

MEMORANDUM

TO: R. O. STEWART
FROM: H. L. Brooks
DATE: February 14, 1977
SUBJECT: Downscale Publications

The purpose of this memo is to report on the current status of downscale impressions in magazines for the established brands.

BACKGROUND

An analysis was requested of PKG recently by Advertising Services to determine the extent of skew by income group inherent in the major brands 1977 plans.

It was known that magazine readership skews somewhat upscale. If KOOL, VICEROY, RALEIGH, and BELAIR smokers tend to be mid to downscale, an upscale skew in readership would leave part of each brand's franchise uncovered and place undue weight against less likely prospects for conversion.

It is recognized, of course, that media availabilities seldom lend themselves to perfect targeting. Perhaps the most notable example of this is the large number of efficient, high circulation female magazines versus the male field where only two books have over four million circulation. An attempt to skew a major magazine plan male would force a planner to drop several efficient female publications simply because their male counterparts do not exist.

But, efforts to improve targeting are always worthwhile.

RESULTS

The results of the analysis are shown on the attached exhibit.

The main conclusion suggested by the data is that as much as 35% of the weight currently placed against households with incomes of \$20,000 and above would have to be shifted down in order to

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bring targeting in line with population. If a downscale skew were desirable, it would be necessary to shift even more.

Households with \$10,000 or less income represent 38% of the adult population of the U.S. In all likelihood, it is not possible within the confines of the magazine medium to move sufficient funds from the remaining 62% to even match population, let alone skew toward the downscale side.

It is recommended, however, that our objective should be to move this way directionally.

The agency was directed as part of the same project to include skew by county size and the young adult age group. Results here, also shown on the attachment, were less conclusive and actionable.

There is weakness in D county reach. Surprisingly, the heaviest skew was in B and not A counties, as anticipated. Concentration against young adults was higher than expected.

The lack of skew toward A county may be at least partly attributable to the heavy concentration of downscale population in major center cities.

One conclusion suggested by the D county weakness, of course, is that any publication which skews not only downscale but above average in D county is doubly desirable.

NEXT STEP

The agency will now be directed to prepare an overall recommendation to improve targeting to the extent possible currently and to establish guidelines for improving the chances of additional advances in the future.

If you have any questions or comments, please let me know.

H. L. Brooks

/jmk

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GRP WEIGHT AND INDEX - 1977 PLANS
BY SELECTED DEMOGRAPHY/GEOGRAPHY

	Kool	Viceroy	Raleigh	Belair
All Adults (GRP's)	2,730	1,628	2,231	1,994
<u>HH INCOME - INDEX</u>				
Under \$10,000	73	74	77	71
\$10,000 - \$19,999	109	111	111	110
\$20,000 +	135	128	122	135
<u>COUNTY SIZE - INDEX</u>				
A	102	98	91	99
B	112	111	117	117
C	92	99	100	94
D	80	82	90	77
<u>AGE - INDEX</u>				
18 - 24	124	132	107	110

Source: Total audience analysis of publications in 1977 plans; TGI measured publications only, excluding those with predominant black readership.

Table Reads: The KOOL plan delivers 2,730 GRP's among all adults; the GRP weight is 73% as great among adults in households with incomes under \$10,000.

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