SN:1425 The Peoples Activities and Use of Time Survey

Data files

Name	CPC	Cases	Contents
E425AH.BIN	5	911	Wave 1 - Wednesday
E425AI.SIX	5	911	Wave 1 - Thursday
E425AJ.BIN	5	911	Wave 1 - Friday
E425AK.BIN	5	911	Wave 1 - Saturday
E425AL.BIN	5	911	Wave 1 - Sunday
E425AM.SIX	5	911	Wave 1 - Monday
E425AN.BIN	5	911	Wave 1 - Tuesday
E425BC.BIN	5	911	Wave 2 - Monday
E425BD.BIN	5	911	Wave 2 - Tuesday
E425ZA.BIN	1,	3055	Wave 2 - Extra file
E425CA.BIN	5	883	Wave 3 - Wednesday
E425CB.BIN	5	883	Wave 3 - Thursday
E425CC.BIN	5	883	Wave 3 - Friday
E425CD.BIN	5	883	Wave 3 - Saturday
E425CE.BIN	5	883	Wave 3 - Sunday
E425CF.BIN	5	883	Wave 3 - Monday
E425CG.BIN	5	883	Wave 3 - Tuesday
E425DH.SIX	5	840	Wave 4 - Wednesday
E4250B.BIN	5	840	Wave 4 - Thursday
E425DC.BIN	5	840	Wave 4 - Friday
E425DI.BIN	5	840	Wave 4 - Saturday
E425DJ.BJN	5	840	Wave 4 - Sunday
E425DF.BIN	5	840	Wave 4 - Monday
E425DN.BIN	5	840	Wave 4 - Tuesday

MW/KC

17 August 1989

THE SAMPLE CODING FRAME

*This coding frame applies to the Summer and Winter surveys, unless stated otherwise. It doesn't apply to diary coding, only to the sample.

*A full explanation of the operation is given on page 13.

<u>Col</u> .	Item			Code	
1	Card identification number.			8	
	THE AREA CODE IS COMPOSED OF COLS	2 – 6			
2	Country		England Scotland Wales	1 2 3	
3	Master Sample Region	<u>,</u>			
	England		Scotland		
	North Yorkshire and Humberside North West East Midlands West Midlands East Anglia Outer London Greater London South East South Coast South West	1 2 3 4 5 6 7 8 9 0 X	Highlands and Isl North East East Central West Central South Wales North Central South East	ands 1 2 3 4 5 5	
4	Administrative area serial number. (listed in alphabetical order with: counties, within regions)	in		See list complete codes on page.	area
5	Area Type		Connurbation Urban Rural	1 2 3	

Col.	Item		Code
6	BBC Region		London l
	AND AND COMMENT		South 2
1			South West 3 West 4
i.			Midlands 5
			Midlands 5 East Anglia 6
ŀ			North 7
f			North West 8
i			North East 9
· •			Scotland 0
			Wales X
	THE FOLLOWING IS THE FU ORDER, SHOWING AREA:-	LL LIST OF A	REA CODES IN NUMERICAL
1 1119	Newcastle-upon-Tyne CB	18111	Boxley LB
11229	- _ -	18211	,
11329		18311	
_11439		18411	Konsington and Chelsea LB
12117		18511	Rowham LB
12217	Halifax CB	18611	Sutton LB
12327	Sheffield CB	18711	Waltham Forest LB
12427	Harrogate MB	16811	Wandsworth LB
12527	Scunthorpe MB .	18911	
<u>12</u> 637		19122	Farnham UD
13118	B Liverpool CB	19221	Frimley and Camberley UD
1 3218		19331	Malling RD
13328		<u>19</u> 421	Sittingbourne and Milton UD
1 3418		10122	
13518		10222	
13628			Midhurst RD
13718			New Forest RD
<u>13838</u>		1x123	Plymouth CB
14125	-2	1x223	Bideford MB
14225		1x324	
14325		1x434	
14437		1x534	
<u>14536</u>		•	Aird DCA
15115			Edinburgh C of C
15225		23220	
1 5315 15415		23330 24110	
15525		24210	
_1563 5		24330	
16126		25120	
16236			Aberdeen C of C
17121			Hawarden RD
17226			Llanelli MB
17321			Cardiff CB
17431		3322x	
17551			Monmouth RD
7	Wave number		14-20 Aug 174 1
1 .			4-10 Sept 174 2
ŀ			12-18 Feb '75 3
			26 Feb - 4 March '75 4
8	Address number from Rec	ord Sheet	1-9 1-9
			ló Ö ´
Į.			

Col.	<u> Item</u>	Code	
9	Selected electors' household S/E's	1	
	or new household New	2	
	Area not covered	3	
	Not stated	Υ	
10	Household Results Only complete (6-7) diaries + HQ	1	
	Complete and part complete + HQ	2	
	Only part complete diaries + HQ	3	
	No diaries (or blanks) + HQ	4	
	Complete diaries <u>NO HQ</u>	5	
	Complete and part complete NO HQ	6	
	Only part complete NO HQ	7	
	(or HQ too incomplete for use) \sim No diaries NO HQ	8	- ,51
	Area not covered	9	
11	Reason for non-interview Address not located	1	-
	Address empty/demolished	2	
	Household temporarily absent	3	
	No contact at address after 3 calls	4	
	Refusal - family crisis	5	•
	Refusal - illiterate/mental/senile	6	
	Refusal - hostile, unwilling	7	
	Refusal - other reason	8	
	Refusal - no reason	9	
	Interviewer didn't state reason	0	
	Interviewer didn't make 3 calls	Χ	
	Successful interview	Y	
12	Social Grade of Household A	1	
	В	2	
	· c	3	
	Not stated	Y	
` 13	Total size of Household 1-9	1-9	
-/	10	0	
:	11	X	•
	12+	Y	
14	Number of 'electors' (18+)	1-X	
± 4	Number of efectors (10+) 12+	Υ	
	127		

:

. .

Col.	<u>Item</u> <u>Code</u>
15	Number of 'non-electors' (0-17) 1-10 1-0
,	None X
16	Number of children 0-4 1-10 1-0
	None X
17	Number of children 5-15 1-10 1-0 '
	eligible for child diary None X
18	Number of persons 16+
	eligible for adult diary None X
19	Number of eligible members (5+) 1-9 1-9
,	10 0
	11 X
	12+ Y
20	Number of usable diaries (6-7)*
21	Number of part complete diavies (1-5)** 1-9 1-9
22	Number blank or refused
ĺ	11+ Y
25	Number of child diaries usable (6-7) None X
24 ·	Number of adult diaries usable (6-7) $ \begin{pmatrix} * = \text{coded 6 or 7 in Col 65} \\ ** = \text{coded 1-5 in Col 65} \end{pmatrix} $
25	Household Results Scove. Only to be calculated on households where there is a Household Questionnaire. This score is calculated as follows:-
1	No. of complete diaries in H/H Fraction Code
	No. of persons eligible 1/7 1/8 1
	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$
l	1/3 1/4 2/0 2/1 2/0
Ì	and is rounded up and 2/5 3/7 3/8 4 coded as shown on the
	right:-
ŀ	3/5 4/7 5/8 6
ŀ	2/3 4/6 5/7 7
į	3/4 4/5 5/6 6/8 8
}	6/7 7/8 9
	1/1 2/2 3/3 4/4 5/5 6/6 7/7 8/8 0
	No diaries, or only part complete diaries X

Col.	<u>Item</u>		Code
26	Type of Household	One Person only	1 .
		Two or more unrelated people or related (but not married couple or parent/child)	2
		Married couple only	3
		Married couple plus other people; related or unrelated (but not child or parent)	4
		2 generations of family (ie parent(s) & children of any age)	5
		2 generations plus other people (related or unrelated but not parent/child)	6
		3 generations (grandparents, parents & children)	7
		3 generations plus other people (related or unrelated but not parent or child)	8
		Other	9
	×.	Don't know/Not stated	X
27	Age of youngest chi	ild (in 2 or 3 generation househo	lds)
	The young	gest child is aged: O-ll months	1
	,	1	2
		2-4	3
		5-11	<i>l</i> ₁
		12-15	5
		All children are 16 cr over	6
	•	" " 35 or over	7
			8
		is not a 2-3 generation family (ie no "children")	X
28	Number of TV sets	1-9	1-9
	egyphiliperiodical material and an enter a second control of the s	None	X

Not stated Y

	Col.	<u>I tem</u>	Code	
	29	Is the set owned etc. Rented SET ONE TV relay Other No Set One Not stated	1 2 3 4 X Y	
	30 31 32	SET TWO SET THREE As Col. 29. SET FOUR	·	
	33	Services received This Col. can be multi-coded. SET OLD Colour No set one Not stated	1 2 3 4 X Y	
	34 35	SET THREE As col. 33		· · · · · · · · · · · · · · · · · · ·
immer VLY	36	SET FOUR As col. 33		SUMMER
iter	36	Colour TV Summary HH receives colour on at least one set HH cannot receive colour at all No TV set Not stated	1 2 X Y	winter only
	37	Number of radio sets 1-9 10+ None Not stated	1-9 0 X Y	
	38 39 40 41	Number of Mains Radios Number of portable/transistors Number of Radio Relay Number of other types	<i>.</i>	

Col.	<u>Item</u>	Code
42	Radio Services received?	
	BBC Radio 1 Yes	1
	No	2
	Don't know	3
	No reply to 0.12	Y
	No radio	X
43	" " Radio 2	
44	" " 3	
45	11 11 11 H L	
46	n n n u 4 Wales	
47	" " 4 Scotland As Col, 42	
48	" " BEC Local	
49	" Radio Luxembourg	
50	" Local Commercial	•
51	" Other .	
52	BBC Local Radio station's received.	
7-	Birmingham	1
	Can be multi-coded Blackburn	2
	Brighton	3
	Bristol	l _i .
	Carlisle	5
	Derby	6
	Humberside	7
	Leeds	8
	Leicester	9
	London	0
	None on this list received	X
53	continued Manchester	1
	- Medway	2
	Merseyside	3
	Can be multi-coded Newcastle	<i>l</i> _±
1	Nottingham	5
	Oxford	6
ļ	Sheffield	7
	Solent	8
İ	Stoke-on-Trent (Cleveland) ← Teeside	9
	None on this list received	x
ļ	Station not specified	Y

Col.	<u>Item</u>		Code
54	Commercial local stations recei	ived	
	Lo	ondon Broadcasting	1
		Capital Radio	2
		Radio Clyde	3
		BIMB (E'ham)	4
·	Piccae	Hilly (Manchester)	5
	Metropolitan (Ty	ne-Wear Newcastle)	6
	None	of these received	X
	St	tation not specified	Y
55	Number of car radios?		
		1- 9	1-9
		10+	0
		None	x
:		Not stated	Y
56	Services received on car radio		
70		BBC Radio 1	1
	Code all ringed	2	2
	i.e. can be multi-coded	3	3
	.3	l_t	4
(J		4 Wales	5
		4 Scotland	. 6
		EBC Local	7
		Radio Luxembourg	8
;		Local Commercial	9
		Other	0
		No car radio	X
		Not stated	Y
57 58	BNC Local stations received	Code as for Co	1. 52-53
59	Commercial stations received on car radio.	Code as for Co	1. 54

INDIVIDUAL CODING

Relationship within Household Relationship within Response Relationship within Household Relationship within Response Respons	<u>-</u>	Col.	<u>Item</u>	Code	
Note Use Qs Identified as "lead of C2 4		60		1	
Note Use Qs 16, 17 & 23 on 20 4 5 7 20 20 4 7 20 20 4 7 20 20 4 7 20 20 4 7 20 20 4 7 20 20 4 20 20 20 20 20		00	- in this cal code the		
Note. Use Qs 16, 17 & 23 on Qre to decide the F.O.S. code. Only if unemployed or living on a state pension Insufficient Information Student The first, followed by each household member in order of appearance. Relationship within Household member in order (2 or 5 generation household when the household member in order) (2 or 5 generation household member in order) Relationship within Household Relationship within Household Husband (3 or 5 generation household household mext col.) Not 2-5 generation H.H. (ie coded in next col.) Not stated Relationship within Household Husband (Narvied couple without children) Relationship within Household Husband (Narvied couple without children) (Single person) Person living alone Any person living in groups which are not impediant family and not classified above. Same generation relations not classified above. Same generation relations not classified above. Same generation relations not classified above. Coded in previous Col. X			r.o.s. group or the person		
Color Colo			Household		
Only if unemployed or living on a state pension Jasufficient Information			_		
State pension Justificient Information Y				,	
Student 7	the F.O.S.	code.		6	
Identification number within NF. Put H of N first, followed by each household member in order of appearance. Next person			Insufficient Information	Y	
Identification member within MT. Put N of H first, followed by each household member in order of appearance. Head of Nousehold 91 Next person 02 Next person 05 etc 04			Student	7	
first, followed by each household member in order of appearance. Relationship within Household (2 or 3 generation household) (2 or 5 generation household) Relationship within Household (3 or 6 generation household) (4 Relationship within Household Husband 1 (5 Relationship within Household Husband 1 (6 Relationship within Household Husband 1 (8 Relationship within Household Husband 1 (9 Relationship within Household Husband 1 (10 Relationship within Household Husband 1 (11 Relationship within Household Husband 1 (12 Relationship within Household Husband 1 (13 Relationship within Household Husband 1 (14 Relationship within Household Husband 1 (15 Relationship within Household Husband 1 (16 Coded in boxt col.) (17 Relationship within Husband 1 (18					. 5
first, followed by each household member in order of appearance. Rext person 05 ctc 04 Relationship within Grandfather 1 Grandmother 2 Father 5 Mother 4 Son, stepson 5 Daughter, stepdaughter 6 Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. X (ie coded in next col.) Relationship within Household Husband 1 (Married couple without children) Gingle person) Person living alone 4 Any person living in groups which are not immediate furily and not classified above. Same generation relations not classified elsewhere in 65 or 64 (ie brother and sister) Other 0 Coded in previous Col. X		61	within Ulf Part I at II		
65 Relationship within Grandfather 1		-62	first, followed by each		
Relationship within Household Grandfather 1 Grandmother 2 Pather 3 Mother 4 Son, stepnon 5 Daughter, stepdampher 6 Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. X (ic coded in next col.) Not stated Y Relationship within Household Husband 1 (Married couple without children) Wife 2 without children Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ic brother and sister) 0 Coded in previous Col. X			•		
Rousehold Grandmother 2			etc	04	
Rousehold Grandmother 2	·	(-		-	
(2 or 5 generation household) (2 or 5 generation household) Son, stepson 5 Daughter, stepdaughter 6 Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. X (ie coded in next col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) (Single person) Ferson living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ic brother and sister) Other 0 Coded in previous Col. X		63	Mangahalil		
(2 or 5 generation household) Son, stepsen 5 Daughter, stepdaughter 6 Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. (ie coded in next col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X			Granumo Cher		
household) Son, stepson 5 Daughter, stepdaughter 6 Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. X (ie coded in next col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 5 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X			(2 or 3 generation		
Daughter, stepdaughter Other relative 7 Friend or lodger 8 Not 2-5 generation H.H. X (ie coded in next col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X			household)		
Other relative 7 Friend or lodger 8 Not 2-5 generation H.W. X (ie coded in pext col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate furnily and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X		ş			
Friend or lodger 8 Not 2-5 generation H.H. X (ie coded in next col.) Not stated Y 64 Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X		-	↓		
Not 2-5 generation H.H. X (ie coded in next col.) Not stated Y	,. 	İ			
(ie coded in next col.) Not stated Y 64 Relationship within Mousehold Mushand 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X		1			
Relationship within Household Husband 1 (Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ic brother and sister) Other O Coded in previous Col. X		l		X	
(Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ic brother and sister) Other O Coded in previous Col. X		ļ	Not stated	Y	
(Married couple without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other O Coded in previous Col. X		64	Relationship within Household Husband	1	
without children) Other relative, friend or lodger living with 1/2 3 (Single person) Person living alone 4 Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other 0 Coded in previous Col. X		1		2	
(Single person) Person living alone Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other Coded in previous Col. X				3	
Any person living in groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other Coded in previous Col. X					
(Mixed groups) groups which are not immediate family and not classified above. Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister) Other Coded in previous Col. X			(Single person) Person living alone	4	
in 63 or 64 (ie brother and sister) Other Coded in previous Col. X			(Mixed groups) groups which are not immediate family and	5	
Other O Coded in previous Col. X				6	
Coded in previous Col. X			· · · · · · · · · · · · · · · · · · ·	0	
-			• • • • • • • • • • • • • • • • • • •		

Col.	<u>Item</u>	Amount completed:	Code
65	Diary Completeness Score	0-1 days	0
r	(as coded on record sheet)	1-2 days	1
		6 - 7 days Complete	6 Conly diaries 7 Coded 6 or 7
		Diary refused	9 were used for analysis.
66	Economic Activity	Working full-time	1
	full-time = 50+ hours p.w.	Working part-time	2
	part-time = 8-29 hours p.w.	Nousewife	3
		Retired	4
	(Please check interviewers coding for part-timers if	Student (school/college)	5
	possible)	Unemployed	6 .
	. *	Not stated	Υ
67	Age when finished full-time aducation	15 yrs or less	1
	ر	16	2
		17	3
		18	4
	?	19	5
		20	6
		21 yrs or over	7
	St	ill at school/college	8
		Not stated	Y
68	Age last birthday	5	05
60	(Code on C divite)	5 6 7 8	06 07
-6 9	(Code as 2 digits)		08
		9 10	09 10 etc
		Not stated	YY
70	Sex	Male	1
		Female	2
		Not stated	Y

	Col	<u>Item</u>		Code	
		COLS 71-76 WERE WINTER SURVEY (_	THE	
INTER	71	Marital Status	1		
NEY			Single	1	
			Married	2	
		Widov	ved, Divorced Separated	3	
			Not stated	Y	
INTER	72	Shift Working			
MLY		Whether this	Early morning job	1	
		individual <u>ever</u> works unusual	Evening job	2	
		hours.	Brings work home	3	•
ngari.		(Q.22a)	Always works at home	4	
•			Occasional late nights	5	
		*	Always works nights	6	
			Shift-worker	7	
			Other	8	
			No early/late working	0 7	Repeat in
			Not Applicable	x }	Col 73
HINTER	73	Whether this individual will work unusual hours during the diary week. (If individuals name is circled to indicate unusual hours in diary week, repeat code of	Unusual hours in diary week Not in diary week No early/late working Not applicable	1-8 a 9 0 X	s col 72
		Col 72. If not circled, code 9, unless coded 0 or	X in Col 72)		
		NOTE THAT THE NEXT THREE C	OLS. ARE HOUSTHOLD VARIAB	LES	
UNTER	74	Total number of persons	1-10	1-0	
とりない		in household who ever work unusual hours. (Count total names entered in Q.22a)	None	Χ	
INTER	75	Car Ownership	Yes	1	
nly		Whether any members of household have a car.	No	5	
		nousenoid have a car.	Not stated	Y	
		(See Q.13a)			·
MATER	76	Sub-sample Code	Sub-sample 1	1	
201LY		Please see list on next pag	e. " 2	2	•
			" 3	3	
			·	-	

THE 3 SUB-SAMPLES IN AREA CODE ORDER

COL 76 cont:-

SUB-SAMPLE 1

ENGLAND		SCOTLAND	
Newcastle-upon-Tyne	11119	Aird DCA	21130
Cockermouth	11439	Musselburgh DCA	23330
Scunthorpe	12527	1st DCA. Renfrew	24330
Wakefield	12637	, , , , , , , , , , , , , , , , , , , ,	-122-
Widnes	13628	WALES	
Whitefield	13718		
Ilkeston	14225	Hawarden	3113X
Towcester	145 <i>3</i> 6	Cardiff	3312X
Birmingham	1 5115		
Burton-on-Trent	15225		
Walsingham	1 6236		
Luton	17121	SUB-SAMPLE 3	
Bexley	16111		
Croyden	18211	ENGLAND	
Kensington & Chelsea	18411		
Frimley & Camberley	19221	- Houghton-le-Spring	11329
Malling	「ンフノ・	Halifax	12217
New Forest	10432	Harrogate	12427
Plymouth	1X123	Liverpool	13118
Sturminster	1X534	Manchester	13218
GOOM AND		Northwich	13838
SCOTLAND		Loughborough	14325
That it as bus morels	07100	Wolverhampton	15415
Edinburgh	23120	Rugby	15525
Bathgate Glasgow	23220 24110	Cambridge	16126
GIESEOM	24:10	Bedford	17226
WALES		Cookham	17431
1123220		Ealing	18311
Neath	3322X	Newham	18511
110 0,011))cen	Sutton	1 8611
		Shttingbourne & Milton	19421
		Portsmouth	10222
SUB-SAMPLE 2		Bideford	1X223
		Cricklade & Wootton Bassett	1X434
ENGLAND		SCOTLAND	
Sunderland	11229	Aberdeen	22120
Leeds	12117	Clydebank	24210
Sheffield	12327	Annan	25120
Accrington	13328		
Ashton-under-Lyne	13418	WALES	
Bebington	1 3518		
Nottingham	1 4125	Llanelli	3212X
Blackwell	14437	Monmouth	3333X
Dudley	15315		
Stafford	15635		
Benfleet	17321		
Eton Maldham Rayagt	17531		
Walthem Forest Wandsworth	18711 18811		
Westminster, City of	18911		
Farnham	19122		
Bournemouth	10122		
Midhurst	10331	- ·	
Kingswood	1X324		
YTHPO4.000	111/1-7		

Notes on the sample coding operation

This is the coding of the Household Questionnaire in full, done as a <u>separate</u> operation before diary coding was commenced, to analyse the results of fieldwork. Although this data is completely separate from the diary data, it would be possible to link the two sets of data by relating identification codes. The method of linking is described in the Diary Coding Frame, p.1.

Contents of data pack and identification. There is one card for each individual who was eligible to fill in a diary (ie. all aged 5 and over) in all households where a Household Questionnaire was completed. Each eligible individual has a 2-digit within-household identification number in Cols 61-62. The person identified as Head of Household is coded 91, and each other person is coded 02, 03, 04 etc. in the order in which they are mentioned in the Household Questionnaire. This 2-digit number must be read in conjunction with address and area code as described in the next paragraph, for complete identification.

There is also one card for each household in the original sample where we did not obtain a Household Questionnaire. This includes a few areas which were not covered at all due to interviewer drop-out, etc. These cards were only coded up to Col II. Each household in the sample can be separately identified by the use of the area code (Cols 2-5) and wave number (Col 7) and address number (Col 8).



Item →	Area code	Wave No.	Address No.	Individual Identi-No.
Col→	2+3 + 4+5 >	7	8	61 + 62
·	` 1			
	Complete hous	ehold identifica	tion	Individual identification within household

How to select data. The sample pack can therefore be analysed in two ways:-

a) A sample of all eligible individuals in all the households for which we have information, giving both household and individual data:-

Select "Col 62 Codes 9-0" N = Wave 1 - 1539 " 2 - 1509 " 3 - 1413 " 4 - 1388

Select "Col 10 Codes 5-9 or N = 720 for each Wave. Col 61 Code 9"

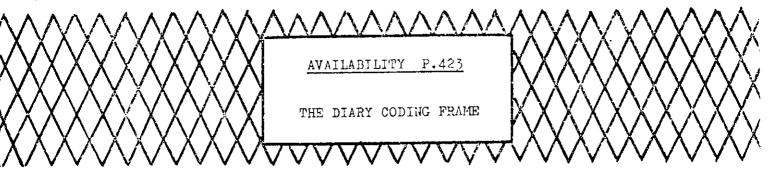
Also, individual diary keepers may be separated from non-diary keepers by the use of Col 65 (only diaries coded 6 or 7 were used); and diary households can be separated from non-diary households by the use of Col 10.

			Diary Keep	ers <u>Diary Househo</u>	lds
N	~	Wave	906 909 883 837	354 336 361 331	,

Location of identi-codes on original documents. The following shows where to locate area, address and individual codes on the diaries and household questionnaires. N.B. a/ The fifth digit of the area code is not essential for identification purposes b/ the address is sometimes shown as 2 digits, which should be recoded as 01 = 1, 09 = 9, 10 = 0, etc.

Front cover of Diary- top left corner Top of front page of Household Questionnaire	>	Area xxxx	Code (x)		Address xx		Wave x
Pages 4-5 of Household Questionnaire	_ _		gits,	is wr	No. itten in al columns	·•	

Changes in coding frame. After the Summer Survey (Waves 1 and 2) some changes were made to the household questionnaire; the coding for the Winter Survey (Waves 3 and 4) is therefore slightly different, and these differences are indicated on the coding frame.



Contents of this document:

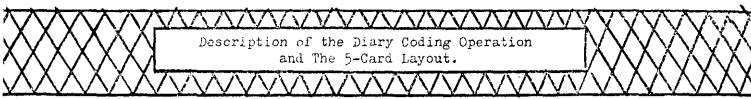
Page Description of the diary coding operation, and identification 1 numbers. The 5-card layout. 2 The Activity Coding Frame. The Demographic Coding Frame. 13 The Insert Page Coding Frame: 22 "Questions about your listening to radio" 22 "Which television series do you like" 23 "About television" 24 "About music" 25 "The Broadcasting of Offensive or Embarrassing Material" 26 "Reading" 27

Note. Multi-coding is possible on:-

32

```
Card 4 (SAT) Cols 51-68
Card 4 (MON) Cols 44, 47
Card 5 (ALL) Col 74
All Cards Cols 6, 12, 18, 24, 30, 36, 42.
Cards 1,2,3 (ALL) Cols 48, 54, 60, 66.
```

"The Diary"



Description of the Diary Coding Operation

- 1. We only used diaries which were complete, or very nearly so (coded as 6 or 7 in Col 65 in the <u>Sample Coding</u> operation).
- 2. Diary serial numbers. Each diary was given a 4-digit diary serial number, the 1st digit of which was also the wave number. The numbers were allocated in the following descending order (1) area code number order (2) order of address number within area (3) order within household 'as they come' except that Head of Household comes first (order in fact corresponding to the 2-digit individual identification number given in the sample coding operation, 91, 02, 03, etc.) A full list of area codes showing the related diary serial numbers, by wave, is available in the Code Number List.
- 3. Location of serial number. The diary serial number is written on the top centre of the front cover of the diary, and on page 4 of the Household Questionnaire, above the relevant columns. The serial number occupies cols 2-5 of each diary card, see page 2.
- 4. Linking sample coding and diary coding. Most of the relevant demographic data was transferred from the <u>sample</u> coding to the <u>diary</u> coding (see cols 43 onwards on card 5). However it is possible to link the 2 sets of coding by matching the following columns:

3

<u>Item</u>	Sample Coding	Diary Coding Card 5 Col:-
Area code	2 3 4 5	43 44 45 46
Wave number	7	2
Address number	8	48
Individual within household	÷ 61 - 62	63 – 64

- 5. Card System. There are 7 diary days, and for each day there are 5 cards, giving a total of 35 cards per diary. The card layouts are the same from day to day, but within the day the 5 cards vary in layout.
- 6. Changes in content. After the Summer survey was completed some changes were made to the diary, in the demographic coding and in the insert pages. Where there is a difference between Summer and Winter coding this is indicated in the coding frame.

The 5-Card Layout

see also page 3a

	W		The state of the s
Card	Col.	Content	Codes
ill cards	1	Card number within day	1-5
11 11	2	Wave number and 1st digit of diary serial number 14-20 Aug '74 4-10 Sept '74 12-18 Feb '75	1 Summer 2 Swinter
		26 Feb - 4 March '75	4 Julius
H U	3 5	Remaining 3 digits of diary See f serial number page	ootnote on 3.
11 11	6	Day number Wednesday	1
		Thursday	2
:		Friday	3
	}	Saturday	4
		Sunday	5
		Monday	6
		Tuesday	7
Card		COLS. 7-77 VARY PER CARD AS FOLLOWS:-	
1	7-66	Activity coding (a unit of 6 cols for each half-hour) for the half-hours from 5am - 10am*	
	67-77	Blank	
2	7-66	Activity coding for the half-hours from 10am - 3pm*	
	67-77	Blank	
3	7-66	Activity coding for the half-hours from 3pm - 8pm*	
	67-71	Extra coding relating to that particular day, see page 13 of coding frame	
,	72-75	Summer (waves 1-2) - blank Winter (waves 3-4) - extra demographic data, see pp 14 of coding frame.	
	7 6-77	Blank	
	1	Cont	•

<u>lard</u>	Col.	Content	Codes
4	7.–42	Activity coding for the half-hours 8pm - 11pm*	
	43 on.	Coding of insert pages, different content and number of columns on each day. See pp 22-34 of coding frame.	
5	7-42	Activity coding for the half-hours llpm - 2am*	•
	43-75	The demographic coding - identical on each day. See pp 15-21 of coding frame.	
!	76-77	Blank	
11 cards	78–60	Project No. = 423	
,		*Activity coding is described on pp 4-12 of coding frame.	

E N D C'ARD LAYOUT

Footnote. Diary serial numbers are as shown on the right. A list linking serial numbers to areas, is given in the Code Number List.

3

1001 - 1911 Wave 1 2 2001 - 2911

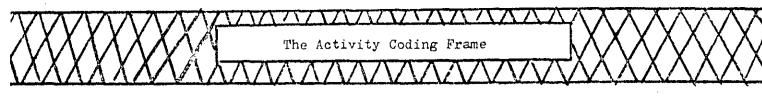
3 4 3001 - 3883

4001 - 4840

5-CARD DIAGRAM LAYOUT. OF

	TIME GL	IIDE :-	•				1
	1st 6 cols.	2nd 6 cols.	CARD 1			4 5	
	5.00 am	5.30 →	7 8 9 10	11 12	13 14 15	16 17 1	8
	6.00	6-30	19 20 21 122	23 24	25:26 27	28 2913	0
	7.00	7.30	31 32 33 1 34	35, 36	37 38 39	40 41,4	-2
	8.00	8.30	43.44.45.46	47 48	49 50 51	152 53, 53	۲
	9.00	9.30	55 56 57 58	54 60	61 62 63	64,65 6	6
	•		67 68 69 70	71 72	73 74 75	76 77 78	7-8 0
			CARD Z	Col →	1 7 3	4 5:6	
(81)			7 8 9 10				
	10.00 cm	10.30 ->	19:20 21:22	the war of comme		malandra de la calenda de la c	
**************************************	11.00	11.30	31 32 33 134			agrammanjan zamahi ana	
,	12 noon	12-30	43,44,45,46	÷		- 	1
	1.00 pm	(.30	55 66 57 58			-1	(
	2.00	2.30	67 68 69 70		B	<u></u>	
			61108 01:10	,	· · · · · · · · · · · · · · · · · · ·		
(161)			CARD 3		in and in the second	4,56	
	3.00 pm	3.30 →	7 8 9 10	المحاصبيان بالمساحة	Section 1. Section 2.	enint i kriter baanemanang ay ing	
	4.00	4.30	19 20 21 22				- 1
· ·	5.00	5.30	31 31 33 34		معمور وأومانه المال المداعمات	agrico di anglicari in ililari di	
•	6.00	6.30	43 44 45 46				··· ··· · · · · · · · · · · · · · · ·
·	7.00	7.30	55 56 57 58		:		!
Name:		i e	67 68 69 70	71 72	73 74 75	76 77 78	3 -40
(241)			CAR 34	Co! >>	1 2 3	4.5.6	<u>, </u>
	8.00 pm	830 →	7 8 7 10	11 12	13 14 15	116:17:11	g
,	9.00	9.30	19 ,20 21 122	23 24	25126 27	128 29 13	0
	10-00	10:30	31 32 33 34	35:36	37 38 39	140 4114	2
,•	10 00		43 44 45 46				[
		•	55 56 57 58	59 60	61 62 63	64 65 6	6
Activity Coding - there			67 68 69 70	71 72	73 74 75	76 77 78	3.80
for content see next (321)				<i>c</i> .			
page.			CARD 5			4 5 6	
Boxes in diagram	11.00 pm	11.30 ->	7 8 9 10				
show col. numbers.		(2.30)	19 20 21 22			- -	- 1
On some types of analysis the columns	1.0 <u>0</u> am	1.30 - 2 am	31 32 33 34		#	e Branco (n. 1811).	-]
ure numbered straight			43 44 45 46		p= =	المحاجد المستحدي	~ ~
through, Number in ring indicates charting			55 56 57 68		+		}
when number.			67 68 69 70	71 72	73 74 75	76 77 78	03.5

whom number.



- *This page describes the 6 col unit used for each half-hour.
- *Pages 5-12 describe the 71 2-digit activity codes used for coding main and secondary activity

	main and secondary activity.	
	THE 1-HOUR CODING UNIT	
Col.	Content	Codes
lst col.	Location Not at Home - Radio available **Should include being in garden, correct entry if necessary. Not at Home - Radio not available Not at Home - no inf. re radio Radio available - Radio not available - no inf. re radio No inf. re location	1 2 3 4 5 6 7 8
2nd col.	MAIN activity - 1st digit Essential personal activity Essential economic/school activity Essential domestic activity A = At home-type activity Leisure activity A B = Away from home (indoor) Leisure activity B C = Away from home (outdoor) Leisure activity C Unclassifiable Asleep No response at all	1 2 3 4 5 6 7 8 9 0 X
3rd col.	Main activity - 2nd digit See following pages	
4th col.	SECONDARY activity - 1st digit Repeat 1 - X as for Col. 2 plus Main activity but no 2ndry	Υ
5th col.	Secondary activity - 2nd digit See following pages	
6th col.	Listening/Viewing as ticked (this col. can be multi-punched) (this punched) (this col. can be multi-punched) 1 2 3 4 5 6 7 8 9 0	

evidence taken from activities mentioned

Leave blank

TV channel not specified NOT listening or viewing

The complete list of 2-digit activity codes (71 codes, or 68 activity codes and 3 no inf. codes)

-		
Codes	Category	Examples, etc.
1	LISTENUNG TO RADIO	
1 1	As sole activity	The number of activities you count should include any overriding codes
1 2	As one of 2 activities	you have added and also any activities you have displaced
1 3	As one of 3 or more activities	e e
2	** <u>moisivem vatendaw</u>	
2 1	As sole activity	See rules on counting above
2 2	As one of 2 activities	
2 3	As one of three or more activit	ies
·		·
*Note for 1) and (2)	If the Main or Secondary activing in the Listening/Viewing secti	ty is blank, but there is a tick on, this tick should be used to

(1) and (2) in the Listening/Viewing section, this tick should be used to create an activity code to fill the blank.

But in the case of filling a Secondary activity blank, check first that the Main activity entered is not Listening/Viewing.

ESSENTIAL PERSONAL ACTIVITIES

 -		
Coder	Catigory	Examples, etc
3 1 3 2	Getting up, dressing, washing Going to bed, getting ready	If wording in any way indicates the preparation process, use these codes. But if informant just says 'in bed' use code 03.
) 2	for hed)
3 3	Changing, getting ready, washing, at times of day other than getting up and going to bed.	Washing hair, Having a bath to go out Putting make-up on
	-	
7. 1	Esting mode appeals	"Getting tea" these terms often mean "Getting a meal" eating - use your discretic
3 4	Eating meals, snacks	"lunchtime" "having my dinner"
3 5	Meal break, dinner break (NOT tea breaks)	is at work or school and Use this code where the informant simply says lunch break but does not mention cating and does not mention any other activity.
3 6	At the doctor, dentist, hairdresser, etc.	Sauna Chiropodist
di ≠		
3 7	Journeys for the purpose of personal imperatives	Only use this code where the journey takes up a time slot, e.g
		If it is unclear how long the journey itself took, e.g. "Went to doctors", use code 36
3 8	Tea, coffee, etc	Can include tea and biscuits, but if it is a more substantial snack, code as 34 - especially if at meal times.
3 9	Alcoholic drinks	
3 0	Other .	Praying, doing excercises, having injections, taking medicine.

ESSENTIAL ECONOMIC/SCHOOL ACTIVITY*

C		
Codes	cutegory	Geamples, etc
4 1	At work	Full-time job Part-time job even if only few hours per week
	Do not code a 2nd activity, see footnote.	·
4 2:	At school or college Do not code a 2nd activity, see footnote.	
4 3	Working at home (business)	Person who works at home e.g. writer
	School or college homework.	Person who takes business work home e.g. shoolteacher marking essays at home.
4 4	Secondary job for money Do not include voluntary work	i.e. evening job where person already has a full-time job or is full-time student It may include baby-sitting if you are sure it is a paid arrangement. Paper round.
_ 45	Travelling to or By car from work/school	
4 6	<u>By other means</u>	Include waiting for buses, trains, etc Walking
4 7	- <u>Unknown</u>	
48	Travelling as part of business	Commercial traveller, lorry driver
4 0	Other .	In town on buisness (non-worker). Signing on for dole, at interview for job. doing agency books.
te for (4)	but lunchtime activities can be c	except Listening or Viewing oded during 'At work' or 'At school/college', A aded because this is free time. If eating fother use Heads 6 or 7 as relevant.

ESSENTIAL DOMESTIC ACTIVITY

Code	Caregory	Examples, ett			
5 1	Looking after Children	Feeding "keeping an eye on the children" Dressing Bathing Potting			
5 2	Playing with children	Taking for walk Reading to children			
5 3	Preparing meals and making food.	Cooking Washing up Clearing away Baking Peeling vegetables			
5 4	Housework - routine	Most routine chores "Helping mother" Washing own clothes "Helping with housework			
5 5	Necessary odd jobs	Mending fuses painting & decorating Repairing clothes putting up shelves Washing the car			
5 6	Looking after pets	Feeding Cleaning out rabbit hutch (Taking for a walk is probably better coded 83) At stables.			
5 7	At the shors, launderette and other domestic errands.	"Shopping" "At the town hall to pay the rent" "Went to launderette"			
5 8	Providing transport or escort and other journeys for domestic purposes	Taking or fetching other people from work from subsol from visits e.g. fetching wife from mother's Only use this code if the journey itself is specified, e.g. "On bus to go to the shops" is ok, but "Shopping" or "Went shopping" is code 57.			
5 9 5 0	Arrivals (home) Other	Packing. Helping other adults. Talking to tradesmen Paying bills, doing tax forms. At hospital with someone (not visiting)			

	-	
•	_	-1
ŧ	6	Ã
L	_	Ø

LEISURE - HOME-TYPE ACTIVITY (incl. in the garden)

Code	Category	6 amples wit
Code	ADULT DIARY \ CHILD DIARY	(Adult = 16 and over)
6 1	Studying Playing	Child code - can be playing alone or with others
	NOT where Code 42	others
	has been used	•
	i.e. NOT homework.	
62	Reading BOOKS	Child - being read to
6 3	Reading - CTHER	Newspapers
		magazines or comics Unspecified reading matter
		Home crafts - weaving etc. jigsaws
6 4	<u>Hobbies</u>	Haking models
	*	Embroidery Crosswords - when clearly a hobby
6 5	Knitting, sewing & dressmaking	
6 6	Entertaining	Friends or relatives calling
•	(Has to be clearly specified)	Card evening with friends Talking to visitors
		Having friend in for cup of tes
6 7	Telking, gossiping	Conversations with Household members
		Telephone calls
	NOT entertaining visitor(c)	Chatting to neighbour informally Talking when not specified with whom
6 8	Listening to music (NOT radic)	Records or tapes
d -		Somebody else playing instrument
6 9	R elaxing, doing nothing	Having a smoke, sunbating, waiting
• ,	(but NOP asleep)	;
6 0	Gardening and garden jobs	
0 0	dardening and garden jobs	
6 x	<u>Other</u>	Filling in this diary Playing musical instruments
		Card games Singing, writing, crosswords, recording,
		watching bome movies, looking a photos,
		voluntary-week, meetings at home.

7	LEISURE - GOING OUT TYPE ACTIVIT	Y (Mainly indoor)
71	** Visiting friends or relatives (Code all secondary activities while on visits)	including visiting people in hospital
72	At place of entertainment	Cinema or theatre, pantomime, fairs.
73	Active involvement in activities at almbs (but NOT sport)	Local choir Voluntary work Political activities Drawn society Meetings Scouts, Guides, etc Mothers Union, W.1. etc.
71	At social alub	"the club" old folks club " youth club
75	At the pub	
76	At dance, night club, etc	at the disco at a party
77	At restaurant	·
78	At Church	Prayer meeting, Christian Scientists
79	ADULT DIARY Evening Playing away	(Adult = 16 and over) Child "going out" "out with my friends"
70	Other activities away from home	Child at work with parent, out with parent Going to library Going out - unspecified (but for children see Code 79) Bingo, betting shop, driving or dancing lessons, funeral.

Important - this code should only be used for visits which do not include an overnight stay. If staying overnight or longer anywhere use codes 5-7 in the Location column.

8	LEISURE - GOING OUT TYPE ACTIVIT	Y (Mainly Outdoor)
81	Playing sport	
82	Watching sport	· · · · · · · · · · · · · · · · · · ·
83	Going for a walk	"walk in the park" "taking dog for walk" "going down town"
84	Going on outing to country, etc.	Going to seaside or beauty spot Going for a drive
85	Visiting place of interest **	Country house, church, castle
86	Outing to town or city **	"Trip into tomm" "days outing to London" "shopping and sightseeing"
87		
88		
89	Travelling from A to B for any leisure activity or visit (Heads 7 or 8) MOTE - if travelling to or from work or school to a leisure activity, use codes 45 - 47 (Travelling to/from work/school)	If it is NOT clear, e.g. "Went to club"
80	Other	Visiting dogs home, aeroplane show, fete.

^{**} Important. - this code should only be used for visits which do not include an overnight stay. If staying overnight or longer anywhere use codes 5-7 in the Location column.

9 UNCLASSIFIANE

Activities which cannot be fitted under Heads 1-8 or 0, K, Y.

e.g. Where it is impossible to decide if some task is 'Economic' or 'Domestic'

9 2 <u>Illegible or nonsense entries</u>

O ASLEEP OR IN BUD

0 1 In bed ill

O 2 In bed with other activity or just 'In bed'

In bed listening to radio, reading, "in bed"

O 3 In bed ASIFEP - the MAIH sleep of the day

Use the Waking/Sleeping data at foot of disry page to get this code. See rules below **

Sleeps, naws, which aren't main sleep of day

"having a nap" (whether in bed or not)

X X HO RS

0 4

HO RESPONSE

- Use this code if there are no entries at all under Main or Other Activity columns. In other words put XX twice, once for Main and once for 2ndry activities.

Note. Main Activity blanks may be corrected from ticks in the Listening/Viewing section.

Also, if there is a 2ndry activity but no Main activity, you may correct the Main activity blank by upgrading the 2ndry activity.

(YY)

HO SECONDARY ACTIVITY

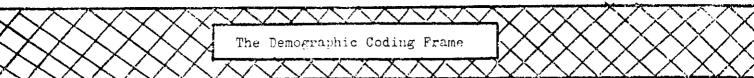
- Use this code for 2ndry activity digits when there is a Main activity entered, but not a 2ndry activity.

Note. Endry activity blanks may be corrected from ticks for Listening/Viewing. They may also be corrected by downgrading from the Main activity column - in which case you do not need to use the YY code. Rules for downgrading are given in the set of rules cupplied.

This code is used for 'At work'.

** ASIEEP. If he goes to sleep on or after the 1 hour - code as 'awake' (02) for that half hour and then code 'asleep' (03)

If he wakes up on or after the $\frac{1}{4}$ hour - code as 'asleep' (03) for that half hour, and after that code 'swake' (02).



- * This page contains extra coding, differing each day, located on card 3.
- * Fage 14 contains extra demographic coding, the same each day, only present in Waves 3 and 4. Location, card 3.
- * Pages 15-21 contain the main backage of demographic coding, the same each day, located on card 5.

Note. To count activity episodes count each activity mentioned, exactly as entered in the diary, but do not count consecutive repeats. Activities while at work or school should be counted.

Examples: -

Watching TV

lt +inc

Eating

Watched TV and ate Washed Up

Watched TV

Total = 04 episodes

Watched TV and ate Watched TV Washed Up

Total = 03 episodes

Watching TV Reading

Total = 04 episodes

CARD 3	ITEM	CODES	
67 . - 68	Number of MAIN activity noisodes (gaps should be filled with secondary activities, if any)		code as 2 digit number
69 70	Number of secondary activity episodes (Secondary activities used to fill a Main activity gap should not be counted)		as above
71	Type of day (This column records whether informant is at work or school for all or part of the day.)	A full work day A part-time work day A school day None of these	1 2 * 3 4 * *

- * Code 2 is to be used for people who work part-time or for anyone who is not at work for a full work day for any reason.
- * * Code 4 is for anyone absent from work or school for any reason or for people who don't go to work at all.

Extra demographic coding (waves 3 and 4 only)

The following 4 codes can be transferred from the sample coding sheet. The same coding is repeated on each Card 3.

(WINTER SURVEY ONLY)

Ψ			
Card 3	Transfer from Col:+	ITEM	CODES
72	(71)	Marital Status	
		Single	1
		Married	2
		Widowed, Divorced, Separated	3
		Not stated	Y
73	(73)	Unusual Working Early morning job hours in diary	1
		week. Evening job	2
		Brings work home	3
	}	Always works at home	4
		Occasional late nights	5
		Always works nights	6
	3	Shift-worker	7
		Other	8
·		Not in diary week	9
		No early/late working Not applicable Not States	X
× 74	(75)	Car Ownership Yes	ı
14	(1)	Whether any members No	2
		of nousehold have a Not stated car.	Υ
75	(76)	Sub-sample code Sub-sample 1	1
- -		" 2	2
		" 3	3
		_ 4	

The Main Package of Demographic Coding

te. This coding can be transferred straight from the Sample Coding Sheets, once the irrect sheet has been matched up with the diary. Exceptions are Cols. 72-75 which are iw codes. (The same coding is repeared on each Card 5.)

Col.	Transfer from <u>Col</u> :-	<u>Item</u>	•	<u>Code</u>
43	(2)	Country	England Scotland Wales	1 2 3
4	(3)	Master Sample Region England	Scotland	
		North Yorkshire and Humberside 2 North West East Midlands West Midlands East Anglia Outer London Greater London South East South Coast South West X	Highlands and Islands North East East Central West Central South Wales North Central South East	1 2 3 4 5
45	(4)	Administrative Area serial n (listed in alphabetical orde counties, within regions)	er within comple	et giving te area codes t page.
46	(5)	Area Type	Connurbation Urban Rural	1 2 3
47	(6)	BBC Region	London South South West West Midlands East Anglia North North West North East Scotland Wales	1 2 3 4 5 6 7 8 9 0 X

ON THE FOLLOWING PAGE IS THE FULL LIST OF AREA CODES IN NUMERICAL ORDER, SHOWLAC AREA.

Croydon LB Ealing LB	
nd Chelsea L	Æ
st LB	
В	
City of LB	
Camberley UD)
e and Milton	ı VD
CB	
3	
D	
	assett RD
BD	
of C	
ייסרי ג	
DOM	
f c	
	,
	·
	Code
£ C	
f C	1-9
£ C	
f C	1-9
1-9 10	1-9
1-9 10	1-9 0
1-9 10 A B	1-9 0
1-9 10 A B C	1-9 0
1-9 10 A B	1-9 0
1-9 10 A B C	1-9 0
1-9 10 A B C ot stated	1-9 0
1-9 10 A B C ot stated	1-9 0 1 2 3 Y
1-9 10 A B C ot stated	1-9 0
1-9 10 A B C ot stated	1-9 0 1 2 3 Y
	et LB B City of LB Camberley UI e and Miltor CB B C D C C C C C C C C C C C C C C C

Card 5	Transfer from Col:-	Item	Code
52	(15)	Number of non-electors (0-17) 1-10 None	1-0 X
53	(16)	Number of children 0-4 1-10 None	1-0 X
54	(17)	Number of children 5-15 1-10 None	1-0 X
. 55	(18)	Number of persons 16+ 1-10 None	1-0 X
56	(25)	Household Results Score 0.1-0.9 1.0 No diaries or only very incomplete ones	1-0 0 X
57	(26)	Type of Household One Person only Two or more unrelated people or related (but not married	1 2
		couple or parent/child) Married couple only Married couple plus other people, related or unrelated	3
		(but not child or parent) 2 generations of family (ie. parent(s) & children of any age)	5
	`	2 generations plus other people (related or unrelated but not parent/child)	6
		3 generations (grandparents, parents & children)	7
		3 generations plus other people (related or unrelated but not parent or child)	8
		Other	9
j	J	Don't know/Not stated	X

Card 5	Transfer from Col:-	I tem	Code
58	(27)	Age of youngest child (in 2 or 3 generation households)	
		Family includes: Children under 1	1
		Aged 1	2
]	2-4	3
	ļ	5-11	4
		12-16	5
		All children are 16 or over	6
		" " " 21 or over	7
	1	" " " 35 or over	8
		It is not a 2-3 generation family (ie. no "children")	Х
59	(28)	Number of TV sets 1-9	1-9
	` '	None	Х
		Not stated	Y

60	(37)	Number of domestic radio sets 1- 10 Nor	0+ 0 ne X
61	(55)	Number of car radios 1- Non Not state)+ 0 ne X

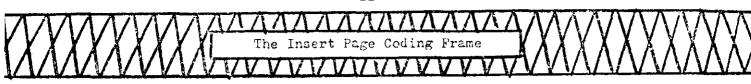
?

,	·		
Card 5	Transfer from Col:-	Item	Code
62	(60)	Family Occupational Status A	1
	` '	- in this col. code the F.O.S. group of the person	2
		identified as Head of Cl	3
		Household C2	4
		Д	5
		Only if unemployed or living on a state pensionE	6
		Insufficient Information	Y
		Student	7
}			
63	(61)	Identification number Head of Household	91
64	(62)	within III. Put II of II first, followed by each Next person	02
		household member in order Next person	03
		of appearance.	04
65	(63)	Relationship within Grandfather	1
		Mousehold Grandmother	2
		(2 or 3 generation Father	3
	Ş	household) Mother	4
		Son, sterson, son in law	5
}		Daughter, stepdaughter, daughter in law	6
		Other relative	7
		Friend or lodger	8
		Not 2-3 generation H.H. (ie coded in next Col.)	X
		Not stated	Y
66	(64)	Relationship within Husband	1
	1	<u>Household</u> Wife	2
:		(Married couple Other relative, friend without children) or lodger living with 1/2	3
		(Single person) Person living alone	4
		(Mixed groups) Any person living in groups which are not immediate family and not classified above	5
		Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister)	6
		Other Coded_in_previous Col.	0 X
		Not stated	Y
		<u></u>	

Card 5 Col:-	Transfer from Col:-	Item	Code
67	(66)	Economic activity Working full-time	1
		full-time = 30+ hours p.w. Working part-time = 8-29 hours p.w. part-time	2
] [(Please check interviewers . Housewife	3
		coding for part-timers if Retired possible)	4
		Student (school/college)	5
		Unemployed	6
		Not stated	Y
68	(67)	Age when finished full-time education 15 yrs or less	1
		education 1) yis of less	2
	İ	17	3
		18	4
		19	5
		20	6
	3	21 yers or over	7
		Still at school/colloge	8
•		Not stated	Y
69	(68)	Age last birthday Under 1	00
	1	(Code as 2 digits) 1 year	01
70	(69)	2 years	02
		etc	
		Not stated	YY
71	(70)	Sex Male	1
		Female	2
		Not stated	Y

······································		· · · · · · · · · · · · · · · · · · ·	· · · · · · · · · · · · · · · · · · ·
Card 5	Transfer from Col:-	Item	Code
72	(33 – 36)	Colour/Black & White Summary	
		Households with one set - Black-white	1
		Colour	2 .
		Two or more sets - All black & white	3
		All colour	4
		Some of each	5
•		No TV set	Х
		Not stated	Y
73	Abse	ence	
	Person	whose spouse is absent permanently or dead	1,
	*Child w	phose mother " " " " " "	2
	* "	" father " " " " " "	3
		Both parents absent	4
		None of these	х
		Not stated	Υ
74	iam⊞ ;	oyment	
	Man whos	e wife is working full-time	1
Can be	*Child wh	2	
multi- _coded	Man whos	e wife is working part-time	3
	*Child wh	4	
	Woman wh	ose husband is not working (including retired	i i) 5
æ	*Child wh	ose father is not working	6
		ose husband is working part-time	7
	*Child wh	ose father is working part-time	8
		None of these	Х
		Not stated	Y
75	Mari	tal Status	
		Married son/daughter (without offspring) living with parents/in-laws	1
	(ie.	include sons-in-law etc.)	
		None of these	х
		Not stated	Υ
			

^{*}Child = anyone coded as a son or daughter (5 or 6) on Col 65.



11 the following coding is located on card 4s

ach insert page is coded on a different day (not related to position in diary), which is ndicated at the start of the coding.

ome insert pages vary slightly between summer and winter surveys. This is indicated in the oding. For exact content of insert pages, refer to the original diaries.

here are no insert pages in chances for children 5-15.

INSERT PAGE :	"Questions about your list	ening to radio"	WEDNESDAY -	Card 4
CARD 4 COL:-	ITEM			CODES
43	Whether page is completed	at all	Yes	1
·		· ·	No "	2
	Columns 44-53 are a summar for each radio station se	ry of Qs. 1-3 parately.	·	
44	Radio One			•
45	Radio Two	Listened	1	1
46	Radio Three	Quit	e Often	2
47	Radio Four	•	Never	3
48	BBC Local Radio	Station not me	ntioned	Х
49	Commercial Local Radio	Page not co	ompleted at all	Y
. 50	Others: Luxembourg		at all	
51	Eirean			
 52	Manx (1.0.M.)		ĺ	
53	Other			
	Item 4 - Why don't you li local BBC statio			
54	- I never think ab	out it	Ticked	1
55	- I am perfectly c	ontent	Nos ticked	2
56	- I have tried it)	No reply	
57	- I don't think I	i i	to Itsm 4	X
		- •••• 	Page not completed at all	Y
58	Item 5 - What do you thin	٠	ourable esponse	1
-	local BBC statio		_	
		Mixed or am	biguous	2 3 X
	Pag	No⊥r ge not completed	esponse at all	X Y
	1 0.8	se not compreted	GU GLI	

INSERT PAGES: "Which television series do you like" THURSDAY AND FRIDAY

THURSDAY - Card 4

Column	Item		Codes
43	Whether insert page complete	ed at all Yes	1
		No	2
44	Grandstand	Two crosses	1
45	Match of the Day etc.	One cross	2
	• The same say over	No reply to this item	3
4 71	The Pallisers	One tick	4
1	-	Two ticks	5
	· · · · · · · · · · · · · · · · · · ·	Page not completed at all	Y

FRIDAY - Card 4 (Differences in column content between the Summer and Winter Surveys are detailed below.)

43	Whether insert page completed	at all Yes	1
	}	No	2
44	The Waltons		
		Two crosses	1
48	(Summer) World Cinema (Winter) Blank	One cross	2
59	(Summer) Doctor at Sea	No reply to this item	3
	(Winter) Bless this House	One tick	4
65	(Summer) Within these walls	Two ticks	5
	(Winter) Upstairs, Downstairs	Page not completed	
66	(Summer) Special Branch (Winter) Blank	at all	Y
67	(Summer) World at War (Winter) The Mighty Continent		
73	(Summer) The Comedians (Winter) Police Surgeon		

INSERT PAGE - "About television" SATURDAY - Card 4

COLUMN	ITEM			CODE
43	Whether page is co	mpleted at all	Yes	1
			No	2
44	The Best Things:	1st Choice	Item 1	1
45		2nd Choice	2	2
46		3rd Choice	3	3
			4	4
			5	5
			6	6
			No 1st choice	X
			or (2nd)	
			or (3rd)	
	*	Page not con	pleted at all	Y
. 47	The Worst Things:	1st Choice	Repeat coding	
48		2nd Choice	as for Cols	
49		3rd Choice		
		Page not com	pleted at all	Y

INSERT PAGE : "About Music" SATURDAY - Card 4 (following after "About TV")

Can be multi-coded

COLUMN	ITEM		COL	ES
50	Whether this page completed a	it all Yes	1 2	
	Getting up in morning	GROUP 1	Waves 3-4	Waves
51	Group I	very latest 'pop'	1	i i
52	Group 2	more tuneful 'pop'	2	2
53	<u>-</u>	progressive pop * modern folk	3	
	Group 3	traditional jazz	3 4 5 6	3 4- 5 6
		modern jazz	6	Ġ
	Doing housework or odd job	music/songs post war	7	6
54	Group 1	music/songs operattas	8	7
55	Group 2	Nothing in this group	Õ	0
56	Group 3	No response this item Page not completed	X Y	X Y
	Relaxing at home in evening	GROUP 2	_	
57	Group 1	Dance tunes 30s-40s light opera	1 2	·
58	Group 2	Old-tyme dance music	3	
59	Î .	Light orchestral pieces	$\widetilde{4}$	
79	₹ Group 3	songs/arias from operas	5 6	
	T	Opera & operatic		
	Driving in a car	Classical music - Mozart	•	
60	Group 1	Nothing in this group No response this item	0 X	
- 61	Group 2	Page not completed	Ŷ	
62	Group 3	•		
	At a party	GROUP 3		
63	Group 1	Serious music- 19th-20th		
		Contemp. serious music Early classical Bach etc	2	
64	Group 2	Song reditals	4.	
65	Group 3	Military bands	5	
		Brass bands	6	ļ
	At a concert	Oratorios/choral music	7	
66	Group 1	Chamber music Nothing in this group	8 0	
	· · · · · · · · · · · · · · · · · · ·	No response this item	X	
67	Group 2	Page not completed	Y	
68	Group 3			

To code this page, split the musical categories into 3 groups as shown above, and code in the 3 columns allocated to each occasion

^{*} The item 'progressive pop' was only included in Waves 3-4, hence different coding.

INSERT PAGE - "The Broadcasting of Offensive or SUNDAY - Card 4
Embarrassing Material"

SUNDAY - Card 4 Note. The format was changed in the Winter Survey. For the Summer Survey Cols 43-60 are coded as indicated. For the Winter Survey Cols 43-59 apply to the "This offends me" boxes and Cols 60-75 apply to the "This should not be shown" boxes.

Column	Item	Codes
43	Whether this page completed at all Yes	1 2
	Cols 44-59 should be coded from "This Offends Me" boxes.	
44	Unnecessary violence or brutality (offends me)	
45	Rudeness by interviewers (") One tick	2
7	Programmes of poor quality (") Two ticks No ticks	2
59	Programmes of poor quality () No ticks	Х
	Page not completed	Y
60	Other things that offend Positive response	1
	(Summer Survey only) "No" "Nothing" etc	2
	No reply to this question	х
	Page not completed	Y
	THE FOLLOWING CODING APPLIES TO THE WINTER (WAVES 3-4) ONLY.	
	Cols 60-75 should be coded from the "This should not be shown" boxes.	
60	Unnecessary violence or brutality (should not be shown)	
61	Rudeness by interviewers (") One tick	1
◆ 75	Programmes of poor quality (") Two ticks	2
1)	No ticks	х
	Page not completed	Y

INSERT PAGE : "Reading" MONDAY - Card 4

COLUMN	ITEM		CODES
. 43	Total number of items	1-9	1-9
	(include Radio & TV Times)	10	0
		ll or more	Х
,		None	Y
44	Daily morning newspapers:	Daily Mirror	1
		Sun	-2
		Daily Mail	3
	Can be multi-coded	Daily Express	4
		Telegraph	5
		Guardian	6
		Daily Record	7
	<u> </u>	Times	8
		Financial Times	9
		Other	0
_		None	x
		Page not completed	Y
a. 45	Number of daily morning	1-9	1-9
į	papers mentioned:	10 or more	0
1		None	x
		Page not completed	Y
46	Number of daily evening papers mentioned:	Code as Column 45	

Sunday Newspapers: Sunday Mirror Sunday People Can be multi-coded Sunday Express Sunday Times Observer Sunday Mail Sunday Telegraph Other None Page not completed 48 Number of Sundays mentioned: 1-9 10 or more None	1 2 3 4 5 6 7 8
Sunday People Can be multi-coded Sunday Express Sunday Post Sunday Times Observer Sunday Mail Sunday Telegraph Other None Page not completed 48 Number of Sundays mentioned: 1-9 10 or more	3 4 5 6 7 8
Can be multi-coded Sunday Express Sunday Post Sunday Times Observer Sunday Mail Sunday Telegraph Other None Page not completed 48 Number of Sundays mentioned: 1-9 10 or more	4 5 6 7 8
Sunday Post Sunday Times Observer Sunday Mail Sunday Telegraph Other None Page not completed 48 Number of Sundays mentioned: 1-9 10 or more	5 6 7 8
Sunday Times Observer Sunday Mail Sunday Telegraph Other None Page not completed 48 Number of Sundays mentioned: 1-9 10 or more	6 7 8
Observer Sunday Mail Sunday Telegraph Other None Page not completed Number of Sundays mentioned: 1-9 10 or more	7 8
Sunday Mail Sunday Telegraph Other None Page not completed Number of Sundays mentioned: 1-9 10 or more	8
Sunday Telegraph Other None Page not completed Number of Sundays mentioned: 1-9 10 or more	
Other None Page not completed Number of Sundays mentioned: 1-9 10 or more	9
None Page not completed Number of Sundays mentioned: 1-9 10 or more	
Page not completed Number of Sundays mentioned: 1-9 10 or more	0
Number of Sundays mentioned: 1-9 10 or more	Х
mentioned: 1-9 10 or more	Y
10 or more	1-9
	0
1 .	х
Page not completed	Y
Note: When coding Weekly and Monthly magazines, please check that informants have put items in the right place, and correct if necessary	
Number of weekly (LOCAL) newspapers mentioned: Code as Column 48	,
(Only count Local papers, if it is a "subject" paper, e.g. sport or business, code it in Cols. 50 - 60.)	
Columns 50-59: Code Weekly periodicals here according to the category they fall into - see List A attached. Do not code Radio or TV Times here.	· .
50 Womens (General) Periodicals 51 Trade or Profession 52 Light Reading 53 News or Comment 1-9	1 - 9
54 Sport	•
55 Motoring None Page not completed	X
57 General Knowledge 58 Womens (Teenage) 59 Other	X Y

CODES		ITEM	COLUMN
1-9	1-9 10 or more	Total number of weekly magazines mentioned:	. 60
x	None	(Don't count Radio or	į
Y	Page not completed	TV Times. Include any Weekly newspapers you have coded here - excluding LOCAL papers.)	
		Columns 61-71: Code Month according to category - Sec	
		Womens (Trendy)	61
		Womens (Romantic)	62
1-9	1-9	Womens (Gcneral)	63
0	10 or more	Homes	64
х	None	Do it Yourself	65
Y	Page not completed	Motoring	66
_		Sport	67
		General Knowledge	68
		Trade or Profession	69
	·	Hobbies and Interests	70
	,	Other	71
1-9	1-9	Total number of monthly	72
0	10 or more	magazines mentioned:	
X	None		
Y	Page not completed		₹.
1	Yes	Radio Times	73
2	No		
x	Not stated		
Y	Page not completed		
1	Yes	TV Times	74
2	No		
х	Not stated		}
			ļ

coding.

Womens (General)

Woman Womans Own Womans Weekly My Weekly Womans Realm Peoples Friend etc.

Trade/Profession

Electrical Review Meat Trades Journal Engineer Drapery and Fashion Weekly etc.

Light Reading

Titbits Reveille Weekend Weekly News Parade Beezer and other comics etc

News or Comment

Economist New Statesman Spectator New Society Time New Scientist Investors Chronicle The Listener Times Literary Supplement Times Educational Supplement

Sport

Speedway Mail Sporting Chronicle Greyhound Owner Green-Un Goal

These lists are not complete, others may be added if you are sure you know Note: the right category. If you come across a publication you don't know, it

The Writers & Artists Yearbook 1975 (this gives can be looked up in: - i) a brief description of most publications.)

> ii) Willings Press Guide.

Both of these are in the reference section of the library downstairs.

Motoring

Motor Autocar

Music

New Musical Express Melody Maker

General Knowledge

Knowledge Human Body Craft War

Golden Hands

Womens (Teenage)

Judy Jackie Romeo Bunty Mirabelle Loving Petticoat Fabulous 208 Valentine Love Affair

Other

Punch Religious publications Country Life The Field Time Out

LIST B - MONTHLY MAGAZINES

Womens (Trendy)

Vogue
She
Cosmopolitan
Honey
19
Harpers & Queen
Look Now
Over 21
Nova

Womens (Romantic)

True Romances
True Story
True Magazine
Romance
My Story
Womans Story
Hers

Womens (General)

Family Circle Woman & Home Good Housekeeping Womens Journal Living Annabel

Home Glossies

Ideal Home Homes & Gardens House & Garden

Do it Yourself

Do it Yourself
Pratical Householder
Home maker
Sewing & Knitting
Pins & Needles

Motoring

Practical Motorist Car Mechanics Motor Cycle

Note: (See note on List A)

Sport

Speedway Express Football Monthly

General Knowledge

Readers Digest
National Geographic
Geographical Magazine
Illustrated London News
Tatler & Bystander

Trade or Profession

Nursing Mirror Institute of Bankers Management Today The Director

Hobbies & Interests

Practical Wireless Stamp Collecting Gardening Monthly Film Making Film Review

Other

Men Only Penthouse Playboy Mayfair Playgirl

COLUMN	ITEM	CODES
51	Q.8. How complete a picture Very complete Fairly complete Misses quite a lot Misses a great deal No response to Q.8 Page not completed	1 2 3 4 X Y
52	Q.9. Do you enjoy filling in questionnaires Don't mind Don't enjoy Rather avoid No response to Q.9 Page not completed	1 2 3 4 X Y

.5-

INSERT PAGE : "The Diary" TUESDAY - Card 4

COLUMN	ITEM	CODES
43	Whether this page completed at all Yes	1
	No	2
4,1,	Q.1. Which part of the Diary easiest? Daily Activities	1
45	Q.2. Which part most difficult? Listening/	2
46	Q.3. Which part enjoyed most? Yellow Pages	3
47	Q.4. Which part enjoyed least? No response	· X
	Page not completed	Y
48	Q.5. Time taken to fill in Diary (If informant gives a time span calculate an average and code that, e.g. 10-15 mins = 12½ mins = Code 2) the lamin1 hr.15 mins thr.16 mins -1 hr.30 mins thr.31 mins and over No reply this Q. Page not completed	1 2 3 4 5 6 7 8 9 0 X Y
49	Q.6. How difficult a job Very easy Fairly easy (Note - codes reversed) Quite difficult Very difficult No response to Q.6 Page not completed	1 2 3 4 X Y
50	Q.7. Was the job interesting Very interesting Quite interesting Slightly boring Very boring No response to Q.7 Page not completed	1 2 3 4 X Y

irea		AVAILABILITY - CODETO WMEET	= .		WAVE () N: 911
•		Area Diary serial no.	1/	17	Thronghow 1418 - 1429
1 2 Cl		Marsanale antique 1001-1004	1745		Completions 1430 - 1454
12.5°		Sundand 1005-1015			1
329		Moughton-la- Spring 1016-1019			Colone 1455-1472
12.5°	امد	Cochiamoush 1900-1911	18111		Reaction 1473-1488
2117	15	1,0000 1020 - 1034	13211		Crowbox 1489-1495
5513		Notigens 1035-1057	116311		Balina 1496-1514
5851		Shogich 1058-1073	181611		Warnington a Chalance 1515-158
2427		Marzagate 1074-1086	18811		Manham 1519-1525
2527		Standfloor 1087-1103	18611		Sutter 1520 - 1534
2637		Deligioned 1104-1115	11-731		Windsham Figure 1535-1541
£ 8		DE11 - 0111 lospand	18811		Wardowert 1542-1548
3218	~ .	Menchaster 1137 - 1150	18911		Westmindor 1549-1554
3328	13	Passington 1151 - 1163	19122		Marsham 1557-1562
8 । भार		Happour-n-place 110#-1108	10551	16	Frince of more by 1523-1579
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3718	21	Whitefield 1204-1224	10122		Bourvariable 1584-1591
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4437	3 3	Blackwall 1278-1299	18225	10	1800 god 1630-1639
4536	٩٢	Yourseller 1300-1308	18304	25	Kinderson 1000-100+
\$115	10	Bingingham 1309-1318	アメルジャ	عاا	Cribbing Woolin bonnell 165
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5315	5	Dudlar 1320-1324	รหรอ	io	Mich 1698-1707
5415	٩	Webserhampton 1335-134	23/26	٩	Edwloom/2 1708-1716
5525	23	Ruggay 1344-1746	27225		Boshapta 1714-1735
5635	21	1861-7261 Broggato	25530	W	Moscollangh 1736-1746
6126		Cambridge 1388-1399	34,40	Ø	19/20/00 1747 - 1756
6236	,	- Landing Control	31/2/5		Dupakanha -
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1900-1911 see Cockermonth.

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2117	6	heads 2052-2057	18211	A.	Crongian 2518 +2519
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1527		Sand Report 2102-2112	18611	13	Sulfac 2531-2543.
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5525	19	Rugha 2372 - 2390	23220	10	Barkagala 2755-2764
3635		Stofferd 2391-24-12	23550	6	Mossillaurah 2765-2770
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Serial No.

Confidential

1425



The British Broadcasting Corporation

DIARY

for 14th August to 20th August 1974

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work,

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

> Audience Research Broadcasting House London W1A 1AA

This Diary is for .			
Our representative	e who delivered this Diary will call again		
to answer any que	eries on	 	
and will call to co	ollect it on	 	
Our representative	e's name is	 	

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

Ideally, you should keep the diary up to date through each day but this may not be convenient. However, please try to bring the diary up to date as often during each day as possible as it is very easy to forget what you were doing at any particular time if you leave completion of the diary until some time afterwards.

The layout of each page of the diary is shown in the specimen on the next page. Down the page, time is given in half hour periods from 5.00 a.m. to 2.00 a.m. the next morning. You should make an entry in the 'Main Activities' column for each half hour period, but if you are doing the same thing for a period of time exceeding half an hour you may bracket all of the half hours concerned together.

Across the diary page there are 3 main sections as described below:—

At Home or Not At Home. Will you please show whether you were at home or not at home for each half hour by ticking the left hand columns of each page. If you were not at home show whether or not there was a radio available which you could have switched on and listened to if you had wanted to. (You should count yourself as being 'Not at Home' for any half hour in which you were out for at least 15 minutes.)

Main Activities and Other Activities. There are two columns for your activities. In the first column, labelled 'Main Activities' you should write in the most important activity that you were engaged in during that half hour or the activity which took up most of your time/attention in that half hour. In the second column, labelled 'Other Activities'

you should enter the additional things you did during that half hour or anything you were doing at the same time as the main activity. There are some examples at the bottom of the page opposite. When travelling, please say how — on foot, by bus, in a car, etc. — and when reading, please say what — newspaper, book, magazine.

Viewing and Listening. If you were viewing television or listening to the radio at any time during the half hour please put a tick in one of the columns on the right of the page to show which service or channel you were tuned to. If you were listening to a radio service which is not listed at the head of a column — for example Local Radio, Radio 3 or Radio Luxembourg, write its name in the column marked 'Other'. Also remember to enter the title of the actual programme if you can.

Finally, at the bottom of each page, please write in the exact time at which you woke up and went to sleep (not when you got up or went to bed — but the <u>actual</u> times of waking and sleeping).

Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

(*Please note that these questions are not included in diaries for the under 16's.)

SPECIMEN PAGE

		_									_		
				MAIN ACTIVITIES OTHER ACTIVITIES	PLEASE TICK IF YOU WERE								
Time	Αt	Not at Home		Please enter here details	If you were doing	Viewing			Listening				Title of
ime	Home	Radio	Radio	of your main activity in each half-hour	anything else during that half hour enter	ввс	BBC	ΙΤV	ı	Radio		Others (please	Programme
	 	avail- able	avail- able		the details below	1			1	1 2		state which)	
5.00-5.30 am	/) In bed									
5.30-6.00	<u> </u>	<u> </u>	<u> </u>			!				<u>.</u>			
6.00-6.30	√)									
6.30-7.00	\checkmark			getting up									
7.00-7.30	1			pregaring breakfast	talking to Children								
7.30-8.00	✓			Washing up	Children Usleving to radio					/			Tony Brandon
8.00-8.30	1		i	Lousework	(V			Tony Brandon
8.30-9.00		 		taking children									
9.00-9.30			√	shopping						i	İ		
9.30-10.00			/	Visiting a friend			!						
10.00-10.30			. √									<u> </u>	
10.30-11.00			/	on bus			İ						!
11.00-11.30	/			Resting at Lome	reading magazine								
11.30-12.00 noon	/)	lectining to radio							Reduc	Hour

SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 14th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

If you were listening or viewing at any time during the half hour, remember also to put a tick to show which service you were tuned to. And write the title of the programme in the last column.

Title of
Programme
· · · · · · · · · · · · · · · · · · ·

1

QUESTIONS ABOUT YOUR LISTENING TO RADIO

ANSWER THE QUESTIONS ON THIS PAGE IF YOU ARE USUALLY AT HOME DURING THE DAYTIME ON WEEKDAYS

 Taking all of your radio listening into account, which radio station would you say you listen to MOST? (Please put a tick in the box next to the service you use most). 	FOR THOSE WHO HAVE A BBC LOCAL RADIO STATION IN THEIR AREA.
Radio 1 Radio 2	If you do not listen to your BBC Local Radio Station, why don't you? Just put a tick (/) beside whichever of the following apply to you.
Radio 3 Radio 4 BBC Local Radio Commercial Local Radio Others (Please state which)	I never think about it I am perfectly content with the programmes I already listen to I have tried it occasionally but didn't find it very interesting I don't think I can get the local station on my set
Are there any other radio stations that you listen to QUITE OFTEN? (Please tick below against each other radio service that you use quite often).	If you <u>do</u> listen to your BBC Local Radio station, or have listened in the past, please say what you think of it here:
Radio 1	
Radio 3	
Radio 4	
BBC Local Radio Commercial Local Radio	
Others (Please state which)	
3. And which radio stations do you NEVER listen to? (Please	
tick below against each radio service that you never listen to).	
Radio 1	
Radio 3	
Radio 4	
BBC Local Radio	
Commercial Local Radio	



WEDNESDAY 14th AUGUST 1974

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				MAIN ACTIVITIES	OTHER ACTIVITIES	PL.	EASE	TIC	KIF	Y01	U WE	RE	
Time	At	Not at I		Please enter here details	If you were doing	Vie	wing		L	isten	ing		Title of Programme
	Home	Radio avail-	Radio not	of your main activity in each half-hour	anything else during that half hour enter the details below	ввс	ввс	ιτv	١	Radio	,	Others (please	Frogramme
,		able	avail- able	= 0	the details below	<u> </u>	2		1	2	4	state which)	
3.00-3.30 pm													
3.30-4.00													
*4,00-4.30													
4,30-5.00	: 			}									
5,00-5.30						<u> </u>							
5.30-6.00	! 		ļ ———							<u> </u>			
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6.30-7.00													
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12.00-12,30)			!		!	! 	<u> </u>					
12.30-1.00		:					!						
1.00-1.30						ļ	ļ		ļ. <u>.</u>				· .
1.30-2.00													

THURSDAY 15th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

If you were listening or viewing at any time during the half hour, remember also to put a tick to show which service you were tuned to. And write the title of the programme in the last column.

				MAIN ACTIVITIES	OTHER ACTIVITIES	Pι	EAS	E TI	СКІ	FYC			
Time	At	Not at	Home	Please enter here details	If you were doing	V	iewin	9	Li	isteni	ng		Title of
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		able	avail- able		the details below	1	2		1	2	4	state which)	
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5.30-6.00													
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11.30-12,00 noon							:	:					
12.00-12.30													
12.30-1.00													-
1.00-1.30							!						
1.30-2.00													-
2.00-2.30													
2.30-3.00								<u> </u>	<u> </u>				-

AT WHAT TIME DID YOU WAKE UP TODAY?	A/PM	(delete as
7. T. W. T. W. E. S. D. T. G. T. T. T. T. T. T. T. T. T. T. T. T. T.	V1/ 1 1VI	necessary)

THURSDAY 15th AUGUST 1974

		MAIN ACTIVITIES OTHER ACTIVITIES PLEASE TICK IF YOU WERE										***	
]	Not at i	-lome	MAIN ACTIVITIES	OTHER ACTIVITIES					isten			1
Time	At Home	Radio	Radio	Please enter here details of your main activity in each half-hour	If you were doing anything else during that half hour enter	_	Viewing BBC BBC I			Radio		Others	Title of Programme
		avail- able	not avail- able	in each natt-nour	the details below	1	2		1	2	4	(please state which)	
3.00-3.30 pm													
3,30-4.00													
4.00-4.30													
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12.00-12.30)												
• 12.30-1.00 		ļ							_				
1,00-1.30													
1,30-2,00													

WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

FRIDAY 16th AUGUST 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

If you were listening or viewing at any time during the half hour, remember also to put a tick to show which service you were tuned to. And write the title of the programme in the last column.

Please enter nere details of your main setting and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and street with selection before and sharthfour and shart and sharthfour and shart and sharthfour and sharthfo					MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CKI	F YC	u w	ERE	
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5.00-5.30	Time	Home		not	of your main activity	anything else during that half hour enter	ввс	ввс	ITV		Radio)	(please	Programme
5.30-6.00 6.00-6.30 6.30-7.00 7.00-7.30 7.30-8.00 8.00-8.30 8.30-9.00 9.00-9.30 9.30-10.00 10.00-10.30 11.30-11.30 11.30-12.00 12.00-12.30 12.30-1.00 1.00-1.30 1.30-2.00 1.30-2.00 1.30-2.00 1.30-2.00 1.30-2.00 1.30-2.00						the details below	'-			1	2	4		
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2.30-3.00	2.00-2.30													
	2.30-3.00													

WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick (\checkmark) in the box against any you like and a cross (X) against any you dislike. If there are any you feel strongly about please indicate this by a second tick or cross. If you have no opinion either way, or have not seen or heard the series, just leave it blank.

Grandstand (Saturday afternoon sport)	Tom and Jerry (Cartoon series about a cat and mouse)	
Match of the Day (Saturday evening film of one or more of the day's matches)	Blue Peter (4.50pm Mondays and Thursdays)	
Sportsnight (Wednesday evening sports programme, usually including coverage of a sporting event)	Top of the Pops (about 7.00pm Thursdays)	
Z Cars (Long-running police series)	Cannon (American crime series about a fat private detective Frank Cannon)	
Dr. Who (5.30pm on Saturdays)	Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	
The Brothers (Serial play about 'The Hammonds', 7.25pm on Sundays)	The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	
Play for Today (New plays written for television, 9.25pm on Thursdays)	Songs of Praise (Hymn singing, 6.55pm Sundays)	
'Some Mothers Do 'Ave 'Em' (Comedy series starring Michael Crawford)	Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	
The Likely Lads (Comedy series featuring two north-country boys, Bob and Terry)	Panorama (Current affairs programme 8.10pm Mondays)	
The Two Ronnies (Ronnie Corbett and Ronnie Barker)	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	
Dad's Army (Comedy series about the Home Guard in World War II)	Omnibus (Programme about the arts, about 10.00pm Sundays)	
The Generation Game (Bruce Forsyth introducing competitions for prizes between families)	It's a Knockout (International competition between towns)	
The Goodies ('Zany' comedy)	Pot Black (Snooker Competition)	
Film Night (Film news and reviews)	The Pallisers (26-part serialization of T rollope's 'political' novels)	

continued on the next page

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The Waltons (American series about country family in the depression days)	Love Thy Neighbour (Comedy series about a white and a coloured family)	
The World About Us (Natural history programmes, $7.25 \mathrm{pm}$ Sundays)	Opportunity Knocks (Hughie Greene introduces unknown artists)	
Man Alive (Documentaries about different kinds of people, 8.10pm on Wednesdays)	The Golden Shot	
Alias Smith and Jones (Light-hearted Western series, 4.50pm Sundays)	This Is Your Life (Surprise television 'biography' introduced by Eamonn Andrews)	
World Cinema (Series of foreign films, 9.00pm on Fridays)	Black Beauty (Play series about the adventures of a horse)	
Midnight Movie (Saturdays)	Within These Walls (Play series about a women's prison, Googie Withers was the governess)	
The Old Grey Whistle Test (Contempory pop for the enthusiast)	Special Branch (Play series about espionage)	
Master Class (Eminent muscians giving lessons to advanced pupils)	World at War (26-part series about the Second World War)	
Gardener's World (Introduced by Percy Thrower, Friday evenings)	This Week (Current affairs programme at 8.30pm on Thursdays)	
Horizon (Documentary series about science and technology)	Stars on Sunday (Bible readings and songs introduced by Jess Yates)	
The Money Programme (Series about finance and the economy)	Wrestling (Saturday afternoons, 4.00pm)	
Face the Music (Music quiz introduced by Joseph Cooper)	Aquarius (Documentary programmes about 'the arts')	
Coronation Street (Mondays and Wednesdays, 7,30pm)	Sunday Night at the London Palladium (Variety)	
Crossroads (Serial plays)	The Comedians	
Crown Court (Drama series, 1.30pm on Wednesdays, Thursdays and Fridays)	New Scotland Yard (British crime series)	
Doctor at Sea (Comedy series 7.25nm Sundays)	Columbo (American crime series)	Γ

FRIDAY 16th AUGUST 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

SATURDAY 17th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

If you were listening or viewing at any time during the half hour, remember also to put a tick to show which service you were tuned to. And write the title of the programme in the last column.

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SATURDAY 17th AUGUST 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

SUNDAY 18th AUGUST 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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ABOUT TELEVISION

THE WORST THINGS

THE BEST THINGS

Most of us would probably agree with most of the following points of view, but if you had to choose only two or three as being the best things of all about television for you, which ones would they be? Please put a 1 in the box against your first choice, a 2 against your second choice and a 3 against your third choice.

first choice, a 2 against your second choice and a 3 against your third choice.	Now please choose the three <u>worst</u> things about television, and mark them 1, 2 and 3 in the same way.
For me, the $\underline{\textit{best}}$ thing about television is that $-$	For me, the <u>worst</u> thing about television is that —
it provides reliable up-to-date information about what is going on in the world	— it stops me doing things in my spare time, like reading, gardening, odd jobs, etc.
- it gives me the opportunity I wouldn't other- wise have of seeing good plays, sporting events,	it stops us talking to one another in the home
operas, Royal occasions and so on	- many programmes seem to encourage people to
- it is the ideal way to relax in your spare time	do things that I think are wrong, like swearing, being rude, being violent, and so on
it brings the fun, glamour and excitement of 'show-business' into your own home	it undermines our society by paying too much attention to extremists and protesters
- it is great company	- it makes 'little tin gods' of people who are good at expressing themselves on the screen
it really shows you what life is like and how	· · ·
other people live	- it discourages people from finding ways of

THE BROADCASTING OF OFFENSIVE OR EMBARRASSING MATERIAL

There is considerable disagreement about how far television should go in showing things that may embarrass or offend some viewers.

Please show which of the following you find 'embarrassing' or 'offensive', by putting a tick (✓) beside it. Just leave blank the things that do not embarrass or offend you. People talking about intimate matters like Unnecessary violence or brutality their sex lives Inept or incompetent performances by actors, Rudeness by interviewers singers, comedians, etc. Making fun of religion Parents shouting at or hitting children Mis-use of the English language by those "Smuttiness" in comedy programmes who should know better Bad language, swearing People in pain Deliberate exploitation of the human Nudity or semi-nudity weaknesses of people "Invasions of privacy" by over-enthusiastic Plays or films in which sex seems to be the only concern of the characters reporters Programmes of such poor quality that they are Rudeness to the Royal Family an insult to the viewers' intelligence Now please look through the list again and put a second tick against those, if any, that offend you a great deal. Are there any other things that offend you about television programmes? If there are, please write them in here:

SUNDAY 18th AUGUST 1974

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MONDAY 19th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

TUESDAY 20th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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THE DIARY

Finally we would like to ask you some questions about the Diary itself:

1.	Which part of the diary was the easiest to fill in? (Put a tick in ONE box only)	Listening and viewing The yellow pages	3. Which part did you enjoy most? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
2.	Which part was the most difficult? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages	4. And which part did you enjoy least of all? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
5.	How much of your time did Please write down a rough e		each dayhours	minutes
6.	Considering the diary as a w was it to fill it in to your ow (Please put a ring round the ans	vn satisfaction?	Very Quite F difficult difficult e	airly Very easy
7.	Did you find the job interes	-	Very Quite Sinteresting b	lightly Very boring
8.	It would be impossible to w that happens in a week — lo how complete a picture doe life during this week?	oking back at your diary	Very Fairly No complete complete picture picture a	Misses out quite out a lot great deal
9.	In general, do you enjoy fill or giving answers in public o		l enjoy I don't l it mind r	don't I would rather niov it avoid it

TUESDAY 20th AUGUST 1974

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THANK YOU VERY MUCH FOR YOUR HELP

The BBC would like to express appreciation for the time and effort you have put into completing this diary.

Without such assistance from members of the public, we would not be able to plan satisfactorily our future programmes and schedules.

The space below is for any further comments that you may wish to make about radio or television services:

Serial No.

Confidential

1425



The British Broadcasting Corporation

DIARY

for 14th August to 20th August 1974

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work.

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

> Audience Research Broadcasting House London W1A 1AA

This Diary is for			· ·		
Our representativ	e who delivered this Diary	will call again			•
to answer any que	eries on				
and will call to co	ollect it on				
Our representativ	e's name is				

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

Ideally, you should keep the diary up to date through each day but this may not be convenient. However, please try to bring the diary up to date as often during each day as possible as it is very easy to forget what you were doing at any particular time if you leave completion of the diary until some time afterwards.

The layout of each page of the diary is shown in the specimen on the next page. Down the page, time is given in half hour periods from 5.00 a.m. to 2.00 a.m. the next morning. You should make an entry in the 'Main Activities' column for each half hour period, but if you are doing the same thing for a period of time exceeding half an hour you may bracket all of the half hours concerned together.

Across the diary page there are 3 main sections as described below:— $\,$

At Home or Not At Home. Will you please show whether you were at home or not at home for each half hour by ticking the left hand columns of each page. If you were not at home show whether or not there was a radio available which you could have switched on and listened to if you had wanted to. (You should count yourself as being 'Not at Home' for any half hour in which you were out for at least 15 minutes.)

Main Activities and Other Activities. There are two columns for your activities. In the first column, labelled 'Main Activities' you should write in the most important activity that you were engaged in during that half hour or the activity which took up most of your time/attention in that half hour. In the second column, labelled 'Other Activities'

you should enter the additional things you did during that half hour or anything you were doing at the same time as the main activity. There are some examples at the bottom of the page opposite. When travelling, please say how — on foot, by bus, in a car, etc. — and when reading, please say what — newspaper, book, magazine.

Viewing and Listening. If you were viewing television or listening to the radio at any time during the half hour please put a tick in one of the columns on the right of the page to show which service or channel you were tuned to. If you were listening to a radio service which is not listed at the head of a column — for example Local Radio, Radio 3 or Radio Luxembourg, write its name in the column marked 'Other'. Also remember to enter the title of the actual programme if you can.

Finally, at the bottom of each page, please write in the exact time at which you woke up and went to sleep (not when you got up or went to bed — but the <u>actual</u> times of waking and sleeping).

Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

(*Please note that these questions are not included in diaries for the under 16's.)

SPECIMEN PAGE

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SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 14th AUGUST 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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WEDNESDAY 14th AUGUST 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

THURSDAY 15th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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THURSDAY 15th AUGUST 1974

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FRIDAY 16th AUGUST 1974

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Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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FRIDAY 16th AUGUST 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

SATURDAY 17th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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SATURDAY 17th AUGUST 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

SUNDAY 18th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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SUNDAY 18th AUGUST 1974

		i		MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	YQU) ME	RE	
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		able	avail- able		the details below	<u> </u>	2		1	2	4	state which)	
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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

MONDAY 19th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CK I	FYC)U W	ERE	
Time	At	Not at I	lome	Please enter here details	If you were doing	Vi	ewin	9	Lis	steni	ng	·	Title of
ı ime	Home	Radio	Radio not	of your main activity in each half-hour	anything else during that half hour enter	ВВС	ввс	ITV	F	Radio)	Others (please	Programme
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MONDAY 19th AUGUST 1974

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	YO	U WE	RE	
Time	At	Notati	Home !	Please enter here details	If you were doing	Vie	wing		Li	sten	ing		Title of
, iiiie	Home	Radio avail-	Radio not	of your main activity in each half-hour	anything else during that half hour enter the details below	ВВС		ITV	F	ladic)	Others (please	Programme
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TUESDAY 20th AUGUST 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

- 1				service you were tuned to. Ar	to write the title of the program	mme in	the	ast c	olum	וח.	-		
		Not at I	Home	MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	ЕТІ	ICKI	F YC	DU W	/ERE	
Time	At Home		Radio	Please enter here details of your main activity	If you were doing	V	ewin	g	L	isteni	ing		Title of
		Radio avail- able	not avail-	in each half-hour	If you were doing anything else during that half hour enter the details below	ввс	ВВС	ITV		Radio	D	Others (please	Programme
	<u> </u>	-	able			<u> </u>	 		1	2	4	state which)	
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				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	TIC	KIF	YOU	J WE	RE]
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	Home	Radio	Radio not	of your main activity in each half-hour	If you were doing anything else during that half hour enter	ввс	ввс	ΙΤV	F	Radio		Others (please	Programme
		avait- able	avail- able		the details below	1	2		1	2	4	state which)	
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1.30-2.00													

THANK YOU VERY MUCH FOR YOUR HELP

The BBC would like to express appreciation for the time and effort you have put into completing this diary.

Without such assistance from members of the public, we would not be able to plan satisfactorily our future programmes and schedules.

The space below is for any further comments that you may wish to make about radio or television services:

ADULT

Serial No.

Confidential

1425



The British Broadcasting Corporation

DIARY

for 4th September to 10th September 1974

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work.

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

> Audience Research Broadcasting House London W1A 1AA

This Diary is for	
96c	
Our representative who delivered this Diary will call again	,
to answer any queries on	
and will call to collect it on	
Our representative's name is	

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

Ideally, you should keep the diary up to date through each day but this may not be convenient. However, please try to bring the diary up to date as often during each day as possible as it is very easy to forget what you were doing at any particular time if you leave completion of the diary until some time afterwards.

The layout of each page of the diary is shown in the specimen on the next page. Down the page, time is given in half hour periods from 5.00 a.m. to 2.00 a.m. the next morning. You should make an entry in the 'Main Activities' column for each half hour period, but if you are doing the same thing for a period of time exceeding half an hour you may bracket all of the half hours concerned together.

Across the diary page there are 3 main sections as described below:—

At Home or Not At Home. Will you please show whether you were at home or not at home for each half hour by ticking the left hand columns of each page. If you were not at home show whether or not there was a radio available which you could have switched on and listened to if you had wanted to. (You should count yourself as being 'Not at Home' for any half hour in which you were out for at least 15 minutes.)

Main Activities and Other Activities. There are two columns for your activities. In the first column, labelled 'Main Activities' you should write in the most important activity that you were engaged in during that half hour or the activity which took up most of your time/attention in that half hour. In the second column, labelled 'Other Activities'

you should enter the additional things you did during that half hour or anything you were doing at the same time as the main activity. There are some examples at the bottom of the page opposite. When travelling, please say how — on foot, by bus, in a car, etc. — and when reading, please say what — newspaper, book, magazine.

Viewing and Listening. If you were viewing television or listening to the radio at any time during the half hour please put a tick in one of the columns on the right of the page to show which service or channel you were tuned to. If you were listening to a radio service which is not listed at the head of a column — for example Local Radio, Radio 3 or Radio Luxembourg, write its name in the column marked 'Other'. Also remember to enter the title of the actual programme if you can.

Finally, at the bottom of each page, please write in the exact time at which you woke up and went to sleep (not when you got up or went to bed — but the <u>actual</u> times of waking and sleeping).

Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

(*Please note that these questions are not included in diaries for the under 16's.)

SPECIMEN PAGE

				MAIN ACTIVITIES	OTHER ACTIVITIES	Р	LEA	3E TI	СКІ	FΥ	ou w	ERE .	
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		avail- l able	avail- able		the details below	1	2		1	2	4	state which)	
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5.30-6.00	V												
6.00-6.30	√			>									
6.30-7.00	√			getting up									
7.00-7.30	/			pregaring breakfast	talking to Children								
7.30-8.00	✓			getting up pregaring breakfast Washing up	children listering to					/			Tony Brandon Tony Brandon
8.00-8.30	1			housework	(,	V			Tony Brandon
8.30-9.00			1	taking Children									
9.00-9.30			√	Shopping Visiting a friend									
9.30-10.00			V	Visiting a friend									
10.00-10.30			/	<i></i>						ļ 1			
10.30-11.00	-		/	on bus									
11.00-11.30	√			returning home on bus Resting at home	reading magazine.								
11.30-12.00 noon	/			\ <u></u>	Celining to vadio							Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 4th SEPTEMBER 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

	1	1		AAAAA AGTINIITIG	OTHER ACTIVITIES	5.	EAC	E T.	~ V .	- VA		-00	
		Not at I	Home	MAIN ACTIVITIES	OTHER ACTIVITIES		EASi ewing			F YO		zne	Tale of
Time	At Home	Radio	Radio	Please enter here details of your main activity in each half-hour	If you were doing anything else during that half hour enter	BBC	Ţ			Radio		Others	Title of Programme
		avail- able	not avail- able	m each nan-noul	the details below	1	2		1	2	4	(please state which)	
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QUESTIONS ABOUT YOUR LISTENING TO RADIO

ANSWER THE QUESTIONS ON THIS PAGE IF YOU ARE USUALLY AT HOME DURING THE DAYTIME ON WEEKDAYS

 Taking all of your radio listening into account, which radio station would you say you listen to MOST? (Please put a tick in the box next to the service you use most). 	FOR THOSE WHO HAVE A BBC LOCAL RADIO STATION IN THEIR AREA.
Radio 1	If you do not listen to your BBC Local Radio Station, why don't you? Just put a tick (/) beside whichever of the
Radio 3	following apply to you.
Radio 4	I never think about it
BBC Local Radio	l am perfectly content with the programmes I already listen to
Commercial Local Radio	I have tried it occasionally but didn't find it very interesting
Others (Please state which)	I don't think I can get the local station on my set
 Are there any other radio stations that you listen to QUITE OFTEN? (Please tick below against each other radio service that you use quite often). 	If you <u>do</u> listen to your BBC Local Radio station, or have listened in the past, please say what you think of it here:
Radio 1	
Radio 2	
Radio 3	
Radio 4	
BBC Local Radio	
Commercial Local Radio	
Others (Please state which)	
3. And which radio stations do you NEVER listen to? (Please	
tick below against each radio service that you never listen to).	
Radio 1	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Radio 2	
Radio 3	
Radio 4	
BBC Local Radio	
Commercial Local Radio	

ABOUT MUSIC

It is almost impossible to put music into simple categories, but we have to try to do so if we are to find out the sort of music you like. So here is a list of 22 different kinds.

1. The very latest 'pop'	12. Familiar songs and arias from operas
2. The more tuneful 'pop' of recent years	13. Opera and operatic excerpts
3. Numbers of modern folk singers or groups	 'Classical music' by composers such as Mozart, Beethoven and Schubert
4. Traditional jazz	15. 'Serious music' of the 19th and early 20th century of composers such as Brahms, Tchaikowsky and Liszt
5. Modern jazz	16. Contemporary serious music
6. Music and songs from post war musicals	 Earlier 'classical music', by composers such as Bach, Handel and Vivaldi
7. Music and songs from earlier light operettas	18. Song recitals
8. Dance tunes of the 30's and 40's	19. Military bands
9. Light opera like Gilbert and Sullivan	20. Brass bands
10. Old-tyme dance music	21. Oratorios and choral music
11. Light orchestral pieces	22. Chamber music, like string quartets
Which (if any) of these do you prefer to listen to when you a Just put the number, or numbers, from the list above, of the	are getting up in the morning? kinds of music you prefer here
(For example, if it is 'the very latest pop', put 1, if it is 'cl put 14 and so on).	lassical music by composers like Mozart and Beethoven'
Now please do the same to show the kinds of music you pre-	fer –
when alone at home doing housework or odd job	— driving in a car
when relaxing at home in the evening	- at a concert

WEDNESDAY 4th SEPTEMBER 1974

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	At Home			MAIN ACTIVITIES	OTHER ACTIVITIES	PLE	ASE	TIC	KIF	YOU) WE	RE	
Time	At	Not at Home		Please enter here details	If you were doing	Vie	Viewing			steni	ng		Title of Programme
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THURSDAY 5th SEPTEMBER 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

	-			MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CK II	YO	u wi	ERE	
		Not at H	lome	Please enter here details	If you were doing	Viewing			Listening				Title of
Time	At Home	Radio	Radio	of your main activity in each half-hour	If you were doing anything else during that half hour enter	BBC 1	ввс	ITV	Radio			Others (please	Programme
		avail- able	avail- able		the details below				1	2	4	state which)	
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THURSDAY 5th SEPTEMBER 1974

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t ime	Home	Radio	Radio	of your main activity in each half-hour	If you were doing anything else during that half hour enter	ввс	ввс	1TV	F	Radio	>	Others (please	Programme
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FRIDAY 6th SEPTEMBER 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick (\checkmark) in the box against any you like and a cross (X) against any you dislike. If there are any you feel strongly about please indicate this by a second tick or cross. If you have no opinion either way, or have not seen or heard the series, just leave it blank.

	Tom and Jerry (Cartoon series about a cat and mouse)	
	Blue Peter (4.50pm Mondays and Thursdays)	
	Top of the Pops (about 7.00pm Thursdays)	
	Cannon (American crime series about a fat private detective Frank Cannon)	
	Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	
	The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	
	Songs of Praise (Hymn singing, 6.55pm Sundays)	
	Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	
	Panorama (Current affairs programme 8.10pm Mondays)	
) 🔲	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	
	Omnibus (Programme about the arts, about 10.00pm Sundays)	
	It's a Knockout (International competition between towns)	
	Pot Black (Snooker Competition)	
	The Pallisers (26-part serialization of Trollope's 'political' novels) continued on the next p	page
		Top of the Pops (about 7.00pm Thursdays) Cannon (American crime series about a fat private detective Frank Cannon) Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter) The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays) Songs of Praise (Hymn singing, 6.55pm Sundays) Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings) Panorama (Current affairs programme 8.10pm Mondays) Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays) Omnibus (Programme about the arts, about 10.00pm Sundays) It's a Knockout (International competition between towns) Pot Black (Snooker Competition) The Pallisers (26-part serialization of Trollope's 'political' novels)

.... continued from previous page

The Waltons (American series about country family in the depression days)	Love Thy Neighbour (Comedy series about a white and a coloured family)	
The World About Us (Natural history programmes, 7.25pm Sundays)	Opportunity Knocks (Hughie Greene introduces unknown artists)	
Man Alive (Documentaries about different kinds of people, 8.10pm on Wednesdays)	The Golden Shot	
Alias Smith and Jones (Light-hearted Western series, 4.50pm Sundays)	This Is Your Life (Surprise television 'biography' introduced by Eamonn Andrews)	
World Cinema (Series of foreign films, 9.00pm on Fridays)	Black Beauty (Play series about the adventures of a horse)	
Midnight Movie (Saturdays)	Within These Walls (Play series about a women's prison, Google Withers was the governess)	
The Old Grey Whistle Test (Contempory pop for the enthusiast)	Special Branch (Play series about espionage)	
Master Class (Eminent muscians giving lessons to advanced pupils)	World at War (26-part series about the Second World War)	
Gardener's World (Introduced by Percy Thrower, Friday evenings)	This Week (Current affairs programme at 8.30pm on Thursdays)	
Horizon (Documentary series about science and technology)	Stars on Sunday (Bible readings and songs introduced by Jess Yates)	
The Money Programme (Series about finance and the economy)	Wrestling (Saturday afternoons, 4.00pm)	
Face the Music (Music quiz introduced by Joseph Cooper)	Aquarius (Documentary programmes about 'the arts')	
Coronation Street (Mondays and Wednesdays, 7.30pm)	Sunday Night at the London Palladium (Variety)	
Crossroads (Serial plays)	The Comedians	一
Crown Court (Drama series, 1.30pm on Wednesdays, Thursdays and Fridays)	New Scotland Yard (British crime series)	
Doctor at Sea (Comedy series, 7.25pm Sundays)	Columbo (American crime series)	

FRIDAY 6th SEPTEMBER 1974

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SATURDAY 7th SEPTEMBER 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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SATURDAY 7th SEPTEMBER 1974

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SUNDAY 8th SEPTEMBER 1974

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Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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ABOUT TELEVISION

THE BEST THINGS	THE WORST THINGS
Most of us would probably agree with most of the following points of view, but if you had to choose only two or three as being the best things of all about television for you, which ones would they be? Please put a 1 in the box against your irst choice, a 2 against your second choice and a 3 against your third choice.	Now please choose the three <u>worst</u> things about television, and mark them 1, 2 and 3 in the same way.
For me, the <u>best</u> thing about television is that — — it provides reliable up-to-date information about what is going on in the world	For me, the <u>worst</u> thing about television is that — — it stops me doing things in my spare time, like reading, gardening, odd jobs, etc.
- it gives me the opportunity I wouldn't otherwise have of seeing good plays, sporting events, operas, Royal occasions and so on - it is the ideal way to relax in vour spare time	- it stops us talking to one another in the home - many programmes seem to encourage people to do things that I think are wrong, like swearing,
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2,30-3.00

THE BROADCASTING OF OFFENSIVE OR EMBARRASSING MATERIAL

There is considerable disagreement about how far television should go in showing things that may embarrass or offend some viewers.

Please show which of the following you find 'embarrassing' or 'offensive', by putting a tick (\checkmark) beside it. Just leave

blank the things that do not embarrass or offend you. People talking about intimate matters like Unnecessary violence or brutality their sex lives Inept or incompetent performances by actors, Rudeness by interviewers singers, comedians, etc. Making fun of religion Parents shouting at or hitting children Mis-use of the English language by those "Smuttiness" in comedy programmes who should know better Bad language, swearing People in pain Deliberate exploitation of the human Nudity or semi-nudity weaknesses of people "Invasions of privacy" by over-enthusiastic Plays or films in which sex seems to be the reporters only concern of the characters Programmes of such poor quality that they are Rudeness to the Royal Family an insult to the viewers' intelligence Now please look through the list again and put a second tick against those, if any, that offend you a great deal. Are there any other things that offend you about television programmes? If there are, please write them in here:

SUNDAY 8th SEPTEMBER 1974

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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

MONDAY 9th SEPTEMBER 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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MONDAY 9th SEPTEMBER 1974

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TUESDAY 10th SEPTEMBER 1974

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READING

Can you please list below the news	spapers a	na mag	jazines	that y	ou READ regu	ularly?					
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Daily Evening Newspapers:											
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Sunday Newspapers:			· · · · · · · · · · · · · · · · · · ·		••••		· · · · · · · · · · · · · · · · · · ·	· · · • · • · · • • · • • · • • · • • · • • · · • · • · • · · • · · • · · • · · • · · • · · • · · • · · • ·	· · · · · · · · · · · · · · · · · · ·		
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Do you TAKE the Radio Times re (Please tick in one of the boxes)	gularly?	Yes			Do you TAKE			arly?	Yes]
		No							No		

THE DIARY

Finally we would like to ask you some questions about the Diary itself:

1.	Which part of the diary was the easiest to fill in? (Put a tick in ONE box only)	Daily activities Listening and viewing The yellow pages		3. Which part most? (Put a tick in	t did you enjoy • ONE box)		Listen viewir	activities ling and ng ellow pages
2.	Which part was the most difficult? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages		4. And which enjoy least	of all?		Listen viewin	activities ling and lg ellow pages
5.	How much of your time did Please write down a rough es	it take to fill in th timate of how lon	e Diary? g you spent e	ach day	hours		•• ‹••••	 . minutes
6.	Considering the diary as a wh was it to fill it in to your own (Please put a ring round the answ	n satisfaction?		Very difficult	Quite difficult	Fairly easy		Very easy
7.	Did you find the job interesti (Put a ring round the answer that			Very interesting	Quite interesting	Slightly boring	/	Very boring
8.	It would be impossible to writhat happens in a week — loo how complete a picture does life during this week?	king back at your	diary	Very complete picture	Fairly complete picture	Misses out quite a lot	e /	Misses out a great deal
9.	In general, do you enjoy fillir or giving answers in public op		es .	l enjoy it	I don't mind	l don't really enjoy it		I would rather avoid it

TUESDAY 10th SEPTEMBER 1974

													-WIDER 1574
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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

THANK YOU VERY MUCH FOR YOUR HELP

The BBC would like to express appreciation for the time and effort you have put into completing this diary.

Without such assistance from members of the public, we would not be able to plan satisfactorily our future programmes and schedules.

The space below is for any further comments that you may wish to make about radio or television services:

Serial No.

Confidential

1425



The British Broadcasting Corporation

DIARY

for 4th September to 10th September 1974

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work.

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

> Audience Research Broadcasting House London W1A 1AA

This Diary is for .					
Our representative	who delivered th	s Diary will call agai	n		
to answer any que	ries on			<u> </u>	
and will call to co	llect it on				
Our representative	e's name is				

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

Ideally, you should keep the diary up to date through each day but this may not be convenient. However, please try to bring the diary up to date as often during each day as possible as it is very easy to forget what you were doing at any particular time if you leave completion of the diary until some time afterwards.

The layout of each page of the diary is shown in the specimen on the next page. Down the page, time is given in half hour periods from 5.00 a.m. to 2.00 a.m. the next morning. You should make an entry in the 'Main Activities' column for each half hour period, but if you are doing the same thing for a period of time exceeding half an hour you may bracket all of the half hours concerned together.

Across the diary page there are 3 main sections as described below:—

At Home or Not At Home. Will you please show whether you were at home or not at home for each half hour by ticking the left hand columns of each page. If you were not at home show whether or not there was a radio available which you could have switched on and listened to if you had wanted to. (You should count yourself as being 'Not at Home' for any half hour in which you were out for at least 15 minutes.)

Main Activities and Other Activities. There are two columns for your activities. In the first column, labelled 'Main Activities' you should write in the most important activity that you were engaged in during that half hour or the activity which took up most of your time/attention in that half hour. In the second column, labelled 'Other Activities'

you should enter the additional things you did during that half hour or anything you were doing at the same time as the main activity. There are some examples at the bottom of the page opposite. When travelling, please say how — on foot, by bus, in a car, etc. — and when reading, please say what — newspaper, book, magazine.

Viewing and Listening. If you were viewing television or listening to the radio at any time during the half hour please put a tick in one of the columns on the right of the page to show which service or channel you were tuned to. If you were listening to a radio service which is not listed at the head of a column — for example Local Radio, Radio 3 or Radio Luxembourg, write its name in the column marked 'Other'. Also remember to enter the title of the actual programme if you can.

Finally, at the bottom of each page, please write in the exact time at which you woke up and went to sleep (not when you got up or went to bed — but the <u>actual</u> times of waking and sleeping).

Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

(*Please note that these questions are not included in diaries for the under 16's.)

SPECIMEN PAGE

· -			Ü	MAIN ACTIVITIES	OTHER ACTIVITIES	Р	LEAS	SE TI	CK t	FΥ	OU W	/ERE	
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11.30-12.00 noon)	listening to vadio							Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Other Activities	Main Activities	Other Activities
Making a telephone call	Watching television	Knitting
Watching TV	Doing weekly wash	Short conversation with neighbour
Listening to radio	Relaxing	Reading a magazine
Talking to wife	Talking to friends	Listening to records
Reading newspaper	Playing with daughter	Writing a letter
Walking home	Playing in garden	Helping mother
	Making a telephone call Watching TV Listening to radio Talking to wife Reading newspaper	Making a telephone call Watching TV Doing weekly wash Listening to radio Relaxing Talking to wife Reading newspaper Playing with daughter

WEDNESDAY 4th SEPTEMBER 1974

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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WEDNESDAY 4th SEPTEMBER 1974

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THURSDAY 5th SEPTEMBER 1974

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CK I	F YC	u w	ERE	
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THURSDAY 5th SEPTEMBER 1974

			·	MAIN ACTIVITIES	OTHER ACTIVITIES	PLE	ASE	TIC	KIF	YOU	J WE	RE	•
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3.30-4.00													
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ASJULT

Serial No.

Confidential



The British Broadcasting Corporation

DIARY

for 12th February to 18th February 1975

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work.

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

Audience Research Broadcasting House London W1A 1AA

·			
	who delivered this Diary will call ag	ain	
to answer any quer	ies on		
and will call to coll	ect it on		
Our representative	s name is		

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

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Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

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SPECIMEN PAGE

				MAIN ACTIVITIES	OTHER ACTIVITIES	Р	LEAS	SE TI	скі	FΥ	ou w	ÆRE	
 -	At	Not at F	lome	Please enter here details	If you were doing anything else during that half hour enter	Viewing			Listening				Title of
Time	Home	Radio	Radio	of your main activity in each half-hour		ввс	BBC	ITV	Radio		0	Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
5.00-5.30 am	/			In bed									
5.30-6.00	√			}									
6.00-6.30	√)									
6.30-7.00	√			getting up									
7.00-7.30	√			preparing breakfast	talking to children								
7.30-8.00	✓			getting up preparing breakfast Washing up	children to children to radio					/			Tony Brandon Tony Brandon
8.00-8.30	1			housework	(1			Tony Brandon
8.30-9.00			1	taking Children									
9.00-9.30			√	Shopping									
9.30-10.00			√	Visiting a friend									
10.00-10.30			/	\int									
10.30-11.00			/	reliming home on bus									
11.00-11.30	1			Resting at home	reading magazine								
11.30-12.00 noon	/			returning home on bus Resting at home	listing to radio							Local Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records -
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 12th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES OTHER ACTIVIT	OTHER ACTIVITIES	PL	.EAS	E TI	CKI	FΥC			
Time	At	Not at Home		Please enter here details	If you were doing	Vi	ewin	-	Li	steni	ng		Title of
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2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? AM/PM	(delete as
A WINT TIME BIB 100 WARE OF 100 ATTENDED	necessary

QUESTIONS ABOUT YOUR LISTENING TO RADIO

1.	Taking all of your radio listening into account, which radio station would you say you listen to MOST? (Please put a tick in the box next to the service you use most).	FOR THOSE WHO HAVE A BBC LOCAL RADIO STATION IN THEIR AREA.
	Radio 1 Radio 2 Radio 3	If you do not listen to your BBC Local Radio Station, why don't you? Just put a tick (/) beside whichever of the following apply to you.
	Radio 4 BBC Local Radio Commercial Local Radio	I never think about it I am perfectly content with the programmes I already listen to I have tried it occasionally but didn't find it very interesting
	Others (Please state which)	I don't think I can get the local station on my set
2.	Are there any other radio stations that you listen to QUITE OFTEN? (Please tick below against each other radio service that you use quite often).	If you <u>do</u> listen to your BBC Local Radio station, or have listened in the past, please say what you think of it here:
	Radio 1	
	Radio 3	,
	Radio 4 BBC Local Radio	
	Commercial Local Radio Others (Please state which)	
	Others (Flease state William)	
3.	And which radio stations do you NEVER listen to? (Please tick below against each radio service that you never listen to).	
	Radio 1	
	Radio 3	
	BBC Local Radio	
	Commercial Local Radio	

ABOUT TELEVISION

THE BEST THINGS

Most of us would probably agree with most of the following points of view, but if you had to choose only two or three as being the best things of all about television for you, which ones would they be? Please put a 1 in the box against your first choice, a 2 against your second choice and a 3 against your third choice.

For me, the best thing about television is that -

-	it provides reliable up-to-date information about what is going on in the world	
-	it gives me the opportunity I wouldn't otherwise have of seeing good plays, sporting events, operas, Royal occasions and so on	
	it is the ideal way to relax in your spare time	
-	it brings the fun, glamour and excitement of 'show-business' into your own home	
-	it is great company	
-	it really shows you what life is like and how other people live	

THE WORST THINGS

Now please choose the three <u>worst</u> things about television, and mark them 1, 2 and 3 in the same way.

For me, the worst thing about television is that -

- it discourages people from finding ways of

entertaining themselves

_	it stops me doing things in my spare time, like reading, gardening, odd jobs, etc.	
	it stops us talking to one another in the home	
	many programmes seem to encourage people to do things that I think are wrong, like swearing, being rude, being violent, and so on	
	it undermines our society by paying too much attention to extremists and protesters	
	it makes 'little tin gods' of people who are good at expressing themselves on the screen	

WEDNESDAY 12th FEBRUARY 1975

WEDNESDAY 12th FEBRUARY 1975													
	At Home			MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	YO	U WE	ERE	
Time		Not at Home		Please enter here details of your main activity	If you were doing anything else during that half hour enter	Vi	ewing	I	Listening				Title of
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WHEN DID YOU GO TO SLEEP? AM/PM (delete as necessary)

THURSDAY 13th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

N-a-a-lla-a-		MAIN ACTIVITIES	OTHER ACTIVITIES	PL	.EAS	F YC	U WI	ERE							
	At	Not at Home		Please enter here details	If you ware doing	V	ewin	g	Li	steni	ng		Title of		
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2.30-3.00							<u> </u>								

WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick (\checkmark) in the box against any you like and a cross (X) against any you dislike. If there are any you feel strongly about please indicate this by a second tick or cross. If you have no opinion either way, or have not seen or heard the series, just leave it blank.

Grandstand (Saturday afternoon sport)		Tom and Jerry (Cartoon series about a cat and mouse)	
Match of the Day (Saturday evening film of one or more of the day's matches)		Blue Peter (4.45 pm Mondays and Thursdays)	
Sportsnight (Wednesday evening sports programme, usually including coverage of a sporting event)		Top of the Pops (about 7.20 pm Thursdays)	
Z Cars (Long-running police series)		Cannon (American crime series about a fat private detective Frank Cannon)	
Dr. Who		Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	
The Brothers (Serial play about 'The Hammonds', 7.25pm on Sundays)		The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	
Play for Today (New plays written for television, 9.25pm on Thursdays)		Songs of Praise (Hymn singing, 6.55pm Sundays)	
'Some Mothers Do 'Ave 'Em' (Comedy series starring Michael Crawford)		Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	
The Likely Lads (Comedy series featuring two north-country boys, Bob and Terry)		Panorama (Current affairs programme 8.10pm Mondays)	
The Two Ronnies (Ronnie Corbett and Ronnie Barker)	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	
Dad's Army (Comedy series about the Home Guard in World War II)		Omnibus (Programme about the arts, about 10.00pm Sundays)	
The Generation Game (Bruce Forsyth introducing competitions for prizes between families)		It's a Knockout (International competition between towns)	
The Goodies ('Zany' comedy)		Pot Black (Snooker Competition)	
Film Night (Film news and reviews)		The Pallisers (26-part serialization of Trollope's 'political' novels)	

. . . . continued from previous page

The Waltons (American series about country family in the depression days)	Love Thy Neighbour (Comedy series about a white and a coloured family)	
The World About Us (Natural history programmes, 7.25pm Sundays)	Opportunity Knocks (Hughie Greene introduces unknown artists)	
Man Alive (Documentaries about different kinds of people, about 10.00 pm on Thursdays)	The Golden Shot	
Alias Smith and Jones (Light-hearted Western series, 4.50pm Sundays)	This Is Your Life (Surprise television 'biography' introduced by Eamonn Andrews)	
Midnight Movie (Saturdays)	Black Beauty (Play series about the adventures of a horse)	
The Old Grey Whistle Test (Contempory pop for the enthusiast)	Upstairs, Downstairs (Play series about a family and servants earlier this century)	
Master Class (Eminent muscians giving lessons to advanced pupils)	The Mighty Continent (Series about the history of Europe, with comments by Peter Ustinov)	
Gardener's World (Introduced by Percy Thrower)	This Week (Current affairs programme at 8.30pm on Thursdays)	
Horizon (Documentary series about science and technology)	Stars on Sunday (Bible readings and songs introduced by Robert Dougall)	
The Money Programme (Series about finance and the economy)	Wrestling (Saturday afternoons, 4.00pm)	
Face the Music (Music quiz introduced by Joseph Cooper)	Aquarius (Documentary programmes about 'the arts')	
Coronation Street (Mondays and Wednesdays, 7.30pm)	Sunday Night at the London Palladium (Variety)	
Crossroads (Serial plays)	Police Surgeon (Midnight on Sundays)	
Crown Court (Drama series, 1.30pm on Wednesdays, Thursdays and Fridays)	New Scotland Yard	
Bless This House (with Sidney James, Monday evenings)	Columbo (American crime series)	

THURSDAY 13th FEBRUARY 1975

	İ			MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	YO	U WE	ERE	
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FRIDAY 14th FEBRUARY 1975

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

- <u>-</u>	[MAIN ACTIVITIES	OTHER ACTIVITIES	Pt.	EAS	E TI	ÇK II	YO	U W	ERE	
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FRIDAY 14th FEBRUARY 1975

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SATURDAY 15th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				Service you were tailed to. A	nd write the title or the program								
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CURRENT AFFAIRS PROGRAMMES

1.	Which of the following would you say is the mathat you personally find out about what's going world?	ain way g on in the	3.	And which do you never or almost never use to find out about what's going on in the world?
	(PLEASE TICK ONE BOX ONLY)			(PLEASE TICK ONE OR MORE BOXES)
	Television News			Television News
	Television Current Affairs Programmes			Television Current Affairs Programmes
	Radio News			Radio News
	Radio Current Affairs Programmes			Radio Current Affairs Programmes
	Daily National Newspapers			Daily National Newspapers
	Local Newspapers			Local Newspapers
	Other Weekly/Monthly Newspapers/Magazines			Other Weekly/Monthly Newspapers/Magazines
	Other Method Not Listed Above {PLEASE WRITE IN BELOW}		r=	None (Use All These Methods)
2.	And which other methods do you use to find o what's going on in the world?			IF YOU NEVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION, PLEASE ANSWER QUESTION 4. IF YOU EVER WATCH CURRENT AFFAIRS
	(PLEASE TICK ONE OR MORE BOXES)			PROGRAMMES ON TELEVISION, PLEASE
	Television News			ANSWER QUESTIONS 5 - 12.
	Television Current Affairs Programmes		4.	IF YOU NEVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION
	Radio News			Is there any particular reason why you don't watch current affairs programmes on television?
	Radio Current Affairs Programmes			(DI EAGE MEDITE MANORED DELOM)
	Daily National Newspapers			(PLEASE WRITE IN YOUR ANSWER BELOW)
	Local Newspapers			
	Other Weekly/Monthly Newspapers/Magazines			
	Other Method Not Listed Above (PLEASE WRITE IN BELOW)			
	(FLEASE WRITE IN BELOW)			

	Don't use any other methods			

IF YOU EVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION

5.	like best?	see as the interviewer designed to appeal to	on a nev	current a	ffairs pr	
	(PLEASE WRITE IN YOUR ANSWER BELOW)	(PLEASE TICK ONE BOX ONL	Y IN TH	E FIRST C	OLUMN E	BELOW)
			Like Most	2nd Choice	Like Least	Don't Know
6.	What is it that you particularly like about	FRANK BOUGH (Nationwide, Mon-Fri 6pm)				
٥.	that programme?	JOHN CLEESE (Monty Python)				
	(PLEASE WRITE IN YOUR ANSWER BELOW)	DAVID DIMBLEBY (Panorama, Dimbleby Talk-In)				
		DAVID FROST				
		PETER JAY (Weekend World, Sun 12 Noon)				
		SUE LAWLEY (Nationwide, Mon-Fri 6pm)				
		JULIAN PETTIFÉR (Panorama, Mon 8.10pm)				
		JIMMY SAVILE				
		DENIS TUOHY (Panorama, Mon 8.10pm)				
7.	And which current affairs programme on television do you like least?	RICHARD WHITMORE (News Review, Sun 6.15pm)				
	(PLEASE WRITE IN YOUR ANSWER BELOW)	b) And which of these p for the interviewer on				d choice
		(PLEASE TICK ONE BOX ON	Y IN TH	E SECOND	COLUM	N ABOVE
٥	And when it is shown your dark like along the show	c) And which of these per the interviewer on such			ast like	to see as
8.	And what is it that you don't like about that programme?	(PLEASE TICK ONE BOX ON	Y IN TH	E THIRD (OLUMN	ABOVE)
	(PLEASE WRITE IN YOUR ANSWER BELOW)	d) Which of the people of all?	n the lis	t above do	n't you	know at
		(PLEASE TICK AS MANY BO) COLUMN ABOVE)	KES AS N	IECESSAR'	Y IN THE	LAST
		10. Is there anyone else w the above list as the ir gramme designed to a	nterview	er on a cur	rent affa	airs pro-
		(PLEASE WRITE YOUR	ANSWE	R BELOW)		
			••••••			

11. Here is a list of possible subjects for current affairs programmes. Please indicate for each subject how interested you would be in seeing a current affairs programme on that subject by ticking the appropriate box. For example, if you would be quite interested in a programme about housing, you would put a tick in the second box, as shown below.

EXAMPLE	VERY INTERESTED	QUITE INTERESTED	DON'T KNOW	NOT VERY INTERESTED	NOT AT ALL INTERESTED
HOUSING					
* *	*	* *	*	*	* *
	VERY INTERESTED	QUITE INTERESTED	DON'T KNOW	NOT VERY INTERESTED	NOT AT ALL
BRITISH POLITICS					
PARLIAMENTARY DEBATES					
DISCUSSIONS BETWEEN POLITICIANS					
FOREIGN POLITICS					
NORTHERN IRELAND					
AMERICAN POLITICS					
MIDDLE EAST					
COMMON MARKET					
SOCIAL DEVELOPMENTS OVERSEAS					
NATURAL DISASTERS (e.g. FLOODS/FAMINE)					
WAY OF LIFE OF PEOPLE IN DIFFERENT COUNTRIES					
SOCIAL PROBLEMS IN BRITAIN					
HOUSING					
EDUCATION					
CHILDREN					
FAMILY LIFE					
HOMELESSNESS					
HEALTH					

11.	(Continued)	VEDV	0.0075			
		VERY INTERESTED	QUITE INTERESTED	DON'T	NOT VERY INTERESTED	NOT AT ALL INTERESTED
	SMOKING					
	DRUGS					
	ALCOHOLISM					
	HANDICAPPED PEOPLE					
	HOSPITALS					
	OPERATIONS					
	POLLUTION					
	VANDALISM					
	POLICE METHODS					
	PRISON CONDITIONS					
	YOUTH WORK					
	OLD AGE					
	ECONOMIC SITUATION					
	STRIKES					
	TRADE UNIONS					
	WORKING CONDITIONS					
12.	And are there any other subjects which subjects for current affairs programmes	n are not mentions?	oned above whic	ch you would	be very interest	ed in as
	(PLEASE WRITE	YOUR ANS	WER IN THE	SPACE BE	LOW)	
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SATURDAY 15th FEBRUARY 1975

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Time	Home	Radio	Radio not	of your main activity in each half-hour	If you were doing anything else during that half hour enter the details below	ввс	ввс	ITV	í	Radio)	Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
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SUNDAY 16th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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		Not at I	ul oma	MAIN ACTIVITIES	OTHER ACTIVITIES	ļ					u wi	ERE ———	
Time	At Home	Notati		Please enter here details	If you were doing anything else during	Vi	ewin	g 		steni ——-			Title of Programme
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SUNDAY 16th FEBRUARY 1975

	At Home Ra	I	MAIN ACTIVITIES	OTHER ACTIVITIES	PLI	EASE	TIC	KIF	Y0	U WE	RE	······································	
Time	At	Not at I	Home	Please enter here details	If you were doing anything else during	Vie	wing	<u>-</u>	L	isten	ing	<u></u>	Title of
Time	Home	Radio avail-	Radio not	of your main activity in each half-hour	that half hour enter	ввс	ввс	ITV	1	Radio	,	Others (please	Programme
		able	avail- able		the details below	1	2		1	2	4	state which)	
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MONDAY 17th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CK II	Y O	U WI	ERE	
T:	At	Not at H	lome	Please enter here details	If you were doing	Vi	ewin	g	Lis	steni	ng		Title of
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THE BROADCASTING OF OFFENSIVE OR EMBARRASING MATERIAL

There is considerable disagreement about how far television should go in showing things that may embarrass or offend some viewers.

Please tick () the boxes below to show which of the following you find 'embarrassing' or offensive' and which of them you feel should not be shown on television. Leave blank those items that do not offend you, and those you think it is alright to show on television.

	This offends me	This should not be shown		This offends me	This should not be shown
Unnecessary violence or brutality			People talking about intimate matters like their sex lives		
Rudeness by interviewers			Inept or incompetent performances by actors, singers, comedians, etc.		
Parents shouting at or hitting children			Making fun of religion		
"Smuttiness" in comedy programmes			Mis-use of the English language by those who should know better		
People in pain			Bad language, swearing		
Deliberate exploitation of the human weaknesses of people			Nudity or semi-nudity		
"Invasions of privacy" by over-enthusiastic reporters			Plays or films in which sex seems to be the only concern of the characters		
Rudeness to the Royal Family			Programmes of such poor quality that they are an insult to the viewer's intelligence		

Now please look through the list again and put a second tick against those items you feel most strongly about.

ABOUT MUSIC

It is almost impossible to put music into simple categories, but we have to try to do so if we are to find out the sort of music you like. So here is a list of 23 different kinds.

1.	The very latest 'pop'	13.	Familiar songs and arias from operas
2.	The more tuneful 'pop' of recent years	14.	Opera and operatic excerpts
3.	Progressive 'pop'	15.	'Classical music' by composers such as Mozart, Beethoven and Schubert
4.	Numbers of modern folk singers or groups		
5.	Traditional jazz	16.	'Serious music' of the 19th and early 20th century of composers such as Brahms, Tchaikowsky and Liszt
6.	Modern jazz	17.	Contemporary serious music
7.	Music and songs from post war musicals	18.	Earlier 'classical music', by composers such as Bach, Handel and Vivaldi
8.	Music and songs from earlier light operettas	19.	Song recitals
9.	Dance tunes of the 30's and 40's	20.	Military bands
10.	Light opera like Gilbert and Sullivan	21.	Brass bands
11.	Old-tyme dance music	22.	Oratorios and choral music
12.	Light orchestral pieces	23.	Chamber music, like string quartets
Which Just p	n (if any) of these do you prefer to listen to <u>when you</u> out the <u>number</u> , or numbers, from the list above, of the	<u>are</u> ge kind	etting up in the morning? Is of music you prefer here
	or example, if it is 'the very latest pop', put 1, if it is 'out 15 and so on).	lassic	al music by composers like Mozart and Beethoven'
Now	please do the same to show the kinds of music you pre	fer –	
-	when alone at home doing housework or odd job	_	driving in a car
	•		at a party
-	when relaxing at home in the evening		at a concert

MONDAY 17th FEBRUARY 1975

				MAIN ACTIVITIES	OTHER ACTIVITIES	91	= A C E	T10	V 10	V 01	U WE		
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Time	At Home	Radio	Radio	Please enter here details of your main activity in each half-hour	If you were doing anything else during that half hour enter	-	_	_		ladio		Others	Title of Programme
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TUESDAY 18th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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Time	At	Not at F	tome	Please enter here details	If you were doing	Vi	ewin	g	Ļi	stenii	ng		Title of
,	Home	Radio avail-	Radio not	of your main activity in each half-hour	anything else during that haif hour enter	BBC 1	ввс	IΤV	ı	Radio)	Others (please	Programme
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READING

Can you please list below the newspapers and magazines that you READ regularly? Daily Morning Newspapers: Daily Evening Newspapers: Sunday Newspapers: Weekly Newspapers: Weekly Magazines: Monthly Magazines: Do you TAKE the TV Times regularly? Do you TAKE the Radio Times regularly? (Please tick in one of the boxes) (Please tick in one of the boxes)

THE DIARY

Finally we would like to ask you some questions about the Diary itself:

1.	Which part of the diary was the easiest to fill in? (Put a tick in ONE box only)	Daily activities Listening and viewing The yellow pages	3. Which part did you enjoy most? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
2.	Which part was the most difficult? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages	4. And which part did you enjoy least of all? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
5.	How much of your time did Please write down a rough e	tit take to fill in the Diary? stimate of how long you spen	t each day hours	minutes
6.	Considering the diary as a was it to fill it in to your ov (Please put a ring round the ans	vn satisfaction?	Very Quite F difficult difficult ea	airly Very easy easy
7.	Did you find the job interes (Put a ring round the answer th		Very Quite Sinteresting b	lightly Very oring boring
8.	It would be impossible to withat happens in a week — lo how complete a picture doe life during this week?	oking back at your diary	Very Fairly N complete complete o picture picture a	lisses Misses ut quite out a lot great deal
9.	In general, do you enjoy fil or giving answers in public		l enjoy l don't l it mind re	don't I would rather ploy it avoid it

TUESDAY 18th FEBRUARY 1975

			***	MAIN ACTIVITIES			_		_				UARY 1975
i		Not at I	Home		OTHER ACTIVITIES	-				FYO		ERE	
Time	At Home		Radio	Please enter here details of your main activity	If you were doing anything else during	-	ewing		1	isten		Others	Title of Programme
		avail- able	not avail- able	in each half-hour	that half hour enter the details below	BBC 1	8BC	ITV	<u> </u>	Radi 2	0 4	(please	3.5
3.00-3.30 pm			able						 	-	-	which)	
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4.00-4.30			_						ļ 		-		
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THANK YOU VERY MUCH FOR YOUR HELP

The BBC would like to express appreciation for the time and effort you have put into completing this diary.

Without such assistance from members of the public, we would not be able to plan satisfactorily our future programmes and schedules.

The space below is for any further comments that you may wish to make about radio or television services:

Serial No.

Confidential



The British Broadcasting Corporation

DIARY

for 12th February to 18th February 1975

Why the BBC needs your help

In designing programme schedules to meet the needs of the public it is important to know the times at which people are able to listen and view and what kinds of things they are doing at the same time as listening and viewing. For example, it may not be a good idea to show a Women's Magazine programme on television at a time when most women are preparing a meal, similarly a radio programme for men would be out of place if broadcast at a time when most men were out at work.

For this reason we ask representative members of the public to help us by keeping diaries. The diaries are entirely confidential. No information whatsoever regarding

individual people will be released; all reports based on the information supplied by the public will take the form of statistical tables and charts which will show only how the activities of different groups of people (e.g. men and women) vary throughout the day.

We would be very grateful if you would complete this diary for us. The following page explains in detail what is needed.

> Audience Research Broadcasting House London W1A 1AA

This Diary is for	301.0-		
Our representative v	vho delivered this Diary will call a		
to answer any queri	es on		
and will call to colle	ect it on		
Our representative's	name is		

HOW TO COMPLETE THIS DIARY

We should like to know how you spend each day, how your time is divided up between work and leisure, and we would especially like to know about the little things that you do as well as the more important jobs and pastimes. For instance you might take a few minutes off from working to make a phone call or read the newspaper; or you might do a small repair job or chat to someone whilst watching television for the evening. Please don't forget these minor activities.

Ideally, you should keep the diary up to date through each day but this may not be convenient. However, please try to bring the diary up to date as often during each day as possible as it is very easy to forget what you were doing at any particular time if you leave completion of the diary until some time afterwards.

The layout of each page of the diary is shown in the specimen on the next page. Down the page, time is given in half hour periods from 5.00 a.m. to 2.00 a.m. the next morning. You should make an entry in the 'Main Activities' column for each half hour period, but if you are doing the same thing for a period of time exceeding half an hour you may bracket all of the half hours concerned together.

Across the diary page there are 3 main sections as described below:—

At Home or Not At Home. Will you please show whether you were at home or not at home for each half hour by ticking the left hand columns of each page. If you were not at home show whether or not there was a radio available which you could have switched on and listened to if you had wanted to. (You should count yourself as being 'Not at Home' for any half hour in which you were out for at least 15 minutes.)

Main Activities and Other Activities. There are two columns for your activities. In the first column, labelled 'Main Activities' you should write in the most important activity that you were engaged in during that half hour or the activity which took up most of your time/attention in that half hour. In the second column, labelled 'Other Activities'

you should enter the additional things you did during that half hour or anything you were doing at the same time as the main activity. There are some examples at the bottom of the page opposite. When travelling, please say how — on foot, by bus, in a car, etc. — and when reading, please say what — newspaper, book, magazine.

Viewing and Listening. If you were viewing television or listening to the radio at any time during the half hour please put a tick in one of the columns on the right of the page to show which service or channel you were tuned to. If you were listening to a radio service which is not listed at the head of a column — for example Local Radio, Radio 3 or Radio Luxembourg, write its name in the column marked 'Other'. Also remember to enter the title of the actual programme if you can.

Finally, at the bottom of each page, please write in the exact time at which you woke up and went to sleep (not when you got up or went to bed — but the <u>actual</u> times of waking and sleeping).

Extra questions about Television and Radio*

On the small coloured pages in the diary you will find some questions about your listening and viewing preferences and about your opinions on certain controversial matters. Please be perfectly frank in answering. We would like to know what you really think, even if you are very critical of the BBC.

Please try to complete these questions as you come to them day by day. If you leave them all to the end of the week you may find you haven't got time to answer them all then.

(*Please note that these questions are not included in diaries for the under 16's.)

SPECIMEN PAGE

						7							
				MAIN ACTIVITIES	OTHER ACTIVITIES	Р	LEAS	SE TI	CK I	FY	ou w	ERE	
Time	At	Not at F	lome ·	Please enter here details	If you were doing	V	iewin	g	Lis	tenir	ng		Title of
	Home	Radio	Radio	of your main activity in each half-hour	anything else during that half hour enter	BBC	880	ITV	F	Radio		Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
5.00-5.30 am	/			In bed									
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6.00-6.30	\checkmark			>								_	
6.30-7.00	√			getting up					_				
7.00-7.30	/			getting up preparing breakfast	talking to Children								
7.30-8.00	✓			Washing up	children to children to radio					/			Tony Brandon Tony Brandon
8.00-8.30	1			housework	(/		-	Tony Brandon
8.30-9.00			1	taking Children									
9.00-9.30			√	Shopping a friend									
9.30-10.00			√	Visiting a friend									
10.00-10.30			/	/									
10.30-11.00			1	returning home on bus									
11.00-11.30	1			Resting at home	reading magazine								
11.30-12.00 noon	√			reliming home on bus Resting at home	listening to vadio							Local Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 12th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	Pi,	.EAS	E TIO	CK II	YO	U W	ERE	
Time	At	Not at I	lome	Please enter here details	If you were doing	Vi	ewing	,	Lis	stenii	ng		Title of
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WEDNESDAY 12th FEBRUARY 1975

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		able	able			<u> </u>			1	2	4	state which)	
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THURSDAY 13th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EAS	E TI	CK II	F YC)U WI	ERE	
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i iii i G	Home	Radio	Radio not	of your main activity in each half-hour	anything else during that half hour enter	ввс	ввс	ITV:	ı	Radio)	Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
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THURSDAY 13th FEBRUARY 1975

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				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	Y0	U WE	RE	
Time	At Home	Not at I		Please enter here details of your main activity	If you were doing anything else during that half hour enter	Vie	wing		٦	isten	ing		Title of
	TIOTHE	Radio avail-	Radio not	in each half-hour	that half hour enter	ввс	ввс	ITV!	ı	Radio	· .	Others (please	Programme
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SPECIMEN PAGE

				MAIN ACTIVITIES	OTHER ACTIVITIES	P	LEAS	SE TI	CK I	FΥ	ou w	/ERE	· · · · · · · · · · · · · · · · · · ·
Time	At	Not at F	lome	Please enter here details	If you were doing	V	iewir	g	Lis	tenir	ng		Title of
) iffie	Home	Radio	Radio not	of your main activity in each half-hour	anything else during that half hour enter	ввс	ввс	ITV	F	Radio	0	Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
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6.30-7.00	√			getting up							L		
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8.00-8.30	1			housework	(1			Tony Brandon
8.30-9.00			J	taking children to school									
9.00-9.30			✓	Shopping									
9.30-10.00			√	Visiting a friend									
10.00-10.30			√	/									
10.30-11.00			/	on bus			 						
11.00-11.30	1			Resting at home	reading magazine.			i					
11.30-12.00 noon	✓			reliming home on bus Resting at home	lictining to radio							Local Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Main Activities	Other Activities	Main Activities	Other Activities
Doing housework	Making a telephone call	Watching television	Knitting
Having my supper	Watching TV	Doing weekly wash	Short conversation with neighbour
At work	Listening to radio	Relaxing	Reading a magazine
Gardening	Talking to wife	Talking to friends	Listening to records
Going to work in bus	Reading newspaper	Playing with daughter	Writing a letter
At school	Walking home	Playing in garden	Helping mother

WEDNESDAY 26th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

Time At Home Radio available Radio available Not at Home Radio available Please enter here details of your main activity in each half-hour If you were doing anything else during that half hour enter the details below Not at Home Radio for your main activity in each half-hour If you were doing anything else during that half hour enter the details below RBBC BBC ITV 1 2 4	Others (please state which)
Radio available Radio available Solution of available Radio and activity in each half-hour and activity activity and activity activity and activity activity and activity activity activity activity.	(please
5.00-5.30 am	state which)
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1.00-1.30	
1.30-2.00	
2.00-2.30	
2.30-3.00	

QUESTIONS ABOUT YOUR LISTENING TO RADIO

st	Taking all of your radio listening into account, which radio tation would you say you listen to MOST? (Please put a ck in the box next to the service you use most).	FOR THOSE WHO HAVE A BBC LOCAL RADIO STATION IN THEIR AREA.
	Radio 1	If you do not listen to your BBC Local Radio Station, why don't you? Just put a tick () beside whichever of the following apply to you.</td
	Radio 3 Radio 4 BBC Local Radio Commercial Local Radio Others (Please state which)	I never think about it I am perfectly content with the programmes I already listen to I have tried it occasionally but didn't find it very interesting I don't think I can get the local station on my set
0	Are there any other radio stations that you listen to QUITE DETEN? (Please tick below against each other radio service hat you use quite often).	If you <u>do</u> listen to your BBC Local Radio station, or have listened in the past, please say what you think of it here:
	Radio 1 Radio 2 Radio 3	
	Radio 4 BBC Local Radio	
	Commercial Local Radio Others (Please state which)	
3. A	And which radio stations do you NEVER listen to? (Please	
t	rick below against each radio service that you never listen to). Radio 1 Radio 2	
	Radio 3 Radio 4 BBC Local Radio Commercial Local Radio	

ABOUT TELEVISION

THE BEST THINGS

Most of us would probably agree with most of the following points of view, but if you had to choose only two or three as being the best things of all about television for you, which ones would they be? Please put a 1 in the box against your first choice, a 2 against your second choice and a 3 against your third choice.

you ama onoice.	mark droin 7, 2 and 0 in the same way.
For me, the <u>best</u> thing about television is that —	For me, the <u>worst</u> thing about television is that —
it provides reliable up-to-date information about what is going on in the world	 it stops me doing things in my spare time, like reading, gardening, odd jobs, etc.
 it gives me the opportunity I wouldn't otherwise have of seeing good plays, sporting events, operas, Royal occasions and so on it is the ideal way to relax in your spare time it brings the fun, glamour and excitement of 'show-business' into your own home it is great company it really shows you what life is like and how other people live 	 it stops us talking to one another in the home many programmes seem to encourage people to do things that I think are wrong, like swearing, being rude, being violent, and so on it undermines our society by paying too much attention to extremists and protesters it makes 'little tin gods' of people who are good at expressing themselves on the screen it discourages people from finding ways of entertaining themselves

THE WORST THINGS

mark them 1, 2 and 3 in the same way.	ion, and
For me, the $\underline{\mathit{worst}}$ thing about television is that $-$	
 it stops me doing things in my spare time, like reading, gardening, odd jobs, etc. 	
- it stops us talking to one another in the home	
 many programmes seem to encourage people to do things that I think are wrong, like swearing, being rude, being violent, and so on 	

WEDNESDAY 26th FEBRUARY 1975

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		Notati	Home	MAIN ACTIVITIES	OTHER ACTIVITIES		ewing			isten	U WE	: H E	
Time	At Home	Radio	Radio	Please enter here details of your main activity	If you were doing anything else during that half hour enter			1		Radio		Others	Title of Programme
		avail- able	not avail- able	in each half-hour	that hair nour enter	BBC 1	2		1	2	4	(please state which)	
3.00-3.30 pm			1000						-			VVIICITY	
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THURSDAY 27th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	EASE	TIC	KIF	YO	U WI	ERE	
	At	Not at Home		Places actor here details	If you were doing	Vi	ewing		Lis	stenii	ng		Title of Programme
Time	Home	Radio	Radio	of your main activity in each half-hour	anything else during that half hour enter	ввс	BBC I	τv	Radio			Others (please	
		avail- able	avail- able		the details below		2		1	2	4	state which)	
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2.00-2.30										<u> </u>	_		
2.30-3.00													

WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick $\langle \checkmark \rangle$ in the box against any you like and a cross $\langle X \rangle$ against any you dislike. If there are any you feel strongly about please indicate this by a second tick or cross. If you have no opinion either way, or have not seen or heard the series, just leave it blank.

Grandstand (Saturday afternoon sport)		Tom and Jerry (Cartoon series about a cat and mouse)	
Match of the Day (Saturday evening film of one or more of the day's matches)		Blue Peter (4.45 pm Mondays and Thursdays)	
Sportsnight (Wednesday evening sports programme, usually including coverage of a sporting event)		Top of the Pops (about 7.20 pm Thursdays)	
Z Cars (Long-running police series)		Cannon (American crime series about a fat private detective Frank Cannon)	
Dr. Who		Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	
The Brothers (Serial play about 'The Hammonds', 7.25pm on Sundays)		The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	
Play for Today (New plays written for television, 9.25pm on Thursdays)		Songs of Praise (Hymn singing, 6.55pm Sundays)	
'Some Mothers Do 'Ave 'Em' (Comedy series starring Michael Crawford)		Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	
The Likely Lads (Comedy series featuring two north-country boys, Bob and Terry)		Panorama (Current affairs programme 8.10pm Mondays)	
The Two Ronnies (Ronnie Corbett and Ronnie Barker)) 🔲	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	
Dad's Army (Comedy series about the Home Guard in World War II)		Omnibus (Programme about the arts, about 10.00pm Sundays)	
The Generation Game (Bruce Forsyth introducing competitions for prizes between families)		It's a Knockout (International competition between towns)	
The Goodies ('Zany' comedy)		Pot Black (Snooker Competition)	
Film Night (Film news and reviews)		The Pallisers (26-part serialization of Trollope's 'political' novels) continued on the next p	

.... continued from previous page

The Waltons (American series about country family in the depression days)	Love Thy Neighbour (Comedy series about a white and a coloured family)	
The World About Us (Natural history programmes, 7.25pm Sundays)	Opportunity Knocks (Hughie Greene introduces unknown artists)	
Man Alive (Documentaries about different kinds of people, about 10.00 pm on Thursdays)	The Golden Shot	
Alias Smith and Jones (Light-hearted Western series, 4.50pm Sundays)	This Is Your Life (Surprise television 'biography' introduced by Eamonn Andrews)	
Midnight Movie (Saturdays)	Black Beauty (Play series about the adventures of a horse)	
The Old Grey Whistle Test (Contempory pop for the enthusiast)	Upstairs, Downstairs (Play series about a family and servants earlier this century)	
Master Class (Eminent muscians giving lessons to advanced pupils)	The Mighty Continent (Series about the history of Europe, with comments by Peter Ustinov)	
Gardener's World (Introduced by Percy Thrower)	This Week (Current affairs programme at 8.30pm on Thursdays)	
Horizon (Documentary series about science and technology)	Stars on Sunday (Bible readings and songs introduced by Robert Dougall)	
The Money Programme (Series about finance and the economy)	Wrestling (Saturday afternoons, 4.00pm)	
Face the Music (Music quiz introduced by Joseph Cooper)	Aquarius (Documentary programmes about 'the arts')	
Coronation Street (Mondays and Wednesdays, 7.30pm)	Sunday Night at the London Palladium (Variety)	
Crossroads (Serial plays)	Police Surgeon (Midnight on Sundays)	
Crown Court (Drama series, 1.30pm on Wednesdays, Thursdays and Fridays)	New Scotland Yard	
Bless This House (with Sidney James, Monday evenings)	Columbo (American crime series)	

THURSDAY 27th FEBRUARY 1975

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FRIDAY 28th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column, Put brackets if necessary.

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FRIDAY 28th FEBRUARY 1975

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SATURDAY 1st MARCH 1975

REMINDERS : Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	.EAS	E TI	CKI	F YO	U W	ERE	
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CURRENT AFFAIRS PROGRAMMES

1.	Which of the following would you say is the mathat you personally find out about what's going world?	ain way g on in the		And which do you never or almost never use to find out about what's going on in the world?	;
	(PLEASE TICK ONE BOX ONLY)		,	(PLEASE TICK ONE OR MORE BOXES)	
	Television News			Television News	
	Television Current Affairs Programmes			Television Current Affairs Programmes	
	Radio News			Radio News	
	Radio Current Affairs Programmes		İ	Radio Current Affairs Programmes	
	Daily National Newspapers			Daily National Newspapers	
	Local Newspapers			Local Newspapers	
	Other Weekly/Monthly Newspapers/Magazines			Other Weekly/Monthly Newspapers/Magazines	
	Other Method Not Listed Above (PLEASE WRITE IN BELOW)			None (Use All These Methods)	
2.	And which other methods do you use to find owhat's going on in the world? (PLEASE TICK ONE OR MORE BOXES)	out about		IF YOU NEVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION, PLEASE ANSWER QUESTION 4. IF YOU EVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION, PLEASE ANSWER QUESTIONS 5 - 12.	
	Television News Television Current Affairs Programmes			IF YOU NEVER WATCH CURRENT AFFAIRS	
	Radio News			PROGRAMMES ON TELEVISION Is there any particular reason why you don't watch current affairs programmes on television?	
	Radio Current Affairs Programmes Daily National Newspapers			(PLEASE WRITE IN YOUR ANSWER BELOW)	
	Local Newspapers				•••
	Other Weekly/Monthly Newspapers/Magazines				•••
	Other Method Not Listed Above (PLEASE WRITE IN BELOW)				
	Don't use any other methods				

IF YOU EVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION

Э.	like best?	see as the interviewer on a new current affairs programm designed to appeal to people in your age group?
	(PLEASE WRITE IN YOUR ANSWER BELOW)	(PLEASE TICK ONE 80X ONLY IN THE FIRST COLUMN BELOW)
		Like 2nd Like Don't Most Choice Least Know
6.	What is it that you particularly like about	FRANK BOUGH (Nationwide, Mon-Fri 6pm)
-	that programme?	JOHN CLEESE (Monty Python)
	(PLEASE WRITE IN YOUR ANSWER BELOW)	DAVID DIMBLEBY (Panorama, Dimbleby Talk-In)
		DAVID FROST
		PETER JAY (Weekend World, Sun 12 Noon)
	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	SUE LAWLEY (Nationwide, Mon-Fri 6pm)
		JULIAN PETTIFER (Panorama, Mon 8.10pm)
		JIMMY SAVILE
		DENIS TUOHY (Panorama, Mon 8.10pm)
7.	And which current affairs programme on television do you like least?	RICHARD WHITMORE (News Review, Sun 6.15pm)
	(PLEASE WRITE IN YOUR ANSWER BELOW)	b) And which of these people would be your second choice for the interviewer on such a programme?
		(PLEASE TICK ONE BOX ONLY IN THE SECOND COLUMN ABOV
8.	And what is it that you don't like about that	c) And which of these people would you least like to see at the interviewer on such a programme?
σ.	programme?	(PLEASE TICK ONE BOX ONLY IN THE THIRD COLUMN ABOVE
	(PLEASE WRITE IN YOUR ANSWER BELOW)	d) Which of the people on the list above don't you know a all?
		(PLEASE TICK AS MANY BOXES AS NECESSARY IN THE LAST COLUMN ABOVE)
		10. Is there anyone else who you would prefer to all those of the above list as the interviewer on a current affairs pro- gramme designed to appeal to people in your age group?
		(PLEASE WRITE YOUR ANSWER BELOW)
		1

Here is a list of possible subjects for current affairs programmes. Please indicate for each subject how interested you would be in seeing a current affairs programme on that subject by ticking the appropriate box. For example, if you would be quite interested in a programme about housing, you would put a tick in the second box, as shown below. NOT AT ALL EXAMPLE QUITE DON'T **NOT VERY** VERY INTERESTED INTERESTED KNOW INTERESTED **HOUSING** NOT VERY NOT AT ALL DON'T VERY QUITE INTERESTED INTERESTED INTERESTED INTERESTED KNOW **BRITISH POLITICS** PARLIAMENTARY DEBATES DISCUSSIONS BETWEEN POLITICIANS FOREIGN POLITICS NORTHERN IRELAND **AMERICAN POLITICS** MIDDLE EAST COMMON MARKET SOCIAL DEVELOPMENTS OVERSEAS NATURAL DISASTERS (e.g. FLOODS/FAMINE) WAY OF LIFE OF PEOPLE IN DIFFERENT COUNTRIES SOCIAL PROBLEMS IN BRITAIN HOUSING **EDUCATION** CHILDREN

> FAMILY LIFE HOMELESSNESS

> > **HEALTH**

11.	(Continued)					
		VERY INTERESTED	QUITE INTERESTED	DON'T KNOW	NOT VERY INTERESTED	NOT AT ALL INTERESTED
	SMOKING					
	DRUGS					
	ALCOHOLISM					
	HANDICAPPED PEOPLE					
	HOSPITALS					
	OPERATIONS					
	POLLUTION					
	VANDALISM					
	POLICE METHODS					
	PRISON CONDITIONS					
	YOUTH WORK					
	OLD AGE					
	ECONOMIC SITUATION					
	STRIKES					
	TRADE UNIONS					
	WORKING CONDITIONS					
12.	And are there any other subjects which subjects for current affairs programmed (PLEASE WRITI	es?				sted in as
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SATURDAY 1st MARCH 1975

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SUNDAY 2nd MARCH 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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MONDAY 3rd MARCH 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

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THE BROADCASTING OF OFFENSIVE OR EMBARRASING MATERIAL

There is considerable disagreement about how far television should go in showing things that may embarrass or offend some viewers.

Please tick () the boxes below to show which of the following you find 'embarrassing' or offensive' and which of them you feel should not be shown on television. Leave blank those items that do not offend you, and those you think it is alright to show on television.

	This offends me	This should not be shown		This offends me	This should not be shown
Unnecessary violence or brutality			People talking about intimate matters like their sex lives		
Rudeness by interviewers			Inept or incompetent performances by actors, singers, comedians, etc.		
Parents shouting at or hitting children	n		Making fun of religion		
"Smuttiness" in comedy programmes	; <u> </u>		Mis-use of the English language by those who should know better		
People in pain			Bad language, swearing		
Deliberate exploitation of the human weaknesses of people			Nudity or semi-nudity		
"Invasions of privacy" by over-enthusiastic reporters			Plays or films in which sex seems to be the only concern of the characters		
Rudeness to the Royal Family			Programmes of such poor quality that they are an insult to the viewer's intelligence		

Now please look through the list again and put a second tick against those items you feel most strongly about.

ABOUT MUSIC

It is almost impossible to put music into simple categories, but we have to try to do so if we are to find out the sort of music you like. So here is a list of 23 different kinds.

1. The very latest 'pop'	13. Familiar songs and arias from operas
2. The more tuneful 'pop' of recent years	14. Opera and operatic excerpts
3. Progressive 'pop'	15. 'Classical music' by composers such as Mozart, Beethoven and Schubert
4. Numbers of modern folk singers or groups	10 10 10 11 11 11 11 11 11 11 11 11 11 1
5. Traditional jazz	 'Serious music' of the 19th and early 20th century of composers such as Brahms, Tchaikowsky and Liszt
6. Modern jazz	17. Contemporary serious music
7. Music and songs from post war musicals	 Eartier 'classical music', by composers such as Bach, Handel and Vivaldi
8. Music and songs from earlier light operettas	19. Song recitals
9. Dance tunes of the 30's and 40's	20. Military bands
10. Light opera like Gilbert and Sullivan	21. Brass bands
11. Old-tyme dance music	22. Oratorios and choral music
12. Light orchestral pieces	23. Chamber music, like string quartets
Which (if any) of these do you prefer to listen to when you Just put the number, or numbers, from the list above, of the	
(For example, if it is 'the very latest pop', put 1, if it is 'o put 15 and so on).	classical music by composers like Mozart and Beethoven'
Now please do the same to show the kinds of music you pre	fer -
when alone at home doing housework or odd job	- driving in a car
 when relaxing at home 	- at a party
in the evening	- at a concert

MONDAY 3rd MARCH 1975

				MAIN ACTIVITIES OTHER ACTIVITIES DI							WARCH 1975		
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TUESDAY 4th MARCH 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

				MAIN ACTIVITIES	OTHER ACTIVITIES	PL	.EAS	ETI	CK II	F YO	U W	ERE		
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READING

Can you please list below the newspapers and magazines that you READ regularly? Daily Morning Newspapers: Daily Evening Newspapers: Sunday Newspapers: Weekly Newspapers: Weekly Magazines: Monthly Magazines: Do you TAKE the Radio Times regularly? Do you TAKE the TV Times regularly? (Please tick in one of the boxes) (Please tick in one of the boxes)

THE DIARY

Finally we would like to ask you some questions about the Diary itself:

1.	Which part of the diary was the easiest to fill in? (Put a tick in ONE box only)	Daily activities Listening and viewing The yellow pages	3. Which part did you enjoy most? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
2.	Which part was the most difficult? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages	4. And which part did you enjoy least of all? (Put a tick in ONE box)	Daily activities Listening and viewing The yellow pages
5.	How much of your time did Please write down a rough e		ent each dayhours	minutes
6.	Considering the diary as a w was it to fill it in to your ov (Please put a ring round the ans	vn satisfaction?	Very Quite Fair difficult difficult easy	Very easy
7.	Did you find the job interes	•	Very Quite Slight interesting bori	ntly Very ng boring
8.	It would be impossible to w that happens in a week — lo how complete a picture doe life during this week?	oking back at your diary	Very Fairly Miss complete complete picture picture a lo	des / Misses quite out a t great deal
9.	In general, do you enjoy fill or giving answers in public o		l enjoy l don't l do it mind reall enjo	on't I would ly rather by it avoid it

TUESDAY 4th MARCH 1975

,													ARCH 1975
:		Not at I	-lome	MAIN ACTIVITIES	OTHER ACTIVITIES							RE	
Time	At Home		Radio	Please enter here details of your main activity	If you were doing anything else during	-	wing	т	! 	isten		Others	Title of Programme
		Radio avail- able	not avail- able	in each half-hour	that half hour enter the details below	BBC 1	BC BBC ITV	1	Radio 2	4	(please state which)	·	
3.00-3.30 pm													
3,30-4.00													
4.00-4.30													
4.30-5.00			<u>-</u>										
5.00-5.30													
5.30-6.00										Ì			
6.00-6.30													
6.30-7.00													
7.00-7.30													
7.30-8.00													
8.00-8.30				4-4-4									
8.30-9.00													
9.00-9.30													
9.30-10.00				.,									
10.00-10.30													
10.30-11.00													
11.00-11.30			-										
11.30-12.00 midnight													
12.00-12.30												,	
12.30-1.00													
1.00-1.30													
1.30-2.00													

THANK YOU VERY MUCH FOR YOUR HELP

The BBC would like to express appreciation for the time and effort you have put into completing this diary.

Without such assistance from members of the public, we would not be able to plan satisfactorily our future programmes and schedules.

The space below is for any further comments that you may wish to make about radio or television services:

SPECIMEN PAGE

									_		_		
		Not at i	lome	MAIN ACTIVITIES	OTHER ACTIVITIES	-					w uc	ERE	
Time	At Home		Radio	Please enter here details of your main activity	If you were doing anything else during	Viewing		9		tenir		Others	Title of Programme
		Radio avail-	not	in each half-hour	that half hour enter	ВВС	ввс	ı⊤∨∖	- F	Radio		(please	
		able	avail- able		the details below] ']	4		1	2	4	state which)	
5.00-5.30 am	1			In bed						:			
5.30-6.00	\checkmark	l								L			
6.00-6.30	√)									
6.30-7.00	√			getting up									
7.00-7.30	√			getting up pregaring breakfast	talking to Children								
7.30-8.00	√			Washing up	children children listering to					1			Tony Brandon Tony Brandon
8.00-8.30	1			Lousework	\$					1			Tony Brandon
8.30-9.00			1	taking children to school									
9.00-9.30	1	<u> </u>	√	Shopping Visiting a friend									i
9.30-10.00			√	Visiting a friend									
10.00-10.30			/	<i>[</i>									
10.30-11.00			/	returning home on bus									
11.00-11.30	/			Resting at home	reading magazine								
11.30-12.00 noon	√			\ <u></u>	Cestining to radio							Local Redic	Hour

SOME EXAMPLES OF ACTIVITIES

Other Activities	Main Activities	Other Activities
Making a telephone call	Watching television	Knitting
Watching TV	Doing weekly wash	Short conversation with neighbour
Listening to radio	Relaxing	Reading a magazine
Talking to wife	Talking to friends	Listening to records
Reading newspaper	Playing with daughter	Writing a letter
Walking home	Playing in garden	Helping mother
	Making a telephone call Watching TV Listening to radio Talking to wife Reading newspaper	Making a telephone call Watching TV Doing weekly wash Listening to radio Relaxing Talking to wife Reading newspaper Playing with daughter

WEDNESDAY 26th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

						~ .			014.15				
	:	.		MAIN ACTIVITIES	OTHER ACTIVITIES			—~- ₇	CKI			EKE '	
Time	At	Not at ⊦	iome	Please enter here details	If you were doing	Viewing		Lis	tenii	ng		Title of	
	Home	Radio	Radio :	of your main activity in each half-hour	anything else during that half hour enter	ввс	ввс	ITV	F	Radio)	Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
5.00-5.30 am													
5.30-6.00													
6.00-6.30					_								
6.30-7.00	_												
7.00-7.30													:
7.30-8.00													
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11.30-12.00 noon										!			
12.00-12.30							,						
12.30-1.00													
1.00-1.30							 						
1.30-2.00													
2.00-2.30													
2.30-3.00													

WEDNESDAY 26th FEBRUARY 1975

				MAIN ACTIVITIES	OTHER ACTIVITIES		C A C C	T. (*)					
		Not at I	Home		OTHER ACTIVITIES	<u> </u>					U WE	-HE	
Time	At Home	Radio	Radio	Please enter here details of your main activity	If you were doing anything else during that half hour enter	Viewing			Listening Radio Others			Others	Title of Programme
1		avail-	not avail-	in each half-hour	that half hour enter the details below	BBC 1	BBC 2	ITV	- ' 1	2	4	(please state	
	-	able	able			-	-		<u> </u>	-	4	which)	
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3,30-4.00													
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11.30-12.00 midnight													
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12.30-1.00													
1.00-1.30													
1.30-2.00													
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THURSDAY 27th FEBRUARY 1975

REMINDERS: Please tick every half hour to show whether you were at home, or if not at home whether there was a radio available for you to switch on or not.

Do not leave any blanks in the 'Main Activities' column. Put brackets if necessary.

	l l			MAIN ACTIVITIES	OTHER ACTIVITIES	PLEASE			CK II	F YO	ERÉ		
	4t	Not at H	lome		16	<u> </u>	ewin			stenii			Title of
Time	-lome	Radio	Radio not	Please enter here details of your main activity in each half-hour	If you were doing anything else during that half hour enter	BBC	ввс	ITV	i	Radio		Others (please	Programme
		avail- able	avail- able		the details below	1	2		1	2	4	state which)	
5.00-5.30 am													
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2.00-2.30													
2.30-3.00													

THURSDAY 27th FEBRUARY 1975

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		Not at I	-lome	MAIN ACTIVITIES	OTHER ACTIVITIES		EASE		_	isten	U WE	: HE	
Time	At Home	Radio	Radio	Please enter here details of your main activity in each half-hour	If you were doing anything else during that half hour enter	——	_	1	┝	Radio		Others	Title of Programme
		avail- able	not avail- able	in each nait-nour	that half hour enter	BBC 1	2		1	2	4	(please state which)	
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