

PRC names Nielsen to conduct PAMS

The Publisher Research Council or PRC has named Nielsen as its research partner for the 2017 PAMS reading currency. This follows a six-month tender process which was facilitated by the external consulting group, Yardstick.

Nielsen will be using a household flooding technique which will double the stratified probability sample usually used in the PAM sampling design. The technique will allow more than respondent to be interviewed within in a single household. Following the conduct of a series of pilots, fieldwork for PAMS will begin in March of next year. Reader data will be released in September 2017 to coincide with the release of the first full year Establishment Survey.

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