

THE QUALITY OF READING SURVEY - AN INSTRUMENT FOR CHANGE

Hilary Birt, Ipsos-RSL Media

Guy Consterdine, Guy Consterdine Associates, Technical Consultant for PPA

Lynne Robinson, IPA

Summary

The Quality of Reading Survey (QRS), published in 1998, has proven to be one of the most influential pieces of independent research undertaken in the UK press market for many years.

The need for more data on 'quality of reading' for magazines and newspapers and also basic readership data on national newspaper sections, had long been voiced, particularly by advertisers and agencies. However, due to technical and political issues, the National Readership Survey had not been able to address these issues fully.

As a result, the PPA (magazine publishers' association), IPA (advertising agency association) and ISBA (advertisers' association) joined forces to produce the Quality of Reading Survey (QRS) – a £500,000 project. Ipsos-RSL conducted the survey.

The 'quality of reading' questions adopted were: how the publication is read, number of pick-ups, time spent reading, different days of reading, different issues read on last reading day, proportion of pages opened on last day of last issue (these last three questions being combined to create a measure of page exposure), overall proportion of pages opened, and agreement/disagreement with eight qualitative statements about publications.

It is clear that the results successfully reflect differences in editorial function and pattern of usage – both between different publication types, and individual titles within type. The data have been extensively used in media planning, for gaining a greater understanding of press vehicles and for selecting publications. However, QRS has not been much used in the rate negotiation process.

The need for the Quality of Reading Survey (QRS)

The limitations of the average issue readership measure, and the need for further qualifying data, have long been recognised. This need has been exacerbated by the explosion in the range and depth of media opportunities in the UK, indeed the world, over the past ten years. This has resulted in a vastly increased supply of media vehicles placing an even greater onus on media owners to market their media as effectively as possible.

Within this, the UK press market has undergone great expansion with the launch of many new titles and the development of new niche market segments in the magazine sector, whilst the continued sectionalisation of newspapers has radically transformed the newspaper product placing certain parts of them firmly within the traditional magazine sector.

It was against this dynamic backdrop that, in 1997, the UK's joint industry press readership survey – the National Readership Survey (NRS) – found itself in a position where it was unable to agree to the introduction of any new measures to address these market changes. The reasons for this were both technical and political. However, the consequence of this inability to address change was both damaging the survey and the press market as a whole.

Given the impasse within NRS, the IPA (advertising agencies), the ISBA (advertisers) and the PPA (magazine publishers) formed a consortium to address these major data omissions. These were identified as i) the provision of quality of reading data (both attitudinal and behavioural) for all major magazine titles and ii) the provision of basic readership and quality of reading data for the major newspaper sections. Thus, QRS – the Quality of Reading Survey – was born: it constituted the largest, ad hoc media research survey in recent years.

Technical specification

Given that the objective of the QRS was to generate data that would complement and could be used alongside the NRS, it was important that the survey design was as close as possible to the NRS.

Interview Method

The method chosen was, therefore, like the NRS, face-to-face interviewing in home using Computer Assisted Personal Interviewing or CAPI. The universe was identical to the NRS, adults 15+ in Great Britain and a representative national sample was generated using a random location quota method. A sample size of 7,531 was achieved, large enough to give analysable samples for the major magazine and newspaper titles. Fieldwork was conducted between October 1997 and January 1998. The research contractor was Ipsos-RSL.

The QRS Interview

A large part of the interview was designed to replicate the NRS: the same media list was used, the grouped title card method employed and the wording of the recency and frequency questions matched the standard NRS questions. In addition to the standard newspaper questions, the recently developed newspaper supplements' questions were also included; these were asked of the major magazine and review-style supplements of newspapers (at the time of the QRS these questions were still undergoing split sample testing on the NRS). At the end of the interview a series of demographic questions were asked; these served as variables for the subsequent fusion of the QRS onto the NRS.

The Quality of Reading Questions

The remaining part of the interview was made up of the quality of reading questions. The development of these questions dated back to the 1992 NRS work on quality of reading which was reported on at the San Francisco Symposium in 1993 (ref. bibliography). At that time, qualitative work was conducted with a view to developing questions for the NRS which could complement the basic reach and frequency data with information on reading behaviour and opinions. The sorts of concepts or questions looked at at this time were proportion of copy read and time spent reading, how the publication is read, the concept of "favourite" publication and the different moods of reading.

However, questionnaire length was a restricting factor for the NRS and it was difficult to reach agreement as to the optimum choice of questions. A simple question was added to the NRS at this time, the "how disappointed if it were not available" question.

QRS afforded the scope to ask a range of such questions. These combined behavioural aspects of reading and reader attitudes. Among the behavioural measures, a key one was PEX which gives a measure of Page Exposure. PEX was the successor to the 1986 MPX study conducted on behalf of a group of publishers. Before embarking on the QRS survey, the composition of the PEX questions was examined in a series of pilot interviews (which tested the proposed interview, followed by a respondent debrief) and the question wording refined to be more respondent friendly. The component questions of the PEX measure are:

- 1) On how many different days have you read or looked at any issues ofin the last..... (issue period)?
- 2) Thinking of the last day that you read or looked at how many different issues did you read or look at on that day?
- 3) Still thinking of that last day that you read or looked at, what proportion of pages did you open (of the last issue you read IF TWO OR MORE ISSUES)?

The results of these three questions, when multiplied together give an estimate of the average number of times an average page of an average issue of a given publication would be looked at. For example, if someone interviewed on a Tuesday read a certain weekly magazine on the Friday, Saturday and Monday, there are three reading days in the last week. The most recent day is Monday. Suppose only one issue was read on that day, and that 60% of the pages were looked at on that day. This person's PEX score for this title is then $3 \times 1 \times 0.60 = 1.8$.

Other behavioural measures included on QRS were source of copy (as per the NRS), a question which describes **the way people read** different publications:

Which one of these statements best describes how you usually read _____?

- I. I read it cover to cover
- II. I read some pages in detail; glance through others
- III. I glance through the whole publication
- IV. I glance at just a few pages

... the **total number of times a publication is picked up:**

How many times do you usually pick up an issue of _____ by the time you've finished with it?
1. 1
2. 2
3. 3
4. 4
5. 5-9
6. 10-14
7. 15-24
8. 25 or more

... **total time spent reading:**

How long do you usually spend in total reading or looking at an issue of _____ by the time you've finished with it?
1. Under 5 minutes
2. About 5-10 minutes
3. About 15-20 minutes
4. About 30 minutes
5. About 45 minutes
6. About 1 hour
7. About 1½ hours
8. About 2 hours
9. About 3 hours
10. About 4 hours or longer

... and **overall proportion read:**

Now thinking of the proportion of pages you open overall.
What proportion of pages do you usually open of an issue of _____ by the time you've finished with it?
Remember to include all the times you pick it up.
Which of these comes nearest?
1. 10% (a few)
2. 20%
3. 30%
4. 40%
5. 50%
6. 60%
7. 70%
8. 80%
9. 90%
10. 100% (all or almost all)

Given the range of different magazines, which are likely to have different roles (e.g. for information, for entertainment) and be read in different moods, the intention with QRS was to reflect this diversity. The solution was an attitude battery which was refined in the course of the pilot to ensure that the concepts as intended were communicated to respondents in the questions. The final question was as follows:

I am going to read out some statements. For each statement, I will ask you to tell me how much you agree or disagree that it applies to some of the publications you read.

1. It's my kind of publication.
2. You can believe what you read in it.
3. It gives me ideas for things to do or buy.
3. I look forward to reading it.
5. I expect to find lots to interest me.
6. You can learn from it.
7. It's a useful source of information on products.
8. I read it when I'm relaxing.

Agree strongly
Agree slightly
Disagree slightly
Disagree strongly

Each statement asked for each publication in turn.

Each statement was asked for all of the selected titles, to enable comparisons within a reader's repertoire to be made on a given statement, before proceeding to the next statement.

All of these so called 'quality of reading' questions were asked of publications for which respondents had made an average issue readership claim (on average approximately seven titles per respondent). Daily and Sunday newspapers were not asked the PEX questions as the concept of multiple reading was not felt to be an appropriate one for newspapers, particularly daily newspapers. These questions were, however, asked of the magazine and review-style supplements of newspapers on account of their possible longer life.

Analysis

At the analysis stage, NRS style procedures were applied for Social Grade, Standard Occupation Classification and Standard Industry Classification coding and income estimation in cases of refusals and no answers. Although the achieved sample was close in profile to the national profile based on the NRS, the data were weighted by area to correct for any imbalances and to ensure that the survey was as representative as possible.

Fusing QRS onto NRS

The concept of the QRS was that it should not only provide invaluable information on its own, but also that it should be fused to the National Readership Survey (NRS) so that users could combine the very latest NRS readership data with the qualitative insights offered by QRS. The fusion is conducted for each NRS fieldwork quarter individually. As a new NRS quarter becomes available, so a new fused database for that quarter is created.

The fusion process is carried out by RSMB Television Research Ltd. The approach is to add the QRS data to the records held on each NRS respondent. In other words, NRS is the recipient survey and QRS is the donor survey. A crucial advantage of this approach is that the NRS data are not altered or replaced in any way. This applies to every kind of NRS information - average issue readership, frequency of reading, read-in-the-past year, and in the case of daily newspapers the 6-day, 5-day and Saturday readerships; and also all the NRS classification and other media data. All that has happened is that the wealth of information collected by NRS is supplemented by additional information collected by QRS, all presented on one database.

In essence, the fusion is done one publication at a time, by taking in turn each NRS informant who reads the publication, finding a look-alike informant among the QRS sample who also reads the publication, and copying the look-alike's quality of reading answers for the publication in question onto the NRS informant's record. Part of the skill in creating a high quality fusion lies in determining how to identify the best QRS look-alike informant for each NRS informant.

The first-stage fusion produces a very close but not always exact match between the QRS data on the new database and the information on the original QRS survey. We therefore devised a final stage of adjustment - a form of ascription or scaling - which brings the results exactly into line with the original QRS, for every publication, within key target groups. These key target groups are all women for women's publications, all men for men's publications, and all adults for the other titles.

The Results

The magazines and newspapers covered by QRS represented a range of types of publication, with different editorial functions, different ways in which they are used, and different target audiences. We therefore expected that the results would show substantial discrimination between many of the publication types and even between titles in the same segment, on all of the new quality of reading measures. And so it proved.

To illustrate, we will give a flavour of the results for some of the quality of reading measures. And for those who would like more detail, Tables 1 and 2 in the Appendix show summary data for all quality of reading measures, for each magazine and newspaper segment individually, and for all paid-for magazines combined.

First, a word about the segments into which magazines were divided. Usually, broad segments are used, such as motoring magazines, sports magazines, and so on. But for QRS we chose to use much more detailed segments because within the broad segments there is still a great variation in how magazines are read - arising from different editorial functions and interests. So, for example, we divided motoring magazines into five segments: classic cars, performance cars, cars in general, 'other paid-for' and customer magazines. Motorcycling was another separate segment. In total, we divided the paid-for magazines into 37 segments, with another five segments for customer magazines and a further three segments to cover national newspapers and their supplements. Hence there were 45 segments in total. Moreover in some of these segments, weeklies could be subdivided from monthlies and other frequencies.

Five Behavioural Measures

For four of the five behavioural measures there was a very wide variation in scores across the 45 segments: time spent reading, number of pick-ups, page exposures (PEX) and the percent of readers who read the issue from cover to cover. For the fifth measure the range of segment scores was more modest: the overall proportion of pages opened was high for all segments, ranging from 86% to 64%.

To illustrate the results, we highlight the scores from two of the measures: time spent reading and PEX.

Time Spent Reading

Paid-for magazines were read for an average of 54 minutes. Customer magazines were read for an average of 33 minutes. For newspaper supplements the average was 25 minutes, and for daily/Sunday newspapers the average was 43 minutes.

Of the 45 individual segments, the six with the greatest time spent reading were:

Women's 'Other' (mainly craft)	85 minutes
Science & Nature	73 minutes
Gardening	73 minutes
Boating	72 minutes
Photography	71 minutes
Retirement	69 minutes

Among the paid-for magazines, the six segments with the shortest time spent reading were:

Football	35 minutes
Teenage	36 minutes
Film, Entertainment & Listings	37 minutes
Slimming	40 minutes
Women's Health & Beauty	41 minutes
Young Women's Magazines	44 minutes

As well as large variations between segments, there were also many examples of substantial differences between titles within segment. Some of this was to do with frequency of publication - in general, weeklies were read for less time than monthlies though there were many exceptions - but some was to do with the character and editorial content of the titles.

As illustrations, within the Men's & Style segment *FHM* was read for an average of 65 minutes whereas *GQ* was read for 34 minutes. Both are monthlies. In the teenage segment *Sugar* was read for 41 minutes while *Top of the Pops* was read for 24 minutes. Again both magazines are monthlies. Among the women's weeklies, *Take A Break* was read for 69 minutes while *Woman's Realm* was read for 41 minutes. (All these magazines had samples of over 100 unweighted readers.)

PEX (Page Exposures)

The PEX score measures the number of times the average reader opens the average page. In effect this means the average number of times the average advertisement will typically be exposed in a single issue of a publication. Whereas the NRS measures 'opportunities to see' an average ISSUE, PEX measures 'opportunities to see' an average PAGE. PEX highlights the fact that print delivers repeat exposures to the advertising. Print offers more exposures per insertion than basic NRS-type figures show.

Paid-for magazines had an average PEX score of 2.40. That is, the average reader opens the average page 2.40 times.

Monthly TV listings customer magazines enjoyed an average PEX score of 4.77. Other types of customer magazine had an average PEX of 1.75, while for newspaper supplements the average was 1.19. The PEX questions were not asked of the parent newspapers.

Of the individual segments, the six with the highest PEX scores were:

Bridal	6.99
Motoring - Performance Cars	5.55
Music - Dance	4.84
Customer Magazines – Monthly TV Listings	4.77
Women's Health & Beauty	4.18
Motorcycling	3.59

The six segments with the lowest PEX scores were:

Newspaper Supplements	1.19
Customer Magazines - Lifestyle	1.33
Buying & Selling	1.34
Women's Weeklies	1.54
Current Affairs & Finance	1.59
Customer Magazines - Motoring	1.61

In most segments there was variation in PEX scores between titles in the same segment, and often for a reason which can be surmised when the editorial content and function of the publications are taken into account. For example, within the Buying & Selling segment which consists of classified advertising magazines, *Auto Trader* had a PEX of 1.45 while *Exchange & Mart* had a PEX of only 0.89. Readers of *Auto Trader* will only be looking for cars since the magazine only deals with cars, but *Exchange & Mart* covers a wide range of products, so readers looking for only one kind of product (a car, or house, or job, etc) will skip whole sections of the magazine, hence the low PEX score. In the Homes & Decoration segment the PEX scores ranged from 3.64 for *House Beautiful* to 1.76 for *House & Garden* (among the magazines with samples of over 100 unweighted readers).

Reading Across the Five Measures

Each type of publication has comparative strengths and weaknesses, in accordance with its specific editorial function, and by reading across the five behavioural measures some of the strengths and weaknesses can be highlighted. Table 1 in the Appendix can be examined for this purpose, particularly the columns showing the rankings of the segments.

For instance, monthly TV listings customer magazines (a small group consisting of *Sky TV Guide* and *Cable Guide*) are available for a month's worth of regular consulting about programme details, but are customer magazines in the sense that they arrive automatically when a customer signs for the television service and so the magazines themselves are not specifically chosen by the recipients (except for 1% of Cable Guide copies which are accounted for by newsstand sales). Reading across Table 1 in the Appendix, these magazines rank very low in terms of the percent of readers who read cover to cover (a general characteristic of customer magazines) and also rank very low in terms of the overall proportion of pages opened. The magazines are also below average in time spent reading. Yet they rank top for average number of pick-ups (11.1); it is a characteristic of TV listings magazines to have a very high number of pick-ups, for the weekly TV listings magazines rank second with an average of 9.9 pick-ups, their lower figure no doubt being a result of their weekly frequency. The monthly TV listings customer magazines also rank very high in terms of page exposures, with a PEX of 4.77 being ranked fourth.

Women's weeklies present a sharp contrast. They rank very high in terms of the percentage of readers who read cover to cover (56% do, the second highest) and the overall proportion of pages read (84%, the third highest), while they are average for time spent reading (54 minutes) but they are low for number of pick-ups (3.8, ranked 38th) and PEX (1.54, ranked 40th). These magazines are thus seen to be a thorough read which are absorbed in relatively few sessions and with relatively little need for repetition.

These examples begin to show how the five behavioural measures can be studied in combination to describe the ways in which different types of publication are used.

Eight Attitude Statements

All eight attitude statements produced large variations in the scores for the 45 segments. The results are shown in Table 2 in the Appendix.

"It gives me ideas for things to do or buy"

The discrimination can be illustrated by the data from the statement *"It gives me ideas for things to do or buy"*. The scores indicate the percentage of readers who agree strongly that the statement applies to the named title.

For the average paid-for magazine 28% agreed strongly with this statement. Of the 45 individual segments, the scores ranged from 6% to 58%. Those with the highest percentages were:

Photography	58%
Women's 'Other' (mainly craft)	56%
Gardening	55%
Music - Dance	48%
Bridal	47%
Other Leisure Interests	47%
Customer Magazines 'Other'	47%

The six segments with the lowest percentages who strongly agreed with the statement were:

Adult Humour	6%
Customer Magazines - Lifestyle	8%
Customer Magazines - Monthly TV Listings	10%
Sunday Newspapers	10%
Daily Newspapers	11%
Newspaper Supplements	12%

Interestingly, the classified advertising Buying & Selling magazines only ranked 15th, which confirms that informants were interpreting this statement with an emphasis on the "to do" as well as the "to buy". Where the Buying & Selling magazines did score outstandingly well was on the statement *"It's a useful source of information on products"* where they ranked second with 61% strongly agreeing.

As usual, the statement produced variations in scores between publications in the same segment. Among Men's & Style magazines, 35% of *Men's Health* readers strongly agreed that *"It gives me ideas for things to do or buy"*, compared with only 14% of readers of *Sky magazine*. In the Film, Entertainment & Listings segment, 56% of *Time Out* readers agreed strongly while only 9% of *The Big Issue* readers did; while both titles include an entertainments guide and listing, other editorial differences between them are evidently more significant. Among daily newspapers, 31% of *Financial Times* readers agreed strongly but only 5% of readers of the *Daily Star* did so. Among newspaper supplements, the *Independent on Sunday's Sunday Review* achieved the highest strong agreement (21%) while *The Mail on Sunday's Night & Day* supplement recorded the lowest (8%).

Examination of the results from all eight statements shows that this form of questioning does indeed identify differences and similarities between types of publication and individual titles within type.

Reading Across the Eight Attitude Statements

A wider picture of the way readers view their magazines and newspapers can be gained by reading the information from all eight statements in combination. Table 2 in the Appendix is helpful here, particularly the columns of rankings.

Photography magazines can be taken as an example of publications serving a favourite hobby area. They score very highly on six of the statements, ranking first for *"I look forward to reading it"* and *"It gives me ideas for things to do or buy"*, second for *"You can learn from it"*, third for *"I expect to find lots to interest me"* and *"You can believe what you read in it"*, and sixth for *"It's my kind of publication"*. The segment has only an average score for *"It's a useful source of information on products"* (ranking 20th) and is below average for *"I read it when I am relaxing"* (ranking 27th). Gardening magazines have a broadly similar pattern, except that gardeners think their magazines are more useful as a source of information on products, and above all they are read when relaxing (ranking first on this statement). Reading a gardening magazine is a relaxation whereas reading a photography magazine is rather more like hard if enjoyable work!

Adult humour magazines are closer to their readers than most magazines (ranking 15th out of 45 on *"It's my kind of publication"*, 14th on *"I look forward to reading it"*, and 12th on *"I read it when I'm relaxing"*) but very understandably they rank at the very bottom of the list for *"You can believe what you read in it"*, *"It gives me ideas for things to do or buy"* and *"It's a useful source of information on products"*, and almost bottom (42nd) for *"You can learn from it"*.

Science and nature magazines rank very high on five of the eight statements, coming first on *"You can learn from it"*, *"I expect to find lots to interest me"* and *"You can believe what you read in it"*, and third on *"It's my kind of publication"* and *"I look forward to reading it"*. This segment is above average for *"I read it when I am relaxing"* (14th) but well below average on two statements: it is 29th for *"It's a useful source of information on products"* and 34th for *"It gives me ideas for things to do or buy"*. This profile creates a picture of a group of magazines which are exceptionally trusted, interesting, informative and a relaxed treat, but are not regarded as sources of action points.

The role of bridal magazines is well measured by the statements. They rank highly as a useful source of information on products (ranking 2nd), and in providing ideas for things to do or buy (ranking 5th) but they rank very low (40th/43rd) on the 'pleasure' scales of looking forward to reading it, reading it when relaxing, expecting to find lots of interest, and feeling *"It's my kind of publication"*. This description can be enhanced by adding the findings from the behavioural questions: as noted earlier, bridal magazines have the highest PEX score (6.99) but they also have one of the lowest percentages reading from cover to cover. Readers are clearly using the magazines in a directed information-seeking way, looking only for the pages containing the specific items sought (yet still opening 73% of pages) but poring over these pages time and time again.

Performance of the Quality of Reading Questions

And so it continues for all the segments, and in the same way the data can be examined for individual titles. The attitude statements combine to build a valuable impression of readers' attitudes and perceptions, and the picture is given further definition by the array of behavioural questions. All types of magazine have relatively strong points and weak points. Each can use the data to highlight its particular virtues. Everyone wins a prize.

The Questions Discriminate

It is possible - and fun - to post-rationalise reasons for the variations observed in the figures for the different segments, and in general the results make very good sense. What is certain is that the questions do discriminate well, both between types of magazine and between magazines within the same category.

The variety of results brings out the different ways in which different kinds of publication work, and this in turn shows the strength of the print medium. Whatever the communication task an advertiser sets, there is a suitable kind of publication to fulfil it.

Cross-Analysis

There is immense potential for cross-analysing two or more quality of reading measures, within the requirements of a specific advertising campaign that is being planned. Usually the need here is to compare competing titles, and the main limitation is not the imagination of the users but sample sizes. For example, when looking at readers of a particular title who agree strongly with one attitude statement and who also agree strongly with another statement, the number of unweighted readers may drop below 50, especially if a narrow target audience is specified - even though the survey's total sample is relatively high at 7,531.

QRS in the Marketplace: an Instrument for Change

The Launch of the Results

The launch of the results was key. If QRS was to justify its half a million pound investment, the marketplace had not only to be aware of the QRS but to use it actively and incorporate it into day-to-day planning, buying and selling.

The QRS launch was a very high profile event, with major press launches hosted by the IPA, ISBA and PPA in London and other regions of the UK. All magazine owners and sales houses were briefed on how to use QRS. Printed volumes were sent to all PPA, IPA and ISBA members and the fused on-line database was made available to all IPA/PPA NRS subscribers.

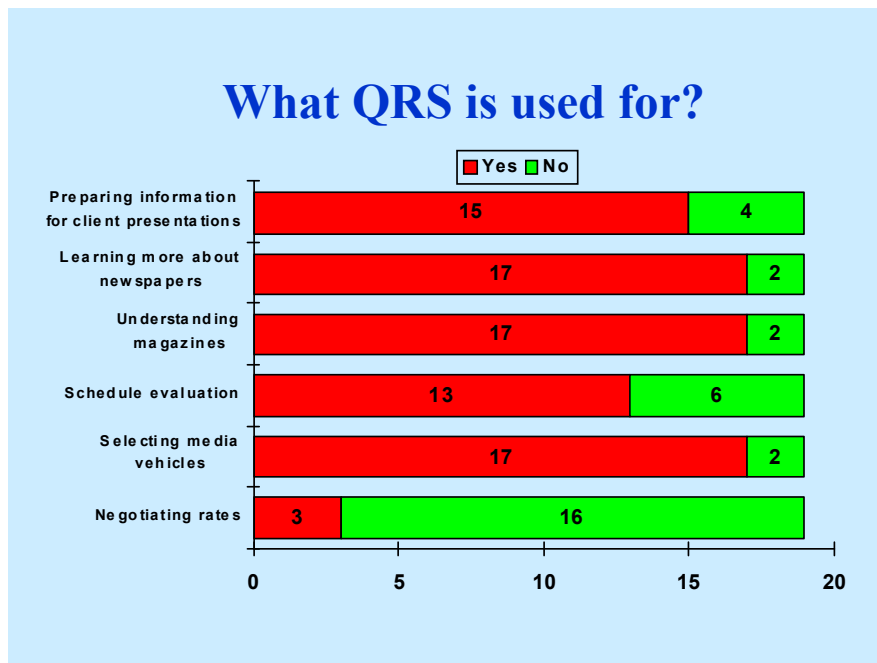
The Impact of the Results

The integration of QRS in the marketplace has been very good, although acceptance and usage of data were slower than first expected.

We found that users, both buyers and sellers, needed time to become familiar with the data, particularly the more complex and controversial parts, notably PEX. Also, initial problems with the operation of the software for the new fused NRS/QRS database hindered the situation until they were solved.

All magazine sales teams have been promoting the use of QRS data to agencies and the involvement of ISBA as one of the sponsors has meant that clients have actively prompted advertising agencies to use the data when planning and analysing their press campaigns.

However, there was quicker acceptance of using the QRS data in the planning process than in the buying process. The table below illustrates the responses from a PPA survey of 19 major press buyers and shows that the QRS is used primarily for gaining a greater understanding of press vehicles and selecting publications, rather than in negotiating rates.



Source: PPA

An IPA survey of major press spending members showed that 85% of buyers had used QRS data and verbatim comments revealed a positive response to the data:

'They are useful in helping to differentiate between titles where 'broad readership' is not enough of a discriminator'

'Not really useful in negotiations, but can help at planning stage'

'Gives deeper understanding of readers' relationships with publications and their likelihood of key exposure to ad'

Finally, QRS provided the industry with a wealth of data not available on the NRS. It has contributed to a full scale review of the NRS, currently in progress, which we hope will result in the incorporation into the NRS of some of the QRS questionnaire areas.

QRS II

The success of QRS I has led to industry demand for QRS II which is in the field from October 1999 with publication due in Autumn 2000. QRS II employs the same methodology as QRS I. However, after consultation with both buyers and sellers there have been some changes to the questionnaire, that is, the number of attitude statements has been reduced in order to make space for an action-based question which was strongly requested by users. The new question formats are as follows:

I am going to read out some statements. For each statement, I will ask you to tell me how much you agree or disagree that it applies to some of the publications you read.

1. You can believe what you read in it.
2. I look forward to reading it.
3. It's a good source of information.
4. I read it when I'm relaxing.

Each statement asked for each publication in turn.

I am now going to ask some further questions about what you have ever done as a result of reading these publications.

Have you ever ...

1. Picked up ideas
2. Followed some advice given
3. Tried something for the first time
4. Bought something.

Asked for each publication in turn.

We have also reviewed the launch and data dissemination procedures of QRS I to ensure that the launch of QRS II goes as smoothly as possible, thus allowing users to assimilate the results as quickly as possible into day to day planning buying and selling of the press medium.

References:

Hilary Birt (née Cade), (Ipsos-) RSL Media, Quality of Reading Measures Assessed by Qualitative Research. Worldwide Readership Symposium 6, San Francisco, 1993.

Appendix: Table 1**Publication segment x 5 behavioural measures**

	% WHO READ		AVERAGE		TIME SPENT		OVERALL PROP.TN		PEX (PAGE	
	COVER TO COVER		NO. OF PICK-UPS		READING		OF PAGES OPENED		EXPOSURES)	
	%	Rank	No.	Rank	Mins.	Rank	%	Rank	Score	Rank
Average paid-for magazine	44		5.4		53.9		79.2		2.40	
TV Listings Weeklies	44	15	9.9	2	51.4	22	82.7	7	2.35	24
Motoring - Classic cars	48	13	7.4	3	67.0	8	78.2	23	3.55	7
Motoring - General	35	30	4.7	25	47.2	26	71.9	42	2.17	29
Motoring - Performance cars	50	8	6.5	7	58.0	15	76.7	29	5.55	2
Motoring - Other	43	18	6.0	12	57.9	17	76.9	28	2.71	18
Motorcycling	56	2	6.2	9	66.7	10	79.9	16	3.59	6
Angling	59	1	6.0	12	51.0	23	78.7	22	3.55	7
Boating	35	30	5.2	18	72.0	4	72.4	38	1.64	37
Football	43	18	4.0	36	35.0	40	72.2	39	2.29	27
Golf	41	21	6.1	10	65.8	11	80.8	11	2.30	26
Sport - General	44	15	4.5	29	46.3	29	78.8	20	2.55	20
Men's & Style	35	30	5.9	14	54.0	19	78.2	23	3.03	11
Teenage	38	24	3.7	39	36.1	39	72.1	41	2.16	30
Music - Dance	49	10	7.2	5	67.0	8	83.1	4	4.84	3
Music - Rock	33	35	4.8	24	49.2	25	82.9	6	1.71	35
Equestrian	50	8	4.3	31	51.5	21	79.6	18	2.87	14
Country Interests	37	26	4.3	31	45.6	30	73.4	33	1.91	32
Film, Entertainment & Listings	36	29	4.3	31	36.8	38	77.3	27	1.75	34
Photography	52	7	7.1	6	70.8	5	82.0	9	2.43	22
Adult Humour	56	2	5.0	21	50.5	24	83.1	4	2.99	13
Current Affairs & Finance	30	39	4.1	34	60.1	12	73.0	34	1.59	39
Retirement	49	10	4.6	27	69.4	6	85.6	1	2.43	22
Gardening	55	6	6.3	8	73.1	3	84.0	2	2.80	16
Science & Nature	45	14	5.6	17	73.3	2	79.8	17	2.34	25
Other Leisure Interests	41	21	6.1	10	47.0	27	72.2	39	3.09	10
General Interest - Miscellaneous	37	26	5.0	21	68.5	7	74.2	32	1.88	33
Buying & Selling	30	39	5.0	21	44.4	33	64.2	45	1.34	41
Women's Weeklies	56	2	3.8	38	53.7	20	83.9	3	1.54	40
Women's Lifestyle	33	35	4.5	29	46.6	28	77.4	26	1.99	31
Women's General Monthlies	40	23	5.1	19	57.6	18	80.8	11	2.28	28
Young Women's Magazines	49	10	4.1	34	44.0	34	79.6	18	2.61	19
Homes & Decoration	38	24	5.8	15	58.7	14	82.3	8	2.82	15
Parenthood	42	20	5.1	19	58.0	15	73.0	34	2.74	17
Women's Health & Beauty	37	26	4.6	27	40.7	35	74.7	31	4.18	5
Slimming	44	15	4.7	25	39.9	36	72.9	36	3.14	9
Bridal	28	42	5.7	16	60.0	13	72.8	37	6.99	1
Women's - Other	56	2	7.3	4	85.0	1	80.5	13	2.52	21
Customer Magazines - Women's	30	39	3.1	40	28.0	41	78.8	20	1.68	36
Customer Magazines - Motoring	24	43	2.5	44	27.6	42	77.7	25	1.61	38
Customer Magazines - Lifestyle	15	45	1.8	45	18.4	45	66.0	44	1.33	42
Customer Magazines - TV Listings	21	44	11.1	1	45.2	32	71.6	43	4.77	4
Customer Magazines - Other	34	33	3.9	37	27.4	43	76.0	30	3.02	12
Daily Newspapers	34	33	2.9	41	39.3	37	80.4	14	Not asked	
Sunday Newspapers	31	38	2.9	41	45.6	30	80.0	15	Not asked	
Newspaper Supplements	32	37	2.6	43	25.3	44	81.0	10	1.19	43

Appendix: Table 2

Publication segment x 8 attitude statements ("Agree strongly")

% = % of adult readers who agree strongly that statement applies to title

	"IT IS MY KIND OF PUBLICATION"		"YOU CAN BELIEVE WHAT YOU READ IN IT"		"IT GIVES ME IDEAS FOR THINGS TO DO OR BUY"		"I LOOK FORWARD TO READING IT"		"I EXPECT TO FIND LOTS TO INTEREST ME"		"YOU CAN LEARN FROM IT"		"IT IS A USEFUL SOURCE OF INFO ON PRODUCTS"		"I READ IT WHEN I AM RELAXING"	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Average paid-for magazine	47		38		28		48		51		37		35		59	
TV Listings Weeklies	43	28	44	20	13	39	39	35	38	37	23	41	19	39	50	32
Motoring - Classic cars	57	11	53	12	39	17	62	5	63	8	58	9	57	8	65	7
Motoring - General	40	36	42	25	31	23	42	31	51	23	45	19	54	13	52	29
Motoring - Performance cars	56	12	43	21	40	15	56	9	59	12	44	23	52	15	53	28
Motoring - Other	52	14	55	10	41	13	53	13	57	16	52	12	55	12	56	20
Motorcycling	65	3	60	7	46	8	63	3	66	5	55	10	60	5	60	16
Angling	65	3	53	12	46	8	56	9	59	12	53	11	57	8	66	6
Boating	50	18	60	7	41	13	48	22	55	17	67	5	67	1	64	9
Football	47	25	45	19	16	36	48	22	50	26	29	33	25	35	55	25
Golf	58	10	54	11	37	21	54	12	61	9	46	17	48	21	67	3
Sport - General	66	2	61	3	20	33	62	5	61	9	41	25	28	28	60	16
Men's & Style	42	30	23	39	22	31	42	31	46	31	21	44	24	37	56	20
Teenage	37	37	19	41	23	29	40	33	39	36	22	42	26	32	49	36
Music - Dance	61	8	51	16	48	4	60	7	65	6	35	28	56	11	59	19
Music - Rock	50	18	38	35	38	20	49	20	60	11	31	29	37	25	50	32
Equestrian	60	9	61	3	31	23	56	9	65	6	60	7	50	18	67	3
Country Interests	54	13	42	25	30	25	49	20	54	19	48	15	37	25	64	9
Film, Entertainment & Listings	41	34	40	27	28	26	40	33	48	30	37	27	26	32	48	38
Photography	64	6	61	3	58	1	67	1	68	3	71	2	49	20	54	27
Adult Humour	51	15	13	45	6	45	52	14	54	19	22	42	8	45	63	12
Current Affairs & Finance	48	22	48	18	17	35	50	19	68	3	70	3	26	32	44	39
Retirement	51	15	50	17	25	27	52	14	55	17	45	19	40	24	67	3
Gardening	62	7	61	3	55	3	65	2	69	2	69	4	57	8	74	1
Science & Nature	65	3	72	1	19	34	63	3	72	1	81	1	27	29	61	14
Other Leisure Interests	41	34	40	27	47	5	44	26	45	32	48	15	58	6	51	30
General Interest - Miscellaneous	45	27	43	21	16	36	44	26	50	26	45	19	24	37	56	20
Buying & Selling	42	30	39	33	40	15	38	37	44	33	31	29	61	2	39	42
Women's Weeklies	48	22	26	37	22	31	52	14	50	26	27	35	25	35	70	2
Women's Lifestyle	35	39	18	43	23	29	38	37	40	35	25	37	27	29	55	25
Women's General Monthlies	50	18	40	27	44	11	48	22	53	22	45	19	47	22	64	9
Young Women's Magazines	42	30	25	38	24	28	44	26	49	29	25	37	27	29	56	20
Homes & Decoration	50	18	43	21	45	10	51	17	54	19	50	13	50	18	65	7
Parenthood	51	15	56	9	44	11	51	17	58	14	64	6	58	6	50	32
Women's Health & Beauty	48	22	40	27	39	17	44	26	51	23	46	17	44	23	50	32
Slimming	43	28	43	21	36	22	39	35	51	23	50	13	51	17	49	36
Bridal	33	40	52	15	47	5	29	40	37	40	42	24	61	2	38	43
Women's - Other	67	1	63	2	56	2	60	7	58	14	60	7	54	13	62	13
Customer Magazines - Women's	27	41	40	27	39	17	28	41	32	42	27	35	52	15	51	30
Customer Magazines - Motoring	19	44	40	27	15	38	19	44	23	44	31	29	32	27	41	41
Customer Magazines - Lifestyle	17	45	27	36	8	44	15	45	20	45	25	37	15	40	37	44
Customer Magazines - TV Listings	24	43	39	33	10	42	20	43	25	43	14	45	15	40	43	40
Customer Magazines - Other	27	41	53	12	47	5	28	41	38	37	40	26	61	2	37	44
Daily Newspapers	46	26	19	41	11	41	47	25	41	34	30	32	15	40	56	20
Sunday Newspapers	42	30	17	44	10	42	43	30	38	37	28	34	15	40	60	16
Newspaper Supplements	37	37	20	40	12	40	38	37	35	41	25	37	15	40	61	14