

**DEMOGRAPHICS**

	Gender			Age					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
Count	20161	12927	7234	318	1934	3118	4642	5666	4519
%	100%	64%	36%	2%	10%	15%	23%	28%	22%

**DEMOGRAPHICS**

	ITV Region								
	LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)	Granada/Bord er (North West)	Tyne Tees (North East)
Count	3213	2883	1844	837	1144	1984	1779	1876	758
%	16%	14%	9%	4%	6%	10%	9%	9%	4%

**DEMOGRAPHICS**

	ITV Region			SEG			
	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)	AB	C1	C2	DE
Count	1692	1756	351	9250	6441	2853	1490
%	8%	9%	2%	46%	32%	14%	7%

**Do you have any children in your household? And if so, what ages are they?**

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
0-3	Count	1546	1012	534	32	473	651	250	106	40
	%	8%	8%	7%	10%	25%	21%	5%	2%	1%
4-8	Count	1424	896	528	10	209	826	317	54	16
	%	7%	7%	7%	3%	11%	27%	7%	1%	0%
9-13	Count	1636	1002	634	17	80	689	733	107	17
	%	8%	8%	9%	5%	4%	22%	16%	2%	0%
14-18	Count	1790	1092	698	20	33	391	1060	262	27
	%	9%	8%	10%	6%	2%	13%	23%	5%	1%
Over 18	Count	2980	1913	1067	24	8	158	1196	1294	303
	%	15%	15%	15%	8%	0%	5%	26%	23%	7%
I don't have any children in my household	Count	12978	8377	4601	238	1316	1272	2009	4046	4116
	%	65%	65%	64%	75%	69%	41%	43%	72%	92%

**Do you have any children in your household? And if so, what ages are they?**

		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
0-3	Count	275	221	116	58	103	151	143
	%	9%	8%	6%	7%	9%	8%	8%
4-8	Count	214	208	123	57	91	146	107
	%	7%	7%	7%	7%	8%	7%	6%
9-13	Count	294	242	130	70	84	164	146
	%	9%	8%	7%	8%	7%	8%	8%
14-18	Count	305	267	141	78	110	174	147
	%	10%	9%	8%	9%	10%	9%	8%
Over 18	Count	531	444	241	131	159	265	221
	%	17%	15%	13%	16%	14%	13%	13%
I don't have any children in my household	Count	1964	1846	1276	528	721	1309	1176
	%	61%	64%	69%	64%	63%	66%	67%

**Do you have any children in your household? And if so, what ages are they?**

		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
0-3	Count	131	49	126	133	39
	%	7%	7%	7%	8%	11%
4-8	Count	148	44	115	132	36
	%	8%	6%	7%	8%	10%
9-13	Count	141	62	133	147	22
	%	8%	8%	8%	8%	6%
14-18	Count	172	62	155	140	37
	%	9%	8%	9%	8%	11%
Over 18	Count	284	125	274	231	69
	%	15%	17%	16%	13%	20%
I don't have any children in my household	Count	1193	479	1084	1172	200
	%	64%	64%	64%	67%	57%

**Do you have any children in your household? And if so, what ages are they?**

		SEG			
		AB	C1	C2	DE
0-3	Count	708	535	227	75
	%	8%	8%	8%	5%
4-8	Count	615	473	257	76
	%	7%	7%	9%	5%
9-13	Count	688	559	281	109
	%	7%	9%	10%	7%
14-18	Count	754	609	309	113
	%	8%	9%	11%	8%
Over 18	Count	1394	896	466	208
	%	15%	14%	16%	14%
I don't have any children in my household	Count	5998	4137	1702	1040
	%	65%	64%	60%	70%

**In a typical month, how much do you think you spend on average per child on your children's (4 years to 18 years) hobbies and activities, and transporting them too and from these activities? (These activities may include the Scouts, Guides, Brownies, sports, music or dancing) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
£0 - £24 a month	Count	820	454	366	14	77	320	321	79	15
	%	22%	20%	25%	39%	29%	22%	20%	22%	27%
£25 - £49 a month	Count	1105	676	429	10	90	436	462	92	18
	%	30%	29%	30%	28%	34%	31%	29%	26%	32%
£50 - £74 a month	Count	735	468	267	5	48	290	326	61	10
	%	20%	20%	19%	14%	18%	20%	20%	17%	18%
£75 - £99 a month	Count	393	260	133	2	20	158	169	39	6
	%	11%	11%	9%	6%	8%	11%	10%	11%	11%
£100 - £124 a month	Count	324	217	107	3	11	113	155	41	2
	%	9%	9%	7%	8%	4%	8%	10%	12%	4%
£125 - £149 a month	Count	134	77	57	1	6	45	67	15	0
	%	4%	3%	4%	3%	2%	3%	4%	4%	0%
£150 - £174 a month	Count	94	70	24	0	3	25	49	15	2
	%	3%	3%	2%	0%	1%	2%	3%	4%	4%
£175 - £199 a month	Count	27	16	11	0	1	6	17	3	0
	%	1%	1%	1%	0%	0%	0%	1%	1%	0%
£200 or more a month	Count	104	60	44	1	6	32	53	9	3
	%	3%	3%	3%	3%	2%	2%	3%	3%	5%

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		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
£0 - £24 a month	Count	117	137	73	39	52	74	70
	%	19%	25%	23%	24%	23%	20%	23%
£25 - £49 a month	Count	161	138	95	48	66	111	99
	%	26%	25%	30%	30%	29%	30%	32%
£50 - £74 a month	Count	112	111	64	33	54	66	67
	%	18%	20%	21%	20%	23%	18%	22%
£75 - £99 a month	Count	69	57	31	17	23	43	25
	%	11%	10%	10%	10%	10%	12%	8%
£100 - £124 a month	Count	67	41	24	14	24	36	26
	%	11%	8%	8%	9%	10%	10%	8%
£125 - £149 a month	Count	31	22	12	5	4	18	6
	%	5%	4%	4%	3%	2%	5%	2%
£150 - £174 a month	Count	18	16	4	2	4	11	9
	%	3%	3%	1%	1%	2%	3%	3%
£175 - £199 a month	Count	8	6	0	0	1	4	1
	%	1%	1%	0%	0%	0%	1%	0%
£200 or more a month	Count	29	18	9	4	3	8	6
	%	5%	3%	3%	2%	1%	2%	2%

**In a typical month, how much do you think you spend on average per child on your children's (4 years to 18 years) hobbies and activities, and transporting them too and from these activities? (These activities may include the Scouts, Guides, Brownies, sports, music or dancing) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		ITV Region				
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)
£0 - £24 a month	Count	72	33	79	64	12
	%	20%	25%	25%	21%	16%
£25 - £49 a month	Count	112	44	108	93	28
	%	31%	34%	34%	30%	37%
£50 - £74 a month	Count	89	17	49	60	18
	%	25%	13%	16%	19%	24%
£75 - £99 a month	Count	34	19	33	35	4
	%	9%	15%	11%	11%	5%
£100 - £124 a month	Count	28	11	22	27	3
	%	8%	8%	7%	9%	4%
£125 - £149 a month	Count	11	2	7	13	2
	%	3%	2%	2%	4%	3%
£150 - £174 a month	Count	6	1	8	9	5
	%	2%	1%	3%	3%	7%
£175 - £199 a month	Count	1	1	1	2	1
	%	0%	1%	0%	1%	1%
£200 or more a month	Count	8	3	7	6	2
	%	2%	2%	2%	2%	3%



**In a typical month, how much do you think you spend on average per child on your children's (4 years to 18 years) hobbies and activities, and transporting them too and from these activities? (These activities may include the Scouts, Guides, Brownies, sports, music or dancing) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		SEG			
		AB	C1	C2	DE
£0 - £24 a month	Count	282	321	144	73
	%	17%	25%	23%	33%
£25 - £49 a month	Count	448	378	212	67
	%	28%	30%	34%	30%
£50 - £74 a month	Count	323	249	125	40
	%	20%	20%	20%	18%
£75 - £99 a month	Count	193	133	53	14
	%	12%	10%	8%	6%
£100 - £124 a month	Count	164	93	48	15
	%	10%	7%	8%	7%
£125 - £149 a month	Count	71	32	27	4
	%	4%	3%	4%	2%
£150 - £174 a month	Count	58	24	9	3
	%	4%	2%	1%	1%
£175 - £199 a month	Count	16	7	3	1
	%	1%	1%	0%	0%
£200 or more a month	Count	60	32	7	3
	%	4%	3%	1%	1%

**On average, how much time do you think you spend per child driving them about every month? (e.g. to school, hobbies, social events) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		Gender			Age					
		Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+
None	Count	143	83	60	11	10	39	69	15	1
	%	4%	4%	4%	30%	4%	3%	4%	4%	2%
1 - 4 hours	Count	1249	791	458	14	98	532	489	105	16
	%	33%	34%	32%	38%	38%	37%	30%	29%	30%
5 - 9 hours	Count	1032	622	410	5	78	384	458	92	18
	%	28%	27%	28%	14%	30%	27%	28%	26%	33%
10 - 14 hours	Count	603	376	227	3	36	220	279	60	7
	%	16%	16%	16%	8%	14%	15%	17%	17%	13%
15 - 19 hours	Count	264	164	100	2	16	88	121	32	6
	%	7%	7%	7%	5%	6%	6%	7%	9%	11%
20 - 29 hours	Count	227	145	82	1	9	86	94	34	4
	%	6%	6%	6%	3%	3%	6%	6%	9%	7%
30 - 39 hours	Count	113	55	58	0	7	43	55	8	0
	%	3%	2%	4%	0%	3%	3%	3%	2%	0%
40 - 49 hours	Count	40	23	17	0	3	10	24	3	1
	%	1%	1%	1%	0%	1%	1%	1%	1%	2%
50 hours or more	Count	65	37	28	1	4	21	28	10	1
	%	2%	2%	2%	3%	2%	1%	2%	3%	2%

**On average, how much time do you think you spend per child driving them about every month? (e.g. to school, hobbies, social events) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		ITV Region						
		LWT/Carlton (London)	Meridian (South)	HTV West / West Country (South West)	HTV Wales (Wales)	Central East (East Midlands)	Anglia (Eastern)	Yorkshire (Yorkshire & Humberside)
None	Count	32	17	20	3	7	18	10
	%	5%	3%	6%	2%	3%	5%	3%
1 - 4 hours	Count	191	197	98	59	81	126	103
	%	31%	36%	31%	36%	36%	34%	34%
5 - 9 hours	Count	179	139	76	36	69	99	87
	%	29%	26%	24%	22%	30%	27%	28%
10 - 14 hours	Count	107	82	55	29	36	50	49
	%	17%	15%	18%	18%	16%	13%	16%
15 - 19 hours	Count	30	40	24	11	16	32	23
	%	5%	7%	8%	7%	7%	9%	7%
20 - 29 hours	Count	32	38	20	12	10	21	24
	%	5%	7%	6%	7%	4%	6%	8%
30 - 39 hours	Count	22	7	13	8	7	12	10
	%	4%	1%	4%	5%	3%	3%	3%
40 - 49 hours	Count	10	13	2	2	0	4	1
	%	2%	2%	1%	1%	0%	1%	0%
50 hours or more	Count	9	12	4	4	2	10	0
	%	1%	2%	1%	2%	1%	3%	0%

**On average, how much time do you think you spend per child driving them about every month? (e.g. to school, hobbies, social events) [ALL WITH CHILDREN AGED BETWEEN 4 AND 18 LIVING AT HOME]**

		ITV Region					SEG			
		Granada/Border (North West)	Tyne Tees (North East)	Central / Central West (West Midlands)	Border Scotland / Scottish / Grampian (Scotland)	UTV (Northern Ireland)	AB	C1	C2	DE
None	Count	9	2	15	12	1	44	48	44	10
	%	3%	2%	5%	4%	1%	3%	4%	7%	5%
1 - 4 hours	Count	121	54	106	96	19	530	427	218	71
	%	34%	41%	34%	31%	26%	33%	34%	35%	32%
5 - 9 hours	Count	102	41	83	101	18	456	353	158	62
	%	28%	31%	26%	32%	25%	28%	28%	25%	28%
10 - 14 hours	Count	55	20	54	48	16	251	210	106	36
	%	15%	15%	17%	15%	22%	16%	17%	17%	16%
15 - 19 hours	Count	28	4	19	27	7	132	77	38	16
	%	8%	3%	6%	9%	10%	8%	6%	6%	7%
20 - 29 hours	Count	27	9	19	12	4	101	80	33	14
	%	8%	7%	6%	4%	5%	6%	6%	5%	6%
30 - 39 hours	Count	9	0	12	7	4	49	39	20	5
	%	3%	0%	4%	2%	5%	3%	3%	3%	2%
40 - 49 hours	Count	1	0	3	3	1	26	8	5	2
	%	0%	0%	1%	1%	1%	2%	1%	1%	1%
50 hours or more	Count	8	1	5	6	3	28	24	6	5
	%	2%	1%	2%	2%	4%	2%	2%	1%	2%