Reporting Standards

Total Audience Certificate
Information & Reporting Standards

Business Media

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abc

trust in media

Total Audience Certificate

Business Media

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Overview of Product:

ABC's Total Audience Certificate provides a detailed estimate of the net number of individuals who, in a given publication period, consume a brand's content via any combination of content-hosting platforms. Our Total Audience certificate delivers an average figure across a specified publishing period.

## Flexible reporting of net brand performance

Census and research data is combined through a process of data integration to deliver a net audience figure. The certificate identifies the duplication which exists between platforms enabling the most engaged users of the brand to be measured. Certification is flexible, allowing you to report the platforms you use at a frequency relevant to your business model.

Industry standards

Census data is governed by ABC Reporting Standards. The research methodology is endorsed and overseen by PPA Business Media Group. Data integration services are provided by an ABC Associate approved by ABC, giving confidence that all elements of the process meet industry standards.

Delivering confidence and comparability

Comparable and transparent standards give media buyers and advertisers confidence in the data. ABC's Total Audience certification was developed in collaboration with industry experts from the PPA Business Media Group, PwC, the ABC Business Media Reporting Standards Group and independent consultants.
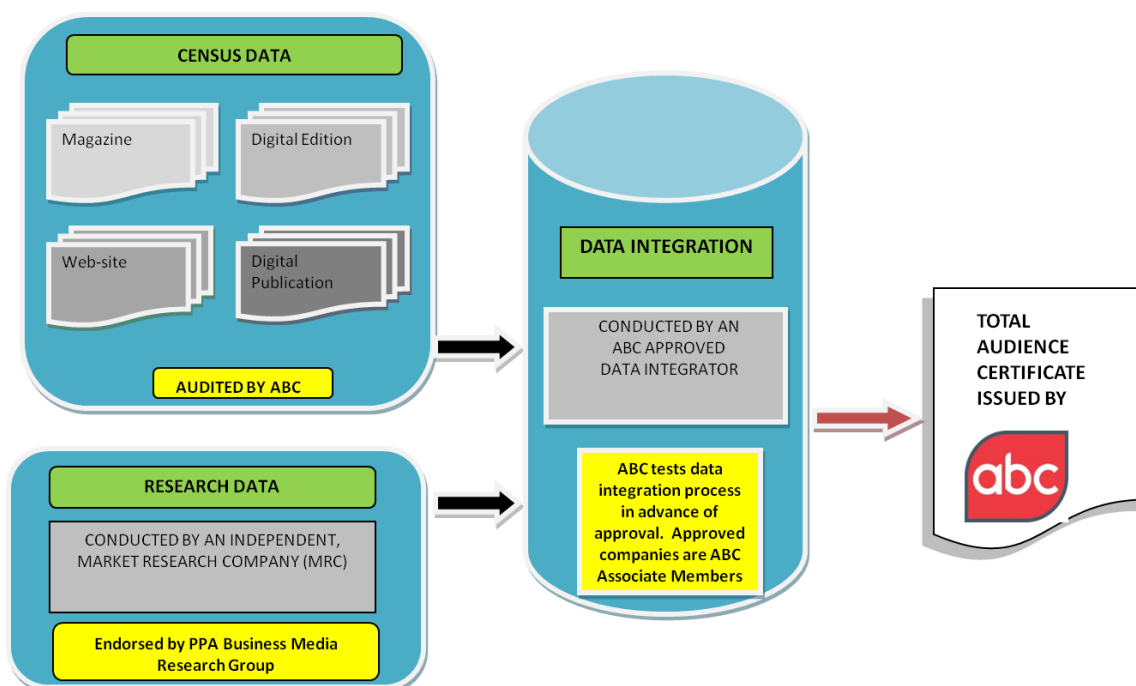
Reporting Options:

Media owners can report a Total Audience Certificate at a frequency that is relevant to their business models.

Projects will be planned so that a media owner is able to release Total Audience Certificates in advance of other ABC Certificates issued as part of the process, provided industry mandated deadlines are adhered to.

1. The period covered will be stated on the Total Audience Certificate.

2. The research work must be conducted within the period specified by the Total Audience Certificate.

3. All platforms included in the Total Audience Certificate must have census based figures audited by ABC.

4. In addition to data released as part of the Total Audience Certificate all print products and digital editions included must additionally report their circulation to the audit periods specified by ABC's Business Magazine Reporting Standards.

5. Website audits must be completed across the period specified by the Total Audience Certificate, and audited according to ABC Reporting Standards.

6. Digital Publications included must additionally report as specified by ABC's Digital Publication Reporting Standards.

7. The Total Audience Certificate can cover a three, six or twelve month reporting period.

8. The data integration modelling must be completed two months from the end of the reporting period.

Publishing Platforms

The Business Media Total Audience Certificate typically includes a combination of the following, less any duplicated consumption between platforms to ensure that each Multi-Platform User is only counted once.

- Print audience

- Digital audience, including:
  - Website users (registered users and/or anonymous users)
  - Tablet app users
  - Smartphone app users
  - Digital Edition users

Business Media owners may include any publishing platforms on The Total Audience Certificate that are in existence throughout the period covered by the certificate.

Definitions

Total Audience - Total Audience is the estimated net number of individuals who, in a given print publishing frequency (e.g. week, fortnight, month), consume a brand's content via any combination of content-hosting platforms, including (but not limited to) printed magazines, websites, tablet apps and smartphone apps. The Total Audience is an average estimate across a specified period.

Multi-Platform Users - These are individuals who consume the publication's content on multiple platforms. They represent a brands most 'engaged' consumers, to ensure each member of this user group is only counted once in the Total Audience figure the number of multiplatform users is subtracted from the gross audience figures generated by the census based data and the research.

Publication Period - This is set by the frequency of publication of the print product. (e.g. week, fortnight, month).

Print Circulation - This is defined by the ABC Business Magazine Reporting Standards, and is the number of copies distributed by the publisher that are compliant with the industry rules - it does not include any digital edition circulation included within the headline ABC figure.

Readers Per Copy (RPC) - A research derived multiplier of the average (by issue) number of people who read each copy of a print publication measured by the ABC circulation.

Print audience -The estimated number of individuals who read (for at least two minutes) an edition of a publication within the publication period. It is calculated by multiplying the ABC print circulation of the 'requested' circulation categories by the RPC multiplier. Circulation categories not reader requested are included according to their verified ABC numbers. i.e multiplier of 1.

Digital Edition Circulation – This is as defined by ABC's Business Magazine Reporting Standards, and is the number of copies distributed by the publisher, that are compliant with the industry rules. Whilst reported and audited alongside the print copies under the Business Magazine rules, it is treated as a separate platform for the Total Audience Certificate and only copies that are additionally compliant with the metric 'publication opened' are eligible for inclusion.

Digital Publication Circulation – This is as defined by the ABC Digital Publication Reporting Standards, only copies that are compliant with the ABC metric 'publication active view (PAV) are eligible for inclusion.

Website data- This is as defined by the ABC Web Traffic Reporting Standards. Website numbers are broken out on the Total Audience Certificate as either Registered User Accounts or Unique Browsers as defined and audited by ABC.

- **Registered User Accounts** – This is an account set up for a user to request to receive access to a website. They can be paid or free, only active registered user accounts (those who have accessed content in the period measured) are eligible to

be included in this breakout on the Total Audience Certificate and contribute to the Total Audience Figure.

- **Unique Browsers**- Where there is no registration requirements on a website, or where content is accessed prior to a registration process, Unique Browsers are used as a proxy for anonymous individuals. Unique Browser is a measure of a browser or a device and not people and therefore this should be recognized and will be reported distinct from Registered User Accounts. Unique Browsers can be measured on a daily weekly or monthly basis to align with the publication frequency.

ABC Census Requirements

Most publishers undertaking a Total Audience Certificate will be familiar with ABC requirements.

All reporting and auditing of print and Digital Edition data will be conducted in accordance with the ABC Business Magazines Reporting Standards.

All reporting and auditing of Digital Publications will be conducted in accordance with the ABC Digital Publication Reporting Standards.

All reporting and auditing of Online Properties will be conducted in accordance with the ABC Reporting Standards for Web Traffic and Email Distribution if appropriate.

Full details of all these reporting Standards can be found at www.abcstandards.org.uk .

RESEARCH METHODOLOGY

Introduction

The research methodology as set out in this section must be followed by ABC members wishing to achieve an ABC Total Audience certificate.

The methodology has been developed in conjunction with industry representatives, and endorsed by the PPA Business Research Group who will continue to review and oversee its development.

The purpose of the research is to;

1. estimate a Readers per Copy multiplier for the 'requested' print circulation
2. estimate the number of readers who read multiple platforms
3. estimate any demographic information about the readers

A key point is that the methodology restricts the research to the readers of the particular publication(s) concerned. This is a limiting factor compared to standard audience research techniques. The methods and rules set out in this section must be strictly adhered to in order to ensure the acceptance of survey findings.

The start point of any Total Audience readership survey is assumed to be the standard paper version of a publication. The publisher will have decided and agreed with ABC which additional delivery platforms are to be included, and also which are to be surveyed and reported separately.

This research is intended to give audience estimates for publications which are distributed (by whatever means) on a defined frequency (weekly, monthly, etc.) using a consistent name or title. It is unlikely to be appropriate for the measurement of the readership of occasional or one-off publications. If in doubt consult ABC before commencing the research programme.

Principles

1. Each platform to be surveyed has census data audited by ABC to industry agreed standards – covering the period of the Total Audience certificate.
2. Readers per Copy (RPC) multiplier will be applied to print circulation only – varying by circulation type
3. Minimum number of unique and usable questionnaires and responses per platform is required
4. Surveys will be conducted over a set period based on publishing frequency of the print product
5. Surveys will be conducted by an ABC approved organisation, appointed by the Media Owner, but third party to them, as part of a tri-partite agreement with ABC
6. The Survey provider will provide an agreed output
7. Incentives to encourage response may be used
8. All readers must have the same chance and opportunity to respond
9. Demographic estimates may be reported

10. Questionnaires must conform to common requirements

Requirements

1. **Each platform to be surveyed has census data audited by ABC to industry agreed standards – covering the period of the Total Audience Certificate.**

   For all platforms to be included within the survey the population must be confirmed from audited ABC industry standard census data, including the circulation or metric types – e.g. for print - 'requested/non-requested', for a digital platform 'known or unknown'. Known will be identifiable regardless of device and will have registered for access via a gateway. Unknown will be a Unique Browser – not a person. These data will be needed at the survey processing stage.

   A platform must be in existence throughout the period of the net audience certificate, to be eligible for inclusion.

2. **Readers per Copy (RPC) multiplier will be applied to print circulation only – varying by circulation type**

   The RPC information will only be used to calculate total readership of the 'print' magazine and will only be applied to circulation types denoted as 'requested'. All other circulation types (collectively referred to as 'non-requested') are assumed to have an RPC of 1.

   The RPC is calculated only from all useable questionnaires which can be evidenced as being completed by someone who reads a 'requested' print copy. If the circulation is a mixture of requested and non-requested, then:
   - for print sourced questionnaires, evidence will normally be a pre-printed code on the form;
   - for non-print sourced questionnaires, evidence will normally be a specific question.

   If a questionnaire cannot be evidenced as 'requested' then it will be deemed to be 'non-requested'. The minimum number of responses from print sourced questionnaires for 'requested' circulation is 250. However, there is an exception if the print circulation, being researched, is a mixture of 'requested' and 'non-requested'. In this case the number of responses from print-sourced 'requested' circulation can be pro-rated down to a minimum of 200, but the minimum for print, in total, remains at 250.

   The RPC will be calculated as follows: The sum of readers from the usable questionnaires divided by the number of usable questionnaires, expressed to two decimal places.

   As defined in the current version of the ABC Business Magazines Reporting Standards:

   'Requested' circulation types are;
   - Retail and single copy sales
   - Paid & Controlled

- Single Copy Subscription Sales
- Society – paid optional & unpaid requested
- Controlled – requested categories

'Non requested' circulation types are;

- Sponsored Subscription Sales
- Multiple Copy Subscription sales
- Society – non optional
- Controlled – non requested categories
- Non-Controlled

3. **Minimum number of unique and usable questionnaires and responses per platform is required**

a. There must be a minimum of 500 returned and usable, unique, questionnaires in total.
b. There must be a minimum of 250 returned and usable, unique, questionnaires sourced from the print survey – e.g from in – print questionnaire or dedicated URL link from print magazine.
c. If the circulation of the print product is not 100% 'requested', then there must be a pro-rated number of returned and usable, unique, questionnaires sourced from print survey, identified as 'requested' circulation, down to a minimum of 200.
d. There must be a minimum of 250 usable responses for each designated separate platform or combination of digital platforms, if they are reported as one platform. For non-print platforms the minimum 250 can be sourced from any platform questionnaire.

By way of examples, combining the requirements of minimum usable questionnaires and responses;
i)   *2 platforms; print (100% requested) and web. 300 questionnaires received from print source, all of which said they consumed print and 120 said they consumed web. 200 questionnaires from web source all of which said they consumed web, and 50 said they consumed print.*
ii)   *3 platforms; print (100% requested); web; and tablet. 300 questionnaires received from print source, all of which said they consumed print, 120 said they consumed web, and 100 said they consumed tablet. 200 questionnaires from web source all of which said they consumed web, 50 said they consumed print, and 80 said they consumed tablet. 70 questionnaires received from tablet source, all said they consumed tablet, 50 consumed web and 10 consumed print.*
iii)   *2 platforms; print (70% requested) and web. 320 questionnaires received from print source, 240 from 'requested'. Of the 320, all said they consumed print, and 150 said they consumed web. 190 questionnaires from web who all said they consume web. Of these 60 said they consume print, none of which could be identified as 'requested' print circulation.*

In all examples the requirements are met;
i)
     a.   500 questionnaires received in total (min 500)

        b.   300 questionnaires sourced from print, requested (min 250)
        c.   350 responses consume print and 320 consume web (min 250 each)

ii)

        a.   570 questionnaires received (min 500)
        b.   300 questionnaires from print, requested (min 250)
        c.   360 responses consume print, 370 consume web, and 250 consume tablet (min 250 each)

iii)

        a.   510 questionnaires received in total (min 500)
        b.   320 questionnaires sourced from print, (min 250)
        c.   240 questionnaires sourced from print requested (min 200, as 70% = 175)
        d.   380 responses consume print and 340 consume web (min 250 each)

For the avoidance of doubt all usable questionnaires must be included in the results – a selected minimum is not allowed.

Please note that there is no statistical link between population size and sample size. Where the population size for a particular platform such that the minimum sample criterion is unlikely to be achieved the options are to:
* combine this with another platform
* exclude it from the survey and audience calculations

Where the population for an overall publication is low members should consult with ABC as to whether a survey is likely to be appropriate.

4. **Surveys will be conducted over a set period based on publishing frequency of the print product**

Survey results can only be used as part of an ABC Business Total Audience certificate which covers the period of research.

As a minimum, the print survey questionnaire should be carried in two successive issues. It is recommended that a self addressed envelope is included. Assuming email addresses are held for most or all (most being not less than 75%) there should be a blanket reminder (for all email addresses – not a selected 75%) after say two weeks for monthly or lower frequency publications. This is probably not feasible/sensible for weeklies, but in this case a reminder should be prominently displayed in the next issue.

In order to ensure that printed copies have been received and are in 'circulation' and hence to give 'paper' subscribers the opportunity to respond through this route, it is recommended that there is a delay of 2 weeks in hosting or emailing questionnaires for digital platforms.

There should be a cut off point for returns (completed questionnaires). This should be set in advance and kept to, not closing in advance once the minimum is achieved. If insufficient responses have been received by the cut off point then an extended period can be set and kept to.

5. **Surveys will be conducted by an ABC approved organisation, appointed by the Media Owner, but third party to them, as part of a tri-partite agreement with ABC**

The entire research process must be under the direct control of a qualified market research member of MRS. Relevant membership categories are; Full Service Company partner; or MRS Full member or Fellow.`.

The publisher will engage the survey provider to conduct the research, and enter into a tri-partite agreement with ABC. The survey provider will make available to the publisher's appointed data integrator all required information to enable verification of the data preparation and to conduct the data integration.
Whilst in many respects these will be relatively simple surveys it is important that the research is properly implemented so that there is a standard and transparent process.

a. Surveys must be conducted by an independent third party, not by the publisher and/or data integrator.
b. The survey provider must be accredited by the Market Research Society (MRS) and approved by ABC.
c. No survey should result in increased traffic being generated on any platform.
d. Surveys should discourage completion of more than one survey even on different platforms and should clearly and explicitly state that duplicate responses will not be counted.
e. For anyone who completed multiple surveys, only the first survey received by the survey provider is included so that only one response per person is included in the total.
f. Sufficient data must be acquired from the survey participants to allow for identification of duplicate responses to the survey. This can include, but is not limited to, name and address of the respondent, their email address etc.
g. All survey responses must be logged and recorded on receipt and identified as either; – useable, unusable or duplicate (secondary and later instances).
h. Data capture systems must be verifiable.

6. **The Survey provider will provide an agreed output**

The following are the post 'fieldwork' stages which will be part of the responsibility of the appointed survey provider:

- data preparation
- audience results reporting

Data preparation will encompass:

- identifying by inspection or automatic process – subsequent duplicate responses from any individual
- checking that the circulation identification (id) code ('requested' or non-requested') is present – and if not estimating using the subscriber name/email
- undertaking mechanical logic checks required, particularly in respect to the additional demographic questions which publishers may add

Audience results reporting: the processing and reporting of results will be a straightforward cross-tabulation of answers to questions by the agreed demographics. Results will be classified to audited ABC circulation types.

The readers per copy (RPC) data for 'requested' circulation should be tabulated to show both the average RPC within each demographic and the full distribution of answers. The results should be split between 'sourced from print' and 'sourced from non-print' questionnaires.

All tables should give both the population value and the sample base for each category.

The form of output will be agreed for each survey but the default will be a report providing:

- Confirmation of minimum requirements achieved
- Fieldwork timing and methodology
- Sample sizes by circulation type – 'requested and non-requested'
- 'Gross' (usable, non-usable and duplicates) list of all questionnaires received, and for each, separated between 'requested' and 'non-requested' you must:
  - record date of receipt
  - record all responses
  - record circulation id code (e.g. requested)
  - note whether invalid or duplication
  - note platform survey source
- 'Net' (usable) list of questionnaires received, with same information as above, separated between 'requested' and 'non-requested', which are usable and not duplicated.
- Copies of the questionnaires used
- Calculation of the RPC for 'requested' usable responses
- Weights applied

The output will be provided to the Data Integrator and publisher, independently.

7. Incentives to encourage response may be used

It is good practice and common sense to offer an incentive to complete the survey. There is no firm evidence on exactly what 'works', either in terms of type or amount (although, not surprisingly bigger incentives do have some effect on co-operation rates!).

The incentives must be proportional and reasonable for the purposes of the survey and not be biased – e.g. a prize should not elicit a greater response from any one particular reader type.

It is advisable to include a statement that incomplete questionnaires will not be eligible for the incentive.

Examples – not all are acceptable:

a. A prize draw; in this case it seems to be better to have several smaller prizes rather than one large one. So for example, 1 x £250 + 5 x £50 is preferable to 1 x £500. To comply with the law all respondents must have an equal chance of winning and no element of 'skill' should be involved.
b. A charitable donation is a good alternative, particularly if it is felt that the prize money which can be offered in a draw will seem trivial to subscribers. We recommend choosing well-known national/international charities rather than a narrow/industry specific cause, which may skew the responses. Members will no doubt wish to protect themselves by specifying an upper limit on the amount to be donated, and it may also be appropriate to state a 'not less than' amount.
c. Incentives directly related to the business, industry or profession must not be used; this is because they are likely to skew responses and undermine the validity of the research.

8. All readers must have the same chance and opportunity to respond

Surveys must be conducted in a manner that gives users of all platforms a chance to respond to the survey. The requirement is that there is an opportunity for all readers for any platform to be included in the survey to receive a questionnaire by one or more of the following means:

- Questionnaire insert within a paper copy of a publication (with URL link reply option).
- Email with URL link as a follow up – for digital edition/publications
- Web 'pop up' – for web-site users

We are not able to control properly the number of chances readers will have to see, and hence respond, to a survey, and hence we cannot justifiably apply any weighting or factoring to adjust for this. However the survey provider should use best endeavours to ensure equality within platform. Specifically:

- For printed (and digital) editions of the magazine, most (min 75%) readers should receive the same number of contacts and reminders
- For (other) electronic platforms all readers should be contacted in the same way or *combination of ways* – for example 'pop up' + email with URL link.

9. Demographic estimates may be reported

The publisher may include on the certificate tables of demographics, estimated from additional questions in the questionnaire.

The publisher will agree with the survey provider and data integrator any additional questions to be included in every version of the questionnaire. Each question should have an 'opt out' answer which allows the reader to choose something other than the answer choices presented, e.g. 'other' or 'none of the above'.

The publisher should also agree, in advance, which questions will, or may, be used in the certificate and those which will not , so as to ensure that the questions are presented correctly in the questionnaire, avoiding the possibility of unusable responses.

For each question each answer must have at least ten usable responses to be included in the certificate as a separate answer. Answers with less than ten may be combined with other answers, subject to requirements –see data integration section. It is recommended that a question does not have more than 20 answer options, to improve the chance that all answers receive a minimum of ten responses.

10. Questionnaires must conform to common requirements

The questionnaire must be sent out and hosted by the survey provider.

To be usable and hence to contribute to the platform sample target, the frequency and (for the requested copy circulation) RPC questions must be complete and there must be identifying data for respondents, ideally name + recognisable email address must both be present. If questions to demographic tables are missing or incomplete then this alone will not render the questionnaire unusable, instead their answers to demographic questions will be recorded as the 'opt out' answer, e.g 'other' or 'none of the above'. Please note: For requested non-print sourced questionnaires, failure to complete the RPC question will not render the questionnaire unusable for other questions.

The core information required is:

- Frequency of reading each platform
- Readers per copy (RPC)

Each questionnaire must contain respondent ID – typically name and email address – to help in the allocation of circulation type as discussed above and also to enable the research company to remove duplicate responses from the same individual (this is not part of the cross-platform gross/net de-duplication process).

The responses for each questionnaire received, print or electronic must be recorded, and against each questionnaire a code recorded that indicates whether it is; usable, un-usable or a duplicate.

If the print circulation is a mixture of requested and non-requested, then each questionnaire inserted within the print copy must carry a code to identify the circulation type, as a minimum, requested or non-requested. If the RPC question is included on non-print sourced questionnaires then there must be a means of identifying whether the

respondent is reading a requested or non-requested print copy. A dedicated URL may also be used and sourced as a print response, provided the URL is advertised only on the print questionnaire or print publication itself. Again, it should be clear whether the reader is reading a requested or non-requested print copy. This might be done by using a different URL for each.

Publishers may add further questions for their own purposes but these should follow the core questions, so as not to contaminate or distort the responses to these. Note that adding opinion questions about either the publication or the 'industry' may stimulate interest in the survey and increase co-operation rates. However, it is important not to include anything which might disproportionally encourage particular demographics to respond. If in doubt, please consult with ABC.

It is possible for print questionnaires to be pre-printed with name and address. However, this should be treated with care and agreed in advance as it is likely that 'pass on' reader responses will be skewed. If used a blank version of the name and address section should be included.

All returned questionnaires must be kept by the research provider for 12 months from the closing date for returned questionnaires.

Example questionnaires are attached.

ABC Total Audience certificate
Questionnaires (example)

A: Version to be included in printed copies of the publication

The subscribers and readers of [the publication] are very important to us, so to help us understand you and your needs better, we would like to ask you a few questions about yourself and your reading habits. The survey should take just 5 to 10 minutes to complete.

We have asked <INSERT NAME OF RESEARCH COMPANY>, an independent market research company, to conduct this survey on our behalf. We are carrying out the survey in accordance with the Market Research Society Code of Conduct. All information you give us will remain confidential and used in statistical totals for analysis purposes only.

Please help us by completing and returning the questionnaire as soon as possible.

EITHER
Thank you very much for your help, we will enter every reader who completes and returns a questionnaire, on paper or online, by <INSERT SURVEY END DATE> into a prize draw to win <INSERT INCENTIVES>.
OR
Thank you very much for your help, we will make a donation of <INSERT VALUE> for each completed questionnaire received to <INSERT CHARITY NAME> up to a maximum of <INSERT AMOUNT>.

You may prefer to complete the survey online in which case please go to <INSERT RESEARCH COMPANY LINK>.

<INSERT NAME/SIGNATURE OF EDITOR>
Editor, [the publication]

(NB version for weekly publications – see appendix for other frequencies)

1a. How did you come across this print copy of [the Publication]**?**
[Exclude any options which are not applicable for your magazine]

I am a subscriber to the magazine . . . . …❑]
I bought the magazine from a retailer . . . . … . . . . ❑] Please
I signed up for a free copy to be sent to me directly . . . . …..❑]   answer
I received a free copy directly from the publisher (without signing up for one) . . . …..❑] Q1c
[gap only to indicate routing split – no gap in final version]
I am reading a friend / colleague's copy of the magazine . . . .❑] Please
I am reading an office copy of the magazine. . . . .❑] answer Q1b
Other (please specify). . . . .❑] then Q1c

1b.) How many people before you do you estimate will have seen this copy?

None . . . . ❏
One other person . . . . ❏
Two other people . . . . ❏
3 – 4 other people . . . . ❏
5 – 6 other people . . . . ❏
7 or more other people …. . . . . ❏

1c.) How many other people after you do you estimate will see this copy?
(e.g. people who borrow it or to whom you pass it on?)

None . . . . ❏
One other person . . . . ❏
Two other people.   . . ..… . . . . ❏
 3 – 4 other people . . . . ❏
 5 – 6 other people…. . . . . ❏
7 or more other people . . . .❏

2. How often do you read or look at a print copy of [the Publication]**?**
(Please count whenever you have spent at least two minutes reading a copy of [the publication])

Every week. . . . . ❏
3 weeks out of 4 . . . . ❏
2 weeks out of 4 . . . . ❏
Once a month. . . . .❏
Less often than once a month. . . . .❏
Never. . . . . ❏

As you know, it is possible to obtain access to many magazines, newspapers and other publications, or some of their articles and features electronically by visiting their websites or by downloading 'apps' (applications) to tablet computers and smartphones.

We'd like to know how frequently, if at all, you read or look at [Publication] in any of these ways. Just to be clear [Publication] can be accessed as follows:

Website – [Publication website] including the mobile website [Publication mobile website] via desktop PC, laptops, tablets, smartphones or any other device.

Tablet app –[the Publication] tablet app content, including downloading an app edition, which is available on
[insert iPad, etc. as applicable]

Smartphone app – consuming [the Publication] smartphone app content, including downloading an app edition, which is available on [insert iPhone etc., as applicable]

The above descriptions need to match the actual product as closely as possible to help user identify whether it is possible for them to have accessed in each way and to distinguish between them.
If possible add the logo or 'lozenge' to the column heading.

3. So how often do you access the:
the[Publication] website?
the [Publication] tablet app?
the [Publication] smartphone app?

	Website	Tablet app	Smartphone app
At least once a week			
3 weeks out of 4			
2 weeks out of 4			
Once a month			
Less often than once a month			
Never			

[Optional publisher questions to be inserted here]

[The paper questionnaire insert needs to be constructed to allow the respondent to fold, seal and return to a 'Freepost' address]

B: Version to be used for both conventional and mobile websites

The subscribers and users of [the publication] website are very important to us, so to help us understand you and your needs better, we would like to ask you a few questions about yourself, your reading habits. The survey should take just 5 to 10 minutes to complete.

We have asked <INSERT NAME OF RESEARCH COMPANY>, an independent market research company, to conduct this survey on our behalf. We are carrying out the survey in accordance with the Market Research Society Code of Conduct. All information you give us will remain confidential and used in statistical totals for analysis purposes only.

Please help us by completing and submitting the questionnaire as soon as possible.

EITHER
Thank you very much for your help, we will enter every reader who completes and submits a questionnaire by <INSERT SURVEY END DATE> into a prize draw to win <INSERT INCENTIVES>.
OR
Thank you very much for your help, we will make a donation of <INSERT VALUE> for each completed

questionnaire submitted to <INSERT CHARITY NAME> up to a maximum of <INSERT AMOUNT>.

<INSERT NAME/SIGNATURE OF EDITOR>
Editor, [the publication]

1. How often do you access the[Publication] **website?**
(Please count whenever you have spent at least two minutes on the website of [the publication])

Every week. . . . .❑
3 weeks out of 4 . . . .❑
2 weeks out of 4 . . . .❑
Once a month. . . . .❑
Less often than once a month. . . . .❑
Never. . . . .❑

As you know, many websites are linked to magazines, newspapers and other publications, and some of their articles and features can are also available by downloading 'apps' (applications) to tablet computers and smartphones.

We'd like to know how frequently, if at all, you read or look at [Publication] in any of these ways. Just to be clear [Publication] can be accessed as follows:

The [Publication] **magazine,** which is published weekly. [Possibly add something on how/where obtainable]

Tablet app – [the Publication] tablet app content, including downloading an app edition, which is available on
[insert iPad, etc. as applicable]

Smartphone app – consuming [the Publication] smartphone app content, including downloading an app edition, which is available on [insert iPhone etc., as applicable]

The above descriptions need to match the actual product as closely as possible to help user identify whether it is possible for them to have accessed in each way and to distinguish between them.
If possible add the logo or 'lozenge' to the column heading.

2. So how often do you:
Read the [Publication] magazine?
Access the Publication] tablet app?
Access the [Publication] smartphone app?

	Magazine	Tablet app	Smartphone app
At least once a week			
3 weeks out of 4			
2 weeks out of 4			
Once a month			
Less often than once a month			
Never			

If you read the magazine

3a. How did you come across the print copy of [the Publication]?
[Exclude any options which are not applicable for your magazine]

I am a subscriber to the magazine . . . . ❑]
I bought the magazine from a retailer . . . . ❑] Please
I signed up for a free copy to be sent to me directly . . . .❑]   answer
I received a free copy directly from the publisher (without signing up for one) . . . . . ❑] Q3c
[gap only to indicate routing split – no gap in final version]
I am reading a friend / colleague's copy of the magazine . . . . ❑] Please
I am reading an office copy of the magazine. . . . . ❑] answer Q3b
Other (please specify). . . . . ❑] then Q3c

3b.) How many people before you do you estimate will have seen the copy?

None . . . . ❑
One other person . . . .❑
Two other people . . . . ❑
3 – 4 other people . . . . ❑
5 – 6 other people . . . . ❑
7 or more other people …. . . . . ❑

3c.) How many other people after you do you estimate will see the copy?
(e.g. people who borrow it or to whom you pass it on?)

None . . . . ❑
One other person . . . .❑
Two other people. . . .. ❑
 3 – 4 other people . . . . ❑
 5 – 6 other people…. . . . . ❑
7 or more other people . . . .❑

[Optional publisher questions to be inserted here]

C: Version to be used for tablet apps

The subscribers and users of [the publication] app are very important to us, so to help us understand you and your needs better, we would like to ask you a few questions about yourself, your reading habits. The survey should take just 5 to 10 minutes to complete.

We have asked <INSERT NAME OF RESEARCH COMPANY>, an independent market research company, to conduct this survey on our behalf. We are carrying out the survey in accordance with the Market Research Society Code of Conduct. All information you give us will remain confidential and used in statistical totals for analysis purposes only.

Please help us by completing and submitting the questionnaire as soon as possible.

EITHER
Thank you very much for your help, we will enter every reader who completes and submits a questionnaire by <INSERT SURVEY END DATE> into a prize draw to win <INSERT INCENTIVES>.
OR
Thank you very much for your help, we will make a donation of <INSERT VALUE> for each completed questionnaire submitted to <INSERT CHARITY NAME> up to a maximum of <INSERT AMOUNT>.

<INSERT NAME/SIGNATURE OF EDITOR>
Editor, [the publication]

1. How often do you access the[Publication] app**?**
(Please count whenever you have spent at least two minutes looking at the app for [the publication])

Every week. . . . . ❑
3 weeks out of 4 . . . . ❑
2 weeks out of 4 . . . . ❑
Once a month. . . . .❑
Less often than once a month. . . . .❑
Never. . . . . ❑

As you know, many apps are linked to magazines, newspapers and other publications, and some of their articles and features can are also available by on websites accessed through PCs, laptops etc., or on tablets and smartphones, or on apps similar to this one but available on smartphones.

We'd like to know how frequently, if at all, you read or look at [Publication] in any of these ways. Just to be clear [Publication] can be accessed as follows:

The [Publication] **magazine,** which is published weekly. [Possibly add something on how/where obtainable]

Tablet app – [the Publication] tablet app content, including downloading an app edition, which is available on
[insert iPad, etc. as applicable]

Smartphone app – consuming [the Publication] smartphone app content, including downloading an app edition, which is available on [insert iPhone etc., as applicable]

The above descriptions need to match the actual product as closely as possible to help user identify whether it is possible for them to have accessed in each way and to distinguish between them.
If possible add the logo or 'lozenge' to the column heading.

2. So how often do you:

Read the [Publication] magazine?

Access the Publication] tablet app?

Access the [Publication] smartphone app?

	Magazine	Website	Smartphone app
At least once a week			
3 weeks out of 4			
2 weeks out of 4			
Once a month			
Less often than once a month			
Never			

If you read the magazine

3a. How did you come across the print copy of [the Publication]**?**

[Exclude any options which are not applicable for your magazine]

I am a subscriber to the magazine . . . . ❑]

I bought the magazine from a retailer . . . . ❑] Please

I signed up for a free copy to be sent to me directly . . . .❑]   answer

I received a free copy directly from the publisher (without signing up for one) . . . . . ❑] Q3c

[gap only to indicate routing split – no gap in final version]

I am reading a friend / colleague's copy of the magazine . . . .❑] Please

I am reading an office copy of the magazine. . . . . ❑] answer Q3b

Other (please specify). . . . .❑] then Q3c

3b.) How many people before you do you estimate will have seen the copy?

None . . . . ❑

One other person . . . . ❑

Two other people . . . . ❑

3 – 4 other people . . . . ❑

5 – 6 other people . . . . ❑

7 or more other people …. . . . . ❑

3c.) How many other people after you do you estimate will see the copy?

(e.g. people who borrow it or to whom you pass it on?)

None . . . . ❑

One other person . . . . ❑

Two other people. . . . . ❑

 3 – 4 other people . . . . ❑

 5 – 6 other people…. . . . . ❑

7 or more other people . . . .❑

[Optional publisher questions to be inserted here]

D: Version to be used for smartphone apps

Once the questionnaire version for tablet apps is finalised it is envisaged that the smartphone app version will follow exactly the same format.

For publications of other frequencies, please use the following terms :

Weekly	Fortnightly	Monthly
At least once a week	Every fortnight	Every month
3 weeks out of 4	3 issues out of 4	3 months out of 4
2 weeks out of 4	2 issues out of 4	2 months out of 4
Once a month	1 issue out of 4	1 month out of 4
Less often than once a month	Less than one issue out	Less than one month out of 4
Never	Never	Never

Every 2 months	Quarterly		
At least once every 2 months	At least once a quarter		
Every 2 months	Every Quarter		
3 issues out of 4	3 times a year		
2 issues out of 4	twice a year		
1 issue out of 4	once a year		
Less than one issue out of 4	less than once a year		
Never	Never		

NOTE: The ABC should be consulted in respect of possible surveys for publications where the frequency of publication does not fit clearly into one of these groups, since this will complicate the approach to measuring readership.

DATA INTEGRATION

Introduction

This section sets out the data integration (DI) methodology which must be followed by ABC members wishing to achieve an ABC Total Audience certificate. This methodology has been developed in conjunction with industry representatives.

The purpose of the data integration is to:

- Calculate a gross readership audience across 2 or more platforms
- Calculate the total net audience across 2 or more platforms
- Calculate audience, gross and net, for demographic tables

Principles

1. Data integration is based on defined census and research inputs
2. Gross readership will be calculated using a defined Readers per Copy (RPC) methodology
3. Total audience figure will be net of duplicate, regular, readers.
4. Data integration must be carried out by an ABC Associate organisation.
5. Demographic tables can be reported
6. The Data Integrator will provide an agreed output

Requirements

1. **Data integration is based on census and research inputs**

   There are two distinct types of inputs required to carry out the data integration process:

1.1 Census data and research data

   Census data for all platforms audited by ABC, to ABC standards
   for each platform is required. ABC census data should be obtained from ABC.

   For the print platform the metric is circulation split into 'requested' and 'non-requested' circulation types, which must be analysed separately and will be reported separately. The Readers per Copy (RPC) factor will be applied only to 'requested' print circulation. 'Requested' circulation types are:
   - Retail and single copy sales
   - Paid & Controlled
   - Single Copy Subscription Sales
   - Society – paid optional & unpaid requested
   - Controlled – requested categories

   For digital platforms the metric will be one which measures activity during the period of research. The type of digital reader will be split between 'Registered' and 'Anonymous' users, which will be kept separate for reporting purposes. Registered will be an 'active' version of an industry metric such as 'Active Paid Subscriber' or 'Active Free Subscriber'. Anonymous will be measured using the Unique Browser metric.

1.2 Survey results provided by an agreed Research company.

A data-file of respondent level data for each respondent, as set out under *requirements 7* of the TAC Research methodology document will be provided by the appointed research company, direct, to the data integrator.

The data integrator will carry out a number of checks on the data received from the research company:
a. Check the accuracy of data transfer of survey response. For a manual transfer system, this will mean checking the accuracy of data both ways – from questionnaire to database and vice versa for a minimum sample of 40 questionnaires each way. For automatic transfer this will mean checking the integrity of the system and process for accurate transfer.
b. Verify that the number of unique usable questionnaires and responses for each platform meets the minimum levels required.
c. Verify the Readers per Copy (RPC) figure – using methodology in TAC Research methodology section, requirements, principle 2.

2. **Gross readership will be calculated using a defined Readers per Copy (RPC) methodology**

The gross readership is calculated by adding the readership of each platform together.

The readership of the print 'requested' circulation is calculated by multiplying the circulation of the print requested circulation by the RPC factor, calculated from the survey responses. This is the only platform which has the RPC factor applied to it. All digital platforms and non requested print circulation are assumed to have a readership of one.

Requested and non-requested; print sourced responses; non- print sourced responses; calculations and estimates must be kept separate.

3. **Total audience will be net of duplicate, regular, readers**

To arrive at a total audience the number of respondents who claim to be *regular readers* of more than one platform must be deducted from the gross readership. To be considered a *regular reader* of multiple platforms, all platforms must be read *regularly.*

Regular is defined as a print reader who reads a weekly or monthly title at least 3 out of every 4 issues. For non-print platforms regular is linked to the publishing frequency of the print publication. For example, for a weekly print publication, regular would be at least 3 out of 4 weeks.

To de-duplicate regular readers of multiple platforms survey responses should be allocated between the relevant platform combinations. The relative proportions in each platform combination are then calculated. All possible combinations of regular reader must be allowed for within the technique – so that a publication having 4 measurable platforms (e.g. print, web, tablet app, smartphone app) will have 11 potential 2, 3 or 4 cross-platform combinations of regular reader, which in turn will be expanded by the number of survey sources.

The addition of the survey results across all platforms will provide gross audience estimates, which the de-duplication technique/model will use as the start point for generating net unduplicated audiences.

The requirement is for the cross-platform duplicated regular reader estimates from the relevant two or more survey sources to be rationalised to generate a multi-platform estimate which can be subtracted from the gross audiences to produce a net figure. (It is important that the original gross figure is retained).

A re-weighting process must be applied to the various platform combinations to ensure that the totals within each platform tie back to the known gross audiences for that platform. This iterative process effectively re-weights the survey response rates for each platform to the known gross audience for that platform.

4. **Data integration must be carried out by an ABC Associate organisation, appointed by the Media Owner.**

The entire data integration process must be under the control of an independent organisation, who has demonstrated their ability to carry out the work required. Their status as an ABC Associate will recognise this.

The publisher will engage an ABC Associate to conduct the data integration, and enter into a tri-partite agreement with ABC.

As part of the Associate scheme, the appointed data integrator will have specified the methodology to be used in sufficient detail for the publisher and ABC to be able to explain and justify the approach.

5. **Demographic tables**

The publisher can include demographic tables in the Total Audience certificate, based on the survey results. The data integrator should confirm with the publisher which tables they wish to include. The data integrator should verify that the questionnaire has been set up correctly for each table and that the minimum responses are available.

The publisher should consult with the data integrator on any proposed grouping or transfer of answers within a table. This may be necessary if there are not sufficient responses for any particular answer. The absence of an answer for any table should be recorded as the 'opt out' answer. The data integrator should ensure that any groupings, their description and any transfers are reasonable. It should be an issue of labelling – the label must always relate to the categories used in the questionnaire.

Examples:
- *Moving all of the responses of an answer to 'other' or 'none of the above' would be reasonable.*
- *Grouping the responses of 'Managers' and 'Directors' under 'Managers and Directors' would be reasonable. However, grouping them under 'Directors', or 'Senior Management' is not. Moving only some of the responses of an answer is not reasonable.*

The RPC factor will be applied, for print requested responses only, equally to each answer. However, there will be answers for which a blanket application of the RPC is not sensible or realistic. For example, to assume that all pass on readers of a certain copy are Chief Executives is unrealistic. In this case Chief Executives would be given an RPC factor of one, and the 'opt out' answer would be adjusted to compensate. Such adjustments need to be made on a case by case basis in agreement with the data integrator.

6. **The data integrator will provide an agreed output**

The Data Integrator will provide a report of the final results to be certified and any additional statements or qualifications to ABC.

The report will include;

- Gross readers per platform
- Total Net audience
- Number of duplicates per platform – how many of each e.g 2's; 3's and 4's
- Table demographic and data
- List any table groupings and transfers, detailing the before and after, and rationale
- Any qualifying statements