

All about Establishment Surveys

Fourth in the India Peplemeter Update series

Section I: The Basics

1. What is an Establishment Survey?

As the name suggests, the Establishment Survey (ES) establishes a number of facts about the survey universe that are needed for the establishment and continuous running of the TAM panel. The ES sample is often designed in multiples of the proposed or existing TAM panel size. Typically for an already existing panel, the size of the ES is six to eight times the TAM panel size. For a fresh panel, this figure typically is ten to twelve times the design TAM panel size. This means for a panel of 5000 homes, the ES sample size should roughly be about 60,000 homes. This of course will increase should one expect more depth of analysis and projectability from the ES and the eventual TAM panel.

The ES serves to establish:

1) Universe Size

The Universes that TAM operates for projection and reporting have the ES as the base.

2) Universe Profiles

Proportions generated from the ES are used as the basis for configuring the TAM panel. For instance, if the sample is designed to be proportionate to the C&S penetration and the ES tells us that the C&S penetration is 70%, then 70 out of every 100 households in the TAM panel would be C&S homes.

3) Sampling Frame

Given the large respondent base, the ES is also used as a sampling frame for TAM. Simply put, the ES addresses also serve as a database from which TAM homes can be recruited.

Since the TAM panel is based on results of the ES, it is extremely important that the ES is based on a high quality random sample.

2. When does TAM conduct the ES?

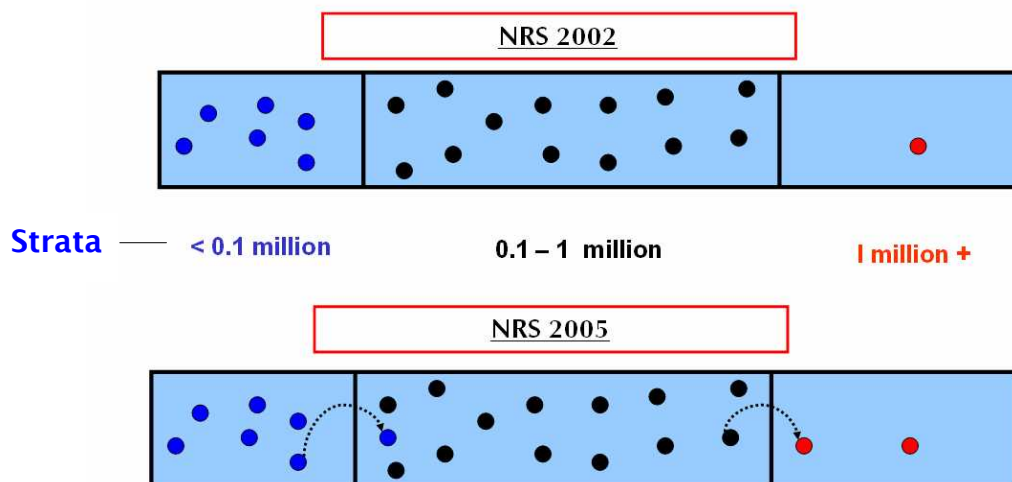
In the initial days of its operation, TAM used to conduct its own ES. However give that the NRS moved to a yearly reporting, the ES was merged with the NRS, similar to other countries internationally. There are numerous advantages in merging the ES with an existing survey, the most obvious being a prevention of duplication of efforts. There are a lot of

common question that a TAM ES and an existing large-scale survey such as NRS would ask. Questions unique to the TAM ES are included as rider questions into the existing survey. In our case, it is questions relating to calculation of Claimed Weight of Viewing that are included as rider questions. In addition, merging the ES with an existing large-scale survey gives the industry a common base to operate with rather than two different surveys which would have differing survey periods and hence differing estimates.

Section II. Implications for TAM given NRS 2005

1. The most important aspect about NRS 2005 vis-à-vis TAM is that NRS 2005 is based on Census 2001.

The current TAM panel is based on NRS 2002, based on projected Census 1991 data while NRS 2005 is based on Census 2001¹. Since a town's population generally grows with time, a town could well 'jump' strata as depicted in the diagram below. This is especially true for towns that are close to the boundaries of strata.



2. NRS 2005 samples all Class I towns (towns with a population greater than 100,000)

Sampling of all Class I towns means that TAM has town-wise TV owning household estimates and other town-specific information for all these towns. This is extremely important to TAM to enable it to conduct its town selection.

¹ The last NRS (NRS 2003) was also based on Census 2001 but did not sample all Class I towns.

3. New TAM Universes

As described in Section I, one of the important uses of the ES to TAM is that it gives an estimate of universe size. As each ES is released, the TAM universe size needs to be updated with fresh estimates of Universe Size and Profile. You can thus expect fresh universes sizes when TAM updates its universes based on NRS 2005.

Section III: FAQs on Implications

1. When will the universes be updated?

Before the universes are updated there a number of activities that TAM needs to conduct, all of which are in order to make the panel representative, in line with the new ES.

a. [To start with, the sample size for that market itself may change.](#)

With new ES information, a stratum in a market may merit more sample households in the TAM panel. The decision on sample sizes will be taken in consultation with the Technical Committee of the Joint Industry Body.

b. [Once the sample sizes in a Market x Stratum are fixed, the next task is that of town selection.](#)

This becomes especially true given that the Census base has changed. The objective here is to make the sample towns collectively representative of the universe. A fresh round of town selection will thus be undertaken to achieve this.

c. [Home-selection within each of the sample towns](#)

This is true for not only for the newly chosen sample towns but also for existing sample towns such as the metros. Using our panel controls, the objective will be to align the panel to the universe profile. for eg. the C&S penetration in SEC C in Mumbai has grown from 81 % (NRS 2002) to 87 % (NRS 2005). Given that the panel is proportionate to the C&S penetration in a market, for every 100 homes, where there were 81 C&S homes in SEC C, the current requirement would be 6 more than this.

d. [Universe update](#)

Once the above process is complete, the next step is to then release data generated by the sample units to the new universes that will reflect in Media XPress. While TAM reports viewership for individuals aged 4 years and above, the NRS reports data for individuals 12 years and above. Thus a critical aspect here is to estimate the universe for the 4–11 age group in every Market x Stratum.

To reiterate the process is an extremely intensive one, both statistically and operationally. In the coming weeks, we will keep you informed of the timelines and the progress of the activities.

2. When TAM updates its universes, will I be able to do cross-universe runs in Media XPress?

Every analysis conducted on TAM has a certain universe size and profile associated with it. It is important that every sample individual in a target group that contributes to the data is associated with a unique 'Contribution to universe' figure.

For all analysis modules producing a reach estimate, it is necessary to split an analysis run that has an analysis period across universes into two: One analysis period corresponding to Pre-Universe update and one corresponding to Post-universe update. The reason for this is that Media XPress uses the Middle Day of the analysis period (see Appendix) as the sample basis for its calculations and in order to conform to the 'Contribution to Universe' principle stated above, the runs would thus need to be split. This must especially be kept in mind while running Reach and Frequency runs.

3. Are markets comparable pre and post-universe update?

As explained earlier, the new ES (NRS 2005) is based on Census 2001. Thus, for a stratum in a market the constituent units (towns) would be different (sometimes markedly) as compared to the NRS 2002 classification. For instance, the current PHCHP 1 Mn.+ reporting market has Ludhiana as the constituent market. Post-universe update however, this reporting market has an additional town, Amritsar. Strictly speaking the reporting market, in this case, is not comparable. This is especially important to remember while making and running plans when the universe update occurs.

For more details on the ES data please contact your TAM client servicing representative

Appendix

Concept of the Daily Sample and Middle Day Sample

The sample for TAM changes (though by a very small quantum) on a daily basis due to reasons such as new homes joining the panel. Analysis such as cumulative reach is based on tracking sample homes across a fixed analysis period. With the sample changing on a daily basis, it becomes necessary to have a common fixed sample based so that audience accumulation can be tracked. For TAM (as is done internationally), this fixed base is the sample that was in the reporting sample on the middle day of the analysis period. Thus for a Sunday – Saturday analysis, the sample on Wednesday is taken as the fixed sample base for calculation.

Other analyses such as those involving ratings are based on a daily sample eg. the Programme Performance output gives us ratings for various programmes for particular days. These ratings are calculated on the sample that reported on that particular day. A list of modules using Middle Day and Daily Sample is given below:

Analysis Modules Using the Middle Day sample	
No	Analysis Module
1	Spot Reach And Frequency - Pre
2	Programme Reach And Frequency
3	Reach And Frequency - Post
4	Cumulative Reach By Dayparts / Target Groups
5	Reach Across Dayparts - Weeks
6	Programme Loyalty
7	Time Spent
8	Reach By Weeks
9	Reach By Days
10	Reach By Cities
11	Duplicate Viewing
12	Channel Loyalty

Analysis Modules using Daily Sample as basis	
No	Analysis Module
1	Brand Spot Listing
2	Break Performance
3	Programme Performance
4	Programme Shares
5	Profile Of Viewers
6	Minute By Minute
7	Quarter Hours
8	Channel Shares By Daypart / Target Groups
9	Channel Shares By Dayparts - Weeks
10	Ebb And Flow**
11	Trends By Weeks
12	Trends By Days
13	Trends By Cities
14	Station Migration
15	Day Part Profile

All the above modules use 'Average of all days of Analysis Period' to display Universes

***Module uses only one day as analysis period*