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**Recent developments in Roy Morgan Readership Measurement**

Roy Morgan Research is pleased that Fairfax and the MPA (Magazine Publishers of Australia) have followed ACP’s lead in deciding to continue to use the Roy Morgan Readership Survey as their media currency. Through the tripartite Readership Research Forums, Roy Morgan Research is working closely with the newspaper and magazine publishers and media agencies on a range of issues; including among other things topics of interest in newspapers and how online is emerging and transforming media.

Three recent developments are worthy of note:

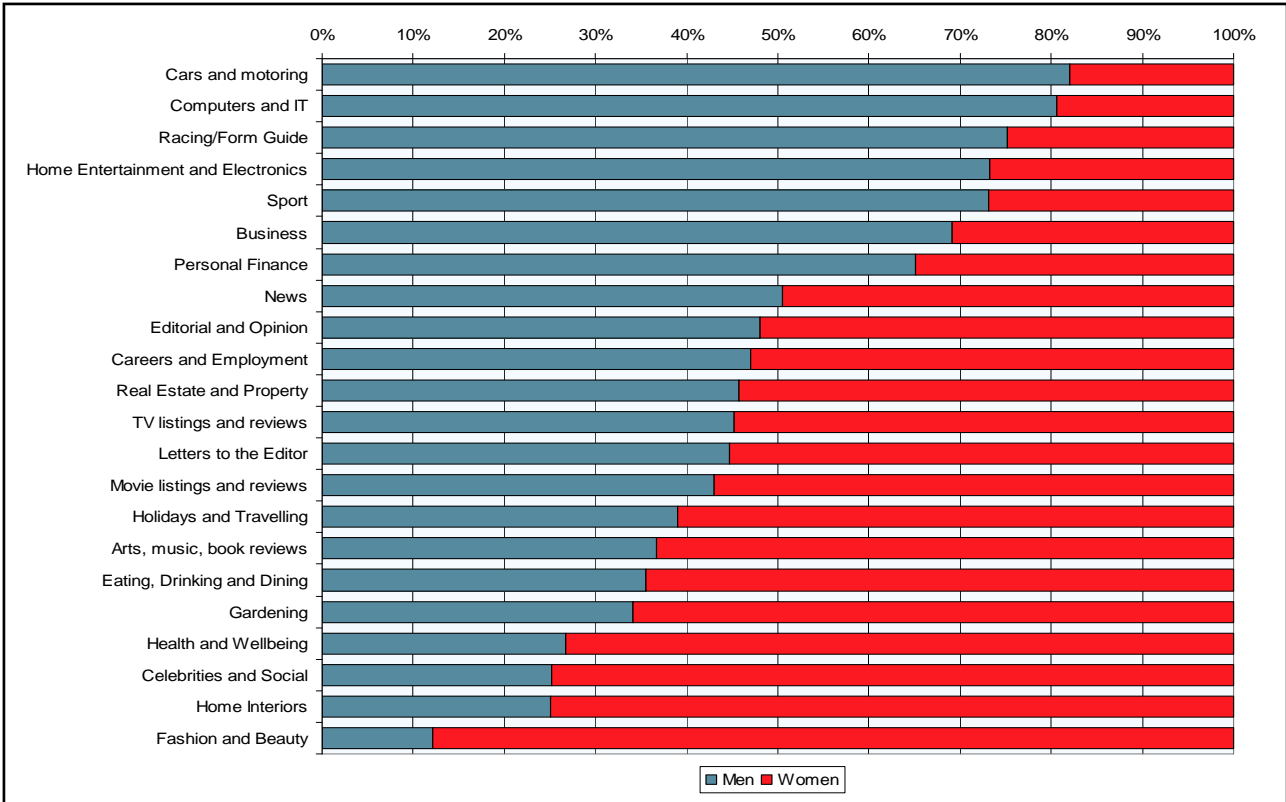
- Newspaper Topic Involvement data release
- WebScheduler: multi-media reach and frequency for websites
- CAPI interviewing (Computer Assisted Personal Interviewing)

**Newspaper Topic Involvement** is a new suite of metrics measuring the extent of readers’ involvement in 22 different newspaper topics, ie whether they ‘*especially choose to read*’ the topic, are ‘*interested and read when have time*’, ‘*only read if something grabs attention*’ or ‘*never read the topic.*’ An additional measure is ‘*really enjoy this topic.*’

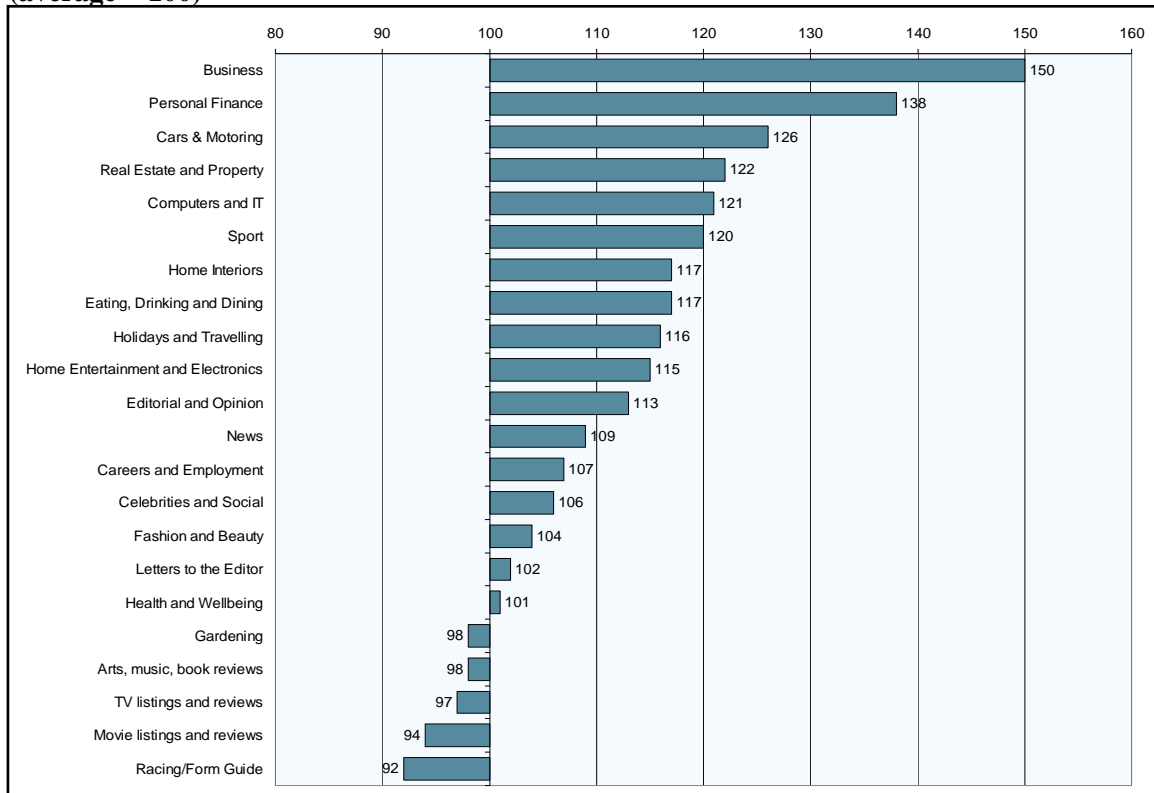
Roy Morgan Research has been working on Newspaper Topic Involvement for some time. Newspaper publishers received the data earlier this year; all media agencies received the data in ASTEROID software last week.

Combining ‘*especially choose to read*’ with ‘*interested and read when have time*’ produces Usual Readers – shown in the charts below:

**Chart 1. Usual topic readers by male/female split**



**Chart 2. Newspaper topics that New Motor Vehicle Intenders are more likely to usually read (average = 100)**



**WebScheduler** (released in September) is another new initiative designed to ensure the data is relevant to today's changing media scene (ie including on-line). WebScheduler allows **websites** to be scheduled with other media – newspapers, magazines, TV and cinema (as part of the Roy Morgan ASTEROID multimedia scheduling system).

**Other** areas Roy Morgan is working on with the publishers and media agencies include a cross-channel review of media imperatives; and a detailed articulation of the detail of what is already available in Roy Morgan Single Source, eg 'Source of copy' data, time spent with different media and other activities, the use of mobile as well as traditional computers for media and other internet activities, movie titles and more.

**CAPI:** Roy Morgan Research has already begun the major development of Computer Assisted Personal Interview (CAPI) technology, and a move to multimode data collection. The Roy Morgan media research future will be a totally integrated data collection platform - comprising face-to-face, online, mobile, and telephone data collection methods.

CAPI combines the best of face-to-face interviewing of people in their own homes (**highest response rates**) and adds **speed** (answers are entered daily into the computer at the time of the interview so data is available for verification in near real time), **flexibility** (questions can be changed in near real time and more complex questioning is possible) and **accuracy** (data can be logic-checked in the field).

Although we have now undertaken two major Government CAPI projects, the first test on the Roy Morgan Readership Survey only came out of the field last week. Early indications are all excellent.

A serious full-scale pilot is planned for February, and the full CAPI service could be up and running as early as July 2010.

The second element of this major development is '**Plus online.**' We emphasise 'plus.' Online alone is unable to achieve an adequately representative sample. Additional detailed data will also be collected using other methods, eg mobile – all operating from the same integrated platform.

The move to CAPI requires a major upfront investment in technology – hardware and software. But Roy Morgan is committed to multi-media media-neutral measurement in Australia and we are prepared to make that investment for the future.