INTERNATIONAL MEDIA IN PERSPECTIVE

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Abstract

The average working day across the five survey countries was 10 hours with the majority of businessmen eating their lunch at their desks. Driving to work was the most popular means of transport for the businessmen and evenings were spent in their homes.

The most popular media in terms of usage was radio followed by newspapers although when it comes to time spent with the individual media, television appeared in second place.

Some national variations in terms of media consumption were:

Belgium - Almost three-quarters of the Belgians surveyed watched television, although for the shortest time. The Belgian businessman was more likely to listen to a national radio station on the way to work and indeed listen to any radio station during the morning at work. They also spent the shortest amount of time reading their newspapers.

France - The French businessmen were least likely to be watching television in the evening (63%) and second most likely to watch television in the mornings (13%). They were also second most likely to listen to the radio, after the Germans, but spent the least amount of time listening and were most likely to be listening to news programmes. They spent the longest time reading newspapers and they were the only newspaper readers who read exclusively "national" newspapers.

Germany - German businessmen spent the most time listening to the radio, their preference being for local rather than national radio, with their favourite type of programme being one which included news and music. Magazine readership was highest in Germany as was cable and satellite television viewing.

Great Britain - British businessmen scored highest for television viewing with 31% of them watching for two hours or more. They were also the most likely to read international newspapers and, as well as being the least likely to read a magazine, those that did spent the least amount of time doing so.

Netherlands - The Dutch businessmen were the highest consumers of newspapers in the survey and over half of them read a newspaper in the morning before leaving for work, the highest proportion of the five countries. They were the least likely to listen to the radio and although not the highest viewers of television overall, they did come out top for evening viewing - their favourite channel being Nederland 3.

Introduction

International Media in Perspective (IMP) is a media research study, devised by MJP Carat International, and conducted in June/July 1992. MJP is a media independent specialising in international and centrally managed multi-national media campaigns and is part of the Carat Network - the largest independent media buying/planning company in Europe. By conducting this study MJP also became the first media specialist, or indeed advertising agency, which had taken the initiative of researching the international media in a qualitative study to complement existing quantitative surveys in Europe.

For background, there are two main media research studies existent in Europe - one, the European Businessman Readership Survey (EBRS) covers businessmen in establishments of over 250 employees in 16 European countries as well as businessmen in the Head Offices of banks and insurance companies regardless of size. This is a postal survey and measures average issue readership as well as background information on the businessmen and projects a universe of 273,201. The second study is the Pan European Survey (PES) which covers the top 5% of individuals in 16 European countries - Europe's elite, estimated at 5.7m. It is a personal interview survey with a self-completion questionnaire for additional marketing data. This also measures readership as well as work and leisure related activities.

Both surveys serve the media planners and buyers in our organisation in terms of market and schedule analysis. However, little information exists on how the various types of media fit into the average day of a businessman or woman, and whether there are any obvious variations between the different countries.

Another gap in our information on the media available across Europe was how the English language publications are positioned in the readers' minds, especially if English is not their mother tongue. Most of the pan-European or international publications claim readership amongst Europe's businessmen, but are they regarded as essential reading or just worthy of a passing glance?

We, at MJP Carat, felt these questions needed addressing and so commissioned our own research. Thus our survey objectives were twofold - firstly, to discover more about the role of media amongst a European business audience and secondly to provide a comparative measure of attitudes towards individual English language publications with international circulation.

Survey Methodology

To make the survey as useful as possible it needed to be compatible with both the above- mentioned surveys - EBRS and PES. Thus we, in effect, ignored the medical, government and education sectors in PES and extended the company size criteria to include small businesses not covered by EBRS. The sample was derived using Kompass directories and Yellow Pages according to pre-set quotas in terms of job title, industry type and establishment size. For example in Belgium, where the anticipated sample size was 100, we had 86 specifically designated quotas for the interviewers to achieve.

The survey was conducted by telephone (using CATI - Computer Assisted Telephone Interviewing) during June and the first part of July. In all, 638 interviews were completed across the five survey countries - Belgium, France, Germany, Great Britain and the Netherlands. The results were weighted to correct proportions by country only and not to a given universe.

The first part of the survey took each respondent through the previous working day (that is Friday for Monday interviews) and for each part of the day asked whether they had watched television, listened to the radio or read a newspaper or magazine. Further details on the individual media were then covered providing an overall picture of the average day in the life of the European managers in terms of their general activities and their exposure to media.

This paper covers three basic areas - firstly the everyday behaviour of the businessmen and then his/her consumption of the various media available highlighting national differences and variations. Thirdly, a selection of the qualitative statements used for international media and a possible usage of these results in a quantitative analysis.

A Selection of Results

Overall, 88% of respondents claimed their previous working day was "typical" and 80% spent the day at their normal place of work. Amongst those who had to spend time away from their office, 12% were out in the afternoon and 8% in the morning - the most likely activity being visiting clients or going to another organisation. The highest proportion of businessmen away from their offices at some time during the day were found in France with 18% of their senior and middle managers away from their office.

The average working day for businessmen and women across the five countries was 10 hours (including lunch). The longest working day was in France (10 hours 36 minutes) and the shortest in the UK (9 hours 24 minutes). Chart 1 shows the timing of a typical working day.

Of note is that the average journey time to work was only half an hour and that on average businessmen and women took less than one hour for lunch - the French and Belgian businessmen scoring the highest average time of 54 minutes for lunch.

Travelling to Work

The businessmen's journey to work was considered an important feature in that in most cases it presents an opportunity for media consumption. Over three-quarters (78%) of European businessmen and women travelled to work by car, with the British businessmen most likely to do so (87%) and the respondents in France least likely (66%). Walking to work was the second most popular method especially in Belgium, France and the Netherlands; followed by the metro/tube (see chart 2a). The differences by country may well reflect the relative efficiency of public transport in each of these countries or indeed the status of the respondents in that very senior businessmen may not choose to use public transport.

Chart 2b shows the journey times for respondents. Those travelling by public transport seem to spend the longest time travelling with the British businessmen who travelled by train travelling for one hour 17.7 minutes and by bus for 53 minutes.

There were of course, those who used two or more forms of transport, and they spent longer travelling to work with an average journey time of 53.7 minutes.

Lunchtime

The majority of the European businessmen (27%) ate their lunch at work at a staff canteen or common room which was most popular in Belgium and the Netherlands. Eating lunch at their desks was the second most popular answer overall (22%) and scored highly amongst the British businessmen. Lunching at a restaurant/pub/cafe was most popular amongst the French business community against an average of 20%. Overall a fifth of businessmen took no lunch at all with almost a third of all German respondents claiming to have skipped lunch.

Chart 3a shows the highest incidence of lunch-time venues by country and demonstrates the national differences in that the French were likely to use a restaurant, the Belgians a staff canteen and the British having no better place to eat than their desks!

Evening Activities

In the evening, just over a quarter of all businessmen surveyed spent some time away from their homes, and the most popular activity was going to a restaurant, bar or pub. Other activities included sport and visiting friends and relatives with shopping also taking up the businessman's time in the evening. Chart 3b shows the highest incidence of activities recorded by country showing the German businessmen most likely to be going out eating/drinking and the Dutch taking part in sport.

Also noted amongst evening activities were evening classes (1%), mentioned only in Great Britain and Belgium and going to the cinema - recorded by only 2% of all those who went out during the evening and only by German and Belgian businessmen.

Overall, 73% spent all of their evening at home with the Belgian businessmen most likely to. This naturally provides an excellent opportunity for media consumption!

Demographics

Over three-quarters of the businessmen surveyed were male and their average age was just under 42 years old. The highest incidence of female business people was in France and the youngest business people in Belgium.

The average income of the businessmen surveyed in the five countries was £30,300. The highest earning business people were found in Germany with 21% earning over the equivalent of £55,000. The lowest paid businessmen were found in Belgium - 48% earning under the equivalent of £22,000.

Air Travel

Just under half of the business people surveyed had taken a business trip by air in the previous 12 months with the highest percentage being recorded in Belgium. With regard to the frequency of travel (6+ trips) the Germans scored highest at 44%.

All this is basic background information and helps create a picture of the everyday habits of businessmen in the five survey countries. However, it does have a greater relevance when we examine their media consumption habits.

Media Consumption by Type

Respondents were asked about any media consumed during the previous working day, covering radio, television, newspapers and magazines - and radio appeared as the most popular, followed by newspapers. However when we look at the time spent with each medium (chart 4a) television appears in second place.

With regard to any media consumed on the previous day across the five survey countries (see chart 4b), television was watched most by British businessmen and newspapers read most by the Dutch. Magazines scored highest in Germany as well as radio listening. When examining the time spent with different media, it generally followed that those who consume the most media, spend the most time doing so.

Total Media Consumption by Day Part

As respondents were taken through their working day they were asked about their media consumption during each part of the day and chart 5a shows their exposure to any media and the type of media scoring highest for that time of the day.
When we look at the top performing media by day-part we can see that radio is most popular at home before work and on the way to work - which is not surprising as 78% of the businessmen surveyed drove to work. The fact that television is the most popular medium during the evening is also predictable as 73% of all businessmen spent all of their evening at home.

It is interesting to see however that newspapers play an important role during the morning at work and magazines during the afternoon. There was little variation by country for the following most popular media by day-part although chart 5b shows that consumption of any media before lunch at work varied from the highest score recorded by the German businessmen and the lowest in Britain. Other differences in consumption can be seen during the day except for during the evening when television scores are very similar across the five countries.

Looking at the individual media we also gleaned a further insight into national differences in terms of consumption.

Television

As noted on previous pages, television recorded the third highest consumption level with 72% of all respondents having watched it at some time during the previous day. The variations by country in chart 6a show that the British businessmen watched most TV at 78% and the French the least at 66%. These comparisons vary more when the time of watching television is examined. Overall 97% of television viewers watched TV in the evening and 18% of them at home before work. From the chart we can see that watching TV in the morning before work is most popular in Great Britain followed by France with the Germans least likely to watch before work. This is interesting in that it demonstrates the likely availability of "breakfast television" in the survey countries. In the evening it is the Dutch businessmen who are most likely to be watching TV following by the British and Belgians, which is consistent with the finding that the Belgian businessman was the one most likely to spend all or part of his evening at home.

The total amount of time spent watching television averaged out at just over one hour at 67.7 minutes, with the British businessmen also spending the longest time watching television at 1hr 22mins in total and the Belgians the least at 55mins. The French and Dutch businessmen also spent over an hour watching television and the Germans just under an hour at 58mins.

Amongst television viewers the various times spent watching on the previous day were recorded by country and are shown in chart 6b, also showing that the Belgian businessman is more likely to briefly watch television ie spending less than 30 minutes viewing, and the Dutch businessmen only just behind the British, with 38% watching over two hours.

Overall, 93% of all television viewers watched a national TV station at some time during the previous day and 6% watched some cable or satellite. The highest level of cable/satellite viewing was, not surprisingly, in Germany with 12% watching one of the channels. Viewing of particular stations was included in the questionnaire and the top stations by country (based on all television viewers) were as follows:

Belgium:	BRT (Belg)	(28%)
France:	Antenne 2	(51%)
Germany:	ARD	(64%)
Netherlands:	Nederland 3	(71%)
UK:	BBC1	(79%)

The low figure for Belgium can be explained by the large number of television stations available to the viewers, whereas in the UK there are only four terrestrial channels to choose from.

Radio

Radio appeared as the most popular medium amongst the businessmen surveyed with 87% having listened at some time during the previous day. By country the differences ranged from a low of 78% in the Netherlands to 90% in Germany with France and Belgium following at 89% and 88% respectively. Only 84% of British businessmen had listened to the radio.

The most popular time of day to listen to the radio appeared to be in morning before going to work and then on the way to work - a result of all those travelling to work by car (78%) and Chart 7a shows the national differences. It was interesting to see that 30% of radio listeners tuned in during the evening and 10% listened before lunch at work.

When we look at the mean time spent listening to radio, the five country average was 1hr 13mins and the German businessmen spent the most time listening at 1hr 22mins and the French the least at 1hr 8mins. Amongst radio listeners the amount of time spent listening by country is shown in chart 7b.

For radio too, respondents were asked whether they listened to national or local radio stations and overall 55% of radio listeners had heard national stations and 50% local ones. By country this varied as shown in chart 8a, showing the strength of local radio stations in Germany where there are only three national stations and some 160 local stations and to a lesser extent the UK where there is a similar imbalance between national and local radio availability.

With this data we can examine the highest listening levels by day part and the "peak time" for both national and local radio was when the businessmen were going to work. The exceptions were those who listened at home before work which was the case for local stations in Belgium and Germany and national stations in France.

The types of radio programmes were also covered and half the respondents listened to programmes with a mixture of news and music, 44% just to news programmes and 31% to music only programmes. By country the differences are shown in chart 8b where we see that in Belgium, France and Great Britain it is the news programmes which are the most popular whereas German and Dutch businessmen prefer programmes with a mixture of news and music. However this probably depends on the types of programmes available in each country with the tendency for more news programmes to be aired on national radio stations. Examining the most popular programmes by national versus local radio confirms this with only the businessmen in France showing a preference for music only radio on their local stations.

Newspapers

Overall, 76% of businessmen in the five countries had read a newspaper on the previous day, the second highest media consumption after radio. This varied by country with the Dutch businessmen being the greatest readers of newspapers at 91% followed by the Germans at 87%. French businessmen were least likely to read a newspaper at 59% and just over three-quarters (76%) of British and Belgian businessmen had read a newspaper on the previous working day.

The most popular time of day to read the newspaper appeared to be during the morning at work (50%) followed by the evening (39%) and at home before work (37%). The national difference across the five countries are shown in chart 9a with the German businessmen much more likely to read a newspaper during the morning at work and the British businessmen during the evening.

When we look at the mean time spent reading a newspaper, the five country average was 35.7 minutes with the Dutch businessmen spending the most time reading (43.1mins) and the British the least (30.4mins). The time spent reading by country is shown in chart 9b where it can be seen that more of the French businessmen were spending over two hours reading a newspaper on the previous day and the Belgian businessmen were more likely to spend less than half a hour reading a newspaper. Thus although the French businessmen are least likely to read a newspaper compared with the other four countries, those which do read one spend the longest time reading them.

Also included in the survey was the question as to whether they had read a national or international newspaper. 98% of the businessmen in the five countries claimed to have read a national newspaper on the previous day and 8% an international newspaper. The notable differences by country were that the Dutch businessmen all claimed to have read a national newspaper as well as 4% having read an international title. The highest readership of international titles occurred in Great Britain (18%) followed by Belgium (14%) with none of the French claiming to have read one.

Magazines

Readership of magazines scored lowest of the four media consumed with 49% of businessmen in the five countries claiming to have read a magazine on the previous working day. The variations by country are given in chart 10a, showing that the German businessmen most likely to read magazines followed by the Dutch with the British businessmen least likely to read one.

The most popular time of day to read a magazine appeared to be during the morning at work (60%) and then during the evening (37%) with the national differences also shown in chart 10a. It is worth noting that magazine readership actually scored highest for media consumption after lunch at work (chart 5a).

When we look at the mean time spent reading a magazine, the five country average was 20.3 minutes with the German businessmen spending the most time reading (29.5mins) and the British the least (8.3mins).

For magazine readers the amount of time spent reading by country is shown in chart 10b. It is interesting to see that a higher proportion of French businessmen claimed reading magazines for more than two hours as they did for newspaper readership.

When asked whether they had read a national or international magazine, 97% of the businessmen in the five countries claimed to have read a national magazine on the previous working day and 5% an international magazine - a lower proportion than occurred for newspapers. All countries scored over 92% for national magazine readership and the highest score for international magazines was in the Netherlands (10%) and the lowest in Germany (1%). Also, although the French and Dutch businessmen scored low on readership of international newspapers their scores are higher for international magazines.

International or pan-European publications are often considered by ourselves and our clients to be an effective means of reaching businessmen and up-market consumers across all countries. In the majority of cases it is in addition to national campaigns and their use has been assessed and analysed as valuable. However there was a gap in our knowledge of the relationship of the reader with the publications in question and how important they were to the readers. The second part of IMP addressed this issue.

Respondents were asked whether they had read any of the eleven English-language pan- European titles in the past three or four issue periods. If they had they were asked to score, on a scale of one to five, a series of statements relating to the editorial content, the advertising image and their affinity with the publication.

A maximum of three titles were covered for each respondent and in the event of four titles having been read the computer would randomly choose three for further questioning. For this paper four of the statements have been selected for presentation (charts 11a-d).

Chart 11a shows the mean scores for the publications for the statement "... keeps me informed of events throughout the world". Naturally those publications which are based on current news and events would be expected to perform well in this instance which makes it more surprising that Businessweek and the Wall Street Journal achieve lower scores than the other daily and weekly publications. For the former it may be that it is considered a business and management orientated title as is the case for Fortune and International Management and thus not perceived as a source for current news. However they do all achieve positive scores (above 3) except for Scientific American which is not news or event related.

In Chart 11b the mean scores for the statement "This publication is valuable to me in my work" are shown. Again the more business oriented titles perform well although the International Herald Tribune scores better in terms of valuable to them in their work than it did for its image of senior executive readers. Also Scientific American rises above the average mean score of three. In this instance the news weeklies do not gain a positive score.

One of the advertising related statements, shown in Chart 11c, was "The advertisements (in this publication) tend to be for luxury, up-market items". This shows only five publications achieving a mean score of over 3, being Businessweek, Newsweek, Fortune, International Management and National Geographic. Some of these scores do not necessarily reflect the amount of luxury goods advertising appearing in the publications and it would appear that the image of the publication could be influencing readers and their perceptions of the advertising content.

To answer one of the criticisms of these international titles we asked respondents to score the statement "The fact that this publication is published in English is not a deterrent to my reading it" - except in Great Britain! The mean scores are shown in Chart 11d and demonstrate that for most titles there is no deterrent to the senior and middle management in the four countries. The exception of Scientific American is understandable as their editorial often covers detailed scientific and technical subjects which would include words specific to that discipline.

These and the other statements included in International Media in Perspective have assisted in a better understanding of how the titles are read and readers opinions of them. Overall it was interesting to see that the English language international titles were perceived as an important part of the working day for the businessmen and women in the five survey countries. On the majority of occasions the readers allocated above-average scores for all these titles.

Some of the differences between titles could be explained by their publication frequency ie the known variation in reading behaviour of daily newspapers compared with monthly publications. On other occasions the differences related to the style of publication - business versus general interest. There were however, some results which were intriguing, although in general they were reassuring in that they confirmed the current thinking and understanding of this media sector by MJP.

The majority of titles were not seen to be biased in terms of coverage and viewpoint towards their country of origin although there were some more notable variations in scores across publications in terms of value in business life, where the dailies (Financial Times and Wall Street Journal) performed well, versus the value in their personal life which indicated strengths for the newsweeklies like the Economist, Newsweek and Time.

Having collected this data for all the international titles it was considered a worthy exercise to explore the impact of the data and its potential for affecting our judgments on media and how the data may be used as part of the numerical analysis of media schedules.

As a first step the media were weighted according to their difference from the mean score for each statement - thus if the average of the mean scores attributed to the media for a statement was 3.31 and a publication scored a mean of 3.7 then it would be weighted at a value of 112. These weights were applied to a schedule for further analysis.

The schedules examined for the purposes of this exercise were as follows comparing the performance of the weekly titles on IMP, analysed against the five IMP countries on PES with the exclusions mentioned in the earlier paragraph under Survey Methodology:

	Sch 1	Sch 2	Sch 3	Sch 4	Sch 5
Businessweek	6	0	6	6	6
Economist	6	6	0	6	6
Newsweek	6	6	6	0	6
Time	6	6	6	6	0
Net cover %	21.2	21.1	14.9	20.4	17.6
Av OTS	4.63	3.94	4.42	3.69	4.01

The publications were then weighted according to the first three statements shown in charts 11a-c, that is:

A: Keeps me informed of events worldwide
B: Is valuable to me in my work
C: Advertisements (in this publication) tend to be for luxury, up-market items

The actual weights attributed were as follows:

	A	B	C
Businessweek	96	114	112
Economist	110	110	85
Newsweek	107	91	112
Time	107	68	91

The weighted gross coverage for the schedules was then divided by the unweighted net coverage to provide an "added value OTS" as the following figures show:

	Net Cover '000s	A Weighted Gross	A Weighted OTS	B Weighted Gross	B Weighted OTS	C Weighted Gross	C Weighted OTS
Sch 1	563	2771	4.92	2458	4.37	2531	4.50
Sch 2	561	2391	4.26	2007	3.58	2087	3.72
Sch 3	394	1819	4.62	1506	3.82	1795	4.56
Sch 4	541	2119	3.92	1903	3.52	1848	3.42
Sch 5	467	1984	4.25	1958	4.19	1862	3.99

If these new "added value OTS" results are then indexed on the average unweighted OTS an indication of the added value of the various media combinations can be seen, as follows:

	Av OTS		Index	A		B		C	
Sch 1	4.63	(1)	100	106	(2)	94	(3)	97	(3)
Sch 2	3.94	(4)	100	108	(1)	91	(4)	94	(4)
Sch 3	4.42	(2)	100	105	(5)	86	(5)	103	(1)
Sch 4	3.69	(5)	100	106	(2)	95	(2)	93	(5)
Sch 5	4.01	(3)	100	106	(2)	104	(1)	100	(2)

(Figures in brackets show ranking)

Thus we can see, in column A that for the statement "keeps me informed of events worldwide" the schedules where Businessweek is omitted provides the extra added value, which may be expected as Businessweek achieved the lowest mean score, and therefore lowest weight, for this statement. However it can also been seen that the "added value" is the same for omitting Newsweek or Time or including all four media.

In column B it can be seen that for the statement "valuable to me in my work", omitting Time magazine provides an added value in terms of weighted OTS; and indeed omitting Newsweek achieves a slightly better "added value OTS" than using all four publications (schedule 1).

From column C, covering the statement "the advertising tends to be for luxury, upmarket items" we can see that the exclusion of the Economist would provide a greater degree of "added value" for this statement.

As the figures in brackets show, whereas schedule 1 followed by schedule 3 appeared in top two positions, for statement A this changes to schedules 2 and 1,4 and 5. Similarly, for statement B the top two positions are provided by schedules 5 and 4, and for statement C by schedules 3 and 5. Thus by weighting the gross OTS and providing an "Added Value OTS" the decision as to the "best" schedule choice may vary depending on the statement considered most relevant to a particular client.

This is obviously a simplistic approach to "added value" using qualitative data in a quantitative analysis but nevertheless one which is justified if it helps explain the effect of the publication on the reader. It is a means of examining the impact of the exposure rather than the probability of that exposure. It should be borne in mind that there is no means of calibrating the data in the sense of measuring the effect on learning or any effect on purchasing behaviour. This method simply uses the gross impressions from one survey and weights them to data we have gleaned from a separate study, namely IMP. It also does not take into account the frequency distribution, duplication of readers or the possible difference in values expressed by solus readers or duplicated readers. It is also possible that the structure of readers is different demographically which could influence the results.

It is however an approach we would like to explore further - possibly in future studies with larger sample sizes. In the course of our work at MJP we are often looking at both national and international media and so this analysis can not always be utilised as national publications were not measured in sufficient depth on the IMP survey. The qualitative data from this survey is used, in the majority of cases, as a source of additional information to the schedule analyses and final media choices. Given that the media choice depends so much on the client brief and a variety of other factors it would not be right to suggest that the idea of media weighting will provide definitive answers in all cases. It is however a potential way of using and quantifying qualitative data.

In conclusion, the qualitative data in the IMP survey will have applications for stimulating interest in the international press sector and allow for a more subtle approach to detailed media planning. It will also greatly assist in justifying the inclusion or deletion of a title from an advertising schedule and especially in confirming, and sometimes challenging, media planners' perceptions of some of the titles. Overall, it has been a very worthwhile exercise for MJP Carat International and for our clients, who have benefited significantly from our additional research knowledge.
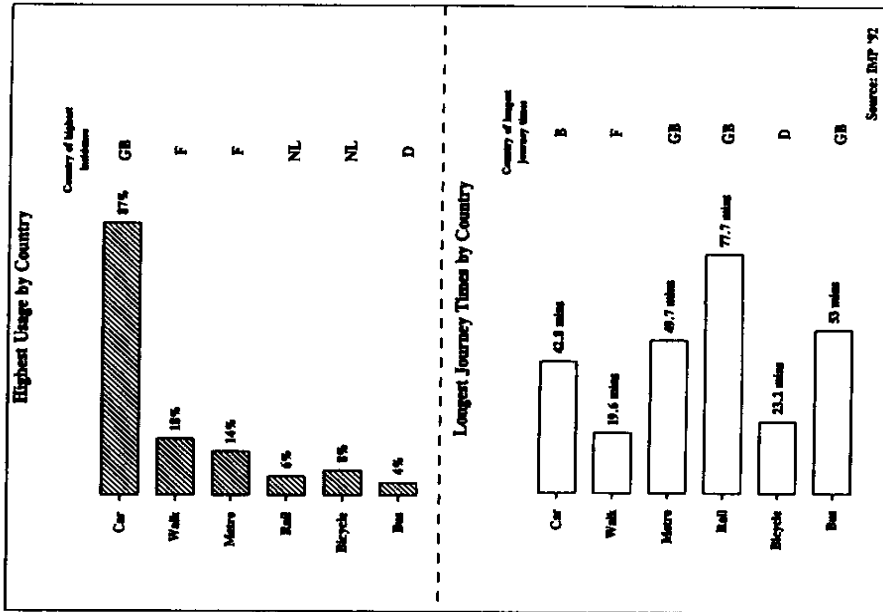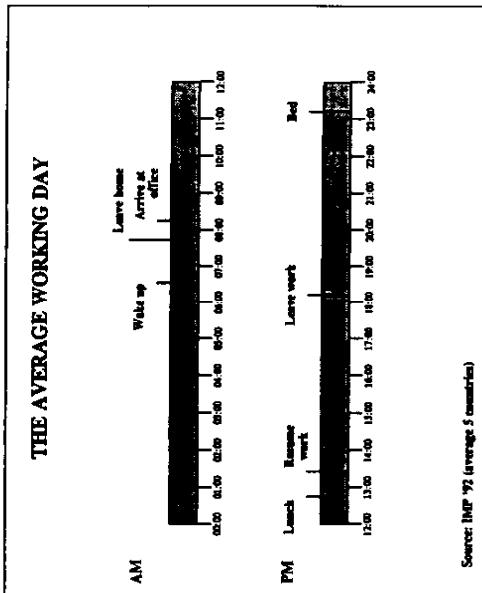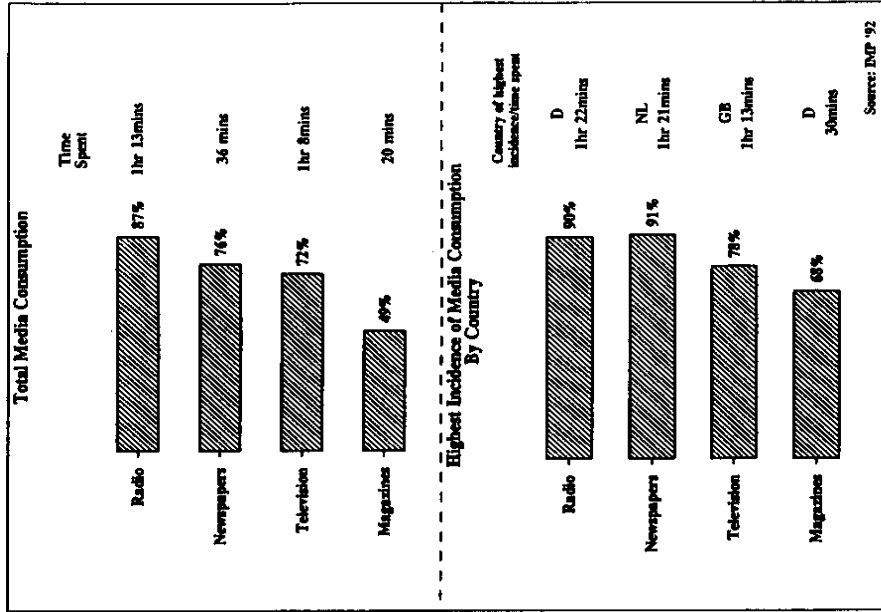
TRAVELLING TO WORK

Chart 2a

Chart 2b

Highest Usage by Country

Mode	Usage	Country of highest holders
Car	17%	GB
Walk	18%	F
Metro	14%	F
Rail	6%	NL
Bicycle	8%	NL
Bus	4%	D

Longest Journey Times by Country

Mode	Time	Country of longest journey times
Car	42.3 mins	B
Walk	19.6 mins	F
Metro	49.7 mins	GB
Rail	77.7 mins	GB
Bicycle	23.3 mins	D
Bus	53 mins	GB

Source: IMP '92

Chart 1

THE AVERAGE WORKING DAY

AM

Wake up   Leave home   Arrive at office

02:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00 12:00

PM

Lunch   Resume work   Leave work   Bed

12:00 13:00 14:00 15:00 16:00 17:00 18:00 19:00 20:00 21:00 22:00 23:00 24:00

Source: IMP '92 (average 5 countries)

MEDIA CONSUMPTION

Total Media Consumption

		Time Spent
Radio	87%	1hr 13mins
Newspapers	76%	36 mins
Television	72%	1hr 8mins
Magazines	69%	20 mins

Chart 4a

Highest Incidence of Media Consumption By Country

		Country of highest incidence/time spent
Radio	90%	D 1hr 22mins
Newspapers	91%	NL 1hr 21mins
Television	78%	GB 1hr 13mins
Magazines	68%	D 30mins

Source: IMP '92

Chart 4b

LUNCH/EVENING ACTIVITIES

Where Ate Lunch

Highest incidence by country:

		Country of highest incidence
Restaurant	38%	F
Staff Canteen	38%	B
At desk	38%	GB
At home	23%	F
No lunch	33%	D

Chart 3a

Evening Activities

Highest incidence by country:

		Country of highest incidence
Restaurant/bar	45%	D
Sport	38%	NL
Visiting friends	35%	F
Shopping	16%	B/F
Theatre	14%	D

Based on all those spending some/all of their evening away from home.

Source: IMP '92

Chart 3b

TELEVISION - TIME OF DAY/TIME SPENT

Chart 6a

TV Viewing by Time of Day

TV - Time Spent Watching
(Base: All TV viewers - 72%)

Source: IMP '92

Chart 6b

MEDIA CONSUMPTION

Chart 5a

Media Consumption by Day Part

R = Radio ; T = Television
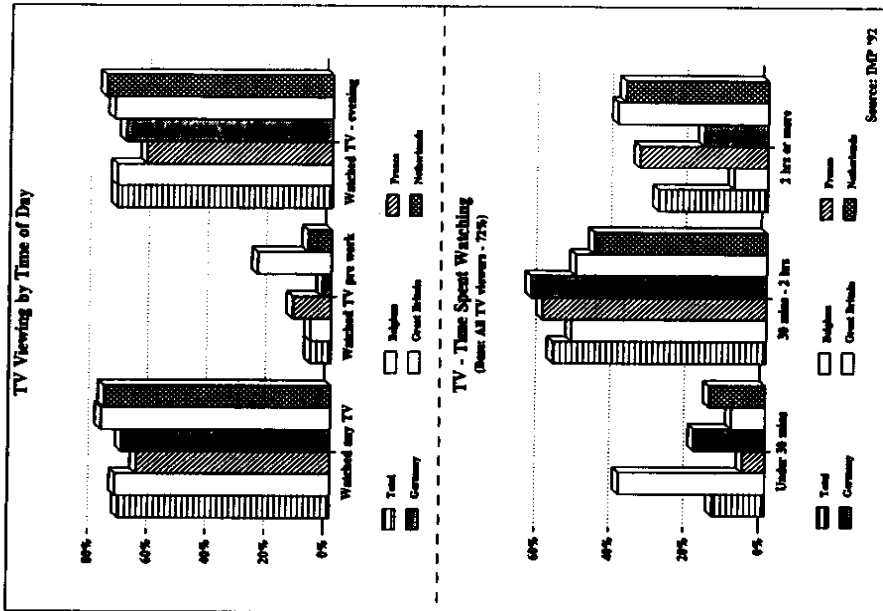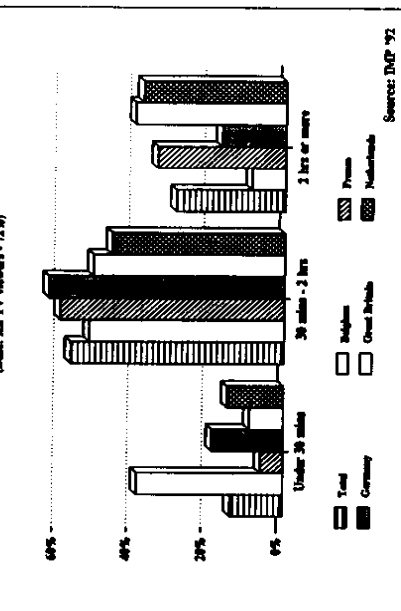N = Newspapers ; M = Magazines

Media Consumption by Day Part

Source: IMP '92

Chart 5b

RADIO - TYPE OF CHANNEL/PROGRAMME
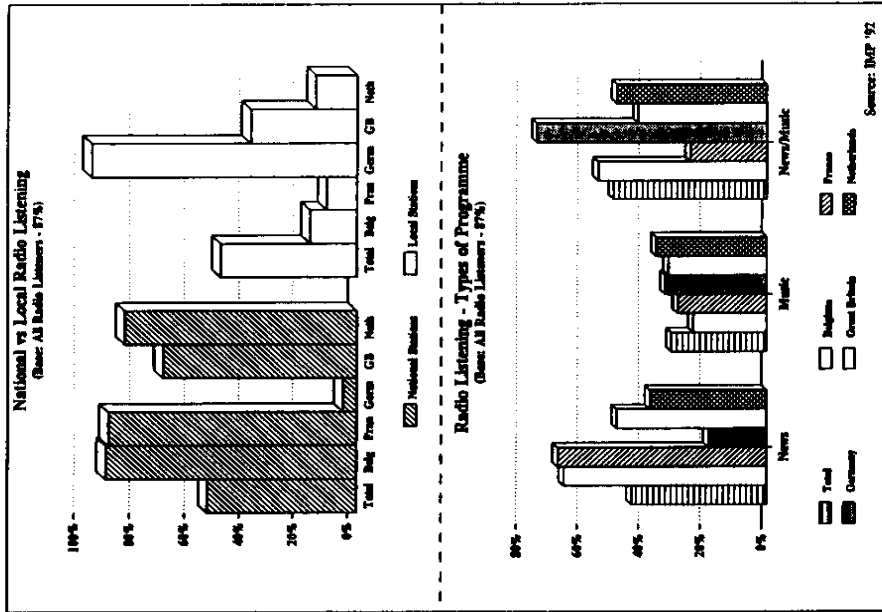
RADIO - TIME OF DAY/TIME SPENT

Chart 8a

Chart 8b
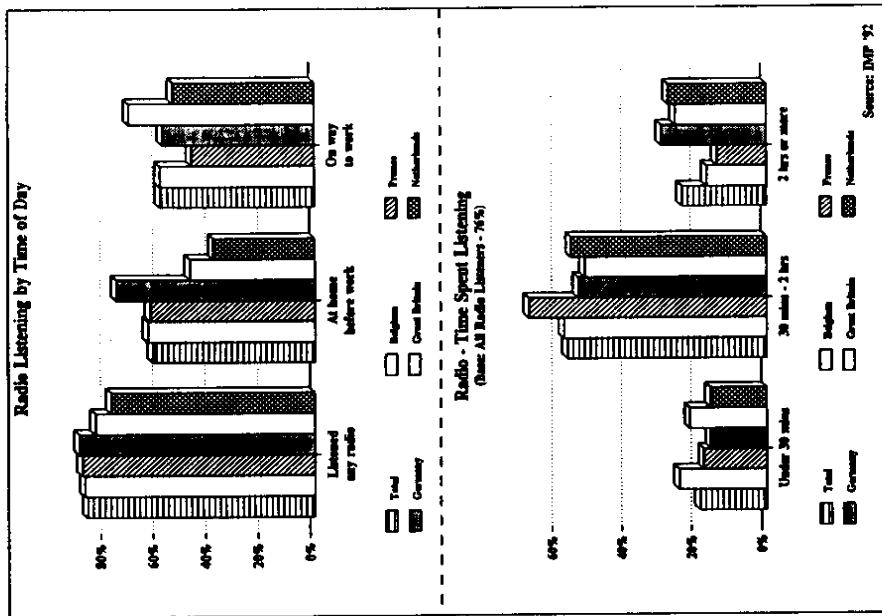
Chart 7a

Chart 7b
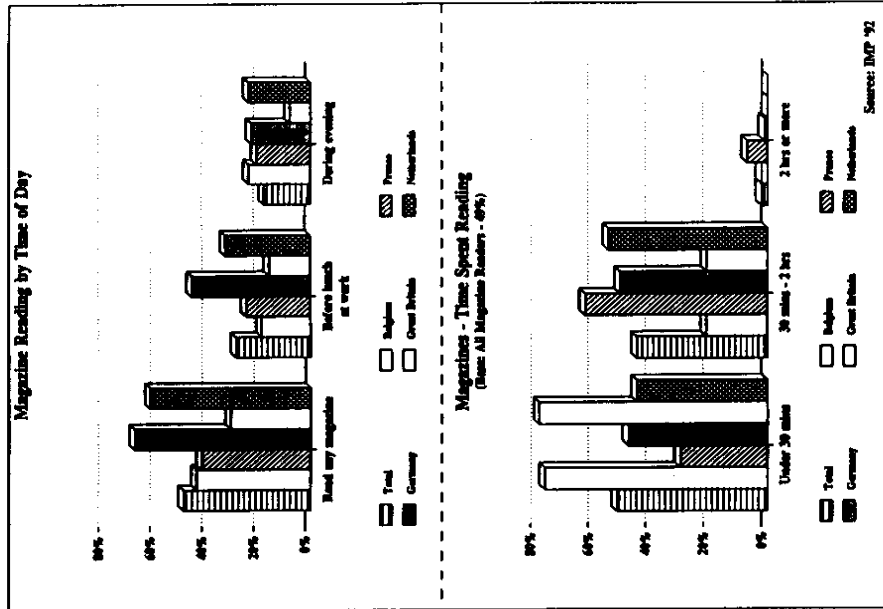
MAGAZINES - TIME OF DAY/TIME SPENT

Chart 10a

Chart 10b

NEWSPAPERS - TIME OF DAY/TIME SPENT

Chart 9a

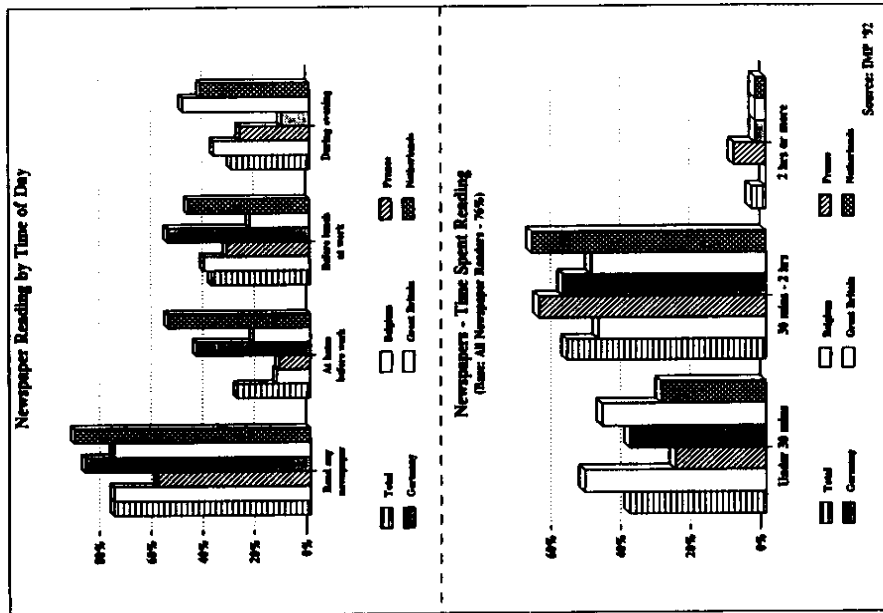Chart 9b

QUALITATIVE STATEMENTS
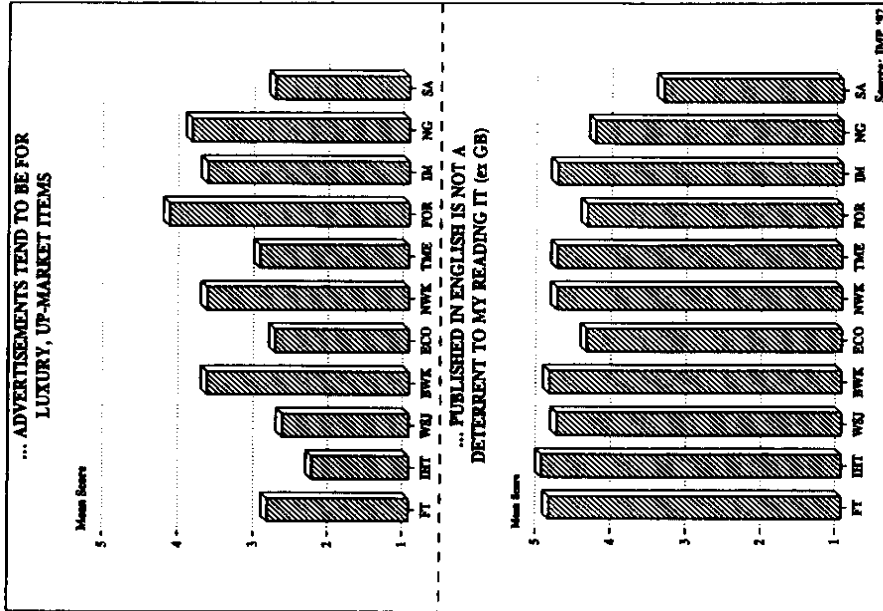

... ADVERTISEMENTS TEND TO BE FOR
LUXURY, UP-MARKET ITEMS

Chart 11c

... PUBLISHED IN ENGLISH IS NOT A
DETERRENT TO MY READING IT (ex GB)

Source: IMP '92

Chart 11d

QUALITATIVE STATEMENTS

... KEEPS ME INFORMED OF EVENTS
THROUGHOUT THE WORLD

Chart 11a

... VALUABLE TO ME IN MY WORK

Source: IMP '92

Chart 11b