

# JOINT INDUSTRY COMMITTEE FOR REGIONAL PRESS SURVEYS

## SURVEY GUIDELINES

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## **INTRODUCTION**

### **Pre-ambble**

These Guidelines concern the measurement of newspapers. Currently, there are no guidelines for the measurement of Web sites. Data collected on Web site audiences during a readership survey cannot, at present, be put on to the JICREG Database.

Advice and explanations are shown in italics in a tinted text box.

### **Important note**

If a publisher wishes to have research results put onto the JICREG Database, the JICREG Secretariat must be informed **before** the commencement of fieldwork. However, surveys complying with the JICREG Guidelines may be submitted purely for inclusion in the model if the publisher so indicates; no data would therefore appear on the JICREG Database.

When a publisher is considering conducting research, it is essential that the allocation of circulation or distribution to postcode sectors on the NS Database is checked for accuracy before the research is commissioned. The breakdown should total the audited figure but if significant changes have taken place since the last audited figure which better reflects the position of the paper during the anticipated fieldwork period, then this breakdown should be submitted to the consultant at JICREG responsible for the design of research areas (not the NS). The circulation allocation covering the audit period encompassing the fieldwork should reflect this more recent breakdown.

***This is important to ensure that the correct area is researched and that an accurate readers-per-copy figure is calculated and put on to the JICREG Database.***

If changes are required to the circulation breakdown on the NS Database, they should be submitted to the Newspaper Society before the research area is designed.

***Note that if the circulation or distribution of editions is not allocated to postcode sectors correctly, there will be a mismatch between circulation and readership resulting in inaccurate readers-per-copy figures.***

Publishers submitting research to JICREG thereby accept that such readership data may be used (unattributably) as part of the input data for any readership modelling process that JICREG may carry out from time to time. By being included on the JICREG Database, a publisher is also accepting that his masthead may be used in research conducted by a competitor.

Surveys complying with these Guidelines will be automatically included on the JICREG Database; others will be considered on their merits. It should be stressed that the guidelines in this document are not mandatory. Other methodologies could still be used and found acceptable to the Technical Subcommittee and approved for inclusion on the JICREG Database. However, this document represents the distilled views of all the major market research companies involved in readership research, newspaper research departments and the constituent bodies of JICREG. The Guidelines should be considered 'good practice', but this does not presume that other methodologies cannot be 'good practice' as well.

Two sorts of data will be used in the Database - surveyed data and modelled data. The former will be taken from readership studies acceptable to the JICREG Technical Subcommittee (TSC); the latter will be derived from the JICREG models.

These Guidelines have been written to assist those publishers considering commissioning readership research and those research companies commissioned to conduct such research.

Where changes to newspaper information cost JICREG additional time or money, JICREG reserves the right to charge publishers a fee for (for example) having to calculate research areas more than once where the cause is publisher changes. The fee will reflect the costs incurred.

**JICREG reserves the right to amend these Guidelines at any time and without warning, as necessary. JICREG also reserves the right to publish or to omit data for any newspaper on its data system without condition.**

## **Background**

There is a need for the regional newspaper industry to uphold the highest possible standards of readership research. The creation of JICREG, a joint industry body, has established a single source of readership data for the UK regional press.

Newspaper research may be carried out for many purposes - to assist with editorial policy, to examine newsagent attitudes, or to test the effectiveness of promotions, for example, but JICREG has no concern with these. It is interested solely in the accurate measurement of the readership for a newspaper and the nature of that readership in terms of demographics. Newspapers will frequently wish to add many other questions and, providing these come after the 'JICREG required questions', it is of no concern of JICREG (with the exception of demographics which should come at the end). JICREG requires only the readership questions and demographics.

Any publisher is free, of course, to use any methodology, any contractor and ask any questions he chooses in his own research, but because the Technical Subcommittee of JICREG needs to establish clear guidelines for newspapers wishing to have their individually commissioned surveys included in JICREG, any deviation from the Guidelines will cause a close examination of the study.

Market research companies wishing to conduct readership studies which will be submitted to JICREG for inclusion on the Database, should confirm to the JICREG Secretariat that they have read and understood these Guidelines and will comply with them (or seek exemption). 'Policing' will take place from time to time to ensure that those newspapers and their research companies which claim to be following JICREG Guidelines are actually doing so; the cost will be met by JICREG.

*There would be no point in having Guidelines if they could be circumvented at will without the knowledge of JICREG.*

*It is suggested that research companies give special consideration to the coding of responses if they wish the data to be interfaced with other software for further analysis and manipulation. Advice should be sought at an early stage from such suppliers to ensure consistency.*

*A document entitled "Promoting Research Results - A Guide to Good Practice" can be downloaded from the JICREG web site or obtained from the Newspaper Society which, inter alia, facilitates the use of JICREG data.*

All promotional use of research must be cleared by the market research company commissioned to conduct the study.

### **The research process**

Should there be any concern about the acceptability of the research, queries should be raised as quickly as possible and certainly before fieldwork commences.

1. After the circulation allocation on the NS Database has been checked and amended if necessary, the JICREG Secretariat should be informed that research is about to take place and be provided with:

- a. the name of the newspaper or newspapers to be researched
- b. the date of notification
- c. the quarter of the year in which fieldwork is expected to take place
- d. a contact name at the newspaper or publisher with telephone number and e-mail address
- e. the name of the market research company
- f. a contact name at the market research company with telephone number and e-mail address

2. JICREG will use the NS Database circulation allocation by postcode sector (or a more recent breakdown if there has been a significant change) to design a research area taking into account the various 'rules' which are described under the section in these Guidelines entitled, 'Universe'.

3. This area will be sent to the market research company together with the population in total and by demographics for each postcode sector within the area. A map will also be provided.

4. The market research company together with the publisher, will agree the research area. Sectors may be added by the publisher and the larger area may then become the agreed research area. The publisher may research a larger area but submit only the smaller area to JICREG. However, the official JICREG area must be agreed before research commences. A publisher cannot research two areas and choose which one is submitted to JICREG after the research has been completed.

5. Any additional areas requested by the publisher must also conform to the lakes, islands and bridges 'rules' which are described under the section in these Guidelines entitled, 'Universe'.

6. After the survey has been completed, it must be submitted to JICREG for appraisal. JICREG appraises only the methodology, sample sizes, time spent reading (as, if asked, this information may be entered on the profile page), demographics and readership questions. A detailed list of the criteria on which surveys are appraised is available from the JICREG Secretariat upon request. Newspapers and research companies should ensure that this information is readily available within the surveys (in the introduction or appendices). The NS Database printout of all regional newspapers in the survey area at the time of the survey must accompany this material.

7. JICREG will advise newspaper managements one year before the expiry of the 'shelf life' of the research to enable them to commission new research or, at least, to inform them that modelled figures will be used from that expiry date.

8. If there is reasonable evidence that the Guidelines have been broken, ignored or abused, then the Chief Executive of JICREG may request one or more of the technical consultants and/or others he may consider appropriate, to investigate this evidence. If this investigation substantiates an infringement, then the Chief Executive will take appropriate action which may include speaking to the management of the newspaper concerned and referring the matter to the JICREG Board. The Board will take the final decision as to whether the newspaper's data should continue to be published by JICREG or to take any other course of action which it considers appropriate.

### **Other rules**

Methodology, readership and demographics are of prime interest to JICREG; other questions, such as time spent reading and time lived in area, are highly recommended but their absence would not cause a survey to be excluded from the Database. If in doubt, check it out!

1. Newspapers conducting research for the first time (which is defined as not previously having put onto the JICREG Database a readers-per-copy figure which has been calculated from actual research or having registered the intention to do so) may examine their results before deciding whether to have the readers-per-copy figure from the research put onto the Database or to use modelled figures. If a newspaper believes it has changed significantly since its last piece of JICREG research and wishes to be treated as a title conducting research for the first time, it should make out a case to JICREG. For newspapers not conducting research for the first time, researched figures must take the place of modelled figures or the older piece of research.

2. Postcode sectors used to form the research area are taken from those on the NS Database which are JICPOPS approved.

3. The JICPOPS population data supplied after notification may not be current when the fieldwork has been completed. Research companies should therefore request the latest data for weighting and grossing. JICREG data will always be based on the latest data set available when the calculations are made. These may not be the same data as used to define the research area.

4. The market research company should obtain a list of competitive titles in the research area from the NS in order that competitors with more than 5% household cover appear on the 'prompt cards'. If the media list is extensive, publishers may seek to have some titles excluded if they are unlikely to be a source of title confusion.

5. The individual responsible for conducting JICREG research should be a member of the Market Research Society which ensures that the Market Research Society's Code of Conduct applies to JICREG surveys.

6. Only titles with an acceptable audited figure can go on the Database. ABC, and independent audits are permitted.

7. A title can appear only once on the Database - as an individual title in its own right or as part of a group. Researched titles cannot be included in a series with non-researched titles. Publishers need to decide to research every title in a series as listed on the NS Database or split entries and research some (which will receive a calculated rpc figure) and not others (which will receive modelled figures). A title can be a series of titles if all titles within the series are similar and there is an entry for the series on the JICREG Database.

8. The entity to be researched and the entity on the Database must be the same. Newspapers must therefore decide before they commission research, which titles, series or groups constitute an entity and ensure that the data for this entity are entered on to the NS Database. The entity researched must be the entity on the NS Database and must have an audited figure and a circulation or distribution breakdown by postcode sector.

*The normal criterion used to decide whether to research titles individually or as a series, is how the advertising in the titles is sold nationally - individually or as a series.*

9. Entries on the NS Database which include paid and free copies (outside the 90/10 ratio of paid to free or free to paid) of the same newspaper should have each part researched separately and each part should have a valid sample size. The JICREG Secretariat should be given the breakdowns for each part. The readerships can be combined at the sector level and added to the NS Database so that it appears as one title with one readership at the sector level. Series of newspapers which consist of different free and paid titles cannot be included on the NS Database as an entity. A single newspaper which is both paid and free may be considered to be an entity. A single free newspaper which is part home delivered and part pick-up may be considered to be an entity.

10. Where the circulation of a sports paper is included in the main edition, and if JICREG is informed of this, a net readership figure can be provided for the reader-per-copy calculation or the circulation can be extracted from the total audit and the resulting figure used to calculate the readers-per-copy figure. If a breakdown by postcode sector of the sports edition is not available, JICREG will assume that the proportion of copies inside and outside the research area is the same as the main edition.

11. For a new or re-launched newspaper, an independently audited total average circulation or distribution figure for a minimum period of six weeks, but not the first four weeks in order for the distribution to settle down, may be used. In addition, JICREG requires the average tabloid equivalent pagination for a minimum of six issues. The pagination should include all regular printed pages distributed over the whole area but not inserted material such as leaflets and so on.

12. Where bulk copies are distributed during the research period, an audited figure for these must be provided or they must not exceed the average for the six month period (or other period) for which there is an audit. Bulks are usually paid newspapers which are distributed in bulk, free or at a discounted rate, to specific dropping points which are usually limited in number for a specific type of person to pick up (hotels, airports, trains etc.). Pick-ups are free papers which are usually delivered to many dropping points for any member of the public to pick up.

13. Newspapers appearing on the National Readership Survey (NRS) may elect to use a readers-per-copy figure calculated from that research in place of a modelled figure or a figure taken from the newspaper's own research. This will be updated automatically every six months. Having elected to use an NRS figure, newspapers cannot then revert to an earlier piece of their own research.

14. Surveyed data has a 'shelf life' of three years from its appearance on the Database or four years from the last date of fieldwork whichever is the shorter (unless there is new research in the field).

15. The fieldwork dates, sample sizes, research contractor and a list of the postcode sectors that comprise the research area will appear on the Database for all studies.

16. If the circulation or distribution of a newspaper has changed significantly since the research period and this is brought to the attention of JICREG, it will be examined to see if the changes would render the readers-per-copy figure invalid. In particular, JICREG would take account of the proportion of copies in the research area. Each case will be considered on its merits and discussed with publishers before any action is taken. JICREG reserves the right to disallow a current readers-per-copy figure taken from research and substitute a modelled figure where it is considered that the newspaper has changed to such an extent that it renders the researched readers-per-copy figure invalid.

17. Promotional activity during the research period should be of a similar level to that conducted before and after it. Significant increased promotional and distribution activity conducted solely during the period of the fieldwork may cause the survey to fail the JICREG appraisal.

18. JICREG reserves the right to request supporting evidence for the figures submitted: records from distributors, from back checks and from printers for example. Paid-for newspapers can also submit an independently audited figure for a minimum period of six weeks, but not the first four weeks after a significant change in order for the circulation to settle down. This should be the average weekly or daily sale. Again, JICREG reserves the right to request supporting evidence for the figures submitted.

19. Promotional use of these data may carry the imprimatur of JICREG. However, other questions on the survey are not appraised by JICREG and must not use the JICREG imprimatur nor suggest that JICREG has approved or endorsed them. Note that JICREG may be quoted as a source only when the survey has passed its appraisal and the data appear on the Database. If JICREG is quoted as the source, the date used should be the month and year taken from the latest run of the Database.

## **Other advice**

1. If a market research company wishes to use a methodology that differs from these Guidelines, it would be sensible to seek the views of the TSC before embarking on the research.
2. Those titles using surveyed rather than modelled data may enjoy the benefit of having the following data on the Profile Page: time spent reading (if the question has been asked in the right format), age, sex and social group, car ownership, household tenure, the presence of children, home delivery and business readership if these questions have been asked – see the section headed, 'Analysis' for further details.

## **THE UNIVERSE**

### **1. Age**

Adults will be defined as those aged 15 or over, or 16 or over. Note that young people are defined as those aged under 18. Consent of a parent or responsible adult should be obtained for interviews with children under 16. See the Market Research Society's Code of Conduct for further details. Population supplied by JICREG will include those aged 15. The penetration found in the survey should be applied to this figure which makes the assumption that the readership of 15 year olds is the same as the average of all other respondents in the same weighting age groups.

### **2. Residents**

Only respondents living in the research area should be interviewed. This is defined as being usually resident at the address where the interview takes place. A filter question should be asked such as, "Do you live here?". If the initial contact does not live at the address but lives in the same postcode sector, they may be interviewed.

### **3. Area definition**

The researched area may be greater than the following minima. The newspaper is free to choose to research any other postcode sectors where it has any circulation at all in addition to the minima. However, the research area must be agreed before fieldwork is commenced and the lakes, islands and bridges rules apply to any area beyond the minima.

*Many 'evening' newspapers are actually available for purchase in the morning and so the clear delineation between 'evenings' and 'mornings' is no longer as valid. The traditional morning newspapers are unlikely to have 80% of copies in the research area defined using the above rule and so will normally need to use a lower level of penetration, probably 5% or less, which means that there would be no change from the current rule. All papers now have an area definition of 10% but are listed separately in case this changes in the future.*

- a. for a daily newspaper - those postcode sectors where household cover is 10% or more.
- b. for a weekly newspaper - those postcode sectors where household cover is 10% or more.
- c. for a Sunday newspaper - those postcode sectors where household cover is 10% or more.

d. for newspapers which are picked up - any area may be researched but the readership in this area will be divided by the total distribution to produce a readers-per-copy figure. If the newspaper believes that it has a credible source of data which enables it to allocate copies to sectors, then this source should be submitted to JICREG. If it is found to be acceptable, then the pick-up paper may be treated in the same way as others with the same periodicity.

e. for newspapers which are part paid and part pick-up, any area may be chosen for research but all pick-up copies must be allocated to the chosen area. Paid copies should be allocated in the usual way. If research has been conducted which shows where readers of the pick-up copies live (and this is found to be acceptable by JICREG), then the area chosen for the research should be defined as those postcode sectors where the newspaper has 10% or more household cover.

#### **4. Pick-ups**

Newspapers wishing to determine where readers of the pick-up copies live, should conduct research with those who have been seen to pick up a copy or have been handed a copy of the paper or are seen reading a copy. After preliminary statements and possibly questions to establish rapport, respondents should be asked for their postcode. The sample size should be sufficient to enable the allocation of copies to sectors to be as accurate as allocation which is based on sales figures for paid papers and round lists for free papers. A proposal should be submitted to JICREG for approval before the research takes place.

#### **5. Disproportionate sampling**

Where a newspaper has a low penetration spread across a wide geographic area, it may be impractical to use the above methodology. Disproportionate sampling may be used but must be in addition to the minimum sampling requirement laid down by JICREG. Proposals should be put to the JICREG Secretariat before fieldwork commences.

#### **6. Islands and bridges rules**

In the case of paid-for newspapers, if the research area based on those postcode sectors with 10% or more household cover produces 'islands' - sectors with 10% or more household cover but detached from the main area - then to qualify to be incorporated and preserve contiguity, an 'island' must be chosen if its household coverage and that of the interjacent post code sector(s) (bridges) together add up to 10% household cover or more.

Sometimes, more than one sector will join an island to a mainland. Any or all these interjacent sectors may be used. Islands in the geographical sense such as the Shetlands, Hebrides or Scilly Isles, need not be included in the research (but could be) unless this would result in less than 80% of copies falling into the proposed research area.

Free newspapers do not have to comply with the islands and bridges rules as they may have high household cover in two or more centres of population but have little or no distribution in between.

#### **7. Lakes Rule**

In the case of paid-for newspapers, a sector with less than 10% household cover must be included if all the adjoining sectors are above 10%.

*Researching 'holes' does not affect the readership or readers-per copy though it may reduce the sample size in the sectors with copies or may require a larger sample. Sometimes a sector may have no households or population (often an industrial estate, airport or institution). Including such sectors increases the apparent geographical size of the newspaper's area with no effect on the readership.*

*Free newspapers may include 'lakes' where they have less than 10% household cover or even no distribution at all as copies may still be read by the people in those sectors and the attention of advertisers may be drawn to such perceived weaknesses (even though there may be good reasons for not delivering in those sectors). To include or not is a commercial decision.*

## **8. 80% rule**

If after applying these rules, less than 80% of a newspaper's circulation falls within the research area, then the cut off point (10% household cover) should be reduced in steps of 1% until at least 80% of copies fall within the research area. So, the 10% rule becomes 9%, then 8% and so on. For paid-for papers, the lakes and islands rules should be applied at each stage (after each reduction). The purpose of the 10% rule is to ensure that the majority of a newspaper's area is researched, but where this fails, the area must be enlarged to ensure that 80% of circulation or distribution falls within the research area. If a newspaper has a significant proportion of its sale made up of bulk or pick-up copies, then these copies must be allocated to the areas in which readers of these copies live. Details of research to determine this may be found under point 4 above. There may be occasions when using these rules creates anomalies. JICREG applies these rules and provides the research area.

### **Research area design**

JICREG uses these rules to design the research area on behalf of publishers and market research companies. These areas are presented to the publishers and market research companies for their approval. Publishers may wish to amend the suggested areas by adding sectors, for example, or to suggest alternative, 'bridges' to link 'islands' to the main research area. Once the research area has been agreed, then it is fixed and must not be changed without the approval of JICREG.

## **SAMPLING**

### **1. Sample size and sample points**

If the adult population of an area is below 50,000, a sample size of 200 is acceptable providing 75 average issues are obtained. This would suggest that the paper needs household cover in the research area of at least 37.5% which would permit a minimum break of two sex, three age and two social groups. Publishers and research companies may need to increase the sample size in order to achieve 75 average issue readers. For example, household cover of 34% would require a sample of 221 although it is always prudent to interview more respondents to be certain that 75 average issue readers are obtained.

Full breaks are allowed for samples of between 200 and 250 where the number of average issue readers is 150 or more.

Newspapers with over 50,000 adult population will require a sample of 250 and be given full breaks.

#### **For Face-to-face Research**

If the research area comprises fewer than 30,000 adults, then only 30 sample points need be used. Between 30,000 and 39,999 adults, 35 sample points need be used. Between 40,000 and 49,999 adults, 45 sample points should be used. Over 50,000 adults in the research area would require 50 sample points. These are minima.

#### **For Telephone Research**

Sample points are not used as the sample is chosen by random digit dialling. (See below)

*Of course, it would be prudent to select a sample in excess of the minimum number to ensure that the required number of completed and useable questionnaires is returned for analysis.*

The sample size should be sufficient to allow a surveyed demographic profile to be put onto the Database. Research companies will advise on the total sample and number of points required taking into account other factors such as other questions on the survey, accuracy required on these, the level of breakdown required and the household cover of the newspaper.

*The sample sizes which are recommended minima for JICREG may be insufficient for other research purposes.*

### **2. Demographic sample size**

Each demographic must have a sample of 80 before it can be entered onto the Database. Demographic groups may be combined to produce a sample of 80 and the readership in each constituent part modelled.

*For example, if there were fewer than 80 respondents in both the 15-24 age group and the 25-34 age group, the readership of the two groups could be added together and the model would then allocate readership to each of the two groups. There may be occasions when some of the groups have samples over 80, but groups in between do not. For example, the 15-24 age group and the 35-44 age group may have a sample of more than 80 while the 25-34 age group does not. In this case, the group with under 80 sample should be added to the group with the smaller sample of the two adjacent groups and the model will allocate readers between these two groups.*

A separate document has been prepared which describes the procedure for combining groups in a variety of circumstances.

*It should be noted that a market research company may choose not to follow these JICREG rules when presenting data to clients. However, the data presented to the newspaper may then differ from those on the JICREG Database.*

### **3. Sampling Method**

#### Face-to-face Research

True random sampling would be an ideal method of research, but it is disproportionately expensive for the increase in accuracy achieved, and experience has shown that random location sampling is more than adequate. A sample point will consist of a random start drawn from a complete and accurate sample frame using systematic, stratified, random sampling. A "random" (structured) walk which is very tightly defined, is unambiguous and which takes into account all possibilities, should then be used and this should be made available to interviewers (and JICREG upon request). If multiple titles are being researched, title overlaps will need to be taken into account so that interviews may potentially be used for more than one newspaper.

#### Telephone Research

Random digit dialing should be used with the postcode sector confirmed with the respondent during the interview process. This is to ensure that each telephone number falls within the research area. Systematic, stratified random sampling can then be used so that the selected sample is in proportion to population. If multiple titles are being researched, title overlaps will need to be taken into account so that interviews may potentially be used for more than one newspaper.

### **4. Spreading the sample over time**

Once the sample has been selected, the interviews need to be spread across the fieldwork period which should be a minimum of 3 weeks.

*4 to 6 weeks would be better as this reduces the emphasis on any one week which could be atypical (e.g. bad weather, news breaks etc.).*

This should be done by producing a two dimensional matrix of the week numbers and the **selected** sample points. Again, systematic sampling should be used to ensure an even distribution of the sample points across the weeks of the survey. This also ensures that an even number of interviews are conducted in each week.

*For example, if the survey is conducted over five weeks, and a sample of 250 is required, 50 successful interviews would need to be carried out each week spread across the research area each week.*

For all papers, both dailies and weeklies, interviews must be spread across days as well as weeks taking care to ensure that no day is over represented (treating Sunday and Monday as one day for the dailies which are published six days a week, Saturday, Sunday and Monday as one day for dailies published five days a week (not Saturday in this example) and so on.

*The objective is to ensure an even spread for the whole sample as (particularly in the case of dailies) circulation can vary significantly between days of the week or between weeks.*

Weighting may be used to correct any subsequent imbalance but this should be to 'fine tune' the results; the sample should closely reflect the universe before weighting.

*In practice, because of the numbers used, it is obvious that it will frequently be impossible to have an exact number of interviews conducted on a particular day or in a particular week. Practical problems often occur during fieldwork. Efforts should be made to replace those interviews where possible or weight for the missing interviews if necessary (if they are mostly in one geographic area for example).*

## **5. Weighting**

The sample sizes may not justify weighting to two sexes, four social grades and seven age groups but should, as a minimum, be weighted to two sexes, two social groups and three age groups (men/women, ABC1/C2DE, 15-34/35-54/55+).

## **FIELDWORK**

### **1. Quotas**

#### **Face-to-face Research**

Interviewers should start at the exact point given and follow the instructions exactly. Quota controls should be used to ensure a representative sample of the population. A significant proportion of interviewing (usually 50% or more) will be needed out of normal working hours, i.e. in the evenings (after 5.00 p.m.) or at weekends to ensure that those with day jobs have a chance of being interviewed.

#### **Telephone Research**

Quota controls should be used to ensure a representative sample of the population. A significant proportion of interviewing (usually 50% or more) will be needed out of normal working hours, i.e. in the evenings (after 5.00 p.m.) or at weekends to ensure that those with day jobs have a chance of being interviewed.

## **2. Interviewer training**

Interviewing should be carried out by trained members of the market research company's field force. The companies should be members of the Market Research Society's Interviewer Quality Control Scheme which sets and audits standards for recruiting, training, the accompanying, supervising and back checking of interviewers or work to these standards or higher if not a member. All interviewers must have special training in readership research as part of their general training in market research when joining the market research company. Interviewers currently 'on the books' of a research company should receive readership training as part of the on-going training programme. Subsequently, briefing can be written, by telephone or by video with verbal contact. Telephone interviewers should be UK based.

## **3. Interviewer briefing**

Ideally, all interviewers working on JICREG readership projects should have a briefing at least once a year to ensure that they have not strayed into bad habits which have not been picked up by the written, personal or telephone briefings, or during coding. This can be done at the same time as general training or during accompaniment (preferably before a readership study in that area or during supervision in the case of telephone interviewing). In the case of face-to-face research, personal briefing should be considered if at all possible especially if the research study is long or complicated.

## **4. Interviewing children**

Note that the Market Research Society's Code of Conduct currently requires that informed consent is sought from a parent or responsible adult before anyone under the age of 16 is interviewed.

## **5. Interviewing methodology**

At present there are no accepted guidelines for readership research by the Internet. Until further work is done in this areas, it is recommended that only face-to-face or telephone interviewing is carried out. If any body wishes to put forward a case for conducting readership research by the Internet, the JICREG Technical Subcommittee will be happy to examine the proposals and amend the Guidelines should they be convinced that these methodologies are comparable with face-to-face and telephone.

## **ANALYSIS**

### **1. Weighting**

Data collected by a survey should be weighted where necessary to be representative of the population. If more than one title is covered in a study, the sample for each must be representative of its area. Where an overlap area generates too many interviews for a particular title, it must be down-weighted to take account of its population size in relation to that of other sub-areas making up that title's research area. Data must be weighted to the research area demographics. Weighting should take place at the smallest level possible. A paper on weighting procedures is available from JICREG.

### **2. Sample profile**

The profile of the sample should closely match the profile of the research area demographically. Market research companies need to ensure that systems are in place to interview sufficient numbers of each demographic group in order to obtain a representative readership figure. Weighting should be used as 'fine tuning' only.

### **3. Output required by JICREG**

The analysis should provide JICREG with readership profiles, the sample size for each demographic, the one to six day readership for a daily (usually read), the one to four week readership for a weekly (usually read) and twelve month readership figures (filter from 'read in the last 12 months') for the following demographic groups:

Men	AB	15-24
Women	C1	25-34
	C2	35-44
	DE	45-54
		55-64
		65-74
		75+
		Optionally 60+ as well
Men	AB	15-34
Women	C1	35-54
	C2	55+
	DE	

In addition, cumulative readership for both commissioning and non-commissioning titles taken from the 'readership matrix' question must be presented. This matrix shows when a respondent last read a newspaper.

#### **4. Profile page**

If the following information is provided from the survey, the data will be added to a static profile page unless the publisher asks for it not to be:

- a. the area profile
- b. the readership profile
- c. car ownership
- d. household tenure
- e. 60+ readership (proxy 'grey' market)
- f. children in household
- g. home delivery percentage (~~paid for papers only~~)
- h. business readership

More information about these questions can be found under 'QUALIFYING QUESTIONS'

Home delivery is defined as the percentage of readers of ~~paid papers~~ who read a home delivered copy, not the percentage of copies which are home delivered.

Note that these data may not be the same as those on the main JICREG Database as they are taken directly from the research.

Note that the size of the sample will determine the level of detail on the profile page.

#### **5. Data release**

JICREG data will only be released for multiples of postcode sectors, locations or other defined catchment areas.

#### **6. Questionnaire retention**

Questionnaires (paper or electronic) should be retained for possible examination by a member of the JICREG Technical Subcommittee for one year from the end of fieldwork.

#### **7. Calculation of readers-per-copy figures**

A readers-per-copy figure is calculated from the study and this is applied to the current circulation to give current readership. A detailed explanation of how this is done can be found in the 'Researched RPC Calculations Methodology' document which may be downloaded from the JICREG web site. Often circulation data covering the period of the research are not available at the time the readers-per-copy is calculated. In this case, the most up to date figures on the NS Database are used to calculate a temporary readers-per-copy; a final readers-per-copy is calculated when the concurrent circulation data become available.

## **8. Inclusion on the JICREG Database**

Surveys which have been conducted by an approved contractor and conform to the JICREG Guidelines can be included automatically onto the JICREG Database.

### **QUESTIONNAIRE**

#### **1. Order of readership questions**

The readership questions must come first. All paragraphs in this section (Questionnaire) should be followed.

#### **2. Use of readership questions**

The readership questions in these Guidelines are strongly recommended but as with everything in this document, they are not mandatory. Anyone wishing to use something different should obtain prior approval from JICREG.

#### **3. Types of readership questions**

Average issue readership, the one year cumulative readership and the weekly reach (for daily papers) will be used in the JICREG Database.

*Other measures can be used for promotional purposes (such as regular readership) providing the definition appears prominently in any promotional material (see the report, "Promoting Research Results - A Guide to Good Practice" which may be downloaded from the JICREG Web Site).*

#### **4. Respondent residency**

Respondents should be 'usually resident' at the address at which the interviewer calls or should live within the postcode sector. This should be determined at the selection stage.

#### **5. Opening pre-ambles**

The opening pre-ambles should explain to respondents that the survey is about media (and possibly another topic from the questionnaire such as advertising) rather than newspapers as those who do not read newspapers may then refuse to be interviewed simply because they do not read.

#### **6. Length of interview**

The interview should not be so long as to cause respondent fatigue. It is suggested that face-to-face interviewing is limited to 25 minutes and telephone research to 15 minutes. The actual length will, of course, depend to some extent on the answers the respondents give.

*JICREG requires this because demographics come at the end of the questionnaire and these are required for the Database. Lengthy questionnaires could affect the response rates or reliability.*

## 7. Frequency of reading scales

*A numerical frequency scale for readership has been used rather than a verbal scale because the verbal/numerical equivalencies are compatible for monthlies but illogical for dailies (e.g. is three issues out of four the equivalent of four out of six, or three out of five?). Using these scales we are expecting a surprisingly high degree of mathematical competence in respondents while at the same time using their memories to recall and assess their reading behaviour.*

## 8. Media list

The media list must be complete including all regional and local, free and paid-for, daily, weekly, and fortnightly newspapers having a household cover of 5% or more in the study area. Titles having less than 5% can be included if desired but this is optional. Any competitive titles may be included in research that takes place in areas that are in addition to the JICREG minimum requirement. The NS Database should be used to produce the list, but titles believed to have over 5% penetration and not on the Database (e.g. new launches and non members) must also be included. The list must be supplied to the JICREG Appraisals Committee. If the publisher considers that the media list is prohibitively long, claims for exemption may be submitted to JICREG. Titles which may be confused would not be eligible for exemption.

All national daily and Sunday titles may be included in the media list if the budget allows but exclusion would not cause the survey to be rejected.

*A competitive title may exceed 5% in the research area simply because it has a very high penetration in a small corner of it. The readership of this title will be extremely volatile depending on how many interviews fall in this area. However, if the title may be confused then it must be included even if the readership for it is spurious. Obtaining readership data for national titles allows the regional press to make comparisons within their marketing areas.*

## 9. Mastheads

Note that as Web site data are not currently taken from a readership study, there are no rules concerning the measurement of these. Publishers are also free to research other titles which do not appear on the JICREG Database (such as specialist magazines).

### Face-to-face Research

Mastheads should be used on showcards (whether hard copy or on screen). Ideally coloured mastheads should be used for all titles as research has shown that colour is to be preferred over black and white to help to avoid title confusion and is therefore strongly recommended. National newspaper mastheads need not be in colour although colour is preferred.

A masthead is defined as the name of the newspaper in its typeface with any associated edition names and a logo (if any) which is specific to that title. It does not include the date, cover price, issue number or any logo which is generic to a group of papers.

*The purpose of showing the mastheads is to assist respondents to positively identify the newspaper as one they have read and to avoid false claims of readership. If the market research company wishes to present something which differs from the above by adding or subtracting from the masthead, or if there is any uncertainty, it would be advisable to contact the JICREG Secretariat.*

All mastheads should be photo-reduced so that they are in the same proportion within their own group and so that all national titles are proportionate to each other and all paid weeklies are proportionate to each other, for example. The two groups would not have to be proportionate to each other. This is to avoid undue dominance. The mastheads should be made available to the Appraisals Committee. Readership intervals should be shown at the bottom of each card/screen, i.e. number of copies read in an average week/month. The publishing interval and whether the card/screen contains paid or free titles should be shown at the top of each card/screen.

If the media list becomes too long, different groups of mastheads may be used in different areas. If readership is being collected for a group of titles such as various editions of 'The Reporter' and the main title is the same, the editions can be listed separately and the results aggregated. Readers-per-copy figures of editions can be calculated only where the sample size is sufficient, each edition has been asked about separately and each edition is shown separately on the NS Database.

At present, front page reproductions in place of mastheads as prompts should not be used.

### Telephone Research

The names of the newspapers should be read out to the respondent with appropriate explanation to minimize title confusion (see below)

## **10. Grouping of titles**

### Face-to-face Research

Titles should be grouped on cards or screens according to the following rules:

- a. national newspapers, regional dailies, weeklies, others (which may be of interest to the publisher)
- b. a maximum of six titles per card/screen.
- c. if more than six titles, divide the titles equally (or as close as possible) over two or more cards/screens (which would produce a minimum of three titles on a card/screen).
- d. A4 size card or full screen.
- e. titles with different publishing intervals should not appear on the same card/screen.
- f. regional mornings and evenings should appear on the same card/screen as they are perceived as dailies. Daily titles which are part paid/part pick-up should appear on a card/screen with other regional dailies (if any).
- g. different editions of the same title should appear on the same card/screen (up to a maximum of six). If, for example, there are five editions of one newspaper and two other titles of the same type (free weekly newspapers, for example), the five editions should go on to one card/screen and the two other titles on another card/screen. It may be possible to identify which editions a respondent could have read and the others removed from the media list. The overriding consideration is to put confusable titles on the same card/screen. If in a particular case, there is a conflict between these rules (as could happen), JICREG will give advice. If editions of a commissioning title are listed on showcards or on screen, then editions of competing titles (if any) must also be shown in a like manner.

h. weekly titles which may be confused should appear on the same card/screen irrespective of whether they are paid or free. Editions of the same newspaper should be put onto the same card/screen. If there is little or no likelihood of title confusion and no editions which could cause title confusion, then paid weeklies and free weeklies should be placed on separate cards/screens. Separating paid and free newspapers on to different cards/screens is less important than mixing them to avoid title confusion. As some titles are now part free, home delivered, part free pick-up and part paid (or any combination), the distinction between paid and free is not as distinctive as it once was. If this is the case, then all weekly papers should be treated as of the same kind and be on the same card/screen.

i. Titles with a 90/10 or more extreme ratio of paid to free or free to paid can be considered to be of the dominant type; others are 'combined'. The same rule applies to part home delivered and part pick-up papers. If there is a weekly title which falls outside the 90/10 ratio in the research area, then paid and free titles should be placed on the same cards/screens.

*The reason for separating paid and free weeklies on to different cards/screens is to help respondents to identify the specific title they have read. However, if one or more titles are combined (outside the 90/10 ratio), then some respondents may read a free copy and others may read a paid copy and it would be illogical to place the masthead on the card/screen for either the paid weeklies or the free weeklies. As titles cannot appear twice because this would give them an unfair advantage over titles which were shown only once, in this set of circumstances, weeklies should not be separated into paid and free on the cards/screen.*

j. National dailies are to be grouped as follows:

i. card/screen 1 - Daily Express, Daily Mail, Independent.

ii. card/screen 2 - Daily Telegraph, Guardian, Financial Times, The Times.

iii. card/screen 3 - Daily Mirror, Sun, Star, Sport. The Daily Record should be added in Scotland.

k. regional mornings should appear on a separate card/screen from the nationals, with the regional evenings if any.

l. where there is only one title with an unusual publishing interval (e.g. fortnightly or monthly), it is acceptable to have only one title on a card/screen by itself.

### Telephone Research

Titles should be grouped according to the following rules and then read out to respondents :

a. national newspapers, regional dailies, weeklies, others (which may be of interest to the publisher)

b. titles with different publishing intervals should not appear on the same list.

c. regional mornings and evenings should appear on the same list as they are perceived as dailies. Daily titles which are part paid/part pick-up should appear with other regional dailies (if any).

d. different editions of the same title should appear on the same list and be read out sequentially to give respondents the best opportunity to correct a wrongly identified edition. If, for example, there are five editions of one newspaper and two other titles of the same type (free weekly newspapers, for example), the five editions should be read out sequentially and the two other titles afterwards. In a second interview, this list should be reversed reading out the two other titles followed by the five editions (which should also be reversed). It may be possible to identify which editions a respondent could have read and the others removed from the media list. The overriding consideration is to read out confusable titles sequentially. If in a particular case, there is a conflict between these rules (as could happen), JICREG will give advice. If editions of a commissioning title are listed, then editions of competing titles (if any) must also be shown in a like manner.

e. weekly titles which may be confused should be read out next to each other (and reversed as appropriate) irrespective of whether they are paid or free. Editions of the same newspaper should be put onto the same list. If there is little or no likelihood of title confusion and no editions which could cause title confusion, then paid weeklies and free weeklies should be placed on different lists. Separating paid and free newspapers on to different lists is less important than mixing them to avoid title confusion. As some titles are now part free, home delivered, part free pick-up and part paid (or any combination), the distinction between paid and free is not as distinctive as it once was. If this is the case, then all weekly papers should be treated as of the same kind and be on the same list.

*The reason for separating paid and free weeklies is to help respondents to identify the specific title they have read. However, if one or more titles are combined (outside the 90/10 ratio), then some respondents may read a free copy and others may read a paid copy and it would be illogical to place the masthead on the card/screen for either the paid weeklies or the free weeklies. As titles cannot appear twice because this would give them an unfair advantage over titles which were shown only once, in this set of circumstances, weeklies should not be separated into paid and free.*

f. Titles with a 90/10 or more extreme ratio of paid to free or free to paid can be considered to be of the dominant type; others are 'combined'. The same rule applies to part home delivered and part pick-up papers. If there is a weekly title which falls outside the 90/10 ratio in the research area, then paid and free titles should be placed on the same list.

g. National dailies are to be grouped as follows:

i. group 1 - Daily Express, Daily Mail

ii. group 2 - Daily Telegraph, Guardian, Financial Times, The Times. The Independent

iii. group 3 - Daily Mirror, Sun, Star, Sport. The Daily Record should be added in Scotland.

h. regional mornings should appear on a separate list from the nationals, with the regional evenings if any.

i. where there is only one title with an unusual publishing interval (e.g. fortnightly or monthly), it is acceptable to have only one title on a list by itself.

## 11. Rotation of mastheads

Titles should be rotated within their group and the groups rotated.

*This is because those mentioned first may receive a greater positive response than those mentioned later in the list. Rotation gives each title an opportunity to appear both nearer the top and the bottom on the card/screen with all the possible benefits or disadvantages associated with that position, or be permanently in the middle. Each title on the survey thus receives equal treatment.*

Papers with similar names should, when possible, be adjacent to one another to reduce the potential problem of title confusion.

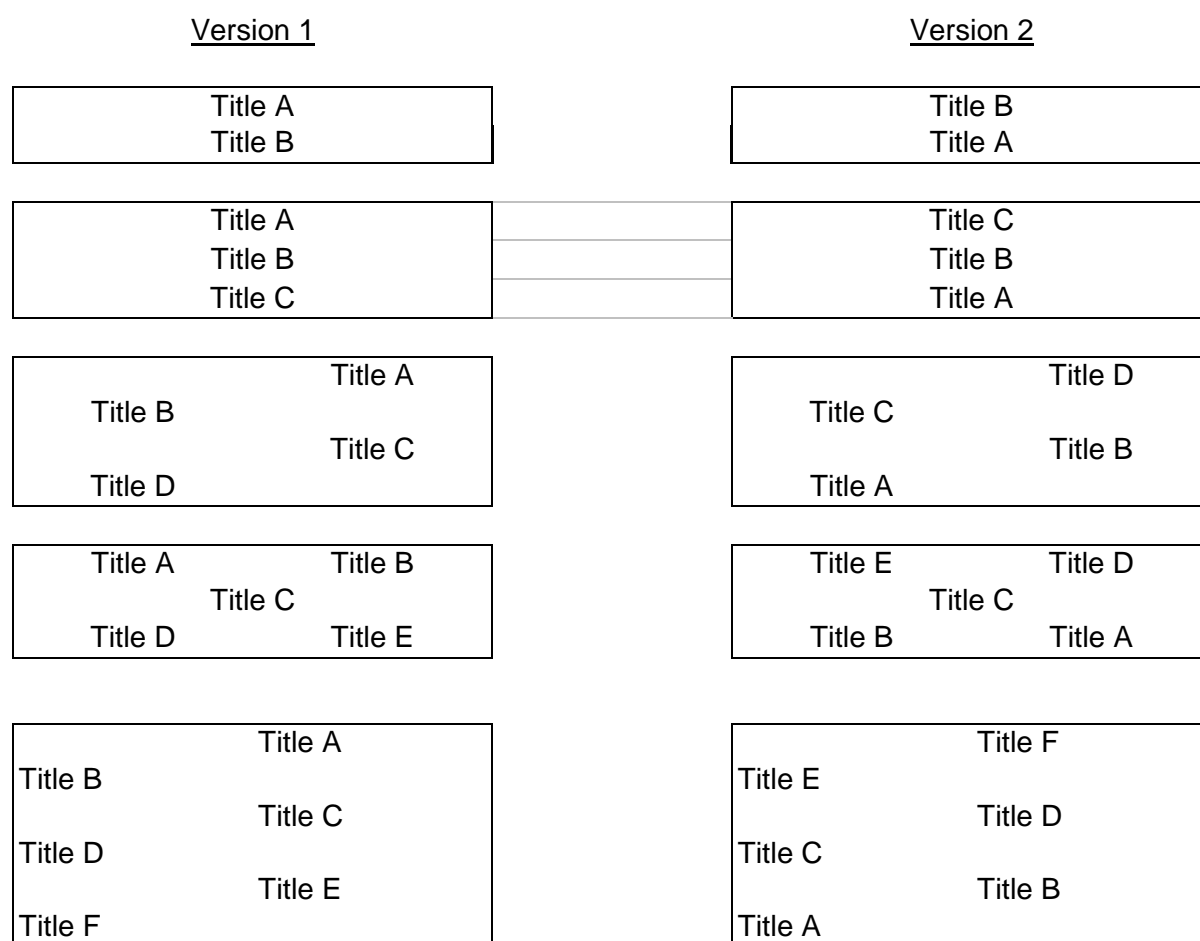
The three main groups of newspapers should be rotated if the paid and free weeklies are separate on different cards/screens/[lists](#); otherwise alternate the two groups, daily and weekly.

- a. daily, weekly paid-for, free
- b. weekly paid-for, free, daily
- c. free, daily, weekly paid-for

but the readership question (a) - see paragraph 12 below - for all groups should be followed by questions (b) and (c) for all groups. That is, the past twelve months filter question should be asked for all papers in a group and then all frequency and recency questions for all papers in a group title by title.

Two versions of each card/screen are to be used rotated evenly across the sampling points so that each set of cards/screens will be used at at least 25 points (if 50 sample points are used).

An example of the card/screen is:



Every title appearing on a card/screen must be individually prompted by the interviewer **or** read out in the case of telephone research.

## 12. Electronic data collection

Data may be collected electronically; mastheads may be shown electronically.

## 13. Readership questions

The first set of readership questions must refer to printed publications, not newspapers read on the Internet. If readership of newspapers on the Internet is required, then these should be asked separately after the readership of printed versions (see section 14 below).

### a. 12 month filter question

The initial filter question (reading in the past twelve months) should be asked for all publications. Then the frequency question, followed immediately by the recency question, should be asked for all titles read in the last twelve months (b then c for title X; b then c for title Y etc).

I'd like to ask you about which **printed** newspapers (and magazines) you have read or looked at in the last 12 months. Please don't count any you have read on-line, that is, using devices with Internet access like computers or mobile phones. IF INCLUDING READERSHIP OF NEWSPAPERS ON-LINE, ADD: "I will be asking about on-line reading after these questions about printed newspapers."

For all titles with a non-zero response, ask questions b and c. Ask this question (a) of all titles before moving on to questions b and c.

"Now looking at these publications (SHOW CARD OR SCREEN), please could you tell me which you have read or looked at for at least a couple of minutes in the last 12 months"

b. Frequency question

"For each publication that you have read, please tell me roughly how many issues you normally read or look at in an average week/four week period/three/six month period. Please choose your answer from the card/screen."

Daily Newspapers  
Issues in an average  
week

None, fewer than 1,  
1, 2, 3, 4, (5), (6)

Weekly Newspapers  
Issues in an average  
four week period

None, fewer than 1,  
1, 2, 3, 4

Fortnightly papers  
Issues in an average  
three month period

None, fewer than 1,  
1, 2, 3, 4, 5, 6

Note that monthly newspapers should be asked about over a six month period.

c. Average issue readership question (AIR)

"And when did you last read or look at a copy of \_\_\_\_ for at least a couple of minutes?"

If the answer is "Today" ask: "When did you last read or look at a copy of \_\_\_\_ before today?"

Questions b and c will be asked in turn, one after another, about each title before moving on to the next title. Do not ask question b of all titles before asking question c of all titles.

The unprompted responses should be recorded in the following categories This is known as the readership matrix for ease of reference:

<b>Daily</b>	<b>Weekly</b>	<b>Fortnightly</b>	<b>Monthly</b>
Yesterday (or Saturday for a six day a week paper/Friday for a five day a week paper if interview took place on a Monday)	Yesterday	Yesterday	Yesterday
Within the last seven days (but not yesterday)	Within the last seven days (but not yesterday)	Within the last seven days (but not yesterday)	Within the last seven days (but not yesterday)
		In the last 14 days (but not in any previous period)	
Within the last four weeks (but not yesterday or in the last seven days)	Within the last four weeks (but not in any previous period)	Within the last four weeks (but not in any previous period)	Within the last month (but not in any previous period)
Within the last three months (but not in any previous period)	Within the last three months (but not in any previous period)	Within the last three months (but not in any previous period)	Within the last three months (but not in any previous period)
Within the last six months (but not in any previous period)	Within the last six months (but not in any previous period)	Within the last six months (but not in any previous period)	Within the last six months (but not in any previous period)
Over six months up to and including 12 months (but not in any previous period)	Over six months up to and including 12 months (but not in any previous period)	Over six months up to and including 12 months (but not in any previous period)	Over six months up to and including 12 months (but not in any previous period)

All groups are mutually exclusive. The 12 month filter question at (a) includes all those who have read the paper at all in the past twelve months. This is not the same as (although very similar to) the 6-12 month figure in the matrix above.

#### 14. Internet questions

“And now I’d like to ask you about Web sites and your on-line reading”

- a. “Do you have access to the Internet?”

Yes – go to part b

No – skip Internet questions

- b. (OPTIONAL) “In the last 12 months, where have you accessed the Internet?”

At my home

At my workplace

At school/college/university

At someone else’s home

At another location using my own device (e.g. wireless hotspot or hotel)

At another location where a machine is provided (e.g. library, Internet café, kiosk)

c. (OPTIONAL) "Thinking of all the things you use the Internet for, and regardless of where and how you access it, please tell me how often these days you access the Internet?" CODE NEAREST

- i. Several times a day
- ii. Once a day
- iii. 5-6 days a week
- iv. 2-4 days a week
- v. Once a week
- vi. 2-3 times a month
- vii. Once a month
- viii. Less often

The first two categories may be combined into 'at least once a day'.

"I am now going to ask you about some Web sites."

d. "Which, if any, of the following Web sites (LIST) have you looked at in the last 12 months"?

e. "How often do you look at (WEB SITE NAME) nowadays?" ASK OF EACH WEB SITE MENTIONED AT d ABOVE.

- i. Several times a day
- ii. Once a day
- iii. 5-6 days a week
- iv. 2-4 days a week
- v. Once a week
- vi. 2-3 times a month
- vii. Once a month
- viii. Less often

The first two categories may be combined into 'at least once a day'.

f. When did you last look at (WEB SITE NAME)?

- i. yesterday
- ii. within the last seven days (not yesterday)
- iii. within the last four weeks (not in a previous period)
- iv. within the last three months (not in a previous period)
- v. within the last six months (not in a previous period)
- vi. within the last 12 months (not in a previous period)

If the answer is "Today" ask: "When did you last visit \_\_\_\_ before today?"

## 15. Presentation of cumulative data

Average issue readership data though collected in a mutually exclusive manner, should be presented to JICREG cumulatively. That is, each group should be added to the previous group. The total should be similar to, though not necessarily the same as, the readership figure obtained from the 12 month filter question.

## **16. Non-commissioning titles**

Data on non-commissioning titles (defined as those titles which appear on a piece of research they have not commissioned) should be collected in a similar manner and presented to JICREG.

### **QUALIFYING QUESTIONS**

All questions in this section are optional unless the newspaper is a hybrid - that is part-paid, part-free (outside the 90/10 limits) - in which case, questions at paragraphs 1 and 2 need to be asked in order to determine the readership of each type if the publisher has chosen to research the two types separately. Publishers may choose to ask these questions of their own title(s) or of any or all of their competitors.

#### **1. Source of copy**

The source of the copy of the newspaper which is read by an average issue reader is obtained by asking the question: "How did you obtain your copy of \_\_\_\_ that you read yesterday/in the past week". Note that the home delivered figure may appear on the profile page.

- a. delivered to your home
- b. from a newsagent on order
- c. from a newsagent not on order
- d. from a street vendor or kiosk
- e. from a dispenser
- f. from at a garage
- f. from a supermarket
- g. from a bus station
- h. from a train station
- i. picked up on a bus
- j. picked up on train
- k. was given out in the street
- l. at work
- m. at a library, a retail outlet such as a hairdresser, offices such as a solicitor, a pub, a takeaway or any other place where the copy was 'owned' by an organisation
- n. in another person' home
- o. other
- p. don't know

## **2. Determining whether the copy was paid or free**

a. "Was this copy of the paper paid for by someone or was it free?"

- i. Paid-for - Ask question b below
- ii. Free - Ask question c below
- iii. Don't know - Ask question d below

b. Exclude those who have home delivery at paragraph 1a above.

"Did you personally buy this paper, did someone else in your household buy it or someone not in your household buy it?"

- i. Bought by respondent
- ii. Bought by other person in household
- iii. Bought by person outside the household

c. Exclude those who have home delivery at paragraph 1a above.

"Did you personally pick it up, did someone else in your household pick it up or someone not in your household pick it up?"

- i. Picked up by respondent
- ii. Picked up by other person in household
- iii. Picked up by person outside the household

d. "Do you still have a copy of the paper? Can you check by looking at the copy whether it was a paid newspaper or a free newspaper?" For telephone research, "Can I ask you to check whether it was a paid newspaper or a free newspaper?". Where papers have a cover price on them even though no one has paid, it is clearly not possible to ask respondents to check. This question should therefore not be asked of such titles. It is only worthwhile where free copies carry no cover price and where paid copies do.

- i. Paid
- ii. Free
- iii. Unable to determine

## **3. Delivery questions for free newspapers**

If any of these questions are used, they must come after the readership questions.

There are two options for establishing the frequency of delivery of free newspapers. One determines whether a free newspaper has ever been delivered and the second, to be preferred, provides a frequency of delivery.

*The question which determines if the respondent has received a copy in the previous publishing period (seven days for a weekly paper) is important because it can be compared with the readership of the paper in the same period. If respondents have not received the paper, it reduces the likelihood of their reading it significantly. Of course, some respondents could have read the paper without having had it delivered - in someone else's home or at a hairdresser's for example.*

If such delivery questions are asked, they do not need to be asked for all free newspapers though it may be useful management information.

These are optional questions for free newspapers.

The following wording is suggested:

#### Face-to-face Research

"Please could you go through these cards/look at the screen and tell me which of these newspapers are ever delivered to your home, whether you read them or not. (Show card/view screen)

#### Telephone Research

"I am going to read out the titles of some newspapers and I would like you to tell me which of them are ever delivered to your home, whether you read them or not.

Or

"Thinking of \_\_\_\_\_ can you tell me how often it arrives through your door.

Would it be:"

- a. every week - ask question X below
- b. most weeks - ask question X below
- c. occasionally - ask question X below
- d. never - ask question Y below
- e. don't know - ask question X below

Question X: "Has your household received a copy of \_\_\_\_\_ in the last seven days, that is, since \_\_\_\_\_?"

- a. yes
- b. no
- c. don't know

Question Y: "Have you or anyone else in your household ever asked for \_\_\_\_\_ not to be delivered?"

- a. yes
- b. no
- c. don't know

#### 4. Time spent reading

Time spent reading is optional.

All three readership questions (a), (b) and (c) are to be asked before the time spent reading question.

Ask this question for all publications read within the previous publishing interval. That is, ask this question of all average issue readers. Note that if this question is not asked, a blank will appear in the appropriate field on the JICREG Database.

I am now going to ask you about those papers you said you read or looked at recently. For each one, I would like you to tell me how long you spent reading the most recent issue that you looked at. (For face-to-face interviews) Note: no showcard is to be used.

	<u>Coded as</u>
Less than 5 minutes	3.5
About 5 minutes	5
About 10 minutes	10
About 15 minutes	15
About 20 minutes	20
About 25 minutes	25
About 30 minutes	30
About 35 minutes	35
About 40 minutes	40
About 45 minutes	45
About an hour	60
About an hour and a quarter	75
About an hour and a half	90
About an hour and three quarters	105
About 2 hours or more	130
Don't know/can't remember	-

Averages (arithmetic means) are to be calculated from the figures on the right. The actual number of minutes can be recorded and the average calculated from these if preferred.

## 5. Profile page

A static page is available on the JICREG Database upon which may be placed the following data:

### a. Area profile

The percentage of the sample which falls into the following groups:

Men	AB	15-24
Women	C1	25-34
	C2	35-44
	DE	45-54
		55-64
		65-74
		75+
		Optionally 60+ as well

### b. Readership profile

The percentage of average issue readers who fall into the following groups:

Men	AB	15-24
Women	C1	25-34
	C2	35-44
	DE	45-54
		55-64
		65-74
		75+
		Optionally 60+ as well

### c. Car ownership

The percentage of the sample who live in a household with a car and the percentage of average issue readers who live in a household with a car. The question to be asked is: "Do you or does anyone in your household have a car which is used for private motoring? (yes/no)". If yes, "How many cars?" The answers may be put into the following categories:

- i. none
- ii. one
- iii. two
- iv. three or more cars in the household

d. Household tenure

The percentage of the sample and the percentage of average issue readers who live in homes with different types of tenure. The question to be asked is, "Is your home?"

- i. owned outright
- ii. owned with a mortgage or loan
- iii. rented from the council/local authority
- iv. rented from someone else
- v. other answers such as 'rent free' can be grouped under 'other'.

e. 60+ readership (proxy 'grey' market)

The percentage of the sample aged 60 or over. These data can be obtained by using Option B shown in Demographic Data paragraph 9.

f. Business readership

"Can I ask which of these best describes your current working status":

- i. in full time paid employment (30+ hours per week)
- ii. in part time paid employment (20-29 hours per week)
- iii. in part time paid employment (8-19 hours per week)
- iv. working less than 8 hours per week/not working

The fourth category responses are not to be counted as business people.

“Do you yourself have any influence on the decision to buy, recommend or approve any of these items or services at work?”

- i. Photocopiers
- ii. Audio-visual equipment
- iii. Stationery
- iv. Office furniture
- v. Vending machines
- vi. Telephone, mobile phone or fax equipment
- vii. Computer hardware, software or systems and services
- viii. Cleaning services or equipment
- ix. Security systems or services
- x. Acquisition of business property
- xi. Acquisition of plant equipment
- xii. Acquisition of company vehicles for yourself or your company
- xiii. Financial, legal or business advisory services
- xiv. Attending training courses or conferences
- xv. Arranging conferences for employees of your organisation or others to attend
- xvi. Recruitment of staff
- xvii. Marketing or advertising services
- xviii. Company travel for yourself or other employees
- xix. None of these/don't know

The final category responses are not to be counted as business people:

“Which of these phrases best describes your level of involvement in the decision to buy, recommend or approve these items or services at work?”

- i. Actively involved in purchasing
- ii. Recommend or specify what to buy
- iii. Influence the purchase decision
- iv. The final decision maker
- v. None of these

The final category responses are not to be counted as business people

(Note this is multiple choice)

A respondent who gives a positive response to all three of these questions, can be classified as a business person. A negative response to any would ensure they were not counted as a business person.

g. Children in household

Under Demographic Data paragraph 17, it is recommended that these data are collected. The survey report should therefore show the percentage of the sample and the percentage of average issue readers who have:

- i. no children
- ii. children under five
- iii. children five but under 11
- iv. children 11 but under 15
- v. children under 15.

## **17. Shoppers**

‘Shoppers’ questions are optional. If this question is asked, details of the suggested wording may be found under ‘Demographic Data’, paragraph 11.

## **DEMOGRAPHIC DATA**

Demographic data are to be collected for two main uses - as demographic data to be used on the Database (although not necessarily at the same level of detail as they are collected in the questionnaire) and as potential input to the model building process. In practice, most items will be used for both purposes.

Items in **red** are mandatory. Items in **blue** are recommended. Items in **hot pink** are suggested for administrative purposes.

1. Name
2. Address
3. Full postcode
4. Date of interview
5. Time of interview

*The name, address, date and time of interview are normally collected by the market research companies for administrative purposes. The full postcode should be collected to enable geodemographic codes to be attached to the interviews and to enable an analysis of the spread of interviews.*

### 6. Telephone

- |                     |        |
|---------------------|--------|
| Telephone ownership | Yes/No |
| a. ex-directory     | Yes/No |
| b. fixed land line  | Yes/No |
| c. mobile           | Yes/No |
| d. telephone number |        |

*The telephone number is normally collected for back checking purposes.*

### 7. Sex

- a. Male
- b. Female

## 8. Age last birthday

Also coded for output as:

Option A	Option B	Option C	Option D
15-19	15-19	15	15
20-24	20-24	16-17	16
25-34	25-34	18-19	17
35-44	35-44	20-24	18-19
45-54	45-54	25-34	20-24
55-64	55-59	35-44	25-34
65-74	60-64	45-54	35-44
75 or over	65-74	55-59	45-54
	75 or over	60-64	55-59
		65-74	60-64
		75+	65-74
			75+

*As actual age has been collected, the data may be combined in different ways. For example, Option C shows the groups recommended by JICPOPS. Option D allows for under 18s (children) or those 16 and under (still at school) to be analysed. The NRS definition of adults as those aged 15 or over has been used.*

## 9. Status of respondent in household

"Which member of your household would you say is the Chief Income Earner, that is, the person with the largest income, whether from employment, pensions, state benefits, investments or any other sources? (IF "EQUAL INCOME", ENTER THE OLDEST PERSON)

- a. chief income earner
- b. main shopper
- c. other adult in household

## 10. Shoppers

'Shoppers' questions may be asked and to be consistent with the NRS, they should be:

"We should like to know about your personal involvement in shopping for your household's food and groceries".

"Which of these best describes the extent to which you personally select the items when you are shopping at supermarkets, food shops and shopping for food on line?" For face-to-face research, a show card/screen is presented. A list is read out for telephone research:

- a. all or most items
- b. about half
- c. few
- d. none or almost none

Then if not "none or almost none" (of what is bought), that is, any other response, ask:

And how much would you say you personally spend in an average week on food and household goods?" For face-to-face research, a show card/screen is presented. A list is read out for telephone research:

- a. about £10 or less
- b. about £20
- c. about £30
- d. about £40
- e. about £50
- f. about £60
- g. about £70
- h. about £80
- i. about £90
- j. about £100 or more
- k. don't know

#### 11. Housewives

"Housewives" are now known as "main shoppers" and are to be defined as those who claim to do "about half" or more of shopping. The analysis should show total "main shoppers" and total "female main shoppers". Note that shopper data do not appear on the JICREG Database.

## 12. Marital status of respondent

“Which of the following applies to you?”

- a. married/in a civil partnership
- b. living with partner
- c. single (never married) (not living with partner)
- d. widowed (not living with partner)
- e. divorced/separated (not living with partner)

Note that if a respondent has lived with someone but is now living on their own, they should be classed as single (c). If widowed, divorced or separated but living with a partner, they should be classed as living with a partner (b).

## 13. Social grade of household

Social grading of respondents is based on the occupation of the Chief Income Earner (CIE) as the concept of ‘head of the household’ is no longer appropriate. If the respondent is not the chief income earner, establish who is.

The question to be used to establish who is the Chief Income Earner is described at paragraph 9 above.

Questions to be asked about the CIE are as follows:

a. “Which of these statements best fits this person's situation?”

- |  |                |
|--|----------------|
| in paid employment                                   | - parts d - h  |
| self employed  | - parts d - h  |
| not employed, looking for work                       | - part b       |
| not employed, not looking for work,<br>retired       | - part c       |
| not employed, not looking for work, other<br>reasons | - part c       |
| full time education/student                          | - paragraph 15 |

b. “Has this person been in employment in the past two months?”

- |     |               |
|-----|---------------|
| yes | - parts d - h |
| no  | - part i      |

If "Yes", ask parts d - h about their most recent employment.

c. “Does this person receive a pension from their previous employment or in the case of widows/widowers, from their late husband's/wife's previous employment?”

- |                                     |               |
|-------------------------------------|---------------|
| yes                                 | - parts d - h |
| yes - from late spouse's employment | - parts d - h |
| no                                  | - part i      |

If "Yes", ask parts d - h about his/her most recent employment.

d. "In which industry does/did this person work?"

e. "What is/was their job (title), rank or grade?" Ask as applicable.

f. "Do they have any professional or trade qualifications? (This need be asked only where the job title is insufficient on its own to enable an accurate social grading to be given). If so, what are they?"

If managerial/self employed, ask:

g. "How many staff are/were they responsible for?"

h. "How many hours do/did they work in a normal week?"

i. fewer than 8

ii. 8-19

iii. 20-29

iv. 30 or more - go to paragraph 15

i. "Does this person receive any income or maintenance other than state benefits?"

i. yes - go to paragraph 15

ii. no - go to paragraph 15

Respondent should be coded into one of six social gradings:

a. A

b. B

c. C1

d. C2

e. D

f. E

Note that the output will combine A with B, and D with E.

*JICREG does not insist on the more exacting questioning used by the NRS (although would not reject it) because of both time and cost factors. The majority of respondents should be socially graded quite quickly; the extended list of questions should be needed in only a minority of cases.*

#### 14. Working status

Working status of respondent (if respondent is not chief income earner). Respondent to be asked (as applicable) parts a, h and i of paragraph 14 about themselves.

15. Additional information

Additional information may be needed to aid social grading (write in).

16. Household composition by age

- a. number of children aged under 5
- b. number of children aged 5-10
- c. number of children aged 11-14
- d. number of adults aged 15+ (including respondent)

Note: the number of readers with children aged 15 and under can be put on the Database if the first three categories are combined and presented in the report.

*If the actual ages of children are obtained, they may be grouped in different ways.*

17. Time lived in area and home

- a. "How long have you lived in this area (by the area, I mean (name of town/location))?"
- b. "How long have you lived in your present home?"
  - i. Under 1 year
  - ii. 1 year or more but less than 2 years
  - iii. 2 years or more but less than 5 years
  - iv. 5 years or more but less than 10 years
  - v. Over 10 years

*This question is useful to determine how attached the respondent is to the area and also to help sell property advertising.*

## 18. Ethnicity

“Which of these ethnic backgrounds do you consider yourself to belong to?”

- a. White
- b. Black – Caribbean
- c. Black – African
- d. Black – other
- e. Asian – Indian
- f. Asian – Pakistani
- g. Asian – Bangladeshi
- h. Asian - Chinese
- i. Asian – other
- j. Mixed background
- k. Any other ethnic group

Note that these groups may be expanded.

## 19. Terminal Education Age

“At what age did you finish full time education?”

- a. still studying full-time
- b. 16 or under
- c. Age 17
- d. Age 18
- e. Age 19
- f. Age 20
- g. Age 21 or over

## 20. Income

“Which of these comes closest to your net income – that is after deducting income tax, national insurance and contribution to pension schemes?” Note that this question may be asked about the respondent and/or the household income.

	Weekly	Monthly	Yearly
1	£70	£300	£3,600
2	£90	£400	£4,800
3	£115	£500	£6,000
4	£140	£600	£7,200
5	£185	£800	£9,600
6	£275	£1,200	£14,400
7	£370	£1,600	£19,200
8	£460	£2,000	£24,000
9	£555	£2,400	£28,800
10	£645	£2,800	£33,600
11	£740	£3,200	£38,400
12	£830	£3,600	£43,200
13	£925	£4,000	£48,000
14	£1015+	£4,400+	£52,800+
15	No income (not shown)		
16	Don't know		
17	Refused		

