

- 
- 4 **summary •**
ABSORBING MEDIA •
in a nutshell
- 5 **introduction •**
WHAT'S ALL THIS ABOUT?
- 6 **media consumption •**
WHAT MEDIA DO PEOPLE GO FOR?
- 8 **media choice •**
HOW DO THEY CHOOSE?
- 11 **the media moment •**
ARE THEY PAYING ATTENTION?
- 12 **new media •**
DOES THE INTERNET AFFECT THINGS?
- 14 **advertising in media •**
WHERE DO ADS WORK BEST?
- 17 **further information •**
WANT TO KNOW MORE?

A ROUGH GUIDE TO MEDIA USAGE
new evidence on advertising effectiveness

ABSORBING MEDIA

...in a nutshell

10 KEY POINTS

1. People are consciously striving to make a balanced and sensible use of the expanding media menu now available to them – and, at the same time, to remain in control.
2. The established main media continue to dominate media consumption. Although people are also trying new communication channels, there is a tendency to retreat back to these familiar media havens.
3. The three established main media – television, magazines and newspapers – are the preferred choice for information and ideas for most people on nearly all specific topics.
4. People tend to use media for specific reasons: for instance, television provides relaxation and companionship – generally in passive mode, while magazines are chosen to match and feed individuals' needs for information and indulgence.
5. The extent to which content is absorbed depends very much on the quality of the media moment: for instance, television tends to be regarded casually, while in contrast, the magazine moment is generally an intensely personal one, with the reader totally absorbed.
6. People are less comfortable about using the internet for information than for communication. Although there are many positives associated with websites, a large number of people (and older men, in particular) view surfing as antisocial time-wasting.
7. The internet has impacted on established media in two ways: by encouraging them to provide new media offerings through competitive pressures - and by prompting individuals to question the way in which they use established media.
8. All media are regarded as important sources for ideas and triggers for consumer action. Magazines are particularly effective in this way.
9. Despite their traditional reluctance to do so, a number of people concede that advertising in media is helpful to them. Advertising in magazines is seen especially positively.
10. Media advertising can, however, generate negative attitudes. Broadcast media – especially television – suffer particularly in this respect. Advertising on the web, still in its infancy, is also poorly regarded.

WHAT'S ALL THIS ABOUT?

This booklet sheds new light on how people use and absorb media.

It helps all those involved in media decision-making to understand better how individuals select, use and interact with different media – and sets out new evidence to aid those involved in this area to shape and justify the spending of advertising money.

Media planners, buyers and sales teams need, more than ever before, to know how people, faced with an ever-expanding range of media choice, consume and absorb the various media at their disposal. This booklet is designed to provide that help.

It does this by asking five key, and frequently asked, questions:

- What media do people go for?
- How do they choose?
- Are they paying attention?
- Does the internet affect things?
- Where do ads work best?

It answers these questions firstly by exploring current media consumption patterns in the UK, and then proceeds to explain why and how particular media are selected and used. It examines the media:user interface, the 'media moment', and looks at how people use the internet and in what ways it impacts on other media. Finally, the way different media trigger ideas and action – and help to make ads work – is explored.

To do this, it draws on two new, and substantial, studies conducted between September 2001 and April 2002 by NFO WorldGroup – one a qualitative research survey, the other a quantitative one. Fuller details are given on page 17. This booklet is designed to act as an introduction to and summary of these two new pieces of research.

The studies – along with this booklet – have been commissioned by PPA as a magazine industry contribution to the current UK media advertising debate. As such, it is hoped that this new material will shed new light, stimulate fresh thinking and fuel further discussion in this key arena.

media consumption

WHAT MEDIA DO

In recent years the UK media landscape has been evolving at an unprecedented pace – and an understanding of how people approach and use the various media options now available to them is an important pre-requisite for all those seeking to make informed – and more effective - media decisions

ARE PEOPLE KEEPING UP WITH DEVELOPMENTS?

Overall, people appear pretty media-aware – and media-wise. Any notion harboured by cynics among media or advertising professionals that the public is somehow missing out on the opportunities presented by the changing media environment simply does not seem to stand up.

Yet this growing complexity and plethora of choice is altering the way media are approached and consumed. Today it is a case of pick'n'mix more than ever before – with different media used for particular reasons at various times of the day: Indeed, very often two media are used at once.

Despite this, people feel the distinction between media becoming increasingly fuzzy, with new developments in any one channel of communication mirroring those in others. The recent media rush to the internet has undoubtedly played its part in fuelling this feeling.

People can – and certainly they do – deal with media differently from the way they did in the recent past. The fragmentation of the television audience reflects the wider choice confronting individuals in the broadcast arena. Here radio and television channel proliferation has gone hand-in-hand with extensive VCR use to liberate individuals from previous reliance on mass-scheduling. A similar explosion of ever-more focused magazine titles plus a flood of newspaper sections and supplements has similarly tended to provide individuals with greater – and more tailored – choices in the print area. Growing access to and confidence in the internet is, of course, changing the way people approach and juggle their media consumption still further.

Overall, however, people like to think they make use of the media menu in a balanced and sensible way.

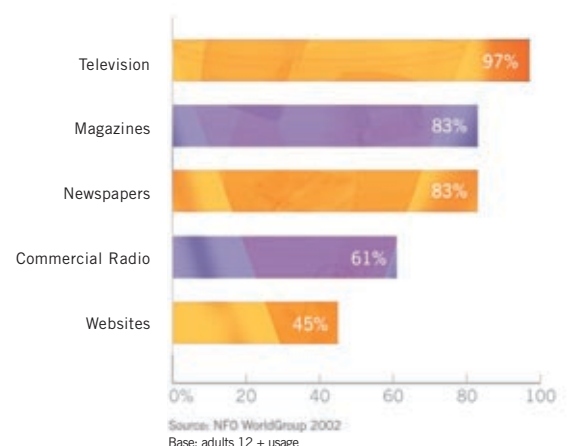
Most important for them is the feeling that they are in control. Print media, traditionally enjoying this user-advantage over broadcast media, have now been joined by websites in this respect.

WHAT GETS TURNED TO MOST?

The established main media continue to dominate media consumption in the UK today.

For instance, it will come as no surprise that nearly everyone watches television, though, as Chart 1 shows, readership of newspapers and magazines is high and follows not far behind. On the other hand, less than two-thirds claim to listen to commercial radio – with just under half accessing internet websites at present:

CHART 1: Media consumption



PEOPLE GO FOR?

Women continue to be heavier television consumers than men – while, likewise, C2DEs watch more than ABC1s. Website users tend to be light television viewers.

The most notable feature of magazine consumption is that it is strongest among the young, with some 35 per cent of 16-24 year olds classified as heavy magazine readers.

Website users are particularly robust users of magazines, with almost a third classified as heavy readers.

Consumption levels are more pronounced within certain types of magazine. Women's weeklies, for instance, have the highest number of heavy magazine readers. Overall, women tend to consume more magazines than men.

While national daily newspapers are more heavily consumed than Sunday titles, few appear to engage actively with their newspaper supplements. Less than half of all newspaper readers (47 per cent) say they look at all or most of the supplements published as part of their newspaper package.

Understandably, younger age groups tend to listen most to commercial radio. Consumption is also high among website users – and, to a lesser extent, among men.

Similarly, website use is a predominantly young and – despite a growing army of female surfers – male thing. ABs use the web more than C1s who in turn are heavier users than C2s and DEs. internet access tends to be high among heavier magazine readers, but low among heavier television viewers.

HOW DO THEY GET ON WITH NEW MEDIA?

While they are willing to and do try new forms of communication, most people have a tendency to beat a hasty retreat back to familiar, safe and traditional media havens.

The age of individuals is a big factor here. As might be expected, young people are much less apprehensive about getting to grips with new media. Nowhere can this distinction be seen more clearly than in relation to the internet, which has been enthusiastically embraced by the young. Older people, and men in particular, feel a fear and guilt about using websites. Cynics may wonder just what they are looking at to prompt this response, but it is as much to do with the feeling that precious time is being squandered surfing.



media choice

HOW DO THEY CHOOSE?

People select specific media for particular reasons. A clearer understanding of how individuals make those choices – and where people go to unwind or to seek specific information – provides those involved in media selection with handy guidance and useful ammunition.

WHAT ARE PEOPLE AFTER?

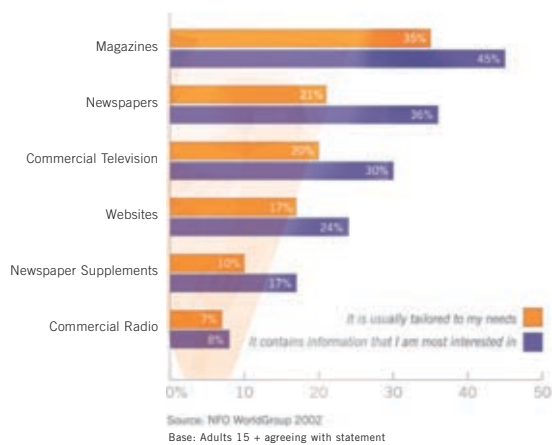
Generally, of course, people go for a medium which they feel is tailored to their individual needs – and which contains the information or entertainment they are after.

But terrestrial television is also seen as a companion – breaking the silence and making the home feel more lived in. Hence the natural state for the television set in many homes is to be on (rather than off) – irrespective of whether household members are really watching. It seems television is increasingly employed in this way as an adjunct to internet usage.

“I never ever watch TV. It’s on 24 hours a day, but I never ever watch it. It’s just something in the background”

“I’m sure ours is on for seven days a week but I’m not sure anyone actually watches it”

CHART 2: Media tailored to people's needs



CABLE AND SATELLITE TELEVISION on the other hand, tend to be used in quite different ways. Individuals are more likely to select and sit down to watch a particular programme, usually covering a specific area of personal interest. People are thus more actively engaged in their selected viewing.

MAGAZINES are chosen to match and feed individuals' needs and personalities, something made possible by the ever-evolving range of niche and specialist titles available. But the selection depends very much on the kind of magazine required....

GLOSSIES, such as Cosmopolitan, Elle, Vogue and Marie Claire, are used to indulge, engage, aspire and escape. Titles are often regarded as more than magazines alone – and instead they are seen as brands, with readers seeking to achieve a genuine fit and relationship with the title. People often talk about becoming immersed in the feeling that these sorts of magazines exude:

TERRESTRIAL TELEVISION is, first and foremost, chosen as a medium to relax with. It enables individuals to disengage their minds and switch off from their everyday lives. People simply let the box do the entertaining for them. As a result, they are more passive using terrestrial television than with any other medium. As one (qualitative survey) respondent put it:

“It’s a way of switching off from reality and just watching TV for a few hours and forgetting about everything”

HOOSE?

“You get engrossed. You get lost in it.....You sort of want to be part of the lifestyle contents of it...so you get excited about it”

GLOSSY-FACTUALS, such as those covering specific interests like gardening, cookery, motoring and home improvement, are used both to inspire and provide practical help – presenting their readers with a compelling mix of information and indulgence:

“(They) open your minds a little bit more, because you are thinking and you get the ideas – and if the article is really interesting, you ask yourself questions as you are reading it”

FACTUALS, such as Loot and Autotrader, are used with a specific, usually current, purpose in mind:

“I use it for just general looking for prices on cars and flights...things like that, just general interest”

Magazines are often selected and used for other reasons: As time-fillers, on long-journeys, for instance; to keep for future reference; or as a badge - a personal, aspirational or wannabe statement - to brand the reader (or household, in the case of coffee-table glossies) with certain desired attributes.

NEWSPAPERS seem to be used today in a rather different way from their traditional news-assimilation role because of time pressures during the week and other, more up-to-the-minute, news sources. In particular, weekend newspaper packages are regarded as a welcome alternative to the week's bite-sized news items – fleshing out and providing analysis of current affairs.

COMMERCIAL RADIO is essentially a complementary medium, used to accompany other activities like driving, DIY, housework – and internet usage. But it is regarded as rather impersonal and unselective - presenting, for instance, music unlikely to be an individual's personal and premier choice.

“People go for a medium which they feel is tailored to their individual needs...”

media choice HOW DO THEY CHOOSE?

WHERE DO PEOPLE GO FOR PARTICULAR THINGS?

When it comes to specific areas of interest, some media are very much the preferred choice – as Chart 3 shows:

Magazines are the number one choice for a wide range of topics – beauty and personal appearance, fashion and clothes, celebrity news and gossip, cars and motorbikes, childcare and parenting, health and fitness and photography. Television comes a fairly poor second in most of these categories – with newspapers the second choice for information and ideas only on cars and motorbikes. For the young (16-24 year olds), magazines are a particularly strong source for their information and ideas.

Sport, travel, gardening and food are among the categories where television is the prime media preference – though for most of these, magazines also score well and are first choice for almost half.

The premier place which people go to for jobs, business and finance, items for sale and the arts is newspapers. For most of these – largely factual-based topics, listings and classified ads - it is, perhaps significantly, websites which now hold second place.

Thus one or other of these three established media – magazines, television and newspapers – is the first or second stop for most people on nearly all topics.

Commercial radio and newspaper supplements score relatively poorly in all areas and are not widely used as first choice sources for information and ideas on specific topics.

Likewise websites – although for information on computers and the internet itself, they are the most frequent first choice.

CHART 3: Media chosen for particular topics

	MAGAZINES	NEWSPAPERS	NEWSPAPER SUPPLEMENTS	TELEVISION CHANNELS	COMMERCIAL RADIO	WEBSITES
	%	%	%	%	%	%
Beauty/persn. app.	72	10	8	26	1	6
Fashion, clothes	66	13	10	27	1	9
Celebrity news/gossip	61	37	9	43	4	7
Cars and motorbikes	60	30	7	25	2	21
Baby/childcare, parent.	56	16	11	35	2	13
Health and fitness	53	19	7	29	2	9
Photography	48	14	5	20	*	18
Food & Drink	46	21	14	55	2	8
Home Improvmt, DIY	43	13	9	53	2	7
Computers, internet	43	14	6	15	1	64
Gardening	41	16	11	61	1	5
TV programmes	40	43	18	42	1	3
Travel and holidays	32	23	14	47	2	29
Science, technology	31	24	7	51	2	34
Sport	29	44	8	66	8	15
Music, cinema, theatre	27	47	12	33	12	17
Items for sale	26	64	8	8	1	30
Pers. finance, invest.	20	54	16	19	2	30
Business, compny nws	19	62	12	28	4	35
Jobs, appointments	12	70	9	5	2	37

Base: Respondents interested in each topic

* Denotes a figure of less than 0.5 per cent

ARE THEY PAYING ATTENTION?

the media moment

Because selected media are used in different ways for different reasons – and in different situations - the nature and degree of attention varies substantially from medium to medium. For media decision-makers, an appreciation of how well content is absorbed is of critical importance.

People rarely consume media in isolation. There is almost certainly a lot going on around them at the moment of media exposure.

Indeed, a particular medium may well be employed only in a supporting role, while two media are often used together. All this has a marked bearing on how well media content is received and absorbed.

Nowhere is this ‘media moment’ distinction clearer than between television and magazines....

THE TELEVISION MOMENT

Although we have already seen consumers’ extensive exposure to television – nearly everyone sees it and the TV is frequently on in households – we have also seen that individuals tend only to regard it casually. Rarely do they become as personally engaged with it as they do, for instance, with magazines.

When it comes to commercial breaks, the evidence – set out in Chart 4 – shows most television ad messages tend to fall on stony ground, with the majority of viewers temporarily focusing on other activity. Only 14 per cent claim to watch the commercials nearly all the time, and a further 15 per cent a lot of the time. The rest are using the opportunity to flick channels, zap through the ads, or do something else:

Often this behaviour stems from the frustration of lack of control over the choice of family viewing.

THE MAGAZINE MOMENT

In contrast, the magazine moment is generally an intensely personal one, with the reader absorbed in the title, cocooned from external intrusion. It is often read alone, in a relaxed situation. The reading experience is welcomed both for its undemanding nature and for its active input – dipping in, re-reading etc – and is thus felt to be more engaging and of more merit than watching television:

“[You feel] like you’re taking it in better, instead of just sitting there and staring, you’re sort of actually reading it and going, oh yeah, I didn’t know that”

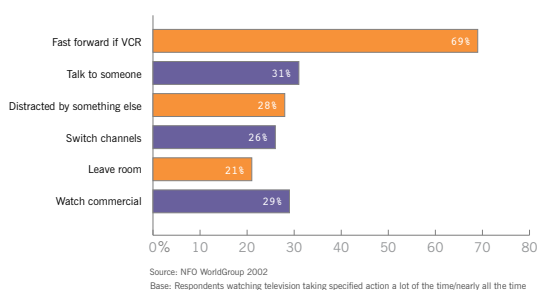
Other distinctive features of the medium tend to bring added value to the magazine moment:

Like a good friend, magazines can always be called upon when needed. For a start they are extremely portable – you can take and read them wherever you like. Magazines are easy to pick and put down – always handy when there’s a moment. It tends to be a more individually controllable medium than television – and can be absorbed and consumed in an order and at a pace which suits the individual. The tangible, physical and quality nature of magazines also brings benefits. Like a favourite food, they appear to be devoured with relish as a treasured treat.

“You can [read] the magazine wherever you want, wherever you are..”

“Just having it there in front of you...not worrying about how long you are on there for. You can keep it.”

CHART 4: Behaviour during television commercials



DOES THE INT

AF

new media

Common wisdom suggests the advent of widespread internet usage has had a profound impact both on individuals and on established media. Getting a firm handle on the reality of this particular revolution gives a head start to those making media decisions today.

HOW DO PEOPLE FEEL ABOUT – AND USE – THE NET?

While the internet has had a huge impact on the public, it is, nevertheless, broadly perceived as two distinct media: A communication channel (e-mail and chat-rooms); and an information channel (websites and portals).

People generally seem far happier using the net as a means of communication rather than as an information source. E-mail is regarded as a cheap and convenient form of personal contact, while chat-rooms tend to be especially popular with the young.

expensive and – with crashing computers and impenetrably designed sites – frustrating. Many men, and older men in particular, view the net as highly-addictive, time-consuming and socially unacceptable – in danger of taking over their lives without firm self-ratoning.

“I tend not to surf for surfing’s sake because it can eat away your time completely. You just spend hours and hours”

“You’ve got no kind of, like, relationship going with it. You just click on and hope the computer doesn’t crash”

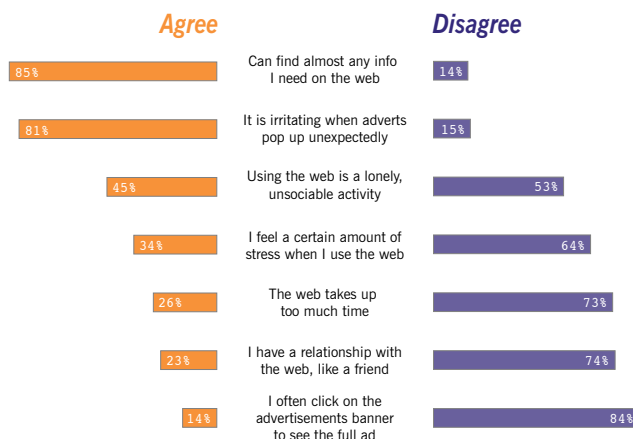
“I don’t smile when I am on the internet”

Some of these negatives stem from the fact that the vast majority of access is via PCs (and not televisions), a device usually associated with work and not with entertainment.

“At the end of the day, if I’ve been rushing around with the kids, I don’t really want to sit at a desk and concentrate”

Yet there are many positives. The net’s establishment and expansion has clearly been an empowering revolution for consumers. People have a vast encyclopaedia at their fingertips and feel in control of directing searches and what is presented on-screen. The quest for information has become an exciting (armchair) adventure.

CHART 5: Attitudes to website use



Source: NFO WorldGroup 2002
Base: Respondents accessing websites in last 12 months

While, as Chart 5 suggests, it is accepted that websites have loads of valuable and interesting information, there is a widespread concern among people about the impact on them as individuals. For a start it is seen as a rather lonely, antisocial and intense medium by many people. They also complain that it is

INTERNET AFFECTS THINGS?

“No matter what you want to find out, what you want to know, you can find it here. It’s just getting your head round how to find it”

People are also aware of the potential of the medium. While relatively few yet make use of music and other download capabilities, nor use the web for shopping or trading, nearly everyone anticipates widespread – and their own personal use – of these sorts of benefits.

WHAT ABOUT THE INTERNET MOMENT?

Nevertheless, the internet moment is not treasured in the same way as, for instance, the magazine moment is. Instead it is characterised by a lack of relationship with the medium. Indeed, the internet moment is tense, as people are trying to minimise the time they feel they waste on-line. Thus the internet moment is rather more about the user’s specific needs at that time, rather than a comfortable relationship with the medium.

HOW HAS IT AFFECTED ESTABLISHED MEDIA?

The internet has impacted on other media in two ways:

The direct impact has been to increase competitiveness in the area of factual and information based needs such as newspaper classifieds and listings. This, in turn, has meant a defensive strategy by established media players, most of whom have responded by invading the internet, setting up camp with their own powerful websites.

Magazines and the web appear to fit especially well together in people’s minds – after all, heavy magazine consumers have a tendency towards heavy web use and vice versa. The result of this synergy: the establishment and successful development of complementary magazine websites. Niche titles’ information-lead sites – such as nme.com – tend to do particularly well.

But there has been an indirect impact too. Consumers have come to see other media channels in a new light as a result of their awareness of the benefits – and, moreover, the potential dangers - of the internet. People point out how they appreciate the selection, screening and editing which magazines, for example, offer them. Again, the anticipated serendipity of magazine content seems to contrast in people’s minds with the more mundane nature of web searches.

The grid in Chart 6 demonstrates how websites and, in this case, magazines compare in terms of media attributes.

More than anything, the internet has given individuals a taste of control – which other media may somehow have to accommodate in the future. Even though initial excitement appears to have worn off, consumers still believe the net will drive change – both on its own and in relation to other, established media channels.

CHART 6: Perceived media features: websites and magazines compared

	WEBSITES	MAGAZINES
Wealth of information	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Targeted	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Graphics/design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cost	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Bite sized information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Depth of information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Up-to-the-minute	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Infinite scope	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ease of use/navigation	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Portability	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Physical qualities	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Flickability	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Sharing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Glamour	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Immersion/Involvement	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Focus	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Source: Focus groups (NFO WorldGroup qualitative study)

WHERE DO ADS

Understanding how media trigger ideas and action – and where ads tend to work best is at the very core of media selection. In this final section we examine some of these particular issues which can be so fundamental to media and advertising effectiveness.

DO MEDIA REALLY MAKE THINGS HAPPEN?

All media are regarded as important sources for ideas and triggers for consumer action. High proportions of users of each media channel readily admit they have taken action as a result of something they have seen or heard in their chosen medium. However, Chart 7 shows that some media are marginally – and sometimes substantially – more effective than others in this respect:

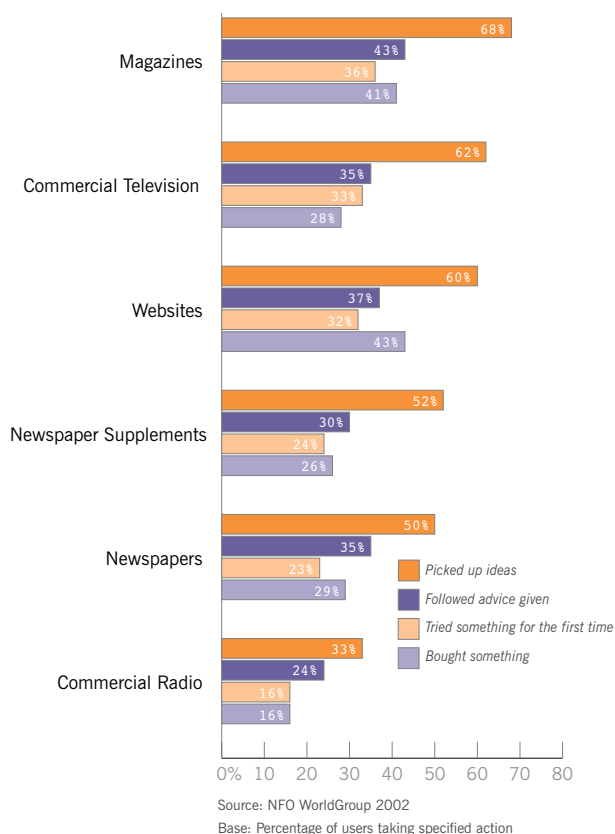
In terms of picking up ideas, following advice and trying something for the first time, magazines lead the way – though the medium is run a close second by websites and television. Some two-thirds of those who read magazines say they pick up ideas from them, for instance. Certain magazine genres perform particularly well in this respect: No less than 97 per cent of men's and style magazine readers say they have taken action because of something they have read in their magazine.

Interestingly, amongst younger people (16-24 year olds) magazines out-perform websites as triggers for action.

Some other media clearly have less direct influence on their audiences.

When it comes to purchasing products and services, magazines and websites perform substantially better than other media channels. While magazines come out top in terms of the population as a whole, websites perform best among those who currently have internet access – telling proof of their potential power.

CHART 7: Actions resulting from using specific media



WORK BEST?

IS ADVERTISING FELT TO BE HELPFUL?

Despite their traditional reluctance to do so, a number of people concede that advertising in the media is helpful to them.

Magazine advertising is seen as particularly useful, while television and newspaper advertising is regarded somewhat less so. Advertising in newspaper supplements, on websites and on commercial radio is poorly regarded in this vein.

Advertising in magazines is felt to be more relevant and helpful as a buying guide than advertising in any of the other media. It is also seen as of most assistance in choosing between two similar products.

As a result, people are more likely to pay attention to ads in magazines than elsewhere.

For ads which trigger action, magazines again outperform other media, with almost 30 per cent of readers saying they sometimes buy a product or service as a direct result of an ad in a title.

DO ADS GET ON PEOPLE'S NERVES?

The other side of the coin is, of course, that advertising can rub people up the wrong way. At best it means ads are avoided or ignored. At worst it can lead to brand damage.

CHART 8: Advertising helpfulness in different media

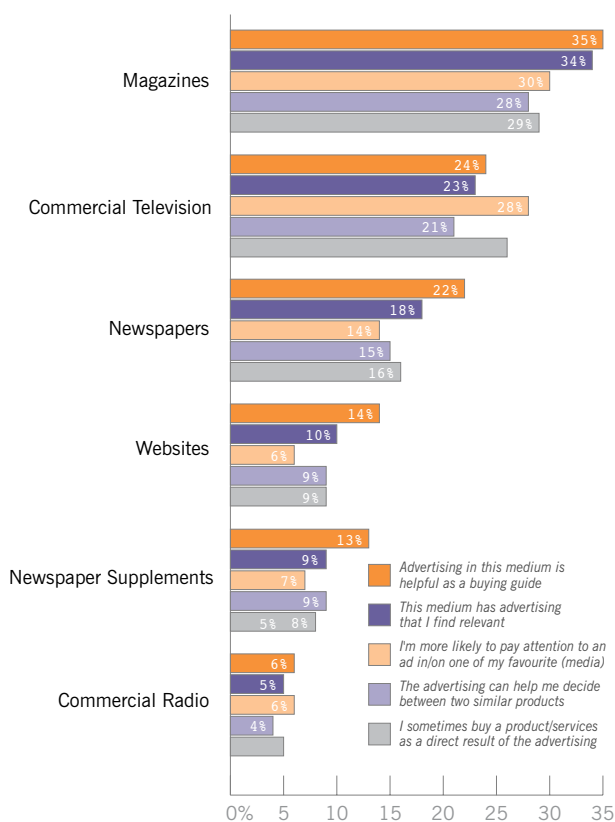
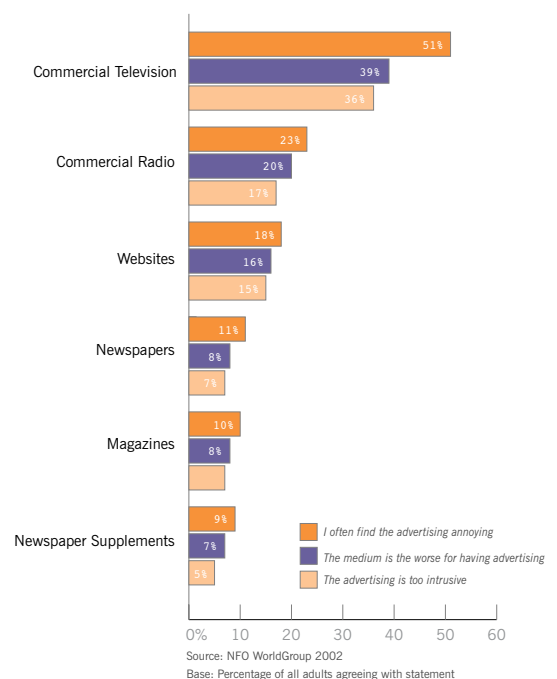


CHART 9: Negative effects of advertising



WHERE DO ADS WORK BEST?

It seems that television suffers particularly in this respect. More than half of all television viewers say they often find the commercials annoying and almost 40 per cent feel the commercials are too intrusive and that, overall, the medium is the worse for them.

Commercial radio and websites also come out badly in terms of these negative attitudes towards the commercials and ads which appear on them.

In contrast, print in general fares a lot better. Only a small minority is critical of advertising in magazines, newspapers and newspaper supplements.

WHAT ABOUT WEB ADVERTISING?

Advertising on the web does appear to be a particular problem. Still in its infancy, it simply seems to get on people's nerves.

Banner ads are one thing, regarded as endlessly frustrating, but pop-up ads seem to wind people up even more:

"You are clicking them away to try to get to what you are getting to and literally one after the other can come up. They throw themselves at you"

People find the extra loading time that ads demand irritating and find pop-ups' movement and flashing particularly annoying.

Overall, web advertising is disliked because of its intrusive nature. More than that, it means one of the principal consumer benefits of the medium – control – is lost. And, as we have also seen, people are aware and feel guilty about the time they spend on-line, a problem exacerbated by the current nature of web advertising.

further information

WANT TO KNOW MORE?

If you would like to reinforce your understanding of how people use and absorb media, you might want to know more about the two new research studies on which this booklet is based – and explore some of the other research reports produced by the magazine industry.

TWO NEW RESEARCH REPORTS

This booklet summarises the findings of two new research studies – one qualitative, the other quantitative - carried out between September 2001 and April 2002 by NFO WorldGroup. Both surveys were commissioned by PPA.

THE QUANTITATIVE STUDY

The universe was adults aged 12+ in Great Britain. Random location sampling was used to generate an achieved sample of 2,030. Interviews were conducted face-to-face, in-home, between 12 November and 3 December 2001. The sample was weighted to be representative of the national population aged 12+, a universe of 49.4 million. Weighting, data processing and reporting were completed in April 2002.

THE QUALITATIVE STUDY

The universe was adults aged 14-60 who use websites for leisure, living in the Greater London area. 14-19 year olds were interviewed in five paired depth interviews. Those aged 20-60 were interviewed in four group discussions (8 per group). The total sample was thus 42. Interviewing was conducted between 20 September and 5 October 2001.

DOWNLOADS FROM THE PPA WEBSITE

The quantitative report can be downloaded (free of charge) from the PPA website: www.ppa.co.uk

FURTHER INFORMATION

If you would like hard copies of the quantitative report, any more information about the surveys or details of other relevant magazine research on this or a related topic, then contact either Dylan Griffiths dylan.griffiths@ppa.co.uk or Phil Cutts philip.cutts@ppa.co.uk.



PERIODICAL PUBLISHERS ASSOCIATION
QUEENS HOUSE
28 KINGSWAY
LONDON WC2B 6JR

TEL: 020 7404 4166
FAX: 020 7404 4167

WWW.PPA.CO.UK