

## Significant Print Readership Research Papers: 1953-2006, prepared July 23, 2007

The following is a list (with links) of the major print media research papers published by Roy Morgan Research (including Roy Morgan, Gary Morgan, Michele Levine, George Rennie, Peter Grant, Geoffrey Smith, Sergey Dorofeev, Marcus Tarrant, Gregory Hywood, William Burlace, John Davis and Chris Gibson) and published by others including Alfred Politz, W R (Bill) Simmons, J M Agostini, Timothy Joyce, Richard Lysaker, Wayne Eadie, Christopher Fry, Neil Shepherd-Smith, Valentine Appel, Paul Chook, Harold Mitchell, Tony Jarvis, Brian Shields, Andrew Green and others.

**1. The Power of Newspaper Editorial & Advertising** - Paper presented at Country Press Association 106<sup>th</sup> Annual Conference, Parliament House NSW, *Michele Levine, Gary Morgan - October 26, 2006*  
<http://www.roymorgan.com/resources/pdf/papers/20061004.pdf>

**2. Reaching Consumers in the Age of Digital Convergence** - Paper published by Admap UK, *Michele Levine – March 2006* <http://www.roymorgan.com/Reaching Consumers age of digital convergence.pdf>

**3. Are you going by the numbers? IF YES: Are they the right numbers?** Paper presented at International Herald Tribune Conference, Hong Kong & Singapore, *Michele Levine, Gary Morgan - October 2004* <http://www.roymorgan.com/resources/pdf/papers/20041004.pdf>

**4. A Fresh Look at Estimating Readership Frequency Distribution** - Paper presented at ESOMAR/ARF Worldwide Audience Measurement Conference, *Gary Morgan, Michele Levine, Sergey Dorofeev - Geneva June 2004*  
<http://www.roymorgan.com/resources/pdf/papers/20040606.pdf>

**5. A Global Review of Print Readership Surveys** - Presentation at ESOMAR/ARF Worldwide Audience Measurement Conference, Billets, *Andrew Green - Geneva June 15, 2004*  
See Page 23: 4. Fairness of Research Method - 78% of Australian media buyers agree for Roy Morgan readership estimates, higher than for any other country result.  
<http://www.roymorgan.com/resources/pdf/papers/20040607.pdf>

**6. It's Time? Sectional Readership Data for Newspapers** - Paper prepared for the Australian Newspaper Industry Forum, *Gregory Hywood, William Burlace – February 12, 2004*  
<http://www.roymorgan.com/documents/Its Time Sectional Readership Data for Newspapers.pdf>

**7. Reading: Looking into...logging onto** - Paper presented at Worldwide Readership Research Symposium, Cambridge Massachusetts USA, *Michele Levine, Gary Morgan, Marcus Tarrant, Nicola Hepenstall, William Burlace - October 2003* <http://www.roymorgan.com/resources/pdf/papers/20031002.pdf>

**8. 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, *Michele Levine, Gary Morgan, Marcus Tarrant - October 2003*  
<http://www.roymorgan.com/resources/pdf/papers/20031001.pdf>

**9. Selling Print Short: the need to re-assess reading and readership** - Paper presented at Worldwide Readership Research Symposium, Cambridge, Massachusetts, USA, *Brian Shields - October 26-29, 2003* <http://www.roymorgan.com/resources/pdf/papers/20031009.pdf>

**10. Audit Readership Studies Media Markets** - Out of 11 major US syndicated newspaper readership studies, only two provide 'acceptable' data for developing newspaper reach and frequencies: Gallup and Roy Morgan, *Tony Jarvis, Media Markets Daily – January 30, 2003*

[http://www.roymorgan.com/documents/Auditor may be in need of auditing itself Media Markets Daily.pdf](http://www.roymorgan.com/documents/Auditor%20may%20be%20in%20need%20of%20auditing%20itself%20Media%20Markets%20Daily.pdf)

**11. Reading Between the Lines** - The Australian Media, *May 29-June 4, 2003* - which includes Mark Day's article in The Australian (Media) on how credible are Morgan's readership figures; Harold Mitchell's response 'Defending Morgan'.

[http://www.roymorgan.com/documents/Reading Between The Lines The Australian Media.pdf](http://www.roymorgan.com/documents/Reading%20Between%20The%20Lines%20The%20Australian%20Media.pdf)

**12. Single Source - For Increased Advertising Productivity in a Multimedia World** - Paper presented at ARF Week of Workshops, Chicago USA, *Michele Levine, Gary Morgan, Nicola Hepenstall, Nick North, Geoffrey Smith - October 2001*

<http://www.roymorgan.com/resources/pdf/papers/20011101.pdf>

**13. A New Method to Measure Media Casualness for Magazines and Newspapers** - Paper presented at 10<sup>th</sup> Worldwide Readership Research Symposium, Venice, *Gary Morgan, Michele Levine, Sergey Dorofeev - October 2001*

<http://www.roymorgan.com/resources/pdf/papers/20011005.pdf>

<http://www.roymorgan.com/resources/pdf/papers/20011001.pdf>

**14. Single Source - The Problem Solver** - Paper compares Roy Morgan Diary TV Ratings with Nielsen People Meter TV Ratings, *Geoffrey Smith - July 2000*

<http://www.roymorgan.com/resources/pdf/papers/20000703.pdf>

**15. The Market Impact of New Media** - *Geoffrey Smith – July 1999*

[http://www.roymorgan.com/documents/Market Impact of New Media Geoffrey Smith.pdf](http://www.roymorgan.com/documents/Market%20Impact%20of%20New%20Media%20Geoffrey%20Smith.pdf)

**16. Proof! Same budget, get 30-50% greater value!** – Paper presented to The Inch Club, Sydney, *Gary Morgan and Michele Levine – May 7, 1998*

<http://www.roymorgan.com/resources/pdf/papers/19980501.pdf>

**17. Pragmatic Readership Measure for the Future** - Presented at Worldwide Readership Research Symposium, Vancouver, *Michele Levine, Gary Morgan and Peter Grant – Revised October 1997*

<http://www.roymorgan.com/resources/pdf/papers/19971001.pdf>

**18. World Readership Research Papers**, *March 1994*

Document sent to subscribers and potential subscribers to the Roy Morgan Multi-media Survey listing important published papers. It explains why the "currency" for all readership research should be "specific issue". Attached to the paper is a summary prepared by Roy Morgan covering the key points made by W.R. Simmons, October 14, 1969: "A New Look at Reach and Frequency" presented at the 15<sup>th</sup> Annual Advertising Research Foundation.

[http://www.roymorgan.com/documents/World Readership Research Papers.pdf](http://www.roymorgan.com/documents/World%20Readership%20Research%20Papers.pdf)

[http://www.roymorgan.com/documents/A New Look at Reach and Frequency.pdf](http://www.roymorgan.com/documents/A%20New%20Look%20at%20Reach%20and%20Frequency.pdf)

**19. New Zealanders fail to heed Neil Shepherd-Smith's cry to "put the poor beast out of its misery"**, *Gary Morgan - March 31, 1994*

[http://www.roymorgan.com/documents/New Zealanders fail to heed Neil Shepherd Smith's Cry.pdf](http://www.roymorgan.com/documents/New%20Zealanders%20fail%20to%20heed%20Neil%20Shepherd%20Smith's%20Cry.pdf)

**20. Average issue readership – there is something wrong!** *Neil Shepherd-Smith, Telmar Communications Ltd - November 1, 1993*

[http://www.roymorgan.com/documents/Average issue readership.pdf](http://www.roymorgan.com/documents/Average%20issue%20readership.pdf)

**21. Roy Morgan Readership Seminar** - Melbourne and Sydney, Presented by *Gary Morgan, John Davis and Chris Gibson - April 10-11, 1991*

[http://www.roymorgan.com/documents/RMR Readership Seminar.pdf](http://www.roymorgan.com/documents/RMR%20Readership%20Seminar.pdf)

22. **Beware of Media Schedules which include Magazines Published with Newspapers**, Gary Morgan, John Davis and Chris Gibson - March 25, 1991  
<http://www.roymorgan.com/documents/Beware of Media Schedules.pdf>
23. **The Ideal Survey – and until the Ideal Survey** - Presented at Worldwide Readership Research Symposium V, Hong Kong, Gary Morgan, John Davis and Chris Gibson - February 3-8, 1991  
<http://www.roymorgan.com/documents/TheIdealSurveyAndUntilTheIdealSurvey.pdf>
24. **The Roy Morgan Readership Survey Results Obtained for Magazines Published with Newspapers**, Gary Morgan - September 1989  
<http://www.roymorgan.com/documents/Roy Morgan Readership Survey>
25. **Memo to all Subscribers of the 1985 Re-interview Survey** - A comprehensive document which outlines in detail the theory behind Roy Morgan's new casualness system, George Rennie and Gary Morgan - October 1986  
<http://www.roymorgan.com/documents/Memo to all Subscribers of the 1985 Reinterview Survey>
26. **Developing a Magazine Readership Validating Technique** - Paper on competing methods for measuring average issue audiences in the US, Montreal Readership Symposium, Wayne Eadie and Richard L Lysaker - June 1983  
<http://www.roymorgan.com/documents/Developing a magazine readership validating technique Wayne Eadie>
27. **How a Composite Method has overcome Telescoping, Prestige and Replication in Readership Research** – “Symposium II” on Readership Research, Montreal, Roy Morgan - June 1983  
<http://www.roymorgan.com/documents/How A Composite Method Has Overcome Telescoping Prestige And Replication>
28. **Roy Morgan critically reviews Timothy Joyce article “Recent-reading method yields more accurate counts of magazine audiences”**, Marketing News - May 13, 1983  
<http://www.roymorgan.com/documents/Timothy Joyce Marketing News>
29. **Casualness Statistics by Age and Sex** - A comprehensive report covering culmination of readers with empirical testing aimed at clarifying an issue which was first raised in 1968 following the introduction of schedule measurement systems in Australia, George Rennie– May 1982  
<http://www.roymorgan.com/documents/Casualness Statistics by Age and Sex>
30. **A New Approach In Audience Measurement For Print Media** - Paper presented at the ESOMAR Seminar “Improving Media Research”, Stockholm, Sweden, Roy Morgan - April 1982  
<http://www.roymorgan.com/documents/A New Approach In Audience Measurement For Print Media>
31. **Magazine Readership and Images**, Gary Morgan - March 1, 1982  
<http://www.roymorgan.com/documents/Magazine Readership And Images>
32. **The ARF Comparability Study**, Paul H Chook, Ziff-Davis Publishing Company – 1981  
<http://www.roymorgan.com/documents/The ARF Comparability Study>
33. **Readership Research: Need for Australian Advertisers and Agencies to Act**, Gary Morgan – February 26, 1981 <http://www.roymorgan.com/documents/Readership Research Need to Act>
34. **Telescoping: The Skeleton in the Recent Reading Closet** - Magazine Research Symposium, New Orleans, Valentine Appel - 1981  
<http://www.roymorgan.com/documents/Telescoping: Skeleton in Recent Reading Closet 1981>
35. **Marketing Research 1980** - Paper presented at Australian Marketing Institute National Convention, Melbourne, Gary Morgan - May 22, 1980  
<http://www.roymorgan.com/documents/Marketing Research 1980>

**36. Readership Research Today & Tomorrow** - Paper presented to the Market Research Society of Australia, *Gary Morgan - May 21, 1980*

<http://www.roymorgan.com/documents/Readership Research Today and Tomorrow Gary Morgan>

**37. ARF Comparability Study** - A Controlled Field Experiment Comparing Three Methods of Estimating Magazine Audiences, *Simmons Market Research Bureau Inc - January 1980*

<http://www.roymorgan.com/documents/ARF Comparability Study>

**38. Letter to Sir Philip Jones, Chairman of Directors, Herald & Weekly Times** - Reply to an enquiry to conduct a survey for the Herald & Weekly Times on the problems related to why people don't buy or read the Melbourne Herald, *Gary Morgan – January 1974*

<http://www.roymorgan.com/documents/Letter to Sir Philip Jones Chairman HWT>

**39. Magazine readership: is there something wrong?** *Neil Shepherd-Smith – January 1973*

<http://www.roymorgan.com/documents/Magazine readership is there something wrong>

**40. Readership of Magazines** - Paper answers McNair's (now AC Nielsen) criticism of Roy Morgan's readership survey method, *Roy Morgan and Gary Morgan - August 9, 1972*

<http://www.roymorgan.com/documents/Readership Of Magazines>

**41. The Accumulation of Audiences for Australian Publications**, *Christopher Fry - October 1971-February 1972* <http://www.roymorgan.com/documents/Accumulation of Audiences for Aust Publications>

**42. A Philosophy, Roy Morgan Research Readership** - Paper covering important issues regarding measuring readership of newspapers and magazines, *Roy Morgan - 1972*

<http://www.roymorgan.com/documents/A Philosophy>

**43. Research in Advertising: Gaps and opportunities for the next 3 years**, *Roy Morgan - August 1970* <http://www.roymorgan.com/documents/Research In Advertising Gaps And Opportunities>

**44. A New Look at Reach and Frequency** - presented at the 15<sup>th</sup> Annual Conference Advertising Research Foundation, *W.R. Simmons - October 14, 1969*. [See Paper No. 16](#) above “a summary prepared by Roy Morgan covering the key points made by W.R. Simmons.

<http://www.roymorgan.com/documents/A New Look at Reach and Frequency>

**45. An Experimental Study comparing Magazine Audiences as determined by Two Questioning Procedures** - Study conducted by Alfred Politz Media Studies for Life Magazine, 1967

<http://www.roymorgan.com/documents/Experimental Study Comparing Magazine Audiences Alfred Politz Media>

**46. The Case for Direct Questions on Reading Habits** - Paper that shows direct questions on reading habits can enable one to deal with problems inadequately handled by measuring reading behavior techniques, *Journal of Advertising Research, J.M. Agostini – February 1964*

<http://www.roymorgan.com/documents/The Case for Direct Questions on Reading Habits Agostini>

**47. A Study of Four Media** - *Alfred Politz Research - September 1, 1953*

<http://www.roymorgan.com/documents/Operational Design and Procedures Alfred Politz Research>

This study investigated the audiences of four magazines: Ladies' Home Journal, LIFE, Look and The Saturday Evening Post; one newspaper supplement, This Week; four radio programs: Amos 'n' Andy, Charlie McCarthy, Jack Benny and Lux Radio Theatre; and five television programs: Colgate Comedy Hour, Fireside Theatre, Red Skelton, Texaco Star Theatre and Your Show of Shows. For each of these media, the objectives were three-fold:

1. To show the kinds and number of people reached by a single or average issue, broadcast or telecast.
2. To show the kinds and number of people reached by a series of issues, broadcasts or telecasts.
3. To show how frequently people are reached and what kinds of people they are.