



2007 NNN Website Influencer Study

Newspaper Websites Deliver One Of The Most Highly Influential Audiences on the Web



December 10, 2007

Website Influencer Study Design

Who

- 1,501 Respondents Adults 18-64
 - 500 Crossovers - read both print and online newspapers
 - 500 Newspaper Website Only User - read online newspaper/not print
 - 501 Newspaper Website Non-Users - regularly visit various types of websites, but not newspaper websites

Where

National Sample

When

September 25th - October 4th 2007

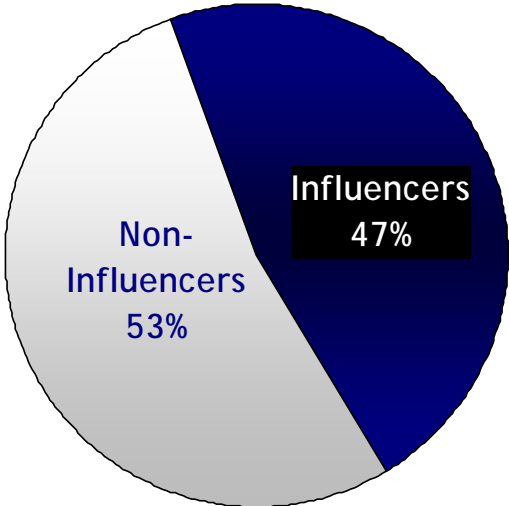
Note

Sample provided by LightSpeed Research Online Panel; 25 minute online interview

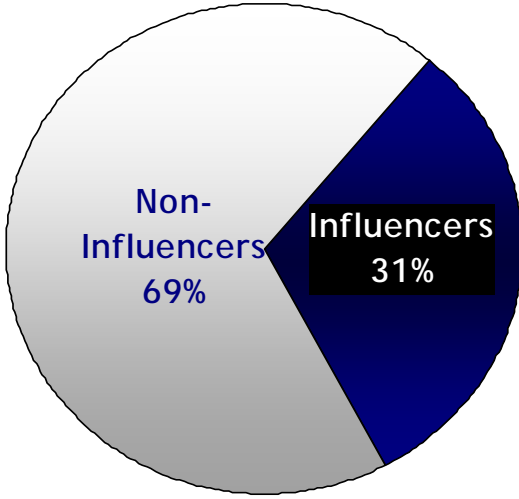


Newspaper Website Users Are 52% More Likely To Be “Influencers”

*Influencers = Adults Who Share Their Opinion With Others
In At Least 3 Different Ways (MRI Definition)*



Newspaper Website Users*

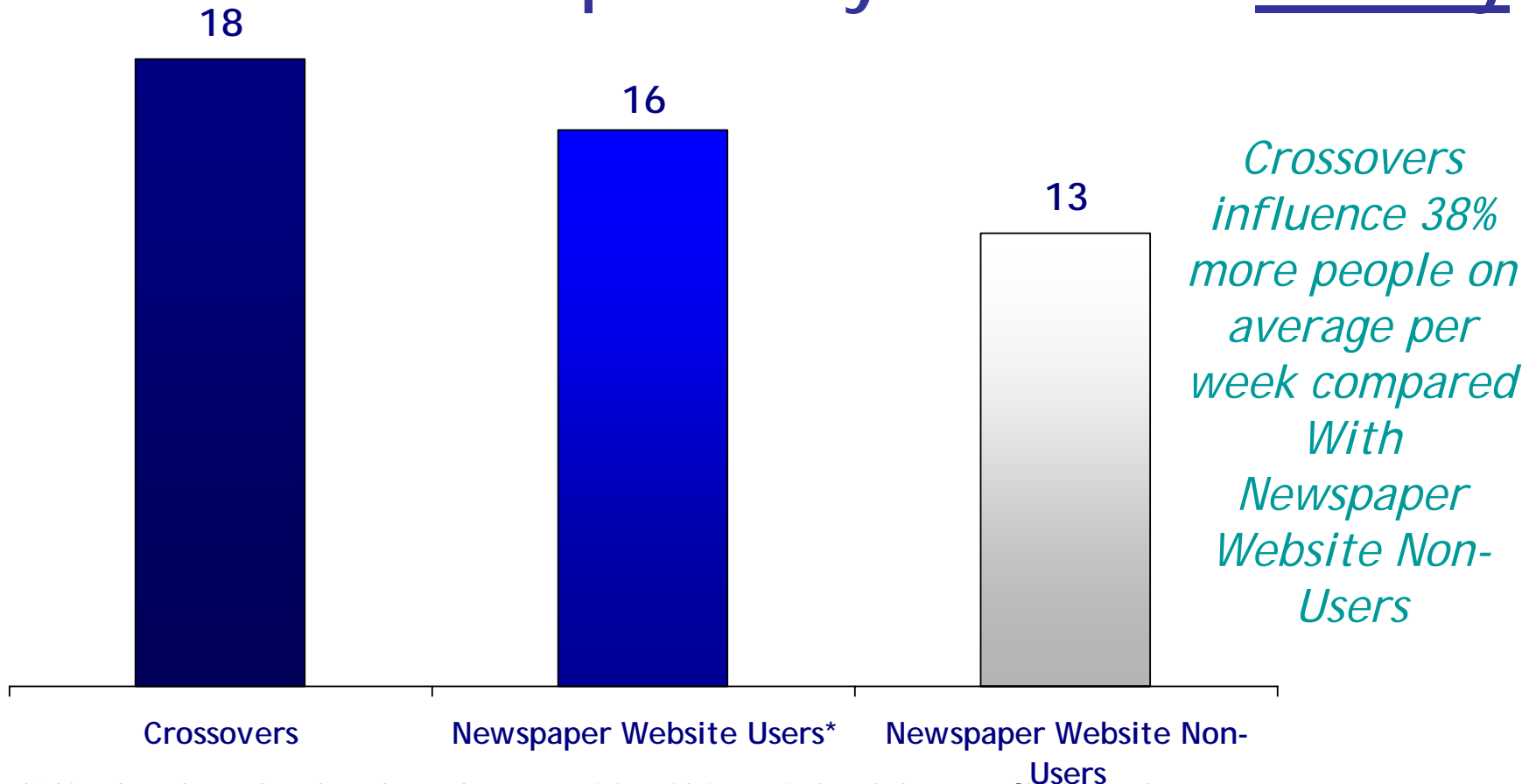


Newspaper Website Non-Users

Q2. In the past 12 months, in which of the following ways have you shared your opinion?
*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions



Newspaper Website Users Have A Wide Network Of People They Influence Weekly



Q5A. Thinking about the number of people you share your opinion with in a typical week, how many [family members, friends or co-workers] do you share your opinion with?

Q5B. Thinking again about the number of people you share your opinion with in a typical week, how many people from [business or professional associations/common interest groups/Internet bloggers] do you share your opinion with?

*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions



Newspaper Websites Are Rated More Favorably Than Social Network Websites On Key Influencer Metrics

Website Association Statement	% Association	% Difference
Deal with issues I care about	66% Newspaper Website Users* 42% Social Network Site Users	+57%
Reliable source of information	66% Newspaper Website Users* 25% Social Network Site Users	+164%
Offer info about a wide array of topics	66% Newspaper Website Users* 39% Social Network Site Users	+69%
First place I look when I need info	41% Newspaper Website Users* 17% Social Network Site Users	+141%
Influence the way I think about things	54% Newspaper Website Users* 30% Social Network Site Users	+80%
Seen as a "thought leader" rather than a "follower"	32% Newspaper Website Users* 23% Social Network Site Users	+39%

Base: Newspaper Website Users rating Newspaper Websites; Other Types of Website Users Rating Those Websites

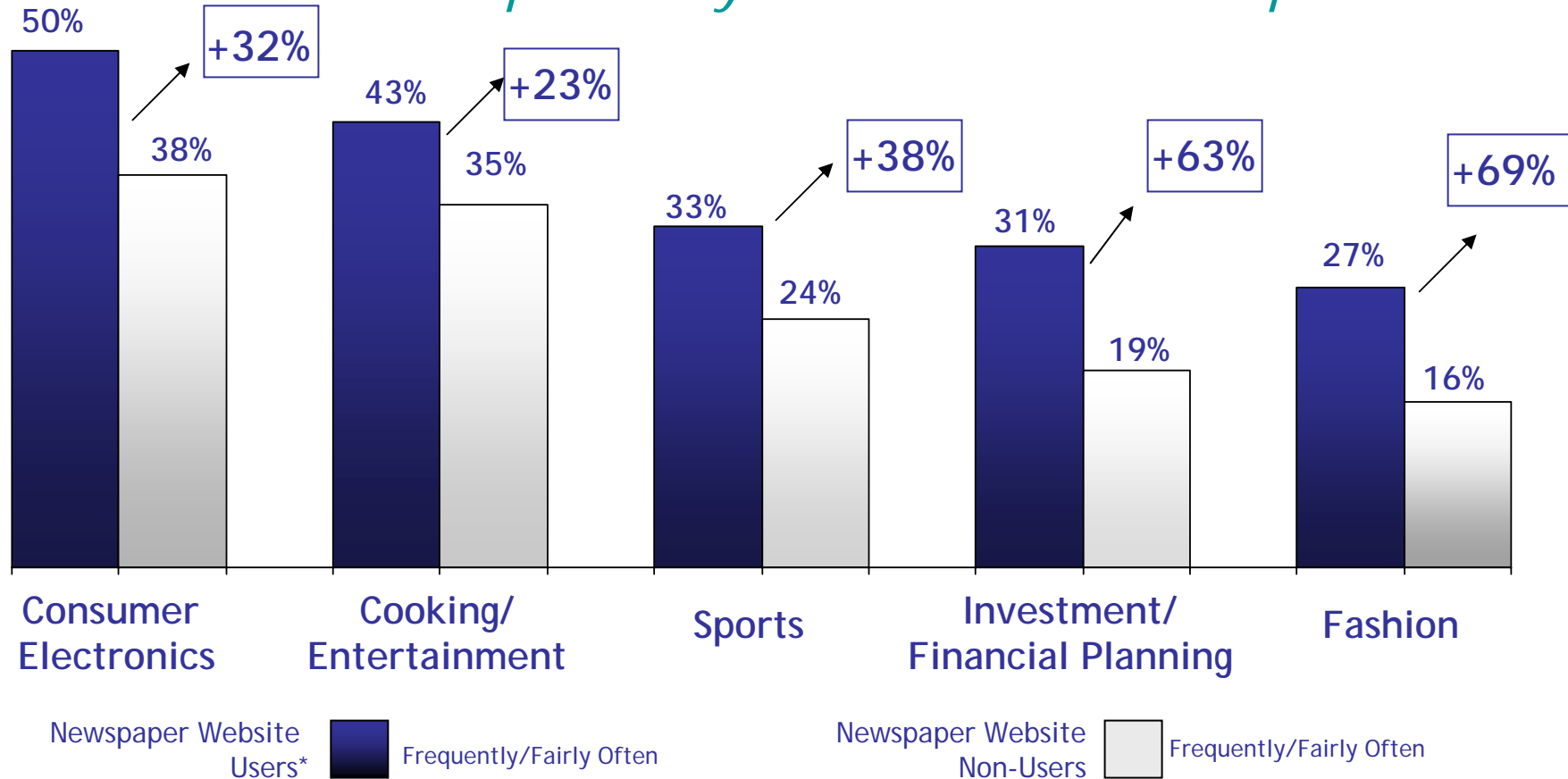
Q6. For each of these listed statements, please indicate which of the following types of websites you associate with that statement.

*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions



Newspaper Website-User Influence Prevails

Percent Asked Opinion By Others On These Topics...



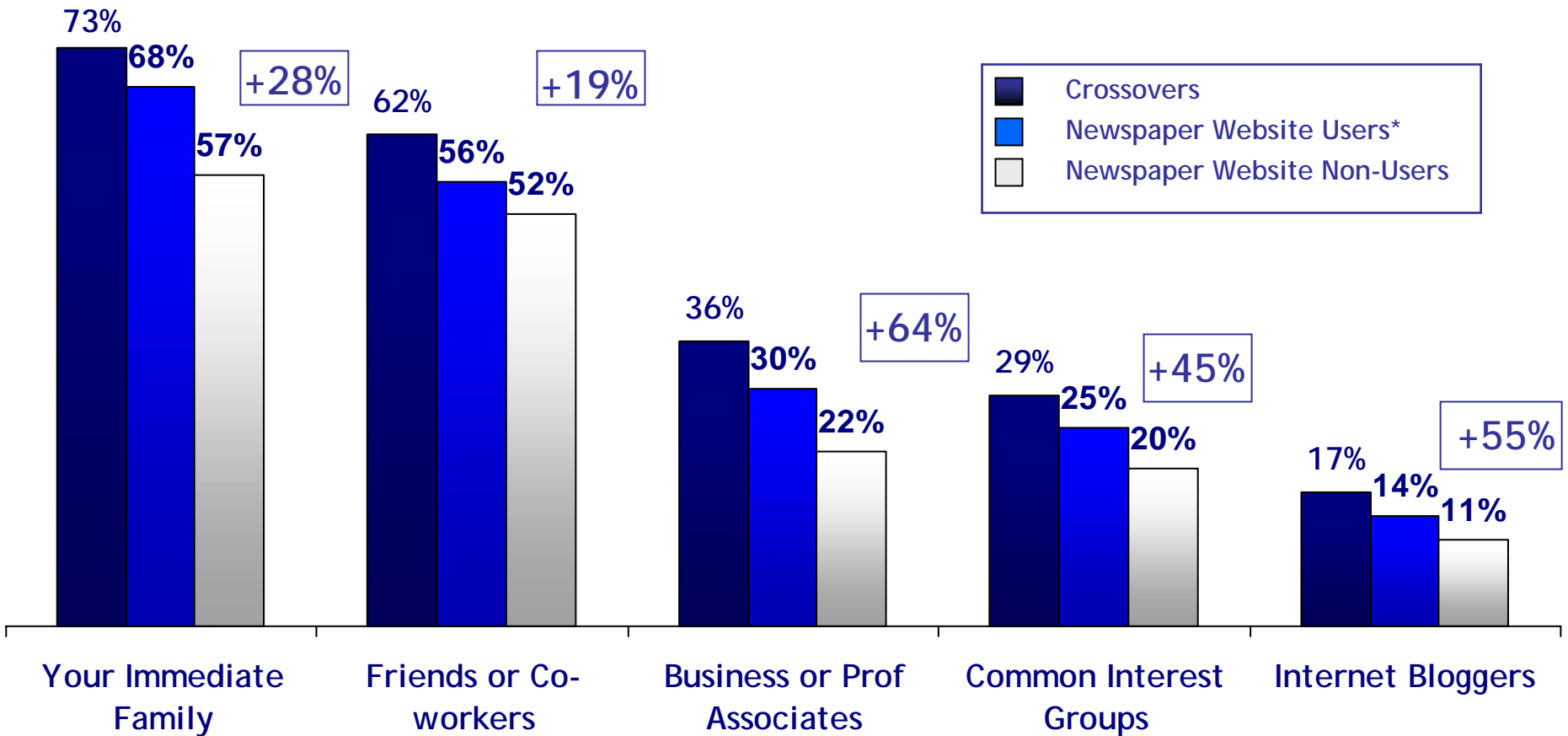
Q3. In general, how often are you asked your opinion about each of these topics?

*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions



Newspaper Website Users, Especially Crossovers, Are Confident That Their Opinions Resonate Among Peers

How Confident Are You That People Agree or Take Your Advice



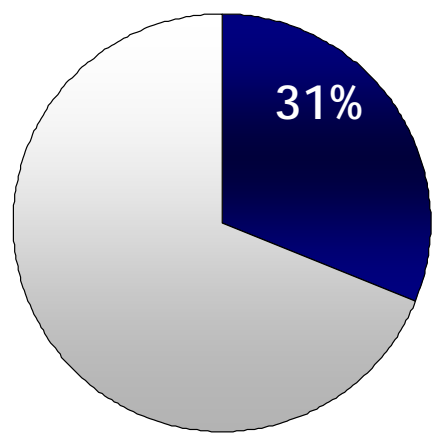
Q4B. Overall, how confident are you that the people listed below generally agree with your opinion and/or take your advice?
 10 to 1 scale, where 10 means "extremely confident" and 1 means "not very confident" (ratings of 8-10 shown).

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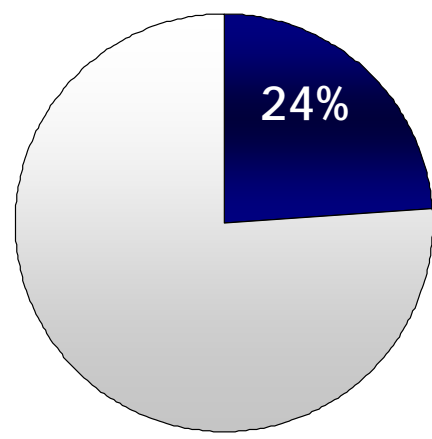


Crossovers Are 82% More Likely To Be Early Adopters

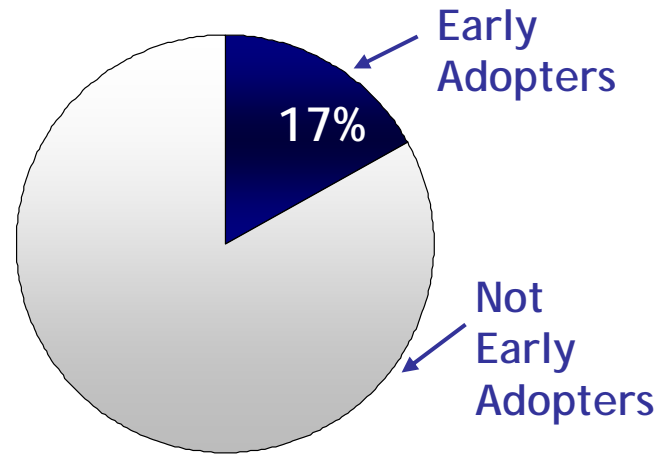
"I'm the First to Try New Products"
"I'm the First to Try the Latest Technology"



Crossovers



Newspaper Website Users*



Newspaper Website Non-Users

Q29. Using a 5-point scale where 5 means "agree completely" and 1 means "disagree completely," how much do you agree with each of these statements? (Ratings of 4-5 are shown)

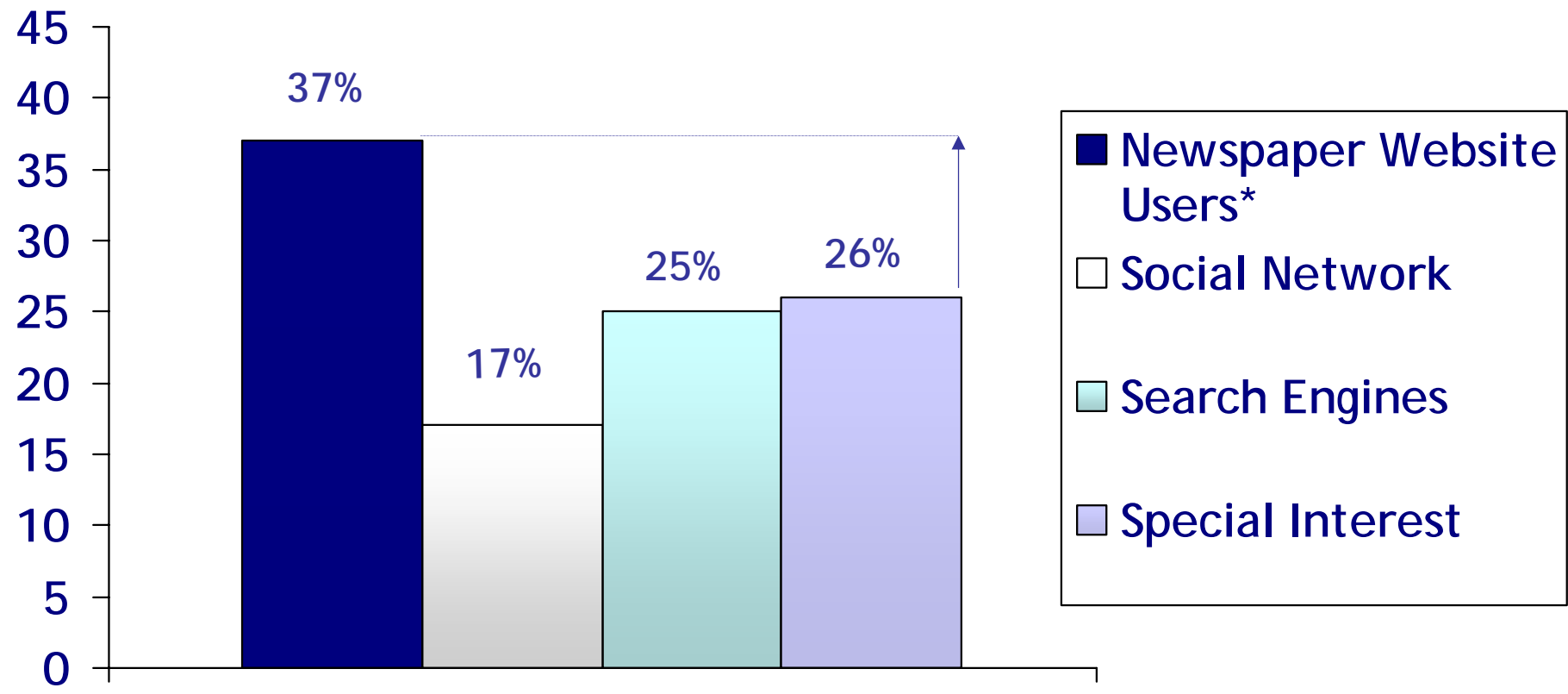
*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions





Newspaper Websites Have Credible Advertising

Has Credible Advertising



% Association With Having Credible Advertising

Q6. For each of these listed statements, please indicate which of the following types of websites you Associate with that statement. A/B/C/D//F/G - Statistically higher at 90% confidence level
*Newspaper website users = crossovers plus newspaper website (only) users in equal proportions



Newspaper Websites Deliver One Of The Most Highly Influential Audiences On The Web

- Newspaper Website Users are 52% more likely to be Influencers, based on MRI influencer definition
- People who use Newspaper Websites and Read printed newspapers influence 18 people on average per week, 38% more than the newspaper website non-user (13 on average)
- Newspaper Website Users are more likely to be asked their opinion by others in all product categories we measured: Investments +63%; Fashion +69%; Sports +38%
- Newspaper Website Users are more confident than newspaper website non-users that their advice is taken by others, especially by business colleagues (+64%) and by common interest groups (+45%)
- Key Strengths of Newspaper Websites: Influence users (+64%); reliable source of information (+35%); Give the user something to talk about (+27%); seen as a “thought leader” (+60%)