



## **Six-Step Process for the BPA Subscriber Study**

### **I: Research Company/Vendor**

Selection of a vendor is predicated on the vendor's conformance with CASRO or ARF guidelines.

### **II: Questionnaire**

Questionnaires must be approved by BPA prior to distribution. (Preference questions may be included.)

### **III: Methodology**

1. A minimum of 1,000 questionnaires will be distributed by mail.
2. A minimum response rate of at least 35% of all net deliverables for all publications must be achieved for projection with a confidence level of 95%, with a variance of up to 5%.
3. At least 350 usable forms are required for projection. (A usable respondent is defined as one who answers at least two-thirds of the questions that the respondent is qualified to answer.)
4. The number and nature of efforts must be fully disclosed. (This number would include pre-mailings.)
5. The use of all incentives, their value and the way that these incentives are used must be disclosed. (Value can be either perceived or stated.)
6. The study must conform to the ARF or CASRO guidelines.

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### **IV: Auditing**

- 1.** Subscriber studies may draw their samples from any issue. This sample must be clearly defined.
- 2.** All subscribers should be included in the universe to be sampled. Exclusions may include international addresses, residents of Alaska and Hawaii, copies lacking individuals by name and address, multiple copies to the same addressee, and copies to the advertiser and the agency promotion list. Exclusions must be disclosed.
- 3.** The nth sample will be selected by BPA from the issue selected by the publisher.
- 4.** BPA's address, not the company's name, will be the return address on the survey. The magazine title will be listed as the company.
- 5.** The responses will be received at BPA, date-stamped, logged, copied and shipped on a timely basis to the research company for tallying. Flash counts will be made available by BPA each day.
- 6.** A data file with record layout of the respondents must be submitted to BPA for audit. BPA, using its electronic audit process, will perform audit checks on this file.
- 7.** Computer-generated tabulations of usable responses must be submitted by the research company to BPA for auditing purposes.
- 8.** An nth of respondents will be selected by BPA. BPA will use its copies of the survey for each respondent selected for testing. Respondents will be selected from the minimum of 350 responses.
- 9.** BPA will compare the original respondents to the data file of respondents to determine if the coding and projection are accurate.
- 10.** Projections to the universe sampled will be made by the publisher and/or research company and submitted to BPA for verification.
- 11.** The research company must sign an affidavit attesting to the validity and confidence level of the research.

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### **V: Reporting**

1. BPA will issue an opinion letter to the publisher and will not disclose the results of the survey, but will express validation through standard auditing practices.
2. All public disclosure of the research must include the statement of methodology, including disclosure of the issue sampled.
3. The publishing company, address, phone and fax numbers and URL of the magazine Web site must be listed.
4. The research company, address, phone and fax numbers and URL of the vendor Web site must be listed.
5. The publisher affidavit and research affidavit must be included.
6. A copy of the BPA opinion letter may be included.

### **VI: Miscellaneous**

1. The audit of the study will be valid for 3 years.
2. Promotional rules will be developed by BPA for reporting audited research data.
3. Charges for the research audit will be established from time to time by the BPA board of directors.
4. Current cost: \$100 per hour + postage/overnight shipping. Typical Subscriber Studies require approximately between 22 and 26 hours to complete, although this figure may fluctuate.
5. Publisher may choose to ask any demographic questions desired (excluding pass-along information).
6. Each questionnaire should be printed with a "tracking" code that will correspond and identify individual subscribers on the Nth sample.