

APPENDIX 3.1
(referred to in paragraph 3.7)

Amount of television watched by audience classified by age and social class

This appendix shows how long in a representative week in 1988 audiences watched television. Table 1 classifies audiences by age, and Table 2 by social class.

TABLE 1 Television audiences by age, ITV only week of 2 October 1988

<i>All week</i>	<i>Absolute number of minutes watched in each time period</i>					<i>Average</i>
	<i>16-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55</i>	<i>all adults</i>
9.30-11.30	6	7	5	3	6	5
11.30-13.00	5	6	5	5	8	6
13.00-17.30	19	24	19	25	40	25
17.30-20.00	26	36	30	44	75	42
20.00-22.00	23	34	33	42	59	38
22.00-02.00	20	27	30	39	41	31

Source: AGB Research Centre.

TABLE 2 Television audiences by social class, ITV only week of 2 October 1988

<i>All week</i>	<i>Absolute number of minutes watched in each time period</i>			<i>Average</i>
	<i>ABC1</i>	<i>C2</i>	<i>DE</i>	<i>all adults</i>
9.30-11.30	4	6	7	6
11.30-13.00	4	6	8	6
13.00-17.30	17	27	40	28
17.30-20.00	32	46	65	48
20.00-22.00	31	42	52	42
22.00-02.00	26	33	40	33

Source: AGB Research Centre.
