

**SN:1425 The Peoples Activities and Use of Time Survey****Data files**

<u>Name</u>	<u>CPC</u>	<u>Cases</u>	<u>Contents</u>
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
E425DB.BIN	5	840	Wave 4 - Thursday
E425DC.BIN	5	840	Wave 4 - Friday
E425DI.BIN	5	840	Wave 4 - Saturday
E425DJ.BIN	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 PEOPLES ACTIVITIES AND USE OF TIME

(P423)

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>	<u>Item</u>	<u>Code</u>																																																
1	Card identification number.	8																																																
THE AREA CODE IS COMPOSED OF COLS 2-6																																																		
2	<u>Country</u>	England 1 Scotland 2 Wales 3																																																
3	<u>Master Sample Region</u>	<table border="0"> <thead> <tr> <th><u>England</u></th> <th></th> <th><u>Scotland</u></th> <th></th> </tr> </thead> <tbody> <tr> <td>North</td> <td>1</td> <td>Highlands and Islands</td> <td>1</td> </tr> <tr> <td>Yorkshire and Humberside</td> <td>2</td> <td>North East</td> <td>2</td> </tr> <tr> <td>North West</td> <td>3</td> <td>East Central</td> <td>3</td> </tr> <tr> <td>East Midlands</td> <td>4</td> <td>West Central</td> <td>4</td> </tr> <tr> <td>West Midlands</td> <td>5</td> <td>South</td> <td>5</td> </tr> <tr> <td>East Anglia</td> <td>6</td> <td></td> <td></td> </tr> <tr> <td>Outer London</td> <td>7</td> <td><u>Wales</u></td> <td></td> </tr> <tr> <td>Greater London</td> <td>8</td> <td></td> <td></td> </tr> <tr> <td>South East</td> <td>9</td> <td>North</td> <td>1</td> </tr> <tr> <td>South Coast</td> <td>0</td> <td>Central</td> <td>2</td> </tr> <tr> <td>South West</td> <td>X</td> <td>South East</td> <td>3</td> </tr> </tbody> </table>	<u>England</u>		<u>Scotland</u>		North	1	Highlands and Islands	1	Yorkshire and Humberside	2	North East	2	North West	3	East Central	3	East Midlands	4	West Central	4	West Midlands	5	South	5	East Anglia	6			Outer London	7	<u>Wales</u>		Greater London	8			South East	9	North	1	South Coast	0	Central	2	South West	X	South East	3
<u>England</u>		<u>Scotland</u>																																																
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South Coast	0	Central	2																																															
South West	X	South East	3																																															
4	Administrative area serial number. (listed in alphabetical order within counties, within regions)	See list giving complete area codes on next page.																																																
5	<u>Area Type</u>	Conurbation 1 Urban 2 Rural 3																																																

Col.	Item	Code	
6	<u>BBC Region</u>	London	1
		South	2
		South West	3
		West	4
		Midlands	5
		East Anglia	6
		North	7
		North West	8
		North East	9
		Scotland	0
	Wales	X	

THE FOLLOWING IS THE FULL LIST OF AREA CODES IN NUMERICAL ORDER, SHOWING AREA :-

11119	Newcastle-upon-Tyne CB	18111	Bexley LB
11229	Sunderland CB	18211	Croydon LB
11329	Houghton-le-Spring UD	18311	Maling LB
11439	Cockermouth RD	18411	Kensington and Chelsea LB
12117	Leeds CB	18511	Nottingham LB
12217	Halifax CB	18611	Sutton LB
12327	Sheffield CB	18711	Waltham Forest LB
12427	Harrogate MB	18811	Wandsworth LB
12527	Scunthorpe MB	18911	Westminster, City of LB
12637	Wakefield RD	19122	Farnham UD
13118	Liverpool CB	19221	Primley and Camberley UD
13218	Manchester CB	19331	Malling RD
13328	Accrington MB	19421	Sittingbourne and Milton UD
13418	Ashton-under-Lyne MB	10122	Bournemouth CB
13518	Bebington MB	10222	Portsmouth CB
13628	Widnes MB	10331	Midhurst RD
13718	Whitefield UD	10432	New Forest RD
13838	Northwich RD	1x123	Plymouth CB
14125	Nottingham CB	1x223	Bideford MB
14225	Ilkeston MB	1x324	Kingswood UD
14325	Loughborough MB	1x434	Cricklade and Wootton Bassett RD
14437	Blackwell RD	1x534	Sturminster RD
14536	Towcester RD	21130	Aird DCA
15115	Birmingham CB	23120	Edinburgh C of C
15225	Burton-on-Trent CB	23220	Bathgate SB
15315	Dudley CB	23330	Musselburgh DCA
15415	Wolverhampton CB	24110	Glasgow C of C
15525	Rugby MB	24210	Clydebank LB
15635	Stafford RD	24330	Renfrew, 1st DCA
16126	Cambridge MB	25120	Annan SB
16236	Walsingham RD	22120	Aberdeen C of C
17121	Luton CB	3113x	Hawarden RD
17226	Bedford MB	3212x	Llanelli MB
17321	Benfleet UD	3312x	Cardiff CB
17431	Cookham RD	3322x	Neath MB
17531	Eton RD	3333x	Monmouth RD

7	<u>Wave number</u>	14-20 Aug '74	1
		4-10 Sept '74	2
		12-18 Feb '75	3
		26 Feb - 4 March '75	4
8	<u>Address number</u> from Record Sheet	1-9	1-9
		10	0

<u>Col.</u>	<u>Item</u>		<u>Code</u>
9	<u>Selected electors' household or new household</u>	S/E's	1
		New	2
		Area not covered	3
		Not stated	Y
10	<u>Household Results</u>	Only complete (6-7) diaries + HQ	1
		Complete <u>and</u> part complete + HQ	2
		Only part complete diaries + HQ	3
		No diaries (or blanks) + HQ	4
		Complete diaries <u>NO</u> HQ	5
		Complete and part complete <u>NO</u> HQ	6
		Only part complete <u>NO</u> HQ	7
	(or HQ too incomplete for use) <->	No diaries <u>NO</u> HQ	8
		Area not covered	9
11	<u>Reason for non-interview</u>	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	X
		Successful interview	Y
12	<u>Social Grade of Household</u>	A	1
		B	2
		C	3
		Not stated	Y
13	<u>Total size of Household</u>	1-9	1-9
		10	0
		11	X
		12+	Y
14	<u>Number of 'electors' (18+)</u>	1-11	1-X
		12+	Y

<u>Col.</u>	<u>Item</u>	<u>Code</u>																																																																											
15	<u>Number of 'non-electors' (0-17)</u>	1-10 None	1-0 X																																																																										
16	<u>Number of children 0-4</u>	1-10 None	1-0 X																																																																										
17	<u>Number of children 5-15</u> eligible for child diary	1-10 None	1-0 X																																																																										
18	<u>Number of persons 16+</u> eligible for adult diary	1-10 None	1-0 X																																																																										
19	<u>Number of eligible members (5+)</u>	1-9 10 11 12+	1-9 0 X Y																																																																										
20	<u>Number of usable diaries (6-7)*</u>	}																																																																											
21	<u>Number of part complete diaries (1-5)**</u>																																																																												
22	<u>Number blank or refused</u>																																																																												
23	<u>Number of child diaries usable (6-7)</u>																																																																												
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		(* = coded 6 or 7 in Col 65) (** = coded 1-5 in Col 65)																																																																											
25	<p><u>Household Results Score.</u> Only to be calculated on households where there is a Household Questionnaire. This score is calculated as follows:-</p> <table border="0"> <thead> <tr> <th><u>No. of complete diaries in H/H</u></th> <th colspan="2"><u>Fraction</u></th> <th><u>Code</u></th> </tr> </thead> <tbody> <tr> <td><u>No. of persons eligible</u></td> <td>1/7</td> <td>1/8</td> <td>1</td> </tr> <tr> <td>(or Col 20 Col 19)</td> <td>1/5</td> <td>1/6</td> <td>2</td> </tr> <tr> <td></td> <td>1/3</td> <td>1/4</td> <td>2/6</td> <td>2/7</td> <td>2/8</td> <td>3</td> </tr> <tr> <td></td> <td></td> <td>2/5</td> <td>3/7</td> <td>3/8</td> <td>4</td> </tr> <tr> <td>and is rounded up and coded as shown on the right:-</td> <td>1/2</td> <td>2/4</td> <td>3/6</td> <td>4/8</td> <td>5</td> </tr> <tr> <td></td> <td></td> <td>3/5</td> <td>4/7</td> <td>5/8</td> <td>6</td> </tr> <tr> <td></td> <td></td> <td>2/3</td> <td>4/6</td> <td>5/7</td> <td>7</td> </tr> <tr> <td></td> <td>3/4</td> <td>4/5</td> <td>5/6</td> <td>6/8</td> <td>8</td> </tr> <tr> <td></td> <td></td> <td>6/7</td> <td>7/8</td> <td>9</td> </tr> <tr> <td></td> <td>1/1</td> <td>2/2</td> <td>3/3</td> <td>4/4</td> <td>5/5</td> <td>6/6</td> <td>7/7</td> <td>8/8</td> <td>0</td> </tr> <tr> <td></td> <td colspan="8">No diaries, or only part complete diaries</td> <td>X</td> </tr> </tbody> </table>			<u>No. of complete diaries in H/H</u>	<u>Fraction</u>		<u>Code</u>	<u>No. of persons eligible</u>	1/7	1/8	1	(or Col 20 Col 19)	1/5	1/6	2		1/3	1/4	2/6	2/7	2/8	3			2/5	3/7	3/8	4	and is rounded up and coded as shown on the right:-	1/2	2/4	3/6	4/8	5			3/5	4/7	5/8	6			2/3	4/6	5/7	7		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
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<u>Col.</u>	<u>Item</u>	<u>Code</u>
26	<u>Type of Household</u>	
	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	<u>Age of youngest child (in 2 or 3 generation households)</u>	
	The youngest child is aged: 0-11 months	1
	1	2
	2-4	3
	5-11	4
	12-15	5
	All children are 16 or over	6
	" " " 21 or over	7
	" " " 35 or over	8
	It is not a 2-3 generation family (ie no "children")	X
28	<u>Number of TV sets</u>	
	1-9	1-9
	None	X
	Not stated	Y

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

<u>Col.</u>	<u>Item</u>	<u>Code</u>
42	<u>Radio Services received?</u>	
	BBC Radio 1	Yes 1
		No 2
		Don't know 3
		No reply to Q.12 Y
		No radio X

43	" " " Radio 2	} As Col, 42
44	" " " " 3	
45	" " " " 4	
46	" " " " 4 Wales	
47	" " " " 4 Scotland	
48	" " " BEC Local	
49	" " " Radio Luxembourg	
50	" " " Local Commercial	
51	" " " Other	

52	<u>BBC Local Radio station's received.</u>	
		Birmingham 1
		Blackburn 2
	Can be multi-coded	Brighton 3
		Bristol 4
		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 4
		Nottingham 5
		Oxford 6
		Sheffield 7
		Solent 8
		Stoke-on-Trent 9
		(Cleveland) ← Teeside 0
		None on this list received X
		Station not specified Y



<u>Col.</u>	<u>Item</u>	<u>Code</u>
54	<u>Commercial local stations received</u>	
	London Broadcasting	1
	Capital Radio	2
	Radio Clyde	3
	BQMB (E'ham)	4
	Piccadilly (Manchester)	5
	Metropolitan (Tyne-Wear Newcastle)	6
	None of these received	X
	Station not specified	Y
55	<u>Number of car radios?</u>	
	1-9	1-9
	10+	0
	None	X
	Not stated	Y
56	<u>Services received on car radio</u>	
	Code all ringed	
	i.e. can be multi-coded	
	BBC Radio 1	1
		2
		3
		4
	4 Wales	5
	4 Scotland	6
	BBC Local	7
	Radio Luxembourg	8
	Local Commercial	9
	Other	0
	No car radio	X
	Not stated	Y
57	<u>BBC Local stations received</u>	Code as for Col. 52-53
58	<u>on car radio</u>	
59	<u>Commercial stations received on car radio.</u>	Code as for Col. 54

INDIVIDUAL CODING

<u>Col.</u>	<u>Item</u>		<u>Code</u>	
60	<u>Family Occupational Status</u> - in this col. code the F.O.S. group of the person identified as Head of Household.	}	A	1
			B	2
			C1	3
			C2	4
			D	5
	Only if unemployed or living on a state pension	}	.....E	6
	Insufficient Information			Y
		Student	7	
61	<u>Identification number</u> within H.H. Put # of # first, followed by each household member in order of appearance.	}	Head of Household	91
-62			Next person	02
			Next person	03
			etc	04
63	<u>Relationship within</u> <u>Household</u>  (2 or 3 generation household)	}	Grandfather	1
			Grandmother	2
			Father	3
			Mother	4
			Son, stepson	5
			Daughter, stepdaughter	6
			Other relative	7
			Friend or lodger	8
			Not 2-3 generation H.H. (ie coded in next col.)	X
Not stated	Y			
64	<u>Relationship within Household</u> (Married couple without children)	}	Husband	1
			Wife	2
	(Single person)	}	Other relative, friend or lodger living with 1/2	3
			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	0
			Coded in previous Col.	X
			Not stated	Y

Note. Use Qs  
16, 17 & 23 on  
Qre to decide  
the F.O.S. code.

<u>Cal.</u>	<u>Item</u>	<u>Code</u>
		Amount completed:
65	<u>Diary Completeness Score</u> (as coded on record sheet)	0-1 days 0 1-2 days etc. 1 6-7 days 6 Complete 7 Diary refused 9
		↓ { only diaries coded 6 or 7 were used for analysis.
66	<u>Economic Activity</u> [ Full-time = 50+ hours p.w. part-time = 8-29 hours p.w. ] (Please check interviewers coding for part-timers if possible)	Working full-time 1 Working part-time 2 Housewife 3 Retired 4 Student (school/college) 5 Unemployed 6 Not stated Y
67	<u>Age when finished full-time education</u> }	15 yrs or less 1 16 2 17 3 18 4 19 5 20 6 21 yrs or over 7 Still at school/college 8 Not stated Y
68	<u>Age last birthday</u> }	5 05
-69	(Code as 2 digits)	6 06
		7 07
		8 08
		9 09
		10 10 etc
		Not stated Y Y
70	<u>Sex</u>	Male 1 Female 2 Not stated Y

Col	Item	Code																				
COLS 71-76 WERE ONLY USED IN THE WINTER SURVEY (WAVES 3-4)																						
WINTER ONLY 71	<u>Marital Status</u>	<table border="0"> <tr> <td>Single</td> <td>1</td> </tr> <tr> <td>Married</td> <td>2</td> </tr> <tr> <td>Widowed, Divorced Separated</td> <td>3</td> </tr> <tr> <td>Not stated</td> <td>Y</td> </tr> </table>	Single	1	Married	2	Widowed, Divorced Separated	3	Not stated	Y												
Single	1																					
Married	2																					
Widowed, Divorced Separated	3																					
Not stated	Y																					
WINTER ONLY 72	<u>Shift Working</u> Whether this individual ever works unusual hours. (Q.22a)	<table border="0"> <tr> <td>Early morning job</td> <td>1</td> </tr> <tr> <td>Evening job</td> <td>2</td> </tr> <tr> <td>Brings work home</td> <td>3</td> </tr> <tr> <td>Always works at home</td> <td>4</td> </tr> <tr> <td>Occasional late nights</td> <td>5</td> </tr> <tr> <td>Always works nights</td> <td>6</td> </tr> <tr> <td>Shift-worker</td> <td>7</td> </tr> <tr> <td>Other</td> <td>8</td> </tr> <tr> <td>No early/late working</td> <td>0</td> </tr> <tr> <td>Not Applicable</td> <td>X</td> </tr> </table> } Repeat in Col 73	Early morning job	1	Evening job	2	Brings work home	3	Always works at home	4	Occasional late nights	5	Always works nights	6	Shift-worker	7	Other	8	No early/late working	0	Not Applicable	X
Early morning job	1																					
Evening job	2																					
Brings work home	3																					
Always works at home	4																					
Occasional late nights	5																					
Always works nights	6																					
Shift-worker	7																					
Other	8																					
No early/late working	0																					
Not Applicable	X																					
WINTER ONLY 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 Col 72. If not circled, code 9, unless coded 0 or X in Col 72)	<table border="0"> <tr> <td>Unusual hours in diary week</td> <td>1-8 as col 72</td> </tr> <tr> <td>Not in diary week</td> <td>9</td> </tr> <tr> <td>No early/late working</td> <td>0</td> </tr> <tr> <td>Not applicable</td> <td>X</td> </tr> </table>	Unusual hours in diary week	1-8 as col 72	Not in diary week	9	No early/late working	0	Not applicable	X												
Unusual hours in diary week	1-8 as col 72																					
Not in diary week	9																					
No early/late working	0																					
Not applicable	X																					
NOTE THAT THE NEXT THREE COLS. ARE HOUSEHOLD VARIABLES																						
WINTER ONLY 74	Total number of persons in household who ever work unusual hours. (Count total names entered in Q.22a)	<table border="0"> <tr> <td>1-10</td> <td>1-0</td> </tr> <tr> <td>None</td> <td>X</td> </tr> </table>	1-10	1-0	None	X																
1-10	1-0																					
None	X																					
WINTER ONLY 75	<u>Car Ownership</u> Whether any members of household have a car. (See Q.13a)	<table border="0"> <tr> <td>Yes</td> <td>1</td> </tr> <tr> <td>No</td> <td>2</td> </tr> <tr> <td>Not stated</td> <td>Y</td> </tr> </table>	Yes	1	No	2	Not stated	Y														
Yes	1																					
No	2																					
Not stated	Y																					
WINTER ONLY 76	<u>Sub-sample Code</u> Please see list on next page.	<table border="0"> <tr> <td>Sub-sample 1</td> <td>1</td> </tr> <tr> <td>"</td> <td>2</td> </tr> <tr> <td>"</td> <td>3</td> </tr> </table>	Sub-sample 1	1	"	2	"	3														
Sub-sample 1	1																					
"	2																					
"	3																					

THE 3 SUB-SAMPLES IN AREA CODE ORDER

COL 76 cont:-

SUB-SAMPLE 1

ENGLAND

Newcastle-upon-Tyne	11119
Cockersmouth	11439
Scunthorpe	12527
Wakefield	12637
Widnes	13628
Whitefield	13718
Ilkeston	14225
Towcester	14536
Birmingham	15115
Burton-on-Trent	15225
Walsingham	16236
Luton	17121
Bexley	18111
Croydon	18211
Kensington & Chelsea	18411
Frimley & Camberley	19221
Malling	19331
New Forest	10432
Plymouth	1X123
Sturminster	1X534

SCOTLAND

Edinburgh	23120
Bathgate	23220
Glasgow	24110

WALES

Neath	3322X
-------	-------

SUB-SAMPLE 2

ENGLAND

Sunderland	11229
Leeds	12117
Sheffield	12327
Accrington	13328
Ashton-under-Lyne	13418
Bebington	13518
Nottingham	14125
Blackwell	14437
Dudley	15315
Stafford	15635
Benfleet	17321
Eton	17531
Waltham Forest	18711
Wandsworth	18811
Westminster, City of	18911
Farnham	19122
Bournemouth	10122
Midhurst	10331
Kingswood	1X324

SCOTLAND

Aird DCA	21130
Musselburgh DCA	23330
1st DCA, Renfrew	24330

WALES

Hawarden	3113X
Cardiff	3312X

SUB-SAMPLE 3

ENGLAND

Houghton-le-Spring	11329
Halifax	12217
Harrogate	12427
Liverpool	13118
Manchester	13218
Northwich	13838
Loughborough	14325
Wolverhampton	15415
Rugby	15525
Cambridge	16126
Bedford	17226
Cookham	17431
Ealing	18311
Newham	18511
Sutton	18611
Sittingbourne & Milton	19421
Portsmouth	10222
Bideford	1X223
Cricklade & Wootton Bassett	1X434

SCOTLAND

Aberdeen	22120
Clydebank	24210
Annan	25120

WALES

Llanelli	3212X
Monmouth	3333X

Notes on the sample coding operation

This is the coding of the Household Questionnaire in full, done as a separate 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 11. 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
	Complete household identification			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

- b) A sample of all households in original sample; yielding full household information for addresses where Household Questionnaire was complete, and basic reference data only for the remainder. To obtain this sample select the Head of Household card from households where we have a Household Questionnaire, and the sole card for households where we haven't, as follows:-

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

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.

	<u>Diary Keepers</u>	<u>Diary Households</u>
N = Wave 1	906	354
2	909	336
3	883	361
4	837	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.

The identification codes are to be found:-

Front cover of Diary- top left corner	}	Area Code	/	Address	/	Wave
Top of front page of Household Questionnaire		xxxx (x)		xx		x
Pages 4-5 of Household Questionnaire	}	Individual Identi-No. in 2 digits, is written in above the individual 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.

AVAILABILITY P.423

THE DIARY CODING FRAME

Contents of this document:

Page

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

Note. Multi-coding is possible on:-

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.



Description of the Diary Coding Operation and The 5-Card Layout.

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 Sample Coding 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 sample coding to the diary coding (see cols 43 onwards on card 5). However it is possible to link the 2 sets of coding by matching the following columns:

<u>Item</u>	<u>Sample Coding Col:-</u>	<u>Diary Coding Card 5 Col:-</u>
Area code	2	43
	3	44
	4	45
	5	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 ]

<u>Card</u>	<u>Col.</u>	<u>Content</u>	<u>Codes</u>														
All cards	1	Card number within day	1-5														
" "	2	Wave number <u>and</u> 1st digit of diary serial number	<table style="border: none;"> <tr> <td style="padding-right: 10px;">14-20 Aug '74</td> <td>1</td> <td rowspan="2">} Summer</td> </tr> <tr> <td>4-10 Sept '74</td> <td>2</td> </tr> <tr> <td>12-18 Feb '75</td> <td>3</td> <td rowspan="2">} Winter</td> </tr> <tr> <td>26 Feb - 4 March '75</td> <td>4</td> </tr> </table>	14-20 Aug '74	1	} Summer	4-10 Sept '74	2	12-18 Feb '75	3	} Winter	26 Feb - 4 March '75	4				
14-20 Aug '74	1	} Summer															
4-10 Sept '74	2																
12-18 Feb '75	3	} Winter															
26 Feb - 4 March '75	4																
" "	3-5	Remaining 3 digits of diary serial number	See footnote on page 3.														
" "	6	Day number	<table style="border: none;"> <tr><td>Wednesday</td><td>1</td></tr> <tr><td>Thursday</td><td>2</td></tr> <tr><td>Friday</td><td>3</td></tr> <tr><td>Saturday</td><td>4</td></tr> <tr><td>Sunday</td><td>5</td></tr> <tr><td>Monday</td><td>6</td></tr> <tr><td>Tuesday</td><td>7</td></tr> </table>	Wednesday	1	Thursday	2	Friday	3	Saturday	4	Sunday	5	Monday	6	Tuesday	7
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	<u>Summer</u> (waves 1-2) - blank <u>Winter</u> (waves 3-4) - extra demographic data, see pp 14 of coding frame.
	76-77	Blank

Cont....

<u>Card</u>	<u>Col.</u>	<u>Content</u>	<u>Codes</u>
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 11pm - 2am*	
	43-75	The demographic coding - identical on each day. See pp 15-21 of coding frame.	
	76-77	Blank	
11 cards	78-80	Project No. = 423	
		*Activity coding is described on pp 4-12 of coding frame.	

END OF CARD 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.

Wave 1	1001 - 1911
2	2001 - 2911
3	3001 - 3883
4	4001 - 4840

# DIAGRAM OF 5-CARD LAYOUT.

TIME GUIDE :-

1st 6 cols.	2nd 6 cols.
5:00 am	5:30 →
6:00	6:30
7:00	7:30
8:00	8:30
9:00	9:30

CARD 1						Col →	1	2	3	4	5	6
7	8	9	10	11	12		13	14	15	16	17	18
19	20	21	22	23	24		25	26	27	28	29	30
31	32	33	34	35	36		37	38	39	40	41	42
43	44	45	46	47	48		49	50	51	52	53	54
55	56	57	58	59	60		61	62	63	64	65	66
67	68	69	70	71	72		73	74	75	76	77	78-80

81

10:00 am	10:30 →
11:00	11:30
12 noon	12:30
1:00 pm	1:30
2:00	2:30

CARD 2						Col →	1	2	3	4	5	6
7	8	9	10	11	12		13	14	15	16	17	18
19	20	21	22	23	24		25	26	27	28	29	30
31	32	33	34	35	36		37	38	39	40	41	42
43	44	45	46	47	48		49	50	51	52	53	54
55	56	57	58	59	60		61	62	63	64	65	66
67	68	69	70	71	72		73	74	75	76	77	78-80

161

3:00 pm	3:30 →
4:00	4:30
5:00	5:30
6:00	6:30
7:00	7:30

CARD 3						Col →	1	2	3	4	5	6
7	8	9	10	11	12		13	14	15	16	17	18
19	20	21	22	23	24		25	26	27	28	29	30
31	32	33	34	35	36		37	38	39	40	41	42
43	44	45	46	47	48		49	50	51	52	53	54
55	56	57	58	59	60		61	62	63	64	65	66
67	68	69	70	71	72		73	74	75	76	77	78-80

241

8:00 pm	8:30 →
9:00	9:30
10:00	10:30

CARD 4						Col →	1	2	3	4	5	6
7	8	9	10	11	12		13	14	15	16	17	18
19	20	21	22	23	24		25	26	27	28	29	30
31	32	33	34	35	36		37	38	39	40	41	42
43	44	45	46	47	48		49	50	51	52	53	54
55	56	57	58	59	60		61	62	63	64	65	66
67	68	69	70	71	72		73	74	75	76	77	78-80

321

11:00 pm	11:30 →
12 midnt	12:30
1:00 am	1:30-2 am

CARD 5						Col →	1	2	3	4	5	6
7	8	9	10	11	12		13	14	15	16	17	18
19	20	21	22	23	24		25	26	27	28	29	30
31	32	33	34	35	36		37	38	39	40	41	42
43	44	45	46	47	48		49	50	51	52	53	54
55	56	57	58	59	60		61	62	63	64	65	66
67	68	69	70	71	72		73	74	75	76	77	78-80

Activity Coding - There are 6 cols. per 1/2 hr. For content see next page.

Boxes in diagram show col. numbers.

On some types of analysis the columns are numbered straight through. Number in ring indicates starting column number.

The Activity Coding Frame

\*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.

THE ½-HOUR CODING UNIT

Col.	Content	Codes
1st col.	<p><u>Location</u></p> <p>At Home**</p> <p>Not at Home - Radio available</p> <p>Not at Home - Radio not available</p> <p>Not at Home - no inf. re radio</p> <p>Staying away from home } - Radio available</p> <p>  - Radio not available</p> <p>  - no inf. re radio</p> <p>  No inf. re location</p> <p>**Should include being in garden, correct entry if necessary.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p>
2nd col.	<p><u>MAIN activity - 1st digit</u></p> <p>Listening to radio</p> <p>Watching TV</p> <p>Essential personal activity</p> <p>Essential economic/school activity</p> <p>Essential domestic activity</p> <p>A = At home-type activity ----- Leisure activity A</p> <p>B = Away from home (indoor) ----- Leisure activity B</p> <p>C = Away from home (outdoor) ----- Leisure activity C</p> <p>Unclassifiable</p> <p>Asleep</p> <p>No response at all</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>0</p> <p>X</p>
3rd col.	<p><u>Main activity - 2nd digit</u> See following pages</p>	
4th col.	<p><u>SECONDARY activity - 1st digit</u> Repeat 1 - X as for Col. 2</p> <p>plus Main activity but no 2ndry</p>	<p>Y</p>
5th col.	<p><u>Secondary activity - 2nd digit</u> See following pages</p>	
6th col.	<p><u>Listening/Viewing</u></p> <p>(this col. can be multi-punched)</p> <p>evidence taken from activities mentioned</p>	<p>BBC 1 1</p> <p>BBC 2 2</p> <p>ITV 3</p> <p>Radio 1 4</p> <p>2 5</p> <p>4 6</p> <p>Others - Radio 3 7</p> <p>BBC Local 8</p> <p>Commercial 9</p> <p>Radio Lux 0</p> <p>Other or } Radio station not specified X</p> <p>← [ TV channel not specified Y</p> <p>NOT listening or viewing Leave blank</p>

The complete list of 2-digit activity codes

(71 codes, or 68 activity codes and 3 no inf. codes)

<u>Codes</u>	<u>Category</u>	<u>Examples, etc.</u>
1	<u>LISTENING TO RADIO</u> **	
1 1	As sole activity	The number of activities you count should include any overriding codes you have added and also any activities you have displaced
1 2	As one of 2 activities	
1 3	As one of 3 or more activities	
2	<u>WATCHING TELEVISION</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 activities	

\*\*Note for (1) and (2)

If the Main or Secondary activity is blank, but there is a tick 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.

3

ESSENTIAL PERSONAL ACTIVITIES

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

4

ESSENTIAL ECONOMIC/SCHOOL ACTIVITY\*

<u>Codes</u>	<u>Category</u>	<u>Examples, etc</u>
4 1	<u>At work</u>  Do not code a 2nd activity, see footnote.	Full-time job Part-time job even if only few hours per week
4 2	<u>At school or college</u>  Do not code a 2nd activity, see footnote.	
4 3	<u>Working at home (business)</u> <u>School or college homework.</u>	Person who works at home e.g. writer Person who takes business work home e.g. schoolteacher marking essays at home.
4 4	<u>Secondary job for money</u>  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.
4 5	<u>Travelling to or from work/school</u> } <u>By car</u>	
4 6	- - <u>By other means</u>	Include waiting for buses, trains, etc Walking
4 7	- - <u>Unknown</u>	
4 8	<u>Travelling as part of business</u>	Commercial traveller, lorry driver
4 0	<u>Other</u>	In town on business (non-worker). Signing on for dole, at interview for job. doing agency books.

Note for (4)

except Listening or Viewing

No secondary activity should be coded during 'At work' or 'At school/college', but lunchtime activities can be coded because this is free time. If eating a meal is specified use Head 3, if other use Heads 6 or 7 as relevant.



5

ESSENTIAL DOMESTIC ACTIVITY

<u>Code</u>	<u>Category</u>	<u>Examples, etc</u>
5 1	<u>Looking after children</u>	Feeding "keeping an eye on the children" Dressing Bathing Potting
5 2	<u>Playing with children</u>	Taking for walk Reading to children
5 3	<u>Preparing meals and making food.</u>	Cooking Clearing away Peeling vegetables Washing up Baking
5 4	<u>Housework - routine</u>	Most routine chores Washing own clothes Child "Helping mother" "Helping with housework"
5 5	<u>Necessary odd jobs</u>	Mending fuses Repairing clothes Washing the car painting & decorating putting up shelves
5 6	<u>Looking after pets</u>	Feeding Cleaning out rabbit hutch (Taking for a walk is probably better coded 83) At stables.
5 7	<u>At the shops, launderette and other domestic errands.</u>	"Shopping" "At the town hall to pay the rent" "Went to launderette"
5 8	<u>Providing transport or escort and other journeys for domestic purposes</u>	Taking or fetching other people from work from school 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	<u>Arrivals (home)</u>	
5 0	<u>Other</u>	Packing. Helping other adults. Talking to tradesmen Paying bills, doing tax forms. At hospital with someone (not visiting)

6

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

<u>Code</u>	<u>Category</u>	<u>Examples, etc.</u>
	<u>ADULT DIARY</u> <u>CHILD DIARY</u>	(Adult = 16 and over)
6 1	<u>Studying</u> NOT where Code 42 has been used i.e. NOT homework.	Child code - can be playing alone or with others
6 2	<u>Reading BOOKS</u>	Child - being read to
6 3	<u>Reading - OTHER</u>	Newspapers magazines or comics Unspecified reading matter
6 4	<u>Hobbies</u>	Home crafts - weaving etc.      jigsaws Making models Embroidery
6 5	<u>Knitting, sewing &amp; dressmaking</u>	Crosswords - when clearly a hobby
6 6	<u>Entertaining</u> (Has to be clearly specified)	Friends or relatives calling Card evening with friends Talking to visitors Having friend in for cup of tea
6 7	<u>Talking, gossiping</u> NOT entertaining visitor(s)	Conversations with <u>Household</u> members Telephone calls Chatting to neighbour informally Talking when not specified with whom
6 8	<u>Listening to music (NOT radio)</u>	Records or tapes Somebody else playing instrument
6 9	<u>Relaxing, doing nothing</u> (but NOT asleep)	Having a smoke, sunbating, waiting
6 0	<u>Gardening and garden jobs</u>	
6 X	<u>Other</u>	Filling in this diary Playing musical instruments Card games Singing, writing, crosswords, recording, watching home movies, looking at photos, voluntary-work, meetings at home.

7

LEISURE - GOING OUT TYPE ACTIVITY (Mainly indoor)

71	<u>Visiting friends or relatives</u> ** (Code all secondary activities while on visits)	including visiting people in hospital
72	<u>At place of entertainment</u>	Cinema or theatre, pantomime, fairs.
73	<u>Active involvement in activities at clubs</u> (but NOT sport)	Local choir                      Voluntary work Political activities          Drama society Meetings                          Scouts, Guides, etc Mothers Union, W.I. etc.
74	<u>At social club</u>	"the club" old folks club youth club
75	<u>At the pub</u>	
76	<u>At dance, night club, etc</u>	at the disco at a party
77	<u>At restaurant</u>	
78	<u>At Church</u>	Prayer meeting, Christian Scientists
79	<u>ADULT DIARY</u> / <u>CHILD DIARY</u>  <u>Evening classes</u> / <u>Playing away from home</u> (but not at friend's house)	(Adult = 16 and over)  Child "going out" "out with my friends"
70	<u>Other activities away from home</u>	Child at work with parent, out with parent (unspecified) 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 ACTIVITY (Mainly Outdoor)

81	<u>Playing sport</u>	
82	<u>Watching sport</u>	
83	<u>Going for a walk</u>	"walk in the park"      "taking dog for walk" "going down town"
84	<u>Going on outing to country, etc.</u> **	Going to seaside or beauty spot Going for a drive
85	<u>Visiting place of interest</u> **	Country house, church, castle Museum
86	<u>Outing to town or city</u> **	"Trip into town" "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) <u>NOTE</u> - if travelling to or from work or school to a leisure activity, use codes 45 - 47 (Travelling to/from work/school)	MUST be clearly specified as a journey - e.g. "returning home from club" "On my way to church" "driving to lake district" "taxi home" If it is NOT clear, e.g. "Went to club" just code the activity (ie 74 in this case)
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

UNCLASSIFIABLE

9 1 Activities which cannot be fitted under Heads 1-8 or O,X,Y. e.g. Where it is impossible to decide if some task is 'Economic' or 'Domestic'

9 2 Illegible or nonsense entries

0

ASLEEP OR IN BED

0 1 In bed ill

0 2 In bed with other activity or just 'In bed'

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

0 3 In bed ASLEEP - the MAIN sleep of the day

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

0 4 Sleeps, naps, which aren't main sleep of day

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

X X

NO 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.

Y Y

NO SECONDARY ACTIVITY

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

Note. 2ndry 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 supplied. This code is used for 'At work'.

\*\* ASLEEP . If he goes to sleep on or after the ½ hour - code as 'awake' (02) for that half hour and then code 'asleep' (03)

If he wakes up on or after the ½ hour - code as 'asleep' (03) for that half hour, and after that code 'awake' (02).

The Demographic Coding Frame

- \* This page contains extra coding, differing each day, located on card 3.
- \* Page 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 package 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	Watched TV and ate	Watched TV and ate
"	Washed Up	Watched TV
"	Watched TV	Washed Up
Eating	Total = 04 episodes	Total = 03 episodes
"		
Watching TV		
Reading		
Total = 04 episodes		

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



Card 3 Column:-	Transfer from Col:-	ITEM	CODES
72	(71)	<u>Marital Status</u>  Single Married Widowed, Divorced, Separated Not stated	1 2 3 Y
73	(73)	<u>Unusual Working hours in diary week.</u> Early morning job Evening job Brings work home Always works at home Occasional late nights Always works nights Shift-worker Other Not in diary week No early/late working Not applicable <b>Not Stated</b>	1 2 3 4 5 6 7 8 9 0 X Y
74	(75)	<u>Car Ownership</u> Whether any members of household have a car. Yes No Not stated	1 2 Y
75	(76)	<u>Sub-sample code</u> Sub-sample 1 " 2 " 3	1 2 3

The Main Package of Demographic Coding

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

<u>Col.</u>	<u>Transfer from Col:-</u>	<u>Item</u>	<u>Code</u>
43	( 2 )	<u>Country</u> England Scotland Wales	1 2 3
44	( 3 )	Master Sample Region  <u>England</u> North 1 Yorkshire and Humberside 2 North West 3 East Midlands 4 West Midlands 5 East Anglia 6 Outer London 7 Greater London 8 South East 9 South Coast 0 South West X  <u>Scotland</u> Highlands and Islands North East East Central West Central South  <u>Wales</u> North Central South East	1 2 3 4 5           1 2 3
45	( 4 )	Administrative Area serial number. (listed in alphabetical order within counties, within regions)	See list giving complete area codes on next page.
46	( 5 )	Area Type Conurbation 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, SHOWING AREA.



11119	Newcastle-upon-Tyne CB	18111	Bexley LB
11229	Sunderland CB	18211	Croydon LB
11329	Houghton-le-Spring UD	18311	Ealing LB
11439	Cockermouth RD	18411	Kensington and Chelsea LB
12117	Leeds CB	18511	Newham LB
12217	Halifax CB	18611	Sutton LB
12327	Sheffield CB	18711	Waltham Forest LB
12427	Harrogate MB	18811	Wandsworth LB
12527	Scunthorpe MB	18911	Westminster, City of LB
12637	Wakefield RD	19122	Farnham UD
13118	Liverpool CB	19221	Frimley and Camberley UD
13218	Manchester CB	19331	Malling RD
13328	Accrington MB	19421	Sittingbourne and Milton UD
13418	Ashton-under-Lyne MB	10122	Bournemouth CB
13518	Bebington MB	10222	Portsmouth CB
13628	Widnes MB	10331	Midhurst RD
13718	Whitefield UD	10432	New Forest RD
13838	Northwich RD	1x123	Plymouth CB
14125	Nottingham CB	1x223	Bideford MB
14225	Ilkeston MB	1x324	Kingswood UD
14325	Loughborough MB	1x434	Cricklade and Wootton Bassett RD
14437	Blackwell RD	1x534	Sturminster RD
14536	Towcester RD	21130	Aird DCA
15115	Birmingham CB	23120	Edinburgh C of C
15225	Burton-on-Trent CB	23220	Bathgate SB
15315	Dudley CB	23330	Musselburgh DCA
15415	Wolverhampton CB	24110	Glasgow C of C
15525	Rugby MB	24210	Clydebank LB
15635	Stafford RD	24330	Renfrew, 1st DCA
16126	Cambridge MB	25120	Annan SB
16236	Walsingham RD	22120	Aberdeen C of C
17121	Luton CB	3113x	Hawarden RD
17226	Bedford MB	3212x	Llanelli MB
17321	Benfleet UD	3312x	Cardiff CB
17431	Cookham RD	3322x	Neath MB
17531	Eton RD	3333x	Monmouth RD

Col.	Transfer from Col:-	Item		Code
48	(8)	Address Number from Record Sheet	1-9 10	1-9 0
49	(12)	Social Grade of Household	A B C Not stated	1 2 3 Y
50	(13)	Total size of Household	1-9 10 11 12+	1-9 0 X Y
51	(14)	Number of electors (18+)	1-11 12+	1-X Y

Card 5 Col:-	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 1-0 0 No diaries or only very incomplete ones X
57	(26)	Type of Household	<p>One Person only 1</p> <p>Two or more unrelated people or related (but not married couple or parent/child) 2</p> <p>Married couple only 3</p> <p>Married couple plus other people, related or unrelated (but not child or parent) 4</p> <p>2 generations of family (ie. parent(s) &amp; children of any age) 5</p> <p>2 generations plus other people (related or unrelated but not parent/child) 6</p> <p>3 generations (grandparents, parents &amp; children) 7</p> <p>3 generations plus other people (related or unrelated but not parent or child) 8</p> <p>Other 9</p> <p>Don't know/Not stated X</p>

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

60	(37)	<p>Number of domestic radio sets</p> <p>1-9</p> <p>10+</p> <p>None</p> <p>Not stated</p>	<p>1-9</p> <p>0</p> <p>X</p> <p>Y</p>
61	(55)	<p>Number of car radios</p> <p>1-9</p> <p>10+</p> <p>None</p> <p>Not stated</p>	<p>1-9</p> <p>0</p> <p>X</p> <p>Y</p>

Card 5 <u>Col:-</u>	Transfer from <u>Col:-</u>	Item	Code
62	(60)	<u>Family Occupational Status</u> - in this col. code the F.O.S. group of the person identified as Head of Household  Only if unemployed or living on a state pension .....E  Insufficient Information  Student	A 1 B 2 C1 3 C2 4 D 5 E 6 Y 7
63 64	(61) (62)	<u>Identification number</u> within III. Put II of II first, followed by each household member in order of appearance.	Head of Household 91 Next person 02 Next person 03 etc 04
65  66	(63)  (64)	<u>Relationship within</u> <u>Household</u> (2 or 3 generation household) Son, stepson, son in law Daughter, stepdaughter, daughter in law Other relative Friend or lodger Not 2-3 generation H.H. (ie coded in next Col.) Not stated  <u>Relationship within</u> <u>Household</u> (Married couple without children) (Single person) (Mixed groups) Same generation relations not classified elsewhere in 63 or 64 (ie brother and sister)	Grandfather 1 Grandmother 2 Father 3 Mother 4 5 6 7 8 X Y Husband 1 Wife 2 Other relative, friend or lodger living with 1/2 3 Person living alone 4 Any person living in groups which are not immediate family and not classified above 5 6 Other 0 Coded in previous Col. X Not stated Y

Card 5 Col:-	Transfer from Col:-	Item	Code
67	(66)	<p><u>Economic activity</u></p> <p>[full-time = 30+ hours p.w.] [part-time = 8-29 hours p.w.]</p> <p>(Please check interviewers coding for part-timers if possible)</p>	<p>Working full-time 1</p> <p>Working part-time 2</p> <p>Housewife 3</p> <p>Retired 4</p> <p>Student (school/college) 5</p> <p>Unemployed 6</p> <p>Not stated Y</p>
68	(67)	<p>Age when finished full-time education</p>	<p>15 yrs or less 1</p> <p>16 2</p> <p>17 3</p> <p>18 4</p> <p>19 5</p> <p>20 6</p> <p>21 yrs or over 7</p> <p>Still at school/college 8</p> <p>Not stated Y</p>
69	(68)	Age last birthday	Under 1 00
70	(69)	(Code as 2 digits)	<p>1 year 01</p> <p>2 years 02</p> <p>etc</p> <p>Not stated YY</p>
71	(70)	Sex	<p>Male 1</p> <p>Female 2</p> <p>Not stated Y</p>

Card 5 <u>Col:-</u>	Transfer from <u>Col:-</u>	Item	Code
72	(33-36)	<u>Colour/Black &amp; White Summary</u> Households with one set - Black-white Colour Two or more sets - All black & white All colour Some of each No TV set Not stated	 1 2 3 4 5 X Y
73		<u>Absence</u> Person whose spouse is absent permanently or dead *Child whose mother   "   "   "   "   " * "   "   father   "   "   "   "   " Both parents absent None of these Not stated	 1 2 3 4 X Y
74		<u>Employment</u> Man whose wife is working full-time..... *Child whose mother is working full-time..... Man whose wife is working part-time..... *Child whose mother is working part-time..... Woman whose husband is not working (including retired) *Child whose father is not working..... Woman whose husband is working part-time..... *Child whose father is working part-time..... None of these Not stated	 1 2 3 4 5 6 7 8 X Y
75		<u>Marital Status</u> <u>Married</u> son/daughter (without offspring) living with parents/in-laws (ie. include sons-in-law etc.) None of these Not stated	 1  X Y

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

The Insert Page Coding Frame

All the following coding is located on card 4s

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

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

There are no insert pages in diaries for children 5-15.

INSERT PAGE : "Questions about your listening to radio" WEDNESDAY - **Card 4**

CARD 4 COL:-	ITEM	CODES																														
43	Whether page is completed at all Yes No	1 2																														
44 45 46 47 48 49 50 51 52 53	<p>[Columns 44-53 are a summary of Qs. 1-3 for each radio station separately.]</p> <table border="0"> <tr> <td>Radio One</td> <td rowspan="9">} Listened to most</td> <td>1</td> </tr> <tr> <td>Radio Two</td> <td>Quite Often</td> <td>2</td> </tr> <tr> <td>Radio Three</td> <td>Never</td> <td>3</td> </tr> <tr> <td>Radio Four</td> <td>Station not mentioned</td> <td>X</td> </tr> <tr> <td>BBC Local Radio</td> <td>Page not completed</td> <td>Y</td> </tr> <tr> <td>Commercial Local Radio</td> <td>at all</td> <td></td> </tr> <tr> <td>Others: Luxembourg</td> <td></td> <td></td> </tr> <tr> <td>Eirean</td> <td></td> <td></td> </tr> <tr> <td>Manx (I.O.M.)</td> <td></td> <td></td> </tr> <tr> <td>Other</td> <td></td> <td></td> </tr> </table>	Radio One	} Listened to most	1	Radio Two	Quite Often	2	Radio Three	Never	3	Radio Four	Station not mentioned	X	BBC Local Radio	Page not completed	Y	Commercial Local Radio	at all		Others: Luxembourg			Eirean			Manx (I.O.M.)			Other			
Radio One	} Listened to most	1																														
Radio Two		Quite Often		2																												
Radio Three		Never		3																												
Radio Four		Station not mentioned		X																												
BBC Local Radio		Page not completed		Y																												
Commercial Local Radio		at all																														
Others: Luxembourg																																
Eirean																																
Manx (I.O.M.)																																
Other																																
54 55 56 57	<p>Item 4 - Why don't you listen to your local BBC station:</p> <table border="0"> <tr> <td>- I never think about it.....</td> <td rowspan="4">} Ticked</td> <td>1</td> </tr> <tr> <td>- I am perfectly content.....</td> <td>Not ticked</td> <td>2</td> </tr> <tr> <td>- I have tried it occasionally..</td> <td>No reply to Item 4</td> <td>X</td> </tr> <tr> <td>- I don't think I can get it ...</td> <td>Page not completed at all</td> <td>Y</td> </tr> </table>	- I never think about it.....	} Ticked	1	- I am perfectly content.....	Not ticked	2	- I have tried it occasionally..	No reply to Item 4	X	- I don't think I can get it ...	Page not completed at all	Y																			
- I never think about it.....	} Ticked	1																														
- I am perfectly content.....		Not ticked		2																												
- I have tried it occasionally..		No reply to Item 4		X																												
- I don't think I can get it ...		Page not completed at all	Y																													
58	<p>Item 5 - What do you think of your local BBC station?</p> <table border="0"> <tr> <td>Favourable response</td> <td>1</td> </tr> <tr> <td>Unfavourable response</td> <td>2</td> </tr> <tr> <td>Mixed or ambiguous</td> <td>3</td> </tr> <tr> <td>No response</td> <td>X</td> </tr> <tr> <td>Page not completed at all</td> <td>Y</td> </tr> </table>	Favourable response	1	Unfavourable response	2	Mixed or ambiguous	3	No response	X	Page not completed at all	Y																					
Favourable response	1																															
Unfavourable response	2																															
Mixed or ambiguous	3																															
No response	X																															
Page not completed at all	Y																															

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

THURSDAY - Card 4

Column	Item	Codes
43	Whether insert page completed at all	Yes 1 No 2
44	Grandstand	Two crosses 1
45	Match of the Day etc.	One cross 2
↓	↓	No reply to this item 3
71	The Pallisers	One tick 4 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 (Winter) Bless this House	No reply to this item 3 One tick 4
65	(Summer) Within these walls (Winter) Upstairs, Downstairs	Two ticks 5
66	(Summer) Special Branch (Winter) Blank	Page not completed 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 completed at all                         Yes No	1 2
44 45 46	<u>The Best Things:</u> 1st Choice                     Item 1 2nd Choice   2 3rd Choice   3 4 5 6 No 1st choice } or (2nd) } or (3rd) } Page not completed at all	1 2 3 4 5 6 X Y
47 48 49	<u>The Worst Things:</u> 1st Choice                 Repeat coding 2nd Choice   as for Cols 3rd Choice   44 - 46. Page not completed at all	Y

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

Can be multi-coded

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

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 No 2
	Cols 44-59 should be coded from "This Offends Me" boxes.	
44	Unnecessary violence or brutality (offends me)	} One tick 1 Two ticks 2 No ticks X Page not completed Y
45 ↓	Rudeness by interviewers ( " )	
59 ↓	Programmes of poor quality ( " )	
60	Other things that offend (Summer Survey only)	Positive response 1 "No" "Nothing" etc 2 No reply to this question X 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)	} One tick 1 Two ticks 2 No ticks X Page not completed Y
61 ↓	Rudeness by interviewers ( " )	
75	Programmes of poor quality ( " )	

INSERT PAGE : "Reading" MONDAY - Card 4

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

COLUMN	ITEM	CODES
47	<p>Sunday Newspapers:</p> <p>News of the World</p> <p>Sunday Mirror</p> <p>Sunday People</p> <p><u>Can be multi-coded</u></p> <p>Sunday Express</p> <p>Sunday Post</p> <p>Sunday Times</p> <p>Observer</p> <p>Sunday Mail</p> <p>Sunday Telegraph</p> <p>Other</p> <p>None</p> <p>Page not completed</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>0</p> <p>X</p> <p>Y</p>
48	<p>Number of Sundays mentioned:</p> <p>1-9</p> <p>10 or more</p> <p>None</p> <p>Page not completed</p> <p>[Note: When coding Weekly and Monthly magazines, please check that informants have put items in the right place, and correct if necessary]</p>	<p>1-9</p> <p>0</p> <p>X</p> <p>Y</p>
49	<p>Number of weekly (LOCAL) newspapers mentioned: Code as Column 48</p> <p>(Only count <u>Local</u> papers, if it is a "subject" paper, e.g. sport or business, code it in Cols. 50 - 60.)</p>	
50 51 52 53 54 55 56 57 58 59	<p>[Columns 50-59: Code <u>Weekly</u> periodicals here according to the category they fall into - see List A attached. Do not code Radio or TV Times here.]</p> <p>Womens (General) Periodicals</p> <p>Trade or Profession</p> <p>Light Reading</p> <p>News or Comment</p> <p>Sport</p> <p>Motoring</p> <p>Music</p> <p>General Knowledge</p> <p>Womens (Teenage)</p> <p>Other</p>	<p>1-9</p> <p>10 or more</p> <p>None</p> <p>Page not completed</p> <p>1-9</p> <p>0</p> <p>X</p> <p>Y</p>

COLUMN	ITEM	CODES
60	Total number of weekly magazines mentioned: <p style="text-align: right;">1-9 10 or more None Page not completed</p> (Don't count Radio or TV Times. Include any Weekly newspapers you have coded here - excluding LOCAL papers.)	1-9 0 X Y
61 62 63 64 65 66 67 68 69 70 71	<p>[Columns 61-71: Code <u>Monthly</u> periodicals here according to category - See List B attached.]</p> <div style="display: flex; align-items: center;"> <div style="font-size: 4em; margin-right: 10px;">}</div> <div> <p>Womens (Trendy)</p> <p>Womens (Romantic)</p> <p>Womens (General)</p> <p>Homes</p> <p>Do it Yourself</p> <p>Motoring</p> <p>Sport</p> <p>General Knowledge</p> <p>Trade or Profession</p> <p>Hobbies and Interests</p> <p>Other</p> </div> <div style="margin-left: 20px;"> <p style="text-align: right;">1-9 10 or more None Page not completed</p> </div> </div>	1-9 0 X Y
72	Total number of monthly magazines mentioned: <p style="text-align: right;">1-9 10 or more None Page not completed</p>	1-9 0 X Y
73	Radio Times <p style="text-align: right;">Yes No Not stated Page not completed</p>	1 2 X Y
74	TV Times <p style="text-align: right;">Yes No Not stated Page not completed</p>	1 2 X Y

LIST A - WEEKLY MAGAZINES

Availability  
Insert page  
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

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

Note: These lists are not complete, others may be added if you are sure you know the right category. If you come across a publication you don't know, it can be looked up in:- i) The Writers & Artists Yearbook 1975 (this gives a brief description of most publications.)  
ii) Willings Press Guide.

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

\* \* WHEN NEW TITLES ARE ADDED, PLEASE KEEP A LIST OF HOW THEY WERE CODED

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  
Practical 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.... Enjoy it Don't mind Don't enjoy Rather avoid No response to Q.9 Page not completed	1 2 3 4 X Y

INSERT PAGE : "The Diary" TUESDAY - Card 4

COLUMN	ITEM	CODES
43	Whether this page completed at all Yes No	1 2
44	Q.1. Which part of the Diary easiest?	Daily Activities 1
45	Q.2. Which part most difficult?	Listening/ Viewing 2
46	Q.3. Which part enjoyed most?	Yellow Pages 3
47	Q.4. Which part, enjoyed least? No response Page not completed	X 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) 46 mins-1 hr 1 hr.15 mins -1 hr.30 mins 1 hr. 31 mins and over No reply this Q. Page not completed	0-10 mins 11-15 mins 16-20 mins 21-25 mins 26-30 mins 31-45 mins 46 mins-1 hr 1 hr.15 mins -1 hr.30 mins 1 hr. 31 mins and over X Y
49	Q.6. How difficult a job ... (Note - codes reversed)	Very easy Fairly easy 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

AVAILABILITY - CODE NUMBER LIST

WAVE ① N = 911

Area code	N. diaries	Area	Diary serial no.	Area code	N	Area	Diary serial number
119	4	Monmouth - a. Type	1001 - 1004	17831	12	Compton	1418 - 1429
229	11	Sunderland	1005 - 1015	17431	25	Cockburn	1430 - 1454
329	4	Houghton - Spring	1016 - 1019	17631	18	Elton	1455 - 1472
439	12	Cochranmash	1900 - 1911	18111	16	Beccles	1473 - 1488
2117	15	Leeds	1020 - 1034	18211	7	Croydon	1489 - 1495
2217	23	Malpas	1035 - 1057	18311	19	Basing	1496 - 1514
2327	16	Shagfield	1058 - 1073	18411	4	Kewington & Choburn	1515 - 1538
2427	13	Marrogate	1074 - 1086	18511	7	Newham	1519 - 1525
2527	17	Southrop	1087 - 1103	18611	9	Sutton	1526 - 1534
2637	12	Walsfield	1104 - 1115	18711	7	Wotton Forest	1535 - 1541
32	21	Wimbor	1116 - 1136	18811	7	Wimbor	1542 - 1548
3218	14	Manchester	1137 - 1150	18911	8	Westminster	1549 - 1554
3328	13	Passington	1151 - 1163	19122	6	Warham	1557 - 1562
3418	5	Abton - a. Type	1164 - 1168	19221	16	Finley & Cranley	1563 - 1573
3518	16	Babington	1169 - 1184	19321			
3628	19	Widmers	1185 - 1203	19421	5	Widmers	1579 - 1583
3718	21	Walsfield	1204 - 1224	10122	8	Barnham	1584 - 1591
3838	24	Purdish	1225 - 1248	10222	1	Perceps	1592
4125	9	Attingham	1249 - 1257	10331	11	Attingham	1593 - 1603
4225	19	Abton	1258 - 1276	10432	9	New Forest	1604 - 1612
4325	1	Houghton	1277	18123	17	Plymouth	1613 - 1629
4437	22	Blackwell	1278 - 1299	18223	10	Bidford	1630 - 1639
4536	9	Kewington	1300 - 1308	18324	25	Kingswood	1640 - 1664
5115	10	Birmingham	1309 - 1318	18434	16	Cridder & Wooten Bassett	1665 - 1650
5225	11	Burton - a. Type	1319 - 1329	18534	17	Sturminster	1681 - 1697
5315	5	Dudley	1330 - 1334	21120	10	Nid	1698 - 1707
5415	9	Walsingham	1335 - 1343	22120	9	Edinburgh	1708 - 1716
5525	23	Rugby	1344 - 1366	23220	19	Bathgate	1717 - 1735
5635	21	Stafford	1367 - 1387	24330	11	Moswell	1736 - 1746
6126	12	Cambridge	1388 - 1399	25440	10	Stagwood	1747 - 1756
6236		<del>Walsingham</del>		21210	-	Quelbank	-
7121	8	Widmers	1400 - 1407	26550	17	Widmers	1757 - 1773
7226	10	Bedford	1408 - 1414	27660	16	Widmers	1774 - 1789

12120	15	Albion	1790-1804
113X	14	Harcourt	1805-1818
212X	21	Harold	1819-1839
312X	27	Carlton	1840-1866
322X	4	North	1867-1870
333X	29	Morham	1871-1899

1900-1911 see Cokerham

N	Area	diary serial no.	Area code	N	Area	diary serial number
119	Newcastle-on-Tyne	2001-2014	17321	14	Belfast	2449-2462
229	Sunderland	2015-2022	17431	10	Cockham	2463-2472
329	Houghton-le-Spring	2023-2026	17531	19	Eton	2473-2491
439	Cockermouth	2037-2051	18111	26	Bredbury	2492-2517
2117	Leeds	2052-2057	18211	2	Croydon	2518-2519
2217	Halifax	2058-2076	18311	5	Ealing	2520-2524
2327	Sheffield	2077-2087	18411		<del>King's College</del>	
2427	Harrowgate	2088-2102	18511	6	Norham	2525-2530
2527	Sunthorpe	2103-2112	18611	13	Sutton	2531-2543
2637	Walsfield	2113-2133	18711		<del>Walsfield</del>	
313	Liverpool	2139-2161	18811	5	Wombourne	2544-2548
3218	Manchester	2162-2176	18911	-	Westminster	-
3328	Accrington	2177-2193	19122	19	Farnham	2549-2567
3418	Abston-v-hyae	2194	19221	15	Friarley Combeley	2568-2582
3518	Bebington	2195-2215	19331	13	Malling	2583-2595
3628	Widener	2216-2226	19421	12	Sittingbourne	2596-2607
3718	Whitfield	2227-2235	10122	8	Bournemouth	2608-2615
3833	Northwich	2236-2249	10222	12	Portsmouth	2616-2627
4125	Nottingham	2250-2261	10331	12	Midhurst	2628-2639
4225	Ilkeston	2262-2269	10432	20	New Forest	2640-2659
4320	houghtonborough	2270-2285	1X123	26	Plymouth	2660-2685
4437	Blackwell	2286-2302	1X223		<del>Bideford</del>	
4536	Towcester	2304-2312	1X324	28	Kingwood	2686-2713
5115	Birmingham	2317-2327	1X434	13	Crickley, Weston Barwell	2714-2726
5225	Burton-on-Trent	2324-234	1X534	16	Sturminster	2727-2742
5315	Dodley	2350-2363	21120	5	Aird	2743-2747
5415	Wolverhampton	2364-237	23120	7	Edinburgh	2748-2754
5525	Rugby	2372-2390	23220	10	Bathgate	2755-2764
5635	Stafford	2391-2412	23330	6	Mossborough	2765-2770
5126	Cambridge	2413-2422	24110	19	Glasgow	2771-2789
5236	Walsingham	2423-2431	24210		<del>Sturminster</del>	
7121	Luton	2432-2439	24320	17	Rangford	2790-2806
7226	Bedford	2440-2448	25120	18	Amman	2807-2824

2120	17	Albion	2825 - 2841
2113X	16	Hawarden	2842 - 2857
212X	9	Alton	2858 - 2866
2312X	30	Cardiff	2867 - 2896
2322X	4	Meath	2897 - 2900
2333X	11	Monmouth	2901 - 2911

N	Area	diary serial no.	Area code	N	Area	diary serial number
1117	15 *	Hawcarola. an. lyna 3001-3015	17321	15 *	Donfest	3446 - 3460
1229	18 *	Sunderland 3016 - 3033	17431	19 *	Cookham	3461 - 3479
1329	10 *	Houghton-l. Spring 3034-3043	17531	14 *	Etan	3480 - 3493
1439	19 *	Cockermouth 3044 - 3062	18111	13 *	Breccley	3494 - 3506
1217	16 *	Heads 3063 - 3078	18211	9	Craydon	3507 - 3515
1227	12 *	Hadfield 3079 - 3090	18311	10	Basing	3516 - 3525
12324	-	Sheffield -	18411		<del>King</del>	
12427	12 *	Harrogate 3091 - 3102	18511		<del>Harrogate</del>	
12527	34 *	Sunbury 3103 - 3126	18611		<del>Harrogate</del>	
12637	19 *	Walsfield 3137 - 3155	18711	23	Walsham Forest	3526 - 3541
131	15 *	Lincoln 3156 - 3170	18811	7	Wandsworth	3549 - 3555
13218	7 *	Manchester 3171 - 3177	18911		<del>Wandsworth</del>	
13328	14 *	Asington 3178 - 3191	19122	7	Farnham	3556 - 3562
13418	4 *	Ashton-u-hyne 3192 - 3195	19221	12	Friday & Comberby	3563 - 357
13518	22 *	Belington 3196 - 3217	19331	21	Malting	3575 - 3595
13628	6	Widnes 3218 - 3223	19421	11	Sittingbourne & Milton	3596 - 3606
13718	2 *	Whitfield 3224 + 3225	10122	19	Bourneville	3607 - 3625
13838	18 *	Northwich 3226 - 3243	10222	5	Prosserth	3626 - 3630
14125	4 *	Nottingham 3244 - 3247	10331	10	Midwest	3631 - 3640
14225	15 *	Ilkeston 3248 - 3262	10432	17	New Forest	3641 - 3657
14325	15 *	Loughborough 3263 - 3277	1X123	12	Plymouth	3658 - 3669
14437	22 *	Blackwell 3278 - 3299	1X225	6	Blidford	3670 - 3675
14536	17 *	Towcester 3300 - 3316	1X324	16	Kingwood	3676 - 3691
15115	12 *	Birmingham 3317 - 3328	1X424	6	Cribbs & Weston Bassett	3692 - 3699
15225	13 *	Burton-on-Trent 3329 - 3344	1X524	10	Stammington	3698 - 3707
15315	14 *	Dudley 3347 - 3360	21120	5	Nich	3708 - 3712
15415	2 *	Wolverhampton 3361 - 3366	23125	20	Widdowbury	3713 - 3732
15525	19 *	Rugby 3363 - 3381	23220		<del>Widdowbury</del>	
15635	21 *	Stafford 3382 - 3402	23320	-	Macclesfield	-
16126	8 *	Cambridge 3403 - 3410	24110	17	Gloucester	3733 - 3749
16236	9 *	Walsingham 3411 - 3419	24210	11	Walsingham	3750 - 3760
17121	8 *	Luton 3420 - 3427	24370	11	Walsingham	3761 - 3771
17226	18 *	Bedford 3428 - 3445	25120	31	Walsingham	3772 - 3802

12120	13	Abandon	3803 - 3815
1113X	8	Wasson	3816 - 3823
212X	8	Manetti	3824 - 3831
312X	18	Cooking	3832 - 3849
322X	10	Meach	3850 - 3859
533X	24	Monmouth	3860 - 3883.



Created by RATS. - Nos. 3001 - 3217 inc. }  
 3224 - 3506 inc. } 500 DIARIES.



		Area code	N	Area	diary serial no.
11119	2	Newcastle-on-Tyne 4001-4002	17321	6	Benfleet 4434 - 4439
11229	13	Sunderland 4003-4015	17431	25	Cookham 4440 - 4464
11329	7	Houghton-le-Spring 4016-4022	17531	18	Elton 4465 - 4482
11439	12	Cockermouth 4023-4034	18111	16	Bressay 4483 - 4498
12117	21	Leeds 4035-4055	18211	23	Croydon 4499 - 4521
12217	8	Halifax 4056-4063	18311		<del>Leeds</del>
12327	6	Sheffield 4064-4069	18411		<del>King's Lynn</del>
12427	16	Harrogate 4070-4085	18511	6	Northam 4522 - 4527
12527	12	Southwold 4086-4097	18611		<del>Southwold</del>
12637	10	Wakefield 4098-4107	18711	20	Walsingham Forest 4528-4547
12737	23	Widnes 4108-4130	18811	5	Wombourne 4548-4552
13218	6	Manchester 4131-4136	18911		<del>Wombourne</del>
13328	2	Accrington 4137-4138	19122	10	Farnham 4553-4562
13418	14	Newton-on-Lyme 4139-4152	19221	32	Frinton & Camberley 4563-4599
13518	21	Babington 4153-4173	19331	12	Malling 4595-4606
13628	22	Widnes 4174-4195	19421	7	Sittingbourne & Milton 4607-4615
13718	18	Whitby 4196-4213	10122	24	Bournemouth 4614-4637
13838	20	Ardsleigh 4214-4233	10222	9	Peresmouth 4638-4646
14125	1	Nottingham 4234	10331	8	Midhurst 4647-4654
14225	16	Ilkeston 4235-4250	10432		<del>Ilkeston</del>
14325	17	Houghton 4251-4267	18123	8	Plymouth 4655-4662
14437	20	Blackwall 4268-4287	18223	17	Bideford 4663-4679
14536	18	Towcester 4288-4305	18324	20	Kingswood 4680-4699
15115	-	Birmingham -	18434	17	Cricklade & Weston Carrall 4700-4716
15225	13	Burton-on-Trent 4306-4317	18534	12	Stammington 4717-4728
15315	16	Dudley 4319-4334	21120	9	Mild 4729-4737
15415	1	Wolverhampton 4335	23120	7	Edinburgh 4738-4744
15525	34	Rugby 4336-4369	23220	15	Bathgate 4745-4759
15635	22	Stafford 4370-4391	23330	5	Mossblough 4760-4764
16126	13	Cambridge 4392-4404	24110		<del>Stammington</del>
16236	6	Walsingham 4405-4410	24210	6	Claydon 4765-4770
17121	9	Luton 4411-4419	24330	7	Renfrew 4771-4777
17226	14	Bedford 4420-4433	25125	4	Amman 4778-4781

22120	1	Albion	4782
3113X	14	Hawarden	4783 - 4796
3212X	9	Lincolnton	4797 - 4805
3312X	11	Cooking	4806 - 4816
3322X	7	Moore	4817 - 4823
3333X	17	Monmouth	4824 - 4840

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 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 actual 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**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please 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	✓			Washing up	} listening to radio					✓				Tony Brandon
8.00-8.30	✓			housework							✓			
8.30-9.00			✓	taking children to school										
9.00-9.30			✓	shopping										
9.30-10.00			✓	} visiting a friend										
10.00-10.30			✓											
10.30-11.00			✓	returning home on bus										
11.00-11.30	✓			} Resting at home	reading magazine									
11.30-12.00 noon	✓					listening to radio							Local Radio	News Hour

**SOME EXAMPLES OF ACTIVITIES**

**Main Activities**

- Doing housework
- Having my supper
- At work
- Gardening
- Going to work in bus
- At school

**Other Activities**

- Making a telephone call
- Watching TV
- Listening to radio
- Talking to wife
- Reading newspaper
- Walking home

**Main Activities**

- Watching television
- Doing weekly wash
- Relaxing
- Talking to friends
- Playing with daughter
- Playing in garden

**Other Activities**

- Knitting
- Short conversation with neighbour
- Reading a magazine
- Listening to records
- Writing a letter
- 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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please 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														
8.00-8.30														
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 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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
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													
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1.00-1.30													
1.30-2.00													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
7.00-7.30													
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10.30-11.00													
11.00-11.30													
11.30-12.00 noon													
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12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
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4.00-4.30													
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11.30-12.00 midnight													
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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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
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12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

### WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick (✓) 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)	<input type="checkbox"/>	Tom and Jerry (Cartoon series about a cat and mouse)	<input type="checkbox"/>
Match of the Day (Saturday evening film of one or more of the day's matches)	<input type="checkbox"/>	Blue Peter (4.50pm Mondays and Thursdays)	<input type="checkbox"/>
Sportsnight (Wednesday evening sports programme, usually including coverage of a sporting event)	<input type="checkbox"/>	Top of the Pops (about 7.00pm Thursdays)	<input type="checkbox"/>
Z Cars (Long-running police series)	<input type="checkbox"/>	Cannon (American crime series about a fat private detective Frank Cannon)	<input type="checkbox"/>
Dr. Who (5.30pm on Saturdays)	<input type="checkbox"/>	Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	<input type="checkbox"/>
The Brothers (Serial play about 'The Hammonds', 7.25pm on Sundays)	<input type="checkbox"/>	The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	<input type="checkbox"/>
Play for Today (New plays written for television, 9.25pm on Thursdays)	<input type="checkbox"/>	Songs of Praise (Hymn singing, 6.55pm Sundays)	<input type="checkbox"/>
'Some Mothers Do 'Ave 'Em' (Comedy series starring Michael Crawford)	<input type="checkbox"/>	Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	<input type="checkbox"/>
The Likely Lads (Comedy series featuring two north-country boys, Bob and Terry)	<input type="checkbox"/>	Panorama (Current affairs programme 8.10pm Mondays)	<input type="checkbox"/>
The Two Ronnies (Ronnie Corbett and Ronnie Barker)	<input type="checkbox"/>	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	<input type="checkbox"/>
Dad's Army (Comedy series about the Home Guard in World War II)	<input type="checkbox"/>	Omnibus (Programme about the arts, about 10.00pm Sundays)	<input type="checkbox"/>
The Generation Game (Bruce Forsyth introducing competitions for prizes between families)	<input type="checkbox"/>	It's a Knockout (International competition between towns)	<input type="checkbox"/>
The Goodies ('Zany' comedy)	<input type="checkbox"/>	Pot Black (Snooker Competition)	<input type="checkbox"/>
Film Night (Film news and reviews)	<input type="checkbox"/>	The Pallisers (26-part serialization of Trollope's 'political' novels)	<input type="checkbox"/>

*continued on the next page . . . .*

... continued from previous page

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

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
								1	2	4			
3.00-3.30 pm													
3.30-4.00													
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11.30-12.00 midnight													
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1.30-2.00													

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.

Time	At Home	Not at Home		MAIN ACTIVITIES <i>Please enter here details of your main activity in each half-hour</i>	OTHER ACTIVITIES <i>If you were doing anything else during that half hour enter the details below</i>	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
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10.30-11.00													
11.00-11.30													
11.30-12.00 noon													
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2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
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1.30-2.00													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		Others (please state which)
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
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11.00-11.30													
11.30-12.00 noon													
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12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

## 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 worst things about television, and mark them 1, 2 and 3 in the same way.

For me, the 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
- 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 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.

Unnecessary violence or brutality	<input type="checkbox"/>	People talking about intimate matters like their sex lives	<input type="checkbox"/>
Rudeness by interviewers	<input type="checkbox"/>	Inept or incompetent performances by actors, singers, comedians, etc.	<input type="checkbox"/>
Parents shouting at or hitting children	<input type="checkbox"/>	Making fun of religion	<input type="checkbox"/>
"Smuttiness" in comedy programmes	<input type="checkbox"/>	Mis-use of the English language by those who should know better	<input type="checkbox"/>
People in pain	<input type="checkbox"/>	Bad language, swearing	<input type="checkbox"/>
Deliberate exploitation of the human weaknesses of people	<input type="checkbox"/>	Nudity or semi-nudity	<input type="checkbox"/>
"Invasions of privacy" by over-enthusiastic reporters	<input type="checkbox"/>	Plays or films in which sex seems to be the only concern of the characters	<input type="checkbox"/>
Rudeness to the Royal Family	<input type="checkbox"/>	Programmes of such poor quality that they are an insult to the viewers' intelligence	<input type="checkbox"/>

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:

.....

.....

.....

.....

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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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													
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1.00-1.30													
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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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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12.30-1.00														
1.00-1.30														
1.30-2.00														
2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

MONDAY 19th AUGUST 1974

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
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11.30-12.00 midnight													
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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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
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2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

**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	<input type="checkbox"/>
	Listening and viewing	<input type="checkbox"/>
	The yellow pages	<input type="checkbox"/>

2. Which part was the most difficult?  
*(Put a tick in ONE box)*

}	Daily activities	<input type="checkbox"/>
	Listening and viewing	<input type="checkbox"/>
	The yellow pages	<input type="checkbox"/>

3. Which part did you enjoy most?  
*(Put a tick in ONE box)*

}	Daily activities	<input type="checkbox"/>
	Listening and viewing	<input type="checkbox"/>
	The yellow pages	<input type="checkbox"/>

4. And which part did you enjoy least of all?  
*(Put a tick in ONE box)*

}	Daily activities	<input type="checkbox"/>
	Listening and viewing	<input type="checkbox"/>
	The yellow pages	<input type="checkbox"/>

5. How much of your time did it take to fill in the Diary?  
Please write down a rough estimate of how long you spent each day..... hours ..... minutes

- |   |   |
|---|---|
| <p>6. Considering the diary as a whole, how difficult a job was it to fill it in to your own satisfaction?<br/><i>(Please put a ring round the answer that applies to you)</i></p>      | <p>Very difficult / Quite difficult / Fairly easy / Very easy</p>   |
| <p>7. Did you find the job interesting?<br/><i>(Put a ring round the answer that applies to you)</i></p>  | <p>Very interesting / Quite interesting / Slightly boring / Very boring</p>                               |
| <p>8. It would be impossible to write down everything that happens in a week – looking back at your diary how complete a picture does it really give of your life during this week?</p> | <p>Very complete picture / Fairly complete picture / Misses out quite a lot / Misses out a great deal</p> |
| <p>9. In general, do you enjoy filling in questionnaires or giving answers in public opinion surveys?</p>   | <p>I enjoy it / I don't mind / I don't really enjoy it / I would rather avoid it</p>                      |



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
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12.30-1.00													
1.00-1.30													
1.30-2.00													

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 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 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 actual 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

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	TV	Radio 1	Radio 2	Radio 4		
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	✓			Washing up	} listening to radio					✓			Tony Brandon
8.00-8.30	✓			housework							✓		
8.30-9.00			✓	taking children to school									
9.00-9.30			✓	shopping									
9.30-10.00			✓	} visiting a friend									
10.00-10.30			✓										
10.30-11.00			✓	returning home on bus									
11.00-11.30	✓			Resting at home	reading magazine								
11.30-12.00 noon	✓				listening to radio							Local Radio	Music Hour

SOME EXAMPLES OF ACTIVITIES

**Main Activities**

- Doing housework
- Having my supper
- At work
- Gardening
- Going to work in bus
- At school

**Other Activities**

- Making a telephone call
- Watching TV
- Listening to radio
- Talking to wife
- Reading newspaper
- Walking home

**Main Activities**

- Watching television
- Doing weekly wash
- Relaxing
- Talking to friends
- Playing with daughter
- Playing in garden

**Other Activities**

- Knitting
- Short conversation with neighbour
- Reading a magazine
- Listening to records
- Writing a letter
- 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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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10.30-11.00														
11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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9.00-9.30													
9.30-10.00													
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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													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening			Others (please state which)		
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
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11.30-12.00 noon														
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12.30-1.00														
1.00-1.30														
1.30-2.00														
2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening			Others (please state which)		
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4			
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
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11.30-12.00 midnight														
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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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
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2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
									1	2	4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
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2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
								1	2	4				
5.00-5.30 am														
5.30-6.00														
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12.30-1.00														
1.00-1.30														
1.30-2.00														
2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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4.30-5.00													
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1.30-2.00													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
								1	2	4			
5.00-5.30 am													
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12.30-1.00													
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1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)



MONDAY 19th AUGUST 1974

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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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													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
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12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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9.00-9.30													
9.30-10.00													
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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													

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:

DAVE 2

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 \_\_\_\_\_  
\_\_\_\_\_

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 actual 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**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing		Listening			Others (please state which)		
						BBC 1	BBC 2	BBC TV	Radio 1	Radio 2		Radio 4	
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	✓			Washing up	} listening to radio						✓		Tony Brandon
8.00-8.30	✓			housework							✓		Tony Brandon
8.30-9.00			✓	taking children to school									
9.00-9.30			✓	shopping									
9.30-10.00			✓	} visiting a friend									
10.00-10.30			✓										
10.30-11.00			✓	returning home on bus									
11.00-11.30	✓			Resting at home	reading magazine								
11.30-12.00 noon	✓				listening to radio							Local Radio	Music Hour

**SOME EXAMPLES OF ACTIVITIES**

**Main Activities**

Doing housework

Having my supper

At work

Gardening

Going to work in bus

At school

**Other Activities**

Making a telephone call

Watching TV

Listening to radio

Talking to wife

Reading newspaper

Walking home

**Main Activities**

Watching television

Doing weekly wash

Relaxing

Talking to friends

Playing with daughter

Playing in garden

**Other Activities**

Knitting

Short conversation with neighbour

Reading a magazine

Listening to records

Writing a letter

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	TV	Radio 1	Radio 2	Radio 4		Others (please 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													
8.00-8.30													
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 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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*





## 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     | 14. '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       | 17. 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-time 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 are getting up in the morning?

Just put the number, or numbers, from the list above, of the kinds of music you prefer here .....

(For example, if it is 'the very latest pop', put 1, if it is 'classical music by composers like Mozart and Beethoven' put 14 and so on).

Now please do the same to show the kinds of music you prefer —

- |   |                          |
|---|--------------------------|
| — when alone at home doing housework or odd job ..... | — driving in a car ..... |
| — when relaxing at home in the evening .....          | — at a party .....       |
|   | — at a concert .....     |

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		Others (please state which)
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
5.30-6.00													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
7.00-7.30													
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10.30-11.00													
11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
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11.30-12.00 midnight													
12.00-12.30													
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1.00-1.30													
1.30-2.00													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
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11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

### WHICH TELEVISION SERIES DO YOU LIKE?

Here is a list of some television series. Please look through the list and put a tick (✓) 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)	<input type="checkbox"/>	Tom and Jerry (Cartoon series about a cat and mouse)	<input type="checkbox"/>
Match of the Day (Saturday evening film of one or more of the day's matches)	<input type="checkbox"/>	Blue Peter (4.50pm Mondays and Thursdays)	<input type="checkbox"/>
Sportsnight (Wednesday evening sports programme, usually including coverage of a sporting event)	<input type="checkbox"/>	Top of the Pops (about 7.00pm Thursdays)	<input type="checkbox"/>
Z Cars (Long-running police series)	<input type="checkbox"/>	Cannon (American crime series about a fat private detective Frank Cannon)	<input type="checkbox"/>
Dr. Who (5.30pm on Saturdays)	<input type="checkbox"/>	Tomorrow's World (Programme about scientific developments, introduced by Raymond Baxter)	<input type="checkbox"/>
The Brothers (Serial play about 'The Hammonds', 7.25pm on Sundays)	<input type="checkbox"/>	The Tuesday Documentary (Different subject each week, 9.25pm Tuesdays)	<input type="checkbox"/>
Play for Today (New plays written for television, 9.25pm on Thursdays)	<input type="checkbox"/>	Songs of Praise (Hymn singing, 6.55pm Sundays)	<input type="checkbox"/>
'Some Mothers Do 'Ave 'Em' (Comedy series starring Michael Crawford)	<input type="checkbox"/>	Nationwide (Current affairs programme following the News at 6.00pm on weekday evenings)	<input type="checkbox"/>
The Likely Lads (Comedy series featuring two north-country boys, Bob and Terry)	<input type="checkbox"/>	Panorama (Current affairs programme 8.10pm Mondays)	<input type="checkbox"/>
The Two Ronnies (Ronnie Corbett and Ronnie Barker)	<input type="checkbox"/>	Midweek (Current affairs programme at about 10.45pm on Tuesdays, Wednesdays and Thursdays)	<input type="checkbox"/>
Dad's Army (Comedy series about the Home Guard in World War II)	<input type="checkbox"/>	Omnibus (Programme about the arts, about 10.00pm Sundays)	<input type="checkbox"/>
The Generation Game (Bruce Forsyth introducing competitions for prizes between families)	<input type="checkbox"/>	It's a Knockout (International competition between towns)	<input type="checkbox"/>
The Goodies ('Zany' comedy)	<input type="checkbox"/>	Pot Black (Snooker Competition)	<input type="checkbox"/>
Film Night (Film news and reviews)	<input type="checkbox"/>	The Pallisers (26-part serialization of Trollope's 'political' novels)	<input type="checkbox"/>

*continued on the next page . . . .*

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



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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11.30-12.00 midnight													
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1.00-1.30													
1.30-2.00													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
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1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)	
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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11.30-12.00 midnight													
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1.00-1.30													
1.30-2.00													

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

**SUNDAY**  
**8th 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

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

THE WORST THINGS

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

For me, the 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

9.30-10.00

10.00-10.30

10.30-11.00

11.00-11.30

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

9.30-10.00																			
10.00-10.30																			
10.30-11.00																			
11.00-11.30																			
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																			

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

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.

Unnecessary violence or brutality	<input type="checkbox"/>	People talking about intimate matters like their sex lives	<input type="checkbox"/>
Rudeness by interviewers	<input type="checkbox"/>	Inept or incompetent performances by actors, singers, comedians, etc.	<input type="checkbox"/>
Parents shouting at or hitting children	<input type="checkbox"/>	Making fun of religion	<input type="checkbox"/>
"Smuttiness" in comedy programmes	<input type="checkbox"/>	Mis-use of the English language by those who should know better	<input type="checkbox"/>
People in pain	<input type="checkbox"/>	Bad language, swearing	<input type="checkbox"/>
Deliberate exploitation of the human weaknesses of people	<input type="checkbox"/>	Nudity or semi-nudity	<input type="checkbox"/>
"Invasions of privacy" by over-enthusiastic reporters	<input type="checkbox"/>	Plays or films in which sex seems to be the only concern of the characters	<input type="checkbox"/>
Rudeness to the Royal Family	<input type="checkbox"/>	Programmes of such poor quality that they are an insult to the viewers' intelligence	<input type="checkbox"/>

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:

.....

.....

.....

.....

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
5.00-5.30														
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														
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														

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	TV	Radio 1	Radio 2	Radio 4	Others (please 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														
8.00-8.30														
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 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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
5.30-6.00													
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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													

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

**TUESDAY**  
**10th 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
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														
8.00-8.30														
8.30-9.00														
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10.30-11.00														
11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

**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? Yes   
*(Please tick in one of the boxes)*  
No

Do you TAKE the TV Times regularly? Yes   
*(Please tick in one of the boxes)*  
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      | <input type="checkbox"/> |
| Listening and viewing | <input type="checkbox"/> |
| The yellow pages      | <input type="checkbox"/> |

2. Which part was the most difficult?  
*(Put a tick in ONE box)*
- |                       |                          |
|-----------------------|--------------------------|
| Daily activities      | <input type="checkbox"/> |
| Listening and viewing | <input type="checkbox"/> |
| The yellow pages      | <input type="checkbox"/> |

3. Which part did you enjoy most?  
*(Put a tick in ONE box)*
- |                       |                          |
|-----------------------|--------------------------|
| Daily activities      | <input type="checkbox"/> |
| Listening and viewing | <input type="checkbox"/> |
| The yellow pages      | <input type="checkbox"/> |

4. And which part did you enjoy least of all?  
*(Put a tick in ONE box)*
- |                       |                          |
|-----------------------|--------------------------|
| Daily activities      | <input type="checkbox"/> |
| Listening and viewing | <input type="checkbox"/> |
| The yellow pages      | <input type="checkbox"/> |

5. How much of your time did it take to fill in the Diary?  
Please write down a rough estimate of how long you spent each day..... hours ..... minutes

- |   |   |
|---|---|
| <p>6. Considering the diary as a whole, how difficult a job was it to fill it in to your own satisfaction?<br/><i>(Please put a ring round the answer that applies to you)</i></p>      | <p>Very difficult / Quite difficult / Fairly easy / Very easy</p>   |
| <p>7. Did you find the job interesting?<br/><i>(Put a ring round the answer that applies to you)</i></p>  | <p>Very interesting / Quite interesting / Slightly boring / Very boring</p>                               |
| <p>8. It would be impossible to write down everything that happens in a week – looking back at your diary how complete a picture does it really give of your life during this week?</p> | <p>Very complete picture / Fairly complete picture / Misses out quite a lot / Misses out a great deal</p> |
| <p>9. In general, do you enjoy filling in questionnaires or giving answers in public opinion surveys?</p>   | <p>I enjoy it / I don't mind / I don't really enjoy it / I would rather avoid it</p>                      |

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
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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													

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 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 actual 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**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	CITV	Radio			Others (please state which)		
									1	2	4			
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	✓			Washing up	} listening to radio						✓		Tony Brandon	
8.00-8.30	✓			housework								✓		Tony Brandon
8.30-9.00			✓	taking children to school										
9.00-9.30			✓	shopping										
9.30-10.00			✓	} visiting a friend										
10.00-10.30			✓											
10.30-11.00			✓	returning home on bus										
11.00-11.30	✓			Resting at home	reading magazine									
11.30-12.00 noon	✓				listening to radio							Local Radio	music 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		Others (please 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													
8.00-8.30													
8.30-9.00													
9.00-9.30													
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10.30-11.00													
11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
								1	2	4			
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
7.00-7.30													
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12.00-12.30													
12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? . . . . . AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
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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													

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

WAVE 3

ADULT

Serial No.

**Confidential**

1425



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 \_\_\_\_\_  
\_\_\_\_\_

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 actual 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**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme
		Radio available	Radio not available			Viewing		Listening			Others (please state which)	
						BBC 1	BBC TV 2	Radio 1	Radio 2	Radio 4		
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	✓			washing up	} listening to radio				✓			Tony Brandon
8.00-8.30	✓			housework					✓			Tony Brandon
8.30-9.00			✓	taking children to school								
9.00-9.30			✓	shopping								
9.30-10.00			✓	} visiting a friend								
10.00-10.30			✓									
10.30-11.00			✓	returning home on bus								
11.00-11.30	✓			} Resting at home	reading magazine							
11.30-12.00 noon	✓					listening to radio					Local Radio	Music 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
1	2		1	2	4									
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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9.00-9.30														
9.30-10.00														
10.00-10.30														
10.30-11.00														
11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



## 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 *worst* things about television, and mark them 1, 2 and 3 in the same way.

For me, the *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
- 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

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
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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													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
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11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

### WHICH TELEVISION SERIES DO YOU LIKE?

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

*continued on the next page . . . .*

... continued from previous page

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

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
5.00-5.30														
5.30-6.00														
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1.30-2.00														

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



**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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10.30-11.00														
11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

**CURRENT AFFAIRS PROGRAMMES**

1. Which of the following would you say is the **main** way that you personally find out about what's going on in the world?

(PLEASE TICK **ONE** BOX ONLY)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- Other Method Not Listed Above   
(PLEASE WRITE IN BELOW)

2. And which **other** methods do you use to find out about what's going on in the world?

(PLEASE TICK ONE OR MORE BOXES)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- Other Method Not Listed Above   
(PLEASE WRITE IN BELOW)

Don't use any other methods

3. And which do you **never** or **almost never** use to find out about what's going on in the world?

(PLEASE TICK ONE OR MORE BOXES)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- None (Use All These Methods)

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.

4. IF YOU NEVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION

Is there any particular reason why you don't watch current affairs programmes on television?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....

.....

.....

.....

.....

.....

.....

**IF YOU EVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION**

5. Which current affairs programme on television do you like best?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....

6. What is it that you particularly like about that programme?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....  
 .....  
 .....  
 .....

7. And which current affairs programme on television do you like least?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....

8. And what is it that you don't like about that programme?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....  
 .....  
 .....  
 .....

9. a) Which of the following people would you most like to see as the interviewer on a new current affairs programme designed to appeal to people in your age group?

(PLEASE TICK ONE BOX ONLY IN THE FIRST COLUMN BELOW)

	Like Most	2nd Choice	Like Least	Don't Know
FRANK BOUGH (Nationwide, Mon-Fri 6pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JOHN CLEESE (Monty Python)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAVID DIMBLEBY (Panorama, Dimpleby Talk-In)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAVID FROST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PETER JAY (Weekend World, Sun 12 Noon)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUE LAWLEY (Nationwide, Mon-Fri 6pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JULIAN PETTIFER (Panorama, Mon 8.10pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JIMMY SAVILE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DENIS TUOHY (Panorama, Mon 8.10pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RICHARD WHITMORE (News Review, Sun 6.15pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 ABOVE)

c) And which of these people would you least like to see as the interviewer on such a programme?

(PLEASE TICK ONE BOX ONLY IN THE THIRD COLUMN ABOVE)

d) Which of the people on the list above don't you know at 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 on the above list as the interviewer on a current affairs programme designed to appeal to people in your age group?

(PLEASE WRITE YOUR ANSWER 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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	*	*	*	*	*

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

11. (Continued)

	VERY INTERESTED	QUITE INTERESTED	DON'T KNOW	NOT VERY INTERESTED	NOT AT ALL INTERESTED
SMOKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DRUGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALCOHOLISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HANDICAPPED PEOPLE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HOSPITALS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OPERATIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POLLUTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VANDALISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POLICE METHODS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRISON CONDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YOUTH WORK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OLD AGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ECONOMIC SITUATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STRIKES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRADE UNIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORKING CONDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. And are there any other subjects which are not mentioned above which you would be very interested in as subjects for current affairs programmes?

(PLEASE WRITE YOUR ANSWER IN THE SPACE BELOW)

.....

.....

.....

.....

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
5.30-6.00													
6.00-6.30													
6.30-7.00													
7.00-7.30													
7.30-8.00													
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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													

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



**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
5.30-6.00													
6.00-6.30													
6.30-7.00													
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10.30-11.00													
11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
5.30-6.00													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
7.00-7.30														
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11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

**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	<input type="checkbox"/>	<input type="checkbox"/>	People talking about intimate matters like their sex lives	<input type="checkbox"/>	<input type="checkbox"/>
Rudeness by interviewers	<input type="checkbox"/>	<input type="checkbox"/>	Inept or incompetent performances by actors, singers, comedians, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Parents shouting at or hitting children	<input type="checkbox"/>	<input type="checkbox"/>	Making fun of religion	<input type="checkbox"/>	<input type="checkbox"/>
"Smuttiness" in comedy programmes	<input type="checkbox"/>	<input type="checkbox"/>	Mis-use of the English language by those who should know better	<input type="checkbox"/>	<input type="checkbox"/>
People in pain	<input type="checkbox"/>	<input type="checkbox"/>	Bad language, swearing	<input type="checkbox"/>	<input type="checkbox"/>
Deliberate exploitation of the human weaknesses of people	<input type="checkbox"/>	<input type="checkbox"/>	Nudity or semi-nudity	<input type="checkbox"/>	<input type="checkbox"/>
"Invasions of privacy" by over-enthusiastic reporters	<input type="checkbox"/>	<input type="checkbox"/>	Plays or films in which sex seems to be the only concern of the characters	<input type="checkbox"/>	<input type="checkbox"/>
Rudeness to the Royal Family	<input type="checkbox"/>	<input type="checkbox"/>	Programmes of such poor quality that they are an insult to the viewer's intelligence	<input type="checkbox"/>	<input type="checkbox"/>

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     | 16. 'Serious music' of the 19th and early 20th century of composers such as Brahms, Tchaikowsky and Liszt |
| 5. Traditional jazz                             | 17. Contemporary serious music  |
| 6. Modern jazz                                  | 18. Earlier 'classical music', by composers such as Bach, Handel and Vivaldi                              |
| 7. Music and songs from post war musicals       | 19. Song recitals   |
| 8. Music and songs from earlier light operettas | 20. Military bands  |
| 9. Dance tunes of the 30's and 40's             | 21. Brass bands   |
| 10. Light opera like Gilbert and Sullivan       | 22. Oratorios and choral music  |
| 11. Old-tyme dance music                        | 23. Chamber music, like string quartets   |
| 12. Light orchestral pieces                     |   |

Which (if any) of these do you prefer to listen to when you are getting up in the morning?

Just put the number, or numbers, from the list above, of the kinds of music you prefer here .....

(For example, if it is 'the very latest pop', put 1, if it is 'classical music by composers like Mozart and Beethoven' put 15 and so on).

Now please do the same to show the kinds of music you prefer —

- |  |                          |
|--|--------------------------|
| — when alone at home doing<br>housework or odd job ..... | — driving in a car ..... |
| — when relaxing at home<br>in the evening .....          | — at a party .....       |
|  | — at a concert .....     |

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
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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														

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
								1	2	4			
5.00-5.30 am													
5.30-6.00													
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11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? . . . . . AM/PM *(delete as necessary)*

**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? Yes   
*(Please tick in one of the boxes)*  
No

Do you TAKE the TV Times regularly? Yes   
*(Please tick in one of the boxes)*  
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	<input type="checkbox"/>
Listening and viewing	<input type="checkbox"/>
The yellow pages	<input type="checkbox"/>

2. Which part was the most difficult?

*(Put a tick in ONE box)*

Daily activities	<input type="checkbox"/>
Listening and viewing	<input type="checkbox"/>
The yellow pages	<input type="checkbox"/>

3. Which part did you enjoy most?

*(Put a tick in ONE box)*

Daily activities	<input type="checkbox"/>
Listening and viewing	<input type="checkbox"/>
The yellow pages	<input type="checkbox"/>

4. And which part did you enjoy least of all?

*(Put a tick in ONE box)*

Daily activities	<input type="checkbox"/>
Listening and viewing	<input type="checkbox"/>
The yellow pages	<input type="checkbox"/>

5. How much of your time did it take to fill in the Diary?

Please write down a rough estimate of how long you spent each day..... hours ..... minutes

6. Considering the diary as a whole, how difficult a job was it to fill it in to your own satisfaction?

*(Please put a ring round the answer that applies to you)*

Very difficult / Quite difficult / Fairly easy / Very easy

7. Did you find the job interesting?

*(Put a ring round the answer that applies to you)*

Very interesting / Quite interesting / Slightly boring / Very boring

8. It would be impossible to write down everything that happens in a week — looking back at your diary how complete a picture does it really give of your life during this week?

Very complete picture / Fairly complete picture / Misses out quite a lot / Misses out a great deal

9. In general, do you enjoy filling in questionnaires or giving answers in public opinion surveys?

I enjoy it / I don't mind / I don't really enjoy it / I would rather avoid it

TUESDAY 18th FEBRUARY 1975

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
5.00-5.30														
5.30-6.00														
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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														

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:

WAVE 3

CHILD

Serial No.

**Confidential**

1425



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.

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.

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

Audience Research  
Broadcasting House  
London W1A 1AA

This Diary is for \_\_\_\_\_  
\_\_\_\_\_

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 actual 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**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening			Others (please state which)		
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4			
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	✓			Washing up	} listening to radio					✓			Tony Brandon	
8.00-8.30	✓			housework						✓			Tony Brandon	
8.30-9.00			✓	taking children to school										
9.00-9.30			✓	shopping										
9.30-10.00			✓	} visiting a friend										
10.00-10.30			✓											
10.30-11.00			✓	returning home on bus										
11.00-11.30	✓			Resting at home	reading magazine									
11.30-12.00 noon	✓				listening to radio							Local Radio	Music Hour	

**SOME EXAMPLES OF ACTIVITIES**

**Main Activities**

- Doing housework
- Having my supper
- At work
- Gardening
- Going to work in bus
- At school

**Other Activities**

- Making a telephone call
- Watching TV
- Listening to radio
- Talking to wife
- Reading newspaper
- Walking home

**Main Activities**

- Watching television
- Doing weekly wash
- Relaxing
- Talking to friends
- Playing with daughter
- Playing in garden

**Other Activities**

- Knitting
- Short conversation with neighbour
- Reading a magazine
- Listening to records
- Writing a letter
- 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
									1	2	4		
5.00-5.30 am													
5.30-6.00													
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12.00-12.30													
12.30-1.00													
1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
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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													

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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
5.00-5.30 am														
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9.30-10.00														
10.00-10.30														
10.30-11.00														
11.00-11.30														
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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
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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														

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

SPECIMEN PAGE

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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	✓			washing up	} listening to radio					✓			Tony Brandon
8.00-8.30	✓			housework							✓		
8.30-9.00			✓	taking children to school									
9.00-9.30			✓	shopping									
9.30-10.00			✓	} visiting a friend									
10.00-10.30			✓										
10.30-11.00			✓	returning home on bus									
11.00-11.30	✓			Resting at home	reading magazine								
11.30-12.00 noon	✓				listening to radio							Local Radio	Music 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
6.30-7.00														
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12.30-1.00														
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2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



## 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 worst things about television, and mark them 1, 2 and 3 in the same way.

For me, the 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
- 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

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
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						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
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11.30-12.00 midnight													
12.00-12.30													
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1.30-2.00													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
5.00-5.30 am														
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2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



**WHICH TELEVISION SERIES DO YOU LIKE?**

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

*continued on the next page . . . .*

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The Waltons (American series about country family in the depression days)

The World About Us (Natural history programmes, 7.25pm Sundays)

Man Alive (Documentaries about different kinds of people, about 10.00 pm on Thursdays)

Alias Smith and Jones (Light-hearted Western series, 4.50pm Sundays)

Midnight Movie (Saturdays)

The Old Grey Whistle Test (Contemporary pop for the enthusiast)

Master Class (Eminent musicians giving lessons to advanced pupils)

Gardener's World (Introduced by Percy Thrower)

Horizon (Documentary series about science and technology)

The Money Programme (Series about finance and the economy)

Face the Music (Music quiz introduced by Joseph Cooper)

Coronation Street (Mondays and Wednesdays, 7.30pm)

Crossroads (Serial plays)

Crown Court (Drama series, 1.30pm on Wednesdays, Thursdays and Fridays)

Bless This House (with Sidney James, Monday evenings)

Love Thy Neighbour (Comedy series about a white and a coloured family)

Opportunity Knocks (Hughie Greene introduces unknown artists)

The Golden Shot

This Is Your Life (Surprise television 'biography' introduced by Eamonn Andrews)

Black Beauty (Play series about the adventures of a horse)

Upstairs, Downstairs (Play series about a family and servants earlier this century)

The Mighty Continent (Series about the history of Europe, with comments by Peter Ustinov)

This Week (Current affairs programme at 8.30pm on Thursdays)

Stars on Sunday (Bible readings and songs introduced by Robert Dougall)

Wrestling (Saturday afternoons, 4.00pm)

Aquarius (Documentary programmes about 'the arts')

Sunday Night at the London Palladium (Variety)

Police Surgeon (Midnight on Sundays)

New Scotland Yard

Columbo (American crime series)

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	1	2	4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
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11.30-12.00 midnight													
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1.00-1.30													
1.30-2.00													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
5.00-5.30 am													
5.30-6.00													
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1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
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11.30-12.00 midnight													
12.00-12.30													
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WHEN DID YOU GO TO SLEEP? ..... AM/PM *(delete as necessary)*

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1 2 4			Others (please state which)		
5.00-5.30 am														
5.30-6.00														
6.00-6.30														
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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														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

**CURRENT AFFAIRS PROGRAMMES**

1. Which of the following would you say is the main way that you personally find out about what's going on in the world?

(PLEASE TICK ONE BOX ONLY)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- Other Method Not Listed Above   
(PLEASE WRITE IN BELOW)

2. And which other methods do you use to find out about what's going on in the world?

(PLEASE TICK ONE OR MORE BOXES)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- Other Method Not Listed Above   
(PLEASE WRITE IN BELOW)

Don't use any other methods

3. And which do you never or almost never use to find out about what's going on in the world?

(PLEASE TICK ONE OR MORE BOXES)

- Television News
- Television Current Affairs Programmes
- Radio News
- Radio Current Affairs Programmes
- Daily National Newspapers
- Local Newspapers
- Other Weekly/Monthly Newspapers/Magazines
- None (Use All These Methods)

**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.**

4. **IF YOU NEVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION**

Is there any particular reason why you don't watch current affairs programmes on television?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....

.....

.....

.....

.....

.....

.....

**IF YOU EVER WATCH CURRENT AFFAIRS PROGRAMMES ON TELEVISION**

5. Which current affairs programme on television do you like **best**?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....

6. What is it that you particularly like about that programme?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....  
 .....  
 .....  
 .....  
 .....

7. And which current affairs programme on television do you like **least**?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....

8. And what is it that you don't like about that programme?

(PLEASE WRITE IN YOUR ANSWER BELOW)

.....  
 .....  
 .....  
 .....  
 .....  
 .....

9. a) Which of the following people would you most like to see as the interviewer on a new current affairs programme designed to appeal to people in your age group?

(PLEASE TICK ONE BOX ONLY IN THE FIRST COLUMN BELOW)

	Like Most	2nd Choice	Like Least	Don't Know
FRANK BOUGH (Nationwide, Mon-Fri 6pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JOHN CLEESE (Monty Python)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAVID DIMBLEBY (Panorama, Dimbleby Talk-In)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DAVID FROST	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PETER JAY (Weekend World, Sun 12 Noon)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SUE LAWLEY (Nationwide, Mon-Fri 6pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JULIAN PETTIFER (Panorama, Mon 8.10pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JIMMY SAVILE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DENIS TUOHY (Panorama, Mon 8.10pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
RICHARD WHITMORE (News Review, Sun 6.15pm)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 ABOVE)

c) And which of these people would you **least** like to see as the interviewer on such a programme?

(PLEASE TICK ONE BOX ONLY IN THE THIRD COLUMN ABOVE)

d) Which of the people on the list above don't you know at 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 on the above list as the interviewer on a current affairs programme designed to appeal to people in your age group?

(PLEASE WRITE YOUR ANSWER 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	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
*   *   *   *   *	*	*	*	*	*

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

11. (Continued)

	VERY INTERESTED	QUITE INTERESTED	DON'T KNOW	NOT VERY INTERESTED	NOT AT ALL INTERESTED
SMOKING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DRUGS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ALCOHOLISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HANDICAPPED PEOPLE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HOSPITALS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OPERATIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POLLUTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
VANDALISM	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
POLICE METHODS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PRISON CONDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
YOUTH WORK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OLD AGE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ECONOMIC SITUATION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
STRIKES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TRADE UNIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WORKING CONDITIONS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. And are there any other subjects which are not mentioned above which you would be very interested in as subjects for current affairs programmes?

(PLEASE WRITE YOUR ANSWER IN THE SPACE BELOW)

.....

.....

.....

.....

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
4.00-4.30													
4.30-5.00													
5.00-5.30													
5.30-6.00													
6.00-6.30													
6.30-7.00													
7.00-7.30													
7.30-8.00													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
								1	2	4			
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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9.30-10.00													
10.00-10.30													
10.30-11.00													
11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening			Others (please state which)		
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4			
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
5.00-5.30														
5.30-6.00														
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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														

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
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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10.30-11.00													
11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

## 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	<input type="checkbox"/>	<input type="checkbox"/>	People talking about intimate matters like their sex lives	<input type="checkbox"/>	<input type="checkbox"/>
Rudeness by interviewers	<input type="checkbox"/>	<input type="checkbox"/>	Inept or incompetent performances by actors, singers, comedians, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Parents shouting at or hitting children	<input type="checkbox"/>	<input type="checkbox"/>	Making fun of religion	<input type="checkbox"/>	<input type="checkbox"/>
"Smuttiness" in comedy programmes	<input type="checkbox"/>	<input type="checkbox"/>	Mis-use of the English language by those who should know better	<input type="checkbox"/>	<input type="checkbox"/>
People in pain	<input type="checkbox"/>	<input type="checkbox"/>	Bad language, swearing	<input type="checkbox"/>	<input type="checkbox"/>
Deliberate exploitation of the human weaknesses of people	<input type="checkbox"/>	<input type="checkbox"/>	Nudity or semi-nudity	<input type="checkbox"/>	<input type="checkbox"/>
"Invasions of privacy" by over-enthusiastic reporters	<input type="checkbox"/>	<input type="checkbox"/>	Plays or films in which sex seems to be the only concern of the characters	<input type="checkbox"/>	<input type="checkbox"/>
Rudeness to the Royal Family	<input type="checkbox"/>	<input type="checkbox"/>	Programmes of such poor quality that they are an insult to the viewer's intelligence	<input type="checkbox"/>	<input type="checkbox"/>

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     | 16. 'Serious music' of the 19th and early 20th century of composers such as Brahms, Tchaikowsky and Liszt |
| 5. Traditional jazz                             | 17. Contemporary serious music  |
| 6. Modern jazz                                  | 18. Earlier 'classical music', by composers such as Bach, Handel and Vivaldi                              |
| 7. Music and songs from post war musicals       | 19. Song recitals   |
| 8. Music and songs from earlier light operettas | 20. Military bands  |
| 9. Dance tunes of the 30's and 40's             | 21. Brass bands   |
| 10. Light opera like Gilbert and Sullivan       | 22. Oratorios and choral music  |
| 11. Old-tyme dance music                        | 23. Chamber music, like string quartets   |
| 12. Light orchestral pieces                     |   |

Which (if any) of these do you prefer to listen to when you are getting up in the morning?  
Just put the number, or numbers, from the list above, of the kinds of music you prefer here .....

(For example, if it is 'the very latest pop', put 1, if it is 'classical music by composers like Mozart and Beethoven' put 15 and so on).

Now please do the same to show the kinds of music you prefer —

- |  |                          |
|--|--------------------------|
| — when alone at home doing<br>housework or odd job ..... | — driving in a car ..... |
| — when relaxing at home<br>in the evening .....          | — at a party .....       |
|  | — at a concert .....     |



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio			Others (please state which)	
									1	2	4		
3.00-3.30 pm													
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9.30-10.00													
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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													

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

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
									1	2	4		
5.00-5.30 am													
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11.00-11.30													
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													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM (delete as necessary)

**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? Yes   
(Please tick in one of the boxes) No

Do you TAKE the TV Times regularly? Yes   
(Please tick in one of the boxes) 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      | <input type="checkbox"/> |
| } | Listening and viewing | <input type="checkbox"/> |
| } | The yellow pages      | <input type="checkbox"/> |

2. Which part was the most difficult?

*(Put a tick in ONE box)*

- |   |                       |                          |
|---|-----------------------|--------------------------|
| } | Daily activities      | <input type="checkbox"/> |
| } | Listening and viewing | <input type="checkbox"/> |
| } | The yellow pages      | <input type="checkbox"/> |

3. Which part did you enjoy most?

*(Put a tick in ONE box)*

- |   |                       |                          |
|---|-----------------------|--------------------------|
| } | Daily activities      | <input type="checkbox"/> |
| } | Listening and viewing | <input type="checkbox"/> |
| } | The yellow pages      | <input type="checkbox"/> |

4. And which part did you enjoy least of all?

*(Put a tick in ONE box)*

- |   |                       |                          |
|---|-----------------------|--------------------------|
| } | Daily activities      | <input type="checkbox"/> |
| } | Listening and viewing | <input type="checkbox"/> |
| } | The yellow pages      | <input type="checkbox"/> |

5. How much of your time did it take to fill in the Diary?

Please write down a rough estimate of how long you spent each day..... hours ..... minutes

6. Considering the diary as a whole, how difficult a job was it to fill it in to your own satisfaction?

*(Please put a ring round the answer that applies to you)*

Very difficult / Quite difficult / Fairly easy / Very easy

7. Did you find the job interesting?

*(Put a ring round the answer that applies to you)*

Very interesting / Quite interesting / Slightly boring / Very boring

8. It would be impossible to write down everything that happens in a week – looking back at your diary how complete a picture does it really give of your life during this week?

Very complete picture / Fairly complete picture / Misses out quite a lot / Misses out a great deal

9. In general, do you enjoy filling in questionnaires or giving answers in public opinion surveys?

I enjoy it / I don't mind / I don't really enjoy it / I would rather avoid it

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4	Others (please state which)		
3.00-3.30 pm														
3.30-4.00														
4.00-4.30														
4.30-5.00														
5.00-5.30														
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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														

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:

**SPECIMEN PAGE**

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening			Others (please state which)		
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4			
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	✓			Washing up	} listening to radio					✓				Tony Brandon
8.00-8.30	✓			housework							✓			
8.30-9.00			✓	taking children to school										
9.00-9.30			✓	shopping										
9.30-10.00			✓	} visiting a friend										
10.00-10.30			✓											
10.30-11.00			✓	returning home on bus										
11.00-11.30	✓			Resting at home	reading magazine									
11.30-12.00 noon	✓				listening to radio								Local Radio	music 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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme	
		Radio available	Radio not available			Viewing			Listening					
						BBC 1	BBC 2	ITV	Radio			Others (please state which)		
									1	2	4			
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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12.00-12.30														
12.30-1.00														
1.00-1.30														
1.30-2.00														
2.00-2.30														
2.30-3.00														

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*



Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
3.00-3.30 pm													
3.30-4.00													
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11.30-12.00 midnight													
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WHEN DID YOU GO TO SLEEP? ..... AM/PM *(delete as necessary)*

**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.

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.

Time	At Home	Not at Home		MAIN ACTIVITIES  Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES  If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE						Title of Programme	
		Radio available	Radio not available			Viewing			Listening				
						BBC 1	BBC 2	ITV	Radio				Others (please state which)
								1	2	4			
5.00-5.30 am													
5.30-6.00													
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1.00-1.30													
1.30-2.00													
2.00-2.30													
2.30-3.00													

AT WHAT TIME DID YOU WAKE UP TODAY? ..... AM/PM *(delete as necessary)*

Time	At Home	Not at Home		MAIN ACTIVITIES Please enter here details of your main activity in each half-hour	OTHER ACTIVITIES If you were doing anything else during that half hour enter the details below	PLEASE TICK IF YOU WERE							Title of Programme
		Radio available	Radio not available			Viewing			Listening			Others (please state which)	
						BBC 1	BBC 2	ITV	Radio 1	Radio 2	Radio 4		
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11.30-12.00 midnight													
12.00-12.30													
12.30-1.00													
1.00-1.30													
1.30-2.00													

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