	14	703	14	689	14
	35 - 44	884	15	852	15	754	15	733	14
	45 - 54	746	13	768	13	648	13	666	13
	55 - 64	646	11	648	11	552	11	566	11
	65 +	816	14	1031	18	722	15	909	18
Adults		4504	100	4692	100	3898	100	4078	100
	AB	1069	24	1039	22	918	24	886	22
	C1	1344	30	1461	31	1158	30	1260	31
	C2	1119	25	969	21	982	25	854	21
	D	639	14	647	14	563	14	574	14
	E	334	7	576	12	277	7	504	12
	Working	3071	68	2343	50	2646	68	2028	50
	Not Working	1433	32	2349	50	1251	32	2050	50
Housewives		913	100	4051	100	761	100	3520	100
	Working	484	53	2036	50	403	53	1760	50
	Not Working	429	47	2015	50	358	47	1760	50

GRANADA/BORDER

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3420	100	3351	100	3143	100
Receiving ITV	3351	98	3351	100	3143	100
Receiving Any CH4	3348	98	3348	100	3142	100
Receiving C5	3049	89	3049	91	2875	91
Receiving BBC1	3351	98	3351	100	3143	100
Receiving BBC2	3351	98	3351	100	3143	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		3420	100	3351	100	3143	100	3132	100	2175	100
			100		98		92		92		64
					100		94		93		65
Social Class:											
AB		491	14	486	15	452	14	452	14	357	16
C1		924	27	908	27	856	27	856	27	654	30
C2		679	20	671	20	627	20	627	20	483	22
D		610	18	599	18	564	18	563	18	400	18
E		717	21	685	20	644	20	634	20	281	13
Housewife Age:											
Under 25		202	6	193	6	177	6	177	6	105	5
25 - 34		551	16	535	16	506	16	504	16	369	17
35 - 44		694	20	681	20	645	21	644	21	525	24
45 - 54		582	17	569	17	534	17	534	17	432	20
55 - 64		538	16	531	16	498	16	497	16	353	16
65 +		853	25	841	25	783	25	776	25	391	18
Household Size:											
1		1044	31	994	30	932	30	922	29	386	18
2		1160	34	1150	34	1072	34	1071	34	787	36
3		529	15	525	16	497	16	497	16	429	20
4		461	13	458	14	429	14	429	14	383	18
5+		226	7	223	7	213	7	213	7	190	9
Average Household Size		2.35		2.36		2.37		2.37		2.67	
Children:											
Without		2483	73	2421	72	2264	72	2253	72	1438	66
With		937	27	930	28	879	28	878	28	737	34
0 - 3		316	9	313	9	293	9	293	9	218	10
4 - 9		457	13	452	14	430	14	429	14	356	16
10 - 15		485	14	482	14	455	14	455	15	416	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3351	100	3143	100
Possessing	Colour Set	3339	100	3132	100
	Teletext Set	2949	88	2772	88
	Remote Ctrl.	3281	98	3085	98
	Portable Set	2037	61	1907	61
Screen Size	- Under 15"	2012	60	1881	60
	- 16 to 19"	218	7	215	7
	- 20"and over	3121	93	2925	93
Household With	Single Set	1044	31	968	31
	Two Sets	1304	39	1228	39
	3+	1002	30	946	30
VCR's	Without VCR	464	14	425	14
	With VCR	2887	86	2718	86
	With 1 VCR	1931	58	1813	58
	With 2+	955	29	905	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7185	100	6757	100
Which are:	Colour Set	7122	99	6701	99
	Teletext Set	4394	61	4131	61
	Remote Ctrl.	6610	92	6223	92
	Portable Set	3041	42	2848	42
Screen Size	- Under 15"	3027	42	2837	42
	- 16 to 19"	250	3	246	4
	- 20"and over	3908	54	3674	54
VCR Connected		4180	58	3947	58

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		8022	100	7439	100	5804	100
Age	0 - 3	367	5	340	5	251	4
	4 - 9	605	8	568	8	468	8
	10 - 15	673	8	633	9	579	10
	16 - 19	410	5	378	5	332	6
	20 - 24	474	6	432	6	342	6
	25 - 34	1067	13	990	13	772	13
	35 - 44	1233	15	1149	15	961	17
	45 - 54	1040	13	960	13	812	14
	55 - 64	909	11	842	11	634	11
	65 +	1243	15	1145	15	654	11
Adults		6377	100	5897	100	4507	100
	AB	981	15	904	15	752	17
	C1	1802	28	1676	28	1389	31
	C2	1425	22	1323	22	1080	24
	D	1180	19	1099	19	841	19
	E	989	16	896	15	445	10

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3966	100	4056	100	3671	100	3768	100
	0 - 15	850	21	796	20	798	22	744	20
	16 - 24	444	11	440	11	407	11	403	11
	25 - 34	552	14	516	13	507	14	483	13
	35 - 44	624	16	609	15	580	16	569	15
	45 - 54	521	13	519	13	477	13	484	13
	55 - 64	450	11	459	11	417	11	426	11
	65 +	526	13	717	18	485	13	660	18
Adults		3116	100	3260	100	2873	100	3024	100
	AB	501	16	480	15	463	16	441	15
	C1	856	27	946	29	796	28	879	29
	C2	765	25	660	20	709	25	614	20
	D	590	19	590	18	547	19	552	18
	E	405	13	584	18	359	12	537	18
	Working	1933	62	1536	47	1791	62	1431	47
	Not Working	1184	38	1724	53	1082	38	1593	53
Housewives		621	100	2799	100	550	100	2593	100
	Working	278	45	1312	47	252	46	1221	47
	Not Working	343	55	1487	53	298	54	1372	53

YORKSHIRE/TYNE TEES

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	4037	100	3936	100	3652	100
Receiving ITV	3936	98	3936	100	3652	100
Receiving Any CH4	3933	97	3933	100	3649	100
Receiving C5	3633	90	3633	92	3347	92
Receiving BBC1	3936	98	3936	100	3652	100
Receiving BBC2	3936	98	3936	100	3652	100

		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		4037	100	3936	100	3652	100	3633	100	2455	100
			100		98		90		90		61
					100		93		92		62
Social Class:											
AB		505	13	496	13	461	13	460	13	361	15
C1		1053	26	1036	26	954	26	954	26	714	29
C2		809	20	799	20	739	20	737	20	561	23
D		715	18	703	18	644	18	643	18	445	18
E		955	24	902	23	853	23	840	23	374	15
Housewife Age:											
Under 25		253	6	237	6	221	6	220	6	123	5
25 - 34		668	17	641	16	588	16	586	16	425	17
35 - 44		811	20	794	20	738	20	734	20	583	24
45 - 54		686	17	674	17	629	17	626	17	490	20
55 - 64		622	15	611	16	565	15	562	15	397	16
65 +		998	25	980	25	911	25	904	25	437	18
Household Size:											
1		1224	30	1155	29	1079	30	1066	29	439	18
2		1412	35	1392	35	1287	35	1284	35	914	37
3		645	16	641	16	590	16	588	16	495	20
4		521	13	517	13	481	13	481	13	423	17
5+		235	6	232	6	215	6	215	6	183	7
Average Household Size		2.31		2.33		2.33		2.33		2.62	
Children:											
Without		2944	73	2853	72	2653	73	2636	73	1634	67
With		1093	27	1083	28	999	27	997	27	821	33
0 - 3		362	9	357	9	328	9	327	9	239	10
4 - 9		527	13	521	13	479	13	478	13	395	16
10 - 15		567	14	563	14	523	14	523	14	468	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3936	100	3652	100
Possessing	Colour Set	3918	100	3633	99
	Teletext Set	3360	85	3106	85
	Remote Ctrl.	3816	97	3535	97
	Portable Set	2596	66	2425	66
Screen Size	- Under 15"	2438	62	2268	62
	- 16 to 19"	297	8	257	7
	- 20"and over	3570	91	3308	91
Household With	Single Set	1284	33	1197	33
	Two Sets	1505	38	1388	38
	3+	1147	29	1067	29
VCR's	Without VCR	562	14	527	14
	With VCR	3375	86	3124	86
	With 1 VCR	2282	58	2118	58
	With 2+	1093	28	1006	28

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8352	100	7765	100
Which are:	Colour Set	8212	98	7634	98
	Teletext Set	5029	60	4663	60
	Remote Ctrl.	7507	90	6980	90
	Portable Set	3911	47	3685	47
Screen Size	- Under 15"	3657	44	3433	44
	- 16 to 19"	334	4	290	4
	- 20"and over	4361	52	4042	52
VCR Connected		4860	58	4501	58

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		9334	100	8507	100	6433	100
Age	0 - 3	428	5	389	5	278	4
	4 - 9	688	7	623	7	512	8
	10 - 15	761	8	700	8	626	10
	16 - 19	485	5	450	5	384	6
	20 - 24	550	6	497	6	366	6
	25 - 34	1227	13	1098	13	839	13
	35 - 44	1445	15	1317	15	1063	17
	45 - 54	1239	13	1142	13	921	14
	55 - 64	1045	11	952	11	703	11
	65 +	1464	16	1340	16	741	12
Adults		7457	100	6796	100	5017	100
	AB	1016	14	933	14	767	15
	C1	2036	27	1861	27	1478	29
	C2	1685	23	1548	23	1241	25
	D	1370	18	1240	18	929	19
	E	1350	18	1215	18	602	12

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		4621	100	4713	100	4197	100	4310	100
	0 - 15	960	21	917	19	877	21	834	19
	16 - 24	530	11	506	11	483	12	464	11
	25 - 34	626	14	601	13	556	13	542	13
	35 - 44	734	16	711	15	663	16	654	15
	45 - 54	621	13	618	13	572	14	570	13
	55 - 64	513	11	532	11	467	11	485	11
	65 +	637	14	828	18	580	14	761	18
Adults		3661	100	3796	100	3319	100	3476	100
	AB	522	14	493	13	480	14	452	13
	C1	975	27	1061	28	886	27	974	28
	C2	914	25	771	20	839	25	709	20
	D	682	19	688	18	615	19	625	18
	E	568	16	783	21	499	15	716	21
	Working	2222	61	1699	45	2021	61	1554	45
	Not Working	1438	39	2097	55	1299	39	1922	55
Housewives		755	100	3282	100	654	100	2997	100
	Working	326	43	1476	45	287	44	1350	45
	Not Working	430	57	1805	55	368	56	1647	55

GRANADA NORTH

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7394	100	7225	100	6789	100
Receiving ITV	7225	98	7225	100	6789	100
Receiving Any CH4	7219	98	7219	100	6785	100
Receiving C5	6640	90	6640	92	6218	92
Receiving BBC1	7225	98	7225	100	6789	100
Receiving BBC2	7225	98	7225	100	6789	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		7394	100	7225	100	6789	100	6759	100	4625	100
			100		98		94		91		63
					100				94		64
Social Class:	AB	988	13	974	13	912	13	911	13	717	16
	C1	1960	27	1928	27	1809	27	1808	27	1366	30
	C2	1475	20	1457	20	1365	20	1362	20	1043	23
	D	1312	18	1290	18	1207	18	1205	18	844	18
	E	1660	22	1576	22	1496	22	1473	22	655	14
Housewife Age:	Under 25	451	6	426	6	398	6	396	6	228	5
	25 - 34	1209	16	1165	16	1093	16	1090	16	794	17
	35 - 44	1493	20	1464	20	1381	20	1377	20	1106	24
	45 - 54	1256	17	1231	17	1163	17	1159	17	921	20
	55 - 64	1152	16	1134	16	1062	16	1058	16	749	16
	65 +	1833	25	1804	25	1692	25	1679	25	828	18
Household Size:	1	2248	30	2130	29	2009	30	1987	29	824	18
	2	2551	35	2521	35	2357	35	2353	35	1700	37
	3	1162	16	1154	16	1085	16	1083	16	923	20
	4	975	13	968	13	910	13	909	13	805	17
	5+	457	6	451	6	428	6	428	6	372	8
	Average Household Size	2.33		2.35		2.35		2.35		2.64	
Children:	Without	5380	73	5229	72	4913	72	4886	72	3068	66
	With	2014	27	1996	28	1876	28	1873	28	1556	34
	0 - 3	672	9	663	9	621	9	620	9	456	10
	4 - 9	975	13	965	13	908	13	906	13	750	16
	10 - 15	1045	14	1037	14	978	14	977	14	883	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7225	100	6789	100
Possessing	Colour Set	7194	100	6759	100
	Teletext Set	6260	87	5874	87
	Remote Ctrl.	7035	97	6614	97
	Portable Set	4595	64	4327	64
Screen Size	- Under 15"	4412	61	4145	61
	- 16 to 19"	504	7	472	7
	- 20"and over	6635	92	6227	92
Household With	Single Set	2309	32	2164	32
	Two Sets	2788	39	2613	38
	3+	2128	29	2011	30
VCR's	Without VCR	1017	14	952	14
	With VCR	6208	86	5838	86
	With 1 VCR	4178	58	3929	58
	With 2+	2030	28	1909	28

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15404	100	14507	100
Which are:	Colour Set	15205	99	14320	99
	Teletext Set	9354	61	8788	61
	Remote Ctrl.	14000	91	13190	91
	Portable Set	6899	45	6525	45
Screen Size	- Under 15"	6633	43	6262	43
	- 16 to 19"	571	4	536	4
	- 20"and over	8200	53	7709	53
VCR Connected		8966	58	8441	58

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	17212	100	15932	100	12222	100
Age						
0 - 3	787	5	728	5	528	4
4 - 9	1283	7	1190	7	978	8
10 - 15	1425	8	1332	8	1203	10
16 - 19	888	5	827	5	716	6
20 - 24	1016	6	928	6	707	6
25 - 34	2273	13	2086	13	1609	13
35 - 44	2656	15	2463	15	2020	17
45 - 54	2260	13	2101	13	1732	14
55 - 64	1942	11	1793	11	1335	11
65 +	2681	16	2484	16	1394	11
Adults	13717	100	12682	100	9513	100
AB	1981	14	1834	14	1516	16
C1	3804	28	3533	28	2863	30
C2	3086	22	2867	23	2318	24
D	2526	18	2338	18	1768	19
E	2320	17	2110	17	1047	11

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	8516	100	8696	100	7861	100	8071	100		
0 - 15	1796	21	1699	20	1674	21	1576	20		
16 - 24	966	11	938	11	889	11	866	11		
25 - 34	1166	14	1107	13	1062	14	1024	13		
35 - 44	1347	16	1309	15	1242	16	1221	15		
45 - 54	1132	13	1128	13	1048	13	1053	13		
55 - 64	958	11	984	11	883	11	910	11		
65 +	1151	14	1530	18	1064	14	1420	18		
Adults	6720	100	6997	100	6188	100	6494	100		
AB	1016	15	965	14	942	15	892	14		
C1	1816	27	1988	28	1681	27	1852	29		
C2	1666	25	1420	20	1546	25	1321	20		
D	1259	19	1266	18	1161	19	1177	18		
E	963	14	1356	19	858	14	1252	19		
Working	4119	61	3206	46	3808	62	2982	46		
Not Working	2601	39	3791	54	2380	38	3512	54		
Housewives	1365	100	6029	100	1204	100	5585	100		
Working	597	44	2764	46	538	45	2568	46		
Not Working	768	56	3265	54	666	55	3017	54		

S4C

Table 1		Television Reception									
	All Households		TV Households		S4C Households						
					All		Welsh Speaking		Other		
	000's	%	000's	%	000's	%	000's	%	000's	%	
Total	1210	100	1186	100	1098	100	328	100	770	100	
Receiving S4C	1098	91	1098	93	1098	100	328	100	770	100	
Receiving ITV	1186	98	1186	100	1098	100	328	100	770	100	
Receiving CH4	785	65	785	66	698	64	190	58	508	66	
Receiving C5	928	77	928	78	850	77	253	77	597	78	
Receiving BBC1	1186	98	1186	100	1098	100	328	100	770	100	
Receiving BBC2	1186	98	1186	100	1098	100	328	100	770	100	

Table 2a		Analysis of Households									
		All Households		TV Households		S4C Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1210	100	1186	100	1098	100	1092	100	722	100
			100		98		91		90		60
					100		93		92		61
Social Class:											
AB		158	13	156	13	147	13	146	13	107	15
C1		308	25	300	25	278	25	278	25	199	28
C2		253	21	249	21	230	21	229	21	173	24
D		222	18	220	19	201	18	201	18	135	19
E		270	22	260	22	241	22	238	22	109	15
Housewife Age:											
Under 25		67	6	62	5	58	5	57	5	29	4
25 - 34		186	15	181	15	165	15	164	15	112	16
35 - 44		232	19	229	19	215	20	214	20	170	24
45 - 54		214	18	211	18	196	18	196	18	151	21
55 - 64		194	16	192	16	180	16	179	16	123	17
65 +		317	26	313	26	284	26	282	26	137	19
Household Size:											
1		348	29	331	28	299	27	294	27	113	16
2		407	34	402	34	374	34	374	34	254	35
3		196	16	195	16	183	17	182	17	149	21
4		173	14	172	15	163	15	163	15	139	19
5+		86	7	86	7	78	7	78	7	67	9
Average Household Size		2.41		2.42		2.44		2.44		2.75	
Children:											
Without		880	73	858	72	791	72	786	72	477	66
With		330	27	328	28	307	28	306	28	246	34
0 - 3		113	9	112	9	104	9	103	9	75	10
4 - 9		164	14	163	14	150	14	150	14	122	17
10 - 15		178	15	177	15	166	15	166	15	142	20
No. of Welsh Speakers:											
0		863	71	845	71	770	70	766	70	480	67
1		189	16	184	16	176	16	174	16	117	16
2		92	8	91	8	88	8	88	8	69	9
3		37	3	37	3	36	3	36	3	31	4
4		22	2	22	2	22	2	22	2	20	3
5+		7	1	7	1	7	1	7	1	5	1
Average		0.50		0.50		0.53		0.53		0.63	

Table 2b		Analysis of Households									
		All Households		TV Households		S4C/Welsh Speaking Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		1210	100 100	1186	100 98 100	328	100 27 28	326	100 27 27	240	100 20 20
Social Class:											
AB		158	13	156	13	57	17	57	18	45	19
C1		308	25	300	25	93	28	93	29	72	30
C2		253	21	249	21	73	22	73	22	58	24
D		222	18	220	19	53	16	53	16	38	16
E		270	22	260	22	51	16	50	15	26	11
Housewife Age:											
Under 25		67	6	62	5	12	4	12	4	7	3
25 - 34		186	15	181	15	53	16	52	16	39	16
35 - 44		232	19	229	19	82	25	82	25	71	29
45 - 54		214	18	211	18	62	19	62	19	52	22
55 - 64		194	16	192	16	46	14	46	14	32	14
65 +		317	26	313	26	73	22	72	22	39	16
Household Size:											
1		348	29	331	28	67	21	66	20	27	11
2		407	34	402	34	97	29	96	30	71	30
3		196	16	195	16	62	19	62	19	53	22
4		173	14	172	15	72	22	72	22	63	26
5+		86	7	86	7	30	9	30	9	27	11
Average Household Size		2.41		2.42		2.74		2.75		3.01	
Children:											
Without		880	73	858	72	205	62	203	62	137	57
With		330	27	328	28	123	38	123	38	103	43
0 - 3		113	9	112	9	32	10	32	10	25	10
4 - 9		164	14	163	14	61	19	61	19	50	21
10 - 15		178	15	177	15	75	23	75	23	66	28
No. of Welsh Speakers:											
0		863	71	845	71	0	0	0	0	0	0
1		189	16	184	16	176	54	174	53	116	48
2		92	8	91	8	88	27	88	27	68	28
3		37	3	37	3	36	11	36	11	31	13
4		22	2	22	2	22	7	22	7	20	8
5+		7	1	7	1	7	2	7	2	5	2
Average		0.50		0.50		1.77		1.77		1.88	

		TV Households		S4C Households	
		000's	%	000's	%
Total		1186	100	1098	100
Possessing	Colour Set	1180	99	1092	99
	Teletext Set	1022	86	953	87
	Remote Ctrl.	1149	97	1066	97
	Portable Set	678	57	636	58
Screen Size	- Under 15"	682	58	642	58
	- 16 to 19"	44	4	39	4
	- 20"and over	1107	93	1025	93
Household With Single Set	Two Sets	414	35	375	34
	3+	444	37	407	37
		328	28	315	29
VCR's	Without VCR	158	13	141	13
	With VCR	1028	87	957	87
	With 1 VCR	690	58	632	58
	With 2+	338	28	325	30

		TV Households		S4C Households	
		000's	%	000's	%
Total		2438	100	2283	100
Which are:	Colour Set	2418	99	2261	99
	Teletext Set	1469	60	1381	60
	Remote Ctrl.	2189	90	2048	90
	Portable Set	1009	41	953	42
Screen Size	- Under 15"	1027	42	975	43
	- 16 to 19"	46	2	42	2
	- 20"and over	1365	56	1267	55
VCR Connected		1493	61	1405	62

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		2911	100	2674	100	1988	100
Age	0 - 3	130	4	119	4	85	4
	4 - 9	215	7	196	7	157	8
	10 - 15	243	8	228	9	197	10
	16 - 19	160	6	150	6	129	6
	20 - 24	167	6	149	6	108	5
	25 - 34	365	13	330	12	242	12
	35 - 44	422	15	391	15	313	16
	45 - 54	386	13	356	13	286	14
	55 - 64	339	12	316	12	229	12
	65 +	482	17	438	16	241	12
Adults		2322	100	2131	100	1548	100
	AB	328	14	307	14	239	15
	C1	607	26	556	26	428	28
	C2	548	24	505	24	401	26
	D	450	19	412	19	301	19
	E	389	17	352	17	179	12

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Households			
		Total		2+ TV Sets	
		000's	%	000's	%
Total		898	100	723	100
Age:	0 - 3	37	4	29	4
	4 - 9	79	9	63	9
	10 - 15	103	12	92	13
	16 - 19	58	6	53	7
	20 - 24	43	5	35	5
	25 - 34	109	12	86	12
	35 - 44	145	16	124	17
	45 - 54	122	14	104	14
	55 - 64	84	9	64	9
	65 +	118	13	73	10
Adults:		678	100	539	100
	AB	127	19	106	20
	C1	200	30	165	31
	C2	162	24	135	25
	D	111	16	88	16
	E	78	11	46	8

Table 6a		Analysis of Individuals							
		All Households				S4C Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1438	100	1473	100	1317	100	1358	100
0 - 15		302	21	286	19	277	21	267	20
16 - 24		167	12	160	11	154	12	145	11
25 - 34		189	13	176	12	171	13	159	12
35 - 44		212	15	210	14	195	15	196	14
45 - 54		192	13	194	13	176	13	180	13
55 - 64		167	12	172	12	156	12	161	12
65 +		208	14	274	19	188	14	249	18
Adults		1136	100	1186	100	1040	100	1091	100
AB		168	15	160	13	157	15	149	14
C1		293	26	314	26	267	26	289	26
C2		291	26	256	22	269	26	235	22
D		226	20	224	19	207	20	205	19
E		157	14	233	20	140	13	213	19
Working		657	58	497	42	603	58	457	42
Not Working		479	42	689	58	437	42	634	58
Housewives		215	100	995	100	182	100	915	100
Working		82	38	420	42	69	38	387	42
Not Working		133	62	575	58	113	62	529	58

Table 6b		Analysis of Individuals			
		S4C/Welsh Speaking Households			
		Males		Females	
		000's	%	000's	%
Total		443	100	454	100
0 - 15		108	24	112	25
16 - 24		54	12	46	10
25 - 34		55	12	54	12
35 - 44		68	15	77	17
45 - 54		62	14	59	13
55 - 64		44	10	41	9
65 +		52	12	66	15
Adults:		335	100	342	100
AB		65	20	61	18
C1		99	30	101	30
C2		84	25	78	23
D		56	17	56	16
E		31	9	47	14
Working		208	62	168	49
Not Working		128	38	174	51
Housewives		49	100	278	100
Working		23	47	141	51
Not Working		26	53	137	49

CABLE & SATELLITE HOMES

	Table 1 Television Reception							
	All Households		TV Households		Non-Terrestrial Households			
	000's	%	000's	%	All		DTH	
	000's	%	000's	%	000's	%	000's	%
Total	25249	100	24628	100	10477	100	6759	100
Receiving ITV	24628	98	24628	100	10477	100	6759	100
Receiving Any CH4	24597	97	24597	100	10477	100	6759	100
Receiving C5	21125	84	21125	86	10446	100	6728	100
Receiving 1+ Non Terrestrial	10477	41	10477	43	10477	100	6759	100
Receiving 1+ Non Terrestrial via Dish	6759	27	6759	27	6759	65	6759	100
Receiving BBC1	24628	98	24628	100	10477	100	6759	100
Receiving BBC2	24628	98	24628	100	10477	100	6759	100

		Analysis of Households							
		All Households		TV Households		Non Terrestrial Households			
						Total		DTH	
		000's	%	000's	%	000's	%	000's	%
Total		25249	100	24628	100	10477	100	6759	100
			100		98		41		27
					100		43		27
Social Class:	AB	4455	18	4373	18	2017	19	1324	20
	C1	7192	28	7043	29	3223	31	2078	31
	C2	4885	19	4817	20	2334	22	1546	23
	D	3969	16	3886	16	1924	18	1234	18
	E	4749	19	4509	18	979	9	576	9
Housewife Age:	Under 25	1502	6	1414	6	548	5	314	5
	25 - 34	4425	18	4270	17	2325	22	1520	22
	35 - 44	5220	21	5095	21	2890	28	1909	28
	45 - 54	4356	17	4280	17	2154	21	1417	21
	55 - 64	3767	15	3701	15	1442	14	921	14
	65 +	5979	24	5868	24	1117	11	678	10
Household Size:	1	7695	30	7276	30	1513	14	803	12
	2	8681	34	8563	35	3524	34	2225	33
	3	3813	15	3775	15	2208	21	1484	22
	4	3433	14	3407	14	2153	21	1491	22
	5+	1627	6	1606	7	1078	10	756	11
Average Household Size		2.34		2.36		2.83		2.93	
Children:	Without	18427	73	17887	73	6381	61	3976	59
	With	6822	27	6741	27	4096	39	2783	41
	0 - 3	2381	9	2345	10	1376	13	927	14
	4 - 9	3344	13	3299	13	2025	19	1367	20
	10 - 15	3449	14	3420	14	2189	21	1504	22

		Household Penetrations - TV Sets/VCR's					
		TV Households		Non Terrestrial Households			
				Total		DTH	
		000's	%	000's	%	000's	%
Total		24628	100	10477	100	6759	100
Possessing:	Colour Set	24527	100	10476	100	6759	100
	Teletext Set	21032	85	9852	94	6462	96
	Remote Ctrl.	23976	97	10418	99	6732	100
	Portable Set	14837	60	7176	68	4719	70
Screen Size:	- Under 15"	14497	59	7001	67	4595	68
	- 16 to 19"	2157	9	884	8	592	9
	- 20"and over	22002	89	10019	96	6529	97
Households with:	Single Set	8679	35	2215	21	1270	19
	Two Sets	9015	37	3940	38	2468	37
	3+	6934	28	4322	41	3021	45
VCR's:	Without VCR	3702	15	660	6	380	6
	With VCR	20926	85	9817	94	6379	94
	With 1 VCR	14434	59	5870	56	3668	54
	With 2+	6493	26	3947	38	2711	40

		TV Set Profile					
		TV Households		Non Terrestrial Households			
				Total		DTH	
000's	%	000's	%	000's	%		
Total		51182	100	25720	100	17233	100
Which are:	Colour Set	50562	99	25499	99	17097	99
	Teletext Set	30935	60	16032	62	10879	63
	Remote Ctrl.	46595	91	23817	93	15975	93
	Portable Set	22296	44	11770	46	7931	46
Screen Size:	- Under 15"	21764	43	11485	45	7751	45
	- 16 to 19"	2469	5	1070	4	727	4
	- 20"and over	26949	53	13165	51	8755	51
VCR Connected		29742	58	15374	60	10253	59
Sets Receiving 1+ Non-Terrestrial Channels		17403	34	12999	51	9362	54
Sets Receiving 1+ Non-Terrestrial Channels via Dish Antenna		12534	24	9362	36	9362	54

		Analysis of Individuals					
		All Households		Non Terrestrial Households			
				Total		DTH	
000's	%	000's	%	000's	%		
Total		59029	100	29660	100	19794	100
Age	0 - 3	2809	5	1607	5	1083	5
	4 - 9	4466	8	2709	9	1840	9
	10 - 15	4735	8	3018	10	2090	11
	16 - 19	2942	5	1747	6	1209	6
	20 - 24	3597	6	1827	6	1150	6
	25 - 34	8231	14	4608	16	3055	15
	35 - 44	9275	16	5356	18	3601	18
	45 - 54	7708	13	4039	14	2707	14
	55 - 64	6478	11	2734	9	1808	9
	65 +	8788	15	2016	7	1250	6
Adults		47019	100	22326	100	14780	100
	AB	8938	19	4431	20	2967	20
	C1	13784	29	6857	31	4531	31
	C2	10115	22	5215	23	3506	24
	D	7647	16	4189	19	2770	19
	E	6536	14	1633	7	1007	7

Table 6a		Analysis of Individuals							
		All Households				Non Terrestrial Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total	29241	100	29788	100	15336	100	14324	100	
0 - 15	6184	21	5826	20	3839	25	3495	24	
16 - 24	3307	11	3233	11	1877	12	1697	12	
25 - 34	4210	14	4022	14	2369	15	2239	16	
35 - 44	4707	16	4569	15	2700	18	2657	19	
45 - 54	3840	13	3867	13	2067	13	1972	14	
55 - 64	3186	11	3292	11	1429	9	1305	9	
65 +	3808	13	4980	17	1056	7	959	7	
Adults	23057	100	23962	100	11497	100	10829	100	
AB	4577	20	4362	18	2358	21	2073	19	
C1	6608	29	7176	30	3459	30	3398	31	
C2	5430	24	4685	20	2794	24	2421	22	
D	3829	17	3818	16	2166	19	2023	19	
E	2614	11	3922	16	720	6	913	8	
Working	14872	65	11347	47	8422	73	6185	57	
Not Working	8185	35	12616	53	3075	27	4644	43	
Housewives	4885	100	20363	100	1829	100	8648	100	
Working	2398	49	9689	48	1138	62	5131	59	
Not Working	2487	51	10675	52	690	38	3517	41	

Table 6b		Analysis of Individuals			
		DTH Households			
		Males		Females	
		000's	%	000's	%
Total	10274	100	9520	100	
0 - 15	2637	26	2377	25	
16 - 24	1264	12	1095	12	
25 - 34	1539	15	1515	16	
35 - 44	1809	18	1792	19	
45 - 54	1388	14	1318	14	
55 - 64	968	9	840	9	
65 +	669	7	581	6	
Adults:	7637	100	7143	100	
AB	1578	21	1389	19	
C1	2304	30	2227	31	
C2	1861	24	1645	23	
D	1441	19	1329	19	
E	453	6	554	8	
Working	5629	74	4083	57	
Not Working	2009	26	3060	43	
Housewives	1071	100	5688	100	
Working	660	62	3396	60	
Not Working	412	38	2292	40	

Table 7 Non Terrestrial Penetration By Region								
	Total TV Households		Non Terrestrial Households		Home ITV Households		Home ITV + Non Terrestrial Households	
	000's	%	000's	%	000's	%	000's	%
All Areas	24628	100	10477	100	24440	100	10409	100
London	5772	23	2561	24	4927	20	2266	22
Midlands	4695	19	2040	19	3882	16	1701	16
North West	3086	13	1357	13	2852	12	1262	12
Yorkshire	2807	11	1107	11	2479	10	982	9
Central Scotland	1630	7	713	7	1559	6	685	7
North Scotland	578	2	241	2	519	2	218	2
Central Scotland & North Scotland	2081	8	906	9	2069	8	900	9
HTV (Wales & West)	2179	9	945	9	1975	8	873	8
South & South East & Ch. Is	2785	11	1144	11	2462	10	1036	10
North East	1397	6	575	5	1217	5	520	5
East	2199	9	965	9	1829	7	807	8
South West	868	4	299	3	743	3	262	3
Ulster	568	2	225	2	567	2	225	2
Border	332	1	121	1	297	1	112	1
HTV (West)	1272	5	520	5	1045	4	404	4
HTV (Wales)	1224	5	608	6	1085	4	561	5
South & South East	2729	11	1118	11	2406	10	1009	10
Channel Islands	56	0	27	0	56	0	27	0
Meridian/Anglia	4852	20	2052	20	4282	18	1834	18
Granada/Border	3351	14	1454	14	3143	13	1373	13
Yorkshire/Tyne Tees	3936	16	1599	15	3652	15	1480	14
Granada North	7225	29	3030	29	6789	28	2850	27
S4C	1186	5	596	6	1098	4	575	6

CH4 - ALL MACRO REGIONS

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25249	100	24628	100	24628	100
Receiving ITV	24628	98	24628	100	24628	100
Receiving Any CH4	24597	97	24597	100	24597	100
Receiving C5	21125	84	21125	86	21125	86
Receiving BBC1	24628	98	24628	100	24628	100
Receiving BBC2	24628	98	24628	100	24628	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		25249	100	24628	100	24628	100	24527	100	15949	100
			100		98		100		97		63
					100				100		65
Social Class:	AB	4455	18	4373	18	4373	18	4368	18	3097	19
	C1	7192	28	7043	29	7043	29	7032	29	4906	31
	C2	4885	19	4817	20	4817	20	4810	20	3495	22
	D	3969	16	3886	16	3886	16	3871	16	2556	16
	E	4749	19	4509	18	4509	18	4446	18	1896	12
Housewife Age:	Under 25	1502	6	1414	6	1414	6	1407	6	758	5
	25 - 34	4425	18	4270	17	4270	17	4256	17	2774	17
	35 - 44	5220	21	5095	21	5095	21	5084	21	3805	24
	45 - 54	4356	17	4280	17	4280	17	4270	17	3275	21
	55 - 64	3767	15	3701	15	3701	15	3684	15	2535	16
	65 +	5979	24	5868	24	5868	24	5826	24	2802	18
Household Size:	1	7695	30	7276	30	7276	30	7198	29	2789	17
	2	8681	34	8563	35	8563	35	8550	35	5876	37
	3	3813	15	3775	15	3775	15	3770	15	3069	19
	4	3433	14	3407	14	3407	14	3405	14	2880	18
	5+	1627	6	1606	7	1606	7	1604	7	1335	8
	Average Household Size	2.34		2.36		2.36		2.36		2.66	
Children:	Without	18427	73	17887	73	17887	73	17795	73	10622	67
	With	6822	27	6741	27	6741	27	6731	27	5327	33
	0 - 3	2381	9	2345	10	2345	10	2341	10	1643	10
	4 - 9	3344	13	3299	13	3299	13	3292	13	2581	16
	10 - 15	3449	14	3420	14	3420	14	3416	14	2949	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		24628	100	24628	100
Possessing	Colour Set	24527	100	24527	100
	Teletext Set	21032	85	21032	85
	Remote Ctrl.	23976	97	23976	97
	Portable Set	14837	60	14837	60
Screen Size	- Under 15"	14497	59	14497	59
	- 16 to 19"	2157	9	2157	9
	- 20"and over	22002	89	22002	89
Household With	Single Set	8679	35	8679	35
	Two Sets	9015	37	9015	37
	3+	6934	28	6934	28
VCR's	Without VCR	3702	15	3702	15
	With VCR	20926	85	20926	85
	With 1 VCR	14434	59	14434	59
	With 2+	6493	26	6493	26

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		51182	100	51182	100
Which are:	Colour Set	50562	99	50562	99
	Teletext Set	30935	60	30935	60
	Remote Ctrl.	46595	91	46595	91
	Portable Set	22296	44	22296	44
Screen Size	- Under 15"	21764	43	21764	43
	- 16 to 19"	2469	5	2469	5
	- 20"and over	26949	53	26949	53
VCR Connected		29742	58	29742	58

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		59029	100	58037	100	42444	100
Age	0 - 3	2809	5	2765	5	1923	5
	4 - 9	4466	8	4399	8	3429	8
	10 - 15	4735	8	4691	8	4035	10
	16 - 19	2942	5	2902	5	2449	6
	20 - 24	3597	6	3489	6	2544	6
	25 - 34	8231	14	8028	14	5624	13
	35 - 44	9275	16	9106	16	7007	17
	45 - 54	7708	13	7603	13	6057	14
	55 - 64	6478	11	6391	11	4648	11
	65 +	8788	15	8663	15	4727	11
Adults		47019	100	46183	100	33057	100
	AB	8938	19	8815	19	6674	20
	C1	13784	29	13566	29	10253	31
	C2	10115	22	10012	22	7769	24
	D	7647	16	7534	16	5390	16
	E	6536	14	6256	14	2971	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		29241	100	29788	100	28651	100	29386	100
	0 - 15	6184	21	5826	20	6102	21	5753	20
	16 - 24	3307	11	3233	11	3230	11	3161	11
	25 - 34	4210	14	4022	14	4082	14	3946	13
	35 - 44	4707	16	4569	15	4598	16	4508	15
	45 - 54	3840	13	3867	13	3774	13	3828	13
	55 - 64	3186	11	3292	11	3128	11	3263	11
	65 +	3808	13	4980	17	3738	13	4925	17
Adults		23057	100	23962	100	22550	100	23633	100
	AB	4577	20	4362	18	4503	20	4312	18
	C1	6608	29	7176	30	6484	29	7082	30
	C2	5430	24	4685	20	5364	24	4649	20
	D	3829	17	3818	16	3758	17	3775	16
	E	2614	11	3922	16	2441	11	3815	16
	Working	14872	65	11347	47	14634	65	11231	48
	Not Working	8185	35	12616	53	7916	35	12402	52
Housewives		4885	100	20363	100	4555	100	20073	100
	Working	2398	49	9689	48	2264	50	9585	48
	Not Working	2487	51	10675	52	2291	50	10487	52

CH4 - LONDON MACRO REGION

	Table 1						Television Reception					
	All Households		TV Households		Home ITV Households							
	000's	%	000's	%	000's	%						
Total	5956	100	5772	100	4927	100						
Receiving ITV	5772	97	5772	100	4927	100						
Receiving Any CH4	5762	97	5762	100	4921	100						
Receiving C5	5107	86	5107	88	4599	93						
Receiving BBC1	5772	97	5772	100	4927	100						
Receiving BBC2	5772	97	5772	100	4927	100						

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		5956	100	5772	100	4927	100	4912	100	2978	100
			100		97		83		82		50
					100		85		85		52
Social Class:	AB	1464	25	1432	25	1229	25	1227	25	795	27
	C1	1887	32	1832	32	1564	32	1563	32	990	33
	C2	999	17	983	17	827	17	827	17	563	19
	D	736	12	714	12	611	12	607	12	359	12
	E	869	15	811	14	696	14	688	14	270	9
Housewife Age:	Under 25	357	6	330	6	285	6	284	6	139	5
	25 - 34	1173	20	1125	19	975	20	975	20	549	18
	35 - 44	1363	23	1322	23	1155	23	1154	24	756	25
	45 - 54	1023	17	1001	17	852	17	850	17	623	21
	55 - 64	817	14	799	14	673	14	668	14	450	15
	65 +	1223	21	1196	21	987	20	980	20	460	15
Household Size:	1	1866	31	1751	30	1503	31	1492	30	561	19
	2	1938	33	1899	33	1598	32	1595	32	1015	34
	3	877	15	864	15	740	15	740	15	550	18
	4	870	15	863	15	745	15	745	15	595	20
	5+	404	7	395	7	341	7	340	7	256	9
	Average Household Size	2.36		2.38		2.38		2.39		2.69	
Children:	Without	4286	72	4131	72	3521	71	3507	71	1957	66
	With	1670	28	1641	28	1406	29	1404	29	1020	34
	0 - 3	621	10	607	11	521	11	520	11	336	11
	4 - 9	811	14	797	14	686	14	685	14	489	16
	10 - 15	798	13	788	14	667	14	667	14	540	18

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5772	100	4927	100
Possessing	Colour Set	5754	100	4912	100
	Teletext Set	4834	84	4140	84
	Remote Ctrl.	5605	97	4784	97
	Portable Set	3325	58	2859	58
Screen Size	- Under 15"	3242	56	2740	56
	- 16 to 19"	598	10	505	10
	- 20"and over	4997	87	4260	86
Household With	Single Set	2273	39	1950	40
	Two Sets	1969	34	1679	34
	3+	1530	27	1299	26
VCR's	Without VCR	955	17	820	17
	With VCR	4818	83	4107	83
	With 1 VCR	3382	59	2871	58
	With 2+	1436	25	1236	25

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11586	100	9850	100
Which are:	Colour Set	11437	99	9719	99
	Teletext Set	7049	61	6085	62
	Remote Ctrl.	10543	91	8995	91
	Portable Set	4868	42	4170	42
Screen Size	- Under 15"	4785	41	4039	41
	- 16 to 19"	690	6	581	6
	- 20"and over	6111	53	5230	53
VCR Connected		6760	58	5774	59

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	14043	100	11745	100	8000	100
Age						
0 - 3	743	5	622	5	398	5
4 - 9	1098	8	927	8	657	8
10 - 15	1098	8	915	8	738	9
16 - 19	686	5	583	5	456	6
20 - 24	891	6	747	6	515	6
25 - 34	2156	15	1818	15	1125	14
35 - 44	2395	17	2031	17	1381	17
45 - 54	1795	13	1505	13	1140	14
55 - 64	1421	10	1175	10	836	10
65 +	1761	13	1423	12	753	9
Adults	11104	100	9281	100	6206	100
AB	2937	26	2478	27	1738	28
C1	3508	32	2930	32	2029	33
C2	2046	18	1709	18	1254	20
D	1435	13	1207	13	774	12
E	1178	11	956	10	413	7

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	6990	100	7053	100	5839	100	5906	100	5906	100
0 - 15	1506	22	1433	20	1259	22	1205	20	1205	20
16 - 24	792	11	786	11	671	12	658	11	658	11
25 - 34	1108	16	1048	15	932	16	886	15	886	15
35 - 44	1228	18	1167	17	1035	18	995	17	995	17
45 - 54	897	13	898	13	752	13	753	13	753	13
55 - 64	690	10	731	10	568	10	607	10	607	10
65 +	770	11	990	14	621	11	802	14	802	14
Adults	5484	100	5621	100	4580	100	4701	100	4701	100
AB	1518	28	1419	25	1283	28	1195	25	1195	25
C1	1682	31	1826	32	1402	31	1529	33	1529	33
C2	1090	20	956	17	911	20	799	17	799	17
D	726	13	710	13	610	13	597	13	597	13
E	467	9	711	13	375	8	581	12	581	12
Working	3800	69	2820	50	3191	70	2379	51	2379	51
Not Working	1683	31	2801	50	1389	30	2321	49	2321	49
Housewives	1290	100	4666	100	1058	100	3869	100	3869	100
Working	738	57	2349	50	610	58	1966	51	1966	51
Not Working	552	43	2317	50	448	42	1904	49	1904	49

CH4 - SOUTH MACRO REGION

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7873	100	7705	100	6999	100
Receiving ITV	7705	98	7705	100	6999	100
Receiving Any CH4	7694	98	7694	100	6991	100
Receiving C5	5523	70	5523	72	4917	70
Receiving BBC1	7705	98	7705	100	6999	100
Receiving BBC2	7705	98	7705	100	6999	100

		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		7873	100	7705	100	6999	100	6973	100	4619	100
			100		98		89		89		59
					100		91		91		60
Social Class:	AB	1494	19	1468	19	1314	19	1313	19	927	20
	C1	2339	30	2294	30	2079	30	2074	30	1450	31
	C2	1634	21	1610	21	1467	21	1465	21	1077	23
	D	1177	15	1154	15	1059	15	1055	15	701	15
	E	1229	16	1178	15	1080	15	1066	15	464	10
Housewife Age:	Under 25	451	6	429	6	392	6	391	6	213	5
	25 - 34	1333	17	1297	17	1177	17	1173	17	779	17
	35 - 44	1524	19	1489	19	1341	19	1339	19	1031	22
	45 - 54	1373	17	1353	18	1228	18	1225	18	964	21
	55 - 64	1191	15	1170	15	1062	15	1057	15	733	16
	65 +	2001	25	1967	26	1799	26	1787	26	900	19
Household Size:	1	2304	29	2188	28	1981	28	1959	28	766	17
	2	2858	36	2829	37	2582	37	2579	37	1792	39
	3	1167	15	1159	15	1055	15	1055	15	871	19
	4	1064	14	1055	14	951	14	951	14	818	18
	5+	479	6	474	6	430	6	429	6	372	8
	Average Household Size	2.33		2.35		2.35		2.35		2.65	
Children:	Without	5809	74	5663	74	5150	74	5126	74	3130	68
	With	2064	26	2042	26	1849	26	1847	26	1489	32
	0 - 3	726	9	716	9	651	9	650	9	466	10
	4 - 9	1009	13	997	13	900	13	899	13	724	16
	10 - 15	1044	13	1036	13	939	13	938	13	824	18

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7705	100	6999	100
Possessing	Colour Set	7676	100	6973	100
	Teletext Set	6565	85	5985	86
	Remote Ctrl.	7527	98	6845	98
	Portable Set	4595	60	4193	60
Screen Size	- Under 15"	4608	60	4210	60
	- 16 to 19"	704	9	632	9
	- 20"and over	6889	89	6272	90
Household With	Single Set	2648	34	2380	34
	Two Sets	2767	36	2521	36
	3+	2290	30	2099	30
VCR's	Without VCR	1041	14	940	13
	With VCR	6664	86	6059	87
	With 1 VCR	4644	60	4246	61
	With 2+	2020	26	1813	26

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		16322	100	14876	100
Which are:	Colour Set	16134	99	14702	99
	Teletext Set	9534	58	8667	58
	Remote Ctrl.	14799	91	13453	90
	Portable Set	7086	43	6483	44
Screen Size	- Under 15"	7076	43	6481	44
	- 16 to 19"	809	5	726	5
	- 20"and over	8437	52	7669	52
VCR Connected		9450	58	8579	58

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	18353	100	16424	100	12226	100
Age						
0 - 3	853	5	762	5	544	4
4 - 9	1370	7	1217	7	978	8
10 - 15	1451	8	1306	8	1146	9
16 - 19	873	5	788	5	691	6
20 - 24	1079	6	956	6	701	6
25 - 34	2467	13	2200	13	1558	13
35 - 44	2741	15	2430	15	1920	16
45 - 54	2425	13	2178	13	1775	15
55 - 64	2096	11	1871	11	1375	11
65 +	2998	16	2718	17	1539	13
Adults	14680	100	13139	100	9558	100
AB	3005	20	2653	20	2007	21
C1	4450	30	3984	30	3012	32
C2	3340	23	3013	23	2360	25
D	2239	15	2029	15	1477	15
E	1646	11	1461	11	703	7

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	9088	100	9266	100	8114	100	8311	100		
0 - 15	1899	21	1774	19	1697	21	1588	19		
16 - 24	986	11	966	10	887	11	857	10		
25 - 34	1260	14	1208	13	1121	14	1079	13		
35 - 44	1391	15	1350	15	1225	15	1205	14		
45 - 54	1194	13	1231	13	1072	13	1106	13		
55 - 64	1041	11	1055	11	920	11	950	11		
65 +	1316	14	1682	18	1192	15	1526	18		
Adults	7189	100	7492	100	6417	100	6722	100		
AB	1531	21	1473	20	1355	21	1298	19		
C1	2140	30	2311	31	1914	30	2070	31		
C2	1785	25	1555	21	1607	25	1406	21		
D	1114	15	1126	15	1006	16	1023	15		
E	619	9	1027	14	536	8	925	14		
Working	4734	66	3600	48	4210	66	3216	48		
Not Working	2454	34	3892	52	2207	34	3506	52		
Housewives	1417	100	6455	100	1206	100	5793	100		
Working	706	50	3127	48	596	49	2794	48		
Not Working	711	50	3328	52	610	51	2999	52		

CH4 - MIDLANDS MACRO REGION

	Table 1						Television Reception					
	All Households		TV Households		Home ITV Households							
	000's	%	000's	%	000's	%						
Total	4786	100	4695	100	3882	100						
Receiving ITV	4695	98	4695	100	3882	100						
Receiving Any CH4	4688	98	4688	100	3878	100						
Receiving C5	4408	92	4408	94	3669	95						
Receiving BBC1	4695	98	4695	100	3882	100						
Receiving BBC2	4695	98	4695	100	3882	100						

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		4786	100	4695	100	3882	100	3867	100	2583	100
			100		98		81		81		54
					100		83		82		55
Social Class:	AB	803	17	792	17	657	17	657	17	475	18
	C1	1337	28	1315	28	1098	28	1096	28	790	31
	C2	1022	21	1007	21	829	21	827	21	602	23
	D	829	17	813	17	668	17	666	17	452	18
	E	795	17	768	16	629	16	621	16	264	10
Housewife Age:	Under 25	270	6	257	5	214	6	212	5	125	5
	25 - 34	848	18	823	18	688	18	685	18	466	18
	35 - 44	972	20	956	20	805	21	801	21	637	25
	45 - 54	845	18	835	18	691	18	690	18	528	20
	55 - 64	730	15	720	15	590	15	589	15	406	16
	65 +	1121	23	1105	24	895	23	890	23	421	16
Household Size:	1	1364	28	1303	28	1068	28	1058	27	401	16
	2	1723	36	1704	36	1408	36	1406	36	981	38
	3	737	15	731	16	607	16	607	16	520	20
	4	640	13	636	14	532	14	531	14	454	18
	5+	322	7	319	7	267	7	266	7	227	9
	Average Household Size	2.36		2.38		2.39		2.39		2.69	
Children:	Without	3483	73	3402	72	2805	72	2792	72	1700	66
	With	1303	27	1292	28	1077	28	1075	28	883	34
	0 - 3	448	9	444	9	369	10	369	10	270	10
	4 - 9	643	13	637	14	535	14	533	14	430	17
	10 - 15	678	14	674	14	562	14	562	15	495	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4695	100	3882	100
Possessing	Colour Set	4677	100	3867	100
	Teletext Set	4075	87	3392	87
	Remote Ctrl.	4572	97	3788	98
	Portable Set	2723	58	2305	59
Screen Size	- Under 15"	2663	57	2255	58
	- 16 to 19"	438	9	367	9
	- 20"and over	4295	91	3549	91
Household With	Single Set	1647	35	1298	33
	Two Sets	1771	38	1498	39
	3+	1276	27	1085	28
VCR's	Without VCR	686	15	573	15
	With VCR	4008	85	3309	85
	With 1 VCR	2693	57	2168	56
	With 2+	1316	28	1141	29

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9703	100	8135	100
Which are:	Colour Set	9592	99	8030	99
	Teletext Set	5944	61	5021	62
	Remote Ctrl.	8811	91	7357	90
	Portable Set	4108	42	3480	43
Screen Size	- Under 15"	3958	41	3354	41
	- 16 to 19"	515	5	431	5
	- 20"and over	5231	54	4350	53
VCR Connected		5758	59	4813	59

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		11318	100	9274	100	6962	100
Age	0 - 3	528	5	434	5	314	5
	4 - 9	858	8	709	8	571	8
	10 - 15	927	8	770	8	674	10
	16 - 19	539	5	445	5	386	6
	20 - 24	662	6	544	6	421	6
	25 - 34	1573	14	1284	14	941	14
	35 - 44	1771	16	1469	16	1187	17
	45 - 54	1502	13	1226	13	978	14
	55 - 64	1274	11	1043	11	763	11
	65 +	1684	15	1351	15	725	10
Adults		9005	100	7362	100	5402	100
	AB	1617	18	1326	18	1019	19
	C1	2610	29	2153	29	1682	31
	C2	2080	23	1700	23	1328	25
	D	1603	18	1309	18	959	18
	E	1095	12	874	12	415	8

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5630	100	5689	100	4598	100	4676	100
	0 - 15	1188	21	1126	20	979	21	933	20
	16 - 24	606	11	595	10	495	11	493	11
	25 - 34	799	14	773	14	647	14	637	14
	35 - 44	903	16	868	15	744	16	725	15
	45 - 54	757	13	745	13	619	13	607	13
	55 - 64	639	11	635	11	523	11	520	11
	65 +	737	13	947	17	590	13	760	16
Adults		4442	100	4563	100	3618	100	3743	100
	AB	820	18	797	17	668	18	658	18
	C1	1264	28	1345	29	1042	29	1111	30
	C2	1124	25	956	21	919	25	781	21
	D	810	18	793	17	657	18	651	17
	E	423	10	671	15	332	9	542	14
	Working	2955	67	2233	49	2418	67	1847	49
	Not Working	1487	33	2330	51	1201	33	1896	51
Housewives		891	100	3895	100	703	100	3179	100
	Working	465	52	1918	49	369	53	1581	50
	Not Working	426	48	1977	51	334	47	1598	50

CH4 - NORTH MACRO REGION

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7142	100	6977	100	6527	100
Receiving ITV	6977	98	6977	100	6527	100
Receiving Any CH4	6972	98	6972	100	6523	100
Receiving C5	6490	91	6490	93	6065	93
Receiving BBC1	6977	98	6977	100	6527	100
Receiving BBC2	6977	98	6977	100	6527	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		7142	100	6977	100	6527	100	6498	100	4458	100
			100		98		91		91		62
					100		94		93		64
Social Class:	AB	950	13	938	13	869	13	868	13	690	15
	C1	1901	27	1869	27	1747	27	1746	27	1323	30
	C2	1421	20	1404	20	1310	20	1308	20	1003	22
	D	1261	18	1240	18	1153	18	1151	18	807	18
	E	1609	23	1527	22	1447	22	1426	22	635	14
Housewife Age:	Under 25	436	6	412	6	385	6	384	6	218	5
	25 - 34	1173	16	1131	16	1054	16	1051	16	767	17
	35 - 44	1441	20	1411	20	1325	20	1321	20	1065	24
	45 - 54	1213	17	1190	17	1120	17	1116	17	889	20
	55 - 64	1113	16	1096	16	1022	16	1018	16	724	16
	65 +	1766	25	1738	25	1622	25	1609	25	796	18
Household Size:	1	2169	30	2054	29	1928	30	1907	29	795	18
	2	2462	34	2433	35	2263	35	2259	35	1636	37
	3	1125	16	1117	16	1046	16	1044	16	892	20
	4	943	13	936	13	877	13	876	13	776	17
	5+	443	6	437	6	413	6	413	6	359	8
	Average Household Size	2.33		2.35		2.35		2.35		2.64	
Children:	Without	5194	73	5047	72	4720	72	4694	72	2957	66
	With	1948	27	1930	28	1807	28	1804	28	1501	34
	0 - 3	651	9	642	9	599	9	597	9	440	10
	4 - 9	943	13	933	13	875	13	873	13	724	16
	10 - 15	1010	14	1003	14	942	14	941	14	852	19

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6977	100	6527	100
Possessing	Colour Set	6948	100	6498	100
	Teletext Set	6053	87	5655	87
	Remote Ctrl.	6792	97	6358	97
	Portable Set	4443	64	4173	64
Screen Size	- Under 15"	4262	61	3989	61
	- 16 to 19"	483	7	450	7
	- 20"and over	6420	92	6000	92
Household With	Single Set	2224	32	2069	32
	Two Sets	2684	38	2509	38
	3+	2069	30	1949	30
VCR's	Without VCR	981	14	907	14
	With VCR	5997	86	5620	86
	With 1 VCR	4028	58	3776	58
	With 2+	1968	28	1844	28

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		14916	100	13986	100
Which are:	Colour Set	14719	99	13803	99
	Teletext Set	9073	61	8492	61
	Remote Ctrl.	13536	91	12697	91
	Portable Set	6689	45	6307	45
Screen Size	- Under 15"	6429	43	6040	43
	- 16 to 19"	546	4	511	4
	- 20"and over	7941	53	7436	53
VCR Connected		8676	58	8141	58

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	16638	100	15332	100	11786	100
Age						
0 - 3	763	5	702	5	510	4
4 - 9	1239	7	1145	7	942	8
10 - 15	1377	8	1281	8	1160	10
16 - 19	863	5	802	5	693	6
20 - 24	987	6	901	6	683	6
25 - 34	2204	13	2010	13	1553	13
35 - 44	2562	15	2364	15	1945	16
45 - 54	2187	13	2027	13	1675	14
55 - 64	1873	11	1721	11	1286	11
65 +	2582	16	2379	16	1340	11
Adults	13259	100	12204	100	9174	100
AB	1910	14	1755	14	1462	16
C1	3694	28	3417	28	2776	30
C2	2977	22	2755	23	2231	24
D	2428	18	2233	18	1690	18
E	2249	17	2044	17	1016	11

	All Households		Home ITV Households							
			Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%	000's	%
Total	8233	100	8406	100	7563	100	7769	100		
0 - 15	1736	21	1643	20	1610	21	1519	20		
16 - 24	940	11	911	11	862	11	840	11		
25 - 34	1130	14	1074	13	1022	14	988	13		
35 - 44	1300	16	1262	15	1193	16	1170	15		
45 - 54	1097	13	1090	13	1013	13	1015	13		
55 - 64	923	11	950	11	846	11	875	11		
65 +	1106	13	1476	18	1017	13	1362	18		
Adults	6496	100	6762	100	5953	100	6251	100		
AB	981	15	930	14	903	15	852	14		
C1	1765	27	1930	29	1627	27	1790	29		
C2	1607	25	1371	20	1485	25	1270	20		
D	1209	19	1219	18	1106	19	1127	18		
E	936	14	1313	19	832	14	1212	19		
Working	3983	61	3097	46	3662	62	2862	46		
Not Working	2513	39	3665	54	2291	38	3389	54		
Housewives	1323	100	5819	100	1161	100	5366	100		
Working	579	44	2665	46	519	45	2456	46		
Not Working	743	56	3154	54	642	55	2910	54		

CH4 - SCOTLAND MACRO REGION

	Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2467	100	2408	100	2375	100
Receiving ITV	2408	98	2408	100	2375	100
Receiving Any CH4	2406	98	2406	100	2373	100
Receiving C5	2025	82	2025	84	2000	84
Receiving BBC1	2408	98	2408	100	2375	100
Receiving BBC2	2408	98	2408	100	2375	100

		Analysis of Households									
		All Households		TV Households		Home ITV Households					
						Total		Receiving Colour		More Than 1 TV Set	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		2467	100	2408	100	2375	100	2361	100	1531	100
			100		98		96		96		62
					100		99		98		64
Social Class:	AB	376	15	367	15	362	15	361	15	258	17
	C1	637	26	627	26	617	26	616	26	425	28
	C2	444	18	439	18	431	18	430	18	320	21
	D	422	17	415	17	411	17	409	17	278	18
	E	588	24	560	23	556	23	545	23	250	16
Housewife Age:	Under 25	153	6	147	6	146	6	145	6	74	5
	25 - 34	407	16	394	16	390	16	386	16	254	17
	35 - 44	519	21	504	21	499	21	497	21	372	24
	45 - 54	432	18	425	18	419	18	418	18	317	21
	55 - 64	376	15	369	15	363	15	361	15	249	16
	65 +	580	24	569	24	559	24	555	23	265	17
Household Size:	1	821	33	781	32	770	32	759	32	294	19
	2	835	34	824	34	811	34	810	34	569	37
	3	368	15	363	15	360	15	359	15	293	19
	4	325	13	323	13	319	13	319	13	273	18
	5+	118	5	117	5	116	5	116	5	102	7
	Average Household Size	2.24		2.25		2.26		2.26		2.57	
Children:	Without	1829	74	1778	74	1751	74	1739	74	1032	67
	With	638	26	630	26	624	26	622	26	499	33
	0 - 3	209	8	206	9	204	9	204	9	145	9
	4 - 9	309	13	304	13	301	13	299	13	240	16
	10 - 15	319	13	317	13	313	13	312	13	273	18

	TV Households		Home ITV Households	
	000's	%	000's	%
Total	2408	100	2375	100
Possessing				
Colour Set	2394	99	2361	99
Teletext Set	2031	84	2003	84
Remote Ctrl.	2343	97	2311	97
Portable Set	1489	62	1473	62
Screen Size				
- Under 15"	1475	61	1459	61
- 16 to 19"	229	10	227	10
- 20"and over	2069	86	2040	86
Household With				
Single Set	860	36	844	36
Two Sets	888	37	878	37
3+	660	27	653	28
VCR's				
Without VCR	352	15	346	15
With VCR	2056	85	2029	85
With 1 VCR	1407	58	1384	58
With 2+	649	27	645	27

	TV Households		Home ITV Households	
	000's	%	000's	%
Total	4924	100	4864	100
Which are:				
Colour Set	4881	99	4822	99
Teletext Set	2915	59	2882	59
Remote Ctrl.	4607	94	4553	94
Portable Set	2199	45	2173	45
Screen Size				
- Under 15"	2160	44	2136	44
- 16 to 19"	264	5	261	5
- 20"and over	2500	51	2466	51
VCR Connected	2919	59	2887	59

		All Households		Home ITV Households			
				Total		2+ TV Sets	
		000's	%	000's	%	000's	%
Total		5516	100	5357	100	3940	100
Age	0 - 3	242	4	237	4	168	4
	4 - 9	400	7	389	7	309	8
	10 - 15	430	8	422	8	366	9
	16 - 19	272	5	267	5	231	6
	20 - 24	356	6	344	6	240	6
	25 - 34	740	13	717	13	507	13
	35 - 44	889	16	860	16	668	17
	45 - 54	738	13	719	13	575	15
	55 - 64	622	11	604	11	441	11
	65 +	827	15	799	15	434	11
Adults		4444	100	4309	100	3096	100
	AB	735	17	714	17	547	18
	C1	1207	27	1173	27	879	28
	C2	916	21	892	21	711	23
	D	790	18	772	18	570	18
	E	796	18	759	18	389	13

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2695	100	2821	100	2612	100	2745	100
	0 - 15	556	21	516	18	546	21	502	18
	16 - 24	313	12	315	11	305	12	306	11
	25 - 34	379	14	362	13	366	14	352	13
	35 - 44	441	16	448	16	423	16	437	16
	45 - 54	364	14	374	13	353	14	366	13
	55 - 64	296	11	326	12	287	11	316	12
	65 +	346	13	481	17	333	13	467	17
Adults		2139	100	2305	100	2066	100	2243	100
	AB	366	17	370	16	354	17	359	16
	C1	566	26	641	28	548	27	625	28
	C2	489	23	427	19	475	23	417	19
	D	399	19	391	17	388	19	383	17
	E	319	15	477	21	300	15	459	20
	Working	1315	62	1061	46	1280	62	1037	46
	Not Working	823	38	1244	54	786	38	1206	54
Housewives		478	100	1989	100	441	100	1935	100
	Working	206	43	927	47	192	44	906	47
	Not Working	272	57	1062	53	249	56	1029	53

CH4 - ULSTER MACRO REGION

	Table 1 Television Reception					
	All Households		TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	586	100	568	100	567	100
Receiving ITV	568	97	568	100	567	100
Receiving Any CH4	566	97	566	100	565	100
Receiving RTE	235	40	235	41	235	41
Receiving C5	438	75	438	77	437	77
Receiving BBC1	568	97	568	100	567	100
Receiving BBC2	568	97	568	100	567	100

Table 2		Analysis of Households									
		All Households		TV Households		Home ITV Households					
								Total		Receiving Colour	
		000's	%	000's	%	000's	%	000's	%	000's	%
Total		586	100	568	100	567	100	565	100	361	100
			100		97		97		96		62
					100		100		99		64
Social Class:	AB	65	11	65	11	65	11	65	11	55	15
	C1	142	24	140	25	139	25	139	25	108	30
	C2	129	22	126	22	126	22	126	22	91	25
	D	87	15	86	15	86	15	85	15	55	15
	E	163	28	152	27	152	27	150	27	52	15
Housewife Age:	Under 25	22	4	21	4	21	4	21	4	12	3
	25 - 34	112	19	109	19	109	19	109	19	68	19
	35 - 44	132	22	129	23	129	23	129	23	97	27
	45 - 54	105	18	103	18	103	18	102	18	78	21
	55 - 64	92	16	90	16	89	16	89	16	57	16
	65 +	122	21	116	20	116	20	115	20	50	14
Household Size:	1	152	26	139	24	138	24	136	24	44	12
	2	146	25	144	25	144	25	144	25	93	26
	3	91	15	90	16	90	16	90	16	67	19
	4	105	18	105	18	105	18	105	19	85	24
	5+	92	16	91	16	91	16	91	16	72	20
Average Household Size		2.82		2.86		2.87		2.87		3.25	
Children:	Without	387	66	371	65	371	65	369	65	213	59
	With	199	34	197	35	197	35	197	35	148	41
	0 - 3	75	13	75	13	75	13	75	13	54	15
	4 - 9	107	18	107	19	106	19	106	19	76	21
	10 - 15	114	19	113	20	113	20	113	20	87	24

Table 3 Household Penetrations - TV Sets / VCR's					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		568	100	567	100
Possessing	Colour Set	566	100	565	100
	Teletext Set	492	87	492	87
	Remote Ctrl.	548	96	547	96
	Portable Set	339	60	339	60
Screen Size	- Under 15"	332	58	332	59
	- 16 to 19"	36	6	36	6
	- 20"and over	519	91	519	91
Household With	Single Set	207	36	206	36
	Two Sets	203	36	203	36
	3+	158	28	158	28
VCR's	Without VCR	122	21	121	21
	With VCR	447	79	446	79
	With 1 VCR	346	61	345	61
	With 2+	101	18	101	18

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1193	100	1192	100
Which are:	Colour Set	1189	100	1188	100
	Teletext Set	853	72	853	72
	Remote Ctrl.	1114	93	1113	93
	Portable Set	522	44	522	44
Screen Size	- Under 15"	503	42	503	42
	- 16 to 19"	40	3	40	3
	- 20"and over	649	54	649	54
VCR Connected		594	50	594	50

	All Households		Home ITV Households			
			Total		2+ TV Sets	
	000's	%	000's	%	000's	%
Total	1655	100	1625	100	1175	100
Age						
0 - 3	92	6	91	6	67	6
4 - 9	148	9	147	9	105	9
10 - 15	163	10	161	10	122	10
16 - 19	112	7	110	7	90	8
20 - 24	97	6	95	6	75	6
25 - 34	244	15	240	15	165	14
35 - 44	246	15	242	15	189	16
45 - 54	197	12	194	12	155	13
55 - 64	163	10	159	10	111	9
65 +	193	12	186	11	98	8
Adults	1252	100	1226	100	881	100
AB	152	12	152	12	133	15
C1	329	26	323	26	265	30
C2	320	26	315	26	245	28
D	199	16	197	16	136	15
E	251	20	239	19	102	12

	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	819	100	836	100	802	100	823	100
0 - 15	209	25	195	23	207	26	193	23
16 - 24	105	13	103	12	104	13	102	12
25 - 34	124	15	120	14	122	15	118	14
35 - 44	120	15	126	15	118	15	124	15
45 - 54	97	12	100	12	95	12	99	12
55 - 64	79	10	84	10	76	10	83	10
65 +	85	10	108	13	81	10	104	13
Adults	610	100	641	100	596	100	630	100
AB	76	13	76	12	76	13	76	12
C1	162	27	166	26	159	27	164	26
C2	168	27	152	24	165	28	150	24
D	100	16	100	16	98	17	99	16
E	104	17	147	23	97	16	141	22
Working	375	61	266	42	369	62	264	42
Not Working	236	39	375	58	227	38	366	58
Housewives	94	100	492	100	84	100	483	100
Working	42	45	205	42	39	46	203	42
Not Working	52	55	287	58	46	54	280	58

ITV RECEPTION IN OVERLAP AREAS

The following tables show ITV reception in overlap areas. Television reception capabilities within overlap area vary considerably according to the geographic location of the home, and in addition the overlap data are in general based on much smaller samples than data from complete ITV areas. Consequently these data are subject to larger sampling variations than are area data.

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

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

ANALYSIS OF OVERLAP AREAS
(INDIVIDUAL OVERLAP AREAS)

OVERLAP AREA	Sample Size	Household Estimates (000's)							
		All H/Holds	TV H/Holds	Single ITV H/Holds			Multi ITV H/Holds		
LONDON/SOUTH	4621	1019	1000	163 (L)	589 (S)	240			
LONDON/EAST	1630	378	370	136 (L)	121 (E)	103			
MIDLANDS/NORTH WEST	1070	251	249	131 (M)	89 (NW)	29			
MIDLANDS/YORKSHIRE	1448	404	397	155 (M)	166 (Y)	75			
MIDLANDS/WALES	1019	244	240	60 (M)	151 (W)	24			
MIDLANDS/EAST	2107	502	492	60 (M)	304 (E)	127			
NORTH WEST/YORKSHIRE	195	46	45	35 (NW)	7 (Y)	2			
NORTH WEST/WALES	1387	220	218	95 (NW)	38 (W)	82			
NORTH WEST/BORDER	1307	69	68	23 (NW)	39 (B)	5			
YORKSHIRE/NORTH EAST	1036	272	267	163 (Y)	60 (NE)	44			
YORKSHIRE/EAST	349	84	82	18 (Y)	45 (E)	19			
SOUTH/WALES	120	18	18	7 (S)	9 (W)	1			
SOUTH WEST/WALES	1397	149	147	22 (SW)	107 (W)	16			
NORTH EAST/BORDER	355	17	17	6 (NE)	7 (B)	3			
SCOTLAND/BORDER	108	4	4	* (SC)	3 (B)	*			
LONDON/MIDLANDS/SOUTH	101	15	15	8 (L)	1 (M)	3 (S)	0 (L/M)	2 (L/S)	0 (M/S)
LONDON/MIDLANDS/EAST	179	48	46	9 (L)	1 (M)	28 (E)	0 (L/M)	7 (L/E)	1 (M/E)
LONDON/SOUTH/EAST	685	135	132	81 (L)	7 (S)	19 (E)	6 (L/S)	10 (L/E)	2 (S/E)
MIDLANDS/YORKSHIRE/EAST	199	56	55	9 (M)	12 (Y)	3 (E)	14 (M/Y)	7 (M/E)	3 (Y/E)
SOUTH/SOUTH WEST/WALES	159	15	15	2 (S)	0 (SW)	10 (W)	0 (S/SW)	1 (S/W)	1 (SW/W)
TOTAL	19472	3946	3877	3001			842		

ANALYSIS OF OVERLAP AREAS
(INDIVIDUAL OVERLAP AREAS)

OVERLAP AREA	Sample Size	Population Estimates (000's)		
		All Indivs	Individuals in TV H/Holds	Individuals in Multi ITV H/Holds
LONDON/SOUTH	11519	2452	2422	631
LONDON/EAST	4040	905	890	261
MIDLANDS/NORTH WEST	2503	591	588	71
MIDLANDS/YORKSHIRE	3561	951	941	198
MIDLANDS/WALES	2539	582	575	65
MIDLANDS/EAST	5139	1195	1180	313
NORTH WEST/YORKSHIRE	454	106	105	5
NORTH WEST/WALES	3325	531	527	209
NORTH WEST/BORDER	2972	156	155	14
YORKSHIRE/NORTH EAST	2466	624	619	112
YORKSHIRE/EAST	806	187	184	47
SOUTH/WALES	283	44	43	3
SOUTH WEST/WALES	3230	343	339	40
NORTH EAST/BORDER	750	38	38	8
SCOTLAND/BORDER	227	9	9	1
LONDON/MIDLANDS/SOUTH	237	35	34	0 1 (L/M) 5 (L/S) 1 (M/S)
LONDON/MIDLANDS/EAST	441	116	114	0 0 (L/M) 18 (L/E) 4 (M/E)
LONDON/SOUTH/EAST	1677	319	316	20 14 (L/S) 24 (L/E) 4 (S/E)
MIDLANDS/YORKSHIRE/EAST	542	142	139	22 35 (M/Y) 18 (M/E) 5 (Y/E)
SOUTH/SOUTH WEST/WALES	359	33	33	1 0 (S/SW) 4 (S/W) 2 (SW/W)
TOTAL	47070	9361	9252	2153

RECEPTION CHARACTERISTICS

ITV AREA	Household Estimates (000's)					
	Sample Size (H/Holds in Area)	Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	3655	396	368	8	954	20
Midlands	2775	417	278	9	705	22
North West	2295	242	118	0	299	0
Yorkshire	2019	366	157	9	402	22
North East	561	66	48	0	120	0
Scotland	11	*	*	0	1	0
South & South East	3920	608	252	8	662	20
East	3474	518	278	17	694	42
South West	391	23	17	*	42	1
Border	1160	49	9	0	23	0
Wales & West	2863	314	126	*	323	1

ANALYSIS OF OVERLAP AREAS
(INDIVIDUAL OVERLAP AREAS)

CHANNEL 4 MACRO OVERLAP AREA	Sample Size	Household Estimates (000's)							
		All H/Holds	TV H/Holds	Single ITV H/Holds			Multi ITV H/Holds		
LONDON/SOUTH	6936	1532	1503	379 (L)		737 (S)			367
MIDLANDS/NORTH	2518	655	646	286 (M)		254 (N)			104
MIDLANDS/SOUTH	3126	746	732	120 (M)		454 (S)			151
NORTH/SCOTLAND	1662	86	84	29 (N)		46 (SC)			9
NORTH/SOUTH	1736	304	300	114 (N)		83 (S)			101
LONDON/MIDLANDS/SOUTH	280	63	61	17 (L)	3 (M)	31 (S)	* (L/M)	8 (L/S)	2 (M/S)
MIDLANDS/NORTH/SOUTH	199	56	55	9 (M)	12 (N)	3 (S)	14 (M/N)	7 (M/S)	3 (N/S)

CHANNEL 4 MACRO OVERLAP AREA	Sample Size	Population Estimates (000's)			
		All Individuals	Individuals in TV H/Holds		Multi ITV H/Holds
LONDON/SOUTH	17236	3677	3628		950
MIDLANDS/NORTH	6064	1543	1529		269
MIDLANDS/SOUTH	7678	1777	1756		378
NORTH/SCOTLAND	3722	194	192		22
NORTH/SOUTH	4131	718	712		256
LONDON/MIDLANDS/SOUTH	678	151	148		0
MIDLANDS/NORTH/SOUTH	542	142	139		1 (L/M) 22 (L/S) 5 (M/S)
					22
					35 (M/N) 18 (M/S) 5 (N/S)

RECEPTION CHARACTERISTICS

	Household Estimates (000's)				
MACRO REGION	Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	396	376	0	973	0
South	1308	639	9	1635	22
Midlands	417	278	9	705	22
North	409	230	9	587	22
Scotland	46	9	0	22	0

PREFERENCE TO VIEW & NET SHARE

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

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

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

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

These net ITV households and shares are reproduced overleaf based on data from July 2000 to June 2002. These tables are then repeated in green for Channel Four Macro Regions.

PREFERENCE TO VIEW (HOURS IN TEN) OF MULTI ITV HOUSEHOLDS IN THE OVERLAPS OF EACH AREA													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	W	S	NE	E	SW	B	Sc
LONDON	376	1728	4.7	-	-	-	-	3.9	-	1.4	-	-	-
MIDLANDS	287	1155	*	4.0	0.6	1.6	0.5	*	-	3.3	-	-	-
NORTH WEST	118	766	-	0.9	6.9	0.1	1.9	-	-	-	-	0.3	-
YORKSHIRE	166	614	-	3.0	0.1	5.4	-	-	0.8	0.7	-	-	-
WALES & WEST	126	821	-	0.9	4.7	-	3.8	0.1	-	-	0.4	-	-
SOUTH & SOUTHEAST	260	1228	4.2	*	-	-	0.1	5.6	-	0.1	*	-	-
NORTH EAST	48	229	-	-	-	6.6	-	-	3.0	-	-	0.4	-
EAST	295	1275	2.4	1.6	-	0.5	-	0.1	-	5.4	-	-	-
SOUTH WEST	17	163	-	-	-	-	6.7	*	-	-	3.2	-	-
BORDER	9	174	-	-	2.7	-	-	-	1.8	-	-	5.4	0.2
SCOTLAND	#	5	-	-	-	-	-	-	-	-	-	8.3	1.7

= Under 0.5
* = Under 0.05

The preference to view data given above are obtained from Establishment Survey data. The sample sizes are shown are an aggregation of the samples of all contributory overlaps. Individual preferences are on smaller samples.

NET HOUSEHOLDS AND SHARES FOR EACH ITV AREA

AREA	000's	%
LONDON	4729	19.35
MIDLANDS	3711	15.18
NORTH WEST	2815	11.52
YORKSHIRE	2403	9.83
SCOTLAND	2069	8.47
WALES & WEST	1897	7.76
SOUTH, SOUTH EAST & CHANNEL ISLANDS	2348	9.61
NORTH EAST	1184	4.84
EAST	1694	6.93
SOUTH WEST	731	2.99
ULSTER	567	2.32
BORDER	293	1.20
ALL AREAS	24441	100.00

PREFERENCE TO VIEW (HOURS IN TEN) OF MULTI ITV HOUSEHOLDS IN THE OVERLAPS OF EACH CHANNEL 4 MACRO REGION							
MACRO REGION	MULTI ITV H/H's 000's	LONDON	SOUTH	MIDLANDS	NORTH	SCOTLAND	ULSTER
LONDON	376	4.7	5.3	-	-	-	
SOUTH	648	2.7	5.2	0.9	1.2	-	
MIDLANDS	287	*	3.8	4.0	2.2	-	
NORTH	239	-	1.4	2.6	5.8	0.2	
SCOTLAND	9	-	-	-	4.6	5.4	
ULSTER	0	-	-	-	-	-	-

**NET HOUSEHOLDS AND SHARES FOR EACH
CHANNEL FOUR MACRO REGION**

MACRO REGION	000's	%
LONDON	4729	19.31
SOUTH	6689	27.31
MIDLANDS	3711	15.15
NORTH	6427	26.24
SCOTLAND	2371	9.68
ULSTER	567	2.31
ALL AREAS	24494	100.00

APPENDIX A

OBJECTIVES

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 (adults)
 - 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 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. Note that the data herein come from two distinct sources: the BARB 1991 Contract Establishment survey which was based on paper questionnaires provides data from July 2000 to June 2001, while the BARB 2002 Contract CAPI-based survey provides data from July 2001 to June 2002.

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 Local Authority administrative districts and wards.

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 inter-lacing 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 thirteen BBC editorial regions.

When ITV areas and BBC regions are overlaid, a total of 64 mutually exclusive ITV/BBC area segments are generated.

GEOGRAPHICAL DISTRIBUTION OF THE SAMPLE

The 2001 and 2002 contracts have similar but not identical sample designs. The key difference is in the number of assignments worked – 3204 on the old contract compared with 4376 on the new, each assignment having a target of 12 interviews. This larger number reflects the increased size and control of the new panel.

The geographical distribution of the Establishment Survey is determined by the numbers of home ITV households required for each ITV area panel. The basic objective is that the total number of households sampled in each of the 17 ITV areas will generate a constant ratio between the expected number of home ITV households on the Establishment Survey and the number of panel homes (i.e. the relative sampling fractions for the Establishment Survey and the panel are the same).

However, this is subject to the following constraints: -

- (i) The minimum total households sample size for every whole ITV area is 1000, except Channel Islands (500).
- (ii) Overlap areas were sampled at one and a half times the rate of non-overlap areas for the BARB 1991 Contract.
- (iii) The procedure generates two different requirements for segments in dual overlap areas and three in triple overlap areas. In these cases, the larger requirement is taken.

Following these rules, the annual numbers of assignments required in each of the 43 ITV area segments is calculated. The design is then different for ITV non-overlap and overlap areas.

For the 17 ITV non-overlap areas, the calculated number of assignments is also the number of postal sectors which must be selected as first stage sampling units. Each interviewer assignment is then located at four different enumeration districts within a postal sector.

For the 26 ITV overlap areas, enumeration districts are the first stage sampling units. The number of enumeration districts required in each ITV overlap area is three times the calculated number of assignments. Each interviewer assignment is then a grouping of three convenient enumeration districts from the annual sample.

OTHER STRATIFICATIONS

In addition to the ITV area and BBC region control of the sample, other area based stratifications are used.

Each dual ITV overlap area has been divided into three sub-areas based upon proximity to the contributing ITV stations. These are defined in terms of enumeration districts.

The ACORN geodemographic system has been used to classify both postal sectors and enumeration districts. For postal sectors, the classification is the averaged ACORN code indicator score for the sector. For enumeration districts, the classification is the ACORN code itself.

For the BARB 2002 sample, stratifications of Channel 5 reception Area and Cable Areas are also used in larger segments such as London ITV non-overlap.

SAMPLE SELECTION

The BARB 1991 sample used different approaches in ITV Non-Overlap Areas and ITV Overlap Areas. These are described below. The BARB 2002 sample uses the less clustered Overlap Area approach throughout, except for more remote rural areas where this is not practical.

ITV NON-OVERLAP AREAS

The sample is selected in three stages with two levels of clustering.

Stage 1: Postal Sectors

The number of postal sectors required in each ITV non-overlap area is calculated. Based upon private household counts, this number is allocated proportionally (still in multiples of four) to the contributing ITV/BBC area segments.

Within each ITV/BBC area segment, the required number of postal sectors is selected with probability proportional to private household counts, stratified by averaged ACORN Code. A systematic sample is selected from a list of postal sectors ordered by postcode within averaged ACORN code.

Stage 2: Enumeration Districts

Within each selected postal sector, four enumeration districts are selected with probability proportional to private household counts, stratified by ACORN Classification. A systematic sample is selected from a list of e.d.'s ordered by e.d. code within ACORN Classification.

Stage 3: Addresses

Within each enumeration district, a systematic sample of four, five or six addresses is selected with a sampling interval of three from a random start point. The sample is selected from the postal address file and is located in geographically adjacent postcodes. A single postcode is exhausted before moving to the next. The exact number of addresses varies by region, being designed to yield an expected sample of twelve interviews in a whole interviewer assignment of four e.d.'s.

Within the same enumeration district, the basic sample of addresses is matched by a substitute sample. This is also a systematic sample of 4, 5 or 6 addresses with a sampling interval of three, but from a different random start point. Substitutes are used strictly in sequence as replacements for ineligible addresses in the basic sample.

ITV OVERLAP AREAS

The sample is selected in two stages with one level of clustering: -

Stage 1: Enumeration Districts

The number of enumeration districts required in each ITV overlap area is calculated. Based upon private household counts, this number is allocated proportionally in multiples of four to the contributing ITV/BBC area segments.

Within each ITV/BBC area segment, the required number of e.d.'s is selected with probability proportional to private household counts, stratified by ACORN Classification and by "ITV overlap sub-areas". A systematic sample is selected from a list of e.d.'s ordered by e.d. code within ACORN Classification within "ITV overlap sub-area".

Stage 2: Addresses

As stage 3 for the non-overlap design.

ULSTER

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

- Stage 1 - Postal sectors
- Stage 2 - Postcode located sub-clusters
- Stage 3 - Addresses

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

APPENDIX C

FIELDWORK AND RESULTS

FIELDWORK AND RESULTS

The tables given in this report are based on Establishment Survey interviews carried out between July 2000 and June 2002.

The following tables show the fieldwork results. Data are given for the total sample and for each ITV area, split for the two survey approaches – the BARB 1991 Contract survey up to June 2001 and the BARB 2002 Contract thereafter.

An explanation of some of the terms is given below.

SHOP/BUSINESS

The small user part of the Postcode Address 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 (ITEMISED IN JUNE 2002 DATA ONLY)

Ineligible addresses are replaced with substitute addresses – See Appendix B ITV NON-OVERLAP AREAS Stage 3: 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 housewife are included in this group.

REJECTED INTERVIEWS

This group comprises completed interviews not included in the final reporting sample for quality control reasons.

RESPONSE ANALYSIS: Jul 2000-Jun 2001										
	TOTAL	LON	MID	NW	YOR	CSCOT	WALES	S		
Addresses Issued	55782	12249	8527	8098	5316	4267	6222	6981		
Shop/Business	1681	313	233	332	130	187	161	177		
Demolished/Under Construction	2227	534	245	573	114	282	274	203		
Empty	3456	408	499	595	421	506	374	266		
Holiday Home	489	21	18	87	44	45	61	44		
Other Non-Effective	1670	213	179	225	126	239	168	167		
Eligible Addresses	46261	10760	7353	6285	4480	3008	5183	6124		
Substitute Addresses	6099	743	862	1235	707	888	725	568		
Multiple Occupancy Addresses	606	242	37	29	9	49	59	89		
Additional Households	6705	985	899	1264	716	937	784	658		
Total Households	52966	11745	8252	7550	5196	3945	5968	6782	100%	100%
Non-Contacts	9778	3007	1501	1233	700	525	1090	1244	18%	18%
No English Spoken	160	68	21	24	15	10	8	9	*	*
Refusals	5872	1583	960	847	575	448	517	838	11%	9%
Achieved Interviews	37155	7087	5771	5445	3906	2962	4353	4691	70%	73%
Rejected Interviews	27	17	0	0	0	7	0	0	*	*
Total Used Interviews	37139	7070	5771	5445	3906	2955	4353	4691	70%	69%

*=Under 0.5%

RESPONSE ANALYSIS: Jul 2000-Jun 2001										
	NE	E	SW	ULS	BOR	NSCOT	CH			
Addresses Issued	3415	5965	2896	3121	2010	1754	600			
Shop/Business	92	201	57	76	87	80	11			
Demolished/Under Construction	60	82	7	35	52	58	5			
Empty	255	285	134	160	168	139	16			
Holiday Home	53	27	76	16	138	44	1			
Other Non-Effective	80	132	83	172	248	76	19			
Eligible Addresses	2874	5237	2539	2662	1317	1356	548			
Substitute Addresses	431	570	248	0	492	287	0			
Multiple Occupancy Addresses	23	25	73	0	2	51	0			
Additional Households	454	595	321	0	494	338	0			
Total Households	3328	5832	2860	2662	1811	1694	548	100%	100%	100%
Non-Contacts	393	1134	387	612	251	225	85	16%	13%	16%
No English Spoken	4	12	1	1	4	4	0	*	*	*
Refusals	337	742	218	161	164	172	17	3%	10%	3%
Achieved Interviews	2595	3945	2254	1888	1392	1294	446	81%	76%	81%
Rejected Interviews	0	0	0	17	0	0	5	1%	*	1%
Total Used Interviews	2595	3945	2254	1871	1392	1294	441	76%	76%	80%

*=Under 0.5%

RESPONSE ANALYSIS: Jul 2001-Jun 2002										
	TOTAL	LON	MID	NW	YOR	CSCOT	WALES	S		
Addresses Issued	80706	20115	13724	7963	6276	5306	9987	8690		
Shop/Business	1281	292	221	115	67	90	184	132		
Demolished/Under Construction	345	70	41	44	19	46	62	24		
Empty	4679	911	795	565	422	343	769	317		
Holiday Home	790	57	53	145	28	29	162	57		
Other Non-Effective	1931	417	427	208	131	97	356	185		
Eligible Addresses	71681	18368	12186	6887	5609	4701	8454	7974		
Substitute Addresses	8266	1705	1501	1041	645	584	1476	714		
Multiple Occupancy Addresses	995	489	56	45	27	131	52	88		
Additional Households	9261	2194	1557	1086	672	715	1529	802		
Total Households	80943	20562	13743	7973	6281	5416	9982	8777		
Non-Contacts	13337	4977	1877	1162	844	638	1393	1343		
No English Spoken	55	24	10	4	3	1	1	2		
Refusals	14712	5076	2515	1259	1110	650	1511	1890		
Achieved Interviews	52839	10485	9341	5548	4324	4127	7077	5541		
Rejected Interviews	7	1	0	0	0	1	0	0		
Total Used Interviews	52832	10484	9341	5548	4324	4126	7077	5541		

*=Under 0.5%

RESPONSE ANALYSIS: Jul 2001-Jun 2002										
	NE	E	SW	ULS	BORD	NSCOT	CH			
Addresses Issued	3288	7558	3571	4891	2717	1976	346			
Shop/Business	26	138	71	122	64	58	6			
Demolished/Under Construction	10	32	13	15	10	9	1			
Empty	224	370	169	206	289	224	18			
Holiday Home	47	65	140	19	203	58	1			
Other Non-Effective	48	216	77	116	145	48	5			
Eligible Addresses	2933	6737	3101	4413	2006	1579	315			
Substitute Addresses	353	800	448	0	677	372	0			
Multiple Occupancy Addresses	1	38	48	6	7	42	13			
Additional Households	354	838	496	6	684	414	13			
Total Households	3287	7575	3597	4419	2690	1993	328			
Non-Contacts	445	1120	434	732	327	176	28			
No English Spoken	1	4	2	1	1	0	3			
Refusals	482	1509	616	404	329	194	15			
Achieved Interviews	2359	4942	2545	3282	2033	1623	282			
Rejected Interviews	3	0	1	0	1	0	0			
Total Used Interviews	2356	4942	2544	3282	2032	1623	282			

*=Under 0.5%

APPENDIX D

DEFINITIONS

DEFINITIONS

ITV AREAS

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

POPULATION

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

PRIVATE HOUSEHOLD

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

TV HOUSEHOLD

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

"HOME" ITV HOUSEHOLDS

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

CABLE AND SATELLITE HOUSEHOLDS

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

MACRO REGIONS

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

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

HOUSEHOLD MEMBER

Every individual who lives regularly in a private household at an 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 a separate household 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 persons of different sex share the household duties the woman is regarded as the housewife.

- d) If two of the same sex have 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 a 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 a 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 housewife as a "portable".

REMOTE CONTROL SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

APPENDIX E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

Establishment Survey reports prior to March 1985 gave data for all televisions and included those classed as being "permanently out of order " (i.e. arrangements have not been made for repair within the next 7 days). Since then, Establishment Survey reports provide data for only those sets which are working or temporarily out of order. The change gives more realistic data on set ownership.

As part of this change 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

ROUNDING

The values shown in the tables in the first part of 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 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

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 2000 to June 2002.

SAMPLE BASES FOR REPORT TABLES

TABLES 1 - 3

	Home ITV Households				
	All Households	TV Households	Total	Receiving Colour	More than 1 TV Set
ALL AREAS	89971	88060	88060	87720	56198
LONDON	17554	17120	13555	13518	8465
MIDLANDS	15112	14861	11545	11507	7420
NORTH WEST	10993	10804	9145	9117	6100
YORKSHIRE	8230	8057	6864	6833	4696
CENTRAL SCOTLAND	7081	6934	6545	6505	4233
NORTH SCOTLAND	2917	2851	2453	2443	1642
CENTRAL SCOTLAND & NORTH SCOTLAND	9279	9084	8952	8902	5838
WALES & WEST	11430	11231	10028	9990	6542
SOUTH & SOUTH EAST + CH.IS	10955	10769	9061	9038	6058
NORTH EAST	4951	4851	4009	3988	2522
EAST	8887	8686	7088	7061	4522
SOUTH WEST	4798	4724	3566	3548	2346
ULSTER	5153	4976	4968	4951	2784
BORDER	3424	3367	2754	2743	1777
WEST	6507	6398	5043	5032	3397
WALES	6824	6702	5908	5879	3856
SOUTH & SOUTH EAST	10232	10058	8350	8327	5542
CHANNEL ISLANDS	723	711	711	711	516
MERIDIAN/ANGLIA	19157	18783	16103	16053	10544
GRANADA/BORDER	13110	12888	11794	11755	7788
YORKSHIRE/TYNE TEES	12145	11886	10713	10661	7085
GRANADA NORTH	24705	24233	22430	22339	14814
S4C	6554	6435	5945	5916	3874
S4C WELSH SPEAKING	1838	1809	1737	1728	1260
CABLE & SATELLITE	20108	20108	20108	20106	15931
DIRECT TO HOME	11994	11994	11994	11994	9804
CH4 - ALL MACRO REGIONS	89971	88060	88060	87720	56198
CH4 - LONDON MACRO REGION	17554	17120	13555	13518	8465
CH4 - SOUTH MACRO REGION	33550	32927	29574	29467	19325
CH4 - MIDLANDS MACRO REGION	15112	14861	11545	11507	7420
CH4 - NORTH MACRO REGION	22943	22498	19926	19846	13226
CH4 - SCOTLAND MACRO REGION	12595	12344	11753	11692	7636
CH4 - ULSTER MACRO REGION	5153	4976	4968	4951	2784

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households	Sets in Home ITV Households
ALL AREAS	179971	179971
LONDON	34705	27580
MIDLANDS	30300	23766
NORTH WEST	22485	19123
YORKSHIRE	17035	14613
CENTRAL SCOTLAND	14074	13332
NORTH SCOTLAND	5930	5143
CENTRAL SCOTLAND & NORTH SCOTLAND	18578	18358
WALES & WEST	22941	20621
SOUTH & SOUTH EAST + CH.IS	22807	19448
NORTH EAST	9787	8072
EAST	17765	14542
SOUTH WEST	9812	7386
ULSTER	9522	9513
BORDER	6754	5593
WEST	13249	10648
WALES	13611	12093
SOUTH & SOUTH EAST	21096	17737
CHANNEL ISLANDS	1711	1711
MERIDIAN/ANGLIA	39152	33876
GRANADA/BORDER	26608	24445
YORKSHIRE/TYNE TEES	24647	22311
GRANADA NORTH	50180	46575
S4C	13077	12177
S4C WELSH SPEAKING	4083	3913
CABLE & SATELLITE	49547	49547
DIRECT TO HOME	30805	30805
CH4 - ALL MACRO REGIONS	179971	179971
CH4 - LONDON MACRO REGION	34705	27580
CH4 - SOUTH MACRO REGION	68205	61565
CH4 - MIDLANDS MACRO REGION	30300	23766
CH4 - NORTH MACRO REGION	46734	41579
CH4 - SCOTLAND MACRO REGION	25143	24026
CH4 - ULSTER MACRO REGION	9522	9513

SAMPLE BASES FOR REPORT TABLES

TABLE 5

	Individuals In All Households	Individuals in Home ITV Households	
		Total	Multi Set
ALL AREAS	216248	213057	152708
LONDON	43695	34205	23802
MIDLANDS	36925	28535	20511
NORTH WEST	26192	22056	16492
YORKSHIRE	19709	16557	12592
CENTRAL SCOTLAND	16314	15217	11224
NORTH SCOTLAND	6657	5654	4263
CENTRAL SCOTLAND & NORTH SCOTLAND	21346	20754	15383
WALES & WEST	27014	23882	17516
SOUTH & SOUTH EAST + CH.IS	26440	21989	16374
NORTH EAST	11330	9218	6568
EAST	21483	17213	12361
SOUTH WEST	11154	8343	6127
ULSTER	13425	13135	8372
BORDER	7861	6440	4719
WEST	15423	12084	9048
WALES	16182	14129	10394
SOUTH & SOUTH EAST	24673	20238	14951
CHANNEL ISLANDS	1767	1751	1423
MERIDIAN/ANGLIA	46246	39085	28638
GRANADA/BORDER	31081	28235	20971
YORKSHIRE/TYNE TEES	28573	25356	18803
GRANADA NORTH	58450	53409	39626
S4C	15487	14210	10411
S4C WELSH SPEAKING	4914	4657	3717
CABLE & SATELLITE	57873	57873	47805
DIRECT TO HOME	35703	35703	30069
CH4 - ALL MACRO REGIONS	216248	213057	152708
CH4 - LONDON MACRO REGION	43695	34205	23802
CH4 - SOUTH MACRO REGION	80183	71008	52010
CH4 - MIDLANDS MACRO REGION	36925	28535	20511
CH4 - NORTH MACRO REGION	54311	47574	35409
CH4 - SCOTLAND MACRO REGION	28980	27311	20153
CH4 - ULSTER MACRO REGION	13425	13135	8372

SAMPLE BASES FOR REPORT TABLES

TABLE 5

	Adults In All Households	Adults in Home ITV Households	
		Total	Multi Set
ALL AREAS	170430	167795	117778
LONDON	34048	26636	18249
MIDLANDS	28897	22273	15671
NORTH WEST	20588	17254	12638
YORKSHIRE	15491	13010	9644
CENTRAL SCOTLAND	13004	12112	8745
NORTH SCOTLAND	5333	4527	3331
CENTRAL SCOTLAND & NORTH SCOTLAND	17025	16544	11994
WALES & WEST	21531	19048	13669
SOUTH & SOUTH EAST + CH.IS	20838	17348	12637
NORTH EAST	9074	7385	5157
EAST	16855	13525	9499
SOUTH WEST	8948	6702	4810
ULSTER	10363	10106	6373
BORDER	6314	5120	3633
WEST	12325	9720	7157
WALES	12831	11180	8019
SOUTH & SOUTH EAST	19418	15942	11516
CHANNEL ISLANDS	1420	1406	1121
MERIDIAN/ANGLIA	36406	30780	22059
GRANADA/BORDER	24478	22163	16081
YORKSHIRE/TYNE TEES	22587	20063	14517
GRANADA NORTH	46081	42080	30481
S4C	12291	11274	8061
S4C WELSH SPEAKING	3667	3485	2744
CABLE & SATELLITE	43257	43257	35594
DIRECT TO HOME	26487	26487	22291
CH4 - ALL MACRO REGIONS	170430	167795	117778
CH4 - LONDON MACRO REGION	34048	26636	18249
CH4 - SOUTH MACRO REGION	63507	56288	40321
CH4 - MIDLANDS MACRO REGION	28897	22273	15671
CH4 - NORTH MACRO REGION	42811	37449	27241
CH4 - SCOTLAND MACRO REGION	23159	21755	15669
CH4 - ULSTER MACRO REGION	10363	10106	6373

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals In All Households		Individuals In Home ITV Households	
	Males	Females	Males	Females
ALL AREAS	104625	111623	102852	110205
LONDON	21206	22489	16605	17600
MIDLANDS	18031	18894	13908	14627
NORTH WEST	12687	13505	10663	11393
YORKSHIRE	9546	10163	8009	8548
CENTRAL SCOTLAND	7769	8545	7230	7987
NORTH SCOTLAND	3243	3414	2759	2895
CENTRAL SCOTLAND & NORTH SCOTLAND	10222	11124	9929	10825
WALES & WEST	13108	13906	11575	12307
SOUTH & SOUTH EAST + CH.IS	12823	13617	10654	11335
NORTH EAST	5427	5903	4392	4826
EAST	10495	10988	8379	8834
SOUTH WEST	5382	5772	4019	4324
ULSTER	6420	7005	6264	6871
BORDER	3790	4071	3123	3317
WEST	7517	7906	5917	6167
WALES	7833	8349	6817	7312
SOUTH & SOUTH EAST	11979	12694	9815	10423
CHANNEL ISLANDS	844	923	839	912
MERIDIAN/ANGLIA	22467	23779	18966	20119
GRANADA/BORDER	15043	16038	13662	14573
YORKSHIRE/TYNE TEES	13765	14808	12181	13175
GRANADA NORTH	28235	30215	25756	27653
S4C	7489	7998	6859	7351
S4C WELSH SPEAKING	2396	2518	2260	2397
CABLE & SATELLITE	29347	28526	29347	28526
DIRECT TO HOME	18237	17466	18237	17466
CH4 - ALL MACRO REGIONS	104625	111623	102852	110205
CH4 - LONDON MACRO REGION	21206	22489	16605	17600
CH4 - SOUTH MACRO REGION	38893	41290	34401	36607
CH4 - MIDLANDS MACRO REGION	18031	18894	13908	14627
CH4 - NORTH MACRO REGION	26225	28086	22920	24654
CH4 - SCOTLAND MACRO REGION	13905	15075	13102	14209
CH4 - ULSTER MACRO REGION	6420	7005	6264	6871

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults In All Households		Adults In Home ITV Households	
	Males	Females	Males	Females
ALL AREAS	81087	89343	79603	88192
LONDON	16290	17758	12741	13895
MIDLANDS	13905	14992	10689	11584
NORTH WEST	9764	10824	8161	9093
YORKSHIRE	7406	8085	6204	6806
CENTRAL SCOTLAND	6054	6950	5623	6489
NORTH SCOTLAND	2542	2791	2163	2364
CENTRAL SCOTLAND & NORTH SCOTLAND	7976	9049	7737	8807
WALES & WEST	10266	11265	9062	9986
SOUTH & SOUTH EAST + CH.IS	9968	10870	8289	9059
NORTH EAST	4268	4806	3454	3931
EAST	8108	8747	6505	7020
SOUTH WEST	4247	4701	3186	3516
ULSTER	4859	5504	4720	5386
BORDER	2994	3320	2434	2686
WEST	5908	6417	4684	5036
WALES	6085	6746	5289	5891
SOUTH & SOUTH EAST	9302	10116	7628	8314
CHANNEL ISLANDS	666	754	661	745
MERIDIAN/ANGLIA	17446	18960	14742	16038
GRANADA/BORDER	11608	12870	10494	11669
YORKSHIRE/TYNE TEES	10731	11856	9491	10572
GRANADA NORTH	21877	24204	19916	22164
S4C	5826	6465	5340	5934
S4C WELSH SPEAKING	1768	1899	1673	1812
CABLE & SATELLITE	21763	21494	21763	21494
DIRECT TO HOME	13425	13062	13425	13062
CH4 - ALL MACRO REGIONS	81087	89343	79603	88192
CH4 - LONDON MACRO REGION	16290	17758	12741	13895
CH4 - SOUTH MACRO REGION	30352	33155	26863	29425
CH4 - MIDLANDS MACRO REGION	13905	14992	10689	11584
CH4 - NORTH MACRO REGION	20318	22493	17712	19737
CH4 - SCOTLAND MACRO REGION	10891	12268	10210	11545
CH4 - ULSTER MACRO REGION	4859	5504	4720	5386

APPENDIX H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

The questionnaire with the address label is used for the first household. Spare questionnaires are used for the other households. Those questionnaires are marked "MULTIPLE HOUSEHOLD SEE SERIAL NUMBER....." and the serial number from the address label is also entered on the spare questionnaire. Thereafter the procedure at the additional households is as for any other interview.

APPENDIX I

WEIGHTING, SMOOTHING AND PROJECTION

WEIGHTING, 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 2000 and June 2002. 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
H/Hold Size 1
H/Hold Size 2+ for each of the BBC/ITV Segments (63 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 1991 Census data and ONS and Department of Environment projections.

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

CABLE AND SATELLITE

Cable and Satellite total universe projections are produced as follows:

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

In this way top-line Cable and Satellite estimates for June 2002 in this report accord with estimates used in processing BARB panel data in June 2002. 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 universe from a specially conducted survey in 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 $\alpha = \frac{1}{10}$ for example:-

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

(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) $ST_m = \frac{1}{10} \times 10,000 + \frac{9}{10} \times 5,000$ (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.

PROJECTION OF STATIC DATA FOR 2003

These projections are obtained by applying monthly factors to the June 2002 data. Factors are calculated separately for each area using ONS-based total homes projections.

Factor for month m = $\frac{\text{Total homes in month m}}{\text{Total homes in June 2002}}$

APPENDIX J

THE QUESTIONNAIRE

(APRIL - JUNE 2002)

Good morning/afternoon/evening. My name is from Ipsos-RSL, an independent market research company. We are conducting a major national survey on television use across the country on behalf of BARB, the main source of television audience information in the UK. The results will be used for research purposes only and all personal data will be treated in the strictest confidence.

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

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

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

1 How many TV sets are there in your household? Please include every TV set of any type, size or working order (even those that are not used, not in working order or only used with a computer), but do not include any personal computers (PC's) that are able to receive standard TV transmissions. WRITE IN > _____

ASK ALL

2a. Do you have any personal computers (PC's) that are able to receive standard TV transmissions? By this I mean a PC on which you can watch channels just as if on an ordinary television.
 Yes
 No SP

IF RESPONDENT ANSWERED "YES" (CODE 1) AT Q2A, ASK Q2B, OTHERWISE GO TO Q3A

2b. How many personal computers (PC's) do you have which are able to receive standard TV transmissions? WRITE IN _____
 >

ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1) PLUS ANY PC'S THAT RECEIVE STANDARD TV TRANSMISSIONS (MENTIONED AT Q2B). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 OR Q2a SKIP TO CLASSIFICATION DETAILS Q43.

3a. **SHOW CARD A.** Which of the statements on this card applies for each of the television sets in your household. **IF ANY PC's at Q2a, ADD:** I would like you to include any PC's that are able to receive standard TV transmissions. Starting with your **main set**, is this television set
REPEAT FOR EACH SET SUBSTITUTING main set FOR 2nd set, 3rd set ETC AS APPLICABLE
 In use as a television
 Normally in use but temporarily out of order? (to be repaired within next 7 days)
 Not in use but in working order
 Not used as a television set (for example only used with computer or games console)
 Permanently out of order SP

ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q4a

3b. How often do you expect to use this set in the future?
 More than once a month
 Every month
 Once every 3 months
 Once every 6 months
 Less often SP

ASK ALL

4a. How many video recorders, **or DVD players that are able to record**, do you have of any type? (including any which are built into a TV set)
WRITE IN > _____

4b1. How many of these, if any, are the new type of Personal Video Recorder, otherwise known as PVR's, but sometimes referred to as **TiVo, Replay or Sky+**? These can record several hours of television viewing on to their hard disc, (with no need for tapes or CD's) and can even record programmes automatically according to your usual programme preferences? WRITE IN > _____

IF ANY PVR's AT Q4b1 ASK Q4b2, OTHERWISE ASK Q4c	
4b2. Which of these is the provider of your Personal Video Recorder? READ OUT TiVo Replay Sky+	MP
4c. Do you have any video <u>players</u> that can only play back and not record? Yes No	SP
IF NO VIDEO RECORDERS AT Q4A SKIP TO Q7	
5a. SHOW CARD B. Which of the statements on this card applies to the first video recorder in your household? (Include any DVD players that are able to record) Ask Q5a THEN Q6a AND 6b THEN REPEAT ALL FOR ALL OTHER VIDEO RECORDERS (IE NUMBER MENTIONED AT Q4A - FOR UP TO 6 VIDEO RECORDERS) SUBSTITUTING first FOR second, third ETC AS APPLICABLE	SP
Is this video recorder... In use to record and play back Normally in use but temporarily out of order (to be repaired within next 7 days) Not in use but in working order Only used to record (for playback on another machine) Only used for playback (hired/bought videos, or programmes recorded on another machine) Permanently out of order	
6a. Does this video/DVD recorder have a remote control? Yes No	SP
6b. Does this video/DVD recorder record or play back in stereo (eg Nicam, Dolby Surround etc)? Yes No	SP

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

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

Talking about your main set only.	
FOR ALL OTHER SETS START "NOW TALKING ABOUT YOUR 2nd set/ 3rd setETC AS APPLICABLE FOR Q7-23 DISPLAY ON SCREEN WHICH SET IS BEING TALKED ABOUT	
7. Is this a colour set? Yes No	SP
8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen. INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN WRITE IN (2 digits required)	
8b. SHOW CARD C. Does the set have a standard or a wide screen? INTERVIEWER: CODE AS STANDARD IF STANDARD SCREEN CAN SWITCH TO WIDESCREEN Standard Widescreen Don't know	SP
IF CODE 2 "WIDESCREEN" OR 3 "DON'T KNOW" AT Q8B ASK Q8C, OTHERWISE SKIP TO Q9	
8c. INTERVIEWER: MEASURE SCREEN VERTICALLY AND HORIZONTALLY IN INCHES AND RECORD Vertical WRITE IN (2 digits required) Horizontal WRITE IN(2 digits required)	
9a. Can this set be operated by a remote control? Yes No	SP

<p>11. Can this set receive teletext services? I mean, can it be tuned to receive the full television text services such as CEEFAX and TELETEXT? This service allows you to select the pages you want to view.</p> <p>Yes No Don't know</p> <p>INTERVIEWER: IF POSSIBLE, ASK RESPONDENT TO CHANGE A PAGE ON THE SCREEN.</p>	SP
<p>12a. SHOW CARD D Does this TV set have stereo capability? By this I mean a TV equipped with NICAM stereo or Dolby Surround, or any other kind of stereo.</p> <p>Yes No</p>	SP
<p>12d. Can you access the internet through your TV? By this I mean a facility to access any internet sites of your choice, a function that is built into the TV set itself, not simply available through a digital set-top box.</p> <p>Yes No</p>	
<p>13. Would you describe the set as a portable?</p> <p>Yes No</p> <p>INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.</p>	SP
<p>14a. Where is the set usually located?</p> <p>Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)</p>	SP
<p>IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) SKIP TO Q16A</p>	
<p>14b. Where else is it used?</p> <p>Nowhere else Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)</p>	<p>MP this code SP</p>
<p>16a. SHOW CARD E. Which of the following channels can be received on this set?</p> <p>BBC1 BBC2 Channel 4 S4C (Sianel Pedwar Cymru) Channel 5 RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)</p>	MP

<p>16b. SHOW CARD F. Which of the following ITV1 (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED)</p> <ul style="list-style-type: none"> Anglia Border Carlton (formerly Central) Carlton (formerly Westcountry) Carlton/London Weekend Channel Grampian Granada HTV West HTV Wales Scottish Meridian Tyne Tees UTV (Ulster) Yorkshire (YTV) 	MP
<p>16c. SHOW CARD G. Which of the statements on this card best describes the reception for (NAME OF CHANNEL RECEIVED)... REPEAT FOR ALL CHANNELS RECEIVED</p> <ul style="list-style-type: none"> Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies 	SP
<p>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</p>	
<p>17a. Are you able to receive, on this set, any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C / Channel 5 (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)?</p> <ul style="list-style-type: none"> Yes No 	SP
<p>IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b</p>	
<p>17b. By which of these methods do you receive the signal on this television set? READ OUT</p> <ul style="list-style-type: none"> A satellite dish Connection to a cable network A normal aerial and digital box (i.e. ITV Digital, formerly ONdigital), with no dish or cable network connection A television which has digital reception built-in (IDTV) and needs no set-top box None of these <p>IF NONE OF THESE AT Q17b, COUNT THIS SET AS HAVING NO ADDITIONAL CHANNELS</p>	MP
<p>ASK ALL WITH ADDITIONAL CHANNELS</p>	
<p>17c. SHOW CARD H Which of these ranges shows the number of additional channels that this set receives?</p> <ul style="list-style-type: none"> 1-2 3-5 6-10 11-20 More than 20 	
<p>IF SATELLITE DISH (CODE 1 AT Q17b) ASK 17d</p>	
<p>17d. Is the satellite dish that you receive your signal from.....? READ OUT</p> <ul style="list-style-type: none"> A dish used <u>only</u> by your household A dish shared with one or more households 	SP

ASK ALL WITH ADDITIONAL CHANNELS		
17e.	SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a.	SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	MP
ASK Q20A IF CODE 1 or 2 AT Q17b OTHERWISE GO TO Q20b.		
20a.	Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? READ OUT <small>CODE 1 REDUNDANT</small> Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	MP
IF IDTV AT Q17b, ASK Q20b, OTHERWISE GO TO Q20c		
20b.	SHOW CARD J Which of these digital TV services does this set receive? Digital terrestrial services (i.e. ITV Digital, formerly ONdigital) Digital Satellite (i.e. Sky digital) Don't know	SP
ASK Q20d AND Q20e OF ALL WITH Q17b, CODE 3or4 OR Q20a CODE 3or4, OTHERWISE GO TO Q21		
20d.	Is your phoneline connected to your Digital receiver? Yes No Don't know	
20e.	Which of the following digital services are available through your TV set? ALLOW DK E-mail Internet access Online shopping Online games Other online services (specify)	MP
IF 2+ CODES AT Q17b ASK Q20f, ELSE SKIP TO Q22A. (Do not show code 1 if Q17b code 4 and Q20f code 2 AND Q17b code 1 and Q20a code 3)		
Q20f	On this television set, which reception method do you use most frequently? READ OUT The satellite dish (IF Q17b = 1) The connection to a cable network (IF Q17b = 2) The normal aerial and digital box (i.e. ITV Digital, formerly ONdigital), with no dish or cable network connection (IF Q17b = 3) The television which has digital reception built-in (IDTV) and needs no set-top box (IF Q17b = 4)	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q23.
IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b) ASK Q22A, OTHERWISE SKIP TO Q23

22a **ASK FOR ADDITIONAL SETS ONLY:** Does this set receive exactly the same additional channels as the main set?
 Yes
 No

SP

IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B

22b **SHOW CARDS K1-K6** in turn. Which of the following stations **are** received on this set?
INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN

ROTATE ORDER OF SHOW CARDS

SHOW CARD K1

BBC Choice
 ITV 2
 Tara
 Granada Plus
 Sky One
 UK Gold
 UK Horizons
 UK Drama
 Paramount Comedy Channel
 Hallmark

SHOW CARD K2

Sky News
 BBC News 24
 Discovery Channel
 Animal Planet
 The History Channel
 National Geographic
 Smash Hits
 Magic TV
 Kiss TV
 ITN News

SHOW CARD K3

Film Four
 Sky Moviemax
 Carlton Cinema
 Sky Premier
 Sky Cinema
 Turner Classic Movies
 Trouble
 Bravo
 E4
 Granada Men & Motors

SHOW CARD K4

Sky Travel
 Discovery Home and Leisure
 Living
 Breeze
 UK Style
 Travel Channel
 S4C Digital
 Sky Premiership Plus
 ITV Sport Channel
 ITV Sport Plus
 ITV Sport Select

SHOW CARD K5

Nickleodeon
 Cartoon Network
 Fox Kids
 Boomerang
 The Disney Channel
 UK Play
 MTV
 VH-1
 The Box
 Sci-Fi

SHOW CARD K6

Sky Sports 1
 Sky Sports 2
 Sky Sports 3
 Sky Sports Extra
 British Eurosport
 Sky Sports News
 Challenge TV
 BBC Knowledge
 Carlton Select
 Kerrang!

22c. **SHOW CARD L.** Which of the statements on this card best describes the reception for **(FIRST CHANNEL CODED)**...?

Reception is too bad to ever be viewed
 Very poor picture or sound - rarely viewable
 Often poor picture or sound - but usually still viewable
 Usually good picture and sound - although it is sometimes poor but viewable
 Usually very good picture and sound - although sometimes it varies a little
 Always an excellent picture and sound - it almost never varies

SP

22d. Are your other channels of a similar reception quality to **[CHANNEL READ OUT AT Q22C]**?
 Yes
 No

SP

IF DIFFERENT (CODE 2 Q22D) REPEAT Q22c FOR ALL CHANNELS CODED AT Q22B. IF SIMILAR CODE 1 Q22D) SKIP TO Q23

<p>23. SHOW CARD M. On weekday evenings after the Six O'Clock News, BBC1 shows regional news programmes. Please indicate which of these this set can receive. PROBE FOR CORRECT PROGRAMME TITLE.</p> <p> Newline 6.30 Look East Look North (Leeds) Look North (Newcastle) Midlands Today East Midlands Today North West Tonight Points West Reporting Scotland South Today Spotlight Wales Today BBC London News South East Today </p>	MP
REPEAT Q7 TO Q23 FOR ALL OTHER SETS	
IF SATELLITE DISH (CODE 1 AT Q17b OR CODE 2 AT Q20b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a	
<p>24a. For how long have you received additional channels by satellite dish at this address?</p> <p> 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years + </p>	
IF (Q17b = 1 and Q20a = 3) OR (Q20b = 2) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24c	
<p>24b. For how long have you received <i>digital</i> satellite services at this address?</p> <p> 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years + </p> <p>24c. SHOW CARD N What type of satellite dish do you have?</p> <p> A fixed dish to receive Astra/Sky only A fixed dish to receive Astra / Sky and another satellite (eg. Eutelstat) A movable or tracking dish able to receive stations from more than one satellite Other type Don't know </p>	
<p>24e. Do you pay a regular subscription for your satellite channels, or have you prepaid for them, or do you just receive the free channels?</p> <p> Pay regular subscription Have pre-paid Receive free channels only Don't know/Not sure </p>	
IF CABLE SYSTEM (CODE 2 AT Q17b) ASK Q25a, OTHERWISE GO TO Q26	
<p>25a. For how long have you received additional channels by cable at this address?</p> <p> 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years + </p>	

IF Q17b = 2 and Q20a = 4, ASK Q25b. OTHERS SKIP TO Q25d	
25b. For how long have you received <i>digital</i> cable services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
ASK ALL WITH CABLE SERVICES (BUT NOT DIGITAL CABLE) ON ANY SET	
25d. Do you pay an additional regular subscription for your cable services, or do you just receive the free channels? Pay regular subscription Receive free channels only Don't know/Not sure	
ASK ALL WITH DIGITAL CABLE SERVICES ON ANY SET	
25e. Do you pay an additional regular subscription for your cable services, or have you prepaid for your cable services, or do you just receive the free channels? Pay regular subscription Have pre-paid Receive free channels only Don't know/Not sure	
IF ANY SET HAS CODE 3 AT Q17b OR Q20b = 1, ASK Q26a and Q26b, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital terrestrial services at this address? 1 month or less 1-3 months 4-6 months 7-12 months 1 - 2 years 2 years +	
26b. Do you pay an additional regular subscription for your digital terrestrial services, or have you prepaid for your digital terrestrial services, or do you just receive the free channels? Pay regular subscription Have pre-paid Receive free channels only Don't know/Not sure	
27a. Apart from any additional services which you currently have, have you ever received any of these services since you have lived in this home? Please don't include services you may have received at a previous address. READ OUT Additional channels via a cable service (DO NOT SHOW IF Q17b IS CODE 2) Additional channels via a satellite dish service (DO NOT SHOW IF Q17b IS CODE 1 OR Q20b CODE 2) Additional channels via a digital terrestrial service (DO NOT SHOW IF Q17b IS CODE 3 OR Q20b IS CODE 1) None of these	MP
REPEAT Q 27B FOR EACH SERVICE CODED AT Q27A. IF NONE CODED GO TO Q28.	
27b. How long ago did you stop having [SERVICE CODED AT Q27a] 3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +	SP
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b CODE 2 OR Q17b CODE 2 AND Q20a CODE 4) OTHERWISE GO TO Q29a	

<p>28a. Does the _____ set (ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive receiver / decoder for receiving cable channels, or does it receive these channels from a receiver/ decoder which is also shared with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP
<p>REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a</p>	
<p>28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder?</p>	
<p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p> <p>IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b CODE 1 OR Q17b CODE 1 AND Q20a CODE 3) OTHERWISE GO TO Q30a</p>	
<p>29a. Does the _____ set (ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive receiver / decoder for receiving satellite channels, or does it receive these channels from a receiver/ decoder which is also shared with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP
<p>REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a</p> <p>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 receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder?</p> <p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p> <p>IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b CODE 3) OTHERWISE GO TO Q31</p>	
<p>30a. Does the _____ set (ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive receiver / decoder for receiving digital channels, or does it receive these channels from a receiver/ decoder which is also shared with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP
<p>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30a) ASK Q30B OTHERWISE GO TO Q31</p> <p>30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a receiver / decoder. Which of these sets would you say has the main connection to the actual receiver / decoder?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the receiver /decoder?</p> <p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p>	

Now some questions about other ways that television sets can be used and ways in which television signals can be received.		
31a.	SHOW CARD P Which of the following equipment do you have? Home or personal computer Games Computer/console Video recorder (VCR) DVD player/recorder Laser/Video disc player Video camera/camcorder Karaoke video machine Cdi (Interactive CD system) Photo CD A set-top box for HomeChoice, a service which allows you to watch certain programmes from a selected list at whatever time you want None of these	
31b.	Do you have any other equipment that uses the screen of your TV set(s)? Yes (IF YES WRITE IN) No	
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31c. OTHERWISE SKIP TO Q31d		
31c	Does your computer (do any of your computers) ever use the screen of your TV set(s)? Yes No	SP
IF "GAMES COMPUTER/CONSOLE" (CODE 2 AT Q31a) ASK Q31d. OTHERWISE SKIP TO Q31e.		
31d	Does your games computer / console (do any of your games computer / consoles ever use the screen of your TV set(s)? Yes No	SP
IF "HOME OR PERSONAL COMPUTER" (CODE 1 AT Q31a) ASK Q31e. OTHERWISE SKIP TO Q31g		
31e	Do you have any personal computers (PC's) that are able to receive TV services via the Internet? Yes No	SP
IF YES AT Q31e ASK Q31f		
31f	How many personal computers (PC's) do you have which are able to receive TV services via the Internet? WRITE IN> _____	
31g	Do you or anyone in your household ever access the internet at home by any method? Yes No	
IF YES AT Q31g, ASK Q31h. OTHERWISE SKIP TO Q31i		
31h	By which of these methods do you or anyone in your household ever access the internet at home? Via a PC or laptop Via a television set with full internet access Limited access via your digital TV receiver Via a WAP telephone Via a games console Other Don't know	
IF HOUSEHOLD HAS ANY EQUIPMENT (CODES 1-9 AT Q31a), ASK Q31i FOR EACH WORKING SET (NB: EXCLUDE VCR'S AND COMPUTERS/CONSOLES WHICH ONLY HAVE THEIR OWN VDU i.e. CODE 2 AT Q.31c/d). IF NO EQUIPMENT (CODES 1-9 AT Q31a) SKIP TO Q32		
31i	You said that you have...(READ ALL EQUIPMENT CODED AT Q31a). Is any of your equipment used with your main set? REPEAT FOR ALL OTHER SETS SUBSTITUTING main set FOR 2 nd set, 3 rd set, ETC AS APPLICABLE Yes, normally used No, not normally used	SP
32	You said that you have _____ (TEXT OF ALL OPTIONS CHOSEN AT Q31a - BUT ONLY INCLUDE "HOME OR PERSONAL COMPUTER" OR "GAMES COMPUTER/CONSOLE" IF THEY USE TV SCREEN, (CODE 1 AT Q31c AND/OR CODE 1 AT Q31d) In an average week, on how many days is this equipment used with (any of) your TV set(s)? WRITE IN ALLOW DK And on average day when this equipment is being used with (any of) your TV set(s) (TEXT SHOULD SAY with your TV set IF JUST ONE SET, OTHERWISE TEXT SHOULD BE with any of your TV sets) in your home for how many hours is it used?	_____

IF NOT KNOWN/NOT SURE, RECORD "99"	
33	I would now like to ask you about the viewing of the <u>whole household</u> , including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel. Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday :
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday	
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE	
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.	
WRITE IN (2 DIGITS REQUIRED)	

Q34-37 ONLY TO BE ASKED OF HALF THE SAMPLE – NEEDS TO BE SET UP SO THAT BOTH HALVES ARE NATIONALLY REPRESENTATIVE	
IF ADDITIONAL CHANNELS RECEIVED AT Q17a ASK Q34 OTHERWISE SKIP TO Q35	
34.	Thinking still about the viewing of the whole household on both/all your television set(s) (TEXT SHOULD SAY on your television set IF JUST ONE SET, OTHERWISE TEXT SHOULD SAY on both your television sets IF JUST TWO SETS, OTHERWISE TEXT SHOULD BE on all your television sets) at this time of year (including video recordings of television programmes made in the household). SHOW CARD Q. Firstly, for every ten hours of viewing of these stations, that is BBC and Commercial TV compared with cable/satellite TV, how do you think you and your household divide the ten hours between these groups? 10 BBC/Commercial & 0 Cable/Satellite 9 BBC/Commercial & 1 Cable/Satellite 8 BBC/Commercial & 2 Cable/Satellite 7 BBC/Commercial & 3 Cable/Satellite 6 BBC/Commercial & 4 Cable/Satellite 5 BBC/Commercial & 5 Cable/Satellite 4 BBC/Commercial & 6 Cable/Satellite 3 BBC/Commercial & 7 Cable/Satellite 2 BBC/Commercial & 8 Cable/Satellite 1 BBC/Commercial & 9 Cable/Satellite 0 BBC/Commercial & 10 Cable/Satellite
INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC/COMMERCIAL AND CABLE/SATELLITE. CHECK THAT THEY ADD UP TO TEN. THEN SAY:	
"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF BBC/COMMERCIAL TELEVISION AND ___ HOURS OF CABLE/SATELLITE TELEVISION?"	
IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN	
35.	SHOW CARD R. Now thinking of the two services listed on this card, BBC TV and Commercial TV. For every 10 hours of viewing to these services how do you think you and your household divide the 10 hours between them? (Again, include video recordings made in your household). 10 BBC & 0 Commercial 9 BBC & 1 Commercial 8 BBC & 2 Commercial 7 BBC & 3 Commercial 6 BBC & 4 Commercial 5 BBC & 5 Commercial 4 BBC & 6 Commercial 3 BBC & 7 Commercial 2 BBC & 8 Commercial 1 BBC & 9 Commercial 0 BBC & 10 Commercial

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC AND COMMERCIAL. CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF BBC TELEVISION AND ___ HOURS OF COMMERCIAL TELEVISION?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

IF BOTH BBC1 AND BBC2 RECEIVED AT Q16A ASK Q36 OTHERWISE SKIP TO Q37.

36. Thinking now of the two BBC stations, BBC1 and BBC2. For every 10 hours viewing to just these two stations, how do you think you and your household divide the 10 hours between them? (Including video recordings of programmes made in your household).

- 10 BBC1 & 0 BBC2
- 9 BBC1 & 1 BBC2
- 8 BBC1 & 2 BBC2
- 7 BBC1 & 3 BBC2
- 6 BBC1 & 4 BBC2
- 5 BBC1 & 5 BBC2
- 4 BBC1 & 6 BBC2
- 3 BBC1 & 7 BBC2
- 2 BBC1 & 8 BBC2
- 1 BBC1 & 9 BBC2
- 0 BBC1 & 10 BBC2

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR BOTH BBC1 AND BBC2. CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF BBC1 AND ___ HOURS OF BBC2?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

SP

IF 2 OR MORE OUT OF ANY ITV1 STATION AND CHANNEL 4/S4C AND CHANNEL 5 RECEIVED, AT Q16A AND Q16B ASK Q37, OTHERWISE SKIP TO Q38.

37. **SHOW CARD S.** Considering your viewing to the three commercial stations, **ITV1 (formerly ITV)**, Channel 4/S4C and Channel 5. For every 10 hours of viewing to just these three stations (including video recordings of programmes made in your household), how would you and your household divide the 10 hours between these three channels? **2 DIGIT NUMBER REQUIRED FOR EACH**

- ITV1 (formerly ITV)**
- Channel 4/S4C
- Channel 5

INTERVIEWER: WAIT UNTIL THE RESPONDENT HAS GIVEN AN ANSWER FOR EACH OF **ITV1, CHANNEL 4/S4C AND CHANNEL 5.**

CHECK THAT THEY ADD UP TO TEN. THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF **ITV1, ___ HOURS OF CHANNEL 4/S4C AND ___ HOURS OF CHANNEL 5?"**

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

**IF YES, ENTER APPROPRIATE NUMBER OF HOURS FOR EACH CHANNEL
IF NO, ASK THE QUESTION AGAIN.**

SP

IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q39

38. You have said you receive ____ (**ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C**) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?

ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED

SP

Anglia
Border
Carlton (formerly Central)
Carlton (formerly Westcountry)
Carlton/London Weekend
Channel
Grampian
Granada
HTV West
HTV Wales
Scottish
Meridian
Tyne Tees
UTV (Ulster)
Yorkshire (YTV)

INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE)

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

No Q39

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 Q18B 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

<p>41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH</p> <p style="padding-left: 40px;">Channel 4 S4C</p> <p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"</p>	SP
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<p>HOUSEHOLD COMPOSITION</p> <p>Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day).</p> <p>INTERVIEWER NOTE: See manual for further details of who to include as household members.</p>	
<p>43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card.</p> <p>INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSEWIFE OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE</p>	
<p>44. Record sex of respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS) (MAY NOT BE BLANK)</p> <p style="padding-left: 40px;">Male Female</p>	SP
<p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p>	
<p>46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age.</p> <p>Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+</p> <p>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p> <p>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</p>	
<p>47. Record marital status of household member (MAY NOT BE BLANK)</p> <p style="padding-left: 40px;">Married/living as married Single/widowed/divorced/separated</p>	SP
<p>ASK ALL</p> <p>48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES.</p> <p style="padding-left: 40px;">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 style="padding-left: 40px;">Yes No</p>	

50. Are you/is this person the child or dependant of anyone in the household? Yes No	
ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53	
51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week No paid work Full time education/under school age	SP
IF CODE 5 AT Q51 SKIP TO Q53	
52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education/under school age	SP
53. SHOW CARD UU. Can household member speak Welsh? Yes No	SP
IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a	
54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
55a SHOW CARD UUU. Does household member have any difficulty in hearing which creates problems when watching television programmes? Yes No	SP
IF YES ASK Q55B AND Q55C OTHERWISE SKIP TO Q55D	
55b SHOW CARD UUU. Does household member use or would like to use subtitles when watching television? Yes No	
55c SHOW CARD UUU. Does household member use or would like to use signing when watching television? Yes No	
55e SHOW CARD UUU. Does household member have any difficulty with their sight which affect their ability to watch television programmes? Yes No	SP
55d SHOW CARD UUU. Does household member have any disabilities which substantially limit their ability to carry out normal day to day activities? Yes No	SP

IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)																				
56	<p>Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</p> <p>INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.</p>																			
57	<p>And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over.</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEWIFE</p> <p>INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEWIFE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEWIFE, THE ELDEST IS THE HOUSEWIFE.</p>																			
58	<p>And which of the household members you have mentioned is the person responsible for selecting 1/2 or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper).</p> <p>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</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 does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD V</p> <table border="0"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The 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 colspan="3">None of these</td> </tr> </table>	Daily Telegraph	The Guardian	The Scotsman	The Herald	The 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 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 does any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD VV</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>Sunday Business</td> <td>The Sunday Times</td> <td>The People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td colspan="2">None of these</td> </tr> </table>	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday	Sunday Mail	News of the World	Sunday Business	The Sunday Times	The People	Sunday Express	Mail on Sunday	Sunday Sport	None of these					
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday																
Sunday Mail	News of the World	Sunday Business	The Sunday Times	The People																
Sunday Express	Mail on Sunday	Sunday Sport	None of these																	
IF CIE IS IN FULL TIME EMPLOYMENT (Q51 CODE 1), PART TIME EMPLOYMENT (Q51 CODE 2) OR IN FULL TIME EDUCATION (Q51 CODE 5), THEN SKIP TO Q61, OTHERWISE ASK Q60A																				
60a.	<p>Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) in casual work/not in paid employment because you are/ he/she (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) is</p> <p>READ OUT</p> <table border="0"> <tr> <td>Retired/pensioner/widow/on a pension</td> </tr> <tr> <td>Full time housewife</td> </tr> <tr> <td>Unemployed/redundant</td> </tr> </table>	Retired/pensioner/widow/on a pension	Full time housewife	Unemployed/redundant	SP															
Retired/pensioner/widow/on a pension																				
Full time housewife																				
Unemployed/redundant																				
IF RETIRED, PENSIONER OR WIDOW, (CODE 1 AT Q60A ASK Q60B, OTHERWISE GO TO Q60C																				
60b.	<p>Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT</p> <table border="0"> <tr> <td>Retired/pensioner/widow with income other than or in addition to state benefits?</td> </tr> <tr> <td>Retired/pensioner/widow with state pension only?</td> </tr> </table>	Retired/pensioner/widow with income other than or in addition to state benefits?	Retired/pensioner/widow with state pension only?	SP																
Retired/pensioner/widow with income other than or in addition to state benefits?																				
Retired/pensioner/widow with state pension only?																				
IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61																				
IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G																				
60c.	<p><u>Have you/Has the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed/full time housewife (WHICHEVER TEXT APPLIES) for...READ OUT</p> <table border="0"> <tr> <td>Less than 6 months</td> </tr> <tr> <td>More than 6 months</td> </tr> </table>	Less than 6 months	More than 6 months	SP																
Less than 6 months																				
More than 6 months																				

IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E		
60d.	And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)...READ OUT In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education	SP
PLEASE NOW SKIP TO Q61		
60e.	Is thatREAD OUT Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?	SP
IF OTHER INCOME (CODE 1 AT Q60E) ASK Q61, OTHERWISE SKIP TO Q61G		
61.	Please give full details of the Chief income earner's <u>present job</u> (ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51) / <u>previous job</u> (ENTER THIS TEXT IF THE CIE RETIRED/PENSIONER./WIDOW WITH INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B))	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What <u>is/(was)</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. WRITE IN	
61c.	What jobs <u>does/(did)</u> (USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID) he/she actually do? PLEASE GIVE DETAILS. WRITE IN	
61d.	<u>Is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) Chief Income earner proprietor of a business, a manager or a supervisor? Yes No	SP
IF YES (CODE 1 AT Q61D) ASK Q61E, OTHERWISE SKIP TO Q61G		
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK	
61f.	How many people <u>is/was</u> (USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS) he/she responsible for? ENTER NUMERICAL RESPONSE DK	
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN	
BRING UP SUMMARY SCREEN FOR Q61a-g		
62.	CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a.	Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP

IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64	
63b. Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	
63c. What is the National Dialling (STD) code or mobile prefix of the household's main phone connection? WRITE IN	
63d. What is the Telephone or Mobile Number? WRITE IN	
64. SHOW CARD W. Which of these ethnic backgrounds do you consider yourself to belong to? READ OUT 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	
65. RECORD INTERVIEW LENGTH IN MINUTES	
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.	
IF NO TV AT Q1	
A. Did you see or hear anything which leads you to suspect that the household actually does have a TV? Yes No	SP
IF YES (CODE 1) AT A, ASK B	
B. Did you See the TV (in operation or not) Hear the TV See an aerial/dish Other (WRITE IN) _____	MP
Accompanied by supervisor? Yes No	