

NRS Methodology

Overview

NRS conducts a continuous survey, 12 months of the year and 7 days a week.

3,000 interviews are conducted each month (36,000 interviews per year) by interviewers from Ipsos MORI in Great Britain among adults aged 15+.

Interviews are only conducted at randomly selected addresses with randomly selected individuals, in their own homes.

The average interview takes 27 minutes. Interviews are conducted throughout the day, up to 9pm.

Since October 2003, interviews have been conducted using Double Screen Computer Aided Personal Interviews (DS-CAPI). All prompt material is shown to respondents on a tablet screen that is controlled by the interviewer's laptop via a radio link.

Respondents are asked about their readership of a list of newspapers, newspaper supplements and magazines, as well as their online behaviour and information about themselves.

Response Rates

The average response rate to the survey is 51% across Great Britain. In London the average response rate is 42% (prior to the introduction of incentives it was 30%) and in the South East the average response rate is 52% (prior to the introduction of incentives it was 41%).

Respondent Incentives

With effect from September 2006, respondent incentives have been deployed in London. All respondents completing a DS-CAPI interview are offered a £20 gift voucher or option for Ipsos MORI to donate this sum to one of three nominated charities on their behalf.

With effect from April 2012, respondent incentives have been deployed in the South East. All respondents completing a DS-CAPI interview are offered a £20 gift voucher or option for Ipsos MORI to donate this sum to one of three nominated charities on their behalf.