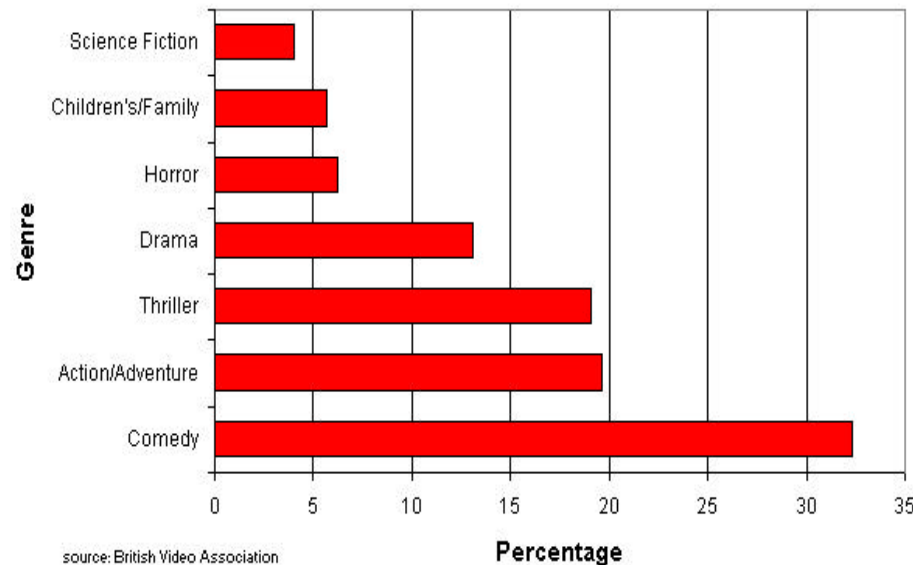


VHS and DVD video rental and retail shares, By Genre 2002



Average time spent viewing television, video and DVD, by region and sex, 2000, minutes per day

	Male	Female
United Kindom (Total)	175	161
North East	208	187
North West	188	168
Yorkshire and the Humbe	188	170
East Midlands	167	163
West Midlands	184	162
East	161	155
London	158	151
South East	163	149
South West	169	157
Wales	190	166
Scotland	192	170
Northern Ireland	157	146

Source: UK 2000 Time Use Survey, Office for National Statistics

Top Television Programmes Watched: by age (UK), 1999

(figures in percentages)			
13-15		16-19	
Eastenders	29	Who Wants To Be A Millionaire?	23
Vicar of Dibley	25	Coronation Street	21
Film: Mission Impossible	25	Eastenders	21
Coronation Street	24	Vicar of Dibley	20
Who Wants To Be A Millionaire?	23	European Cup Final	18
Walking With Dinosaurs	23		
20-24		25+	
Eastenders	28	Coronation Street	39
Vicar of Dibley	27	Who Wants To Be A Millionaire?	38
Before They Were Famous	26	A Touch of Frost	35
Coronation Street	26	Heart Beat	34
Who Wants To Be A Millionaire?	25	Eastenders	30

Source: Broadcasters' Audience Research Board; BBC, RSMB Ltd; Taylor Nelson Sofres Ltd

Interest in television programme type: by age, 2002

Figures in Percentages

	16-24	25-64	65 and over
News	83	94	97
Factual	69	87	84
Drama	75	80	87
Entertainment	89	76	70
Regional	50	72	85
Current affairs	57	68	79
Educational	45	61	52
Sports	51	54	53
Arts	30	33	43
Children's	41	33	17
Religious	11	19	51

Source: Independent Television Commission