

Technical appendix

1.1. Introduction

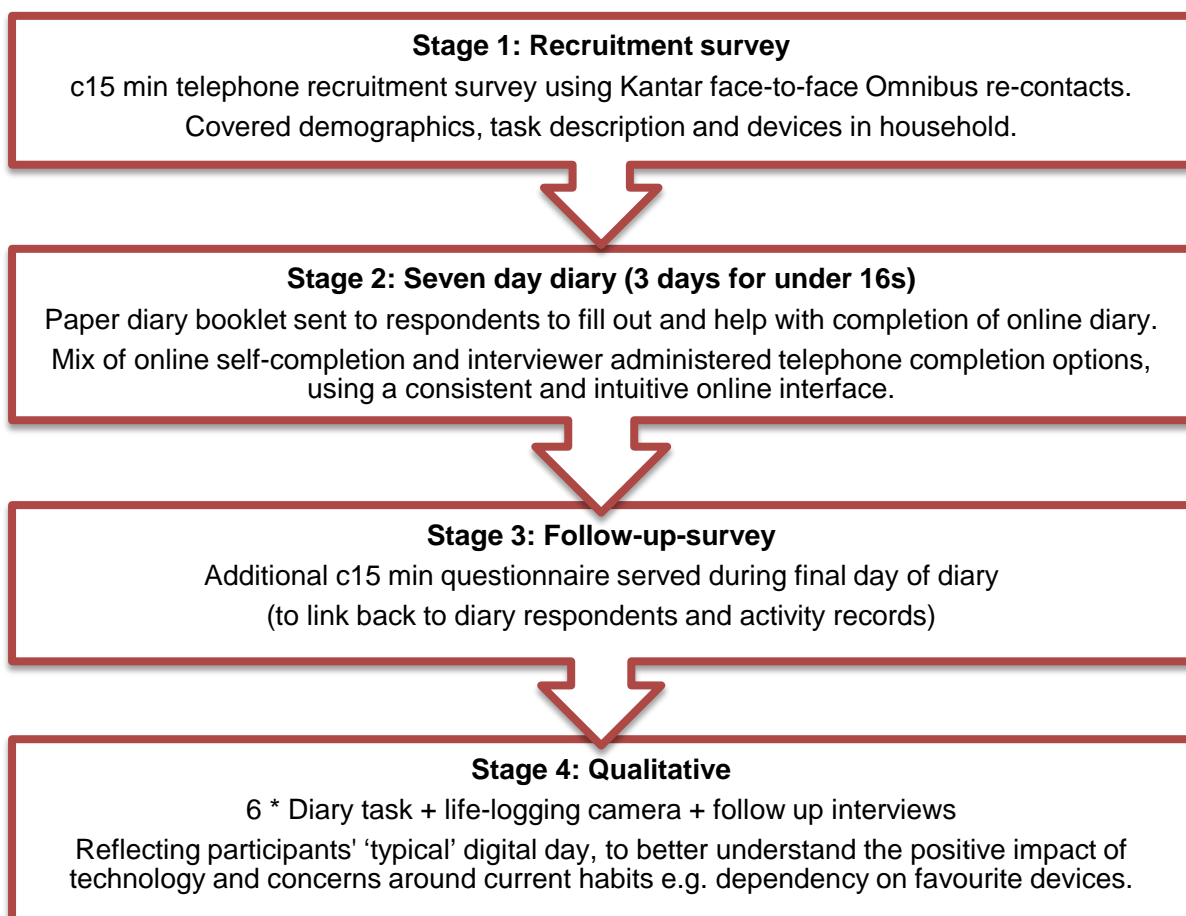
This appendix contains the approach, survey material, and specific analysis used for the Digital Day research project among UK adults aged 16+. The study set out to primarily explore the media and communications behaviours of UK adults aged 16+ over a continuous seven day period. However, we also invited a subset of these adults to consent to their children aged between 6 and 15 years old to fill in a three day diary, with their guidance.

1.2. Overview

A sample, comprising 1,644 UK adults aged 16+, was recruited via telephone using Kantar's **face-to-face Omnibus re-contact sample**. This is a sample of people who had agreed to be re-contacted by telephone when they took part in a face-to-face Omnibus study. The end data was weighted to be nationally-representative, taking into account boosts within the individual nations (Scotland, Wales, Northern Ireland), and children aged 6-15.

The research took place from February to April 2014, with four weeks of 7-day diary completion recording activity from Tuesday to Monday each time. The project carried consistent branding for respondents, and was entitled 'My Media Week.'

The four core stages of the project (following piloting) are summarised in the following flow diagram, and discussed in more depth in the subsequent sections of this document:



1.3. Piloting

A pilot was conducted prior to the main stage fieldwork to test comprehension and usability of the online and print materials used in the project. The project materials tested included participant welcome letters and instructions, the paper diary as an aide, and the online diary.

The sample for the pilot covered a range of households, including six individual participants and five households with parent and child participants. There was a demographic mix across the 11 households to ensure sufficient coverage of variables such as age and gender. Where children participated, there was a mix of primary and secondary school age participants to test comprehension, usability, and compliance. A mix of 3 and 7 day diaries were set across the sample to gauge compliance and participant attitudes towards the duration of the task.

The pilot sample is summarised in the table below:

Pilot no.	Description	Diary duration
1	Parent + primary 6-8 year old	3-day
2	Parent + primary 9-11 year old	3-day
3	Parent + primary 11-13 year old	3-day
4	Parent + primary 11-13 year old	7-day
5	Parent + secondary 14-15 year old	3-day
6	Male 16-34	3-day
7	Male 35-54	7-day
8	Male 55+	3-day
9	Female 16-34	7-day
10	Female 35-54	3-day
11	Female 55+ (no internet access)	3-day

The pilot task reflected the design for the main stage fieldwork, with participants sent welcome letters, instructions and the paper diary, and invited to complete the *My Media Week* diary over 3 or 7 days. Ten of the households completed the diary online, with one participant (Female 55+) completing the diary task via daily telephone interviews.

Participants were provided with a feedback booklet, to note down in-the-moment observations about the project materials and tasks. The feedback booklet allowed participants to record anything they found difficult to understand and any aspects of the online element that proved difficult to use. In addition, having completed the diary, each household participated in a telephone interview to discuss their experiences and provide feedback.

1.4. Stage 1: Recruitment survey

The recruitment fieldwork period took place over six weeks between 20th February – 2nd April 2014 in four waves, a week prior to each of the diary start days. It was structured in this way to enable effective quota management of those recruited and also to ensure there was only a small gap between recruitment and the start of the respondent's diary.

In addition to adults aged 16+ being recruited through this survey, children aged 6-15 were also recruited from the same households (where the adult had already agreed to take part). This not only had cost benefits but also increased engagement with the task in hand, since the child had the adult to help out and the adult had additional motivation to comply fully with the task. Only one child was recruited per household.

The recruitment survey generally lasted around 15 minutes and covered the following:

- *Introduction:* Respondent (re-contact) name check brief description of the survey.
- *Quota demographics:* gender, age, working status, technology own and frequency of use.
- *Recruitment:* Explanation of task, incentives on offer, willingness to take part, method of diary completion and dates they wanted to complete the diary, if they were available during the diary week coming up.
- *Device ownership, claimed usage and locations:* TV sets and connected devices, Radio, Computing devices (including tablets), Telephones (landline and mobile), Internet connection and usage, Other devices.
- *Recruitment of child:* Presence of child between 6-15 in household, consent from parent/guardian allowing child to take part.
- *Additional demographics, contact details and next steps:* Ethnicity, household income, postal address, phone number, email address and basic information on what to expect and when they would be contacted.

All individual questionnaires described in this technical appendix are available in the following embedded document (Click icon to open pdf):



Digital Day all
questionnaires.pdf

Recruitment sample sizes

4723 respondents in total (including both adults 16+ and children aged 6-15) were recruited to take part in the task over the four diary weeks. This broke down into the following quota groups:

QUOTAS	Recruits
NATIONS (ADULTS AGED 16+)	3817
England	2000
Scotland	602
Wales	579
N Ireland	636
ADULTS AGED 16+	3817
Male	1704
Female	2113
16-34	834
35-54*	1698
55+	1285
ABC1	2024
C2DE	1793
CHILDREN	906
Primary 6-11	468
Secondary 11-15	438

*Note that the mid-age group target was re-proportioned to account for the boost of children (the high majority of parents of children aged 6-15 – 70% - are in this age bracket)

Respondent packs

Each respondent that agreed to take part in the study during the recruitment survey, was sent a pack with the following enclosed:

- **A Cover Letter:** This detailed the respondent's specific diary dates, the link to the online diary and their username and password to enter the online diary. If a child in the household was also completing the diary with the adult, we included the three specific days (two week days and one weekend day) the child needed to complete (within the adults diary week), as well as the child's username and password. The helpdesk email address and telephone number were also included.
- **An Instruction Booklet:** This contained details on how to complete the research, on transferring their records (and those of their child) online or by telephone, and other frequently asked questions.
- **A 7-day Paper Diary:** This was the A5 paper diary we asked respondents aged 16+ to use to record their activities throughout the day to help them remember what they had done and when. This is described in more detail in Section 1.5.
- **A 3-day Paper Diary:** This was included in packs where a child (aged 6-15) was also completing the online diary. This was to be used to record the child's activities throughout the day.
- **Note pad:** This small booklet was included for Primary school children (aged 6-11) to use to make notes on their activities throughout the day, and potentially help the parent/guardian to enter the child's 3-day paper diary and record their activities online.

Incentives

Naturally, the task we were asking respondents to do was fairly demanding for a research project. In order to encourage participation, respondents were incentivised for completing the study and were asked to choose between an Amazon Certificate or a Love2Shop voucher. The denominations offered were dependent on the ages of the respondents:

- Primary School (6-11 year olds): £10
- Secondary School (11-15 year olds): £20
- 16-24 year olds: £45
- 25+ years: £35

Incentives were then sent out by post on completion.

Helpdesk

In order to help respondents complete the task, we set up a dedicated respondent helpdesk (telephone and email). This was manned by the execs working on the project, and was communicated via the introductory cover letter sent with the diary. Issues were resolved immediately where possible (during office hours). As part of the telephone helpdesk there was a voicemail service set up to allow respondents to leave messages 24 hours a day.

Reminders

At the end of the recruitment survey, respondents were asked whether they wanted to be sent reminders via email (if they had email addresses) or a text reminder (if they had a mobile phone). Depending on the method, respondents were either sent an email or text reminder 2 days before the beginning of their diary to check that they received their packs and to give them the opportunity to contact us to answer any questions.

In addition to this, a daily reminder was sent to remind respondents to fill in their online diary daily and to continue to use their paper diary to note their activities (See Section 1.5 for more details on the diary task itself).

1.5. Stage 2: The diary

The diary task took place across four waves/weeks between 5th March – 15th April, all of which ran from Tuesday to Monday for consistency.

It consisted of two elements - 1) A paper diary aide, and 2) An online diary interface/website.

1) The paper diary aide

A paper diary was sent to all respondents to help recollection while completing the online diary. The booklet was A5 in size and carefully designed to allow for maximum portability. It was also kept to a format that would be consistent with the online diary interface.

Screenshots of the paper diary are shown below:



Please use the guide below to fill in your Media Week Diary

	6.00 (6AM)	DAY 1 – WEDNESDAY	18.00 (6PM)	18.00 (6PM)	MIDNIGHT	6.00 (6AM)
ACTIVITIES						
WATCHED						
1. TV (live – at the time it is broadcast)						
2. Recorded TV (programmes/files saved on your personal digital recorder using e.g. Sky+ or iRecorder)						
3. On demand / catch up TV or films (files) e.g. BBC iPlayer, i40, Sky on demand						
4. Downloaded or streamed TV or films (paid-for) e.g. Lovefilm instant, Netflix, iTunes, iTunes						
5. TV or films on DVD, Blu-ray, VHS video						
6. Short online video clips on e.g. YouTube, news sites (including through Social Networking sites)						
LISTENED TO						
7. Radio (at the time of broadcast)						
8. On-demand/“listen again” radio programmes or podcasts						
9. Personal digital music or audio collection (e.g. on an iPod, smartphone, computer etc.)						
10. Streamed online music (e.g. Spotify, Last.fm)						
11. Personal music collection on CD, Vinyl record or cassette tapes						
12. Music videos (i.e. music video channels or sites that you mainly used for background listening such as through YouTube or on MTV)						
COMMUNICATED						
13. Through a Social Networking site e.g. Facebook, Twitter (excluding checking updates)						
14. By Instant Messaging (e.g. MSN, WhatsApp, BBM)						
15. By email (reading or writing emails)						
16. By text message (SMS), including iMessage, reading or writing)						
17. By photo or video messages (MMS, viewing or sending) or Snapchat						
18. By phone call						
19. By video calls (including Skype, FaceTime, etc)						
READ/ BROWSED/ USED						
20. Games (on an electronic device e.g. phone, games console)						
21. A newspaper/website (printed or on/digital including apps)						
22. A magazine/website (printed or on/digital including apps)						
23. Other online news (not through a newspaper site e.g. BBC News, Sky News)						
24. Sports news updates (not through a newspaper site)						
25. A book (printed or eBook)						
26. Online shopping or tabling sites/app						
27. Other websites or apps including checking updates on social networks (e.g. Facebook, Twitter), online banking etc.						
28. Other activities such as creating office documents/spreadsheets, creating or editing videos/music/audio, etc. or other apps or software/programs						

The diary incorporated clear and concise instructions on how and when to fill it in, and a separate instruction booklet also provided information of what additional questions would be asked (e.g. what device were you using?) when transferring information online (or over the telephone). However, fundamentally respondents were first of all asked to record (using a

code system, for all 15 min time periods of the week) when they were asleep, or their general location if they were awake.

The codes used were:

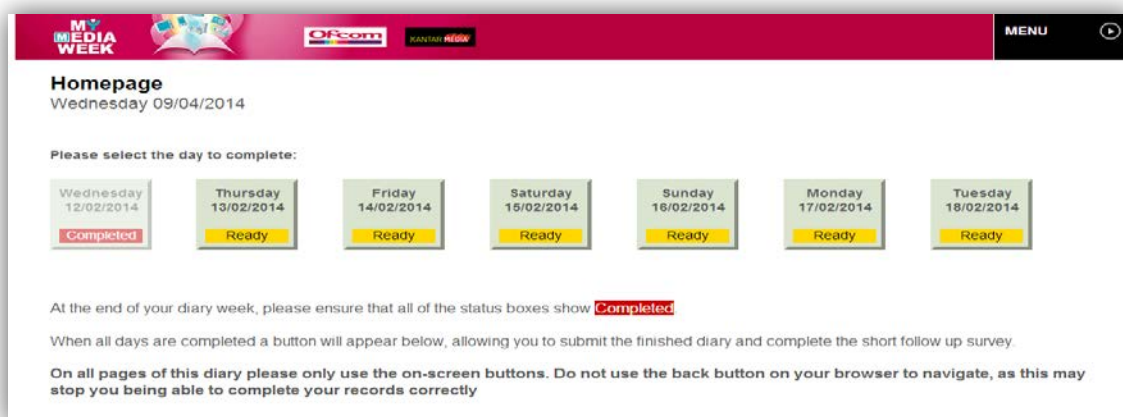
S	Sleeping
H	At home
W	At place of work or study
T	Travelling
O	At other place outside the home

Where applicable they were also asked to record media and communication activities (28 in total) when undertaken, using the following list:

WATCHED	1	TV (live – at the time it is broadcast, including using the red button)
	2	Recorded TV (programmes or films stored on your personal/ digital video recorder using e.g. Sky+ or Freeview+)
	3	On-demand / catch-up TV or films (free) e.g. BBC iPlayer, 4oD, Sky on demand
	4	Downloaded or streamed TV or films (paid-for) e.g. Lovefilm instant, Netflix, iTunes, Blinkbox
	5	TV or films on DVD, Blu-ray, VHS video
	6	Short online video clips on e.g. YouTube, News sites (including those through Social Networking sites)
LISTENED TO	7	Radio (at the time of broadcast)
	8	On-demand/'Listen again' radio programmes or podcasts
	9	Personal digital music or audio collection (e.g. on an ipod, smartphone, computer etc.)
	10	Streamed online music (e.g. Spotify, Last.fm)
	11	Personal music collection on CD, Vinyl record or cassette tapes
	12	Music videos (i.e. music video channels or sites that you mainly used for background listening such as through YouTube or on MTV)
COMMUNICATED	13	Through a Social Networking site e.g. Facebook, Twitter (<u>excluding checking updates</u>)
	14	By Instant Messaging (e.g. MSN, WhatsApp, BBM)
	15	By email (reading or writing emails)
	16	By text message (SMS, including iMessage, reading or writing)
	17	By photo or video messages (MMS, viewing or sending) or Snapchat
	18	By phone call
PLAYED	19	By video calls (including Skype, Facetime, etc)
	20	Games (on an electronic device e.g. phone, games console)
READ/BROWSED/USED	21	A newspaper/article (printed or online/digital including apps)
	22	A magazine /article (printed or online/digital including apps)
	23	Other online news (not through an newspaper site e.g. BBC News, Sky News)
	24	Sports news /updates (not through a newspaper site)
	25	A book (printed or eBook)
	26	Online shopping or ticketing site/ app
	27	Other websites or apps - including online banking, checking updates on social networks (e.g. Facebook, Twitter), etc
	28	Other activities such as creating office documents/spreadsheets, creating or editing videos/music/audio, etc or other apps or software/programs

2) The online diary

All media and communications activities recorded on the paper diary were transferred on a daily basis via a dedicated and secure website. This was either via respondent self-completion, or through a daily telephone interview (with the telephone interviewer using the same online interface to input the data as used by respondents completing it via self-completion). The following screenshot shows the home screen that served as a hub each day that a respondent visited the website.



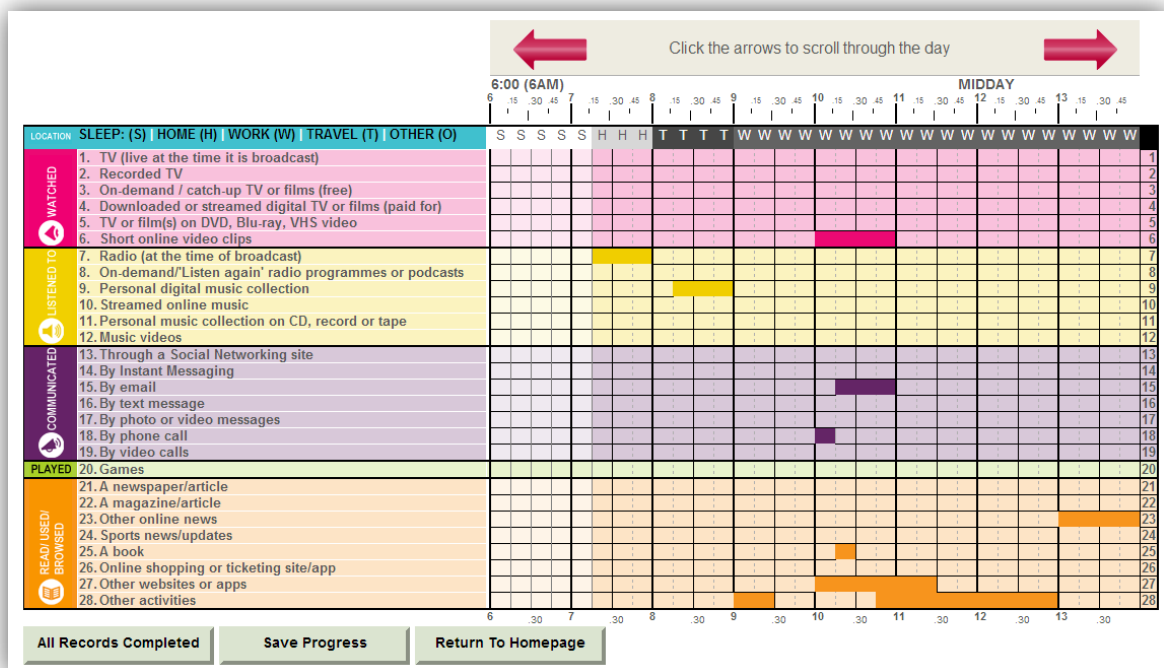
For each day of the diary input, respondents were asked to record their general locations (including sleep) and each activity in a similar way they had been asked to fill in the diary aide. Although they were asked to select the same 15 minute slots as recorded on the paper diary, the online interface allowed respondents to specify exact start and end times for each activity undertaken. This meant that data was effectively recorded and captured on a minute-by-minute basis.

Each time an activity record was entered, it was supplemented with a loop of questions about the activity undertaken (See following table).

Filtering and Question	
DEVICE	<p><i>ASKED FOR ALL ACTIVITIES</i></p> <p>What device/method did you use to do this?</p> <p>A TV set (including TV set top box or DVD/Blu-ray player, but excluding games console)</p> <p>A Games Console attached to TV set e.g. Xbox, Playstation, Nintendo Wii</p> <p>A Traditional analogue (FM/MW/AM) radio set (portable or fixed)</p> <p>A Digital (DAB) radio set (portable or fixed)</p> <p>An Internet/WiFi radio set</p> <p>A stereo system / HiFi / Receiver / Home cinema system</p> <p>A Smartphone e.g. iPhone, Blackberry, HTC, etc</p> <p>A standard mobile phone (not a Smartphone)</p> <p>A Landline phone</p> <p>A Tablet e.g. iPad, Samsung Galaxy, Kindle Fire</p> <p>A Desktop computer</p> <p>A Laptop/Netbook</p> <p>An e-Reader e.g. Kindle (not Fire), Kobo</p> <p>Another electronic device e.g. mp3 player, handheld games console</p> <p>A Printed copy (Newspaper/book/magazine)</p>
SOCIAL MEDIA?	<p><i>ASKED FOR ACTIVITIES 6, 10, 12, 20, 23, 24, 27, 28</i></p> <p>Was this through a social networking site/service e.g. Facebook, Twitter, MySpace, Linked in, Bebo, Instagram?</p> <p>Yes - Social networking</p>

	No - Other
WORK/PERSONAL	<p>ASKED FOR ACTIVITIES 6, 13-19, 21-25, 27-28</p> <p>Was this for personal or work/study purposes?</p> <p>Only personal Mostly personal Only work/study Mostly work/study Both personal and work/study purposes equally</p>
WHO WITH	<p>ASKED FOR ACTIVITIES 1-12, 20</p> <p>Were you doing this activity alone or with other people?</p> <p>Alone, With one other person, With more than one other person</p>
VOLUME OF COMMS	<p>ASKED FOR ACTIVITIES 13-19</p> <p>How many <type of comms> did you <read, send, take part in> during this period? If you are unsure just give your best guess.</p> <p>If you didn't send any i.e. you just read others, please just answer as 0 (Zero)</p>

An example of a day where multiple locations and activities have been recorded is shown in the screenshot below:



Upon completion of inputting the diary information for each day, up to five randomised activities were selected from that particular day and respondents were asked about their main reason for doing them (need-states), and the amount of attention they gave to it.

The full diary questionnaires (separate versions for both adults and children) are available within the embedded document on page 3.

M MEDIA WEEK **Ofcom** **KANTAR MEDIA** **MENU**

Thursday 13/02/2014

You indicated you watched short online video clips at place of work or study between 10:00 and 11:00 using A Desktop computer

Which of the following words best describes your main reason for doing this activity? Please select one only. If there were a number of different reasons then please choose the main one

Entertainment **Work** **Relaxation** **Necessity/ admin**
 Information **Social** **Habit** **Other**

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As data for activities was captured on a minute-by-minute basis, and allowed more than one activity to be recorded at any given time, it automatically collected information on the time spent undertaking just one media activity ('solus' activity), and time spent doing more than one media activity ('simultaneous' activity).

Telephone assisted interviews

Some respondents either did not have an internet connection at home or were unable to complete the online diary themselves and so they were contacted daily via telephone to record their diary activity online.

These particular respondents were also provided with the paper diary as an aide, and the instructions provided prior information required for the telephone interview.

The in-house interviewers for this element of the project were briefed thoroughly and taken through the online diary in detail prior to their first telephone calls. This was to ensure they were aware of what the interview entailed, and prepared for the kind of conversations they needed to have with respondents to ensure all the necessary information was noted correctly on the online diary.

After each telephone interview, the interviewers would book appointments with the respondents to call on subsequent days in order to continue collecting the necessary diary information over the week.

1.6. **Stage 3: The follow-up survey**

The attitudinal questionnaire undertaken on the last survey day captured further information on the perceived importance of different media activities, as well as general attitudes towards technology and the internet.

- Claimed frequency of activities
- Relative importance of activities
- Length of time had devices
- Frequency of using devices
- Types of TV programmes and channels watched
- General impression of key TV channels
- Usage of paid for TV services and free to access TV services
- Radio stations listen to
- Digital audio services used
- Whether use internet on mobile phones and ways they access internet
- Whether have 4G service
- Websites or apps visited and how they were accessed
- Attitudes towards lifestyle, technology, TV, radio, internet and new technology
- Other demographics
- Choosing their incentive

As mentioned previously, the full questionnaire is available via an embedded document on page 3. Note the follow-up survey was only asked of the adult sample.

1.7. Sample sizes and response rates - Completions

'Completion' of the diary was defined as followed:

Adults = 7 diary days + follow up survey completed

Children = 3 diary days completed

For the adult diary we achieved 1644 completes (a 43% completion rate). This percentage was lower for Primary School children at 40%, and for Secondary School children at 39%

The following table is a breakdown of activity in terms of the number of days completed:

Completion rates by no. of days	Adults		Primary		Secondary	
SUMMARY	3817		468		438	
NEVER LOGGED IN	1709	45%	259	55%	243	55%
ZERO DAYS COMPLETED	337	9%	16	3%	13	3%
1 DAY COMPLETED	50	1%	5	1%	7	2%
2 DAYS COMPLETED	32	1%	2	0%	2	0%
3 DAYS COMPLETED	14	0%	186	40%	173	39%
4 DAYS COMPLETED	8	0%	NA	NA	NA	NA
5 DAYS COMPLETED	7	0%	NA	NA	NA	NA
6 DAYS COMPLETED	7	0%	NA	NA	NA	NA
7 DAYS NO FOLLOW UP	16	0%	NA	NA	NA	NA
ALL COMPLETED	1644	43%	186	40%	173	39%

45% of adults recruited never logged into the diary site, and this figure was higher for children - 55% for Primary school 6-11 year olds and 55% for Secondary school 11-15 year olds. Of those who ever completed the first day, the high majority completed the task through to the end – Adults: 92%, Primary: 96%, Secondary: 95%.

Completion rates varied by demographic group, ranging from 34% to 51%, and these are summarised in the following table:

Completion rates by quota	RECRUITED	COMPLETION RATE	COMPLETED
NATIONS QUOTAS (ADULTS)	3817	43%	1630
England	2000	46%	922
Scotland	602	42%	253
Wales	579	39%	229
N Ireland	636	38%	240
DEMOGS QUOTAS (ADULTS)	3817	43%	1630
Male	1704	42%	715
Female	2113	44%	929
16-34	834	39%	326
35-54	1698	44%	748
55+	1285	44%	570
ABC1	2024	51%	1035
C2DE	1793	34%	609
CHILDREN QUOTAS	906	40%	359
Primary 6-11	468	40%	186
Secondary 11-15	438	39%	173

In terms of the sample of diary days, activities, and minutes recorded (for adults 16+) we achieved:

- 11,508 adult diary days
- 108,782 adult diary activity records
- 5.9m adult diary activity minutes

1.8. Analysis of the quantitative data

The quantitative database includes all (non-personal) data available for both adults and children. For adults the data was integrated from recruitment (e.g. demographics), the seven day diary (e.g. activities recorded), and the follow up survey (e.g. attitudes towards technology). For the two groups of children it includes data from their three diary days. This allows for a single source of analysis.

It is important to note that all the activity analysis from the diary focuses on media and communications activities only and does not take account of respondents doing daily activities (such as eating, travelling, etc.).

All the media and communications activities can be analysed as follows:

- Individually (e.g. Live TV, Live Radio, etc)
- Aggregated into core activity types (e.g. watched, listened to, etc)
- Aggregated into specific pre-determined sub-groups (e.g. TV or films on a TV set, Radio on a radio set, voice communications, text communications)

More information on how these aggregates were defined, is available on page 16.

The database is hierarchical and there are three core types of analysis possible, with respect to the base, as follows:

Base	Data level	Example
% of respondents	Respondent	% of adults that watched live TV across the week
% of sessions	Activity (records)	% of watching activity sessions that was live TV
% of time	Activity (minutes)	% of media and comms minutes spent watching TV on a TV set

The former two can be run directly in the database.

Time (minutes) analysis, on the other hand, requires manual calculation using figures that are available in the database (see following pages for the calculations used).

The following table displays some of the key metrics for reporting activities and device usage:

Base	Description
Weekly reach	<p>Level: Respondent</p> <p>Description: The proportion of respondents who took part in a particular activity (or used a particular device) at any point across their diary week.</p> <p>Example: 94% of adults 16+ watched live TV across the week.</p>
Average daily reach	<p>Level: Respondent</p> <p>Description: The proportion of respondents who took part in an activity (or used a specific device) on each day of the week (Monday – Sunday), averaged across 7 days .</p> <p><i>Although children aged 6-15 were asked to complete 3 days, all 7 days of the week contained enough sample of children to allow the adult calculation for average daily reach to be applied to children.</i></p> <p>Example: On average 82% of adults 16+ watched live TV each day (63% on weekend days, and 94% on weekdays).</p>
Proportion of media and comms sessions	<p>Level: Activity</p> <p>Description: The proportion of total media and communications sessions recorded (regardless of length), attributed to a specific activity or device.</p> <p>Example: 15% of all media and comms sessions were Live TV.</p>
Proportion of media and comms time	<p>Level: Activity</p> <p>Description: The proportion of total minutes recorded from any media and communications sessions (including simultaneous activity), attributed to a specific activity or device.</p> <p>This particular metric requires manual calculations using the individual durations of activities available in the database:</p> <ul style="list-style-type: none"> - Total duration of activity = average duration of activity sessions*number of records (total weighted base) - Total media & comms time = the sum of total duration for each of the 28 activities - Percentage of total media & comms time = Total duration of specific activity / Total media & comms time <p>Example and calculation:</p> <p>9491 records of watching live TV * 231.3 minutes on average (this is the average length of a session of watching live TV) =</p> <p>2195268.3 minutes spent watching Live TV.</p> <p>8197512.2 minutes were spent doing any media & comms activity</p> <p>so 27% of all media and comms time was spent watching Live TV.</p>

Base	Description
Average weekly minutes	<p>Level: Activity and respondent</p> <p>Description: The average number of minutes recorded across the week for a given activity.</p> <p>This calculation also needs to be performed manually using figures available in the database (duration of activities and weekly reach).</p> <ul style="list-style-type: none"> - Total duration of activity (see previous metric) / weekly reach (weighted count) of activity. <p>Example and calculation:</p> <p>2195268.3 minutes were spent watching Live TV 1651 people watched TV across a week So 1330mins were spent on average per week watching Live TV (amongst those who did it at all)</p>
Average daily minutes	<p>Level: Activity and respondent</p> <p>Description: The average number of minutes recorded per day for a given activity.</p> <p>This is simply calculated by dividing the above weekly figure by 7.</p> <p>Example and calculation:</p> <p>$1330 / 7 = 190$ minutes per day were spent watching Live TV on average.</p> <p>The average duration figures can also be applied amongst all adults by using the total respondent base (weighted) instead of weekly reach.</p> <p>Example and calculation:</p> <p>2195268.3 minutes were spent watching Live TV 1759 adults completed the diary (weighted) So 178 minutes were spent on average per day watching Live TV (1248 per week).</p>
Simultaneous media consumption	<p>Level: Activity</p> <p>Description: Media consumed while doing another media activity at the same time. Calculated minute-by-minute across the diary week, where at least two activity records overlap.</p>
Solus media consumption	<p>Level: Activity</p> <p>Description: Media consumed while not doing another media activity at the same time. Calculated minute-by-minute across the diary week, where a single activity occurs.</p>

All diary variables allow analysis by the following time dimensions:

- 1) Across a week
- 2) Specific days (Mon, Tue, Wed, Thur, Fri, Sat, Sun)
- 3) Weekend versus weekday
- 4) Dayparts (Breakfast - 6am-8.59am, Daytime – 9am-5.29pm, Peak – 5.30pm-10.59pm, Post peak 11pm-12.29am, Nighttime – 12.30am-5.59am)
- 5) Timeslots (1min, 5min, 10min, 15min, 30min, 1hr)

Grouped activities (as described on page 13)

Activity Types	Grouped activities	Activities	Devices
Watching	TV or films on a TV set	Live TV, Recorded TV, On-demand / catch-up TV or films (free), Downloaded or streamed TV or films (paid-for) , TV or films on DVD, Blu-ray, VHS video	A TV set (including TV set top box or DVD/Blu-ray player, but excluding games console)
	TV or films on another device	Live TV, Recorded TV, On-demand / catch-up TV or films (free), Downloaded or streamed TV or films (paid-for) , TV or films on DVD, Blu-ray, VHS video	Any capable device except for TV set
	Other video (short clips)	Short online video clips	Any capable device
Listening	Radio on radio set	Radio (at the time of broadcast), On-demand/'Listen again' radio programmes or podcasts	A Traditional analogue (FM/MW/AM) radio set (portable or fixed), a Digital (DAB) radio set (portable or fixed), or an Internet/WiFi radio set
	Radio on another device	Radio (at the time of broadcast), On-demand/'Listen again' radio programmes or podcasts	Any capable device except for radio set types
	Other audio	Personal digital music or audio collection , Streamed online music, Personal music collection on CD, Vinyl record or cassette tapes, Music videos (background listening)	Any capable device
Communicating	Voice communications	By phone call, By video calls,	Any capable device
	Text communications	Through a Social Networking site (excluding checking updates), Instant Messaging, email (reading or writing), Text message, Photo or video messages (viewing or sending) or Snapchat	Any capable device
Playing	Games	Games (on an electronic device)	Any capable device
Read/ browsed/ used	Print media	A newspaper/article (printed or online/digital including apps), A magazine /article (printed or online/digital including apps), A book (printed or eBook)	A Printed copy (Newspaper/book/magazine) or any capable device for digital/online versions
	Other Internet media	A newspaper/article (printed or online/digital including apps), A magazine /article (printed or online/digital including apps), Other online news (not through a newspaper site), Sports news /updates (not through a newspaper site), Online shopping or ticketing site/ app, Other websites or apps	Any capable device
	Other non-internet media	A book (printed or eBook), Other activities such as creating office documents/spreadsheets, creating or editing videos/music/audio, etc.	Any capable device

Weighting

The following RIM weights were applied to the dataset to correct any imbalances, ensuring the database is representative of the UK population:

	RIM WEIGHTS	UK POP (000s)	PROPORTION
	TOTAL AGED 6+	58454	100%
RIM 1	Adults aged 16+	51343	88%
	Primary 6-11	4334	7%
	Secondary 11-15	2777	5%
RIM 2	Children aged 6-15	7111	12%
	Adults - England - South	19014	33%
	Adults - England - North	15280	26%
	Adults - England - Midlands	15026	26%
	Adults - Scotland	4643	8%
	Adults - Wales	2830	5%
	Adults - N Ireland	1661	3%
RIM 3	Children aged 6-15	7111	12%
	Male ABC1	13784	24%
	Male C2DE	11297	19%
	Female ABC1	14683	25%
	Female C2DE	11579	20%
Rim 4	Children aged 6-15	7111	12%
	16-24	7095	12%
	25-34	8824	15%
	35-44	8357	14%
	45-54	9022	15%
	55-64	7269	12%
	65+	10776	18%
Rim 5	Internet access in home	49196	84%
	No internet access in home	9258	16%
RIM 6	Children aged 6-15	7111	12%
	Parent of 6-15 in HH- Aged 16-34	2274	4%
	Parent of 6-15 in HH- Aged 35-54	6045	10%
	Parent of 6-15 in HH- Aged 55+	335	1%
	Non Parent	42690	73%

Source: BARB Establishment Survey Q4 2013

Data Quality Checks

The questionnaires for the Recruitment, Diary and the Follow up surveys were written using computer routing which ensured there were no illogical responses. This meant there was no need for any manual data editing or data cleaning.

The online diary questionnaire also included an additional check to ensure that activities were only allowed if the location was anything other than “Sleeping” to ensure responses given were sensible.

For the final database some respondents were removed on the basis that their data was incomplete – by this we mean that whilst they had commenced the diary process, they had not completed activities on each and every day.

Their removal from the database was based on the following criteria:

- Any adults aged 16+ who did not complete all the seven days and the follow up survey were removed
- Similarly any children aged 6-15 who did not complete all three days allocated to them were excluded
- Anyone whom had marked a day of the week within the diary as “Complete” yet did not have at least one activity logged to that day were excluded

1.9. Comparisons with industry measures

Topline comparisons with industry data for television ([BARB weekly viewing summary](#)), and radio ([RAJAR quarterly listening report](#)) were undertaken for the same period that the diaries took place to assess the validity of the data. Comparisons with BARB were shown to be comparable in terms of weekly reach and time-spent, and although time spent listening to the radio was shown to be similar to RAJAR, the weekly reach was shown to be lower.

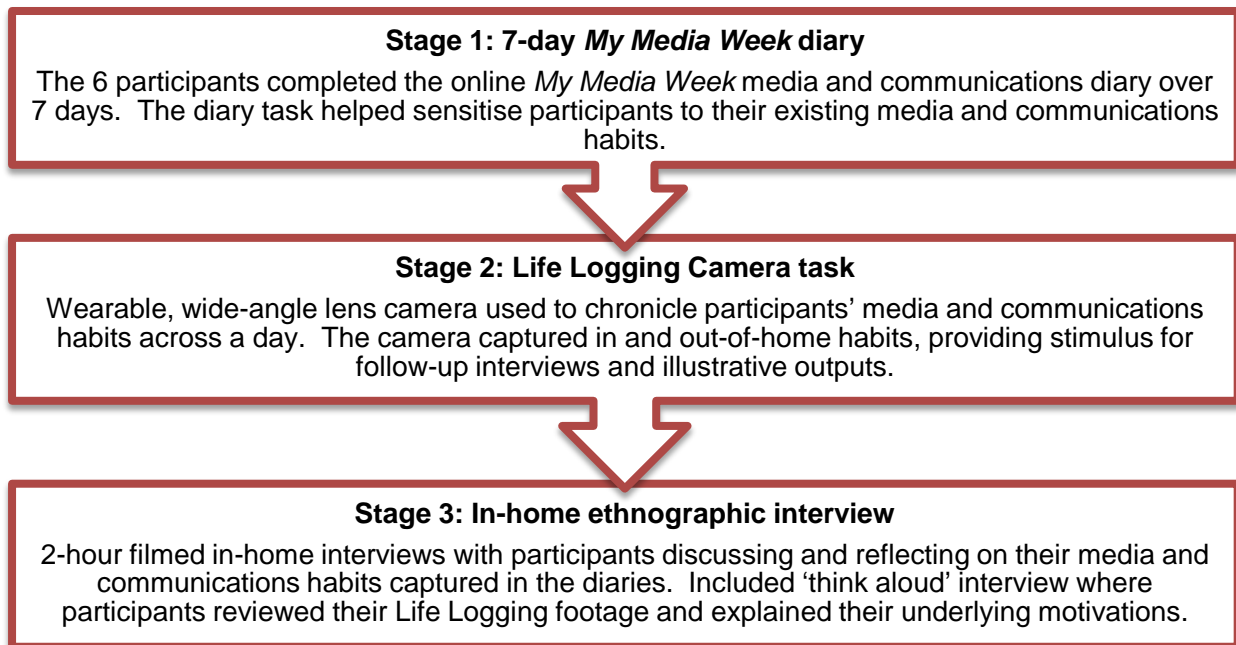
Generally, such differences can be accounted for by the following:

- The broad nature of the survey, which covers a wide range of media, rather than focusing on one specific medium.
- The sample covers all adults aged 16+, rather than consumers of a specific medium.
- Activities that receive lower consumer attention or are undertaken passively may be less likely to be recalled.

These factors may explain differences between the two data sources.

1.10. Stage 4: Qualitative

Qualitative research was conducted alongside the main quantitative fieldwork to explore emerging insights and help bring project findings to life through engaging audio-visual outputs. The qualitative research included six participants, who were recruited to demographic profiles of interest. The qualitative work spanned three stages, which are summarised below:



The participants for the qualitative component were recruited using traditional 'free find' techniques, with cash incentives provided in return for participants' time. The in-home ethnographic interviews were conducted between 22nd and 25th April 2014 in three locations, with the sample composition summarised in the table below:

Table: Qualitative stage sample structure

	Age	Gender	Location	Details
1	18	Female	Manchester	Student living with parents
2	20	Male	London	University student living in shared house
3	24	Female	London	Working full time, commuter
4	25	Male	Manchester	Working full time, living in shared house
5	35	Male	Glasgow	Married with young family, working full time
6	59	Female	Glasgow	Married, 'empty nester'