

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 1

June 2008



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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 2006 and June 2008.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2008, whilst the second contains projections of key demographic data for each month of 2009. 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	26447	100	25778	100	25777	100
Receiving ITV	25777	97	25777	100	25777	100
Receiving Any CH4	25704	97	25704	100	25704	100
Receiving CH4	25561	97	25561	99	25561	99
Receiving S4C	1437	5	1437	6	1437	6
Receiving five	24719	93	24719	96	24719	96
Receiving BBC 1	25778	97	25778	100	25777	100
Receiving BBC 2	25778	97	25778	100	25777	100

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		26447	100	25778	100	25777	100	21688	100
			100		97		97		82
					100		100		84
Social Class :-									
AB		5519	21	5413	21	5413	21	4910	23
C1		7411	28	7202	28	7202	28	6240	29
C2		5034	19	4961	19	4961	19	4450	21
D		4062	15	3946	15	3946	15	3302	15
E		4421	17	4256	17	4256	17	2785	13
Housewife Age :-									
Under 25		1496	6	1388	5	1388	5	1148	5
25 - 34		4196	16	3997	16	3997	16	3528	16
35 - 44		5229	20	5106	20	5106	20	4761	22
45 - 54		4727	18	4639	18	4639	18	4201	19
55 - 64		4352	16	4283	17	4283	17	3721	17
65 +		6448	24	6365	25	6365	25	4329	20
Size of Household :-									
1		8708	33	8292	32	8292	32	5690	26
2		8839	33	8700	34	8699	34	7689	35
3		3955	15	3905	15	3905	15	3670	17
4		3365	13	3330	13	3330	13	3195	15
5 +		1578	6	1551	6	1551	6	1443	7
Average Household Size		2.28		2.29		2.29		2.43	
Children :-									
Without		19769	75	19179	74	19179	74	15448	71
With		6678	25	6599	26	6599	26	6240	29
0 - 3		2396	9	2354	9	2354	9	2192	10
4 - 9		3160	12	3125	12	3125	12	2959	14
10 - 15		3346	13	3320	13	3320	13	3182	15

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		25778	100	25777	100
Screen Size :-	Under 20"	13494	52	13494	52
	20 to 29"	16418	64	16418	64
	30" and over	10859	42	10859	42
Household with :-	Single Set	9737	38	9736	38
	Two Sets	9030	35	9030	35
	3 Sets	4315	17	4315	17
	4 Sets	1775	7	1775	7
	5+ Sets	922	4	922	4
Recorders :-	With VCR	12365	48	12365	48
	2+ VCR	2205	9	2205	9
	With PVR	5425	21	5425	21
	2+ PVR	1110	4	1110	4
	With DVD-R	4310	17	4310	17
	2+ DVD-R	504	2	504	2
	With Any Recorder	17221	67	17221	67
2+ Recorders	6305	24	6305	24	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		52942	100	52942	100
Screen Size :-	Under 20"	20237	38	20237	38
	20 to 29"	19759	37	19759	37
	30" and over	12386	23	12386	23
Recorders :-	VCR connected	15123	29	15122	29
	PVR connected	6962	13	6962	13
	DVD-R connected	4952	9	4952	9
	Any recorder	22727	43	22727	43

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		60228	100	59085	100	52646	100
Age :-	0 - 3	2836	5	2787	5	2614	5
	4 - 9	4135	7	4085	7	3858	7
	10 - 15	4449	7	4412	7	4206	8
	16 - 19	3130	5	3081	5	2904	6
	20 - 24	3867	6	3688	6	3289	6
	25 - 34	7778	13	7471	13	6713	13
	35 - 44	9130	15	8956	15	8402	16
	45 - 54	8152	14	8034	14	7403	14
	55 - 64	7269	12	7186	12	6377	12
	65 +	9482	16	9385	16	6880	13
Adults :-	Total	48808	100	47801	100	41968	100
	AB	10945	22	10778	23	10031	24
	C1	13970	29	13626	29	12132	29
	C2	10271	21	10158	21	9305	22
	D	7629	16	7437	16	6472	15
	E	5993	12	5802	12	4027	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		29589	100	30639	100	28914	100	30171	100
Age :-	0 - 15	5856	20	5563	18	5789	20	5494	18
	16 - 24	3561	12	3436	11	3434	12	3335	11
	25 - 34	3865	13	3913	13	3674	13	3797	13
	35 - 44	4511	15	4619	15	4400	15	4557	15
	45 - 54	4022	14	4130	13	3946	14	4087	14
	55 - 64	3563	12	3706	12	3513	12	3673	12
	65 +	4210	14	5272	17	4158	14	5227	17
Adults :-	Total	23732	100	25076	100	23125	100	24677	100
	AB	5485	23	5460	22	5390	23	5388	22
	C1	6576	28	7394	29	6374	28	7252	29
	C2	5551	23	4720	19	5474	24	4685	19
	D	3763	16	3866	15	3643	16	3794	15
	E	2358	10	3635	14	2244	10	3558	14
	Working F/T	14421	61	8325	33	14121	61	8201	33
	Working P/T	777	3	3941	16	750	3	3902	16
	Not Working	8533	36	12810	51	8254	36	12574	51
	Housewives :-	Total	5549	100	20898	100	5199	100	20578
Working F/T		2543	46	6657	32	2392	46	6560	32
Working P/T		207	4	3653	17	192	4	3620	18
Not Working		2799	50	10589	51	2615	50	10398	51

ITV London

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6114	100	5911	100	5014	100
Receiving ITV	5911	97	5911	100	5014	100
Receiving Any CH4	5886	96	5886	100	4992	100
Receiving five	5749	94	5749	97	4921	98
Receiving BBC 1	5911	97	5911	100	5014	100
Receiving BBC 2	5911	97	5911	100	5014	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6114	100	5911	100	5014	100	4193	100
		100		97		82		69
				100		85		71
Social Class :-								
AB	1661	27	1620	27	1375	27	1269	30
C1	1868	31	1801	30	1534	31	1319	31
C2	968	16	949	16	779	16	677	16
D	762	12	730	12	620	12	481	11
E	855	14	812	14	707	14	446	11
Housewife Age :-								
Under 25	316	5	284	5	250	5	200	5
25 - 34	1206	20	1130	19	999	20	849	20
35 - 44	1325	22	1283	22	1098	22	1001	24
45 - 54	1078	18	1055	18	880	18	777	19
55 - 64	891	15	879	15	735	15	631	15
65 +	1299	21	1280	22	1052	21	736	18
Size of Household :-								
1	2062	34	1938	33	1666	33	1160	28
2	1874	31	1833	31	1520	30	1316	31
3	940	15	923	16	785	16	741	18
4	830	14	819	14	697	14	665	16
5 +	407	7	398	7	347	7	312	7
Average Household Size	2.31		2.33		2.34		2.47	
Children :-								
Without	4517	74	4338	73	3675	73	2939	70
With	1597	26	1573	27	1339	27	1254	30
0 - 3	628	10	614	10	531	11	486	12
4 - 9	760	12	749	13	640	13	605	14
10 - 15	754	12	746	13	625	12	595	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5911	100	5014	100
Screen Size :-	Under 20"	3021	51	2513	50
	20 to 29"	3489	59	2944	59
	30" and over	2541	43	2172	43
Household with :-	Single Set	2434	41	2095	42
	Two Sets	2006	34	1680	34
	3 Sets	920	16	774	15
	4 Sets	337	6	285	6
	5+ Sets	214	4	179	4
Recorders :-	With VCR	3062	52	2552	51
	2+ VCR	587	10	504	10
	With PVR	1293	22	1091	22
	2+ PVR	248	4	207	4
	With DVD-R	942	16	785	16
	2+ DVD-R	107	2	95	2
	With Any Recorder	4055	69	3396	68
	2+ Recorders	1555	26	1302	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11619	100	9810	100
Screen Size :-	Under 20"	4410	38	3658	37
	20 to 29"	4112	35	3491	36
	30" and over	2901	25	2486	25
Recorders :-	VCR connected	3755	32	3154	32
	PVR connected	1621	14	1358	14
	DVD-R connected	1070	9	902	9
	Any recorder	5299	46	4453	45

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14153	100	11722	100	10360	100
Age :-	0 - 3	745	5	633	5	582	6
	4 - 9	1008	7	848	7	788	8
	10 - 15	1008	7	837	7	789	8
	16 - 19	683	5	561	5	526	5
	20 - 24	881	6	722	6	626	6
	25 - 34	2269	16	1905	16	1655	16
	35 - 44	2318	16	1937	17	1775	17
	45 - 54	1872	13	1533	13	1390	13
	55 - 64	1468	10	1204	10	1066	10
	65 +	1901	13	1543	13	1163	11
Adults :-	Total	11392	100	9405	100	8202	100
	AB	3291	29	2730	29	2596	32
	C1	3503	31	2892	31	2567	31
	C2	1984	17	1608	17	1438	18
	D	1452	13	1199	13	968	12
	E	1161	10	975	10	632	8

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		6992	100	7161	100	5769	100	5954	100
Age :-	0 - 15	1411	20	1350	19	1178	20	1140	19
	16 - 24	802	11	762	11	658	11	625	10
	25 - 34	1135	16	1134	16	939	16	966	16
	35 - 44	1171	17	1147	16	983	17	954	16
	45 - 54	926	13	946	13	756	13	777	13
	55 - 64	712	10	756	11	582	10	622	10
	65 +	835	12	1066	15	674	12	870	15
Adults :-	Total	5581	100	5811	100	4591	100	4814	100
	AB	1662	30	1629	28	1375	30	1356	28
	C1	1664	30	1840	32	1366	30	1527	32
	C2	1082	19	903	16	880	19	729	15
	D	729	13	723	12	604	13	594	12
	E	445	8	716	12	367	8	608	13
	Working F/T	3617	65	2124	37	2998	65	1780	37
	Working P/T	218	4	854	15	179	4	690	14
	Not Working	1746	31	2833	49	1414	31	2344	49
	Housewives :-	Total	1359	100	4755	100	1103	100	3911
Working F/T		707	52	1665	35	582	53	1387	35
Working P/T		65	5	788	17	52	5	635	16
Not Working		587	43	2303	48	468	42	1890	48

ITV Midlands

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5026	100	4902	100	3921	100
Receiving ITV	4902	98	4902	100	3921	100
Receiving Any CH4	4885	97	4885	100	3909	100
Receiving five	4769	95	4769	97	3832	98
Receiving BBC 1	4902	98	4902	100	3921	100
Receiving BBC 2	4902	98	4902	100	3921	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5026	100	4902	100	3921	100	3206	100
		100		98		78		64
				100		80		65
Social Class :-								
AB	999	20	984	20	799	20	706	22
C1	1367	27	1331	27	1058	27	904	28
C2	962	19	949	19	752	19	675	21
D	845	17	819	17	648	17	546	17
E	853	17	819	17	663	17	375	12
Housewife Age :-								
Under 25	293	6	274	6	212	5	171	5
25 - 34	756	15	719	15	580	15	520	16
35 - 44	993	20	970	20	777	20	719	22
45 - 54	910	18	891	18	719	18	632	20
55 - 64	830	17	819	17	654	17	569	18
65 +	1244	25	1228	25	980	25	596	19
Size of Household :-								
1	1633	32	1561	32	1258	32	802	25
2	1686	34	1658	34	1296	33	1124	35
3	736	15	725	15	584	15	538	17
4	647	13	640	13	520	13	493	15
5 +	324	6	318	6	263	7	250	8
Average Household Size	2.30		2.31		2.33		2.50	
Children :-								
Without	3739	74	3632	74	2900	74	2238	70
With	1287	26	1270	26	1021	26	968	30
0 - 3	460	9	451	9	362	9	338	11
4 - 9	621	12	616	13	497	13	471	15
10 - 15	654	13	648	13	524	13	508	16

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4902	100	3921	100
Screen Size :-	Under 20"	2569	52	2069	53
	20 to 29"	3194	65	2558	65
	30" and over	1978	40	1569	40
Household with :-	Single Set	1884	38	1504	38
	Two Sets	1642	33	1308	33
	3 Sets	819	17	671	17
	4 Sets	360	7	280	7
	5+ Sets	196	4	159	4
Recorders :-	With VCR	2229	45	1816	46
	2+ VCR	393	8	320	8
	With PVR	1036	21	836	21
	2+ PVR	219	4	176	4
	With DVD-R	844	17	643	16
	2+ DVD-R	105	2	73	2
	With Any Recorder	3274	67	2647	68
	2+ Recorders	1146	23	903	23

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10151	100	8140	100
Screen Size :-	Under 20"	3948	39	3185	39
	20 to 29"	3857	38	3089	38
	30" and over	2250	22	1800	22
Recorders :-	VCR connected	2727	27	2232	27
	PVR connected	1344	13	1081	13
	DVD-R connected	980	10	734	9
	Any recorder	4315	43	3481	43

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11563	100	9119	100	8001	100
Age :-	0 - 3	550	5	434	5	404	5
	4 - 9	810	7	648	7	615	8
	10 - 15	875	8	699	8	673	8
	16 - 19	626	5	500	5	478	6
	20 - 24	721	6	559	6	499	6
	25 - 34	1399	12	1087	12	976	12
	35 - 44	1768	15	1391	15	1288	16
	45 - 54	1565	14	1237	14	1102	14
	55 - 64	1413	12	1116	12	994	12
	65 +	1835	16	1447	16	972	12
Adults :-	Total	9328	100	7337	100	6308	100
	AB	2005	21	1617	22	1467	23
	C1	2551	27	1985	27	1748	28
	C2	1983	21	1564	21	1439	23
	D	1619	17	1252	17	1096	17
	E	1170	13	919	13	559	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5724	100	5839	100	4507	100	4612	100
Age :-	0 - 15	1158	20	1077	18	922	20	860	19
	16 - 24	681	12	666	11	538	12	521	11
	25 - 34	686	12	712	12	526	12	561	12
	35 - 44	891	16	877	15	697	15	694	15
	45 - 54	779	14	786	13	616	14	621	13
	55 - 64	702	12	711	12	555	12	562	12
	65 +	826	14	1009	17	655	15	793	17
	Adults :-	Total	4565	100	4763	100	3585	100	3752
AB		1008	22	996	21	816	23	801	21
C1		1203	26	1348	28	941	26	1045	28
C2		1073	24	909	19	845	24	719	19
D		811	18	809	17	619	17	633	17
E		470	10	700	15	365	10	553	15
Working F/T		2785	61	1565	33	2184	61	1245	33
Working P/T		140	3	779	16	107	3	612	16
Not Working		1641	36	2418	51	1295	36	1894	50
Housewives :-		Total	1027	100	3999	100	784	100	3137
	Working F/T	472	46	1269	32	352	45	1004	32
	Working P/T	31	3	723	18	25	3	567	18
	Not Working	525	51	2008	50	408	52	1566	50

ITV North West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	3292	100	3234	100	2963	100
Receiving ITV	3234	98	3234	100	2963	100
Receiving Any CH4	3224	98	3224	100	2955	100
Receiving five	3134	95	3134	97	2897	98
Receiving BBC 1	3234	98	3234	100	2963	100
Receiving BBC 2	3234	98	3234	100	2963	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3292	100	3234	100	2963	100	2549	100
		100		98		90		77
				100		92		79
Social Class :-								
AB	563	17	556	17	504	17	435	17
C1	899	27	883	27	808	27	721	28
C2	640	19	633	20	575	19	525	21
D	508	15	498	15	459	15	401	16
E	682	21	664	21	617	21	468	18
Housewife Age :-								
Under 25	227	7	218	7	208	7	203	8
25 - 34	490	15	478	15	442	15	397	16
35 - 44	625	19	613	19	566	19	538	21
45 - 54	577	18	567	18	519	18	470	18
55 - 64	545	17	538	17	484	16	418	16
65 +	828	25	820	25	744	25	522	20
Size of Household :-								
1	1108	34	1072	33	970	33	674	26
2	1090	33	1078	33	991	33	919	36
3	516	16	514	16	479	16	447	18
4	400	12	396	12	364	12	354	14
5 +	177	5	174	5	160	5	156	6
Average Household Size	2.25		2.25		2.26		2.39	
Children :-								
Without	2451	74	2402	74	2193	74	1814	71
With	841	26	832	26	770	26	735	29
0 - 3	285	9	281	9	262	9	247	10
4 - 9	398	12	393	12	363	12	343	13
10 - 15	420	13	416	13	383	13	371	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3234	100	2963	100
Screen Size :-	Under 20"	1535	47	1403	47
	20 to 29"	2100	65	1920	65
	30" and over	1446	45	1335	45
Household with :-	Single Set	1192	37	1074	36
	Two Sets	1195	37	1108	37
	3 Sets	535	17	502	17
	4 Sets	212	7	191	6
	5+ Sets	99	3	88	3
Recorders :-	With VCR	1105	34	1006	34
	2+ VCR	150	5	138	5
	With PVR	754	23	682	23
	2+ PVR	203	6	189	6
	With DVD-R	516	16	492	17
	2+ DVD-R	75	2	74	3
	With Any Recorder	1864	58	1690	57
	2+ Recorders	660	20	626	21

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6738	100	6188	100
Screen Size :-	Under 20"	2331	35	2126	34
	20 to 29"	2618	39	2400	39
	30" and over	1662	25	1535	25
Recorders :-	VCR connected	1335	20	1216	20
	PVR connected	1044	15	954	15
	DVD-R connected	626	9	601	10
	Any recorder	2551	38	2335	38

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7392	100	6702	100	6104	100
Age :-	0 - 3	334	5	308	5	298	5
	4 - 9	522	7	476	7	456	7
	10 - 15	550	7	502	7	485	8
	16 - 19	402	5	367	5	349	6
	20 - 24	496	7	451	7	422	7
	25 - 34	901	12	815	12	741	12
	35 - 44	1092	15	992	15	952	16
	45 - 54	992	13	901	13	841	14
	55 - 64	918	12	818	12	735	12
	65 +	1186	16	1073	16	824	13
Adults :-	Total	5986	100	5416	100	4864	100
	AB	1120	19	1010	19	897	18
	C1	1703	28	1542	28	1420	29
	C2	1284	21	1153	21	1076	22
	D	938	16	848	16	779	16
	E	941	16	862	16	693	14

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3625	100	3766	100	3288	100	3414	100
Age :-	0 - 15	723	20	683	18	665	20	621	18
	16 - 24	455	13	442	12	412	13	406	12
	25 - 34	449	12	452	12	406	12	410	12
	35 - 44	538	15	554	15	486	15	506	15
	45 - 54	487	13	505	13	441	13	459	13
	55 - 64	451	12	467	12	401	12	417	12
	65 +	523	14	662	18	476	14	596	17
Adults :-	Total	2903	100	3083	100	2623	100	2793	100
	AB	565	19	555	18	511	19	498	18
	C1	807	28	896	29	727	28	815	29
	C2	696	24	588	19	625	24	528	19
	D	464	16	474	15	422	16	426	15
	E	371	13	570	18	337	13	525	19
	Working F/T	1697	58	1039	34	1534	58	942	34
	Working P/T	96	3	436	14	89	3	398	14
	Not Working	1109	38	1607	52	1000	38	1454	52
Housewives :-	Total	825	100	2467	100	744	100	2220	100
	Working F/T	380	46	797	32	347	47	716	32
	Working P/T	24	3	378	15	22	3	343	15
	Not Working	421	51	1292	52	375	50	1161	52

ITV Yorkshire

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3076	100	3006	100	2573	100	
Receiving ITV	3006	98	3006	100	2573	100	
Receiving Any CH4	3000	98	3000	100	2569	100	
Receiving five	2929	95	2929	97	2510	98	
Receiving BBC 1	3006	98	3006	100	2573	100	
Receiving BBC 2	3006	98	3006	100	2573	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3076	100	3006	100	2573	100	2216	100
		100		98		84		72
				100		86		74
Social Class :-								
AB	536	17	525	17	439	17	411	19
C1	798	26	779	26	667	26	626	28
C2	648	21	641	21	552	21	487	22
D	545	18	532	18	457	18	374	17
E	548	18	529	18	458	18	317	14
Housewife Age :-								
Under 25	188	6	177	6	154	6	134	6
25 - 34	460	15	438	15	381	15	339	15
35 - 44	596	19	584	19	504	20	472	21
45 - 54	551	18	542	18	463	18	425	19
55 - 64	521	17	515	17	441	17	387	17
65 +	760	25	750	25	630	24	459	21
Size of Household :-								
1	955	31	907	30	770	30	533	24
2	1090	35	1077	36	918	36	817	37
3	479	16	474	16	409	16	396	18
4	373	12	372	12	324	13	332	15
5 +	179	6	176	6	153	6	137	6
Average Household Size	2.29		2.30		2.31		2.45	
Children :-								
Without	2302	75	2240	75	1906	74	1565	71
With	773	25	766	25	667	26	651	29
0 - 3	275	9	272	9	238	9	234	11
4 - 9	357	12	353	12	309	12	308	14
10 - 15	402	13	399	13	346	13	335	15

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3006	100	2573	100
Screen Size :-	Under 20"	1737	58	1523	59
	20 to 29"	1923	64	1630	63
	30" and over	1307	43	1130	44
Household with :-	Single Set	950	32	792	31
	Two Sets	1098	37	959	37
	3 Sets	545	18	469	18
	4 Sets	276	9	237	9
	5+ Sets	137	5	117	5
Recorders :-	With VCR	1541	51	1347	52
	2+ VCR	319	11	282	11
	With PVR	643	21	562	22
	2+ PVR	148	5	124	5
	With DVD-R	613	20	503	20
	2+ DVD-R	82	3	64	3
	With Any Recorder	2128	71	1819	71
2+ Recorders	874	29	760	30	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6556	100	5648	100
Screen Size :-	Under 20"	2701	41	2351	42
	20 to 29"	2366	36	2007	36
	30" and over	1443	22	1249	22
Recorders :-	VCR connected	1920	29	1695	30
	PVR connected	838	13	731	13
	DVD-R connected	699	11	571	10
	Any recorder	2877	44	2487	44

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7038	100	5955	100	5428	100
Age :-	0 - 3	324	5	280	5	276	5
	4 - 9	455	6	393	7	381	7
	10 - 15	540	8	463	8	445	8
	16 - 19	387	5	334	6	319	6
	20 - 24	479	7	405	7	367	7
	25 - 34	843	12	711	12	651	12
	35 - 44	1034	15	873	15	832	15
	45 - 54	963	14	809	14	755	14
	55 - 64	887	13	752	13	676	12
	65 +	1126	16	935	16	726	13
Adults :-	Total	5719	100	4819	100	4327	100
	AB	1092	19	895	19	863	20
	C1	1512	26	1277	27	1216	28
	C2	1329	23	1136	24	1022	24
	D	1043	18	885	18	758	18
	E	743	13	627	13	468	11

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3470	100	3568	100	2924	100	3031	100
Age :-	0 - 15	673	19	646	18	578	20	558	18
	16 - 24	444	13	422	12	381	13	358	12
	25 - 34	423	12	420	12	352	12	359	12
	35 - 44	508	15	525	15	425	15	448	15
	45 - 54	478	14	485	14	401	14	408	13
	55 - 64	436	13	451	13	368	13	384	13
	65 +	507	15	620	17	419	14	516	17
Adults :-	Total	2797	100	2922	100	2346	100	2473	100
	AB	543	19	550	19	443	19	452	18
	C1	723	26	788	27	607	26	670	27
	C2	715	26	614	21	609	26	527	21
	D	521	19	522	18	442	19	443	18
	E	294	11	449	15	245	10	382	15
	Working F/T	1673	60	947	32	1399	60	800	32
	Working P/T	79	3	486	17	67	3	415	17
	Not Working	1045	37	1488	51	880	38	1258	51
	Housewives :-	Total	616	100	2460	100	491	100	2082
Working F/T		273	44	772	31	220	45	649	31
Working P/T		19	3	454	18	15	3	388	19
Not Working		324	53	1234	50	256	52	1045	50

ITV Central Scotland

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1725	100	1683	100	1662	100
Receiving ITV	1683	98	1683	100	1662	100
Receiving Any CH4	1680	97	1680	100	1660	100
Receiving five	1642	95	1642	98	1625	98
Receiving BBC 1	1683	98	1683	100	1662	100
Receiving BBC 2	1683	98	1683	100	1662	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1725	100	1683	100	1662	100	1449	100
		100		98		96		84
				100		99		86
Social Class :-								
AB	297	17	290	17	288	17	283	20
C1	465	27	448	27	442	27	397	27
C2	330	19	327	19	322	19	299	21
D	316	18	308	18	304	18	270	19
E	318	18	309	18	306	18	200	14
Housewife Age :-								
Under 25	97	6	90	5	89	5	72	5
25 - 34	257	15	246	15	243	15	232	16
35 - 44	335	19	326	19	322	19	305	21
45 - 54	327	19	323	19	320	19	299	21
55 - 64	285	16	277	16	274	16	249	17
65 +	424	25	420	25	415	25	293	20
Size of Household :-								
1	628	36	600	36	594	36	446	31
2	555	32	548	33	539	32	483	33
3	253	15	249	15	247	15	247	17
4	210	12	207	12	205	12	194	13
5 +	79	5	78	5	77	5	79	5
Average Household Size	2.18		2.19		2.19		2.31	
Children :-								
Without	1308	76	1271	76	1255	75	1060	73
With	416	24	412	24	407	25	389	27
0 - 3	140	8	137	8	135	8	131	9
4 - 9	196	11	194	12	192	12	182	13
10 - 15	207	12	206	12	204	12	198	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1683	100	1662	100
Screen Size :-	Under 20"	910	54	900	54
	20 to 29"	1054	63	1043	63
	30" and over	787	47	777	47
Household with :-	Single Set	572	34	563	34
	Two Sets	627	37	618	37
	3 Sets	320	19	318	19
	4 Sets	121	7	120	7
	5+ Sets	42	3	42	3
Recorders :-	With VCR	782	47	775	47
	2+ VCR	119	7	117	7
	With PVR	347	21	340	20
	2+ PVR	70	4	69	4
	With DVD-R	238	14	237	14
	2+ DVD-R	27	2	27	2
	With Any Recorder	1118	66	1105	66
2+ Recorders	358	21	352	21	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3470	100	3430	100
Screen Size :-	Under 20"	1307	38	1294	38
	20 to 29"	1255	36	1241	36
	30" and over	890	26	877	26
Recorders :-	VCR connected	912	26	900	26
	PVR connected	431	12	423	12
	DVD-R connected	268	8	266	8
	Any recorder	1419	41	1399	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3753	100	3641	100	3347	100
Age :-	0 - 3	163	4	158	4	155	5
	4 - 9	249	7	243	7	236	7
	10 - 15	265	7	262	7	249	7
	16 - 19	193	5	188	5	184	5
	20 - 24	254	7	238	7	228	7
	25 - 34	470	13	450	12	430	13
	35 - 44	569	15	549	15	522	16
	45 - 54	537	14	526	14	500	15
	55 - 64	457	12	443	12	408	12
	65 +	597	16	585	16	435	13
Adults :-	Total	3076	100	2979	100	2707	100
	AB	576	19	564	19	561	21
	C1	853	28	812	27	747	28
	C2	668	22	654	22	626	23
	D	565	18	548	18	497	18
	E	413	13	401	13	275	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1793	100	1960	100	1732	100	1910	100
Age :-	0 - 15	345	19	332	17	339	20	324	17
	16 - 24	222	12	224	11	211	12	215	11
	25 - 34	228	13	242	12	216	12	233	12
	35 - 44	271	15	298	15	259	15	291	15
	45 - 54	257	14	280	14	250	14	275	14
	55 - 64	220	12	237	12	211	12	232	12
	65 +	251	14	346	18	245	14	340	18
	Adults :-	Total	1448	100	1627	100	1393	100	1586
AB		287	20	289	18	280	20	284	18
C1		379	26	474	29	358	26	454	29
C2		361	25	308	19	352	25	302	19
D		266	18	299	18	256	18	292	18
E		155	11	258	16	147	11	254	16
Working F/T		849	59	531	33	823	59	520	33
Working P/T		39	3	244	15	38	3	237	15
Not Working		560	39	852	52	532	38	828	52
Housewives :-		Total	346	100	1379	100	319	100	1344
	Working F/T	139	40	440	32	129	40	431	32
	Working P/T	11	3	231	17	10	3	225	17
	Not Working	196	57	708	51	180	57	689	51

ITV North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	621	100	602	100	515	100	
Receiving ITV	602	97	602	100	515	100	
Receiving Any CH4	601	97	601	100	514	100	
Receiving five	551	89	551	92	464	90	
Receiving BBC 1	602	97	602	100	515	100	
Receiving BBC 2	602	97	602	100	515	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	621	100	602	100	515	100	405	100
		100		97		83		65
				100		86		67
Social Class :-								
AB	123	20	121	20	101	20	90	22
C1	175	28	168	28	144	28	117	29
C2	127	20	125	21	106	21	88	22
D	103	17	99	16	87	17	62	15
E	93	15	89	15	78	15	48	12
Housewife Age :-								
Under 25	41	7	37	6	31	6	24	6
25 - 34	92	15	86	14	76	15	60	15
35 - 44	113	18	110	18	97	19	89	22
45 - 54	118	19	116	19	95	19	84	21
55 - 64	110	18	108	18	92	18	74	18
65 +	146	24	145	24	123	24	74	18
Size of Household :-								
1	220	35	206	34	174	34	111	27
2	217	35	214	36	183	36	158	39
3	86	14	84	14	70	14	58	14
4	76	12	75	13	66	13	64	16
5 +	23	4	22	4	21	4	15	4
Average Household Size	2.15		2.17		2.19		2.30	
Children :-								
Without	486	78	468	78	397	77	301	74
With	135	22	134	22	117	23	104	26
0 - 3	45	7	44	7	40	8	34	8
4 - 9	62	10	62	10	54	11	49	12
10 - 15	68	11	67	11	60	12	54	13

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		602	100	515	100
Screen Size :-	Under 20"	319	53	273	53
	20 to 29"	390	65	327	63
	30" and over	241	40	212	41
Household with :-	Single Set	219	36	184	36
	Two Sets	220	36	195	38
	3 Sets	115	19	96	19
	4 Sets	30	5	24	5
	5+ Sets	19	3	15	3
Recorders :-	With VCR	314	52	256	50
	2+ VCR	47	8	34	7
	With PVR	132	22	123	24
	2+ PVR	32	5	30	6
	With DVD-R	77	13	59	11
	2+ DVD-R	8	1	7	1
	With Any Recorder	404	67	336	65
2+ Recorders	144	24	116	23	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1247	100	1073	100
Screen Size :-	Under 20"	474	38	408	38
	20 to 29"	491	39	412	38
	30" and over	275	22	245	23
Recorders :-	VCR connected	378	30	305	28
	PVR connected	181	15	169	16
	DVD-R connected	88	7	70	7
	Any recorder	544	44	445	41

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		1333	100	1127	100	933	100
Age :-	0 - 3	53	4	46	4	40	4
	4 - 9	78	6	68	6	61	7
	10 - 15	89	7	79	7	72	8
	16 - 19	68	5	59	5	47	5
	20 - 24	85	6	66	6	54	6
	25 - 34	163	12	137	12	109	12
	35 - 44	192	14	167	15	152	16
	45 - 54	205	15	167	15	148	16
	55 - 64	184	14	154	14	129	14
	65 +	216	16	183	16	121	13
Adults :-	Total	1113	100	933	100	760	100
	AB	240	22	197	21	177	23
	C1	327	29	272	29	225	30
	C2	247	22	209	22	175	23
	D	180	16	154	17	116	15
	E	118	11	100	11	66	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		667	100	666	100	564	100	562	100
Age :-	0 - 15	112	17	108	16	101	18	93	17
	16 - 24	80	12	73	11	66	12	59	10
	25 - 34	87	13	76	11	71	13	65	12
	35 - 44	93	14	99	15	82	15	85	15
	45 - 54	104	16	101	15	85	15	82	15
	55 - 64	92	14	92	14	76	13	79	14
	65 +	99	15	117	18	84	15	99	18
Adults :-	Total	555	100	558	100	464	100	469	100
	AB	119	22	121	22	99	21	97	21
	C1	154	28	173	31	127	27	145	31
	C2	138	25	110	20	116	25	93	20
	D	92	17	88	16	77	17	77	16
	E	52	9	66	12	44	9	56	12
	Working F/T	343	62	189	34	289	62	162	35
	Working P/T	14	3	97	17	10	2	80	17
	Not Working	198	36	272	49	165	35	227	48
Housewives :-	Total	134	100	487	100	106	100	409	100
	Working F/T	59	44	162	33	47	44	137	34
	Working P/T	4	3	93	19	3	2	76	19
	Not Working	71	53	233	48	56	53	196	48

ITV Central Scotland & North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2216	100	2159	100	2157	100	
Receiving ITV	2159	97	2159	100	2157	100	
Receiving Any CH4	2155	97	2155	100	2153	100	
Receiving five	2074	94	2074	96	2072	96	
Receiving BBC 1	2159	97	2159	100	2157	100	
Receiving BBC 2	2159	97	2159	100	2157	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2216	100	2159	100	2157	100	1835	100
		100		97		97		83
				100		100		85
Social Class :-								
AB	391	18	383	18	383	18	366	20
C1	601	27	580	27	579	27	509	28
C2	429	19	424	20	424	20	385	21
D	400	18	389	18	388	18	330	18
E	395	18	383	18	383	18	246	13
Housewife Age :-								
Under 25	129	6	119	6	119	6	95	5
25 - 34	330	15	314	15	314	15	285	16
35 - 44	426	19	415	19	415	19	389	21
45 - 54	418	19	412	19	412	19	381	21
55 - 64	372	17	363	17	363	17	318	17
65 +	541	24	536	25	535	25	366	20
Size of Household :-								
1	805	36	766	35	765	35	554	30
2	726	33	715	33	714	33	633	34
3	318	14	314	15	314	15	303	17
4	269	12	267	12	266	12	253	14
5 +	98	4	97	4	97	4	92	5
Average Household Size	2.17		2.19		2.19		2.30	
Children :-								
Without	1692	76	1641	76	1639	76	1348	73
With	524	24	519	24	518	24	486	27
0 - 3	176	8	172	8	172	8	161	9
4 - 9	245	11	242	11	242	11	227	12
10 - 15	262	12	261	12	261	12	249	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2159	100	2157	100
Screen Size :-	Under 20"	1161	54	1160	54
	20 to 29"	1359	63	1357	63
	30" and over	979	45	978	45
Household with :-	Single Set	745	35	744	34
	Two Sets	808	37	808	37
	3 Sets	407	19	406	19
	4 Sets	145	7	145	7
	5+ Sets	54	3	54	3
Recorders :-	With VCR	1019	47	1018	47
	2+ VCR	145	7	145	7
	With PVR	453	21	452	21
	2+ PVR	94	4	94	4
	With DVD-R	288	13	287	13
	2+ DVD-R	31	1	31	1
	With Any Recorder	1425	66	1423	66
2+ Recorders	456	21	455	21	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4455	100	4449	100
Screen Size :-	Under 20"	1682	38	1680	38
	20 to 29"	1636	37	1634	37
	30" and over	1113	25	1112	25
Recorders :-	VCR connected	1187	27	1185	27
	PVR connected	577	13	576	13
	DVD-R connected	324	7	323	7
	Any recorder	1815	41	1811	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		4808	100	4714	100	4228	100
Age :-	0 - 3	205	4	201	4	190	5
	4 - 9	311	6	307	7	293	7
	10 - 15	339	7	337	7	317	8
	16 - 19	247	5	244	5	230	5
	20 - 24	318	7	301	6	281	7
	25 - 34	598	12	576	12	527	12
	35 - 44	723	15	708	15	666	16
	45 - 54	694	14	686	15	644	15
	55 - 64	602	13	591	13	530	13
	65 +	770	16	764	16	551	13
Adults :-	Total	3953	100	3870	100	3428	100
	AB	760	19	747	19	724	21
	C1	1108	28	1073	28	962	28
	C2	861	22	855	22	797	23
	D	713	18	697	18	607	18
	E	511	13	498	13	339	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2324	100	2483	100	2270	100	2445	100
Age :-	0 - 15	438	19	417	17	434	19	411	17
	16 - 24	285	12	281	11	275	12	270	11
	25 - 34	296	13	302	12	282	12	293	12
	35 - 44	347	15	377	15	337	15	371	15
	45 - 54	337	15	357	14	332	15	354	14
	55 - 64	292	13	310	12	284	13	307	13
	65 +	330	14	440	18	326	14	438	18
Adults :-	AB	1887	100	2066	100	1836	100	2033	100
	AB	379	20	381	18	372	20	374	18
	C1	500	26	608	29	480	26	593	29
	C2	468	25	393	19	463	25	391	19
	D	341	18	372	18	331	18	367	18
	E	198	11	312	15	190	10	309	15
	Working F/T	1119	59	682	33	1096	60	673	33
	Working P/T	49	3	316	15	48	3	312	15
	Not Working	719	38	1068	52	692	38	1048	52
Housewives :-		454	100	1763	100	422	100	1735	100
	Working F/T	186	41	568	32	174	41	560	32
	Working P/T	14	3	299	17	12	3	295	17
	Not Working	254	56	895	51	236	56	879	51

ITV Wales & West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	2359	100	2311	100	2147	100
Receiving ITV	2311	98	2311	100	2147	100
Receiving Any CH4	2306	98	2306	100	2143	100
Receiving five	2150	91	2150	93	1993	93
Receiving BBC 1	2311	98	2311	100	2147	100
Receiving BBC 2	2311	98	2311	100	2147	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2359	100	2311	100	2147	100	1840	100
		100		98		91		78
				100		93		80
Social Class :-								
AB	432	18	426	18	388	18	333	18
C1	659	28	646	28	604	28	533	29
C2	522	22	515	22	482	22	447	24
D	384	16	376	16	352	16	300	16
E	361	15	349	15	320	15	226	12
Housewife Age :-								
Under 25	124	5	117	5	109	5	86	5
25 - 34	330	14	321	14	305	14	273	15
35 - 44	450	19	440	19	411	19	401	22
45 - 54	424	18	417	18	384	18	359	20
55 - 64	411	17	405	18	375	17	328	18
65 +	619	26	612	26	564	26	393	21
Size of Household :-								
1	741	31	714	31	663	31	476	26
2	846	36	834	36	773	36	675	37
3	347	15	344	15	321	15	305	17
4	292	12	289	13	270	13	273	15
5 +	132	6	130	6	121	6	112	6
Average Household Size	2.27		2.28		2.28		2.41	
Children :-								
Without	1781	76	1740	75	1612	75	1314	71
With	577	24	572	25	535	25	526	29
0 - 3	194	8	192	8	181	8	172	9
4 - 9	265	11	263	11	247	11	240	13
10 - 15	304	13	302	13	280	13	281	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2311	100	2147	100
Screen Size :-	Under 20"	1235	53	1157	54
	20 to 29"	1542	67	1422	66
	30" and over	864	37	808	38
Household with :-	Single Set	887	38	819	38
	Two Sets	821	36	765	36
	3 Sets	371	16	344	16
	4 Sets	154	7	148	7
	5+ Sets	79	3	72	3
Recorders :-	With VCR	1092	47	1016	47
	2+ VCR	170	7	156	7
	With PVR	461	20	437	20
	2+ PVR	65	3	61	3
	With DVD-R	371	16	350	16
	2+ DVD-R	23	1	23	1
	With Any Recorder	1518	66	1414	66
2+ Recorders	506	22	474	22	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4747	100	4422	100
Screen Size :-	Under 20"	1836	39	1714	39
	20 to 29"	1877	40	1737	39
	30" and over	990	21	929	21
Recorders :-	VCR connected	1303	27	1212	27
	PVR connected	549	12	518	12
	DVD-R connected	398	8	376	9
	Any recorder	1890	40	1761	40

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5350	100	4894	100	4431	100
Age :-	0 - 3	227	4	212	4	203	5
	4 - 9	343	6	320	7	312	7
	10 - 15	411	8	377	8	376	8
	16 - 19	278	5	257	5	241	5
	20 - 24	331	6	293	6	267	6
	25 - 34	605	11	553	11	501	11
	35 - 44	782	15	716	15	694	16
	45 - 54	737	14	673	14	637	14
	55 - 64	700	13	639	13	563	13
	65 +	936	17	855	17	637	14
Adults :-	Total	4368	100	3986	100	3540	100
	AB	848	19	766	19	683	19
	C1	1257	29	1153	29	1034	29
	C2	1056	24	978	25	921	26
	D	717	16	652	16	582	16
	E	491	11	436	11	320	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2617	100	2732	100	2390	100	2505	100
Age :-	0 - 15	508	19	473	17	470	20	439	18
	16 - 24	307	12	302	11	277	12	273	11
	25 - 34	303	12	302	11	272	11	281	11
	35 - 44	377	14	404	15	345	14	371	15
	45 - 54	358	14	379	14	327	14	345	14
	55 - 64	346	13	354	13	314	13	325	13
	65 +	418	16	518	19	384	16	471	19
Adults :-	Total	2109	100	2259	100	1919	100	2066	100
	AB	417	20	431	19	378	20	388	19
	C1	590	28	667	30	539	28	614	30
	C2	563	27	494	22	519	27	459	22
	D	341	16	376	17	309	16	343	17
	E	199	9	292	13	174	9	262	13
	Working F/T	1225	58	704	31	1120	58	648	31
	Working P/T	68	3	366	16	59	3	337	16
	Not Working	817	39	1189	53	740	39	1082	52
	Housewives :-	Total	441	100	1918	100	390	100	1758
Working F/T		175	40	586	31	155	40	541	31
Working P/T		17	4	341	18	16	4	314	18
Not Working		249	56	992	52	220	56	903	51

ITV South & South East & Ch. Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2913	100	2857	100	2524	100	
Receiving ITV	2857	98	2857	100	2524	100	
Receiving Any CH4	2852	98	2852	100	2519	100	
Receiving five	2629	90	2629	92	2316	92	
Receiving BBC 1	2857	98	2857	100	2524	100	
Receiving BBC 2	2857	98	2857	100	2524	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		2913	100	2857	100	2524	100	2190	100
			100		98		87		75
					100		88		77
Social Class :-									
AB		787	27	777	27	678	27	633	29
C1		917	31	897	31	792	31	659	30
C2		545	19	537	19	472	19	429	20
D		343	12	335	12	302	12	269	12
E		321	11	312	11	279	11	200	9
Housewife Age :-									
Under 25		126	4	116	4	103	4	77	4
25 - 34		403	14	386	14	342	14	313	14
35 - 44		574	20	567	20	499	20	479	22
45 - 54		522	18	516	18	459	18	433	20
55 - 64		502	17	493	17	436	17	384	18
65 +		786	27	778	27	685	27	502	23
Size of Household :-									
1		929	32	893	31	778	31	575	26
2		1018	35	1007	35	898	36	821	38
3		426	15	421	15	375	15	343	16
4		374	13	370	13	327	13	318	15
5 +		167	6	165	6	146	6	132	6
Average Household Size		2.28		2.29		2.29		2.39	
Children :-									
Without		2202	76	2152	75	1902	75	1618	74
With		712	24	705	25	622	25	572	26
0 - 3		251	9	246	9	214	8	198	9
4 - 9		338	12	336	12	299	12	281	13
10 - 15		369	13	368	13	327	13	301	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2857	100	2524	100
Screen Size :-	Under 20"	1529	54	1369	54
	20 to 29"	1816	64	1588	63
	30" and over	1186	42	1073	43
Household with :-	Single Set	1105	39	968	38
	Two Sets	992	35	875	35
	3 Sets	471	16	421	17
	4 Sets	180	6	163	6
	5+ Sets	108	4	96	4
Recorders :-	With VCR	1583	55	1391	55
	2+ VCR	266	9	239	9
	With PVR	629	22	562	22
	2+ PVR	132	5	118	5
	With DVD-R	535	19	476	19
	2+ DVD-R	54	2	52	2
	With Any Recorder	2109	74	1859	74
	2+ Recorders	777	27	698	28

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5938	100	5273	100
Screen Size :-	Under 20"	2320	39	2077	39
	20 to 29"	2193	37	1907	36
	30" and over	1388	23	1255	24
Recorders :-	VCR connected	1953	33	1724	33
	PVR connected	839	14	753	14
	DVD-R connected	606	10	545	10
	Any recorder	2825	48	2506	48

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6635	100	5787	100	5231	100
Age :-	0 - 3	295	4	252	4	233	4
	4 - 9	453	7	400	7	377	7
	10 - 15	490	7	433	7	396	8
	16 - 19	347	5	302	5	282	5
	20 - 24	368	6	314	5	280	5
	25 - 34	758	11	651	11	611	12
	35 - 44	1008	15	877	15	849	16
	45 - 54	908	14	802	14	755	14
	55 - 64	848	13	741	13	656	13
	65 +	1160	17	1016	18	792	15
Adults :-	Total	5396	100	4703	100	4225	100
	AB	1538	28	1326	28	1264	30
	C1	1728	32	1503	32	1293	31
	C2	1110	21	973	21	896	21
	D	611	11	544	12	506	12
	E	410	8	358	8	266	6

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3221	100	3414	100	2791	100	2996	100
Age :-	0 - 15	631	20	608	18	549	20	535	18
	16 - 24	366	11	349	10	308	11	308	10
	25 - 34	371	12	387	11	315	11	336	11
	35 - 44	488	15	520	15	420	15	457	15
	45 - 54	447	14	462	14	393	14	409	14
	55 - 64	410	13	438	13	357	13	384	13
	65 +	508	16	651	19	448	16	567	19
	Adults :-	Total	2590	100	2806	100	2242	100	2461
AB		763	29	775	28	656	29	670	27
C1		803	31	925	33	694	31	809	33
C2		585	23	525	19	509	23	463	19
D		293	11	317	11	256	11	287	12
E		145	6	264	9	127	6	231	9
Working F/T		1621	63	907	32	1404	63	796	32
Working P/T		98	4	491	18	86	4	431	18
Not Working		871	34	1408	50	752	34	1234	50
Housewives :-		Total	530	100	2384	100	437	100	2087
	Working F/T	245	46	731	31	196	45	640	31
	Working P/T	26	5	467	20	22	5	411	20
	Not Working	258	49	1186	50	218	50	1037	50

ITV North East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1487	100	1462	100	1304	100	
Receiving ITV	1462	98	1462	100	1304	100	
Receiving Any CH4	1460	98	1460	100	1302	100	
Receiving five	1434	96	1434	98	1279	98	
Receiving BBC 1	1462	98	1462	100	1304	100	
Receiving BBC 2	1462	98	1462	100	1304	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1487	100	1462	100	1304	100	1167	100
		100		98		88		78
				100		89		80
Social Class :-								
AB	300	20	296	20	252	19	261	22
C1	376	25	367	25	327	25	303	26
C2	278	19	276	19	246	19	227	19
D	242	16	240	16	218	17	200	17
E	290	20	284	19	261	20	176	15
Housewife Age :-								
Under 25	87	6	82	6	73	6	59	5
25 - 34	212	14	204	14	180	14	174	15
35 - 44	269	18	265	18	239	18	236	20
45 - 54	272	18	269	18	240	18	234	20
55 - 64	268	18	265	18	239	18	228	20
65 +	381	26	378	26	333	26	235	20
Size of Household :-								
1	484	33	469	32	418	32	312	27
2	533	36	528	36	467	36	441	38
3	225	15	222	15	201	15	200	17
4	177	12	175	12	157	12	154	13
5 +	68	5	67	5	60	5	59	5
Average Household Size	2.21		2.22		2.23		2.34	
Children :-								
Without	1127	76	1103	75	979	75	840	72
With	361	24	359	25	324	25	327	28
0 - 3	120	8	119	8	106	8	105	9
4 - 9	164	11	163	11	149	11	146	13
10 - 15	185	12	184	13	167	13	173	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1462	100	1304	100
Screen Size :-	Under 20"	767	52	663	51
	20 to 29"	920	63	819	63
	30" and over	696	48	628	48
Household with :-	Single Set	530	36	482	37
	Two Sets	488	33	438	34
	3 Sets	245	17	213	16
	4 Sets	139	10	119	9
	5+ Sets	59	4	53	4
Recorders :-	With VCR	641	44	569	44
	2+ VCR	126	9	115	9
	With PVR	343	23	311	24
	2+ PVR	61	4	56	4
	With DVD-R	350	24	313	24
	2+ DVD-R	67	5	60	5
	With Any Recorder	996	68	894	69
	2+ Recorders	403	28	363	28

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3048	100	2710	100
Screen Size :-	Under 20"	1153	38	998	37
	20 to 29"	1106	36	990	37
	30" and over	771	25	704	26
Recorders :-	VCR connected	779	26	705	26
	PVR connected	416	14	379	14
	DVD-R connected	437	14	395	15
	Any recorder	1348	44	1229	45

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3294	100	2902	100	2728	100
Age :-	0 - 3	140	4	122	4	123	5
	4 - 9	209	6	190	7	186	7
	10 - 15	234	7	213	7	226	8
	16 - 19	160	5	141	5	131	5
	20 - 24	233	7	198	7	178	7
	25 - 34	383	12	323	11	311	11
	35 - 44	470	14	418	14	417	15
	45 - 54	472	14	418	14	413	15
	55 - 64	436	13	389	13	370	14
	65 +	557	17	489	17	372	14
Adults :-	Total	2711	100	2377	100	2192	100
	AB	595	22	502	21	512	23
	C1	712	26	617	26	585	27
	C2	567	21	504	21	467	21
	D	440	16	396	17	367	17
	E	396	15	358	15	261	12

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1617	100	1676	100	1420	100	1483	100
Age :-	0 - 15	298	18	285	17	267	19	258	17
	16 - 24	205	13	188	11	178	13	162	11
	25 - 34	193	12	190	11	160	11	163	11
	35 - 44	225	14	244	15	200	14	219	15
	45 - 54	235	15	238	14	205	14	212	14
	55 - 64	215	13	221	13	192	14	197	13
	65 +	246	15	311	19	217	15	272	18
Adults :-	Total	1319	100	1392	100	1152	100	1225	100
	AB	296	22	298	21	251	22	252	21
	C1	344	26	368	26	297	26	320	26
	C2	310	24	257	18	274	24	230	19
	D	212	16	228	16	191	17	205	17
	E	156	12	240	17	139	12	218	18
	Working F/T	751	57	423	30	657	57	373	30
	Working P/T	32	2	241	17	29	3	211	17
	Not Working	536	41	728	52	466	40	640	52
	Housewives :-	Total	303	100	1184	100	257	100	1046
Working F/T		124	41	340	29	104	41	301	29
Working P/T		8	3	229	19	7	3	200	19
Not Working		171	56	615	52	146	57	545	52

ITV East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2431	100	2373	100	1976	100	
Receiving ITV	2373	98	2373	100	1976	100	
Receiving Any CH4	2366	97	2366	100	1969	100	
Receiving five	2267	93	2267	96	1875	95	
Receiving BBC 1	2373	98	2373	100	1976	100	
Receiving BBC 2	2373	98	2373	100	1976	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2431	100	2373	100	1976	100	1624	100
		100		98		81		67
				100		83		68
Social Class :-								
AB	528	22	521	22	423	21	373	23
C1	691	28	672	28	559	28	463	28
C2	493	20	486	20	407	21	364	22
D	365	15	352	15	304	15	247	15
E	355	15	342	14	282	14	178	11
Housewife Age :-								
Under 25	125	5	113	5	97	5	75	5
25 - 34	369	15	354	15	299	15	255	16
35 - 44	469	19	461	19	391	20	367	23
45 - 54	443	18	433	18	358	18	327	20
55 - 64	416	17	411	17	346	18	301	19
65 +	610	25	601	25	484	25	299	18
Size of Household :-								
1	742	31	708	30	572	29	356	22
2	878	36	864	36	734	37	651	40
3	348	14	345	15	286	14	270	17
4	323	13	320	14	268	14	243	15
5 +	140	6	137	6	114	6	105	6
Average Household Size	2.30		2.31		2.32		2.46	
Children :-								
Without	1809	74	1757	74	1460	74	1141	70
With	622	26	616	26	516	26	483	30
0 - 3	219	9	215	9	180	9	160	10
4 - 9	284	12	281	12	234	12	217	13
10 - 15	316	13	315	13	264	13	255	16

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2373	100	1976	100
Screen Size :-	Under 20"	1305	55	1095	55
	20 to 29"	1553	65	1292	65
	30" and over	955	40	795	40
Household with :-	Single Set	859	36	703	36
	Two Sets	821	35	693	35
	3 Sets	401	17	337	17
	4 Sets	184	8	156	8
	5+ Sets	108	5	86	4
Recorders :-	With VCR	1243	52	1043	53
	2+ VCR	252	11	216	11
	With PVR	491	21	385	19
	2+ PVR	90	4	70	4
	With DVD-R	400	17	330	17
	2+ DVD-R	40	2	30	2
	With Any Recorder	401	17	337	17
	2+ Recorders	634	27	525	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4965	100	4117	100
Screen Size :-	Under 20"	2026	41	1689	41
	20 to 29"	1820	37	1506	37
	30" and over	1082	22	895	22
Recorders :-	VCR connected	1517	31	1274	31
	PVR connected	626	13	489	12
	DVD-R connected	448	9	366	9
	Any recorder	2186	44	1783	43

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5579	100	4581	100	4002	100
Age :-	0 - 3	262	5	215	5	191	5
	4 - 9	380	7	313	7	291	7
	10 - 15	423	8	352	8	335	8
	16 - 19	279	5	232	5	218	5
	20 - 24	318	6	256	6	219	5
	25 - 34	667	12	546	12	492	12
	35 - 44	840	15	697	15	645	16
	45 - 54	779	14	634	14	584	15
	55 - 64	709	13	596	13	526	13
	65 +	921	17	741	16	502	13
Adults :-	Total	4514	100	3702	100	3185	100
	AB	1066	24	861	23	782	25
	C1	1297	29	1060	29	905	28
	C2	993	22	819	22	737	23
	D	693	15	588	16	506	16
	E	465	10	374	10	255	8

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2757	100	2822	100	2256	100	2326	100
Age :-	0 - 15	546	20	519	18	454	20	426	18
	16 - 24	309	11	288	10	246	11	242	10
	25 - 34	333	12	335	12	271	12	275	12
	35 - 44	418	15	422	15	342	15	355	15
	45 - 54	381	14	398	14	308	14	326	14
	55 - 64	354	13	355	13	296	13	300	13
	65 +	416	15	506	18	339	15	403	17
Adults :-	Total	2211	100	2304	100	1802	100	1900	100
	AB	539	24	527	23	432	24	429	23
	C1	609	28	689	30	492	27	568	30
	C2	535	24	459	20	442	25	376	20
	D	352	16	341	15	294	16	294	15
	E	176	8	289	13	142	8	232	12
	Working F/T	1416	64	760	33	1159	64	632	33
	Working P/T	65	3	389	17	55	3	327	17
	Not Working	730	33	1155	50	588	33	941	50
	Housewives :-	Total	450	100	1981	100	346	100	1629
Working F/T		225	50	623	31	175	51	518	32
Working P/T		15	3	369	19	12	4	310	19
Not Working		210	47	988	50	159	46	801	49

ITV South West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	963	100	941	100	786	100
Receiving ITV	941	98	941	100	786	100
Receiving Any CH4	938	97	938	100	784	100
Receiving five	829	86	829	88	678	86
Receiving BBC 1	941	98	941	100	786	100
Receiving BBC 2	941	98	941	100	786	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	963	100	941	100	786	100	657	100
		100		98		82		68
				100		84		70
Social Class :-								
AB	208	22	205	22	163	21	139	21
C1	263	27	258	27	216	28	177	27
C2	215	22	212	22	176	22	158	24
D	134	14	128	14	107	14	98	15
E	144	15	138	15	123	16	86	13
Housewife Age :-								
Under 25	49	5	45	5	36	5	27	4
25 - 34	115	12	112	12	95	12	81	12
35 - 44	165	17	161	17	133	17	115	17
45 - 54	170	18	165	18	138	18	123	19
55 - 64	183	19	180	19	151	19	134	20
65 +	281	29	277	29	233	30	178	27
Size of Household :-								
1	312	32	299	32	251	32	175	27
2	357	37	352	37	293	37	261	40
3	122	13	120	13	101	13	92	14
4	115	12	114	12	94	12	76	12
5 +	56	6	56	6	47	6	53	8
Average Household Size	2.24		2.26		2.25		2.38	
Children :-								
Without	746	77	726	77	609	77	491	75
With	217	23	214	23	177	23	166	25
0 - 3	77	8	76	8	61	8	56	9
4 - 9	106	11	105	11	88	11	89	14
10 - 15	110	11	109	12	91	12	83	13

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		941	100	786	100
Screen Size :-	Under 20"	553	59	455	58
	20 to 29"	669	71	569	72
	30" and over	322	34	267	34
Household with :-	Single Set	321	34	269	34
	Two Sets	325	35	274	35
	3 Sets	190	20	166	21
	4 Sets	66	7	51	6
	5+ Sets	38	4	26	3
Recorders :-	With VCR	529	56	447	57
	2+ VCR	111	12	94	12
	With PVR	161	17	141	18
	2+ PVR	25	3	22	3
	With DVD-R	182	19	155	20
	2+ DVD-R	14	1	13	2
	With Any Recorder	670	71	570	73
2+ Recorders	261	28	225	29	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1976	100	1642	100
Screen Size :-	Under 20"	852	43	689	42
	20 to 29"	766	39	654	40
	30" and over	353	18	293	18
Recorders :-	VCR connected	658	33	559	34
	PVR connected	185	9	165	10
	DVD-R connected	194	10	167	10
	Any recorder	865	44	742	45

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2159	100	1770	100	1562	100
Age :-	0 - 3	96	4	77	4	73	5
	4 - 9	139	6	115	7	112	7
	10 - 15	151	7	124	7	117	8
	16 - 19	107	5	88	5	82	5
	20 - 24	142	7	114	6	91	6
	25 - 34	221	10	182	10	155	10
	35 - 44	283	13	228	13	204	13
	45 - 54	287	13	235	13	219	14
	55 - 64	308	14	255	14	228	15
	65 +	424	20	352	20	280	18
Adults :-	Total	1772	100	1454	100	1259	100
	AB	401	23	311	21	266	21
	C1	497	28	409	28	334	27
	C2	431	24	360	25	335	27
	D	247	14	203	14	196	16
	E	196	11	171	12	129	10

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1063	100	1096	100	867	100	904	100
Age :-	0 - 15	199	19	187	17	162	19	154	17
	16 - 24	127	12	122	11	103	12	99	11
	25 - 34	115	11	106	10	93	11	88	10
	35 - 44	135	13	148	14	108	12	121	13
	45 - 54	140	13	147	13	114	13	121	13
	55 - 64	153	14	155	14	126	14	129	14
	65 +	194	18	230	21	160	19	191	21
	Adults :-	Total	863	100	909	100	704	100	750
AB		198	23	203	22	154	22	158	21
C1		230	27	268	29	188	27	221	29
C2		231	27	199	22	193	27	167	22
D		123	14	124	14	99	14	105	14
E		82	9	115	13	71	10	99	13
Working F/T		490	57	266	29	396	56	218	29
Working P/T		37	4	150	17	29	4	120	16
Not Working		336	39	492	54	279	40	411	55
Housewives :-		Total	189	100	774	100	151	100	635
	Working F/T	74	39	213	28	58	39	173	27
	Working P/T	11	6	140	18	8	5	111	17
	Not Working	104	55	421	54	85	56	351	55

ITV Ulster

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	693	100	673	100	673	100	
Receiving ITV	673	97	673	100	673	100	
Receiving Any CH4	671	97	671	100	671	100	
Receiving RTE	370	53	370	55	370	55	
Receiving five	623	90	623	93	623	93	
Receiving BBC 1	673	97	673	100	673	100	
Receiving BBC 2	673	97	673	100	673	100	

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

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		673	100	673	100
Screen Size :-	Under 20"	290	43	290	43
	20 to 29"	468	70	468	70
	30" and over	274	41	274	41
Household with :-	Single Set	291	43	291	43
	Two Sets	228	34	228	34
	3 Sets	94	14	94	14
	4 Sets	41	6	41	6
	5+ Sets	19	3	19	3
Recorders :-	With VCR	281	42	281	42
	2+ VCR	39	6	39	6
	With PVR	97	14	97	14
	2+ PVR	20	3	20	3
	With DVD-R	64	9	64	9
	2+ DVD-R	6	1	6	1
	With Any Recorder	370	55	370	55
2+ Recorders	105	16	105	16	

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

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

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

ITV Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	357	100	350	100	315	100	
Receiving ITV	350	98	350	100	315	100	
Receiving Any CH4	349	98	349	100	314	100	
Receiving five	313	88	313	89	281	89	
Receiving BBC 1	350	98	350	100	315	100	
Receiving BBC 2	350	98	350	100	315	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		357	100	350	100	315	100	267	100
			100		98		88		75
					100		90		76
Social Class :-									
AB		74	21	73	21	64	20	55	20
C1		88	25	86	25	77	24	67	25
C2		81	23	80	23	71	23	65	24
D		64	18	62	18	58	18	51	19
E		50	14	49	14	44	14	30	11
Housewife Age :-									
Under 25		14	4	13	4	13	4	9	3
25 - 34		37	10	36	10	33	10	32	12
35 - 44		68	19	67	19	61	19	57	21
45 - 54		76	21	75	21	69	22	62	23
55 - 64		66	18	64	18	58	18	47	18
65 +		96	27	94	27	82	26	60	23
Size of Household :-									
1		115	32	110	32	99	31	72	27
2		129	36	128	37	114	36	98	37
3		51	14	51	14	46	15	42	16
4		43	12	43	12	39	12	38	14
5 +		18	5	18	5	17	5	16	6
Average Household Size		2.23		2.24		2.26		2.37	
Children :-									
Without		273	76	266	76	239	76	198	74
With		84	24	84	24	76	24	69	26
0 - 3		27	8	27	8	24	8	22	8
4 - 9		37	10	37	11	33	11	30	11
10 - 15		47	13	47	13	42	13	40	15

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		350	100	315	100
Screen Size :-	Under 20"	183	52	166	53
	20 to 29"	230	66	208	66
	30" and over	147	42	134	42
Household with :-	Single Set	130	37	116	37
	Two Sets	126	36	113	36
	3 Sets	52	15	48	15
	4 Sets	28	8	25	8
	5+ Sets	15	4	13	4
Recorders :-	With VCR	196	56	182	58
	2+ VCR	35	10	34	11
	With PVR	95	27	80	26
	2+ PVR	18	5	15	5
	With DVD-R	49	14	40	13
	2+ DVD-R	1	0	1	0
	With Any Recorder	271	77	244	78
	2+ Recorders	96	27	86	27

		TV Households		Home ITV Households	
		000's	%	000's	%
Total		734	100	669	100
Screen Size :-	Under 20"	285	39	261	39
	20 to 29"	282	38	254	38
	30" and over	166	23	152	23
Recorders :-	VCR connected	246	33	234	35
	PVR connected	123	17	104	16
	DVD-R connected	49	7	40	6
	Any recorder	366	50	334	50

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		797	100	710	100	631	100
Age :-	0 - 3	32	4	29	4	27	4
	4 - 9	49	6	44	6	41	6
	10 - 15	64	8	58	8	56	9
	16 - 19	40	5	35	5	32	5
	20 - 24	38	5	35	5	29	5
	25 - 34	69	9	62	9	60	10
	35 - 44	117	15	105	15	98	16
	45 - 54	131	16	117	17	110	17
	55 - 64	114	14	101	14	85	14
	65 +	144	18	124	18	93	15
Adults :-	Total	652	100	579	100	508	100
	AB	145	22	127	22	110	22
	C1	162	25	142	25	127	25
	C2	164	25	146	25	137	27
	D	116	18	106	18	94	18
	E	65	10	59	10	41	8

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		391	100	406	100	348	100	362	100
Age :-	0 - 15	77	20	68	17	68	20	62	17
	16 - 24	43	11	34	8	39	11	31	8
	25 - 34	34	9	35	9	31	9	31	9
	35 - 44	55	14	62	15	49	14	55	15
	45 - 54	62	16	68	17	56	16	62	17
	55 - 64	59	15	55	14	52	15	49	13
	65 +	61	16	83	20	52	15	72	20
Adults :-	Total	314	100	338	100	280	100	300	100
	AB	72	23	73	22	64	23	63	21
	C1	73	23	89	26	63	23	79	26
	C2	88	28	76	22	79	28	67	22
	D	56	18	60	18	51	18	55	18
	E	25	8	40	12	23	8	36	12
	Working F/T	193	61	103	31	175	62	93	31
	Working P/T	9	3	66	20	8	3	59	20
	Not Working	112	36	168	50	97	35	148	49
	Housewives :-	Total	61	100	296	100	52	100	263
Working F/T		26	43	86	29	23	44	77	29
Working P/T		3	4	63	21	2	4	56	21
Not Working		32	53	147	50	27	52	129	49

ITV West

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	1384	100	1357	100	1101	100
Receiving ITV	1357	98	1357	100	1101	100
Receiving Any CH4	1352	98	1352	100	1097	100
Receiving five	1289	93	1289	95	1045	95
Receiving BBC 1	1357	98	1357	100	1101	100
Receiving BBC 2	1357	98	1357	100	1101	100

Table 2		Analysis of Households							
	All Households		TV Households		Home ITV Households				
					Total		Multichannel		
	000's	%	000's	%	000's	%	000's	%	
Total	1384	100	1357	100	1101	100	924	100	
		100		98		80		67	
				100		81		68	
Social Class :-									
AB	278	20	275	20	228	21	189	20	
C1	414	30	405	30	333	30	294	32	
C2	295	21	290	21	237	22	215	23	
D	228	16	223	16	178	16	143	15	
E	170	12	163	12	124	11	83	9	
Housewife Age :-									
Under 25	74	5	70	5	51	5	38	4	
25 - 34	210	15	205	15	167	15	142	15	
35 - 44	276	20	269	20	221	20	225	24	
45 - 54	249	18	245	18	200	18	185	20	
55 - 64	230	17	227	17	183	17	155	17	
65 +	345	25	341	25	279	25	178	19	
Size of Household :-									
1	435	31	419	31	335	30	231	25	
2	500	36	493	36	405	37	339	37	
3	201	15	200	15	161	15	153	17	
4	171	12	169	12	138	13	145	16	
5 +	78	6	76	6	62	6	55	6	
Average Household Size	2.26		2.28		2.28		2.43		
Children :-									
Without	1046	76	1021	75	833	76	654	71	
With	338	24	335	25	268	24	270	29	
0 - 3	117	8	116	9	92	8	88	10	
4 - 9	155	11	154	11	122	11	117	13	
10 - 15	176	13	174	13	140	13	146	16	

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1357	100	1101	100
Screen Size :-	Under 20"	732	54	614	56
	20 to 29"	889	66	720	65
	30" and over	479	35	386	35
Household with :-	Single Set	556	41	447	41
	Two Sets	459	34	372	34
	3 Sets	197	15	161	15
	4 Sets	94	7	81	7
	5+ Sets	51	4	40	4
Recorders :-	With VCR	596	44	490	45
	2+ VCR	99	7	87	8
	With PVR	271	20	232	21
	2+ PVR	30	2	24	2
	With DVD-R	246	18	221	20
	2+ DVD-R	15	1	14	1
	With Any Recorder	868	64	725	66
	2+ Recorders	286	21	245	22

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2758	100	2257	100
Screen Size :-	Under 20"	1102	40	920	41
	20 to 29"	1077	39	880	39
	30" and over	547	20	442	20
Recorders :-	VCR connected	722	26	607	27
	PVR connected	313	11	265	12
	DVD-R connected	264	10	238	11
	Any recorder	1082	39	916	41

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3134	100	2510	100	2245	100
Age :-	0 - 3	139	4	110	4	105	5
	4 - 9	199	6	158	6	152	7
	10 - 15	240	8	192	8	200	9
	16 - 19	159	5	126	5	117	5
	20 - 24	193	6	146	6	135	6
	25 - 34	370	12	293	12	254	11
	35 - 44	478	15	388	15	385	17
	45 - 54	436	14	353	14	331	15
	55 - 64	391	12	315	13	264	12
	65 +	528	17	430	17	302	13
Adults :-	Total	2557	100	2050	100	1787	100
	AB	547	21	451	22	394	22
	C1	776	30	632	31	565	32
	C2	598	23	485	24	445	25
	D	409	16	317	15	273	15
	E	227	9	165	8	110	6

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1535	100	1599	100	1228	100	1282	100
Age :-	0 - 15	298	19	280	17	238	19	221	17
	16 - 24	178	12	174	11	137	11	135	10
	25 - 34	185	12	186	12	146	12	147	11
	35 - 44	232	15	246	15	188	15	200	16
	45 - 54	212	14	224	14	170	14	183	14
	55 - 64	193	13	199	12	155	13	160	12
	65 +	237	15	291	18	193	16	237	18
Adults :-	Total	1237	100	1320	100	989	100	1061	100
	AB	269	22	278	21	223	23	228	21
	C1	364	29	412	31	295	30	337	32
	C2	318	26	280	21	256	26	229	22
	D	193	16	216	16	148	15	170	16
	E	93	8	134	10	68	7	97	9
	Working F/T	737	60	412	31	598	60	324	31
	Working P/T	43	3	240	18	34	3	209	20
	Not Working	457	37	667	51	358	36	528	50
Housewives :-	Total	256	100	1128	100	194	100	907	100
	Working F/T	106	42	345	31	81	42	269	30
	Working P/T	12	5	226	20	9	5	198	22
	Not Working	138	54	557	49	104	54	441	49

ITV Wales

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	1318	100	1290	100	1167	100	
Receiving ITV	1290	98	1290	100	1167	100	
Receiving Any CH4	1288	98	1288	100	1166	100	
Receiving S4C	1153	87	1153	89	1137	97	
Receiving five	1185	90	1185	92	1067	91	
Receiving BBC 1	1290	98	1290	100	1167	100	
Receiving BBC 2	1290	98	1290	100	1167	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	1318	100	1290	100	1167	100	1024	100
		100		98		89		78
				100		90		79
Social Class :-								
AB	208	16	204	16	180	15	165	16
C1	348	26	340	26	308	26	271	26
C2	299	23	295	23	273	23	257	25
D	220	17	216	17	196	17	177	17
E	243	18	235	18	210	18	155	15
Housewife Age :-								
Under 25	76	6	71	6	64	6	56	5
25 - 34	174	13	168	13	154	13	145	14
35 - 44	243	18	237	18	217	19	202	20
45 - 54	236	18	231	18	207	18	196	19
55 - 64	237	18	234	18	212	18	191	19
65 +	352	27	348	27	311	27	234	23
Size of Household :-								
1	414	31	398	31	357	31	268	26
2	461	35	455	35	412	35	374	37
3	204	15	202	16	183	16	175	17
4	163	12	162	13	147	13	143	14
5 +	75	6	74	6	68	6	64	6
Average Household Size	2.28		2.29		2.30		2.40	
Children :-								
Without	985	75	961	74	864	74	735	72
With	333	25	330	26	302	26	289	28
0 - 3	110	8	108	8	100	9	94	9
4 - 9	153	12	151	12	140	12	137	13
10 - 15	176	13	175	14	159	14	152	15

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		1290	100	1167	100
Screen Size :-	Under 20"	661	51	607	52
	20 to 29"	868	67	781	67
	30" and over	521	40	476	41
Household with :-	Single Set	469	36	416	36
	Two Sets	479	37	435	37
	3 Sets	220	17	201	17
	4 Sets	80	6	76	7
	5+ Sets	42	3	39	3
Recorders :-	With VCR	620	48	575	49
	2+ VCR	82	6	73	6
	With PVR	252	20	234	20
	2+ PVR	45	3	41	4
	With DVD-R	148	12	142	12
	2+ DVD-R	10	1	10	1
	With Any Recorder	826	64	762	65
	2+ Recorders	265	21	250	21

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2673	100	2433	100
Screen Size :-	Under 20"	975	36	893	37
	20 to 29"	1065	40	958	39
	30" and over	604	23	552	23
Recorders :-	VCR connected	722	27	664	27
	PVR connected	312	12	287	12
	DVD-R connected	161	6	154	6
	Any recorder	1023	38	938	39

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		3003	100	2680	100	2458	100
Age :-	0 - 3	127	4	115	4	109	4
	4 - 9	199	7	183	7	177	7
	10 - 15	234	8	211	8	199	8
	16 - 19	163	5	148	6	140	6
	20 - 24	197	7	167	6	155	6
	25 - 34	330	11	292	11	276	11
	35 - 44	418	14	374	14	355	14
	45 - 54	407	14	362	14	345	14
	55 - 64	402	13	359	13	331	13
	65 +	527	18	469	17	369	15
Adults :-	Total	2444	100	2172	100	1972	100
	AB	407	17	355	16	333	17
	C1	669	27	591	27	533	27
	C2	603	25	553	25	531	27
	D	428	18	380	18	348	18
	E	336	14	292	13	227	12

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		1469	100	1534	100	1311	100	1369	100
Age :-	0 - 15	289	20	270	18	262	20	247	18
	16 - 24	181	12	179	12	160	12	155	11
	25 - 34	166	11	164	11	143	11	149	11
	35 - 44	200	14	218	14	179	14	195	14
	45 - 54	199	14	208	14	178	14	184	13
	55 - 64	198	13	203	13	177	13	183	13
	65 +	236	16	291	19	212	16	257	19
Adults :-	Total	1180	100	1264	100	1049	100	1123	100
	AB	200	17	207	16	175	17	180	16
	C1	316	27	353	28	280	27	311	28
	C2	323	27	280	22	295	28	257	23
	D	207	18	221	17	185	18	196	17
	E	134	11	202	16	114	11	178	16
	Working F/T	663	56	408	32	591	56	369	33
	Working P/T	34	3	164	13	29	3	141	13
	Not Working	483	41	692	55	429	41	613	55
Housewives :-	Total	254	100	1064	100	217	100	950	100
	Working F/T	97	38	341	32	83	38	311	33
	Working P/T	8	3	149	14	7	3	129	14
	Not Working	149	59	574	54	127	58	510	54

ITV South & South East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2851	100	2796	100	2463	100	
Receiving ITV	2796	98	2796	100	2463	100	
Receiving Any CH4	2791	98	2791	100	2458	100	
Receiving five	2582	91	2582	92	2269	92	
Receiving BBC 1	2796	98	2796	100	2463	100	
Receiving BBC 2	2796	98	2796	100	2463	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2851	100	2796	100	2463	100	2147	100
		100		98		86		75
				100		88		77
Social Class :-								
AB	767	27	757	27	658	27	615	29
C1	897	31	877	31	772	31	646	30
C2	538	19	530	19	465	19	424	20
D	335	12	327	12	295	12	266	12
E	315	11	306	11	273	11	196	9
Housewife Age :-								
Under 25	124	4	114	4	101	4	77	4
25 - 34	394	14	378	14	333	14	307	14
35 - 44	561	20	553	20	486	20	470	22
45 - 54	510	18	504	18	447	18	421	20
55 - 64	490	17	481	17	424	17	377	18
65 +	773	27	765	27	673	27	495	23
Size of Household :-								
1	913	32	878	31	764	31	570	27
2	993	35	983	35	873	35	804	37
3	417	15	411	15	366	15	336	16
4	365	13	361	13	317	13	308	14
5 +	164	6	162	6	143	6	129	6
Average Household Size	2.28		2.29		2.29		2.40	
Children :-								
Without	2154	76	2106	75	1856	75	1587	74
With	697	24	690	25	607	25	560	26
0 - 3	247	9	242	9	210	9	195	9
4 - 9	331	12	330	12	292	12	276	13
10 - 15	361	13	359	13	319	13	293	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2857	100	2524	100
Screen Size :-	Under 20"	1526	53	1367	54
	20 to 29"	1820	64	1592	63
	30" and over	1178	41	1065	42
Household with :-	Single Set	1115	39	978	39
	Two Sets	991	35	874	35
	3 Sets	466	16	417	17
	4 Sets	178	6	161	6
	5+ Sets	107	4	94	4
Recorders :-	With VCR	1585	55	1393	55
	2+ VCR	263	9	236	9
	With PVR	616	22	549	22
	2+ PVR	126	4	112	4
	With DVD-R	535	19	476	19
	2+ DVD-R	54	2	52	2
	With Any Recorder	2106	74	1855	74
	2+ Recorders	768	27	690	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5938	100	5273	100
Screen Size :-	Under 20"	2320	39	2077	39
	20 to 29"	2204	37	1917	36
	30" and over	1376	23	1243	24
Recorders :-	VCR connected	1959	33	1729	33
	PVR connected	818	14	732	14
	DVD-R connected	609	10	548	10
	Any recorder	2819	47	2499	47

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		6488	100	5643	100	5118	100
Age :-	0 - 3	290	4	247	4	230	4
	4 - 9	445	7	391	7	371	7
	10 - 15	479	7	422	7	386	8
	16 - 19	337	5	293	5	272	5
	20 - 24	360	6	306	5	273	5
	25 - 34	742	11	636	11	600	12
	35 - 44	984	15	853	15	831	16
	45 - 54	887	14	781	14	734	14
	55 - 64	826	13	720	13	643	13
	65 +	1138	18	994	18	778	15
Adults :-	Total	5275	100	4583	100	4131	100
	AB	1495	28	1283	28	1224	30
	C1	1688	32	1463	32	1263	31
	C2	1094	21	957	21	886	21
	D	597	11	531	12	500	12
	E	401	8	349	8	259	6

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3146	100	3342	100	2718	100	2925	100
Age :-	0 - 15	618	20	596	18	537	20	524	18
	16 - 24	356	11	341	10	299	11	301	10
	25 - 34	364	12	379	11	308	11	328	11
	35 - 44	476	15	508	15	407	15	446	15
	45 - 54	436	14	451	13	383	14	398	14
	55 - 64	400	13	426	13	348	13	372	13
	65 +	496	16	641	19	436	16	557	19
Adults :-	Total	2529	100	2746	100	2181	100	2402	100
	AB	741	29	754	27	634	29	650	27
	C1	783	31	904	33	674	31	789	33
	C2	576	23	518	19	501	23	457	19
	D	286	11	311	11	250	11	281	12
	E	142	6	259	9	123	6	226	9
	Working F/T	1580	62	881	32	1364	63	771	32
	Working P/T	95	4	480	17	83	4	420	18
	Not Working	853	34	1385	50	734	34	1211	50
Housewives :-	Total	519	100	2332	100	426	100	2037	100
	Working F/T	239	46	710	30	190	45	619	30
	Working P/T	26	5	456	20	21	5	400	20
	Not Working	254	49	1167	50	215	50	1018	50

ITV Channel Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	62	100	61	100	61	100	
Receiving ITV	61	98	61	100	61	100	
Receiving Any CH4	61	98	61	100	61	100	
Receiving five	47	76	47	77	47	77	
Receiving BBC 1	61	98	61	100	61	100	
Receiving BBC 2	61	98	61	100	61	100	

		Analysis of Households							
		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		62	100	61	100	61	100	43	100
			100		98		98		69
					100		100		70
Social Class :-									
AB		21	33	20	34	20	34	18	41
C1		20	32	20	33	20	33	13	32
C2		7	12	7	12	7	12	5	11
D		8	13	7	12	7	12	3	7
E		6	10	6	10	6	10	4	9
Housewife Age :-									
Under 25		2	4	2	3	2	3	0	0
25 - 34		9	15	9	14	9	14	6	15
35 - 44		13	22	13	22	13	22	10	22
45 - 54		12	19	12	20	12	20	12	29
55 - 64		12	20	12	20	12	20	7	17
65 +		13	20	13	21	13	21	7	17
Size of Household :-									
1		15	25	15	24	15	24	6	13
2		25	40	24	40	24	40	17	40
3		10	16	9	16	9	16	7	17
4		9	15	9	15	9	15	10	22
5 +		3	5	3	5	3	5	3	8
Average Household Size		2.36		2.37		2.37		2.76	
Children :-									
Without		47	76	46	76	46	76	31	73
With		15	24	14	24	14	24	11	27
0 - 3		4	7	4	7	4	7	2	5
4 - 9		7	11	7	11	7	11	5	11
10 - 15		8	14	8	14	8	14	8	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		61	100	61	100
Screen Size :-	Under 20"	35	58	35	58
	20 to 29"	35	57	35	57
	30" and over	34	55	34	55
Household with :-	Single Set	13	22	13	22
	Two Sets	23	37	23	37
	3 Sets	14	24	14	24
	4 Sets	6	10	6	10
	5+ Sets	4	7	4	7
Recorders :-	With VCR	32	52	32	52
	2+ VCR	8	13	8	13
	With PVR	27	44	27	44
	2+ PVR	9	14	14	14
	With DVD-R	11	19	11	19
	2+ DVD-R	1	1	1	1
	With Any Recorder	48	80	48	80
	2+ Recorders	25	42	25	42

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		146	100	146	100
Screen Size :-	Under 20"	57	39	57	39
	20 to 29"	43	29	43	29
	30" and over	46	31	46	31
Recorders :-	VCR connected	43	29	43	29
	PVR connected	42	29	42	29
	DVD-R connected	12	8	12	8
	Any recorder	76	52	76	52

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		146	100	144	100	118	100
Age :-	0 - 3	5	3	5	3	3	2
	4 - 9	9	6	9	6	6	5
	10 - 15	11	7	11	8	11	9
	16 - 19	9	6	9	6	11	10
	20 - 24	8	5	7	5	7	6
	25 - 34	15	11	15	10	11	9
	35 - 44	24	17	24	17	19	16
	45 - 54	22	15	21	15	22	19
	55 - 64	21	15	21	15	14	12
	65 +	22	15	22	15	14	12
Adults :-	Total	122	100	120	100	98	100
	AB	43	35	42	35	41	42
	C1	41	33	40	34	31	32
	C2	16	13	16	13	11	11
	D	14	11	13	11	7	7
	E	9	7	9	7	7	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		74	100	72	100	73	100	71	100
Age :-	0 - 15	13	17	12	16	13	18	11	16
	16 - 24	10	13	8	11	9	12	7	10
	25 - 34	7	10	8	11	7	10	8	11
	35 - 44	13	17	12	16	13	17	12	16
	45 - 54	10	14	11	16	10	14	11	16
	55 - 64	9	13	12	17	9	13	12	17
	65 +	12	16	10	14	12	16	10	14
Adults :-	Total	61	100	61	100	60	100	59	100
	AB	22	36	21	34	22	36	20	34
	C1	20	32	21	34	20	33	20	34
	C2	9	14	7	12	9	14	7	12
	D	7	11	7	11	6	11	6	10
	E	4	6	5	9	4	6	5	9
	Working F/T	41	67	26	43	40	66	25	42
	Working P/T	3	4	11	18	3	4	11	19
	Not Working	18	29	23	38	18	29	23	39
Housewives :-	Total	11	100	51	100	10	100	50	100
	Working F/T	6	59	21	42	6	58	20	41
	Working P/T	1	6	11	20	1	6	11	21
	Not Working	4	35	20	38	4	36	19	38

ITV Meridian / Anglia

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	5211	100	5097	100	4496	100
Receiving ITV	5097	98	5097	100	4496	100
Receiving Any CH4	5085	98	5085	100	4484	100
Receiving five	4764	91	4764	93	4191	93
Receiving BBC 1	5097	98	5097	100	4496	100
Receiving BBC 2	5097	98	5097	100	4496	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5211	100	5097	100	4496	100	3811	100
		100		98		86		73
				100		88		75
Social Class :-								
AB	1283	25	1266	25	1100	24	1005	26
C1	1566	30	1526	30	1352	30	1122	29
C2	1012	19	997	20	879	20	792	21
D	693	13	673	13	606	13	516	14
E	657	13	635	12	559	12	377	10
Housewife Age :-								
Under 25	246	5	224	4	199	4	152	4
25 - 34	754	14	722	14	640	14	568	15
35 - 44	1018	20	1003	20	889	20	845	22
45 - 54	941	18	927	18	817	18	760	20
55 - 64	896	17	882	17	782	17	685	18
65 +	1356	26	1339	26	1169	26	801	21
Size of Household :-								
1	1623	31	1554	30	1350	30	931	24
2	1855	36	1830	36	1631	36	1471	39
3	755	14	746	15	661	15	613	16
4	680	13	674	13	594	13	560	15
5 +	298	6	293	6	259	6	236	6
Average Household Size	2.29		2.30		2.30		2.42	
Children :-								
Without	3911	75	3810	75	3360	75	2758	72
With	1300	25	1287	25	1135	25	1053	28
0 - 3	456	9	447	9	393	9	357	9
4 - 9	606	12	602	12	533	12	497	13
10 - 15	669	13	666	13	590	13	555	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5097	100	4496	100
Screen Size :-	Under 20"	2766	54	2462	55
	20 to 29"	3283	64	2879	64
	30" and over	2085	41	1868	42
Household with :-	Single Set	1915	38	1669	37
	Two Sets	1767	35	1567	35
	3 Sets	849	17	759	17
	4 Sets	357	7	318	7
	5+ Sets	209	4	183	4
Recorders :-	With VCR	2754	54	2432	54
	2+ VCR	506	10	454	10
	With PVR	1081	21	946	21
	2+ PVR	215	4	187	4
	With DVD-R	901	18	807	18
	2+ DVD-R	93	2	82	2
	With Any Recorder	3664	72	3217	72
	2+ Recorders	1368	27	1223	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10613	100	9379	100
Screen Size :-	Under 20"	4237	40	3759	40
	20 to 29"	3901	37	3410	36
	30" and over	2401	23	2147	23
Recorders :-	VCR connected	3381	32	2992	32
	PVR connected	1412	13	1238	13
	DVD-R connected	1021	10	915	10
	Any recorder	4865	46	4280	46

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11911	100	10357	100	9222	100
Age :-	0 - 3	540	5	465	4	422	5
	4 - 9	811	7	711	7	667	7
	10 - 15	892	7	783	8	728	8
	16 - 19	612	5	533	5	501	5
	20 - 24	668	6	569	5	498	5
	25 - 34	1393	12	1196	12	1102	12
	35 - 44	1803	15	1572	15	1492	16
	45 - 54	1647	14	1435	14	1338	15
	55 - 64	1520	13	1336	13	1181	13
	65 +	2025	17	1756	17	1293	14
Adults :-	Total	9668	100	8397	100	7405	100
	AB	2539	26	2184	26	2043	28
	C1	2950	31	2563	31	2197	30
	C2	2050	21	1789	21	1632	22
	D	1280	13	1130	13	1013	14
	E	849	9	730	9	520	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5828	100	6083	100	5041	100	5316	100
Age :-	0 - 15	1143	20	1100	18	1001	20	959	18
	16 - 24	659	11	622	10	553	11	549	10
	25 - 34	688	12	705	12	586	12	610	11
	35 - 44	884	15	919	15	761	15	811	15
	45 - 54	807	14	840	14	701	14	734	14
	55 - 64	745	13	775	13	653	13	683	13
	65 +	903	15	1122	18	787	16	969	18
	Adults :-	Total	4685	100	4983	100	4040	100	4357
AB		1270	27	1270	25	1086	27	1098	25
C1		1375	29	1575	32	1186	29	1378	32
C2		1093	23	957	19	950	24	839	19
D		633	14	647	13	550	14	581	13
E		314	7	535	11	268	7	462	11
Working F/T		2962	63	1630	33	2561	63	1427	33
Working P/T		160	3	859	17	140	3	757	17
Not Working		1562	33	2494	50	1339	33	2173	50
Housewives :-		Total	954	100	4257	100	783	100	3713
	Working F/T	458	48	1326	31	372	47	1157	31
	Working P/T	40	4	816	19	34	4	720	19
	Not Working	456	48	2114	50	377	48	1836	49

ITV Granada / Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3577	100	3514	100	3274	100	
Receiving ITV	3514	98	3514	100	3274	100	
Receiving Any CH4	3504	98	3504	100	3265	100	
Receiving five	3396	95	3396	97	3174	97	
Receiving BBC 1	3514	98	3514	100	3274	100	
Receiving BBC 2	3514	98	3514	100	3274	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3577	100	3514	100	3274	100	2812	100
		100		98		92		79
				100		93		80
Social Class :-								
AB	619	17	610	17	567	17	488	17
C1	966	27	948	27	884	27	786	28
C2	704	20	697	20	646	20	589	21
D	563	16	552	16	516	16	451	16
E	726	20	707	20	661	20	498	18
Housewife Age :-								
Under 25	239	7	229	7	220	7	212	8
25 - 34	520	15	507	14	475	14	428	15
35 - 44	679	19	667	19	626	19	594	21
45 - 54	640	18	630	18	587	18	532	19
55 - 64	595	17	588	17	540	17	465	17
65 +	903	25	894	25	826	25	581	21
Size of Household :-								
1	1201	34	1161	33	1068	33	745	26
2	1192	33	1179	34	1103	34	1015	36
3	557	16	554	16	524	16	489	17
4	435	12	431	12	402	12	392	14
5 +	192	5	189	5	177	5	171	6
Average Household Size	2.24		2.25		2.26		2.39	
Children :-								
Without	2669	75	2616	74	2428	74	2008	71
With	908	25	898	26	846	26	803	29
0 - 3	307	9	303	9	286	9	269	10
4 - 9	427	12	421	12	396	12	372	13
10 - 15	457	13	454	13	425	13	411	15

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3514	100	3274	100
Screen Size :-	Under 20"	1681	48	1569	48
	20 to 29"	2292	65	2125	65
	30" and over	1568	45	1467	45
Household with :-	Single Set	1293	37	1188	36
	Two Sets	1293	37	1221	37
	3 Sets	579	16	549	17
	4 Sets	237	7	215	7
	5+ Sets	113	3	100	3
Recorders :-	With VCR	1267	36	1188	36
	2+ VCR	184	5	172	5
	With PVR	828	24	762	23
	2+ PVR	215	6	204	6
	With DVD-R	556	16	531	16
	2+ DVD-R	76	2	75	2
	With Any Recorder	2082	59	1932	59
2+ Recorders	744	21	712	22	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7342	100	6850	100
Screen Size :-	Under 20"	2565	35	2385	35
	20 to 29"	2850	39	2650	39
	30" and over	1798	24	1686	25
Recorders :-	VCR connected	1546	21	1449	21
	PVR connected	1138	15	1056	15
	DVD-R connected	666	9	640	9
	Any recorder	2852	39	2666	39

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		8030	100	7405	100	6728	100
Age :-	0 - 3	360	4	336	5	325	5
	4 - 9	561	7	520	7	496	7
	10 - 15	602	8	560	8	541	8
	16 - 19	434	5	402	5	381	6
	20 - 24	527	7	485	7	451	7
	25 - 34	956	12	877	12	801	12
	35 - 44	1186	15	1096	15	1049	16
	45 - 54	1100	14	1017	14	951	14
	55 - 64	1005	13	917	12	819	12
	65 +	1298	16	1196	16	915	14
Adults :-	Total	6507	100	5988	100	5367	100
	AB	1228	19	1134	19	1005	19
	C1	1826	28	1682	28	1544	29
	C2	1416	22	1298	22	1212	23
	D	1038	16	953	16	872	16
	E	999	15	921	15	734	14

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3939	100	4091	100	3633	100	3772	100
Age :-	0 - 15	785	20	738	18	733	20	683	18
	16 - 24	490	12	470	12	451	12	436	12
	25 - 34	477	12	480	12	436	12	440	12
	35 - 44	582	15	603	15	535	15	561	15
	45 - 54	538	14	562	14	497	14	520	14
	55 - 64	496	13	509	12	453	12	464	12
	65 +	570	14	728	18	528	15	668	18
	Adults :-	Total	3154	100	3352	100	2899	100	3089
AB		619	20	609	18	574	20	561	18
C1		862	27	964	29	790	27	892	29
C2		767	24	649	19	703	24	595	19
D		513	16	525	16	472	16	480	16
E		393	12	605	18	360	12	561	18
Working F/T		1854	59	1122	33	1707	59	1034	33
Working P/T		104	3	489	15	98	3	456	15
Not Working		1197	38	1741	52	1095	38	1600	52
Housewives :-		Total	874	100	2703	100	795	100	2479
	Working F/T	402	46	865	32	370	47	793	32
	Working P/T	26	3	429	16	24	3	398	16
	Not Working	447	51	1409	52	401	50	1288	52

ITV Yorkshire / Tyne Tees

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	4244	100	4156	100	3806	100	
Receiving ITV	4156	98	4156	100	3806	100	
Receiving Any CH4	4149	98	4149	100	3800	100	
Receiving five	4056	96	4056	98	3720	98	
Receiving BBC 1	4156	98	4156	100	3806	100	
Receiving BBC 2	4156	98	4156	100	3806	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	4244	100	4156	100	3806	100	3316	100
		100		98		90		78
				100		92		80
Social Class :-								
AB	744	18	731	18	668	18	646	19
C1	1091	26	1064	26	973	26	912	28
C2	864	20	855	21	783	21	701	21
D	744	18	729	18	666	18	566	17
E	802	19	777	19	716	19	490	15
Housewife Age :-								
Under 25	259	6	246	6	225	6	193	6
25 - 34	625	15	597	14	553	15	504	15
35 - 44	809	19	794	19	725	19	689	21
45 - 54	766	18	754	18	690	18	645	19
55 - 64	728	17	720	17	664	17	600	18
65 +	1057	25	1046	25	949	25	685	21
Size of Household :-								
1	1343	32	1283	31	1174	31	830	25
2	1498	35	1482	36	1359	36	1235	37
3	659	16	652	16	596	16	584	18
4	512	12	509	12	469	12	477	14
5 +	232	5	229	6	209	5	190	6
Average Household Size	2.27		2.28		2.28		2.41	
Children :-								
Without	3180	75	3100	75	2836	75	2360	71
With	1064	25	1055	25	971	25	956	29
0 - 3	371	9	367	9	339	9	334	10
4 - 9	490	12	485	12	448	12	443	13
10 - 15	552	13	548	13	502	13	494	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4156	100	3806	100
Screen Size :-	Under 20"	2305	55	2135	56
	20 to 29"	2640	64	2399	63
	30" and over	1865	45	1726	45
Household with :-	Single Set	1395	34	1264	33
	Two Sets	1485	36	1373	36
	3 Sets	722	17	660	17
	4 Sets	375	9	344	9
	5+ Sets	179	4	166	4
Recorders :-	With VCR	2046	49	1872	49
	2+ VCR	424	10	386	10
	With PVR	910	22	851	22
	2+ PVR	190	5	172	5
	With DVD-R	867	21	793	21
	2+ DVD-R	128	3	119	3
	With Any Recorder	2905	70	2651	70
	2+ Recorders	1178	28	1087	29

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8903	100	8174	100
Screen Size :-	Under 20"	3540	40	3256	40
	20 to 29"	3227	36	2939	36
	30" and over	2073	23	1920	23
Recorders :-	VCR connected	2547	29	2338	29
	PVR connected	1161	13	1081	13
	DVD-R connected	1020	11	940	11
	Any recorder	3940	44	3619	44

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		9621	100	8679	100	7983	100
Age :-	0 - 3	435	5	396	5	391	5
	4 - 9	624	6	569	7	553	7
	10 - 15	729	8	661	8	650	8
	16 - 19	512	5	465	5	439	6
	20 - 24	668	7	593	7	540	7
	25 - 34	1140	12	1019	12	949	12
	35 - 44	1402	15	1258	14	1214	15
	45 - 54	1333	14	1203	14	1143	14
	55 - 64	1222	13	1116	13	1021	13
	65 +	1556	16	1400	16	1081	14
Adults :-	Total	7833	100	7054	100	6388	100
	AB	1501	19	1349	19	1323	21
	C1	2069	26	1855	26	1771	28
	C2	1771	23	1607	23	1460	23
	D	1403	18	1264	18	1109	17
	E	1089	14	980	14	724	11

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		4735	100	4886	100	4253	100	4426	100
Age :-	0 - 15	914	19	873	18	829	19	797	18
	16 - 24	607	13	573	12	546	13	513	12
	25 - 34	570	12	570	12	503	12	515	12
	35 - 44	687	15	716	15	611	14	648	15
	45 - 54	659	14	673	14	594	14	609	14
	55 - 64	602	13	620	13	548	13	568	13
	65 +	696	15	860	18	623	15	777	18
	Adults :-	Total	3820	100	4013	100	3425	100	3629
AB		746	20	755	19	668	20	680	19
C1		994	26	1075	27	885	26	970	27
C2		956	25	814	20	866	25	741	20
D		694	18	709	18	624	18	640	18
E		430	11	660	16	382	11	598	16
Working F/T		2242	59	1271	32	2009	59	1144	32
Working P/T		104	3	671	17	94	3	613	17
Not Working		1474	39	2071	52	1321	39	1872	52
Housewives :-		Total	855	100	3389	100	736	100	3071
	Working F/T	366	43	1032	30	319	43	926	30
	Working P/T	25	3	630	19	22	3	576	19
	Not Working	464	54	1727	51	395	54	1569	51

ITV Granada North

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	7759	100	7609	100	7075	100	
Receiving ITV	7609	98	7609	100	7075	100	
Receiving Any CH4	7592	98	7592	100	7059	100	
Receiving five	7399	95	7399	97	6889	97	
Receiving BBC 1	7609	98	7609	100	7075	100	
Receiving BBC 2	7609	98	7609	100	7075	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7759	100	7609	100	7075	100	6124	100
		100		98		91		79
				100		93		80
Social Class :-								
AB	1351	17	1329	17	1234	17	1133	19
C1	2043	26	2000	26	1855	26	1698	28
C2	1554	20	1538	20	1427	20	1289	21
D	1295	17	1270	17	1181	17	1016	17
E	1516	20	1473	19	1377	19	988	16
Housewife Age :-								
Under 25	495	6	472	6	445	6	405	7
25 - 34	1136	15	1094	14	1026	15	931	15
35 - 44	1479	19	1451	19	1350	19	1282	21
45 - 54	1392	18	1371	18	1276	18	1176	19
55 - 64	1313	17	1297	17	1204	17	1065	17
65 +	1943	25	1923	25	1773	25	1264	21
Size of Household :-								
1	2524	33	2426	32	2241	32	1574	26
2	2670	34	2642	35	2459	35	2248	37
3	1205	16	1196	16	1119	16	1073	18
4	939	12	932	12	870	12	867	14
5 +	420	5	413	5	385	5	361	6
Average Household Size	2.26		2.27		2.27		2.40	
Children :-								
Without	5802	75	5670	75	5260	74	4366	71
With	1957	25	1939	25	1815	26	1758	29
0 - 3	671	9	664	9	624	9	602	10
4 - 9	911	12	900	12	844	12	814	13
10 - 15	1001	13	994	13	927	13	904	15

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7609	100	7075	100
Screen Size :-	Under 20"	3956	52	3700	52
	20 to 29"	4891	64	4519	64
	30" and over	3411	45	3192	45
Household with :-	Single Set	2666	35	2452	35
	Two Sets	2755	36	2592	37
	3 Sets	1292	17	1208	17
	4 Sets	607	8	558	8
	5+ Sets	289	4	265	4
Recorders :-	With VCR	3285	43	3059	43
	2+ VCR	601	8	559	8
	With PVR	1726	23	1611	23
	2+ PVR	401	5	376	5
	With DVD-R	1409	19	1323	19
	2+ DVD-R	202	3	194	3
	With Any Recorder	4948	65	4580	65
	2+ Recorders	1903	25	1798	25

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		16117	100	15008	100
Screen Size :-	Under 20"	6057	38	5641	38
	20 to 29"	6022	37	5576	37
	30" and over	3847	24	3604	24
Recorders :-	VCR connected	4059	25	3788	25
	PVR connected	2280	14	2134	14
	DVD-R connected	1673	10	1581	11
	Any recorder	6739	42	6284	42

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		17501	100	16070	100	14701	100
Age :-	0 - 3	786	4	732	5	715	5
	4 - 9	1176	7	1088	7	1049	7
	10 - 15	1321	8	1220	8	1190	8
	16 - 19	935	5	865	5	820	6
	20 - 24	1185	7	1078	7	991	7
	25 - 34	2080	12	1892	12	1747	12
	35 - 44	2572	15	2353	15	2262	15
	45 - 54	2407	14	2218	14	2093	14
	55 - 64	2210	13	2031	13	1841	13
	65 +	2829	16	2593	16	1994	14
Adults :-	Total	14217	100	13030	100	11748	100
	AB	2703	19	2481	19	2327	20
	C1	3872	27	3533	27	3315	28
	C2	3152	22	2902	22	2670	23
	D	2421	17	2214	17	1978	17
	E	2069	15	1900	15	1457	12

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8601	100	8900	100	7879	100	8191	100
Age :-	0 - 15	1686	20	1597	18	1561	20	1478	18
	16 - 24	1087	13	1033	12	995	13	948	12
	25 - 34	1040	12	1041	12	938	12	954	12
	35 - 44	1259	15	1312	15	1145	15	1208	15
	45 - 54	1184	14	1223	14	1090	14	1128	14
	55 - 64	1090	13	1120	13	1000	13	1031	13
	65 +	1255	15	1574	18	1149	15	1443	18
Adults :-		6915	100	7303	100	6318	100	6713	100
	AB	1352	20	1351	19	1241	20	1240	18
	C1	1844	27	2029	28	1673	26	1860	28
	C2	1706	25	1446	20	1568	25	1334	20
	D	1197	17	1224	17	1095	17	1119	17
	E	816	12	1253	17	741	12	1159	17
	Working F/T	4060	59	2376	33	3712	59	2175	32
	Working P/T	206	3	1150	16	192	3	1067	16
	Not Working	2648	38	3776	52	2414	38	3470	52
	Housewives :-		1717	100	6041	100	1530	100	5545
Working F/T		762	44	1884	31	689	45	1718	31
Working P/T		50	3	1049	17	45	3	973	18
Not Working		905	53	3109	51	796	52	2855	51

ITV West Macro

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	3147	100	3080	100	2926	100	
Receiving ITV	3080	98	3080	100	2926	100	
Receiving Any CH4	3072	98	3072	100	2920	100	
Receiving five	2813	89	2813	91	2665	91	
Receiving BBC 1	3080	98	3080	100	2926	100	
Receiving BBC 2	3080	98	3080	100	2926	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	3147	100	3080	100	2926	100	2494	100
		100		98		93		79
				100		95		81
Social Class :-								
AB	592	19	583	19	549	19	471	19
C1	875	28	857	28	819	28	709	28
C2	697	22	687	22	656	22	604	24
D	495	16	482	16	459	16	398	16
E	488	16	471	15	443	15	312	12
Housewife Age :-								
Under 25	162	5	152	5	145	5	113	5
25 - 34	428	14	415	13	400	14	354	14
35 - 44	583	19	571	19	543	19	516	21
45 - 54	563	18	551	18	520	18	482	19
55 - 64	561	18	552	18	524	18	461	18
65 +	850	27	840	27	796	27	569	23
Size of Household :-								
1	998	32	960	31	913	31	650	26
2	1137	36	1120	36	1063	36	934	37
3	449	14	443	14	421	14	397	16
4	384	12	381	12	362	12	349	14
5 +	179	6	176	6	167	6	165	7
Average Household Size	2.26		2.27		2.27		2.40	
Children :-								
Without	2392	76	2334	76	2216	76	1803	72
With	754	24	746	24	711	24	691	28
0 - 3	255	8	252	8	242	8	229	9
4 - 9	352	11	349	11	334	11	329	13
10 - 15	395	13	392	13	370	13	364	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		3080	100	2926	100
Screen Size :-	Under 20"	1680	55	1608	55
	20 to 29"	2099	68	1987	68
	30" and over	1124	36	1071	37
Household with :-	Single Set	1149	37	1086	37
	Two Sets	1091	35	1036	35
	3 Sets	533	17	508	17
	4 Sets	203	7	198	7
	5+ Sets	104	3	98	3
Recorders :-	With VCR	1529	50	1460	50
	2+ VCR	262	9	249	9
	With PVR	600	19	577	20
	2+ PVR	88	3	83	3
	With DVD-R	522	17	502	17
	2+ DVD-R	36	1	36	1
	With Any Recorder	2075	67	1979	68
	2+ Recorders	726	24	696	24

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		6355	100	6048	100
Screen Size :-	Under 20"	2512	40	2398	40
	20 to 29"	2518	40	2386	39
	30" and over	1276	20	1217	20
Recorders :-	VCR connected	1851	29	1768	29
	PVR connected	711	11	680	11
	DVD-R connected	562	9	542	9
	Any recorder	2617	41	2497	41

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		7115	100	6648	100	5989	100
Age :-	0 - 3	304	4	288	4	277	5
	4 - 9	458	6	435	7	424	7
	10 - 15	535	8	500	8	493	8
	16 - 19	365	5	345	5	323	5
	20 - 24	448	6	406	6	358	6
	25 - 34	789	11	733	11	657	11
	35 - 44	1010	14	942	14	898	15
	45 - 54	970	14	904	14	855	14
	55 - 64	952	13	890	13	790	13
	65 +	1284	18	1204	18	915	15
Adults :-	Total	5818	100	5425	100	4795	100
	AB	1155	20	1073	20	948	20
	C1	1662	29	1558	29	1367	29
	C2	1411	24	1332	25	1255	26
	D	925	16	855	16	777	16
	E	665	11	606	11	448	9

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		3485	100	3630	100	3248	100	3401	100
Age :-	0 - 15	670	19	627	17	631	19	592	17
	16 - 24	411	12	401	11	379	12	371	11
	25 - 34	399	11	391	11	365	11	368	11
	35 - 44	485	14	524	14	452	14	491	14
	45 - 54	472	14	498	14	440	14	464	14
	55 - 64	470	13	481	13	438	13	452	13
	65 +	577	17	707	19	543	17	662	19
	Adults :-	Total	2815	100	3003	100	2617	100	2809
AB		568	20	587	20	530	20	543	19
C1		777	28	885	29	725	28	833	30
C2		754	27	657	22	709	27	623	22
D		444	16	481	16	408	16	448	16
E		272	10	393	13	245	9	361	13
Working F/T		1620	58	919	31	1511	58	863	31
Working P/T		97	3	485	16	88	3	455	16
Not Working		1097	39	1598	53	1017	39	1491	53
Housewives :-		Total	600	100	2547	100	540	100	2386
	Working F/T	237	39	757	30	213	39	712	30
	Working P/T	25	4	450	18	23	4	423	18
	Not Working	338	56	1341	53	305	56	1252	52

ITV MidWest

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	7914	100	7728	100	6847	100
Receiving ITV	7728	98	7728	100	6847	100
Receiving Any CH4	7704	97	7704	100	6827	100
Receiving five	7347	93	7347	95	6500	95
Receiving BBC 1	7728	98	7728	100	6847	100
Receiving BBC 2	7728	98	7728	100	6847	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7914	100	7728	100	6847	100	5699	100
		100		98		87		72
				100		89		74
Social Class :-								
AB	1538	19	1514	20	1345	20	1173	21
C1	2166	27	2115	27	1875	27	1610	28
C2	1610	20	1588	21	1412	21	1283	23
D	1299	16	1262	16	1109	16	947	17
E	1301	16	1250	16	1106	16	686	12
Housewife Age :-								
Under 25	444	6	415	5	357	5	285	5
25 - 34	1155	15	1107	14	982	14	877	15
35 - 44	1521	19	1488	19	1318	19	1231	22
45 - 54	1422	18	1392	18	1236	18	1109	19
55 - 64	1348	17	1328	17	1177	17	1029	18
65 +	2025	26	1999	26	1777	26	1169	21
Size of Household :-								
1	2551	32	2442	32	2173	32	1454	26
2	2732	35	2687	35	2357	34	2055	36
3	1146	14	1131	15	1004	15	934	16
4	1000	13	990	13	883	13	841	15
5 +	485	6	478	6	430	6	415	7
Average Household Size	2.28		2.30		2.30		2.45	
Children :-								
Without	5940	75	5778	75	5116	75	4041	71
With	1974	25	1950	25	1731	25	1657	29
0 - 3	693	9	681	9	603	9	567	10
4 - 9	944	12	936	12	833	12	802	14
10 - 15	1014	13	1004	13	892	13	868	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7728	100	6847	100
Screen Size :-	Under 20"	4111	53	3671	54
	20 to 29"	5123	66	4547	66
	30" and over	3009	39	2640	39
Household with :-	Single Set	2930	38	2587	38
	Two Sets	2650	34	2345	34
	3 Sets	1312	17	1182	17
	4 Sets	542	7	479	7
	5+ Sets	293	4	255	4
Recorders :-	With VCR	3628	47	3271	48
	2+ VCR	635	8	571	8
	With PVR	1585	21	1411	21
	2+ PVR	298	4	260	4
	With DVD-R	1304	17	1136	17
	2+ DVD-R	134	2	108	2
	With Any Recorder	5172	67	4619	67
2+ Recorders	1801	23	1596	23	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15965	100	14181	100
Screen Size :-	Under 20"	6244	39	5574	39
	20 to 29"	6163	39	5476	39
	30" and over	3416	21	3018	21
Recorders :-	VCR connected	4420	28	3995	28
	PVR connected	1994	12	1759	12
	DVD-R connected	1474	9	1268	9
	Any recorder	6701	42	5970	42

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		18084	100	15761	100	13985	100
Age :-	0 - 3	828	5	721	5	679	5
	4 - 9	1231	7	1085	7	1042	7
	10 - 15	1361	8	1197	8	1163	8
	16 - 19	957	5	843	5	801	6
	20 - 24	1139	6	964	6	855	6
	25 - 34	2135	12	1825	12	1639	12
	35 - 44	2682	15	2331	15	2184	16
	45 - 54	2451	14	2137	14	1950	14
	55 - 64	2287	13	2003	13	1780	13
	65 +	3015	17	2654	17	1892	14
Adults :-	Total	14665	100	12758	100	11100	100
	AB	3054	21	2682	21	2403	22
	C1	4074	28	3539	28	3109	28
	C2	3291	22	2902	23	2703	24
	D	2464	17	2110	17	1879	17
	E	1782	12	1526	12	1007	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8922	100	9162	100	7754	100	8007	100
Age :-	0 - 15	1771	20	1648	18	1553	20	1450	18
	16 - 24	1060	12	1035	11	917	12	890	11
	25 - 34	1058	12	1076	12	892	12	933	12
	35 - 44	1329	15	1353	15	1148	15	1183	15
	45 - 54	1212	14	1239	14	1055	14	1082	14
	55 - 64	1134	13	1153	13	991	13	1013	13
	65 +	1357	15	1657	18	1199	15	1455	18
Adults :-	Total	7151	100	7514	100	6202	100	6557	100
	AB	1524	21	1530	20	1342	22	1341	20
	C1	1917	27	2158	29	1664	27	1874	29
	C2	1772	25	1519	20	1558	25	1344	20
	D	1216	17	1248	17	1027	17	1083	17
	E	723	10	1059	14	611	10	915	14
	Working F/T	4263	60	2406	32	3692	60	2111	32
	Working P/T	228	3	1219	16	194	3	1062	16
	Not Working	2661	37	3889	52	2316	37	3383	52
	Housewives :-	Total	1586	100	6329	100	1327	100	5520
Working F/T		689	43	1957	31	565	43	1717	31
Working P/T		54	3	1129	18	47	4	985	18
Not Working		843	53	3242	51	714	54	2818	51

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	1289	100	1262	100	1168	100	321	100	847	100	
Receiving S4C	1168	91	1168	93	1168	100	321	100	847	100	
Receiving ITV	1262	98	1262	100	1168	100	321	100	847	100	
Receiving CH4	1121	87	1121	89	1029	88	281	88	747	88	
Receiving five	1137	88	1159	92	1149	91	293	91	772	92	
Receiving BBC 1	1262	98	1262	100	1168	100	321	100	847	100	
Receiving BBC 2	1262	98	1262	100	1168	100	321	100	847	100	

Table 2a		Analysis of Households							
		All Households		TV Households		S4C Households			
								Total	
		000's	%	000's	%	000's	%	000's	%
Total		1289	100	1262	100	996	100	1033	100
			100		98		77		80
					100		79		82
Social Class :-									
AB		194	15	191	15	158	16	138	13
C1		344	27	335	27	266	27	302	29
C2		299	23	295	23	253	25	236	23
D		218	17	215	17	172	17	192	19
E		233	18	226	18	147	15	166	16
Housewife Age :-									
Under 25		74	6	70	6	55	6	66	6
25 - 34		174	13	168	13	142	14	134	13
35 - 44		237	18	231	18	199	20	206	20
45 - 54		228	18	223	18	189	19	197	19
55 - 64		232	18	228	18	185	19	186	18
65 +		344	27	341	27	226	23	245	24
Size of Household :-									
1		407	32	391	31	258	26	292	28
2		451	35	444	35	363	36	377	36
3		199	15	197	16	171	17	186	18
4		159	12	158	13	141	14	114	11
5 +		73	6	72	6	63	6	64	6
Average Household Size		2.28		2.29		2.41		2.32	
Children :-									
Without		960	74	936	74	711	71	764	74
With		329	26	325	26	285	29	269	26
0 - 3		110	9	108	9	93	9	83	8
4 - 9		153	12	151	12	134	13	118	11
10 - 15		171	13	170	13	150	15	138	13
No. of Welsh Speakers :-									
0		943	73	920	73	719	72	812	79
1		197	15	193	15	153	15	141	14
2		96	7	96	8	80	8	56	5
3		31	2	31	2	28	3	17	2
4		16	1	16	1	13	1	5	1
5+		6	0	6	0	4	0	2	0
Average		0.45		0.45		0.47		0.47	

		All Households		TV Households		S4C/Welsh Speaking Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
Total		1289	100	1262	100	321	100	288	100
			100		98		25		22
					100		25		23
Social Class :-									
AB		194	15	191	15	64	20	58	20
C1		344	27	335	27	89	28	81	28
C2		299	23	295	23	82	25	78	27
D		218	17	215	17	45	14	38	13
E		233	18	226	18	41	13	32	11
Housewife Age :-									
Under 25		74	6	70	6	13	4	13	5
25 - 34		174	13	168	13	45	14	44	15
35 - 44		237	18	231	18	77	24	72	25
45 - 54		228	18	223	18	62	19	58	20
55 - 64		232	18	228	18	50	16	43	15
65 +		344	27	341	27	74	23	57	20
Size of Household :-									
1		407	32	391	31	74	23	53	18
2		451	35	444	35	100	31	93	32
3		199	15	197	16	60	19	59	21
4		159	12	158	13	60	19	59	20
5 +		73	6	72	6	26	8	24	8
Average Household Size		2.28		2.29		2.61		2.71	
Children :-									
Without		960	74	936	74	206	64	174	60
With		329	26	325	26	115	36	114	40
0 - 3		110	9	108	9	30	9	29	10
4 - 9		153	12	151	12	57	18	58	20
10 - 15		171	13	170	13	69	21	67	23
No. of Welsh Speakers :-									
0		943	73	920	73	0	0	0	0
1		197	15	193	15	181	56	159	55
2		96	7	96	8	90	28	83	29
3		31	2	31	2	29	9	28	10
4		16	1	16	1	15	5	13	5
5+		6	0	6	0	5	2	4	1
Average		0.45		0.45		1.68		1.68	

		Household Penetrations - TV Sets/VCRs			
		TV Households		S4C Households	
		000's	%	000's	%
Total		1262	100	1168	100
Screen Size :-	Under 15"	649	51	605	52
	16 to 19"	849	67	781	67
	20" and over	514	41	480	41
Household with :-	Single Set	454	36	417	36
	Two Sets	466	37	435	37
	3 Sets	215	17	198	17
	4 Sets	86	7	78	7
	5+ Sets	41	3	39	3
Recorders :-	With VCR	620	49	575	49
	2+ VCR	82	7	72	6
	With PVR	246	19	236	20
	2+ PVR	42	3	40	3
	With DVD-R	152	12	141	12
	2+ DVD-R	10	1	9	1
	With Any Recorder	817	65	762	65
2+ Recorders	267	21	249	21	

		TV Set Profile			
		TV Households		S4C Households	
		000's	%	000's	%
Total		2625	100	2445	100
Screen Size :-	Under 20"	960	37	897	37
	20 to 29"	1041	40	963	39
	30" and over	595	23	559	23
Recorders :-	VCR connected	717	27	665	27
	PVR connected	300	11	289	12
	DVD-R connected	164	6	153	6
	Any recorder	1008	38	940	38

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		2932	100	2691	100	2399	100
Age :-	0 - 3	126	4	116	4	108	5
	4 - 9	199	7	185	7	170	7
	10 - 15	225	8	211	8	190	8
	16 - 19	160	5	149	6	137	6
	20 - 24	188	6	168	6	153	6
	25 - 34	327	11	293	11	268	11
	35 - 44	409	14	377	14	341	14
	45 - 54	395	13	365	14	335	14
	55 - 64	389	13	358	13	323	13
	65 +	514	18	469	17	373	16
Adults :-	Total	2382	100	2179	100	1931	100
	AB	381	16	354	16	321	17
	C1	655	28	596	27	524	27
	C2	601	25	559	26	525	27
	D	421	18	381	18	335	17
	E	323	14	288	13	226	12

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Individuals			
		Total		Multichannel	
		000's	%	000's	%
Total		547	100	484	100
Age :-	0 - 3	8	1	7	1
	4 - 9	56	10	57	12
	10 - 15	78	14	73	15
	16 - 19	41	7	34	7
	20 - 24	30	5	28	6
	25 - 34	52	10	49	10
	35 - 44	59	11	50	10
	45 - 54	63	12	56	12
	55 - 64	63	12	56	12
	65 +	97	18	74	15
Adults :-	Total	405	100	346	100
	AB	89	22	77	22
	C1	112	28	96	28
	C2	106	26	96	28
	D	52	13	41	12
	E	46	11	37	11

Table 6a Analysis of Individuals								
	All Households				S4C Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	1434	100	1498	100	1317	100	1375	100
Age :-								
0 - 15	284	20	266	18	264	20	249	18
16 - 24	177	12	171	11	161	12	156	11
25 - 34	162	11	165	11	144	11	149	11
35 - 44	198	14	211	14	180	14	197	14
45 - 54	193	13	202	13	179	14	185	13
55 - 64	191	13	198	13	175	13	183	13
65 +	230	16	284	19	213	16	257	19
Adults :-	1150	100	1232	100	1053	100	1126	100
AB	187	16	194	16	174	17	180	16
C1	310	27	345	28	282	27	314	28
C2	322	28	279	23	298	28	260	23
D	204	18	218	18	185	18	197	17
E	127	11	196	16	113	11	175	16
Working F/T	647	56	409	33	595	57	372	33
Working P/T	29	3	150	12	27	3	139	12
Not Working	474	41	673	55	431	41	615	55
Housewives :-	245	100	1044	100	216	100	952	100
Working F/T	94	38	344	33	84	39	314	33
Working P/T	7	3	137	13	6	3	127	13
Not Working	144	59	563	54	126	58	512	54

Table 6b Analysis of Individuals				
	S4C/Welsh Speaking Individuals			
	Males		Females	
	000's	%	000's	%
Total	256	100	291	100
Age :-				
0 - 15	70	27	72	25
16 - 24	33	13	38	13
25 - 34	24	9	28	10
35 - 44	27	11	32	11
45 - 54	29	11	34	12
55 - 64	30	12	32	11
65 +	42	17	55	19
Adults :-	186	100	219	100
AB	41	22	48	22
C1	51	28	61	28
C2	54	29	52	24
D	23	13	28	13
E	16	9	30	14
Working F/T	105	56	79	36
Working P/T	5	3	27	12
Not Working	76	41	114	52
Housewives :-	41	100	177	100
Working F/T	17	42	66	37
Working P/T	2	4	24	14
Not Working	22	54	87	49

Multichannel Homes

Table 1													Television Reception			
	All Households		Total TV Households		Multichannel Households											
	000's	%	000's	%	ALL		DSAT		DTT		Cable					
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%				
Total	26447	100	25778	100	21688	100	8841	100	12465	100	3487	100				
Receiving ITV	25777	97	25777	100	21688	100	8841	100	12465	100	3487	100				
Receiving Any CH4	25704	97	25704	100	21671	100	8840	100	12465	100	3487	100				
Receiving five	24719	93	24719	96	21665	100	8838	100	12465	100	3487	100				
Receiving 1+ Non Terrestrial	21688	82	21688	84	21688	100	8841	100	12465	100	3487	100				
Receiving BBC 1	25778	97	25778	100	21688	100	8841	100	12465	100	3487	100				
Receiving BBC 2	25778	97	25778	100	21688	100	8841	100	12465	100	3487	100				

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

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

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

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

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

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

Table 7a Multichannel Penetration by Area										
	Total TV Households		Multichannel Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25778	100	21688	100	8841	100	12465	100	3487	100
ITV London	5911	23	4962	23	2036	23	2738	22	905	26
ITV Midlands	4902	19	3966	18	1651	19	2124	17	693	20
ITV North West	3234	13	2768	13	1086	12	1713	14	470	13
ITV Yorkshire	3006	12	2575	12	1027	12	1542	12	354	10
ITV Central Scotland	1683	7	1460	7	512	6	834	7	322	9
ITV North Scotland	602	2	476	2	236	3	257	2	32	1
ITV Central Scotland & North Scotland	2159	8	1836	8	705	8	1026	8	344	10
ITV Wales & West	2311	9	1985	9	895	10	1074	9	271	8
ITV South & South East & Ch. Islands	2857	11	2470	11	1010	11	1474	12	340	10
ITV North East	1462	6	1290	6	469	5	837	7	177	5
ITV East	2373	9	1920	9	902	10	991	8	271	8
ITV South West	941	4	802	4	335	4	530	4	49	1
ITV Ulster	673	3	466	2	242	3	197	2	75	2
ITV Border	350	1	298	1	193	2	159	1	3	0
ITV West	1357	5	1157	5	410	5	689	6	211	6
ITV Wales	1290	5	1133	5	617	7	538	4	126	4
ITV South & South East	2796	11	2427	11	969	11	1474	12	339	10
ITV Channel Islands	61	0	43	0	41	0	1	0	1	0
ITV Meridian / Anglia	5097	20	4282	20	1857	21	2414	19	597	17
ITV Granada / Border	3514	14	3014	14	1237	14	1853	15	473	14
ITV Yorkshire / Tyne Tees	4156	16	3597	17	1394	16	2197	18	515	15
ITV Granada North	7609	30	6562	30	2603	29	4026	32	985	28
ITV West Macro	3080	12	2633	12	1182	13	1481	12	320	9
ITV MidWest	7728	30	6389	29	2721	31	3510	28	988	28
S4C	1262	5	1107	5	619	7	514	4	117	3

	Home ITV Households		Home ITV + MC Households		Home ITV + DSAT		Home ITV + DTT		Home ITV + Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
All Areas	25778	100	21688	100	8841	100	12465	100	3487	100
ITV London	5014	19	4193	19	1687	19	2313	19	810	23
ITV Midlands	3921	15	3206	15	1257	14	1769	14	593	17
ITV North West	2963	11	2549	12	971	11	1603	13	446	13
ITV Yorkshire	2573	10	2216	10	884	10	1336	11	305	9
ITV Central Scotland	1662	6	1449	7	506	6	829	7	320	9
ITV North Scotland	515	2	405	2	217	2	204	2	25	1
ITV Central Scotland & North Scotland	2157	8	1835	8	703	8	1026	8	344	10
ITV Wales & West	2147	8	1840	8	853	10	968	8	258	7
ITV South & South East & Ch. Islands	2524	10	2190	10	908	10	1312	11	299	9
ITV North East	1304	5	1167	5	439	5	743	6	166	5
ITV East	1976	8	1624	7	777	9	832	7	226	6
ITV South West	786	3	657	3	288	3	415	3	49	1
ITV Ulster	673	3	466	2	242	3	197	2	75	2
ITV Border	315	1	267	1	174	2	144	1	3	0
ITV West	1101	4	924	4	307	3	568	5	174	5
ITV Wales	1167	5	1024	5	595	7	450	4	116	3
ITV South & South East	2463	10	2147	10	867	10	1311	11	298	9
ITV Channel Islands	61	0	43	0	41	0	1	0	1	0
ITV Meridian / Anglia	4496	17	3811	18	1684	19	2143	17	524	15
ITV Granada / Border	3274	13	2812	13	1141	13	1747	14	449	13
ITV Yorkshire / Tyne Tees	3806	15	3316	15	1279	14	2045	16	469	13
ITV Granada North	7075	27	6124	28	2417	27	3790	30	918	26
ITV West Macro	2926	11	2494	12	1140	13	1381	11	307	9
ITV MidWest	6847	27	5699	26	2399	27	3150	25	895	26
S4C	1168	5	1033	5	597	7	458	4	116	3

**"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	26447	100	25778	100	25778	100	
Receiving ITV	25777	97	25777	100	25777	100	
Receiving Any CH4	25704	97	25704	100	25704	100	
Receiving five	24719	93	24719	96	24719	96	
Receiving BBC 1	25778	97	25778	100	25778	100	
Receiving BBC 2	25778	97	25778	100	25778	100	

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

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

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

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

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

Channel Four - London Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	6114	100	5911	100	5014	100
Receiving ITV	5911	97	5911	100	5014	100
Receiving Any CH4	5886	96	5886	100	4992	100
Receiving five	5749	94	5749	97	4921	98
Receiving BBC 1	5911	97	5911	100	5014	100
Receiving BBC 2	5911	97	5911	100	5014	100

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	6114	100	5911	100	5014	100	4193	100
		100		97		82		69
				100		85		71
Social Class :-								
AB	1661	27	1620	27	1375	27	1269	30
C1	1868	31	1801	30	1534	31	1319	31
C2	968	16	949	16	779	16	677	16
D	762	12	730	12	620	12	481	11
E	855	14	812	14	707	14	446	11
Housewife Age :-								
Under 25	316	5	284	5	250	5	200	5
25 - 34	1206	20	1130	19	999	20	849	20
35 - 44	1325	22	1283	22	1098	22	1001	24
45 - 54	1078	18	1055	18	880	18	777	19
55 - 64	891	15	879	15	735	15	631	15
65 +	1299	21	1280	22	1052	21	736	18
Size of Household :-								
1	2062	34	1938	33	1666	33	1160	28
2	1874	31	1833	31	1520	30	1316	31
3	940	15	923	16	785	16	741	18
4	830	14	819	14	697	14	665	16
5 +	407	7	398	7	347	7	312	7
Average Household Size	2.31		2.33		2.34		2.47	
Children :-								
Without	4517	74	4338	73	3675	73	2939	70
With	1597	26	1573	27	1339	27	1254	30
0 - 3	628	10	614	10	531	11	486	12
4 - 9	760	12	749	13	640	13	605	14
10 - 15	754	12	746	13	625	12	595	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5911	100	5014	100
Screen Size :-	Under 20"	3021	51	2513	50
	20 to 29"	3489	59	2944	59
	30" and over	2541	43	2172	43
Household with :-	Single Set	2434	41	2095	42
	Two Sets	2006	34	1680	34
	3 Sets	920	16	774	15
	4 Sets	337	6	285	6
	5+ Sets	214	4	179	4
Recorders :-	With VCR	3062	52	2552	51
	2+ VCR	587	10	504	10
	With PVR	1293	22	1091	22
	2+ PVR	248	4	207	4
	With DVD-R	942	16	785	16
	2+ DVD-R	107	2	95	2
	With Any Recorder	4055	69	3396	68
	2+ Recorders	1555	26	1302	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		11619	100	9810	100
Screen Size :-	Under 20"	4410	38	3658	37
	20 to 29"	4112	35	3491	36
	30" and over	2901	25	2486	25
Recorders :-	VCR connected	3755	32	3154	32
	PVR connected	1621	14	1358	14
	DVD-R connected	1070	9	902	9
	Any recorder	5299	46	4453	45

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		14153	100	11722	100	10360	100
Age :-	0 - 3	745	5	633	5	582	6
	4 - 9	1008	7	848	7	788	8
	10 - 15	1008	7	837	7	789	8
	16 - 19	683	5	561	5	526	5
	20 - 24	881	6	722	6	626	6
	25 - 34	2269	16	1905	16	1655	16
	35 - 44	2318	16	1937	17	1775	17
	45 - 54	1872	13	1533	13	1390	13
	55 - 64	1468	10	1204	10	1066	10
	65 +	1901	13	1543	13	1163	11
Adults :-	Total	11392	100	9405	100	8202	100
	AB	3291	29	2730	29	2596	32
	C1	3503	31	2892	31	2567	31
	C2	1984	17	1608	17	1438	18
	D	1452	13	1199	13	968	12
	E	1161	10	975	10	632	8

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		6992	100	7161	100	5769	100	5954	100
Age :-	0 - 15	1411	20	1350	19	1178	20	1140	19
	16 - 24	802	11	762	11	658	11	625	10
	25 - 34	1135	16	1134	16	939	16	966	16
	35 - 44	1171	17	1147	16	983	17	954	16
	45 - 54	926	13	946	13	756	13	777	13
	55 - 64	712	10	756	11	582	10	622	10
	65 +	835	12	1066	15	674	12	870	15
Adults :-	Total	5581	100	5811	100	4591	100	4814	100
	AB	1662	30	1629	28	1375	30	1356	28
	C1	1664	30	1840	32	1366	30	1527	32
	C2	1082	19	903	16	880	19	729	15
	D	729	13	723	12	604	13	594	12
	E	445	8	716	12	367	8	608	13
	Working F/T	3617	65	2124	37	2998	65	1780	37
	Working P/T	218	4	854	15	179	4	690	14
	Not Working	1746	31	2833	49	1414	31	2344	49
	Housewives :-	Total	1359	100	4755	100	1103	100	3911
Working F/T		707	52	1665	35	582	53	1387	35
Working P/T		65	5	788	17	52	5	635	16
Not Working		587	43	2303	48	468	42	1890	48

Channel Four - South Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	8323	100	8144	100	7420	100	
Receiving ITV	8144	98	8144	100	7420	100	
Receiving Any CH4	8124	98	8124	100	7402	100	
Receiving five	7548	91	7548	93	6854	92	
Receiving BBC 1	8144	98	8144	100	7420	100	
Receiving BBC 2	8144	98	8144	100	7420	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	8323	100	8144	100	7420	100	6305	100
		100		98		89		76
				100		91		77
Social Class :-								
AB	1864	22	1839	23	1649	22	1476	23
C1	2432	29	2375	29	2170	29	1830	29
C2	1702	20	1677	21	1535	21	1397	22
D	1185	14	1151	14	1065	14	913	14
E	1141	14	1102	14	1002	14	688	11
Housewife Age :-								
Under 25	406	5	374	5	344	5	265	4
25 - 34	1179	14	1134	14	1040	14	924	15
35 - 44	1593	19	1565	19	1432	19	1361	22
45 - 54	1498	18	1471	18	1335	18	1240	20
55 - 64	1451	17	1429	18	1305	18	1144	18
65 +	2197	26	2170	27	1965	26	1370	22
Size of Household :-								
1	2611	31	2504	31	2264	31	1581	25
2	2977	36	2936	36	2693	36	2405	38
3	1199	14	1185	15	1081	15	1009	16
4	1060	13	1051	13	955	13	909	14
5 +	475	6	468	6	427	6	401	6
Average Household Size	2.28		2.29		2.29		2.41	
Children :-								
Without	6277	75	6120	75	5575	75	4560	72
With	2046	25	2025	25	1846	25	1744	28
0 - 3	708	9	696	9	634	9	586	9
4 - 9	955	11	947	12	867	12	825	13
10 - 15	1061	13	1054	13	960	13	919	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		8144	100	7420	100
Screen Size :-	Under 20"	4428	54	4070	55
	20 to 29"	5359	66	4864	66
	30" and over	3201	39	2939	40
Household with :-	Single Set	3049	37	2755	37
	Two Sets	2846	35	2602	35
	3 Sets	1377	17	1266	17
	4 Sets	559	7	517	7
	5+ Sets	313	4	280	4
Recorders :-	With VCR	4266	52	3891	52
	2+ VCR	764	9	703	9
	With PVR	1675	21	1521	20
	2+ PVR	301	4	270	4
	With DVD-R	1415	17	1310	18
	2+ DVD-R	129	2	119	2
	With Any Recorder	5715	70	5194	70
	2+ Recorders	2084	26	1920	26

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		16901	100	15421	100
Screen Size :-	Under 20"	6721	40	6155	40
	20 to 29"	6390	38	5793	38
	30" and over	3666	22	3363	22
Recorders :-	VCR connected	5207	31	4757	31
	PVR connected	2113	13	1913	12
	DVD-R connected	1576	9	1458	9
	Any recorder	7444	44	6770	44

	All Households		Home ITV Households			
			Total		Multichannel	
	000's	%	000's	%	000's	%
Total	18950	100	17000	100	15209	100
Age :-						
0 - 3	841	4	753	4	699	5
4 - 9	1264	7	1146	7	1090	7
10 - 15	1422	8	1284	8	1222	8
16 - 19	973	5	877	5	823	5
20 - 24	1113	6	975	6	856	6
25 - 34	2175	11	1930	11	1760	12
35 - 44	2798	15	2514	15	2390	16
45 - 54	2606	14	2337	14	2191	14
55 - 64	2462	13	2225	13	1970	13
65 +	3296	17	2960	17	2208	15
Adults :-						
Total	15423	100	13817	100	12198	100
AB	3672	24	3255	24	2990	25
C1	4596	30	4120	30	3564	29
C2	3447	22	3120	23	2888	24
D	2199	14	1985	14	1789	15
E	1509	10	1337	10	967	8

	All Households				Home ITV Households			
	Males		Females		Males		Females	
	000's	%	000's	%	000's	%	000's	%
Total	9277	100	9673	100	8286	100	8714	100
Age :-								
0 - 15	1807	19	1720	18	1632	20	1551	18
16 - 24	1067	12	1019	11	932	11	920	11
25 - 34	1083	12	1092	11	951	11	979	11
35 - 44	1362	15	1436	15	1213	15	1301	15
45 - 54	1273	14	1333	14	1140	14	1197	14
55 - 64	1211	13	1251	13	1090	13	1135	13
65 +	1474	16	1822	19	1329	16	1631	19
Adults :-								
Total	7470	100	7954	100	6654	100	7163	100
AB	1828	24	1844	23	1615	24	1640	23
C1	2144	29	2452	31	1910	29	2210	31
C2	1840	25	1607	20	1660	25	1461	20
D	1074	14	1125	14	957	14	1028	14
E	584	8	925	12	513	8	824	12
Working F/T	4563	61	2539	32	4070	61	2289	32
Working P/T	256	3	1339	17	228	3	1211	17
Not Working	2650	35	4076	51	2356	35	3663	51
Housewives :-								
Total	1548	100	6775	100	1323	100	6097	100
Working F/T	692	45	2074	31	584	44	1868	31
Working P/T	65	4	1260	19	57	4	1142	19
Not Working	792	51	3441	51	682	52	3087	51

Channel Four - Midlands Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	5026	100	4902	100	3921	100	
Receiving ITV	4902	98	4902	100	3921	100	
Receiving Any CH4	4885	97	4885	100	3909	100	
Receiving five	4769	95	4769	97	3832	98	
Receiving BBC 1	4902	98	4902	100	3921	100	
Receiving BBC 2	4902	98	4902	100	3921	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	5026	100	4902	100	3921	100	3206	100
		100		98		78		64
				100		80		65
Social Class :-								
AB	999	20	984	20	799	20	706	22
C1	1367	27	1331	27	1058	27	904	28
C2	962	19	949	19	752	19	675	21
D	845	17	819	17	648	17	546	17
E	853	17	819	17	663	17	375	12
Housewife Age :-								
Under 25	293	6	274	6	212	5	171	5
25 - 34	756	15	719	15	580	15	520	16
35 - 44	993	20	970	20	777	20	719	22
45 - 54	910	18	891	18	719	18	632	20
55 - 64	830	17	819	17	654	17	569	18
65 +	1244	25	1228	25	980	25	596	19
Size of Household :-								
1	1633	32	1561	32	1258	32	802	25
2	1686	34	1658	34	1296	33	1124	35
3	736	15	725	15	584	15	538	17
4	647	13	640	13	520	13	493	15
5 +	324	6	318	6	263	7	250	8
Average Household Size	2.30		2.31		2.33		2.50	
Children :-								
Without	3739	74	3632	74	2900	74	2238	70
With	1287	26	1270	26	1021	26	968	30
0 - 3	460	9	451	9	362	9	338	11
4 - 9	621	12	616	13	497	13	471	15
10 - 15	654	13	648	13	524	13	508	16

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		4902	100	3921	100
Screen Size :-	Under 20"	2569	52	2069	53
	20 to 29"	3194	65	2558	65
	30" and over	1978	40	1569	40
Household with :-	Single Set	1884	38	1504	38
	Two Sets	1642	33	1308	33
	3 Sets	819	17	671	17
	4 Sets	360	7	280	7
	5+ Sets	196	4	159	4
Recorders :-	With VCR	2229	45	1816	46
	2+ VCR	393	8	320	8
	With PVR	1036	21	836	21
	2+ PVR	219	4	176	4
	With DVD-R	844	17	643	16
	2+ DVD-R	105	2	73	2
	With Any Recorder	3274	67	2647	68
	2+ Recorders	1146	23	903	23

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		10151	100	8140	100
Screen Size :-	Under 20"	3948	39	3185	39
	20 to 29"	3857	38	3089	38
	30" and over	2250	22	1800	22
Recorders :-	VCR connected	2727	27	2232	27
	PVR connected	1344	13	1081	13
	DVD-R connected	980	10	734	9
	Any recorder	4315	43	3481	43

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		11563	100	9119	100	8001	100
Age :-	0 - 3	550	5	434	5	404	5
	4 - 9	810	7	648	7	615	8
	10 - 15	875	8	699	8	673	8
	16 - 19	626	5	500	5	478	6
	20 - 24	721	6	559	6	499	6
	25 - 34	1399	12	1087	12	976	12
	35 - 44	1768	15	1391	15	1288	16
	45 - 54	1565	14	1237	14	1102	14
	55 - 64	1413	12	1116	12	994	12
	65 +	1835	16	1447	16	972	12
Adults :-	Total	9328	100	7337	100	6308	100
	AB	2005	21	1617	22	1467	23
	C1	2551	27	1985	27	1748	28
	C2	1983	21	1564	21	1439	23
	D	1619	17	1252	17	1096	17
	E	1170	13	919	13	559	9

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		5724	100	5839	100	4507	100	4612	100
Age :-	0 - 15	1158	20	1077	18	922	20	860	19
	16 - 24	681	12	666	11	538	12	521	11
	25 - 34	686	12	712	12	526	12	561	12
	35 - 44	891	16	877	15	697	15	694	15
	45 - 54	779	14	786	13	616	14	621	13
	55 - 64	702	12	711	12	555	12	562	12
	65 +	826	14	1009	17	655	15	793	17
Adults :-	Total	4565	100	4763	100	3585	100	3752	100
	AB	1008	22	996	21	816	23	801	21
	C1	1203	26	1348	28	941	26	1045	28
	C2	1073	24	909	19	845	24	719	19
	D	811	18	809	17	619	17	633	17
	E	470	10	700	15	365	10	553	15
	Working F/T	2785	61	1565	33	2184	61	1245	33
	Working P/T	140	3	779	16	107	3	612	16
	Not Working	1641	36	2418	51	1295	36	1894	50
	Housewives :-	Total	1027	100	3999	100	784	100	3137
Working F/T		472	46	1269	32	352	45	1004	32
Working P/T		31	3	723	18	25	3	567	18
Not Working		525	51	2008	50	408	52	1566	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	7492	100	7347	100	6767	100	
Receiving ITV	7347	98	7347	100	6767	100	
Receiving Any CH4	7331	98	7331	100	6753	100	
Receiving five	7155	96	7155	97	6615	98	
Receiving BBC 1	7347	98	7347	100	6767	100	
Receiving BBC 2	7347	98	7347	100	6767	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	7492	100	7347	100	6767	100	5864	100
		100		98		90		78
				100		92		80
Social Class :-								
AB	1299	17	1278	17	1171	17	1080	18
C1	1981	26	1939	26	1780	26	1634	28
C2	1493	20	1478	20	1358	20	1225	21
D	1245	17	1220	17	1125	17	966	16
E	1474	20	1432	19	1333	20	958	16
Housewife Age :-								
Under 25	484	6	462	6	433	6	396	7
25 - 34	1109	15	1068	15	994	15	900	15
35 - 44	1427	19	1400	19	1291	19	1227	21
45 - 54	1332	18	1312	18	1209	18	1115	19
55 - 64	1266	17	1251	17	1148	17	1019	17
65 +	1873	25	1855	25	1693	25	1206	21
Size of Household :-								
1	2437	33	2342	32	2143	32	1504	26
2	2575	34	2548	35	2349	35	2153	37
3	1167	16	1158	16	1074	16	1031	18
4	907	12	899	12	832	12	830	14
5 +	406	5	399	5	369	5	346	6
Average Household Size	2.26		2.27		2.27		2.40	
Children :-								
Without	5598	75	5470	74	5026	74	4173	71
With	1893	25	1876	26	1741	26	1691	29
0 - 3	650	9	643	9	601	9	580	10
4 - 9	884	12	873	12	811	12	786	13
10 - 15	965	13	959	13	885	13	865	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		7347	100	6767	100
Screen Size :-	Under 20"	3820	52	3537	52
	20 to 29"	4712	64	4317	64
	30" and over	3298	45	3060	45
Household with :-	Single Set	2570	35	2339	35
	Two Sets	2664	36	2481	37
	3 Sets	1251	17	1161	17
	4 Sets	585	8	534	8
	5+ Sets	277	4	252	4
Recorders :-	With VCR	3135	43	2879	43
	2+ VCR	570	8	525	8
	With PVR	1659	23	1532	23
	2+ PVR	392	5	361	5
	With DVD-R	1374	19	1284	19
	2+ DVD-R	202	3	193	3
	With Any Recorder	4746	65	4340	64
2+ Recorders	1828	25	1713	25	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		15552	100	14354	100
Screen Size :-	Under 20"	5840	38	5385	38
	20 to 29"	5803	37	5329	37
	30" and over	3718	24	3454	24
Recorders :-	VCR connected	3863	25	3558	25
	PVR connected	2197	14	2032	14
	DVD-R connected	1639	11	1542	11
	Any recorder	6462	42	5956	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		16902	100	15376	100	14084	100
Age :-	0 - 3	762	5	704	5	689	5
	4 - 9	1139	7	1045	7	1009	7
	10 - 15	1272	8	1163	8	1135	8
	16 - 19	905	5	831	5	788	6
	20 - 24	1155	7	1043	7	962	7
	25 - 34	2029	12	1832	12	1688	12
	35 - 44	2483	15	2251	15	2167	15
	45 - 54	2305	14	2103	14	1984	14
	55 - 64	2127	13	1933	13	1757	12
	65 +	2725	16	2472	16	1904	14
Adults :-	Total	13729	100	12464	100	11250	100
	AB	2602	19	2356	19	2220	20
	C1	3757	27	3394	27	3192	28
	C2	3028	22	2760	22	2535	23
	D	2328	17	2112	17	1886	17
	E	2014	15	1842	15	1417	13

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		8306	100	8596	100	7538	100	7837	100
Age :-	0 - 15	1627	20	1546	18	1494	20	1417	18
	16 - 24	1054	13	1007	12	957	13	918	12
	25 - 34	1014	12	1015	12	908	12	924	12
	35 - 44	1217	15	1266	15	1097	15	1154	15
	45 - 54	1136	14	1170	14	1035	14	1068	14
	55 - 64	1047	13	1080	13	949	13	984	13
	65 +	1212	15	1513	18	1099	15	1373	18
	Adults :-	Total	6679	100	7050	100	6044	100	6420
AB		1301	19	1300	18	1179	19	1178	18
C1		1792	27	1965	28	1611	27	1784	28
C2		1639	25	1390	20	1490	25	1269	20
D		1152	17	1177	17	1046	17	1066	17
E		795	12	1219	17	719	12	1124	18
Working F/T		3913	59	2298	33	3541	59	2084	32
Working P/T		200	3	1101	16	184	3	1010	16
Not Working		2566	38	3651	52	2319	38	3326	52
Housewives :-		Total	1671	100	5821	100	1479	100	5289
	Working F/T	741	44	1819	31	666	45	1642	31
	Working P/T	49	3	1002	17	43	3	918	17
	Not Working	881	53	3000	52	770	52	2729	52

Channel Four - Scotland Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
Total	2570	100	2505	100	2471	100	
Receiving ITV	2505	97	2505	100	2471	100	
Receiving Any CH4	2501	97	2501	100	2466	100	
Receiving five	2383	93	2383	95	2352	95	
Receiving BBC 1	2505	97	2505	100	2471	100	
Receiving BBC 2	2505	97	2505	100	2471	100	

Table 2 Analysis of Households								
	All Households		TV Households		Home ITV Households			
					Total		Multichannel	
	000's	%	000's	%	000's	%	000's	%
Total	2570	100	2505	100	2471	100	2101	100
		100		97		96		82
				100		99		84
Social Class :-								
AB	465	18	455	18	447	18	420	20
C1	689	27	665	27	656	27	576	27
C2	509	20	503	20	495	20	449	21
D	463	18	450	18	446	18	380	18
E	444	17	431	17	427	17	275	13
Housewife Age :-								
Under 25	143	6	132	5	131	5	104	5
25 - 34	367	14	350	14	347	14	317	15
35 - 44	493	19	481	19	475	19	445	21
45 - 54	493	19	486	19	480	19	443	21
55 - 64	437	17	427	17	420	17	366	17
65 +	636	25	629	25	617	25	426	20
Size of Household :-								
1	919	36	875	35	864	35	626	30
2	854	33	842	34	828	34	731	35
3	369	14	365	15	360	15	345	16
4	312	12	309	12	305	12	291	14
5 +	116	5	115	5	114	5	108	5
Average Household Size	2.18		2.19		2.19		2.31	
Children :-								
Without	1962	76	1904	76	1877	76	1546	74
With	608	24	601	24	594	24	555	26
0 - 3	203	8	199	8	196	8	183	9
4 - 9	282	11	279	11	276	11	256	12
10 - 15	309	12	307	12	303	12	289	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		2505	100	2471	100
Screen Size :-	Under 20"	1342	54	1326	54
	20 to 29"	1587	63	1565	63
	30" and over	1124	45	1110	45
Household with :-	Single Set	873	35	859	35
	Two Sets	933	37	920	37
	3 Sets	458	18	454	18
	4 Sets	173	7	170	7
	5+ Sets	69	3	67	3
Recorders :-	With VCR	1214	48	1200	49
	2+ VCR	180	7	179	7
	With PVR	548	22	533	22
	2+ PVR	113	4	110	4
	With DVD-R	337	13	327	13
	2+ DVD-R	32	1	32	1
	With Any Recorder	1694	68	1667	67
2+ Recorders	551	22	542	22	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		5181	100	5117	100
Screen Size :-	Under 20"	1965	38	1941	38
	20 to 29"	1915	37	1888	37
	30" and over	1277	25	1263	25
Recorders :-	VCR connected	1431	28	1418	28
	PVR connected	699	13	680	13
	DVD-R connected	372	7	363	7
	Any recorder	2177	42	2144	42

Table 5		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
Total		5597	100	5423	100	4858	100
Age :-	0 - 3	237	4	230	4	217	4
	4 - 9	359	6	351	6	333	7
	10 - 15	402	7	394	7	373	8
	16 - 19	287	5	279	5	262	5
	20 - 24	355	6	336	6	310	6
	25 - 34	667	12	637	12	587	12
	35 - 44	839	15	813	15	764	16
	45 - 54	823	15	802	15	752	15
	55 - 64	715	13	692	13	615	13
	65 +	913	16	888	16	645	13
Adults :-	Total	4599	100	4448	100	3935	100
	AB	904	20	874	20	834	21
	C1	1268	28	1215	27	1088	28
	C2	1024	22	1000	22	933	24
	D	828	18	802	18	701	18
	E	575	13	557	13	379	10

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		2712	100	2886	100	2617	100	2806	100
Age :-	0 - 15	514	19	484	17	502	19	473	17
	16 - 24	327	12	315	11	314	12	301	11
	25 - 34	330	12	337	12	313	12	324	12
	35 - 44	401	15	438	15	386	15	427	15
	45 - 54	399	15	425	15	387	15	415	15
	55 - 64	350	13	365	13	337	13	356	13
	65 +	390	14	523	18	379	14	510	18
	Adults :-	Total	2198	100	2401	100	2116	100	2332
AB		451	21	453	19	436	21	438	19
C1		571	26	697	29	543	26	671	29
C2		556	25	469	20	542	26	458	20
D		397	18	431	18	382	18	421	18
E		223	10	352	15	212	10	345	15
Working F/T		1310	60	785	33	1270	60	766	33
Working P/T		59	3	381	16	56	3	371	16
Not Working		830	38	1235	51	789	37	1196	51
Housewives :-		Total	514	100	2056	100	474	100	1997
	Working F/T	212	41	654	32	197	42	637	32
	Working P/T	16	3	362	18	15	3	351	18
	Not Working	286	56	1041	51	263	55	1008	50

Channel Four - Ulster Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
Total	693	100	673	100	673	100
Receiving ITV	673	97	673	100	673	100
Receiving Any CH4	671	97	671	100	671	100
Receiving RTE	370	53	370	55	370	55
Receiving five	623	90	623	93	623	93
Receiving BBC 1	673	97	673	100	673	100
Receiving BBC 2	673	97	673	100	673	100

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

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
Total		673	100	673	100
Screen Size :-	Under 20"	290	43	290	43
	20 to 29"	468	70	468	70
	30" and over	274	41	274	41
Household with :-	Single Set	291	43	291	43
	Two Sets	228	34	228	34
	3 Sets	94	14	94	14
	4 Sets	41	6	41	6
	5+ Sets	19	3	19	3
Recorders :-	With VCR	281	42	281	42
	2+ VCR	39	6	39	6
	With PVR	97	14	97	14
	2+ PVR	20	3	20	3
	With DVD-R	64	9	64	9
	2+ DVD-R	6	1	6	1
	With Any Recorder	370	55	370	55
2+ Recorders	105	16	105	16	

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

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

Table 6		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
Total		846	100	878	100	827	100	864	100
Age :-	0 - 15	193	23	179	20	190	23	177	20
	16 - 24	113	13	111	13	110	13	110	13
	25 - 34	111	13	114	13	108	13	112	13
	35 - 44	124	15	130	15	122	15	129	15
	45 - 54	112	13	116	13	109	13	114	13
	55 - 64	91	11	95	11	88	11	93	11
	65 +	102	12	132	15	99	12	128	15
	Adults :-	Total	653	100	699	100	637	100	687
AB		117	18	113	16	116	18	112	16
C1		152	23	175	25	150	24	172	25
C2		182	28	157	22	177	28	155	23
D		102	16	109	16	99	16	107	16
E		100	15	146	21	94	15	141	20
Working F/T		402	62	223	32	393	62	220	32
Working P/T		15	2	100	14	14	2	99	14
Not Working		237	36	376	54	230	36	367	53
Housewives :-		Total	124	100	569	100	115	100	558
	Working F/T	56	45	175	31	52	45	173	31
	Working P/T	3	3	95	17	3	3	94	17
	Not Working	65	52	299	53	60	52	291	52

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 ITV 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	4438	1044	1025	179 (L)	696 (S)	150
London/East	1569	399	389	172 (L)	136 (E)	80
Midlands/North West	1333	272	271	159 (M)	89 (NW)	13
Midlands/Yorkshire	1731	446	440	207 (M)	166 (Y)	66
Midlands/Wales	1573	259	254	46 (M)	175 (W)	29
Midlands/East	2170	542	528	56 (M)	444 (E)	25
North West/Yorkshire	175	45	43	32 (NW)	7 (Y)	4
North West/Wales	2076	223	220	97 (NW)	53 (W)	70
North West/Border	678	72	69	24 (NW)	41 (B)	4
Yorkshire/North East	1249	319	312	154 (Y)	88 (NE)	70
Yorkshire/East	388	98	97	12 (Y)	71 (E)	14
South/Wales	109	18	17	7 (S)	8 (W)	3
South West/Wales	1169	159	156	9 (SW)	141 (W)	5
North East/Border	261	18	18	10 (NE)	5 (B)	3
Scotland/Border	105	3	3	* (SC)	3 (B)	1
London/Midlands/South	107	15	15	8 (L)	2 (M) 2 (S)	* (L/M) 1 (L/S) 1 (M/S)
London/Midlands/East	233	49	49	6 (L)	* (M) 35 (E)	* 2 (L/M) 5 (L/E) 1 (M/E)
London/South/East	695	134	133	87 (L)	3 (S) 18 (E)	3 3 (L/S) 18 (L/E) 1 (S/E)
Midlands/Yorkshire/East	251	68	67	21 (M)	22 (Y) 9 (E)	0 11 (M/Y) 3 (M/E) 1 (Y/E)
South/South West/Wales	142	16	16	2 (S)	1 (SW) 10 (W)	* * (S/SW) 1 (S/W) 1 (SW/W)
TOTAL	20452	4200	4122	3514		588

**Analysis Of ITV 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	10721	2436	2401	389
London/East	3893	946	928	198
Midlands/North West	3216	593	590	31
Midlands/Yorkshire	4010	1008	996	167
Midlands/Wales	3718	593	584	74
Midlands/East	5057	1244	1219	67
North West/Yorshire	409	110	106	9
North West/Wales	4778	509	505	166
North West/Border	1551	159	154	8
Yorkshire/North East	2923	711	699	178
Yorkshire/East	899	221	219	33
South/Wales	270	42	40	7
South West/Wales	2725	360	355	13
North East/Border	583	40	39	7
Scotland/Border	236	7	7	1
London/Midlands/South	247	34	34	1 * (L/M) 2 (L/S) 2 (M/S)
London/Midlands/East	584	117	116	2 4 (L/M) 13 (L/E) 4 (M/E)
London/South/East	1667	303	302	10 8 (L/S) 48 (L/E) 2 (S/E)
Midlands/Yorkshire/East	602	155	153	0 28 (M/Y) 7 (M/E) 3 (Y/E)
South/South West/Wales	317	34	33	1 * (S/SW) 3 (S/W) 2 (SW/W)
TOTAL	48406	9621	9482	1489

ITV Area 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	7042	452	258	3	662	12
Midlands	7398	492	151	1	386	2
North West	4262	242	90	0	214	0
Yorkshire	3794	360	166	0	419	0
North East	1510	98	73	0	186	0
Scotland	105	*	1	0	1	0
South & South east	5491	710	159	3	414	11
East	5306	714	148	3	375	11
South West	1311	10	7	*	16	1
Border	1044	48	8	0	17	0
Wales & West	5069	387	108	*	264	1

**Analysis Of C4 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	6702	1577	1547	438 (L)	854 (S)		253
Midlands/North	3064	719	710	366 (M)	254 (N)		79
Midlands/South	3743	801	783	103 (M)	619 (S)		54
North/Scotland	939	90	87	35 (N)	46 (SC)		7
North/South	2464	321	316	108 (N)	124 (S)		83
London/Midlands/South	340	64	64	14 (L)	2 (M)	38 (S)	2 (L/M) 6 (L/S) 2 (M/S)
Midlands/North/South	251	68	67	21 (M)	22 (N)	9 (S)	11 (M/N) 3 (M/S) 1 (N/S)
TOTAL	17503	3640	3574	3053			502

Overlap Area	Sample Size	Population Estimates (000's)		
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds
London/South	16281	3685	3631	653
Midlands/North	7226	1601	1587	198
Midlands/South	8775	1837	1804	141
North/Scotland	2134	199	194	15
North/South	5677	730	723	199
London/Midlands/South	831	150	150	4 (L/M) 15 (L/S) 6 (M/S)
Midlands/North/South	602	155	153	28 (M/N) 7 (M/S) 3 (N/S)
TOTAL	41526	8357	8241	1272

C4 Macro Area 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	7042	452	261	1	671	2
South	13500	1643	403	1	1026	2
Midlands	7398	492	151	1	386	2
North	6718	419	181	0	444	0
Scotland	939	46	7	0	15	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 2006 to June 2008. 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	261	1141	4.5	*	-	-	-	-	3.6	1.9	-	-	-
Midlands	151	677	0.1	4.6	0.5	2.6	-	-	*	1.2	-	-	1.0
North West	90	962	-	0.6	6.2	0.2	-	-	-	-	-	0.2	2.8
Yorkshire	166	650	-	2.3	0.1	5.3	1.7	-	-	0.6	-	-	-
North East	73	335	-	-	-	5.8	3.9	-	-	-	-	0.3	-
Scotland	#	16	-	-	-	-	-	2.9	-	-	-	7.1	-
South & South East	163	729	3.9	*	-	-	-	-	5.9	0.1	*	-	0.1
East	151	648	3.7	0.8	-	0.3	-	-	0.1	5.1	-	-	-
South West	7	56	-	-	-	-	-	-	0.3	-	4.5	-	5.3
Border	8	103	-	-	3.1	-	1.6	0.2	-	-	-	5.1	-
Wales & West	109	1077	-	1.2	4.1	-	-	-	0.2	-	0.3	-	4.3

= 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	4871	18.91
Midlands	3840	14.90
North West	2929	11.37
Yorkshire	2496	9.69
North East	1259	4.89
Scotland	2156	8.37
South, South East & Channel Islands	2457	9.54
East	1901	7.38
South West	782	3.04
Border	311	1.21
Wales & West	2086	8.10
Ulster	673	2.61
All Areas	25762	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	261	1141	4.5	5.4	*	-	-	-
South	404	2317	2.9	5.2	0.6	1.2	-	-
Midlands	151	677	0.1	2.3	4.6	3.1	-	-
North	181	1341	-	1.9	2.4	5.5	0.2	-
Scotland	7	87	-	-	-	5.0	5.0	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4871	18.90
South	7228	28.05
Midlands	3840	14.90
North	6686	25.95
Scotland	2467	9.58
Ulster	673	2.61
All Areas	25765	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 postal geography.

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

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

SAMPLE SELECTION

The sample selection within BBC/ITV segment entails the systematic selection of output areas followed by the selection of addresses within output area.

a) Selection of output areas

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

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

Within each BBC/ITV non-overlap area, output areas are ordered within the following hierarchy:

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

This creates up to 24 sub-strata categories. If a sub-stratum has a population estimate smaller than the sampling interval, it is collapsed into the adjoining stratum. Output areas are then sorted by ACORN code within strata, and selected systematically with probability proportionate to population, using a random start point and fixed interval procedure. Three output areas per assignment are selected, being grouped according to their geographic proximity.

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

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

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

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

b) Selection of addresses

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

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

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

Appendix C

FIELDWORK AND RESULTS

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

The following table shows the fieldwork results. Data are given for the total sample and for each 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 2006 - Jun 2008										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	158075		37850		28262		15354		11985	
Shop / Business	1847		470		304		196		111	
Demolished / Incomplete	513		76		80		33		32	
Empty	11942		1913		2068		1302		712	
Holiday Home	1725		54		188		166		60	
Other Non Effective	4726		928		792		657		216	
Eligible Addresses	137322		34409		24830		13000		10854	
Substitute Addresses	20293		3399		3394		2298		1115	
Multiple Occupancy Addresses	1990		1305		101		50		77	
Additional Households	2845		595		476		360		143	
Total Households	162450	100%	39708	100%	28801	100%	15708	100%	12189	100%
Non Contacts	26833	17%	9140	23%	4282	15%	2690	17%	1489	12%
No English Spoken	324	*	168	*	62	*	15	*	16	*
Refusals	23094	14%	7566	19%	3814	13%	2335	15%	1821	15%
Total Interviews	112199	69%	22834	58%	20643	72%	10668	68%	8863	73%

* = Less than 0.5%

Response Analysis: Jul 2006 - Jun 2008										
	NE		E		SW		Uls		Bor	
Addresses Issued	7021		13572		6236		8747		3677	
Shop / Business	53		177		70		180		44	
Demolished / Incomplete	18		69		11		78		14	
Empty	581		966		455		942		470	
Holiday Home	87		83		218		61		187	
Other Non Effective	151		325		195		516		177	
Eligible Addresses	6131		11952		5287		6970		2785	
Substitute Addresses	870		1587		922		1689		873	
Multiple Occupancy Addresses	39		59		40		10		18	
Additional Households	76		279		150		231		133	
Total Households	7116	100%	13877	100%	6399	100%	8900	100%	3809	100%
Non Contacts	949	13%	2036	15%	943	15%	1343	15%	459	12%
No English Spoken	4	*	31	*	15	*	10	*	4	*
Refusals	939	13%	1968	14%	1155	18%	632	7%	349	9%
Total Interviews	5224	73%	9842	71%	4286	67%	6915	78%	2997	79%

* = Less than 0.5%

Response Analysis: Jul 2006 - Jun 2008										
	S		W&W		CSco		NSco		CI	
Addresses Issued	15746		27076		10431		3820		627	
Shop / Business	152		304		139		66		3	
Demolished / Incomplete	24		99		102		16		4	
Empty	942		3008		891		496		26	
Holiday Home	113		575		70		182		3	
Other Non Effective	499		982		228		152		40	
Eligible Addresses	14016		22108		9001		2908		551	
Substitute Addresses	1690		4869		1398		887		73	
Multiple Occupancy Addresses	117		185		63		64		28	
Additional Households	315		381		227		91		15	
Total Households	16138	100%	27543	100%	10689	100%	3950	100%	667	100%
Non Contacts	2554	16%	3991	14%	1438	13%	491	12%	205	31%
No English Spoken	23	*	18	*	10	*	1	*	0	*
Refusals	2557	16%	2377	9%	1490	14%	476	12%	43	6%
Total Interviews	11004	68%	21157	77%	7751	73%	2982	75%	419	63%

* = 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
<u>Granada North Macro Region</u>	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 2006 to June 2008.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

	All Households	TV Households	Home ITV Households	
			Total	Multichannel
All Areas	112199	109750	109750	20632
ITV London	22833	22214	18410	3999
ITV Midlands	20644	20215	15652	3053
ITV North West	10668	10504	8619	2419
ITV Yorkshire	8863	8694	6980	2102
ITV Central Scotland	7861	7691	7581	1379
ITV North Scotland	2998	2921	2372	387
ITV Central Scotland & North Scotland	10159	9931	9859	1747
ITV Wales & West	20229	19857	18901	1758
ITV South & South East & Ch. Islands	11423	11236	9616	2080
ITV North East	5224	5147	4484	1105
ITV East	9842	9641	7981	1553
ITV South West	4282	4197	3045	622
ITV Ulster	6915	6722	6722	449
ITV Border	2997	2938	2565	257
ITV West	8970	8808	5852	874
ITV Wales	15954	15653	14734	988
ITV South & South East	11016	10836	9216	2038
ITV Channel Islands	407	400	400	42
ITV Meridian / Anglia	20570	20185	17576	3631
ITV Granada / Border	12987	12787	11146	2672
ITV Yorkshire / Tyne Tees	12838	12613	11178	3141
ITV Granada North	25389	24975	22263	5809
ITV West Macro	23200	22765	21891	2377
ITV MidWest	42271	41430	37665	5428
S4C	16227	15926	15926	1064
S4C Welsh Speaking	4300	4251	4251	295
Ch4 - All Macro Regions	112199	109750	109750	20632
Ch4 - London Macro Region	22833	22214	18410	3999
Ch4 - South Macro Region	43519	42706	39444	6007
Ch4 - Midlands Macro Region	20644	20215	15652	3053
Ch4 - North Macro Region	23331	22949	19785	5559
Ch4 - Scotland Macro Region	13051	12764	12400	2003
Ch4 - Ulster Macro Region	6915	6722	6722	449

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households	Sets in Home ITV Households
All Areas	228542	228542
ITV London	45066	37244
ITV Midlands	42704	33118
ITV North West	22259	18305
ITV Yorkshire	19228	15561
ITV Central Scotland	16005	15793
ITV North Scotland	6094	4998
ITV Central Scotland & North Scotland	20711	20545
ITV Wales & West	41620	39746
ITV South & South East & Ch. Islands	23787	20449
ITV North East	10964	9520
ITV East	20441	16813
ITV South West	8931	6403
ITV Ulster	12976	12976
ITV Border	6204	5494
ITV West	18296	12460
ITV Wales	32846	31088
ITV South & South East	22811	19473
ITV Channel Islands	976	976
ITV Meridian / Anglia	42675	37196
ITV Granada / Border	27213	23728
ITV Yorkshire / Tyne Tees	27376	24319
ITV Granada North	53689	47902
ITV West Macro	47744	46018
ITV MidWest	87060	79429
S4C	33553	33553
S4C Welsh Speaking	9814	9814
Ch4 - All Macro Regions	228542	228542
Ch4 - London Macro Region	45066	37244
Ch4 - South Macro Region	89910	83151
Ch4 - Midlands Macro Region	42704	33118
Ch4 - North Macro Region	49287	42585
Ch4 - Scotland Macro Region	26685	25993
Ch4 - Ulster Macro Region	12976	12976

SAMPLE BASES FOR REPORT TABLES

TABLE 5

	Individuals in All Households	Individuals in Home ITV Households	
		Total	Multichannel
All Areas	263873	263873	50354
ITV London	56003	45672	9938
ITV Midlands	49301	37784	7662
ITV North West	24886	20193	5825
ITV Yorkshire	20742	16492	5177
ITV Central Scotland	17385	16875	3206
ITV North Scotland	6488	5275	895
ITV Central Scotland & North Scotland	22431	21906	4049
ITV Wales & West	46949	44156	4251
ITV South & South East & Ch. Islands	26934	22772	4997
ITV North East	11965	10301	2594
ITV East	23088	18808	3843
ITV South West	9755	6904	1486
ITV Ulster	16788	16459	1245
ITV Border	6854	5943	610
ITV West	20868	13805	2135
ITV Wales	37055	34539	2381
ITV South & South East	25958	21808	4880
ITV Channel Islands	976	964	117
ITV Meridian / Anglia	48355	41509	8830
ITV Granada / Border	30189	26056	6428
ITV Yorkshire / Tyne Tees	29784	26033	7604
ITV Granada North	58981	51942	14022
ITV West Macro	53662	50925	5732
ITV MidWest	99245	89024	13390
S4C	37732	37732	2552
S4C Welsh Speaking	7326	7326	503
Ch4 - All Macro Regions	263873	259444	50354
Ch4 - London Macro Region	56003	45672	9938
Ch4 - South Macro Region	101430	92377	14560
Ch4 - Midlands Macro Region	49301	37784	7662
Ch4 - North Macro Region	54261	46199	13426
Ch4 - Scotland Macro Region	29049	27790	4658
Ch4 - Ulster Macro Region	16788	16459	1245

SAMPLE BASES FOR REPORT TABLES
TABLE 5

	Adults in All Households	Adults in Home ITV Households	
		Total	Multichannel
All Areas	212595	212595	40078
ITV London	44442	36095	7854
ITV Midlands	39468	30182	6032
ITV North West	20034	16228	4637
ITV Yorkshire	16718	13219	4119
ITV Central Scotland	14218	13777	2587
ITV North Scotland	5413	4358	728
ITV Central Scotland & North Scotland	18400	17945	3276
ITV Wales & West	38232	35861	3391
ITV South & South East & Ch. Islands	21805	18433	4031
ITV North East	9815	8425	2082
ITV East	18608	15157	3054
ITV South West	8014	5690	1196
ITV Ulster	13346	13067	952
ITV Border	5584	4821	491
ITV West	16911	11215	1696
ITV Wales	30131	27998	1907
ITV South & South East	20995	17634	3933
ITV Channel Islands	810	799	98
ITV Meridian / Anglia	39091	33546	7080
ITV Granada / Border	24343	20978	5122
ITV Yorkshire / Tyne Tees	24118	21049	6074
ITV Granada North	47643	41903	11189
ITV West Macro	43755	41436	4582
ITV MidWest	80220	71869	10611
S4C	30657	30657	2047
S4C Welsh Speaking	5304	5304	353
Ch4 - All Macro Regions	212595	208763	40078
Ch4 - London Macro Region	44442	36095	7854
Ch4 - South Macro Region	82362	74928	11659
Ch4 - Midlands Macro Region	39468	30182	6032
Ch4 - North Macro Region	43815	37250	10709
Ch4 - Scotland Macro Region	23794	22724	3766
Ch4 - Ulster Macro Region	13346	13067	952

SAMPLE BASES FOR REPORT TABLES
TABLE 6

	Individuals in All Households		Individuals in Home ITV Households	
	Males	Females	Males	Females
All Areas	127773	136100	127773	136100
ITV London	27350	28653	22216	23456
ITV Midlands	24083	25218	18454	19330
ITV North West	11917	12969	9678	10515
ITV Yorkshire	10096	10646	8006	8486
ITV Central Scotland	8210	9175	7937	8938
ITV North Scotland	3198	3290	2607	2668
ITV Central Scotland & North Scotland	10715	11716	10426	11480
ITV Wales & West	22635	24314	21256	22900
ITV South & South East & Ch. Islands	13045	13889	10969	11803
ITV North East	5829	6136	5003	5298
ITV East	11289	11799	9173	9635
ITV South West	4723	5032	3318	3586
ITV Ulster	8058	8730	7882	8577
ITV Border	3313	3541	2873	3070
ITV West	10083	10785	6704	7101
ITV Wales	17847	19208	16626	17913
ITV South & South East	12555	13403	10484	11324
ITV Channel Islands	490	486	485	479
ITV Meridian / Anglia	23514	24841	20108	21401
ITV Granada / Border	14492	15697	12514	13542
ITV Yorkshire / Tyne Tees	14493	15291	12628	13405
ITV Granada North	28504	30477	25068	26874
ITV West Macro	25873	27789	24506	26419
ITV MidWest	48177	51068	43127	45897
S4C	18172	19560	18172	19560
S4C Welsh Speaking	3368	3958	3368	3958
Ch4 - All Macro Regions	127773	136100	125272	134172
Ch4 - London Macro Region	27350	28653	22216	23456
Ch4 - South Macro Region	49111	52319	44586	47791
Ch4 - Midlands Macro Region	24083	25218	18454	19330
Ch4 - North Macro Region	26217	28044	22292	23907
Ch4 - Scotland Macro Region	13913	15136	13271	14519
Ch4 - Ulster Macro Region	8058	8730	7882	8577

SAMPLE BASES FOR REPORT TABLES

TABLE 6

	Adults in All Households		Adults in Home ITV Households	
	Males	Females	Males	Females
All Areas	101457	111138	101457	111138
ITV London	21408	23034	17333	18762
ITV Midlands	18956	20512	14496	15686
ITV North West	9453	10581	7653	8575
ITV Yorkshire	7993	8725	6299	6920
ITV Central Scotland	6627	7591	6383	7394
ITV North Scotland	2663	2750	2142	2216
ITV Central Scotland & North Scotland	8691	9709	8432	9513
ITV Wales & West	18147	20085	16984	18877
ITV South & South East & Ch. Islands	10392	11413	8736	9697
ITV North East	4743	5072	4065	4360
ITV East	8978	9630	7283	7874
ITV South West	3819	4195	2692	2998
ITV Ulster	6309	7037	6159	6908
ITV Border	2654	2930	2299	2522
ITV West	8059	8852	5369	5846
ITV Wales	14290	15841	13267	14731
ITV South & South East	9989	11006	8338	9296
ITV Channel Islands	403	407	398	401
ITV Meridian / Anglia	18745	20346	15998	17548
ITV Granada / Border	11508	12835	9918	11060
ITV Yorkshire / Tyne Tees	11564	12554	10063	10986
ITV Granada North	22679	24964	19918	21985
ITV West Macro	20771	22984	19619	21817
ITV MidWest	38311	41909	34244	37625
S4C	14536	16121	14536	16121
S4C Welsh Speaking	2360	2944	2360	2944
Ch4 - All Macro Regions	101457	111138	99257	109506
Ch4 - London Macro Region	21408	23034	17333	18762
Ch4 - South Macro Region	39285	43077	35590	39338
Ch4 - Midlands Macro Region	18956	20512	14496	15686
Ch4 - North Macro Region	20857	22958	17701	19549
Ch4 - Scotland Macro Region	11250	12544	10710	12014
Ch4 - Ulster Macro Region	6309	7037	6159	6908

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

If the number of households is two or three, the interviewer attempts to interview each of the households. If there are four or more households at the address the interviewer lists the details of the households in a Kish grid. This procedure provides random selections determining the three households that the interviewer should attempt to interview.

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

Appendix I

SMOOTHING AND PROJECTION

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

Data contributing to this report are from survey work conducted between July 2006 and June 2008. To provide estimates from these data which relate to the time periods required, it is necessary to use smoothing and projection techniques. This appendix outlines the smoothing and projection methods used.

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

In this way top-line Multichannel estimates for June 2008 in this report accord with estimates used in processing BARB panel data in June 2008. This is the current procedure used for estimates in this report, as well as for monthly projections of additional channel universes from April 1992.

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

= $U_m - SU_{m-1}$

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2009

The projections are obtained by applying monthly factors to the June 2008 data. Factors are calculated separately for each area using ONS-based total homes projections.

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

Appendix J

The Questionnaire (June 2008)

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

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

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

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

WRITE IN > _____

ASK ALL

2a2. How many personal computers (PCs) and Laptops are there in your household?

WRITE IN > _____

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

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

WRITE IN > _____

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

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

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

- In use as a television
- Normally in use but temporarily out of order? (to be repaired within the next 4 weeks)
- Not in use but in working order
- Never** used as a television set (for example only used with computer or games console)
- Permanently out of order

SP

ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q8A

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

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

SP

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

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

Talking about your **main set** only.

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

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

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

WRITE IN (2 digits required)

8a2. INTERVIEWER: WAS THE DIAGONAL SCREEN MEASUREMENT...? Respondent claim Actual measurement	SP
13. Would you describe the set as a portable? Yes No INTERVIEWER: IT IS THE RESPONDENT'S OPINION OF WHETHER OR NOT THE SET IS A PORTABLE.	SP
13b. Is this set mounted on a wall? Yes No	SP
14a. Where is the set usually located? Main living room Kitchen (which is not the main living room) Adult's bedroom (which is not the main living room) Child's bedroom (0-15) (which is not the main living room) Second living/dining room No specific location/frequently moved Other (WRITE IN)	SP
IF "NO SPECIFIC LOCATION..." (CODE 6 Q14A) GO TO Q14c OTHERWISE GO TO 16a	
14c. SHOW CARD D. On average, how often would you say this set is moved? Every or most days At least once a weeks At least once a month At least once every three months At least once every six months Less often	SP
16a. SHOW CARD E. Which of the following channels can be received on this set? BBC1 BBC2 ITV1 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE Network 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)	MP
16b. SHOW CARD F. Which of the following <u>ITV1</u> (formerly ITV) channels can be received on this set? I am thinking of the channels themselves, not just the programmes they make. (CHECK THAT THE RESPONDENT IS NOT CONFUSING ITV1 PROGRAMMES WITH ITV1 CHANNELS RECEIVED) ITV1 Anglia ITV1 Border ITV1 Central ITV1 Westcountry ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian ITV1 Tyne Tees UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)	MP

<p>Now I would like you to tell me about the reception quality of the channels you receive on this set. If you can watch a channel by more than one reception method, for example, directly through your aerial and through a set top box, we are interested in the method that you use most often.</p>	
<p>16c. SHOW CARD G. Which of the statements on this card best describes the reception for (NAME OF CHANNEL RECEIVED)... REPEAT FOR ALL CHANNELS RECEIVED</p> <p>Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies</p>	<p>SP</p>
<p>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</p>	
<p>17a. Are you able to receive, on this set, any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) (AND RTE1 or RTE Network 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)?</p> <p>Yes No</p>	<p>SP</p>
<p>IF NO (Q17A CODE 2) SKIP TO Q18A. IF YES OR DK AT Q17A, ASK Q17b(i/ii/iii/iv)</p>	
<p>SHOW CARD GG. I would now like to ask you about the reception method that this set uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are:</p> <p>1) Via a normal aerial – this is either with a separate box that connects to your TV or by a TV set that has digital TV reception built in. The service provided is known as Freeview and gives you a selection of around 30 channels. You do not need a satellite or cable connection to receive these extra channels. 2) Via a connection to a cable TV supplier – cable TV suppliers transmit their signal through underground cables. The cable network is connected to your TV via a set top box. 3) Via a satellite dish – the satellite dish is attached to the outside of your home and is connected to your TV via a set top box, for example a Sky dish.</p>	
<p>By which of the following methods can you receive the additional channels on this television set? If you can receive your channels by more than one method on this set we are interested in all methods whether they are used or not.</p>	
<p>17b(iii). A normal aerial and digital signal (known as Freeview).</p> <p>Yes No</p>	<p>SP</p>
<p>17b(ii). A connection to a cable TV Supplier.</p> <p>Yes No</p>	<p>SP</p>
<p>17b(i). A satellite dish, for example a Sky dish.</p> <p>Yes No</p>	<p>SP</p>
<p>17b(iv). Another method.</p> <p>Yes No</p>	<p>SP</p>
<p>IF OTHER METHOD (Q17B(iv) = Yes) ASK Q17B1, OTHERWISE SKIP TO Q20A</p>	
<p>17b1 Which service provider do you receive your additional channels from via this other method?</p> <p>Homechoice/Tiscali TV BT Vision Other</p>	<p>MP</p>
<p>ASK Q20A IF YES AT Q17B(i/ii) OTHERWISE GO TO Q20A2.</p>	
<p>20a. Does this set receive digital satellite (IF Q17b(i) = Yes) or (IF Q17b(i)and(ii) = Yes) digital cable (IF Q17b(ii) = Yes) TV services? If your set does not receive digital satellite most of the channels would be foreign, for example, you would not receive Sky One, E4, BBC 3 or ITV2. (IF Q17b(i) = Yes) READ OUT</p> <p><small>CODE 1 REDUNDANT</small> Does not receive digital TV Receives digital satellite (IF Q17b(i) = Yes) Receives digital cable (IF Q17b(ii) = Yes) Don't know</p>	<p>MP</p>

IF YES AT Q17B(iii), ASK Q20A2, OTHERWISE GO TO Q20A3		
20a2. Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in? Separate box Built in digital reception Don't know		SP
IF YES AT Q17B(i) ASK Q20A3, OTHERWISE GO TO Q20A4		
20a3. Is this set connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know		SP
IF YES AT Q17B(i) ASK Q20A4, OTHERWISE GO TO Q20A5		
20a4. I would now like to ask you about High Definition television, or HDTV. This is television with a higher quality of picture. You need both an HD-ready TV set and HDTV set top box to view HDTV. Is this set connected to Sky HD? Sky HD is the high definition service available with Sky. Yes No Don't know		SP
IF YES AT Q17B(ii) ASK Q20A5, OTHERWISE GO TO Q22A		
20a5. Is this set connected to V+ or cable PVR service? V+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs. Yes No Don't know		SP
IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), SKIP Q22A AND ASK Q22B, OTHERWISE SKIP TO Q17d. IF ADDITIONAL CHANNELS RECEIVED ON ADDITIONAL SETS AND SAME RECEPTION METHOD(S) CODED (SAME CODES AT Q17b(i/ii/iii/iv) AND Q20a) ASK Q22A, OTHERWISE SKIP TO Q17d		
22a ASK FOR ADDITIONAL SETS ONLY: Does this set receive exactly the same additional channels as the main set? Yes No		SP
IF YES (CODE 1) AT Q22A SKIP TO Q23. IF NO (CODE 2) ASK Q22B		
22b SHOW CARDS K1-K2 in turn. Which of the following channels are currently received on this set? INTERVIEWER: PRESENT SHOW CARDS IN ORDER THEY APPEAR ON SCREEN		
ROTATE ORDER OF SHOW CARDS		
SHOW CARD K1 BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	SHOW CARD K2 Sky Movies Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra	

IF ADDITIONAL CHANNELS RECEIVED AT Q22b CONFLICT WITH PLATFORM CODED AT Q17b(i/ii/iii/iv)/Q20a ASK Q17c2 (IF Q17b(i) = Yes and Q20a = 2) or Q17c3 (IF Q17b(iii) = Yes) or Q17c4 (IF Q17b(ii) = Yes and Q20a = 2) OTHERWISE ASK Q17d		
17c2. Some of the channels you have stated are not available unless you receive digital satellite. Is it possible you receive digital satellite? Yes No		SP
17c3. Some of the channels you have stated are not available via a normal aerial and digital box. Is it possible that you receive your signal via a satellite dish or connection to a cable TV supplier? Yes No		SP
17c4. Some of the channels you have stated are not available unless you receive digital cable, for example (ENTER 1ST 3 CONFLICT CHANNELS CODED). Is it possible you receive digital cable? Yes No		SP
IF YES (CODE 1 AT Q17c3) STATE		
In that case I need to ask you a couple of questions again. ASK Q17b(i/ii/iii/iv) and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.		
IF SATELLITE DISH (YES AT Q17b(i)) ASK 17d		
17d. Is the satellite dish that you receive your signal from.....? READ OUT A dish used <u>only</u> by your household A dish shared with one or more households		SP
ASK ALL WITH ADDITIONAL CHANNELS		
17e. SHOW CARD I By which of these other methods can this set receive its TV signal? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with other households An indoor set top aerial or an aerial built into the set None of these		SP
IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a, ASK Q18a		
18a. SHOW CARD II How does this set receive its television signal? Do you receive the pictures on this set from? READ OUT An ordinary outdoor or loft aerial used <u>only</u> by your household An ordinary outdoor or loft aerial shared with other households An indoor set top aerial or an aerial built into the set A cable system		MP
ASK ALL		
23a. SHOW CARD J Which of the following pieces of equipment are connected to this set? VCR or Video Cassette Recorder (a video recorder that can record programmes on to tape) DVD recorder (a recorder that can record programmes on to DVDs) PVR or Personal Video Recorder (a recorder that can record programmes with no need for tapes or DVDs) DVD player (able to play back bought or rented DVDs, but not able to record television programmes) None of these		MP
REPEAT Q8a TO Q23a FOR ALL OTHER SETS		
IF SATELLITE DISH (YES AT Q17b(i)) ON ANY SET, ASK Q24e OTHERWISE FOLLOW INSTRUCTION ABOVE Q26b		
24e. Does your household currently pay a subscription for your satellite channels? Pay subscription Receive channels free of charge Don't know/Not sure		

IF ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE SKIP TO Q28a	
26b. Does your household currently pay a monthly subscription for your digital TV services via a normal aerial (known as Freeview)? Receive channels free of charge Pay monthly subscription e.g. Top Up TV or Setanta Don't know/Not sure	
IF 2 OR MORE SETS ARE RECEIVING CABLE OR CABLE DIGITAL THEN ASK Q28a FOR EACH SET IN THAT CATEGORY (Q17b(ii) =Yes OR Q17b(ii) =Yes AND Q20a CODE 4) OTHERWISE GO TO Q29a	
28a. Does the _____ set (ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL) have its own exclusive set-top-box for receiving cable channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP
REPEAT FOR ALL SETS WITH CABLE OR CABLE DIGITAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q28a) ASK Q28b OTHERWISE GO TO Q29a	
28b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q28a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q28a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box?	
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING SATELLITE/DIGITAL SATELLITE THEN ASK Q29a FOR EACH SET IN THAT CATEGORY (Q17b(i) =Yes OR Q17b(i) =Yes AND Q20a CODE 3) OTHERWISE GO TO Q30a	
29a. Does the _____ set (ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL) have its own exclusive set-top-box for receiving satellite channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared REPEAT FOR ALL SETS WITH SATELLITE OR SATELLITE DIGITAL IF ANY SETS SHARE A RECEIVER / DECODER (CODE 2 AT Q29a) ASK Q29b OTHERWISE GO TO Q30a	SP
29b. You said that the _____ set (ENTER DETAIL OF FIRST SET CODED 2 AT Q29a) and _____ set(s) (ENTER DETAILS OF SECOND SET CODED 2 AT Q29a) share a set-top-box. Which of these sets would you say has the main connection to the actual set-top-box? INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box? ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP IF 2 OR MORE SETS ARE RECEIVING DIGITAL TERRESTRIAL THEN ASK Q30a FOR EACH SET IN THAT CATEGORY (Q17b(iii) = Yes) OTHERWISE GO TO Q30c	
30a. Does the _____ set (ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL) have its own exclusive set-top-box for receiving digital channels, or does it receive these channels from a set-top-box which is also shared with another set? Exclusive Shared	SP

<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>		
ASK ALL		
30c	<p>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>Yes No</p>	SP
IF YES AT Q30c ASK Q30d		
30d	<p>With which of these reception methods are they associated? READ OUT</p> <p>Satellite Cable Digital via a normal aerial</p>	MP
ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f		
30e.	<p>Is the satellite reception method digital?</p> <p>Yes No</p>	SP
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g		
30f.	<p>Is the cable reception method digital?</p> <p>Yes No</p>	SP
ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d		
30g	<p>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>WRITE IN> _____</p>	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g		
30h	<p>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>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
30i	<p>Do you have a second home either in the UK or abroad?</p> <p>Yes – UK Yes - abroad No</p>	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j		
30j	<p>Do you have any equipment for receiving additional UK channels at any of these households?</p> <p>READ OUT</p> <p>Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No</p>	MP
Now some questions about other ways that television sets can be used.		

<p>31a. SHOW CARD P Which of the following equipment do you have which is used with any of your TV sets?</p> <p>Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
<p>31g Do you or anyone in your household ever access the internet at home by any method?</p> <p>Yes No</p>	
<p>IF YES (CODE 1) AT Q31g ASK Q31h2. OTHERWISE SKIP TO Q33</p>	
<p>31h2 Do you subscribe to a broadband provider in order to access the internet through your PC? By broadband I mean an always on connection that is nearly 10 times faster than traditional modems.</p> <p>Yes No</p>	<p>SP</p>
<p>33 I would now like to ask you about the viewing of the <u>whole household</u>, including yourself to each of your television sets at this time of year. This includes all time spent <u>viewing</u> video recordings of television programmes made in the household as well as the time spent viewing any TV channel.</p> <p>Thinking about your main set could you give me your best estimate of how many hours the set is switched on during an average weekday:</p>	
<p>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</p>	
<p>THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2nd set, 3rd set AS APPLICABLE</p>	
<p>INTERVIEWER: ANSWER MUST BE TO THE NEAREST WHOLE HOUR, EG. 6 HOURS. IF ANY TV SET IS SWITCHED ON FOR LESS THAN HALF AN HOUR IN ANY DAY CODE AS 0. IF NOT SWITCHED ON AT ALL, USE "NOT SWITCHED ON AT ALL" CODE.</p>	
<p style="text-align: center;">WRITE IN (2 DIGITS REQUIRED)</p>	
<p>IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40</p>	
<p>38. You have said you receive ____ (ENTER TEXT FOR ALL ITV1 STATIONS RECEIVED AT Q16B WHICH HAVE BEEN CODED 3, 4, 5 OR 6 AT Q16C) For every ten hours of viewing to these stations, how do you think you and your household divide the ten hours between them?</p>	
<p>ONLY BRING UP ON THE SCREEN THE ITV1 STATIONS THEY RECEIVE AND FOR EACH A 2 DIGIT NUMBER WILL BE REQUIRED</p>	
<p>ITV1 Anglia ITV1 Border ITV1 Central ITV1 Westcountry ITV1 London (formerly Carlton and London Weekend/LWT) Channel Grampian ITV1 Granada ITV1 West (formerly HTV West) ITV1 Wales (formerly HTV Wales) Scottish ITV1 Meridian ITV1 Tyne Tees UTV (Ulster) ITV1 Yorkshire (formerly Yorkshire - YTV)</p>	<p>SP</p>
<p>INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:</p>	
<p>"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW __ HOURS OF ____ (FIRST CHANNEL RECEIVED AT Q16B), __ HOURS __ (SECOND CHANNEL RECEIVED AT 16B)AND..... (INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE)</p> <p>IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN1</p>	

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

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

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

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

SP

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

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

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

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

SP

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

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

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

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

SP

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

<p>64.SHOW CARD V. Which of these ethnic backgrounds do you consider yourself / the household member (IF RESPONDENT USE YOURSELF) to belong to?</p> <ul style="list-style-type: none"> White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused 	SP
IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q55g	
<p>55f SHOW CARD VV. What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD)</p> <ul style="list-style-type: none"> Welsh English Welsh and English equally Welsh and other language other than English (equally) Other 	SP
<p>55g SHOW CARD VVV, Do you work for or have a connection with any of the following? (ASK IF 1 PERSON HOUSEHOLD) Do you or does any member of your household work for, or have a connection with, any of these? (ASK IF 2+ PERSON HOUSEHOLD)</p> <ul style="list-style-type: none"> A television station, that is either the BBC or a commercial channel A radio station, that is either the BBC or a commercial station Journalism for a newspaper, magazine or online publisher An advertising or media agency A market research company None of these 	MP
IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)	
<p>56 Which of the household members you have mentioned is the chief income earner in your household? By that I mean the person with the <u>largest income</u> whether from employment, pensions, state benefits, investments or any other sources. This person must be aged 16 or older. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX COULD BE DEFINED AS THE CHIEF INCOME EARNER, THE MAN IS THE CIE. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CIE, THE ELDEST IS THE CIE.</p>	
<p>57 And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEPERSON. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEPERSON, THE ELDEST IS THE HOUSEPERSON.</p>	

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

61a.	What type of firm or organisation does (did) he/she work in? WRITE IN																													
61b.	What is/(was) (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) the position held or job title? INTERVIEWER NOTE: IF CIVIL SERVICE, FORCES, POLICE, ETC. PLEASE GIVE RANK/GRADE. IF TEACHER, GIVE SECONDARY OR PRIMARY WRITE IN																													
61b2.	Is/(Was) (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) he/she self-employed? PLEASE GIVE DETAILS. Yes No																													
IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c																														
61b3.	How many staff does/(did) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she employ? PLEASE GIVE DETAILS. ENTER NUMERICAL RESPONSE DK																													
61c.	What jobs does/(did) (<i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i>) he/she actually do? PLEASE GIVE DETAILS. WRITE IN																													
61d.	Is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) the Chief Income earner a manager or a foreman/supervisor? Yes - manager Yes – foreman/supervisor No	SP																												
ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G																														
61e.	How many people work at the place? ENTER NUMERICAL RESPONSE DK																													
61f.	How many people is/was (<i>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</i>) he/she responsible for? ENTER NUMERICAL RESPONSE DK																													
61g.	Has he/she any qualifications? INTERVIEWER: IF TEACHER - STATE WHETHER PRIMARY, SECONDARY OR OTHER LEVEL. (Apprenticeships, professional qualifications, degrees, diplomas, etc) PLEASE GIVE DETAILS. WRITE IN																													
IF CIE RETIRED, UNEMPLOYED OR NOT EMPLOYED (CODES 6, 7 OR 8 AT Q51) ASK Q61f, OTHERWISE SKIP TO Q62																														
61h.	SHOW CARD Y. What is your/ the chief income earners (<i>ENTER WHICHEVER TEXT APPLIES, I.E. YOUR IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</i>) net income - that is after deducting income tax, national insurance and contributions to pension schemes? <table border="1"> <thead> <tr> <th></th> <th>Weekly</th> <th>Monthly</th> <th>Yearly</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Under £100</td> <td>Under £435</td> <td>Under £5,200</td> </tr> <tr> <td>2</td> <td>£100 - £194</td> <td>£435 - £844</td> <td>£5,200 - £10,149</td> </tr> <tr> <td>3</td> <td>£195 - £379</td> <td>£845 - £1,659</td> <td>£10,150 - £19,899</td> </tr> <tr> <td>4</td> <td>£380 - £749</td> <td>£1,660 - £3,239</td> <td>£19,900 - £38,799</td> </tr> <tr> <td>5</td> <td>£750 or more</td> <td>£3,240 or more</td> <td>£38,800 or more</td> </tr> <tr> <td></td> <td>Refused</td> <td></td> <td></td> </tr> </tbody> </table>		Weekly	Monthly	Yearly	1	Under £100	Under £435	Under £5,200	2	£100 - £194	£435 - £844	£5,200 - £10,149	3	£195 - £379	£845 - £1,659	£10,150 - £19,899	4	£380 - £749	£1,660 - £3,239	£19,900 - £38,799	5	£750 or more	£3,240 or more	£38,800 or more		Refused			
	Weekly	Monthly	Yearly																											
1	Under £100	Under £435	Under £5,200																											
2	£100 - £194	£435 - £844	£5,200 - £10,149																											
3	£195 - £379	£845 - £1,659	£10,150 - £19,899																											
4	£380 - £749	£1,660 - £3,239	£19,900 - £38,799																											
5	£750 or more	£3,240 or more	£38,800 or more																											
	Refused																													

BRING UP SUMMARY SCREEN FOR Q61a-g	
62. CODE SOCIAL GRADE A B C1 C2 D E MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.	
63a. Does your household have a telephone of any type, including either an ordinary landline or a mobile 'phone owned by an adult aged 16 or over? Yes No	SP
IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64b	
63b. Which does your household have, a landline, a mobile 'phone owned by an adult aged 16+, or both of these? Landline Mobile telephone Both	
63d. What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection? INTERVIEWER: ENTER STD CODE OR MOBILE PREFIX AND DO NOT LEAVE A SPACE BEFORE ENTERING THE MAIN NUMBER WRITE IN	
ASK ALL: 64b. Thank you for taking part in this interview. Would you be willing to be re-contacted on behalf of BARB in the next 12 months? This would be regarding your TV viewing and there would be no obligation for you to take part. Yes No	
	WRITE IN >
GO TO Q65	
65. RECORD INTERVIEW LENGTH IN MINUTES	
THANK RESPONDENT - CHECK ALL DETAILS ARE CORRECT.	