

July, 2004

People vs. USA Today

US Readership Estimates Must Be Believable

Circulation: People - 62% greater than USA Today
MRI Readership: People - 535% greater than USA Today
Roy Morgan Readership: People - 48% greater than USA Today

To Whom It May Concern,

USA Today newspaper has a circulation of 2,246,996 and MRI estimate its readership to be 5,612,000. *People* magazine has a circulation of 3,628,982 with an MRI readership estimate of 35,657,000. It can be seen that while *People* has a circulation 62% higher than *USA Today*, its MRI readership is 535% higher. THIS IS NOT BELIEVABLE.

Roy Morgan Research estimates *USA Today* has 9,729,000 readers while *People* has 14,429,000 readers – 48% higher which is slightly less than the relativities between their circulations. THESE FIGURES ARE BELIEVABLE.

There are many other examples of MRI readership estimates which show the relativities between circulation and readership just don't make sense.

The following are examples of Roy Morgan US Newspaper and Magazine Readership comparisons.

NEWSPAPERS	ABC Circulation 30/09/2003	READERSHIP			READERS PER COPY		
		Roy Morgan Research 14+ (Mar 2002- Feb 2004)	Roy Morgan Research 18+ (Mar 2002- Feb 2004)	MRI 18+ (Spring 2004)	Roy Morgan Research 14+ (Mar 2002- Feb 2004)	Roy Morgan Research 18+ (Mar 2002- Feb 2004)	MRI 18+ (Spring 2004)
Unweighted Sample		9,395	8,751	25,639			
US popn. in '000		232,956	216,449	211,845			
MAJOR US NEWSPAPERS							
USA Today (M-F av)	2,246,996	9,729,000	9,041,000	5,612,000	4.33	4.02	2.50
Wall Street Journal (M-F av)	2,091,062	5,283,000	5,090,000	3,673,000	2.53	2.43	1.76
New York Times (M-Sa av)	1,106,660	6,029,000	5,616,000	4,349,000	5.45	5.07	3.93
Investor's Business Daily (M-F av)	215,788	777,000	741,000		3.60	3.43	
Financial Times (M-Sa av)	140,136	718,000	631,000		5.12	4.50	
New York Daily News (M-Sa av)	699,065	2,949,000	2,808,000		4.22	4.02	
New York Post (M-Sa av)	618,841	2,442,000	2,355,000		3.95	3.81	
Newsday (M-Sa av)	552,726+	1,179,000	1,142,000		2.13	2.07	
Washington Post (M-Sa av)	724,366	2,925,000	2,826,000		4.04	3.90	
Los Angeles Times (M-Sa av)	955,211	4,846,000	4,449,000		5.07	4.66	
Chicago Tribune (M-Sa av)	606,380	1,834,000	1,681,000		3.02	2.77	
Chicago Sun-Times (M-Sa av)	451,974+	1,891,000	1,748,000		4.18	3.87	

+Now known to be 'inflated' as disclosed by publishers Hollinger International and Tribune Co.
 See http://www.usatoday.com/money/media/2004-06-23-printfraud_x.htm

MAGAZINES	ABC Circulation 31/12/2003	READERSHIP			READERS PER COPY		
		Roy Morgan Research 14+ (Mar 2002-Feb 2004)	Roy Morgan Research 18+ (Mar 2002-Feb 2004)	MRI 18+ (Spring 2004)	Roy Morgan Research 14+ (Mar 2002-Feb 2004)	Roy Morgan Research 18+ (Mar 2002-Feb 2004)	MRI 18+ (Spring 2004)
Unweighted Sample		9,395	8,751	25,639			
US popn. in '000		232,956	216,449	211,845			
BUSINESS & CURRENT AFFAIRS MAGAZINES							
Time	4,112,311	20,957,000	19,608,000	20,550,000	5.10	4.77	5.00
Newsweek	3,122,407	16,474,000	15,721,000	19,260,000	5.28	5.03	6.17
U.S. News & World Report	2,024,770	9,358,000	9,088,000	10,360,000	4.62	4.49	5.12
Money	2,028,219	3,607,000	3,574,000	6,700,000	1.78	1.76	3.30
Business Week	991,757	4,209,000	4,097,000	4,666,000	4.24	4.13	4.70
Forbes	920,752	2,174,000	2,060,000	4,458,000	2.36	2.24	4.84
WOMEN'S FASHION MAGAZINES							
Cosmopolitan	2,918,062	11,849,000	10,396,000	17,027,000	4.06	3.56	5.84
Glamour	2,328,846	8,849,000	7,983,000	12,323,000	3.80	3.43	5.29
O, The Oprah Magazine	2,652,522	9,091,000	8,649,000	12,619,000	3.43	3.26	4.76
InStyle	1,652,906	4,891,000	4,274,000	7,894,000	2.96	2.59	4.78
Vogue	1,260,026	5,958,000	5,308,000	9,835,000	4.73	4.21	7.81
Elle	1,014,418	2,652,000	2,383,000	4,244,000	2.61	2.35	4.18
marie claire	940,777	2,283,000	2,130,000	3,368,000	2.43	2.26	3.58
Harper's Bazaar	730,665	1,887,000	1,707,000	3,008,000	2.58	2.34	4.12
OTHER MAJOR MAGAZINES							
Reader's Digest	11,044,694	31,189,000	30,235,000	39,691,000	2.82	2.74	3.59
People	3,628,982	14,429,000	13,177,000	35,657,000	3.98	3.63	9.83
Sports Illustrated	3,210,040	14,333,000	12,125,000	20,032,000	4.47	3.78	6.24

Comparing the above it is easy to see why current MRI US readership estimates have little credibility because of their inflated magazine readership estimates.

The following is a worldwide survey by Andrew Green (Billetts) of agencies about their country's readership survey. The Australian survey (Roy Morgan Readership Survey) was rated top of all countries surveyed on the question of equity between different print media (newspapers, magazines, and inserted magazines). See: 4. Fairness of research method. <http://www.roymorgan.com/resources/pdf/papers/20040607.pdf>.

For this reason, US advertisers and agencies should use Roy Morgan readership estimates when buying print media "space".

Media buyers, advertising agencies and advertisers in the US, UK, Australia and New Zealand can now subscribe to Roy Morgan Single Source data covering readership of newspapers and magazines, TV viewing, radio listening and internet usage.

ASTEROID is Roy Morgan's user-friendly software. It is the only software available today which allows media planners and other buyers of advertising "space" to compute multi-media schedules using Roy Morgan Print and TV audience estimates. <http://www.roymorgan.com/products/asteroid/asteroid.cfm>

Roy Morgan Single Source not only covers media usage but also product usage, people's activities and purchases. It is a truly international single source survey.

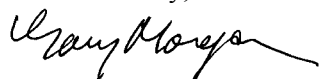
http://www.roymorgan.com/products/single-source/single-source_home.cfm

Also of relevance are the three papers:

1. "Readers-per-copy: beyond the phoney figure debate to understanding reader choice and how to drive it your way", <http://www.roymorgan.com/resources/pdf/papers/20031001.pdf>
2. "Reading: looking into... logging onto", <http://www.roymorgan.com/resources/pdf/papers/20031002.pdf>, both
3. "A Fresh Look At Estimating Readership Frequency Distributions" <http://www.roymorgan.com/resources/pdf/papers/20040606.pdf>

Michele Levine (CEO) and I presented the first two papers above at the Worldwide Readership Research Symposium, Cambridge, Massachusetts, October 26-29, 2003, and we presented the third paper at the ESOMAR/ARF Worldwide Audience Measurement Conference, Geneva, Switzerland, June 13-18, 2004.

Yours sincerely,



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