

Jean-Pierre Leterrier  
Burson-Marsteller  
Paris, France

# 1.10 Syndicated readership research in France

The CESP (Centre for the Study of Advertising Media) is an association of agencies, advertisers and media in which each part has one third of the share and power.

The role of the CESP is to make a study of the audience of all media for the members of the association.

It was founded in 1957 and the first survey was issued in 1958. Up to 1968 a study was made every two years: then a study each year. The first radio and TV survey was made in 1968 and it is now made each year.

## **PRINT SURVEY (the print survey also includes a cinema survey)**

### **Present methodology**

The print survey is made by personal individual interviews. 12,000 people are interviewed, representing 37,000,000 French people aged 15 years and more.

The interviews are carried out, in four waves of 3000 people, in November, January, March and May. The results are available at the end of July and can be used for media planning in September.

For the magazines, it measures the last period readership of an average issue.

The sample is based on the electoral list for small cities and on a quota for big cities.

### **Present interviewing procedure**

The interviewer asks a media question following the rotation procedure:

cinema – dailies – monthlies – weeklies  
cinema – dailies – weeklies – monthlies  
monthlies – weeklies – dailies – cinema  
weeklies – monthlies – dailies – cinema

The interviewer shows a coloured logotype of each medium to help the recognition of the titles. The logotypes are set up on a ring, which means that each medium has the same chance of being presented at the beginning of the interview.

### **Questionnaire**

#### *1st question: FILTER*

Here is a pack of cards representing magazines. For each of them would you please tell me if personally you happened to read or looked through, at home or out-

side, an issue of . . . . . in the last 12 months?

This question is asked as a filter question for all the titles of the category.

#### *2nd question: LAST PERIOD READERSHIP*

You just told me you read or looked through, in the last 12 months, the issue of . . . . . Would you please tell me when was the last time you personally read or looked through, at home or outside, any issue of . . . . ., even an old issue?

#### *WEEKLIES*

yesterday or the day before yesterday  
less than three or four days ago  
less than eight days ago  
from eight to 15 days  
from 15 to 30 days  
more than one month

#### *MONTHLIES*

less than eight days  
from eight to 15 days  
from 15 to 30 days  
from one month to three months  
from three to six months  
more than six months

#### *3rd question: READING HABITS AND FREQUENCY*

Would you please tell me how often you personally read or looked through at home or outside an issue of . . . . .?

#### *WEEKLIES*

every week  
two to three times a month  
once a month  
five to six times a year  
less often

#### *MONTHLIES*

every month (every two weeks)  
six to ten times a year  
three to four times a year  
one or two times a year  
less often

#### *4th question: HOW THE ISSUE IS OBTAINED*

Last time you read or looked through . . . . . how did you get it?

# 1.10

## Syndicated readership research in France

I am a subscriber myself  
another member of my home is a subscriber  
it is delivered at home  
I made the purchase myself  
another member of my home made the purchase  
it was lent or given to me  
I found it in a waiting room, hairdressers, office,  
workshop

### Description of people

Each person interviewed is asked his age, profession, etc. The description is completed by the house equipment and address. No marketing data is included.

### Utilisation

By calculating how many people in each habit class (question 3) have read an issue in the last period (question 2), the CESP calculate for each person the reading probability used in media planning.

### METHODOLOGICAL CHANGES IN THE PAST

In the 1975 survey, the questions were changed and replaced by the ones used now. The previous questions were:

#### 1st question: FILTER

Here is a pack of cards representing magazines. For each of them would you please tell me if personally you read it or only looked through it at home or outside: regularly; rather regularly; rarely; almost never; absolutely never.

#### 2nd question: LAST PERIOD READERSHIP

In the last 30 (15 days), that is since . . . . . (up to yesterday included) have you personally read or looked through an issue of . . . . . at home or outside, even an old issue? (Read all the titles, except those where the answer is 'absolutely never'.)

#### 3rd question: READING HABITS AND FREQUENCY

Question 1 was used both as a filter and as a measure of habits.

### Rotation procedure

The previous questions on cinema and dailies were always asked first and only weeklies and monthlies were rotated.

### Lifestyle and interests centre

In 1977 a self-completion questionnaire was left by the interviewer with 4000 people in order to obtain items for a lifestyle classification of people and media.

The *Radio and Television* audience is obtained by

interviewing the same sample as for the print survey on their radio listening and TV viewing. This method allows the two surveys to be combined on a united tape, which permits a media mix comparison.

### SUMMARY

Each year, the CESP provides data on audience for print, radio and TV. For magazines, it gathers the last period readership, the reading habits and how the issue is obtained. This information permits a comparison of the media audience in terms of socio-demography and equipment and in terms of duplication between magazines.

There also exist other surveys for defining audience.

Sofres 30,000: named this way because of its sample size. Is devoted to measuring small magazines.

Miss 80: a TGI type survey done privately by a group of publishers.

Sofres, Media and Product: a survey of product ownership for durables, with media aspects.

Secodip Panil: a housewife panel used for obtaining marketing data, but which also collects media information. It is the leading tool for TV media planning.

The Way Ahead: a special CESP panel recording qualitative data.

### FURTHER NOTES

#### Questionnaire

The questionnaire used by the CESP applies the recent reading technique and is similar to the British NRS.

There is a time-related recent reading question, but the most interesting thing about this question is that it has the same number of levels for weeklies and monthlies (six, including three positive for recent reading).

#### Problems, developments and experiments

The CESP adds new magazines to the survey each year, but the number of titles submitted in the filter has a certain limit.

There is a lack of marketing data in this survey, which have to be supplied from other sources.

The CESP has conducted an important experiment with a panel survey. With this panel they measured how people 'budget' or use their time during an average day. This panel also gave us important data on time spent reading, number of pick-ups, place and time of reading, and occupation. A committee has been appointed to suggest new experiments for this panel.

A survey among people aged eight to 16 has been conducted. *In a word* we are moving and we are trying to find new solutions. But it is not easy.