COMPANY THE CYBER GROUP CORPORATION **NEWS**

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CONDUCTING RELIABLE READER SURVEYS

THE FIRST STEP - - SAMPLING & SAMPLE SIZE

Every publisher wants to develop survey research data that their customers have confidence in. The first step is to design a survey sample that represents its universe (all of your subscribers or readers). One of the most widely accepted techniques is selecting a sample of readers, or subscribers, on a random, every Nth name, basis using your circulation file.

Setting cost aside for the moment, the next critical question is usually "How many readers/subscribers should be selected"? The answer to this question depends on the answers to two other questions:

How detailed will your usage of the results be?

The statistical error in a survey's results for a particular question depends on the number of people who actually answered it (the percentaging base)…the larger the number of respondents, the smaller the statistical sampling error.

If your questionnaire is detailed and specific questions are based on less than the full survey sample (i.e. a sub-group within the total sample) a larger sample size may be called for. If, on the other hand, your survey objectives are limited to a few specific questions where responses among all readers/subscribers are sufficient you might opt for a smaller survey sample. Keep in mind that your subsequent ability to use the information that you collected may be severely limited with a sample that is too small. If your survey results are designed to use for a long period of time (a year or two) you might want to consider a more detailed questionnaire that provides more information, and requires a larger sample.

Below is a chart that describes the sample size requirements to achieve sampling accuracy at the 95% confidence level:

SAMPLE ACCURACY: 95% LEVEL OF CONFIDENCE

	BASE SIZE REQUIRED									
Estimated /Observed %	50 +/-%	100 +/-%	150 +/-%	200 +/-%	250 +/-%	300 +/-%	350 +/-%	400 +/-%	450 +/-%	500 +/-%
5 or 95%	6.2	4.3	3.5	3.0	2.7	2.5	2.3	2.1	2.0	1.9
10 or 90%	8.5	5.9	4.8	4.2	3.7	3.4	3.1	2.9	2.8	2.6
15 or 85%	10.2	7.1	5.7	4.9	4.4	4.0	3.7	3.5	3.3	3.1
20 or 80%	11.4	7.9	6.4	5.5	5.0	4.5	4.2	3.9	3.7	3.5
25 or 75%	12.3	8.6	6.9	6.0	5.4	4.9	4.5	4.2	4.0	3.8
30 or 70%	13.0	9.1	7.3	6.4	5.7	5.2	4.8	4.5	4.2	4.0
35 or 65%	13.6	9.4	7.6	6.6	5.9	5.4	5.0	4.7	4.4	4.2
40 or 60%	13.9	9.7	7.8	6.8	6.1	5.5	5.1	4.8	4.5	4.3
45 or 55%	14.1	9.9	8.0	6.9	6.2	5.6	5.2	4.9	4.6	4.4
50%	14.2	9.9	8.0	6.9	6.2	5.7	5.2	4.9	4.6	4.4

	BASE SIZE REQUIRED									
Estimated /Observed %	550 +/-%	600 +/-%	650 +/-%	700 +/-%	750 +/-%	800 +/-%	850 +/-%	900 +/-%	950 +/-%	1,000 +/-%
5 or 95%	1.8	1.7	1.7	1.6	1.6	1.5	1.5	1.4	1.4	1.4
10 or 90%	2.5	2.4	2.3	2.2	2.1	2.1	2.0	2.0	1.9	1.9
15 or 85%	3.0	2.9	2.7	2.6	2.6	2.5	2.4	2.3	2.3	2.2
20 or 80%	3.3	3.2	3.1	3.0	2.9	2.8	2.7	2.6	2.5	2.5
25 or 75%	3.6	3.5	3.3	3.2	3.1	3.0	2.9	2.8	2.8	2.7
30 or 70%	3.8	3.7	3.5	3.4	3.3	3.2	3.1	3.0	2.9	2.8
35 or 65%	4.0	3.8	3.7	3.5	3.4	3.3	3.2	3.1	3.0	3.0
40 or 60%	4.1	3.9	3.8	3.6	3.5	3.4	3.3	3.2	3.1	3.0
45 or 55%	4.2	4.0	3.8	3.7	3.6	3.4	3.3	3.3	3.2	3.1
50%	4.2	4.0	3.8	3.7	3.6	3.5	3.4	3.3	3.2	3.1

The table is read as follows: With a base of 1,000 respondents it is assured that in 95% of the cases an observed percentage of 50% is no less than 46.9% or more than 53.1% (that is, 50% plus or minus 3.1 percentage points).

STEP TWO - - THE DIFFERENCES BETWEEN SURVEY RESPONSE RATE AND SAMPLE SIZE?

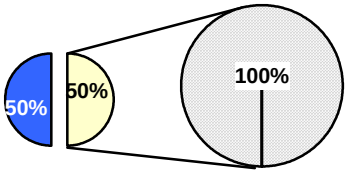
What percent of your readers/subscribers will likely cooperate in the survey?

The guidelines that we've just reviewed for developing a representative sample and estimating appropriate sample size levels hinge on an often overlooked variable: "Response Rate". The higher the rate of response (or the level of cooperation) among the sample that received the questionnaire, the more likely the sample is to represent your universe (readers/subscribers).

One way of looking at it is the lower the level of cooperation, the lower the percent of respondents who are available to represent the mail-out sample even if they are high in number. Another way to view it is; the lower the response rate, the higher the level of non-cooperators who did not respond to the survey and therefore are not represented in the results.

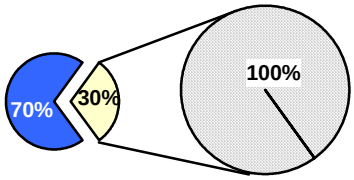
Either way the lower the response rate, the less representative the sample is of the universe (your readers/subscribers), and the less likely that even a high percentaging base number with low statistical sampling error (calculated with the tables on page 1) really represent your reader or subscriber universe.

50% COOPERATION LEVEL



50% OF THE SAMPLE REPRESENTS YOUR UNIVERSE

30% COOPERATION LEVEL



30% OF THE SAMPLE REPRESENTS YOUR UNIVERSE

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- AN ALERT POST CARD
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- DOLLAR BILL INCENTIVE
- FIRST CLASS POSTAGE IN & OUT (NOT METERED)
- PRE-ADDRESSED & STAMPED RETURN ENVELOPE
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- SURVEY CHECK-IN & EDITING
- DATA ENTRY (HIGH-SPEED IMAGING FOR SPEED & ACCURACY)
- A BOUND, 20 BANNER-POINT, TABULAR REPORT (3 SETS)

* Total cost including postage and incentives