

7.7 Measuring qualitative aspects

BACKGROUND

The Danish Target Group Index is a syndicated service closely linked to the Media Index. All respondents filling in the self-completion questionnaires have been personally interviewed on media questions and demographics.

The sampling frame used for the media survey in Denmark is set up in such a way that even for local dailies we have reasonable figures — at least by accumulating 2 or 3 years. The smallest Danish paper has a circulation of 1,500 copies and a readership of 6,000 adults. For this paper in recent years — when we had a national target of only 15,000 interviews — we got 45 actual interviews with readers of the daily concerned. In the 1982 issue of *Dansk Media Index*, which was published in March 1983, the readership profile is based on 177 actual interviews obtained in 1980 + 1981 + 1982. The report shows the sample size as only 87, but this number merely indicates the weight given to the 177 interviews in the national sample.

As this paper is being written the accumulated data base for the TGI for that newspaper in the three years concerned has not yet been calculated, but it is suggested that it will actually contain around 90 self-completed questionnaires.

For weeklies and magazines the figures in the printed report are all based on questionnaires from 1982, and the smallest number of actual interviews in the media group mentioned is 114. However if required it is possible to use either a data base of 1981 and 1982 together or a data base comprising 1980 as well.

The self-completion questionnaires have in all years included:

durables (possession)

durables (buying intentions)

activities - usage of various products of interest for media planning

- some cultural and political ones

interests - some of value to media planning

- more social and political ones of interest to publishers and editors

opinions - mainly of interest to publishers and editors.

It has to be admitted that we naturally make minor alterations in the questionnaires to throw light on new and current issues, and of course accumulation is only

possible for periods during which the question has been unchanged.

For interests and opinions we use a 5-point scale, and in the printed report two figures are given for each of the topics reported, one combining "very little" and "not at all".

Taking these two percentage figures together gives an impression of what interest the topic in question has for the readers concerned.

There is no constant rule such as that magazine readers are more similar than readers of dailies. It is found in some cases and the opposite in others depending exclusively on the investigated subject.

Our survey includes

3 titles published quarterly

14 titles published monthly

3 titles published fortnightly

14 titles published weekly

Readership is found by aided recall in a personal interview.

WEEKLIES

It will be noticed from **Table 1** that the three weeklies concerned are of approximately the same size, and that the interests vary much even though they are all women's weeklies.

From the figures for classical music you might get the impression (which is right) that *Alt for damerne* is more socially upmarket than the two others. The readers, however, have, however the same interests concerning local policy and comic strips.

In the individual calculations run on an online system by media or agencies more sensational results may naturally be found. The same takes place among dailies, and little by little their editors are using these results as their colleagues in the weeklies have done for many years.

DAILIES

39 local dailies and 10 national ones are published in Denmark from Monday to Friday, and the majority are published on Saturdays as well. We have only twelve

TABLE 1
Interests of readers of three women's weeklies

	<i>Alt for damerne</i>	<i>Femina</i>	<i>Hendes verden</i>
Number of interviewees	733	533	662
	%	%	%
<i>Fashion</i>			
Very/rather much	52	49	45
Little/not at all	16	15	19
<i>Classical music</i>			
Very/rather much	33	18	21
Little/not at all	34	52	47
<i>Foreign policy</i>			
Very/rather much	44	29	32
Little/not at all	26	39	38
<i>Local policy</i>			
Very/rather much	56	55	57
Little/not at all	12	14	12
<i>Comic strips</i>			
Very/rather much	15	15	15
Little/not at all	58	52	54

Source: Danmark i dag 1982.

weekend/Sunday papers — ten are Sunday editions of dailies published on weekdays, whereas the two others are published on Friday morning, with no editions on the other days.

The soft data which this paper discusses are not of much interest to the Sunday papers, as people read the local one (there being only one in each area). It is only in the area around Copenhagen that people can choose between more than one Sunday paper published in their own neighbourhood, and from our editorial research we know that outside the area of the capital it is local matters which have the greatest interest.

In the remaining tables figures are shown first for the biggest daily in Denmark, a popular one in tabloid format, nearly all the copies of which are sold at newsstands, supermarkets etc.

The second column contains figures for a big quality paper which is also published in Copenhagen. The format is broadsheet: it is mainly sold by subscription, and must be looked upon as an omnibus paper.

The third paper is also published in Copenhagen, in broadsheet. It has, however, a much smaller circulation and only few advertisements, together with a rather high copy price. It has many articles on foreign matters, presents many left-wing points of view and is popular among intellectuals and students.

TABLE 2
Interests of readers of four dailies

	<i>Ekstra Bladet</i>	<i>Berl. Tid.</i>	<i>Infor- mation</i>	<i>Hors. Folkbl.</i>
Number of informants	683	286	136	134
	%	%	%	%
<i>Fashion</i>				
Very/rather much	36	33	17	33
Little/not at all	29	35	50	22
<i>Classical music</i>				
Very/rather much	21	52	48	23
Little/not at all	54	24	23	53
<i>Foreign policy</i>				
Very/rather much	47	70	81	36
Little/not at all	25	6	3	36
<i>Local policy</i>				
Very/rather much	59	60	67	51
Little/not at all	13	12	4	12
<i>Comic strips</i>				
Very/rather much	24	11	25	20
Little/not at all	44	68	43	47

Source: Danmark i dag 1982.

The last column show the figures for a typical Danish provincial daily, which is of the omnibus type and in broadsheet.

As mentioned above, through the self-completed questionnaires we also ask about opinions on some social and political matters etc. This is done by statements, again on a 5-point scale too. The questionnaire is constructed so that there are some questions on various interests, then some questions on activities, then some statements to indicate opinions, then we ask about certain other activities, and so on.

TABLE 3
Frequency of two activities. Readers of four dailies

	<i>Ekstra Bladet</i>	<i>Berl. Tid.</i>	<i>Infor- mation</i>	<i>Hors. Folkbl.</i>
Number of informants	683	286	136	134
	%	%	%	%
Used public transport within the last week	63	66	60	48
Have returned a product which was not satisfactory	17	18	28	6

Source: Danmark i dag 1982.

7.7

Measuring qualitative aspects

In **Table 3**, differences concerning public transport are, of course dependent on how the readers live and work — and the three first dailies are all published in Copenhagen.

The great differences found in the second row can not be explained in this way. To some extent they characterize the readers, and when the profile of 'information' described above is remembered it seems quite in order that the figure is 50% higher than those for the two other national dailies.

In the self-completed questionnaire we have many different statements and the more political ones are shown in **Table 4**. Some of the opinions of course are very closely related to the policy as it is perceived in our parliament, through the dailies etc.

However, we also know that people who are

conservative in the real sense of this word are to be found in all political parties. Furthermore, in Denmark as in most European countries, many people read a daily with whose political points of view they do not agree.

From such figures one may get an impression of the readers which could be of great value to the creative people in advertising agencies. It may be of interest to media planners too, both when they are using test areas and in campaigns. And the journalists have also paid great attention to such figures.

It is becoming quite clear that we are able to identify different typologies, related both to what they like and dislike and to which types of problems they have an opinion on at all. Such information can be of great use for media planning in Denmark, and a small but steadily growing interest is developing among editors.

TABLE 4
Opinions among readers of four Danish dailies

	<i>Ekstra Bladet</i> %	<i>Berl. Tid.</i> %	<i>Infor- mation</i> %	<i>Hors. Folkbl.</i> %
<i>DK should leave the EEC</i>				
Agree	48	22	75	24
Disagree	26	62	13	49
<i>The trade unions have too much power</i>				
Agree	50	76	29	71
Disagree	32	13	59	17
<i>Private enterprises would work better if the employees got a share of the profits</i>				
Agree	50	38	76	36
Disagree	24	37	9	32
<i>Employees ought to take part in the management of enterprises</i>				
Agree	48	41	66	32
Disagree	21	30	8	27
<i>Society should punish criminals more severely</i>				
Agree	77	80	16	84
Disagree	14	11	63	8
<i>Nuclear energy should be abandoned</i>				
Agree	59	31	86	53
Disagree	24	51	10	20

Source: Danmark i dag 1982.