



STICHTING KIJKONDERZOEK

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## APPENDIX 5: VARIABLES IN WEIGHTING PROCEDURE 31.12.2018

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In this appendix, we present an overview of the weighting variables used in the TV panel weighting procedure. Both in the national and the regional weighing, we start from bottom to top, from the last listed variable.

### **A. National weighting<sup>1</sup>**

#### **Education**

- Education None/ Low
- Education Low/ Professional
- Education Middle
- Education Higher

#### **Household size x Social class**

- Household size 1 Social class AB1
- Household size 1 Social class B2CD
- Household size 2 Social class AB1
- Household size 2 Social class B2CD
- Household size 3 Social class AB1
- Household size 3 Social class B2CD
- Household size 4 Social class AB1
- Household size 4 Social class B2CD
- Household size 5+ Social class AB1
- Household size 5+ Social class B2CD

#### **Social class<sup>2</sup>**

- Social class A
- Social class B1
- Social class B2
- Social class C
- Social class D

#### **Gender x Age<sup>3</sup>**

- Male                    3-5 Years
- Female                 3-5 Years

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<sup>1</sup> The weighting on households is only used for a limited number of reports, including Household size x social class, social class, region and TV signal as weighting variables.

<sup>2</sup> The basis for the weighting changed to Social Class Hierarchy from Monday week 1 2016

<sup>3</sup> This more refined Gender x Age classification has been introduced on Monday week 27 2017

- Male 6-12 Years
- Female 6-12 Years
- Male 13-19 Years
- Female 13-19 Years
- Male 20-34 Years
- Female 20-34 Years
- Male 35-49 Years
- Female 35-49 Years
- Male 50-64 Years
- Female 50-64 Years
- Male 65+ Years
- Female 65+ Years

### **Age**

- 3-5 Years
- 6-8 Years
- 9-12 Years
- 13-19 Years
- 20-24 Years
- 25-34 Years
- 35-49 Years
- 50-64 Years
- 65+ Years

### **Household position**

- HKW <34 Years Household Size 1
- HKW 35+ Years Household Size 1
- HKW <34 Years Household Size 2
- HKW 35+ Years Household Size 2
- Partner of the HKW <34 Years
- Partner of the HKW 35+ Years
- Child 3+ and others 3+ Years

### **Region**

- Groningen
- Friesland
- Drenthe
- Overijssel
- Gelderland
- Utrecht
- NH Groot Amsterdam
- NH Rest
- Zuid Holland (West)
- ZH Rijnmond
- Zeeland
- Noord Brabant
- Limburg
- Flevoland

### **Presence of TV**

- Household with TV
- Household without TV

### **Internet access<sup>4</sup>**

- Household with internet access
- Household without internet access

## **B. Regional weighting**

The regional weighting is applied to each region.

<b>Region</b>	<b>Gender</b>	<b>Age</b>	<b>Social class</b>	<b>Household size</b>
Region #	▪ Male	▪ 3-34 years	▪ AB1	▪ Household size 1-2
Region #	▪ Female	▪ 35+ years	▪ B2CD	▪ Household size 3+

# = 1 to 14

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|-----------------------|------------------------|
| 1) Groningen          | 8) NH Rest             |
| 2) Friesland          | 9) Zuid Holland (West) |
| 3) Drenthe            | 10) ZH Rijnmond        |
| 4) Overijssel         | 11) Zeeland            |
| 5) Gelderland         | 12) Noord Brabant      |
| 6) Utrecht            | 13) Limburg            |
| 7) NH Groot Amsterdam | 14) Flevoland          |

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<sup>4</sup>This has been introduced on Monday week 27 2017