

Establishment Survey of TV Homes

ITV and Channel 4 Area Report

Volume 2

June 2008



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 2006 and June 2008.

The report is in two volumes. The first provides smoothed results which have an effective date of 1st June 2008, whilst the second contains projections of key demographic data for each month of 2009. The projections will be used in the processing of BARB panel viewing data for those months. This section excludes Multichannel data since these projections are updated monthly. Appendix I contains a detailed explanation of the weighting, smoothing and projection techniques employed.

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

All Areas

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26604	100	26626	100	26649	100	26671	100	26694	100	26716	100
TV Households	25931	97	25953	97	25974	97	25996	97	26018	97	26040	97
ITV Households	25931	97	25953	97	25974	97	25996	97	26018	97	26040	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26739	100	26761	100	26783	100	26806	100	26828	100	26851	100
TV Households	26062	97	26084	97	26106	97	26127	97	26149	97	26171	97
ITV Households	26062	97	26084	97	26106	97	26127	97	26149	97	26171	97

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	25931	100	25953	100	25974	100	25996	100	26018	100	26040	100
Social Class												
AB	5446	21	5451	21	5455	21	5459	21	5464	21	5468	21
C1	7244	28	7250	28	7257	28	7263	28	7269	28	7275	28
C2	4991	19	4995	19	5000	19	5004	19	5008	19	5012	19
DE	8250	32	8257	32	8262	32	8270	32	8277	32	8285	32
Housewife Age												
Under 25	1396	5	1397	5	1398	5	1399	5	1400	5	1402	5
25 - 34	4021	16	4024	16	4028	16	4031	16	4035	16	4038	16
35 - 44	5136	20	5141	20	5145	20	5149	20	5154	20	5158	20
45 - 54	4666	18	4670	18	4674	18	4678	18	4682	18	4686	18
55 - 64	4309	17	4312	17	4316	17	4320	17	4323	17	4327	17
65 +	6403	25	6409	25	6413	25	6419	25	6424	25	6429	25
Size												
1	8341	32	8348	32	8355	32	8362	32	8369	32	8375	32
2	8752	34	8759	34	8766	34	8774	34	8781	34	8789	34
3	3928	15	3932	15	3935	15	3938	15	3942	15	3945	15
4+	4910	19	4914	19	4918	19	4922	19	4926	19	4931	19
Children												
Without	19293	74	19309	74	19326	74	19342	74	19358	74	19374	74
With	6638	26	6644	26	6648	26	6654	26	6660	26	6666	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	26062	100	26084	100	26106	100	26127	100	26149	100	26171	100
Social Class												
AB	5473	21	5478	21	5482	21	5487	21	5490	21	5495	21
C1	7281	28	7287	28	7293	28	7299	28	7306	28	7312	28
C2	5017	19	5021	19	5025	19	5029	19	5034	19	5038	19
DE	8291	32	8298	32	8306	32	8312	32	8319	32	8326	32
Housewife Age												
Under 25	1403	5	1404	5	1405	5	1406	5	1406	5	1409	5
25 - 34	4041	16	4045	16	4048	16	4052	16	4055	16	4058	16
35 - 44	5162	20	5167	20	5171	20	5175	20	5180	20	5184	20
45 - 54	4690	18	4694	18	4698	18	4702	18	4706	18	4709	18
55 - 64	4331	17	4334	17	4338	17	4342	17	4345	17	4349	17
65 +	6435	25	6440	25	6446	25	6450	25	6457	25	6462	25
Size												
1	8383	32	8390	32	8397	32	8404	32	8411	32	8417	32
2	8796	34	8803	34	8811	34	8818	34	8826	34	8833	34
3	3948	15	3952	15	3955	15	3958	15	3961	15	3965	15
4+	4935	19	4939	19	4943	19	4947	19	4951	19	4956	19
Children												
Without	19391	74	19407	74	19424	74	19439	74	19456	74	19472	74
With	6671	26	6677	26	6682	26	6688	26	6693	26	6699	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56633	100	56681	100	56729	100	56776	100	56824	100	56872	100
Age												
4 - 9	4109	7	4113	7	4116	7	4120	7	4123	7	4126	7
10 - 15	4438	8	4442	8	4446	8	4449	8	4453	8	4457	8
16 - 24	6809	12	6815	12	6820	12	6827	12	6833	12	6838	12
25 - 34	7516	13	7521	13	7528	13	7534	13	7540	13	7547	13
35 - 44	9009	16	9018	16	9025	16	9031	16	9040	16	9047	16
45 - 54	8082	14	8089	14	8096	14	8102	14	8109	14	8116	14
55 - 64	7229	13	7235	13	7241	13	7247	13	7253	13	7260	13
65 +	9441	17	9448	17	9457	17	9466	17	9473	17	9481	17
Adults												
Total	48086	100	48126	100	48167	100	48207	100	48248	100	48289	100
AB	10842	23	10851	23	10861	23	10870	23	10879	23	10888	23
C1	13707	29	13719	29	13729	29	13741	29	13753	29	13765	29
C2	10220	21	10228	21	10237	21	10245	21	10254	21	10263	21
DE	13317	28	13328	28	13340	28	13351	28	13362	28	13373	28

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56920	100	56967	100	57015	100	57063	100	57111	100	57159	100
Age												
4 - 9	4130	7	4133	7	4137	7	4140	7	4144	7	4147	7
10 - 15	4461	8	4465	8	4468	8	4472	8	4475	8	4480	8
16 - 24	6844	12	6849	12	6854	12	6861	12	6866	12	6872	12
25 - 34	7552	13	7559	13	7566	13	7572	13	7579	13	7585	13
35 - 44	9056	16	9063	16	9071	16	9078	16	9085	16	9093	16
45 - 54	8122	14	8130	14	8136	14	8143	14	8150	14	8157	14
55 - 64	7266	13	7272	13	7278	13	7284	13	7290	13	7296	13
65 +	9489	17	9496	17	9505	17	9513	17	9522	17	9529	17
Adults												
Total	48329	100	48369	100	48410	100	48451	100	48492	100	48532	100
AB	10897	23	10906	23	10916	23	10925	23	10934	23	10943	23
C1	13776	29	13788	29	13799	29	13811	29	13822	29	13834	29
C2	10272	21	10281	21	10289	21	10298	21	10307	21	10315	21
DE	13384	28	13394	28	13406	28	13417	28	13429	28	13440	28

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27664	100	27687	100	27711	100	27734	100	27757	100	27780	100
Age												
4 - 15	4401	16	4405	16	4409	16	4413	16	4416	16	4420	16
16 - 24	3454	12	3457	12	3460	12	3463	12	3466	12	3468	12
25 - 34	3697	13	3699	13	3702	13	3706	13	3708	13	3712	13
35 - 44	4425	16	4429	16	4433	16	4435	16	4441	16	4444	16
45 - 54	3970	14	3974	14	3978	14	3980	14	3983	14	3987	14
55 - 64	3534	13	3537	13	3539	13	3542	13	3546	13	3549	13
65 +	4183	15	4186	15	4190	15	4195	15	4197	15	4200	15
Adults												
Total	23263	100	23282	100	23302	100	23321	100	23341	100	23360	100
AB	5422	23	5426	23	5431	23	5436	23	5441	23	5445	23
C1	6412	28	6418	28	6423	28	6428	28	6433	28	6439	28
C2	5507	24	5511	24	5516	24	5520	24	5525	24	5530	24
DE	5922	25	5927	25	5932	25	5937	25	5942	25	5946	25
Working F/T	14205	61	14217	61	14230	61	14242	61	14254	61	14266	61
Not Working	9058	39	9065	39	9072	39	9079	39	9087	39	9094	39

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27804	100	27827	100	27850	100	27874	100	27897	100	27921	100
Age												
4 - 15	4424	16	4428	16	4431	16	4435	16	4438	16	4443	16
16 - 24	3472	12	3474	12	3477	12	3480	12	3483	12	3486	12
25 - 34	3714	13	3718	13	3721	13	3724	13	3728	13	3730	13
35 - 44	4448	16	4451	16	4455	16	4459	16	4462	16	4467	16
45 - 54	3990	14	3994	14	3997	14	4000	14	4004	14	4007	14
55 - 64	3552	13	3555	13	3558	13	3561	13	3563	13	3566	13
65 +	4204	15	4207	15	4211	15	4215	15	4219	15	4222	15
Adults												
Total	23380	100	23399	100	23419	100	23439	100	23459	100	23478	100
AB	5449	23	5454	23	5459	23	5463	23	5468	23	5472	23
C1	6444	28	6450	28	6455	28	6461	28	6465	28	6472	28
C2	5535	24	5539	24	5544	24	5549	24	5554	24	5558	24
DE	5952	25	5956	25	5961	25	5966	25	5972	25	5976	25
Working F/T	14278	61	14290	61	14301	61	14314	61	14326	61	14338	61
Not Working	9102	39	9109	39	9118	39	9125	39	9133	39	9140	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28969	100	28994	100	29018	100	29042	100	29067	100	29092	100
Age												
4 - 15	4146	14	4150	14	4153	14	4156	14	4160	14	4163	14
16 - 24	3355	12	3358	12	3360	12	3364	12	3367	12	3370	12
25 - 34	3819	13	3822	13	3826	13	3828	13	3832	13	3835	13
35 - 44	4584	16	4589	16	4592	16	4596	16	4599	16	4603	16
45 - 54	4112	14	4115	14	4118	14	4122	14	4126	14	4129	14
55 - 64	3695	13	3698	13	3702	13	3705	13	3707	13	3711	13
65 +	5258	18	5262	18	5267	18	5271	18	5276	18	5281	18
Adults												
Total	24823	100	24844	100	24865	100	24886	100	24907	100	24929	100
AB	5420	22	5425	22	5430	22	5434	22	5438	22	5443	22
C1	7295	29	7301	29	7306	29	7313	29	7320	29	7326	29
C2	4713	19	4717	19	4721	19	4725	19	4729	19	4733	19
DE	7395	30	7401	30	7408	30	7414	30	7420	30	7427	30
Working F/T	8250	33	8256	33	8263	33	8269	33	8276	33	8284	33
Not Working	16573	67	16588	67	16602	67	16617	67	16631	67	16645	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	29116	100	29140	100	29165	100	29189	100	29214	100	29238	100
Age												
4 - 15	4167	14	4170	14	4174	14	4177	14	4181	14	4184	14
16 - 24	3372	12	3375	12	3377	12	3381	12	3383	12	3386	12
25 - 34	3838	13	3841	13	3845	13	3848	13	3851	13	3855	13
35 - 44	4608	16	4612	16	4616	16	4619	16	4623	16	4626	16
45 - 54	4132	14	4136	14	4139	14	4143	14	4146	14	4150	14
55 - 64	3714	13	3717	13	3720	13	3723	13	3727	13	3730	13
65 +	5285	18	5289	18	5294	18	5298	18	5303	18	5307	18
Adults												
Total	24949	100	24970	100	24991	100	25012	100	25033	100	25054	100
AB	5448	22	5452	22	5457	22	5462	22	5466	22	5471	22
C1	7332	29	7338	29	7344	29	7350	29	7357	29	7362	29
C2	4737	19	4742	19	4745	19	4749	19	4753	19	4757	19
DE	7432	30	7438	30	7445	30	7451	30	7457	30	7464	30
Working F/T	8290	33	8296	33	8305	33	8311	33	8318	33	8325	33
Not Working	16659	67	16674	67	16686	67	16701	67	16715	67	16729	67

ITV London

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6149	100	6154	100	6159	100	6165	100	6170	100	6175	100
TV Households	5945	97	5950	97	5955	97	5960	97	5965	97	5970	97
ITV Households	5043	82	5047	82	5051	82	5055	82	5059	82	5064	82

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6180	100	6185	100	6190	100	6195	100	6200	100	6205	100
TV Households	5975	97	5979	97	5984	97	5989	97	5994	97	5999	97
ITV Households	5068	82	5072	82	5076	82	5080	82	5084	82	5088	82

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5043	100	5047	100	5051	100	5055	100	5059	100	5064	100
Social Class												
AB	1383	27	1384	27	1385	27	1387	27	1387	27	1389	27
C1	1543	31	1544	31	1545	31	1546	31	1548	31	1549	31
C2	783	16	784	16	785	16	785	16	786	16	787	16
DE	1334	26	1335	26	1336	26	1337	26	1338	26	1339	26
Housewife Age												
Under 25	252	5	251	5	251	5	252	5	252	5	252	5
25 - 34	1005	20	1006	20	1006	20	1007	20	1008	20	1009	20
35 - 44	1104	22	1105	22	1106	22	1107	22	1108	22	1109	22
45 - 54	885	18	886	18	887	18	888	18	888	18	889	18
55 - 64	739	15	740	15	740	15	741	15	742	15	742	15
65 +	1058	21	1059	21	1061	21	1060	21	1061	21	1063	21
Size												
1	1675	33	1677	33	1678	33	1679	33	1681	33	1683	33
2	1529	30	1530	30	1531	30	1533	30	1534	30	1535	30
3	789	16	790	16	790	16	791	16	792	16	792	16
4+	1050	21	1050	21	1052	21	1052	21	1052	21	1054	21
Children												
Without	3696	73	3699	73	3702	73	3705	73	3708	73	3711	73
With	1347	27	1348	27	1349	27	1350	27	1351	27	1353	27

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5068	100	5072	100	5076	100	5080	100	5084	100	5088	100
Social Class												
AB	1390	27	1391	27	1392	27	1393	27	1394	27	1395	27
C1	1550	31	1551	31	1553	31	1554	31	1555	31	1557	31
C2	787	16	788	16	788	16	789	16	790	16	790	16
DE	1341	26	1342	26	1343	26	1344	26	1345	26	1346	26
Housewife Age												
Under 25	252	5	252	5	253	5	253	5	253	5	253	5
25 - 34	1010	20	1011	20	1011	20	1012	20	1013	20	1014	20
35 - 44	1110	22	1111	22	1112	22	1113	22	1113	22	1114	22
45 - 54	890	18	890	18	891	18	892	18	893	18	893	18
55 - 64	743	15	743	15	744	15	745	15	745	15	746	15
65 +	1063	21	1065	21	1065	21	1065	21	1067	21	1068	21
Size												
1	1684	33	1684	33	1686	33	1688	33	1689	33	1690	33
2	1536	30	1538	30	1539	30	1540	30	1541	30	1543	30
3	793	16	794	16	794	16	795	16	796	16	796	16
4+	1055	21	1056	21	1057	21	1057	21	1058	21	1059	21
Children												
Without	3714	73	3717	73	3720	73	3723	73	3726	73	3729	73
With	1354	27	1355	27	1356	27	1357	27	1358	27	1359	27

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11153	100	11163	100	11172	100	11181	100	11190	100	11199	100
Age												
4 - 9	853	8	854	8	854	8	855	8	856	8	856	8
10 - 15	841	8	842	8	843	8	844	8	844	8	845	8
16 - 24	1290	12	1291	12	1292	12	1294	12	1294	12	1295	12
25 - 34	1916	17	1918	17	1919	17	1920	17	1922	17	1924	17
35 - 44	1948	17	1949	17	1951	17	1952	17	1954	17	1956	17
45 - 54	1542	14	1543	14	1545	14	1546	14	1548	14	1548	14
55 - 64	1211	11	1212	11	1213	11	1214	11	1215	11	1216	11
65 +	1552	14	1554	14	1555	14	1556	14	1557	14	1559	14
Adults												
Total	9459	100	9467	100	9475	100	9482	100	9490	100	9498	100
AB	2746	29	2749	29	2750	29	2753	29	2755	29	2757	29
C1	2909	31	2911	31	2914	31	2916	31	2919	31	2921	31
C2	1618	17	1619	17	1620	17	1621	17	1623	17	1625	17
DE	2186	23	2188	23	2191	23	2192	23	2193	23	2195	23

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11208	100	11217	100	11227	100	11236	100	11245	100	11254	100
Age												
4 - 9	856	8	858	8	859	8	859	8	860	8	861	8
10 - 15	846	8	846	8	847	8	848	8	848	8	849	8
16 - 24	1297	12	1298	12	1299	12	1300	12	1302	12	1302	12
25 - 34	1925	17	1926	17	1928	17	1929	17	1931	17	1932	17
35 - 44	1957	17	1959	17	1960	17	1963	17	1963	17	1966	17
45 - 54	1550	14	1551	14	1552	14	1553	14	1555	14	1556	14
55 - 64	1217	11	1218	11	1219	11	1220	11	1221	11	1222	11
65 +	1560	14	1561	14	1563	14	1564	14	1565	14	1566	14
Adults												
Total	9506	100	9513	100	9521	100	9529	100	9537	100	9544	100
AB	2760	29	2762	29	2764	29	2767	29	2768	29	2771	29
C1	2923	31	2925	31	2928	31	2930	31	2933	31	2935	31
C2	1626	17	1627	17	1628	17	1630	17	1631	17	1632	17
DE	2197	23	2199	23	2201	23	2202	23	2205	23	2206	23

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5478	100	5483	100	5488	100	5492	100	5496	100	5501	100
Age												
4 - 15	860	16	862	16	862	16	863	16	864	16	864	16
16 - 24	662	12	662	12	663	12	664	12	663	12	664	12
25 - 34	944	17	945	17	946	17	946	17	947	17	948	17
35 - 44	988	18	989	18	990	18	990	18	992	18	992	18
45 - 54	761	14	761	14	762	14	763	14	763	14	764	14
55 - 64	585	11	586	11	586	11	587	11	587	11	588	11
65 +	678	12	678	12	679	12	679	12	680	12	681	12
Adults												
Total	4618	100	4621	100	4626	100	4629	100	4632	100	4637	100
AB	1382	30	1384	30	1384	30	1386	30	1387	30	1388	30
C1	1374	30	1374	30	1376	30	1377	30	1378	30	1379	30
C2	885	19	885	19	886	19	887	19	887	19	889	19
DE	977	21	978	21	980	21	979	21	980	21	981	21
Working F/T	3016	65	3018	65	3021	65	3023	65	3025	65	3028	65
Not Working	1602	35	1603	35	1605	35	1606	35	1607	35	1609	35

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5505	100	5510	100	5515	100	5519	100	5523	100	5528	100
Age												
4 - 15	864	16	866	16	867	16	867	16	868	16	869	16
16 - 24	665	12	666	12	666	12	667	12	668	12	668	12
25 - 34	949	17	949	17	950	17	950	17	951	17	952	17
35 - 44	993	18	994	18	994	18	996	18	996	18	998	18
45 - 54	765	14	765	14	766	14	766	14	767	14	767	14
55 - 64	588	11	589	11	589	11	590	11	590	11	590	11
65 +	681	12	681	12	683	12	683	12	683	12	684	12
Adults												
Total	4641	100	4644	100	4648	100	4652	100	4655	100	4659	100
AB	1390	30	1391	30	1392	30	1393	30	1393	30	1395	30
C1	1380	30	1381	30	1382	30	1384	30	1385	30	1386	30
C2	889	19	890	19	891	19	891	19	892	19	892	19
DE	982	21	982	21	983	21	984	21	985	21	986	21
Working F/T	3030	65	3033	65	3035	65	3038	65	3040	65	3043	65
Not Working	1611	35	1611	35	1613	35	1614	35	1615	35	1616	35

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5675	100	5680	100	5684	100	5689	100	5694	100	5698	100
Age												
4 - 15	834	15	834	15	835	15	836	15	836	15	837	15
16 - 24	628	11	629	11	629	11	630	11	631	11	631	11
25 - 34	972	17	973	17	973	17	974	17	975	17	976	17
35 - 44	960	17	960	17	961	17	962	17	962	17	964	17
45 - 54	781	14	782	14	783	14	783	14	785	14	784	14
55 - 64	626	11	626	11	627	11	627	11	628	11	628	11
65 +	874	15	876	15	876	15	877	15	877	15	878	15
Adults												
Total	4841	100	4846	100	4849	100	4853	100	4858	100	4861	100
AB	1364	28	1365	28	1366	28	1367	28	1368	28	1369	28
C1	1535	32	1537	32	1538	32	1539	32	1541	32	1542	32
C2	733	15	734	15	734	15	734	15	736	15	736	15
DE	1209	25	1210	25	1211	25	1213	25	1213	25	1214	25
Working F/T	1790	37	1792	37	1792	37	1794	37	1796	37	1797	37
Not Working	3051	63	3054	63	3057	63	3059	63	3062	63	3064	63

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5703	100	5707	100	5712	100	5717	100	5722	100	5726	100
Age												
4 - 15	838	15	838	15	839	15	840	15	840	15	841	15
16 - 24	632	11	632	11	633	11	633	11	634	11	634	11
25 - 34	976	17	977	17	978	17	979	17	980	17	980	17
35 - 44	964	17	965	17	966	17	967	17	967	17	968	17
45 - 54	785	14	786	14	786	14	787	14	788	14	789	14
55 - 64	629	11	629	11	630	11	630	11	631	11	632	11
65 +	879	15	880	15	880	15	881	15	882	15	882	15
Adults												
Total	4865	100	4869	100	4873	100	4877	100	4882	100	4885	100
AB	1370	28	1371	28	1372	28	1374	28	1375	28	1376	28
C1	1543	32	1544	32	1546	32	1546	32	1548	32	1549	32
C2	737	15	737	15	737	15	739	15	739	15	740	15
DE	1215	25	1217	25	1218	25	1218	25	1220	25	1220	25
Working F/T	1799	37	1800	37	1802	37	1803	37	1805	37	1806	37
Not Working	3066	63	3069	63	3071	63	3074	63	3077	63	3079	63

ITV Midlands

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5056	100	5061	100	5065	100	5069	100	5073	100	5078	100
TV Households	4931	98	4935	98	4939	98	4943	98	4948	98	4952	98
ITV Households	3943	78	3946	78	3949	78	3953	78	3956	78	3959	78

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5082	100	5086	100	5090	100	5095	100	5099	100	5103	100
TV Households	4956	98	4960	98	4964	98	4968	98	4973	98	4977	98
ITV Households	3962	78	3965	78	3968	78	3971	78	3974	78	3977	78

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3943	100	3946	100	3949	100	3953	100	3956	100	3959	100
Social Class												
AB	804	20	804	20	805	20	806	20	806	20	807	20
C1	1064	27	1065	27	1066	27	1067	27	1068	27	1069	27
C2	756	19	757	19	758	19	758	19	759	19	759	19
DE	1319	33	1320	33	1320	33	1322	33	1323	33	1324	33
Housewife Age												
Under 25	213	5	213	5	214	5	215	5	214	5	215	5
25 - 34	583	15	584	15	584	15	584	15	585	15	585	15
35 - 44	781	20	782	20	782	20	783	20	784	20	784	20
45 - 54	723	18	723	18	724	18	725	18	725	18	726	18
55 - 64	658	17	658	17	659	17	659	17	660	17	660	17
65 +	985	25	986	25	986	25	987	25	988	25	989	25
Size												
1	1265	32	1266	32	1267	32	1268	32	1269	32	1270	32
2	1304	33	1305	33	1306	33	1307	33	1308	33	1309	33
3	587	15	587	15	588	15	588	15	589	15	589	15
4+	787	20	788	20	788	20	790	20	790	20	791	20
Children												
Without	2916	74	2918	74	2920	74	2923	74	2925	74	2928	74
With	1027	26	1028	26	1029	26	1030	26	1031	26	1031	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3962	100	3965	100	3968	100	3971	100	3974	100	3977	100
Social Class												
AB	808	20	808	20	809	20	809	20	810	20	811	20
C1	1069	27	1070	27	1071	27	1072	27	1073	27	1074	27
C2	760	19	761	19	761	19	762	19	762	19	763	19
DE	1325	33	1326	33	1327	33	1328	33	1329	33	1329	33
Housewife Age												
Under 25	214	5	215	5	215	5	215	5	214	5	215	5
25 - 34	586	15	586	15	587	15	587	15	588	15	588	15
35 - 44	785	20	786	20	786	20	787	20	787	20	788	20
45 - 54	726	18	727	18	727	18	728	18	729	18	729	18
55 - 64	661	17	661	17	662	17	662	17	663	17	663	17
65 +	990	25	990	25	991	25	992	25	993	25	994	25
Size												
1	1271	32	1272	32	1272	32	1274	32	1275	32	1276	32
2	1310	33	1311	33	1312	33	1313	33	1314	33	1315	33
3	590	15	590	15	591	15	591	15	592	15	592	15
4+	791	20	792	20	793	20	793	20	793	20	794	20
Children												
Without	2930	74	2932	74	2934	74	2937	74	2939	74	2941	74
With	1032	26	1033	26	1034	26	1034	26	1035	26	1036	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8733	100	8740	100	8747	100	8754	100	8761	100	8768	100
Age												
4 - 9	652	7	653	7	653	7	653	7	654	7	654	7
10 - 15	703	8	703	8	704	8	705	8	705	8	706	8
16 - 24	1065	12	1065	12	1067	12	1067	12	1068	12	1069	12
25 - 34	1093	13	1095	13	1095	13	1096	13	1098	13	1098	13
35 - 44	1399	16	1400	16	1401	16	1402	16	1402	16	1404	16
45 - 54	1244	14	1245	14	1246	14	1246	14	1247	14	1248	14
55 - 64	1122	13	1123	13	1124	13	1125	13	1126	13	1127	13
65 +	1455	17	1456	17	1457	17	1460	17	1461	17	1462	17
Adults												
Total	7378	100	7384	100	7390	100	7396	100	7402	100	7408	100
AB	1626	22	1627	22	1629	22	1630	22	1631	22	1632	22
C1	1997	27	1998	27	1999	27	2001	27	2003	27	2005	27
C2	1572	21	1575	21	1575	21	1576	21	1578	21	1579	21
DE	2183	30	2184	30	2187	30	2189	30	2190	30	2192	30

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8774	100	8781	100	8788	100	8795	100	8802	100	8809	100
Age												
4 - 9	655	7	655	7	655	7	657	7	657	7	658	7
10 - 15	707	8	707	8	708	8	708	8	709	8	709	8
16 - 24	1068	12	1070	12	1072	12	1072	12	1073	12	1074	12
25 - 34	1099	13	1100	13	1100	13	1101	13	1102	13	1103	13
35 - 44	1406	16	1406	16	1408	16	1409	16	1410	16	1411	16
45 - 54	1249	14	1251	14	1251	14	1252	14	1253	14	1254	14
55 - 64	1128	13	1129	13	1129	13	1130	13	1131	13	1132	13
65 +	1462	17	1463	17	1465	17	1466	17	1467	17	1468	17
Adults												
Total	7412	100	7419	100	7425	100	7430	100	7436	100	7442	100
AB	1634	22	1635	22	1636	22	1637	22	1639	22	1640	22
C1	2006	27	2008	27	2010	27	2011	27	2012	27	2014	27
C2	1579	21	1581	21	1583	21	1584	21	1585	21	1586	21
DE	2193	30	2195	30	2196	30	2198	30	2200	30	2202	30

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4306	100	4309	100	4313	100	4316	100	4320	100	4323	100
Age												
4 - 15	701	16	701	16	702	16	702	16	703	16	703	16
16 - 24	541	13	541	13	541	13	542	13	543	13	543	13
25 - 34	528	12	530	12	530	12	530	12	531	12	531	12
35 - 44	701	16	701	16	702	16	702	16	702	16	703	16
45 - 54	619	14	620	14	620	14	621	14	620	14	622	14
55 - 64	558	13	558	13	558	13	559	13	559	13	560	13
65 +	658	15	658	15	660	15	660	15	662	15	661	15
Adults												
Total	3605	100	3608	100	3611	100	3614	100	3617	100	3620	100
AB	820	23	821	23	822	23	822	23	823	23	823	23
C1	946	26	946	26	947	26	948	26	949	26	950	26
C2	850	24	851	24	851	24	852	24	853	24	853	24
DE	989	27	990	27	991	27	992	27	992	27	994	27
Working F/T	2196	61	2198	61	2199	61	2201	61	2203	61	2205	61
Not Working	1409	39	1410	39	1412	39	1413	39	1414	39	1415	39

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4326	100	4330	100	4333	100	4337	100	4340	100	4344	100
Age												
4 - 15	704	16	705	16	704	16	706	16	706	16	707	16
16 - 24	543	13	543	13	545	13	545	13	545	13	545	13
25 - 34	531	12	532	12	532	12	532	12	533	12	534	12
35 - 44	704	16	704	16	705	16	706	16	706	16	707	16
45 - 54	622	14	623	14	623	14	623	14	624	14	624	14
55 - 64	561	13	561	13	561	13	562	13	562	13	562	13
65 +	661	15	662	15	663	15	663	15	664	15	665	15
Adults												
Total	3622	100	3625	100	3629	100	3631	100	3634	100	3637	100
AB	825	23	825	23	825	23	826	23	827	23	827	23
C1	950	26	951	26	953	26	953	26	953	26	955	26
C2	853	24	854	24	856	24	856	24	857	24	857	24
DE	994	27	995	27	995	27	996	27	997	27	998	27
Working F/T	2206	61	2208	61	2210	61	2211	61	2213	61	2215	61
Not Working	1416	39	1417	39	1419	39	1420	39	1421	39	1422	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4427	100	4431	100	4434	100	4438	100	4441	100	4445	100
Age												
4 - 15	654	15	655	15	655	15	656	15	656	15	657	15
16 - 24	524	12	524	12	526	12	525	12	525	12	526	12
25 - 34	565	13	565	13	565	13	566	13	567	13	567	13
35 - 44	698	16	699	16	699	16	700	16	700	16	701	16
45 - 54	625	14	625	14	626	14	625	14	627	14	626	14
55 - 64	564	13	565	13	566	13	566	13	567	13	567	13
65 +	797	18	798	18	797	18	800	18	799	18	801	18
Adults												
Total	3773	100	3776	100	3779	100	3782	100	3785	100	3788	100
AB	806	21	806	21	807	21	808	21	808	21	809	21
C1	1051	28	1052	28	1052	28	1053	28	1054	28	1055	28
C2	722	19	724	19	724	19	724	19	725	19	726	19
DE	1194	32	1194	32	1196	32	1197	32	1198	32	1198	32
Working F/T	1252	33	1253	33	1255	33	1256	33	1256	33	1257	33
Not Working	2521	67	2523	67	2524	67	2526	67	2529	67	2531	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4448	100	4451	100	4455	100	4458	100	4462	100	4465	100
Age												
4 - 15	658	15	657	15	659	15	659	15	660	15	660	15
16 - 24	525	12	527	12	527	12	527	12	528	12	529	12
25 - 34	568	13	568	13	568	13	569	13	569	13	569	13
35 - 44	702	16	702	16	703	16	703	16	704	16	704	16
45 - 54	627	14	628	14	628	14	629	14	629	14	630	14
55 - 64	567	13	568	13	568	13	568	13	569	13	570	13
65 +	801	18	801	18	802	18	803	18	803	18	803	18
Adults												
Total	3790	100	3794	100	3796	100	3799	100	3802	100	3805	100
AB	809	21	810	21	811	21	811	21	812	21	813	21
C1	1056	28	1057	28	1057	28	1058	28	1059	28	1059	28
C2	726	19	727	19	727	19	728	19	728	19	729	19
DE	1199	32	1200	32	1201	32	1202	32	1203	32	1204	32
Working F/T	1259	33	1260	33	1260	33	1262	33	1262	33	1263	33
Not Working	2531	67	2534	67	2536	67	2537	67	2540	67	2542	67

ITV North West

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3309	100	3312	100	3314	100	3317	100	3319	100	3322	100	
TV Households	3251	98	3253	98	3256	98	3258	98	3261	98	3263	98	
ITV Households	2979	90	2981	90	2983	90	2985	90	2988	90	2990	90	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3324	100	3327	100	3329	100	3332	100	3334	100	3337	100	
TV Households	3265	98	3268	98	3270	98	3273	98	3275	98	3278	98	
ITV Households	2992	90	2994	90	2996	90	2999	90	3001	90	3003	90	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2979	100	2981	100	2983	100	2985	100	2988	100	2990	100
Social Class												
AB	506	17	507	17	506	17	507	17	508	17	509	17
C1	812	27	813	27	814	27	814	27	815	27	815	27
C2	578	19	579	19	579	19	579	19	580	19	580	19
DE	1083	36	1082	36	1084	36	1085	36	1085	36	1086	36
Housewife Age												
Under 25	210	7	208	7	209	7	209	7	209	7	209	7
25 - 34	444	15	445	15	445	15	445	15	446	15	446	15
35 - 44	569	19	570	19	570	19	571	19	571	19	572	19
45 - 54	522	18	522	18	523	18	523	18	524	18	524	18
55 - 64	486	16	487	16	487	16	487	16	488	16	488	16
65 +	748	25	749	25	749	25	750	25	750	25	751	25
Size												
1	975	33	976	33	977	33	978	33	978	33	979	33
2	996	33	997	33	997	33	998	33	999	33	1000	33
3	481	16	482	16	482	16	482	16	483	16	483	16
4+	527	18	526	18	527	18	527	18	528	18	528	18
Children												
Without	2204	74	2206	74	2208	74	2209	74	2211	74	2213	74
With	775	26	775	26	775	26	776	26	777	26	777	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2992	100	2994	100	2996	100	2999	100	3001	100	3003	100
Social Class												
AB	508	17	509	17	508	17	510	17	511	17	510	17
C1	816	27	817	27	817	27	818	27	818	27	819	27
C2	581	19	581	19	582	19	582	19	582	19	583	19
DE	1087	36	1087	36	1089	36	1089	36	1090	36	1091	36
Housewife Age												
Under 25	210	7	210	7	210	7	210	7	210	7	211	7
25 - 34	446	15	446	15	447	15	447	15	447	15	448	15
35 - 44	572	19	572	19	573	19	573	19	574	19	574	19
45 - 54	524	18	525	18	525	18	525	18	526	18	526	18
55 - 64	489	16	489	16	489	16	490	16	490	16	490	16
65 +	751	25	752	25	752	25	754	25	754	25	754	25
Size												
1	980	33	980	33	981	33	982	33	983	33	983	33
2	1000	33	1001	33	1002	33	1002	33	1003	33	1004	33
3	483	16	484	16	484	16	484	16	485	16	485	16
4+	529	18	529	18	529	18	531	18	530	18	531	18
Children												
Without	2214	74	2216	74	2217	74	2219	74	2221	74	2222	74
With	778	26	778	26	779	26	780	26	780	26	781	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6428	100	6433	100	6438	100	6442	100	6447	100	6452	100
Age												
4 - 9	479	7	479	7	479	7	480	7	480	7	480	7
10 - 15	505	8	505	8	506	8	506	8	506	8	507	8
16 - 24	822	13	822	13	824	13	824	13	824	13	825	13
25 - 34	819	13	821	13	820	13	821	13	822	13	822	13
35 - 44	997	16	997	15	998	16	999	16	1001	16	1001	16
45 - 54	905	14	907	14	907	14	907	14	908	14	909	14
55 - 64	822	13	823	13	824	13	824	13	825	13	825	13
65 +	1079	17	1079	17	1080	17	1081	17	1081	17	1083	17
Adults												
Total	5444	100	5449	100	5453	100	5456	100	5461	100	5465	100
AB	1015	19	1016	19	1016	19	1017	19	1018	19	1019	19
C1	1550	28	1551	28	1553	28	1554	28	1555	28	1556	28
C2	1159	21	1160	21	1162	21	1162	21	1163	21	1164	21
DE	1720	32	1722	32	1722	32	1723	32	1725	32	1726	32

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6457	100	6462	100	6466	100	6471	100	6476	100	6481	100
Age												
4 - 9	481	7	482	7	482	7	482	7	482	7	483	7
10 - 15	507	8	507	8	508	8	508	8	509	8	509	8
16 - 24	825	13	826	13	826	13	827	13	828	13	828	13
25 - 34	824	13	824	13	824	13	825	13	825	13	826	13
35 - 44	1001	16	1002	16	1003	16	1004	16	1005	16	1006	16
45 - 54	910	14	910	14	911	14	911	14	913	14	913	14
55 - 64	826	13	827	13	827	13	828	13	828	13	829	13
65 +	1083	17	1084	17	1085	17	1086	17	1086	17	1087	17
Adults												
Total	5469	100	5473	100	5476	100	5481	100	5485	100	5489	100
AB	1019	19	1020	19	1021	19	1022	19	1023	19	1023	19
C1	1558	28	1558	28	1559	28	1560	28	1561	28	1563	28
C2	1165	21	1166	21	1166	21	1168	21	1168	21	1169	21
DE	1727	32	1729	32	1730	32	1731	32	1733	32	1734	32

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3148	100	3151	100	3154	100	3156	100	3158	100	3160	100
Age												
4 - 15	512	16	512	16	513	16	514	16	514	16	514	16
16 - 24	414	13	414	13	415	13	415	13	415	13	416	13
25 - 34	408	13	409	13	408	13	409	13	409	13	409	13
35 - 44	489	16	489	16	490	16	490	16	490	16	491	16
45 - 54	443	14	444	14	444	14	444	14	445	14	445	14
55 - 64	403	13	404	13	404	13	404	13	405	13	405	13
65 +	479	15	479	15	480	15	480	15	480	15	480	15
Adults												
Total	2636	100	2639	100	2641	100	2642	100	2644	100	2646	100
AB	514	19	515	20	514	19	515	19	515	19	516	20
C1	731	28	731	28	733	28	733	28	734	28	734	28
C2	628	24	629	24	630	24	630	24	630	24	630	24
DE	763	29	764	29	764	29	764	29	765	29	766	29
Working F/T	1541	58	1543	58	1544	58	1545	58	1546	58	1548	59
Not Working	1095	42	1096	42	1097	42	1097	42	1098	42	1098	41

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3163	100	3165	100	3167	100	3170	100	3172	100	3175	100
Age												
4 - 15	514	16	515	16	515	16	515	16	516	16	516	16
16 - 24	415	13	416	13	416	13	417	13	417	13	418	13
25 - 34	411	13	410	13	410	13	410	13	411	13	411	13
35 - 44	491	16	491	16	492	16	492	16	493	16	493	16
45 - 54	446	14	446	14	446	14	447	14	446	14	447	14
55 - 64	405	13	406	13	406	13	407	13	407	13	407	13
65 +	481	15	481	15	482	15	482	15	482	15	483	15
Adults												
Total	2649	100	2650	100	2652	100	2655	100	2656	100	2659	100
AB	516	19	516	19	517	19	518	20	518	20	518	19
C1	735	28	735	28	735	28	735	28	736	28	737	28
C2	632	24	632	24	632	24	633	24	633	24	635	24
DE	766	29	767	29	768	29	769	29	769	29	769	29
Working F/T	1549	58	1550	58	1551	58	1553	58	1553	58	1554	58
Not Working	1100	42	1100	42	1101	42	1102	42	1103	42	1105	42

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3280	100	3282	100	3284	100	3286	100	3289	100	3292	100
Age												
4 - 15	472	14	472	14	472	14	472	14	472	14	473	14
16 - 24	408	12	408	12	409	12	409	12	409	12	409	12
25 - 34	411	13	412	13	412	13	412	13	413	13	413	13
35 - 44	508	15	508	15	508	15	509	15	511	16	510	15
45 - 54	462	14	463	14	463	14	463	14	463	14	464	14
55 - 64	419	13	419	13	420	13	420	13	420	13	420	13
65 +	600	18	600	18	600	18	601	18	601	18	603	18
Adults												
Total	2808	100	2810	100	2812	100	2814	100	2817	100	2819	100
AB	501	18	501	18	502	18	502	18	503	18	503	18
C1	819	29	820	29	820	29	821	29	821	29	822	29
C2	531	19	531	19	532	19	532	19	533	19	534	19
DE	957	34	958	34	958	34	959	34	960	34	960	34
Working F/T	947	34	947	34	949	34	948	34	950	34	950	34
Not Working	1861	66	1863	66	1863	66	1866	66	1867	66	1869	66

Table4b Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3294	100	3297	100	3299	100	3301	100	3304	100	3306	100
Age												
4 - 15	474	14	474	14	475	14	475	14	475	14	476	14
16 - 24	410	12	410	12	410	12	410	12	411	12	410	12
25 - 34	413	13	414	13	414	13	415	13	414	13	415	13
35 - 44	510	15	511	15	511	15	512	16	512	15	513	16
45 - 54	464	14	464	14	465	14	464	14	467	14	466	14
55 - 64	421	13	421	13	421	13	421	13	421	13	422	13
65 +	602	18	603	18	603	18	604	18	604	18	604	18
Adults												
Total	2820	100	2823	100	2824	100	2826	100	2829	100	2830	100
AB	503	18	504	18	504	18	504	18	505	18	505	18
C1	823	29	823	29	824	29	825	29	825	29	826	29
C2	533	19	534	19	534	19	535	19	535	19	534	19
DE	961	34	962	34	962	34	962	34	964	34	965	34
Working F/T	951	34	951	34	952	34	952	34	954	34	955	34
Not Working	1869	66	1872	66	1872	66	1874	66	1875	66	1875	66

ITV Yorkshire

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3096	100	3099	100	3102	100	3105	100	3108	100	3111	100
TV Households	3026	98	3029	98	3032	98	3035	98	3038	98	3041	98
ITV Households	2590	84	2593	84	2595	84	2598	84	2600	84	2602	84

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3114	100	3117	100	3120	100	3123	100	3126	100	3129	100
TV Households	3043	98	3046	98	3049	98	3052	98	3055	98	3058	98
ITV Households	2605	84	2607	84	2610	84	2612	84	2615	84	2617	84

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2590	100	2593	100	2595	100	2598	100	2600	100	2602	100
Social Class												
AB	442	17	443	17	444	17	444	17	444	17	444	17
C1	671	26	672	26	672	26	673	26	674	26	674	26
C2	555	21	556	21	556	21	557	21	557	21	558	21
DE	922	36	922	36	923	36	924	36	925	36	926	36
Housewife Age												
Under 25	155	6	156	6	156	6	155	6	157	6	155	6
25 - 34	384	15	384	15	385	15	385	15	385	15	386	15
35 - 44	507	20	508	20	508	20	509	20	509	20	510	20
45 - 54	466	18	467	18	467	18	468	18	468	18	468	18
55 - 64	444	17	444	17	445	17	445	17	445	17	446	17
65 +	634	24	634	24	634	24	636	24	636	24	637	24
Size												
1	775	30	776	30	777	30	778	30	778	30	779	30
2	924	36	925	36	925	36	926	36	927	36	928	36
3	411	16	412	16	412	16	413	16	413	16	413	16
4+	480	19	480	19	481	19	481	19	482	19	482	19
Children												
Without	1919	74	1921	74	1922	74	1924	74	1926	74	1927	74
With	671	26	672	26	673	26	674	26	674	26	675	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2605	100	2607	100	2610	100	2612	100	2615	100	2617	100
Social Class												
AB	445	17	445	17	447	17	446	17	446	17	447	17
C1	675	26	676	26	676	26	677	26	678	26	678	26
C2	558	21	559	21	559	21	560	21	560	21	561	21
DE	927	36	927	36	928	36	929	36	931	36	931	36
Housewife Age												
Under 25	157	6	157	6	157	6	157	6	157	6	158	6
25 - 34	386	15	386	15	387	15	387	15	388	15	388	15
35 - 44	510	20	510	20	511	20	511	20	512	20	512	20
45 - 54	469	18	469	18	470	18	470	18	471	18	471	18
55 - 64	446	17	447	17	447	17	447	17	448	17	448	17
65 +	637	24	638	24	638	24	640	25	639	24	640	24
Size												
1	780	30	780	30	781	30	782	30	783	30	783	30
2	929	36	930	36	931	36	932	36	932	36	933	36
3	414	16	414	16	415	16	415	16	415	16	416	16
4+	482	19	483	19	483	19	483	18	485	19	485	19
Children												
Without	1930	74	1931	74	1933	74	1935	74	1937	74	1939	74
With	675	26	676	26	677	26	677	26	678	26	678	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5713	100	5718	100	5723	100	5729	100	5734	100	5739	100
Age												
4 - 9	396	7	396	7	396	7	397	7	397	7	397	7
10 - 15	466	8	466	8	467	8	467	8	468	8	468	8
16 - 24	744	13	745	13	746	13	746	13	747	13	748	13
25 - 34	716	13	716	13	716	13	718	13	718	13	719	13
35 - 44	878	15	880	15	881	15	881	15	882	15	883	15
45 - 54	815	14	815	14	816	14	817	14	818	14	819	14
55 - 64	757	13	758	13	758	13	759	13	760	13	760	13
65 +	941	16	942	16	943	16	944	16	944	16	945	16
Adults												
Total	4851	100	4856	100	4860	100	4865	100	4869	100	4874	100
AB	901	19	902	19	903	19	904	19	904	19	905	19
C1	1286	27	1287	27	1288	27	1289	26	1291	27	1292	27
C2	1142	24	1144	24	1145	24	1146	24	1147	24	1148	24
DE	1522	31	1523	31	1524	31	1526	31	1527	31	1529	31

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5745	100	5750	100	5755	100	5761	100	5766	100	5771	100
Age												
4 - 9	398	7	398	7	399	7	399	7	399	7	400	7
10 - 15	468	8	469	8	469	8	470	8	470	8	470	8
16 - 24	748	13	750	13	750	13	750	13	751	13	752	13
25 - 34	720	13	720	13	720	13	722	13	723	13	723	13
35 - 44	884	15	884	15	886	15	886	15	887	15	888	15
45 - 54	820	14	820	14	820	14	822	14	822	14	822	14
55 - 64	761	13	762	13	763	13	763	13	764	13	765	13
65 +	946	16	947	16	948	16	949	16	950	16	951	16
Adults												
Total	4879	100	4883	100	4887	100	4892	100	4897	100	4901	100
AB	906	19	907	19	908	19	909	19	909	19	910	19
C1	1293	27	1294	27	1295	26	1296	26	1298	27	1299	27
C2	1150	24	1151	24	1151	24	1153	24	1154	24	1155	24
DE	1530	31	1531	31	1533	31	1534	31	1536	31	1537	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2803	100	2805	100	2807	100	2810	100	2813	100	2815	100
Age												
4 - 15	441	16	441	16	441	16	442	16	443	16	442	16
16 - 24	383	14	384	14	385	14	384	14	385	14	385	14
25 - 34	354	13	354	13	354	13	355	13	355	13	356	13
35 - 44	428	15	429	15	429	15	429	15	430	15	430	15
45 - 54	404	14	404	14	404	14	405	14	405	14	406	14
55 - 64	371	13	371	13	372	13	372	13	372	13	372	13
65 +	422	15	422	15	422	15	423	15	423	15	424	15
Adults												
Total	2362	100	2364	100	2366	100	2368	100	2370	100	2373	100
AB	446	19	447	19	447	19	447	19	447	19	448	19
C1	612	26	612	26	612	26	613	26	614	26	614	26
C2	612	26	613	26	614	26	614	26	615	26	616	26
DE	692	29	692	29	693	29	694	29	694	29	695	29
Working F/T	1409	60	1410	60	1411	60	1413	60	1414	60	1416	60
Not Working	953	40	954	40	955	40	955	40	956	40	957	40

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2818	100	2821	100	2823	100	2826	100	2828	100	2831	100
Age												
4 - 15	443	16	444	16	444	16	445	16	444	16	445	16
16 - 24	385	14	386	14	386	14	386	14	387	14	387	14
25 - 34	356	13	356	13	356	13	357	13	358	13	358	13
35 - 44	431	15	431	15	432	15	432	15	432	15	432	15
45 - 54	406	14	406	14	406	14	407	14	408	14	408	14
55 - 64	373	13	373	13	374	13	374	13	374	13	375	13
65 +	424	15	425	15	425	15	425	15	425	15	426	15
Adults												
Total	2375	100	2377	100	2379	100	2381	100	2384	100	2386	100
AB	448	19	449	19	449	19	450	19	450	19	450	19
C1	615	26	615	26	616	26	616	26	617	26	618	26
C2	617	26	617	26	617	26	618	26	619	26	620	26
DE	695	29	696	29	697	29	697	29	698	29	698	29
Working F/T	1417	60	1418	60	1419	60	1421	60	1422	60	1423	60
Not Working	958	40	959	40	960	40	960	40	962	40	963	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2910	100	2913	100	2916	100	2919	100	2921	100	2924	100
Age												
4 - 15	421	14	421	14	422	14	422	14	422	14	423	14
16 - 24	361	12	361	12	361	12	362	12	362	12	363	12
25 - 34	362	12	362	12	362	12	363	12	363	12	363	12
35 - 44	450	15	451	15	452	16	452	15	452	15	453	15
45 - 54	411	14	411	14	412	14	412	14	413	14	413	14
55 - 64	386	13	387	13	386	13	387	13	388	13	388	13
65 +	519	18	520	18	521	18	521	18	521	18	521	18
Adults												
Total	2489	100	2492	100	2494	100	2497	100	2499	100	2501	100
AB	455	18	455	18	456	18	457	18	457	18	457	18
C1	674	27	675	27	676	27	676	27	677	27	678	27
C2	530	21	531	21	531	21	532	21	532	21	532	21
DE	830	33	831	33	831	33	832	33	833	33	834	33
Working F/T	805	32	806	32	807	32	807	32	808	32	809	32
Not Working	1684	68	1686	68	1687	68	1690	68	1691	68	1692	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2927	100	2929	100	2932	100	2935	100	2938	100	2940	100
Age												
4 - 15	423	14	423	14	424	14	424	14	425	14	425	14
16 - 24	363	12	364	12	364	12	364	12	364	12	365	12
25 - 34	364	12	364	12	364	12	365	12	365	12	365	12
35 - 44	453	15	453	15	454	15	454	15	455	15	456	16
45 - 54	414	14	414	14	414	14	415	14	414	14	414	14
55 - 64	388	13	389	13	389	13	389	13	390	13	390	13
65 +	522	18	522	18	523	18	524	18	525	18	525	18
Adults												
Total	2504	100	2506	100	2508	100	2511	100	2513	100	2515	100
AB	458	18	458	18	459	18	459	18	459	18	460	18
C1	678	27	679	27	679	27	680	27	681	27	681	27
C2	533	21	534	21	534	21	535	21	535	21	535	21
DE	835	33	835	33	836	33	837	33	838	33	839	33
Working F/T	810	32	811	32	812	32	812	32	813	32	814	32
Not Working	1694	68	1695	68	1696	68	1699	68	1700	68	1701	68

ITV Central Scotland & North Scotland

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2228	100	2230	100	2232	100	2233	100	2235	100	2237	100	
TV Households	2171	97	2172	97	2174	97	2176	97	2177	97	2179	97	
ITV Households	2168	97	2170	97	2172	97	2173	97	2175	97	2177	97	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2239	100	2240	100	2242	100	2244	100	2245	100	2247	100	
TV Households	2181	97	2182	97	2184	97	2186	97	2187	97	2189	97	
ITV Households	2178	97	2180	97	2182	97	2183	97	2185	97	2187	97	

Projections for		ITV Households											
		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		2168	100	2170	100	2172	100	2173	100	2175	100	2177	100
Social Class	AB	385	18	385	18	385	18	385	18	386	18	386	18
	C1	582	27	583	27	583	27	584	27	584	27	585	27
	C2	426	20	426	20	427	20	427	20	427	20	428	20
	DE	775	36	776	36	777	36	777	36	778	36	778	36
Housewife Age	Under 25	118	5	120	6	120	6	120	6	120	6	121	6
	25 - 34	316	15	316	15	316	15	316	15	317	15	317	15
	35 - 44	417	19	417	19	417	19	418	19	418	19	418	19
	45 - 54	414	19	414	19	415	19	415	19	415	19	415	19
	55 - 64	365	17	365	17	365	17	365	17	366	17	366	17
	65 +	538	25	538	25	539	25	539	25	539	25	540	25
Size	1	769	35	770	35	770	35	770	35	771	35	772	35
	2	718	33	719	33	719	33	720	33	721	33	721	33
	3	316	15	316	15	316	15	317	15	317	15	317	15
	4+	365	17	365	17	367	17	366	17	366	17	367	17
Children	Without	1647	76	1649	76	1650	76	1651	76	1653	76	1654	76
	With	521	24	521	24	522	24	522	24	522	24	523	24

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2178	100	2180	100	2182	100	2183	100	2185	100	2187	100
Social Class												
AB	387	18	387	18	387	18	387	18	388	18	388	18
C1	585	27	586	27	586	27	586	27	587	27	587	27
C2	428	20	428	20	429	20	429	20	429	20	430	20
DE	778	36	779	36	780	36	781	36	781	36	782	36
Housewife Age												
Under 25	120	6	120	6	121	6	120	5	120	5	121	6
25 - 34	317	15	317	15	318	15	318	15	318	15	318	15
35 - 44	419	19	419	19	419	19	420	19	420	19	420	19
45 - 54	416	19	416	19	416	19	417	19	417	19	417	19
55 - 64	366	17	366	17	367	17	367	17	367	17	368	17
65 +	540	25	542	25	541	25	541	25	543	25	543	25
Size												
1	773	35	773	35	774	35	774	35	775	35	777	36
2	722	33	722	33	723	33	723	33	724	33	724	33
3	317	15	318	15	318	15	318	15	318	15	318	15
4+	366	17	367	17	367	17	368	17	368	17	368	17
Children												
Without	1655	76	1656	76	1658	76	1659	76	1660	76	1661	76
With	523	24	524	24	524	24	524	24	525	24	526	24

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4538	100	4541	100	4545	100	4548	100	4551	100	4555	100
Age												
4 - 9	309	7	309	7	310	7	309	7	310	7	310	7
10 - 15	338	7	339	7	339	7	340	7	339	7	340	7
16 - 24	548	12	548	12	549	12	549	12	550	12	550	12
25 - 34	579	13	579	13	579	13	580	13	580	13	581	13
35 - 44	712	16	713	16	713	16	714	16	714	16	714	16
45 - 54	689	15	690	15	690	15	690	15	691	15	692	15
55 - 64	595	13	595	13	595	13	596	13	596	13	597	13
65 +	768	17	768	17	770	17	770	17	771	17	771	17
Adults												
Total	3891	100	3893	100	3896	100	3899	100	3902	100	3905	100
AB	750	19	751	19	752	19	753	19	753	19	754	19
C1	1079	28	1080	28	1080	28	1081	28	1082	28	1082	28
C2	859	22	859	22	860	22	860	22	861	22	862	22
DE	1203	31	1203	31	1204	31	1205	31	1206	31	1207	31

Table 3

All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4558	100	4562	100	4565	100	4569	100	4572	100	4576	100
Age												
4 - 9	310	7	310	7	311	7	311	7	311	7	311	7
10 - 15	340	7	341	7	340	7	341	7	341	7	342	7
16 - 24	551	12	550	12	551	12	551	12	552	12	553	12
25 - 34	581	13	582	13	582	13	583	13	583	13	583	13
35 - 44	715	16	717	16	717	16	717	16	718	16	718	16
45 - 54	693	15	693	15	693	15	694	15	694	15	695	15
55 - 64	597	13	598	13	598	13	599	13	599	13	600	13
65 +	771	17	771	17	773	17	773	17	774	17	774	17
Adults												
Total	3908	100	3911	100	3914	100	3917	100	3920	100	3923	100
AB	754	19	754	19	755	19	756	19	756	19	757	19
C1	1084	28	1085	28	1086	28	1086	28	1087	28	1088	28
C2	863	22	864	22	864	22	865	22	866	22	866	22
DE	1207	31	1208	31	1209	31	1210	31	1211	31	1212	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2182	100	2183	100	2185	100	2187	100	2189	100	2190	100
Age												
4 - 15	336	15	336	15	336	15	337	15	337	15	337	15
16 - 24	276	13	276	13	277	13	276	13	277	13	277	13
25 - 34	284	13	284	13	284	13	285	13	285	13	285	13
35 - 44	339	16	339	16	339	16	340	16	340	16	339	15
45 - 54	333	15	334	15	334	15	334	15	334	15	335	15
55 - 64	286	13	286	13	286	13	287	13	287	13	288	13
65 +	328	15	328	15	329	15	328	15	329	15	329	15
Adults												
Total	1846	100	1847	100	1849	100	1850	100	1852	100	1853	100
AB	374	20	374	20	375	20	375	20	376	20	376	20
C1	483	26	484	26	483	26	484	26	484	26	484	26
C2	466	25	466	25	467	25	467	25	467	25	468	25
DE	523	28	523	28	524	28	524	28	525	28	525	28
Working F/T	1102	60	1102	60	1104	60	1104	60	1105	60	1106	60
Not Working	744	40	745	40	745	40	746	40	747	40	747	40

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2191	100	2194	100	2195	100	2197	100	2199	100	2201	100
Age												
4 - 15	337	15	338	15	338	15	338	15	338	15	339	15
16 - 24	278	13	278	13	278	13	278	13	279	13	279	13
25 - 34	284	13	285	13	285	13	286	13	286	13	286	13
35 - 44	340	16	342	16	341	16	341	16	341	16	342	16
45 - 54	335	15	335	15	335	15	336	15	336	15	336	15
55 - 64	288	13	288	13	288	13	288	13	288	13	288	13
65 +	329	15	328	15	330	15	330	15	331	15	331	15
Adults												
Total	1854	100	1856	100	1857	100	1859	100	1861	100	1862	100
AB	376	20	376	20	376	20	377	20	377	20	377	20
C1	485	26	486	26	486	26	486	26	487	26	487	26
C2	468	25	468	25	469	25	469	25	470	25	470	25
DE	525	28	526	28	526	28	527	28	527	28	528	28
Working F/T	1107	60	1108	60	1109	60	1110	60	1110	60	1111	60
Not Working	747	40	748	40	748	40	749	40	751	40	751	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2356	100	2358	100	2360	100	2361	100	2362	100	2365	100
Age												
4 - 15	311	13	312	13	313	13	312	13	312	13	313	13
16 - 24	272	12	272	12	272	12	273	12	273	12	273	12
25 - 34	295	13	295	13	295	13	295	12	295	12	296	13
35 - 44	373	16	374	16	374	16	374	16	374	16	375	16
45 - 54	356	15	356	15	356	15	356	15	357	15	357	15
55 - 64	309	13	309	13	309	13	309	13	309	13	309	13
65 +	440	19	440	19	441	19	442	19	442	19	442	19
Adults												
Total	2045	100	2046	100	2047	100	2049	100	2050	100	2052	100
AB	376	18	377	18	377	18	378	18	377	18	378	18
C1	596	29	596	29	597	29	597	29	598	29	598	29
C2	393	19	393	19	393	19	393	19	394	19	394	19
DE	680	33	680	33	680	33	681	33	681	33	682	33
Working F/T	678	33	678	33	677	33	679	33	679	33	679	33
Not Working	1367	67	1368	67	1370	67	1370	67	1371	67	1373	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2367	100	2368	100	2370	100	2372	100	2373	100	2375	100
Age												
4 - 15	313	13	313	13	313	13	314	13	314	13	314	13
16 - 24	273	12	272	11	273	12	273	12	273	12	274	12
25 - 34	297	13	297	13	297	13	297	13	297	13	297	13
35 - 44	375	16	375	16	376	16	376	16	377	16	376	16
45 - 54	358	15	358	15	358	15	358	15	358	15	359	15
55 - 64	309	13	310	13	310	13	311	13	311	13	312	13
65 +	442	19	443	19	443	19	443	19	443	19	443	19
Adults												
Total	2054	100	2055	100	2057	100	2058	100	2059	100	2061	100
AB	378	18	378	18	379	18	379	18	379	18	380	18
C1	599	29	599	29	600	29	600	29	600	29	601	29
C2	395	19	396	19	395	19	396	19	396	19	396	19
DE	682	33	682	33	683	33	683	33	684	33	684	33
Working F/T	680	33	680	33	681	33	681	33	683	33	683	33
Not Working	1374	67	1375	67	1376	67	1377	67	1376	67	1378	67

ITV Wales & West

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2373	100	2376	100	2378	100	2380	100	2382	100	2384	100
TV Households	2326	98	2328	98	2330	98	2332	98	2334	98	2336	98
ITV Households	2161	91	2163	91	2165	91	2167	91	2168	91	2170	91

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2386	100	2388	100	2390	100	2392	100	2394	100	2396	100
TV Households	2338	98	2340	98	2342	98	2344	98	2346	98	2348	98
ITV Households	2172	91	2174	91	2176	91	2178	91	2180	91	2182	91

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2161	100	2163	100	2165	100	2167	100	2168	100	2170	100
Social Class												
AB	392	18	391	18	392	18	392	18	392	18	392	18
C1	608	28	609	28	609	28	610	28	610	28	611	28
C2	485	22	486	22	486	22	487	22	487	22	488	22
DE	676	31	677	31	678	31	678	31	679	31	679	31
Housewife Age												
Under 25	110	5	109	5	110	5	110	5	110	5	110	5
25 - 34	307	14	307	14	308	14	308	14	308	14	308	14
35 - 44	414	19	414	19	414	19	415	19	415	19	416	19
45 - 54	386	18	387	18	387	18	387	18	388	18	388	18
55 - 64	377	17	378	17	378	17	378	17	379	17	379	17
65 +	567	26	568	26	568	26	569	26	568	26	569	26
Size												
1	667	31	668	31	668	31	669	31	669	31	670	31
2	778	36	779	36	779	36	780	36	781	36	782	36
3	323	15	323	15	323	15	324	15	324	15	324	15
4+	393	18	393	18	395	18	394	18	394	18	394	18
Children												
Without	1622	75	1624	75	1625	75	1626	75	1628	75	1629	75
With	539	25	539	25	540	25	541	25	540	25	541	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2172	100	2174	100	2176	100	2178	100	2180	100	2182	100
Social Class												
AB	393	18	393	18	394	18	394	18	395	18	395	18
C1	611	28	612	28	612	28	613	28	613	28	614	28
C2	488	22	488	22	489	22	489	22	490	22	490	22
DE	680	31	681	31	681	31	682	31	682	31	683	31
Housewife Age												
Under 25	110	5	110	5	110	5	110	5	110	5	110	5
25 - 34	309	14	309	14	309	14	310	14	310	14	310	14
35 - 44	416	19	416	19	417	19	417	19	417	19	418	19
45 - 54	388	18	389	18	389	18	389	18	390	18	390	18
55 - 64	379	17	380	17	380	17	380	17	380	17	381	17
65 +	570	26	570	26	571	26	572	26	573	26	573	26
Size												
1	670	31	671	31	672	31	672	31	673	31	673	31
2	782	36	783	36	784	36	784	36	785	36	786	36
3	325	15	325	15	325	15	325	15	326	15	326	15
4+	395	18	395	18	395	18	397	18	396	18	397	18
Children												
Without	1631	75	1632	75	1634	75	1635	75	1636	75	1638	75
With	541	25	542	25	542	25	543	25	544	25	544	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4712	100	4716	100	4720	100	4724	100	4728	100	4732	100
Age												
4 - 9	323	7	323	7	323	7	323	7	323	7	323	7
10 - 15	379	8	379	8	379	8	380	8	381	8	381	8
16 - 24	554	12	554	12	555	12	555	12	556	12	556	12
25 - 34	556	12	557	12	558	12	558	12	558	12	559	12
35 - 44	720	15	721	15	721	15	722	15	722	15	724	15
45 - 54	677	14	677	14	678	14	679	14	679	14	680	14
55 - 64	643	14	644	14	644	14	645	14	645	14	646	14
65 +	860	18	861	18	862	18	862	18	864	18	863	18
Adults												
Total	4010	100	4014	100	4018	100	4021	100	4024	100	4028	100
AB	771	19	771	19	772	19	773	19	773	19	774	19
C1	1160	29	1162	29	1163	29	1164	29	1165	29	1166	29
C2	984	25	985	25	986	25	986	25	987	25	988	25
DE	1095	27	1096	27	1097	27	1098	27	1099	27	1100	27

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4736	100	4741	100	4745	100	4749	100	4753	100	4757	100
Age												
4 - 9	324	7	325	7	324	7	325	7	325	7	325	7
10 - 15	381	8	381	8	382	8	382	8	382	8	383	8
16 - 24	557	12	557	12	558	12	558	12	559	12	559	12
25 - 34	559	12	560	12	560	12	561	12	561	12	562	12
35 - 44	724	15	725	15	726	15	726	15	727	15	727	15
45 - 54	680	14	681	14	681	14	682	14	682	14	684	14
55 - 64	647	14	647	14	648	14	648	14	649	14	649	14
65 +	864	18	865	18	866	18	867	18	868	18	868	18
Adults												
Total	4031	100	4035	100	4039	100	4042	100	4046	100	4049	100
AB	775	19	776	19	776	19	777	19	778	19	778	19
C1	1167	29	1167	29	1169	29	1170	29	1171	29	1172	29
C2	988	25	990	25	992	25	992	25	993	25	994	25
DE	1101	27	1102	27	1102	27	1103	27	1104	27	1105	27

Table4a												
Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2295	100	2297	100	2299	100	2301	100	2303	100	2305	100
Age												
4 - 15	364	16	364	16	364	16	365	16	365	16	365	16
16 - 24	279	12	279	12	280	12	279	12	280	12	280	12
25 - 34	274	12	274	12	275	12	275	12	275	12	275	12
35 - 44	347	15	347	15	347	15	348	15	347	15	349	15
45 - 54	329	14	330	14	330	14	330	14	331	14	331	14
55 - 64	316	14	316	14	316	14	317	14	317	14	318	14
65 +	386	17	387	17	387	17	387	17	388	17	387	17
Adults												
Total	1931	100	1933	100	1935	100	1936	100	1938	100	1940	100
AB	381	20	381	20	381	20	381	20	381	20	382	20
C1	542	28	543	28	544	28	544	28	545	28	545	28
C2	523	27	523	27	524	27	524	27	525	27	525	27
DE	485	25	486	25	486	25	487	25	487	25	488	25
Working F/T	1127	58	1128	58	1129	58	1130	58	1131	58	1132	58
Not Working	804	42	805	42	806	42	806	42	807	42	808	42

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2307	100	2310	100	2311	100	2313	100	2315	100	2317	100
Age												
4 - 15	366	16	366	16	366	16	367	16	367	16	367	16
16 - 24	281	12	281	12	281	12	281	12	281	12	281	12
25 - 34	275	12	276	12	276	12	276	12	276	12	277	12
35 - 44	349	15	349	15	349	15	350	15	350	15	350	15
45 - 54	330	14	331	14	332	14	331	14	332	14	333	14
55 - 64	318	14	318	14	318	14	319	14	319	14	319	14
65 +	388	17	389	17	389	17	389	17	390	17	390	17
Adults												
Total	1941	100	1944	100	1945	100	1946	100	1948	100	1950	100
AB	383	20	383	20	383	20	383	20	384	20	384	20
C1	545	28	546	28	546	28	547	28	547	28	548	28
C2	525	27	526	27	527	27	527	27	527	27	528	27
DE	488	25	489	25	489	25	489	25	490	25	490	25
Working F/T	1132	58	1135	58	1135	58	1136	58	1137	58	1138	58
Not Working	809	42	809	42	810	42	810	42	811	42	812	42

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2417	100	2419	100	2421	100	2423	100	2425	100	2427	100
Age												
4 - 15	338	14	338	14	338	14	338	14	339	14	339	14
16 - 24	275	11	275	11	275	11	276	11	276	11	276	11
25 - 34	282	12	283	12	283	12	283	12	283	12	284	12
35 - 44	373	15	374	15	374	15	374	15	375	15	375	15
45 - 54	348	14	347	14	348	14	349	14	348	14	349	14
55 - 64	327	14	328	14	328	14	328	14	328	14	328	14
65 +	474	20	474	20	475	20	475	20	476	20	476	20
Adults												
Total	2079	100	2081	100	2083	100	2085	100	2086	100	2088	100
AB	390	19	390	19	391	19	392	19	392	19	392	19
C1	618	30	619	30	619	30	620	30	620	30	621	30
C2	461	22	462	22	462	22	462	22	462	22	463	22
DE	610	29	610	29	611	29	611	29	612	29	612	29
Working F/T	652	31	652	31	653	31	653	31	654	31	655	31
Not Working	1427	69	1429	69	1430	69	1432	69	1432	69	1433	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2429	100	2431	100	2434	100	2436	100	2438	100	2440	100
Age												
4 - 15	339	14	340	14	340	14	340	14	340	14	341	14
16 - 24	276	11	276	11	277	11	277	11	278	11	278	11
25 - 34	284	12	284	12	284	12	285	12	285	12	285	12
35 - 44	375	15	376	15	377	15	376	15	377	15	377	15
45 - 54	350	14	350	14	349	14	351	14	350	14	351	14
55 - 64	329	14	329	14	330	14	329	14	330	14	330	14
65 +	476	20	476	20	477	20	478	20	478	20	478	20
Adults												
Total	2090	100	2091	100	2094	100	2096	100	2098	100	2099	100
AB	392	19	393	19	393	19	394	19	394	19	394	19
C1	622	30	621	30	623	30	623	30	624	30	624	30
C2	463	22	464	22	465	22	465	22	466	22	466	22
DE	613	29	613	29	613	29	614	29	614	29	615	29
Working F/T	656	31	655	31	657	31	657	31	657	31	658	31
Not Working	1434	69	1436	69	1437	69	1439	69	1441	69	1441	69

ITV South & South East & Ch. Islands

Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2930	100	2933	100	2935	100	2938	100	2940	100	2942	100
TV Households	2873	98	2876	98	2878	98	2881	98	2883	98	2885	98
ITV Households	2538	87	2540	87	2543	87	2545	87	2547	87	2549	87

Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2945	100	2947	100	2950	100	2952	100	2955	100	2957	100
TV Households	2888	98	2890	98	2892	98	2895	98	2897	98	2900	98
ITV Households	2551	87	2553	87	2555	87	2557	87	2559	87	2561	87

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2538	100	2540	100	2543	100	2545	100	2547	100	2549	100
Social Class												
AB	682	27	683	27	684	27	684	27	684	27	685	27
C1	797	31	797	31	798	31	799	31	799	31	800	31
C2	475	19	475	19	476	19	476	19	477	19	477	19
DE	584	23	585	23	585	23	586	23	587	23	587	23
Housewife Age												
Under 25	104	4	103	4	104	4	104	4	104	4	104	4
25 - 34	343	14	344	14	344	14	344	14	345	14	345	14
35 - 44	502	20	502	20	503	20	503	20	503	20	504	20
45 - 54	461	18	462	18	462	18	463	18	463	18	463	18
55 - 64	439	17	439	17	440	17	440	17	440	17	441	17
65 +	689	27	690	27	690	27	691	27	692	27	692	27
Size												
1	783	31	783	31	785	31	785	31	786	31	786	31
2	903	36	903	36	904	36	905	36	906	36	906	36
3	377	15	378	15	378	15	378	15	379	15	379	15
4+	475	19	476	19	476	19	477	19	476	19	478	19
Children												
Without	1913	75	1914	75	1917	75	1918	75	1920	75	1921	75
With	625	25	626	25	626	25	627	25	627	25	628	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2551	100	2553	100	2555	100	2557	100	2559	100	2561	100
Social Class												
AB	686	27	686	27	687	27	686	27	688	27	688	27
C1	801	31	801	31	802	31	803	31	803	31	804	31
C2	477	19	478	19	478	19	479	19	479	19	479	19
DE	587	23	588	23	588	23	589	23	589	23	590	23
Housewife Age												
Under 25	104	4	104	4	104	4	104	4	105	4	105	4
25 - 34	345	14	345	14	346	14	346	14	346	14	347	14
35 - 44	504	20	505	20	505	20	505	20	506	20	506	20
45 - 54	464	18	464	18	464	18	465	18	465	18	466	18
55 - 64	441	17	441	17	442	17	442	17	442	17	443	17
65 +	693	27	694	27	694	27	695	27	695	27	694	27
Size												
1	787	31	787	31	788	31	789	31	789	31	790	31
2	907	36	908	36	909	36	909	36	910	36	911	36
3	379	15	380	15	380	15	380	15	381	15	381	15
4+	478	19	478	19	478	19	479	19	479	19	479	19
Children												
Without	1923	75	1924	75	1926	75	1927	75	1929	75	1930	75
With	628	25	629	25	629	25	630	25	630	25	631	25

Table 3 All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5568	100	5573	100	5577	100	5582	100	5586	100	5591	100
Age												
4 - 9	402	7	402	7	403	7	403	7	404	7	404	7
10 - 15	436	8	436	8	436	8	437	8	436	8	437	8
16 - 24	619	11	621	11	620	11	620	11	621	11	621	11
25 - 34	654	12	655	12	656	12	657	12	657	12	658	12
35 - 44	883	16	883	16	883	16	884	16	885	16	886	16
45 - 54	806	14	808	14	808	14	809	14	810	15	810	14
55 - 64	746	13	746	13	747	13	748	13	748	13	749	13
65 +	1022	18	1022	18	1024	18	1024	18	1025	18	1026	18
Adults												
Total	4730	100	4735	100	4738	100	4742	100	4746	100	4750	100
AB	1333	28	1334	28	1336	28	1337	28	1337	28	1339	28
C1	1512	32	1513	32	1514	32	1515	32	1517	32	1518	32
C2	978	21	979	21	980	21	981	21	982	21	982	21
DE	907	19	909	19	908	19	909	19	910	19	911	19

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5596	100	5600	100	5605	100	5609	100	5614	100	5618	100
Age												
4 - 9	404	7	405	7	405	7	405	7	406	7	406	7
10 - 15	438	8	437	8	438	8	439	8	439	8	439	8
16 - 24	622	11	622	11	623	11	623	11	624	11	624	11
25 - 34	658	12	659	12	660	12	660	12	660	12	661	12
35 - 44	887	16	888	16	888	16	889	16	890	16	890	16
45 - 54	811	14	812	15	812	14	813	14	813	14	814	14
55 - 64	749	13	750	13	751	13	751	13	752	13	753	13
65 +	1027	18	1027	18	1028	18	1029	18	1030	18	1031	18
Adults												
Total	4754	100	4758	100	4762	100	4765	100	4769	100	4773	100
AB	1340	28	1341	28	1342	28	1343	28	1344	28	1345	28
C1	1519	32	1520	32	1521	32	1523	32	1524	32	1525	32
C2	983	21	985	21	985	21	986	21	986	21	988	21
DE	912	19	912	19	914	19	913	19	915	19	915	19

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2680	100	2682	100	2684	100	2687	100	2689	100	2691	100
Age												
4 - 15	425	16	425	16	426	16	426	16	427	16	427	16
16 - 24	310	12	310	12	309	12	310	12	310	12	310	12
25 - 34	316	12	317	12	318	12	319	12	318	12	319	12
35 - 44	423	16	423	16	423	16	423	16	424	16	424	16
45 - 54	395	15	396	15	396	15	397	15	397	15	397	15
55 - 64	360	13	360	13	360	13	360	13	361	13	361	13
65 +	451	17	451	17	452	17	452	17	452	17	453	17
Adults												
Total	2255	100	2257	100	2258	100	2261	100	2262	100	2264	100
AB	659	29	660	29	660	29	661	29	661	29	662	29
C1	698	31	698	31	699	31	699	31	700	31	700	31
C2	512	23	512	23	513	23	514	23	514	23	514	23
DE	386	17	387	17	386	17	387	17	387	17	388	17
Working F/T	1413	63	1414	63	1415	63	1416	63	1417	63	1418	63
Not Working	842	37	843	37	843	37	845	37	845	37	846	37

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2694	100	2695	100	2698	100	2699	100	2702	100	2704	100
Age												
4 - 15	427	16	427	16	428	16	428	16	429	16	429	16
16 - 24	311	12	311	12	312	12	311	12	312	12	312	12
25 - 34	319	12	319	12	319	12	320	12	320	12	320	12
35 - 44	425	16	426	16	425	16	426	16	426	16	426	16
45 - 54	397	15	398	15	398	15	398	15	399	15	399	15
55 - 64	362	13	361	13	362	13	362	13	362	13	363	13
65 +	453	17	453	17	454	17	454	17	454	17	455	17
Adults												
Total	2267	100	2268	100	2270	100	2271	100	2273	100	2275	100
AB	663	29	663	29	664	29	664	29	665	29	665	29
C1	701	31	702	31	702	31	703	31	703	31	704	31
C2	515	23	515	23	516	23	516	23	516	23	517	23
DE	388	17	388	17	388	17	388	17	389	17	389	17
Working F/T	1419	63	1421	63	1422	63	1423	63	1424	63	1425	63
Not Working	848	37	847	37	848	37	848	37	849	37	850	37

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2888	100	2891	100	2893	100	2895	100	2897	100	2900	100
Age												
4 - 15	413	14	413	14	413	14	414	14	413	14	414	14
16 - 24	309	11	311	11	311	11	310	11	311	11	311	11
25 - 34	338	12	338	12	338	12	338	12	339	12	339	12
35 - 44	460	16	460	16	460	16	461	16	461	16	462	16
45 - 54	411	14	412	14	412	14	412	14	413	14	413	14
55 - 64	386	13	386	13	387	13	388	13	387	13	388	13
65 +	571	20	571	20	572	20	572	20	573	20	573	20
Adults												
Total	2475	100	2478	100	2480	100	2481	100	2484	100	2486	100
AB	674	27	674	27	676	27	676	27	676	27	677	27
C1	814	33	815	33	815	33	816	33	817	33	818	33
C2	466	19	467	19	467	19	467	19	468	19	468	19
DE	521	21	522	21	522	21	522	21	523	21	523	21
Working F/T	800	32	801	32	802	32	802	32	803	32	804	32
Not Working	1675	68	1677	68	1678	68	1679	68	1681	68	1682	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2902	100	2905	100	2907	100	2910	100	2912	100	2914	100
Age												
4 - 15	415	14	415	14	415	14	416	14	416	14	416	14
16 - 24	311	11	311	11	311	11	312	11	312	11	312	11
25 - 34	339	12	340	12	341	12	340	12	340	12	341	12
35 - 44	462	16	462	16	463	16	463	16	464	16	464	16
45 - 54	414	14	414	14	414	14	415	14	414	14	415	14
55 - 64	387	13	389	13	389	13	389	13	390	13	390	13
65 +	574	20	574	20	574	20	575	20	576	20	576	20
Adults												
Total	2487	100	2490	100	2492	100	2494	100	2496	100	2498	100
AB	677	27	678	27	678	27	679	27	679	27	680	27
C1	818	33	818	33	819	33	820	33	821	33	821	33
C2	468	19	470	19	469	19	470	19	470	19	471	19
DE	524	21	524	21	526	21	525	21	526	21	526	21
Working F/T	805	32	805	32	806	32	806	32	807	32	808	32
Not Working	1682	68	1685	68	1686	68	1688	68	1689	68	1690	68

ITV North East

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1494	100	1495	100	1496	100	1497	100	1498	100	1499	100
TV Households	1469	98	1470	98	1471	98	1471	98	1472	98	1473	98
ITV Households	1309	88	1310	88	1310	88	1311	88	1312	88	1313	88

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1500	100	1501	100	1502	100	1503	100	1504	100	1505	100
TV Households	1474	98	1475	98	1476	98	1477	98	1478	98	1479	98
ITV Households	1313	88	1314	88	1315	88	1316	88	1317	88	1317	88

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1309	100	1310	100	1310	100	1311	100	1312	100	1313	100
Social Class												
AB	253	19	253	19	254	19	254	19	254	19	254	19
C1	328	25	328	25	328	25	329	25	329	25	329	25
C2	247	19	247	19	247	19	247	19	247	19	248	19
DE	481	37	482	37	481	37	481	37	482	37	482	37
Housewife Age												
Under 25	74	6	74	6	73	6	73	6	73	6	74	6
25 - 34	180	14	180	14	180	14	181	14	181	14	181	14
35 - 44	240	18	240	18	240	18	240	18	240	18	240	18
45 - 54	241	18	241	18	242	18	242	18	242	18	242	18
55 - 64	240	18	241	18	241	18	241	18	241	18	241	18
65 +	334	26	334	25	334	25	334	25	335	26	335	26
Size												
1	420	32	420	32	420	32	420	32	420	32	421	32
2	469	36	469	36	469	36	470	36	470	36	470	36
3	202	15	202	15	202	15	202	15	203	15	203	15
4+	218	17	219	17	219	17	219	17	219	17	219	17
Children												
Without	983	75	984	75	984	75	985	75	985	75	986	75
With	326	25	326	25	326	25	326	25	327	25	327	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1313	100	1314	100	1315	100	1316	100	1317	100	1317	100
Social Class												
AB	254	19	254	19	254	19	255	19	256	19	255	19
C1	329	25	329	25	330	25	330	25	330	25	330	25
C2	248	19	248	19	248	19	248	19	248	19	248	19
DE	482	37	483	37	483	37	483	37	483	37	484	37
Housewife Age												
Under 25	74	6	73	6	73	6	73	6	74	6	74	6
25 - 34	181	14	181	14	181	14	181	14	181	14	181	14
35 - 44	240	18	240	18	241	18	241	18	241	18	241	18
45 - 54	242	18	242	18	242	18	243	18	243	18	243	18
55 - 64	241	18	241	18	242	18	242	18	242	18	242	18
65 +	335	26	337	26	336	26	336	26	336	26	336	26
Size												
1	420	32	421	32	422	32	422	32	422	32	422	32
2	471	36	471	36	471	36	471	36	472	36	472	36
3	203	15	203	15	203	15	203	15	203	15	203	15
4+	219	17	219	17	219	17	220	17	220	17	220	17
Children												
Without	986	75	987	75	988	75	988	75	989	75	989	75
With	327	25	327	25	327	25	328	25	328	25	328	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2791	100	2793	100	2795	100	2796	100	2798	100	2800	100
Age												
4 - 9	190	7	191	7	191	7	191	7	192	7	191	7
10 - 15	214	8	214	8	214	8	214	8	214	8	215	8
16 - 24	340	12	341	12	341	12	342	12	342	12	342	12
25 - 34	325	12	325	12	326	12	325	12	325	12	326	12
35 - 44	421	15	420	15	420	15	420	15	421	15	421	15
45 - 54	419	15	420	15	420	15	420	15	420	15	421	15
55 - 64	391	14	391	14	391	14	392	14	392	14	392	14
65 +	491	18	491	18	492	18	492	18	492	18	492	18
Adults												
Total	2387	100	2388	100	2390	100	2391	100	2392	100	2394	100
AB	504	21	505	21	505	21	505	21	506	21	506	21
C1	620	26	620	26	620	26	621	26	621	26	621	26
C2	506	21	506	21	507	21	507	21	507	21	508	21
DE	757	32	757	32	758	32	758	32	758	32	759	32

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2801	100	2803	100	2804	100	2806	100	2808	100	2809	100
Age												
4 - 9	191	7	191	7	192	7	192	7	192	7	192	7
10 - 15	215	8	215	8	214	8	215	8	215	8	215	8
16 - 24	342	12	343	12	342	12	343	12	343	12	343	12
25 - 34	326	12	326	12	327	12	326	12	327	12	327	12
35 - 44	421	15	421	15	422	15	422	15	422	15	422	15
45 - 54	421	15	421	15	421	15	421	15	422	15	422	15
55 - 64	392	14	392	14	393	14	393	14	393	14	393	14
65 +	493	18	494	18	493	18	494	18	494	18	495	18
Adults												
Total	2395	100	2397	100	2398	100	2399	100	2401	100	2402	100
AB	506	21	507	21	507	21	507	21	508	21	507	21
C1	622	26	622	26	622	26	623	26	623	26	624	26
C2	508	21	508	21	508	21	509	21	509	21	509	21
DE	759	32	760	32	761	32	760	32	761	32	762	32

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1363	100	1364	100	1365	100	1366	100	1367	100	1367	100
Age												
4 - 15	206	15	207	15	207	15	207	15	207	15	207	15
16 - 24	178	13	178	13	179	13	179	13	179	13	179	13
25 - 34	161	12	161	12	161	12	161	12	162	12	161	12
35 - 44	201	15	200	15	201	15	201	15	201	15	201	15
45 - 54	206	15	207	15	206	15	206	15	206	15	207	15
55 - 64	193	14	193	14	193	14	193	14	193	14	193	14
65 +	218	16	218	16	218	16	219	16	219	16	219	16
Adults												
Total	1157	100	1157	100	1158	100	1159	100	1160	100	1160	100
AB	252	22	252	22	252	22	252	22	253	22	252	22
C1	298	26	298	26	298	26	299	26	299	26	299	26
C2	275	24	275	24	276	24	276	24	276	24	277	24
DE	332	29	332	29	332	29	332	29	332	29	332	29
Working F/T	659	57	659	57	660	57	661	57	661	57	661	57
Not Working	498	43	498	43	498	43	498	43	499	43	499	43

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1368	100	1369	100	1370	100	1371	100	1372	100	1372	100
Age												
4 - 15	207	15	207	15	208	15	208	15	208	15	208	15
16 - 24	179	13	179	13	179	13	180	13	180	13	180	13
25 - 34	162	12	162	12	162	12	161	12	162	12	162	12
35 - 44	201	15	201	15	201	15	202	15	202	15	201	15
45 - 54	207	15	207	15	207	15	207	15	207	15	207	15
55 - 64	193	14	193	14	194	14	194	14	194	14	194	14
65 +	219	16	220	16	219	16	219	16	219	16	220	16
Adults												
Total	1161	100	1162	100	1162	100	1163	100	1164	100	1164	100
AB	253	22	253	22	253	22	253	22	254	22	253	22
C1	299	26	300	26	299	26	300	26	300	26	300	26
C2	277	24	276	24	277	24	277	24	277	24	277	24
DE	332	29	333	29	333	29	333	29	333	29	334	29
Working F/T	662	57	662	57	662	57	663	57	663	57	663	57
Not Working	499	43	500	43	500	43	500	43	501	43	501	43

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1428	100	1429	100	1430	100	1430	100	1431	100	1433	100
Age												
4 - 15	198	14	198	14	198	14	198	14	199	14	199	14
16 - 24	162	11	163	11	162	11	163	11	163	11	163	11
25 - 34	164	11	164	11	165	12	164	11	163	11	165	12
35 - 44	220	15	220	15	219	15	219	15	220	15	220	15
45 - 54	213	15	213	15	214	15	214	15	214	15	214	15
55 - 64	198	14	198	14	198	14	199	14	199	14	199	14
65 +	273	19	273	19	274	19	273	19	273	19	273	19
Adults												
Total	1230	100	1231	100	1232	100	1232	100	1232	100	1234	100
AB	252	20	253	21	253	21	253	21	253	21	254	21
C1	322	26	322	26	322	26	322	26	322	26	322	26
C2	231	19	231	19	231	19	231	19	231	19	231	19
DE	425	35	425	35	426	35	426	35	426	35	427	35
Working F/T	375	30	376	31	376	31	375	30	375	30	376	30
Not Working	855	70	855	69	856	69	857	70	857	70	858	70

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1433	100	1434	100	1434	100	1435	100	1436	100	1437	100
Age												
4 - 15	199	14	199	14	198	14	199	14	199	14	199	14
16 - 24	163	11	164	11	163	11	163	11	163	11	163	11
25 - 34	164	11	164	11	165	12	165	11	165	11	165	11
35 - 44	220	15	220	15	221	15	220	15	220	15	221	15
45 - 54	214	15	214	15	214	15	214	15	215	15	215	15
55 - 64	199	14	199	14	199	14	199	14	199	14	199	14
65 +	274	19	274	19	274	19	275	19	275	19	275	19
Adults												
Total	1234	100	1235	100	1236	100	1236	100	1237	100	1238	100
AB	253	21	254	21	254	21	254	21	254	21	254	21
C1	323	26	322	26	323	26	323	26	323	26	324	26
C2	231	19	232	19	231	19	232	19	232	19	232	19
DE	427	35	427	35	428	35	427	35	428	35	428	35
Working F/T	376	30	377	31	377	31	376	30	377	30	378	31
Not Working	858	70	858	69	859	69	860	70	860	70	860	69

ITV East

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2449	100	2452	100	2455	100	2457	100	2460	100	2462	100
TV Households	2391	98	2394	98	2396	98	2399	98	2401	98	2404	98
ITV Households	1991	81	1993	81	1995	81	1997	81	1999	81	2002	81

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2465	100	2468	100	2470	100	2473	100	2476	100	2478	100
TV Households	2406	98	2409	98	2412	98	2414	98	2417	98	2419	98
ITV Households	2004	81	2006	81	2008	81	2010	81	2012	81	2015	81

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1991	100	1993	100	1995	100	1997	100	1999	100	2002	100
Social Class												
AB	426	21	427	21	427	21	428	21	428	21	428	21
C1	564	28	564	28	565	28	566	28	566	28	567	28
C2	410	21	411	21	411	21	412	21	412	21	413	21
DE	591	30	591	30	592	30	591	30	593	30	594	30
Housewife Age												
Under 25	97	5	97	5	97	5	98	5	98	5	98	5
25 - 34	301	15	302	15	302	15	302	15	303	15	303	15
35 - 44	394	20	395	20	395	20	396	20	396	20	397	20
45 - 54	361	18	361	18	362	18	362	18	363	18	363	18
55 - 64	349	18	349	18	350	18	350	18	350	18	351	18
65 +	489	25	489	25	489	25	489	24	489	24	490	24
Size												
1	577	29	577	29	578	29	579	29	579	29	581	29
2	740	37	741	37	742	37	743	37	743	37	744	37
3	288	14	289	15	289	14	289	14	290	15	290	14
4+	386	19	386	19	386	19	386	19	387	19	387	19
Children												
Without	1471	74	1473	74	1474	74	1476	74	1477	74	1479	74
With	520	26	520	26	521	26	521	26	522	26	523	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2004	100	2006	100	2008	100	2010	100	2012	100	2015	100
Social Class												
AB	429	21	429	21	430	21	430	21	431	21	431	21
C1	567	28	568	28	569	28	569	28	570	28	571	28
C2	413	21	414	21	414	21	414	21	415	21	415	21
DE	595	30	595	30	595	30	597	30	596	30	598	30
Housewife Age												
Under 25	99	5	97	5	98	5	98	5	97	5	98	5
25 - 34	303	15	304	15	304	15	304	15	305	15	305	15
35 - 44	397	20	397	20	398	20	398	20	399	20	399	20
45 - 54	363	18	364	18	364	18	365	18	365	18	365	18
55 - 64	351	18	352	18	352	18	352	18	353	18	353	18
65 +	491	25	492	25	492	25	493	25	493	25	495	25
Size												
1	581	29	581	29	581	29	583	29	583	29	584	29
2	745	37	746	37	747	37	747	37	748	37	749	37
3	290	14	291	15	291	14	291	14	292	15	292	14
4+	388	19	388	19	389	19	389	19	389	19	390	19
Children												
Without	1481	74	1482	74	1484	74	1486	74	1487	74	1489	74
With	523	26	524	26	524	26	524	26	525	26	526	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4400	100	4405	100	4410	100	4415	100	4419	100	4424	100
Age												
4 - 9	315	7	315	7	315	7	316	7	316	7	317	7
10 - 15	355	8	356	8	356	8	356	8	357	8	357	8
16 - 24	491	11	493	11	494	11	494	11	494	11	494	11
25 - 34	550	13	550	12	551	12	552	13	552	12	553	13
35 - 44	703	16	703	16	704	16	704	16	706	16	706	16
45 - 54	639	15	639	15	640	15	641	15	641	15	642	15
55 - 64	601	14	601	14	602	14	603	14	603	14	604	14
65 +	746	17	748	17	748	17	749	17	750	17	751	17
Adults												
Total	3730	100	3734	100	3739	100	3743	100	3746	100	3750	100
AB	867	23	868	23	869	23	870	23	871	23	872	23
C1	1069	29	1070	29	1071	29	1072	29	1073	29	1074	29
C2	825	22	826	22	827	22	828	22	828	22	829	22
DE	969	26	970	26	972	26	973	26	974	26	975	26

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	4429	100	4434	100	4438	100	4443	100	4448	100	4453	100
Age												
4 - 9	318	7	317	7	318	7	318	7	318	7	319	7
10 - 15	357	8	358	8	358	8	358	8	359	8	359	8
16 - 24	495	11	496	11	495	11	497	11	497	11	498	11
25 - 34	553	12	554	12	555	12	555	12	556	12	556	12
35 - 44	707	16	708	16	709	16	709	16	710	16	711	16
45 - 54	642	14	643	15	644	15	645	15	646	15	646	15
55 - 64	605	14	605	14	606	14	607	14	607	14	608	14
65 +	752	17	753	17	753	17	754	17	755	17	756	17
Adults												
Total	3754	100	3759	100	3762	100	3767	100	3771	100	3775	100
AB	873	23	874	23	875	23	876	23	877	23	878	23
C1	1075	29	1077	29	1078	29	1079	29	1080	29	1081	29
C2	830	22	831	22	832	22	833	22	834	22	835	22
DE	976	26	977	26	977	26	979	26	980	26	981	26

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2165	100	2168	100	2170	100	2173	100	2174	100	2177	100
Age												
4 - 15	350	16	350	16	350	16	351	16	351	16	352	16
16 - 24	247	11	248	11	248	11	249	11	249	11	249	11
25 - 34	273	13	273	13	274	13	274	13	274	13	274	13
35 - 44	345	16	345	16	346	16	345	16	346	16	347	16
45 - 54	310	14	311	14	311	14	312	14	312	14	312	14
55 - 64	299	14	299	14	299	14	300	14	300	14	300	14
65 +	341	16	342	16	342	16	342	16	342	16	343	16
Adults												
Total	1815	100	1818	100	1820	100	1822	100	1823	100	1825	100
AB	435	24	436	24	436	24	437	24	437	24	438	24
C1	496	27	496	27	497	27	497	27	498	27	498	27
C2	446	25	446	25	447	25	447	25	447	25	447	25
DE	438	24	440	24	440	24	441	24	441	24	442	24
Working F/T	1168	64	1169	64	1170	64	1172	64	1172	64	1174	64
Not Working	647	36	649	36	650	36	650	36	651	36	651	36

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2180	100	2182	100	2184	100	2187	100	2189	100	2191	100
Age												
4 - 15	353	16	352	16	353	16	353	16	353	16	354	16
16 - 24	249	11	250	11	250	11	250	11	250	11	250	11
25 - 34	275	13	275	13	275	13	276	13	277	13	276	13
35 - 44	347	16	347	16	348	16	348	16	349	16	349	16
45 - 54	312	14	313	14	313	14	314	14	314	14	314	14
55 - 64	301	14	301	14	301	14	302	14	301	14	302	14
65 +	343	16	344	16	344	16	344	16	345	16	346	16
Adults												
Total	1827	100	1830	100	1831	100	1834	100	1836	100	1837	100
AB	438	24	438	24	439	24	439	24	440	24	441	24
C1	498	27	500	27	500	27	501	27	501	27	501	27
C2	449	25	449	25	449	25	450	25	451	25	451	25
DE	442	24	443	24	443	24	444	24	444	24	444	24
Working F/T	1175	64	1177	64	1178	64	1180	64	1180	64	1181	64
Not Working	652	36	653	36	653	36	654	36	656	36	656	36

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2235	100	2237	100	2240	100	2242	100	2245	100	2247	100
Age												
4 - 15	320	14	321	14	321	14	321	14	322	14	322	14
16 - 24	244	11	245	11	246	11	245	11	245	11	245	11
25 - 34	277	12	277	12	277	12	278	12	278	12	279	12
35 - 44	358	16	358	16	358	16	359	16	360	16	359	16
45 - 54	329	15	328	15	329	15	329	15	329	15	330	15
55 - 64	302	14	302	14	303	14	303	14	303	13	304	14
65 +	405	18	406	18	406	18	407	18	408	18	408	18
Adults												
Total	1915	100	1916	100	1919	100	1921	100	1923	100	1925	100
AB	432	23	432	23	433	23	433	23	434	23	434	23
C1	573	30	574	30	574	30	575	30	575	30	576	30
C2	379	20	380	20	380	20	381	20	381	20	382	20
DE	531	28	530	28	532	28	532	28	533	28	533	28
Working F/T	637	33	637	33	639	33	639	33	640	33	640	33
Not Working	1278	67	1279	67	1280	67	1282	67	1283	67	1285	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2249	100	2252	100	2254	100	2256	100	2259	100	2262	100
Age												
4 - 15	322	14	323	14	323	14	323	14	324	14	324	14
16 - 24	246	11	246	11	245	11	247	11	247	11	248	11
25 - 34	278	12	279	12	280	12	279	12	279	12	280	12
35 - 44	360	16	361	16	361	16	361	16	361	16	362	16
45 - 54	330	15	330	15	331	15	331	15	332	15	332	15
55 - 64	304	14	304	13	305	14	305	14	306	14	306	14
65 +	409	18	409	18	409	18	410	18	410	18	410	18
Adults												
Total	1927	100	1929	100	1931	100	1933	100	1935	100	1938	100
AB	435	23	436	23	436	23	437	23	437	23	437	23
C1	577	30	577	30	578	30	578	30	579	30	580	30
C2	381	20	382	20	383	20	383	20	383	20	384	20
DE	534	28	534	28	534	28	535	28	536	28	537	28
Working F/T	641	33	641	33	642	33	643	33	644	33	645	33
Not Working	1286	67	1288	67	1289	67	1290	67	1291	67	1293	67

ITV South West

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	971	100	972	100	973	100	974	100	975	100	977	100
TV Households	948	98	949	98	950	98	952	98	953	98	954	98
ITV Households	792	82	793	82	794	82	795	82	796	82	797	82

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	978	100	979	100	980	100	981	100	982	100	983	100
TV Households	955	98	956	98	957	98	958	98	959	98	960	98
ITV Households	798	82	799	82	800	82	801	82	801	82	802	82

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	792	100	793	100	794	100	795	100	796	100	797	100
Social Class												
AB	164	21	165	21	164	21	165	21	165	21	166	21
C1	218	28	218	27	219	28	219	28	219	28	219	27
C2	178	22	178	22	178	22	178	22	179	22	179	22
DE	232	29	232	29	233	29	233	29	233	29	233	29
Housewife Age												
Under 25	36	5	37	5	37	5	37	5	37	5	37	5
25 - 34	96	12	96	12	96	12	96	12	96	12	97	12
35 - 44	134	17	134	17	134	17	134	17	135	17	135	17
45 - 54	139	18	139	18	139	18	139	17	139	17	140	18
55 - 64	152	19	152	19	152	19	153	19	153	19	153	19
65 +	235	30	235	30	236	30	236	30	236	30	235	29
Size												
1	253	32	254	32	253	32	254	32	255	32	255	32
2	295	37	296	37	296	37	296	37	297	37	297	37
3	102	13	102	13	103	13	103	13	103	13	103	13
4+	142	18	141	18	142	18	142	18	141	18	142	18
Children												
Without	614	78	614	77	615	77	616	77	616	77	617	77
With	178	22	179	23	179	23	179	23	180	23	180	23

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	798	100	799	100	800	100	801	100	801	100	802	100
Social Class												
AB	165	21	166	21	167	21	166	21	166	21	166	21
C1	220	28	220	28	220	28	220	27	221	28	221	28
C2	179	22	179	22	179	22	180	22	180	22	180	22
DE	234	29	234	29	234	29	235	29	234	29	235	29
Housewife Age												
Under 25	37	5	37	5	37	5	38	5	37	5	37	5
25 - 34	97	12	97	12	97	12	97	12	97	12	97	12
35 - 44	135	17	135	17	135	17	135	17	135	17	136	17
45 - 54	140	18	140	18	140	18	140	17	140	17	141	18
55 - 64	153	19	153	19	153	19	154	19	154	19	154	19
65 +	236	30	237	30	238	30	237	30	238	30	237	30
Size												
1	255	32	256	32	256	32	257	32	256	32	256	32
2	297	37	298	37	298	37	298	37	299	37	299	37
3	103	13	103	13	103	13	103	13	103	13	104	13
4+	143	18	142	18	143	18	143	18	143	18	143	18
Children												
Without	618	77	619	77	619	77	620	77	620	77	621	77
With	180	23	180	23	181	23	181	23	181	23	181	23

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1707	100	1709	100	1711	100	1713	100	1715	100	1717	100
Age												
4 - 9	116	7	116	7	116	7	116	7	117	7	117	7
10 - 15	125	7	126	7	126	7	126	7	126	7	126	7
16 - 24	205	12	204	12	205	12	205	12	205	12	206	12
25 - 34	183	11	184	11	183	11	184	11	184	11	184	11
35 - 44	230	13	230	13	231	14	231	13	232	14	231	13
45 - 54	236	14	237	14	237	14	237	14	237	14	238	14
55 - 64	257	15	257	15	257	15	258	15	258	15	258	15
65 +	355	21	355	21	356	21	356	21	356	21	357	21
Adults												
Total	1466	100	1467	100	1469	100	1471	100	1472	100	1474	100
AB	314	21	314	21	315	21	315	21	315	21	316	21
C1	412	28	413	28	413	28	413	28	414	28	414	28
C2	363	25	363	25	363	25	364	25	364	25	365	25
DE	377	26	377	26	378	26	379	26	379	26	379	26

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1719	100	1721	100	1723	100	1725	100	1727	100	1729	100
Age												
4 - 9	117	7	117	7	118	7	117	7	117	7	117	7
10 - 15	126	7	126	7	126	7	127	7	127	7	127	7
16 - 24	205	12	206	12	206	12	207	12	206	12	207	12
25 - 34	185	11	185	11	185	11	185	11	186	11	186	11
35 - 44	232	13	232	13	232	13	232	13	233	13	233	13
45 - 54	238	14	239	14	239	14	239	14	239	14	240	14
55 - 64	259	15	259	15	259	15	259	15	260	15	260	15
65 +	357	21	357	21	358	21	359	21	359	21	359	21
Adults												
Total	1476	100	1478	100	1479	100	1481	100	1483	100	1485	100
AB	316	21	317	21	317	21	317	21	318	21	318	21
C1	415	28	415	28	416	28	416	28	416	28	417	28
C2	365	25	366	25	365	25	367	25	367	25	368	25
DE	380	26	380	26	381	26	381	26	382	26	382	26

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	834	100	835	100	836	100	837	100	838	100	839	100
Age												
4 - 15	124	15	124	15	124	15	125	15	125	15	125	15
16 - 24	104	12	104	12	105	13	104	12	104	12	105	13
25 - 34	94	11	94	11	94	11	94	11	95	11	94	11
35 - 44	108	13	109	13	109	13	109	13	110	13	109	13
45 - 54	116	14	115	14	115	14	115	14	115	14	116	14
55 - 64	126	15	127	15	127	15	127	15	127	15	127	15
65 +	162	19	162	19	162	19	163	19	162	19	163	19
Adults												
Total	710	100	711	100	712	100	712	100	713	100	714	100
AB	155	22	155	22	155	22	155	22	155	22	156	22
C1	189	27	190	27	190	27	190	27	191	27	190	27
C2	195	27	195	27	195	27	195	27	195	27	196	27
DE	171	24	171	24	172	24	172	24	172	24	172	24
Working F/T	399	56	400	56	401	56	400	56	401	56	402	56
Not Working	311	44	311	44	311	44	312	44	312	44	312	44

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	840	100	841	100	842	100	843	100	844	100	845	100
Age												
4 - 15	125	15	125	15	125	15	126	15	126	15	126	15
16 - 24	104	12	105	12	105	12	105	12	105	12	106	13
25 - 34	95	11	95	11	95	11	95	11	95	11	95	11
35 - 44	109	13	109	13	110	13	109	13	110	13	110	13
45 - 54	116	14	116	14	116	14	116	14	116	14	116	14
55 - 64	128	15	128	15	128	15	128	15	128	15	128	15
65 +	163	19	163	19	163	19	164	19	164	19	164	19
Adults												
Total	715	100	716	100	717	100	717	100	718	100	719	100
AB	156	22	156	22	156	22	156	22	157	22	157	22
C1	191	27	191	27	192	27	191	27	191	27	192	27
C2	196	27	196	27	196	27	197	27	197	27	197	27
DE	172	24	173	24	173	24	173	24	173	24	173	24
Working F/T	402	56	403	56	403	56	403	56	404	56	404	56
Not Working	313	44	313	44	314	44	314	44	314	44	315	44

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	873	100	874	100	875	100	876	100	877	100	878	100
Age												
4 - 15	117	13	118	14	118	13	117	13	118	13	118	13
16 - 24	101	12	100	11	100	11	101	12	101	12	101	12
25 - 34	89	10	90	10	89	10	90	10	89	10	90	10
35 - 44	122	14	121	14	122	14	122	14	122	14	122	14
45 - 54	120	14	122	14	122	14	122	14	122	14	122	14
55 - 64	131	15	130	15	130	15	131	15	131	15	131	15
65 +	193	22	193	22	194	22	193	22	194	22	194	22
Adults												
Total	756	100	756	100	757	100	759	100	759	100	760	100
AB	159	21	159	21	160	21	160	21	160	21	160	21
C1	223	29	223	29	223	29	223	29	223	29	224	29
C2	168	22	168	22	168	22	169	22	169	22	169	22
DE	206	27	206	27	206	27	207	27	207	27	207	27
Working F/T	220	29	220	29	220	29	222	29	221	29	221	29
Not Working	536	71	536	71	537	71	537	71	538	71	539	71

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	879	100	880	100	881	100	882	100	883	100	884	100
Age												
4 - 15	118	13	118	13	119	14	118	13	118	13	118	13
16 - 24	101	11	101	11	101	11	102	12	101	11	101	11
25 - 34	90	10	90	10	90	10	90	10	91	10	91	10
35 - 44	123	14	123	14	122	14	123	14	123	14	123	14
45 - 54	122	14	123	14	123	14	123	14	123	14	124	14
55 - 64	131	15	131	15	131	15	131	15	132	15	132	15
65 +	194	22	194	22	195	22	195	22	195	22	195	22
Adults												
Total	761	100	762	100	762	100	764	100	765	100	766	100
AB	160	21	161	21	161	21	161	21	161	21	161	21
C1	224	29	224	29	224	29	225	29	225	29	225	29
C2	169	22	170	22	169	22	170	22	170	22	171	22
DE	208	27	207	27	208	27	208	27	209	27	209	27
Working F/T	221	29	221	29	222	29	223	29	223	29	223	29
Not Working	540	71	541	71	540	71	541	71	542	71	543	71

ITV Ulster

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	699	100	699	100	700	100	701	100	702	100	703	100
TV Households	679	97	680	97	680	97	681	97	682	97	683	97
ITV Households	679	97	680	97	680	97	681	97	682	97	683	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	703	100	704	100	705	100	706	100	707	100	707	100
TV Households	683	97	684	97	685	97	686	97	686	97	687	97
ITV Households	683	97	684	97	685	97	686	97	686	97	687	97

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	679	100	680	100	680	100	681	100	682	100	683	100
Social Class												
AB	106	16	106	16	106	16	107	16	107	16	107	16
C1	155	23	155	23	155	23	155	23	155	23	156	23
C2	149	22	149	22	149	22	149	22	149	22	149	22
DE	269	40	270	40	270	40	270	40	271	40	271	40
Housewife Age												
Under 25	34	5	34	5	34	5	34	5	35	5	34	5
25 - 34	111	16	111	16	111	16	111	16	111	16	112	16
35 - 44	145	21	145	21	145	21	145	21	145	21	145	21
45 - 54	129	19	129	19	129	19	129	19	129	19	130	19
55 - 64	109	16	110	16	110	16	110	16	110	16	110	16
65 +	151	22	151	22	151	22	152	22	152	22	152	22
Size												
1	198	29	199	29	198	29	199	29	199	29	200	29
2	206	30	206	30	206	30	206	30	207	30	207	30
3	108	16	108	16	108	16	108	16	108	16	108	16
4+	167	25	167	25	168	25	168	25	168	25	168	25
Children												
Without	475	70	476	70	476	70	476	70	477	70	478	70
With	204	30	204	30	204	30	205	30	205	30	205	30

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	683	100	684	100	685	100	686	100	686	100	687	100
Social Class												
AB	107	16	107	16	107	16	107	16	107	16	107	16
C1	156	23	156	23	156	23	156	23	156	23	157	23
C2	150	22	150	22	150	22	150	22	150	22	150	22
DE	270	40	271	40	272	40	273	40	273	40	273	40
Housewife Age												
Under 25	34	5	34	5	34	5	35	5	34	5	34	5
25 - 34	112	16	112	16	112	16	112	16	112	16	112	16
35 - 44	146	21	146	21	146	21	146	21	146	21	146	21
45 - 54	130	19	130	19	130	19	130	19	130	19	130	19
55 - 64	110	16	110	16	110	16	110	16	111	16	111	16
65 +	151	22	152	22	153	22	153	22	153	22	154	22
Size												
1	200	29	201	29	199	29	200	29	200	29	201	29
2	207	30	207	30	208	30	208	30	208	30	208	30
3	108	16	108	16	109	16	109	16	109	16	109	16
4+	168	25	168	25	169	25	169	25	169	25	169	25
Children												
Without	478	70	478	70	479	70	480	70	480	70	480	70
With	205	30	206	30	206	30	206	30	206	30	207	30

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1617	100	1619	100	1620	100	1622	100	1624	100	1626	100
Age												
4 - 9	135	8	134	8	134	8	135	8	135	8	135	8
10 - 15	148	9	149	9	149	9	148	9	149	9	149	9
16 - 24	222	14	222	14	223	14	223	14	223	14	223	14
25 - 34	222	14	223	14	222	14	223	14	223	14	224	14
35 - 44	253	16	253	16	254	16	254	16	254	16	254	16
45 - 54	226	14	226	14	226	14	226	14	227	14	227	14
55 - 64	183	11	183	11	183	11	184	11	184	11	184	11
65 +	228	14	229	14	229	14	229	14	229	14	230	14
Adults												
Total	1334	100	1336	100	1337	100	1339	100	1340	100	1342	100
AB	229	17	230	17	230	17	230	17	230	17	231	17
C1	326	24	325	24	326	24	327	24	327	24	327	24
C2	335	25	336	25	336	25	336	25	336	25	337	25
DE	444	33	445	33	445	33	446	33	447	33	447	33

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1628	100	1630	100	1631	100	1633	100	1635	100	1637	100
Age												
4 - 9	135	8	135	8	135	8	135	8	136	8	136	8
10 - 15	149	9	150	9	150	9	150	9	150	9	150	9
16 - 24	224	14	224	14	224	14	224	14	224	14	225	14
25 - 34	224	14	224	14	224	14	225	14	225	14	225	14
35 - 44	254	16	255	16	256	16	256	16	256	16	256	16
45 - 54	228	14	228	14	227	14	227	14	228	14	229	14
55 - 64	184	11	184	11	185	11	185	11	185	11	185	11
65 +	230	14	230	14	230	14	231	14	231	14	231	14
Adults												
Total	1344	100	1345	100	1346	100	1348	100	1349	100	1351	100
AB	230	17	231	17	232	17	232	17	232	17	233	17
C1	328	24	328	24	328	24	328	24	329	24	329	24
C2	338	25	338	25	338	25	339	25	338	25	339	25
DE	448	33	448	33	448	33	449	33	450	33	450	33

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	788	100	789	100	790	100	791	100	792	100	793	100
Age												
4 - 15	146	19	146	19	147	19	147	19	147	19	147	19
16 - 24	111	14	111	14	112	14	111	14	112	14	112	14
25 - 34	109	14	110	14	109	14	110	14	110	14	110	14
35 - 44	123	16	123	16	123	16	123	16	123	16	123	16
45 - 54	110	14	110	14	111	14	111	14	111	14	111	14
55 - 64	89	11	89	11	88	11	89	11	89	11	89	11
65 +	100	13	100	13	100	13	100	13	100	13	101	13
Adults												
Total	642	100	643	100	643	100	644	100	645	100	646	100
AB	117	18	117	18	117	18	117	18	117	18	118	18
C1	151	24	151	23	152	24	152	24	152	24	152	24
C2	179	28	180	28	179	28	180	28	180	28	180	28
DE	195	30	195	30	195	30	195	30	196	30	196	30
Working F/T	396	62	397	62	397	62	397	62	398	62	398	62
Not Working	246	38	246	38	246	38	247	38	247	38	248	38

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	794	100	794	100	795	100	796	100	797	100	798	100
Age												
4 - 15	147	19	147	19	148	19	147	18	148	19	148	19
16 - 24	113	14	112	14	112	14	112	14	112	14	113	14
25 - 34	110	14	110	14	110	14	111	14	111	14	110	14
35 - 44	123	15	124	16	124	16	124	16	124	16	124	16
45 - 54	112	14	111	14	111	14	111	14	112	14	112	14
55 - 64	89	11	90	11	90	11	90	11	89	11	90	11
65 +	100	13	100	13	100	13	101	13	101	13	101	13
Adults												
Total	647	100	647	100	647	100	649	100	649	100	650	100
AB	118	18	118	18	118	18	118	18	118	18	119	18
C1	152	23	152	23	153	24	153	24	153	24	153	24
C2	180	28	181	28	180	28	181	28	181	28	181	28
DE	197	30	196	30	196	30	197	30	197	30	197	30
Working F/T	399	62	399	62	400	62	401	62	400	62	401	62
Not Working	248	38	248	38	247	38	248	38	249	38	249	38

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	829	100	830	100	830	100	831	100	832	100	833	100
Age												
4 - 15	137	17	137	17	136	16	136	16	137	16	137	16
16 - 24	111	13	111	13	111	13	112	13	111	13	111	13
25 - 34	113	14	113	14	113	14	113	14	113	14	114	14
35 - 44	130	16	130	16	131	16	131	16	131	16	131	16
45 - 54	116	14	116	14	115	14	115	14	116	14	116	14
55 - 64	94	11	94	11	95	11	95	11	95	11	95	11
65 +	128	15	129	16	129	16	129	16	129	16	129	15
Adults												
Total	692	100	693	100	694	100	695	100	695	100	696	100
AB	112	16	113	16	113	16	113	16	113	16	113	16
C1	175	25	174	25	174	25	175	25	175	25	175	25
C2	156	23	156	23	157	23	156	22	156	22	157	23
DE	249	36	250	36	250	36	251	36	251	36	251	36
Working F/T	222	32	222	32	223	32	223	32	223	32	224	32
Not Working	470	68	471	68	471	68	472	68	472	68	472	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	834	100	836	100	836	100	837	100	838	100	839	100
Age												
4 - 15	137	16	138	17	137	16	138	16	138	16	138	16
16 - 24	111	13	112	13	112	13	112	13	112	13	112	13
25 - 34	114	14	114	14	114	14	114	14	114	14	115	14
35 - 44	131	16	131	16	132	16	132	16	132	16	132	16
45 - 54	116	14	117	14	116	14	116	14	116	14	117	14
55 - 64	95	11	94	11	95	11	95	11	96	11	95	11
65 +	130	16	130	16	130	16	130	16	130	16	130	15
Adults												
Total	697	100	698	100	699	100	699	100	700	100	701	100
AB	112	16	113	16	114	16	114	16	114	16	114	16
C1	176	25	176	25	175	25	175	25	176	25	176	25
C2	158	23	157	22	158	23	158	23	157	22	158	23
DE	251	36	252	36	252	36	252	36	253	36	253	36
Working F/T	223	32	224	32	224	32	224	32	225	32	225	32
Not Working	474	68	474	68	475	68	475	68	475	68	476	68

ITV Border

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	359	100	359	100	360	100	360	100	360	100	360	100
TV Households	351	98	352	98	352	98	352	98	352	98	353	98
ITV Households	316	88	316	88	317	88	317	88	317	88	317	88

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	361	100	361	100	361	100	361	100	362	100	362	100
TV Households	353	98	353	98	353	98	354	98	354	98	354	98
ITV Households	318	88	318	88	318	88	318	88	318	88	319	88

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	316	100	316	100	317	100	317	100	317	100	317	100
Social Class												
AB	65	21	64	20	65	21	65	21	64	20	65	21
C1	77	24	78	25	78	25	78	25	78	25	78	25
C2	72	23	72	23	72	23	72	23	72	23	72	23
DE	102	32	102	32	102	32	102	32	103	32	102	32
Housewife Age												
Under 25	12	4	13	4	13	4	13	4	13	4	13	4
25 - 34	33	10	33	10	33	10	33	10	33	10	33	10
35 - 44	61	19	61	19	61	19	61	19	61	19	61	19
45 - 54	69	22	69	22	69	22	69	22	69	22	69	22
55 - 64	58	18	58	18	58	18	58	18	58	18	58	18
65 +	83	26	82	26	83	26	83	26	83	26	83	26
Size												
1	99	31	99	31	100	32	100	32	100	32	99	31
2	115	36	115	36	115	36	115	36	115	36	115	36
3	46	15	46	15	46	15	46	15	46	15	46	15
4+	56	18	56	18	56	18	56	18	56	18	57	18
Children												
Without	240	76	240	76	240	76	241	76	241	76	241	76
With	76	24	76	24	77	24	76	24	76	24	76	24

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	318	100	318	100	318	100	318	100	318	100	319	100
Social Class												
AB	65	20	65	20	65	20	65	20	65	20	66	21
C1	78	25	78	25	78	25	78	25	78	25	78	24
C2	72	23	72	23	72	23	72	23	72	23	72	23
DE	103	32	103	32	103	32	103	32	103	32	103	32
Housewife Age												
Under 25	13	4	14	4	13	4	14	4	13	4	14	4
25 - 34	33	10	33	10	33	10	33	10	33	10	33	10
35 - 44	61	19	61	19	61	19	61	19	61	19	61	19
45 - 54	69	22	69	22	69	22	69	22	69	22	69	22
55 - 64	58	18	58	18	58	18	58	18	59	19	59	18
65 +	84	26	83	26	84	26	83	26	83	26	83	26
Size												
1	100	31	100	31	100	31	100	31	100	31	99	31
2	115	36	115	36	115	36	115	36	115	36	116	36
3	46	14	46	14	46	14	46	14	47	15	47	15
4+	57	18	57	18	57	18	57	18	56	18	57	18
Children												
Without	241	76	241	76	241	76	242	76	242	76	242	76
With	77	24	77	24	77	24	76	24	76	24	77	24

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	685	100	686	100	686	100	687	100	687	100	687	100
Age												
4 - 9	45	7	45	7	45	7	45	7	45	7	45	7
10 - 15	58	8	58	8	58	8	58	8	58	8	58	8
16 - 24	70	10	70	10	71	10	71	10	71	10	70	10
25 - 34	63	9	63	9	62	9	62	9	62	9	63	9
35 - 44	105	15	105	15	105	15	106	15	106	15	106	15
45 - 54	118	17	118	17	118	17	118	17	118	17	118	17
55 - 64	102	15	102	15	102	15	102	15	102	15	102	15
65 +	124	18	125	18	125	18	125	18	125	18	125	18
Adults												
Total	582	100	583	100	583	100	584	100	584	100	584	100
AB	128	22	128	22	128	22	128	22	128	22	129	22
C1	143	25	143	25	143	25	143	24	143	24	143	24
C2	146	25	147	25	147	25	148	25	148	25	147	25
DE	165	28	165	28	165	28	165	28	165	28	165	28

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	688	100	688	100	689	100	689	100	690	100	690	100
Age												
4 - 9	45	7	45	7	45	7	45	7	45	7	45	7
10 - 15	58	8	58	8	58	8	58	8	58	8	58	8
16 - 24	70	10	70	10	71	10	71	10	71	10	71	10
25 - 34	63	9	63	9	63	9	63	9	63	9	63	9
35 - 44	106	15	106	15	106	15	105	15	106	15	106	15
45 - 54	119	17	118	17	119	17	119	17	119	17	119	17
55 - 64	102	15	102	15	102	15	102	15	102	15	102	15
65 +	125	18	126	18	125	18	126	18	126	18	126	18
Adults												
Total	585	100	585	100	586	100	586	100	587	100	587	100
AB	129	22	128	22	129	22	128	22	129	22	129	22
C1	143	24	144	25	143	24	144	25	144	25	144	25
C2	147	25	148	25	148	25	148	25	148	25	148	25
DE	166	28	165	28	166	28	166	28	166	28	166	28

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	335	100	335	100	336	100	336	100	336	100	336	100
Age												
4 - 15	54	16	54	16	54	16	54	16	54	16	54	16
16 - 24	39	12	39	12	40	12	40	12	40	12	39	12
25 - 34	32	10	31	9	31	9	31	9	31	9	32	10
35 - 44	49	15	49	15	50	15	50	15	50	15	50	15
45 - 54	56	17	56	17	56	17	56	17	56	17	56	17
55 - 64	53	16	53	16	52	16	53	16	53	16	53	16
65 +	52	16	53	16	53	16	52	15	52	15	52	15
Adults												
Total	281	100	281	100	282	100	282	100	282	100	282	100
AB	64	23	64	23	64	23	64	23	64	23	65	23
C1	64	23	64	23	64	23	64	23	64	23	64	23
C2	79	28	79	28	80	28	80	28	80	28	79	28
DE	74	26	74	26	74	26	74	26	74	26	74	26
Working F/T	175	62	176	63	176	62	176	62	176	62	176	62
Not Working	106	38	105	37	106	38	106	38	106	38	106	38

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	337	100	336	100	337	100	337	100	338	100	338	100
Age												
4 - 15	54	16	54	16	54	16	54	16	54	16	54	16
16 - 24	39	12	40	12	40	12	40	12	40	12	40	12
25 - 34	32	9	31	9	31	9	31	9	32	9	32	9
35 - 44	50	15	50	15	50	15	50	15	50	15	49	14
45 - 54	56	17	56	17	56	17	56	17	56	17	57	17
55 - 64	53	16	53	16	53	16	53	16	53	16	53	16
65 +	53	16	52	15	53	16	53	16	53	16	53	16
Adults												
Total	283	100	282	100	283	100	283	100	284	100	284	100
AB	64	23	64	23	65	23	64	23	65	23	65	23
C1	64	23	64	23	63	22	64	23	64	23	64	23
C2	80	28	80	28	80	28	80	28	81	29	80	28
DE	75	27	74	26	75	27	75	27	74	26	75	26
Working F/T	177	63	176	62	177	63	176	62	177	62	177	62
Not Working	106	37	106	38	106	37	107	38	107	38	107	38

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	350	100	351	100	350	100	351	100	351	100	351	100
Age												
4 - 15	49	14	49	14	49	14	49	14	49	14	49	14
16 - 24	31	9	31	9	31	9	31	9	31	9	31	9
25 - 34	31	9	32	9	31	9	31	9	31	9	31	9
35 - 44	56	16	56	16	55	16	56	16	56	16	56	16
45 - 54	62	18	62	18	62	18	62	18	62	18	62	18
55 - 64	49	14	49	14	50	14	49	14	49	14	49	14
65 +	72	21	72	21	72	21	73	21	73	21	73	21
Adults												
Total	301	100	302	100	301	100	302	100	302	100	302	100
AB	64	21	64	21	64	21	64	21	64	21	64	21
C1	79	26	79	26	79	26	79	26	79	26	79	26
C2	67	22	68	23	67	22	68	23	68	23	68	23
DE	91	30	91	30	91	30	91	30	91	30	91	30
Working F/T	93	31	93	31	93	31	94	31	94	31	94	31
Not Working	208	69	209	69	208	69	208	69	208	69	208	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	351	100	352	100	352	100	352	100	352	100	352	100
Age												
4 - 15	49	14	49	14	49	14	49	14	49	14	49	14
16 - 24	31	9	30	9	31	9	31	9	31	9	31	9
25 - 34	31	9	32	9	32	9	32	9	31	9	31	9
35 - 44	56	16	56	16	56	16	55	16	56	16	57	16
45 - 54	63	18	62	18	63	18	63	18	63	18	62	18
55 - 64	49	14	49	14	49	14	49	14	49	14	49	14
65 +	72	21	74	21	72	20	73	21	73	21	73	21
Adults												
Total	302	100	303	100	303	100	303	100	303	100	303	100
AB	65	22	64	21	64	21	64	21	64	21	64	21
C1	79	26	80	26	80	26	80	26	80	26	80	26
C2	67	22	68	22	68	22	68	22	67	22	68	22
DE	91	30	91	30	91	30	91	30	92	30	91	30
Working F/T	93	31	94	31	93	31	95	31	94	31	94	31
Not Working	209	69	209	69	210	69	208	69	209	69	209	69

ITV West

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1393	100	1395	100	1396	100	1398	100	1399	100	1400	100
TV Households	1366	98	1367	98	1369	98	1370	98	1371	98	1373	98
ITV Households	1109	80	1110	80	1111	80	1112	80	1113	80	1115	80

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1402	100	1403	100	1404	100	1406	100	1407	100	1408	100
TV Households	1374	98	1375	98	1377	98	1378	98	1379	98	1381	98
ITV Households	1116	80	1117	80	1118	80	1119	80	1120	80	1121	80

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1109	100	1110	100	1111	100	1112	100	1113	100	1115	100
Social Class												
AB	230	21	230	21	230	21	230	21	231	21	231	21
C1	335	30	336	30	336	30	336	30	337	30	337	30
C2	239	22	239	22	239	22	240	22	240	22	240	22
DE	305	28	305	27	306	28	306	28	305	27	307	28
Housewife Age												
Under 25	51	5	52	5	52	5	52	5	52	5	52	5
25 - 34	168	15	168	15	168	15	168	15	168	15	169	15
35 - 44	223	20	223	20	223	20	223	20	224	20	224	20
45 - 54	201	18	201	18	202	18	202	18	202	18	202	18
55 - 64	185	17	185	17	185	17	185	17	185	17	186	17
65 +	281	25	281	25	281	25	282	25	282	25	282	25
Size												
1	337	30	338	30	338	30	339	30	338	30	339	30
2	408	37	409	37	409	37	409	37	410	37	410	37
3	162	15	162	15	162	15	162	15	163	15	163	15
4+	202	18	201	18	202	18	202	18	202	18	203	18
Children												
Without	839	76	840	76	841	76	841	76	842	76	844	76
With	270	24	270	24	270	24	271	24	271	24	271	24

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1116	100	1117	100	1118	100	1119	100	1120	100	1121	100
Social Class												
AB	231	21	232	21	232	21	232	21	232	21	233	21
C1	337	30	338	30	338	30	338	30	339	30	339	30
C2	240	22	240	21	241	22	241	22	241	22	241	21
DE	308	28	307	27	307	27	308	28	308	28	308	27
Housewife Age												
Under 25	52	5	52	5	52	5	52	5	52	5	51	5
25 - 34	169	15	169	15	169	15	169	15	170	15	170	15
35 - 44	224	20	224	20	225	20	225	20	225	20	225	20
45 - 54	202	18	203	18	203	18	203	18	203	18	204	18
55 - 64	186	17	186	17	186	17	186	17	187	17	187	17
65 +	283	25	283	25	283	25	284	25	283	25	284	25
Size												
1	339	30	340	30	340	30	340	30	341	30	341	30
2	411	37	411	37	412	37	412	37	412	37	413	37
3	163	15	163	15	163	15	163	15	164	15	164	15
4+	203	18	203	18	203	18	204	18	203	18	203	18
Children												
Without	844	76	845	76	846	76	847	76	847	76	848	76
With	272	24	272	24	272	24	272	24	273	24	273	24

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2417	100	2420	100	2422	100	2425	100	2427	100	2430	100
Age												
4 - 9	159	7	160	7	160	7	159	7	160	7	160	7
10 - 15	193	8	193	8	193	8	194	8	194	8	194	8
16 - 24	274	11	274	11	274	11	274	11	275	11	275	11
25 - 34	295	12	295	12	296	12	296	12	296	12	297	12
35 - 44	391	16	392	16	392	16	393	16	392	16	393	16
45 - 54	355	15	356	15	356	15	357	15	357	15	357	15
55 - 64	317	13	317	13	318	13	318	13	318	13	319	13
65 +	433	18	433	18	433	18	434	18	435	18	435	18
Adults												
Total	2065	100	2067	100	2069	100	2072	100	2073	100	2076	100
AB	454	22	455	22	455	22	456	22	457	22	457	22
C1	637	31	637	31	638	31	638	31	639	31	640	31
C2	488	24	489	24	489	24	491	24	490	24	491	24
DE	486	24	486	24	487	24	487	24	487	23	488	24

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2432	100	2435	100	2437	100	2440	100	2442	100	2444	100
Age												
4 - 9	160	7	161	7	160	7	161	7	161	7	161	7
10 - 15	194	8	194	8	195	8	195	8	195	8	195	8
16 - 24	276	11	276	11	276	11	276	11	277	11	277	11
25 - 34	296	12	297	12	297	12	298	12	297	12	298	12
35 - 44	394	16	394	16	395	16	395	16	396	16	395	16
45 - 54	357	15	358	15	358	15	358	15	359	15	359	15
55 - 64	319	13	319	13	320	13	320	13	320	13	321	13
65 +	436	18	436	18	436	18	437	18	437	18	438	18
Adults												
Total	2078	100	2080	100	2082	100	2084	100	2086	100	2088	100
AB	457	22	458	22	458	22	459	22	459	22	460	22
C1	641	31	641	31	642	31	642	31	643	31	643	31
C2	492	24	492	24	493	24	493	24	494	24	494	24
DE	488	23	489	24	489	23	490	24	490	23	491	24

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1179	100	1180	100	1181	100	1183	100	1184	100	1185	100
Age												
4 - 15	182	15	182	15	183	15	183	15	183	15	183	15
16 - 24	138	12	139	12	138	12	139	12	139	12	139	12
25 - 34	147	12	147	12	147	12	147	12	147	12	148	12
35 - 44	190	16	190	16	190	16	191	16	190	16	191	16
45 - 54	171	15	171	14	172	15	171	14	172	15	172	15
55 - 64	157	13	157	13	157	13	157	13	158	13	157	13
65 +	194	16	194	16	194	16	195	16	195	16	195	16
Adults												
Total	997	100	998	100	998	100	1000	100	1001	100	1002	100
AB	225	23	225	23	225	23	226	23	226	23	227	23
C1	297	30	297	30	298	30	297	30	298	30	298	30
C2	258	26	259	26	258	26	259	26	259	26	259	26
DE	217	22	217	22	217	22	218	22	218	22	218	22
Working F/T	602	60	603	60	603	60	604	60	604	60	605	60
Not Working	395	40	395	40	395	40	396	40	397	40	397	40

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1186	100	1187	100	1189	100	1190	100	1191	100	1192	100
Age												
4 - 15	183	15	183	15	184	15	184	15	184	15	184	15
16 - 24	139	12	139	12	139	12	139	12	140	12	140	12
25 - 34	148	12	148	12	148	12	149	13	148	12	149	13
35 - 44	191	16	191	16	191	16	191	16	192	16	191	16
45 - 54	172	15	173	15	173	15	173	15	174	15	173	15
55 - 64	157	13	157	13	158	13	158	13	158	13	158	13
65 +	196	17	196	17	196	16	196	16	195	16	197	17
Adults												
Total	1003	100	1004	100	1005	100	1006	100	1007	100	1008	100
AB	226	23	227	23	227	23	227	23	227	23	228	23
C1	299	30	299	30	299	30	300	30	300	30	300	30
C2	260	26	260	26	261	26	260	26	261	26	261	26
DE	218	22	218	22	218	22	219	22	219	22	219	22
Working F/T	606	60	607	60	607	60	608	60	608	60	609	60
Not Working	397	40	397	40	398	40	398	40	399	40	399	40

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1238	100	1240	100	1241	100	1242	100	1243	100	1245	100
Age												
4 - 15	170	14	171	14	170	14	170	14	171	14	171	14
16 - 24	136	11	135	11	136	11	135	11	136	11	136	11
25 - 34	148	12	148	12	149	12	149	12	149	12	149	12
35 - 44	201	16	202	16	202	16	202	16	202	16	202	16
45 - 54	184	15	185	15	184	15	186	15	185	15	185	15
55 - 64	160	13	160	13	161	13	161	13	160	13	162	13
65 +	239	19	239	19	239	19	239	19	240	19	240	19
Adults												
Total	1068	100	1069	100	1071	100	1072	100	1072	100	1074	100
AB	229	21	230	22	230	21	230	21	231	22	230	21
C1	340	32	340	32	340	32	341	32	341	32	342	32
C2	230	22	230	22	231	22	232	22	231	22	232	22
DE	269	25	269	25	270	25	269	25	269	25	270	25
Working F/T	327	31	327	31	328	31	328	31	328	31	329	31
Not Working	741	69	742	69	743	69	744	69	744	69	745	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1246	100	1248	100	1248	100	1250	100	1251	100	1252	100
Age												
4 - 15	171	14	172	14	171	14	172	14	172	14	172	14
16 - 24	137	11	137	11	137	11	137	11	137	11	137	11
25 - 34	148	12	149	12	149	12	149	12	149	12	149	12
35 - 44	203	16	203	16	204	16	204	16	204	16	204	16
45 - 54	185	15	185	15	185	15	185	15	185	15	186	15
55 - 64	162	13	162	13	162	13	162	13	162	13	163	13
65 +	240	19	240	19	240	19	241	19	242	19	241	19
Adults												
Total	1075	100	1076	100	1077	100	1078	100	1079	100	1080	100
AB	231	21	231	21	231	21	232	22	232	22	232	21
C1	342	32	342	32	343	32	342	32	343	32	343	32
C2	232	22	232	22	232	22	233	22	233	22	233	22
DE	270	25	271	25	271	25	271	25	271	25	272	25
Working F/T	328	31	328	30	329	31	329	31	330	31	330	31
Not Working	747	69	748	70	748	69	749	69	749	69	750	69

ITV Wales

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1325	100	1326	100	1327	100	1328	100	1329	100	1330	100
TV Households	1297	98	1298	98	1299	98	1300	98	1301	98	1302	98
ITV Households	1173	89	1174	89	1174	88	1175	88	1176	88	1177	88

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1331	100	1332	100	1333	100	1334	100	1335	100	1336	100
TV Households	1303	98	1304	98	1304	98	1305	98	1306	98	1307	98
ITV Households	1178	89	1179	89	1180	89	1180	88	1181	88	1182	88

Projections for		ITV Households											
		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1173	100	1174	100	1174	100	1175	100	1176	100	1177	100
Social Class													
	AB	182	16	181	15	181	15	181	15	182	15	182	15
	C1	309	26	309	26	310	26	310	26	310	26	310	26
	C2	274	23	275	23	275	23	275	23	275	23	275	23
	DE	408	35	409	35	408	35	409	35	409	35	410	35
Housewife Age													
	Under 25	66	6	66	6	65	6	65	6	65	6	66	6
	25 - 34	155	13	155	13	155	13	155	13	155	13	155	13
	35 - 44	218	19	219	19	219	19	219	19	219	19	219	19
	45 - 54	208	18	208	18	209	18	209	18	209	18	209	18
	55 - 64	213	18	213	18	214	18	214	18	214	18	214	18
	65 +	313	27	313	27	312	27	313	27	314	27	314	27
Size													
	1	359	31	359	31	359	31	359	31	360	31	360	31
	2	414	35	414	35	414	35	415	35	415	35	415	35
	3	184	16	184	16	184	16	184	16	184	16	185	16
	4+	216	18	217	18	217	18	217	18	217	18	217	18
Children													
	Without	869	74	869	74	870	74	871	74	871	74	872	74
	With	304	26	305	26	304	26	304	26	305	26	305	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1178	100	1179	100	1180	100	1180	100	1181	100	1182	100
Social Class												
AB	182	15	182	15	182	15	182	15	183	15	183	15
C1	310	26	311	26	311	26	311	26	311	26	312	26
C2	276	23	276	23	276	23	276	23	276	23	277	23
DE	410	35	410	35	411	35	411	35	411	35	410	35
Housewife Age												
Under 25	66	6	65	6	65	6	65	6	65	6	65	5
25 - 34	156	13	156	13	156	13	156	13	156	13	156	13
35 - 44	219	19	220	19	220	19	220	19	220	19	220	19
45 - 54	209	18	209	18	209	18	210	18	210	18	210	18
55 - 64	214	18	214	18	215	18	215	18	215	18	215	18
65 +	314	27	315	27	314	27	314	27	315	27	316	27
Size												
1	360	31	361	31	361	31	361	31	361	31	362	31
2	416	35	416	35	416	35	416	35	417	35	417	35
3	185	16	185	16	185	16	185	16	185	16	185	16
4+	217	18	217	18	218	18	218	18	218	18	218	18
Children												
Without	873	74	874	74	874	74	874	74	875	74	876	74
With	305	26	305	26	306	26	306	26	306	26	306	26

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2578	100	2580	100	2582	100	2584	100	2586	100	2588	100
Age												
4 - 9	184	7	184	7	184	7	185	7	185	7	185	7
10 - 15	211	8	212	8	212	8	212	8	212	8	212	8
16 - 24	317	12	317	12	317	12	317	12	318	12	318	12
25 - 34	293	11	294	11	294	11	294	11	294	11	295	11
35 - 44	377	15	376	15	377	15	377	15	377	15	378	15
45 - 54	364	14	364	14	364	14	365	14	365	14	364	14
55 - 64	361	14	362	14	362	14	362	14	362	14	363	14
65 +	471	18	471	18	472	18	472	18	473	18	473	18
Adults												
Total	2183	100	2184	100	2186	100	2187	100	2189	100	2191	100
AB	357	16	358	16	358	16	358	16	358	16	359	16
C1	594	27	594	27	595	27	595	27	596	27	596	27
C2	555	25	555	25	556	25	557	25	557	25	557	25
DE	677	31	677	31	677	31	677	31	678	31	679	31

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2590	100	2592	100	2593	100	2595	100	2597	100	2599	100
Age												
4 - 9	185	7	185	7	185	7	185	7	186	7	185	7
10 - 15	213	8	213	8	213	8	213	8	213	8	214	8
16 - 24	318	12	318	12	318	12	319	12	319	12	319	12
25 - 34	295	11	295	11	295	11	295	11	296	11	296	11
35 - 44	378	15	379	15	379	15	379	15	378	15	379	15
45 - 54	365	14	366	14	366	14	366	14	366	14	367	14
55 - 64	363	14	363	14	363	14	364	14	364	14	364	14
65 +	473	18	473	18	474	18	474	18	475	18	475	18
Adults												
Total	2192	100	2194	100	2195	100	2197	100	2198	100	2200	100
AB	359	16	359	16	359	16	359	16	360	16	360	16
C1	596	27	597	27	598	27	598	27	598	27	599	27
C2	558	25	558	25	558	25	559	25	559	25	559	25
DE	679	31	680	31	680	31	681	31	681	31	682	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1259	100	1260	100	1261	100	1262	100	1263	100	1264	100
Age												
4 - 15	205	16	205	16	205	16	206	16	206	16	206	16
16 - 24	160	13	161	13	161	13	161	13	162	13	161	13
25 - 34	144	11	144	11	144	11	144	11	144	11	145	11
35 - 44	181	14	180	14	181	14	180	14	180	14	181	14
45 - 54	179	14	179	14	179	14	180	14	180	14	179	14
55 - 64	177	14	178	14	178	14	178	14	178	14	178	14
65 +	213	17	213	17	213	17	213	17	213	17	214	17
Adults												
Total	1054	100	1055	100	1056	100	1056	100	1057	100	1058	100
AB	176	17	176	17	176	17	176	17	176	17	177	17
C1	281	27	281	27	282	27	282	27	282	27	282	27
C2	296	28	297	28	297	28	297	28	298	28	297	28
DE	301	29	301	29	301	29	301	29	301	29	302	29
Working F/T	594	56	594	56	595	56	594	56	595	56	596	56
Not Working	460	44	461	44	461	44	462	44	462	44	462	44

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1265	100	1266	100	1266	100	1268	100	1268	100	1269	100
Age												
4 - 15	206	16	206	16	206	16	207	16	207	16	206	16
16 - 24	161	13	161	13	161	13	162	13	162	13	162	13
25 - 34	145	11	145	11	145	11	145	11	145	11	145	11
35 - 44	181	14	182	14	181	14	182	14	180	14	181	14
45 - 54	180	14	180	14	180	14	180	14	180	14	181	14
55 - 64	178	14	178	14	179	14	179	14	179	14	179	14
65 +	214	17	214	17	214	17	213	17	215	17	215	17
Adults												
Total	1059	100	1060	100	1060	100	1061	100	1061	100	1063	100
AB	177	17	177	17	177	17	177	17	177	17	177	17
C1	282	27	282	27	283	27	283	27	283	27	284	27
C2	298	28	298	28	298	28	299	28	298	28	299	28
DE	302	29	303	29	302	28	302	28	303	29	303	29
Working F/T	596	56	597	56	597	56	597	56	597	56	598	56
Not Working	463	44	463	44	463	44	464	44	464	44	465	44

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1319	100	1320	100	1321	100	1322	100	1323	100	1324	100
Age												
4 - 15	190	14	191	14	191	14	191	14	191	14	191	14
16 - 24	157	12	156	12	156	12	156	12	156	12	157	12
25 - 34	149	11	150	11	150	11	150	11	150	11	150	11
35 - 44	196	15	196	15	196	15	197	15	197	15	197	15
45 - 54	185	14	185	14	185	14	185	14	185	14	185	14
55 - 64	184	14	184	14	184	14	184	14	184	14	185	14
65 +	258	20	258	20	259	20	259	20	260	20	259	20
Adults												
Total	1129	100	1129	100	1130	100	1131	100	1132	100	1133	100
AB	181	16	182	16	182	16	182	16	182	16	182	16
C1	313	28	313	28	313	28	313	28	314	28	314	28
C2	259	23	258	23	259	23	260	23	259	23	260	23
DE	376	33	376	33	376	33	376	33	377	33	377	33
Working F/T	371	33	371	33	371	33	373	33	372	33	373	33
Not Working	758	67	758	67	759	67	758	67	760	67	760	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1325	100	1326	100	1327	100	1327	100	1329	100	1330	100
Age												
4 - 15	192	14	192	14	192	14	191	14	192	14	193	15
16 - 24	157	12	157	12	157	12	157	12	157	12	157	12
25 - 34	150	11	150	11	150	11	150	11	151	11	151	11
35 - 44	197	15	197	15	198	15	197	15	198	15	198	15
45 - 54	185	14	186	14	186	14	186	14	186	14	186	14
55 - 64	185	14	185	14	184	14	185	14	185	14	185	14
65 +	259	20	259	20	260	20	261	20	260	20	260	20
Adults												
Total	1133	100	1134	100	1135	100	1136	100	1137	100	1137	100
AB	182	16	182	16	182	16	182	16	183	16	183	16
C1	314	28	315	28	315	28	315	28	315	28	315	28
C2	260	23	260	23	260	23	260	23	261	23	260	23
DE	377	33	377	33	378	33	379	33	378	33	379	33
Working F/T	373	33	373	33	373	33	374	33	374	33	374	33
Not Working	760	67	761	67	762	67	762	67	763	67	763	67

ITV South & South East

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2868	100	2871	100	2873	100	2876	100	2878	100	2880	100
TV Households	2812	98	2815	98	2817	98	2820	98	2822	98	2824	98
ITV Households	2477	86	2479	86	2482	86	2484	86	2486	86	2488	86

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2883	100	2885	100	2888	100	2890	100	2892	100	2894	100
TV Households	2827	98	2829	98	2831	98	2834	98	2836	98	2839	98
ITV Households	2490	86	2492	86	2494	86	2496	86	2498	86	2500	86

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2477	100	2479	100	2482	100	2484	100	2486	100	2488	100
Social Class												
AB	661	27	662	27	664	27	664	27	664	27	665	27
C1	777	31	777	31	778	31	779	31	779	31	780	31
C2	468	19	468	19	469	19	469	19	470	19	470	19
DE	571	23	572	23	571	23	572	23	573	23	573	23
Housewife Age												
Under 25	102	4	101	4	103	4	102	4	102	4	103	4
25 - 34	334	13	335	14	335	13	335	13	336	14	336	14
35 - 44	489	20	489	20	490	20	490	20	490	20	491	20
45 - 54	449	18	450	18	450	18	451	18	451	18	451	18
55 - 64	427	17	426	17	427	17	427	17	427	17	428	17
65 +	676	27	678	27	677	27	679	27	680	27	679	27
Size												
1	768	31	768	31	770	31	770	31	771	31	771	31
2	879	35	879	35	880	35	881	35	882	35	882	35
3	367	15	368	15	368	15	368	15	369	15	369	15
4+	463	19	464	19	464	19	465	19	464	19	466	19
Children												
Without	1867	75	1867	75	1871	75	1871	75	1873	75	1875	75
With	610	25	612	25	611	25	613	25	613	25	613	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2490	100	2492	100	2494	100	2496	100	2498	100	2500	100
Social Class												
AB	665	27	666	27	666	27	665	27	667	27	667	27
C1	781	31	781	31	782	31	783	31	783	31	784	31
C2	470	19	471	19	471	19	472	19	472	19	472	19
DE	574	23	574	23	575	23	576	23	576	23	577	23
Housewife Age												
Under 25	103	4	102	4	102	4	103	4	103	4	103	4
25 - 34	336	13	336	13	337	14	337	14	337	13	338	14
35 - 44	491	20	492	20	492	20	492	20	493	20	493	20
45 - 54	452	18	452	18	452	18	453	18	453	18	454	18
55 - 64	428	17	428	17	429	17	429	17	429	17	430	17
65 +	680	27	682	27	682	27	682	27	683	27	682	27
Size												
1	772	31	772	31	773	31	774	31	774	31	775	31
2	883	35	884	35	885	35	885	35	886	35	887	35
3	369	15	370	15	370	15	370	15	371	15	371	15
4+	466	19	466	19	466	19	467	19	467	19	467	19
Children												
Without	1876	75	1878	75	1879	75	1880	75	1883	75	1883	75
With	614	25	614	25	615	25	616	25	615	25	617	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5428	100	5433	100	5437	100	5442	100	5446	100	5451	100
Age												
4 - 9	393	7	393	7	394	7	394	7	395	7	395	7
10 - 15	425	8	425	8	425	8	426	8	425	8	426	8
16 - 24	603	11	605	11	604	11	604	11	605	11	606	11
25 - 34	639	12	640	12	641	12	642	12	642	12	643	12
35 - 44	859	16	859	16	859	16	860	16	861	16	861	16
45 - 54	785	14	787	14	787	14	788	14	789	14	789	14
55 - 64	724	13	724	13	725	13	726	13	726	13	727	13
65 +	1000	18	1000	18	1002	18	1002	18	1003	18	1004	18
Adults												
Total	4610	100	4615	100	4618	100	4622	100	4626	100	4630	100
AB	1290	28	1291	28	1293	28	1294	28	1294	28	1296	28
C1	1472	32	1473	32	1474	32	1475	32	1477	32	1478	32
C2	962	21	963	21	965	21	966	21	967	21	966	21
DE	886	19	888	19	886	19	887	19	888	19	890	19

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5456	100	5460	100	5465	100	5469	100	5474	100	5477	100
Age												
4 - 9	395	7	397	7	396	7	397	7	397	7	397	7
10 - 15	427	8	426	8	427	8	428	8	428	8	428	8
16 - 24	606	11	606	11	607	11	607	11	608	11	608	11
25 - 34	643	12	644	12	646	12	645	12	645	12	646	12
35 - 44	863	16	863	16	863	16	864	16	865	16	865	16
45 - 54	790	14	791	14	791	14	791	14	793	14	793	14
55 - 64	727	13	728	13	729	13	729	13	730	13	731	13
65 +	1005	18	1005	18	1006	18	1008	18	1008	18	1009	18
Adults												
Total	4634	100	4637	100	4642	100	4644	100	4649	100	4652	100
AB	1298	28	1298	28	1300	28	1300	28	1301	28	1303	28
C1	1478	32	1480	32	1480	32	1483	32	1484	32	1484	32
C2	967	21	969	21	969	21	970	21	970	21	972	21
DE	891	19	890	19	893	19	891	19	894	19	893	19

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2609	100	2611	100	2613	100	2616	100	2618	100	2620	100
Age												
4 - 15	414	16	414	16	415	16	415	16	416	16	416	16
16 - 24	301	12	301	12	300	11	301	12	301	11	302	12
25 - 34	309	12	310	12	311	12	312	12	311	12	312	12
35 - 44	411	16	410	16	411	16	410	16	412	16	411	16
45 - 54	385	15	386	15	386	15	387	15	387	15	387	15
55 - 64	350	13	351	13	350	13	351	13	351	13	351	13
65 +	439	17	439	17	440	17	440	17	440	17	441	17
Adults												
Total	2195	100	2197	100	2198	100	2201	100	2202	100	2204	100
AB	637	29	638	29	638	29	639	29	639	29	640	29
C1	678	31	678	31	679	31	679	31	680	31	680	31
C2	503	23	503	23	505	23	506	23	506	23	505	23
DE	377	17	378	17	376	17	377	17	377	17	379	17
Working F/T	1373	63	1374	63	1376	63	1376	63	1378	63	1378	63
Not Working	822	37	823	37	822	37	825	37	824	37	826	37

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2623	100	2624	100	2626	100	2628	100	2630	100	2632	100
Age												
4 - 15	416	16	417	16	417	16	418	16	418	16	418	16
16 - 24	302	12	302	12	303	12	302	11	303	12	303	12
25 - 34	312	12	312	12	312	12	313	12	313	12	313	12
35 - 44	412	16	413	16	412	16	413	16	413	16	413	16
45 - 54	387	15	388	15	388	15	387	15	389	15	389	15
55 - 64	352	13	351	13	352	13	352	13	352	13	353	13
65 +	442	17	441	17	442	17	443	17	442	17	443	17
Adults												
Total	2207	100	2207	100	2209	100	2210	100	2212	100	2214	100
AB	641	29	641	29	642	29	642	29	643	29	643	29
C1	681	31	682	31	682	31	683	31	683	31	684	31
C2	506	23	506	23	507	23	507	23	507	23	508	23
DE	379	17	378	17	378	17	378	17	379	17	379	17
Working F/T	1379	62	1381	63	1382	63	1383	63	1384	63	1385	63
Not Working	828	38	826	37	827	37	827	37	828	37	829	37

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2819	100	2822	100	2824	100	2826	100	2828	100	2831	100
Age												
4 - 15	404	14	404	14	404	14	405	14	404	14	405	14
16 - 24	302	11	304	11	304	11	303	11	304	11	304	11
25 - 34	330	12	330	12	330	12	330	12	331	12	331	12
35 - 44	448	16	449	16	448	16	450	16	449	16	450	16
45 - 54	400	14	401	14	401	14	401	14	402	14	402	14
55 - 64	374	13	373	13	375	13	375	13	375	13	376	13
65 +	561	20	561	20	562	20	562	20	563	20	563	20
Adults												
Total	2415	100	2418	100	2420	100	2421	100	2424	100	2426	100
AB	653	27	653	27	655	27	655	27	655	27	656	27
C1	794	33	795	33	795	33	796	33	797	33	798	33
C2	459	19	460	19	460	19	460	19	461	19	461	19
DE	509	21	510	21	510	21	510	21	511	21	511	21
Working F/T	775	32	776	32	776	32	777	32	776	32	779	32
Not Working	1640	68	1642	68	1644	68	1644	68	1648	68	1647	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2833	100	2836	100	2839	100	2841	100	2844	100	2845	100
Age												
4 - 15	406	14	406	14	406	14	407	14	407	14	407	14
16 - 24	304	11	304	11	304	11	305	11	305	11	305	11
25 - 34	331	12	332	12	334	12	332	12	332	12	333	12
35 - 44	451	16	450	16	451	16	451	16	452	16	452	16
45 - 54	403	14	403	14	403	14	404	14	404	14	404	14
55 - 64	375	13	377	13	377	13	377	13	378	13	378	13
65 +	563	20	564	20	564	20	565	20	566	20	566	20
Adults												
Total	2427	100	2430	100	2433	100	2434	100	2437	100	2438	100
AB	657	27	657	27	658	27	658	27	658	27	660	27
C1	797	33	798	33	798	33	800	33	801	33	800	33
C2	461	19	463	19	462	19	463	19	463	19	464	19
DE	512	21	512	21	515	21	513	21	515	21	514	21
Working F/T	780	32	779	32	781	32	780	32	781	32	782	32
Not Working	1647	68	1651	68	1652	68	1654	68	1656	68	1656	68

ITV Channel Islands

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	62	100	62	100	62	100	62	100	62	100	62	100	
TV Households	61	98	61	98	61	98	61	98	61	98	61	98	
ITV Households	61	98	61	98	61	98	61	98	61	98	61	98	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	62	100	62	100	62	100	62	100	62	100	63	100	
TV Households	61	98	61	98	61	98	61	98	61	97	61	97	
ITV Households	61	98	61	98	61	98	61	98	61	97	61	97	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	61	100	61	100	61	100	61	100	61	100	61	100
Social Class												
AB	21	34	21	34	20	33	20	33	20	33	20	33
C1	20	33	20	33	20	33	20	33	20	33	20	33
C2	7	11	7	11	7	11	7	11	7	11	7	11
DE	13	21	13	21	14	23	14	23	14	23	14	23
Housewife Age												
Under 25	2	3	2	3	1	2	2	3	2	3	1	2
25 - 34	9	15	9	15	9	15	9	15	9	15	9	15
35 - 44	13	21	13	21	13	21	13	21	13	21	13	21
45 - 54	12	20	12	20	12	20	12	20	12	20	12	20
55 - 64	12	20	13	21	13	21	13	21	13	21	13	21
65 +	13	21	12	20	13	21	12	20	12	20	13	21
Size												
1	15	25	15	25	15	25	15	25	15	25	15	25
2	24	39	24	39	24	39	24	39	24	39	24	39
3	10	16	10	16	10	16	10	16	10	16	10	16
4+	12	20	12	20	12	20	12	20	12	20	12	20
Children												
Without	46	75	47	77	46	75	47	77	47	77	46	75
With	15	25	14	23	15	25	14	23	14	23	15	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	61	100	61	100	61	100	61	100	61	100	61	100
Social Class												
AB	21	34	20	33	21	34	21	34	21	34	21	34
C1	20	33	20	33	20	33	20	33	20	33	20	33
C2	7	11	7	11	7	11	7	11	7	11	7	11
DE	13	21	14	23	13	21	13	21	13	21	13	21
Housewife Age												
Under 25	1	2	2	3	2	3	1	2	2	3	2	3
25 - 34	9	15	9	15	9	15	9	15	9	15	9	15
35 - 44	13	21	13	21	13	21	13	21	13	21	13	21
45 - 54	12	20	12	20	12	20	12	20	12	20	12	20
55 - 64	13	21	13	21	13	21	13	21	13	21	13	21
65 +	13	21	12	20	12	20	13	21	12	20	12	20
Size												
1	15	25	15	25	15	25	15	25	15	25	15	25
2	24	39	24	39	24	39	24	39	24	39	24	39
3	10	16	10	16	10	16	10	16	10	16	10	16
4+	12	20	12	20	12	20	12	20	12	20	12	20
Children												
Without	47	77	46	75	47	77	47	77	46	75	47	77
With	14	23	15	25	14	23	14	23	15	25	14	23

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	140	100	140	100	140	100	140	100	140	100	140	100
Age												
4 - 9	9	6	9	6	9	6	9	6	9	6	9	6
10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
16 - 24	16	11	16	11	16	11	16	11	16	11	15	11
25 - 34	15	11	15	11	15	11	15	11	15	11	15	11
35 - 44	24	17	24	17	24	17	24	17	24	17	25	18
45 - 54	21	15	21	15	21	15	21	15	21	15	21	15
55 - 64	22	16	22	16	22	16	22	16	22	16	22	16
65 +	22	16	22	16	22	16	22	16	22	16	22	16
Adults												
Total	120	100	120	100	120	100	120	100	120	100	120	100
AB	43	36	43	36	43	36	43	36	43	36	43	36
C1	40	33	40	33	40	33	40	33	40	33	40	33
C2	16	13	16	13	15	13	15	13	15	13	16	13
DE	21	18	21	18	22	18	22	18	22	18	21	18

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	140	100	140	100	140	100	140	100	140	100	141	100
Age												
4 - 9	9	6	8	6	9	6	8	6	9	6	9	6
10 - 15	11	8	11	8	11	8	11	8	11	8	11	8
16 - 24	16	11	16	11	16	11	16	11	16	11	16	11
25 - 34	15	11	15	11	14	10	15	11	15	11	15	11
35 - 44	24	17	25	18	25	18	25	18	25	18	25	18
45 - 54	21	15	21	15	21	15	22	16	20	14	21	15
55 - 64	22	16	22	16	22	16	22	16	22	16	22	16
65 +	22	16	22	16	22	16	21	15	22	16	22	16
Adults												
Total	120	100	121	100	120	100	121	100	120	100	121	100
AB	42	35	43	36	42	35	43	36	43	36	42	35
C1	41	34	40	33	41	34	40	33	40	33	41	34
C2	16	13	16	13	16	13	16	13	16	13	16	13
DE	21	18	22	18	21	18	22	18	21	18	22	18

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	71	100	71	100	71	100	71	100	71	100	71	100
Age												
4 - 15	11	15	11	15	11	15	11	15	11	15	11	15
16 - 24	9	13	9	13	9	13	9	13	9	13	8	11
25 - 34	7	10	7	10	7	10	7	10	7	10	7	10
35 - 44	12	17	13	18	12	17	13	18	12	17	13	18
45 - 54	10	14	10	14	10	14	10	14	10	14	10	14
55 - 64	10	14	9	13	10	14	9	13	10	14	10	14
65 +	12	17	12	17	12	17	12	17	12	17	12	17
Adults												
Total	60	100	60	100	60	100	60	100	60	100	60	100
AB	22	37	22	37	22	37	22	37	22	37	22	37
C1	20	33	20	33	20	33	20	33	20	33	20	33
C2	9	15	9	15	8	13	8	13	8	13	9	15
DE	9	15	9	15	10	17	10	17	10	17	9	15
Working F/T	40	67	40	67	39	65	40	67	39	65	40	67
Not Working	20	33	20	33	21	35	20	33	21	35	20	33

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	71	100	71	100	72	100	71	100	72	100	72	100
Age												
4 - 15	11	15	10	14	11	15	10	14	11	15	11	15
16 - 24	9	13	9	13	9	13	9	13	9	13	9	13
25 - 34	7	10	7	10	7	10	7	10	7	10	7	10
35 - 44	13	18	13	18	13	18	13	18	13	18	13	18
45 - 54	10	14	10	14	10	14	11	15	10	14	10	14
55 - 64	10	14	10	14	10	14	10	14	10	14	10	14
65 +	11	15	12	17	12	17	11	15	12	17	12	17
Adults												
Total	60	100	61	100	61	100	61	100	61	100	61	100
AB	22	37	22	36	22	36	22	36	22	36	22	36
C1	20	33	20	33	20	33	20	33	20	33	20	33
C2	9	15	9	15	9	15	9	15	9	15	9	15
DE	9	15	10	16	10	16	10	16	10	16	10	16
Working F/T	40	67	40	66	40	66	40	66	40	66	40	66
Not Working	20	33	21	34	21	34	21	34	21	34	21	34

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	69	100	69	100	69	100	69	100	69	100	69	100
Age												
4 - 15	9	13	9	13	9	13	9	13	9	13	9	13
16 - 24	7	10	7	10	7	10	7	10	7	10	7	10
25 - 34	8	12	8	12	8	12	8	12	8	12	8	12
35 - 44	12	17	11	16	12	17	11	16	12	17	12	17
45 - 54	11	16	11	16	11	16	11	16	11	16	11	16
55 - 64	12	17	13	19	12	17	13	19	12	17	12	17
65 +	10	14	10	14	10	14	10	14	10	14	10	14
Adults												
Total	60	100	60	100	60	100	60	100	60	100	60	100
AB	21	35	21	35	21	35	21	35	21	35	21	35
C1	20	33	20	33	20	33	20	33	20	33	20	33
C2	7	12	7	12	7	12	7	12	7	12	7	12
DE	12	20	12	20	12	20	12	20	12	20	12	20
Working F/T	25	42	25	42	26	43	25	42	27	45	25	42
Not Working	35	58	35	58	34	57	35	58	33	55	35	58

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	69	100	69	100	68	100	69	100	68	100	69	100
Age												
4 - 15	9	13	9	13	9	13	9	13	9	13	9	13
16 - 24	7	10	7	10	7	10	7	10	7	10	7	10
25 - 34	8	12	8	12	7	10	8	12	8	12	8	12
35 - 44	11	16	12	17	12	18	12	17	12	18	12	17
45 - 54	11	16	11	16	11	16	11	16	10	15	11	16
55 - 64	12	17	12	17	12	18	12	17	12	18	12	17
65 +	11	16	10	14	10	15	10	14	10	15	10	14
Adults												
Total	60	100	60	100	59	100	60	100	59	100	60	100
AB	20	33	21	35	20	34	21	35	21	36	20	33
C1	21	35	20	33	21	36	20	33	20	34	21	35
C2	7	12	7	12	7	12	7	12	7	12	7	12
DE	12	20	12	20	11	19	12	20	11	19	12	20
Working F/T	25	42	26	43	25	42	26	43	26	44	26	43
Not Working	35	58	34	57	34	58	34	57	33	56	34	57

ITV Meridian / Anglia

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5245	100	5250	100	5255	100	5260	100	5265	100	5270	100
TV Households	5131	98	5136	98	5140	98	5145	98	5150	98	5155	98
ITV Households	4525	86	4530	86	4534	86	4538	86	4542	86	4547	86

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5275	100	5280	100	5285	100	5290	100	5295	100	5299	100
TV Households	5160	98	5164	98	5169	98	5174	98	5179	98	5184	98
ITV Households	4551	86	4555	86	4560	86	4564	86	4568	86	4572	86

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	4525	100	4530	100	4534	100	4538	100	4542	100	4547	100
Social Class												
AB	1107	24	1109	24	1110	24	1111	24	1111	24	1112	24
C1	1360	30	1362	30	1363	30	1364	30	1366	30	1367	30
C2	885	20	885	20	886	20	887	20	888	20	889	20
DE	1173	26	1174	26	1175	26	1176	26	1177	26	1179	26
Housewife Age												
Under 25	201	4	201	4	200	4	201	4	201	4	202	4
25 - 34	644	14	645	14	646	14	646	14	647	14	647	14
35 - 44	895	20	896	20	897	20	898	20	898	20	899	20
45 - 54	822	18	823	18	823	18	824	18	825	18	826	18
55 - 64	787	17	788	17	789	17	789	17	790	17	791	17
65 +	1176	26	1177	26	1179	26	1180	26	1181	26	1182	26
Size												
1	1359	30	1360	30	1362	30	1363	30	1364	30	1366	30
2	1642	36	1644	36	1645	36	1647	36	1648	36	1650	36
3	665	15	666	15	666	15	667	15	668	15	668	15
4+	859	19	860	19	861	19	861	19	862	19	863	19
Children												
Without	3382	75	3386	75	3389	75	3392	75	3396	75	3399	75
With	1143	25	1144	25	1145	25	1146	25	1146	25	1148	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	4551	100	4555	100	4560	100	4564	100	4568	100	4572	100
Social Class												
AB	1113	24	1114	24	1116	24	1116	24	1118	24	1119	24
C1	1368	30	1369	30	1371	30	1372	30	1373	30	1374	30
C2	890	20	891	20	891	20	892	20	893	20	894	20
DE	1180	26	1181	26	1182	26	1184	26	1184	26	1185	26
Housewife Age												
Under 25	202	4	202	4	202	4	202	4	203	4	203	4
25 - 34	648	14	649	14	649	14	650	14	650	14	651	14
35 - 44	900	20	901	20	902	20	903	20	903	20	904	20
45 - 54	826	18	827	18	828	18	829	18	830	18	830	18
55 - 64	792	17	792	17	793	17	794	17	795	17	795	17
65 +	1183	26	1184	26	1186	26	1186	26	1187	26	1189	26
Size												
1	1366	30	1368	30	1370	30	1371	30	1372	30	1373	30
2	1652	36	1653	36	1655	36	1656	36	1658	36	1659	36
3	669	15	670	15	670	15	671	15	671	15	672	15
4+	864	19	864	19	865	19	866	19	867	19	868	19
Children												
Without	3402	75	3405	75	3409	75	3412	75	3415	75	3418	75
With	1149	25	1150	25	1151	25	1152	25	1153	25	1154	25

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	9958	100	9967	100	9976	100	9986	100	9995	100	10005	100
Age												
4 - 9	716	7	717	7	718	7	718	7	718	7	720	7
10 - 15	789	8	789	8	790	8	791	8	792	8	792	8
16 - 24	1110	11	1111	11	1112	11	1113	11	1113	11	1115	11
25 - 34	1204	12	1205	12	1206	12	1207	12	1209	12	1210	12
35 - 44	1582	16	1584	16	1585	16	1587	16	1589	16	1590	16
45 - 54	1445	15	1446	15	1447	15	1449	15	1450	15	1451	15
55 - 64	1345	14	1346	14	1348	14	1349	14	1350	14	1352	14
65 +	1767	18	1769	18	1770	18	1772	18	1774	18	1775	18
Adults												
Total	8453	100	8461	100	8468	100	8477	100	8485	100	8493	100
AB	2198	26	2200	26	2202	26	2204	26	2206	26	2208	26
C1	2580	31	2582	31	2585	31	2587	31	2590	31	2592	31
C2	1801	21	1804	21	1805	21	1807	21	1808	21	1810	21
DE	1874	22	1875	22	1876	22	1879	22	1881	22	1883	22

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	10014	100	10023	100	10033	100	10042	100	10051	100	10061	100
Age												
4 - 9	720	7	721	7	722	7	722	7	723	7	724	7
10 - 15	793	8	794	8	794	8	795	8	796	8	796	8
16 - 24	1116	11	1117	11	1118	11	1119	11	1120	11	1121	11
25 - 34	1211	12	1212	12	1213	12	1214	12	1215	12	1217	12
35 - 44	1591	16	1593	16	1595	16	1596	16	1598	16	1598	16
45 - 54	1453	15	1454	15	1455	15	1457	15	1457	15	1459	15
55 - 64	1353	14	1354	14	1355	14	1357	14	1358	14	1359	14
65 +	1777	18	1778	18	1781	18	1782	18	1784	18	1787	18
Adults												
Total	8501	100	8508	100	8517	100	8525	100	8532	100	8541	100
AB	2210	26	2212	26	2214	26	2216	26	2218	26	2220	26
C1	2595	31	2597	31	2599	31	2602	31	2604	31	2607	31
C2	1811	21	1813	21	1816	21	1817	21	1818	21	1820	21
DE	1885	22	1886	22	1888	22	1890	22	1892	22	1894	22

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4841	100	4845	100	4849	100	4854	100	4858	100	4864	100
Age												
4 - 15	774	16	774	16	775	16	776	16	776	16	778	16
16 - 24	557	12	557	11	558	12	558	11	558	11	559	11
25 - 34	590	12	591	12	590	12	591	12	592	12	593	12
35 - 44	766	16	767	16	767	16	768	16	769	16	769	16
45 - 54	706	15	706	15	707	15	708	15	708	15	709	15
55 - 64	657	14	657	14	659	14	659	14	660	14	660	14
65 +	791	16	793	16	793	16	794	16	795	16	796	16
Adults												
Total	4067	100	4071	100	4074	100	4078	100	4082	100	4086	100
AB	1093	27	1094	27	1095	27	1096	27	1097	27	1098	27
C1	1193	29	1194	29	1196	29	1196	29	1198	29	1199	29
C2	957	24	959	24	959	24	960	24	960	24	961	24
DE	824	20	824	20	824	20	826	20	827	20	828	20
Working F/T	2578	63	2580	63	2583	63	2585	63	2588	63	2590	63
Not Working	1489	37	1491	37	1491	37	1493	37	1494	37	1496	37

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4868	100	4872	100	4877	100	4881	100	4886	100	4890	100
Age												
4 - 15	778	16	779	16	779	16	780	16	781	16	781	16
16 - 24	560	12	560	11	561	12	561	11	562	12	562	11
25 - 34	593	12	594	12	594	12	595	12	595	12	596	12
35 - 44	770	16	771	16	772	16	773	16	773	16	774	16
45 - 54	710	15	711	15	711	15	711	15	712	15	712	15
55 - 64	661	14	662	14	662	14	663	14	664	14	664	14
65 +	796	16	795	16	798	16	798	16	799	16	801	16
Adults												
Total	4090	100	4093	100	4098	100	4101	100	4105	100	4109	100
AB	1099	27	1100	27	1101	27	1102	27	1103	27	1104	27
C1	1200	29	1201	29	1202	29	1203	29	1204	29	1206	29
C2	962	24	963	24	965	24	965	24	966	24	967	24
DE	829	20	829	20	830	20	831	20	832	20	832	20
Working F/T	2593	63	2595	63	2598	63	2600	63	2602	63	2605	63
Not Working	1497	37	1498	37	1500	37	1501	37	1503	37	1504	37

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5117	100	5122	100	5127	100	5132	100	5137	100	5141	100
Age												
4 - 15	731	14	732	14	733	14	733	14	734	14	734	14
16 - 24	553	11	554	11	554	11	555	11	555	11	556	11
25 - 34	614	12	614	12	616	12	616	12	617	12	617	12
35 - 44	816	16	817	16	818	16	819	16	820	16	821	16
45 - 54	739	14	740	14	740	14	741	14	742	14	742	14
55 - 64	688	13	689	13	689	13	690	13	690	13	692	13
65 +	976	19	976	19	977	19	978	19	979	19	979	19
Adults												
Total	4386	100	4390	100	4394	100	4399	100	4403	100	4407	100
AB	1105	25	1106	25	1107	25	1108	25	1109	25	1110	25
C1	1387	32	1388	32	1389	32	1391	32	1392	32	1393	32
C2	844	19	845	19	846	19	847	19	848	19	849	19
DE	1050	24	1051	24	1052	24	1053	24	1054	24	1055	24
Working F/T	1436	33	1438	33	1438	33	1441	33	1442	33	1443	33
Not Working	2950	67	2952	67	2956	67	2958	67	2961	67	2964	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5146	100	5151	100	5156	100	5161	100	5165	100	5171	100
Age												
4 - 15	735	14	736	14	737	14	737	14	738	14	739	14
16 - 24	556	11	557	11	557	11	558	11	558	11	559	11
25 - 34	618	12	618	12	619	12	619	12	620	12	621	12
35 - 44	821	16	822	16	823	16	823	16	825	16	824	16
45 - 54	743	14	743	14	744	14	746	14	745	14	747	14
55 - 64	692	13	692	13	693	13	694	13	694	13	695	13
65 +	981	19	983	19	983	19	984	19	985	19	986	19
Adults												
Total	4411	100	4415	100	4419	100	4424	100	4427	100	4432	100
AB	1111	25	1112	25	1113	25	1114	25	1115	25	1116	25
C1	1395	32	1396	32	1397	32	1399	32	1400	32	1401	32
C2	849	19	850	19	851	19	852	19	852	19	853	19
DE	1056	24	1057	24	1058	24	1059	24	1060	24	1062	24
Working F/T	1444	33	1446	33	1446	33	1448	33	1450	33	1451	33
Not Working	2967	67	2969	67	2973	67	2976	67	2977	67	2981	67

ITV Granada / Border

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3596	100	3599	100	3602	100	3604	100	3607	100	3610	100
TV Households	3533	98	3535	98	3538	98	3540	98	3543	98	3546	98
ITV Households	3291	92	3293	91	3296	92	3298	92	3301	92	3303	91

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3612	100	3615	100	3618	100	3620	100	3623	100	3626	100
TV Households	3548	98	3551	98	3554	98	3556	98	3559	98	3562	98
ITV Households	3306	92	3308	92	3310	91	3313	92	3315	91	3318	92

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3291	100	3293	100	3296	100	3298	100	3301	100	3303	100
Social Class												
AB	570	17	570	17	571	17	571	17	572	17	572	17
C1	889	27	889	27	890	27	890	27	891	27	892	27
C2	649	20	650	20	650	20	651	20	651	20	651	20
DE	1183	36	1184	36	1185	36	1186	36	1187	36	1188	36
Housewife Age												
Under 25	221	7	222	7	222	7	222	7	222	7	222	7
25 - 34	477	14	477	14	478	15	478	14	478	14	479	15
35 - 44	629	19	630	19	630	19	631	19	631	19	632	19
45 - 54	590	18	591	18	591	18	591	18	592	18	592	18
55 - 64	543	16	544	17	544	17	544	16	545	17	545	17
65 +	831	25	829	25	831	25	832	25	833	25	833	25
Size												
1	1074	33	1074	33	1075	33	1076	33	1077	33	1078	33
2	1108	34	1109	34	1110	34	1111	34	1112	34	1112	34
3	527	16	527	16	528	16	528	16	528	16	529	16
4+	582	18	583	18	583	18	583	18	584	18	584	18
Children												
Without	2441	74	2443	74	2445	74	2446	74	2449	74	2450	74
With	850	26	850	26	851	26	852	26	852	26	853	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3306	100	3308	100	3310	100	3313	100	3315	100	3318	100
Social Class												
AB	572	17	573	17	573	17	575	17	574	17	575	17
C1	892	27	893	27	894	27	894	27	895	27	896	27
C2	652	20	652	20	653	20	653	20	654	20	654	20
DE	1190	36	1190	36	1190	36	1191	36	1192	36	1193	36
Housewife Age												
Under 25	222	7	223	7	223	7	223	7	223	7	223	7
25 - 34	479	14	479	14	480	15	480	14	481	15	481	14
35 - 44	632	19	633	19	633	19	634	19	634	19	634	19
45 - 54	593	18	593	18	594	18	594	18	594	18	595	18
55 - 64	546	17	546	17	546	16	547	17	547	17	548	17
65 +	834	25	834	25	834	25	835	25	836	25	837	25
Size												
1	1079	33	1079	33	1080	33	1081	33	1082	33	1082	33
2	1113	34	1114	34	1115	34	1116	34	1116	34	1117	34
3	529	16	530	16	530	16	530	16	531	16	531	16
4+	585	18	585	18	585	18	586	18	586	18	588	18
Children												
Without	2452	74	2454	74	2455	74	2457	74	2459	74	2461	74
With	854	26	854	26	855	26	856	26	856	26	857	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7105	100	7111	100	7116	100	7121	100	7126	100	7131	100
Age												
4 - 9	523	7	523	7	525	7	524	7	525	7	525	7
10 - 15	562	8	563	8	563	8	564	8	564	8	564	8
16 - 24	892	13	892	13	893	13	894	13	894	13	895	13
25 - 34	881	12	882	12	882	12	883	12	884	12	884	12
35 - 44	1101	15	1103	16	1104	16	1104	16	1104	15	1106	16
45 - 54	1022	14	1023	14	1022	14	1024	14	1025	14	1026	14
55 - 64	922	13	922	13	923	13	924	13	924	13	925	13
65 +	1202	17	1203	17	1204	17	1204	17	1206	17	1206	17
Adults												
Total	6020	100	6025	100	6028	100	6033	100	6037	100	6042	100
AB	1141	19	1142	19	1142	19	1143	19	1144	19	1145	19
C1	1691	28	1692	28	1694	28	1695	28	1696	28	1697	28
C2	1305	22	1306	22	1307	22	1308	22	1309	22	1310	22
DE	1883	31	1885	31	1885	31	1887	31	1888	31	1890	31

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	7137	100	7142	100	7147	100	7152	100	7158	100	7163	100
Age												
4 - 9	526	7	526	7	526	7	527	7	527	7	527	7
10 - 15	565	8	565	8	566	8	566	8	567	8	568	8
16 - 24	896	13	896	13	897	13	898	13	898	13	899	13
25 - 34	885	12	886	12	886	12	887	12	888	12	888	12
35 - 44	1106	15	1107	15	1108	16	1108	15	1109	15	1111	16
45 - 54	1026	14	1027	14	1028	14	1029	14	1029	14	1029	14
55 - 64	926	13	926	13	927	13	928	13	928	13	929	13
65 +	1207	17	1209	17	1209	17	1209	17	1212	17	1212	17
Adults												
Total	6046	100	6051	100	6055	100	6059	100	6064	100	6068	100
AB	1145	19	1146	19	1147	19	1148	19	1149	19	1150	19
C1	1699	28	1700	28	1701	28	1702	28	1703	28	1705	28
C2	1311	22	1312	22	1313	22	1314	22	1314	22	1315	22
DE	1891	31	1893	31	1894	31	1895	31	1898	31	1898	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3480	100	3483	100	3485	100	3488	100	3490	100	3493	100
Age												
4 - 15	565	16	566	16	567	16	567	16	567	16	568	16
16 - 24	454	13	453	13	454	13	455	13	454	13	455	13
25 - 34	438	13	439	13	439	13	439	13	440	13	440	13
35 - 44	538	15	539	15	540	15	539	15	539	15	540	15
45 - 54	499	14	500	14	498	14	500	14	501	14	501	14
55 - 64	455	13	455	13	456	13	456	13	456	13	457	13
65 +	531	15	531	15	531	15	532	15	533	15	532	15
Adults												
Total	2915	100	2917	100	2918	100	2921	100	2923	100	2925	100
AB	577	20	578	20	578	20	578	20	579	20	579	20
C1	794	27	794	27	795	27	796	27	796	27	797	27
C2	708	24	708	24	708	24	709	24	710	24	710	24
DE	836	29	837	29	837	29	838	29	838	29	839	29
Working F/T	1715	59	1717	59	1718	59	1719	59	1721	59	1722	59
Not Working	1200	41	1200	41	1200	41	1202	41	1202	41	1203	41

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3495	100	3498	100	3501	100	3503	100	3506	100	3508	100
Age												
4 - 15	568	16	569	16	569	16	570	16	570	16	570	16
16 - 24	456	13	455	13	456	13	457	13	456	13	457	13
25 - 34	440	13	441	13	441	13	441	13	442	13	442	13
35 - 44	540	15	540	15	541	15	541	15	541	15	543	15
45 - 54	501	14	502	14	502	14	503	14	503	14	503	14
55 - 64	457	13	457	13	458	13	458	13	458	13	458	13
65 +	533	15	534	15	534	15	533	15	536	15	535	15
Adults												
Total	2927	100	2929	100	2932	100	2933	100	2936	100	2938	100
AB	579	20	580	20	580	20	581	20	581	20	582	20
C1	798	27	798	27	799	27	799	27	800	27	800	27
C2	710	24	710	24	712	24	712	24	712	24	713	24
DE	840	29	841	29	841	29	841	29	843	29	843	29
Working F/T	1723	59	1724	59	1726	59	1726	59	1728	59	1729	59
Not Working	1204	41	1205	41	1206	41	1207	41	1208	41	1209	41

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3625	100	3628	100	3631	100	3633	100	3636	100	3638	100
Age												
4 - 15	520	14	520	14	521	14	521	14	522	14	521	14
16 - 24	438	12	439	12	439	12	439	12	440	12	440	12
25 - 34	443	12	443	12	443	12	444	12	444	12	444	12
35 - 44	563	16	564	16	564	16	565	16	565	16	566	16
45 - 54	523	14	523	14	524	14	524	14	524	14	525	14
55 - 64	467	13	467	13	467	13	468	13	468	13	468	13
65 +	671	19	672	19	673	19	672	18	673	19	674	19
Adults												
Total	3105	100	3108	100	3110	100	3112	100	3114	100	3117	100
AB	564	18	564	18	564	18	565	18	565	18	566	18
C1	897	29	898	29	899	29	899	29	900	29	900	29
C2	597	19	598	19	599	19	599	19	599	19	600	19
DE	1047	34	1048	34	1048	34	1049	34	1050	34	1051	34
Working F/T	1039	33	1039	33	1040	33	1041	33	1041	33	1043	33
Not Working	2066	67	2069	67	2070	67	2071	67	2073	67	2074	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3642	100	3644	100	3646	100	3649	100	3652	100	3655	100
Age												
4 - 15	523	14	522	14	523	14	523	14	524	14	525	14
16 - 24	440	12	441	12	441	12	441	12	442	12	442	12
25 - 34	445	12	445	12	445	12	446	12	446	12	446	12
35 - 44	566	16	567	16	567	16	567	16	568	16	568	16
45 - 54	525	14	525	14	526	14	526	14	526	14	526	14
55 - 64	469	13	469	13	469	13	470	13	470	13	471	13
65 +	674	19	675	19	675	19	676	19	676	19	677	19
Adults												
Total	3119	100	3122	100	3123	100	3126	100	3128	100	3130	100
AB	566	18	566	18	567	18	567	18	568	18	568	18
C1	901	29	902	29	902	29	903	29	903	29	905	29
C2	601	19	602	19	601	19	602	19	602	19	602	19
DE	1051	34	1052	34	1053	34	1054	34	1055	34	1055	34
Working F/T	1044	33	1045	33	1044	33	1047	33	1047	33	1048	33
Not Working	2075	67	2077	67	2079	67	2079	67	2081	67	2082	67

ITV Yorkshire / Tyne Tees

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4269	100	4273	100	4276	100	4280	100	4284	100	4287	100
TV Households	4180	98	4183	98	4187	98	4190	98	4194	98	4197	98
ITV Households	3828	90	3831	90	3834	90	3838	90	3841	90	3844	90

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	4291	100	4294	100	4298	100	4301	100	4305	100	4308	100
TV Households	4201	98	4204	98	4208	98	4211	98	4215	98	4218	98
ITV Households	3847	90	3850	90	3853	90	3856	90	3859	90	3862	90

Projections for		ITV Households											
		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3828	100	3831	100	3834	100	3838	100	3841	100	3844	100
Social Class	AB	672	18	673	18	673	18	674	18	674	18	675	18
	C1	979	26	979	26	980	26	981	26	982	26	983	26
	C2	787	21	788	21	789	21	789	21	790	21	791	21
	DE	1390	36	1391	36	1392	36	1394	36	1395	36	1395	36
Housewife Age	Under 25	227	6	226	6	227	6	227	6	229	6	227	6
	25 - 34	556	15	557	15	557	15	558	15	558	15	559	15
	35 - 44	729	19	729	19	730	19	731	19	731	19	732	19
	45 - 54	694	18	695	18	695	18	696	18	696	18	697	18
	55 - 64	668	17	669	17	669	17	670	17	670	17	671	17
	65 +	954	25	955	25	956	25	956	25	957	25	958	25
Size	1	1181	31	1181	31	1181	31	1183	31	1184	31	1185	31
	2	1367	36	1368	36	1370	36	1371	36	1372	36	1373	36
	3	599	16	600	16	600	16	601	16	601	16	602	16
	4+	681	18	682	18	683	18	683	18	684	18	684	18
Children	Without	2852	75	2854	74	2857	75	2860	75	2862	75	2864	75
	With	976	25	977	26	977	25	978	25	979	25	980	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3847	100	3850	100	3853	100	3856	100	3859	100	3862	100
Social Class												
AB	676	18	676	18	677	18	677	18	678	18	678	18
C1	983	26	984	26	985	26	986	26	987	26	987	26
C2	791	21	792	21	793	21	793	21	794	21	795	21
DE	1397	36	1398	36	1398	36	1400	36	1400	36	1402	36
Housewife Age												
Under 25	228	6	228	6	227	6	229	6	228	6	229	6
25 - 34	559	15	559	15	560	15	560	15	561	15	561	15
35 - 44	732	19	733	19	734	19	734	19	735	19	735	19
45 - 54	697	18	698	18	699	18	699	18	700	18	700	18
55 - 64	671	17	672	17	672	17	673	17	673	17	674	17
65 +	960	25	960	25	961	25	961	25	962	25	963	25
Size												
1	1186	31	1187	31	1188	31	1188	31	1190	31	1191	31
2	1374	36	1375	36	1376	36	1377	36	1378	36	1380	36
3	602	16	603	16	603	16	604	16	604	16	605	16
4+	685	18	685	18	686	18	687	18	687	18	686	18
Children												
Without	2866	74	2868	74	2871	75	2873	75	2875	75	2878	75
With	981	26	982	26	982	25	983	25	984	25	984	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8330	100	8337	100	8344	100	8351	100	8358	100	8364	100
Age												
4 - 9	572	7	572	7	572	7	573	7	574	7	574	7
10 - 15	664	8	665	8	666	8	666	8	667	8	667	8
16 - 24	1065	13	1066	13	1067	13	1068	13	1068	13	1069	13
25 - 34	1024	12	1025	12	1026	12	1027	12	1028	12	1029	12
35 - 44	1266	15	1267	15	1268	15	1268	15	1270	15	1271	15
45 - 54	1209	15	1210	15	1211	15	1212	15	1213	15	1214	15
55 - 64	1122	13	1123	13	1124	13	1125	13	1126	13	1127	13
65 +	1408	17	1409	17	1410	17	1412	17	1412	17	1413	17
Adults												
Total	7094	100	7100	100	7106	100	7112	100	7117	100	7123	100
AB	1357	19	1357	19	1359	19	1360	19	1361	19	1362	19
C1	1865	26	1867	26	1868	26	1870	26	1871	26	1873	26
C2	1616	23	1618	23	1619	23	1620	23	1621	23	1622	23
DE	2256	32	2258	32	2260	32	2262	32	2264	32	2266	32

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8371	100	8378	100	8385	100	8392	100	8398	100	8405	100
Age												
4 - 9	575	7	575	7	575	7	576	7	576	7	577	7
10 - 15	667	8	668	8	669	8	669	8	670	8	670	8
16 - 24	1070	13	1071	13	1072	13	1072	13	1073	13	1074	13
25 - 34	1030	12	1031	12	1031	12	1033	12	1033	12	1034	12
35 - 44	1271	15	1272	15	1274	15	1275	15	1276	15	1277	15
45 - 54	1215	15	1216	15	1217	15	1218	15	1220	15	1220	15
55 - 64	1128	13	1128	13	1129	13	1130	13	1131	13	1132	13
65 +	1415	17	1417	17	1418	17	1419	17	1419	17	1421	17
Adults												
Total	7129	100	7135	100	7141	100	7147	100	7152	100	7158	100
AB	1363	19	1364	19	1366	19	1366	19	1368	19	1369	19
C1	1875	26	1876	26	1877	26	1879	26	1880	26	1882	26
C2	1624	23	1625	23	1627	23	1629	23	1629	23	1631	23
DE	2267	32	2270	32	2271	32	2273	32	2275	32	2276	32

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4077	100	4081	100	4084	100	4088	100	4091	100	4094	100
Age												
4 - 15	633	16	634	16	634	16	635	16	635	16	636	16
16 - 24	549	13	550	13	550	13	551	13	551	13	551	13
25 - 34	506	12	506	12	507	12	507	12	508	12	509	12
35 - 44	614	15	615	15	615	15	616	15	616	15	617	15
45 - 54	597	15	597	15	598	15	598	15	599	15	599	15
55 - 64	551	14	551	14	552	14	553	14	553	14	553	14
65 +	627	15	628	15	628	15	628	15	629	15	629	15
Adults												
Total	3444	100	3447	100	3450	100	3453	100	3456	100	3458	100
AB	672	20	672	19	674	20	674	20	675	20	674	19
C1	890	26	891	26	891	26	892	26	892	26	894	26
C2	871	25	872	25	872	25	873	25	874	25	874	25
DE	1011	29	1012	29	1013	29	1014	29	1015	29	1016	29
Working F/T	2020	59	2022	59	2024	59	2026	59	2027	59	2028	59
Not Working	1424	41	1425	41	1426	41	1427	41	1429	41	1430	41

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4098	100	4101	100	4105	100	4108	100	4111	100	4114	100
Age												
4 - 15	636	16	637	16	638	16	638	16	639	16	639	16
16 - 24	553	13	553	13	553	13	553	13	554	13	554	13
25 - 34	509	12	509	12	509	12	511	12	510	12	511	12
35 - 44	617	15	618	15	618	15	619	15	619	15	620	15
45 - 54	600	15	600	15	601	15	601	15	602	15	602	15
55 - 64	553	13	554	14	555	14	555	14	556	14	556	14
65 +	630	15	630	15	631	15	631	15	631	15	632	15
Adults												
Total	3462	100	3464	100	3467	100	3470	100	3472	100	3475	100
AB	676	20	676	20	677	20	677	20	678	20	678	20
C1	894	26	895	26	895	26	896	26	897	26	898	26
C2	875	25	876	25	877	25	878	25	877	25	879	25
DE	1017	29	1017	29	1018	29	1019	29	1020	29	1020	29
Working F/T	2031	59	2032	59	2034	59	2036	59	2037	59	2039	59
Not Working	1431	41	1432	41	1433	41	1434	41	1435	41	1436	41

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4253	100	4256	100	4260	100	4263	100	4267	100	4270	100
Age												
4 - 15	603	14	603	14	604	14	604	14	606	14	605	14
16 - 24	516	12	516	12	517	12	517	12	517	12	518	12
25 - 34	518	12	519	12	519	12	520	12	520	12	520	12
35 - 44	652	15	652	15	653	15	652	15	654	15	654	15
45 - 54	612	14	613	14	613	14	614	14	614	14	615	14
55 - 64	571	13	572	13	572	13	572	13	573	13	574	13
65 +	781	18	781	18	782	18	784	18	783	18	784	18
Adults												
Total	3650	100	3653	100	3656	100	3659	100	3661	100	3665	100
AB	685	19	685	19	685	19	686	19	686	19	688	19
C1	975	27	976	27	977	27	978	27	979	27	979	27
C2	745	20	746	20	747	20	747	20	747	20	748	20
DE	1245	34	1246	34	1247	34	1248	34	1249	34	1250	34
Working F/T	1151	32	1152	32	1153	32	1153	32	1155	32	1156	32
Not Working	2499	68	2501	68	2503	68	2506	68	2506	68	2509	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4273	100	4277	100	4280	100	4284	100	4287	100	4291	100
Age												
4 - 15	606	14	606	14	606	14	607	14	607	14	608	14
16 - 24	517	12	518	12	519	12	519	12	519	12	520	12
25 - 34	521	12	522	12	522	12	522	12	523	12	523	12
35 - 44	654	15	654	15	656	15	656	15	657	15	657	15
45 - 54	615	14	616	14	616	14	617	14	618	14	618	14
55 - 64	575	13	574	13	574	13	575	13	575	13	576	13
65 +	785	18	787	18	787	18	788	18	788	18	789	18
Adults												
Total	3667	100	3671	100	3674	100	3677	100	3680	100	3683	100
AB	687	19	688	19	689	19	689	19	690	19	691	19
C1	981	27	981	27	982	27	983	27	983	27	984	27
C2	749	20	749	20	750	20	751	20	752	20	752	20
DE	1250	34	1253	34	1253	34	1254	34	1255	34	1256	34
Working F/T	1156	32	1158	32	1159	32	1159	32	1160	32	1161	32
Not Working	2511	68	2513	68	2515	68	2518	68	2520	68	2522	68

ITV Granada North

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7802	100	7808	100	7814	100	7820	100	7827	100	7833	100
TV Households	7651	98	7657	98	7664	98	7670	98	7676	98	7682	98
ITV Households	7114	91	7119	91	7125	91	7130	91	7136	91	7141	91

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7839	100	7845	100	7851	100	7858	100	7864	100	7870	100
TV Households	7688	98	7694	98	7700	98	7706	98	7712	98	7718	98
ITV Households	7147	91	7152	91	7158	91	7163	91	7169	91	7174	91

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7114	100	7119	100	7125	100	7130	100	7136	100	7141	100
Social Class												
AB	1241	17	1242	17	1244	17	1244	17	1245	17	1246	17
C1	1865	26	1867	26	1868	26	1870	26	1871	26	1873	26
C2	1435	20	1436	20	1437	20	1439	20	1440	20	1441	20
DE	2573	36	2574	36	2576	36	2577	36	2580	36	2581	36
Housewife Age												
Under 25	447	6	447	6	450	6	448	6	450	6	449	6
25 - 34	1032	15	1033	15	1033	14	1034	15	1035	15	1036	15
35 - 44	1358	19	1359	19	1360	19	1361	19	1362	19	1363	19
45 - 54	1283	18	1284	18	1285	18	1286	18	1287	18	1288	18
55 - 64	1211	17	1212	17	1212	17	1213	17	1214	17	1215	17
65 +	1783	25	1784	25	1785	25	1788	25	1788	25	1790	25
Size												
1	2253	32	2255	32	2256	32	2258	32	2259	32	2262	32
2	2473	35	2475	35	2477	35	2479	35	2481	35	2483	35
3	1125	16	1126	16	1127	16	1128	16	1129	16	1130	16
4+	1263	18	1263	18	1265	18	1265	18	1267	18	1266	18
Children												
Without	5289	74	5292	74	5297	74	5301	74	5305	74	5309	74
With	1825	26	1827	26	1828	26	1829	26	1831	26	1832	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7147	100	7152	100	7158	100	7163	100	7169	100	7174	100
Social Class												
AB	1247	17	1248	17	1249	17	1250	17	1250	17	1251	17
C1	1874	26	1876	26	1877	26	1879	26	1880	26	1881	26
C2	1442	20	1443	20	1444	20	1445	20	1447	20	1448	20
DE	2584	36	2585	36	2588	36	2589	36	2592	36	2594	36
Housewife Age												
Under 25	450	6	450	6	450	6	451	6	451	6	451	6
25 - 34	1037	15	1037	14	1038	15	1039	15	1040	15	1041	15
35 - 44	1364	19	1365	19	1366	19	1367	19	1368	19	1369	19
45 - 54	1289	18	1290	18	1291	18	1292	18	1293	18	1294	18
55 - 64	1216	17	1217	17	1218	17	1219	17	1220	17	1221	17
65 +	1791	25	1793	25	1795	25	1795	25	1797	25	1798	25
Size												
1	2263	32	2265	32	2267	32	2268	32	2270	32	2272	32
2	2485	35	2486	35	2488	35	2490	35	2492	35	2494	35
3	1130	16	1131	16	1132	16	1133	16	1134	16	1135	16
4+	1269	18	1270	18	1271	18	1272	18	1273	18	1273	18
Children												
Without	5313	74	5317	74	5321	74	5325	74	5330	74	5333	74
With	1834	26	1835	26	1837	26	1838	26	1839	26	1841	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15423	100	15435	100	15447	100	15459	100	15471	100	15483	100
Age												
4 - 9	1094	7	1096	7	1097	7	1097	7	1098	7	1099	7
10 - 15	1227	8	1227	8	1228	8	1229	8	1230	8	1231	8
16 - 24	1954	13	1956	13	1956	13	1959	13	1960	13	1961	13
25 - 34	1903	12	1904	12	1906	12	1907	12	1909	12	1911	12
35 - 44	2366	15	2368	15	2370	15	2372	15	2374	15	2375	15
45 - 54	2230	14	2231	14	2234	14	2235	14	2237	14	2239	14
55 - 64	2042	13	2044	13	2045	13	2047	13	2048	13	2050	13
65 +	2607	17	2609	17	2611	17	2613	17	2615	17	2617	17
Adults												
Total	13102	100	13112	100	13122	100	13133	100	13143	100	13153	100
AB	2495	19	2496	19	2498	19	2500	19	2502	19	2504	19
C1	3552	27	3555	27	3558	27	3561	27	3564	27	3566	27
C2	2918	22	2920	22	2922	22	2925	22	2927	22	2930	22
DE	4137	32	4141	32	4144	32	4147	32	4150	32	4153	32

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15495	100	15507	100	15519	100	15531	100	15543	100	15555	100
Age												
4 - 9	1100	7	1101	7	1101	7	1102	7	1103	7	1104	7
10 - 15	1232	8	1233	8	1234	8	1235	8	1236	8	1237	8
16 - 24	1963	13	1964	13	1966	13	1968	13	1969	13	1971	13
25 - 34	1912	12	1914	12	1915	12	1916	12	1918	12	1919	12
35 - 44	2377	15	2379	15	2381	15	2383	15	2385	15	2386	15
45 - 54	2241	14	2242	14	2244	14	2246	14	2247	14	2249	14
55 - 64	2052	13	2053	13	2055	13	2056	13	2058	13	2060	13
65 +	2618	17	2621	17	2623	17	2625	17	2627	17	2629	17
Adults												
Total	13163	100	13173	100	13184	100	13194	100	13204	100	13214	100
AB	2506	19	2508	19	2509	19	2512	19	2514	19	2516	19
C1	3569	27	3572	27	3575	27	3577	27	3580	27	3583	27
C2	2932	22	2933	22	2936	22	2939	22	2941	22	2943	22
DE	4156	32	4160	32	4164	32	4166	32	4169	32	4172	32

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7551	100	7557	100	7563	100	7569	100	7575	100	7580	100
Age												
4 - 15	1199	16	1200	16	1201	16	1202	16	1203	16	1203	16
16 - 24	1000	13	1002	13	1002	13	1003	13	1003	13	1004	13
25 - 34	944	13	944	12	945	12	946	12	947	13	948	13
35 - 44	1151	15	1153	15	1153	15	1154	15	1156	15	1156	15
45 - 54	1096	15	1096	15	1098	15	1098	15	1099	15	1100	15
55 - 64	1005	13	1006	13	1007	13	1008	13	1008	13	1009	13
65 +	1156	15	1156	15	1157	15	1158	15	1159	15	1160	15
Adults												
Total	6352	100	6357	100	6362	100	6367	100	6372	100	6377	100
AB	1248	20	1248	20	1250	20	1251	20	1252	20	1253	20
C1	1681	26	1683	26	1684	26	1685	26	1687	26	1688	26
C2	1577	25	1578	25	1578	25	1580	25	1581	25	1583	25
DE	1846	29	1848	29	1850	29	1851	29	1852	29	1853	29
Working F/T	3733	59	3735	59	3738	59	3741	59	3744	59	3747	59
Not Working	2619	41	2622	41	2624	41	2626	41	2628	41	2630	41

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7586	100	7592	100	7598	100	7604	100	7610	100	7616	100
Age												
4 - 15	1204	16	1205	16	1206	16	1207	16	1208	16	1209	16
16 - 24	1005	13	1006	13	1007	13	1008	13	1008	13	1009	13
25 - 34	948	12	949	13	949	12	950	12	951	12	952	13
35 - 44	1157	15	1158	15	1159	15	1160	15	1161	15	1162	15
45 - 54	1101	15	1101	15	1102	15	1103	15	1104	15	1105	15
55 - 64	1010	13	1011	13	1012	13	1012	13	1013	13	1014	13
65 +	1161	15	1162	15	1163	15	1164	15	1165	15	1165	15
Adults												
Total	6382	100	6387	100	6392	100	6397	100	6402	100	6407	100
AB	1253	20	1254	20	1255	20	1257	20	1258	20	1259	20
C1	1690	26	1691	26	1692	26	1693	26	1694	26	1696	26
C2	1584	25	1585	25	1586	25	1588	25	1589	25	1590	25
DE	1855	29	1857	29	1859	29	1859	29	1861	29	1862	29
Working F/T	3750	59	3753	59	3756	59	3759	59	3762	59	3765	59
Not Working	2632	41	2634	41	2636	41	2638	41	2640	41	2642	41

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7872	100	7878	100	7884	100	7890	100	7896	100	7903	100
Age												
4 - 15	1122	14	1123	14	1124	14	1124	14	1125	14	1127	14
16 - 24	954	12	954	12	954	12	956	12	957	12	957	12
25 - 34	959	12	960	12	961	12	961	12	962	12	963	12
35 - 44	1215	15	1215	15	1217	15	1218	15	1218	15	1219	15
45 - 54	1134	14	1135	14	1136	14	1137	14	1138	14	1139	14
55 - 64	1037	13	1038	13	1038	13	1039	13	1040	13	1041	13
65 +	1451	18	1453	18	1454	18	1455	18	1456	18	1457	18
Adults												
Total	6750	100	6755	100	6760	100	6766	100	6771	100	6776	100
AB	1247	18	1248	18	1248	18	1249	18	1250	18	1251	18
C1	1871	28	1872	28	1874	28	1876	28	1877	28	1878	28
C2	1341	20	1342	20	1344	20	1345	20	1346	20	1347	20
DE	2291	34	2293	34	2294	34	2296	34	2298	34	2300	34
Working F/T	2187	32	2190	32	2191	32	2193	32	2195	32	2196	32
Not Working	4563	68	4565	68	4569	68	4573	68	4576	68	4580	68

Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7909	100	7915	100	7921	100	7927	100	7933	100	7939	100
Age												
4 - 15	1128	14	1129	14	1129	14	1130	14	1131	14	1132	14
16 - 24	958	12	958	12	959	12	960	12	961	12	962	12
25 - 34	964	12	965	12	966	12	966	12	967	12	967	12
35 - 44	1220	15	1221	15	1222	15	1223	15	1224	15	1224	15
45 - 54	1140	14	1141	14	1142	14	1143	14	1143	14	1144	14
55 - 64	1042	13	1042	13	1043	13	1044	13	1045	13	1046	13
65 +	1457	18	1459	18	1460	18	1461	18	1462	18	1464	18
Adults												
Total	6781	100	6786	100	6792	100	6797	100	6802	100	6807	100
AB	1253	18	1254	18	1254	18	1255	18	1256	18	1257	18
C1	1879	28	1881	28	1883	28	1884	28	1886	28	1887	28
C2	1348	20	1348	20	1350	20	1351	20	1352	20	1353	20
DE	2301	34	2303	34	2305	34	2307	34	2308	34	2310	34
Working F/T	2198	32	2199	32	2201	32	2203	32	2204	32	2206	32
Not Working	4583	68	4587	68	4591	68	4594	68	4598	68	4601	68

ITV West Macro

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3168	100	3171	100	3174	100	3177	100	3180	100	3183	100
TV Households	3101	98	3104	98	3107	98	3110	98	3112	98	3115	98
ITV Households	2946	93	2949	93	2952	93	2955	93	2957	93	2960	93

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	3186	100	3189	100	3192	100	3195	100	3198	100	3201	100
TV Households	3118	98	3121	98	3124	98	3127	98	3130	98	3133	98
ITV Households	2963	93	2966	93	2969	93	2971	93	2974	93	2977	93

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2946	100	2949	100	2952	100	2955	100	2957	100	2960	100
Social Class												
AB	553	19	554	19	554	19	555	19	555	19	556	19
C1	824	28	825	28	826	28	827	28	828	28	828	28
C2	661	22	661	22	662	22	663	22	663	22	664	22
DE	908	31	909	31	910	31	910	31	911	31	912	31
Housewife Age												
Under 25	146	5	146	5	146	5	146	5	145	5	146	5
25 - 34	402	14	403	14	403	14	403	14	404	14	404	14
35 - 44	547	19	547	19	548	19	548	19	549	19	549	19
45 - 54	524	18	524	18	525	18	525	18	526	18	526	18
55 - 64	527	18	528	18	528	18	529	18	529	18	530	18
65 +	800	27	801	27	802	27	804	27	804	27	805	27
Size												
1	919	31	920	31	921	31	922	31	923	31	924	31
2	1070	36	1072	36	1073	36	1074	36	1075	36	1076	36
3	424	14	424	14	425	14	425	14	425	14	426	14
4+	533	18	533	18	533	18	534	18	534	18	534	18
Children												
Without	2230	76	2233	76	2235	76	2237	76	2239	76	2241	76
With	716	24	716	24	717	24	718	24	718	24	719	24

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2963	100	2966	100	2969	100	2971	100	2974	100	2977	100
Social Class												
AB	556	19	557	19	557	19	557	19	559	19	559	19
C1	829	28	830	28	831	28	832	28	832	28	833	28
C2	665	22	665	22	666	22	666	22	667	22	668	22
DE	913	31	914	31	915	31	916	31	916	31	917	31
Housewife Age												
Under 25	146	5	146	5	147	5	146	5	147	5	147	5
25 - 34	405	14	405	14	405	14	406	14	406	14	407	14
35 - 44	550	19	550	19	551	19	551	19	552	19	552	19
45 - 54	527	18	527	18	528	18	528	18	529	18	529	18
55 - 64	530	18	531	18	531	18	532	18	532	18	533	18
65 +	805	27	807	27	807	27	808	27	808	27	809	27
Size												
1	924	31	925	31	926	31	927	31	927	31	929	31
2	1077	36	1078	36	1079	36	1080	36	1081	36	1082	36
3	426	14	427	14	427	14	427	14	428	14	428	14
4+	536	18	536	18	537	18	537	18	538	18	538	18
Children												
Without	2243	76	2246	76	2248	76	2250	76	2252	76	2254	76
With	720	24	720	24	721	24	721	24	722	24	723	24

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6403	100	6409	100	6415	100	6421	100	6427	100	6433	100
Age												
4 - 9	438	7	438	7	438	7	439	7	439	7	440	7
10 - 15	503	8	504	8	505	8	505	8	506	8	506	8
16 - 24	756	12	756	12	757	12	758	12	758	12	759	12
25 - 34	738	12	739	12	740	12	740	12	741	12	742	12
35 - 44	949	15	950	15	950	15	952	15	953	15	953	15
45 - 54	911	14	911	14	912	14	912	14	913	14	915	14
55 - 64	896	14	897	14	898	14	899	14	900	14	901	14
65 +	1212	19	1214	19	1215	19	1216	19	1217	19	1217	19
Adults												
Total	5462	100	5467	100	5472	100	5477	100	5482	100	5487	100
AB	1080	20	1082	20	1083	20	1084	20	1085	20	1086	20
C1	1569	29	1570	29	1571	29	1573	29	1575	29	1576	29
C2	1342	25	1342	25	1344	25	1345	25	1345	25	1347	25
DE	1471	27	1473	27	1474	27	1475	27	1477	27	1478	27

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	6439	100	6446	100	6452	100	6458	100	6464	100	6470	100
Age												
4 - 9	440	7	440	7	442	7	441	7	442	7	442	7
10 - 15	506	8	508	8	507	8	508	8	508	8	509	8
16 - 24	760	12	760	12	761	12	762	12	763	12	764	12
25 - 34	743	12	744	12	744	12	745	12	745	12	746	12
35 - 44	954	15	955	15	956	15	957	15	958	15	958	15
45 - 54	916	14	916	14	917	14	918	14	919	14	920	14
55 - 64	901	14	902	14	903	14	904	14	905	14	906	14
65 +	1219	19	1221	19	1222	19	1223	19	1224	19	1225	19
Adults												
Total	5493	100	5498	100	5503	100	5509	100	5514	100	5519	100
AB	1087	20	1088	20	1089	20	1090	20	1091	20	1092	20
C1	1578	29	1579	29	1581	29	1582	29	1584	29	1586	29
C2	1349	25	1350	25	1351	25	1353	25	1354	25	1355	25
DE	1479	27	1481	27	1482	27	1484	27	1485	27	1486	27

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3121	100	3124	100	3127	100	3130	100	3133	100	3136	100
Age												
4 - 15	487	16	488	16	488	16	489	16	489	16	490	16
16 - 24	382	12	382	12	383	12	383	12	383	12	384	12
25 - 34	367	12	368	12	368	12	368	12	369	12	369	12
35 - 44	455	15	455	15	455	15	456	15	456	15	457	15
45 - 54	443	14	443	14	444	14	444	14	445	14	445	14
55 - 64	441	14	441	14	442	14	442	14	443	14	443	14
65 +	546	17	547	18	547	17	548	18	548	17	548	17
Adults												
Total	2634	100	2636	100	2639	100	2641	100	2644	100	2646	100
AB	533	20	534	20	534	20	535	20	536	20	536	20
C1	730	28	731	28	731	28	732	28	733	28	733	28
C2	714	27	714	27	716	27	716	27	716	27	717	27
DE	657	25	657	25	658	25	658	25	659	25	660	25
Working F/T	1521	58	1523	58	1525	58	1526	58	1527	58	1528	58
Not Working	1113	42	1113	42	1114	42	1115	42	1117	42	1118	42

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	3139	100	3143	100	3145	100	3148	100	3151	100	3154	100
Age												
4 - 15	490	16	491	16	491	16	491	16	492	16	492	16
16 - 24	384	12	384	12	385	12	385	12	385	12	387	12
25 - 34	370	12	371	12	370	12	371	12	371	12	371	12
35 - 44	457	15	458	15	458	15	459	15	459	15	459	15
45 - 54	446	14	445	14	446	14	446	14	447	14	447	14
55 - 64	443	14	444	14	444	14	445	14	445	14	446	14
65 +	549	17	550	17	551	18	551	18	552	18	552	18
Adults												
Total	2649	100	2652	100	2654	100	2657	100	2659	100	2662	100
AB	537	20	537	20	537	20	538	20	539	20	539	20
C1	734	28	735	28	736	28	736	28	737	28	738	28
C2	718	27	719	27	719	27	720	27	720	27	721	27
DE	660	25	661	25	662	25	663	25	663	25	664	25
Working F/T	1530	58	1532	58	1533	58	1535	58	1536	58	1538	58
Not Working	1119	42	1120	42	1121	42	1122	42	1123	42	1124	42

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3282	100	3285	100	3288	100	3291	100	3294	100	3297	100
Age												
4 - 15	454	14	454	14	455	14	455	14	456	14	456	14
16 - 24	374	11	374	11	374	11	375	11	375	11	375	11
25 - 34	371	11	371	11	372	11	372	11	372	11	373	11
35 - 44	494	15	495	15	495	15	496	15	497	15	496	15
45 - 54	468	14	468	14	468	14	468	14	468	14	470	14
55 - 64	455	14	456	14	456	14	457	14	457	14	458	14
65 +	666	20	667	20	668	20	668	20	669	20	669	20
Adults												
Total	2828	100	2831	100	2833	100	2836	100	2838	100	2841	100
AB	547	19	548	19	549	19	549	19	549	19	550	19
C1	839	30	839	30	840	30	841	30	842	30	843	30
C2	628	22	628	22	628	22	629	22	629	22	630	22
DE	814	29	816	29	816	29	817	29	818	29	818	29
Working F/T	870	31	870	31	870	31	871	31	872	31	873	31
Not Working	1958	69	1961	69	1963	69	1965	69	1966	69	1968	69

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	3300	100	3303	100	3307	100	3310	100	3313	100	3316	100
Age												
4 - 15	456	14	457	14	458	14	458	14	458	14	459	14
16 - 24	376	11	376	11	376	11	377	11	378	11	377	11
25 - 34	373	11	373	11	374	11	374	11	374	11	375	11
35 - 44	497	15	497	15	498	15	498	15	499	15	499	15
45 - 54	470	14	471	14	471	14	472	14	472	14	473	14
55 - 64	458	14	458	14	459	14	459	14	460	14	460	14
65 +	670	20	671	20	671	20	672	20	672	20	673	20
Adults												
Total	2844	100	2846	100	2849	100	2852	100	2855	100	2857	100
AB	550	19	551	19	552	19	552	19	552	19	553	19
C1	844	30	844	30	845	30	846	30	847	30	848	30
C2	631	22	631	22	632	22	633	22	634	22	634	22
DE	819	29	820	29	820	29	821	29	822	29	822	29
Working F/T	874	31	874	31	875	31	876	31	877	31	877	31
Not Working	1970	69	1972	69	1974	69	1976	69	1978	69	1980	69

ITV MidWest

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7964	100	7971	100	7978	100	7985	100	7992	100	7999	100
TV Households	7776	98	7783	98	7790	98	7796	98	7803	98	7810	98
ITV Households	6888	86	6894	86	6900	86	6906	86	6912	86	6918	86

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	8006	100	8013	100	8020	100	8027	100	8034	100	8041	100
TV Households	7817	98	7824	98	7831	98	7838	98	7845	98	7851	98
ITV Households	6924	86	6930	86	6935	86	6941	86	6947	86	6953	86

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6888	100	6894	100	6900	100	6906	100	6912	100	6918	100
Social Class												
AB	1354	20	1355	20	1356	20	1357	20	1358	20	1359	20
C1	1886	27	1888	27	1889	27	1891	27	1893	27	1894	27
C2	1420	21	1421	21	1423	21	1424	21	1425	21	1426	21
DE	2228	32	2230	32	2232	32	2234	32	2236	32	2239	32
Housewife Age												
Under 25	359	5	359	5	359	5	360	5	360	5	361	5
25 - 34	988	14	989	14	990	14	991	14	992	14	992	14
35 - 44	1325	19	1327	19	1328	19	1329	19	1330	19	1331	19
45 - 54	1244	18	1245	18	1246	18	1247	18	1248	18	1249	18
55 - 64	1184	17	1185	17	1186	17	1187	17	1188	17	1189	17
65 +	1788	26	1789	26	1791	26	1792	26	1794	26	1796	26
Size												
1	2186	32	2188	32	2190	32	2192	32	2193	32	2195	32
2	2372	34	2374	34	2376	34	2378	34	2380	34	2382	34
3	1010	15	1011	15	1012	15	1013	15	1014	15	1014	15
4+	1320	19	1321	19	1322	19	1323	19	1325	19	1327	19
Children												
Without	5147	75	5151	75	5156	75	5160	75	5165	75	5169	75
With	1741	25	1743	25	1744	25	1746	25	1747	25	1749	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6924	100	6930	100	6935	100	6941	100	6947	100	6953	100
Social Class												
AB	1360	20	1363	20	1363	20	1364	20	1365	20	1366	20
C1	1896	27	1897	27	1899	27	1901	27	1902	27	1904	27
C2	1428	21	1429	21	1430	21	1431	21	1433	21	1434	21
DE	2240	32	2241	32	2243	32	2245	32	2247	32	2249	32
Housewife Age												
Under 25	361	5	363	5	360	5	362	5	362	5	362	5
25 - 34	993	14	994	14	995	14	996	14	997	14	997	14
35 - 44	1332	19	1333	19	1335	19	1336	19	1337	19	1338	19
45 - 54	1250	18	1251	18	1252	18	1253	18	1254	18	1255	18
55 - 64	1190	17	1191	17	1193	17	1194	17	1195	17	1196	17
65 +	1798	26	1798	26	1800	26	1800	26	1802	26	1805	26
Size												
1	2197	32	2199	32	2201	32	2203	32	2205	32	2206	32
2	2384	34	2386	34	2388	34	2390	34	2393	34	2395	34
3	1015	15	1016	15	1017	15	1018	15	1019	15	1020	15
4+	1328	19	1329	19	1329	19	1330	19	1330	19	1332	19
Children												
Without	5174	75	5178	75	5182	75	5187	75	5191	75	5196	75
With	1750	25	1752	25	1753	25	1754	25	1756	25	1757	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15131	100	15144	100	15157	100	15170	100	15183	100	15196	100
Age												
4 - 9	1091	7	1092	7	1093	7	1094	7	1095	7	1095	7
10 - 15	1205	8	1206	8	1207	8	1208	8	1209	8	1210	8
16 - 24	1818	12	1820	12	1821	12	1822	12	1825	12	1826	12
25 - 34	1836	12	1837	12	1839	12	1841	12	1842	12	1844	12
35 - 44	2345	15	2348	16	2350	16	2352	16	2352	16	2355	15
45 - 54	2150	14	2152	14	2153	14	2155	14	2158	14	2159	14
55 - 64	2016	13	2017	13	2019	13	2021	13	2023	13	2024	13
65 +	2670	18	2672	18	2675	18	2677	18	2679	18	2683	18
Adults												
Total	12835	100	12846	100	12857	100	12868	100	12879	100	12891	100
AB	2699	21	2701	21	2703	21	2706	21	2708	21	2711	21
C1	3560	28	3563	28	3567	28	3569	28	3573	28	3575	28
C2	2919	23	2922	23	2924	23	2927	23	2929	23	2933	23
DE	3657	28	3660	28	3663	28	3666	28	3669	28	3672	28

Table 3

All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	15209	100	15222	100	15235	100	15248	100	15261	100	15274	100
Age												
4 - 9	1097	7	1098	7	1099	7	1099	7	1100	7	1101	7
10 - 15	1210	8	1211	8	1212	8	1214	8	1215	8	1216	8
16 - 24	1828	12	1829	12	1832	12	1832	12	1833	12	1836	12
25 - 34	1845	12	1847	12	1848	12	1850	12	1852	12	1853	12
35 - 44	2357	15	2359	15	2361	15	2364	16	2366	16	2367	15
45 - 54	2161	14	2163	14	2164	14	2167	14	2169	14	2170	14
55 - 64	2026	13	2028	13	2030	13	2031	13	2033	13	2035	13
65 +	2685	18	2687	18	2689	18	2691	18	2693	18	2696	18
Adults												
Total	12902	100	12913	100	12924	100	12935	100	12946	100	12957	100
AB	2713	21	2715	21	2717	21	2720	21	2722	21	2725	21
C1	3579	28	3582	28	3585	28	3588	28	3591	28	3594	28
C2	2934	23	2937	23	2940	23	2942	23	2945	23	2947	23
DE	3676	28	3679	28	3682	28	3685	28	3688	28	3691	28

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7427	100	7434	100	7440	100	7447	100	7453	100	7459	100
Age												
4 - 15	1188	16	1189	16	1191	16	1192	16	1192	16	1193	16
16 - 24	922	12	924	12	924	12	924	12	927	12	927	12
25 - 34	898	12	898	12	899	12	900	12	900	12	901	12
35 - 44	1155	16	1157	16	1157	16	1159	16	1158	16	1160	16
45 - 54	1061	14	1062	14	1063	14	1063	14	1065	14	1065	14
55 - 64	997	13	997	13	999	13	1000	13	1001	13	1001	13
65 +	1206	16	1207	16	1207	16	1209	16	1210	16	1212	16
Adults												
Total	6239	100	6245	100	6249	100	6255	100	6261	100	6266	100
AB	1350	22	1351	22	1352	22	1353	22	1354	22	1356	22
C1	1674	27	1676	27	1677	27	1679	27	1681	27	1681	27
C2	1567	25	1569	25	1570	25	1571	25	1573	25	1575	25
DE	1648	26	1649	26	1650	26	1652	26	1653	26	1654	26
Working F/T	3714	60	3718	60	3721	60	3724	60	3728	60	3731	60
Not Working	2525	40	2527	40	2528	40	2531	40	2533	40	2535	40

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7466	100	7472	100	7479	100	7485	100	7491	100	7498	100
Age												
4 - 15	1194	16	1195	16	1196	16	1197	16	1198	16	1199	16
16 - 24	928	12	928	12	929	12	930	12	930	12	932	12
25 - 34	902	12	903	12	904	12	904	12	905	12	906	12
35 - 44	1161	16	1162	16	1163	16	1164	16	1165	16	1166	16
45 - 54	1066	14	1067	14	1068	14	1070	14	1071	14	1071	14
55 - 64	1002	13	1003	13	1004	13	1005	13	1006	13	1007	13
65 +	1213	16	1214	16	1215	16	1215	16	1216	16	1217	16
Adults												
Total	6272	100	6277	100	6283	100	6288	100	6293	100	6299	100
AB	1357	22	1358	22	1359	22	1361	22	1361	22	1363	22
C1	1683	27	1684	27	1686	27	1687	27	1689	27	1690	27
C2	1576	25	1577	25	1579	25	1580	25	1581	25	1583	25
DE	1656	26	1658	26	1659	26	1660	26	1662	26	1663	26
Working F/T	3734	60	3737	60	3740	60	3743	60	3747	60	3750	60
Not Working	2538	40	2540	40	2543	40	2545	40	2546	40	2549	40

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7704	100	7710	100	7717	100	7723	100	7730	100	7737	100
Age												
4 - 15	1108	14	1109	14	1109	14	1110	14	1112	14	1112	14
16 - 24	896	12	896	12	897	12	898	12	898	12	899	12
25 - 34	938	12	939	12	940	12	941	12	942	12	943	12
35 - 44	1190	15	1191	15	1193	15	1193	15	1194	15	1195	15
45 - 54	1089	14	1090	14	1090	14	1092	14	1093	14	1094	14
55 - 64	1019	13	1020	13	1020	13	1021	13	1022	13	1023	13
65 +	1464	19	1465	19	1468	19	1468	19	1469	19	1471	19
Adults												
Total	6596	100	6601	100	6608	100	6613	100	6618	100	6625	100
AB	1349	20	1350	20	1351	20	1353	20	1354	20	1355	20
C1	1886	29	1887	29	1890	29	1890	29	1892	29	1894	29
C2	1352	20	1353	20	1354	20	1356	21	1356	20	1358	20
DE	2009	30	2011	30	2013	30	2014	30	2016	30	2018	30
Working F/T	2124	32	2125	32	2127	32	2129	32	2130	32	2132	32
Not Working	4472	68	4476	68	4481	68	4484	68	4488	68	4493	68

Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7743	100	7750	100	7756	100	7763	100	7770	100	7776	100
Age												
4 - 15	1113	14	1114	14	1115	14	1116	14	1117	14	1118	14
16 - 24	900	12	901	12	903	12	902	12	903	12	904	12
25 - 34	943	12	944	12	944	12	946	12	947	12	947	12
35 - 44	1196	15	1197	15	1198	15	1200	15	1201	15	1201	15
45 - 54	1095	14	1096	14	1096	14	1097	14	1098	14	1099	14
55 - 64	1024	13	1025	13	1026	13	1026	13	1027	13	1028	13
65 +	1472	19	1473	19	1474	19	1476	19	1477	19	1479	19
Adults												
Total	6630	100	6636	100	6641	100	6647	100	6653	100	6658	100
AB	1356	20	1357	20	1358	20	1359	20	1361	20	1362	20
C1	1896	29	1898	29	1899	29	1901	29	1902	29	1904	29
C2	1358	20	1360	20	1361	20	1362	20	1364	21	1364	20
DE	2020	30	2021	30	2023	30	2025	30	2026	30	2028	30
Working F/T	2134	32	2136	32	2138	32	2140	32	2141	32	2144	32
Not Working	4496	68	4500	68	4503	68	4507	68	4512	68	4514	68

S4C

Table 1 Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1296	100	1296	100	1297	100	1298	100	1299	100	1300	100
TV Households	1268	98	1269	98	1270	98	1271	98	1272	98	1273	98
ITV Households	1174	91	1174	91	1175	91	1176	91	1177	91	1178	91

Table 1 Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	1301	100	1302	100	1303	100	1304	100	1305	100	1306	100
TV Households	1274	98	1275	98	1276	98	1277	98	1277	98	1278	98
ITV Households	1179	91	1180	91	1180	91	1181	91	1182	91	1183	91

Projections for		ITV Households											
		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		1174	100	1174	100	1175	100	1176	100	1177	100	1178	100
Social Class	AB	180	15	180	15	179	15	180	15	181	15	181	15
	C1	311	26	311	26	312	27	312	27	312	27	312	26
	C2	277	24	277	24	278	24	278	24	278	24	278	24
	DE	406	35	406	35	406	35	406	35	406	34	407	35
Housewife Age	Under 25	65	6	65	6	64	5	62	5	63	5	64	5
	25 - 34	155	13	155	13	155	13	156	13	156	13	156	13
	35 - 44	220	19	220	19	220	19	221	19	221	19	221	19
	45 - 54	209	18	209	18	209	18	210	18	210	18	210	18
	55 - 64	213	18	213	18	213	18	214	18	214	18	214	18
	65 +	312	27	312	27	314	27	313	27	313	27	313	27
Size	1	356	30	355	30	356	30	357	30	357	30	358	30
	2	415	35	415	35	415	35	416	35	416	35	416	35
	3	185	16	185	16	185	16	185	16	185	16	185	16
	4+	218	19	219	19	219	19	218	19	219	19	219	19
Children	Without	867	74	868	74	868	74	869	74	870	74	871	74
	With	307	26	306	26	307	26	307	26	307	26	307	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	1179	100	1180	100	1180	100	1181	100	1182	100	1183	100
Social Class												
AB	181	15	181	15	180	15	181	15	181	15	181	15
C1	313	27	313	27	313	27	313	27	313	26	314	27
C2	278	24	279	24	279	24	279	24	279	24	279	24
DE	407	35	407	34	408	35	408	35	409	35	409	35
Housewife Age												
Under 25	65	6	66	6	65	6	64	5	65	5	65	5
25 - 34	156	13	156	13	156	13	156	13	156	13	156	13
35 - 44	221	19	221	19	221	19	221	19	222	19	222	19
45 - 54	210	18	210	18	210	18	211	18	211	18	211	18
55 - 64	214	18	214	18	214	18	215	18	215	18	215	18
65 +	313	27	313	27	314	27	314	27	313	26	314	27
Size												
1	358	30	357	30	357	30	358	30	358	30	359	30
2	417	35	417	35	417	35	418	35	418	35	418	35
3	185	16	186	16	186	16	186	16	186	16	186	16
4+	219	19	220	19	220	19	219	19	220	19	220	19
Children												
Without	871	74	872	74	872	74	873	74	874	74	874	74
With	308	26	308	26	308	26	308	26	308	26	309	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2588	100	2590	100	2592	100	2594	100	2596	100	2598	100
Age												
4 - 9	186	7	186	7	186	7	186	7	186	7	186	7
10 - 15	212	8	212	8	213	8	213	8	213	8	214	8
16 - 24	318	12	319	12	319	12	319	12	320	12	320	12
25 - 34	295	11	295	11	295	11	296	11	296	11	295	11
35 - 44	379	15	379	15	379	15	380	15	379	15	381	15
45 - 54	366	14	367	14	367	14	367	14	368	14	368	14
55 - 64	360	14	360	14	360	14	360	14	361	14	361	14
65 +	472	18	472	18	473	18	473	18	473	18	473	18
Adults												
Total	2190	100	2192	100	2193	100	2195	100	2197	100	2198	100
AB	356	16	356	16	356	16	357	16	357	16	357	16
C1	599	27	600	27	601	27	600	27	601	27	602	27
C2	562	26	562	26	562	26	563	26	564	26	563	26
DE	673	31	674	31	674	31	675	31	675	31	676	31

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	2600	100	2601	100	2603	100	2605	100	2607	100	2609	100
Age												
4 - 9	186	7	186	7	187	7	187	7	187	7	187	7
10 - 15	214	8	214	8	213	8	214	8	214	8	214	8
16 - 24	320	12	320	12	320	12	321	12	321	12	321	12
25 - 34	296	11	296	11	297	11	296	11	297	11	297	11
35 - 44	381	15	381	15	381	15	382	15	381	15	382	15
45 - 54	368	14	369	14	369	14	369	14	370	14	370	14
55 - 64	361	14	362	14	362	14	362	14	362	14	363	14
65 +	474	18	473	18	474	18	474	18	475	18	475	18
Adults												
Total	2200	100	2201	100	2203	100	2204	100	2206	100	2208	100
AB	358	16	358	16	358	16	359	16	359	16	359	16
C1	602	27	602	27	603	27	603	27	603	27	604	27
C2	564	26	564	26	565	26	565	26	566	26	566	26
DE	676	31	677	31	677	31	677	31	678	31	679	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1265	100	1265	100	1266	100	1267	100	1268	100	1269	100
Age												
4 - 15	207	16	206	16	207	16	206	16	207	16	207	16
16 - 24	162	13	162	13	162	13	162	13	162	13	163	13
25 - 34	145	11	145	11	145	11	146	12	146	12	145	11
35 - 44	181	14	181	14	181	14	182	14	181	14	182	14
45 - 54	180	14	181	14	181	14	180	14	181	14	181	14
55 - 64	176	14	176	14	176	14	176	14	177	14	177	14
65 +	214	17	214	17	214	17	215	17	214	17	214	17
Adults												
Total	1058	100	1059	100	1059	100	1061	100	1061	100	1062	100
AB	175	17	175	17	175	17	176	17	176	17	176	17
C1	283	27	284	27	284	27	284	27	284	27	284	27
C2	300	28	300	28	300	28	301	28	301	28	301	28
DE	300	28	300	28	300	28	300	28	300	28	301	28
Working F/T	598	57	599	57	599	57	600	57	600	57	601	57
Not Working	460	43	460	43	460	43	461	43	461	43	461	43

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	1270	100	1270	100	1272	100	1273	100	1274	100	1275	100
Age												
4 - 15	207	16	207	16	208	16	208	16	208	16	208	16
16 - 24	163	13	163	13	163	13	163	13	163	13	163	13
25 - 34	145	11	145	11	146	11	146	11	146	11	146	11
35 - 44	182	14	182	14	182	14	183	14	182	14	183	14
45 - 54	181	14	181	14	182	14	181	14	182	14	182	14
55 - 64	177	14	177	14	176	14	177	14	178	14	178	14
65 +	215	17	215	17	215	17	215	17	215	17	215	17
Adults												
Total	1063	100	1063	100	1064	100	1065	100	1066	100	1067	100
AB	176	17	176	17	176	17	177	17	177	17	177	17
C1	285	27	285	27	285	27	285	27	285	27	285	27
C2	301	28	301	28	302	28	302	28	302	28	303	28
DE	301	28	301	28	301	28	301	28	302	28	302	28
Working F/T	601	57	601	57	602	57	602	57	603	57	603	57
Not Working	462	43	462	43	462	43	463	43	463	43	464	43

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1323	100	1325	100	1326	100	1327	100	1328	100	1329	100
Age												
4 - 15	191	14	192	14	192	14	193	15	192	14	193	15
16 - 24	156	12	157	12	157	12	157	12	158	12	157	12
25 - 34	150	11	150	11	150	11	150	11	150	11	150	11
35 - 44	198	15	198	15	198	15	198	15	198	15	199	15
45 - 54	186	14	186	14	186	14	187	14	187	14	187	14
55 - 64	184	14	184	14	184	14	184	14	184	14	184	14
65 +	258	20	258	19	259	20	258	19	259	20	259	19
Adults												
Total	1132	100	1133	100	1134	100	1134	100	1136	100	1136	100
AB	181	16	181	16	181	16	181	16	181	16	181	16
C1	316	28	316	28	317	28	316	28	317	28	318	28
C2	262	23	262	23	262	23	262	23	263	23	262	23
DE	373	33	374	33	374	33	375	33	375	33	375	33
Working F/T	375	33	374	33	375	33	375	33	376	33	375	33
Not Working	757	67	759	67	759	67	759	67	760	67	761	67

Table4b Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	1330	100	1331	100	1331	100	1332	100	1333	100	1334	100
Age												
4 - 15	193	15	193	15	192	14	193	14	193	14	193	14
16 - 24	157	12	157	12	157	12	158	12	158	12	158	12
25 - 34	151	11	151	11	151	11	150	11	151	11	151	11
35 - 44	199	15	199	15	199	15	199	15	199	15	199	15
45 - 54	187	14	188	14	187	14	188	14	188	14	188	14
55 - 64	184	14	185	14	186	14	185	14	184	14	185	14
65 +	259	19	258	19	259	19	259	19	260	20	260	19
Adults												
Total	1137	100	1138	100	1139	100	1139	100	1140	100	1141	100
AB	182	16	182	16	182	16	182	16	182	16	182	16
C1	317	28	317	28	318	28	318	28	318	28	319	28
C2	263	23	263	23	263	23	263	23	264	23	263	23
DE	375	33	376	33	376	33	376	33	376	33	377	33
Working F/T	376	33	376	33	376	33	377	33	377	33	378	33
Not Working	761	67	762	67	763	67	762	67	763	67	763	67

Channel Four - All Macro Regions

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26604	100	26626	100	26649	100	26671	100	26694	100	26716	100
TV Households	25931	97	25953	97	25974	97	25996	97	26018	97	26040	97
ITV Households	25931	97	25953	97	25974	97	25996	97	26018	97	26040	97

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	26739	100	26761	100	26783	100	26806	100	26828	100	26851	100
TV Households	26062	97	26084	97	26106	97	26127	97	26149	97	26171	97
ITV Households	26062	97	26084	97	26106	97	26127	97	26149	97	26171	97

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	25931	100	25953	100	25974	100	25996	100	26018	100	26040	100
Social Class												
AB	5446	21	5451	21	5455	21	5459	21	5464	21	5468	21
C1	7244	28	7250	28	7257	28	7263	28	7269	28	7275	28
C2	4991	19	4995	19	5000	19	5004	19	5008	19	5012	19
DE	8250	32	8257	32	8262	32	8270	32	8277	32	8285	32
Housewife Age												
Under 25	1396	5	1397	5	1398	5	1399	5	1400	5	1402	5
25 - 34	4021	16	4024	16	4028	16	4031	16	4035	16	4038	16
35 - 44	5136	20	5141	20	5145	20	5149	20	5154	20	5158	20
45 - 54	4666	18	4670	18	4674	18	4678	18	4682	18	4686	18
55 - 64	4309	17	4312	17	4316	17	4320	17	4323	17	4327	17
65 +	6403	25	6409	25	6413	25	6419	25	6424	25	6429	25
Size												
1	8341	32	8348	32	8355	32	8362	32	8369	32	8375	32
2	8752	34	8759	34	8766	34	8774	34	8781	34	8789	34
3	3928	15	3932	15	3935	15	3938	15	3942	15	3945	15
4+	4910	19	4914	19	4918	19	4922	19	4926	19	4931	19
Children												
Without	19293	74	19309	74	19326	74	19342	74	19358	74	19374	74
With	6638	26	6644	26	6648	26	6654	26	6660	26	6666	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	26062	100	26084	100	26106	100	26127	100	26149	100	26171	100
Social Class												
AB	5473	21	5478	21	5482	21	5487	21	5490	21	5495	21
C1	7281	28	7287	28	7293	28	7299	28	7306	28	7312	28
C2	5017	19	5021	19	5025	19	5029	19	5034	19	5038	19
DE	8291	32	8298	32	8306	32	8312	32	8319	32	8326	32
Housewife Age												
Under 25	1403	5	1404	5	1405	5	1406	5	1406	5	1409	5
25 - 34	4041	16	4045	16	4048	16	4052	16	4055	16	4058	16
35 - 44	5162	20	5167	20	5171	20	5175	20	5180	20	5184	20
45 - 54	4690	18	4694	18	4698	18	4702	18	4706	18	4709	18
55 - 64	4331	17	4334	17	4338	17	4342	17	4345	17	4349	17
65 +	6435	25	6440	25	6446	25	6450	25	6457	25	6462	25
Size												
1	8383	32	8390	32	8397	32	8404	32	8411	32	8417	32
2	8796	34	8803	34	8811	34	8818	34	8826	34	8833	34
3	3948	15	3952	15	3955	15	3958	15	3961	15	3965	15
4+	4935	19	4939	19	4943	19	4947	19	4951	19	4956	19
Children												
Without	19391	74	19407	74	19424	74	19439	74	19456	74	19472	74
With	6671	26	6677	26	6682	26	6688	26	6693	26	6699	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56633	100	56681	100	56729	100	56776	100	56824	100	56872	100
Age												
4 - 9	4109	7	4113	7	4116	7	4120	7	4123	7	4126	7
10 - 15	4438	8	4442	8	4446	8	4449	8	4453	8	4457	8
16 - 24	6809	12	6815	12	6820	12	6827	12	6833	12	6838	12
25 - 34	7516	13	7521	13	7528	13	7534	13	7540	13	7547	13
35 - 44	9009	16	9018	16	9025	16	9031	16	9040	16	9047	16
45 - 54	8082	14	8089	14	8096	14	8102	14	8109	14	8116	14
55 - 64	7229	13	7235	13	7241	13	7247	13	7253	13	7260	13
65 +	9441	17	9448	17	9457	17	9466	17	9473	17	9481	17
Adults												
Total	48086	100	48126	100	48167	100	48207	100	48248	100	48289	100
AB	10842	23	10851	23	10861	23	10870	23	10879	23	10888	23
C1	13707	29	13719	29	13729	29	13741	29	13753	29	13765	29
C2	10220	21	10228	21	10237	21	10245	21	10254	21	10263	21
DE	13317	28	13328	28	13340	28	13351	28	13362	28	13373	28

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	56920	100	56967	100	57015	100	57063	100	57111	100	57159	100
Age												
4 - 9	4130	7	4133	7	4137	7	4140	7	4144	7	4147	7
10 - 15	4461	8	4465	8	4468	8	4472	8	4475	8	4480	8
16 - 24	6844	12	6849	12	6854	12	6861	12	6866	12	6872	12
25 - 34	7552	13	7559	13	7566	13	7572	13	7579	13	7585	13
35 - 44	9056	16	9063	16	9071	16	9078	16	9085	16	9093	16
45 - 54	8122	14	8130	14	8136	14	8143	14	8150	14	8157	14
55 - 64	7266	13	7272	13	7278	13	7284	13	7290	13	7296	13
65 +	9489	17	9496	17	9505	17	9513	17	9522	17	9529	17
Adults												
Total	48329	100	48369	100	48410	100	48451	100	48492	100	48532	100
AB	10897	23	10906	23	10916	23	10925	23	10934	23	10943	23
C1	13776	29	13788	29	13799	29	13811	29	13822	29	13834	29
C2	10272	21	10281	21	10289	21	10298	21	10307	21	10315	21
DE	13384	28	13394	28	13406	28	13417	28	13429	28	13440	28

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27664	100	27687	100	27711	100	27734	100	27757	100	27780	100
Age												
4 - 15	4401	16	4405	16	4409	16	4413	16	4416	16	4420	16
16 - 24	3454	12	3457	12	3460	12	3463	12	3466	12	3468	12
25 - 34	3697	13	3699	13	3702	13	3706	13	3708	13	3712	13
35 - 44	4425	16	4429	16	4433	16	4435	16	4441	16	4444	16
45 - 54	3970	14	3974	14	3978	14	3980	14	3983	14	3987	14
55 - 64	3534	13	3537	13	3539	13	3542	13	3546	13	3549	13
65 +	4183	15	4186	15	4190	15	4195	15	4197	15	4200	15
Adults												
Total	23263	100	23282	100	23302	100	23321	100	23341	100	23360	100
AB	5422	23	5426	23	5431	23	5436	23	5441	23	5445	23
C1	6412	28	6418	28	6423	28	6428	28	6433	28	6439	28
C2	5507	24	5511	24	5516	24	5520	24	5525	24	5530	24
DE	5922	25	5927	25	5932	25	5937	25	5942	25	5946	25
Working F/T	14205	61	14217	61	14230	61	14242	61	14254	61	14266	61
Not Working	9058	39	9065	39	9072	39	9079	39	9087	39	9094	39

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	27804	100	27827	100	27850	100	27874	100	27897	100	27921	100
Age												
4 - 15	4424	16	4428	16	4431	16	4435	16	4438	16	4443	16
16 - 24	3472	12	3474	12	3477	12	3480	12	3483	12	3486	12
25 - 34	3714	13	3718	13	3721	13	3724	13	3728	13	3730	13
35 - 44	4448	16	4451	16	4455	16	4459	16	4462	16	4467	16
45 - 54	3990	14	3994	14	3997	14	4000	14	4004	14	4007	14
55 - 64	3552	13	3555	13	3558	13	3561	13	3563	13	3566	13
65 +	4204	15	4207	15	4211	15	4215	15	4219	15	4222	15
Adults												
Total	23380	100	23399	100	23419	100	23439	100	23459	100	23478	100
AB	5449	23	5454	23	5459	23	5463	23	5468	23	5472	23
C1	6444	28	6450	28	6455	28	6461	28	6465	28	6472	28
C2	5535	24	5539	24	5544	24	5549	24	5554	24	5558	24
DE	5952	25	5956	25	5961	25	5966	25	5972	25	5976	25
Working F/T	14278	61	14290	61	14301	61	14314	61	14326	61	14338	61
Not Working	9102	39	9109	39	9118	39	9125	39	9133	39	9140	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	28969	100	28994	100	29018	100	29042	100	29067	100	29092	100
Age												
4 - 15	4146	14	4150	14	4153	14	4156	14	4160	14	4163	14
16 - 24	3355	12	3358	12	3360	12	3364	12	3367	12	3370	12
25 - 34	3819	13	3822	13	3826	13	3828	13	3832	13	3835	13
35 - 44	4584	16	4589	16	4592	16	4596	16	4599	16	4603	16
45 - 54	4112	14	4115	14	4118	14	4122	14	4126	14	4129	14
55 - 64	3695	13	3698	13	3702	13	3705	13	3707	13	3711	13
65 +	5258	18	5262	18	5267	18	5271	18	5276	18	5281	18
Adults												
Total	24823	100	24844	100	24865	100	24886	100	24907	100	24929	100
AB	5420	22	5425	22	5430	22	5434	22	5438	22	5443	22
C1	7295	29	7301	29	7306	29	7313	29	7320	29	7326	29
C2	4713	19	4717	19	4721	19	4725	19	4729	19	4733	19
DE	7395	30	7401	30	7408	30	7414	30	7420	30	7427	30
Working F/T	8250	33	8256	33	8263	33	8269	33	8276	33	8284	33
Not Working	16573	67	16588	67	16602	67	16617	67	16631	67	16645	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	29116	100	29140	100	29165	100	29189	100	29214	100	29238	100
Age												
4 - 15	4167	14	4170	14	4174	14	4177	14	4181	14	4184	14
16 - 24	3372	12	3375	12	3377	12	3381	12	3383	12	3386	12
25 - 34	3838	13	3841	13	3845	13	3848	13	3851	13	3855	13
35 - 44	4608	16	4612	16	4616	16	4619	16	4623	16	4626	16
45 - 54	4132	14	4136	14	4139	14	4143	14	4146	14	4150	14
55 - 64	3714	13	3717	13	3720	13	3723	13	3727	13	3730	13
65 +	5285	18	5289	18	5294	18	5298	18	5303	18	5307	18
Adults												
Total	24949	100	24970	100	24991	100	25012	100	25033	100	25054	100
AB	5448	22	5452	22	5457	22	5462	22	5466	22	5471	22
C1	7332	29	7338	29	7344	29	7350	29	7357	29	7362	29
C2	4737	19	4742	19	4745	19	4749	19	4753	19	4757	19
DE	7432	30	7438	30	7445	30	7451	30	7457	30	7464	30
Working F/T	8290	33	8296	33	8305	33	8311	33	8318	33	8325	33
Not Working	16659	67	16674	67	16686	67	16701	67	16715	67	16729	67

Channel Four - London Macro Region

Table 1												
Television Reception												
Projections for	Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6149	100	6154	100	6159	100	6165	100	6170	100	6175	100
TV Households	5945	97	5950	97	5955	97	5960	97	5965	97	5970	97
ITV Households	5043	82	5047	82	5051	82	5055	82	5059	82	5064	82

Table 1												
Television Reception												
Projections for	Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	6180	100	6185	100	6190	100	6195	100	6200	100	6205	100
TV Households	5975	97	5979	97	5984	97	5989	97	5994	97	5999	97
ITV Households	5068	82	5072	82	5076	82	5080	82	5084	82	5088	82

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5043	100	5047	100	5051	100	5055	100	5059	100	5064	100
Social Class												
AB	1383	27	1384	27	1385	27	1387	27	1387	27	1389	27
C1	1543	31	1544	31	1545	31	1546	31	1548	31	1549	31
C2	783	16	784	16	785	16	785	16	786	16	787	16
DE	1334	26	1335	26	1336	26	1337	26	1338	26	1339	26
Housewife Age												
Under 25	252	5	251	5	251	5	252	5	252	5	252	5
25 - 34	1005	20	1006	20	1006	20	1007	20	1008	20	1009	20
35 - 44	1104	22	1105	22	1106	22	1107	22	1108	22	1109	22
45 - 54	885	18	886	18	887	18	888	18	888	18	889	18
55 - 64	739	15	740	15	740	15	741	15	742	15	742	15
65 +	1058	21	1059	21	1061	21	1060	21	1061	21	1063	21
Size												
1	1675	33	1677	33	1678	33	1679	33	1681	33	1683	33
2	1529	30	1530	30	1531	30	1533	30	1534	30	1535	30
3	789	16	790	16	790	16	791	16	792	16	792	16
4+	1050	21	1050	21	1052	21	1052	21	1052	21	1054	21
Children												
Without	3696	73	3699	73	3702	73	3705	73	3708	73	3711	73
With	1347	27	1348	27	1349	27	1350	27	1351	27	1353	27

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	5068	100	5072	100	5076	100	5080	100	5084	100	5088	100
Social Class												
AB	1390	27	1391	27	1392	27	1393	27	1394	27	1395	27
C1	1550	31	1551	31	1553	31	1554	31	1555	31	1557	31
C2	787	16	788	16	788	16	789	16	790	16	790	16
DE	1341	26	1342	26	1343	26	1344	26	1345	26	1346	26
Housewife Age												
Under 25	252	5	252	5	253	5	253	5	253	5	253	5
25 - 34	1010	20	1011	20	1011	20	1012	20	1013	20	1014	20
35 - 44	1110	22	1111	22	1112	22	1113	22	1113	22	1114	22
45 - 54	890	18	890	18	891	18	892	18	893	18	893	18
55 - 64	743	15	743	15	744	15	745	15	745	15	746	15
65 +	1063	21	1065	21	1065	21	1065	21	1067	21	1068	21
Size												
1	1684	33	1684	33	1686	33	1688	33	1689	33	1690	33
2	1536	30	1538	30	1539	30	1540	30	1541	30	1543	30
3	793	16	794	16	794	16	795	16	796	16	796	16
4+	1055	21	1056	21	1057	21	1057	21	1058	21	1059	21
Children												
Without	3714	73	3717	73	3720	73	3723	73	3726	73	3729	73
With	1354	27	1355	27	1356	27	1357	27	1358	27	1359	27

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11153	100	11163	100	11172	100	11181	100	11190	100	11199	100
Age												
4 - 9	853	8	854	8	854	8	855	8	856	8	856	8
10 - 15	841	8	842	8	843	8	844	8	844	8	845	8
16 - 24	1290	12	1291	12	1292	12	1294	12	1294	12	1295	12
25 - 34	1916	17	1918	17	1919	17	1920	17	1922	17	1924	17
35 - 44	1948	17	1949	17	1951	17	1952	17	1954	17	1956	17
45 - 54	1542	14	1543	14	1545	14	1546	14	1548	14	1548	14
55 - 64	1211	11	1212	11	1213	11	1214	11	1215	11	1216	11
65 +	1552	14	1554	14	1555	14	1556	14	1557	14	1559	14
Adults												
Total	9459	100	9467	100	9475	100	9482	100	9490	100	9498	100
AB	2746	29	2749	29	2750	29	2753	29	2755	29	2757	29
C1	2909	31	2911	31	2914	31	2916	31	2919	31	2921	31
C2	1618	17	1619	17	1620	17	1621	17	1623	17	1625	17
DE	2186	23	2188	23	2191	23	2192	23	2193	23	2195	23

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	11208	100	11217	100	11227	100	11236	100	11245	100	11254	100
Age												
4 - 9	856	8	858	8	859	8	859	8	860	8	861	8
10 - 15	846	8	846	8	847	8	848	8	848	8	849	8
16 - 24	1297	12	1298	12	1299	12	1300	12	1302	12	1302	12
25 - 34	1925	17	1926	17	1928	17	1929	17	1931	17	1932	17
35 - 44	1957	17	1959	17	1960	17	1963	17	1963	17	1966	17
45 - 54	1550	14	1551	14	1552	14	1553	14	1555	14	1556	14
55 - 64	1217	11	1218	11	1219	11	1220	11	1221	11	1222	11
65 +	1560	14	1561	14	1563	14	1564	14	1565	14	1566	14
Adults												
Total	9506	100	9513	100	9521	100	9529	100	9537	100	9544	100
AB	2760	29	2762	29	2764	29	2767	29	2768	29	2771	29
C1	2923	31	2925	31	2928	31	2930	31	2933	31	2935	31
C2	1626	17	1627	17	1628	17	1630	17	1631	17	1632	17
DE	2197	23	2199	23	2201	23	2202	23	2205	23	2206	23

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5478	100	5483	100	5488	100	5492	100	5496	100	5501	100
Age												
4 - 15	860	16	862	16	862	16	863	16	864	16	864	16
16 - 24	662	12	662	12	663	12	664	12	663	12	664	12
25 - 34	944	17	945	17	946	17	946	17	947	17	948	17
35 - 44	988	18	989	18	990	18	990	18	992	18	992	18
45 - 54	761	14	761	14	762	14	763	14	763	14	764	14
55 - 64	585	11	586	11	586	11	587	11	587	11	588	11
65 +	678	12	678	12	679	12	679	12	680	12	681	12
Adults												
Total	4618	100	4621	100	4626	100	4629	100	4632	100	4637	100
AB	1382	30	1384	30	1384	30	1386	30	1387	30	1388	30
C1	1374	30	1374	30	1376	30	1377	30	1378	30	1379	30
C2	885	19	885	19	886	19	887	19	887	19	889	19
DE	977	21	978	21	980	21	979	21	980	21	981	21
Working F/T	3016	65	3018	65	3021	65	3023	65	3025	65	3028	65
Not Working	1602	35	1603	35	1605	35	1606	35	1607	35	1609	35

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	5505	100	5510	100	5515	100	5519	100	5523	100	5528	100
Age												
4 - 15	864	16	866	16	867	16	867	16	868	16	869	16
16 - 24	665	12	666	12	666	12	667	12	668	12	668	12
25 - 34	949	17	949	17	950	17	950	17	951	17	952	17
35 - 44	993	18	994	18	994	18	996	18	996	18	998	18
45 - 54	765	14	765	14	766	14	766	14	767	14	767	14
55 - 64	588	11	589	11	589	11	590	11	590	11	590	11
65 +	681	12	681	12	683	12	683	12	683	12	684	12
Adults												
Total	4641	100	4644	100	4648	100	4652	100	4655	100	4659	100
AB	1390	30	1391	30	1392	30	1393	30	1393	30	1395	30
C1	1380	30	1381	30	1382	30	1384	30	1385	30	1386	30
C2	889	19	890	19	891	19	891	19	892	19	892	19
DE	982	21	982	21	983	21	984	21	985	21	986	21
Working F/T	3030	65	3033	65	3035	65	3038	65	3040	65	3043	65
Not Working	1611	35	1611	35	1613	35	1614	35	1615	35	1616	35

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5675	100	5680	100	5684	100	5689	100	5694	100	5698	100
Age												
4 - 15	834	15	834	15	835	15	836	15	836	15	837	15
16 - 24	628	11	629	11	629	11	630	11	631	11	631	11
25 - 34	972	17	973	17	973	17	974	17	975	17	976	17
35 - 44	960	17	960	17	961	17	962	17	962	17	964	17
45 - 54	781	14	782	14	783	14	783	14	785	14	784	14
55 - 64	626	11	626	11	627	11	627	11	628	11	628	11
65 +	874	15	876	15	876	15	877	15	877	15	878	15
Adults												
Total	4841	100	4846	100	4849	100	4853	100	4858	100	4861	100
AB	1364	28	1365	28	1366	28	1367	28	1368	28	1369	28
C1	1535	32	1537	32	1538	32	1539	32	1541	32	1542	32
C2	733	15	734	15	734	15	734	15	736	15	736	15
DE	1209	25	1210	25	1211	25	1213	25	1213	25	1214	25
Working F/T	1790	37	1792	37	1792	37	1794	37	1796	37	1797	37
Not Working	3051	63	3054	63	3057	63	3059	63	3062	63	3064	63

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	5703	100	5707	100	5712	100	5717	100	5722	100	5726	100
Age												
4 - 15	838	15	838	15	839	15	840	15	840	15	841	15
16 - 24	632	11	632	11	633	11	633	11	634	11	634	11
25 - 34	976	17	977	17	978	17	979	17	980	17	980	17
35 - 44	964	17	965	17	966	17	967	17	967	17	968	17
45 - 54	785	14	786	14	786	14	787	14	788	14	789	14
55 - 64	629	11	629	11	630	11	630	11	631	11	632	11
65 +	879	15	880	15	880	15	881	15	882	15	882	15
Adults												
Total	4865	100	4869	100	4873	100	4877	100	4882	100	4885	100
AB	1370	28	1371	28	1372	28	1374	28	1375	28	1376	28
C1	1543	32	1544	32	1546	32	1546	32	1548	32	1549	32
C2	737	15	737	15	737	15	739	15	739	15	740	15
DE	1215	25	1217	25	1218	25	1218	25	1220	25	1220	25
Working F/T	1799	37	1800	37	1802	37	1803	37	1805	37	1806	37
Not Working	3066	63	3069	63	3071	63	3074	63	3077	63	3079	63

Channel Four - South Macro Region

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	8378	100	8386	100	8394	100	8402	100	8410	100	8418	100	
TV Households	8198	98	8206	98	8214	98	8221	98	8229	98	8237	98	
ITV Households	7470	89	7477	89	7484	89	7491	89	7498	89	7505	89	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	8426	100	8434	100	8442	100	8449	100	8457	100	8465	100	
TV Households	8245	98	8252	98	8260	98	8268	98	8275	98	8283	98	
ITV Households	7512	89	7519	89	7526	89	7533	89	7541	89	7548	89	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7470	100	7477	100	7484	100	7491	100	7498	100	7505	100
Social Class												
AB	1660	22	1661	22	1662	22	1663	22	1665	22	1667	22
C1	2184	29	2186	29	2188	29	2191	29	2193	29	2195	29
C2	1545	21	1547	21	1548	21	1550	21	1551	21	1552	21
DE	2081	28	2083	28	2086	28	2087	28	2089	28	2091	28
Housewife Age												
Under 25	346	5	346	5	347	5	348	5	347	5	348	5
25 - 34	1047	14	1048	14	1049	14	1050	14	1051	14	1052	14
35 - 44	1441	19	1443	19	1444	19	1445	19	1447	19	1448	19
45 - 54	1344	18	1345	18	1347	18	1348	18	1349	18	1350	18
55 - 64	1314	18	1315	18	1316	18	1317	18	1319	18	1320	18
65 +	1978	26	1980	26	1981	26	1983	26	1985	26	1987	26
Size												
1	2280	31	2281	31	2283	31	2286	31	2287	31	2290	31
2	2711	36	2714	36	2716	36	2719	36	2722	36	2724	36
3	1088	15	1089	15	1090	15	1091	15	1092	15	1093	15
4+	1391	19	1393	19	1395	19	1395	19	1397	19	1398	19
Children												
Without	5612	75	5617	75	5623	75	5628	75	5633	75	5638	75
With	1858	25	1860	25	1861	25	1863	25	1865	25	1867	25

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	7512	100	7519	100	7526	100	7533	100	7541	100	7548	100
Social Class												
AB	1668	22	1670	22	1671	22	1673	22	1675	22	1676	22
C1	2197	29	2199	29	2201	29	2203	29	2205	29	2207	29
C2	1554	21	1555	21	1557	21	1558	21	1560	21	1561	21
DE	2093	28	2095	28	2097	28	2099	28	2101	28	2104	28
Housewife Age												
Under 25	348	5	348	5	348	5	349	5	349	5	350	5
25 - 34	1053	14	1054	14	1055	14	1056	14	1057	14	1058	14
35 - 44	1449	19	1451	19	1452	19	1453	19	1455	19	1456	19
45 - 54	1352	18	1353	18	1354	18	1355	18	1357	18	1358	18
55 - 64	1321	18	1322	18	1324	18	1325	18	1326	18	1327	18
65 +	1989	26	1991	26	1993	26	1995	26	1997	26	1999	26
Size												
1	2292	31	2294	31	2296	31	2299	31	2301	31	2303	31
2	2727	36	2729	36	2732	36	2734	36	2737	36	2740	36
3	1094	15	1095	15	1096	15	1097	15	1098	15	1099	15
4+	1399	19	1401	19	1402	19	1403	19	1405	19	1406	19
Children												
Without	5644	75	5649	75	5654	75	5659	75	5665	75	5670	75
With	1868	25	1870	25	1872	25	1874	25	1876	25	1878	25

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	16356	100	16371	100	16387	100	16402	100	16418	100	16433	100
Age												
4 - 9	1154	7	1154	7	1156	7	1156	7	1158	7	1159	7
10 - 15	1292	8	1294	8	1295	8	1297	8	1298	8	1299	8
16 - 24	1865	11	1867	11	1868	11	1870	11	1871	11	1874	11
25 - 34	1943	12	1944	12	1946	12	1948	12	1950	12	1951	12
35 - 44	2530	15	2533	15	2536	15	2538	15	2540	15	2542	15
45 - 54	2352	14	2354	14	2356	14	2358	14	2361	14	2364	14
55 - 64	2240	14	2242	14	2244	14	2246	14	2248	14	2250	14
65 +	2980	18	2983	18	2986	18	2989	18	2992	18	2994	18
Adults												
Total	13910	100	13923	100	13936	100	13949	100	13962	100	13975	100
AB	3276	24	3279	24	3282	24	3285	24	3288	24	3291	24
C1	4147	30	4151	30	4155	30	4159	30	4163	30	4167	30
C2	3142	23	3144	23	3148	23	3150	23	3153	23	3156	23
DE	3345	24	3349	24	3351	24	3355	24	3358	24	3361	24

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	16449	100	16464	100	16480	100	16495	100	16511	100	16526	100
Age												
4 - 9	1160	7	1162	7	1162	7	1163	7	1164	7	1166	7
10 - 15	1300	8	1301	8	1303	8	1304	8	1306	8	1306	8
16 - 24	1875	11	1877	11	1879	11	1881	11	1882	11	1884	11
25 - 34	1954	12	1955	12	1957	12	1959	12	1961	12	1963	12
35 - 44	2544	15	2547	15	2549	15	2552	15	2554	15	2556	15
45 - 54	2365	14	2367	14	2370	14	2372	14	2375	14	2377	14
55 - 64	2252	14	2255	14	2257	14	2259	14	2261	14	2263	14
65 +	2999	18	3000	18	3003	18	3005	18	3008	18	3011	18
Adults												
Total	13989	100	14001	100	14015	100	14028	100	14041	100	14054	100
AB	3294	24	3298	24	3301	24	3304	24	3307	24	3310	24
C1	4171	30	4174	30	4178	30	4182	30	4186	30	4190	30
C2	3159	23	3162	23	3165	23	3168	23	3171	23	3174	23
DE	3365	24	3367	24	3371	24	3374	24	3377	24	3380	24

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7960	100	7967	100	7975	100	7982	100	7990	100	7997	100
Age												
4 - 15	1261	16	1262	16	1264	16	1265	16	1266	16	1267	16
16 - 24	939	12	940	12	940	12	941	12	942	12	943	12
25 - 34	957	12	958	12	959	12	960	12	961	12	961	12
35 - 44	1221	15	1222	15	1223	15	1224	15	1225	15	1226	15
45 - 54	1147	14	1148	14	1149	14	1150	14	1152	14	1153	14
55 - 64	1097	14	1098	14	1099	14	1100	14	1101	14	1103	14
65 +	1338	17	1339	17	1341	17	1342	17	1343	17	1344	17
Adults												
Total	6699	100	6705	100	6711	100	6717	100	6724	100	6730	100
AB	1625	24	1627	24	1628	24	1630	24	1631	24	1632	24
C1	1922	29	1924	29	1926	29	1928	29	1930	29	1932	29
C2	1672	25	1672	25	1674	25	1675	25	1677	25	1679	25
DE	1480	22	1482	22	1483	22	1484	22	1486	22	1487	22
Working F/T	4097	61	4101	61	4105	61	4109	61	4113	61	4116	61
Not Working	2602	39	2604	39	2606	39	2608	39	2611	39	2614	39

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	8005	100	8012	100	8020	100	8027	100	8035	100	8042	100
Age												
4 - 15	1268	16	1269	16	1271	16	1272	16	1273	16	1274	16
16 - 24	944	12	945	12	946	12	947	12	947	12	949	12
25 - 34	963	12	963	12	964	12	965	12	967	12	967	12
35 - 44	1228	15	1228	15	1229	15	1231	15	1232	15	1233	15
45 - 54	1153	14	1155	14	1156	14	1157	14	1158	14	1159	14
55 - 64	1103	14	1105	14	1106	14	1106	14	1108	14	1108	14
65 +	1346	17	1347	17	1348	17	1349	17	1350	17	1352	17
Adults												
Total	6737	100	6743	100	6749	100	6755	100	6762	100	6768	100
AB	1634	24	1636	24	1637	24	1639	24	1641	24	1642	24
C1	1934	29	1935	29	1937	29	1939	29	1940	29	1942	29
C2	1680	25	1682	25	1683	25	1685	25	1686	25	1688	25
DE	1489	22	1490	22	1492	22	1492	22	1495	22	1496	22
Working F/T	4120	61	4124	61	4128	61	4132	61	4136	61	4140	61
Not Working	2617	39	2619	39	2621	39	2623	39	2626	39	2628	39

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	8396	100	8404	100	8412	100	8420	100	8428	100	8436	100
Age												
4 - 15	1185	14	1186	14	1187	14	1188	14	1190	14	1191	14
16 - 24	926	11	927	11	928	11	929	11	929	11	931	11
25 - 34	986	12	986	12	987	12	988	12	989	12	990	12
35 - 44	1309	16	1311	16	1313	16	1314	16	1315	16	1316	16
45 - 54	1205	14	1206	14	1207	14	1208	14	1209	14	1211	14
55 - 64	1143	14	1144	14	1145	14	1146	14	1147	14	1147	14
65 +	1642	20	1644	20	1645	20	1647	20	1649	20	1650	20
Adults												
Total	7211	100	7218	100	7225	100	7232	100	7238	100	7245	100
AB	1651	23	1652	23	1654	23	1655	23	1657	23	1659	23
C1	2225	31	2227	31	2229	31	2231	31	2233	31	2235	31
C2	1470	20	1472	20	1474	20	1475	20	1476	20	1477	20
DE	1865	26	1867	26	1868	26	1871	26	1872	26	1874	26
Working F/T	2305	32	2307	32	2309	32	2311	32	2313	32	2316	32
Not Working	4906	68	4911	68	4916	68	4921	68	4925	68	4929	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	8444	100	8452	100	8460	100	8468	100	8476	100	8484	100
Age												
4 - 15	1192	14	1194	14	1194	14	1195	14	1197	14	1198	14
16 - 24	931	11	932	11	933	11	934	11	935	11	935	11
25 - 34	991	12	992	12	993	12	994	12	994	12	996	12
35 - 44	1316	16	1319	16	1320	16	1321	16	1322	16	1323	16
45 - 54	1212	14	1212	14	1214	14	1215	14	1217	14	1218	14
55 - 64	1149	14	1150	14	1151	14	1153	14	1153	14	1155	14
65 +	1653	20	1653	20	1655	20	1656	20	1658	20	1659	20
Adults												
Total	7252	100	7258	100	7266	100	7273	100	7279	100	7286	100
AB	1660	23	1662	23	1664	23	1665	23	1666	23	1668	23
C1	2237	31	2239	31	2241	31	2243	31	2246	31	2248	31
C2	1479	20	1480	20	1482	20	1483	20	1485	20	1486	20
DE	1876	26	1877	26	1879	26	1882	26	1882	26	1884	26
Working F/T	2318	32	2319	32	2322	32	2324	32	2326	32	2328	32
Not Working	4934	68	4939	68	4944	68	4949	68	4953	68	4958	68

Channel Four - Midlands Macro Region

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5056	100	5061	100	5065	100	5069	100	5073	100	5078	100	
TV Households	4931	98	4935	98	4939	98	4943	98	4948	98	4952	98	
ITV Households	3943	78	3946	78	3949	78	3953	78	3956	78	3959	78	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	5082	100	5086	100	5090	100	5095	100	5099	100	5103	100	
TV Households	4956	98	4960	98	4964	98	4968	98	4973	98	4977	98	
ITV Households	3962	78	3965	78	3968	78	3971	78	3974	78	3977	78	

Projections for		ITV Households											
		Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households		3943	100	3946	100	3949	100	3953	100	3956	100	3959	100
Social Class													
	AB	804	20	804	20	805	20	806	20	806	20	807	20
	C1	1064	27	1065	27	1066	27	1067	27	1068	27	1069	27
	C2	756	19	757	19	758	19	758	19	759	19	759	19
	DE	1319	33	1320	33	1320	33	1322	33	1323	33	1324	33
Housewife Age													
	Under 25	213	5	213	5	214	5	215	5	214	5	215	5
	25 - 34	583	15	584	15	584	15	584	15	585	15	585	15
	35 - 44	781	20	782	20	782	20	783	20	784	20	784	20
	45 - 54	723	18	723	18	724	18	725	18	725	18	726	18
	55 - 64	658	17	658	17	659	17	659	17	660	17	660	17
	65 +	985	25	986	25	986	25	987	25	988	25	989	25
Size													
	1	1265	32	1266	32	1267	32	1268	32	1269	32	1270	32
	2	1304	33	1305	33	1306	33	1307	33	1308	33	1309	33
	3	587	15	587	15	588	15	588	15	589	15	589	15
	4+	787	20	788	20	788	20	790	20	790	20	791	20
Children													
	Without	2916	74	2918	74	2920	74	2923	74	2925	74	2928	74
	With	1027	26	1028	26	1029	26	1030	26	1031	26	1031	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	3962	100	3965	100	3968	100	3971	100	3974	100	3977	100
Social Class												
AB	808	20	808	20	809	20	809	20	810	20	811	20
C1	1069	27	1070	27	1071	27	1072	27	1073	27	1074	27
C2	760	19	761	19	761	19	762	19	762	19	763	19
DE	1325	33	1326	33	1327	33	1328	33	1329	33	1329	33
Housewife Age												
Under 25	214	5	215	5	215	5	215	5	214	5	215	5
25 - 34	586	15	586	15	587	15	587	15	588	15	588	15
35 - 44	785	20	786	20	786	20	787	20	787	20	788	20
45 - 54	726	18	727	18	727	18	728	18	729	18	729	18
55 - 64	661	17	661	17	662	17	662	17	663	17	663	17
65 +	990	25	990	25	991	25	992	25	993	25	994	25
Size												
1	1271	32	1272	32	1272	32	1274	32	1275	32	1276	32
2	1310	33	1311	33	1312	33	1313	33	1314	33	1315	33
3	590	15	590	15	591	15	591	15	592	15	592	15
4+	791	20	792	20	793	20	793	20	793	20	794	20
Children												
Without	2930	74	2932	74	2934	74	2937	74	2939	74	2941	74
With	1032	26	1033	26	1034	26	1034	26	1035	26	1036	26

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8733	100	8740	100	8747	100	8754	100	8761	100	8768	100
Age												
4 - 9	652	7	653	7	653	7	653	7	654	7	654	7
10 - 15	703	8	703	8	704	8	705	8	705	8	706	8
16 - 24	1065	12	1065	12	1067	12	1067	12	1068	12	1069	12
25 - 34	1093	13	1095	13	1095	13	1096	13	1098	13	1098	13
35 - 44	1399	16	1400	16	1401	16	1402	16	1402	16	1404	16
45 - 54	1244	14	1245	14	1246	14	1246	14	1247	14	1248	14
55 - 64	1122	13	1123	13	1124	13	1125	13	1126	13	1127	13
65 +	1455	17	1456	17	1457	17	1460	17	1461	17	1462	17
Adults												
Total	7378	100	7384	100	7390	100	7396	100	7402	100	7408	100
AB	1626	22	1627	22	1629	22	1630	22	1631	22	1632	22
C1	1997	27	1998	27	1999	27	2001	27	2003	27	2005	27
C2	1572	21	1575	21	1575	21	1576	21	1578	21	1579	21
DE	2183	30	2184	30	2187	30	2189	30	2190	30	2192	30

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	8774	100	8781	100	8788	100	8795	100	8802	100	8809	100
Age												
4 - 9	655	7	655	7	655	7	657	7	657	7	658	7
10 - 15	707	8	707	8	708	8	708	8	709	8	709	8
16 - 24	1068	12	1070	12	1072	12	1072	12	1073	12	1074	12
25 - 34	1099	13	1100	13	1100	13	1101	13	1102	13	1103	13
35 - 44	1406	16	1406	16	1408	16	1409	16	1410	16	1411	16
45 - 54	1249	14	1251	14	1251	14	1252	14	1253	14	1254	14
55 - 64	1128	13	1129	13	1129	13	1130	13	1131	13	1132	13
65 +	1462	17	1463	17	1465	17	1466	17	1467	17	1468	17
Adults												
Total	7412	100	7419	100	7425	100	7430	100	7436	100	7442	100
AB	1634	22	1635	22	1636	22	1637	22	1639	22	1640	22
C1	2006	27	2008	27	2010	27	2011	27	2012	27	2014	27
C2	1579	21	1581	21	1583	21	1584	21	1585	21	1586	21
DE	2193	30	2195	30	2196	30	2198	30	2200	30	2202	30

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4306	100	4309	100	4313	100	4316	100	4320	100	4323	100
Age												
4 - 15	701	16	701	16	702	16	702	16	703	16	703	16
16 - 24	541	13	541	13	541	13	542	13	543	13	543	13
25 - 34	528	12	530	12	530	12	530	12	531	12	531	12
35 - 44	701	16	701	16	702	16	702	16	702	16	703	16
45 - 54	619	14	620	14	620	14	621	14	620	14	622	14
55 - 64	558	13	558	13	558	13	559	13	559	13	560	13
65 +	658	15	658	15	660	15	660	15	662	15	661	15
Adults												
Total	3605	100	3608	100	3611	100	3614	100	3617	100	3620	100
AB	820	23	821	23	822	23	822	23	823	23	823	23
C1	946	26	946	26	947	26	948	26	949	26	950	26
C2	850	24	851	24	851	24	852	24	853	24	853	24
DE	989	27	990	27	991	27	992	27	992	27	994	27
Working F/T	2196	61	2198	61	2199	61	2201	61	2203	61	2205	61
Not Working	1409	39	1410	39	1412	39	1413	39	1414	39	1415	39

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	4326	100	4330	100	4333	100	4337	100	4340	100	4344	100
Age												
4 - 15	704	16	705	16	704	16	706	16	706	16	707	16
16 - 24	543	13	543	13	545	13	545	13	545	13	545	13
25 - 34	531	12	532	12	532	12	532	12	533	12	534	12
35 - 44	704	16	704	16	705	16	706	16	706	16	707	16
45 - 54	622	14	623	14	623	14	623	14	624	14	624	14
55 - 64	561	13	561	13	561	13	562	13	562	13	562	13
65 +	661	15	662	15	663	15	663	15	664	15	665	15
Adults												
Total	3622	100	3625	100	3629	100	3631	100	3634	100	3637	100
AB	825	23	825	23	825	23	826	23	827	23	827	23
C1	950	26	951	26	953	26	953	26	953	26	955	26
C2	853	24	854	24	856	24	856	24	857	24	857	24
DE	994	27	995	27	995	27	996	27	997	27	998	27
Working F/T	2206	61	2208	61	2210	61	2211	61	2213	61	2215	61
Not Working	1416	39	1417	39	1419	39	1420	39	1421	39	1422	39

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4427	100	4431	100	4434	100	4438	100	4441	100	4445	100
Age												
4 - 15	654	15	655	15	655	15	656	15	656	15	657	15
16 - 24	524	12	524	12	526	12	525	12	525	12	526	12
25 - 34	565	13	565	13	565	13	566	13	567	13	567	13
35 - 44	698	16	699	16	699	16	700	16	700	16	701	16
45 - 54	625	14	625	14	626	14	625	14	627	14	626	14
55 - 64	564	13	565	13	566	13	566	13	567	13	567	13
65 +	797	18	798	18	797	18	800	18	799	18	801	18
Adults												
Total	3773	100	3776	100	3779	100	3782	100	3785	100	3788	100
AB	806	21	806	21	807	21	808	21	808	21	809	21
C1	1051	28	1052	28	1052	28	1053	28	1054	28	1055	28
C2	722	19	724	19	724	19	724	19	725	19	726	19
DE	1194	32	1194	32	1196	32	1197	32	1198	32	1198	32
Working F/T	1252	33	1253	33	1255	33	1256	33	1256	33	1257	33
Not Working	2521	67	2523	67	2524	67	2526	67	2529	67	2531	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	4448	100	4451	100	4455	100	4458	100	4462	100	4465	100
Age												
4 - 15	658	15	657	15	659	15	659	15	660	15	660	15
16 - 24	525	12	527	12	527	12	527	12	528	12	529	12
25 - 34	568	13	568	13	568	13	569	13	569	13	569	13
35 - 44	702	16	702	16	703	16	703	16	704	16	704	16
45 - 54	627	14	628	14	628	14	629	14	629	14	630	14
55 - 64	567	13	568	13	568	13	568	13	569	13	570	13
65 +	801	18	801	18	802	18	803	18	803	18	803	18
Adults												
Total	3790	100	3794	100	3796	100	3799	100	3802	100	3805	100
AB	809	21	810	21	811	21	811	21	812	21	813	21
C1	1056	28	1057	28	1057	28	1058	28	1059	28	1059	28
C2	726	19	727	19	727	19	728	19	728	19	729	19
DE	1199	32	1200	32	1201	32	1202	32	1203	32	1204	32
Working F/T	1259	33	1260	33	1260	33	1262	33	1262	33	1263	33
Not Working	2531	67	2534	67	2536	67	2537	67	2540	67	2542	67

Channel Four - North Macro Region

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7534	100	7540	100	7546	100	7552	100	7558	100	7564	100	
TV Households	7388	98	7394	98	7400	98	7406	98	7411	98	7417	98	
ITV Households	6805	90	6810	90	6815	90	6821	90	6826	90	6831	90	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	7569	100	7575	100	7581	100	7587	100	7593	100	7599	100	
TV Households	7423	98	7429	98	7435	98	7441	98	7447	98	7453	98	
ITV Households	6836	90	6842	90	6847	90	6852	90	6858	90	6863	90	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6805	100	6810	100	6815	100	6821	100	6826	100	6831	100
Social Class												
AB	1177	17	1179	17	1179	17	1181	17	1181	17	1182	17
C1	1790	26	1792	26	1793	26	1794	26	1796	26	1797	26
C2	1365	20	1366	20	1368	20	1369	20	1370	20	1371	20
DE	2473	36	2473	36	2475	36	2477	36	2479	36	2481	36
Housewife Age												
Under 25	436	6	435	6	436	6	436	6	436	6	438	6
25 - 34	999	15	1000	15	1001	15	1002	15	1003	15	1003	15
35 - 44	1298	19	1299	19	1300	19	1301	19	1302	19	1303	19
45 - 54	1216	18	1217	18	1218	18	1219	18	1220	18	1220	18
55 - 64	1154	17	1155	17	1156	17	1157	17	1158	17	1159	17
65 +	1702	25	1704	25	1704	25	1706	25	1707	25	1708	25
Size												
1	2156	32	2157	32	2158	32	2160	32	2162	32	2164	32
2	2362	35	2364	35	2366	35	2368	35	2370	35	2371	35
3	1080	16	1081	16	1082	16	1083	16	1084	16	1084	16
4+	1207	18	1208	18	1209	18	1210	18	1210	18	1212	18
Children												
Without	5054	74	5058	74	5062	74	5066	74	5070	74	5074	74
With	1751	26	1752	26	1753	26	1755	26	1756	26	1757	26

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	6836	100	6842	100	6847	100	6852	100	6858	100	6863	100
Social Class												
AB	1183	17	1184	17	1185	17	1186	17	1187	17	1187	17
C1	1799	26	1800	26	1801	26	1803	26	1804	26	1806	26
C2	1372	20	1373	20	1374	20	1375	20	1376	20	1377	20
DE	2482	36	2485	36	2487	36	2488	36	2491	36	2493	36
Housewife Age												
Under 25	437	6	439	6	438	6	437	6	438	6	439	6
25 - 34	1004	15	1005	15	1006	15	1007	15	1007	15	1008	15
35 - 44	1304	19	1305	19	1307	19	1308	19	1309	19	1310	19
45 - 54	1221	18	1222	18	1223	18	1224	18	1225	18	1226	18
55 - 64	1160	17	1160	17	1161	17	1162	17	1163	17	1164	17
65 +	1710	25	1711	25	1712	25	1714	25	1716	25	1716	25
Size												
1	2165	32	2167	32	2168	32	2170	32	2172	32	2174	32
2	2373	35	2375	35	2377	35	2379	35	2381	35	2383	35
3	1085	16	1086	16	1087	16	1088	16	1089	16	1089	16
4+	1213	18	1214	18	1215	18	1215	18	1216	18	1217	18
Children												
Without	5078	74	5082	74	5085	74	5089	74	5094	74	5097	74
With	1758	26	1760	26	1762	26	1763	26	1764	26	1766	26

Table 3 All Individuals in ITV Households

Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	14753	100	14765	100	14776	100	14788	100	14799	100	14811	100
Age												
4 - 9	1051	7	1052	7	1052	7	1053	7	1054	7	1055	7
10 - 15	1169	8	1170	8	1171	8	1172	8	1173	8	1174	8
16 - 24	1885	13	1886	13	1888	13	1889	13	1890	13	1892	13
25 - 34	1842	12	1844	12	1844	12	1846	12	1848	12	1849	12
35 - 44	2263	15	2264	15	2267	15	2269	15	2270	15	2272	15
45 - 54	2114	14	2116	14	2118	14	2120	14	2121	14	2123	14
55 - 64	1944	13	1945	13	1947	13	1948	13	1950	13	1951	13
65 +	2485	17	2488	17	2489	17	2491	17	2493	17	2495	17
Adults												
Total	12533	100	12543	100	12553	100	12563	100	12572	100	12582	100
AB	2369	19	2371	19	2373	19	2375	19	2377	19	2379	19
C1	3413	27	3416	27	3419	27	3421	27	3424	27	3426	27
C2	2775	22	2777	22	2779	22	2781	22	2783	22	2786	22
DE	3976	32	3979	32	3982	32	3986	32	3988	32	3991	32

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	14822	100	14834	100	14846	100	14857	100	14869	100	14880	100
Age												
4 - 9	1056	7	1056	7	1057	7	1058	7	1059	7	1060	7
10 - 15	1175	8	1176	8	1177	8	1178	8	1179	8	1179	8
16 - 24	1893	13	1895	13	1896	13	1897	13	1899	13	1901	13
25 - 34	1851	12	1852	12	1854	12	1855	12	1857	12	1858	12
35 - 44	2274	15	2276	15	2278	15	2280	15	2281	15	2282	15
45 - 54	2124	14	2126	14	2127	14	2129	14	2130	14	2133	14
55 - 64	1953	13	1954	13	1956	13	1957	13	1959	13	1960	13
65 +	2496	17	2499	17	2501	17	2503	17	2505	17	2507	17
Adults												
Total	12591	100	12602	100	12612	100	12621	100	12631	100	12641	100
AB	2381	19	2382	19	2385	19	2386	19	2388	19	2390	19
C1	3429	27	3432	27	3434	27	3437	27	3440	27	3442	27
C2	2787	22	2791	22	2792	22	2795	22	2797	22	2799	22
DE	3994	32	3997	32	4001	32	4003	32	4006	32	4010	32

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7223	100	7229	100	7235	100	7240	100	7246	100	7252	100
Age												
4 - 15	1145	16	1147	16	1147	16	1148	16	1149	16	1150	16
16 - 24	962	13	962	13	964	13	964	13	965	13	966	13
25 - 34	913	13	914	13	914	13	915	13	916	13	917	13
35 - 44	1103	15	1103	15	1105	15	1105	15	1106	15	1107	15
45 - 54	1041	14	1042	14	1042	14	1044	14	1044	14	1045	14
55 - 64	954	13	955	13	956	13	956	13	958	13	958	13
65 +	1105	15	1106	15	1107	15	1108	15	1108	15	1109	15
Adults												
Total	6078	100	6082	100	6088	100	6092	100	6097	100	6102	100
AB	1185	19	1186	20	1187	19	1188	20	1189	20	1190	20
C1	1619	27	1621	27	1622	27	1623	27	1625	27	1626	27
C2	1499	25	1500	25	1502	25	1502	25	1503	25	1505	25
DE	1775	29	1775	29	1777	29	1779	29	1780	29	1781	29
Working F/T	3561	59	3563	59	3567	59	3569	59	3572	59	3575	59
Not Working	2517	41	2519	41	2521	41	2523	41	2525	41	2527	41

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	7257	100	7263	100	7269	100	7274	100	7280	100	7286	100
Age												
4 - 15	1151	16	1152	16	1153	16	1154	16	1155	16	1155	16
16 - 24	966	13	967	13	968	13	968	13	969	13	970	13
25 - 34	918	13	918	13	919	13	919	13	921	13	922	13
35 - 44	1108	15	1109	15	1110	15	1111	15	1111	15	1112	15
45 - 54	1045	14	1047	14	1047	14	1048	14	1048	14	1050	14
55 - 64	959	13	959	13	960	13	961	13	962	13	962	13
65 +	1110	15	1111	15	1112	15	1113	15	1114	15	1115	15
Adults												
Total	6106	100	6111	100	6116	100	6120	100	6125	100	6131	100
AB	1191	20	1192	20	1193	20	1193	19	1195	20	1196	20
C1	1627	27	1628	27	1629	27	1631	27	1632	27	1633	27
C2	1506	25	1507	25	1508	25	1510	25	1511	25	1512	25
DE	1782	29	1784	29	1786	29	1786	29	1787	29	1790	29
Working F/T	3578	59	3581	59	3584	59	3586	59	3589	59	3592	59
Not Working	2528	41	2530	41	2532	41	2534	41	2536	41	2539	41

Table4b Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7530	100	7536	100	7541	100	7548	100	7553	100	7559	100
Age												
4 - 15	1075	14	1075	14	1076	14	1077	14	1078	14	1079	14
16 - 24	923	12	924	12	924	12	925	12	925	12	926	12
25 - 34	929	12	930	12	930	12	931	12	932	12	932	12
35 - 44	1160	15	1161	15	1162	15	1164	15	1164	15	1165	15
45 - 54	1073	14	1074	14	1076	14	1076	14	1077	14	1078	14
55 - 64	990	13	990	13	991	13	992	13	992	13	993	13
65 +	1380	18	1382	18	1382	18	1383	18	1385	18	1386	18
Adults												
Total	6455	100	6461	100	6465	100	6471	100	6475	100	6480	100
AB	1184	18	1185	18	1186	18	1187	18	1188	18	1189	18
C1	1794	28	1795	28	1797	28	1798	28	1799	28	1800	28
C2	1276	20	1277	20	1277	20	1279	20	1280	20	1281	20
DE	2201	34	2204	34	2205	34	2207	34	2208	34	2210	34
Working F/T	2096	32	2098	32	2099	32	2101	32	2102	32	2104	32
Not Working	4359	68	4363	68	4366	68	4370	68	4373	68	4376	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	7565	100	7571	100	7577	100	7583	100	7589	100	7594	100
Age												
4 - 15	1080	14	1080	14	1081	14	1082	14	1083	14	1084	14
16 - 24	927	12	928	12	928	12	929	12	930	12	931	12
25 - 34	933	12	934	12	935	12	936	12	936	12	936	12
35 - 44	1166	15	1167	15	1168	15	1169	15	1170	15	1170	15
45 - 54	1079	14	1079	14	1080	14	1081	14	1082	14	1083	14
55 - 64	994	13	995	13	996	13	996	13	997	13	998	13
65 +	1386	18	1388	18	1389	18	1390	18	1391	18	1392	18
Adults												
Total	6485	100	6491	100	6496	100	6501	100	6506	100	6510	100
AB	1190	18	1190	18	1192	18	1193	18	1193	18	1194	18
C1	1802	28	1804	28	1805	28	1806	28	1808	28	1809	28
C2	1281	20	1284	20	1284	20	1285	20	1286	20	1287	20
DE	2212	34	2213	34	2215	34	2217	34	2219	34	2220	34
Working F/T	2104	32	2107	32	2109	32	2111	32	2112	32	2114	32
Not Working	4381	68	4384	68	4387	68	4390	68	4394	68	4396	68

Channel Four - Scotland Macro Region

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2584	100	2586	100	2588	100	2590	100	2592	100	2594	100	
TV Households	2519	97	2521	97	2522	97	2524	97	2526	97	2528	97	
ITV Households	2484	96	2486	96	2488	96	2490	96	2491	96	2493	96	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	2596	100	2598	100	2600	100	2602	100	2604	100	2606	100	
TV Households	2530	97	2532	97	2534	97	2536	97	2538	97	2540	97	
ITV Households	2495	96	2497	96	2499	96	2501	96	2503	96	2505	96	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2484	100	2486	100	2488	100	2490	100	2491	100	2493	100
Social Class												
AB	449	18	450	18	450	18	450	18	450	18	451	18
C1	660	27	660	27	661	27	661	27	662	27	662	27
C2	497	20	498	20	498	20	499	20	499	20	499	20
DE	878	35	878	35	879	35	880	35	880	35	881	35
Housewife Age												
Under 25	132	5	132	5	133	5	132	5	131	5	133	5
25 - 34	348	14	349	14	349	14	349	14	350	14	350	14
35 - 44	478	19	478	19	478	19	479	19	479	19	479	19
45 - 54	482	19	483	19	483	19	484	19	484	19	484	19
55 - 64	423	17	423	17	423	17	424	17	424	17	424	17
65 +	621	25	621	25	622	25	622	25	623	25	623	25
Size												
1	868	35	869	35	869	35	870	35	871	35	871	35
2	833	34	833	34	834	34	835	34	835	34	836	34
3	362	15	362	15	363	15	363	15	363	15	363	15
4+	421	17	422	17	422	17	422	17	422	17	423	17
Children												
Without	1887	76	1889	76	1890	76	1891	76	1893	76	1894	76
With	597	24	597	24	598	24	599	24	598	24	599	24

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	2495	100	2497	100	2499	100	2501	100	2503	100	2505	100
Social Class												
AB	452	18	452	18	452	18	453	18	453	18	453	18
C1	663	27	663	27	664	27	664	27	665	27	665	27
C2	500	20	500	20	500	20	501	20	501	20	502	20
DE	880	35	882	35	883	35	883	35	884	35	885	35
Housewife Age												
Under 25	133	5	133	5	133	5	133	5	133	5	133	5
25 - 34	350	14	350	14	351	14	351	14	351	14	351	14
35 - 44	480	19	480	19	480	19	481	19	481	19	482	19
45 - 54	485	19	485	19	485	19	486	19	486	19	487	19
55 - 64	424	17	425	17	425	17	425	17	426	17	426	17
65 +	623	25	624	25	625	25	625	25	626	25	626	25
Size												
1	872	35	873	35	873	35	874	35	875	35	875	35
2	836	34	837	34	838	34	838	34	839	34	840	34
3	364	15	364	15	364	15	364	15	365	15	365	15
4+	423	17	423	17	424	17	425	17	424	17	425	17
Children												
Without	1896	76	1897	76	1899	76	1900	76	1902	76	1903	76
With	599	24	600	24	600	24	601	24	601	24	602	24

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5221	100	5225	100	5229	100	5233	100	5237	100	5241	100
Age												
4 - 9	353	7	353	7	354	7	354	7	354	7	354	7
10 - 15	396	8	397	8	397	8	397	8	398	8	398	8
16 - 24	618	12	619	12	619	12	620	12	620	12	621	12
25 - 34	641	12	641	12	642	12	642	12	643	12	643	12
35 - 44	818	16	818	16	818	16	819	16	819	16	821	16
45 - 54	807	15	807	15	808	15	808	15	809	15	809	15
55 - 64	696	13	696	13	697	13	697	13	698	13	699	13
65 +	892	17	894	17	894	17	896	17	896	17	896	17
Adults												
Total	4472	100	4475	100	4478	100	4482	100	4485	100	4489	100
AB	878	20	879	20	880	20	880	20	881	20	882	20
C1	1222	27	1222	27	1223	27	1224	27	1225	27	1226	27
C2	1006	22	1006	22	1006	22	1008	22	1009	22	1009	22
DE	1366	31	1368	31	1369	31	1370	31	1370	31	1372	31

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	5245	100	5249	100	5253	100	5257	100	5261	100	5265	100
Age												
4 - 9	355	7	355	7	355	7	356	7	356	7	356	7
10 - 15	398	8	399	8	399	8	399	8	399	8	400	8
16 - 24	621	12	622	12	622	12	623	12	623	12	624	12
25 - 34	644	12	643	12	645	12	645	12	646	12	646	12
35 - 44	821	16	822	16	822	16	822	16	823	16	824	16
45 - 54	810	15	811	15	812	15	812	15	813	15	813	15
55 - 64	699	13	700	13	700	13	701	13	701	13	702	13
65 +	897	17	897	17	898	17	899	17	900	17	900	17
Adults												
Total	4492	100	4495	100	4499	100	4502	100	4506	100	4509	100
AB	882	20	883	20	883	20	884	20	886	20	886	20
C1	1227	27	1228	27	1229	27	1230	27	1230	27	1231	27
C2	1010	22	1010	22	1012	22	1012	22	1013	22	1014	22
DE	1373	31	1374	31	1375	31	1376	31	1377	31	1378	31

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2516	100	2518	100	2520	100	2522	100	2524	100	2526	100
Age												
4 - 15	389	15	390	15	390	15	390	15	391	15	391	15
16 - 24	316	13	316	13	316	13	316	13	316	13	317	13
25 - 34	315	13	315	13	315	13	316	13	316	13	316	13
35 - 44	387	15	389	15	389	15	389	15	389	15	390	15
45 - 54	390	16	389	15	390	15	390	15	391	15	390	15
55 - 64	338	13	338	13	339	13	339	13	339	13	340	13
65 +	381	15	381	15	381	15	382	15	382	15	382	15
Adults												
Total	2127	100	2128	100	2130	100	2132	100	2133	100	2135	100
AB	438	21	438	21	439	21	439	21	440	21	440	21
C1	547	26	547	26	547	26	548	26	548	26	548	26
C2	545	26	546	26	546	26	547	26	547	26	547	26
DE	597	28	597	28	598	28	598	28	598	28	600	28
Working F/T	1277	60	1278	60	1279	60	1280	60	1281	60	1282	60
Not Working	850	40	850	40	851	40	852	40	852	40	853	40

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	2528	100	2530	100	2532	100	2533	100	2536	100	2537	100
Age												
4 - 15	391	15	392	15	392	15	392	15	393	15	392	15
16 - 24	317	13	317	13	318	13	318	13	318	13	318	13
25 - 34	317	13	316	12	317	13	317	13	317	13	318	13
35 - 44	390	15	391	15	390	15	390	15	391	15	391	15
45 - 54	391	15	391	15	392	15	392	15	392	15	393	15
55 - 64	340	13	340	13	340	13	341	13	341	13	341	13
65 +	382	15	383	15	383	15	383	15	384	15	384	15
Adults												
Total	2137	100	2138	100	2140	100	2141	100	2143	100	2145	100
AB	440	21	441	21	440	21	441	21	442	21	442	21
C1	549	26	549	26	550	26	550	26	550	26	551	26
C2	548	26	548	26	549	26	549	26	549	26	550	26
DE	600	28	600	28	601	28	601	28	602	28	602	28
Working F/T	1283	60	1284	60	1285	60	1286	60	1287	60	1288	60
Not Working	854	40	854	40	855	40	855	40	856	40	857	40

Table4b												
Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2705	100	2707	100	2709	100	2711	100	2713	100	2715	100
Age												
4 - 15	360	13	360	13	361	13	361	13	361	13	361	13
16 - 24	302	11	303	11	303	11	304	11	304	11	304	11
25 - 34	326	12	326	12	327	12	326	12	327	12	327	12
35 - 44	431	16	429	16	429	16	430	16	430	16	431	16
45 - 54	417	15	418	15	418	15	418	15	418	15	419	15
55 - 64	358	13	358	13	358	13	358	13	359	13	359	13
65 +	511	19	513	19	513	19	514	19	514	19	514	19
Adults												
Total	2345	100	2347	100	2348	100	2350	100	2352	100	2354	100
AB	440	19	441	19	441	19	441	19	441	19	442	19
C1	675	29	675	29	676	29	676	29	677	29	678	29
C2	461	20	460	20	460	20	461	20	462	20	462	20
DE	769	33	771	33	771	33	772	33	772	33	772	33
Working F/T	770	33	771	33	771	33	772	33	772	33	773	33
Not Working	1575	67	1576	67	1577	67	1578	67	1580	67	1581	67

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	2717	100	2719	100	2721	100	2724	100	2725	100	2728	100
Age												
4 - 15	362	13	362	13	362	13	363	13	362	13	364	13
16 - 24	304	11	305	11	304	11	305	11	305	11	306	11
25 - 34	327	12	327	12	328	12	328	12	329	12	328	12
35 - 44	431	16	431	16	432	16	432	16	432	16	433	16
45 - 54	419	15	420	15	420	15	420	15	421	15	420	15
55 - 64	359	13	360	13	360	13	360	13	360	13	361	13
65 +	515	19	514	19	515	19	516	19	516	19	516	19
Adults												
Total	2355	100	2357	100	2359	100	2361	100	2363	100	2364	100
AB	442	19	442	19	443	19	443	19	444	19	444	19
C1	678	29	679	29	679	29	680	29	680	29	680	29
C2	462	20	462	20	463	20	463	20	464	20	464	20
DE	773	33	774	33	774	33	775	33	775	33	776	33
Working F/T	773	33	774	33	775	33	775	33	776	33	776	33
Not Working	1582	67	1583	67	1584	67	1586	67	1587	67	1588	67

Channel Four - Ulster Macro Region

Projections for		Television Reception											
		Jan 09		Feb 09		Mar 09		Apr 09		May 09		Jun 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	699	100	699	100	700	100	701	100	702	100	703	100	
TV Households	679	97	680	97	680	97	681	97	682	97	683	97	
ITV Households	679	97	680	97	680	97	681	97	682	97	683	97	

Projections for		Television Reception											
		Jul 09		Aug 09		Sep 09		Oct 09		Nov 09		Dec 09	
		000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Households	703	100	704	100	705	100	706	100	707	100	707	100	
TV Households	683	97	684	97	685	97	686	97	686	97	687	97	
ITV Households	683	97	684	97	685	97	686	97	686	97	687	97	

ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	679	100	680	100	680	100	681	100	682	100	683	100
Social Class												
AB	106	16	106	16	106	16	107	16	107	16	107	16
C1	155	23	155	23	155	23	155	23	155	23	156	23
C2	149	22	149	22	149	22	149	22	149	22	149	22
DE	269	40	270	40	270	40	270	40	271	40	271	40
Housewife Age												
Under 25	34	5	34	5	34	5	34	5	35	5	34	5
25 - 34	111	16	111	16	111	16	111	16	111	16	112	16
35 - 44	145	21	145	21	145	21	145	21	145	21	145	21
45 - 54	129	19	129	19	129	19	129	19	129	19	130	19
55 - 64	109	16	110	16	110	16	110	16	110	16	110	16
65 +	151	22	151	22	151	22	152	22	152	22	152	22
Size												
1	198	29	199	29	198	29	199	29	199	29	200	29
2	206	30	206	30	206	30	206	30	207	30	207	30
3	108	16	108	16	108	16	108	16	108	16	108	16
4+	167	25	167	25	168	25	168	25	168	25	168	25
Children												
Without	475	70	476	70	476	70	476	70	477	70	478	70
With	204	30	204	30	204	30	205	30	205	30	205	30

ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total ITV Households	683	100	684	100	685	100	686	100	686	100	687	100
Social Class												
AB	107	16	107	16	107	16	107	16	107	16	107	16
C1	156	23	156	23	156	23	156	23	156	23	157	23
C2	150	22	150	22	150	22	150	22	150	22	150	22
DE	270	40	271	40	272	40	273	40	273	40	273	40
Housewife Age												
Under 25	34	5	34	5	34	5	35	5	34	5	34	5
25 - 34	112	16	112	16	112	16	112	16	112	16	112	16
35 - 44	146	21	146	21	146	21	146	21	146	21	146	21
45 - 54	130	19	130	19	130	19	130	19	130	19	130	19
55 - 64	110	16	110	16	110	16	110	16	111	16	111	16
65 +	151	22	152	22	153	22	153	22	153	22	154	22
Size												
1	200	29	201	29	199	29	200	29	200	29	201	29
2	207	30	207	30	208	30	208	30	208	30	208	30
3	108	16	108	16	109	16	109	16	109	16	109	16
4+	168	25	168	25	169	25	169	25	169	25	169	25
Children												
Without	478	70	478	70	479	70	480	70	480	70	480	70
With	205	30	206	30	206	30	206	30	206	30	207	30

All Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1617	100	1619	100	1620	100	1622	100	1624	100	1626	100
Age												
4 - 9	135	8	134	8	134	8	135	8	135	8	135	8
10 - 15	148	9	149	9	149	9	148	9	149	9	149	9
16 - 24	222	14	222	14	223	14	223	14	223	14	223	14
25 - 34	222	14	223	14	222	14	223	14	223	14	224	14
35 - 44	253	16	253	16	254	16	254	16	254	16	254	16
45 - 54	226	14	226	14	226	14	226	14	227	14	227	14
55 - 64	183	11	183	11	183	11	184	11	184	11	184	11
65 +	228	14	229	14	229	14	229	14	229	14	230	14
Adults												
Total	1334	100	1336	100	1337	100	1339	100	1340	100	1342	100
AB	229	17	230	17	230	17	230	17	230	17	231	17
C1	326	24	325	24	326	24	327	24	327	24	327	24
C2	335	25	336	25	336	25	336	25	336	25	337	25
DE	444	33	445	33	445	33	446	33	447	33	447	33

Table 3 All Individuals in ITV Households

Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Individuals 4+	1628	100	1630	100	1631	100	1633	100	1635	100	1637	100
Age												
4 - 9	135	8	135	8	135	8	135	8	136	8	136	8
10 - 15	149	9	150	9	150	9	150	9	150	9	150	9
16 - 24	224	14	224	14	224	14	224	14	224	14	225	14
25 - 34	224	14	224	14	224	14	225	14	225	14	225	14
35 - 44	254	16	255	16	256	16	256	16	256	16	256	16
45 - 54	228	14	228	14	227	14	227	14	228	14	229	14
55 - 64	184	11	184	11	185	11	185	11	185	11	185	11
65 +	230	14	230	14	230	14	231	14	231	14	231	14
Adults												
Total	1344	100	1345	100	1346	100	1348	100	1349	100	1351	100
AB	230	17	231	17	232	17	232	17	232	17	233	17
C1	328	24	328	24	328	24	328	24	329	24	329	24
C2	338	25	338	25	338	25	339	25	338	25	339	25
DE	448	33	448	33	448	33	449	33	450	33	450	33

Male Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	788	100	789	100	790	100	791	100	792	100	793	100
Age												
4 - 15	146	19	146	19	147	19	147	19	147	19	147	19
16 - 24	111	14	111	14	112	14	111	14	112	14	112	14
25 - 34	109	14	110	14	109	14	110	14	110	14	110	14
35 - 44	123	16	123	16	123	16	123	16	123	16	123	16
45 - 54	110	14	110	14	111	14	111	14	111	14	111	14
55 - 64	89	11	89	11	88	11	89	11	89	11	89	11
65 +	100	13	100	13	100	13	100	13	100	13	101	13
Adults												
Total	642	100	643	100	643	100	644	100	645	100	646	100
AB	117	18	117	18	117	18	117	18	117	18	118	18
C1	151	24	151	23	152	24	152	24	152	24	152	24
C2	179	28	180	28	179	28	180	28	180	28	180	28
DE	195	30	195	30	195	30	195	30	196	30	196	30
Working F/T	396	62	397	62	397	62	397	62	398	62	398	62
Not Working	246	38	246	38	246	38	247	38	247	38	248	38

Male Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Males 4+	794	100	794	100	795	100	796	100	797	100	798	100
Age												
4 - 15	147	19	147	19	148	19	147	18	148	19	148	19
16 - 24	113	14	112	14	112	14	112	14	112	14	113	14
25 - 34	110	14	110	14	110	14	111	14	111	14	110	14
35 - 44	123	15	124	16	124	16	124	16	124	16	124	16
45 - 54	112	14	111	14	111	14	111	14	112	14	112	14
55 - 64	89	11	90	11	90	11	90	11	89	11	90	11
65 +	100	13	100	13	100	13	101	13	101	13	101	13
Adults												
Total	647	100	647	100	647	100	649	100	649	100	650	100
AB	118	18	118	18	118	18	118	18	118	18	119	18
C1	152	23	152	23	153	24	153	24	153	24	153	24
C2	180	28	181	28	180	28	181	28	181	28	181	28
DE	197	30	196	30	196	30	197	30	197	30	197	30
Working F/T	399	62	399	62	400	62	401	62	400	62	401	62
Not Working	248	38	248	38	247	38	248	38	249	38	249	38

Female Individuals in ITV Households												
Projections for	Jan-09		Feb-09		Mar-09		Apr-09		May-09		Jun-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	829	100	830	100	830	100	831	100	832	100	833	100
Age												
4 - 15	137	17	137	17	136	16	136	16	137	16	137	16
16 - 24	111	13	111	13	111	13	112	13	111	13	111	13
25 - 34	113	14	113	14	113	14	113	14	113	14	114	14
35 - 44	130	16	130	16	131	16	131	16	131	16	131	16
45 - 54	116	14	116	14	115	14	115	14	116	14	116	14
55 - 64	94	11	94	11	95	11	95	11	95	11	95	11
65 +	128	15	129	16	129	16	129	16	129	16	129	15
Adults												
Total	692	100	693	100	694	100	695	100	695	100	696	100
AB	112	16	113	16	113	16	113	16	113	16	113	16
C1	175	25	174	25	174	25	175	25	175	25	175	25
C2	156	23	156	23	157	23	156	22	156	22	157	23
DE	249	36	250	36	250	36	251	36	251	36	251	36
Working F/T	222	32	222	32	223	32	223	32	223	32	224	32
Not Working	470	68	471	68	471	68	472	68	472	68	472	68

Table4b												
Female Individuals in ITV Households												
Projections for	Jul-09		Aug-09		Sep-09		Oct-09		Nov-09		Dec-09	
	000's	%	000's	%	000's	%	000's	%	000's	%	000's	%
Total Females 4+	834	100	836	100	836	100	837	100	838	100	839	100
Age												
4 - 15	137	16	138	17	137	16	138	16	138	16	138	16
16 - 24	111	13	112	13	112	13	112	13	112	13	112	13
25 - 34	114	14	114	14	114	14	114	14	114	14	115	14
35 - 44	131	16	131	16	132	16	132	16	132	16	132	16
45 - 54	116	14	117	14	116	14	116	14	116	14	117	14
55 - 64	95	11	94	11	95	11	95	11	96	11	95	11
65 +	130	16	130	16	130	16	130	16	130	16	130	15
Adults												
Total	697	100	698	100	699	100	699	100	700	100	701	100
AB	112	16	113	16	114	16	114	16	114	16	114	16
C1	176	25	176	25	175	25	175	25	176	25	176	25
C2	158	23	157	22	158	23	158	23	157	22	158	23
DE	251	36	252	36	252	36	252	36	253	36	253	36
Working F/T	223	32	224	32	224	32	224	32	225	32	225	32
Not Working	474	68	474	68	475	68	475	68	475	68	476	68

ITV Reception In Overlap Areas

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

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

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

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

Overlap Area	Sample Size	Household Estimates (000's)					
		All H/Holds	TV H/Holds	Single ITV H/Holds			Multi ITV H/Holds
London/South	4438	1044	1025	179 (L)		696 (S)	150
London/East	1569	399	389	172 (L)		136 (E)	80
Midlands/North West	1333	272	271	159 (M)		89 (NW)	13
Midlands/Yorkshire	1731	446	440	207 (M)		166 (Y)	66
Midlands/Wales	1573	259	254	46 (M)		175 (W)	29
Midlands/East	2170	542	528	56 (M)		444 (E)	25
North West/Yorshire	175	45	43	32 (NW)		7 (Y)	4
North West/Wales	2076	223	220	97 (NW)		53 (W)	70
North West/Border	678	72	69	24 (NW)		41 (B)	4
Yorkshire/North East	1249	319	312	154 (Y)		88 (NE)	70
Yorkshire/East	388	98	97	12 (Y)		71 (E)	14
South/Wales	109	18	17	7 (S)		8 (W)	3
South West/Wales	1169	159	156	9 (SW)		141 (W)	5
North East/Border	261	18	18	10 (NE)		5 (B)	3
Scotland/Border	105	3	3	* (SC)		3 (B)	1
London/Midlands/South	107	15	15	8 (L)	2 (M)	2 (S)	* (L/M) 1 (L/S) 1 (M/S)
London/Midlands/East	233	49	49	6 (L)	* (M)	35 (E)	2 (L/M) 5 (L/E) 1 (M/E)
London/South/East	695	134	133	87 (L)	3 (S)	18 (E)	3 (L/S) 18 (L/E) 1 (S/E)
Midlands/Yorkshire/East	251	68	67	21 (M)	22 (Y)	9 (E)	11 (M/Y) 3 (M/E) 1 (Y/E)
South/South West/Wales	142	16	16	2 (S)	1 (SW)	10 (W)	* (S/SW) 1 (S/W) 1 (SW/W)
TOTAL	20452	4200	4122	3514			588

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

Overlap Area	Sample Size	Population Estimates (000's)		
		All Indivs	Individuals in TV H/Holds	Individuals in Multi ITV H/Holds
London/South	10721	2436	2401	389
London/East	3893	946	928	198
Midlands/North West	3216	593	590	31
Midlands/Yorkshire	4010	1008	996	167
Midlands/Wales	3718	593	584	74
Midlands/East	5057	1244	1219	67
North West/Yorshire	409	110	106	9
North West/Wales	4778	509	505	166
North West/Border	1551	159	154	8
Yorkshire/North East	2923	711	699	178
Yorkshire/East	899	221	219	33
South/Wales	270	42	40	7
South West/Wales	2725	360	355	13
North East/Border	583	40	39	7
Scotland/Border	236	7	7	1
London/Midlands/South	247	34	34	1 * (L/M) 2 (L/S) 2 (M/S)
London/Midlands/East	584	117	116	2 4 (L/M) 13 (L/E) 4 (M/E)
London/South/East	1667	303	302	10 8 (L/S) 48 (L/E) 2 (S/E)
Midlands/Yorkshire/East	602	155	153	0 28 (M/Y) 7 (M/E) 3 (Y/E)
South/South West/Wales	317	34	33	1 * (S/SW) 3 (S/W) 2 (SW/W)
TOTAL	48406	9621	9482	1489

ITV Area Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	7042	452	258	3	662	12
Midlands	7398	492	151	1	386	2
North West	4262	242	90	0	214	0
Yorkshire	3794	360	166	0	419	0
North East	1510	98	73	0	186	0
Scotland	105	*	1	0	1	0
South & South east	5491	710	159	3	414	11
East	5306	714	148	3	375	11
South West	1311	10	7	*	16	1
Border	1044	48	8	0	17	0
Wales & West	5069	387	108	*	264	1

**Analysis Of C4 Overlap Areas
(Individual Overlap Areas)**

Overlap Area	Sample Size	Household Estimates (000's)					
		All H/Holds	TV H/Holds	Single ITV H/Holds			Multi ITV H/Holds
London/South	6702	1577	1547	438 (L)	854 (S)		253
Midlands/North	3064	719	710	366 (M)	254 (N)		79
Midlands/South	3743	801	783	103 (M)	619 (S)		54
North/Scotland	939	90	87	35 (N)	46 (SC)		7
North/South	2464	321	316	108 (N)	124 (S)		83
London/Midlands/South	340	64	64	14 (L)	2 (M)	38 (S)	2 (L/M) 6 (L/S) 2 (M/S)
Midlands/North/South	251	68	67	21 (M)	22 (N)	9 (S)	11 (M/N) 3 (M/S) 1 (N/S)
TOTAL	17503	3640	3574	3053			502

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

C4 Macro Area Reception Characteristics

Overlap Area	Sample Size	Household Estimates (000's)				
		Single ITV Channel H/Holds	Dual ITV Channel H/Holds	Triple ITV Channel H/Holds	Individuals in Dual ITV Channel H/Holds	Individuals in Triple ITV Channel H/Holds
London	7042	452	261	1	671	2
South	13500	1643	403	1	1026	2
Midlands	7398	492	151	1	386	2
North	6718	419	181	0	444	0
Scotland	939	46	7	0	15	0
Ulster	0	0	0	0	0	0

Preference To View & Net Share

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

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

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

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

These net ITV households and shares are reproduced overleaf based on data from July 2006 to June 2008. These tables are then repeated for Channel Four Macro Regions.

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Area													
ITV Area	Multi ITV H/Holds 000's	Sample Size	L	M	NW	Y	NE	SC	S	E	SW	B	W
London	261	1141	4.5	*	-	-	-	-	3.6	1.9	-	-	-
Midlands	151	677	0.1	4.6	0.5	2.6	-	-	*	1.2	-	-	1.0
North West	90	962	-	0.6	6.2	0.2	-	-	-	-	-	0.2	2.8
Yorkshire	166	650	-	2.3	0.1	5.3	1.7	-	-	0.6	-	-	-
North East	73	335	-	-	-	5.8	3.9	-	-	-	-	0.3	-
Scotland	#	16	-	-	-	-	-	2.9	-	-	-	7.1	-
South & South East	163	729	3.9	*	-	-	-	-	5.9	0.1	*	-	0.1
East	151	648	3.7	0.8	-	0.3	-	-	0.1	5.1	-	-	-
South West	7	56	-	-	-	-	-	-	0.3	-	4.5	-	5.3
Border	8	103	-	-	3.1	-	1.6	0.2	-	-	-	5.1	-
Wales & West	109	1077	-	1.2	4.1	-	-	-	0.2	-	0.3	-	4.3

= Under 0.5
* = Under 0.05

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

Net Households And Shares For Each ITV Area

Area	000's	%
London	4871	18.91
Midlands	3840	14.90
North West	2929	11.37
Yorkshire	2496	9.69
North East	1259	4.89
Scotland	2156	8.37
South, South East & Channel Islands	2457	9.54
East	1901	7.38
South West	782	3.04
Border	311	1.21
Wales & West	2086	8.10
Ulster	673	2.61
All Areas	25762	100.00

Preference To View (Hours In Ten) Of Multi ITV Households In Overlaps Of Each Macro Region								
Macro Region	Multi ITV H/Holds 000's	Sample Size	London	South	Midlands	North	Scotland	Ulster
London	261	1141	4.5	5.4	*	-	-	-
South	404	2317	2.9	5.2	0.6	1.2	-	-
Midlands	151	677	0.1	2.3	4.6	3.1	-	-
North	181	1341	-	1.9	2.4	5.5	0.2	-
Scotland	7	87	-	-	-	5.0	5.0	-
Ulster	0	0	-	-	-	-	-	-

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

Macro Region	000's	%
London	4871	18.90
South	7228	28.05
Midlands	3840	14.90
North	6686	25.95
Scotland	2467	9.58
Ulster	673	2.61
All Areas	25765	100.00

Appendices

Appendix A

Objectives

The Establishment Survey has three major purposes:

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

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

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

Appendix B

The Sample

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

POPULATION DEFINITIONS AND GEOGRAPHY

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

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

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

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

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

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

SAMPLE STRATIFICATION

The sample is stratified using the following variables:

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

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

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

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

SAMPLE SELECTION

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

a) Selection of output areas

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

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

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

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

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

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

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

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

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

b) Selection of addresses

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

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

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

Appendix C

FIELDWORK AND RESULTS

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

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

An explanation of some of the terms is given below.

SHOP/BUSINESS

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

OTHER NON EFFECTIVE

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

SUBSTITUTE ADDRESSES

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

ADDITIONAL HOUSEHOLDS AT MULTIPLE OCCUPANCY ADDRESSES

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

NON CONTACT

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

REFUSAL

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

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

* = Less than 0.5%

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

* = Less than 0.5%

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

* = Less than 0.5%

Appendix D

DEFINITIONS

ITV AREAS

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

POPULATION

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

PRIVATE HOUSEHOLD

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

TV HOUSEHOLD

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

“HOME” ITV HOUSEHOLDS

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

MULTICHANNEL HOUSEHOLDS

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

DSAT / DTT / Cable

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

MACRO REGIONS

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

Macro Region

Constituent ITV Areas

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

HOUSEHOLD MEMBER

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

Household members include:

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

Household members exclude:

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

HOUSEWIFE

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

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

HEAD OF THE HOUSEHOLD

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

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

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

SOCIAL CLASS

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

CHIEF INCOME EARNER

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

“PORTABLE” SETS

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

SCREEN SIZE

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

EMPLOYMENT STATUS

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

PERCENTAGES

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

Appendix E

NUMBER OF TELEVISIONS IN THE HOUSEHOLD

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

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

Appendix F

ROUNDING

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

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

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

Appendix G

SAMPLE BASES FOR THE TABLES

The following tables give sample bases for the main report tables. They are an aggregation of all fieldwork from July 2006 to June 2008.

SAMPLE BASES FOR REPORT TABLES
TABLES 1 - 3

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

SAMPLE BASES FOR REPORT TABLES

TABLE 4

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

SAMPLE BASES FOR REPORT TABLES

TABLE 5

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

SAMPLE BASES FOR REPORT TABLES
TABLE 5

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

SAMPLE BASES FOR REPORT TABLES

TABLE 6

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

SAMPLE BASES FOR REPORT TABLES

TABLE 6

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

Appendix H

MULTIPLE HOUSEHOLDS AT ISSUED ADDRESSES

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

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

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

Appendix I

SMOOTHING AND PROJECTION

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

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

WEIGHTING

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

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

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

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

STATIC AND DYNAMIC VARIABLES

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

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

SMOOTHING AND PROJECTION OF STATIC AND DYNAMIC VARIABLES

Static Variables

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

Dynamic Variables

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

Multichannel

Multichannel total universe projections are produced as follows:

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

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

Previously the following methodologies were employed:

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

The Smoothing Model

The following is a guide to the smoothing model.

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

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

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

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

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

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

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

= $U_m - SU_{m-1}$

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

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

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

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

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

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

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

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

For Example:

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

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

PROJECTIONS OF STATIC DATA FOR 2009

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

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

Appendix J

The Questionnaire (June 2008)

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

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

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

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

WRITE IN > _____

ASK ALL

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

WRITE IN > _____

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

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

WRITE IN > _____

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

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

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

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

SP

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

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

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

SP

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

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

Talking about your **main set** only.

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

8a. What is the screen size, in inches? By that I mean the diagonal measurement across the screen.
INTERVIEWER: IF SCREEN SIZE NOT KNOWN, MEASURE DIAGONALLY ACROSS THE SCREEN
 WRITE IN (2 digits required)

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

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

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

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

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

REPEAT FOR ALL SETS WITH DIGITAL TERRESTRIAL IF ANY SETS SHARE A RECEIVER/DECODER (CODE 2 Q30A) ASK Q30B OTHERWISE GO TO Q30c		
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?		
INTERVIEWER: IF NECESSARY, EXPLAIN: That is, which set is located near to (or in the same room as) the set-top-box?		
ON THE SCREEN WE NEED THE DETAILS OF THE SETS THAT ALL SHARE AT Q30a AND RESPONDENT HAS TO CHOOSE 1 IE SP		
ASK ALL		
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? Yes No	SP
IF YES AT Q30c ASK Q30d		
30d	With which of these reception methods are they associated? READ OUT Satellite Cable Digital via a normal aerial	MP
ASK Q30e IF SATELLITE (CODE 1) AT Q30d OTHERWISE GO TO Q30f		
30e.	Is the satellite reception method digital? Yes No	SP
ASK Q30f IF CABLE (CODE 2) AT Q30d OTHERWISE GO TO Q30g		
30f.	Is the cable reception method digital? Yes No	SP
ASK Q30g FOR EACH RECEPTION METHOD CODED AT Q30d		
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? WRITE IN> _____	
ASK Q30h FOR EACH SET-TOP-BOX CODED AT Q30d/Q30g		
30h	SHOW CARD NN. Which of the statements on this card applies for the first unused satellite / cable / digital via a normal aerial (ENTERTEXT AS CODED AT Q30d) set-top-box in your household? REPEAT FOR UP TO 3 SET-TOP-BOXES FOR EACH RECEPTION METHOD SUBSTITUTING first FOR second / third 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	SP
30i	Do you have a second home either in the UK or abroad? Yes – UK Yes - abroad No	MP (SP)
IF YES-UK OR YES-ABROAD AT Q30i ASK Q30j		
30j	Do you have any equipment for receiving additional UK channels at any of these households? READ OUT Yes - Satellite Yes - Cable Yes - Digital via a normal aerial No	MP
Now some questions about other ways that television sets can be used.		

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

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

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

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF UTV AND ___ HOURS OF RTE/TV3/TG4 TELEVISION?"

IF CORRECT CODE APPROPRIATELY, IF INCORRECT ASK AGAIN

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

41. For every 10 hours viewing to Channel 4 and S4C, how would you and your household divide the 10 hours between Channel 4 and S4C? **2 DIGITS REQUIRED FOR EACH**
 Channel 4
 S4C
INTERVIEWER: ANSWERS MUST ADD UP TO 10 THEN SAY:

"SO OUT OF EVERY TEN HOURS YOU WOULD VIEW ___ HOURS OF CHANNEL 4 AND ___ HOURS OF S4C?"

SP

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

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

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

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

SP

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

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

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

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

SP

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

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

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

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

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