



STICHTING KIJKONDERZOEK

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**APPENDIX 5: VARIABLES IN WEIGHTING PROCEDURE 04-01-2015**

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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**

- Male                3-12 Years
- Female             3-12 Years
- Male                13-24 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

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- Female 13-24 Years
- Male 25-49 Years
- Female 25-49 Years
- Male 50+ Years
- Female 50+ 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
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## **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          |