

Roy Morgan Media Research 1941-2008 - prepared July 2008

In September, 1941 Roy Morgan conducted the first public opinion poll in Australia. It was published in *The Melbourne Herald* on October 4, 1941. In September 1941, Roy Morgan conducted the [first reader interest survey for the Sydney Sun](#). In February, 1945 Roy Morgan conducted the [first international media survey](#) comparing UK and US reading and listening (conducted in 1944) with Australian reading and listening.

Since those early polling days, Roy Morgan and those who worked with him have strived to produce “World's Best Practice” in both readership research and advertising research.

Today, Roy Morgan Single Source (RMSS) continuously measures the readership of newspapers and magazines, TV viewing, radio listening, cinema attendance and Internet usage.

Roy Morgan Single Source is now conducted continuously in Australia, USA, UK, Indonesia and New Zealand.

Paper 13 below, [Single Source – For Increased Advertising Productivity in a Multimedia World](#), outlines some of the different types of information collected with RMSS. The [Roy Morgan Single Source product](#) is described in detail under Point 16 below.

The other papers listed below are those which we believe cover important Roy Morgan Research media and advertising research knowledge based on more than 65 years experience from 1940, when Roy Morgan worked with Dr George Gallup at Y&R in New York. He again worked with Dr Gallup in Princeton in 1948, 1952 and 1956. Gary Morgan worked with both Dr George Gallup and Dr Henry Durant (UK Gallup) in 1964. In 1972 Hal Ross founded [Mapes and Ross](#) after working at Gallup and Robinson during the 60's and early 70's. Mapes and Ross is today America's leading advertising and communications research company and a division of Roy Morgan International. (See Point 19 below)

Gary Morgan (Executive Chairman) and Michele Levine (CEO)

1. **USA, UK & NZ Newspapers Transforming rather than disappearing with Growth in ‘Online’ Media** Roy Morgan International survey which measures readership of major newspapers and their ‘online’ internet sites April 18, 2008 <http://www.roymorgan.com/news/press-releases/2008/741/>
2. **The Problem With Online Panels - Nielsen Online Gives Misleading Results** March 19, 2008 <http://www.roymorgan.com/news/internet-releases/2008/734/>
3. **Large Majority Of Australians Think The Media Is "Often Biased"** August 14, 2007 <http://www.roymorgan.com/resources/pdf/papers/20070814.pdf>
4. **Future Summit Participants – Our views and how they compare**
Paper presented at Future Summit, Melbourne May 2007
<http://www.roymorgan.com/resources/pdf/papers/20070501.pdf>
5. **Measuring Engagement**
Paper prepared for the Advertising Research Foundation (ARF), USA March 2007
<http://www.roymorgan.com/resources/pdf/papers/20070301.pdf>

6. **The Power of Newspaper Editorial & Advertising**
Paper presented at Country Press Association 106th Annual Conference, Parliament House NSW
October 26, 2006 <http://www.roymorgan.com/resources/pdf/papers/20061004.pdf>
7. **Fifty Years of Television**
First TV rating survey in 1957 showed HSV 7 Top Station, September 2006
<http://www.roymorgan.com/resources/pdf/papers/20060902.pdf>
8. **Media Neutral Analysis of Key Advertising Media**
Paper presented at IIR Telecommunications Marketing Conference, Melbourne March 2006
http://www.roymorgan.com/documents/IIR_Telecommunications_Marketing.pdf
9. **Advertising-Adverteasing-Advertiring?**
What sort of ROI can you expect from Print Advertising – unless your ad performs? Paper presented at
12th Worldwide Readership Research Symposium, Prague October 2005
<http://www.roymorgan.com/resources/pdf/papers/20051101.pdf>
10. **Men were from Mars, Women were from Venus**
Paper presented at Melbourne Marketing, Melbourne September 2005
<http://www.roymorgan.com/resources/papers/marsvenus/>
11. **Convergence – Making Sense of the New Landscape**
Paper presented at Australian Marketing Week, Adelaide August 2005
<http://www.roymorgan.com/resources/pdf/papers/20050801.pdf>
12. **Direct Mail and the Importance of Measurement**
Launch of New Addressed Mail Feature on Roy Morgan Single Source, Sydney and Melbourne May
2005 <http://www.roymorgan.com/resources/pdf/papers/20050505.pdf>
13. **Are you going by the numbers? IF YES: Are they the right numbers?**
Paper presented at International Herald Tribune Conference, Hong Kong & Singapore October 2004
<http://www.roymorgan.com/resources/pdf/papers/20041004.pdf>
14. **A Fresh Look at Estimating Readership Frequency Distribution**
Paper presented at ESOMAR/ARF Worldwide Audience Measurement Conference, Geneva June 2004
<http://www.roymorgan.com/resources/pdf/papers/20040606.pdf>
15. **Reading: Looking into...logging onto**
Paper presented at Worldwide Readership Research Symposium, Cambridge Massachusetts USA
October 2003 <http://www.roymorgan.com/resources/pdf/papers/20031002.pdf>
16. **Readers-per-copy: Beyond the phoney figure debate to understanding reader choice and how to drive it your way**
Paper presented at Worldwide Readership Research Symposium, Cambridge Massachusetts USA
October 2003 <http://www.roymorgan.com/resources/pdf/papers/20031001.pdf>
17. **Single Source - For Increased Advertising Productivity in a Multimedia World**
Paper presented at ARF Week of Workshops, Chicago USA October 2001
<http://www.roymorgan.com/resources/pdf/papers/20011101.pdf>
18. **A New Method to Measure Media Casualness for Magazines and Newspapers**
Paper presented at 10th Worldwide Readership Research Symposium, Venice October 2001
<http://www.roymorgan.com/resources/pdf/papers/20011005.pdf>
<http://www.roymorgan.com/resources/pdf/papers/20011001.pdf>
19. **Single Source - The Problem Solver**
Paper which compares Roy Morgan Diary TV Ratings with Nielsen People Meter TV Ratings, July
2000 <http://www.roymorgan.com/resources/pdf/papers/20000703.pdf>

Roy Morgan Products

20. Roy Morgan Single Source

Roy Morgan Single Source is a multi-country, syndicated research survey which identifies what people think, buy, consume, how they behave, what they read, watch and listen to, and how they use the Internet. This incredible depth of information provides a 360 degree view of the consumer from a large base survey sample (about 55,000 per year in Australia and large samples in the USA, UK, New Zealand and Indonesia). http://www.roymorgan.com/products/single-source/single-source_home.cfm

21. Roy Morgan Values Segments^[1]

The Roy Morgan Values Segments is a unique psychographic profiling system and excellent marketing tool that lets you find out how people think, their aspirations, self-images, behaviour and more. From six dimensions we are able to develop ten mindset segments of the population based on the deeper drivers of choice and change – their values and fundamental ways of approaching the world.

<http://www.roymorgan.com/products/values-segments/values-segments.cfm>

22. ASTEROID

ASTEROID, a world leading software package, is Roy Morgan Research's proprietary PC Windows-based software system - it is the gold standard in data management. The program's rapid response to queries encourages researchers to be more creative in using survey results.

<http://www.roymorgan.com/products/asteroid/ASTEROID.cfm>

23. Mapes and Ross Communications Research, a division of Roy Morgan International

Since 1972 the advertising research company relied on by major advertisers for conducting dependable communications research on TV, print, radio, outdoor, major events and Internet advertising and marketing campaigns. <http://www.mapesandross.com/>

24. The Reactor

The Reactor provides the unvarnished opinions of respondents who provide immediate, instinctive feedback on how they feel about your product, concept or medium, element by element, second by second. <http://www.roymorgan.com/products/the-reactor/the-reactor.cfm>

25. BEST - Brand Equity Segmentation and Targeting

Making your brands do more for your bottom line.

<http://www.roymorgan.com/resources/pdf/papers/20031104.pdf>

26. NEOs

The Neo-Typology is a unique measure of high-yield consumption. This new consumer metric has been designed, tested and applied to data on Roy Morgan Single Source (55,000 respondents a year) in Australia, New Zealand, the USA and the UK.

http://www.roymorgan.com/products/neos/neos_home.cfm

27. Roy Morgan Customer Satisfaction Surveys

Accommodation providers use Roy Morgan customer satisfaction surveys to measure what levels of service their customers really expect.

Click here to view online demonstration: <http://www.surveys.roymorgan.com/surveys/084454/>

^[1] Developed in conjunction with Colin Benjamin of The Horizons Network.