

## PAMCo and NRS: key differences in the readership survey methodology

There are a considerable number of differences between the PAMCo and NRS readership questions and it is inevitable that this will result in differences in the readership estimates produced. The main differences likely to affect the readership estimates are:

### 1. Brand-first approach

The NRS readership questions were based on print, with the respondent initially told to exclude digital reading. Questions about digital reading were asked later in the interview.

PAMCo is a brand-first readership interview, where readership questions start by establishing whether the brand is read on any digital or print platform, followed by more detailed questions about separate reading on print and digital platforms.

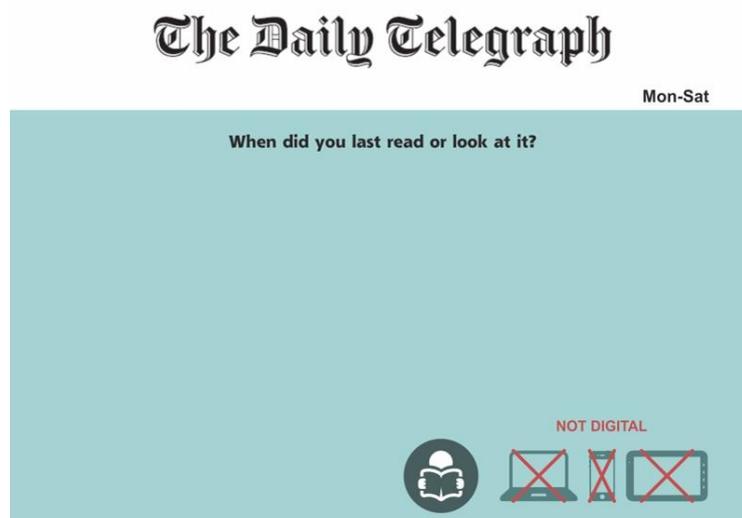
The brand-first approach has been designed to:

- Minimise confusion between readership claims for print and digital (e.g. respondents saying they read in print when in fact they have only read in digital)
- Collect more information for data integration purposes
- Be a more natural approach for respondents who read across multiple platforms

### 2. Readership prompts

While NRS was using black & white prompts and no front covers, PAMCo uses full colour masthead prompts for the readership questions, including non-date specific front covers for the magazines and newspaper supplements.

NRS – black and with, no front covers



PAMCo – Full-colour prompts and non-date specific front covers

Thinking about the PRINTED copy of Asda Good Living . When did you last read or look at any copy of Asda Good Living IN PRINT apart from today?

**ASDA Good Living**

Asda Good Living (Monthly) - In Print



Thinking about the PRINTED copy of the MONDAY-FRIDAY The Daily Telegraph. Did you read or look at any MONDAY-FRIDAY copy of The Daily Telegraph IN PRINT yesterday or before that? This includes any of the parts and supplements of the newspaper.

**The Daily Telegraph**

The Daily Telegraph  
Monday - Friday  
- In Print



The changes in the visual prompts for the readership questions may enhance respondent recognition, with front covers in particular emphasising the print aspect to avoid more general 'brand' confusion.

**3. Newspaper reading**

On the NRS, daily newspaper recency and frequency questions were asked for the paper as a whole (i.e. 6-day approach).

**theguardian**

Mon-Sat

When did you last read or look at it?

NOT DIGITAL



PAMCo asks specific questions about weekday and Saturday newspapers, showing separate weekday and Saturday paper front covers.

**theguardian**

The Guardian  
Monday - Friday  
- In Print



**theguardian**

The Guardian - In Print  
Saturday



- In Print

#### 4. Frequency scale

NRS used a standard frequency question and scale for all publications regardless of the publishing interval. The PAMCo interview uses different terminology and definitions to NRS and, unlike NRS, adapts the scales used to the different types of publication.

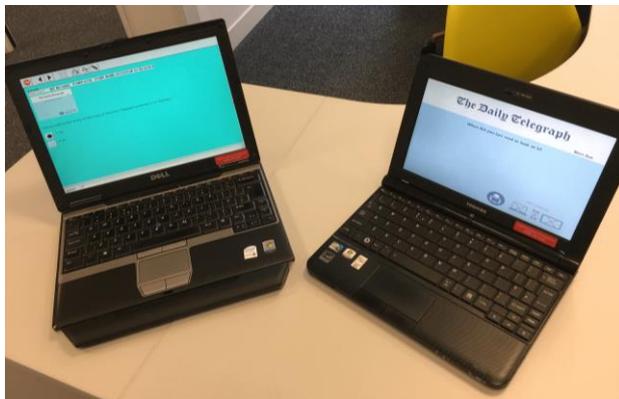
NRS	PAMCo		
Almost Always (at least 3 issues out of 4) Quite Often (at least 1 issue out of 4) Only Occasionally (less than 1 issue out of 4)	Almost Always (3 or 4 copies out of 4)	<b>Magazines</b>	
	Quite Often (2 copies out of 4)		
	Occasionally (1 copy out of 4)		
	Less often		
	Almost Always (at least 3 issues out of 4)	Almost Always (4 or 5 copies a week)	<b>Weekday newspapers</b>
	Quite Often (at least 1 issue out of 4)	Quite Often (2 or 3 copies a week)	
	Only Occasionally (less than 1 issue out of 4)	Occasionally (1 copy a week)	
		Less often	
		Almost Always (3 or 4 copies a month)	<b>Saturday and Sunday newspapers</b>
		Quite Often (2 copies a month)	
		Occasionally (1 copy a month)	
		Less often	

## 5. Interview methodology

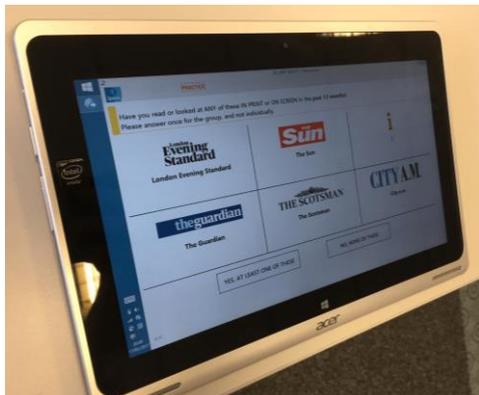
NRS was conducted using Double Screen CAPI (DS-CAPI) and all prompt material was shown to participants on a tablet screen that was controlled by the interviewer's laptop via a radio link. The PAMCo interview is carried out using a single tablet, which means that the interviewer and the respondent share the same tablet screen.

In particular, this means that the answer options cannot be 'hidden' from the respondents so that they are not guided by a particular framework and can answer more spontaneously. The way the PAMCo interview is designed takes account of the new interview mode, and inevitably leads to some differences relative to NRS.

### NRS Double Screen CAPI



### PAMCo Single Screen tablet



Due to the different methodologies, the PAMCo Board have mandated that PAMCo and NRS data should not be compared for commercial and marketing purposes.