

# **Establishment Survey of TV Homes**

## **ITV and Channel 4 Area Report**

### **Volume 1**

**June 2009**



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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 2007 and June 2009.

The report provides smoothed results which have an effective date of 1st June 2009. Appendix I contains a detailed explanation of the weighting, smoothing and projection

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	%
<b>Total</b>	26716	100	25930	100	25929	100
<b>Receiving ITV</b>	25929	97	25929	100	25929	100
<b>Receiving Any CH4</b>	25841	97	25841	100	25841	100
<b>Receiving CH4</b>	25731	96	25731	99	25731	99
<b>Receiving S4C</b>	1520	6	1520	6	1520	6
<b>Receiving five</b>	25068	94	25068	97	25068	97
<b>Receiving BBC 1</b>	25930	97	25930	100	25929	100
<b>Receiving BBC 2</b>	25930	97	25930	100	25929	100

		<b>Analysis of Households</b>							
		<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
						<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		26716	100	25930	100	25929	100	22846	100
			100		97		97		86
					100		100		88
<b>Social Class :-</b>									
AB		5717	21	5584	22	5584	22	5201	23
C1		7439	28	7193	28	7193	28	6487	28
C2		5162	19	5068	20	5068	20	4714	21
D		4081	15	3943	15	3943	15	3364	15
E		4317	16	4141	16	4141	16	3080	13
<b>Housewife Age :-</b>									
Under 25		1535	6	1397	5	1397	5	1244	5
25 - 34		4252	16	4026	16	4026	16	3669	16
35 - 44		5151	19	5019	19	5019	19	4741	21
45 - 54		4843	18	4734	18	4734	18	4437	19
55 - 64		4369	16	4288	17	4288	17	3887	17
65 +		6567	25	6465	25	6465	25	4868	21
<b>Size of Household :-</b>									
1		8891	33	8400	32	8400	32	6247	27
2		8731	33	8572	33	8571	33	7896	35
3		4044	15	3984	15	3984	15	3837	17
4		3449	13	3407	13	3407	13	3351	15
5 +		1602	6	1567	6	1567	6	1516	7
<b>Average Household Size</b>		2.28		2.30		2.30		2.41	
<b>Children :-</b>									
Without		19942	75	19249	74	19249	74	16357	72
With		6774	25	6681	26	6681	26	6489	28
0 - 3		2514	9	2464	10	2464	10	2361	10
4 - 9		3189	12	3151	12	3151	12	3051	13
10 - 15		3317	12	3286	13	3286	13	3215	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		25930	100	25929	100
<b>Screen Size :-</b>	Under 20"	12187	47	12186	47
	20 to 29"	14288	55	14287	55
	30" and over	13878	54	13878	54
<b>Household with :-</b>	Single Set	10226	39	10226	39
	Two Sets	9042	35	9042	35
	3 Sets	3966	15	3966	15
	4 Sets	1792	7	1792	7
	5+ Sets	904	3	904	3
<b>Recorders :-</b>	With VCR	11217	43	11217	43
	2+ VCR	1990	8	1990	8
	With PVR	6326	24	6326	24
	2+ PVR	1275	5	1275	5
	With DVD-R	3957	15	3957	15
	2+ DVD-R	337	1	337	1
	With Any Recorder	16350	63	16350	63
	2+ Recorders	6210	24	6210	24

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		52790	100	52790	100
<b>Screen Size :-</b>	Under 20"	17670	33	17670	33
	20 to 29"	17365	33	17365	33
	30" and over	16579	31	16578	31
<b>Recorders :-</b>	VCR connected	13817	26	13817	26
	PVR connected	8187	16	8187	16
	DVD-R connected	4409	8	4409	8
	Any recorder	21596	41	21596	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		60929	100	59574	100	55094	100
<b>Age :-</b>	0 - 3	3002	5	2940	5	2824	5
	4 - 9	4176	7	4121	7	3985	7
	10 - 15	4398	7	4355	7	4270	8
	16 - 19	3189	5	3124	5	3008	5
	20 - 24	3922	6	3698	6	3441	6
	25 - 34	8011	13	7658	13	7133	13
	35 - 44	8996	15	8808	15	8429	15
	45 - 54	8315	14	8172	14	7764	14
	55 - 64	7278	12	7176	12	6663	12
	65 +	9641	16	9522	16	7577	14
<b>Adults :-</b>	<b>Total</b>	49352	100	48157	100	44015	100
	AB	11345	23	11135	23	10580	24
	C1	14001	28	13587	28	12635	29
	C2	10497	21	10359	22	9848	22
	D	7624	15	7403	15	6468	15
	E	5885	12	5673	12	4484	10

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		29960	100	30969	100	29172	100	30402	100
<b>Age :-</b>	0 - 15	5948	20	5629	18	5866	20	5551	18
	16 - 24	3613	12	3498	11	3461	12	3360	11
	25 - 34	3991	13	4021	13	3772	13	3886	13
	35 - 44	4449	15	4547	15	4330	15	4477	15
	45 - 54	4098	14	4217	14	4012	14	4160	14
	55 - 64	3565	12	3713	12	3501	12	3676	12
	65 +	4297	14	5344	17	4230	14	5292	17
<b>Adults :-</b>	<b>Total</b>	24012	100	25340	100	23306	100	24852	100
	AB	5670	24	5675	22	5551	24	5584	22
	C1	6564	27	7438	29	6324	27	7263	29
	C2	5673	24	4824	19	5578	24	4782	19
	D	3747	16	3877	15	3616	16	3786	15
	E	2358	10	3527	14	2236	10	3437	14
	Working F/T	14389	60	8475	33	14046	60	8323	33
	Working P/T	813	3	3874	15	781	3	3833	15
	Not Working	8810	37	12991	51	8478	36	12696	51
	<b>Housewives :-</b>	<b>Total</b>	5943	100	20773	100	5526	100	20404
Working F/T		2726	46	6677	32	2537	46	6561	32
Working P/T		226	4	3551	17	208	4	3516	17
Not Working		2991	50	10545	51	2781	50	10327	51

## ITV London

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	6175	100	5923	100	5009	100
<b>Receiving ITV</b>	5923	96	5923	100	5008	100
<b>Receiving Any CH4</b>	5895	95	5895	100	4985	100
<b>Receiving five</b>	5755	93	5755	97	4902	98
<b>Receiving BBC 1</b>	5923	96	5923	100	5009	100
<b>Receiving BBC 2</b>	5923	96	5923	100	5009	100

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		6175	100	5923	100	5009	100	4314	100
			100		96		81		70
					100		85		73
<b>Social Class :-</b>									
AB		1721	28	1666	28	1413	28	1291	30
C1		1888	31	1803	30	1531	31	1349	31
C2		966	16	939	16	770	15	680	16
D		739	12	703	12	591	12	466	11
E		862	14	812	14	703	14	528	12
<b>Housewife Age :-</b>									
Under 25		328	5	284	5	247	5	199	5
25 - 34		1216	20	1127	19	1007	20	897	21
35 - 44		1321	21	1270	21	1087	22	1012	23
45 - 54		1096	18	1070	18	889	18	823	19
55 - 64		877	14	862	15	706	14	610	14
65 +		1337	22	1311	22	1071	21	773	18
<b>Size of Household :-</b>									
1		2103	34	1948	33	1670	33	1218	28
2		1808	29	1760	30	1455	29	1294	30
3		985	16	965	16	818	16	779	18
4		863	14	848	14	716	14	687	16
5 +		416	7	403	7	349	7	336	8
<b>Average Household Size</b>		2.33		2.35		2.35		2.48	
<b>Children :-</b>									
Without		4537	73	4318	73	3641	73	3007	70
With		1637	27	1606	27	1368	27	1308	30
0 - 3		671	11	654	11	562	11	531	12
4 - 9		777	13	762	13	647	13	606	14
10 - 15		751	12	740	12	622	12	599	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		5923	100	5009	100
<b>Screen Size :-</b>	Under 20"	2561	43	2096	42
	20 to 29"	2990	50	2501	50
	30" and over	3126	53	2652	53
<b>Household with :-</b>	Single Set	2631	44	2245	45
	Two Sets	1940	33	1650	33
	3 Sets	797	13	662	13
	4 Sets	360	6	289	6
	5+ Sets	195	3	163	3
<b>Recorders :-</b>	With VCR	2338	39	1916	38
	2+ VCR	400	7	336	7
	With PVR	1509	25	1252	25
	2+ PVR	287	5	230	5
	With DVD-R	822	14	686	14
	2+ DVD-R	85	1	77	2
	With Any Recorder	3517	59	2900	58
	2+ Recorders	1325	22	1081	22

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		11588	100	9740	100
<b>Screen Size :-</b>	Under 20"	3640	31	2966	30
	20 to 29"	3702	32	3124	32
	30" and over	3720	32	3166	33
<b>Recorders :-</b>	VCR connected	2899	25	2394	25
	PVR connected	1953	17	1614	17
	DVD-R connected	942	8	796	8
	Any recorder	4671	40	3862	40

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		14370	100	11783	100	10691	100
<b>Age :-</b>	0 - 3	806	6	679	6	646	6
	4 - 9	1023	7	851	7	807	8
	10 - 15	997	7	825	7	799	7
	16 - 19	704	5	574	5	552	5
	20 - 24	912	6	716	6	651	6
	25 - 34	2338	16	1961	17	1782	17
	35 - 44	2301	16	1903	16	1791	17
	45 - 54	1901	13	1551	13	1443	13
	55 - 64	1454	10	1166	10	1035	10
	65 +	1935	13	1556	13	1185	11
<b>Adults :-</b>	<b>Total</b>	11544	100	9427	100	8439	100
	AB	3418	30	2816	30	2621	31
	C1	3550	31	2903	31	2665	32
	C2	1995	17	1599	17	1440	17
	D	1410	12	1143	12	924	11
	E	1172	10	966	10	789	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		7094	100	7276	100	5776	100	6007	100
<b>Age :-</b>	0 - 15	1445	20	1381	19	1193	21	1163	19
	16 - 24	821	12	794	11	653	11	637	11
	25 - 34	1160	16	1178	16	960	17	1001	17
	35 - 44	1165	16	1137	16	962	17	941	16
	45 - 54	944	13	957	13	769	13	781	13
	55 - 64	704	10	750	10	559	10	607	10
	65 +	856	12	1079	15	680	12	876	15
<b>Adults :-</b>		5649	100	5895	100	4583	100	4844	100
	AB	1725	31	1694	29	1417	31	1399	29
	C1	1668	30	1882	32	1351	29	1552	32
	C2	1100	19	895	15	882	19	717	15
	D	698	12	712	12	565	12	577	12
	E	459	8	713	12	367	8	599	12
	Working F/T	3630	64	2152	37	2977	65	1792	37
	Working P/T	216	4	859	15	174	4	686	14
	Not Working	1804	32	2884	49	1432	31	2366	49
<b>Housewives :-</b>		1430	100	4744	100	1136	100	3873	100
	Working F/T	746	52	1654	35	609	54	1365	35
	Working P/T	65	5	788	17	50	4	628	16
	Not Working	619	43	2302	49	477	42	1879	49

## ITV Midlands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	5078	100	4948	100	3983	100	
<b>Receiving ITV</b>	4948	97	4948	100	3983	100	
<b>Receiving Any CH4</b>	4925	97	4925	100	3965	100	
<b>Receiving five</b>	4839	95	4839	98	3923	98	
<b>Receiving BBC 1</b>	4948	97	4948	100	3983	100	
<b>Receiving BBC 2</b>	4948	97	4948	100	3983	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	5078	100	4948	100	3983	100	3467	100
		100		97		78		68
				100		81		70
<b>Social Class :-</b>								
AB	1023	20	1002	20	819	21	753	22
C1	1375	27	1336	27	1073	27	957	28
C2	1032	20	1019	21	813	20	762	22
D	861	17	838	17	671	17	575	17
E	787	15	753	15	607	15	420	12
<b>Housewife Age :-</b>								
Under 25	285	6	263	5	210	5	184	5
25 - 34	792	16	754	15	607	15	559	16
35 - 44	969	19	948	19	760	19	717	21
45 - 54	925	18	904	18	731	18	677	20
55 - 64	849	17	838	17	673	17	604	17
65 +	1258	25	1240	25	1003	25	726	21
<b>Size of Household :-</b>								
1	1668	33	1588	32	1291	32	921	27
2	1660	33	1635	33	1289	32	1172	34
3	755	15	745	15	600	15	586	17
4	658	13	650	13	527	13	523	15
5 +	336	7	330	7	276	7	265	8
<b>Average Household Size</b>	2.31		2.32		2.33		2.47	
<b>Children :-</b>								
Without	3766	74	3653	74	2940	74	2453	71
With	1312	26	1295	26	1044	26	1014	29
0 - 3	492	10	483	10	389	10	367	11
4 - 9	629	12	623	13	502	13	490	14
10 - 15	647	13	642	13	519	13	508	15



		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		4948	100	3983	100
<b>Screen Size :-</b>	Under 20"	2346	47	1871	47
	20 to 29"	2883	58	2310	58
	30" and over	2519	51	2046	51
<b>Household with :-</b>	Single Set	1966	40	1572	39
	Two Sets	1722	35	1396	35
	3 Sets	767	15	613	15
	4 Sets	335	7	272	7
	5+ Sets	158	3	130	3
<b>Recorders :-</b>	With VCR	2188	44	1759	44
	2+ VCR	393	8	311	8
	With PVR	1076	22	823	21
	2+ PVR	202	4	157	4
	With DVD-R	604	12	491	12
	2+ DVD-R	17	0	23	1
	With Any Recorder	3026	61	2391	60
	2+ Recorders	1086	22	860	22

		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		10104	100	8146	100
<b>Screen Size :-</b>	Under 20"	3406	34	2713	33
	20 to 29"	3520	35	2837	35
	30" and over	3013	30	2451	30
<b>Recorders :-</b>	VCR connected	2714	27	2174	27
	PVR connected	1382	14	1058	13
	DVD-R connected	643	6	539	7
	Any recorder	3980	39	3148	39

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		11716	100	9285	100	8551	100
<b>Age :-</b>	0 - 3	592	5	468	5	442	5
	4 - 9	828	7	662	7	639	7
	10 - 15	866	7	695	7	678	8
	16 - 19	628	5	505	5	480	6
	20 - 24	737	6	576	6	554	6
	25 - 34	1467	13	1140	12	1071	13
	35 - 44	1731	15	1367	15	1307	15
	45 - 54	1578	13	1254	14	1197	14
	55 - 64	1435	12	1138	12	1040	12
	65 +	1855	16	1480	16	1142	13
<b>Adults :-</b>	<b>Total</b>	9429	100	7460	100	6791	100
	AB	2048	22	1653	22	1558	23
	C1	2562	27	2013	27	1882	28
	C2	2094	22	1662	22	1586	23
	D	1647	17	1290	17	1142	17
	E	1079	11	842	11	622	9

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		5798	100	5918	100	4584	100	4700	100
<b>Age :-</b>	0 - 15	1184	20	1103	19	949	21	876	19
	16 - 24	691	12	673	11	547	12	534	11
	25 - 34	722	12	745	13	556	12	584	12
	35 - 44	874	15	857	14	686	15	680	14
	45 - 54	774	13	804	14	617	13	637	14
	55 - 64	718	12	717	12	567	12	571	12
	65 +	835	14	1020	17	662	14	818	17
<b>Adults :-</b>	AB	4614	100	4815	100	3636	100	3825	100
	AB	1018	22	1031	21	823	23	830	22
	C1	1205	26	1357	28	940	26	1073	28
	C2	1132	25	961	20	900	25	762	20
	D	816	18	831	17	633	17	657	17
	E	443	10	636	13	339	9	503	13
	Working F/T	2767	60	1595	33	2191	60	1261	33
	Working P/T	160	3	761	16	124	3	607	16
	Not Working	1687	37	2460	51	1320	36	1956	51
	<b>Housewives :-</b>	Working F/T	1077	100	4000	100	820	100	3163
Working F/T		484	45	1285	32	366	45	1013	32
Working P/T		39	4	700	18	31	4	559	18
Not Working		554	51	2015	50	422	52	1591	50

## ITV North West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	3322	100	3215	100	2934	100	
<b>Receiving ITV</b>	3215	97	3215	100	2934	100	
<b>Receiving Any CH4</b>	3203	96	3203	100	2924	100	
<b>Receiving five</b>	3156	95	3156	98	2899	99	
<b>Receiving BBC 1</b>	3215	97	3215	100	2934	100	
<b>Receiving BBC 2</b>	3215	97	3215	100	2934	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	3322	100	3215	100	2934	100	2652	100
		100		97		88		80
				100		91		82
<b>Social Class :-</b>								
AB	555	17	544	17	488	17	477	18
C1	879	26	857	27	779	27	716	27
C2	638	19	623	19	564	19	528	20
D	564	17	532	17	489	17	444	17
E	686	21	659	20	615	21	487	18
<b>Housewife Age :-</b>								
Under 25	248	7	234	7	222	8	214	8
25 - 34	495	15	474	15	438	15	404	15
35 - 44	615	19	596	19	548	19	520	20
45 - 54	595	18	574	18	519	18	496	19
55 - 64	538	16	524	16	473	16	434	16
65 +	831	25	813	25	734	25	586	22
<b>Size of Household :-</b>								
1	1131	34	1063	33	954	33	749	28
2	1082	33	1058	33	972	33	924	35
3	511	15	504	16	465	16	439	17
4	413	12	408	13	374	13	376	14
5 +	184	6	181	6	169	6	164	6
<b>Average Household Size</b>	2.25		2.27		2.28		2.37	
<b>Children :-</b>								
Without	2472	74	2379	74	2161	74	1888	71
With	850	26	836	26	773	26	764	29
0 - 3	302	9	295	9	275	9	276	10
4 - 9	399	12	392	12	361	12	359	14
10 - 15	413	12	408	13	377	13	375	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		3215	100	2934	100
<b>Screen Size :-</b>	Under 20"	1297	40	1155	39
	20 to 29"	1657	52	1477	50
	30" and over	1902	59	1766	60
<b>Household with :-</b>	Single Set	1295	40	1196	41
	Two Sets	1187	37	1088	37
	3 Sets	442	14	391	13
	4 Sets	210	7	187	6
	5+ Sets	80	2	73	2
<b>Recorders :-</b>	With VCR	1358	42	1220	42
	2+ VCR	180	6	153	5
	With PVR	841	26	781	27
	2+ PVR	213	7	198	7
	With DVD-R	629	20	593	20
	2+ DVD-R	27	1	28	1
	With Any Recorder	2124	66	1937	66
2+ Recorders	781	24	715	24	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		6461	100	5892	100
<b>Screen Size :-</b>	Under 20"	1869	29	1673	28
	20 to 29"	2032	31	1818	31
	30" and over	2357	36	2198	37
<b>Recorders :-</b>	VCR connected	1626	25	1460	25
	PVR connected	1151	18	1068	18
	DVD-R connected	679	11	646	11
	Any recorder	2787	43	2548	43

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		7476	100	6700	100	6295	100
<b>Age :-</b>	0 - 3	363	5	330	5	329	5
	4 - 9	524	7	475	7	457	7
	10 - 15	539	7	493	7	482	8
	16 - 19	407	5	369	6	362	6
	20 - 24	506	7	455	7	436	7
	25 - 34	929	12	830	12	787	13
	35 - 44	1079	14	966	14	930	15
	45 - 54	1023	14	909	14	877	14
	55 - 64	906	12	803	12	750	12
	65 +	1201	16	1070	16	887	14
<b>Adults :-</b>	<b>Total</b>	6051	100	5402	100	5028	100
	AB	1101	18	977	18	964	19
	C1	1690	28	1520	28	1440	29
	C2	1275	21	1131	21	1075	21
	D	1033	17	908	17	838	17
	E	952	16	865	16	711	14

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		3675	100	3801	100	3292	100	3409	100
<b>Age :-</b>	0 - 15	736	20	689	18	675	20	624	18
	16 - 24	462	13	450	12	417	13	407	12
	25 - 34	464	13	465	12	412	13	417	12
	35 - 44	533	14	546	14	473	14	493	14
	45 - 54	502	14	521	14	444	13	465	14
	55 - 64	445	12	461	12	396	12	407	12
	65 +	533	15	668	18	475	14	595	17
	<b>Adults :-</b>	<b>Total</b>	2939	100	3112	100	2617	100	2785
AB		550	19	551	18	488	19	490	18
C1		805	27	885	28	724	28	796	29
C2		683	23	592	19	604	23	527	19
D		513	17	520	17	452	17	456	16
E		389	13	563	18	349	13	516	19
Working F/T		1669	57	1082	35	1476	56	970	35
Working P/T		100	3	387	12	91	3	344	12
Not Working		1170	40	1643	53	1050	40	1471	53
<b>Housewives :-</b>		<b>Total</b>	954	100	2368	100	835	100	2100
	Working F/T	439	46	789	33	381	46	699	33
	Working P/T	32	3	322	14	30	4	283	13
	Not Working	482	51	1257	53	424	51	1118	53

## ITV Yorkshire

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	3111	100	3034	100	2599	100	
<b>Receiving ITV</b>	3034	98	3034	100	2599	100	
<b>Receiving Any CH4</b>	3025	97	3025	100	2594	100	
<b>Receiving five</b>	2965	95	2965	98	2549	98	
<b>Receiving BBC 1</b>	3034	98	3034	100	2599	100	
<b>Receiving BBC 2</b>	3034	98	3034	100	2599	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	3111	100	3034	100	2599	100	2332	100
		100		98		84		75
				100		86		77
<b>Social Class :-</b>								
AB	572	18	561	19	475	18	473	20
C1	837	27	810	27	695	27	624	27
C2	639	21	630	21	540	21	518	22
D	528	17	516	17	441	17	387	17
E	535	17	516	17	448	17	330	14
<b>Housewife Age :-</b>								
Under 25	200	6	185	6	162	6	143	6
25 - 34	464	15	442	15	384	15	350	15
35 - 44	572	18	562	19	486	19	465	20
45 - 54	578	19	565	19	482	19	464	20
55 - 64	521	17	513	17	439	17	417	18
65 +	775	25	766	25	647	25	492	21
<b>Size of Household :-</b>								
1	975	31	924	30	787	30	589	25
2	1085	35	1071	35	911	35	871	37
3	483	16	477	16	415	16	393	17
4	397	13	394	13	343	13	341	15
5 +	170	5	166	5	143	6	136	6
<b>Average Household Size</b>	2.28		2.30		2.31		2.41	
<b>Children :-</b>								
Without	2327	75	2255	74	1922	74	1670	72
With	785	25	778	26	678	26	662	28
0 - 3	287	9	284	9	248	10	234	10
4 - 9	365	12	363	12	318	12	308	13
10 - 15	391	13	389	13	336	13	329	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		3034	100	2599	100
<b>Screen Size :-</b>	Under 20"	1641	54	1415	54
	20 to 29"	1717	57	1450	56
	30" and over	1655	55	1442	55
<b>Household with :-</b>	Single Set	1048	35	893	34
	Two Sets	1045	34	888	34
	3 Sets	544	18	465	18
	4 Sets	261	9	229	9
	5+ Sets	135	4	124	5
<b>Recorders :-</b>	With VCR	1265	42	1043	40
	2+ VCR	247	8	212	8
	With PVR	719	24	636	24
	2+ PVR	140	5	126	5
	With DVD-R	556	18	516	20
	2+ DVD-R	61	2	59	2
	With Any Recorder	1844	61	1578	61
2+ Recorders	771	25	669	26	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		6598	100	5682	100
<b>Screen Size :-</b>	Under 20"	2497	38	2169	38
	20 to 29"	2040	31	1716	30
	30" and over	1990	30	1738	31
<b>Recorders :-</b>	VCR connected	1570	24	1298	23
	PVR connected	934	14	828	15
	DVD-R connected	633	10	589	10
	Any recorder	2490	38	2141	38

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		7107	100	5999	100	5613	100
<b>Age :-</b>	0 - 3	339	5	293	5	277	5
	4 - 9	468	7	407	7	411	7
	10 - 15	518	7	444	7	436	8
	16 - 19	396	6	326	5	297	5
	20 - 24	482	7	404	7	371	7
	25 - 34	859	12	721	12	667	12
	35 - 44	1012	14	860	14	840	15
	45 - 54	989	14	828	14	806	14
	55 - 64	889	13	751	13	722	13
	65 +	1154	16	965	16	786	14
<b>Adults :-</b>	<b>Total</b>	5781	100	4855	100	4489	100
	AB	1152	20	957	20	960	21
	C1	1582	27	1317	27	1199	27
	C2	1301	23	1107	23	1079	24
	D	1012	18	849	17	756	17
	E	733	13	625	13	495	11

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		3501	100	3606	100	2942	100	3057	100
<b>Age :-</b>	0 - 15	678	19	647	18	581	20	563	18
	16 - 24	453	13	426	12	375	13	355	12
	25 - 34	427	12	432	12	355	12	366	12
	35 - 44	496	14	516	14	418	14	442	14
	45 - 54	492	14	497	14	410	14	418	14
	55 - 64	437	12	452	13	368	13	383	13
	65 +	518	15	636	18	434	15	531	17
<b>Adults :-</b>	<b>Total</b>	2823	100	2958	100	2361	100	2494	100
	AB	572	20	580	20	474	20	482	19
	C1	744	26	838	28	614	26	704	28
	C2	696	25	605	20	590	25	517	21
	D	515	18	498	17	433	18	417	17
	E	297	11	436	15	251	11	374	15
	Working F/T	1649	58	944	32	1381	58	784	31
	Working P/T	81	3	482	16	67	3	414	17
	Not Working	1094	39	1532	52	913	39	1296	52
	<b>Housewives :-</b>	<b>Total</b>	648	100	2463	100	520	100	2079
Working F/T		286	44	763	31	232	45	634	30
Working P/T		20	3	443	18	15	3	380	18
Not Working		342	53	1257	51	273	53	1066	51

## ITV Central Scotland

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	1740	100	1694	100	1672	100
<b>Receiving ITV</b>	1694	97	1694	100	1672	100
<b>Receiving Any CH4</b>	1692	97	1692	100	1669	100
<b>Receiving five</b>	1645	95	1645	97	1622	97
<b>Receiving BBC 1</b>	1694	97	1694	100	1672	100
<b>Receiving BBC 2</b>	1694	97	1694	100	1672	100

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1740	100	1694	100	1672	100	1497	100
		100		97		96		86
				100		99		88
<b>Social Class :-</b>								
AB	318	18	310	18	305	18	275	18
C1	461	26	445	26	440	26	406	27
C2	327	19	321	19	317	19	293	20
D	326	19	318	19	314	19	291	19
E	308	18	300	18	296	18	232	15
<b>Housewife Age :-</b>								
Under 25	91	5	83	5	81	5	73	5
25 - 34	262	15	250	15	247	15	229	15
35 - 44	325	19	317	19	313	19	295	20
45 - 54	339	19	331	20	328	20	317	21
55 - 64	296	17	289	17	284	17	262	18
65 +	428	25	425	25	419	25	320	21
<b>Size of Household :-</b>								
1	641	37	614	36	608	36	480	32
2	556	32	544	32	535	32	504	34
3	262	15	259	15	256	15	249	17
4	204	12	201	12	198	12	195	13
5 +	77	4	76	5	75	5	69	5
<b>Average Household Size</b>	2.16		2.17		2.17		2.26	
<b>Children :-</b>								
Without	1328	76	1288	76	1270	76	1106	74
With	412	24	407	24	402	24	391	26
0 - 3	141	8	138	8	137	8	132	9
4 - 9	192	11	189	11	186	11	179	12
10 - 15	201	12	200	12	197	12	191	13

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		1694	100	1672	100
<b>Screen Size :-</b>	Under 20"	815	48	799	48
	20 to 29"	943	56	928	56
	30" and over	940	55	930	56
<b>Household with :-</b>	Single Set	638	38	631	38
	Two Sets	610	36	603	36
	3 Sets	269	16	266	16
	4 Sets	126	7	121	7
	5+ Sets	52	3	50	3
<b>Recorders :-</b>	With VCR	701	41	685	41
	2+ VCR	128	8	122	7
	With PVR	361	21	356	21
	2+ PVR	78	5	76	5
	With DVD-R	189	11	184	11
	2+ DVD-R	21	1	21	1
	With Any Recorder	1020	60	1001	60
2+ Recorders	355	21	345	21	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		3488	100	3438	100
<b>Screen Size :-</b>	Under 20"	1183	34	1163	34
	20 to 29"	1118	32	1101	32
	30" and over	1143	33	1131	33
<b>Recorders :-</b>	VCR connected	865	25	844	25
	PVR connected	474	14	469	14
	DVD-R connected	214	6	210	6
	Any recorder	1351	39	1326	39

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		3762	100	3634	100	3380	100
<b>Age :-</b>	0 - 3	166	4	161	4	155	5
	4 - 9	243	6	236	7	224	7
	10 - 15	259	7	254	7	252	7
	16 - 19	189	5	185	5	177	5
	20 - 24	255	7	237	7	216	6
	25 - 34	484	13	458	13	431	13
	35 - 44	549	15	531	15	510	15
	45 - 54	553	15	537	15	526	16
	55 - 64	466	12	449	12	424	13
	65 +	597	16	585	16	465	14
<b>Adults :-</b>	<b>Total</b>	3093	100	2983	100	2749	100
	AB	617	20	596	20	551	20
	C1	843	27	805	27	757	28
	C2	657	21	640	21	600	22
	D	577	19	557	19	530	19
	E	399	13	384	13	311	11

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1807	100	1955	100	1740	100	1895	100
<b>Age :-</b>	0 - 15	344	19	324	17	337	19	315	17
	16 - 24	222	12	223	11	212	12	210	11
	25 - 34	237	13	247	13	221	13	237	13
	35 - 44	263	15	285	15	254	15	278	15
	45 - 54	263	15	289	15	255	15	282	15
	55 - 64	223	12	243	12	213	12	236	12
	65 +	254	14	343	18	248	14	337	18
<b>Adults :-</b>	<b>Total</b>	1462	100	1631	100	1403	100	1580	100
	AB	306	21	311	19	294	21	302	19
	C1	378	26	465	29	358	26	447	28
	C2	351	24	306	19	342	24	298	19
	D	271	19	307	19	260	19	298	19
	E	156	11	243	15	148	11	236	15
	Working F/T	852	58	541	33	820	58	526	33
	Working P/T	38	3	226	14	37	3	220	14
	Not Working	572	39	864	53	545	39	834	53
	<b>Housewives :-</b>	<b>Total</b>	384	100	1356	100	356	100	1316
Working F/T		158	41	440	32	145	41	428	33
Working P/T		12	3	210	15	11	3	204	16
Not Working		214	56	706	52	200	56	683	52

## ITV North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	627	100	607	100	520	100	
<b>Receiving ITV</b>	607	97	607	100	520	100	
<b>Receiving Any CH4</b>	606	97	606	100	519	100	
<b>Receiving five</b>	552	88	552	91	481	93	
<b>Receiving BBC 1</b>	607	97	607	100	520	100	
<b>Receiving BBC 2</b>	607	97	607	100	520	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	627	100	607	100	520	100	460	100
		100		97		83		73
				100		86		76
<b>Social Class :-</b>								
AB	131	21	128	21	108	21	97	21
C1	168	27	162	27	139	27	127	28
C2	127	20	125	21	108	21	104	23
D	104	17	99	16	85	16	74	16
E	97	16	93	15	81	16	59	13
<b>Housewife Age :-</b>								
Under 25	45	7	41	7	36	7	33	7
25 - 34	83	13	78	13	68	13	59	13
35 - 44	115	18	112	18	98	19	95	21
45 - 54	119	19	117	19	97	19	91	20
55 - 64	109	17	106	17	91	17	85	19
65 +	156	25	154	25	129	25	96	21
<b>Size of Household :-</b>								
1	225	36	210	35	179	34	130	28
2	222	35	217	36	184	35	162	35
3	83	13	82	13	69	13	74	16
4	76	12	76	12	68	13	70	15
5 +	22	4	22	4	20	4	24	5
<b>Average Household Size</b>	2.13		2.15		2.17		2.35	
<b>Children :-</b>								
Without	490	78	471	78	401	77	334	73
With	138	22	136	22	119	23	126	27
0 - 3	45	7	44	7	38	7	42	9
4 - 9	64	10	63	10	56	11	58	13
10 - 15	68	11	67	11	60	11	61	13



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		607	100	520	100
<b>Screen Size :-</b>	Under 20"	314	52	288	55
	20 to 29"	333	55	269	52
	30" and over	311	51	282	54
<b>Household with :-</b>	Single Set	228	38	176	34
	Two Sets	215	36	187	36
	3 Sets	87	14	84	16
	4 Sets	50	8	47	9
	5+ Sets	26	4	25	5
<b>Recorders :-</b>	With VCR	312	51	264	51
	2+ VCR	70	12	67	13
	With PVR	151	25	138	27
	2+ PVR	39	6	37	7
	With DVD-R	124	21	117	22
	2+ DVD-R	14	2	11	2
	With Any Recorder	416	69	358	69
	2+ Recorders	196	32	181	35

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		1243	100	1083	100
<b>Screen Size :-</b>	Under 20"	451	36	407	38
	20 to 29"	397	32	324	30
	30" and over	377	30	336	31
<b>Recorders :-</b>	VCR connected	390	31	331	31
	PVR connected	209	17	188	17
	DVD-R connected	136	11	123	11
	Any recorder	572	46	488	45

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1336	100	1129	100	1078	100
<b>Age :-</b>	0 - 3	52	4	45	4	48	4
	4 - 9	82	6	72	6	79	7
	10 - 15	93	7	83	7	84	8
	16 - 19	65	5	57	5	58	5
	20 - 24	83	6	68	6	69	6
	25 - 34	150	11	124	11	116	11
	35 - 44	193	14	165	15	164	15
	45 - 54	206	15	169	15	163	15
	55 - 64	185	14	156	14	152	14
	65 +	227	17	190	17	146	13
<b>Adults :-</b>	<b>Total</b>	1109	100	929	100	867	100
	AB	254	23	210	23	198	23
	C1	309	28	258	28	247	28
	C2	245	22	210	23	209	24
	D	177	16	149	16	136	16
	E	124	11	103	11	77	9

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		654	100	682	100	554	100	575	100
<b>Age :-</b>	0 - 15	111	17	116	17	99	18	100	17
	16 - 24	74	11	74	11	64	12	61	11
	25 - 34	78	12	72	11	64	12	60	10
	35 - 44	91	14	101	15	78	14	87	15
	45 - 54	103	16	103	15	86	15	84	15
	55 - 64	93	14	92	13	77	14	78	14
	65 +	103	16	124	18	86	15	104	18
<b>Adults :-</b>	<b>Total</b>	543	100	566	100	455	100	475	100
	AB	128	24	127	22	107	23	103	22
	C1	143	26	166	29	120	26	138	29
	C2	135	25	110	19	115	25	95	20
	D	86	16	91	16	70	16	78	17
	E	51	9	73	13	42	9	61	13
	Working F/T	331	61	189	33	280	62	161	34
	Working P/T	16	3	92	16	11	2	80	17
	Not Working	196	36	285	50	163	36	234	49
	<b>Housewives :-</b>	<b>Total</b>	134	100	493	100	107	100	413
Working F/T		61	45	158	32	49	46	133	32
Working P/T		6	4	87	18	3	3	75	18
Not Working		68	50	249	50	55	51	205	50

## ITV Central Scotland & North Scotland

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	2237	100	2174	100	2171	100	
<b>Receiving ITV</b>	2174	97	2174	100	2171	100	
<b>Receiving Any CH4</b>	2170	97	2170	100	2168	100	
<b>Receiving five</b>	2085	93	2085	96	2083	96	
<b>Receiving BBC 1</b>	2174	97	2174	100	2171	100	
<b>Receiving BBC 2</b>	2174	97	2174	100	2171	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2237	100	2174	100	2171	100	1936	100
		100		97		97		87
				100		100		89
<b>Social Class :-</b>								
AB	420	19	409	19	408	19	370	19
C1	593	27	573	26	572	26	525	27
C2	428	19	420	19	420	19	390	20
D	409	18	397	18	397	18	364	19
E	386	17	374	17	374	17	287	15
<b>Housewife Age :-</b>								
Under 25	128	6	116	5	116	5	105	5
25 - 34	329	15	312	14	312	14	287	15
35 - 44	417	19	407	19	407	19	386	20
45 - 54	431	19	422	19	422	19	405	21
55 - 64	379	17	369	17	369	17	340	18
65 +	553	25	547	25	546	25	413	21
<b>Size of Household :-</b>								
1	822	37	783	36	783	36	605	31
2	727	32	711	33	710	33	655	34
3	327	15	322	15	322	15	319	16
4	266	12	263	12	263	12	265	14
5 +	95	4	94	4	94	4	92	5
<b>Average Household Size</b>	2.16		2.17		2.17		2.28	
<b>Children :-</b>								
Without	1714	77	1658	76	1656	76	1423	74
With	523	23	516	24	515	24	513	26
0 - 3	178	8	173	8	173	8	173	9
4 - 9	242	11	239	11	239	11	235	12
10 - 15	257	11	255	12	255	12	250	13

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2174	100	2171	100
<b>Screen Size :-</b>	Under 20"	1081	50	1080	50
	20 to 29"	1190	55	1189	55
	30" and over	1200	55	1199	55
<b>Household with :-</b>	Single Set	803	37	802	37
	Two Sets	775	36	774	36
	3 Sets	352	16	352	16
	4 Sets	168	8	168	8
	5+ Sets	76	3	76	3
<b>Recorders :-</b>	With VCR	937	43	936	43
	2+ VCR	186	9	186	9
	With PVR	493	23	492	23
	2+ PVR	113	5	113	5
	With DVD-R	299	14	299	14
	2+ DVD-R	31	1	31	1
	With Any Recorder	1343	62	1341	62
2+ Recorders	521	24	521	24	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		4480	100	4476	100
<b>Screen Size :-</b>	Under 20"	1562	35	1561	35
	20 to 29"	1413	32	1411	32
	30" and over	1447	32	1445	32
<b>Recorders :-</b>	VCR connected	1156	26	1155	26
	PVR connected	657	15	655	15
	DVD-R connected	331	7	331	7
	Any recorder	1790	40	1787	40

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		4822	100	4715	100	4411	100
<b>Age :-</b>	0 - 3	208	4	203	4	202	5
	4 - 9	309	6	305	6	301	7
	10 - 15	336	7	333	7	334	8
	16 - 19	243	5	240	5	233	5
	20 - 24	321	7	303	6	282	6
	25 - 34	603	13	575	12	542	12
	35 - 44	704	15	690	15	667	15
	45 - 54	712	15	700	15	682	15
	55 - 64	609	13	596	13	564	13
	65 +	777	16	770	16	604	14
<b>Adults :-</b>	<b>Total</b>	3968	100	3873	100	3575	100
	AB	815	21	797	21	745	21
	C1	1084	27	1051	27	989	28
	C2	852	21	842	22	796	22
	D	719	18	700	18	661	18
	E	497	13	484	12	384	11

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		2331	100	2491	100	2271	100	2444	100
<b>Age :-</b>	0 - 15	438	19	416	17	432	19	410	17
	16 - 24	284	12	280	11	275	12	268	11
	25 - 34	300	13	304	12	281	12	293	12
	35 - 44	337	14	367	15	329	14	361	15
	45 - 54	343	15	369	15	338	15	363	15
	55 - 64	295	13	313	13	286	13	310	13
	65 +	335	14	443	18	331	15	439	18
	<b>Adults :-</b>	<b>Total</b>	1893	100	2075	100	1840	100	2034
AB		406	21	409	20	397	22	400	20
C1		491	26	593	29	473	26	578	28
C2		460	24	392	19	452	25	389	19
D		339	18	380	18	328	18	373	18
E		197	10	301	14	189	10	294	14
Working F/T		1116	59	692	33	1087	59	680	33
Working P/T		49	3	298	14	48	3	295	14
Not Working		728	38	1084	52	704	38	1059	52
<b>Housewives :-</b>		<b>Total</b>	492	100	1745	100	461	100	1711
	Working F/T	208	42	566	32	193	42	555	32
	Working P/T	15	3	279	16	15	3	275	16
	Not Working	269	55	900	52	254	55	880	51

## ITV Wales & West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	2384	100	2331	100	2167	100	
<b>Receiving ITV</b>	2331	98	2331	100	2167	100	
<b>Receiving Any CH4</b>	2326	98	2326	100	2162	100	
<b>Receiving five</b>	2225	93	2225	95	2063	95	
<b>Receiving BBC 1</b>	2331	98	2331	100	2167	100	
<b>Receiving BBC 2</b>	2331	98	2331	100	2167	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2384	100	2331	100	2167	100	1953	100
		100		98		91		82
				100		93		84
<b>Social Class :-</b>								
AB	431	18	423	18	392	18	368	19
C1	678	28	660	28	613	28	574	29
C2	553	23	546	23	514	24	493	25
D	379	16	370	16	345	16	288	15
E	342	14	331	14	303	14	230	12
<b>Housewife Age :-</b>								
Under 25	130	5	118	5	110	5	99	5
25 - 34	336	14	325	14	309	14	288	15
35 - 44	444	19	436	19	407	19	387	20
45 - 54	438	18	430	18	400	18	379	19
55 - 64	415	17	409	18	379	18	354	18
65 +	621	26	613	26	562	26	445	23
<b>Size of Household :-</b>								
1	757	32	725	31	672	31	503	26
2	839	35	827	35	768	35	737	38
3	351	15	347	15	324	15	315	16
4	302	13	300	13	282	13	276	14
5 +	134	6	131	6	121	6	123	6
<b>Average Household Size</b>	2.27		2.29		2.29		2.40	
<b>Children :-</b>								
Without	1795	75	1750	75	1622	75	1426	73
With	589	25	582	25	545	25	527	27
0 - 3	196	8	192	8	179	8	166	8
4 - 9	275	12	273	12	257	12	257	13
10 - 15	307	13	305	13	285	13	278	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2331	100	2167	100
<b>Screen Size :-</b>	Under 20"	1086	47	1010	47
	20 to 29"	1354	58	1262	58
	30" and over	1208	52	1132	52
<b>Household with :-</b>	Single Set	938	40	863	40
	Two Sets	794	34	741	34
	3 Sets	363	16	336	16
	4 Sets	163	7	156	7
	5+ Sets	73	3	70	3
<b>Recorders :-</b>	With VCR	1135	49	1067	49
	2+ VCR	179	8	175	8
	With PVR	635	27	601	28
	2+ PVR	107	5	95	4
	With DVD-R	339	15	302	14
	2+ DVD-R	22	1	20	1
	With Any Recorder	1630	70	1520	70
	2+ Recorders	589	25	553	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		4702	100	4388	100
<b>Screen Size :-</b>	Under 20"	1558	33	1455	33
	20 to 29"	1666	35	1551	35
	30" and over	1416	30	1329	30
<b>Recorders :-</b>	VCR connected	1372	29	1295	30
	PVR connected	780	17	729	17
	DVD-R connected	372	8	332	8
	Any recorder	2084	44	1946	44

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		5419	100	4956	100	4683	100
<b>Age :-</b>	0 - 3	234	4	213	4	199	4
	4 - 9	360	7	335	7	335	7
	10 - 15	409	8	381	8	372	8
	16 - 19	291	5	267	5	267	6
	20 - 24	334	6	293	6	274	6
	25 - 34	621	11	569	11	552	12
	35 - 44	775	14	712	14	694	15
	45 - 54	757	14	694	14	669	14
	55 - 64	698	13	639	13	610	13
	65 +	939	17	854	17	713	15
<b>Adults :-</b>	<b>Total</b>	4416	100	4028	100	3778	100
	AB	857	19	781	19	752	20
	C1	1276	29	1156	29	1111	29
	C2	1116	25	1036	26	1024	27
	D	698	16	634	16	548	15
	E	470	11	420	10	342	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		2658	100	2761	100	2425	100	2531	100
<b>Age :-</b>	0 - 15	509	19	495	18	473	20	455	18
	16 - 24	322	12	303	11	287	12	273	11
	25 - 34	312	12	309	11	281	12	287	11
	35 - 44	375	14	401	15	341	14	371	15
	45 - 54	370	14	388	14	338	14	356	14
	55 - 64	348	13	350	13	317	13	323	13
	65 +	423	16	516	19	388	16	466	18
	<b>Adults :-</b>	<b>Total</b>	2149	100	2266	100	1952	100	2076
AB		424	20	432	19	387	20	395	19
C1		599	28	677	30	538	28	618	30
C2		598	28	518	23	556	28	480	23
D		333	15	365	16	299	15	334	16
E		195	9	275	12	171	9	249	12
Working F/T		1239	58	728	32	1132	58	672	32
Working P/T		74	3	367	16	64	3	338	16
Not Working		836	39	1172	52	756	39	1065	51
<b>Housewives :-</b>		<b>Total</b>	473	100	1911	100	413	100	1754
	Working F/T	188	40	603	32	164	40	558	32
	Working P/T	17	4	339	18	14	3	313	18
	Not Working	268	57	969	51	234	57	883	50

## ITV South & South East & Ch. Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	2942	100	2880	100	2530	100	
<b>Receiving ITV</b>	2880	98	2880	100	2530	100	
<b>Receiving Any CH4</b>	2873	98	2873	100	2524	100	
<b>Receiving five</b>	2659	90	2659	92	2334	92	
<b>Receiving BBC 1</b>	2880	98	2880	100	2530	100	
<b>Receiving BBC 2</b>	2880	98	2880	100	2530	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2942	100	2880	100	2530	100	2289	100
		100		98		86		78
				100		88		79
<b>Social Class :-</b>								
AB	835	28	820	28	714	28	680	30
C1	885	30	866	30	762	30	691	30
C2	556	19	546	19	479	19	460	20
D	339	12	332	12	294	12	239	10
E	328	11	317	11	281	11	219	10
<b>Housewife Age :-</b>								
Under 25	119	4	110	4	97	4	89	4
25 - 34	409	14	391	14	338	13	319	14
35 - 44	564	19	556	19	487	19	457	20
45 - 54	541	18	534	19	476	19	463	20
55 - 64	508	17	500	17	441	17	415	18
65 +	801	27	789	27	691	27	546	24
<b>Size of Household :-</b>								
1	949	32	907	32	784	31	618	27
2	1010	34	1000	35	888	35	824	36
3	431	15	425	15	373	15	367	16
4	385	13	382	13	339	13	336	15
5 +	167	6	166	6	146	6	145	6
<b>Average Household Size</b>	2.28		2.29		2.30		2.40	
<b>Children :-</b>								
Without	2231	76	2175	76	1910	76	1673	73
With	712	24	705	24	619	24	616	27
0 - 3	258	9	254	9	220	9	217	9
4 - 9	341	12	339	12	301	12	299	13
10 - 15	360	12	358	12	316	12	311	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2880	100	2530	100
<b>Screen Size :-</b>	Under 20"	1459	51	1292	51
	20 to 29"	1660	58	1474	58
	30" and over	1480	51	1293	51
<b>Household with :-</b>	Single Set	1094	38	941	37
	Two Sets	1000	35	888	35
	3 Sets	467	16	413	16
	4 Sets	201	7	178	7
	5+ Sets	119	4	109	4
<b>Recorders :-</b>	With VCR	1401	49	1218	48
	2+ VCR	257	9	218	9
	With PVR	797	28	707	28
	2+ PVR	179	6	159	6
	With DVD-R	447	16	391	15
	2+ DVD-R	27	1	21	1
	With Any Recorder	1986	69	1740	69
	2+ Recorders	811	28	707	28

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		5925	100	5235	100
<b>Screen Size :-</b>	Under 20"	2110	36	1868	36
	20 to 29"	1975	33	1752	33
	30" and over	1740	29	1524	29
<b>Recorders :-</b>	VCR connected	1725	29	1487	28
	PVR connected	1054	18	937	18
	DVD-R connected	472	8	408	8
	Any recorder	2639	45	2304	44

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		6698	100	5816	100	5483	100
<b>Age :-</b>	0 - 3	303	5	260	4	256	5
	4 - 9	451	7	400	7	390	7
	10 - 15	479	7	417	7	414	8
	16 - 19	342	5	302	5	298	5
	20 - 24	382	6	323	6	312	6
	25 - 34	788	12	663	11	631	12
	35 - 44	981	15	852	15	800	15
	45 - 54	945	14	834	14	829	15
	55 - 64	848	13	741	13	706	13
	65 +	1178	18	1026	18	846	15
<b>Adults :-</b>	<b>Total</b>	5465	100	4740	100	4423	100
	AB	1634	30	1406	30	1368	31
	C1	1666	30	1443	30	1338	30
	C2	1143	21	1005	21	995	23
	D	602	11	526	11	433	10
	E	420	8	360	8	288	7

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		3286	100	3412	100	2834	100	2982	100
<b>Age :-</b>	0 - 15	641	20	592	17	558	20	518	17
	16 - 24	370	11	353	10	316	11	309	10
	25 - 34	397	12	391	11	329	12	333	11
	35 - 44	478	15	503	15	411	14	441	15
	45 - 54	470	14	475	14	411	15	423	14
	55 - 64	408	12	441	13	354	12	387	13
	65 +	522	16	657	19	455	16	571	19
	<b>Adults :-</b>	<b>Total</b>	2645	100	2820	100	2276	100	2464
AB		810	31	824	29	693	30	713	29
C1		780	29	887	31	669	29	774	31
C2		611	23	532	19	533	23	472	19
D		292	11	310	11	252	11	274	11
E		151	6	268	10	130	6	230	9
Working F/T		1647	62	912	32	1418	62	802	33
Working P/T		100	4	511	18	89	4	445	18
Not Working		897	34	1397	50	769	34	1217	49
<b>Housewives :-</b>		<b>Total</b>	563	100	2379	100	458	100	2071
	Working F/T	257	46	733	31	203	44	642	31
	Working P/T	27	5	482	20	21	5	419	20
	Not Working	279	50	1164	49	234	51	1011	49

## ITV North East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	1499	100	1472	100	1303	100	
<b>Receiving ITV</b>	1472	98	1472	100	1303	100	
<b>Receiving Any CH4</b>	1468	98	1468	100	1300	100	
<b>Receiving five</b>	1449	97	1449	98	1288	99	
<b>Receiving BBC 1</b>	1472	98	1472	100	1303	100	
<b>Receiving BBC 2</b>	1472	98	1472	100	1303	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1499	100	1472	100	1303	100	1202	100
		100		98		87		80
				100		89		82
<b>Social Class :-</b>								
AB	308	21	304	21	258	20	238	20
C1	382	25	369	25	324	25	305	25
C2	284	19	282	19	245	19	244	20
D	245	16	244	17	222	17	207	17
E	281	19	274	19	255	20	208	17
<b>Housewife Age :-</b>								
Under 25	91	6	82	6	72	5	68	6
25 - 34	205	14	197	13	176	14	158	13
35 - 44	272	18	269	18	240	18	246	21
45 - 54	284	19	282	19	249	19	245	20
55 - 64	264	18	261	18	234	18	216	18
65 +	384	26	381	26	332	25	268	22
<b>Size of Household :-</b>								
1	493	33	481	33	424	33	341	28
2	515	34	509	35	451	35	430	36
3	227	15	225	15	204	16	202	17
4	189	13	187	13	162	12	167	14
5 +	74	5	70	5	62	5	62	5
<b>Average Household Size</b>	2.24		2.24		2.24		2.34	
<b>Children :-</b>								
Without	1127	75	1103	75	973	75	871	72
With	372	25	369	25	330	25	331	28
0 - 3	131	9	129	9	116	9	115	10
4 - 9	167	11	165	11	149	11	146	12
10 - 15	192	13	190	13	170	13	174	15



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1472	100	1303	100
<b>Screen Size :-</b>	Under 20"	743	50	657	50
	20 to 29"	801	54	705	54
	30" and over	862	59	792	61
<b>Household with :-</b>	Single Set	506	34	431	33
	Two Sets	512	35	462	35
	3 Sets	264	18	237	18
	4 Sets	130	9	117	9
	5+ Sets	60	4	56	4
<b>Recorders :-</b>	With VCR	642	44	558	43
	2+ VCR	141	10	128	10
	With PVR	371	25	344	26
	2+ PVR	68	5	60	5
	With DVD-R	300	20	272	21
	2+ DVD-R	60	4	54	4
	With Any Recorder	958	65	848	65
2+ Recorders	421	29	389	30	

<b>Table 4</b>		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		3122	100	2769	100
<b>Screen Size :-</b>	Under 20"	1081	35	948	34
	20 to 29"	967	31	850	31
	30" and over	1031	33	940	34
<b>Recorders :-</b>	VCR connected	809	26	701	25
	PVR connected	459	15	415	15
	DVD-R connected	376	12	339	12
	Any recorder	1318	42	1161	42

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		3365	100	2917	100	2808	100
<b>Age :-</b>	0 - 3	154	5	136	5	136	5
	4 - 9	211	6	188	6	181	6
	10 - 15	251	7	221	8	228	8
	16 - 19	186	6	146	5	153	5
	20 - 24	232	7	192	7	186	7
	25 - 34	388	12	331	11	323	11
	35 - 44	466	14	412	14	410	15
	45 - 54	491	15	430	15	422	15
	55 - 64	429	13	379	13	362	13
	65 +	555	17	482	17	407	14
<b>Adults :-</b>	<b>Total</b>	2749	100	2373	100	2263	100
	AB	605	22	507	21	471	21
	C1	742	27	614	26	595	26
	C2	571	21	494	21	497	22
	D	445	16	405	17	393	17
	E	385	14	352	15	307	14

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1649	100	1715	100	1426	100	1491	100
<b>Age :-</b>	0 - 15	313	19	303	18	277	19	267	18
	16 - 24	214	13	205	12	174	12	165	11
	25 - 34	192	12	196	11	161	11	170	11
	35 - 44	228	14	238	14	200	14	213	14
	45 - 54	245	15	246	14	211	15	218	15
	55 - 64	211	13	219	13	187	13	192	13
	65 +	247	15	308	18	217	15	265	18
<b>Adults :-</b>	<b>Total</b>	1336	100	1412	100	1149	100	1224	100
	AB	310	23	295	21	260	23	246	20
	C1	354	26	389	28	292	25	322	26
	C2	309	23	262	19	266	23	228	19
	D	211	16	234	17	191	17	214	17
	E	152	11	233	16	139	12	214	17
	Working F/T	747	56	446	32	650	57	394	32
	Working P/T	34	3	239	17	30	3	206	17
	Not Working	555	42	728	52	469	41	624	51
	<b>Housewives :-</b>	<b>Total</b>	319	100	1180	100	269	100	1034
Working F/T		134	42	353	30	113	42	314	30
Working P/T		9	3	226	19	8	3	196	19
Not Working		177	55	601	51	149	55	525	51

## ITV East

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	2462	100	2402	100	1998	100	
<b>Receiving ITV</b>	2402	98	2402	100	1998	100	
<b>Receiving Any CH4</b>	2395	97	2395	100	1992	100	
<b>Receiving five</b>	2318	94	2318	96	1920	96	
<b>Receiving BBC 1</b>	2402	98	2402	100	1998	100	
<b>Receiving BBC 2</b>	2402	98	2402	100	1998	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2462	100	2402	100	1998	100	1725	100
		100		98		81		70
				100		83		72
<b>Social Class :-</b>								
AB	562	23	550	23	442	22	411	24
C1	698	28	678	28	565	28	507	29
C2	511	21	501	21	424	21	395	23
D	350	14	339	14	291	15	233	14
E	343	14	333	14	277	14	179	10
<b>Housewife Age :-</b>								
Under 25	120	5	108	4	91	5	74	4
25 - 34	376	15	361	15	301	15	279	16
35 - 44	472	19	464	19	390	19	362	21
45 - 54	447	18	436	18	365	18	330	19
55 - 64	433	18	426	18	359	18	326	19
65 +	615	25	608	25	493	25	355	21
<b>Size of Household :-</b>								
1	760	31	724	30	588	29	411	24
2	874	36	860	36	726	36	643	37
3	367	15	362	15	303	15	294	17
4	317	13	314	13	264	13	260	15
5 +	145	6	142	6	118	6	118	7
<b>Average Household Size</b>	2.29		2.31		2.32		2.46	
<b>Children :-</b>								
Without	1834	74	1781	74	1479	74	1232	71
With	628	26	621	26	520	26	494	29
0 - 3	235	10	232	10	193	10	185	11
4 - 9	290	12	287	12	243	12	243	14
10 - 15	311	13	309	13	259	13	245	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2402	100	1998	100
<b>Screen Size :-</b>	Under 20"	1262	53	1049	52
	20 to 29"	1372	57	1136	57
	30" and over	1230	51	1003	50
<b>Household with :-</b>	Single Set	926	39	782	39
	Two Sets	816	34	680	34
	3 Sets	397	17	324	16
	4 Sets	169	7	137	7
	5+ Sets	95	4	76	4
<b>Recorders :-</b>	With VCR	1182	49	996	50
	2+ VCR	222	9	188	9
	With PVR	624	26	513	26
	2+ PVR	141	6	112	6
	With DVD-R	297	12	243	12
	2+ DVD-R	14	1	14	1
	With Any Recorder	397	17	324	16
	2+ Recorders	613	26	505	25

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		5019	100	4171	100
<b>Screen Size :-</b>	Under 20"	1876	37	1582	38
	20 to 29"	1609	32	1346	32
	30" and over	1473	29	1192	29
<b>Recorders :-</b>	VCR connected	1493	30	1268	30
	PVR connected	827	16	683	16
	DVD-R connected	313	6	260	6
	Any recorder	2191	44	1864	45

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		5649	100	4635	100	4249	100
<b>Age :-</b>	0 - 3	277	5	226	5	216	5
	4 - 9	385	7	322	7	321	8
	10 - 15	416	7	345	7	333	8
	16 - 19	288	5	243	5	240	6
	20 - 24	307	5	247	5	216	5
	25 - 34	695	12	563	12	518	12
	35 - 44	833	15	682	15	650	15
	45 - 54	780	14	637	14	581	14
	55 - 64	729	13	611	13	574	14
	65 +	938	17	760	16	600	14
<b>Adults :-</b>	<b>Total</b>	4571	100	3743	100	3380	100
	AB	1144	25	907	24	859	25
	C1	1286	28	1050	28	970	29
	C2	1034	23	860	23	844	25
	D	659	14	558	15	453	13
	E	448	10	369	10	253	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		2783	100	2866	100	2283	100	2352	100
<b>Age :-</b>	0 - 15	546	20	533	19	454	20	438	19
	16 - 24	300	11	295	10	248	11	242	10
	25 - 34	348	13	347	12	282	12	282	12
	35 - 44	414	15	420	15	334	15	348	15
	45 - 54	385	14	396	14	312	14	325	14
	55 - 64	360	13	368	13	300	13	311	13
	65 +	431	15	507	18	354	16	406	17
<b>Adults :-</b>	<b>Total</b>	2237	100	2334	100	1829	100	1915	100
	AB	571	26	573	25	452	25	455	24
	C1	609	27	677	29	494	27	556	29
	C2	558	25	476	20	465	25	395	21
	D	331	15	328	14	276	15	282	15
	E	169	8	279	12	142	8	226	12
	Working F/T	1418	63	805	34	1158	63	658	34
	Working P/T	72	3	368	16	58	3	312	16
	Not Working	747	33	1160	50	612	33	944	49
	<b>Housewives :-</b>	<b>Total</b>	478	100	1985	100	374	100	1624
Working F/T		236	49	662	33	187	50	540	33
Working P/T		19	4	345	17	14	4	292	18
Not Working		223	47	978	49	173	46	792	49

## ITV South West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	977	100	955	100	804	100	
<b>Receiving ITV</b>	955	98	955	100	804	100	
<b>Receiving Any CH4</b>	952	97	952	100	802	100	
<b>Receiving five</b>	899	92	899	94	757	94	
<b>Receiving BBC 1</b>	955	98	955	100	804	100	
<b>Receiving BBC 2</b>	955	98	955	100	804	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	977	100	955	100	804	100	745	100
		100		98		82		76
				100		84		78
<b>Social Class :-</b>								
AB	207	21	204	21	171	21	163	22
C1	262	27	256	27	215	27	208	28
C2	225	23	222	23	183	23	170	23
D	137	14	133	14	110	14	90	12
E	146	15	139	15	124	15	113	15
<b>Housewife Age :-</b>								
Under 25	50	5	47	5	41	5	44	6
25 - 34	112	11	107	11	92	11	82	11
35 - 44	165	17	164	17	132	16	142	19
45 - 54	172	18	168	18	143	18	141	19
55 - 64	184	19	180	19	152	19	138	18
65 +	293	30	290	30	244	30	198	27
<b>Size of Household :-</b>								
1	320	33	306	32	259	32	211	28
2	359	37	354	37	298	37	281	38
3	125	13	124	13	107	13	114	15
4	113	12	112	12	91	11	94	13
5 +	59	6	59	6	50	6	44	6
<b>Average Household Size</b>	2.24		2.25		2.25		2.33	
<b>Children :-</b>								
Without	758	78	739	77	622	77	558	75
With	218	22	216	23	183	23	187	25
0 - 3	80	8	78	8	65	8	67	9
4 - 9	102	10	101	11	86	11	79	11
10 - 15	111	11	111	12	94	12	101	14



Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		955	100	804	100
<b>Screen Size :-</b>	Under 20"	479	50	410	51
	20 to 29"	583	61	483	60
	30" and over	473	50	406	51
<b>Household with :-</b>	Single Set	348	36	283	35
	Two Sets	351	37	300	37
	3 Sets	152	16	130	16
	4 Sets	67	7	57	7
	5+ Sets	37	4	35	4
<b>Recorders :-</b>	With VCR	455	48	378	47
	2+ VCR	83	9	72	9
	With PVR	260	27	217	27
	2+ PVR	41	4	36	4
	With DVD-R	211	22	180	22
	2+ DVD-R	13	1	13	2
	With Any Recorder	672	70	559	70
	2+ Recorders	269	28	230	29

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2011	100	1687	100
<b>Screen Size :-</b>	Under 20"	683	34	586	35
	20 to 29"	752	37	614	36
	30" and over	549	27	464	28
<b>Recorders :-</b>	VCR connected	572	28	471	28
	PVR connected	320	16	265	16
	DVD-R connected	234	12	197	12
	Any recorder	889	44	732	43

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		2185	100	1809	100	1733	100
<b>Age :-</b>	0 - 3	98	5	80	4	80	5
	4 - 9	134	6	113	6	107	6
	10 - 15	153	7	128	7	137	8
	16 - 19	115	5	94	5	97	6
	20 - 24	126	6	104	6	91	5
	25 - 34	225	10	188	10	176	10
	35 - 44	285	13	231	13	248	14
	45 - 54	295	14	244	13	238	14
	55 - 64	310	14	258	14	241	14
	65 +	444	20	368	20	317	18
<b>Adults :-</b>	<b>Total</b>	1799	100	1487	100	1408	100
	AB	398	22	326	22	320	23
	C1	484	27	397	27	389	28
	C2	459	26	379	25	356	25
	D	258	14	212	14	176	12
	E	200	11	174	12	168	12

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1080	100	1105	100	888	100	921	100
<b>Age :-</b>	0 - 15	205	19	181	16	170	19	152	16
	16 - 24	124	11	117	11	101	11	97	11
	25 - 34	114	11	111	10	95	11	93	10
	35 - 44	137	13	147	13	110	12	120	13
	45 - 54	148	14	147	13	120	13	124	13
	55 - 64	149	14	161	15	124	14	134	15
	65 +	202	19	241	22	167	19	201	22
<b>Adults :-</b>	<b>Total</b>	875	100	925	100	718	100	769	100
	AB	197	22	201	22	161	22	164	21
	C1	216	25	268	29	176	25	220	29
	C2	245	28	214	23	201	28	178	23
	D	129	15	129	14	106	15	106	14
	E	88	10	112	12	73	10	101	13
	Working F/T	491	56	265	29	403	56	219	28
	Working P/T	38	4	163	18	30	4	131	17
	Not Working	346	40	497	54	285	40	419	55
	<b>Housewives :-</b>	<b>Total</b>	196	100	781	100	157	100	647
Working F/T		74	38	212	27	60	38	172	27
Working P/T		10	5	152	19	7	4	121	19
Not Working		112	57	418	53	90	57	355	55

## ITV Ulster

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	703	100	685	100	685	100	
<b>Receiving ITV</b>	685	97	685	100	685	100	
<b>Receiving Any CH4</b>	681	97	681	99	681	99	
<b>Receiving RTE</b>	388	55	388	57	388	57	
<b>Receiving five</b>	633	90	633	92	633	92	
<b>Receiving BBC 1</b>	685	97	685	100	685	100	
<b>Receiving BBC 2</b>	685	97	685	100	685	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	703	100	685	100	685	100	529	100
		100		97		97		75
				100		100		77
<b>Social Class :-</b>								
AB	111	16	109	16	109	16	96	18
C1	158	22	155	23	155	23	128	24
C2	154	22	151	22	151	22	122	23
D	116	16	112	16	112	16	96	18
E	164	23	157	23	157	23	88	17
<b>Housewife Age :-</b>								
Under 25	35	5	33	5	33	5	27	5
25 - 34	112	16	109	16	109	16	94	18
35 - 44	148	21	145	21	145	21	125	24
45 - 54	134	19	131	19	131	19	110	21
55 - 64	114	16	111	16	111	16	84	16
65 +	160	23	156	23	156	23	88	17
<b>Size of Household :-</b>								
1	215	31	203	30	203	30	117	22
2	210	30	207	30	207	30	164	31
3	110	16	109	16	109	16	95	18
4	98	14	97	14	97	14	91	17
5 +	69	10	69	10	69	10	62	12
<b>Average Household Size</b>	2.47		2.50		2.50		2.71	
<b>Children :-</b>								
Without	498	71	482	70	482	70	346	65
With	205	29	203	30	203	30	183	35
0 - 3	73	10	73	11	73	11	66	12
4 - 9	101	14	100	15	100	15	89	17
10 - 15	108	15	107	16	107	16	100	19

		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		685	100	685	100
<b>Screen Size :-</b>	Under 20"	352	51	352	51
	20 to 29"	423	62	423	62
	30" and over	377	55	377	55
<b>Household with :-</b>	Single Set	211	31	211	31
	Two Sets	271	40	271	40
	3 Sets	121	18	121	18
	4 Sets	45	7	45	7
	5+ Sets	37	5	37	5
<b>Recorders :-</b>	With VCR	300	44	300	44
	2+ VCR	63	9	63	9
	With PVR	123	18	123	18
	2+ PVR	31	4	31	4
	With DVD-R	39	6	39	6
	2+ DVD-R	5	1	5	1
	With Any Recorder	396	58	396	58
2+ Recorders	129	19	129	19	

		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1388	100	1388	100
<b>Screen Size :-</b>	Under 20"	477	34	477	34
	20 to 29"	490	35	490	35
	30" and over	415	30	415	30
<b>Recorders :-</b>	VCR connected	345	25	345	25
	PVR connected	157	11	157	11
	DVD-R connected	43	3	43	3
	Any recorder	486	35	486	35

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		1738	100	1709	100	1431	100
<b>Age :-</b>	0 - 3	87	5	86	5	79	5
	4 - 9	134	8	133	8	115	8
	10 - 15	148	8	147	9	135	9
	16 - 19	104	6	102	6	89	6
	20 - 24	125	7	123	7	111	8
	25 - 34	223	13	217	13	191	13
	35 - 44	257	15	254	15	221	15
	45 - 54	231	13	228	13	197	14
	55 - 64	190	11	186	11	152	11
	65 +	239	14	233	14	142	10
<b>Adults :-</b>	<b>Total</b>	1369	100	1344	100	1103	100
	AB	241	18	239	18	222	20
	C1	319	23	315	23	262	24
	C2	343	25	338	25	283	26
	D	231	17	225	17	202	18
	E	234	17	227	17	134	12

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		853	100	885	100	837	100	872	100
<b>Age :-</b>	0 - 15	190	22	179	20	189	23	177	20
	16 - 24	116	14	112	13	114	14	111	13
	25 - 34	110	13	113	13	106	13	111	13
	35 - 44	126	15	132	15	123	15	131	15
	45 - 54	113	13	118	13	111	13	117	13
	55 - 64	93	11	97	11	91	11	96	11
	65 +	105	12	134	15	103	12	131	15
<b>Adults :-</b>	<b>Total</b>	663	100	706	100	648	100	695	100
	AB	121	18	120	17	120	19	118	17
	C1	149	23	170	24	148	23	168	24
	C2	183	28	160	23	180	28	158	23
	D	113	17	119	17	109	17	117	17
	E	97	15	138	20	93	14	134	19
	Working F/T	400	60	230	33	392	60	227	33
	Working P/T	17	3	105	15	17	3	104	15
	Not Working	246	37	372	53	240	37	364	52
<b>Housewives :-</b>	<b>Total</b>	137	100	565	100	129	100	556	100
	Working F/T	61	44	178	31	57	44	176	32
	Working P/T	5	4	97	17	5	4	96	17
	Not Working	71	52	291	51	67	52	284	51

## ITV Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	360	100	354	100	317	100	
<b>Receiving ITV</b>	354	98	354	100	317	100	
<b>Receiving Any CH4</b>	353	98	353	100	316	100	
<b>Receiving five</b>	325	90	325	92	294	93	
<b>Receiving BBC 1</b>	354	98	354	100	317	100	
<b>Receiving BBC 2</b>	354	98	354	100	317	100	

		<b>Analysis of Households</b>							
		<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
						<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		360	100	354	100	317	100	284	100
			100		98		88		79
					100		90		80
<b>Social Class :-</b>									
AB		76	21	74	21	65	21	59	21
C1		91	25	89	25	79	25	71	25
C2		86	24	86	24	76	24	71	25
D		60	17	59	17	55	17	48	17
E		47	13	45	13	42	13	36	12
<b>Housewife Age :-</b>									
Under 25		15	4	14	4	13	4	14	5
25 - 34		41	11	40	11	37	12	36	13
35 - 44		64	18	63	18	58	18	54	19
45 - 54		71	20	70	20	61	19	47	17
55 - 64		67	19	66	19	58	18	58	20
65 +		103	29	101	29	89	28	76	27
<b>Size of Household :-</b>									
1		117	33	113	32	101	32	80	28
2		131	36	129	37	115	36	109	38
3		51	14	50	14	45	14	41	14
4		43	12	43	12	39	12	36	13
5 +		19	5	18	5	17	5	18	6
<b>Average Household Size</b>		2.23		2.24		2.25		2.33	
<b>Children :-</b>									
Without		275	76	269	76	241	76	211	74
With		85	24	85	24	75	24	74	26
0 - 3		28	8	28	8	25	8	24	8
4 - 9		35	10	35	10	31	10	31	11
10 - 15		48	13	48	14	42	13	42	15



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		354	100	317	100
<b>Screen Size :-</b>	Under 20"	163	46	145	46
	20 to 29"	213	60	191	60
	30" and over	174	49	161	51
<b>Household with :-</b>	Single Set	139	39	124	39
	Two Sets	126	36	112	35
	3 Sets	58	16	52	16
	4 Sets	24	7	22	7
	5+ Sets	6	2	6	2
<b>Recorders :-</b>	With VCR	162	46	144	45
	2+ VCR	24	7	21	7
	With PVR	101	28	96	30
	2+ PVR	20	6	19	6
	With DVD-R	68	19	61	19
	2+ DVD-R	6	2	3	1
	With Any Recorder	251	71	227	72
	2+ Recorders	96	27	89	28

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		720	100	648	100
<b>Screen Size :-</b>	Under 20"	232	32	203	31
	20 to 29"	271	38	244	38
	30" and over	214	30	199	31
<b>Recorders :-</b>	VCR connected	197	27	175	27
	PVR connected	133	19	127	20
	DVD-R connected	77	11	67	10
	Any recorder	338	47	307	47

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		802	100	711	100	662	100
<b>Age :-</b>	0 - 3	35	4	31	4	30	5
	4 - 9	46	6	42	6	41	6
	10 - 15	65	8	57	8	56	9
	16 - 19	42	5	36	5	35	5
	20 - 24	36	4	33	5	32	5
	25 - 34	75	9	68	10	66	10
	35 - 44	112	14	103	14	100	15
	45 - 54	124	16	107	15	84	13
	55 - 64	114	14	100	14	97	15
	65 +	153	19	134	19	121	18
<b>Adults :-</b>	<b>Total</b>	656	100	581	100	535	100
	AB	146	22	125	22	115	21
	C1	166	25	146	25	137	26
	C2	172	26	152	26	141	26
	D	111	17	103	18	94	18
	E	61	9	55	9	48	9

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		390	100	412	100	347	100	365	100
<b>Age :-</b>	0 - 15	76	19	70	17	67	19	63	17
	16 - 24	40	10	37	9	36	10	33	9
	25 - 34	38	10	37	9	35	10	33	9
	35 - 44	55	14	57	14	51	15	53	14
	45 - 54	61	16	63	15	53	15	54	15
	55 - 64	56	14	58	14	49	14	52	14
	65 +	64	16	89	22	57	16	77	21
<b>Adults :-</b>	<b>Total</b>	314	100	343	100	279	100	302	100
	AB	72	23	74	22	62	22	63	21
	C1	73	23	93	27	65	23	81	27
	C2	91	29	81	24	81	29	71	24
	D	55	18	56	16	52	19	51	17
	E	23	7	38	11	20	7	35	12
	Working F/T	193	61	102	30	174	62	91	30
	Working P/T	10	3	67	20	9	3	60	20
	Not Working	111	35	173	51	97	35	151	50
	<b>Housewives :-</b>	<b>Total</b>	61	100	299	100	52	100	265
Working F/T		28	46	85	28	24	46	76	29
Working P/T		2	3	64	21	2	4	57	22
Not Working		31	51	150	50	27	51	131	50

## ITV West

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	1400	100	1369	100	1078	100	
<b>Receiving ITV</b>	1369	98	1369	100	1078	100	
<b>Receiving Any CH4</b>	1366	98	1366	100	1075	100	
<b>Receiving five</b>	1320	94	1320	96	1037	96	
<b>Receiving BBC 1</b>	1369	98	1369	100	1078	100	
<b>Receiving BBC 2</b>	1369	98	1369	100	1078	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1400	100	1369	100	1078	100	926	100
		100		98		77		66
				100		79		68
<b>Social Class :-</b>								
AB	282	20	277	20	225	21	206	22
C1	431	31	419	31	334	31	298	32
C2	313	22	308	23	245	23	230	25
D	214	15	209	15	160	15	117	13
E	161	12	156	11	115	11	76	8
<b>Housewife Age :-</b>								
Under 25	77	5	70	5	53	5	42	5
25 - 34	216	15	209	15	161	15	141	15
35 - 44	274	20	270	20	216	20	195	21
45 - 54	261	19	256	19	201	19	182	20
55 - 64	230	16	228	17	181	17	167	18
65 +	342	24	337	25	266	25	198	21
<b>Size of Household :-</b>								
1	445	32	426	31	332	31	227	25
2	489	35	483	35	385	36	358	39
3	205	15	202	15	155	14	143	15
4	183	13	182	13	148	14	141	15
5 +	78	6	76	6	58	5	57	6
<b>Average Household Size</b>	2.28		2.29		2.29		2.43	
<b>Children :-</b>								
Without	1052	75	1025	75	812	75	682	74
With	349	25	344	25	266	25	244	26
0 - 3	116	8	113	8	85	8	70	8
4 - 9	162	12	161	12	125	12	122	13
10 - 15	181	13	179	13	140	13	130	14

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1369	100	1078	100
<b>Screen Size :-</b>	Under 20"	648	47	527	49
	20 to 29"	769	56	606	56
	30" and over	708	52	551	51
<b>Household with :-</b>	Single Set	568	41	438	41
	Two Sets	463	34	360	33
	3 Sets	204	15	165	15
	4 Sets	99	7	89	8
	5+ Sets	35	3	27	2
<b>Recorders :-</b>	With VCR	660	48	538	50
	2+ VCR	103	7	87	8
	With PVR	374	27	302	28
	2+ PVR	55	4	43	4
	With DVD-R	193	14	161	15
	2+ DVD-R	10	1	8	1
	With Any Recorder	956	70	775	72
	2+ Recorders	330	24	273	25

<b>Table 4</b>		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		2725	100	2166	100
<b>Screen Size :-</b>	Under 20"	926	34	760	35
	20 to 29"	932	34	730	34
	30" and over	827	30	646	30
<b>Recorders :-</b>	VCR connected	793	29	646	30
	PVR connected	448	16	359	17
	DVD-R connected	209	8	173	8
	Any recorder	1210	44	978	45

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
000's	%	000's	%	000's	%		
<b>Total</b>		3193	100	2474	100	2246	100
<b>Age :-</b>	0 - 3	140	4	103	4	86	4
	4 - 9	213	7	165	7	163	7
	10 - 15	244	8	191	8	178	8
	16 - 19	171	5	132	5	130	6
	20 - 24	200	6	142	6	120	5
	25 - 34	386	12	292	12	275	12
	35 - 44	478	15	379	15	352	16
	45 - 54	453	14	353	14	328	15
	55 - 64	389	12	307	12	293	13
	65 +	519	16	410	17	319	14
<b>Adults :-</b>	<b>Total</b>	2596	100	2015	100	1819	100
	AB	566	22	456	23	433	24
	C1	800	31	624	31	576	32
	C2	632	24	499	25	486	27
	D	383	15	284	14	217	12
	E	215	8	151	7	107	6

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
000's	%	000's	%	000's	%	000's	%		
<b>Total</b>		1567	100	1626	100	1212	100	1262	100
<b>Age :-</b>	0 - 15	299	19	297	18	230	19	229	18
	16 - 24	192	12	178	11	141	12	133	11
	25 - 34	193	12	193	12	145	12	146	12
	35 - 44	231	15	247	15	183	15	197	16
	45 - 54	220	14	233	14	171	14	182	14
	55 - 64	195	12	195	12	154	13	154	12
	65 +	237	15	282	17	188	15	222	18
<b>Adults :-</b>	<b>Total</b>	1268	100	1329	100	982	100	1033	100
	AB	281	22	286	22	227	23	230	22
	C1	375	30	425	32	290	30	334	32
	C2	341	27	291	22	270	27	230	22
	D	182	14	201	15	133	14	151	15
	E	89	7	126	9	62	6	89	9
	Working F/T	757	60	439	33	596	61	335	32
	Working P/T	45	4	242	18	36	4	204	20
	Not Working	465	37	648	49	350	36	494	48
	<b>Housewives :-</b>	<b>Total</b>	275	100	1126	100	203	100	875
Working F/T		114	42	368	33	86	42	277	32
Working P/T		10	4	227	20	7	3	192	22
Not Working		150	55	531	47	111	55	406	46

## ITV Wales

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	1330	100	1300	100	1180	100	
<b>Receiving ITV</b>	1300	98	1300	100	1180	100	
<b>Receiving Any CH4</b>	1297	97	1297	100	1179	100	
<b>Receiving S4C</b>	1167	88	1167	90	1153	98	
<b>Receiving five</b>	1234	93	1234	95	1116	95	
<b>Receiving BBC 1</b>	1300	98	1300	100	1180	100	
<b>Receiving BBC 2</b>	1300	98	1300	100	1180	100	

		<b>Analysis of Households</b>							
		<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
						<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		1330	100	1300	100	1180	100	1096	100
			100		98		89		82
					100		91		84
<b>Social Class :-</b>									
AB		208	16	203	16	184	16	175	16
C1		347	26	339	26	306	26	295	27
C2		317	24	313	24	291	25	283	26
D		228	17	222	17	201	17	182	17
E		230	17	223	17	199	17	162	15
<b>Housewife Age :-</b>									
Under 25		76	6	69	5	62	5	60	5
25 - 34		176	13	171	13	159	13	155	14
35 - 44		234	18	230	18	210	18	206	19
45 - 54		241	18	237	18	217	18	211	19
55 - 64		242	18	238	18	215	18	200	18
65 +		360	27	355	27	316	27	264	24
<b>Size of Household :-</b>									
1		423	32	404	31	362	31	292	27
2		464	35	457	35	417	35	407	37
3		205	15	203	16	187	16	184	17
4		162	12	161	12	146	12	143	13
5 +		76	6	75	6	68	6	70	6
<b>Average Household Size</b>		2.27		2.28		2.29		2.37	
<b>Children :-</b>									
Without		996	75	969	75	876	74	797	73
With		334	25	330	25	304	26	299	27
0 - 3		113	8	111	9	101	9	100	9
4 - 9		155	12	154	12	143	12	142	13
10 - 15		174	13	173	13	160	14	158	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		1300	100	1180	100
<b>Screen Size :-</b>	Under 20"	581	45	529	45
	20 to 29"	780	60	708	60
	30" and over	682	53	628	53
<b>Household with :-</b>	Single Set	513	39	457	39
	Two Sets	450	35	414	35
	3 Sets	207	16	189	16
	4 Sets	82	6	75	6
	5+ Sets	48	4	46	4
<b>Recorders :-</b>	With VCR	620	48	573	49
	2+ VCR	102	8	98	8
	With PVR	351	27	326	28
	2+ PVR	66	5	56	5
	With DVD-R	179	14	154	13
	2+ DVD-R	15	1	13	1
	With Any Recorder	887	68	810	69
	2+ Recorders	333	26	306	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2645	100	2424	100
<b>Screen Size :-</b>	Under 20"	834	32	766	32
	20 to 29"	976	37	889	37
	30" and over	802	30	741	31
<b>Recorders :-</b>	VCR connected	761	29	708	29
	PVR connected	443	17	405	17
	DVD-R connected	201	8	174	7
	Any recorder	1161	44	1061	44

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		3020	100	2706	100	2599	100
<b>Age :-</b>	0 - 3	134	4	119	4	118	5
	4 - 9	200	7	184	7	182	7
	10 - 15	227	8	209	8	207	8
	16 - 19	165	5	148	5	144	6
	20 - 24	194	6	167	6	163	6
	25 - 34	334	11	300	11	293	11
	35 - 44	410	14	368	14	364	14
	45 - 54	413	14	373	14	367	14
	55 - 64	403	13	360	13	340	13
	65 +	540	18	478	18	421	16
<b>Adults :-</b>	<b>Total</b>	2458	100	2194	100	2092	100
	AB	404	16	361	16	344	16
	C1	664	27	584	27	573	27
	C2	635	26	584	27	577	28
	D	431	18	380	17	350	17
	E	324	13	285	13	248	12

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1480	100	1540	100	1325	100	1381	100
<b>Age :-</b>	0 - 15	288	19	273	18	264	20	248	18
	16 - 24	182	12	177	11	161	12	153	11
	25 - 34	168	11	166	11	148	11	152	11
	35 - 44	198	13	212	14	176	13	192	14
	45 - 54	203	14	210	14	183	14	190	14
	55 - 64	198	13	204	13	177	13	184	13
	65 +	243	16	297	19	218	16	261	19
<b>Adults :-</b>	<b>Total</b>	1192	100	1266	100	1061	100	1132	100
	AB	199	17	205	16	178	17	183	16
	C1	314	26	350	28	275	26	310	27
	C2	339	28	296	23	312	29	272	24
	D	207	17	224	18	182	17	198	18
	E	133	11	191	15	115	11	169	15
	Working F/T	657	55	410	32	587	55	374	33
	Working P/T	37	3	161	13	31	3	142	13
	Not Working	498	42	695	55	444	42	616	54
	<b>Housewives :-</b>	<b>Total</b>	269	100	1061	100	226	100	955
Working F/T		101	38	340	32	85	37	312	33
Working P/T		9	3	146	14	7	3	129	14
Not Working		159	59	575	54	134	59	513	54

## ITV South & South East

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	2880	100	2818	100	2468	100
<b>Receiving ITV</b>	2818	98	2818	100	2468	100
<b>Receiving Any CH4</b>	2811	98	2811	100	2462	100
<b>Receiving five</b>	2612	91	2612	93	2287	93
<b>Receiving BBC 1</b>	2818	98	2818	100	2468	100
<b>Receiving BBC 2</b>	2818	98	2818	100	2468	100

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2880	100	2818	100	2468	100	2242	100
		100		98		86		78
				100		88		80
<b>Social Class :-</b>								
AB	812	28	798	28	692	28	660	29
C1	866	30	846	30	742	30	677	30
C2	548	19	538	19	472	19	454	20
D	332	12	325	12	288	12	235	10
E	321	11	311	11	275	11	216	10
<b>Housewife Age :-</b>								
Under 25	118	4	109	4	95	4	88	4
25 - 34	401	14	384	14	331	13	314	14
35 - 44	551	19	543	19	474	19	445	20
45 - 54	528	18	520	18	462	19	452	20
55 - 64	496	17	488	17	429	17	406	18
65 +	786	27	774	27	676	27	537	24
<b>Size of Household :-</b>								
1	934	32	892	32	768	31	609	27
2	989	34	979	35	867	35	809	36
3	421	15	415	15	363	15	356	16
4	375	13	372	13	329	13	328	15
5 +	162	6	160	6	141	6	140	6
<b>Average Household Size</b>	2.27		2.29		2.29		2.39	
<b>Children :-</b>								
Without	2186	76	2130	76	1866	76	1644	73
With	694	24	688	24	602	24	599	27
0 - 3	253	9	249	9	216	9	212	9
4 - 9	333	12	331	12	293	12	290	13
10 - 15	349	12	347	12	305	12	300	13

		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		2818	100	2468	100
<b>Screen Size :-</b>	Under 20"	1427	51	1260	51
	20 to 29"	1620	57	1434	58
	30" and over	1441	51	1254	51
<b>Household with :-</b>	Single Set	1077	38	925	37
	Two Sets	979	35	867	35
	3 Sets	455	16	401	16
	4 Sets	195	7	172	7
	5+ Sets	113	4	103	4
<b>Recorders :-</b>	With VCR	1365	48	1182	48
	2+ VCR	246	9	208	8
	With PVR	777	28	686	28
	2+ PVR	169	6	149	6
	With DVD-R	437	16	381	15
	2+ DVD-R	27	1	22	1
	With Any Recorder	1941	69	1696	69
	2+ Recorders	782	28	679	28

		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		5775	100	5086	100
<b>Screen Size :-</b>	Under 20"	2058	36	1815	36
	20 to 29"	1928	33	1705	34
	30" and over	1692	29	1477	29
<b>Recorders :-</b>	VCR connected	1674	29	1437	28
	PVR connected	1012	18	895	18
	DVD-R connected	462	8	399	8
	Any recorder	2561	44	2226	44

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		6542	100	5662	100	5360	100
<b>Age :-</b>	0 - 3	298	5	254	4	251	5
	4 - 9	440	7	389	7	380	7
	10 - 15	465	7	404	7	401	7
	16 - 19	332	5	293	5	291	5
	20 - 24	373	6	314	6	307	6
	25 - 34	772	12	648	11	620	12
	35 - 44	957	15	828	15	781	15
	45 - 54	921	14	809	14	809	15
	55 - 64	827	13	719	13	689	13
	65 +	1156	18	1003	18	832	16
<b>Adults :-</b>	<b>Total</b>	5338	100	4615	100	4328	100
	AB	1586	30	1357	29	1325	31
	C1	1627	30	1404	30	1312	30
	C2	1127	21	989	21	983	23
	D	588	11	514	11	425	10
	E	410	8	351	8	284	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		3206	100	3336	100	2755	100	2907	100
<b>Age :-</b>	0 - 15	625	19	579	17	541	20	506	17
	16 - 24	360	11	345	10	306	11	301	10
	25 - 34	389	12	384	12	322	12	326	11
	35 - 44	467	15	490	15	400	15	429	15
	45 - 54	458	14	462	14	399	14	410	14
	55 - 64	397	12	429	13	343	12	376	13
	65 +	510	16	645	19	444	16	559	19
<b>Adults :-</b>	<b>Total</b>	2582	100	2757	100	2214	100	2401	100
	AB	786	30	800	29	668	30	689	29
	C1	761	29	866	31	650	29	753	31
	C2	603	23	524	19	524	24	465	19
	D	284	11	304	11	245	11	269	11
	E	147	6	263	10	126	6	225	9
	Working F/T	1604	62	887	32	1376	62	777	32
	Working P/T	98	4	499	18	86	4	433	18
	Not Working	879	34	1371	50	751	34	1191	50
	<b>Housewives :-</b>	<b>Total</b>	554	100	2326	100	449	100	2019
Working F/T		252	46	714	31	198	44	622	31
Working P/T		27	5	470	20	21	5	407	20
Not Working		275	50	1142	49	230	51	989	49

## ITV Channel Islands

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	62	100	62	100	62	100	
<b>Receiving ITV</b>	62	99	62	100	62	100	
<b>Receiving Any CH4</b>	62	99	62	100	62	100	
<b>Receiving five</b>	47	76	47	76	47	76	
<b>Receiving BBC 1</b>	62	99	62	100	62	100	
<b>Receiving BBC 2</b>	62	99	62	100	62	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		62	100	62	100	62	100	46	100
			100		99		99		74
					100		100		75
<b>Social Class :-</b>									
AB		22	36	22	36	22	36	20	43
C1		20	31	20	32	20	32	13	28
C2		8	12	8	12	8	12	6	14
D		7	11	6	10	6	10	4	9
E		6	10	6	10	6	10	3	6
<b>Housewife Age :-</b>									
Under 25		2	3	1	2	1	2	0	1
25 - 34		8	12	7	12	7	12	5	11
35 - 44		13	21	13	21	13	21	11	24
45 - 54		14	22	14	22	14	22	11	25
55 - 64		12	19	12	20	12	20	9	19
65 +		14	23	14	23	14	23	9	20
<b>Size of Household :-</b>									
1		15	25	15	25	15	25	8	17
2		21	34	21	34	21	34	15	32
3		10	16	10	16	10	16	11	23
4		10	16	10	16	10	16	8	17
5 +		5	8	5	8	5	8	5	11
<b>Average Household Size</b>		2.51		2.50		2.50		2.71	
<b>Children :-</b>									
Without		45	72	45	72	45	72	29	63
With		17	28	17	28	17	28	17	37
0 - 3		5	8	5	8	5	8	5	10
4 - 9		8	13	8	13	8	13	9	19
10 - 15		11	17	11	17	11	17	11	23



<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		62	100	62	100
<b>Screen Size :-</b>	Under 20"	31	51	31	51
	20 to 29"	40	64	40	64
	30" and over	39	63	39	63
<b>Household with :-</b>	Single Set	17	27	17	27
	Two Sets	21	34	21	34
	3 Sets	12	20	12	20
	4 Sets	6	10	6	10
	5+ Sets	6	10	6	10
<b>Recorders :-</b>	With VCR	36	59	36	59
	2+ VCR	10	17	10	17
	With PVR	20	33	20	33
	2+ PVR	10	16	10	16
	With DVD-R	10	16	10	16
	2+ DVD-R	0	0	0	0
	With Any Recorder	44	72	44	72
2+ Recorders	28	45	28	45	

<b>Table 4</b>		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		150	100	150	100
<b>Screen Size :-</b>	Under 20"	52	35	52	35
	20 to 29"	47	32	47	32
	30" and over	47	31	47	31
<b>Recorders :-</b>	VCR connected	52	34	52	34
	PVR connected	41	27	41	27
	DVD-R connected	9	6	9	6
	Any recorder	78	52	78	52

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		156	100	155	100	126	100
<b>Age :-</b>	0 - 3	5	3	5	3	5	4
	4 - 9	11	7	11	7	11	9
	10 - 15	14	9	13	9	13	10
	16 - 19	10	6	10	6	6	5
	20 - 24	9	6	9	6	6	4
	25 - 34	16	10	15	9	12	9
	35 - 44	24	15	24	15	20	16
	45 - 54	25	16	25	16	20	16
	55 - 64	22	14	22	14	18	14
	65 +	23	15	23	15	15	12
<b>Adults :-</b>	<b>Total</b>	127	100	125	100	97	100
	AB	49	38	49	39	44	46
	C1	40	31	40	32	27	28
	C2	16	12	16	13	13	13
	D	14	11	12	10	8	9
	E	9	7	9	7	4	4

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		80	100	76	100	79	100	76	100
<b>Age :-</b>	0 - 15	17	21	13	16	17	21	13	17
	16 - 24	11	13	8	10	11	13	8	10
	25 - 34	8	10	7	10	7	9	7	10
	35 - 44	11	14	13	17	11	14	13	17
	45 - 54	12	15	13	17	12	15	13	17
	55 - 64	10	13	11	15	10	13	11	15
	65 +	11	14	12	15	11	14	12	15
	<b>Adults :-</b>	<b>Total</b>	63	100	64	100	62	100	63
AB		24	39	24	38	24	39	24	38
C1		19	30	21	33	19	30	21	33
C2		8	13	7	12	8	13	7	12
D		8	12	6	10	7	11	6	9
E		4	6	5	8	4	6	5	8
Working F/T		43	68	26	40	42	67	25	40
Working P/T		2	4	12	19	2	4	12	19
Not Working		18	29	26	41	18	29	26	41
<b>Housewives :-</b>		<b>Total</b>	9	100	53	100	9	100	53
	Working F/T	5	52	20	37	5	51	19	37
	Working P/T	0	5	12	22	0	5	12	22
	Not Working	4	42	22	41	4	43	22	41

## ITV Meridian / Anglia

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	5270	100	5149	100	4529	100	
<b>Receiving ITV</b>	5149	98	5149	100	4529	100	
<b>Receiving Any CH4</b>	5135	97	5135	100	4516	100	
<b>Receiving five</b>	4853	92	4853	94	4251	94	
<b>Receiving BBC 1</b>	5149	98	5149	100	4529	100	
<b>Receiving BBC 2</b>	5149	98	5149	100	4529	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	5270	100	5149	100	4529	100	4017	100
		100		98		86		76
				100		88		78
<b>Social Class :-</b>								
AB	1362	26	1336	26	1156	26	1091	27
C1	1540	29	1501	29	1328	29	1199	30
C2	1040	20	1021	20	903	20	855	21
D	675	13	657	13	585	13	474	12
E	653	12	633	12	557	12	398	10
<b>Housewife Age :-</b>								
Under 25	234	4	213	4	189	4	164	4
25 - 34	763	14	731	14	639	14	598	15
35 - 44	1010	19	993	19	877	19	819	20
45 - 54	965	18	947	18	840	19	794	20
55 - 64	917	17	903	18	800	18	741	18
65 +	1380	26	1361	26	1184	26	902	22
<b>Size of Household :-</b>								
1	1661	32	1584	31	1372	30	1029	26
2	1843	35	1819	35	1614	36	1467	37
3	778	15	768	15	676	15	661	16
4	686	13	680	13	604	13	597	15
5 +	302	6	298	6	263	6	263	7
<b>Average Household Size</b>	2.29		2.30		2.31		2.43	
<b>Children :-</b>								
Without	3966	75	3858	75	3391	75	2908	72
With	1304	25	1291	25	1138	25	1109	28
0 - 3	480	9	473	9	413	9	402	10
4 - 9	613	12	609	12	543	12	541	13
10 - 15	653	12	649	13	574	13	556	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		5149	100	4529	100
<b>Screen Size :-</b>	Under 20"	2653	52	2337	52
	20 to 29"	2966	58	2608	58
	30" and over	2633	51	2294	51
<b>Household with :-</b>	Single Set	1967	38	1730	38
	Two Sets	1765	34	1564	35
	3 Sets	845	16	736	16
	4 Sets	362	7	315	7
	5+ Sets	210	4	185	4
<b>Recorders :-</b>	With VCR	2503	49	2212	49
	2+ VCR	458	9	404	9
	With PVR	1382	27	1217	27
	2+ PVR	309	6	270	6
	With DVD-R	720	14	632	14
	2+ DVD-R	40	1	35	1
	With Any Recorder	3510	68	3113	69
	2+ Recorders	1372	27	1209	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		10665	100	9405	100
<b>Screen Size :-</b>	Under 20"	3883	36	3446	37
	20 to 29"	3507	33	3098	33
	30" and over	3116	29	2717	29
<b>Recorders :-</b>	VCR connected	3106	29	2752	29
	PVR connected	1827	17	1620	17
	DVD-R connected	756	7	666	7
	Any recorder	4676	44	4163	44

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		12043	100	10454	100	9742	100
<b>Age :-</b>	0 - 3	565	5	485	5	472	5
	4 - 9	814	7	720	7	711	7
	10 - 15	871	7	760	7	747	8
	16 - 19	618	5	547	5	539	6
	20 - 24	673	6	573	5	535	5
	25 - 34	1445	12	1225	12	1148	12
	35 - 44	1768	15	1534	15	1452	15
	45 - 54	1684	14	1471	14	1410	14
	55 - 64	1540	13	1352	13	1281	13
	65 +	2066	17	1786	17	1447	15
<b>Adults :-</b>	<b>Total</b>	9794	100	8488	100	7812	100
	AB	2706	28	2311	27	2227	29
	C1	2877	29	2499	29	2315	30
	C2	2125	22	1864	22	1839	24
	D	1239	13	1085	13	889	11
	E	846	9	728	9	542	7

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		5915	100	6127	100	5120	100	5334	100
<b>Age :-</b>	0 - 15	1153	19	1096	18	1011	20	954	18
	16 - 24	655	11	636	10	567	11	553	10
	25 - 34	725	12	719	12	611	12	615	12
	35 - 44	868	15	901	15	744	15	790	15
	45 - 54	832	14	852	14	723	14	747	14
	55 - 64	751	13	789	13	654	13	698	13
	65 +	932	16	1134	19	809	16	977	18
<b>Adults :-</b>	<b>Total</b>	4763	100	5031	100	4109	100	4379	100
	AB	1344	28	1362	27	1143	28	1168	27
	C1	1352	28	1525	30	1167	28	1332	30
	C2	1142	24	984	20	997	24	867	20
	D	611	13	628	12	528	13	557	13
	E	315	7	531	11	273	7	456	10
	Working F/T	2986	63	1680	33	2576	63	1459	33
	Working P/T	170	4	857	17	147	4	758	17
	Not Working	1607	34	2493	50	1386	34	2162	49
<b>Housewives :-</b>	<b>Total</b>	1014	100	4256	100	834	100	3695	100
	Working F/T	478	47	1365	32	390	47	1181	32
	Working P/T	45	4	806	19	36	4	711	19
	Not Working	491	48	2085	49	408	49	1803	49

## ITV Granada / Border

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	3610	100	3497	100	3247	100	
<b>Receiving ITV</b>	3497	97	3497	100	3247	100	
<b>Receiving Any CH4</b>	3485	97	3485	100	3235	100	
<b>Receiving five</b>	3421	95	3421	98	3188	98	
<b>Receiving BBC 1</b>	3497	97	3497	100	3247	100	
<b>Receiving BBC 2</b>	3497	97	3497	100	3247	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	3610	100	3497	100	3247	100	2933	100
		100		97		90		81
				100		93		84
<b>Social Class :-</b>								
AB	608	17	597	17	551	17	534	18
C1	948	26	925	26	856	26	787	27
C2	709	20	693	20	639	20	598	20
D	616	17	583	17	543	17	492	17
E	728	20	699	20	657	20	522	18
<b>Housewife Age :-</b>								
Under 25	261	7	246	7	235	7	228	8
25 - 34	528	15	506	14	474	15	439	15
35 - 44	666	18	647	18	606	19	573	20
45 - 54	652	18	630	18	580	18	542	18
55 - 64	589	16	574	16	530	16	490	17
65 +	914	25	894	26	822	25	661	23
<b>Size of Household :-</b>								
1	1225	34	1153	33	1054	32	830	28
2	1187	33	1162	33	1084	33	1030	35
3	549	15	542	15	510	16	479	16
4	449	12	444	13	414	13	413	14
5 +	200	6	197	6	185	6	181	6
<b>Average Household Size</b>	2.25		2.27		2.28		2.37	
<b>Children :-</b>								
Without	2692	75	2595	74	2399	74	2096	71
With	917	25	902	26	848	26	837	29
0 - 3	324	9	318	9	300	9	300	10
4 - 9	426	12	419	12	393	12	390	13
10 - 15	452	13	446	13	419	13	416	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		3497	100	3247	100
<b>Screen Size :-</b>	Under 20"	1424	41	1298	40
	20 to 29"	1827	52	1663	51
	30" and over	2040	58	1924	59
<b>Household with :-</b>	Single Set	1408	40	1320	41
	Two Sets	1287	37	1196	37
	3 Sets	487	14	443	14
	4 Sets	230	7	209	6
	5+ Sets	85	2	80	2
<b>Recorders :-</b>	With VCR	1480	42	1362	42
	2+ VCR	198	6	174	5
	With PVR	922	26	875	27
	2+ PVR	231	7	217	7
	With DVD-R	682	20	652	20
	2+ DVD-R	30	1	31	1
	With Any Recorder	2318	66	2161	67
2+ Recorders	856	24	803	25	

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		7043	100	6531	100
<b>Screen Size :-</b>	Under 20"	2048	29	1875	29
	20 to 29"	2255	32	2056	31
	30" and over	2534	36	2394	37
<b>Recorders :-</b>	VCR connected	1777	25	1634	25
	PVR connected	1257	18	1193	18
	DVD-R connected	739	10	711	11
	Any recorder	3053	43	2852	44

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		8118	100	7403	100	6949	100
<b>Age :-</b>	0 - 3	390	5	361	5	359	5
	4 - 9	560	7	516	7	497	7
	10 - 15	592	7	550	7	537	8
	16 - 19	441	5	405	5	397	6
	20 - 24	536	7	487	7	468	7
	25 - 34	990	12	897	12	853	12
	35 - 44	1168	14	1068	14	1029	15
	45 - 54	1123	14	1015	14	960	14
	55 - 64	993	12	901	12	844	12
	65 +	1324	16	1202	16	1005	14
<b>Adults :-</b>	<b>Total</b>	6576	100	5976	100	5556	100
	AB	1204	18	1099	18	1075	19
	C1	1817	28	1664	28	1575	28
	C2	1418	22	1283	21	1215	22
	D	1131	17	1010	17	932	17
	E	1006	15	919	15	758	14

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		3990	100	4128	100	3635	100	3768	100
<b>Age :-</b>	0 - 15	798	20	744	18	742	20	686	18
	16 - 24	495	12	482	12	453	12	440	12
	25 - 34	496	12	494	12	447	12	450	12
	35 - 44	576	14	593	14	522	14	545	14
	45 - 54	552	14	571	14	496	14	519	14
	55 - 64	488	12	505	12	444	12	458	12
	65 +	586	15	739	18	531	15	671	18
	<b>Adults :-</b>	<b>Total</b>	3192	100	3384	100	2893	100	3083
AB		601	19	603	18	548	19	552	18
C1		861	27	956	28	788	27	875	28
C2		759	24	659	19	685	24	598	19
D		562	18	569	17	504	17	507	16
E		409	13	598	18	368	13	551	18
Working F/T		1825	57	1164	34	1648	57	1060	34
Working P/T		108	3	441	13	99	3	403	13
Not Working		1260	39	1780	53	1146	40	1619	53
<b>Housewives :-</b>		<b>Total</b>	1003	100	2606	100	886	100	2360
	Working F/T	461	46	857	33	404	46	774	33
	Working P/T	34	3	374	14	32	4	339	14
	Not Working	508	51	1376	53	450	51	1248	53

## ITV Yorkshire / Tyne Tees

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	4287	100	4190	100	3835	100
<b>Receiving ITV</b>	4190	98	4190	100	3835	100
<b>Receiving Any CH4</b>	4179	97	4179	100	3826	100
<b>Receiving five</b>	4106	96	4106	98	3769	98
<b>Receiving BBC 1</b>	4190	98	4190	100	3835	100
<b>Receiving BBC 2</b>	4190	98	4190	100	3835	100

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	4287	100	4190	100	3835	100	3465	100
		100		98		89		81
				100		92		83
<b>Social Class :-</b>								
AB	784	18	771	18	706	18	684	20
C1	1130	26	1094	26	1001	26	910	26
C2	858	20	848	20	774	20	753	22
D	730	17	717	17	654	17	584	17
E	785	18	761	18	699	18	534	15
<b>Housewife Age :-</b>								
Under 25	272	6	253	6	232	6	209	6
25 - 34	625	15	597	14	551	14	498	14
35 - 44	787	18	773	18	710	19	697	20
45 - 54	794	19	780	19	714	19	689	20
55 - 64	728	17	718	17	659	17	621	18
65 +	1081	25	1070	26	969	25	751	22
<b>Size of Household :-</b>								
1	1370	32	1310	31	1197	31	915	26
2	1487	35	1468	35	1339	35	1279	37
3	666	16	659	16	607	16	585	17
4	540	13	535	13	493	13	494	14
5 +	224	5	218	5	199	5	191	6
<b>Average Household Size</b>	2.27		2.28		2.28		2.38	
<b>Children :-</b>								
Without	3211	75	3123	75	2850	74	2498	72
With	1076	25	1067	25	985	26	967	28
0 - 3	389	9	385	9	357	9	341	10
4 - 9	497	12	493	12	457	12	443	13
10 - 15	537	13	534	13	491	13	487	14

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		4190	100	3835	100
<b>Screen Size :-</b>	Under 20"	2213	53	2034	53
	20 to 29"	2335	56	2115	55
	30" and over	2368	57	2192	57
<b>Household with :-</b>	Single Set	1441	34	1310	34
	Two Sets	1458	35	1331	35
	3 Sets	750	18	684	18
	4 Sets	362	9	337	9
	5+ Sets	180	4	173	5
<b>Recorders :-</b>	With VCR	1751	42	1566	41
	2+ VCR	361	9	335	9
	With PVR	1008	24	944	25
	2+ PVR	195	5	183	5
	With DVD-R	789	19	767	20
	2+ DVD-R	110	3	110	3
	With Any Recorder	2586	62	2370	62
	2+ Recorders	1104	26	1029	27

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		9011	100	8272	100
<b>Screen Size :-</b>	Under 20"	3304	37	3044	37
	20 to 29"	2781	31	2516	30
	30" and over	2836	31	2625	32
<b>Recorders :-</b>	VCR connected	2183	24	1960	24
	PVR connected	1288	14	1206	15
	DVD-R connected	927	10	902	11
	Any recorder	3501	39	3224	39

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		9713	100	8739	100	8237	100
<b>Age :-</b>	0 - 3	458	5	420	5	405	5
	4 - 9	635	7	583	7	579	7
	10 - 15	707	7	641	7	637	8
	16 - 19	526	5	462	5	439	5
	20 - 24	670	7	588	7	546	7
	25 - 34	1165	12	1036	12	970	12
	35 - 44	1376	14	1243	14	1224	15
	45 - 54	1361	14	1230	14	1198	15
	55 - 64	1222	13	1108	13	1064	13
	65 +	1592	16	1428	16	1175	14
<b>Adults :-</b>	<b>Total</b>	7913	100	7094	100	6616	100
	AB	1567	20	1413	20	1381	21
	C1	2145	27	1897	27	1758	27
	C2	1742	22	1577	22	1555	24
	D	1380	17	1236	17	1127	17
	E	1079	14	971	14	795	12

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		4778	100	4936	100	4281	100	4458	100
<b>Age :-</b>	0 - 15	923	19	877	18	838	20	806	18
	16 - 24	616	13	580	12	538	13	512	11
	25 - 34	578	12	587	12	509	12	528	12
	35 - 44	672	14	704	14	604	14	638	14
	45 - 54	675	14	687	14	608	14	622	14
	55 - 64	601	13	621	13	544	13	563	13
	65 +	712	15	880	18	639	15	789	18
<b>Adults :-</b>	<b>Total</b>	3855	100	4058	100	3443	100	3652	100
	AB	785	20	782	19	709	21	704	19
	C1	1017	26	1128	28	891	26	1007	28
	C2	933	24	808	20	843	24	734	20
	D	686	18	694	17	614	18	622	17
	E	433	11	646	16	386	11	585	16
	Working F/T	2213	57	1283	32	1987	58	1149	31
	Working P/T	106	3	660	16	95	3	606	17
	Not Working	1536	40	2115	52	1361	40	1896	52
<b>Housewives :-</b>	<b>Total</b>	895	100	3392	100	774	100	3061	100
	Working F/T	384	43	1034	30	337	44	925	30
	Working P/T	26	3	612	18	22	3	562	18
	Not Working	484	54	1747	51	415	54	1574	51

## ITV Granada North

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	7833	100	7626	100	7077	100	
<b>Receiving ITV</b>	7626	97	7626	100	7077	100	
<b>Receiving Any CH4</b>	7602	97	7602	100	7057	100	
<b>Receiving five</b>	7475	95	7475	98	6953	98	
<b>Receiving BBC 1</b>	7626	97	7626	100	7077	100	
<b>Receiving BBC 2</b>	7626	97	7626	100	7077	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	7833	100	7626	100	7077	100	6393	100
		100		97		90		82
				100		93		84
<b>Social Class :-</b>								
AB	1380	18	1356	18	1257	18	1218	19
C1	2064	26	2005	26	1856	26	1695	27
C2	1553	20	1527	20	1411	20	1348	21
D	1337	17	1291	17	1196	17	1075	17
E	1499	19	1446	19	1356	19	1057	17
<b>Housewife Age :-</b>								
Under 25	531	7	497	7	466	7	437	7
25 - 34	1144	15	1095	14	1024	14	937	15
35 - 44	1442	18	1410	18	1314	19	1269	20
45 - 54	1432	18	1396	18	1293	18	1231	19
55 - 64	1307	17	1282	17	1189	17	1109	17
65 +	1977	25	1946	26	1790	25	1411	22
<b>Size of Household :-</b>								
1	2575	33	2443	32	2250	32	1745	27
2	2649	34	2607	34	2422	34	2308	36
3	1206	15	1192	16	1115	16	1062	17
4	982	13	973	13	906	13	906	14
5 +	421	5	411	5	383	5	372	6
<b>Average Household Size</b>	2.26		2.27		2.28		2.37	
<b>Children :-</b>								
Without	5854	75	5671	74	5247	74	4593	72
With	1979	25	1955	26	1830	26	1801	28
0 - 3	709	9	698	9	656	9	640	10
4 - 9	916	12	906	12	848	12	832	13
10 - 15	980	13	971	13	908	13	901	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		7626	100	7077	100
<b>Screen Size :-</b>	Under 20"	3608	47	3332	47
	20 to 29"	4124	54	3775	53
	30" and over	4373	57	4113	58
<b>Household with :-</b>	Single Set	2825	37	2628	37
	Two Sets	2721	36	2525	36
	3 Sets	1223	16	1124	16
	4 Sets	590	8	546	8
	5+ Sets	266	3	253	4
<b>Recorders :-</b>	With VCR	3206	42	2927	41
	2+ VCR	556	7	509	7
	With PVR	1916	25	1816	26
	2+ PVR	423	6	400	6
	With DVD-R	1462	19	1421	20
	2+ DVD-R	139	2	141	2
	With Any Recorder	4864	64	4528	64
	2+ Recorders	1948	26	1832	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		15929	100	14789	100
<b>Screen Size :-</b>	Under 20"	5327	33	4931	33
	20 to 29"	4990	31	4563	31
	30" and over	5320	33	5008	34
<b>Recorders :-</b>	VCR connected	3932	25	3595	24
	PVR connected	2525	16	2393	16
	DVD-R connected	1657	10	1616	11
	Any recorder	6499	41	6071	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		17690	100	16127	100	15171	100
<b>Age :-</b>	0 - 3	843	5	780	5	763	5
	4 - 9	1187	7	1098	7	1074	7
	10 - 15	1286	7	1189	7	1172	8
	16 - 19	958	5	866	5	835	6
	20 - 24	1202	7	1075	7	1013	7
	25 - 34	2140	12	1931	12	1821	12
	35 - 44	2529	14	2308	14	2250	15
	45 - 54	2461	14	2245	14	2159	14
	55 - 64	2196	12	2007	12	1906	13
	65 +	2889	16	2627	16	2178	14
<b>Adults :-</b>	<b>Total</b>	14374	100	13060	100	12162	100
	AB	2747	19	2512	19	2456	20
	C1	3938	27	3559	27	3330	27
	C2	3131	22	2855	22	2764	23
	D	2493	17	2245	17	2058	17
	E	2064	14	1890	14	1554	13

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		8698	100	8992	100	7909	100	8219	100
<b>Age :-</b>	0 - 15	1706	20	1610	18	1577	20	1490	18
	16 - 24	1103	13	1056	12	991	13	951	12
	25 - 34	1067	12	1073	12	954	12	976	12
	35 - 44	1240	14	1289	14	1126	14	1183	14
	45 - 54	1214	14	1246	14	1104	14	1141	14
	55 - 64	1081	12	1115	12	988	12	1020	12
	65 +	1286	15	1602	18	1169	15	1458	18
<b>Adults :-</b>	<b>Total</b>	6992	100	7382	100	6331	100	6729	100
	AB	1375	20	1373	19	1257	20	1255	19
	C1	1866	27	2072	28	1678	26	1881	28
	C2	1678	24	1453	20	1526	24	1330	20
	D	1240	18	1253	17	1116	18	1128	17
	E	833	12	1231	17	755	12	1135	17
	Working F/T	4006	57	2428	33	3632	57	2207	33
	Working P/T	211	3	1092	15	194	3	1008	15
	Not Working	2775	40	3861	52	2505	40	3514	52
<b>Housewives :-</b>	<b>Total</b>	1886	100	5947	100	1660	100	5417	100
	Working F/T	839	45	1875	32	741	45	1696	31
	Working P/T	59	3	977	16	53	3	900	17
	Not Working	988	52	3094	52	865	52	2821	52

## ITV West Macro

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	3183	100	3111	100	2964	100	
<b>Receiving ITV</b>	3111	98	3111	100	2964	100	
<b>Receiving Any CH4</b>	3103	98	3103	100	2957	100	
<b>Receiving five</b>	2956	93	2956	95	2812	95	
<b>Receiving BBC 1</b>	3111	98	3111	100	2964	100	
<b>Receiving BBC 2</b>	3111	98	3111	100	2964	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	3183	100	3111	100	2964	100	2685	100
		100		98		93		84
				100		95		86
<b>Social Class :-</b>								
AB	598	19	588	19	561	19	527	20
C1	890	28	868	28	826	28	778	29
C2	734	23	725	23	696	23	661	25
D	490	15	479	15	454	15	375	14
E	469	15	453	15	428	14	343	13
<b>Housewife Age :-</b>								
Under 25	172	5	158	5	150	5	142	5
25 - 34	431	14	415	13	401	14	370	14
35 - 44	573	18	564	18	537	18	524	20
45 - 54	578	18	566	18	541	18	517	19
55 - 64	569	18	558	18	530	18	490	18
65 +	859	27	849	27	805	27	642	24
<b>Size of Household :-</b>								
1	1021	32	977	31	930	31	712	27
2	1131	36	1116	36	1062	36	1012	38
3	456	14	451	14	430	15	426	16
4	392	12	389	13	372	13	368	14
5 +	182	6	179	6	170	6	166	6
<b>Average Household Size</b>	2.26		2.28		2.28		2.38	
<b>Children :-</b>								
Without	2414	76	2352	76	2238	76	1974	74
With	768	24	759	24	726	24	710	26
0 - 3	260	8	255	8	244	8	232	9
4 - 9	360	11	357	11	342	12	335	12
10 - 15	399	13	396	13	378	13	378	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		3111	100	2964	100
<b>Screen Size :-</b>	Under 20"	1484	48	1416	48
	20 to 29"	1824	59	1743	59
	30" and over	1602	52	1529	52
<b>Household with :-</b>	Single Set	1213	39	1147	39
	Two Sets	1089	35	1041	35
	3 Sets	486	16	463	16
	4 Sets	215	7	209	7
	5+ Sets	108	3	105	4
<b>Recorders :-</b>	With VCR	1500	48	1440	49
	2+ VCR	246	8	243	8
	With PVR	848	27	809	27
	2+ PVR	141	5	128	4
	With DVD-R	516	17	485	16
	2+ DVD-R	36	1	33	1
	With Any Recorder	2171	70	2072	70
	2+ Recorders	812	26	777	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		6338	100	6057	100
<b>Screen Size :-</b>	Under 20"	2126	34	2035	34
	20 to 29"	2262	36	2162	36
	30" and over	1869	29	1784	29
<b>Recorders :-</b>	VCR connected	1827	29	1761	29
	PVR connected	1041	16	985	16
	DVD-R connected	566	9	532	9
	Any recorder	2797	44	2669	44

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		7202	100	6747	100	6379	100
<b>Age :-</b>	0 - 3	314	4	293	4	278	4
	4 - 9	471	7	447	7	441	7
	10 - 15	535	7	509	8	507	8
	16 - 19	381	5	358	5	357	6
	20 - 24	439	6	396	6	363	6
	25 - 34	814	11	757	11	728	11
	35 - 44	1001	14	939	14	933	15
	45 - 54	993	14	934	14	899	14
	55 - 64	954	13	895	13	847	13
	65 +	1300	18	1220	18	1027	16
<b>Adults :-</b>	<b>Total</b>	5881	100	5499	100	5153	100
	AB	1171	20	1102	20	1060	21
	C1	1668	28	1549	28	1493	29
	C2	1487	25	1412	26	1373	27
	D	910	15	842	15	716	14
	E	645	11	594	11	511	10

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		3537	100	3665	100	3304	100	3443	100
<b>Age :-</b>	0 - 15	677	19	644	18	642	19	606	18
	16 - 24	420	12	400	11	385	12	369	11
	25 - 34	411	12	403	11	376	11	380	11
	35 - 44	484	14	518	14	449	14	489	14
	45 - 54	486	14	506	14	456	14	478	14
	55 - 64	472	13	483	13	440	13	455	13
	65 +	589	17	711	19	554	17	666	19
	<b>Adults :-</b>	<b>Total</b>	2860	100	3021	100	2661	100	2837
AB		579	20	592	20	545	20	557	20
C1		775	27	893	30	713	27	836	29
C2		796	28	691	23	755	28	657	23
D		440	15	470	16	404	15	439	15
E		270	9	375	12	244	9	349	12
Working F/T		1637	57	941	31	1530	57	887	31
Working P/T		105	4	496	16	94	4	467	16
Not Working		1119	39	1584	52	1038	39	1483	52
<b>Housewives :-</b>		<b>Total</b>	637	100	2546	100	569	100	2395
	Working F/T	251	39	770	30	224	39	727	30
	Working P/T	25	4	457	18	20	4	432	18
	Not Working	361	57	1318	52	324	57	1236	52

## ITV MidWest

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	7999	100	7802	100	6944	100	
<b>Receiving ITV</b>	7802	98	7802	100	6944	100	
<b>Receiving Any CH4</b>	7773	97	7773	100	6920	100	
<b>Receiving five</b>	7554	94	7554	97	6729	97	
<b>Receiving BBC 1</b>	7802	98	7802	100	6944	100	
<b>Receiving BBC 2</b>	7802	98	7802	100	6944	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	7999	100	7802	100	6944	100	6148	100
		100		98		87		77
				100		89		79
<b>Social Class :-</b>								
AB	1564	20	1534	20	1376	20	1278	21
C1	2190	27	2131	27	1897	27	1735	28
C2	1712	21	1690	22	1510	22	1422	23
D	1310	16	1276	16	1126	16	951	15
E	1222	15	1171	15	1034	15	762	12
<b>Housewife Age :-</b>								
Under 25	446	6	410	5	360	5	327	5
25 - 34	1192	15	1140	15	1011	15	930	15
35 - 44	1494	19	1466	19	1295	19	1243	20
45 - 54	1445	18	1413	18	1267	18	1189	19
55 - 64	1370	17	1349	17	1201	17	1091	18
65 +	2051	26	2024	26	1810	26	1369	22
<b>Size of Household :-</b>								
1	2607	33	2485	32	2222	32	1634	27
2	2702	34	2661	34	2349	34	2184	36
3	1173	15	1157	15	1028	15	1008	16
4	1014	13	1003	13	899	13	891	14
5 +	504	6	496	6	446	6	431	7
<b>Average Household Size</b>	2.29		2.30		2.31		2.43	
<b>Children :-</b>								
Without	5986	75	5815	75	5175	75	4423	72
With	2012	25	1987	25	1770	25	1725	28
0 - 3	731	9	717	9	634	9	601	10
4 - 9	958	12	949	12	845	12	823	13
10 - 15	1011	13	1004	13	897	13	887	14



		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		7802	100	6944	100
<b>Screen Size :-</b>	Under 20"	3708	48	3286	47
	20 to 29"	4548	58	4051	58
	30" and over	4000	51	3574	51
<b>Household with :-</b>	Single Set	3077	39	2719	39
	Two Sets	2727	35	2434	35
	3 Sets	1204	15	1078	16
	4 Sets	535	7	479	7
	5+ Sets	259	3	235	3
<b>Recorders :-</b>	With VCR	3565	46	3200	46
	2+ VCR	622	8	556	8
	With PVR	1854	24	1634	24
	2+ PVR	330	4	285	4
	With DVD-R	1072	14	975	14
	2+ DVD-R	52	1	56	1
	With Any Recorder	5017	64	4462	64
	2+ Recorders	1830	23	1640	24

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		15922	100	14194	100
<b>Screen Size :-</b>	Under 20"	5353	34	4745	33
	20 to 29"	5581	35	4992	35
	30" and over	4744	30	4236	30
<b>Recorders :-</b>	VCR connected	4393	28	3935	28
	PVR connected	2335	15	2045	14
	DVD-R connected	1159	7	1070	8
	Any recorder	6545	41	5815	41

		Analysis of Individuals					
		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		18321	100	16021	100	14915	100
<b>Age :-</b>	0 - 3	880	5	761	5	722	5
	4 - 9	1258	7	1109	7	1078	7
	10 - 15	1357	7	1203	8	1186	8
	16 - 19	977	5	862	5	834	6
	20 - 24	1142	6	971	6	916	6
	25 - 34	2219	12	1899	12	1797	12
	35 - 44	2646	14	2305	14	2243	15
	45 - 54	2478	14	2180	14	2087	14
	55 - 64	2308	13	2028	13	1883	13
	65 +	3056	17	2703	17	2170	15
<b>Adults :-</b>	<b>Total</b>	14826	100	12948	100	11930	100
	AB	3104	21	2745	21	2611	22
	C1	4090	28	3556	27	3371	28
	C2	3475	23	3076	24	2955	25
	D	2477	17	2136	16	1860	16
	E	1680	11	1436	11	1133	9

		Analysis of Individuals							
		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		9048	100	9273	100	7882	100	8139	100
<b>Age :-</b>	0 - 15	1808	20	1687	18	1591	20	1482	18
	16 - 24	1078	12	1041	11	930	12	903	11
	25 - 34	1103	12	1117	12	932	12	967	12
	35 - 44	1315	15	1331	14	1136	14	1169	14
	45 - 54	1217	13	1260	14	1070	14	1111	14
	55 - 64	1147	13	1161	13	1004	13	1024	13
	65 +	1380	15	1677	18	1218	15	1485	18
<b>Adults :-</b>	<b>Total</b>	7240	100	7587	100	6291	100	6658	100
	AB	1539	21	1566	21	1362	22	1383	21
	C1	1916	26	2174	29	1651	26	1905	29
	C2	1872	26	1603	21	1656	26	1420	21
	D	1217	17	1261	17	1038	17	1098	16
	E	696	10	984	13	584	9	852	13
	Working F/T	4258	59	2454	32	3714	59	2152	32
	Working P/T	254	4	1210	16	217	3	1070	16
	Not Working	2728	38	3923	52	2359	38	3436	52
<b>Housewives :-</b>	<b>Total</b>	1665	100	6333	100	1390	100	5555	100
	Working F/T	713	43	1987	31	591	43	1741	31
	Working P/T	61	4	1115	18	51	4	987	18
	Not Working	892	54	3232	51	747	54	2827	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	%	
<b>Total</b>	1300	100	1272	100	1183	100	321	100	862	100	
<b>Receiving S4C</b>	1183	91	1183	93	1183	100	321	100	862	100	
<b>Receiving ITV</b>	1272	98	1272	100	1183	100	321	100	862	100	
<b>Receiving CH4</b>	1164	90	1164	91	1077	91	291	91	786	91	
<b>Receiving five</b>	1205	93	1205	95	1120	95	303	94	817	95	
<b>Receiving BBC 1</b>	1272	98	1272	100	1183	100	321	100	862	100	
<b>Receiving BBC 2</b>	1272	98	1272	100	1183	100	321	100	862	100	

Table 2a		Analysis of Households							
		All Households		TV Households		S4C Households			
								Total	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1300	100	1272	100	1056	100	1098	100
			100		98		81		84
					100		83		86
<b>Social Class :-</b>									
AB		198	15	193	15	169	16	148	13
C1		341	26	332	26	285	27	287	26
C2		317	24	313	25	272	26	271	25
D		222	17	218	17	175	17	208	19
E		223	17	215	17	156	15	184	17
<b>Housewife Age :-</b>									
Under 25		74	6	68	5	57	5	55	5
25 - 34		177	14	172	13	148	14	148	14
35 - 44		228	18	224	18	198	19	199	18
45 - 54		236	18	231	18	203	19	201	18
55 - 64		235	18	231	18	192	18	194	18
65 +		350	27	346	27	257	24	301	27
<b>Size of Household :-</b>									
1		415	32	398	31	282	27	339	31
2		453	35	446	35	392	37	388	35
3		203	16	201	16	178	17	194	18
4		157	12	156	12	138	13	121	11
5 +		73	6	71	6	66	6	56	5
<b>Average Household Size</b>		2.27		2.28		2.37		2.25	
<b>Children :-</b>									
Without		972	75	948	74	770	73	830	76
With		328	25	325	26	287	27	268	24
0 - 3		110	8	108	9	94	9	82	7
4 - 9		153	12	152	12	135	13	127	12
10 - 15		170	13	169	13	152	14	136	12
<b>No. of Welsh Speakers :-</b>									
0		955	73	931	73	769	73	877	80
1		201	15	197	15	156	15	136	12
2		94	7	94	7	85	8	65	6
3		31	2	31	2	27	3	13	1
4		14	1	14	1	14	1	5	0
5+		5	0	5	0	5	0	2	0
<b>Average</b>		0.44		0.44		0.47		0.47	

		Analysis of Households							
		All Households		TV Households		S4C/Welsh Speaking Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		1300	100	1272	100	321	100	299	100
			100		98		25		23
					100		25		24
<b>Social Class :-</b>									
AB		198	15	193	15	65	20	62	21
C1		341	26	332	26	88	27	83	28
C2		317	24	313	25	82	26	77	26
D		222	17	218	17	44	14	40	14
E		223	17	215	17	43	13	37	12
<b>Housewife Age :-</b>									
Under 25		74	6	68	5	15	5	15	5
25 - 34		177	14	172	13	48	15	48	16
35 - 44		228	18	224	18	75	23	75	25
45 - 54		236	18	231	18	61	19	58	19
55 - 64		235	18	231	18	49	15	44	15
65 +		350	27	346	27	74	23	58	19
<b>Size of Household :-</b>									
1		415	32	398	31	73	23	56	19
2		453	35	446	35	99	31	94	31
3		203	16	201	16	61	19	59	20
4		157	12	156	12	61	19	62	21
5 +		73	6	71	6	26	8	28	9
<b>Average Household Size</b>		2.27		2.28		2.61		2.73	
<b>Children :-</b>									
Without		972	75	948	74	202	63	180	60
With		328	25	325	26	119	37	119	40
0 - 3		110	8	108	9	31	10	30	10
4 - 9		153	12	152	12	59	18	59	20
10 - 15		170	13	169	13	70	22	71	24
<b>No. of Welsh Speakers :-</b>									
0		955	73	931	73	0	0	0	0
1		201	15	197	15	184	57	162	54
2		94	7	94	7	89	28	88	30
3		31	2	31	2	29	9	28	9
4		14	1	14	1	14	4	15	5
5+		5	0	5	0	5	2	6	2
<b>Average</b>		0.44		0.44		1.65		1.71	

		Household Penetrations - TV Sets/VCRs			
		TV Households		S4C Households	
		000's	%	000's	%
<b>Total</b>		1272	100	1183	100
<b>Screen Size :-</b>	Under 20"	569	45	533	45
	20 to 29"	766	60	710	60
	30" and over	671	53	629	53
<b>Household with :-</b>	Single Set	499	39	453	38
	Two Sets	437	34	414	35
	3 Sets	208	16	196	17
	4 Sets	79	6	75	6
	5+ Sets	49	4	46	4
<b>Recorders :-</b>	With VCR	617	48	577	49
	2+ VCR	110	9	103	9
	With PVR	343	27	329	28
	2+ PVR	61	5	57	5
	With DVD-R	163	13	155	13
	2+ DVD-R	14	1	13	1
	With Any Recorder	867	68	815	69
2+ Recorders	327	26	312	26	

		TV Set Profile			
		TV Households		S4C Households	
		000's	%	000's	%
<b>Total</b>		2605	100	2434	100
<b>Screen Size :-</b>	Under 20"	823	32	772	32
	20 to 29"	957	37	890	37
	30" and over	795	31	745	31
<b>Recorders :-</b>	VCR connected	765	29	716	29
	PVR connected	428	16	408	17
	DVD-R connected	184	7	174	7
	Any recorder	1137	44	1070	44

Table 5a		Analysis of Individuals					
		All Households		S4C Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		2946	100	2713	100	2475	100
<b>Age :-</b>	0 - 3	130	4	119	4	110	4
	4 - 9	197	7	183	7	170	7
	10 - 15	222	8	209	8	194	8
	16 - 19	161	5	149	5	135	5
	20 - 24	188	6	168	6	156	6
	25 - 34	333	11	301	11	277	11
	35 - 44	400	14	369	14	344	14
	45 - 54	402	14	372	14	346	14
	55 - 64	390	13	361	13	327	13
	65 +	524	18	482	18	415	17
	<b>Adults :-</b>	<b>Total</b>	2398	100	2201	100	2000
AB		383	16	358	16	327	16
C1		646	27	588	27	548	27
C2		633	26	591	27	548	27
D		422	18	381	17	336	17
E		314	13	283	13	242	12

Table 5b		Analysis of Individuals			
		S4C/Welsh Speaking Individuals			
		Total		Multichannel	
		000's	%	000's	%
<b>Total</b>		538	100	511	100
<b>Age :-</b>	0 - 3	8	1	8	2
	4 - 9	61	11	62	12
	10 - 15	79	15	79	15
	16 - 19	38	7	39	8
	20 - 24	31	6	31	6
	25 - 34	54	10	53	10
	35 - 44	54	10	54	11
	45 - 54	57	11	51	10
	55 - 64	61	11	54	11
	65 +	96	18	79	15
<b>Adults :-</b>	<b>Total</b>	391	100	362	100
	AB	87	22	81	22
	C1	104	27	97	27
	C2	105	27	101	28
	D	48	12	44	12
	E	48	12	39	11

<b>Table 6a Analysis of Individuals</b>								
	<b>All Households</b>				<b>S4C Households</b>			
	<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	1443	100	1504	100	1327	100	1386	100
<b>Age :-</b>								
0 - 15	283	20	266	18	263	20	248	18
16 - 24	178	12	171	11	162	12	155	11
25 - 34	165	11	168	11	148	11	152	11
35 - 44	193	13	207	14	176	13	193	14
45 - 54	196	14	206	14	182	14	191	14
55 - 64	191	13	199	13	176	13	184	13
65 +	236	16	288	19	219	16	263	19
<b>Adults :-</b>	1160	100	1238	100	1064	100	1138	100
AB	188	16	195	16	176	17	182	16
C1	304	26	342	28	276	26	312	27
C2	338	29	295	24	315	30	276	24
D	201	17	220	18	182	17	199	18
E	128	11	186	15	115	11	168	15
Working F/T	639	55	412	33	588	55	380	33
Working P/T	32	3	150	12	30	3	140	12
Not Working	489	42	676	55	446	42	618	54
<b>Housewives :-</b>	256	100	1044	100	225	100	958	100
Working F/T	97	38	343	33	85	38	317	33
Working P/T	8	3	136	13	7	3	127	13
Not Working	152	59	564	54	133	59	515	54

<b>Table 6b Analysis of Individuals</b>				
	<b>S4C/Welsh Speaking Individuals</b>			
	<b>Males</b>		<b>Females</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	252	100	287	100
<b>Age :-</b>				
0 - 15	72	28	76	26
16 - 24	34	13	35	12
25 - 34	26	10	28	10
35 - 44	23	9	31	11
45 - 54	27	11	30	10
55 - 64	28	11	33	12
65 +	42	17	54	19
<b>Adults :-</b>	180	100	211	100
AB	40	22	47	22
C1	47	26	57	27
C2	54	30	50	24
D	21	12	26	13
E	18	10	31	15
Working F/T	100	56	75	36
Working P/T	4	2	27	13
Not Working	75	42	109	52
<b>Housewives :-</b>	40	100	169	100
Working F/T	17	43	59	35
Working P/T	1	2	24	14
Not Working	22	54	86	51



## 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	%				
<b>Total</b>	26716	100	25930	100	22846	100	9683	100	14482	100	3629	100				
<b>Receiving ITV</b>	25929	97	25929	100	22846	100	9683	100	14482	100	3629	100				
<b>Receiving Any CH4</b>	25841	97	25841	100	22828	100	9682	100	14482	100	3629	100				
<b>Receiving five</b>	25068	94	25068	97	22823	100	9681	100	14482	100	3629	100				
<b>Receiving 1+ Non Terrestrial</b>	22846	86	22846	88	22846	100	9683	100	14482	100	3629	100				
<b>Receiving BBC 1</b>	25930	97	25930	100	22846	100	9683	100	14482	100	3629	100				
<b>Receiving BBC 2</b>	25930	97	25930	100	22846	100	9683	100	14482	100	3629	100				

Table 2		Analysis of Households											
		All Households		TV Households		Multichannel Households							
						ALL		DSAT		DTT		Cable	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
<b>Total</b>		26716	100	25930	100	22846	100	9683	100	14482	100	3629	100
			100		97		86		36		54		14
					100		88		37		56		14
<b>Social Class :-</b>													
AB		5717	21	5584	22	5201	23	2346	24	3263	23	753	21
C1		7439	28	7193	28	6487	28	2833	29	4078	28	1070	29
C2		5162	19	5068	20	4714	21	2150	22	2960	20	773	21
D		4081	15	3943	15	3364	15	1401	14	2082	14	573	16
E		4317	16	4141	16	3080	13	952	10	2098	14	460	13
<b>Housewife Age :-</b>													
Under 25		1535	6	1397	5	1244	5	499	5	770	5	204	6
25 - 34		4252	16	4026	16	3669	16	1783	18	1998	14	668	18
35 - 44		5151	19	5019	19	4741	21	2374	25	2794	19	859	24
45 - 54		4843	18	4734	18	4437	19	2088	22	2799	19	755	21
55 - 64		4369	16	4288	17	3887	17	1554	16	2580	18	586	16
65 +		6567	25	6465	25	4868	21	1384	14	3541	24	557	15
<b>Size of Household :-</b>													
1		8891	33	8400	32	6247	27	1779	18	4356	30	870	24
2		8731	33	8572	33	7896	35	3265	34	5030	35	1178	32
3		4044	15	3984	15	3837	17	1975	20	2266	16	681	19
4		3449	13	3407	13	3351	15	1778	18	1989	14	629	17
5 +		1602	6	1567	6	1516	7	886	9	841	6	271	7
<b>Average Household Size</b>		2.28		2.30		2.41		2.70		2.32		2.55	
<b>Children :-</b>													
Without		19942	75	19249	74	16357	72	6297	65	10766	74	2456	68
With		6774	25	6681	26	6489	28	3386	35	3716	26	1173	32
0 - 3		2514	9	2464	10	2361	10	1235	13	1277	9	403	11
4 - 9		3189	12	3151	12	3051	13	1622	17	1685	12	548	15
10 - 15		3317	12	3286	13	3215	14	1706	18	1918	13	616	17

	TV		Multichannel Households								
	Households		ALL		DSAT		DTT		Cable		
	000's	%	000's	%	000's	%	000's	%	000's	%	
<b>Total</b>	25930	100	22846	100	9683	100	14482	100	3629	100	
<b>Screen Size :-</b>	Under 20"	12187	47	11078	48	4791	49	7577	52	1800	50
	20 to 29"	14288	55	12289	54	4913	51	8109	56	1892	52
	30" and over	13878	54	13390	59	6670	69	8283	57	2287	63
<b>Household with :-</b>	Single Set	10226	39	7942	35	2731	28	4570	32	1182	33
	2 Sets	9042	35	8355	37	3501	36	5317	37	1310	36
	3 Sets	3966	15	3885	17	1880	19	2682	19	668	18
	4 Sets	1792	7	1766	8	1002	10	1234	9	311	9
	5+ Sets	904	3	898	4	569	6	678	5	158	4
<b>Recorders :-</b>	With VCR	11217	43	9912	43	3992	41	6501	45	1529	42
	2+ VCR	1990	8	1873	8	902	9	1243	9	308	8
	With PVR	6326	24	6326	28	5143	53	2823	19	970	27
	2+ PVR	1275	5	1275	6	1134	12	517	4	155	4
	With DVD-R	3957	15	3815	17	1810	19	2591	18	580	16
	2+ DVD-R	337	1	333	1	185	2	238	2	42	1
	With Any Recorder	16350	63	15051	66	7530	78	9117	63	2290	63
	2+ Recorders	6210	24	6047	26	3760	39	3438	24	920	25

	TV		Multichannel Households								
	Households		ALL		DSAT		DTT		Cable		
	000's	%	000's	%	000's	%	000's	%	000's	%	
<b>Total</b>	52790	100	48689	100	22644	100	31987	100	7901	100	
<b>Screen Size :-</b>	Under 20"	17670	33	16356	34	7445	33	11246	35	2653	34
	20 to 29"	17365	33	15223	31	6311	28	10141	32	2318	29
	30" and over	16579	31	16062	33	8400	37	9977	31	2723	34
<b>Recorders :-</b>	VCR connected	13817	26	12370	25	5180	23	8058	25	1915	24
	PVR connected	8187	16	8187	17	6804	30	3522	11	1171	15
	DVD-R connected	4409	8	4259	9	2046	9	2895	9	645	8
	Any recorder	21596	41	20158	41	10810	48	12000	38	3000	38
<b>Sets Receiving 1+ Non-Terrestrial Channels</b>		36056	68	36056	74	17028	75	24437	76	5784	73

		<b>Table 5 Analysis of Individuals</b>									
		<b>All Households</b>		<b>Multichannel Households</b>							
				<b>ALL</b>		<b>DSAT</b>		<b>DTT</b>		<b>Cable</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		60929	100	55094	100	26128	100	33657	100	9243	100
<b>Age :-</b>	0 - 3	3002	5	2824	5	1471	6	1516	5	489	5
	4 - 9	4176	7	3985	7	2133	8	2191	7	708	8
	10 - 15	4398	7	4270	8	2277	9	2530	8	817	9
	16 - 19	3189	5	3008	5	1581	6	1901	6	543	6
	20 - 24	3922	6	3441	6	1639	6	2079	6	648	7
	25 - 34	8011	13	7133	13	3623	14	3897	12	1292	14
	35 - 44	8996	15	8429	15	4330	17	4918	15	1542	17
	45 - 54	8315	14	7764	14	3827	15	4858	14	1318	14
	55 - 64	7278	12	6663	12	2853	11	4337	13	1001	11
	65 +	9641	16	7577	14	2394	9	5431	16	885	10
<b>Adults :-</b>	<b>Total</b>	49352	100	44015	100	20247	100	27420	100	7229	100
	AB	11345	23	10580	24	5054	25	6586	24	1562	22
	C1	14001	28	12635	29	5916	29	7864	29	2160	30
	C2	10497	21	9848	22	4764	24	6133	22	1667	23
	D	7624	15	6468	15	2982	15	3867	14	1147	16
	E	5885	12	4484	10	1530	8	2970	11	693	10

	<b>All Households</b>				<b>MC Households</b>			
	<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	29960	100	30969	100	27243	100	27851	100
<b>Age :-</b>								
0 - 15	5948	20	5629	18	5704	21	5376	19
16 - 24	3613	12	3498	11	3290	12	3159	11
25 - 34	3991	13	4021	13	3495	13	3639	13
35 - 44	4449	15	4547	15	4135	15	4294	15
45 - 54	4098	14	4217	14	3803	14	3961	14
55 - 64	3565	12	3713	12	3262	12	3401	12
65 +	4297	14	5344	17	3555	13	4022	14
<b>Adults :-</b>	24012	100	25340	100	21539	100	22475	100
AB	5670	24	5675	22	5317	25	5263	23
C1	6564	27	7438	29	5962	28	6674	30
C2	5673	24	4824	19	5259	24	4589	20
D	3747	16	3877	15	3164	15	3304	15
E	2358	10	3527	14	1838	9	2646	12
Working F/T	14389	60	8475	33	13174	61	7916	35
Working P/T	813	3	3874	15	750	3	3654	16
Not Working	8810	37	12991	51	7615	35	10905	49
<b>Housewives :-</b>	5943	100	20773	100	4754	100	18092	100
Working F/T	2726	46	6677	32	2291	48	6170	34
Working P/T	226	4	3551	17	188	4	3330	18
Not Working	2991	50	10545	51	2275	48	8592	47

	<b>DSAT</b>				<b>DTT</b>				<b>Cable</b>			
	<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	13231	100	12897	100	16490	100	17167	100	4612	100	4631	100
<b>Age :-</b>												
0 - 15	3058	23	2823	22	3170	19	3066	18	1045	23	969	21
16 - 24	1713	13	1507	12	2013	12	1966	11	614	13	577	12
25 - 34	1792	14	1831	14	1932	12	1965	11	622	13	670	14
35 - 44	2103	16	2227	17	2409	15	2508	15	765	17	776	17
45 - 54	1886	14	1941	15	2378	14	2479	14	637	14	681	15
55 - 64	1438	11	1415	11	2107	13	2229	13	500	11	501	11
65 +	1241	9	1154	9	2479	15	2952	17	428	9	457	10
<b>Adults :-</b>	10172	100	10075	100	13319	100	14101	100	3567	100	3662	100
AB	2574	25	2480	25	3295	25	3291	23	797	22	765	21
C1	2899	29	3017	30	3660	27	4204	30	1026	29	1134	31
C2	2534	25	2229	22	3268	25	2865	20	896	25	771	21
D	1508	15	1474	15	1876	14	1991	14	565	16	581	16
E	657	6	874	9	1219	9	1751	12	283	8	410	11
Working F/T	6757	66	3957	39	7796	59	4694	33	2270	64	1400	38
Working P/T	351	3	1776	18	459	3	2273	16	123	3	631	17
Not Working	3065	30	4341	43	5064	38	7134	51	1174	33	1631	45
<b>Housewives :-</b>	1761	100	7922	100	3113	100	11369	100	778	100	2851	100
Working F/T	964	55	3072	39	1418	46	3632	32	405	52	1065	37
Working P/T	79	4	1607	20	115	4	2072	18	35	4	568	20
Not Working	719	41	3243	41	1581	51	5665	50	338	43	1218	43

	Total TV Households		Multichannel Households		DSAT		DTT		Cable	
	000's	%	000's	%	000's	%	000's	%	000's	%
<b>All Areas</b>	25930	100	22846	100	9683	100	14482	100	3629	100
ITV London	5923	23	5102	22	2211	23	2937	20	919	25
ITV Midlands	4948	19	4298	19	1766	18	2674	18	751	21
ITV North West	3215	12	2882	13	1220	13	2059	14	440	12
ITV Yorkshire	3034	12	2688	12	1108	11	1796	12	352	10
ITV Central Scotland	1694	7	1523	7	551	6	956	7	349	10
ITV North Scotland	607	2	519	2	260	3	308	2	32	1
ITV Central Scotland & North Scotland	2174	8	1938	8	762	8	1200	8	374	10
ITV Wales & West	2331	9	2103	9	1017	11	1228	8	262	7
ITV South & South East & Ch. Islands	2880	11	2589	11	1127	12	1634	11	366	10
ITV North East	1472	6	1354	6	506	5	991	7	193	5
ITV East	2402	9	2090	9	982	10	1206	8	287	8
ITV South West	955	4	861	4	361	4	612	4	62	2
ITV Ulster	685	3	529	2	292	3	268	2	95	3
ITV Border	354	1	316	1	194	2	210	1	2	0
ITV West	1369	5	1221	5	459	5	789	5	210	6
ITV Wales	1300	5	1198	5	693	7	613	4	120	3
ITV South & South East	2818	11	2543	11	1084	11	1631	11	365	10
ITV Channel Islands	62	0	46	0	43	0	3	0	1	0
ITV Meridian / Anglia	5149	20	4563	20	2048	21	2771	19	637	18
ITV Granada / Border	3497	13	3142	14	1374	14	2243	15	442	12
ITV Yorkshire / Tyne Tees	4190	16	3764	16	1505	16	2575	18	529	15
ITV Granada North	7626	29	6852	30	2854	29	4783	33	966	27
ITV West Macro	3111	12	2811	12	1322	14	1715	12	325	9
ITV Midwest	7802	30	6884	30	2967	31	4262	29	1055	29
S4C	1272	5	1172	5	691	7	589	4	112	3

<b>Table 7b Home ITV + Multichannel Penetration By Area</b>										
	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	%
<b>All Areas</b>	25930	100	22846	100	9683	100	14482	100	3629	100
ITV London	5009	19	4314	19	1853	19	2468	17	824	23
ITV Midlands	3983	15	3467	15	1345	14	2209	15	655	18
ITV North West	2934	11	2652	12	1090	11	1932	13	417	11
ITV Yorkshire	2599	10	2332	10	975	10	1559	11	301	8
ITV Central Scotland	1672	6	1497	7	543	6	933	6	348	10
ITV North Scotland	520	2	460	2	238	2	268	2	26	1
ITV Central Scotland & North Scotland	2171	8	1936	8	761	8	1199	8	374	10
ITV Wales & West	2167	8	1953	9	972	10	1109	8	252	7
ITV South & South East & Ch. Islands	2530	10	2289	10	1010	10	1438	10	322	9
ITV North East	1303	5	1202	5	470	5	862	6	183	5
ITV East	1998	8	1725	8	827	9	989	7	239	7
ITV South West	804	3	745	3	315	3	519	4	62	2
ITV Ulster	685	3	529	2	292	3	268	2	95	3
ITV Border	317	1	284	1	180	2	189	1	2	0
ITV West	1078	4	926	4	337	3	615	4	159	4
ITV Wales	1180	5	1096	5	666	7	531	4	111	3
ITV South & South East	2468	10	2242	10	967	10	1434	10	321	9
ITV Channel Islands	62	0	46	0	43	0	3	0	1	0
ITV Meridian / Anglia	4529	17	4017	18	1835	19	2432	17	560	15
ITV Granada / Border	3247	13	2933	13	1266	13	2119	15	419	12
ITV Yorkshire / Tyne Tees	3835	15	3465	15	1397	14	2379	16	479	13
ITV Granada North	7077	27	6393	28	2659	27	4496	31	898	25
ITV West Macro	2964	11	2685	12	1278	13	1619	11	314	9
ITV Midwest	6944	27	6148	27	2621	27	3829	26	966	27
S4C	1183	5	1098	5	667	7	532	4	111	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	%	
<b>Total</b>	26716	100	25930	100	25930	100	
<b>Receiving ITV</b>	25929	97	25929	100	25929	100	
<b>Receiving Any CH4</b>	25841	97	25841	100	25841	100	
<b>Receiving five</b>	25068	94	25068	97	25068	97	
<b>Receiving BBC 1</b>	25930	97	25930	100	25930	100	
<b>Receiving BBC 2</b>	25930	97	25930	100	25930	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		26716	100	25930	100	25930	100	22846	100
			100		97		97		86
					100		100		88
<b>Social Class :-</b>									
AB		5717	21	5584	22	5584	22	5201	23
C1		7439	28	7193	28	7193	28	6487	28
C2		5162	19	5068	20	5068	20	4714	21
D		4081	15	3943	15	3943	15	3364	15
E		4317	16	4141	16	4141	16	3080	13
<b>Housewife Age :-</b>									
Under 25		1535	6	1397	5	1397	5	1244	5
25 - 34		4252	16	4026	16	4026	16	3669	16
35 - 44		5151	19	5019	19	5019	19	4741	21
45 - 54		4843	18	4734	18	4734	18	4437	19
55 - 64		4369	16	4288	17	4288	17	3887	17
65 +		6567	25	6465	25	6465	25	4868	21
<b>Size of Household :-</b>									
1		8891	33	8400	32	8400	32	6247	27
2		8731	33	8572	33	8572	33	7896	35
3		4044	15	3984	15	3984	15	3837	17
4		3449	13	3407	13	3407	13	3351	15
5 +		1602	6	1567	6	1567	6	1516	7
<b>Average Household Size</b>		2.28		2.30		2.30		2.41	
<b>Children :-</b>									
Without		19942	75	19249	74	19249	74	16357	72
With		6774	25	6681	26	6681	26	6489	28
0 - 3		2514	9	2464	10	2464	10	2361	10
4 - 9		3189	12	3151	12	3151	12	3051	13
10 - 15		3317	12	3286	13	3286	13	3215	14

		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		25930	100	25930	100
<b>Screen Size :-</b>	Under 20"	12187	47	12187	47
	20 to 29"	14288	55	14288	55
	30" and over	13878	54	13878	54
<b>Household with :-</b>	Single Set	10226	39	10226	39
	Two Sets	9042	35	9042	35
	3 Sets	3966	15	3966	15
	4 Sets	1792	7	1792	7
	5+ Sets	904	3	904	3
<b>Recorders :-</b>	With VCR	11217	43	11217	43
	2+ VCR	1990	8	1990	8
	With PVR	6326	24	6326	24
	2+ PVR	1275	5	1275	5
	With DVD-R	3957	15	3957	15
	2+ DVD-R	337	1	337	1
	With Any Recorder	16350	63	16350	63
	2+ Recorders	6210	24	6210	24

		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		52790	100	52790	100
<b>Screen Size :-</b>	Under 20"	17670	33	17670	33
	20 to 29"	17365	33	17365	33
	30" and over	16579	31	16579	31
<b>Recorders :-</b>	VCR connected	13817	26	13817	26
	PVR connected	8187	16	8187	16
	DVD-R connected	4409	8	4409	8
	Any recorder	21596	41	21596	41

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		60929	100	59575	100	55094	100
<b>Age :-</b>	0 - 3	3002	5	2940	5	2824	5
	4 - 9	4176	7	4121	7	3985	7
	10 - 15	4398	7	4355	7	4270	8
	16 - 19	3189	5	3124	5	3008	5
	20 - 24	3922	6	3698	6	3441	6
	25 - 34	8011	13	7658	13	7133	13
	35 - 44	8996	15	8808	15	8429	15
	45 - 54	8315	14	8172	14	7764	14
	55 - 64	7278	12	7176	12	6663	12
	65 +	9641	16	9522	16	7577	14
<b>Adults :-</b>	<b>Total</b>	49352	100	48158	100	44015	100
	AB	11345	23	11135	23	10580	24
	C1	14001	28	13587	28	12635	29
	C2	10497	21	10360	22	9848	22
	D	7624	15	7403	15	6468	15
	E	5885	12	5673	12	4484	10

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		29960	100	30969	100	29172	100	30403	100
<b>Age :-</b>	0 - 15	5948	20	5629	18	5866	20	5551	18
	16 - 24	3613	12	3498	11	3461	12	3360	11
	25 - 34	3991	13	4021	13	3772	13	3886	13
	35 - 44	4449	15	4547	15	4330	15	4477	15
	45 - 54	4098	14	4217	14	4012	14	4160	14
	55 - 64	3565	12	3713	12	3501	12	3676	12
	65 +	4297	14	5344	17	4230	14	5292	17
<b>Adults :-</b>	<b>Total</b>	24012	100	25340	100	23306	100	24852	100
	AB	5670	24	5675	22	5551	24	5584	22
	C1	6564	27	7438	29	6324	27	7263	29
	C2	5673	24	4824	19	5578	24	4782	19
	D	3747	16	3877	15	3616	16	3786	15
	E	2358	10	3527	14	2236	10	3437	14
	Working F/T	14389	60	8475	33	14047	60	8323	33
	Working P/T	813	3	3874	15	781	3	3833	15
	Not Working	8810	37	12991	51	8478	36	12696	51
	<b>Housewives :-</b>	<b>Total</b>	5943	100	20773	100	5526	100	20404
Working F/T		2726	46	6677	32	2537	46	6561	32
Working P/T		226	4	3551	17	208	4	3516	17
Not Working		2991	50	10545	51	2781	50	10327	51

## Channel Four - London Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	6175	100	5923	100	5009	100	
<b>Receiving ITV</b>	5923	96	5923	100	5008	100	
<b>Receiving Any CH4</b>	5895	95	5895	100	4985	100	
<b>Receiving five</b>	5755	93	5755	97	4902	98	
<b>Receiving BBC 1</b>	5923	96	5923	100	5009	100	
<b>Receiving BBC 2</b>	5923	96	5923	100	5009	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	6175	100	5923	100	5009	100	4314	100
		100		96		81		70
				100		85		73
<b>Social Class :-</b>								
AB	1721	28	1666	28	1413	28	1291	30
C1	1888	31	1803	30	1531	31	1349	31
C2	966	16	939	16	770	15	680	16
D	739	12	703	12	591	12	466	11
E	862	14	812	14	703	14	528	12
<b>Housewife Age :-</b>								
Under 25	328	5	284	5	247	5	199	5
25 - 34	1216	20	1127	19	1007	20	897	21
35 - 44	1321	21	1270	21	1087	22	1012	23
45 - 54	1096	18	1070	18	889	18	823	19
55 - 64	877	14	862	15	706	14	610	14
65 +	1337	22	1311	22	1071	21	773	18
<b>Size of Household :-</b>								
1	2103	34	1948	33	1670	33	1218	28
2	1808	29	1760	30	1455	29	1294	30
3	985	16	965	16	818	16	779	18
4	863	14	848	14	716	14	687	16
5 +	416	7	403	7	349	7	336	8
<b>Average Household Size</b>	2.33		2.35		2.35		2.48	
<b>Children :-</b>								
Without	4537	73	4318	73	3641	73	3007	70
With	1637	27	1606	27	1368	27	1308	30
0 - 3	671	11	654	11	562	11	531	12
4 - 9	777	13	762	13	647	13	606	14
10 - 15	751	12	740	12	622	12	599	14

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		5923	100	5009	100
<b>Screen Size :-</b>	Under 20"	2561	43	2096	42
	20 to 29"	2990	50	2501	50
	30" and over	3126	53	2652	53
<b>Household with :-</b>	Single Set	2631	44	2245	45
	Two Sets	1940	33	1650	33
	3 Sets	797	13	662	13
	4 Sets	360	6	289	6
	5+ Sets	195	3	163	3
<b>Recorders :-</b>	With VCR	2338	39	1916	38
	2+ VCR	400	7	336	7
	With PVR	1509	25	1252	25
	2+ PVR	287	5	230	5
	With DVD-R	822	14	686	14
	2+ DVD-R	85	1	77	2
	With Any Recorder	3517	59	2900	58
	2+ Recorders	1325	22	1081	22

<b>Table 4</b>		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		11588	100	9740	100
<b>Screen Size :-</b>	Under 20"	3640	31	2966	30
	20 to 29"	3702	32	3124	32
	30" and over	3720	32	3166	33
<b>Recorders :-</b>	VCR connected	2899	25	2394	25
	PVR connected	1953	17	1614	17
	DVD-R connected	942	8	796	8
	Any recorder	4671	40	3862	40

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		14370	100	11783	100	10691	100
<b>Age :-</b>	0 - 3	806	6	679	6	646	6
	4 - 9	1023	7	851	7	807	8
	10 - 15	997	7	825	7	799	7
	16 - 19	704	5	574	5	552	5
	20 - 24	912	6	716	6	651	6
	25 - 34	2338	16	1961	17	1782	17
	35 - 44	2301	16	1903	16	1791	17
	45 - 54	1901	13	1551	13	1443	13
	55 - 64	1454	10	1166	10	1035	10
	65 +	1935	13	1556	13	1185	11
<b>Adults :-</b>	<b>Total</b>	11544	100	9427	100	8439	100
	AB	3418	30	2816	30	2621	31
	C1	3550	31	2903	31	2665	32
	C2	1995	17	1599	17	1440	17
	D	1410	12	1143	12	924	11
	E	1172	10	966	10	789	9

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		7094	100	7276	100	5776	100	6007	100
<b>Age :-</b>	0 - 15	1445	20	1381	19	1193	21	1163	19
	16 - 24	821	12	794	11	653	11	637	11
	25 - 34	1160	16	1178	16	960	17	1001	17
	35 - 44	1165	16	1137	16	962	17	941	16
	45 - 54	944	13	957	13	769	13	781	13
	55 - 64	704	10	750	10	559	10	607	10
	65 +	856	12	1079	15	680	12	876	15
<b>Adults :-</b>		5649	100	5895	100	4583	100	4844	100
	AB	1725	31	1694	29	1417	31	1399	29
	C1	1668	30	1882	32	1351	29	1552	32
	C2	1100	19	895	15	882	19	717	15
	D	698	12	712	12	565	12	577	12
	E	459	8	713	12	367	8	599	12
	Working F/T	3630	64	2152	37	2977	65	1792	37
	Working P/T	216	4	859	15	174	4	686	14
	Not Working	1804	32	2884	49	1432	31	2366	49
<b>Housewives :-</b>		1430	100	4744	100	1136	100	3873	100
	Working F/T	746	52	1654	35	609	54	1365	35
	Working P/T	65	5	788	17	50	4	628	16
	Not Working	619	43	2302	49	477	42	1879	49



## Channel Four - South Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	8418	100	8226	100	7494	100	
<b>Receiving ITV</b>	8226	98	8226	100	7494	100	
<b>Receiving Any CH4</b>	8204	97	8204	100	7474	100	
<b>Receiving five</b>	7776	92	7776	95	7063	94	
<b>Receiving BBC 1</b>	8226	98	8226	100	7494	100	
<b>Receiving BBC 2</b>	8226	98	8226	100	7494	100	

		All Households		TV Households		Home ITV Households			
						Total		Multichannel	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		8418	100	8226	100	7494	100	6703	100
			100		98		89		80
					100		91		81
<b>Social Class :-</b>									
AB		1948	23	1912	23	1716	23	1617	24
C1		2420	29	2358	29	2154	29	1977	29
C2		1768	21	1739	21	1600	21	1517	23
D		1162	14	1133	14	1040	14	850	13
E		1120	13	1083	13	984	13	741	11
<b>Housewife Age :-</b>									
Under 25		404	5	370	4	339	5	306	5
25 - 34		1192	14	1144	14	1040	14	968	14
35 - 44		1575	19	1549	19	1414	19	1343	20
45 - 54		1538	18	1508	18	1382	18	1312	20
55 - 64		1480	18	1456	18	1329	18	1230	18
65 +		2229	26	2200	27	1989	27	1543	23
<b>Size of Household :-</b>									
1		2671	32	2551	31	2302	31	1742	26
2		2961	35	2921	36	2676	36	2480	37
3		1230	15	1214	15	1107	15	1088	16
4		1074	13	1065	13	976	13	965	14
5 +		482	6	475	6	433	6	429	6
<b>Average Household Size</b>		2.28		2.29		2.30		2.41	
<b>Children :-</b>									
Without		6354	75	6184	75	5630	75	4884	73
With		2064	25	2041	25	1864	25	1819	27
0 - 3		738	9	725	9	657	9	634	9
4 - 9		969	12	962	12	885	12	876	13
10 - 15		1048	12	1041	13	952	13	933	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		8226	100	7494	100
<b>Screen Size :-</b>	Under 20"	4116	50	3752	50
	20 to 29"	4769	58	4349	58
	30" and over	4220	51	3824	51
<b>Household with :-</b>	Single Set	3168	39	2877	38
	Two Sets	2845	35	2606	35
	3 Sets	1321	16	1198	16
	4 Sets	575	7	522	7
	5+ Sets	317	4	290	4
<b>Recorders :-</b>	With VCR	3982	48	3652	49
	2+ VCR	700	9	647	9
	With PVR	2221	27	2027	27
	2+ PVR	450	5	399	5
	With DVD-R	1228	15	1119	15
	2+ DVD-R	75	1	68	1
	With Any Recorder	5655	69	5185	69
	2+ Recorders	2171	26	1987	27

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		16934	100	15460	100
<b>Screen Size :-</b>	Under 20"	5981	35	5480	35
	20 to 29"	5744	34	5259	34
	30" and over	4971	29	4501	29
<b>Recorders :-</b>	VCR connected	4908	29	4510	29
	PVR connected	2861	17	2606	17
	DVD-R connected	1316	8	1199	8
	Any recorder	7442	44	6831	44

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		19166	100	17201	100	16123	100
<b>Age :-</b>	0 - 3	876	5	778	5	750	5
	4 - 9	1279	7	1167	7	1151	7
	10 - 15	1399	7	1269	7	1253	8
	16 - 19	995	5	906	5	897	6
	20 - 24	1108	6	969	6	898	6
	25 - 34	2251	12	1982	12	1876	12
	35 - 44	2755	14	2473	14	2384	15
	45 - 54	2668	14	2404	14	2312	14
	55 - 64	2486	13	2246	13	2128	13
	65 +	3350	17	3008	17	2474	15
<b>Adults :-</b>	<b>Total</b>	15612	100	13987	100	12969	100
	AB	3855	25	3411	24	3285	25
	C1	4526	29	4048	29	3809	29
	C2	3599	23	3277	23	3213	25
	D	2144	14	1929	14	1609	12
	E	1488	10	1322	9	1053	8

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		9414	100	9752	100	8423	100	8778	100
<b>Age :-</b>	0 - 15	1822	19	1732	18	1654	20	1560	18
	16 - 24	1071	11	1032	11	953	11	922	11
	25 - 34	1132	12	1118	11	987	12	995	11
	35 - 44	1344	14	1411	14	1194	14	1279	15
	45 - 54	1314	14	1354	14	1179	14	1226	14
	55 - 64	1219	13	1267	13	1093	13	1152	13
	65 +	1512	16	1838	19	1364	16	1644	19
<b>Adults :-</b>	AB	1912	25	1943	24	1687	25	1724	24
	C1	2117	28	2409	30	1880	28	2168	30
	C2	1932	25	1668	21	1753	26	1524	21
	D	1048	14	1095	14	933	14	996	14
	E	583	8	905	11	517	8	805	11
	Working F/T	4603	61	2610	33	4106	61	2347	33
	Working P/T	274	4	1348	17	241	4	1226	17
	Not Working	2715	36	4062	51	2423	36	3644	50
	<b>Housewives :-</b>	Working F/T	725	44	2126	31	614	44	1909
Working P/T		69	4	1258	19	56	4	1144	19
Not Working		850	52	3390	50	731	52	3039	50

## Channel Four - Midlands Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	5078	100	4948	100	3983	100
<b>Receiving ITV</b>	4948	97	4948	100	3983	100
<b>Receiving Any CH4</b>	4925	97	4925	100	3965	100
<b>Receiving five</b>	4839	95	4839	98	3923	98
<b>Receiving BBC 1</b>	4948	97	4948	100	3983	100
<b>Receiving BBC 2</b>	4948	97	4948	100	3983	100

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	5078	100	4948	100	3983	100	3467	100
		100		97		78		68
				100		81		70
<b>Social Class :-</b>								
AB	1023	20	1002	20	819	21	753	22
C1	1375	27	1336	27	1073	27	957	28
C2	1032	20	1019	21	813	20	762	22
D	861	17	838	17	671	17	575	17
E	787	15	753	15	607	15	420	12
<b>Housewife Age :-</b>								
Under 25	285	6	263	5	210	5	184	5
25 - 34	792	16	754	15	607	15	559	16
35 - 44	969	19	948	19	760	19	717	21
45 - 54	925	18	904	18	731	18	677	20
55 - 64	849	17	838	17	673	17	604	17
65 +	1258	25	1240	25	1003	25	726	21
<b>Size of Household :-</b>								
1	1668	33	1588	32	1291	32	921	27
2	1660	33	1635	33	1289	32	1172	34
3	755	15	745	15	600	15	586	17
4	658	13	650	13	527	13	523	15
5 +	336	7	330	7	276	7	265	8
<b>Average Household Size</b>	2.31		2.32		2.33		2.47	
<b>Children :-</b>								
Without	3766	74	3653	74	2940	74	2453	71
With	1312	26	1295	26	1044	26	1014	29
0 - 3	492	10	483	10	389	10	367	11
4 - 9	629	12	623	13	502	13	490	14
10 - 15	647	13	642	13	519	13	508	15

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		4948	100	3983	100
<b>Screen Size :-</b>	Under 20"	2346	47	1871	47
	20 to 29"	2883	58	2310	58
	30" and over	2519	51	2046	51
<b>Household with :-</b>	Single Set	1966	40	1572	39
	Two Sets	1722	35	1396	35
	3 Sets	767	15	613	15
	4 Sets	335	7	272	7
	5+ Sets	158	3	130	3
<b>Recorders :-</b>	With VCR	2188	44	1759	44
	2+ VCR	393	8	311	8
	With PVR	1076	22	823	21
	2+ PVR	202	4	157	4
	With DVD-R	604	12	491	12
	2+ DVD-R	17	0	23	1
	With Any Recorder	3026	61	2391	60
	2+ Recorders	1086	22	860	22

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		10104	100	8146	100
<b>Screen Size :-</b>	Under 20"	3406	34	2713	33
	20 to 29"	3520	35	2837	35
	30" and over	3013	30	2451	30
<b>Recorders :-</b>	VCR connected	2714	27	2174	27
	PVR connected	1382	14	1058	13
	DVD-R connected	643	6	539	7
	Any recorder	3980	39	3148	39

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		11716	100	9285	100	8551	100
<b>Age :-</b>	0 - 3	592	5	468	5	442	5
	4 - 9	828	7	662	7	639	7
	10 - 15	866	7	695	7	678	8
	16 - 19	628	5	505	5	480	6
	20 - 24	737	6	576	6	554	6
	25 - 34	1467	13	1140	12	1071	13
	35 - 44	1731	15	1367	15	1307	15
	45 - 54	1578	13	1254	14	1197	14
	55 - 64	1435	12	1138	12	1040	12
	65 +	1855	16	1480	16	1142	13
<b>Adults :-</b>	<b>Total</b>	9429	100	7460	100	6791	100
	AB	2048	22	1653	22	1558	23
	C1	2562	27	2013	27	1882	28
	C2	2094	22	1662	22	1586	23
	D	1647	17	1290	17	1142	17
	E	1079	11	842	11	622	9

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		5798	100	5918	100	4584	100	4700	100
<b>Age :-</b>	0 - 15	1184	20	1103	19	949	21	876	19
	16 - 24	691	12	673	11	547	12	534	11
	25 - 34	722	12	745	13	556	12	584	12
	35 - 44	874	15	857	14	686	15	680	14
	45 - 54	774	13	804	14	617	13	637	14
	55 - 64	718	12	717	12	567	12	571	12
	65 +	835	14	1020	17	662	14	818	17
<b>Adults :-</b>	<b>Total</b>	4614	100	4815	100	3636	100	3825	100
	AB	1018	22	1031	21	823	23	830	22
	C1	1205	26	1357	28	940	26	1073	28
	C2	1132	25	961	20	900	25	762	20
	D	816	18	831	17	633	17	657	17
	E	443	10	636	13	339	9	503	13
	Working F/T	2767	60	1595	33	2191	60	1261	33
	Working P/T	160	3	761	16	124	3	607	16
	Not Working	1687	37	2460	51	1320	36	1956	51
	<b>Housewives :-</b>	<b>Total</b>	1077	100	4000	100	820	100	3163
Working F/T		484	45	1285	32	366	45	1013	32
Working P/T		39	4	700	18	31	4	559	18
Not Working		554	51	2015	50	422	52	1591	50



## Channel Four - North Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	7564	100	7361	100	6767	100	
<b>Receiving ITV</b>	7361	97	7361	100	6767	100	
<b>Receiving Any CH4</b>	7338	97	7338	100	6747	100	
<b>Receiving five</b>	7225	96	7225	98	6666	99	
<b>Receiving BBC 1</b>	7361	97	7361	100	6767	100	
<b>Receiving BBC 2</b>	7361	97	7361	100	6767	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	7564	100	7361	100	6767	100	6114	100
		100		97		89		81
				100		92		83
<b>Social Class :-</b>								
AB	1331	18	1307	18	1194	18	1162	19
C1	2000	26	1943	26	1780	26	1626	27
C2	1487	20	1461	20	1337	20	1278	21
D	1287	17	1243	17	1142	17	1028	17
E	1459	19	1407	19	1315	19	1021	17
<b>Housewife Age :-</b>								
Under 25	519	7	486	7	454	7	423	7
25 - 34	1113	15	1064	14	988	15	901	15
35 - 44	1394	18	1362	19	1257	19	1216	20
45 - 54	1379	18	1345	18	1233	18	1185	19
55 - 64	1259	17	1235	17	1132	17	1053	17
65 +	1900	25	1870	25	1703	25	1337	22
<b>Size of Household :-</b>								
1	2486	33	2359	32	2151	32	1665	27
2	2552	34	2510	34	2310	34	2203	36
3	1170	15	1157	16	1071	16	1022	17
4	949	13	939	13	867	13	870	14
5 +	406	5	397	5	367	5	354	6
<b>Average Household Size</b>	2.26		2.27		2.28		2.37	
<b>Children :-</b>								
Without	5648	75	5468	74	5010	74	4386	72
With	1916	25	1893	26	1756	26	1729	28
0 - 3	688	9	677	9	632	9	617	10
4 - 9	892	12	881	12	818	12	801	13
10 - 15	943	12	935	13	866	13	861	14

		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		7361	100	6767	100
<b>Screen Size :-</b>	Under 20"	3488	47	3190	47
	20 to 29"	3964	54	3590	53
	30" and over	4241	58	3955	58
<b>Household with :-</b>	Single Set	2723	37	2505	37
	Two Sets	2626	36	2417	36
	3 Sets	1181	16	1073	16
	4 Sets	571	8	525	8
	5+ Sets	260	4	246	4
<b>Recorders :-</b>	With VCR	3087	42	2787	41
	2+ VCR	539	7	488	7
	With PVR	1838	25	1722	25
	2+ PVR	407	6	380	6
	With DVD-R	1410	19	1360	20
	2+ DVD-R	136	2	138	2
	With Any Recorder	4678	64	4306	64
	2+ Recorders	1874	25	1745	26

		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		15384	100	14155	100
<b>Screen Size :-</b>	Under 20"	5160	34	4730	33
	20 to 29"	4782	31	4327	31
	30" and over	5152	33	4812	34
<b>Recorders :-</b>	VCR connected	3788	25	3424	24
	PVR connected	2425	16	2268	16
	DVD-R connected	1600	10	1550	11
	Any recorder	6248	41	5771	41

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		17088	100	15430	100	14521	100
<b>Age :-</b>	0 - 3	818	5	750	5	733	5
	4 - 9	1153	7	1057	7	1034	7
	10 - 15	1236	7	1133	7	1117	8
	16 - 19	925	5	831	5	800	6
	20 - 24	1173	7	1043	7	981	7
	25 - 34	2083	12	1864	12	1756	12
	35 - 44	2444	14	2208	14	2152	15
	45 - 54	2368	14	2139	14	2076	14
	55 - 64	2114	12	1910	12	1813	12
	65 +	2773	16	2497	16	2060	14
<b>Adults :-</b>	<b>Total</b>	13882	100	12491	100	11637	100
	AB	2651	19	2390	19	2345	20
	C1	3820	28	3417	27	3197	27
	C2	2996	22	2705	22	2624	23
	D	2401	17	2144	17	1965	17
	E	2013	14	1836	15	1506	13

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		8402	100	8686	100	7569	100	7862	100
<b>Age :-</b>	0 - 15	1648	20	1559	18	1511	20	1428	18
	16 - 24	1072	13	1027	12	955	13	918	12
	25 - 34	1037	12	1046	12	920	12	944	12
	35 - 44	1199	14	1244	14	1077	14	1131	14
	45 - 54	1168	14	1200	14	1052	14	1087	14
	55 - 64	1040	12	1074	12	940	12	970	12
	65 +	1237	15	1536	18	1114	15	1383	18
<b>Adults :-</b>	<b>Total</b>	6755	100	7127	100	6057	100	6433	100
	AB	1327	20	1324	19	1197	20	1193	19
	C1	1814	27	2006	28	1614	27	1802	28
	C2	1606	24	1390	20	1446	24	1259	20
	D	1193	18	1208	17	1066	18	1078	17
	E	814	12	1198	17	735	12	1101	17
	Working F/T	3860	57	2352	33	3461	57	2117	33
	Working P/T	204	3	1043	15	186	3	950	15
	Not Working	2691	40	3732	52	2410	40	3366	52
	<b>Housewives :-</b>	<b>Total</b>	1840	100	5724	100	1609	100	5158
Working F/T		819	44	1811	32	718	45	1621	31
Working P/T		58	3	930	16	51	3	844	16
Not Working		963	52	2983	52	840	52	2693	52

## Channel Four - Scotland Macro Region

Table 1		Television Reception					
	All Households		Total TV Households		Home ITV Households		
	000's	%	000's	%	000's	%	
<b>Total</b>	2594	100	2524	100	2489	100	
<b>Receiving ITV</b>	2524	97	2524	100	2489	100	
<b>Receiving Any CH4</b>	2520	97	2520	100	2484	100	
<b>Receiving five</b>	2407	93	2407	95	2377	96	
<b>Receiving BBC 1</b>	2524	97	2524	100	2489	100	
<b>Receiving BBC 2</b>	2524	97	2524	100	2489	100	

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	2594	100	2524	100	2489	100	2222	100
		100		97		96		86
				100		99		88
<b>Social Class :-</b>								
AB	496	19	482	19	474	19	429	19
C1	683	26	661	26	651	26	597	27
C2	514	20	506	20	496	20	461	21
D	469	18	455	18	452	18	411	19
E	432	17	419	17	416	17	323	15
<b>Housewife Age :-</b>								
Under 25	143	5	130	5	129	5	119	5
25 - 34	370	14	351	14	349	14	323	15
35 - 44	480	19	470	19	466	19	441	20
45 - 54	502	19	492	19	483	19	451	20
55 - 64	445	17	434	17	427	17	398	18
65 +	655	25	647	26	636	26	489	22
<b>Size of Household :-</b>								
1	938	36	895	35	884	36	686	31
2	856	33	839	33	825	33	765	34
3	377	15	372	15	367	15	360	16
4	309	12	306	12	302	12	302	14
5 +	113	4	112	4	111	4	109	5
<b>Average Household Size</b>	2.17		2.18		2.18		2.29	
<b>Children :-</b>								
Without	1986	77	1924	76	1898	76	1634	74
With	607	23	600	24	591	24	588	26
0 - 3	206	8	201	8	199	8	197	9
4 - 9	277	11	274	11	270	11	266	12
10 - 15	305	12	302	12	297	12	292	13

<b>Table 3</b>		<b>Household Penetrations - TV Sets/VCRs</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		2524	100	2489	100
<b>Screen Size :-</b>	Under 20"	1242	49	1226	49
	20 to 29"	1401	56	1379	55
	30" and over	1372	54	1360	55
<b>Household with :-</b>	Single Set	941	37	926	37
	Two Sets	900	36	886	36
	3 Sets	409	16	404	16
	4 Sets	192	8	190	8
	5+ Sets	82	3	82	3
<b>Recorders :-</b>	With VCR	1097	43	1081	43
	2+ VCR	210	8	208	8
	With PVR	593	23	588	24
	2+ PVR	133	5	133	5
	With DVD-R	367	15	361	15
	2+ DVD-R	37	1	35	1
	With Any Recorder	1591	63	1570	63
2+ Recorders	616	24	610	25	

<b>Table 4</b>		<b>TV Set Profile</b>			
		<b>TV Households</b>		<b>Home ITV Households</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		5193	100	5125	100
<b>Screen Size :-</b>	Under 20"	1793	35	1765	34
	20 to 29"	1679	32	1653	32
	30" and over	1660	32	1646	32
<b>Recorders :-</b>	VCR connected	1351	26	1332	26
	PVR connected	787	15	782	15
	DVD-R connected	407	8	398	8
	Any recorder	2122	41	2095	41

<b>Table 5</b>		<b>Analysis of Individuals</b>					
		<b>All Households</b>		<b>Home ITV Households</b>			
				<b>Total</b>		<b>Multichannel</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		5616	100	5428	100	5077	100
<b>Age :-</b>	0 - 3	243	4	235	4	232	5
	4 - 9	355	6	347	6	342	7
	10 - 15	400	7	391	7	391	8
	16 - 19	284	5	276	5	268	5
	20 - 24	357	6	336	6	314	6
	25 - 34	678	12	643	12	610	12
	35 - 44	815	15	793	15	768	15
	45 - 54	834	15	808	15	766	15
	55 - 64	722	13	696	13	661	13
	65 +	929	17	904	17	725	14
<b>Adults :-</b>	<b>Total</b>	4619	100	4455	100	4112	100
	AB	959	21	923	21	861	21
	C1	1249	27	1197	27	1127	27
	C2	1023	22	994	22	937	23
	D	830	18	803	18	755	18
	E	557	12	538	12	432	10

<b>Table 6</b>		<b>Analysis of Individuals</b>							
		<b>All Households</b>				<b>Home ITV Households</b>			
		<b>Males</b>		<b>Females</b>		<b>Males</b>		<b>Females</b>	
		<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>		2717	100	2899	100	2619	100	2809	100
<b>Age :-</b>	0 - 15	513	19	485	17	499	19	473	17
	16 - 24	323	12	317	11	311	12	300	11
	25 - 34	337	12	341	12	316	12	327	12
	35 - 44	392	14	423	15	379	14	414	15
	45 - 54	403	15	432	15	391	15	417	15
	55 - 64	350	13	371	13	335	13	361	13
	65 +	398	15	531	18	387	15	516	18
<b>Adults :-</b>	<b>Total</b>	2204	100	2415	100	2119	100	2336	100
	AB	477	22	482	20	459	22	464	20
	C1	563	26	686	28	538	25	659	28
	C2	550	25	473	20	533	25	461	20
	D	394	18	435	18	380	18	424	18
	E	219	10	339	14	209	10	329	14
	Working F/T	1307	59	793	33	1261	60	771	33
	Working P/T	59	3	365	15	57	3	355	15
	Not Working	838	38	1256	52	801	38	1210	52
	<b>Housewives :-</b>	<b>Total</b>	552	100	2041	100	513	100	1975
Working F/T		235	43	650	32	216	42	631	32
Working P/T		17	3	342	17	16	3	332	17
Not Working		300	54	1049	51	280	55	1012	51



## Channel Four - Ulster Macro Region

Table 1		Television Reception				
	All Households		Total TV Households		Home ITV Households	
	000's	%	000's	%	000's	%
<b>Total</b>	703	100	685	100	685	100
<b>Receiving ITV</b>	685	97	685	100	685	100
<b>Receiving Any CH4</b>	681	97	681	99	681	99
<b>Receiving RTE</b>	388	55	388	57	388	57
<b>Receiving five</b>	633	90	633	92	633	92
<b>Receiving BBC 1</b>	685	97	685	100	685	100
<b>Receiving BBC 2</b>	685	97	685	100	685	100

<b>Table 2 Analysis of Households</b>								
	<b>All Households</b>		<b>TV Households</b>		<b>Home ITV Households</b>			
					<b>Total</b>		<b>Multichannel</b>	
	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>	<b>000's</b>	<b>%</b>
<b>Total</b>	703	100	685	100	685	100	529	100
		100		97		97		75
				100		100		77
<b>Social Class :-</b>								
AB	111	16	109	16	109	16	96	18
C1	158	22	155	23	155	23	128	24
C2	154	22	151	22	151	22	122	23
D	116	16	112	16	112	16	96	18
E	164	23	157	23	157	23	88	17
<b>Housewife Age :-</b>								
Under 25	35	5	33	5	33	5	27	5
25 - 34	112	16	109	16	109	16	94	18
35 - 44	148	21	145	21	145	21	125	24
45 - 54	134	19	131	19	131	19	110	21
55 - 64	114	16	111	16	111	16	84	16
65 +	160	23	156	23	156	23	88	17
<b>Size of Household :-</b>								
1	215	31	203	30	203	30	117	22
2	210	30	207	30	207	30	164	31
3	110	16	109	16	109	16	95	18
4	98	14	97	14	97	14	91	17
5 +	69	10	69	10	69	10	62	12
<b>Average Household Size</b>	2.47		2.50		2.50		2.71	
<b>Children :-</b>								
Without	498	71	482	70	482	70	346	65
With	205	29	203	30	203	30	183	35
0 - 3	73	10	73	11	73	11	66	12
4 - 9	101	14	100	15	100	15	89	17
10 - 15	108	15	107	16	107	16	100	19

Table 3		Household Penetrations - TV Sets/VCRs			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		685	100	685	100
<b>Screen Size :-</b>	Under 20"	352	51	352	51
	20 to 29"	423	62	423	62
	30" and over	377	55	377	55
<b>Household with :-</b>	Single Set	211	31	211	31
	Two Sets	271	40	271	40
	3 Sets	121	18	121	18
	4 Sets	45	7	45	7
	5+ Sets	37	5	37	5
<b>Recorders :-</b>	With VCR	300	44	300	44
	2+ VCR	63	9	63	9
	With PVR	123	18	123	18
	2+ PVR	31	4	31	4
	With DVD-R	39	6	39	6
	2+ DVD-R	5	1	5	1
	With Any Recorder	396	58	396	58
2+ Recorders	129	19	129	19	

Table 4		TV Set Profile			
		TV Households		Home ITV Households	
		000's	%	000's	%
<b>Total</b>		1388	100	1388	100
<b>Screen Size :-</b>	Under 20"	477	34	477	34
	20 to 29"	490	35	490	35
	30" and over	415	30	415	30
<b>Recorders :-</b>	VCR connected	345	25	345	25
	PVR connected	157	11	157	11
	DVD-R connected	43	3	43	3
	Any recorder	486	35	486	35

		All Households		Home ITV Households			
				Total		Multichannel	
		000's	%	000's	%	000's	%
<b>Total</b>		1738	100	1709	100	1431	100
<b>Age :-</b>	0 - 3	87	5	86	5	79	5
	4 - 9	134	8	133	8	115	8
	10 - 15	148	8	147	9	135	9
	16 - 19	104	6	102	6	89	6
	20 - 24	125	7	123	7	111	8
	25 - 34	223	13	217	13	191	13
	35 - 44	257	15	254	15	221	15
	45 - 54	231	13	228	13	197	14
	55 - 64	190	11	186	11	152	11
	65 +	239	14	233	14	142	10
<b>Adults :-</b>	<b>Total</b>	1369	100	1344	100	1103	100
	AB	241	18	239	18	222	20
	C1	319	23	315	23	262	24
	C2	343	25	338	25	283	26
	D	231	17	225	17	202	18
	E	234	17	227	17	134	12

		All Households				Home ITV Households			
		Males		Females		Males		Females	
		000's	%	000's	%	000's	%	000's	%
<b>Total</b>		853	100	885	100	837	100	872	100
<b>Age :-</b>	0 - 15	190	22	179	20	189	23	177	20
	16 - 24	116	14	112	13	114	14	111	13
	25 - 34	110	13	113	13	106	13	111	13
	35 - 44	126	15	132	15	123	15	131	15
	45 - 54	113	13	118	13	111	13	117	13
	55 - 64	93	11	97	11	91	11	96	11
	65 +	105	12	134	15	103	12	131	15
<b>Adults :-</b>	<b>Total</b>	663	100	706	100	648	100	695	100
	AB	121	18	120	17	120	19	118	17
	C1	149	23	170	24	148	23	168	24
	C2	183	28	160	23	180	28	158	23
	D	113	17	119	17	109	17	117	17
	E	97	15	138	20	93	14	134	19
	Working F/T	400	60	230	33	392	60	227	33
	Working P/T	17	3	105	15	17	3	104	15
	Not Working	246	37	372	53	240	37	364	52
<b>Housewives :-</b>	<b>Total</b>	137	100	565	100	129	100	556	100
	Working F/T	61	44	178	31	57	44	176	32
	Working P/T	5	4	97	17	5	4	96	17
	Not Working	71	52	291	51	67	52	284	51

<b>ITV Reception In Overlap Areas</b>
---------------------------------------

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.

<b><u>Channel Four Macro</u></b>	<b><u>Contributing ITV Areas</u></b>
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	4324	1054	1031	190 (L)	691 (S)	144			
London/East	1527	403	392	168 (L)	146 (E)	78			
Midlands/North West	1313	275	273	165 (M)	86 (NW)	10			
Midlands/Yorkshire	1903	452	445	214 (M)	158 (Y)	73			
Midlands/Wales	1646	261	256	41 (M)	180 (W)	31			
Midlands/East	2093	550	537	67 (M)	440 (E)	29			
North West/Yorshire	184	45	44	33 (NW)	7 (Y)	4			
North West/Wales	2006	225	220	94 (NW)	55 (W)	70			
North West/Border	383	72	71	25 (NW)	41 (B)	5			
Yorkshire/North East	1072	323	315	163 (Y)	84 (NE)	68			
Yorkshire/East	420	99	97	13 (Y)	71 (E)	12			
South/Wales	111	18	18	7 (S)	9 (W)	2			
South West/Wales	634	162	159	15 (SW)	136 (W)	7			
North East/Border	218	19	18	11 (NE)	5 (B)	2			
Scotland/Border	107	3	3	* (SC)	3 (B)	*			
London/Midlands/South	104	15	15	8 (L)	2 (M)	4 (S)	0 (L/M)	1 (L/S)	* (M/S)
London/Midlands/East	235	50	49	5 (L)	2 (M)	34 (E)	1 (L/M)	4 (L/E)	2 (M/E)
London/South/East	662	135	133	79 (L)	3 (S)	24 (E)	3 (L/S)	21 (L/E)	1 (S/E)
Midlands/Yorkshire/East	306	69	68	23 (M)	20 (Y)	5 (E)	16 (M/Y)	3 (M/E)	1 (Y/E)
South/South West/Wales	89	16	16	1 (S)	1 (SW)	11 (W)	* (S/SW)	1 (S/W)	* (SW/W)
<b>TOTAL</b>	<b>19337</b>	<b>4247</b>	<b>4160</b>	<b>3539</b>			<b>593</b>		

**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	10562	2469	2433	376
London/East	3788	956	935	203
Midlands/North West	3083	592	588	22
Midlands/Yorkshire	4310	1017	1005	179
Midlands/Wales	3904	597	587	76
Midlands/East	4800	1264	1243	74
North West/Yorshire	403	101	98	11
North West/Wales	4649	517	509	172
North West/Border	851	160	158	9
Yorkshire/North East	2604	758	732	177
Yorkshire/East	975	225	220	31
South/Wales	285	44	43	6
South West/Wales	1497	368	365	18
North East/Border	456	40	40	5
Scotland/Border	233	7	7	1
London/Midlands/South	233	33	33	1 0 (L/M) 2 (L/S) 1 (M/S)
London/Midlands/East	590	122	119	0 3 (L/M) 11 (L/E) 5 (M/E)
London/South/East	1575	305	302	8 9 (L/S) 52 (L/E) 1 (S/E)
Midlands/Yorkshire/East	708	157	156	1 42 (M/Y) 7 (M/E) 1 (Y/E)
South/South West/Wales	200	34	34	1 * (S/SW) 4 (S/W) 1 (SW/W)
<b>TOTAL</b>	<b>45706</b>	<b>9767</b>	<b>9607</b>	<b>1510</b>

### 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	6852	449	253	3	657	9
Midlands	7600	514	165	1	408	2
North West	3886	238	89	0	213	0
Yorkshire	3885	360	173	1	441	1
North East	1290	95	70	0	182	0
Scotland	107	*	*	0	1	0
South & South east	5290	707	153	3	400	9
East	5243	720	149	3	385	9
South West	723	17	7	1	19	1
Border	708	49	7	0	15	0
Wales & West	4486	390	111	1	277	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	6513	1592	1556	436 (L)	865 (S)		249
Midlands/North	3216	727	718	379 (M)	244 (N)		83
Midlands/South	3739	811	794	108 (M)	620 (S)		59
North/Scotland	601	91	89	36 (N)	46 (SC)		6
North/South	2426	324	316	107 (N)	126 (S)		82
London/Midlands/South	339	65	64	13 (L)	4 (M)	38 (S)	1 (L/M) 5 (L/S) 2 (M/S)
Midlands/North/South	306	69	68	23 (M)	20 (N)	5 (S)	16 (M/N) 3 (M/S) 1 (N/S)
<b>TOTAL</b>	<b>17140</b>	<b>3679</b>	<b>3605</b>	<b>3068</b>			<b>509</b>

Overlap Area	Sample Size	Population Estimates (000's)		
		All Individuals	Individuals in TV H/Holds	Multi ITV H/Holds
London/South	15925	3731	3670	649
Midlands/North	7393	1609	1593	201
Midlands/South	8704	1861	1830	150
North/Scotland	1307	200	197	14
North/South	5624	742	730	203
London/Midlands/South	823	155	152	3 (L/M) 13 (L/S) 5 (M/S)
Midlands/North/South	708	157	156	42 (M/N) 7 (M/S) 1 (N/S)
<b>TOTAL</b>	<b>40484</b>	<b>8454</b>	<b>8327</b>	<b>1290</b>

**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	6852	449	256	*	665	1
South	13323	1652	402	1	1030	2
Midlands	7600	514	165	1	408	2
North	6549	406	189	1	460	1
Scotland	601	46	6	0	14	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 2007 to June 2009. 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	256	1087	4.8	*	-	-	-	-	3.4	1.8	-	-	-
Midlands	166	754	*	4.7	0.4	2.7	-	-	*	1.2	-	-	1.1
North West	89	890	-	0.5	5.9	0.2	-	-	-	-	-	0.3	3.1
Yorkshire	174	665	-	2.6	0.1	5.2	1.6	-	-	0.5	-	-	-
North East	70	260	-	-	-	5.7	4.1	-	-	-	-	0.2	-
Scotland	#	12	-	-	-	-	-	4.0	-	-	-	6.0	-
South & South East	156	675	4.1	*	-	-	-	-	5.7	0.1	*	-	0.1
East	153	648	3.8	1.0	-	0.3	-	-	0.1	4.9	-	-	-
South West	8	32	-	-	-	-	-	-	0.3	-	4.9	-	4.8
Border	7	69	-	-	3.3	-	0.8	0.2	-	-	-	5.6	-
Wales & West	112	1021	-	1.2	3.8	-	-	-	0.2	-	0.3	-	4.5

# = 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	4874	18.82
Midlands	3895	15.04
North West	2898	11.19
Yorkshire	2515	9.71
North East	1262	4.87
Scotland	2171	8.38
South, South East & Channel Islands	2462	9.50
East	1921	7.41
South West	801	3.09
Border	314	1.21
Wales & West	2105	8.13
Ulster	685	2.64
<b>All Areas</b>	<b>25904</b>	<b>100.00</b>



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	256	1087	4.8	5.2	*	-	-	-
South	403	2247	3.0	5.1	0.7	1.2	-	-
Midlands	166	754	*	2.2	4.7	3.1	-	-
North	189	1319	-	1.9	2.6	5.3	0.2	-
Scotland	6	57	-	-	-	4.4	5.6	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4874	18.81
South	7298	28.16
Midlands	3895	15.03
North	6677	25.77
Scotland	2486	9.59
Ulster	685	2.64
<b>All Areas</b>	<b>25915</b>	<b>100.00</b>





## **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 2007 and June 2009.

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 2007 - Jun 2009										
	Total		Lon		Mid		NW		Yor	
Addresses Issued	157898		37960		30024		14224		12275	
Shop / Business	1680		419		265		152		98	
Demolished / Incomplete	445		103		50		19		25	
Empty	12859		2136		2429		1317		799	
Holiday Home	1444		87		172		120		80	
Other Non Effective	3564		790		604		429		150	
Eligible Addresses	137906		34425		26504		12187		11123	
Substitute Addresses	19576		3478		3494		2011		1135	
Multiple Occupancy Addresses	1835		1091		111		86		79	
Additional Households	2616		537		445		290		145	
Total Households	161933	100%	39531	100%	30554	100%	14574	100%	12482	100%
Non Contacts	26660	16%	9329	24%	4332	14%	2363	16%	1469	12%
No English Spoken	295	*	149	*	57	*	13	*	13	*
Refusals	22491	14%	7360	19%	4127	14%	1754	12%	1696	14%
Total Interviews	112487	69%	22693	57%	22038	72%	10444	72%	9304	75%

\* = Less than 0.5%

Response Analysis: Jul 2007 - Jun 2009										
	NE		E		SW		Uls		Bor	
Addresses Issued	6687		13038		5335		8734		3268	
Shop / Business	41		138		70		168		35	
Demolished / Incomplete	13		46		6		54		6	
Empty	517		1011		411		1168		416	
Holiday Home	75		80		177		61		145	
Other Non Effective	93		226		122		403		165	
Eligible Addresses	5948		11537		4549		6880		2501	
Substitute Addresses	714		1480		768		1758		747	
Multiple Occupancy Addresses	22		52		41		11		17	
Additional Households	85		235		135		189		69	
Total Households	6769	100%	13304	100%	5493	100%	8838	100%	3334	100%
Non Contacts	882	13%	1920	14%	843	15%	1300	15%	326	10%
No English Spoken	2	*	24	*	17	*	3	*	4	*
Refusals	816	12%	1856	14%	1069	19%	724	8%	274	8%
Total Interviews	5069	75%	9504	71%	3564	65%	6811	77%	2730	82%

\* = Less than 0.5%

Response Analysis: Jul 2007 - Jun 2009										
	S		W&W		CSco		NSco		CI	
Addresses Issued	16472		23633		10918		3887		637	
Shop / Business	163		232		136		52		2	
Demolished / Incomplete	44		37		91		5		2	
Empty	1006		2554		923		334		26	
Holiday Home	121		444		82		106		1	
Other Non Effective	423		573		204		143		29	
Eligible Addresses	14715		19793		9482		3247		577	
Substitute Addresses	1719		3760		1403		626		55	
Multiple Occupancy Addresses	115		176		50		82		10	
Additional Households	315		373		195		86		7	
Total Households	16864	100%	24102	100%	11130	100%	4041	100%	649	100%
Non Contacts	2896	17%	2748	11%	1705	15%	612	15%	160	25%
No English Spoken	22	*	19	*	2	*	5	*	0	*
Refusals	2813	17%	1891	8%	1514	14%	582	14%	60	9%
Total Interviews	11133	66%	19444	81%	7909	71%	2842	70%	429	66%

\* = 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
<b><u>Granada North Macro Region</u></b>	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 2007 to June 2009.

SAMPLE BASES FOR REPORT TABLES  
TABLES 1 - 3

	Home ITV Households			
	All Households	TV Households	Total	More than 1 TV Set
<b>All Areas</b>	<b>112199</b>	<b>109750</b>	<b>109750</b>	<b>67281</b>
ITV London	22833	22214	18410	11041
ITV Midlands	20644	20215	15652	9718
ITV North West	10668	10504	8619	6020
ITV Yorkshire	8863	8694	6980	4910
ITV Central Scotland	7861	7691	7581	4839
ITV North Scotland	2998	2921	2372	1960
ITV Central Scotland & North Scotland	10159	9931	9859	6802
ITV Wales & West	20229	19857	18901	9247
ITV South & South East & Ch. Islands	11423	11236	9616	6660
ITV North East	5224	5147	4484	2733
ITV East	9842	9641	7981	4659
ITV South West	4282	4197	3045	2281
ITV Ulster	6915	6722	6722	3646
ITV Border	2997	2938	2565	2118
ITV West	8970	8808	5852	4051
ITV Wales	15954	15653	14734	6153
ITV South & South East	11016	10836	9216	6275
ITV Channel Islands	407	400	400	385
ITV Meridian / Anglia	20570	20185	17576	11281
ITV Granada / Border	12987	12787	11146	8078
ITV Yorkshire / Tyne Tees	12838	12613	11178	7551
ITV Granada North	25389	24975	22263	15532
ITV West Macro	23200	22765	21891	6598
ITV MidWest	42271	41430	37665	2077
S4C	16227	15926	15926	32983
S4C Welsh Speaking	4300	4251	4251	23436
Ch4 - All Macro Regions	112199	109750	109750	67281
Ch4 - London Macro Region	22833	22214	18410	11041
Ch4 - South Macro Region	43519	42706	39444	22766
Ch4 - Midlands Macro Region	20644	20215	15652	9718
Ch4 - North Macro Region	23331	22949	19785	13578
Ch4 - Scotland Macro Region	13051	12764	12400	8926
Ch4 - Ulster Macro Region	6915	6722	6722	3646

SAMPLE BASES FOR REPORT TABLES

TABLE 4

	Sets in TV Households	Sets in Home ITV Households
<b>All Areas</b>	<b>228542</b>	<b>228542</b>
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	Multi Set
<b>All Areas</b>	<b>263873</b>	<b>263873</b>	<b>50354</b>
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	Multi Set
<b>All Areas</b>	<b>212595</b>	<b>212595</b>	<b>40078</b>
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
<b>All Areas</b>	<b>127773</b>	<b>136100</b>	<b>127773</b>	<b>136100</b>
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
<b>All Areas</b>	<b>101457</b>	<b>111138</b>	<b>101457</b>	<b>111138</b>
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 2007 and June 2009. 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**

Cable estimates are taken from OFCOM estimates of cable penetration. Within this digital cable is forecasted from historical trend data.

Other multi-channel total universe projections are produced by using statistical forecasting procedures on a combination of trend data from the Establishment Survey and BARB panel.

In this way top-line Multichannel estimates for June 2009 in this report accord with estimates used in processing BARB panel data in June 2009. 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  $\alpha$  value of 0.3 is used.



## **Appendix J**

### **The Questionnaire (June 2009)**



# **Barb Establishment Survey**

## **Questionnaire Script**

**June 2009**

**Version 1 – 12/12/08**

**NOTE: It is very important that you introduce yourself as an Ipsos MORI interviewer working on behalf of BARB. If not done so already you should use the following as your verbal introduction to respondents:**

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

**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.**

<b>QA SHOW SCREEN</b> Which of the following kinds of TV programmes do you like to watch?				MP
1. Films	8. Quiz/Game Shows	15. Pop/Rock Music	22. Current Affairs	
2. British Drama	9. Chat Shows	16. Classical Music	23. National News	
3. US Drama	10. Animation	17. Arts	24. Local/Regional News	
4. British soaps	11. DIY/Home/garden improvement	18. Science/technology		
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	

How much do you agree or disagree with each of the following statements?

<b>SHOW SCREEN</b>	
QB1. Watching TV is my main leisure activity	SP
QB2. I can usually find something to watch on TV	SP
QB3. I always make sure I have the latest TV technology	SP
QB4. I structure my evening's activity around the TV schedule	SP
QB5. I watch programmes my friends or colleagues talk about	SP
QB6. The TV schedules are filled with 'mindless' programmes	SP
I agree strongly I agree slightly I neither agree or disagree I disagree slightly I disagree strongly Don't know	

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) or laptops.	WRITE IN >
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**ASK Q1A IF Q1 > 19. IF CODED AS NO, ROUTE BACK TO Q1**

1a. You have said that you have <<insert number of TVs claimed at Q1>> TV sets. Is this correct Yes No	SP
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**ASK Q3A FOR EACH TV SET IN HOUSEHOLD (MENTIONED AT Q1). MAY INCLUDE UP TO 9 SETS IF NO TV AT Q1 GOTO Q2a2.**

3a. <b>SHOW SCREEN</b> Which of the statements on this card applies for each of the television sets in your household. Starting with your <b>main set</b> , is this television set ..... <b>REPEAT FOR EACH SET SUBSTITUTING main set FOR 2<sup>nd</sup> set, 3<sup>rd</sup> set ETC AS APPLICABLE</b> 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 <b>Never</b> used as a television set (for example only used with computer or games console) Permanently out of order	SP
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<b>ASK Q3B FOR ANY TV SET CODED 3 AT Q3A. IF NO SETS CODED 3 AT Q3A SKIP TO Q8A</b>		
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
<b>COMMENT – REPEAT QUESTIONS Q8A – Q23A FOR ALL WORKING TV SETS - THIS IS DEFINED AS ALL SETS WHICH ARE ONE OF THE FOLLOWING:</b> <b>A) IN USE (CODE 1 AT Q3A)</b> <b>B) TEMPORARILY OUT OF ORDER (TO BE REPAIRED WITHIN THE NEXT 4 WEEKS) (CODE 2 AT Q3A)</b> <b>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)</b>		
<b>(IF TV)</b> Talking about your <b>main set</b> only. <b>(IF PC)</b> Talking about your <b>1<sup>st</sup> PC</b> only. <b>(IF LAPTOP)</b> Talking about your <b>1<sup>st</sup> laptop</b> only. <b>FOR ALL OTHER TVS, PCS AND LAPTOPS START “NOW TALKING ABOUT YOUR 2<sup>nd</sup> set/PC/laptop, 3<sup>rd</sup> set/PC/laptop ...” ETC AS APPLICABLE FOR Q8a-23d DISPLAY ON SCREEN WHICH TV, PC OR LAPTOP IS BEING TALKED ABOUT</b>		
<b>ASK Q8a IF TV, IF PC/LAPTOP SKIP TO Q14a</b>		
8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen. <b>NOTE: If the screen size is not known, measure diagonally across the screen</b> WRITE IN (2 digits required) Don't know		
8a2. <b>NOTE: Was the diagonal screen measurement ...?</b> Claim Actual measurement		SP
13b. Is this set mounted on a wall? Yes No Don't Know		SP
14a. Where is the set ( <b>IF TV</b> ) PC ( <b>IF PC</b> ) laptop ( <b>IF LAPTOP</b> ) 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 Study /office No specific location/frequently moved Other (WRITE IN)		SP
<b>IF “NO SPECIFIC LOCATION...” (CODE 6 Q14a) GO TO Q14c OTHERWISE GO TO 16a</b>		
14c. <b>SHOW SCREEN</b> On average, how often would you say this set ( <b>IF TV</b> ) PC ( <b>IF PC</b> ) laptop ( <b>IF LAPTOP</b> ) is moved? Every or most days At least once a week At least once a month At least once every three months At least once every six months Less often Don't know		SP
<b>ASK Q16a IF TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g) OTHERWISE SKIP TO Q23b</b>		
16a. <b>SHOW SCREEN</b> Which of the following channels can be received on this set ( <b>IF TV</b> ) PC ( <b>IF PC</b> ) laptop ( <b>IF LAPTOP</b> )? BBC1 BBC2 ITV1 Channel 4 S4C (Sianel Pedwar Cymru) five (formerly Channel 5) RTE 1 (Radio Telefis Eireann) RTE 2 TV3 (Ireland) TG4 (Ireland – formerly TnaG)		MP

<p>16b. <b>SHOW SCREEN</b> Which of the following <u>ITV1</u> channels can be received on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>)? I am thinking of the channels themselves, not just the programmes they make.  <b>NOTE: Check that there is no confusion between ITV1 programmes and ITV1 channels received</b></p> <p>ITV1 Anglia  ITV1 Border  ITV1 Central  ITV1 Westcountry  ITV1 London (formerly Carlton and London Weekend/LWT)  Channel  STV (formerly Grampian), with local news North Tonight  ITV1 Granada  ITV1 West (formerly HTV West)  ITV1 Wales (formerly HTV Wales)  STV, with local news Scotland Today  ITV1 Meridian  ITV1 Tyne Tees  UTV (Ulster)  ITV1 Yorkshire (formerly Yorkshire - YTV)</p>	MP
<b>IF IN ULSTER NEEDS TO INCLUDE RTE, TV3 AND TG4 IN Q17a.</b>	
<p>17a. Are you able to receive, on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>), any additional channels apart from BBC1, BBC2, ITV1 (formerly ITV), Channel 4/S4C and five (formerly Channel 5) <b>(AND RTE1 or RTE 2 or TV3 (Ireland) or TG4 (Ireland) IF ULSTER INTERVIEW)?</b></p> <p>Yes  No</p>	SP
<b>IF NO (Q17a CODE 2) SKIP TO Q18a. IF YES OR DK AT Q17a, ASK Q17b(i/ii/iii/iv)</b>	
<p><b>SHOW SCREEN</b> I would now like to ask you about the reception method that this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) uses to receive the additional channels. Before asking these questions I would like to explain what the main reception methods are:</p> <p>(<b>IF TV</b>) 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.  (<b>IF PC/LAPTOP</b>) 1) Via a normal aerial – this is either with a separate box that connects to your PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) or by a PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) TV card 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 (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) 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 (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) via a set top box, for example a Sky dish.</p>	
<p>By which of the following methods <b>can</b> you receive the additional channels on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>)? If you can receive your channels by more than one method on this set (<b>IF TV</b>) PC (<b>IF PC</b>) laptop (<b>IF LAPTOP</b>) we are interested in all methods <b>whether they are used or not.</b></p>	
<p>17b(iii). <b>SHOW SCREEN</b> A normal aerial and digital signal (known as Freeview).  Yes  No</p>	SP
<p>17b(ii). <b>SHOW SCREEN</b> A connection to a cable TV Supplier.  Yes  No</p>	SP
<p>17b(i). <b>SHOW SCREEN</b> A satellite dish, for example a Sky dish.  Yes  No</p>	SP
<p>17b(iv). <b>SHOW SCREEN</b> Another method.  Yes  No</p>	SP
<b>IF OTHER METHOD (Q17b(iv) = Yes) ASK Q17a1, OTHERWISE SKIP TO Q20a</b>	
<p>17b1 <b>SHOW SCREEN</b> Which service provider do you receive your additional channels from via this other method?  <b>NOTE: For a more detailed explanation click on further information</b></p> <p>Tiscali TV  BT Vision  Other  Further information</p>	MP

<p><b>ASK Q20a IF YES AT Q17b(i/ii) OTHERWISE GO TO Q20a2.</b></p> <p>20a. <b>SHOW SCREEN</b> Does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) 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 (IF TV) PC (IF PC) laptop (IF LAPTOP) 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)</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Does not receive digital TV</li> <li>Receives digital satellite (IF Q17b(i) = Yes)</li> <li>Receives digital cable (IF Q17b(ii) = Yes)</li> <li>Don't know</li> <li>Further information</li> </ul>	MP
<p><b>IF TV ASK Q20a2 OTHERWISE GO TO Q20a6</b>  <b>IF YES AT Q17b(iii), ASK Q20a2, OTHERWISE GO TO Q20a3</b></p>	
<p>20a2. Do you receive your digital signal from your normal aerial via a separate box or does your TV have digital reception built in?</p> <ul style="list-style-type: none"> <li>Separate box</li> <li>Built in digital reception</li> <li>Don't know</li> </ul>	SP
<p><b>IF YES AT Q17b(i) ASK Q20a6, OTHERWISE GO TO Q20a5</b></p>	
<p>20a6. <b>SHOW SCREEN</b> How do you receive your satellite service?</p> <ul style="list-style-type: none"> <li>Sky with subscription</li> <li>Sky without subscription</li> <li>Freesat</li> <li>Other – <b>not</b> Sky or Freesat</li> <li>Don't know</li> </ul>	SP
<p><b>IF ANY SKY (CODE 1 OR 2) AT Q20a6, ASK Q20a3, OTHERWISE GO TO Q20a4</b></p>	
<p>20a3. Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) connected to Sky+? Sky+ is a set top box that enables you to record TV programmes without the need for tapes or DVDs.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF SKY SUBSCRIPTION OR FREESAT (CODE 1 OR 3) AT Q20a6, ASK Q20a4, OTHERWISE GO TO Q20a5</b></p>	
<p>20a4. <b>SHOW SCREEN</b> I would now like to ask you about High Definition television, or HDTV. You need an HDTV set top box to view HDTV.</p> <p>Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) connected to Sky HD (IF Q20a6 = 1) / freesat HD(IF Q20a6 = 3)? Sky HD (IF Q20a6 = 1) / freesat HD(IF Q20a6 = 3) is the high definition service available with Sky (IF Q20a6 = 1) / freesat (IF Q20a6 = 3).</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF YES AT Q17b(ii) ASK Q20a5, OTHERWISE GO TO Q22a</b></p>	
<p>20a5. Is this set (IF TV) PC (IF PC) laptop (IF LAPTOP) 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.</p> <p><b>NOTE: For a more detailed explanation click on further information</b></p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>Don't know</li> <li>Further information</li> </ul>	SP
<p><b>IF ADDITIONAL CHANNELS RECEIVED ON MAIN SET (CODE 1 AT Q17a OR DK AT Q17a), SKIP Q22a AND ASK Q22b, OTHERWISE SKIP TO Q17d.</b>  <b>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</b></p>	
<p>22a <b>ASK FOR ADDITIONAL SETS ONLY:</b> Does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive exactly the same additional channels as the main set?</p> <ul style="list-style-type: none"> <li>Yes</li> <li>No</li> </ul>	SP

<b>IF YES (CODE 1) AT Q22a SKIP TO Q23. IF NO (CODE 2) ASK Q22b</b>		
22b	<b>SHOW SCREEN</b> Which of the following channels are <b>currently</b> received on this set (IF TV) PC (IF PC) laptop (IF LAPTOP)?	
<b>ROTATE ORDER OF SCREENS</b>		
<b>SHOW SCREEN (1)</b> BBC 3 BBC 4 ITV 2 Sky One UKTV Gold Paramount Comedy Channel Hallmark Sci-Fi Challenge TV Living National Geographic	<b>SHOW SCREEN (2)</b> Sky Movies Nickelodeon The Disney Channel Bravo CBBC CBeebies Sky News BBC News 24 Sky Sports 1 Sky Sports Extra	
<b>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</b>		
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 ( <b>ENTER 1ST 3 CONFLICT CHANNELS CODED</b> ). Is it possible you receive digital cable? Yes No	SP
<b>IF YES (CODE 1 AT Q17c3) STATE</b>		
In that case I need to ask you a couple of questions again. <b>ASK Q17b(i/ii/iii/iv) and Q20a AGAIN, DO NOT ASK Q22b AGAIN EVEN IF CONFLICT REMAINS.</b>		
<b>IF SATELLITE DISH (YES AT Q17b(i)) ASK 17d</b>		
17d.	Is the satellite dish that you receive your signal from.....? <b>READ OUT</b>  A dish used <u>only</u> by your household A dish shared with one or more households	SP
<b>ASK ALL WITH ADDITIONAL CHANNELS</b>		
17e.	<b>SHOW SCREEN</b> By which of these other methods can this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive its TV signal?  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
<b>IF NO ADDITIONAL CHANNELS RECEIVED AT Q17a (CODE 1), ASK Q18a</b>		
18a.	<b>SHOW SCREEN</b> How does this set (IF TV) PC (IF PC) laptop (IF LAPTOP) receive its television signal? Do you receive the pictures on this set (IF TV) PC (IF PC) laptop (IF LAPTOP) from .....?  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



<b>IF Q16a (CODE 5) FIVE AND Q17a (CODE 2) NO</b>		
16c.	<b>SHOW SCREEN</b> Which of the statements on this card best describes the reception quality on this set (IF TV) PC (IF PC) laptop (IF LAPTOP) for five? Reception is too bad to ever be viewed Very poor picture or sound - rarely viewable Often poor picture or sound - but usually still viewable Usually good picture and sound - although it is sometimes poor but viewable Usually very good picture and sound - although sometimes it varies a little Always an excellent picture and sound - it almost never varies	SP
<b>ASK IF TV OR (PC/LAPTOP AND NOT INTERNET (CODE 2) AT Q2c/Q2g)</b>		
23a.	<b>SHOW SCREEN</b> Which of the following pieces of equipment are connected to this set (IF TV) PC (IF PC) laptop (IF LAPTOP)?  VCR or Video Cassette Recorder (that can record programmes on to tape) DVD recorder (that can record programmes on to DVDs) PVR or Personal Video 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 Don't know	MP
<b>ASK Q23b, Q23c AND Q23d IF PC OR LAPTOP BUT IF INTERNET (CODE 2) AT Q2c/Q2g GO TO Q23d IF TV THEN SKIP</b>		
23b.	Do you or anyone in your household ever access the internet on this PC (IF PC) / laptop (IF LAPTOP)? Yes No	SP
<b>IF YES (CODE 1) AT Q23b ASK Q23c OTHERWISE SKIP</b>		
23c.	Do you subscribe to a broadband provider in order to access the internet through this PC (IF PC) / laptop (IF LAPTOP)? Yes No Don't know	SP
<b>IF YES (CODE 1) AT Q23c ASK Q23d OTHERWISE SKIP</b>		
23d.	Do you or anyone in your household use on demand TV services on this PC (IF PC) / laptop (IF LAPTOP)? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later. Yes No Don't know	SP
<b>REPEAT Q8a TO Q23d FOR ALL OTHER TVS/PCS/LAPTOPS</b>		
<b>ASK ALL</b>		
2a2.	How many personal computers (PCs) are there in your household? Please do not include laptops as I will ask about these separately.  <p style="text-align: right;">WRITE IN &gt; _____</p>	
<b>ASK Q2A2A IF Q2A2 &gt; 19. IF CODED AS NO, ROUTE BACK TO Q2A2</b>		
2a2a.	You have said that you have <<insert number of PCs claimed at Q2a2>> PCs. Is this correct Yes No	SP
<b>IF NUMBER OF PCS &gt;0 AT Q2A2, ASK Q2B, OTHERWISE GO TO Q2E</b>		
2b.	<b>SHOW SCREEN</b> How many of your PCs receive standard TV transmissions? By this I mean you can watch channels on your PC as if it was an ordinary television so does not include programmes that are downloaded and watched outside of a channel's normal schedule. <p style="text-align: right;">WRITE IN &gt; _____</p> <b>NOTE: For a more detailed explanation click on further information</b> Further information	
<b>ASK Q2C/Q2D FOR EACH PC MENTIONED AT Q2B, OTHERWISE GO TO Q2E</b>		

<p>2c. <b>SHOW SCREEN</b> In which way do you receive the standard TV transmissions on your PC?  TV card – this allows you to connect an aerial, satellite or cable system to your PC  Internet – you do not need an aerial connection but can watch TV programmes as live  Don't know</p>	SP
<p>2d. How often do you use your PC for this purpose?  More than once a month  Every month  Once every 3 months  Once every 6 months  Less often</p>	SP
<b>ASK ALL</b>	
<p>2e. How many laptops are there in your household?</p> <p style="text-align: right;">WRITE IN &gt; _____</p>	
<b>ASK Q2E2 IF Q2E &gt; 19. IF CODED AS NO, ROUTE BACK TO Q2E2</b>	
<p>2e2. You have said that you have &lt;&lt;insert number of laptops claimed at Q2a2&gt;&gt; laptops. Is this correct  Yes  No</p>	SP
<b>IF NUMBER OF LAPTOPS &gt;0 AT Q2E, ASK Q2F, OTHERWISE GO TO Q14A OR Q2I</b>	
<p>2f. <b>SHOW SCREEN</b> How many of your laptops receive standard TV transmissions? By this I mean you can watch channels on your laptop as if it was an ordinary television so does not include programmes that are downloaded and watched outside of a channel's normal schedule.  WRITE IN &gt; _____  <b>NOTE: For a more detailed explanation click on further information</b>  Further information</p>	_____
<b>ASK Q2G/Q2H FOR EACH LAPTOP MENTIONED AT Q2F, OTHERWISE GO TO Q8A OR Q2I</b>	
<p>2g. <b>SHOW SCREEN</b> In which way do you receive the standard TV transmissions on your laptop?  TV card – this allows you to connect an aerial, satellite or cable system to your laptop  Internet – you do not need an aerial connection but can watch TV programmes as live  Don't know</p>	SP
<p>2h. How often do you use your Laptop for this purpose?  More than once a month  Every month  Once every 3 months  Once every 6 months  Less often</p>	SP
<b>COMMENT – REPEAT QUESTIONS Q14A – Q23D FOR ALL PCS/LAPTOPS USED TO RECEIVE STANDARD TV TRANSMISSIONS AT LEAST ONCE EVERY SIX MONTHS (CODE 1 OR 2 OR 3 OR 4 AT Q2D/Q2H) OTHERWISE GO TO Q2I</b>	
<b>ASK Q2i IF Q2a2 &gt; Q2b OR Q2e &gt; Q2f OTHERWISE GO TO Q26b OR Q43</b>	
<p>2i. Thinking about your PC (<b>IF 1 PC</b>) / PCs (<b>IF PCs</b>) and (<b>IF PC AND LAPTOP</b>) laptop (<b>IF LAPTOP</b>) / laptops (<b>IF LAPTOPS</b>) that does (<b>IF ONLY 1 PC OR LAPTOP</b>) /do (<b>IF MORE THAN 1 PC OR LAPTOP</b>) not receive standard TV transmissions, do you or anyone in your household ever access the internet on this (<b>IF ONLY 1 PC OR LAPTOP</b>) / any of these (<b>IF MORE THAN 1 PC OR LAPTOP</b>)?  Yes  No</p>	SP
<b>IF YES (CODE 1) AT Q2i ASK Q2j OTHERWISE GO TO Q26b OR Q43</b>	
<p>2j. Do you subscribe to a broadband provider in order to access the internet through this PC (<b>IF PC</b>) these PCs (<b>IF PCs</b>) or (<b>IF PC/PCs AND LAPTOP/LAPTOPS</b>) this laptop (<b>IF LAPTOP</b>) these laptops (<b>IF LAPTOPS</b>)?  Yes  No  Don't know</p>	SP
<b>IF YES (CODE 1) AT Q2j ASK Q2k</b>	

<p>2k. Do you or anyone in your household use on demand TV services on this PC <b>(IF PC)</b> these PCs <b>(IF PCs)</b> or <b>(IF PC/PCs AND LAPTOP/LAPTOPS)</b> this laptop <b>(IF LAPTOP)</b> these laptops <b>(IF LAPTOPS)</b>? On demand TV services allow programmes and films to be watched as they get sent to your computer, or to be downloaded and watched later.</p> <p>Yes No Don't know</p>	SP
<p><b>IF ANY SET HAS YES AT Q17b(iii), ASK Q26b, OTHERWISE GO TO Q28a</b></p>	
<p>26b. Does your household <b>currently</b> pay a subscription for receiving extra digital TV channels via a normal aerial?</p> <p>Receive channels free of charge only Pay subscription e.g. Top Up TV or Setanta Don't know/Not sure</p>	
<p><b>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</b></p>	
<p>28a. Does the _____ set <b>(ENTER NAME OF FIRST SET WITH CABLE OR CABLE DIGITAL)</b> 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 <b>shared</b> with another set?</p> <p>Exclusive Shared</p>	SP
<p><b>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</b></p>	
<p>28b. You said that the _____ set <b>(ENTER DETAIL OF FIRST SET CODED 2 AT Q28a)</b> and _____ set(s) <b>(ENTER DETAILS OF SECOND SET CODED 2 AT Q28a)</b> share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p>	
<p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q28a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>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</b></p>	
<p>29a. Does the _____ set <b>(ENTER NAME OF FIRST SET WITH SATELLITE OR SATELLITE DIGITAL)</b> 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 <b>shared</b> with another set?</p> <p>Exclusive Shared</p> <p><b>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</b></p>	SP
<p>29b. You said that the _____ set <b>(ENTER DETAIL OF FIRST SET CODED 2 AT Q29a)</b> and _____ set(s) <b>(ENTER DETAILS OF SECOND SET CODED 2 AT Q29a)</b> share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q29a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p> <p><b>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</b></p>	

<p>30a. Does the _____ set (<b>ENTER NAME OF FIRST SET WITH DIGITAL TERRESTRIAL</b>) 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 <b>shared</b> with another set?</p> <p style="padding-left: 40px;">Exclusive Shared</p>	SP
<p><b>REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30i</b></p> <p>30b. You said that the _____ set (<b>ENTER DETAIL OF FIRST SET CODED 2 AT Q30a</b>) and _____ set(s) (<b>ENTER DETAILS OF SECOND SET CODED 2 AT Q30a</b>) share a set-top-box. Which of these sets would you say has the <b>main</b> connection to the actual set-top-box?</p> <p><b>NOTE:</b> That is, which set is located near to (or in the same room as) the set-top-box?</p> <p><b>ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP</b></p>	
<p><b>ASK ALL</b></p>	
<p>30i Do you have a second home either in the UK or abroad?</p> <p style="padding-left: 40px;">Yes – UK Yes - abroad No</p>	MP  (SP)
<p><b>IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j</b></p>	
<p>30j Do you have any equipment for receiving additional UK channels at any of these households?</p> <p><b>READ OUT</b></p> <p style="padding-left: 40px;">Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No</p>	MP
<p><b>ASK IF ANY SET/PC OR LAPTOP LOOP HAS BEEN COMPLETED OTHERWISE SKIP TO Q43</b></p>	
<p>Now some questions about other ways that television sets can be used.</p>	
<p>31a. <b>SHOW SCREEN</b> Which of the following equipment do you have which is used with any of your TV sets?</p> <p style="padding-left: 40px;">Personal computer (PC)/laptop Games Computer/console Video camera/camcorder Karaoke video machine Other Equipment None of these</p>	
<p><b>IF GAMES COMPUTER/CONSOLE (CODE 2) AT Q31a ASK Q31b</b></p>	
<p>31b <b>SHOW SCREEN</b> Which games console or consoles do you have which are used with any of your TV sets?</p> <p style="padding-left: 40px;">Nintendo Game Cube Nintendo Wii Other Nintendo PS2 PS3 Other Playstation Xbox Xbox 360 Any other games/computer console Don't know</p>	MP
<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/PCs/laptops 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 <b>main set</b> could you give me your best estimate of how many hours the set is switched on during an <b>average weekday</b>:</p>	
<p><b>FOR THIS SET REPEAT SUBSTITUTING average weekday FOR average Saturday AND THEN average Sunday</b></p> <p><b>THEN REPEAT ALL 3 TIME PERIODS FOR THE FIRST THREE SETS (IF HAVE 3 OR MORE) SUBSTITUTING main set FOR 2<sup>nd</sup> set, 3<sup>rd</sup> set AS APPLICABLE</b></p>	

**NOTE: Answer must be to the nearest whole hour, e.g. 6 hours. If any TV set is switched on for less than half an hour in any day enter as 0. If not switched on at all, use "not switched on at all".**

WRITE IN (2 DIGITS REQUIRED)

**IF TWO OR MORE ITV1 STATIONS RECEIVED AT Q16B ASK Q38 OTHERWISE SKIP TO Q40**

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

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

ITV1 Anglia  
ITV1 Border  
ITV1 Central  
ITV1 Westcountry  
ITV1 London (formerly Carlton and London Weekend/LWT)  
Channel  
STV (formerly Grampian), with local news North Tonight  
ITV1 Granada  
ITV1 West (formerly HTV West)  
ITV1 Wales (formerly HTV Wales)  
STV, with local news Scotland Today  
ITV1 Meridian  
ITV1 Tyne Tees  
UTV (Ulster)  
ITV1 Yorkshire (formerly Yorkshire - YTV)

SP

**NOTE: Answers must add up to 10**

"So out of every ten hours you and your household watch ITV1 stations, you would view \_\_ hours of \_\_\_\_ (**FIRST CHANNEL RECEIVED AT Q16B**), \_\_ hours \_\_ (**SECOND CHANNEL RECEIVED AT 16B**) and..... (**INCLUDE ALL ITV1 CHANNELS USED AT Q16B WITH THE RESPONSE GIVEN ABOVE**)

**If correct code appropriately, if incorrect ask again**

**IF BOTH UTV AT 16B AND EITHER RTE 1 OR RTE 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/RTE 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/RTE 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

**NOTE: Answers must add up to 10**

"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

**NOTE: Answers must add up to 10**

"So out of every ten hours you would view \_\_ hours of Channel 4 and \_\_ hours of S4C?"

**If correct code appropriately, if incorrect ask again**

SP

<p><b>HOUSEHOLD COMPOSITION</b>  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).  <b>NOTE: See manual for further details of who to include as household members.</b></p>	
<p>43. <b>SHOW SCREEN</b> I would like to just check some details about each person, starting with yourself. The details we need are...  - Is this person male or female?  - How old is this person?  - Is this person...  Married or living as married?  Single/widowed/divorced or separated?</p> <p><b>FOR P2 ONWARDS:</b> Is there anyone else living here?  Yes  No</p>	
<p><b>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</b></p>	
<p>44. Record sex of <b>respondent (1st ITERATION) household member (ALL FURTHER ITERATIONS)</b>  (MAY NOT BE BLANK)  Male  Female</p>	SP
<p>45. Record age last birthday for household member (ALLOW REF) WRITE IN 2 DIGITS  <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p>	
<p>46. Record age group household member falls into (MAY NOT BE BLANK)  <b>(1<sup>st</sup> ITERATION ONLY) NOTE: Please estimate age group if the respondent refuses to give their age.</b>  Under 16 16-19 20-24 25-34 35-44 45-54 55-64 65-74 75+  <b>MAY NOT BE UNDER 16 FOR FIRST HOUSEHOLD MEMBER</b></p>	
<p><b>ASK ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q48</b></p>	
<p>47. Record marital status of household member (MAY NOT BE BLANK)  Married/living as married  Single/widowed/divorced/separated</p>	SP
<p><b>ASK ALL</b></p>	
<p>48. <b>SHOW SCREEN</b> 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)  <b>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.</b>  Head of household  Spouse/partner of head of household  Parent of head of household  Son/daughter of head of household  Co-householder  Other</p>	SP
<p>49. Are you/is this person the parent or guardian of anyone in the household?  Yes  No</p>	
<p>50. Are you/is this person the child or dependant of anyone in the household?  Yes  No</p>	
<p><b>ASK Q51 and Q52 ONLY FOR THOSE AGED 16+ (OR BLANK). OTHERS SKIP TO Q53</b></p>	
<p>51. <b>SHOW SCREEN</b> Record household member's working status (MAY NOT BE BLANK)  30+ hours/week  8-29 hours/week  Less than 8 hours/week  Unemployed  Retired  Not Employed i.e. not working or housewife/husband  Full time education</p>	SP

<b>IF CODE 5 AT Q51 SKIP TO Q53</b>		
52. <b>SHOW SCREEN</b>	Record age at which household member completed full time education 15 years and under 16-18 years 19 years and over Still in education	SP
53. <b>SHOW SCREEN</b>	Can household member speak Welsh? Yes No	SP
<b>IF YES (CODE 1 AT Q53) ASK Q54 OTHERWISE GO TO Q54a</b>		
54. <b>SHOW SCREEN</b>	How well does household member speak Welsh? Understand, speak, write and read Welsh EXTREMELY WELL Understand, speak, write and read Welsh QUITE WELL Understand, speak, write and read A LITTLE Welsh Can understand and speak SOME Welsh Can understand A LITTLE Welsh	SP
<b>IF IN BBC SCOTLAND REGION ASK Q54a OTHERWISE GO TO Q55d</b>		
54a. <b>SHOW SCREEN</b>	Can household member speak Gaelic? Yes No	SP
<b>IF YES (CODE 1 AT Q54a) ASK Q54b OTHERWISE GO TO Q55d</b>		
54b. <b>SHOW SCREEN</b>	How well does household member speak Gaelic? Understand, speak, write and read Gaelic EXTREMELY WELL Understand, speak, write and read Gaelic QUITE WELL Understand, speak, write and read A LITTLE Gaelic Can understand and speak SOME Gaelic Can understand A LITTLE Gaelic	SP
55d	Does household member have any long-term disability, health problem or illness, which limits their daily activities or the work they can do? Yes No	SP
64.	<b>SHOW SCREEN</b> Which of these ethnic backgrounds do you consider <b>yourself / the household member (IF RESPONDENT USE YOURSELF)</b> to belong to? White – British Any other White background Mixed – White and Black Caribbean Mixed – White and Black African Mixed – White and Asian Any other mixed background Black – Caribbean Black – African Any other Black background Asian – Indian Asian – Pakistani Asian – Bangladeshi Any other Asian background Chinese Any other ethnic background Refused	SP
<b>IF ANY PERSON CODE 1,2,3 or 4 AT Q54 ASK Q55f ELSE SKIP TO Q55h</b>		

55f	<b>SHOW SCREEN</b> What language do you prefer to speak? (ASK IF 1 PERSON HOUSEHOLD) What language does the household use most of the time? (ASK IF 2+ PERSON HOUSEHOLD) Welsh English Welsh and English equally Welsh and other language other than English (equally) Other Don't know	SP
<b>IF ANY PERSON CODE 1,2,3 or 4 AT Q54b ASK Q55f ELSE SKIP TO Q55g</b>		
55h	<b>SHOW SCREEN</b> 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) Gaelic English Gaelic and English equally Gaelic and other language other than English (equally) Other	SP
55g	<b>SHOW SCREEN</b> 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) 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
<b>IF A SINGLE ADULT HOUSEHOLD SKIP TO Q59a (CODE Q56/Q57/Q58 = 1)</b>		
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. <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER SEX AND AGE AND CODE CIE</b>  <b>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.</b>	
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. <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON</b>  <b>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.</b>	
<b>IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE:</b>  <b>NOTE: 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.</b>		
58	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). <b>LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER</b>  <b>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.</b>	



59a	<b>SHOW SCREEN</b> 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)? 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	<b>SHOW SCREEN</b> 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)? 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	
<b>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</b>		
<b>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</b>		
60b.	Are <b>you/is the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> )..... <b>READ OUT</b>  Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?	SP
<b>PLEASE NOW SKIP TO Q61</b>		
60c.	<b>Have you/Has the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> ) been unemployed for... <b>READ OUT</b> Less than 2 months More than 2 months	SP
<b>IF UNEMPLOYED LESS THAN 2 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</b>		
60d.	And previously, were <b>you/the chief income earner</b> ( <b>ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE</b> )..... <b>READ OUT</b>  In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education	SP
<b>PLEASE NOW SKIP TO Q61</b>		
60e.	Is that .... <b>READ OUT</b> Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?	SP
<b>Q61 ASK ALL</b>		
61.	Please give full details of the Chief income earner's <b>present job</b> ( <b>ENTER THIS TEXT IF THE CIE IS IN EMPLOYMENT AT Q51</b> ) / <b>previous job</b> ( <b>ENTER THIS TEXT IF THE CIE IS UNEMPLOYED/RETIRED</b> )	
61a.	What type of firm or organisation does (did) he/she work in? WRITE IN	
61b.	What <b>is/(was)</b> ( <b>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</b> ) the position held or job title? <b>NOTE: If civil service, forces, police, etc. Please give rank/grade. If teacher, give secondary or primary.</b> WRITE IN	
61b2.	<b>Is/(Was)</b> ( <b>USE IS IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE WAS</b> ) he/she self-employed? <b>PLEASE GIVE DETAILS.</b> Yes No	
<b>IF SELF EMPLOYED (CODE 1 AT Q61b2) ASK Q61b3, OTHERWISE SKIP TO Q61c</b>		

61b3. How many staff <b>does/(did)</b> ( <i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i> ) he/she employ? <b>PLEASE GIVE DETAILS.</b> ENTER NUMERICAL RESPONSE DK																													
61c. What jobs <b>does/(did)</b> ( <i>USE DOES IF TALKING ABOUT PRESENT JOB AT Q61, ELSE USE DID</i> ) he/she actually do? <b>PLEASE GIVE DETAILS.</b> WRITE IN																													
61d. <b>Is/was</b> ( <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																												
<b>ASK Q61E IF CODE 3 OR 4 AT 61D, OTHERWISE SKIP TO Q61G</b>																													
61e. How many people work at the place? ENTER NUMERICAL RESPONSE DK																													
61f. How many people <b>is/was</b> ( <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? <b>NOTE: If teacher - state whether primary, secondary or other level.</b> <b>(Apprenticeships, professional qualifications, degrees, diplomas, etc) Please give details.</b> WRITE IN																													
<b>IF CIE RETIRED, UNEMPLOYED OR NOT EMPLOYED (CODES 6, 7 OR 8 AT Q51) ASK Q61f, OTHERWISE SKIP TO Q62</b>																													
61h. <b>SHOW SCREEN</b> What is <b>your/ the chief income earners</b> ( <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="0" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%;"></th> <th style="width: 30%; text-align: center;">Weekly</th> <th style="width: 30%; text-align: center;">Monthly</th> <th style="width: 30%; text-align: center;">Yearly</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>Under £100</td> <td>Under £435</td> <td>Under £5,200</td> </tr> <tr> <td style="text-align: center;">2</td> <td>£100 - £194</td> <td>£435 - £844</td> <td>£5,200 - £10,149</td> </tr> <tr> <td style="text-align: center;">3</td> <td>£195 - £379</td> <td>£845 - £1,659</td> <td>£10,150 - £19,899</td> </tr> <tr> <td style="text-align: center;">4</td> <td>£380 - £749</td> <td>£1,660 - £3,239</td> <td>£19,900 - £38,799</td> </tr> <tr> <td style="text-align: center;">5</td> <td>£750 or more</td> <td>£3,240 or more</td> <td>£38,800 or more</td> </tr> <tr> <td style="text-align: center;">Refused</td> <td></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				
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Refused																													
<b>BRING UP SUMMARY SCREEN FOR Q61a-g</b>																													
62. CODE SOCIAL GRADE A B C1 C2 D E <b>MAY NOT BE DK OR BLANK, MUST BE ESTIMATED IF NO INFORMATION GIVEN.</b>																													
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																												
<b>IF YES (CODE 1 AT Q63a) ASK Q63b, OTHERWISE GO TO Q64b</b>																													
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 Other																													

<p>63d. What is the Telephone number, including the National Dialing (STD) code, of the household's main phone or mobile connection?  <b>NOTE: Enter STD code or mobile prefix and do not leave a space before entering the main number</b></p> <p style="text-align: center;">WRITE IN</p>	
<p><b>ASK ALL:</b>  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. BARB's TV viewing research is carried out by a number of agencies, ourselves, Ipsos MORI, AGB Nielsen Media Research, TNS and RSMB Television Research.</p> <p style="text-align: center;">Yes  No</p>	