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Interviews were made in a total of **3246** initial clusters.

The recovery sample is shown in the following tables:

SAMPLE DISPOSITION¹	TOTAL HOUSEHOLDS	MEN	WOMEN
Total Sample Households Initially Selected	62402	34875	27527
Less: Vacant	2891	1675	1216
Address Does Not Exist	645	391	254
Duplicate Address	426	264	162
Ineligible Other (businesses, churches group quarters, blind, media affiliate etc.)	2744	1640	1104
Total Eligible Households [A]	55696	30905	24791
Less: Not Contacted	9640	5656	3984
Refused	16575	9758	6817
Language Barriers			
Spanish Language Barriers	373	221	152
Other Language Barrier	698	371	327
Call Back/Appointments	283	163	120
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	6002	3487	2515
Completed Interviews (Initial Clusters Only) [B]	22125	11249	10876
Total Completed Interviews (Initial and Added Clusters)	23909	12150	11759

SAMPLE DISPOSITION	LOWER INCOME	MIDDLE INCOME	UPPER INCOME
Total Sample Households Initially Selected	15075	15039	32288
Less: Vacant	996	699	1196
Address Does Not Exist	234	155	256
Duplicate Address	118	116	192
Ineligible Other (businesses, churches group quarters, blind, etc.)	736	533	1475
Total Eligible Households [A]	12991	13536	29169
Less: Not Contacted	2058	2372	5210
Refused	3092	4028	9455
Language Barriers			
Spanish Language Barriers	146	112	115
Other Language Barriers	186	175	337
Call Back/Appointments	70	58	155
Eligible Other (sick, hard of hearing, gated communities, attack dogs, etc.)	1394	1403	3205
Completed Interviews (Initial Clusters Only) [B]	6045	5388	10692
Total Completed Interviews (Initial and Added Clusters)	6548	5763	11598

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<u>WEIGHTED RESPONSE RATE²</u>	MEDIA INTERVIEWS (Original Clusters Only)	MEDIA INTERVIEWS (Replacement Clusters Only)	PRODUCT BOOKLET RESPONSE RATE⁴
NEW YORK	36.86%	35.33%	20.20%
LOS ANGELES	33.04%	31.78%	15.97%
CHICAGO	38.37%	33.48%	19.88%
PHILADELPHIA	48.58%	48.63%	24.14%
SAN FRANCISCO	37.44%	39.48%	17.55%
BOSTON	33.23%	38.86%	17.48%
HOUSTON	37.88%	36.53%	18.92%
WASHINGTON D.C.	41.16%	33.25%	21.42%
ATLANTA	45.14%	38.53%	23.04%
DALLAS	40.15%	33.09%	21.96%
MIAMI ³	36.03%	25.60%	18.75%
NON TOP 10	46.06%	43.57%	27.22%
TOTAL	43.67%	41.23%	24.78%

¹Per agreement with the MRC, the response rates shown below are calculated on **only** the initially assigned clusters. Additional interviews conducted in added clusters are also included in the study. In addition, the sample disposition uses only unweighted counts; the response rate calculations are made on weighted counts using the probability of selection within market.

²The weighted response rate is based on the initially assigned sample clusters. Weights are applied which reflect the relative probability of selection within market (see Sample Design on pages 1-5 in the Methodology section of Tech Guide). The individual market response rates and the response rate for the balance of the U.S. are based solely on these differential weights. The overall U.S. response rate reflects the differential sizes (number of households) of the ten media markets and the balance of the U.S.

³Miami was added to the top 10 markets in wave 77. The response rates here are calculated for one wave only.

⁴The calculation for the product booklet response rates are made on weighted counts using the probability of selection within market.

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Fall 2017 Product Book Activity Disposition

Wave 76

Total Placed	Total Received	Completed	Invalid/Unusable
11623	7173	6647	526

Wave 77

Total Placed	Total Received	Completed	Invalid/Unusable
11610	6997	6580	417

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Special Notice to Clients: Weighting for Spanish Language Capability

Beginning with Wave 64 (the second wave of the Spring 2011 Report), GfK MRI has added the question asking “language personally spoken in the home” to its set of variables used in the sample balancing algorithm. Respondents are classified into one of five mutually exclusive classifications. They are:

- Speaks only English
- Speaks mostly English, but some Spanish
- Speaks mostly Spanish, but some English
- Speaks only Spanish
- Speaks both equally or other language

The weighting is only applied to Hispanic respondents in the survey.

GfK MRI is using the most recent Nielsen universe estimates for these categories in the sample balancing algorithm. Nielsen is considered to be the standard for establishing language propensities among Hispanics.

The Media Rating Council (MRC) Guidelines require accredited companies to communicate the expected impact of this change on audience ratings and sampling efficiency. To comply with that standard, the following table shows the approximate impact on print audience levels for a single year’s estimates (based on an analysis of Spring 2011 data):

	Number Of Publications	% of Total Publications	% Relative Change
	5	2.31%	+2.00% or greater
	6	2.78%	+1.00 to +1.99%
	29	13.43%	0.00 to +0.99%
	83	38.43%	0.00 to -0.99%
	60	27.78%	-1.00 to -1.99%
	26	12.04%	-2.00 to -2.99%
	7	3.24%	-3.00% or greater
Total	216	100.00%	

The expected relative changes, while generally extremely small, reflect the increased weights given to Spanish dominant respondents who are generally less likely to read English language magazines. Additionally, it is reasonable to assume that any media brand that reaches disproportionately more Spanish dominant Hispanics than English dominant Hispanics would experience some audience increase with the introduction of this sample balancing variable. The opposite effect is likely for those media brands that attract disproportionately more English dominant Hispanics than they do Spanish dominant Hispanics.

Our analysis of the effect on effective sample size reveals that there is an approximate loss of 1% in statistical efficiency.

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* A SPECIAL NOTICE ABOUT SPANISH SPEAKING POPULATION

Prior to Wave 48, the MRI questionnaire and product booklet were only available in English. When the selected respondent within a household was not able to participate in an English language interview, attempts were made to make use of a translator. This translator might have been a family member, a neighbor or the interviewer. If it was not possible to find an individual to carry out this translation, no interview was conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study prior to Wave 48 was limited to Spanish speaking individuals who are English language capable or who live in households with at least one English language capable individual. We believe that the partial use of bi-lingual interviewers or neighbors resulted in an extension of this covered population to a larger portion of the non-English language capable population. However, because these individuals are not always present, we have chosen to be conservative in our coverage descriptions. As a result, we define the Spanish language population (prior to W48) to be Spanish language individuals who are English language capable or who live in households with at least one English language capable individual.

Beginning with Wave 48, the MRI questionnaire and product booklet are available in both English and Spanish. When the selected respondent within a household is not able to participate in an English language interview, a Spanish language capable interviewer will administer the interview in Spanish, using Spanish-language materials or, a non-Spanish-language capable interviewer will attempt to use an intermediary (also using Spanish language materials). This intermediary may be a family member, a neighbor, etc. If a Spanish-language capable interviewer is not available in the area, and it is not possible to find an intermediary, no interview is conducted. As a result of this procedure, the Spanish speaking population covered by the MRI study (beginning in Wave 48) is limited to the availability of Spanish-speaking interviewers or to the presence of at least one English language capable intermediary.

* A NOTICE ABOUT NEW RACE CLASSIFICATION

Beginning with the 2000 Census, the race question allowed for multi-classification (i.e. a person may claim to be two or more races). MRI implemented this question change in W48. For this reason choices under the new definition will add to greater than 100 percent. In addition, prior to the 2000 Census, Hispanics who claimed to be a race other than "White" were predominantly reassigned to a "White" race classification. This is no longer the case. Beginning with Wave 48 in the Spring 2003 report, MRI post-stratified race using the new census race definitions and questions. This post-stratification entailed classifying respondents as "White Only," "Black/African American Only," or "Other Race" (which included respondents claiming to be Asian, American Indian or Alaska Native, or respondents who claimed to be of two or more races.)

* A NOTICE ABOUT NEW OCCUPATION CLASSIFICATION

Beginning with the 2000 Census, the revised Standard Occupation Classification System was employed to code Census occupational data. Beginning with the Fall 2004 report, MRI is releasing these new occupational codes. The old occupational codes are no longer available because of the break in trend between the two coding structures. (See note to clients accompanying release of Fall 2004 report or go to <http://www.gfkmri.com> and select "Info".)