

KANTAR LMRB



KANTAR LMRB
NDMS
National
Demographic & Media Survey

Media Research



The main purpose of Media Research is to provide units of currency, for buying and selling time and space



LMRB's **National Demographic & Media Survey (NDMS)** has since its inception been accepted as the standard currency for this purpose by the marketing industry in Sri Lanka

Media Research



Advertisers and their agencies need information about the profiles & media habits of different types of consumers

Media owners require readership or audience data to segment their medium & sell advertising space or time more effectively

Therefore....

Readership

rather than

Circulation

&

Listenership and **Viewership**

rather than

Coverage



MEASURED



MEASURED

KANTAR LMRB

Lanka Market Research Bureau Private Limited (LMRB) established in 1981 is Sri Lanka's first independent, international market research agency. LMRB is part of Kantar Group UK, the research wing of global communications giant WPP.

LMRB offers a full range of professional market research services, covering both qualitative and quantitative research. LMRB's is the leading provider of research services in Sri Lanka can be attributed to the quality of its staff and systems, and the high level of integrity the company has reflected in conducting its business.

Over a period of 35 years, LMRB has made a tremendous contribution to its clients' task of building brands by providing them with guidance on setting their strategic agendas, shaping their communications, developing new products & services, and optimising their trade and media spend.

Background



LMRB would be conducting National Demographic & Media Survey 2017-2018 (**NDMS 2017-2018**) a survey of readership, listenership and viewership habits, of individuals aged 6 years & over in Sri Lanka.

NDMS 2017-2018, would have a sample size of 12,000 and include the whole of Sri Lanka.

NDMS 2017-2018 covers all four mass media – Press, Radio, Television and Cinema as well as the Internet & Social Media, which can be used as the basis for making advertising and media choice decisions.

NDMS 2017-2018 would also continue collecting data on the media habits of children **aged 6-14 years**. In accordance with the guidelines set by international market research bodies such as **ESOMAR** and **MRS-UK**, it would be ensured that these child interviews (approximately 17% of the total sample) would be conducted in the presence of a responsible adult, usually a parent. Therefore, the NDMS, while providing readership figures for persons aged 6 years & over, gives the subscriber the flexibility to use the software provided with every purchase of the NDMS database, to obtain readership figures for different target groups, including specific age brackets such as for '**Adults**' aged 15 years & over etc. Similarly the software would allow such types of analysis to be carried out for other forms of media as well.

NEW

CAPI field data collection



We are pleased to inform that LMRB has moved to **Computer Aided Personal Interviews (CAPI)** using tabs for NDMS data collection from last year.

- ☐ User Friendly
- ☐ Inbuilt data validation
- ☐ GPS tracking
- ☐ Voice Recording
- ☐ Duration tracking
- ☐ GPRS data downloading
- ☐ No Data entry
- ☐ Fast
- ☐ Highest Data Security
- ☐ Advance Tabs management software, where field work can be observed online from head

office



Methodology

Coverage & Sampling

Coverage & Sampling

The Universe for the study

The universe for **NDMS 2017-2018** is defined as all adults & children in Sri Lanka (including those resident in the North & East). **An adult**, for the purpose of this study is defined as a person aged 15 years & above while **a child** is defined as someone aged 6 to 14 years.

Sample design

A multi stage stratified random sampling procedure would be used to draw the sample.

Fieldwork Period

The fieldwork would be carried out during the period **September to November 2017**.



Sampling Design

A stratified multi stage sampling procedure

All locations (towns and villages) would be divided into four groups according to population strata:

- Colombo Metro
- Other Greater Colombo
- Other urban centers
- Rural centers

Number of clusters (GN) would be allocated to the districts according to the population distribution within the above groups. (Cluster Size Metro 5, other 6)

In order to obtain adequate sample sizes for certain segments, some heterogeneous towns ,zones & districts would be deliberately over-sampled



High sample to TG Universe ratio (1 : 1470)



1000+ clusters to cover almost all towns in Sri Lanka



800+ villagers

Interviewing one in every 1500
target group population

Sample	Greater Colombo		Other Areas		Total
	Metro	Urban	Urban	Rural	
Western	960	960	1024	704	3648
Southern			680	640	1320
North Western			368	640	1008
North Central			320	432	752
Central			624	752	1376
Uva			288	448	736
Sabaragamuwa			344	576	920
North			571	571	1142
East			571	571	1142
Total	960	960	4791	5335	12046

Methodology

Sampling Error



- The confidence level is the risk we are willing to tolerate in the sample estimate, expressed as a percentage
- A confidence level of 95% means that there is 1 chance in 20 that the population value will fall outside the confidence interval.
- The more confident you want to be, the larger the confidence interval & lower the precision
- The confidence interval is the plus or minus figure usually reported with survey results
- It gives the range of values within which the true value is expected to lie, with the stated probability or confidence level.

95% Confidence interval for different sample sizes

Sample Size	1000	3000	4000	6000	10000
Max Standard error (50%)	1.58	0.91	0.79	0.65	0.50
95% confidence interval 50% \pm	3.10	1.79	1.54	1.27	0.98

The above illustration is for a simple random sample. Application of a Design Factor would typically increase the standard error, and as a consequence the confidence interval, by a factor of 1.0 to 1.4.

Methodology

Selecting Clusters & Households



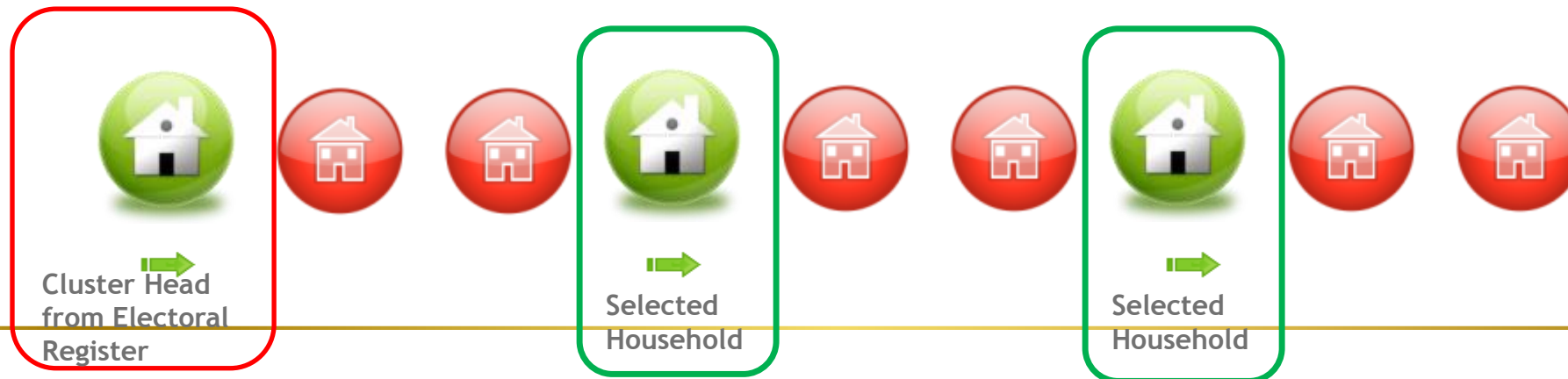
Selection of Centers : Centers would be selected by using a sampling method in which each center had a probability of being selected in proportion to its population.

Selection of household : For each selected center the sample size and cluster size would be worked out. Using this data the number of clusters per center would be calculated.

The Electoral Register would be used as the sampling frame for drawing the cluster heads (i. e. the starting addresses for each cluster).

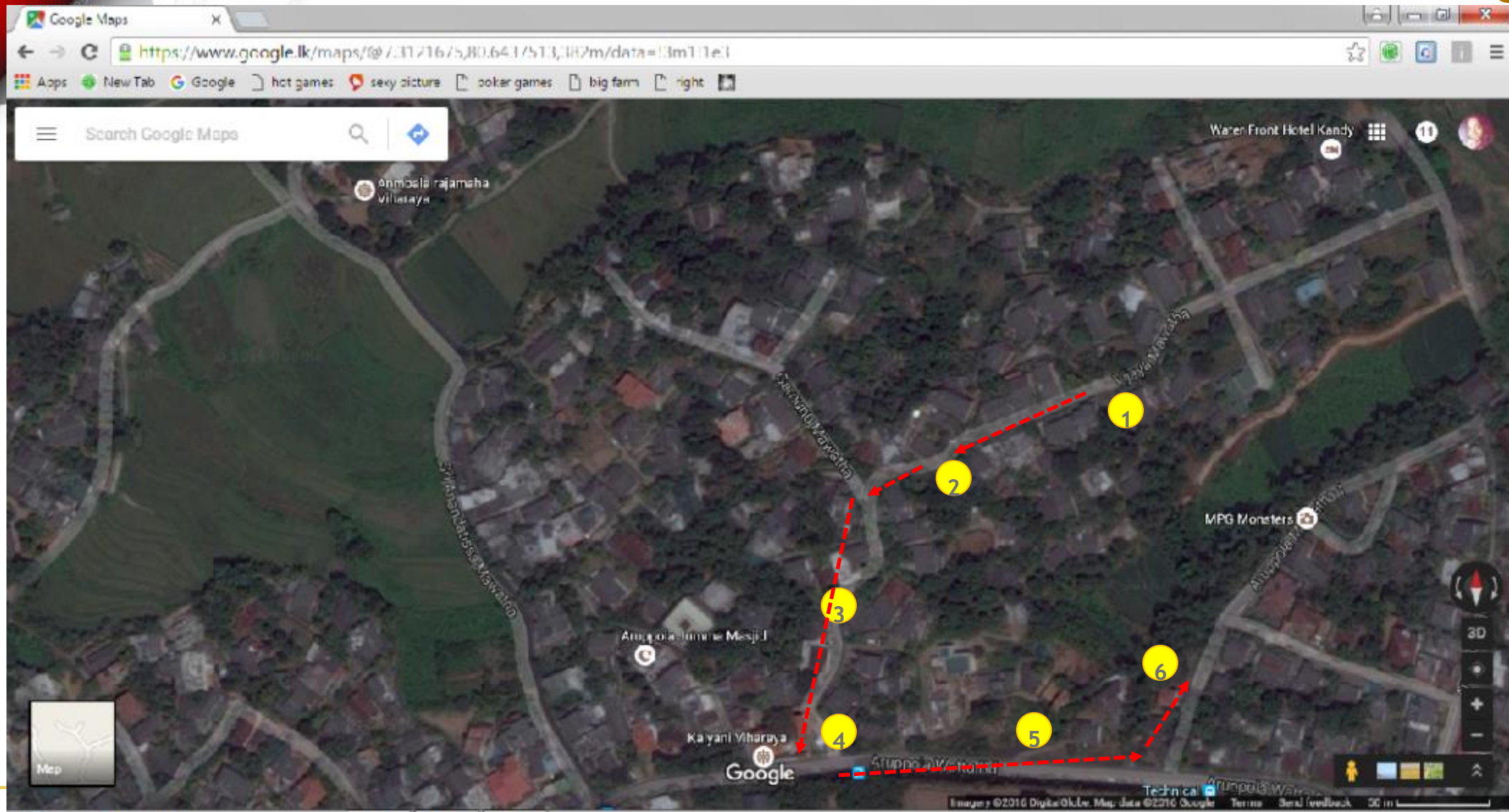
The sampling technique used would be the quasi – random method (i.e. sampling at equal intervals using a random start).

The remaining addresses in the cluster (5 per Metro, 6 per Urban and 6 per Rural) would be selected using the Left Hand Rule, a method that predetermines the households to be selected and eliminates interviewer bias.



NEW

GPS Fieldwork Tracking




Methodology

Selecting Respondents



Selection of Respondent : Within each selected household interviews would be conducted with the housewife and a randomly selected 'adult' – randomness being achieved by using the **Kish grid**. In addition, ONE child interviews would be conducted from each cluster head from above selected households.

Respondent Selection would be automated & inbuilt to the data collection application.

	Name	Gender	Age	
1	Sarath	Male	43	1
2	Sujatha	Female	42	2
 3	Saman	Male	17	3
4	Sanjaya	Male	15	4
5	Chamalie	Female	13	-

Example : 3rd Successful Household

Successful household number	Number of target group members									
	1	2	3	4	5	6	7	8	9	10
1	1	2	2	4	4	2	4	5	5	4
2	1	1	3	1	5	3	5	6	6	5
3	1	2	1	2	1	4	6	7	7	6
4	1	1	2	3	2	5	7	8	8	7
5	1	2	3	4	3	6	1	1	9	8
6	1	1	1	1	4	1	2	2	1	9
7	1	2	2	2	5	2	3	3	2	10
8	1	1	3	3	1	3	4	4	3	1

NEW

Field Work

CAPI data collection



We are pleased to inform that LMRB has moved to Computer Aided Personal Interviews (CAPI) using tabs for NDMS data collection from last year. Our learnings from last year survey would be incorporated into this year CAPI data collection applications.

SAMSUNG Galaxy Tab E , 9.6" would be used for CAPI data collections. All the data would be transferred to LMRB servers via GPRS instantly or within the day.

Remote monitoring of the field operation from head office. Screens of the tab can be observed by the supervisors from head office while the field work is on.



USER
FRIENDLY



INBUILT
VALIDATION



GPS
TRACKING



VOICE
RECORDING



TIME
TRACKING



GPRS DATA
DOWNLOAD



NO DATA
ENTRY



FAST



HIGH
SECURITY

Field Work



Face-to-face CAPI interviews would be carried out by especially trained investigators drawn from LMRB's General Field Force, using a fully structured CAPI questionnaire. All interviewers would be briefed on the project by Field and Research Executives of LMRB. All the interviewers would be accompanied by Executives or Supervisors for initial field days.

50 % of the sample would be checked for GPS locations (MAP check) & 10%~15% of the sample would be checked for the voice cuts. ~25% of sample would be telephone back checked by Kantar Operation Data Quality Check (DQC) team and questionnaires with issues will send to Field for physical back check.

The selection of affluent households (mainly English speaking households from SEC A & B1) would be somewhat purposive with about 200 respondents being selected through interviewers making special efforts to reach such households, using lists maintained by LMRB and/or through contacts. Districts covered for this purpose would be Colombo, Gampaha, Kalutara, Kandy , Kurunegala and Galle, where the initial contact would be by telephone. Appointments would be made with these up-market respondents and the questionnaire administered f2f or telephone using interviewers drawn from LMRB's Special Field Force, Field Supervisors or Executives. In addition in order to maintain a minimum number of Tamil speaking respondents at district level, boosters would be done among the Tamil speaking population. **Over 3,000 Tamil speaking persons are expected to be in the final sample.**

The fieldwork is expected to be carried out during the period **September to November 2017.**



Estimation of the universe

The **NDMS 2017-2018** population estimates by District, Sector, gender, age group and ethnicity would be based on **LMRB's** own projections as well as projections from **Census 2012** population figures .



Projection

- In order to obtain adequate sample sizes for certain segments, some heterogeneous towns & zones would be deliberately over-sampled resulting in the sample size of certain towns/zones not reflecting the actual contribution of those towns/zones to the all island population .
- Sample would be divided into **1224 cells** based on Sector X Districts X Gender X 12 age groups for weighting & projection purpose.
- Appropriate **cell weighting** factors based on the estimated universe & actual sample size in each cell would be applied to the survey data in order to arrive at projected estimates for the population.
- **RIM weightings** would be applied Sector & District level for ethnicity to balance the sample with the ethnicity proportion of the universe.

Methodology

Media Measurement

Readership Measurement Used

The Definition of Readership



✓ Read is, read with attention or just looked at by turning pages. However if only the cover page has been seen, it doesn't mean as '**READ OR LOOKED AT**'.



✓ This '**READ OR LOOKED AT**' could have been done anywhere. May be in the bus or train, salon or doctors dispensary or at a friends' house, in office or in a library.



✓ It doesn't matter even if you have read **AN OUTDATED** copy.

NEW

Readership Measurement Used

Initial Readership Filter Question



Introduced an initial filter question for the type of publications read in last 12 months and Publication Mastheads ONLY relevant to “types of publications” read in last 12 months would be exposed to the respondents

Publication Type
Bi Monthly : Sinhala
Bi Monthly : English
Monthly : Sinhala
Monthly : English
Monthly : Tamil
Weekly : Sinhala
Weekly : English
Weekly : Tamil
Daily : Sinhala
Daily : English
Daily : Tamil

Note : Only the type of publications covered in the survey is listed

Readership Measurement Used

The “Recent Reading” or ‘Masthead’ method



- The technique consisted of exposing the respondent to SCREENS containing coloured mastheads of publications covered by the survey. The specific questions asked were as follows:
- I want you to go through this SCREENS with me and tell me for each publication how many issues you have read or looked at recently – it does not matter where. As you look at each card please tell me which of the statements apply:

Type of Publication	The criteria for establishing Claimed Readership for a publication	The criteria for establishing Average Issue Readership (AIR) for a publication (ASK FROM CLAIMED READERS)
	The question which established the frequency of reading	When was the last time you read or looked at a copy of _____?
Dailies	In an average week these days, I read or look at this number of separate issues: 7 6 5 4 3 2 1 Less than 1 None	Read Yesterday
Weeklies	In an average month I read or look at this number of separate Issues: 4 3 2 1 Less than 1 None	Read in the last 7 days
Monthlies	In the last six months I have read or looked at this number of separate issues: 6 5 4 3 2 1 Less than 1 None	Read in the last month

Readership Measurement Used

Daily Publications

Sample Masthead






0010200000015 mNMS Ver.2.2 Page No - 255

Daily Publications

(SHOW SCREEN AND READ OUT)

Q29E. In an average week these days how many issues of this publication do you read? Or looked at?

	6	5	4	3	2	1	Less than 1	None
 Ceylon Today (Eng)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Daily FT (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Daily Mirror (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Navigation icons: Power, Back, Forward

0010200000015 mNMS Ver.2.2 Pg No - 362



Daily Publications

(SHOW SCREEN AND READ OUT)

Q30. Could you please look at this card and tell me when did you last read or look at this Publication except today?

Select

(SHOW SCREEN AND READ OUT)

Q31. Could you look at this card and tell me how long do you normally read an issue of this publication?

Select

(SHOW SCREEN AND READ OUT)

Q32. I would like to know the last date thinking about the publications that you have read last this publication, could you please look at this card and tell me which sentence best describes the method of obtaining the copy ?

Select

Readership Measurement Used





Weekly Publications

0010200000015 mNMS Ver.2.2 Page No - 248

Weekly Publications

(SHOW SCREEN AND READ OUT)

Q29D. In an average month how many issues of this publication have you read or looked at?

	4	3	2	1	Less than 1	None
 Ceylon Today -Sunday Edition (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Sunday Island (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
 Sunday Observer (Eng)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 The Nation - Weekend Edition (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Navigation icons: Power, Back, Forward

Sample Masthead



0010200000015 mNMS Ver.2.2 Pg No - 339

Sunday Observer

Weekly Publications

(SHOW SCREEN AND READ OUT)

Q30. Could you please look at this card and tell me when did you last read or look at this Publication except today?

Select

(SHOW SCREEN AND READ OUT)

Q31. Could you look at this card and tell me how long do you normally read an issue of this publication?

Select

(SHOW SCREEN AND READ OUT)

Q32. I would like to know the last date thinking about the publications that you have read last this publication, could you please look at this card and tell me which sentence best describes the method of obtaining the copy ?

Select

Readership Measurement Used



Monthly Publications





Sample Masthead

0010100000010 mNMS Ver.2.3.5 Page No - 241

Monthly Publications

(SHOW SCREEN AND READ OUT)

Q29B. In the last six months, how many separate issues of this publication have you read or looked at?

		6	5	4	3	2	1	None
	Explore Sri Lanka (Eng)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Living (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
	Motor (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
	Serendib (Eng)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

0010100000010 mNMS Ver.2.3.5 Pg No - 303



Monthly Publications

(SHOW SCREEN AND READ OUT)

Q30. Could you please look at this card and tell me when did you last read or look at this Publication except today?

Select

(SHOW SCREEN AND READ OUT)

Q31. Could you look at this card and tell me how long do you normally read an issue of this publication?

Select

(SHOW SCREEN AND READ OUT)

Q32. I would like to know the last date thinking about the publications that you have read last this publication, could you please look at this card and tell me which sentence best describes the method of obtaining the copy ?

Select

Measurements Used

Television : Viewership Habit Method

- The following specific questions are asked :
- In an average week these days, on how many days do you watch _____ (CHANNEL) ? It does not matter whether you watch it at home or somewhere else.
7 6 5 4 3 2 1 Less than 1 None
- At what times of the day do you generally watch _____ (CHANNEL) on weekdays – that is, Monday to Friday?
- And on weekends – that is, Saturday and Sunday?

Radio : Listenership Habit Method

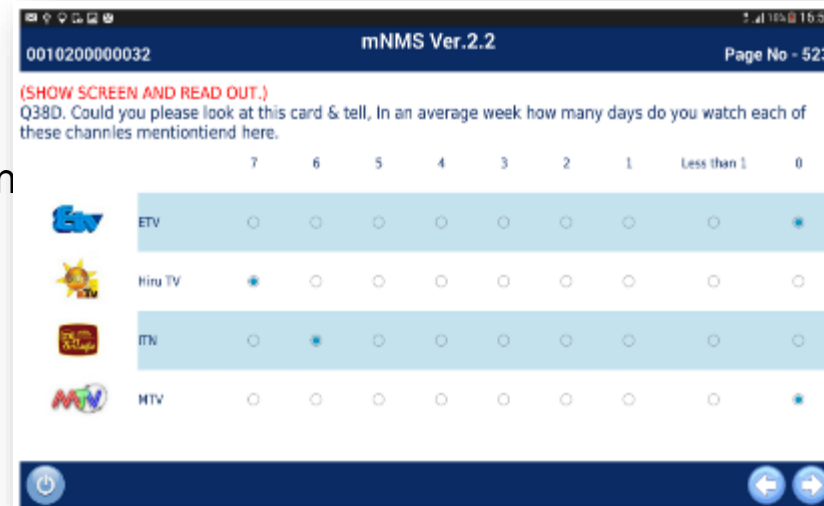
- The questions would be identical to those for television with listenership instead of viewership.

Cinema : Viewership Habit Method

- How often do you go to the cinema these days?
- When did you last go to a cinema?

Internet : Surfing Habit Method

- How often do you access the Internet these days?
- When did you last access the Internet?



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(SHOW SCREEN AND READ OUT.)
Q38D. Could you please look at this card & tell, In an average week how many days do you watch each of these channels mentioned here.

	7	6	5	4	3	2	1	Less than 1	0
ETV									*
Hiru TV	*								
ITN		*							
MTV									*



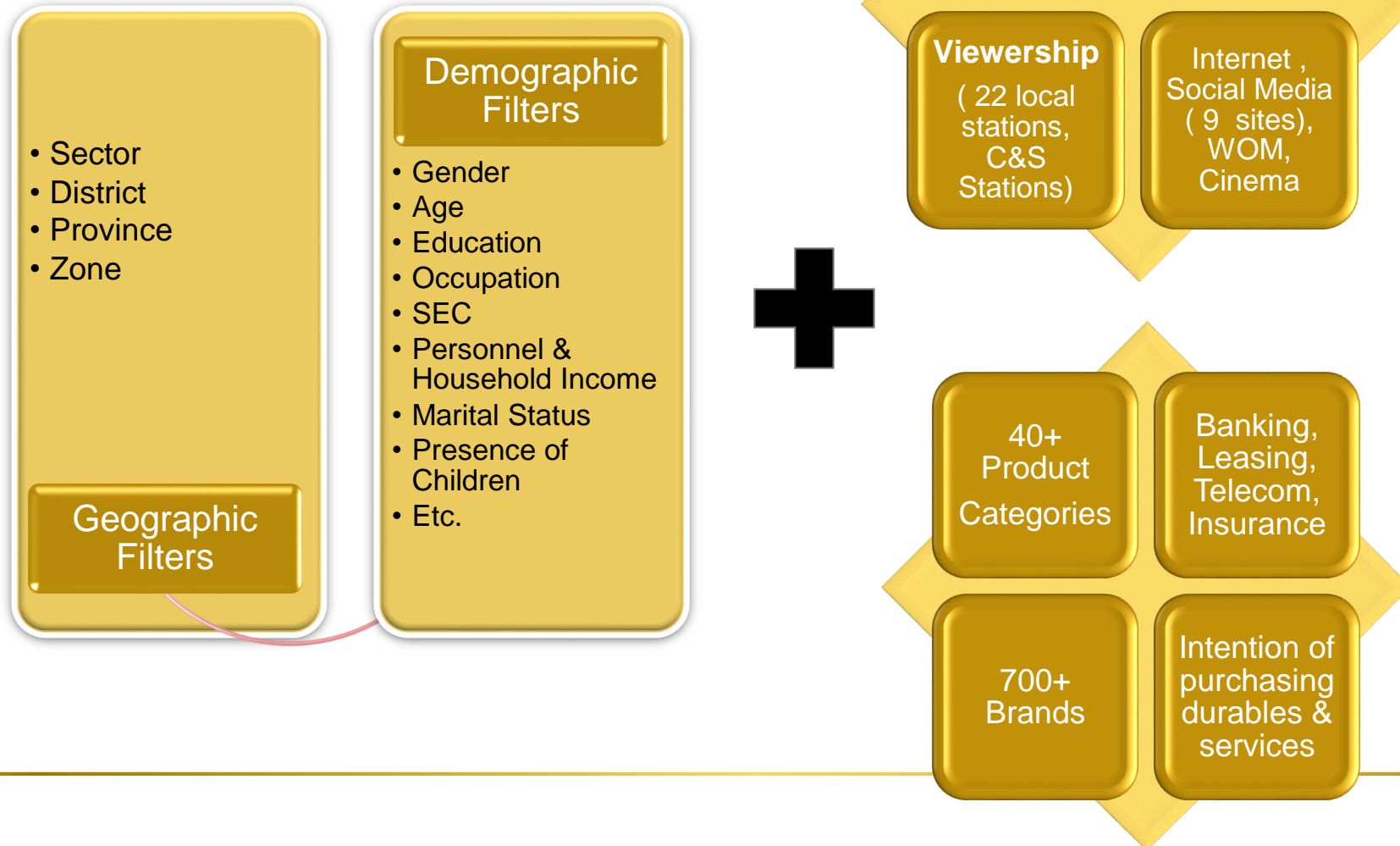
mNMS Ver.2.2 Page No - 543

Hiru TV - Weekdays
(SHOW SCREEN AND READ OUT)
Q38H. At what time of the day, do you normally watch this channel during weekdays? (From Monday to Friday)

<input type="checkbox"/>	Upto 6:00 am
<input type="checkbox"/>	6:00-7:00 am
<input type="checkbox"/>	7:00-8:00 am
<input type="checkbox"/>	8:00-10:00 am
<input type="checkbox"/>	10:00-12:00 am
<input type="checkbox"/>	12:00-2:00 pm
<input type="checkbox"/>	1:00-3:00 pm
<input checked="" type="checkbox"/>	3:00-4:00 pm
<input type="checkbox"/>	4:00-6:00 pm
<input type="checkbox"/>	6:00-7:00 pm
<input type="checkbox"/>	7:00-7:30 pm
<input type="checkbox"/>	7:30-8:00 pm

Information Areas

Information Area



The information areas covered

- ☐ Readership estimates for selected publications (110 + publications)
- ☐ Viewership of television and cinema (22 TV Channels + 5 C&S)
- ☐ Listenership of radio (50 + Local Radio Stations & 6 Foreign stations)
- ☐ Overall readership by type (publishing frequency, language) of publication
- ☐ Digital : Computer Literacy / Internet Usage/Social Media Networks/Web Sites
- ☐ Cinema
- ☐ Word of Mouth (WOM)
- ☐ Viewership & Listenership by program type
- ☐ Duplication between Publications / Radio Stations / Television Channels
- ☐ Cumulative Readership
- ☐ Time belts listen to radio or watch television
- ☐ Profiles of Publications / Channels / Stations
- ☐ Profiles of products & brands – 40+ categories (VAS)
- ☐ Demographics
- ☐ Intention of purchasing key durables & services in next 12 months
- ☐ Special Segments on telecom & banking (VAS)

Information Area Covered - Media



Press

- Readership and frequency of reading for a set of about 110 Publications.
- Type of articles read



Television

- Viewership and frequency of viewing for 22 local channels & 5 C&S providers
- Viewership for C&S Stations
- Viewership for specific time slots separately for weekdays & weekends
- Viewership for certain important programme types.



Radio

- Listenership & frequency of listening for all commercial & regional channels,
- Listenership for specific time slots separately for weekdays & weekends
- Listenership for certain important programme types.



Internet

- Frequency of accessing the Internet and when Internet was last accessed
- Web Sites.



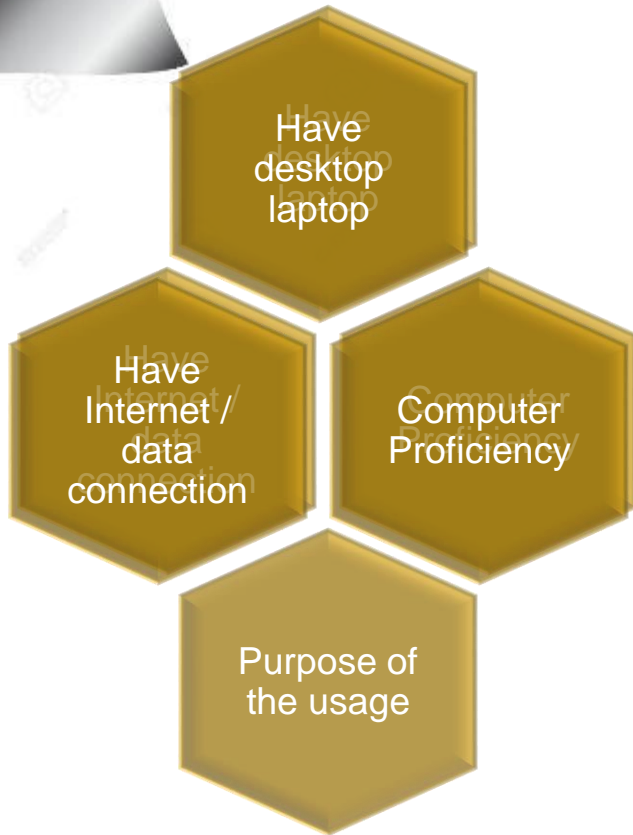
Cinema

- Frequency of visits to the cinema and when cinema was last visited

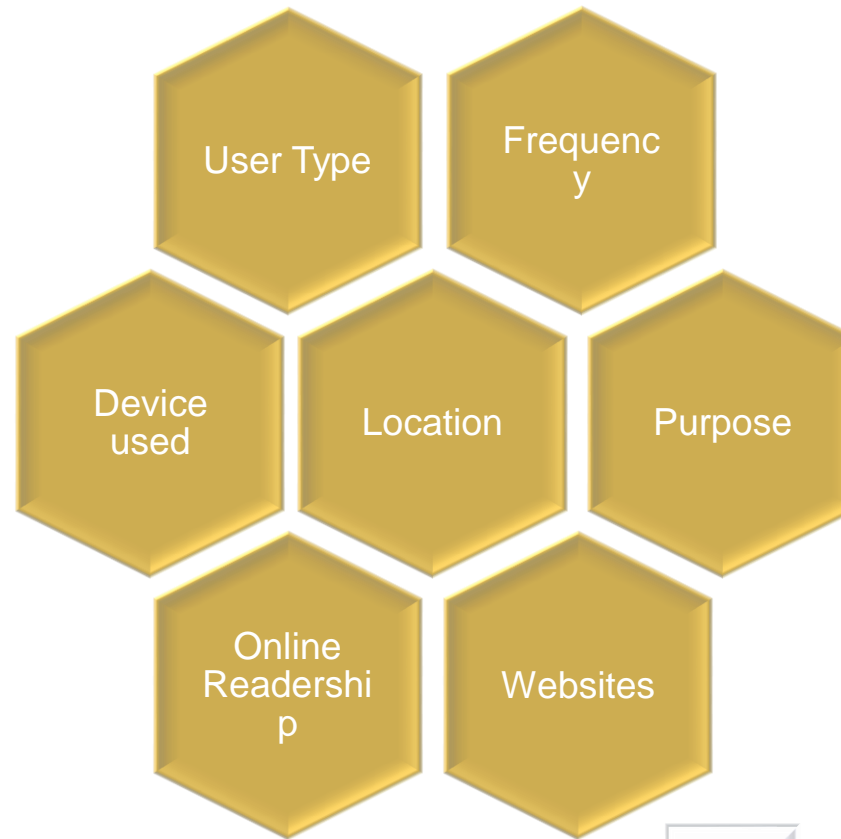
NEW

Digital Media

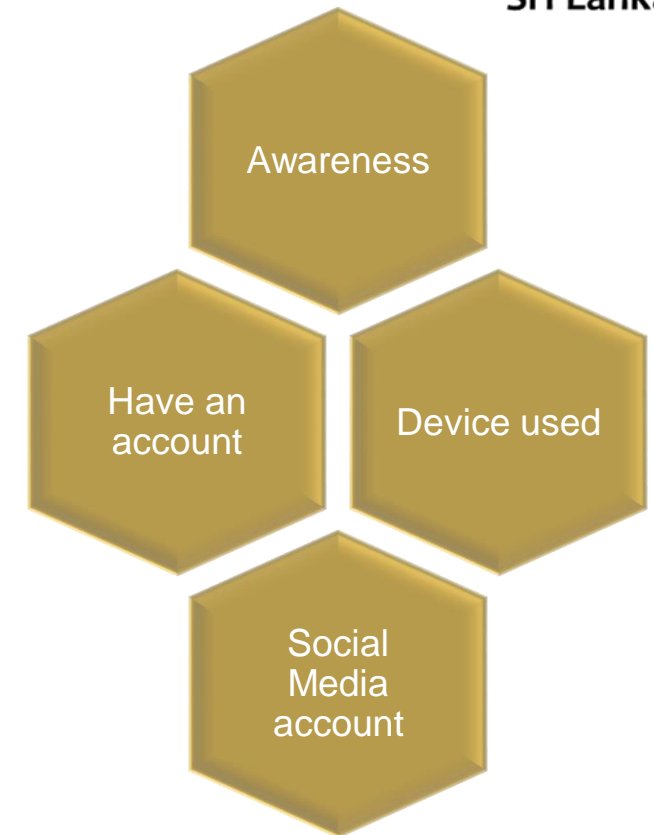
Computer Literacy / Internet Usage / Social Media



Computer



Internet



Social Media

Analysis

Demographic & Geographic Data

Demographic Classification

Sex
Age
Marital Status
Education
Occupation
Working Status
Occupational Status
Working Sector
Working place classification
Personal Income

Position in the household
Household income
Social class
Languages read with understand
Languages read normally
Languages spoken at home
Ethnicity
Presence of children below one year
Presence of children 1 – 4 years
Position in the household



Geographic Classification

- ☐ 5 zones (Greater Colombo, Wet, Hill, Dry & N&E)
- ☐ 9 Provinces (Western, Southern, Central, Sabaragamuwa, Uva, North Western, North Central, North , East)
- ☐ 3 Sectors (Metro, Urban, Rural)
- ☐ 22 Administrative Districts

General Software

A fast user-friendly menu driven software on a Windows platform, provided with the **NDMS database**, would enable Clients to generate a wide variety of diagnostic reports.

This includes an excellent graphics facility & the ability of sending reports to both Notepad & Excel.



Software will provide sampling error for the selected TG sample.



							
Profiles	Media Reports						
							
Across Analysis	Cumulative Readership	Duplication	Media Profiles	Product Profiles	Media Linkage		

The type of analyses that can be carried out using the software is almost limitless.

Report Generation

Demographics



Provides **Demographic & Geographic profile** of the selected TG.

The output contains Population counts as well as down percentages based on TG size.

Using this report user can identify the profile & size of the TG.



Demography NMS 2012

Total Adult population for the Zone '000s 16,830.16
Target Group population for the Zone '000s 975.77

Target Definition

SEX : Male ☒

WORKING SECTOR : Government , Private ,
Self employed ☒

OCCUPATION : Clerk / Salesrep , Supervisor
, Junior Executive , Agri Worker

	Count '000'	Down %
PROVINCE		
Western	270.12	27.68
Southern	91.08	9.33
Central	96.5	9.89
North Western	103.9	10.65
North Central	31.32	3.21
Sabaragamuwa	111.56	11.43
Uva	74.47	7.63
North	103.67	10.62
East	93.16	9.55
AGE GROUP		
Between 30 - 34 Yrs.	125.6	12.87
Between 35 - 39 Yrs.	95.56	9.79
Between 40 - 44 Yrs.	100.62	10.31
Between 45 - 49 Yrs.	83.22	8.53
Between 50 - 54 Yrs.	63.95	6.55
Between 55 - 59 Yrs.	79.79	8.18
Above 59 Yrs	254.6	26.09
MONTHLY PERSONAL INCOME		
Rs. 25001 - 30000	150.23	15.4
Rs. 30001 - 35000	65.19	6.68
Rs. 35001 - 40000	30.63	3.14
Rs. 40001 - 50000	28.28	2.9
Rs. 50001 - 75000	11.47	1.18
Rs. 75001 - 100 000	2.16	0.22
Rs. 150001 - 200 000	0.97	0.1
SEC		
A1	6.47	0.66
A2	135.86	13.92
B1	281.52	28.85
B2	247.91	25.41

Report Generation

Product Profiles



The Report provides Demographic & Geographic profiles of the TG / Users of the category / Non Users of the category and Brand Users.

Using the product profile report can identify the profiles of different brand users, category users & Non users.

Information area

- % of Category users
- % of Brand users

Geographical and Demographic distribution of the Category & brand users

- Example : What % Brand users are from Western province & What % are Executives ? Also what % of Western province population uses the brand?

Can Identify the weak and strong markets and TGs

Brand Duplication

Profile of Product - SHAMPOO (I) NMS 2008

Target Group Definition

SEX : Male

	Grand Total			Lifebuoy User		
	Number	Across %	Down %	Number	Across %	Down %
Est. Adults '000s	6853.00	100.00	100.00	696.00	10.20	100.00
PROVINCE						
Western	2189.0	100.0	31.9	248.0	11.3	35.7
Southern	838.0	100.0	12.2	36.0	4.3	5.1
Central	903.0	100.0	13.2	88.0	9.7	12.6
North Western	821.0	100.0	12.0	63.0	7.7	9.0
North Central	440.0	100.0	6.4	47.0	10.7	6.8
Sabaragamuwa	678.0	100.0	9.9	70.0	10.4	10.1
Uva	431.0	100.0	6.3	80.0	18.6	11.5
North East	554.0	100.0	8.1	64.0	11.5	9.2
AGE GROUP						
Between 15 - 19 Yrs.	937.0	100.0	13.7	157.0	16.8	22.6
Between 20 - 24 Yrs.	873.0	100.0	12.7	134.0	15.3	19.2
Between 25 - 34 Yrs.	1414.0	100.0	20.6	198.0	14.0	28.5
Between 35 - 44 Yrs.	1317.0	100.0	19.2	105.0	7.9	15.0
Between 45 - 54 Yrs.	1100.0	100.0	16.1	55.0	5.0	7.9
Above 54 Yrs.	1211.0	100.0	17.7	47.0	3.9	6.8
EDUCATION						
Illiterate	92.0	100.0	1.3	1.0	1.3	0.2
Upto Grade 5	700.0	100.0	10.2	19.0	2.7	2.7
Grade 6 - 9	1551.0	100.0	22.6	115.0	7.4	16.6
GCE O/L	2860.0	100.0	41.7	325.0	11.4	46.7
GCE A/L	1399.0	100.0	20.4	192.0	13.7	27.6
Graduate / Professional	216.0	100.0	3.2	40.0	18.4	5.7
Post Graduate	34.0	100.0	0.5	4.0	10.4	0.5

Report Generation

Media Linkage of Product / Brands Users



- Provides Readership / Listenership / Viewership figures for the Brand users as well as category user & non users.
- Using the **Media Linkage** reports can identify Media habits of different brand users and category users & Non users.
- How to access own brand users and competitor brand users ?
- How to access category non users ?

Profile of Product - SHAMPOO (1) NMS 2008

Target Group Definition

SEX : Male

	Grand Total			Lifebuoy User		
	Number	Across %	Down %	Number	Across %	Down %
Est. Adults '000s	6853.00	100.00	100.00	696.00	10.20	100.00
READERSHIP (AIR)						
Irida Divaina	77.5	100.0	1.1	10.1	13.0	1.4
Irida Lakbima	114.5	100.0	1.7	14.1	12.3	2.0
Irida Lankadeepa	654.7	100.0	9.6	64.4	9.8	9.3
Silumina	273.9	100.0	4.0	24.6	9.0	3.5
Sunday Observer	68.4	100.0	1.0	6.2	9.0	0.9
Sunday Island	11.8	100.0	0.2	0.7	5.7	0.1
Sunday Leader	9.7	100.0	0.1	5.1	53.1	0.7
Sunday Times	37.7	100.0	0.5	5.9	15.6	0.8
REGULAR RADIO CHANNELS						
Neth FM	437.3	100.0	6.4	24.5	5.6	3.5
Shree FM	932.7	100.0	13.6	97.1	10.4	14.0
Sirasa FM	1114.1	100.0	16.3	130.1	11.7	18.7
SLBC Swadesheeya	227.4	100.0	3.3	14.2	6.2	2.0
SLBC Sin. Comm..	118.7	100.0	1.7	1.5	1.3	0.2
REGULAR TV STATIONS						
ITN	674.0	100.0	9.8	48.3	7.2	6.9
Rupavahini	795.0	100.0	11.6	74.8	9.4	10.7
Sirasa TV	1769.8	100.0	25.8	195.2	11.0	28.0
Swarnavahini	1650.4	100.0	24.1	201.8	12.2	29.0

Report Generation

Media Reach



Provides

- Average Issue Readership (AIR)
- Claimed Readership
- AIR by type of publication
- Regular & Any listenership / viewership
- Regular programs types (TV & Radio)

The Output contains Zonal & TG reach counts & down percentages as well as Index for comparing zonal figures with TG. This Report can be used to identify media habits of the TG

Total Adult population '000s 14,003.33

Target Group population '000s 431.14

Target Definition

SEX : Male

OCCUPATION : Junior Executive ,
Professional / Senior Executive ,
Large Businessman

	Total		Target	
	Count '000s	Down %	Count '000s	Down %
READERSHIP (AIR)				
Irida Lankadeepa	3,085.45	22.03	198.62	46.07
Irida Divaina	1,296.69	9.26	96.95	22.49
Lankadeepa (D)	1,441.93	10.3	93.92	21.78
Sunday Observer	434.4	3.1	85.48	19.83
Irida Lankbima	846.41	6.04	76.1	17.65
Sunday Times	252.38	1.8	59.54	13.81
Silumina	1,205.02	8.61	56.54	13.11
Divaina (D)	640.37	4.57	53.29	12.36
Dinamina	587.68	4.2	43.89	10.18
Daily Mirror	103.25	0.74	35.89	8.32
Sunday Island	108.68	0.78	35.67	8.27
Daily News	152.7	1.09	35.34	8.2
Sunday Leader	102.22	0.73	34.32	7.96
Rivira	302.39	2.16	32.19	7.47
The Island (D)	80.04	0.57	26.99	6.26
Lanka Monthly Digest	36.96	0.26	24.02	5.57

Report Generation

Cross Analysis



Provides cross analysis report for two selected demographic fields or demographic vs. media vehicles.

- Example : Readership across age groups

This report can be used to identify media habits or demographic profiles across important demographic of TG.

Target Definition

SEX : Male

OCCUPATION : Junior

Executive , Professional / Senior

Executive , Large Businessman

	25 - 34 Yrs.		35 - 44 Yrs.		45 - 54 Yrs.		Above 54 Yrs.		TOTAL	
	Count	Down %	Count	Down %	Count	Down %	Count	Down %	Count	Down %
Estimated Adults 000s	105.7		120.6		91.0		94.8		431.1	
GO	7.1	6.7	1.7	1.4	0.8	0.9	4.5	4.7	17.6	4.1
Lanka Monthly Digest	5.0	4.7	6.2	5.1	4.1	4.5	5.4	5.7	24.0	5.6
Irida Divaina	16.3	15.4	24.1	20.0	25.2	27.7	31.4	33.2	97.0	22.5
Irida Lakbima	18.3	17.3	16.7	13.9	23.2	25.5	16.3	17.2	76.1	17.7
Irida Lankadeepa	42.5	40.2	56.3	46.7	45.2	49.7	49.4	52.1	198.6	46.1
Silumina	15.6	14.7	5.0	4.1	20.9	23.0	11.5	12.1	56.5	13.1
Sunday Observer	29.4	27.8	12.3	10.2	20.1	22.1	20.3	21.4	85.5	19.8
Sunday Island	10.3	9.8	5.1	4.2	8.1	8.9	8.1	8.6	35.7	8.3
Sunday Leader	13.0	12.3	7.2	5.9	2.7	2.9	6.9	7.3	34.3	8.0
Sunday Times	16.1	15.3	11.3	9.3	14.2	15.6	12.7	13.4	59.5	13.8
Dinamina	3.1	2.9	13.3	11.1	12.9	14.2	14.6	15.3	43.9	10.2
Divaina (D)	15.4	14.6	10.2	8.5	11.6	12.7	12.3	12.9	53.3	12.4
Lakbima (D)	4.2	4.0	6.2	5.2	6.2	6.8	5.9	6.2	23.6	5.5
Lankadeepa (D)	14.0	13.3	24.4	20.2	35.8	39.4	19.7	20.8	93.9	21.8
Daily Mirror	6.2	5.9	14.6	12.1	9.8	10.7	4.2	4.4	35.9	8.3
Daily News	8.4	8.0	6.2	5.1	8.8	9.7	11.9	12.6	35.3	8.2
The Island (D)	2.6	2.4	5.6	4.7	8.2	9.0	10.6	11.2	27.0	6.3

Report Generation

Media Duplications



Provides duplication between two publications, that is the number of people in TG who are estimated to see both publications in a schedule consisting of '1' insertion in each publication.

Duplication is provided for Publications, Radio stations, Television channels as well as inter media vehicles.

This report can be used to maximize reach or frequency and also to minimize wastage due to duplication.

Target Group population '000s 431.14

Target Definition

SEX : Male

OCCUPATION : Junior Executive ,
Professional / Senior Executive , Large
Businessman

	Sunday Observer		Sunday Island		Sunday Leader		Sunday Times	
	Count	Down %	Count	Down %	Count	Down %	Count	Down %
Sunday Observer	85.48	100.00	18.96	53.16	10.94	31.88	21.34	35.84
Sunday Island	18.96	22.18	35.67	100.00	10.02	29.19	8.05	13.53
Sunday Leader	10.94	12.80	10.02	28.08	34.32	100.00	13.32	22.37
Sunday Times	21.34	24.96	8.05	22.58	13.32	38.80	59.54	100.00
Base	85.48	100.00	35.67	100.00	34.32	100.00	59.54	100.00

Report Generation

Cumulative Readership



Provides the number of readers in TG who will see at least one issue out of 'n' issues of a single publication. Users can have cumulative readership for a maximum of up to 12 issues

This report is very important to identify cut-off advertising insertion levels of a publication in a media campaign.

# Insertions	AIR	Claimed	Cumulative Reach Achieved ' 000							
			1	2	3	4	5	6	7	8
Publication										
Sunday Observer	85	107	85	97	102	104	105	106	106	107
Sunday Island	36	41	36	39	40	41	41	41	41	41
Sunday Leader	34	41	34	39	41	41	41	41	41	41
Sunday Times	60	71	60	67	68	69	69	69	70	70

Report Generation

Media Profiles



Demographic & geographic profile of the readers of publications or listeners / viewers of stations / channels. Also provides station / channel listenership or viewership by time slots in weekdays/weekends & publication's duration of read.

The report can be used to identify profiles & combined reach for different publications, stations & channels. Also this can be used to get reach values for a single insertion in multiple publication schedules.

Target Group Definition

SEX : Male

TG Size 6,853.00

TIME SLOTS VIEWED - Rupavahini

	Weekdays		Weekends	
	Viewers	Down %	Viewers	Down %
05:01 PM - 05:29 PM	81.24	1.19	57.73	0.84
05:30 PM - 05:59 PM	86.18	1.26	58.56	0.85
06:01 PM - 06:29 PM	169.17	2.47	131.11	1.91
06:30 PM - 06:59 PM	163.02	2.38	136.14	1.99
07:01 PM - 07:29 PM	539.99	7.88	428.20	6.25
08:01 PM - 08:29 PM	1,388.95	20.27	1,124.93	16.42
08:30 PM - 08:59 PM	1,331.80	19.43	1,093.57	15.96
09:01 PM - 09:29 PM	894.52	13.05	724.06	10.57
09:30 PM - 09:59 PM	438.55	6.40	356.48	5.20
10:01 PM - 10:29 PM	113.60	1.66	96.59	1.41
10:30 PM - 10:59 PM	51.85	0.76	53.36	0.78
11:01 PM - 11:29 PM	25.50	0.37	26.94	0.39
11:30 PM - 11:59 PM	8.96	0.13	14.38	0.21



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YOU!**

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