



**TRENDS IN TELEVISION VIEWING**

**QUARTER 2 2002**

## Summary

This is the second issue of IPA Trends in Television viewing since the start of the new BARB panel on the 1st January 2002.

As before, some data are shown from the previous panel to provide a context, but we remind you that the introduction of the new BARB panel has led to a discontinuity in the viewing data produced and the two sets of data should not be subject to direct comparisons. To highlight this, all data for the new BARB panel is produced in bold.

The recorded average daily hours of viewing for total television is 3.47 hours per day for the second quarter of 2002, this is in line with historical levels as recorded by the previous panel ([Table 1](#)).

ITV's share of viewing has fallen in the second quarter of 2002 compared to the first quarter and the growth in non-terrestrial viewing appears to have been halted, whilst BBC1 has enjoyed an increased share ([Table 2](#)). Looking at the data week by week shows that this has largely the result of BBC1's high audience share during the period of the Football World Cup ([Table 3](#)).

Demographically, channel performances retain much the same pattern as they have held for some time now. ([Table 4](#)) & ([Table 5](#)).

Overall patronage figures continue to show a decline on the same period a year ago, although it must be remembered that the two years are measured by different panels ([Table 7](#)).

[Table 1](#) Average daily hours of viewing - all tv all individuals

[Table 2](#) Trends in Channel Share - all Individuals (consolidated - including non-terrestrial)

[Table 3](#) Weekly Channel Shares - This Quarter All Individuals (consolidated - including non-terrestrial)

[Table 4](#) Channel shares by demographics - all time - all individuals - 13 W/E 30th June 2002 (consolidated viewing including non-terrestrial)

[Table 5](#) Channel shares by demographics - peak time (1800-2259) - all individuals - 13 W/E 30th June 2002 (consolidated viewing including non-terrestrial)

[Table 6](#) Channel Shares by Platform - all time - all individuals - 13 W/E 30th June 2002

[Table 7](#) Average Weekly Patronage - All Individuals (Consolidated Data)

TV Trends 2002 Q2 Table 1

AVERAGE DAILY HOURS OF VIEWING - ALL TV ALL INDIVIDUALS

	Qtr 1	Qtr 2	Qtr 3	Qtr 4	FULL YEAR
<b>OLD PANEL</b>					
1991			<i>3.41*</i>	4.09	#
1992	4.13	3.52	3.55	4.03	3.81
1993	4.07	3.41	3.34	3.93	3.69
1994	3.91	3.38	3.28	3.82	3.60
1995	3.94	3.38	3.21	3.84	3.59
1996	3.95	3.39	3.25	3.78	3.59
1997	3.89	3.41	3.29	3.77	3.59
1998	3.84	3.46	3.34	3.78	3.61
1999	3.91	3.48	3.35	3.93	3.67
2000	3.86	3.49	3.43	3.91	3.67
2001	3.95	3.46	3.34	3.75	3.62
<b>NEW PANEL</b>					
2002	3.54	3.47			

NOTES:

1. New panel commenced on 1st January 2002
  2. Figures in italics refer to previous panel
- *\** = Average of 8 weeks ending Sept 29th 1991
  - *#* = No average quoted because of panel change



<b>2001 - Qtr 1</b>	28.9	9.8	5.5	17.8	62.0	26.5	11.5	100.0
	<i>46.6</i>	<i>15.8</i>	<i>8.9</i>	<i>28.7</i>	<i>100.0</i>			
<b>2001 - Qtr 2</b>	27.5	10.4	5.7	19.4	63.0	26.2	10.7	100.0
	<i>43.6</i>	<i>16.5</i>	<i>9.1</i>	<i>30.8</i>	<i>100.0</i>			
<b>2001 - Qtr 3</b>	25.2	10.1	5.9	20.9	62.2	26.8	11.0	100.0
	<i>40.6</i>	<i>16.2</i>	<i>9.5</i>	<i>33.6</i>	<i>100.0</i>			
<b>2001 - Qtr 4</b>	25.2	9.6	5.8	20.4	61.1	27.8	11.2	100.0
	<i>41.2</i>	<i>15.8</i>	<i>9.6</i>	<i>33.4</i>	<i>100.0</i>			
<b>2002 - Qtr 1</b>	<b>25.1</b>	<b>10.1</b>	<b>6.4</b>	<b>21.4</b>	<b>63.0</b>	<b>25.3</b>	<b>11.7</b>	<b>100.0</b>
	<i>39.9</i>	<i>16.0</i>	<i>10.1</i>	<i>34.1</i>	<i>100.0</i>			
<b>2002 - Qtr 2</b>	<b>24.2</b>	<b>10.2</b>	<b>6.4</b>	<b>21.3</b>	<b>62.1</b>	<b>27.2</b>	<b>10.7</b>	<b>100.0</b>
	<i>39.0</i>	<i>16.4</i>	<i>10.3</i>	<i>34.3</i>	<i>100.0</i>			

**NOTE:** Figures not in bold print refer to the previous panel

TV Trends 2002 Q2 Table 3

WEEKLY CHANNEL SHARES - THIS QUARTER ALL INDIVIDUALS (CONSOLIDATED - INCLUDING NON-TERRESTRIAL)

				NON-	TOTAL			
	ITV	CH 4	CH 5	TERRESTRIAL	COMMERCIAL + NON-TERR	BBC1	BBC2	TOTAL
	%	%	%	%	%	%	%	%
Week Ending: -								
07.04.02	24.1	10.2	6.2	21.9	62.4	26.5	11.2	100.0
	38.6	16.3	9.9	35.1	100.0			
14.04.02	25.1	9.0	6.7	21.7	62.5	26.7	10.8	100.0
	40.2	14.4	10.7	34.7	100.0			
21.04.02	24.9	9.5	6.6	23.1	64.1	25.3	10.5	100.0
	38.8	14.8	10.3	36.0	100.0			
28.04.02	25.2	9.5	6.2	21.8	62.7	26.2	11.0	100.0
	40.2	15.2	9.9	34.8	100.0			
05.05.02	23.7	9.4	6.3	21.0	60.4	27.0	12.7	100.0
	39.2	15.6	10.4	34.8	100.0			
12.05.02	24.5	10.0	6.3	21.1	61.9	26.4	11.7	100.0
	39.6	16.2	10.2	34.1	100.0			
19.05.02	23.9	9.9	6.9	21.3	62.0	27.3	10.8	100.0
	38.5	16.0	11.1	34.4	100.0			
26.05.02	23.7	10.8	6.7	21.5	62.7	26.6	10.7	100.0
	37.8	17.2	10.7	34.3	100.0			
02.06.02	25.4	10.9	6.3	21.2	63.8	25.9	10.3	100.0
	39.8	17.1	9.9	33.2	100.0			
09.06.02	22.9	10.0	5.2	19.9	58.0	32.0	9.9	100.0
	39.5	17.2	9.0	34.3	100.0			
16.06.02	24.1	10.4	6.5	20.0	61.0	29.6	9.4	100.0
	39.5	17.0	10.7	32.8	100.0			
23.06.02	24.8	11.0	6.9	20.7	63.4	26.6	10.0	100.0
	39.1	17.4	10.9	32.6	100.0			
30.06.02	22.7	11.5	6.6	21.8	62.6	26.9	10.5	100.0
	36.3	18.4	10.5	34.8	100.0			

TV Trends 2002 Q2 Table 4

CHANNEL SHARES BY DEMOGRAPHICS - ALL TIME ALL INDIVIDUALS - 13 W/E 30th JUNE 2002 (CONSOLIDATED VIEWING INCLUDING NON-TERRESTRIAL)

	ITV	CH 4	CH 5	Non-Terrestrial	Total Commercial + Non-Terr	BBC1	BBC2	Total
	%	%	%	%	%	%	%	
<b>All Individuals</b>	<b>24.2</b>	<b>10.2</b>	<b>6.4</b>	<b>21.3</b>	<b>62.1</b>	<b>27.2</b>	<b>10.7</b>	<b>100.0</b>
<b>All Adults</b>	<b>24.6</b>	<b>10.4</b>	<b>6.5</b>	<b>19.8</b>	<b>61.3</b>	<b>28.0</b>	<b>10.7</b>	<b>100.0</b>
<b>16-34</b>	<b>21.2</b>	<b>12.7</b>	<b>6.0</b>	<b>28.6</b>	<b>68.5</b>	<b>23.0</b>	<b>8.4</b>	<b>100.0</b>
<b>35-54</b>	<b>23.6</b>	<b>9.8</b>	<b>6.1</b>	<b>24.3</b>	<b>63.8</b>	<b>26.6</b>	<b>9.6</b>	<b>100.0</b>
<b>55+</b>	<b>27.8</b>	<b>9.5</b>	<b>7.2</b>	<b>9.9</b>	<b>54.4</b>	<b>32.6</b>	<b>13.2</b>	<b>100.0</b>
<b>ABC1</b>	<b>23.1</b>	<b>11.3</b>	<b>5.3</b>	<b>18.3</b>	<b>58.0</b>	<b>30.3</b>	<b>11.7</b>	<b>100.0</b>
<b>C2DE</b>	<b>25.7</b>	<b>9.8</b>	<b>7.2</b>	<b>20.7</b>	<b>63.4</b>	<b>26.5</b>	<b>10.0</b>	<b>100.0</b>
<b>16-34 ABC1</b>	<b>20.3</b>	<b>14.0</b>	<b>5.2</b>	<b>26.4</b>	<b>65.9</b>	<b>25.1</b>	<b>9.1</b>	<b>100.0</b>
<b>35-54 ABC1</b>	<b>22.8</b>	<b>10.5</b>	<b>5.3</b>	<b>21.7</b>	<b>60.3</b>	<b>29.0</b>	<b>10.7</b>	<b>100.0</b>
<b>55+ ABC1</b>	<b>25.8</b>	<b>9.9</b>	<b>5.4</b>	<b>7.7</b>	<b>48.8</b>	<b>36.2</b>	<b>15.0</b>	<b>100.0</b>
<b>16-34 C2DE</b>	<b>22.0</b>	<b>11.8</b>	<b>6.7</b>	<b>30.5</b>	<b>71.0</b>	<b>21.3</b>	<b>7.8</b>	<b>100.0</b>
<b>35-54 C2DE</b>	<b>24.2</b>	<b>9.3</b>	<b>6.6</b>	<b>26.3</b>	<b>66.4</b>	<b>24.9</b>	<b>8.7</b>	<b>100.0</b>
<b>55+ C2DE</b>	<b>28.8</b>	<b>9.2</b>	<b>8.0</b>	<b>11.1</b>	<b>57.1</b>	<b>30.7</b>	<b>12.2</b>	<b>100.0</b>
<b>CHILDREN</b>	<b>19.6</b>	<b>7.8</b>	<b>5.3</b>	<b>34.9</b>	<b>67.6</b>	<b>21.6</b>	<b>10.9</b>	<b>100.0</b>

TV Trends 2002 Q2 Table 5

CHANNEL SHARES BY DEMOGRAPHICS -  
PEAK TIME \* - ALL INDIVIDUALS - 13 W/E 30th June 2002  
 (CONSOLIDATED VIEWING INC NON-TERRESTRIAL)

				NON-	TOTAL			
	<u>ITV</u>	<u>CH 4</u>	<u>CH 5</u>	<u>TERRESTRIAL</u>	<u>COMMERCIAL + NON-TERR</u>	<u>BBC1</u>	<u>BBC2</u>	<u>TOTAL</u>
	%	%	%	%	%	%	%	%
All Individuals	<b>28.9</b>	<b>9.6</b>	<b>6.6</b>	<b>16.6</b>	<b>61.7</b>	<b>28.0</b>	<b>10.3</b>	<b>100.0</b>
All Adults	<b>29.4</b>	<b>9.7</b>	<b>6.7</b>	<b>15.5</b>	<b>61.3</b>	<b>28.4</b>	<b>10.4</b>	<b>100.0</b>
16-34	<b>23.1</b>	<b>13.4</b>	<b>6.5</b>	<b>23.4</b>	<b>66.4</b>	<b>24.3</b>	<b>9.2</b>	<b>100.0</b>
35-54	<b>27.1</b>	<b>9.7</b>	<b>6.5</b>	<b>19.3</b>	<b>62.6</b>	<b>27.5</b>	<b>9.9</b>	<b>100.0</b>
55+	<b>35.2</b>	<b>7.3</b>	<b>7.0</b>	<b>7.3</b>	<b>56.8</b>	<b>31.7</b>	<b>11.5</b>	<b>100.0</b>
ABC1	<b>26.2</b>	<b>11.1</b>	<b>5.5</b>	<b>14.5</b>	<b>57.3</b>	<b>30.8</b>	<b>12.0</b>	<b>100.0</b>
C2DE	<b>31.8</b>	<b>8.6</b>	<b>7.6</b>	<b>16.2</b>	<b>64.2</b>	<b>26.6</b>	<b>9.2</b>	<b>100.0</b>
16-34 ABC1	<b>21.3</b>	<b>14.9</b>	<b>5.5</b>	<b>21.7</b>	<b>63.4</b>	<b>26.3</b>	<b>10.4</b>	<b>100.0</b>
35-54 ABC1	<b>24.9</b>	<b>11.0</b>	<b>5.6</b>	<b>17.4</b>	<b>58.9</b>	<b>29.5</b>	<b>11.5</b>	<b>100.0</b>
55+ ABC1	<b>31.5</b>	<b>8.2</b>	<b>5.2</b>	<b>5.9</b>	<b>50.8</b>	<b>35.6</b>	<b>13.6</b>	<b>100.0</b>
16-34 C2DE	<b>24.8</b>	<b>12.1</b>	<b>7.3</b>	<b>25.1</b>	<b>69.3</b>	<b>22.5</b>	<b>8.2</b>	<b>100.0</b>
35-54 C2DE	<b>28.9</b>	<b>8.6</b>	<b>7.3</b>	<b>21.0</b>	<b>65.8</b>	<b>25.7</b>	<b>8.5</b>	<b>100.0</b>
55+ C2DE	<b>37.4</b>	<b>6.8</b>	<b>7.9</b>	<b>8.2</b>	<b>60.3</b>	<b>29.5</b>	<b>10.2</b>	<b>100.0</b>
CHILDREN	<b>23.5</b>	<b>9.0</b>	<b>5.9</b>	<b>27.7</b>	<b>66.1</b>	<b>23.8</b>	<b>10.1</b>	<b>100.0</b>

\* 1800-2259



**TV Trends 2002 Q2 Table 6**

**CHANNEL SHARES BY PLATFORM - ALL TIME ALL INDIVIDUALS - 13 W/E 30th June 2002**

				NON-	TOTAL			
	ITV	CH 4	CH 5	TERRESTRIAL	COMMERCIAL + NON-TERR	BBC1	BBC2	TOTAL
	%	%	%	%	%	%	%	%
All Platforms	24.2	10.2	6.4	21.3	62.1	27.2	10.7	100.0
Dig-sat	18.0	6.6	3.5	46.1	74.2	19.7	6.1	100.0
Dig-cable	18.6	6.5	5.2	43.7	74.0	19.9	6.1	100.0
Dig-terr	25.1	10.8	8.7	16.4	61.0	28.2	10.8	100.0
Total dig	19.1	6.7	4.5	43.1	73.4	20.4	6.2	100.0
Anlg-cable	18.1	5.8	5.8	46.3	76.0	18.1	5.9	100.0
Anlg terr	30.0	13.2	7.6	0.1	50.9	34.4	14.5	100.0
Total anlg	29.3	12.9	7.5	3.4	53.1	33.3	13.6	100.0
<b>PLATFORM UNIVERSES - HOMES (000's)</b>								
	Dig-sat	Dig-cable	Dig-terr	Total Digital	Total anlg	Anlg cable	Anlg terr	All Platforms
01.04.02	5,583	2,223	974	8,716	15,865	1,637	14,013	24,528
	22.8	9.1	4.0	35.5	64.7	6.7	57.1	100
01.07.02	5,730	2,330	997	8,905	15,731	1,310	14,136	24,570
	23.3	9.5	4.1	36.2	64.0	5.3	57.5	100

**NOTE:** Included in the total are a small number of homes (less than 1%) still receiving analogue satellite signals

**DEFINITION:** For the purposes of this table, viewing is allocated according to the home's reception capability rather than the set being used. Thus viewing to any analogue sets in digital homes is classified as "digital" in this table.

TV Trends 2002 Q2 Table 7

AVERAGE WEEKLY PATRONAGE - ALL INDIVIDUALS (CONSOLIDATED DATA)

	<b>ITV</b>	<b>CH 4</b>	<b>CH 5</b>	<b>Non- Terrestrial</b>	<b>BBC1</b>	<b>BBC2</b>	<b>Any TV At All</b>
	%	%	%	%	%	%	%
<b>2001</b>							
January	88.4	79.7	51.0	36.7	90.6	80.5	95.2
February	87.7	78.2	50.2	37.4	90.3	80.5	95.3
March	88.0	77.2	50.1	37.2	90.1	80.0	95.1
April	87.0	77.1	50.0	38.5	89.7	76.9	95.0
May	84.4	74.3	48.3	38.4	87.7	74.2	94.1
June	84.0	74.4	47.5	38.1	87.1	73.1	93.7
July	81.8	72.6	48.2	38.4	86.0	72.8	92.7
August	79.8	69.9	48.9	37.8	84.4	72.3	91.0
September	82.6	72.5	49.1	39.1	87.4	74.6	92.8
October	83.5	74.1	50.7	39.5	88.3	75.5	93.7
November	85.2	74.8	52.3	40.1	88.6	77.5	94.2
December	85.2	73.4	49.8	39.6	87.8	75.4	93.0
<b>2002</b>							
January	<b>83.1</b>	<b>73.7</b>	<b>48.9</b>	<b>38.4</b>	<b>85.3</b>	<b>75.6</b>	<b>91.1</b>
February	<b>85.7</b>	<b>76.3</b>	<b>52.0</b>	<b>41.3</b>	<b>87.2</b>	<b>77.2</b>	<b>93.5</b>
March	<b>84.2</b>	<b>73.8</b>	<b>50.0</b>	<b>41.1</b>	<b>85.5</b>	<b>76.6</b>	<b>92.9</b>
April	<b>81.3</b>	<b>70.0</b>	<b>49.0</b>	<b>40.6</b>	<b>82.2</b>	<b>71.4</b>	<b>90.0</b>
May	<b>80.3</b>	<b>70.2</b>	<b>48.6</b>	<b>40.1</b>	<b>83.3</b>	<b>71.9</b>	<b>89.5</b>
June	<b>82.9</b>	<b>73.1</b>	<b>49.9</b>	<b>40.4</b>	<b>85.8</b>	<b>73.4</b>	<b>91.1</b>
July							
August							
September							
October							
November							
December							

**NOTE:** Figures not in bold print refer to the previous panel

PATRONAGE is defined as the percentage of the population tuning to a channel for at least three minutes during the week