

The Roper Starch study

Accordingly, Time Inc. commissioned Roper Starch Worldwide Inc. to collect new data which would make it possible to compare advertising and editorial readership scores, for in-home and out-of-home readers, for these categories of publications.

The Starch procedure can be briefly described. Respondents are shown issues of magazines which are suitably "aged," so that they should have accumulated most of their ultimate audience, but are not so old that the survey results would introduce confusion with later issues. This means in practice that for weeklies, the fieldwork for a specific issue commences one week after its on-sale date; for monthlies, two weeks.

Respondents are then asked if they had read or looked into the specific issue before the interview. If they had, they are taken through the magazine issue to establish which items had been seen or read. The starting points in the issue are rotated to avoid an order bias, e.g. some respondents would be exposed to ads and edit items starting two-tenths of the way through the issue, going to the end, and then starting again from the front cover so that the issue has been studied fully.

The Starch measurements resulting from this procedure, for advertisements, are as follows:

Noted: the percentage of issue readers who remember having previously seen the advertisement in the studied issue.

Associated: the percentage of issue readers who not only "Noted" the ad, but also saw or read some part of it which clearly identifies the brand or advertiser.

Read Some: the percentage of issue readers who read part of the written material in the ad.

Read Most: the percentage of issue readers who read half or more of the ad copy.

For editorial items, the measurements are the same except that, obviously, "Associated" does not apply.

Methodology

The following magazine issues were measured for this study:

People	11/14/94, 11/21/94, 11/28/94, 12/5/94
Women's Service	
Better Homes & Gardens	10/94, 11/94
Good Housekeeping	10/94, 11/94
Ladies Home Journal	10/94, 11/94
Women's Fashion	
Cosmopolitan	10/94, 11/94
Glamour	10/94, 11/94
Vogue	11/94
Elle	11/94
Newsweeklies	
Newsweek	11/7/94, 11/28/94
Time	10/24/94, 11/14/94
U.S. News & World Report	10/31/94, 11/21/94

Approximately 200 readers were interviewed for each issue of **People Weekly** (100 men & 100 women) and 100 readers were interviewed for each of the remaining publications.

The larger sample size was used for **People Weekly** to ensure a sufficient base to compare male readers of **People Weekly** to the newsweeklies and female readers of **People Weekly** to women's service and fashion publications.

For the purposes of this study, respondents were asked where the magazine readership had occurred. Those not responding "in own home" were classified as out-of-home readers. The numbers of in-home and out-of-home readers were approximately equal for each magazine category.

A total of 2,610 interviews were conducted across all studied issues, divided as follows:

	Total	Men	Women
People	810	408	402
Women's Service	600	-	600
Fashion	604	-	604
Newsweeklies	596	596	-

Results

In the tables which follow, the results are shown in the aggregate, as differences (percentage increase or decrease) of out-of-home compared with in-home. For the sake of simplicity, we show just the noting scores.

The results suggest that there are real differences in how magazines are read in terms of both editorial and advertising material.

First, here are the results for editorial readership for **People**, compared with aggregates for women's service books and women's fashion books for women, and aggregates for newsweeklies for men:

Editorial Readership

	People	Women Women's Service	Women's Fashion
	%	%	%
Noted	-1.5	-9.2	-5.9
	People	Men Weekly News	
Noted	+1.7	-1.5	

It will be seen that in the women's service and women's fashion categories, there are significant editorial readership losses among out-of-home readers.

In this table we show data, for women, comparing noting scores for ads of different sizes: 4-color spreads, 4-color pages, and large space (i.e. 1/2 page or larger) ads. Again, the differences are percentage increases or decreases of out-of-home compared with in-home noting scores.

	Size of Ad 4/C Spread %	Size of Ad 4/C Page %	Large Space Ads %
People	+4.5	-4.7	-2.2
Women's Service	-11.1	-13.7	-13.2
Women's Fashion	-9.6	-10.4	-9.8

The following table shows similar data, for men, comparing **People** with the aggregate for newsweeklies:

	Size of Ad 4/C Spread	Size of Ad 4/C Page	Large Space Ads
<i>People</i>	-6.1	-4.9	-4.5
Weekly News	-1.9	-4.5	-4.3

Again, the overall result is that there is little if any loss in readership for **People** between in-home and out-of-home readers of the magazine. The same may be concluded for newsweeklies. However, the loss for the women's service and women's fashion monthlies is noticeable.

Conclusion

This study called in question the practice of audience discounting, especially for **People** magazine, given its near-equal appeal and intensity of reading by both in-home and out-of-home elements of the audience.

Following presentations of this study, at least one major agency, which had made important contribution to its design, dropped the practice of discounting.

SEGMENTING BY ATTITUDES TO TV ADVERTISING

Richard Silman, John Samuels, BMRB International

Abstract

The genesis of this paper lies in the work of Bond and Griggs on segmenting people according to their attitudes to TV advertising. They postulate the existence of a cluster called Rejectors, and suggest they are under-represented in qualitative work related to TV advertising, and that the press might be an important route for targeting them.

The paper first of all attempts to replicate the work of Bond and Griggs using two other surveys, a Usage and Attitude survey on a completely unrelated topic, and the TGI Gold survey of people aged 50-75 (work is already under way on the main TGI survey of c.25,000 adults but no data is yet available). Whilst the cluster analyses deriving from these surveys do not match all that closely with Bond and Griggs' work, in both cases a group of Rejectors was nevertheless isolated.

Using other data from the surveys, the paper then examines the characteristics of the Rejectors cluster in terms of demographics, print media consumption, attitudes and lifestyle and some product data. It concludes that Rejectors represent a significant sub-group of the population and a major opportunity for press advertising.

The paper concludes with a recommendation for the operational use of the variable in the short-term, and an indication of the route for further research.

1. Background

At the Conference of the Market Research Society in March of this year there was a paper by Bond and Griggs (1) which did not attract a great deal of attention but has within it the possibility of impacting greatly on our thinking about TV v. Print media selection.

The paper reported on experimental work concerned to divide people into clusters in terms of their attitudes to TV advertising. Building on the work of Gordon and Ryan in 1983 (2) and 1984 (3), and their own unpublished work in 1989, Bond and Griggs used four attitude statements and administered them to a telephone omnibus sample of just under 2,000 respondents in September 1994; using a four point Agree Strongly - Disagree Strongly scale. The four statements were as follows:

I find TV advertising interesting and quite often it gives me something to talk about

Nearly all TV advertising annoys me

I find some TV advertising is OK, but I think quite a lot of it is devious

Quite often I find TV advertising more entertaining than the programmes

Their cluster analysis solution produced four clusters which they called:

- "TV Generation" (19% of sample)
- "Escapists" (10%)
- "Interactives" (34%)
- "Rejectors" (32%)

Sitting together in the audience, the two authors of this paper immediately latched on to the potential importance of the latter group and this will be the focus of the remainder of this paper.

Bond and Griggs describe the Rejector cluster as follows: "For these people TV advertising is not a natural medium. They think quite a lot of TV advertising is devious. Many of them find it annoying. They are, on average, the lightest ITV viewers."

At the Conference, in his spoken presentation, Bond gave further information that is not in the written paper.