

A Guide to the Weighting of Readership Research Data

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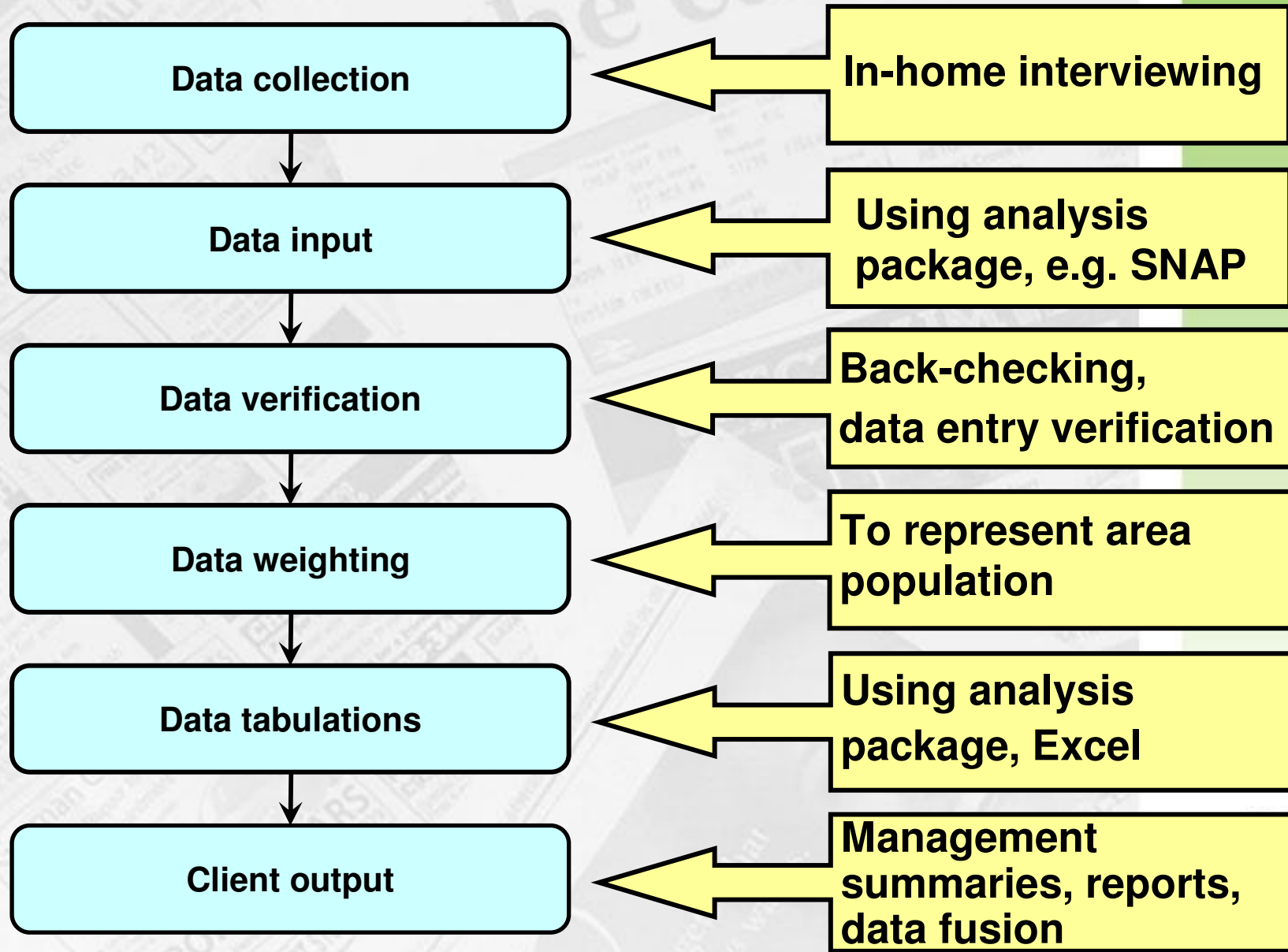
Introduction

- **What weighting is**
- **Why it is used**
- **How ISL weights overlapping title data**



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Respondent Data Process



Definition of Weighting

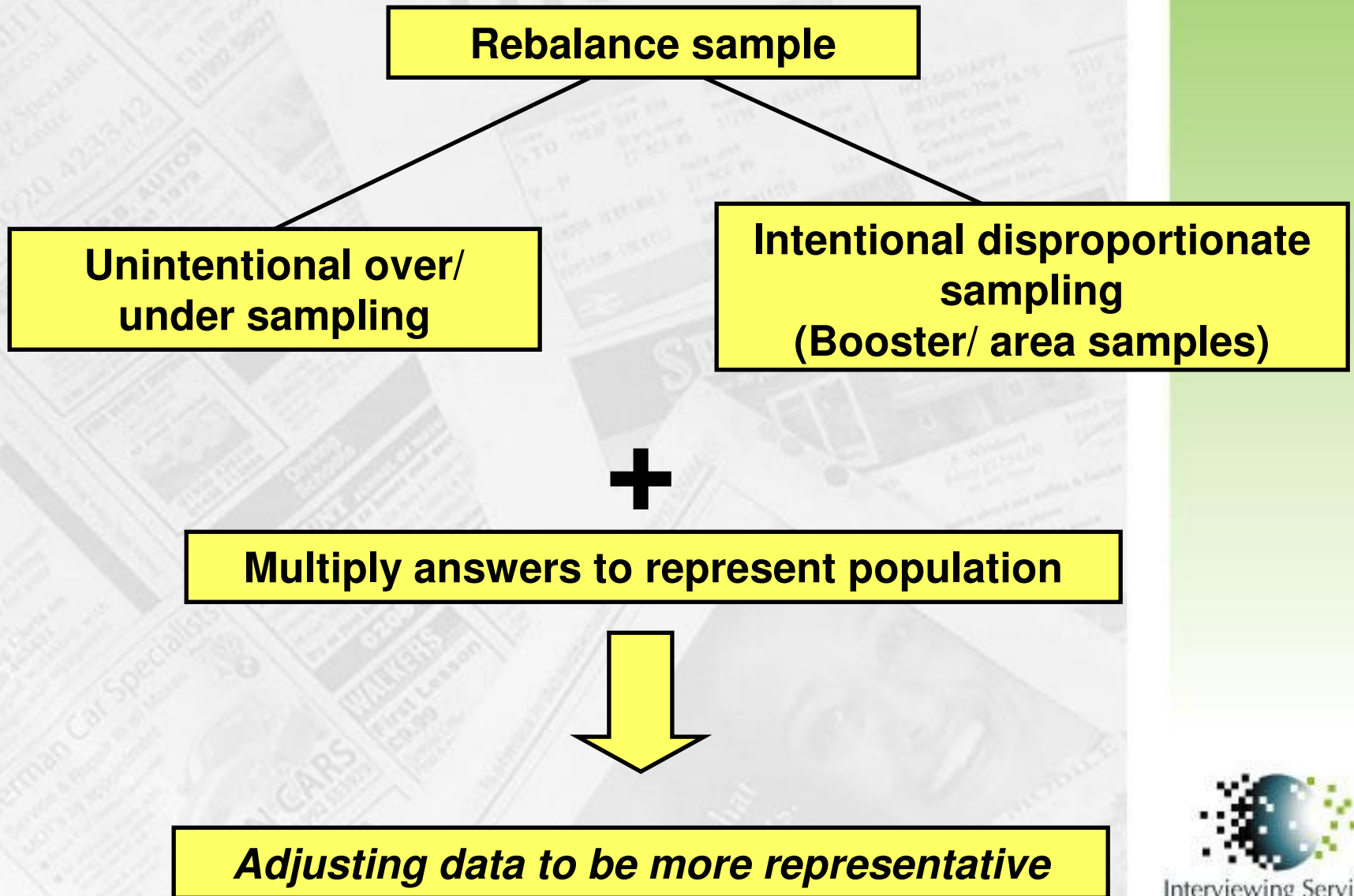
‘The application of a constant multiplying factor to the data provided by a respondent, [in order] to vary the contribution that respondent’s results make to the overall estimates.’

- Dorofeev, S; Grant, P. Statistics for Real-life Sample Surveys: CUP 2006



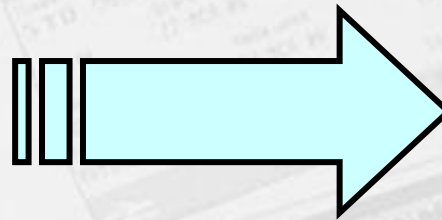
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Aims of Weighting



Weighting Factors

No. interviewed
50



No. required
75

No. interviewed x 'W' = No. required

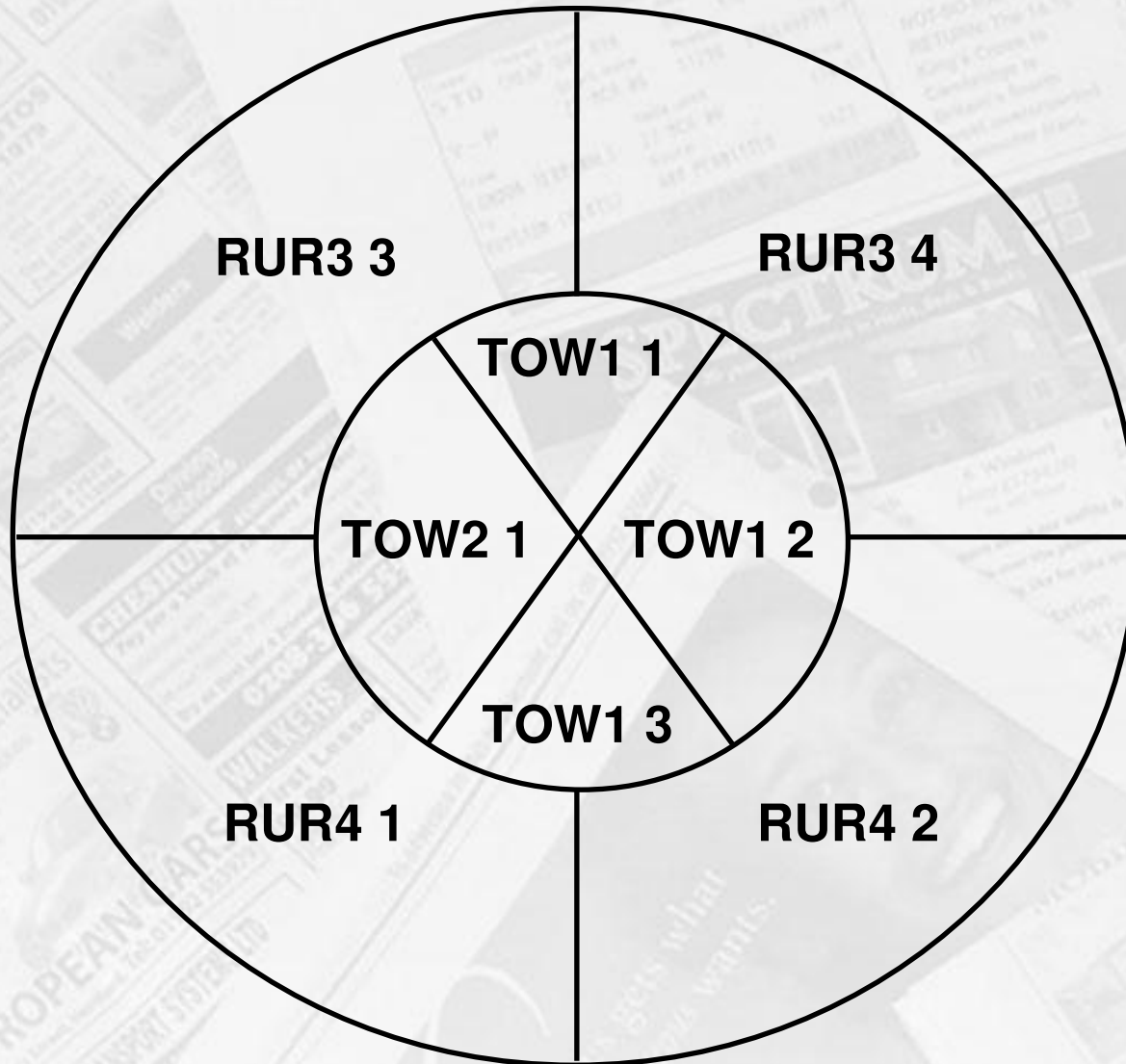
$$50 \times \underline{1.5} = 75$$

Weighting factor = 1.5



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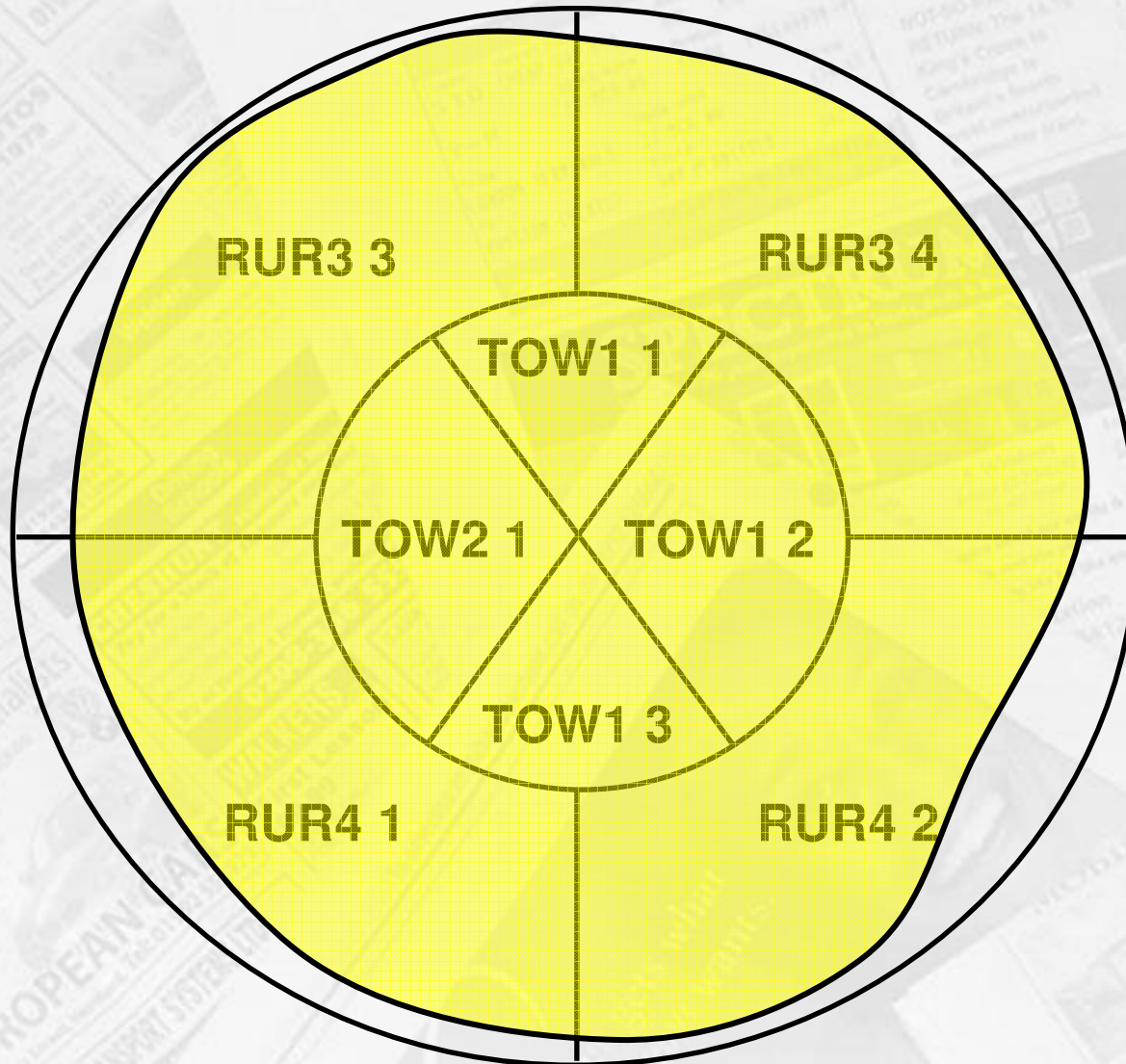
Weighting - Distribution Areas



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Weighting - Distribution Areas

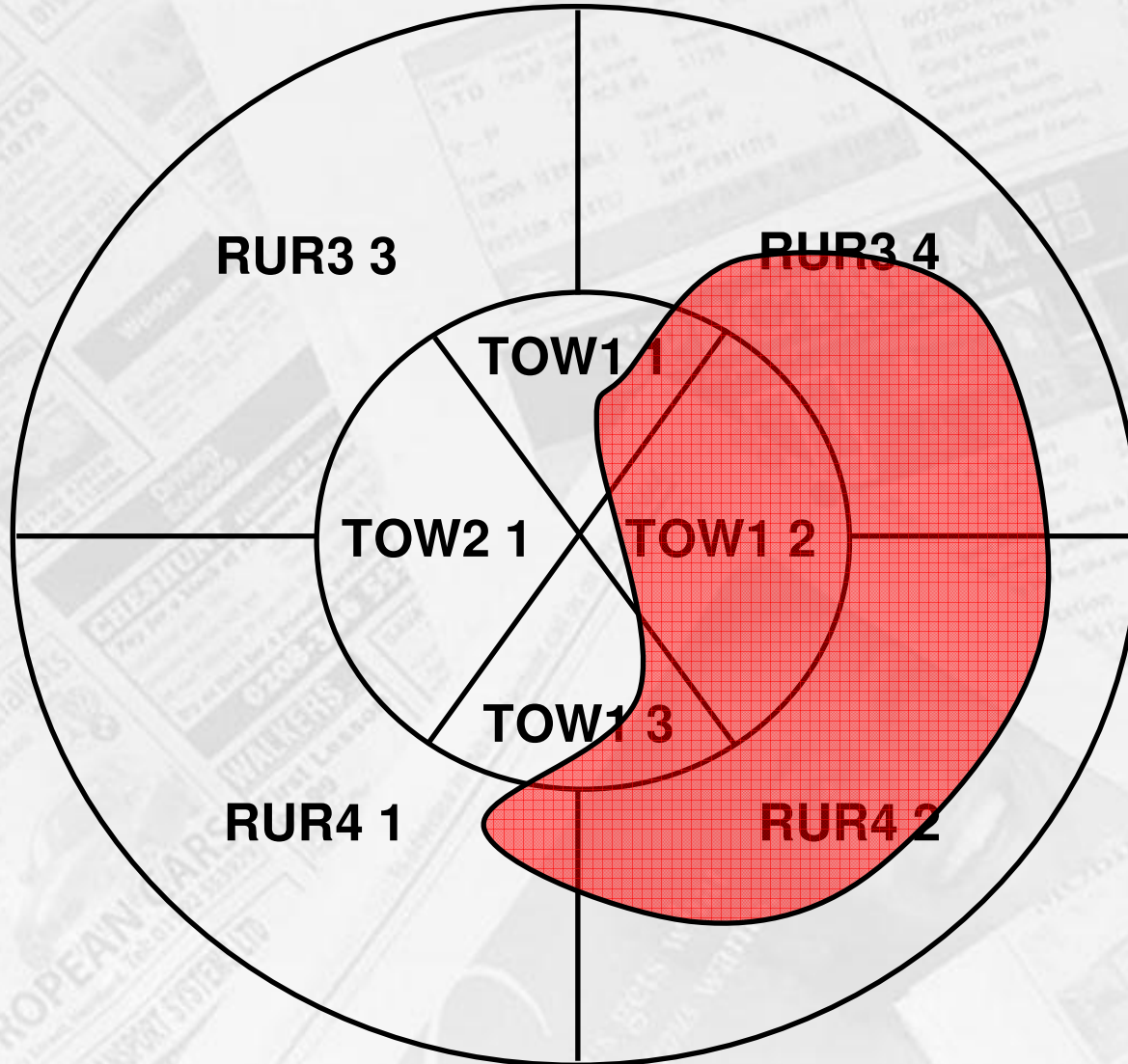
The Region's Daily Voice



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Weighting - Distribution Areas

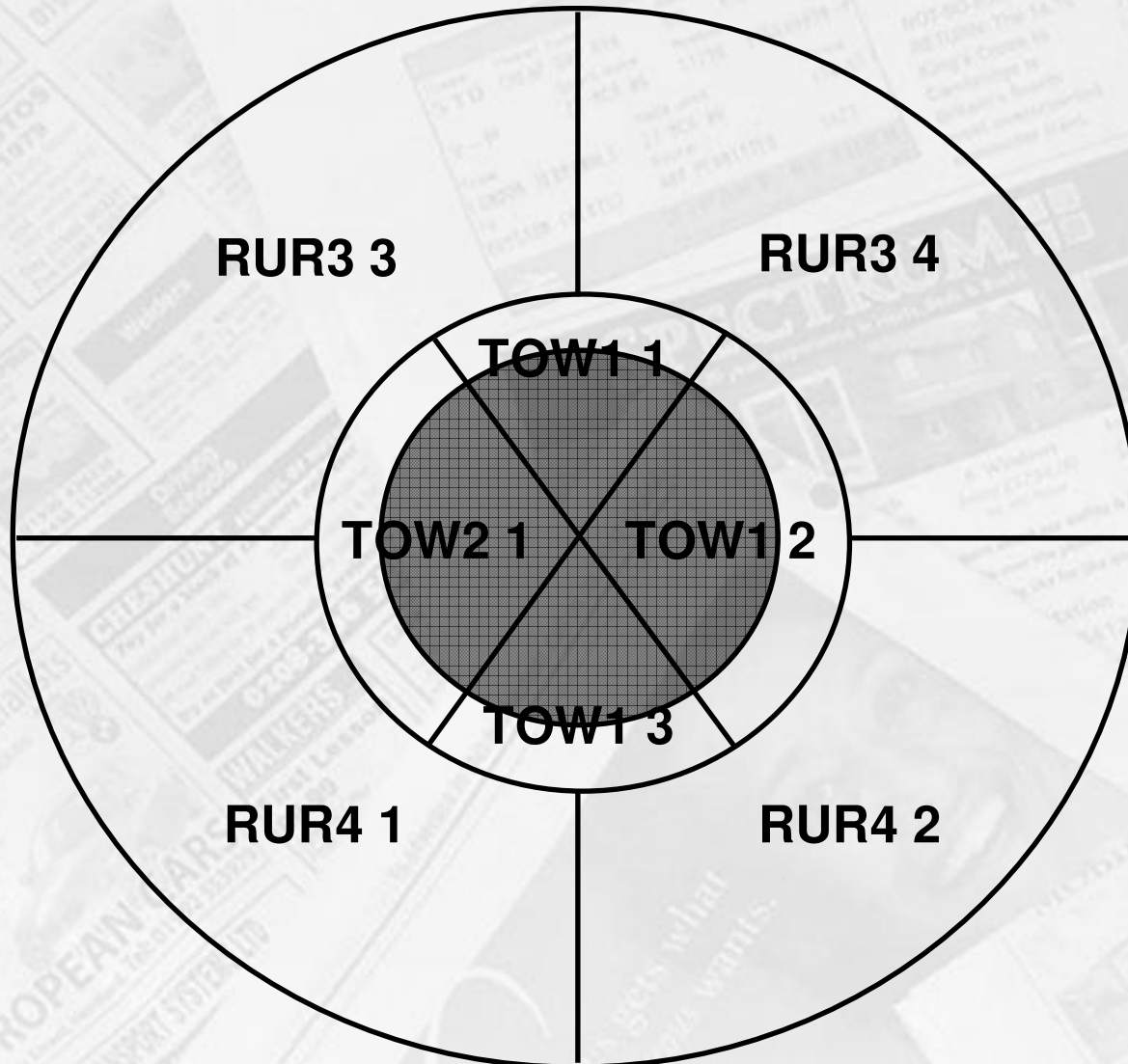
Town & Country Weekly



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Weighting - Distribution Areas

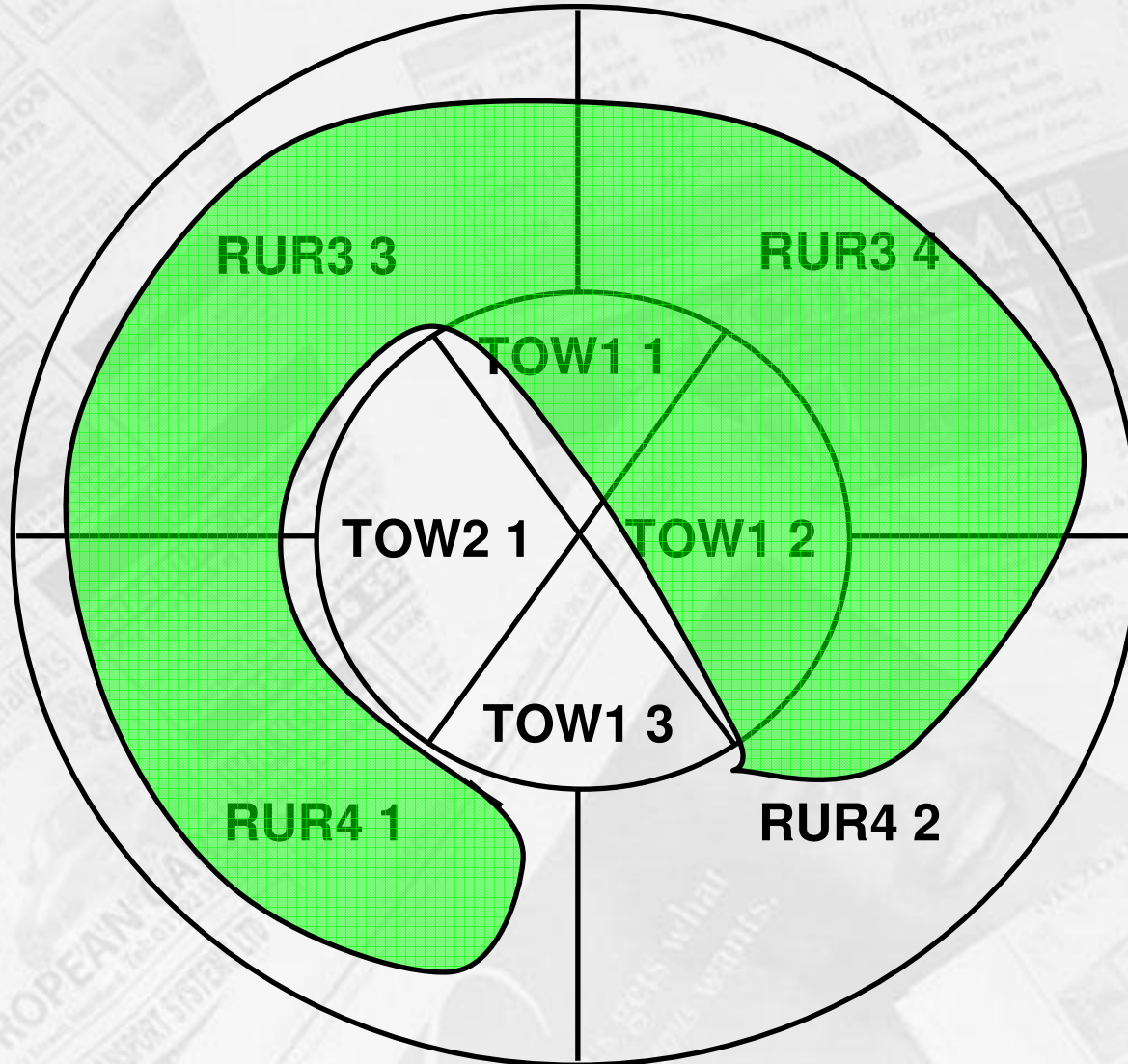
The Town Times



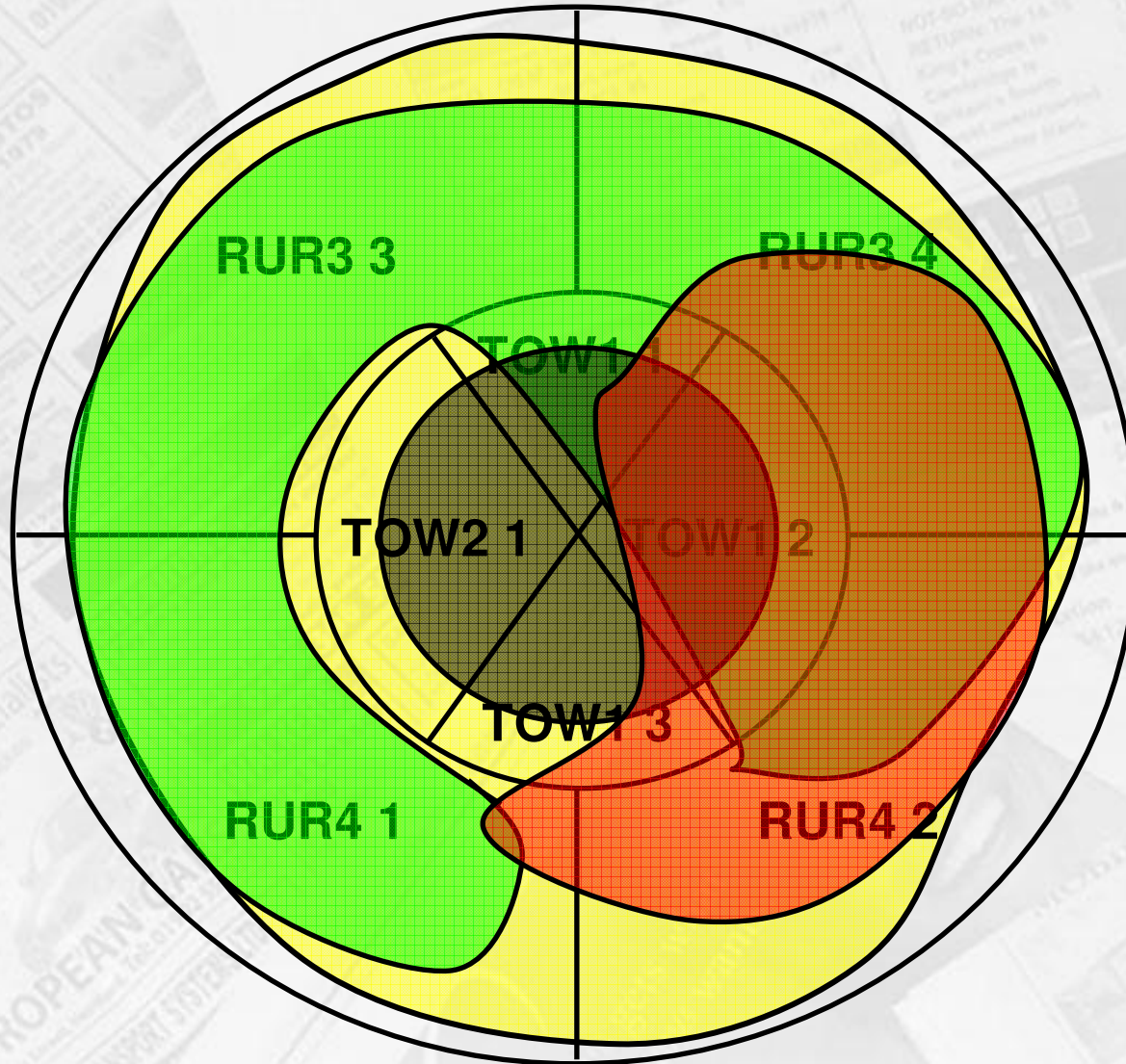
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Weighting - Distribution Areas

Rural Review



Weighting - Total Distribution Area



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ISL Weighting Process - Stages

STAGE 1

Calculate weighting factors to reflect the population represented by each response in each postcode sector



STAGE 2

Calculate weighting factors to reflect the demographic breakdown in the title area



STAGE 3

Calculate combined weighting factors and rescale them so that they map back correctly onto the population in each postcode sector



ISL Weighting Process - Outcome

**Sample representative of title area
both at postcode sector and JICPOPS demographic level**



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In Conclusion.....

- **Weighting used to adjust sample data to better represent researched population.**
- **This weighting process makes reliable readership research both possible and straightforward for overlapping titles.**
- **Warning - Distortions arise if small samples are given large weights.**

