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Introduction

This volume is No 1 of the second report in the new series of the National Readership Surveys. In 1968, major changes were made to the design and administration of the surveys. These changes are fully described in the introduction to the 1968 report volumes.

Administration

The surveys are administered by JICNARS (Joint Industry Committee for National Readership Surveys) under the independent chairmanship of Hugh Holker, Advertisement Director of International Publishing Corporation Ltd., the committee comprises representatives of publishing houses, advertising agencies and advertisers.

Newspaper and periodical publishers are represented on the committee through the Newspaper and Periodical Contributors Committee (NPCC). Advertising agencies are represented through the Institute of Practitioners in Advertising (IPA) and advertisers through the Incorporated Society of British Advertisers (ISBA).

The Secretariat is accommodated at the IPA and enquiries should be addressed to the Secretary of JICNARS, at 44, Belgrave Square, London, S W 1.

Research Contractors

From February 1st 1968, responsibility for the conduct of the surveys has been vested in Research Services Limited. The company was involved throughout in the experimental work leading to the new design of the NRS. This development work was described in a report prepared for the PCRC by Research Services Limited and entitled 'Development Work for the 1968 National Readership Survey'. This report has been published by JICNARS (January, 1969).

The Sample

The sample is designed to produce 30,000 interviews in a full year. The basis of the sampling method is a pre-selected sample drawn from the National Register of Electors. Data from the Census of Population is used to produce a sampling frame of local authority

areas, stratified by Registrar-General's planning regions, by area type, socio-economic index, etc. For a full description of the sample design see Appendix A.

The Questionnaire

The interview consists essentially of taking the informant through a booklet containing the 'mastheads' of most of the important journals and magazines. For each publication, the informant is asked to give three pieces of information:

- (i) *How many issues* of the publication he/she generally reads or looks at in an average week (or month, etc depending on how often the publication comes out) (Q.1)
- (ii) When he/she *last* read or looked at a copy (Q.2)
- (iii) *How much* of the publication the informant generally sees by the time he/she has finished with it (Q.3)

These readership questions are followed by a series of questions about the informant, his activities and his household.

A copy of the questionnaire is included in Appendix G.

Publication Changes

Details of the publication changes affecting the surveys and which have taken place during the period covered by this report will be found on page 13. A full list of the publications covered in the survey can be found in the Questionnaire in Appendix G.

Regional Newspapers

Since January 1st 1969, in addition to the two London evening newspapers already covered, readership data have been collected for all other regional evening newspapers. In each sampling point (i.e. polling district) the mastheads of any other regional evening newspapers circulating in that polling district with a 1% or more "household coverage" are included in the interviewer's masthead booklet.

Data relating to individual regional evening newspapers are not published separately in this volume. Instead, a summary is given under

the title "Any Other Evening Newspaper". This category includes informants who read or looked at one or more regional evening newspapers (apart from a London evening newspaper) during the qualifying period ("yesterday", or "Saturday" for Monday interviews)

"Any Other Evening Newspaper" will be found in the tables underneath the London evening newspapers.

Regional Surveys

The Evening Newspapers Advertising Bureau (ENAB) has arranged with JICNARS a facility whereby individual evening newspapers can commission surveys of their own circulation areas, making use of some or all of the data collected during the NRS interviewing in those areas. Ten such regional surveys have been commissioned for the fieldwork period July, 1969—June, 1970. These will be reported in a special volume to be published in September, 1970.

ITV Area Tables

In order to produce tables showing readership within ITV Areas, each of the polling districts in which interviews were made during the period were allocated to one or more ITV Areas; all interviews within any polling district were thus allocated to the same ITV Area or Areas. Only the eight largest ITV Areas account for numbers of interviews which are sufficient to provide adequate bases for separate reporting. No figures are therefore given for the three smaller ITV Areas.

Appendix E contains a map of the ITV Areas and a discussion of their definitions.

Confidence Limits

Appendix F explains a simple method of obtaining the confidence limits of any of the readership percentages contained in this report. A fuller treatment of this subject will be found in the monograph "The statistical accuracy of the IPA NRS results" by T. Corlett, MA, AMIPA, (published by the IPA)

Readership Among Special Groups

The 1968 survey carried a number of extra questions relating to motoring. Also, a number of additional motoring publications were

included for that year. Volumes 1 and 3 of the 1968 reports therefore contain a good deal of extra information concerning the motoring interest group.

For the 1969 survey, the questions and publications relating to motoring have been reduced again and extra questions on gardening and smoking have been inserted. Additional gardening publications have been included.

The 1969 report volumes will therefore contain fewer "special interest" breakdowns on motoring and more on gardening. In particular, the following breakdowns have been *omitted*

- (i) Petrol Buyers with Heavy Mileage
- (ii) Petrol Buyers with Heavy Expenditure on Accessories
- (iii) Petrol Buyers with New Car

The following new gardening interest breakdowns are *included* in this volume on Tables 139-143

Main Gardeners (i.e. mainly or jointly responsible for a garden/allotment)

- In total
- Men
- Women
- Aged 16-34
- Aged 35 or over
- Social Grade AB, C1
- Social Grade C2, DE
- Well Equipped
- With Heavy Expenditure on Plants, etc.
- With Heavy Expenditure on Major Items

The old breakdown, "Male Head of Household with Lawn Mower" has been dropped, although a lawn mower question still appears on the questionnaire and on the punched cards

The following new breakdowns relating to smoking appear in this volume on Tables 139-143,

- Serious Smokers — of Roll-Your-Own Cigarettes
- of Cigars
- of a Pipe

No information is given concerning smoking of packeted manufactured cigarettes, since in this case a short question of the type necessarily used in the NRS is not likely to yield information that would be of much use in Media planning

An important new breakdown is given on Tables 134-138 This shows readership among informants of Social Grade A, both in Total and for Men and Women separately

Reading Intensity

A large-scale study is now in progress with the objective of establishing the meanings of the positions on the Reading Intensity Scale in terms of proportions of spreads read or looked at. The results of this study will be available at the end of September, 1969 JICNARS will then consider whether, and in what form, the Reading Intensity Data should be published

Printing Strike

An industrial dispute at the Sun printing works at Watford during April and May, 1969 disrupted production to a greater or lesser extent of ten of the publications covered by the survey. This would have had the effect of artificially depressing the readership figures for these publications, both during and for some time after the strike In the published reports, figures for the strike-affected publications have been based on fieldwork carried out during the period July, 1968-March, 1969 (i.e. omitting the whole of the quarter which was disrupted by the strike)

The publications so affected are marked with the suffix 9 They are

SUNDAY TIMES COLOUR MAGAZINE
SUNDAY TIMES
TITBITS
ITV PROGRAMME PUBLICATIONS (i.e. TV TIMES)
WOMAN'S OWN
PRACTICAL HOUSEHOLDER
HONEY
FLAIR
NOVA
LIVING
VANITY FAIR

Timing of Fieldwork

Readers will note that although the report relates to the period July, 1968-June, 1969, the fieldwork did not actually end until July 5th, 1969 This is due to the arrangements which have been made to achieve a better spread of interviews over the days of the week and by days of the month The annual sample is divided into twelve equal and balanced sub-samples These sub-samples correspond roughly, but not exactly, with the months of the year. Thus, sub-sample 2 consists of fieldwork batches scheduled to be started during the month of February. Since six working days are allowed for each batch of interviews, interviewers who begin work towards the end of the calendar month will run over into the next calendar month. Although this means that a few interviews are conducted after the close of the report period, it eliminates a tendency noted previously for the distribution of interviews over the days of the month to be somewhat peaked towards the middle of the month

Structure of the Report

As the survey now produces much more data than formerly, the reports are split into a number of separate volumes These volumes, for any one reporting period, will all be based upon the same interviews In this case, the report volumes are based upon 30,580 interviews carried out between 1st July, 1968 and 5th July, 1969 There are two volumes relating to this reporting period

Volume 1, containing

- (a) Average issue readership of all major publications, analysed by sex, age, social grade, region and ITV area
- (b) Profile tables showing for all adults and housewives separately the composition of the readership of each publication in terms of sex, age, social grade and ITV area
- (c) Tables showing exposure to ITV, cinema and Radio Luxembourg analysed by age, social grade and ITV area.
- (d) Readership of each publication by weight of ITV viewing.
- (e) Readership of each publication among certain special interest groups.

Volume 2, containing

- (f) Frequency of reading each publication plus the group probabilities of reading for informants claiming each reading frequency.

Publication Changes Affecting the Survey During the Fieldwork Period Covered by this Report

<i>Publication</i>	<i>Change</i>	<i>Fieldwork Period on which published figures are based</i>
Regional Evening Newspapers		
ANY OTHER EVENING NEWSPAPER	Regional evening newspapers were included in the survey from 1st January, 1969 The results are summarised under this title, which refers to informants who had read or looked at one or more evening newspaper during the qualifying period ("Yesterday", or "Saturday" if the interview took place on a Monday) The London evening newspapers are not included in this analysis and continue to be reported separately.	January-June, 1969
General Weekly Magazines		
TV TIMES	Incorporated THE VIEWER, LOOK WESTWARD, TV WORLD and TELEVISION WEEKLY from issue of 19th September, 1968	July, 1968-March, 1969
AMATEUR GARDENING	Included in survey from 1st January, 1969	January-June, 1969
POPULAR GARDENING	Included in survey from 1st January, 1969	January-June, 1969
GARDEN NEWS	Included in survey from 1st January, 1969	January-June, 1969
General Monthly Magazines		
SHOWGUIDE	Began publication with issue of February, 1968 Included in the survey from July 1st, 1968	No figures in this report
NATIONAL GEOGRAPHIC	Included in survey from 1st November, 1968	January-June, 1969
HOMEMAKER	Incorporated EASY from 11th January, 1969	July, 1968-June, 1969
PRACTICAL GARDENING	Included in survey from 1st January, 1969	January-June, 1969
Women's Monthly Magazines		
WOMAN'S HOME JOURNAL "19"	Title changed to WOMAN'S JOURNAL from March, 1969 Included in survey from 1st January, 1969	July, 1968-June, 1969 January-June, 1969

Interpretation of Symbols Used in the Tables

- 1 DAILY RECORD was asked about in Scotland only.
- 2 The figures published for ITV PROGRAMME PUBLICATIONS are the aggregate of the following group of publications:
 - LOOK WESTWARD
 - TELEVISION WEEKLY
 - THE VIEWER
 - TV WORLD
 - TV TIMES
- 3 EVENING NEWS and EVENING STANDARD are asked about in the London, South Eastern and East Anglian planning regions only. In fact, the mastheads for these two publications were inadvertently omitted from the booklets used in the East Anglian planning region during the period 1st July-30th September, 1968. This will have resulted in the estimated readership figures in this report for both the EVENING NEWS and the EVENING STANDARD being slightly lower than they would otherwise have been. It is possible to estimate the extent of the under-statement caused by this omission and this has been the subject of Bulletins issued by JICNARS. See Bulletin Number 7, issued on 18th December, 1968.
- 4 The figures published for the ARGUS WOMEN'S GROUP are net readership figures of the following group of publications:
 - PHOTOPLAY
 - TRUE ROMANCES
 - TRUE STORY
 - WOMAN'S STORY
- 5 Two issues of VOGUE were published in each of the four months of September, October, 1968 and March, April, 1969. The question-
ing and analysis were not amended to allow for these additional issues and the readership figures are thus not strictly comparable with those magazines which had only one issue each month.
- 6 One issue of VANITY FAIR was published in each of the twelve months July 1968 to June 1969.
- 7 DRIVE was included in the survey experimentally from February 1st, 1968. DRIVE is the magazine of the Automobile Association and is the first quarterly publication to appear in the NRS. Note that the masthead for DRIVE always appeared last in the mast-head booklets.
- 8 IDEAL HOME and HOMES & GARDENS are now treated in the report as women's monthly magazines.
- 9 Because of strikes in the printing trade during the period April-June, 1969, this period has been omitted from the data base for the publications which were affected by the strikes. Figures for these publications are based on fieldwork carried out during the nine months July, 1968-March, 1969. A list of publications so affected is given in the Introduction to this volume.
- 10 ANY OTHER EVENING NEWSPAPER is the net readership of evening newspapers other than the two London evenings. Informants who said they read or looked at one or more evening newspapers "yesterday" (or "Saturday" for Monday interviews) were coded as readers of ANY OTHER EVENING NEWSPAPER at Question 2. The interviewer's masthead booklet contains the mastheads of all evening newspapers which circulate in the polling district in which she is working, provided they have a household coverage of at least 1% in that area.
- 11 NATIONAL GEOGRAPHIC was added to the survey on 1st November, 1968. In this volume readership estimates are based upon January-June, 1969 fieldwork.

12 The following gardening publications were included in the survey from 1st January, 1969

AMATEUR GARDENING
POPULAR GARDENING
GARDEN NEWS
PRACTICAL GARDENING

Readership estimates for these publications are based upon January-June, 1969 fieldwork

13 The women's monthly magazine "19" was added to the survey on January 1st, 1969. Readership estimates for this magazine are based upon January-June, 1969 fieldwork

** Represents all adults going away for a holiday either in the British Isles or abroad in the twelve months prior to the interview. The question relating to holidays (H 1a) was included in the questionnaire continuously from February 1st, 1968

0% Represents a percentage less than 0.5%

Appendix A – The Sample

The sampling population

The sample is designed to be representative of the population of Great Britain aged 16 years and over, excluding those living north of the Caledonian Canal. On the basis of the most recent information published by the Registrar General at the time of publication, the survey population is estimated to have been approximately 40,400,000 on 31st December, 1968.

Sample Design

A two-stage sample was designed for the new surveys, involving the selection of 1,200 polling districts as the primary sampling units at the first stage. At the second stage, persons aged 16 and over were selected within the chosen polling districts.

First stage: selection of polling districts

For the 1969 sample, a sampling frame of all Local Authority Areas south of the Caledonian Canal was created, using the following stratification procedures -

- (i) by the Registrar-General's 11 planning regions,
- (ii) within each planning region, by 3 area types
 - (a) conurbations
 - (b) non-conurbation urban areas
 - (c) non-conurbation rural areas
- (iii) within each area type, by evening newspaper household coverage derived from "Where"
 - (a) primary areas where household coverage of any evening newspaper is 70% or more
 - (b) secondary areas where household coverage of any evening newspaper is between 10% and 69%
 - (c) zero areas where household coverage of any evening newspaper is less than 10%

NB This third level of stratification is a modification introduced in 1969 to enable the sample design to cope with the requirement to cover evening newspaper readership in addi-

tion to the two London evening newspapers. Previously, the third level of stratification differed for the different area types. The change in stratification is not thought to have any significant effect upon the efficiency of the sample design.

- (iv) Within each of the resultant cells, Local Authority Areas (LAA's) were arranged in descending order of a socio-economic index derived from the 1966 Census of Population. Certain very large LAA's were sub-divided into groups of wards and the resultant groupings listed in descending order of their social grade index. This index is simply the percentage of economically active and retired males in the Registrar-General's socio-economic groups 1, 2, 3, 4 and 13 (i.e. "professional and managerial" occupations).

For each LAA the adult population aged 15 and over was calculated by reference to the county volumes and ward library tabulations of the 1966 Census of Population. Within each planning region a cumulative sum of the adult population was formed. A total of 1,200 sampling points was then selected with probability of selection proportionate to the adult population. Systematic random sampling procedures were used. That is, for each planning region a fixed sampling interval was applied to a random start.

This procedure not only identified the LAA's for which polling districts were to be selected; it also provided an actual point within an LAA corresponding to a named polling district. Thus, within an LAA polling districts were listed with their respective population totals and cumulated such that the sampling point(s) selected in the LAA sampling frame identified the selected polling districts. This procedure necessitated a conversion from adult population to electorate when relating sampling points to polling districts.

Balancing the sample over time

The sample was required to be representative by each 6-monthly reporting period, and by month within this period. In addition, the design incorporated a balanced daily interviewing schedule, such that approximately equal numbers of interviews would be carried out on each of the six working days of the week (i.e. all except Sundays). The following procedure was carried out to meet these requirements.

- (i) Allocation to reporting period

Each year's sample is divided into two six-monthly reporting periods. In order to ensure that the size of the sample would be

about the same for each of these two reporting periods, the 1, 200 selected polling districts were allocated alternately to the 1st and 2nd reporting periods, giving 600 polling districts per period

(i) Allocation to month

Within each reporting period, the 600 polling districts were systematically and randomly allocated to a calendar month. There were thus 100 polling districts per month.

(ii) Allocation to day of interview

Each polling district selected for a particular month was randomly allocated to a day of the week. Interviewers were instructed to start this assignment on that particular day. For each month a sampling frame of working days was constructed, omitting all Sundays and Bank Holidays. The polling districts selected for the month were then allocated to these working days, using a random start and sampling interval procedure. Interviewers were given six consecutive working days to complete the assignment, starting on the specified day. In this way, interviewing was spread evenly over all the working days in the week.

Second stage: selection of individuals

The most comprehensive listing of persons available as a sampling frame for this stage of the survey is the Electoral Registers which, however, do not include certain categories of persons. The population covered by the survey may therefore be regarded as falling into two distinct groups:

"Electors"

defined as persons listed in the current electoral register and still living at their registered address when the interviewer calls, and

"Non-Electors"

defined as all other persons aged 16 years and over, especially

- (i) adults aged 16 years and over not of voting age
- (ii) aliens and others not listed on the register
- (iii) persons who have moved from their registered address since the register was compiled

"Starred" electors

Within each selected polling district, a sample of 30 names was drawn from the current electoral register, by taking every n 'th name throughout the register, beginning at a randomly selected starting point between 1 and n , where n is the sampling interval calculated to yield the required number of names.

For each person selected, the sampler recorded on a "Sample Issue Sheet" the full name and address and, in addition, the full names of all other persons registered at the same address. The name of the selected person was marked with an asterisk. (The "starred" elector)

Non-electors

Interviewers were instructed to construct a list of all persons aged 16 and over who were resident members of the "starred" elector's household—but who were *not* listed on the "Sample Issue Sheet" for that address (i.e. non-electors). (Where the "starred" elector has moved, it is the household *now* occupying the same accommodation)

At all households where there was one such "non-elector", an interview was attempted with that person. If there were two or more "non-electors", the interviewer listed them (on a "Contact Sheet" to be returned for each address), surname followed by initials and then numbered them (1, 2, 3, . . .) in alphabetical order. She then referred to a simple table printed on the back of the "Contact Sheet" which gives, for any serial number of the address on her "Sample Issue Sheet" (from 1 to 30) and for any number of "non-electors" in the household (from 1 to '6 or more') which one to select for interview. The aim of this procedure is to select for interview one "non-elector" at random from those in the household, where there are two or more. See Appendix G for an example of the "Contact Sheet"

In short, if there is only one "non-elector" in the household, the interviewer proceeds to interview that person. If there are two or more "non-electors", the interviewer selects *one* of them, using the stipulated selection procedure. In this way, a sample of "non-electors" is selected and interviewed in addition to the sample of "electors"

Institutions

Although the above distinction between "electors" and "non-electors" can be successfully employed with private households, who form, of course, the great majority of the population of the country, there are

several practical difficulties in rigorously applying it to the population of institutions. The very large number of names that may appear in the electoral register for one institutional address is one obvious difficulty. A modified procedure was therefore used in these cases.

The term "institution" is used in the survey to cover hotels, public houses, boarding houses, hostels, hospitals, old peoples' homes, nursing homes, prisons, schools, colleges and other similar establishments. (Ordinary households containing four or more boarders are treated as boarding houses and thus as "institutions") They may or may not be recognizable as such in the electoral register.

For such addresses (where they were recognizable in the register) only the selected name or names were recorded on the Sample Issue Sheet. The interviewer was instructed to establish at her first call at the address the number of residents aged 16 and over, excluding patients and inmates of hospitals or similar institutions and temporary guests at hotels and boarding houses. If necessary, she then selected additional persons so as to apply approximately the same sampling fraction to the institutional population as is applied to the private household population in the main part of the sample design. The selected person or persons on the interviewer's list were always included in the number of attempted interviews, if the number of persons to be interviewed exceeded the number of selected persons, the interviewer was instructed to seek access to a list of residents and to select the required additional number of persons from it by a random procedure.

Weighting of "non-electors"

The sample of "non-electors" has not, like the "electors" sample, been selected with probabilities equal for all members of the sample, and it therefore requires weighting. The relative probability of selection of any "non-elector" is, in fact, given by the fraction

$$\frac{\text{the number of names in the register leading to that household}}{\text{the number of "non-electors" in that household}}$$

and a weight equivalent to the reciprocal of this fraction, i.e. --

$$\frac{\text{the number of "non-electors" in that household}}{\text{the number of names in the register leading to that household}}$$

requires to be applied to each "non-elector" in the analysis of the results.

No special weighting procedures are applied to persons interviewed at institutions.

Classification of registered persons

To ensure that the persons resident in a "starred" elector's household were correctly identified for the purposes of categorising "electors" and "non-electors", a classification procedure was adopted whereby each person listed on the sample issue sheet was classified according to their relationship to the "starred" elector. The details of the five classes employed may be found with reference to the Sample Issue Sheet (Appendix G) and fuller explanations are included in the Interviewer's Manual.

Number of calls

Interviewers were instructed to make at least three calls, where necessary, before abandoning the attempt to interview any person selected for interview, whether "elector", "non-elector" or member of an institution. No substitutes were taken in any circumstances, and the instructions and recording procedures employed in the selection of "non-electors" and members of institutions were carefully designed to avoid concealed substitutions.

10 Appendix B – The Interview

The NRS interview is designed to generate *two* main classes of information about readership

- (i) "Average issue readership"
- (ii) "Reading frequency"

In addition, a third class of information, "Reading intensity", has been collected experimentally since February 1st, 1968.

Average Issue Readership

The principle of measuring "readership" which has been used in these surveys since their inception is to attempt to establish at each interview whether or not the person interviewed has looked at any copy of the periodical in question during a period back from the day of interview equal to the interval at which the periodical appears. (Reading on the actual day of interview is not included.) Thus for each daily paper the survey attempts to establish whether or not the person interviewed looked at a copy of it "yesterday", the day before the interview (No interviews are made on Sundays. Saturday, as well as Sunday, is treated as "yesterday" for interviews made on Mondays.) For each Sunday paper or weekly magazine, the survey finds out whether or not the informant has looked at a copy of it in the past seven days, and for each monthly magazine, whether or not he has looked at a copy of it during the past four weeks. Similarly, for the quarterly magazine, the survey finds out whether the informant has looked at any copy of it in the past three months.

The questions and interviewing technique used to elicit this information were fundamentally unchanged for twelve years until the re-design of the Survey in 1968. Experimental work in 1967 showed that the form of words used in this question (now Q 2) was reasonably appropriate for its purpose. It has therefore been kept in a very similar form for the new surveys.

Principal features of the "average issue readership" question are

- (i) The interview opens with the informant going through the masthead booklet saying with what frequency he "reads or looks at" each publication. All informants who read or look at

a publication with any frequency greater than "None" are asked Q 2, (the average issue readership question). This is in effect a wider filter than the old "three months" question, so more people are asked the average issue readership question.

- (ii) The actual words used in the average issue readership question are

"When was the last time that you read or looked at a copy of _____?"

This question is preceded by an explanatory introduction which repeats the explanations given in Q 1 of the phrases "read or looked at", "it doesn't matter where" and "any copy".

Reading Frequency

The essence of the technique used to collect reading frequency data is that the informant looks at a masthead card on which is also printed a reading frequency scale. (Examples of some of the masthead/frequency scale cards are given in Appendix G.) The informant is asked to choose a position on the frequency scale which best corresponds to the frequency with which he sees the publication.

In principle, the informant is asked how many issues he reads or looks at "in an average week these days" in the case of daily newspapers. For publications appearing at weekly intervals, the informant chooses a scale position to indicate how many issues he reads or looks at "in an average month". For monthly publications (and for the quarterly) it is not practical to ask about some average period, so the informant is asked how many separate issues he has read or looked at "in the last 6 months", (12 months for the quarterly).

Users who wish to replicate the interviewing techniques used in the Survey can obtain, at a cost of £10, a complete "kit" of the field documents, including the Interviewer's Manual, from Research Services Limited. Alternatively, these documents may be inspected at the IPA on application to the Secretary of JICNARS.

Masthead Booklets

The "booklet" referred to in Question 1 consists of a set of black and white photographic reproductions of the mastheads of each periodical covered by the survey, printed on cards and bound together in the

form of a booklet. Some specimens of the reproductions of mastheads used in the booklet are shown in Appendix G.

The mastheads for four groups of periodicals covered by the survey—daily newspapers, Sunday newspapers, weekly magazines and monthly magazines—are kept separate in the booklet. A sub-group, consisting of the weekend colour magazines, has also been kept separate in the booklet but is always adjacent to the Sunday newspapers. The masthead of the quarterly magazine forms a separate, fifth group which is always last in the booklet.

Since the survey normally covers around eighty publications, it has always been a feature of the interviewing technique to rotate the order of publications in the masthead booklet. Two types of rotation of order are used. First, the order in which groups of publications appear is varied from booklet to booklet, using eight different orders as follows—

Order in which publication groups appear in different versions of the booklet

<i>Version of booklet</i>	<i>First</i>	<i>Second</i>	<i>Third</i>	<i>Fourth</i>	<i>Fifth</i>
1	Dailies	Weeklies	Monthlies	WCM Sundays	Quarterly
2	Weeklies	WCM Sundays	Monthlies	Dailies	Quarterly
3	WCM Sundays	Monthlies	Dailies	Weeklies	Quarterly
4	Weeklies	Monthlies	WCM Sundays	Dailies	Quarterly

5	WCM Sundays	Weeklies	Dailies	Monthlies	Quarterly
6	Monthlies	Dailies	Weeklies	WCM Sundays	Quarterly
7	Dailies	WCM Sundays	Weeklies	Monthlies	Quarterly
8	Monthlies	Dailies	WCM Sundays	Weeklies	Quarterly

The second type of rotation is that within each of these eight different group orders, half the booklets have the periodicals in each group in the order in which they appear on the questionnaire and half have the periodicals within groups listed in the reverse order from the questionnaire. Thus there are 16 different versions of the booklet. The weekend colour magazines and Sundays are treated as one group in this respect (even though they are shown with separate dividers in the booklet), so that in the reverse order booklets, the weekend colour magazines always appear after the Sundays—e.g. in the reverse order booklet corresponding to No. 1 above, the group order would be Dailies, Weeklies, Monthlies, Sundays and WCM, Quarterly.

The allocation of booklets to interviewers is controlled in such a way that all the different versions of the booklet are used in each region.

The main readership questions are asked at the beginning of the interview and the remaining questions follow in the order shown on the questionnaire.

NB WCM = Weekend Colour Magazines.

Appendix C – Fieldwork and Results

The tables in the report are based on interviews carried out between 1st July, 1968 and 5th July, 1969

Fully trained female interviewers were used on the survey and a very high standard of accuracy and reliability was set. This was maintained by a comprehensive editing procedure and constant supervision. Every questionnaire failing to come up to the standard required by reason of omissions or inconsistencies was rejected.

The figures given below show the fieldwork results for the period covered by the report. The following explanation of some of the terms used may be helpful.

Known to be away temporarily means that the interviewer found that the person to be interviewed would be away from home for the whole of the interviewing period in that area.

Out, 3 or more calls means that the person to be interviewed was known to be "in residence" but was out on each of the three or more occasions that the interviewer called.

Refused includes all refusals both by and on behalf of the person to be interviewed. These include refusals on behalf of that person on the grounds of illness.

Interview not possible means that the person to be interviewed was incapable of giving a satisfactory interview because of sickness, infirmity, deafness, inability to speak English or other such incapacity.

Named Persons

Total names issued		35, 949	100. 0%
<i>Less</i> Address not located	76		
Premises empty or demolished	920		
Not known at address	115		
Dead	541		
Moved away	3, 299		
		<u>4, 951</u>	13. 8%

Total attempted interviews with named individuals	30, 998	100. 0%
---	---------	---------

<i>Less</i> No reply received at any call	1, 212
Known to be away temporarily	1, 189
Out, 3 or more calls made	881
Refused	2, 259
Interview not possible	883
Other reasons for no interview	127

	<u>6, 551</u>	21. 1%
--	---------------	--------

Number of interviews obtained with named individuals	24, 447	78. 9%
--	---------	--------

Other Persons

Number of other persons selected for interview (i.e. "non-electors" and additional interviews required at institutions)	8, 218	100. 0%
---	--------	---------

<i>Less</i> Known to be away temporarily	530
Out, 3 or more calls made	673
Refused	522
Interview not possible	172
Other reasons for no interview	85

	<u>1, 982</u>	24. 1%
--	---------------	--------

Number of interviews obtained with other selected persons	6, 236	75. 9%
---	--------	--------

All persons

Total number of interviews obtained	30, 683	100. 0%
Number of questionnaires rejected at editing stage	103	0. 3%
Number of questionnaires available for analysis	30, 580	99. 7%

Appendix D - Analysis

The editing and coding and preparation of punched cards was carried out by Research Services Limited. The tabulation was carried out on their behalf by Contract Computing Limited on a CDC 3200 computer. The tables were photographed from the print-out.

All weighting processes were carried out by the computer. This is more efficient than the weighting methods necessary in analysis by punched cards since it makes use of the information obtained from every eligible interview. It renders unnecessary both the *discarding* of questionnaires, where weights of less than unity have to be applied, and also the process of selection involved in the punched card method when applying non-integral weights greater than unity.

Two weighting procedures were necessary. The first was to bring the sample of "non-electors" into line with that of the "electors" and has already been described in Appendix A. The second weighting process was necessary to ensure that the sample was representatively balanced by sex, age and region. The number of interviews was broken down into 72 cells (by sex, by six age groups, by six survey regions) and each of these cells was weighted to bring it to its correct proportion of the population.

This was carried out for the July-December, 1968 and January-June, 1969 fieldwork periods separately. The weights applied to each cell are shown in the tables on the next pages.

Weighting Factors Applied to Interviews

July-December, 1968

	LONDON +S.E.	S.W. + WALES	MIDLANDS	NORTH- WEST	N.E. +NORTH	SCOTLAND
MEN						
16-24	1.4322	1.1509	1.2565	1.1547	1.2179	1.1690
25-34	1.1415	1.0683	1.0635	1.0191	.9714	1.0560
35-44	1.1189	1.0714	1.1362	1.2239	1.0587	.9532
45-54	1.0396	.8392	.9653	.9765	.8694	.7233
55-64	.9284	.9108	.9481	1.2514	.8475	.9002
65 +	1.0015	.8521	.8266	.9676	.9349	.9825
WOMEN						
16-24	1.1176	1.0426	1.2421	1.0336	1.0564	.9429
25-34	.9215	1.0603	.8387	.9632	.8126	.7771
35-44	.9949	.8325	1.0293	.9819	.8608	.8225
45-54	.9574	.9229	.8539	.9405	.9170	1.0215
55-64	1.0278	.8162	1.0167	1.0953	.9069	.8409
65 +	1.1137	.9141	.9513	.9871	.8811	1.0691

Weighting Factors Applied to Interviews

January-June, 1969

	LONDON *S.E.	S.W. * WALES	MIDLANDS	NORTH- WEST	N.E. *NORTH	SCOTLAND
MEN						
16-24	1,2859	1,1955	1,1408	1,0638	1,0590	1,2402
25-34	1,2937	1,0243	1,0977	,9936	1,1323	1,0672
35-44	1,0589	,9605	1,0238	1,1116	,9857	,8193
45-54	1,0633	,8755	,9932	1,1052	,9104	,8827
55-64	1,0827	,9624	,8523	1,1015	,9023	1,4637
65 +	,9707	,7893	,8631	1,1197	,8932	,9399
WOMEN						
16-24	1,2837	1,0664	1,0205	1,0086	,9966	1,1601
25-34	1,0112	,8825	,9305	,8562	,8980	,8992
35-44	,9080	,8670	,8691	,9381	,8710	,8888
45-54	,9172	,8850	,8529	,9957	,8412	,8390
55-64	,9345	,7980	,9293	,9768	,9762	,8866
65 +	1,1120	,9923	1,0204	1,1478	1,0079	,8403

Appendix E - Definitions Used in the Survey

Survey Regions

The survey regions are defined in terms of the Registrar General's New Standard Regions as defined by the General Register Office in December 1965

For the fieldwork period July, 1968 to June, 1969 the survey regions are defined as follows

<i>Survey Region</i>	<i>Registrar General's New Standard Regions</i>
London and South East	Greater London East Anglia South East
South West and Wales	South West Wales
Midlands	East Midlands West Midlands
North West	North West
North East and North	North Yorkshire and Humberside
Scotland	Scotland south of the Caledonian Canal

The areas of Scotland excluded from the survey are the counties of Caithness, Orkney, Ross & Cromarty, Zetland and Sutherland, the following administrative areas in the County of Argyll -the Burgh of Tobermory, and the Landward Districts of Ardnamurchan, Islay, Jura & Colonsay, Mull and Tiree & Coll, and the following Landward Districts in the county of Inverness -Aird, Barra, Harris, Lochaber (part of), North Uist, Skye and South Uist

A map showing the survey regions will be found in this Appendix

Conurbation

Greater London As defined by the Registrar General in December, 1965

ITV Areas

The definitions of the ITV areas used in the tables are derived from those published by Television Audience Measurement Limited as shown on their map published in September 1967

In order to enable this analysis to be made, each of the polling districts in which interviews were made during the period was allocated to one or more ITV Areas according to the definitions of these areas referred to above, all interviews within any polling district were thus allocated to the same area or areas

It should be noted that the areas used in the original selection of interviewing points to ensure a representative distribution of interviews throughout the country were the Registrar General's Standard Regions, not the ITV Areas themselves, the subsequent weighting of the sample was also done in terms of combinations of these Standard Regions For this reason the estimated populations of the ITV Areas derived from the survey and shown at the head of the columns must be regarded as being only *approximations* to the true populations of the areas as defined above

A map showing the ITV area boundaries used will be found in this appendix

Users' attention is drawn to Q TV 3, which asks members of ITV households which ITV station they generally watch This provides an alternative method of allocating informants to ITV areas The question produces a few incongruous answers, e.g. claims to view ITV stations remote from the informant's home, but these account for less than 1% of informants

Household

A private household consists of either one person living alone or a group of persons, usually but not always, members of one family, who live together and whose food and other household expenses are managed as one unit Resident domestic servants and "boarders", "lodgers", etc (however described), are included in the household provided that they have at least one main meal a day from the common source

Housewife

A housewife is defined as the female member of a private household who is solely or mainly responsible for the household duties

Head of Household

The head of a private household is that member of the household who either owns the accommodation occupied by the household or is responsible for the rent, or, if the accommodation is occupied rent-free, the person who is responsible for the household having it rent-free If this person is a married woman whose husband is a member of the household, then the husband is counted as the "Head of Household"

Social Grade

The social grade of an informant is normally based on the occupation of the head of his or her household, if the Head of Household is retired it is based on the Head of Household's former occupation. Where there is no such occupation, or information about it is unobtainable, the assessment of social grade is based on environmental factors such as the type of dwelling, the amenities in the home, the presence of domestic help, and so on.

The social grade of boarders, lodgers and resident domestic servants in private households, and also that of members of institutions, is based on the informant's own occupation.

<i>Social Grade</i>	<i>Social Status</i>	<i>Head of Household's Occupation</i>
A	Upper middle class	Higher managerial, administrative or professional
B	Middle class	Intermediate managerial, administrative or professional
C1	Lower middle class	Supervisory or clerical, and junior managerial, administrative or professional
C2	Skilled working class	Skilled manual workers
D	Working class	Semi and unskilled manual workers
E	Those at lowest levels of subsistence	State pensioners or widows (no other earner), casual or lowest-grade workers

The above table broadly defines the six social grades used. The relationship between social grade and net income of the Head of the Household is a complex one. This will be the subject of a forthcoming publication. Readers should note that income is in any case not a determinant of social grade.

ITV Viewing Intensity (Q TV 4)

Informants are assigned to ITV viewing intensity groups according to their claimed viewing of ITV, as follows:

- (a) There are three pieces of information about television viewing in respect of each informant, namely:
 - days per week any television watched (from Q TV 4a)
 - hours per day any television watched (from Q TV 4b)
 - hours out of ten ITV is watched ("ITV loyalty") (from Q TV 4c)
- (b) On the basis of these three factors, informants' ITV viewing intensity groups are determined according to the scheme shown on the last page of this Appendix. The object is to divide informants who ever view ITV into five approximately equal-sized groups according to their intensity of viewing ITV:
 - LIGHT
 - LIGHT MEDIUM
 - MEDIUM
 - MEDIUM HEAVY
 - HEAVY
- (c) Additionally, there is a sixth category, namely, NEVER VIEW ITV. These informants are all the rejects from the above analysis, i.e.
 - those who have no ITV set (i.e. not asked these questions)
 - those who say they never watch television
 - those who say they never watch ITV

Frequency of Visiting the Cinema (Q.C 1-3)

The four cinema-going frequency groups are defined as follows:

REGULARLY Those who go to the cinema once a week or more often

OCCASIONALLY Those who go to the cinema less often than once a week but at least once a month

INFREQUENTLY Those who go to the cinema less often than once a month

NEVER GO Those who say they never go to the cinema

Frequency of Listening to Radio Luxembourg (Q R. 1)

Informants are assigned to listening frequency groups as follows

REGULARLY Those who listen on three or more days a week

OCCASIONALLY Those who listen two days a week or less often

NEVER LISTEN Those who say they never listen

Members of car-owning Households

Informants answering "Yes" to Q M 1a, "Is there a car in this household?" No inquiry is made as to the actual ownership of the car

Petrol Buyers

Members of car-owning households answering "Yes" to Q M 1b, "Do you buy most of the petrol for the car (any of the cars)?" "Buying petrol" means going to the petrol pump and asking for petrol. No inquiry is made as to who literally pays for the petrol

Members of 2-car Households

Members of households in which there is more than one car (Q M 1a)

Terminal education age

The question asked was "How old were you when you finished your full-time education?"

In the table, informants still at school or college have been classified as "16 to 18" if aged under 19 at the date of interview and as "19 or over" if aged 19 or over

Holiday takers

Informants were asked whether they had taken a holiday away from home "during the last twelve months" Holidays could be either in the

British Isles or abroad, but short visits to relatives or friends were specifically excluded. Figures for these tables were based on the whole year's interviews (Q H 1a)

Adults owning shares

Informants who themselves owned "any stocks or shares or any holdings in a unit trust" (Q L 3)

Adults with cheque book

Informants who said they owned a cheque book of their own (Q L 2)

Adults with telephone

Informants answering "Yes" to the question "Have you your own telephone?" (Q L 4) A telephone on a party line was counted as the informant's own telephone. Also, in multi-household dwellings, the presence of a telephone receiver in the household's own accommodation was regarded as "having a telephone"

Adults moving house in last two years

Informants who had been living in their present accommodation for less than two years

Housewives working full or part-time

Housewives (female) who have a paid job, full or part-time, including those who work for less than eight hours a week

Male heads of owner-occupied households

Male heads of households whose accommodation is stated to be "owned" at Q CD 3a, either on mortgage or owned outright

Single women

Female informants whose marital status is given as "single", i.e. not including widows, divorcees and separated wives

Married women

Female informants whose marital status is given as "married", i.e. not including widows, divorcees and separated wives

Number of years housewifely duties carried out

For housewife informants (female), the number of years they have carried out the housewife's duties for their present household, regardless of where the household has lived during that time. Effectively, this means the length of time since the present household was formed (by the accession of the present housewife). Not all recently formed households are necessarily young households. Changes in the domestic arrangements, at any time, can result in the accession of a new housewife.

Men petrol buyers

Male informants who say they buy most of the petrol for at least one car in answer to Q M 1b. "Buying" petrol in this context means actually going to the petrol pump and asking for petrol. No inquiry is made as to who literally pays for the petrol.

Main Gardeners

Informants who have the main responsibility for the upkeep of the garden and/or allotment at Q G1(b). In households where this responsibility is shared equally between the informant and someone else, the informant is still regarded as a main gardener. If the garden is not maintained, the person who would normally feel responsible for the garden is coded as the main gardener. Usually this is the householder. If a gardener is employed, the person who gives this gardener his instructions is regarded as the main gardener.

Well-equipped main gardeners

Main gardeners who have in their possession and in working order at least three of the five items of equipment listed at Q G 1(g).

Main gardeners with heavy expenditure on plants, etc

Main gardeners who at Q G1(c) say they have spent in the past 12 months more than £2 10 0 on items for the current upkeep of the garden and/or allotment. These items include plants, seeds, bulbs, garden chemicals of every description, sticks, labels, etc.

Main gardeners with heavy expenditure on major items

Main gardeners who at Q G1(e) say they have spent an average of £10 or more per year over the last three years on items such as tools, equipment, sheds, fences, structural alterations and other items of capital expenditure on the garden/allotment.

Main gardeners who are very interested readers

Main gardeners who at Q G 1(f) say they are very interested in reading about gardening in newspapers and magazines.

Serious smokers of roll-your-own

Informants who at Q T 2B say they smoke half an ounce or more of roll-your-own cigarette tobacco in an average week.

Serious smokers of cigars

Informants who at Q T 2D say they smoke an average of at least one cigar a week. Small cigars, cheeroots, etc are included in this definition, but not cigarette-type cigars (e.g. "Cigarillos").

Serious smokers of a pipe

Informants who at Q T 2E say they smoke at least half an ounce of pipe tobacco in an average week.

Assignment of Informants to ITV Viewing Intensity Categories

Hours per day T.V. Watched Col. 22

Position	0		1		2		3		4	
	1 or less		Over 1 up to 2		Over 2 up to 3		Over 3 up to 4		Over 4 up to 5	
Hours										
Days per Week TV Watched Col. 21	IF ITV LOYALTY IS	THEN ITV VIEWING IS								
Y less often	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT L MED
X 1 or 2 days	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT L. MED	LOW MED HIGH	LIGHT LIGHT L. MED	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	LIGHT L MED MEDIUM
1 3 or 4 days	LOW MED HIGH	LIGHT LIGHT LIGHT	LOW MED HIGH	LIGHT LIGHT L MED	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	L MED MEDIUM M HEAVY
2 5 days	LOW MED HIGH	LIGHT LIGHT L MED	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	L MED MEDIUM M HEAVY	LOW MED HIGH	L MED MEDIUM M HEAVY
3 6 days	LOW MED HIGH	LIGHT LIGHT L MED	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	L MED L MED MEDIUM	LOW MED HIGH	L MED MEDIUM M HEAVY	LOW MED HIGH	MEDIUM M HEAVY HEAVY
4 7 days	LOW MED HIGH	LIGHT L MED L MED	LOW MED HIGH	LIGHT L MED MEDIUM	LOW MED HIGH	L, MED MEDIUM M HEAVY	LOW MED HIGH	MEDIUM M HEAVY HEAVY	LOW MED HIGH	MEDIUM M HEAVY HEAVY

"ITV LOYALTY" = LOW if up to 4 hours out of ten (Col 23 positions 0, 1, 2 or 3)
 MEDIUM if over 4 and up to 6 hours out of ten (Col 23 positions 4 or 5)
 HIGH if over 6 hours out of ten (Col 23 positions 6, 7, 8 or 9)

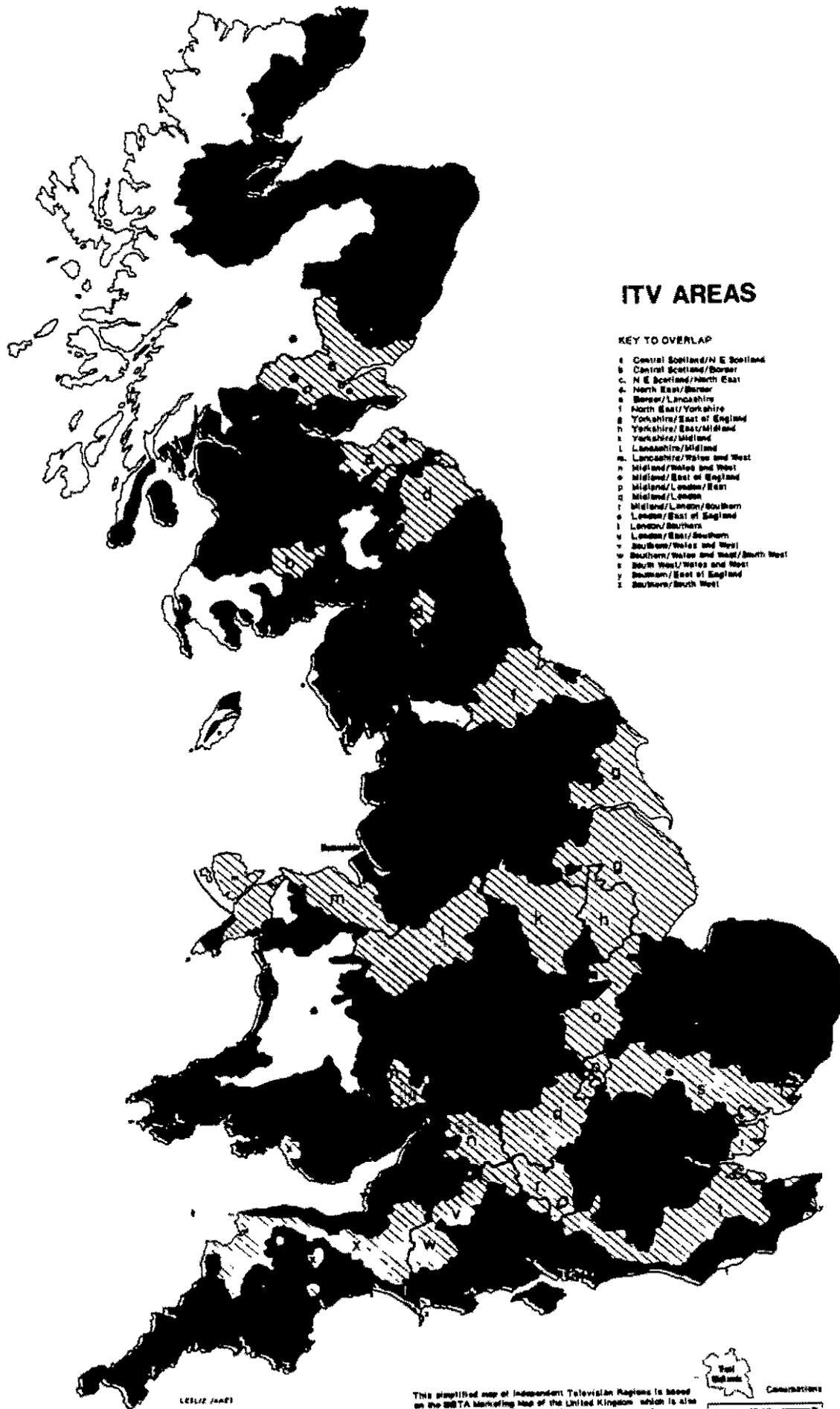
ITV Viewing Intensity (Cont'd)

5 Over 5 up to 6		6 Over 6 up to 7		7 Over 7 up to 8		8 Over 8 up to 9		9 Over 9	
IF ITV LOYALTY IS	THEN ITV VIEWING IS								
LOW	LIGHT								
MED	LIGHT	MED	LIGHT	MED	LIGHT	MED	L MED	MED	L MED
HIGH	L MED	HIGH	L MED	HIGH	L. MED	HIGH	MEDIUM	HIGH	MEDIUM
LOW	LIGHT	LOW	LIGHT	LOW	L MED	LOW	L MED	LOW	L MED
MED	L MED	MED	L MED	MED	MEDIUM	MED	MEDIUM	MED	MEDIUM
HIGH	MEDIUM	HIGH	MEDIUM	HIGH	M HEAVY	HIGH	M HEAVY	HIGH	M HEAVY
LOW	L MED	LOW	L MED	LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM
MED	MEDIUM	MED	MEDIUM	MED	M HEAVY	MED	M HEAVY	MED	M. HEAVY
HIGH	M HEAVY	HIGH	M. HEAVY	HIGH	HEAVY	HIGH	HEAVY	HIGH	HEAVY
LOW	L MED	LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM
MED	MEDIUM	MED	M HEAVY						
HIGH	M HEAVY	HIGH	HEAVY	HIGH	HEAVY	HIGH	HEAVY	HIGH	HEAVY
LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	LOW	M HEAVY
MED	M. HEAVY	MED	M HEAVY	MED	M HEAVY	MED	M HEAVY	MED	HEAVY
HIGH	HEAVY								
LOW	MEDIUM	LOW	MEDIUM	LOW	MEDIUM	LOW	M. HEAVY	LOW	M HEAVY
MED	M HEAVY	MED	M. HEAVY	MED	M. HEAVY	MED	HEAVY	MED	HEAVY
HIGH	HEAVY								

JICNARS Survey Regions



LESLIE JAMES
JULY 1968



ITV AREAS

KEY TO OVERLAP

- a Central Scotland/N E Scotland
- b Central Scotland/Border
- c N E Scotland/North East
- d North East/Border
- e Border/Lancashire
- f North East/Yorkshire
- g Yorkshire/East of England
- h Yorkshire/East/Midland
- i Yorkshire/Midland
- l Lancashire/Midland
- m Lancashire/Wales and West
- n Midland/Wales and West
- o Midland/East of England
- p Midland/London/East
- q Midland/London
- r Midland/London/Southern
- s London/East of England
- t London/Southern
- v London/Wales and West
- w Southern/Wales and West/South West
- x South West/Wales and West
- y Southern/East of England
- z Southern/South West

LESLIE JAMES
JULY 1968

This simplified map of Independent Television Regions is based on the BSA Marketing Map of the United Kingdom which is also used as the basis for JICAR Audience Research reports



Appendix F - The Confidence Limits of NRS Readership Percentages

This chart gives the approximate "95% confidence limits" for any readership percentage contained in reports of the National Readership Surveys. These "confidence limits" are such that there is only about 1 chance in 20 of the true readership percentage lying outside the limits given by the observed percentage *plus or minus* the "confidence limits".

To obtain the confidence limits for any readership percentage, lay a straight edge across the chart so that it joins (i) the size of the unweighted sample on the left-hand scale (e.g. "5,000") and (ii) the observed readership percentage (e.g. "20%") on the *right-hand* scale. The confidence limits can then be read off the central scale at the point where the scale is cut by the straight edge (e.g. "1.6%").

The confidence limits of a readership percentage are the same as those for 100 *minus* that percentage. Thus to use the chart for readership percentages greater than 50% (e.g. 65%), subtract the percentage from 100 (e.g. 35%) and then use the chart in the normal way (i.e., reading 35%, instead of 65%, on the right-hand scale).

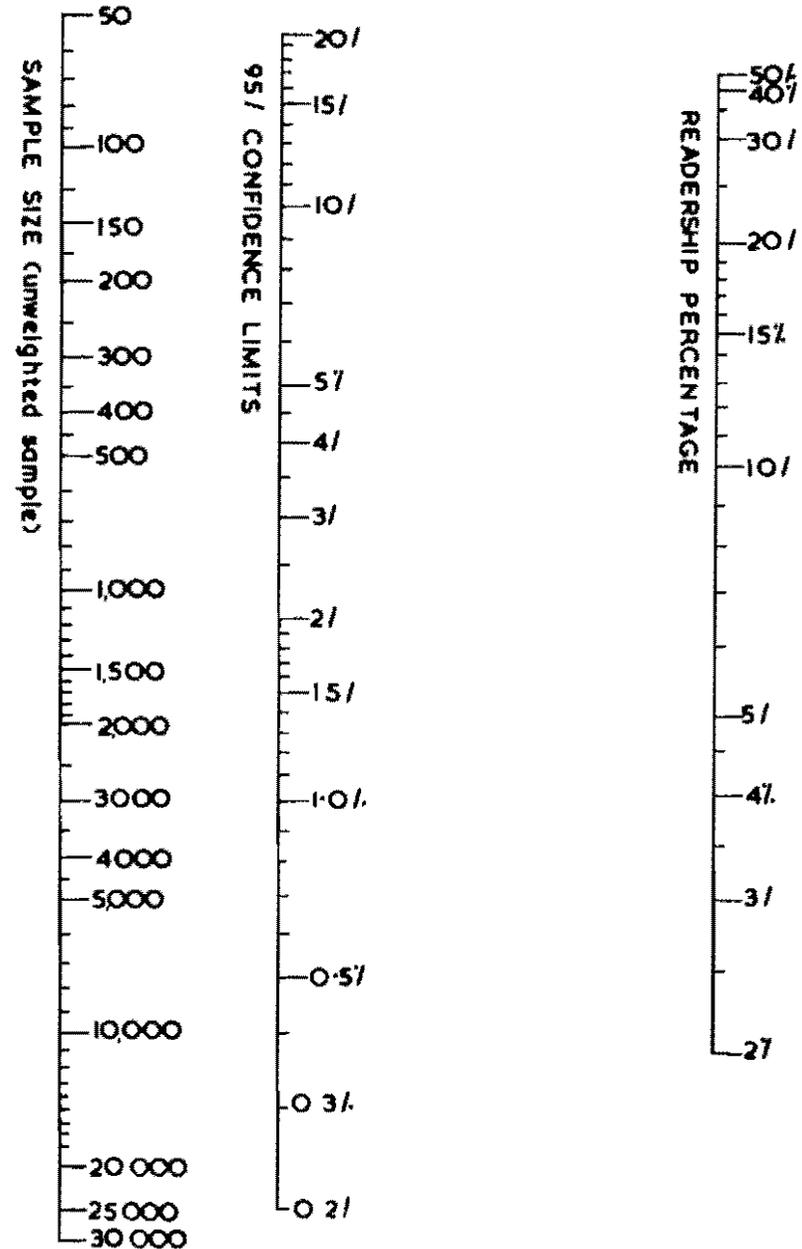
To obtain the confidence limits in terms of *numbers* of readers, multiply the result by the "estimated population aged 16 years and over" given at the head of the column from which the readership percentage was taken.

Comparing estimates from two reports

The confidence limits given by the chart can also be used to test the significance of the *difference* between the readership estimates for a particular periodical given in two different reports. For example, if two *consecutive* reports are being compared (i.e., two reports sharing a common six months of fieldwork), a difference between the two estimates which is less than the confidence limits shown by the chart may well have arisen by chance of sampling, a difference greater than the confidence limits is rather unlikely to be due to chance and thus probably reflects a real change. If estimates from two *non-consecutive* reports are being compared (i.e., no overlap of fieldwork), the confidence limits given by the chart should be multiplied by 1.4 before being compared with the observed difference in the same way.

Technical note

The confidence limits given by the chart represent $2.0 \times 1.4 \sqrt{p(100-p)/n}$. The last term is the standard error of a percentage, *p*, based on a simple random sample of size *n*. The factor 1.4 is an allowance for the fact that the sample used in this survey is a "two-stage," not a "simple," random sample, so that the standard error for a given size of sample is increased. The factor 2.0 is the multiple of the standard error required to give 95% confidence limits.



Appendix G - Field Documents

This appendix contains reproductions of the following:

Sample List

Contact Sheet

Specimen pages from the recall-aid booklet

Reading Intensity scale

Questionnaire

At the sampling stage, each selected name is entered on the *sample list* together with the address and the names of all other persons registered at that address. The selected name is indicated by an asterisk. The interviewer is required to complete for each name the "classification of persons registered". The number classified "A", "B" or "C" gives "the number of names in the register leading to that household", which is the denominator of the weight applied to each non-electors as described in Appendix A.

A *contact sheet* is completed for every starred name on the sample list. On it the interviewer records,

- (i) whether the selected person is resident at a private household or at an institution;
- (ii) the date and time of each call made;
- (iii) for institutions only the type of institution and the number of "residents" aged 16 and over,
- (iv) the names of non-electors at a private household or the names of additional persons selected for interview at an institution;
- (v) the result of each call.

The *recall-aid booklets* contain reproductions of the title-blocks of every publication covered by the surveys. Four specimens are shown here. They are printed on card and are bound together to form a booklet.

The *Questionnaire* shown here is a photographically reproduced version of the form actually used in the field.

SELECTION OF NON-ELECTOR FOR INTERVIEW

After you have listed the non-electors in the household you should number them in alphabetical order. The table below will then tell you which one of the non-electors you should attempt to interview.

Count how many non-electors there are on your list and select the appropriate column in the table below. Then run down the column until you come to the figure opposite the Serial Number of the address. This number is the number of the non-elector you should interview.

EXAMPLE If there are 3 non-electors on your list and the Serial Number of the address is 14, you should select the column headed 3 and run down that column until you come to the figure opposite 14, that is — 2. You should then interview the non-elector you have numbered 2.

Address Serial Number	Number of non-electors in household					
	1	2	3	4	5	6 or more
01	1	2	1	3	1	4
02	1	1	2	4	2	5
03	1	2	3	1	3	6
04	1	1	1	2	4	1
05	1	2	2	3	5	2
06	1	1	3	4	1	3
07	1	2	1	1	2	4
08	1	1	2	2	3	5
09	1	2	3	3	4	6
10	1	1	1	4	5	1
11	1	2	2	1	1	2
12	1	1	3	2	2	3
13	1	2	1	3	3	4
14	1	1	2	4	4	5
15	1	2	3	1	5	6
16	1	1	1	2	1	1
17	1	2	2	3	2	2
18	1	1	3	4	3	3
19	1	2	1	1	4	4
20	1	1	2	2	5	5
21	1	2	3	3	1	6
22	1	1	1	4	2	1
23	1	2	2	1	3	2
24	1	1	3	2	4	3
25	1	2	1	3	5	4
26	1	1	2	4	1	5
27	1	2	3	1	2	6
28	1	1	1	2	3	1
29	1	2	2	3	4	2
30	1	1	3	4	5	3

SELECTION OF ADDITIONAL PERSONS FOR INTERVIEW AT INSTITUTIONS

At institutions it may be necessary to select additional persons to interview. The table below shows how many additional names are required.

At a particular institution there may be one or more starred names on the Sample Issue Sheet. Select the column of the table below according to the number of starred names appearing on the Sample Issue Sheet for the institution. Then run down the column until you come to the figure which is opposite the number of residents aged 16+ living at the institution. This figure is the number of additional persons you should select for interview.

Number of residents aged 16+	Number of starred names					
	1	2	3	4	5	6 or more
up to 35	—	—	—	—	—	—
36-105	+1	—	—	—	—	—
106-175	+2	+1	—	—	—	—
176-245	+3	+2	+1	—	—	—
246-315	+4	+3	+2	+1	—	—
316 or over	+5	+4	+3	+2	+1	—

Where a dash appears in the table, no additional names are required.

DO NOT SELECT PERSONS TO REPLACE STARRED NAMES WHO ARE NOT ELIGIBLE (i.e. moved away patients etc.) IF THE STARRED PERSON IS NOT A RESIDENT AND NO ADDITIONAL NAMES ARE REQUIRED ACCORDING TO THE ABOVE TABLE. NO INTERVIEW IS REQUIRED AT ALL.

Daily Mirror

D
8

IN AN AVERAGE WEEK THESE DAYS
I SEE THIS NUMBER OF ISSUES

6	5	4	3	2	1	LESS THAN ONE	NONE
---	---	---	---	---	---	---------------	------

THE SUNDAY TIMES

S
23

IN AN AVERAGE MONTH I SEE THIS NUMBER OF ISSUES

4	3	2	1	LESS THAN ONE	NONE
---	---	---	---	---------------	------

Titbits

GW
432

IN AN AVERAGE MONTH I SEE THIS NUMBER OF ISSUES

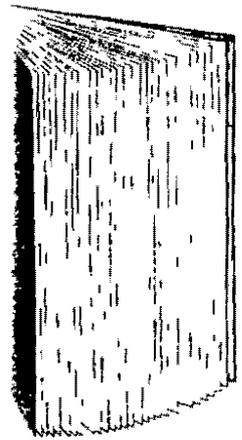
| 4 | | 3 | | 2 | | 1 | | LESS THAN ONE | | NONE |

SHOWGUIDE

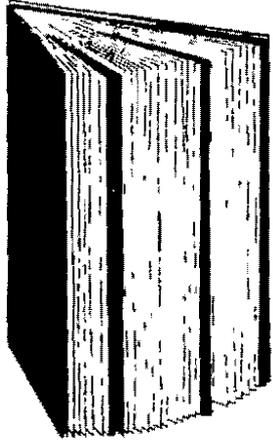
GM
23

IN THE LAST SIX MONTHS I HAVE SEEN
THIS NUMBER OF SEPARATE ISSUES

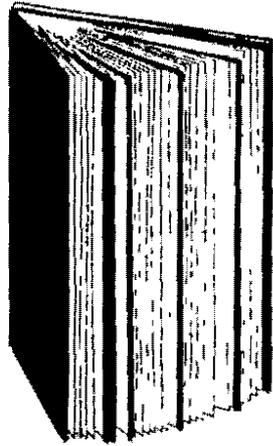
| 6 | | 5 | | 4 | | 3 | | 2 | | 1 | | NONE |



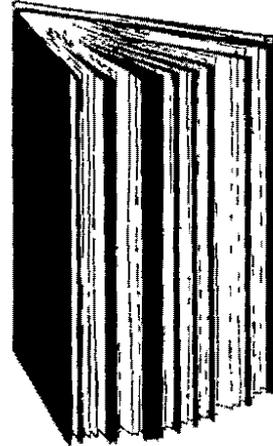
A
NONE



B



C



D



E



F
OR MORE

QUESTIONNAIRE FORM

NATIONAL
READERSHIP SURVEY

RESEARCH SERVICES LIMITED
20-24 BROADWICK STREET
LONDON W1V 1FG

<p>ASK Q 1 ABOUT ALL PUBLICATIONS BEFORE GOING ON TO Q 2 ASK IN BOOKLET ORDER</p> <p>1 I want you to go through this booklet with me and tell me for each paper roughly how many issues you have read or looked at recently—it doesn't matter where. As I show you each card will you tell me which of the statements applies?</p> <p>NOW EXPLAIN—read or looked at it doesn't matter where any copy</p>	<p>ASK Q 2 FOR EACH PUBLICATION WHERE ANY READING (CODED OTHER THAN NONE AT Q 1)</p> <p>2 INTRO I would now like to go through some of the publications again and ask you to say for each one when you last read or looked at a copy</p> <p>AGAIN EXPLAIN—read or looked at it doesn't matter where any copy</p> <p>ASK FOR EACH PUBLICATION CODED OTHER THAN NONE When was the last time that you read or looked at a copy of ?</p> <p>IF TODAY ASK—When did you last look at a copy of apart from today?</p> <p>ASK Q 3 FOR EACH PUBLICATION WHERE ANY READING</p> <p>3 INTRO For some publications I want you to say which of these pictures best shows about how much you usually see by the time you finish with a copy</p> <p>ASK FOR EACH PUBLICATION CODED OTHER THAN NONE On average when you read or look at a copy of how many pages have you usually seen by the time you have finished with it? How many by the time you have finished with the average copy of ?</p>
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GROUP I DAILY NEWSPAPERS

Tick to indicate rotation of publications within group (indicated by booklet number)

Top to Bottom

Bottom to Top

Enter order of asking this group

PUBLICATION	Q 1 NUMBER OF ISSUES READ OR LOOKED AT								Q 2 LAST SEEN		Q 3 PICTURE CHOSEN						
	6	5	4	3	2	1	Less than one	None	Yesterday / Sat	Longer ago	A	B	C	D	E	F	
<i>Daily Newspapers</i>																	
7 Daily Express	6	5	4	3	2	1	0	Y	7	A	Y	X	0	1	2	3	
8 Daily Mirror	6	5	4	3	2	1	0	Y	X	A	4	5	6	7	8	9	27
9 Daily Sketch	6	5	4	3	2	1	0	Y	1	A	Y	X	0	1	2	3	
10 Daily Mail	6	5	4	3	2	1	0	Y	2	A	4	5	6	7	8	9	28
11 The Times	6	5	4	3	2	1	0	Y	3	A	Y	X	0	1	2	3	
12 Daily Telegraph	6	5	4	3	2	1	0	Y	4	A	4	5	6	7	8	9	29
13 The Guardian	6	5	4	3	2	1	0	Y	5	A	Y	X	0	1	2	3	
14 Financial Times	6	5	4	3	2	1	0	Y	6	A	4	5	6	7	8	9	30
15 Daily Record (Scotland)	6	5	4	3	2	1	0	Y	7	A	Y	X	0	1	2	3	
16 Sun	6	5	4	3	2	1	0	Y	8	A	4	5	6	7	8	9	31
17 (Any other Evening Newspaper) O U O	6	5	4	3	2	1	0	Y	9	A	4	5	6	7	8	9	32
18 (London) Evening Standard	6	5	4	3	2	1	0	Y	X	A	Y	X	0	1	2	3	
19 (London) Evening News	6	5	4	3	2	1	0	Y	X	A	4	5	6	7	8	9	33

GROUP II WEEKEND COLOUR MAGAZINES AND SUNDAY NEWSPAPERS

Tick to indicate rotation of publications within group (indicated by booklet number)

Top to Bottom

Bottom to Top

Enter order of asking this group

PUBLICATION	Q 1 NUMBER OF ISSUES READ OR LOOKED AT							Q 2 LAST SEEN		Q 3 PICTURE CHOSEN						
	4	3	2	1	Less than one	None	Within last 7 days	Over 7 days ago	A	B	C	D	E	F		
<i>Weekend Colour Magazines</i>																
20 Observer Colour Magazine	Y	X	0	1	2	3	1	A	Y	X	0	1	2	3		
Sunday Times Colour Magazine	4	5	6	7	8	9	2	A	4	5	6	7	8	9		34
21 Daily Telegraph Magazine	Y	X	0	1	2	3	3	A	Y	X	0	1	2	3		35
<i>Sunday Newspapers</i>																
22 Sunday Telegraph	Y	X	0	1	2	3	Y	A	Y	X	0	1	2	3		
News of the World	4	5	6	7	8	9	X	A	4	5	6	7	8	9		36
23 Sunday Times	Y	X	0	1	2	3	1	A	Y	X	0	1	2	3		
Sunday Express	4	5	6	7	8	9	2	A	4	5	6	7	8	9		37
24 Sunday Mirror	Y	X	0	1	2	3	3	A	Y	X	0	1	2	3		
Observer	4	5	6	7	8	9	4	A	4	5	6	7	8	9		38
25 People (Glasgow) Sunday Post	Y	X	0	1	2	3	5	A	Y	X	0	1	2	3		
	4	5	6	7	8	9	6	A	4	5	6	7	8	9		39
26 (Glasgow) Sunday Mail	Y	X	0	1	2	3	7	A	Y	X	0	1	2	3		40

OE No	OTHER EVENING NEWSPAPERS	Q 1 NUMBER OF ISSUES READ OR LOOKED AT								Q 2 LAST SEEN		Q 3 PICTURE CHOSEN					
		6	5	4	3	2	1	Less than one	None	Yest erday /Sat	Long er ago	A	B	C	D	E	F
80	<u>South East</u> (B mouth) Evening Echo	6	5	4	3	2	1	0	Y	Y	A	Y	X	0	1	2	3
81	(Brighton) Evening Argus	6	5	4	3	2	1	0	Y	X	A	4	5	6	7	8	9
82	(Cham R chester G ham) Evening Post	6	5	4	3	2	1	0	Y	1	A	Y	X	0	1	2	3
83	(Luton) Evening Post	6	5	4	3	2	1	0	Y	2	A	4	5	6	7	8	9
84	Oxford Mail	6	5	4	3	2	1	0	Y	3	A	Y	X	0	1	2	3
85	(Portsmouth) Evening News	6	5	4	3	2	1	0	Y	4	A	4	5	6	7	8	9
86	(Reading) Evening Post	6	5	4	3	2	1	0	Y	5	A	Y	X	0	1	2	3
87	(S ton) Southern Ev Echo	6	5	4	3	2	1	0	Y	6	A	4	5	6	7	8	9
88	(Watford) Evening Echo	6	5	4	3	2	1	0	Y	7	A	Y	X	0	1	2	3
89	<u>South West</u> Bath & Wilts Ev Chronicle	6	5	4	3	2	1	0	Y	8	A	Y	X	0	1	2	3
90	(Bristol) Evening Post	6	5	4	3	2	1	0	Y	9	A	4	5	6	7	8	9
91	(Chelt m) G shire Echo	6	5	4	3	2	1	0	Y	Y	A	Y	X	0	1	2	3
92	(Exeter) Express & Echo	6	5	4	3	2	1	0	Y	X	A	4	5	6	7	8	9
93	(Gloucester) The Citizen	6	5	4	3	2	1	0	Y	1	A	Y	X	0	1	2	3
94	(Plymouth) W Ev Herald	6	5	4	3	2	1	0	Y	2	A	4	5	6	7	8	9
95	(Swindon) Evening Adv	6	5	4	3	2	1	0	Y	3	A	Y	X	0	1	2	3
96	(Torquay) Herald Express	6	5	4	3	2	1	0	Y	4	A	4	5	6	7	8	9
97	(W mouth) Dorset Ev Echo	6	5	4	3	2	1	0	Y	5	A	Y	X	0	1	2	3
98	<u>Wales</u> (Cardiff) South Wales Echo	6	5	4	3	2	1	0	Y	6	A	Y	X	0	1	2	3
99	(Newport) S Wales Argus	6	5	4	3	2	1	0	Y	7	A	4	5	6	7	8	9
100	(Swansea) S Wales Ev Post	6	5	4	3	2	1	0	Y	8	A	Y	X	0	1	2	3
101	<u>East Anglia</u> Cambridge News	6	5	4	3	2	1	0	Y	Y	A	Y	X	0	1	2	3
102	(Ipswich) Evening Star	6	5	4	3	2	1	0	Y	X	A	4	5	6	7	8	9
103	(Norwich) E Evening News	6	5	4	3	2	1	0	Y	1	A	Y	X	0	1	2	3
104	Peterborough Ev Telegraph	6	5	4	3	2	1	0	Y	2	A	4	5	6	7	8	9
105	<u>West Midlands</u> Birmingham Evening Mail	6	5	4	3	2	1	0	Y	3	A	Y	X	0	1	2	3
106	Burton Daily Mail	6	5	4	3	2	1	0	Y	4	A	4	5	6	7	8	9
107	Coventry Evening Telegraph	6	5	4	3	2	1	0	Y	5	A	Y	X	0	1	2	3
108	(Hereford) Evening News	6	5	4	3	2	1	0	Y	6	A	4	5	6	7	8	9
109	Nuneaton Evening Tribune	6	5	4	3	2	1	0	Y	7	A	Y	X	0	1	2	3
110	Shropshire Star	6	5	4	3	2	1	0	Y	8	A	4	5	6	7	8	9
111	(Stoke) Evening Sentinel	6	5	4	3	2	1	0	Y	9	A	Y	X	0	1	2	3
112	(W ton) Express & Star	6	5	4	3	2	1	0	Y	Y	A	4	5	6	7	8	9
113	(Worcester) Evening News	6	5	4	3	2	1	0	Y	X	A	Y	X	0	1	2	3
114	<u>East Midlands</u> Derby Evening Telegraph	6	5	4	3	2	1	0	Y	1	A	Y	X	0	1	2	3
115	(K erting) N tonshire Ev Tel	6	5	4	3	2	1	0	Y	2	A	4	5	6	7	8	9
116	Leicester Mercury	6	5	4	3	2	1	0	Y	3	A	Y	X	0	1	2	3
117	(Lincoln) Lincolnshire Echo	6	5	4	3	2	1	0	Y	4	A	4	5	6	7	8	9
118	(N ton) Chron & Echo	6	5	4	3	2	1	0	Y	5	A	Y	X	0	1	2	3
119	(Nott) Ev Post & News	6	5	4	3	2	1	0	Y	6	A	4	5	6	7	8	9

OFFICE USE ONLY																	
OE SUMMARY CODE		6	5	4	3	2	1	0	Y	9	A	4	5	6	7	8	9
NUMBER OF O E s LAST SEEN YESTERDAY/SATURDAY (Q2)																	

ASK Q 1 ABOUT ALL PUBLICATIONS BEFORE GOING ON TO Q 2 ASK IN BOOKLET ORDER

1 I want you to go through this booklet with me and tell me for each paper roughly how many issues you have read or looked at recently—it doesn't matter where. As I show you each card will you tell me which of the statements applies?

NOW EXPLAIN— read or looked at it doesn't matter where any copy

ASK Q 2 FOR EACH PUBLICATION WHERE ANY READING (CODED OTHER THAN NONE AT Q 1)

2 *INTRO* I would now like to go through some of the publications again and ask you to say for each one when you last read or looked at a copy

AGAIN EXPLAIN— read or looked at it doesn't matter where any copy

ASK FOR EACH PUBLICATION CODED OTHER THAN NONE

When was the last time that you read or looked at a copy of

IF TODAY ASK—When did you last look at a copy of apart from today?

ASK Q 3 FOR EACH PUBLICATION WHERE ANY READING

3 *INTRO* For some publications I want you to say which of these pictures best shows about how much you usually see by the time you finish with a copy

ASK FOR EACH PUBLICATION CODED OTHER THAN NONE

On average when you read or look at a copy of how many pages have you usually seen by the time you have finished with it? How many by the time you have finished with the average copy of

GROUP III WEEKLY MAGAZINES

Tick to indicate rotation of publications within group (indicated by booklet number)

Top to Bottom
Bottom to Top

<input type="checkbox"/>
<input type="checkbox"/>

Enter order of asking this group

<input type="text"/>

PUBLICATION	Q 1 NUMBER OF ISSUES READ OR LOOKED AT						Q 2 LAST SEEN		Q 3 PICTURE CHOSEN						
	4	3	2	1	Less than one	None	Within last 7 days	Over 7 days ago	A	B	C	D	E	F	
<i>General Weekly Magazines</i>															
41 Punch Reveille	Y 4	X 5	0 6	1 7	2 8	3 9	¹⁰ Y X	A A	Y 4	X 5	0 6	1 7	2 8	3 9	57
42 Universe & Catholic Times Christian Herald	Y 4	X 5	0 6	1 7	2 8	3 9	1 2	A A	Y 4	X 5	0 6	1 7	2 8	3 9	58
43 TV Times** Tit Bits	Y 4	X 5	0 6	1 7	2 8	3 9	3 4	A A	Y 4	X 5	0 6	1 7	2 8	3 9	59
44 Weekly News (Glasgow Weekly News in Western Scotland) Weekend & Today	Y 4	X 5	0 6	1 7	2 8	3 9	5 6	A A	Y 4	X 5	0 6	1 7	2 8	3 9	60
45 Parade Radio Times	Y 4	X 5	0 6	1 7	2 8	3 9	7 8	A A	Y 4	X 5	0 6	1 7	2 8	3 9	61
46 Amateur Gardening Popular Gardening & Home Gardener	Y 4	X 5	0 6	1 7	2 8	3 9	¹¹ Y 9	A A	Y 4	X 5	0 6	1 7	2 8	3 9	62
47 Garden News	Y	X	0	1	2	3	X	A	Y	X	0	1	2	3	63
48															64
49															65
<i>Woman's Weekly Magazines</i>															
51 Women's Realm Petticoat	Y 4	X 5	0 6	1 7	2 8	3 9	7 8	A A	Y 4	X 5	0 6	1 7	2 8	3 9	67
52 Women's Weekly	Y 4	X 5	0 6	1 7	2 8	3 9	¹² Y 9	A A	Y 4	X 5	0 6	1 7	2 8	3 9	68
53 Woman's Own My Weekly	Y 4	X 5	0 6	1 7	2 8	3 9	X 1	A A	Y 4	X 5	0 6	1 7	2 8	3 9	69
54 People's Friend	Y	X	0	1	2	3	2	A	Y	X	0	1	2	3	70

GROUP V QUARTERLY MAGAZINE

Enter order of asking this group

<input type="text"/>

PUBLICATION	Q 1 NUMBER OF ISSUES READ OR LOOKED AT					Q 2 LAST SEEN		Q 3 PICTURE CHOSEN						
	4	3	2	1	None	Within last 3 Months	Over 3 Months ago	A	B	C	D	E	F	
65 Quarterly Magazine Drive	Y	X	0	1	3	5	A	Y	X	0	1	2	3	72

ASK Q 1 ABOUT ALL PUBLICATIONS BEFORE GOING ON TO Q 2 ASK IN BOOKLET ORDER

1 I want you to go through this booklet with me and tell me for each paper roughly how many issues you have read or looked at recently—it doesn't matter where. As I show you each card will you tell me which of the statements applies?

NOW EXPLAIN—read or looked at it doesn't matter where any copy

ASK Q 2 FOR EACH PUBLICATION WHERE ANY READING (OTHER THAN NONE—i.e. ANY CODE OTHER THAN Y)

2 *INTRO* I would now like to go through some of the publications again and ask you to say for each one when you last read or looked at a copy

AGAIN EXPLAIN—read or looked at it doesn't matter where any copy

ASK FOR EACH PUBLICATION CODED OTHER THAN Y

When was the last time that you read or looked at a copy of

IF TODAY ASK—When did you last look at a copy of apart from today?

ASK Q 3 FOR EACH PUBLICATION WHERE ANY READING

3 *INTRO* For some publications I want you to say which of these pictures best shows about how much you usually see by the time you finish with a copy

ASK FOR EACH PUBLICATION CODED OTHER THAN Y

On average when you read or look at a copy of how many pages have you usually seen by the time you have finished with it? How many by the time you have finished with the average copy of

GROUP IV MONTHLY MAGAZINES

Tick to indicate rotation of publications within group (indicated by booklet number)

Top to Bottom
Bottom to Top

Enter order of asking this group

PUBLICATION	Q 1 NUMBER OF ISSUES READ OR LOOKED AT							Q 2 LAST SEEN		Q 3 PICTURE CHOSEN						
	6	5	4	3	2	1	None	Within last 4 weeks	Over 4 weeks ago	A	B	C	D	E	F	
<i>General Monthly Magazines</i>																
7 Practical Householder	6	5	4	3	2	1	Y	Y	A	Y	X	0	1	2	3	50
8 Readers Digest	6	5	4	3	2	1	Y	X	A	4	5	6	7	8	9	
9 Men Only	6	5	4	3	2	1	Y	1	A	Y	X	0	1	2	3	51
10 Photoplay	6	5	4	3	2	1	Y	2	A	4	5	6	7	8	9	
11 Practical Motorist	6	5	4	3	2	1	Y	3	A	Y	X	0	1	2	3	52
12 Do It Yourself	6	5	4	3	2	1	Y	4	A	4	5	6	7	8	9	
13 Homemaker	6	5	4	3	2	1	Y	5	A	Y	X	0	1	2	3	53
14 Car Mechanics	6	5	4	3	2	1	Y	6	A	4	5	6	7	8	9	
15 ABC Film Review	6	5	4	3	2	1	Y	7	A	Y	X	0	1	2	3	54
16 Penthouse	6	5	4	3	2	1	Y	8	A	4	5	6	7	8	9	
17 Geographical Magazine	6	5	4	3	2	1	Y	9	A	Y	X	0	1	2	3	55
18 Practical Gardening	6	5	4	3	2	1	Y	Y	A	4	5	6	7	8	9	
19																
20 Carnival	6	5	4	3	2	1	Y	1	A	4	5	6	7	8	9	56
21 Slowguide	6	5	4	3	2	1	Y	2	A	Y	X	0	1	2	3	57
22 National Geographic	6	5	4	3	2	1	Y	3	A	4	5	6	7	8	9	
<i>Women's Monthly Magazines</i>																
24 Vogue	6	5	4	3	2	1	Y	5	A	Y	X	0	1	2	3	58
25 My Home & Family	6	5	4	3	2	1	Y	6	A	4	5	6	7	8	9	
26 True Romances	6	5	4	3	2	1	Y	7	A	Y	X	0	1	2	3	59
27 Rave	6	5	4	3	2	1	Y	8	A	4	5	6	7	8	9	
28 She	6	5	4	3	2	1	Y	9	A	Y	X	0	1	2	3	60
29 Good Housekeeping	6	5	4	3	2	1	Y	Y	A	4	5	6	7	8	9	61
30 Vanity Fair	6	5	4	3	2	1	Y	X	A	Y	X	0	1	2	3	62
31 True Magazine	6	5	4	3	2	1	Y	1	A	4	5	6	7	8	9	
32 Woman & Home	6	5	4	3	2	1	Y	2	A	Y	X	0	1	2	3	63
33 True Story	6	5	4	3	2	1	Y	3	A	4	5	6	7	8	9	
34 Woman's Home Journal	6	5	4	3	2	1	Y	4	A	Y	X	0	1	2	3	64
35 Woman's Story	6	5	4	3	2	1	Y	5	A	4	5	6	7	8	9	
36 Honey	6	5	4	3	2	1	Y	6	A	Y	X	0	1	2	3	65
37 Flair	6	5	4	3	2	1	Y	7	A	4	5	6	7	8	9	
38 Mother	6	5	4	3	2	1	Y	8	A	Y	X	0	1	2	3	66
39 Family Circle	6	5	4	3	2	1	Y	9	A	4	5	6	7	8	9	
40																
41 Nova	6	5	4	3	2	1	Y	Y	A	Y	X	0	1	2	3	67
42 Annabel	6	5	4	3	2	1	Y	X	A	4	5	6	7	8	9	
43 Hers	6	5	4	3	2	1	Y	1	A	Y	X	0	1	2	3	68
44 Living	6	5	4	3	2	1	Y	2	A	4	5	6	7	8	9	
45 Pins & Needles	6	5	4	3	2	1	Y	3	A	Y	X	0	1	2	3	69
46 19	6	5	4	3	2	1	Y	4	A	4	5	6	7	8	9	
47 Ideal Home	6	5	4	3	2	1	Y	5	A	Y	X	0	1	2	3	70
Homes & Gardens	6	5	4	3	2	1	Y	6	A	4	5	6	7	8	9	

ASK ALL

C 1 How often these days do you go to the cinema? Would it be nearer to—

twice a week or more often
once a week
once a fortnight
once a month
three or four times a year
less often
or do you never go these days?

Code
Y
X
0
1
2
3
4

C 2 How long ago was the last occasion you went to a cinema?

Within last 4 weeks
Over 1 month up to and including 3 months ago
Over 3 months up to and including 6 months ago
Within last 6 months but can't remember when
Longer ago but can't remember at all

5
6
7
8
9

IF IN LAST 4 WEEKS (CODE 5)

C 3 How many times have you been to the cinema in the last 4 weeks?

Once
Twice
3 times
4 times
5-6 times
7-8 times
More than 8 times
O U O

1
2
3
4
5
6
7
9

ASK ALL

TV 1 Is there a television set in this home? IF YES Can you get both BBC and the independent TV station(s) or only one?

BBC and ITV
BBC only
No TV set
O U O

Y
X
0
1

IF NO TV SET OR IF BBC ONLY SKIP TO Q R 1

IF ITV (CODE Y), ASK Q 6 TV 2-4

TV 2 Can you receive ITV programmes satisfactorily on more than one channel number of your set?

Yes
No/Don't know
O U O

2
3
9

TV 3 Which ITV station do you (generally) watch if you are watching ITV?

London
Midland
(Granada) Lancashire
Yorkshire
Southern
(Anglia) East Anglia
(Harlech) Wales
(Scottish) Central Scotland
(Tyne Tees) North East
(Westward) South West
(Grampian) N E Scotland
(Border) S W Scotland N W England

Y
X
0
1
2
3
4
5
6
7
8
9

The London TV contractors are Thames TV (weekdays) and London Weekend TV

The Midland contractors are ATV throughout the week

In the Northern area Granada are the contractors for the Lancashire area and Yorkshire TV are the contractors for the Yorkshire area

TV 4 (a) How often do you watch television these days would it be nearer to—

5 or more days a week
3 or 4 days a week
one or two days a week
or less often?

Less often
one or two days a week
3 or 4 days a week
5 days a week
6 days a week
7 days a week
(Never watch TV)

#
Y
X
1
2
3
4
5
9

IF 5 OR MORE DAYS ASK

Do you view 5 days 6 days or 7 days? 7 days a week

IF EVER WATCH (CODES Y-4)

TV 4 (b) On a day when you watch for about how many hours on average do you view television?

NUMBER OF HOURS A DAY TV WATCHED												
O	U	O	1 or less	Over 1 up to 2	Over 2 up to 3	Over 3 up to 4	Over 4 up to 5	Over 5 up to 6	Over 6 up to 7	Over 7 up to 8	Over 8 up to 9	Over 9
#	Y		0	1	2	3	4	5	6	7	8	9

TV 4 (c) About how many hours out of every ten that you watch television would you say you watch ITV?

WATCH ITV													
O	U	O	None	1 or less	Over 1 up to 2	Over 2 up to 3	Over 3 up to 4	Over 4 up to 5	Over 5 up to 6	Over 6 up to 7	Over 7 up to 8	Over 8 up to 9	Over 9
#	Y	X	0	1	2	3	4	5	6	7	8	9	

Col IN 25 above

ASK ALL

R 1 (a) About how often these days do you listen to Radio Luxembourg on 208 metres? Would it be nearer to—

5 or more days a week
3 or 4 days a week
one or two days a week
or less often?

Less often
one or two days a week
3 or 4 days a week
5 days a week
6 days a week
7 days a week
(Never listen these days)

#
Y
X
1
2
3
4
5
9

IF 5 OR MORE DAYS ASK

Do you listen 5 days 6 days or 7 days? 7 days a week

IF EVER LISTEN (CODES Y-4)

R 1 (b) On a day when you do listen to Radio Luxembourg, for about how many hours on average do you listen?

NUMBER OF HOURS A DAY					
1 hour or less	Over 1 up to 3 hours	Over 3 up to 5 hours	More than 5 hours	O U O	
#	1	2	3	4	9

ASK ALL		Code
		#
M 1 (a) Is there a car in this household?	Yes one car	Y
	Yes more than one car	X
	No no car	0
IF YES One or more than one?		O U O
IF NO CAR (CODE 0) SKIP TO G 1		
IF YES CAR (CODES Y OR X) ASK		
M 1 (b) Do you buy petrol for the car (these cars)?	Does not buy most of the petrol	2
	IF YES Do you buy most of the petrol for the car (any of the cars)?	3
	IF YES Do you buy most of the petrol for more than one car?	4
		O U O
ASK ALL		
G 1 (a) Does your household own or have the use of a private garden or allotment?	Yes, garden (but no allotment) allotment (but no garden) both garden and allotment	6 7 8
	No, paved area/backyard only no garden at all	Y X 0
IF H/HOLD HAS GARDEN AND/OR ALLOTMENT (CODES 6 7 OR 8) ASK		
G 1 (b) Which member of your household is mainly responsible for the garden/allotment?	Informant mainly or jointly	1
	Other	2
		O U O
IF INFORMANT NOT MAIN GARDENER (CODE 2) SKIP TO T 1		
IF INFORMANT MAIN GARDENER (CODE 1) ASK c, d AND e		
G 1 (c) In the past 12 months how much have you spent in total on items such as insecticides and other chemicals fertilizers seeds plants bulbs sticks labels and similar items?	£1 or less £1 1s to £2 10s £2 11s to £5 £5 1s to £10 more than £10	4 5 6 7 8
		O U O
G 1 (d) Did you spend any of that money on goods obtained—	in shops? by post? direct from nurseries garden centres etc?	Y X 0 1
		O U O
G 1 (e) Over the past 3 years, how much have you spent on average each year on major items, such as garden tools and power equipment sheds etc?	£10 or less £10 1s to £25 £25 1s to £50 £50 1s to £100 more than £100	3 4 5 6 7
		O U O

IF INFORMANT MAIN GARDENER (CODE 1 AT G 1b) ASK f AND g		Code
		#
G 1 (f) How interested are you in reading about gardening in newspapers and magazines? Would you say you were—	very interested fairly interested not very interested or not at all interested?	Y X 0 1 2
G 1 (g) Which of the following do you have in working order?	Lawnmower Greenhouse Wheelbarrow Garden syringe or spraying machine Powered hedge trimmer None of these	Have not A A A A A O U O
		Have 3 4 5 6 7 8 9
ASK ALL		
T 1 Do you yourself smoke at all these days?	Yes No	Y X 0
IF NON SMOKER (CODE X) SKIP TO H 1		
IF SMOKER (CODE Y) ASK T 2		
T 2	SHOWN CARD T 2	
Which of these do you smoke?	Packeted cigarettes Hand-rolled cigarettes Cigarette-type cigars Cigars or Whiffs Pipe	A B C D E
IF B, C D, OR E RINGED ASK FOR EACH AS APPROPRIATE		
B About how much roll-you-own tobacco do you smoke in an average week?	½ ounce or more less than ½ ounce	1 A
C About how many cigarette-type cigars do you smoke a day?	2 or more a day less than 2	2 A
D About how many cigars or whiffs do you smoke in an average week?	1 or more a week less than 1	3 A
E About how much pipe tobacco do you smoke in an average week?	½ ounce or more less than ½ ounce	4 A
ASK ALL		
H 1 (a) Excluding short visits to relatives and friends have you had a holiday away from home during the last 12 months that is since this time last year?	Yes No	Y X 0
IF NO SKIP TO Q L 2		
IF YES, ASK		
H 1 (b) Did you go abroad at all? IF YES Where did you go?	No—England/Scotland/Wales/Isle of Man Yes—Ireland/Channel Isles Yes—Other countries abroad	1 2 3 4
IF ABROAD (CODES 2 OR 3) ASK		
H 1 (c) Was it an all-in packaged holiday?	Yes No	5 6 9
ASK ALL		
L 2 Do you have a cheque book of your own?	Yes No	1 2
		O U O
L 3 Do you yourself own any stocks or shares or any holdings in a unit trust?	Yes No	4 5
		O U O
L 4 Have you your own telephone?	Yes No	7 8
		O U O

CLASSIFICATION DATA (i)

CD 1 HOUSEHOLD COMPOSITION Can you tell me about the people living in this household (I don't mean people who cater for themselves separately)

(a) FIRST can I take your own family and relatives (record details in GRID SECTION A)

(b) NOW is there anyone else not related to you who is a member of the household living here—again not including any who may cater for themselves separately?

YES—1 (Record in GRID SECTION B)

NO—2 (Go to CD 2)

LIST BELOW STARTING WITH INFORMANT RECORDING INFORMATION REQUIRED

Person No	Relationship to informant	Sex		Marital Status					Normal Occupation Status					Age last birth day	Age group of informant						How old were you when you finished your full time education?																					
		M	F	Single	Married	Wid Sep	Has paid job			No paid job		16-24	25-34		35-44	45-54	55-64	65 or over	15 or undr	16-18	19-23	24 or over	Still at sch-ool or coll-eg																			
							Full time 30+ hrs p w	Part time 8-29 hrs p w	Undr 8 hrs p w	Retired from full time job	Othrs																															
A FAMILY UNIT OF INFORMANT																						36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56
1	INFORMANT	Y	X	0	1	2	4	5	6	7	8	Y	X	0	1	2	3	4	5	6	7	9																				
2		Y	X	0	1	2	4	5	6	7	8																															
3		Y	X	0	1	2	4	5	6	7	8																															
4		Y	X	0	1	2	4	5	6	7	8																															
5		Y	X	0	1	2	4	5	6	7	8																															
6		Y	X	0	1	2	4	5	6	7	8																															
7		Y	X	0	1	2	4	5	6	7	8																															
8		Y	X	0	1	2	4	5	6	7	8																															

OFFICE USE ONLY

INFORMANT IS—
 Female Housewife (main or shared resp) Y
 Male Housewife (main or shared resp) X
 Not housewife 0

Head of household 1
 Not head of household 2

AGE OF HOUSEWIFE— (if female)
 16-24 3
 25-34 4
 35-44 5
 45-54 6
 55-64 7
 65+ 8
 Don't know 9

B OTHERS IN HOUSEHOLD

Person No	Relationship to informant	M	F	Single	Married	Wid Sep	Full time 30+ hrs p w	Part time 8-29 hrs p w	Undr 8 hrs p w	Retired from full time job	Othrs
9		Y	X	0	1	2	4	5	6	7	8
10		Y	X	0	1	2	4	5	6	7	8
11		Y	X	0	1	2	4	5	6	7	8
12		Y	X	0	1	2	4	5	6	7	8
13		Y	X	0	1	2	4	5	6	7	8
14		Y	X	0	1	2	4	5	6	7	8
15		Y	X	0	1	2	4	5	6	7	8
16		Y	X	0	1	2	4	5	6	7	8

HOUSEHOLD COMPOSITION AND TYPE

NUMBER AGED	HOUSEHOLD TYPE	Adults only	Adults and children	Adults and infants	Adults children and infants
0-1	40	Y	X		
2-4	41			5 15	
5-15	42				0
16-20	43				1
21+	44				
TOTAL	45				

CD 2 (a) Who in your household would you say is mainly responsible for or shares the household duties such as shopping or cooking?
 RECORD CODE NO OF PERSON RESPONSIBLE FROM GRID ABOVE IF MORE THAN ONE PERSON RESPONSIBLE PUT IN ALL THE RELEVANT CODE NUMBERS

IF INFORMANT'S CODE 1 IS ENTERED IN BOX AT 2a (Write over dots)

(b) For how many years have you carried out these duties? PROBE—see Manual

CD 3 (a) Is this house/flat/accommodation owned or rented or do you live here rent free?

Owned Y
 Rented X
 Rent free 0

IF OWNED (code Y at (a))

(b) Is it completely owned or being bought?

Owned 2
 Mortgage/buying 3

IF RENTED (code X at (a))

(c) Is it rented from the council or privately?

Council Private 5 6
 O U O 9

CD 4 (a) Which member of the household living here owns it?

is responsible for paying the rent (i.e. has his/his name on the rent book?)
 is responsible for the family having it rent free?

(USE RELEVANT TERM)
 RECORD PERSON NO IN BOX (IF THE PERSON IS A MARRIED WOMAN WHOSE HUSBAND IS A MEMBER OF THE HOUSEHOLD ENTER HIS PERSON NO)

CD 4 (b) How long have you been living in this accommodation?

ASK ALL
 Less than 12 mths Y
 1 year but less than 2 X
 2 years but less than 5 0
 5 years but less than 10 1
 10 or more years/always 2

EMPLOYMENT CODE	HEAD OF HOUSEHOLD IS—		<i>IF H/H EMPLOYMENT CODE 9 IS RINGED CHECK BACK WITH HOUSEHOLD COMPOSITION GRID FOR THE CHIEF WAGE EARNER</i>	RECORD INFORMANT'S OCCUPATION DETAILS AT B BELOW <i>(IF INFORMANT IS H/H OR CWE AND THEREFORE RECORDED AT A STATE)</i>
FULL TIME EMPLOYED	7		<i>IF H/H EMPLOYMENT CODE 7 OR 8 IS RINGED OR IF THERE IS NO CHIEF WAGE EARNER THE OCCUPATION DETAILS RELATE TO THE HEAD OF HOUSEHOLD (Record at A below)</i>	
PART-TIME EMPLOYED/UNEMPLOYED/SICK/RETIRED/WIDOWED/PENSIONER With income from all sources (salary private means private pension disablement pension compensation etc) coming to £7 a week or over	8		<i>IF H/H EMPLOYMENT CODE 9 IS RINGED THE OCCUPATION DETAILS RELATE TO CHIEF WAGE EARNER (Record at A below)</i>	
PART TIME EMPLOYED/UNEMPLOYED/SICK/RETIRED/WIDOWED/PENSIONER With income from all above sources coming to less than £7 a week	9			

OCCUPATION DETAILS	A Head of Household or Chief Wage Earner			B Informant		
What type of firm or organisation does/did (this person) work for? STATE (a) Type of firm etc (including what the firm makes/does etc) (b) Name of firm/organisation						
What job does/did (this person) actually do?						
IF IN CIVIL SERVICE FORCES POLICE ETC What is his/her rank or grade?						
IF OTHER Does/did (this person) hold any particular position in the organisation? (e.g. foreman typing supervisor office manager company secretary, etc) IF SELF-EMPLOYED—STATE THIS						
IF PROPRIETOR OF BUSINESS OR A MANAGER OR SUPERVISOR (i.e. RESPONSIBLE FOR THE WORK OF OTHER PEOPLE) (a) Roughly how many people work at the place where (this person) works—INCLUDE THIS PERSON TICK WHERE APPROPRIATE OR ENTER ACTUAL NUMBER IF LESS THAN TEN (b) For how many is he/she responsible?	(a) Total at this place		INCLUDE THIS PERSON IN ALL CASES	(b) No for whom responsible		
	25 or more			25 or more		
	10-24			10-24		
	less than 10	STATE No		less than 10	STATE No	
ASK FOR ALL Has (this person) any qualifications? (such as apprenticeships professional qualifications university degrees diplomas etc) STATE WHAT QUALIFICATIONS HELD						

DATE	Year	Y/9	SOCIAL GRADE OF HEAD OF HOUSEHOLD OR CHIEF WAGE EARNER	A	M
Day of interview		#		B	X
Monday		1			
Tuesday		2		C1	0
Wednesday		3			
Thursday		4		C2	1
Friday		5			
Saturday		6		D	2
Day of month of interview		# M		E	3
Month of interview		#		O U O	
January		1	NET INCOME OF H/H OR CWE		Y
February		2	£450		
March		3	HAND CARD		X
April		4	£650		
May		5	Which of these comes closest to your (his/her) income that is after deducting income tax		0
June		6	£850		
July		7	£1050		1
August		8	deducting income tax		
September		9	£1250		2
October		0	national insurance		
November		X	pension schemes		
December		Y	and so on?		3
			£2000 or over		4
			Refused		5
			O U O		

SAMPLING AREA CODE											
PR	AT	LAA		PD	ITV		SEG		EN		SS
#0	#1	#2	#3	#4	#5	#6	#7	#8	#9	#0	#1

Admin Area	Address	Serial No
Polling District		

IDENTIFICATION OF INFORMANTS			72
PRIVATE HOUSEHOLDS	Informant is	starred elector	Y
		non elector	X
INSTITUTIONS	Informant is	starred elector	0
		selected by int	1

OFFICE USE ONLY		73
Number of residents aged 16+ at institution	Number of electors in private household	
	Number of non-electors in private household	74

Name of informant Mr /Mrs /Miss
Full Postal Address

DECLARATION I declare that this interview has been conducted according to the manual and has been edited

Signed

O C/C	73	74	75	76		
U 1						
O						

Booklet used	75	Interviewer's Code No	76	77	78	79	80
						O U O	9/0/1

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
1/1-5		Serial Number	5 Digit Code				
1/6-7		Card Number	Card 1				
1/8-19	1-12	Daily Morning Paper looked at yesterday					
1/8	1	Daily Express	1 Yes 0 Not mentioned	1988 5501	2093 5939	2037 5859	1885 5814
1/9	2	Daily Mirror	1 Yes 0 Not mentioned	2856 4633	2837 5195	2900 4996	2880 4819
1/10	3	No Daily Morning Paper looked at nor London Evening Newspaper	1 Yes 0 Not mentioned	1507 5982	1779 6253	1759 6137	1733 5966
1/11	4	Daily Sketch	1 Yes 0 Not mentioned	578 6911	633 7399	603 7293	524 7175
1/12	5	Daily Mail	1 Yes 0 Not mentioned	1009 6480	1149 6883	992 6904	968 6731
1/13	6	Times	1 Yes 0 Not mentioned	239 7250	252 7780	242 7654	231 7468
1/14	7	Daily Telegraph	1 Yes 0 Not mentioned	639 6850	698 7334	666 7230	602 7097
1/15	8	Guardian	1 Yes 0 Not mentioned	157 7332	191 7841	164 7732	150 7549
1/16	9	Financial Times	1 Yes 0 Not mentioned	132 7357	154 7878	121 7775	120 7579
1/17	10	Daily Record (Scotland only)	1 Yes 0 Not mentioned	314 7175	289 7743	331 7565	239 7460
1/18	11	Sun	1 Yes 0 Not mentioned	638 6851	611 7421	611 7285	707 6992
1/19	12	Any other Evening Newspaper	1 Yes 0 Not mentioned	3335 4154	3453 4579	3468 4428	3137 4562
1/20-21	13- 14	London Evening Newspaper Looked at yesterday					
1/20	13	Evening Standard (London S.E. Survey Region Only)	1 Yes 0 Not mentioned	294 7195	301 7731	307 7589	285 7414

CARD/ COLUMN	VAR No	TITLE	CODES		MARGINALS			
					104	105	106	107
1/21	14	Evening News (London S.E. Survey only)	1 Yes 0 Not mentioned	547 6942	569 7463	557 7339	509 7190	
1/22-26	15- 19	Weekend Colour Magazines looked at in the last seven days						
1/22	15	No weekend colour magazine looked at	1 Yes 0 Not mentioned	5991 1498	6403 1629	6395 1501	4351 3348	
1/23	16	Observer Colour Magazine	1 Yes 0 Not mentioned	569 6920	623 7409	593 7303	546 7153	
1/24	17	Sunday Times Colour Magazine	1 Yes 0 Not mentioned	806 6683	815 7217	797 7099	787 6912	
1/25	18	Daily Telegraph Magazine	1 Yes 0 Not mentioned	733 6756	799 7233	655 7241	698 7001	
1/26	19	The Mirror Magazine (from October 1969)	1 Yes 0 Not mentioned	- 7489	- 8032	- 7896	2242 5457	
1/27-36	20- 29	Sunday Newspapers looked at in last seven days						
1/27	20	Sunday Telegraph	1 Yes 0 Not mentioned	366 7123	444 7588	407 7489	351 7348	
1/28	21	News of the World	1 Yes 0 Not mentioned	3107 4382	3135 4897	3266 4630	2985 4714	
1/29	22	No Sunday Newspaper looked at	1 Yes 0 Not mentioned	785 6704	972 7060	963 6933	901 6798	
1/30	23	Sunday Times	1 Yes 0 Not mentioned	706 6783	838 7194	777 7119	743 6956	
/31	24	Sunday Express	1 Yes 0 Not mentioned	2028 5461	2211 5821	2097 5799	1975 5724	
1/32	25	Sunday Mirror	1 Yes 0 Not mentioned	2636 4853	2729 5303	2744 5152	2656 5043	
1/33	26	Observer	1 Yes 0 Not mentioned	471 7018	521 7511	509 7387	430 7269	

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
1/34	27	People	1 Yes 0 Not mentioned	2962 4527	3063 4969	3006 4890	2901 4798
1/35	28	Sunday Post (Glasgow) asked about in all regions	1 Yes 0 Not mentioned	838 6651	928 7104	918 6978	851 6848
1/36	29	Sunday Mail (Glasgow) asked about in all regions	1 Yes 0 Not mentioned	411 7078	412 7620	457 7439	391 7308
1/37-50	30- 43	General Weekly Magazines looked at in the last seven days					
1/37	30	Punch	1 Yes 0 Not mentioned	215 7274	240 7792	165 7731	185 7514
1/38	31	Reveille	1 Yes 0 Not mentioned	1081 6408	1061 6971	1094 6802	951 6748
1/39	32	Universe & Catholic Times	1 Yes 0 Not mentioned	116 7373	124 7908	116 7780	144 7555
1/40	33	Christian Herald	1 Yes 0 Not mentioned	47 7442	59 7973	55 7841	49 7650
1/41	34	T.V. Times	1 Yes 0 Not mentioned	2006 5483	2048 5984	1821 6075	1997 5702
1/42	35	Tit-Bits	1 Yes 0 Not mentioned	483 7006	517 7515	544 7352	502 7197
1/43	36	Weekly News (and Glasgow Weekly News)	1 Yes 0 Not mentioned	771 6718	819 7213	840 7056	811 6888
1/44	37	Weekend & Today	1 Yes 0 Not mentioned	996 6493	1186 6846	1119 6777	1016 6683
1/45	38	Parade	1 Yes 0 Not mentioned	159 7330	149 7883	145 7751	124 7575
1/46	39	Radio Times	1 Yes 0 Not mentioned	2090 5399	2089 5943	2009 5887	1885 5814
1/47	40	Amateur Gardening	1 Yes 0 Not mentioned	266 7223	295 7737	276 7620	239 7460
1/48	41	Popular Gardening and Home Gardener	1 Yes 0 Not mentioned	190 7299	207 7825	190 7706	167 7532

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
1/49	42	Garden News	1 Yes 0 Not mentioned	92 7397	82 7950	84 7812	60 7639
1/50	43	No General Weekly Magazine looked at	1 Yes 0 Not mentioned	3142 4347	3519 4513	3562 4334	3461 4238
1/51-58	44- 51	Women's Weekly Magazines looked at in last seven days					
1/51	44	Women's Realm	1 Yes 0 Not mentioned	1078 6411	1047 6985	961 6935	965 6734
1/52	45	Petticoat	1 Yes 0 Not mentioned	152 7337	149 7883	145 7751	158 7541
1/53	46	Woman	1 Yes 0 Not mentioned	1905 5584	1871 6161	1800 6096	1831 5868
1/54	47	Woman's Weekly	1 Yes 0 Not mentioned	914 6575	903 7129	923 6973	849 6850
1/55	48	Woman's Own	1 Yes 0 Not mentioned	1675 5814	1497 6535	1621 6275	1609 6090
1/56	49	No Woman's Weekly Magazine looked at	1 Yes 0 Not mentioned	4301 3188	4847 3185	4793 3103	4553 3146
1/57	50	My Weekly	1 Yes 0 Not mentioned	478 7011	485 7547	520 7376	496 7203
1/58	51	People's Friend Quarterly Magazine	1 Yes 0 Not mentioned	282 7207	279 7753	253 7643	265 7434
1/59	52	Drive	1 Yes 0 Not mentioned	1668 5821	1780 6252	1736 6160	1696 6003
1/60-75	53- 68	General Monthly Magazines looked at in last four weeks					
1/60	53	Practical Householder	1 Yes 0 Not mentioned	442 7047	481 7551	458 7438	381 7318
1/61	54	Readers Digest	1 Yes 0 Not mentioned	1631 5858	1769 6263	1671 6225	1630 6069
1/62	55	Men Only	1 Yes 0 Not mentioned	114 7375	115 7917	130 7766	108 7591
1/63	56	Photoplay	1 Yes 0 Not mentioned	74 7415	96 7936	92 7804	66 7633

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
1/64	57	Practical Motorist	1 Yes 0 Not mentioned	637 6852	625 7407	603 7293	606 7093
1/65	58	Do It Yourself	1 Yes 0 Not mentioned	566 6923	611 7421	642 7254	501 7198
1/66	59	Homemaker	1 Yes 0 Not mentioned	237 7252	260 7772	268 7628	207 7492
1/67	60	Car Mechanics	1 Yes 0 Not mentioned	506 6983	518 7514	481 7415	494 7205
1/68	61	ABC Film Review	1 Yes 0 Not mentioned	357 7132	402 7630	408 7488	358 7341
1/69	62	Penthouse	1 Yes 0 Not mentioned	124 7365	130 7902	128 7768	157 7542
1/70	63	Geographical Magazine	1 Yes 0 Not mentioned	192 7297	206 7826	150 7746	149 7550
1/71	64	Practical Gardening	1 Yes 0 Not mentioned	334 7155	396 7636	379 7517	287 7412
1/72	65	No General Monthly Magazine looked at	1 Yes 0 Not mentioned	4476 3013	4806 3226	4795 3101	4767 2932
1/73	66	Carnival	1 Yes 0 Not mentioned	110 7379	113 7919	135 7761	110 7589
1/74	67	Showguide	1 Yes 0 Not mentioned	96 7393	131 7901	134 7762	143 7556
1/75	68	National Geographic	1 Yes 0 Not mentioned	237 7252	255 7777	221 7675	214 7485
1/76-80	69- 73	Woman's Monthly Magazines looked at in last four weeks					
1/76	69	Vogue	1 Yes 0 Not mentioned	618 6871	641 7391	578 7318	561 7138
1/77	70	My Home & Family	1 Yes 0 Not mentioned	178 7311	202 7830	179 7717	145 7554
1/78	71	True Romances	1 Yes 0 Not mentioned	527 6962	567 7465	601 7295	503 7196
1/79	72	Rave	1 Yes 0 Not mentioned	168 7321	159 7873	164 7732	121 7578
1/80	73	She	1 Yes 0 Not mentioned	419 7070	451 7581	444 7452	443 7256

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
2/1-5		Case Number	5 Digit Code				
2/6-7		Card Number	Card 2				
		continued from Card 1					
2/8-27	74- 93	Woman's Monthly Magazines looked at in last seven days					
2/8	74	Good Housekeeping	1 Yes 0 Not mentioned	469 7020	607 7425	512 7384	489 7210
2/9	75	Vanity Fair	1 Yes 0 Not mentioned	183 7306	178 7854	173 7723	176 7523
2/10	76	True Magazine	1 Yes 0 Not mentioned	348 7141	377 7655	416 7480	353 7346
2/11	77	Woman & Home	1 Yes 0 Not mentioned	645 6844	726 7306	610 7286	646 7053
2/12	78	True Story	1 Yes 0 Not mentioned	540 6949	585 7447	610 7286	513 7186
2/13	79	Woman's Home Journal	1 Yes 0 Not mentioned	219 7270	225 7807	213 7683	147 7552
2/14	80	Woman's Story	1 Yes 0 Not mentioned	93 7396	96 7936	130 7766	91 7608
2/15	81	Honey	1 Yes 0 Not mentioned	276 7213	311 7721	299 7597	273 7426
2/16	82	Flair	1 Yes 0 Not mentioned	227 7262	240 7792	218 7678	204 7495
2/17	83	Mother	1 Yes 0 Not mentioned	139 7350	124 7908	115 7781	101 7598
2/18	84	Family Circle	1 Yes 0 Not mentioned	788 6701	828 7204	784 7112	819 6880
2/19	85	Nova	1 Yes 0 Not mentioned	216 7273	232 7800	218 7678	195 7504
2/20	86	Annabel	1 Yes 0 Not mentioned	215 7274	189 7843	238 7658	194 7505
2/21	87	No Woman's Monthly Magazine looked at	1 Yes 0 Not mentioned	4521 2968	4874 3158	4907 2989	4799 2900
2/22	88	Hers	1 Yes 0 Not mentioned	102 7387	118 7914	151 7745	106 7593

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
2/23	89	Living	1 Yes 0 Not mentioned	194 7295	182 7850	155 7741	261 7438
2/24	90	Pins & Needles	1 Yes 0 Not mentioned	186 7303	187 7845	190 7706	176 7523
2/25	91	'19'	1 Yes 0 Not mentioned	215 7274	263 7769	277 7619	234 7465
2/26	92	Ideal Home	1 Yes 0 Not mentioned	567 6922	608 7424	533 7363	524 7175
2/27	93	Homes & Gardens	1 Yes 0 Not mentioned	457 7032	493 7539	407 7489	414 7285
		<u>CINEMA</u>					
2/28	94	How often cinema visited these days	1 Twice a week or more often 2 Once a week 3 Once a fortnight 4 Once a month 5 Three or four times a year 6 Less often 7 Never go these days	73 325 299 675 1241 1569 3307	70 336 321 722 1384 1614 3585	68 304 307 687 1432 1606 3492	45 263 301 661 1305 1604 3520
2/29	95	How long since last visited cinema	1 Within last four weeks 2 Over one month up to three months ago 3 Over three months up to six months ago 4 Within last six months don't know when 5 Longer ago don't know when	1514 869 483 375 4248	1553 1009 539 349 4582	1621 907 534 441 4393	1400 968 549 391 4391
2/30	96	Times visited cinema in last four weeks	0 Blank 1 Once 2 Twice 3 Three times 4 Four times 5 Five - Six times 6 Seven - eight times 7 More than eight times 8 Don't know, no response, not stated	5975 816 312 154 131 56 20 22 3	6479 882 304 155 146 38 12 14 2	6275 938 340 148 120 46 17 11 1	6299 821 280 143 97 30 17 9 3

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>TELEVISION</u>					
2/31	97	Television at home	1 BBC & ITV 2 BBC only 3 No TV set 4 Not stated	6986 78 425 -	7490 78 460 4	7327 99 465 5	7198 71 427 3
2/32	98	More than one ITV channel	0 Blank 1 Yes more than one ITV channel 2 No only one ITV channel or don't know 3 Not stated	503 1152 5761 73	542 1028 6435 27	569 1144 6140 43	501 1035 6140 23
2/33-44	99- 110	ITV station generally watched					
2/33	99	London	1 Yes 0 Not mentioned	1724 5765	1673 6359	1715 6181	1741 5958
2/34	100	Midland	1 Yes 0 Not mentioned	1130 6359	1168 6864	1025 6871	1111 6588
2/35	101	Lancashire (Granada)	1 Yes 0 Not mentioned	900 6589	1041 6991	1108 6788	1105 6594
2/36	102	Yorkshire	1 Yes 0 Not mentioned	718 6771	800 7232	735 7161	757 6942
2/37	103	Southern	1 Yes 0 Not mentioned	318 7171	520 7512	552 7344	467 7232
2/38	104	East Anglia (Anglia)	1 Yes 0 Not mentioned	426 7063	383 7649	365 7531	435 7264
2/39	105	S. Wales & West (Harlech)	1 Yes 0 Not mentioned	609 6880	637 7395	666 7230	413 7286
2/40	106	Central Scotland (Scottish)	1 Yes 0 Not mentioned	461 7028	503 7529	632 7264	457 7242
2/41	107	North East (Tyne Tees)	1 Yes 0 Not mentioned	359 7130	362 7670	358 7538	348 7351
2/42	108	South West (Westward)	1 Yes 0 Not mentioned	189 7300	159 7873	172 7724	154 7545

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
2/43	109	N.E. Scotland (Grampion)	1 Yes 0 Not mentioned	124 7365	124 7908	97 7799	175 7524
2/44	110	S.W. Scotland N.W. England (Border)	1 Yes 0 Not mentioned	73 7416	173 7859	44 7852	103 7596
2/45	111	How often television watched these days	0 Blank 1 Less often (than one or two days a week) 2 One or two days a week 3 Three or four days a week 4 Five days a week 5 Six days a week 6 Seven days a week 7 Never watch tele- vision (neither BBC nor ITV) 8 Not stated	503 39 344 558 334 241 5452 16 2	542 56 459 759 368 213 5612 22 1	569 71 508 723 391 243 5352 33 6	502 57 383 652 338 217 5523 23 4
2/46	112	Hours a day TV watched on average viewing days	& Not stated 0 1 or less hours a day 1 Over 1 up to 2 hours a day 2 Over 2 up to 3 hours a day 3 Over 3 up to 4 hours a day 4 Over 4 up to 5 hours a day 5 Over 5 up to 6 hours a day 6 Over 6 up to 7 hours a day 7 Over 7 up to 8 hours a day 8 Over 8 up to 9 hours a day 9 Over 9 hours a day Blank	11 322 1201 1718 1645 1103 613 240 79 22 14 521	5 445 1541 2112 1522 1003 524 213 65 24 13 565	12 455 1492 2025 1537 1007 483 180 63 23 11 608	6 362 1250 1955 1699 1016 584 205 71 13 10 528
2/47	113	TV 4C Hours out of ten watch ITV	& Not stated - None 0 One or less 1 Over 1 up to 2	51 102 399 424	61 140 454 477	55 120 383 439	52 91 296 372

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
2/47	113	continued	2 Over 2 up to 3 3 Over 3 up to 4 4 Over 4 up to 5 5 Over 5 up to 6 6 Over 6 up to 7 7 Over 7 up to 8 8 Over 8 up to 9 9 Over 9 Blank	559 608 1658 879 747 789 498 254 521	607 535 1645 973 802 856 574 343 565	583 653 1568 965 763 809 565 385 608	534 611 1589 1055 833 855 587 296 528
		<u>RADIO LUXEMBOURG</u>					
2/48	114	How often listen to Radio Luxembourg	1 Less often (than one or two days a week) 2 One or two days a week 3 Three or four days a week 4 Five days a week 5 Six days a week 6 Seven days a week 7 Never listen to Radio Luxembourg these days 8 Not stated	367 601 252 73 53 326 5811 6	431 662 252 84 58 437 6101 7	331 568 275 69 37 459 6148 9	355 596 233 73 47 441 5942 12
2/49	115	Hours a day listen to Radio Luxembourg	1 1 hour or less 2 Over 1 up to 3 hours 3 Over 3 up to 5 hours 4 More than 5 hours 9 Not stated Blank	977 605 69 10 11 5817	1120 673 91 26 14 6108	964 637 96 19 23 6157	1032 579 82 32 20 5954
		<u>MOTORING</u>					
2/50	116	Car at home	1 Yes one car 2 Yes more than one car 3 No, no car 4 Not stated	3427 769 3292 1	3685 847 3491 9	3618 811 3463 4	3516 773 3401 9
2/51	117	Petrol buying	1 Does not buy most of petrol for any car 2 Buys most of petrol for one car 3 Buys most of petrol for more than one car 4 Not stated 0 Blank	2307 1805 79 5 3293	2473 1972 81 6 3500	2369 1978 80 2 3467	2257 1939 83 10 3410

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>GARDENING</u>					
2/52	118	Household has private garden/allotment	1 Garden but no allotment 2 Allotment but no garden 3 Both garden and allotment 0 Blank	6151 37 153 1148	6592 38 153 1249	6380 24 138 1354	6330 38 125 1206
2/53	119	Responsibility for garden/allotment	1 Informant mainly or jointly 2 Other 3 Not stated 0 Blank	3266 3072 3 1148	3403 3379 1 1249	3368 3166 8 1354	3246 3235 8 1206
2/54	120	Expenditure on plants chemicals etc.	1 £1 or less (including no expenditure) 2 £1-1s. to £2-10s 3 £2-11s. to £5 4 £5-1s. to £10 5 More than £10 6 Not stated 0 Blank	1079 535 789 508 330 25 4223	1234 618 744 471 311 25 4629	1230 630 723 444 327 14 4528	1100 611 728 447 336 24 4453
2/55-59	121-125	Outlets for goods at (VAR 120)					
2/55	121	Some spent in shops (including market stalls)	1 Yes 0 Not mentioned	2337 5152	2368 5664	2435 5461	2246 5453
2/56	122	Some spent on goods ordered by post	1 Yes 0 Not mentioned	498 6991	414 7618	417 7479	470 7229
2/57	123	Some spent on goods obtained direct from nurseries, garden centres etc.	1 Yes 0 Not mentioned	1056 6433	1100 6932	1044 6852	1111 6588
2/58	124	Not stated or not applicable (no expenditure)	1 Yes 0 Not mentioned	432 7057	509 7523	452 7444	437 7262

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	10
2/59	125	Some spent on goods obtained from other sources	1 Yes 0 Not mentioned	16 7473	28 8004	21 7875	3 766
2/60	126	Expenditure on major items equipment etc.	1 Lawn Mower 2 Greenhouse 3 Wheelbarrow 4 Garden syringe or spraying machine 5 Powered hedge-trimmer 6 None of these 7 Not stated 0 Blank	2799 265 124 37 12 29 - 4223	2902 268 130 58 15 30 - 4629	2849 312 116 48 19 24 - 4528	273 31 10 4 1 3 - 445
2/61	127	Interest in reading about gardening	1 Very interested 2 Fairly interested 3 Not very interested 4 Not at all " 5 Not stated 0 Blank	844 1147 705 541 29 4223	842 1168 764 598 31 4629	771 1134 816 630 17 4528	72 109 78 62 1 445
2/62-68	128- 134	Equipment in working order					
2/62	128	Lawn mower	1 Yes 0 Not mentioned	2448 5041	2531 5501	2587 5309	248 521
2/63	129	Greenhouse	1 Yes 0 Not mentioned	459 7030	461 7571	431 7465	46 723
2/64	130	Wheelbarrow	1 Yes 0 Not mentioned	1346 6143	1384 6648	1234 6662	128 641
2/65	131	Garden syringe or spraying machine	1 Yes 0 Not mentioned	1450 6039	1409 6623	1406 6490	136 633
2/66	132	Powered hedge-trimmer	1 Yes 0 Not mentioned	279 7210	244 7788	278 7618	22 747
2/67	133	None of these	1 Yes 0 Not mentioned	480 7009	563 7469	493 7403	50 719
2/68	134	Not stated	1 Yes 0 Not mentioned	25 7464	32 8000	32 7864	1 768

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>SMOKING</u>					
2/69	135	Do you yourself smoke at all these days	1 Yes 2 No 3 Not stated	3833 3647 9	4084 3931 17	4155 3732 9	3934 3752 13
2/70-74	136- 140	Amount smoked (other than packeted cigarettes)					
2/70	136	$\frac{1}{2}$ ounce or more of roll-your-own tobacco in an average week	1 Yes 0 Not mentioned	355 7134	317 7715	367 7529	331 7368
2/71	137	Two or more cigarette type cigars a day	1 Yes 0 Not mentioned	28 7461	23 8009	22 7874	15 7684
2/72	138	One or more cigars or whiffs in an average week	1 Yes 0 Not mentioned	289 7200	246 7786	249 7647	249 7450
2/73	139	$\frac{1}{2}$ ounce or more pipe tobacco in an average week	1 Yes 0 Not mentioned	343 7146	346 7686	367 7529	360 7339
2/74	140	Packeted cigarettes only or light smokers	1 Yes 0 Not mentioned	2935 4554	3237 4795	3269 4627	3080 4619
		<u>HOLIDAYS</u>					
2/75	141	Holiday in last twelve months	1 Yes 2 No 3 Don't know/not stated	4485 2999 5	4568 3445 19	4547 3337 12	4633 3050 16
2/76-79	142- 145	Holiday abroad					
2/76	142	No England, Scotland Wales, Isle of Man	1 Yes 0 Not mentioned	3580 3909	3584 4448	3608 4288	3592 4107

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
2/77	143	Yes, Ireland Channel Isles	1 Yes 0 Not mentioned	192 7297	226 7806	246 7650	254 7445
2/78	144	Yes other countries abroad	1 Yes 0 Not mentioned	716 6773	758 7274	688 7208	785 6914
2/79	145	Not stated	1 Yes 0 Not mentioned	4 7485	5 8027	7 7889	6 7693
2/80	146	Packaged holiday	1 Yes packaged holiday 2 No not packaged holiday 3 Don't know/not stated 0 Blank	402 479 20 6588	443 524 12 7053	383 534 15 6964	454 567 14 6664
3/1-5		Case Number	5 Digit Code				
3/6-7		Card Number	Card 3				
		<u>CHEQUE BOOK ETC.</u>					
3/8	147	Cheque book	1 Yes 2 No 3 Not stated	2324 5126 39	2531 5456 45	2465 5388 43	2414 5235 50
3/9	148	Stocks and shares etc.	1 Yes 2 No 3 Not stated	735 6700 54	757 7210 65	710 7120 66	691 6930 78
3/10	149	Telephone	1 Yes 2 No 3 Not stated	2636 4840 13	2866 5136 30	2864 5004 28	2667 5000 32
		<u>CLASSIFICATION DATA</u>					
3/11	150	Informant is	1 Male 2 Female	3455 4034	3681 4351	3659 4237	3538 4161
3/12	151	Marital status	0 Single 1 Married 2 Widowed, Divorced separated legally 3 Not stated	1735 4915 839 -	1854 5289 887 2	1753 5268 874 1	1661 5188 849 1
3/13	152	Normal occupational status	1 Full-time (30+ hours per week) 2 Part-time (8-29 hours per week) 3 Part-time (under 8 hours per week)	3889 584 91	4164 669 103	4054 656 87	3920 628 101

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/13	152	continued	4 Retired from full-time job 5 Others including housewives not otherwise occupied 6 Not stated 7 More than one answer recorded	598 2327 - 0	657 2438 1 0	656 2441 2 0	607 2440 2 1
3/14-15	153	Age last birthday (Tens in Col 14, Units in Col 15)	Actual age && Age not given -- Age estimated (coded in addition to estimated age)	Marginals available if required 0 39	0 0 61	0 0 57	1 1 52
3/16	154	Age last birthday (continued)	1 Age not given 2 Age estimated 0 Blank	39 53 7397	61 54 7917	57 50 7789	53 42 7604
3/17	155	Age group of informant	1 16 - 24 2 25 - 34 3 35 - 44 4 45 - 54 5 55 - 64 6 65 or over	1436 1121 1243 1280 1188 1221	1570 1239 1305 1372 1265 1281	1531 1250 1250 1314 1248 1303	1444 1247 1256 1186 1270 1296
3/18	156	Terminal education age	1 15 or under 2 16 - 18 3 19 - 23 4 24 or over 5 Not stated 6 Still at school or college	5370 1464 254 68 111 222	5613 1595 325 77 126 296	5578 1543 326 58 147 244	5471 1518 297 64 122 227
		<u>HOUSEWIFE/HEAD OF HOUSEHOLD</u>					
3/19	157	Informant is	1 Female Housewife (mainly or shares responsibility) 2 Male Housewife (mainly responsible or shares duties) 3 Not housewife 0 Blank	3326 219 3944 0	3602 186 4243 1	3511 227 4158 0	3467 220 4012 0
3/20	158	Informant is	1 Head of household 2 Not head of household	3365 4124	3605 4427	3581 4315	3476 4223

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/21	159	Age of Housewife (If female)	1 16 - 24	409	445	463	465
			2 25 - 34	1069	1173	1163	1157
			3 35 - 44	1497	1672	1616	1543
			4 45 - 54	1814	1927	1864	1687
			5 55 - 64	1291	1418	1319	1403
			6 65+	1043	1104	1118	1130
			7 Not stated	84	55	91	65
			0 Blank	282	238	262	249
<u>HOUSEHOLD COMPOSITION</u>							
3/22	160	Number in household aged: 0 - 1	0 None	6905	7426	7270	7067
			1 One	554	568	598	604
			2 Two	29	38	27	27
			3 Three	0	0	0	1
			4 Four	1	0	0	0
			5 Five	0	0	0	0
			6 Six	0	0	0	0
			7 Seven	0	0	0	0
			8 Eight	0	0	0	0
			9 Nine	0	0	0	0
& Ten or more	0	0	1	0			
- Not stated	0	0	0	0			
3/23	161	Number in household aged: 2 - 4	0 None	6603	7037	6847	6689
			1 One	741	825	880	862
			2 Two	136	163	153	130
			3 Three	9	7	14	17
			4 Four	0	0	1	0
			5 Five	0	0	0	0
			6 Six	0	0	0	0
			7 Seven	0	0	0	0
			8 Eight	0	0	0	0
			9 Nine	0	0	0	0
& Ten or more	0	0	1	0			
- Not stated	0	0	0	0			
	Blank	0	0	0	1		
3/24	162	Number in household aged: 5 - 15	0 None	5112	5466	5404	5252
			1 One	1223	1275	1216	1195
			2 Two	729	871	787	812
			3 Three	279	279	312	286
			4 Four	106	98	128	103
			5 Five	25	31	30	44
			6 Six	12	10	12	4
			7 Seven	1	2	5	3
			8 Eight	0	0	1	0
			9 Nine	2	0	1	0
& Ten or more	0	0	0	0			
- Not stated	0	0	0	0			

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/25	163	Number in household aged: 16 - 20	0 None	5590	5898	5839	5870
			1 One	1539	1659	1603	1434
			2 Two	299	417	387	323
			3 Three	55	56	57	66
			4 Four	4	0	8	4
			5 Five	0	2	2	2
			6 Six	2	0	0	0
			7 Seven	0	0	0	0
			8 Eight	0	0	0	0
			9 Nine	0	0	0	0
			& Ten or more	0	0	0	0
			- Not stated	0	0	0	0
3/26	164	Number in household aged: 21 or over	0 None	10	14	7	18
			1 One	816	821	822	804
			2 Two	4895	5381	5371	5227
			3 Three	1365	1363	1363	1271
			4 Four	336	373	284	309
			5 Five	58	73	43	62
			6 Six	6	4	6	7
			7 Seven	2	2	0	1
			8 Eight	0	1	0	0
			9 Nine	1	0	0	0
			& Ten or more	0	0	0	0
			- Not stated	0	0	0	0
3/27	165	Total number of persons in house- hold	1 One	638	628	659	656
			2 Two	2089	2252	2281	2233
			3 Three	1766	1873	1797	1753
			4 Four	1636	1754	1643	1609
			5 Five	768	864	843	814
			6 Six	319	372	347	377
			7 Seven	147	178	183	148
			8 Eight	73	57	76	57
			9 Nine	33	40	37	23
			& Ten or more	0	0	1	0
			- Not stated	19	14	29	29
			Blank	1	0	0	0
3/28	166	Household type	- Adults only (adults = 16+)	1699	1831	1757	1723
			& Adults and children (children = 5-15)	4562	4826	4715	4599
			0 Adults and infants (infants = under 5)	550	640	689	652
			1 Adults, children and infants	678	735	735	724
			Blank	0	0	0	1

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/29	167	Number in household with full-time jobs	0 None 1 One 2 Two 3 Three 4 Four 5 Five 6 Six 7 Seven 8 Eight 9 Nine or more & Not stated	1219 3273 2004 734 215 33 6 5 0 0 0 0	1298 3543 2052 825 256 56 2 0 0 0 0	1366 3494 2013 772 200 36 11 2 0 1 1	1358 3458 1972 661 203 36 8 2 0 0 1 1
3/30-31	168	How long informant responsible for household duties	Years (Tens on Col 30 Units on Col 31) & Not stated informant not responsible for household duties	4052	4326	4275	4126
				Marginals available if required			
3/32	169	Tenure	1 Owned 2 Rented 3 Rent free 4 Not stated	3515 3710 204 60	3934 3877 168 53	3776 3923 151 46	3835 3627 172 65
3/33	170	Tenure	1 Owned completely 2 Buying on mortgage 3 Not stated 4 Rented from Council New Town authority 5 Rented privately 6 Not stated 0 Blank	1770 1712 33 2325 1377 8 264	2075 1832 27 2321 1550 6 221	1934 1802 40 2507 1406 10 197	1975 1820 40 2172 1447 8 237
3/34	171	Length of tenure	1 Less than 12 months 2 1 year less than 2 3 2 years less than 5 4 5 years less than 10 5 10 years or more always 6 Not stated	490 532 1388 1404 3644 31	524 644 1429 1556 3832 47	560 683 1480 1522 3599 52	490 635 1456 1432 3640 46
3/35	172	Day of Interview	1 Monday 2 Tuesday 3 Wednesday 4 Thursday 5 Friday 6 Saturday	1390 1361 1293 1192 1063 1190	1380 1401 1423 1436 1229 1163	1386 1399 1391 1352 1276 1092	1461 1384 1288 1192 1180 1194
3/36-37	173	Day of month interviewed	01 - 31	Marginals available if required			

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/38-39	174	Month of Interview	1 January	2252	0	0	240
			2 February	2353	0	0	0
			3 March	2635	0	0	0
			4 April	249	2418	0	0
			5 May	0	2627	0	0
			6 June	0	2810	0	0
			7 July	0	177	2256	0
			8 August	0	0	2661	0
			9 September	0	0	2726	0
			0 October	0	0	253	2311
			11 November	0	0	0	2538
			12 December	0	0	0	2610
			3/40	175	Social Grade of Head of Household	1 A	160
2 B	738	775				770	797
3 C1	1795	1975				1930	1862
4 C2	2259	2413				2398	2376
5 D	1913	2034				1979	1879
6 E	624	626				668	646
3/41	176	Identity of person on whom social grade is based	1 Head of household	7170	7773	7624	7405
			2 Chief wage earner	318	299	272	294
			3 All details refused etc (social grades estimated by inter- viewer)	1	0	0	0
3/42	177	Income of Head of Household or chief wage earner	1 £450	1196	1268	1226	1217
			2 £650	1013	951	885	840
			3 £850	1114	1122	1159	1070
			4 £1050	980	1058	975	1077
			5 £1250	791	932	978	891
			6 £1650	389	448	538	442
			7 £2000 or over	333	462	442	397
			8 Refused to give income	593	628	625	664
			9 Don't know, not stated	1079	1163	1068	1101
			0 Blank	1	0	0	0
N.B. Informant selects income nearest to his own net income if equidistant coded on higher of the two							
3/43	178	Planning Region	& Scotland	697	749	727	690
			- Wales	419	481	397	372
			1 North	493	509	475	471

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/43	178	continued	2 North West	899	988	1093	1034
			3 Yorkshire and Humberside	683	766	673	807
			4 West Midland	757	783	717	693
			5 East Midland	449	521	508	514
			6 East Anglia	252	253	273	206
			7 South West	559	558	525	508
			8 South East	1245	1371	1415	1343
			9 Greater London	1036	1053	1093	1061
			3/44	179	Area Type	0 All conurbations other than Merseyside	2325
1 Merseyside conurbation	216	159				163	214
2 Other Urban	3395	3701				3628	3420
3 Rural	1553	1716				1709	1664
4 Blank	0	0				0	1
3/45-46	180	Local Authority Area (within area type)	(See Area Codelist)				
3/47	181	Polling District (within L.A.A.)	(See Area Codelist)				
3/48	182	ITV Reception	0 Single ITV reception	5816	6440	6252	6124
			1 Dual and triple ITV reception	1641	1592	1644	1555
			2 No ITV reception	32	0	0	20
			3 Blank	0	0	0	0
3/49-60	183- 194	ITV Area (as defined by TAM - July 1967)					
3/49	183	Central Scotland	1 Yes	557	606	701	531
			0 Not mentioned	6932	7426	7195	7168
3/50	184	North East Scotland	1 Yes	246	166	216	301
			0 Not mentioned	7243	7866	7680	7398
3/51	185	Northern (Yorkshire)	1 Yes	1162	1235	1189	1142
			0 Not mentioned	6327	6797	6707	6557
3/52	186	Border	1 Yes	109	194	77	129
			0 Not mentioned	7380	7838	7819	7570
3/53	187	North East	1 Yes	394	441	371	354
			0 Not mentioned	7095	7591	7525	7345
3/54	188	Northern (lancashire)	1 Yes	1082	1134	1201	1253
			0 Not mentioned	6407	6898	6695	6446

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/55	189	Midland	1 Yes 0 Not mentioned	1358 6131	1446 6586	1259 6637	1440 6259
3/56	190	Anglia	1 Yes 0 Not mentioned	701 6788	622 7410	646 7250	615 7084
3/57	191	London	1 Yes 0 Not mentioned	2006 5483	2088 5944	2093 5803	1991 5708
3/58	192	Southern	1 Yes 0 Not mentioned	601 6888	656 7376	808 7088	745 6954
3/59	193	Wales & West	1 Yes 0 Not mentioned	741 6748	881 7151	783 7113	579 7120
3/60	194	South West	1 Yes 0 Not mentioned	268 7221	211 7821	242 7654	234 7465
3/61-62	195	Socio-Economic grade of Area	(% in R. C's occ groups 1-4 and 13)	Marginals available if required			
3/63	196	Other Evening Newspaper area (Defined as 1% or more household coverage)	For coding of Cols. 63 - 75 see note below. (See area codelist)				
3/64-75	197- 208	Other Evening Newspaper Area (cont.)					
NOTE ON OTHER EVENING NEWSPAPER AREA							
On the original punched cards, this information was coded in columns 69 and 70 of the first card of the case. The data in column 69, the first digit of the identity code, has been transferred directly to column 63 of card 3. Column 70 contained multi-punching and as such has been "spread" into 12 columns, 64 - 75 of card 3, with code '1' to indicate the presence of a punch and '0' otherwise, in the order &(Y) -(X) 0 1 2 3 4 5 6 7 8 9. So that, for example, original identity code "28/1" in 01:69-70 has been converted to 03:63-75 code "2000100000010".							
3/76-77	209	Subsample number	1 January 2 February 3 March 4 April 5 May 6 June 7 July	2569 2430 2490 0 0 0 0	0 0 0 2696 2681 2655 0	0 0 0 0 0 0 2621	0 0 0 0 0 0 0

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
3/76-77	209	contd.	8 August	0	0	2651	0
			9 September	0	0	2624	0
			0 October	0	0	0	2600
			11 November	0	0	0	2644
			12 December	0	0	0	2455
3/78	210	Informant is member of <u>private household</u> <u>Institution</u>	1 Starred elector	5762	6463	6278	6101
			2 Non-electors	1648	1516	1550	1538
			3 Starred elector	53	36	48	40
			4 Selected by inter- viewer (additional)	26	17	20	20
3/79	211	Number of electors in private house- hold	0 None	0	0	0	0
			1 One	775	807	827	777
			2 Two	4792	5288	5247	5126
			3 Three	1390	1429	1402	1288
			4 Four	377	382	294	359
			5 Five	62	68	54	76
			6 Six	11	4	4	13
			7 Seven	1	0	0	0
			8 Eight	0	1	0	0
			9 Nine or more	2	0	0	0
			Blank	79	53	68	60
3/80	212	Number of non- electors in private household	0 None	4564	5194	5067	5001
			1 One	1814	1870	1801	1688
			2 Two	832	748	788	776
			3 Three	160	134	136	145
			4 Four	30	24	30	21
			5 Five	8	6	4	7
			6 Six	0	0	2	1
			7 Seven	0	3	0	0
			8 Eight	2	0	0	0
			9 Nine	0	0	0	0
			Blank	79	53	68	60
4/1-5		Case Number	5 digit code				
4/6-7		Card Number	Card 4				
4/8	213	Masthead booklet used (reverse order)	1 Yes	3797	3897	4064	3865
			0 No	3692	4135	3832	3834

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/9	214	Masthead booklet used (forward order)	1 1 2 2 3 3 4 4 5 5 6 6 7 7 8 8	1006 915 900 930 966 917 908 947	991 1083 1026 971 1008 976 983 994	991 979 995 999 1011 933 1000 988	1002 957 1006 874 959 976 961 964
4/10-12	215	Three digit Interviewer number	3 digit code				
4/13		Unused	Unused				
		<u>READING FREQUENCY</u> <u>DAILY MORNING AND</u> <u>LONDON EVENING</u> <u>NEWSPAPERS</u>	<u>NUMBER OF ISSUES SEEN</u> <u>IN AN AVERAGE WEEK</u>				
4/14	216	Daily Express	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	1745 157 130 227 315 333 218 4364	1905 168 138 246 312 270 220 4773	1841 158 125 224 314 325 229 4680	1716 164 102 202 320 345 214 4636
4/15	217	Daily Mirror	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	2552 188 167 231 292 311 198 3550	2570 217 133 261 282 268 190 4111	2643 209 144 232 327 306 192 3843	2616 215 127 258 286 321 154 3722
4/16	218	Daily Sketch	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	462 67 50 117 202 242 179 6170	491 93 58 114 207 214 168 6687	511 64 55 123 203 212 183 6545	413 73 35 102 183 215 151 6527
4/17	219	Daily Mail	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2	844 89 66 128 226	1021 92 56 133 216	873 100 57 171 217	876 66 53 127 197

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/17	219	contd.	1 = 1 0 = Less than one & = None	274 190 5672	306 173 6035	290 195 5993	255 165 5960
4/18	220	The Times	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	171 40 27 61 94 186 125 6785	188 49 31 63 90 201 169 7241	196 53 27 53 111 150 159 7147	168 43 25 57 93 180 132 7001
4/19	221	Daily Telegraph	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	550 62 46 89 172 226 160 6184	627 71 50 103 152 267 155 6607	575 63 46 92 168 233 157 6562	514 61 44 91 161 223 165 6440
4/20	222	The Guardian	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	108 22 18 38 61 114 122 7006	144 29 24 48 87 143 117 7440	119 31 27 46 76 105 140 7352	114 26 13 25 79 97 115 7230
4/21	223	Financial Times	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None	78 34 8 31 63 156 128 6991	92 48 19 28 60 145 129 7511	78 35 10 29 63 134 123 7424	75 36 14 31 54 137 123 7229
4/22	224	Daily Record (Scot)	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None Blank	290 21 6 24 27 26 24 279 6792	278 12 5 29 24 29 19 353 7283	307 19 18 24 24 34 12 289 7169	218 17 6 20 33 26 20 350 7009
4/23	225	Sun	6 = 6 5 = 5 4 = 4 3 = 3	533 57 49 105	521 73 40 79	535 61 44 101	562 72 60 129

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/23	225	Sun (contd)	2 = 2 1 = 1 0 = Less than one & = None	167 230 168 6180	163 238 175 6743	172 209 163 6611	187 225 161 6303
4/24	226	Any other Evening Newspaper *	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None Blank	3026 202 151 254 273 317 197 1329 1740	3103 211 172 296 307 374 211 1536 1822	3203 185 161 284 250 316 209 1462 1826	2816 217 143 306 296 348 209 1755 1609
		*Where more than one read or looked at the other Evening Newspaper with the highest reading frequency claim is recorded if no other Evening Newspaper has 1% or more household coverage in the area no code is ringed on Col 24 Thus position & on Col 24 indicates "None of those with 1% or more household coverage in the area"					
4/25	227	E. Standard (London)	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None Blank	194 55 36 81 84 129 124 1830 4956	201 59 28 74 116 128 125 1946 5355	202 68 37 75 100 129 128 2042 5115	188 62 35 62 81 141 86 1955 5089
4/26	228	E. News (London)	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 0 = Less than one & = None Blank	414 80 59 90 119 156 120 1495 4956	448 108 42 82 130 151 121 1595 5355	434 82 55 105 114 141 116 1734 5115	375 86 48 94 114 151 127 1615 5089

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ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>WEEKEND COLOUR MAGAZINES</u>	<u>NUMBER OF ISSUES SEEN IN LAST MONTH</u>				
4/27	229	Observer Colour Magazine	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	528 57 171 236 151 6346	565 71 204 235 152 6805	559 65 196 243 171 6662	484 53 193 220 141 6608
4/28	230	Sunday Times Colour Magazine	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	775 67 174 206 136 6131	841 73 223 232 135 6528	817 65 209 239 161 6405	757 72 190 207 135 6338
4/29	231	Daily Telegraph Magazine	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	700 49 148 157 130 6305	797 67 173 166 116 6713	700 70 167 170 128 6661	697 53 136 170 96 6547
4/30	232	The Mirror Magazine	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None 7 = Blank	0 0 0 0 0 0 7489	0 0 0 0 0 0 8032	0 0 0 0 0 0 7896	1765 169 375 299 76 5015 0
		N.8. The Mirror Magazine was included in the survey from 1st October, 1969.					
		<u>SUNDAY NEWSPAPERS</u>	<u>NUMBER OF ISSUES SEEN IN AN AVERAGE MONTH</u>				
4/31	233	Sunday Telegraph	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	341 24 89 108 70 6857	396 20 99 139 81 7297	370 25 118 133 101 7149	327 22 91 124 75 7060

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/32	234	News of the World	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	2971 110 297 256 150 3705	3013 94 307 275 149 4194	3106 107 295 282 165 3941	2879 91 300 275 156 3998
4/33	235	Sunday Times	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	668 49 154 155 128 6335	774 31 170 217 110 6730	739 48 149 218 109 6633	697 45 147 168 114 6528
4/34	236	Sunday Express	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	1935 77 224 209 113 4931	2104 64 256 217 123 5268	1991 76 235 237 117 5240	1904 60 219 216 89 5211
4/35	237	Sunday Mirror	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	2535 116 299 222 111 4206	2605 100 251 241 118 4717	2633 121 292 240 120 4490	2572 89 278 249 107 4404
4/36	238	Observer	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	404 38 124 187 113 6623	467 34 150 192 120 7069	481 40 143 185 150 6897	399 31 141 175 102 6851
4/37	239	People	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	2825 123 325 315 143 3758	2958 101 301 318 137 4217	2954 113 346 312 156 4015	2809 89 315 299 164 4023
4/38	240	Sunday Post	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	836 21 47 42 29 6514	935 22 54 47 42 6932	927 13 61 52 32 6811	858 11 49 48 31 6702
4/39	241	Sunday Mail	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	407 13 27 31 28 6983	416 6 31 30 24 7525	442 11 40 44 19 7340	382 7 26 31 12 7241

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>DAILY MORNING AND LONDON EVENING NEWSPAPERS</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
4/40	242	Daily Express	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	40 275 362 454 558 1436 4364	38 256 326 555 575 1509 4773	37 247 382 543 594 1413 4680	34 246 302 510 523 1448 4636
4/41	243	Daily Mirror	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = E <u>NEARLY ALL</u> 0 = Blank	29 247 330 499 668 2166 3550	34 267 344 561 666 2049 4111	41 248 365 554 767 2078 3843	28 225 334 531 718 2141 3722
4/42	244	Daily Sketch	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	23 118 201 188 179 610 6170	18 134 160 197 225 611 6687	30 144 151 206 243 577 6545	20 139 153 167 166 527 6527
4/43	245	Daily Mail	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	29 211 248 278 312 739 5672	22 242 242 347 370 774 6035	33 224 235 334 354 723 5993	21 182 203 261 316 756 5960
4/44	246	The Times	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	29 170 145 133 99 128 6785	22 152 188 170 110 149 7241	28 122 152 184 117 146 7147	24 140 133 157 97 147 7001
4/45	247	Daily Telegraph	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	29 201 217 286 242 330 6184	25 230 252 321 247 350 6607	38 197 224 301 250 324 6562	26 187 245 280 203 318 6440
4/46	248	The Guardian	1 = A <u>NONE</u> 2 = B 3 = C 4 = D	16 103 88 89	25 110 111 128	25 88 106 122	8 83 101 100

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/46	248	contd.	5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	65 122 7006	88 130 7440	85 118 7352	78 99 7230
4/47	249	Financial Times	1 = A <u>NONE</u> 2 = B 3 = C 4 = O 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	51 148 96 67 45 91 6991	39 151 114 79 37 101 7511	28 142 91 83 41 87 7424	31 156 104 67 37 75 7229
4/48	250	Daily Record (Scotland)	1 = A <u>NONE</u> 2 = B 3 = C 4 = O 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	1 23 27 42 59 266 7071	2 17 20 42 62 253 7636	2 20 21 42 55 298 7458	0 9 22 28 38 243 7359
4/49	251	Sun	1 = A <u>NONE</u> 2 = B 3 = C 4 = O 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	30 172 199 171 171 566 6180	37 186 173 210 174 509 6743	43 206 175 198 184 479 6611	34 177 180 217 198 590 6303
4/50	252	Any other Evening Newspaper* (coded as follows)	0 = None of those with 1% or more house- hold coverage in the area 1 = One 2 = Two 3 = Three 4 = Four 5 Blank	2414 3259 70 6 0 1740	2757 3355 98 0 0 1822	2602 3357 108 3 0 1826	2953 3051 84 2 0 1609
4/51	253	Any other Evening Newspaper*	1 = A <u>NONE</u> 2 = B 3 = C 4 = O 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	27 280 392 552 700 2469 3069	32 299 467 685 811 2380 3358	36 307 430 712 821 2302 3288	22 294 401 608 716 2294 3364

ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		*Where more than one read or looked at, the other Evening Newspaper with the highest reading frequency claim at (COL 24 VAR 226) is the one for which the reading intensity claim is recorded at (COL 51 VAR 253) The total number of Other Evening Newspapers looked 'yesterday' is also coded on (COL 50 VAR 252) See COL 50					
4/52	254	Evening Standard (London)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	14	14	15	11
				92	101	80	76
				112	114	119	96
				137	136	158	135
				104	159	149	108
				244	207	218	223
				6786	7301	7157	7044
4/53	255	Evening News (London)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	18	25	22	21
				112	109	96	86
				138	132	144	128
				181	192	187	167
				161	200	215	170
				428	424	383	423
				6451	6950	6849	6704
		<u>WEEKEND COLOUR MAGAZINES</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
4/54	256	Observer Colour Magazine	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	13	25	21	21
				97	90	74	72
				132	124	148	123
				170	189	204	175
				171	212	213	164
				560	587	574	536
				6346	6805	6662	6608
4/55	257	Sunday Times Colour Magazine	1 = A <u>NONE</u> 2 = B 3 = C	18	14	17	22
				85	94	97	79
				147	139	149	118

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/55	257	contd.	4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	194 192 722 6131	239 260 758 6528	228 217 783 6405	181 210 751 6338
4/56	258	Daily Telegraph Magazine	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	19 91 136 193 202 543 6305	18 106 151 211 244 589 6713	30 101 153 171 176 604 6661	20 89 113 182 180 568 6547
4/57	259	The Mirror Magazine*	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	0 0 0 0 0 0 7489	0 0 0 0 0 0 8032	0 0 0 0 0 0 7896	51 230 285 347 358 1413 5015
		*The Mirror Magazine was included in the Survey from 1st October, 1969.					
		<u>SUNDAY NEWSPAPERS</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
4/58	260	Sunday Telegraph	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	15 74 107 131 110 195 6857	13 91 133 179 145 174 7297	17 86 109 164 147 224 7149	15 70 111 138 120 185 7060
4/59	261	News of the World	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	29 305 369 527 603 1951 3705	47 286 388 593 662 1862 4194	48 289 399 619 702 1898 3941	34 278 390 497 609 1893 3998
4/60	262	Sunday Times	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	27 166 233 301 179 248 6335	29 180 214 342 255 282 6730	18 151 229 325 243 297 6633	24 142 190 268 213 334 6528

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/61	263	Sunday Express	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	22 145 223 405 519 1244 4931	30 149 226 493 601 1265 5268	31 162 233 422 571 1237 5240	19 139 193 394 505 1238 5211
4/62	264	Sunday Mirror	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	33 139 238 415 627 1831 4206	32 154 260 456 675 1738 4717	39 151 254 488 738 1736 4490	21 134 255 438 656 1791 4404
4/63	265	Observer	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	23 134 160 196 155 198 6623	19 124 161 254 184 221 7069	33 100 179 233 196 258 6897	16 104 151 190 165 222 6851
4/64	266	People	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	35 238 333 498 655 1972 3758	43 232 351 589 701 1899 4217	48 252 387 565 718 1911 4015	23 236 325 510 673 1909 4023
4/65	267	Sunday Post (Glasgow)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 30 55 102 139 644 6514	13 51 64 101 185 686 6932	18 46 57 97 172 695 6811	10 34 45 89 136 683 6702
4/66	268	Sunday Mail (Glasgow)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 18 32 38 71 342 6983	4 24 32 51 68 328 7525	7 23 34 51 63 378 7340	3 18 19 39 71 308 7241
		<u>GENERAL WEEKLY MAGAZINES</u>	<u>NUMBER OF ISSUES READ OR LOOKED AT IN AN AVERAGE MONTH</u>				
4/67 73	269	Punch	1 = 4 2 = 3	129 45	162 31	116 35	126 39

ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/67	269	contd.	3 = 2 4 = 1 5 = Less than one 6 = None	116 274 299 6626	140 273 306 7120	119 229 301 7096	105 222 290 6917
4/68	270	Revielle	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	845 138 453 479 306 5268	888 127 423 510 269 5815	915 143 473 486 294 5585	834 123 425 465 267 5585
4/69	271	Universe	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	109 7 26 39 27 7281	128 8 31 45 20 7800	117 11 26 36 22 7684	130 16 24 32 20 7477
4/70	272	Christian Herald	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	43 7 11 25 34 7369	59 8 23 18 28 7896	57 5 9 24 30 7771	54 6 13 22 21 7583
4/71	273	T.V. Times	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	1918 70 223 231 234 4813	1966 59 213 221 173 5400	1817 61 205 207 162 5444	1872 52 200 223 149 5203
4/72	274	Tit-Bits	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	378 64 212 310 197 6328	440 63 220 301 200 6808	438 54 252 313 238 6601	402 44 220 351 174 6508
4/73	275	Weekly News	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	718 49 145 126 80 6371	778 37 151 156 92 6818	812 57 153 145 81 6648	762 43 149 133 87 6525
4/74	276	Weekend & Today	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	832 120 409 447 230 5451	990 131 402 429 235 5845	1001 125 407 448 242 5673	854 118 398 408 246 5675

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
4/75	277	Parade	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	125 26 85 157 97 6999	116 20 91 133 97 7575	96 32 92 171 111 7394	98 23 87 145 65 7281
4/76	278	Radio Times	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	1983 59 192 215 212 4828	2020 51 184 200 162 5415	1941 62 168 173 169 5383	1803 55 140 196 127 5378
4/77	279	Amateur Gardening	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	227 22 132 228 247 6633	229 39 145 224 184 7211	206 40 121 184 182 7163	202 44 139 217 186 6911
4/78	280	Popular Gardening and Home Gardener	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	158 13 103 130 150 6935	160 22 86 136 114 7514	162 29 79 132 103 7391	141 18 82 150 119 7209
4/79	281	Garden News	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	73 11 36 45 50 7274	76 13 20 52 33 7838	85 10 15 45 39 7702	54 11 25 37 37 7535
		<u>WOMAN'S WEEKLY MAGAZINES</u>	<u>NUMBER OF ISSUES READ OR LOOKED AT IN AN AVERAGE MONTH</u>				
4/80	282	Woman's Realm	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	891 135 426 421 269 5347	903 113 403 442 234 5937	839 115 394 405 286 5857	811 85 399 429 243 5732
		CONTINUED ON CARD 5 COL 8					
5/1-5		Case Number	Case Number				
5/6-7		Card Number	Card 5				

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
				<u>CONTINUED FROM CARD 4</u>			
5/8	283	Petticoat	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	125 13 57 79 58 7157	126 13 54 85 73 7681	130 18 57 76 69 7546	135 12 67 84 57 7344
5/9	284	Woman	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	1592 184 518 463 249 4483	1682 175 542 465 279 4889	1585 173 510 471 272 4885	1560 179 537 461 237 4725
5/10	285	Woman's Weekly	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	857 63 238 228 142 5961	876 60 224 231 141 6500	854 59 237 218 153 6375	820 56 214 231 128 6250
5/11	286	Woman's Own	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	1414 177 577 452 280 4589	1469 168 540 477 263 5115	1405 161 535 513 302 4980	1401 164 546 466 253 4869
5/12	287	My Weekly	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	455 42 119 152 113 6608	480 56 124 154 84 7134	491 62 166 136 109 6932	470 41 143 164 82 6799
5/13	288	People's Friend	1 = 4 2 = 3 3 = 2 4 = 1 5 = Less than one 6 = None	278 17 43 44 38 7069	294 10 42 40 39 7607	260 16 39 45 30 7506	278 13 30 52 37 7289
				<u>QUARTERLY MAGAZINE NUMBER OF ISSUES READ OR LOOKED AT IN PREVIOUS 12 MONTHS</u>			
5/14	289	Drive	1 = 4 2 = 3 3 = 2 4 = 1 6 = None	1357 98 197 182 5655	1484 108 202 159 6079	1455 101 194 186 5960	1424 88 199 158 5830

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>GENERAL WEEKLY MAGAZINES</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
10/15	290	Punch	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	17 130 180 191 115 230 6626	17 163 171 198 131 232 7120	9 131 166 179 100 215 7096	22 142 155 170 95 198 6917
10/16	291	Reveille	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	28 149 260 323 284 1177 5268	21 144 242 367 320 1123 5815	27 187 246 385 312 1154 5585	20 127 208 352 318 1089 5585
10/17	292	Universe	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 25 26 32 26 94 7281	8 26 28 38 32 100 7800	11 21 18 30 26 106 7684	11 27 23 26 28 107 7477
10/18	293	Christian Herald	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	3 13 18 17 20 49 7369	6 19 14 22 19 56 7896	5 24 11 15 17 53 7771	6 14 21 11 9 55 7583
10/19	294	T.V. Times	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	45 217 346 422 343 1303 4813	34 231 341 422 362 1242 5400	33 201 313 419 374 1112 5444	37 228 311 406 329 1185 5203
10/20	295	Tit-Bits	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	16 80 159 187 140 579 6328	29 85 135 215 198 562 6808	28 105 144 194 202 622 6601	11 85 144 214 175 562 6508

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/21	296	Weekly News	1 = A <u>NONE</u>	10	12	13	14
			2 = B	91	101	97	85
			3 = C	133	157	160	137
			4 = D	139	180	161	168
			5 = E	695	693	755	724
			6 = F <u>NEARLY ALL</u>	0	0	0	0
			0 = Blank	6421	6889	6710	6571
			5/22	297	Weekend & Today	1 = A <u>NONE</u>	22
2 = B	124	143				136	128
3 = C	209	208				228	201
4 = D	326	343				357	320
5 = E	288	352				336	308
6 = F <u>NEARLY ALL</u>	1069	1118				1143	1043
0 = Blank	5451	5845				5673	5675
5/23	298	Parade				1 = A <u>NONE</u>	8
			2 = B	53	52	61	41
			3 = C	57	64	52	51
			4 = D	64	74	84	66
			5 = E	64	64	59	43
			6 = F <u>NEARLY ALL</u>	244	193	228	202
			0 = Blank	6999	7575	7394	7281
			5/24	299	Radio Times	1 = A <u>NONE</u>	39
2 = B	264	243				245	261
3 = C	364	360				362	325
4 = D	475	468				492	432
5 = E	366	393				376	321
6 = F <u>NEARLY ALL</u>	1153	1123				997	943
0 = Blank	4828	5415				5383	5378
5/25	300	Amateur Gardening				1 = A <u>NONE</u>	28
			2 = B	90	114	90	109
			3 = C	132	113	118	108
			4 = D	141	159	122	123
			5 = E	113	104	103	98
			6 = F <u>NEARLY ALL</u>	352	313	284	329
			0 = Blank	6633	7211	7163	6911
			5/26	301	Popular Gardening & Home Gardener	1 = A <u>NONE</u>	18
2 = B	57	52				51	55
3 = C	73	64				68	54
4 = D	91	88				89	80
5 = E	70	79				60	66
6 = F <u>NEARLY ALL</u>	245	219				221	227
0 = Blank	6935	7514				7391	7209
5/27	302	Garden News				1 = A <u>NONE</u>	9
			2 = B	20	28	24	15
			3 = C	30	19	20	24
			4 = D	41	25	25	20
			5 = E	28	28	27	19
			6 = F <u>NEARLY ALL</u>	87	85	86	82
			0 = Blank	7274	7838	7702	7535

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>WOMAN'S WEEKLY MAGAZINES</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
5/28	303	Woman's Realm	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	47 285 265 283 246 1016 5347	52 250 242 312 264 975 5937	46 253 251 298 271 920 5857	43 226 197 271 260 970 5732
5/29	304	Petticoat/Trend	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	21 47 26 35 47 156 7157	11 48 44 48 43 157 7681	14 30 50 49 42 165 7546	13 36 38 48 55 165 7344
5/30	305	Woman	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	59 367 305 424 353 1498 4483	72 355 347 410 402 1557 4889	68 367 306 398 408 1464 4885	72 324 293 400 370 1515 4725
5/31	306	Woman's Weekly	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	32 203 176 185 156 776 5961	39 190 185 167 178 773 6500	37 197 156 205 160 766 6375	48 143 151 161 176 770 6250
5/32	307	Woman's Own	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	76 388 326 376 352 1382 4589	77 372 334 372 372 1390 5115	72 370 348 380 373 1373 4980	70 344 291 371 357 1397 4869
5/33	308	My Weekly	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	17 107 107 88 95 467 6608	29 78 124 98 113 456 7134	19 112 96 121 99 517 6932	25 93 90 121 89 482 6799

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/34	309	People's Friend	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	15 46 36 37 29 257 7069	29 50 36 33 36 241 7607	15 59 35 38 33 210 7506	25 37 36 36 25 251 7289
		<u>QUARTERLY MAGAZINE</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
5/35	310	Drive	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	55 203 236 354 264 722 5655	64 219 259 410 292 709 6079	71 239 262 382 305 677 5960	80 220 238 354 248 729 5830
		<u>REGISTRAR GENERAL'S CLASSIFICATION OF OCCUPATIONS</u>					
5/36	311	Employment Status	& Self-employed - without employees - Self-employed - large establishments (25 or more) 0 Self-employed with employees - small establishments (24 or less) 1 Employees - Managers - large establish- ments (25 or more) 2 Employees - Managers - small establish- ments (24 or less) 3 Employees - Foremen and Supervisors - Manual 4 Employees - Foremen and Supervisors - Non-manual 5 Employees - apprentices articled pupils formal trainees 6 Employees - Family workers 7 Employees not else- where classified 8 Not applicable 9 Refused	172 17 171 198 138 279 163 177 25 3962 2160 27	178 18 217 184 158 258 152 174 18 4325 2327 23	191 15 185 160 189 263 123 176 11 4228 2316 39	215 9 173 172 154 251 131 175 22 4073 2290 34

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ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
37-39	312	<u>3-digit occupation Code</u> (Registrar General's 1966 version)	3 digit code 4/0/0 No occupation 5/0/0 Refused	Marginals available if required			
40	313	<u>Occupation code</u>	1 Occupation is that of a retired person (coded in addition to occupation code) 0 Blank	598 6891	657 7375	656 7240	607 7092
		<u>GENERAL MONTHLY MAGAZINES</u>	<u>NUMBER OF ISSUES READ OR LOOKED AT IN LAST 6 MONTHS</u>				
41	314	Practical House-Holder	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	199 21 73 159 255 210 6571 1	193 19 81 158 252 205 7124 0	213 19 86 145 234 208 6991 0	171 14 73 150 218 218 6855 0
42	315	Reader's Digest	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	1085 66 287 398 508 395 4749 1	1194 72 264 408 517 335 5242 0	1136 69 245 433 490 358 5165 0	1132 45 240 382 509 342 5049 0
43	316	Men Only	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	46 7 21 59 54 77 7224 1	51 5 11 28 70 66 7801 0	53 2 21 30 61 69 7660 0	39 7 21 28 56 53 7485 0
44	317	Photo Play	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	39 4 12 25 27 55 7326 1	41 5 12 26 44 48 7856 0	45 6 21 11 42 45 7726 0	42 3 8 10 39 39 7558 0

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/45	318	Practical Motorist	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	296 33 102 171 240 223 6423 1	281 20 94 180 238 202 7017 0	271 31 102 170 235 233 6854 0	299 20 98 142 246 219 6675 0
5/46	319	Do it Yourself	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	214 28 145 210 307 341 6243 1	259 33 96 213 332 294 6805 0	274 39 120 223 339 319 6582 0	222 21 101 185 302 304 6564 0
5/47	320	Homemaker	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	97 12 30 72 130 138 7009 1	118 4 29 80 129 151 7521 0	108 11 41 81 158 178 7319 0	95 5 40 67 132 164 7195 0
5/48	321	Car Mechanics	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	261 22 82 125 171 121 6706 1	242 24 92 135 164 142 7233 0	254 23 81 125 140 163 7110 0	238 22 72 120 159 154 6934 0
5/49	322	ABC Film Review	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	134 12 85 114 199 229 6715 1	177 17 75 134 194 219 7216 0	140 25 86 127 194 240 7084 0	122 16 76 117 181 214 6973 0
5/50	323	Penthouse	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	44 8 14 41 58 97 7226 1	45 6 20 32 56 92 7781 0	47 4 16 35 61 101 7632 0	52 6 27 44 78 93 7399 0

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/51	324	Geographical Magazine	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	94 14 31 48 69 88 7144 1	95 7 32 52 78 96 7672 0	93 5 33 45 77 76 7567 0	65 6 30 43 60 75 7420 0
5/52	325	Practical Gardening	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	172 18 59 104 173 168 6794 1	165 18 62 123 180 167 7317 0	182 17 69 124 166 166 7172 0	139 15 59 113 154 128 7091 0
5/53	326	Carnival	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	38 4 19 56 89 94 7188 1	45 6 23 35 72 83 7768 0	53 4 23 48 81 101 7586 0	38 5 20 44 67 77 7448 0
5/54	327	Showguide	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	35 5 27 29 37 49 7306 1	46 6 16 38 62 62 7802 0	36 7 27 36 68 75 7647 0	47 5 25 43 63 63 7453 0
5/55	328	National Geographic	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	132 12 42 53 77 102 7070 1	126 12 42 57 106 123 7566 0	141 11 35 57 93 100 7459 0	127 8 34 58 83 90 7299 0
		<u>WOMAN'S MONTHLY MAGAZINES</u>	<u>NUMBER OF ISSUES READ OR LOOKED AT IN PAST 6 MONTHS</u>				

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/56	329	Vogue	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	259 31 108 202 331 360 6197 1	262 28 124 232 336 380 6670 0	254 21 100 281 351 357 6612 0	219 28 102 181 301 333 6535 0
5/57	330	My Home & Family	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	95 7 25 59 84 74 7143 2	105 5 30 49 92 79 7672 0	89 7 29 65 66 98 7542 0	61 6 26 43 56 71 7436 0
5/58	331	True Romances	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	265 31 122 133 192 133 6612 1	323 33 92 142 159 124 7159 0	319 33 104 144 197 126 6973 0	271 25 83 135 163 127 6895 0
5/59	332	Rave	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	66 10 31 48 60 87 7186 1	71 8 30 36 74 83 7730 0	61 10 19 36 68 96 7606 0	58 8 16 33 55 64 7465 0
5/60	333	She	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	189 23 65 153 193 203 6662 1	215 22 79 144 208 233 7131 0	179 14 84 120 210 251 7038 0	196 15 84 125 219 212 6848 0
5/61	334	Good Housekeeping	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	218 21 103 161 285 245 6455 1	248 25 108 205 316 260 6870 0	192 22 111 178 297 275 6821 0	215 17 93 174 244 242 6714 0

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/62	335	Vanity Fair	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	82 5 24 45 106 126 7100 1	72 10 27 60 97 121 7645 0	56 7 24 50 100 114 7545 0	55 8 21 50 83 110 7372 0
5/63	336	True Magazine	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	158 17 78 88 145 109 6893 1	189 10 60 94 136 110 7433 0	218 30 61 88 150 122 7227 0	195 13 50 84 117 92 7147 0
5/64	337	Woman & Home	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	357 22 100 171 244 185 6409 1	399 33 101 166 270 177 6886 0	328 23 103 219 234 209 6780 0	322 15 121 182 245 222 6592 0
5/65	338	True Story	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	260 38 119 142 210 186 6533 1	306 28 87 145 186 169 7111 0	328 22 122 127 215 180 6902 0	289 26 95 141 171 145 6832 0
5/66	339	Woman's Home Journal	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	120 4 39 75 102 104 7044 1	124 8 37 66 118 98 7581 0	116 9 45 69 85 97 7475 0	75 7 28 59 79 85 7365 0
5/67	340	Woman's Story	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	50 6 19 26 30 35 7322 1	57 3 15 25 32 33 7867 0	71 3 26 30 45 43 7678 0	46 7 11 23 39 36 7537 0

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/68	341	Honey	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	147 13 47 95 139 136 6911 1	134 12 55 104 150 180 7397 0	147 16 43 111 130 171 7278 0	127 14 51 90 133 121 7163 0
5/69	342	Flair	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	93 7 27 79 124 149 7009 1	88 16 31 92 123 161 7521 0	71 6 31 83 106 145 7455 0	77 6 26 68 100 140 7282 0
5/70	343	Mother	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	66 2 17 40 55 65 7243 1	69 5 17 32 40 54 7815 0	69 3 15 28 35 66 7680 0	55 6 16 33 45 62 7482 0
5/71	344	Family Circle	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	483 32 129 179 266 186 6213 1	492 42 143 209 264 204 6678 0	458 51 122 223 245 205 6590 0	475 28 143 206 231 188 6428 0
5/72	345	Nova	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	78 10 35 67 130 178 6990 1	94 16 44 91 110 189 7488 0	75 17 32 82 104 155 7420 0	85 7 35 70 111 150 7241 0
5/73	346	Annabel	6 = 6 5 = 5 4 = 4 3 = 3 2 = 2 1 = 1 & = <u>NONE</u> Blank	102 8 34 57 97 118 7072 1	86 7 30 46 96 117 7650 0	104 10 36 74 109 121 7440 0	105 9 31 45 83 89 7337 0

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CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/74	347	Hers	6 = 6	50	63	85	66
			5 = 5	7	5	4	6
			4 = 4	20	11	20	16
			3 = 3	36	38	32	20
			2 = 2	48	50	41	41
			1 = 1	66	62	68	59
			& = NONE	7261	7803	7646	7491
			Blank	1	0	0	0
			5/75	348	Living	6 = 6	104
5 = 5	8	5				6	7
4 = 4	21	33				23	47
3 = 3	56	37				47	69
2 = 2	68	80				67	107
1 = 1	77	88				85	88
& = NONE	7154	7698				7599	7258
Blank	1	0				0	0
5/76	349	Pins and Needles				6 = 6	95
			5 = 5	11	6	11	5
			4 = 4	30	34	31	23
			3 = 3	63	57	48	49
			2 = 2	70	91	81	68
			1 = 1	127	127	100	127
			& = NONE	7092	7621	7533	7340
			Blank	1	0	0	0
			5/77	350	'19'	6 = 6	104
5 = 5	11	11				20	11
4 = 4	39	32				38	40
3 = 3	58	70				60	69
2 = 2	78	88				83	64
1 = 1	92	101				89	88
& = NONE	7106	7617				7468	7311
Blank	1	0				0	0
5/78	351	Ideal Home				6 = 6	216
			5 = 5	21	13	14	16
			4 = 4	99	109	112	102
			3 = 3	219	207	216	182
			2 = 2	326	310	338	327
			1 = 1	341	381	367	271
			& = NONE	6266	6803	6659	6608
			Blank	1	0	0	0
			5/79	352	Homes & Gardens	6 = 6	208
5 = 5	21	19				20	16
4 = 4	76	90				89	70
3 = 3	167	158				161	170
2 = 2	228	257				243	213
1 = 1	255	265				258	198
& = NONE	6533	7025				6950	6821
Blank	1	0				0	0

CARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
		<u>GENERAL MONTHLY MAGAZINES</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
5/80	353	Practical House- holder (Continued on Card 6 COL 8)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	18 108 132 179 145 335 6572	15 95 147 199 121 331 7124	23 98 156 190 139 299 6991	23 88 132 144 121 336 6855
5/1-5		Case Number	5 digit code				
5/6-7		Card Number	Card 6				
5/8	354	Reader's Digest (Continued from Card 5)	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	34 287 376 617 394 1031 4750	47 260 413 649 439 982 5242	41 269 397 606 452 966 5165	38 278 420 545 373 996 5049
5/9	355	Men Only	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	12 19 40 38 30 125 7225	6 35 27 34 41 88 7801	5 28 21 39 40 103 7660	10 25 21 31 28 99 7485
5/10	356	Photoplay	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	10 18 23 26 16 69 7327	6 28 29 28 18 67 7856	8 17 29 22 16 78 7726	4 22 21 18 15 61 7558
5/11	357	Practical Motorist	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	32 155 142 197 136 403 6424	36 141 151 168 161 358 7017	42 148 170 174 161 347 6854	42 145 161 163 140 373 6675
6/12	358	Do-It-Yourself	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	27 176 174 206 191 471 6244	37 157 191 242 179 421 6805	45 157 220 245 208 439 6582	20 122 166 212 162 453 6564
58							98

ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/13	359	Homemaker	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	7 60 70 85 75 182 7010	9 54 87 99 87 175 7521	14 80 90 119 82 192 7319	17 59 65 93 65 204 7196
5/14	360	Car Mechanics	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	25 90 100 129 102 336 6707	28 95 93 119 118 346 7233	31 86 122 114 130 303 7110	25 108 89 120 97 326 6934
5/15	361	ABC Film Review	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	21 84 98 113 106 351 6716	20 82 101 120 107 386 7216	22 88 102 124 105 371 7084	20 71 92 115 101 327 6973
5/16	362	Penthouse	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	9 27 35 54 40 97 7227	6 27 27 65 33 93 7781	8 32 30 60 53 81 7632	6 27 32 53 40 142 7399
5/17	363	Geographical Magazine	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	3 34 47 98 57 105 7145	7 43 59 86 57 108 7672	7 30 63 75 50 104 7567	6 31 36 55 48 103 7420
5/18	364	Practical Gardening	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	18 103 139 107 90 237 6795	19 100 129 135 85 247 7317	20 116 122 121 121 224 7172	16 93 96 97 74 232 7091
6/19	365	Carnival	1 = A <u>NONE</u> 2 = B 3 = C 4 = D	14 38 46 59	14 57 31 42	14 51 42 55	8 29 37 38

ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/19	365	contd.	5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	35 108 7189	32 88 7768	30 118 7586	38 101 7448
5/20	366	Showguide	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 14 27 26 24 86 7307	6 26 26 39 36 97 7802	10 33 36 40 33 97 7647	5 31 33 43 36 98 7453
5/21	367	National Geographic	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	3 39 67 91 59 159 7071	10 49 70 111 71 155 7566	3 46 67 82 67 172 7459	8 39 47 76 71 159 7299
		<u>WOMAN'S MONTHLY MAGAZINES</u>	<u>PICTURE CHOSEN TO INDICATE PROPORTION READ OR LOOKED AT</u>				
5/22	368	Vogue	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	36 209 205 196 169 476 6198	42 217 195 210 174 524 6670	46 206 209 222 149 452 6612	22 161 173 210 145 453 6535
6/23	369	My Home & Family	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	9 44 50 52 60 129 7145	11 30 49 62 59 149 7672	11 39 40 61 58 145 7542	14 25 37 40 40 107 7436
6/24	370	True Romances	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	15 97 78 97 69 520 6613	24 73 74 96 90 516 7159	29 75 79 86 93 561 6973	28 66 64 75 79 492 6895
6/25	371	Rave	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	7 35 34 38 50 138 7187	9 45 33 55 41 119 7730	14 46 38 51 48 93 7606	12 18 32 32 37 103 7465

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ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/26	372	She	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	23 116 148 151 123 265 6663	23 129 132 166 131 320 7131	24 129 134 165 121 285 7038	20 118 124 140 118 331 6848
6/27	373	Good Housekeeping	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	18 123 159 184 174 375 6456	27 126 174 227 170 438 6870	21 116 176 219 172 371 6821	16 97 149 190 152 381 6714
6/28	374	Vanity Fair	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	6 64 54 59 60 145 7101	11 45 71 65 56 139 7645	11 43 45 74 49 129 7545	8 33 56 52 55 123 7372
6/29	375	True Magazine	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	16 48 61 55 63 352 6894	13 53 58 66 68 341 7433	14 60 61 79 77 378 7227	13 54 33 50 57 345 7147
6/30	376	Woman & Home	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	24 138 151 160 160 446 6410	34 129 157 192 164 470 6886	38 120 160 186 155 457 6780	31 122 136 185 161 472 6592
6/31	377	True Story	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	31 105 105 91 88 535 6534	24 103 94 114 94 492 7111	32 100 93 110 97 562 6902	21 70 61 104 85 526 6832
6/32	378	Woman's Home Journal	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	17 81 71 64 60 151 7045	15 56 69 85 61 165 7581	14 78 53 80 48 148 7475	11 44 48 55 51 125 7365

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ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
6/33	379	Woman's Story	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	0 19 12 9 24 102 7323	5 19 17 19 21 84 7867	10 23 24 13 23 125 7678	3 12 10 20 21 96 7537
6/34	380	Honey	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	13 91 84 96 86 207 6912	24 88 94 118 87 224 7397	23 85 95 93 97 225 7278	17 69 81 90 73 206 7163
6/35	381	Flair	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	11 76 79 88 70 155 7010	18 62 83 90 60 198 7521	15 59 53 78 54 184 7453	10 67 57 67 40 176 7282
6/36	382	Mother	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 36 23 31 40 110 7244	8 32 22 31 31 93 7815	7 24 20 21 36 108 7680	8 28 21 29 23 108 7482
6/37	383	Family Circle	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	25 153 185 186 171 555 6214	37 159 169 237 180 572 6678	30 152 174 223 182 545 6590	28 124 167 174 180 598 6428
6/38	384	Nova	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	10 75 99 75 86 153 6991	15 84 73 97 89 186 7488	10 83 64 112 55 142 7420	9 55 76 89 62 167 7241
6/39	385	Annabel	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	18 77 68 62 62 129 7073	24 51 58 64 47 138 7650	25 72 71 85 43 160 7440	11 45 49 51 62 144 7337

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ARD/ COLUMN	VAR No	TITLE	CODES	MARGINALS			
				104	105	106	107
5/40	386	Hers	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	8 42 31 23 17 106 7262	5 38 29 30 22 105 7803	12 32 22 27 33 124 7646	12 29 25 21 10 111 7491
5/41	387	Living	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	5 37 54 58 44 136 7155	17 42 39 49 55 132 7698	9 32 44 52 43 117 7599	12 49 58 70 75 177 7258
5/42	388	Pins & Needles	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	14 44 45 39 55 199 7093	15 38 48 64 52 194 7621	10 41 43 48 52 169 7533	5 38 33 53 43 187 7340
5/43	389	'19'	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	11 47 45 53 57 169 7107	12 50 53 56 58 186 7617	13 45 50 60 66 194 7468	11 44 43 51 60 179 7311
5/44	390	Ideal Home	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	22 150 202 233 182 433 6267	38 147 191 219 201 433 6803	36 150 176 245 183 447 6659	21 129 158 228 189 366 6608
5/45	391	Homes & Gardens	1 = A <u>NONE</u> 2 = B 3 = C 4 = D 5 = E 6 = F <u>NEARLY ALL</u> 0 = Blank	24 142 157 158 148 326 6534	26 119 152 203 156 351 7025	30 118 161 177 140 320 6950	22 113 114 154 136 339 6821

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NATIONAL READERSHIP SURVEY

AREA CODE LIST

JANUARY-JUNE, 1969

J 7000/PW

July, 1969

Prepared for

JICNARS

by

Research Services Limited,

Cambridge House,

20/24 Broadwick Street,

London, W 1.

SAMPLING AREA CODE (CARD 0)

PR = PLANNING REGION on COLUMN 60

- 1 North
- 2 North West
- 3 Yorkshire & Humberside
- 4 West Midlands
- 5 East Midlands
- 6 East Anglia
- 7 South West
- 8 South East
- 9 Greater London
- 0 Wales
- X Scotland

AT = AREA TYPE on COLUMN 61

- 0 Conurbation (excluding Merseyside)
- 1 Merseyside Conurbation
- 4 Other Urban
- 7 Rural

The "South Wales Conurbation" is not defined as such by the Registrar General and has not, therefore, been included in the Area Type Code 0

LAA = LOCAL AUTHORITY AREA (within Area Type) on COLUMNS 62 & 63

See following Area Lists

PD = POLLING DISTRICT (within L A A) on COLUMN 64

See following Area Lists

ITV = ITV AREA (as defined by TAM - July 1967) on COLUMNS 65 & 66.
on COLUMN 65.

- 0 Single I.T.V. reception
- 8 Dual and triple I.T.V. reception
- X No I.T.V. reception

on COLUMN 66.

- Y Central Scotland
- X North East Scotland
- 0 Northern (Yorkshire)
- 1 Border
- 2 North East
- 3 Northern (Lancashire)
- 4 Midlands
- 5 Anglia
- 6 London
- 7 Southern
- 8 Wales and West
- 9 South West

SEG % = SOCIO-ECONOMIC GRADE OF AREA (% in Registrar General's Occupation Groups 1-4 & 13) on COLUMNS 67 & 68

See following Area Lists

EN = EVENING NEWSPAPER on COLUMNS 69 & 70

See following Area Lists

SS = SUB-SAMPLE NUMBER (monthly) on COLUMN 71.

Field work scheduled to begin in

- | | | | |
|---|----------|---|-----------|
| 1 | January | 7 | July |
| 2 | February | 8 | August |
| 3 | March | 9 | September |
| 4 | April | 0 | October |
| 5 | May | X | November |
| 6 | June | Y | December |

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R.	A.T.	L.A.A	P.D.	I.T.V	SEG%	E N	S S
Aberdeen C of C.	Aberdeen	Aberdeen North	Ward 3 St Machais	Scotland	X	4	10	1	0 X	14	X0	
Aberdeen C. of C.	Aberdeen	Aberdeen South	Ward 9 Holburn(Pt)	Scotland	X	4	10	3	0 X	14	X0	
Aberdeen LD	Aberdeen	West Aberdeen	Petercuyler	Scotland	X	7	13	1	0 X	21	X0	
Abergavenny RD	Monmouth	Monmouth C C	Llantilio Pertholey	Wales	0	7	02	1	0 8	18	09	
Abergele UD	Denbigh	Denbigh C.C.	Kimmel Bay	Wales	0	4	30	1	8 8/3	18	25	6
Abertillery UD	Monmouth	Abertillery C C	Abertillery	Wales	0	4	20	1	0 8	07	09	6
Aberystwyth RD	Cardigan	Cardigan C.C.	Llanilar	Wales	0	7	08	1	X/0 8	22	99	4
Abingdon RD	Berkshire	Abingdon C.C	Kennington Sth	South East	8	7	13	1	8/6/4	18	84	3
Airdrie LB	Lanark	Coatbridge & Airdrie	Airdrie	Scotland	X	0	21	1	0 Y	09	X8	1
Alcester RD	Warwick	Stratford C C	Oversley	West Midlands	4	7	07	1	0 4	21	40	2
Amersham UD	Buckingham	Aylesbury C.C.	Chalfont St Peter	South East	8	7	25	2	0 6	34	99	5
Ammanford UD	Carmarthen	Llanelly C.C	Ammanford	Wales	0	4	14	1	0 8	09	02	3
Ashbourne RD	Derby	West Derby C.C.	Marston Montgomery, Norbury & Roston	East Midlands	5	7	05	1	0 4	24	50	3
Ashford UD	Kent	Ashford C.C	Kennington The Street	South East	8	4	93	1	8 7/6	11	99	5
Ashton-under-Lyme UD	Lancs	Ashton-under-Lyme B C	St. Peters	North West	2	4	25	1	0 3	10	26	5
Atherstone RD	Warwick	Meriden C.C.	Paddesley Ensor	West Midlands	4	7	17	1	0 4	09	4X	4
Atherton UD	Lancs	Leigh B.C.	Hag Fold	North West	2	4	36	1	0 3	07	23X	3
Aylesbury MB	Bucks	Aylesbury C C	Northern	South East	8	4	86	1	0 6	13	99	1
Ayr LB	Ayr	Ayr C C.	Second	Scotland	X	4	16	1	0 Y	18	X8	5
Bagshot RD	Surrey	Chertsey	Windlesham	South East	8	7	34	1	0 6	25	99	3
Banbury MB	Oxford	Banbury C.C	Easington	South East	8	4	39	1	0 4	13	89	1
Bangor MB	Caernarvon	Conway C.C.	South No.2 PT.B	Wales	0	4	08	1	8 8/3	17	25	6
Banstead UD	Surrey	Carshalton C C	Tattenhams(West)	South East	8	4	43	1	0 6	38	99	5
Barking LB		Barking B.C.	Longbridge	Greater London	9	0	30	2	0 6	07	99	1
Barking LB		Dagenham	Valence	Greater London	9	0	30	4	0 6	07	99	2
Barnet LB		Finchley B.C.	East Finchley	Greater London	9	0	02	2	0 6	29	99	3
Barnet LB		Hendon Nth.	Hale	Greater London	9	0	02	4	0 6	29	99	4
Barnet LB		Hendon Sth.	Hendon	Greater London	9	0	02	6	0 6	29	99	5
Barnet LB		Barnet C.C.	East Barnet	Greater London	9	0	02	7	0 6	29	99	1
Barnsley CB	Yorks WR	Barnsley C.C	Carlton	Yorks & Humber	3	4	28	1	0 0	07	9Y	6

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T.	L.A.A	P.D.	I.T.V	SEG%	E N	S S
Barrow-upon-Soar RD	Leics.	Melton C.C	Birstall	East Midlands	5	7	07	2	8 4/0	20	52	5
Easford RD	Notts.	Rushcliffe C.C	Trowell	"	5	7	10	1	8 4/0	16	55	1
Basingstoke RD	Hampshire	Basingstoke C.C.	Pamber	South East	8	7	09	1	8 6/7	19	YX	1
Bath CB	Somerset	Bath C.C.	Kingsmead	South West	7	4	06	1	0 8	16	Y0	6
"	"	Bath C.C.	Tiverton West	"	7	4	06	2	0 8	16	V0	1
Batley MB	Yorks WR	Batley & Morley B.C	Southill	Yorks & Humber	3	0	26	1	0 0	11	3Y	2
Bebington MB	Cheshire	Bebington B.C	Nth. Bromborough	North West	2	1	16	1	0 3	20	25	1
Bedford MB	Beds.	Bedford C.C	De Parys	South East	8	4	83	1	8 5/6	15	66	6
Beeston Stapleford UD	Notts.	Rushcliffe C.C.	Bramcote	East Midlands	5	4	01	1	8 4/0	16	65	6
"	"	"	Chilwell	"	5	4	01	2	8 4/0	16	65	1
Bexhill MB	Sussex E.	Rye C.C.	St. Marks	South East	8	4	48	1	8 7/6	31	81	1
Bexley LB	-	Erith & Crayford	Crayford Nth.	Greater London	9	0	15	1	0 6	18	99	3
"	-	Bexley	Christchurch	"	9	0	15	3	0 6	18	99	4
"	-	Chislehurst	Sidcup East	"	9	0	15	5	0 6	18	99	5
Biggleswade RD	Beds.	Mid-Bedfordshire C.C.	Meppershall	South East	8	7	56	1	8 5/6	14	8X	3
Billesdon RD	Leics.	Melton C.C.	Great Glen	East Midlands	5	7	03	1	0 4	33	52	2
Billinge & Winstanley UD	Lancs.	Ince C.C.	Winstanley Dist.2.	North West	2	4	21	1	0 3	13	94	3
Eingley UD	Yorks WR	Shipley C.C.	Central	Yorks & Humber	3	0	01	1	0 0	23	3Y	2
Birkenhead CB	Cheshire	Birkenhead B.C.	Cleveland	North West	2	1	18	2	0 3	12	25	3
Birmingham CB	Warwick	Edgebaston	Edgebaston	West Midlands	4	0	05	1	0 4	10	40	5
"	"	Handsworth	Sandwell	"	4	0	06	1	0 4	10	40	6
"	"	Northfield	Longbridge	"	4	0	09	3	0 4	10	40	1
"	"	Yardley	Acocks Green	"	4	0	10	2	0 4	10	40	2
"	"	Aston	Stockland Green	"	4	0	12	1	0 4	10	40	3
"	"	Stechford	Stechford	"	4	0	14	1	0 4	10	40	4
"	"	Small Heath	Small Heath	"	4	0	14	3	0 4	10	40	5
"	"	Sparkbrook	Fox Hollies	"	4	0	15	1	0 4	10	40	2
"	"	Selly Oak	Sparkhill	"	4	0	15	2	0 4	10	40	6
"	"	Sparkbrook	Sparkbrook	"	4	0	15	3	0 4	10	40	3
"	"	All Saints	Rotton Park	"	4	0	16	2	0 4	10	40	4
"	"	Stechford	Washwood Heath	"	4	0	14	2	0 4	10	40	1
Bishop Auckland UD	Durham	Bishop Auckland C.C.	West Auckland	North	1	4	17	1	0 2	09	18	4
Bishop Stortford UD	Herts.	East Herts C.C.	Chantry	South East	8	4	59	1	0 6	24	99	2
Blaby RD	Leics.	Harborough C.C.	Narborough	East Midlands	5	7	06	2	0 4	21	52	4
Blackburn CB	Lancs.	Blackburn B.C.	Trinity	North West	2	4	04	2	0 3	11	29	5
Blackburn RD	"	Darwen C.C.	Billington	"	2	7	04	1	0 3	28	29	5

Continued

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R.	A.T	L A A	P.D	I T V	SEG%	E.N	S S
Blackpool CB	Lancs.	North B.C.	Anchorsholme	North West	2	4	02	1	0 3	15	29X	2
"	"	"	Talbot	"	2	4	02	2	0 3	15	29X	6
"	"	South B.C.	Foxhall	"	2	4	02	3	0 3	15	29X	3
Blyth MB	N'land.	Blyth C.C.	Plessey	North	1	4	19	1	0 2	09	13	5
Bolsover UD	Derby	Bolsover C.C.	Westward Pt.11	East Midlands	5	4	30	1	8 0/4	05	38	6
Bolton CB	Lancs.	Bolton East B.C.	Tonge.	North West	2	0	02	4	C 3	12	2Y/X	1
Boston UD	Lines	Holland with Boston CC	Witham	East Midlands	5	4	28	1	8 5/0	12	99	5
Bournemouth CB	Hampshire -	Bournemouth East and Christchurch	Boscombe East	South East	8	4	18	3	0 7	20	80	1
Brackley RD	N'ton	Sth Northants C.C	Marston St Laurence									
			Greatworth	East Midlands	5	7	17	1	8 4/0	16	54	5
Bradford CB	Yorks WR	East B.C.	Laisterdyke	Yorks & Humber	3	0	15	1	0 0	11	3Y	5
"	"	North B.C.	Undercliffe	"	3	0	15	3	0 0	11	3Y	6
"	"	West B.C.	Allerton	"	3	0	15	4	0 0	11	3Y	1
"	"	South B.C.	Tong	"	3	0	15	6	0 0	11	3Y	2
Bradford & Melksham UD	Wilts.	Westbury C.C	Melksham W/out	South West	7	7	12	1	0 8	18	Y0	4
Braintree & Bocking UD	Essex	Maldon C.C.	Bocking North	South East	8	4	95	1	8 6/5	10	99	6
Brent LB	-	Wembley Nth.	Kingsbury East	Greater London	9	0	17	2	0 6	17	99	4
"	-	Willesden West	Chamberlayne	"	9	0	17	4	0 6	17	99	5
"	-	Willesden East	Kilburn	"	9	0	17	6	0 6	17	99	6
Brentwood UD	Essex	Billericay C.C.	Hutton West	South East	8	4	56	1	0 6	26	99	5
Bridgend UD	Glam.	Ogmore C.C.	Park No.2	Wales	0	4	01	1	0 8	17	0X	4
Bridlington RD	Yorks ER	Bridlington C.C.	Hunmanby	Yorks & Humber	3	7	12	1	8 0/5	21	37	5
Bridgwater RD	Somerset	Bridgwater C C.	Greinston & Moorland	South West	7	7	14	1	0 8	17	71	5
Bridgnouse MB	Yorks WR	Brighouse & Penborough C.C.	Woodhouse	Yorks & Humber	3	0	18	1	0 0	16	07Y	4
Brighton CB	Sussex E.	Brighton Pavilion B.C.	Stanmer	South East	8	4	01	2	8 7/6	16	81	4
Brighton CE	"	" Kemptown B.C.	Warren N. East	"	8	4	01	4	8 7/6	16	81	5
Bristol CB	Gloucs.	Bristol West	Cabot	South West	7	4	08	1	0 8	13	71	2
"	"	" Central	Knowle	"	7	4	10	1	0 8	13	71	3
"	"	" North West	Horfield	"	7	4	12	1	0 8	13	71	4
"	"	" South	Bedminster	"	7	4	14	1	0 8	13	71	5
"	"	" Central	Windmill Hill	"	7	4	15	1	0 8	13	71	6
Bromley LB	-	Beckenham	Laurie Park & Kent House	Greater London	9	0	03	1	0 6	29	99	6
"	-	Beckenham	Eden Park	"	9	0	03	2	0 6	29	99	2

Continued

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			WARD	REGION	P.R	A.T	L.A.A	P.D	I.T.V	SEG%	E N	S S
Bromley LB	-	Bromley	Martinshill & Town	Greater London	9	0	03	4	0 6	29	99	3
Bromley LP	-	Orpington	Goddington	"	9	0	03	6	0 6	29	99	4
Bromsgrove UD	Worcs	Bromsgrove C.C	North East	West Midlands	4	4	19	1	0 4	16	40	2
Brynmawr UD	Brecon.	Brecon. & Radnor C.C.	South	Wales	0	4	12	1	0 8	11	09	2
Bullington RD	Oxford	Henley C.C.	Lewknor	South East	8	7	23	1	8 6/4	13	Y8	4
Burnham on Sea UD	Somerset	Bridgwater C.C.	Highbridge	South West	7	4	25	1	0 8	19	71	2
Bury CB	Lancs.	Bury & Radcliffe	Redvales	North West	2	0	26	1	0 3	14	2Y	2
Bury CB	Lancs.	Bury & Radcliffe	East	North West	2	0	26	2	0 3	14	2Y	6
Buxton MB	Derby	High Peak C.C.	Stone Bench	"	2	4	18	1	8 0/4	16	26	5
Caerphilly UD	Glam.	Caerphilly C.C.	Penyrheol	Wales	0	4	16	1	0 8	08	00	4
Cambridge MB	Cambridge	Cambridge C.C.	East Chesterton	East Anglia	6	4	01	2	0 5	20	60	3
Camden LB	-	Hampstead	Belsize	Greater London	9	0	11	1	0 6	20	99	4
"	-	St. Pancras North	Highgate	"	9	0	11	3	0 6	20	99	5
"	-	St. Pancras North	Camden	"	9	0	11	4	0 6	20	99	1
"	-	Holborn & St. Pancras	St. Pancras	"	9	0	11	5	0 6	20	99	6
"	-	Holborn & St. Pancras	Holborn	"	9	0	11	6	0 6	20	99	2
Cannock UD	Staffs.	Cannock C.C.	St. Ardans	West Midlands	4	4	26	1	0 4	09	4Y	6
Cardiff CB	Glam.	Cardiff West B.C.	Gabalfa	Wales	0	4	02	2	0 8	14	00	5
"	"	Cardiff North B.C.	Plasmawr	"	0	4	02	4	0 8	14	00	6
"	"	Cardiff South East B.C	Rumney	"	0	4	02	5	0 8	14	00	1
Carlisle CB	Cumberland	Carlisle B.C	Trinity	North	1	4	03	2	0 1	13	10	4
Carnoustie LD	Angus	South Angus C C.	St. Vigeans	Scotland	X	7	17	1	8 X/Y	16	X1	6
Castleford MB	Yorks WR	Pontefract B C	Airdale	Yorks & Humber	3	4	26	1	0 0	09	36	5
Chailey RD	Sussex E.	Lewes C C	Peacehaven	South East	8	7	01	1	8 7/6	27	81	4
Chatham MB	Kent	Rochester & Chatham B.C	St. Pauls	"	8	4	06	1	8 6/7	10	82	4
Cheadle RD	Staffs.	Leek C.C	Cheddleton	West Midlands	4	7	14	1	8 4/3	15	46	6
Chelmsford MB	Essex	Chelmsford C.C.	North	South East	8	4	73	1	0 6	19	99	4
Chelmsford RD	"	Chelmsford C C.	Bareham	"	8	7	40	1	8 5/6	23	99	2
Cheltenham MB	Gloucs.	Cheltenham B.C.	St. Pauls	South West	7	4	05	1	0 4	16	72	5
Cherts 'r' JD	Surrey	Chertsey C.C.	Addlestone	South East	8	4	71	1	0 6	20	99	3
Cheshunt UD	Herts.	East Hertfordshire	Goffs Oak	"	8	4	78	1	0 6	17	99	3
Chester CB	Cheshire	City of Chester C.C.	Newton	North West	2	4	17	1	0 3	16	93	1
Chester RD	"	" "	Saughall	"	2	7	06	1	0 3	24	25	6
Chesterfield MB	Derby	Chesterfield B.C.	Holmebrook	East Midlands	5	4	18	1	8 0/4	11	38	5

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A T	L.A.A	P D.	I T V	SEG%	E N	S S
Chesterfield RD	Derby	Nth.E. Derbyshire	Sutton-Cum Buckmanton	East Midlands	5	7	15	2	8 0/4	10	38	4
Chester-le-Street UD	Durham	Chester-le-Street B C	Pelton Fell	North	1	4	14	1	0 2	12	1Y	2
Chester-le-Street UD " " " RD			Lamesey	"	"	1	7	10	1	0 2	10	1Y
Chesterton RD	Cambridge	Cambridgeshire C.C.	Shelford GT.	East Anglia	6	7	01	1	8 5/6	21	60	6
Chigwell UD	Essex	Chigwell C.C.	Chigwell	South East	8	4	57	1	0 6	25	99	1
Christchurch MB	Hampshire	Bournemouth E. and Christchurch	Central	"	8	4	15	1	0 7	21	80	6
Clun & Bishops Castle RD	Shropshire	Ludlow C.C.	Hopesay & Clungunford	West Midlands	4	7	05	1	0 4	25	45	1
Clutton RD	Somerset	Nth. Somerset C.C.	Obley	South West	7	7	16	1	0 8	16	Y0	6
Cludebank IB	Dunbarton	East Dunbarton	Sixth Municipal	Scotland	X	0	13	1	0 Y	05	X8	4
Coatbridge IB	Lanark	Coatbridge & Airdrie	Fifth.	"	X	0	24	1	0 Y	08	X8	5
Cockermouth RD	C'land	Workington C.C.	Oughterside and Allerby	North	1	7	13	1	0 1	16	10	4
Colchester MB	Essex	Colchester C.C.	Harbour	South East	8	4	80	1	8 5/6	16	61	4
Congleton MB	Cheshire	Macclesfield C C	West	North West	2	4	19	1	0 3	15	46	2
Conisbrough UD	Yorks WR	Dearne Valley C.C.	South	Yorks & Humber	3	4	36	1	0 0	03	38	4
Coventry CB	Warwick	South	Earlsdon	West Midlands	4	4	03	1	0 4	11	49	6
"	"	North	Eablake	"	4	4	04	1	0 4	11	49	3
"	"	"	Sherbourne	"	4	4	06	1	0 4	11	49	4
"	"	"	Radford	"	4	4	07	1	0 4	11	49	5
"	"	East	Longford	"	4	4	08	1	0 4	11	49	6
Crawley UD	Sussex W.	Horsham C.C	Gossops Grn.	South East	8	4	27	1	0 6	17	81	4
Crewe MB	Cheshire	Crewe C C.	West Central	North West	2	4	39	1	0 3	05	98X	2
"	"	"	South East	"	2	4	39	2	0 3	05	98X	6
Cricklade & Wootton Bassett RD	Wilts.	Chippenham B C	Latton	South West	7	7	19	1	8 4/8	10	76	1
Croydon IB		North West	West Thornton	Greater London	9	0	09	1	0 6	23	99	5
"		North East	Woodside	"	"	9	0	09	3	0 6	23	99
Cwmaman UD	Carmarthen	Llanelly	Cwmaman Urban	Wales	0	4	26	1	0 8	05	02	4
Darlington CB	Durham	Darlington E.C	South	North	1	4	15	2	8 2/0	11	18	3
" RD	"	Sedgefield C.C.	Great Aycliffe	North	1	7	07	1	8 2/0	15	18	5
Darton UD	Yorks WR	Barnsley E.C	Darton	Yorks & Humber	3	4	34	1	0 0	12	38	3
Depwade RD	Norfolk	South Norfolk	Earlsham	East Anglia	6	7	11	1	0 5	15	62	6
Derby CB	Derby	Derby South	Aboretum	East Midlands	5	4	09	2	0 4	08	50	6

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T.	L A.A	P D	I.T V	SEC%	E N	S S
Devizes RD	Wilts.	Devizes C.C.	Rowde	South West	7	7	30	1	8 8/7	15	79	1
Disley RD	Cheshire	Macclesfield	Disley	North West	2	0	19	1	0 3	33	26	1
Doncaster CB	Yorks WR	Doncaster B.C	Town Field	Yorks & Humber	3	4	23	2	0 0	12	06	3
Downham RD	Norfolk	Sth.West Norfolk C.C.	Stow Bardolph	East Anglia	6	7	16	1	0 5	11	99	2
Downham Market UD	"	South West Norfolk	Downham Market	"	6	4	13	1	0 5	14	62	5
Dudley CB	Staffs.	Dudley B.C.	Netherton and Woodside	West Midlands	4	0	02	1	0 4	12	4Y	4
"	"	Brierley Hill B.C.	Wordsley	"	4	0	02	2	0 4	12	4Y	1
"	"	Bilston B C.	Coseley West	"	4	0	02	3	0 4	12	4Y	5
"	"	"	Gornal	"	4	0	02	4	0 4	12	4Y	2
Dumfries LB	Dumfries	Dumfries C.C.	Burgh of Dumfries	Scotland	X	4	23	1	0 1	13	X3	2
Dunbarton LB	Dunbarton	West Dunbarton	First	"	X	4	29	1	0 Y	09	X8	5
Dundee C of C	Angus	Dundee West	Lochee	"	X	4	11	1	8 Y/X	11	X1	6
"	Angus	Dundee West	Downfield	"	X	4	11	2	8 X/Y	11	X1	1
"	"	" East	Douglas	"	X	4	11	4	8 X/Y	11	X1	2
Dunmow RD	Essex	Saffron Walden C C.	Felsted	South East	8	7	47	1	8 6/5	19	99	6
Durham MB	Durham	Durham C.C	Framwelgate	North	1	4	11	1	0 2	20	1Y	5
" RD	"	"	Ludworth-Shadforth	"	1	7	15	1	0 2	11	1YX	5
Ealing LB	-	Southall	Clebe	Gt. London	9	0	18	4	0 6	16	99	1
"	-	Ealing South	Walpole	"	9	0	18	6	0 6	16	99	2
Easington RD	Durham	Easington C.C	W. Peterlee	North	1	7	12	1	0 2	05	91	3
East LD	Berwick	Berwick & E.Loathian C.C	Chirnside	Scotland	X	7	11	1	8 1/2X	24	X2	3
East Dereham UD	Norfolk	S.W Norfolk C.C.	Dereham	East Anglia	6	4	09	1	0 5	12	62	3
East Grinstead UD	Sussex E.	East Grinstead	West	South East	8	4	52	1	8 6/7	29	81	3
Eastleigh MB	Hampshire	Eastleigh C.C.	Hiltingbury	"	8	4	24	1	0 7	17	87	2
Edinburgh C of C	Midlothian	West	St. Bernards	Scotland	X	4	01	1	8 Y/X	17	X7	6
"	"	East	Craigentenny	"	X	4	06	1	8 Y/X	17	X7	1
"	"	Central	Georgie-Dalry	"	X	4	07	1	8 Y/X	17	X7	2
"	"	"	Holyrood	"	X	4	08	1	8 Y/X	17	X7	3
Egham UD	Surrey	Chertsey C.C.	Englefield Green	South East	8	4	61	1	0 6	24	99	3
Ellesmere Port MB	Cheshire	Wirral C.C.	Sutton	North West	2	1	19	1	0 3	10	25	4
Enfield LB	-	Enfield West	West	Greater London	9	0	12	2	0 6	20	99	3
"	-	Southgate	Highfield	"	9	0	12	4	0 6	20	99	4
"	-	Edmonton	Silver St.	"	9	0	12	6	0 6	20	99	5
Ennerdale RD	C'land	Whitehaven C.C.	Egremont	North	1	7	09	1	X 1/3 8	11	17	6

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R.	A.T	L.A.A	P.D	I.T.V	SEG%	E.N	S S
Esher UD	Surrey	Esher C.C	West Molesey	South East	8	4	44	2	0 6	37	99	6
Eston UD	Yorks NR	Cleveland C.C.	Normandy	North	1	4	09	1	8 2/0	06	12	4
Exeter CB	Devon	Exeter B.C.	Whipton	South West	7	4	03	2	8 9/8	16	73	4
Falmouth MB	Cornwall	Falmouth & Cambourne	Travethan	"	7	4	23	1	0 9	21	75	1
Fareham UD	Hampshire	Gosport & Fareham B.C.	Crofton West	South East	8	4	33	2	0 7	15	Y9	1
Farnborough UD	"	Aldershot C C.	West	"	8	4	81	1	0 6	16	99	5
Farnworth MB	Lancs.	Farnworth C.C.	Farnworth E. S/E Ward	North West	2	0	04	1	0 3	10	23	2
Ffestiniog UD	Merioneth	Merioneth C.C.	Ffestiniog	Wales	0	4	33	1	X -	09	25	1
Flaxton RD	Yorks NR	Thirsk & Malton C.C.	Murton	North	1	7	08	1	0 0	14	39	1
Fochabers LD	Moray	Moray & Nairn	Bellie	Scotland	X	7	22	1	0 X	09	99	3
Galashiels SB	Selkirk	Roxburgh, Peebles, Selkirk	No.3 North	"	X	4	18	1	0 1	17	X2	6
Gateshead	Durham	Gateshead East	Enfield Carr Hill	North	1	0	04	1	0 2	09	13	3
"	"	" West	Camborne	"	1	0	04	3	0 2	09	13	4
Gelligaer UD	Glam.	Caerphilly C.C.	Fochriw	Wales	0	4	18	1	0 8	07	00	5
Gillingham MB	Kent	Gillingham B.C.	Medway	South East	8	4	04	1	8 6/7	11	82	1
Gipping RD	Suffolk E.	Eye C.C	Haughley	East Anglia	6	7	07	1	0 5	14	61	4
Girvan LD	Ayr	South Ayrshire	Colmonell	Scotland	X	7	18	1	X/0 Y	13	X8	1
Clasgow C of C	Lanark	Woodside	20th or Partick East	"	X	0	01	1	0 Y	09	X8	4
"	"	Hillhead	21st or " West	"	X	0	01	2	0 Y	09	X8	5
"	"	Cathcart	37th or Cathcart	"	X	0	02	1	0 Y	09	X8	6
"	"	Scotstoun	24th or Knights- wood	"	X	0	05	1	0 Y	09	X8	1
"	"	Maryhill	18th or Maryhill	"	X	0	05	2	0 Y	09	X8	2
"	"	Provan	6th or Denistown	"	X	0	06	1	0 Y	09	X8	3
"	"	Shettleston	1st or Shettles- town & Tollcross	"	X	0	06	2	0 Y	09	X8	4
"	"	Govan.	30th or Fairfield (Pt)	"	X	0	07	1	0 Y	09	X8	5
"	"	Provan	7th or Provan	"	X	0	08	1	0 Y	09	X8	6
Gloucester CB	Gloucs.	Gloucester B.C.	Eastgate	South West	7	4	19	1	0 4	09	74	4
" RD	"	West Gloucestershire	Churchdown	"	7	7	01	1	0 4	17	Y4	4
Glyncorrwg UD	Glam.	Aberavon.	Abergwghfi and Blaengwynfi	Wales	0	4	28	1	0 8	04	OX	5
Golborne UD	Lancs.	Newport C.C.	St. Thomas	North West	2	4	14	1	0 3	18	93X	3
Gosforth UD	N'land	Wallsend B.C.	All Saints	North	1	0	01	1	0 2	24	13	5

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T	L.A.A	P.D	I.T.V	SEG%	E.N	S.S
Gosport MB	Hampshire	Gosport & Fareham B.C.	Bridge Mary	South East	8	4	41	2	07	10	Y9	4
Grangemouth SB	Stirling	Clackmannan and East Stirlingshire	Grangemouth	Scotland	X	4	25	1	0Y	12	X7X	3
Gt. Yarmouth CB	Norfolk	Yarmouth C.C.	Gorleston	East Anglia	6	4	07	1	05	13	62	2
Greenwich LB	-	Greenwich B.C.	Trafalgar	Gt. London	9	0	20	1	06	13	99	1
"	-	Greenwich B.C.	Blackheath	"	9	0	20	2	06	13	99	6
"	-	Woolwich East (PT)	St. Nicholas	"	9	0	20	3	06	13	99	2
"	-	Woolwich West	Horn Park	"	9	0	20	5	06	13	99	3
Greenock LB	Renfrew	Greenock B.C	Ninth	Scotland	X	4	12	2	0Y	09	X9X	3
Grimsby CB	Lincs.	Grimsby C.C.	Wellington	Yorks & Humber	3	4	14	1	8 5/0	13	32	5
Guildford MB	Surrey	Guildford C.C	Merrow & Burpham	South East	8	4	65	1	06	23	99	5
" RD	"	Dorking C.C.	Effingham	South East	8	7	33	1	06	26	99	2
GwyrfaI RD	Caernarvon	Caernavon C.C.	Wauanfawr	Wales	0	7	15	1	X 8/3 8	11	25	3
Hackney LB	-	Stoke Newington & Hackney	Springfield	Gt. London	9	0	27	2	06	08	99	4
"	-	Central B.C	Dalston	"	9	0	27	4	06	08	99	5
"	-	Bethnal Green	Victoria	"	9	0	27	5	06	08	99	1
"	-	Shoreditch & Finsbury	Haggerston	"	9	0	27	6	06	08	99	6
Halesowen MB	Worcs.	Oldbury & Halesowen	Cakemore	West Midlands	4	0	21	2	04	17	4Y	1
Halifax CB	Yorks WR	Halifax B.C.	Mixenden	Yorks & Humber	3	0	05	1	00	13	07	5
Haltemprice UD	" ER	Haltemprice C.C.	Central	"	3	4	01	1	8 5/0	31	35	3
Hambledon RD	Surrey	Guildford C.C.	Basbridge	South East	8	7	31	1	06	27	99	1
Hammersmith LB	-	Hammersmith Nth.	Wormhoff	Gt. London	9	0	26	1	06	10	99	1
"	-	Barons Court	Avonmore	Gt. London	9	0	26	3	06	10	99	2
"	-	Fulham B.C.	Sullivan	Gt. London	9	0	26	5	06	10	99	3
Haringey LB	-	Wood Green	Alexandra Bowes	Gt. London	9	0	21	2	06	13	99	4
"	-	Hornsey	Central Hornsey	Gt. London	9	0	21	4	06	13	99	5
"	-	Tottenham	Green Lanes	Gt. London	9	0	21	6	06	13	99	6
Harrow LB	-	Harrow East B.C.	Belmont	Gt. London	9	0	04	1	06	27	99	5
"	-	Harrow West B.C.	Pinner North and Hatch End	Gt. London	9	0	04	3	06	27	99	6
Harrogate MB	Yorks WR	Harrogate C.C.	Wedderburn	Yorks & Humber	3	4	19	2	00	24	3Y	6
Hartlepoons CB	Durham	Hartlepoons C.C.	Grange	North	1	4	07	2	8 2/0	09	19	3
Harwich MB	Essex	Harwich C.C.	All Saints	South East	8	4	89	1	05	13	61	3
Haslemere UD	Surrey	Farnham C.C.	Hindhead & Churt	South East	8	4	50	1	06	29	99	2

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A T.	L A.A	P.D	I.T V	SEG%	E N	S S
Hastings CB	Sussex E.	Hastings B.C.	Holy Trinity	South East	8	4	26	1	8 7/6	17	81	3
Hatfield RD	Herts	Hertford C.C.	Nth.Mymms, Welham Green	South East	8	7	39	1	0 6	24	99	6
Havant & Waterloo UD	Hampshire	Portsmouth Langstone	Warblington	South East	8	4	22	1	0 7	18	85	5
"	Hampshire	Portsmouth Langstone	Cowplain	South East	8	4	22	2	0 7	18	85	1
Havering LB	-	Hornchurch	Emerson Park	Gt London	9	0	16	1	0 6	18	99	1
"	-	Hornchurch	Hylands	Gt.London	9	0	16	2	0 6	18	99	6
"	-	Hornchurch	South Hornchurch	Gt. London	9	0	16	3	0 6	18	99	2
"	-	Romford	Heaton	Gt. London	9	0	16	5	0 6	18	99	3
Hebburn UD	Durham	Jarrow B.C	Monkton	North	1	0	06	1	0 2	06	13	5
Helmsley RD	Yorks NR	Thirsk and Malton C C	Harome	North	1	7	03	1	0 0	22	39	3
Hemel Hempstead RD	Herts	Hemel Hempstead	Kings Langley	South East	8	7	05	1	0 6	24	88	6
Henley on Thames MB	Oxford	Henley	North	South East	8	4	11	1	0 6	24	86	4
Heywood MB	Lancs.	Heywood & Royston	Park	North West	2	0	38	1	0 3	10	26	1
Hillingdon LB	-	Uxbridge	Uxbridge	Gt. London	9	0	13	2	0 6	20	99	6
Hinckley UD	Leics.	Bosworth C.C.	Trinity	East Midlands	5	4	19	1	0 4	11	64X	6
Hiraethog RD	Denbigh	Denbigh	Eglwysbach	Wales	0	7	11	1	8 3/8	15	99	1
Holderness RD	Yorks ER	Bridlington C.C.	Mappleton and Hatfield	Yorks & Humber	3	7	04	1	8 5/0	20	35	6
Hornsea MB	Yorks ER	Bridlington C.C.	Hornsea	Yorks & Humber	3	4	18	1	8 5/0	28	35	5
Horwich UD	Lancs.	West Houghton C.C.	Dist. 4	North West	2	0	29	1	0 3	13	23	4
Hounslow LB	-	Feltham B C.	East Bedfont	Gt. London	9	0	19	1	0 6	16	99	3
Hounslow LB	-	Heston & Isleworth	Hounslow West	Gt. London	9	0	19	3	0 6	16	99	4
Hounslow LB	-	Brentford & Chiswick	Turnham Green	Gt. London	9	0	19	5	0 6	16	99	5
Hove MB	Sussex E.	Hove C.C	Vallance	South East	8	4	10	1	0 7	26	81	3
Hucknell UD	Notts.	Notttingham North	East	East Midlands	5	4	20	1	8 4/0	10	55	1
Huddersfield CB	Yorks WR	West B.C	Lindley	Yorks & Humber	3	0	04	2	0 0	14	0Y	4
Hungerford RD	Berks.	Newbury C.C.	East Garston	South East	8	7	17	1	8 4/67	17	Y5	5
Huyton with Roby UD	Lancs.	Huyton C.C.	St Michaels District 2.	North West	2	1	01	1	0 3	11	25	2
Hythe MB	Kent	Folkestone & Hythe	East (PT)	South East	8	4	58	1	0 7	25	99	6
Ilkeston MB	Derby	Ilkeston C.C.	South	East Midlands	5	4	26	1	8 4/0	06	65	4
Ipswich CB	Suffolk E.	Ipswich B C	Racecourse	East Anglia	6	4	02	1	0 5	12	61	4
"	"	"	Bridge	"	6	4	02	3	0 5	12	61	5

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A.T	L.A.A	P.D	I.T V	SEG%	E N	S S
Isle of Axholme RD	Lincs.	Gainsborough C.C.	Belton	Yorks & Humber	3	7	10	1	8 0/5	11	32	4
Islington LB	-	Islington East	Mildway	Gt. London	9	0	28	1	0 6	08	99	2
"	-	Islington Sth. West	Holloway	Gt. London	9	0	28	3	0 6	08	99	3
"	-	Islington North	Station	Gt. London	9	0	28	5	0 6	08	99	4
Keighley MB	Yorks WR	Keighley B.C.	East	Yorks & Humber	3	0	22	1	0 0	13	3Y	6
Kelso LD	Roxburgh	Roxburgh Selkirk and Peebles	No.1	Scotland	X	7	15	1	8 1/2	19	99	5
Kendal MB	W'land	Westmorland C.C.	Fell (Western)	North	1	4	12	1	8 3/1	16	28	1
Kensington & Chelsea	-	Kensington South	Queensgate	Gt. London	9	0	01	3	0 6	30	99	1
" LB	-	Chelsea	Brompton	Gt. London	9	0	01	5	0 6	30	99	2
Keswick UD	C'land	Workington C.C.	West	North	1	4	13	1	0 1	14	90	6
Ketton RD	Rutland	Rutland & Stamford	Ryhall	East Midlands	5	7	14	1	8 5/4	11	63	3
Kidderminster RD	Worcs.	Kidderminster C.C.	Kidderminster For-	West Midlands	4	7	19	1	0 4	18	40	5
Kingston-upon-Hull CB	Yorks ER	North B.C.	University ^{eign}	Yorks & Humber	3	4	16	1	8 5/0	09	35	1
"	"	West B.C.	Pickering	"	3	4	16	3	8 5/0	09	35	2
"	"	East B.C.	Marfleet	"	3	4	16	5	8 5/0	09	35	3
"	"	West B.C.	Stoneferry	"	3	4	16	7	8 5/0	09	35	4
Kingston upon Thames LB	-	Kingston-u-Thames B.C.	St. James (PT)	Gt. London	9	0	06	2	0 6	26	99	4
Kinross SB	Kinross	Kinross & W. Perth	Kinross	Scotland	X	4	34	1	0 Y	14	X2	2
Kirkby in Ashfield UD	Notts.	Ashfield C.C.	West	East Midlands	5	4	24	1	8 4/0	07	55	3
Kirkbymoorside RD	Yorks NR	Thirsk and Malton C.C.	(Wombledon) (Nunnington)	North	1	7	05	1	0 0	19	39	4
Kirkcaldy LB	Fife	Kirkcaldy Burgh C.C.	Ten	Scotland	X	4	35	2	0 Y	10	X6/X	3
Kirkham UD	Lancs.	South Fylde C.C.	East	North West	2	4	03	1	0 3	14	2X	4
Lambeth LB	-	Vauxhall	Oval	Gt. London	9	0	24	1	0 6	12	99	6
"	-	Brixton	Angell	Gt. London	9	0	24	2	0 6	12	99	2
"	-	Clapham	Clapham Park	Gt. London	9	0	24	4	0 6	12	99	3
"	-	Norwood	Leigham	Gt. London	9	0	24	6	0 6	12	99	4
Lancaster MB	Lancs.	Lancaster C.C.	St. Annes No.2	North West	2	4	26	2	0 3	11	28	6
Launceston RD	Cornwall	Tavistock	Werrington	South West	7	7	27	1	0 9	17	99	4
Ledbury UD	Hereford	Leaminstor C.C.	Ledbury Town	West Midlands	4	4	23	1	8 8/4	13	43	4

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T	L.A.A	P.D	I.T V	SEG%	E.N	S S
Leeds CB	Yorks WR	North West B.C.	Headingley	Yorks & Humber	3	0	06	1	0 0	13	36	6
"	"	East B.C	Cross Gates	"	3	0	08	1	0 0	13	36	1
"	"	West B.C	Wortley	"	3	0	09	1	0 0	13	36	2
"	"	North East	Woodhouse	"	3	0	11	1	0 0	13	36	3
"	"	South	Middleton	"	3	0	13	1	0 0	13	36	4
Leicester CB	Leics.	North West Leicester	No.1 or St.Margarets	East Midlands	5	4	04	2	0 4	12	52	4
"	"	South East Leicester	No 5 or Wycliffe	" "	5	4	04	4	0 4	12	52	5
"	"	South West Leicester	No.15 or Aylestone	" "	5	4	04	6	0 4	12	52	6
Letchworth UD	Hertford	Hitchin C C	Central & William	South East	8	4	19	1	8 6/5	20	83	2
Lewisham LE	-	Deptford B.C.	Deptford	Gt London	9	0	25	1	0 6	12	99	5
"	-	Lewisham West B.C.	Forest Hill	" "	9	0	25	3	0 6	12	99	6
Lexcen and Winstree RD	Essex	Colchester B.C	Messing-cum-Inworth	South East	8	7	43	1	8 6/5	21	99	4
Leyland UD	Lancs.	Chorley C.C.	St. James	North West	2	4	06	1	0 3	10	28	6
Lichfield RD	Staffs.	Lichfield & Tamworth	Stonall	West Midlands	4	7	10	2	0 4	20	4 YX	4
Lincoln CB	Lincs.	Lincoln B.C.	Minster	East Midlands	5	4	07	1	8 5/0	10	53	1
Litherland UD	Lancs	Crosby B.C.	Ford	North West	2	1	20	1	0 3	10	25	1
Liverpool CB	"	Garston B.C.	Allerton	"	2	1	02	1	0 3	09	25	3
"	"	West Derby B.C.	Croxteth	"	2	1	03	2	0 3	09	25	4
"	"	Toxteth B.C.	Arundel	"	2	1	04	1	0 3	09	25	1
"	"	Walton B.C	Fazakerley	"	2	1	05	1	0 3	09	25	5
"	"	"	Pirrie	"	2	1	05	2	0 3	09	25	2
"	"	Wavertree B.C.	Old Swan	"	2	1	06	1	0 3	09	25	6
"	"	Edge Hill B.C.	Picton.	"	2	1	06	2	0 3	09	25	3
"	"	Exchange B.C.	Central	"	2	1	07	2	0 3	09	25	4
"	"	Edge Hill B.C.	Kensington	"	2	1	09	1	0 3	09	25	5
"	"	Kirkdale B.C.	Melrose	"	2	1	11	1	0 3	09	25	6
Llandudno UD	Caernarvon	Conway C.C.	South	Wales	0	4	06	1	8 8/3	23	93	5
Lleyn RD	"	Caernarvon	Aberdaron	"	0	7	10	1	x88/3	17	99	6
Lochgelly SB	Fife	Dunfermline Burghs B.C	Auchterderran	Scotland	X	4	37	1	0 Y	05	X2	4
Long Ashton RD	Somerset	Nth. Somerset	Portbury	South West	7	7	03	1	0 8	30	71	5
Longbenton UD	N'land	Wallsend B.C.	Balliol	North	1	0	10	1	0 2	10	13	2
Lothingland RD	Suffolk E.	Lowestoft C.C.	Henham & Wangford	East Anglia	6	7	14	1	0 5	14	62	1
Lowestoft MB	"	Lowestoft C.C.	Carlton	" "	6	4	06	1	0 5	14	62	1
Ludlow RD	Shropshire	Ludlow C.C.	Ludford and Ashford Carbonell	West Midlands	4	7	12	1	0 4	17	5X	5

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A.T.	L A.A	P.D	I T.V	SEC%	E N	S
Luton CB	Bedfordshire	Sth. Bedfordshire C.C	Leagrave	South East	8	4	40	1	0 6	12	83	
"	"	Sth. Bedfordshire C.C.	Lewsey	"	8	4	40	2	0 6	12	83	
"	"	Luton B.C	Stopsley	"	8	4	40	4	0 6	12	83	
Luton RD	"	Sth. Bedfordshire C C	Barton Le Clay	"	8	7	21	1	8 6/5	14	83	
Lyme Regis MB	Dorset	West Dorset C C	Lyme Regis	South West	7	4	36	1	8 7/9	31	YY	
Lytham St. Annes MB	Lancs.	South Fylde C C.	St. Johns	North West	2	4	11	1	0 3	32	29X	
Mablethorpe & Sutton UD	Lincs	Horncastle C C	Mablethorpe	Yorks & Humber	3	4	20	1	8 5/0	17	32	
Macclesfield MB	Cheshire	Macclesfield C.C	Central	North West	2	4	16	1	0 3	17	26	
Maidenhead MB	Berks	Windsor C.C.	Oldfield	South East	8	4	14	1	0 6	23	86	
Malvern UD	Worcs	South Worcester C.C.	Link	West Midlands	4	4	12	1	0 4	22	48	
Manchester CB	Lancs.	Moss Side	Alexandra Park	North West	2	0	06	1	0 3	10	26	
"	"	Blackley	Blackley	"	2	0	07	2	0 3	10	26	
"	"	Exchange	All Saints	"	2	0	08	1	0 3	10	26	
"	"	Wythenshawe	Baguley	"	2	0	09	1	0 3	10	26	
"	"	Wythenshawe	Woodhouse Park	"	2	0	09	2	0 3	10	26	
"	"	Ardwick	Long Sight	"	2	0	10	1	0 3	10	26	
"	"	Blackley	Lightbowne	"	2	0	11	1	0 3	10	26	
"	"	Gorton	Gorton	"	2	0	12	1	0 3	10	26	
"	"	Cheetham	Hugh Oldham	"	2	0	14	1	0 3	10	26	
Mangotsfield UD	Gloucs.	Bristol N.E B C	M.B Part 2	South West	7	4	02	1	0 8	20	71	
Mansfield MB	Notts.	Mansfield C.C	South C.	East Midlands	5	4	16	2	8 0/4	13	55	
Margate MB	Kent	Isle of Thanet	Birchington	South East	8	4	70	1	0 7	20	99	
Market Drayton RD	Shropshire	Oswestry C.C.	Modnet	West Midlands	4	7	15	1	8 4/3	14	45	
Maryport UD	C'land	Workington C.C.	South	North	1	4	21	1	0 1	07	90	
Meriden RD	Warwick	Meriden C.C	Kingshurst	West Midlands	4	7	09	1	0 4	20	49	
Merton LB	-	Wimbledon B.C	Wimbledon East	Gt. London	9	0	14	2	0 6	19	99	
"	-	Mitcham B.C.	Mitcham West	"	9	0	14	4	0 6	19	99	
Middlesborough CB	Yorks NR	Middlesborough East B.C	Berwick Hills	North	1	4	06	2	8 2/0	10	12	
"	"	" West	Acklaw	"	1	4	06	4	8 2/0	10	12	
Middleton MB	Lancs.	Middleton Prestwich	Hollin	North West	2	0	32	1	0 3	12	96	
Middlewich UD	Cheshire	Nantwich C.C	Newton	"	2	4	32	1	0 3	08	98	
Milngavie SB	Dunbarton	E Dunbarton C.C.	Fourth	Scotland	X	0	15	1	0 Y	32	X8	
Minehead UD	Somerset	Bridgwater C.C.	South Ward No.3	South West	7	4	22	1	0 8	25	71	
Montrose LD	Angus	Nth.Angus & Mearns	Montrose	Scotland	X	7	20	1	0 X	10	99	

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A.T	L A.A	P.D	I T V	SEG%	E N	S S
Morley MB	Yorks WR	Batley & Morley E C	Ardsley West	Yorks & Humber	3	0	24	1	0 0	11	3Y	1
Motherwell & Wishaw LB	Lanark	Motherwell C.C.	Third	Scotland	X	0	23	1	0 Y	09	X8	3
"	"	"	Ninth	"	X	0	23	2	0 Y	09	X8	4
Mountain Ash UD	Glam.	Aberdare B.C.	Miskin	Wales	0	4	23	1	0 8	06	00	2
Musselburgh LD	Midlothian	Midlothian C.C	Inveresk	Scotland	X	7	07	1	8 Y/X	10	X7	1
Narberth RD	Pembroke	Pembroke C.C	Jeffreyston	Wales	0	7	13	1	0 8	13	99	2
Neath ME	Glam.	Neath C.C	South	"	0	4	04	1	8 8/9	11	0X	4
" RD	"	Neath C.C	Blaengwrach	"	0	7	06	1	0 8	08	02	5
Newbiggin by the Sea UD	N'land	Morpeth C.C.	Woodhorne Demesne	North	1	4	26	1	0 2	05	13	1
Newbury RD	Berks.	Newbury C.C	Thatcham	South East	8	7	18	1	8 4/7	16	86	1
Newcastle-under-Lyme MB	Staffs.	Newcastle-under-Lyme E C	2	West Midlands	4	4	01	1	8 3/4	13	46	4
"	"	Newcastle-upon-Tyre East	9	"	4	4	01	2	8 3/4	13	46	1
Newcastle upon Tyne CB	N'land	" " " West	Dene	North	1	0	02	3	0 2	12	13	6
"	"	"	Fenham	"	1	0	02	5	0 2	12	13	1
New Forest RD	Hampshire	New Forest C C	March Wood	South East	8	7	19	1	0 7	15	87	6
"	"	Eastleigh C.C.	Eling	"	8	7	19	2	0 7	15	87	2
Newham LB	-	West Ham North	Newtown	Gt. London	9	0	31	2	0 6	07	99	3
"	-	West Ham South	Bemersyde	Gt. London	9	0	31	4	0 6	07	99	4
"	-	West Ham South	Greatfield	Gt London	9	0	31	6	0 6	07	99	5
Newhaven UD	Sussex E.	Lewes C C	Newhaven West	South East	8	4	38	1	0 7	14	81	5
Newport CB	Mon.	Newport	Beechwood	Wales	0	4	11	1	0 8	12	09	1
" UD	Shropshire	The Wrekin C.C.	Newport	West Midlands	4	4	20	1	0 4	15	58	6
Newton Stewart SB	Wigtown	Galloway C.C	Newton Stewart	Scotland	X	4	32	1	0 1	25	99	1
Northampton CP	N'ton	Northampton B.C.	Weston	East Midlands	5	4	03	1	8 4/5	13	54	2
"	"	South Northants	Weston	"	5	4	03	3	8 4/5	13	54	3
Northfleet UD	Kent	Gravesend C C	Northfleet East	South East	8	4	94	1	0 6	11	99	1
Norwich CP	Norfolk	Norwich South	Eaton	East Anglia	6	4	03	2	0 5	11	62	6
Nottingham CB	Nottingham	Nottingham West	Broxtowe	East Midlands	5	4	08	1	8 4/0	10	55	2
"	"	" North	Mapperley	"	5	4	08	3	8 4/0	10	55	3
"	"	" South	Trent	"	5	4	08	5	8 4/0	10	55	4
"	"	" Central	Radford	"	5	4	08	7	8 4/0	10	55	5
Nuneaton MB	Warwick	Nuneaton C.C.	Arbury	West Midlands	4	4	25	1	0 4	10	49X	5

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T	L.A.A	P.D	I.T.V	SEG%	E.N	S.S
No.1 LD	Renfrew	East Renfrewshire	Mearns	Scotland	X	0	14	1	0 Y	45	X8	5
No.2 LD	Lanark	Lanark C.C	Lesmahagow	"	X	7	04	1	0 Y	13	X3	6
No.6 LD	"	Bothwell C.C.	Bothwell	"	X	0	22	1	0 Y	09	X8	2
No.7 LD	"	North Lanark C.C	Shotts	"	X	7	09	1	0 Y	06	X8	2
Qadby UD	Leics.	Leicester South East	Central PT.3	East Midlands	5	4	11	1	0 4	39	52	1
Oldham CB	Lancs.	Oldham West B C	Hollinwood	North West	2	0	15	1	0 3	09	96	6
Orrell UD	"	Ince C.C	East	"	2	4	20	1	0 3	14	94	6
Oxford CB	Oxford	Oxford B.C.	North	South East	8	4	37	1	8 4/6	14	84	4
Paisley LB	Renfrew	Paisley B.C	First	Scotland	X	0	11	1	0 Y	09	XOX	1
"	"	"	Sixth	"	X	0	11	2	0 Y	09	XOX	2
Penybont RD	Glam	Ogmore C.C.	St. Brides Minor	Wales	0	7	04	1	0 8	11	OX	3
Penzance MB	Cornwall	St. Ives C.C.	East	South West	7	4	38	1	0 9	18	75	2
Perth LB	Perth	Perth & East Perthshire	No.8	Scotland	X	4	21	1	8 X/1	15	X1	1
Pewsey RD	Wiltshire	Devizes C.C.	Manningford	South West	7	7	32	1	0 7	09	Y3	2
Plymouth CB	Devon	Plymouth Sutton	St. Andrew	"	7	4	18	2	0 9	09	75	2
"	"	Plymouth Devonport	Ford	"	7	4	18	4	0 9	09	75	3
Pontefract MB	Yorks WR	Pontefract B.C.	Castle	Yorks & Humber	3	4	22	1	0 0	13	36	2
Poole MB	Dorset	Poole B.C	Penn Hill & Lilliput	South East	8	4	21	3	0 7	18	80	4
Portsmouth CB	Hampshire	Portsmouth West	Buckland (5)	"	8	4	05	1	0 7	10	85	2
"	"	Portsmouth South	Havelock (9)	"	8	4	05	3	0 7	10	85	3
Pontypool UD	Mon	Pontypool C.C	Abersychan	Wales	0	4	21	1	0 8	07	09	1
Prescot UD	Lancs	Huyton C C	South Ward Dst 1	North West	2	4	34	1	0 3	08	94	2
Preston RD	"	South Fylde	Farrington	"	2	7	02	1	0 3	22	29	4
Prestwich MB	"	Middleton & Prestwich B C	Central	"	2	0	21	1	0 3	25	26	2
Prestwick SB	Ayr	Ayr C C	First	Scotland	X	4	14	1	0 Y	23	X8	4
Pudsey MB	Yorks WR	Pudsey B.C.	Farsley	Yorks & Humber	3	0	16	1	0 0	19	3Y	3
Ramsbottom UD	Lancs	Rossendale B.C.	West MW	North West	2	4	40	1	0 3	20	92	3
Ramsgate MB	Kent	Isle of Thanet C C	Northwood Nth	South East	8	4	91	1	0 7	13	99	4
Rawmarsh UD	Yorks WR	Rother Valley C C	Ryecroft	Yorks & Humber	3	4	32	1	0 0	05	38	2
Rawtenstall MB	Lancs	Rossendale B C	West Oakley	North West	2	4	23	1	0 3	12	24	4
Rayleigh UD	Essex	South E Essex C C	Trinity	South East	8	4	63	1	8 6/7	23	99	4
Reading CB	Berks	Reading B C	Battle	South East	8	4	35	1	0 6	14	86	2
"	"	Wokingham	Park	South East	8	4	35	3	0 6	14	86	3
Redbridge LB	-	Ilford South	Cranbrook	Gt London	9	0	10	1	0 6	22	99	1
Redbridge LB	-	Ilford North	Fairlop	Gt. London	9	0	10	3	0 6	22	99	2

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T.	L.A.A	P.D.	I T V	SEG%	E N	S E
Redbridge LB	-	Dagenham	Hainault	Gt. London	9	0	10	5	0 6	22	99	3
Reigate MB	Surrey	Reigate C C	West	South East	8	4	66	2	0 6	23	99	6
Renfrew SB	Renfrew	East Renfrew	First Renfrew	Scotland	X	0	12	1	0 Y	09	XOX	3
Rhondda MB	Glam	Rhondda East	Trealaw	Wales	0	4	24	2	0 8	06	00	3
Richmond upon Thames LB	-	Richmond C C	Palewell	Gt London	9	0	08	2	0 6	25	99	3
" " "	-	Twickenham	Twickenham	Gt London	9	0	08	4	0 6	25	99	4
Rickmansworth UD	Herts	S W Hertfordshire C C	Mill End	South East	8	4	08	1	0 6	28	88	1
Ripley UD	Derby	Ilkeston C C	Marehay St Johns	East Midlands	5	4	22	1	8 4/0	09	50	2
Pipponden UD	Yorks WR	Sowerby C C	Rishworth No.1	Yorks & Humber	3	0	20	1	0 0	14	33	5
Rochdale CB	Lancs	Rochdale B C	Norden & Bamford	North West	2	0	30	2	0 3	13	26	5
Rochford RD	Essex	S E Essex C C	East (South)	South East	8	7	54	1	8 6/7	16	99	2
Rotherham CB	Yorks WR	Rotherham B C	Herringthorpe	Yorks & Humber	3	4	25	1	0 0	09	9Y	4
Rotherham RD	Yorks WR	Rother Valley C.C	Bramley	Yorks & Humber	3	7	09	1	0 0	11	38	3
Royal Leamington Spa MB	Warwick	Warwick & Leamington C C	Manor	West Midlands	4	4	18	1	0 4	16	49	5
Royton UD	Lancs	Heywood & Royton C C	Royton Heyside	North West	2	0	27	1	0 3	14	27	3
Rugby MB	Warwick	Rugby C C	Eastlands	West Midlands	4	4	14	1	0 4	17	42	3
Pyde MB	Wight Isle of	Isle of Wight C C	St Johns	South East	8	4	21	1	0 7	19	85	3
Saffron Walden RD	Essex	Saffron Walden C.C	Birchanger	South East	8	4	45	1	8 5/6	20	60	5
St Albans RD	Herts	St Albans C C	St Michaels Rural	South East	8	7	41	1	0 6	23	88	3
St Faiths & Aylesham RD	Norfolk	Central Norfolk	Buxton	East Anglia	6	7	04	1	0 5	17	62	2
St Helens CB	Lancs	St Helens C C	Hardshaw	North West	2	4	37	2	0 3	06	94	4
St Thomas RD	Devon	Tiverton C C	Broadclyst	South West	7	7	08	1	0 9	19	73	2
Salisbury MB	Wilts	Salisbury C C	Salisbury St.Paul No 3	South West	7	4	31	1	0 7	15	87	5
Saltcoats SB	Ayr	Bute & Nth. Ayrshire	Central	Scotland	X	4	27	1	0 Y	10	X3	4
Samford RD	Suffolk E	Sudbury & Woodbridge	East Bergholt	East Anglia	6	7	05	1	0 5	16	61	3
Sanquhar SB	Dumfries	Dumfries C C	Sanquhar Burgh	Scotland	X	4	31	1	0 Y	05	X3	6
Scarborough MB	Yorks NR	Scarborough & Whitby	Falsgrave	North	1	4	02	1	0 0	17	97	3
Seaford UD	Sussex E.	Lewes B.C	East	South East	8	4	07	1	0 7	29	81	5
Settle RD	Yorks WR	Skipton C C	Longpreston	Yorks & Humber	3	7	14	1	0 0	15	99	6
Sevenoaks RD	Kent	Sevenoaks C C	Edenbridge	South East	8	7	26	1	8 6/7	30	99	6

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LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T.	L.A.A	P.D	I.T V	SEG%	E N	S S
Shaftesbury MB	Dorset	North Dorset C C.	Shaftesbury	South West	7	4	27	1	8 7/8	17	80	3
Sheffield CB	Yorks WR	Heeley B C.	Beauchief	Yorks & Humber	3	4	03	1	0 0	13	38	4
"	Yorks WR	Attercliffe B.C.	Darnall	Yorks & Humber	3	4	05	1	0 0	13	38	5
"	Yorks WR	Brightside B.C	Burngreave	Yorks & Humber	3	4	06	2	0 0	13	38	6
"	Yorks WR	Heeley B.C.	Heeley	Yorks & Humber	3	4	07	1	0 0	13	38	1
"	Yorks WR	Attercliffe B.C	Attercliffe	Yorks & Humber	3	4	09	1	0 0	13	38	2
"	Yorks WR	Attercliffe	Intake	Yorks & Humber	3	4	11	1	0 0	13	38	3
"	Yorks WR	Hallam	Ecclesall	Yorks & Humber	3	4	12	2	0 0	13	38	4
Snepton Mallet RD	Somerset	Wells C.C.	Batcombe	South West	7	7	29	1	8 8/9	15	71	6
Shifnal RD	Shropshire	The Wrekin C C	Shifnal	West Midlands	4	7	13	1	8 4/3	16	58	2
Shipley UD	Yorks WR	Shipley C C.	North	Yorks & Humber	3	0	03	1	0 0	15	3Y	3
Shrewsbury MB	Shropshire	Shrewsbury	Kingsland	West Midlands	4	4	16	1	0 4	16	45	4
Sidmouth UD	Devon	Honiton C C	South	South West	7	4	20	1	0 9	28	73	5
Slough MB	Bucks	Eton & Slough	Burnham North	South East	8	4	88	1	0 6	13	99	2
Southampton CB	Hampshire	Southampton Itchen	Portswood	South East	8	4	02	2	0 7	13	87	6
South Cambridgeshire RD	Cambridge	Cambridge C C	Weston Colville	East Anglia	6	7	02	1	8 5/6	18	60	1
South East Derbyshire RD	Derby	South East Derbyshire C.C	Shardlow & Great Wilne	East Midlands	5	7	02	2	8 4/0	13	50	1
Southend on Sea CB	Essex	Southend West	Leigh	South East	8	4	69	3	8 6/7	21	99	1
Southport CB	Lancs	Southport B C	South	North West	2	4	13	1	0 3	24	93X	2
South Shields CB	Durham	South Shields B C	Westoe	North	1	0	03	1	0 2	11	1X	2
Southwark LB	-	Southwark	Browning	Gt. London	9	0	29	2	0 6	08	99	5
Southwark LB	-	Peckham	St. Giles	Gt. London	9	0	29	4	0 6	08	99	6
Stafford MB	Staffs	Stafford & Stone	Forebridge	West Midlands	4	4	17	1	0 4	16	59	1
Staines UD	Surrey	Spelthorne C C.	Ashford East	South East	8	4	74	1	0 6	19	99	5
Staines UD	Surrey	Spelthorne C C	Stanwell	South East	8	4	74	2	0 6	19	99	1
Stamford MB	Lincs	Rutland & Stamford	St Marys	East Midlands	5	4	13	1	8 5/4	17	68	2
Stevenage UD	Herts	Hitchin C C	Stevenage Sth	South East	8	4	29	1	8 6/5	16	83	5
Stockport CB	Cheshire	Stockport North	Heaton Norris Sth	North West	2	0	25	1	0 3	14	26	4
Stockport CB	Cheshire	" "	Reddish North	North West	2	0	25	2	0 3	14	26	1
Stockport CB	Cheshire	" South	Cale Green	North West	2	0	25	3	0 3	14	26	5
Stockton on Tees MB	Durham	Stockton on Tees B C.	Norton	North	1	4	04	2	8 2/0	13	12	5
Stoke on Trent CB	Staffs	Stoke on Trent South	No.22	West Midlands	4	4	1	06	8 4/3	08	46	1

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A T	L A.A	P.D.	I T.V	SEG%	E N	S S
Stokesley RD	Yorks NR	Richmond C C	Stokesley	North	1	7	01	1	8 2/0	29	12	2
Stourport on Severn UD	Worcs	Kidderminster C C	No 2 Lickhill	West Midlands	4	4	21	1	0 4	15	56	3
Stroud UD	Gloucs	Stroud C C	Uclands	South West	7	4	33	1	0 8	13	Y2	6
Stroud RD	Gloucs	Stroud C C	Randwick	South West	7	7	10	1	8 8/4	19	Y2	3
Sunbury on Thames UD	Surrey	Spelthorne C C.	Shepperton	South East	8	4	54	1	0 6	28	99	4
Sunderland CE	Durham	North B C.	Folwell	North	1	4	05	2	0 2	10	1Y	6
Sutton LB	-	Sutton & Cheam	Worcester Park Nth	Gt London	9	0	07	1	0 6	26	99	5
Sutton LB	-	Sutton & Cheam	Sutton Central	Gt London	9	0	07	2	0 6	26	99	1
Sutton LB	-	Mitcham B C.	Beddington Nth	Gt London	9	0	07	3	0 6	26	99	6
Sutton LB	-	Carshalton	St Hellier	Gt London	9	0	07	4	0 6	26	99	2
Swansea CB	Glam	Swansea East	Llansamlet	Wales	0	4	03	1	0 8	13	OX	2
Swansea CB	Glam	Swansea West	Ffynone	Wales	0	4	03	3	0 8	13	OX	3
Swindon MB	Wilts	Swindon B C	South	South West	7	4	17	2	8 4/8	10	76	1
Tadcaster RD	Yorks WR	Barkston Ash C C	Sutton cum Hazlewood	Yorks & Humber	3	7	05	1	0 0	18	08	1
Taunton MB	Somerset	Taunton C C	Taunton Wilton	South West	7	4	29	1	8 8/9	16	7Y	4
Taunton UD	Somerset	Taunton C C	Ruishton	South West	7	7	25	1	8 8/9	19	7Y	5
Thedwastre RD	Suffolk W	Bury St Edmunds	Hessett	East Anglia	6	7	09	1	0 5	17	99	5
Thurrock UD	Essex	Thurrock C C.	Corringham	South East	8	4	96	1	0 6	09	99	2
Thurrock UD	Essex	Thurrock C C	Tilbury	South East	8	4	96	3	0 6	09	99	3
Tonbridge UD	Kent	Tonbridge C.C	South East	South East	8	4	76	1	8 6/7	18	99	2
Totnes RD	Devon	Totnes C.C	Harberton	South West	7	7	21	1	0 9	23	Y1	2
Towcester RD	N'ton	South Northants	Blisworth/Tiffie	East Midlands	5	7	09	1	0 4	16	54	6
Tower Hamlets LB	-	Bethnal Green	Bethnal Green East	Gt London	9	0	32	1	0 6	06	99	1
Tower Hamlets LB	-	Stepney	Lime House	Gt London	9	0	32	2	0 6	06	99	6
Tower Hamlets LB	-	Stepney	Spitalfields	Gt London	9	0	32	3	0 6	06	99	2
Tower Hamlets LB	-	Poplar	Poplar Milwall	Gt London	9	0	32	5	0 6	06	99	3
Turton UD	Lancs	Darwen B.C	Bradshaw South	North West	2	4	01	1	0 3	26	23	5
Tynemouth CB	N'land	Tynemouth B.C	Cullercoats	North	1	0	08	1	0 2	16	13	6
Tynemouth CB	N'land	Tynemouth B C	Percy	North	1	0	08	2	0 2	16	13	1
Uckfield RD	Sussex E	East Grinstead	Buxted	South East	8	7	36	1	8 7/6	25	81	4

Continued

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P.R	A.T.	L.A.A	P.D.	I T V	SEG%	E N	S
Upton upon-Severn RD	Worcs	South Worcester C C	Kempsey	West Midlands	4	7	11	1	0 4	19	6X	1
Urmston UD	Lancs	Stretford B.C	East	North West	2	0	23	1	0 3	20	26	3
Vaynor & Penderyn RD	Brecon	Brecon & Radnor	Cefncoedcymmer	Wales	0	7	17	1	0 8	09	99	4
Wallasey CB	Cheshire	Wallasey B C.	Warren	North West	2	1	17	2	0 3	16	25	2
Walsall CB	Staffs	Walsall North B C	Leamore	West Midlands	4	0	03	1	0 4	10	4Y	6
Walsall CB	Staffs	Walsall South B.C.	Matthews	West Midlands	4	0	03	2	0 4	10	4Y	3
Walsall CB	Staffs	Wednesbury B C.	Willenhall North	West Midlands	4	0	03	4	0 4	10	4Y	4
Waltham Forest LB	-	Leyton B.C.	Leytonstone	Gt. London	9	0	22	5	0 6	13	99	1
Wandsworth LE	-	Putney	Roehampton	Gt. London	9	0	23	1	0 6	13	99	2
Wandsworth LB	-	Putney	Fairfield	Gt. London	9	0	23	3	0 6	13	99	3
Wandsworth LB	-	Battersea South	St John	Gt. London	9	0	23	5	0 6	13	99	4
Wandsworth LB	-	Wandsworth Central	Graveney	Gt. London	9	0	23	7	0 6	13	99	5
Wandsworth LB	-	Streatham	Furzdown	Gt. London	9	0	23	8	0 6	13	99	1
Ware UD	Herts	East Hertford C C	Trinity	South East	8	4	75	1	0 6	18	99	6
Warley CB	Worcs	Smethwick B C.	Bristnall	West Midlands	4	0	23	1	0 4	08	4Y	2
Warley CB	Worcs	Rowley Regis & Tipton	Rowley	West Midlands	4	0	23	3	0 4	08	4Y	3
Warminster UD	Wilts	Westbury C C	Warminster	South West	7	4	40	1	8 8/7	12	87/X	3
Warrington CB	Lancs	Warrington B C	Bewsey	North West	2	4	38	1	0 3	06	93X	1
Warrington CB	Lancs	Warrington B C	Latchford	North West	2	4	38	2	0 3	06	93X	5
Warrington RD	Lancs	Newton C C	Croft	North West	2	7	13	1	0 3	14	94	1
Watford MB	Herts	Watford B C	St Andrews	South East	8	4	30	1	0 6	16	88	6
Watford RD	Herts	S W Hertford	Aldenham	South East	8	7	11	1	0 6	19	88	2
Wellington RD	Somerset	Taunton C C	Milverton	South West	7	7	23	1	8 8/9	20	71	3
Wells RD	Somerset	Wells C C	Walton	South West	7	7	06	1	8 8/9	21	71	1
West LD	Berwick	Berwick & E.Loithian	Earlston	Scotland	X	7	02	1	8 1/2/2	18	X2	5
West Bromwich CB	Staffs	West Bromwich B C	Newton	West Midlands	4	0	17	2	0 4	08	4Y	5
West Bromwich CB	Staffs	Rowley Regis B.C.	Tipton Green	West Midlands	4	0	17	4	0 4	08	4Y	6
West Kesteven RD	Lincs	Rutland & Stamford	Harlaxton	East Midlands	5	7	12	1	8 5/40	15	53	2
Westminster LB	-	Paddington South	Hyde Park	Gt. London	9	0	05	3	0 6	27	99	1
Westminster LB	-	St Marylebone	Cavendish	Gt. London	9	0	05	5	0 6	27	99	2
Westminster LB	-	Cities of London and Westminster	Knightsbridge	Gt. London	9	0	05	7	0 6	27	99	3
Wetherby RD	Yorks WR	Barkston Ash C C	Wetherby	Yorks & Humber	3	7	02	1	0 0	30	08	5
Whickham UD	Durham	Blaydon C.C	Merley Hill and Byer Moor	North	1	0	09	1	0 2	15	13	6

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE							
					P R	A T	L.A.A	P.D	I T.V	SEG%	E N	S S
Whittlesey UD	Ely	Isle of Ely	Whittlesey No 4	East Anglia	6	4	11	1	0 5	10	63	4
Wigston UD	Leics	Harborough C C	Fairfield	East Midlands	5	4	15	1	0 4	13	52	3
Wimbourne & Cranbourne RD	Dorset	North Dorset	Corfe Mullen	South West	7	7	05	1	0 7	23	80	6
Winchester MB	Hampshire	Winchester C C	St Paul	South East	8	4	23	1	0 7	18	87	6
Winchester RD	Hampshire	Winchester C C	Kingsworthy	South East	8	7	15	1	0 7	18	87	4
Winslow RD	Bucks	Buckingham C C	Mursley	South East	8	7	52	1	84/56	17	99	1
Wokingham RD	Berks	Wokingham C C	Wargrave	South East	8	7	04	1	0 6	24	86	5
Wolverhampton CB	Staffs	Bilston	Spring Vale	West Midlands	4	0	01	1	0 4	13	47	1
Wolverhampton CE	Staffs	Wolverhampton N E	St Peters	West Midlands	4	0	01	3	0 4	13	47	2
Wolverhampton CB	Staffs	Wolverhampton S W	Penn	West Midlands	4	0	01	5	0 4	13	47	3
Wombwell UD	Yorks WR	Dearne Valley C C	South West	Yorks & Humber	3	4	30	1	0 0	06	9Y	1
Worcester CB	Worcs	Worcester P.C.	Bedwardine	West Midlands	4	4	02	1	0 4	13	56	5
Worcester CB	Worcs	Worcester B C.	St Peter	West Midlands	4	4	02	2	0 4	13	56	2
Worksop RD	Notts	Bassetlaw C C.	Carlton in Lin- drick	East Midlands	5	7	19	1	0 0	08	38	6
Worthing MB	Sussex W.	Worthing B C	Broadwater	South East	8	4	09	1	0 7	27	81	6
Worthing MB	Sussex W	Worthing B C	Goring	South East	8	4	09	2	0 7	27	81	2
Wortley RD	Yorks WR	Penistone C C	Bradfield	Yorks & Humber	3	7	07	1	0 0	13	38	2
Wycombe RD	Bucks	Wycombe C C	Chepping Wycombe Heath	South East	8	7	38	1	0 6	24	86	5
Wycombe RD	Bucks	Wycombe C C	Wooburn	South East	8	7	38	2	0 6	24	86	1
York CB	Yorks WR	York B C	Acomb	Yorks & Humber	3	4	15	1	0 0	12	08	6

NATIONAL READERSHIP SURVEY

AREA CODE LIST

JULY-DECEMBER, 1969

J 7000/PW

February, 1970

Prepared for

JICNARS

by

Research Services Limited

Cambridge House

20/24 Broadwick Street

London W.1.

NATIONAL READERSHIP SURVEYAREA CODE LISTJULY-DECEMBER, 1969J.7000/PWFebruary, 1970

Prepared for

JICNARS

by

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Cambridge House

20/24 Broadwick Street

London W.1.

SAMPLING AREA CODE (CARD 0)

PR = PLANNING REGION on COLUMN 60.

- 1 North
- 2 North West
- 3 Yorkshire & Humberside
- 4 West Midlands
- 5 East Midlands
- 6 East Anglia
- 7 South West
- 8 South East
- 9 Greater London
- 0 Wales
- X Scotland

AT = AREA TYPE on Column 61

- 0 Conurbation (excluding Merseyside)
- 1 Merseyside Conurbation
- 4 Other Urban
- 7 Rural

The "South Wales Conurbation" is not defined as such by the Registrar General and has not, therefore, been included in the Area Type Code 0

N.B. Additional codes 2, X, Y, 8 and 9 on Column 61, Card 0 have been used for internal purposes in connection with supplementary studies only. Codes 0, 1, 4 and 7 denote Area Type, as before, and codes 3, 5, and 6 are spare.

LAA = LOCAL AUTHORITY AREA (within Area Type)
on COLUMNS 62 & 63

See following Area Lists

PD = POLLING DISTRICT (within L.A.A.)
On COLUMN 64

See following area Lists.

ITV = ITV AREA (as defined by TAM - July 1967) on COLUMNS 65 & 66
on COLUMN 65.

- 0 Single I.T.V. reception
- 8 Dual and triple I.T.V. reception
- X No I.T.V. reception

on COLUMN 66

- Y Central Scotland
- X North East Scotland
- 0 Northern (Yorkshire)
- 1 Border
- 2 North East
- 3 Northern (Lancashire)
- 4 Midlands
- 5 Anglia
- 6 London
- 7 Southern
- 8 Wales and West
- 9 South West

SEG % = SOCIO-ECONOMIC GRADE OF AREA (% in Registrar General's
Occupation Groups 1-4 & 13)
on COLUMNS 67 & 68

See following Area Lists

EN = EVENING NEWSPAPER on COLUMNS 69 & 70

See following Area Lists

SS = SUB-SAMPLE NUMBER (Monthly) on COLUMN 71:

Fieldwork scheduled to begin in

- | | | | |
|---|----------|---|-----------|
| 1 | January | 7 | July |
| 2 | February | 8 | August |
| 3 | March | 9 | September |
| 4 | April | 0 | October |
| 5 | May | X | November |
| 6 | June | Y | December |

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AC	LAA	PD	ITV	SEG %	EN	SE	
Aberdeen C of C	Aberdeen	Aberdeen North	No 3 Mastrick	Scotland	X	4/2	10	2	0	X	14	X0	X
" "		Aberdeen South	Torry	"	X	4/2	10	4	0	X	14	X0	
Accrington MB	Lancs	Accrington CC	Peel Park	North West	2	4/2	24	1	0	3	11	21	
Aireborough UD	Yorks W R	Pudsey BC	Billing	Yorks & Humber	3	0/2	02	1	0	0	20	3Y	
Aldridge-Brownhills JD	Staffs	Walsall South BC	Aldridge South	West Midlands	4	0/X	22	1	0		14	4Y	
Alton RD	Hants	Petersfield CC	Grayshott	South East	8	7/2	-9	1	8	6/7	18	Y9	
Amersham RD	Bucks	Aylesbury CC	Heath End	" "	8	7/2	25	1	0	6	34	89	
Arbroath LB	Angus	South Angus CC	East Third	Scotland	X	-/2	22	1	8	X/Y	14	X1	
Armadale SP	West Lothian	West Lothian	Armadale	"	X	4/2	30	1	0	Y	08	Y2	
Asbourne UD	Derbyshire	West Derbyshire CC	North	East Midlands	5	-/2	14	1	0	4	15	5C	
Ashton-in-Makerfield JD	Lancs	Ince CC	Central	North west	2	4/2	36	1	0	3	11	94	
Audenshaw UD	Lancs	Gorton	East	North west	2	0/2	24	1	0	3	18	26	
Aylesbury RD	Bucks	Aylesbury CC	Weston Torville	South East	8	7/2	48	1	0	6	18	8-	
Aysgarth RD	Yorks N R	Pichmond CC	Thornalby & Bainbridge	North	1	7/2	14	1	X0	0	14	36	
Barking LB	-	Barking BC	Abbey	Gt. London	9	0/2	30	1	0	6	07	99	
"	-	Dagenham BC	Fanshawe	"	9	0/2	30	3	0	6	07	99	
Barnet LB	-	Finchley BC	Woodhouse	"	9	0/2	02	1	0	6	29	99	
"	-	Hendon North	Colindale	"	9	0/2	02	3	0	6	29	99	
"	-	Hendon South	Childs Hill	"	9	0/2	02	5	0	6	29	99	
Barnsley CB	Yorks W R	Barnsley CC	South East	Yorks & Humber	3	4/Y	28	2	0	0	07	9Y	
Barnstaple RD	Devon	North Devon CC	Fremington	South West	7	7/2	24	1	8	9/8	19	73	
Barrow in Furness CB	Lancs	Barrow in Furness BC	Salthouse	North West	2	4/2	07	2	0	3	09	20	
" "	"	"	Barrow Island	" "	2	4/2	07	1	0	3	09	20	
Barrow upon Soar RD	Leics	Melton CC	Quorndon	East Midlands	5	7/2	07	1	8	4/0	20	52	
Barry MB	Glams	Barry CC	Buttrills	Wales	0	4/X	10	1	0	8	12	00	
Basildon UD	Essex	Billericay CC	Central	South East	8	4/2	84	2	0	6	14	99	
"	"	"	Barstable	" "	8	4/2	84	1	0	6	14	8Y	
"	"	"	Castleon	" "	8	4/2	84	3	0	6	14	8Y	
Basingstoke MB	Hants	Basingstoke CC	Eastrop	"	8	4/2	36	1	8	6/7	14	YX	
Bathavon RD	Somerset	North Somerset CC	Peasedown St John	South West	7	7/2	07	1	0	8	20	Y0	
Beaminster RD	Dorset	West Dorset CC	Beaminster	South West	7	7/2	22	1	8	9/8	21	78	

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Beccles MB	Suffolk E	Lowestoft CC	Beccles	East Anglia	6	4/2	10	1	0	5	12	62	0
Bedworth UD	Warwicks	Nuneaton CC	Exhall West	West Midlands	4	4/2	28	1	0	4	07	64	7
Belper RD	Derbyshire	Belper CC	Smalley	East Midlands	5	7/2	04	1	8	4/0	26	50	9
Benfleet UD	Essex	S E Essex CC	St Georges	South East	8	4/2	72	1	8	6/7	19	8Y	X
Beverley RD	Yorks E R	Haltemprice CC	Skidby	Yorks & Pumber	3	7/2	03	1	8	5/0	28	35	Y
Bexley LB	-	Erith & Crayford	Bostall	Gt London	9	0/2	15	2	0	6	18	99	X
"	-	Bexley	Sidcup East	"	9	0/2	15	4	0	6	18	99	Y
Birkenhead CB	Cheshire	Birkenhead CC	Holt	North west	2	1/2	18	1	0	3	12	25	X
"	"	Bebington CC	Bebington	"	2	1/2	18	3	0	3	12	25	Y
Birmingham CB	Warwicks	Northfield BC	King's Norton	west Midlands	4	0/2	07	2	0	4	10	40	7
"	"	Aston BC	Aston	" "	4	0/X	16	1	0	4	10	40	7
"	"	Sutton Coldfield BC	Erdington	" "	4	0/X	08	2	0	4	10	40	8
"	"	Hall Green BC	Hall Green	" "	4	0/2	04	1	0	4	10	40	8
"	"	Selly Oak BC	Harborne	" "	4	0/X	05	2	0	4	10	40	8
"	"	Selly Oak BC	Selly Oak	" "	4	0/X	09	2	0	4	10	40	8
"	"	Hall Green BC	Brandwood	" "	4	0/X	07	1	0	4	10	40	8
"	"	Northfield BC	Longbridge	" "	4	0/2	10	1	0	4	10	40	8
"	"	Hall Green BC	Billesley	" "	4	0/X	08	1	0	4	10	40	8
"	"	Yardley BC	Acocks Green	" "	4	0/2	11	1	0	4	10	40	8
"	"	Handsworth	Handsworth	" "	4	0/X	13	1	0	4	10	40	8
"	"	Stechford	Shapend	" "	4	0/2	09	1	0	4	10	40	8
Blaoy RD	Leics	Harborough CC	Braunstone East	East Midlands	5	7/2	06	1	0	4	21	52	0
Blackburn CB	Lancs	Blackburn BC	St Michaels	North West	2	4/2	04	1	0	3	11	29	8
Blackpool CB	"	Blackpool South BC	Squiresgate	" "	2	4/2	02	4	0	3	15	29X	7
Blackwell RD	Derbyshire	Bolsover CC	Shirebrook	East Midlands	5	7/X	20	1	8	0/4	05	99	Y
Blofield & Flegg RD	Norfolk	Central Norfolk CC	Thorpe St Andrew	East Anglia	6	7/2	03	1	0	5	18	62	7
Blyth RD	Suffolk E.	Eye CC	Earl Soham/ Brandeston	" "	6	7/2	08	1	0	5	18	61	0
Bognor Regis UD	Sussex W	Chichester CC	Central	South East	8	4/2	62	1	0	7	24	Y7	8
Bolton CB	Lancs	Bolton East BC	Bradford	North West	2	0/2	02	1	0	3	12	2YX	8
"	"	Bolton East BC	Great Lever	" "	2	0/2	02	2	0	3	12	2YX	Y
"	"	Bolton West BC	Halliwell	" "	2	0/2	02	3	0	3	12	2YX	9
Bonnyrigg & Lasswade SB	Midlothian	Midlothian CC	Bonnyrigg & Lasswade	Scotland	X	4/X	09	1	8	Y/X	15	X2	0

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Bootle CB	Lancs	Bootle BC	Stanley	North west	2	1/2	13	1	0	3	06	25	7
"	"	"	Netherton	" "	2	1/2	13	2	0	3	06	25	X
Border RD	Cumberland	Penrith & the Border	St Cuthbert Without	North	1	7/2	04	1	0	1	20	10	X
Bournemouth CB	Hants	Bournemouth West BC	Moordown South	South East	8	4/2	18	2	0	7	20	80	8
"	"	Bournemouth East & Christchurch	Queens Park	" "	8	4/2	18	4	0	7	20	80	9
"	"	Bournemouth West	Central	" "	8	4/2	18	1	0	7	20	80	Y
Bradfield RD	Berks	Newbury CC	Purley	" "	8	7/2	06	1	8	4/6/7	22	17	1
Bradford CB	Yorks W R	Bradford West BC	Manningham	Yorks & Humber	3	0/2	15	5	0	0	11	37	7
"	"	Bradford South BC	Odsal	" "	3	0/2	15	7	0	0	11	37	8
"	"	Bradford East	Tong	" "	3	0/X	15	2	0	0	11	37	Y
Brent LE	-	Wembley North BC	Queensbury	Gt London	9	0/2	17	1	0	6	17	99	8
"	-	Wembley South BC	Wembley Central	"	9	0/2	17	3	0	6	17	99	9
"	-	Willesden West BC	Stonebridge	"	9	0/2	17	5	0	6	17	99	0
"	-	Willesden East BC	Cricklewood	"	9	0/2	17	7	0	6	17	99	1
Bridgnorth RD	Shropshire	Ludlow CC	Much Wenlock	West Midlands	4	7/X	02	1	0	4	19	58	3
Bridgwater MB	Somerset	Bridgwater CC	Victoria	South West	7	4/2	35	1	0	8	09	71	7
Bridlington MB	Yorks E R	Bridlington CC	Quay North	Yorks & Humber	3	4/2	33	1	8	0/5	23	99	9
Brighton CB	Sussex E	Brighton Pavilion BC	Preston Central	South East	8	4/2	01	1	8	7/6	16	81	0
"	"	Brighton Kemptown BC	Lewes Road Cent.	" "	8	4/2	01	3	8	7/6	16	81	0
Bristol CB	Gloucs	Bristol West BC	Durdham	South West	7	4/X	07	1	0	8	13	71	7
"	"	Bristol North East BC	District	" "	7	4/X	09	1	0	8	13	71	8
"	"	Bristol North West BC	Henbury	" "	7	4/X	11	1	0	8	13	71	9
"	"	South East BC	Brislington	" "	7	4/X	13	1	0	8	13	71	0
"	"	South BC	Somerset	" "	7	4/X	14	2	0	8	13	71	4
Bromley LB	-	Beckenham BC	Penge	Gt London	9	0/2	03	3	0	6	29	99	7
"	-	Bromley BC	Bromley Common	"	9	0/2	03	5	0	6	29	99	8
"	-	Chislehurst BC	Chislehurst	"	9	0/2	03	7	0	6	29	99	9
Bromsgrove RD	Worcs.	Bromsgrove CC	Romsley	West Midlands	4	7/2	04	1	0	4	27	47	9
Bucklow RD	Cheshire	Knutsford CC	Partington	North West	2	7/2	09	1	0	3	18	26	7
Bude Stratton UD	Cornwall	North Cornwall CC	Bude	South West	7	4/2	37	1	0	9	21	99	3
Burnley CB	Lancs.	Burnley CC	Fulledge	North West	2	4/2	27	2	0	3	10	24	7
"	"	Burnley CC	Lane Head	North West	2	4/2	27	1	0	3	10	24	0
Burton-upon-Trent CB	Staffs	Burton CC	Stapenhill	West Midlands	4	4/2	09	1	0	4	09	57	0

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEC %	EN	SS	
Caistor RD	Lincs	Gainsborough CC	Keeloy	Yorks & Humber	3	7/2	08	1	8	5/0	12	05	
Calne & Chippenham RD	Wilts	Chippenham CC	Hilmarton	South West	7	7/2	18	1	0	8	13	YOX	7
Camborne-Redruth UD	Cornwall	Falmouth & Camborne	Redruth	" "	7	4/2	41	1	0	9	11	75	0
Cambridge MB	Cambs	Cambridge CC	West Chesterton	East Anglia	6	4/2	01	1	0	5	20	60	6
"	"	"	Coleridge	" "	6	4/2	01	3	0	5	20	60	9
Camden LB	-	Hampstead BC	West End	Gt London	9	0/2	11	2	0	6	20	99	Y
Canterbury CB	Kent	Canterbury CC	Westgate	South East	8	4/2	82	1	8	7/6	16	99	0
Canvey Island UD	Essex	South East Essex	North	" "	8	4/2	92	1	8	6/7	12	8Y	Y
Cardiff CB	Glams	South East BC	Roath	Wales	0	4/X	02	6	0	3	14	00	7
"	"	West BC	Ely	"	0	4/X	02	1	0	8	14	00	X
"	"	North BC	Central	"	0	4/X	02	3	0	8	14	00	Y
Cardiff RD	"	Barry CC	Sully	"	0	7/X	01	1	0	8	30	00	8
Carlisle CB	Cumberland	Carlisle BC	Eden	North	1	4/2	03	1	0	1	13	10	8
Carlton UD	Notts.	Carlton CC	Carlton Hill	East Midlands	5	4/2	05	1	8	4/0	12	55	Y
Carmarthen RD	Carmarthen	Carmarthen CC	Llangunnor	Wales	0	7/2	14	1	0	8	12	99	8
Castle Ward RD	Northumbs	Hexham CC	Dinnington	North	1	7/2	02	1	0	2	26	13	0
Caterham & Warlingham UD	Surrey	East Surrey CC	Warlingham West	South East	8	4/2	49	1	8	6/7	30	99	9
Central No 2 LD	Stirling	West Stirling CC	Kilsyth	Scotland	X	7/2	08	1	0	Y	09	X8	2
Chapel en le Frith RD	Deroyshire	Highpeak CC	Hayfield	North West	2	7/2	08	1	0	0	19	95	7
Chatham MB	Kent	Rochester & Chatham	St.Michaels	South East	8	4/2	06	2	8	6/7	10	82	Y
Cheadle & Gatley UD	Cheshire	Cheadle CC	Cheadle East	North West	2	0/2	20	1	0	3	32	26	0
Chelmsford MB	Essex	Chelmsford CC	East	South East	8	4/2	73	2	0	6	19	99	1
Chelmsford RD	"	Chelmsford CC	Runwell	" "	8	7/2	40	2	8	5/6	23	99	7
Cheltenham MB	Gloucs.	Cheltenham BC	St.Marks	South West	7	4/2	05	2	0	4	16	72	Y
Cheltenham RD	"	Cirencester & Tewkesbury	Gotherington	" "	7	7/2	04	1	0	4	24	72	Y
Chesterfield MB	Derbyshire	Chesterfield BC	New Whittington	East Midlands	5	4/X	18	2	8	0/4	11	32	Y
Chesterfield RD	"	N.East Derbyshire CC	Calow	" "	5	7/X	15	1	8	0/4	10	32	9
Chichester RD	Sussex W	Chichester CC	Donnington	South East	8	7/2	08	2	0	7	21	Y7	3
"	"	"	Aldingbourne	" "	8	7/2	08	1	0	7	21	Y7	Y
Chippenham MB	Wilts	Chippenham CC	Chippenham Town	South West	7	4/X	30	1	0	8	15	Y0/	0
Chipping Norton RD	Oxford	Banbury CC	Tackley	South East	8	7/X	20	1	8	4/6	15	84	7
Cirencester RD	Gloucs	Cirencester & Tewkesbury	Maiseyhampton & Colesbourne	South West	7	7/2	17	1	8	4/8	14	72	Y

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					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Cleethorpes MB	Lancs.	Louth CC	Sidney	Yorks.& Humber	3	4/2	13	1	8	5/0	13	32	0
Colchester MB	Essex	Colchester CC	Shrub End	South East	8	4/2	30	2	5	5/6	16	61	9
Colne Valley UD	Yorks.W.R.	Colne Valley CC	North East	Yorks.& Humber	3	0/2	27	1	0	0	09	34	9
Consett UD	Durham	Consett CC	Medomsley	North	1	4/2	18	1	0	2	09	13	9
Cookham RD	Berks.	Windsor CC	Hurley	South East	8	7/2	30	1	0	6	27	36X	8
Corby UD	Northants.	Kettering CC	Beanfield West	East Midlands	5	4/2	10	1	8	4/5	07	51	7
Cosford RD	Suffolk W.	Sudbury & Woodbridge	Boxford	East Anglia	6	7/2	10	1	0	5	16	61	Y
Coventry CB	Warwicks.	East BC	Lower Stoke	West Midlands	4	4/X	05	1	0	4	11	49	7
"	"	South BC	Westwood	" "	4	4/2	06	2	0	4	11	49	8
"	"	North BC	Foleshill	" "	4	4/2	07	2	0	4	11	49	9
Crook & Willington UD	Durham	North West Durham	The Crook South	North	1	4/X	27	1	0	2	07	13	9
Crosby MB	Lancs.	Crosby BC	Christchurch	North West	2	1/2	15	2	0	3	24	25	9
"	"	"	Little Crosby	" "	2	1/2	15	1	0	3	24	25	Y
Croydon LB	-	Croydon South BC	Sanderstead Nth.	Gt.London	9	0/2	09	5	0	6	23	99	7
"	-	East Surrey BC	Purley	" "	9	0/2	09	7	0	6	23	99	8
"	-	North East BC	Thornton Heath	" "	9	0/2	09	2	0	6	23	99	0
"	-	Croydon South	Broadgreen	" "	9	0/2	09	4	0	6	23	99	X
"	-	East Surrey	Coulsdon East	" "	9	0/2	09	6	0	6	23	99	Y
Cuckfield RD	Sussex E.	Lewes CC	Hurst Pierpoint	South East	8	7/2	02	1	8	6/7	27	81	9
Dalmellington LD	Ayr	South Ayrshire CC	Dalmellington	Scotland	X	7/2	23	1	0	Y	08	99	9
Dalton-in-Furness UD	Lancs.	Barrow-in-Furness BC	South	North West	2	4/2	05	1	0	3	10	20	9
Darlington CB	Durham	Darlington BC	Northgate	North	1	4/X	15	1	8	2/0	11	18	7
Dartford MB	Kent	Dartford CC	Brent Central	South East	8	4/2	85	1	0	6	14	99	8
Dartford RD	"	"	Longfield Central East	" "	8	7/2	51	1	0	6	18	99	8
Darvel SB	Ayr	Kilmarnock CC	I	Scotland	X	4/2	20	1	0	Y	15	X8	7
Daventry RD	Northants	South Northants	Woodford cum Membris	East Midlands	5	7/2	08	1	0	4	16	67	Y
Deben RD	Suffolk E.	Sudbury & Woodbridge	Martlesham	East Anglia	6	7/2	06	1	0	5	15	61	9
Denby Dale UD	Yorks W.R.	Colne Valley	Denby & Cumberworth	Yorks.& Humber	3	0/2	21	1	0	0	13	34	X
Denton UD	Lancs.	Manchester Gorton CC	Denton South East	North West	2	0/2	28	1	0	3	13	26	7
Derby CB	Derby	Derby South BC	Litchurch	East Midlands	5	4/2	09	1	0	4	08	50	X

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Derby CB	Derby	S.E. Derby BC	Chellaston	East Midlands	5	4/2	09	3	0	4	08	50	Y
Dewsbury CB	Yorks W.R.	Dewsbury CC	Thornhill North	Yorks. & Humber	3	0/2	23	1	0	0	11	3Y	7
Doncaster CB	"	Doncaster BC	Bessacarr	" "	3	4/X	23	1	0	0	12	06	8
"	"	Don Valley CC	Edenthorpe	" "	3	7/Y	11	1	0	0	09	06	0
Dover ME	Kent	Dover CC	Barton	South East	8	4/2	90	1	8	7/5	13	99	X
Droitwich ME	Worcs.	Worcester BC	Droitwich	West Midlands	4	4/2	13	1	0	4	19	56	X
Dronfield TD	Derby	N.E. Derby CC	Coal Aston	East Midlands	5	4/2	12	1	0	0	26	38	9
Dukinfield MB	Cheshire	Stalybridge & Hyde	West	North West	2	0/2	34	1	0	3	11	26	X
Dundee C of C	Angus	Dundee East BC	Harbour	Scotland	X	4/2	11	3	3	X/Y	11	X1	7
Dunfermline LB	Fife	Dunfermline CC	VII	"	X	4/2	36	1	0	Y	09	X6X	9
" LD	"	West Fife CC	Culross	"	X	7/2	21	1	0	Y	10	X2	8
Durstable ME	Beds.	South Beds CC	Priory	South East	8	4/2	28	1	0	5	16	83	9
Ealing LB	-	Ealing North BC	Horsenden	Gt. London	9	0/2	18	1	0	6	16	99	7
"	-	Southall BC	Brent	" "	9	0/2	18	3	0	6	16	99	8
"	-	Ealing South BC	Cleveland	" "	9	0/2	18	5	0	6	16	99	9
"	-	Acton BC	Heathfield	" "	9	0/2	18	7	0	6	16	99	0
"	-	Ealing North BC	West End	" "	9	0/2	18	2	0	6	16	99	Y
Easington RD	Durham	Easington CC	Thornley	North	1	7/X	12	2	0	2	05	91	8
Eastbourne CB	Sussex E.	Eastbourne CC	Langney	South East	8	4/2	12	1	0	7	24	81	9
East Elloe RD	Lincs.	Holland with Boston CC	Holbeach Hurn	East Midlands	5	7/2	16	1	0	5	17	63	0
Eastern LD	Perth	Perth & E. Perthshire	Cargill	Scotland	X	7/2	14	1	8	X/Y	20	X1	X
Easthampstead RD	Berks.	Wokingham CC	Bracknell	South East	8	7/2	07	1	0	6	21	86	7
East Kilbride SB	Lanark	Lanark CC	Third	Scotland	X	0/2	18	1	0	Y	14	X8	9
Ebbw Vale UD	Monmouth	Ebbw Vale CC	Beaufort	Wales	0	4/X	25	1	0	8	06	09	9
Eccles ME	Lancs.	Eccles BC	Patricroft	North West	2	0/2	37	1	0	3	10	26	9
Edinburgh C of C	Midlothian	South BC	Morningside	Scotland	X	4/X	02	1	8	Y/X	17	X7	7
"	"	East BC	Portobello	"	X	4/X	02	2	8	Y/X	17	X7	8
"	"	West BC	Pilton	"	X	4/X	03	1	8	Y/X	17	X7	9
"	"	West BC	No. 11 Corstorphine	"	X	4/X	03	2	8	Y/X	17	X7	0
"	"	Pentlands BC	No. 8 Colinton	"	X	4/X	04	1	8	Y/X	17	X7	X
"	"	North BC	Broughton	"	X	4/X	05	1	8	Y/X	17	X7	Y

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Elgin SB	Moray	Moray & Nairn CC	Elgin Burgh	Scotland	X	4/2	19	1	0	X	16	X0	Y
Elstree RD	Herts.	Barnet CC	Furzehill	South East	8	7/2	50	1	0	6	18	88	Y
Ely UD	Ely, Isle of	Isle of Ely	Adelaide W./North	East Anglia	6	4/2	04	1	0	5	20	60	Y
Enfield LB	-	Enfield East BC	Green Street	Gt.London	9	0/2	12	1	0	6	20	99	7
"	-	Southgate BC	Bowes	"	9	0/2	12	3	0	6	20	99	8
"	-	Edmonton BC	St. Peters	"	9	0/2	12	5	0	6	20	99	9
Epping & Ongar RD	Essex	Epping CC	Nazeing	South East	8	7/2	27	1	0	6	29	99	X
Epsom & Ewell MB	Surrey	Epsom CC	West Ewell	" "	8	4/2	46	1	0	6	34	99	7
"	"	"	Woodcote	" "	8	4/2	46	2	0	6	34	99	Y
Esher UD	"	Esher CC	Thames Ditton	" "	8	4/2	44	1	0	6	37	99	0
Eton RD	Bucks.	South Bucks CC	Stoke Poges	" "	8	7/2	29	1	0	6	28	86X	Y
Evesham RD	Worcs	South Worcs. CC	Norton & Lenchwick	West Midlands	4	7/2	08	1	0	4	21	59X	X
Exeter CB	Devon	Exeter BC	Heavitree	South West	7	4/2	03	1	8	9/8	16	73	0
Failsworth UD	Lancs.	Manchester Openshaw BC	Failsworth South	North West	2	0/2	35	1	0	3	11	96	8
Fareham UD	Hants.	Gosport & Fareham CC	Fareham North	South East	8	4/2	33	1	0	7	15	Y9	8
Faringdon RD	Berks.	Abingdon CC	Ashbury	" "	8	7/2	22	1	8	4/6	14	Y6	8
Farnham UD	Surrey	Farnham CC	Hale & Badshot	" "	8	4/2	55	1	8	6/7	27	99	Y
Featherstone UD	Yorks W R.	Pontefract BC	North West	Yorks.& Humber	3	4/X	29	1	0	0	07	36	7
Felling UD	Durham	Gateshead East	Central	North	1	0/2	05	1	0	2	06	13	X
Fleetwood MB	Lancs.	North Flyde	Warren	North West	2	4/2	28	1	0	3	10	2X	X
Folkestone MB	Kent	Folkestone & Hyth CC	Cheriton	South East	8	4/2	79	1	8	7/5	17	99	8
Formby UD	Lancs	Ormskirk CC	Raven Meols	North West	2	4/2	10	1	0	3	39	25	9
Fort William SB	Inverness	Inverness CC	Fort William	Scotland	X	4/2	33	1	0	X	17	X0	7
Frome UD	Somerset	Wells CC	Frome	South West	7	4/X	28	1	8	8/7	16	Y0	9
Fylde RD	Lancs	South Fylde CC	Medlar with Wesham	North West	2	7/2	11	1	0	3	11	2X	Y
Gala Water LD	Midlothian	Midlothian CC	Cockpen	Scotland	X	7/2	06	1	8	Y/X/1	12	X2	7
Garforth UD	Yorks W.R.	Barkston Ash CC	North East	Yorks.& Humber	3	4/2	02	1	0	0	13	36	0

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					PR	AC	LAA	PD	ITV	SEG %	EN	SS	
Gateshead CB	Durham	Gateshead West BC	Looley Hill	North	1	0/2	04	2	0	2	09	13	0
Gillingham MB	Kent	Gillingham BC	Rainham	South East	8	4/2	04	2	8	6/7	11	82	9
Glasgow C of C	Lanark	Provan BC	7th or Provan	Scotland	X	0/2	08	2	0	Y	09	X8	7
"	"	Cathcart BC	37th or Cathcart	"	X	0/2	02	2	0	Y	09	X8	7
"	"	Springburn BC	5th or Cowlands	"	X	0/2	08	3	0	Y	09	X8	8
"	"	Pollok BC	33rd or Lamphill	"	X	0/2	03	1	0	Y	09	X8	8
"	"	Maryhill BC	16th or Rughill	"	X	0/2	09	1	0	Y	09	X8	9
"	"	Craighton BC	31st or Craighton	"	X	0/2	03	2	0	Y	09	X8	9
"	"	Bridgeton BC	3rd or Dalmarnock	"	X	0/2	09	2	0	Y	09	X8	0
"	"	Pollok BC	34th or Pollock-shaw	"	X	0/2	03	3	0	Y	09	X8	0
"	"	Corbals BC	25th	"	X	0/2	09	3	0	Y	09	X8	0
"	"	Kelvingrove BC	13th or Park	"	X	0/2	04	1	0	Y	09	X8	0
"	"	Woodside	15th or Woodside	"	X	0/2	04	2	0	Y	09	X8	0
"	"	Corbals	27th or Kingston	"	X	0/2	10	1	0	Y	09	X8	0
Glastonbury MB	Somerset	Wells CC	No 2	South West	7	4/2	24	1	8	8/9	20	71	7
Gloucester CB	Glos	Gloucester BC	Kingsholm	"	7	4/2	19	2	0	4	09	7-	7
Godalming MB	Surrey	Farnham CC	South East	South East	8	4/2	68	1	0	6	22	99	7
Godstone RD	"	Reigate CC	Oxted	"	8	7/2	28	1	8	6/7	29	99	7
Gosport MB	Hants	Gosport & Fareham BC	Alverstoke	"	8	4/2	41	1	0	7	10	Y9	8
Grantham MB	Lincs	Grantham CC	Grange	East Midlands	5	4/2	17	1	8	4/5/0	12	55	X
Gravesend MB	Kent	Gravesend CC	Whitehall	South East	8	4/2	34	1	0	6	15	82	9
Greenock LB	Renfrew	Greenock BC	Third	Scotland	X	4/2	12	1	0	Y	09	X9X	8
Greenwich LE	-	Woolwich East BC	St Margarets	Gt.London	9	0/2	20	4	0	6	13	99	7
Grimsby CB	Lincs	Grimsby CC	Little Coates	Yorks.& Humber	3	4/2	14	2	8	5/0	13	32	X
Guildford RD	Surrey	Woking CC	Normandy	South East	8	7/2	33	2	0	6	26	99	0
Hackney LB	-	Stoke Newington & Hackney	Brownswood	Gt London	9	0/2	27	1	0	6	08	99	X
"	-	Central BC	Downs	Gt.London	9	0/2	27	3	0	6	08	99	Y
Hailsham RD	Sussex E.	Eastbourne	Polegate	South East	8	7/2	35	1	0	7	25	81	X
Halesowen MB	Worcs	Oldbury & Halesowen CC	Belle Vale	West Midlands	4	0/X	21	1	0	4	17	4Y	9
Halifax CB	Yorks W.R.	Halifax BC	Southowram	Yorks.& Humber	3	0/4	05	2	0	0	13	07	X

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					PR	AT	LAA	PD	ITV	SEC %	EN	SS	
Hamilton LB	Lanark	Hamilton CC	Third	Scotland	X	0/2	19	1	0	Y	13	X8	0
Hammersmith LB	-	Hammersmith North EC	Brook Green	Gt London	9	0/2	26	2	0	6	10	99	9
"	-	Fulham EC	Crabtree	"	9	0/2	26	4	0	6	10	99	0
Haringey LE	-	Wood Green EC	Park	"	9	0/2	21	1	0	6	13	99	8
"	-	Hornsey EC	Highgate	"	9	0/2	21	3	0	6	13	99	9
"	-	"	South Hornsey	"	9	0/2	21	5	0	6	13	99	0
Harlow UD	Essex	Epping CC	Netteswell	South East	8	4/2	77	1	0	6	17	99	7
Harpenden UD	Herts	Hemel Hempstead CC	North West	" "	8	4/2	42	1	0	6	40	88	9
Harrogate B	Yorks W R	Harrogate CC	Duchy	Yorks. & Humber	3	4/2	19	1	0	0	24	3Y	Y
Harrow LB	-	Harrow Central EC	West Harrow	Gt. London	9	0/2	04	5	0	6	27	99	7
"	-	Harrow East EC	Stanmore North	" "	9	0/2	04	2	0	6	27	99	0
"	-	Harrow West EC	Roxeth	" "	9	0/2	04	4	0	6	27	99	X
Hartlepool LB	Durham	Hartlepool CC	Rossmere	North	1	4/2	07	1	8	2/0	09	19	0
Hartley Wintney RD	Hants	Aldershot EC	Yateley	South East	8	7/2	46	1	0	6	20	YX	0
Haslingden B	Lancs	Rosendale EC	Helmsshore	North West	2	4/2	22	1	0	3	12	21	7
Hastings CB	Sussex E	Hastings EC	St Mary Magdalen	South East	8	4/2	26	2	8	7/6	17	81	8
Haverfordwest RD	Pembs	Pembroke CC	Llangwm	Wales	0	7/X	12	1	0	8	14	99	7
Havering LB	-	Romford EC	Collier Row	Gt London	9	0/2	16	4	0	6	18	99	7
Hazel Grove & Bramhall UD	Cheshire	Cheadle CC	Norbury	North West	2	0/2	18	1	0	3	39	26	9
Heanor UD	Derbyshire	Ilkeston CC	Central	East Midlands	5	4/2	23	1	8	4/0	07	65	8
Hemel Hempstead MB	Herts	Hemel Hempstead CC	Apsley	South East	8	4/2	25	1	0	6	17	88	7
Hemsworth JD	Yorks W R	Hemsworth CC	East	Yorks. & Humber	3	4/X	31	1	0	0	05	03	8
Hemsworth RD	"	"	Gt. Houghton	" "	3	7/X	15	1	0	0	06	38	Y
Hereford MB	Hereford	Hereford CC	Tupsley	West Midlands	4	4/2	22	1	8	4/8	14	43	7
Highworth RD	Wilts	Devizes CC	Stratton St Margarets	South West	7	7/2	02	1	8	4/8	13	76	X
High Wycombe MB	Bucks	Wycombe CC	East Central	South East	8	4/2	87	1	0	6	13	89	9
Hillingdon LB	-	Ruislip Northwood EC	South Ruislip	Gt. London	9	0/2	13	4	0	6	20	89	7
"	-	Uxbridge CC	Hillingdon East	"	9	0/2	13	1	0	6	20	89	0
"	-	Ruislip Northwood EC	Haydon	"	9	0/2	13	3	0	6	20	89	X
"	-	Hayes & Harlington	Hayes	"	9	0/2	13	5	0	6	20	89	Y
Hitchin UD	Herts.	Hitchin CC	Bearton	South East	8	4/2	20	1	8	6/5	19	83	0
Holywell UD	Flintshire	East Flint CC	Holywell East	Wales	0	4/2	13	1	8	8/3	10	25	9
Horncastle RD	Lines	Horncastle CC	Conningsby	Yorks. & Humber	3	7/2	06	1	8	5/0	16	53	7

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Hounslow LB	-	Feltham EC	Cranford	Gt London	9	0/2	19	2	0	6	16	99	X
"	-	Heston & Isleworth EC	Isleworth North	"	9	0/2	19	4	0	6	16	99	Y
Hove MB	Sussex	Hove CC	Stanford West	South East	8	4/2	10	2	0	7	26	81	8
Hoylake UD	Cheshire	Wirral CC	Meols	North West	2	1/2	14	1	0	3	34	25	8
Huddersfield CB	Yorks W R.	Huddersfield East EC	Fartown	Yorks & Humber	3	0/X	04	1	0	0	14	0Y	9
"	"	Huddersfield West EC	Paddock	" "	3	0/2	04	3	0	0	14	0Y	0
Huntingdon RD	Hunts	Huntingdon CC	Erampton	East Anglia	6	7/2	15	1	0	3	11	69	8
Huntly LD	Aberdeen	Western Division	Forgae	Scotland	X	7/2	16	1	0	X	17	X0	Y
Huyton with Roby UD	Lancs	Huyton CC	Huyton with Roby	North West	2	1/2	01	2	0	3	11	25	0
Ilminster UD	Somerset	Yeovil CC	Ilminster	South west	7	4/2	39	1	8	9/8	17	71	9
Inverness LB	Inverness	Inverness CC	Fourth or Park	Scotland	X	4/2	17	1	0	X	18	X0	X
Ipswich CB	Suffolk E.	Ipswich EC	Valley	East Anglia	6	4/2	02	2	0	5	12	61	0
Irvine SB	Ayr	Central Ayrshire CC	Third	Scotland	X	4/2	26	1	0	Y	11	X3	0
Isle of Wight RD	I of Wight	Isle of Wight CC	Brigstone	South East	8	7/2	42	1	0	7	23	Y9	8
Islington LB	-	Islington South West EC	Holloway	Gt London	9	0/2	28	2	0	6	08	99	7
"	-	Islington North EC	Junction	"	9	0/2	28	4	0	6	08	99	8
Keighley MB	Yorks W R	Keighley EC	West	Yorks & Humber	3	0/2	22	2	0	0	13	3Y	Y
Kenilworth UD	Warwicks	Warwick & Leamington CC	Castle	West Midlands	4	4/2	11	1	0	4	30	49	0
Kensington & Chelsea LB	-	Kensington South EC	Holland	Gt. London	9	0/2	01	2	0	6	30	99	8
"	-	Chelsea EC	South Stanley	"	9	0/2	01	4	0	6	30	99	9
"	-	Kensington North	Norland	"	9	0/2	01	1	0	6	30	99	Y
Kettering MB	Northants	Kettering CC	Piper's Hill	East Midlands	5	4/2	02	1	8	5/4	14	66	7
Kidderminster MB	Wores	Kidderminster CC	St Georges	West Midlands	4	4/X	24	1	0	4	12	56X	8
Kidsgrove UD	Staffs.	Knutsford CC	Butt Lane	" "	4	4/2	27	1	8	3/4	09	46	0
Kilmarnock LB	Ayr	Kilmarnock CC	First	Scotland	X	4/2	24	1	0	Y	12	X8	9
Kingston-upon-Hull CB	Yorks E.R	North EC	Newland No. 2	Yorks & Humber	3	4/X	16	2	8	5/0	09	35	8
"	"	East EC	Longhill	" "	3	4/2	26	1	8	5/0	09	35	9
"	"	West EC	Newington	" "	3	4/2	16	6	8	5/0	09	35	0

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Kingston-on-Thames LB	-	Kingston-on-Thames	Norbition	Gt London	9	0/2	06	1	0	6	26	99	X
"	-	Surbiton BC	Hook & Southborough	"	9	0/2	06	3	0	6	26	99	Y
Kingswood UD	Glos.	Bristol S.E	Hanham	South West	7	4/X	16	1	0	8	11	71	Y
Kirkburton UD	Yorks.W R	Huddersfield East BC	Lepton	Yorks & Humoer	3	0/2	17	1	0	0	16	34	9
Kirkby UD	Lancs	Huyton CC	Minstead	North West	2	4/2	09	1	0	3	04	25	Y
Kirkcaldy SB	Fife	Kirkcaldy Burgh CC	One	Scotland	X	4/2	35	1	0	Y	10	X6X	8
Kirkcaldy LD	"	West Fife CC	Markinch	"	X	7/2	19	1	0	Y	11	99	7
Kirkintilloch SB	Dunbarton	East Dunbarton CC	Secom Ward Nth	"	X	0/2	16	1	0	Y	19	X8	7
Kirkintilloch LD	"	"	Twechar	"	X	7/2	10	1	0	Y	05	X8	9
Knottingley UD	Yorks W.R	Goole CC	Fairburn	Yorks & Humoer	3	4/2	27	1	0	0	08	36	X
Lakes UD	Westmorland	Westmorland CC	Ambleside	North	1	4/2	10	1	X8	3/1	28	28	Y
Lambeth LB	-	Brixton BC	Larkhall	Gt London	9	0/2	24	3	0	6	12	99	7
"	-	Norwood BC	Herne Hill	"	9	0/2	24	5	0	6	12	99	8
"	-	Wandsworth Streatham BC	Streatham Wells	"	9	0/2	24	7	0	6	12	99	9
Lanark SB	Lanark	Lanark CC	Lanark	Scotland	X	4/2	15	1	0	Y	21	X8	0
Lancaster MB	Lancs	Lancaster CC	Skerton West	North West	2	4/2	26	1	0	3	11	28	9
Lancaster RD	"	"	Thurnham	"	2	7/2	07	1	0	3	21	28	0
Leatherhead UD	Surrey	Epsom	Leatherhead	South East	8	4/2	45	1	0	6	36	99	X
Leeds CB	Yorks W R	Leeds East BC	Harehills	Yorks. & Humoer	3	0/X	07	1	0	0	13	36	7
"	"	Leeds South BC	Middleton	"	3	0/X	08	2	0	0	13	36	8
"	"	Leeds West BC	Castleton	"	3	0/X	12	1	0	0	13	36	X
"	"	Leeds North West	Westwood	"	3	0/X	14	1	0	0	13	36	X
"	"	Leeds East	Halton	"	3	0/2	06	2	0	0	13	36	Y
Leicester CB	Leics	N E Leicester BC	No 3 Charnwood	East Midlands	5	4/2	04	1	0	4	12	52	3
"	"	N.W. Leicester BC	No. 8 Newton	"	5	4/2	04	3	0	4	12	52	3
"	"	S.E Leicester BC	Knighton No. 13	"	5	4/2	04	5	0	4	12	52	X
Leigh MB	Lancs.	Leigh BC	St. Mary's	North west	2	4/2	33	1	0	3	08	23X	0
Leominster & Wigmore RD	Hereford.	Leominster CC	Eye, Ashton & Moreton, Brimfield	West Midlands	4	7/2	18	1	0	4	21	43	2

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AC	LAA	PD	ITV	SEG %	EN	SS	
Lewisham LB	-	Lewisham North BC	Manor Lee	Gt London	9	0/2	25	5	0	6	12	99	7
"	-	Lewisham South BC	Southend	"	9	0/2	25	7	0	6	12	99	5
"	-	Deptford CC	Pepys	"	9	0/2	25	2	0	6	12	99	0
"	-	Lewisham West BC	Sydenham E (Pt)	"	9	0/2	25	4	0	6	12	99	X
"	-	Lewisham South BC	Rushey Green (Pt)	"	9	0/2	25	6	0	6	12	99	Y
Lichfield RD	Staffs	Lichfield & Tamworth BC	Armutage with Handsacre	West Midlands	4	7/X	10	1	0	4	20	4YX	Y
Lincoln CE	Lincs	Lincoln BC	Ermine	East Midlands	5	4/2	07	2	8	5/0	10	53	7
Little Lever UD	Lancs	Farnworth BC	Church	North West	2	0/2	17	1	0	3	07	23	Y
Liverpool CE	"	Walton BC	County	" "	2	1/2	07	1	0	3	09	25	7
"	"	West Derby BC	Gillmoss	" "	2	1/2	08	1	0	3	09	25	8
"	"	Edge Hill BC	Smithdown	" "	2	1/2	10	1	0	3	09	25	9
"	"	Garston BC	St. Mary's	" "	2	1/2	12	1	0	3	09	25	0
"	"	Wavertree	Childwall	" "	2	1/2	03	1	0	3	09	25	Y
Llandeilo RD	Carmarths	Carmarthen CC	Quarter Bach	Wales	0	7/2	16	1	X0	8	11	99	9
Llanrindod Wells UD	Rads	Erecon & Radnor CC	South Waia	"	0	4/2	29	1	X	-	21	99	X
Llanelli RD	Carmarths	Llanelli CC	Llanelli Rural	"	0	7/X	05	1	0	8	08	02	0
Llanilloes MB	Montgomery	Montgomery CC	Llanilloes Within East	"	0	4/2	31	1	0	4	15	99	Y
Llantrisant & Llantwit Fardre RD	Glams	Pontypridd CC	Llantrisant	"	0	7/X	03	1	0	8	11	00	9
Loftus UD	Yorks N R	Cleveland CC	Liverton	North	1	4/X	08	1	0	2	09	12	X
Lowestoft MB	Suffolk E	Lowestoft CC	St. Margarets	East Anglia	6	4/2	06	2	0	5	14	62	8
Luton MB	Beds	Luton BC	Wardown	South East	8	4/2	40	3	0	6	12	83	7
Lydney RD	Glos.	West Gloucester CC	Lydney	South west	7	7/2	28	1	0	8	16	99	Y
Lymington MB	Hants	New Forest RD	Pennington	South East	8	4/2	53	1	0	7	28	9X	X
Lymm UD	Cheshire	Runcorn CC	Heatley	North west	2	4/2	12	1	0	3	26	93	0
Maelor RD	Flint	East Flint CC	Bronington & Hanmer	Wales	0	7/2	09	1	8	8/3/L	18	45	"
Maidstone MB	Kent	Maidstone CC	North (Ringlestone Pt)	South East	8	4/2	31	1	8	6/7	16	82	X
Maldon RD	Essex	Maldon CC	Hazleigh, Woodham Mortimor	"	8	7/2	53	1	8	6/7/5	17	99	9

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					PR	AT	LAA	PD	ITV	SEC %	EN	SS	
Malling RD	Kent	Sevenoaks CC	Ditton	South East	8	7/2	12	1	8	6/7	19	82	0
Manchester CB	Lancs.	Openshaw BC	Openshaw	North West	2	0/2	11	2	0	3	10	26	7
"	"	Moss Side BC	Moss Side East	" "	2	0/2	13	1	0	3	10	26	3
"	"	Exchange BC	New Cross	" "	2	0/2	14	2	0	3	10	26	9
"	"	Withington BC	Withington	" "	2	0/2	05	1	0	3	10	26	X
"	"	Blackley	Crumpsal	" "	2	0/2	07	1	0	3	10	26	1
Mansfield ME	Notts	Mansfield CC	North	East Midlands	5	4/2	16	1	8	0/-	13	55	X
Mansfield woodhouse UD	"	"	"	"	5	4/2	29	1	8	0/-	08	99	X
Margate MB	Kent	Isle of Thanet CC	Westgate on Sea	South East	8	4/2	70	2	0	7	20	99	0
Market Bosworth PD	Leics	Bosworth CC	Markfield	East Midlands	5	7/2	11	1	0	L	15	52	7
Matlock JD	Derby	W Derbyshire CC	Matlock Moor	" "	5	4/X	27	1	8	4/0	15	35	0
Maybole LD	Ayr	South Ayrshire CC	Maybole/Minshant	Scotland	X	7/2	12	1	0	Y	22	99	0
Merthyr Tydfil CB	Glams	Merthyr Tydfil CC	Cwfarthea	wales	0	4/X	19	1	0	8	07	00	1
Merton LB	-	Wimbledon BC	Wimbledon North	Gt London	9	0/2	14	1	0	6	19	99	8
"	-	Merton & Morden BC	Priory	"	9	0/2	14	3	0	6	19	99	9
"	-	Mitcham BC	Mitcham Central	"	9	0/2	14	5	0	6	19	99	0
Middlesborough CE	Yorks N.R	Middlesborough East BC	St Hilda's	North	1	4/X	06	1	8	2/0	10	12	8
"	"	Middlesborough West BC	Gresham	"	1	4/2	06	3	8	2/0	10	12	9
Middleton MB	Lancs	Middleton & Prestwich CC	Central	North West	2	0/2	32	2	0	3	12	96	0
Midhurst RD	Sussex W	Horsham CC	Eastbourne	South East	8	7/2	37	1	8	7/6	25	85	Y
Milford Haven UD	Pembs.	Pembroke CC	Central	Wales	0	4/2	32	1	0	8	12	99	7
Monifieth SB	Angus	South Angus CC	Murroes	Scotland	X	7/2	01	1	8	X/Y	24	X1	0
Morecambe & Heysham MB	Lancs	Morecambe & Lonsdale	Victoria	North West	2	4/2	15	1	0	3	18	90X	Y
Morpeth RD	Northumbs	Morpeth CC	Ulgham	North	1	7/2	11	1	0	2	08	13	7
Mynyddislwyn JD	Monmouth	Bedwellty CC	Penmain	Wales	0	4/2	15	1	0	8	09	09	0
Nelson MB	Lancs.	Nelson & Colne BC	Bradley	North West	2	4/2	31	1	0	3	09	24	9
Newcastle upon Tyne CB	Northumbs	Newcastle North BC	Jesmond	North	1	0/2	02	4	0	2	12	13	7
" " "	"	" West BC	Kenton	"	1	0/2	02	6	0	2	12	13	6
" " "	"	" Central	St Anthony's	"	1	0/2	02	1	0	2	12	13	X
" " "	"	" East	Wackell	"	1	0/2	02	3	0	2	12	13	Y
Newham LB	-	East Ham North	Little Ilford	Gt London	9	0/2	31	1	0	6	07	99	0
"	-	West Ham North	Upton	"	9	0/2	31	3	0	6	07	99	X

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Newham LB	-	West Ham South	Beckton	Gt Lomnor	9	0/2	31	5	0	6	07	99	Y
Newport CB	Monmouth	Newport CC	Shaftesbury	Wales	0	4/X	11	2	0	8	12	09	8
Newport MB	I of Wight	Isle of Wight CC	Fairlee	South East	8	4/2	32	1	0	7	16	Y9	Y
Newport on Tay SE	Fife	East Fife CC	Three	Scotland	X	4/2	13	1	8	Y/X	39	X1	9
Northampton CB	Northants	Northampton BC	St George	East Midlands	5	4/2	03	2	8	4/5	13	54	3
North Cotswold RD	Glos	Cirencester & Tewksbury CC	Bourton on the Water	South west	7	7/2	13	1	0	4	17	7X	0
North Shropshire RD	Shrops	Oswestry CC	Whitchurch Uroan	West Midlands	4	7/X	03	1	8	4/5	1-	45	1
North Lech RD	Cheshire	Northwich CC	Weaverham	North West	2	7/2	10	1	0	3	17	93	8
Norwich CB	Norfolk	Norwich North	Hellesdon	East Anglia	6	4/2	03	1	0	5	11	62	X
Nottingham CB	Notts	Nottingham West BC	Woolaton	East Midlands	5	4/2	08	2	8	4/0	10	55	8
"	"	Nottingham South BC	Bridge	" "	5	4/2	08	4	8	4/0	10	55	9
"	"	Nottingham Central BC	Manvers	" "	5	4/2	08	6	8	4/0	10	55	C
Nuneaton ME	Warwicks	Nuneaton CC	St Nicholas	West Midlands	4	4/2	25	2	0	4	10	49X	9
No - LD	Renfrew	West Renfrew CC	Kilbarchan	Scotland	X	7/2	03	1	0	Y	16	XOX	X
No 8 LD	Lanark	Rutherglen CC	Cambuslang	"	X	0/2	17	1	0	Y	15	X8	8
No 9 LD	"	North Lanark CC	Cadder	"	X	0/2	20	1	0	Y	10	X8	X
"	"	Bothwell CC	Glasgow Lanward	"	X	0/2	20	2	0	Y	10	X8	Y
Ogmore & Garw JD	Glams	Ogmore CC	Tynnewydd	Wales	0	4/X	27	1	0	8	05	OX	0
Oldham CB	Lancs	Oldham East BC	Clarksfield	North west	2	0/2	15	2	0	3	09	96	0
Oswestry RD	Shropshire	Oswestry CC	Sweeney	West Midlands	4	7/X	16	1	8	3/4	14	6Y	7
Otley UD	Yorks W R	Ripon CC	Otley	Yorks & Humber	3	4/X	21	1	0	0	15	3Y	7
Oxford CB	Oxford	Oxford BC	Iffley	South East	8	4/X	37	2	8	4/6	14	84	Y
Paignton UD	Devon	Torquay CC	Blatchcombe	South West	7	4/2	21	1	0	9	26	77	Y
Peterborough MB	Soke of Peterborough	Peterborough CC	North	East Anglia	6	4/2	08	1	0	5	12	68	3
Petersfield RD	Hants	Petersfield CC	Bramshott	South East	8	7/2	14	1	0	7	18	85	X
Ploughley RD	Oxford	Banbury CC	Kidlington Cent	" "	8	7/X	24	1	8	4/6	13	84	9
Plymouth CB	Devon	Plymouth Sutton BC	Mount Gould	South West	7	4/2	18	1	0	9	09	75	8
"	"	Devonport BC	Honicknowle	" "	7	4/2	18	3	0	9	09	75	9
"	"	Tavistock BC	Plymstock Radford	" "	7	4/2	18	5	0	9	09	75	0

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					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Pontardawe RD	Glams	Gower	Llangvicke	Wales	0	7/X	07	1	0	8	06	02	X
Poole MB	Dorset	Poole BC	Hamworthy	South East	8	4/2	21	2	0	7	18	80	X
"	"	"	Broadstone & Camford	" "	8	4/2	21	4	0	7	18	80	Y
Porthcawl	Glams	Aberavon CC	East	Wales	0	4/X	07	1	0	8	22	0X	X
Portsmouth CB	Hants	Portsmouth South BC	Kingston No 6	South East	8	4/2	05	2	0	7	10	85	0
"	"	Portsmouth Langstone BC	Cosham No 14	" "	8	4/2	05	4	0	7	10	85	X
Port Talbot MB	Glams	Aberavon CC	Cwmavon (Waun)	Wales	0	4/Y	17	1	8	8/9	08	0X	X
Prestatyn JD	Flint	West Flint CC	North West	"	0	4/X	05	1	8	8/3	26	25	0
Preston CB	Lancs.	Preston South BC	Central	North West	2	4/2	08	2	0	3	07	28	8
"	"	Preston North BC	Ribbleton	" "	2	4/2	08	1	0	3	07	28	X
Preston RD	"	South Fylde BC	Woodplumpton	" "	2	7/2	01	1	0	3	22	29	7
Reading CB	Berks	Reading BC	Minster	South West	8	4/2	35	2	0	6	14	86	0
Redbridge LB	-	Ilford South BC	Mayfield	Gt London	9	0/2	10	2	0	6	22	99	9
"	-	Ilford North BC	Aldborough	"	9	0/2	10	4	0	6	22	99	0
"	-	Wanstead & Woodford BC	Wanstead	"	9	0/2	10	6	0	6	22	99	X
Redcar MB	Yorks N.R.	Cleveland CC	Coatham	North	1	4/2	05	1	0	2	12	12	0
Reigate MB	Surrey	Reigate CC	North East	South East	8	4/2	66	1	0	6	23	99	0
Repton RD	Derby	Belber CC	Willington	East Midlands	5	7/2	01	1	0	4	14	57	Y
Rhondda MB	Glams	Rhondda West BC	Pentre	Wales	0	4/X	24	1	0	8	06	00	8
Rhymney JD	Monmouth	Ebbw Vale CC	Abertysswg	"	0	4/2	22	1	0	8	07	09	7
Richmond LB	-	Twickenham BC	Whitton	Gt.London	9	0/2	08	3	0	6	25	99	8
"	-	"	Teddington	"	9	0/2	08	5	0	6	25	99	9
"	-	Richmond CC	Kew	"	9	0/2	08	1	0	6	25	99	7
Rochdale CB	Lancs	Rochdale BC	Castleton	North West	2	0/2	30	1	0	3	13	26	8
Rochester MB	Kent	Rochester & Chatham CC	St Peters	South East	8	4/2	03	1	8	6/7	13	82	8
Romney Marsh RD	"	Polkestone & Hythe	Dymchurch	" "	8	7/2	57	1	0	7	14	99	X
Romsey & Stockbridge RD	Hants	Winchester CC	Broughton/Buckholt	" "	8	7/2	10	1	0	7	19	87	9
Rotherham CB	Yorks W.R	Rotherham CC	Masbrough	Yorks. & Humber	3	4/X	25	2	0	0	09	9Y	0
Rotherham RD	"	Rother Valley CC	Wickersley	" "	3	7/X	09	2	0	0	11	38	9

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Rothwell UD	Yorks W.R	Normanton CC	Rothwell Central	Yorks & Humber	3	0/X	25	1	0	0	11	36	8
Royal Tunbridge Wells MB	Kent	Tonbridge CC	Tunbridge Wells North	South East	8	4/2	64	1	8	7/6	23	99	9
Royston MB	Yorks W.R.	Wakefield CC	East	Yorks.& Humber	3	4/2	35	1	0	0	07	9Y	0
Runcorn RD	Cheshire	Runcorn CC	Frodsham North	North West	2	7/2	03	1	0	3	28	25	8
St Albans ME	Herts	St. Albans CC	St Julians	South East	8	4/2	16	1	0	6	21	88	Y
St Faiths & Aylsham RD	Norfolk	Central Norfolk CC	Sprowston	East Anglia	6	7/2	04	2	0	5	17	62	8
St Helens CB	Lancs.	St Helens BC	East Sutton	North West	2	4/2	37	1	0	3	06	94	Y
Sale MB	Cheshire	Altrincham & Sale BC	Brooklands	" "	2	0/2	01	1	0	3	29	26	7
"	"	"	St Martins	" "	2	0/2	01	2	0	3	29	26	X
Salford CB	Lancs	Salford west BC	Claremont	" "	2	0/2	16	2	0	3	08	26	X
"	"	Salford East BC	Albert Park	" "	2	0/2	16	3	0	3	08	26	8
"	"	Salford West BC	St Pauls	" "	2	0/2	16	1	0	3	08	26	7
Sandown-Shanklin UD	I of Wight	Isle of Wight CC	Shanklin	South East	8	4/2	17	1	0	7	21	Y9	7
Scalby UD	Yorks N.R	Scarborough & Whitby CC	Newport East	North	1	4/2	01	1	0	0	27	37	7
Scunthorpe MB	Lincs	Brigg CC	Park	Yorks & Humber	3	7/2	17	1	8	0/5	08	04	X
Seaton Valley UD	Northumbs	Elyth CC	Mayfield	North	1	4/2	23	1	0	2	07	13	7
Sedgefield RD	Durham	Sedgefield CC	Chilton	"	1	7/X	16	1	8	2/0	07	18X	0
Seisdon RD	Staffs.	Brierley Hill CC	Kniver	West Midlands	4	7/X	01	1	0	4	26	4Y	X
Selkirk SB	Selkirk	Roxburgh, Selkirk, Peebles	Selkirk Pt. 1	Scotland	X	4/2	28	1	0	1	10	X2	X
Sheffield CB	Yorks W.R.	Brightside BC	Southey Green	Yorks & Humber	3	4/X	08	1	0	0	13	38	7
"	"	Heeley BC	Park	" "	3	4/X	10	1	0	0	13	38	8
"	"	Hallam BC	Hallam	" "	3	4/Y	12	1	0	0	13	38	9
"	"	Hallam BC	Netherthorpe	" "	3	4/X	04	1	0	0	13	38	X
"	"	Hillsborough BC	Walkley	" "	3	4/X	06	1	0	0	13	38	Y
Shepton Mallet UD	Somerset	Wells CC	Shepton Mallet	South West	7	4/X	34	1	8	8/9	12	71	Y
Shoreham by Sea UD	Sussex W	Arundel & Shoreham CC	St Julians	" East	8	4/2	13	1	0	7	24	81	0
Slough MB	Bucks.	Eton & Slouth CC	Langley	" "	8	4/2	88	2	0	6	13	89	0
Smallburgh RD	Norfolk	North Norfolk CC	Hoveton (West/East)	East Anglia	6	7/2	13	1	0	5	14	62	7

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEC %	EN	SS	
Sodbury RD	Glos	South Gloucester CC	Westerleigh	South West	7	7/2	11	1	0	8	18	71	9
Solihull CB	Warwicks.	Solihull CC	Lyndon	West Midlands	4	0/X	19	1	0	4	33	40	X
"	"	"	Shirley East	" "	4	0/2	19	2	0	4	33	40	8
Southampton CB	Hants	Southampton Test BC	Shirley	South East	8	4/2	02	4	0	7	13	87	7
"	"	Southampton Itchen BC	St Denys & Bitterne Park	" "	8	4/2	02	1	0	7	13	87	0
"	"	Southampton Test BC	Banister	" "	8	4/2	02	3	0	7	13	87	X
"	"	"	Redbridge	" "	8	4/2	02	5	0	7	13	87	Y
South East Derbyshire RD	Derby	South East Derbyshire CC	Breaston	East Midlands	5	7/2	02	1	8	4/0	13	50	7
"	"	"	Sandiacre	" "	5	7/2	02	3	8	4/0	13	50	8
Southend-on-Sea CB	Essex	Southend East BC	Shoebury	South East	8	4/2	69	2	8	6/7	21	99	8
"	"	Southend West BC	Westborough	" "	8	4/2	69	4	8	6/7	21	99	9
"	"	Southend East BC	All Saints	" "	8	4/2	69	1	8	6/7	21	8Y	Y
Southport CB	Lancs	Southport BC	Ainsdale	North West	2	4/2	13	2	0	3	24	93X	X
South Shields CB	Durham	South Shields BC	Whiteleas	North	1	0/2	03	2	0	2	11	1X	9
Southwark LB	-	Camberwell Dulwich BC	Lyndhurst	Gt London	9	0/2	29	6	0	6	08	99	7
"	-	Southwark BC	Cathedral	"	9	0/2	29	1	0	6	08	99	9
"	-	Bermondsey BC	Abbey	"	9	0/2	29	3	0	6	08	99	0
"	-	Peckham BC	Friary	"	9	0/2	29	5	0	6	08	99	X
"	-	Dulwich BC	Allfyn	"	9	0/2	29	7	0	6	08	99	Y
Southwell RD	Notts.	Newark CC	Blidworth	East Midlands	5	7/2	13	1	8	4/0	14	55	8
Spalding RD	Lincs	Holland with Boston	Quadrang	" "	5	7/2	18	1	0	5	15	63	X
Spennymoor UD	Durham	Durham CC	Spennymoor	North	1	4/2	22	1	0	2	07	18	X
Spilsby RD	Lincs	Horncastle CC	Firsby & Thorpe St Peter	Yorks & Humber	3	7/2	13	1	8	5/0	17	99	X
Stafford RD	Staffs	Stafford & Stone CC	Castle/Church	West Midlands	4	7/X	06	1	0	4	22	47	0
Stanley UD	Yorks W.R.	Consett CC	Collierley	Yorks & Humber	3	4/2	24	1	0	2	06	13	Y
Stevenage UD	Herts.	Hitchin CC	Bedwell	South East	8	4/2	29	2	8	6/5	16	83	0
Stockbridge UD	Yorks W.R.	Penistone CC	No 2 Deepcar	Yorks & Humber	3	4/X	24	1	0	0	10	38	9
Stockton-on-Tees MB	Durham	Stockton-on-Tees BC	Hartburn	North	1	4/2	04	1	8	2/0	13	12	9
Stoke-on-Trent CB	Staffs.	Stoke-on-Trent Nth. BC	No. 6	West Midlands	4	4/2	10	2	8	4/3	08	46	X
"	"	Central BC	No 10	" "	4	4/2	10	3	8	4/3	08	46	8
"	"	Stoke on Trent Sth BC	No 18	" "	4	4/2	10	5	8	4/3	08	46	9
"	"	Stoke-on-Trent Central	No. 14	" "	4	4/2	10	4	8	4/3	08	46	Y
"	"	Stoke-on-Trent North	No. 2	" "	4	4/2	10	1	8	4/3	08	46	7

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					FR	AT	LAA	PD	IIV	SEG %	EV	SS	
Stourbridge MB	Wores	Dudley BC	Stourbridge East	West Midlands	4	0/Y	20	1	0	2	19	4Y	1
Stretford MB	Lanes	Stretford CC	Park	North East	2	0/2	21	1	0	2	17	26	9
Strood RD	Kent	Gra esend CC	Cliffe	South East	3	7/2	15	1	8	6/7	13	32	
Sudbury MB	Suffolk W	Sudbury & Woodbridge	Sudbury East	East Anglia	6	4/2	12	1	0	5	18	61	X
Sunderland CB	Durham	South BC	Pallion	North	1	4/2	05	4	0	2	10	11	7
"	"	North BC	Roker	"	1	4/2	05	3	0	2	10	1Y	Y
"	"	South BC	Thornhill	"	1	4/2	05	5	0	2	10	1Y	Y
Sutton Coldfield LB	Warwicks	Sutton Coldfield BC	Walley North	West Midlands	4	0/2	18	2	0	4	36	40	7
"	"	"	Bolamere East	"	-	0/X	18	1	0	2	36	40	0
Sutton in Ashfield UD	Notts	Ashfield CC	Skegby	East Midlands	5	4/2	25	1	8	-/0	07	55	9
Swanscombe UD	Kent	Dartford CC	Swanscombe	South East	3	4/2	97	1	0	6	07	99	8
Swansea CS	Glams	Swansea East BC	Penderry	Wales	0	4/X	03	2	0	8	13	0Y	8
"	"	"	D D	"	0	4/X	03	4	0	8	13	0Y	9
Swindon MB	Wilts	Swindon BC	West	South West	7	4/2	17	1	8	4/8	10	76	
Swinton & Pendlebury MB	Lanes	Eccles BC	Newtown	North West	2	0/2	33	1	0	3	12	26	7
Tarvin RD	Cheshire	Northwich CC	Asnton Norton cum Peel, Mouldsworth	North West	2	7/2	14	1	0	3	21	99	0
Tendring RD	Essex	Harwich BC	Ramsey	South East	8	7/2	55	1	8	6/5	16	61	0
Tewkesbury MB	Glos	Cirencester & Tewkesbury	Tewkesbury D V 3	South West	7	4/2	32	1	0	4	14	Y4X	Y
Thetford MB	Norfolk	South Norfolk	Thetford North	East Anglia	6	4/2	14	1	0	5	08	62	Y
Thornbury RD	Glos	South Gloucester CC	Cromhall	South West	7	7/2	15	1	8	8/4	16	71	X
Thorne RD	Yorks W R	Goole CC	Hatfield	Yorks & Humber	3	7/X	16	1	0	0	06	06	7
Thurrock UD	Essex	Thurrock CC	South Ockenden	South East	8	4/2	96	2	0	6	09	99	7
Tiverton RD	Devon	Tiverton CC	Halberton	South West	7	7/2	09	1	0	9	19	73	8
Tonbridge RD	Kent	Tonbridge CC	Pembury	South East	8	7/2	32	1	8	7/6	26	99	9
Torquay MB	Devon	Torquay BC	St. Mary Church	South West	7	4/2	01	1	0	9	20	77	9
Tottington UD	Lanes.	Bury & Radcliffe CC	Church	North West	2	6/2	39	1	0	3	20	99	0
Tower Hamlets LB	-	Poplar BC	Bow South	Gt London	9	0/2	32	4	0	6	06	99	7
Truro RD	Cornwall	Truro CC	Mylor	South West	7	7/2	20	1	0	9	25	75	8
Tyldesley UD	Lanes.	Leigh BC	Blackmoor	North West	2	4/2	29	1	0	3	10	2Y	3

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Uttoxeter RD	Staffs	Burton CC	Rocester	West Midlands	4	7/2	20	1	0	4	12	5Y	9
Wainford RD	Suffolk E	Lowestoft CC	Worlingham	East Anglia	6	7/2	12	1	0	5	15	99	Y
Wakefield CB	Yorks W R.	Wakefield CC	Lupset	Yorks & Humber	3	0/X	19	1	0	0	15	36	0
Wallasey CE	Cheshire	Wallasey BC	South Liscard	North West	2	1/2	17	1	0	3	16	25	0
Wallsend LB	Northumbs	Wallsend BC	Wallsend	North	1	0/2	07	1	0	2	05	13	Y
Wallsail CE	Staffs	Wednesbury BC	Darlaston South	West Midlands	4	0/Y	03	3	0	1	10	4Y	Y
Waltham Forest LB	-	Walthamstow East BC	Chapel End	Gt London	9	0/2	22	2	0	6	13	99	7
" "	-	Walthamstow West BC	Higham Hill	"	9	0/2	22	4	0	6	13	99	8
" "	-	Leyton CC	Lea Bridge	"	9	0/2	22	6	0	6	13	99	9
" "	-	Epping CC	Chingford	"	9	0/2	22	1	0	6	13	99	Y
" "	-	Walthamstow East	Wood Street	"	9	0/2	22	3	0	6	13	99	Y
Walton & Weybridge UD	Surrey	Esher CC	Weybridge No 1	South East	8	4/2	47	1	0	6	32	99	8
Wandsworth LB	-	Putney BC	Thamesfield	Gt. London	9	0/2	23	2	0	6	13	99	0
" "	-	Battersea North BC	Latchmere	"	9	0/2	23	4	0	6	13	99	X
" "	-	Wandsworth Central	Nightingale	"	9	0/2	23	6	0	6	13	99	Y
Ware RD	Herts	East Hertfordshire CC	Stanstead Abbotts	South East	8	7/2	44	1	0	6	21	99	9
Warley CB	Worcs.	Smethwick BC	Victoria	West Midlands	4	0/X	23	2	0	4	08	4Y	X
" "	"	Oldbury & Halesowen BC	Langley	" "	4	0/X	23	4	0	4	08	4Y	Y
Warwick MB	Warwicks	Warwick & Leamington	West	" "	4	4/2	15	1	0	4	17	49	Y
Washington UD	Durham	Chester-le-Street CC	Great Usworth	North	1	4/2	25	1	0	2	06	1Y	8
Wellingborough UD	Northants	Wellingborough CC	Croyland	East Midlands	5	4/2	06	1	8	5/4	11	66	7
Welton RD	Lincs	Gainsborough BC	Nettleham	Yorks & Humber	3	7/2	01	1	8	5/0/4	16	53	X
Welwyn Garden City UD	Herts.	Hertford CC	Peartree	South East	8	4/2	67	1	0	6	22	99	X
West Bromwich CB	Staffs	West Bromwich BC	Lyng	West Midlands	4	0/2	17	1	0	4	08	4Y	8
" "	"	" "	Charlemont	" "	4	0/Y	17	3	0	4	08	4Y	9
West Dean RD	Glos	West Gloucester CC	Coleford	South West	7	7/2	31	1	0	8	12	99	7
Western No. 3 LD	Stirling	W Stirlingshire CC	Campsie	Scotland	X	7/2	05	1	0	Y	13	X8	Y
West Lancashire RD	Lancs	Ormskirk CC	Maghull	North West	2	7/2	05	1	0	3	25	94	9
Westminster LB	-	Paddington North BC	Maida Vale	Gt London	9	0/2	05	2	0	6	27	99	8
" "	-	St.Marylebone BC	Regents Park	"	9	0/2	05	4	0	6	27	99	9
" "	-	Cities of London & Westminster	Millbank	"	9	0/2	05	6	0	6	27	99	0
" "	-	Paddington North	Harrow Road	"	9	0/2	05	1	0	6	27	99	Y

LOCAL AUTHORITY AREA	COUNTY	CONSTITUENCY	WARD	STANDARD REGION	SAMPLING AREA CODE								
					PR	AT	LAA	PD	ITV	SEG %	EN	SS	
Weston-super-Mare MB	Somerset	Weston-super-Mare BC	Ellenborough	South West	7	4/X	26	1	0	8	18	71	8
West Penwith RD	Cornwall	Falmouth & Camborne CC	Hayle	" "	7	7/2	26	1	0	9	18	75	X
Weymouth & Melcombe Regis MB	Dorset	South Dorset CC	Weymouth East	" "	7	4/2	24	1	8	7/9	16	78	Y
Whiston RD	Lancs	Widnes CC	Rainhill West	North West	2	7/2	12	1	0	3	15	94	9
Whitefield UD	"	Middleton & Prestwich	West	" "	2	0/2	22	1	0	3	23	26	Y
Whitehaven MB	Cumberland	Whitehaven CC	Hensingham	North	1	4/2	20	1	8	1/3	08	17X	0
Whitstable UD	Kent	Canterbury CC	Seasalter	South East	8	4/2	60	1	0	7	24	99	7
Widnes MB	Lancs	Widnes CC	Broadheath	North West	2	4/2	35	1	0	3	08	04	X
Wigan CB	"	Wigan CC	Whiteley	" "	2	4/2	30	1	0	3	10	93X	Y
Wigton RD	Cumberland	Fenrith & The Border	Holme Abbey	North	1	7/2	06	1	0	1	16	10	Y
Woking UD	Surrey	Woking CC	West Byfleet & Pypford	South East	8	4/2	51	1	0	6	29	99	0
Wolverhampton CB	Staffs	Wolverhampton N E BC	Bushbury	West Midlands	4	0/Y	01	2	0	4	13	47	0
"	"	Wolverhampton S W BC	Merryhill	" "	4	0/X	01	4	0	4	13	47	Y
"	"	Wednesbury	Bilston North	" "	4	0/X	01	6	0	4	13	47	Y
Woodbridge UD	Suffolk E	Sudbury & Woodbridge	No 1	East Anglia	6	4/2	05	1	0	5	18	61	7
Workington MB	Cumberland	Workington CC	St Johns	North	1	4/2	16	1	0	2	06	1Y	8
Worksop MB	Notts.	Bassetlaw CC	North East	East Midlands	5	4/X	29	1	0	0	10	38	7
Worsley UD	Lancs.	Farnworth BC	Park	North West	2	0/2	03	1	0	3	11	2Y	C
Worthing MB	Sussex W	Worthing BC	West Tarring	South East	8	4/2	09	3	0	7	27	81	7
Worthing RD	"	Arundel & Shoreham BC	Rustington	" "	8	7/2	03	1	0	7	27	81	C
Wrexham MB	Denbigh	Wrexham CC	Brynyffynnion	Wales	0	4/2	09	1	8	8/3	13	25	Y
Wrexham RD	"	"	Gwenfro	"	0	7/2	18	1	8	8/3	09	25	0
York CB	Yorks W R	York BC	Walmgate	Yorks & Lancs	3	4/2	15	3	0	0	12	08	7
"	"	"	Heworth	" "	3	4/2	15	2	0	0	12	08	Y

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10 (Carlisle) CUMBERLAND EVENING NEWS & STAR
 11 (Darlington) EVENING DESPARCH
 12 (Middlesbrough) EVENING GAZETTE
 13 (Newcastle Upon Tyne) EVENING CHRONICLE
 14 (South Shields) SHIELDS GAZETTE
 15 SUNDERLAND ECHO
 16 (Hartlepool) NORTHERN DAILY MAIL
 17 (Carlisle) CUMBERLAND EVENING NEWS & STAR (10)
 (Barrow) NORTH-WESTERN EVENING MAIL (20)
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 SUNDERLAND ECHO (15)

20 (Barrow) NORTH-WESTERN EVENING MAIL
 21 (Blackburn) LANCASHIRE EVENING TELEGRAPH
 22 (Blackpool) WEST LANCASHIRE EVENING GAZETTE
 23 (Bolton) EVENING NEWS
 24 (Burnley) EVENING STAR
 25 LIVERPOOL ECHO
 26 MANCHESTER EVENING NEWS
 27 OLDHAM EVENING CHRONICAL
 28/1 (Preston) LANCASHIRE EVENING POST
 28/2 EVENING POST & CHRONICLE
 (Blackburn) LANCASHIRE EVENING TELEGRAPH (21)
 29 or ((Preston) LANCASHIRE EVENING POST (28/1)
 (EVENING POST & CHRONICLE (28/2)
 (Blackpool) WEST LANCASHIRE EVENING GAZETTE (22)
 2X or ((Preston) LANCASHIRE EVENING POST (28/1)
 (EVENING POST & CHRONICLE (28/2)
 2Y (Bolton) EVENING NEWS (23)
 MANCHESTER EVENING NEWS (26)

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30 (Bradford) TELEGRAPH & ARGUS
31 DONCASTER EVENING POST
32/1 GRIMSBY EVENING TELEGRAPH
32/2 SCUNTHORPE TELEGRAPH
33 HALIFAX EVENING COURIER & GUARDIAN
34 HUDDERSFIELD DAILY EXAMINER
35 HULL DAILY MAIL
36 (Leeds) YORKSHIRE EVENING POST
37 SCARBOROUGH EVENING NEWS
38 (Sheffield) THE STAR
39 (York) YORKSHIRE EVENING PRESS
3X (Bradford) TELEGRAPH & ARGUS (30)
(York) YORKSHIRE EVENING PRESS (39)
3Y (Bradford) TELEGRAPH & ARGUS (30)
(Leeds) YORKSHIRE EVENING POST (36)

40 BIRMINGHAM EVENING MAIL
41 BURTON DAILY MAIL
42 COVENTRY EVENING TELEGRAPH
43 (Hereford) EVENING NEWS)
44 NUNEATON EVENING TRIBUNE
45 SHROPSHIRE STAR
46 (Stoke-on-Trent) EVENING SENTINEL
47 (Wolverhampton) EXPRESS & STAR
48 (Worcester) EVENING NEWS
49 BIRMINGHAM EVENING MAIL (40)
COVENTRY EVENING TELEGRAPH (42)
4X BIRMINGHAM EVENING MAIL (40)
NUNEATON EVENING TRIBUNE (44)
4Y BIRMINGHAM EVENING MAIL (40)
(Wolverhampton) EXPRESS & STAR (47)

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50 DERBY EVENING TELEGRAPH
51 (Kettering) NORTHAMPTONSHIRE EVENING TELEGRAPH
52 LEICESTER MERCURY
53 (Lincoln) LINCOLNSHIRE ECHO
54 (Northampton) CHRONICLE & ECHO
55 (Nottingham) EVENING POST & NEWS
56 BIRMINGHAM EVENING MAIL (40)
(Worcester) EVENING NEWS (48)
57 BURTON DAILY MAIL (41)
DERBY EVENING TELEGRAPH (50)
58 SHROPSHIRE STAR (45)
(Wolverhampton) EXPRESS & STAR (47)
59 (Stoke-on-Trent) EVENING SENTINEL (46)
(Wolverhampton) EXPRESS & STAR (47)
5X BIRMINGHAM EVENING MAIL (40)
SHROPSHIRE STAR (45)
5Y BURTON DAILY MAIL (41)
(Wolverhampton) EXPRESS & STAR (47)

60 CAMBRIDGE NEWS
61 (Ipswich) EVENING STAR
62 (Norwich) EASTERN EVENING NEWS
63 PETERBOROUGH EVENING TELEGRAPH
64 COVENTRY EVENING TELEGRAPH (42)
NUNEATON EVENING TRIBUNE (44)
65 DERBY EVENING TELEGRAPH (50)
(Nottingham) EVENING POST & NEWS (55)
66 (Kettering) NORTHAMPTONSHIRE EVENING TELEGRAPH (51)
(Northampton) CHRONICLE & ECHO (54)
67 COVENTRY EVENING TELEGRAPH (42)
(Northampton) CHRONICLE & ECHO (54)
68 (Kettering) NORTHAMPTONSHIRE EVENING TELEGRAPH (51)
PETERBOROUGH EVENING TELEGRAPH (63)
69 CAMBRIDGE NEWS (60)
PETERBOROUGH EVENING TELEGRAPH (63)
6X (Cheltenham) GLOUCESTERSHIRE ECHO (72)
(Worcester) EVENING NEWS (48)
6Y LIVERPOOL ECHO (25)
SHROPSHIRE (THE STAR) (45)

OE/EN
CODE

EVENING NEWSPAPER (Singles and Doubles)

- 70 BATH & WILTS EVENING CHRONICLE
- 71 (Bristol) EVENING POST
- 72 (Cheltenham) GLOUCESTERSHIRE ECHO
- 73 (Exeter) EXPRESS & ECHO
- 74 (Gloucester) THE CITIZEN
- 75 (Plymouth) WESTERN EVENING HERALD
- 76 (Swindon) EVENING ADVERTISER
- 77 (Torquay) HERALD EXPRESS
- 78 (Weymouth) DORSET EVENING ECHO
- 79 BATH & WILTS EVENING CHRONICLE (70)
(Swindon) EVENING ADVERTISER (76)
- 7X BIRMINGHAM EVENING MAIL (40)
(Cheltenham) GLOUCESTERSHIRE ECHO (72)
- 7Y (Bristol) EVENING POST (71)
(Exeter) EXPRESS & ECHO (73)

- 80 (Bournemouth) EVENING ECHO
- 81 (Brighton) EVENING ARGUS
- 82 (Chatham Rochester & Gillingham) KENT COUNTY EVENING POST
- 83 (Luton) EVENING POST
- 84 OXFORD MAIL
- 85 (Portsmouth) EVENING NEWS
- 86 (Reading) EVENING POST
- 87 (Southampton) SOUTHERN EVENING ECHO
- 88 (Watford) EVENING ECHO
- 89 ~~BIRMINGHAM EVENING MAIL (40)~~ (Slough) EVENING MAIL
~~OXFORD MAIL (84)~~
- 8X CAMBRIDGE NEWS (60)
(Luton) EVENING POST (83)
- 8Y (Swindon) EVENING ADVERTISER (76)
OXFORD MAIL (84)

FILE UP ADD

not added
20/6/69

- 807 Watford Evening Echo (88)
Slough Evening Mail (89)
- 801 (Reading Evening Post (86)
Slough Evening Mail (89)

OE/EN
CODE

EVENING NEWSPAPER (Single and Doubles)

90 or (Carlisle) CUMBERLAND EVENING NEWS & STAR (10)
(Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)

91 SUNDERLAND ECHO (15)
(Hartlepool) NORTHERN DAILY MAIL (16)

92 (Blackburn) LANCASHIRE EVENING TELEGRAPH (21)
(Bolton) EVENING NEWS (23)

93 LIVERPOOL ECHO (25)
MANCHESTER EVENING NEWS (26)

94 or LIVERPOOL ECHO (25)
(Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)

95 MANCHESTER EVENING NEWS (26)
(Sheffield) THE STAR (38)

96 MANCHESTER EVENING NEWS (26)
OLDHAM EVENING CHRONICLE (27)

97 SCARBOROUGH EVENING NEWS (37)
(Leeds) YORKSHIRE EVENING POST (36)

98 MANCHESTER EVENING NEWS (26)
(Stoke on Trent) EVENING SENTINEL (46)

9Y (Sheffield) THE STAR (38)
(Leeds) YORKSHIRE EVENING POST (36)

9X (Bournemouth) EVENING ECHO (80)
(Southampton) SOUTHERN EVENING ECHO (87)

9Y (Middlesbrough) Evening Gazette (12)
(Leeds) Yorkshire Evening Post (6)

9Y (Birmingham) Evening Mail (40)
Oxford Mail (84)

added
20/6/68

<u>OE/EN</u> <u>CODE</u>	EVENING NEWSPAPER (Singles and Doubles)
00	(Cardiff) SOUTH WALES ECHO
01	(Newport, Mon) SOUTH WALES ARGUS
02	(Swansea) SOUTH WALES EVENING POST
03	DONCASTER EVENING POST (31) (Leeds) YORKSHIRE EVENING POST (36)
04	or (GRIMSBY EVENING TELEGRAPH (32/1) (SCUNTHORPE EVENING TELEGRAPH (32/2) HULL DAILY MAIL (35)
05	or (GRIMSBY EVENING TELEGRAPH (32/1) (SCUNTHORPE EVENING TELEGRAPH (32/2) (Lincoln) LINCOLNSHIRE ECHO (53)
06	DONCASTER EVENING POST (31) (Sheffield) THE STAR (38)
07	HALIFAX EVENING COURIER & GUARDIAN (33) (Leeds) YORKSHIRE EVENING POST (36)
08	(Leeds) YORKSHIRE EVENING POST (36) (York) YORKSHIRE EVENING PRESS(39)
09	(Cardiff) SOUTH WALES ECHO (00) (Newport, Mon.) SOUTH WALES ARGUS (01)
OX	(Cardiff) SOUTH WALES ECHO (00) (Swansea) SOUTH WALES EVENING POST (02)
OY	HUDDERSFIELD DAILY EXAMINER (34) (Leeds) YORKSHIRE EVENING POST (36)
X0	(Aberdeen) EVENING EXPRESS
X1	(Dundee) EVENING TELEGRAPH
X2	(Edinburgh) EVENING NEWS
X3	(Glasgow) EVENING CITIZEN
X4	(Glasgow) EVENING TIMES
X5	GREENOCK TELEGRAPH
X6	PAISLEY DAILY EXPRESS
X7	(Edinburgh) EVENING NEWS (X2) (Glasgow) EVENING CITIZEN (X3)
X8	(Glasgow) EVENING CITIZEN (X3) (Glasgow) EVENING TIMES (X4)
X9	(Dundee) EVENING TELEGRAPH (X1) (Edinburgh) EVENING NEWS (X2)

OE/EN
CODE

EVENING NEWSPAPER (Singles and Doubles)

Y0 BATH & WILTS EVENING CHRONICLE (70)
(Bristol) EVENING POST (71)

Y1 (Plymouth) WESTERN EVENING HERALD (75)
(Torquay) HERALD EXPRESS (77)

Y2 (Bristol) EVENING POST (71)
(Gloucester) THE CITIZEN (74)

Y3 (Swindon) EVENING ADVERTISER (76)
(Southampton) SOUTHERN EVENING ECHO (87)

Y4 (Cheltenham) GLOUCESTER ECHO (72)
(Gloucester) THE CITIZEN (74)

Y5 (Swindon) EVENING ADVERTISER (76)
(Reading) EVENING POST (86)

Y6 (Swindon) EVENING ADVERTISER (76)
OXFORD MAIL (84)

Y7 (Brighton) EVENING ANGUS (81)
(Portsmouth) EVENING NEWS (85)

Y8 OXFORD MAIL (84)
(Reading) EVENING POST (86)

Y9 (Portsmouth) EVENING NEWS (85)
(Southampton) SOUTHERN EVENING ECHO (87)

YX (Reading) EVENING POST (86)
(Southampton) SOUTHERN EVENING ECHO (87)

YY (Exeter) EXPRESS & ECHO (73)
(Weymouth) DORSET EVENING ECHO (78)

OE/EN
CODE

Triples - Overpunched X on Col. 70

- 17X (Carlisle) CUMBERLAND EVENING NEWS & STAR (10)
(Barrow) NORTH-WESTERN EVENING MAIL (20)
or (Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)
- 18X (Darlington) EVENING DESPATCH (11)
(Middlesbrough) EVENING GAZETTE (12)
(Hartlepool) DAILY MAIL (16)
- 1YX (Darlington) EVENING DESPATCH (11)
(Newcastle upon Tyne) EVENING CHRONICLE (13)
SUNDERLAND ECHO (15)
- 2YX (Bolton) EVENING NEWS (23)
MANCHESTER EVENING NEWS (26)
(Leeds) YORKSHIRE EVENING POST (36)
- 23X (Bolton) EVENING NEWS (23)
MANCHESTER EVENING NEWS (26)
or (Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)
- 29X (Blackpool) WEST LANCASHIRE EVENING GAZETTE (22)
MANCHESTER EVENING NEWS (26)
or (Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)
- 93X LIVERPOOL ECHO (25)
MANCHESTER EVENING NEWS (26)
or (Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)
- 98X LIVERPOOL ECHO (25)
MANCHESTER EVENING NEWS (26)
(Stoke on Trent) EVENING SENTINEL (46)
or (Preston) LANCASHIRE EVENING POST (28/1)
(EVENING POST & CHRONICLE (28/2)
- 90X (Bradford) TELEGRAPH & ARGUS (30)
(Leeds) YORKSHIRE EVENING POST (36)
- 4YX BIRMINGHAM EVENING MAIL (40)
BURTON DAILY MAIL (41)
(Wolverhampton) EXPRESS & STAR (47)
- 49X BIRMINGHAM EVENING MAIL (40)
COVENTRY EVENING TELEGRAPH (42)
NUNEATON EVENING TRIBUNE (44)
- or Doncaster Evening Post (31)
Grimsby Evening Telegraph (32/1)
Scunthorpe Telegraph (32/2)
- 17X (Darlington) Evening Despatch (11)
(Middlesbrough) Evening Gazette (12)
(Newcastle) Evening Chronicle (13)
- 8YX (Salmon) Evening Advertiser (76)
Oxford Mail (84)
(Reading) Evening Post (86)

added
20/6/69

OE/EN
CODE

Triple - Overpunched X on Col. 70

56X BIRMINGHAM EVENING MAIL (40)
(Wolverhampton) EXPRESS & STAR (47)
(Worcester) EVENING NEWS (48)

57X BIRMINGHAM EVENING MAIL (40)
BURTON DAILY MAIL (41)
DERBY EVENING TELEGRAPH (50)

58X BIRMINGHAM EVENING MAIL (40)
SHROPSHIRE STAR (45)
(Wolverhampton) EXPRESS & STAR (47)

59X BIRMINGHAM EVENING MAIL (40)
(Worcester) EVENING NEWS (48)
(Cheltenham) GLOUCESTERSHIRE ECHO (72)

64X COVENTRY EVENING TELEGRAPH (42)
NUNEATON EVENING TRIBUNE (44)
LEICESTER MERCURY (52)

71X (Bristol) EVENING POST (71)
(Cheltenham) GLOUCESTERSHIRE ECHO (72)
(Swindon) EVENING ADVERTISER (76)

87X BATH & WILTS EVENING CHRONICLE (70)
(Bristol) EVENING POST (71)
(Southampton) SOUTHERN EVENING ECHO (87)

YOX BATH & WILTS EVENING CHRONICLE (70)
(Bristol) EVENING POST (71)
(Swindon) EVENING ADVERTISER (76)

Y4X (Worcester) EVENING NEWS (48)
(Cheltenham) GLOUCESTERSHIRE ECHO (72)
(Gloucester) THE CITIZEN (74)

X7X (Edinburgh) EVENING NEWS (X2)
(Glasgow) EVENING CITIZEN (X3)
(Glasgow) EVENING TIMES (X4)

X9X (Glasgow) EVENING CITIZEN (X3)
(Glasgow) EVENING TIMES (X4)
GREENOCK TELEGRAPH (X5)

XOX (Glasgow) EVENING CITIZEN (X3)
(Glasgow) EVENING TIMES (X4)
(Paisley) DAILY EXPRESS (X6)

X6X (Dundee) EVENING TELEGRAPH (X1)
(Edinburgh) EVENING NEWS (X2)
(Glasgow) EVENING CITIZEN (X3)

OE/EN
CODE

Quadruples - overpunched Y on Col 70

07Y (Bradford) TELEGRAPH & ARGUS (30)
SCUNTHORPE TELEGRAPH (33)
HUDDERSFIELD DAILY EXAMINER (34)
(Leeds) YORKSHIRE EVENING POST (36)

99 NO OTHER EVENING NEWSPAPER (1 e. under 1% coverage)

NATIONAL READERSHIP SURVEY

CODE LIST

JANUARY - JUNE, 1969

CARD 0

Average Issue Readership
and Classification Data

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

SPECIAL NOTE

PRINTING STRIKES - APRIL-JUNE, 1969

The duplicate sets of punched cards prepared for the use of data Hirers will contain, in the second quarter of 1969, "simulated" average issue readership data for the following strike-affected publications:

SUNDAY TIMES COLOUR MAGAZINE
SUNDAY TIMES
TITBITS
ITV PROGRAMME PUBLICATIONS (1 e TV TIMES)
WOMAN'S OWN
PRACTICAL HOUSEHOLDER
HONEY
FLAIR
NOVA
LIVING
VANITY FAIR

Cards containing simulated data are punched on Column 24, Card Class 0, with the appropriate code(s) for the publication(s) so treated.

This simulation process is aimed at bringing the average issue readership of these publications to the level of the average of the preceding three quarters. This makes it unnecessary for data Hirers to alter their programs when making analyses covering the strike-affected period.

The May, June and July, 1969, issues of SHE were all published late owing to the printing strike. No simulation process was applied to the average issue readership data for SHE on the punched cards and the published figures for this magazine are based on the full twelve-months period. JICNARS NRS Bulletin No. 12 refers and estimates for SHE based on nine months' data will be published in a later Bulletin.

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 0

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1 - 5
Card Class Number	6
<u>Average Issue Readership</u>	
Dailies and Any Other Evening Newspaper	7
London Evenings and Weekend Colour Magazines	8
Sunday Newspapers	9
Weekly Magazines and Quarterly Magazine	10 - 12
Monthly Magazines (N B. Because of additions and transfers within sub-groups, the codes of individual monthlies differ from those used in 1968)	13 - 16
<u>Other Media</u>	
Cinema	17, 18
Television	19 - 23
Radio Luxembourg	26, 27
<u>Special Interest Questions</u>	
Motoring	28 (codes Y to 5 only)
Gardening	28 - 31
Smoking	32
Holidays	33
Cheque Book, Stocks & Shares, Telephone	34
<u>Classification Data</u>	
Sex, Marital Status, Normal Occupation Status	35
Age Last Birthday	36, 37
Age Group of Informant, T.E.A. of Informant	38
Housewife, Head of Household, Age of Female Housewife	39
Household Composition (No. aged 0-1, etc.)	40 - 44
Total No. of Persons in Household	45
Household Type	46
Number with Full-time Jobs	47
How long Informant Responsible for Household Duties	49, 50
Tenure, Length of Tenure	51, 52
Year of Interview	53
Day of Interview	54
Day of Month	55 - 56
Month of Interview	57
Social Grade, Identity of Person on whom Social Grade is based	58
Income of Head of Household or C.W E	59

Summary of Card Layout (Continued)

<u>Class of Information</u>	<u>Column Numbers</u>
<u>Sampling Area Code</u>	
Planning Region	60
Area Type	61
Local Authority Area	62, 63
Polling District	64
ITV Area	65, 66
Socio-Economic Grade of Area	67, 68
Other Evening Newspaper Area	69, 70
Subsample Number	71
<u>Non-Elector Weighting</u>	
Informant is Elector/Non-elector, etc.	72
Number of Electors in Private H/H	73
Number of Non-electors in Private H/H	74
Masthead Booklet Version Used	75
Interview Number	76 - 78
Weighting Codes for card replication	79
Job Identification	80

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 0 (CARD CLASS 0)

<u>Col.</u>	<u>Pos.</u>	
1-5		Five digit serial number
6	0	Card Class Number
		<u>AVERAGE ISSUE READERSHIP (Question 2)</u>
		<u>DAILY MORNING NEWSPAPERS LOOKED AT 'YESTERDAY'</u>
7	Y	Daily Express
	X	Daily Mirror
	0	No Daily Morning nor London Evening Newspaper looked at
	1	Daily Sketch
	2	Daily Mail
	3	Times
	4	Daily Telegraph
	5	Guardian
	6	Financial Times
	7	Daily Record (Scotland only)
	8	Sun
	9	Any Other Evening Newspaper*
		<u>LONDON EVENING NEWSPAPERS LOOKED AT 'YESTERDAY'</u>
8	Y	Evening Standard)
) London and S.E. Survey Region
	X	Evening News) only
		<u>WEEKEND COLOUR MAGAZINES LOOKED AT IN LAST 7 DAYS</u>
(8)	0	No Weekend Colour Magazine looked at
	1	Observer Colour Magazine
	2	Sunday Times Colour Magazine
	3	Daily Telegraph Magazine
	4-9	Not used
		<u>SUNDAY NEWSPAPERS LOOKED AT IN LAST 7 DAYS</u>
9	Y	Sunday Telegraph
	X	News of the World
	0	No Sunday Newspaper looked at
	1	Sunday Times
	2	Sunday Express

* The total number of Other Evening Newspapers looked at 'Yesterday' is recorded on Card 1, Column 32.

<u>Col</u>	<u>Pos.</u>	<u>AVERAGE ISSUE READERSHIP (Continued)</u>
		<u>SUNDAY NEWSPAPERS (Continued)</u>
(9)	3	Sunday Mirror
	4	Observer
	5	People
	6	Sunday Post (Glasgow))
	7	Sunday Mail (Glasgow))
	8-9	Not used

) asked about in all regions

		<u>GENERAL WEEKLY MAGAZINES LOOKED AT IN LAST 7 DAYS</u>
10	Y	Punch
	X	Reveille
	0	Not used
	1	Universe & Catholic Times
	2	Christian Herald
	3	T.V. Times
	4	Tit-Bits
	5	Weekly News (and Glasgow Weekly News)
	6	Weekend & Today
	7	Parade
	8	Radio Times
	9	Amateur Gardening
11	Y	Popular Gardening & Home Gardener
	X	Garden News
	0	No General Weekly Magazine looked at
	1-6	Not used

		<u>WOMEN'S WEEKLY MAGAZINES LOOKED AT IN LAST 7 DAYS</u>
(11)	7	Woman's Realm
	8	Petticoat
	9	Woman
12	Y	Woman's Weekly
	X	Woman's Own
	0	No Women's Weekly Magazine looked at

<u>Col</u>	<u>Pos.</u>	<u>AVERAGE ISSUE READERSHIP (Continued)</u>
		<u>WOMEN'S WEEKLY MAGAZINES (Continued)</u>
(12)	1	My Weekly
	2	People's Friend
	3-4	Not used
		<u>QUARTERLY MAGAZINE</u>
	5	Drive
	6-9	Not used
		<u>GENERAL MONTHLY MAGAZINES LOOKED AT IN LAST 4 WEEKS</u> (N.B. Because of additions and transfers within sub-groups, the codes of individual General and Women's Monthlies differ from those used in 1968)
13	Y	Practical Householder
	X	Reader's Digest
	0	Not used
	1	Men Only
	2	Photoplay
	3	Practical Motorist
	4	Do It Yourself
	5	Homemaker
	6	Car Mechanics
	7	ABC Film Review
	8	Penthouse
	9	Geographical Magazine
14	Y	Practical Gardening
	X	Not used
	0	No General Monthly Magazine looked at
	1	Carnival
	2	Showguide
	3	National Geographic
	4	Not used
		<u>WOMEN'S MONTHLY MAGAZINES LOOKED AT IN LAST 4 WEEKS</u>
(14)	5	Vogue
	6	My Home & Family
	7	True Romances
	8	Rave
	9	She

<u>Col.</u>	<u>Pos.</u>	<u>AVERAGE ISSUE READERSHIP (Continued)</u>
		<u>WOMEN'S MONTHLY MAGAZINES (Continued)</u>
15	Y	Good Housekeeping
	X	Vanity Fair
	0	Not used
	1	True Magazine
	2	Woman & Home
	3	True Story
	4	Woman's Home Journal
	5	Woman's Story
	6	Honey
	7	Flair
16	8	Mother
	9	Family Circle
	Y	Nova
	X	Annabel
	0	No Women's Monthly Magazine looked at
	1	Hers
	2	Living
	3	Pins & Needles
	4	'19'
	5	Ideal Home
6	Homes & Gardens	
7-9	Not used	

<u>Col</u>	<u>Pos.</u>	
		<u>OTHER MEDIA QUESTIONS</u>
		<u>CINEMA</u>
		<u>C.1 How often cinema visited these days</u>
17	Y	Twice a week or more often
	X	Once a week
	0	Once a fortnight
	1	Once a month
	2	Three or four times a year
	3	Less often
	4	Never go these days
		<u>C.2 How long since last visited cinema</u>
(17)	5	Within last 4 weeks
	6	Over 1 month, up to 3 months ago
	7	Over 3 months, up to 6 months ago
	8	Within last 6 months, Don't know when
	9	Longer ago, Don't know when
		<u>C.3 Times visited cinema in last 4 weeks</u>
18	Y,X,0	Not used
	1	Once
	2	Twice
	3	3 times
	4	4 times
	5	5-6 times
	6	7-8 times
	7	More than 8 times
	8	Not used
	9	Don't know, no response, not stated
		<u>TELEVISION</u>
		<u>TV. 1 Television at home?</u>
19	Y	BBC & ITV
	X	BBC only
	0	No TV set
	1	Not stated
		<u>TV. 2 More than one ITV channel?</u>
(19)	2	Yes, more than one ITV channel
	3	No, only one ITV channel, or Don't know
	4-8	Not used
	9	Not stated

<u>Col.</u>	<u>Pos</u>	<u>TELEVISION (Continued)</u>
		<u>TV. 3 ITV Station generally watched</u>
20	Y	London
	X	Midland
	0	Lancashire (Granada)
	1	Yorkshire
	2	Southern
	3	East Anglia (Anglia)
	4	S. Wales & West (Harlech)
	5	Central Scotland (Scottish)
	6	North East (Tyne Tees)
	7	South West (Westward)
	8	N.E. Scotland (Grampian)
	9	S.W. Scotland, N.W. England (Border)
		<u>TV. 4a How often TV watched these days</u>
21	Y	Less often (than one or two days a week)
	X	One or two days a week
	0	Not used
	1	3 or 4 days a week
	2	5 days a week
	3	6 days a week
	4	7 days a week
	5	Never watch television (neither BBC nor ITV)
	6-8	Not used
	9	Not stated
		<u>TV 4b Hours a day TV watched on average viewing days</u>
22	Y	Not stated
	X	Not used
	0	1 or less hours a day
	1	Over 1, up to 2 hours a day
	2	Over 2, up to 3 hours a day
	3	Over 3, up to 4 hours a day
	4	Over 4, up to 5 hours a day
	5	Over 5, up to 6 hours a day
	6	Over 6, up to 7 hours a day
	7	Over 7, up to 8 hours a day
	8	Over 8, up to 9 hours a day
	9	Over 9 hours a day

SIMULATION OF STRIKE-AFFECTED PUBLICATIONS

(see Special Note at the beginning of this document)

Average Issue Readership data simulated for:

24	Y	Woman's Own
	X	Titbits
	0	Practical Householder
	1	Honey
	2	Flair
	3	Vanity Fair
	4	Nova
	5	Living
	6	Sunday Times
	7	Sunday Times Colour Magazine
	8	TV Times

<u>Col.</u>	<u>Pos.</u>	<u>TELEVISION (Continued)</u>
		<u>TV 4c Hours out of ten watch ITV</u>
23	Y	Not stated
	X	None
	0	One or less
	1	Over 1 up to 2
	2	Over 2, up to 3
	3	Over 3, up to 4
	4	Over 4, up to 5
	5	Over 5, up to 6
	6	Over 6, up to 7
	7	Over 7, up to 8
	8	Over 8, up to 9
	9	Over 9
		<u>SPARE COLUMNS</u>
		<u>RADIO LUXEMBOURG</u>
		<u>R 1a How often listen to Radio Luxembourg?</u>
26	Y	Less often (than one or two days a week)
	X	One or two days a week
	0	Not used
	1	3 or 4 days a week
	2	5 days a week
	3	6 days a week
	4	7 days a week
	5	Never listen to Radio Luxembourg these days
	6-8	Not used
	9	Not stated
		<u>R 1b Hours a day listen to Radio Luxembourg</u>
27	1	1 hour or less
	2	Over 1, up to 3 hours
	3	Over 3, up to 5 hours
	4	More than 5 hours
	5-8	Not used
	9	Not stated

← 24, 25

<u>Col.</u>	<u>Pos.</u>	<u>SPECIAL INTEREST QUESTIONS</u>
		<u>MOTORING</u>
		<u>M 1(a) Car at home</u>
28	Y	Yes, one car
	X	Yes, more than one car
	0	No, no car
	1	Not stated
		<u>M 1(b) Petrol buying</u>
(28)	2	Does not buy most of petrol for any car
	3	Buys most of petrol for one car
	4	Buys most of petrol for more than one car
	5	Not stated
		<u>GARDENING</u>
		<u>G.1(a) Household has private garden/allotment</u>
(28)	6	Garden but no allotment
	7	Allotment but no garden
	8	Both garden and allotment
29	Y	Neither (paved area/backyard only)
	X	No garden at all
	0	Not stated
		<u>G.1(b) Responsibility for garden/allotment</u>
(29)	1	Informant mainly or jointly
	2	Other
	3	Not stated
		<u>G.1(c) Expenditure on plants, chemicals, etc.</u>
(29)	4	£1 or less (including no expenditure)
	5	£1.1s to £2.10s.
	6	£2.11s. to £5
	7	£5 1s to £10
	8	More than £10
	9	Not stated
		<u>G.1(d) Outlets for goods at G.1(c)</u>
30	Y	Some spent in shops (including market stalls)
	X	Some spent on goods ordered by post
	0	Some spent on goods obtained direct from nurseries, garden centres, etc.
	1	Not stated or not applicable (no expenditure)
	2	Some spent on goods obtained from other sources.

<u>Col.</u>	<u>Pos</u>	<u>GARDENING (Continued)</u>
		<u>G.1(e) Expenditure on major items, equipment, etc.</u>
(30)	3	£10 or less (including no expenditure)
	4	£10.1s to £25
	5	£25 1s. to £50
	6	£50 1s to £100
	7	More than £100
	8	Not used
	9	Not stated
		<u>G.1(f) Interest in reading about gardening</u>
31	Y	Very interested
	X	Fairly interested
	0	Not very interested
	1	Not at all interested
	2	Not stated
		<u>G.1(g) Equipment in working order</u>
(31)	3	Lawnmower
	4	Greenhouse
	5	Wheelbarrow
	6	Garden syringe or spraying machine
	7	Powered hedge-trimmer
	8	None of these
	9	Not stated
		<u>SMOKING</u>
		<u>T.1. Do you yourself smoke at all these days?</u>
32	Y	Yes
	X	No
	0	Not stated
		<u>T 2 Amount smoked (other than packeted cigarettes)</u>
(32)	1	$\frac{1}{2}$ ounce or more of roll-your-own tobacco in an average week
	2	2 or more cigarette-type cigars a day
	3	1 or more cigars or whiffs in an average week
	4	$\frac{1}{2}$ ounce or more pipe tobacco in an average week
	5	Packeted cigarettes only or light smokers
	6-9	Not used

<u>Col.</u>	<u>Pos.</u>	<u>HOLIDAYS</u>
		<u>H.1(a) Holiday in last 12 months?</u>
33	Y	Yes
	X	No
	0	Don't know/not stated
		<u>H.1(b) Holiday abroad?</u>
(33)	1	No, England, Scotland, Wales, I.O. Man
	2	Yes, Ireland, Channel Isles
	3	Yes, other countries abroad
	4	Not stated
		<u>H.1(c) Packaged holiday?</u>
(33)	5	Yes, packaged holiday
	6	No, not packaged holiday
	7-8	Not used
	9	Don't know/not stated
		<u>CHEQUE BOOK, ETC.</u>
		<u>L.2 Cheque Book?</u>
34	X,Y,0	Not used
	1	Yes
	2	No
	3	Not stated
		<u>L.3 Stocks & Shares, etc.?</u>
(34)	4	Yes
	5	No
	6	Not stated
		<u>L 4 Telephone?</u>
(34)	7	Yes
	8	No
	9	Not stated

<u>Col</u>	<u>Pos</u>	<u>CLASSIFICATION DATA</u>
		<u>INFORMANT IS</u>
35	Y	Male
	X	Female
		<u>MARITAL STATUS</u>
(35)	0	Single
	1	Married
	2	Widowed, Divorced, Separated legally
	3	Not stated
		<u>NORMAL OCCUPATIONAL STATUS</u>
(35)	4	Full time (30+ hours per week)
	5	Part time (8-29 hours per week)
	6	Part time (under 8 hours per week)
	7	Retired from full-time job
	8	Others, including housewives not otherwise occupied
	9	Not stated
36,37		<u>AGE LAST BIRTHDAY (Tens, Col.36, units Col. 37)</u>
	Y/Y	Age not given
	X/X	Age estimated (coded in addition to est. age)
		<u>AGE GROUP OF INFORMANT</u>
38	Y	16-24
	X	25-34
	0	35-44
	1	45-54
	2	55-64
	3	65 or over
		<u>TERMINAL EDUCATION AGE</u>
(38)	4	15 or under
	5	16-18
	6	19-23
	7	24 or over
	8	Not stated
	9	Still at school or college

<u>Col</u>	<u>Pos</u>	<u>HOUSEWIFE/HEAD OF HOUSEHOLD</u>
		<u>INFORMANT IS:</u>
39	Y	Female Housewife (mainly or shares resp.)
	X	Male 'Housewife' (mainly resp. or shares duties)
	0	Not housewife
	1	Head of household
	2	Not head of household
) includes female heads) of household
		<u>AGE OF HOUSEWIFE (IF FEMALE)</u>
(39)	3	16-24
	4	25-34
	5	35-44
	6	45-54
	7	55-64
	8	65+
	9	Not stated

HOUSEHOLD COMPOSITION

NUMBER IN HOUSEHOLD AGED:

<u>0 - 1</u>		<u>2 - 4</u>		<u>5 - 15</u>		<u>16 - 20</u>		<u>21 or over</u>		
<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	
40	0	41	0	42	0	43	0	44	0	None
	1		1		1		1		1	One
	2		2		2		2		2	Two
	3		3		3		3		3	Three
	4		4		4		4		4	Four
	5		5		5		5		5	Five
	6		6		6		6		6	Six
	7		7		7		7		7	Seven
	8		8		8		8		8	Eight
	9		9		9		9		9	Nine
	X		X		X		X		X	Ten or more
	Y		Y		Y		Y		Y	Not stated

<u>Col.</u>	<u>Pos.</u>	<u>TOTAL NUMBER OF PERSONS IN HOUSEHOLD</u>
45	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine
	X	Ten or more
	Y	Not stated
		<u>HOUSEHOLD TYPE</u>
46	Y	Adults only (Adults = 16+)
	X	Adults & children (Children = 5-15)
	0	Adults & infants (Infants = under 5)
	1	Adults, children & infants
	2-9	Not used
		<u>NUMBER IN HOUSEHOLD WITH FULL-TIME JOBS</u>
47	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more
	X	Not used
	Y	Not stated
48		SPARE COLUMN
49,50		<u>HOW LONG INFORMANT RESPONSIBLE FOR HOUSEHOLD DUTIES *</u>
		Years (tens on Col. 49, units on Col. 50)
	Y/Y	Not stated, informant not responsible for household duties

* In the current household, i e. regarding the household as a unit formed when this housewife commenced duties for this household, irrespective of the accommodation occupied

<u>Col.</u>	<u>Pos.</u>	<u>TENURE</u>
51	Y	Owned
	X	Rented
	0	Rent free
	1	Not stated
	2	Owned completely
	3	Buying on mortgage
	4	Not stated
	5	Rented from Council/New Town authority
	6	Rented privately
	7-8	Not used
	9	Not stated
		<u>LENGTH OF TENURE</u>
52	Y	Less than 12 months
	X	1 year, less than 2
	0	2 years, less than 5
	1	5 years, less than 10
	2	10 or more years, always
	3-8	Not used
	9	Not stated
		<u>YEAR OF INTERVIEW</u>
53	Y/8	1st half 1968 (February - June)
	X/8	2nd half 1968
	Y/9	1st half 1969
	X/9	2nd half 1969
	Y/0	1st half 1970
		<u>DAY OF INTERVIEW</u>
54	1	Monday
	2	Tuesday
	3	Wednesday
	4	Thursday
	5	Friday
	6	Saturday

<u>Col.</u>	<u>Pos</u>		
55,56	01 - 31	<u>DAY OF MONTH INTERVIEWED</u>	
		<u>MONTH OF INTERVIEW</u>	
57	1	January	
	2	February	
	3	March	
	4	April	
	5	May	
	6	June	
	7	July	
	8	August	
	9	September	
	0	October	
	X	November	
	Y	December	
		<u>SOCIAL GRADE OF HEAD OF HOUSEHOLD</u>	
58	Y	A	
	X	B	
	0	C1	
	1	C2	
	2	D	
	3	E	
		<u>IDENTITY OF PERSON ON WHOM SOCIAL GRADE IS BASED</u>	
(58)	4	Head of Household	
	5	Chief wage earner	
	6-8	Not used	
	9	All details refused, etc (social grades estimated by interviewer)	
		<u>INCOME OF HEAD OF HOUSEHOLD OR CHIEF WAGE EARNER</u>	
59	Y	£450	
	X	£650	
	0	£850	N.B Informant selects income nearest to his own net income. If equidistant, coded on <u>higher</u> of the two.
	1	£1050	
	2	£1250	
	3	£1650	
	4	£2000 or over	
	5	Refused to give income	
	6-8	Not used	
	9	Don't know, not stated	

<u>Col.</u>	<u>Pos.</u>	<u>SAMPLING AREA CODE</u>
60		<u>PLANNING REGION</u>
	1	North
	2	North West
	3	Yorkshire & Humberside
	4	West Midlands
	5	East Midlands
	6	East Anglia
	7	South West
	8	South East
	9	Greater London
	0	Wales
	X	Scotland
	Y	Not used
61		<u>AREA TYPE</u>
	0	All conurbations other than Merseyside
	1	Merseyside conurbation
	4	Other Urban
	7	Rural
	Y,X,2-3,5-6,8-9	Not used
62, 63		<u>LOCAL AUTHORITY AREA</u> (within Area Type) (See Area Code List)
64		<u>POLLING DISTRICT</u> (within L.A.A.) (See Area Code List)
65		<u>ITV RECEPTION</u>
	0	Single ITV reception
	8	Dual and triple ITV reception
	X	No ITV reception
	Y,1-7, 9	Not used
66		<u>ITV AREA</u> (as defined by TAM - July 1967)
	Y	Central Scotland
	X	North East Scotland
	0	Northern (Yorkshire)
	1	Border
	2	North East
	3	Northern (Lancashire)
	4	Midland
	5	Anglia
	6	London
	7	Southern
	8	Wales and West
	9	South West

<u>Col.</u>	<u>Pos.</u>	<u>SAMPLING AREA CODE (Continued)</u>
67,68		<u>SOCIO-ECONOMIC GRADE OF AREA</u> (% in R.G's occ. groups 1-4 and 15)
69,70		<u>OTHER EVENING NEWSPAPER AREA</u> Defined as 1% or more household coverage (See Area Code List)
71		<u>SUBSAMPLE NUMBER</u> (Fieldwork schedule to begin in)
	1	January
	2	February
	3	March
	4	April
	5	May
	6	June
	7	June
	8	August
	9	September
	0	October
	X	November
	Y	December
72		<u>INFORMANT IS MEMBER OF PRIVATE HOUSEHOLD:</u>
	Y	Starred Elector
	X	Non-elector
		<u>INSTITUTION:</u>
	0	Starred Elector
	1	Selected by interviewer (additional)
		<u>NUMBER OF ELECTORS IN PRIVATE HOUSEHOLD</u>
73	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more

<u>Col.</u>	<u>Pos.</u>	<u>NUMBER OF NON-ELECTORS IN PRIVATE HOUSEHOLD</u>
74	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more
75		<u>MASTHEAD BOOKLET USED</u>
		1, 2, 3, 4, 5, 6, 7, 8 (forward order)
		1X, 2X, 3X, 4X, 5X, 6X, 7X, 8X (reverse order)
76, 77, 78		Three digit interviewer number
79		<u>WEIGHTING CODES</u>
	1-6	For users who require to load with serial number within Card Class (see note below for details)
	7	Not used
	8	Non-elector weighted card) Both
	9	Age x Sex x Region weighted card) codes can
	9/0/1	Job identification

Note for loading with Serial Number within Card Class:

Original cards may be identified by:

(i) No punch on Col. 79, i.e. Elector
 or (ii) Codes 8 and 1 on Col. 79, i.e. Non-elector

Duplicate cards are those carrying any combination of codes other than (i) or (ii) above. The sequence of duplicating these cards is indicated by codes 1-6.

NATIONAL READERSHIP SURVEY

CODE LIST

JANUARY - JUNE, 1969

CARD 1

(Reading Frequency and Intensity Data for all
Publications except Monthlies, also total
number of Other Evening Newspapers looked at
'Yesterday')

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 1

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1 - 5
Card Class Number	6
<u>Reading Frequency</u>	
Dailies	7 - 16
Any Other Evening Newspaper	17
London Evenings	18 - 19
Weekend Colour Magazines	20, 21
Sunday Newspapers	22 - 26
General Weekly Magazines	41 - 47
Women's Weekly Magazines	51 - 54
Quarterly Magazine	56
<u>Reading Intensity</u>	
Dailies	27 - 31
Any Other Evening Newspaper (also total looked at 'yesterday')	32
London Evenings	33
Weekend Colour Magazines	34, 35
Sunday Newspapers	36 - 40
General Weekly Magazines	57 - 63
Women's Weekly Magazines	67 - 70
Quarterly Magazine	72
<u>Registrar General's Classification of Occupations</u>	
Employment Status	73
3-digit Occupation Code	74 - 76
<u>Year of Interview</u>	77
<u>Weighting Codes</u>	79
<u>Job Identification</u>	80

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 1 (CARD CLASS 1)

<u>Col.</u>	<u>Pos.</u>	
1-5		Five Digit Serial Number
6	1	Card Class Number

READING FREQUENCY

DAILY MORNING AND LONDON EVENING NEWSPAPERS

		<u>Number of issues seen in an Average Week:</u>							
		<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
7	Daily Express	6	5	4	3	2	1	0	Y
8	Daily Mirror	6	5	4	3	2	1	0	Y
9	Daily Sketch	6	5	4	3	2	1	0	Y
10	Daily Mail	6	5	4	3	2	1	0	Y
11	The Times	6	5	4	3	2	1	0	Y
12	Daily Telegraph	6	5	4	3	2	1	0	Y
13	The Guardian	6	5	4	3	2	1	0	Y
14	Financial Times	6	5	4	3	2	1	0	Y
15	Daily Record (Scot.)	6	5	4	3	2	1	0	Y
16	Sun	6	5	4	3	2	1	0	Y
17	Any other Evening Newspaper*	6	5	4	3	2	1	0	Y
18	E. Standard (London)	6	5	4	3	2	1	0	Y
19	E. News (London)	6	5	4	3	2	1	0	Y

WEEKEND COLOUR MAGAZINES

		<u>Number of Issues seen in an Average Month:</u>					
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
20	Observer Colour Magazine	Y	X	0	1	2	3
	Sunday Times Colour Mag.	4	5	6	7	8	9
21	Daily Telegraph Mag.	Y	X	0	1	2	3

4 - 9 Spare

* Where more than one read or looked at, the Other Evening Newspaper with the highest reading frequency claim is recorded. If no Other Evening Newspaper has 1% or more household coverage in the area, no code is ringed on Col. 17. Thus, position Y on Col. 17 indicates "None of those with 1% or more household coverage in the area".

Col.

READING FREQUENCY (Continued)

SUNDAY NEWSPAPERS

		<u>Number of Issues seen in an Average Month:</u>					
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
22	Sunday Telegraph	Y	X	0	1	2	3
	News of the World	4	5	6	7	8	9
23	Sunday Times	Y	X	0	1	2	3
	Sunday Express	4	5	6	7	8	9
24	Sunday Mirror	Y	X	0	1	2	3
	Observer	4	5	6	7	8	9
25	People	Y	X	0	1	2	3
	Sunday Post	4	5	6	7	8	9
26	Sunday Mail	Y	X	0	1	2	3
	4 - 9 Spare						

READING INTENSITY

DAILY MORNING AND LONDON EVENING NEWSPAPERS

		<u>Picture chosen to indicate proportion read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
27	Daily Express	Y	X	0	1	2	3
	Daily Mirror	4	5	6	7	8	9
28	Daily Sketch	Y	X	0	1	2	3
	Daily Mail	4	5	6	7	8	9
29	The Times	Y	X	0	1	2	3
	Daily Telegraph	4	5	6	7	8	9
30	The Guardian	Y	X	0	1	2	3
	Financial Times	4	5	6	7	8	9
31	Daily Record (Scotland)	Y	X	0	1	2	3
	Sun	4	5	6	7	8	9
32	Any Other Evening Newspaper*	4	5	6	7	8	9
33	Evening Standard (London)	Y	X	0	1	2	3
	Evening News (London)	4	5	6	7	8	9

* Where more than one read or looked at, the Other Evening Newspaper with the highest reading frequency claim at Q.1 is the one for which the reading intensity claim is recorded at Q.3, Col. 32. The total number of Other Evening Newspapers looked at 'yesterday' is also coded on Col. 32 as follows:

- Position: 0 = None of those with 1% or more household coverage in the area
- 1 = One
- 2 = Two
- 3 = Three
- X = Four or more

If no Other Evening Newspaper has 1% or more household coverage in the area, no code is ringed on Col. 32.

Col.

READING INTENSITY (Continued)

WEEKEND COLOUR MAGAZINES

Picture chosen to indicate proportion read or looked at:

		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
34	Observer Colour Mag.	Y	X	0	1	2	3
	Sunday Times Colour Mag.	4	5	6	7	8	9
35	D. Telegraph Magazine	Y	X	0	1	2	3
	4 - 9 Spare						

SUNDAY NEWSPAPERS

Picture chosen to indicate proportion read or looked at:

		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
36	Sunday Telegraph	Y	X	0	1	2	3
	News of the World	4	5	6	7	8	9
37	Sunday Times	Y	X	0	1	2	3
	Sunday Express	4	5	6	7	8	9
38	Sunday Mirror	Y	X	0	1	2	3
	Observer	4	5	6	7	8	9
39	People	Y	X	0	1	2	3
	Sunday Post (Glasgow)	4	5	6	7	8	9
40	Sunday Mail (Glasgow)	Y	X	0	1	2	3
	4 - 9 Spare						

READING FREQUENCY

Col.

GENERAL WEEKLY MAGAZINES

Number of Issues read or looked at in an
Average Month:

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
41 Punch	Y	X	0	1	2	3
Reveille	4	5	6	7	8	9
42 Universe	Y	X	0	1	2	3
Christian Herald	4	5	6	7	8	9
43 TV Times	Y	X	0	1	2	3
Tit-Bits	4	5	6	7	8	9
44 Weekly News	Y	X	0	1	2	3
Weekend & Today	4	5	6	7	8	9
45 Parade	Y	X	0	1	2	3
Radio Times	4	5	6	7	8	9
46 Amateur Gardening	Y	X	0	1	2	3
Popular Gardening & Home Gardener	4	5	6	7	8	9
47 Garden News	Y	X	0	1	2	3
4-9 Spare						
48-50 SPARE COLUMNS						

Col.

READING FREQUENCY (Continued)

WOMEN'S WEEKLY MAGAZINES

		<u>Number of Issues read or looked at in an Average Month:</u>					
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
51	Woman's Realm Petticoat	Y 4	X 5	0 6	1 7	2 8	3 9
52	Woman Woman's Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
53	Woman's Own My Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
54	People's Friend 4-9 Spare	Y	X	0	1	2	3
55	SPARE COLUMN						

QUARTERLY MAGAZINE

		<u>Number of Issues read or looked at in previous 12 months:</u>				
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
56	Drive 2, 4 - 9 Spare	Y	X	0	1	3

READING INTENSITY

Col.

GENERAL WEEKLY MAGAZINES

Picture chosen to indicate proportion read
or looked at:

		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
57	Punch	Y	X	0	1	2	3
	Reveille	4	5	6	7	8	9
58	Universe	Y	X	0	1	2	3
	Christian Herald	4	5	6	7	8	9
59	TV Times	Y	X	0	1	2	3
	Tit-Bits	4	5	6	7	8	9
60	Weekly News	Y	X	0	1	2	3
	Weekend & Today	4	5	6	7	8	9
61	Parade	Y	X	0	1	2	3
	Radio Times	4	5	6	7	8	9
62	Amateur Gardening	Y	X	0	1	2	3
	Popular Gardening & Home Gardener	4	5	6	7	8	9
63	Garden News	Y	X	0	1	2	3
	4-9 Spare						
64-66	SPARE COLUMNS						

Col.

READING INTENSITY (Continued)

WOMEN'S WEEKLY MAGAZINES

		<u>Picture chosen to indicate proportion read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
67	Woman's Realm Petticoat/Trend	Y 4	X 5	0 6	1 7	2 8	3 9
68	Woman Woman's Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
69	Woman's Own My Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
70	People's Friend 4-9 Spare	Y	X	0	1	2	3
71	SPARE COLUMN						

QUARTERLY MAGAZINE

		<u>Picture chosen to indicate proportion read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
72	Drive 4 - 9 Spare	Y	X	0	1	2	3

REGISTRAR GENERAL'S CLASSIFICATION OF OCCUPATIONS

<u>Col.</u>	<u>Pos.</u>	<u>Employment Status</u>
73	Y	Self-employed - without employees
	X	- with employees - Large establishments (25 or more)
	0	- with employees - Small establishments (24 or less)
	1	Employees - Managers - Large establishments (25 or more)
	2	- Managers - Small establishments (24 or less)
	3	- Foremen and Supervisors - Manual
	4	- Foremen and Supervisors - Non-manual
	5	- Apprentices, articled pupils, formal trainees
	6	- Family workers
	7	- Employees not elsewhere classified
	8	Not applicable
	9	Refused
74-76		<u>3-digit Occupation Code</u> (Registrar General's 1966 version)
	4/0/0	No occupation
	5/0/0	Refused
	-/-/X	Occupation code is that of a retired person (coded in addition to occupation code)
77		<u>YEAR OF INTERVIEW</u>
	Y/9	1st half 1969
	X/9	2nd half 1969
	Y/0	1st half 1970
78		SPARE COLUMN
79		Weighting Codes (as Card 0)
80	9/0/1	Job Identification

NATIONAL READERSHIP SURVEY

CODE LIST

JANUARY - JUNE, 1969

CARD 2

(Reading Frequency and Intensity Data for Monthly
Magazines)

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 2

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1-5
Card Class Number	6
<u>Reading Frequency</u>	
General Monthly Magazines	7-22
Women's Monthly Magazines	24-47
<u>Reading Intensity</u>	
General Monthly Magazines	50-57
Women's Monthly Magazines	59-70
<u>Year of Interview</u>	77
<u>Weighting Codes</u>	79
<u>Job Identification</u>	80

N.B. Because of additions and transfers within sub-groups, the codes of individual monthlies differ from those used in 1968

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 2 (CARD CLASS 2)

<u>Col.</u>	<u>Pos.</u>	
1-5		Five Digit Serial Number
6	2	Card Class Number

READING FREQUENCY

GENERAL MONTHLY MAGAZINES

		<u>Number of Issues read or looked at in last 6 months:</u>						
		<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
7	Pract. Householder	6	5	4	3	2	1	Y
8	Reader's Digest	6	5	4	3	2	1	Y
9	Men Only	6	5	4	3	2	1	Y
10	Photoplay	6	5	4	3	2	1	Y
11	Practical Motorist	6	5	4	3	2	1	Y
12	Do It Yourself	6	5	4	3	2	1	Y
13	Homemaker	6	5	4	3	2	1	Y
14	Car Mechanics	6	5	4	3	2	1	Y
15	ABC Film Review	6	5	4	3	2	1	Y
16	Penthouse	6	5	4	3	2	1	Y
17	Geographical Magazine	6	5	4	3	2	1	Y
18	Practical Gardening	6	5	4	3	2	1	Y
19	SPARE COLUMN							
20	Carnival	6	5	4	3	2	1	Y
21	Showguide	6	5	4	3	2	1	Y
22	National Geographic	6	5	4	3	2	1	Y
23	SPARE COLUMN							

Col.

READING FREQUENCY (Continued)

WOMEN'S MONTHLY MAGAZINES

	<u>Number of Issues read or looked at in past 6 months:</u>						
	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
24 Vogue	6	5	4	3	2	1	Y
25 My Home & Family	6	5	4	3	2	1	Y
26 True Romances	6	5	4	3	2	1	Y
27 Rave	6	5	4	3	2	1	Y
28 She	6	5	4	3	2	1	Y
29 Good Housekeeping	6	5	4	3	2	1	Y
30 Vanity Fair	6	5	4	3	2	1	Y
31 True Magazine	6	5	4	3	2	1	Y
32 Woman & Home	6	5	4	3	2	1	Y
33 True Story	6	5	4	3	2	1	Y
34 Woman's Home Journal	6	5	4	3	2	1	Y
35 Woman's Story	6	5	4	3	2	1	Y
36 Honey	6	5	4	3	2	1	Y
37 Flair	6	5	4	3	2	1	Y
38 Mother	6	5	4	3	2	1	Y
39 Family Circle	6	5	4	3	2	1	Y
40 Nova	6	5	4	3	2	1	Y
41 Annabel	6	5	4	3	2	1	Y
42 Hers	6	5	4	3	2	1	Y
43 Living	6	5	4	3	2	1	Y
44 Pins and Needles	6	5	4	3	2	1	Y
45 '19'	6	5	4	3	2	1	Y
46 Ideal Home	6	5	4	3	2	1	Y
47 Homes & Gardens	6	5	4	3	2	1	Y

48,49 SPARE COLUMNS

Col.

READING INTENSITY

GENERAL MONTHLY MAGAZINES

		Picture chosen to indicate proportion read or looked at:					
		None					Nearly all
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
50	Practical Householder Reader's Digest	Y 4	X 5	0 6	1 7	2 8	3 9
51	Men Only Photoplay	Y 4	X 5	0 6	1 7	2 8	3 9
52	Practical Motorist Do-it-Yourself	Y 4	X 5	0 6	1 7	2 8	3 9
53	Homemaker Car Mechanics	Y 4	X 5	0 6	1 7	2 8	3 9
54	ABC Film Review Penthouse	Y 4	X 5	0 6	1 7	2 8	3 9
55	Geographical Magazine Practical Gardening	Y 4	X 5	0 6	1 7	2 8	3 9
56	Y-3 SPARE Carnival	4	5	6	7	8	9
57	Showguide National Geographic	Y 4	X 5	0 6	1 7	2 8	3 9
58	SPARE COLUMN						

WOMEN'S MONTHLY MAGAZINES

		<u>Picture chosen to indicate proportion read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
59	Vogue	Y	X	0	1	2	3
	My Home & Family	4	5	6	7	8	9
60	True Romances	Y	X	0	1	2	3
	Rave	4	5	6	7	8	9
61	She	Y	X	0	1	2	3
	Good Housekeeping	4	5	6	7	8	9
62	Vanity Fair	Y	X	0	1	2	3
	True Magazine	4	5	6	7	8	9
63	Woman & Home	Y	X	0	1	2	3
	True Story	4	5	6	7	8	9
64	Woman's Home Journal	Y	X	0	1	2	3
	Woman's Story	4	5	6	7	8	9
65	Honey	Y	X	0	1	2	3
	Flair	4	5	6	7	8	9
66	Mother	Y	X	0	1	2	3
	Family Circle	4	5	6	7	8	9
67	Nova	Y	X	0	1	2	3
	Annabel	4	5	6	7	8	9
68	Hers	Y	X	0	1	2	3
	Living	4	5	6	7	8	9
69	Pins & Needles	Y	X	0	1	2	3
	'19'	4	5	6	7	8	9
70	Ideal Home	Y	X	0	1	2	3
	Homes & Gardens	4	5	6	7	8	9
71-76	Used for experimental purposes						
77	<u>YEAR OF INTERVIEW</u>						
	Y/9 1st half 1969						
	X/9 2nd half 1969						
	Y/0 1st half 1970						
78	SPARE COLUMN						
79	Weighting Codes (as Card 0)						
80	9/0/1 Job Identification						

NATIONAL READERSHIP SURVEY

CODE LIST

JULY-DECEMBER, 1969

CARD 0

Average Issue Readership
and Classification Data

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

SUMMARY OF CHANGES SINCE
JANUARY-JUNE, 1969 CODE LIST

1. THE MIRROR MAGAZINE was included in the Survey from 1st October, 1969. Readership data has been recorded on the following Column and Code Numbers, which were formerly blank:

Average Issue Readership:	Card 0, Column 8, Code 4
Reading Frequency:	Card 1, Column 21, Codes 4-9
Reading Intensity:	Card 1, Column 35, Codes 4-9

2. "SIMULATED" AVERAGE ISSUE READERSHIP has not been punched for any publication during the second half of 1969. Card 0, Column 24 was therefore not used during this period.

3. SAMPLING AREA CODE - AREA TYPE. Additional codes 2, X, Y, 8 and 9 on Column 61, Card 0 have been used for internal purposes in connection with supplementary studies only. Codes 0, 1, 4 and 7 denote Area Type, as before, and codes 3, 5 and 6 are spare.

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 0

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1 - 5
Card Class Number	6
<u>Average Issue Readership</u>	
Dailies and Any Other Evening Newspaper	7
London Evenings and Weekend Colour Magazines	8
Sunday Newspapers	9
Weekly Magazines and Quarterly Magazine	10 - 12
Monthly Magazines (N.B. Because of additions and transfers within sub-groups, the codes of individual monthlies differ from those used in 1968)	13 - 16
<u>Other Media</u>	
Cinema	17, 18
Television	19 - 23
Radio Luxembourg	26, 27
<u>Special Interest Questions</u>	
Motoring	28 (codes Y to 5 only)
Gardening	28 - 31
Smoking	32
Holidays	33
Cheque Book, Stocks & Shares, Telephone	34
<u>Classification Data</u>	
Sex, Marital Status, Normal Occupation Status	35
Age Last Birthday	36, 37
Age Group of Informant, T.E.A. of Informant	38
Housewife, Head of Household, Age of Female Housewife	39
Household Composition (No aged 0-1, etc.)	40 - 44
Total No. of Persons in Household	45
Household Type	46
Number with Full-time Jobs	47
How long Informant Responsible for Household Duties	49, 50
Tenure, Length of Tenure	51, 52
Year of Interview	53
Day of Interview	54
Day of Month	55 - 56
Month of Interview	57
Social Grade, Identity of Person on whom Social Grade is based	58
Income of Head of Household or C.W.E.	59

Summary of Card Layout (Continued)

<u>Class of Information</u>	<u>Column Numbers</u>
<u>Sampling Area Code</u>	
Planning Region	60
Area Type	61
Local Authority Area	62, 63
Polling District	64
ITV Area	65, 66
Socio-Economic Grade of Area	67, 68
Other Evening Newspaper Area	69, 70
Subsample Number	71
<u>Non-Elector Weighting</u>	
Informant is Elector/Non-elector, etc.	72
Number of Electors in Private H/H	73
Number of Non-electors in Private H/H	74
Masthead Booklet Version Used	75
Interview Number	76 - 78
Weighting Codes for card replication	79
Job Identification	80

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 0 (CARD CLASS 0)

<u>Col.</u>	<u>Pos.</u>	
1-5		Five digit serial number
6	0	Card Class Number
		<u>AVERAGE ISSUE READERSHIP (Question 2)</u>
		<u>DAILY MORNING NEWSPAPERS LOOKED AT 'YESTERDAY'</u>
7	Y	Daily Express
	X	Daily Mirror
	0	No Daily Morning nor London Evening Newspaper looked at
	1	Daily Sketch
	2	Daily Mail
	3	Times
	4	Daily Telegraph
	5	Guardian
	6	Financial Times
	7	Daily Record (Scotland only)
	8	Sun
	9	Any Other Evening Newspaper*
		<u>LONDON EVENING NEWSPAPERS LOOKED AT 'YESTERDAY'</u>
8	Y	Evening Standard)
) London and S.E. Survey Region
	X	Evening News) only
		<u>WEEKEND COLOUR MAGAZINES LOOKED AT IN LAST 7 DAYS</u>
(8)	0	No Weekend Colour Magazine looked at
	1	Observer Colour Magazine
	2	Sunday Times Colour Magazine
	3	Daily Telegraph Magazine
	4	The Mirror Magazine (from October, 1969)
	5-9	Not used
		<u>SUNDAY NEWSPAPERS LOOKED AT IN LAST 7 DAYS</u>
9	Y	Sunday Telegraph
	X	News of the World
	0	No Sunday Newspaper looked at
	1	Sunday Times
	2	Sunday Express

* The total number of Other Evening Newspapers looked at 'Yesterday' is recorded on Card 1, Column 32.

<u>Col.</u>	<u>Pos.</u>	<u>AVERAGE ISSUE READERSHIP (Continued)</u>
		<u>SUNDAY NEWSPAPERS (Continued)</u>
(9)	3	Sunday Mirror
	4	Observer
	5	People
	6	Sunday Post (Glasgow))
	7	Sunday Mail (Glasgow))
	8-9	Not used

GENERAL WEEKLY MAGAZINES LOOKED AT IN LAST 7 DAYS

10	Y	Punch
	X	Reveille
	0	Not used
	1	Universe & Catholic Times
	2	Christian Herald
	3	T.V. Times
	4	Tit-Bits
	5	Weekly News (and Glasgow Weekly News)
	6	Weekend & Today
	7	Parade
	8	Radio Times
	9	Amateur Gardening
11	Y	Popular Gardening & Home Gardener
	X	Garden News
	0	No General Weekly Magazine looked at
	1-6	Not used

WOMEN'S WEEKLY MAGAZINES LOOKED AT IN LAST 7 DAYS

(11)	7	Woman's Realm
	8	Petticoat
	9	Woman
12	Y	Woman's Weekly
	X	Woman's Own
	0	No Women's Weekly Magazine looked at

Col. Pos. AVERAGE ISSUE READERSHIP (Continued)

WOMEN'S WEEKLY MAGAZINES (Continued)

- (12) 1 My Weekly
 2 People's Friend
 3-4 Not used

QUARTERLY MAGAZINE

- 5 Drive
 6-9 Not used

GENERAL MONTHLY MAGAZINES LOOKED AT IN LAST 4 WEEKS
 (N.B. Because of additions and transfers within sub-groups, the codes of individual General and Women's Monthlies differ from those used in 1968)

- 13 Y Practical Householder
 X Reader's Digest
 0 Not used
 1 Men Only
 2 Photoplay
 3 Practical Motorist
 4 Do It Yourself
 5 Homemaker
 6 Car Mechanics
 7 ABC Film Review
 8 Penthouse
 9 Geographical Magazine

- 14 Y Practical Gardening
 X Not used
 0 No General Monthly Magazine looked at
 1 Carnival
 2 Showguide
 3 National Geographic
 4 Not used

WOMEN'S MONTHLY MAGAZINES LOOKED AT IN LAST 4 WEEKS

- (14) 5 Vogue
 6 My Home & Family
 7 True Romances
 8 Rave
 9 She

<u>Col.</u>	<u>Pos.</u>	<u>AVERAGE ISSUE READERSHIP (Continued)</u>
		<u>WOMEN'S MONTHLY MAGAZINES (Continued)</u>
15	Y	Good Housekeeping
	X	Vanity Fair
	0	Not used
	1	True Magazine
	2	Woman & Home
	3	True Story
	4	Woman's Home Journal
	5	Woman's Story
	6	Honey
	7	Flair
	8	Mother
	9	Family Circle
16	Y	Nova
	X	Annabel
	0	No Women's Monthly Magazine looked at
	1	Hers
	2	Living
	3	Pins & Needles
	4	'19'
	5	Ideal Home
	6	Homes & Gardens
	7-9	Not used

<u>Col.</u>	<u>Pos.</u>	
		<u>OTHER MEDIA QUESTIONS</u>
		<u>CINEMA</u>
		<u>C.1 How often cinema visited these days</u>
17	Y	Twice a week or more often
	X	Once a week
	0	Once a fortnight
	1	Once a month
	2	Three or four times a year
	3	Less often
	4	Never go these days
		<u>C.2 How long since last visited cinema</u>
(17)	5	Within last 4 weeks
	6	Over 1 month, up to 3 months ago
	7	Over 3 months, up to 6 months ago
	8	Within last 6 months, Don't know when
	9	Longer ago, Don't know when
		<u>C.3 Times visited cinema in last 4 weeks</u>
18	Y,X,0	Not used
	1	Once
	2	Twice
	3	3 times
	4	4 times
	5	5-6 times
	6	7-8 times
	7	More than 8 times
	8	Not used
	9	Don't know, no response, not stated
		<u>TELEVISION</u>
		<u>TV. 1 Television at home?</u>
19	Y	BBC & ITV
	X	BBC only
	0	No TV set
	1	Not stated
		<u>TV. 2 More than one ITV channel?</u>
(19)	2	Yes, more than one ITV channel
	3	No, only one ITV channel, or Don't know
	4-8	Not used
	9	Not stated

<u>Col.</u>	<u>Pos.</u>	<u>TELEVISION (Continued)</u>
		<u>TV. 3 ITV Station generally watched</u>
20	Y	London
	X	Midland
	0	Lancashire (Granada)
	1	Yorkshire
	2	Southern
	3	East Anglia (Anglia)
	4	S. Wales & West (Harlech)
	5	Central Scotland (Scottish)
	6	North East (Tyne Tees)
	7	South West (Westward)
	8	N.E. Scotland (Grampian)
	9	S.W. Scotland, N.W. England (Border)
		<u>TV. 4a How often TV watched these days</u>
21	Y	Less often (than one or two days a week)
	X	One or two days a week
	0	Not used
	1	3 or 4 days a week
	2	5 days a week
	3	6 days a week
	4	7 days a week
	5	Never watch television (neither BBC nor ITV)
	6-8	Not used
	9	Not stated
		<u>TV 4b Hours a day TV watched on average viewing days</u>
22	Y	Not stated
	X	Not used
	0	1 or less hours a day
	1	Over 1, up to 2 hours a day
	2	Over 2, up to 3 hours a day
	3	Over 3, up to 4 hours a day
	4	Over 4, up to 5 hours a day
	5	Over 5, up to 6 hours a day
	6	Over 6, up to 7 hours a day
	7	Over 7, up to 8 hours a day
	8	Over 8, up to 9 hours a day
	9	Over 9 hours a day

<u>Col.</u>	<u>Pos.</u>	
		<u>TELEVISION (Continued)</u>
		<u>TV 4c Hours out of ten watch ITV</u>
23	Y	Not stated
	X	None
	0	One or less
	1	Over 1 up to 2
	2	Over 2, up to 3
	3	Over 3, up to 4
	4	Over 4, up to 5
	5	Over 5, up to 6
	6	Over 6, up to 7
	7	Over 7, up to 8
	8	Over 8, up to 9
	9	Over 9
24,25		<u>SPARE COLUMNS</u>
		<u>RADIO LUXEMBOURG</u>
		<u>R 1a How often listen to Radio Luxembourg?</u>
26	Y	Less often (than one or two days a week)
	X	One or two days a week
	0	Not used
	1	3 or 4 days a week
	2	5 days a week
	3	6 days a week
	4	7 days a week
	5	Never listen to Radio Luxembourg these days
	6-8	Not used
	9	Not stated
		<u>R 1b Hours a day listen to Radio Luxembourg</u>
27	1	1 hour or less
	2	Over 1, up to 3 hours
	3	Over 3, up to 5 hours
	4	More than 5 hours
	5-8	Not used
	9	Not stated

<u>Col.</u>	<u>Pos</u>	<u>SPECIAL INTEREST QUESTIONS</u>
		<u>MOTORING</u>
		<u>M.1(a) Car at home</u>
28	Y	Yes, one car
	X	Yes, more than one car
	0	No, no car
	1	Not stated
		<u>M.1(b) Petrol buying</u>
(28)	2	Does not buy most of petrol for any car
	3	Buys most of petrol for one car
	4	Buys most of petrol for more than one car
	5	Not stated
		<u>GARDENING</u>
		<u>G.1(a) Household has private garden/allotment</u>
(28)	6	Garden but no allotment
	7	Allotment but no garden
	8	Both garden and allotment
29	Y	Neither (paved area/backyard only)
	X	No garden at all
	0	Not stated
		<u>G.1(b) Responsibility for garden/allotment</u>
(29)	1	Informant mainly or jointly
	2	Other
	3	Not stated
		<u>G.1(c) Expenditure on plants, chemicals, etc.</u>
(29)	4	£1 or less (including no expenditure)
	5	£1.1s. to £2 10s.
	6	£2.11s. to £5
	7	£5.1s to £10
	8	More than £10
	9	Not stated
		<u>G.1(d) Outlets for goods at G 1(c)</u>
30	Y	Some spent in shops (including market stalls)
	X	Some spent on goods ordered by post
	0	Some spent on goods obtained direct from nurseries, garden centres, etc.
	1	Not stated or not applicable (no expenditure)
	2	Some spent on goods obtained from other sources.

<u>Col.</u>	<u>Pos.</u>	<u>GARDENING (Continued)</u>
		<u>G.1(c) Expenditure on major items, equipment, etc.</u>
(30)	3	£10 or less (including no expenditure)
	4	£10.1s to £25
	5	£25 1s to £50
	6	£50.1s. to £100
	7	More than £100
	8	Not used
	9	Not stated
		<u>G.1(f) Interest in reading about gardening</u>
31	Y	Very interested
	X	Fairly interested
	0	Not very interested
	1	Not at all interested
	2	Not stated
		<u>G.1(g) Equipment in working order</u>
(31)	3	Lawnmower
	4	Greenhouse
	5	Wheelbarrow
	6	Garden syringe or spraying machine
	7	Powered hedge-trimmer
	8	None of these
	9	Not stated
		<u>SMOKING</u>
		<u>T.1. Do you yourself smoke at all these days?</u>
32	Y	Yes
	X	No
	0	Not stated
		<u>T.2 Amount smoked (other than packeted cigarettes)</u>
(32)	1	$\frac{1}{2}$ ounce or more of roll-your-own tobacco in an average week
	2	2 or more cigarette-type cigars a day
	3	1 or more cigars or whiffs in an average week
	4	$\frac{1}{2}$ ounce or more pipe tobacco in an average week
	5	Packeted cigarettes only or light smokers
	6-9	Not used

<u>Col.</u>	<u>Pos.</u>	<u>HOLIDAYS</u>
		<u>H.1(a) Holiday in last 12 months?</u>
33	Y	Yes
	X	No
	0	Don't know/not stated
		<u>H.1(b) Holiday abroad?</u>
(33)	1	No, England, Scotland, Wales, I.O. Man
	2	Yes, Ireland, Channel Isles
	3	Yes, other countries abroad
	4	Not stated
		<u>H.1(c) Packaged holiday?</u>
(33)	5	Yes, packaged holiday
	6	No, not packaged holiday
	7-8	Not used
	9	Don't know/not stated
		<u>CHEQUE BOOK, ETC</u>
		<u>L.2 Cheque Book?</u>
34	X,Y,0	Not used
	1	Yes
	2	No
	3	Not stated
		<u>L.3 Stocks & Shares, etc.?</u>
(34)	4	Yes
	5	No
	6	Not stated
		<u>L.4 Telephone?</u>
(34)	7	Yes
	8	No
	9	Not stated

<u>Col</u>	<u>Pos.</u>	<u>CLASSIFICATION DATA</u>
		<u>INFORMANT IS:</u>
35	Y	Male
	X	Female
		<u>MARITAL STATUS</u>
(35)	0	Single
	1	Married
	2	Widowed, Divorced, Separated legally
	3	Not stated
		<u>NORMAL OCCUPATIONAL STATUS</u>
(35)	4	Full time (30+ hours per week)
	5	Part time (8-29 hours per week)
	6	Part time (under 8 hours per week)
	7	Retired from full-time job
	8	Others, including housewives not otherwise occupied
	9	Not stated
36,37		<u>AGE LAST BIRTHDAY (Tens, Col.36, units Col. 37)</u>
	Y/Y	Age not given
	X/X	Age estimated (coded in addition to est. age)
		<u>AGE GROUP OF INFORMANT</u>
38	Y	16-24
	X	25-34
	0	35-44
	1	45-54
	2	55-64
	3	65 or over
		<u>TERMINAL EDUCATION AGE</u>
(38)	4	15 or under
	5	16-18
	6	19-23
	7	24 or over
	8	Not stated
	9	Still at school or college

<u>Col.</u>	<u>Pos.</u>	<u>HOUSEWIFE/HEAD OF HOUSEHOLD</u>
		<u>INFORMANT IS:</u>
39	Y	Female Housewife (mainly or shares resp.)
	X	Male 'Housewife' (mainly resp. or shares duties)
	0	Not housewife
	1	Head of household
	2	Not head of household
) includes female heads) of household
		<u>AGE OF HOUSEWIFE (IF FEMALE)</u>
(39)	3	16-24
	4	25-34
	5	35-44
	6	45-54
	7	55-64
	8	65+
	9	Not stated

HOUSEHOLD COMPOSITION
NUMBER IN HOUSEHOLD AGED:

<u>0 - 1</u>		<u>2 - 4</u>		<u>5 - 15</u>		<u>16 - 20</u>		<u>21 or over</u>		
<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	<u>Col.</u>	<u>Pos.</u>	
40	0	41	0	42	0	43	0	44	0	None
	1		1		1		1		1	One
	2		2		2		2		2	Two
	3		3		3		3		3	Three
	4		4		4		4		4	Four
	5		5		5		5		5	Five
	6		6		6		6		6	Six
	7		7		7		7		7	Seven
	8		8		8		8		8	Eight
	9		9		9		9		9	Nine
	X		X		X		X		X	Ten or more
	Y		Y		Y		Y		Y	Not stated

<u>Col.</u>	<u>Pos.</u>	<u>TOTAL NUMBER OF PERSONS IN HOUSEHOLD</u>
45	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine
	X	Ten or more
	Y	Not stated
		<u>HOUSEHOLD TYPE</u>
46	Y	Adults only (Adults = 16+)
	X	Adults & children (Children = 5-15)
	0	Adults & infants (Infants = under 5)
	1	Adults, children & infants
	2-9	Not used
		<u>NUMBER IN HOUSEHOLD WITH FULL-TIME JOBS</u>
47	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more
	X	Not used
	Y	Not stated
48		SPARE COLUMN
49,50		<u>HOW LONG INFORMANT RESPONSIBLE FOR HOUSEHOLD DUTIES *</u>
		Years (tens on Col 49, units on Col. 50)
	Y/Y	Not stated, informant not responsible for household duties

* In the current household, i.e. regarding the household as a unit formed when this housewife commenced duties for this household, irrespective of the accommodation occupied.

<u>Col.</u>	<u>Pos</u>	<u>TENURE</u>
51	Y	Owned
	X	Rented
	0	Rent free
	1	Not stated
	2	Owned completely
	3	Buying on mortgage
	4	Not stated
	5	Rented from Council/New Town authority
	6	Rented privately
	7-8	Not used
	9	Not stated
		<u>LENGTH OF TENURE</u>
52	Y	Less than 12 months
	X	1 year, less than 2
	0	2 years, less than 5
	1	5 years, less than 10
	2	10 or more years, always
	3-8	Not used
	9	Not stated
		<u>YEAR OF INTERVIEW</u>
53	Y/8	1st half 1968 (February - June)
	X/8	2nd half 1968
	Y/9	1st half 1969
	X/9	2nd half 1969
	Y/0	1st half 1970
		<u>DAY OF INTERVIEW</u>
54	1	Monday
	2	Tuesday
	3	Wednesday
	4	Thursday
	5	Friday
	6	Saturday

<u>Col</u>	<u>Pos.</u>		
55,56	01 - 31	<u>DAY OF MONTH INTERVIEWED</u>	
		<u>MONTH OF INTERVIEW</u>	
57	1	January	
	2	February	
	3	March	
	4	April	
	5	May	
	6	June	
	7	July	
	8	August	
	9	September	
	0	October	
	X	November	
	Y	December	
		<u>SOCIAL GRADE OF HEAD OF HOUSEHOLD</u>	
58	Y	A	
	X	B	
	0	C1	
	1	C2	
	2	D	
	3	E	
		<u>IDENTITY OF PERSON ON WHOM SOCIAL GRADE IS BASED</u>	
(58)	4	Head of Household	
	5	Chief wage earner	
	6-8	Not used	
	9	All details refused, etc (social grades estimated by interviewer)	
		<u>INCOME OF HEAD OF HOUSEHOLD OR CHIEF WAGE EARNER</u>	
59	Y	£450	
	X	£650	
	0	£850	
	1	£1050	
	2	£1250	
	3	£1650	
	4	£2000 or over	
	5	Refused to give income	
	6-8	Not used	
	9	Don't know, not stated	

N.B. Informant selects income nearest to his own net income. If equidistant, coded on higher of the two.

<u>Col.</u>	<u>Pos.</u>	<u>SAMPLING AREA CODE</u>
60		<u>PLANNING REGION</u>
	1	North
	2	North West
	3	Yorkshire & Humberside
	4	West Midlands
	5	East Midlands
	6	East Anglia
	7	South West
	8	South East
	9	Greater London
	0	Wales
	X	Scotland
	Y	Not used
61		<u>AREA TYPE</u>
	0	All conurbations other than Merseyside
	1	Merseyside conurbation
	4	Other Urban
	7	Rural
	Y,X,2,8-9	Used for supplementary studies only
	3,5-6	Not used
62, 63		<u>LOCAL AUTHORITY AREA</u> (within Area Type)
		(See Area Code List)
64		<u>POLLING DISTRICT</u> (within L.A.A.)
		(See Area Code List)
65		<u>ITV RECEPTION</u>
	0	Single ITV reception
	8	Dual and triple ITV reception
	X	No ITV reception
	Y,1-7, 9	Not used
66		<u>ITV AREA</u> (as defined by TAM - July 1967)
	Y	Central Scotland
	X	North East Scotland
	0	Northern (Yorkshire)
	1	Border
	2	North East
	3	Northern (Lancashire)
	4	Midland
	5	Anglia
	6	London
	7	Southern
	8	Wales and West
	9	South West

<u>Col.</u>	<u>Pos.</u>	<u>SAMPLING AREA CODE (Continued)</u>
67,68		<u>SOCIO-ECONOMIC GRADE OF AREA</u> (% in R.G's occ. groups 1-4 and 13)
69,70		<u>OTHER EVENING NEWSPAPER AREA</u> Defined as 1% or more household coverage (See Area Code List)
71		<u>SUBSAMPLE NUMBER</u> (Fieldwork schedule to begin in)
	1	January
	2	February
	3	March
	4	April
	5	May
	6	June
	7	June
	8	August
	9	September
	0	October
	X	November
	Y	December
72		<u>INFORMANT IS MEMBER OF PRIVATE HOUSEHOLD:</u>
	Y	Starred Elector
	X	Non-elector
		<u>INSTITUTION:</u>
	0	Starred Elector
	1	Selected by interviewer (additional)
		<u>NUMBER OF ELECTORS IN PRIVATE HOUSEHOLD</u>
73	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more

<u>Col.</u>	<u>Pos.</u>	<u>NUMBER OF NON-ELECTORS IN PRIVATE HOUSEHOLD</u>
74	0	None
	1	One
	2	Two
	3	Three
	4	Four
	5	Five
	6	Six
	7	Seven
	8	Eight
	9	Nine or more
75		<u>MASTHEAD BOOKLET USED</u>
		1, 2, 3, 4, 5, 6, 7, 8 (forward order)
		1X, 2X, 3X, 4X, 5X, 6X, 7X, 8X (reverse order)
76, 77, 78		Three digit interviewer number
79		<u>WEIGHTING CODES</u>
	1-6	For users who require to load with serial number within Card Class (see note below for details)
	7	Not used
	8	Non-electors weighted card) Both
	9	Age x Sex x Region weighted card) codes can apply
	9/0/1	Job identification

Note for loading with Serial Number within Card Class:

Original cards may be identified by:

- (i) No punch on Col. 79, i.e. Elector
- or (ii) Codes 8 and 1 on Col. 79, i.e. Non-elector

Duplicate cards are those carrying any combination of codes other than (i) or (ii) above. The sequence of duplicating these cards is indicated by codes 1-6.

NATIONAL READERSHIP SURVEY

CODE LIST

JULY-DECEMBER, 1969

CARD 1

(Reading Frequency and Intensity Data for all
Publications except Monthlies, also total
number of Other Evening Newspapers looked at
'Yesterday')

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

SUMMARY OF CHANGES SINCE
JANUARY-JUNE, 1969 CODE LIST

- 1 THE MIRROR MAGAZINE was included in the Survey from 1st October, 1969. Readership data has been recorded on the following Column and Code Numbers, which were formerly blank

Average Issue Readership	Card 0, Column 8, Code 4
Reading Frequency	Card 1, Column 21, Codes 4-9
Reading Intensity	Card 1, Column 35, Codes 4-9

- 2 "SIMULATED" AVERAGE ISSUE READERSHIP has not been punched for any publication during the second half of 1969. Card 0, Column 24 was therefore not used during this period

3. SAMPLING AREA CODE - AREA TYPE Additional codes 2, X, Y, 8 and 9 on Column 61, Card 0 have been used for internal purposes in connection with supplementary studies only Codes 0, 1, 4 and 7 denote Area Type, as before, and codes 3, 5 and 6 are spare

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 1

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1 - 5
Card Class Number	6
<u>Reading Frequency</u>	
Dailies	7 - 16
Any Other Evening Newspaper	17
London Evenings	18 - 19
Weekend Colour Magazines	20, 21
Sunday Newspapers	22 - 26
General Weekly Magazines	41 - 47
Women's Weekly Magazines	51 - 54
Quarterly Magazine	56
<u>Reading Intensity</u>	
Dailies	27 - 31
Any Other Evening Newspaper (also total looked at 'yesterday')	32
London Evenings	33
Weekend Colour Magazines	34, 35
Sunday Newspapers	36 - 40
General Weekly Magazines	57 - 63
Women's Weekly Magazines	67 - 70
Quarterly Magazine	72
<u>Registrar General's Classification of Occupations</u>	
Employment Status	73
3-digit Occupation Code	74 - 76
<u>Year of Interview</u>	77
<u>Weighting Codes</u>	79
<u>Job Identification</u>	80

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 1 (CARD CLASS 1)

<u>Col</u>	<u>Pos</u>	
1-5		Five Digit Serial Number
6	1	Card Class Number

READING FREQUENCY

DAILY MORNING AND LONDON EVENING NEWSPAPERS

		<u>Number of issues seen in an Average Week:</u>							
		<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
7	Daily Express	6	5	4	3	2	1	0	Y
8	Daily Mirror	6	5	4	3	2	1	0	Y
9	Daily Sketch	6	5	4	3	2	1	0	Y
10	Daily Mail	6	5	4	3	2	1	0	Y
11	The Times	6	5	4	3	2	1	0	Y
12	Daily Telegraph	6	5	4	3	2	1	0	Y
13	The Guardian	6	5	4	3	2	1	0	Y
14	Financial Times	6	5	4	3	2	1	0	Y
15	Daily Record (Scot)	6	5	4	3	2	1	0	Y
16	Sun	6	5	4	3	2	1	0	Y
17	Any other Evening Newspaper*	6	5	4	3	2	1	0	Y
18	E. Standard (London)	6	5	4	3	2	1	0	Y
19	E. News (London)	6	5	4	3	2	1	0	Y

WEEKEND COLOUR MAGAZINES

		<u>Number of Issues seen in an Average Month:</u>						
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>	
20	Observer Colour Magazine	Y	X	0	1	2	3	
	Sunday Times Colour Mag.	4	5	6	7	8	9	
21	Daily Telegraph Mag.	Y	X	0	1	2	3	
	The Mirror Magazine	4	5	6	7	8	9	

* Where more than one read or looked at, the Other Evening Newspaper with the highest reading frequency claim is recorded. If no Other Evening Newspaper has 1% or more household coverage in the area, no code is ringed on Col 17. Thus, position Y on Col. 17 indicates "None of those with 1% or more household coverage in the area".

Col

READING FREQUENCY (Continued)

SUNDAY NEWSPAPERS

		<u>Number of Issues seen in an Average Month:</u>					
		<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
22	Sunday Telegraph	Y	X	0	1	2	3
	News of the World	4	5	6	7	8	9
23	Sunday Times	Y	X	0	1	2	3
	Sunday Express	4	5	6	7	8	9
24	Sunday Mirror	Y	X	0	1	2	3
	Observer	4	5	6	7	8	9
25	People	Y	X	0	1	2	3
	Sunday Post	4	5	6	7	8	9
26	Sunday Mail	Y	X	0	1	2	3
	4 - 9 Spare						

READING INTENSITY

DAILY MORNING AND LONDON EVENING NEWSPAPERS

		<u>Picture chosen to indicate proportion read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
27	Daily Express	Y	X	0	1	2	3
	Daily Mirror	4	5	6	7	8	9
28	Daily Sketch	Y	X	0	1	2	3
	Daily Mail	4	5	6	7	8	9
29	The Times	Y	X	0	1	2	3
	Daily Telegraph	4	5	6	7	8	9
30	The Guardian	Y	X	0	1	2	3
	Financial Times	4	5	6	7	8	9
31	Daily Record (Scotland)	Y	X	0	1	2	3
	Sun	4	5	6	7	8	9
32	Any Other Evening Newspaper*	4	5	6	7	8	9
33	Evening Standard (London)	Y	X	0	1	2	3
	Evening News (London)	4	5	6	7	8	9

* Where more than one read or looked at, the Other Evening Newspaper with the highest reading frequency claim at Q.1 is the one for which the reading intensity claim is recorded at Q.3, Col. 32. The total number of Other Evening Newspapers looked at 'yesterday' is also coded on Col. 32 as follows:

Position: 0 = None of those with 1% or more household coverage in the area

- 1 = One
- 2 = Two
- 3 = Three
- X = Four or more

If no Other Evening Newspaper has 1% or more household coverage in the area, no code is ringed on Col. 32.

Col

READING INTENSITY (Continued)

WEEKEND COLOUR MAGAZINES

Picture chosen to indicate proportion read
or looked at:

	<u>None</u>					<u>Nearly all</u>
	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
34 Observer Colour Mag.	Y	X	0	1	2	3
Sunday Times Colour Mag.	4	5	6	7	8	9
35 D. Telegraph Magazine	Y	X	0	1	2	3
The Mirror Magazine	4	5	6	7	8	9

SUNDAY NEWSPAPERS

Picture chosen to indicate proportion read
or looked at:

	<u>None</u>					<u>Nearly all</u>
	<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
36 Sunday Telegraph	Y	X	0	1	2	3
News of the World	4	5	6	7	8	9
37 Sunday Times	Y	X	0	1	2	3
Sunday Express	4	5	6	7	8	9
38 Sunday Mirror	Y	X	0	1	2	3
Observer	4	5	6	7	8	9
39 People	Y	X	0	1	2	3
Sunday Post (Glasgow)	4	5	6	7	8	9
40 Sunday Mail (Glasgow)	Y	X	0	1	2	3
4 - 9 Spare						

READING FREQUENCY

Col

GENERAL WEEKLY MAGAZINES

Number of Issues read or looked at in an
Average Month:

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
41 Punch	Y	X	0	1	2	3
Reveille	4	5	6	7	8	9
42 Universe	Y	X	0	1	2	3
Christian Herald	4	5	6	7	8	9
43 TV Times	Y	X	0	1	2	3
Tit-Bits	4	5	6	7	8	9
44 Weekly News	Y	X	0	1	2	3
Weekend & Today	4	5	6	7	8	9
45 Parade	Y	X	0	1	2	3
Radio Times	4	5	6	7	8	9
46 Amateur Gardening	Y	X	0	1	2	3
Popular Gardening & Home Gardener	4	5	6	7	8	9
47 Garden News	Y	X	0	1	2	3
4-9 Spare						
48-50 SPARE COLUMNS						

Col.

READING FREQUENCY (Continued)

WOMEN'S WEEKLY MAGAZINES

Number of Issues read or looked at in an
Average Month:

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>Less than one</u>	<u>None</u>
51 Woman's Realm	Y	X	0	1	2	3
Petticoat	4	5	6	7	8	9
52 Woman	Y	X	0	1	2	3
Woman's Weekly	4	5	6	7	8	9
53 Woman's Own	Y	X	0	1	2	3
My Weekly	4	5	6	7	8	9
54 People's Friend	Y	X	0	1	2	3
4-9 Spare						
55 SPARE COLUMN						

QUARTERLY MAGAZINE

Number of Issues read or looked at in
previous 12 months:

	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
56 Drive	Y	X	0	1	3
2, 4 - 9 Spare					

READING INTENSITY

Col.

GENERAL WEEKLY MAGAZINES

Picture chosen to indicate proportion read
or looked at

		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
57	Punch Reveille	Y 4	X 5	0 6	1 7	2 8	3 9
58	Universe Christian Herald	Y 4	X 5	0 6	1 7	2 8	3 9
59	TV Times Tit-Bits	Y 4	X 5	0 6	1 7	2 8	3 9
60	Weekly News Weekend & Today	Y 4	X 5	0 6	1 7	2 8	3 9
61	Parade Radio Times	Y 4	X 5	0 6	1 7	2 8	3 9
62	Amateur Gardening Popular Gardening & Home Gardener	Y 4	X 5	0 6	1 7	2 8	3 9
63	Garden News 4-9 Spare	Y	X	0	1	2	3
64-66	SPARE COLUMNS						

Col

READING INTENSITY (Continued)

WOMEN'S WEEKLY MAGAZINES

		<u>Picture chosen to indicate proportion read or looked at</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
67	woman's Realm Petticoat/Trend	Y 4	X 5	0 6	1 7	2 8	3 9
68	Woman Woman's Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
69	Woman's Own My Weekly	Y 4	X 5	0 6	1 7	2 8	3 9
70	People's Friend 4-9 Spare	Y	X	0	1	2	3
71	SPARE COLUMN						

QUARTERLY MAGAZINE

		<u>Picture chosen to indicate proportion read or looked at</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
72	Drive 4 - 9 Spare	Y	X	0	1	2	3

REGISTRAR GENERAL'S CLASSIFICATION OF OCCUPATIONS

<u>Col</u>	<u>Pos</u>	<u>Employment Status</u>
73	Y	Self-employed - without employees
	λ	- with employees - Large establishments (25 or more)
	0	- with employees - Small establishments (24 or less)
	1	Employees - Managers - Large establishments (25 or more)
	2	- Managers - Small establishments (24 or less)
	3	- Foremen and Supervisors - Manual
	4	- Foremen and Supervisors - Non-manual
	5	- Apprentices, articled pupils, formal trainees
	6	- Family workers
	7	- Employees not elsewhere classified
	8	Not applicable
	9	Refused
74-76		<u>3-digit Occupation Code</u> (Registrar General's 1966 version)
	4/0/0	No occupation
	5/0/0	Refused
	-/-/X	Occupation code is that of a retired person (coded in addition to occupation code)
77		<u>YEAR OF INTERVIEW</u>
	Y/9	1st half 1969
	X/9	2nd half 1969
	Y/0	1st half 1970
78		SPARE COLUMN
79		Weighting Codes (as Card 0)
80	9/0/1	Job Identification

NATIONAL READERSHIP SURVEY

CODE LIST

JULY-DECEMBER, 1969

CARD 2

(Reading Frequency and Intensity Data for Monthly
Magazines)

Research Services Limited,
Cambridge House,
20/24 Broadwick Street,
London W1V 1FG

J.7000

SUMMARY OF CHANGES SINCE
JANUARY-JUNE, 1969 CODE LIST

1. THE MIRROR MAGAZINE was included in the Survey from 1st October, 1969. Readership data has been recorded on the following Column and Code Numbers, which were formerly blank.

Average Issue Readership	Card 0, Column 8, Code 4
Reading Frequency	Card 1, Column 21, Codes 4-9
Reading Intensity	Card 1, Column 35, Codes 4-9

2. "SIMULATED" AVERAGE ISSUE READERSHIP has not been punched for any publication during the second half of 1969. Card 0, Column 24 was therefore not used during this period.

3. SAMPLING AREA CODE - AREA TYPE. Additional codes 2, X, Y, 8 and 9 on Column 61, Card 0 have been used for internal purposes in connection with supplementary studies only. Codes 0, 1, 4 and 7 denote Area Type, as before, and codes 3, 5 and 6 are spare.

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 2

Summary of Card Layout

<u>Class of Information</u>	<u>Column Numbers</u>
Serial Number	1-5
Card Class Number	6
<u>Reading Frequency</u>	
General Monthly Magazines	7-22
Women's Monthly Magazines	24-47
<u>Reading Intensity</u>	
General Monthly Magazines	50-57
Women's Monthly Magazines	59-70
<u>Year of Interview</u>	77
<u>Weighting Codes</u>	79
<u>Job Identification</u>	80

N.B. Because of additions and transfers within sub-groups, the codes of individual monthlies differ from those used in 1968

NATIONAL READERSHIP SURVEY

CODE LIST

CARD 2 (CARD CLASS 2)

<u>Col.</u>	<u>Pos.</u>	
1-5		Five Digit Serial Number
6	2	Card Class Number

READING FREQUENCY

GENERAL MONTHLY MAGAZINES

		<u>Number of Issues read or looked at in last 6 months:</u>						
		<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
7	Pract. Householder	6	5	4	3	2	1	Y
8	Reader's Digest	6	5	4	3	2	1	Y
9	Men Only	6	5	4	3	2	1	Y
10	Photoplay	6	5	4	3	2	1	Y
11	Practical Motorist	6	5	4	3	2	1	Y
12	Do It Yourself	6	5	4	3	2	1	Y
13	Homemaker	6	5	4	3	2	1	Y
14	Car Mechanics	6	5	4	3	2	1	Y
15	ABC Film Review	6	5	4	3	2	1	Y
16	Penthouse	6	5	4	3	2	1	Y
17	Geographical Magazine	6	5	4	3	2	1	Y
18	Practical Gardening	6	5	4	3	2	1	Y
19	SPARE COLUMN							
20	Carnival	6	5	4	3	2	1	Y
21	Showguide	6	5	4	3	2	1	Y
22	National Geographic	6	5	4	3	2	1	Y
23	SPARE COLUMN							

Col.

READING FREQUENCY (Continued)

WOMEN'S MONTHLY MAGAZINES

Number of Issues read or looked at in past 6 months:

	<u>6</u>	<u>5</u>	<u>4</u>	<u>3</u>	<u>2</u>	<u>1</u>	<u>None</u>
24 Vogue	6	5	4	3	2	1	Y
25 My Home & Family	6	5	4	3	2	1	Y
26 True Romances	6	5	4	3	2	1	Y
27 Rave	6	5	4	3	2	1	Y
28 She	6	5	4	3	2	1	Y
29 Good Housekeeping	6	5	4	3	2	1	Y
30 Vanity Fair	6	5	4	3	2	1	Y
31 True Magazine	6	5	4	3	2	1	Y
32 Woman & Home	6	5	4	3	2	1	Y
33 True Story	6	5	4	3	2	1	Y
34 Woman's Home Journal	6	5	4	3	2	1	Y
35 Woman's Story	6	5	4	3	2	1	Y
36 Honey	6	5	4	3	2	1	Y
37 Flair	6	5	4	3	2	1	Y
38 Mother	6	5	4	3	2	1	Y
39 Family Circle	6	5	4	3	2	1	Y
40 Nova	6	5	4	3	2	1	Y
41 Annabel	6	5	4	3	2	1	Y
42 Hers	6	5	4	3	2	1	Y
43 Living	6	5	4	3	2	1	Y
44 Pins and Needles	6	5	4	3	2	1	Y
45 '19'	6	5	4	3	2	1	Y
46 Ideal Home	6	5	4	3	2	1	Y
47 Homes & Gardens	6	5	4	3	2	1	Y

48,49 SPARE COLUMNS

Col.

READING INTENSITY

GENERAL MONTHLY MAGAZINES

		<u>Picture chosen to indicate proportion</u>					
		<u>read or looked at:</u>					
		<u>None</u>					<u>Nearly all</u>
		<u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>F</u>
50	Practical Householder	Y	X	0	1	2	3
	Reader's Digest	4	5	6	7	8	9
51	Men Only	Y	X	0	1	2	3
	Photoplay	4	5	6	7	8	9
52	Practical Motorist	Y	X	0	1	2	3
	Do-it-Yourself	4	5	6	7	8	9
53	Homemaker	Y	X	0	1	2	3
	Car Mechanics	4	5	6	7	8	9
54	ABC Film Review	Y	X	0	1	2	3
	Penthouse	4	5	6	7	8	9
55	Geographical Magazine	Y	X	0	1	2	3
	Practical Gardening	4	5	6	7	8	9
56	Y-3 SPARE						
	Carnival	4	5	6	7	8	9
57	Showguide	Y	X	0	1	2	3
	National Geographic	4	5	6	7	8	9
58	SPARE COLUMN						

WOMEN'S MONTHLY MAGAZINES

Picture chosen to indicate proportion
read or looked at:

	<u>Picture chosen to indicate proportion read or looked at:</u>					
	<u>None</u> <u>A</u>	<u>B</u>	<u>C</u>	<u>D</u>	<u>E</u>	<u>Nearly all</u> <u>F</u>
59 Vogue	Y	X	0	1	2	3
My Home & Family	4	5	6	7	8	9
60 True Romances	Y	X	0	1	2	3
Rave	4	5	6	7	8	9
61 She	Y	X	0	1	2	3
Good Housekeeping	4	5	6	7	8	9
62 Vanity Fair	Y	X	0	1	2	3
True Magazine	4	5	6	7	8	9
63 Woman & Home	Y	X	0	1	2	3
True Story	4	5	6	7	8	9
64 Woman's Home Journal	Y	X	0	1	2	3
Woman's Story	4	5	6	7	8	9
65 Honey	Y	X	0	1	2	3
Flair	4	5	6	7	8	9
66 Mother	Y	X	0	1	2	3
Family Circle	4	5	6	7	8	9
67 Nova	Y	X	0	1	2	3
Annabel	4	5	6	7	8	9
68 Hers	Y	X	0	1	2	3
Living	4	5	6	7	8	9
69 Pins & Needles	Y	X	0	1	2	3
'19'	4	5	6	7	8	9
70 Ideal Home	Y	X	0	1	2	3
Homes & Gardens	4	5	6	7	8	9
71-76	Used for experimental purposes					
77	<u>YEAR OF INTERVIEW</u>					
	Y/9 1st half 1969					
	X/9 2nd half 1969					
	Y/0 1st half 1970					
78	SPARE COLUMN					
79	Weighting Codes (as Card 0)					
80	9/0/1 Job Identification					

NATIONAL READERSHIP SURVEY
WEIGHTED CONTROL FIGURES

JANUARY-JUNE, 1969

J.7000

September, 1969

Prepared for

JICNARS

Joint Industry Committee for National Readership Surveys

by

Research Services Limited

Cambridge House

20-24 Broadwick Street

London W1V 1FG

CONTENTS

WEIGHTED CONTROL FIGURES

FOR ALL ADULTS, MEN, WOMEN, FEMALE HOUSEWIVES, OTHER WOMEN

<u>Demographic:</u>	<u>Page</u>	<u>Average Issue Readership</u>	<u>Page</u>
Age Group	1	Daily Newspapers	3
Social Grade	1	Weekend Colour Magazines	3
Planning Region	1	Sunday Newspapers	3
Survey Region	1	General Weekly Magazines	4
Area Type	2	Women's Weekly Magazines	4
ITV Area	2	Quarterly Magazine	4
		General Monthly Magazines	5
		Women's Monthly Magazines	5

SERIAL NUMBERS

Informant serial numbers (Columns 1-5 on each Card Class) have been allocated within the following blocks:

<u>1st Quarter</u> (Sub-samples 1-3)	00,001-08,999
<u>2nd Quarter</u> (Sub-samples 4-6)	09,001-18,999

Weighted cards have the same serial number as the original card but are identified on Column 79 (See Code List for Jan-June 1969).

PUBLICATION NOTES

1. DAILY RECORD was asked about in Scotland only.
3. EVENING NEWS and EVENING STANDARD were asked about in the London, South Eastern and East Anglian planning regions only.
5. Two issues of VOGUE were published in March and April, 1969. The questioning and analysis were not amended to allow for these additional issues and the readership figures are thus not strictly comparable with those magazines which had only one issue each month.
6. One issue of VANITY FAIR was published in each of the six months January to June, 1969.
7. DRIVE was included in the survey experimentally from February 1st, 1968. DRIVE is the magazine of the Automobile Association and is the first quarterly publication to appear in the NRS. Note that the masthead for DRIVE always appeared last in the masthead booklets.

8. IDEAL HOME and HOMES & GARDENS are now treated in the report as Women's Monthly magazines.
9. Because of strikes in the printing trade during the period April-June, 1969, published figures for some publications are based on fieldwork carried out during the nine months July 1968 - March 1969. The duplicate sets of punched cards prepared for the use of data Hirers contain, in the second quarter of 1969, "simulated" average issue readership data for the strike-affected publications. This simulation process is aimed at bringing the average issue readership of these publications to the average of the preceding three quarters. It makes it unnecessary for data Hirers to alter their programs when making analyses covering the strike-affected period. The publications so treated are:

SUNDAY TIMES COLOUR MAGAZINE
SUNDAY TIMES
TITBITS
TV TIMES
WOMAN'S OWN
PRACTICAL HOUSEHOLDER
HONEY
FLAIR
NOVA
LIVING
VANITY FAIR.

Cards containing simulated data are punched on Column 24, Card Class 0, with the appropriate code(s) for the publication(s) so treated. (See Code List for January-June, 1969).

The May, June and July, 1969, issues of SHE were all published late owing to the printing strike. No simulation process was applied to the average issue readership data for SHE on the punched cards and the published figures for this magazine are based on the full twelve-months' period. JICNARS NRS Bulletin No. 12 refers, and estimates for SHE based on nine months' data will be published in a later Bulletin.

10. Any Other Evening Newspaper is the net readership of evening newspapers other than the two London evenings. Informants who said they read or looked at one or more evening newspapers "yesterday" (or "Saturday" for Monday interviews) were coded as readers of Any Other Evening Newspaper at Question 2. The interviewer's masthead booklet contains the mast-heads of all evening newspapers which circulate in the polling district in which she is working, provided they have a household coverage of at least 1% in that area.

WEIGHTED CONTROL FIGURES

Punch-card weighted pack

FIRST HALF 1969 (January-June, 1969)

CARD CLASS 0		TOTAL	ALL ADULTS	MEN	WOMEN	FEMALE HOUSE-WIVES	OTHER WOMEN
Col.	Code		16600	7921	8679	7393	1286
		<u>Age Group:</u>					
38	Y	16-24	2947	1488	1459	588	871
	X	25-34	2695	1370	1325	1246	79
	0	35-44	2751	1390	1361	1300	61
	1	45-54	2805	1376	1429	1397	32
	2	55-64	2644	1249	1395	1348	47
	3	65 or over	2758	1048	1710	1514	196
		<u>Social Grade:</u>					
58	Y	A	385	180	205	177	28
	X	B	1605	772	833	717	116
	0	C1	4063	1928	2135	1834	301
	1	C2	4976	2594	2382	2011	371
	2	D	4214	2013	2201	1812	389
	3	E	1357	434	923	842	81
		<u>Planning Region:</u>					
60	1	North	1027	500	527	455	72
	2	North West	2078	978	1100	932	168
	3	Yorkshire & Humberside	1480	705	775	660	115
	4	West Midlands	1596	785	811	694	117
	5	East Midlands	985	478	507	446	61
	6	East Anglia	563	285	278	236	42
	7	South West	1107	520	587	499	88
	8	South East	2978	1400	1578	1383	195
	9	Greater London	2396	1133	1263	1056	207
	0	Wales	890	436	454	375	79
	X	Scotland	1500	701	799	657	142
		<u>Survey Region:</u>					
60	6,8,9	London & South East	5937	2818	3119	2675	444
	7,0	South West & Wales	1997	956	1041	874	167
	4,5	Midland	2581	1263	1318	1140	178
	2	North West	2078	978	1100	932	168
	1,3	North East & North	2507	1205	1302	1115	187
	X	Scotland	1500	701	799	657	142

CARD CLASS		TOTAL	ALL ADULTS	MEN	WOMEN	FEMALE HOUSE-WIVES	OTHER WOMEN
Col.	Code		16600	7921	8679	7393	1286
61	0	<u>Area Type:</u> All Conurbations other than Merseyside	5201	2452	2749	2310	439
	1	Merseyside Conurbation	422	183	239	201	38
	4	Other Urban	7513	3572	3941	3397	544
	7	Rural	3464	1714	1750	1485	265
66	1	<u>ITV Area:</u> Border	301	146	155	133	22
	2	North East	853	415	438	375	63
	0	Northern (Yorkshire)	2451	1174	1277	1089	188
	3	Northern (Lancashire)	2426	1141	1285	1096	189
	4	Midlands	2920	1425	1495	1286	209
	5	Anglia	1442	708	734	637	97
	6	London	4674	2215	2459	2114	345
	7	Southern	1390	646	744	652	92
	8	Wales & West	1591	760	831	695	136
	9	South West	474	212	262	220	42
	X	North East Scotland	425	207	218	184	34
Y	Central Scotland	1215	566	649	531	118	
65	X	No ITV in area	170	80	90	74	16

AVERAGE ISSUE READERSHIP

CARD CLASS 0			ALL ADULTS	MEN	WOMEN	FEMALE HOUSE-WIVES	OTHER WOMEN	
Col.	Code	TOTAL	16600	7921	8679	7393	1286	
		<u>Daily Newspapers</u> <u>looked at 'yesterday'</u>						
7	Y	Daily Express	4402	2481	1921	1637	284	
	X	Daily Mirror	6114	3359	2755	2271	484	
	1	Daily Sketch	1308	792	516	410	106	
	2	Daily Mail	2317	1309	1008	856	152	
	3	The Times	529	312	217	172	45	
	4	Daily Telegraph	1479	816	663	563	100	
	5	The Guardian	377	219	158	130	28	
	6	Financial Times	308	220	88	60	28	
	7	Daily Record	640	329	311	244	67	
	8	Sun	1346	837	509	436	73	
	9	Any Other Evening Newspaper	10	7149	3586	3563	3010	553
8	Y	Evening Standard	3	689	409	280	238	42
	X	Evening News	3	1289	756	533	447	86
		<u>Weekend Colour Magazines</u> <u>looked at in last 7 days:</u>						
	1	Observer Colour Magazine	1276	694	582	464	118	
	2	Sunday Times Colour Magazine	9	1752	926	826	668	158
	3	Daily Telegraph Magazine	1691	930	761	638	123	
		<u>Sunday Newspapers</u> <u>looked at in last 7 days:</u>						
9	Y	Sunday Telegraph	889	476	413	360	53	
	X	News of the World	6687	3498	3189	2690	499	
	1	Sunday Times	9	1588	852	736	615	121
	2	Sunday Express	4540	2234	2306	1980	326	
	3	Sunday Mirror	5718	2995	2723	2236	487	
	4	Observer	1066	560	506	424	82	
	5	People	6414	3328	3086	2596	490	
	6	Sunday Post	1845	875	970	827	143	
	7	Sunday Mail	879	430	449	362	87	

AVERAGE ISSUE READERSHIP

CARD CLASS 0			ALL ADULTS	MEN	WOMEN	FEMALE HOUSE-WIVES	OTHER WOMEN
Col.	Code	TOTAL	16600	7921	8679	7393	1286
		<u>General Weekly Magazines</u> <u>looked at in last 7 days.</u>					
10	Y	Punch	490	328	162	114	48
	X	Reveille	2300	1247	1053	855	198
	1	Universe & Catholic Times	269	120	149	111	38
	2	Christian Herald	107	30	77	65	12
	3	T.V. Times	4383	2068	2315	1932	383
	4	Titbits	1058	602	456	366	90
	5	Weekly News	1640	744	896	742	154
	6	Weekend & Today	2273	1162	1111	860	251
	7	Parade	345	270	75	68	7
	8	Radio Times	4450	2091	2359	1998	361
	9	Amateur Gardening	628	351	277	256	21
11	Y	Popular Gardening & Home Gardener	428	255	173	159	14
	X	Garden News	188	121	67	60	7
		<u>Women's Weekly Magazines</u> <u>looked at in last 7 days:</u>					
	7	Woman's Realm	2199	381	1818	1493	325
	8	Petticoat	260	44	216	85	131
	9	Woman	3924	770	3154	2546	608
12	Y	Woman's Weekly	1887	307	1580	1350	230
	X	Woman's Own	3486	762	2724	2204	520
	1	My Weekly	1002	138	864	734	130
	2	People's Friend	581	97	484	425	59
		<u>Quarterly Magazine</u> <u>looked at in last 12 months</u>					
	5	Drive	3683	2261	1422	1196	226

AVERAGE ISSUE READERSHIP

CARD CLASS		TOTAL	ALL ADULTS	MEN	WOMEN	FEMALE HOUSEWIVES	OTHER WOMEN	
Col.	Code		16600	7921	8679	7393	1286	
		<u>General Monthly Magazines</u>						
		<u>looked at in last 4 weeks</u>						
13	Y	Practical Householder	9	1044	688	356	326	30
	X	Reader's Digest		3622	1905	1717	1422	295
	1	Men Only		261	211	50	44	6
	2	Photoplay		181	101	80	61	19
	3	Practical Motorist		1346	1106	240	205	35
	4	Do It Yourself		1320	839	481	428	53
	5	Homemaker		545	273	272	241	31
	6	Car Mechanics		1107	925	182	150	32
	7	ABC Film Review		788	458	330	184	146
	8	Penthouse		300	250	50	40	10
	9	Geographical Magazine		398	238	160	103	57
14	Y	Practical Gardening		786	475	311	278	33
	1	Carnival		247	211	36	26	10
	2	Showguide		240	145	95	38	57
	3	National Geographic		529	358	171	121	50
		<u>Women's Monthly Magazines</u>						
		<u>looked at in last 4 weeks:</u>						
	5	Vogue	5	1289	243	1046	847	199
	6	My Home & Family		383	61	322	288	34
	7	True Romances		1123	184	939	704	235
	8	Rave		272	106	166	71	95
	9	She (see last paragraph of Note 9)		881	223	658	539	119
15	Y	Good Housekeeping		1128	267	861	766	95
	X	Vanity Fair	6 9	391	74	317	227	90
	1	True Magazine		756	142	614	456	158
	2	Woman & Home		1423	221	1202	1050	152
	3	True Story		1153	236	917	732	185
	4	Woman's Home Journal		473	96	377	336	41
	5	Woman's Story		198	30	168	131	37
	6	Honey	9	541	83	458	225	233
	7	Flair	9	463	61	402	298	104
	8	Mother		282	62	220	206	14
	9	Family Circle		1679	369	1310	1104	206
16	Y	Nova	9	478	175	303	218	85
	X	Annabel		411	70	341	235	106
	1	Hers		219	47	172	129	43
	2	Living	9	388	91	297	241	56
	3	Pins & Needles		392	43	349	309	40
	4	'19'		423	79	344	125	219
	5	Ideal Home	8	1261	440	821	709	112
	6	Homes & Gardens	8	995	313	682	610	72

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NATIONAL READERSHIP SURVEY
WEIGHTED CONTROL FIGURES

JULY-DECEMBER, 1969

J.7000

February 1970

Prepared for

JICNARS

Joint Industry Committee for National Readership Surveys

by

Research Services Limited

Cambridge House,

20-24, Broadwick Street,

London W1V 1FG

CONTENTS

WEIGHTED CONTROL FIGURES

FOR ALL ADULTS, MEN, WOMEN, FEMALE HOUSEWIVES, OTHER WOMEN

<u>Demographic:</u>	<u>Page</u>	<u>Average Issue Readership:</u>	<u>Page</u>
Age Group	1	Daily Newspapers	3
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Area Type	2	Women's Weekly Magazines	4
ITV Area	2	Quarterly Magazine	4
		General Monthly Magazines	5
		Women's Monthly Magazines	6

SERIAL NUMBERS

Informant serial numbers (Columns 1-5 on each Card Class) have been allocated within the following blocks:

3rd Quarter
(Sub-samples 7-9) 19,001-28,999

4th Quarter
(Sub-samples 0-Y) 29,001-38,999

Weighted cards have the same serial number as the original card but are identified on Column 79 (See Code List for July-Dec 1969).

PUBLICATION NOTES

1. DAILY RECORD was asked about in Scotland only.
3. EVENING NEWS and EVENING STANDARD were asked about in the London, South Eastern and East Anglian planning regions only
5. Two issues of VOGUE were published in March, April, September and October 1969. The questioning and analysis were not amended to allow for these additional issues and the readership figures are thus not strictly comparable with those magazines which had only one issue each month.
7. DRIVE was included in the survey experimentally from February 1st, 1968. DRIVE is the magazine of the Automobile Association and is the first quarterly publication to appear in the NRS. Note that the masthead for DRIVE always appeared last in the masthead booklets
9. Because of strikes in the printing trade during the period April-June 1969, the duplicate sets of punched cards for the first half of 1969 contained some "simulated" average issue readership data for the strike-affected publications. There has been no simulation process applied to punched cards for the period July-December, 1969. (See Code List for January-June 1969 page 11).

10. Any Other Evening Newspaper is the net readership of evening newspapers other than the two London evenings. Informants who said they read or looked at one or more evening newspapers "yesterday" (or "Saturday" for Monday interviews) were coded as readers of Any Other Evening Newspaper at Question 2. The interviewer's masthead booklet contains the mastheads of all evening newspapers which circulate in the polling district in which she is working, provided they have a household coverage of at least 1% in that area

\$ The SUN underwent a complete change of ownership and of style with effect from 17th November, 1969. The data of the SUN presented in this report relate to the whole twelve months from January to December, 1969, and therefore largely reflect the readership of the old SUN. As soon as sufficient data have been collected for the new SUN, JICNARS will consider publishing them in the form of a bulletin

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTED PACK
JULY-DEC 1969

	ALL ADULTS	MEN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS 0	
	WEIGHTED BASE					Col. Code	
<u>AGE</u>	16-24	2950	1488	1462	617	845	38 Y
	25-34	2706	1374	1332	1245	87	X
	35-44	2728	1378	1350	1297	53	0
	45-54	2796	1371	1425	1378	47	1
	55-64	2644	1248	1396	1344	52	2
	65 OR OVER	2776	1054	1722	1533	189	3
<u>SOCIAL GRADE</u>	A	302	127	175	146	29	58 Y
	B	1659	829	830	717	113	X
	C1	4102	1899	2203	1844	359	0
	C2	5072	2616	2456	2098	358	1
	D	4060	2026	2034	1706	328	2
	E	1405	416	989	903	86	3
<u>PLANING REGION</u>	NORTH	979	456	523	445	78	60 1
	NORTH WEST	2074	978	1096	925	171	2
	YORKSHIRE & HUMBERSIDE	1529	750	779	684	95	3
	WEST MIDLANDS	1478	701	777	666	111	4
	EAST MIDLANDS	1104	561	543	453	90	5
	EAST ANGLIA	541	229	312	274	38	6
	SOUTH WEST	1158	546	612	539	73	7
	SOUTH EAST	3008	1417	1591	1378	213	8
	GREATER LONDON	2384	1167	1217	1022	195	9
	WALES	847	408	439	359	80	0
	SCOTLAND	1498	700	798	669	129	X

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTED PACK
JULY-DEC 1969

	ALL ADULTS	MEN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS O	
						Col	Code
WEIGHTED BASE	16600	7913	6687	7414	1273		
<u>SURVEY REGION</u> LON S.EAST	5933	2813	3120	2674	446	60	6,8,9
SW & WALES	2005	954	1051	898	153		7,0
MIDLAND	2582	1262	1320	1119	201		4,5
NORTH WEST	2074	978	1096	925	171		2
NORTH EAST & NORTH	2508	1206	1302	1129	173		1,3
SCOTLAND	1498	700	798	669	129		X
<u>AREA TYPE</u> CONURBATION	5097	2452	2645	2248	397	61	0
MERSEYSIDE CONURBATION	365	161	204	174	30		1
OTHER URBAN	7557	3599	3958	3372	586		4
RURAL	3581	1701	1880	1620	260		7
<u>I T V AREA</u> BORDER	220	101	119	97	22	66	1
NORTH EAST	740	359	381	328	53		2
NORTHERN (LANCS)	2433	1147	1286	1080	206		3
MIDLANDS	2683	1395	1488	1271	217		4
ANGLIA	1380	618	762	665	97		5
LONDON	4487	2185	2302	1964	338		6
SOUTHERN	1704	778	926	808	116		7
WALES & WEST	1500	727	773	655	118		8
SOUTH WEST	543	263	280	251	29		9
NORTH EAST SCOTLAND	548	254	294	240	54		X
CENTRAL SCOTLAND	1297	608	689	576	113		Y
NORTHERN	2444	1200	1244	1062	182		0
NO ITV RECEPTION	122	47	75	66	9	65	X

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTED PACK
JULY-DEC 1969

		ALL ADULTS	MEN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS 0	
							Col	Code
	WEIGHTED BASE	16500	7913	8687	7414	1273		
<u>DAILY</u>	DAILY EXPRESS	4195	2341	1854	1562	292	7	Y
<u>NEWSPAPERS</u>	DAILY MIRROR	6162	3312	2850	2362	488		X
	DAILY SKETCH	1225	745	480	401	79		1
	DAILY MAIL	2081	1127	954	785	169		2
	THE TIMES	522	308	214	159	55		3
	DAILY TELEGRAPH	1415	778	637	536	101		4
	THE GUARDIAN	338	199	139	114	25		5
	FINANCIAL TIMES	263	195	68	47	21		6
1)	DAILY RECORD	588	319	269	226	43		7
\$	SUN	1406	846	560	471	89		8
10)	ANY OTHER EVENING	6928	3451	3477	2952	525		9
3)	EVENING STANDARD	674	373	301	244	57	8	Y
3)	EVENING NEWS	1172	664	508	429	79		X
<u>WEEKEND</u>	OBSERVER COLOUR MAGAZINE	1207	661	546	424	122		1
<u>COLOUR</u>	S. TIMES COLOUR MAGAZINE	1725	898	827	675	152		2
<u>SUPPLEMENTS</u>	DAILY TELEGRAPH MAGAZINE	1506	879	627	523	104		3
9)	THE MIRROR MAGAZINE	2443	1314	1129	930	199		4
<u>SUNDAY</u>	SUNDAY TELEGRAPH	844	462	382	322	60	9	Y
<u>NEWSPAPERS</u>	NEWS OF THE WORLD	6659	3508	3151	2660	491		X
9)	SUNDAY TIMES	1662	873	789	658	131		1
	SUNDAY EXPRESS	4311	2140	2171	1827	344		2
	SUNDAY MIRROR	5745	2923	2822	2344	478		3
	OBSERVER	998	547	451	367	84		4
	PEOPLE	6265	3238	3027	2566	461		5
	SUNDAY POST	1859	880	979	817	162		6
	SUNDAY MAIL	899	456	443	358	85		7

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTED PACK
JULY-DEC 1969

		ALL ADULTS	MEN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS O	
							Col	Code
	WEIGHTED BASE	16600	7913	8687	7414	1273		
<u>GENERAL WEEKLY PUBLICATIONS</u>	PUNCH	367	234	133	95	38	10	Y
	REVEILL	2190	1176	1014	864	150		X
	UNIVERSE & CATHOLIC TIMES	279	112	167	117	50		1
	CHRISTIAN HERALD	115	44	71	64	7		2
9)	T.V. TIMES	4043	1952	2091	1703	388		3
9)	TIT-BITS	1099	597	502	402	100		4
	WEEKLY NEWS	1708	788	920	790	130		5
	WEEKEND & TODAY	2261	1106	1155	904	251		6
	PARADE	293	230	63	42	21		7
	RADIO TIMES	4100	1954	2146	1788	358		8
	AMATEUR GARDENING	560	316	244	224	20		9
	POPULAR GARDENING & HOME G.	397	227	170	153	17	11	Y
	GARDEN NEWS	160	104	56	51	5		X
<u>WOMEN'S WEEKLY PUBLICATIONS</u>	WOMAN'S REALM	1971	355	1616	1350	266		7
	PETTICOAT	296	52	244	92	152		8
	WOMAN	3774	775	2999	2436	563		9
	WOMAN'S WEEKLY	1841	321	1520	1263	257	12	Y
9)	WOMAN'S OWN	3320	715	2605	2108	497		X
	MY WEEKLY	1048	152	896	753	143		1
	PEOPLE'S FRIEND	554	108	446	381	65		2
<u>QUARTERLY MAGAZINE</u>	7) DRIVE	3702	2194	1508	1253	255		5

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTLD PACK
JULY-DEC 1969

		ALL ADULTS	MEN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS 0	
							Col	Code
WEIGHTLD BASE		16600	7913	8687	7414	1273		
<u>GENERAL</u> <u>MONTHLY</u> <u>MAGAZINES</u>	9) PRACTICAL HOUSEHOLDER	899	583	316	283	30	13	Y
	READER'S DIGEST	3549	1880	1669	1363	306		X
	MEN ONLY	277	217	60	50	10		1
	PHOTOPLAY	174	90	84	58	26		2
	PRACTICAL MOTORIST	1330	1050	280	222	58		3
	DO IT YOURSELF	1232	759	473	415	58		4
	HOMEMAKER	509	269	240	211	29		5
	CAR MECHANICS	1059	877	182	148	34		6
	ABC FILM REVIEW	800	434	366	221	145		7
	PENTHOUSE	314	255	59	49	10	8	
	GEOGRAPHICAL MAGAZINE	313	201	112	75	37	9	
	PRACTICAL GARDENING	724	428	296	261	35	14	Y
	CARNIVAL	269	211	58	43	15		1
	SHOWGUIDE	281	148	133	62	71		2
NATIONAL GEOGRAPHIC	451	318	133	98	35	3		

WEIGHTED CONTROL FIGURES
PUNCH-CARD WEIGHTED PACK
JULY-DEC 1969

		ALL ADULTS	MLN	WOMEN	FEMALE HOUSE WIVES	OTHER WOMEN	CARD CLASS 0		
								Col	Code
WEIGHTED BASE		16600	7913	8687	7414	1273			
<u>WOMEN'S</u> <u>MONTHLY</u> <u>MAGAZINES</u>	5) VOGUE	1204	224	980	760	215	14		5
	MY HOME & FAMILY	337	44	293	257	36			6
TRUE ROMANCES	1146	192	954	732	222	7			
	RAVE	289	106	183	62	121			8
9)	SHE	944	255	689	551	158			9
	GOOD HOUSEKEEPING	1049	227	822	718	104	15		Y
9)	VANITY FAIR	352	59	293	221	72			X
	TRUE MAGAZINE	797	173	624	461	163			1
	WOMAN & HOME	1314	219	1095	951	144			2
	TRUE STORY	1160	251	909	710	199			3
	WOMAN'S HOME JOURNAL	379	67	312	272	40			4
	WOMAN'S STORY	242	30	212	152	60			5
9)	HONEY	575	92	483	240	243			6
9)	FLAIR	445	46	399	292	107			7
	MOTHER	241	50	191	167	24	8		
	FAMILY CIRCLE	1660	402	1258	1065	193	9		
9)	NOVA	458	165	293	211	82	16		Y
	ANNABEL	437	82	355	245	107			X
	HERS	267	43	224	153	71			1
9)	LIVING	430	97	333	280	53			2
	PINS & NEEDLES	387	40	347	287	60			3
	'19'	474	94	380	123	257			4
	IDEAL HOME	1114	367	727	616	111	5		
	HOMES & GARDENS	880	278	602	535	67	6		