

## Change to Midlands and South area definitions

With effect from February 2015 there will be a change in definition to the following BARB reporting areas:

- ITV/C4 Midlands
- ITV South, South East & Channel Islands
- C4 South

The main change involves households in the Oxford area, which currently report to ITV/C4 Midlands. From 1 February 2015 these will instead report to the ITV and C4 South areas.

These revisions coincide with changes to the regional advertising delivery of ITV and C4 in the areas affected.

The effect on universes is summarised in the table below.

### Effect of area redefinitions on Midlands/South area universes

February 2015	Previous definition			New definition effective Feb 2015			Index: New vs Previous		
	ITV/C4 Midlands	ITV South, SE + CI	C4 South	ITV/C4 Midlands	ITV South, SE + CI	C4 South	ITV/C4 Midlands	ITV South, SE + CI	C4 South
	000s	000s	000s	000s	000s	000s	Index	Index	Index
Housepersons/Homes	3808	2647	7569	3474	2981	7903	91	113	104
Housepersons WCH	1017	683	1889	931	769	1975	92	113	105
Housepersons ABC1	1941	1616	4227	1721	1836	4447	89	114	105
Housepersons 16-54	2113	1410	4006	1929	1594	4190	91	113	105
Adults	7292	5062	14442	6656	5704	15084	91	113	104
Adults 16-24	995	651	1875	920	726	1950	92	112	104
Adults 16-34	2155	1400	3986	1991	1567	4153	92	112	104
Adults ABC1	3828	3169	8310	3401	3600	8741	89	114	105
Men	3541	2463	7021	3228	2779	7337	91	113	105
Men ABC1	1846	1543	4004	1638	1752	4213	89	114	105
Men 16-34	1067	713	2010	981	800	2097	92	112	104
Women	3751	2599	7421	3428	2925	7747	91	113	104
Women ABC1	1982	1626	4306	1763	1848	4528	89	114	105
Women 16-34	1088	687	1976	1010	767	2056	93	112	104
Children	1314	857	2410	1195	973	2526	91	114	105

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