QUALITY OF REACH: RESEARCHERS' HEADACHE, PUBLISHERS' HEARTACHE AND PLANNERS' TOOTHACHE

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Introduction

Between 1987 and 1991 SUMMO, the Dutch joint industry organisation for multi media research, attempted the progression from medium reach to advertising reach. A desk research study and a field study were carried out, but were never reported to SUMMO-members in full. In 1991 a full scale experiment was decided on, to establish the "quality of reach" among readers (viewers/listeners) of all media included in the SummoScanner readership survey.

In this paper the history of this survey will be described, including the discussion prior to choosing the survey design. The survey design presented is unique: a postal survey using personalised questionnaires concerning a selection of the publications read by respondents. The selection was based on the reading frequency data of the interviewee. As a consequence the *quality of the average readership* of the media could be measured. Some results will also be specified.

In the following paragraphs, attention will be paid to possible uses of the data and the reception of the survey in the Dutch media market - still following a wait and see policy, partly caused by the low key presentation of the survey by SUMMO. Finally a review of future prospects will be presented.

BACKGROUND: THE SEARCH FOR ADVERTISING REACH

When SUMMO started in 1985, two main objectives were formulated:

1.   to provide an approved standard for multi media research

2.   to improve media research by not confining it to audience measurement on the basis of vehicle reach, and proceeding to the search for contact probabilities as regards advertising space.

The first goal was soon satisfactorily met. All the major parties involved in the buying and selling of advertising space accept the SummoScanner as the single standard for printed media. Notwithstanding the fact that the CATI-FRY method for measuring average issue readership has needed some adjustment in recent years - a process that has not yet come to an end - there has seemed to be no major questioning of research results by the users. On the contrary, members of SUMMO seem reluctant to accept further changes.

SUMMO's second major objective - to advance in the direction of advertising exposure probabilities - proved much more difficult. This was not solely caused by the considerable methodological problems involved. There were also very divergent views within the Technical Committee of SUMMO itself about the route to be taken. At times it proved very difficult to make any progress at all. The magazine publishers in particular, feared advertising exposure measures as a rather arbitrary reduction of their current reach figures. A reduction not welcomed in the light of increasing competition with television.

Nevertheless, in 1992 the SUMMO study 'Quality of Reach' was published. We shall give a brief sketch here of the studies and experiments preceding it, and of the choices that have been made.

Everything began well in 1986 with a highly praised literature study by Fred Bronner. On the basis of this study, the concept of "open eyes in front of advertising" was accepted as the objective to be aimed for. The measurement of "open eyes .. " would provide a promising currency for comparing different media and media types.

For print media the copy test method was recommended as the most feasible.

The following question was how to link the copy test directly to the SummoScanner, and so provide a direct measurement of the number of advertising page exposures the average issue readers were subjected to?

Yesterday reading is a basic element in the readership measurement of the SummoScanner

. So the idea was to re-interview a reader within a couple of days and, by means of a copy test, register the page openings on the reading day claimed. If respondents were able to do so, this copy test of a random reading day would solve a lot of the problems of the traditional copy test-method:

- The selection of respondents would not be in favour of regular readers (as is mostly the case in copy tests).

- the memory-interval would be equal for all media.

- by multiplying by the number of reading days, it would give a solution for the measuring of multiple page exposures.

But the respondents were not able to do so.

This was the conclusion of a pilot, conducted by the Veldkamp research agency in 1988. Reading behaviour was observed in an experimental setting (a waiting room situation), without the subjects being aware of this. Two or three days later the copy test was conducted, with several variations.

The main conclusions were:

- Copy testing by a questionnaire sent through the mail proved superior to face to face testing, probably due to a smaller social bias.

- The consistency scores between observed page openings and claimed page openings were very low, 62% for editorial pages and 55% for advertising pages. (which is hardly a better score than random answering).

- Under-claim accounted for three quarter of the inconsistencies, one quarter was over-claim. This was more or less the same for editorial and advertising pages.

- A two day interval proved no better than a three day interval.

- Respondents with only one reading-instance (observation) did no better than those with more reading moments.

- There were considerable differences between media in these inconsistencies.

Exit, therefore, the direct measurement of page exposure by means of copy testing linked to the SummoSca nner.

The next route to be explored by Summo, was the indirect measurement of page exposure. It was hoped that some general indicators might be found which could be easily incorporated into the SummoScanner, giving a reliable indication of the exposure quality. This approach would be more or less in line with the German method.

This resulted in the pilot research " Quality of Reach" in 1990. In a small scale research (5 magazines and two daily newspapers), the predictive value of a large number of qualitative indicators was tested. Almost 50 different qualitative questions about reading behaviour, reading circumstances, affinity and involvement with the medium, use of advertising etc. were selected.

The copy test method was used as validating instrument. Although doubts had risen about the validity of the copy test method, it was felt that the copy test method could well serve the purpose of discriminating between good and bad indicators for page exposure. So, put simply, the copy test results were used in a multiple regression analysis as the dependent variable, and all qualitative questions had to prove themselves as indicators of page exposure. May the best win!
The results of this research were encouraging in one respect. In line with other research in this field, we also found that page exposure probabilities could be predicted reasonably well with qualitative indicators. As regards newspapers, the best predictor was a combination of the following four indicators:

*   thought appealing to read
*   would miss it
*   useful advertising
*   number of pages looked at

For the magazines, we also found four, albeit different, indicators:

*   contains interesting articles
*   pays attention to advertising
*   number of pages looked at
*   thoroughly read

The multiple correlation coefficients were .60 and .58 respectively.

Although the study confirmed our belief that qualitative questions are useful in assessing page exposure, it also raised serious doubts about the procedure. Should we strive to incorporate the four questions in the SummoScanner and use regression weights for calculating the estimated page exposure levels? We decided not to do so for several reasons.

Firstly there were practical objections. Incorporation of four extra questions for each title in the SummoScan ner would burden the respondents too much. But there were also more basic doubts:

-       how far should we go in finding the best predictors for all the media?

-       holding the predictive variables constant, as was done in the test for magazines and newspapers, we still found title differences in the regression weights. How far should we go in assessing title-specific regression weights?

-       how satisfied can one be with an explained variance of 25% between the predicted copy test-values and the measured copy test-values.

-       how sure could we be of the copy test results? We had still not forgotten the disappointing results of our 1988 experiment.

-       using regression formulas would mean that copy test results would be used as a calibration instrument. How should we then compensate for the frequently demonstrated underestimation of advertising pages in copy tests. The solution chosen in Germany - i.e. using the copy test results for the editorial pages as the value for advertising pages- may seem attractive. But we found in our preliminary experiment with 5 magazines, that the actual viewing of advertising pages was 17% less than editorial pages. And that was by taking an exposure time of only one second as the norm for viewing.

Essentially, however, the following opinion prevailed. Even if a major effort, including on the financial front, was made to overcome all the difficulties, where would that lead to in the end? If we were successful, we could of course introduce a new currency into media planning, i.e. page exposure probabilities as a weighting factor for reading probabilities. That would be a commendable achievement indeed.

But taking our experimental results up till then into consideration, the question remained: could it ever become an accepted standard instead of a seriously debatable one? And suppose it was accepted, what

difference would it make to the practice of media planning. After all the differences found in page exposure between media did not seem that impressive. This in contrast with the variety of differences we found between the media on the qualitative measures used.

Measuring page exposure tends to suffer from the same problem as measuring average issue readership in general: every (eye)contact counts as contact, however short or superficial it may have been. This requirement imposes such (unrealistic) demands on research methods, that it has a tendency to paralyse the progress of media research in other directions and in adressing new questions.

A method for measuring average readership which had never been questioned had to be sorted out first; thirty years on, it is still unsatisfactory. How long will developing an acceptable standard for the measurement of page exposure then take?

In the process of choosing media types for a campaign and also in the selection of titles, it is not only the "mere numbers" that count. Page exposure could provide a new currency, but it is still a mere number. What does it tell us about differences in communication capacities between media? Qualitative differences are not only seen as influencing the exposure probabilities, but also the impact quality, and widely used as additional arguments in media selection. This kind of information is usually provided by publishers. But then the choice of variables is naturally biased in favor of the supplier of this kind of data. In the pilot, the differences we found between media covering a wide range of questions appeared intrinsically more interesting than the copy test. It was so interesting, that publication of the study was withheld by Summo.

This was the origin of the "Quality of Reach" project as presented here.

So instead of trying to boil the quality scores down to a sort of pseudo page exposure, we felt it would be better to first assess the quality of reach on a full scale basis. Quality of reach in the real sense of the word is in essence a multi-dimensional phenomenon, but all media have their different strengths and weaknesses.

The objective aimed at by SUMMO was to produce research, providing quantitative information to support the qualitative evaluation of the media in a broad sense.

As a result of the considerations and findings in the previous pages, six conclusions were formulated. They were to be design guidelines for the study:

1.   The criteria for judging the communication capacity of media must be derived from the communication goals of the advertising campaign.

2.   Quality of reach is a multi-dimensional concept

3.   Strengths and weaknesses of media can be found in very different dimensions.

4.   A single weight, constituting the "quality" of a medium, is undesirable.

5.   A large number of qualitative dimensions should be measured to delineate all aspects of a medium's quality.

6.   All media measured in SummoScanner should be included in the study.

The set up for this study should fall within each of these guidelines, give results on an individual basis for (nearly) all media included in the SummoScanner, and cost no more than 140.000 guilders.

SURVEY DESIGN: THE QUALITY OF REACH STUDY (QS)

1. Postal Survey

In view of the limited budget, solutions were looked for in the direction of postal self completion question-naires. Postal surveys tend to be cheaper and our experience with the Target Group Survey (DGO), which is also a postal survey is very positive: 73% response is achieved on average, the response being of excellent quality. Main factors contributing to the success of the DGO are: attractive lay out of questionnaire, attractive (though inexpensive) present, and several postal and telephone reminders.

Deciding to use the self-completion method made it possible to include many different dimensions in the questionnaire.

2. Personalised questionnaire

The design for the study was new in the sense that techniques from personalised direct marketing were used for the printing out of questionnaires.

3. Re-interviewing SummoScanner respondents

The link with the SummoScanner interview was essential: after the respondent had been asked to cooperate in a further, postal survey, a list was made of the media this respondent claimed to read. In this way a personalised questionnaire could be printed out, containing questions solely on the media the reader did in fact encounter.

4. Selection of titles read

In fact, a respondent was not required to answer questions on all the media he or she ever reads. A selection of titles was made from the individual's media list (which could contain up to 40 titles). Two possible procedures were considered:

*   random selection of titles up to a certain maximum

*   weighted selection of titles according to the frequency of reading

The advantage of the first option is clear: the total readership of a publication can be described afterwards. The disadvantages are also clear: The validity of answers from infrequent readers can be disputed, since someone glancing through a certain magazine in the dentist's waiting room some time ago, is not likely to have a detailed opinion of it. Furthermore, the results of certain publications may be heavily depressed as a result of a relatively large number of infrequent readers.

On the other hand, omitting infrequent readers is not at all satisfactory, since a variable part of average issue readership is made up of infrequent readers.

5. Quality of average readership

A weighted selection procedure was therefore developed. Effectively the sample for each publication was similar to AIR as far as the profile of the reading frequency was concerned. This was done by means of weights attached to each frequency class: a 3 in 6 reader of a certain publication was given a 50% probability; one in two of these people found this publication included in his or her questionnaire.

Up to 10 titles were included: each title having one printed page of questions, and each question mentioning the title of the publication that was the subject of that page.

6. Printed media plus audio visual media

In addition to the separate pages concerning the printed media, two pages containing questions and statements describing handling of and attitudes towards television viewing, radio listening, the use of yellow pages, visits to cinema, etc. were included in the questionnaire.

Fieldwork

In November/December 1991 2,992 people in the SummoScanner were asked to cooperate in the postal follow-up survey. This is standard procedure for three quarters of the year while the fieldwork for the DGO (Target Group Survey) is done. The personalised questionnaire for the Quality Study was added to the DGO, considered the primary survey by SUMMO; the Quality Study should and did not interfere with the DGO-response rates.

Within five weeks almost 2,500 questionnaires were returned, of which almost 10% were not completed to satisfaction. Several difficulties occurred: in some cases it was not the initial respondent who filled in this questionnaire. In over 100 cases people had decided to return the Quality Study questionnaire, but had failed to complete the DGO-questionnaire, in which case the were not included in the sample. And of course in some cases too many questions were not ticked).

The net sample consisted of 2,243 respondents, a response rate of 75%. This sample was largely representative of the original sample, with the marginal note that a relatively higher AIR was found. The cause of this effect was found to be the falling out of relatively less active people, reading fewer publications.

As was our objective, the readership of all 172 publications was effectively reproduced. On average, each respondent answered questions for 7 printed titles. The number of cases, in total 15,000, for individual publications varied between 800 and 22. The net samples of regional newspapers were often very small and should be considered together.
See Table 1.

Since the study was not meant to reproduce AIR figures the relative over- or underestimation of titles was of no great consequence.

All data gathered for each respondent, be it SummoScanner readership data, DGO target group information or QS quality of readership data, were linked together for analytical purposes. In this way interdependencies could be traced and calculated.

Questionnaire

There was a separate questionnaire for printed and for other media.

Exactly the same question wording was used for each printed medium, except for inserting the relevant title. This was done by computer print-out, programmed with readership information on the individual.

Topics of the audio visual media questionnaire:

* preferences for radio and tv programme categories

* attitudes towards radio, tv, cinema, etc.: 21 items

Topics of the printed media questionnaire:

* place of reading
* reading intensity
* time of reading
* attitude toward publication (17 items)
* general opinion (marks between 1(low) and 10(high))

The questionnaire design was originally based on the questions Veldkamp had tested in the preliminary study, calibrated by means of copy testing. However, the question wording had to be adapted to fit in a self completion questionnaire, relating to the usual behaviour of the reader instead of the last reading instance of

a specific copy of the publication. As the result of an inventory of participants wishes many of the traditionally used questions and statements were included in the final version of the questionnaire.

It was decided to use the same questions and statements for all printed media, regardless of the fact that different interpretations are liable to be made for different media groups. Still it was judged preferable to use exactly the same wordings, in order to avoid discussions concerning the interpretation of differently worded questions and their answers.

Even though we originally used some of the questions that were tested by Veldkamp, no relationship exists between the two studies. There are several reasons for this:

1.   There was strong opposition to the calculation of single weights, since the correlations between copy test results and single or combined questions to readers concerning their reading intensity were quite low.

2.   It was also felt that some aspects of the quality of the media could not be measured, even though there is no clear evidence that these aspects are less influential on the effect of advertising.

3.   Question calibration and validation on a large enough scale to satisfy all the participants was not feasible.

4.   Question wordings used by Veldkamp related to "the issue last read", while in a postal survey the question must refer to the usual behaviour of the reader.

The questionnaire was designed to take into account the interests of all the parties involved. It has therefore the characteristics of a "something for everybody" product. In some ways this complicates the use of the data. On the other hand, it does comprise an interesting analytical tool for the media market.

RESULTS

A. Audio visual media

The first part of the questionnaire aimed at measuring people's preferences for programme categories. SummoScanner has recently started measuring the average reach of programme categories, so it is helpful to be able to compare people's preferences and their actual behaviour.

From 18 categories of tv-programmes and 11 categories of radio-programmes, 7 factors were found through factor analysis, showing strong interaction between certain groups of programmes. In the chart below the composition of the factor Dutch entertainment programmes is shown:
See Table 2.

By means of a second factor analysis, we were able to define groups of respondents who could be characterised as "cinema lovers", "advertising fans", "selective listeners/viewers", "loyal tv-viewers".

Some correlations were found between the preferences established in the first and the second analysis. Loyal tv-viewers are often lovers of Dutch entertainment shows. Selective users prefer to watch sports programmes, and films and advertising fans prefer to watch teens/twens entertainment programmes.

B. Printed media

The major part of the survey consists of the reading of daily newspapers and magazines and the attitude towards these publications.

i) Reading Behaviour

Reading behaviour is split into four variables: reading place, part of publication read, reading versus flipping through, and time of the day.

On average people read their newspaper and magazines at home. The level of this figure is of course related to the fact that infrequent readers are only a small part of the sample, as regards their relative importance to the level of AIR. Many of the readers we interviewed are subscribers or frequent buyers of the publications. **See Table 3.**

Reading intensity is found to be quite high, but differences can be established between groups of publications. In the table below, intensive readers are defined as those who read or glance through all of the issue, or read the greater part of it.
See Table 4.

Within groups some variance was found between titles: intensive readers of Visie (rtv guide based on religion) took up 82% of all average readers, while only 53% of the average readers of TROS Kompas scaled themselves as intensive readers.

The moment of reading is especially interesting in the case of daily newspapers. The clear difference between morning and evening papers is that morning newspapers are read at different moments during the day, but evening newspapers are seldom read the next morning.

ii) Attitudes towards the publications

Concentrating on printed media, some of the most interesting findings of the study are the result of factor analyses. Some 21 statements were used to find three factors, illustrative of the attitudes of readers towards their media.

Attachment to the publication

The first factor, composed of 5 statements and.the two reading intensity questions, illustrates the bond people have with the publication. The items included are: faithful to the publication; looking forward to new issue; attachment to the publication; taking your time reading it; many interesting articles in the publication. Also included were: part of the issue read, and reading vs flipping through.

For all types of magazines we found that women are more closely attached to the publications they read. This is true for women's weeklies and glossy magazines, as well as for rtv-guides and opinion weeklies. It is also clear that older people on the whole are more closely attached to the media they read.

Correlations were found between the place of reading and the publication bond as is shown in **Table 5.**

Strong correlations were found between the attachment to the publication and the source of copy, and reading frequency and reading intensity. Subscribers and intensive readers score mostly above average for the factor "attachment to the publication".

Susceptibility to advertising

Several statements related to advertising in the publication and the attitudes towards the advertising: does one pay attention to the ads; would the publication be of less interest if there were no ads in it; contribution of the publication to purchasing information; etc. These items contribute to the second factor, concerning what we called susceptibility to advertising. This name indicates that the role of the respondent and his or her attitude toward advertising in general has influence on the questionnaire results.

On average a score of 2.6 is quite low on a five point scale. Higher rates are found for glossies, regional dailies and free shop magazines. This indicates that in most publications, advertising is regarded as "a necessary evil", not looked upon as essential to the medium. In the German Page Exposure program it was shown that in comparison with their observed behaviour, the reported advertising page contacts were drastically underestimated. In this column we would expect the level of the scores to questions concerning advertising to be depressed as a result of low awareness of the actual behaviour toward advertising.

Of course differences can be found between the scores to separate questions. In the next table the average of 2.5 is broken down very differently for national dailies and for women's weeklies.**See Table 6.**

As with the publication attachment, we again find that women have a slightly more positive attitude toward advertising in their media, especially in women's weeklies, but also in daily newspapers. Women seem, on the whole, to be more interested in advertising than men. The correlations between the susceptibility to advertising and the place of reading is once again quite strong, especially for dailies:See **Table 7.**

Subscribers and intensive readers are in fact aware of the use of advertising in the magazines they read. Which is, presumably, one of the reasons they in fact subscribe!

Perceived value

A number of statements give insight into the generally perceived value of publications, as reported by their readers. Statements concerning credibility, uniqueness, value for money, etc. and the mark given, contribute to the factor we called "perceived value". On average people are quite positive: 3.5 to 3.8 for the different media types on a 5pt scale.

Interdependencies between factors

The factor scores used in the above mentioned examples are recalculated by summing up the results of the separate items making up the factor. A consequence of this procedure is that the scores are no longer independent. Yet some interesting conclusions can be drawn from the relations existing between the factors "perceived value" and "susceptibility to advertising".

In the first graph a number of media groups are depicted; in the second graph the group "women's weeklies" is shown separately. The axes of each graph are defined by the results of the media shown, so the two graphs cannot be put together.

Chart 1. Relationship between Factor 3. Perceived Value
and factor 2. Susceptibility to advertising; media groups

Chart 2. Relationship between Factor 3. Perceived Value and
factor 2. Susceptibility to advertising; Women's weeklies

As is shown there is no linear correlation between the perceived value of media and the susceptibility to advertising in these media by their readers in general. A stronger correlation is found within the group of women's weeklies: the reported susceptibility to advertising is higher when the perceived value is higher.

REPORTING

SUMMO has opted for a "low key" presentation of the study; it is intended as a study of the potential of measuring quality of reach as a multi-dimensional variable, by means of a postal survey.

The written report did not contain a full interpretation of the results, but aimed at giving some examples of possible uses of the survey. Data were supplied, but SUMMO left software development to the users.

In the following paragraphs attention will be paid to possible uses of the data, and the reception of the survey by the Dutch media market. A number of cases will also be illustrated.

USES OF "QUALITY OF REACH"

The "Quality of Reach" study does not lend itself to any standard application. First of all it is important that the study gives insight into the range of difference in the use and appreciation of editorial content and advertising between the different media. What tools does the user now have at his or her disposal?

1. SUMMO publication

The "official" publication contains a complete listing of how all the individual media scored in the different questions, as well as the three factors constructed. So for the purpose of providing qualitative argumentation and information in addition to the mere reach figures of a medium, the Summo publication on its own will be of great help.

2. Cebuco publication

SUMMO's low key presentation implied that direct comparisons between media-types were avoided for the most part. Cebuco, the Dutch Newspaper marketing organisation, was eager to fill in the gap left by SUMMO. They published their own publication: "The Quality of Newspapers", a sort of illustrated version of the results, comparing 10 different media-types. They did it to emphasise the point that dailies scored the highest ratings in virtually all quality aspects.

3. SPSS data files

For users who wished to make their own analysis of the research material, the full data set in SPSS format could be obtained from Inter/View. Added to this data file were about twenty standard socio-demographics, derived from the SummoScanner.
Three data sets were delivered:
1.   full data on audio visual media (n=2,234)
2.   data on printed media on case level (n=15,107)
3.   average results for media included (n=118)
Twelve participants made use of this opportunity, mainly publishers and media-bureaus.

4. Full combined data set on mainframe

A new application recently became available for users of the mainframe facilities of RCC/IVEV. The full combined data set of Quality of Reach, SummoScanner and Target Survey came on line with a newly developed computer program. This makes it possible to make rankings for selected media and all the desirable target groups for all the single quality indicators.
An index is added per medium, which shows the difference in quality score between the selected target group and overall readership of a publication. An example output is given in the appendix. The results of such an analysis can be used as medium weights in full scale rankings and evaluations. But this is not an automatic procedure. The user has to do the calculations and input by himself.

5. Weights in Telmar

The users of Telmar, delivered by the Media Institute, now have at their disposal nine additional media-weights in the SummoScanner. These weights are derived from the three general quality factors Inter/View has deduced, and are separately calculated for males, females and the total sample.

6. Indirect weighting by means of reading frequency

In the SummoScanner telephone interview, two qualitative questions are already asked of all readers of a publication, namely the frequency of reading and the way of obtaining a number. Analysis shows that there is often a strong correlation between these measures, and qualitative indicators like attachment and perceived value. To give an impression of the relative differences involved, we refer to the table. The average score on general attachment is here set to 100 as a basis. **See Table 7a.**

In principle, this allows reading frequency scores to be used as a basis for the application of personalized medium weights, provided the software is equipped to do so. This is already possible with the Cebuco Media Software, recently developed by RCC/IVEV in cooperation with Cebuco.

RECEPTION OF THE SURVEY

Even though the Quality of Reach study must be regarded as an experiment in testing the potential of measuring Quality by means of a postal follow-up survey, a secondary requirement was to provide a full data set for all media included in SummoScanner.

As described, this data set was made available in different ways by several participants. In february 1993 we made an inventory of the uses made of the survey by the different parties.
Very diverse reactions are found among different groups of members, some of which we have depicted in the chart below. **See Chart 3.**

The use of the QS data is not completely straight forward, which is certainly a factor complicating the acceptance of the study. As some of our informants stressed, it is always very difficult to get media planners to use a new survey, particularly if it is not available in the standard software. This is true even for surveys done by the agency itself. The case for QS is even more difficult: the interpretation of the results is also complicated, since the implications of the items used seems to be different for different media. Instead of using the information as a contribution to a discussion on the quality of different media, it would seem that the market is still reluctant to use the survey. It should however be remarked that members are not yet fully acquainted with the data.
Advertisers find it useful to be able to compare campaign goals with the strengths of the media, both on a strategic level and on the level of title selection. It is customary, however, to leave this task to the agency, and allow it to take the initiative in employing qualitative data for this purpose.

Publishers have ambiguous feelings about the survey: the data are interesting to newspapers for both advertising marketing and editorial uses. Regional newspapers especially, were quite pleased with the survey, which supplied the publishers with some results strongly beneficial to their publications.
Magazine publishers on the whole have a different view. From the outset VNU/Admedia was not pleased with the plans developed within the SUMMO committee. The strategy followed at the moment by Admedia is very different from the generic approach of SUMMO, and is directed to stressing the different purposes of the different publications for the same reader at different moments. In line with this strategy, it was decided not to adopt the SUMMO Quality Study within the VNU organisation.

Other publishers too, find it hard to interpret the results of this study, since their own survey findings for their publications do not always confirm them. SUMMO is going to look into some of these differences.

The criticism is also heard among publishers that it is very difficult to know what the respondents interpretation was of the (similarly worded) questions for completely different media groups. Although this criticism should be taken seriously, it must be pointed out that this was intensely debated beforehand. It was considered preferable to stick to similar questions rather than to enter into discussion on how to avoid incomparability of results. It is debatable which strategy is wiser.

The fact that so many variables were measured makes it difficult for the publisher to hide the fact that, although some of them are positive, others are negative for the publication. This was, however, in line with the previously stated wishes of the SUMMO publisher members.

Media and advertising agencies would be happy to use the study results, but are slow in adapting the data for daily use. Help from SUMMO in developing software, maybe even fusing the data within SummoScanner data, is desirable. The call for advertising reach studies is still to be heard from this corner. The debate is not yet over.

HOW SHOULD WE PROCEED?

In searching for a means to satisfy the desire for indications of advertising effectiveness, researchers may well find themselves in a labyrinth. They may wonder whether what is being done accomplishes their objectives. **See Chart 4.**

In this chart we try to show a possible path, which is depicted in the first column.
We could carry out the progressive studies attempting the measurement of a personal weight for *average page exposure* for each respondent. What we try to predict by means of this weight is in fact more specific: the *page exposure to specific pages* (left or right, more in front or to the end of the magazine, etc), and the *exposure to advertising on specific pages*.

Can we do this by refining the weights determined in experimental calibration studies? And is this really what we intend?

After all, what we really want to do is give indications of the *specific communication power added to advertising* by the medium used.

How to bridge the gap between advertising reach and campaign effectiveness? We are letting our thoughts range freely on the subject and still hope to come up with a direct answer. (To be continued).

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Appendix

Some results of the application of QS-findings in media planning.

In the questionnaire items a five point scale was used: Agree completely (5), agree (4), neutral (3), disagree (2), disagree completely (1). Inverted scales were recoded in the sense that 5 always has the positive connotation.

A. Comparison of media by different items within different target groups.

The first example shows one of the possible uses of the results of the Quality Survey, i.e. the ranking of a list of media according to a specific item that may have been chosen to be fitting to the campaign target. This example comes from the Cebuco/Ivev Software that enables users to select separate items of the survey. **See Chart 5.**

The Cebuco/Ivev software is available for a fee to all SUMMO members using the on line main frame computer of RCC/IVEV. It is not possible within the same run to define media or personal weights to use in a schedule evaluation. Because of the single source character of the study target groups can be defined, not only by socio demographic variables, but also by product usage, interests and activities.

In some cases these target groups may react very differently to different items in the survey. **See Chart 6.**

One of the limitations of the survey is the sample size, which makes it difficult to select titles within smaller target groups. The male smokers are 19% of the sample, so the smaller publications such as Penthouse find only 9 readers in this particular target group. Yet insight in the communication power of different media groups can well be derived from these rankings within target groups.

B. Ranking of media by reach weighted by factor score 1. Attachment to the publication.

The alternative is to use the PC-data delivered by The Media Institute for Telmar usage. Several SUMMO members use this software package to do media planning on their PC's.

In this case the media weight option can be chosen in order to use them in schedule evaluation or ranking. Media weights have been calculated for three factors described in this paper, for three separate target groups (Total, Men, Women). The results were related to the factor values of the readers: an average score of 5 gave a medium weight of 1.00; an average of 1 gave a medium weight of 00. Using these weight gives different rankings by selectivity: **See Chart 7**

In this case the ranking order does not change from one to another target group, even though the indices do change.

C. Ranking by reach weighted by factor score 2. Susceptibility to advertising

In the next example some daily newspapers are ranked. No target group specification is used. The comparison is between the weighted results and the not-weighted results. **See Chart 8.**

The weighting factor is: Susceptibility to advertising

By weighting the results the ranking order changes in favour of some regional newspapers: which stresses the fact that advertising is a primary part of the regional newspaper in the eyes of its readers.

The list of media weights added makes clear why publishers often object to the use of media weights: reach figures are always weighted down by an immense proportion. Of course only rankings count, but one might add, the amount by which AIR figures are weighted down is not at all validated by an external measurement of advertising reach. Strong doubts are uttered against the possibility of such a validation.

Table 1. Quality Study: composition of net sample per publication

Publication	AIR SummoScanner 1991	net sample QS
	%	%
Algemeen Dagblad	10.6	10.3
NRC Handelsblad	4.4	4.8
Veronica Blad	23.9	21.2
Libelle	26.0	25.1
Cosmopolitan	4.4	4.5
Elsevier	4.7	5.6
VT wonen	9.2	9.0
Kampioen	33.4	37.6

Table 2. factor composition: Dutch entertainment programmes

categories	factor loadings
game shows (tv)	.81
other shows (tv)	.70
Dutch soaps (tv&radio)	.63
Talk shows (tv)	.60
entertainment (radio)	.52

Table 3. Place of reading

Group of media	at home %	at work %
National dailies	67	26
Regional dailies	87	10
RTV-guides	88	1
News/business	60	23
women's weeklies	73	6

Table 4. Reading intensity

Group of media	Intensive readers %
national dailies	60
regional dailies	71
rtv-guides	60
Women's weeklies	57
Opinion weeklies	49
Glossies	43

Table 5. Relationship between place of reading and publication attachment (index)

attachment to publication		place of reading	
Daily newspapers	all readers	at home	at work
above average	100	123	44
average	100	110	106
below average	100	63	167
Magazines	all readers	at home	at work
above average	100	121	74
average	100	100	119
below average	100	72	109

Table 6. Susceptibility to advertising (5pt scale; average 2.5)

items	National Dailies	Women's Weeklies
	av. 2.5	av. 2.5
look for offers (ads) in ..	2.4	2.3
take notice of ads in ..	2.5	2.3
would find .. less interesting without ads	2.4	2.3
thanks to .. I know what should be purchased	2.7	2.5
I like to look at the beautiful ads in ..	2.5	2.9
Pictures and illustrations are the main reason why I read ..	2.3	2.7

Table 7. Relationship between place of reading and susceptibility to advertising (index)

Susceptibility to advertising		place of reading	
Daily newspapers	all readers	at home	at work
above average	100	114	77
average	100	100	95
below average	100	82	136
Magazines	all readers	at home	in waiting room
above average	100	103	94
average	100	100	103
below average	100	97	100

Table 7a. Relative differences between media types on general attachment (Indices)

General attachment	Total	Frequency of Reading	
		High	Low
All dailies	112	121	85
National newspaper	106	118	88
Regional Newspapers	115	124	85
Opinion Weeklies	97	112	88
Women's Weeklies	100	112	82
Women's Monthlies	88	103	79
Gossip	97	97	73
Family Weeklies	100	94	76
Hobby-/sport magazines	97	106	85
Youth-/Music magazines	100	109	85
Radio- TV magazines	103	109	76
Total	100	109	82

Source: Cebuco, Kwaliteit van Dagbladen, 1992

Chart 1. Relationship between Factor 3. Perceived Value and factor 2. Susceptibility to advertising; media groups

Chart 2. Relationship between Factor 3. Perceived Value and factor 2. Susceptibility to advertising; Women's weeklies

total magazines
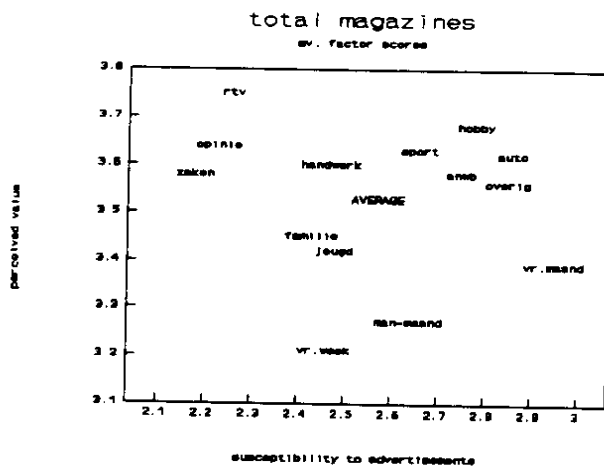
women's weeklies
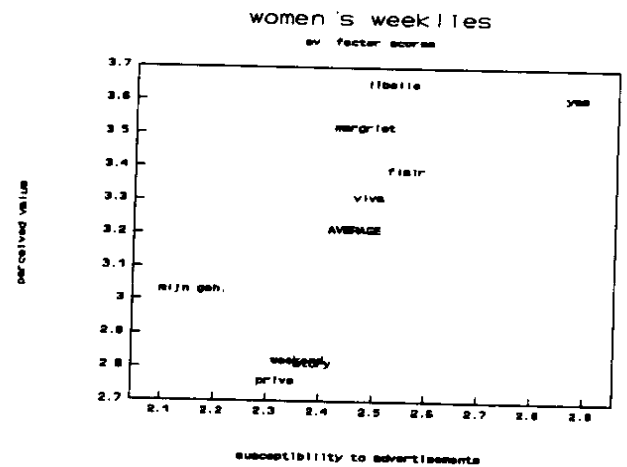
Chart 3. Opinions of SUMMO members concerning Quality Survey

Topics	media bureaus	publishers:		advertisers
		newspapers	magazines	
uses of qualitative data	strategic level and title selection	advertising sales and editorial	advertising sales and editorial	(task of media bureau)
opinion on QS as SUMMO initiative	good, but not yet finished	good	good, but different approach preferred	good, but not exactly what was wanted
usage intensity of qualitative information	regularly, but not often enough	often	often	hardly
judgment of survey	interesting	useful	hard to interpret	-
integration in media planning software	necessary	useful	not interested	-

Chart 4. The path to follow?

Research Plan	What we try to predict	What is really wanted
An eye for advertising		
Quality of reach (incl. copy test)		
Quality of reach QS		
calibration		
average page exposure	specific page exposure	
media weights		
calibration		
individual weights	advertising exposure	campaign effectiveness

Chart 5. The titles can be ranked according to result or index.

Media list	Results in target group	
	Men	Male smokers
	I am a faithful reader of ..	I am a faithful reader of ..
NCRV-guide	3.9	4.2
Motor	3.3	3.4
Autoweek	3.3	2.9
Voetbal International	3.2	3.3
Penthouse	3.0	2.4
Vrij Nederland	2.7	2.8
Playboy	2.6	2.5
Elegance	2.4	2.7

Chart 6.

Media list	Results in target group Male smokers index=Target/all readers	
	I prefer to read .. because of the illustrations	.. contains many articles I am interested in
Elegance	119	96
Playboy	109	103
Motor	96	105
Penthouse	94	93
Autoweek	92	89
Voetbal International	92	101
Vrij Nederland	89	106

Chart 7

Media list	Reach in target group Male smokers index=Target/all readers	
	not weighted	weighted by factor: attachment to publication
Playboy	197	209
Penthouse	195	208
Voetbal International	161	173
Autoweek	157	172
Motor	142	157
Vrij Nederland	129	129
Elegance	42	33

Chart 8.

Media list	Reach in target group Total	
	not weighted	weighted by factor: Susceptibility to advertising
Telegraaf	16.6	6.8
VNU Dagbladengroep	15.9	7.7
Algemeen Dagblad	10.6	4.1
Wegener Tijl Combinatie	7.3	3.7
Volkskrant	7.1	2.3
NRC Handelsblad	4.4	1.4
Haagse Courant	3.2	1.4
Nieuwsblad van het Noorden	3.2	1.7
Trouw	2.4	0.7
Leeuwarder Courant	2.3	1.1
Utrechts Nieuwsblad	2.2	1.1

Telmar MicroNetwork II Service voor Het Media Instituut   28-Feb-93

Allen - Allen
Population (000): 12103   Respondents : 13388

Weighted by Factor: Attachment to publication

| Media List | Weighted Av. | | | Tit.media | | | |
	Reach	Reach	Rate	CPT	Corr	Weight	Index
	(000)	(%)	(fl.)	(fl.)			(%)
libelle	1932	16.0	0.00	1.00	0.62	100.0	100
allerhande	1928	15.9	0.00	1.00	0.59	100.0	100
kampioen	1902	15.7	0.00	1.00	0.47	100.0	100
veronica	1811	15.0	0.00	1.00	0.62	100.0	100
margriet	1477	12.2	0.00	1.00	0.59	100.0	100
story	1131	9.3	0.00	1.00	0.49	100.0	100
prive	1118	9.2	0.00	1.00	0.48	100.0	100
donald duck	1061	8.8	0.00	1.00	0.60	100.0	100
panorama	983	8.1	0.00	1.00	0.46	100.0	100
tros kompas	848	7.0	0.00	1.00	0.56	100.0	100
nieuwe revu	795	6.6	0.00	1.00	0.46	100.0	100
weekend	743	6.1	0.00	1.00	0.47	100.0	100
vara gids	743	6.1	0.00	1.00	0.62	100.0	100
avro bode	721	6.0	0.00	1.00	0.54	100.0	100
ncrv gids	684	5.7	0.00	1.00	0.65	100.0	100
etos magazine	678	5.6	0.00	1.00	0.41	100.0	100
het beste	613	5.1	0.00	1.00	0.60	100.0	100
aktueel	601	5.0	0.00	1.00	0.46	100.0	100
voetbal internat.	596	4.9	0.00	1.00	0.58	100.0	100
fnv magazine	595	4.9	0.00	1.00	0.51	100.0	100
vt wonen	578	4.8	0.00	1.00	0.52	100.0	100
doe het zelf	486	4.0	0.00	1.00	0.55	100.0	100
ouders van nu	477	3.9	0.00	1.00	0.57	100.0	100
yes	448	3.7	0.00	1.00	0.59	100.0	100
mikro gids	446	3.7	0.00	1.00	0.55	100.0	100
kamp.& car.kampioen	431	3.6	0.00	1.00	0.60	100.0	100
televizier	415	3.4	0.00	1.00	0.57	100.0	100
knip	411	3.4	0.00	1.00	0.53	100.0	100
autokampioen	406	3.4	0.00	1.00	0.52	100.0	100
kinderen	400	3.3	0.00	1.00	0.61	100.0	100
rails	400	3.3	0.00	1.00	0.49	100.0	100
eigen huis en int.	373	3.1	0.00	1.00	0.47	100.0	100
kijk	369	3.0	0.00	1.00	0.64	100.0	100
grasduinen	358	3.0	0.00	1.00	0.52	100.0	100
studio	353	2.9	0.00	1.00	0.62	100.0	100
autoweek	352	2.9	0.00	1.00	0.60	100.0	100
tip	339	2.8	0.00	1.00	0.56	100.0	100
marion	334	2.8	0.00	1.00	0.51	100.0	100
intermediair	318	2.6	0.00	1.00	0.49	100.0	100
mijn geheim	315	2.6	0.00	1.00	0.62	100.0	100
flair	313	2.6	0.00	1.00	0.51	100.0	100
elsevier	310	2.6	0.00	1.00	0.55	100.0	100
viva	309	2.6	0.00	1.00	0.52	100.0	100
ariadne	294	2.4	0.00	1.00	0.55	100.0	100
bloemen en planten	293	2.4	0.00	1.00	0.58	100.0	100
vpro	286	2.4	0.00	1.00	0.60	100.0	100
nouveau	284	2.3	0.00	1.00	0.58	100.0	100
tina	271	2.2	0.00	1.00	0.55	100.0	100
playboy	265	2.2	0.00	1.00	0.47	100.0	100
burda	259	2.1	0.00	1.00	0.52	100.0	100
cosmopolitan	244	2.0	0.00	1.00	0.46	100.0	100
boerderij	240	2.0	0.00	1.00	0.60	100.0	100
management team	233	1.9	0.00	1.00	0.47	100.0	100
voetbal	230	1.9	0.00	1.00	0.56	100.0	100

autovisie	230	1.9	0.00	1.00	0.58	100.0	100
popfoto	221	1.8	0.00	1.00	0.52	100.0	100
hitkrant	210	1.7	0.00	1.00	0.52	100.0	100
vrij nederland	207	1.7	0.00	1.00	0.56	100.0	100
visie	194	1.6	0.00	1.00	0.74	100.0	100
avantgarde	186	1.5	0.00	1.00	0.44	100.0	100
elegance	184	1.5	0.00	1.00	0.47	100.0	100
sjors en sjimmie	176	1.5	0.00	1.00	0.59	100.0	100
motor	175	1.4	0.00	1.00	0.61	100.0	100
sport international	170	1.4	0.00	1.00	0.51	100.0	100
tennis magazine	166	1.4	0.00	1.00	0.54	100.0	100
uitkrant amsterdam	166	1.4	0.00	1.00	0.49	100.0	100
avenue	163	1.3	0.00	1.00	0.42	100.0	100
penthouse	162	1.3	0.00	1.00	0.58	100.0	100
kuifje	158	1.3	0.00	1.00	0.46	100.0	100
waterkampioen	153	1.3	0.00	1.00	0.44	100.0	100
oor	141	1.2	0.00	1.00	0.55	100.0	100
opzij	118	1.0	0.00	1.00	0.60	100.0	100
hp/de tijd	114	0.9	0.00	1.00	0.55	100.0	100
ski magazine	111	0.9	0.00	1.00	0.58	100.0	100
elle	92	0.8	0.00	1.00	0.52	100.0	100
vorsten	91	0.8	0.00	1.00	0.62	100.0	100
marie claire	80	0.7	0.00	1.00	0.49	100.0	100
fem	71	0.6	0.00	1.00	0.45	100.0	100
man	57	0.5	0.00	1.00	0.48	100.0	100

Composition based on : All respondents (Pop = 12103)
Source: DGO92

Telmar MicroNetwork II Service voor Het Media Instituut   28-Feb-93

Allen - Allen
Population (000): 12103   Respondents : 13388

Weighted by factor: susceptibility to advertising

Media List	Weighted Reach	Av. Reach	Rate	CPT	Tit. Corr	Media Weights	Index
	(000)	(%)	(fl.)	(fl.)			(%)
vnu dagbladengroep	932	7.7	0.00	1.00	0.48	100.0	100
telegraaf	823	6.8	0.00	1.00	0.41	100.0	100
algemeen dagblad	501	4.1	0.00	1.00	0.39	100.0	100
wegener tijl dgbcmb	448	3.7	0.00	1.00	0.51	100.0	100
volkskrant	283	2.3	0.00	1.00	0.33	100.0	100
nieuwsbl vh noorden	204	1.7	0.00	1.00	0.53	100.0	100
nrc handelsblad	171	1.4	0.00	1.00	0.32	100.0	100
haagsche courant	164	1.4	0.00	1.00	0.42	100.0	100
leeuwarder courant	138	1.1	0.00	1.00	0.50	100.0	100
utrechts nieuwsblad	132	1.1	0.00	1.00	0.50	100.0	100
trouw	85	0.7	0.00	1.00	0.29	100.0	100

Composition based on : Allen - Allen (Pop = 12103)
Source: DGO92