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3.7 The audience levels produced by the 'claimed first time reading' method

In the preceding paper Wayne Eadie has described the objectives of the *Newsweek* programme and the methodological studies that have led to the 'claimed first-time, read yesterday method' we have developed. However, I would like to briefly state them and a little of the background again.

Over the last two years there has been demand in the US for common audience measurements of large numbers of magazines, by advertisers and advertising agencies. The audience levels produced by Recent Reading are higher than 'Through the Book', and the relationships between audiences of weeklies and monthlies are different in the two systems. Therefore, discussion in our country has centred around the problem of how we best measure larger numbers of predominantly monthly magazines; this especially applies to the low circulation, high reader-per-copy magazines.

Some might question why a large US newsweekly would be concerned, since the audience relationships have been tolerable within the newsweekly field. The answer is that if we cannot explain why Recent Reading and Through-the-Book methods produce different levels of audience and different relationships between weeklies and monthlies (and especially for the smaller monthlies) then the credibility of all magazine audiences may be in question. Also, to the astute observer, it is in *Newsweek's* best interest to have a total audience environment where the differences between methods and the influence of those methods on audience levels and relationships are explained and understood by the advertising agencies that must use them. *Newsweek* is a high reader-per-copy magazine, and the total audience concept is important to our economic well-being.

Newsweek's objectives in these studies were:

- (1) To find a validity method that provides a standard of truth;
- (2) To determine the effect of question wording and rotation of publications or publication groups on audience levels and on the weekly/monthly audience relationship;
- (3) To obtain audience levels produced by the First-Time,

Read Yesterday method;

(4) To propose an agenda for closing in on the validity problem that could be reviewed and discussed at this Symposium.

In 1982 *Newsweek* decided to commission Audits & Surveys to help determine if the first-time, read yesterday method could achieve the same 'validity' status as the telephone near-coincidental method has in the US broadcast industry. (All interested in the impact of that telephone near-coincidental method should review the paper on a study done by A.C. Nielsen for the cable industry at the National ARF Conference in New York, March 1983). The telephone near-coincidental method helps broadcasters understand the strengths, weaknesses and dynamics of other broadcast measurement methods — ie, household meters, diaries or personal meters. We need a similar 'standard of truth' method in the magazine industry.

At the New Orleans Readership Symposium in 1981, the first-time, read yesterday approach seemed promising as a potential validity method because it measured all magazines' reading events regardless of publishing interval at the same point in time — yesterday. Errors in memory, which have always been a major problem, would partially be minimized, because of the yesterday magazine measurement (see the papers of that symposium).

The second major reason for selecting the first-time, read yesterday method is that it has the potential of being evaluated both in terms of overclaiming and underclaiming. It is not possible to quantify overclaiming levels for either Recent Reading or Through the Book.

In our work, we have defined reading as 'observed' reading or looking into a magazine in the past 24 hours. This is the event we wish to measure with this potential 'validity method' — a claimed first-time, read yesterday technique.

There are many factors that can influence both overclaiming and underclaiming. Multiple readings of the same issues and readings of two different issues of the same magazine at the same point in time are referred to as replicated and parallel reading. A myriad of method execution issues — rotation, wording, screening procedures and aids to memory — may also affect the outcome. So far we have looked at underclaiming.

The underclaiming experiment, the third study Wayne Eadie reported on, clearly suggests that (based

Note: the authors wish to acknowledge the help of Lester Frankel and Nagesh Gupta who contributed their talents and time to these effects.

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on personal observation) the claimed first-time, read yesterday telephone procedure understates less than other measures subject to a validity test. Therefore, we think that we have met the first condition of a 'truth' method. The level of understating produced by the first-time, read yesterday method can be studied via observed reading and seems to reduce underclaiming to close to 10% of observed reading.

The three earlier experiments also proved that the first-time, read yesterday method, like all methods *Newsweek* has reviewed, is affected by the different wording of questions. Although not studied here, different screening questions would, in all likelihood, also affect the data. However, the first-time reading method appears not to have as serious a problem with underclaiming as other methods.

Measuring overclaiming of people who are subscribers or who have public place access to copies is difficult, if not impossible for both Recency and the Through the Book methods.

Direct observation overclaiming experiments are impossible for the full Through the Book method because of the age (5 to 12 weeks) of the issue of the magazine used and the need to observe a person continually, day and night, for an extended period of time. Also, the problem of controlling for overclaiming by regular readers of a publication has yet to be overcome. For example, suppose a person reads one of every two issues of a publication and is classified as an overclaimer based on an experiment using the Through the Book method and pre-publication issues. Such a person, however, can only overclaim half the time because he actually reads one out of every two issues. Unfortunately, we cannot classify him as someone who reads one out of every two issues — for if we knew how to do this accurately, we would have already solved both the overclaiming and underclaiming problem for the Through the Book method.

The Recent Reading approach seems impossible to validate directly because the model measures all reading in the past 7 to 30 days.

Claimed yesterday reading for the first time has the potential for becoming 'the validity method' because it deals with yesterday, minimizing memory error, and has the potential for determining the existence and levels of overclaiming and underclaiming.

I return to this subject later in this paper with an actual proposal as to how to determine if overclaiming is picked up with the claimed read first-time method.

As Wayne Eadie stated earlier, we had two operating hypotheses which we were trying to prove or disprove. The hypotheses were:

(1) For most magazines, the first-time, read yesterday audience levels in the US are likely to be at or between

the levels reported by the two commercial services;

(2) The relationship between the audiences of weekly and monthly magazines should also fall between those of the two services.

These hypotheses represent the conventional wisdom in the US that Recent Reading which estimates higher levels of reading may, in fact, suffer from too much overclaiming vs. underclaiming. The conventional wisdom is that Through the Book which generates lower audience estimates may suffer from too much underclaiming vs. overclaiming.

As was shown in the previous paper, in the first experiment the first-time, read yesterday method produced levels for weeklies that fell between Recent Reading and Through the Book levels. However, the same was not true for monthlies. In fact, the yesterday levels were equal to the recent reading levels.

Study II of the methodological work was a related experiment conducted for a shorter period at a different time of the year. In this study we obtained levels for monthlies which were unexpectedly high. While testing two other rotations — weeklies first and monthlies first — we also found large fluctuations in the monthly levels. The audience levels also varied for weeklies, but not to the same degree.

These three experiments lead *Newsweek* and Audits & Surveys to inescapable conclusions that the 'claimed first-time, read yesterday' telephone method is subject to significant data fluctuations when rotation or wording is changed.

However, since the underclaiming experiments were positive and since overclaiming experimental work was possible, we decided to complete our original task to determine the audience levels and the weekly/monthly relationships produced by this technique on a larger, more reliable sample.

We decided to execute the first-time, read yesterday telephone study for a 28-day period using the wording that produced the levels most in line with our original hypotheses and which had been partially validated in the underclaiming experiments. We also decided to use two different rotations within this larger sample to determine the effect of rotation on the levels and relationships between weeklies and monthlies.

Les Frankel and Richard Lysaker from Audits & Surveys developed the sample design which follows, to insure an excellent representation of yesterday reading events.

GENERAL STUDY DESIGN

Readership information was obtained by telephone interviews with a probability sample of people 18 years

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of age or older. The yesterday recall method with a 'first-time read yesterday' question was used to determine readership of a sample of 31 magazines. A filter question about yesterday reading of magazines in general was used. Once it was determined that yesterday readership of a given magazine had taken place, a respondent was asked: a) how many issues of that magazine were read yesterday; and b) whether or not 'yesterday' was the first time that the reader had read or looked into a particular issue.

Universe

The universe for this study was all persons in the coterminous 48 states, 18 years of age or older, living in households that contain a telephone. This included both those households with published telephone numbers and those with unpublished numbers.

Sample design and field execution

A multi-stage sampling plan was used in the process of household selection. The probability of selection is known for each of the stages in the procedure.

First, a sample of telephone banks (area code + exchange + next digit) of residential telephone numbers was drawn to represent the coterminous US by region, metro status, population size and geographical location. In total, seven replicates of 102 banks were drawn. Each replicate by itself represented the US. The number of independent replicates and the telephone banks within each replicate were the function of the total number of interviews to be completed during the entire interviewing period and the need to balance replicates across time.

Next, Random Digit procedures were used to determine the last three digits to be affixed to each bank. Within each replicate, the telephone numbers were randomly listed within banks. Interviewing was

conducted for a period of 28 consecutive days commencing on Monday, 31st January 1983 and terminating on Sunday 27th February 1983.

Each night's interviewing made use of the two different replicates, and each replicate was used twice during the same week. By the end of the four-week interviewing period each replicate had been used on at least one Monday, Tuesday, Wednesday, Thursday, Friday, Saturday and Sunday. In total, each replicate had been used eight times. **Table 1** is the allocation plan for these replicates.

Two hundred and four interviews (one interview per each active band) were completed every night of interviewing. By requiring that a night's 204 active banks should each contain a completed interview, we are able to further insure an excellent representation of yesterday readership nationwide. By the end of the study, 5,739 interviews in total had been conducted.

To increase the likelihood of finding eligible respondents home at the time of first contact, all interviewing was conducted during the following hours (local time): WEEKDAYS between 5.00pm and 9.30pm and WEEKENDS between 12 noon and 7.00pm. All respondents were selected from among the eligibles who were at home during the night of the initial call. Callbacks, if any, to these people were made on the night of initial call only. As part of the survey, respondents were asked whether or not they had been home on each of three nights prior to the interview. Those interviewed on weekday or weekend nights were asked about prior weekday or weekend nights respectively.

The survey universe consisted of households with an adult at home on the night for which a call had been designated. Among this universe the completion rate was 66%.

All interviewing was done from a centralized telephone facility using A&S/CATI®, which is a computer controlled telephone interviewing system that

TABLE 1
Replicate number by week and day of week

	1/31 — 2/6 Replicate No's	2/7 — 2/13 Replicate No's	2/14 — 2/20 Replicate No's	2/21 — 2/27 Replicate No's
Monday	1 & 7	2 & 4	6 & 5	1 & 3
Tuesday	2 & 6	1 & 7	3 & 4	2 & 5
Wednesday	3 & 5	7 & 6	1 & 2	3 & 4
Thursday	1 & 4	2 & 5	7 & 3	4 & 6
Friday	2 & 5	6 & 3	1 & 4	5 & 7
Saturday	3 & 6	4 & 5	2 & 7	1 & 6
Sunday	7 & 4	1 & 3	6 & 5	2 & 7

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determines the flow of the interview without burdening the interviewer with the task of determining skip patterns and other interview complexities. Interview results are immediately stored in computer files, eliminating many paper records.

The special A&S/CATI® feature we used for this study included:

- (1) Random selection of respondent from a list of adults provided by the first contact in a household.
- (2) Random presentation order of monthly and weekly magazine questions.
- (3) Random presentation order of the 6 magazines used in the weekly question and random presentation order of the 25 magazines used in the monthly question.
- (4) Logical branching of subsequent questions based on answers to previous questions.
- (5) Insertion in subsequent questions of the names of magazines and the number of issues respondent has read, automatically on answers provided by respondent.

Questionnaire design

The questionnaire was designed by Audits & Survey, Inc. and measures readership of 31 specific magazines. The magazines studied were selected by the MPA Research Committee for the MPX Study that used a similar first-time, read yesterday technique to provide representation across a number of variables including:

Issue Frequency — Weeklies and Monthlies

Target Audience Variables

- Dual and Single-Sex Audience
- General and Specific Interest
- Large and Small Circulation
- High and Low Readers Per Copy

Newsweek decided to use the same list because we did not wish to add list length to the variables.

The following is a listing of the magazines that were measured:

Weeklies

Business Week
Newsweek
People
Sports Illustrated
Time
US News and World Report

Monthlies

Better Homes and Gardens
Car and Driver
Cosmopolitan
Family Circle
Field and Stream
Glamour
Good Housekeeping
Hot Rod

House and Garden
House Beautiful
Ladies' Home Journal
McCall's
Mechanix Illustrated
National Geographic
Outdoor Life
Parents Magazine
Popular Mechanics
Popular Photography
Popular Science
Psychology Today
Reader's Digest
Redbook
Smithsonian
Vogue
Woman's Day

The basic questionnaire as well as the aforementioned magazine list have been utilized in several other YESTERDAY READERSHIP studies conducted by A&S for Newsweek. These previous studies, which systematically varied question wording and list presentation order, helped in determining the wording and presentation orders which were utilized for this study.

Screening questions such as the number of adults presently at home at time of contact, the respondent's television viewing, newspaper reading and magazine reading done yesterday, were asked of all respondents.

The key readership questions about the 31 magazines were asked of those who had "read magazines yesterday." These included:

— Had respondent read or referred to each of 31 specified magazines yesterday.

FOR EACH MAGAZINE READ OR LOOKED INTO YESTERDAY

- Number of issues respondent had read yesterday.
- FOR UP TO THE FIRST THREE ISSUES READ OR LOOKED INTO YESTERDAY
- Whether the issue(s) had been read or referred to, however briefly *before* yesterday.

The questionnaire closed with standard demographic questions which were asked of all respondents (both magazine readers and non-readers). The demographics collected were respondent's age, education level, sex, employment status and occupation and total household income. The total length of interviewing time was approximately 15 minutes.

Weighting and sample Balancing

Before preparing the final tabulations, the completed interviews were projected to represent the total US adult population. The projected sample was balanced on the basis of variables of age, sex, and region, and weighted

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by the probability of respondent selection. This weighting was performed twice: once with and once without 'nights-at-home' weights. As the results were not materially different, the basic reported data are those without the 'nights-at-home' as the use of these weights would add to mean square error. Additionally, about one percent of the total respondents who would have contributed an abnormally high number of issues were adjusted to reflect average readership levels.

Data processing

Editing and keypunching in the traditional sense were not undertaken since A&S/CATI[®] automatically and consistently determined the appropriate skip patterns and also stored the data in computer readable form. Cross-tabulation of the data was performed by Market Probe International after appropriate banners were formulated in consultation with research staff at Newsweek.

The suggestion rising from the earlier MPX Study done for the MPA (which is reported on later in the Symposium by Marv Gropp) was that next-day callbacks should not be made and that a 'nights-at-home' weight should be used. In the present study, next-day callbacks were not made and data have been analyzed with and without the 'nights-at-home' weights. The analysis appears in **Table 2**, and shows that the 'nights-at-home' weighting system had no significant impact on results.

TABLE 2
Audience estimates with and without
'nights-at-home' weighting

	AVERAGE % READERSHIP PER DAY	
	Without nights at home weighting	With nights at home weighting
Weeklies	9.2%	9.3%
Monthlies	9.6%	9.2%
Total	18.8%	18.5%

Aggregates of 6 weekly magazines and 21 monthly magazines. Audience estimates for 4 monthly magazines (House & Garden, Hot Rod, Popular Photography, Psychology Today) measured by the FTRY method are not available from MRI and/or SMRB.

THE FINDINGS

Our sample of 5,739 represented a weighted US population of 163,437,000 adults over the age of 18. It should be noted at the outset that even with this large a sample, we cannot report the individual magazine titles because the sample of first-time, read yesterday readers by titles would yield statistically unreliable results.

The original 31 magazines were selected for the Magazine Publishers Association Magazine Exposure Study. However, four of the magazines were not reported in the comparability reports of SMRB and MRI; so all future references will refer to this operation.

We found for the 27 magazines there were 97.5 million reading days. The total (net) readers of one or more issues was 46.6 million adults. Those readers read 2.1 issues on average. (**Table 3**)

TABLE 3

	Number (000's)
US Adults 18 +	163,437
Total Reading Days	97,510
Net Readers	46,579
Average Number of Issues Read	2.1

The estimated total first-time issue reading days was 30.8 million. This is equivalent to 18.8% of the US population. Thus, 18.8% is the average issue audience estimate generated by the First-time read yesterday technique for the 27 magazines. (**Table 4**)

The average number of reading days per reader is 3.2 which is similar to that found in the MPX Study reported later.

In order to make the comparisons that follow, average issue audience data from the US syndicated services, MRI and SMRB, were derived by taking total reported average issue audience levels and dividing by 30 for the monthlies and by 7 for the weeklies. That number is expressed as a percent of the total US population.

The claimed 'first-time, read yesterday' method produced levels which disproved both hypotheses. First, the levels of first-time, read yesterday reading were higher than both Recent Reading and Through the Book — not between them. Second, the relationship for weeklies and monthlies was different than Recent Reading and Through the Book.

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TABLE 4

	<i>Number (000's)</i>	<i>27 Magazines average equivalent percent of of US per day</i>
US adult 18 +	163,437	100.0%
Total issue reading days	97,510	59.7%
First-time issue reading days	30,791	18.8%
Average reading days	3.2	

**TABLE 5
Comparison by method**

	PERCENT READING YESTERDAY		
	<i>Total</i>	<i>Six weeklies</i>	<i>21 monthlies</i>
Claimed first-time yesterday	18.8%	9.2%	9.6%
INDEX	100	100	100
Recent reading (MRI)	16.5%	9.0%	7.5%
INDEX	88	98	78
Through the Book (SMRB)	12.2%	7.4%	4.8%
INDEX	65	80	50

**TABLE 6
Comparison of the relationships between
weeklies and monthlies for three methods**

	PERCENT READERSHIP YESTERDAY		
	<i>Six weeklies</i>	<i>21 monthlies</i>	
Total adults in US 18 +	100.0%	100.0%	
Claimed first-time yesterday	9.2%	9.6%	
	100	104	INDEX
Recent reading (MRI)	9.0%	7.5%	
	100	83	INDEX
Through the Book (SMRB)	7.4%	4.8%	
	100	65	INDEX

Combining results for both orders of presentation, the claimed first-time, read yesterday method produced levels which partially agreed with but were mostly contrary to our initial hypotheses. First, in total, the first-time read yesterday levels were higher than those for the two other methods. The level of first-time, read yesterday

reading for weeklies was at the Recent Reading level but above the Through the Book level. However, for monthlies the first-time, read yesterday levels were higher than both the Recent Reading and the Through the Book approaches. Second, the relationship between weeklies and monthlies was different from that

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TABLE 7
Effect of rotation analysis

	AVERAGE PERCENT READING YESTERDAY		
	Total	6 weeklies	21 monthlies
Total U.S. adults 18 +	100.0%	100.0%	100.0%
Full sample:			
Claimed first-time	18.8%	9.2%	9.6%
read yesterday	INDEX 100	100	100
Rotation:			
Weeklies first	17.3%	8.8%	8.5%
	INDEX 93	96	89
Monthlies first	20.4%	9.6%	10.8%
	INDEX 109	104	113
% Variation	15.2%	8.0%	21.3%

BASE: 5,739

of both the Recent Reading and Through the Book methods.

The Recent Reading levels for weeklies are 98% of the first-time, read yesterday level (9.2% of the US). However, the Recent Reading monthly level, 7.5%, is 78% of the claimed first-time, read yesterday level, which itself is twice the level of the Through the Book method. (Table 5).

Our second hypothesis was that the relationship between weeklies and monthlies should be between the Recency and Through the Book. With the first-time, read yesterday approach, the monthlies' level was 4% greater than the weekly level. Recent Reading monthly levels for the same 21 magazines are only 83% of weeklies. Through the Book monthly levels are about 65% of the weekly levels. Therefore, with a third method, we have a third relationship between weeklies and monthlies. (Table 6).

As reported earlier, rotation has a major effect on the data produced by the claimed first-time, read yesterday method.

The weeklies were effected the least by rotation. The weeklies varied by 8% in their coverage of the US adult population, from 8.8% to 9.6% for an average of 9.2%. However, the monthlies are a different matter. They varied by 21%, from 8.5% to 10.8% for an average of 9.6% daily reading. These differences are statistically significant at the .01 level. (Table 7).

If we compare the results from this study when weeklies were shown first with the levels of the two US commercial services, we find our initial hypotheses receive some confirmation.

Hypotheses 1 was that Total Audience levels for the first-time, yesterday read technique should be at or between the levels reported by the commercial services. This was not confirmed when we look at results for the first-time, yesterday read technique when weeklies are presented first as total readership levels were only slightly higher than those generated by the Recent Reading approach. (Table 8).

TABLE 8

	AVERAGE PERCENT READERSHIP PER DAY
First-time, yesterday read (Weeklies first)	17.3%
Recent reading	16.5%
Through the Book	12.2%

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When weeklies are shown first with the first-time, yesterday read technique, the audience level for weeklies lies between that of the commercial services. However, monthlies' audience estimates are still higher than those of the commercial services. (Table 9).

TABLE 9

	AVERAGE PERCENT READERSHIP PER DAY
<i>Of Weeklies</i>	
Recent reading	9.0%
First-time read (Weeklies first)	8.8%
Through the Book	7.4%
<i>Of Monthlies</i>	
First-time read (Weeklies first)	8.5%
Recent reading	7.5%
Through the Book	4.8%

We had hypothesized that with the first-time, read yesterday technique the audience for the weeklies measured would be greater than that of the monthlies and that the weekly/monthly relationship would be at or between the levels reported by the two commercial services. But even when we look at the results for the first-time, read yesterday technique with weeklies shown first, we remain (see Table 10) in a position of having three weekly vs. monthly relationships from these techniques. However, in our test, when weeklies are

shown first, the monthly/weekly relationship improves with reference to our initial hypotheses.

Measuring the audience for monthlies remains as one of our most difficult problems.

CONCLUSIONS

The level of reading produced by the first-time, read yesterday method is higher than levels produced by any other method. The yesterday level of the monthlies, in particular, is very high.

The second conclusion is that we have found with this third method a third set of weekly/monthly relationships.

The third conclusion is that we must establish:

- (a) If overclaiming exists and is captured by the first-time, read yesterday method;
- (b) If overclaiming exists at different levels for a publication.

The fourth conclusion is that rotation can effect the levels of reading, and, to a lesser degree, the relationship of weeklies to monthlies.

RECOMMENDATIONS

We must study overclaiming; and the only method that we seem to be able to measure overclaiming with is the claimed first-time, read yesterday.

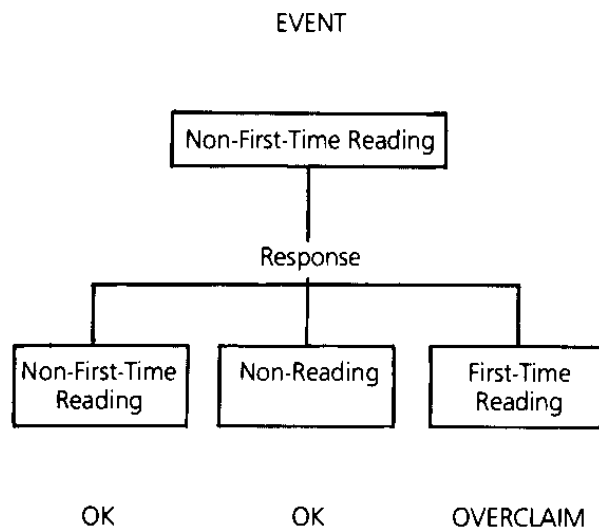
The first-time, read yesterday technique may have two types of overclaiming:

Type 1: Actual readers who read an issue on more than one day may claim that a subsequent reading occasion was first-time reading.

TABLE 10

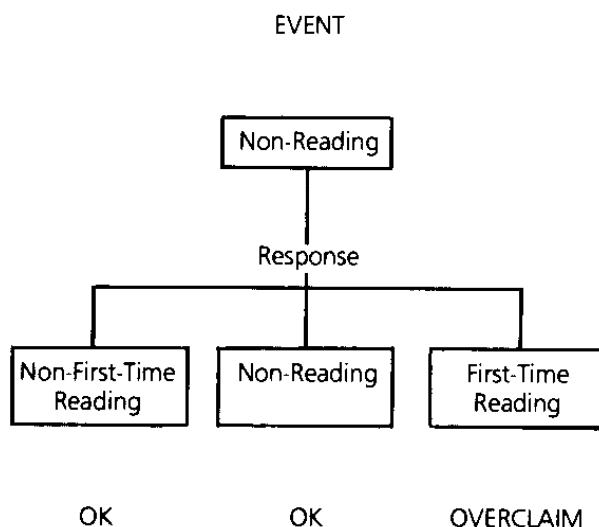
	AVERAGE PERCENT READERSHIP PER DAY		
	<i>Six weeklies</i>	<i>21 monthlies</i>	<i>Monthlies as percent of weeklies</i>
First-time, read yesterday (Weeklies first)	8.8	8.5	97%
Recent reading	9.0	7.5	83%
Through the Book	7.4	4.8	65%

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We could restate Type 1 overclaiming possibility by saying: will a reader "recognise" that his "recent" reading was not first-time issue reading?

Type 2: Non-readers of an issue can claim first-time readership.



Given the fact that the first-time, read yesterday technique only deals with yesterday reading, it would seem, on an *a priori* basis, that the first type of

overclaiming is much more likely than the second with large magazines and the second more likely with smaller monthlies.

In order to measure Type 1 overclaiming (reading but not first-time), we propose extending the procedures used in the ARF and the *Newsweek* underclaiming experiments to establish overclaiming by known first-time readers at home and in public places.

In the first study subscribers would be surreptitiously observed to determine first-time issue readership. The observed reading subscribers would be invited to a central location for the taste test of a soft drink. They would be observed in a waiting room where the issue we know they read previously was one of the few magazines available for them to read while they were waiting to participate in the taste test. The respondents who read the issue in question in the waiting room can now be empirically classified as people who have engaged in non-first time reading since they already read that issue before. These respondents would be interviewed the next day using the first-time, read yesterday technique. The measure of overclaiming would be the incidence of those claiming first-time readership of the issue in question yesterday.

A parallel experiment would measure Type 1 overclaiming among readers who initially read an issue for the first time in a public place. Observers would note actual public place reading of selected issues of selected publications. These readers would be recruited to participate in a centrally located, soft drink taste test, where, like the subscriber group, their reading would be observed as they sit in a waiting room. The readers would be interviewed one day later. Here again, the measure of overclaiming would be the incidence of first-time, read yesterday claims among those who we know read an issue yesterday, but not for the first time.

To measure Type 2 overclaiming (true non-reading), a totally different approach is required. We propose:

(1) Intensive personal interviewing plus

(2) A visit to the claimed place of reading by a professional observer to determine availability of the copy claimed to have been read.

In this experiment, the regular questioning would be followed by intensive interrogation about each publication for which there was a first-time, read yesterday claim. This interrogation would cover time of day, exact location of the reading, and as much detail as possible about the issue in question — such as cover, date and content recall. Interviewers would, as soon as

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possible, personally and promptly visit every location at which first-time yesterday reading was claimed to have occurred. If the magazine is not available, other individuals at the location would be interviewed to determine if the publication was present "yesterday."

The measure of overclaiming would be the incidence of claims associated with a determination that the publication or issue in question was not available to the respondent. The exact rules for determining publication availability would be clearly laid out only after extensive pre-testing. These measures of overclaiming are only possible with a method that measures reading within 24 hours so that facts can be checked quickly.

The overclaiming experiment we have just described is not going to measure overclaiming; rather it is going to establish the existence of overclaiming. Further work of this type would be required to estimate absolute levels.

A claimed first-time, read yesterday method holds promise as a validity method, but we are far away from defining which first-time reading method is 'truth.' Overclaiming studies seem possible for this method only since the technique lends itself to direct observation certitude methods that enable studies of both underclaiming and overclaiming.

Nevertheless, not only will we have to conduct underclaiming and overclaiming studies that use different question wordings and three rotations, but also we will have to study in those same experiments the affect of using different screening questions and lengths of magazine lists (within rotations). And seasonal variations may be noted as a problem for this technique. The biggest problem in magazine measurement appears to be the measurement of monthly magazines which currently are proliferating in the US.

There will be no short cuts. We will have to spend a substantial amount of money to determine first how the validity method is affected by each variable. Therefore, we propose this agenda:

THE RESEARCH AGENDA

I Objective

Complete the development of a 'validity' method that measures "exposure to the inside of a magazine" and can be validated by correspondence between claimed readership and observed reading.

II Proposed research plan

The diagram that follows (**Figure 1**) is a suggested format describing the major issues and potential pitfalls facing the validation of any method. We have chosen a graphing technique frequently used in Operations Research known as Program Evolution Review Technique (PERT). The advantage of this technique is that it identifies the critical segments of the problems.

The diagram begins by dividing the research process into two paths:

- (A) Identifying the causes of overclaiming and reducing it to manageable levels;
- (B) Identifying the causes of underclaiming and reducing it to manageable levels.

We are recommending dividing each of these two solution paths into three separate groups on the basis of publication interval, circulation sizes and reader-per-copy levels. The groups we recommend are:

- (A) Weeklies (excluding the low reader-per-copy, high circulation, TV entertainment guides).
- (B) Monthlies; large circulation, low reader-per-copy.
- (C) Monthlies; low circulation, high reader-per-copy.

Each of those six cells would be expanded again so that we could identify the methodological effects. The four effects *Newsweek* and *Audits & Surveys* have identified are:

- (A) Wording of the question;
- (B) Rotation of publication or publication groups;
- (C) Screening;
- (D) Total number of magazines to be studied.

They may, of course, be more than four variables, and this increases the number of test cells to 24.

Then we must conduct observation studies as described earlier with both in-home and out-of-home situations to determine the existence of overclaiming and underclaiming.

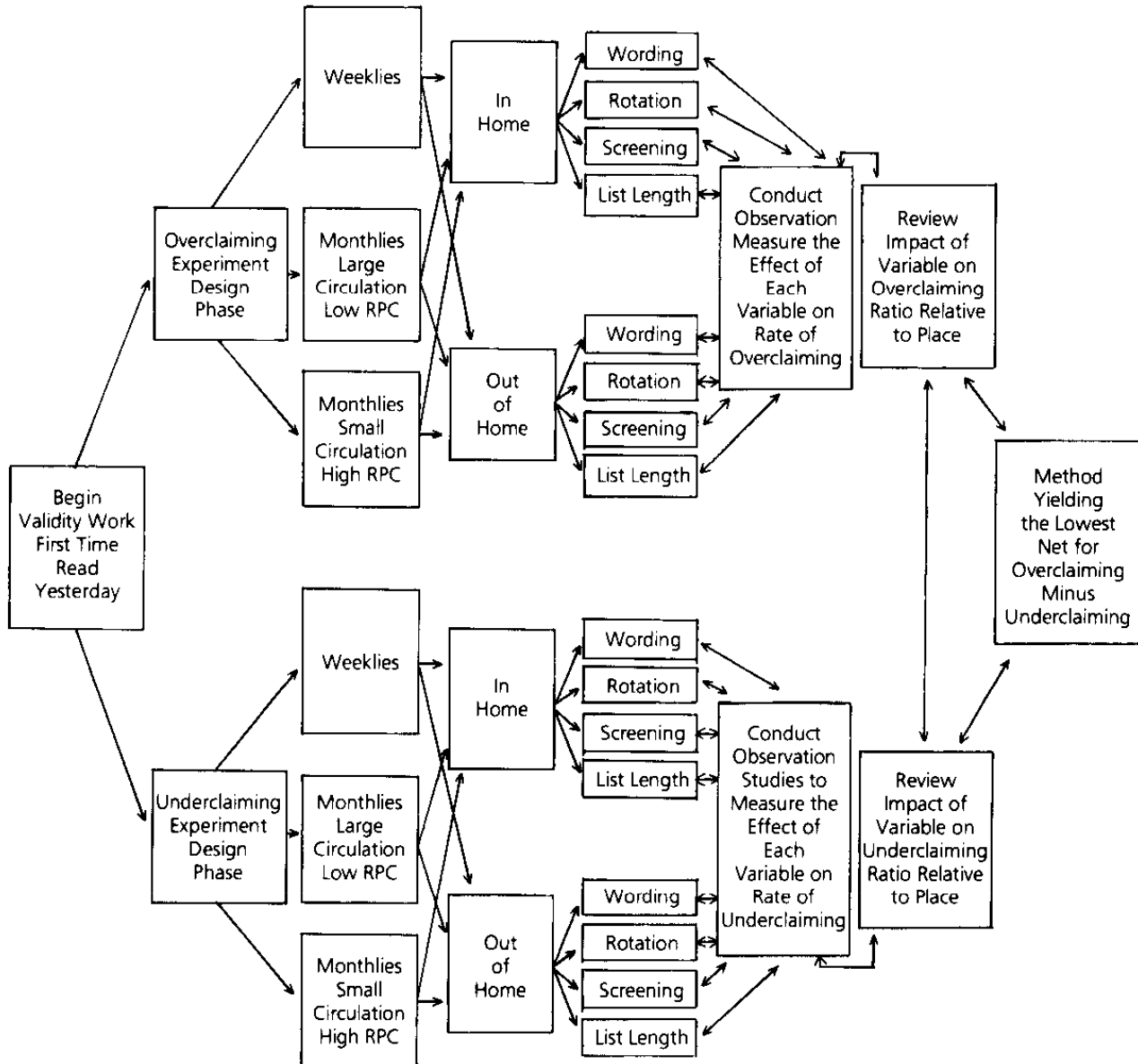
Finally, the first-time, read yesterday method that produces the lowest under and overclaiming would be selected for use perhaps once every five or ten years so that we can monitor how Recent Reading or Through the Book methods are performing.

SUMMARY

Providing a reliable measure is not easy. Different methods produce different relationships. *Newsweek* and *Audits & Surveys* recommend the first-time, read yesterday method as a potential validity method because it has the greatest promise for being a good validity

3.7 The audience levels produced by the 'claimed first time reading' method

FIGURE 1
Research plan



3.7 The audience levels produced by the 'claimed first time reading' method

method for magazine audience measurements even though it is far from perfect and subject to fluctuations by execution or technique.

However, first-time, read yesterday is the only method thus far suggested that has the potential for establishing the existence of overclaiming.

Finally, we have proposed an agenda that tries to outline the scope of the pursuit of validity.

We would like to have reactions to the data that have been shown here and the overclaiming experiments proposed in this paper, together with any other proposals for overclaiming or underclaiming experiments. We will take all suggestions and review

them with the US Advertising Research Foundation Magazine Development Council. We also urge the other countries represented at this Symposium to do follow-up work and conduct experiments of their own to determine if claimed first-time, read yesterday, in some form, is truly a measure of observable reading.

REFERENCES

- 1 ARF Certificate Study
- 2 SMRB, 1982
- 3 MRI, Spring 1983
- 4 New Orleans Papers, 1981