

Figure 3. Subscription Circulation of 44 Magazines in Metropolitan Cincinnati by Occupational Groups.

Note. The percentages in these three charts cover subscription circulation in occupational groups only; circulation among libraries, clubs, etc., is not included.

Figure 4. Subscription Circulation of Five General Magazines in Metropolitan Cincinnati, by Sex and Occupational Groups.

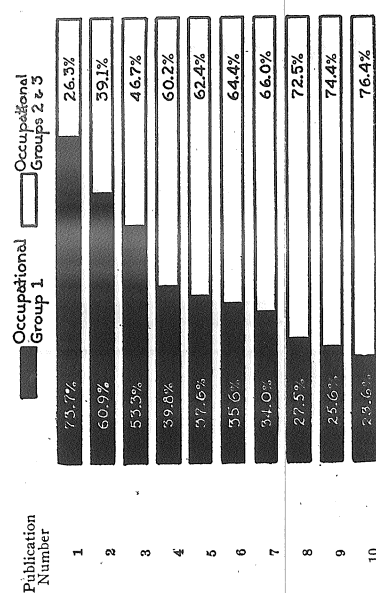


Figure 5. Subscription Circulation of Ten Women's Magazines in Metropolitan Cincinnati, by Occupational Groups.

calculations, the average of 1.7 earners per family was used for all three groups, although as previously mentioned, this is not strictly accurate.

These figures raised the question of comparing magazine coverage versus newspaper coverage. As you know, Cincinnati is a one-paper city on Sunday. Since the Cincinnati "Enquirer" has a circulation of 104,454 in the city proper, 98 per cent of the 106,000 Cincinnati families are reached by the Sunday paper. Thus it would seem that this paper reaches perhaps 99 per cent of the families in Group I; 97 per cent in Group II; and 95 per cent of the families in Group III, covering all three groups thoroughly. That condition suggests the importance of selecting circulation to cover those occupational groups which represent the market for a given product.

Circulation by Occupational Groups

Perhaps the exhibit of most general interest is Figure 3, showing the percentage of identified circulation of each publication according to occupational groups. Following the black bars, you will see that publication number 1 has 96.4 per cent in Group I, while publication number 24 has 22 per cent. Figure 4 is of interest in this connection; it deals with five general magazines and shows the analysis according to men and women, and also according to occupational groups. Figure 5 shows the analysis of ten women's magazines according to occupational groups.

With this fund of information at hand, Mr. Groom cast aside the customary or traditional classifications of magazines and created five new classifications according to the percentage of circulation to men and the percentage to women. Then, each of these five classifications was sub-divided according to occupational groups, thus establishing a new standard for judging circulations.

The question of duplication was studied intensively, by actually checking 114,000 names and addresses. The figures on duplication between the subscription circulations of various pairs of publications is very accurate; to allow for the newsstand circulation an algebraic formula worked out by a competent mathematician was used. As suggested by Figure 3, and the reference to the piling up of circulation in Group I, the largest amount of duplication occurred there. With the exception of one pair of magazines, the duplication in Group II was considerably less than in Group I, and in Group III considerably less than in Group II.

II. Practical Applications

With these facts at hand, it seems that a rather new principle may be employed in the development of advertising plans. The application of this new principle involves two steps:

First, to measure the buying public for a product by occupational and sex groups, and determine the proportion of actual buyers and prospective buyers in each of these groups.

Second, to choose advertising circulation so that the coverage will harmonize with that analysis of the consumer market.

An interesting example of the application of this principle is the study made of the market for popular-priced automobiles selling between \$800 and \$1,100. This investigation covered twelve cities, as follows: Boston, Providence, New York, Philadelphia, Buffalo, Cleveland, Cincinnati, Chicago, Milwaukee, St. Louis, Kansas City and Omaha. Two thousand sixty purchasers were actually identified. Figures 6 and 7 show, in chart form, the findings which resulted.

Concentration of Automobile Purchasers 12 CITIES

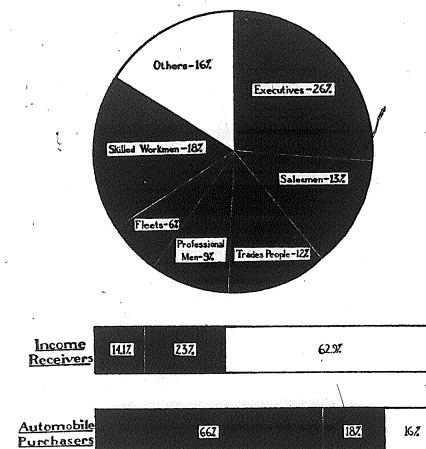


Figure 6. Classification of Automobile Purchasers by Occupational Groups.