



Presented by Jason Brownlee
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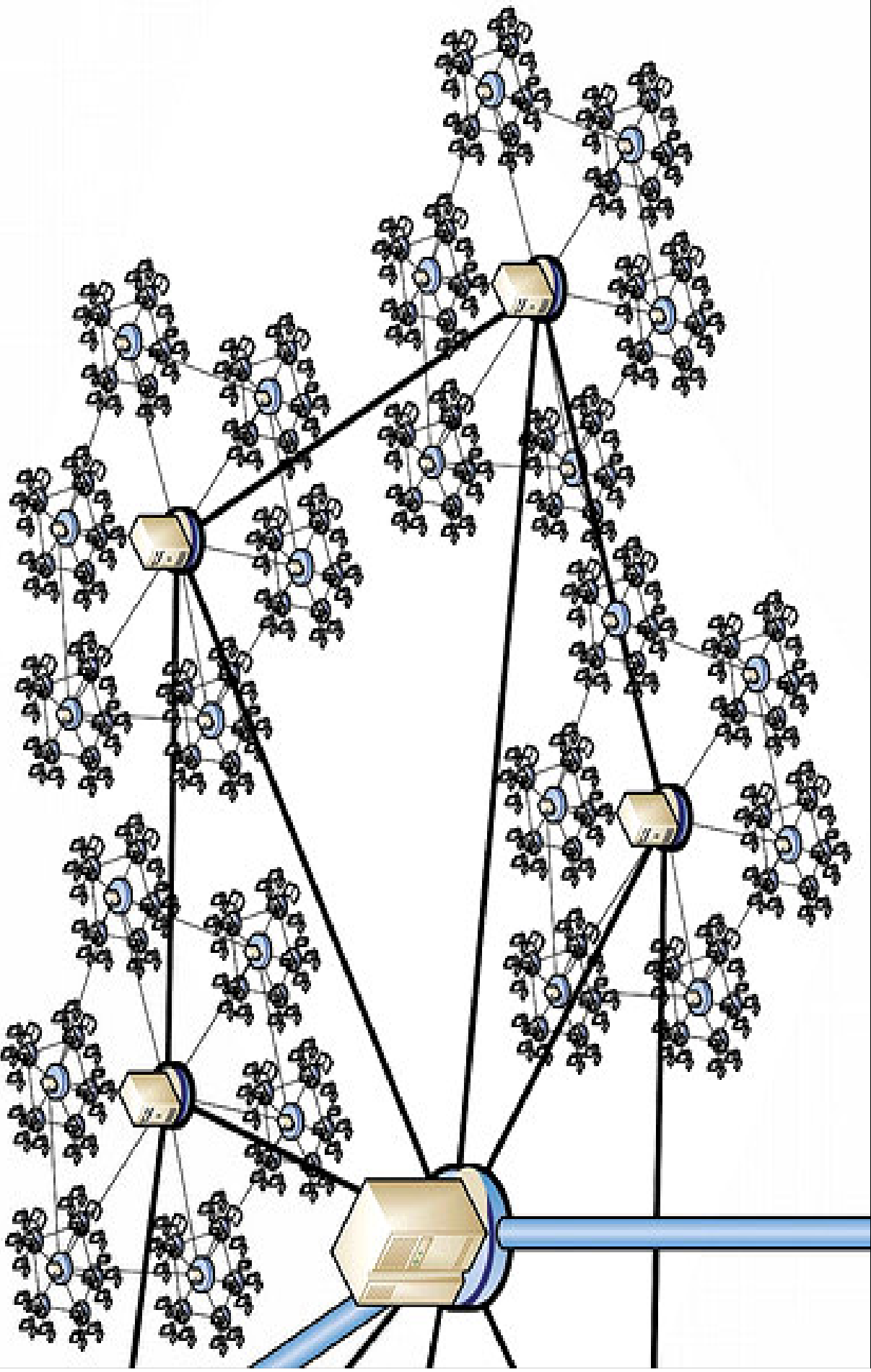
other lines of enquiry



other lines of enquiry

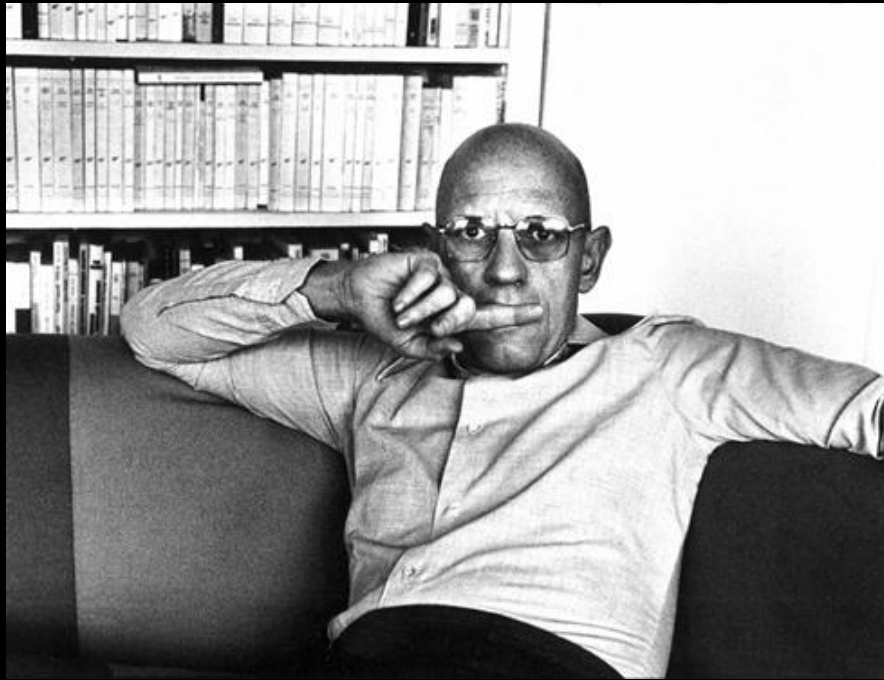


other lines of enquiry



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Qualitative Research



other lines of enquiry

What is qualitative research?

- Spending 'quality time' with your readers
- It should be a visceral experience!
- Talking, watching and listening to them (sometimes even smelling them!)
- Focus is on attitudes and behaviours
- Information is rich, varied and deep

What is qualitative research?

- Not about measurements or necessarily 'representative' samples
- Analysis is interpretive, subjective, diagnostic and impressionistic
- Analysis frameworks are often applied, but in essence you have to read the tea leaves

Focus Groups



other lines of enquiry

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other lines of enquiry

Investigating the effectiveness of a title's key attributes

- Breadth and mix of content
- Quality of pictures
- Balance of text v images
- Layout and design – appeal and legibility
- Front page and masthead design
- Role of ads and classified sections (property, motors and jobs!)
- Balance of appeal by age and gender
- Purchase motivation

other lines of enquiry

Developing your editorial vision

- Investigate the emotional and rational attributes of your title
- Who really reads it - the 50 / 50 rule (who are they & who do they want to be)
- What does the title say about its readers – the mirror it holds up
- How does title benefit its readers – what roles does it fulfil
- What does title offer that other publications AND media channels don't
- What the title stands for – its editorial and design ethos (its soul)

Stockport, Manchester or Cheshire?

other lines of enquiry

Stockport, Manchester or Cheshire?

- 'If you were in London and someone asked where you came from what would you say?'
- Most of our 25-49 year olds said that they were from South Manchester or Manchester
- *"I am not overly proud of the name Stockport. I don't think the actual name gives the impression of a nice place really."* (2:5:13-15)

Stockport, Manchester or Cheshire?

- What's the best thing about living in this area?
- *"Probably that it's quite close to [Manchester] city centre"*
- Why were you laughing about [Stockport]?
- *"It's just somewhere you start off when you're about 15 and when you get to about 18 you start going to Manchester, you don't bother with Stockport. I'd never go out in Stockport."*

Stockport, Manchester or Cheshire?

- *"I am 37 and run a small engineering company and I have got 3 young children, and I live in Poynton just up the road. I like the area round here. Its good for sports. I am a United fan. Not far from the countryside. I like eating out and going out for the odd drink. The area is ideal for my lifestyle really."*
- *"I sometimes go into Manchester. Wilmslow, Poynton, Bramhall...and eat out at foreign places, Italian, Indian, Chinese, you know... They are all smaller villages on the outskirts, the South Manchester area. A lot of them have got nice bars and nice eating places."*

Paired depths



other lines of enquiry

Qualitative insights on your readership

- 45+ interviewees often use surprisingly positive and celebratory language to describe their lives
- A key theme is moving into a new phase as the kids leave home
- Many are embarking on new hobbies, adventures and travel opportunities
- They're doing all the things they wanted to do when young but never had the time or money

Traditional readership?

- Readers have a new freedom like that they last enjoyed in their late teens and early 20s
- *"I don't think you ever stop making plans. And plans mean a future, don't they?"*
- *"I'm busy having a lovely life"*

X-Ray Spex



other lines of enquiry

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other lines of enquiry

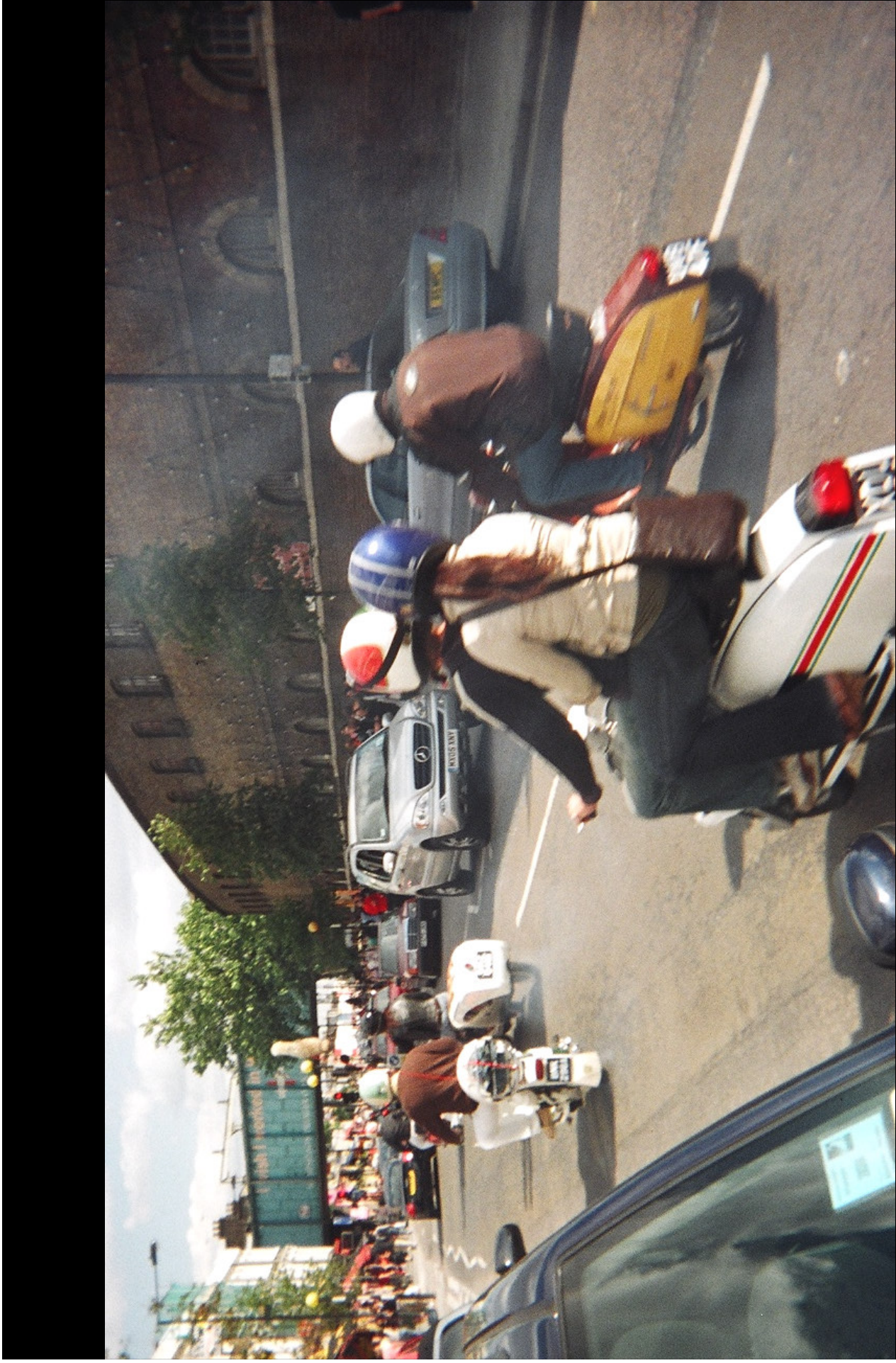
Ethnography



other lines of enquiry

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