

7.2

USE OF NEW QUALITATIVE CRITERIA IN MEDIA PLANNING

INTRODUCTION

An advertisement for cigarettes appeared in a German magazine with original English headlines: "Today you will discover the slimmest cigarette known to women. And tomorrow you will wonder how you ever smoked anything else". An ad for Caprice appeared in *Stern*, No 4, 1988; only two German words were included: 'Neu: Caprice ist super ... superslim'. In the same issue advertisements for Swissair appeared with the headline 'USP'; for Sir Winston Tea with the headline 'The great tea for Great Britain'; and for Montblanc praising 'The art of writing'. In keeping with the worldwide concept, an ad for Rothmans in *Stern*, No 31, 1988, features a ship's captain proclaiming in English: 'Best tobacco money can buy - made in Great Britain'; the only indication that it was published in Germany is the warning in German that 'Cigarette smoking is hazardous to your health' at the bottom of the ad.

Several features of these campaigns appear characteristic, not only of cigarette advertising, but of advertising for other markets in the consumer goods and service sectors:

- use of global concepts
- no automatic use of the language readers are most familiar with
- more focus on image than on product arguments
- taking account of markets shrinking
- products and services very similar to each other are offered
- therefore the right psychological positioning is essential.

This is not infrequently combined with advertising budgets which are shrinking rather than growing.

Additional factors include: administrative and legal stipulations regarding advertising; advertising bans or restrictions on the consumption of certain products in certain places; as regards the cigarette market, warnings on the dangers of smoking; bans on television advertising for cigarettes, prohibition of smoking in public buildings and on public transportation. There are indications, however, (probably not just in Germany) that these factors can lead to a new form of advertising featuring a debate, for example, on the pros and cons of smoking, in an attempt to ease the conflict surrounding this controversial issue.

The same applies to advertising campaigns sponsored by power companies, in which the advantages and disadvantages of nuclear energy are debated, or automobile industry ads using arguments for and against speed limits on freeways and highways.

In addition to the consumer as the classical target group for brand name advertising, more and more advertising portraying consumption in ideological terms is directed towards a general audience, either in defence against strong criticism - as in the case of the cigarette industry - or to draw attention to contributions made to society by a company or federation of industries, such as the German chemical industry informing the public of its work in environmental protection through widespread ad campaigns. We may also include campaigns against drug use or information on AIDS in this category.

But changing conditions apply not only to advertising; the structure of the media and the use of the media change too, as shown by:

- an increasing number of advertising media
- more special interest titles
- more intensive use of special interest magazines and less use of general interest titles.

Although time budget studies in Germany show an overall growth in the use of the media between 1980 and 1985, this is due solely to increased radio listening; newspapers were read on average 33 minutes daily in 1985 and thus less than in 1980 (38 minutes); and in 1985, ten minutes a day were spent reading magazines, instead of 11 minutes in 1980; less time was also spent reading books in 1985 (17 minutes instead of 22 minutes in 1980), (Berg & Kiefer 1987). This development is especially dramatic among young people.

Despite the increase in the number of print media since 1980 (especially special interest titles and advertising fliers) more time was not spent reading; should this development be confirmed in future, a decrease, rather than an increase, would have to be assumed in the average amount of attention received by each title. Therefore the probability of ad contact is on the decrease rather than the increase.

Although it is beyond the scope of this paper, it should be mentioned that these shifts are significant not only for media planning. It will become increasingly important to check the editorial concepts regularly in order to respond promptly to changes in reader interests, and changes in title with a view to the competition. In so doing, it will no longer suffice to rely on intuitive interpretations by individuals or on occasional ad hoc studies. For further details on how media market analyses can be used for this purpose, see Jochen Hansen, (1987 & 1988).

Media planning must of course take into account these changes in a manner appropriate to the specific target groups. In the cigarette market, for example, the criterion consumer/non-consumer is inadequate when German advertising addresses the consumer in a foreign language and – according to an Allensbach survey from the mid-eighties – only 50% of the Germans have a fair understanding of English. The percentage of those wishing to perfect their overall language skills is the same – with only three out of ten Germans saying as much for English – according to findings from the Allensbach Media/Market Analysis 1988 (AWA). Considering also that long-term findings from the AWA indicate that persons who have quit smoking are mainly in the higher socio-economic groups in Germany – the same groups most likely to be familiar with foreign languages – we run the risk of wasted media coverage if the target groups cannot be classified also in terms of their simple ability to understand the language, or in terms of their receptiveness to international products.

TARGET GROUPS

The Allensbach Media/Market Analysis has been defining consumer and psychological target groups since 1959. Media planning called for detailed consumer classifications as early as the sixties and the seventies because, even at that time, they were recognised as an aid to media planning.

In 1980, I summarised the situation in answer to the question 'Are consumption data necessary?' as follows (Hansen 1980).

"In Germany, official 'Media Analysis' (AG.MA) focuses on the accurate measurement of media users and their socio-demographic structure. This is the goal in 1980, as it was in 1954. And although most social groups have developed a relatively high level of consumption, meanwhile a considerable

portion of German media planners believe that it is sufficient to select the advertising media strictly according to demographic criteria about their users; at least two-thirds of all planning strategies are probably based only on socio-economic criteria”.

According to Zacharias, media planners feel overburdened rather than overjoyed by the plethora of permanently actualised market media studies in Germany (Zacharias, 1979), and the question is whether characteristics beyond the mere demographic data are at all necessary in the media planning process. Does not the definition of a target group according to the classical sociological variables of sex, age and social class suffice?

Consumers

Allensbach was able to establish proof in 1972 in a number of markets that marked coverage differences occurred if consumption definitions were considered aside from demographic variables.

Areas of interest

In 1968, Agostini suggested using a less expensive form of investigation to replace the direct pre-choice question about consumption in the various markets. Based on Starch's observation (1966) that advertisements of products closely connected with personal interest find more attention than advertisements normally do, his suggestion was to investigate the areas of interests of individual audiences (Agostini & Boss 1973).

An example from the AWA illustrates how the criteria of interest can refine media planning: men are compared who showed particular interest in a 'well-stocked liquor cabinet', weighted demographically, on the one hand, and ascertained by direct questioning, on the other hand. Although both groups are similar

in size with 3.95 and 3.20 millions, the rank order of least expensive media differs markedly (Table 1).

Life style

In the early 1970s, Leo Burnett's 'Life-style' studies received wide attention. In Britain, for example, they made it possible to break up media use according to 230 life-style statements which were ascertained through a scale of pre-choice questions and condensed into types afterwards in order 'to understand better target groups as *people*: to appreciate their hopes and fears, dreams and worries, interests and preoccupations, what really matters to them and what is important'. (Segnit and Broadbent 1973). These male and female types certainly spurred the imagination of many creative people and of advertisers, but they yielded few gains for media planning (Monk 1973) and even the initiators of this study sum up a published example by saying: "Thus Life Style has added some important dimensions to our understanding of the product field despite the fact that in this case social class remains the greatest single discriminator". (Segnit and Broadbent 1973).

General and special typologies of consumers

In Germany, too, the overall purpose of categories of consumer was tested. General attitudinal scales of interest in innovation, quality, inexpensive purchasing, health care, active leisure-time, provisions for the future, well-groomed appearance as well as model types (GfK scales 1969) "Hardly made a more marked discrimination of audiences recognizable for the majority of magazines" (Arbeitsg. Leseranalyse, 1969). Allensbach, too, ascertained weaknesses in these *general* self-descriptions: persons who rated themselves as particularly thrifty in a scale analysis, purchased stockings, for example, much more

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Table 1

Excerpt from a calculation for 18 German print media	Men between 14 and 54 years of age with an above-average socio-economic level (scale steps 1, 2 on a 7-step scale)			Men 'particularly interested in a well-stocked liquor cabinet'		
	Mil-lions	Price in DM for 1000 readers	Rank order	Mil-lions	Price in DM for 1000 readers	Rank order
Readers per issue of:						
Bild der Wissenschaft	0.30	38.62	1	0.17	69.26	4
Der Spiegel	1.37	39.11	2	0.69	77.36	5
Capital	0.62	41.63	3	0.22	115.96	11
Stern	1.62	46.93	4	1.14	66.65	3
Merian	0.34	49.00	5	0.14	122.44	12
Hobby	0.19	55.58	6	0.17	62.67	1
Pardon	0.31	57.13	7	0.20	90.80	9
Playboy	0.54	59.45	8	0.49	65.78	2
Wirtschaftswoche	0.24	60.75	9	0.06	256.36	18
Photo	0.22	61.36	10	0.16	84.20	6
Size of population:	3.95			3.20		

Basis for projections: Allensbach Advertising Media Analysis 1979

frequently in the lower price range than the other consumers; however, they purchased liquors in the middle price range. For the characteristics of the 'innovator' it was shown that these persons were not susceptible to innovation to the same degree in all areas of consumption. (Noelle-Neumann 1971) And: "As a general rule, the less direct the approach to psychographic variable, the less likelihood there seems to be that it will be a strong predictor of media exposure of a certain kind". (Lovell & Nelson 1975).

So it was concluded: "Psychographical target groups can only be regarded as meaningful if established with regard to product areas". (AWA 1971) Thus, the fact was taken into account "that one and the same person belongs to different 'attitudinal types' in different areas of consumption. The steering programs affecting

behaviour have to be traced back to interindividually and intraindividually different groupings of characteristics according to consumption areas." (Bergler 1972).

No doubt, the necessity of a market-specific ascertainment of types is not of the same importance in every market. To take account of it should be particularly worthwhile in the large markets which are covered by a lot of advertising. Table 2 provides an overview of a couple of markets to show in how many of 64 tested media significant coverage differences occurred if further consumption characteristics – of the same socio-demographic group – were taken into consideration.

The aforementioned 1972 data were supplemented by findings of the 1979 AWA on the rank order of least expensive media either for

Table 2

Different use of media by different target groups with the same socio-demographic characteristics

Examples for women and men, aged 30-49, middle class	Number of media with significant differences (out of 64 media)*
WOMEN	
Lipsticks:	
Consumer/non-consumer	24
Preferred price level: higher/medium, lower	12
Opinion leader/non-opinion leader	8
Perfume:	
Consumer/non-consumer	21
Preferred price level: higher/medium, lower	10
Opinion leader/non-opinion leader	8
MEN	
Cola drinks:	
consumer/non-consumer	15
Mineral water:	
Consumer/non-consumer	14
Cognac, brandy:	
Opinion leader/non-opinion leader	25

Source: Allensbacher Werbeträger-Analyse (AWA) 1972

* Significant at the 10% level

the socio-demographical target group or for the directly ascertained group, women who say that they use high-priced detergents in contrast to the groups of women who say that they are users of Persil (Persil is regarded as the most expensive detergent in Germany) (Table 3).

From Zacharias' investigation it can be concluded that media planners prefer simple, easy-to-comprehend and easy-to-reconstruct definitions of market and consumer types (1979), if only to demonstrate to the advertisers how 'sophisticated' their approach to media planning is, or to 'dress up the argument', "psychological and typological knowledge is well-suited to enliven the customers' imagination. That is a well-known fact by now."

Regarding the present status in the late eighties, in media planning there is as great a need for target groups to be defined as simply and clearly as possible as there was in the late seventies. For example, in addition to defining market segments, data must be collected on how interested the consumer is in information, how actively involved he or she is in making the purchase or serving as an advice-giver and which consumers purchase specific brand names.

In Germany today, more media/market studies are used to define target groups than in the past. One of these, Verbraucher-Analyse (VA), consumer analysis, focuses on determining consumers of specific brands. The Allensbach Media Market Analysis sees its main task in the valid identification of as many markets and psychographic target groups as possible – totalling more than 2,000 each during the last few years – up to and including very exclusive, high-class market segments.

Surveys conducted by the Heinrich Bauer Publishing House in 1985 and 1988 of media experts in advertising agencies and companies which advertise indicate an increased use of those market media studies which each year strive to include new markets.

There is a relatively high level of interest in the more one-dimensional consumer types within the various markets. Some examples of these are TAPs (Technically Advanced Persons)

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Table 3

Examples for changes in media planning by direct ascertainment of target groups

Excerpt from a calculation for 30 German print media	Target group definition		
	Through demography	Directly	
Rank order of least expensive media:	Women between 14 and 54 with at least an average socio- economical level (scale steps 1-5 on a seven step scale)	Women who always or usually- Buy higher- priced detergents	Buy Persil
Mein Erlebnis	1	2	1
Freundin	2	6	5
Carina	3	15	11
Spielen und Lernen	4	11	16
Meine Geschichte	5	4	3
Burda Moden	6	7	7
Neue Mode	7	8	9
Für Sie	8	9	8
Ratgeber	9	1	4
Frau im Leben	10	5	6
Size of population	14.37 mil	4.71 mil	14.19 mil

Basis for the calculations: Data from the Allensbach Advertising Media Analysis 1979.

who meet three out of ten criteria indicating expertise in and willingness to purchase technically sophisticated consumer goods and durables (12% of the adult population in 1988); core target groups (Affluents), defined in terms of insurance policies (at least five out of ten in the household, 26% of the Germans in 1988); 'All-round athletes' (who participate often or occasionally in at least seven out of 27 different types of sports; 25% of the Germans in 1988); Do-it-yourselfers performing home improvements in and around the house (20% perform at least three out of ten repair or improvement jobs themselves).

Other core target groups in the AWA '88 include purchasers of make-up, beauty care and hair care products (separate categories for men and women), ready-to-serve meals, frozen

foods, alcoholic beverages, medication and natural remedies in addition to such target groups as 'Ultra consumer' or 'Young DINKs'.

Although the car makes BMW and Mercedes appeal to economically similar social groups, there are distinct typological differences between these consumer groups: BMW has to focus on more sporty, technically interested car owners than Mercedes. With the aid of a media/market study such as the AWA, this target group can be defined using direct questions about cars and desired automotive equipment as well as other questions concerning relative interest in high-tech orientated markets. This makes it possible to check all relevant dispositions of a target group using the 'story finder program' with more than 500 variables of consumption and consumer typology, ranging from

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the purchase of bio-degradable detergents to interest in the English language.

As already implied, a media/market analysis in a time in which many consumer articles are controversial must be able to identify the various

subgroups, from advocates and opponents of nuclear energy through supporters and foes of private transportation (who often coincide with those for or against speed limits), to target groups for anti-AIDS campaigns. Examples – even for tracking these topics – are presented in Table 4.

Table 4

Social agenda orientation 1986 – 1988

	Percentage of the German population 14 and over* which					
	Generally favours			Generally opposes		
	1986 %	1987 %	1988 %	1986 %	1987 %	1988 %
Building more nuclear power plants in the Federal Republic	10.7	8.8	6.4	60.1	63.2	67.1
Using more computers in companies	18.2	19.9	19.7	41.3	38.8	38.7
Expanding the freeway network	23.3	24.8	25.6	47.2	46.1	44.5
100 km speed limit on freeways	34.0	34.4	34.0	43.8	44.6	42.6
80 speed limit on federal highways	41.1	42.3	41.4	36.6	36.5	36.4
Participating in unauthorised demonstrations	6.8	7.0	5.9	69.5	71.5	72.1
General prohibition of smoking at the workplace	43.8	46.4	46.6	29.9	29.1	28.5
More strikes to achieve labour union demands	15.9	15.2	16.2	46.1	48.2	46.2
Eating more organically grown, untreated foods	43.4	49.4	55.9	18.8	16.2	13.4
Living as a vegetarian, doing without meat	11.1	11.7	13.2	59.3	59.4	55.8

* The residual percentage represents undecided, no opinion (together, the figures add up to 100%)

MEDIA

Increasing number of advertising media

We have already examined the effect of detailed target group attributes using an example from 1972 with approximately 60 advertising media. Today the AWA includes roughly 200 advertising media; as in most other countries, there has been a dramatic increase here in the number of magazine titles. This poses a problem for media surveys: how to deal with such a vast quantity, if possible within the framework of a single source study.

It has since been determined that including data from an additional 40-50 advertising media lowers coverage figures by approximately 10% on average (Tennstädt 1983).

Confusingly similar titles

As the number of magazines with similar titles increases – especially in special interest areas – so does the likelihood of mistaken identification of titles. Starting in 1985, the AWA resolved this by presenting all titles with identical or similar names or mastheads together, including titles that are published at varying intervals. Only after this presentation are the masthead cards then sorted out into weeklies, bi-weeklies and monthlies for the questions as to when these publications were last read.

Filtering

The AWA questioning procedure is also simplified by following up the frequency question with only one further question as to when the publication was last read. Additional filter questions are not included as in the German Media Analysis (MA). As early as two

decades ago, the Allensbach Institute found on the basis of empirical data that coverage figures are dependent on the ratio of qualifying to non-qualifying response categories for the readers per issue (Tennstädt 1983).

Yesterday's reading

The more titles a study includes, the more important it is for the survey model to be respondent-friendly and easy to comprehend. Even if the model appears very easy on the respondent, it remains unsatisfactory if the recall capacity required varies depending on whether questions concern specific issues of a weekly magazine or of a publication appearing at less frequent intervals. The respondent's memory must supply information from widely varying time periods:

- over a period of seven days for weeklies
- over a period of 14 days for bi-weeklies
- over a period of four weeks for monthlies.

A proposal made by Allensbach which appeared in the 1987 AWA Methods Volume calls for inquiring about yesterday's reading (or yesterday's/day before yesterday's) for all publications as well as the quantity – how much of the magazine was looked at in this time period.

We consider this question model simple, clear-cut and uniform for all publication intervals. Only questions concerning yesterday (or yesterday/day before yesterday) are included. Questions on the so-called first reading: 'Did you read or look through this magazine, this issue yesterday for the first time?' are not asked because it is our experience that they only create new problems.

The new model compares titles and magazine groups on the basis of pages of exposure multiplied by the number of days within the publication interval:

Example

Yesterday's/ day before	x	Quantity read	x	3.5 for weeklies
yesterday's readers		(yesterday/ day before yesterday)	x	7.0 for bi-weeklies
			x	15 for monthlies

Using this model, we expect to arrive at standard values for ratios between respective magazine groups. These values can then be compared with the corresponding figures (from the AWA or from the Media Analysis (MA) according to an evaluation of readers per issue with the exposure quality index taken from the MA and/or the advertising media exposure data from the AWA). (Allensbacher Markt-Analyse 1987).

The yesterday's reading approach would therefore be of most importance in determining the ratios between the individual media types; the problem of statistical uncertainty regarding projection of readers per issue would not be solved for titles with very low coverage in view of the sample sizes used in today's media analysis.

Although the problem of finding an objective yardstick for accurate coverage figures is insignificant compared with the problem of including ever-growing numbers of publications in studies, it is by no means solved. A researcher must ensure that the dramatic increase in the number of titles included does not lead to inaccuracies in coverage measurements or misinterpretations regarding coverage development of individual titles. By changing the proportion of question categories, for example, from 2:5 to 2:4 qualifying to non-qualifying

readers per issue, the coverage measurements can be corrected to avoid any serious change in the proportion between media types.

Time budgets for media use

Regardless of whether overall media consumption expands or shrinks, comparative studies can be conducted when the titles within a given framework remain constant. Time-budget studies which collect data on the use of media on specified days compared with time spent on all other activities, are another possibility. Such studies provide information on long-term increases or decreases in exposure to all media – irrespective of individual titles. In view of the data indicating a downward trend in time spent reading daily in Germany in the eighties (see above), a drop on average in the exposure to individual publications as the number of advertising media increases may be expected. How much this effect will vary depending on the publication types remains to be seen. It need not have the percentage of readers per issue when, for example, a given magazine is read only six minutes a day this year compared with eight minutes a day in 1980.

Exposure-qualifying characteristics

Copy tests have shown that people who regularly read a large amount of a magazine and identify with it also have high probability of advertising exposure. For this reason the AWA has included questions on 'amount read' and 'identification with magazine' for many years (see Figure 1).

Two further ratings appearing as personal statements regarding 'receptiveness to advertising' are also included in the AWA as recommended by the German 'Expertenkreis Kontaktqualität': 'Advertising is usually quite entertaining' and 'Advertising is really quite helpful to the consumer'. Allensbach, how

Figure 1**Amount read and identification**

1. Amount read

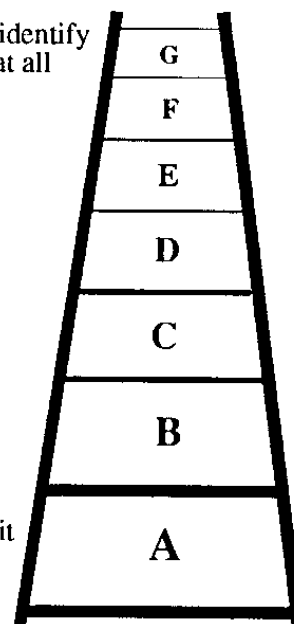
Question: "Here are the masthead cards for all the magazines you read or look at at least occasionally. I know this won't be easy, but could you tell me for each of them **how much** of it you have read - I mean of **the most recent issue**, of which you've read everything you are interested in. Would you please distribute the masthead cards on this sheet? If you have read or looked at all or almost all of a magazine, put it in the first column, if you have read or looked at three-quarters of the issue, put it in the second column, etc. If you cannot remember the last issue of a magazine anymore at all, simply lay the card aside."

Categories:

All of it nearly	About three-quarters	About half	About a quarter	Only a few pages
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2. Identification with magazine

Question: "You sometimes say of a person that you are very close to him or not so close. This can also be applied to magazines. May I present you with the masthead cards one last time? Would you please tell me for each card whether in general you identify very closely with this magazine or not so closely? A on this illustration would mean that you identify very closely with this magazine and G would mean that you do not identify with it at all. You only need to give me the letter that applies."

Do not identify
with it at allIdentify with it
very closely

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ever, has not agreed to calculate these statements in conjunction with the two mentioned above because:

– Measurements of both quantity read and identification with a magazine contain publication-specific information. The results provide an indication of the exposure achieved by the magazine: the greater the quantity read, the greater the probability of exposure. And the stronger the identification with the magazine, the greater likelihood of responding to and evaluating the ads positively. Copy tests have strongly confirmed these correlations.

– On the other hand, data on receptiveness to advertising provide information on reader-specific characteristics. Such data are not dependent on media and are also not affected by individual media coverage. In contrast to the fifties and sixties, the term 'advertising' is not neutral today, but politically, ideologically and emotionally loaded. Younger, more educated groups in the German population view the term more critically. The support it receives also depends on political orientation (Table 5). Table 6 shows the in part negative correlation between these characteristics of advertising receptiveness and the variables of identification and quantity read.

Table 5

View on 'advertising' dependent on ideological position

	Percent agreeing with the statements:							
	"Advertising is really quite helpful to the consumer"				"Advertising is usually quite entertaining"			
	Com-pletely %	In general %	Tend not to %	Not at all %	Com-pletely %	In general %	Tend not to %	Not at all %
Supporters of –								
CDU/CSU (right)	10	44	32	12	8	37	36	16
FDP	8	42	34	15	6	35	38	19
SPD	8	40	37	13	8	36	37	18
Green (left)	5	27	40	27	8	28	38	25
Total population	8	41	35	14	8	36	37	18

Note: Values for "Undecided, no response" bring totals to 100% respectively.

Source: AWA '88

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Table 6

Ranking of media according to 'exposure quality' criteria

Ranking among eight magazines according to the criteria:

	Identification with magazine	Quantity read	Statement:	
			"Advertising is helpful to the consumer"	"Advertising is quite entertaining"
Geo	1	1	8	8
Wirtschaftswoche	2	5.5	1	2
Das Beste	3	2	5	6
Der Spiegel	4	5.5	7	7
Stern	5	4	6	5
Bunte	6	7	3.5	4
Neue Revue	7	3	2	1
Quick	8	8	3.5	3

Source: AWA '87

Typology of magazine readers

Using the exposure-qualifying characteristics, amount read and identification with magazine, together with reading frequency – how frequently a given magazine is read – the AWA provides an outstanding basis for the formation of readership segments.

Meaningful reader segments can be established simply by combining data on reading frequency and amount read (Figure 2).

Heavy readers represent, for example, the ideal readership group for publishers, editors and sales. Frequent, regular and at the same time thorough reading – what more could you ask in

terms of reading habits? These readers are interested in most of the information provided and we may assume that they are characterised by a definitely positive attitude towards the publication and that they find enough articles corresponding to their life style and aspirations to ensure high exposure probability. As Table 7 shows, figures on heavy readers can provide better differentiation among the media than reader per issue figures.

These readership figures make it possible to identify titles read less thoroughly over a given period of time, especially in view of a decrease in the average quantity read per person; most revealing here is a comparison based on the readers per issue of a magazine, as shown by several examples in Table 8.

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Figure 2

Typology of magazine readers

Amount read	Read the magazine	
	Regularly Fairly frequently	Sporadically Seldom
At least three out of four pages	Often and thoroughly = Heavy reader	Seldom but thoroughly = Sporadic reader
Half or less	Frequently but selectively = Scanner	Seldom but selectively = Apathetic reader

Table 7

Figures on heavy readers provide better differentiation among media than figures on readers per issue

	Nature and environmental protection %	Special interest in –		
		Books %	Advanced career training %	Care of the household %
Heavy reader:				
Stern	54.1	49.4	38.4	19.1
Quick	42.6	35.5	27.9	26.3
Difference *	11.5	13.9	10.5	5.2
RPI:				
Stern	51.2	46.5	38.1	17.9
Quick	43.7	35.6	30.1	22.4
Difference *	7.5	10.9	8.0	4.5

* Percentage points

Source : AWA '87

Table 8

Readership types 1986 - 1988

Readers per issue of the following publications who are

	Heavy readers (Frequently and thoroughly)			Scanners (Frequently, but selectively)			Sporadic readers (Rarely, but thoroughly)			Apathetic readers (Rarely and selectively)		
	1986	1987	1988	1986	1987	1988	1986	1987	1988	1986	1987	1988
	%	%	%	%	%	%	%	%	%	%	%	%
Bunte	43	45	44	14	17	13	19	17	18	24	21	25
Stern	55	53	48	15	17	16	13	14	15	16	16	21
Hörzu	70	69	67	16	16	16	6	7	7	8	8	10
Bild der Frau	50	53	53	12	13	12	21	18	19	17	16	16
Brigitte	43	41	40	12	11	12	22	24	22	23	24	26
Auto Motor und Sport	47	48	46	13	11	12	18	20	22	22	21	20
Bild am Sonntag	47	49	49	17	16	15	17	17	17	19	18	19

Source: AWA 1986 - 1988

Specific media interest

Two decades ago, the Allensbach Media Market Analysis covered about 50 titles; today about 200. The growing number of titles within each media type presents an advantage to media research, making it possible to classify specific consumers according to how receptive they are to messages appearing in the media. A person who reads at least four out of nine automotive titles has a much stronger interest in information on the automotive market than someone who reads three, two or only one of the titles (Table 9), although here car drivers are represented equally in all groups.

Table 10 shows similar correlations in the market for photography magazines; here again, *on the basis of media usage data alone*, a high capacity for receptiveness to information in a market can be measured indirectly.

Further basic research in this respect is necessary, but the more titles a group of media contains, the more promising it seems to use readership data classified according to this procedure as a qualitative criterion in media planning. Within a target group it can help to separate people who are more enthusiastic about messages in the print media from those who are less so.

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Table 9**Interest in a given type of media and involvement in the respective market**

Readers per issue of automotive magazines, based on 9 titles:

CARS	4 – 9 Titles	3 Titles	2 Titles	1 Title	Range
	%	%	%	%	
Decide alone on car purchase	62	45	48	35	27
Have a special interest in cars, car tests	87	77	68	50	37
Are advice-givers, experts	72	69	55	35	37
Have a special interest in catalytic converters	38	35	35	28	10
Are car drivers	78	80	83	79	

Source: AWA 1987

Table 10**Use of photography magazines and involvement in the photography market**

	Total population 14 and over	Readers per issue of photography magazines	
	%	One title %	Two to five titles %
Are "especially interested" in information on photography	11.7	56.6	74.1
Decide alone on purchase of cameras, lenses and camera accessories	26.3	80.8	90.8
Are interested in photography and give "advice and tips regularly; are considered experts"	9.2	42.8	73.0

Source: AWA 1988

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APPENDIX**Summary of the AWA '88**

- Most up-to-date and broadest annual market/media study in Germany
- Fieldwork: concluded end of May, 1988
- Final report: end of August 1988
- Number of media (and media combinations) covered: over 200 including approximately 160 magazines, 10 newspapers, radio, television (including private television), and cinema advertising
- Coverage of media plus contact-qualifying characteristics of the media users
- Number of markets ascertained: over 2,000, with particular attention paid to new, expanding markets
- Over 15,500 interviews
- Disproportionate (quota) sample with emphasis on the target groups between the ages of 14 and 59 (approximately 14,200 interviews) but also including a sufficient base (1,400) for those over 60
- Four-volume report – with the data broken down into 80 demographic and psychographic characteristics
- Numerous special analyses of the users of the media as well as of established and new markets
- Trends over time
- Market information provided in German and English
- Price for the 4-volume set (Markets, Media, Codebook, Methods): DM 760
- Price for 2 or 3 volumes only (Markets, Codebook or Media, Codebook, Methods): DM 475.