



NATIONAL READERSHIP STUDIES COUNCIL

NATIONAL READERSHIP SURVEY – 2007

RESEARCH BRIEF

The National Readership Studies Council proposes to conduct NRS 2007 over the next few months and invites proposals from Research Agencies that meet the NRSC's objective of providing reliable and timely Readership estimate to subscribers and meets the following brief.

Research Agencies are free to go beyond the brief and offer solutions that would generate more reliable readership estimates at reasonable cost.

A. RESEARCH DESIGN:

1. Universe:

- Definition of Respondent: All adults over 12 years age
- Geographic coverage: All states, excepting J&K, Off - shore Islands Andaman & Nicobar and Lakshadweep.
- Both Urban & Rural areas are to be covered

2. Sampling Methodology:

- a. In NRS 2006 urban sampling has been standardized. All town classes in each district have been covered. All towns above one lakh population have been covered. Sampling of towns below one lakh population were done to represent each town class of each district. All publishing towns were covered. Cluster sampling has been adopted for household selection. In Metros half the household is selected from the Voters list and the other half by using Right Hand Rule method. Cluster size for each town class is predetermined.

- b. In NRS 2006 village selection was done to represent each village class in each district.
- c. In NRS 2006 sampling design was based on 90% confidence level and +/-25% margin of error for 2% penetration at state level.
- In NRS 2007 following factors are to be considered while sample design is proposed.
- d. All readership estimates are to be robust at SCR levels.
- e. Rural sampling has to be modified to yield much more robust rural readership estimates. In rural sampling, village selection has to be based on stratification using demographic variables. Sample size for Villages in each village class is to be defined. Cluster size should be defined.
- f. Please propose sampling strategy for NRS 2007 along with your rationale. Please also propose sample sizes required to obtain estimates at for 2% penetration at state level with relative error levels of 25%, 20% and 15% at 90% confidence level.
- g. Your proposal should cover the methodology for the following:
- No. Of towns by State X Town class
 - Sample size by State X Town class
 - Selection and substitution of Household
 - Selection of Individual respondent in Household
 - Sample size for Metros, class I and for other towns as per town Classes
 - Booster sample for SEC 'A' (Affluent Household)
 - No. Of villages by State X Village class
 - Sample size by State X Village class
- h. In addition, if readership estimates at each district level are to be robust for 10% penetration with suggested relative error levels of 25%, 20% and 15% at 90% Confidence level please propose sample size requirement.

B. INFORMATION AREA:

The present average interview time is around one hour for both at Household level and Individual level. This has to be revised to make it more efficient and to improve data collection quality.

3. Information Collected:

In NRS 2006 following data were collected at:

A) Household level: Demographics of CWE&HHL - All individuals gender age, working status, Literacy and TV watching-MHI- TV channel details-Internet Connection-39Durable ownership - 9 Durable brand ownership - 32FMCG product category & brand usage- (All the product categories are subject to review) - Housing details- Rural Housing details - Household Print Media Consumption.

B) Individual Level: Demographics, Readership (Over 480 titles, subject to review) - TV viewer ship, - Radio Listener ship - Cinema hall visit - Internet usage - Lifestyle details - Personal Product user ship (39 Product category subject to review - Food Products user ship (12 Products subject to review) - Credit Card - Mobile Phone - Watch - Insurance - Lottery Ticket & Tobacco product consumption

Suggest optimum data to be collected keeping in view, RESPONDENT FATIGUE, data requirement of users, the fact that this is a READERSHIP STUDY, reliability of estimates and cost.

C. MEDIA MEASUREMENT:

4. Readership Measurement:

Sampling method for better and more reliable Readership Measurement should be mentioned for the following:

- *Niche Publications
- *Magazines
- *Financial Publications
- *Regional/Local Publications in Multilingual Metros

If there is a deviation in sampling methodology suggested, propose systems to perform trend analysis with past NRS data.

- Readership estimate for supplements of dailies should be carried out in all Metros.

5. Other Media Measurement:

Other Media measurement will include:

- Internet usage by Mobile
- SMS usage

5. Criteria for Inclusion of Publication:

Please propose criteria to be used for inclusion of publications to be fielded and reported.

D. PROJECT EXECUTION

6. Data collection:

Method of data collection should be mentioned (like CAPI, CATI etc.)

7. Field Work:

Please share your views on whether fieldwork should be spread throughout the year with reporting twice a year, or fieldwork should be done in one shot over a 3 month period and report released once a year.

8. Quality Control:

- Please elaborate on Quality control systems that will be put in place to ensure error free data collection, data entry and data base creation.
- Please mention what specific software programs will be used for data cleaning and what systems will be followed to ensure non-sampling errors including coding/Field errors.
- What system do you propose to minimize impact of willful promotions and other steps that could be taken by publications to influence Readership Measurement.
 - Please state your views on deployment of external agency to ensure that all process and protocols are adhered to.

9. Monitoring & Control:

To ensure timely completion of the project and providing reliable data, proposed internal monitoring & control system to be followed should be elaborated upon.

10. Data Processing:

Resources available for data handling should be mentioned.

E. VALIDATION CHECKS:

11. Data Validation:

- Brief outline of data validation process should be mentioned indicating logics and filters used. Verification process should be mentioned.
- Process and cross check charts for data integrity and consistency should be made clear (Comparison of estimates with secondary source of information such as no of Cars, No of telephones etc.).
- Control charts with trend analysis should be presented. This should indicate variances, which should be explained with available diagnostic measures.
- Suggest validation rules for readership estimates wherever huge growth/decline for publication readership estimates.
- Criteria for which publication readership should not be reported based on margin of errors.

F. USER SOFTWARE:

Presently NRSC is using Sesame Crosstab software (License from Sesame Systems Limited, U.K.). Please indicate what software you propose to offer to users and highlight its advantages and disadvantages over Sesame.

G. SUBSCRIBER SUPPORT SYSTEM:

12. After Sales Services:

The following after sales services are to be provided:

- Responding to subscribers queries
- Marketing Activities - Presentation to Prospective Subscribers
- Providing Training to Subscribers
- Promoting NRS and its use through articles in press

13. Resources:

The resource allocation for successful completion of the project and providing after sales services should be outlined. This should include team available for the major activities and their experience and the number of people who will be 100% dedicated to NRS.

H. COMMERCIAL ASPECTS

14. Time Plan:

A suitable time plan should be presented keeping in mind NRS - 2007 needs to be released to subscribers before the end of August 2007.

15. Cost Estimate:

The total cost of the project execution should be presented by various budget heads for the following:

The cost for different sample sizes proposed at for 2 % penetration at state level for relative errors of 25%, 20% and 15% at 90% confidence level should be presented separately.

The cost estimate for robust readership estimate at district level for different sample size for 10% penetration for relative error levels of 25%, 20% and 15% at 90% confidence level should be presented separately.

16. Penalties:

Please propose a system of penalties for errors /mistakes and delays, to ensure full accountability.

17. Disclosure / Undertaking:

NRSC will require you to give the following undertaking:-

- All investigators chosen will be English speaking graduates and will be provided proper training by the Research Agency.
- No investigator will be directly or indirectly related to any body working In a publication operating in the same area as the area allocated to the investigator.
- The investigator shall be required to give an undertaking confirming to certain ethical standards and behaviour.
- The chosen agency or its subsidiaries or Associates will not undertake any research assignments for any Publisher related to readership estimates or any other type of analysis or project relating to readership.
- The Research Agency will be required to make a declaration of the project(s) that it has worked on for different Publishers in last 3 years and monetary value of such projects.

18. Data Ownership:

- Entire data will belong to NRSC.
- No additional rider questions will be allowed.
- Agency will not be allowed to provide any augmented services using NRS data to publishers.

19. Company Resources:

(Please provide the following details about your Organization.)

- Total billing in Rs. Lakhs for the previous 3 financial years
- No.of Research Offices
- No.of Field offices
- No.and location of Field Associates
- No.of Permanent Research Staff
- No.of Permanent Field Staff
- No.of Projects executed in last 12 months
- Experience in conducting Readership Surveys