

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

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Multi-media investigations as a rule are based on samples which have been interviewed once; they ascertain media use at the time of the survey and not over the course of time.

Longitudinal analyses based on three surveys of identical persons about a total of 13 original issues of *Life* ascertained the phenomenon of cumulative coverage figures at an early point in time (approximately 20 percent of readers per issue, 53 percent were reached by at least one of the 13 issues — Politz, (5)); in spite of this, panel studies are not customarily used as the basis of media planning, at least if we take personally interviewed panels as our point of departure.

While current question models on the frequency of media exposure and on exposure during the publication interval provide a generally accepted basis for calculating media use, the question arises whether dynamic figures could not provide us with important additional findings for media planning.

The Institut für Demoskopie Allensbach, which has conducted its 'Allensbach Media and Marketing Analysis' every year for 25 years as a multi-media and marketing investigation, took the initiative in interviewing a sub-sample of the 1976 investigation in 1977 — after an interval of one year — a total of 1103 persons over 14 years of age representatively selected from the population sample, in order to gain more insight into the relationship to the media over the course of time.

The response rate of 78.8 percent guarantees from the outset that this panel is highly representative; the audience figures of approximately 120 individual media and combinations measured there are not significantly different from the figures of the total sample (with more than 8,000 cases). Admittedly the evidence derived from this panel is limited somewhat by the relatively narrow base that 1100 respondents represent. The findings presented here are therefore necessarily in part drawn from the broadest groups of media users, in order to have statistical figures that can be taken as a point of departure for purposes of analysis; thus, these in part merely represent initial findings which will have to be confirmed and analysed more deeply on a broader basis.

### WHAT DOES 'REGULAR' READER MEAN?

To what extent do those readers of a magazine who show the firmest commitment, ie those who consider themselves 'regular' readers, actually use the magazine consistently over a period of time? Approximately 64 percent of regular readers of the currently largest illustrated *Stern* in 1976 continued as such after a year, as did 49 percent of regular readers of the illustrated *Quick*: 60 percent of regular readers of the largest TV magazine *Hörzu* continued as such over the same period of time, while the rate for *TV Hören und Sehen* was nearly 60 percent too.

*Stern* and *Hörzu*, the magazines with the greatest circulation in their respective categories, also have the largest stock of loyal regular or frequent readers at 51 and 62 percent (*Quick*: 42 percent, *TV Hören und Sehen*: 55 percent). As a matter of fact, panel research indicates that the leading brands of other consumer goods and the biggest political parties can also as a rule count on the highest rate of loyalty. The readership figures are calculated from **Tables 1-4**.

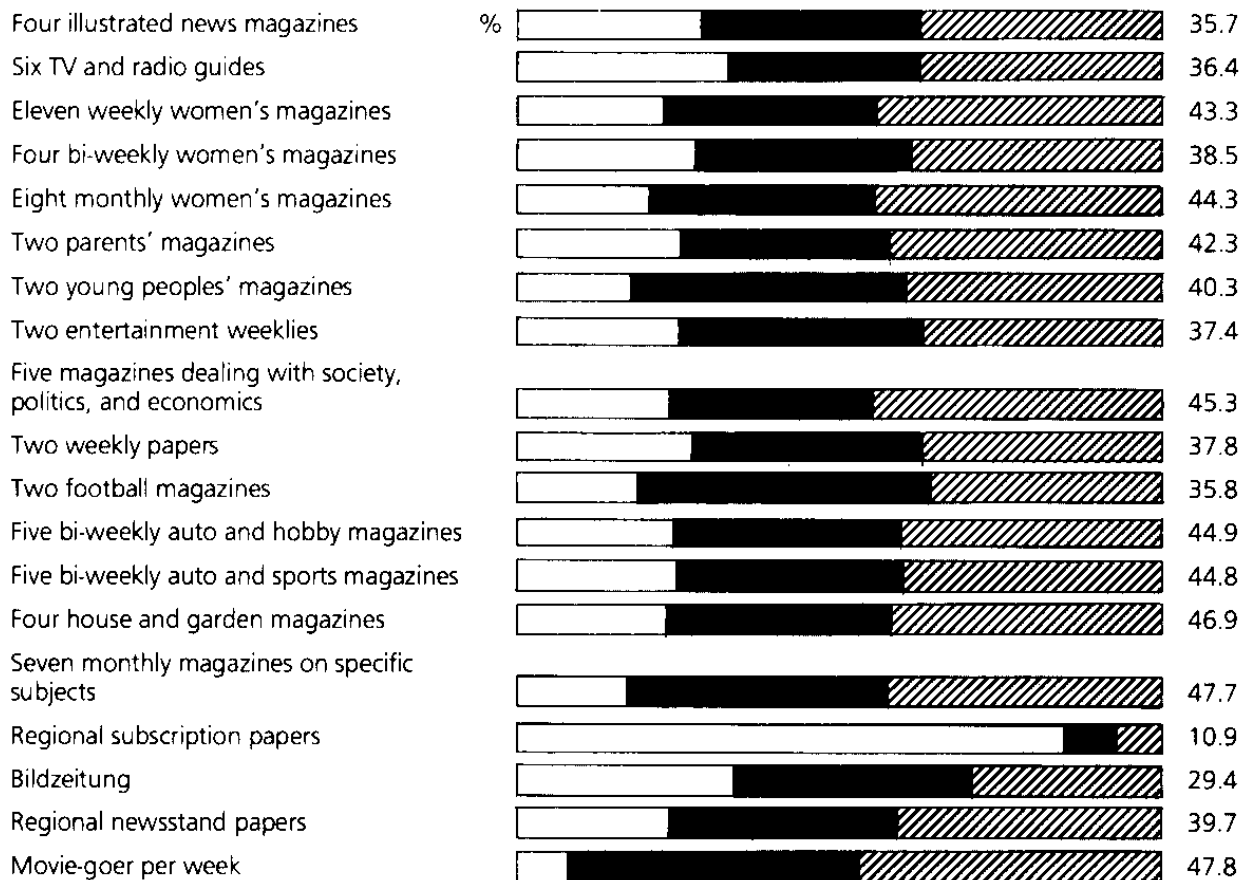
Although *Stern* and *Hörzu* have similar rates of loyalty among regular readers (as well as similar readers-per-issue data) the situation is very different as regards each magazine. In the two surveys of 1976 and 1977 only 8-9 percent of the population declared themselves to be regular readers of *Stern*, while 20-21 percent said as much for *Hörzu* (5 percent for *Quick* and 14 percent for *TV Hören und Sehen*). Because of the high proportion of regular readers of TV magazines, the latter are also shown to enjoy more consistent use over the period of a year, arithmetically speaking (**Table 5**).

If we observe each reader group of the TV magazines separately, however, they by no means fluctuate any less than do the current illustrations, as the juxtaposition of *Stern* and *Hörzu* shows. For example, occasional readers of *Stern* remain more constant, while occasional readers of *Hörzu* either became regular readers to a much greater degree or else shifted their allegiance (**Table 6**).

A change in reading frequency categories thus

**FIGURE 1**  
**Fluctuation in media use**

Readers per issue 1976 and/or 1977 = 100%  
faithful                  added                  lost



Source: Allensbach Media Panel 1976/77

occurs more frequently for TV magazines than for illustrated news magazines (**Table 7**). The change in reading habits is more pronounced for *TV Hören und Sehen* and for *Quick* (with an average changed reading frequency category of 2.20 and 1.49 respectively) than it is for *Hörzu* (1.95) and *Stern* (1.15), so that the leading magazines are not affected by it so much. The comparable rate for the regional subscription newspapers, which have the greatest coverage of all the media (over 70 percent) and which can count on the greatest readership loyalty over the space of a year (**Figure 1**), is particularly low, at 0.75 percent (see **Table 7**). Different social groups cannot be adduced to explain these shifts between different categories of reading

frequency over the course of time, which include all readership groups, even though, for example for *Stern*, it was women and the older and less educated readers who changed their habits to an above average extent (**Table 8**).

#### REGULAR READING AND READERS PER ISSUE

The highest proportion of readers who have also had exposure to this advertising medium in the publication interval is to be found among regular readers in a media investigation; for *Stern* the figure was over 90 percent in

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 7**  
Differing stability in relationship toward the media

	Average number of steps changed in the relationship toward the media**	
Readers* (1976 and/or 1977) of:		
TV HÖREN UND SEHEN	2.20	(n = 436)
HÖRZU	1.95	(n = 596)
QUICK	1.49	(n = 683)
STERN	1.15	(n = 763)
Regional subscription newspapers	0.75	(n = 836)

\* Readers in the widest sense

\*\*6 scale steps from "regular" to nonreaders, within a period of one year

Source: Allensbach Media Panel 1976/77

1976. Does this cohesion continue over the period of a year? Although it is reduced by reader fluctuation, the regular readers of 1976 were also proportionately strongest in 1977, representing approximately 70 percent of the readers of *Stern* per issue (Table 9).

For media research projects with identical cross-sections of persons the media user data from the first survey can hence be applied to further surveys with a reasonable degree of validity, insofar as media use is not to be ascertained anew.

### THE EFFECT OF CONSIDERING MEDIA USE OVER THE COURSE OF TIME

How do media planning figures change if they take into consideration media use by the same persons at different points in time? Compared with the average reader percentages determined for 1976 and 1977, the number of those who were exposed in 1976 or 1977 or in both years increased; in the group of readers in the widest sense by about one-third (Table 10); while the more regular groups of readers increased by about half (Table 11).

If we calculate the probabilities of media exposure for 4 advertisements per survey, *Stern* reaches 44 percent of the population (average figure 1976/77); however, for 2 advertisements in 1976 plus 2 advertisements in 1977, a coverage figure of approximately 50 percent could be calculated while for *Hörzu* the corresponding figures are 33 to 42 percent. Thus, the cumulative coverage increases if the data for

two consecutive studies are taken into consideration. Table 12 also shows this increase in coverage for magazines in other categories as well as for the example of six advertisements. The fact that the number of (repeated) exposures to a medium per person exposed tends to decrease is related to this increase in coverage, for *Stern*, for example from 2.24 to 1.96 (24.6 percent average coverage 1976/77 times 4 advertising exposures divided by 44.0 and 50.3 respectively); for *Hörzu* from 2.86 to 2.28.

### FLUCTUATION IN MEDIA USE

Figure 1 provides information about the amount of fluctuation for the different media groups; according to this, a relatively high degree of loyalty to TV magazines and to illustrated news magazines can be assumed, but the greatest loyalty is accorded to regional subscription newspapers. We have already seen, however, how much the fluctuation for the leading magazines and the ones that are next in line in a media group may vary (Figure 1).

The fact that there can be a considerable fluctuation in the use of advertising media in a short space of time can be seen from a Dutch survey of 1979, in which the same respondents were personally interviewed three times within five-week intervals. With regard to the readers for the first and/or second survey (and hence comparable to our categories), a loyalty rate of about 50 percent resulted on the average for 12 magazines, with approximately one-fourth shifting allegiance or taking it up. And if all the readers per magazine are considered in at least one of the three surveys, the proportion of loyal readers (3 times over) only amounts to a generous third — so that two out of three readers were not consistently exposed to the magazine (calculation based on the data provided by Van Tulder, (7). Due to the order of magnitude involved, these findings, as well as the varying percentage of regular readers documented above and the varying loyalty of the latter even within the same magazine category serve to emphasize the importance the group of occasional readers has for measuring coverage figures.

### SUBSTITUTION BEHAVIOUR?

For a qualitative evaluation of the media it may be of considerable importance whether the fluctuating readers of a magazine stay within the media group or whether they give up this group completely. Those who shifted allegiance from *Hörzu*, for example, turned increasingly to other TV magazines, in particular using *TV Hören und Sehen* more, while those who shifted to

# 4.3

## Dynamic variables in media research: findings from a personally interviewed panel

*Hörzu* gave up other TV magazines to a considerable extent — thus the TV magazines provided a typical example of substitution behaviour. In contrast to those who shifted from *Hörzu*, however, those who shifted to it also turned increasingly to other magazine categories (Table 13).

As regards illustrated news magazines, however, the shift to them does not in any way imply that the other magazines in this group are read less; in fact, those who shifted to *Stern* read the other illustratings even more, and this also applies to other magazine categories, while the shift from *Stern* was related overall to decreased use of the other magazines and types of magazines as well (Table 14). There was also evidence of an overall reduction in reading behaviour associated with the shift away from other types of magazines, for example women's magazines, while increased interest in reading was generally associated with the shift to them (Table 15). It would thus be quite incorrect to assume that fluctuation always leads to substituting magazines of the same category of magazines or from other categories.

### DYNAMIC TARGET GROUPS

Media investigations with respondents who have been interviewed once are to only a limited extent capable of identifying groups of persons whose patterns of consumption or consumer orientation have undergone a change, for changes — particularly where attitudes and moods are involved — are relatively rarely reproduced reliably from memory (Hansen (2) and (4)). Panels, on the other hand, make it possible to reliably ascertain target groups that are of interest from the point of view of marketing strategy without using memory questions, by comparing the responses to identical definition questions at various points in time, for example:

- new smokers of cigarettes
- smokers who changed from a lighter cigarette brand to a stronger one
- smokers who have increased or reduced their cigarette consumption
- smokers who changed to more expensive cigarettes or to cheaper ones
- consumers with increased or reduced income
- persons who planned to buy a car
- persons who bought a car
- persons who used their car more

Thus, it is possible to test empirically such obvious assumptions as whether increased interest in cars also increases the preference for car magazines. The following panel analysis shows that this is not necessarily

the case. Where the comparison of mileage put on the car in 1976 and 1977 showed an increase, the interest in car magazines decreased despite this (Table 17). Persons who had bought a new car between the two interviews, however, were much more interested: they increased their preference for the two leading car magazines by 44 percent, while persons who had bought a new car in the preceding years tended to indicate decreased interest (Table 16). It would not be possible to prove this relationship using two surveys of persons interviewed once.

In addition to showing the possibility of establishing causal analyses through panels, this example also shows how new criteria for the qualitative evaluation of advertising media can be developed through panels — criteria which are particularly able to do justice to the role of the media where dynamic consumer groups are concerned.

By considering media use at two points in time, it obviously becomes clearer who the readers of those media are. The regular and frequent readers of the four big illustrated news magazines were differentiated by a maximum of 7.8 percent in the percentage of those specifically interested in cars when a measurement was taken in 1977; when groups of readers from 1976 and 1977 were viewed together, the difference between the illustratings grew to (a maximum of ) 17.0 percent. Twenty-one of 27 interest dimensions were discriminated better when groups of readers were defined by panels (and 17 of 26 demographic groups) (Figure 2). Is this improved discrimination to be explained by the relatively close relationship to the magazines, by the fact that we analysed the more frequent readers? If the analysis is extended to the groups of readers in the widest sense in 1976 and 1977 respectively (and the occasional readers are thus included), the differentiation is no longer quite so pronounced, nevertheless it is still better than in the case of a onetime survey (for example, by 8.4 as opposed to 4.0 percent for those specifically interested in cars and by 11.6 as opposed to 8.4 for the percentage of men). Thus, the more media use is considered over the course of time, the more clearly differentiated the readership profiles become (Figure 2).

### INTEREST IN AND EFFECTIVENESS OF ADVERTISING

The question how much the issue of a magazine that was read last was used provides a good indication of the actual exposure to advertising and is thus an instrument to ascertain the chances of advertising exposure over and above the chances of advertising media exposure.

## 4.3

### Dynamic variables in media research: findings from a personally interviewed panel

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Concrete questions on attitudes toward advertising do not do much in this context (Tennstädt and Hansen, (6)).

Panels are more suited than any other form of investigation to test real interest in advertising in the different fields of products and for certain brands; noting tests of the magazines preferred in several panel-surveys make it possible to determine how much advertising was observed over the course of time and to divide consumer groups into readers who are more approachable by advertising and those who are less so, without specifically asking about the degree of interest in advertising (the responses to which are not norm-free). Finally, the possibility should be pointed out of concretely ascertaining not only exposure to advertising but also the effect of campaigns, for example through presenting images on two different occasions (Hansen, (3)). Advertising effectiveness (image development) can be analysed both based on the amount of opportunities for exposure to the advertising vehicles included in the media plan and against the background of specific campaigns.

It may appear unnecessary to relate investigations on media planning within the framework of panels to studies of advertising effectiveness if the media are judged strictly by their coverage, but once it is the qualitative advantages and disadvantages of advertising media that are to be judged, there would not appear to be any instrument of empirical social research that permits us to develop more valid criteria than do panel studies, even if the latter are only designed to cover a set time period with a limited number of panel waves.

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## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**FIGURE 2**  
**Better discrimination within one category in the case of the panel**

Example: illustrated newsmagazines (Bunte, Neur, Quick, Stern)

Range:	<i>Regular, frequent readers 1976 and 1977 (only possible through panel study)</i>	<i>Regular, frequent readers 1977</i>
<i>Proportion men</i>	20.3%	11.7%
<i>Particularly interested in information about cars</i>	17.0%	7.8%
<i>Of 26 socio-demographic groups</i>	17 showed greater range	9 showed greater range
<i>Of 21 information interest groups</i>	21 showed greater range	6 showed greater range

Source: Allensbach Media Panel 1976/1977

# 4.3

## Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 1**  
**'Stern' readers 1976/77**

*Read Stern:*

	1977	very often	fairly often	from time to time	very rarely	non- readers*	1976 total
1976	regularly						
regularly	56	5	7	7	1	12	88
very often	12	15	19	20	1	17	84
fairly often	11	4	12	23	7	23	80
from time to time	8	14	28	103	39	86	278
very rarely	1	6	8	30	22	42	109
non-readers*	8	11	20	56	29	340	464
1977 total	96	55	94	239	99	520	1103

\*Within a three-month period

Source: Allensbach Media Panel 1976/77

**TABLE 2**  
**'Quick' readers 1976/77**

*Read Quick:*

	1977	very often	fairly often	from time to time	very rarely	non- readers*	1976 total
1976	regularly						
regularly	26	5	3	7	1	11	53
very often	3	8	8	9	2	18	48
fairly often	7	2	6	8	7	22	52
from time to time	4	12	20	83	27	86	232
very rarely	1	3	3	37	27	71	142
non-readers*	10	7	21	75	43	420	576
1977 total	51	37	61	219	107	628	1103

\*Within a three-month period

Source: Allensbach Media Panel 1976/77

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 3**  
**'Hörzu' readers 1976/77**

*Read Hörzu:*

	1977	very often	fairly often	from time to time	very rarely	non- readers*	1976 total
1976	regularly						
regularly	139	11	5	13	1	61	230
very often	11	2	2	3	2	13	33
fairly often	10	1	4	6	3	16	40
from time to time	10	1	5	18	14	54	102
very rarely	5	4	2	9	14	23	57
non-readers*	46	11	9	41	27	507	641
1977 total	221	30	27	90	61	674	1103

\*Within a three-month period

Source: Allensbach Media Panel 1976/77

**TABLE 4**  
**'TV Hören und Sehen' readers 1976/77**

*Read TV Hören und Sehen:*

	1977	very often	fairly often	from time to time	very rarely	non- readers*	1976 total
1976	regularly						
regularly	95	5	2	5	4	48	159
very often	5	2	1	7	0	20	35
fairly often	5	0	2	3	1	14	25
from time to time	6	1	0	6	6	35	54
very rarely	1	0	3	9	10	20	43
non-readers*	47	11	10	28	24	667	787
1977 total	159	19	18	58	45	804	1103

\*Within a three-month period

Source: Allensbach Media Panel 1976/77



## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 5**  
Stability of use of TV magazines in comparison with illustrated news magazines (1)

	Readers in the widest sense in 1976 of- Illustrated news magazines		TV magazines	
	STERN %	QUICK %	HÖRZU %	TV HÖREN UND SEHEN %
<i>Used these magazines between 1976 and 1977 with-</i>				
constant frequency of reading . . . . .	32.5	28.5	38.3	36.4
increased frequency of reading . . . . .	19.1	17.4	12.5	9.5
decreased frequency of reading . . . . .	20.2	14.6	13.0	10.8
Readers lost . . . . .	28.2	39.5	36.2	43.3
	100.0 (n = 763)	100.0 (n = 527)	100.0 (n = 462)	100.0 (n = 316)

Source: Allensbach Media Panel 1976/77

**TABLE 6**  
Stability of use of TV magazines in comparison with illustrated news magazines (2)

Rate frequency of readings as:

	1976	1977	regularly	very often	fairly often	from time to time	very rarely	non-readers	
regularly									
STERN (n = 88)		63.6		5.7	8.0	8.0	1.1	13.6	= 100.0
HÖRZU (n = 230)		60.4		4.8	2.2	5.7	0.4	26.5	= 100.0
very often									
STERN (n = 84)		14.3	17.9		22.6	23.8	1.2	20.2	= 100.0
HÖRZU (n = 33)		33.3	6.1		6.1	9.1	6.0	39.4	= 100.0
fairly often									
STERN (n = 80)		13.7	5.0	15.0		28.8	8.7	28.8	= 100.0
HÖRZU (n = 40)		25.5	2.5	10.0		15.0	7.5	40.0	= 100.0
from time to time									
STERN (n = 278)		2.9	5.0	10.1	37.1		14.0	30.9	= 100.0
HÖRZU (n = 102)		9.8	1.0	4.9	17.7		13.7	52.9	= 100.0
very rarely									
STERN (n = 109)		0.9	5.5	7.4	27.5	20.2		38.5	= 100.0
HÖRZU (n = 57)		8.8	7.0	3.5	15.8	24.6		40.3	= 100.0
non-readers									
STERN (n = 464)		1.7	2.4	4.3	12.1	6.2	73.3		= 100.0
HÖRZU (n = 641)		7.1	1.7	1.4	6.4	4.2	79.1		= 100.0

Source: Allensbach Media Panel 1976/77

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 8**  
Which groups change their media use?

	Reading behaviour			$\bar{X}$	Index
	changed by two or more steps %	changed by one step %	unchanged %		
Group of "readers in the widest sense" of STERN 1976 and/or 1977 (= 100%)					
Total . . . . .	42.5	30.2	27.3	1.15	100
Men . . . . .	40.7	30.9	28.4	1.12	97
Women . . . . .	44.0	29.8	26.2	1.18	103
14-29 year olds . . . . .	42.1	28.5	29.4	1.13	98
30-44 year olds . . . . .	40.2	33.8	26.0	1.14	99
45-59 year olds . . . . .	37.3	31.2	31.5	1.06	92
60 and over . . . . .	53.1	25.4	21.5	1.32	115
Elementary school education . . . . .	44.4	30.3	25.3	1.19	103
Secondary school education . . . . .	38.6	30.0	31.4	1.07	93

Source: Allensbach Media Panel 1976/77

**TABLE 9**  
The relationship between the frequency category and media use can even be proven one year later

Read STERN (within 3 months)					
	Readers per issue percentage		Readers per issue percentage		
	1976	1977	1976	1977	
On from 1976					Back from 1977
regularly	92.0	70.5	65.6	90.6	regularly
very often	69.0	53.6	41.8	67.3	very often
fairly often	57.5	36.3	47.9	58.5	fairly often
from time to time	27.0	26.3	27.6	30.1	from time to time
very rarely	15.6	17.4	16.2	14.1	very rarely

Source: Allensbach Media Panel 1976/77

**TABLE 10**

**In one year, the group of 'readers in the widest sense' grew by about one-third**

	<i>Average of 1976 and 1977 (a) %</i>	<i>In either or both years (b) %</i>	<i>Index (b) on (a) (average = 100)</i>
Belong to the group of 'readers in the widest sense' of-			
STERN	55.4	69.2	125
NEUE REVUE	41.3	55.8	135
BUNTE	44.5	60.3	136
QUICK	45.4	61.9	136
HÖRZU	40.4	54.0	134
TV HÖREN UND SEHEN	27.9	39.5	142
BRIGITTE	35.3	47.1	133
FÜR SIE	31.0	42.8	138
ADAC MOTORWELT	29.3	41.6	142
AUTO MOTOR UND SPORT	13.6	19.4	143
CAPITAL	11.3	17.2	152
BILDZEITUNG	55.1	70.3	128

Source: Allensbach Media Panel 1976/77

**TABLE 11**

**In one year, the group of regular readers grew by about half**

	<i>Average of 1976 and 1977 (a) %</i>	<i>In either or both years (b) %</i>	<i>Index (b) on (a) (average = 100)</i>
'Regular' or 'very frequent' readers of-			
STERN	14.6	21.3	146
NEUE REVUE	10.0	14.7	147
BUNTE	9.4	14.4	153
QUICK	8.6	13.3	155
HÖRZU	23.3	31.8	136
TV HÖREN UND SEHEN	16.9	24.0	142
BRIGITTE	8.9	13.4	151
FÜR SIE	6.2	9.7	156
ADAC MOTORWELT	14.1	20.1	143
AUTO MOTOR UND SPORT	2.4	3.8	158
CAPITAL	1.2	1.9	158
BILDZEITUNG	22.3	31.8	143

Source: Allensbach Media Panel 1976/77

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 12**  
Cumulative coverage (calculated from probability of reading)

			STERN %	HÖRZU %	BRIGITTE %	ZUHAUSE %	PETRA %
Number of advertisements per year:							
1	1976		25.2	26.3	17.9	7.1	7.6
1	1977		24.0	24.0	18.7	4.3	7.0
4	1976		45.6	34.3	31.6	13.3	14.9
4	1977		42.4	32.1	29.9	9.6	13.5
Panel data: $\frac{2}{2}$ } 4							
	1976						
	1977		50.3	41.5	36.7	14.5	17.9
6	1976		50.6	36.1	34.3	14.7	16.5
6	1977		46.6	34.2	31.8	11.1	14.8
Panel data: $\frac{3}{3}$ } 6							
	1976						
	1977		56.4	44.2	40.7	17.1	20.7
For comparison:							
rpi 1976 (recency)			25.1	26.2	18.0	7.1	7.5
rpi 1977 (recency)			24.0	23.9	18.8	4.4	7.0

Source: Allensbach Media Panel 1976/77

**TABLE 13**  
Is there substitution behaviour for TV magazines?

With reference to the group of 'readers in the widest sense' of HÖRZU* (= 100%)						
Readers lost (n = 167)			Readers gained (n = 134)			
1976	1977		1976	1977		
%	%	Index**	%	%	Index**	
Readers per issue:						
BILD + FUNK . . . . .	6.0	6.6	110	5.2	2.2	42
FERNSEHWOCHE . . . . .	9.6	9.0	94	11.2	6.0	54
FUNKUHR . . . . .	7.8	9.0	115	11.2	9.0	80
GONG . . . . .	5.4	6.0	111	16.4	8.2	50
TV HÖREN UND SEHEN . . . . .	18.0	21.6	120	26.1	15.7	60
Gross number of exposures	46.8	52.2	112	70.1	41.1	59
Gross number of exposures of the other magazine types	210.4	156.6	74	158.1	195.9	124

\* Readers per three-month period

\*\*1976 = 100

Source: Allensbach Media Panel 1976/77

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 14**  
Is there substitution behaviour for illustrated news magazines?

	With reference to the group of 'readers in the widest sense' of STERN* (= 100%)					
	Readers lost (n = 180)			Readers gained (n = 124)		
	1976	1977	Index**	1976	1977	Index**
Readers per issue:	%	%		%	%	
BUNTE .....	16.1	3.9	24	6.5	16.1	248
NEUE REVUE .....	18.3	8.3	45	9.7	16.1	166
QUICK .....	22.2	5.0	23	6.5	13.7	211
WELTBILD .....	3.9	3.9	100	3.2	1.6	50
Gross number of exposures	60.5	21.1	35	25.9	47.5	183
Gross number of exposures of the other magazine types	213.1	149.0	70	152.4	190.9	125

\* Readers per three-month period

\*\*1976 = 100

Source: Allensbach Media Panel 1976/77

**TABLE 15**  
Is there substitution behaviour for women's magazines

	With reference to the group of 'readers in the widest sense' of BRIGITTE* (= 100%)					
	Readers lost (n = 150)			Readers gained (n = 112)		
	1976	1977	Index**	1976	1977	Index**
Readers per issue:	%	%		%	%	
FREUNDIN .....	19.3	4.0	21	4.5	17.0	377
FÜR SIE .....	24.0	12.7	53	6.3	28.6	454
MEINE GESCHICHTE .....	8.7	6.0	69	3.6	3.6	100
Gross number of exposures	52.0	22.7	44	14.4	49.2	342
Gross number of exposures of the other magazine types	252.7	202.6	80	178.8	226.9	127

\* Readers per three-month period

\*\*1976 = 100

Source: Allensbach Media Panel 1976/77

## 4.3 Dynamic variables in media research: findings from a personally interviewed panel

**TABLE 16**  
**Increased interest in automobile magazines when buying a car**

	New car buyers					
	between the surveys of			before 1976		
	1976 and 1977					
	1976 %	1977 %	Index (1976 = 100)	1976 %	1977 %	Index (1976 = 100)
'Regular' or 'very frequent' readers of-						
ADAC MOTORWELT	17.4	23.9	137	26.1	24.9	95
AUTO MOTOR						
UND SPORT	2.2	4.4	200	3.2	2.6	81
	19.6	28.3	144	29.3	27.5	94
	(n = 46)			(n = 157)		

Source: Allensbach Media Panel 1976/77

**TABLE 17**  
**No relationship between increased mileage driven and interest in automobile magazines**

	Drivers whose annual mileage between 1976 and 1977					
	increased		decreased		stayed about same	
	1976	1977	1976	1977	1976	1977
	%	%	%	%	%	%
'Regular' or 'very frequent' readers of-						
ADAC MOTORWELT	26.3	21.9	28.3	25.8	23.8	20.5
AUTO MOTOR						
UND SPORT	4.4	2.7	4.8	4.0	3.8	3.5
	(n = 114)		(n = 124)		(n = 258)	

Source: Allensbach Media Panel 1976/77