

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 1

June 2006



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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 Multichannel homes. Results are based on survey work conducted between July 2004 and June 2006.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2006, whilst the second contains projections of key demographic data for each month of 2007. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Multichannel data since these projections are updated monthly. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

All Areas

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	25799	100	25175	100	25175	100
Receiving ITV	25175	98	25175	100	25175	100
Receiving Any CH4	25125	97	25125	100	25125	100
Receiving CH4	24883	96	24883	99	24883	99
Receiving S4C	1354	5	1354	5	1354	5
Receiving five	23237	90	23237	92	23237	92
Receiving BBC 1	25175	98	25175	100	25175	100
Receiving BBC 2	25175	98	25175	100	25175	100

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

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

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

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

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

London

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5997	100	5794	100	4963	100
Receiving ITV	5794	97	5794	100	4963	100
Receiving Any CH4	5778	96	5778	100	4949	100
Receiving five	5501	92	5501	95	4792	97
Receiving BBC 1	5794	97	5794	100	4963	100
Receiving BBC 2	5794	97	5794	100	4963	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5997	100	5794	100	4963	100	3465	100
		100		97		83		58
				100		86		60
Social Class :-								
AB	1672	28	1632	28	1401	28	1082	31
C1	1746	29	1685	29	1433	29	1024	30
C2	952	16	934	16	780	16	615	18
D	707	12	680	12	574	12	371	11
E	921	15	863	15	774	16	372	11
Housewife Age :-								
Under 25	318	5	291	5	255	5	150	4
25 - 34	1190	20	1126	19	1000	20	727	21
35 - 44	1363	23	1318	23	1137	23	890	26
45 - 54	1008	17	983	17	843	17	660	19
55 - 64	862	14	844	15	704	14	516	15
65 +	1257	21	1231	21	1023	21	522	15
Size of Household :-								
1	1989	33	1846	32	1586	32	766	22
2	1815	30	1783	31	1506	30	1140	33
3	904	15	892	15	765	15	612	18
4	858	14	850	15	737	15	630	18
5 +	431	7	422	7	369	7	317	9
Average Household Size	2.35		2.38		2.38		2.63	
Children :-								
Without	4391	73	4211	73	3606	73	2332	67
With	1606	27	1583	27	1356	27	1134	33
0 - 3	610	10	598	10	516	10	431	12
4 - 9	775	13	764	13	648	13	545	16
10 - 15	769	13	760	13	652	13	551	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5794	100	4963	100
Possessing:-	Teletext Set	4855	84	4114	83
	Portable Set	2853	49	2445	49
Screen Size :-	Under 20"	3194	55	2754	55
	20 to 29"	4245	73	3594	72
	30" and over	1281	22	1102	22
Household with :-	Single Set	2390	41	2039	41
	Two Sets	1925	33	1633	33
	3 Sets	902	16	778	16
	4 Sets	372	6	331	7
	5+ Sets	205	4	181	4
VCRs :-	Without	1593	28	1402	28
	With	4200	72	3560	72
	With 1	3074	53	2576	52
	With 2+	1127	19	984	20

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11553	100	9878	100
Which are :-	Teletext Set	8116	70	6923	70
	Portable Set	4154	36	3545	36
Screen Size :-	Under 20"	4841	42	4162	42
	20 to 29"	5057	44	4269	43
	30" and over	1380	12	1186	12
VCR Connected		5706	49	4844	49

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14088	100	11831	100	9108	100
Age :-	0 - 3	735	5	622	5	515	6
	4 - 9	1036	7	864	7	734	8
	10 - 15	1042	7	882	7	747	8
	16 - 19	666	5	569	5	458	5
	20 - 24	889	6	754	6	579	6
	25 - 34	2284	16	1960	17	1460	16
	35 - 44	2366	17	1989	17	1611	18
	45 - 54	1762	13	1475	12	1192	13
	55 - 64	1447	10	1185	10	919	10
	65 +	1860	13	1532	13	893	10
Adults :-	Total	11276	100	9463	100	7112	100
	AB	3360	30	2835	30	2273	32
	C1	3290	29	2749	29	2073	29
	C2	1958	17	1624	17	1350	19
	D	1360	12	1132	12	805	11
	E	1308	12	1122	12	612	9

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		6975	100	7113	100	5845	100	5985	100
Age :-	0 - 15	1439	21	1373	19	1211	21	1157	19
	16 - 24	780	11	775	11	660	11	663	11
	25 - 34	1168	17	1117	16	994	17	966	16
	35 - 44	1195	17	1171	16	1003	17	986	16
	45 - 54	875	13	887	12	727	12	749	13
	55 - 64	708	10	739	10	576	10	608	10
	65 +	810	12	1050	15	674	12	857	14
	Adults :-	Total	5536	100	5740	100	4634	100	4828
AB		1723	31	1638	29	1453	31	1382	29
C1		1549	28	1742	30	1296	28	1453	30
C2		1058	19	900	16	873	19	751	16
D		681	12	678	12	567	12	565	12
E		526	9	782	14	445	10	677	14
Working F/T		3566	64	1999	35	2991	65	1712	35
Working P/T		190	3	875	15	162	3	719	15
Not Working		1780	32	2866	50	1481	32	2398	50
Housewives :-		Total	1356	100	4641	100	1105	100	3857
	Working F/T	721	53	1516	33	598	54	1283	33
	Working P/T	57	4	802	17	48	4	653	17
	Not Working	577	43	2323	50	459	42	1922	50

Midlands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	4902	100	4800	100	3896	100	
Receiving ITV	4800	98	4800	100	3896	100	
Receiving Any CH4	4790	98	4790	100	3889	100	
Receiving five	4627	94	4627	96	3798	97	
Receiving BBC 1	4800	98	4800	100	3896	100	
Receiving BBC 2	4800	98	4800	100	3896	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4902	100	4800	100	3896	100	2661	100
		100		98		79		54
				100		81		55
Social Class :-								
AB	952	19	938	20	769	20	593	22
C1	1295	26	1271	26	1014	26	744	28
C2	948	19	936	20	756	19	566	21
D	879	18	860	18	693	18	509	19
E	828	17	795	17	663	17	247	9
Housewife Age :-								
Under 25	261	5	246	5	199	5	131	5
25 - 34	760	15	737	15	596	15	469	18
35 - 44	1002	20	983	20	799	20	630	24
45 - 54	872	18	855	18	700	18	549	21
55 - 64	821	17	809	17	659	17	466	17
65 +	1188	24	1171	24	944	24	416	16
Size of Household :-								
1	1477	30	1413	29	1140	29	505	19
2	1712	35	1692	35	1364	35	951	36
3	777	16	768	16	632	16	528	20
4	638	13	634	13	517	13	458	17
5 +	298	6	293	6	243	6	219	8
Average Household Size	2.32		2.34		2.34		2.63	
Children :-								
Without	3608	74	3520	73	2857	73	1764	66
With	1294	26	1279	27	1038	27	897	34
0 - 3	455	9	449	9	366	9	302	11
4 - 9	626	13	617	13	500	13	436	16
10 - 15	649	13	643	13	522	13	456	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4800	100	3896	100
Possessing:-	Teletext Set	4427	92	3578	92
	Portable Set	2609	54	2139	55
Screen Size :-	Under 20"	2702	56	2186	56
	20 to 29"	3875	81	3125	80
	30" and over	1017	21	820	21
Household with :-	Single Set	1738	36	1409	36
	Two Sets	1761	37	1422	37
	3 Sets	793	17	652	17
	4 Sets	353	7	289	7
	5+ Sets	155	3	123	3
VCRs :-	Without	1175	24	903	23
	With	3625	76	2992	77
	With 1	2654	55	2185	56
	With 2+	970	20	807	21

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9983	100	8100	100
Which are :-	Teletext Set	7760	78	6341	78
	Portable Set	3902	39	3220	40
Screen Size :-	Under 20"	4132	41	3347	41
	20 to 29"	4656	47	3762	46
	30" and over	1087	11	885	11
VCR Connected		4905	49	4042	50

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11387	100	9134	100	7004	100
Age :-	0 - 3	539	5	432	5	361	5
	4 - 9	824	7	662	7	576	8
	10 - 15	882	8	706	8	622	9
	16 - 19	578	5	468	5	399	6
	20 - 24	694	6	554	6	443	6
	25 - 34	1413	12	1123	12	914	13
	35 - 44	1749	15	1411	15	1146	16
	45 - 54	1518	13	1221	13	985	14
	55 - 64	1413	12	1135	12	847	12
	65 +	1778	16	1422	16	714	10
Adults :-	Total	9142	100	7333	100	5446	100
	AB	1892	21	1537	21	1245	23
	C1	2482	27	1960	27	1510	28
	C2	1949	21	1571	21	1247	23
	D	1669	18	1331	18	1043	19
	E	1152	13	935	13	400	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5613	100	5773	100	4491	100	4643	100
Age :-	0 - 15	1149	20	1095	19	918	20	882	19
	16 - 24	657	12	615	11	527	12	495	11
	25 - 34	695	12	717	12	546	12	576	12
	35 - 44	865	15	884	15	704	16	707	15
	45 - 54	751	13	767	13	604	13	618	13
	55 - 64	706	13	707	12	567	13	568	12
	65 +	789	14	989	17	625	14	797	17
Adults :-	Total	4464	100	4678	100	3573	100	3760	100
	AB	957	21	935	20	775	22	762	20
	C1	1196	27	1285	27	944	26	1016	27
	C2	1034	23	914	20	829	23	742	20
	D	829	19	839	18	663	19	668	18
	E	447	10	705	15	362	10	573	15
	Working F/T	2763	62	1475	32	2214	62	1186	32
	Working P/T	129	3	807	17	101	3	659	18
	Not Working	1573	35	2397	51	1258	35	1915	51
	Housewives :-	Total	947	100	3955	100	731	100	3165
Working F/T		426	45	1196	30	329	45	960	30
Working P/T		34	4	756	19	25	3	618	20
Not Working		487	51	2004	51	376	51	1587	50

North West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3219	100	3160	100	2892	100
Receiving ITV	3160	98	3160	100	2892	100
Receiving Any CH4	3151	98	3151	100	2884	100
Receiving five	3015	94	3015	95	2774	96
Receiving BBC 1	3160	98	3160	100	2892	100
Receiving BBC 2	3160	98	3160	100	2892	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3219	100	3160	100	2892	100	2175	100
		100		98		90		68
				100		92		69
Social Class :-								
AB	514	16	510	16	466	16	401	18
C1	862	27	850	27	777	27	656	30
C2	592	18	583	18	528	18	426	20
D	592	18	580	18	528	18	414	19
E	659	20	638	20	594	21	278	13
Housewife Age :-								
Under 25	170	5	161	5	148	5	106	5
25 - 34	498	15	479	15	435	15	354	16
35 - 44	653	20	646	20	595	21	519	24
45 - 54	575	18	564	18	511	18	428	20
55 - 64	546	17	538	17	492	17	383	18
65 +	777	24	773	24	712	25	385	18
Size of Household :-								
1	1038	32	998	32	918	32	480	22
2	1065	33	1056	33	960	33	781	36
3	524	16	518	16	476	16	406	19
4	396	12	394	12	359	12	328	15
5 +	196	6	193	6	179	6	180	8
Average Household Size	2.29		2.30		2.30		2.54	
Children :-								
Without	2380	74	2331	74	2133	74	1484	68
With	838	26	829	26	759	26	691	32
0 - 3	276	9	271	9	248	9	222	10
4 - 9	409	13	406	13	370	13	341	16
10 - 15	444	14	440	14	406	14	378	17

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3160	100	2892	100
Possessing:-	Teletext Set	2931	93	2678	93
	Portable Set	1752	55	1580	55
Screen Size :-	Under 20"	1834	58	1662	57
	20 to 29"	2591	82	2369	82
	30" and over	749	24	696	24
Household with :-	Single Set	972	31	900	31
	Two Sets	1182	37	1075	37
	3 Sets	606	19	560	19
	4 Sets	245	8	217	8
	5+ Sets	155	5	140	5
VCRs :-	Without	737	23	697	24
	With	2423	77	2196	76
	With 1	1693	54	1540	53
	With 2+	730	23	656	23

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6623	100	6043	100
Which are :-	Teletext Set	5037	76	4560	75
	Portable Set	2508	38	2255	37
Screen Size :-	Under 20"	2721	41	2455	41
	20 to 29"	3066	46	2810	47
	30" and over	773	12	720	12
VCR Connected		3197	48	2893	48

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7373	100	6663	100	5532	100
Age :-	0 - 3	327	4	294	4	259	5
	4 - 9	534	7	483	7	442	8
	10 - 15	579	8	527	8	490	9
	16 - 19	390	5	357	5	331	6
	20 - 24	470	6	425	6	363	7
	25 - 34	912	12	804	12	671	12
	35 - 44	1119	15	1021	15	917	17
	45 - 54	984	13	881	13	749	14
	55 - 64	914	12	823	12	669	12
	65 +	1144	16	1050	16	639	12
Adults :-	Total	5933	100	5360	100	4341	100
	AB	1053	18	956	18	860	20
	C1	1654	28	1493	28	1307	30
	C2	1219	21	1096	20	927	21
	D	1103	19	995	19	826	19
	E	904	15	820	15	420	10

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3603	100	3769	100	3243	100	3420	100
Age :-	0 - 15	733	20	707	19	662	20	641	19
	16 - 24	438	12	422	11	399	12	383	11
	25 - 34	450	12	462	12	391	12	412	12
	35 - 44	546	15	573	15	497	15	524	15
	45 - 54	487	14	497	13	434	13	447	13
	55 - 64	451	13	464	12	402	12	421	12
	65 +	499	14	645	17	459	14	591	17
Adults :-	Total	2871	100	3062	100	2581	100	2779	100
	AB	525	18	528	17	475	18	480	17
	C1	787	27	867	28	707	27	787	28
	C2	657	23	562	18	590	23	507	18
	D	543	19	559	18	489	19	506	18
	E	357	12	546	18	321	12	499	18
	Working F/T	1667	58	944	31	1489	58	853	31
	Working P/T	97	3	491	16	88	3	440	16
	Not Working	1106	39	1628	53	1004	39	1486	53
	Housewives :-	Total	670	100	2549	100	589	100	2303
Working F/T		264	39	758	30	227	38	680	30
Working P/T		27	4	452	18	24	4	404	18
Not Working		379	57	1338	53	338	57	1220	53

Yorkshire

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2968	100	2902	100	2490	100	
Receiving ITV	2902	98	2902	100	2490	100	
Receiving Any CH4	2898	98	2898	100	2488	100	
Receiving five	2797	94	2797	96	2391	96	
Receiving BBC 1	2902	98	2902	100	2490	100	
Receiving BBC 2	2902	98	2902	100	2490	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2968	100	2902	100	2490	100	1695	100
		100		98		84		57
				100		86		58
Social Class :-								
AB	442	15	434	15	362	15	270	16
C1	759	26	741	26	626	25	471	28
C2	590	20	585	20	507	20	396	23
D	542	18	535	18	465	19	344	20
E	635	21	607	21	530	21	214	13
Housewife Age :-								
Under 25	178	6	168	6	148	6	98	6
25 - 34	438	15	423	15	369	15	281	17
35 - 44	592	20	581	20	505	20	404	24
45 - 54	512	17	503	17	425	17	335	20
55 - 64	492	17	482	17	415	17	300	18
65 +	755	25	745	26	628	25	278	16
Size of Household :-								
1	906	31	864	30	735	30	328	19
2	1065	36	1051	36	900	36	644	38
3	444	15	440	15	379	15	298	18
4	387	13	385	13	334	13	300	18
5 +	165	6	163	6	142	6	126	7
Average Household Size	2.30		2.31		2.32		2.60	
Children :-								
Without	2193	74	2136	74	1820	73	1120	66
With	775	26	766	26	670	27	575	34
0 - 3	263	9	258	9	222	9	185	11
4 - 9	361	12	358	12	316	13	277	16
10 - 15	402	14	398	14	346	14	304	18

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2902	100	2490	100
Possessing:-	Teletext Set	2744	95	2354	95
	Portable Set	1713	59	1500	60
Screen Size :-	Under 20"	1816	63	1600	64
	20 to 29"	2270	78	1941	78
	30" and over	680	23	594	24
Household with :-	Single Set	936	32	781	31
	Two Sets	1022	35	877	35
	3 Sets	553	19	479	19
	4 Sets	259	9	228	9
	5+ Sets	132	5	125	5
VCRs :-	Without	722	25	585	23
	With	2180	75	1906	77
	With 1	1532	53	1334	54
	With 2+	648	22	572	23

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6232	100	5388	100
Which are :-	Teletext Set	4905	79	4231	79
	Portable Set	2567	41	2248	42
Screen Size :-	Under 20"	2792	45	2454	46
	20 to 29"	2686	43	2284	42
	30" and over	714	11	624	12
VCR Connected		2955	47	2572	48

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6817	100	5782	100	4399	100
Age :-	0 - 3	308	5	259	4	212	5
	4 - 9	469	7	408	7	367	8
	10 - 15	536	8	461	8	395	9
	16 - 19	367	5	319	6	256	6
	20 - 24	427	6	357	6	282	6
	25 - 34	811	12	681	12	538	12
	35 - 44	1025	15	881	15	727	17
	45 - 54	907	13	764	13	615	14
	55 - 64	849	12	718	12	534	12
	65 +	1118	16	934	16	472	11
Adults :-	Total	5504	100	4654	100	3425	100
	AB	907	16	747	16	604	18
	C1	1442	26	1200	26	959	28
	C2	1219	22	1050	23	827	24
	D	1060	19	914	20	707	21
	E	878	16	743	16	328	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3338	100	3479	100	2826	100	2956	100
Age :-	0 - 15	673	20	640	18	582	21	547	18
	16 - 24	399	12	396	11	339	12	337	11
	25 - 34	398	12	412	12	329	12	352	12
	35 - 44	502	15	523	15	428	15	453	15
	45 - 54	453	14	455	13	382	14	382	13
	55 - 64	420	13	428	12	353	12	365	12
	65 +	493	15	624	18	412	15	522	18
Adults :-	Total	2666	100	2839	100	2244	100	2409	100
	AB	453	17	453	16	372	17	375	16
	C1	686	26	756	27	568	25	632	26
	C2	654	25	564	20	562	25	489	20
	D	520	20	540	19	447	20	467	19
	E	352	13	525	19	296	13	447	19
	Working F/T	1565	59	860	30	1329	59	730	30
	Working P/T	73	3	477	17	59	3	408	17
	Not Working	1028	39	1502	53	856	38	1271	53
	Housewives :-	Total	563	100	2405	100	450	100	2040
Working F/T		227	40	695	29	189	42	591	29
Working P/T		16	3	444	18	13	3	380	19
Not Working		320	57	1266	53	249	55	1069	52

Central Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1688	100	1651	100	1581	100	
Receiving ITV	1651	98	1651	100	1581	100	
Receiving Any CH4	1649	98	1649	100	1579	100	
Receiving five	1580	94	1580	96	1518	96	
Receiving BBC 1	1651	98	1651	100	1581	100	
Receiving BBC 2	1651	98	1651	100	1581	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1688	100	1651	100	1581	100	1094	100
		100		98		94		65
				100		96		66
Social Class :-								
AB	287	17	281	17	267	17	201	18
C1	452	27	441	27	420	27	311	28
C2	310	18	307	19	294	19	217	20
D	309	18	303	18	293	19	239	22
E	330	20	319	19	307	19	126	12
Housewife Age :-								
Under 25	85	5	79	5	74	5	47	4
25 - 34	261	15	248	15	238	15	187	17
35 - 44	344	20	339	21	323	20	253	23
45 - 54	314	19	308	19	295	19	233	21
55 - 64	271	16	268	16	258	16	189	17
65 +	413	24	408	25	393	25	186	17
Size of Household :-								
1	595	35	571	35	550	35	266	24
2	549	33	541	33	519	33	386	35
3	256	15	252	15	241	15	206	19
4	205	12	204	12	193	12	163	15
5 +	83	5	82	5	79	5	73	7
Average Household Size	2.20		2.22		2.21		2.46	
Children :-								
Without	1274	75	1241	75	1191	75	763	70
With	414	25	409	25	391	25	330	30
0 - 3	137	8	134	8	128	8	107	10
4 - 9	199	12	198	12	188	12	152	14
10 - 15	209	12	207	13	198	13	175	16

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1651	100	1581	100
Possessing:-	Teletext Set	1528	93	1466	93
	Portable Set	935	57	895	57
Screen Size :-	Under 20"	998	60	953	60
	20 to 29"	1340	81	1290	82
	30" and over	336	20	325	21
Household with :-	Single Set	571	35	546	35
	Two Sets	626	38	597	38
	3 Sets	306	19	297	19
	4 Sets	102	6	98	6
	5+ Sets	46	3	42	3
VCRs :-	Without	461	28	438	28
	With	1190	72	1143	72
	With 1	904	55	873	55
	With 2+	286	17	270	17

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3415	100	3273	100
Which are :-	Teletext Set	2689	79	2572	79
	Portable Set	1350	40	1287	39
Screen Size :-	Under 20"	1481	43	1407	43
	20 to 29"	1573	46	1519	46
	30" and over	363	11	351	11
VCR Connected		1575	46	1509	46

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3721	100	3500	100	2692	100
Age :-	0 - 3	155	4	146	4	122	5
	4 - 9	259	7	244	7	203	8
	10 - 15	271	7	257	7	226	8
	16 - 19	190	5	179	5	160	6
	20 - 24	234	6	210	6	154	6
	25 - 34	472	13	435	12	352	13
	35 - 44	592	16	558	16	457	17
	45 - 54	520	14	489	14	393	15
	55 - 64	447	12	425	12	329	12
	65 +	583	16	557	16	298	11
Adults :-	Total	3036	100	2853	100	2142	100
	AB	549	18	513	18	412	19
	C1	848	28	790	28	615	29
	C2	624	21	594	21	459	21
	D	569	19	541	19	470	22
	E	446	15	416	15	186	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1801	100	1920	100	1686	100	1814	100
Age :-	0 - 15	354	20	330	17	333	20	314	17
	16 - 24	215	12	209	11	197	12	191	11
	25 - 34	233	13	238	12	214	13	222	12
	35 - 44	283	16	309	16	266	16	292	16
	45 - 54	252	14	268	14	235	14	254	14
	55 - 64	217	12	230	12	206	12	219	12
	65 +	246	14	336	18	235	14	323	18
	Adults :-	Total	1447	100	1589	100	1353	100	1501
AB		272	19	277	17	252	19	261	17
C1		396	27	452	28	367	27	422	28
C2		334	23	290	18	317	23	276	18
D		275	19	295	19	260	19	281	19
E		170	12	276	17	156	12	260	17
Working F/T		828	57	512	32	777	57	484	32
Working P/T		25	2	252	16	24	2	237	16
Not Working		593	41	825	52	551	41	779	52
Housewives :-		Total	340	100	1348	100	309	100	1273
	Working F/T	131	39	416	31	120	39	391	31
	Working P/T	7	2	237	18	6	2	224	18
	Not Working	202	59	694	52	182	59	657	52

North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	605	100	591	100	540	100	
Receiving ITV	591	98	591	100	540	100	
Receiving Any CH4	590	98	590	100	539	100	
Receiving five	481	79	481	81	434	80	
Receiving BBC 1	591	98	591	100	540	100	
Receiving BBC 2	591	98	591	100	540	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	605	100	591	100	540	100	363	100
		100		98		89		60
				100		91		61
Social Class :-								
AB	119	20	116	20	105	19	79	22
C1	176	29	170	29	155	29	105	29
C2	116	19	115	20	107	20	80	22
D	100	17	98	17	90	17	66	18
E	95	16	92	16	82	15	33	9
Housewife Age :-								
Under 25	41	7	38	6	37	7	19	5
25 - 34	88	15	85	14	79	15	55	15
35 - 44	118	19	116	20	106	20	89	24
45 - 54	110	18	107	18	99	18	79	22
55 - 64	102	17	101	17	91	17	64	18
65 +	147	24	144	24	128	24	57	16
Size of Household :-								
1	208	34	199	34	181	34	81	22
2	204	34	201	34	184	34	136	37
3	84	14	84	14	77	14	60	17
4	80	13	79	13	72	13	65	18
5 +	29	5	28	5	26	5	22	6
Average Household Size	2.21		2.23		2.23		2.50	
Children :-								
Without	460	76	448	76	408	76	254	70
With	145	24	144	24	132	24	109	30
0 - 3	43	7	43	7	38	7	30	8
4 - 9	68	11	67	11	62	11	56	16
10 - 15	78	13	77	13	72	13	61	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		591	100	540	100
Possessing:-	Teletext Set	550	93	500	93
	Portable Set	334	56	306	57
Screen Size :-	Under 20"	361	61	325	60
	20 to 29"	465	79	424	79
	30" and over	112	19	105	19
Household with :-	Single Set	198	33	181	34
	Two Sets	214	36	191	35
	3 Sets	117	20	107	20
	4 Sets	46	8	44	8
	5+ Sets	17	3	16	3
VCRs :-	Without	136	23	127	24
	With	455	77	413	76
	With 1	322	54	294	54
	With 2+	133	22	119	22

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1248	100	1147	100
Which are :-	Teletext Set	1021	82	948	83
	Portable Set	500	40	464	40
Screen Size :-	Under 20"	558	45	510	44
	20 to 29"	565	45	519	45
	30" and over	121	10	114	10
VCR Connected		612	49	555	48

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1340	100	1203	100	909	100
Age :-	0 - 3	49	4	44	4	37	4
	4 - 9	90	7	81	7	75	8
	10 - 15	103	8	94	8	77	8
	16 - 19	71	5	64	5	51	6
	20 - 24	89	7	82	7	57	6
	25 - 34	152	11	137	11	102	11
	35 - 44	207	15	188	16	153	17
	45 - 54	193	14	175	15	146	16
	55 - 64	172	13	152	13	111	12
	65 +	213	16	185	15	99	11
Adults :-	Total	1098	100	984	100	720	100
	AB	234	21	209	21	163	23
	C1	325	30	288	29	200	28
	C2	238	22	221	22	179	25
	D	179	16	162	16	127	18
	E	121	11	105	11	51	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		640	100	700	100	577	100	626	100
Age :-	0 - 15	119	19	122	17	110	19	109	17
	16 - 24	80	13	80	11	74	13	73	12
	25 - 34	72	11	81	12	63	11	74	12
	35 - 44	101	16	106	15	91	16	97	15
	45 - 54	94	15	98	14	87	15	89	14
	55 - 64	82	13	90	13	74	13	79	13
	65 +	90	14	122	17	79	14	107	17
	Adults :-	Total	520	100	578	100	467	100	518
AB		117	23	116	20	105	22	104	20
C1		150	29	175	30	132	28	155	30
C2		127	24	111	19	118	25	103	20
D		82	16	97	17	74	16	88	17
E		44	8	78	13	38	8	67	13
Working F/T		324	62	186	32	293	63	173	33
Working P/T		14	3	106	18	13	3	93	18
Not Working		182	35	286	49	160	34	252	49
Housewives :-		Total	114	100	491	100	101	100	439
	Working F/T	47	41	154	31	42	42	142	32
	Working P/T	4	3	101	20	3	3	88	20
	Not Working	64	56	237	48	55	55	209	48

Central Scotland & North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2167	100	2118	100	2114	100	
Receiving ITV	2118	98	2118	100	2114	100	
Receiving Any CH4	2115	98	2115	100	2112	100	
Receiving five	1951	90	1951	92	1948	92	
Receiving BBC 1	2118	98	2118	100	2114	100	
Receiving BBC 2	2118	98	2118	100	2114	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2167	100	2118	100	2114	100	1452	100
		100		98		98		67
				100		100		69
Social Class :-								
AB	379	17	371	18	370	18	278	19
C1	590	27	574	27	574	27	415	29
C2	403	19	399	19	399	19	296	20
D	392	18	383	18	383	18	303	21
E	404	19	390	18	389	18	160	11
Housewife Age :-								
Under 25	119	5	111	5	111	5	66	5
25 - 34	332	15	317	15	316	15	242	17
35 - 44	435	20	429	20	428	20	341	23
45 - 54	402	19	394	19	393	19	311	21
55 - 64	352	16	347	16	347	16	252	17
65 +	527	24	520	25	519	25	241	17
Size of Household :-								
1	762	35	731	34	729	34	345	24
2	712	33	701	33	701	33	520	36
3	321	15	317	15	316	15	264	18
4	266	12	264	12	263	12	227	16
5 +	106	5	105	5	105	5	95	7
Average Household Size	2.20		2.22		2.22		2.47	
Children :-								
Without	1640	76	1596	75	1593	75	1013	70
With	527	24	522	25	521	25	439	30
0 - 3	169	8	166	8	166	8	137	9
4 - 9	252	12	250	12	249	12	209	14
10 - 15	271	13	269	13	269	13	236	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2118	100	2114	100
Possessing:-	Teletext Set	1963	93	1960	93
	Portable Set	1200	57	1197	57
Screen Size :-	Under 20"	1276	60	1273	60
	20 to 29"	1712	81	1709	81
	30" and over	430	20	429	20
Household with :-	Single Set	727	34	726	34
	Two Sets	789	37	787	37
	3 Sets	403	19	402	19
	4 Sets	141	7	140	7
	5+ Sets	59	3	59	3
VCRs :-	Without	564	27	564	27
	With	1553	73	1550	73
	With 1	1165	55	1164	55
	With 2+	388	18	386	18

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4408	100	4402	100
Which are :-	Teletext Set	3509	80	3506	80
	Portable Set	1748	40	1745	40
Screen Size :-	Under 20"	1913	43	1909	43
	20 to 29"	2031	46	2030	46
	30" and over	464	11	464	11
VCR Connected		2058	47	2054	47

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		4774	100	4687	100	3589	100
Age :-	0 - 3	192	4	189	4	159	4
	4 - 9	327	7	324	7	278	8
	10 - 15	353	7	350	7	302	8
	16 - 19	247	5	243	5	210	6
	20 - 24	304	6	291	6	211	6
	25 - 34	594	12	571	12	454	13
	35 - 44	752	16	742	16	609	17
	45 - 54	674	14	663	14	537	15
	55 - 64	582	12	575	12	437	12
	65 +	749	16	740	16	392	11
Adults :-	Total	3901	100	3824	100	2851	100
	AB	732	19	719	19	570	20
	C1	1098	28	1073	28	813	29
	C2	817	21	810	21	636	22
	D	715	18	702	18	595	21
	E	539	14	521	14	237	8

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2304	100	2470	100	2254	100	2433	100
Age :-	0 - 15	447	19	425	17	442	20	421	17
	16 - 24	279	12	272	11	271	12	263	11
	25 - 34	291	13	303	12	276	12	295	12
	35 - 44	360	16	392	16	354	16	388	16
	45 - 54	328	14	346	14	321	14	342	14
	55 - 64	282	12	299	12	279	12	296	12
	65 +	316	14	433	18	311	14	428	18
Adults :-		1857	100	2045	100	1812	100	2012	100
	AB	363	20	369	18	355	20	364	18
	C1	512	28	587	29	498	27	575	29
	C2	437	24	380	19	433	24	377	19
	D	341	18	374	18	333	18	369	18
	E	204	11	335	16	194	11	327	16
	Working F/T	1085	58	663	32	1066	59	656	33
	Working P/T	38	2	331	16	37	2	328	16
	Not Working	734	40	1051	51	709	39	1029	51
Housewives :-		433	100	1734	100	408	100	1706	100
	Working F/T	170	39	539	31	162	40	531	31
	Working P/T	10	2	313	18	10	2	310	18
	Not Working	253	58	882	51	236	58	865	51

Wales & West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2304	100	2263	100	2068	100	
Receiving ITV	2263	98	2263	100	2068	100	
Receiving Any CH4	2258	98	2258	100	2064	100	
Receiving five	1995	87	1995	88	1821	88	
Receiving BBC 1	2263	98	2263	100	2068	100	
Receiving BBC 2	2263	98	2263	100	2068	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		2304	100	2263	100	2068	100	1540	100
			100		98		90		67
					100		91		68
Social Class :-									
AB		369	16	363	16	329	16	293	19
C1		652	28	642	28	585	28	444	29
C2		490	21	484	21	446	22	352	23
D		441	19	435	19	402	19	313	20
E		352	15	339	15	306	15	139	9
Housewife Age :-									
Under 25		128	6	123	5	116	6	73	5
25 - 34		335	15	326	14	298	14	236	15
35 - 44		453	20	444	20	408	20	355	23
45 - 54		401	17	395	17	363	18	309	20
55 - 64		392	17	387	17	354	17	278	18
65 +		596	26	588	26	529	26	290	19
Size of Household :-									
1		710	31	683	30	622	30	320	21
2		821	36	811	36	745	36	597	39
3		337	15	334	15	302	15	268	17
4		298	13	297	13	272	13	247	16
5 +		138	6	137	6	126	6	108	7
Average Household Size		2.30		2.31		2.31		2.52	
Children :-									
Without		1722	75	1685	74	1541	75	1073	70
With		582	25	578	26	527	25	468	30
0 - 3		187	8	185	8	168	8	141	9
4 - 9		287	12	285	13	258	12	237	15
10 - 15		304	13	303	13	277	13	246	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2263	100	2068	100
Possessing:-	Teletext Set	2072	92	1888	91
	Portable Set	1188	52	1094	53
Screen Size :-	Under 20"	1254	55	1160	56
	20 to 29"	1877	83	1704	82
	30" and over	424	19	390	19
Household with :-	Single Set	845	37	771	37
	Two Sets	849	38	771	37
	3 Sets	351	16	330	16
	4 Sets	132	6	120	6
	5+ Sets	86	4	76	4
VCRs :-	Without	655	29	595	29
	With	1608	71	1473	71
	With 1	1212	54	1106	53
	With 2+	396	17	367	18

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4645	100	4262	100
Which are :-	Teletext Set	3526	76	3229	76
	Portable Set	1750	38	1614	38
Screen Size :-	Under 20"	1883	41	1745	41
	20 to 29"	2303	50	2088	49
	30" and over	451	10	415	10
VCR Connected		2146	46	1982	47

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5290	100	4777	100	3876	100
Age :-	0 - 3	218	4	197	4	166	4
	4 - 9	377	7	341	7	310	8
	10 - 15	406	8	368	8	324	8
	16 - 19	266	5	241	5	211	5
	20 - 24	327	6	297	6	216	6
	25 - 34	604	11	540	11	444	11
	35 - 44	800	15	722	15	647	17
	45 - 54	705	13	641	13	547	14
	55 - 64	680	13	618	13	516	13
	65 +	906	17	811	17	493	13
Adults :-	Total	4288	100	3872	100	3075	100
	AB	733	17	655	17	599	19
	C1	1254	29	1126	29	882	29
	C2	1002	23	917	24	750	24
	D	808	19	741	19	624	20
	E	491	11	432	11	219	7

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2590	100	2700	100	2331	100	2447	100
Age :-	0 - 15	514	20	487	18	464	20	442	18
	16 - 24	306	12	287	11	276	12	262	11
	25 - 34	298	11	307	11	265	11	275	11
	35 - 44	390	15	410	15	350	15	373	15
	45 - 54	343	13	362	13	309	13	332	14
	55 - 64	334	13	346	13	304	13	314	13
	65 +	404	16	502	19	363	16	449	18
	Adults :-	Total	2075	100	2213	100	1867	100	2005
AB		366	18	367	17	326	17	328	16
C1		597	29	657	30	535	29	592	30
C2		531	26	471	21	485	26	432	22
D		387	19	421	19	353	19	388	19
E		194	9	297	13	168	9	264	13
Working F/T		1199	58	640	29	1078	58	586	29
Working P/T		58	3	388	18	51	3	346	17
Not Working		818	39	1185	54	738	40	1073	54
Housewives :-		Total	424	100	1880	100	369	100	1699
	Working F/T	168	40	517	28	147	40	474	28
	Working P/T	14	3	362	19	12	3	324	19
	Not Working	242	57	1000	53	210	57	901	53

South & South East & Ch. Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2854	100	2801	100	2492	100	
Receiving ITV	2801	98	2801	100	2492	100	
Receiving Any CH4	2797	98	2797	100	2488	100	
Receiving five	2233	78	2233	80	1970	79	
Receiving BBC 1	2801	98	2801	100	2492	100	
Receiving BBC 2	2801	98	2801	100	2492	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2854	100	2801	100	2492	100	1831	100
		100		98		87		64
				100		89		65
Social Class :-								
AB	786	28	776	28	677	27	532	29
C1	866	30	850	30	758	30	563	31
C2	529	19	519	19	458	18	368	20
D	375	13	369	13	341	14	240	13
E	298	10	287	10	257	10	128	7
Housewife Age :-								
Under 25	116	4	111	4	102	4	69	4
25 - 34	400	14	390	14	344	14	280	15
35 - 44	573	20	564	20	501	20	420	23
45 - 54	494	17	486	17	434	17	347	19
55 - 64	503	18	494	18	436	18	343	19
65 +	768	27	756	27	674	27	371	20
Size of Household :-								
1	888	31	854	30	760	31	396	22
2	996	35	985	35	880	35	698	38
3	405	14	402	14	357	14	300	16
4	387	14	384	14	339	14	292	16
5 +	177	6	175	6	155	6	144	8
Average Household Size	2.31		2.32		2.32		2.53	
Children :-								
Without	2138	75	2091	75	1862	75	1278	70
With	716	25	710	25	630	25	553	30
0 - 3	236	8	234	8	209	8	189	10
4 - 9	347	12	343	12	307	12	274	15
10 - 15	374	13	372	13	328	13	286	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2801	100	2492	100
Possessing:-	Teletext Set	2548	91	2272	91
	Portable Set	1514	54	1351	54
Screen Size :-	Under 20"	1652	59	1477	59
	20 to 29"	2226	79	1975	79
	30" and over	551	20	483	19
Household with :-	Single Set	1018	36	903	36
	Two Sets	996	36	886	36
	3 Sets	468	17	421	17
	4 Sets	208	7	182	7
	5+ Sets	111	4	100	4
VCRs :-	Without	607	22	547	22
	With	2194	78	1944	78
	With 1	1569	56	1386	56
	With 2+	625	22	559	22

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5950	100	5299	100
Which are :-	Teletext Set	4509	76	4059	77
	Portable Set	2302	39	2049	39
Screen Size :-	Under 20"	2607	44	2336	44
	20 to 29"	2721	46	2423	46
	30" and over	595	10	515	10
VCR Connected		3067	52	2727	51

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6595	100	5777	100	4631	100
Age :-	0 - 3	278	4	246	4	220	5
	4 - 9	467	7	412	7	366	8
	10 - 15	518	8	451	8	396	9
	16 - 19	323	5	280	5	241	5
	20 - 24	362	5	324	6	245	5
	25 - 34	751	11	644	11	549	12
	35 - 44	1021	15	899	16	769	17
	45 - 54	878	13	770	13	624	13
	55 - 64	857	13	746	13	603	13
	65 +	1140	17	1006	17	617	13
Adults :-	Total	5332	100	4669	100	3648	100
	AB	1558	29	1341	29	1095	30
	C1	1621	30	1425	31	1102	30
	C2	1079	20	945	20	798	22
	D	688	13	624	13	463	13
	E	386	7	334	7	190	5

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3217	100	3377	100	2826	100	2951	100
Age :-	0 - 15	645	20	618	18	572	20	536	18
	16 - 24	354	11	332	10	315	11	288	10
	25 - 34	368	11	383	11	317	11	328	11
	35 - 44	501	16	520	15	441	16	458	16
	45 - 54	435	14	443	13	381	13	389	13
	55 - 64	412	13	445	13	358	13	388	13
	65 +	503	16	637	19	443	16	563	19
	Adults :-	Total	2572	100	2760	100	2255	100	2414
AB		779	30	780	28	672	30	669	28
C1		750	29	871	32	662	29	764	32
C2		580	23	499	18	504	22	441	18
D		330	13	357	13	301	13	323	13
E		133	5	253	9	117	5	217	9
Working F/T		1589	62	835	30	1388	62	725	30
Working P/T		91	4	535	19	82	4	471	20
Not Working		893	35	1389	50	784	35	1218	50
Housewives :-		Total	514	100	2340	100	439	100	2053
	Working F/T	241	47	659	28	203	46	575	28
	Working P/T	21	4	506	22	19	4	446	22
	Not Working	253	49	1174	50	217	50	1031	50

North East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1449	100	1421	100	1236	100	
Receiving ITV	1421	98	1421	100	1236	100	
Receiving Any CH4	1421	98	1421	100	1236	100	
Receiving five	1383	95	1383	97	1214	98	
Receiving BBC 1	1421	98	1421	100	1236	100	
Receiving BBC 2	1421	98	1421	100	1236	100	

Table 2		Analysis of Households							
	All Households		TV Households		Home ITV Households				
					Total		Multichannel		
	000's	%	000's	%	000's	%	000's	%	
Total	1449	100	1421	100	1236	100	1022	100	
		100		98		85		70	
				100		87		72	
Social Class :-									
AB	240	17	234	16	197	16	167	16	
C1	352	24	345	24	292	24	247	24	
C2	275	19	271	19	233	19	234	23	
D	245	17	243	17	217	18	199	20	
E	338	23	328	23	297	24	175	17	
Housewife Age :-									
Under 25	83	6	80	6	69	6	63	6	
25 - 34	194	13	190	13	166	13	167	16	
35 - 44	283	20	276	19	241	19	214	21	
45 - 54	262	18	258	18	227	18	214	21	
55 - 64	248	17	246	17	211	17	168	16	
65 +	378	26	372	26	321	26	195	19	
Size of Household :-									
1	463	32	443	31	386	31	242	24	
2	510	35	506	36	431	35	372	36	
3	237	16	235	17	208	17	200	20	
4	171	12	170	12	147	12	150	15	
5 +	68	5	68	5	63	5	57	6	
Average Household Size	2.23		2.25		2.26		2.44		
Children :-									
Without	1091	75	1066	75	919	74	711	70	
With	358	25	355	25	317	26	310	30	
0 - 3	115	8	114	8	102	8	98	10	
4 - 9	172	12	170	12	151	12	147	14	
10 - 15	184	13	183	13	164	13	166	16	

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1421	100	1236	100
Possessing:-	Teletext Set	1342	94	1157	94
	Portable Set	771	54	688	56
Screen Size :-	Under 20"	838	59	737	60
	20 to 29"	1087	77	947	77
	30" and over	364	26	324	26
Household with :-	Single Set	483	34	397	32
	Two Sets	485	34	445	36
	3 Sets	262	18	235	19
	4 Sets	133	9	109	9
	5+ Sets	59	4	50	4
VCRs :-	Without	431	30	371	30
	With	991	70	865	70
	With 1	645	45	568	46
	With 2+	345	24	296	24

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3043	100	2666	100
Which are :-	Teletext Set	2434	80	2116	79
	Portable Set	1198	39	1066	40
Screen Size :-	Under 20"	1330	44	1170	44
	20 to 29"	1313	43	1139	43
	30" and over	389	13	347	13
VCR Connected		1455	48	1269	48

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3239	100	2795	100	2489	100
Age :-	0 - 3	131	4	116	4	113	5
	4 - 9	216	7	189	7	180	7
	10 - 15	243	7	217	8	213	9
	16 - 19	175	5	151	5	138	6
	20 - 24	203	6	174	6	163	7
	25 - 34	363	11	312	11	317	13
	35 - 44	487	15	420	15	397	16
	45 - 54	458	14	398	14	375	15
	55 - 64	415	13	354	13	293	12
	65 +	549	17	464	17	299	12
Adults :-	Total	2649	100	2273	100	1982	100
	AB	473	18	391	17	343	17
	C1	661	25	554	24	477	24
	C2	563	21	482	21	504	25
	D	481	18	429	19	400	20
	E	471	18	417	18	258	13

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1582	100	1657	100	1365	100	1430	100
Age :-	0 - 15	307	19	283	17	273	20	250	17
	16 - 24	192	12	186	11	165	12	160	11
	25 - 34	177	11	187	11	150	11	162	11
	35 - 44	236	15	251	15	203	15	218	15
	45 - 54	227	14	231	14	196	14	202	14
	55 - 64	202	13	212	13	174	13	179	13
	65 +	242	15	307	19	204	15	259	18
Adults :-	Total	1275	100	1374	100	1092	100	1180	100
	AB	237	19	236	17	197	18	194	16
	C1	311	24	349	25	261	24	293	25
	C2	302	24	261	19	256	23	226	19
	D	240	19	241	18	216	20	213	18
	E	184	14	287	21	163	15	255	22
	Working F/T	733	57	421	31	627	57	364	31
	Working P/T	28	2	241	18	25	2	209	18
	Not Working	514	40	712	52	440	40	607	51
	Housewives :-	Total	273	100	1177	100	230	100	1006
Working F/T		102	37	341	29	83	36	293	29
Working P/T		7	3	227	19	6	3	196	19
Not Working		163	60	608	52	140	61	517	51

East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2343	100	2299	100	1863	100	
Receiving ITV	2299	98	2299	100	1863	100	
Receiving Any CH4	2294	98	2294	100	1860	100	
Receiving five	2147	92	2147	93	1737	93	
Receiving BBC 1	2299	98	2299	100	1863	100	
Receiving BBC 2	2299	98	2299	100	1863	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2343	100	2299	100	1863	100	1294	100
		100		98		80		55
				100		81		56
Social Class :-								
AB	492	21	487	21	382	21	283	22
C1	676	29	660	29	542	29	403	31
C2	472	20	465	20	376	20	292	23
D	349	15	342	15	288	15	207	16
E	355	15	344	15	275	15	108	8
Housewife Age :-								
Under 25	109	5	101	4	82	4	57	4
25 - 34	358	15	349	15	282	15	226	17
35 - 44	469	20	463	20	373	20	314	24
45 - 54	415	18	409	18	333	18	263	20
55 - 64	407	17	401	17	331	18	232	18
65 +	586	25	576	25	462	25	202	16
Size of Household :-								
1	702	30	671	29	540	29	231	18
2	851	36	843	37	692	37	511	39
3	329	14	326	14	268	14	224	17
4	324	14	323	14	258	14	235	18
5 +	137	6	136	6	105	6	93	7
Average Household Size	2.31		2.33		2.32		2.59	
Children :-								
Without	1733	74	1693	74	1373	74	864	67
With	610	26	606	26	490	26	430	33
0 - 3	208	9	205	9	167	9	149	12
4 - 9	300	13	298	13	240	13	215	17
10 - 15	309	13	308	13	247	13	223	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2299	100	1863	100
Possessing:-	Teletext Set	2167	94	1759	94
	Portable Set	1265	55	1025	55
Screen Size :-	Under 20"	1417	62	1154	62
	20 to 29"	1787	78	1446	78
	30" and over	548	24	429	23
Household with :-	Single Set	783	34	640	34
	Two Sets	856	37	687	37
	3 Sets	375	16	315	17
	4 Sets	190	8	147	8
	5+ Sets	94	4	74	4
VCRs :-	Without	494	22	421	23
	With	1804	78	1442	77
	With 1	1309	57	1050	56
	With 2+	495	22	393	21

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4892	100	3948	100
Which are :-	Teletext Set	3913	80	3165	80
	Portable Set	1932	39	1558	39
Screen Size :-	Under 20"	2206	45	1793	45
	20 to 29"	2121	43	1718	44
	30" and over	584	12	452	11
VCR Connected		2488	51	1986	50

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5416	100	4321	100	3356	100
Age :-	0 - 3	248	5	201	5	180	5
	4 - 9	393	7	314	7	276	8
	10 - 15	418	8	333	8	294	9
	16 - 19	269	5	211	5	172	5
	20 - 24	290	5	225	5	176	5
	25 - 34	660	12	523	12	432	13
	35 - 44	828	15	654	15	574	17
	45 - 54	724	13	581	13	469	14
	55 - 64	697	13	573	13	419	12
	65 +	888	16	706	16	363	11
Adults :-	Total	4357	100	3473	100	2605	100
	AB	990	23	766	22	601	23
	C1	1274	29	1031	30	815	31
	C2	966	22	772	22	619	24
	D	646	15	533	15	409	16
	E	480	11	372	11	162	6

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2664	100	2752	100	2124	100	2197	100
Age :-	0 - 15	543	20	516	19	434	20	414	19
	16 - 24	281	11	278	10	219	10	217	10
	25 - 34	325	12	335	12	258	12	265	12
	35 - 44	413	15	415	15	321	15	333	15
	45 - 54	357	13	366	13	285	13	295	13
	55 - 64	337	13	359	13	278	13	295	13
	65 +	406	15	482	18	329	15	378	17
Adults :-	Total	2121	100	2236	100	1690	100	1783	100
	AB	506	24	485	22	392	23	374	21
	C1	606	29	668	30	489	29	542	30
	C2	519	24	447	20	414	24	358	20
	D	316	15	330	15	260	15	273	15
	E	174	8	307	14	136	8	236	13
	Working F/T	1361	64	722	32	1081	64	577	32
	Working P/T	63	3	390	17	51	3	315	18
	Not Working	696	33	1124	50	558	33	891	50
	Housewives :-	Total	435	100	1908	100	335	100	1528
Working F/T		211	49	580	30	157	47	467	31
Working P/T		14	3	371	19	9	3	299	20
Not Working		210	48	957	50	169	50	762	50

South West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	933	100	914	100	775	100	
Receiving ITV	914	98	914	100	775	100	
Receiving Any CH4	913	98	913	100	774	100	
Receiving five	673	72	673	74	536	69	
Receiving BBC 1	914	98	914	100	775	100	
Receiving BBC 2	914	98	914	100	775	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	933	100	914	100	775	100	524	100
		100		98		83		56
				100		85		57
Social Class :-								
AB	185	20	182	20	152	20	116	22
C1	255	27	251	27	211	27	140	27
C2	189	20	187	20	158	20	115	22
D	158	17	155	17	130	17	86	16
E	146	16	139	15	124	16	68	13
Housewife Age :-								
Under 25	46	5	44	5	39	5	25	5
25 - 34	116	12	114	12	97	13	78	15
35 - 44	165	18	161	18	135	17	108	21
45 - 54	154	16	151	17	126	16	92	18
55 - 64	180	19	176	19	151	19	102	20
65 +	272	29	268	29	227	29	119	23
Size of Household :-								
1	296	32	285	31	242	31	121	23
2	347	37	342	37	291	38	194	37
3	126	14	124	14	106	14	86	16
4	106	11	106	12	88	11	78	15
5 +	57	6	57	6	49	6	44	8
Average Household Size	2.25		2.26		2.26		2.52	
Children :-								
Without	712	76	695	76	591	76	365	70
With	221	24	219	24	184	24	158	30
0 - 3	76	8	74	8	64	8	62	12
4 - 9	105	11	104	11	87	11	80	15
10 - 15	116	12	116	13	97	13	81	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		914	100	775	100
Possessing:-	Teletext Set	816	89	683	88
	Portable Set	504	55	419	54
Screen Size :-	Under 20"	519	57	428	55
	20 to 29"	746	82	634	82
	30" and over	136	15	113	15
Household with :-	Single Set	373	41	327	42
	Two Sets	318	35	268	35
	3 Sets	146	16	118	15
	4 Sets	52	6	43	6
	5+ Sets	25	3	19	2
VCRs :-	Without	181	20	158	20
	With	733	80	617	80
	With 1	583	64	494	64
	With 2+	150	16	123	16

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1886	100	1590	100
Which are :-	Teletext Set	1288	68	1040	65
	Portable Set	770	41	639	40
Screen Size :-	Under 20"	799	42	660	41
	20 to 29"	930	49	798	50
	30" and over	150	8	126	8
VCR Connected		974	52	822	52

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2097	100	1751	100	1319	100
Age :-	0 - 3	92	4	78	4	73	6
	4 - 9	137	7	112	6	102	8
	10 - 15	157	7	131	7	111	8
	16 - 19	99	5	84	5	68	5
	20 - 24	121	6	104	6	76	6
	25 - 34	223	11	187	11	142	11
	35 - 44	282	13	233	13	189	14
	45 - 54	272	13	224	13	175	13
	55 - 64	305	15	257	15	183	14
	65 +	409	19	343	20	200	15
Adults :-	Total	1711	100	1430	100	1033	100
	AB	357	21	295	21	238	23
	C1	488	29	409	29	288	28
	C2	375	22	312	22	240	23
	D	287	17	238	17	166	16
	E	203	12	175	12	101	10

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1018	100	1079	100	850	100	901	100
Age :-	0 - 15	204	20	183	17	172	20	149	17
	16 - 24	109	11	111	10	92	11	96	11
	25 - 34	109	11	114	11	91	11	96	11
	35 - 44	133	13	149	14	110	13	123	14
	45 - 54	135	13	137	13	111	13	113	13
	55 - 64	150	15	155	14	126	15	131	15
	65 +	178	18	230	21	149	18	194	21
Adults :-		814	100	897	100	677	100	752	100
	AB	176	22	181	20	146	22	150	20
	C1	228	28	261	29	189	28	219	29
	C2	193	24	181	20	161	24	151	20
	D	135	17	152	17	111	16	127	17
	E	82	10	121	14	70	10	106	14
	Working F/T	453	56	246	27	374	55	205	27
	Working P/T	32	4	156	17	27	4	129	17
	Not Working	329	40	496	55	277	41	418	56
	Housewives :-		165	100	768	100	134	100	641
Working F/T		65	39	197	26	53	39	163	25
Working P/T		7	4	143	19	5	4	118	18
Not Working		94	57	428	56	77	57	360	56

Ulster

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	669	100	644	100	644	100	
Receiving ITV	644	96	644	100	644	100	
Receiving Any CH4	640	96	640	99	640	99	
Receiving RTE	333	50	333	52	333	52	
Receiving five	553	83	553	86	553	86	
Receiving BBC 1	644	96	644	100	644	100	
Receiving BBC 2	644	96	644	100	644	100	

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

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

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

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1694	100	1653	100	1043	100
Age :-	0 - 3	82	5	81	5	57	5
	4 - 9	142	8	139	8	97	9
	10 - 15	152	9	150	9	112	11
	16 - 19	104	6	103	6	75	7
	20 - 24	115	7	113	7	69	7
	25 - 34	220	13	214	13	139	13
	35 - 44	255	15	248	15	178	17
	45 - 54	217	13	213	13	133	13
	55 - 64	182	11	176	11	103	10
	65 +	225	13	216	13	81	8
Adults :-	Total	1318	100	1283	100	777	100
	AB	231	17	228	18	169	22
	C1	312	24	305	24	198	25
	C2	324	25	319	25	207	27
	D	209	16	204	16	113	14
	E	243	18	227	18	90	12

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

Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	350	100	345	100	318	100	
Receiving ITV	345	98	345	100	318	100	
Receiving Any CH4	344	98	344	100	318	100	
Receiving five	271	77	271	79	249	78	
Receiving BBC 1	345	98	345	100	318	100	
Receiving BBC 2	345	98	345	100	318	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		350	100	345	100	318	100	225	100
			100		98		91		64
					100		92		65
Social Class :-									
AB		62	18	61	18	54	17	46	20
C1		82	23	81	23	75	23	55	24
C2		76	22	75	22	69	22	54	24
D		69	20	68	20	64	20	45	20
E		61	18	60	17	56	18	25	11
Housewife Age :-									
Under 25		17	5	16	5	16	5	10	5
25 - 34		40	12	40	12	38	12	31	14
35 - 44		65	19	64	18	59	18	44	20
45 - 54		61	17	60	17	56	18	48	22
55 - 64		65	19	64	18	58	18	44	20
65 +		102	29	101	29	93	29	47	21
Size of Household :-									
1		111	32	107	31	99	31	50	22
2		130	37	129	37	118	37	86	38
3		52	15	51	15	48	15	43	19
4		42	12	41	12	39	12	30	13
5 +		16	5	16	5	15	5	16	7
Average Household Size		2.22		2.24		2.24		2.47	
Children :-									
Without		267	76	262	76	241	76	160	71
With		83	24	82	24	77	24	65	29
0 - 3		32	9	32	9	30	10	24	11
4 - 9		38	11	37	11	36	11	30	13
10 - 15		43	12	42	12	40	12	36	16

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		345	100	318	100
Possessing:-	Teletext Set	313	91	289	91
	Portable Set	195	56	183	57
Screen Size :-	Under 20"	217	63	202	64
	20 to 29"	267	78	245	77
	30" and over	70	20	67	21
Household with :-	Single Set	105	30	93	29
	Two Sets	138	40	130	41
	3 Sets	64	19	61	19
	4 Sets	27	8	25	8
	5+ Sets	11	3	10	3
VCRs :-	Without	56	16	52	16
	With	288	84	267	84
	With 1	203	59	185	58
	With 2+	85	25	81	25

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		726	100	674	100
Which are :-	Teletext Set	524	72	487	72
	Portable Set	289	40	272	40
Screen Size :-	Under 20"	326	45	303	45
	20 to 29"	321	44	295	44
	30" and over	73	10	70	10
VCR Connected		382	53	356	53

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		777	100	714	100	555	100
Age :-	0 - 3	37	5	35	5	28	5
	4 - 9	47	6	44	6	38	7
	10 - 15	54	7	50	7	44	8
	16 - 19	38	5	35	5	32	6
	20 - 24	40	5	37	5	28	5
	25 - 34	77	10	71	10	58	10
	35 - 44	115	15	105	15	87	16
	45 - 54	109	14	100	14	87	16
	55 - 64	111	14	99	14	78	14
	65 +	150	19	136	19	76	14
Adults :-	Total	639	100	584	100	445	100
	AB	123	19	109	19	97	22
	C1	153	24	140	24	110	25
	C2	150	24	138	24	109	24
	D	129	20	120	20	89	20
	E	83	13	77	13	41	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		380	100	397	100	347	100	366	100
Age :-	0 - 15	71	19	67	17	67	19	63	17
	16 - 24	38	10	39	10	36	10	37	10
	25 - 34	37	10	40	10	34	10	37	10
	35 - 44	57	15	57	14	52	15	52	14
	45 - 54	53	14	56	14	48	14	52	14
	55 - 64	56	15	55	14	50	14	50	14
	65 +	67	18	83	21	60	17	75	21
Adults :-	Total	309	100	330	100	281	100	303	100
	AB	60	19	64	19	53	19	56	19
	C1	74	24	79	24	67	24	73	24
	C2	80	26	70	21	73	26	65	22
	D	62	20	67	20	57	20	63	21
	E	33	11	50	15	31	11	46	15
	Working F/T	180	58	93	28	165	59	86	28
	Working P/T	12	4	69	21	10	4	64	21
	Not Working	117	38	168	51	105	38	153	51
Housewives :-	Total	64	100	286	100	57	100	262	100
	Working F/T	25	39	71	25	22	39	65	25
	Working P/T	4	6	65	23	3	5	60	23
	Not Working	36	56	150	52	32	56	136	52

West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1340	100	1319	100	1043	100	
Receiving ITV	1319	98	1319	100	1043	100	
Receiving Any CH4	1316	98	1316	100	1041	100	
Receiving five	1195	89	1195	91	953	91	
Receiving BBC 1	1319	98	1319	100	1043	100	
Receiving BBC 2	1319	98	1319	100	1043	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1340	100	1319	100	1043	100	745	100
		100		98		78		56
				100		79		56
Social Class :-								
AB	223	17	220	17	173	17	158	21
C1	406	30	401	30	318	30	227	30
C2	287	21	284	22	232	22	167	22
D	267	20	265	20	213	20	157	21
E	157	12	151	11	107	10	35	5
Housewife Age :-								
Under 25	74	6	72	5	55	5	29	4
25 - 34	205	15	200	15	158	15	115	15
35 - 44	280	21	276	21	218	21	186	25
45 - 54	233	17	231	17	186	18	159	21
55 - 64	217	16	215	16	171	16	131	18
65 +	330	25	326	25	254	24	124	17
Size of Household :-								
1	414	31	401	30	312	30	141	19
2	482	36	477	36	388	37	308	41
3	186	14	184	14	139	13	122	16
4	176	13	176	13	139	13	124	17
5 +	82	6	81	6	65	6	51	7
Average Household Size	2.30		2.31		2.31		2.53	
Children :-								
Without	1005	75	986	75	785	75	524	70
With	335	25	333	25	258	25	221	30
0 - 3	106	8	105	8	79	8	62	8
4 - 9	167	12	166	13	127	12	115	15
10 - 15	174	13	173	13	136	13	119	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1319	100	1043	100
Possessing:-	Teletext Set	1191	90	931	89
	Portable Set	709	54	583	56
Screen Size :-	Under 20"	756	57	627	60
	20 to 29"	1070	81	840	81
	30" and over	255	19	207	20
Household with :-	Single Set	492	37	380	36
	Two Sets	494	37	392	38
	3 Sets	211	16	170	16
	4 Sets	74	6	60	6
	5+ Sets	48	4	41	4
VCRs :-	Without	442	34	373	36
	With	877	66	670	64
	With 1	674	51	514	49
	With 2+	203	15	156	15

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2704	100	2163	100
Which are :-	Teletext Set	2035	75	1575	73
	Portable Set	1034	38	847	39
Screen Size :-	Under 20"	1128	42	936	43
	20 to 29"	1296	48	1003	46
	30" and over	266	10	216	10
VCR Connected		1150	43	884	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3076	100	2407	100	1883	100
Age :-	0 - 3	123	4	93	4	74	4
	4 - 9	225	7	175	7	157	8
	10 - 15	233	8	181	8	155	8
	16 - 19	150	5	118	5	98	5
	20 - 24	194	6	147	6	94	5
	25 - 34	362	12	275	11	211	11
	35 - 44	490	16	385	16	338	18
	45 - 54	414	13	331	14	278	15
	55 - 64	381	12	306	13	257	14
	65 +	504	16	396	16	222	12
Adults :-	Total	2495	100	1958	100	1497	100
	AB	443	18	343	18	322	21
	C1	772	31	605	31	444	30
	C2	585	23	474	24	356	24
	D	482	19	390	20	321	21
	E	212	9	146	7	55	4

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1510	100	1566	100	1177	100	1230	100
Age :-	0 - 15	300	20	282	18	227	19	222	18
	16 - 24	179	12	165	11	138	12	127	10
	25 - 34	180	12	182	12	137	12	139	11
	35 - 44	236	16	254	16	186	16	199	16
	45 - 54	201	13	214	14	158	13	173	14
	55 - 64	189	13	192	12	151	13	154	13
	65 +	225	15	278	18	181	15	216	18
Adults :-	Total	1210	100	1285	100	950	100	1008	100
	AB	223	18	220	17	172	18	171	17
	C1	367	30	406	32	289	30	316	31
	C2	310	26	275	21	251	26	224	22
	D	227	19	256	20	181	19	209	21
	E	84	7	128	10	58	6	88	9
	Working F/T	736	61	370	29	578	61	284	28
	Working P/T	33	3	254	20	27	3	213	21
	Not Working	441	36	660	51	345	36	511	51
	Housewives :-	Total	246	100	1094	100	184	100	859
Working F/T		106	43	298	27	79	43	229	27
Working P/T		9	4	241	22	8	4	201	23
Not Working		131	53	555	51	97	53	429	50

Wales

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1302	100	1275	100	1154	100	
Receiving ITV	1275	98	1275	100	1154	100	
Receiving Any CH4	1272	98	1272	100	1152	100	
Receiving S4C	1131	87	1131	89	1112	96	
Receiving five	1111	85	1111	87	996	86	
Receiving BBC 1	1275	98	1275	100	1154	100	
Receiving BBC 2	1275	98	1275	100	1154	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		1302	100	1275	100	1154	100	909	100
			100		98		89		70
					100		91		71
Social Class :-									
AB		205	16	202	16	182	16	157	17
C1		345	26	338	27	306	27	255	28
C2		265	20	262	21	240	21	207	23
D		241	19	237	19	214	19	178	20
E		246	19	236	19	213	18	111	12
Housewife Age :-									
Under 25		79	6	74	6	67	6	48	5
25 - 34		181	14	176	14	159	14	138	15
35 - 44		240	18	235	18	215	19	192	21
45 - 54		226	17	222	17	203	18	173	19
55 - 64		231	18	228	18	207	18	170	19
65 +		345	26	340	27	303	26	188	21
Size of Household :-									
1		400	31	382	30	341	30	202	22
2		454	35	449	35	407	35	335	37
3		206	16	204	16	185	16	168	19
4		165	13	165	13	151	13	138	15
5 +		76	6	75	6	70	6	64	7
Average Household Size		2.30		2.31		2.33		2.50	
Children :-									
Without		966	74	942	74	848	73	629	69
With		336	26	333	26	306	27	280	31
0 - 3		110	8	109	9	100	9	89	10
4 - 9		166	13	165	13	150	13	139	15
10 - 15		176	13	175	14	162	14	147	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1275	100	1154	100
Possessing:-	Teletext Set	1194	94	1083	94
	Portable Set	649	51	590	51
Screen Size :-	Under 20"	673	53	614	53
	20 to 29"	1078	85	972	84
	30" and over	234	18	214	19
Household with :-	Single Set	477	37	425	37
	Two Sets	485	38	439	38
	3 Sets	192	15	181	16
	4 Sets	76	6	70	6
	5+ Sets	46	4	40	3
VCRs :-	Without	292	23	242	21
	With	983	77	912	79
	With 1	736	58	672	58
	With 2+	247	19	240	21

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2616	100	2388	100
Which are :-	Teletext Set	2044	78	1890	79
	Portable Set	967	37	883	37
Screen Size :-	Under 20"	1015	39	929	39
	20 to 29"	1345	51	1220	51
	30" and over	254	10	232	10
VCR Connected		1325	51	1242	52

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2994	100	2686	100	2271	100
Age :-	0 - 3	128	4	116	4	103	5
	4 - 9	210	7	190	7	174	8
	10 - 15	233	8	214	8	194	9
	16 - 19	158	5	143	5	128	6
	20 - 24	194	6	170	6	134	6
	25 - 34	339	11	301	11	267	12
	35 - 44	427	14	384	14	350	15
	45 - 54	392	13	354	13	309	14
	55 - 64	394	13	354	13	300	13
	65 +	520	17	461	17	312	14
Adults :-	Total	2422	100	2166	100	1800	100
	AB	410	17	367	17	325	18
	C1	671	28	598	28	510	28
	C2	546	23	496	23	440	24
	D	448	19	399	18	348	19
	E	348	14	305	14	176	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1462	100	1533	100	1306	100	1380	100
Age :-	0 - 15	294	20	277	18	268	21	252	18
	16 - 24	179	12	172	11	158	12	155	11
	25 - 34	164	11	174	11	145	11	156	11
	35 - 44	209	14	218	14	186	14	198	14
	45 - 54	191	13	201	13	171	13	183	13
	55 - 64	193	13	201	13	174	13	180	13
	65 +	230	16	290	19	204	16	257	19
	Adults :-	Total	1167	100	1255	100	1038	100	1128
AB		204	17	206	16	183	18	185	16
C1		317	27	354	28	280	27	319	28
C2		290	25	255	20	263	25	233	21
D		220	19	228	18	195	19	204	18
E		136	12	212	17	117	11	188	17
Working F/T		636	54	380	30	570	55	347	31
Working P/T		33	3	176	14	28	3	153	14
Not Working		498	43	700	56	441	42	628	56
Housewives :-		Total	244	100	1058	100	206	100	948
	Working F/T	88	36	310	29	75	37	282	30
	Working P/T	6	2	160	15	5	2	140	15
	Not Working	150	62	588	56	126	61	525	55

South & South East

Table 1		Television Reception					
		All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%	
Total	2795	100	2743	100	2434	100	
Receiving ITV	2743	98	2743	100	2434	100	
Receiving Any CH4	2739	98	2739	100	2431	100	
Receiving five	2197	79	2197	80	1934	79	
Receiving BBC 1	2743	98	2743	100	2434	100	
Receiving BBC 2	2743	98	2743	100	2434	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2795	100	2743	100	2434	100	1796	100
		100		98		87		64
				100		89		65
Social Class :-								
AB	768	27	757	28	659	27	520	29
C1	849	30	834	30	742	31	552	31
C2	519	19	509	19	448	18	361	20
D	367	13	361	13	333	14	237	13
E	292	10	282	10	251	10	126	7
Housewife Age :-								
Under 25	113	4	108	4	100	4	68	4
25 - 34	389	14	379	14	333	14	273	15
35 - 44	561	20	552	20	490	20	412	23
45 - 54	482	17	474	17	422	17	340	19
55 - 64	493	18	484	18	426	18	338	19
65 +	757	27	746	27	664	27	365	20
Size of Household :-								
1	873	31	839	31	745	31	391	22
2	976	35	965	35	860	35	685	38
3	395	14	391	14	346	14	293	16
4	378	14	376	14	330	14	285	16
5 +	174	6	172	6	152	6	142	8
Average Household Size	2.31		2.32		2.32		2.53	
Children :-								
Without	2096	75	2050	75	1821	75	1255	70
With	699	25	693	25	613	25	541	30
0 - 3	231	8	229	8	204	8	185	10
4 - 9	338	12	335	12	298	12	269	15
10 - 15	365	13	363	13	319	13	280	16

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2743	100	2434	100
Possessing:-	Teletext Set	2497	91	2221	91
	Portable Set	1489	54	1326	54
Screen Size :-	Under 20"	1611	59	1437	59
	20 to 29"	2187	80	1936	80
	30" and over	525	19	458	19
Household with :-	Single Set	1003	37	888	37
	Two Sets	977	36	868	36
	3 Sets	458	17	411	17
	4 Sets	199	7	172	7
	5+ Sets	106	4	94	4
VCRs :-	Without	596	22	536	22
	With	2147	78	1898	78
	With 1	1535	56	1351	56
	With 2+	613	22	546	22

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5804	100	5153	100
Which are :-	Teletext Set	4407	76	3956	77
	Portable Set	2263	39	2010	39
Screen Size :-	Under 20"	2538	44	2267	44
	20 to 29"	2671	46	2373	46
	30" and over	568	10	488	9
VCR Connected		3004	52	2664	52

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6454	100	5639	100	4538	100
Age :-	0 - 3	271	4	239	4	216	5
	4 - 9	456	7	401	7	359	8
	10 - 15	506	8	440	8	388	9
	16 - 19	316	5	273	5	235	5
	20 - 24	356	6	318	6	240	5
	25 - 34	731	11	625	11	537	12
	35 - 44	999	15	876	16	753	17
	45 - 54	857	13	749	13	610	13
	55 - 64	840	13	730	13	594	13
	65 +	1122	17	988	18	605	13
Adults :-	Total	5221	100	4559	100	3575	100
	AB	1520	29	1303	29	1070	30
	C1	1590	30	1395	31	1081	30
	C2	1058	20	924	20	783	22
	D	674	13	610	13	454	13
	E	378	7	326	7	186	5

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3147	100	3307	100	2758	100	2881	100
Age :-	0 - 15	630	20	603	18	558	20	522	18
	16 - 24	346	11	326	10	307	11	283	10
	25 - 34	359	11	372	11	307	11	318	11
	35 - 44	489	16	510	15	429	16	447	16
	45 - 54	425	13	432	13	371	13	378	13
	55 - 64	405	13	436	13	351	13	379	13
	65 +	495	16	627	19	434	16	554	19
	Adults :-	Total	2517	100	2703	100	2200	100	2359
AB		759	30	761	28	653	30	650	28
C1		735	29	855	32	647	29	748	32
C2		569	23	489	18	492	22	432	18
D		324	13	350	13	294	13	316	13
E		130	5	248	9	114	5	212	9
Working F/T		1550	62	813	30	1349	61	704	30
Working P/T		89	4	526	19	81	4	461	20
Not Working		878	35	1364	50	770	35	1194	51
Housewives :-		Total	505	100	2291	100	430	100	2004
	Working F/T	235	47	640	28	197	46	557	28
	Working P/T	21	4	497	22	19	4	437	22
	Not Working	249	49	1153	50	214	50	1010	50

Channel Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	59	100	58	100	58	100	
Receiving ITV	58	99	58	100	58	100	
Receiving Any CH4	58	98	58	100	58	100	
Receiving five	36	61	36	62	36	62	
Receiving BBC 1	58	99	58	100	58	100	
Receiving BBC 2	58	99	58	100	58	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	59	100	58	100	58	100	35	100
		100		99		99		60
				100		100		60
Social Class :-								
AB	18	31	18	32	18	32	12	34
C1	16	28	16	28	16	28	11	31
C2	10	18	10	18	10	18	7	20
D	8	13	8	13	8	13	3	9
E	6	10	6	10	6	10	2	6
Housewife Age :-								
Under 25	3	5	3	4	3	4	1	3
25 - 34	11	19	11	19	11	19	6	18
35 - 44	12	20	12	20	12	20	8	24
45 - 54	12	20	12	20	12	20	7	21
55 - 64	10	17	10	17	10	17	5	14
65 +	11	18	11	18	11	18	7	19
Size of Household :-								
1	15	26	15	26	15	26	5	15
2	21	35	21	36	21	36	14	39
3	11	18	11	18	11	18	7	19
4	9	15	9	15	9	15	7	20
5 +	3	5	3	5	3	5	2	7
Average Household Size	2.39		2.39		2.39		2.67	
Children :-								
Without	42	71	41	71	41	71	23	66
With	17	29	17	29	17	29	12	34
0 - 3	5	9	5	9	5	9	4	11
4 - 9	9	15	9	15	9	15	6	16
10 - 15	9	15	9	15	9	15	7	19

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		58	100	58	100
Possessing:-	Teletext Set	51	88	51	88
	Portable Set	25	43	25	43
Screen Size :-	Under 20"	40	69	40	69
	20 to 29"	39	67	39	67
	30" and over	25	44	25	44
Household with :-	Single Set	14	25	14	25
	Two Sets	18	32	18	32
	3 Sets	10	17	10	17
	4 Sets	10	17	10	17
	5+ Sets	5	9	5	9
VCRs :-	Without	11	19	11	19
	With	47	81	47	81
	With 1	34	60	34	60
	With 2+	12	21	12	21

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		146	100	146	100
Which are :-	Teletext Set	102	70	102	70
	Portable Set	39	27	39	27
Screen Size :-	Under 20"	70	48	70	48
	20 to 29"	51	35	51	35
	30" and over	27	18	27	18
VCR Connected		62	42	62	42

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		140	100	138	100	93	100
Age :-	0 - 3	7	5	6	4	4	5
	4 - 9	11	8	11	8	7	8
	10 - 15	12	8	11	8	8	9
	16 - 19	7	5	7	5	6	6
	20 - 24	6	4	6	4	4	5
	25 - 34	20	14	20	14	12	13
	35 - 44	23	16	23	16	17	18
	45 - 54	21	15	21	15	14	15
	55 - 64	17	12	17	12	9	10
	65 +	18	13	18	13	11	12
Adults :-	Total	111	100	110	100	73	100
	AB	38	34	38	34	25	34
	C1	31	28	30	27	21	29
	C2	21	19	21	19	15	20
	D	14	12	14	12	8	11
	E	8	7	8	7	4	5

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		70	100	70	100	69	100	70	100
Age :-	0 - 15	15	21	14	20	14	21	14	20
	16 - 24	8	11	5	8	7	11	5	8
	25 - 34	10	14	10	15	9	14	10	15
	35 - 44	12	17	11	15	12	17	11	15
	45 - 54	10	14	11	15	10	15	11	15
	55 - 64	7	10	9	13	7	11	9	13
	65 +	8	12	10	14	8	12	10	14
	Adults :-	Total	55	100	56	100	55	100	56
AB		19	35	19	34	19	35	19	34
C1		15	27	16	28	15	27	15	27
C2		11	20	10	17	11	20	10	17
D		6	12	7	13	6	12	7	13
E		3	6	5	9	3	6	5	9
Working F/T		39	71	22	39	39	71	22	39
Working P/T		1	2	10	17	1	3	10	17
Not Working		15	26	25	44	14	26	24	44
Housewives :-		Total	10	100	49	100	9	100	49
	Working F/T	6	67	19	39	6	65	19	39
	Working P/T	0	0	9	19	0	0	9	19
	Not Working	3	33	21	43	3	35	21	42

Meridian / Anglia

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	5066	100	4970	100	4350	100	
Receiving ITV	4970	98	4970	100	4350	100	
Receiving Any CH4	4963	98	4963	100	4343	100	
Receiving five	4263	84	4263	86	3704	85	
Receiving BBC 1	4970	98	4970	100	4350	100	
Receiving BBC 2	4970	98	4970	100	4350	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5066	100	4970	100	4350	100	3116	100
		100		98		86		62
				100		88		63
Social Class :-								
AB	1248	25	1233	25	1058	24	813	26
C1	1498	30	1467	30	1300	30	965	31
C2	973	19	958	19	833	19	658	21
D	712	14	700	14	628	14	446	14
E	635	13	613	12	531	12	235	8
Housewife Age :-								
Under 25	222	4	209	4	185	4	127	4
25 - 34	733	14	714	14	624	14	503	16
35 - 44	1016	20	1002	20	874	20	733	24
45 - 54	887	18	873	18	766	18	608	20
55 - 64	889	18	875	18	767	18	574	18
65 +	1319	26	1298	26	1135	26	572	18
Size of Household :-								
1	1545	30	1482	30	1297	30	623	20
2	1808	36	1789	36	1573	36	1209	39
3	716	14	710	14	625	14	522	17
4	693	14	689	14	596	14	526	17
5 +	304	6	301	6	260	6	237	8
Average Household Size	2.31		2.32		2.32		2.56	
Children :-								
Without	3776	75	3691	74	3231	74	2134	68
With	1290	25	1279	26	1119	26	982	32
0 - 3	433	9	428	9	376	9	338	11
4 - 9	629	12	625	13	546	13	489	16
10 - 15	662	13	659	13	574	13	508	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4970	100	4350	100
Possessing:-	Teletext Set	4597	92	4026	93
	Portable Set	2704	54	2373	55
Screen Size :-	Under 20"	2993	60	2629	60
	20 to 29"	3913	79	3417	79
	30" and over	1057	21	909	21
Household with :-	Single Set	1758	35	1542	35
	Two Sets	1808	36	1571	36
	3 Sets	823	17	737	17
	4 Sets	382	8	329	8
	5+ Sets	198	4	172	4
VCRs :-	Without	1087	22	966	22
	With	3883	78	3384	78
	With 1	2812	57	2437	56
	With 2+	1071	22	947	22

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10547	100	9233	100
Which are :-	Teletext Set	8214	78	7215	78
	Portable Set	4112	39	3601	39
Screen Size :-	Under 20"	4687	44	4122	45
	20 to 29"	4722	45	4137	45
	30" and over	1132	11	965	10
VCR Connected		5368	51	4705	51

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11706	100	10088	100	7968	100
Age :-	0 - 3	513	4	446	4	400	5
	4 - 9	838	7	725	7	642	8
	10 - 15	906	8	783	8	689	9
	16 - 19	574	5	490	5	412	5
	20 - 24	642	5	548	5	419	5
	25 - 34	1371	12	1166	12	977	12
	35 - 44	1802	15	1552	15	1341	17
	45 - 54	1563	13	1350	13	1089	14
	55 - 64	1519	13	1318	13	1021	13
	65 +	1979	17	1711	17	979	12
Adults :-	Total	9450	100	8134	100	6237	100
	AB	2489	26	2103	26	1690	27
	C1	2817	30	2456	30	1914	31
	C2	1990	21	1714	21	1411	23
	D	1312	14	1155	14	871	14
	E	842	9	705	9	351	6

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5736	100	5970	100	4944	100	5144	100
Age :-	0 - 15	1157	20	1099	18	1005	20	950	18
	16 - 24	619	11	597	10	533	11	505	10
	25 - 34	675	12	696	12	573	12	592	12
	35 - 44	890	16	912	15	762	15	790	15
	45 - 54	774	13	789	13	666	13	683	13
	55 - 64	732	13	787	13	635	13	683	13
	65 +	888	15	1091	18	771	16	941	18
Adults :-		4578	100	4871	100	3940	100	4195	100
	AB	1253	27	1235	25	1062	27	1042	25
	C1	1320	29	1497	31	1151	29	1306	31
	C2	1069	23	921	19	915	23	799	19
	D	636	14	676	14	560	14	596	14
	E	299	7	542	11	252	6	453	11
	Working F/T	2875	63	1518	31	2466	63	1301	31
	Working P/T	151	3	903	19	133	3	784	19
	Not Working	1552	34	2450	50	1340	34	2109	50
Housewives :-		925	100	4141	100	772	100	3578	100
	Working F/T	439	47	1207	29	358	46	1042	29
	Working P/T	34	4	856	21	28	4	744	21
	Not Working	453	49	2078	50	386	50	1792	50

Granada / Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3500	100	3437	100	3207	100	
Receiving ITV	3437	98	3437	100	3207	100	
Receiving Any CH4	3428	98	3428	100	3197	100	
Receiving five	3239	93	3239	94	3020	94	
Receiving BBC 1	3437	98	3437	100	3207	100	
Receiving BBC 2	3437	98	3437	100	3207	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3500	100	3437	100	3207	100	2396	100
		100		98		92		68
				100		93		70
Social Class :-								
AB	561	16	556	16	519	16	445	19
C1	927	26	914	27	850	27	711	30
C2	651	19	642	19	597	19	479	20
D	650	19	637	19	591	18	459	19
E	711	20	689	20	650	20	303	13
Housewife Age :-								
Under 25	185	5	175	5	164	5	117	5
25 - 34	530	15	510	15	472	15	384	16
35 - 44	704	20	696	20	653	20	563	23
45 - 54	623	18	612	18	566	18	476	20
55 - 64	597	17	588	17	549	17	426	18
65 +	860	25	855	25	803	25	430	18
Size of Household :-								
1	1127	32	1085	32	1016	32	529	22
2	1169	33	1160	34	1077	34	865	36
3	565	16	559	16	523	16	449	19
4	429	12	428	12	397	12	358	15
5 +	209	6	206	6	194	6	196	8
Average Household Size	2.29		2.30		2.30		2.54	
Children :-								
Without	2595	74	2542	74	2372	74	1641	68
With	905	26	895	26	835	26	756	32
0 - 3	302	9	297	9	278	9	246	10
4 - 9	439	13	436	13	405	13	371	15
10 - 15	479	14	475	14	445	14	414	17

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3437	100	3207	100
Possessing:-	Teletext Set	3183	93	2963	92
	Portable Set	1912	56	1761	55
Screen Size :-	Under 20"	2011	59	1860	58
	20 to 29"	2812	82	2610	81
	30" and over	801	23	762	24
Household with :-	Single Set	1052	31	992	31
	Two Sets	1294	38	1203	38
	3 Sets	661	19	619	19
	4 Sets	268	8	242	8
	5+ Sets	163	5	150	5
VCRs :-	Without	782	23	748	23
	With	2655	77	2459	77
	With 1	1852	54	1723	54
	With 2+	804	23	736	23

Table 4 TV Set Profile					
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7212	100	6708	100
Which are :-	Teletext Set	5467	76	5041	75
	Portable Set	2749	38	2524	38
Screen Size :-	Under 20"	2987	41	2754	41
	20 to 29"	3333	46	3101	46
	30" and over	827	11	789	12
VCR Connected		3512	49	3243	48

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7998	100	7367	100	6079	100
Age :-	0 - 3	357	4	328	4	286	5
	4 - 9	571	7	527	7	480	8
	10 - 15	623	8	576	8	533	9
	16 - 19	421	5	392	5	363	6
	20 - 24	504	6	462	6	391	6
	25 - 34	972	12	874	12	729	12
	35 - 44	1209	15	1124	15	1003	17
	45 - 54	1070	13	979	13	835	14
	55 - 64	1004	13	921	13	745	12
	65 +	1266	16	1184	16	714	12
Adults :-	Total	6446	100	5936	100	4780	100
	AB	1147	18	1062	18	953	20
	C1	1775	28	1631	27	1416	30
	C2	1337	21	1233	21	1035	22
	D	1212	19	1114	19	915	19
	E	975	15	897	15	461	10

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3907	100	4090	100	3586	100	3781	100
Age :-	0 - 15	790	20	762	19	728	20	703	19
	16 - 24	470	12	455	11	434	12	420	11
	25 - 34	480	12	492	12	425	12	449	12
	35 - 44	591	15	618	15	549	15	576	15
	45 - 54	528	14	542	13	481	13	498	13
	55 - 64	496	13	508	12	451	13	470	12
	65 +	553	14	713	17	519	14	665	18
Adults :-	Total	3118	100	3328	100	2858	100	3078	100
	AB	571	18	576	17	527	18	535	17
	C1	845	27	930	28	773	27	858	28
	C2	720	23	617	19	662	23	571	19
	D	596	19	616	19	545	19	569	18
	E	386	12	589	18	351	12	545	18
	Working F/T	1810	58	1017	31	1653	58	938	30
	Working P/T	106	3	546	16	98	3	502	16
	Not Working	1201	39	1766	53	1107	39	1638	53
	Housewives :-	Total	721	100	2779	100	645	100	2561
Working F/T		283	39	813	29	249	39	744	29
Working P/T		30	4	504	18	27	4	462	18
Not Working		408	57	1462	53	370	57	1354	53

Yorkshire / Tyne Tees

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	4112	100	4028	100	3679	100	
Receiving ITV	4028	98	4028	100	3679	100	
Receiving Any CH4	4023	98	4023	100	3677	100	
Receiving five	3896	95	3896	97	3557	97	
Receiving BBC 1	4028	98	4028	100	3679	100	
Receiving BBC 2	4028	98	4028	100	3679	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4112	100	4028	100	3679	100	2645	100
		100		98		89		64
				100		91		66
Social Class :-								
AB	612	15	601	15	547	15	421	16
C1	1021	25	999	25	904	25	692	26
C2	806	20	799	20	729	20	613	23
D	748	18	740	18	676	18	533	20
E	925	22	888	22	823	22	386	15
Housewife Age :-								
Under 25	247	6	234	6	216	6	158	6
25 - 34	595	14	576	14	530	14	436	16
35 - 44	815	20	799	20	736	20	602	23
45 - 54	717	17	705	18	640	17	532	20
55 - 64	685	17	675	17	616	17	454	17
65 +	1052	26	1038	26	941	26	463	18
Size of Household :-								
1	1278	31	1222	30	1114	30	559	21
2	1454	35	1437	36	1309	36	986	37
3	636	15	631	16	579	16	483	18
4	521	13	517	13	475	13	439	17
5 +	223	5	220	5	202	5	178	7
Average Household Size	2.28		2.30		2.30		2.53	
Children :-								
Without	3047	74	2972	74	2705	74	1783	67
With	1065	26	1055	26	974	26	862	33
0 - 3	357	9	352	9	321	9	278	11
4 - 9	501	12	498	12	461	13	412	16
10 - 15	550	13	545	14	501	14	455	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4028	100	3679	100
Possessing:-	Teletext Set	3794	94	3466	94
	Portable Set	2318	58	2149	58
Screen Size :-	Under 20"	2466	61	2295	62
	20 to 29"	3135	78	2851	77
	30" and over	984	24	910	25
Household with :-	Single Set	1311	33	1173	32
	Two Sets	1418	35	1300	35
	3 Sets	767	19	706	19
	4 Sets	356	9	329	9
	5+ Sets	175	4	170	5
VCRs :-	Without	1046	26	950	26
	With	2981	74	2729	74
	With 1	2056	51	1875	51
	With 2+	926	23	854	23

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8647	100	7933	100
Which are :-	Teletext Set	6819	79	6256	79
	Portable Set	3504	41	3254	41
Screen Size :-	Under 20"	3822	44	3556	45
	20 to 29"	3735	43	3378	43
	30" and over	1040	12	964	12
VCR Connected		4145	48	3783	48

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		9382	100	8461	100	6704	100
Age :-	0 - 3	416	4	372	4	320	5
	4 - 9	645	7	590	7	534	8
	10 - 15	730	8	666	8	590	9
	16 - 19	507	5	463	5	383	6
	20 - 24	595	6	524	6	433	6
	25 - 34	1103	12	984	12	838	12
	35 - 44	1411	15	1283	15	1092	16
	45 - 54	1264	13	1140	13	957	14
	55 - 64	1168	12	1052	12	802	12
	65 +	1544	16	1385	16	756	11
Adults :-	Total	7592	100	6832	100	5260	100
	AB	1237	16	1113	16	915	17
	C1	1942	26	1725	25	1385	26
	C2	1660	22	1508	22	1290	25
	D	1468	19	1331	19	1088	21
	E	1285	17	1154	17	582	11

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		4594	100	4788	100	4133	100	4328	100
Age :-	0 - 15	922	20	868	18	844	20	785	18
	16 - 24	555	12	547	11	497	12	491	11
	25 - 34	541	12	563	12	475	12	509	12
	35 - 44	690	15	722	15	623	15	660	15
	45 - 54	629	14	635	13	568	14	572	13
	55 - 64	578	13	591	12	517	13	535	12
	65 +	680	15	863	18	610	15	775	18
Adults :-	Total	3672	100	3920	100	3289	100	3542	100
	AB	620	17	617	16	556	17	557	16
	C1	925	25	1017	26	816	25	909	26
	C2	889	24	771	20	805	24	704	20
	D	725	20	743	19	656	20	675	19
	E	513	14	772	20	456	14	698	20
	Working F/T	2130	58	1188	30	1923	58	1076	30
	Working P/T	97	3	666	17	83	3	607	17
	Not Working	1446	39	2067	53	1284	39	1860	53
Housewives :-	Total	787	100	3325	100	673	100	3006	100
	Working F/T	310	39	956	29	270	40	868	29
	Working P/T	22	3	622	19	19	3	567	19
	Not Working	455	58	1747	53	384	57	1571	52

Granada North

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	7550	100	7405	100	6879	100	
Receiving ITV	7405	98	7405	100	6879	100	
Receiving Any CH4	7391	98	7391	100	6867	100	
Receiving five	7082	94	7082	96	6569	95	
Receiving BBC 1	7405	98	7405	100	6879	100	
Receiving BBC 2	7405	98	7405	100	6879	100	

Table 2		Analysis of Households							
	All Households		TV Households		Home ITV Households				
					Total		Multichannel		
	000's	%	000's	%	000's	%	000's	%	
Total	7550	100	7405	100	6879	100	5034	100	
		100		98		91		67	
				100		93		68	
Social Class :-									
AB	1162	15	1146	15	1065	15	865	17	
C1	1933	26	1899	26	1752	25	1401	28	
C2	1444	19	1429	19	1324	19	1091	22	
D	1386	18	1365	18	1265	18	988	20	
E	1625	22	1566	21	1473	21	689	14	
Housewife Age :-									
Under 25	428	6	406	5	380	6	274	5	
25 - 34	1115	15	1077	15	1001	15	819	16	
35 - 44	1508	20	1485	20	1388	20	1164	23	
45 - 54	1329	18	1306	18	1205	18	1006	20	
55 - 64	1274	17	1255	17	1163	17	879	17	
65 +	1896	25	1877	25	1743	25	892	18	
Size of Household :-									
1	2386	32	2288	31	2129	31	1087	22	
2	2601	34	2575	35	2384	35	1847	37	
3	1193	16	1182	16	1101	16	931	18	
4	941	12	937	13	871	13	795	16	
5 +	429	6	423	6	396	6	374	7	
Average Household Size	2.28		2.30		2.30		2.54		
Children :-									
Without	5595	74	5469	74	5072	74	3418	68	
With	1955	26	1936	26	1807	26	1616	32	
0 - 3	653	9	643	9	599	9	524	10	
4 - 9	932	12	925	12	865	13	782	16	
10 - 15	1020	14	1012	14	945	14	867	17	

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7405	100	6879	100
Possessing:-	Teletext Set	6923	93	6422	93
	Portable Set	4198	57	3905	57
Screen Size :-	Under 20"	4442	60	4151	60
	20 to 29"	5899	80	5457	79
	30" and over	1773	24	1670	24
Household with :-	Single Set	2344	32	2166	31
	Two Sets	2687	36	2500	36
	3 Sets	1419	19	1323	19
	4 Sets	620	8	572	8
	5+ Sets	335	5	320	5
VCRs :-	Without	1816	25	1698	25
	With	5589	75	5182	75
	With 1	3868	52	3593	52
	With 2+	1721	23	1589	23

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15727	100	14624	100
Which are :-	Teletext Set	12182	77	11279	77
	Portable Set	6207	39	5770	39
Screen Size :-	Under 20"	6755	43	6301	43
	20 to 29"	7004	45	6474	44
	30" and over	1855	12	1750	12
VCR Connected		7588	48	7017	48

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17239	100	15812	100	12763	100
Age :-	0 - 3	765	4	700	4	606	5
	4 - 9	1205	7	1116	7	1013	8
	10 - 15	1342	8	1241	8	1120	9
	16 - 19	923	5	855	5	745	6
	20 - 24	1090	6	986	6	824	6
	25 - 34	2058	12	1856	12	1563	12
	35 - 44	2601	15	2405	15	2093	16
	45 - 54	2315	13	2118	13	1789	14
	55 - 64	2154	12	1970	12	1544	12
	65 +	2786	16	2566	16	1466	11
Adults :-	Total	13927	100	12755	100	10024	100
	AB	2364	17	2174	17	1866	19
	C1	3688	26	3353	26	2797	28
	C2	2972	21	2738	21	2322	23
	D	2657	19	2440	19	1996	20
	E	2246	16	2050	16	1042	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8433	100	8806	100	7712	100	8101	100
Age :-	0 - 15	1698	20	1614	18	1570	20	1487	18
	16 - 24	1018	12	995	11	930	12	910	11
	25 - 34	1011	12	1047	12	900	12	957	12
	35 - 44	1271	15	1331	15	1171	15	1234	15
	45 - 54	1148	14	1167	13	1048	14	1070	13
	55 - 64	1064	13	1090	12	966	13	1004	12
	65 +	1223	15	1563	18	1127	15	1439	18
Adults :-		6735	100	7192	100	6141	100	6613	100
	AB	1180	18	1184	16	1083	18	1091	17
	C1	1757	26	1931	27	1587	26	1765	27
	C2	1595	24	1377	19	1465	24	1273	19
	D	1309	19	1348	19	1199	20	1241	19
	E	893	13	1352	19	808	13	1243	19
	Working F/T	3908	58	2187	30	3572	58	2012	30
	Working P/T	201	3	1199	17	181	3	1107	17
	Not Working	2626	39	3805	53	2389	39	3494	53
Housewives :-		1495	100	6055	100	1318	100	5561	100
	Working F/T	587	39	1756	29	518	39	1611	29
	Working P/T	52	3	1115	18	46	3	1028	18
	Not Working	855	57	3185	53	754	57	2922	53

West Macro

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3065	100	3007	100	2837	100	
Receiving ITV	3007	98	3007	100	2837	100	
Receiving Any CH4	3001	98	3001	100	2832	100	
Receiving five	2510	82	2510	83	2355	83	
Receiving BBC 1	3007	98	3007	100	2837	100	
Receiving BBC 2	3007	98	3007	100	2837	100	

		Analysis of Households							
		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		3065	100	3007	100	2837	100	2058	100
			100		98		93		67
					100		94		68
Social Class :-									
AB		514	17	506	17	478	17	407	20
C1		859	28	844	28	795	28	582	28
C2		644	21	636	21	602	21	466	23
D		569	19	561	19	531	19	397	19
E		479	16	460	15	431	15	206	10
Housewife Age :-									
Under 25		168	5	161	5	154	5	98	5
25 - 34		431	14	420	14	395	14	313	15
35 - 44		587	19	574	19	542	19	461	22
45 - 54		524	17	516	17	488	17	400	19
55 - 64		539	18	531	18	503	18	378	18
65 +		815	27	805	27	754	27	407	20
Size of Household :-									
1		953	31	917	30	864	30	441	21
2		1102	36	1089	36	1033	36	788	38
3		441	14	437	15	407	14	354	17
4		383	12	382	13	359	13	323	16
5 +		185	6	183	6	174	6	152	7
Average Household Size		2.28		2.30		2.30		2.52	
Children :-									
Without		2304	75	2252	75	2128	75	1434	70
With		761	25	755	25	710	25	624	30
0 - 3		250	8	247	8	232	8	203	10
4 - 9		372	12	369	12	345	12	316	15
10 - 15		397	13	396	13	373	13	326	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3007	100	2837	100
Possessing:-	Teletext Set	2727	91	2565	90
	Portable Set	1589	53	1508	53
Screen Size :-	Under 20"	1665	55	1583	56
	20 to 29"	2486	83	2334	82
	30" and over	533	18	502	18
Household with :-	Single Set	1159	39	1097	39
	Two Sets	1105	37	1037	37
	3 Sets	466	16	447	16
	4 Sets	173	6	162	6
	5+ Sets	103	3	94	3
VCRs :-	Without	807	27	754	27
	With	2200	73	2084	73
	With 1	1688	56	1596	56
	With 2+	512	17	488	17

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6172	100	5836	100
Which are :-	Teletext Set	4526	73	4264	73
	Portable Set	2362	38	2244	38
Screen Size :-	Under 20"	2515	41	2395	41
	20 to 29"	3070	50	2881	49
	30" and over	573	9	541	9
VCR Connected		2934	48	2795	48

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6998	100	6512	100	5175	100
Age :-	0 - 3	296	4	274	4	239	5
	4 - 9	486	7	452	7	411	8
	10 - 15	531	8	497	8	433	8
	16 - 19	347	5	324	5	278	5
	20 - 24	431	6	400	6	291	6
	25 - 34	791	11	726	11	585	11
	35 - 44	1028	15	953	15	834	16
	45 - 54	923	13	862	13	719	14
	55 - 64	929	13	871	13	695	13
	65 +	1236	18	1151	18	691	13
Adults :-	Total	5685	100	5288	100	4093	100
	AB	1014	18	945	18	832	20
	C1	1653	29	1533	29	1166	28
	C2	1306	23	1225	23	987	24
	D	1041	18	977	18	787	19
	E	670	12	608	12	320	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3420	100	3577	100	3172	100	3340	100
Age :-	0 - 15	680	20	632	18	634	20	590	18
	16 - 24	396	12	381	11	367	12	357	11
	25 - 34	389	11	402	11	356	11	371	11
	35 - 44	497	15	531	15	459	14	495	15
	45 - 54	451	13	472	13	418	13	444	13
	55 - 64	458	13	472	13	428	14	443	13
	65 +	549	16	688	19	510	16	641	19
	Adults :-	Total	2740	100	2945	100	2538	100	2751
AB		505	18	509	17	470	19	475	17
C1		783	29	870	30	723	28	810	29
C2		689	25	617	21	644	25	581	21
D		497	18	545	19	463	18	514	19
E		266	10	403	14	238	9	370	13
Working F/T		1563	57	840	29	1448	57	789	29
Working P/T		84	3	511	17	77	3	474	17
Not Working		1093	40	1594	54	1013	40	1488	54
Housewives :-		Total	563	100	2502	100	504	100	2334
	Working F/T	223	40	676	27	199	40	635	27
	Working P/T	18	3	475	19	17	3	441	19
	Not Working	322	57	1352	54	287	57	1257	54

MidWest

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	7714	100	7557	100	6724	100	
Receiving ITV	7557	98	7557	100	6724	100	
Receiving Any CH4	7542	98	7542	100	6712	100	
Receiving five	6916	90	6916	92	6148	91	
Receiving BBC 1	7557	98	7557	100	6724	100	
Receiving BBC 2	7557	98	7557	100	6724	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7714	100	7557	100	6724	100	4715	100
		100		98		87		61
				100		89		62
Social Class :-								
AB	1420	18	1399	19	1244	18	993	21
C1	2077	27	2038	27	1808	27	1330	28
C2	1539	20	1520	20	1356	20	1031	22
D	1405	18	1379	18	1223	18	907	19
E	1273	17	1221	16	1093	16	455	10
Housewife Age :-								
Under 25	419	5	399	5	354	5	229	5
25 - 34	1154	15	1119	15	992	15	784	17
35 - 44	1529	20	1498	20	1338	20	1091	23
45 - 54	1349	17	1324	18	1182	18	944	20
55 - 64	1321	17	1302	17	1160	17	843	18
65 +	1942	25	1915	25	1697	25	825	17
Size of Household :-								
1	2353	31	2255	30	2003	30	947	20
2	2736	35	2703	36	2393	36	1736	37
3	1179	15	1166	15	1039	15	882	19
4	983	13	977	13	874	13	781	17
5 +	463	6	457	6	415	6	370	8
Average Household Size	2.30		2.32		2.32		2.58	
Children :-								
Without	5732	74	5595	74	4978	74	3196	68
With	1982	26	1962	26	1746	26	1520	32
0 - 3	682	9	674	9	598	9	507	11
4 - 9	965	13	954	13	844	13	753	16
10 - 15	1008	13	1000	13	893	13	782	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7557	100	6724	100
Possessing:-	Teletext Set	6913	91	6134	91
	Portable Set	4054	54	3636	54
Screen Size :-	Under 20"	4218	56	3758	56
	20 to 29"	6154	81	5453	81
	30" and over	1473	19	1318	20
Household with :-	Single Set	2832	37	2505	37
	Two Sets	2762	37	2451	36
	3 Sets	1213	16	1100	16
	4 Sets	504	7	451	7
	5+ Sets	246	3	217	3
VCRs :-	Without	1909	25	1657	25
	With	5648	75	5067	75
	With 1	4225	56	3770	56
	With 2+	1424	19	1297	19

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15615	100	13910	100
Which are :-	Teletext Set	11845	76	10582	76
	Portable Set	6066	39	5450	39
Screen Size :-	Under 20"	6435	41	5728	41
	20 to 29"	7471	48	6634	48
	30" and over	1587	10	1423	10
VCR Connected		7602	49	6831	49

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17773	100	15619	100	12173	100
Age :-	0 - 3	807	5	706	5	601	5
	4 - 9	1268	7	1114	7	989	8
	10 - 15	1356	8	1201	8	1052	9
	16 - 19	890	5	787	5	674	6
	20 - 24	1092	6	953	6	734	6
	25 - 34	2139	12	1850	12	1501	12
	35 - 44	2675	15	2359	15	1979	16
	45 - 54	2354	13	2076	13	1697	14
	55 - 64	2270	13	2001	13	1539	13
	65 +	2923	16	2571	16	1405	12
Adults :-	Total	14343	100	12598	100	9530	100
	AB	2809	20	2472	20	2060	22
	C1	3987	28	3493	28	2687	28
	C2	3142	22	2789	22	2231	23
	D	2628	18	2302	18	1830	19
	E	1777	12	1542	12	721	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8724	100	9050	100	7646	100	7972	100
Age :-	0 - 15	1760	20	1670	18	1549	20	1472	18
	16 - 24	1015	12	966	11	890	12	850	11
	25 - 34	1052	12	1087	12	903	12	948	12
	35 - 44	1313	15	1362	15	1160	15	1199	15
	45 - 54	1160	13	1194	13	1019	13	1057	13
	55 - 64	1127	13	1143	13	992	13	1009	13
	65 +	1296	15	1627	18	1133	15	1438	18
Adults :-		6963	100	7380	100	6097	100	6501	100
	AB	1413	20	1396	19	1239	20	1232	19
	C1	1907	27	2080	28	1666	27	1827	28
	C2	1663	24	1480	20	1469	24	1320	20
	D	1284	18	1343	18	1122	18	1180	18
	E	697	10	1080	15	600	10	942	14
	Working F/T	4168	60	2237	30	3653	60	1974	30
	Working P/T	205	3	1268	17	177	3	1128	17
	Not Working	2590	37	3875	53	2268	37	3399	52
Housewives :-		1465	100	6249	100	1233	100	5492	100
	Working F/T	626	43	1809	29	528	43	1594	29
	Working P/T	50	3	1183	19	42	3	1054	19
	Not Working	788	54	3257	52	663	54	2843	52

S4C

Table 1		Television Reception									
	All Households		Total TV Households		S4C Households						
					All		Welsh Speaking		Other		
	000's	%	000's	%	000's	%	000's	%	000's	%	
Total	1273	100	1248	100	1137	100	306	100	831	100	
Receiving S4C	1137	89	1137	91	1137	100	306	100	831	100	
Receiving ITV	1248	98	1248	100	1137	100	306	100	831	100	
Receiving CH4	1007	79	1007	81	900	79	238	78	662	80	
Receiving five	1081	85	1081	87	974	86	262	86	711	86	
Receiving BBC 1	1248	98	1248	100	1137	100	306	100	831	100	
Receiving BBC 2	1248	98	1248	100	1137	100	306	100	831	100	

Table 2a Analysis of Households								
	All Households		TV Households		S4C Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1273	100	1248	100	1137	100	902	100
		100		98		89		71
				100		91		72
Social Class :-								
AB	195	15	192	15	178	16	157	17
C1	341	27	335	27	308	27	256	28
C2	264	21	261	21	236	21	204	23
D	242	19	238	19	212	19	178	20
E	232	18	223	18	204	18	107	12
Housewife Age :-								
Under 25	77	6	73	6	66	6	48	5
25 - 34	178	14	173	14	158	14	138	15
35 - 44	239	19	234	19	214	19	189	21
45 - 54	220	17	217	17	199	18	168	19
55 - 64	227	18	225	18	205	18	171	19
65 +	332	26	327	26	295	26	189	21
Size of Household :-								
1	392	31	375	30	335	29	204	23
2	445	35	440	35	403	35	336	37
3	199	16	197	16	181	16	164	18
4	162	13	161	13	149	13	134	15
5 +	75	6	74	6	69	6	65	7
Average Household Size	2.30		2.31		2.33		2.36	
Children :-								
Without	944	74	921	74	837	74	631	70
With	329	26	327	26	301	26	271	30
0 - 3	109	9	108	9	98	9	86	10
4 - 9	160	13	159	13	147	13	135	15
10 - 15	173	14	173	14	159	14	143	16
No. of Welsh Speakers :-								
0	938	74	916	73	831	73	650	72
1	185	15	182	15	167	15	129	14
2	92	7	92	7	85	7	70	8
3	35	3	35	3	33	3	32	4
4	16	1	16	1	16	1	15	2
5+	6	1	6	1	6	1	6	1
Average	0.45		0.46		0.47		0.51	

		Analysis of Households							
		All Households		TV Households		S4C/Welsh Speaking Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		1273	100	1248	100	306	100	252	100
			100		98		24		20
					100		25		20
Social Class :-									
AB		195	15	192	15	64	21	57	23
C1		341	27	335	27	84	27	71	28
C2		264	21	261	21	68	22	62	25
D		242	19	238	19	54	18	46	18
E		232	18	223	18	37	12	16	6
Housewife Age :-									
Under 25		77	6	73	6	14	4	11	4
25 - 34		178	14	173	14	45	15	39	16
35 - 44		239	19	234	19	72	23	65	26
45 - 54		220	17	217	17	55	18	48	19
55 - 64		227	18	225	18	50	16	44	18
65 +		332	26	327	26	71	23	45	18
Size of Household :-									
1		392	31	375	30	66	22	39	15
2		445	35	440	35	101	33	83	33
3		199	16	197	16	58	19	56	22
4		162	13	161	13	53	17	46	18
5 +		75	6	74	6	29	9	28	11
Average Household Size		2.30		2.31		2.63		2.80	
Children :-									
Without		944	74	921	74	198	65	155	61
With		329	26	327	26	108	35	97	39
0 - 3		109	9	108	9	30	10	29	11
4 - 9		160	13	159	13	54	18	50	20
10 - 15		173	14	173	14	65	21	57	22
No. of Welsh Speakers :-									
0		938	74	916	73	0	0	0	0
1		185	15	182	15	167	55	129	51
2		92	7	92	7	85	28	70	28
3		35	3	35	3	33	11	32	13
4		16	1	16	1	16	5	15	6
5+		6	1	6	1	6	2	6	2
Average		0.45		0.46		1.73		1.81	

Table 3 Household Penetrations - TV Sets/VCRs					
		TV Households		S4C Households	
		000's	%	000's	%
Total		1248	100	1137	100
Possessing :-	Teletext Set	1173	94	1074	94
	Portable Set	631	51	578	51
Screen Size :-	Under 15"	662	53	605	53
	16 to 19"	1048	84	957	84
	20" and over	231	19	215	19
Household with :-	Single Set	463	37	415	36
	Two Sets	470	38	433	38
	3 Sets	195	16	182	16
	4 Sets	76	6	70	6
	5+ Sets	44	4	38	3
VCRs :-	Without	266	21	231	20
	With	982	79	906	80
	With 1	722	58	665	58
	With 2+	259	21	241	21

Table 4 TV Set Profile					
		TV Households		S4C Households	
		000's	%	000's	%
Total		2572	100	2361	100
Which are :-	Teletext Set	2042	79	1881	80
	Portable Set	937	36	861	36
Screen Size :-	Under 20"	994	39	912	39
	20 to 29"	1318	51	1208	51
	30" and over	251	10	233	10
VCR Connected		1340	52	1240	53

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2926	100	2649	100	2129	100
Age :-	0 - 3	126	4	114	4	95	4
	4 - 9	205	7	188	7	160	8
	10 - 15	231	8	213	8	180	8
	16 - 19	154	5	140	5	119	6
	20 - 24	183	6	163	6	122	6
	25 - 34	334	11	300	11	253	12
	35 - 44	421	14	381	14	324	15
	45 - 54	385	13	350	13	288	14
	55 - 64	385	13	349	13	285	13
	65 +	502	17	451	17	303	14
	Adults :-	Total	2364	100	2134	100	1694
AB		392	17	360	17	308	18
C1		657	28	598	28	483	29
C2		538	23	485	23	411	24
D		449	19	397	19	329	19
E		329	14	295	14	163	10

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Individuals			
		Total		Multichannel	
		000's	%	000's	%
Total		537	100	458	100
Age :-	0 - 3	8	1	9	2
	4 - 9	56	10	49	11
	10 - 15	73	14	63	14
	16 - 19	39	7	35	8
	20 - 24	30	6	28	6
	25 - 34	52	10	46	10
	35 - 44	59	11	55	12
	45 - 54	60	11	53	12
	55 - 64	63	12	56	12
	65 +	98	18	64	14
Adults :-	Total	401	100	337	100
	AB	91	23	81	24
	C1	106	26	91	27
	C2	97	24	91	27
	D	67	17	57	17
	E	40	10	18	5

Table 6a Analysis of Individuals								
	All Households				S4C Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1428	100	1499	100	1289	100	1360	100
Age :-								
0 - 15	290	20	272	18	265	21	250	18
16 - 24	170	12	167	11	153	12	150	11
25 - 34	164	11	170	11	145	11	155	11
35 - 44	204	14	217	14	184	14	197	15
45 - 54	188	13	197	13	170	13	180	13
55 - 64	189	13	196	13	171	13	178	13
65 +	222	16	280	19	200	16	251	18
Adults :-	1137	100	1227	100	1024	100	1111	100
AB	194	17	197	16	179	17	181	16
C1	309	27	348	28	281	27	317	29
C2	286	25	252	21	258	25	227	20
D	220	19	229	19	193	19	203	18
E	129	11	200	16	113	11	182	16
Working F/T	624	55	384	31	563	55	347	31
Working P/T	29	3	160	13	26	3	147	13
Not Working	484	43	683	56	434	42	617	56
Housewives :-	238	100	1035	100	202	100	935	100
Working F/T	87	36	314	30	74	37	283	30
Working P/T	6	2	147	14	5	2	135	14
Not Working	146	61	574	55	123	61	517	55

Table 6b Analysis of Individuals				
	S4C/Welsh Speaking Individuals			
	Males		Females	
	000's	%	000's	%
Total	251	100	286	100
Age :-				
0 - 15	68	27	69	24
16 - 24	31	12	38	13
25 - 34	23	9	29	10
35 - 44	27	11	32	11
45 - 54	29	11	31	11
55 - 64	30	12	33	12
65 +	44	17	54	19
Adults :-	183	100	217	100
AB	42	23	49	22
C1	45	24	61	28
C2	51	28	46	21
D	31	17	35	16
E	14	8	26	12
Working F/T	98	54	71	33
Working P/T	6	3	31	14
Not Working	79	43	116	53
Housewives :-	36	100	175	100
Working F/T	13	35	56	32
Working P/T	1	3	28	16
Not Working	22	62	91	52

Multichannel Homes

Table 1		Television Reception											
	All Households		Total TV Households		Non-Terrestrial Households								
	000's	%	000's	%	ALL		DSAT		DTT		Cable		
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%	
Total	25799	100	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving ITV	25175	98	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving Any CH4	25125	97	25125	100	17683	100	8033	100	7181	100	3297	100	
Receiving five	23237	90	23237	92	17672	100	8028	100	7181	100	3297	100	
Receiving 1+ Non Terrestrial	17696	69	17696	70	17696	100	8034	100	7181	100	3297	100	
Receiving BBC 1	25175	98	25175	100	17696	100	8034	100	7181	100	3297	100	
Receiving BBC 2	25175	98	25175	100	17696	100	8034	100	7181	100	3297	100	

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

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

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

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

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

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

Table 7a Non Terrestrial Penetration by Area										
	Total TV Households		Non-Terrestrial Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25175	100	17696	100	8034	100	7181	100	3297	100
London	5794	23	4060	23	1819	23	1513	21	887	27
Midlands	4800	19	3218	18	1438	18	1270	18	631	19
North West	3160	13	2368	13	1040	13	1066	15	418	13
Yorkshire	2902	12	1969	11	914	11	836	12	297	9
Central Scotland	1651	7	1140	6	460	6	422	6	323	10
North Scotland	591	2	395	2	237	3	133	2	34	1
Central Scotland & North Scotland	2118	8	1454	8	653	8	521	7	349	11
Wales & West	2263	9	1672	9	865	11	614	9	270	8
South & South East & Ch. Islands	2801	11	2023	11	900	11	882	12	351	11
North East	1421	6	1109	6	474	6	529	7	159	5
East	2299	9	1537	9	779	10	560	8	266	8
South West	914	4	637	4	298	4	316	4	48	1
Ulster	644	3	354	2	230	3	82	1	55	2
Border	345	1	241	1	165	2	86	1	1	0
West	1319	5	955	5	405	5	385	5	211	6
Wales	1275	5	988	6	565	7	330	5	140	4
South & South East	2743	11	1988	11	868	11	881	12	348	11
Channel Islands	58	0	35	0	32	0	1	0	2	0
Meridian / Anglia	4970	20	3469	20	1627	20	1412	20	602	18
Granada / Border	3437	14	2568	15	1170	15	1146	16	419	13
Yorkshire / Tyne Tees	4028	16	2869	16	1295	16	1260	18	442	13
Granada North	7405	29	5391	30	2441	30	2386	33	855	26
West Macro	3007	12	2180	12	1108	14	850	12	318	10
MidWest	7557	30	5235	30	2442	30	2060	29	941	29
S4C	1248	5	970	5	561	7	323	4	133	4

Table 7b Home ITV + Non-Terrestrial Penetration By Area										
	Home ITV Households		Home ITV + Non-Terr Households		Home ITV + DSAT		Home ITV + DTT		Home ITV + Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25175	100	17696	100	8034	100	7181	100	3297	100
London	4963	20	3465	20	1517	19	1285	18	795	24
Midlands	3896	15	2661	15	1124	14	1094	15	548	17
North West	2892	11	2175	12	923	11	1003	14	395	12
Yorkshire	2490	10	1695	10	804	10	705	10	257	8
Central Scotland	1581	6	1094	6	435	5	404	6	315	10
North Scotland	540	2	363	2	219	3	119	2	34	1
Central Scotland & North Scotland	2114	8	1452	8	651	8	521	7	349	11
Wales & West	2068	8	1540	9	809	10	539	8	259	8
South & South East & Ch. Islands	2492	10	1831	10	808	10	808	11	319	10
North East	1236	5	1022	6	450	6	469	7	153	5
East	1863	7	1294	7	666	8	476	7	210	6
South West	775	3	524	3	249	3	246	3	48	1
Ulster	644	3	354	2	230	3	82	1	55	2
Border	318	1	225	1	155	2	79	1	1	0
West	1043	4	745	4	317	4	294	4	168	5
Wales	1154	5	909	5	539	7	281	4	132	4
South & South East	2434	10	1796	10	776	10	808	11	316	10
Channel Islands	58	0	35	0	32	0	1	0	2	0
Meridian / Anglia	4350	17	3116	18	1472	18	1280	18	525	16
Granada / Border	3207	13	2396	14	1075	13	1081	15	396	12
Yorkshire / Tyne Tees	3679	15	2645	15	1207	15	1154	16	405	12
Granada North	6879	27	5034	28	2276	28	2233	31	801	24
West Macro	2837	11	2058	12	1054	13	783	11	307	9
MidWest	6724	27	4715	27	2173	27	1880	26	855	26
S4C	1137	5	902	5	530	7	288	4	128	4

**Home ITV" for S4C refers to S4C receivers

Channel Four - All Macro Regions

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	25799	100	25175	100	25175	100	
Receiving ITV	25175	98	25175	100	25175	100	
Receiving Any CH4	25125	97	25125	100	25125	100	
Receiving five	23237	90	23237	92	23237	92	
Receiving BBC 1	25175	98	25175	100	25175	100	
Receiving BBC 2	25175	98	25175	100	25175	100	

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

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

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

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

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

Channel Four - London Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	5997	100	5794	100	4963	100	
Receiving ITV	5794	97	5794	100	4963	100	
Receiving Any CH4	5778	96	5778	100	4949	100	
Receiving five	5501	92	5501	95	4792	97	
Receiving BBC 1	5794	97	5794	100	4963	100	
Receiving BBC 2	5794	97	5794	100	4963	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5997	100	5794	100	4963	100	3465	100
		100		97		83		58
				100		86		60
Social Class :-								
AB	1672	28	1632	28	1401	28	1082	31
C1	1746	29	1685	29	1433	29	1024	30
C2	952	16	934	16	780	16	615	18
D	707	12	680	12	574	12	371	11
E	921	15	863	15	774	16	372	11
Housewife Age :-								
Under 25	318	5	291	5	255	5	150	4
25 - 34	1190	20	1126	19	1000	20	727	21
35 - 44	1363	23	1318	23	1137	23	890	26
45 - 54	1008	17	983	17	843	17	660	19
55 - 64	862	14	844	15	704	14	516	15
65 +	1257	21	1231	21	1023	21	522	15
Size of Household :-								
1	1989	33	1846	32	1586	32	766	22
2	1815	30	1783	31	1506	30	1140	33
3	904	15	892	15	765	15	612	18
4	858	14	850	15	737	15	630	18
5 +	431	7	422	7	369	7	317	9
Average Household Size	2.35		2.38		2.38		2.63	
Children :-								
Without	4391	73	4211	73	3606	73	2332	67
With	1606	27	1583	27	1356	27	1134	33
0 - 3	610	10	598	10	516	10	431	12
4 - 9	775	13	764	13	648	13	545	16
10 - 15	769	13	760	13	652	13	551	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5794	100	4963	100
Possessing:-	Teletext Set	4855	84	4114	83
	Portable Set	2853	49	2445	49
Screen Size :-	Under 20"	3194	55	2754	55
	20 to 29"	4245	73	3594	72
	30" and over	1281	22	1102	22
Household with :-	Single Set	2390	41	2039	41
	Two Sets	1925	33	1633	33
	3 Sets	902	16	778	16
	4 Sets	372	6	331	7
	5+ Sets	205	4	181	4
VCRs :-	Without	1593	28	1402	28
	With	4200	72	3560	72
	With 1	3074	53	2576	52
	With 2+	1127	19	984	20

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11553	100	9878	100
Which are :-	Teletext Set	8116	70	6923	70
	Portable Set	4154	36	3545	36
Screen Size :-	Under 20"	4841	42	4162	42
	20 to 29"	5057	44	4269	43
	30" and over	1380	12	1186	12
VCR Connected		5706	49	4844	49

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14088	100	11831	100	9108	100
Age :-	0 - 3	735	5	622	5	515	6
	4 - 9	1036	7	864	7	734	8
	10 - 15	1042	7	882	7	747	8
	16 - 19	666	5	569	5	458	5
	20 - 24	889	6	754	6	579	6
	25 - 34	2284	16	1960	17	1460	16
	35 - 44	2366	17	1989	17	1611	18
	45 - 54	1762	13	1475	12	1192	13
	55 - 64	1447	10	1185	10	919	10
	65 +	1860	13	1532	13	893	10
Adults :-	Total	11276	100	9463	100	7112	100
	AB	3360	30	2835	30	2273	32
	C1	3290	29	2749	29	2073	29
	C2	1958	17	1624	17	1350	19
	D	1360	12	1132	12	805	11
	E	1308	12	1122	12	612	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		6975	100	7113	100	5845	100	5985	100
Age :-	0 - 15	1439	21	1373	19	1211	21	1157	19
	16 - 24	780	11	775	11	660	11	663	11
	25 - 34	1168	17	1117	16	994	17	966	16
	35 - 44	1195	17	1171	16	1003	17	986	16
	45 - 54	875	13	887	12	727	12	749	13
	55 - 64	708	10	739	10	576	10	608	10
	65 +	810	12	1050	15	674	12	857	14
Adults :-	Total	5536	100	5740	100	4634	100	4828	100
	AB	1723	31	1638	29	1453	31	1382	29
	C1	1549	28	1742	30	1296	28	1453	30
	C2	1058	19	900	16	873	19	751	16
	D	681	12	678	12	567	12	565	12
	E	526	9	782	14	445	10	677	14
	Working F/T	3566	64	1999	35	2991	65	1712	35
	Working P/T	190	3	875	15	162	3	719	15
	Not Working	1780	32	2866	50	1481	32	2398	50
	Housewives :-	Total	1356	100	4641	100	1105	100	3857
Working F/T		721	53	1516	33	598	54	1283	33
Working P/T		57	4	802	17	48	4	653	17
Not Working		577	43	2323	50	459	42	1922	50

Channel Four - South Macro Region

	Television Reception					
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	8098	100	7945	100	7186	100
Receiving ITV	7945	98	7945	100	7186	100
Receiving Any CH4	7931	98	7931	100	7174	100
Receiving five	6747	83	6747	85	6057	84
Receiving BBC 1	7945	98	7945	100	7186	100
Receiving BBC 2	7945	98	7945	100	7186	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	8098	100	7945	100	7186	100	5172	100
		100		98		89		64
				100		90		65
Social Class :-								
AB	1755	22	1731	22	1535	21	1219	24
C1	2349	29	2302	29	2095	29	1546	30
C2	1608	20	1585	20	1435	20	1123	22
D	1276	16	1256	16	1159	16	843	16
E	1110	14	1070	13	962	13	441	9
Housewife Age :-								
Under 25	389	5	369	5	339	5	225	4
25 - 34	1160	14	1129	14	1019	14	816	16
35 - 44	1598	20	1571	20	1415	20	1193	23
45 - 54	1406	17	1384	17	1254	17	1008	19
55 - 64	1421	18	1399	18	1270	18	951	18
65 +	2123	26	2092	26	1889	26	979	19
Size of Household :-								
1	2489	31	2389	30	2161	30	1064	21
2	2896	36	2863	36	2605	36	1995	39
3	1154	14	1142	14	1032	14	876	17
4	1072	13	1066	13	955	13	849	16
5 +	488	6	484	6	433	6	388	8
Average Household Size	2.30		2.31		2.31		2.54	
Children :-								
Without	6055	75	5919	74	5358	75	3566	69
With	2043	25	2026	26	1828	25	1606	31
0 - 3	680	8	672	8	607	8	540	10
4 - 9	998	12	991	12	891	12	806	16
10 - 15	1056	13	1051	13	947	13	834	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7945	100	7186	100
Possessing:-	Teletext Set	7296	92	6589	92
	Portable Set	4283	54	3880	54
Screen Size :-	Under 20"	4645	58	4211	59
	20 to 29"	6369	80	5748	80
	30" and over	1586	20	1413	20
Household with :-	Single Set	2901	37	2639	37
	Two Sets	2902	37	2604	36
	3 Sets	1287	16	1184	16
	4 Sets	555	7	492	7
	5+ Sets	300	4	267	4
VCRs :-	Without	1880	24	1717	24
	With	6065	76	5469	76
	With 1	4484	56	4032	56
	With 2+	1581	20	1438	20

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		16655	100	15066	100
Which are :-	Teletext Set	12695	76	11480	76
	Portable Set	6463	39	5847	39
Screen Size :-	Under 20"	7188	43	6519	43
	20 to 29"	7751	47	7010	47
	30" and over	1696	10	1507	10
VCR Connected		8279	50	7503	50

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		18632	100	16597	100	13138	100
Age :-	0 - 3	805	4	720	4	639	5
	4 - 9	1320	7	1177	7	1053	8
	10 - 15	1432	8	1280	8	1120	9
	16 - 19	919	5	814	5	689	5
	20 - 24	1070	6	948	6	710	5
	25 - 34	2152	12	1893	11	1562	12
	35 - 44	2821	15	2504	15	2172	17
	45 - 54	2476	13	2212	13	1808	14
	55 - 64	2437	13	2189	13	1716	13
	65 +	3199	17	2861	17	1669	13
Adults :-	Total	15075	100	13420	100	10326	100
	AB	3488	23	3048	23	2522	24
	C1	4456	30	3989	30	3080	30
	C2	3279	22	2938	22	2397	23
	D	2346	16	2131	16	1657	16
	E	1506	10	1313	10	670	6

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		9122	100	9510	100	8115	100	8482	100
Age :-	0 - 15	1831	20	1725	18	1638	20	1538	18
	16 - 24	1014	11	975	10	900	11	862	10
	25 - 34	1059	12	1094	12	930	11	963	11
	35 - 44	1383	15	1438	15	1219	15	1284	15
	45 - 54	1221	13	1256	13	1084	13	1127	13
	55 - 64	1185	13	1252	13	1062	13	1126	13
	65 +	1430	16	1769	19	1280	16	1581	19
Adults :-	Total	7291	100	7784	100	6476	100	6944	100
	AB	1752	24	1736	22	1531	24	1517	22
	C1	2097	29	2359	30	1874	29	2115	30
	C2	1749	24	1530	20	1559	24	1379	20
	D	1129	15	1217	16	1022	16	1109	16
	E	564	8	943	12	490	8	823	12
	Working F/T	4421	61	2352	30	3913	60	2091	30
	Working P/T	234	3	1408	18	211	3	1258	18
	Not Working	2635	36	4025	52	2352	36	3595	52
Housewives :-	Total	1483	100	6615	100	1276	100	5910	100
	Working F/T	659	44	1878	28	558	44	1677	28
	Working P/T	52	4	1325	20	45	4	1186	20
	Not Working	772	52	3413	52	673	53	3048	52

Channel Four - Midlands Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	4902	100	4800	100	3896	100	
Receiving ITV	4800	98	4800	100	3896	100	
Receiving Any CH4	4790	98	4790	100	3889	100	
Receiving five	4627	94	4627	96	3798	97	
Receiving BBC 1	4800	98	4800	100	3896	100	
Receiving BBC 2	4800	98	4800	100	3896	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4902	100	4800	100	3896	100	2661	100
		100		98		79		54
				100		81		55
Social Class :-								
AB	952	19	938	20	769	20	593	22
C1	1295	26	1271	26	1014	26	744	28
C2	948	19	936	20	756	19	566	21
D	879	18	860	18	693	18	509	19
E	828	17	795	17	663	17	247	9
Housewife Age :-								
Under 25	261	5	246	5	199	5	131	5
25 - 34	760	15	737	15	596	15	469	18
35 - 44	1002	20	983	20	799	20	630	24
45 - 54	872	18	855	18	700	18	549	21
55 - 64	821	17	809	17	659	17	466	17
65 +	1188	24	1171	24	944	24	416	16
Size of Household :-								
1	1477	30	1413	29	1140	29	505	19
2	1712	35	1692	35	1364	35	951	36
3	777	16	768	16	632	16	528	20
4	638	13	634	13	517	13	458	17
5 +	298	6	293	6	243	6	219	8
Average Household Size	2.32		2.34		2.34		2.63	
Children :-								
Without	3608	74	3520	73	2857	73	1764	66
With	1294	26	1279	27	1038	27	897	34
0 - 3	455	9	449	9	366	9	302	11
4 - 9	626	13	617	13	500	13	436	16
10 - 15	649	13	643	13	522	13	456	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4800	100	3896	100
Possessing:-	Teletext Set	4427	92	3578	92
	Portable Set	2609	54	2139	55
Screen Size :-	Under 20"	2702	56	2186	56
	20 to 29"	3875	81	3125	80
	30" and over	1017	21	820	21
Household with :-	Single Set	1738	36	1409	36
	Two Sets	1761	37	1422	37
	3 Sets	793	17	652	17
	4 Sets	353	7	289	7
	5+ Sets	155	3	123	3
VCRs :-	Without	1175	24	903	23
	With	3625	76	2992	77
	With 1	2654	55	2185	56
	With 2+	970	20	807	21

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		9983	100	8100	100
Which are :-	Teletext Set	7760	78	6341	78
	Portable Set	3902	39	3220	40
Screen Size :-	Under 20"	4132	41	3347	41
	20 to 29"	4656	47	3762	46
	30" and over	1087	11	885	11
VCR Connected		4905	49	4042	50

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11387	100	9134	100	7004	100
Age :-	0 - 3	539	5	432	5	361	5
	4 - 9	824	7	662	7	576	8
	10 - 15	882	8	706	8	622	9
	16 - 19	578	5	468	5	399	6
	20 - 24	694	6	554	6	443	6
	25 - 34	1413	12	1123	12	914	13
	35 - 44	1749	15	1411	15	1146	16
	45 - 54	1518	13	1221	13	985	14
	55 - 64	1413	12	1135	12	847	12
	65 +	1778	16	1422	16	714	10
Adults :-	Total	9142	100	7333	100	5446	100
	AB	1892	21	1537	21	1245	23
	C1	2482	27	1960	27	1510	28
	C2	1949	21	1571	21	1247	23
	D	1669	18	1331	18	1043	19
	E	1152	13	935	13	400	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5613	100	5773	100	4491	100	4643	100
Age :-	0 - 15	1149	20	1095	19	918	20	882	19
	16 - 24	657	12	615	11	527	12	495	11
	25 - 34	695	12	717	12	546	12	576	12
	35 - 44	865	15	884	15	704	16	707	15
	45 - 54	751	13	767	13	604	13	618	13
	55 - 64	706	13	707	12	567	13	568	12
	65 +	789	14	989	17	625	14	797	17
Adults :-	Total	4464	100	4678	100	3573	100	3760	100
	AB	957	21	935	20	775	22	762	20
	C1	1196	27	1285	27	944	26	1016	27
	C2	1034	23	914	20	829	23	742	20
	D	829	19	839	18	663	19	668	18
	E	447	10	705	15	362	10	573	15
	Working F/T	2763	62	1475	32	2214	62	1186	32
	Working P/T	129	3	807	17	101	3	659	18
	Not Working	1573	35	2397	51	1258	35	1915	51
	Housewives :-	Total	947	100	3955	100	731	100	3165
Working F/T		426	45	1196	30	329	45	960	30
Working P/T		34	4	756	19	25	3	618	20
Not Working		487	51	2004	51	376	51	1587	50

Channel Four - North Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	7287	100	7146	100	6570	100	
Receiving ITV	7146	98	7146	100	6570	100	
Receiving Any CH4	7133	98	7133	100	6558	100	
Receiving five	6872	94	6872	96	6328	96	
Receiving BBC 1	7146	98	7146	100	6570	100	
Receiving BBC 2	7146	98	7146	100	6570	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7287	100	7146	100	6570	100	4817	100
		100		98		90		66
				100		92		67
Social Class :-								
AB	1118	15	1103	15	1013	15	822	17
C1	1872	26	1839	26	1680	26	1348	28
C2	1389	19	1374	19	1257	19	1038	22
D	1332	18	1312	18	1203	18	946	20
E	1575	22	1518	21	1417	22	664	14
Housewife Age :-								
Under 25	414	6	392	5	364	6	264	5
25 - 34	1085	15	1047	15	964	15	789	16
35 - 44	1460	20	1438	20	1330	20	1120	23
45 - 54	1283	18	1260	18	1150	18	960	20
55 - 64	1227	17	1208	17	1108	17	837	17
65 +	1819	25	1801	25	1653	25	848	18
Size of Household :-								
1	2303	32	2207	31	2032	31	1039	22
2	2505	34	2480	35	2269	35	1765	37
3	1153	16	1143	16	1054	16	889	18
4	910	12	905	13	833	13	766	16
5 +	416	6	410	6	381	6	358	7
Average Household Size	2.29		2.30		2.30		2.54	
Children :-								
Without	5396	74	5273	74	4838	74	3265	68
With	1892	26	1872	26	1732	26	1552	32
0 - 3	629	9	618	9	569	9	500	10
4 - 9	903	12	897	13	830	13	753	16
10 - 15	987	14	979	14	907	14	831	17

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7146	100	6570	100
Possessing:-	Teletext Set	6688	94	6141	93
	Portable Set	4047	57	3727	57
Screen Size :-	Under 20"	4275	60	3955	60
	20 to 29"	5693	80	5218	79
	30" and over	1724	24	1606	24
Household with :-	Single Set	2271	32	2074	32
	Two Sets	2581	36	2374	36
	3 Sets	1367	19	1265	19
	4 Sets	599	8	547	8
	5+ Sets	328	5	310	5
VCRs :-	Without	1775	25	1648	25
	With	5370	75	4922	75
	With 1	3720	52	3413	52
	With 2+	1650	23	1509	23

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15175	100	13971	100
Which are :-	Teletext Set	11784	78	10809	77
	Portable Set	5979	39	5506	39
Screen Size :-	Under 20"	6503	43	6007	43
	20 to 29"	6757	45	6189	44
	30" and over	1804	12	1683	12
VCR Connected		7292	48	6673	48

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		16652	100	15118	100	12227	100
Age :-	0 - 3	736	4	666	4	579	5
	4 - 9	1170	7	1073	7	976	8
	10 - 15	1299	8	1192	8	1078	9
	16 - 19	893	5	820	5	713	6
	20 - 24	1057	6	949	6	797	7
	25 - 34	2001	12	1787	12	1507	12
	35 - 44	2516	15	2302	15	2008	16
	45 - 54	2233	13	2021	13	1705	14
	55 - 64	2072	12	1874	12	1470	12
	65 +	2673	16	2434	16	1394	11
Adults :-	Total	13446	100	12188	100	9595	100
	AB	2275	17	2068	17	1774	18
	C1	3575	27	3218	26	2690	28
	C2	2863	21	2604	21	2217	23
	D	2555	19	2324	19	1912	20
	E	2178	16	1973	16	1002	10

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8148	100	8504	100	7373	100	7745	100
Age :-	0 - 15	1644	20	1561	18	1505	20	1426	18
	16 - 24	988	12	962	11	895	12	874	11
	25 - 34	983	12	1018	12	866	12	921	12
	35 - 44	1228	15	1288	15	1119	15	1183	15
	45 - 54	1109	14	1124	13	1001	14	1020	13
	55 - 64	1023	13	1050	12	918	12	956	12
	65 +	1173	14	1500	18	1069	14	1366	18
Adults :-		6504	100	6943	100	5868	100	6319	100
	AB	1137	17	1138	16	1031	18	1037	16
	C1	1702	26	1873	27	1522	26	1696	27
	C2	1538	24	1325	19	1394	24	1210	19
	D	1260	19	1295	19	1144	19	1180	19
	E	866	13	1312	19	777	13	1197	19
	Working F/T	3774	58	2119	31	3411	58	1928	31
	Working P/T	193	3	1148	17	171	3	1046	17
	Not Working	2536	39	3675	53	2286	39	3345	53
	Housewives :-		1447	100	5840	100	1262	100	5307
Working F/T		569	39	1705	29	497	39	1548	29
Working P/T		49	3	1066	18	43	3	970	18
Not Working		829	57	3069	53	723	57	2790	53

Channel Four - Scotland Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2514	100	2459	100	2433	100	
Receiving ITV	2459	98	2459	100	2433	100	
Receiving Any CH4	2456	98	2456	100	2430	100	
Receiving five	2218	88	2218	90	2197	90	
Receiving BBC 1	2459	98	2459	100	2433	100	
Receiving BBC 2	2459	98	2459	100	2433	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2514	100	2459	100	2433	100	1676	100
		100		98		97		67
				100		99		68
Social Class :-								
AB	441	18	432	18	425	17	323	19
C1	671	27	655	27	649	27	470	28
C2	478	19	474	19	468	19	350	21
D	459	18	450	18	446	18	348	21
E	464	18	449	18	445	18	184	11
Housewife Age :-								
Under 25	136	5	127	5	126	5	77	5
25 - 34	372	15	356	14	354	15	273	16
35 - 44	500	20	492	20	487	20	384	23
45 - 54	462	18	453	18	449	18	359	21
55 - 64	417	17	411	17	404	17	296	18
65 +	628	25	620	25	612	25	287	17
Size of Household :-								
1	872	35	836	34	828	34	395	24
2	841	33	829	34	819	34	606	36
3	372	15	368	15	364	15	307	18
4	308	12	305	12	302	12	257	15
5 +	122	5	121	5	120	5	111	7
Average Household Size	2.21		2.22		2.22		2.47	
Children :-								
Without	1905	76	1856	75	1835	75	1172	70
With	609	24	603	25	598	25	503	30
0 - 3	201	8	198	8	196	8	161	10
4 - 9	289	11	287	12	285	12	238	14
10 - 15	313	12	311	13	308	13	272	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2459	100	2433	100
Possessing:-	Teletext Set	2273	92	2249	92
	Portable Set	1392	57	1380	57
Screen Size :-	Under 20"	1490	61	1476	61
	20 to 29"	1976	80	1955	80
	30" and over	499	20	496	20
Household with :-	Single Set	831	34	819	34
	Two Sets	925	38	917	38
	3 Sets	467	19	463	19
	4 Sets	167	7	165	7
	5+ Sets	69	3	68	3
VCRs :-	Without	620	25	616	25
	With	1839	75	1817	75
	With 1	1367	56	1349	55
	With 2+	471	19	468	19

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5127	100	5076	100
Which are :-	Teletext Set	4028	79	3992	79
	Portable Set	2034	40	2018	40
Screen Size :-	Under 20"	2235	44	2212	44
	20 to 29"	2351	46	2325	46
	30" and over	537	10	533	11
VCR Connected		2438	48	2411	48

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5544	100	5401	100	4143	100
Age :-	0 - 3	229	4	224	4	187	5
	4 - 9	374	7	369	7	315	8
	10 - 15	407	7	400	7	345	8
	16 - 19	285	5	278	5	242	6
	20 - 24	344	6	329	6	239	6
	25 - 34	669	12	642	12	512	12
	35 - 44	865	16	847	16	695	17
	45 - 54	782	14	763	14	624	15
	55 - 64	691	12	674	12	515	12
	65 +	898	16	875	16	468	11
Adults :-	Total	4534	100	4408	100	3295	100
	AB	855	19	828	19	667	20
	C1	1250	28	1213	28	923	28
	C2	965	21	947	21	744	23
	D	842	19	821	19	684	21
	E	622	14	599	14	278	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2681	100	2864	100	2601	100	2800	100
Age :-	0 - 15	518	19	492	17	509	20	484	17
	16 - 24	318	12	311	11	307	12	300	11
	25 - 34	327	12	342	12	310	12	331	12
	35 - 44	417	16	448	16	407	16	440	16
	45 - 54	380	14	402	14	369	14	394	14
	55 - 64	337	13	354	12	328	13	346	12
	65 +	383	14	515	18	372	14	504	18
Adults :-	Total	2163	100	2372	100	2093	100	2316	100
	AB	423	20	432	18	408	20	420	18
	C1	585	27	665	28	565	27	648	28
	C2	516	24	449	19	505	24	442	19
	D	402	19	441	19	390	19	432	19
	E	237	11	385	16	225	11	374	16
	Working F/T	1263	58	756	32	1231	59	742	32
	Working P/T	50	2	399	17	47	2	391	17
	Not Working	850	39	1217	51	814	39	1183	51
	Housewives :-	Total	497	100	2017	100	465	100	1968
Working F/T		195	39	609	30	185	40	597	30
Working P/T		14	3	377	19	13	3	370	19
Not Working		288	58	1031	51	268	58	1001	51

Channel Four - Ulster Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	669	100	644	100	644	100
Receiving ITV	644	96	644	100	644	100
Receiving Any CH4	640	96	640	99	640	99
Receiving RTE	333	50	333	52	333	52
Receiving five	553	83	553	86	553	86
Receiving BBC 1	644	96	644	100	644	100
Receiving BBC 2	644	96	644	100	644	100

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

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

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

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1694	100	1653	100	1043	100
Age :-	0 - 3	82	5	81	5	57	5
	4 - 9	142	8	139	8	97	9
	10 - 15	152	9	150	9	112	11
	16 - 19	104	6	103	6	75	7
	20 - 24	115	7	113	7	69	7
	25 - 34	220	13	214	13	139	13
	35 - 44	255	15	248	15	178	17
	45 - 54	217	13	213	13	133	13
	55 - 64	182	11	176	11	103	10
	65 +	225	13	216	13	81	8
Adults :-	Total	1318	100	1283	100	777	100
	AB	231	17	228	18	169	22
	C1	312	24	305	24	198	25
	C2	324	25	319	25	207	27
	D	209	16	204	16	113	14
	E	243	18	227	18	90	12

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

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 geographical location of the home, and in addition the overlap data are in general based on a 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 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, North East, North West
Scotland	Central Scotland, North 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	4066	1018	999	169 (L)	666 (S)	162			
London/East	1638	385	376	215 (L)	99 (E)	59			
Midlands/North West	1402	266	265	163 (M)	84 (NW)	12			
Midlands/Yorkshire	1699	436	430	209 (M)	144 (Y)	77			
Midlands/Wales	1498	253	250	66 (M)	148 (W)	30			
Midlands/East	2389	519	510	59 (M)	422 (E)	28			
North West/Yorshire	185	44	42	36 (NW)	4 (Y)	3			
North West/Wales	1952	220	218	90 (NW)	49 (W)	77			
North West/Border	1128	69	68	19 (NW)	44 (B)	4			
Yorkshire/North East	938	305	296	179 (Y)	70 (NE)	47			
Yorkshire/East	336	95	93	8 (Y)	75 (E)	11			
South/Wales	46	18	18	10 (S)	6 (W)	1			
South West/Wales	2608	156	155	21 (SW)	125 (W)	8			
North East/Border	345	18	18	7 (NE)	6 (B)	5			
Scotland/Border	98	3	3	* (SC)	3 (B)	*			
London/Midlands/South	93	15	15	5 (L)	* (M)	5 (S)	0 (L/M)	4 (L/S)	* (M/S)
London/Midlands/East	209	48	48	6 (L)	1 (M)	30 (E)	0 (L/M)	7 (L/E)	* (M/E)
London/South/East	627	131	129	82 (L)	3 (S)	18 (E)	5 (L/S)	13 (L/E)	2 (S/E)
Midlands/Yorkshire/East	307	66	65	14 (M)	29 (Y)	7 (E)	9 (M/Y)	2 (M/E)	1 (Y/E)
South/South West/Wales	272	15	15	2 (S)	1 (SW)	10 (W)	* (S/SW)	1 (S/W)	1 (SW/W)
TOTAL	21836	4080	4012	3408		582			

**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	9995	2413	2384	430
London/East	4163	939	926	164
Midlands/North West	3310	619	617	31
Midlands/Yorkshire	3952	997	988	192
Midlands/Wales	3567	611	605	79
Midlands/East	5564	1196	1181	74
North West/Yorshire	429	103	100	7
North West/Wales	4501	509	502	191
North West/Border	2427	152	151	10
Yorkshire/North East	2152	674	661	117
Yorkshire/East	748	207	204	23
South/Wales	91	38	37	3
South West/Wales	6003	355	353	20
North East/Border	721	38	37	11
Scotland/Border	232	7	7	1
London/Midlands/South	216	34	34	2 0 (L/M) 9 (L/S) 1 (M/S)
London/Midlands/East	505	115	115	8 0 (L/M) 19 (L/E) 1 (M/E)
London/South/East	1557	305	302	11 12 (L/S) 36 (L/E) 4 (S/E)
Midlands/Yorkshire/East	719	148	147	10 20 (M/Y) 5 (M/E) 2 (Y/E)
South/South West/Wales	606	34	34	1 * (S/SW) 3 (S/W) 1 (SW/W)
TOTAL	51458	9492	9386	1496

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		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	6633	478	250	9	670	21
Midlands	7597	512	159	8	402	20
North West	4667	229	96	0	238	0
Yorkshire	3465	364	148	4	361	10
North East	1283	76	52	0	128	0
Scotland	98	*	*	0	1	0
South & South east	5104	685	175	6	462	14
East	5506	651	124	12	327	29
South West	2880	22	8	*	21	1
Border	1571	53	9	0	21	0
Wales & West	6376	338	118	*	297	1

**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		
London/South	6331	1534	1504	466 (L)	788 (S)	244
Midlands/North	3101	702	696	372 (M)	228 (N)	90
Midlands/South	3887	772	759	126 (M)	570 (S)	58
North/Scotland	1473	87	85	26 (N)	51 (SC)	9
North/South	2288	316	311	98 (N)	124 (S)	88
London/Midlands/South	302	63	63	11 (L)	2 (M) 34 (S)	3 0 (L/M) 11 (L/S) 1 (M/S)
Midlands/North/South	307	66	65	14 (M)	29 (N) 7 (S)	4 9 (M/N) 2 (M/S) 1 (N/S)
TOTAL	17689	3539	3483	2943		519

Overlap Area	Sample Size	Population Estimates (000's)		
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds
London/South	15715	3657	3612	653
Midlands/North	7262	1615	1605	223
Midlands/South	9131	1807	1787	152
North/Scotland	3148	190	188	20
North/South	5249	716	706	213
London/Midlands/South	721	149	149	10 0 (L/M) 28 (L/S) 1 (M/S)
Midlands/North/South	719	148	147	10 20 (M/N) 5 (M/S) 2 (N/S)
TOTAL	41945	8281	8194	1339

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		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	6633	478	255	3	681	10
South	13115	1521	407	8	1059	20
Midlands	7597	512	159	8	402	20
North	7169	380	196	4	478	10
Scotland	1473	51	9	0	20	0
Ulster	0	0	0	0	0	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 respondent 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 then allocated to other ITV stations.

These net ITV households and shares are reproduced overleaf based on data from July 2004 to June 2006. These tables are then repeated for Channel Four Macro Regions.

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Area													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	NE	SC	S	E	SW	B	W
London	258	1110	4.2	*	-	-	-	-	4.2	1.6	-	-	-
Midlands	166	775	0.1	5.0	0.4	2.4	-	-	*	1.2	-	-	0.9
North West	96	1001	-	0.6	6.8	0.1	-	-	-	-	-	0.2	2.3
Yorkshire	152	567	-	3.3	0.1	5.0	1.1	-	-	0.6	-	-	-
North East	52	241	-	-	-	5.9	3.6	-	-	-	-	0.5	-
Scotland	#	12	-	-	-	-	-	3.1	-	-	-	6.9	-
South & South East	181	780	3.7	*	-	-	-	-	6.1	0.1	*	-	*
East	136	606	3.3	1.2	-	0.3	-	-	0.1	5.1	-	-	-
South West	9	149	-	-	-	-	-	-	0.2	-	3.9	-	5.9
Border	9	171	-	-	2.3	-	2.5	0.1	-	-	-	5.1	-
Wales & West	118	1179	-	1.2	4.7	-	-	-	0.1	-	0.3	-	3.7

= Under 0.5
* = Under 0.05

The preference to view data given are obtained from Establishment Survey data. The sample sizes 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	4813	19.13
Midlands	3812	15.15
North West	2861	11.37
Yorkshire	2414	9.60
North East	1202	4.78
Scotland	2114	8.40
South, South East & Channel Islands	2421	9.62
East	1797	7.14
South West	770	3.06
Border	314	1.25
Wales & West	1994	7.93
Ulster	644	2.56
All Areas	25156	100.00

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Macro Region								
Macro Region	Multi ITV H/Holds 000's	Sample Size	London	South	Midlands	North	Scotland	Ulster
London	258	1110	4.2	5.8	*	-	-	-
South	414	2324	2.6	5.2	0.7	1.4	-	-
Midlands	166	775	0.1	2.2	5.0	2.8	-	-
North	200	1471	-	1.6	2.8	5.5	0.2	-
Scotland	9	159	-	-	-	5.0	5.0	-
Ulster	0	0	-	-	-	-	-	-

**Net Households And Shares For Each
Channel Four Macro Region**

Macro Region	000's	%
London	4813	19.13
South	6988	27.77
Midlands	3812	15.15
North	6478	25.75
Scotland	2428	9.65
Ulster	644	2.56
All Areas	25163	100.00

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

Appendix C

FIELDWORK AND RESULTS

The tables in this report are based on Establishment Survey interviews carried out between July 2004 and June 2006.

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

Response Analysis: Jul 2004 - Jun 2006										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	161317		37329		28848		15566		12020	
Shop / Business	2542		588		377		256		146	
Demolished / Incomplete	638		83		68		67		35	
Empty	13335		1942		2181		1433		695	
Holiday Home	1555		68		97		163		71	
Other Non Effective	3811		684		662		390		172	
Eligible Addresses	139436		33964		25463		13257		10901	
Substitute Addresses	21206		3305		3295		2214		1089	
Multiple Occupancy Addresses	2320		1414		108		71		94	
Additional Households	2741		592		387		425		147	
Total Households	165703	100%	39275	100%	29253	100%	15967	100%	12231	100%
Non Contacts	31692	19%	10433	27%	5071	17%	2989	19%	1810	15%
No English Spoken	244	*	135	*	38	*	14	*	3	*
Refusals	21679	13%	6504	17%	3687	13%	2103	13%	1695	14%
Total Interviews	112088	68%	22203	57%	20457	70%	10861	68%	8723	71%

* = Less than 0.5%

Response Analysis: Jul 2004 - Jun 2006										
	NE		E		SW		Uls		Bor	
Addresses Issued	7347		14031		8077		8894		4580	
Shop / Business	89		188		110		242		93	
Demolished / Incomplete	29		54		30		85		10	
Empty	581		1026		532		834		445	
Holiday Home	101		102		234		64		212	
Other Non Effective	130		360		215		396		177	
Eligible Addresses	6417		12301		6956		7273		3643	
Substitute Addresses	906		1664		1080		1558		876	
Multiple Occupancy Addresses	36		70		38		13		8	
Additional Households	88		155		105		161		158	
Total Households	7447	100%	14190	100%	8179	100%	9005	100%	4685	100%
Non Contacts	1029	14%	2475	17%	1553	19%	1715	19%	1065	23%
No English Spoken	1	*	23	*	3	*	3	*	1	*
Refusals	960	13%	1878	13%	1124	14%	514	6%	393	8%
Total Interviews	5457	73%	9814	69%	5499	67%	6773	75%	3226	69%

* = Less than 0.5%

Response Analysis: Jul 2004 - Jun 2006										
	S		W&W		CSco		NSco		CI	
Addresses Issued	15922		27962		10250		3754		632	
Shop / Business	230		433		203		77		2	
Demolished / Incomplete	41		99		105		17		3	
Empty	880		3947		872		462		28	
Holiday Home	151		482		74		147		3	
Other Non Effective	378		920		193		103		29	
Eligible Addresses	14242		22081		8803		2948		567	
Substitute Addresses	1642		5777		1399		780		24	
Multiple Occupancy Addresses	158		186		160		118		22	
Additional Households	315		470		221		97		12	
Total Households	16357	100%	28514	100%	10583	100%	3943	100%	625	100%
Non Contacts	3010	18%	4367	15%	1565	15%	496	13%	149	24%
No English Spoken	17	*	22	*	10	*	0	*	0	*
Refusals	2946	18%	2399	8%	1480	14%	441	11%	40	6%
Total Interviews	10384	63%	21726	76%	7528	71%	3006	76%	436	70%

* = Less than 0.5%

Appendix D

DEFINITIONS

ITV AREAS

The tables given in this report refers 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.

MULTICHANNEL HOUSEHOLDS

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

DSAT / DTT / Cable

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

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 detailed below.

Macro Region

Constituent ITV Areas

Network	All Channel 4 Macro Regions
London	London
South	Meridian, Channel Islands, East, South West, West, Wales
Midlands	Midlands
North	Yorkshire, North East, North West
Scotland	Central Scotland, North Scotland, Border
Ulster	Ulster

Granada North Macro Region

North West, Border, Yorkshire, North East

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

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

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2004 to June 2006.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

			Home ITV Households	
	All Households	TV Households	Total	Multichannel
All Areas	112088	109662	109662	16391
London	22203	21570	18213	3220
Midlands	20457	20070	15515	2461
North West	10861	10696	8553	2005
Yorkshire	8723	8551	6975	1567
Central Scotland	7528	7378	7019	1020
North Scotland	3006	2944	2607	339
Central & North Scotland	9873	9670	9591	1354
Wales & West	21726	21352	20074	1439
South & South East & Ch. Is	10820	10643	9155	1690
North East	5457	5368	4712	939
East	9814	9649	7743	1205
South West	5499	5417	3095	480
Ulster	6773	6522	6522	336
Border	3226	3175	2714	210
West	10506	10345	7143	692
Wales	16049	15742	14795	854
South & South East	10384	10213	8725	1656
Channel Islands	436	430	430	34
Meridian / Anglia	20007	19672	16876	2887
Granada/ Border	12959	12766	11200	2211
Yorkshire / Tyne Tees	13242	13004	11538	2439
Granada North	25671	25251	22631	4642
West Macro	24345	23916	23537	1993
MidWest	43304	42511	38974	4443
S4C	16334	16028	16028	909
S4C Welsh Speaking	4099	4057	4057	254
Ch4 - All Macro Regions	112088	109662	109662	16391
Ch4 - London Macro Region	22203	21570	18213	3220
Ch4 - South Macro Region	44034	43274	39881	4797
Ch4 - Midlands Macro Region	20457	20070	15515	2461
Ch4 - North Macro Region	23918	23521	20076	4441
Ch4 - Scotland Macro Region	13001	12748	12296	1564
Ch4 - Ulster Macro Region	6773	6522	6522	336

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	228093	228093
London	44172	37291
Midlands	42109	32635
North West	22483	17985
Yorkshire	18543	15283
Central Scotland	15356	14613
North Scotland	6230	5560
Central & North Scotland	20242	20077
Wales & West	43944	41538
South & South East & Ch. Is	22917	19733
North East	11639	10299
East	20745	16514
South West	11314	6339
Ulster	12672	12672
Border	6586	5694
West	21241	15119
Wales	32342	30598
South & South East	21821	18637
Channel Islands	1096	1096
Meridian / Anglia	42194	36179
Granada/ Border	26863	23518
Yorkshire / Tyne Tees	28208	25196
Granada North	53954	48442
West Macro	49214	48767
MidWest	88193	81192
S4C	33055	33055
S4C Welsh Speaking	9205	9205
Ch4 - All Macro Regions	228093	228093
Ch4 - London Macro Region	44172	37291
Ch4 - South Macro Region	90791	83634
Ch4 - Midlands Macro Region	42109	32635
Ch4 - North Macro Region	50283	43137
Ch4 - Scotland Macro Region	26623	25745
Ch4 - Ulster Macro Region	12672	12672

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Individuals in All Households	Individuals in Home ITV	
		Total	Multichannel
All Areas	263936	263936	42366
London	55021	45806	8514
Midlands	48610	37345	6515
North West	24945	19762	5137
Yorkshire	20544	16628	4092
Central Scotland	16814	15715	2527
North Scotland	6736	5867	855
Central & North Scotland	22019	21493	3370
Wales & West	50004	46589	3637
South & South East & Ch. Is	25740	21814	4305
North East	12541	10947	2306
East	23238	18269	3138
South West	12515	7026	1219
Ulster	16727	16322	992
Border	7093	6057	521
West	24025	16579	1755
Wales	37078	34551	2145
South & South East	24680	20770	4214
Channel Islands	1060	1044	91
Meridian / Anglia	47421	40032	7425
Granada/ Border	29611	25664	5650
Yorkshire / Tyne Tees	30933	27190	6225
Granada North	59394	52604	11858
West Macro	55910	54587	5061
MidWest	100953	91722	11545
S4C	37773	37773	2277
S4C Welsh Speaking	7138	7138	470
Ch4 - All Macro Regions	263936	259823	42366
Ch4 - London Macro Region	55021	45806	8514
Ch4 - South Macro Region	102634	93219	12257
Ch4 - Midlands Macro Region	48610	37345	6515
Ch4 - North Macro Region	55449	46907	11354
Ch4 - Scotland Macro Region	28880	27528	3890
Ch4 - Ulster Macro Region	16727	16322	992

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multichannel
All Areas	211185	211185	33131
London	43320	36033	6634
Midlands	38705	29751	5055
North West	20048	15886	4023
Yorkshire	16244	13064	3178
Central Scotland	13673	12776	2008
North Scotland	5505	4788	675
Central & North Scotland	17939	17491	2672
Wales & West	40411	37594	2880
South & South East & Ch. Is	20624	17482	3383
North East	10139	8812	1831
East	18575	14609	2432
South West	10152	5731	952
Ulster	13139	12781	739
Border	5859	4961	418
West	19398	13392	1393
Wales	29941	27832	1697
South & South East	19787	16653	3312
Channel Islands	837	829	71
Meridian / Anglia	37992	32051	5799
Granada/ Border	23894	20721	4434
Yorkshire / Tyne Tees	24637	21576	4872
Granada North	47570	42088	9291
West Macro	45235	44063	3989
MidWest	81102	73631	9021
S4C	30467	30467	1797
S4C Welsh Speaking	5210	5210	338
Ch4 - All Macro Regions	211185	207683	33131
Ch4 - London Macro Region	43320	36033	6634
Ch4 - South Macro Region	82653	75036	9612
Ch4 - Midlands Macro Region	38705	29751	5055
Ch4 - North Macro Region	44347	37430	8888
Ch4 - Scotland Macro Region	23615	22435	3089
Ch4 - Ulster Macro Region	13139	12781	739

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Individuals in All Households		Individuals in Home ITV	
	Males	Females	Males	Females
All Areas	127802	136134	127802	136134
London	26847	28174	22302	23504
Midlands	23772	24838	18237	19108
North West	12028	12917	9467	10295
Yorkshire	9961	10583	8050	8578
Central Scotland	8036	8778	7473	8242
North Scotland	3178	3558	2784	3083
Central & North Scotland	10487	11532	10209	11284
Wales & West	24145	25859	22434	24155
South & South East & Ch. Is	12492	13248	10621	11193
North East	6021	6520	5249	5698
East	11395	11843	8963	9306
South West	5989	6526	3378	3648
Ulster	8016	8711	7799	8523
Border	3429	3664	2918	3139
West	11597	12428	7970	8609
Wales	17924	19154	16647	17904
South & South East	11970	12710	10109	10661
Channel Islands	522	538	512	532
Meridian / Anglia	23141	24280	19551	20481
Granada/ Border	14270	15341	12321	13343
Yorkshire / Tyne Tees	14947	15986	13109	14081
Granada North	28662	30732	25307	27297
West Macro	26985	28925	26271	28316
MidWest	48985	51968	44409	47313
S4C	18257	19516	18257	19516
S4C Welsh Speaking	3328	3810	3328	3810
Ch4 - All Macro Regions	127802	136134	125542	134281
Ch4 - London Macro Region	26847	28174	22302	23504
Ch4 - South Macro Region	49794	52840	45146	48073
Ch4 - Midlands Macro Region	23772	24838	18237	19108
Ch4 - North Macro Region	26771	28678	22555	24352
Ch4 - Scotland Macro Region	13809	15071	13114	14414
Ch4 - Ulster Macro Region	8016	8711	7799	8523

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	100627	110558	100627	110558
London	20777	22543	17236	18797
Midlands	18716	19989	14401	15350
North West	9525	10523	7505	8381
Yorkshire	7749	8495	6204	6860
Central Scotland	6413	7260	5964	6812
North Scotland	2572	2933	2241	2547
Central & North Scotland	8403	9536	8165	9326
Wales & West	19155	21256	17765	19829
South & South East & Ch. Is	9850	10774	8363	9119
North East	4786	5353	4150	4662
East	8929	9646	7025	7584
South West	4774	5378	2691	3040
Ulster	6203	6936	6014	6767
Border	2788	3071	2353	2608
West	9191	10207	6356	7036
Wales	14178	15763	13133	14699
South & South East	9442	10345	7959	8694
Channel Islands	408	429	404	425
Meridian / Anglia	18202	19790	15364	16687
Granada/ Border	11349	12545	9803	10918
Yorkshire / Tyne Tees	11709	12928	10207	11369
Granada North	22594	24976	19909	22179
West Macro	21422	23813	20808	23255
MidWest	38761	42341	35119	38512
S4C	14423	16044	14423	16044
S4C Welsh Speaking	2342	2868	2342	2868
Ch4 - All Macro Regions	100627	110558	98681	109002
Ch4 - London Macro Region	20777	22543	17236	18797
Ch4 - South Macro Region	39360	43293	35650	39386
Ch4 - Midlands Macro Region	18716	19989	14401	15350
Ch4 - North Macro Region	21069	23278	17697	19733
Ch4 - Scotland Macro Region	11106	12509	10507	11928
Ch4 - Ulster Macro Region	6203	6936	6014	6767

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2004 and June 2006. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

In this way top-line Multichannel estimates for June 2006 in this report accord with estimates used in processing BARB panel data in June 2006. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2007

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

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

Appendix J

The Questionnaire (June 2006)

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

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

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

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

WRITE IN > _____

ASK ALL

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

WRITE IN > _____

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

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

WRITE IN > _____

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

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

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

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

SP

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

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

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

SP

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

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

Talking about your **main set** only.

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

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

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

WRITE IN (2 digits required)

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

<p>16b. SHOW CARD F. Which of the following <u>ITV1</u> (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED)</p> <ul style="list-style-type: none"> ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV) 	MP
<p>Now I would like you to tell me about the reception quality of the channels you receive on this set. If you can watch a channel by more than one reception method, for example, directly through your aerial or through a set top box, we are interested in the method that you use most often.</p>	
<p>16c. SHOW CARD G. Which of the statements on this card best describes the reception for (NAME OF CHANNEL RECEIVED)... REPEAT FOR ALL CHANNELS RECEIVED</p> <ul style="list-style-type: none"> Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies 	SP
<p>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</p>	
<p>17a. Are you able to receive, on this set, any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)?</p> <ul style="list-style-type: none"> Yes No 	SP
<p>IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b</p>	
<p>SHOW CARD GG. I would now like to ask you about the reception method that this set uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are:</p> <ol style="list-style-type: none"> 1) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box, for example a Sky dish. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a normal aerial – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels. 	
<p>17b SHOW CARD GGG Therefore, by which of these methods do you receive the additional channels on this television set? If you can receive your channels by more than one method on this set we are interested in all methods.</p> <ul style="list-style-type: none"> A satellite dish, for example a Sky dish A connection to a cable TV Supplier A normal aerial and digital signal (known as Freeview) Other method None of these 	MP

IF OTHER METHOD (Q17B CODE 5) ASK Q17B1, OTHERWISE SKIP TO Q20A		
17b1	Which service provider do you receive your additional channels from via this other method? Homechoice Kingston Interactive Other	MP
ASK Q20A IF CODE 1 or 2 AT Q17B OTHERWISE GO TO Q20A2.		MP
20a.	Does this set receive digital satellite (IF Q17b = 1) or (IF Q17b = 1&2) digital cable (IF Q17b = 2) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b = 1) READ OUT <small>CODE 1 REDUNDANT</small> Does not receive digital TV Receives digital satellite (IF Q17b = 1) Receives digital cable (IF Q17b = 2) Don't know	
IF CODE 3 AT Q17B, ASK Q20A2, OTHERWISE GO TO Q20A3		
20a2.	Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in? Separate set top box Built in set top box Don't know	SP
IF SAT (CODE 1) AT Q17B ASK Q20A3, OTHERWISE GO TO Q22A		
20a3.	Is this set connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know	SP

IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a AND DK AT Q17b), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d.		
IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b AND Q20a) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a	ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No	SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b	SHOW CARDS K1-K4 in turn. Which of the following channels are currently received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN	
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	SHOW CARD K2 Sky Movies Sky Cinema Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra	

IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b/Q20a ASK Q17c2 (IF Q17b = 1 and Q20a = 2) or Q17c3 (IF Q17b = 3) or Q17c4 (IF Q17b = 2 and Q20a = 2) OTHERWISE ASK Q17d		
17c2.	Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No	SP
17c3.	Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? Yes No	SP
17c4.	Some of the channels you have stated are not available unless you receive digital cable, for example (ENTER 1ST 3 CONFLICT CHANNELS CODED). Is it possible you receive digital cable? Yes No	SP
IF YES (CODE 1 AT Q17c3) STATE		
In that case I need to ask you a couple of questions again. ASK Q17b and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.		
IF SATELLITE DISH (CODE 1 AT Q17b) ASK 17d		
17d.	Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households	SP
ASK ALL WITH ADDITIONAL CHANNELS		
17e.	SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set None of these	SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a.	SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with one or more households An indoor set top aerial or an aerial built into the set A cable system	MP
ASK ALL		
23a.	SHOW CARD J Which of the following pieces of equipment are connected to this set? VCR or Video Cassette Recorder (a video recorder that can record programmes on to tape) DVD recorder (a recorder that can record programmes on to DVDs) Personal Video Recorder (a recorder that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these	MP
REPEAT Q8a TO Q23a FOR ALL OTHER SETS		

IF SATELLITE DISH (CODE 1 AT Q17b) ON ANY SET, ASK Q24a OTHERWISE FOLLOW INSTRUCTION ABOVE Q25a	
24a. For how long have you received additional channels by satellite dish at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
IF (Q17b = 1 and Q20a = 3) ON ANY SET, ASK Q24b. OTHERS SKIP TO Q24e	
24b. For how long have you received <i>digital</i> satellite services at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
24e. Does your household currently pay a subscription for your satellite channels or do you just receive the free channels? Pay subscription Receive free channels only Don't know/Not sure	
IF CABLE SYSTEM (CODE 2 AT Q17b) ASK Q25a, OTHERWISE GO TO Q26a	
25a. For how long have you received additional channels by cable at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
IF Q17b = 2 and Q20a = 4, ASK Q25b. OTHERS SKIP TO Q26a	
25b. For how long have you received <i>digital</i> cable services at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
IF ANY SET HAS CODE 3 AT Q17b, ASK Q26a, OTHERWISE SKIP TO Q27a	
26a. For how long have you received digital services via a normal aerial at this address? Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +	
26b. Does your household currently pay a monthly subscription for your digital terrestrial services (now known as Freeview) or do you just receive the free channels? Receive free channels only Pay monthly subscription i.e. Top Up TV Don't know/Not sure	
27a. Apart from any additional services which you currently have, have you ever received any of these services since you have lived in this home? Please don't include services you may have received at a previous address. READ OUT Additional channels via a cable service (DO NOT SHOW IF Q17b IS CODE 2) Additional channels via a satellite dish service (DO NOT SHOW IF Q17b IS CODE 1) Additional channels via a digital service via a normal aerial (DO NOT SHOW IF Q17b IS CODE 3) None of these	MP
REPEAT Q 27B FOR EACH SERVICE CODED ATQ27A. IF NONE CODED GO TO Q27c.	

<p>27b. How long ago did you stop having [SERVICE CODED AT Q27a]</p> <p>3 months or less 4 to 6 months 7 to 12 months 1 to 2 years 2 years +</p>	<p>SP</p>
<p>ASK ALL</p>	
<p>27c. How long have you been living at this address?</p> <p>Less than 1 year 1 - 2 years 2 - 3 years 3 - 5 years 5 years +</p>	<p>SP</p>
<p>IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b CODE 2 OR Q17b CODE 2 AND Q20a CODE 4) OTHERWISE GO TO Q29a</p>	
<p>28a. Does the _____ set (ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also shared with another set?</p> <p>Exclusive Shared</p>	<p>SP</p>
<p>REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a</p>	
<p>28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p>	
<p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p> <p>IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b CODE 1 OR Q17b CODE 1 AND Q20a CODE 3) OTHERWISE GO TO Q30a</p>	
<p>29a. Does the _____ set (ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set?</p> <p>Exclusive Shared</p> <p>REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a</p>	<p>SP</p>
<p>29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?</p> <p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p> <p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b CODE 3) OTHERWISE GO TO Q30c</p>	

<p>30a. Does the _____ set (ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also shared with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP	
<p>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30c</p>		
<p>30b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q30a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q30a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box?</p>		
<p>INTERVIEWER: IF NECESSARY, EXPLAIN:That is, which set is located near to (or in the same room as) the set-top-box?</p>		
<p>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</p>		
<p>ASK ALL</p>		
<p>30c Now I would like you to tell me about any other set-top-boxes in your household that are not currently in use, whatever their condition. Are there any set-top-boxes in your household that are not currently in use?</p> <p style="padding-left: 40px;">Yes No</p>	SP	
<p>IF YES AT Q30c ASK Q30d</p>		
<p>30d With which of these reception methods are they associated? READ OUT</p> <p style="padding-left: 40px;">Satellite Cable Digital via a normal aerial</p>	MP	
<p>ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f</p>		
<p>30e. Is the satellite reception method digital?</p> <p style="padding-left: 40px;">Yes No</p>	SP	
<p>ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g</p>		
<p>30f. Is the cable reception method digital?</p> <p style="padding-left: 40px;">Yes No</p>	SP	
<p>ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d</p>		
<p>30g How many unused set-top-boxes for satellite / cable / digital via a normal aerial (ENTER TEXT AS CODED AT Q30d) are there in your household?</p> <p style="padding-left: 40px;">WRITE IN> _____</p>		
<p>ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g</p>		
<p>30h SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTERTEXT AS CODED AT Q30d) set-top-box in your household?</p> <p>REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third</p> <p style="padding-left: 40px;">Normally in use but temporarily out of order? (to be repaired within next 7 days) Not in use but in working order Permanently out of order</p>	SP	
<p>30i Do you have a second home either in the UK or abroad?</p> <p style="padding-left: 40px;">Yes – UK Yes - abroad No</p>		MP
<p>IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j</p>		
	(SP)	

30j	<p>Do you have any equipment for receiving additional UK channels at any of these households? READ OUT</p> <p>Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No</p>	MP
Now some questions about other ways that television sets can be used.		
31a.	<p>SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets?</p> <p>Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
31g	<p>Do you or anyone in your household ever access the internet at home by any method?</p> <p>Yes No</p>	
IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33		
31h2	<p>Do you subscribe to a broadband provider in order to access the internet through your PC? By broadband I mean an always on connection that is nearly 10 times faster than traditional modems.</p> <p>Yes No</p>	SP
33	<p>I would now like to ask you about the viewing of the <u>whole household</u>, including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel.</p> <p>Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday:</p>	
FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday		
THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE		
INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.		
WRITE IN (2 DIGITS REQUIRED)		
IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40		
38.	<p>You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?</p>	
ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED		
<p>ITV1 Anglia (formerly Anglia) ITV1 Border (formerly Border) ITV1 Central (formerly Carlton) ITV1 Westcountry (formerly Carlton) ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada (formerly Granada) ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian (formerly Meridian) ITV1 Tyne Tees (formerly Tyne Tees) UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)</p>		

<p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE)</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN</p>	
<p>IF BOTH UTV AT 16B AND EITHER RTE 1 OR NETWORK 2 OR TV3 OR TG4 RECEIVED AT Q16A ASK Q40 OTHERWISE SKIP TO Q41</p>	

<p>40. For every 10 hours viewing to UTV and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4), how would you and your household divide the 10 hours between Ulster Television and ____ (ENTER TEXT FOR THOSE CHANNELS RECEIVED AT Q16B OUT OF - RTE 1/NETWORK 1/NETWORK 2/TV3/TG4)?</p> <p>ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</p> <p>UTV RTE/TV3/TG4</p> <p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF UTV AND __ HOURS OF RTE/TV3/TG4 TELEVISION?"</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN</p>	
<p>IF BOTH CHANNEL 4 AND S4C ARE RECEIVED AT Q16A ASK Q41 OTHERWISE SKIP TO Q43</p>	

<p>41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? 2 DIGITS REQUIRED FOR EACH</p> <p>Channel 4 S4C</p> <p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p> <p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF CHANNEL 4 AND __ HOURS OF S4C?"</p>	SP
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<p>HOUSEHOLD COMPOSITION</p> <p>Now I would like you to tell me about the people usually living in your household (by this I mean household members who share a communal living space and/or at least one meal a day).</p> <p>INTERVIEWER NOTE: See manual for further details of who to include as household members.</p>	
<p>43. SHOW CARD T. I would like to just check some details about each person, starting with yourself. The details we need are listed on this card.</p> <p>INTERVIEWER NOTE: COMPLETE THE DEMOGRAPHIC DETAILS FOR EACH HOUSEHOLD MEMBER IN THE FOLLOWING ORDER – RESPONDENT (MUST BE HEAD OF HOUSEHOLD, HOUSPERSON OR BOTH), PARTNER, CHILDREN STARTING WITH THE ELDEST, ANYONE ELSE</p>	
<p>44. Record sex of respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS) (MAY NOT BE BLANK)</p> <p>Male Female</p>	SP
<p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p>	

<p>46. Record age group household member falls into (MAY NOT BE BLANK) (1st ITERATION ONLY) INTERVIEWER NOTE: Please estimate age group if the respondent refuses to give their age. Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+ MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</p>	
<p>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</p>	
<p>47. Record marital status of household member (MAY NOT BE BLANK) Married/living as married Single/widowed/divorced/separated</p>	SP
<p>ASK ALL</p>	
<p>48. SHOW CARD TT. Which of the categories on the card applies to you/this person? Please look at the show card for the definition of the head of the household. (MAY NOT BE BLANK) INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THE DESCRIPTION OF HEAD OF HOUSEHOLD, THE MALE COUNTS AS THE HOH. IF TWO OR MORE OF THE SAME SEX COULD BE DESCRIBED AS THE HOH, THE ELDEST IS THE HOH. IN THESE CIRCUMSTANCES OTHERS COUNT AS CO-HOUSEHOLDER ONLY IF THEY CANNOT BE DEFINED AS ANY OF THE OTHER CATEGORIES. Head of household Spouse/partner of head of household Parent of head of household Son/daughter of head of household Co-householder Other</p>	SP
<p>49. Are you/is this person the parent or guardian of anyone in the household? Yes No</p>	
<p>50. Are you/is this person the child or dependant of anyone in the household? Yes No</p>	
<p>ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53</p>	
<p>51. SHOW CARD U. Record household member's working status (MAY NOT BE BLANK) 30+ hours/week 8-29 hours/week Less than 8 hours/week Unemployed Retired Not Employed Full time education</p>	SP
<p>IF CODE 5 AT Q51 SKIP TO Q53</p>	
<p>52. SHOW CARD U. Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education</p>	SP
<p>53. SHOW CARD UU. Can household member speak Welsh? Yes No</p>	SP
<p>IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q55a</p>	
<p>54. SHOW CARD UU. How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh</p>	SP
<p>55a SHOW CARD UUU. Does household member have any difficulty in hearing, which creates problems when watching television programmes? Yes No</p>	SP

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

57	<p>And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEPERSON. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEPERSON, THE ELDEST IS THE HOUSEPERSON.</p>																			
<p>IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE:</p> <p>INTERVIEWER: YOU STATED AT THE START OF YOUR INTERVIEW THAT THE RESPONDENT (PERSON 1) WAS THE HOUSEPERSON BUT AT Q57 YOU STATED THAT PERSON (ENTER CODE AS CODED AT Q57) WAS THE HOUSEPERSON. PLEASE CHECK THE PERSON YOU HAVE CODED.</p>																				
58	<p>And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.</p>																			
59a	<p>Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W</p> <table border="0" data-bbox="70 920 1342 1016"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The Daily Mirror</td> <td>The Independent</td> </tr> <tr> <td>Daily Record</td> <td>Daily Star</td> <td>Financial Times</td> <td>The Sun</td> <td>The Times</td> <td>Daily Express</td> </tr> <tr> <td>Daily Mail</td> <td>Daily Sport</td> <td>Any Evening Paper</td> <td>None of these</td> <td></td> <td></td> </tr> </table>	Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent	Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express	Daily Mail	Daily Sport	Any Evening Paper	None of these			
Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent															
Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express															
Daily Mail	Daily Sport	Any Evening Paper	None of these																	
59b	<p>Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD X</p> <table border="0" data-bbox="70 1115 1342 1211"> <tr> <td>Sunday Telegraph</td> <td>The Observer</td> <td>Sunday Post</td> <td>Sunday Mirror</td> <td>Independent on Sunday</td> </tr> <tr> <td>Sunday Mail</td> <td>News of the World</td> <td>The Business</td> <td>The Sunday Times</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td>Daily Star Sunday</td> <td>None of these</td> </tr> </table>	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday	Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People	Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these				
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday																
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Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these																
<p>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</p>																				
<p>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</p>																				
60b.	<p>Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT</p> <p style="padding-left: 40px;">Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?</p>	SP																		
<p>IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61 IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G</p>																				
60c.	<p>Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT</p> <p style="padding-left: 40px;">Less than 6 months More than 6 months</p>	SP																		
<p>IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</p>																				
60d.	<p>And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT</p> <p style="padding-left: 40px;">In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education</p>	SP																		
<p>PLEASE NOW SKIP TO Q61</p>																				
60e.	<p>Is thatREAD OUT</p> <p style="padding-left: 40px;">Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?</p>	SP																		

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

<p>63d. What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN</p>	
<p>ASK ALL: 64b. Finally, thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB regarding your TV viewing during the next 12 months? There would be no obligation for you to take part. Yes No</p>	
<p>65. RECORD INTERVIEW LENGTH IN MINUTES</p>	
<p>THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.</p>	