CAPI: NEW METHODOLOGY, NEW DATA FOR THE BRITISH NRS

Katherine Page and Dawn Collis, Ipsos-RSL

Synopsis

The British NRS has changed methodology from CAPI to Double Screen-CAPI (DS-CAPI). In Great Britain this involves presenting all visual prompts to the respondent on a small tablet screen, controlled by a radio link from the interviewer's separate laptop computer. DS-CAPI opens up many new possibilities for the NRS interview.

From October 2002 to September 2003, the British NRS ran a split-sample test of CAPI versus DS-CAPI, in order to analyse the differences in the readership estimates obtained from the two methodologies. This paper describes those data from the test that were available at the time of writing, examining the differences in readership which were observed and discussing various hypotheses to explain those differences.

Introduction

By the time we present this paper DS-CAPI will have been formally adopted as the methodology of the British NRS, and the first full month of fieldwork will be nearing completion.

The development process has been a long one. We first started testing prototypes in 1997. Meanwhile our colleagues in France began using DS-CAPI for the AEPM national magazine survey in 1999.

The momentum for a change in methodology gathered pace in Britain when the NRS went out to tender in 1999. By removing the need for paper prompt materials, DS-CAPI offered more flexibility than CAPI in meeting some of the requirements of the new Contract. The advantages of DS-CAPI are:

The facility for more sophisticated routing and filtering than would be possible using interviewer administered visual prompts.

The opportunity to develop new and more innovative stimulus material.

Less restriction on the number of the prompts.

Faster changes to the prompt material.

Enhanced control of the interview.

A more dynamic presentation of the interview, with possible improvements to respondent interest and concentration.

However, any change in methodology leads to changes in the data collected. We have been assessing these changes by means of a split-sample test, which began in October 2002. In essence, half the NRS interviews have been conducted using DS-CAPI, and half using CAPI, in order to compare data from the two. This paper discusses data from this test, and advances hypotheses for the differences between the CAPI and DS-CAPI data.

We begin with a brief reminder of the DS-CAPI methodology.

Methodology

Double screen CAPI (DS-CAPI) as used by the British NRS is an interviewing technique by which respondents are presented with visual prompts on screen rather than on paper. As the name indicates, two screens are used for this interviewing technique: - the interviewer has their own laptop (as for CAPI interviewing), whilst the respondent is given a tablet screen on which the prompts are displayed.

The prompts displayed on the respondent's screen are controlled by the interviewer's laptop by means of a radio link between the two laptops. This means that there is no need for the two laptops to be linked physically by a cable. The radio link between the two laptops ensures that once the interviewer has keyed in the respondent's answer to a question, the relevant prompt for the next question is displayed on the respondent's screen.

In deciding upon the hardware to be used for DS-CAPI, there were a number of key practical considerations to take into account. One was the weight of the interviewer laptop and respondent screen, as the interviewer must carry both laptops from door to door. Equally important was the issue of the battery life of the laptops, as fully charged batteries would ideally be sufficient for an interviewer to conduct interviews for a whole day without the need to plug in the laptops or recharge the batteries. Above all, it was important to select two laptops that would work efficiently together to ensure that the interview flowed as smoothly as possible with minimal delay between prompts appearing on screen.

Response Rates

Overall response rates for the CAPI and DS-CAPI halves of the split sample test are not dissimilar at 51.5% for DS-CAPI and 52.2% for CAPI (October 2002-July 2003), though it should be noted that both are lower than the pre-test response rate of 54.4% (January-September 2002). We believe that the lower response rate for the test is a consequence of splitting the fieldforce into two separate halves as interviewers either worked with CAPI or DS-CAPI, but not both. This meant that interviewers had further to travel to their assignments, and may have had less opportunity to follow up on the last few calls.

Length of Interview

The interview timings for the first few months of the test showed that DS-CAPI interviews were taking longer to complete than CAPI (on average 2.7 minutes longer for the first month of the test, with an average of 31.6 minutes for DS-CAPI and 28.9 minutes for CAPI). This had been our expectation prior to the start of the test, as we had anticipated that interviewers would need to accustom themselves to the new interview technique. It should also be noted that DS-CAPI generated more readership claims than CAPI, therefore impacting on interview length.

However as the test has progressed, the DS-CAPI interview length has fallen, and after ten months is an average of 29.9 minutes.

An interesting point to note in respect of interview length is the comparison of the proportion of relatively short interviews for DS-CAPI versus CAPI. DS-CAPI makes it more difficult for either a respondent or an interviewer to rush any part of the interview because it is impossible to miss out any of the prompts and it takes a short while to display each new prompt on screen. We believe that this is why there are fewer shorter interviews of less than 15 minutes on DS-CAPI than CAPI. From the table below, it can be seen that 8% of DS-CAPI interviews were 15 minutes or under, which is half the level on CAPI. The table also shows that 32% of CAPI interviews are over 30 minutes, whilst the proportion of such interviews on DS-CAPI is 40%. The fact that DS-CAPI generates more readership claims than CAPI may be a contributory factor here.

	CAPI	DS-CAPI
Average (minutes)	27.6	29.9
1-10 minutes	4%	1%
11-15 minutes	12%	7%
16-20 minutes	18%	14%
21-30 minutes	32%	37%
31-40 minutes	18%	24%
41-50 minutes	8%	10%
51+ minutes	6%	6%

Base: October 2002-July 2003

Changes to the Interview

The introduction of DS-CAPI, apart from being a major change to methodology in its own right, also opens up many new possibilities for the interview. We are no longer restricted by the practical constraints of the volume of paper prompt materials the interviewer can carry or by the need to show the prompt materials to respondents in an order that is practical for the interviewer to implement.

Three changes to the interview made possible by the introduction of DS-CAPI were immediately put in place for the purposes of the test. Before describing these changes it is worth reminding readers that the British NRS uses the Extended Media List (EML) technique.

The EML technique was introduced in 1984 in order to accommodate the need to measure more titles on the Survey, and to reduce observed order effects and title confusion.

As far as the CAPI interview is concerned the EML technique proceeds as follows. Initially titles are presented to the respondent in groups of six on 'EML cards'. Using the front of the cards, which show the titles in typescript form, the respondent is asked to sort these cards into two piles. The first pile is for cards that show at least one title that the respondent has read in the last year, the other pile is for cards where no titles have been read. After a check, the 'No' cards are discarded, thereby reducing the number of titles eligible for further questions.

Using the back of each selected EML card, which shows mini-mastheads for the six titles, the interviewer proceeds to ask a Read Past Year (RPY) filter question for all the titles on the card selected. Recency and frequency are then asked for each title with a positive RPY claim, before moving onto the next EML card selected.

With the introduction of DS-CAPI the EML cards have become EML screens. Showing the prompts on screen rather than on paper creates more flexibility in terms of the interview structure. Three changes to the interview were made immediately to take advantage of this for the purposes of the test. These changes were as follows.

The introduction of a fully vertical Read Past Year (RPY) filter question.

CAPI interview	Each EML card selected by the respondent is taken in turn and RPY is asked for all six titles. If RPY is positive, recency and frequency are asked before moving onto the next positive EML card.
DS-CAPI interview	RPY is asked for all the titles on all the EML screens selected by the respondent, before moving on to ask recency and frequency questions for those titles with a positive RPY claim.

The use of single title mastheads to prompt recency and frequency.

CAPI interview	All the readership questions, including recency and frequency, are prompted using the six title EML cards (except for the questions on newspaper supplements).
DS-CAPI interview	Titles are shown in groups of six for the 'screen sort' (typescript) and for RPY (mini-mastheads). However, the recency and frequency questions for those titles with a positive RPY claim are asked using single masthead prompts.

Asking about readership of newspaper supplements directly after questions about the relevant parent paper.

CAPI interview	Questions about newspaper supplements are asked 'en bloc', at the end of the readership section of the interview, once questions about all other titles are complete. This was necessary because the newspaper supplements are prompted with a specially developed booklet, rather than the standard EML cards. As such, it is not possible for the interviewer to move smoothly back and forth between the two different sets of prompt materials.
DS-CAPI interview	The newspaper supplements questions are asked directly after questions on recency and frequency for the relevant parent paper, using screen versions of the newspaper supplements prompts. There are also some changes to the way in which potential readers of the Saturday magazine supplements are filtered to improve the flow of the interview.

Examples of the EML cards and screens can be found in the Appendix.

When assessing the findings of the test, we cannot untangle the effect of these specific changes to the interview from the more general effect of the use of DS-CAPI. However, in some cases they are very relevant, as we will explain.

Overall results of the split-sample test

Looking at the first nine months of data from the split-sample test shows that overall the DS-CAPI RPY estimates were 15% greater than those generated by the CAPI methodology, and the AIR estimates 3% greater.

However, there is evidence of a "settling down" effect in the initial months of the test, particularly as far as AIR is concerned. The AIR indices (DS-CAPI/CAPI) for successive individual months of the test have been 114, 110, 107, 103, 105, 101, 91, 99 and 103 respectively. This suggests there is an interviewer effect specifically related to the change in methodology, which wears off as the interviewers get used to DS-CAPI. If such an effect exists, it may also partially account for why an earlier stand-alone pilot suggested much higher relative differences between the CAPI and DS-CAPI estimates.

The most likely explanation is that interviewers took a few months to accustom themselves to the rather different mechanics of displaying the prompts. With CAPI the interviewer shows the relevant paper prompt and then asks a sequence of questions for that particular prompt, keying in the answers as she goes. With DS-CAPI, she must key in the answer to each question to bring up the prompt for the next question on the respondent's screen (which takes a short time in the manner of all computer screens) and, crucially, there are many more prompts than with CAPI, mainly due to the use of individual title prompts for recency and frequency. It may be that while the interviewers were getting used to this it took a little longer, and was perhaps a little less smooth, than when they "got up to speed". However, as we are talking about seconds rather than minutes it is difficult to prove this categorically.

If we exclude the first three months as a "settling down" period, then DS-CAPI brings, overall, a 12% increase in RPY and no increase or decrease in AIR.

Nevertheless, there are some clear differences between the CAPI and DS-CAPI estimates, particularly insofar as the relationship between RPY and AIR is concerned.

Although AIR provides the all-important commercial currency, it is a product of the RPY filter (and before that the selection of cards/screens which determines the list of titles for which RPY will be asked). We will therefore spend some time discussing the findings of the test with regard to RPY, before moving on to discuss AIR.

The screen sort and RPY filter

Analysing the RPY claims by frequency of reading indicates that DS-CAPI is capturing more reading claims across **all** frequencies of reading, though by the most pronounced degree, particularly for newspapers, among irregular readers.

	Index DS-CAPI/CAPI – By frequency of reading			
	Total RPY	Almost Always	Quite Often	Only Occasionally
Newspapers	116	105	107	129
Magazines	113	104	109	119

Base: January-June 2003

If the DS-CAPI methodology used is collecting readership claims that are 'missed' by the CAPI methodology, it makes sense that the increases should be more pronounced among irregular than regular readers, as one would expect irregular readers to be more likely to be missed.

There are two components to the increase in RPY. The first, and by far the greater, is that on average respondents select more EML screens than they do EML cards. The second is that having selected the EML screens, there are more positive RPY claims per screen.

	CAPI	**DS-CAPI**	**Index DS-CAPI/CAPI**
Average number of EML Cards/Screens selected	7.97	9.31	117
RPY claims per EML Card/Screen selected	1.18	1.24	105
Average number of RPY claims	9.38	11.50	122

Base: October 2002-March 2003
Excludes the 'New Titles Card' which is shown to all respondents
RPY data includes unpublished 'fillers' and excludes newspaper supplements

Michael Brown, Technical Consultant to NRS Ltd, has developed a model based on the first six months of the test results, forecasting DS-CAPI estimates from the CAPI estimates for newspapers[i]. Michael's work very clearly supports the hypothesis that it is irregular readers who are predominantly behind the increase in the number of EML screens selected, or more specifically respondents who are not regular readers of **any** of the six titles shown on the EML screen. His model for the newspaper screen choice is as follows:

DS-CAPI screen choice

= 104% of CAPI card choice, amongst people reading at least one of the six titles 'Almost always'

\+ 123% of CAPI card choice, amongst people reading none of the six titles 'Almost Always'

It seems highly credible that it is the respondents who are not regular readers of any the titles on the CAPI EML cards who are most likely to fail to select the card. Of course, it is possible that DS-CAPI is filtering in these extra screen/RPY claims erroneously, and that CAPI provides a better reflection of 'reality'. However, DS-CAPI has been deemed more likely to be the better method on the basis of the following hypotheses:

Respondents may pay more attention to the DS-CAPI screens then they do to the paper prompts used with CAPI. If so, they may be less likely to 'miss' screens/titles that are in fact relevant to them. A similar hypothesis was advanced when the AEPM magazine survey introduced DS-CAPI, and saw their filter increase by 8.7%.[ii] And indeed by observation in the field, it does appear that respondents tend to regard DS-CAPI as something rather different and interesting once it is set up, and fix their attention on the screen.

It could be that making a verbal Yes/No claim as to whether any of the titles on each of the individual EML screens have been read is a bigger commitment on the part of the respondent than sorting EML cards into 'Yes' and 'No' piles without verbal comment. As such respondents may pay more attention to the task.

It is more difficult for a respondent, or an interviewer, to rush through this part of the interview and impossible to miss screens altogether. We believe this is the reason why there are fewer very short interviews recorded with DS-CAPI. There is also a check on the 'No' cards/ screens, known as the 'second sort', which it is not possible to circumvent with DS-CAPI.

When discussing RPY, we must also note the change to a fully vertical RPY question.

The potential danger of such a change is that if there is a tendency for respondents to 'switch off' or 'speed up' when asked the same question about a sizeable list of titles, a vertical question mode may aggravate such a tendency. The average DS-CAPI respondent is asked about RPY for 56 titles (though the range is from 0 to 276 titles).

On the other hand, the RPY filter is relatively quick to administer and we believe that the more positive features of a vertical RPY question outweigh the possible negatives. Respondents do not learn that a positive RPY claim leads to further questions until after all the RPY questions are complete (though the interviewer, who even with DS-CAPI must never be discounted, is still very much aware). Furthermore, the interval between asking RPY for the first and last titles is reduced.

It is impossible to separate out the effects of introducing a fully vertical RPY filter from those of the other changes to the Survey. However, looking at the order effects of the media list rotation, there is no evidence that effects have improved or deteriorated relative to CAPI.

While this is inconclusive as to what effect changing the RPY question has had, it is at least reassuring that there is no evidence of an overall negative effect.

Average Issue Readership

While the increase in RPY has been judged to be both explicable and likely to be the result of a better methodology, interpretation of the AIR results has been less straightforward, not least because AIR is the all-important commercial currency.

As already discussed, overall the relative difference in AIR generated by DS-CAPI is small. Indeed, the overall difference is negligible if we exclude the first three months of the test when it appears there was some kind of "settling in" effect. Nevertheless, the differences vary by individual titles and publication groups, as the table below, which excludes the first three months of the test, shows.

	RPY	AIR
	Index DS-CAPI/CAPI	Index DS-CAPI/CAPI
Daily Newspapers (6 day)	117	103
-Qualities	119	99
-Midmarkets	120	106
-Populars	113	103
Sunday Newspapers	116	103
-Qualities	119	101
-Midmarkets	115	99
-Populars	114	106
Saturday Magazine Supplements	91*	97*
Sunday Magazine Supplements	116	103
Magazines	113	99
-General Weeklies	116	99
-Women's Weeklies	111	93
-Fortnightlies	123	114
-General Monthlies	115	102
-Women's Monthlies	112	96
-Bimonthlies and Quarterlies	107	103
All publications	112	100

Base: January-June 2003
*There were additional changes to the filtering of readership questions for Saturday supplements, which will have a bearing on comparisons between CAPI and DS-CAPI.

When looking at the data at this level, we must stress that none of the 'grouped title' AIR differences, and very few of the individual title differences, are statistically significant at 95% confidence limits.

However, because of the increase in RPY relative to AIR and changes to the structure of the reading frequency groups, the overall shape of the data has changed. The table below shows the relative probability between CAPI and DS-CAPI that RPY readers will qualify as AIR readers, cross-analysed by frequency of reading.

	AIR Probabilities – By frequency of reading			
	Total	Almost Always	Quite Often	Only Occasionally
Newspapers				
- CAPI	0.447	0.913	0.368	0.093
- DS-CAPI	0.396	0.907	0.320	0.078
Magazines				
- CAPI	0.491	0.941	0.626	0.245
- DS-CAPI	0.429	0.943	0.573	0.184

Base: January-June 2003

As may be seen, and not surprisingly, the greatest change in the probabilities occurs for the 'only occasional' readers. This, as we know, is the group most likely to have increased in size relative to CAPI.

There are a number of possibilities that might explain the changes in these probabilities. The most obvious is that they have changed because the 'extra' RPY readers picked up by DS-CAPI are diluting the probabilities. These extra readers are likely to be particularly infrequent in their reading habits. But there may be other effects at work in parallel. In particular we note the possibility that some readers are reclassifying their frequency of reading, which in itself would make direct comparisons difficult.

As the test has progressed, questions have been raised as to why AIR estimates for some titles might be lower with DS-CAPI, even though the pool of RPY readers is almost universally greater. Removing the first three 'atypical' months from the analysis has decreased some of the differences that were causing concern, but in the meantime many hypotheses have been explored.

Although nothing has proved conclusive, it is worthwhile to review the specific changes to the DS-CAPI interview, namely:

- the introduction of a fully vertical RPY question
- the insertion of questions about the newspaper supplements adjacent to recency and frequency questions about their parent papers
- the use of single title prompts for the recency and frequency questions

The introduction of a fully vertical RPY filter

We have already discussed this change specifically in relation to the RPY estimates. As far as AIR is concerned, it is worth noting that now more time will elapse in the interview between the RPY and recency questions for a particular title, as RPY is completed for all titles before the questions on recency and frequency begin. However, we see no reason why this should introduce any new biases for specific publication groups. As with RPY, the AIR order effects look broadly similar for both CAPI and DS-CAPI.

Moving the newspaper supplements questions

In the DS-CAPI interview we ask about the newspaper supplements directly after the relevant parent paper newspaper, rather than in a separate block at the end of the readership section of the CAPI interview. This gives a much more natural flow to the interview. It also avoids any potential disadvantage from always asking about the newspaper sections last in the readership interview.

It was important to check, however, that there was no indication respondents might be downgrading their recency claims for the parent newspapers to try and avoid extra questions about supplements once the question procedure became apparent (though in fact the supplements questions are filtered on the RPY rather than the AIR of the parent paper, with some modification for Saturday supplements).

There is no evidence to support such a fear. We ask about supplements for most of the newspapers and there does not seem to be any systematic effect at work across the estimates as a whole. Furthermore, there is nothing in the rotation analyses to suggest that a new order effect has been introduced for any specific group of newspapers.

It is worth noting, however, that moving the supplements questions alongside the parent newspaper questions has improved the degree of consistency between the answers given. It is possible, for instance that respondents can claim to be an AIR reader of a supplement without claiming to be an AIR reader of the parent. It was felt that the levels of apparent inconsistency observed with CAPI were unsatisfactory (though not surprising given that a different form of questions and prompts were used in different parts of the interview).

In the CAPI half-sample (October 02-March 03) in 12.1% of instances where there is an AIR claim for a Saturday supplement there is no AIR claim for the respective Saturday paper. With the DS-CAPI, this applies in just 3.8% of instances.

For the Sunday supplements, with CAPI 9.8% of supplement AIR claims do not tie up with a parent AIR claim. For DS-CAPI the comparable figure is 4.6%.

We therefore consider that moving the supplements questions has been a worthwhile improvement, made possible by DS-CAPI.

Single title prompts for the recency and frequency questions

While retaining the EML grouped title approach for the screen sort and RPY filter, single title prompts have been introduced for the recency and frequency questions. What impact might this change have had? In particular, how does asking about titles on single screens change the way respondents approach the cognitive task. Are respondents more focused on the individual title for the recency and frequency questions, and taking more care over their answers? Or does the removal of the 'context' of other titles have a negative effect? And with an individual screen for each AIR title might the collection of recency and frequency seem a more lengthy and repetitive task from which the respondent switches off?

We expect the change to be a positive one. For instance, once the respondent has established their repertoire of RPY titles, looking at the title prompts individually should help them concentrate on their recency and frequency answers for each title. The single masthead is bigger and clearer, there are no distractions from other titles on the same screen, and no opportunity to look at the wrong masthead.

Furthermore, while the paper prompts used with CAPI are static the DS-CAPI screens change as the question sequence progresses and this may help hold the respondent's attention. The recency and frequency questions appear in typescript on the screen as the interviewer reads them out, which may serve to reinforce the questions. It is worth remembering that interviewers are unlikely to read out the full question for each individual title once the respondent has understood what is required and is working through what is essentially a very repetitive sequence. So it may be that the screen is helpful in reminding the respondent of the full question without seeming unduly repetitious.

The recency scale is not disclosed, but the frequency scale, which appears across the bottom of the mini-masthead side of the EML card, appears on the screen as the frequency question is asked. As it appears directly under the masthead, respondents may pay rather more attention to it that they do to the static prompt at the bottom of a six title card. It is possible that there may be some changes in the way respondents classify their frequency of readership, though it is difficult to isolate any such effect because of the substantial change in the pool of RPY readers.

All of the above argues in favour of the respondent paying more attention to the DS-CAPI single title prompts and being focussed on the individual titles. It is however a hypothesis, which is difficult to prove or disprove categorically.

There are also some negative possibilities to explore.

One might argue that the use of single title prompts for recency and frequency creates more potential for title confusion. One of the benefits of the introduction of EML was that there was an observed reduction in the level of title confusion for typically problematic titles, which were presented close to one another on the six title EML cards.

With the DS-CAPI questionnaire as tested, RPY is still asked with EML screens which show mini-mastheads in groups of six. However, respondents no longer see titles with similar names alongside when they are answering the recency and frequency questions. Prior to introducing the change, we believed, however, that the potential benefits of the single screen prompts would out-weigh the danger of increasing title confusion at this stage of the interview.

Examination of some of the usual suspects for title confusion (e.g. Homes and Gardens versus House and Garden) suggests that so far there is no evidence of more title confusion on the DS-CAPI half of the sample, although it must be noted that at the time of writing the sample sizes available for analysis at an individual title level are still relatively small.

There is however one final aspect to consider. Could it be that by introducing the single screen prompts we have made this section of the interview appear more onerous or boring to respondents? In this we need to consider not just the average respondent, who will be asked recency and frequency questions for 11 or 12 titles, plus questions about newspaper supplements for the relevant parent papers. There are of course some respondents who claim to be RPY readers of many more titles, and it may seem much more of a task to be confronted with numerous single screens that a more limited number of EML screens.

With DS-CAPI there are, of course, more 'heavy' RPY claimants than with CAPI. For example, 23% of CAPI respondents make 16 or more RPY claims, and 4% make 30 or more. For DS-CAPI, these percentages rise to 30% and 8% respectively. This in itself makes comparisons between the two methodologies difficult, as apparent differences could be due to respondents 'shifting along the line' to claim RPY for more titles that a real change in their readership claims due to the introduction of single title mastheads (or any other factor).

Furthermore, there is no real motivation for the respondent to downgrade their recency claim, even if it does seem that this section of the interview is repetitive and boring. It does not save time to claim 'longer ago' rather than 'yesterday' for instance, and it will become apparent that the following questions on frequency (and for the newspapers the supplements as appropriate) proceed regardless.

On balance, we therefore judge that the change to single title mastheads has been a positive one, though we cannot isolate its specific impact by means of this test alone.

Conclusions

We believe that the change to DS-CAPI methodology is, after extensive testing, proven to be a very positive one. It has not been an easy change to make. There were considerable practical obstacles to be overcome in developing the equipment, and, initially an understandable resistance to change by the field force. The commercial implications of changing anything about a readership currency can never be underestimated.

Our comparisons between CAPI and DS-CAPI are complicated by the fact that in tandem with the change of methodology, certain key features of the interview have changed. No doubt deliberations will continue on these changes and we may have more to report in Boston.

However, all the indications are that DS-CAPI has improved the quality of the NRS interview, and, more specifically is better than CAPI at picking up readership claims, particularly from infrequent readers.

Now DS-CAPI is fully adopted on the NRS the way is open to use it to develop the interview further. In particular, an on-Survey test of the Personalised Media Lists concept, described at our last Symposium in Venice, is due to start in January 2004. We look forward to reporting these developments in the future.

References

[i] Brown, Michael (2003). Title by title differences in th 'DS-CAPI Effect' on newspapers. Presentation to NRS Development Advisory Group

[ii] Marx, Jean-Louis (1999). The New Magazine Press Readership Survey in France-Preliminary Results. Worldwide Readership Research Symposium, Florence

Appendix
Example of EML cards and DS-CAPI screens including single title screen sequence.

CAPI EML Cards

Front

AII/CII – 1

The Scotsman	Daily Mail
Daily Sport	The Guardian
The Sun	Racing Post *- incorporating The Sporting Life*

Back

AII/CII – 1

THE SCOTSMAN *Mon - Sat*	Daily Mail *Mon - Sat*	DAILY SPORT *Mon - Sat*
The Guardian *Mon - Sat*	The Sun *Mon - Sat*	RACING POST *– incorporating The Sporting Life* *Mon - Sat*

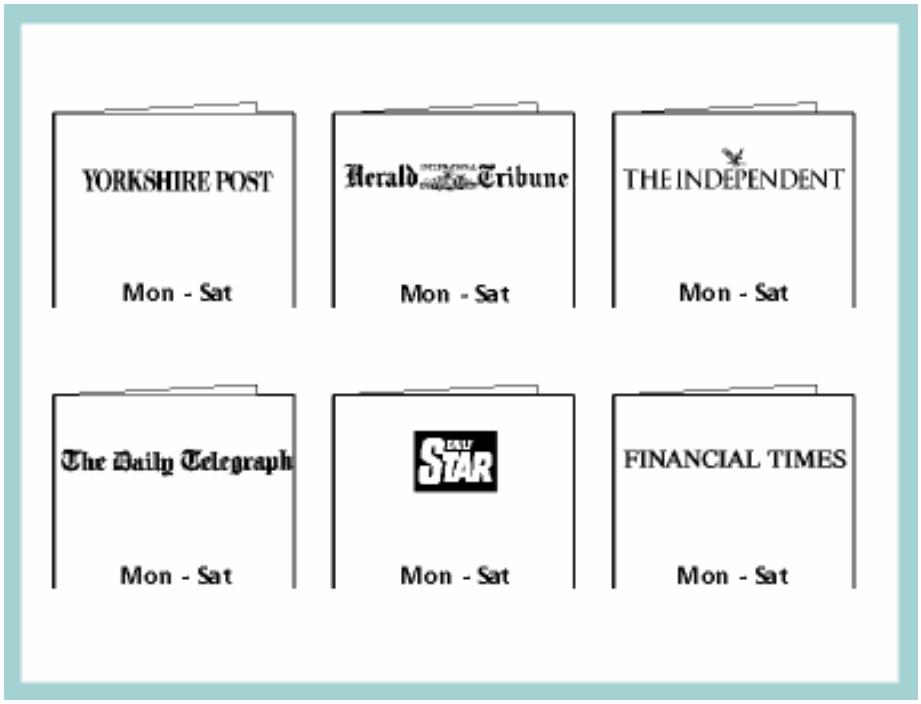
ALMOST ALWAYS	QUITE OFTEN	ONLY OCCASIONALLY	NOT IN THE PAST 12 MONTHS
At least 3 issues out of 4	At least 1 issue out of 4	Less than 1 issue out of 4	

99/1

DS-CAPI EML Screens

Typescript

Mini Mastheads



DS-CAPI Single Title Screens

Recency Prompt

Frequency Prompt