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Australia's Only Nation-wide Consumer Research Organisation.

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A PHILOSOPHY

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Readership surveys are playing an increasing part in determining advertising allocations. Gut-feel, prejudices, client insistence and a host of other determinations are slowly losing their significance.

Media personnel who use readership surveys must, from time to time, judge on which service they should depend. To arrive at this decision, we contend that the specifics of each service should be coupled to the underlying philosophies of the respective survey companies.

While in no position to speak for our competition, we offer our credo for your consideration.

1. What the Morgan Readership Service is concerned with is supplying "the closest approximation to the truth". This truth should be in terms of a single statistic for individual publications, as well as a progression of numbers for two, three, four etc. issues of the same publication for a designated demographic group. The corollary to this is the reliability of duplications and other extensions.
2. Arriving at this "closest approximation" means that we must use what we believe to be the best procedure, even at the inconvenience of mixing different questions for different kinds of publications.
3. Consistent methodology is no substitute for comparability of findings. It is naive to suggest that because a similar question is used for weekly and monthly publications, answers will be comparable. We use different questions because that is the only way of getting fair and comparable results.
4. Furthermore, extending the basic statistics to "reach and frequency" must incorporate techniques that produce reliable and logical information; not one reach today for a particular combination, and a lower reach tomorrow when additional publications are added to the schedule.
5. As far as product and life-style information is concerned, it is a very simple task to add universal questions to an ongoing readership survey; but we refuse to ask those questions merely because it is convenient to do so. Product and life-style data will be incorporated in our service when we know that what we supply is genuinely useful.
6. We should point out here that Morgan's is unique in media research, in having a very large market research clientele comprising marketing companies and advertising agencies. They, themselves, frequently include their own specific questions to be analysed by media. Most of them have no use for the simple product data currently offered.
7. We are sure you will agree that we have done much in the last 2 years to stimulate improvements in media research, and to justify our reputation as innovators. We realise, however, that our readership surveys are capable of future improvement, and we invite your suggestions for a better product. As a relative newcomer to the media measurement market, it is our intention to continue to lead, rather than follow.