

Editing and coding, data input and tabulations are carried out by Ipsos

Weighting

Rim-weighting by:

1. Gender within age group (x8 age bands up to 75+ – with 16-24 split into 16-19 vs. 20-24)
2. Gender by age band (x7) within area grouping
3. 60 PAMCo weighting areas
4. Social Grade (x6)
5. Grouped Social Grade (AB,C1,C2,DE) by region / grouped region
6. Household size
7. Working status
8. Chief Income Earner Status
9. Presence of any 16-24 in household

Further details of the weighting procedures are available from Ipsos

Ascription Procedure for Daily Newspapers

Commencing in July 1994 an ascription procedure has been applied to Daily Newspapers.

The tables show results for three AIR measures as follows:

Monday-Friday average issue readership (5 day AIR)

Saturday issue readership (Saturday AIR)

Monday-Saturday average readership (6 day AIR)

Monday-Friday average issue readership (5 day AIR)

The PAMCo interview asks about Monday-Friday readership of daily newspapers and Monday-Friday AIR is captured directly from the interview data and not ascribed.

Saturday issue readership (Saturday AIR)

These are obtained from a specific question on the readership of Saturday issues of national daily newspapers.

Monday-Saturday average readership (6 day AIR)

AIR targets are calculated from 1/6 of the Saturday ('Yesterday' or 'Past 7 days') and 5/6 of the Monday-Friday ('Yesterday') AIR.

The aforementioned 5 day and 6 day adjustments are applied to the AIR in Government Office Region Scotland separately from the AIR for the rest of Great Britain, for 5 national daily newspapers. These are newspapers which have a different masthead for their Scottish editions: Daily Express, Daily Mail, Daily Star, The Sun and The Times.

Adjustment for Circulation Loss

In addition to the demographic weighting, results are adjusted for the effects of circulation loss where there has been interruption of normal publication. The adjustment procedure involves changing the codes of some participants from 'non-reader' to 'reader' for a relevant title.

Details of the current adjustment procedures can be obtained from Ipsos.

Circulation loss figures are based on data reported to the NMA or PPA by each publisher together with ABC information concerning National Newspapers. Non-members of the NMA and PPA report directly to Ipsos. The completeness and accuracy of these data is thus beyond PAMCo Ltd's direct control.

Publications with Frequency Changes

The published readership figures for titles that change their publication frequency are calculated in the following way:

The average issue readership comprising qualifying recency codes from the new frequency are added to the average issue readership comprising qualifying recency codes from the old frequency.