

How are daily, weekly & monthly readership estimates worked out in NRS PADD?

Within the NRS PADD database, monthly, weekly and daily reach estimates are provided. To help users make like-for-like comparisons e.g. weekly reach of a website and weekly reach of a print title – monthly, weekly and daily reach estimates have also been provided for print titles. These are not new data, but simply the pre-coded sum of the relevant reading recency codes e.g. weekly reach is the sum of ‘Yesterday’ and ‘Last 7 days’ recency claims.

The following details how each of the estimates are calculated:

Daily Newspapers

For **daily newspapers**, the **daily readership** estimate comes from either the daily reach figure within NRS PADD or the AIR (Average Issue Readership) figure within NRS Print.

Weekly readership comes from either the weekly reach figure within NRS PADD or by combining ‘Read yesterday’ and ‘Read in past 7 days’ from the Readership Recency question within NRS Print. It is not a combination of AIR and ‘Read past 7 days’.

Monthly readership comes from either the monthly reach figure within NRS PADD or by combining ‘Read yesterday’ and ‘Read in past 7 days’ and ‘Read in past 4 weeks’ from the Readership Recency question within NRS Print. It is not a combination of AIR, ‘Read in past 7 days’ and ‘Read in past 4 weeks’.

Daily & Sunday Newspapers

Combined daily figures for Daily & Sunday newspaper titles in NRS PADD are calculated by using the AIR figure for the Daily title and ‘Read yesterday’ for the Sunday title.

Weekly Magazines

For **weekly magazines**, the **weekly readership** estimate comes from either the weekly reach figure within NRS PADD or the AIR figure within NRS Print.

Monthly readership comes from either the monthly reach figure within NRS PADD or by combining AIR and ‘Read in past 4 weeks’ from the Readership Recency question within NRS Print or by combining ‘Read yesterday’ and ‘Read in past 7 days’ and ‘Read in past 4 weeks’.

Monthly Magazines

For **monthly magazines**, the **weekly readership** estimate comes from either the weekly reach figure within NRS PADD or by combining ‘Read yesterday’ and ‘Read in past 7 days’ from the Readership Recency question within NRS Print.

Monthly readership comes from either the monthly reach figure within NRS PADD or by combining AIR and ‘Read in past 7 days’ and ‘Read in past 4 weeks’ from the Readership Recency question within NRS Print or by combining ‘Read yesterday’ and ‘Read in past 7 days’ and ‘Read in past 4 weeks’.

