Readership Surveys

- What is Readership? Who is a Reader?
- Readership vs Circulation - NRS, IRS; ABC
- Need for Readership Surveys: ad rates, ad revenue, circulation, marketing, interests of public?.
- National Readership Survey: NRS-2006 (NRSC)
- Indian Readership Survey : IRS-2009, Rounds I and II (MURC and Hansa Research)

Readership Survey Methods

- Masthead Method - Title and logo shown: *Have you seen? Have you Read? Yesterday? Last Week?*
- Recent Reading Technique (RR Method)
- First Reading Yesterday (FRY Method)
- Thro' the book Method (TTB Method)
- Readership Diary - 'Frequency'
- Magazine Page Exposure (MPX)

Primary and Secondary Readers

⌘ *Primary Readers*: people who purchase/subscribe the copy of a publication and read it; the first readers.

⌘ *Secondary (or Pass-on) Readers*: readers other than the first or primary reader.

Claimed Readers...

- *Readers per copy*: average number of readers exposed to a copy of an average issue of a publication: Average issue Readers/Circulation
- *Average Issue Readers* (AIR):
- *Claimed Readers*: people who claim to have read or looked at a certain specific number of copies of a publication out of the previous 'n' consecutive issues of a publication.
- *Maximum Possible Reach* (MPR) or *Penetration*: the proportion of the population that can be reached by a publication in a standard time period.
- *Print Coverage*: the percentage of the target audience exposed to an average issue of a newspaper or magazine.

Circulation Audits

- *Audit Bureau of Circulation*: an organisation formed by media, advertisers and ad agencies to certify the circulation statements of its member publications which have been prepared or audited by recognised professional accounting firms.
- *Circulation*: the number of copies of an average issue sold or distributed by a publication.
- *Print Run*: the number of copies printed but not necessarily fully sold or distributed, of an average issue by a publication.
- *Controlled Circulation*: the circulation of a publication that is sent free and addressed to specified individuals or organisations.

Data Collection Methods

- Face –to- Face interviews, Computer Assisted Personal Interviews (CAPI)
- Telephone Interviews, Computer Assisted Telephone Interviews (CATI)
- Self-Completion Methods
- Questionnaires sent by post
- In-page Questionnaires
- Internet Surveys
- Bar Codes.