

## **THE DIMENSIONS OF READER QUALITY: PERSPECTIVES FROM BOTH SIDES OF THE ATLANTIC**

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### **Background**

Recent developments in both the UK and USA have fuelled industry interest and dialogue regarding the measurement of readership quality. In the UK, the NRS has formed a Quality of Reading Working Party. This industry group has initiated a qualitative investigation to:

Explore the meaning and relevance to readers of different quality of reading concepts with a view to developing questions for use on the NRS.

Meanwhile in the USA, Lou Schultz of Lintas provided a jolt to industry thinking by calling for new measures of primary reading. What Mr. Schultz failed to mention is that both Simmons and MRI have been including qualitative measures in their syndicated services for several years. However, as complex and abstract measures (as opposed to total audience), qualitative measures have been under-utilized.

The purpose of this paper is to try to explain what quality of reading measures actually mean, and why there have been past problems in identifying and using them.

### **Approach**

The approaches used differed significantly between the UK and the USA, representing the different research cultures in each country.

In the UK, the method was essentially qualitative and reader-centered. It was concerned with identifying the ways in which readers discriminate between publications, and, particularly, the words they use themselves to describe their own reading experience.

In the USA, the circumstances were quite different. In 1991, MRI released its Magazine Styles study, and provided a segmentation of publications based on duplication of reading. That same year, Paul Donato of Simmons, released his paper on The Multiple Dimensions of Reader Involvement. Combined, these papers provided a foundation for a quantitative approach to expand our knowledge of the dimensions of reader quality. In many ways the US approach picks up where Paul Donato finished. Namely:

- To evaluate the independence among reader quality scores,
- To reduce these measures to a manageable set, and
- To identify factors relevant to everyday media planning.

Although the approach to the problem in each country was different in almost every respect, the results were complementary, and we have each been able to use the other's work to illuminate and better understand what we have been doing ourselves.

The NRS investigation provides a rich portrait of the reader's perception of the quality of the reading experience that transcends the UK's borders. More importantly, it also provides evidence of the language used to articulate that quality. This study assisted the authors in their construction of an analytic framework to investigate the Simmons and MRI qualitative variables. Additionally, the NRS work provides information critical to the interpretation of results. Finally, the quantitative analyses of the Simmons and MRI data provide NRS and the UK advertising community with a rich source for understanding the relative strengths and weaknesses of a number of the qualitative measures under consideration.

## **The UK Experience**

Advertising agencies in the UK have wanted some kind of measurement of readership quality for at least 15 years. Since the expansion of the list of titles covered by the NRS in 1984 (EML), it has been at the top of their list of further enhancements to the NRS.

In 1988 they submitted a paper drawn up by Tom Corlett to JICNARS, which specified 4 questions they wanted testing with a view toward incorporation in the survey:

- Place of reading
- How copy obtained (provenance)
- Time spent reading
- Disappointment if publication ceased

In 1991, after JICNARS was reconstituted into its current form, and re-named formally as the NRS, the Quality of Reading working party was set up.

The terms of reference of this group were to:

- Establish what each constituent party of the NRS wanted to achieve by asking quality of reading questions.
- Select a short-list of questions for testing
- Test them for discrimination, meaning and relevance.
- Check that there were no adverse effects in adding them to the NRS.
- Add them to the NRS for a split-run test.

The working party was deliberately kept small, so that it could work quickly and effectively. Previous larger groups had had problems in arranging meetings to suit large numbers of people, and in coping with continuity when deputies attended. The Quality of Reading working party consisted of only 3 people, each representing one of the NRS's constituent members (advertising agencies, newspapers, magazines) as well as the director general of NRS, and a representative of RSL, the research contractor.

The full results of the work that has been carried out to date are reported by Hilary Cade of RSL elsewhere in this book.

## **A Rationale for Quality**

The reasons why UK advertising agencies have been so insistent in trying to obtain quality of reading data are simple. The current average-issue-readership (AIR) measure makes the assumption that all reading occasions are of equal value to an advertiser. This is clearly not true. An ad. placed in different publications may have differing impacts for the same reader, and different readers may be affected differently by the same ad. in the same publication. The equal-value assumption implicit in AIR is, if anything, exacerbated by the use of computers to carry out the routine calculations involved in cost or cover ranking, and reach and frequency estimations. As the use of desk-top PC's has become ubiquitous, at least in most large UK agencies, the use of adjustment factors and media weights has declined. It is now rare for media weights of any kind to be used in press planning in the UK, except in the case of the most dramatic circulation changes (plus or minus 25% or more), or major launches and re-launches.

The non-use of media weights doesn't mean that agencies are relying on AIR alone in planning print schedules; qualitative or intuitive factors are widespread, but they are not necessarily acknowledged or quantified.

Advertising agencies would like to have some usable measures to confirm (or replace) their current subjective judgments. There are a number of aspects of reading that we need to know more about. These are not all necessarily related to quality of reading *per se*; it is more accurate to describe them as factors that qualify the AIR reading event. The most obvious one is the probability of exposure to a particular ad. within a publication. The refinement of average issue readership to average ad. readership (or average page exposure) is something that has been pursued by a number of studies, notably the work done on the German AG.MA, as reported by Rolf Speetzen in Hong Kong. However, this is not the only additional information that agencies need. Other subjects include timing (relative to publication date), which is important to any advertiser with a time-sensitive offer, such as a newspaper publisher or retailer advertising a special event. Place of reading (for example, proximity to a telephone) may be relevant to some direct response advertisers, as is time of reading (weekday or weekend, daytime or evening). Less specific and more truly qualitative factors include the mood of the reader, his relationship with the publication, and his attitude to advertising within it. All these can be expected to affect the effectiveness of print advertising, and all are currently unmeasured in the UK.

## Method

Because there were no measures of readership on the NRS, apart from recent-reading and frequency, the Quality of Reading working party had a completely free hand to address the problem in any way it chose. We started by reviewing what questions had been used elsewhere in the world, why they had been chosen, and what evidence there was of what they were measuring. This proved inconclusive. There are very few readership surveys that don't have some kind of additional questions, but there seems to be very little published work of any kind of assessment of them. What there is tends to relate solely to probability of exposure, usually expressed as page traffic. We therefore decided to start from scratch, to find out how readers regard their relationship with the publications they see.

Using the terms that readers themselves use, we hoped to construct questions that could be answered by readers, would discriminate between different titles as well as different kinds of publication, both for the same person and between different people, would measure genuine attributes, and which could be added to the NRS.

The research methodology used consisted first of a series of group discussions, to test out our initial list of candidate attributes and to generate any more discriminants that we hadn't previously identified. As a result of this, we drew up a list of questions and statements that we thought worth carrying through to the second stage; a series of 50 in-depth interviews. The methodology of these in-depth interviews has already been described by Hilary Cade; their purpose was to identify those questions which could potentially be added safely and usefully to the NRS. To make sure that the test was exhaustive, we deliberately included some questions, such as time spent reading, which we already suspected, from the group discussions, would not survive detailed examination.

## Results

The results of the work to date suggest that two of the advertising agencies' initial candidates, *source of copy* and *place of reading*, are reasonably robust, and fit to be added to the NRS after a little tightening up. These are not measures of quality of reading in a purist sense as they are not directly linked to a reader's involvement with his publication. Still less do they give any indication of probability of ad. exposure. When added to the NRS, they are most likely to be used for fine-tuning scheduling for specific campaigns where they are perceived as relevant.

*Time spent reading* is a real problem. Other work from several countries has suggested that the length of time readers spend with their publication has a high correlation with intensity of reading, proportion of the publication read, and therefore with probability of ad. exposure. This attribute is one that we are very keen to measure. However, the results of the work to date strongly suggest that it isn't safe to ask readers questions about irregular behaviour, particularly when it also involves further calculations. Readers can and do answer this question, but their answers are shown to be inaccurate under further investigation, and this inaccuracy varies considerably between different types of publication, as well as by different types of person. If *time spent reading* is unsafe to be added to a quantitative survey like the NRS, "**proportion read**" is no better. The most promising way to get some kind of simple estimate of ad. exposure seems to be to develop further the questions relating to how people read.

Finally, the fourth agency suggestion *disappointment if publication ceased* came through with flying colours. Respondents found it easy to answer, and used it convincingly to distinguish between the different

publications they were discussing. As a measure of involvement with a title it seems preferable to the other candidates; *one of my favourites, specially for me, read for a special treat, etc.* It is also clearly measuring a different attribute from the one represented by regular, in-home, primary readership; readers had no hesitation in claiming disappointment for one title read regularly, and none for another. As a potential measurement factor it also has the great advantage of being equally acceptable to different types of person, and of being equally applicable to different types of publication.

I look forward very much to seeing this question on the NRS, because I believe it will add considerably to the efficiency of press planning, in conjunction with the wealth of other targeting data we already have. For agency planners, it is most likely to be used to identify the key titles for their particular target. Once the candidate titles are selected, this question will be used, like the other questions we want, as a filter on the number of readers for each title who go through into the analysis; the reach figures will be lower than we are used to seeing, but they will represent a richer, more concentrated audience. It is also possible that the availability of quality of reading questions will change the distribution of a typical schedule. It seems likely that one effect might be to lead to a concentration of more insertions in fewer titles.

It is unlikely that many agencies would use these questions to calculate weighting factors for individual titles. The agencies' main concern is with the target for their ads., and how best to reach them, that is, the readers of a publication, not the publication itself.

We believe that the work we have done in the UK has led us to a much better understanding of how readers relate to their publications, and of how this understanding can be translated into actionable data on the NRS.

### **The USA Experience**

As stated earlier, our approach in the United States differs significantly from the techniques employed in the UK. We were less concerned with identifying language the reader uses to express quality and more concerned with determining if the qualitative language used in the Simmons and MRI questionnaires produces meaningful and valid results. To achieve this objective, factor analysis was selected as a statistical technique to uncover the basic structure of quality.

Stage I analyses consisted of separate factor analyses of batteries of Simmons and MRI qualitative variables. The conceptual approach of the analyses was to identify the unique dimensions of reader quality measured by Simmons and MRI and reduce a relatively extensive battery of variables to a shorter list. From the chart of variables listed below, one observes that the two research companies provide different direction in approaching an operational approach to quality. From the Simmons perspective, the approach is to provide a more in-depth perspective of the reader's affinity toward the publication. Their battery uniquely includes *would miss the publication* and *saves the magazines*. These affinity questions more directly relate to the NRS investigation reviewed above. We also chose to conduct a more in-depth examination of the nature of the reading environment within the Simmons battery. In contrast, MRI provides a broader perspective of consumer response, including: *cut recipes, sent for product, cut ads, cut articles, and sent for information*.

**Summary of Qualitative Measures:****SIMMONS**

1. CORE: Read at least three of the last four issues (modelled)
2. IN HOME: Read or looked into last issue in own home (% of readers)
3. MINUTES: Total minutes reader typically spends reading/looking into an issue (average per reader)
4. DAYS: Number of days usually read/look into typical issue (avg. per reader)
5. SCOREFAV: Magazine is one of readers favourites (% of readers)
6. COUPONS: Usually cut out coupons, articles or recipes from this magazine (% of readers)

7. SAVE MAG: Reader saves issues for future reference (% readers)
8. MISS: Reader would miss magazine if could not read (% readers)
9. WHOLE: Usually read whole magazine (% readers)
10. ADS USEFUL: Advertising in this magazine is a useful source of product information (% readers)
11. WORK: Read/looked into last issue at work(% readers)
12. TRAVEL: Read/looked into last issue while traveling (% readers)
13. OTHER PLACE: Read/looked into last issue anywhere other than home, work, or traveling to work (% readers)

**MRI**

1. CORE: Read at least three of the last four issues (recall)
2. IN HOME: Read magazine in own home (% of readers)
3. MINUTES: Total minutes reader typically spends reading/looking into an issue (average per reader)
4. DAYS: Number of days usually read/look into typical issue (avg. per reader)
5. RATING: Magazine is one of readers favourites (% of readers)
6. COUPON: Reader cut out or used "cents off" coupon (% of readers)
7. CUT RECIPE: Cut out or used a recipe (% of readers)
8. CUT ADS: Cut out an ad or ads (% of readers)
9. CUT ARTICLE: Cut out an article (% of readers)
10. SENT FOR PRODUCT: Sent for product advertised (% of readers)
11. SENT FOR INFO: Sent for information on product advertised (% of readers)

12. INTEREST SCORE: Interest in advertising (% readers)

13. PRIMARY: Average issue reader who either bought or subscribes to publication, or who live in household in which another person did (% readers)
14. BUYER: Person who bought or subscribed to publication (% readers)

## Factor Analysis: The Simmons Qualitative Battery

The Simmons results will be discussed first. The original set of 13 variables was reduced to an eight factor solution.

Table 1

### SIMMONS QUALITATIVE VARIABLES

Rotated Factor Matrix:	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8
	Intense Liking	Core Reader	Thorough Reading	Travel vs. Other Out of Home	Cut Coupons	Read over Time	Reading At Work	Usefulness of Advertising
SCOREFAV	0.81769	0.24994	0.31833	0.08134	0.06674	0.14764	0.00719	0.24377
MINUTES	0.81476	0.12971	0.2899	-0.0664	0.07661	0.29122	0.14421	-0.10066
MISS	0.69696	0.40563	0.16805	0.04335	0.16979	0.13173	-0.02668	0.40221
CORE	0.24745	0.91109	0.05559	-0.04475	-0.06784	0.14689	0.01632	0.03574
SAVEMAG	0.33016	-0.01083	0.77397	-0.0076	0.15164	0.30685	-0.0005	0.26982
WHOLE	0.37477	0.23548	0.75856	-0.12796	0.16271	0.0444	0.25122	0.09619
OTHER PLACE	-0.09365	-0.15435	-0.16947	0.91084	-0.10884	-0.18118	0.16655	0.08636
TRAVL	-0.27625	-0.44995	-0.18382	-0.69897	-0.22373	-0.24615	0.25845	-0.08349
COUPONS	0.11185	-0.00981	0.1674	-0.02791	0.92372	0.05089	0.10154	0.24977
DAYS	0.33435	0.25282	0.20661	-0.10808	0.04548	0.63483	0.11869	0.08255
INHOME	0.36957	0.54929	0.35908	0.07069	0.34689	0.41626	0.21302	0.09139
WORK	-0.07262	-0.0277	-0.12643	-0.05804	-0.10065	-0.00814	-0.96108	-0.11982
ADS USEFULL	0.16788	0.05472	0.21515	0.12769	0.2881	0.0652	0.15687	0.86147
% VARIANCE EXPLAINED	19	13	13	11	9	9	9	9

Simmons 1992 Survey  
N=120 publications

**Factor 1: Intense Liking.** The variables loading in this dimension, One of my Favorites (.84), Would Miss (.70), and Minutes (.82), combine to provide a strong measure of the reader's affinity toward the publication. Minutes provides a strong behavioral anchor to the evaluative variables. In essence, the power of the attitudinal variables is strengthened by consideration of the duration of the reading experience. Variables partially contributing to defining this factor include; Day Spent with Publication (.33), Save the Magazine (.33), Read Whole Magazine (.38), and Inhome Reading (.37). This was the most powerful factor, accounting for 19 percent of the common variance.

**Factor 2: Core Reader.** The second factor is predominantly univariate, with Core (.91) loading exclusively on this dimension. It should also be noted that Inhome (.54), Read While Traveling (-.45), and Would Miss (.40) loaded as a secondary variables. With Core defining loyalty as reading three or more of four editions, the analysis of the Simmons data clearly indicates that this a powerful measure. However, two comments must be made concerning the relative power of this variable. However, with respect to Simmons, a publication's core readership estimate is derived through modeling. We do not know the impact of the modeling algorithm on this variable's performance. And, relative to the full set of qualitative measures and magazines in the analysis; Core accounted for 13 percent of the common variation.

**Factor 3: Thorough Reading.** This two variable solution measured a second dimension of affinity toward the publication. The variables, Save the Magazine (.77) and Read the Whole Magazine (.76) combine to define a measure of the depth of liking over time. A domain of importance that taps the reader's interest in the whole publication and a more lasting value. This factor accounted for 13 percent of the variance.

**Factor 4: Travel vs. Other Out of Home.** This factor shifts the solution from affinity to reading environment. Reading While Traveling (-.70), and Other out of Home (.91) were the dominant variables defining the solution. This solution accounted for 11 percent of the variance.

It should be noted that while each of the factors (excluding Factor 2) presented above were defined by the contribution of two or more variables, each of the remaining four factors is defined by single variable.

**Factor 5: Cut Coupons.** This univariate factor (.92), represents the only measure of consumer response to advertising in the Simmons battery of qualitative measures. Only truly applicable to a subset of publications in the analysis, it accounted for 9 percent of the variance.

**Factor 6: Days with Magazine.** This primarily univariate factor (.83) taps a relationship with the publication over time. Secondary variables in this dimension included Saves the Magazine (.31) and Inhome (.41). However, in isolation, this factor does not measure an affinity toward the publication (as measured in Factors 1 and 3). It merely suggests predominantly in-home contact on a day-to-day basis. This dimension accounted for 9 percent of the variance.

**Factor 7: Reading in Work.** This single measure of reading in the work environment had a loading of (.96) and accounted for 9 percent of the variance.

**Factor 8: Usefulness of Advertising.** This factor taps a domain of reader response beyond editorial content, measuring the reader's perceived utility of the advertising in the publication. The primary variable defining this factor, Ads useful, had a loading of .86. It should be noted that Would Miss the Magazine (.40) loaded as a secondary variable, thus suggesting a modest contribution of this measure of the magazine's affinity in defining utility in the publication's advertising. This factor accounted for 9 percent of the variance.

**Factor Analysis: The MRI Qualitative Battery**

The factor analysis of the 14 qualitative variables within MRI, reduced the set to 9 factors.

**Table 2**

**MRI QUALITATIVE VARIABLES**

Rotated Factor Matrix	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Factor 7	Factor 8	Factor 9
	Primary Reader/ Buyer	Intense Liking	Coupon or Receipts	Interest in Advertising Score	Sent for Product	Cut out Ads	Sent for Information	Cut out Articles	Read over Time
PRIMARY	0.88000	0.07319	0.02759	-0.09390	-0.04900	-0.01436	0.04511	0.06772	0.05314
BUYER	0.88000	0.03084	0.07741	-0.13875	-0.06113	0.02209	0.12217	0.01380	0.02603
INHOME	0.70174	0.36714	0.17214	0.28675	0.08908	0.08907	-0.14200	0.06256	0.30283
CORE	0.67538	0.43477	-0.02485	0.34701	0.17557	-0.20328	-0.11634	-0.05166	-0.05284
MINUTES	0.14664	0.88710	0.06432	0.01845	0.14958	0.12310	0.18832	0.02613	0.18729
RATING OF MAGAZINE	0.18825	0.78898	0.06182	0.28453	-0.04904	-0.10643	-0.26251	0.12682	0.05079
CUT COUPON	0.03542	0.10401	0.84063	0.05509	-0.00954	0.06485	0.02884	0.10272	-0.13424
CUT RECEIPE	0.12485	-0.00881	0.84576	0.09349	-0.07727	0.10405	-0.20630	0.13106	0.23029
INTEREST SCORE	-0.08080	0.24167	0.18947	0.82880	0.19783	0.08740	0.28267	0.08181	0.13000
SENT FOR PRODUCT	-0.02252	0.11441	-0.07177	0.16316	0.84717	0.05296	0.17480	0.05609	0.10637
CUT ADS	-0.02715	-0.01744	0.14029	0.06883	0.05482	0.88048	0.11103	0.15884	0.02718
SENT FOR INFO	0.08834	0.00444	-0.20041	0.26814	0.26867	0.16381	0.78715	0.21722	0.12903
CUT ARTICLE	0.08600	0.09858	0.22081	0.06593	0.07165	0.17437	0.15064	0.82800	0.04728
DAYS	0.18445	0.51449	0.06011	0.20472	0.24503	0.04502	0.21857	0.08764	0.88674
% VARIANCE EXPLAINED	21	15	13	8	8	8	7	7	6

MRI Qualitative Measures -- Fall 1992 Survey  
N=168 publications

**Factor 1: Primary Buyer/Reader.** Three variables comprise this factor; Primary reader (.96), Buyer (.95), and Read in Home (.70). Core readership loads as a strong secondary variable in the solution; Core (.68). It should be noted that MRI measures core loyalty (3+ out of 4) through a direct recall question. This is clearly a different measure than the Simmons measure. Within the MRI battery, the core measure is complex and contributes to defining several dimensions of quality. Accounting for 21 percent of the variance, this domain clearly taps the acquisition of the publication and place within the home.

**Factor 2: Intense Liking.** Two variables, Total Minutes (.90) and One of My Favorites (.78) load exclusively in this factor. Secondary variables contributing to defining the factor include; Number of Days (.51), Core Reader (.44), and Inhome (.36). The secondary loading of Core Reader in this factor, demonstrates that as a recall measure, it is tapping both a behavioral measure of frequency and, to a less but

more complex degree, a measure of affinity toward the publication. This factor accounted for 15 percent of the variance.

**Factor 3: Coupon and Recipe Cutters.** With two related measures of consumer action; Cut Coupon (.94) and Cut Recipes (.85), this dimension accounts for 13 percent of the variance although its utility is limited to a subset of publications.

**Factor 4: Interest in Advertising.** This univariate dimension (.83) taps involvement with advertising. Core Reader (.35) contributes as a secondary variable. Further indicating that this recall measure taps liking as-well-as measuring frequency of reading. This dimension accounts for 8 percent of the variance.

The remaining solutions were predominately defined by a single qualitative measure.

**Factor 5: Sent for Product.** This univariate (.95) factor taps a unique domain of consumer response. It accounts for 8 percent of the variance.

**Factor 6: Cut Out Ads.** This univariate (.96) dimension taps another dimension of consumer action and also accounts for 8 percent of the variance.

**Factor 7: Sent for Information.** Another univariate (.80) dimension of consumer response, this measure accounts for 7 percent of the variance.

**Factor 8: Cut Out Article.** A univariate (.93) measure of action relating to editorial content, this factor accounts for 7 percent of the variance.

**Factor 9: Reading over Time.** This dimension is primarily defined by the Number of Day (.70) the reader spends with the publication. Inhome (.30) loaded as a secondary variable. This factor only accounted for only 5 percent of the total variation.

### Comments

These analyses begin to dimensionalize how the respondent can quantitatively assess quality across the array of magazines he or she reads. When taken collectively, these dimensions tap a range of reading involvement, beginning with the acquisition of the publication, to the location of reading, to the affinity toward the publication to an actual measure of consumer response. Clearly, the reader's affinity toward the publication is the most complex domain. Intense liking is more than a favorable attitudinal assessment, it can be anchored with behavioral measures (e.g., minutes spent with publication) but perhaps a secondary attitudinal measure (would miss) is redundant. Our analyses of location of reading within the Simmons data clearly identify the uniqueness of the in-home, traveling, and at work environments. And lastly, the MRI analysis illustrates that the various forms of consumer response do represent unique dimensions.

### Clustering of Magazines

In one respect, the factor analyses have only helped us understand the complexity of assessing the qualitative dimension of readership. Now, what can we as an advertising agency begin to do to exploit added value from this information? The analyses that follow will only be reported in abbreviated form to demonstrate how we are beginning to build that understanding. Publication by publication detail will not be reported for a variety of business reasons.

Following the factor analysis, each publication was assigned a factor membership score for each of the factors reported in the Simmons and MRI factor analyses. The factor score represented the magazine's relative position within the dimension. For example, Family Circle ranked first in the MRI factor Coupons and Recipes. The two tables (appended) identify publications in the top, middle and low end of each factor.

If the reader conceptualises a full matrix of scores for magazines across factors, he will recognize the data used in the clustering algorithm. Therefore the resulting groups of publications were produced with only one statistical consideration, a battery of qualitative measures for each publication. No consideration was given to circulation, pre-determined publication genre, or any other dimension. Again, our goal was to begin to identify subsets of magazines defined by common qualitative attributes. In essence, the analyses would group publications into categories with common domains of qualitative characteristics.



Tables III and IV (appended) report summary results of the cluster analyses. The Simmons analysis clustered 120 magazines into 10 groups and the MRI analysis clustered 168 magazines into 15 groups. The largest group consisted of 26 publications while the smallest consisted of a single publication. That was TV Guide (Group 10, Simmons). Here we see a unique publication in a qualitative perspective. If the reader examines Table III, he will note that TV Guide (Group 10) indexes at 205 with respect to days spent with the publication. No other publication (of the 120 in the analysis) possesses this extreme daily attribute.

Group 3 (Simmons) and Group 5 (MRI) are both small, comprised of 3 and 5 publications respectively. They each exclusively define the in-flight magazine category. This genre indexed lowest in the affinity measures and the behavioral measures of time spent with the publication (including loyalty). One will note a whopping 898 index with respect to Reads Traveling in Simmons. Within the MRI data, one also observes an index of 150 with respect to Cutting ads.

As we examine the affinity variables within Simmons, Group 9 scores highest on the measures of affinity and Total Minutes. This group of 6 magazines contains a mix of publications including National Geographic, Omni, and Reader's Digest. However, when one examines Group 14 in MRI, this group of highest affinity belongs to three ethnic magazines: Ebony, Essence and Jet. As we go one step lower (Group 7-Simmons and Groups 7 and 9- MRI), the publications become more eclectic. Within Simmons, the list often covers a mix of ethnic, travel, sports, and epicurean publications. Within MRI, one group consists of exclusively gourmet magazines, while the other is predominately comprised of new and business magazines.

It is also interest to note the indices of the consumer response variables within MRI.

Group 2 is comprised of all the Seven Sisters magazines and several parenting publications. Therefore, the high index on Cut Coupons is not surprising. In a similar fashion, it is not surprising that the bridal magazines exclusively defining Group 10 indexed highest in cutting out ads. Their readers are using the publication as a catalogue. While the other groupings predominantly defined by the other consumer responses (e.g., sent for information) were more eclectic, they provide interesting groupings of sports, travel, computing, and other titles based on common consumer response.

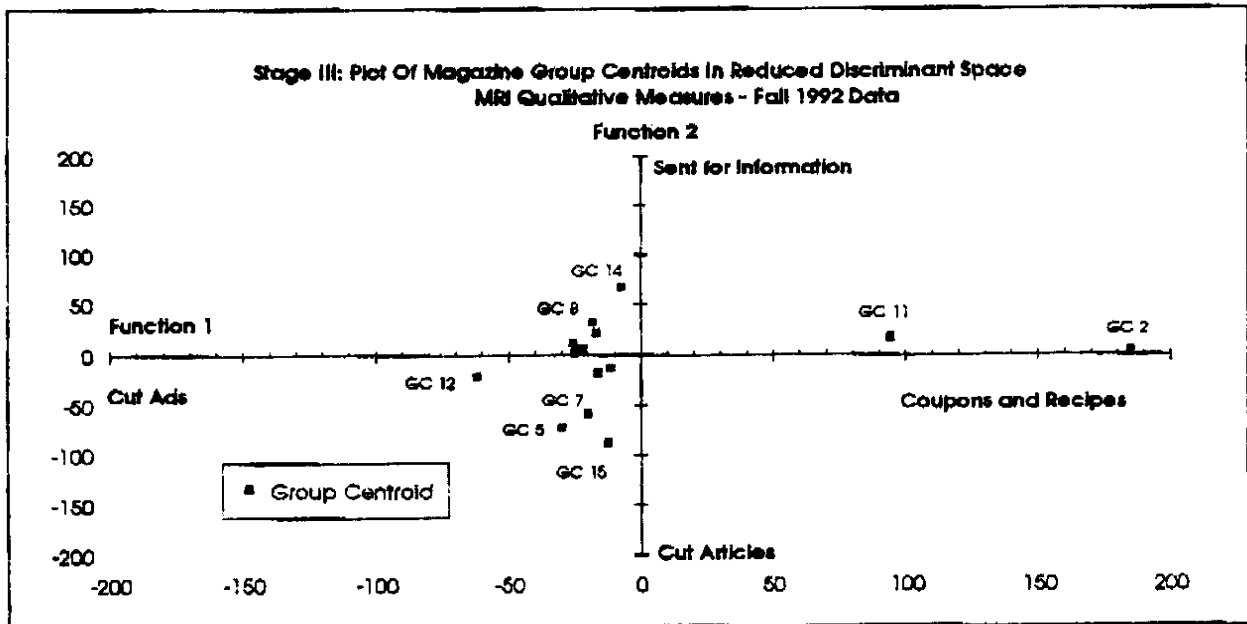
Our detailed, title by title, examination of the cluster solutions (not reported in this paper) are helping us identify the more meaningful and discriminating qualitative measures within subsets of magazines. These analyses provide a platform for the development of qualitative criteria for planning and title selection.

### Stage III: Discriminant Analyses

Our Stage III analyses will not be reported in detail, but only as a point of illustration. Having identified unique qualitative clusters of magazines, we wanted to better understand their relationship to each other. For this purpose, we utilized discriminant analysis. This statistic identifies the maximum separation of groups of magazines and the variables accounting for those differences. Discriminant analyses were run on both the Simmons and MRI groups.

Eight significant solutions were produced for Simmons and nine for MRI. The last table displays the separations of the 15 MRI groups for two of the significant solutions. The reader will note that on the extreme right, Group 2 is separated from the remainder of the publications based on their alignment in the coupon and recipe factor. This group includes the Seven Sisters publications and several parenting magazines. The group at the extreme left (Group 12) includes such publications as Compute, Popular Photography, and Midwest Living. This group aligns with Cut out Ads. While Group 14 includes the ethnic magazines,

### Stage 3 Scatter Graph



Group 8 includes such publications as *Ski*, *Conde Nast Traveller*, and *Home Office Computing*, helping to explain the importance of *Send for Information* on this function. Finally, it is not surprising that publications such as *Home Magazine*, *Practical Homeowner* and *Prevention* are in Group 15, aligning with *Cut Articles*.

The plotting of solutions of this type have helped us better understand the relationships across groups of magazines and the power of specific qualitative variables in separating the groups.

## Conclusions and Future Work

From the qualitative analyses in the UK and the quantitative analyses in the USA one thing is clear: quality is not a simple or single dimension.

Magazines serve a variety of functions in a variety of environments. Any single dimension of quality would be favorably biased to some publications and unfavorably biased to others.

While there is no simple answer, we at Y&R are encouraged by the reader's ability to articulate several dimensions of quality. Furthermore, we are encouraged by the richness and apparent validity of the qualitative measures offered by our suppliers in the USA.

With respect to the reader's affinity toward the publication, it is important to note the difference between intensity of liking and thorough reading. Each measures a distinctly different relationship with the publication.

We have also come to a better understanding that the location of reading produces a different type of reader relationship, each with its own unique qualitative impact.

And consumer response is valuable. However specific types of responses are appropriate to a limited subset of publications.

We at Y&R encourage research suppliers to measure quality across a variety of measures, reflecting a wide range of value. In this way, each individual agency can then develop the appropriate criteria for assessing magazine quality. Our clustering of magazines has helped us better understand the next steps required to develop value for our own media planning. We will continue our proprietary examination of the data presented in the paper. We will explore the rankings of magazines by qualitative measures and determine if they are statistically significant. Additionally, we are working with our buyers and planners to see how insights gained from these analyses can be used and in what context can they complement our current decision making criteria.

Finally, we would encourage suppliers on both sides of the Atlantic to examine their current battery of qualitative measurement and strive toward the development of refined measures that provide the richest, most reliable, and fairest measures of the quality of magazine readership.

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**Simmons Qualitative Data -- Magazines by Factor Influence**

	High	Medium	Low
Factor 1: <u>Intense Liking</u>	True Story National Geographic Reader's Digest	Money Redbook Outdoor Life	Sky Magazine (Delta Air) Entertainment Weekly YM
Factor 2: <u>Core Reader</u>	TV Guide Jet Ebony	Road & Track Hot Rod Good Housekeeping	Bridal Guide American Way Sky Magazine (Delta Air)
Factor 3: <u>Thorough Reading</u>	Sesame Street Magazine Tennis Colonial Homes	Scientific American Shape Natural History	Sunset New York TV Guide
Factor 4: <u>Travel vs. Other</u>	Vis A' Vis (United) Sky Magazine (Delta Air) American Way	Field & Stream Architectural Digest Hot Rod	Harper's Bazaar Bride's & Your New Home Bridal Guide
Factor 5: <u>Cut Coupons</u>	Woman's Day Family Circle Weight Watchers	Seventeen Victoria Tennis	Sky Magazine National Geo. Motor Trend
Factor 6: <u>Read Over Time</u>	TV Guide Reader's Digest Bridal Guide	Travel & Leisure Southern Living Redbook	Vis A' Vis (United) Jet American Way
Factor 7: <u>Read At Work</u>	Business Week Inc. Macworld	Car & Driver Golf Magazine Golf Digest	Sky Magazine (Delta Air) American Way TV Guide
Factor 8: <u>Usefulness of Advertising</u>	Car & Driver Road & Track Home	BH&G Rolling Stone Muscle And Fitness	True Story National Enquirer National Examiner

1992 SMRB

**MRI Qualitative Data: Magazines by Factor Influence**

	High	Medium	Low
Factor 1: <u>Primary Reader/Buyer</u>	American Legion Endless Vacation Home Mechanix	Discover Soap Opera Digest Colonial Homes	Continental Profiles USAir Magazine American Way
Factor 2: <u>Intense Liking</u>	Ebony Essence National Geographic	Men's Fitness Stereo Review Forbes	USAir Magazine Photographic American Legion
Factor 3: <u>Coupon or Recipe</u>	Family Circle Woman's Day Good Housekeeping	Town & Country American Legion House Beautiful	Natural History Consumer Reports Family Handyman
Factor 4: <u>Interest in Ads</u>	Jet Ebony Endless Vacation	New York Magazine Stereo Review Modern Brides	Continental Profiles Atlantic US
Factor 5: <u>Sent for Product</u>	Workbasket Stereo Review Victoria	New Yorker Omni Sports Illustrated	Sport Atlantic Endless Vacation
Factor 6: <u>Cut Out Ads</u>	Bridal Guide Bride's & Your New Home Modern Bride	Outdoor Life Audubon Yachting	National Lampoon Natural History Kip's Persl. Finance
Factor 7: <u>Sent for Information</u>	Endless Vacation Home Off. Computing American Way	Home Magazine Vanity Fair Photographic	Cooking Light Sesame Street Mag. Grit
Factor 8: <u>Cut Out Articles</u>	Organic Gardening Baron's Natural History	Nation's Business Woman's World First For Women	Premiere Redbook Episodes
Factor 9: <u>Read Over Time</u>	Cooking Light Bon Appetit Sesame Street Mag.	House Beautiful American Health Motor Trend	Vis A' Vis (United) New Yorker New York Magazine

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Table III: Simmons Qualitative Measures -- Group Averages

Group	N	Scores as		Average											
		Favorites	Care	Minutes	Days	Cuts	Ads	Saves	Magazines	World	Reads	Reads	Reads	Reads	
1	24	75	35.2	69.8	2.3	40.9 H	69.9 H	38.1	65.6	197	50.2	68.4	10.8	0.6	20.8
2	24	78	36.9	69.6	2.6	20.5	65.6	41.7	64.5	105	50.4	66.3	12.8	0.8	20.0
3	8	76	15.3 L	48.3 L	1.8 L	10.0	43.7	11.3	33.7	34.0	15.7	15.7	7.0	76.0 H	1.3
4	11	72	37.6	59.8	2.1	17.4	59.6	28.6	60.5	38.4	51.3	31.6 H	2.2	14.8	81
5	12	71	30.8	58.2	2.1	18.5	59.6	24.9	58.7	35.7	51.5	12.9	1.0	34.6	188 H
6	22	76	39.7	62.3	2.2	19.5	68.6	29.7	67.4	41.8	69.0	11.5	0.9	24.6	
7	9	79	49.3	65.9	2.5	23.3	70.2	44.4	68.8	56.8	75.0	8.1	1.6	14.9	78
8	8	67	39.5	55.8	2.0	12.8	48.9	20.5	52.9	43.8	59.4	10.8	0.6	28.1	158
9	6	84 H	44.3	69.7 H	3.2	20.0	51.3	43.5	72.8	55.0	76.0	7.9	1.0	15.7	85
10	1	70	60.0 H	62.0	5.2 H	21.0	57.0	18.0	71.0	42.0	91.0 H	1.0 L	0.0 L	8.0	44

H=High  
L=Low

Table IV: MRI Qualitative Measures -- Group Averages

Group	N	Fading	In-home	Primary	Buyer	Core	Days	Misses	Sent for	Sent for	Product	Cut Ads	Artides	Receipts	Coupons	Interest in
1	20	67	51.2	25.1	14.9	51.5	21	50	9.2	2.2	1.0	2.1	0.4	0.4	19	49
2	11	Index 105	108	102	110	103	105	112	56	1.7	1.5	4.9	128	365	16.3 H	52
3	18	Index 96	64	49.2	26.8	15.5	49.3	11	1.6	1.3	0.8	0.8	2.3	1.0	0.7	48
4	13	Index 88	59	65.2	49.9	30.7	58.2	12	1.5	0.7 L	1.5	6.9	1.9 L	2.9	0.6	103
5	5	Index 52 L	7.7 L	0.2 L	3.1 L	20.8 L	1.5 L	1.9 L	2.2	0.7	2.6	3.8	0.0 L	0.0 L	2.5	53
6	26	Index 78	15	9	15	41	61	28	71	0.7	0.8	1.58	84	0	0	69
7	6	Index 108	88	97	86	188	81	52	41	4.5	4.7	81	7	14	83	40
8	12	Index 105	99	124	129	101	105	100	54	4.2	0.6 L	3.6	69	3.5	3.8	87
9	10	Index 72	61.8	13.0	24.9	55.6	21	48	1.4	1.1	2.0	4.3	28.4 H	6.1	51	
10	23	Index 108	116	132	121	111	104	86	46	78	116	129	688	260	111	54
11	10	Index 94	99	98	41	60	118	119	268	153	988	140	19	3.5	116	
12	3	Index 102	104	121	118	115	114	118	204	328	80	147	28	3.5	110	
13	4	Index 71	65.7	16.7	19.4	58.4	2.2	50	3.4	1.5	1.7	6.0	3.1	1.0	47	
14	3	Index 106	124	105	95	117	114	107	111	86	99	150	74	41	102	
15	4	Index 120	131	76	66	136	103	143	2.7	70	58	70	3.2	1.9	136	
Average	67	Index 100	115	150	162	95	103	103	5.1	1.8	1.8	3.3	4.1	2.4	46	