Optimizing the Swiss NRS
More for Less! More for Less?

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Harald Amschler & Jella Hoffmann
- Joint Industry Committee since 1963
- Provide currency surveys for press (print & digital) and cinema
- Media owners sponsor approx. 95% of research and audit activities
- Advertisers and agencies “pay” by accepting the NRS and NCS as a currency
Our Main Challenge

- Print media has lost more than half of its ad revenue in the last 10 years
- Research expenditure has increased only to maintain the current quality level
Our Main Challenge

- A fatal gap is emerging ...
The Demand

- More research quality
- More user benefits
- Less costs
Reduction of Interviews Combined with Extension of Evaluation Period

**old**

- $n = 19,000$
- publication: 1 year sample

**new**

- $n = 15,000$
- publication: 2 year rolling sample
How the Market Reacted

Publishers Reduce Up-to-Dateness of Readership Surveys

Protest against Cost Cutting of Readership Survey

No Solution for Declining Readership Levels
The Compromise

old

publication: 1 year sample

n = 19,000

new

publication: 2 year rolling sample

n = 15,000

n = 15,000

large titles*

*AIR adjustment of the largest titles to the 1 year data basis
Mobile First to Reach Hard-to-Get Target Groups

old

recruitment

10% via RDD mobile sample

main interview (one half as CAWI)

SSDs not allowed

new

recruitment

35% via RDD mobile sample

main interview

questionnaire optimized for small screens
Consumer Survey: From Paper-and-Pencil to CAWI Questionnaire

old

new

120-page paper questionnaire

approx. 90-minute CAWI

all devices
Consumer Survey: From Paper-and-Pencil to CAWI Questionnaire - Tests

"old"

120-page paper questionnaire

"new"

Tests with
• Access Pool sample
• live NRS sample
showed comparable ...
• response rates
• result levels

interruptible
break up pages
splits preferable
increase incentive

approx. 90-minute CAWI
More for Less – How to Get the Job Done

- 4 SUBGOALS

- Reduce research costs
- Provide for links to the convergent media audience research of the future
- Maintain research quality
- Increase user benefits
More for Less – How to Get the Job Done

- **4 SUBGOALS**
- **Reduce research costs**
- **Provide for links to the convergent media audience research of the future**
- **Maintain research quality**
- **Increase user benefits**

- **NRS MACH Basic:** Reduction of annual number of interviews to 15,000 combined with the extension of the evaluation period to two years

- **Psychographic target groups:** Conversion to an own model without license fees

- **Unified MACH data set:** Every NRS interview has all target group information

- **NRS MACH Basic:** Supplement the AIR audiences with contact qualities

- **Consumption target groups:** Conversion to an online questionnaire and increase number of interviews

- **Online questionnaires:** Approval of Small Screen Devices

- **NRS MACH Basic:** Conversion to dual frame sample approach

- **Online questionnaires:** Approval of Small Screen Devices
More for Less – Wir schaffen das!
Thank you!

Vielen Dank 🇨🇭  Merci 🇫🇷  Grazie 🇮🇹  Grazia 🇮🇹

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harald.amschler@wemf.ch
jella.hoffmann@wemf.ch