

## A New Approach In Audience Measurement For Print Media

By Roy Morgan,

The Roy Morgan Research Centre Pty. Ltd., Melbourne Australia.

Presented at the ESOMAR Seminar "Improving Media Research"  
Stockholm, Sweden, April 1982.

---

**Summary:** In our continuous Australia-wide Readership Survey, we interview about 26,000 people each year. Each month two different cross-sections, each of about 1,100 people, are interviewed. For dailies, weeklies and monthlies, different economical and quick methods of questioning are used to produce comparable figures for average issue readership. The resultant figures approximate those from through-the-book surveys of specific issues, which cost \$4,000,000 a year to conduct in U.S.A.

When designing our questions, we gave particular attention to minimising or eliminating the ill-effects of elastic memories, prestige and replication.

Our aim (which we have attained) was to produce realistic and fair figures of average issue readership. The figures provide a sound basis for calculating reach and frequency for media schedules.

---

- Contents:**
- 1) Continuous: Australia-wide: Accurate
  - 2) 26,000 Different People Are Interviewed Face-to-face Each Year
  - 3) Average Issue Readership
  - 4) Our Composite Method
  - 5) Elastic Memories
  - 6) Prestige
  - 7) Lists: Reduced Covers (Not Separate Mast-heads)
  - 8) Replication: Casualness (Turnover rate)
  - 9) Daily Papers
  - 10) Weekly Papers
  - 11) Weekly Magazines
  - 12) TV Magazines
  - 13) Monthly Magazines
  - 14) Validation
  - 15) Household Panels
  - 16) My Definitions
-

**1. Continuous: Australia-wide: Accurate:** We began our continuous Australia-wide readership survey in October 1970. That was after nearly 30 years of election predictions, public opinion polls and market research.

A prediction of an election, of course, can be wrong because of changes in voting intentions in the days between interviewing and voting. Therefore, on election day, to check our accuracy, we ask another similar cross-section how they had voted or would vote. Here are percentages for our last Federal election 18 months ago, when we were the most accurate and, of five polls, alone correctly predicted that the Liberal and National Country Party coalition would be re-elected.

	<u>L-NCP</u>	<u>A.L.P.</u>	<u>Dem.</u>	<u>Others</u>
	%	%	%	%
Morgan Gallup Poll Oct 11 (2,409 cases)	44.5	46.5	8.5	0.5
Morgan Gallup Poll Oct 18 (932 cases)	45.0	46.0	7.0	2.0
Election result Oct 18	46.3	45.1	6.6	2.0

Since 1943 we have published 41 predictions of elections and referendums, usually with a high degree of accuracy.

When drafting questions, our guiding light has been "Beware of prestige". That warning is conspicuous for its absence in the literature on readership research which I have read.

**2. 26,000 Each Year:** We aim to give everyone in Australia an equal chance of being interviewed. Each weekend, except for 2 weeks around Christmas and New Year, we interview approximately 1,100 men and women aged 14 and over, face-to-face in clusters of 10, for our Australia-wide omnibus, which incorporates our Readership Survey. Different districts are covered by different interviewers in 4 consecutive weekends, so each month we interview approximately 4,400 different people in 440 districts, spread over Australia by population.

More than 52,000 different people are interviewed each year on voting intention, public opinion questions and market research questions. Our questions on readership are included twice a month, for a sample of about 26,000 a year.

In the weekends when readership questions are not asked, experiments can be conducted. Three are reported in Section 14.

**3. Average Issue Readership:** In market research, brand shares of "consumer goods" can be measured with reasonable accuracy at various levels by store audits, by warehouse withdrawals (SAM), by household panels, and by check-outs. Household panels can also be used to study the reading of newspapers and magazines. Later, I will compare some figures from our Household Panel with figures from our Readership Survey. (Section 15)

Because "reader" is ill-defined, we can't quantify readership, as we can brand shares. We can, however, measure relative readership. And we must do all we can to produce figures for "average issue readership" which are fair to monthlies as against weeklies, and fair to larger circulations as against smaller circulations.

**4. Composite Method:** In 1970/72 there was much discussion in Australia on through-the-book versus recency-frequency to measure readership. Recency-frequency was said to favor monthlies against weeklies, and to favor smaller circulations against larger circulations.

It seemed that only the United States could afford the through-the-book method, and nobody had found a way of producing generally acceptable figures from recency-frequency, so we began experimenting. We used through-the-book figures as standards for comparison, and over three years we developed our economical Composite System.

Judging by the report of the New Orleans conference in Admap last September, nothing has changed, so I offered to describe our Composite System at this Seminar.

**5. Elastic Memories:** With care, market researchers can use cross-sectional surveys to quantify infrequent but important purchases, such as musical equipment or overnight travel. It is not easy, however, to use cross-sectional surveys to quantify irregular trivial purchases, such as toothbrushes or evening newspapers, because people's memories of time are elastic or telescopic. For example, a toothbrush bought ten weeks ago might be remembered as having been bought only a month ago.

However, as Dr. George Gallup has pointed out, you can sharpen people's memories by leading them backwards through time. We do that in our Readership Survey, to minimise the ill-effects of elastic memories.

For a description of how elastic (or telescopic) memories affect recency-frequency surveys of readership, write to the Simmons Organisation, 219 East 42nd Street, New York, and ask for the paper read by Valentine Appel at the New Orleans seminar.

**6. Prestige:** Many people fear that their status will be lowered if they admit they do - or don't do - particular things. For instance, because of prestige, they may claim to read - or not read - a particular newspaper. Or they may say they are regular readers of a paper, when in fact they usually miss reading it on one or more days each week.

Similarly, they may wrongly claim to have read a particular weekly in the last week, or a particular monthly in the last month.

We had the problem of prestige in the forefront of our minds when drafting our readership questions, which have not been changed significantly since their inception.

Obviously, inflated readership from prestige must come from non-readers, so the smaller the circulation, the bigger the pool of non-readers who may wrongly claim readership.

Prestige, of course, may affect various publications differently in different social groups. However, to illustrate, let us assume that prestige could cause 10% of non-readers of all magazines wrongly to claim readership. Then if Magazine "A" is actually read by 60%, 10% of the other 40% could inflate its survey figure by 4% to 64%, an inflation of 7%. In comparison, if a similar Magazine "B" is actually read by only 20%, 10% of the other 80% could inflate its survey figure by 8% to 28% - an inflation of 40%!

**7. Lists: Reduced Covers:** Realising that prestige could inflate claimed readership of most publications - especially those with small circulations - we tried showing people lists of publications, with all their names in the same type, as we did in market research. We also tried showing reduced black-and-white front covers, instead of showing real front covers or specific issues. We showed three reduced covers on the one sheet because we found inflated figures when we showed only one reduced cover. We used black-and-white because we believed memory was non-chromatic. Moreover, the color of a particular cover could affect answers.

As expected, claimed readership was less than from using separate mast-heads, especially for monthlies and for weekly magazines with small circulations.

For weekly magazines, similar readership figures were obtained by using the recent reading question with a list, by using reduced black-and-white front covers, or by using through-the-book with specific issues. Lists were simplest, easiest and cheapest, so we use them for weekly magazines.

Figures for monthly magazines from using reduced black-and-white front covers were similar to those from using through-the-book with specific issues. The reduced covers, of course, are simpler, easier and cheaper, so we use them for monthly magazines.

**8. Replication: Casualness (Turnover rate):** I have mentioned that when planning and developing our Readership Survey in 1970/72, we decided:

- (1) To interview continuously throughout the year, (Section 1)
- (2) To use Australia-wide cross-sections, as random as practicable, (Section 2)
- (3) To try to minimise the effects of elastic memories by going backwards through time (Section 5), and
- (4) To try to reduce the effects of prestige by the wording of our questions (Sections 9-13) and by using lists of titles or groups of three reduced black-and-white front covers. (Section 7)

Although replication does not affect our readership, the following explanation of the ill-effects of replication on monthlies illustrates the importance of our eliminating it:

Assume a person takes two months to read a particular issue of monthly Magazine "A". Also assume that during those two months the person reads only that one issue of Magazine "A".

If that person is interviewed (with the recent reading question) at any time from when he began reading that issue of Magazine "A", until one month after he finished reading Magazine "A", then that person could truthfully say he had read Magazine "A" in the last month.

If the whole population is like that person, and all read only every third issue of the monthly Magazine "A", and take two months to read it, then when interviewed, all of them could say they were readers of Magazine "A"! In this extreme example, answers would show that 100% of the population read Magazine "A", although the true average issue readership figure would be only 33 1/3%!

When planning our Readership Survey, we were, of course, also aware of the ill-effects of replication on answers for frequency. We overcame that problem by eliminating the frequency questions. Instead, to calculate reach, we (like Simmons in U.S.) apply casualness factors (turnover rates). Those factors are obtained by re-interviewing cross-sections unexpectedly after intervals of 4 weeks. This is described in Christopher Fry's paper "The Accumulation of Audiences for Australian Publications" published in 1973.

**9. Daily Papers:** In 1970, we began our experiments with daily papers. Because the main dailies are different in each State, we used a different list for each State, with these questions:

Next, about the daily newspapers listed on the next yellow card. (PAUSE)

- a. Thinking of (yesterday) (last ... day). (PAUSE) Which of those daily papers did you, yourself, personally read or look into - either at home or elsewhere (yesterday) (last ... day)?
- b. Any other papers (yesterday) (last ... day)?

Nearly all interviews are conducted on Saturday, beginning at 9.30 am. The days are covered separately going backwards, from Friday to the previous Saturday. This minimises opportunities to say "I read it every day".

By using a list (in 4 different sequences) instead of separate mast-heads, we minimise inflation through prestige. (See Sections 6 & 7)

Australia's biggest morning daily (circulation 600,000) is largely home delivered, and was believed to have constant sales every day of the week, in every month. Therefore, it was surprising (and disturbing) to find its readership down a little on some days, and slightly above average in some months.

We were relieved, however, to find that circulation took the same patterns.

Encouraged by this unexpected validation, we extended our survey to cover weekly papers, weekly magazines and monthly magazines.

**10. Weekly Papers:** Our questions on daily papers take people's minds back to the previous weekend, so we then ask about the paid-for weeklies published in capital cities. One list of 22 papers (in 4 sequences) is used throughout Australia, with these questions:

- a. The next blue card lists the Sunday and weekly papers. (PAUSE) Of those Sunday and weekly papers, which have you, yourself, personally read or looked into; either at home or elsewhere, since THIS time last (SAY TODAY'S DAY), exactly 7 days ago?
- b. Any others since THIS time last (SAY TODAY'S DAY), exactly 7 days ago?

For local home-delivered free weeklies, we use a different card in each capital city, with this question:

c. Next, about local (suburban) papers published weekly. IN STATE CAPITALS, ADD: (The next green card lists most of them).

Have you, yourself, personally read or looked into any local (suburban) weekly papers - either at home or elsewhere, since THIS time last (SAY TODAY'S DAY) exactly 7 days ago? I mean, have you read any issue in the last 7 days? Please be as accurate as you can.

The same question is asked outside the capital cities without a list, to cover local paid-for weeklies, not included in the lists for the preceding question.

Nothing is staler than yesterday's news, and few daily or weekly papers survive a week, so replication is not a problem with them. We believe that for daily and weekly papers, we have minimised the ill-effects of elastic memories and prestige.

**11. Weekly Magazines:** As stated in Section 7, for weekly magazines, we found little difference in answers by using:

- (a) Recent reading (last 7 days) with a list of 11 titles,
- (b) Reduced black-and-white front covers in groups of three, or
- (c) Through-the-book with 6-week-old specific issues.

For simplicity, speed and economy, we use "recent reading", with the following questions and a list of magazines in 4 sequences:

- a. The next pink card lists some weekly magazines and sporting weeklies. (PAUSE) Thinking of the last 7 days - since THIS time last (SAY TODAY'S DAY) - have you, yourself, read or looked into any issue in the last 7 days? Please be as accurate as you can.
- b. IF YES: Which of them since THIS time last (SAY TODAY'S DAY)?
- c. Any others (of those magazines) since THIS time last (SAY TODAY'S DAY)?

Questions as to frequency of reading are, of course, subject to the ill-effects of elastic memories, prestige and replication. By not asking frequency, we save interviewing time and eliminate a source of error. As advised in Section 8, we calculate each magazine's "casualness". (If 2 magazines A & B have similar average issue readerships, but A has more regular readers than B, then B must have a greater "casualness" and a greater reach.)

**12. TV Magazines:** Five weeklies with TV program guides are covered separately, because two of the five are included free in weekly magazines, from which they can be torn intact. Here are our questions:

- a. On the next white card are all the weeklies that have TV program guides. (PAUSE) Have you, yourself, read or looked into any of them - either at home or elsewhere - since THIS time last (SAY TODAY'S DAY)? I mean, have you read any issue in the last 7 days?
- b. IF YES: Could you please show me the actual (copy) (copies) you've read?
- c. FOR ANY NOT SHOWN, ASK: Have you, yourself, read or looked into (SAY A MAGAZINE NOT SHOWN) since this time last (SAY TODAY'S DAY)?

Requiring interviewers to ask to see the actual copies leads into the next question on specific issues of monthly magazines.

**13. Monthly Magazines:** Very different readership, of course, is obtained for monthlies by using the "recent reading" question, as compared with through-the-book. However, as stated in Section 7, by showing reduced black-and-white front covers, we obtain readership for monthlies similar to those from through-the-book. We show the covers of 3 similar magazines together (e.g. 3 garden magazines) to minimise confusion and the ill-effects of prestige. Here is our question:

a. On the next 15 cards are front covers of some monthly and three-monthly magazines, mostly 11 weeks old. Looking at the first card; have you, yourself, read or looked into the November issue of *Reader's Digest* - either at home or away from home? Please look at the cover overlay, which are on some issues, and at the front index, to be sure about that particular issue.

LOOK AT THE CARD AND READ 2 OR 3 LINES OF THE INDEX ALOUD AS HE/SHE READS.

b.(Looking at the next card.) Have you, yourself, read or looked into (SAY NEXT MAGAZINE), either at home or away from home?

As stated earlier, we aim to produce realistic readership figures for dailies, weeklies and monthlies which are fair to all kinds of publications. Our questions have been virtually unchanged since we began our Readership Survey over 10 years ago.

If we were beginning today, we would make a few minor changes in the layout of our answer-places, but we can't see any need to change any of our questions.

**14. Validation:** Any researchers who adopt or adapt our Composite System will have to do their own validating to obtain acceptance. Here are some comparisons we published in 1972, 1979 and 1981.

**Explanation:** The following table is from our Readership Survey in April/May 1971 and October 1971. It shows readership of any issue of three women's weekly magazines in the last 7 days. The percentages are for men and women:

When interviewed:	<u>Read any issue in last 7 days</u>		
	<u>Apr/ May</u> <u>1971</u>	<u>Oct 23</u> <u>1971</u>	<u>Oct 30</u> <u>1971</u>
Sample Base:	(4,469)	(1,136)	(1,160)
	%	%	%
Women's Weekly	35.9	37.2	37.4
Woman's Day *	20.6	25.0	24.8
New Idea	14.8	15.9	16.6

\* An important serial was in Woman's Day dated October 18, October 25 and November 1. Each was published a week earlier than those dates.

The next table is from experimental surveys in Oct/Nov 1971 on 1, 2, 4, 5 & 6 week-old issues using the through-the-book method with specific issues of the same three women's weekly magazines:

When interviewed:	<u>Week</u> <u>old</u>	<u>2 weeks</u> <u>old</u>	<u>4 weeks</u> <u>old</u>	<u>5 weeks</u> <u>old</u>	<u>6 weeks</u> <u>old</u>
	<u>Oct 23</u> <u>1971</u>	<u>Oct 30</u> <u>1971</u>	<u>Nov 13</u> <u>1971</u>	<u>Nov 20</u> <u>1971</u>	<u>Nov 27</u> <u>1971</u>
Sample Base:	(1,136)	(1,160)	(1,167)	(1,105)	(1,143)
	%	%	%	%	%
Women's Weekly Oct 27 *	31.7	34.3	35.5	35.7	35.8
Woman's Day Oct 25 *	22.9	24.0	23.4	24.8	26.8
New Idea Oct 23 *	14.6	15.9	17.2	18.2	18.8

\* Issues are post-dated about a week.

**Conclusion:** The above tables, for three weekly magazines, show similar results from the "recent reading" question (using a list) as from through-the-book with specific issues. We decided, therefore, to continue to use (for weekly magazines) the more economical recent reading question with a list. (See Par. 3 of Section 7.)



**Explanation:** Figures in Cols. 1-3 below are each from showing reduced black-and-white front covers of specific issues of 9 weekly magazines and one fortnightly magazine, to about 1,100 men and women throughout Australia in November 1981. That, of course, is how we always interview on monthlies, with 10-12 week-old issues. (See Section 13)

Figures in Cols. 4 and 5 are each from our regular Readership Survey, in which we show lists of weekly magazines and question people on their reading of any issue in the last 7 days. (See Sections 11 & 12)

There are differences between Col. 3 and Cols. 4 & 5 for women's magazines because they do not attain their maximum reach in 5 weeks. (See preceding table and Fry's paper: Section 8)

Each 1% in Cols. 1-3 comes from only 11 cases, so chance deviations could be much greater than the differences between those columns.

<u>Weekly Magazines</u>	<u>Specific issue (Reduced B &amp; W)</u>			<u>Read in last 7 days</u>	
	<u>3 weeks</u>	<u>4 weeks</u>	<u>5 weeks</u>	<u>(Using a list)</u>	
	<u>old</u>	<u>old</u>	<u>old</u>	<u>Oct. '81</u>	<u>Nov. '81</u>
	(1,178)	(1,212)	(1,136)	(2,314)	(2,294)
	%	%	%	%	%
<b>Womens:</b>					
Women's Weekly	22.6	24.4	26.9	28.8	31.4
New Idea	14.7	16.8	18.0	20.8	19.6
Woman's Day	10.0	11.0	11.7	16.6	16.5
<b>Business:</b>					
Bulletin	5.5	6.1	7.9	6.3	5.7
Time	5.0	6.0	5.4	6.6	6.1
Newsweek	3.0	2.8	3.7	3.5	3.6
Business Review	0.5	0.9	1.4	2.7	1.3
Australian Business (fortnightly)	1.4	1.8	1.9		
<b>Others:</b>					
Australasian Post	7.9	6.5	9.0	9.5	10.5
People	4.2	4.1	6.6	5.1	6.3

Specific readership of a 10 week-old issue of Australian Business was 2.5, and for an 11 week-old issue it was 1.6.

**Conclusion:** Comparison of Cols. 1-3 with Cols. 4 & 5 shows that with weekly magazines the recent reading question (with a list) gives almost the same results as reduced black-and-white front covers if allowance is made for incomplete reach. (See Par. 3 above.) We decided, therefore, to continue to use (for weekly magazines) the recent reading question with a list. (See Par. 3 of Section 7.) We may repeat the experiment reported in Cols. 1-3, using issues 5, 6 and 7 weeks old.

**Explanation:** To confirm our finding in 1971 that reduced black-and-white front covers obtain reliable figures for monthly magazines, we conducted a series of experiments in 1979, using the Reader's Digest. Different but comparable Australia-wide cross-sections of at least 1,135 men and women aged 14 and over were interviewed. Respondents were shown one or more of the following:

- (a) The actual front cover of a Reader's Digest,
- (b) A photograph in black-and-white of the front cover of a Reader's Digest, the same size as the actual cover, and the same size as the reduced black-and-white covers of the other magazines surveyed, or
- (c) A specific issue of the Reader's Digest.

Here are the results:

		<u>Sample Base</u>	<u>Australia-wide</u>		
			<u>Total</u>	<u>Men</u>	<u>Women</u>
			%	%	%
July Issue: (Surveyed Sept. 1979)	Actual cover	(1,152)	16.4	15.4	17.3
	Specific Issue	(1,152)	14.8	13.9	15.7
August Issue: (Surveyed Oct. 1979)	Actual cover	(2,475)	14.9	14.2	15.7
	Photographed cover (Black & White)	(2,344)	14.4	13.0	15.8
	Specific Issue	(1,201)	12.8	11.7	13.9
September Issue: (Surveyed Nov. 1979)	Actual cover	(1,135)	16.0	17.4	14.7
	Photographed cover (Black & White)	(1,296)	15.5	15.5	15.5
October Issue: (Surveyed Dec. 1979)	Photographed cover (Black & White)	(2,147)	16.4	17.1	15.9

**Conclusions:** The above table confirmed that by using black-and-white covers, we obtain figures close to those from the much more expensive through-the-book method with specific issues. (Section 7, Par. 4) The table also shows that using actual covers of Reader's Digest produced about the same figures as using either specific issues or black-and-white photographed covers, of the same size as the actual covers, and the same size as the reduced covers we use for other magazines.

At about the same time, a competing readership survey in Australia (McNair Anderson, a subsidiary of AGB) using the recency-frequency question "Read any issue in the last month" with mast-heads on separate cards, reported that the Reader's Digest's readership was 26.1% (27.1% of men and 24.9% of women). The next table shows that in 1981 the same question with a list, when answered by our Panel of 3,128 housewives, produced 22.7% for the Reader's Digest.

**15. Household Panel:** Since 1974 we have operated an Australia-wide monthly mail Panel of about 3,100 housewives. That Panel, like all mail panels, is biased toward conscientious middle-class women, and short of single mobile women. It is used by us mainly to study the diagnostics of the household grocery market e.g. Multiple brand buyers and brand switching.

Since 1980 the Panel has recorded their reading of nearly all of the newspapers and "general interest" magazines covered by our Readership Survey. Percentages for 22 publications are compared below.

Col. 1 shows average issue readership of women "grocery buyers" interviewed in our Readership Survey. Col.2 shows percentages of the 3,128 panel members (nearly all housewives) who:

- Read each daily paper at least 3 times a week,
- Read each Sunday or weekly paper in the last 7 days,
- Read any issue of each weekly magazine in the last 7 days, and
- Read any issue of each monthly magazine in the last month.

These questions, of course, are the "recent reading" questions asked in recency-frequency.

	<u>Women grocery buyers</u>	<u>Panel of housewives</u>
	<u>Oct '80-Sept '81</u>	<u>July-Sept 1981</u>
Sample:	(2,528)	(443)
	%	%
<b>Daily Papers</b>		
Sun (Sydney, evening)	31.9	35.3 <sup>a</sup>
Mirror (Sydney, evening)	29.6	28.5
Herald (Sydney, morning)	23.8	26.0 <sup>a</sup>
Telegraph (Sydney, morning)	16.2	18.4 <sup>a</sup>
Sample:	(2,023)	(445)
	%	%
Sun (Melbourne, morning)	49.7	54.6 <sup>a</sup>
Herald (Melbourne, evening)	41.3	39.3
Age (Melbourne, morning)	24.6	25.3 <sup>a</sup>
<b>Sunday Papers</b>		
Sun-Herald (Sydney)	56.3	53.8
Telegraph (Sydney)	45.1	49.9 <sup>a</sup>
Observer (Melbourne)	12.5	10.7
Sunday Press (Melbourne)	10.6	9.7
	<u>July-Sept 1981</u>	<u>July-Sept 1981</u>
<u>Australia-wide</u> Sample:	(2,904)	(3,128)
	%	%
<b>Weekly Magazines</b>		
Women's Weekly	42.1	42.8 <sup>a</sup>
New Idea	28.4	30.6 <sup>a</sup>
Woman's Day/ World	21.6	24.5 <sup>a</sup>
TV Week	18.9	14.3
<b>Monthly Magazines</b>		
Reader's Digest	13.1	22.7 <sup>a</sup>
Family Circle	15.9	19.6 <sup>a</sup>
Aust. House & Garden	7.8	5.2
Home Beautiful	8.0	4.7
Aust. Home Journal	3.1	2.4
Better Homes & Gardens	8.7	7.6
Your Garden	4.7	4.9 <sup>a</sup>

**Conclusions:** For the 12 publications with asterisks, Panel figures are the higher. For the other 10, those from our Readership Survey are the higher.

The much higher readership of 22.7% for Reader's Digest from the Panel probably reflects the ill-effects of inflation caused by replication. (Section 8) The last par. of Section 14 states that in 1979 the McNair Anderson survey (using recency-frequency with separate mast-heads) reported 24.9% for women.

**Frequency:** Panel members are also asked the following "frequency" questions:

- How many different issues of each weekly magazines have been read in the last month, and
- How many of the last four issues of each monthly magazine have been read.

We believe that answers are grossly inflated by replication and elastic memories. Nevertheless, when we have time, we will tabulate answers to see how the resultant reach and optimisation compare with figures for "women grocery buyers" from our Readership Survey, using "casualness". (Section 8)

## **16. My Definitions:**

**Average Issue Readership** is the averaged percentages of the population who read **dailies** each day, Monday to Friday, **weeklies** each week, and **monthlies** each month, during the period surveyed e.g. 6 months or 12 months.

**Casualness:** See Sections 8 and 11.

**Check-outs** read the bar-code symbols on packets. Combined figures from a sample of shops provide an estimate of retail sales at all shops, and can be analysed by buyers' demographics.

**Cross-sectional Surveys** aim to interview samples of the population which are closely representative of the total population being surveyed.

**Household Panels** are several thousand housewives, who each month enter their purchases in Diaries, and mail them to a Panel Company. Totals provide figures for what the Panel bought and where. Those figures are analysed by the buyers' demographics and are used for "diagnostics" e.g. multiple-brand buyers and brand-switchers.

**Elastic Memories:** See Section 5.

**Omnibus Surveys** combine several questionnaires (of people or households) into one interview. There are usually 1,000 or 2,000 interviews once a week or once a month.

**Prestige:** See Section 6.

**Readers** are usually defined as people who remember either:

- (a) Reading or looking into specific issues of particular weekly publications in the last six weeks, or particular monthly publications in the last 10 - 12 weeks, or
- (b) Reading or looking into a particular daily at least three times a week, any issue of a weekly magazine or newspaper in the last seven days, or any issue of a monthly magazine in the last month.

Definition (a) applies in through-the-book surveys of specific issues. Definition (b) applies to recency-frequency.

**Readership Surveys** measure the percentages of the total population (and of various important population groups) that read or looked into each of the publications surveyed. Findings are usually stated as both percentages and estimated numbers of readers. Those numbers can be divided by circulation to calculate readers per copy.

**Reading and Noting Surveys** report which news items and/ or advertisements were noticed and what parts of each were read.

**Recency-frequency Readership Surveys** involve showing people the name of a publication and letting them claim to have read or looked into any issue of it in a specified period, as explained in (b) of the definition of a "Reader". Those who claim to be readers are then asked frequency of reading:

- For a weekly, how many different issues have been read in the last four weeks,
- For a monthly, how many of the last four issues have been read.

The questions asked in recency-frequency are in Section 15.

**Replication** is caused by repeated reading of a particular issue of a publication beyond the period between issues. In a readership survey using recency-frequency, replication will inflate recorded readership:

- If a weekly is read for more than a week and the next issue is not read, and
- If a monthly is read for more than a month and the next issue is not read.

Replication will also inflate recorded frequency:

- If a weekly more than a month old has been re-read in the last month, and
- If a monthly more than four months old has been re-read in the last four months.

**Through-the-book** readership surveys require people to prove their reading by looking through a specific issue and finding items they remember reading or noting.