

# Cheap Reads

You need: a computer spreadsheet/graphing program (optional)

**ACTIVITY ONE**

Afareen and Laki are looking at magazines while waiting to get their hair cut.



The people who buy a magazine are its primary readers. Casual readers read a copy that someone else has paid for.

Magazine publishers are interested in numbers of casual readers (people such as Laki and Afareen) because they can use this information to sell advertising.

Magazine	Primary readers	Casual readers
<i>Woman's Time</i>	136 750	892 000
<i>Home and Leisure</i>	62 350	519 000
<i>Starry-eyed</i>	98 700	941 000
<i>Pamper</i>	26 240	154 000
<i>Soil</i>	58 050	364 000

1.
  - a. Which magazine in the table above can claim to be the best-read magazine?
  - b. Which magazine can claim to be the biggest selling magazine?
2. What do you notice about the numbers of primary and casual readers?
3.
  - a. How reliable do you think magazine readership numbers are?
  - b. Who do you think would be interested in this kind of information, and how might they obtain it?
  - c. Why might magazines have so many more casual readers than primary readers?

**ACTIVITY TWO**

Data collection companies run focus-group surveys to find out more about magazine readers. Small groups of people are shown various magazines and asked questions about their reading habits.

Sarah is investigating what magazines are typically read by her peers. She organises a focus-group survey of 20 students from her class. As a starter, she gives her classmates a list of magazines and asks them to put ticks in the appropriate columns:

Title	Bought or subscribed to:	Read (not bought):	Heard of or seen (not read/bought):
<i>Hey You!</i>			
<i>Frenz</i>			

Sarah collates the results:

Title	Bought or subscribed to:	Read (not bought):	Heard of or seen (not read/bought):
<i>Hey You!</i>	2	8	8
<i>Frenz</i>	7	8	5
<i>Polly</i>	3	6	8
<i>2 Much</i>	10	5	5
<i>C-Zone</i>	8	10	1
<i>Wrestle</i>	4	5	10
<i>Absolute Girl</i>	6	8	5
<i>Gamer</i>	6	6	8
<i>Cartooner</i>	10	9	1

1.
  - a. Which of the magazines on Sarah’s list are most widely read?
  - b. Which are most often bought?
  - c. If you were paying to advertise in one of these magazines, which would you choose and why?
  
2.
  - a. How reliable and valid is the data from Sarah’s survey as an estimate of the readership habits of her age group?
  - b. How representative of the wider population is the information from a focus-group survey? Explain your answer.
  
3. What might Sarah conclude from her focus-group survey? Support your answer by referring to the data.



**INVESTIGATION**

Choose several magazines and conduct your own focus-group survey of magazine readership. Decide on the purpose of your survey and what questions you will ask. Record your data systematically in a table or spreadsheet. Explore it with the help of a graph or graphs.

Write down your findings and share them with other classmates.

**Focus** Investigating samples