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Australia's Nation-wide Research Organisation

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New Zealanders fail to heed Neil Shepherd-Smith's cry to "put the poor beast out of its misery"

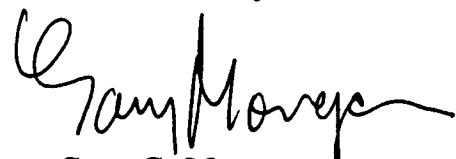
Neil Shepherd-Smith's paper of November 1, 1993 to the M.R.G. Conference in Amsterdam "Average issue readership - there is something wrong!" ended with the statement: "*The recency method has had a good run, but surely it is now time to put the poor beast out of its misery.*"

Over the last few years we have been trying to explain to New Zealand media and agencies that the AGB/MRS readership survey results based on the "recency" method are significantly inflated. In addition, due to the confusion of the NZ Woman's Weekly, Australian Women's Weekly and English Woman's Weekly, the AGB/MRS readership estimates show inconsistent relativities.

Attached is a paper sent to all Members of the Association of New Zealand Advertisers Inc., the latest Roy Morgan and AGB/MRS readership estimates and a comparison of readership and circulation figures for NZ Woman's Weekly, Woman's Day (NZ) and New Idea (NZ).

Because New Zealand media buyers are unwilling to approach readership measurement rationally, the country is essentially without an acceptable readership "currency".

Yours faithfully,



Gary C. Morgan,
EXECUTIVE CHAIRMAN.

Attach/1