

**Establishment Survey
of
TV Homes**

ITV and Channel 4 Area Report

Volume 2

June 2006



Produced for the Broadcasters' Audience Research Board by **Ipsos MORI**

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Introduction

This report gives details of the overall populations and television populations for each ITV area, C4 Macro Regions, S4C receivers in the Principality of Wales, and for Multichannel homes. Results are based on survey work conducted between July 2004 and June 2006.

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

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

All Areas

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25946	100	25967	100	25988	100	26009	100	26030	100	26051	100
TV Households	25319	98	25339	98	25360	98	25380	98	25401	98	25421	98
ITV Households	25319	98	25339	98	25360	98	25380	98	25401	98	25421	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26072	100	26093	100	26114	100	26135	100	26156	100	26177	100
TV Households	25442	98	25462	98	25483	98	25503	98	25524	98	25544	98
ITV Households	25442	98	25462	98	25483	98	25503	98	25524	98	25544	98

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		25319	100	25339	100	25360	100	25380	100	25401	100	25421	100
Social Class													
	AB	5149	20	5154	20	5158	20	5163	20	5167	20	5171	20
	C1	6896	27	6901	27	6907	27	6912	27	6918	27	6924	27
	C2	4753	19	4757	19	4760	19	4764	19	4768	19	4772	19
	DE	8521	34	8527	34	8535	34	8541	34	8548	34	8554	34
Housewife Age													
	Under 25	1306	5	1307	5	1307	5	1309	5	1310	5	1311	5
	25 - 34	3984	16	3987	16	3990	16	3993	16	3997	16	4000	16
	35 - 44	5217	21	5221	21	5226	21	5230	21	5234	21	5238	21
	45 - 54	4438	18	4442	18	4446	18	4449	18	4453	18	4456	18
	55 - 64	4178	17	4181	17	4185	17	4188	17	4192	17	4195	17
	65 +	6196	24	6201	24	6206	24	6211	24	6215	24	6221	24
Size													
	1	7869	31	7874	31	7881	31	7887	31	7894	31	7900	31
	2	8606	34	8613	34	8620	34	8627	34	8634	34	8641	34
	3	3886	15	3890	15	3893	15	3896	15	3899	15	3902	15
	4+	4958	20	4962	20	4966	20	4970	20	4974	20	4978	20
Children													
	Without	18686	74	18701	74	18717	74	18731	74	18746	74	18762	74
	With	6633	26	6638	26	6643	26	6649	26	6655	26	6659	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	25442	100	25462	100	25483	100	25503	100	25524	100	25544	100
Social Class												
AB	5176	20	5179	20	5184	20	5188	20	5192	20	5196	20
C1	6929	27	6935	27	6941	27	6946	27	6952	27	6958	27
C2	4776	19	4780	19	4784	19	4787	19	4791	19	4795	19
DE	8561	34	8568	34	8574	34	8582	34	8589	34	8595	34
Housewife Age												
Under 25	1312	5	1313	5	1314	5	1315	5	1317	5	1317	5
25 - 34	4003	16	4006	16	4010	16	4013	16	4016	16	4019	16
35 - 44	5243	21	5247	21	5251	21	5255	21	5259	21	5264	21
45 - 54	4460	18	4463	18	4467	18	4471	18	4474	18	4478	18
55 - 64	4198	17	4202	17	4205	17	4208	17	4212	17	4215	17
65 +	6226	24	6231	24	6236	24	6241	24	6246	24	6251	24
Size												
1	7907	31	7913	31	7920	31	7926	31	7932	31	7938	31
2	8648	34	8655	34	8662	34	8669	34	8676	34	8683	34
3	3905	15	3908	15	3911	15	3915	15	3918	15	3921	15
4+	4982	20	4986	20	4990	20	4993	20	4998	20	5002	20
Children												
Without	18777	74	18792	74	18807	74	18822	74	18837	74	18852	74
With	6665	26	6670	26	6676	26	6681	26	6687	26	6692	26

Table 3 All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56036	100	56081	100	56127	100	56172	100	56218	100	56263	100
Age												
4 - 9	4206	8	4210	8	4213	8	4217	8	4220	8	4223	8
10 - 15	4521	8	4524	8	4528	8	4531	8	4535	8	4539	8
16 - 24	6589	12	6594	12	6600	12	6605	12	6610	12	6615	12
25 - 34	7507	13	7513	13	7519	13	7525	13	7532	13	7538	13
35 - 44	9138	16	9145	16	9152	16	9160	16	9167	16	9175	16
45 - 54	7757	14	7763	14	7770	14	7775	14	7782	14	7788	14
55 - 64	7100	13	7105	13	7111	13	7117	13	7123	13	7128	13
65 +	9218	16	9227	16	9234	16	9242	16	9249	16	9257	16
Adults												
Total	47309	100	47347	100	47386	100	47424	100	47463	100	47501	100
AB	10333	22	10342	22	10351	22	10359	22	10368	22	10376	22
C1	13183	28	13194	28	13204	28	13215	28	13225	28	13237	28
C2	9830	21	9837	21	9845	21	9853	21	9861	21	9869	21
DE	13963	30	13974	30	13986	30	13997	30	14009	30	14019	30

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56309	100	56354	100	56400	100	56445	100	56491	100	56536	100
Age												
4 - 9	4227	8	4231	8	4234	8	4237	8	4241	8	4244	8
10 - 15	4543	8	4546	8	4550	8	4554	8	4557	8	4561	8
16 - 24	6620	12	6626	12	6631	12	6637	12	6642	12	6647	12
25 - 34	7544	13	7550	13	7556	13	7562	13	7568	13	7575	13
35 - 44	9182	16	9189	16	9197	16	9204	16	9212	16	9219	16
45 - 54	7794	14	7800	14	7807	14	7813	14	7820	14	7825	14
55 - 64	7134	13	7140	13	7146	13	7151	13	7157	13	7163	13
65 +	9265	16	9272	16	9279	16	9287	16	9294	16	9302	16
Adults												
Total	47539	100	47577	100	47616	100	47654	100	47693	100	47731	100
AB	10385	22	10393	22	10402	22	10410	22	10419	22	10427	22
C1	13247	28	13258	28	13269	28	13280	28	13290	28	13302	28
C2	9877	21	9885	21	9893	21	9901	21	9909	21	9917	21
DE	14030	30	14041	30	14052	30	14063	30	14075	30	14085	30

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27341	100	27362	100	27385	100	27407	100	27430	100	27451	100
Age												
4 - 15	4477	16	4481	16	4484	16	4488	16	4492	16	4495	16
16 - 24	3340	12	3341	12	3345	12	3348	12	3350	12	3353	12
25 - 34	3696	14	3699	14	3702	14	3704	14	3709	14	3711	14
35 - 44	4494	16	4497	16	4501	16	4505	16	4508	16	4511	16
45 - 54	3817	14	3820	14	3823	14	3825	14	3829	14	3832	14
55 - 64	3469	13	3471	13	3474	13	3477	13	3479	13	3483	13
65 +	4048	15	4053	15	4056	15	4060	15	4063	15	4066	15
Adults												
Total	22864	100	22881	100	22901	100	22919	100	22938	100	22956	100
AB	5204	23	5208	23	5213	23	5217	23	5221	23	5226	23
C1	6221	27	6226	27	6231	27	6236	27	6241	27	6246	27
C2	5235	23	5239	23	5243	23	5247	23	5251	23	5255	23
DE	6204	27	6208	27	6214	27	6219	27	6225	27	6229	27
Working F/T	13868	61	13879	61	13891	61	13902	61	13913	61	13924	61
Not Working	8996	39	9002	39	9010	39	9017	39	9025	39	9032	39

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27474	100	27496	100	27518	100	27540	100	27563	100	27585	100
Age												
4 - 15	4499	16	4503	16	4506	16	4510	16	4514	16	4517	16
16 - 24	3356	12	3359	12	3361	12	3364	12	3366	12	3369	12
25 - 34	3714	14	3717	14	3720	14	3723	14	3726	14	3730	14
35 - 44	4515	16	4519	16	4523	16	4526	16	4530	16	4534	16
45 - 54	3835	14	3837	14	3841	14	3844	14	3848	14	3849	14
55 - 64	3485	13	3488	13	3491	13	3494	13	3496	13	3499	13
65 +	4070	15	4073	15	4076	15	4079	15	4083	15	4087	15
Adults												
Total	22975	100	22993	100	23012	100	23030	100	23049	100	23068	100
AB	5230	23	5234	23	5239	23	5243	23	5247	23	5251	23
C1	6251	27	6256	27	6261	27	6266	27	6272	27	6277	27
C2	5260	23	5264	23	5268	23	5273	23	5277	23	5282	23
DE	6234	27	6239	27	6244	27	6248	27	6253	27	6258	27
Working F/T	13936	61	13946	61	13958	61	13969	61	13981	61	13992	61
Not Working	9039	39	9047	39	9054	39	9061	39	9068	39	9076	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28695	100	28719	100	28742	100	28765	100	28788	100	28812	100
Age												
4 - 15	4250	15	4253	15	4257	15	4260	15	4263	15	4267	15
16 - 24	3249	11	3253	11	3255	11	3257	11	3260	11	3262	11
25 - 34	3811	13	3814	13	3817	13	3821	13	3823	13	3827	13
35 - 44	4644	16	4648	16	4651	16	4655	16	4659	16	4664	16
45 - 54	3940	14	3943	14	3947	14	3950	14	3953	14	3956	14
55 - 64	3631	13	3634	13	3637	13	3640	13	3644	13	3645	13
65 +	5170	18	5174	18	5178	18	5182	18	5186	18	5191	18
Adults												
Total	24445	100	24466	100	24485	100	24505	100	24525	100	24545	100
AB	5129	21	5134	21	5138	21	5142	21	5147	21	5150	21
C1	6962	28	6968	28	6973	28	6979	28	6984	28	6991	28
C2	4595	19	4598	19	4602	19	4606	19	4610	19	4614	19
DE	7759	32	7766	32	7772	32	7778	32	7784	32	7790	32
Working F/T	7732	32	7738	32	7744	32	7751	32	7758	32	7764	32
Not Working	16713	68	16728	68	16741	68	16754	68	16767	68	16781	68

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28835	100	28858	100	28882	100	28905	100	28928	100	28951	100
Age												
4 - 15	4271	15	4274	15	4278	15	4281	15	4284	15	4288	15
16 - 24	3264	11	3267	11	3270	11	3273	11	3276	11	3278	11
25 - 34	3830	13	3833	13	3836	13	3839	13	3842	13	3845	13
35 - 44	4667	16	4670	16	4674	16	4678	16	4682	16	4685	16
45 - 54	3959	14	3963	14	3966	14	3969	14	3972	14	3976	14
55 - 64	3649	13	3652	13	3655	13	3657	13	3661	13	3664	13
65 +	5195	18	5199	18	5203	18	5208	18	5211	18	5215	18
Adults												
Total	24564	100	24584	100	24604	100	24624	100	24644	100	24663	100
AB	5155	21	5159	21	5163	21	5167	21	5172	21	5176	21
C1	6996	28	7002	28	7008	28	7014	28	7018	28	7025	28
C2	4617	19	4621	19	4625	19	4628	19	4632	19	4635	19
DE	7796	32	7802	32	7808	32	7815	32	7822	32	7827	32
Working F/T	7769	32	7777	32	7783	32	7789	32	7795	32	7801	32
Not Working	16795	68	16807	68	16821	68	16835	68	16849	68	16862	68

London

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6034	100	6040	100	6045	100	6050	100	6055	100	6061	100
TV Households	5830	97	5835	97	5840	97	5845	97	5850	97	5855	97
ITV Households	4993	83	4998	83	5002	83	5007	83	5011	83	5015	83

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6066	100	6071	100	6077	100	6082	100	6087	100	6093	100
TV Households	5860	97	5865	97	5871	97	5876	97	5881	97	5886	97
ITV Households	5020	83	5024	83	5029	83	5033	83	5037	83	5042	83

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	4993	100	4998	100	5002	100	5007	100	5011	100	5015	100
Social Class												
AB	1410	28	1411	28	1412	28	1414	28	1416	28	1416	28
C1	1442	29	1444	29	1445	29	1446	29	1447	29	1449	29
C2	784	16	785	16	786	16	786	16	787	16	788	16
DE	1357	27	1358	27	1359	27	1361	27	1361	27	1362	27
Housewife Age												
Under 25	256	5	258	5	257	5	257	5	257	5	258	5
25 - 34	1006	20	1007	20	1008	20	1009	20	1010	20	1011	20
35 - 44	1144	23	1145	23	1146	23	1147	23	1148	23	1149	23
45 - 54	849	17	849	17	850	17	851	17	852	17	852	17
55 - 64	709	14	709	14	710	14	711	14	711	14	712	14
65 +	1029	21	1030	21	1031	21	1032	21	1033	21	1033	21
Size												
1	1595	32	1597	32	1598	32	1600	32	1601	32	1603	32
2	1515	30	1516	30	1518	30	1519	30	1520	30	1522	30
3	770	15	770	15	771	15	772	15	773	15	773	15
4+	1113	22	1115	22	1115	22	1116	22	1117	22	1117	22
Children												
Without	3628	73	3632	73	3635	73	3639	73	3641	73	3645	73
With	1365	27	1366	27	1367	27	1368	27	1370	27	1370	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5020	100	5024	100	5029	100	5033	100	5037	100	5042	100
Social Class												
AB	1418	28	1419	28	1420	28	1421	28	1423	28	1424	28
C1	1450	29	1451	29	1452	29	1454	29	1455	29	1456	29
C2	789	16	789	16	790	16	791	16	791	16	792	16
DE	1363	27	1365	27	1367	27	1367	27	1368	27	1370	27
Housewife Age												
Under 25	259	5	258	5	258	5	258	5	259	5	259	5
25 - 34	1011	20	1012	20	1013	20	1014	20	1015	20	1016	20
35 - 44	1150	23	1151	23	1152	23	1153	23	1154	23	1155	23
45 - 54	853	17	854	17	855	17	855	17	856	17	857	17
55 - 64	713	14	713	14	714	14	714	14	715	14	716	14
65 +	1034	21	1036	21	1037	21	1039	21	1038	21	1039	21
Size												
1	1604	32	1605	32	1607	32	1608	32	1610	32	1611	32
2	1523	30	1524	30	1526	30	1527	30	1528	30	1530	30
3	774	15	775	15	775	15	776	15	777	15	777	15
4+	1119	22	1120	22	1121	22	1122	22	1122	22	1124	22
Children												
Without	3648	73	3651	73	3655	73	3657	73	3661	73	3664	73
With	1372	27	1373	27	1374	27	1376	27	1376	27	1378	27

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11278	100	11288	100	11298	100	11308	100	11318	100	11328	100
Age												
4 - 9	870	8	870	8	871	8	873	8	873	8	874	8
10 - 15	887	8	888	8	889	8	889	8	890	8	891	8
16 - 24	1331	12	1333	12	1334	12	1335	12	1336	12	1337	12
25 - 34	1972	17	1973	17	1975	17	1977	17	1979	17	1980	17
35 - 44	2001	18	2003	18	2004	18	2006	18	2008	18	2010	18
45 - 54	1484	13	1485	13	1487	13	1488	13	1489	13	1491	13
55 - 64	1192	11	1193	11	1194	11	1195	11	1196	11	1197	11
65 +	1541	14	1543	14	1544	14	1545	14	1547	14	1548	14
Adults												
Total	9521	100	9530	100	9538	100	9546	100	9555	100	9563	100
AB	2852	30	2855	30	2857	30	2860	30	2863	30	2865	30
C1	2766	29	2768	29	2771	29	2773	29	2775	29	2778	29
C2	1634	17	1636	17	1637	17	1639	17	1640	17	1642	17
DE	2269	24	2271	24	2273	24	2274	24	2277	24	2278	24

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11338	100	11348	100	11357	100	11367	100	11377	100	11387	100
Age												
4 - 9	874	8	875	8	876	8	876	8	877	8	877	8
10 - 15	892	8	893	8	893	8	894	8	895	8	896	8
16 - 24	1339	12	1339	12	1340	12	1342	12	1343	12	1344	12
25 - 34	1982	17	1984	17	1986	17	1987	17	1989	17	1991	17
35 - 44	2011	18	2014	18	2015	18	2017	18	2019	18	2021	18
45 - 54	1492	13	1493	13	1495	13	1497	13	1497	13	1499	13
55 - 64	1198	11	1199	11	1200	11	1201	11	1202	11	1203	11
65 +	1550	14	1551	14	1552	14	1553	14	1555	14	1556	14
Adults												
Total	9572	100	9580	100	9588	100	9597	100	9605	100	9614	100
AB	2868	30	2870	30	2873	30	2875	30	2878	30	2880	30
C1	2780	29	2783	29	2785	29	2788	29	2790	29	2793	29
C2	1643	17	1644	17	1646	17	1647	17	1648	17	1650	17
DE	2281	24	2283	24	2284	24	2287	24	2289	24	2291	24

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5563	100	5568	100	5573	100	5578	100	5583	100	5588	100
Age												
4 - 15	900	16	901	16	902	16	903	16	903	16	905	16
16 - 24	664	12	666	12	665	12	666	12	667	12	667	12
25 - 34	1000	18	1000	18	1002	18	1003	18	1004	18	1004	18
35 - 44	1010	18	1010	18	1011	18	1012	18	1013	18	1014	18
45 - 54	731	13	732	13	732	13	733	13	733	13	734	13
55 - 64	580	10	580	10	581	10	581	10	582	10	582	10
65 +	678	12	679	12	680	12	680	12	681	12	682	12
Adults												
Total	4663	100	4667	100	4671	100	4675	100	4680	100	4683	100
AB	1462	31	1463	31	1464	31	1466	31	1467	31	1468	31
C1	1304	28	1305	28	1307	28	1307	28	1309	28	1310	28
C2	878	19	879	19	880	19	881	19	882	19	883	19
DE	1019	22	1020	22	1020	22	1021	22	1022	22	1022	22
Working F/T	3010	65	3013	65	3015	65	3018	65	3021	65	3023	65
Not Working	1653	35	1654	35	1656	35	1657	35	1659	35	1660	35

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5593	100	5598	100	5602	100	5607	100	5612	100	5617	100
Age												
4 - 15	905	16	906	16	906	16	907	16	908	16	908	16
16 - 24	669	12	668	12	669	12	670	12	670	12	671	12
25 - 34	1005	18	1006	18	1007	18	1007	18	1009	18	1009	18
35 - 44	1014	18	1016	18	1016	18	1017	18	1019	18	1020	18
45 - 54	735	13	735	13	737	13	738	13	737	13	738	13
55 - 64	583	10	583	10	584	10	584	10	584	10	586	10
65 +	682	12	684	12	683	12	684	12	685	12	685	12
Adults												
Total	4688	100	4692	100	4696	100	4700	100	4704	100	4709	100
AB	1470	31	1471	31	1472	31	1473	31	1475	31	1476	31
C1	1310	28	1312	28	1313	28	1315	28	1315	28	1317	28
C2	883	19	884	19	885	19	885	19	886	19	887	19
DE	1025	22	1025	22	1026	22	1027	22	1028	22	1029	22
Working F/T	3026	65	3029	65	3031	65	3034	65	3036	65	3039	65
Not Working	1662	35	1663	35	1665	35	1666	35	1668	35	1670	35

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5715	100	5720	100	5725	100	5730	100	5735	100	5740	100
Age												
4 - 15	857	15	857	15	858	15	859	15	860	15	860	15
16 - 24	667	12	667	12	669	12	669	12	669	12	670	12
25 - 34	972	17	973	17	973	17	974	17	975	17	976	17
35 - 44	991	17	993	17	993	17	994	17	995	17	996	17
45 - 54	753	13	753	13	755	13	755	13	756	13	757	13
55 - 64	612	11	613	11	613	11	614	11	614	11	615	11
65 +	863	15	864	15	864	15	865	15	866	15	866	15
Adults												
Total	4858	100	4863	100	4867	100	4871	100	4875	100	4880	100
AB	1390	29	1392	29	1393	29	1394	29	1396	29	1397	29
C1	1462	30	1463	30	1464	30	1466	30	1466	30	1468	30
C2	756	16	757	16	757	16	758	16	758	16	759	16
DE	1250	26	1251	26	1253	26	1253	26	1255	26	1256	26
Working F/T	1722	35	1724	35	1725	35	1726	35	1728	35	1730	35
Not Working	3136	65	3139	65	3142	65	3145	65	3147	65	3150	65

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5745	100	5750	100	5755	100	5760	100	5765	100	5770	100
Age												
4 - 15	861	15	862	15	863	15	863	15	864	15	865	15
16 - 24	670	12	671	12	671	12	672	12	673	12	673	12
25 - 34	977	17	978	17	979	17	980	17	980	17	982	17
35 - 44	997	17	998	17	999	17	1000	17	1000	17	1001	17
45 - 54	757	13	758	13	758	13	759	13	760	13	761	13
55 - 64	615	11	616	11	616	11	617	11	618	11	617	11
65 +	868	15	867	15	869	15	869	15	870	15	871	15
Adults												
Total	4884	100	4888	100	4892	100	4897	100	4901	100	4905	100
AB	1398	29	1399	29	1401	29	1402	29	1403	29	1404	29
C1	1470	30	1471	30	1472	30	1473	30	1475	30	1476	30
C2	760	16	760	16	761	16	762	16	762	16	763	16
DE	1256	26	1258	26	1258	26	1260	26	1261	26	1262	26
Working F/T	1731	35	1732	35	1734	35	1736	35	1738	35	1739	35
Not Working	3153	65	3156	65	3158	65	3161	65	3163	65	3166	65

Midlands

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4931	100	4935	100	4939	100	4943	100	4947	100	4951	100
TV Households	4828	98	4832	98	4836	98	4840	98	4843	98	4847	98
ITV Households	3917	79	3920	79	3923	79	3926	79	3929	79	3932	79

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4955	100	4959	100	4963	100	4967	100	4971	100	4975	100
TV Households	4851	98	4855	98	4859	98	4863	98	4867	98	4871	98
ITV Households	3935	79	3938	79	3941	79	3944	79	3947	79	3950	79

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3917	100	3920	100	3923	100	3926	100	3929	100	3932	100
Social Class													
	AB	773	20	774	20	775	20	775	20	775	20	776	20
	C1	1020	26	1020	26	1021	26	1022	26	1023	26	1024	26
	C2	760	19	761	19	761	19	762	19	763	19	763	19
	DE	1364	35	1365	35	1366	35	1367	35	1368	35	1369	35
Housewife Age													
	Under 25	200	5	200	5	201	5	200	5	200	5	199	5
	25 - 34	599	15	600	15	600	15	601	15	601	15	602	15
	35 - 44	803	21	804	21	804	21	805	21	805	21	806	21
	45 - 54	704	18	704	18	705	18	705	18	706	18	707	18
	55 - 64	662	17	663	17	663	17	664	17	664	17	665	17
	65 +	949	24	949	24	950	24	951	24	953	24	953	24
Size													
	1	1146	29	1147	29	1148	29	1149	29	1150	29	1151	29
	2	1371	35	1372	35	1373	35	1374	35	1375	35	1377	35
	3	636	16	636	16	637	16	637	16	638	16	638	16
	4+	764	20	765	20	765	20	766	20	766	20	766	20
Children													
	Without	2873	73	2875	73	2877	73	2880	73	2882	73	2884	73
	With	1044	27	1045	27	1046	27	1046	27	1047	27	1048	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3935	100	3938	100	3941	100	3944	100	3947	100	3950	100
Social Class												
AB	777	20	777	20	778	20	778	20	779	20	780	20
C1	1024	26	1025	26	1026	26	1027	26	1028	26	1028	26
C2	764	19	764	19	765	19	766	19	766	19	767	19
DE	1370	35	1372	35	1372	35	1373	35	1374	35	1375	35
Housewife Age												
Under 25	201	5	201	5	201	5	201	5	202	5	200	5
25 - 34	602	15	603	15	603	15	604	15	604	15	605	15
35 - 44	807	21	807	20	808	21	809	21	809	20	810	21
45 - 54	707	18	708	18	708	18	709	18	709	18	710	18
55 - 64	665	17	666	17	666	17	667	17	667	17	668	17
65 +	953	24	953	24	955	24	954	24	956	24	957	24
Size												
1	1152	29	1152	29	1152	29	1154	29	1155	29	1156	29
2	1378	35	1379	35	1380	35	1381	35	1382	35	1383	35
3	639	16	639	16	640	16	640	16	641	16	641	16
4+	766	19	768	20	769	20	769	19	769	19	770	19
Children												
Without	2886	73	2888	73	2890	73	2893	73	2895	73	2897	73
With	1049	27	1050	27	1051	27	1051	27	1052	27	1053	27

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8749	100	8756	100	8763	100	8770	100	8777	100	8783	100
Age												
4 - 9	665	8	666	8	667	8	667	8	668	8	668	8
10 - 15	710	8	711	8	711	8	712	8	712	8	713	8
16 - 24	1027	12	1028	12	1029	12	1030	12	1031	12	1032	12
25 - 34	1129	13	1130	13	1131	13	1132	13	1132	13	1133	13
35 - 44	1420	16	1420	16	1421	16	1422	16	1423	16	1424	16
45 - 54	1228	14	1228	14	1230	14	1231	14	1232	14	1233	14
55 - 64	1141	13	1142	13	1143	13	1144	13	1145	13	1145	13
65 +	1429	16	1431	16	1431	16	1432	16	1434	16	1435	16
Adults												
Total	7374	100	7379	100	7385	100	7391	100	7397	100	7402	100
AB	1546	21	1547	21	1548	21	1549	21	1551	21	1552	21
C1	1971	27	1973	27	1974	27	1976	27	1977	27	1979	27
C2	1580	21	1581	21	1582	21	1583	21	1584	21	1586	21
DE	2277	31	2278	31	2281	31	2283	31	2285	31	2285	31

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8790	100	8797	100	8804	100	8810	100	8817	100	8824	100
Age												
4 - 9	669	8	669	8	670	8	670	8	670	8	672	8
10 - 15	713	8	714	8	715	8	715	8	716	8	716	8
16 - 24	1032	12	1033	12	1034	12	1034	12	1035	12	1036	12
25 - 34	1134	13	1135	13	1136	13	1137	13	1138	13	1138	13
35 - 44	1426	16	1427	16	1427	16	1429	16	1430	16	1431	16
45 - 54	1234	14	1235	14	1236	14	1237	14	1238	14	1239	14
55 - 64	1146	13	1147	13	1148	13	1149	13	1150	13	1151	13
65 +	1436	16	1437	16	1438	16	1439	16	1440	16	1441	16
Adults												
Total	7408	100	7414	100	7419	100	7425	100	7431	100	7436	100
AB	1553	21	1554	21	1555	21	1557	21	1557	21	1559	21
C1	1980	27	1982	27	1984	27	1985	27	1987	27	1988	27
C2	1587	21	1589	21	1589	21	1590	21	1592	21	1593	21
DE	2288	31	2289	31	2291	31	2293	31	2295	31	2296	31

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4294	100	4298	100	4301	100	4304	100	4308	100	4311	100
Age												
4 - 15	701	16	702	16	703	16	703	16	704	16	704	16
16 - 24	530	12	530	12	530	12	531	12	531	12	532	12
25 - 34	549	13	550	13	551	13	551	13	551	13	552	13
35 - 44	708	16	709	16	709	16	710	16	710	16	711	16
45 - 54	607	14	607	14	608	14	608	14	609	14	609	14
55 - 64	570	13	571	13	571	13	571	13	572	13	572	13
65 +	629	15	629	15	629	15	630	15	631	15	631	15
Adults												
Total	3593	100	3596	100	3598	100	3601	100	3604	100	3607	100
AB	780	22	781	22	780	22	781	22	783	22	783	22
C1	949	26	950	26	951	26	952	26	952	26	953	26
C2	834	23	834	23	835	23	835	23	835	23	837	23
DE	1030	29	1031	29	1032	29	1033	29	1034	29	1034	29
Working F/T	2227	62	2228	62	2230	62	2232	62	2234	62	2235	62
Not Working	1366	38	1368	38	1368	38	1369	38	1370	38	1372	38

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4314	100	4318	100	4321	100	4324	100	4328	100	4331	100
Age												
4 - 15	705	16	705	16	706	16	706	16	707	16	708	16
16 - 24	532	12	533	12	533	12	533	12	534	12	534	12
25 - 34	552	13	552	13	553	13	554	13	554	13	554	13
35 - 44	711	16	712	16	712	16	713	16	713	16	714	16
45 - 54	610	14	611	14	611	14	611	14	612	14	612	14
55 - 64	573	13	573	13	574	13	574	13	575	13	575	13
65 +	631	15	632	15	632	15	633	15	633	15	634	15
Adults												
Total	3609	100	3613	100	3615	100	3618	100	3621	100	3623	100
AB	783	22	784	22	785	22	785	22	786	22	786	22
C1	954	26	955	26	955	26	956	26	957	26	958	26
C2	837	23	839	23	838	23	839	23	840	23	840	23
DE	1035	29	1035	29	1037	29	1038	29	1038	29	1039	29
Working F/T	2237	62	2239	62	2240	62	2242	62	2244	62	2246	62
Not Working	1372	38	1374	38	1375	38	1376	38	1377	38	1377	38

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4455	100	4458	100	4462	100	4466	100	4469	100	4472	100
Age												
4 - 15	674	15	675	15	675	15	676	15	676	15	677	15
16 - 24	497	11	498	11	499	11	499	11	500	11	500	11
25 - 34	580	13	580	13	580	13	581	13	581	13	581	13
35 - 44	712	16	711	16	712	16	712	16	713	16	713	16
45 - 54	621	14	621	14	622	14	623	14	623	14	624	14
55 - 64	571	13	571	13	572	13	573	13	573	13	573	13
65 +	800	18	802	18	802	18	802	18	803	18	804	18
Adults												
Total	3781	100	3783	100	3787	100	3790	100	3793	100	3795	100
AB	766	20	766	20	768	20	768	20	768	20	769	20
C1	1022	27	1023	27	1023	27	1024	27	1025	27	1026	27
C2	746	20	747	20	747	20	748	20	749	20	749	20
DE	1247	33	1247	33	1249	33	1250	33	1251	33	1251	33
Working F/T	1192	32	1194	32	1195	32	1195	32	1196	32	1197	32
Not Working	2589	68	2589	68	2592	68	2595	68	2597	68	2598	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4476	100	4479	100	4483	100	4486	100	4489	100	4493	100
Age												
4 - 15	677	15	678	15	679	15	679	15	679	15	680	15
16 - 24	500	11	500	11	501	11	501	11	501	11	502	11
25 - 34	582	13	583	13	583	13	583	13	584	13	584	13
35 - 44	715	16	715	16	715	16	716	16	717	16	717	16
45 - 54	624	14	624	14	625	14	626	14	626	14	627	14
55 - 64	573	13	574	13	574	13	575	13	575	13	576	13
65 +	805	18	805	18	806	18	806	18	807	18	807	18
Adults												
Total	3799	100	3801	100	3804	100	3807	100	3810	100	3813	100
AB	770	20	770	20	770	20	772	20	771	20	773	20
C1	1026	27	1027	27	1029	27	1029	27	1030	27	1030	27
C2	750	20	750	20	751	20	751	20	752	20	753	20
DE	1253	33	1254	33	1254	33	1255	33	1257	33	1257	33
Working F/T	1198	32	1199	32	1201	32	1201	32	1202	32	1202	32
Not Working	2601	68	2602	68	2603	68	2606	68	2608	68	2611	68

North West

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3234	100	3237	100	3239	100	3241	100	3243	100	3245	100
TV Households	3176	98	3178	98	3180	98	3182	98	3184	98	3187	98
ITV Households	2906	90	2908	90	2910	90	2912	90	2914	90	2916	90

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3248	100	3250	100	3252	100	3254	100	3257	100	3259	100
TV Households	3189	98	3191	98	3193	98	3195	98	3198	98	3200	98
ITV Households	2918	90	2920	90	2922	90	2924	90	2926	90	2928	90

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2906	100	2908	100	2910	100	2912	100	2914	100	2916	100
Social Class													
	AB	468	16	468	16	469	16	468	16	469	16	470	16
	C1	780	27	781	27	781	27	782	27	782	27	783	27
	C2	531	18	531	18	531	18	532	18	532	18	532	18
	DE	1127	39	1128	39	1129	39	1130	39	1131	39	1131	39
Housewife Age													
	Under 25	148	5	148	5	150	5	149	5	149	5	149	5
	25 - 34	437	15	437	15	437	15	438	15	438	15	438	15
	35 - 44	598	21	598	21	598	21	599	21	599	21	600	21
	45 - 54	513	18	514	18	514	18	514	18	515	18	515	18
	55 - 64	495	17	495	17	495	17	496	17	496	17	496	17
	65 +	715	25	716	25	716	25	716	25	717	25	718	25
Size													
	1	923	32	923	32	924	32	925	32	924	32	926	32
	2	965	33	966	33	966	33	967	33	968	33	968	33
	3	478	16	479	16	479	16	479	16	480	16	480	16
	4+	540	19	540	19	541	19	541	19	542	19	542	19
Children													
	Without	2144	74	2145	74	2146	74	2148	74	2149	74	2151	74
	With	762	26	763	26	764	26	764	26	765	26	765	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2918	100	2920	100	2922	100	2924	100	2926	100	2928	100
Social Class												
AB	470	16	470	16	470	16	471	16	471	16	471	16
C1	783	27	784	27	785	27	785	27	786	27	786	27
C2	533	18	533	18	534	18	534	18	534	18	535	18
DE	1132	39	1133	39	1133	39	1134	39	1135	39	1136	39
Housewife Age												
Under 25	149	5	149	5	150	5	150	5	149	5	150	5
25 - 34	439	15	439	15	439	15	439	15	440	15	440	15
35 - 44	600	21	600	21	601	21	601	21	602	21	602	21
45 - 54	515	18	516	18	516	18	516	18	517	18	517	18
55 - 64	497	17	497	17	497	17	498	17	498	17	498	17
65 +	718	25	719	25	719	25	720	25	720	25	721	25
Size												
1	927	32	927	32	928	32	928	32	930	32	930	32
2	969	33	970	33	970	33	971	33	971	33	972	33
3	480	16	480	16	481	16	481	16	481	16	482	16
4+	542	19	543	19	543	19	544	19	544	19	544	19
Children												
Without	2152	74	2154	74	2155	74	2157	74	2158	74	2160	74
With	766	26	766	26	767	26	767	26	768	26	768	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6400	100	6404	100	6409	100	6413	100	6417	100	6422	100
Age												
4 - 9	485	8	485	8	486	8	486	8	486	8	487	8
10 - 15	529	8	530	8	530	8	530	8	531	8	531	8
16 - 24	786	12	786	12	787	12	787	12	787	12	788	12
25 - 34	807	13	808	13	808	13	810	13	810	13	811	13
35 - 44	1026	16	1026	16	1027	16	1027	16	1029	16	1028	16
45 - 54	885	14	886	14	886	14	888	14	888	14	888	14
55 - 64	827	13	827	13	828	13	828	13	829	13	830	13
65 +	1055	16	1056	16	1057	16	1057	16	1057	16	1059	16
Adults												
Total	5386	100	5389	100	5393	100	5397	100	5400	100	5404	100
AB	960	18	961	18	962	18	962	18	963	18	964	18
C1	1501	28	1501	28	1502	28	1504	28	1504	28	1505	28
C2	1102	20	1102	20	1103	20	1104	20	1105	20	1105	20
DE	1823	34	1825	34	1826	34	1827	34	1828	34	1830	34

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6426	100	6430	100	6435	100	6439	100	6444	100	6448	100
Age												
4 - 9	487	8	487	8	488	8	489	8	488	8	489	8
10 - 15	531	8	532	8	532	8	532	8	533	8	533	8
16 - 24	789	12	789	12	790	12	790	12	791	12	791	12
25 - 34	811	13	811	13	812	13	812	13	813	13	814	13
35 - 44	1029	16	1031	16	1031	16	1033	16	1032	16	1033	16
45 - 54	889	14	889	14	890	14	889	14	891	14	892	14
55 - 64	830	13	831	13	831	13	832	13	832	13	833	13
65 +	1060	16	1060	16	1061	16	1062	16	1064	17	1063	16
Adults												
Total	5408	100	5411	100	5415	100	5418	100	5423	100	5426	100
AB	964	18	965	18	966	18	966	18	967	18	968	18
C1	1507	28	1507	28	1508	28	1510	28	1511	28	1511	28
C2	1106	20	1107	20	1108	20	1108	20	1109	20	1110	20
DE	1831	34	1832	34	1833	34	1834	34	1836	34	1837	34

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3112	100	3114	100	3117	100	3119	100	3120	100	3123	100
Age												
4 - 15	519	17	519	17	520	17	520	17	520	17	521	17
16 - 24	401	13	401	13	401	13	401	13	401	13	402	13
25 - 34	393	13	393	13	394	13	395	13	395	13	395	13
35 - 44	499	16	499	16	500	16	500	16	501	16	500	16
45 - 54	436	14	436	14	436	14	437	14	437	14	437	14
55 - 64	403	13	404	13	404	13	404	13	405	13	405	13
65 +	461	15	462	15	462	15	462	15	461	15	463	15
Adults												
Total	2593	100	2595	100	2597	100	2599	100	2600	100	2602	100
AB	477	18	478	18	479	18	478	18	479	18	479	18
C1	710	27	710	27	710	27	712	27	711	27	712	27
C2	593	23	593	23	593	23	594	23	595	23	595	23
DE	813	31	814	31	815	31	815	31	815	31	816	31
Working F/T	1497	58	1498	58	1499	58	1500	58	1501	58	1501	58
Not Working	1096	42	1097	42	1098	42	1099	42	1099	42	1101	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3125	100	3127	100	3130	100	3131	100	3134	100	3136	100
Age												
4 - 15	521	17	521	17	522	17	522	17	522	17	523	17
16 - 24	402	13	402	13	403	13	403	13	404	13	404	13
25 - 34	395	13	395	13	395	13	395	13	396	13	396	13
35 - 44	501	16	502	16	502	16	504	16	502	16	503	16
45 - 54	438	14	437	14	438	14	437	14	439	14	439	14
55 - 64	405	13	406	13	406	13	406	13	406	13	406	13
65 +	463	15	464	15	464	15	464	15	465	15	465	15
Adults												
Total	2604	100	2606	100	2608	100	2609	100	2612	100	2613	100
AB	479	18	480	18	480	18	480	18	481	18	481	18
C1	713	27	713	27	714	27	715	27	715	27	715	27
C2	595	23	596	23	596	23	596	23	597	23	597	23
DE	817	31	817	31	818	31	818	31	819	31	820	31
Working F/T	1503	58	1504	58	1505	58	1506	58	1508	58	1508	58
Not Working	1101	42	1102	42	1103	42	1103	42	1104	42	1105	42

Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3288	100	3290	100	3292	100	3294	100	3297	100	3299	100
Age												
4 - 15	495	15	496	15	496	15	496	15	497	15	497	15
16 - 24	385	12	385	12	386	12	386	12	386	12	386	12
25 - 34	414	13	415	13	414	13	415	13	415	13	416	13
35 - 44	527	16	527	16	527	16	527	16	528	16	528	16
45 - 54	449	14	450	14	450	14	451	14	451	14	451	14
55 - 64	424	13	423	13	424	13	424	13	424	13	425	13
65 +	594	18	594	18	595	18	595	18	596	18	596	18
Adults												
Total	2793	100	2794	100	2796	100	2798	100	2800	100	2802	100
AB	483	17	483	17	483	17	484	17	484	17	485	17
C1	791	28	791	28	792	28	792	28	793	28	793	28
C2	509	18	509	18	510	18	510	18	510	18	510	18
DE	1010	36	1011	36	1011	36	1012	36	1013	36	1014	36
Working F/T	857	31	857	31	858	31	859	31	858	31	860	31
Not Working	1936	69	1937	69	1938	69	1939	69	1942	69	1942	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3301	100	3303	100	3305	100	3308	100	3310	100	3312	100
Age												
4 - 15	497	15	498	15	498	15	499	15	499	15	499	15
16 - 24	387	12	387	12	387	12	387	12	387	12	387	12
25 - 34	416	13	416	13	417	13	417	13	417	13	418	13
35 - 44	528	16	529	16	529	16	529	16	530	16	530	16
45 - 54	451	14	452	14	452	14	452	14	452	14	453	14
55 - 64	425	13	425	13	425	13	426	13	426	13	427	13
65 +	597	18	596	18	597	18	598	18	599	18	598	18
Adults												
Total	2804	100	2805	100	2807	100	2809	100	2811	100	2813	100
AB	485	17	485	17	486	17	486	17	486	17	487	17
C1	794	28	794	28	794	28	795	28	796	28	796	28
C2	511	18	511	18	512	18	512	18	512	18	513	18
DE	1014	36	1015	36	1015	36	1016	36	1017	36	1017	36
Working F/T	860	31	861	31	861	31	861	31	862	31	863	31
Not Working	1944	69	1944	69	1946	69	1948	69	1949	69	1950	69

Yorkshire

Table 1

Television Reception

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2985	100	2987	100	2990	100	2992	100	2995	100	2997	100
TV Households	2919	98	2921	98	2924	98	2926	98	2929	98	2931	98
ITV Households	2504	84	2506	84	2508	84	2510	84	2512	84	2514	84

Table 1

Television Reception

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2999	100	3002	100	3004	100	3007	100	3009	100	3012	100
TV Households	2933	98	2936	98	2938	98	2941	98	2943	98	2945	98
ITV Households	2516	84	2518	84	2520	84	2522	84	2524	84	2526	84

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2504	100	2506	100	2508	100	2510	100	2512	100	2514	100
Social Class												
AB	364	15	364	15	365	15	364	15	365	15	366	15
C1	629	25	630	25	630	25	631	25	631	25	632	25
C2	510	20	510	20	510	20	511	20	511	20	512	20
DE	1001	40	1002	40	1003	40	1004	40	1005	40	1004	40
Housewife Age												
Under 25	149	6	149	6	150	6	150	6	150	6	150	6
25 - 34	371	15	371	15	372	15	372	15	372	15	372	15
35 - 44	508	20	509	20	509	20	510	20	510	20	510	20
45 - 54	427	17	427	17	428	17	428	17	428	17	429	17
55 - 64	417	17	418	17	418	17	418	17	419	17	419	17
65 +	632	25	632	25	631	25	632	25	633	25	634	25
Size												
1	740	30	740	30	740	30	741	30	742	30	743	30
2	905	36	906	36	907	36	907	36	908	36	909	36
3	381	15	381	15	382	15	382	15	382	15	383	15
4+	478	19	479	19	479	19	480	19	480	19	479	19
Children												
Without	1830	73	1832	73	1833	73	1835	73	1836	73	1838	73
With	674	27	674	27	675	27	675	27	676	27	676	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2516	100	2518	100	2520	100	2522	100	2524	100	2526	100
Social Class												
AB	366	15	366	15	367	15	367	15	367	15	367	15
C1	632	25	633	25	633	25	634	25	634	25	635	25
C2	512	20	512	20	513	20	513	20	514	20	514	20
DE	1006	40	1007	40	1007	40	1008	40	1009	40	1010	40
Housewife Age												
Under 25	149	6	150	6	150	6	150	6	151	6	151	6
25 - 34	373	15	373	15	373	15	374	15	374	15	374	15
35 - 44	511	20	511	20	512	20	512	20	512	20	513	20
45 - 54	429	17	430	17	430	17	430	17	431	17	431	17
55 - 64	419	17	420	17	420	17	420	17	421	17	421	17
65 +	635	25	634	25	635	25	636	25	635	25	636	25
Size												
1	743	30	744	30	744	30	745	30	745	30	746	30
2	910	36	910	36	911	36	912	36	912	36	913	36
3	383	15	383	15	383	15	384	15	384	15	384	15
4+	480	19	481	19	482	19	481	19	483	19	483	19
Children												
Without	1839	73	1841	73	1842	73	1844	73	1845	73	1846	73
With	677	27	677	27	678	27	678	27	679	27	680	27

Table 3 All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5554	100	5559	100	5563	100	5567	100	5572	100	5576	100
Age												
4 - 9	410	7	411	7	411	7	411	7	412	7	412	7
10 - 15	464	8	464	8	465	8	465	8	465	8	466	8
16 - 24	679	12	680	12	680	12	681	12	682	12	682	12
25 - 34	685	12	685	12	686	12	686	12	687	12	688	12
35 - 44	886	16	887	16	887	16	889	16	889	16	889	16
45 - 54	769	14	769	14	770	14	769	14	771	14	771	14
55 - 64	722	13	723	13	723	13	724	13	724	13	725	13
65 +	939	17	940	17	941	17	942	17	942	17	943	17
Adults												
Total	4680	100	4684	100	4687	100	4691	100	4695	100	4698	100
AB	751	16	751	16	752	16	752	16	753	16	754	16
C1	1207	26	1208	26	1209	26	1210	26	1211	26	1212	26
C2	1056	23	1058	23	1058	23	1059	23	1060	23	1060	23
DE	1666	36	1667	36	1668	36	1670	36	1671	36	1672	36

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5581	100	5585	100	5590	100	5594	100	5599	100	5603	100
Age												
4 - 9	412	7	413	7	413	7	413	7	413	7	414	7
10 - 15	467	8	466	8	467	8	468	8	468	8	468	8
16 - 24	683	12	683	12	684	12	684	12	686	12	685	12
25 - 34	688	12	689	12	689	12	690	12	690	12	691	12
35 - 44	890	16	891	16	892	16	892	16	892	16	894	16
45 - 54	772	14	773	14	773	14	774	14	775	14	775	14
55 - 64	725	13	726	13	727	13	727	13	728	13	728	13
65 +	944	17	944	17	945	17	946	17	947	17	948	17
Adults												
Total	4702	100	4706	100	4710	100	4713	100	4718	100	4721	100
AB	754	16	755	16	755	16	756	16	757	16	757	16
C1	1213	26	1214	26	1215	26	1216	26	1216	26	1218	26
C2	1061	23	1062	23	1064	23	1063	23	1066	23	1066	23
DE	1674	36	1675	36	1676	36	1678	36	1679	36	1680	36

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2711	100	2713	100	2715	100	2717	100	2719	100	2721	100
Age												
4 - 15	454	17	454	17	455	17	455	17	455	17	456	17
16 - 24	341	13	341	13	341	13	341	13	342	13	342	13
25 - 34	331	12	331	12	332	12	332	12	332	12	332	12
35 - 44	431	16	431	16	431	16	432	16	432	16	432	16
45 - 54	384	14	385	14	385	14	385	14	386	14	386	14
55 - 64	355	13	356	13	356	13	356	13	356	13	357	13
65 +	415	15	415	15	415	15	416	15	416	15	416	15
Adults												
Total	2257	100	2259	100	2260	100	2262	100	2264	100	2265	100
AB	374	17	374	17	374	17	374	17	375	17	375	17
C1	571	25	571	25	572	25	573	25	573	25	574	25
C2	565	25	566	25	566	25	566	25	567	25	566	25
DE	747	33	748	33	748	33	749	33	749	33	750	33
Working F/T	1337	59	1338	59	1339	59	1340	59	1341	59	1341	59
Not Working	920	41	921	41	921	41	922	41	923	41	924	41

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2724	100	2726	100	2728	100	2730	100	2733	100	2734	100
Age												
4 - 15	456	17	456	17	457	17	457	17	457	17	457	17
16 - 24	342	13	343	13	343	13	343	13	344	13	344	13
25 - 34	333	12	333	12	333	12	334	12	334	12	334	12
35 - 44	433	16	433	16	434	16	434	16	434	16	435	16
45 - 54	386	14	387	14	386	14	387	14	388	14	387	14
55 - 64	357	13	357	13	358	13	358	13	358	13	358	13
65 +	417	15	417	15	417	15	417	15	418	15	419	15
Adults												
Total	2268	100	2270	100	2271	100	2273	100	2276	100	2277	100
AB	376	17	376	17	376	17	376	17	377	17	377	17
C1	574	25	575	25	575	25	576	25	576	25	576	25
C2	568	25	568	25	569	25	568	25	569	25	571	25
DE	750	33	751	33	751	33	753	33	754	33	753	33
Working F/T	1344	59	1344	59	1345	59	1346	59	1349	59	1349	59
Not Working	924	41	926	41	926	41	927	41	927	41	928	41

Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2843	100	2846	100	2848	100	2850	100	2853	100	2855	100
Age												
4 - 15	420	15	421	15	421	15	421	15	422	15	422	15
16 - 24	338	12	339	12	339	12	340	12	340	12	340	12
25 - 34	354	12	354	12	354	12	354	12	355	12	356	12
35 - 44	455	16	456	16	456	16	457	16	457	16	457	16
45 - 54	385	14	384	13	385	14	384	13	385	13	385	13
55 - 64	367	13	367	13	367	13	368	13	368	13	368	13
65 +	524	18	525	18	526	18	526	18	526	18	527	18
Adults												
Total	2423	100	2425	100	2427	100	2429	100	2431	100	2433	100
AB	377	16	377	16	378	16	378	16	378	16	379	16
C1	636	26	637	26	637	26	637	26	638	26	638	26
C2	491	20	492	20	492	20	493	20	493	20	494	20
DE	919	38	919	38	920	38	921	38	922	38	922	38
Working F/T	734	30	735	30	735	30	736	30	737	30	738	30
Not Working	1689	70	1690	70	1692	70	1693	70	1694	70	1695	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2857	100	2859	100	2862	100	2864	100	2866	100	2869	100
Age												
4 - 15	423	15	423	15	423	15	424	15	424	15	425	15
16 - 24	341	12	340	12	341	12	341	12	342	12	341	12
25 - 34	355	12	356	12	356	12	356	12	356	12	357	12
35 - 44	457	16	458	16	458	16	458	16	458	16	459	16
45 - 54	386	14	386	14	387	14	387	14	387	14	388	14
55 - 64	368	13	369	13	369	13	369	13	370	13	370	13
65 +	527	18	527	18	528	18	529	18	529	18	529	18
Adults												
Total	2434	100	2436	100	2439	100	2440	100	2442	100	2444	100
AB	378	16	379	16	379	16	380	16	380	16	380	16
C1	639	26	639	26	640	26	640	26	640	26	642	26
C2	493	20	494	20	495	20	495	20	497	20	495	20
DE	924	38	924	38	925	38	925	38	925	38	927	38
Working F/T	737	30	739	30	739	30	740	30	740	30	740	30
Not Working	1697	70	1697	70	1700	70	1700	70	1702	70	1704	70

Central Scotland & North Scotland

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2176	100	2178	100	2179	100	2180	100	2182	100	2183	100
TV Households	2126	98	2128	98	2129	98	2130	98	2132	98	2133	98
ITV Households	2123	98	2125	98	2126	98	2127	98	2128	98	2130	98

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2184	100	2185	100	2187	100	2188	100	2189	100	2191	100
TV Households	2134	98	2135	98	2137	98	2138	98	2139	98	2141	98
ITV Households	2131	98	2132	98	2133	98	2135	98	2136	98	2137	98

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2123	100	2125	100	2126	100	2127	100	2128	100	2130	100
Social Class												
AB	372	18	372	18	373	18	373	18	373	18	373	18
C1	576	27	577	27	577	27	577	27	578	27	578	27
C2	400	19	401	19	401	19	401	19	401	19	402	19
DE	775	37	775	36	775	36	776	36	776	36	777	36
Housewife Age												
Under 25	110	5	111	5	111	5	111	5	111	5	112	5
25 - 34	318	15	318	15	318	15	318	15	318	15	319	15
35 - 44	430	20	430	20	431	20	431	20	431	20	431	20
45 - 54	395	19	395	19	395	19	395	19	396	19	396	19
55 - 64	348	16	349	16	349	16	349	16	349	16	349	16
65 +	522	25	522	25	522	25	523	25	523	25	523	25
Size												
1	731	34	733	34	733	34	734	35	734	34	734	34
2	704	33	704	33	704	33	705	33	705	33	706	33
3	318	15	318	15	318	15	318	15	318	15	319	15
4+	370	17	370	17	371	17	370	17	371	17	371	17
Children												
Without	1600	75	1601	75	1602	75	1603	75	1603	75	1605	75
With	523	25	524	25	524	25	524	25	525	25	525	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2131	100	2132	100	2133	100	2135	100	2136	100	2137	100
Social Class												
AB	373	18	374	18	374	18	374	18	374	18	374	18
C1	578	27	579	27	579	27	579	27	580	27	580	27
C2	402	19	402	19	402	19	403	19	403	19	403	19
DE	778	37	777	36	778	36	779	36	779	36	780	36
Housewife Age												
Under 25	111	5	111	5	112	5	113	5	111	5	111	5
25 - 34	319	15	319	15	319	15	319	15	319	15	320	15
35 - 44	432	20	432	20	432	20	432	20	433	20	433	20
45 - 54	396	19	396	19	396	19	397	19	397	19	397	19
55 - 64	350	16	350	16	350	16	350	16	351	16	351	16
65 +	523	25	524	25	524	25	524	25	525	25	525	25
Size												
1	735	34	735	34	736	35	737	35	736	34	737	34
2	706	33	707	33	707	33	707	33	708	33	708	33
3	319	15	319	15	319	15	319	15	320	15	320	15
4+	371	17	371	17	371	17	372	17	372	17	372	17
Children												
Without	1606	75	1607	75	1608	75	1609	75	1610	75	1611	75
With	525	25	525	25	525	25	526	25	526	25	526	25

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4517	100	4520	100	4523	100	4525	100	4528	100	4531	100
Age												
4 - 9	326	7	326	7	326	7	326	7	326	7	327	7
10 - 15	351	8	352	8	352	8	352	8	353	8	352	8
16 - 24	536	12	537	12	537	12	537	12	538	12	538	12
25 - 34	573	13	573	13	574	13	574	13	574	13	575	13
35 - 44	745	16	745	16	746	16	747	17	746	16	747	16
45 - 54	666	15	666	15	666	15	666	15	667	15	668	15
55 - 64	577	13	578	13	578	13	579	13	579	13	579	13
65 +	743	16	743	16	744	16	744	16	745	16	745	16
Adults												
Total	3840	100	3842	100	3845	100	3847	100	3849	100	3852	100
AB	721	19	722	19	722	19	722	19	724	19	724	19
C1	1078	28	1078	28	1079	28	1080	28	1080	28	1081	28
C2	813	21	814	21	815	21	815	21	814	21	816	21
DE	1228	32	1228	32	1229	32	1230	32	1231	32	1231	32

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4533	100	4536	100	4539	100	4542	100	4544	100	4547	100
Age												
4 - 9	327	7	327	7	327	7	328	7	328	7	328	7
10 - 15	353	8	353	8	353	8	353	8	353	8	354	8
16 - 24	537	12	539	12	539	12	539	12	540	12	540	12
25 - 34	575	13	575	13	576	13	576	13	576	13	576	13
35 - 44	749	17	748	16	749	17	749	16	749	16	750	16
45 - 54	668	15	668	15	669	15	669	15	670	15	670	15
55 - 64	580	13	580	13	580	13	581	13	581	13	581	13
65 +	744	16	746	16	746	16	747	16	747	16	748	16
Adults												
Total	3853	100	3856	100	3859	100	3861	100	3863	100	3865	100
AB	725	19	725	19	725	19	726	19	726	19	726	19
C1	1081	28	1082	28	1083	28	1083	28	1084	28	1085	28
C2	816	21	816	21	817	21	818	21	818	21	818	21
DE	1231	32	1233	32	1234	32	1234	32	1235	32	1236	32

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2165	100	2166	100	2168	100	2168	100	2170	100	2171	100
Age												
4 - 15	345	16	345	16	346	16	345	16	346	16	346	16
16 - 24	272	13	273	13	272	13	272	13	273	13	273	13
25 - 34	277	13	277	13	278	13	278	13	277	13	278	13
35 - 44	355	16	355	16	356	16	356	16	356	16	357	16
45 - 54	323	15	323	15	323	15	323	15	323	15	323	15
55 - 64	280	13	280	13	280	13	281	13	281	13	281	13
65 +	313	14	313	14	313	14	313	14	314	14	313	14
Adults												
Total	1820	100	1821	100	1822	100	1823	100	1824	100	1825	100
AB	356	20	357	20	356	20	357	20	357	20	358	20
C1	500	27	500	27	501	27	501	27	501	27	501	27
C2	435	24	435	24	436	24	435	24	435	24	436	24
DE	529	29	529	29	529	29	530	29	531	29	530	29
Working F/T	1071	59	1072	59	1072	59	1073	59	1073	59	1074	59
Not Working	749	41	749	41	750	41	750	41	751	41	751	41

Table4a Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2172	100	2174	100	2175	100	2176	100	2177	100	2179	100
Age												
4 - 15	346	16	347	16	347	16	347	16	347	16	347	16
16 - 24	273	13	273	13	273	13	273	13	274	13	274	13
25 - 34	278	13	278	13	279	13	279	13	278	13	279	13
35 - 44	356	16	357	16	357	16	357	16	357	16	358	16
45 - 54	324	15	324	15	324	15	324	15	325	15	324	15
55 - 64	281	13	281	13	281	13	282	13	282	13	282	13
65 +	314	14	314	14	314	14	314	14	314	14	315	14
Adults												
Total	1826	100	1827	100	1828	100	1829	100	1830	100	1832	100
AB	358	20	358	20	358	20	358	20	359	20	359	20
C1	501	27	502	27	502	27	503	28	502	27	503	27
C2	436	24	436	24	437	24	437	24	437	24	438	24
DE	531	29	531	29	531	29	531	29	532	29	532	29
Working F/T	1075	59	1075	59	1076	59	1076	59	1077	59	1078	59
Not Working	751	41	752	41	752	41	753	41	753	41	754	41

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2352	100	2354	100	2355	100	2357	100	2358	100	2360	100
Age												
4 - 15	332	14	333	14	332	14	333	14	333	14	333	14
16 - 24	264	11	264	11	265	11	265	11	265	11	265	11
25 - 34	296	13	296	13	296	13	296	13	297	13	297	13
35 - 44	390	17	390	17	390	17	391	17	390	17	390	17
45 - 54	343	15	343	15	343	15	343	15	344	15	345	15
55 - 64	297	13	298	13	298	13	298	13	298	13	298	13
65 +	430	18	430	18	431	18	431	18	431	18	432	18
Adults												
Total	2020	100	2021	100	2023	100	2024	100	2025	100	2027	100
AB	365	18	365	18	366	18	365	18	367	18	366	18
C1	578	29	578	29	578	29	579	29	579	29	580	29
C2	378	19	379	19	379	19	380	19	379	19	380	19
DE	699	35	699	35	700	35	700	35	700	35	701	35
Working F/T	658	33	658	33	659	33	659	33	660	33	661	33
Not Working	1362	67	1363	67	1364	67	1365	67	1365	67	1366	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2361	100	2362	100	2364	100	2366	100	2367	100	2368	100
Age												
4 - 15	334	14	333	14	333	14	334	14	334	14	335	14
16 - 24	264	11	266	11	266	11	266	11	266	11	266	11
25 - 34	297	13	297	13	297	13	297	13	298	13	297	13
35 - 44	393	17	391	17	392	17	392	17	392	17	392	17
45 - 54	344	15	344	15	345	15	345	15	345	15	346	15
55 - 64	299	13	299	13	299	13	299	13	299	13	299	13
65 +	430	18	432	18	432	18	433	18	433	18	433	18
Adults												
Total	2027	100	2029	100	2031	100	2032	100	2033	100	2033	100
AB	367	18	367	18	367	18	368	18	367	18	367	18
C1	580	29	580	29	581	29	580	29	582	29	582	29
C2	380	19	380	19	380	19	381	19	381	19	380	19
DE	700	35	702	35	703	35	703	35	703	35	704	35
Working F/T	660	33	661	33	661	33	662	33	662	33	662	33
Not Working	1367	67	1368	67	1370	67	1370	67	1371	67	1371	67

Wales & West

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2318	100	2320	100	2322	100	2324	100	2326	100	2328	100
TV Households	2277	98	2279	98	2281	98	2283	98	2284	98	2286	98
ITV Households	2080	90	2082	90	2084	90	2086	90	2087	90	2089	90

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2330	100	2331	100	2333	100	2335	100	2337	100	2339	100
TV Households	2288	98	2290	98	2292	98	2294	98	2296	98	2298	98
ITV Households	2091	90	2093	90	2095	90	2096	90	2098	90	2100	90

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2080	100	2082	100	2084	100	2086	100	2087	100	2089	100
Social Class	AB	331	16	331	16	332	16	332	16	332	16	332	16
	C1	588	28	589	28	589	28	590	28	590	28	591	28
	C2	449	22	449	22	450	22	450	22	450	22	451	22
	DE	712	34	713	34	713	34	714	34	715	34	715	34
Housewife Age	Under 25	117	6	116	6	116	6	117	6	115	6	117	6
	25 - 34	300	14	300	14	301	14	301	14	301	14	301	14
	35 - 44	410	20	410	20	411	20	411	20	412	20	412	20
	45 - 54	365	18	366	18	366	18	366	18	367	18	367	18
	55 - 64	356	17	357	17	357	17	357	17	358	17	358	17
	65 +	532	26	533	26	533	26	534	26	534	26	534	26
Size	1	626	30	626	30	627	30	628	30	628	30	629	30
	2	750	36	751	36	751	36	752	36	753	36	753	36
	3	304	15	304	15	304	15	305	15	305	15	305	15
	4+	400	19	401	19	402	19	401	19	401	19	402	19
Children	Without	1550	75	1551	74	1553	75	1554	74	1555	75	1557	75
	With	530	25	531	26	531	25	532	26	532	25	532	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2091	100	2093	100	2095	100	2096	100	2098	100	2100	100
Social Class												
AB	333	16	333	16	333	16	333	16	334	16	334	16
C1	591	28	592	28	592	28	593	28	593	28	594	28
C2	451	22	452	22	452	22	452	22	453	22	453	22
DE	716	34	716	34	718	34	718	34	718	34	719	34
Housewife Age												
Under 25	117	6	116	6	117	6	117	6	117	6	117	6
25 - 34	302	14	302	14	302	14	302	14	303	14	303	14
35 - 44	412	20	413	20	413	20	413	20	414	20	414	20
45 - 54	367	18	368	18	368	18	368	18	368	18	369	18
55 - 64	358	17	359	17	359	17	359	17	359	17	360	17
65 +	535	26	535	26	536	26	537	26	537	26	537	26
Size												
1	629	30	630	30	631	30	631	30	632	30	632	30
2	754	36	754	36	755	36	756	36	756	36	757	36
3	305	15	306	15	306	15	306	15	306	15	307	15
4+	403	19	403	19	403	19	403	19	404	19	404	19
Children												
Without	1558	75	1560	75	1561	75	1562	75	1563	75	1565	75
With	533	25	533	25	534	25	534	25	535	26	535	25

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4608	100	4612	100	4616	100	4620	100	4624	100	4628	100
Age												
4 - 9	342	7	343	7	343	7	344	7	344	7	344	7
10 - 15	371	8	371	8	371	8	371	8	372	8	373	8
16 - 24	542	12	542	12	543	12	543	12	543	12	544	12
25 - 34	544	12	544	12	545	12	545	12	546	12	546	12
35 - 44	726	16	727	16	728	16	729	16	729	16	730	16
45 - 54	645	14	646	14	646	14	647	14	647	14	648	14
55 - 64	622	13	622	13	623	13	623	13	624	13	624	13
65 +	816	18	817	18	817	18	818	18	819	18	819	18
Adults												
Total	3895	100	3898	100	3902	100	3905	100	3908	100	3911	100
AB	659	17	659	17	660	17	660	17	661	17	662	17
C1	1133	29	1134	29	1135	29	1137	29	1137	29	1138	29
C2	923	24	924	24	925	24	925	24	926	24	926	24
DE	1180	30	1181	30	1182	30	1183	30	1184	30	1185	30

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4632	100	4636	100	4640	100	4644	100	4647	100	4651	100
Age												
4 - 9	345	7	345	7	346	7	346	7	345	7	346	7
10 - 15	372	8	373	8	373	8	373	8	374	8	374	8
16 - 24	545	12	545	12	546	12	546	12	546	12	547	12
25 - 34	546	12	547	12	547	12	548	12	549	12	549	12
35 - 44	731	16	731	16	731	16	732	16	732	16	733	16
45 - 54	648	14	648	14	649	14	650	14	650	14	651	14
55 - 64	625	13	626	14	626	13	627	14	627	13	628	14
65 +	820	18	821	18	822	18	822	18	824	18	823	18
Adults												
Total	3915	100	3918	100	3921	100	3925	100	3928	100	3931	100
AB	662	17	663	17	663	17	664	17	664	17	665	17
C1	1139	29	1140	29	1141	29	1142	29	1143	29	1144	29
C2	927	24	928	24	929	24	930	24	931	24	931	24
DE	1187	30	1187	30	1188	30	1189	30	1190	30	1191	30

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2242	100	2243	100	2245	100	2247	100	2249	100	2251	100
Age												
4 - 15	363	16	363	16	363	16	364	16	365	16	365	16
16 - 24	278	12	278	12	278	12	279	12	278	12	279	12
25 - 34	267	12	267	12	268	12	267	12	268	12	268	12
35 - 44	351	16	352	16	352	16	353	16	353	16	353	16
45 - 54	311	14	311	14	312	14	311	14	312	14	313	14
55 - 64	306	14	307	14	306	14	307	14	307	14	307	14
65 +	366	16	365	16	366	16	366	16	366	16	366	16
Adults												
Total	1879	100	1880	100	1882	100	1883	100	1884	100	1886	100
AB	328	17	329	18	329	17	329	17	329	17	330	17
C1	538	29	538	29	539	29	539	29	540	29	540	29
C2	488	26	489	26	489	26	490	26	490	26	490	26
DE	525	28	524	28	525	28	525	28	525	28	526	28
Working F/T	1084	58	1086	58	1086	58	1087	58	1088	58	1089	58
Not Working	795	42	794	42	796	42	796	42	796	42	797	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2253	100	2255	100	2257	100	2259	100	2260	100	2263	100
Age												
4 - 15	365	16	366	16	366	16	366	16	366	16	367	16
16 - 24	280	12	280	12	280	12	280	12	280	12	281	12
25 - 34	268	12	268	12	269	12	269	12	270	12	269	12
35 - 44	354	16	354	16	354	16	355	16	354	16	355	16
45 - 54	312	14	312	14	313	14	313	14	313	14	314	14
55 - 64	307	14	308	14	308	14	308	14	308	14	309	14
65 +	367	16	367	16	367	16	368	16	369	16	368	16
Adults												
Total	1888	100	1889	100	1891	100	1893	100	1894	100	1896	100
AB	330	17	330	17	330	17	331	17	331	17	331	17
C1	541	29	541	29	542	29	542	29	542	29	543	29
C2	490	26	491	26	492	26	492	26	493	26	493	26
DE	527	28	527	28	527	28	528	28	528	28	529	28
Working F/T	1090	58	1091	58	1092	58	1093	58	1094	58	1095	58
Not Working	798	42	798	42	799	42	800	42	800	42	801	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2366	100	2369	100	2371	100	2373	100	2375	100	2377	100
Age												
4 - 15	350	15	351	15	351	15	351	15	351	15	352	15
16 - 24	264	11	264	11	265	11	264	11	265	11	265	11
25 - 34	277	12	277	12	277	12	278	12	278	12	278	12
35 - 44	375	16	375	16	376	16	376	16	376	16	377	16
45 - 54	334	14	335	14	334	14	336	14	335	14	335	14
55 - 64	316	13	315	13	317	13	316	13	317	13	317	13
65 +	450	19	452	19	451	19	452	19	453	19	453	19
Adults												
Total	2016	100	2018	100	2020	100	2022	100	2024	100	2025	100
AB	331	16	330	16	331	16	331	16	332	16	332	16
C1	595	30	596	30	596	30	598	30	597	29	598	30
C2	435	22	435	22	436	22	435	22	436	22	436	22
DE	655	32	657	33	657	33	658	33	659	33	659	33
Working F/T	590	29	589	29	591	29	591	29	591	29	592	29
Not Working	1426	71	1429	71	1429	71	1431	71	1433	71	1433	71

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2379	100	2381	100	2383	100	2385	100	2387	100	2388	100
Age												
4 - 15	352	15	352	15	353	15	353	15	353	15	353	15
16 - 24	265	11	265	11	266	11	266	11	266	11	266	11
25 - 34	278	12	279	12	278	12	279	12	279	12	280	12
35 - 44	377	16	377	16	377	16	377	16	378	16	378	16
45 - 54	336	14	336	14	336	14	337	14	337	14	337	14
55 - 64	318	13	318	13	318	13	319	13	319	13	319	13
65 +	453	19	454	19	455	19	454	19	455	19	455	19
Adults												
Total	2027	100	2029	100	2030	100	2032	100	2034	100	2035	100
AB	332	16	333	16	333	16	333	16	333	16	334	16
C1	598	30	599	30	599	30	600	30	601	30	601	30
C2	437	22	437	22	437	22	438	22	438	22	438	22
DE	660	33	660	33	661	33	661	33	662	33	662	33
Working F/T	593	29	593	29	593	29	594	29	594	29	595	29
Not Working	1434	71	1436	71	1437	71	1438	71	1440	71	1440	71

South & South East & Ch. Islands

Table 1

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2871	100	2874	100	2876	100	2879	100	2881	100	2884	100
TV Households	2818	98	2821	98	2823	98	2825	98	2828	98	2830	98
ITV Households	2507	87	2509	87	2511	87	2514	87	2516	87	2518	87

Table 1

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2886	100	2889	100	2891	100	2894	100	2896	100	2899	100
TV Households	2833	98	2835	98	2838	98	2840	98	2843	98	2845	98
ITV Households	2520	87	2522	87	2525	87	2527	87	2529	87	2531	87

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2507	100	2509	100	2511	100	2514	100	2516	100	2518	100
Social Class												
AB	681	27	681	27	682	27	683	27	683	27	684	27
C1	763	30	764	30	764	30	765	30	766	30	766	30
C2	461	18	462	18	462	18	462	18	463	18	463	18
DE	602	24	602	24	603	24	604	24	604	24	605	24
Housewife Age												
Under 25	103	4	103	4	103	4	103	4	103	4	103	4
25 - 34	346	14	346	14	346	14	347	14	347	14	347	14
35 - 44	504	20	505	20	505	20	506	20	506	20	507	20
45 - 54	436	17	437	17	437	17	438	17	438	17	438	17
55 - 64	439	18	439	17	440	18	440	18	440	17	441	18
65 +	679	27	679	27	680	27	680	27	682	27	682	27
Size												
1	765	31	766	31	766	31	767	31	768	31	768	31
2	886	35	887	35	887	35	888	35	889	35	890	35
3	359	14	359	14	360	14	360	14	360	14	361	14
4+	497	20	497	20	498	20	499	20	499	20	499	20
Children												
Without	1874	75	1875	75	1877	75	1879	75	1880	75	1882	75
With	633	25	634	25	634	25	635	25	636	25	636	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2520	100	2522	100	2525	100	2527	100	2529	100	2531	100
Social Class												
AB	685	27	685	27	687	27	686	27	687	27	688	27
C1	767	30	768	30	768	30	769	30	770	30	770	30
C2	464	18	464	18	464	18	465	18	465	18	466	18
DE	604	24	605	24	606	24	607	24	607	24	607	24
Housewife Age												
Under 25	104	4	103	4	104	4	104	4	104	4	104	4
25 - 34	348	14	348	14	348	14	348	14	349	14	349	14
35 - 44	507	20	508	20	508	20	508	20	509	20	509	20
45 - 54	439	17	439	17	439	17	440	17	440	17	441	17
55 - 64	441	18	441	17	442	18	442	17	443	18	443	18
65 +	681	27	683	27	684	27	685	27	684	27	685	27
Size												
1	769	31	770	31	771	31	771	31	772	31	772	31
2	891	35	891	35	892	35	893	35	894	35	894	35
3	361	14	361	14	362	14	362	14	362	14	363	14
4+	499	20	500	20	500	20	501	20	501	20	502	20
Children												
Without	1883	75	1885	75	1887	75	1889	75	1890	75	1892	75
With	637	25	637	25	638	25	638	25	639	25	639	25

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5565	100	5570	100	5575	100	5580	100	5585	100	5590	100
Age												
4 - 9	414	7	415	7	414	7	415	7	416	7	416	7
10 - 15	453	8	454	8	455	8	455	8	455	8	456	8
16 - 24	607	11	608	11	608	11	609	11	609	11	610	11
25 - 34	648	12	648	12	649	12	650	12	651	12	651	12
35 - 44	905	16	905	16	906	16	906	16	907	16	908	16
45 - 54	775	14	775	14	777	14	777	14	777	14	778	14
55 - 64	751	13	752	13	752	13	753	13	754	14	754	13
65 +	1012	18	1013	18	1014	18	1015	18	1016	18	1017	18
Adults												
Total	4698	100	4701	100	4706	100	4710	100	4714	100	4718	100
AB	1349	29	1350	29	1351	29	1352	29	1353	29	1355	29
C1	1434	31	1435	31	1437	31	1438	31	1440	31	1440	31
C2	951	20	951	20	952	20	954	20	954	20	955	20
DE	964	21	965	21	966	21	966	21	967	21	968	21

Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5595	100	5599	100	5604	100	5609	100	5614	100	5619	100
Age												
4 - 9	416	7	417	7	417	7	418	7	417	7	418	7
10 - 15	457	8	456	8	457	8	457	8	458	8	458	8
16 - 24	610	11	611	11	611	11	612	11	613	11	613	11
25 - 34	652	12	652	12	653	12	653	12	654	12	654	12
35 - 44	909	16	909	16	910	16	911	16	911	16	913	16
45 - 54	778	14	779	14	780	14	781	14	782	14	783	14
55 - 64	755	13	756	13	756	13	757	13	758	14	758	13
65 +	1018	18	1019	18	1020	18	1020	18	1021	18	1022	18
Adults												
Total	4722	100	4726	100	4730	100	4734	100	4739	100	4743	100
AB	1356	29	1357	29	1358	29	1360	29	1360	29	1362	29
C1	1442	31	1443	31	1444	31	1445	31	1447	31	1448	31
C2	956	20	957	20	957	20	958	20	960	20	960	20
DE	968	20	969	21	971	21	971	21	972	21	973	21

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2712	100	2714	100	2717	100	2719	100	2722	100	2724	100
Age												
4 - 15	443	16	444	16	444	16	445	16	445	16	446	16
16 - 24	317	12	317	12	317	12	318	12	318	12	318	12
25 - 34	318	12	319	12	319	12	319	12	320	12	320	12
35 - 44	445	16	444	16	445	16	444	16	445	16	446	16
45 - 54	383	14	384	14	385	14	385	14	385	14	385	14
55 - 64	360	13	360	13	361	13	361	13	362	13	362	13
65 +	446	16	446	16	446	16	447	16	447	16	447	16
Adults												
Total	2269	100	2270	100	2273	100	2274	100	2277	100	2278	100
AB	676	30	676	30	677	30	677	30	678	30	679	30
C1	666	29	667	29	667	29	668	29	669	29	668	29
C2	507	22	507	22	508	22	508	22	508	22	509	22
DE	420	19	420	19	421	19	421	19	422	19	422	19
Working F/T	1397	62	1398	62	1400	62	1400	62	1401	62	1402	62
Not Working	872	38	872	38	873	38	874	38	876	38	876	38

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2726	100	2728	100	2731	100	2733	100	2736	100	2738	100
Age												
4 - 15	446	16	446	16	447	16	447	16	448	16	448	16
16 - 24	318	12	319	12	319	12	319	12	320	12	320	12
25 - 34	321	12	320	12	321	12	321	12	321	12	321	12
35 - 44	446	16	447	16	447	16	447	16	447	16	448	16
45 - 54	385	14	385	14	386	14	387	14	387	14	387	14
55 - 64	362	13	363	13	363	13	363	13	364	13	364	13
65 +	448	16	448	16	448	16	449	16	449	16	450	16
Adults												
Total	2280	100	2282	100	2284	100	2286	100	2288	100	2290	100
AB	679	30	680	30	681	30	681	30	681	30	683	30
C1	670	29	670	29	670	29	671	29	672	29	672	29
C2	510	22	510	22	510	22	511	22	512	22	512	22
DE	421	18	422	18	423	19	423	19	423	18	423	18
Working F/T	1404	62	1405	62	1406	62	1407	62	1408	62	1410	62
Not Working	876	38	877	38	878	38	879	38	880	38	880	38

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2853	100	2856	100	2858	100	2861	100	2863	100	2866	100
Age												
4 - 15	424	15	425	15	425	15	425	15	426	15	426	15
16 - 24	290	10	291	10	291	10	291	10	291	10	292	10
25 - 34	330	12	329	12	330	12	331	12	331	12	331	12
35 - 44	460	16	461	16	461	16	462	16	462	16	462	16
45 - 54	392	14	391	14	392	14	392	14	392	14	393	14
55 - 64	391	14	392	14	391	14	392	14	392	14	392	14
65 +	566	20	567	20	568	20	568	20	569	20	570	20
Adults												
Total	2429	100	2431	100	2433	100	2436	100	2437	100	2440	100
AB	673	28	674	28	674	28	675	28	675	28	676	28
C1	768	32	768	32	770	32	770	32	771	32	772	32
C2	444	18	444	18	444	18	446	18	446	18	446	18
DE	544	22	545	22	545	22	545	22	545	22	546	22
Working F/T	729	30	729	30	730	30	731	30	732	30	733	30
Not Working	1700	70	1702	70	1703	70	1705	70	1705	70	1707	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2869	100	2871	100	2873	100	2876	100	2878	100	2881	100
Age												
4 - 15	427	15	427	15	427	15	428	15	427	15	428	15
16 - 24	292	10	292	10	292	10	293	10	293	10	293	10
25 - 34	331	12	332	12	332	12	332	12	333	12	333	12
35 - 44	463	16	462	16	463	16	464	16	464	16	465	16
45 - 54	393	14	394	14	394	14	394	14	395	14	396	14
55 - 64	393	14	393	14	393	14	394	14	394	14	394	14
65 +	570	20	571	20	572	20	571	20	572	20	572	20
Adults												
Total	2442	100	2444	100	2446	100	2448	100	2451	100	2453	100
AB	677	28	677	28	677	28	679	28	679	28	679	28
C1	772	32	773	32	774	32	774	32	775	32	776	32
C2	446	18	447	18	447	18	447	18	448	18	448	18
DE	547	22	547	22	548	22	548	22	549	22	550	22
Working F/T	733	30	734	30	734	30	735	30	736	30	736	30
Not Working	1709	70	1710	70	1712	70	1713	70	1715	70	1717	70

North East

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1455	100	1456	100	1456	100	1457	100	1458	100	1459	100
TV Households	1427	98	1428	98	1428	98	1429	98	1430	98	1431	98
ITV Households	1240	85	1241	85	1241	85	1242	85	1243	85	1243	85

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1460	100	1460	100	1461	100	1462	100	1463	100	1464	100
TV Households	1432	98	1432	98	1433	98	1434	98	1435	98	1436	98
ITV Households	1244	85	1245	85	1245	85	1246	85	1246	85	1247	85

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1240	100	1241	100	1241	100	1242	100	1243	100	1243	100
Social Class												
AB	197	16	197	16	197	16	198	16	198	16	198	16
C1	294	24	294	24	294	24	294	24	294	24	294	24
C2	234	19	234	19	234	19	234	19	234	19	234	19
DE	515	42	516	42	516	42	516	42	517	42	517	42
Housewife Age												
Under 25	69	6	70	6	70	6	70	6	70	6	70	6
25 - 34	167	13	167	13	167	13	167	13	167	13	167	13
35 - 44	242	20	242	20	242	20	242	20	242	20	242	20
45 - 54	228	18	228	18	228	18	228	18	228	18	228	18
55 - 64	212	17	212	17	212	17	213	17	213	17	213	17
65 +	322	26	322	26	322	26	322	26	323	26	323	26
Size												
1	388	31	388	31	388	31	388	31	389	31	388	31
2	433	35	433	35	433	35	433	35	434	35	434	35
3	209	17	209	17	209	17	209	17	209	17	210	17
4+	210	17	211	17	211	17	212	17	211	17	211	17
Children												
Without	922	74	923	74	922	74	923	74	924	74	924	74
With	318	26	318	26	319	26	319	26	319	26	319	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1244	100	1245	100	1245	100	1246	100	1246	100	1247	100
Social Class												
AB	199	16	198	16	198	16	198	16	199	16	199	16
C1	294	24	295	24	295	24	295	24	295	24	295	24
C2	234	19	235	19	235	19	235	19	235	19	235	19
DE	517	42	517	42	517	42	518	42	517	41	518	42
Housewife Age												
Under 25	70	6	70	6	70	6	70	6	70	6	70	6
25 - 34	167	13	168	13	168	13	168	13	168	13	168	13
35 - 44	242	19	242	19	243	20	243	20	243	20	243	19
45 - 54	228	18	229	18	229	18	229	18	229	18	229	18
55 - 64	213	17	213	17	213	17	213	17	213	17	213	17
65 +	324	26	323	26	322	26	323	26	323	26	324	26
Size												
1	389	31	389	31	389	31	389	31	389	31	390	31
2	434	35	434	35	434	35	435	35	435	35	435	35
3	210	17	210	17	210	17	210	17	210	17	210	17
4+	211	17	212	17	212	17	212	17	212	17	212	17
Children												
Without	925	74	926	74	926	74	926	74	926	74	927	74
With	319	26	319	26	319	26	320	26	320	26	320	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2688	100	2690	100	2691	100	2692	100	2694	100	2695	100
Age												
4 - 9	189	7	190	7	190	7	190	7	190	7	190	7
10 - 15	218	8	218	8	218	8	218	8	219	8	218	8
16 - 24	327	12	326	12	326	12	326	12	326	12	327	12
25 - 34	313	12	314	12	314	12	314	12	314	12	314	12
35 - 44	421	16	422	16	422	16	423	16	423	16	423	16
45 - 54	399	15	399	15	400	15	400	15	400	15	400	15
55 - 64	355	13	355	13	355	13	355	13	356	13	356	13
65 +	466	17	466	17	466	17	466	17	466	17	467	17
Adults												
Total	2281	100	2282	100	2283	100	2284	100	2285	100	2287	100
AB	392	17	393	17	393	17	393	17	393	17	393	17
C1	556	24	555	24	556	24	556	24	557	24	557	24
C2	484	21	484	21	484	21	484	21	484	21	486	21
DE	849	37	850	37	850	37	851	37	851	37	851	37

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2697	100	2698	100	2699	100	2701	100	2702	100	2703	100
Age												
4 - 9	190	7	190	7	191	7	191	7	191	7	191	7
10 - 15	219	8	219	8	218	8	219	8	219	8	219	8
16 - 24	327	12	328	12	327	12	327	12	328	12	328	12
25 - 34	314	12	314	12	315	12	315	12	315	12	314	12
35 - 44	423	16	423	16	423	16	424	16	423	16	425	16
45 - 54	401	15	401	15	402	15	401	15	402	15	402	15
55 - 64	356	13	356	13	356	13	356	13	357	13	357	13
65 +	467	17	467	17	467	17	468	17	467	17	467	17
Adults												
Total	2288	100	2289	100	2290	100	2291	100	2292	100	2293	100
AB	394	17	393	17	394	17	394	17	394	17	395	17
C1	557	24	558	24	558	24	558	24	559	24	558	24
C2	485	21	485	21	485	21	486	21	485	21	486	21
DE	852	37	853	37	853	37	853	37	854	37	854	37

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1310	100	1311	100	1312	100	1313	100	1313	100	1314	100
Age												
4 - 15	214	16	215	16	215	16	215	16	215	16	215	16
16 - 24	165	13	166	13	166	13	166	13	166	13	166	13
25 - 34	151	12	151	12	151	12	151	12	151	12	151	11
35 - 44	204	16	203	15	203	15	204	16	204	16	204	16
45 - 54	196	15	196	15	197	15	197	15	197	15	197	15
55 - 64	175	13	175	13	175	13	175	13	175	13	175	13
65 +	205	16	205	16	205	16	205	16	205	16	206	16
Adults												
Total	1096	100	1096	100	1097	100	1098	100	1098	100	1099	100
AB	197	18	198	18	198	18	198	18	198	18	198	18
C1	262	24	261	24	262	24	262	24	262	24	263	24
C2	258	24	257	23	257	23	257	23	258	23	258	23
DE	379	35	380	35	380	35	381	35	380	35	380	35
Working F/T	629	57	629	57	630	57	630	57	630	57	631	57
Not Working	467	43	467	43	467	43	468	43	468	43	468	43

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1315	100	1315	100	1316	100	1317	100	1317	100	1318	100
Age												
4 - 15	215	16	215	16	215	16	216	16	216	16	216	16
16 - 24	166	13	166	13	166	13	166	13	166	13	166	13
25 - 34	151	11	152	12	152	12	152	12	152	12	152	12
35 - 44	204	16	204	16	204	16	205	16	204	15	205	16
45 - 54	197	15	197	15	198	15	197	15	198	15	198	15
55 - 64	176	13	175	13	175	13	175	13	176	13	176	13
65 +	206	16	206	16	206	16	206	16	205	16	205	16
Adults												
Total	1100	100	1100	100	1101	100	1101	100	1101	100	1102	100
AB	198	18	198	18	198	18	199	18	198	18	199	18
C1	263	24	263	24	263	24	263	24	264	24	263	24
C2	258	23	258	23	259	24	258	23	258	23	258	23
DE	381	35	381	35	381	35	381	35	381	35	382	35
Working F/T	631	57	631	57	632	57	632	57	632	57	633	57
Not Working	469	43	469	43	469	43	469	43	469	43	469	43

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1378	100	1379	100	1379	100	1379	100	1381	100	1381	100
Age												
4 - 15	193	14	193	14	193	14	193	14	194	14	193	14
16 - 24	162	12	160	12	160	12	160	12	160	12	161	12
25 - 34	162	12	163	12	163	12	163	12	163	12	163	12
35 - 44	217	16	219	16	219	16	219	16	219	16	219	16
45 - 54	203	15	203	15	203	15	203	15	203	15	203	15
55 - 64	180	13	180	13	180	13	180	13	181	13	181	13
65 +	261	19	261	19	261	19	261	19	261	19	261	19
Adults												
Total	1185	100	1186	100	1186	100	1186	100	1187	100	1188	100
AB	195	16	195	16	195	16	195	16	195	16	195	16
C1	294	25	294	25	294	25	294	25	295	25	294	25
C2	226	19	227	19	227	19	227	19	226	19	228	19
DE	470	40	470	40	470	40	470	40	471	40	471	40
Working F/T	366	31	366	31	366	31	366	31	366	31	367	31
Not Working	819	69	820	69	820	69	820	69	821	69	821	69

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1382	100	1383	100	1383	100	1384	100	1385	100	1385	100
Age												
4 - 15	194	14	194	14	194	14	194	14	194	14	194	14
16 - 24	161	12	162	12	161	12	161	12	162	12	162	12
25 - 34	163	12	162	12	163	12	163	12	163	12	162	12
35 - 44	219	16	219	16	219	16	219	16	219	16	220	16
45 - 54	204	15	204	15	204	15	204	15	204	15	204	15
55 - 64	180	13	181	13	181	13	181	13	181	13	181	13
65 +	261	19	261	19	261	19	262	19	262	19	262	19
Adults												
Total	1188	100	1189	100	1189	100	1190	100	1191	100	1191	100
AB	196	16	195	16	196	16	195	16	196	16	196	16
C1	294	25	295	25	295	25	295	25	295	25	295	25
C2	227	19	227	19	226	19	228	19	227	19	228	19
DE	471	40	472	40	472	40	472	40	473	40	472	40
Working F/T	367	31	367	31	367	31	367	31	368	31	367	31
Not Working	821	69	822	69	822	69	823	69	823	69	824	69

East

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2360	100	2363	100	2365	100	2367	100	2370	100	2372	100
TV Households	2315	98	2318	98	2320	98	2322	98	2325	98	2327	98
ITV Households	1877	80	1879	80	1881	80	1883	80	1885	80	1887	80

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2375	100	2377	100	2380	100	2382	100	2385	100	2387	100
TV Households	2330	98	2332	98	2334	98	2337	98	2339	98	2342	98
ITV Households	1889	80	1891	80	1893	80	1895	80	1897	80	1899	80

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1877	100	1879	100	1881	100	1883	100	1885	100	1887	100
Social Class												
AB	385	21	384	20	386	21	386	20	387	21	387	21
C1	546	29	547	29	547	29	548	29	548	29	549	29
C2	379	20	380	20	380	20	380	20	381	20	381	20
DE	567	30	568	30	568	30	569	30	569	30	570	30
Housewife Age												
Under 25	83	4	83	4	83	4	83	4	82	4	83	4
25 - 34	284	15	284	15	284	15	285	15	285	15	285	15
35 - 44	376	20	376	20	377	20	377	20	378	20	378	20
45 - 54	335	18	336	18	336	18	336	18	337	18	337	18
55 - 64	334	18	334	18	335	18	335	18	335	18	336	18
65 +	465	25	466	25	466	25	467	25	468	25	468	25
Size												
1	544	29	545	29	545	29	545	29	546	29	546	29
2	697	37	698	37	699	37	700	37	700	37	701	37
3	270	14	271	14	271	14	271	14	272	14	272	14
4+	366	19	365	19	366	19	367	19	367	19	368	20
Children												
Without	1383	74	1384	74	1386	74	1387	74	1389	74	1390	74
With	494	26	495	26	495	26	496	26	496	26	497	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1889	100	1891	100	1893	100	1895	100	1897	100	1899	100
Social Class												
AB	386	20	388	21	388	20	388	20	389	21	388	20
C1	550	29	550	29	551	29	551	29	552	29	553	29
C2	382	20	382	20	382	20	383	20	383	20	384	20
DE	571	30	571	30	572	30	573	30	573	30	574	30
Housewife Age												
Under 25	83	4	83	4	83	4	82	4	83	4	84	4
25 - 34	286	15	286	15	286	15	287	15	287	15	287	15
35 - 44	378	20	379	20	379	20	380	20	380	20	380	20
45 - 54	337	18	338	18	338	18	339	18	339	18	339	18
55 - 64	336	18	336	18	337	18	337	18	337	18	338	18
65 +	469	25	469	25	470	25	470	25	471	25	471	25
Size												
1	547	29	548	29	549	29	549	29	549	29	549	29
2	702	37	703	37	703	37	704	37	705	37	706	37
3	272	14	272	14	273	14	273	14	273	14	274	14
4+	368	19	368	19	368	19	369	19	370	20	370	19
Children												
Without	1392	74	1394	74	1395	74	1396	74	1398	74	1399	74
With	497	26	497	26	498	26	499	26	499	26	500	26

Table 3 All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4151	100	4156	100	4160	100	4165	100	4169	100	4173	100
Age												
4 - 9	316	8	316	8	316	8	317	8	318	8	318	8
10 - 15	336	8	337	8	337	8	337	8	337	8	338	8
16 - 24	439	11	440	11	440	11	440	11	441	11	441	11
25 - 34	527	13	527	13	528	13	529	13	529	13	529	13
35 - 44	659	16	660	16	661	16	661	16	662	16	663	16
45 - 54	585	14	586	14	587	14	588	14	588	14	588	14
55 - 64	577	14	578	14	578	14	579	14	580	14	580	14
65 +	712	17	712	17	713	17	714	17	714	17	716	17
Adults												
Total	3499	100	3503	100	3507	100	3511	100	3514	100	3517	100
AB	772	22	772	22	773	22	774	22	775	22	775	22
C1	1038	30	1040	30	1041	30	1042	30	1042	30	1044	30
C2	778	22	779	22	780	22	781	22	781	22	782	22
DE	911	26	912	26	913	26	914	26	916	26	916	26

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4178	100	4182	100	4187	100	4191	100	4195	100	4200	100
Age												
4 - 9	318	8	318	8	319	8	319	8	319	8	320	8
10 - 15	338	8	339	8	339	8	339	8	340	8	340	8
16 - 24	442	11	442	11	443	11	443	11	444	11	444	11
25 - 34	530	13	531	13	531	13	532	13	532	13	533	13
35 - 44	663	16	664	16	665	16	666	16	666	16	667	16
45 - 54	589	14	590	14	590	14	590	14	592	14	592	14
55 - 64	581	14	581	14	582	14	583	14	583	14	584	14
65 +	717	17	717	17	718	17	719	17	719	17	720	17
Adults												
Total	3522	100	3525	100	3529	100	3533	100	3536	100	3540	100
AB	776	22	777	22	778	22	779	22	780	22	781	22
C1	1045	30	1046	30	1047	30	1048	30	1049	30	1050	30
C2	783	22	784	22	785	22	786	22	786	22	787	22
DE	918	26	918	26	919	26	920	26	921	26	922	26

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2037	100	2040	100	2041	100	2044	100	2046	100	2048	100
Age												
4 - 15	335	16	335	16	335	16	336	16	336	16	337	16
16 - 24	220	11	221	11	221	11	221	11	222	11	222	11
25 - 34	260	13	260	13	260	13	261	13	260	13	260	13
35 - 44	324	16	324	16	325	16	325	16	325	16	326	16
45 - 54	287	14	288	14	288	14	288	14	289	14	289	14
55 - 64	280	14	280	14	280	14	281	14	281	14	281	14
65 +	331	16	332	16	332	16	332	16	333	16	333	16
Adults												
Total	1702	100	1705	100	1706	100	1708	100	1710	100	1711	100
AB	395	23	395	23	395	23	396	23	396	23	397	23
C1	492	29	493	29	494	29	494	29	495	29	495	29
C2	417	25	418	25	418	25	418	24	419	25	419	24
DE	398	23	399	23	399	23	400	23	400	23	400	23
Working F/T	1089	64	1091	64	1092	64	1093	64	1094	64	1094	64
Not Working	613	36	614	36	614	36	615	36	616	36	617	36

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2050	100	2052	100	2055	100	2057	100	2058	100	2061	100
Age												
4 - 15	336	16	337	16	338	16	338	16	338	16	338	16
16 - 24	222	11	222	11	223	11	223	11	223	11	223	11
25 - 34	261	13	262	13	261	13	262	13	262	13	263	13
35 - 44	325	16	326	16	327	16	327	16	327	16	328	16
45 - 54	290	14	290	14	290	14	290	14	291	14	291	14
55 - 64	282	14	281	14	282	14	282	14	283	14	283	14
65 +	334	16	334	16	334	16	335	16	334	16	335	16
Adults												
Total	1714	100	1715	100	1717	100	1719	100	1720	100	1723	100
AB	397	23	398	23	398	23	399	23	399	23	400	23
C1	496	29	496	29	497	29	497	29	498	29	498	29
C2	420	25	420	24	420	24	421	24	421	24	422	24
DE	401	23	401	23	402	23	402	23	402	23	403	23
Working F/T	1097	64	1097	64	1098	64	1100	64	1100	64	1102	64
Not Working	617	36	618	36	619	36	619	36	620	36	621	36

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2114	100	2116	100	2119	100	2121	100	2123	100	2125	100
Age												
4 - 15	317	15	318	15	318	15	318	15	319	15	319	15
16 - 24	219	10	219	10	219	10	219	10	219	10	219	10
25 - 34	267	13	267	13	268	13	268	13	269	13	269	13
35 - 44	335	16	336	16	336	16	336	16	337	16	337	16
45 - 54	298	14	298	14	299	14	300	14	299	14	299	14
55 - 64	297	14	298	14	298	14	298	14	299	14	299	14
65 +	381	18	380	18	381	18	382	18	381	18	383	18
Adults												
Total	1797	100	1798	100	1801	100	1803	100	1804	100	1806	100
AB	377	21	377	21	378	21	378	21	379	21	378	21
C1	546	30	547	30	547	30	548	30	547	30	549	30
C2	361	20	361	20	362	20	363	20	362	20	363	20
DE	513	29	513	29	514	29	514	29	516	29	516	29
Working F/T	582	32	582	32	582	32	584	32	584	32	585	32
Not Working	1215	68	1216	68	1219	68	1219	68	1220	68	1221	68

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2128	100	2130	100	2132	100	2134	100	2137	100	2139	100
Age												
4 - 15	320	15	320	15	320	15	320	15	321	15	322	15
16 - 24	220	10	220	10	220	10	220	10	221	10	221	10
25 - 34	269	13	269	13	270	13	270	13	270	13	270	13
35 - 44	338	16	338	16	338	16	339	16	339	16	339	16
45 - 54	299	14	300	14	300	14	300	14	301	14	301	14
55 - 64	299	14	300	14	300	14	301	14	300	14	301	14
65 +	383	18	383	18	384	18	384	18	385	18	385	18
Adults												
Total	1808	100	1810	100	1812	100	1814	100	1816	100	1817	100
AB	379	21	379	21	380	21	380	21	381	21	381	21
C1	549	30	550	30	550	30	551	30	551	30	552	30
C2	363	20	364	20	365	20	365	20	365	20	365	20
DE	517	29	517	29	517	29	518	29	519	29	519	29
Working F/T	584	32	586	32	587	32	587	32	588	32	588	32
Not Working	1224	68	1224	68	1225	68	1227	68	1228	68	1229	68

South West

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	940	100	941	100	942	100	943	100	944	100	945	100
TV Households	921	98	922	98	923	98	924	98	925	98	926	98
ITV Households	781	83	782	83	783	83	784	83	784	83	785	83

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	946	100	947	100	948	100	949	100	950	100	951	100
TV Households	927	98	928	98	929	98	930	98	931	98	932	98
ITV Households	786	83	787	83	788	83	789	83	790	83	790	83

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	781	100	782	100	783	100	784	100	784	100	785	100
Social Class												
AB	153	20	153	20	153	20	154	20	154	20	154	20
C1	213	27	213	27	214	27	214	27	214	27	214	27
C2	159	20	159	20	159	20	159	20	160	20	160	20
DE	256	33	257	33	257	33	257	33	256	33	257	33
Housewife Age												
Under 25	39	5	39	5	39	5	39	5	39	5	39	5
25 - 34	98	13	98	13	98	13	98	13	98	13	98	13
35 - 44	136	17	137	18	137	17	137	17	137	17	137	17
45 - 54	127	16	127	16	128	16	128	16	128	16	128	16
55 - 64	152	19	152	19	152	19	153	20	153	20	153	19
65 +	229	29	229	29	229	29	229	29	229	29	230	29
Size												
1	244	31	243	31	244	31	245	31	244	31	245	31
2	293	38	294	38	294	38	294	38	295	38	295	38
3	106	14	107	14	107	14	107	14	107	14	107	14
4+	138	18	138	18	138	18	138	18	138	18	138	18
Children												
Without	595	76	596	76	597	76	598	76	597	76	598	76
With	186	24	186	24	186	24	186	24	187	24	187	24

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	786	100	787	100	788	100	789	100	790	100	790	100
Social Class												
AB	153	19	154	20	155	20	155	20	155	20	155	20
C1	215	27	215	27	215	27	215	27	215	27	216	27
C2	160	20	160	20	160	20	160	20	161	20	161	20
DE	258	33	258	33	258	33	259	33	259	33	258	33
Housewife Age												
Under 25	40	5	40	5	40	5	40	5	39	5	39	5
25 - 34	98	12	99	13	99	13	99	13	99	13	99	13
35 - 44	137	17	137	17	138	18	138	17	138	17	138	17
45 - 54	128	16	128	16	128	16	128	16	129	16	129	16
55 - 64	153	19	153	19	153	19	153	19	154	19	154	19
65 +	230	29	230	29	230	29	231	29	231	29	231	29
Size												
1	246	31	246	31	246	31	246	31	246	31	247	31
2	295	38	296	38	296	38	296	38	297	38	297	38
3	107	14	107	14	107	14	107	14	108	14	108	14
4+	138	18	138	18	139	18	140	18	139	18	138	17
Children												
Without	599	76	600	76	600	76	601	76	602	76	602	76
With	187	24	187	24	188	24	188	24	188	24	188	24

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1686	100	1688	100	1689	100	1691	100	1693	100	1695	100
Age												
4 - 9	113	7	113	7	114	7	113	7	113	7	114	7
10 - 15	132	8	132	8	132	8	133	8	133	8	133	8
16 - 24	189	11	189	11	189	11	189	11	189	11	189	11
25 - 34	188	11	188	11	188	11	189	11	189	11	189	11
35 - 44	234	14	235	14	235	14	235	14	236	14	236	14
45 - 54	226	13	226	13	226	13	226	13	226	13	227	13
55 - 64	259	15	259	15	259	15	260	15	260	15	260	15
65 +	345	20	346	20	346	20	346	20	347	20	347	20
Adults												
Total	1441	100	1443	100	1443	100	1445	100	1447	100	1448	100
AB	298	21	298	21	298	21	299	21	299	21	299	21
C1	411	29	412	29	413	29	413	29	413	29	414	29
C2	315	22	316	22	315	22	315	22	316	22	316	22
DE	417	29	417	29	417	29	418	29	419	29	419	29

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1697	100	1699	100	1700	100	1702	100	1704	100	1706	100
Age												
4 - 9	114	7	114	7	114	7	114	7	114	7	114	7
10 - 15	133	8	133	8	133	8	134	8	134	8	134	8
16 - 24	190	11	190	11	190	11	190	11	191	11	191	11
25 - 34	189	11	190	11	190	11	190	11	189	11	190	11
35 - 44	236	14	236	14	236	14	236	14	237	14	237	14
45 - 54	228	13	227	13	228	13	228	13	228	13	229	13
55 - 64	260	15	261	15	261	15	261	15	262	15	262	15
65 +	347	20	348	20	348	20	349	21	349	20	349	20
Adults												
Total	1450	100	1452	100	1453	100	1454	100	1456	100	1458	100
AB	300	21	300	21	300	21	301	21	301	21	301	21
C1	414	29	415	29	416	29	415	29	416	29	417	29
C2	316	22	317	22	317	22	317	22	318	22	318	22
DE	420	29	420	29	420	29	421	29	421	29	422	29

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	814	100	815	100	816	100	817	100	818	100	819	100
Age												
4 - 15	131	16	132	16	132	16	132	16	132	16	133	16
16 - 24	93	11	92	11	92	11	92	11	92	11	92	11
25 - 34	91	11	92	11	92	11	92	11	92	11	92	11
35 - 44	111	14	111	14	111	14	111	14	111	14	112	14
45 - 54	111	14	111	14	111	14	112	14	112	14	112	14
55 - 64	127	16	127	16	127	16	127	16	128	16	128	16
65 +	150	18	150	18	151	19	151	18	151	18	150	18
Adults												
Total	683	100	683	100	684	100	685	100	686	100	686	100
AB	147	22	147	22	147	21	148	22	148	22	147	21
C1	191	28	191	28	192	28	191	28	191	28	192	28
C2	162	24	163	24	163	24	163	24	163	24	164	24
DE	183	27	182	27	182	27	183	27	184	27	183	27
Working F/T	377	55	377	55	378	55	378	55	379	55	379	55
Not Working	306	45	306	45	306	45	307	45	307	45	307	45

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	820	100	821	100	821	100	822	100	823	100	824	100
Age												
4 - 15	133	16	133	16	133	16	133	16	133	16	133	16
16 - 24	93	11	93	11	93	11	93	11	94	11	94	11
25 - 34	92	11	92	11	92	11	92	11	92	11	92	11
35 - 44	111	14	111	14	111	14	112	14	112	14	112	14
45 - 54	112	14	112	14	113	14	112	14	112	14	113	14
55 - 64	128	16	128	16	128	16	128	16	128	16	128	16
65 +	151	18	152	19	151	18	152	18	152	18	152	18
Adults												
Total	687	100	688	100	688	100	689	100	690	100	691	100
AB	148	22	148	22	148	22	148	21	149	22	148	21
C1	192	28	193	28	193	28	193	28	192	28	194	28
C2	163	24	164	24	164	24	164	24	165	24	164	24
DE	184	27	183	27	183	27	184	27	184	27	185	27
Working F/T	380	55	380	55	380	55	381	55	381	55	382	55
Not Working	307	45	308	45	308	45	308	45	309	45	309	45

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	872	100	873	100	873	100	874	100	875	100	876	100
Age												
4 - 15	114	13	113	13	114	13	114	13	114	13	114	13
16 - 24	96	11	97	11	97	11	97	11	97	11	97	11
25 - 34	97	11	96	11	96	11	97	11	97	11	97	11
35 - 44	123	14	124	14	124	14	124	14	125	14	124	14
45 - 54	115	13	115	13	115	13	114	13	114	13	115	13
55 - 64	132	15	132	15	132	15	133	15	132	15	132	15
65 +	195	22	196	22	195	22	195	22	196	22	197	22
Adults												
Total	758	100	760	100	759	100	760	100	761	100	762	100
AB	151	20	151	20	151	20	151	20	151	20	152	20
C1	220	29	221	29	221	29	222	29	222	29	222	29
C2	153	20	153	20	152	20	152	20	153	20	152	20
DE	234	31	235	31	235	31	235	31	235	31	236	31
Working F/T	207	27	208	27	207	27	208	27	208	27	208	27
Not Working	551	73	552	73	552	73	552	73	553	73	554	73

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	877	100	878	100	879	100	880	100	881	100	882	100
Age												
4 - 15	114	13	114	13	114	13	115	13	115	13	115	13
16 - 24	97	11	97	11	97	11	97	11	97	11	97	11
25 - 34	97	11	98	11	98	11	98	11	97	11	98	11
35 - 44	125	14	125	14	125	14	124	14	125	14	125	14
45 - 54	116	13	115	13	115	13	116	13	116	13	116	13
55 - 64	132	15	133	15	133	15	133	15	134	15	134	15
65 +	196	22	196	22	197	22	197	22	197	22	197	22
Adults												
Total	763	100	764	100	765	100	765	100	766	100	767	100
AB	152	20	152	20	152	20	153	20	152	20	153	20
C1	222	29	222	29	223	29	222	29	224	29	223	29
C2	153	20	153	20	153	20	153	20	153	20	154	20
DE	236	31	237	31	237	31	237	31	237	31	237	31
Working F/T	208	27	209	27	209	27	209	27	209	27	209	27
Not Working	555	73	555	73	556	73	556	73	557	73	558	73

Ulster

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	674	100	674	100	675	100	676	100	676	100	677	100
TV Households	648	96	649	96	650	96	650	96	651	96	652	96
ITV Households	648	96	649	96	650	96	650	96	651	96	652	96

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	678	100	679	100	679	100	680	100	681	100	681	100
TV Households	652	96	653	96	654	96	654	96	655	96	656	96
ITV Households	652	96	653	96	654	96	654	96	655	96	656	96

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	648	100	649	100	650	100	650	100	651	100	652	100
Social Class												
AB	103	16	103	16	103	16	104	16	103	16	104	16
C1	146	23	146	22	146	22	147	23	147	23	147	23
C2	139	21	140	22	140	22	140	22	140	22	140	21
DE	260	40	260	40	261	40	259	40	261	40	261	40
Housewife Age												
Under 25	31	5	31	5	32	5	31	5	31	5	31	5
25 - 34	105	16	105	16	105	16	105	16	105	16	105	16
35 - 44	141	22	141	22	141	22	141	22	141	22	142	22
45 - 54	122	19	122	19	122	19	123	19	123	19	123	19
55 - 64	103	16	103	16	104	16	104	16	104	16	104	16
65 +	146	23	147	23	146	22	146	22	147	23	147	23
Size												
1	181	28	181	28	181	28	181	28	182	28	182	28
2	189	29	190	29	190	29	190	29	190	29	190	29
3	106	16	106	16	106	16	106	16	106	16	106	16
4+	172	27	172	27	173	27	173	27	173	27	174	27
Children												
Without	445	69	446	69	446	69	446	69	447	69	448	69
With	203	31	203	31	204	31	204	31	204	31	204	31

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	652	100	653	100	654	100	654	100	655	100	656	100
Social Class												
AB	104	16	104	16	104	16	103	16	104	16	105	16
C1	147	23	147	23	147	22	148	23	148	23	148	23
C2	140	21	140	21	141	22	141	22	141	22	141	21
DE	261	40	262	40	262	40	262	40	262	40	262	40
Housewife Age												
Under 25	32	5	32	5	32	5	32	5	32	5	32	5
25 - 34	105	16	105	16	106	16	106	16	106	16	106	16
35 - 44	142	22	142	22	142	22	142	22	142	22	142	22
45 - 54	123	19	123	19	123	19	123	19	124	19	124	19
55 - 64	104	16	104	16	104	16	104	16	104	16	104	16
65 +	146	22	147	23	147	22	147	22	147	22	148	23
Size												
1	181	28	182	28	183	28	182	28	183	28	183	28
2	191	29	191	29	191	29	191	29	191	29	192	29
3	107	16	107	16	107	16	107	16	107	16	107	16
4+	173	27	173	26	173	26	174	27	174	27	174	27
Children												
Without	448	69	448	69	449	69	449	69	450	69	450	69
With	204	31	205	31	205	31	205	31	205	31	206	31

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1583	100	1585	100	1587	100	1588	100	1590	100	1592	100
Age												
4 - 9	140	9	140	9	140	9	140	9	141	9	141	9
10 - 15	151	10	152	10	152	10	152	10	152	10	152	10
16 - 24	218	14	218	14	218	14	218	14	219	14	219	14
25 - 34	215	14	216	14	216	14	216	14	216	14	217	14
35 - 44	250	16	250	16	251	16	251	16	251	16	251	16
45 - 54	214	14	214	14	215	14	215	14	215	14	215	14
55 - 64	177	11	177	11	177	11	178	11	178	11	178	11
65 +	218	14	218	14	218	14	218	14	218	14	219	14
Adults												
Total	1292	100	1293	100	1295	100	1296	100	1297	100	1299	100
AB	229	18	229	18	230	18	230	18	230	18	230	18
C1	307	24	308	24	308	24	308	24	309	24	309	24
C2	322	25	321	25	322	25	322	25	323	25	323	25
DE	434	34	435	34	435	34	436	34	435	34	437	34

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1593	100	1595	100	1597	100	1598	100	1600	100	1602	100
Age												
4 - 9	141	9	141	9	141	9	141	9	141	9	142	9
10 - 15	152	10	153	10	153	10	153	10	154	10	153	10
16 - 24	219	14	219	14	220	14	220	14	219	14	220	14
25 - 34	217	14	217	14	217	14	217	14	218	14	218	14
35 - 44	252	16	252	16	252	16	253	16	253	16	253	16
45 - 54	216	14	216	14	216	14	216	14	216	14	217	14
55 - 64	178	11	178	11	178	11	179	11	179	11	179	11
65 +	218	14	219	14	220	14	219	14	220	14	220	14
Adults												
Total	1300	100	1301	100	1303	100	1304	100	1305	100	1307	100
AB	231	18	231	18	231	18	231	18	232	18	232	18
C1	309	24	309	24	310	24	310	24	310	24	311	24
C2	323	25	324	25	324	25	324	25	325	25	325	25
DE	437	34	437	34	438	34	439	34	438	34	439	34

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	771	100	772	100	773	100	773	100	774	100	776	100
Age												
4 - 15	149	19	150	19	150	19	150	19	150	19	151	19
16 - 24	111	14	111	14	111	14	111	14	112	14	112	14
25 - 34	105	14	105	14	105	14	105	14	105	14	105	14
35 - 44	122	16	122	16	122	16	122	16	121	16	122	16
45 - 54	105	14	105	14	106	14	106	14	106	14	106	14
55 - 64	86	11	86	11	85	11	86	11	86	11	86	11
65 +	93	12	93	12	94	12	93	12	94	12	94	12
Adults												
Total	622	100	622	100	623	100	623	100	624	100	625	100
AB	115	18	115	18	116	19	115	18	116	19	116	19
C1	145	23	145	23	145	23	145	23	145	23	145	23
C2	170	27	170	27	170	27	170	27	171	27	171	27
DE	192	31	192	31	192	31	193	31	192	31	193	31
Working F/T	374	60	375	60	375	60	376	60	376	60	377	60
Not Working	248	40	247	40	248	40	247	40	248	40	248	40

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	776	100	777	100	778	100	778	100	779	100	780	100
Age												
4 - 15	151	19	151	19	151	19	151	19	151	19	151	19
16 - 24	112	14	111	14	112	14	112	14	112	14	112	14
25 - 34	105	14	106	14	106	14	105	13	106	14	106	14
35 - 44	122	16	123	16	123	16	123	16	123	16	123	16
45 - 54	107	14	106	14	106	14	106	14	106	14	107	14
55 - 64	86	11	86	11	86	11	87	11	86	11	87	11
65 +	93	12	94	12	94	12	94	12	95	12	94	12
Adults												
Total	625	100	626	100	627	100	627	100	628	100	629	100
AB	116	19	116	19	116	19	116	19	117	19	117	19
C1	145	23	146	23	146	23	146	23	145	23	146	23
C2	171	27	171	27	171	27	171	27	172	27	172	27
DE	193	31	193	31	194	31	194	31	194	31	194	31
Working F/T	377	60	377	60	378	60	378	60	378	60	379	60
Not Working	248	40	249	40	249	40	249	40	250	40	250	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	812	100	813	100	814	100	815	100	816	100	816	100
Age												
4 - 15	142	17	142	17	142	17	142	17	143	18	142	17
16 - 24	107	13	107	13	107	13	107	13	107	13	107	13
25 - 34	110	14	111	14	111	14	111	14	111	14	112	14
35 - 44	128	16	128	16	129	16	129	16	130	16	129	16
45 - 54	109	13	109	13	109	13	109	13	109	13	109	13
55 - 64	91	11	91	11	92	11	92	11	92	11	92	11
65 +	125	15	125	15	124	15	125	15	124	15	125	15
Adults												
Total	670	100	671	100	672	100	673	100	673	100	674	100
AB	114	17	114	17	114	17	115	17	114	17	114	17
C1	162	24	163	24	163	24	163	24	164	24	164	24
C2	152	23	151	23	152	23	152	23	152	23	152	23
DE	242	36	243	36	243	36	243	36	243	36	244	36
Working F/T	208	31	208	31	209	31	208	31	209	31	209	31
Not Working	462	69	463	69	463	69	465	69	464	69	465	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	817	100	818	100	819	100	820	100	821	100	822	100
Age												
4 - 15	142	17	143	17	143	17	143	17	144	18	144	18
16 - 24	107	13	108	13	108	13	108	13	107	13	108	13
25 - 34	112	14	111	14	111	14	112	14	112	14	112	14
35 - 44	130	16	129	16	129	16	130	16	130	16	130	16
45 - 54	109	13	110	13	110	13	110	13	110	13	110	13
55 - 64	92	11	92	11	92	11	92	11	93	11	92	11
65 +	125	15	125	15	126	15	125	15	125	15	126	15
Adults												
Total	675	100	675	100	676	100	677	100	677	100	678	100
AB	115	17	115	17	115	17	115	17	115	17	115	17
C1	164	24	163	24	164	24	164	24	165	24	165	24
C2	152	23	153	23	153	23	153	23	153	23	153	23
DE	244	36	244	36	244	36	245	36	244	36	245	36
Working F/T	209	31	209	31	209	31	210	31	210	31	210	31
Not Working	466	69	466	69	467	69	467	69	467	69	468	69

Border

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	351	100	352	100	352	100	352	100	352	100	353	100
TV Households	346	99	346	98	347	99	347	99	347	99	347	98
ITV Households	320	91	320	91	320	91	320	91	321	91	321	91

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	353	100	353	100	353	100	354	100	354	100	354	100
TV Households	348	99	348	99	348	99	348	98	348	98	349	99
ITV Households	321	91	321	91	322	91	322	91	322	91	322	91

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	320	100	320	100	320	100	320	100	321	100	321	100
Social Class												
AB	55	17	55	17	54	17	54	17	55	17	55	17
C1	75	23	75	23	75	23	75	23	75	23	75	23
C2	70	22	70	22	70	22	70	22	70	22	70	22
DE	120	38	120	38	121	38	121	38	121	38	121	38
Housewife Age												
Under 25	16	5	16	5	16	5	16	5	16	5	17	5
25 - 34	38	12	38	12	38	12	38	12	38	12	38	12
35 - 44	59	18	59	18	59	18	59	18	59	18	59	18
45 - 54	56	18	56	18	56	18	56	18	56	17	56	17
55 - 64	58	18	58	18	58	18	58	18	58	18	58	18
65 +	93	29	93	29	93	29	93	29	94	29	93	29
Size												
1	99	31	99	31	100	31	99	31	100	31	100	31
2	119	37	119	37	119	37	119	37	119	37	119	37
3	48	15	48	15	48	15	48	15	48	15	48	15
4+	54	17	54	17	53	17	54	17	54	17	54	17
Children												
Without	242	76	242	76	242	76	243	76	243	76	243	76
With	78	24	78	24	78	24	77	24	78	24	78	24

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	321	100	321	100	322	100	322	100	322	100	322	100
Social Class												
AB	55	17	55	17	55	17	55	17	55	17	55	17
C1	75	23	75	23	75	23	76	24	76	24	76	24
C2	70	22	70	22	70	22	70	22	70	22	70	22
DE	121	38	121	38	122	38	121	38	121	38	121	38
Housewife Age												
Under 25	17	5	17	5	16	5	16	5	16	5	16	5
25 - 34	38	12	38	12	38	12	38	12	38	12	38	12
35 - 44	59	18	59	18	59	18	59	18	59	18	59	18
45 - 54	56	17	56	17	57	18	57	18	57	18	57	18
55 - 64	58	18	58	18	58	18	58	18	58	18	58	18
65 +	93	29	93	29	94	29	94	29	94	29	94	29
Size												
1	100	31	100	31	101	31	100	31	101	31	100	31
2	119	37	119	37	119	37	119	37	119	37	119	37
3	48	15	48	15	48	15	48	15	48	15	48	15
4+	54	17	54	17	54	17	55	17	54	17	55	17
Children												
Without	243	76	243	76	244	76	244	76	244	76	244	76
With	78	24	78	24	78	24	78	24	78	24	78	24

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	682	100	682	100	683	100	683	100	684	100	684	100
Age												
4 - 9	45	7	44	6	45	7	44	6	45	7	44	6
10 - 15	50	7	51	7	51	7	51	7	51	7	51	7
16 - 24	73	11	73	11	73	11	73	11	73	11	73	11
25 - 34	72	11	72	11	72	11	72	11	72	11	73	11
35 - 44	105	15	105	15	105	15	105	15	105	15	105	15
45 - 54	100	15	100	15	100	15	100	15	101	15	101	15
55 - 64	100	15	100	15	100	15	100	15	100	15	100	15
65 +	137	20	137	20	137	20	138	20	137	20	137	20
Adults												
Total	587	100	587	100	587	100	588	100	588	100	589	100
AB	110	19	110	19	110	19	110	19	110	19	110	19
C1	140	24	140	24	141	24	141	24	141	24	141	24
C2	139	24	139	24	138	24	139	24	139	24	139	24
DE	198	34	198	34	198	34	198	34	198	34	199	34

Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	684	100	685	100	685	100	686	100	686	100	687	100
Age												
4 - 9	45	7	45	7	45	7	45	7	45	7	45	7
10 - 15	51	7	51	7	50	7	51	7	51	7	51	7
16 - 24	73	11	73	11	73	11	73	11	73	11	74	11
25 - 34	72	11	72	11	72	11	72	10	72	10	72	10
35 - 44	105	15	106	15	107	16	106	15	107	16	106	15
45 - 54	101	15	101	15	100	15	101	15	101	15	101	15
55 - 64	100	15	100	15	101	15	101	15	101	15	101	15
65 +	137	20	137	20	137	20	137	20	136	20	137	20
Adults												
Total	588	100	589	100	590	100	590	100	590	100	591	100
AB	110	19	110	19	111	19	111	19	111	19	111	19
C1	141	24	141	24	141	24	141	24	141	24	141	24
C2	139	24	139	24	139	24	139	24	139	24	140	24
DE	198	34	199	34	199	34	199	34	199	34	199	34

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	330	100	330	100	331	100	331	100	331	100	331	100
Age												
4 - 15	48	15	48	15	49	15	48	15	48	15	48	15
16 - 24	36	11	36	11	36	11	36	11	36	11	36	11
25 - 34	35	11	35	11	35	11	35	11	35	11	35	11
35 - 44	52	16	52	16	52	16	52	16	53	16	53	16
45 - 54	48	15	48	15	48	15	48	15	48	15	48	15
55 - 64	50	15	50	15	50	15	50	15	50	15	50	15
65 +	61	18	61	18	61	18	62	19	61	18	61	18
Adults												
Total	282	100	282	100	282	100	283	100	283	100	283	100
AB	53	19	53	19	53	19	53	19	53	19	53	19
C1	68	24	68	24	68	24	68	24	68	24	68	24
C2	73	26	73	26	73	26	74	26	73	26	74	26
DE	88	31	88	31	88	31	88	31	89	31	88	31
Working F/T	166	59	166	59	166	59	167	59	167	59	167	59
Not Working	116	41	116	41	116	41	116	41	116	41	116	41

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	332	100	332	100	332	100	332	100	332	100	333	100
Age												
4 - 15	49	15	49	15	48	14	48	14	48	14	49	15
16 - 24	36	11	36	11	36	11	36	11	36	11	36	11
25 - 34	35	11	35	11	35	11	35	11	35	11	35	11
35 - 44	52	16	53	16	53	16	53	16	54	16	53	16
45 - 54	49	15	48	14	48	14	49	15	48	14	49	15
55 - 64	50	15	50	15	51	15	50	15	50	15	50	15
65 +	61	18	61	18	61	18	61	18	61	18	61	18
Adults												
Total	283	100	283	100	284	100	284	100	284	100	284	100
AB	53	19	53	19	54	19	54	19	54	19	54	19
C1	68	24	68	24	68	24	68	24	68	24	68	24
C2	74	26	73	26	74	26	74	26	73	26	73	26
DE	88	31	89	31	88	31	88	31	89	31	89	31
Working F/T	167	59	167	59	168	59	167	59	167	59	167	59
Not Working	116	41	116	41	116	41	117	41	117	41	117	41

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	352	100	352	100	352	100	352	100	353	100	353	100
Age												
4 - 15	47	13	47	13	47	13	47	13	48	14	47	13
16 - 24	37	11	37	11	37	11	37	11	37	10	37	10
25 - 34	37	11	37	11	37	11	37	11	37	10	38	11
35 - 44	53	15	53	15	53	15	53	15	52	15	52	15
45 - 54	52	15	52	15	52	15	52	15	53	15	53	15
55 - 64	50	14	50	14	50	14	50	14	50	14	50	14
65 +	76	22	76	22	76	22	76	22	76	22	76	22
Adults												
Total	305	100	305	100	305	100	305	100	305	100	306	100
AB	57	19	57	19	57	19	57	19	57	19	57	19
C1	72	24	72	24	73	24	73	24	73	24	73	24
C2	66	22	66	22	65	21	65	21	66	22	65	21
DE	110	36	110	36	110	36	110	36	109	36	111	36
Working F/T	87	29	87	29	87	29	86	28	86	28	87	28
Not Working	218	71	218	71	218	71	219	72	219	72	219	72

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	352	100	353	100	353	100	354	100	354	100	354	100
Age												
4 - 15	47	13	47	13	47	13	48	14	48	14	47	13
16 - 24	37	11	37	10	37	10	37	10	37	10	38	11
25 - 34	37	11	37	10	37	10	37	10	37	10	37	10
35 - 44	53	15	53	15	54	15	53	15	53	15	53	15
45 - 54	52	15	53	15	52	15	52	15	53	15	52	15
55 - 64	50	14	50	14	50	14	51	14	51	14	51	14
65 +	76	22	76	22	76	22	76	21	75	21	76	21
Adults												
Total	305	100	306	100	306	100	306	100	306	100	307	100
AB	57	19	57	19	57	19	57	19	57	19	57	19
C1	73	24	73	24	73	24	73	24	73	24	73	24
C2	65	21	66	22	65	21	65	21	66	22	67	22
DE	110	36	110	36	111	36	111	36	110	36	110	36
Working F/T	86	28	87	28	86	28	87	28	87	28	88	29
Not Working	219	72	219	72	220	72	219	72	219	72	219	71

West

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1349	100	1350	100	1351	100	1353	100	1354	100	1355	100
TV Households	1328	98	1329	98	1330	98	1332	98	1333	98	1334	98
ITV Households	1050	78	1051	78	1052	78	1053	78	1054	78	1055	78

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1357	100	1358	100	1359	100	1360	100	1362	100	1363	100
TV Households	1335	98	1337	98	1338	98	1339	98	1340	98	1342	98
ITV Households	1056	78	1057	78	1058	78	1059	78	1060	78	1061	78

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1050	100	1051	100	1052	100	1053	100	1054	100	1055	100
Social Class												
AB	174	17	174	17	175	17	175	17	175	17	175	17
C1	320	30	320	30	321	31	321	30	321	30	322	31
C2	233	22	233	22	234	22	234	22	234	22	234	22
DE	323	31	324	31	322	31	323	31	324	31	324	31
Housewife Age												
Under 25	55	5	55	5	56	5	55	5	55	5	56	5
25 - 34	159	15	159	15	159	15	160	15	160	15	160	15
35 - 44	220	21	220	21	220	21	221	21	221	21	221	21
45 - 54	188	18	188	18	188	18	188	18	188	18	189	18
55 - 64	172	16	172	16	172	16	172	16	173	16	173	16
65 +	256	24	257	24	257	24	257	24	257	24	256	24
Size												
1	314	30	314	30	315	30	315	30	315	30	315	30
2	390	37	391	37	391	37	391	37	392	37	392	37
3	140	13	140	13	140	13	141	13	141	13	141	13
4+	206	20	206	20	206	20	206	20	206	20	207	20
Children												
Without	791	75	792	75	792	75	793	75	794	75	795	75
With	259	25	259	25	260	25	260	25	260	25	260	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1056	100	1057	100	1058	100	1059	100	1060	100	1061	100
Social Class												
AB	175	17	175	17	176	17	176	17	176	17	175	16
C1	322	30	322	30	323	31	323	31	323	30	324	31
C2	235	22	235	22	235	22	235	22	235	22	236	22
DE	324	31	325	31	324	31	325	31	326	31	326	31
Housewife Age												
Under 25	56	5	56	5	56	5	57	5	55	5	55	5
25 - 34	160	15	160	15	160	15	160	15	161	15	161	15
35 - 44	221	21	221	21	222	21	222	21	222	21	222	21
45 - 54	189	18	189	18	189	18	189	18	189	18	190	18
55 - 64	173	16	173	16	173	16	173	16	174	16	174	16
65 +	257	24	258	24	258	24	258	24	259	24	259	24
Size												
1	315	30	316	30	316	30	317	30	317	30	317	30
2	393	37	393	37	393	37	394	37	394	37	394	37
3	141	13	141	13	141	13	141	13	141	13	142	13
4+	207	20	207	20	208	20	207	20	208	20	208	20
Children												
Without	795	75	796	75	797	75	797	75	798	75	799	75
With	261	25	261	25	261	25	262	25	262	25	262	25

Table 3 All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2330	100	2332	100	2334	100	2337	100	2339	100	2341	100
Age												
4 - 9	176	8	176	8	176	8	177	8	177	8	177	8
10 - 15	182	8	183	8	183	8	183	8	183	8	183	8
16 - 24	267	11	268	11	268	11	267	11	268	11	269	11
25 - 34	278	12	277	12	277	12	278	12	278	12	278	12
35 - 44	387	17	387	17	388	17	389	17	389	17	389	17
45 - 54	333	14	334	14	334	14	335	14	335	14	335	14
55 - 64	308	13	308	13	308	13	308	13	309	13	309	13
65 +	399	17	399	17	400	17	400	17	400	17	401	17
Adults												
Total	1972	100	1973	100	1975	100	1977	100	1979	100	1981	100
AB	345	17	345	17	345	17	346	18	346	17	347	18
C1	609	31	610	31	611	31	611	31	612	31	612	31
C2	478	24	478	24	478	24	479	24	479	24	480	24
DE	540	27	540	27	541	27	541	27	542	27	542	27

Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2343	100	2345	100	2348	100	2350	100	2352	100	2354	100
Age												
4 - 9	177	8	177	8	177	8	177	8	177	8	178	8
10 - 15	183	8	184	8	184	8	184	8	184	8	184	8
16 - 24	268	11	269	11	269	11	270	11	270	11	270	11
25 - 34	279	12	279	12	280	12	279	12	279	12	279	12
35 - 44	390	17	389	17	390	17	391	17	392	17	392	17
45 - 54	335	14	335	14	336	14	336	14	336	14	337	14
55 - 64	309	13	310	13	310	13	310	13	311	13	311	13
65 +	402	17	402	17	402	17	403	17	403	17	403	17
Adults												
Total	1983	100	1984	100	1987	100	1989	100	1991	100	1992	100
AB	347	17	347	17	348	18	348	17	349	18	349	18
C1	613	31	614	31	614	31	615	31	615	31	616	31
C2	480	24	480	24	481	24	482	24	482	24	483	24
DE	543	27	543	27	544	27	544	27	545	27	544	27

Table4a Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1136	100	1137	100	1138	100	1139	100	1141	100	1142	100
Age												
4 - 15	179	16	180	16	180	16	180	16	180	16	180	16
16 - 24	139	12	140	12	140	12	139	12	140	12	140	12
25 - 34	138	12	137	12	137	12	138	12	138	12	138	12
35 - 44	187	16	186	16	187	16	188	17	188	16	188	16
45 - 54	159	14	160	14	160	14	159	14	160	14	160	14
55 - 64	152	13	152	13	152	13	153	13	153	13	153	13
65 +	182	16	182	16	182	16	182	16	182	16	183	16
Adults												
Total	957	100	957	100	958	100	959	100	961	100	962	100
AB	172	18	173	18	172	18	173	18	174	18	174	18
C1	291	30	291	30	292	30	292	30	292	30	292	30
C2	253	26	252	26	252	26	253	26	253	26	254	26
DE	241	25	241	25	242	25	241	25	242	25	242	25
Working F/T	582	61	583	61	584	61	584	61	585	61	586	61
Not Working	375	39	374	39	374	39	375	39	376	39	376	39

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1142	100	1144	100	1145	100	1146	100	1147	100	1148	100
Age												
4 - 15	180	16	181	16	181	16	181	16	181	16	181	16
16 - 24	140	12	140	12	140	12	140	12	141	12	141	12
25 - 34	138	12	139	12	139	12	139	12	138	12	138	12
35 - 44	188	16	187	16	188	16	189	16	189	16	190	17
45 - 54	160	14	160	14	161	14	160	14	161	14	161	14
55 - 64	153	13	154	13	153	13	153	13	153	13	154	13
65 +	183	16	183	16	183	16	184	16	184	16	183	16
Adults												
Total	962	100	963	100	964	100	965	100	966	100	967	100
AB	174	18	174	18	174	18	174	18	175	18	175	18
C1	293	30	293	30	293	30	294	30	293	30	294	30
C2	253	26	254	26	254	26	255	26	255	26	255	26
DE	242	25	242	25	243	25	242	25	243	25	243	25
Working F/T	586	61	586	61	587	61	587	61	588	61	589	61
Not Working	376	39	377	39	377	39	378	39	378	39	378	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1194	100	1195	100	1196	100	1198	100	1198	100	1199	100
Age												
4 - 15	179	15	179	15	179	15	180	15	180	15	180	15
16 - 24	128	11	128	11	128	11	128	11	128	11	129	11
25 - 34	140	12	140	12	140	12	140	12	140	12	140	12
35 - 44	200	17	201	17	201	17	201	17	201	17	201	17
45 - 54	174	15	174	15	174	15	176	15	175	15	175	15
55 - 64	156	13	156	13	156	13	155	13	156	13	156	13
65 +	217	18	217	18	218	18	218	18	218	18	218	18
Adults												
Total	1015	100	1016	100	1017	100	1018	100	1018	100	1019	100
AB	173	17	172	17	173	17	173	17	172	17	173	17
C1	318	31	319	31	319	31	319	31	320	31	320	31
C2	225	22	226	22	226	22	226	22	226	22	226	22
DE	299	29	299	29	299	29	300	29	300	29	300	29
Working F/T	287	28	286	28	286	28	287	28	286	28	286	28
Not Working	728	72	730	72	731	72	731	72	732	72	733	72

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1201	100	1201	100	1203	100	1204	100	1205	100	1206	100
Age												
4 - 15	180	15	180	15	180	15	180	15	180	15	181	15
16 - 24	128	11	129	11	129	11	130	11	129	11	129	11
25 - 34	141	12	140	12	141	12	140	12	141	12	141	12
35 - 44	202	17	202	17	202	17	202	17	203	17	202	17
45 - 54	175	15	175	15	175	15	176	15	175	15	176	15
55 - 64	156	13	156	13	157	13	157	13	158	13	157	13
65 +	219	18	219	18	219	18	219	18	219	18	220	18
Adults												
Total	1021	100	1021	100	1023	100	1024	100	1025	100	1025	100
AB	173	17	173	17	174	17	174	17	174	17	174	17
C1	320	31	321	31	321	31	321	31	322	31	322	31
C2	227	22	226	22	227	22	227	22	227	22	228	22
DE	301	29	301	29	301	29	302	29	302	29	301	29
Working F/T	287	28	288	28	288	28	289	28	289	28	288	28
Not Working	734	72	733	72	735	72	735	72	736	72	737	72

Wales

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1309	100	1310	100	1311	100	1312	100	1312	100	1313	100
TV Households	1282	98	1283	98	1284	98	1285	98	1285	98	1286	98
ITV Households	1160	89	1161	89	1162	89	1163	89	1164	89	1164	89

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1314	100	1315	100	1316	100	1317	100	1318	100	1319	100
TV Households	1287	98	1288	98	1289	98	1290	98	1291	98	1292	98
ITV Households	1165	89	1166	89	1167	89	1168	89	1169	89	1170	89

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1160	100	1161	100	1162	100	1163	100	1164	100	1164	100
Social Class	AB	183	16	183	16	183	16	183	16	183	16	183	16
	C1	308	27	308	27	308	27	309	27	309	27	309	27
	C2	241	21	241	21	242	21	242	21	242	21	242	21
	DE	428	37	429	37	429	37	429	37	430	37	430	37
			68	6	68	6	68	6	68	6	69	6	68
Housewife Age	Under 25	68	6	68	6	68	6	68	6	69	6	68	6
	25 - 34	160	14	160	14	160	14	160	14	160	14	160	14
	35 - 44	216	19	217	19	217	19	217	19	217	19	217	19
	45 - 54	204	18	204	18	204	18	204	18	204	18	204	18
	55 - 64	208	18	208	18	208	18	209	18	209	18	209	18
		304	26	304	26	305	26	305	26	305	26	306	26
Size	1	343	30	344	30	344	30	343	29	344	30	344	30
	2	409	35	409	35	409	35	410	35	410	35	410	35
	3	186	16	186	16	187	16	187	16	187	16	187	16
	4+	222	19	222	19	222	19	223	19	223	19	223	19
Children	Without	852	73	853	73	853	73	854	73	855	73	855	73
	With	308	27	308	27	309	27	309	27	309	27	309	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1165	100	1166	100	1167	100	1168	100	1169	100	1170	100
Social Class												
AB	184	16	184	16	183	16	184	16	185	16	185	16
C1	309	27	310	27	310	27	310	27	310	27	310	26
C2	242	21	242	21	243	21	243	21	243	21	243	21
DE	430	37	430	37	431	37	431	37	431	37	432	37
Housewife Age												
Under 25	68	6	68	6	68	6	68	6	68	6	68	6
25 - 34	161	14	161	14	161	14	161	14	161	14	161	14
35 - 44	217	19	218	19	218	19	218	19	218	19	218	19
45 - 54	205	18	205	18	205	18	205	18	205	18	205	18
55 - 64	209	18	209	18	209	18	210	18	210	18	210	18
65 +	305	26	305	26	306	26	306	26	307	26	308	26
Size												
1	345	30	345	30	345	30	345	30	346	30	346	30
2	410	35	411	35	411	35	411	35	412	35	412	35
3	187	16	187	16	187	16	187	16	188	16	188	16
4+	223	19	223	19	224	19	225	19	223	19	224	19
Children												
Without	856	73	856	73	857	73	858	73	858	73	859	73
With	309	27	310	27	310	27	310	27	311	27	311	27

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2584	100	2586	100	2588	100	2590	100	2591	100	2593	100
Age												
4 - 9	191	7	192	7	191	7	192	7	192	7	192	7
10 - 15	215	8	215	8	216	8	216	8	216	8	216	8
16 - 24	315	12	314	12	314	12	314	12	315	12	315	12
25 - 34	302	12	303	12	303	12	303	12	302	12	303	12
35 - 44	386	15	386	15	387	15	387	15	388	15	388	15
45 - 54	356	14	356	14	357	14	357	14	357	14	357	14
55 - 64	355	14	356	14	356	14	356	14	356	14	357	14
65 +	464	18	464	18	464	18	465	18	465	18	465	18
Adults												
Total	2178	100	2179	100	2181	100	2182	100	2183	100	2185	100
AB	369	17	369	17	370	17	370	17	370	17	370	17
C1	602	28	602	28	602	28	603	28	603	28	604	28
C2	499	23	499	23	500	23	500	23	500	23	500	23
DE	708	33	709	33	709	33	709	32	710	33	711	33

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2595	100	2597	100	2599	100	2601	100	2603	100	2605	100
Age												
4 - 9	192	7	192	7	192	7	192	7	192	7	193	7
10 - 15	216	8	216	8	217	8	217	8	217	8	217	8
16 - 24	315	12	315	12	316	12	316	12	316	12	316	12
25 - 34	304	12	304	12	304	12	304	12	305	12	305	12
35 - 44	388	15	389	15	388	15	389	15	389	15	389	15
45 - 54	358	14	358	14	358	14	358	14	359	14	359	14
55 - 64	357	14	357	14	358	14	358	14	358	14	358	14
65 +	465	18	466	18	466	18	467	18	467	18	468	18
Adults												
Total	2187	100	2189	100	2190	100	2192	100	2194	100	2195	100
AB	371	17	371	17	371	17	371	17	372	17	372	17
C1	604	28	605	28	605	28	606	28	606	28	606	28
C2	501	23	501	23	502	23	502	23	503	23	503	23
DE	711	33	712	33	712	33	713	33	713	32	714	33

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1252	100	1254	100	1255	100	1255	100	1256	100	1257	100
Age												
4 - 15	208	17	210	17	210	17	209	17	210	17	210	17
16 - 24	160	13	158	13	159	13	159	13	159	13	159	13
25 - 34	145	12	146	12	146	12	146	12	145	12	146	12
35 - 44	187	15	187	15	187	15	187	15	188	15	188	15
45 - 54	172	14	172	14	173	14	173	14	173	14	173	14
55 - 64	174	14	175	14	175	14	175	14	175	14	175	14
65 +	206	16	206	16	205	16	206	16	206	16	206	16
Adults												
Total	1044	100	1044	100	1045	100	1046	100	1046	100	1047	100
AB	184	18	184	18	184	18	184	18	184	18	184	18
C1	281	27	281	27	281	27	282	27	282	27	282	27
C2	265	25	265	25	266	25	265	25	265	25	265	25
DE	314	30	314	30	314	30	315	30	315	30	316	30
Working F/T	573	55	573	55	574	55	574	55	574	55	574	55
Not Working	471	45	471	45	471	45	472	45	472	45	473	45

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1258	100	1259	100	1260	100	1261	100	1262	100	1263	100
Age												
4 - 15	210	17	210	17	210	17	210	17	210	17	211	17
16 - 24	159	13	159	13	159	13	160	13	160	13	160	13
25 - 34	147	12	147	12	147	12	146	12	147	12	147	12
35 - 44	188	15	188	15	188	15	188	15	188	15	188	15
45 - 54	173	14	173	14	173	14	174	14	174	14	174	14
55 - 64	175	14	176	14	176	14	176	14	176	14	176	14
65 +	206	16	206	16	207	16	207	16	207	16	207	16
Adults												
Total	1048	100	1049	100	1050	100	1051	100	1052	100	1052	100
AB	185	18	185	18	185	18	184	18	185	18	186	18
C1	282	27	282	27	283	27	284	27	283	27	283	27
C2	266	25	266	25	266	25	267	25	268	25	267	25
DE	315	30	316	30	316	30	316	30	316	30	316	30
Working F/T	575	55	576	55	576	55	577	55	577	55	577	55
Not Working	473	45	473	45	474	45	474	45	475	45	475	45

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1332	100	1332	100	1333	100	1335	100	1335	100	1336	100
Age												
4 - 15	198	15	197	15	197	15	199	15	198	15	198	15
16 - 24	155	12	156	12	155	12	155	12	156	12	156	12
25 - 34	157	12	157	12	157	12	157	12	157	12	157	12
35 - 44	199	15	199	15	200	15	200	15	200	15	200	15
45 - 54	184	14	184	14	184	14	184	14	184	14	184	14
55 - 64	181	14	181	14	181	14	181	14	181	14	182	14
65 +	258	19	258	19	259	19	259	19	259	19	259	19
Adults												
Total	1134	100	1135	100	1136	100	1136	100	1137	100	1138	100
AB	185	16	185	16	186	16	186	16	186	16	186	16
C1	321	28	321	28	321	28	321	28	321	28	322	28
C2	234	21	234	21	234	21	235	21	235	21	235	21
DE	394	35	395	35	395	35	394	35	395	35	395	35
Working F/T	349	31	349	31	349	31	349	31	349	31	351	31
Not Working	785	69	786	69	787	69	787	69	788	69	787	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1337	100	1338	100	1339	100	1340	100	1341	100	1342	100
Age												
4 - 15	198	15	198	15	199	15	199	15	199	15	199	15
16 - 24	156	12	156	12	157	12	156	12	156	12	156	12
25 - 34	157	12	157	12	157	12	158	12	158	12	158	12
35 - 44	200	15	201	15	200	15	201	15	201	15	201	15
45 - 54	185	14	185	14	185	14	184	14	185	14	185	14
55 - 64	182	14	181	14	182	14	182	14	182	14	182	14
65 +	259	19	260	19	259	19	260	19	260	19	261	19
Adults												
Total	1139	100	1140	100	1140	100	1141	100	1142	100	1143	100
AB	186	16	186	16	186	16	187	16	187	16	186	16
C1	322	28	323	28	322	28	322	28	323	28	323	28
C2	235	21	235	21	236	21	235	21	235	21	236	21
DE	396	35	396	35	396	35	397	35	397	35	398	35
Working F/T	351	31	351	31	351	31	351	31	352	31	352	31
Not Working	788	69	789	69	789	69	790	69	790	69	791	69

South & South East

Table 1

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2812	100	2815	100	2817	100	2820	100	2822	100	2825	100
TV Households	2760	98	2763	98	2765	98	2767	98	2770	98	2772	98
ITV Households	2449	87	2451	87	2453	87	2456	87	2458	87	2460	87

Table 1

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2827	100	2830	100	2832	100	2835	100	2837	100	2840	100
TV Households	2775	98	2777	98	2780	98	2782	98	2785	98	2787	98
ITV Households	2462	87	2464	87	2467	87	2469	87	2471	87	2473	87

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2449	100	2451	100	2453	100	2456	100	2458	100	2460	100
Social Class												
AB	663	27	663	27	663	27	665	27	664	27	665	27
C1	747	31	748	31	748	30	749	30	750	31	750	30
C2	451	18	452	18	452	18	452	18	453	18	453	18
DE	588	24	588	24	590	24	590	24	591	24	592	24
Housewife Age												
Under 25	101	4	100	4	100	4	101	4	101	4	101	4
25 - 34	335	14	335	14	335	14	336	14	336	14	336	14
35 - 44	492	20	493	20	493	20	494	20	494	20	495	20
45 - 54	424	17	425	17	425	17	426	17	426	17	426	17
55 - 64	429	18	429	18	430	18	430	18	430	17	431	18
65 +	668	27	669	27	670	27	669	27	671	27	671	27
Size												
1	751	31	751	31	751	31	752	31	753	31	754	31
2	865	35	866	35	866	35	867	35	868	35	869	35
3	348	14	348	14	349	14	349	14	349	14	350	14
4+	485	20	486	20	487	20	488	20	488	20	487	20
Children												
Without	1833	75	1834	75	1836	75	1838	75	1839	75	1841	75
With	616	25	617	25	617	25	618	25	619	25	619	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2462	100	2464	100	2467	100	2469	100	2471	100	2473	100
Social Class												
AB	666	27	667	27	669	27	668	27	669	27	669	27
C1	751	31	752	31	752	30	753	30	754	31	754	30
C2	454	18	454	18	454	18	455	18	455	18	456	18
DE	591	24	591	24	592	24	593	24	593	24	594	24
Housewife Age												
Under 25	102	4	101	4	102	4	102	4	102	4	101	4
25 - 34	337	14	337	14	337	14	337	14	338	14	338	14
35 - 44	495	20	496	20	496	20	496	20	497	20	497	20
45 - 54	427	17	427	17	427	17	428	17	428	17	429	17
55 - 64	431	18	431	17	432	18	432	17	433	18	433	18
65 +	670	27	672	27	673	27	674	27	673	27	675	27
Size												
1	755	31	755	31	756	31	756	31	757	31	758	31
2	870	35	870	35	871	35	872	35	873	35	873	35
3	350	14	350	14	351	14	351	14	351	14	352	14
4+	487	20	489	20	489	20	490	20	490	20	490	20
Children												
Without	1842	75	1844	75	1846	75	1848	75	1849	75	1851	75
With	620	25	620	25	621	25	621	25	622	25	622	25

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5433	100	5438	100	5443	100	5448	100	5453	100	5458	100
Age												
4 - 9	403	7	404	7	403	7	404	7	405	7	405	7
10 - 15	442	8	443	8	444	8	444	8	444	8	445	8
16 - 24	595	11	595	11	595	11	597	11	597	11	598	11
25 - 34	628	12	629	12	630	12	630	12	631	12	631	12
35 - 44	882	16	882	16	883	16	883	16	884	16	885	16
45 - 54	755	14	755	14	757	14	756	14	757	14	758	14
55 - 64	734	14	735	14	735	14	736	14	737	14	737	14
65 +	994	18	995	18	996	18	998	18	998	18	999	18
Adults												
Total	4588	100	4591	100	4596	100	4600	100	4604	100	4608	100
AB	1311	29	1312	29	1313	29	1314	29	1315	29	1317	29
C1	1404	31	1405	31	1407	31	1408	31	1410	31	1410	31
C2	931	20	930	20	932	20	934	20	933	20	935	20
DE	942	21	944	21	944	21	944	21	946	21	946	21

Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5463	100	5467	100	5472	100	5477	100	5482	100	5487	100
Age												
4 - 9	405	7	406	7	406	7	407	7	406	7	407	7
10 - 15	446	8	445	8	446	8	446	8	447	8	447	8
16 - 24	598	11	598	11	599	11	600	11	601	11	601	11
25 - 34	632	12	633	12	633	12	633	12	634	12	634	12
35 - 44	886	16	886	16	887	16	888	16	888	16	890	16
45 - 54	757	14	759	14	759	14	761	14	762	14	763	14
55 - 64	738	14	739	14	739	14	740	14	741	14	741	14
65 +	1001	18	1001	18	1003	18	1002	18	1003	18	1004	18
Adults												
Total	4612	100	4616	100	4620	100	4624	100	4629	100	4633	100
AB	1318	29	1319	29	1320	29	1322	29	1322	29	1324	29
C1	1412	31	1413	31	1414	31	1415	31	1417	31	1418	31
C2	935	20	937	20	937	20	938	20	939	20	940	20
DE	947	21	947	21	949	21	949	21	951	21	951	21

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2647	100	2648	100	2651	100	2653	100	2657	100	2659	100
Age												
4 - 15	432	16	433	16	433	16	434	16	434	16	435	16
16 - 24	310	12	309	12	309	12	311	12	311	12	311	12
25 - 34	309	12	310	12	310	12	309	12	311	12	311	12
35 - 44	433	16	432	16	433	16	432	16	433	16	434	16
45 - 54	373	14	374	14	375	14	375	14	375	14	375	14
55 - 64	353	13	353	13	353	13	354	13	354	13	355	13
65 +	437	17	437	17	438	17	438	17	439	17	438	17
Adults												
Total	2215	100	2215	100	2218	100	2219	100	2223	100	2224	100
AB	657	30	657	30	658	30	658	30	659	30	660	30
C1	651	29	652	29	652	29	653	29	654	29	653	29
C2	497	22	496	22	497	22	497	22	497	22	499	22
DE	410	19	410	19	411	19	411	19	413	19	412	19
Working F/T	1358	61	1359	61	1361	61	1361	61	1362	61	1363	61
Not Working	857	39	856	39	857	39	858	39	861	39	861	39

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2660	100	2662	100	2666	100	2667	100	2671	100	2673	100
Age												
4 - 15	435	16	435	16	436	16	436	16	437	16	437	16
16 - 24	311	12	311	12	312	12	312	12	313	12	313	12
25 - 34	311	12	311	12	312	12	311	12	312	12	312	12
35 - 44	434	16	435	16	435	16	435	16	435	16	436	16
45 - 54	375	14	375	14	376	14	377	14	377	14	377	14
55 - 64	354	13	356	13	356	13	356	13	356	13	357	13
65 +	440	17	439	16	439	16	440	16	441	17	441	16
Adults												
Total	2225	100	2227	100	2230	100	2231	100	2234	100	2236	100
AB	660	30	661	30	662	30	662	30	662	30	664	30
C1	655	29	655	29	655	29	656	29	657	29	657	29
C2	499	22	499	22	500	22	500	22	501	22	502	22
DE	411	18	412	19	413	19	413	19	414	19	413	18
Working F/T	1365	61	1366	61	1368	61	1368	61	1369	61	1371	61
Not Working	860	39	861	39	862	39	863	39	865	39	865	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2786	100	2790	100	2792	100	2795	100	2796	100	2799	100
Age												
4 - 15	413	15	414	15	414	15	414	15	415	15	415	15
16 - 24	285	10	286	10	286	10	286	10	286	10	287	10
25 - 34	319	11	319	11	320	11	321	11	320	11	320	11
35 - 44	449	16	450	16	450	16	451	16	451	16	451	16
45 - 54	382	14	381	14	382	14	381	14	382	14	383	14
55 - 64	381	14	382	14	382	14	382	14	383	14	382	14
65 +	557	20	558	20	558	20	560	20	559	20	561	20
Adults												
Total	2373	100	2376	100	2378	100	2381	100	2381	100	2384	100
AB	654	28	655	28	655	28	656	28	656	28	657	28
C1	753	32	753	32	755	32	755	32	756	32	757	32
C2	434	18	434	18	435	18	437	18	436	18	436	18
DE	532	22	534	22	533	22	533	22	533	22	534	22
Working F/T	708	30	708	30	709	30	710	30	711	30	712	30
Not Working	1665	70	1668	70	1669	70	1671	70	1670	70	1672	70

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2803	100	2805	100	2806	100	2810	100	2811	100	2814	100
Age												
4 - 15	416	15	416	15	416	15	417	15	416	15	417	15
16 - 24	287	10	287	10	287	10	288	10	288	10	288	10
25 - 34	321	11	322	11	321	11	322	11	322	11	322	11
35 - 44	452	16	451	16	452	16	453	16	453	16	454	16
45 - 54	382	14	384	14	383	14	384	14	385	14	386	14
55 - 64	384	14	383	14	383	14	384	14	385	14	384	14
65 +	561	20	562	20	564	20	562	20	562	20	563	20
Adults												
Total	2387	100	2389	100	2390	100	2393	100	2395	100	2397	100
AB	658	28	658	28	658	28	660	28	660	28	660	28
C1	757	32	758	32	759	32	759	32	760	32	761	32
C2	436	18	438	18	437	18	438	18	438	18	438	18
DE	536	22	535	22	536	22	536	22	537	22	538	22
Working F/T	712	30	713	30	712	30	714	30	715	30	715	30
Not Working	1675	70	1676	70	1678	70	1679	70	1680	70	1682	70

Channel Islands

Projections for		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	59	100	59	100	59	100	59	100	59	100	59	100	
TV Households	58	98	58	98	58	98	58	98	58	98	58	98	
ITV Households	58	98	58	98	58	98	58	98	58	98	58	98	

Projections for		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	59	100	59	100	59	100	59	100	59	100	59	100	
TV Households	58	98	58	98	58	98	58	98	58	98	58	98	
ITV Households	58	98	58	98	58	98	58	98	58	98	58	98	

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	58	100	58	100	58	100	58	100	58	100	58	100
Social Class												
AB	18	31	18	31	19	33	18	31	19	33	19	33
C1	16	28	16	28	16	28	16	28	16	28	16	28
C2	10	17	10	17	10	17	10	17	10	17	10	17
DE	14	24	14	24	13	22	14	24	13	22	13	22
Housewife Age												
Under 25	2	3	3	5	3	5	2	3	2	3	2	3
25 - 34	11	19	11	19	11	19	11	19	11	19	11	19
35 - 44	12	21	12	21	12	21	12	21	12	21	12	21
45 - 54	12	21	12	21	12	21	12	21	12	21	12	21
55 - 64	10	17	10	17	10	17	10	17	10	17	10	17
65 +	11	19	10	17	10	17	11	19	11	19	11	19
Size												
1	14	24	15	26	15	26	15	26	15	26	14	24
2	21	36	21	36	21	36	21	36	21	36	21	36
3	11	19	11	19	11	19	11	19	11	19	11	19
4+	12	21	11	19	11	19	11	19	11	19	11	19
Children												
Without	41	71	41	71	41	71	41	71	41	71	41	71
With	17	29	17	29	17	29	17	29	17	29	17	29

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	58	100	58	100	58	100	58	100	58	100	58	100
Social Class												
AB	19	33	18	31	18	31	18	31	18	31	19	33
C1	16	28	16	28	16	28	16	28	16	28	16	28
C2	10	17	10	17	10	17	10	17	10	17	10	17
DE	13	22	14	24	14	24	14	24	14	24	13	22
Housewife Age												
Under 25	2	3	2	3	2	3	2	3	2	3	3	5
25 - 34	11	19	11	19	11	19	11	19	11	19	11	19
35 - 44	12	21	12	21	12	21	12	21	12	21	12	21
45 - 54	12	21	12	21	12	21	12	21	12	21	12	21
55 - 64	10	17	10	17	10	17	10	17	10	17	10	17
65 +	11	19	11	19	11	19	11	19	11	19	10	17
Size												
1	14	24	15	26	15	26	15	26	15	26	14	24
2	21	36	21	36	21	36	21	36	21	36	21	36
3	11	19	11	19	11	19	11	19	11	19	11	19
4+	12	21	11	19	11	19	11	19	11	19	11	19
Children												
Without	41	71	41	71	41	71	41	71	41	71	41	71
With	17	29	17	29	17	29	17	29	17	29	17	29

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	132	100	132	100	132	100	132	100	132	100	132	100
Age												
4 - 9	11	8	11	8	11	8	11	8	11	8	11	8
10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
16 - 24	12	9	13	10	13	10	12	9	12	9	12	9
25 - 34	20	15	19	14	19	14	20	15	20	15	20	15
35 - 44	23	17	23	17	23	17	23	17	23	17	23	17
45 - 54	20	15	20	15	20	15	21	16	20	15	20	15
55 - 64	17	13	17	13	17	13	17	13	17	13	17	13
65 +	18	14	18	14	18	14	17	13	18	14	18	14
Adults												
Total	110	100	110	100	110	100	110	100	110	100	110	100
AB	38	35	38	35	38	35	38	35	38	35	38	35
C1	30	27	30	27	30	27	30	27	30	27	30	27
C2	20	18	21	19	20	18	20	18	21	19	20	18
DE	22	20	21	19	22	20	22	20	21	19	22	20

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	132	100	132	100	132	100	132	100	132	100	132	100
Age												
4 - 9	11	8	11	8	11	8	11	8	11	8	11	8
10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
16 - 24	12	9	13	10	12	9	12	9	12	9	12	9
25 - 34	20	15	19	14	20	15	20	15	20	15	20	15
35 - 44	23	17	23	17	23	17	23	17	23	17	23	17
45 - 54	21	16	20	15	21	16	20	15	20	15	20	15
55 - 64	17	13	17	13	17	13	17	13	17	13	17	13
65 +	17	13	18	14	17	13	18	14	18	14	18	14
Adults												
Total	110	100	110	100	110	100	110	100	110	100	110	100
AB	38	35	38	35	38	35	38	35	38	35	38	35
C1	30	27	30	27	30	27	30	27	30	27	30	27
C2	21	19	20	18	20	18	20	18	21	19	20	18
DE	21	19	22	20	22	20	22	20	21	19	22	20

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	65	100	66	100	66	100	66	100	65	100	65	100
Age												
4 - 15	11	17	11	17	11	17	11	17	11	17	11	17
16 - 24	7	11	8	12	8	12	7	11	7	11	7	11
25 - 34	9	14	9	14	9	14	10	15	9	14	9	14
35 - 44	12	18	12	18	12	18	12	18	12	18	12	18
45 - 54	10	15	10	15	10	15	10	15	10	15	10	15
55 - 64	7	11	7	11	8	12	7	11	8	12	7	11
65 +	9	14	9	14	8	12	9	14	8	12	9	14
Adults												
Total	54	100	55	100	55	100	55	100	54	100	54	100
AB	19	35	19	35	19	35	19	35	19	35	19	35
C1	15	28	15	27	15	27	15	27	15	28	15	28
C2	10	19	11	20	11	20	11	20	11	20	10	19
DE	10	19	10	18	10	18	10	18	9	17	10	19
Working F/T	39	72	39	71	39	71	39	71	39	72	39	72
Not Working	15	28	16	29	16	29	16	29	15	28	15	28

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	66	100	66	100	65	100	66	100	65	100	65	100
Age												
4 - 15	11	17	11	17	11	17	11	17	11	17	11	17
16 - 24	7	11	8	12	7	11	7	11	7	11	7	11
25 - 34	10	15	9	14	9	14	10	15	9	14	9	14
35 - 44	12	18	12	18	12	18	12	18	12	18	12	18
45 - 54	10	15	10	15	10	15	10	15	10	15	10	15
55 - 64	8	12	7	11	7	11	7	11	8	12	7	11
65 +	8	12	9	14	9	14	9	14	8	12	9	14
Adults												
Total	55	100	55	100	54	100	55	100	54	100	54	100
AB	19	35	19	35	19	35	19	35	19	35	19	35
C1	15	27	15	27	15	28	15	27	15	28	15	28
C2	11	20	11	20	10	19	11	20	11	20	10	19
DE	10	18	10	18	10	19	10	18	9	17	10	19
Working F/T	39	71	39	71	38	70	39	71	39	72	39	72
Not Working	16	29	16	29	16	30	16	29	15	28	15	28

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	67	100	66	100	66	100	66	100	67	100	67	100
Age												
4 - 15	11	16	11	17	11	17	11	17	11	16	11	16
16 - 24	5	7	5	8	5	8	5	8	5	7	5	7
25 - 34	11	16	10	15	10	15	10	15	11	16	11	16
35 - 44	11	16	11	17	11	17	11	17	11	16	11	16
45 - 54	10	15	10	15	10	15	11	17	10	15	10	15
55 - 64	10	15	10	15	9	14	10	15	9	13	10	15
65 +	9	13	9	14	10	15	8	12	10	15	9	13
Adults												
Total	56	100	55	100	55	100	55	100	56	100	56	100
AB	19	34	19	35	19	35	19	35	19	34	19	34
C1	15	27	15	27	15	27	15	27	15	27	15	27
C2	10	18	10	18	9	16	9	16	10	18	10	18
DE	12	21	11	20	12	22	12	22	12	21	12	21
Working F/T	21	38	21	38	21	38	21	38	21	38	21	38
Not Working	35	63	34	62	34	62	34	62	35	63	35	63

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	66	100	66	100	67	100	66	100	67	100	67	100
Age												
4 - 15	11	17	11	17	11	16	11	17	11	16	11	16
16 - 24	5	8	5	8	5	7	5	8	5	7	5	7
25 - 34	10	15	10	15	11	16	10	15	11	16	11	16
35 - 44	11	17	11	17	11	16	11	17	11	16	11	16
45 - 54	11	17	10	15	11	16	10	15	10	15	10	15
55 - 64	9	14	10	15	10	15	10	15	9	13	10	15
65 +	9	14	9	14	8	12	9	14	10	15	9	13
Adults												
Total	55	100	55	100	56	100	55	100	56	100	56	100
AB	19	35	19	35	19	34	19	35	19	34	19	34
C1	15	27	15	27	15	27	15	27	15	27	15	27
C2	10	18	9	16	10	18	9	16	10	18	10	18
DE	11	20	12	22	12	21	12	22	12	21	12	21
Working F/T	21	38	21	38	22	39	21	38	21	38	21	38
Not Working	34	62	34	62	34	61	34	62	35	63	35	63

Meridian / Anglia

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5100	100	5105	100	5110	100	5115	100	5119	100	5124	100
TV Households	5004	98	5008	98	5013	98	5018	98	5023	98	5027	98
ITV Households	4380	86	4384	86	4388	86	4392	86	4396	86	4400	86

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5129	100	5134	100	5139	100	5144	100	5148	100	5153	100
TV Households	5032	98	5037	98	5042	98	5046	98	5051	98	5056	98
ITV Households	4405	86	4409	86	4413	86	4417	86	4421	86	4426	86

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	4380	100	4384	100	4388	100	4392	100	4396	100	4400	100
Social Class												
AB	1065	24	1066	24	1067	24	1068	24	1068	24	1070	24
C1	1309	30	1310	30	1311	30	1313	30	1314	30	1315	30
C2	839	19	839	19	840	19	841	19	842	19	843	19
DE	1167	27	1169	27	1170	27	1170	27	1172	27	1172	27
Housewife Age												
Under 25	186	4	186	4	186	4	187	4	187	4	187	4
25 - 34	628	14	629	14	630	14	630	14	631	14	631	14
35 - 44	880	20	880	20	881	20	882	20	883	20	884	20
45 - 54	771	18	772	18	772	18	773	18	774	18	775	18
55 - 64	772	18	773	18	773	18	774	18	775	18	776	18
65 +	1143	26	1144	26	1146	26	1146	26	1146	26	1147	26
Size												
1	1306	30	1308	30	1308	30	1310	30	1311	30	1311	30
2	1583	36	1585	36	1587	36	1588	36	1590	36	1591	36
3	629	14	629	14	630	14	631	14	631	14	632	14
4+	862	20	862	20	863	20	863	20	864	20	866	20
Children												
Without	3253	74	3256	74	3259	74	3262	74	3265	74	3269	74
With	1127	26	1128	26	1129	26	1130	26	1131	26	1131	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	4405	100	4409	100	4413	100	4417	100	4421	100	4426	100
Social Class												
AB	1071	24	1071	24	1072	24	1073	24	1074	24	1075	24
C1	1316	30	1318	30	1319	30	1320	30	1321	30	1323	30
C2	844	19	844	19	845	19	846	19	847	19	848	19
DE	1174	27	1176	27	1177	27	1178	27	1179	27	1180	27
Housewife Age												
Under 25	187	4	187	4	187	4	187	4	188	4	188	4
25 - 34	632	14	633	14	633	14	634	14	634	14	635	14
35 - 44	885	20	885	20	886	20	887	20	888	20	889	20
45 - 54	775	18	776	18	777	18	777	18	778	18	779	18
55 - 64	776	18	777	18	778	18	779	18	779	18	780	18
65 +	1150	26	1151	26	1152	26	1153	26	1154	26	1155	26
Size												
1	1314	30	1315	30	1316	30	1317	30	1317	30	1321	30
2	1593	36	1594	36	1596	36	1597	36	1599	36	1600	36
3	632	14	633	14	634	14	634	14	635	14	635	14
4+	866	20	867	20	867	20	869	20	870	20	870	20
Children												
Without	3272	74	3275	74	3278	74	3281	74	3284	74	3288	74
With	1133	26	1134	26	1135	26	1136	26	1137	26	1138	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	9707	100	9716	100	9725	100	9735	100	9744	100	9753	100
Age												
4 - 9	730	8	730	8	731	8	731	8	732	8	733	8
10 - 15	788	8	789	8	790	8	791	8	792	8	792	8
16 - 24	1045	11	1046	11	1047	11	1049	11	1049	11	1050	11
25 - 34	1174	12	1175	12	1176	12	1177	12	1178	12	1179	12
35 - 44	1562	16	1563	16	1565	16	1566	16	1568	16	1570	16
45 - 54	1359	14	1361	14	1361	14	1363	14	1364	14	1365	14
55 - 64	1327	14	1328	14	1329	14	1331	14	1332	14	1333	14
65 +	1722	18	1724	18	1726	18	1727	18	1729	18	1731	18
Adults												
Total	8189	100	8197	100	8204	100	8213	100	8220	100	8228	100
AB	2117	26	2120	26	2121	26	2123	26	2126	26	2127	26
C1	2473	30	2475	30	2478	30	2480	30	2482	30	2485	30
C2	1726	21	1727	21	1728	21	1730	21	1732	21	1734	21
DE	1873	23	1875	23	1877	23	1880	23	1880	23	1882	23

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	9762	100	9772	100	9781	100	9790	100	9799	100	9809	100
Age												
4 - 9	733	8	734	8	735	8	736	8	737	8	737	8
10 - 15	793	8	794	8	795	8	795	8	795	8	797	8
16 - 24	1051	11	1052	11	1053	11	1054	11	1055	11	1056	11
25 - 34	1181	12	1181	12	1182	12	1184	12	1185	12	1186	12
35 - 44	1570	16	1573	16	1574	16	1575	16	1577	16	1578	16
45 - 54	1367	14	1368	14	1369	14	1370	14	1372	14	1373	14
55 - 64	1334	14	1336	14	1337	14	1338	14	1340	14	1341	14
65 +	1733	18	1734	18	1736	18	1738	18	1738	18	1741	18
Adults												
Total	8236	100	8244	100	8251	100	8259	100	8267	100	8275	100
AB	2129	26	2131	26	2133	26	2135	26	2137	26	2139	26
C1	2487	30	2490	30	2492	30	2494	30	2497	30	2499	30
C2	1735	21	1737	21	1739	21	1740	21	1742	21	1744	21
DE	1885	23	1886	23	1887	23	1890	23	1891	23	1893	23

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4743	100	4747	100	4752	100	4756	100	4761	100	4765	100
Age												
4 - 15	777	16	777	16	778	16	779	16	780	16	780	16
16 - 24	537	11	537	11	538	11	538	11	539	11	539	11
25 - 34	577	12	578	12	578	12	579	12	579	12	580	12
35 - 44	767	16	767	16	768	16	769	16	770	16	771	16
45 - 54	671	14	672	14	672	14	673	14	673	14	674	14
55 - 64	639	13	639	13	640	13	641	13	641	13	642	13
65 +	775	16	777	16	778	16	777	16	779	16	779	16
Adults												
Total	3966	100	3970	100	3974	100	3977	100	3981	100	3985	100
AB	1068	27	1070	27	1071	27	1071	27	1074	27	1074	27
C1	1159	29	1159	29	1161	29	1162	29	1162	29	1164	29
C2	922	23	922	23	923	23	924	23	925	23	926	23
DE	817	21	819	21	819	21	820	21	820	21	821	21
Working F/T	2482	63	2485	63	2487	63	2489	63	2492	63	2494	63
Not Working	1484	37	1485	37	1487	37	1488	37	1489	37	1491	37

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4770	100	4775	100	4779	100	4783	100	4788	100	4793	100
Age												
4 - 15	781	16	782	16	783	16	783	16	784	16	785	16
16 - 24	540	11	540	11	541	11	541	11	542	11	543	11
25 - 34	581	12	581	12	581	12	582	12	583	12	583	12
35 - 44	770	16	773	16	772	16	774	16	774	16	774	16
45 - 54	675	14	675	14	676	14	676	14	677	14	678	14
55 - 64	642	13	643	13	644	13	644	13	645	13	646	13
65 +	781	16	781	16	782	16	783	16	783	16	784	16
Adults												
Total	3989	100	3993	100	3996	100	4000	100	4004	100	4008	100
AB	1075	27	1076	27	1077	27	1078	27	1079	27	1080	27
C1	1165	29	1166	29	1167	29	1168	29	1170	29	1170	29
C2	927	23	928	23	929	23	929	23	930	23	931	23
DE	822	21	823	21	823	21	825	21	825	21	827	21
Working F/T	2496	63	2499	63	2501	63	2504	63	2506	63	2509	63
Not Working	1493	37	1494	37	1495	37	1496	37	1498	37	1499	37

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4964	100	4969	100	4973	100	4979	100	4983	100	4988	100
Age												
4 - 15	741	15	742	15	743	15	743	15	744	15	745	15
16 - 24	508	10	509	10	509	10	511	10	510	10	511	10
25 - 34	597	12	597	12	598	12	598	12	599	12	599	12
35 - 44	795	16	796	16	797	16	797	16	798	16	799	16
45 - 54	688	14	689	14	689	14	690	14	691	14	691	14
55 - 64	688	14	689	14	689	14	690	14	691	14	691	14
65 +	947	19	947	19	948	19	950	19	950	19	952	19
Adults												
Total	4223	100	4227	100	4230	100	4236	100	4239	100	4243	100
AB	1049	25	1050	25	1050	25	1052	25	1052	25	1053	25
C1	1314	31	1316	31	1317	31	1318	31	1320	31	1321	31
C2	804	19	805	19	805	19	806	19	807	19	808	19
DE	1056	25	1056	25	1058	25	1060	25	1060	25	1061	25
Working F/T	1310	31	1311	31	1312	31	1314	31	1315	31	1317	31
Not Working	2913	69	2916	69	2918	69	2922	69	2924	69	2926	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4992	100	4997	100	5002	100	5007	100	5011	100	5016	100
Age												
4 - 15	745	15	746	15	747	15	748	15	748	15	749	15
16 - 24	511	10	512	10	512	10	513	10	513	10	513	10
25 - 34	600	12	600	12	601	12	602	12	602	12	603	12
35 - 44	800	16	800	16	802	16	801	16	803	16	804	16
45 - 54	692	14	693	14	693	14	694	14	695	14	695	14
55 - 64	692	14	693	14	693	14	694	14	695	14	695	14
65 +	952	19	953	19	954	19	955	19	955	19	957	19
Adults												
Total	4247	100	4251	100	4255	100	4259	100	4263	100	4267	100
AB	1054	25	1055	25	1056	25	1057	25	1058	25	1059	25
C1	1322	31	1324	31	1325	31	1326	31	1327	31	1329	31
C2	808	19	809	19	810	19	811	19	812	19	813	19
DE	1063	25	1063	25	1064	25	1065	25	1066	25	1066	25
Working F/T	1318	31	1319	31	1320	31	1321	31	1323	31	1323	31
Not Working	2929	69	2932	69	2935	69	2938	69	2940	69	2944	69

Granada / Border

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3517	100	3519	100	3521	100	3524	100	3526	100	3529	100
TV Households	3454	98	3456	98	3459	98	3461	98	3463	98	3466	98
ITV Households	3222	92	3224	92	3226	92	3229	92	3231	92	3233	92

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3531	100	3533	100	3536	100	3538	100	3541	100	3543	100
TV Households	3468	98	3471	98	3473	98	3475	98	3478	98	3480	98
ITV Households	3235	92	3237	92	3240	92	3242	92	3244	92	3246	92

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3222	100	3224	100	3226	100	3229	100	3231	100	3233	100
Social Class												
AB	522	16	521	16	522	16	522	16	522	16	523	16
C1	854	27	855	27	855	27	856	27	857	27	857	27
C2	599	19	600	19	600	19	601	19	601	19	601	19
DE	1247	39	1248	39	1249	39	1250	39	1251	39	1252	39
Housewife Age												
Under 25	165	5	165	5	164	5	166	5	165	5	165	5
25 - 34	474	15	475	15	475	15	475	15	476	15	476	15
35 - 44	656	20	656	20	657	20	657	20	658	20	658	20
45 - 54	569	18	569	18	569	18	570	18	570	18	570	18
55 - 64	552	17	552	17	553	17	553	17	553	17	554	17
65 +	806	25	807	25	808	25	808	25	809	25	810	25
Size												
1	1021	32	1022	32	1022	32	1023	32	1024	32	1024	32
2	1082	34	1083	34	1084	34	1084	34	1085	34	1086	34
3	525	16	526	16	526	16	526	16	527	16	527	16
4+	594	18	593	18	594	18	596	18	595	18	596	18
Children												
Without	2383	74	2384	74	2386	74	2388	74	2389	74	2391	74
With	839	26	840	26	840	26	841	26	842	26	842	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3235	100	3237	100	3240	100	3242	100	3244	100	3246	100
Social Class												
AB	523	16	524	16	524	16	524	16	525	16	525	16
C1	858	27	858	27	859	27	860	27	860	27	861	27
C2	602	19	602	19	603	19	603	19	603	19	604	19
DE	1252	39	1253	39	1254	39	1255	39	1256	39	1256	39
Housewife Age												
Under 25	165	5	165	5	165	5	166	5	166	5	165	5
25 - 34	476	15	476	15	477	15	477	15	477	15	478	15
35 - 44	659	20	659	20	660	20	660	20	660	20	661	20
45 - 54	571	18	571	18	572	18	572	18	572	18	573	18
55 - 64	554	17	554	17	555	17	555	17	556	17	556	17
65 +	810	25	812	25	811	25	812	25	813	25	813	25
Size												
1	1026	32	1026	32	1027	32	1027	32	1028	32	1029	32
2	1086	34	1087	34	1088	34	1089	34	1089	34	1090	34
3	527	16	528	16	528	16	528	16	529	16	529	16
4+	596	18	596	18	597	18	598	18	598	18	598	18
Children												
Without	2393	74	2394	74	2396	74	2398	74	2399	74	2401	74
With	842	26	843	26	844	26	844	26	845	26	845	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7073	100	7077	100	7082	100	7087	100	7092	100	7097	100
Age												
4 - 9	529	7	529	7	530	7	530	7	530	7	531	7
10 - 15	580	8	579	8	580	8	580	8	581	8	581	8
16 - 24	858	12	858	12	859	12	860	12	860	12	861	12
25 - 34	878	12	879	12	880	12	880	12	881	12	881	12
35 - 44	1130	16	1131	16	1131	16	1132	16	1133	16	1134	16
45 - 54	984	14	985	14	985	14	986	14	986	14	987	14
55 - 64	925	13	926	13	927	13	927	13	928	13	929	13
65 +	1189	17	1190	17	1190	17	1192	17	1193	17	1193	17
Adults												
Total	5964	100	5969	100	5972	100	5977	100	5981	100	5985	100
AB	1067	18	1068	18	1069	18	1070	18	1071	18	1070	18
C1	1639	27	1640	27	1641	27	1642	27	1643	27	1645	27
C2	1238	21	1240	21	1240	21	1241	21	1242	21	1243	21
DE	2020	34	2021	34	2022	34	2024	34	2025	34	2027	34

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7101	100	7106	100	7111	100	7116	100	7121	100	7125	100
Age												
4 - 9	531	7	531	7	532	7	532	7	533	7	533	7
10 - 15	581	8	582	8	582	8	583	8	583	8	583	8
16 - 24	861	12	862	12	863	12	863	12	864	12	864	12
25 - 34	882	12	882	12	883	12	884	12	884	12	885	12
35 - 44	1135	16	1136	16	1136	16	1136	16	1137	16	1138	16
45 - 54	988	14	988	14	989	14	990	14	991	14	991	14
55 - 64	929	13	930	13	930	13	931	13	932	13	932	13
65 +	1194	17	1195	17	1196	17	1197	17	1197	17	1199	17
Adults												
Total	5989	100	5993	100	5997	100	6001	100	6005	100	6009	100
AB	1071	18	1072	18	1073	18	1074	18	1075	18	1075	18
C1	1646	27	1647	27	1648	27	1649	27	1650	27	1651	27
C2	1244	21	1244	21	1245	21	1246	21	1247	21	1248	21
DE	2028	34	2030	34	2031	34	2032	34	2033	34	2035	34

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3439	100	3441	100	3443	100	3446	100	3448	100	3450	100
Age												
4 - 15	567	16	567	16	568	16	568	16	568	16	568	16
16 - 24	437	13	436	13	437	13	437	13	437	13	437	13
25 - 34	427	12	428	12	428	12	428	12	429	12	429	12
35 - 44	552	16	552	16	552	16	553	16	553	16	553	16
45 - 54	483	14	483	14	483	14	484	14	484	14	485	14
55 - 64	453	13	454	13	454	13	454	13	454	13	455	13
65 +	520	15	521	15	521	15	522	15	523	15	523	15
Adults												
Total	2872	100	2874	100	2875	100	2878	100	2880	100	2882	100
AB	529	18	530	18	530	18	531	18	531	18	531	18
C1	777	27	777	27	778	27	778	27	779	27	780	27
C2	665	23	666	23	666	23	666	23	667	23	667	23
DE	901	31	901	31	901	31	903	31	903	31	904	31
Working F/T	1661	58	1662	58	1662	58	1664	58	1666	58	1667	58
Not Working	1211	42	1212	42	1213	42	1214	42	1214	42	1215	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3452	100	3455	100	3457	100	3460	100	3462	100	3464	100
Age												
4 - 15	568	16	569	16	570	16	570	16	571	16	571	16
16 - 24	438	13	438	13	438	13	439	13	439	13	439	13
25 - 34	429	12	430	12	430	12	430	12	430	12	431	12
35 - 44	554	16	554	16	554	16	555	16	555	16	555	16
45 - 54	485	14	485	14	486	14	486	14	487	14	487	14
55 - 64	455	13	455	13	455	13	456	13	456	13	456	13
65 +	523	15	524	15	524	15	524	15	524	15	525	15
Adults												
Total	2884	100	2886	100	2887	100	2890	100	2891	100	2893	100
AB	531	18	532	18	532	18	532	18	533	18	533	18
C1	780	27	780	27	781	27	782	27	782	27	783	27
C2	668	23	668	23	668	23	670	23	670	23	670	23
DE	905	31	906	31	906	31	906	31	906	31	907	31
Working F/T	1668	58	1669	58	1670	58	1671	58	1672	58	1673	58
Not Working	1216	42	1217	42	1217	42	1219	42	1219	42	1220	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3634	100	3636	100	3639	100	3641	100	3644	100	3647	100
Age												
4 - 15	542	15	541	15	542	15	542	15	543	15	544	15
16 - 24	421	12	422	12	422	12	423	12	423	12	424	12
25 - 34	451	12	451	12	452	12	452	12	452	12	452	12
35 - 44	578	16	579	16	579	16	579	16	580	16	581	16
45 - 54	501	14	502	14	502	14	502	14	502	14	502	14
55 - 64	472	13	472	13	473	13	473	13	474	13	474	13
65 +	669	18	669	18	669	18	670	18	670	18	670	18
Adults												
Total	3092	100	3095	100	3097	100	3099	100	3101	100	3103	100
AB	538	17	538	17	539	17	539	17	540	17	539	17
C1	862	28	863	28	863	28	864	28	864	28	865	28
C2	573	19	574	19	574	19	575	19	575	19	576	19
DE	1119	36	1120	36	1121	36	1121	36	1122	36	1123	36
Working F/T	942	30	943	30	944	30	945	30	944	30	945	30
Not Working	2150	70	2152	70	2153	70	2154	70	2157	70	2158	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3649	100	3651	100	3654	100	3656	100	3659	100	3661	100
Age												
4 - 15	544	15	544	15	544	15	545	15	545	15	545	15
16 - 24	423	12	424	12	425	12	424	12	425	12	425	12
25 - 34	453	12	452	12	453	12	454	12	454	12	454	12
35 - 44	581	16	582	16	582	16	581	16	582	16	583	16
45 - 54	503	14	503	14	503	14	504	14	504	14	504	14
55 - 64	474	13	475	13	475	13	475	13	476	13	476	13
65 +	671	18	671	18	672	18	673	18	673	18	674	18
Adults												
Total	3105	100	3107	100	3110	100	3111	100	3114	100	3116	100
AB	540	17	540	17	541	17	542	17	542	17	542	17
C1	866	28	867	28	867	28	867	28	868	28	868	28
C2	576	19	576	19	577	19	576	19	577	19	578	19
DE	1123	36	1124	36	1125	36	1126	36	1127	36	1128	36
Working F/T	946	30	946	30	947	30	948	30	949	30	950	30
Not Working	2159	70	2161	70	2163	70	2163	70	2165	70	2166	70

Yorkshire / Tyne Tees

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4133	100	4136	100	4139	100	4142	100	4145	100	4148	100
TV Households	4048	98	4051	98	4054	98	4057	98	4060	98	4063	98
ITV Households	3697	89	3700	89	3702	89	3705	89	3708	89	3710	89

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4151	100	4154	100	4157	100	4160	100	4163	100	4166	100
TV Households	4066	98	4069	98	4072	98	4074	98	4077	98	4080	98
ITV Households	3713	89	3715	89	3718	89	3721	89	3723	89	3726	89

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3697	100	3700	100	3702	100	3705	100	3708	100	3710	100
Social Class												
AB	550	15	551	15	550	15	552	15	552	15	553	15
C1	908	25	909	25	910	25	910	25	911	25	911	25
C2	733	20	733	20	734	20	734	20	735	20	735	20
DE	1506	41	1507	41	1508	41	1509	41	1510	41	1511	41
Housewife Age												
Under 25	217	6	217	6	217	6	219	6	217	6	219	6
25 - 34	532	14	533	14	533	14	533	14	534	14	534	14
35 - 44	740	20	740	20	741	20	741	20	742	20	742	20
45 - 54	643	17	643	17	644	17	644	17	645	17	645	17
55 - 64	619	17	619	17	620	17	620	17	621	17	621	17
65 +	946	26	948	26	947	26	948	26	949	26	949	26
Size												
1	1119	30	1120	30	1121	30	1121	30	1122	30	1123	30
2	1316	36	1317	36	1318	36	1319	36	1320	36	1321	36
3	582	16	582	16	583	16	583	16	584	16	584	16
4+	680	18	681	18	680	18	682	18	682	18	682	18
Children												
Without	2719	74	2720	74	2722	74	2724	74	2726	74	2728	74
With	978	26	980	26	980	26	981	26	982	26	982	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3713	100	3715	100	3718	100	3721	100	3723	100	3726	100
Social Class												
AB	553	15	553	15	553	15	554	15	554	15	554	15
C1	912	25	913	25	913	25	914	25	915	25	915	25
C2	736	20	736	20	737	20	738	20	738	20	739	20
DE	1512	41	1513	41	1515	41	1515	41	1516	41	1518	41
Housewife Age												
Under 25	217	6	217	6	218	6	218	6	219	6	219	6
25 - 34	535	14	535	14	535	14	536	14	536	14	536	14
35 - 44	743	20	744	20	744	20	745	20	745	20	746	20
45 - 54	646	17	646	17	647	17	647	17	647	17	648	17
55 - 64	622	17	622	17	622	17	623	17	623	17	624	17
65 +	950	26	951	26	952	26	952	26	953	26	953	26
Size												
1	1124	30	1124	30	1126	30	1127	30	1127	30	1128	30
2	1322	36	1323	36	1323	36	1324	36	1325	36	1326	36
3	584	16	585	16	585	16	586	16	586	16	587	16
4+	683	18	683	18	684	18	684	18	685	18	685	18
Children												
Without	2730	74	2732	74	2734	74	2736	74	2738	74	2740	74
With	983	26	983	26	984	26	985	26	985	26	986	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8128	100	8134	100	8140	100	8146	100	8151	100	8157	100
Age												
4 - 9	593	7	594	7	594	7	595	7	594	7	595	7
10 - 15	670	8	670	8	671	8	671	8	672	8	672	8
16 - 24	992	12	992	12	994	12	994	12	995	12	996	12
25 - 34	989	12	990	12	990	12	992	12	992	12	992	12
35 - 44	1289	16	1291	16	1291	16	1292	16	1293	16	1294	16
45 - 54	1146	14	1147	14	1148	14	1148	14	1149	14	1150	14
55 - 64	1057	13	1058	13	1058	13	1059	13	1060	13	1061	13
65 +	1392	17	1392	17	1394	17	1395	17	1396	17	1397	17
Adults												
Total	6865	100	6870	100	6875	100	6880	100	6885	100	6890	100
AB	1119	16	1119	16	1120	16	1121	16	1122	16	1122	16
C1	1733	25	1735	25	1736	25	1737	25	1738	25	1740	25
C2	1516	22	1517	22	1518	22	1519	22	1520	22	1521	22
DE	2497	36	2499	36	2501	36	2503	36	2505	36	2507	36

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8163	100	8168	100	8174	100	8180	100	8186	100	8191	100
Age												
4 - 9	596	7	596	7	597	7	597	7	597	7	598	7
10 - 15	672	8	673	8	673	8	674	8	675	8	675	8
16 - 24	997	12	997	12	998	12	999	12	999	12	1000	12
25 - 34	993	12	994	12	994	12	995	12	996	12	996	12
35 - 44	1295	16	1296	16	1297	16	1298	16	1299	16	1300	16
45 - 54	1151	14	1152	14	1152	14	1153	14	1155	14	1155	14
55 - 64	1061	13	1062	13	1063	13	1064	13	1064	13	1065	13
65 +	1398	17	1398	17	1400	17	1400	17	1401	17	1402	17
Adults												
Total	6895	100	6899	100	6904	100	6909	100	6914	100	6918	100
AB	1124	16	1124	16	1126	16	1126	16	1127	16	1128	16
C1	1740	25	1743	25	1743	25	1745	25	1746	25	1747	25
C2	1522	22	1523	22	1524	22	1525	22	1526	22	1527	22
DE	2509	36	2509	36	2511	36	2513	36	2515	36	2516	36

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3964	100	3967	100	3970	100	3973	100	3976	100	3978	100
Age												
4 - 15	659	17	659	17	660	17	660	17	661	17	661	17
16 - 24	498	13	498	13	500	13	500	13	501	13	501	13
25 - 34	478	12	479	12	478	12	480	12	479	12	479	12
35 - 44	626	16	627	16	627	16	627	16	628	16	628	16
45 - 54	571	14	571	14	572	14	572	14	572	14	573	14
55 - 64	519	13	520	13	519	13	520	13	521	13	521	13
65 +	613	15	613	15	614	15	614	15	614	15	615	15
Adults												
Total	3305	100	3308	100	3310	100	3313	100	3315	100	3317	100
AB	559	17	560	17	560	17	560	17	561	17	561	17
C1	820	25	820	25	821	25	822	25	822	25	823	25
C2	808	24	809	24	810	24	810	24	811	24	811	24
DE	1118	34	1119	34	1119	34	1121	34	1121	34	1122	34
Working F/T	1932	58	1934	58	1935	58	1936	58	1938	58	1939	58
Not Working	1373	42	1374	42	1375	42	1377	42	1377	42	1378	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3981	100	3984	100	3987	100	3990	100	3992	100	3995	100
Age												
4 - 15	661	17	662	17	663	17	663	17	663	17	664	17
16 - 24	501	13	502	13	502	13	502	13	503	13	503	13
25 - 34	480	12	480	12	480	12	481	12	481	12	481	12
35 - 44	629	16	629	16	629	16	630	16	631	16	631	16
45 - 54	573	14	574	14	574	14	574	14	574	14	575	14
55 - 64	521	13	522	13	522	13	523	13	523	13	524	13
65 +	616	15	615	15	617	15	617	15	617	15	617	15
Adults												
Total	3320	100	3322	100	3324	100	3327	100	3329	100	3331	100
AB	562	17	562	17	562	17	563	17	563	17	564	17
C1	823	25	825	25	825	25	825	25	826	25	826	25
C2	812	24	812	24	813	24	814	24	814	24	815	24
DE	1123	34	1123	34	1124	34	1125	34	1126	34	1126	34
Working F/T	1940	58	1942	58	1943	58	1945	58	1946	58	1947	58
Not Working	1380	42	1380	42	1381	42	1382	42	1383	42	1384	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4164	100	4167	100	4170	100	4173	100	4175	100	4179	100
Age												
4 - 15	604	15	605	15	605	15	606	15	605	14	606	15
16 - 24	494	12	494	12	494	12	494	12	494	12	495	12
25 - 34	511	12	511	12	512	12	512	12	513	12	513	12
35 - 44	663	16	664	16	664	16	665	16	665	16	666	16
45 - 54	575	14	576	14	576	14	576	14	577	14	577	14
55 - 64	538	13	538	13	539	13	539	13	539	13	540	13
65 +	779	19	779	19	780	19	781	19	782	19	782	19
Adults												
Total	3560	100	3562	100	3565	100	3567	100	3570	100	3573	100
AB	560	16	559	16	560	16	561	16	561	16	561	16
C1	913	26	915	26	915	26	915	26	916	26	917	26
C2	708	20	708	20	708	20	709	20	709	20	710	20
DE	1379	39	1380	39	1382	39	1382	39	1384	39	1385	39
Working F/T	1081	30	1081	30	1082	30	1084	30	1084	30	1085	30
Not Working	2479	70	2481	70	2483	70	2483	70	2486	70	2488	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4182	100	4184	100	4187	100	4190	100	4194	100	4196	100
Age												
4 - 15	607	15	607	15	607	14	608	15	609	15	609	15
16 - 24	496	12	495	12	496	12	497	12	496	12	497	12
25 - 34	513	12	514	12	514	12	514	12	515	12	515	12
35 - 44	666	16	667	16	668	16	668	16	668	16	669	16
45 - 54	578	14	578	14	578	14	579	14	581	14	580	14
55 - 64	540	13	540	13	541	13	541	13	541	13	541	13
65 +	782	19	783	19	783	19	783	19	784	19	785	19
Adults												
Total	3575	100	3577	100	3580	100	3582	100	3585	100	3587	100
AB	562	16	562	16	564	16	563	16	564	16	564	16
C1	917	26	918	26	918	26	920	26	920	26	921	26
C2	710	20	711	20	711	20	711	20	712	20	712	20
DE	1386	39	1386	39	1387	39	1388	39	1389	39	1390	39
Working F/T	1086	30	1086	30	1087	30	1087	30	1089	30	1090	30
Not Working	2489	70	2491	70	2493	70	2495	70	2496	70	2497	70

Granada North

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7588	100	7593	100	7598	100	7604	100	7609	100	7614	100
TV Households	7442	98	7447	98	7452	98	7457	98	7463	98	7468	98
ITV Households	6913	91	6918	91	6922	91	6927	91	6932	91	6937	91

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7620	100	7625	100	7630	100	7636	100	7641	100	7647	100
TV Households	7473	98	7479	98	7484	98	7489	98	7494	98	7500	98
ITV Households	6941	91	6946	91	6951	91	6956	91	6961	91	6965	91

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6913	100	6918	100	6922	100	6927	100	6932	100	6937	100
Social Class												
AB	1070	15	1071	15	1072	15	1073	15	1074	15	1074	15
C1	1761	25	1762	25	1763	25	1765	25	1766	25	1767	25
C2	1331	19	1332	19	1333	19	1333	19	1334	19	1335	19
DE	2751	40	2753	40	2754	40	2756	40	2758	40	2761	40
Housewife Age												
Under 25	382	6	382	6	381	6	381	6	383	6	383	6
25 - 34	1006	15	1006	15	1007	15	1008	15	1009	15	1009	15
35 - 44	1395	20	1396	20	1397	20	1398	20	1399	20	1399	20
45 - 54	1211	18	1211	18	1212	18	1213	18	1214	18	1215	18
55 - 64	1169	17	1170	17	1171	17	1172	17	1172	17	1173	17
65 +	1750	25	1753	25	1754	25	1755	25	1755	25	1758	25
Size												
1	2139	31	2141	31	2142	31	2143	31	2145	31	2146	31
2	2395	35	2397	35	2399	35	2400	35	2402	35	2404	35
3	1106	16	1107	16	1107	16	1108	16	1109	16	1110	16
4+	1273	18	1273	18	1274	18	1276	18	1276	18	1277	18
Children												
Without	5097	74	5101	74	5104	74	5107	74	5111	74	5114	74
With	1816	26	1817	26	1818	26	1820	26	1821	26	1823	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6941	100	6946	100	6951	100	6956	100	6961	100	6965	100
Social Class												
AB	1075	15	1076	15	1076	15	1077	15	1078	15	1078	15
C1	1768	25	1769	25	1771	25	1772	25	1773	25	1774	25
C2	1336	19	1337	19	1338	19	1339	19	1340	19	1341	19
DE	2762	40	2764	40	2766	40	2768	40	2770	40	2772	40
Housewife Age												
Under 25	383	6	383	6	384	6	385	6	384	6	384	6
25 - 34	1010	15	1011	15	1011	15	1012	15	1013	15	1013	15
35 - 44	1400	20	1401	20	1402	20	1403	20	1404	20	1405	20
45 - 54	1216	18	1216	18	1217	18	1218	18	1219	18	1220	18
55 - 64	1174	17	1175	17	1176	17	1176	17	1177	17	1178	17
65 +	1758	25	1760	25	1761	25	1762	25	1764	25	1765	25
Size												
1	2148	31	2149	31	2150	31	2153	31	2154	31	2155	31
2	2405	35	2407	35	2409	35	2410	35	2412	35	2414	35
3	1110	16	1111	16	1112	16	1113	16	1113	16	1114	16
4+	1278	18	1279	18	1280	18	1280	18	1282	18	1282	18
Children												
Without	5118	74	5121	74	5125	74	5129	74	5132	74	5136	74
With	1823	26	1825	26	1826	26	1827	26	1829	26	1829	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15186	100	15196	100	15207	100	15217	100	15228	100	15238	100
Age												
4 - 9	1121	7	1122	7	1123	7	1124	7	1125	7	1125	7
10 - 15	1248	8	1248	8	1249	8	1249	8	1250	8	1252	8
16 - 24	1849	12	1851	12	1852	12	1854	12	1854	12	1856	12
25 - 34	1866	12	1866	12	1868	12	1869	12	1871	12	1871	12
35 - 44	2416	16	2419	16	2420	16	2421	16	2423	16	2425	16
45 - 54	2129	14	2129	14	2131	14	2132	14	2135	14	2135	14
55 - 64	1979	13	1981	13	1982	13	1983	13	1985	13	1986	13
65 +	2578	17	2580	17	2582	17	2585	17	2585	17	2588	17
Adults												
Total	12817	100	12826	100	12835	100	12844	100	12853	100	12861	100
AB	2185	17	2186	17	2187	17	2189	17	2191	17	2192	17
C1	3369	26	3371	26	3374	26	3376	26	3378	26	3381	26
C2	2751	21	2754	21	2755	21	2757	21	2759	21	2760	21
DE	4512	35	4515	35	4519	35	4522	35	4525	35	4528	35

Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15249	100	15259	100	15270	100	15280	100	15291	100	15301	100
Age												
4 - 9	1126	7	1127	7	1128	7	1128	7	1129	7	1130	7
10 - 15	1253	8	1253	8	1254	8	1255	8	1256	8	1257	8
16 - 24	1857	12	1859	12	1859	12	1861	12	1862	12	1863	12
25 - 34	1873	12	1874	12	1876	12	1877	12	1878	12	1879	12
35 - 44	2427	16	2428	16	2430	16	2432	16	2434	16	2435	16
45 - 54	2137	14	2138	14	2140	14	2141	14	2143	14	2145	14
55 - 64	1988	13	1989	13	1990	13	1992	13	1993	13	1994	13
65 +	2588	17	2591	17	2593	17	2594	17	2596	17	2598	17
Adults												
Total	12870	100	12879	100	12888	100	12897	100	12906	100	12914	100
AB	2194	17	2196	17	2197	17	2198	17	2200	17	2201	17
C1	3383	26	3385	26	3387	26	3390	26	3392	26	3395	26
C2	2762	21	2765	21	2766	21	2768	21	2770	21	2772	21
DE	4531	35	4533	35	4538	35	4541	35	4544	35	4546	35

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7396	100	7401	100	7406	100	7411	100	7416	100	7421	100
Age												
4 - 15	1225	17	1225	17	1226	17	1227	17	1228	17	1229	17
16 - 24	935	13	936	13	936	13	937	13	937	13	938	13
25 - 34	904	12	904	12	905	12	906	12	907	12	906	12
35 - 44	1176	16	1178	16	1178	16	1178	16	1179	16	1180	16
45 - 54	1053	14	1053	14	1054	14	1055	14	1057	14	1057	14
55 - 64	970	13	972	13	973	13	973	13	973	13	974	13
65 +	1133	15	1133	15	1134	15	1135	15	1135	15	1137	15
Adults												
Total	6171	100	6176	100	6180	100	6184	100	6188	100	6192	100
AB	1088	18	1089	18	1089	18	1090	18	1091	18	1091	18
C1	1595	26	1596	26	1598	26	1598	26	1599	26	1601	26
C2	1472	24	1473	24	1474	24	1475	24	1476	24	1477	24
DE	2016	33	2018	33	2019	33	2021	33	2022	33	2023	33
Working F/T	3589	58	3592	58	3594	58	3596	58	3599	58	3601	58
Not Working	2582	42	2584	42	2586	42	2588	42	2589	42	2591	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7427	100	7432	100	7437	100	7442	100	7447	100	7452	100
Age												
4 - 15	1230	17	1231	17	1231	17	1232	17	1233	17	1234	17
16 - 24	939	13	940	13	940	13	941	13	941	13	942	13
25 - 34	907	12	908	12	909	12	910	12	910	12	910	12
35 - 44	1181	16	1181	16	1183	16	1184	16	1185	16	1185	16
45 - 54	1058	14	1058	14	1059	14	1059	14	1061	14	1062	14
55 - 64	975	13	976	13	976	13	977	13	977	13	978	13
65 +	1137	15	1138	15	1139	15	1139	15	1140	15	1141	15
Adults												
Total	6197	100	6201	100	6206	100	6210	100	6214	100	6218	100
AB	1092	18	1093	18	1094	18	1095	18	1095	18	1096	18
C1	1602	26	1603	26	1604	26	1605	26	1606	26	1607	26
C2	1478	24	1479	24	1480	24	1481	24	1482	24	1483	24
DE	2025	33	2026	33	2028	33	2029	33	2031	33	2032	33
Working F/T	3604	58	3606	58	3609	58	3611	58	3614	58	3616	58
Not Working	2593	42	2595	42	2597	42	2599	42	2600	42	2602	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7790	100	7795	100	7801	100	7806	100	7812	100	7817	100
Age												
4 - 15	1144	15	1145	15	1146	15	1146	15	1147	15	1148	15
16 - 24	914	12	915	12	916	12	917	12	917	12	918	12
25 - 34	962	12	962	12	963	12	963	12	964	12	965	12
35 - 44	1240	16	1241	16	1242	16	1243	16	1244	16	1245	16
45 - 54	1076	14	1076	14	1077	14	1077	14	1078	14	1078	14
55 - 64	1009	13	1009	13	1009	13	1010	13	1012	13	1012	13
65 +	1445	19	1447	19	1448	19	1450	19	1450	19	1451	19
Adults												
Total	6646	100	6650	100	6655	100	6660	100	6665	100	6669	100
AB	1097	17	1097	16	1098	16	1099	17	1100	17	1101	17
C1	1774	27	1775	27	1776	27	1778	27	1779	27	1780	27
C2	1279	19	1281	19	1281	19	1282	19	1283	19	1283	19
DE	2496	38	2497	38	2500	38	2501	38	2503	38	2505	38
Working F/T	2021	30	2022	30	2024	30	2026	30	2028	30	2029	30
Not Working	4625	70	4628	70	4631	70	4634	70	4637	70	4640	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7822	100	7827	100	7833	100	7838	100	7844	100	7849	100
Age												
4 - 15	1149	15	1149	15	1151	15	1151	15	1152	15	1153	15
16 - 24	918	12	919	12	919	12	920	12	921	12	921	12
25 - 34	966	12	966	12	967	12	967	12	968	12	969	12
35 - 44	1246	16	1247	16	1247	16	1248	16	1249	16	1250	16
45 - 54	1079	14	1080	14	1081	14	1082	14	1082	14	1083	14
55 - 64	1013	13	1013	13	1014	13	1015	13	1016	13	1016	13
65 +	1451	19	1453	19	1454	19	1455	19	1456	19	1457	19
Adults												
Total	6673	100	6678	100	6682	100	6687	100	6692	100	6696	100
AB	1102	17	1103	17	1103	17	1103	16	1105	17	1105	17
C1	1781	27	1782	27	1783	27	1785	27	1786	27	1788	27
C2	1284	19	1286	19	1286	19	1287	19	1288	19	1289	19
DE	2506	38	2507	38	2510	38	2512	38	2513	38	2514	38
Working F/T	2030	30	2032	30	2033	30	2035	30	2035	30	2037	30
Not Working	4643	70	4646	70	4649	70	4652	70	4657	70	4659	70

West Macro

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3085	100	3088	100	3090	100	3093	100	3096	100	3099	100
TV Households	3027	98	3029	98	3032	98	3035	98	3038	98	3040	98
ITV Households	2856	93	2858	93	2861	93	2864	93	2866	93	2869	93

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3102	100	3104	100	3107	100	3110	100	3113	100	3116	100
TV Households	3043	98	3046	98	3049	98	3051	98	3054	98	3057	98
ITV Households	2871	93	2874	93	2877	93	2879	93	2882	93	2885	93

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2856	100	2858	100	2861	100	2864	100	2866	100	2869	100
Social Class	AB	482	17	481	17	482	17	483	17	484	17	484	17
	C1	800	28	801	28	802	28	802	28	803	28	804	28
	C2	606	21	607	21	607	21	608	21	608	21	609	21
	DE	968	34	969	34	970	34	971	34	971	34	972	34
			155	5	155	5	155	5	156	5	157	5	155
Housewife Age	Under 25	155	5	155	5	155	5	156	5	157	5	155	5
	25 - 34	398	14	398	14	399	14	399	14	399	14	400	14
	35 - 44	545	19	546	19	546	19	547	19	547	19	548	19
	45 - 54	491	17	492	17	492	17	493	17	493	17	494	17
	55 - 64	507	18	507	18	508	18	508	18	508	18	509	18
65 +	760	27	760	27	761	27	761	27	762	27	763	27	
Size	1	870	30	871	30	872	30	872	30	873	30	874	30
	2	1040	36	1041	36	1042	36	1043	36	1044	36	1045	36
	3	410	14	410	14	410	14	411	14	411	14	411	14
	4+	536	19	536	19	537	19	538	19	538	19	539	19
Children	Without	2141	75	2143	75	2145	75	2147	75	2149	75	2151	75
	With	715	25	715	25	716	25	717	25	717	25	718	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2871	100	2874	100	2877	100	2879	100	2882	100	2885	100
Social Class												
AB	484	17	485	17	485	17	485	17	485	17	487	17
C1	805	28	805	28	806	28	807	28	808	28	808	28
C2	609	21	610	21	611	21	611	21	612	21	612	21
DE	973	34	974	34	975	34	976	34	977	34	978	34
Housewife Age												
Under 25	157	5	156	5	156	5	157	5	157	5	157	5
25 - 34	400	14	400	14	401	14	401	14	401	14	402	14
35 - 44	548	19	549	19	549	19	550	19	550	19	551	19
45 - 54	494	17	494	17	495	17	495	17	496	17	496	17
55 - 64	509	18	510	18	510	18	511	18	511	18	512	18
65 +	763	27	765	27	766	27	765	27	767	27	767	27
Size												
1	875	30	876	30	876	30	877	30	878	30	879	30
2	1046	36	1047	36	1048	36	1048	36	1049	36	1050	36
3	412	14	412	14	413	14	413	14	413	14	414	14
4+	538	19	539	19	540	19	541	19	542	19	542	19
Children												
Without	2153	75	2155	75	2157	75	2159	75	2161	75	2164	75
With	718	25	719	25	720	25	720	25	721	25	721	25

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6278	100	6284	100	6290	100	6295	100	6301	100	6307	100
Age												
4 - 9	455	7	456	7	456	7	456	7	457	7	457	7
10 - 15	501	8	501	8	502	8	502	8	502	8	503	8
16 - 24	729	12	729	12	730	12	731	12	731	12	732	12
25 - 34	730	12	732	12	732	12	733	12	734	12	734	12
35 - 44	960	15	960	15	961	15	962	15	963	15	964	15
45 - 54	867	14	869	14	870	14	870	14	871	14	872	14
55 - 64	877	14	878	14	878	14	879	14	880	14	881	14
65 +	1159	18	1159	18	1161	18	1162	18	1163	18	1164	18
Adults												
Total	5322	100	5327	100	5332	100	5337	100	5342	100	5347	100
AB	951	18	952	18	953	18	954	18	955	18	956	18
C1	1543	29	1544	29	1546	29	1547	29	1548	29	1550	29
C2	1233	23	1234	23	1235	23	1237	23	1238	23	1239	23
DE	1595	30	1597	30	1598	30	1599	30	1601	30	1602	30

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6313	100	6318	100	6324	100	6330	100	6336	100	6341	100
Age												
4 - 9	458	7	458	7	459	7	459	7	459	7	459	7
10 - 15	503	8	503	8	504	8	505	8	506	8	506	8
16 - 24	733	12	733	12	734	12	735	12	735	12	736	12
25 - 34	735	12	736	12	736	12	737	12	738	12	738	12
35 - 44	965	15	966	15	966	15	967	15	968	15	969	15
45 - 54	872	14	873	14	875	14	875	14	876	14	877	14
55 - 64	882	14	883	14	883	14	884	14	885	14	886	14
65 +	1165	18	1166	18	1167	18	1168	18	1169	18	1170	18
Adults												
Total	5352	100	5357	100	5361	100	5366	100	5371	100	5376	100
AB	957	18	957	18	958	18	959	18	960	18	961	18
C1	1551	29	1553	29	1554	29	1556	29	1557	29	1558	29
C2	1240	23	1242	23	1242	23	1243	23	1245	23	1246	23
DE	1604	30	1605	30	1607	30	1608	30	1609	30	1611	30

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3048	100	3051	100	3053	100	3056	100	3059	100	3062	100
Age												
4 - 15	494	16	495	16	495	16	495	16	496	16	496	16
16 - 24	370	12	370	12	370	12	371	12	371	12	371	12
25 - 34	357	12	358	12	358	12	359	12	359	12	360	12
35 - 44	462	15	462	15	462	15	463	15	464	15	464	15
45 - 54	420	14	421	14	422	14	422	14	422	14	423	14
55 - 64	431	14	431	14	431	14	432	14	432	14	433	14
65 +	514	17	514	17	515	17	514	17	515	17	515	17
Adults												
Total	2554	100	2556	100	2558	100	2561	100	2563	100	2566	100
AB	472	18	473	19	473	18	474	19	475	19	475	19
C1	728	29	728	28	730	29	730	29	730	28	731	28
C2	648	25	649	25	649	25	650	25	650	25	652	25
DE	706	28	706	28	706	28	707	28	708	28	708	28
Working F/T	1457	57	1459	57	1459	57	1461	57	1462	57	1464	57
Not Working	1097	43	1097	43	1099	43	1100	43	1101	43	1102	43

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3064	100	3067	100	3070	100	3073	100	3076	100	3078	100
Age												
4 - 15	496	16	496	16	497	16	498	16	499	16	498	16
16 - 24	371	12	372	12	372	12	373	12	372	12	373	12
25 - 34	360	12	360	12	361	12	361	12	362	12	362	12
35 - 44	465	15	465	15	465	15	465	15	465	15	466	15
45 - 54	422	14	423	14	424	14	424	14	425	14	425	14
55 - 64	434	14	434	14	434	14	435	14	435	14	436	14
65 +	516	17	517	17	517	17	517	17	518	17	518	17
Adults												
Total	2568	100	2571	100	2573	100	2575	100	2577	100	2580	100
AB	475	18	475	18	476	18	477	19	476	18	477	18
C1	732	29	733	29	733	28	734	29	735	29	736	29
C2	652	25	653	25	653	25	653	25	654	25	655	25
DE	709	28	710	28	711	28	711	28	712	28	712	28
Working F/T	1465	57	1467	57	1468	57	1469	57	1471	57	1472	57
Not Working	1103	43	1104	43	1105	43	1106	43	1106	43	1108	43

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3230	100	3233	100	3237	100	3239	100	3242	100	3245	100
Age												
4 - 15	462	14	462	14	463	14	463	14	463	14	464	14
16 - 24	359	11	359	11	360	11	360	11	360	11	361	11
25 - 34	373	12	374	12	374	12	374	12	375	12	374	12
35 - 44	498	15	498	15	499	15	499	15	499	15	500	15
45 - 54	447	14	448	14	448	14	448	14	449	14	449	14
55 - 64	446	14	447	14	447	14	447	14	448	14	448	14
65 +	645	20	645	20	646	20	648	20	648	20	649	20
Adults												
Total	2768	100	2771	100	2774	100	2776	100	2779	100	2781	100
AB	479	17	479	17	480	17	480	17	480	17	481	17
C1	815	29	816	29	816	29	817	29	818	29	819	29
C2	585	21	585	21	586	21	587	21	588	21	587	21
DE	889	32	891	32	892	32	892	32	893	32	894	32
Working F/T	795	29	794	29	797	29	797	29	798	29	798	29
Not Working	1973	71	1977	71	1977	71	1979	71	1981	71	1983	71

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3249	100	3251	100	3254	100	3257	100	3260	100	3263	100
Age												
4 - 15	465	14	465	14	466	14	466	14	466	14	467	14
16 - 24	362	11	361	11	362	11	362	11	363	11	363	11
25 - 34	375	12	376	12	375	12	376	12	376	12	376	12
35 - 44	500	15	501	15	501	15	502	15	503	15	503	15
45 - 54	450	14	450	14	451	14	451	14	451	14	452	14
55 - 64	448	14	449	14	449	14	449	14	450	14	450	14
65 +	649	20	649	20	650	20	651	20	651	20	652	20
Adults												
Total	2784	100	2786	100	2788	100	2791	100	2794	100	2796	100
AB	482	17	482	17	482	17	482	17	484	17	484	17
C1	819	29	820	29	821	29	822	29	822	29	822	29
C2	588	21	589	21	589	21	590	21	591	21	591	21
DE	895	32	895	32	896	32	897	32	897	32	899	32
Working F/T	799	29	799	29	800	29	801	29	801	29	802	29
Not Working	1985	71	1987	71	1988	71	1990	71	1993	71	1994	71

MidWest

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7760	100	7767	100	7774	100	7780	100	7787	100	7794	100
TV Households	7603	98	7609	98	7616	98	7622	98	7629	98	7635	98
ITV Households	6764	87	6769	87	6775	87	6781	87	6786	87	6792	87

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7800	100	7807	100	7814	100	7820	100	7827	100	7833	100
TV Households	7642	98	7648	98	7655	98	7661	98	7668	98	7674	98
ITV Households	6798	87	6803	87	6809	87	6814	87	6820	87	6826	87

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6764	100	6769	100	6775	100	6781	100	6786	100	6792	100
Social Class												
AB	1251	18	1252	18	1253	18	1255	19	1255	18	1256	18
C1	1819	27	1820	27	1822	27	1823	27	1825	27	1827	27
C2	1364	20	1365	20	1366	20	1367	20	1368	20	1369	20
DE	2330	34	2332	34	2334	34	2336	34	2338	34	2340	34
Housewife Age												
Under 25	356	5	356	5	357	5	357	5	356	5	357	5
25 - 34	998	15	999	15	1000	15	1001	15	1002	15	1002	15
35 - 44	1346	20	1347	20	1348	20	1350	20	1351	20	1352	20
45 - 54	1189	18	1190	18	1191	18	1192	18	1193	18	1194	18
55 - 64	1167	17	1168	17	1169	17	1170	17	1171	17	1172	17
65 +	1708	25	1709	25	1710	25	1711	25	1713	25	1715	25
Size												
1	2015	30	2016	30	2018	30	2020	30	2022	30	2023	30
2	2408	36	2410	36	2412	36	2414	36	2416	36	2418	36
3	1045	15	1046	15	1047	15	1048	15	1049	15	1049	15
4+	1296	19	1297	19	1298	19	1299	19	1299	19	1302	19
Children												
Without	5007	74	5011	74	5016	74	5020	74	5024	74	5028	74
With	1757	26	1758	26	1759	26	1761	26	1762	26	1764	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6798	100	6803	100	6809	100	6814	100	6820	100	6826	100
Social Class												
AB	1258	19	1259	19	1260	19	1260	18	1262	19	1263	19
C1	1828	27	1830	27	1831	27	1833	27	1834	27	1836	27
C2	1370	20	1372	20	1373	20	1374	20	1375	20	1376	20
DE	2342	34	2342	34	2345	34	2347	34	2349	34	2351	34
Housewife Age												
Under 25	358	5	358	5	358	5	359	5	359	5	359	5
25 - 34	1003	15	1004	15	1005	15	1006	15	1006	15	1007	15
35 - 44	1353	20	1354	20	1355	20	1356	20	1357	20	1359	20
45 - 54	1195	18	1196	18	1197	18	1198	18	1199	18	1200	18
55 - 64	1173	17	1174	17	1175	17	1176	17	1177	17	1178	17
65 +	1716	25	1717	25	1719	25	1719	25	1722	25	1723	25
Size												
1	2025	30	2026	30	2028	30	2030	30	2031	30	2033	30
2	2420	36	2422	36	2424	36	2426	36	2428	36	2430	36
3	1050	15	1051	15	1052	15	1053	15	1054	15	1055	15
4+	1303	19	1304	19	1305	19	1305	19	1307	19	1308	19
Children												
Without	5033	74	5037	74	5041	74	5045	74	5049	74	5054	74
With	1765	26	1766	26	1768	26	1769	26	1771	26	1772	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15001	100	15013	100	15026	100	15038	100	15051	100	15063	100
Age												
4 - 9	1121	7	1121	7	1122	7	1123	7	1124	7	1125	7
10 - 15	1208	8	1209	8	1210	8	1211	8	1212	8	1213	8
16 - 24	1750	12	1752	12	1754	12	1755	12	1756	12	1758	12
25 - 34	1861	12	1863	12	1864	12	1866	12	1868	12	1869	12
35 - 44	2373	16	2374	16	2376	16	2378	16	2380	16	2382	16
45 - 54	2089	14	2090	14	2092	14	2094	14	2095	14	2097	14
55 - 64	2013	13	2015	13	2017	13	2018	13	2020	13	2022	13
65 +	2586	17	2589	17	2591	17	2593	17	2596	17	2597	17
Adults												
Total	12672	100	12683	100	12694	100	12704	100	12715	100	12725	100
AB	2486	20	2488	20	2490	20	2492	20	2494	20	2496	20
C1	3514	28	3517	28	3520	28	3523	28	3526	28	3529	28
C2	2805	22	2808	22	2810	22	2813	22	2815	22	2817	22
DE	3867	31	3870	31	3874	31	3876	31	3880	31	3883	31

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15076	100	15088	100	15101	100	15113	100	15126	100	15138	100
Age												
4 - 9	1126	7	1127	7	1128	7	1129	7	1130	7	1131	7
10 - 15	1214	8	1215	8	1216	8	1217	8	1218	8	1219	8
16 - 24	1759	12	1761	12	1762	12	1763	12	1765	12	1766	12
25 - 34	1871	12	1872	12	1874	12	1875	12	1877	12	1878	12
35 - 44	2385	16	2386	16	2388	16	2391	16	2392	16	2395	16
45 - 54	2099	14	2100	14	2102	14	2104	14	2106	14	2108	14
55 - 64	2023	13	2025	13	2027	13	2028	13	2030	13	2032	13
65 +	2599	17	2602	17	2604	17	2606	17	2608	17	2609	17
Adults												
Total	12736	100	12746	100	12757	100	12767	100	12778	100	12788	100
AB	2499	20	2501	20	2503	20	2505	20	2507	20	2509	20
C1	3531	28	3534	28	3537	28	3540	28	3543	28	3547	28
C2	2819	22	2822	22	2824	22	2827	22	2829	22	2831	22
DE	3887	31	3889	31	3893	31	3895	31	3899	31	3901	31

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7326	100	7332	100	7338	100	7344	100	7350	100	7356	100
Age												
4 - 15	1193	16	1193	16	1194	16	1196	16	1196	16	1197	16
16 - 24	896	12	897	12	897	12	898	12	899	12	900	12
25 - 34	908	12	909	12	910	12	910	12	911	12	912	12
35 - 44	1166	16	1167	16	1168	16	1169	16	1171	16	1171	16
45 - 54	1025	14	1026	14	1027	14	1028	14	1028	14	1029	14
55 - 64	998	14	999	14	1000	14	1000	14	1001	14	1002	14
65 +	1140	16	1141	16	1142	16	1143	16	1144	16	1145	16
Adults												
Total	6133	100	6139	100	6144	100	6148	100	6154	100	6159	100
AB	1247	20	1247	20	1249	20	1250	20	1251	20	1251	20
C1	1676	27	1678	27	1679	27	1680	27	1682	27	1684	27
C2	1478	24	1480	24	1480	24	1482	24	1483	24	1484	24
DE	1732	28	1734	28	1736	28	1736	28	1738	28	1740	28
Working F/T	3674	60	3678	60	3681	60	3683	60	3687	60	3690	60
Not Working	2459	40	2461	40	2463	40	2465	40	2467	40	2469	40

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7362	100	7368	100	7375	100	7380	100	7387	100	7393	100
Age												
4 - 15	1198	16	1199	16	1201	16	1201	16	1203	16	1204	16
16 - 24	900	12	902	12	902	12	902	12	903	12	904	12
25 - 34	913	12	913	12	914	12	915	12	916	12	916	12
35 - 44	1173	16	1173	16	1174	16	1175	16	1176	16	1178	16
45 - 54	1030	14	1030	14	1031	14	1033	14	1033	14	1034	14
55 - 64	1003	14	1004	14	1005	14	1005	14	1006	14	1007	14
65 +	1145	16	1147	16	1148	16	1149	16	1150	16	1150	16
Adults												
Total	6164	100	6169	100	6174	100	6179	100	6184	100	6189	100
AB	1253	20	1254	20	1255	20	1256	20	1257	20	1258	20
C1	1684	27	1686	27	1688	27	1689	27	1690	27	1692	27
C2	1485	24	1486	24	1487	24	1489	24	1490	24	1491	24
DE	1742	28	1743	28	1744	28	1745	28	1747	28	1748	28
Working F/T	3693	60	3696	60	3699	60	3702	60	3705	60	3708	60
Not Working	2471	40	2473	40	2475	40	2477	40	2479	40	2481	40

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7675	100	7681	100	7688	100	7694	100	7701	100	7707	100
Age												
4 - 15	1136	15	1137	15	1138	15	1138	15	1140	15	1141	15
16 - 24	854	11	855	11	857	11	857	11	857	11	858	11
25 - 34	953	12	954	12	954	12	956	12	957	12	957	12
35 - 44	1207	16	1207	16	1208	16	1209	16	1209	16	1211	16
45 - 54	1064	14	1064	14	1065	14	1066	14	1067	14	1068	14
55 - 64	1015	13	1016	13	1017	13	1018	13	1019	13	1020	13
65 +	1446	19	1448	19	1449	19	1450	19	1452	19	1452	19
Adults												
Total	6539	100	6544	100	6550	100	6556	100	6561	100	6566	100
AB	1239	19	1241	19	1241	19	1242	19	1243	19	1245	19
C1	1838	28	1839	28	1841	28	1843	28	1844	28	1845	28
C2	1327	20	1328	20	1330	20	1331	20	1332	20	1333	20
DE	2135	33	2136	33	2138	33	2140	33	2142	33	2143	33
Working F/T	1986	30	1987	30	1989	30	1991	30	1992	30	1993	30
Not Working	4553	70	4557	70	4561	70	4565	70	4569	70	4573	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7714	100	7720	100	7726	100	7733	100	7739	100	7745	100
Age												
4 - 15	1142	15	1143	15	1145	15	1145	15	1145	15	1146	15
16 - 24	859	11	859	11	860	11	861	11	862	11	862	11
25 - 34	958	12	959	12	960	12	960	12	961	12	962	12
35 - 44	1212	16	1213	16	1214	16	1216	16	1216	16	1217	16
45 - 54	1069	14	1070	14	1071	14	1071	14	1073	14	1074	14
55 - 64	1020	13	1021	13	1022	13	1023	13	1024	13	1025	13
65 +	1454	19	1455	19	1456	19	1457	19	1458	19	1459	19
Adults												
Total	6572	100	6577	100	6583	100	6588	100	6594	100	6599	100
AB	1246	19	1247	19	1248	19	1249	19	1250	19	1251	19
C1	1847	28	1848	28	1849	28	1851	28	1853	28	1855	28
C2	1334	20	1336	20	1337	20	1338	20	1339	20	1340	20
DE	2145	33	2146	33	2149	33	2150	33	2152	33	2153	33
Working F/T	1995	30	1997	30	1999	30	2000	30	2002	30	2004	30
Not Working	4577	70	4580	70	4584	70	4588	70	4592	70	4595	70

S4C

Table 1

Television Reception

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1280	100	1281	100	1282	100	1283	100	1284	100	1285	100
TV Households	1254	98	1255	98	1256	98	1257	98	1258	98	1259	98
ITV Households	1143	89	1144	89	1145	89	1146	89	1147	89	1148	89

Table 1

Television Reception

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1286	100	1287	100	1288	100	1289	100	1289	100	1290	100
TV Households	1260	98	1261	98	1262	98	1263	98	1263	98	1264	98
ITV Households	1148	89	1149	89	1150	89	1151	89	1151	89	1153	89

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1143	100	1144	100	1145	100	1146	100	1147	100	1148	100
Social Class													
	AB	179	16	179	16	179	16	179	16	179	16	180	16
	C1	309	27	309	27	310	27	310	27	310	27	310	27
	C2	237	21	237	21	237	21	237	21	238	21	238	21
	DE	418	37	419	37	419	37	420	37	420	37	420	37
Housewife Age													
	Under 25	66	6	66	6	66	6	67	6	66	6	66	6
	25 - 34	159	14	159	14	159	14	159	14	159	14	159	14
	35 - 44	215	19	215	19	215	19	215	19	216	19	216	19
	45 - 54	200	17	201	18	201	18	201	18	201	18	201	18
	55 - 64	206	18	207	18	207	18	207	18	207	18	207	18
	65 +	297	26	296	26	297	26	297	26	298	26	299	26
Size													
	1	337	29	337	29	337	29	337	29	337	29	338	29
	2	405	35	406	35	406	35	406	35	407	35	407	35
	3	182	16	182	16	182	16	182	16	183	16	183	16
	4+	219	19	219	19	220	19	221	19	220	19	220	19
Children													
	Without	841	74	842	74	842	74	843	74	844	74	844	74
	With	302	26	302	26	303	26	303	26	303	26	304	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1148	100	1149	100	1150	100	1151	100	1151	100	1153	100
Social Class												
AB	180	16	180	16	180	16	180	16	180	16	180	16
C1	311	27	311	27	311	27	311	27	311	27	312	27
C2	238	21	238	21	238	21	239	21	239	21	239	21
DE	419	36	420	37	421	37	421	37	421	37	422	37
Housewife Age												
Under 25	66	6	67	6	67	6	67	6	67	6	67	6
25 - 34	159	14	160	14	160	14	160	14	160	14	160	14
35 - 44	216	19	216	19	216	19	216	19	216	19	217	19
45 - 54	201	18	201	17	202	18	202	18	202	18	202	18
55 - 64	207	18	207	18	208	18	208	18	208	18	208	18
65 +	299	26	298	26	297	26	298	26	298	26	299	26
Size												
1	338	29	338	29	338	29	339	29	339	29	339	29
2	407	35	408	36	408	35	408	35	408	35	409	35
3	183	16	183	16	183	16	183	16	183	16	184	16
4+	220	19	220	19	221	19	221	19	221	19	221	19
Children												
Without	845	74	846	74	846	74	847	74	847	74	848	74
With	303	26	303	26	304	26	304	26	304	26	305	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2548	100	2550	100	2552	100	2554	100	2556	100	2557	100
Age												
4 - 9	188	7	189	7	189	7	189	7	189	7	189	7
10 - 15	214	8	214	8	214	8	214	8	215	8	215	8
16 - 24	305	12	305	12	305	12	306	12	306	12	305	12
25 - 34	301	12	301	12	302	12	302	12	302	12	302	12
35 - 44	383	15	384	15	384	15	384	15	384	15	385	15
45 - 54	352	14	352	14	353	14	353	14	353	14	353	14
55 - 64	351	14	351	14	351	14	352	14	352	14	352	14
65 +	454	18	454	18	454	18	454	18	455	18	456	18
Adults												
Total	2146	100	2147	100	2149	100	2151	100	2152	100	2153	100
AB	362	17	362	17	363	17	363	17	363	17	364	17
C1	601	28	602	28	601	28	602	28	603	28	603	28
C2	487	23	488	23	489	23	489	23	489	23	488	23
DE	696	32	695	32	696	32	697	32	697	32	698	32

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2559	100	2561	100	2563	100	2565	100	2565	100	2569	100
Age												
4 - 9	189	7	189	7	190	7	190	7	190	7	190	7
10 - 15	215	8	215	8	215	8	215	8	215	8	216	8
16 - 24	306	12	306	12	306	12	307	12	307	12	307	12
25 - 34	302	12	303	12	303	12	303	12	303	12	304	12
35 - 44	385	15	385	15	386	15	385	15	386	15	386	15
45 - 54	354	14	354	14	354	14	355	14	354	14	355	14
55 - 64	352	14	353	14	353	14	353	14	353	14	354	14
65 +	456	18	456	18	456	18	457	18	457	18	457	18
Adults												
Total	2155	100	2157	100	2158	100	2160	100	2160	100	2163	100
AB	363	17	364	17	364	17	364	17	364	17	365	17
C1	604	28	604	28	605	28	605	28	605	28	606	28
C2	489	23	490	23	490	23	490	23	490	23	491	23
DE	699	32	699	32	699	32	701	32	701	32	701	32

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1235	100	1236	100	1237	100	1238	100	1239	100	1240	100
Age												
4 - 15	206	17	206	17	206	17	206	17	207	17	207	17
16 - 24	154	12	154	12	154	12	155	13	154	12	155	13
25 - 34	146	12	146	12	146	12	146	12	146	12	146	12
35 - 44	184	15	185	15	185	15	185	15	185	15	186	15
45 - 54	171	14	171	14	172	14	172	14	172	14	171	14
55 - 64	172	14	172	14	172	14	173	14	173	14	173	14
65 +	202	16	202	16	202	16	201	16	202	16	202	16
Adults												
Total	1029	100	1030	100	1031	100	1032	100	1032	100	1033	100
AB	180	17	180	17	181	18	180	17	180	17	181	18
C1	282	27	283	27	282	27	283	27	283	27	283	27
C2	259	25	260	25	259	25	260	25	260	25	260	25
DE	308	30	307	30	309	30	309	30	309	30	309	30
Working F/T	566	55	566	55	567	55	567	55	568	55	568	55
Not Working	463	45	464	45	464	45	465	45	464	45	465	45

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1240	100	1241	100	1242	100	1243	100	1243	100	1245	100
Age												
4 - 15	206	17	206	17	207	17	207	17	207	17	208	17
16 - 24	155	13	155	12	154	12	155	12	155	12	155	12
25 - 34	146	12	146	12	147	12	147	12	147	12	147	12
35 - 44	186	15	186	15	186	15	185	15	186	15	186	15
45 - 54	172	14	172	14	172	14	173	14	172	14	172	14
55 - 64	173	14	174	14	173	14	173	14	173	14	174	14
65 +	202	16	202	16	203	16	203	16	203	16	203	16
Adults												
Total	1034	100	1035	100	1035	100	1036	100	1036	100	1037	100
AB	181	18	181	17	181	17	181	17	181	17	181	17
C1	283	27	283	27	284	27	284	27	284	27	285	27
C2	260	25	261	25	260	25	260	25	260	25	260	25
DE	310	30	310	30	310	30	311	30	311	30	311	30
Working F/T	568	55	570	55	569	55	570	55	570	55	570	55
Not Working	466	45	465	45	466	45	466	45	466	45	467	45

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1313	100	1314	100	1315	100	1316	100	1317	100	1317	100
Age												
4 - 15	196	15	197	15	197	15	197	15	197	15	197	15
16 - 24	151	12	151	11	151	11	151	11	152	12	150	11
25 - 34	155	12	155	12	156	12	156	12	156	12	156	12
35 - 44	199	15	199	15	199	15	199	15	199	15	199	15
45 - 54	181	14	181	14	181	14	181	14	181	14	182	14
55 - 64	179	14	179	14	179	14	179	14	179	14	179	14
65 +	252	19	252	19	252	19	253	19	253	19	254	19
Adults												
Total	1117	100	1117	100	1118	100	1119	100	1120	100	1120	100
AB	182	16	182	16	182	16	183	16	183	16	183	16
C1	319	29	319	29	319	29	319	29	320	29	320	29
C2	228	20	228	20	230	21	229	20	229	20	228	20
DE	388	35	388	35	387	35	388	35	388	35	389	35
Working F/T	348	31	349	31	349	31	349	31	349	31	349	31
Not Working	769	69	768	69	769	69	770	69	771	69	771	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1319	100	1320	100	1321	100	1322	100	1322	100	1324	100
Age												
4 - 15	198	15	198	15	198	15	198	15	198	15	198	15
16 - 24	151	11	151	11	152	12	152	11	152	11	152	11
25 - 34	156	12	157	12	156	12	156	12	156	12	157	12
35 - 44	199	15	199	15	200	15	200	15	200	15	200	15
45 - 54	182	14	182	14	182	14	182	14	182	14	183	14
55 - 64	179	14	179	14	180	14	180	14	180	14	180	14
65 +	254	19	254	19	253	19	254	19	254	19	254	19
Adults												
Total	1121	100	1122	100	1123	100	1124	100	1124	100	1126	100
AB	182	16	183	16	183	16	183	16	183	16	184	16
C1	321	29	321	29	321	29	321	29	321	29	321	29
C2	229	20	229	20	230	20	230	20	230	20	231	21
DE	389	35	389	35	389	35	390	35	390	35	390	35
Working F/T	350	31	349	31	351	31	351	31	351	31	352	31
Not Working	771	69	773	69	772	69	773	69	773	69	774	69

Channel Four - All Macro Regions

Table 1												
Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	25946	100	25967	100	25988	100	26009	100	26030	100	26051	100
TV Households	25319	98	25339	98	25360	98	25380	98	25401	98	25421	98
ITV Households	25319	98	25339	98	25360	98	25380	98	25401	98	25421	98

Table 1												
Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26072	100	26093	100	26114	100	26135	100	26156	100	26177	100
TV Households	25442	98	25462	98	25483	98	25503	98	25524	98	25544	98
ITV Households	25442	98	25462	98	25483	98	25503	98	25524	98	25544	98

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		25319	100	25339	100	25360	100	25380	100	25401	100	25421	100
Social Class	AB	5149	20	5154	20	5158	20	5163	20	5167	20	5171	20
	C1	6896	27	6901	27	6907	27	6912	27	6918	27	6924	27
	C2	4753	19	4757	19	4760	19	4764	19	4768	19	4772	19
	DE	8521	34	8527	34	8535	34	8541	34	8548	34	8554	34
	Under 25	1306	5	1307	5	1307	5	1309	5	1310	5	1311	5
Housewife Age	25 - 34	3984	16	3987	16	3990	16	3993	16	3997	16	4000	16
	35 - 44	5217	21	5221	21	5226	21	5230	21	5234	21	5238	21
	45 - 54	4438	18	4442	18	4446	18	4449	18	4453	18	4456	18
	55 - 64	4178	17	4181	17	4185	17	4188	17	4192	17	4195	17
	65 +	6196	24	6201	24	6206	24	6211	24	6215	24	6221	24
Size	1	7869	31	7874	31	7881	31	7887	31	7894	31	7900	31
	2	8606	34	8613	34	8620	34	8627	34	8634	34	8641	34
	3	3886	15	3890	15	3893	15	3896	15	3899	15	3902	15
	4+	4958	20	4962	20	4966	20	4970	20	4974	20	4978	20
Children	Without	18686	74	18701	74	18717	74	18731	74	18746	74	18762	74
	With	6633	26	6638	26	6643	26	6649	26	6655	26	6659	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	25442	100	25462	100	25483	100	25503	100	25524	100	25544	100
Social Class												
AB	5176	20	5179	20	5184	20	5188	20	5192	20	5196	20
C1	6929	27	6935	27	6941	27	6946	27	6952	27	6958	27
C2	4776	19	4780	19	4784	19	4787	19	4791	19	4795	19
DE	8561	34	8568	34	8574	34	8582	34	8589	34	8595	34
Housewife Age												
Under 25	1312	5	1313	5	1314	5	1315	5	1317	5	1317	5
25 - 34	4003	16	4006	16	4010	16	4013	16	4016	16	4019	16
35 - 44	5243	21	5247	21	5251	21	5255	21	5259	21	5264	21
45 - 54	4460	18	4463	18	4467	18	4471	18	4474	18	4478	18
55 - 64	4198	17	4202	17	4205	17	4208	17	4212	17	4215	17
65 +	6226	24	6231	24	6236	24	6241	24	6246	24	6251	24
Size												
1	7907	31	7913	31	7920	31	7926	31	7932	31	7938	31
2	8648	34	8655	34	8662	34	8669	34	8676	34	8683	34
3	3905	15	3908	15	3911	15	3915	15	3918	15	3921	15
4+	4982	20	4986	20	4990	20	4993	20	4998	20	5002	20
Children												
Without	18777	74	18792	74	18807	74	18822	74	18837	74	18852	74
With	6665	26	6670	26	6676	26	6681	26	6687	26	6692	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56036	100	56081	100	56127	100	56172	100	56218	100	56263	100
Age												
4 - 9	4206	8	4210	8	4213	8	4217	8	4220	8	4223	8
10 - 15	4521	8	4524	8	4528	8	4531	8	4535	8	4539	8
16 - 24	6589	12	6594	12	6600	12	6605	12	6610	12	6615	12
25 - 34	7507	13	7513	13	7519	13	7525	13	7532	13	7538	13
35 - 44	9138	16	9145	16	9152	16	9160	16	9167	16	9175	16
45 - 54	7757	14	7763	14	7770	14	7775	14	7782	14	7788	14
55 - 64	7100	13	7105	13	7111	13	7117	13	7123	13	7128	13
65 +	9218	16	9227	16	9234	16	9242	16	9249	16	9257	16
Adults												
Total	47309	100	47347	100	47386	100	47424	100	47463	100	47501	100
AB	10333	22	10342	22	10351	22	10359	22	10368	22	10376	22
C1	13183	28	13194	28	13204	28	13215	28	13225	28	13237	28
C2	9830	21	9837	21	9845	21	9853	21	9861	21	9869	21
DE	13963	30	13974	30	13986	30	13997	30	14009	30	14019	30

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56309	100	56354	100	56400	100	56445	100	56491	100	56536	100
Age												
4 - 9	4227	8	4231	8	4234	8	4237	8	4241	8	4244	8
10 - 15	4543	8	4546	8	4550	8	4554	8	4557	8	4561	8
16 - 24	6620	12	6626	12	6631	12	6637	12	6642	12	6647	12
25 - 34	7544	13	7550	13	7556	13	7562	13	7568	13	7575	13
35 - 44	9182	16	9189	16	9197	16	9204	16	9212	16	9219	16
45 - 54	7794	14	7800	14	7807	14	7813	14	7820	14	7825	14
55 - 64	7134	13	7140	13	7146	13	7151	13	7157	13	7163	13
65 +	9265	16	9272	16	9279	16	9287	16	9294	16	9302	16
Adults												
Total	47539	100	47577	100	47616	100	47654	100	47693	100	47731	100
AB	10385	22	10393	22	10402	22	10410	22	10419	22	10427	22
C1	13247	28	13258	28	13269	28	13280	28	13290	28	13302	28
C2	9877	21	9885	21	9893	21	9901	21	9909	21	9917	21
DE	14030	30	14041	30	14052	30	14063	30	14075	30	14085	30

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27341	100	27362	100	27385	100	27407	100	27430	100	27451	100
Age												
4 - 15	4477	16	4481	16	4484	16	4488	16	4492	16	4495	16
16 - 24	3340	12	3341	12	3345	12	3348	12	3350	12	3353	12
25 - 34	3696	14	3699	14	3702	14	3704	14	3709	14	3711	14
35 - 44	4494	16	4497	16	4501	16	4505	16	4508	16	4511	16
45 - 54	3817	14	3820	14	3823	14	3825	14	3829	14	3832	14
55 - 64	3469	13	3471	13	3474	13	3477	13	3479	13	3483	13
65 +	4048	15	4053	15	4056	15	4060	15	4063	15	4066	15
Adults												
Total	22864	100	22881	100	22901	100	22919	100	22938	100	22956	100
AB	5204	23	5208	23	5213	23	5217	23	5221	23	5226	23
C1	6221	27	6226	27	6231	27	6236	27	6241	27	6246	27
C2	5235	23	5239	23	5243	23	5247	23	5251	23	5255	23
DE	6204	27	6208	27	6214	27	6219	27	6225	27	6229	27
Working F/T	13868	61	13879	61	13891	61	13902	61	13913	61	13924	61
Not Working	8996	39	9002	39	9010	39	9017	39	9025	39	9032	39

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27474	100	27496	100	27518	100	27540	100	27563	100	27585	100
Age												
4 - 15	4499	16	4503	16	4506	16	4510	16	4514	16	4517	16
16 - 24	3356	12	3359	12	3361	12	3364	12	3366	12	3369	12
25 - 34	3714	14	3717	14	3720	14	3723	14	3726	14	3730	14
35 - 44	4515	16	4519	16	4523	16	4526	16	4530	16	4534	16
45 - 54	3835	14	3837	14	3841	14	3844	14	3848	14	3849	14
55 - 64	3485	13	3488	13	3491	13	3494	13	3496	13	3499	13
65 +	4070	15	4073	15	4076	15	4079	15	4083	15	4087	15
Adults												
Total	22975	100	22993	100	23012	100	23030	100	23049	100	23068	100
AB	5230	23	5234	23	5239	23	5243	23	5247	23	5251	23
C1	6251	27	6256	27	6261	27	6266	27	6272	27	6277	27
C2	5260	23	5264	23	5268	23	5273	23	5277	23	5282	23
DE	6234	27	6239	27	6244	27	6248	27	6253	27	6258	27
Working F/T	13936	61	13946	61	13958	61	13969	61	13981	61	13992	61
Not Working	9039	39	9047	39	9054	39	9061	39	9068	39	9076	39

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28695	100	28719	100	28742	100	28765	100	28788	100	28812	100
Age												
4 - 15	4250	15	4253	15	4257	15	4260	15	4263	15	4267	15
16 - 24	3249	11	3253	11	3255	11	3257	11	3260	11	3262	11
25 - 34	3811	13	3814	13	3817	13	3821	13	3823	13	3827	13
35 - 44	4644	16	4648	16	4651	16	4655	16	4659	16	4664	16
45 - 54	3940	14	3943	14	3947	14	3950	14	3953	14	3956	14
55 - 64	3631	13	3634	13	3637	13	3640	13	3644	13	3645	13
65 +	5170	18	5174	18	5178	18	5182	18	5186	18	5191	18
Adults												
Total	24445	100	24466	100	24485	100	24505	100	24525	100	24545	100
AB	5129	21	5134	21	5138	21	5142	21	5147	21	5150	21
C1	6962	28	6968	28	6973	28	6979	28	6984	28	6991	28
C2	4595	19	4598	19	4602	19	4606	19	4610	19	4614	19
DE	7759	32	7766	32	7772	32	7778	32	7784	32	7790	32
Working F/T	7732	32	7738	32	7744	32	7751	32	7758	32	7764	32
Not Working	16713	68	16728	68	16741	68	16754	68	16767	68	16781	68

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28835	100	28858	100	28882	100	28905	100	28928	100	28951	100
Age												
4 - 15	4271	15	4274	15	4278	15	4281	15	4284	15	4288	15
16 - 24	3264	11	3267	11	3270	11	3273	11	3276	11	3278	11
25 - 34	3830	13	3833	13	3836	13	3839	13	3842	13	3845	13
35 - 44	4667	16	4670	16	4674	16	4678	16	4682	16	4685	16
45 - 54	3959	14	3963	14	3966	14	3969	14	3972	14	3976	14
55 - 64	3649	13	3652	13	3655	13	3657	13	3661	13	3664	13
65 +	5195	18	5199	18	5203	18	5208	18	5211	18	5215	18
Adults												
Total	24564	100	24584	100	24604	100	24624	100	24644	100	24663	100
AB	5155	21	5159	21	5163	21	5167	21	5172	21	5176	21
C1	6996	28	7002	28	7008	28	7014	28	7018	28	7025	28
C2	4617	19	4621	19	4625	19	4628	19	4632	19	4635	19
DE	7796	32	7802	32	7808	32	7815	32	7822	32	7827	32
Working F/T	7769	32	7777	32	7783	32	7789	32	7795	32	7801	32
Not Working	16795	68	16807	68	16821	68	16835	68	16849	68	16862	68

Channel Four - London Macro Region

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Projections for													
Total Households		6034	100	6040	100	6045	100	6050	100	6055	100	6061	100
TV Households		5830	97	5835	97	5840	97	5845	97	5850	97	5855	97
ITV Households		4993	83	4998	83	5002	83	5007	83	5011	83	5015	83

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Projections for													
Total Households		6066	100	6071	100	6077	100	6082	100	6087	100	6093	100
TV Households		5860	97	5865	97	5871	97	5876	97	5881	97	5886	97
ITV Households		5020	83	5024	83	5029	83	5033	83	5037	83	5042	83

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		4993	100	4998	100	5002	100	5007	100	5011	100	5015	100
Social Class	AB	1410	28	1411	28	1412	28	1414	28	1416	28	1416	28
	C1	1442	29	1444	29	1445	29	1446	29	1447	29	1449	29
	C2	784	16	785	16	786	16	786	16	787	16	788	16
	DE	1357	27	1358	27	1359	27	1361	27	1361	27	1362	27
Housewife Age	Under 25	256	5	258	5	257	5	257	5	257	5	258	5
	25 - 34	1006	20	1007	20	1008	20	1009	20	1010	20	1011	20
	35 - 44	1144	23	1145	23	1146	23	1147	23	1148	23	1149	23
	45 - 54	849	17	849	17	850	17	851	17	852	17	852	17
	55 - 64	709	14	709	14	710	14	711	14	711	14	712	14
	65 +	1029	21	1030	21	1031	21	1032	21	1033	21	1033	21
Size	1	1595	32	1597	32	1598	32	1600	32	1601	32	1603	32
	2	1515	30	1516	30	1518	30	1519	30	1520	30	1522	30
	3	770	15	770	15	771	15	772	15	773	15	773	15
	4+	1113	22	1115	22	1115	22	1116	22	1117	22	1117	22
Children	Without	3628	73	3632	73	3635	73	3639	73	3641	73	3645	73
	With	1365	27	1366	27	1367	27	1368	27	1370	27	1370	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5020	100	5024	100	5029	100	5033	100	5037	100	5042	100
Social Class												
AB	1418	28	1419	28	1420	28	1421	28	1423	28	1424	28
C1	1450	29	1451	29	1452	29	1454	29	1455	29	1456	29
C2	789	16	789	16	790	16	791	16	791	16	792	16
DE	1363	27	1365	27	1367	27	1367	27	1368	27	1370	27
Housewife Age												
Under 25	259	5	258	5	258	5	258	5	259	5	259	5
25 - 34	1011	20	1012	20	1013	20	1014	20	1015	20	1016	20
35 - 44	1150	23	1151	23	1152	23	1153	23	1154	23	1155	23
45 - 54	853	17	854	17	855	17	855	17	856	17	857	17
55 - 64	713	14	713	14	714	14	714	14	715	14	716	14
65 +	1034	21	1036	21	1037	21	1039	21	1038	21	1039	21
Size												
1	1604	32	1605	32	1607	32	1608	32	1610	32	1611	32
2	1523	30	1524	30	1526	30	1527	30	1528	30	1530	30
3	774	15	775	15	775	15	776	15	777	15	777	15
4+	1119	22	1120	22	1121	22	1122	22	1122	22	1124	22
Children												
Without	3648	73	3651	73	3655	73	3657	73	3661	73	3664	73
With	1372	27	1373	27	1374	27	1376	27	1376	27	1378	27

Table 3 All Individuals in ITV Households

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11278	100	11288	100	11298	100	11308	100	11318	100	11328	100
Age												
4 - 9	870	8	870	8	871	8	873	8	873	8	874	8
10 - 15	887	8	888	8	889	8	889	8	890	8	891	8
16 - 24	1331	12	1333	12	1334	12	1335	12	1336	12	1337	12
25 - 34	1972	17	1973	17	1975	17	1977	17	1979	17	1980	17
35 - 44	2001	18	2003	18	2004	18	2006	18	2008	18	2010	18
45 - 54	1484	13	1485	13	1487	13	1488	13	1489	13	1491	13
55 - 64	1192	11	1193	11	1194	11	1195	11	1196	11	1197	11
65 +	1541	14	1543	14	1544	14	1545	14	1547	14	1548	14
Adults												
Total	9521	100	9530	100	9538	100	9546	100	9555	100	9563	100
AB	2852	30	2855	30	2857	30	2860	30	2863	30	2865	30
C1	2766	29	2768	29	2771	29	2773	29	2775	29	2778	29
C2	1634	17	1636	17	1637	17	1639	17	1640	17	1642	17
DE	2269	24	2271	24	2273	24	2274	24	2277	24	2278	24

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11338	100	11348	100	11357	100	11367	100	11377	100	11387	100
Age												
4 - 9	874	8	875	8	876	8	876	8	877	8	877	8
10 - 15	892	8	893	8	893	8	894	8	895	8	896	8
16 - 24	1339	12	1339	12	1340	12	1342	12	1343	12	1344	12
25 - 34	1982	17	1984	17	1986	17	1987	17	1989	17	1991	17
35 - 44	2011	18	2014	18	2015	18	2017	18	2019	18	2021	18
45 - 54	1492	13	1493	13	1495	13	1497	13	1497	13	1499	13
55 - 64	1198	11	1199	11	1200	11	1201	11	1202	11	1203	11
65 +	1550	14	1551	14	1552	14	1553	14	1555	14	1556	14
Adults												
Total	9572	100	9580	100	9588	100	9597	100	9605	100	9614	100
AB	2868	30	2870	30	2873	30	2875	30	2878	30	2880	30
C1	2780	29	2783	29	2785	29	2788	29	2790	29	2793	29
C2	1643	17	1644	17	1646	17	1647	17	1648	17	1650	17
DE	2281	24	2283	24	2284	24	2287	24	2289	24	2291	24

Table4a												
Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5563	100	5568	100	5573	100	5578	100	5583	100	5588	100
Age												
4 - 15	900	16	901	16	902	16	903	16	903	16	905	16
16 - 24	664	12	666	12	665	12	666	12	667	12	667	12
25 - 34	1000	18	1000	18	1002	18	1003	18	1004	18	1004	18
35 - 44	1010	18	1010	18	1011	18	1012	18	1013	18	1014	18
45 - 54	731	13	732	13	732	13	733	13	733	13	734	13
55 - 64	580	10	580	10	581	10	581	10	582	10	582	10
65 +	678	12	679	12	680	12	680	12	681	12	682	12
Adults												
Total	4663	100	4667	100	4671	100	4675	100	4680	100	4683	100
AB	1462	31	1463	31	1464	31	1466	31	1467	31	1468	31
C1	1304	28	1305	28	1307	28	1307	28	1309	28	1310	28
C2	878	19	879	19	880	19	881	19	882	19	883	19
DE	1019	22	1020	22	1020	22	1021	22	1022	22	1022	22
Working F/T	3010	65	3013	65	3015	65	3018	65	3021	65	3023	65
Not Working	1653	35	1654	35	1656	35	1657	35	1659	35	1660	35

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5593	100	5598	100	5602	100	5607	100	5612	100	5617	100
Age												
4 - 15	905	16	906	16	906	16	907	16	908	16	908	16
16 - 24	669	12	668	12	669	12	670	12	670	12	671	12
25 - 34	1005	18	1006	18	1007	18	1007	18	1009	18	1009	18
35 - 44	1014	18	1016	18	1016	18	1017	18	1019	18	1020	18
45 - 54	735	13	735	13	737	13	738	13	737	13	738	13
55 - 64	583	10	583	10	584	10	584	10	584	10	586	10
65 +	682	12	684	12	683	12	684	12	685	12	685	12
Adults												
Total	4688	100	4692	100	4696	100	4700	100	4704	100	4709	100
AB	1470	31	1471	31	1472	31	1473	31	1475	31	1476	31
C1	1310	28	1312	28	1313	28	1315	28	1315	28	1317	28
C2	883	19	884	19	885	19	885	19	886	19	887	19
DE	1025	22	1025	22	1026	22	1027	22	1028	22	1029	22
Working F/T	3026	65	3029	65	3031	65	3034	65	3036	65	3039	65
Not Working	1662	35	1663	35	1665	35	1666	35	1668	35	1670	35

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5715	100	5720	100	5725	100	5730	100	5735	100	5740	100
Age												
4 - 15	857	15	857	15	858	15	859	15	860	15	860	15
16 - 24	667	12	667	12	669	12	669	12	669	12	670	12
25 - 34	972	17	973	17	973	17	974	17	975	17	976	17
35 - 44	991	17	993	17	993	17	994	17	995	17	996	17
45 - 54	753	13	753	13	755	13	755	13	756	13	757	13
55 - 64	612	11	613	11	613	11	614	11	614	11	615	11
65 +	863	15	864	15	864	15	865	15	866	15	866	15
Adults												
Total	4858	100	4863	100	4867	100	4871	100	4875	100	4880	100
AB	1390	29	1392	29	1393	29	1394	29	1396	29	1397	29
C1	1462	30	1463	30	1464	30	1466	30	1466	30	1468	30
C2	756	16	757	16	757	16	758	16	758	16	759	16
DE	1250	26	1251	26	1253	26	1253	26	1255	26	1256	26
Working F/T	1722	35	1724	35	1725	35	1726	35	1728	35	1730	35
Not Working	3136	65	3139	65	3142	65	3145	65	3147	65	3150	65

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5745	100	5750	100	5755	100	5760	100	5765	100	5770	100
Age												
4 - 15	861	15	862	15	863	15	863	15	864	15	865	15
16 - 24	670	12	671	12	671	12	672	12	673	12	673	12
25 - 34	977	17	978	17	979	17	980	17	980	17	982	17
35 - 44	997	17	998	17	999	17	1000	17	1000	17	1001	17
45 - 54	757	13	758	13	758	13	759	13	760	13	761	13
55 - 64	615	11	616	11	616	11	617	11	618	11	617	11
65 +	868	15	867	15	869	15	869	15	870	15	871	15
Adults												
Total	4884	100	4888	100	4892	100	4897	100	4901	100	4905	100
AB	1398	29	1399	29	1401	29	1402	29	1403	29	1404	29
C1	1470	30	1471	30	1472	30	1473	30	1475	30	1476	30
C2	760	16	760	16	761	16	762	16	762	16	763	16
DE	1256	26	1258	26	1258	26	1260	26	1261	26	1262	26
Working F/T	1731	35	1732	35	1734	35	1736	35	1738	35	1739	35
Not Working	3153	65	3156	65	3158	65	3161	65	3163	65	3166	65

Channel Four - South Macro Region

Table 1 **Television Reception**

Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	8151	100	8159	100	8166	100	8174	100	8182	100	8189	100
TV Households	7997	98	8005	98	8012	98	8020	98	8027	98	8034	98
ITV Households	7234	89	7240	89	7247	89	7254	89	7261	89	7268	89

Table 1 **Television Reception**

Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	8197	100	8204	100	8212	100	8220	100	8227	100	8235	100
TV Households	8042	98	8049	98	8057	98	8064	98	8072	98	8079	98
ITV Households	7274	89	7281	89	7288	89	7295	89	7302	89	7308	89

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7234	100	7240	100	7247	100	7254	100	7261	100	7268	100
Social Class												
AB	1546	21	1546	21	1548	21	1550	21	1551	21	1553	21
C1	2109	29	2111	29	2113	29	2115	29	2117	29	2119	29
C2	1444	20	1446	20	1447	20	1448	20	1450	20	1451	20
DE	2135	30	2137	30	2139	30	2141	30	2143	30	2145	30
Housewife Age												
Under 25	342	5	341	5	342	5	342	5	343	5	343	5
25 - 34	1026	14	1027	14	1028	14	1029	14	1030	14	1031	14
35 - 44	1425	20	1426	20	1427	20	1429	20	1430	20	1431	20
45 - 54	1262	17	1263	17	1264	17	1265	17	1267	17	1268	17
55 - 64	1278	18	1280	18	1281	18	1282	18	1283	18	1284	18
65 +	1901	26	1903	26	1905	26	1907	26	1908	26	1911	26
Size												
1	2175	30	2177	30	2179	30	2182	30	2183	30	2185	30
2	2623	36	2625	36	2628	36	2630	36	2632	36	2635	36
3	1038	14	1039	14	1040	14	1041	14	1042	14	1043	14
4+	1398	19	1399	19	1400	19	1401	19	1404	19	1405	19
Children												
Without	5393	75	5398	75	5403	75	5409	75	5414	75	5419	75
With	1841	25	1842	25	1844	25	1845	25	1847	25	1849	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7274	100	7281	100	7288	100	7295	100	7302	100	7308	100
Social Class												
AB	1553	21	1556	21	1557	21	1558	21	1560	21	1561	21
C1	2121	29	2123	29	2125	29	2127	29	2129	29	2131	29
C2	1453	20	1454	20	1455	20	1457	20	1458	20	1459	20
DE	2147	30	2148	30	2151	30	2153	30	2155	30	2157	30
Housewife Age												
Under 25	342	5	343	5	344	5	344	5	345	5	345	5
25 - 34	1032	14	1033	14	1034	14	1035	14	1036	14	1036	14
35 - 44	1433	20	1434	20	1435	20	1437	20	1438	20	1439	20
45 - 54	1269	17	1270	17	1271	17	1273	17	1274	17	1275	17
55 - 64	1286	18	1287	18	1288	18	1289	18	1290	18	1292	18
65 +	1912	26	1914	26	1916	26	1917	26	1919	26	1921	26
Size												
1	2188	30	2190	30	2192	30	2194	30	2197	30	2198	30
2	2637	36	2640	36	2642	36	2645	36	2647	36	2650	36
3	1044	14	1045	14	1046	14	1047	14	1048	14	1049	14
4+	1405	19	1406	19	1408	19	1409	19	1410	19	1411	19
Children												
Without	5424	75	5429	75	5434	75	5439	75	5444	75	5449	75
With	1850	25	1852	25	1854	25	1856	25	1858	25	1859	25

Table 3 All Individuals in ITV Households

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15982	100	15997	100	16012	100	16027	100	16042	100	16057	100
Age												
4 - 9	1185	7	1186	7	1187	7	1188	7	1189	7	1191	7
10 - 15	1288	8	1289	8	1291	8	1292	8	1294	8	1294	8
16 - 24	1774	11	1775	11	1777	11	1779	11	1780	11	1782	11
25 - 34	1905	12	1907	12	1909	12	1910	12	1913	12	1914	12
35 - 44	2520	16	2523	16	2524	16	2528	16	2529	16	2532	16
45 - 54	2226	14	2228	14	2231	14	2232	14	2234	14	2237	14
55 - 64	2203	14	2205	14	2208	14	2210	14	2212	14	2214	14
65 +	2881	18	2884	18	2885	18	2888	18	2891	18	2893	18
Adults												
Total	13509	100	13522	100	13534	100	13547	100	13559	100	13572	100
AB	3067	23	3070	23	3074	23	3076	23	3079	23	3082	23
C1	4016	30	4020	30	4023	30	4027	30	4031	30	4035	30
C2	2959	22	2961	22	2963	22	2967	22	2969	22	2972	22
DE	3467	26	3471	26	3474	26	3477	26	3480	26	3483	26

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	16072	100	16087	100	16102	100	16117	100	16132	100	16147	100
Age												
4 - 9	1192	7	1193	7	1194	7	1195	7	1196	7	1198	7
10 - 15	1295	8	1296	8	1298	8	1299	8	1301	8	1301	8
16 - 24	1784	11	1785	11	1787	11	1789	11	1790	11	1792	11
25 - 34	1916	12	1918	12	1919	12	1921	12	1923	12	1925	12
35 - 44	2534	16	2537	16	2539	16	2541	16	2544	16	2545	16
45 - 54	2239	14	2241	14	2243	14	2245	14	2247	14	2250	14
55 - 64	2216	14	2218	14	2220	14	2222	14	2224	14	2226	14
65 +	2896	18	2899	18	2902	18	2905	18	2907	18	2910	18
Adults												
Total	13585	100	13598	100	13610	100	13623	100	13635	100	13648	100
AB	3085	23	3088	23	3090	23	3093	23	3096	23	3099	23
C1	4038	30	4042	30	4046	30	4050	30	4054	30	4057	30
C2	2975	22	2977	22	2981	22	2983	22	2985	22	2989	22
DE	3487	26	3491	26	3493	26	3497	26	3500	26	3503	26

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7790	100	7797	100	7804	100	7811	100	7819	100	7826	100
Age												
4 - 15	1270	16	1271	16	1273	16	1274	16	1276	16	1276	16
16 - 24	906	12	906	12	907	12	908	12	909	12	911	12
25 - 34	936	12	937	12	938	12	939	12	940	12	940	12
35 - 44	1227	16	1229	16	1229	16	1232	16	1232	16	1233	16
45 - 54	1092	14	1092	14	1094	14	1094	14	1095	14	1097	14
55 - 64	1069	14	1071	14	1072	14	1073	14	1074	14	1075	14
65 +	1290	17	1291	17	1291	17	1291	17	1293	17	1294	17
Adults												
Total	6520	100	6526	100	6531	100	6537	100	6543	100	6550	100
AB	1541	24	1542	24	1544	24	1545	24	1547	24	1548	24
C1	1886	29	1889	29	1890	29	1892	29	1893	29	1896	29
C2	1571	24	1571	24	1572	24	1574	24	1575	24	1577	24
DE	1522	23	1524	23	1525	23	1526	23	1528	23	1529	23
Working F/T	3939	60	3944	60	3946	60	3950	60	3954	60	3958	60
Not Working	2581	40	2582	40	2585	40	2587	40	2589	40	2592	40

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7834	100	7841	100	7848	100	7855	100	7863	100	7870	100
Age												
4 - 15	1278	16	1279	16	1280	16	1281	16	1283	16	1284	16
16 - 24	911	12	911	12	913	12	913	12	914	12	915	12
25 - 34	941	12	943	12	943	12	944	12	945	12	946	12
35 - 44	1234	16	1235	16	1237	16	1237	16	1239	16	1239	16
45 - 54	1098	14	1099	14	1099	14	1101	14	1102	14	1104	14
55 - 64	1076	14	1077	14	1078	14	1079	14	1079	14	1080	14
65 +	1296	17	1297	17	1298	17	1300	17	1301	17	1302	17
Adults												
Total	6556	100	6562	100	6568	100	6574	100	6580	100	6586	100
AB	1550	24	1551	24	1552	24	1554	24	1556	24	1557	24
C1	1897	29	1899	29	1901	29	1902	29	1904	29	1905	29
C2	1578	24	1579	24	1582	24	1583	24	1584	24	1586	24
DE	1531	23	1533	23	1533	23	1535	23	1536	23	1538	23
Working F/T	3961	60	3965	60	3969	60	3972	60	3976	60	3979	60
Not Working	2595	40	2597	40	2599	40	2602	40	2604	40	2607	40

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	8192	100	8200	100	8208	100	8216	100	8223	100	8231	100
Age												
4 - 15	1203	15	1204	15	1205	15	1206	15	1207	15	1209	15
16 - 24	868	11	869	11	870	11	871	11	871	11	871	11
25 - 34	969	12	970	12	971	12	971	12	973	12	974	12
35 - 44	1293	16	1294	16	1295	16	1296	16	1297	16	1299	16
45 - 54	1134	14	1136	14	1137	14	1138	14	1139	14	1140	14
55 - 64	1134	14	1134	14	1136	14	1137	14	1138	14	1139	14
65 +	1591	19	1593	19	1594	19	1597	19	1598	19	1599	19
Adults												
Total	6989	100	6996	100	7003	100	7010	100	7016	100	7022	100
AB	1526	22	1528	22	1530	22	1531	22	1532	22	1534	22
C1	2130	30	2131	30	2133	30	2135	30	2138	30	2139	30
C2	1388	20	1390	20	1391	20	1393	20	1394	20	1395	20
DE	1945	28	1947	28	1949	28	1951	28	1952	28	1954	28
Working F/T	2105	30	2106	30	2109	30	2110	30	2112	30	2114	30
Not Working	4884	70	4890	70	4894	70	4900	70	4904	70	4908	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	8238	100	8246	100	8254	100	8262	100	8269	100	8277	100
Age												
4 - 15	1209	15	1210	15	1212	15	1213	15	1214	15	1215	15
16 - 24	873	11	874	11	874	11	876	11	876	11	877	11
25 - 34	975	12	975	12	976	12	977	12	978	12	979	12
35 - 44	1300	16	1302	16	1302	16	1304	16	1305	16	1306	16
45 - 54	1141	14	1142	14	1144	14	1144	14	1145	14	1146	14
55 - 64	1140	14	1141	14	1142	14	1143	14	1145	14	1146	14
65 +	1600	19	1602	19	1604	19	1605	19	1606	19	1608	19
Adults												
Total	7029	100	7036	100	7042	100	7049	100	7055	100	7062	100
AB	1535	22	1537	22	1538	22	1539	22	1540	22	1542	22
C1	2141	30	2143	30	2145	30	2148	30	2150	30	2152	30
C2	1397	20	1398	20	1399	20	1400	20	1401	20	1403	20
DE	1956	28	1958	28	1960	28	1962	28	1964	28	1965	28
Working F/T	2117	30	2118	30	2120	30	2122	30	2124	30	2127	30
Not Working	4912	70	4918	70	4922	70	4927	70	4931	70	4935	70

Channel Four - Midlands Macro Region

Table 1		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Projections for													
Total Households		4931	100	4935	100	4939	100	4943	100	4947	100	4951	100
TV Households		4828	98	4832	98	4836	98	4840	98	4843	98	4847	98
ITV Households		3917	79	3920	79	3923	79	3926	79	3929	79	3932	79

Table 1		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Projections for													
Total Households		4955	100	4959	100	4963	100	4967	100	4971	100	4975	100
TV Households		4851	98	4855	98	4859	98	4863	98	4867	98	4871	98
ITV Households		3935	79	3938	79	3941	79	3944	79	3947	79	3950	79

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3917	100	3920	100	3923	100	3926	100	3929	100	3932	100
Social Class													
	AB	773	20	774	20	775	20	775	20	775	20	776	20
	C1	1020	26	1020	26	1021	26	1022	26	1023	26	1024	26
	C2	760	19	761	19	761	19	762	19	763	19	763	19
	DE	1364	35	1365	35	1366	35	1367	35	1368	35	1369	35
Housewife Age													
	Under 25	200	5	200	5	201	5	200	5	200	5	199	5
	25 - 34	599	15	600	15	600	15	601	15	601	15	602	15
	35 - 44	803	21	804	21	804	21	805	21	805	21	806	21
	45 - 54	704	18	704	18	705	18	705	18	706	18	707	18
	55 - 64	662	17	663	17	663	17	664	17	664	17	665	17
	65 +	949	24	949	24	950	24	951	24	953	24	953	24
Size													
	1	1146	29	1147	29	1148	29	1149	29	1150	29	1151	29
	2	1371	35	1372	35	1373	35	1374	35	1375	35	1377	35
	3	636	16	636	16	637	16	637	16	638	16	638	16
	4+	764	20	765	20	765	20	766	20	766	20	766	20
Children													
	Without	2873	73	2875	73	2877	73	2880	73	2882	73	2884	73
	With	1044	27	1045	27	1046	27	1046	27	1047	27	1048	27

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3935	100	3938	100	3941	100	3944	100	3947	100	3950	100
Social Class												
AB	777	20	777	20	778	20	778	20	779	20	780	20
C1	1024	26	1025	26	1026	26	1027	26	1028	26	1028	26
C2	764	19	764	19	765	19	766	19	766	19	767	19
DE	1370	35	1372	35	1372	35	1373	35	1374	35	1375	35
Housewife Age												
Under 25	201	5	201	5	201	5	201	5	202	5	200	5
25 - 34	602	15	603	15	603	15	604	15	604	15	605	15
35 - 44	807	21	807	20	808	21	809	21	809	20	810	21
45 - 54	707	18	708	18	708	18	709	18	709	18	710	18
55 - 64	665	17	666	17	666	17	667	17	667	17	668	17
65 +	953	24	953	24	955	24	954	24	956	24	957	24
Size												
1	1152	29	1152	29	1152	29	1154	29	1155	29	1156	29
2	1378	35	1379	35	1380	35	1381	35	1382	35	1383	35
3	639	16	639	16	640	16	640	16	641	16	641	16
4+	766	19	768	20	769	20	769	19	769	19	770	19
Children												
Without	2886	73	2888	73	2890	73	2893	73	2895	73	2897	73
With	1049	27	1050	27	1051	27	1051	27	1052	27	1053	27

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8749	100	8756	100	8763	100	8770	100	8777	100	8783	100
Age												
4 - 9	665	8	666	8	667	8	667	8	668	8	668	8
10 - 15	710	8	711	8	711	8	712	8	712	8	713	8
16 - 24	1027	12	1028	12	1029	12	1030	12	1031	12	1032	12
25 - 34	1129	13	1130	13	1131	13	1132	13	1132	13	1133	13
35 - 44	1420	16	1420	16	1421	16	1422	16	1423	16	1424	16
45 - 54	1228	14	1228	14	1230	14	1231	14	1232	14	1233	14
55 - 64	1141	13	1142	13	1143	13	1144	13	1145	13	1145	13
65 +	1429	16	1431	16	1431	16	1432	16	1434	16	1435	16
Adults												
Total	7374	100	7379	100	7385	100	7391	100	7397	100	7402	100
AB	1546	21	1547	21	1548	21	1549	21	1551	21	1552	21
C1	1971	27	1973	27	1974	27	1976	27	1977	27	1979	27
C2	1580	21	1581	21	1582	21	1583	21	1584	21	1586	21
DE	2277	31	2278	31	2281	31	2283	31	2285	31	2285	31

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8790	100	8797	100	8804	100	8810	100	8817	100	8824	100
Age												
4 - 9	669	8	669	8	670	8	670	8	670	8	672	8
10 - 15	713	8	714	8	715	8	715	8	716	8	716	8
16 - 24	1032	12	1033	12	1034	12	1034	12	1035	12	1036	12
25 - 34	1134	13	1135	13	1136	13	1137	13	1138	13	1138	13
35 - 44	1426	16	1427	16	1427	16	1429	16	1430	16	1431	16
45 - 54	1234	14	1235	14	1236	14	1237	14	1238	14	1239	14
55 - 64	1146	13	1147	13	1148	13	1149	13	1150	13	1151	13
65 +	1436	16	1437	16	1438	16	1439	16	1440	16	1441	16
Adults												
Total	7408	100	7414	100	7419	100	7425	100	7431	100	7436	100
AB	1553	21	1554	21	1555	21	1557	21	1557	21	1559	21
C1	1980	27	1982	27	1984	27	1985	27	1987	27	1988	27
C2	1587	21	1589	21	1589	21	1590	21	1592	21	1593	21
DE	2288	31	2289	31	2291	31	2293	31	2295	31	2296	31

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4294	100	4298	100	4301	100	4304	100	4308	100	4311	100
Age												
4 - 15	701	16	702	16	703	16	703	16	704	16	704	16
16 - 24	530	12	530	12	530	12	531	12	531	12	532	12
25 - 34	549	13	550	13	551	13	551	13	551	13	552	13
35 - 44	708	16	709	16	709	16	710	16	710	16	711	16
45 - 54	607	14	607	14	608	14	608	14	609	14	609	14
55 - 64	570	13	571	13	571	13	571	13	572	13	572	13
65 +	629	15	629	15	629	15	630	15	631	15	631	15
Adults												
Total	3593	100	3596	100	3598	100	3601	100	3604	100	3607	100
AB	780	22	781	22	780	22	781	22	783	22	783	22
C1	949	26	950	26	951	26	952	26	952	26	953	26
C2	834	23	834	23	835	23	835	23	835	23	837	23
DE	1030	29	1031	29	1032	29	1033	29	1034	29	1034	29
Working F/T	2227	62	2228	62	2230	62	2232	62	2234	62	2235	62
Not Working	1366	38	1368	38	1368	38	1369	38	1370	38	1372	38

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4314	100	4318	100	4321	100	4324	100	4328	100	4331	100
Age												
4 - 15	705	16	705	16	706	16	706	16	707	16	708	16
16 - 24	532	12	533	12	533	12	533	12	534	12	534	12
25 - 34	552	13	552	13	553	13	554	13	554	13	554	13
35 - 44	711	16	712	16	712	16	713	16	713	16	714	16
45 - 54	610	14	611	14	611	14	611	14	612	14	612	14
55 - 64	573	13	573	13	574	13	574	13	575	13	575	13
65 +	631	15	632	15	632	15	633	15	633	15	634	15
Adults												
Total	3609	100	3613	100	3615	100	3618	100	3621	100	3623	100
AB	783	22	784	22	785	22	785	22	786	22	786	22
C1	954	26	955	26	955	26	956	26	957	26	958	26
C2	837	23	839	23	838	23	839	23	840	23	840	23
DE	1035	29	1035	29	1037	29	1038	29	1038	29	1039	29
Working F/T	2237	62	2239	62	2240	62	2242	62	2244	62	2246	62
Not Working	1372	38	1374	38	1375	38	1376	38	1377	38	1377	38

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4455	100	4458	100	4462	100	4466	100	4469	100	4472	100
Age												
4 - 15	674	15	675	15	675	15	676	15	676	15	677	15
16 - 24	497	11	498	11	499	11	499	11	500	11	500	11
25 - 34	580	13	580	13	580	13	581	13	581	13	581	13
35 - 44	712	16	711	16	712	16	712	16	713	16	713	16
45 - 54	621	14	621	14	622	14	623	14	623	14	624	14
55 - 64	571	13	571	13	572	13	573	13	573	13	573	13
65 +	800	18	802	18	802	18	802	18	803	18	804	18
Adults												
Total	3781	100	3783	100	3787	100	3790	100	3793	100	3795	100
AB	766	20	766	20	768	20	768	20	768	20	769	20
C1	1022	27	1023	27	1023	27	1024	27	1025	27	1026	27
C2	746	20	747	20	747	20	748	20	749	20	749	20
DE	1247	33	1247	33	1249	33	1250	33	1251	33	1251	33
Working F/T	1192	32	1194	32	1195	32	1195	32	1196	32	1197	32
Not Working	2589	68	2589	68	2592	68	2595	68	2597	68	2598	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4476	100	4479	100	4483	100	4486	100	4489	100	4493	100
Age												
4 - 15	677	15	678	15	679	15	679	15	679	15	680	15
16 - 24	500	11	500	11	501	11	501	11	501	11	502	11
25 - 34	582	13	583	13	583	13	583	13	584	13	584	13
35 - 44	715	16	715	16	715	16	716	16	717	16	717	16
45 - 54	624	14	624	14	625	14	626	14	626	14	627	14
55 - 64	573	13	574	13	574	13	575	13	575	13	576	13
65 +	805	18	805	18	806	18	806	18	807	18	807	18
Adults												
Total	3799	100	3801	100	3804	100	3807	100	3810	100	3813	100
AB	770	20	770	20	770	20	772	20	771	20	773	20
C1	1026	27	1027	27	1029	27	1029	27	1030	27	1030	27
C2	750	20	750	20	751	20	751	20	752	20	753	20
DE	1253	33	1254	33	1254	33	1255	33	1257	33	1257	33
Working F/T	1198	32	1199	32	1201	32	1201	32	1202	32	1202	32
Not Working	2601	68	2602	68	2603	68	2606	68	2608	68	2611	68

Channel Four - North Macro Region

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7323	100	7329	100	7334	100	7339	100	7344	100	7349	100
TV Households	7181	98	7186	98	7191	98	7197	98	7202	98	7207	98
ITV Households	6602	90	6606	90	6611	90	6615	90	6620	90	6624	90

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7355	100	7360	100	7365	100	7370	100	7375	100	7380	100
TV Households	7212	98	7217	98	7222	98	7227	98	7232	98	7237	98
ITV Households	6629	90	6634	90	6638	90	6643	90	6647	90	6652	90

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6602	100	6606	100	6611	100	6615	100	6620	100	6624	100
Social Class												
AB	1018	15	1018	15	1019	15	1020	15	1020	15	1021	15
C1	1688	26	1690	26	1691	26	1692	26	1693	26	1694	26
C2	1263	19	1264	19	1265	19	1266	19	1267	19	1268	19
DE	2633	40	2634	40	2636	40	2637	40	2640	40	2641	40
Housewife Age												
Under 25	366	6	366	6	366	6	366	6	367	6	367	6
25 - 34	969	15	969	15	970	15	971	15	971	15	972	15
35 - 44	1337	20	1338	20	1339	20	1340	20	1341	20	1341	20
45 - 54	1156	18	1157	18	1158	18	1158	18	1159	18	1160	18
55 - 64	1113	17	1114	17	1115	17	1116	17	1116	17	1117	17
65 +	1661	25	1662	25	1663	25	1664	25	1666	25	1667	25
Size												
1	2042	31	2043	31	2045	31	2046	31	2048	31	2049	31
2	2280	35	2282	35	2284	35	2285	35	2287	35	2288	35
3	1060	16	1060	16	1061	16	1062	16	1062	16	1063	16
4+	1220	18	1221	18	1221	18	1222	18	1223	18	1224	18
Children												
Without	4861	74	4864	74	4868	74	4871	74	4875	74	4878	74
With	1741	26	1742	26	1743	26	1744	26	1745	26	1746	26

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6629	100	6634	100	6638	100	6643	100	6647	100	6652	100
Social Class												
AB	1022	15	1023	15	1023	15	1024	15	1025	15	1025	15
C1	1695	26	1697	26	1698	26	1699	26	1700	26	1701	26
C2	1268	19	1269	19	1270	19	1271	19	1272	19	1273	19
DE	2644	40	2645	40	2647	40	2649	40	2650	40	2653	40
Housewife Age												
Under 25	367	6	368	6	368	6	368	6	368	6	369	6
25 - 34	973	15	973	15	974	15	975	15	975	15	976	15
35 - 44	1342	20	1343	20	1344	20	1345	20	1346	20	1347	20
45 - 54	1161	18	1161	18	1162	18	1163	18	1164	18	1165	18
55 - 64	1118	17	1119	17	1120	17	1120	17	1121	17	1122	17
65 +	1668	25	1670	25	1670	25	1672	25	1673	25	1673	25
Size												
1	2050	31	2052	31	2053	31	2055	31	2056	31	2057	31
2	2290	35	2292	35	2293	35	2295	35	2296	35	2298	35
3	1064	16	1065	16	1065	16	1066	16	1067	16	1068	16
4+	1225	18	1225	18	1227	18	1227	18	1228	18	1229	18
Children												
Without	4881	74	4885	74	4888	74	4892	74	4895	74	4898	74
With	1748	26	1749	26	1750	26	1751	26	1752	26	1754	26

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	14523	100	14533	100	14543	100	14553	100	14563	100	14573	100
Age												
4 - 9	1078	7	1079	7	1079	7	1080	7	1080	7	1082	7
10 - 15	1198	8	1199	8	1200	8	1201	8	1202	8	1202	8
16 - 24	1777	12	1778	12	1780	12	1781	12	1782	12	1784	12
25 - 34	1796	12	1797	12	1798	12	1800	12	1801	12	1802	12
35 - 44	2314	16	2315	16	2317	16	2318	16	2320	16	2321	16
45 - 54	2031	14	2032	14	2033	14	2035	14	2037	14	2037	14
55 - 64	1883	13	1884	13	1886	13	1887	13	1888	13	1890	13
65 +	2446	17	2449	17	2450	17	2451	17	2453	17	2455	17
Adults												
Total	12247	100	12255	100	12264	100	12272	100	12281	100	12289	100
AB	2078	17	2080	17	2081	17	2083	17	2084	17	2086	17
C1	3234	26	3236	26	3238	26	3240	26	3243	26	3244	26
C2	2617	21	2618	21	2621	21	2622	21	2624	21	2626	21
DE	4318	35	4321	35	4324	35	4327	35	4330	35	4333	35

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	14583	100	14594	100	14604	100	14614	100	14624	100	14634	100
Age												
4 - 9	1082	7	1084	7	1084	7	1084	7	1085	7	1086	7
10 - 15	1203	8	1204	8	1205	8	1206	8	1207	8	1207	8
16 - 24	1785	12	1786	12	1787	12	1789	12	1790	12	1791	12
25 - 34	1803	12	1804	12	1806	12	1807	12	1808	12	1810	12
35 - 44	2323	16	2325	16	2326	16	2328	16	2330	16	2331	16
45 - 54	2039	14	2040	14	2042	14	2043	14	2045	14	2046	14
55 - 64	1891	13	1892	13	1894	13	1895	13	1896	13	1898	13
65 +	2457	17	2459	17	2460	17	2462	17	2463	17	2465	17
Adults												
Total	12298	100	12306	100	12315	100	12324	100	12332	100	12341	100
AB	2087	17	2089	17	2090	17	2091	17	2093	17	2094	17
C1	3247	26	3249	26	3252	26	3254	26	3256	26	3259	26
C2	2628	21	2629	21	2631	21	2634	21	2635	21	2637	21
DE	4336	35	4339	35	4342	35	4345	35	4348	35	4351	35

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7074	100	7079	100	7084	100	7089	100	7094	100	7099	100
Age												
4 - 15	1177	17	1178	17	1179	17	1180	17	1181	17	1181	17
16 - 24	899	13	900	13	901	13	901	13	902	13	903	13
25 - 34	871	12	871	12	871	12	873	12	873	12	874	12
35 - 44	1125	16	1125	16	1127	16	1127	16	1128	16	1128	16
45 - 54	1006	14	1007	14	1007	14	1008	14	1009	14	1010	14
55 - 64	923	13	923	13	924	13	924	13	925	13	925	13
65 +	1073	15	1075	15	1075	15	1076	15	1076	15	1078	15
Adults												
Total	5897	100	5901	100	5905	100	5909	100	5913	100	5918	100
AB	1036	18	1037	18	1038	18	1039	18	1039	18	1040	18
C1	1530	26	1531	26	1531	26	1532	26	1534	26	1535	26
C2	1401	24	1402	24	1403	24	1404	24	1405	24	1406	24
DE	1930	33	1931	33	1933	33	1934	33	1935	33	1937	33
Working F/T	3428	58	3430	58	3433	58	3435	58	3437	58	3440	58
Not Working	2469	42	2471	42	2472	42	2474	42	2476	42	2478	42

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7103	100	7109	100	7114	100	7119	100	7123	100	7129	100
Age												
4 - 15	1181	17	1183	17	1184	17	1185	17	1185	17	1186	17
16 - 24	904	13	904	13	905	13	905	13	906	13	906	13
25 - 34	874	12	875	12	875	12	876	12	876	12	878	12
35 - 44	1129	16	1130	16	1130	16	1132	16	1133	16	1133	16
45 - 54	1010	14	1011	14	1012	14	1012	14	1013	14	1014	14
55 - 64	926	13	927	13	928	13	928	13	929	13	930	13
65 +	1079	15	1079	15	1080	15	1081	15	1081	15	1082	15
Adults												
Total	5922	100	5926	100	5930	100	5934	100	5938	100	5943	100
AB	1041	18	1042	18	1042	18	1043	18	1044	18	1044	18
C1	1536	26	1537	26	1539	26	1539	26	1540	26	1542	26
C2	1407	24	1407	24	1408	24	1410	24	1411	24	1412	24
DE	1938	33	1940	33	1941	33	1942	33	1943	33	1945	33
Working F/T	3442	58	3444	58	3447	58	3449	58	3452	58	3455	58
Not Working	2480	42	2482	42	2483	42	2485	42	2486	42	2488	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7449	100	7454	100	7459	100	7464	100	7469	100	7474	100
Age												
4 - 15	1099	15	1100	15	1100	15	1101	15	1101	15	1103	15
16 - 24	878	12	878	12	879	12	880	12	880	12	881	12
25 - 34	925	12	926	12	927	12	927	12	928	12	928	12
35 - 44	1189	16	1190	16	1190	16	1191	16	1192	16	1193	16
45 - 54	1025	14	1025	14	1026	14	1027	14	1028	14	1027	14
55 - 64	960	13	961	13	962	13	963	13	963	13	965	13
65 +	1373	18	1374	18	1375	18	1375	18	1377	18	1377	18
Adults												
Total	6350	100	6354	100	6359	100	6363	100	6368	100	6371	100
AB	1042	16	1043	16	1043	16	1044	16	1045	16	1046	16
C1	1704	27	1705	27	1707	27	1708	27	1709	27	1709	27
C2	1216	19	1216	19	1218	19	1218	19	1219	19	1220	19
DE	2388	38	2390	38	2391	38	2393	38	2395	38	2396	38
Working F/T	1937	31	1939	31	1940	31	1941	31	1943	31	1944	31
Not Working	4413	69	4415	69	4419	69	4422	69	4425	69	4427	69

Table4b Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7480	100	7485	100	7490	100	7495	100	7501	100	7505	100
Age												
4 - 15	1104	15	1105	15	1105	15	1105	15	1107	15	1107	15
16 - 24	881	12	882	12	882	12	884	12	884	12	885	12
25 - 34	929	12	929	12	931	12	931	12	932	12	932	12
35 - 44	1194	16	1195	16	1196	16	1196	16	1197	16	1198	16
45 - 54	1029	14	1029	14	1030	14	1031	14	1032	14	1032	14
55 - 64	965	13	965	13	966	13	967	13	967	13	968	13
65 +	1378	18	1380	18	1380	18	1381	18	1382	18	1383	18
Adults												
Total	6376	100	6380	100	6385	100	6390	100	6394	100	6398	100
AB	1046	16	1047	16	1048	16	1048	16	1049	16	1050	16
C1	1711	27	1712	27	1713	27	1715	27	1716	27	1717	27
C2	1221	19	1222	19	1223	19	1224	19	1224	19	1225	19
DE	2398	38	2399	38	2401	38	2403	38	2405	38	2406	38
Working F/T	1945	31	1947	31	1948	31	1950	31	1950	30	1951	30
Not Working	4431	69	4433	69	4437	69	4440	69	4444	70	4447	70

Channel Four - Scotland Macro Region

Projections for		Television Reception											
		Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2525	100	2526	100	2528	100	2529	100	2531	100	2532	100	
TV Households	2469	98	2471	98	2472	98	2474	98	2475	98	2477	98	
ITV Households	2443	97	2445	97	2446	97	2448	97	2449	97	2451	97	

Projections for		Television Reception											
		Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2534	100	2535	100	2537	100	2538	100	2540	100	2541	100	
TV Households	2478	98	2480	98	2481	98	2483	98	2484	98	2486	98	
ITV Households	2452	97	2454	97	2455	97	2457	97	2458	97	2460	97	

Projections for		ITV Households											
		Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2443	100	2445	100	2446	100	2448	100	2449	100	2451	100
Social Class													
	AB	427	17	427	17	427	17	427	17	427	17	429	18
	C1	651	27	652	27	652	27	653	27	653	27	653	27
	C2	470	19	470	19	470	19	471	19	471	19	471	19
	DE	895	37	896	37	897	37	897	37	898	37	898	37
Housewife Age													
	Under 25	127	5	127	5	127	5	127	5	128	5	127	5
	25 - 34	355	15	356	15	356	15	356	15	356	15	357	15
	35 - 44	489	20	489	20	490	20	490	20	490	20	491	20
	45 - 54	451	18	451	18	451	18	452	18	452	18	452	18
	55 - 64	406	17	406	17	407	17	407	17	407	17	407	17
	65 +	615	25	616	25	615	25	616	25	616	25	617	25
Size													
	1	832	34	833	34	833	34	833	34	834	34	835	34
	2	822	34	823	34	823	34	824	34	824	34	825	34
	3	365	15	366	15	366	15	366	15	366	15	367	15
	4+	424	17	423	17	424	17	425	17	425	17	424	17
Children													
	Without	1843	75	1844	75	1845	75	1846	75	1847	75	1848	75
	With	600	25	601	25	601	25	602	25	602	25	603	25

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2452	100	2454	100	2455	100	2457	100	2458	100	2460	100
Social Class												
AB	428	17	429	17	428	17	429	17	429	17	430	17
C1	654	27	654	27	655	27	655	27	655	27	656	27
C2	472	19	472	19	472	19	472	19	473	19	473	19
DE	898	37	899	37	900	37	901	37	901	37	901	37
Housewife Age												
Under 25	126	5	127	5	127	5	129	5	127	5	128	5
25 - 34	357	15	357	15	357	15	357	15	358	15	358	15
35 - 44	491	20	491	20	492	20	492	20	492	20	492	20
45 - 54	453	18	453	18	453	18	453	18	454	18	454	18
55 - 64	408	17	408	17	408	17	408	17	409	17	409	17
65 +	617	25	618	25	618	25	618	25	618	25	619	25
Size												
1	835	34	836	34	836	34	837	34	837	34	837	34
2	825	34	826	34	826	34	827	34	827	34	828	34
3	367	15	367	15	367	15	367	15	368	15	368	15
4+	425	17	425	17	426	17	426	17	426	17	427	17
Children												
Without	1849	75	1851	75	1852	75	1853	75	1854	75	1855	75
With	603	25	603	25	603	25	604	25	604	25	605	25

Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5199	100	5203	100	5206	100	5209	100	5212	100	5215	100
Age												
4 - 9	370	7	370	7	371	7	371	7	371	7	371	7
10 - 15	402	8	403	8	402	8	403	8	403	8	403	8
16 - 24	610	12	610	12	611	12	611	12	611	12	612	12
25 - 34	644	12	645	12	645	12	645	12	646	12	646	12
35 - 44	851	16	851	16	852	16	852	16	853	16	853	16
45 - 54	766	15	767	15	767	15	768	15	768	15	769	15
55 - 64	677	13	678	13	678	13	678	13	679	13	679	13
65 +	879	17	879	17	880	17	881	17	881	17	882	17
Adults												
Total	4427	100	4430	100	4433	100	4435	100	4438	100	4441	100
AB	831	19	832	19	833	19	833	19	833	19	834	19
C1	1218	28	1219	28	1219	27	1220	28	1221	28	1222	28
C2	951	21	952	21	953	21	953	21	954	21	954	21
DE	1427	32	1427	32	1428	32	1429	32	1430	32	1431	32

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5218	100	5222	100	5225	100	5228	100	5231	100	5234	100
Age												
4 - 9	372	7	372	7	372	7	372	7	373	7	373	7
10 - 15	403	8	403	8	404	8	404	8	404	8	404	8
16 - 24	612	12	612	12	613	12	613	12	613	12	614	12
25 - 34	647	12	648	12	647	12	649	12	649	12	649	12
35 - 44	853	16	854	16	855	16	855	16	855	16	856	16
45 - 54	769	15	769	15	769	15	770	15	771	15	771	15
55 - 64	680	13	680	13	681	13	681	13	681	13	682	13
65 +	882	17	884	17	884	17	884	17	885	17	885	17
Adults												
Total	4443	100	4447	100	4449	100	4452	100	4454	100	4457	100
AB	835	19	835	19	836	19	836	19	837	19	837	19
C1	1222	28	1223	28	1223	27	1225	28	1225	28	1226	28
C2	954	21	955	21	957	22	957	21	957	21	958	21
DE	1432	32	1434	32	1433	32	1434	32	1435	32	1436	32

Table4a												
Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2495	100	2497	100	2498	100	2500	100	2501	100	2503	100
Age												
4 - 15	393	16	394	16	394	16	394	16	394	16	394	16
16 - 24	308	12	308	12	308	12	309	12	309	12	309	12
25 - 34	312	13	312	12	312	12	312	12	312	12	313	13
35 - 44	408	16	409	16	409	16	409	16	409	16	410	16
45 - 54	371	15	371	15	371	15	372	15	372	15	372	15
55 - 64	330	13	330	13	330	13	330	13	331	13	331	13
65 +	373	15	373	15	374	15	374	15	374	15	374	15
Adults												
Total	2102	100	2103	100	2104	100	2106	100	2107	100	2109	100
AB	410	20	410	19	410	19	411	20	410	19	411	19
C1	567	27	568	27	568	27	568	27	569	27	569	27
C2	507	24	508	24	508	24	508	24	509	24	510	24
DE	618	29	617	29	618	29	619	29	619	29	619	29
Working F/T	1237	59	1237	59	1238	59	1239	59	1240	59	1240	59
Not Working	865	41	866	41	866	41	867	41	867	41	869	41

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2504	100	2506	100	2507	100	2509	100	2510	100	2511	100
Age												
4 - 15	395	16	395	16	395	16	395	16	396	16	396	16
16 - 24	309	12	309	12	310	12	310	12	310	12	309	12
25 - 34	313	13	314	13	312	13	314	13	313	12	314	13
35 - 44	410	16	410	16	411	16	411	16	411	16	411	16
45 - 54	372	15	372	15	372	15	372	15	373	15	373	15
55 - 64	331	13	331	13	331	13	332	13	331	13	332	13
65 +	374	15	375	15	376	15	375	15	376	15	376	15
Adults												
Total	2109	100	2111	100	2112	100	2114	100	2114	100	2115	100
AB	412	20	412	20	412	20	412	19	413	20	413	20
C1	569	27	569	27	569	27	571	27	570	27	571	27
C2	509	24	509	24	511	24	511	24	510	24	510	24
DE	619	29	621	29	620	29	620	29	621	29	621	29
Working F/T	1241	59	1242	59	1243	59	1243	59	1244	59	1245	59
Not Working	868	41	869	41	869	41	871	41	870	41	870	41

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2704	100	2706	100	2708	100	2709	100	2711	100	2712	100
Age												
4 - 15	379	14	379	14	379	14	380	14	380	14	380	14
16 - 24	302	11	302	11	303	11	302	11	302	11	303	11
25 - 34	332	12	333	12	333	12	333	12	334	12	333	12
35 - 44	443	16	442	16	443	16	443	16	444	16	443	16
45 - 54	395	15	396	15	396	15	396	15	396	15	397	15
55 - 64	347	13	348	13	348	13	348	13	348	13	348	13
65 +	506	19	506	19	506	19	507	19	507	19	508	19
Adults												
Total	2325	100	2327	100	2329	100	2329	100	2331	100	2332	100
AB	421	18	422	18	423	18	422	18	423	18	423	18
C1	651	28	651	28	651	28	652	28	652	28	653	28
C2	444	19	444	19	445	19	445	19	445	19	444	19
DE	809	35	810	35	810	35	810	35	811	35	812	35
Working F/T	744	32	746	32	746	32	746	32	746	32	747	32
Not Working	1581	68	1581	68	1583	68	1583	68	1585	68	1585	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2714	100	2716	100	2718	100	2719	100	2721	100	2723	100
Age												
4 - 15	380	14	380	14	381	14	381	14	381	14	381	14
16 - 24	303	11	303	11	303	11	303	11	303	11	305	11
25 - 34	334	12	334	12	335	12	335	12	336	12	335	12
35 - 44	443	16	444	16	444	16	444	16	444	16	445	16
45 - 54	397	15	397	15	397	15	398	15	398	15	398	15
55 - 64	349	13	349	13	350	13	349	13	350	13	350	13
65 +	508	19	509	19	508	19	509	19	509	19	509	19
Adults												
Total	2334	100	2336	100	2337	100	2338	100	2340	100	2342	100
AB	423	18	423	18	424	18	424	18	424	18	424	18
C1	653	28	654	28	654	28	654	28	655	28	655	28
C2	445	19	446	19	446	19	446	19	447	19	448	19
DE	813	35	813	35	813	35	814	35	814	35	815	35
Working F/T	747	32	748	32	748	32	750	32	749	32	750	32
Not Working	1587	68	1588	68	1589	68	1588	68	1591	68	1592	68

Channel Four - Ulster Macro Region

Television Reception												
Projections for	Jan 07		Feb 07		Mar 07		Apr 07		May 07		Jun 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	674	100	674	100	675	100	676	100	676	100	677	100
TV Households	648	96	649	96	650	96	650	96	651	96	652	96
ITV Households	648	96	649	96	650	96	650	96	651	96	652	96

Television Reception												
Projections for	Jul 07		Aug 07		Sep 07		Oct 07		Nov 07		Dec 07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	678	100	679	100	679	100	680	100	681	100	681	100
TV Households	652	96	653	96	654	96	654	96	655	96	656	96
ITV Households	652	96	653	96	654	96	654	96	655	96	656	96

ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	648	100	649	100	650	100	650	100	651	100	652	100
Social Class												
AB	103	16	103	16	103	16	104	16	103	16	104	16
C1	146	23	146	22	146	22	147	23	147	23	147	23
C2	139	21	140	22	140	22	140	22	140	22	140	21
DE	260	40	260	40	261	40	259	40	261	40	261	40
Housewife Age												
Under 25	31	5	31	5	32	5	31	5	31	5	31	5
25 - 34	105	16	105	16	105	16	105	16	105	16	105	16
35 - 44	141	22	141	22	141	22	141	22	141	22	142	22
45 - 54	122	19	122	19	122	19	123	19	123	19	123	19
55 - 64	103	16	103	16	104	16	104	16	104	16	104	16
65 +	146	23	147	23	146	22	146	22	147	23	147	23
Size												
1	181	28	181	28	181	28	181	28	182	28	182	28
2	189	29	190	29	190	29	190	29	190	29	190	29
3	106	16	106	16	106	16	106	16	106	16	106	16
4+	172	27	172	27	173	27	173	27	173	27	174	27
Children												
Without	445	69	446	69	446	69	446	69	447	69	448	69
With	203	31	203	31	204	31	204	31	204	31	204	31

ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	652	100	653	100	654	100	654	100	655	100	656	100
Social Class												
AB	104	16	104	16	104	16	103	16	104	16	105	16
C1	147	23	147	23	147	22	148	23	148	23	148	23
C2	140	21	140	21	141	22	141	22	141	22	141	21
DE	261	40	262	40	262	40	262	40	262	40	262	40
Housewife Age												
Under 25	32	5	32	5	32	5	32	5	32	5	32	5
25 - 34	105	16	105	16	106	16	106	16	106	16	106	16
35 - 44	142	22	142	22	142	22	142	22	142	22	142	22
45 - 54	123	19	123	19	123	19	123	19	124	19	124	19
55 - 64	104	16	104	16	104	16	104	16	104	16	104	16
65 +	146	22	147	23	147	22	147	22	147	22	148	23
Size												
1	181	28	182	28	183	28	182	28	183	28	183	28
2	191	29	191	29	191	29	191	29	191	29	192	29
3	107	16	107	16	107	16	107	16	107	16	107	16
4+	173	27	173	26	173	26	174	27	174	27	174	27
Children												
Without	448	69	448	69	449	69	449	69	450	69	450	69
With	204	31	205	31	205	31	205	31	205	31	206	31

All Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1583	100	1585	100	1587	100	1588	100	1590	100	1592	100
Age												
4 - 9	140	9	140	9	140	9	140	9	141	9	141	9
10 - 15	151	10	152	10	152	10	152	10	152	10	152	10
16 - 24	218	14	218	14	218	14	218	14	219	14	219	14
25 - 34	215	14	216	14	216	14	216	14	216	14	217	14
35 - 44	250	16	250	16	251	16	251	16	251	16	251	16
45 - 54	214	14	214	14	215	14	215	14	215	14	215	14
55 - 64	177	11	177	11	177	11	178	11	178	11	178	11
65 +	218	14	218	14	218	14	218	14	218	14	219	14
Adults												
Total	1292	100	1293	100	1295	100	1296	100	1297	100	1299	100
AB	229	18	229	18	230	18	230	18	230	18	230	18
C1	307	24	308	24	308	24	308	24	309	24	309	24
C2	322	25	321	25	322	25	322	25	323	25	323	25
DE	434	34	435	34	435	34	436	34	435	34	437	34

All Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1593	100	1595	100	1597	100	1598	100	1600	100	1602	100
Age												
4 - 9	141	9	141	9	141	9	141	9	141	9	142	9
10 - 15	152	10	153	10	153	10	153	10	154	10	153	10
16 - 24	219	14	219	14	220	14	220	14	219	14	220	14
25 - 34	217	14	217	14	217	14	217	14	218	14	218	14
35 - 44	252	16	252	16	252	16	253	16	253	16	253	16
45 - 54	216	14	216	14	216	14	216	14	216	14	217	14
55 - 64	178	11	178	11	178	11	179	11	179	11	179	11
65 +	218	14	219	14	220	14	219	14	220	14	220	14
Adults												
Total	1300	100	1301	100	1303	100	1304	100	1305	100	1307	100
AB	231	18	231	18	231	18	231	18	232	18	232	18
C1	309	24	309	24	310	24	310	24	310	24	311	24
C2	323	25	324	25	324	25	324	25	325	25	325	25
DE	437	34	437	34	438	34	439	34	438	34	439	34

Male Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	771	100	772	100	773	100	773	100	774	100	776	100
Age												
4 - 15	149	19	150	19	150	19	150	19	150	19	151	19
16 - 24	111	14	111	14	111	14	111	14	112	14	112	14
25 - 34	105	14	105	14	105	14	105	14	105	14	105	14
35 - 44	122	16	122	16	122	16	122	16	121	16	122	16
45 - 54	105	14	105	14	106	14	106	14	106	14	106	14
55 - 64	86	11	86	11	85	11	86	11	86	11	86	11
65 +	93	12	93	12	94	12	93	12	94	12	94	12
Adults												
Total	622	100	622	100	623	100	623	100	624	100	625	100
AB	115	18	115	18	116	19	115	18	116	19	116	19
C1	145	23	145	23	145	23	145	23	145	23	145	23
C2	170	27	170	27	170	27	170	27	171	27	171	27
DE	192	31	192	31	192	31	193	31	192	31	193	31
Working F/T	374	60	375	60	375	60	376	60	376	60	377	60
Not Working	248	40	247	40	248	40	247	40	248	40	248	40

Male Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	776	100	777	100	778	100	778	100	779	100	780	100
Age												
4 - 15	151	19	151	19	151	19	151	19	151	19	151	19
16 - 24	112	14	111	14	112	14	112	14	112	14	112	14
25 - 34	105	14	106	14	106	14	105	13	106	14	106	14
35 - 44	122	16	123	16	123	16	123	16	123	16	123	16
45 - 54	107	14	106	14	106	14	106	14	106	14	107	14
55 - 64	86	11	86	11	86	11	87	11	86	11	87	11
65 +	93	12	94	12	94	12	94	12	95	12	94	12
Adults												
Total	625	100	626	100	627	100	627	100	628	100	629	100
AB	116	19	116	19	116	19	116	19	117	19	117	19
C1	145	23	146	23	146	23	146	23	145	23	146	23
C2	171	27	171	27	171	27	171	27	172	27	172	27
DE	193	31	193	31	194	31	194	31	194	31	194	31
Working F/T	377	60	377	60	378	60	378	60	378	60	379	60
Not Working	248	40	249	40	249	40	249	40	250	40	250	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-07		Feb-07		Mar-07		Apr-07		May-07		Jun-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	812	100	813	100	814	100	815	100	816	100	816	100
Age												
4 - 15	142	17	142	17	142	17	142	17	143	18	142	17
16 - 24	107	13	107	13	107	13	107	13	107	13	107	13
25 - 34	110	14	111	14	111	14	111	14	111	14	112	14
35 - 44	128	16	128	16	129	16	129	16	130	16	129	16
45 - 54	109	13	109	13	109	13	109	13	109	13	109	13
55 - 64	91	11	91	11	92	11	92	11	92	11	92	11
65 +	125	15	125	15	124	15	125	15	124	15	125	15
Adults												
Total	670	100	671	100	672	100	673	100	673	100	674	100
AB	114	17	114	17	114	17	115	17	114	17	114	17
C1	162	24	163	24	163	24	163	24	164	24	164	24
C2	152	23	151	23	152	23	152	23	152	23	152	23
DE	242	36	243	36	243	36	243	36	243	36	244	36
Working F/T	208	31	208	31	209	31	208	31	209	31	209	31
Not Working	462	69	463	69	463	69	465	69	464	69	465	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-07		Aug-07		Sep-07		Oct-07		Nov-07		Dec-07	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	817	100	818	100	819	100	820	100	821	100	822	100
Age												
4 - 15	142	17	143	17	143	17	143	17	144	18	144	18
16 - 24	107	13	108	13	108	13	108	13	107	13	108	13
25 - 34	112	14	111	14	111	14	112	14	112	14	112	14
35 - 44	130	16	129	16	129	16	130	16	130	16	130	16
45 - 54	109	13	110	13	110	13	110	13	110	13	110	13
55 - 64	92	11	92	11	92	11	92	11	93	11	92	11
65 +	125	15	125	15	126	15	125	15	125	15	126	15
Adults												
Total	675	100	675	100	676	100	677	100	677	100	678	100
AB	115	17	115	17	115	17	115	17	115	17	115	17
C1	164	24	163	24	164	24	164	24	165	24	165	24
C2	152	23	153	23	153	23	153	23	153	23	153	23
DE	244	36	244	36	244	36	245	36	244	36	245	36
Working F/T	209	31	209	31	209	31	210	31	210	31	210	31
Not Working	466	69	466	69	467	69	467	69	467	69	468	69

ITV Reception In Overlap Areas

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

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

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

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Household Estimates (000's)							
		All H/Holds	TV H/Holds	Single ITV H/Holds		Multi ITV H/Holds			
London/South	4066	1018	999	169 (L)	666 (S)	162			
London/East	1638	385	376	215 (L)	99 (E)	59			
Midlands/North West	1402	266	265	163 (M)	84 (NW)	12			
Midlands/Yorkshire	1699	436	430	209 (M)	144 (Y)	77			
Midlands/Wales	1498	253	250	66 (M)	148 (W)	30			
Midlands/East	2389	519	510	59 (M)	422 (E)	28			
North West/Yorshire	185	44	42	36 (NW)	4 (Y)	3			
North West/Wales	1952	220	218	90 (NW)	49 (W)	77			
North West/Border	1128	69	68	19 (NW)	44 (B)	4			
Yorkshire/North East	938	305	296	179 (Y)	70 (NE)	47			
Yorkshire/East	336	95	93	8 (Y)	75 (E)	11			
South/Wales	46	18	18	10 (S)	6 (W)	1			
South West/Wales	2608	156	155	21 (SW)	125 (W)	8			
North East/Border	345	18	18	7 (NE)	6 (B)	5			
Scotland/Border	98	3	3	* (SC)	3 (B)	*			
London/Midlands/South	93	15	15	5 (L)	* (M)	5 (S)	0 (L/M)	4 (L/S)	* (M/S)
London/Midlands/East	209	48	48	6 (L)	1 (M)	30 (E)	0 (L/M)	7 (L/E)	* (M/E)
London/South/East	627	131	129	82 (L)	3 (S)	18 (E)	5 (L/S)	13 (L/E)	2 (S/E)
Midlands/Yorkshire/East	307	66	65	14 (M)	29 (Y)	7 (E)	9 (M/Y)	2 (M/E)	1 (Y/E)
South/South West/Wales	272	15	15	2 (S)	1 (SW)	10 (W)	* (S/SW)	1 (S/W)	1 (SW/W)
TOTAL	21836	4080	4012	3408		582			

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Population Estimates (000's)		
		All Indivs	Individuals in TV H/Holds	Individuals in Multi ITV H/Holds
London/South	9995	2413	2384	430
London/East	4163	939	926	164
Midlands/North West	3310	619	617	31
Midlands/Yorkshire	3952	997	988	192
Midlands/Wales	3567	611	605	79
Midlands/East	5564	1196	1181	74
North West/Yorshire	429	103	100	7
North West/Wales	4501	509	502	191
North West/Border	2427	152	151	10
Yorkshire/North East	2152	674	661	117
Yorkshire/East	748	207	204	23
South/Wales	91	38	37	3
South West/Wales	6003	355	353	20
North East/Border	721	38	37	11
Scotland/Border	232	7	7	1
London/Midlands/South	216	34	34	2 0 (L/M) 9 (L/S) 1 (M/S)
London/Midlands/East	505	115	115	8 0 (L/M) 19 (L/E) 1 (M/E)
London/South/East	1557	305	302	11 12 (L/S) 36 (L/E) 4 (S/E)
Midlands/Yorkshire/East	719	148	147	10 20 (M/Y) 5 (M/E) 2 (Y/E)
South/South West/Wales	606	34	34	1 * (S/SW) 3 (S/W) 1 (SW/W)
TOTAL	51458	9492	9386	1496

Reception Characteristics

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

**Analysis Of Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Household Estimates (000's)				
		All H/Holds	TV H/Holds	Single ITV H/Holds		Multi ITV H/Holds
London/South	6331	1534	1504	466 (L)	788 (S)	244
Midlands/North	3101	702	696	372 (M)	228 (N)	90
Midlands/South	3887	772	759	126 (M)	570 (S)	58
North/Scotland	1473	87	85	26 (N)	51 (SC)	9
North/South	2288	316	311	98 (N)	124 (S)	88
London/Midlands/South	302	63	63	11 (L)	2 (M) 34 (S)	3 0 (L/M) 11 (L/S) 1 (M/S)
Midlands/North/South	307	66	65	14 (M)	29 (N) 7 (S)	4 9 (M/N) 2 (M/S) 1 (N/S)
TOTAL	17689	3539	3483	2943		519

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

Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	6633	478	255	3	681	10
South	13115	1521	407	8	1059	20
Midlands	7597	512	159	8	402	20
North	7169	380	196	4	478	10
Scotland	1473	51	9	0	20	0
Ulster	0	0	0	0	0	0

Preference To View & Net Share

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

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

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

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

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

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

= Under 0.5
* = Under 0.05

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

Net Households And Shares For Each ITV Area

Area	000's	%
London	4813	19.13
Midlands	3812	15.15
North West	2861	11.37
Yorkshire	2414	9.60
North East	1202	4.78
Scotland	2114	8.40
South, South East & Channel Islands	2421	9.62
East	1797	7.14
South West	770	3.06
Border	314	1.25
Wales & West	1994	7.93
Ulster	644	2.56
All Areas	25156	100.00

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

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

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

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

SAMPLE SELECTION

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

a) Selection of enumeration districts

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

ULSTER

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

Stage 1 - Postal Sectors

Stage 2 - Postcode located sub-clusters

Stage 3 - Addresses

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

Appendix C

FIELDWORK AND RESULTS

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

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

* = Less than 0.5%

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

* = Less than 0.5%

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

* = Less than 0.5%

Appendix D

DEFINITIONS

ITV AREAS

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

POPULATION

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

PRIVATE HOUSEHOLD

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

TV HOUSEHOLD

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

“HOME” ITV HOUSEHOLDS

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

MULTICHANNEL HOUSEHOLDS

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

DSAT / DTT / Cable

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

MACRO REGIONS

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

Macro Region

Constituent ITV Areas

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

Granada North Macro Region

North West, Border, Yorkshire, North East

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

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

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

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

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

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

SAMPLE BASES FOR REPORT TABLES

TABLE 4

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

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

SAMPLE BASES FOR REPORT TABLES

TABLE 6

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

SAMPLE BASES FOR REPORT TABLES
TABLE 6

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

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

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

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

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

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2007

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

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

Appendix J

The Questionnaire (June 2006)

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

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

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

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

WRITE IN > _____

ASK ALL

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

WRITE IN > _____

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

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

WRITE IN > _____

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

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

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

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

SP

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

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

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

SP

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

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

Talking about your **main set** only.

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

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

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

WRITE IN (2 digits required)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

57	<p>And which of the household members you have mentioned is the member of the family who is solely or mainly responsible for the household duties. This person must be aged 16 or over. LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE HOUSEPERSON INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE HOUSEPERSON. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE HOUSEPERSON, THE ELDEST IS THE HOUSEPERSON.</p>																			
<p>IF QAA = 2 (HOUSEPERSON) or 3 (BOTH) AND Q57 NOT = 1 THEN ASK Q57 AGAIN WITH THE FOLLOWING INTERVIEWER NOTE:</p> <p>INTERVIEWER: YOU STATED AT THE START OF YOUR INTERVIEW THAT THE RESPONDENT (PERSON 1) WAS THE HOUSEPERSON BUT AT Q57 YOU STATED THAT PERSON (ENTER CODE AS CODED AT Q57) WAS THE HOUSEPERSON. PLEASE CHECK THE PERSON YOU HAVE CODED.</p>																				
58	<p>And which of the household members you have mentioned is the person responsible for selecting ½ or more of the items the household buys from supermarkets or food shops. (N.B in a situation where there are two people involved, eg. person A writes list, person B goes to the shop, it is the person who decides on the brands bought who is classed as the Chief Shopper). LIST HOUSEHOLD MEMBERS AGED 16+ BY PERSON NUMBER, SEX AND AGE AND CODE CHIEF SHOPPER INTERVIEWER NOTE: IF 2 OR MORE HOUSEHOLD MEMBERS OF DIFFERENT SEX FIT THIS DESCRIPTION, THE WOMAN IS THE CHIEF SHOPPER. IF 2 OR MORE HOUSEHOLD MEMBERS OF THE SAME SEX COULD BE DEFINED AS THE CHIEF SHOPPER, THE ELDEST IS THE CHIEF SHOPPER.</p>																			
59a	<p>Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD W</p> <table border="0" style="width: 100%;"> <tr> <td>Daily Telegraph</td> <td>The Guardian</td> <td>The Scotsman</td> <td>The Herald</td> <td>The Daily Mirror</td> <td>The Independent</td> </tr> <tr> <td>Daily Record</td> <td>Daily Star</td> <td>Financial Times</td> <td>The Sun</td> <td>The Times</td> <td>Daily Express</td> </tr> <tr> <td>Daily Mail</td> <td>Daily Sport</td> <td>Any Evening Paper</td> <td>None of these</td> <td></td> <td></td> </tr> </table>	Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent	Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express	Daily Mail	Daily Sport	Any Evening Paper	None of these			
Daily Telegraph	The Guardian	The Scotsman	The Herald	The Daily Mirror	The Independent															
Daily Record	Daily Star	Financial Times	The Sun	The Times	Daily Express															
Daily Mail	Daily Sport	Any Evening Paper	None of these																	
59b	<p>Which of the following publications do you or any member of your household read on a regular basis (by regular I mean at least 3 out of every 4 issues)? SHOW CARD X</p> <table border="0" style="width: 100%;"> <tr> <td>Sunday Telegraph</td> <td>The Observer</td> <td>Sunday Post</td> <td>Sunday Mirror</td> <td>Independent on Sunday</td> </tr> <tr> <td>Sunday Mail</td> <td>News of the World</td> <td>The Business</td> <td>The Sunday Times</td> <td>The Sunday People</td> </tr> <tr> <td>Sunday Express</td> <td>Mail on Sunday</td> <td>Sunday Sport</td> <td>Daily Star Sunday</td> <td>None of these</td> </tr> </table>	Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday	Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People	Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these				
Sunday Telegraph	The Observer	Sunday Post	Sunday Mirror	Independent on Sunday																
Sunday Mail	News of the World	The Business	The Sunday Times	The Sunday People																
Sunday Express	Mail on Sunday	Sunday Sport	Daily Star Sunday	None of these																
<p>IF CIE NOT RETIRED (CODE 7 AT Q51) OR UNEMPLOYED (CODE 6 AT Q51), THEN SKIP TO Q61</p>																				
<p>IF CIE RETIRED (CODE 7 AT Q51) ASK Q60B, OTHERWISE IF CIE UNEMPLOYED (CODE 6 AT Q51) ASK Q60C</p>																				
60b.	<p>Are <u>you/is the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE).....READ OUT</p> <p style="padding-left: 40px;">Retired/pensioner/widow with income other than or in addition to state benefits? Retired/pensioner/widow with state pension only?</p>	SP																		
<p>IF INCOME IN ADDITION TO STATE BENEFITS (CODE 1 AT Q60B) SKIP TO Q61 IF STATE PENSION ONLY (CODE 2 AT Q60B) SKIP TO Q61G</p>																				
60c.	<p>Have you/Has the chief income earner (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE) been unemployed for...READ OUT</p> <p style="padding-left: 40px;">Less than 6 months More than 6 months</p>	SP																		
<p>IF UNEMPLOYED LESS THAN 6 MONTHS, (CODE 1 AT Q60C) ASK Q60D, OTHERWISE ASK Q60E</p>																				
60d.	<p>And previously, were <u>you/the chief income earner</u> (ENTER WHICHEVER TEXT APPLIES, I.E. YOU IF THE RESPONDENT BEING INTERVIEWED IS THE CIE)....READ OUT</p> <p style="padding-left: 40px;">In full time employment (30+ hours per week) In part time employment (8-29 hours per week) In full time education</p>	SP																		
<p>PLEASE NOW SKIP TO Q61</p>																				
60e.	<p>Is thatREAD OUT</p> <p style="padding-left: 40px;">Unemployed with income other than or in addition to state benefits? Unemployed with state benefit only?</p>	SP																		

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

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