

2007 NNN Integrated Newspaper Footprint Study



June 18, 2007

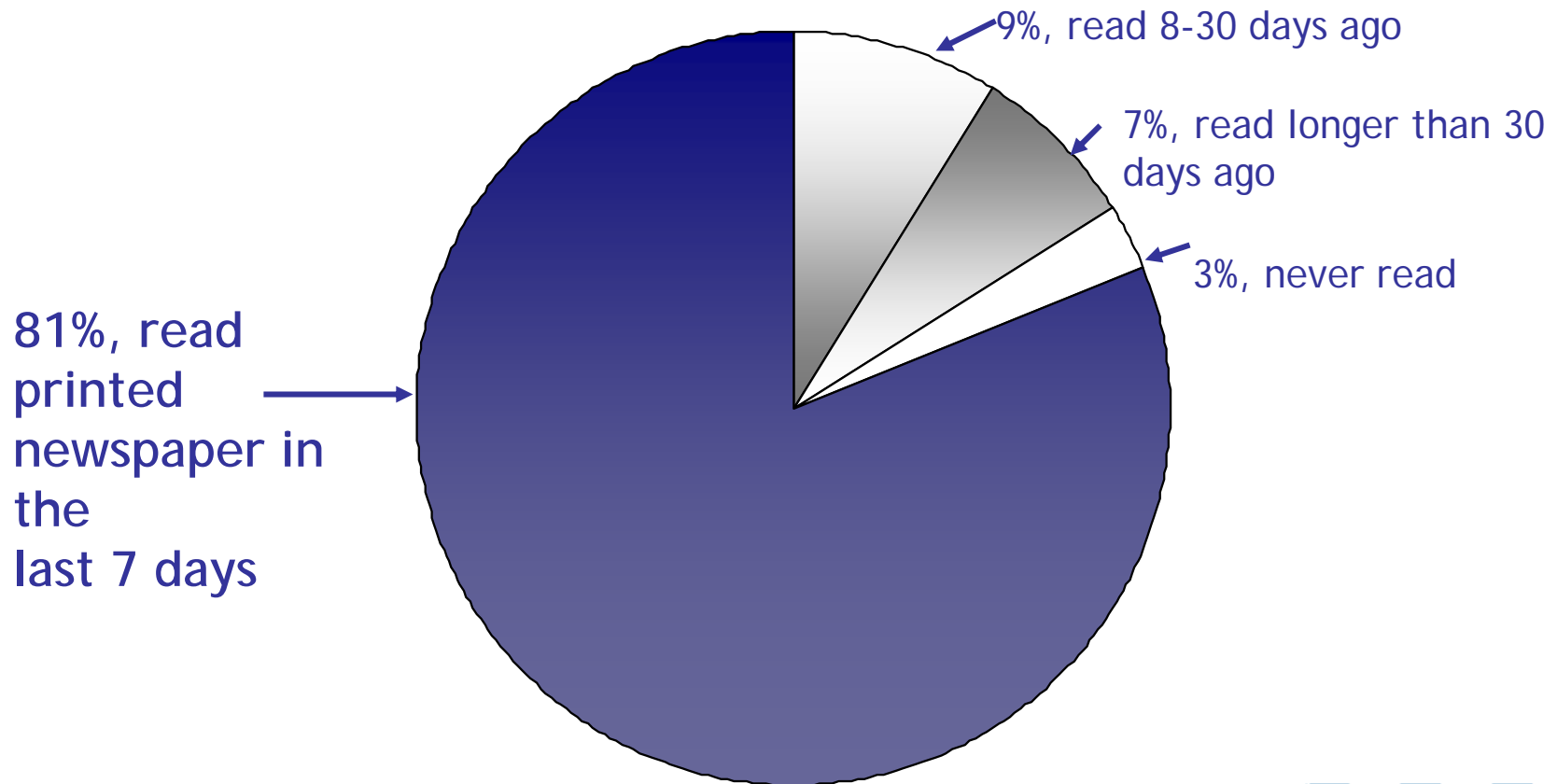


NNN Footprint Methodology

- ❑ Telephone re-contact study using Scarborough's Syndicated Research Database
- ❑ Respondents were newspaper web users who "visited newspaper site within past 7 days"
- ❑ Survey conducted exclusively for NNN



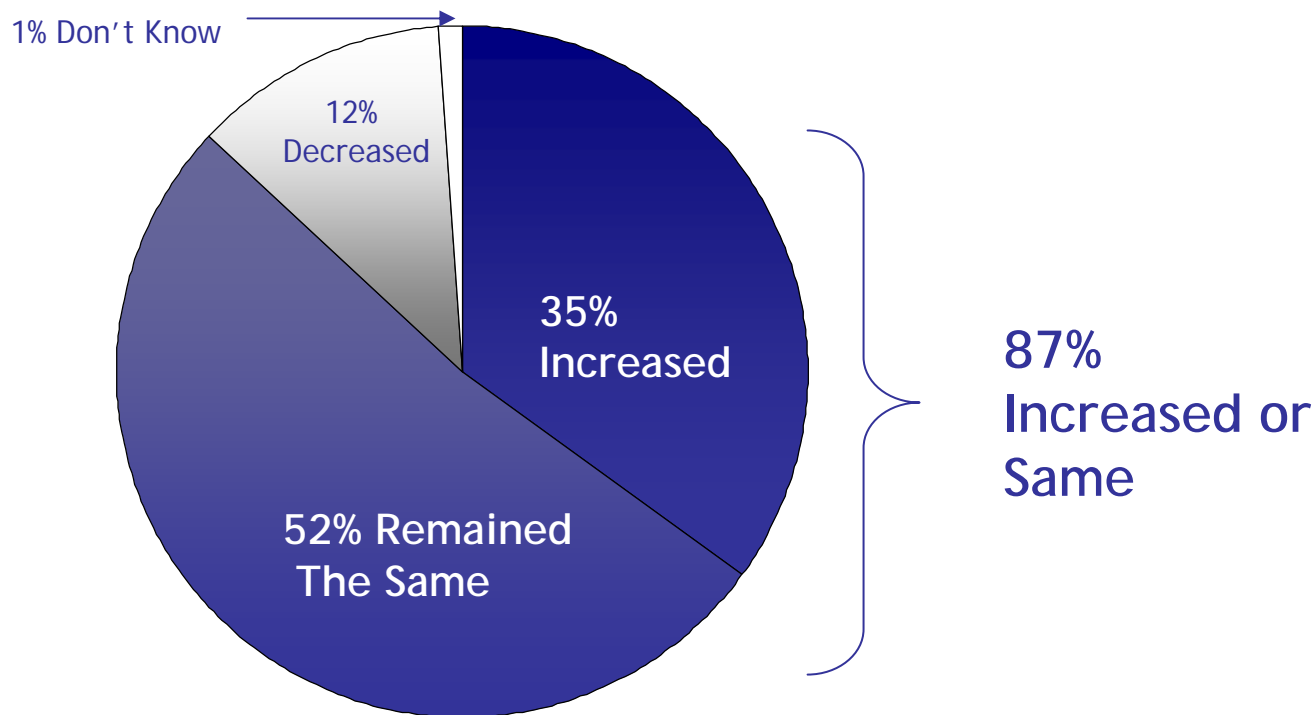
81% of Respondents Are Crossover Users: Use Newspapers Online *and* Read Printed Paper in last 7 Days



Q.5: When was the last time you read or looked into any printed copy of the (insert newspaper name)...? Base: 710 Newspaper Site Visitors



87% of Crossover Respondents Report that They Have Maintained or Increased Their Time Spent with Newspaper Media



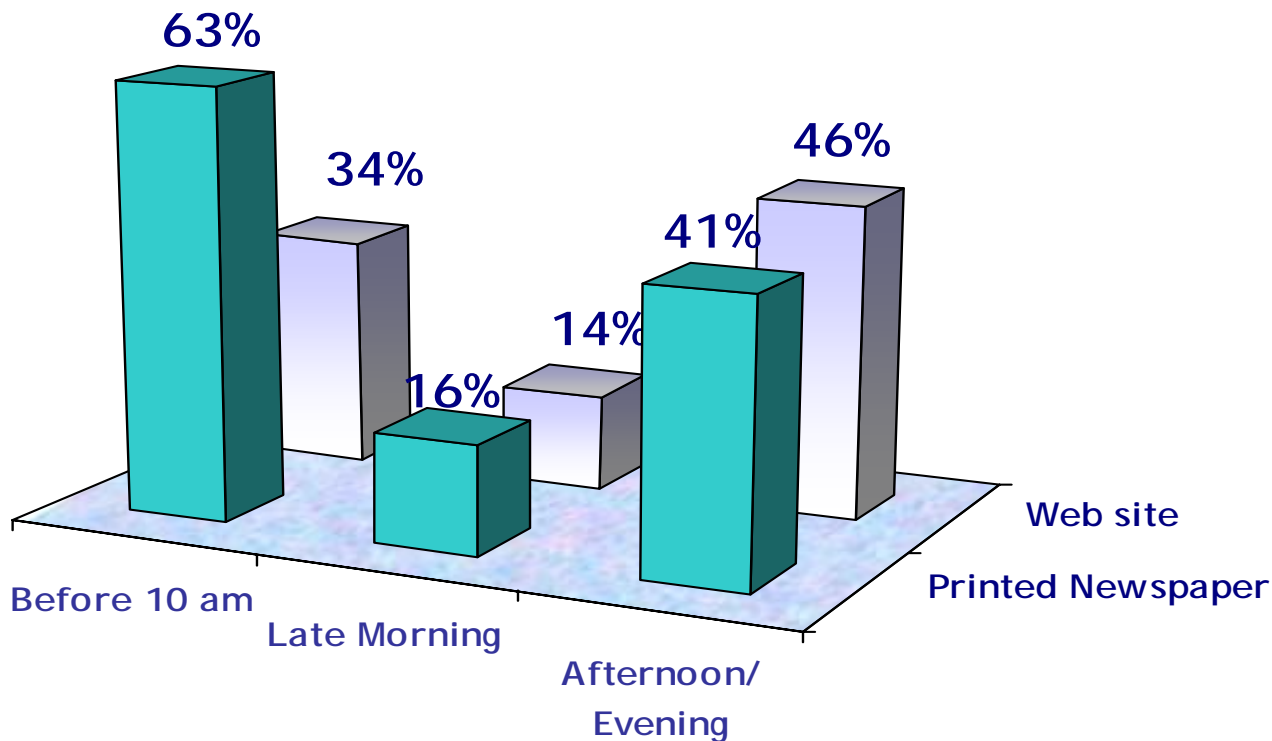
Q.7: Since you began using a newspaper Web site, has your combined time spent with print and web-based newspaper media...?

Base: 576 Newspaper Site Visitors Reading Printed Newspaper



Typical Usage Pattern for Crossover Users:

- Print in the Morning
- Websites in the Afternoon

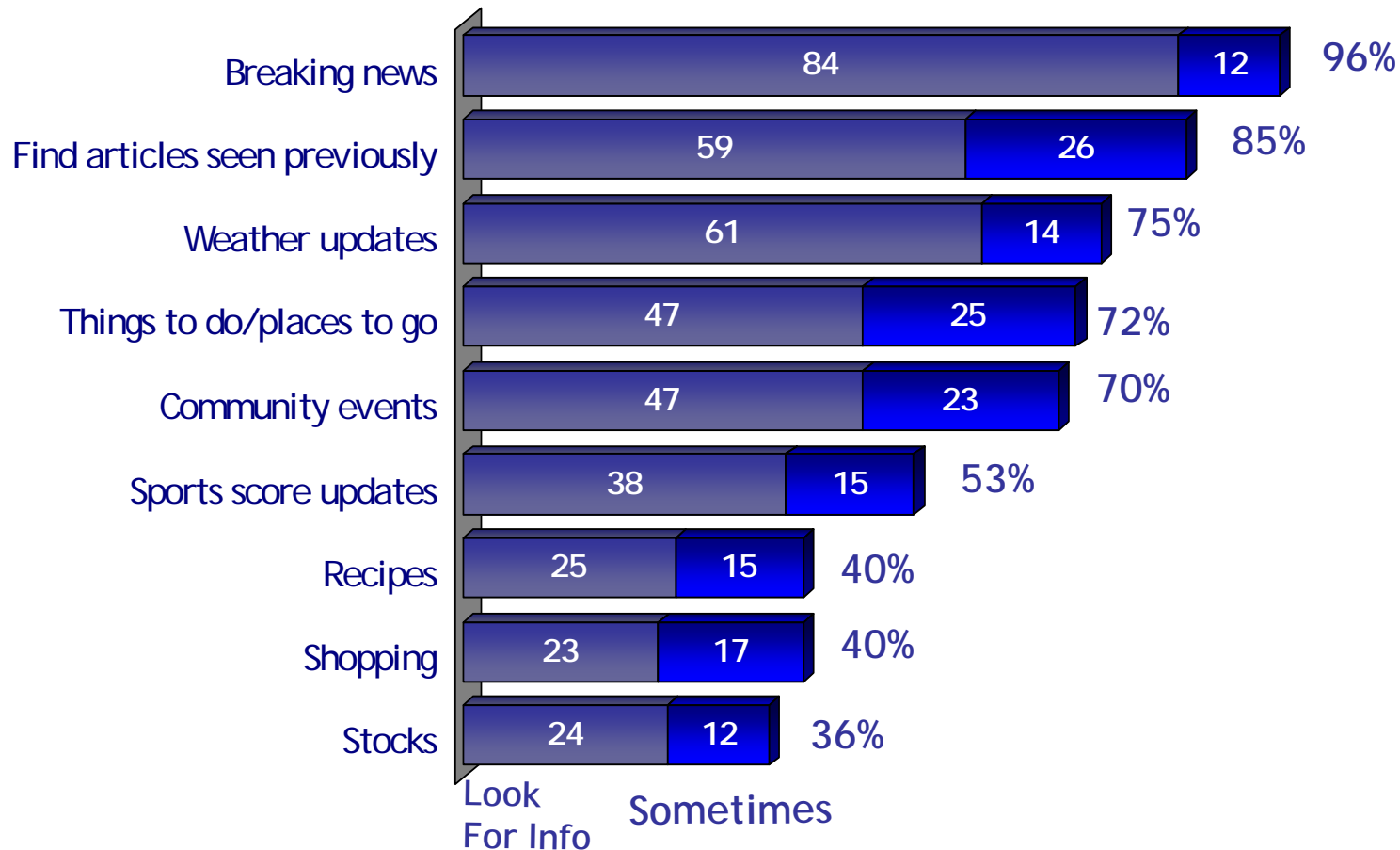


Q.6/10...What time or times of day do you (read or look into the print edition of the newspaper) (go on-line to visit newspaper web sites?)

Base =574 Crossover Users



Crossover Users Go to Newspaper Websites to Supplement their Print Readership; Not Replace it



Q.9: If yes for Q8 (look to website for additional information), which of the following types of information do you look for?

Base: 392 print readers using site for additional/updated information

Web Only Users Access Newspaper Websites For Section Information

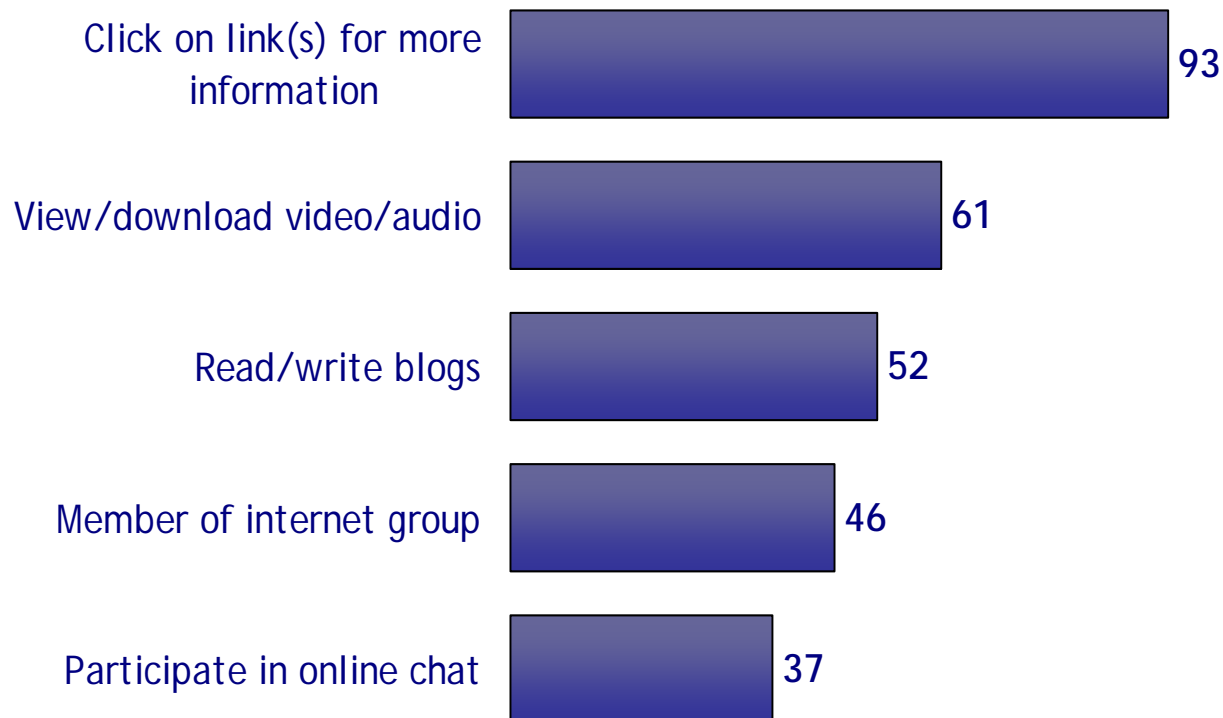
Information Found On Newspaper Website	Web Only
Breaking News/Updates	90%
Local Community News	84
Weather Info	75
Entertainment	74
Food	58
Business	56
Sports	49
Health	47

Q.2 Think now of the kinds of information you look for when you visit a newspaper website. I will read a list of information topics and for each one would like to know if you look for it on your local newspaper web site?



Web-Only Users are Highly Involved

Implication: More Involved, Engaged Reader with Advertising Information



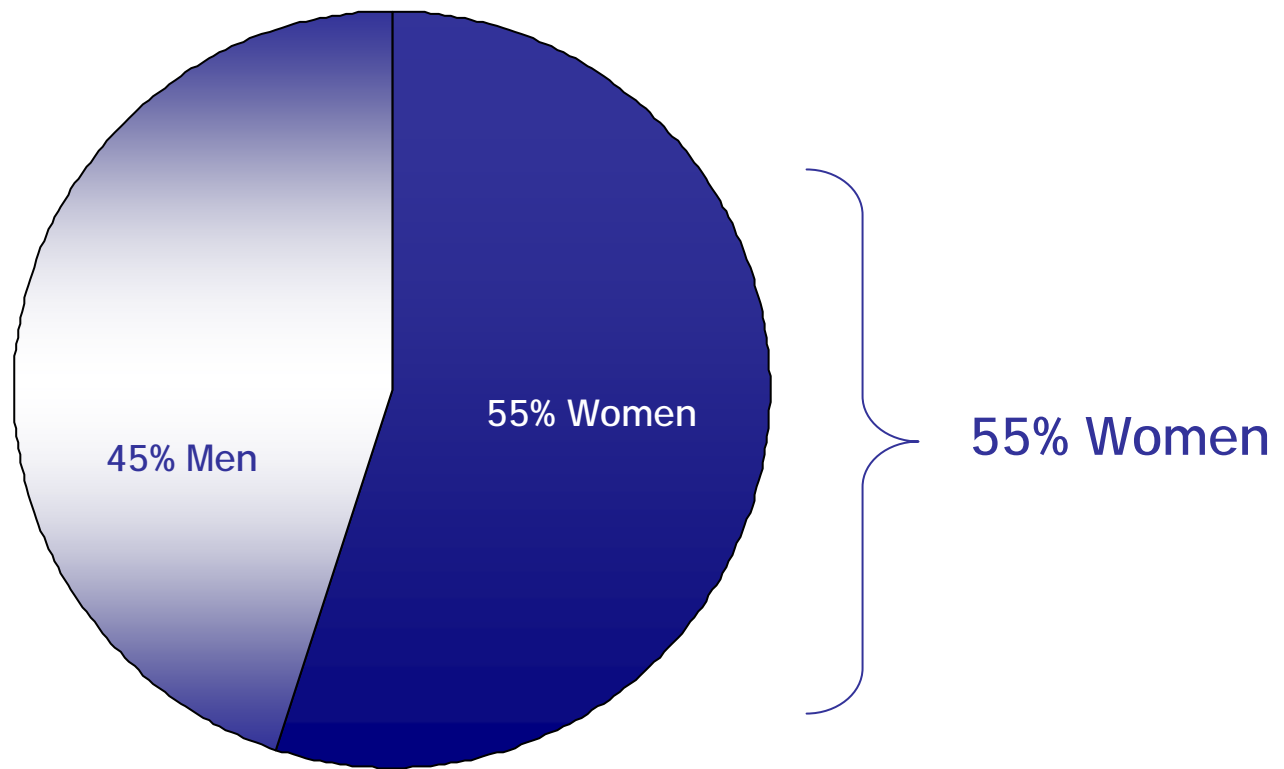
Q.1 Which of these tasks or capabilities have you used on the Internet?

Base 134 Web-Only Users



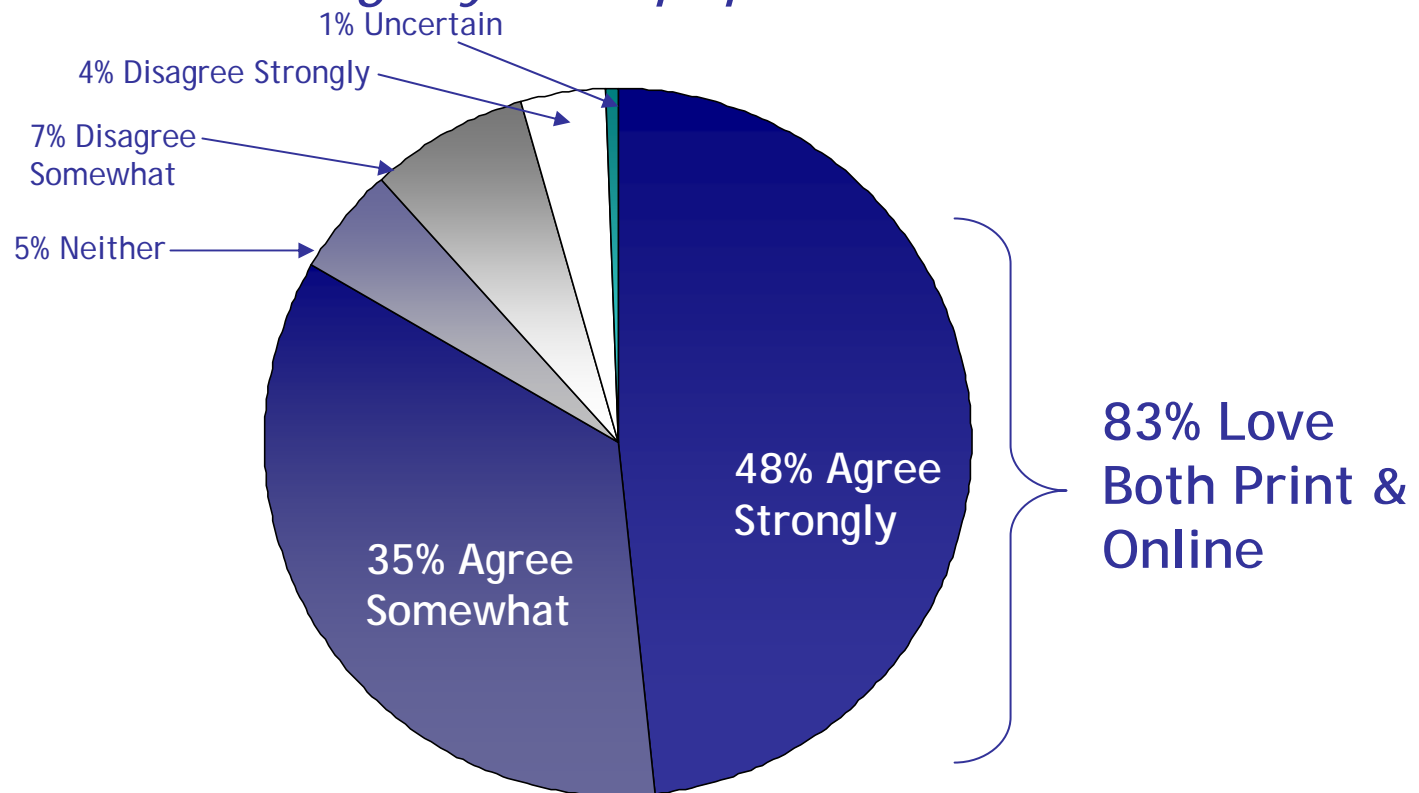


More Than Half Of Web Only Users Are Women



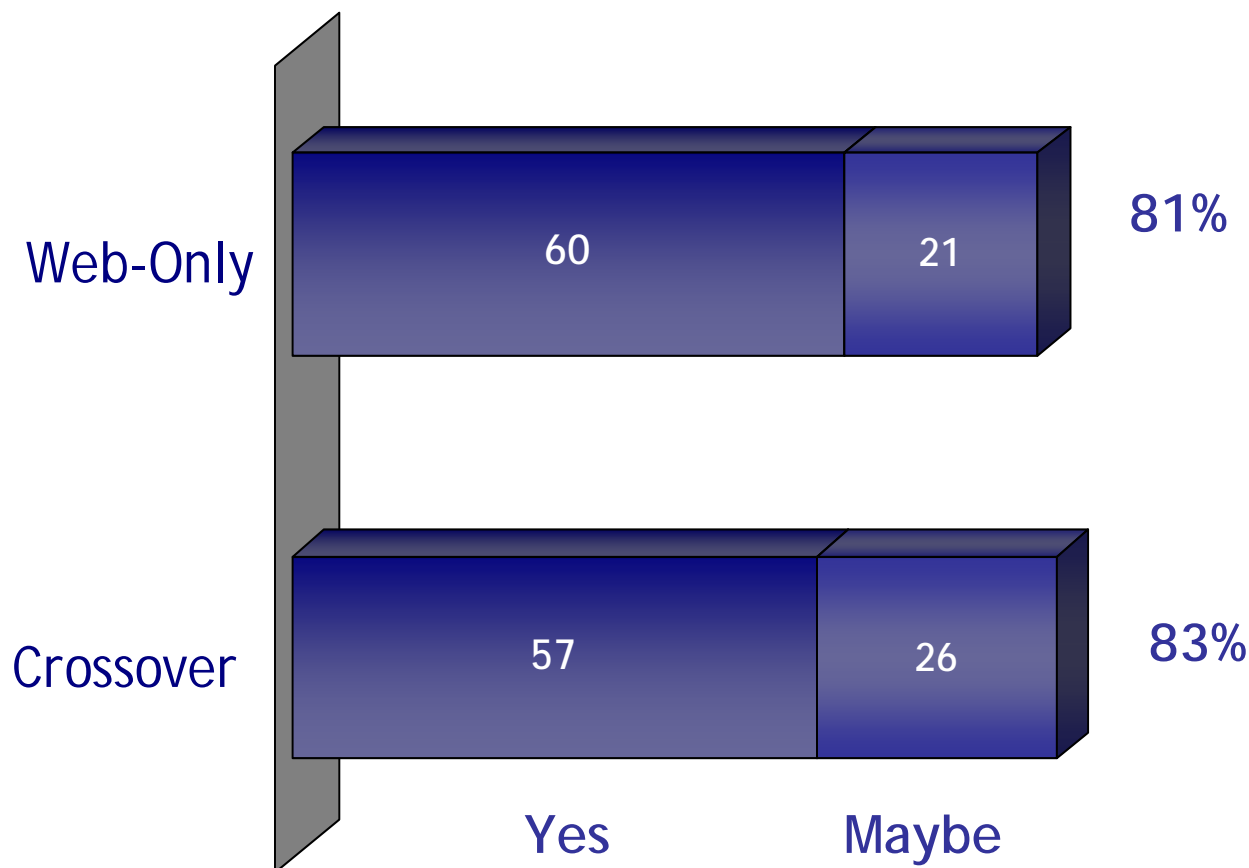
Crossover Users Love *both* Print and Online

83% say "I LOVE reading BOTH my printed newspaper and visiting my newspaper's website"



Q.11: I am going to read you some statements people might use to describe printed newspapers or their web sites. As I read each one, please tell me if you agree strongly ...? Base: 576 Crossover Users

83% Say Their Newspaper Site Will Be Among Their Primary Destinations 5 Years From Now



Q.12: In five years, do you think your newspaper Web site will be one of your main destinations that you visit on the web? Base: 710 Newspaper Site Visitors.



Newspaper Footprint Study Conclusions

- ❑ Print and Online are Complementary, not Competitive
- ❑ Overall newspaper footprint usage is *increasing* as a result of the web
- ❑ Crossover users *value both* media for different and complementary reasons
- ❑ The future for newspaper footprint is bright
 - ❑ 83% Say Their Newspaper Site Will Be Among Their Primary Destinations 5 Years From Now