

## MRI-Simmons Magazine Probabilities Initiative FAQ

### What is the MRI Magazine Probabilities initiative?

"Probabilities" refers to a new way that MRI-Simmons is tabulating magazine audience estimates in the MRI Survey of the American Consumer, beginning with Wave 82 (Spring 2020).

### Why is MRI changing the way it tabulates magazine audience estimates in the Survey of the American Consumer?

We are making this change in order to increase the respondent base for magazine audience analysis and to reduce the wave-to-wave variability in magazine profiles.

### What are the benefits of the change?

The change in tabulation will provide an increased intab, on average, of about 2x the historical tabulation. Such a significant increase allows for more robust analyses and improved stability of reader profiles over time.

### Can you summarize this change in methodology?

Prior to Wave 82, the only respondents included in average issue estimate calculation and profile were "Recent Readers," in other words, those who affirmed that they read an issue of the title in the most recent publication frequency (e.g. 7 days for weeklies, 30 days for monthlies, etc.). Beginning with Wave 82, with probabilities, more respondents will be included in the estimate. While the overall calculation of average issue readership estimate will still be based on the Recent Reader question, average issue audience estimates are tabulated using all respondents who "screened" into a publication (that is, read or looked into it in the last 6 months).

The new tabulation considers the likelihood, or "probability," that an individual respondent read an average issue of the title. The tabulation uses "frequency of reading" (i.e. number of issues read out of an average four) and other predictive, demographic variables to determine the probability applied to each respondent. As a final step, probabilities are scaled to conform with Recent Reading audience estimates for Total Adults, Male and Female audiences. The tabulation change affects only the tabulation procedures and not the MRI data collection methodology.

### How will this tabulation change affect average issue audiences?

There is no change; average issue audience estimates for Total, Male, and Female are the same as the historical, recent-reading-only tabulation.

### How will this change affect audience profiles?

Profiles will now include all respondents who screened into a title, at different fractional probabilities. With a greater number of respondents in the respondent pool, profiles should experience reduced variability over time, while remaining directionally consistent with recent reading alone. We expect variability to be reduced, on average, by approximately 20%-25%

### Will this change how I pull magazine data in MEMRI or other software?

For clients who subscribe to MEMRI, some functionality will change in order to accommodate the new tabulations. Please contact your MRI-Simmons Sales Representative or the Client Service team for a demonstration or to obtain documentation about these changes. Third-party software providers have been notified of the changes and have been provided information to update their systems.

### Where can I learn more?

Details of the methodology change can be found in the [Tech Guide](#), as well as in the [Notice to Clients](#) and in the [explanatory video on our website](#). Guidance with respect to changes in MEMRI is available in the [Client Resources section of mrisimmons.com](#).