

NRS Methodology – June 2015

- At the core of the NRS methodology is the sample of 32,300 people we interview in home each year
- comScore data is then used to incorporate digital audience estimates into our dataset
- Due to the different ways that comScore collect their digital audience estimates (PC/laptop and mobile/tablet) we have to use different methodologies to incorporate the audiences on the different platforms

NRS Print methodology

Overview

- NRS conducts a continuous survey, 12 months of the year and 7 days a week
- 2,692 interviews are conducted each month (32,300 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 7 days a week and 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.
- Respondents are asked about their readership of a list of newspapers, newspaper supplements and magazines, as well as their digital behaviour and information about themselves

NRS Sample

- The NRS is based on a random sample of adults aged 15+ in Great Britain
- Only specifically selected individuals can be interviewed to ensure that the sample is as representative as possible – there are no quotas and no substitutions
- In order to ensure that the sample is random there are strict rules governing each stage of the decision of whom to interview:
 - The areas – based on Output Areas, as defined by the Census
 - The specific addresses to approach – drawn from the Postal Address File
 - Who should be interviewed at each address – a random selection procedure based on the ages of household members

Weighting NRS Data

- The data is weighted to the GB population using a series of weighting procedures to ensure that the sample is balanced by gender, age, region, social grade and household size.

Titles Covered

- Audience estimates for a title will be published if the title achieves a minimum of 155 unweighted AIR participants across a 12 month period or a minimum of 210 unweighted AIR participants after 24 months.

NRS PADD (Print And Digital Data) methodology

Overview

- NRS PADD incorporates estimates for PC websites and mobile & tablet ('Mobile')
- Due to the different ways that comScore collected their digital audience estimates, there are two separate methodologies as described below

NRS PADD: Incorporating estimates for PC website platforms

Overview

- NRS PADD, incorporating PC website audience estimates, was introduced in September 2012 and is a fusion of NRS and UKOM/comScore data. It provides a single dataset for planning across print and digital platforms. This fusion is carried out by RSMB
- NRS PADD includes monthly, weekly and daily (where applicable) reach for print titles and domains. Cross media schedule analysis is also available
- In each quarterly PADD release, 12 months of print data is fused with the most recent month's data from comScore e.g. NRS data from April 2014 – March 2015 is fused with comScore's March 2015 data. This is because comScore only publish data for individual months and this is not available for longer time periods

Data Fusion

- Data fusion is a technique for integrating two independent datasets while maintaining the integrity of both
- comScore respondents are matched as closely as possible with NRS respondents on the basis of shared characteristics, or hooks
- There is a fixed set of demographic fusion hooks:
 - Sex (critical cell)
 - Government region (critical cell)
 - Age (15-34 and 35+)(critical cell)
 - Social grade (critical cell)
 - Presence of children
 - Household size

Domains Included

- The fusion includes all domains linked to NRS print titles, either individual domains or portals
- What is published is dependent on minimum sample sizes. For publisher websites, the minimum sample size is 40. This means that not all publisher websites will necessarily be published, and there will be some variance in the published list from one release to the next
- In addition to publisher websites, PADD also includes non-publisher websites with a sample of 750 or more. This allows users to identify the general websites visited by readers of print titles and publisher websites

NRS PADD: Incorporating estimates for Mobile platforms

Overview

- In September 2014 NRS PADD including mobile & tablet ('Mobile') was launched
- Within the face-face interviews, respondents are asked about which publisher brands they have read digitally (based on a list of 37) and then their answers are calibrated to match comScore published estimates
- NRS PADD Mobile only includes monthly estimates

Calibration

- Recall claims from the NRS questionnaire are very different from comScore and usually lower
- NRS claims for Mobile are adjusted to match comScore and deliver a single set of mobile estimates to the market
- RSMB calibrate NRS claims for Mobile to match monthly reach estimates from comScore. This involves adjusting the claims of NRS respondents in a systematic way until the claims match comScore
- The procedure also ensures:
 - That duplication between PC and Mobile estimates matches comScore
 - That the profile of Mobile visitors is similar to that of comScore by age and gender

Brands covered

- Of the 37 publisher brands included within the multi-platform questions in the survey, only those included for at least 12 months and with a monthly NRS claimed sample of 100+ for Mobile & Tablet have data available.

Change in comScore Mobile Methodology

- In January 2015 comScore launched Mobile Metrix, replacing GSMA Mobile Media Metrics
- Estimates of mobile and tablet visitors are now based on panels of mobile and tablet users, whereas previously they were derived primarily from mobile operator traffic data obtained from GSMA (the global association of mobile operators)
- The April 2014 – March 2015/comScore March 2015 NRS PADD release is the first to incorporate Mobile Metrix data