

Newspapers Are The New Media Connection

NNN 2005 Media Engagement Study
Conducted by Millward Brown



Media Engagement Study Design

Who

3013 interviews among Adults 18+ years of age

- Equally divided among men and women
- Read 3 or more issues of the newspaper in the past 7 days (not including online or 'free' newspapers)

Where

National

When

June 15th - June 21st, 2005

How

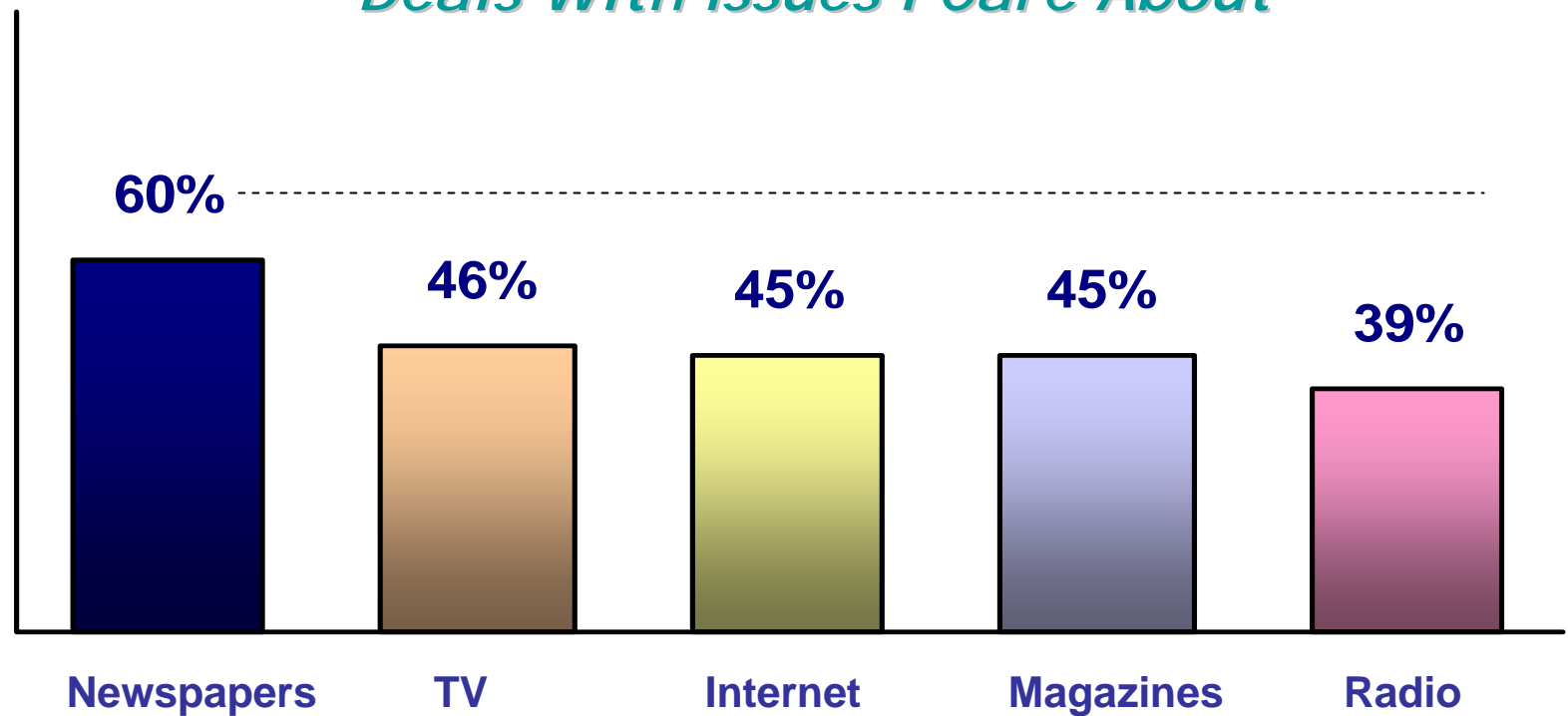
Web based interview among respondents recruited from the Lightspeed Online Consumer Panel

Note

Sample was weighted to reflect US age proportions

Newspapers Are #1 at Dealing with the Issues People Care About

“Deals With Issues I Care About”

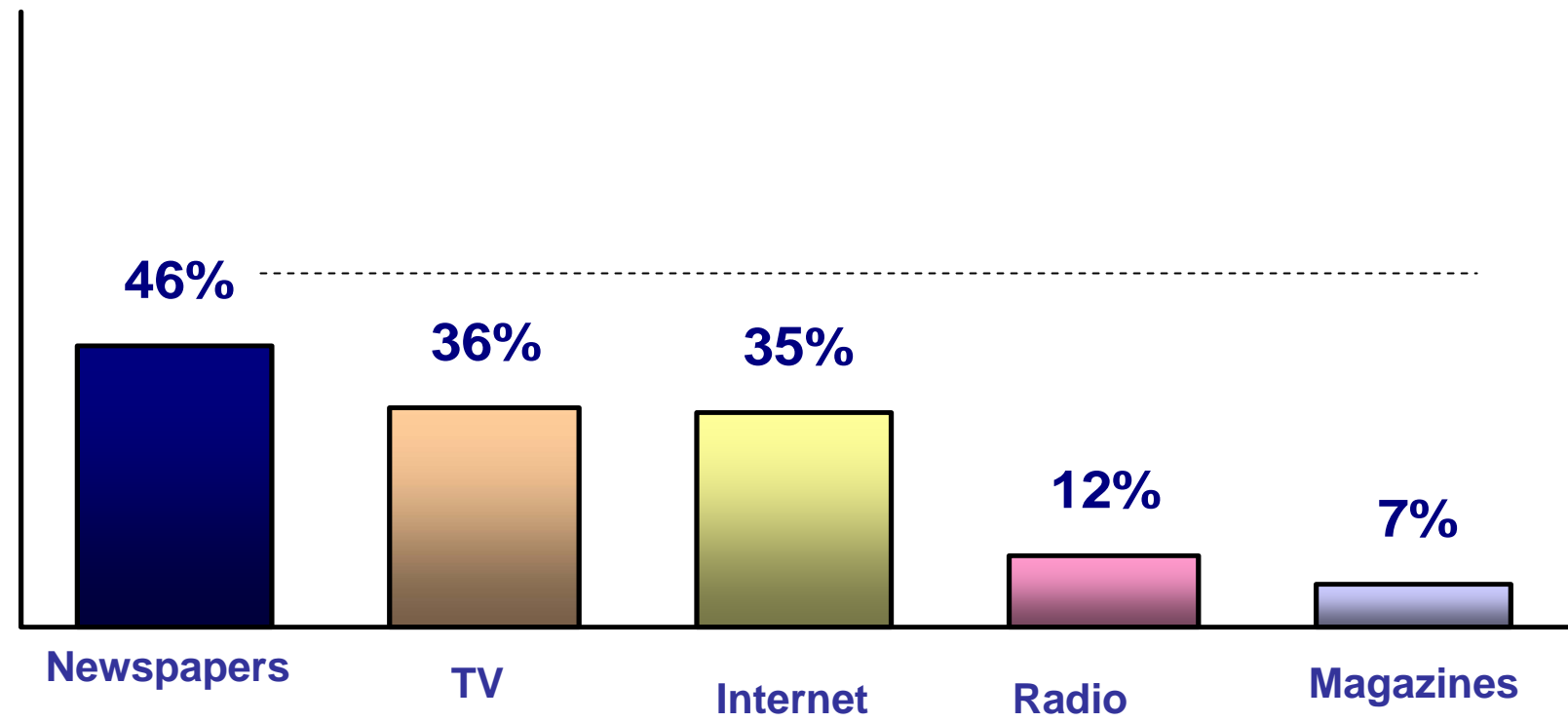


For each of these listed statements, please indicate which of the following types of media that you associate with that statement.



Newspapers Deliver The Most Comprehensive Source of News

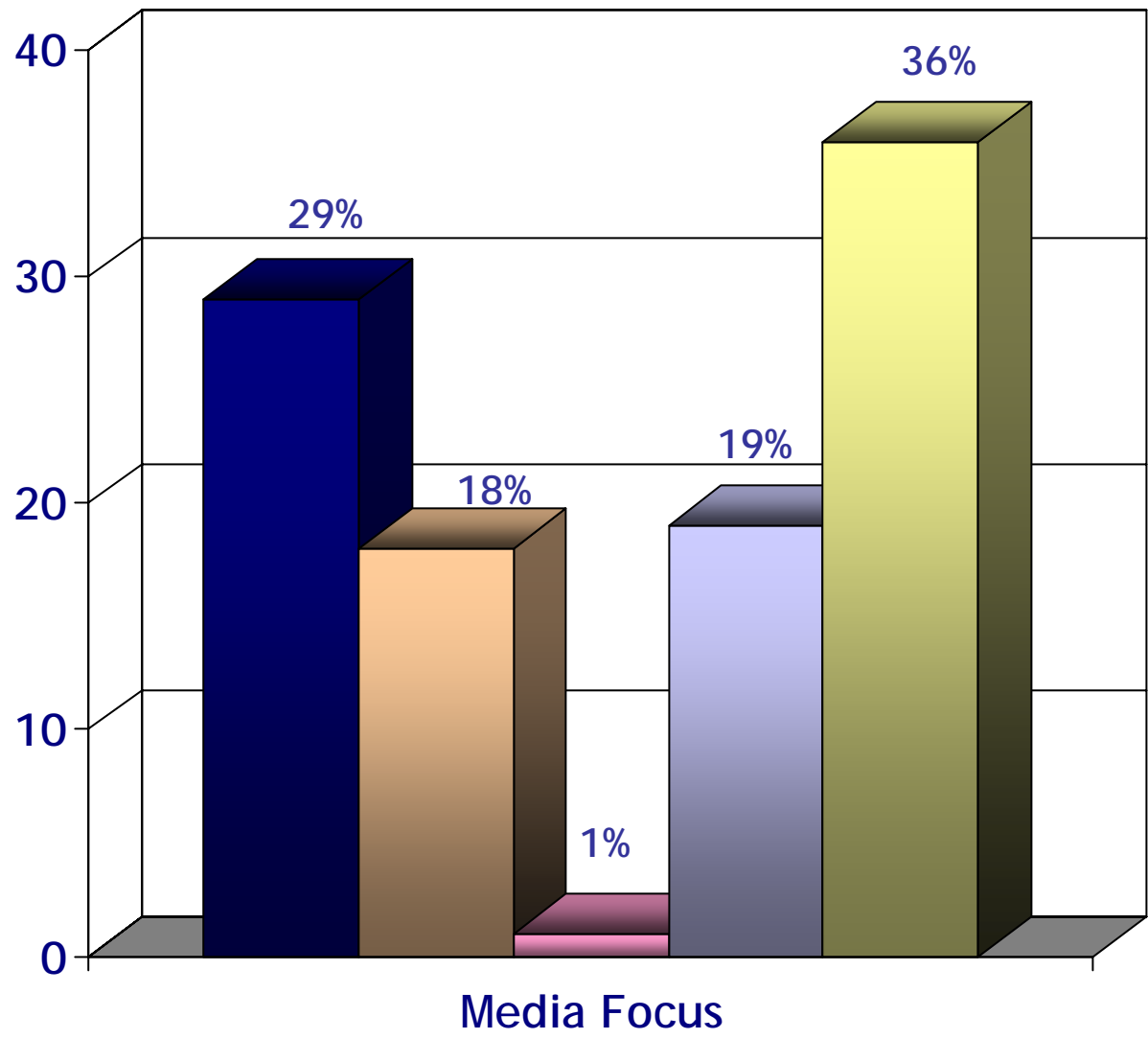
“The Most Comprehensive Source Of News”



For each of these listed statements, please indicate which of the following types of media that you associate with that statement.



Newspaper Readers Mono-Task



29% of newspaper readers were doing nothing else but reading a newspaper

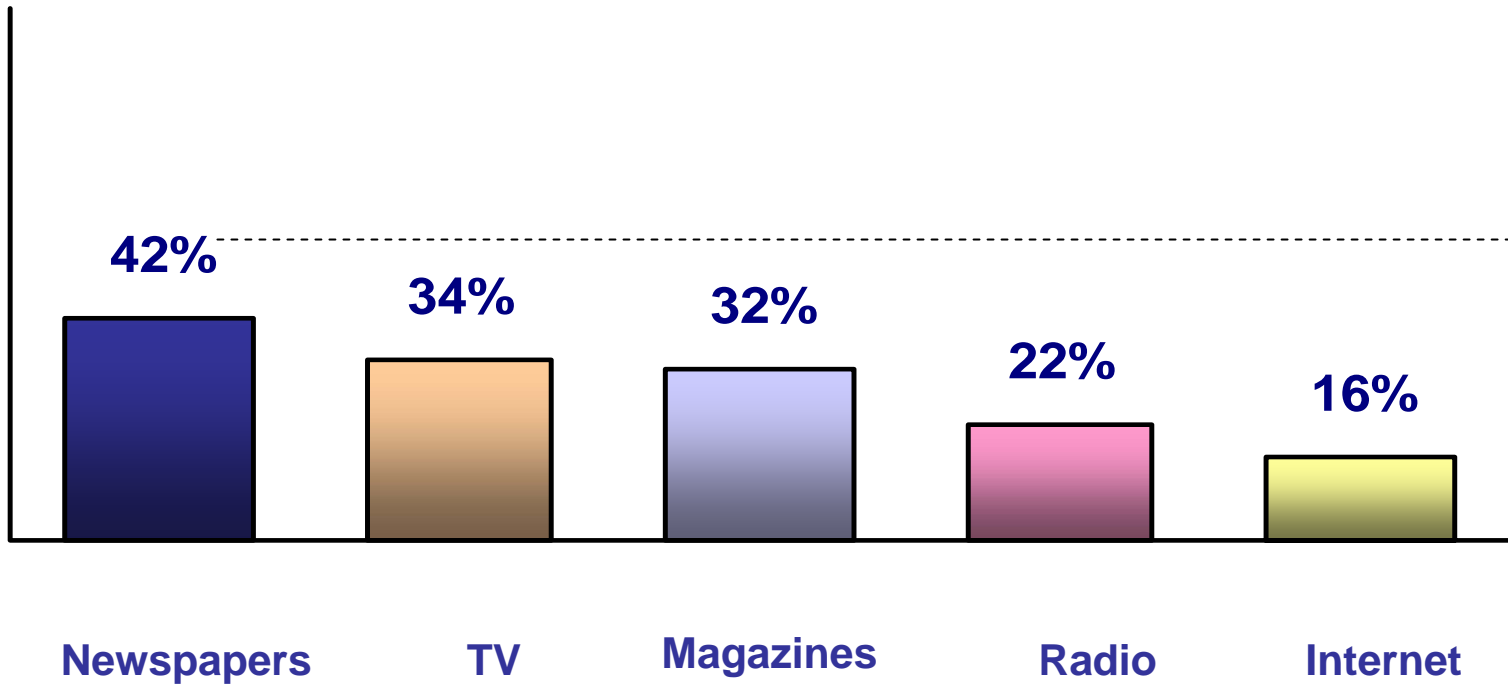
- Newspapers
- TV
- Radio
- Magazines
- Internet

When reading, watching, listening to, accessing (media), how often are you also...



Newspapers #1 For Advertising Credibility

“Has Credible Advertising”

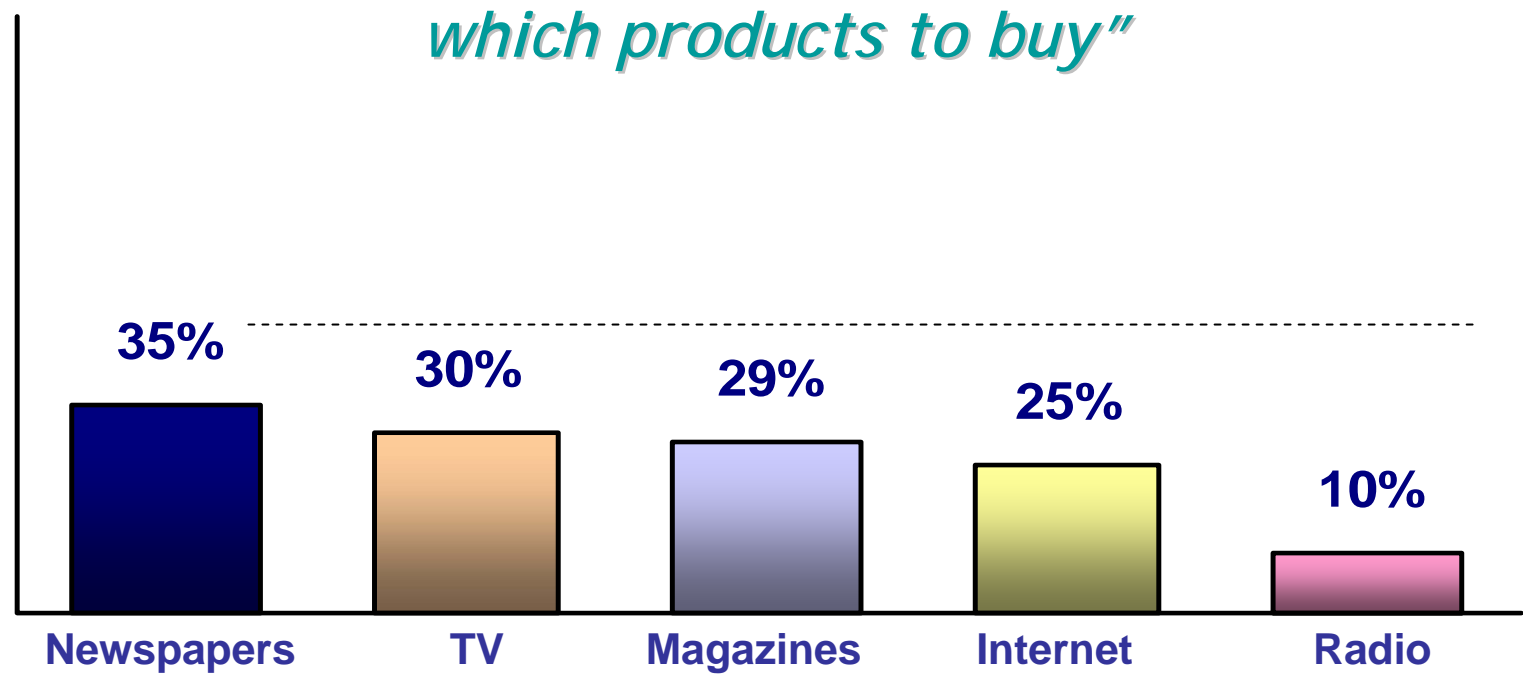


For each of these listed statements, please indicate which of the following types of media that you associate with that statement.



Newspapers are the Best Environment for Impacting Product Selection

“Advertising helps me choose which products to buy”



For each of these listed statements, please indicate which of the following types of media that you associate with that statement.

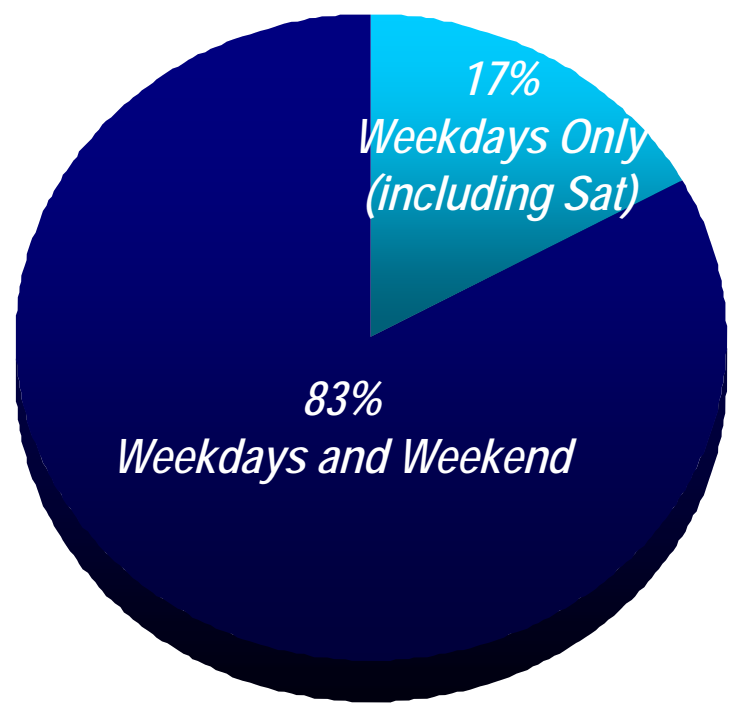


Newspapers Remain an Everyday Habit



83% Read the Paper Weekdays and Weekends

“Editions Read”

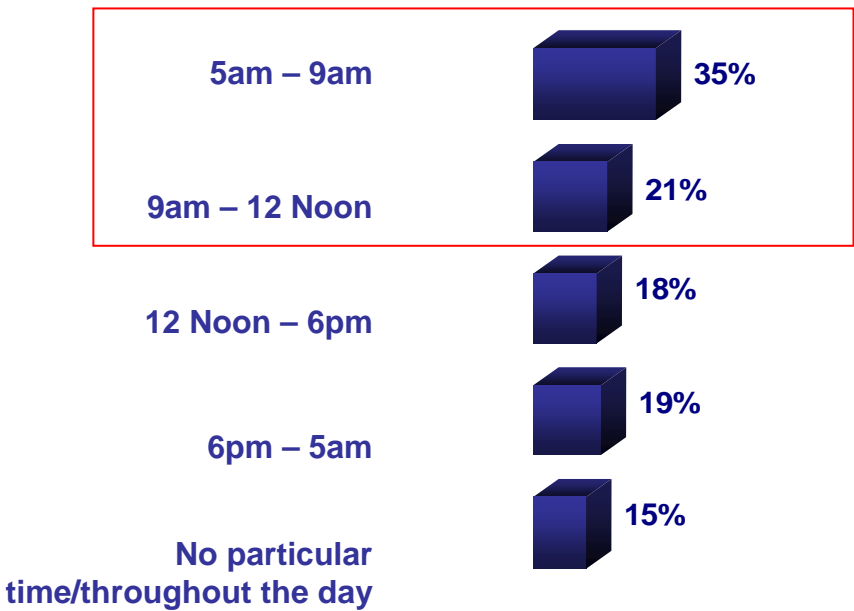


Think specifically about the (local/national newspaper), which issues do you generally read?



The Morning Medium..56% of Readers Read the Newspaper Before Noon

Weekday



“Time of Day Read”

Base: Total (3013)

At which time of the day do you usually read the newspaper. Please indicate all that apply.



58% of morning readers drink coffee while reading the newspaper

