

THE REVIEW READERSHIP SURVEY

Introduction

In May of this year, the National Institute carried out a sample survey of its readership by means of postal questionnaire. When it was decided, early in 1969, to undertake the survey, rather a long time had elapsed since the publication of the first issue of the *Review*. During that time many important changes have occurred, touching on the performance of the *Review* in its job, as the words on the front cover describe it, of 'presenting a comprehensive account of current economic developments and a coherent view of likely trends'.

On the one hand, the appetite for economic diagnosis and prognosis has certainly expanded dramatically, and with it the range of available comment. To take only isolated examples, we have now in 1969 a regular and detailed survey of prospects for the international economy in the shape of the OECD's *Economic Outlook*; the Bank of England includes a regular analysis of economic and financial developments in its *Quarterly Bulletin*; and in *Economic Trends* the Treasury provides a monthly assessment of the economic situation with which the published budget forecasts can be compared. None of these was available in 1959.

On the other hand, there have also been changes in the *Review* itself over the ten years of its existence. The general trend of development has been in the direction of providing more detailed, formal, and refined analysis of the forecast movement of output and demand together with the balance of payments. In the first few years, the forecasts were not always presented in systematic detail but were conveyed textually in terms of ranges for key variables, and an important development was the move towards publishing what were in effect the working sheets behind such comments. As time went by, we became used to presenting the forecast in terms of standard tables for GDP and its components, the personal income account, and a quarterly balance of payments. On the overseas side, there has also been a considerable expansion and formalisation of the coverage, with standard tables covering prospects for 'world' output growth, commodity prices, and so on, joined with a policy of subjecting overseas economies to a detailed analysis from time to time, on a rotating basis. At the same time, the overseas economies are given much more detailed treatment than would be

warranted purely from the point of view of arriving at a forecast for United Kingdom exports and import prices.

One important consequence of these developments has been that the amount of space devoted to the home and world economics has become quite large. It now takes up a higher share—about one half—of the space available in any one *Review*; which is itself much bigger than it used to be. Yet simultaneously the treatment—in the home economy section at any rate—has become less discursive than it was in earlier *Reviews*: for the focus of comment has tended to narrow.

The extent of such changes as these made it seem particularly important to attempt to assess in detail the current performance of the *Review* in its job. This is what the survey was about. It was designed to inform the Institute, and specifically the Editorial Board of the *Review*, of the purposes for which readers use the *Review*, and the appropriateness for these purposes of its style and content as they have evolved over the years; it would also give an indication of readers' views about the direction of any further changes in the coverage and nature of the *Review*.

The sample

A sample was selected from the Institute's subscription list, large enough, it was hoped, to secure the return of up to 400 completed questionnaires. The sampling was limited to readership classifiable to the categories 'academic', 'business', and 'governmental' (which included international organisations), the sampling fraction chosen representing about 10 per cent of the total classifiable readership. As it turned out, the response rate was significantly lower than expected, and of those sent out only 171 questionnaires were returned: of these 46 were grouped into 'academic', 98 into 'business', and 27 into 'government'.

That the response rate was so low was unfortunate to the extent that the resultant sample was unrepresentative; in particular, comparisons of the numbers in some of the smaller cells in subdivided questions were rendered rather doubtful. Nevertheless, the inquiry elicited much useful information and in the circumstances in which this was being used it was not felt that the issue of unrepresentative coverage constituted a significant obstacle.

The questionnaire

The questionnaire was divided into sections

This article describes the results of a recent survey of the *Review's* readership. The National Institute is grateful for the co-operation extended to it by readers who completed the questionnaire.

Readership Research And The Planning Of Press Schedules

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