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New Study Finds Significant Crossover in Newspaper Readership and Usage of Newspaper Websites

81% of Newspaper Website Users also read their Print Newspaper

New York (June 18, 2007) --- A new study released today by the Newspaper National Network LP provides an in-depth profile of two segments of newspaper website users, crossover users who regularly use both media, and web-only users.

The 2007 Newspaper National Network Integrated Newspaper Footprint Study was conducted by Scarborough Research via a telephone survey of adults who visited a newspaper website in the past 7 days. The study found that "Crossover" users (who used *both* print and online newspapers in the past 7 days) are by far the largest segment: 81% of newspaper website users also read the printed newspaper in the last 7 days. Crossover users have deep affinity with *both* their printed newspaper and their newspaper website, and 83% say "I love both my printed newspaper and visiting my newspapers website." Crossover users visit their newspaper website to access breaking news (96%), find articles seen previously (85%), and to find things to do/places to go (72%).

"The study shows that the core newspaper reader now accesses his or her local newspaper across multiple formats, print and web, and is deeply engaged with both," said Jason E. Klein, President and CEO of Newspaper National Network LP. "While the web has brought a younger, female audience to the newspaper franchise, it has also enhanced the way the traditional readers access the brand."

"Newspaper websites should show sustained growth as we found that 83% of crossover users say their newspaper site will be among their primary destinations 5 years from now," Klein said.

The main reasons newspaper website-only users cited for using newspaper websites include accessing local news (84%), entertainment information (74%), and food or restaurant information (58%). Newspaper website-only users are web-savvy group as 52% write or read blogs and 46% have joined a web community.

The two segments differ in the time of day they are using newspapers. Of those who indicated a time of day for usage:

- Crossover users are more likely to read their printed newspaper in the morning (63% read the printed newspaper before 10am) and access their newspaper website in the afternoon or evening (46%).
- Newspaper website only users are more likely to access the website in the morning (49% of website-only users access the website before 10am vs. 34% of crossover users).

Contrary to some perceptions, the web has *not* hurt overall newspaper consumption, as 87% of crossover users report that their time spent with newspaper media has increased or remained the same versus only 12% who say time spent has decreased.

The study was commissioned by the Newspaper National Network LP and conducted by Scarborough Research. Detailed results are available at www.nnnlp.com.

Key NNN Newspaper Integrated Footprint Study Findings:

81% of RESPONDENTS ARE CROSSOVER USERS: USE NEWSPAPERS ONLINE AND READ PRINTED NEWSPAPERS IN THE LAST 7 DAYS

Read last 7 days:	81%
Read 8-30 days ago:	9%
Read longer than 30 days ago:	7%
Never Read:	3%

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

87% OF CROSSOVER RESPONDENTS REPORT THAT THEY HAVE MAINTAINED OR INCREASED THEIR TIME SPENT WITH NEWSPAPER MEDIA

52% remained the same
35% increased
12% decreased
1% Don't Know

(Question: Since you began using a newspaper website, has your combined time spent with print and web-based newspaper media...?) Base 576.

83% OF CROSSOVER USERS LOVE BOTH PRINT AND ONLINE

48% agree strongly
35% agree somewhat
5% neither
7% somewhat disagree
4% strongly disagree
1% uncertain

(Question: I am going to read you some statements people might use to describe printed newspapers or their websites. As I read each one, please tell me if you agree strongly...?)
Base 576.

71% OF CROSSOVER USERS LOVE THEIR NEWSPAPER WEBSITE AND WOULD MISS IT IF NOT AVAILABLE

41% agree strongly
30% agree somewhat
6% neither
16% somewhat disagree
6% strongly disagree
1% uncertain

(Question: I am going to read you some statements people might use to describe printed newspapers or their websites. As I read each one, please tell me if you agree strongly...?)
Base 576.

Study Background: The NNN Newspaper Footprint Study identified newspaper and website user attitudes, perceptions and behavior as they relate to the printed and web products. The study was fielded from April 16, 2006 - April 30, 2007. It was conducted over the telephone using a re-contact sample from the Scarborough database. The sample consisted of 710 adults 18+ who had visited a newspaper website in the last 7 days.

About NNN: Established in 1994, NNN is private partnership representing virtually all of the newspapers in the United States and the Newspaper Association of America. Its 24 newspaper company shareholders are: Tribune Co. (TRB), Advance Publications Inc., Gannett Co. Inc. (GCI), The New York Times Co. (NYT), The McClatchy Co. (MNI), Hearst Newspapers, MediaNews Group Inc, The Washington Post Co. (WPO) Philadelphia Media Holdings, Chicago Sun Times, Belo (BLC), Cox Newspapers, The Seattle Times Co., Minneapolis Star Tribune, Journal Sentinel Inc., The San Diego Union-Tribune, Freedom, Lee Enterprises (LEE), E.W. Scripps (SSP), The St. Petersburg Times, The Buffalo News, Media General Inc. (MEG) Pittsburg Post-Gazette, Omaha World-Herald.

NNN is the newspaper industry's national sales and marketing arm for categories including packaged goods, pharmaceutical, general merchandise,

technology, automotive, business, and restaurants. As the "one-stop point of contact" with national advertisers, NNN is dedicated to strengthening brands, improving effectiveness, reducing costs, and improving advertiser return on investment from national newspaper campaigns. NNN is headquartered in New York, with offices in Chicago, Los Angeles and San Francisco. More information about NNN can be found at www.nnnlp.com.

About Scarborough Research

Scarborough Research, a Media Rating Council (MRC) accredited media and marketing service, (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors, and demographics of American consumers. Products and services include consumer insight studies in 81 Top-Tier Markets, The Multi-Market Study, Scarborough USA+ (a national database), Hispanic studies, and custom research solutions. With more than 30 years of experience, Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations) sports teams and leagues, and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).