

3.4 The Danish discs

THE BACKGROUND

When the Dansk Media Komite – the body running syndicated media research in Denmark – was established in 1967 there was a private media index. This included in principle all the printed media but there was aided recall only for monthlies and weeklies.

As the Danish provincial newspapers made a point of being included in the national index it was thought fair that the visual aids should be the same for all media groups.

The Danish 'discs' were not invented by the Dansk Media Komite: the private index used this form for visual aids up to 1968, when the fieldwork for the first Dansk Media Index was conducted.

The mastheads, in black and white, were printed on the discs so that each media group had its own disc – one for monthlies, one for fortnightlys and one for weeklies.

Mastheads versus uniform typography

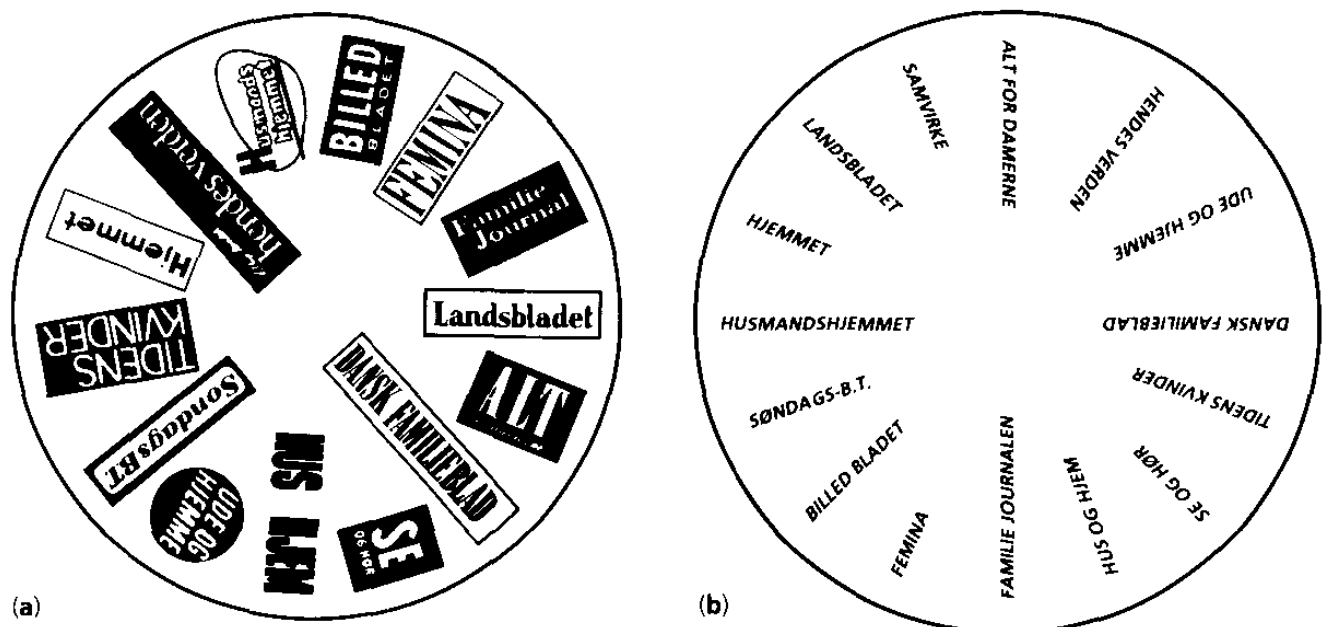
The two discs shown in **Figure 1** were compared by having some interviewers use disc (a) and some disc (b);

the districts chosen for the test were comparable on urbanisation, sex, age and social grade. The question asked was 'which of these weeklies have you read, anywhere, within the last week?' and the main results are shown in **Table 1**.

The results shown in **Table 1** were compared (using t-tests) for total coverage and each individual title; on the total samples and for urbanisation, sex and social grade sub-groups.

Overall, these t-tests did not show any significant differences, but in some sub-groups there was very clear differentiation. For some titles, mastheads gave the highest response rate; however, for others, it was the prompt aids in uniform typography that led to most reading claims. We concluded that some mastheads provide a *good* prompt and others a *bad* one, in relation to certain demographic criteria and that it is therefore most fair to use common typography, when several titles are shown together, so that the good ones will not *steal* anything from the bad ones. (It may be noted that we found the greatest differences in the highest social class, where uniform typography produced the higher response

FIGURE 1



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TABLE 1
Which of these weeklies have you read within the last week, wherever it might be?

	Disc a %	Disc b %
Number of respondents	519	610
Billed Bladet	18	22
Dansk Familieblad	10	17
Familie Journalen	43	37
Hjemmet	28	27
Hus & Hjem	3	4
Se & Hør	14	19
Søndags B T	22	24
Ude & Hjemme	12	8
Alt for Damerne	18	17
Femina	6	3
Hendes Verden (Flittige Haender)	9	11
Tidens Kvinder	5	8
Landsbladet	11	6
Husmandshjemmet	3	5
Other weeklies	4	8
Total coverage	206	218
No weekly read	16	17

rate. Unfortunately, the number of respondents in this sub-group was very small.)

Number of titles

The importance of the number of titles was investigated by showing some respondents disc (c) plus disc (d) while others saw only disc (e), which contains all the titles reproduced at (c) and (d) (see **Figure 2**). The question asked was "which of these magazines have you read, anywhere, within the last 14/30 days?" and the results are shown in **Table 2**.

Overall, we found an insignificant t-value, but it was noteworthy that all the t-values had the same sign and, finding significant differences in some sub-groups, we concluded that the number of titles on a disc is important for the level of readership claimed. As a result, we try to have the same number of titles on each disc used, which has given us some trouble. When all local daily newspapers are covered using this form of aided recall we have been forced to divide the country into different areas, with different discs. If a media group has too many titles, it has been necessary to put them on to two discs; on the other hand, if a group has only two titles, we have printed some that are not actually included in the research.

TABLE 2
Which of these magazines have you read within the last 14/30 days, wherever it might be?

	Disc c Disc d %	Disc e %
Number of respondents	456	433
Samvirke	38	37
Motor	24	17
Eva	11	8
Gross coverage	73	62
Det Bedste	25	16
Vi Unge	10	9
Bo Bedre	20	14
Ekko	2	3
Gross coverage	57	42

BOOKLETS OR DISCS?

These visual aids were used in the years 1968–74 without any form of filter question.

When we were drawing up the contract for the years 1975–77 we had to save money, and the Danish Gallup Institute, who conducted the fieldwork at that time offered a considerable reduction in price if the discs were not used.

In consequence, in the years 1975–77 we used lists one for each media group. There were, however, only a few versions of the lists in question, and the result was that some publications which headed the list because their name started with one of the first letters in the alphabet got some very high readership figures at the expense of the other titles.

In the meantime we in Denmark discovered, as have other European countries, that the number of readers per issue was declining and therefore in August 1978 an experiment was conducted in which booklets with mastheads in black and white were used.

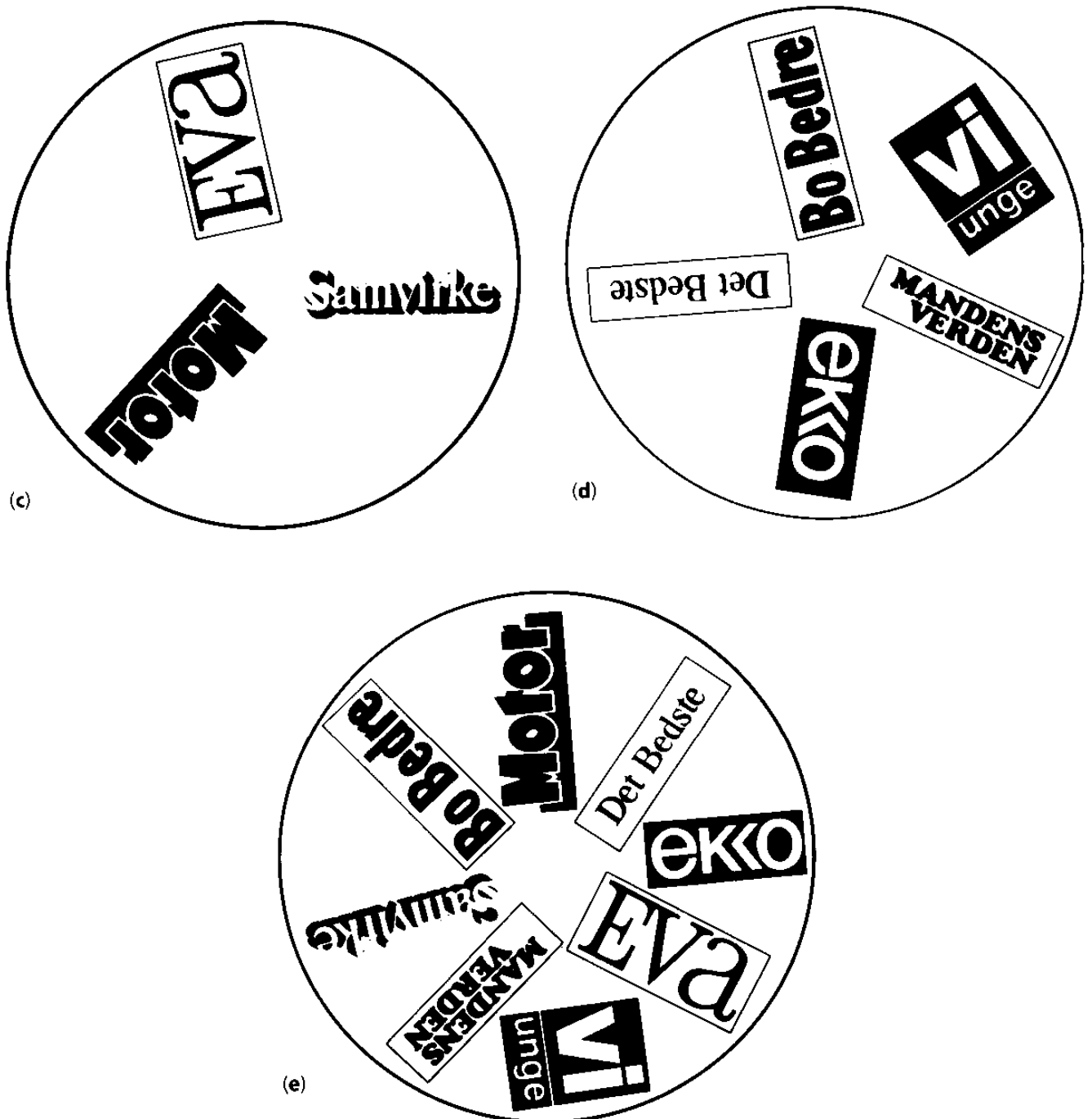
This experiment involved 600 persons: to half of them a booklet in alphabetic order was shown, and to the other half a booklet with random order.

For the first time in Denmark a filter question was used, so that only those persons who had read or looked at the medium concerned within the last 12 months were asked about recency and frequency.

Tables of this type were calculated for irregular publications, monthlies, weeklies and weekend and

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FIGURE 2



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TABLE 3
The relation between the filter and the recency figures

Titles	Fixed order			Random order			Significance
	Readers in the filter period	Readers of these in the recency period		Readers in the filter period	Readers of these in the recency period		
	No	No	%	No	No	%	
Alt for damerne	108	42	39	107	43	40	—
Alt om Sport	40	14	35	37	13	35	—
Anders And & Co	113	46	41	79	34	43	—
Billed Bladet	141	56	40	145	73	50	—
Dansk Familieblad	43	16	37	55	16	29	—
Familie Journalen	120	55	46	128	60	47	—
Femina	45	14	31	62	23	37	—
Hendes Verden	54	16	35	81	25	38	—
Hjemmet	83	28	34	104	41	39	—
Landbrugsmagasinet	7	3	43	6	4	67	—
Landsbladet	24	10	42	24	13	54	—
Nyt Ude og Hjemme	58	23	40	81	28	35	—
Rapport	74	26	31	62	11	48	—
Se og hør	126	46	37	124	51	41	—
Søndags-B.T.	66	24	36	93	38	41	—
I alt	1102	419	38	1188	423	40	—

Source: q 1 and 2.

TABLE 4
Summary of tables containing the results for the different media groups.
Numbers of significant and non-significant differences in the various
media groups between fixed and random order

The difference is	Read/looked at within the recency period			
	Irregular publications	Monthlies	Weeklies	Weekend and Sunday papers
	Number of titles			
Significant	1*	—	—	1*
Non-significant	9	8	15	10

* Random order gives the highest figure. Source: 4 tables in the Danish report.

Sunday papers, and a summary of these is given in Table 4.

THE MAXIMUM REACH

In the survey mentioned frequency questions were also asked: in Denmark we have for many years calculated the

asymptotes of the accumulation and the repetition curves.

As considerable interest was shown in the question of maximum reach, especially from the German side, it was fair to make a comparison between the asymptote calculated normally and the readership as it appeared from the filter question which concerned reading within the last 12 months.

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TABLE 5
The relation between maximum reach and recency figures

Titles	6:6	5:6	4:6	Frequency		1:6	0:6	$\frac{D}{K}$	Number weighted	Readership figure based on 475 answers	Maximum reach	A:B
				3:6	2:6					A	B	
				Number								
Alt for damerne	66	10	17	22	45	32	14	9	122.11	1,044,247	1,826,788	0.57
Alt om Sport	22	3	7	11	15	11	5	3	43.18	369,277	649,920	0.57
Anders And & Co	65	9	20	16	28	23	16	15	116.07	992,563	1,631,470	0.61
Billed Bladet	118	13	24	32	36	31	17	15	187.85	1,606,435	2,454,731	0.65
Dansk Familie	22	5	9	12	15	14	10	11	51.25	438,293	849,685	0.52
Familie Journalen	115	11	11	24	34	15	19	19	170.39	1,457,080	2,108,905	0.69
Femina	28	5	9	6	23	19	9	8	56.20	480,616	908,847	0.53
Hendes Verden	50	7	7	18	16	18	10	9	83.39	713,141	1,150,444	0.62
Hjemmet	66	8	14	18	20	24	19	18	112.50	962,010	1,598,376	0.60
Landbrugsmag	7	0	1	0	1	0	1	3	10.40	88,936	121,860	0.73
Landsbladet	26	3	4	4	3	3	3	2	36.17	309,344	406,200	0.76
Nyt Ude og Hje	43	3	13	12	19	19	17	13	76.85	657,227	1,192,176	0.55
Rapport	40	7	14	15	17	20	17	6	74.97	641,149	1,159,338	0.55
Se og Hør	87	8	21	27	40	34	17	16	149.75	1,280,605	2,151,748	0.60
Søndags-B.T.	51	5	12	14	20	25	20	12	87.70	749,950	1,353,544	0.55

Source: q 3.

An example of one of the comparisons which were made concerning this problem is shown in **Table 5**.

PRESENT STAGE

The primary result is that discs with uniform typography are still being used – it is accepted that it is the most

satisfactory method.

In this way there has been produced a calmer atmosphere about the readership figures which are based on recency: our readership figures based on frequency differ too much from the recency figures. At the moment this problem is being discussed in our technical sub-committee and I hope that in this area we can learn something from other countries.