

## **Note on changes to the PAMCo weighting scheme with effect from Q.4 2019**

The PAMCo weighting scheme has been amended with effect from Quarter 4 2019 data onwards.

PAMCo over-samples certain ACORN geo-demographic areas in order to over-sample participants in AB social grades. There has always been a weighting correction in place to take account of this over-sampling, however the correction has been refined in order to improve representation of the population by ACORN type. Previously the correction was applied as a pre-weight, now it is a rim-weight, with specific population targets for more detailed groups of ACORN types, applied separately for the London Government Office Region versus the rest of the country. This provides greater control over the final population size of these ACORN groups, and takes account of differing response rates by ACORN group.

Some changes are expected to PAMCo data as a result, though these will be smoothed in quarter by quarter as the new weights are applied, so may not be immediately apparent in the PAMCo 1 2020 dataset. PAMCo 1 2020 comprises Q.1-3 2019 weighted using the previous scheme, plus Q.4 2019 weighted using the new scheme. Changes to the data are likely to include a small increase in ABs, and slightly fewer C2s. Tests indicated that overall there is likely to be a small positive effect in readership. Gross average issue readership of both newspapers and magazines showed a 1% uplift relative to the equivalent estimates weighted using the previous scheme. Although changes are generally small, they will vary by title and can be negative as well as positive. Any changes to readership will be smoothed in as the new weighting scheme is applied quarter by quarter, and are unlikely to be discernible in the PAMCo 1 2020 dataset.

Greater controls in the weighting scheme inevitably result in some loss of weighting efficiency and therefore reduce effective sample size, but the PAMCo Technical Group believe this is justified by the improved representation of ACORN types and AB social grades.