



Consumer Behavior and Media Usage in Michigan

A Research Study For The:



February, 2008 PRELIMINARY DRAFT



**AMERICAN OPINION
RESEARCH**

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Appendix A: Methodology

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I. Executive Summary

Printed newspapers in Michigan play a strong role in the state.

They are the most used source for most types of local news and information and easily rate as the most used advertising source overall, and for all types of goods and services.

In addition, a larger than average percentage of adults read printed newspapers. Weekday and Sunday readership is significantly higher than national averages.

In addition, use of newspaper websites has added significantly to the penetration of newspapers, particularly among some hard to reach consumers.

These are just some of the findings of a research study conducted for the Michigan Press Association by American Opinion Research, of Princeton, N.J.

This study was based on interviews with 600 adults age 18 and over, randomly selected from across the state. Results have a margin of error plus or minus four percentage points.

(A more detailed explanation of the methodology of this study is explained in Appendix A of this report.

The report represents our preliminary analysis of these data. It will be accompanied by a personal presentation of the results in Michigan. It's hoped your questions and comments during this presentation and following will suggest other directions and issues we can analyze in this data that will provide even more information to help develop strategies to build advertising and readership market share for Michigan newspapers.

We hope to work with you in the weeks and months ahead to accomplish these goals.

Executive Summary

Following are:

- A summary of the results
- Detailed findings from the study
- A description of the methodology used
- The questionnaire used to develop this information

NEWS INTERESTS

As is typical across the nation, adults in Michigan have high interest in world and national news and community news.

As shown in the adjoining chart, 70 percent are interested in world and national news and almost as many (65%) are interested in local community news. Interest in world and national news has increased slightly in recent months with the upcoming presidential election and war in Iraq.

(It's important to understand, however, that a wide variety of research has shown that providing more world and national news **will not help build newspaper readership**. A diminishing percentage of news consumers are turning to newspapers for world and national news while the media outlets providing this coverage have multiplied.)

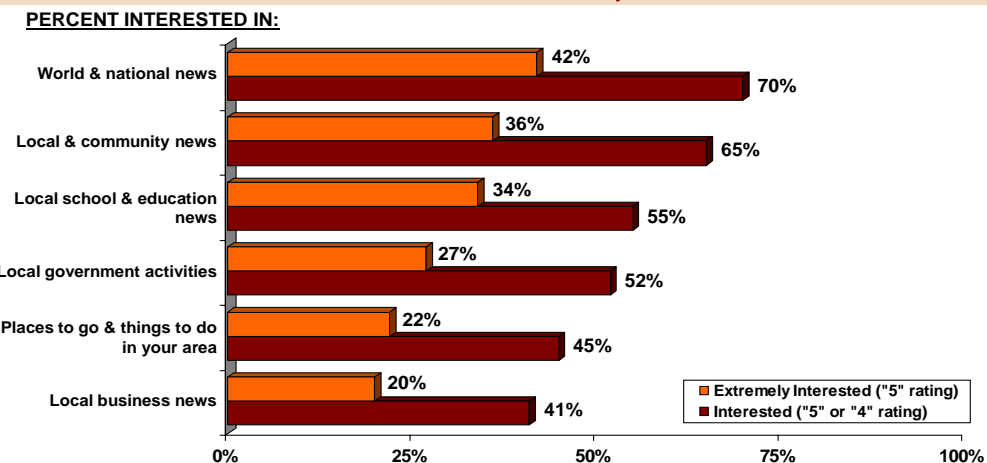
More than half of all adults are also very interested in:

- Local school and education news
- Local government activities

Measuring News Interests

Base: Total Michigan Adults (7,668,600)

Q1. Following are various types of news and information. How interested are you in each using a scale of 5 to 1 where 5 means you are extremely interested and 1 means not interested at all and using any number in between. How interested are you in:



Executive Summary

Interest is slightly lower for information about local places to go and things to do among adults overall, but higher than average among younger adults (the only topic in which they are more interested than other adults).

Local business news rates last of the six topics measured; just over four in 10 adults are interested in this topic.

It's interesting to point out that Internet users who access websites from *Michigan newspapers* have higher interest in most topics.

NEWS & ADVERTISING SOURCES

Printed newspapers are clearly the dominant source for most types of news and information in Michigan.

These questions were asked in a variety of ways and in almost every case newspapers rated No. 1.

Michigan consumers say newspapers are easily the best source information for:

- Coverage of news from where they live
- Information where to shop
- Information about items on sale and prices
- Local entertainment including places to go and things to do

Television receives relatively high ratings for local news coverage, but newspapers still rate No. 1. About three in 10 adults rely on the Internet for information about items on sale, but that's still fewer than half the percentage who cite newspapers.

Executive Summary

Michigan adults were also asked to volunteer, unprompted, their main source of local shopping information.

As shown in the adjoining chart, newspapers were cited most frequently; no other source is close and other sources are very fragmented.

Even among younger adults, the vast majority (more than six in 10) say newspapers are their main source of local shopping information. This is also true among all income groups, particularly upper income households, and females who make most consumer decisions.

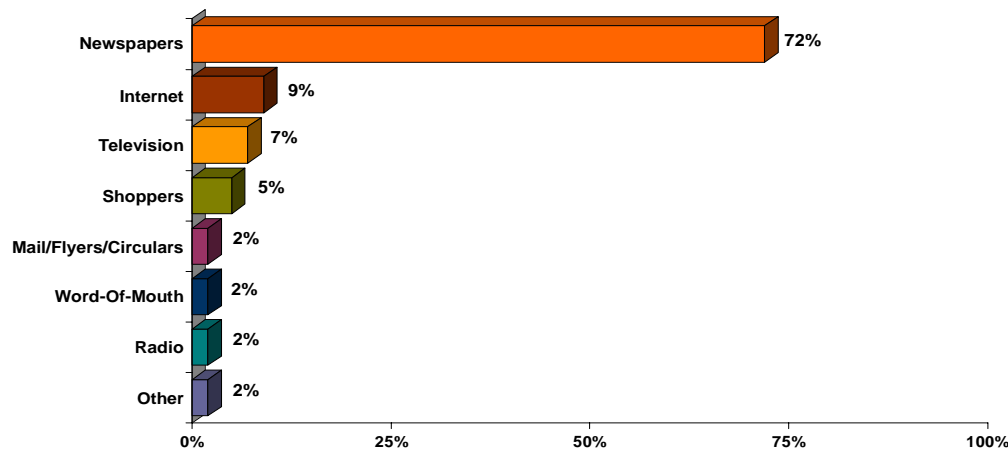
Newspapers also lead television as the leading source of local news and information in Michigan, which is not true in every state.

Television has a slim lead over newspapers as a main source of local and state political and election news. This is also true nationally with the growth of 24-hour news channels and candidates focusing more on “sound bites” in their campaigns.

Newspapers Overwhelmingly Top Source For Local Shopping Information

Base: Adults Naming A Source of Shopping Information (7,278,400)

Q4a. What is your main source of local shopping information?



Executive Summary

DAILY AND SUNDAY NEWSPAPER READERSHIP

Michigan is an unusually strong newspaper market. Print readership in Michigan is higher than across the nation.

- Almost six in 10 adults (58%) read a printed daily or Sunday newspaper on an average weekday, 20 percent higher than the national average of 48 percent
- Eight in 10 read at least once during an average week, Monday through Friday

The same trends are true on Sunday. Seven in 10 (70%) adults read a printed daily or Sunday newspaper on an average Sunday, about 25 percent higher than average across the U.S.

Almost nine in 10 adults (87%) read at least one Michigan newspaper during an average seven-day period, Sunday through Saturday.

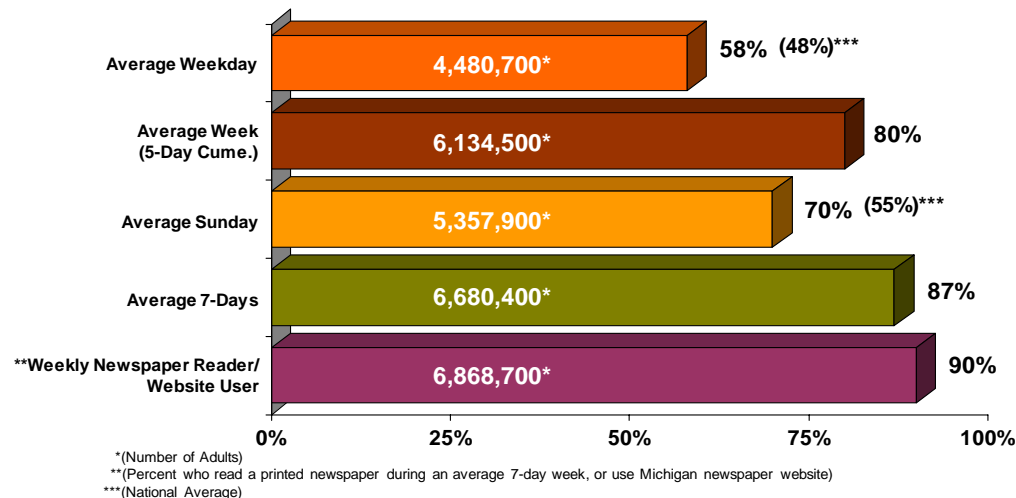
As shown in the adjoining chart, Michigan newspapers' websites add to their total aggregate audience reach. ***This means newspapers are actually reaching more adults online or in print that circulation numbers alone would indicate.***

- 87 percent of all adults read a printed newspaper during an average seven-day week, Sunday through Saturday which, by itself is impressive
- 90 percent read a printed newspaper or access a Michigan newspaper website during the same period

Newspaper Readership In Michigan

Base: Total Michigan Adults (7,668,600)

PERCENT WHO READ A PRINTED NEWSPAPER:



Executive Summary

Newspaper websites particularly help attract adults age 30 to 39, which are least likely to read printed newspapers. (This is also true nationally.)

- 77 percent of adults age 30 to 39 read a printed newspaper during an average seven-day week
- 83 percent read a printed newspaper or access a Michigan newspaper website

One point of concern, while readership penetration is high there is an issue with reader frequency. Almost three in 10 past week readers (28%) **do not read their newspaper** on an average weekday, slightly higher than the national average of 24 percent.

Reading Michigan Newspapers

As shown in the previous section, interest in local news is high; ranking only behind world and national news (and a diminishing percentage of adults are using printed newspapers for world and national coverage).

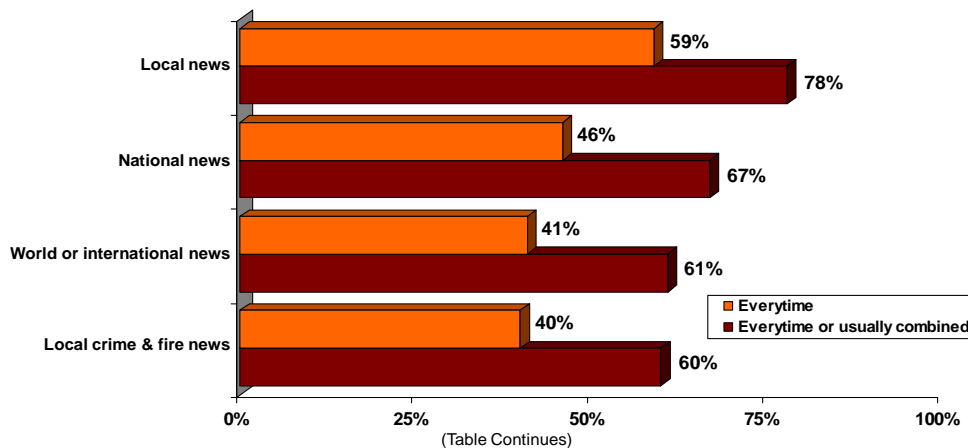
As shown in the adjoining chart, local news is also clearly the best-read newspaper coverage among weekday or Sunday newspaper readers in Michigan. National and world news come next, but well back.

Reading Newspaper Sections

Base: Total Newspaper Readers (6,998,000)

Q17. Following are some sections and features that appear in most daily or Sunday newspapers. For each, please tell me if you read it every time you pick up a daily or Sunday newspaper even if you don't read one regularly, usually when you pick one up, sometimes, rarely or never. How often do you read:

PERCENT WHO READ:



Executive Summary

WEEKLY NEWSPAPER READERSHIP

Weekly newspaper readership is also strong in Michigan.

As shown in the adjoining chart, more than seven in 10 Michigan adults read a weekly or community newspaper. More than half (54%) of all adults read on an average week, equal to more than 4.1 million weekly readers.

Weekly newspaper readership is high among all demographic groups, particularly females who make most consumer decisions. Almost two Michigan adults (1.8) on average read each copy of a weekly or community newspaper.

Readership of weekly newspapers is, however, even more wide spread.

- Weekly newspaper readers read an average of 1.7 weekly newspapers
- More than four in 10 read two or more different weekly newspapers

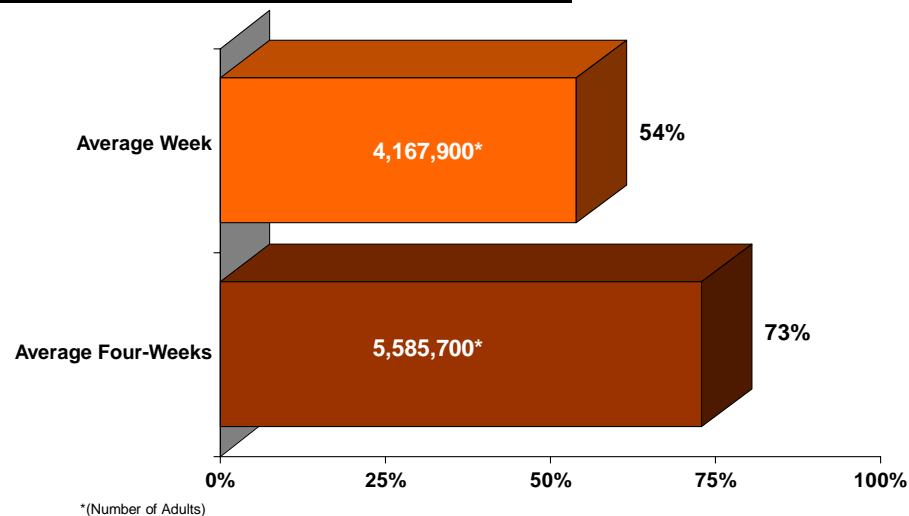
Weekly newspapers have long shelf lives, an important argument in advertising sales.

Only one in five are read and thrown away the same day it arrives. Almost half are kept the entire week, or until the next issue arrives. More than half remain in the home at least four days.

Most Consumers Read Weekly Newspapers

Base: Total Michigan Adults (7,668,600)

PERCENT WHO READ WEEKLY COMMUNITY NEWSPAPERS:



Executive Summary

ADVERTISING USE

Newspaper advertising is important to Michigan consumers and it is well used.

Almost two thirds of Michigan consumers (64%) look at advertising and circulars to find out what's for sale **before shopping**; higher among females who make most consumer purchases. This means retailers who rely on in-store promotions may miss a large percentage of consumers.

And as shown in the adjoining chart, newspapers are easily the advertising source adults Michigan consumers rely on most to find out about sales **before going shopping**.

Three-in-four adults say, unprompted that newspapers are the one advertising source they rely on most to find out what's for sale **before shopping**. This is true among adults of all ages and income groups.

All other sources are highly fragmented.

Various types of newspaper advertising are also considered the most useful by Michigan adults.

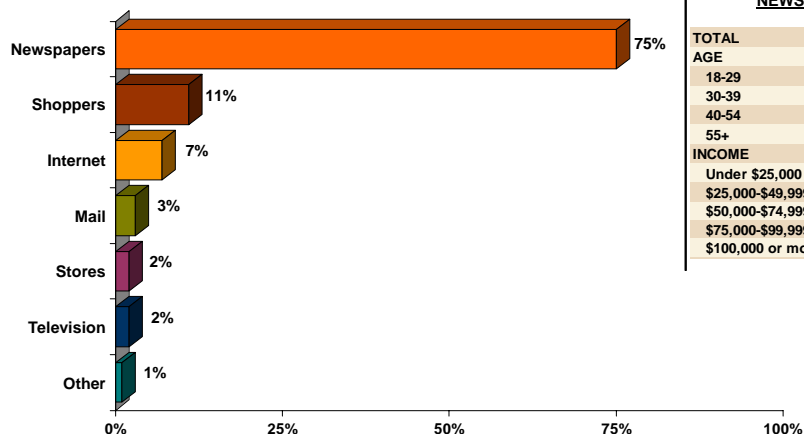
As shown in the adjoining chart, almost nine in 10 (85%) say inserts and circulars in newspapers are useful followed closely by retail ads printed on newspaper pages (83 percent say they are useful).

Newspapers Top Ad Source

Base: Michigan Adults Using Any Advertising (7,101,900)

Q7. Which one advertising source do you rely on most for advertising to find out what's for sale before going shopping?

PERCENT WHO RELY ON:



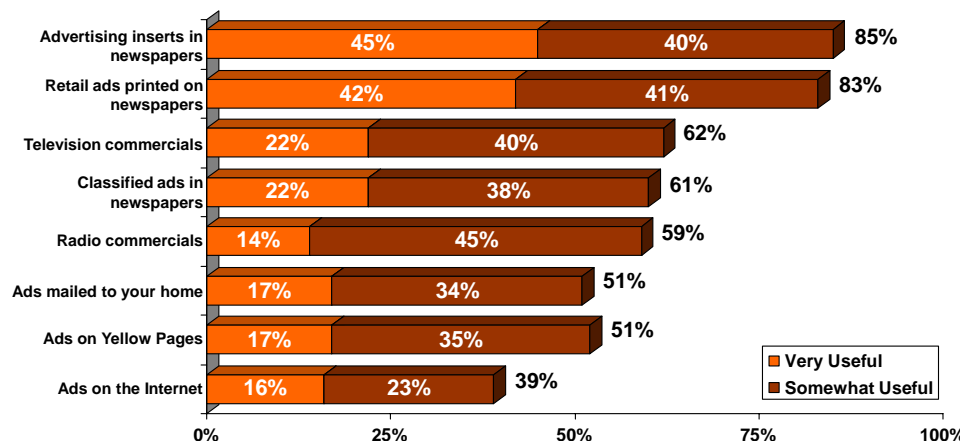
PERCENT CHOOSING NEWSPAPERS

Category	Percent
TOTAL	75
AGE	
18-29	72
30-39	64
40-54	83
55+	76
INCOME	
Under \$25,000	79
\$25,000-\$49,999	81
\$50,000-\$74,999	68
\$75,000-\$99,999	72
\$100,000 or more	86

Newspaper Ads Most Useful

Base: Total Adults in Michigan (7,668,600)

Q5. I'll mention some sources of shopping information. For each, please tell me if it is very useful to you as a source of shopping information, somewhat useful, not very useful or not at all useful. How useful is...?



Executive Summary

Other sources such as television, radio, direct mail, yellow pages and the Internet rate much less useful.

Just over six in 10 adults (61%) rate newspaper classified ads as useful, which ties for third with television.

Females who, again, make most consumer decisions, are most likely to rate newspaper ads and inserts and circulars as useful. Younger adults are more likely than other age groups to consider Internet advertising as useful, however, the Internet still rates well below newspaper inserts and retail ads.

Newspapers also rate as consumers' primary source of advertising information for all types of products and services, including for:

- Groceries
- Major appliances
- Automotive
- Hardware
- Real estate
- Jobs and employment
- Consumer electronics
- Local entertainment, places to go and things to do

The Internet is growing, but still trails newspapers as an advertising source for every product and service measured.

Executive Summary

Newspapers and the Buying Decision

More than half of all adults have made a purchase as a direct result of advertising they have seen, heard or read. This is equal to more than four million adults consumers, many who undoubtedly made more than one purchase as a result of seeing or hearing an ad.

Almost nine in 10 (87%) of these consumers say they saw this advertising message in a printed newspaper.

Two thirds of adults also prefer to receive their advertising supplements and circulars with the newspaper, more than three times the percentage who prefer to receive them in the mail.

Almost eight in 10 adults use coupons when purchasing household items or food products. **More than seven in 10 coupon users say newspapers are their primary source of coupons.**

CLASSIFIED ADVERTISING

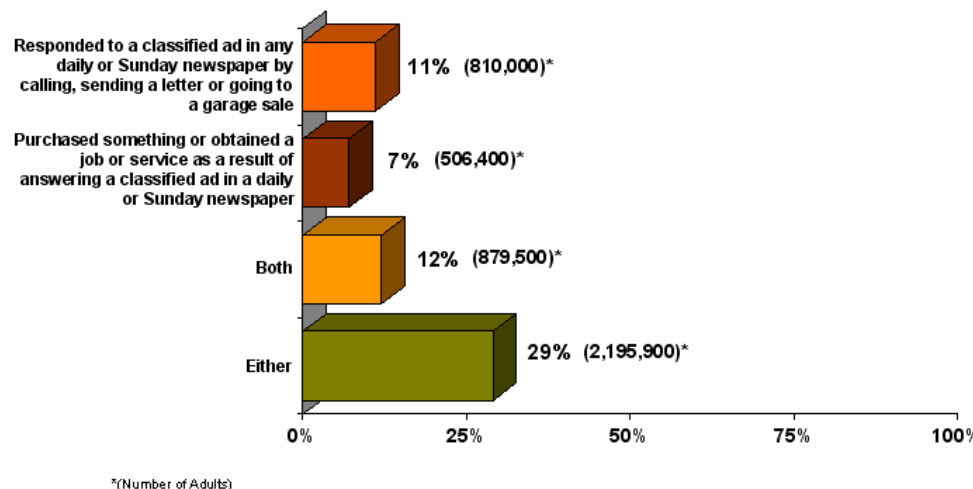
Classified newspaper ads are still well used by Michigan adults.

As shown in the adjoining chart, almost three in 10 Michigan adults, totaling almost 2.2 million people, have responded to a classified ad in a daily or Sunday newspaper or made a purchase, used a service or obtained a job as a result of classified ads in a daily or Sunday newspaper.

Using Newspaper Classifieds

Base: Total Adult Michigan Consumers (7,668,600)

Q25. Now, thinking only about daily or Sunday newspapers, during the past 12 months have you...?



Executive Summary

Half of all Michigan adults read classified or want ads in daily or Sunday newspapers during an average month, equal to more than 3.8 million adults

- One in three read a classified ad for merchandise for sales
- Almost one in four looked at employment ads
- Many read more than one type of ad

Almost a million and a half Michigan adults responded to a classified ad they saw in a weekly community newspaper in the past 12 months; either responding to a classified ad, making a purchase, hiring a service or obtaining a job.

More than 2.6 million adults read classified ads in a weekly community newspaper during an average 30-day period.

INTERNET USE

Michigan adults are relatively heavy Internet users.

Almost seven in 10 (68%) use the Internet or online services (other than for email) weekly. More than half (52%) use on an average weekday.

Usage is particularly high among adults with the highest household incomes.

Almost two thirds (63%) of adult Internet users in Michigan **use a newspaper website**; almost four in 10 (38%) access newspaper websites weekly. Use of newspaper websites is not, however, higher than average among newspaper readers who are Internet users which should be the case; newspaper readers who are Internet users are often more likely to use a newspaper website.

Most newspaper websites accessed (71%) are from Michigan newspapers. Just over one in four newspaper website users (27%) access a website from a newspaper outside of Michigan.

Executive Summary

VACATION TRAVEL

Michigan is a popular vacation spot among state residents.

As shown in the adjoining chart, more than seven in 10 adults or someone in their immediate household (equaling more than 5.5 million adults) take vacations or pleasure trips to other places within Michigan during an average year.

They average almost four trips (3.8) a year.

Other locations in the Midwest are also popular travel destinations.

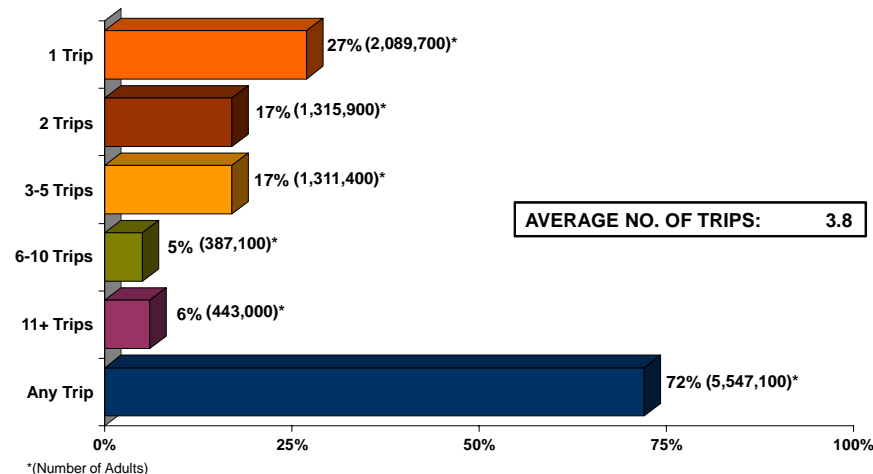
More than four in 10 adults or someone in their immediate household vacations during an average year in such states as Illinois, Ohio, Indiana, Wisconsin or Minnesota. They average more than two (2.4) trips a year.

Traveling In Michigan

Base: Total Adults In Michigan (7,668,600)

Q33. During an average year, how often do you or members of your household take vacations or pleasure trips to other places within Michigan?

NUMBER OF TRIPS:



Executive Summary

VOTING PATTERNS

The vast majority of adults in Michigan (90%) say they are registered to vote.

In addition:

- More than eight in 10 (84%) say they voted in the 2004 presidential election
- 92 percent say they plan to vote in the 2008 presidential election
- 61 percent say they voted in the last election for state and local offices

When do voters choose a candidate?

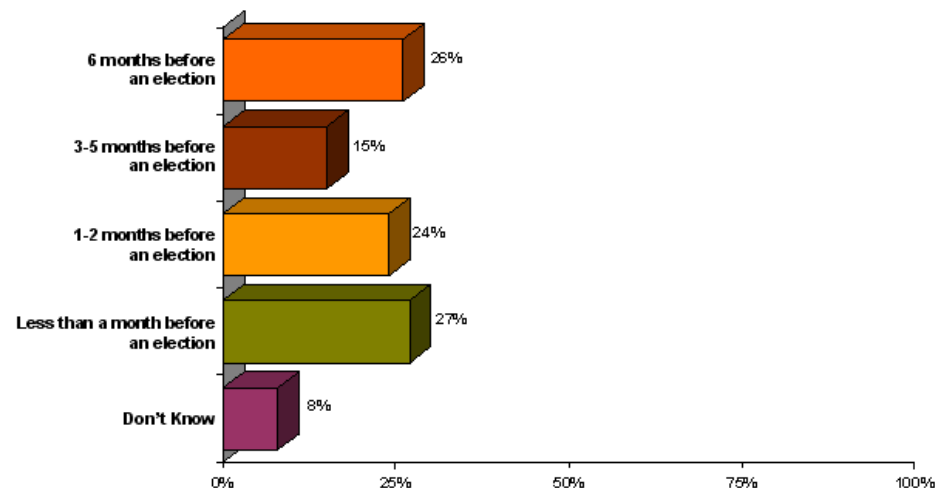
As shown in the adjoining chart, more than half of Michigan voters generally wait until the final two months to decide for whom to vote. More than one in four decide less than a month before the election, enough to sway most contests.

Voters are most likely to get candidate information from newspapers, particularly daily or Sunday newspapers. Other sources are more fragmented, including television which is split between cable and national (network) TV.

Most Voters Waited To Select Candidate

Base: Michigan Voters (7,150,300)

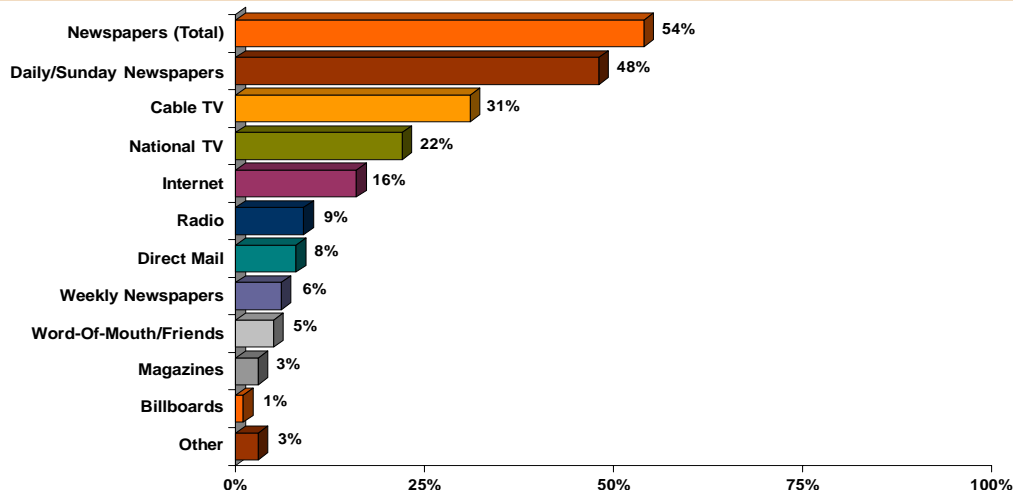
Q50. When do you generally decide for whom to vote?



Newspapers Top Source Of Election Information

Base: Voters In Michigan Using Any Information Source

Q51. Where do you typically get the information you need to decide how to vote in state and local elections?



*(Totals to more than 100 percent due to multiple responses)

II. Specific Findings

1. Comparing News Interests

- As is typical across the nation, adults in Michigan have high interest in world and national news and community news.
 - 70 percent are very interested in world and national news; interest in this topic has increased with the upcoming presidential election and war in Iraq
 - Almost two thirds (65%) are very interested in local community news
- More than half of all adults are also very interested in:
 - Local school and education news
 - Local government
- Interest is slightly lower for information about local places to go and things to do among adults overall, but ***higher than average among younger adults (the only topic in which they are more interested than other adults).***
- Local business news rates last of the six topics measured; just over four in 10 adults are interested in this topic.
- Adults who are Internet users and use websites from Michigan newspapers have a higher interest in most topics.

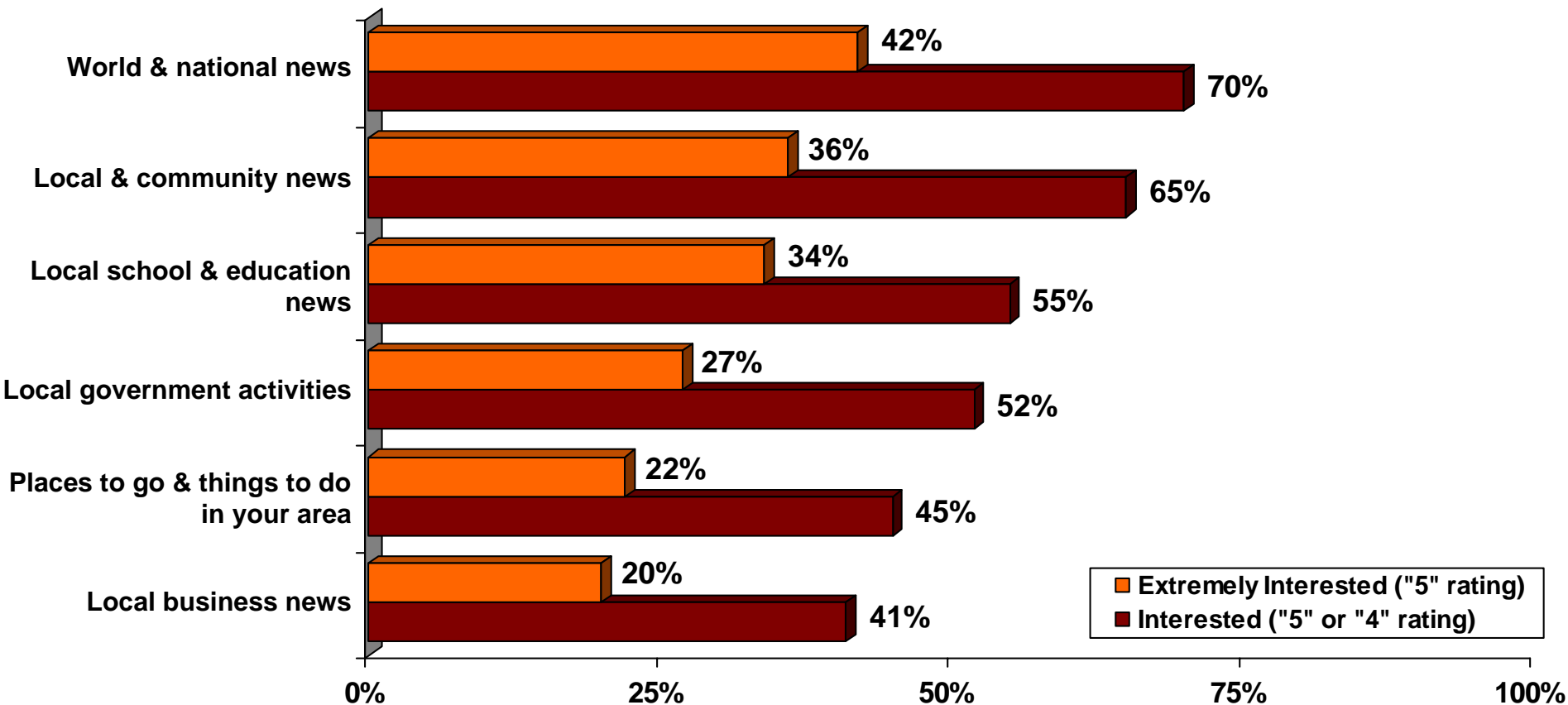
Comparing News Interests

Measuring News Interests

Base: Total Michigan Adults (7,668,600)

Q1. Following are various types of news and information. How interested are you in each using a scale of 5 to 1 where 5 means you are extremely interested and 1 means not interested at all and using any number in between. How interested are you in:

PERCENT INTERESTED IN:



KEY POINT

Adults in Michigan have high interest in world and national news and community news, followed closely by local school and education news. Local government lags slightly behind followed by places to go and things to do in their area and local business news. As shown on the following pages, interest does vary slightly by various groups.

Comparing News Interests

Comparing News Interests

Base: Total Michigan Adults (7,668,600)

Q1. Following are various types of news and information. How interested are you in each using a scale of 5 to 1 where 5 means you are extremely interested and 1 means not interested at all and using any number in between. How interested are you in:

PERCENT INTERESTED IN EACH (“5” or “4” Rating)

	<u>Total</u>	<u>GENDER</u>		<u>AGE</u>			
		<u>Male</u>	<u>Female</u>	<u>18-29</u>	<u>30-39</u>	<u>40-54</u>	<u>55+</u>
	%	%	%	%	%	%	%
World & national news	70	71	70	55	74	70	77
Local & community news	65	57	73	56	68	68	67
Local school & education news	55	47	63	51	64	57	50
Local government activities	52	51	54	45	51	53	57
Places to go & things to do	45	38	52	54	49	42	41
Local business news	41	39	42	40	38	40	44

(Table Continues)

KEY POINT

As is true across the nation, females are more interested than males in most types of local news, including community news, local schools and places to go and things to do in their area. It is also typical that younger adults are less interested in most topics with the exception of local entertainment information.

Comparing News Interests

Comparing News Interests, continued

Base: Total Michigan Adults (7,668,600)

Q1. Following are various types of news and information. How interested are you in each using a scale of 5 to 1 where 5 means you are extremely interested and 1 means not interested at all and using any number in between. How interested are you in:

PERCENT INTERESTED IN EACH (“5” or “4” Rating)

	<u>Total</u>	<u>DAILY/SUNDAY READER</u>			<u>WEEKLY NEWSPAPER READER</u>	<u>INTERNET</u>	
		<u>Average Week</u>	<u>Average Day</u>	<u>Average Sunday</u>		<u>Any Internet</u>	<u>Michigan* Website User</u>
World & national news	70	70	74	71	69	73	80
Local & community news	65	68	73	70	70	64	75
Local school & education news	55	59	60	59	60	57	64
Local government activities	52	55	57	58	57	51	56
Places to go & things to do	45	47	50	48	45	45	45
Local business news	41	42	44	46	46	41	49

*(Use a website from a Michigan newspaper)

KEY POINT

Although the differences aren't statistically significant, the most frequent newspaper readers (average day readers) and readers of weekly newspapers are slightly more interested in most local topics. Again, however, the differences are not statistically significant. Users of Michigan newspapers' websites are, however, more interested in most topics.

2. News & Advertising Sources

- Printed newspapers are clearly the dominant source for most types of news and information in Michigan.
- Consumers say newspapers are easily the best source for:
 - Coverage of news from where they live
 - Information where to shop
 - Information about items on sale and prices
 - Local entertainment including places to go and things to do
- Television receives relatively high ratings for local news coverage, but newspapers still rate No. 1.
- About three in 10 adults rely on the Internet for sale information, but that's still fewer than half the percentage who cite newspapers.

News & Advertising Sources

- More than seven in 10 Michiganders cite newspapers (unprompted) as their main source of local shopping information; no other source is close and other sources are very fragmented
 - Even among younger adults, the vast majority (more than six in 10) say newspapers are their main source of local shopping information
 - This is also true among all income groups, particularly upper income households and females, who make most consumer decisions

- Newspapers also lead television as the top source of local news and information in Michigan, which is not true in every state.

- Television has a slim lead over newspapers as a main source of local and state political and election news.
 - Newspapers were once the primary source, but this has changed with the growth of 24-hour news channels and candidates focusing more on “sound bites”

News & Advertising Sources

Comparing News And Advertising Sources

Base: Adult Consumers Who Select A Source For Each

Q3. I'm going to read some statements to you. For each, please tell me whether you think it best describes newspapers, television, radio, the Internet, mail, billboards or magazines.

WHICH SOURCE HAS THE:

	<u>Best News Coverage About Where You Live</u>	<u>Best Information On Where To Shop</u>	<u>Best Information About Items On Sales and Prices</u>	<u>Best Information About Places To Go and Things To Do</u>
	%	%	%	%
Newspapers	54	60	60	73
Television	40	10	7	9
Radio	5	1	*	5
Internet	2	21	29	10
Mail	*	1	1	*
Billboards	*	3	*	*
Magazines	*	3	2	3

*(Less than .05 percent)

KEY POINT

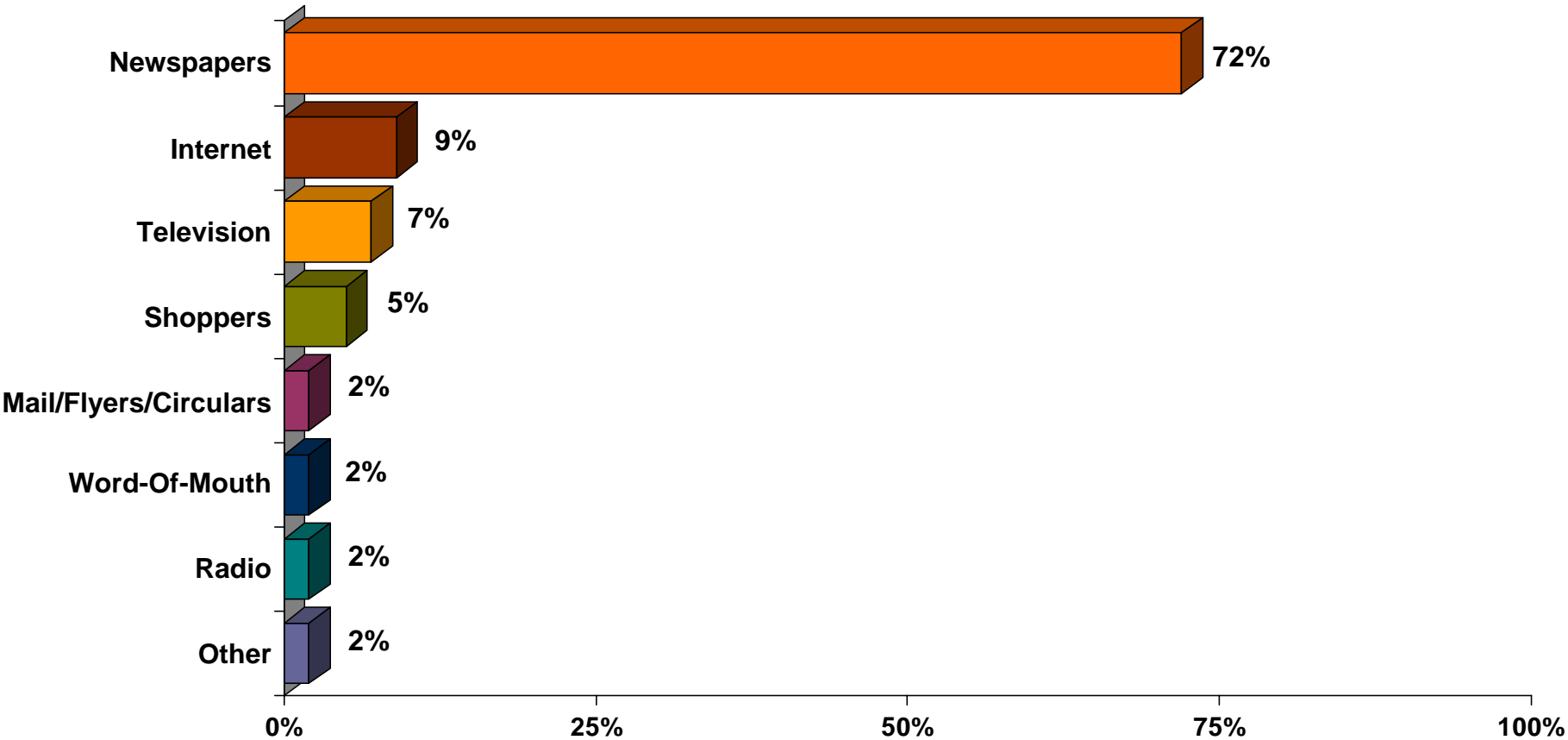
Newspapers are easily the best source of information for local news, where to shop, items on sale and local entertainment, including places to go and things to do. Television receives relatively high ratings for local news coverage, but newspapers still rate No. 1. About three in 10 adults rely on the Internet for sale information, but that's fewer than half the percentage that cite newspapers. Newspapers also dominate sources of local entertainment news; other sources are very fragmented.

News & Advertising Sources

Newspapers Overwhelmingly Top Source For Local Shopping Information

Base: Adults Naming A Source of Shopping Information (7,278,400)

Q4a. What is your main source of local shopping information?



KEY POINT

More than seven in 10 Michiganders turn to newspapers as their main source of local shopping information. No other source is close. In addition, other sources are very fragmented. This question was asked open-ended; that is, without prompting.

News & Advertising Sources

Newspapers Overwhelmingly Top Source For Local Shopping Information

Base: Adults Naming A Source of Shopping Information (7,278,400)

Q4a. What is your main source of local shopping information?

	<u>Total</u>	<u>GENDER</u>		<u>AGE</u>				<u>INCOME</u>				
		<u>Male</u>	<u>Female</u>	<u>18-29</u>	<u>30-39</u>	<u>40-54</u>	<u>55+</u>	<u>Under \$25,000</u>	<u>\$25,000-49,999</u>	<u>\$50,000-74,999</u>	<u>\$75,000-99,000</u>	<u>\$100,000+</u>
	%	%	%	%	%	%	%	%	%	%	%	%
Newspapers	72	70	75	62	62	81	78	67	74	66	70	81
Internet	9	12	6	18	17	4	2	5	8	13	18	11
Television	7	6	8	8	12	5	6	14	8	6	7	2
Shoppers	5	3	6	4	4	4	6	4	7	6	*	3
Mail/flyers	2	1	3	*	*	2	3	2	2	*	4	3
Word-Of-Mouth	2	4	1	3	3	1	2	5	1	4	1	*
Radio	2	3	1	5	*	2	1	4	1	2	*	*
Other	2	1	2	*	3	2	1	*	*	4	*	*

*(Less than .05 percent)

KEY POINT

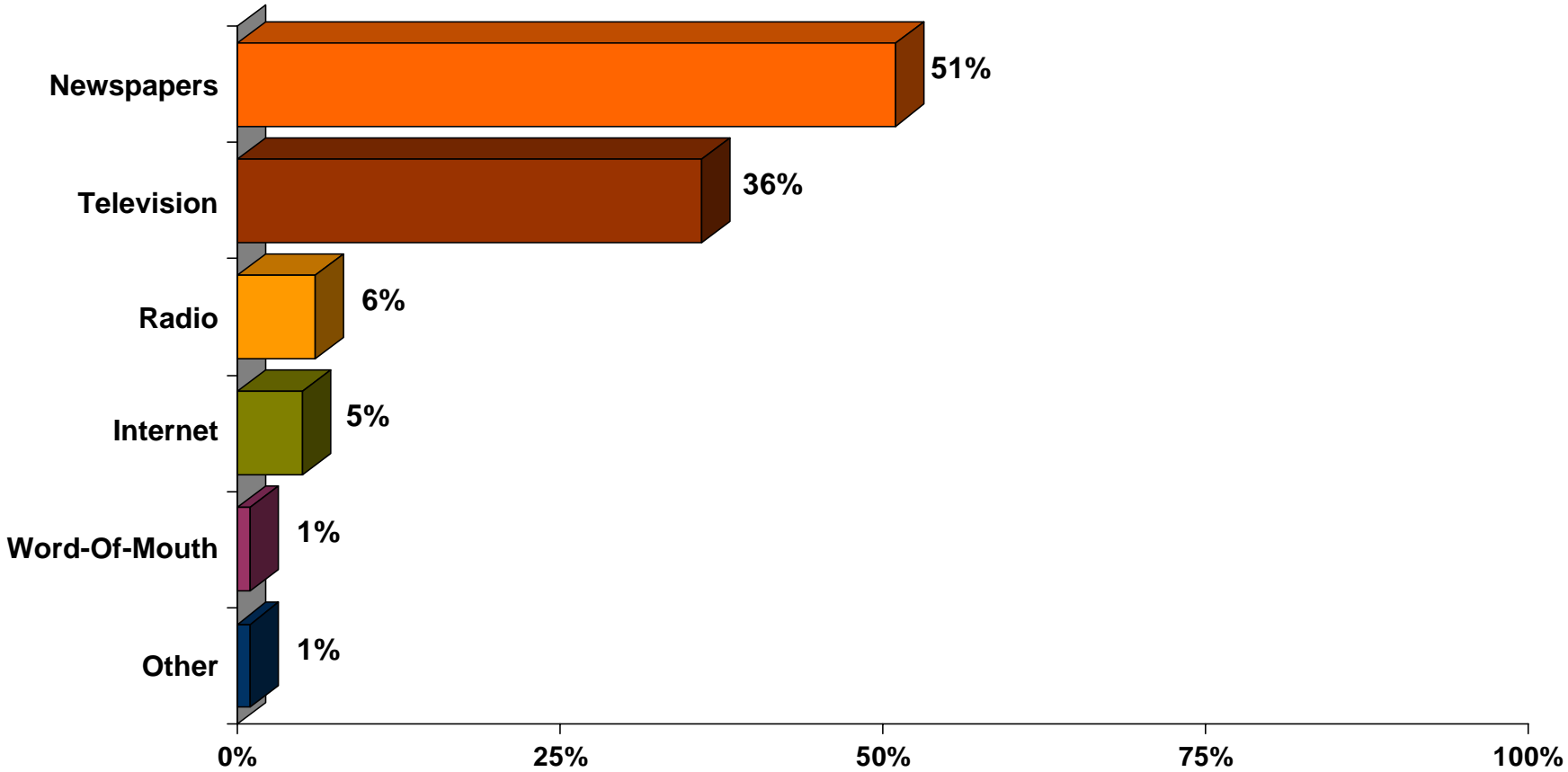
Even among younger adults, the vast majority (more than six in 10) say newspapers are their main source of local shopping information. This is also true among all income groups, particularly upper income households and females, who make most consumer decisions.

News & Advertising Sources

Top Source For Local News And Information

Base: Total Adults Naming A Local News Source (7,576,300)

Q4b. What is your main source of local news and information?



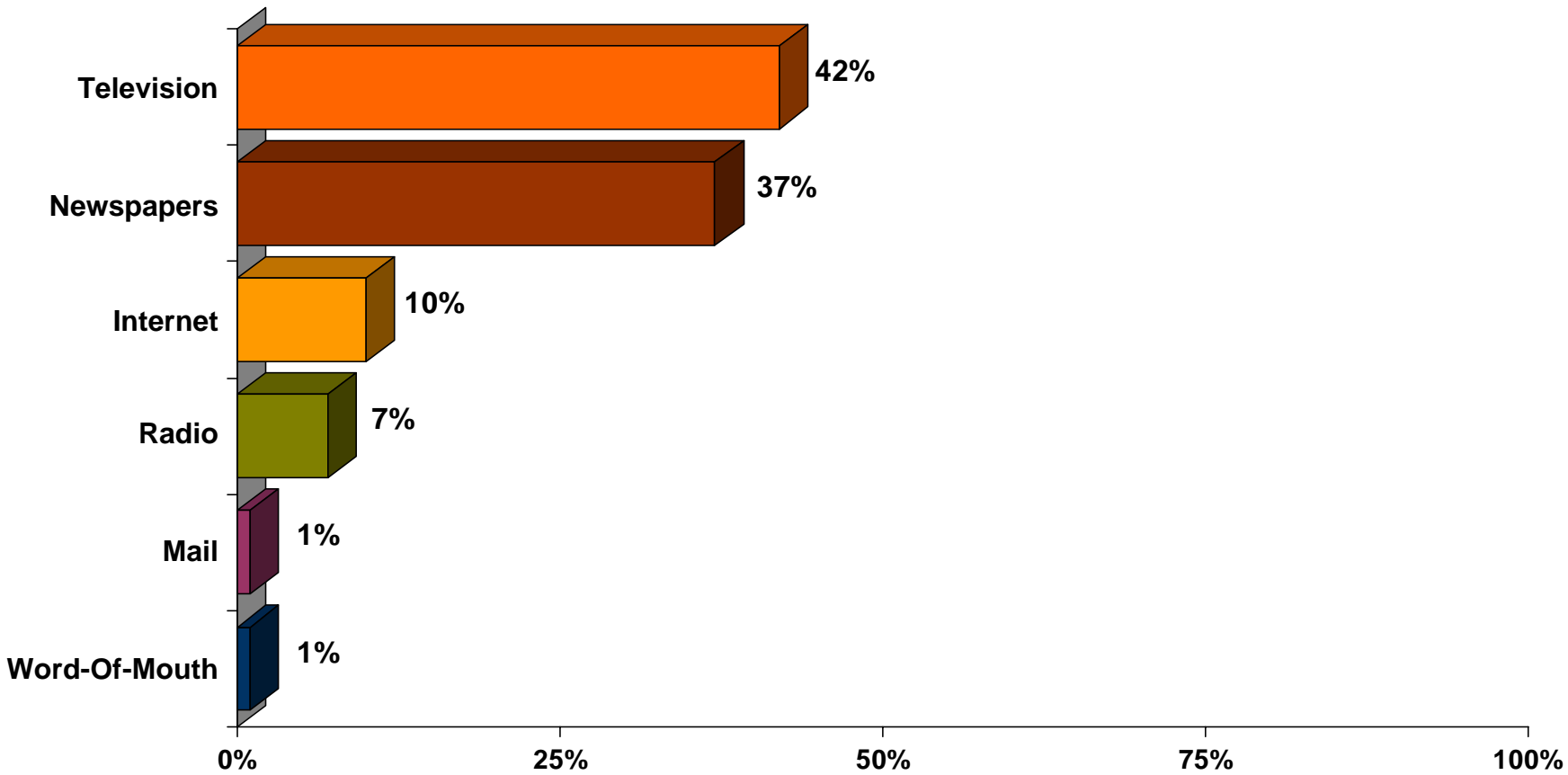
KEY POINT Newspapers also lead television as the top source of local news and information in Michigan. This is not always the case.

News & Advertising Sources

Top Sources For Local And State Political Election News

Base: Adults Naming A Source For Local & State Political And Election News (7,512,800)

Q4c. What is your main source of local and state political and election news?



KEY POINT Television has a slim lead over newspapers as a main source of local and state political and election news. The growth of 24-hour news channels and candidates focusing more on “sound bites” has helped the reach of television.

3. Daily & Sunday Newspaper Readership

- Michigan is an unusually strong newspaper market.
 - Almost six in 10 adults (58%) read a printed daily or Sunday newspaper on an average weekday, 20 percent higher than the national average
 - Eight in 10 read at least once during an average week, Monday through Friday

- The same trends are true on Sunday.

- Seven in 10 (70%) adults read a printed daily or Sunday newspaper on an average Sunday, about 25 percent higher than average across the U.S.

- Almost nine in 10 adults (87%) read at least one Michigan newspaper during an average seven-day period, Sunday through Saturday.

- We also calculated the combined, unduplicated aggregate reach of printed newspapers in Michigan and their websites.
 - This is the percentage of adults who read a printed newspaper or access a Michigan newspaper website during an average seven-day week

Daily & Sunday Newspaper Readership

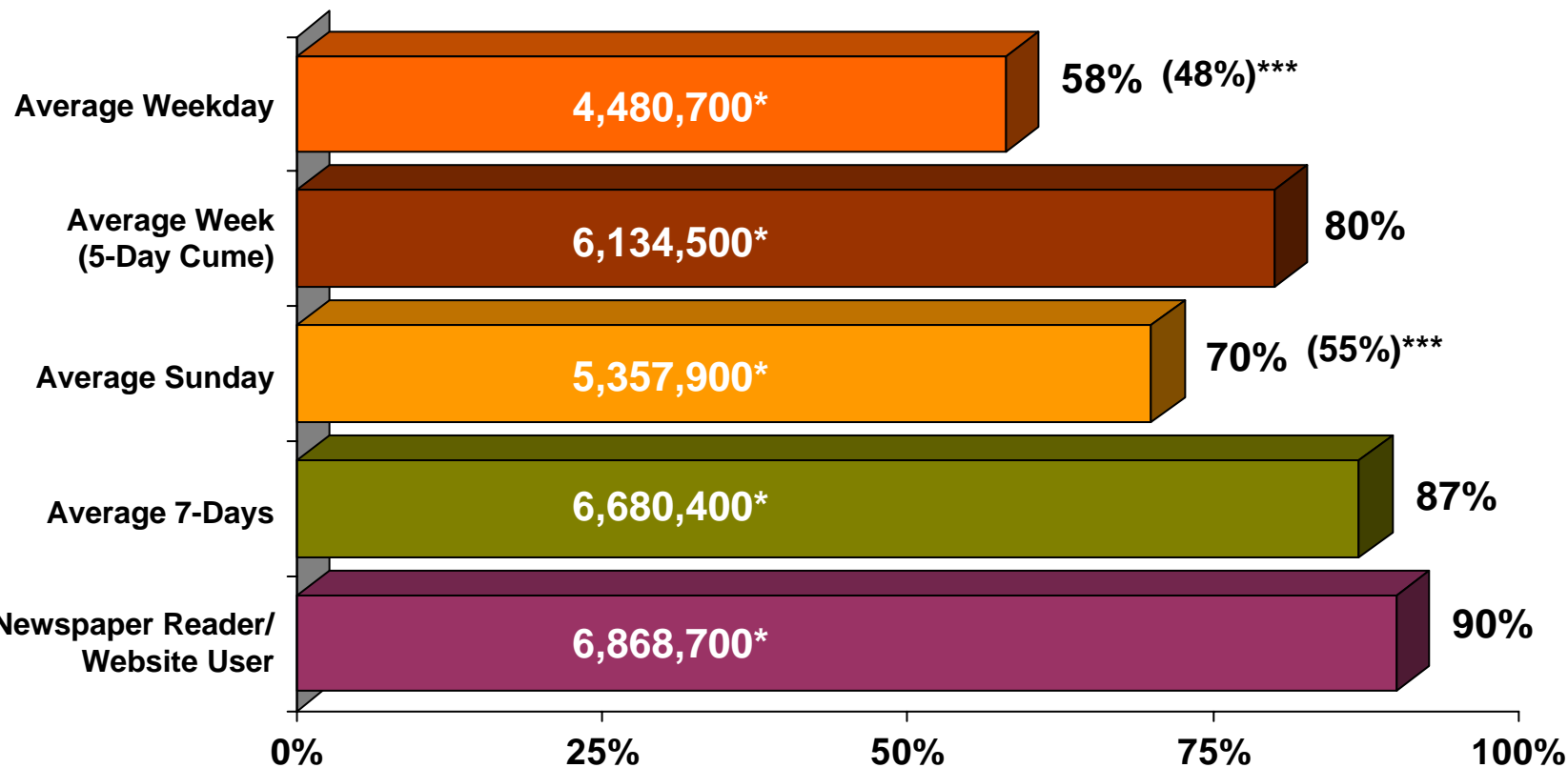
- Michigan newspapers and their websites (Michigan websites, not any newspaper website) reach nine in 10 adults (90%) during an average week, adding three percent to the reach of printed newspapers.
- Newspaper websites particularly help attract adults age 30 to 39, who are least likely to read printed newspapers.
 - 77 percent of adults age 30 to 39 read a printed Michigan newspaper during an average seven-day week
 - 83 percent read a printed newspaper or use a Michigan newspaper website
- One point of concern, while readership penetration is high there is an issue with print reader frequency.
- Almost three in 10 past week readers (28%) do not read their newspaper on an average weekday, slightly higher than the national average of 24 percent.

Daily & Sunday Newspaper Readership

Newspaper Readership In Michigan

Base: Total Michigan Adults (7,668,600)

PERCENT WHO READ A PRINTED NEWSPAPER:



*(Number of Adults)

** (Percent who read a printed newspaper during an average 7-day week, or use Michigan newspaper website)

*** (National Average)

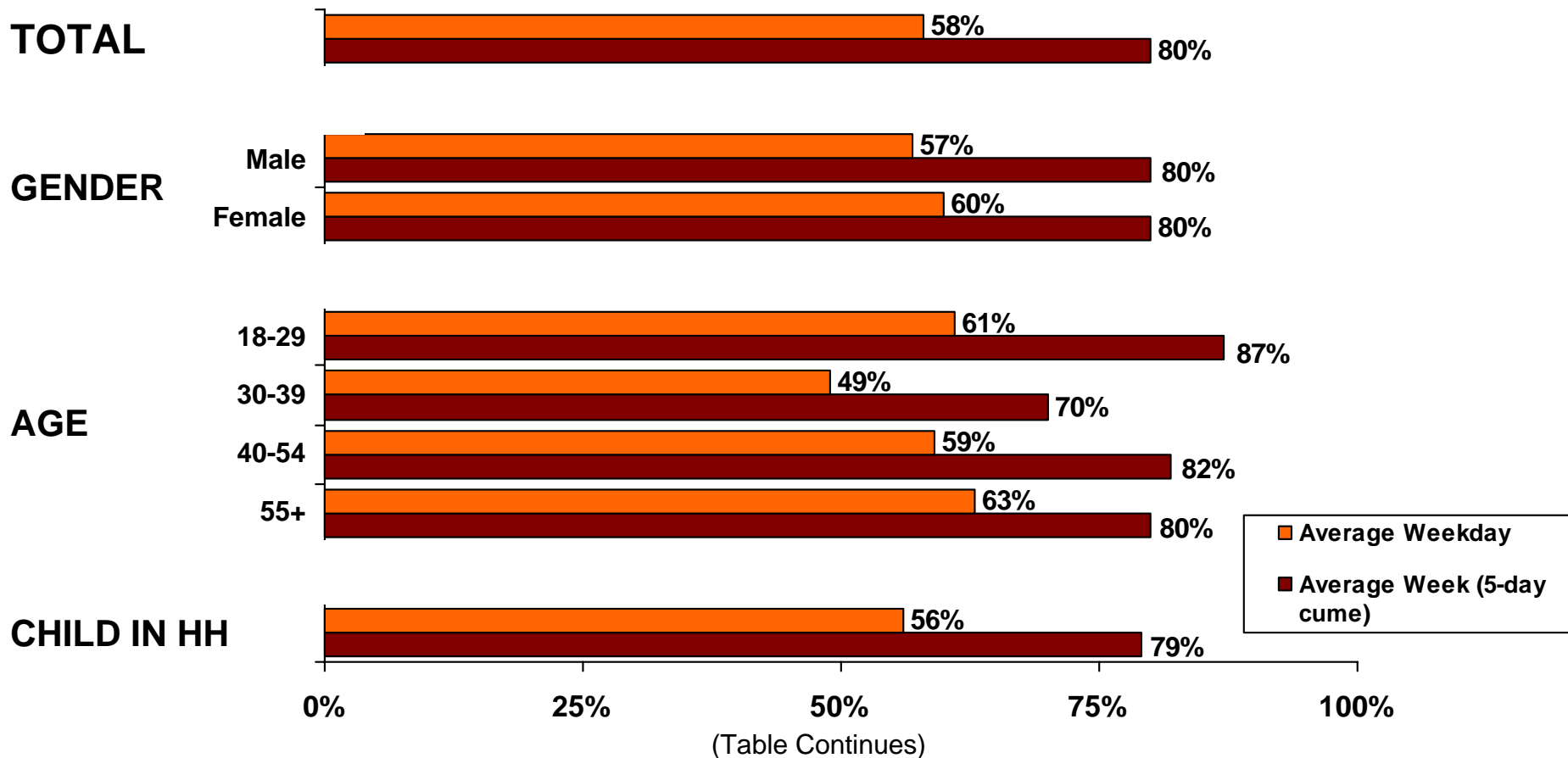
KEY POINT

Almost six in 10 Michigan adults (58%) read a printed daily or Sunday newspaper on an average weekday, 20 percent higher than the national average of 48 percent. Eight in 10 adults read at least once during an average week, Monday through Friday. Seven in 10 (70%) read a printed daily or Sunday newspaper on an average Sunday, about 25 percent higher than average across the U.S. and 87 percent read at least once during an average seven-day period, Sunday through Saturday. Michigan newspapers and their websites reach nine in 10 adults. This is the total, unduplicated reach of Michigan's printed newspapers and their websites during an average seven-day week.

Daily & Sunday Newspaper Readership

Comparing Average Week And Average Day

Base: Total Michigan Adults (7,668,600)



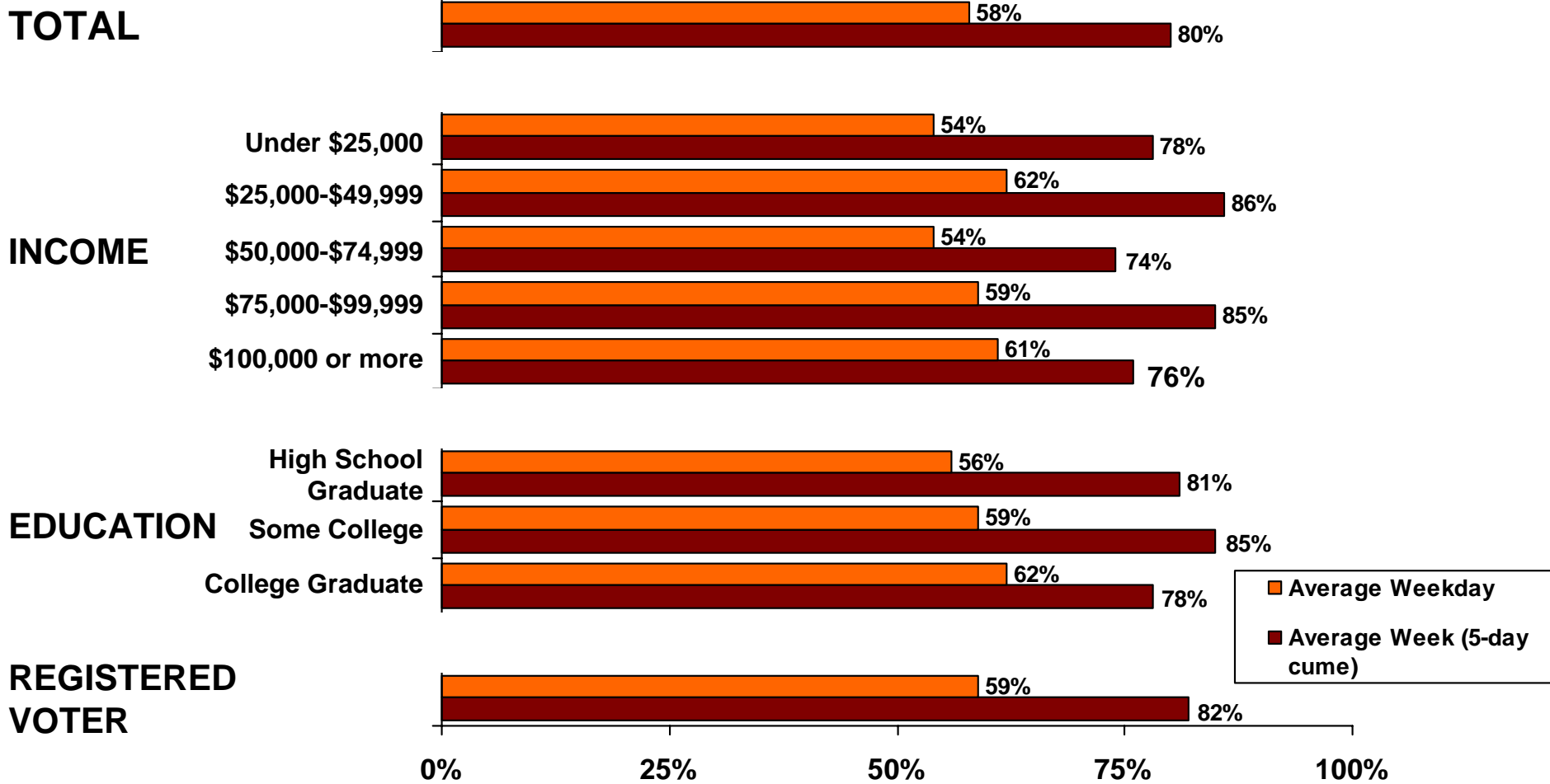
KEY POINT

Printed newspaper readership is strong among all groups in Michigan. Even among younger adults (age 18 to 29) six in 10 (61%) read on an average weekday. Readership is lowest among adults age 30 to 39. This is typical across the nation. These people are at busy time of their lives. They are more likely than any group to be employed full time and more likely than average to have children at home. There is one concern, however, the large (22 percentage point) gap between past week and average weekday readership. This means 28 percent of all past week readers do not read their newspaper on an average weekday, higher than the national average of 24 percent.

Daily & Sunday Newspaper Readership

Comparing Average Week And Average Day, continued

Base: Total Michigan Adults (7,668,600)



KEY POINT

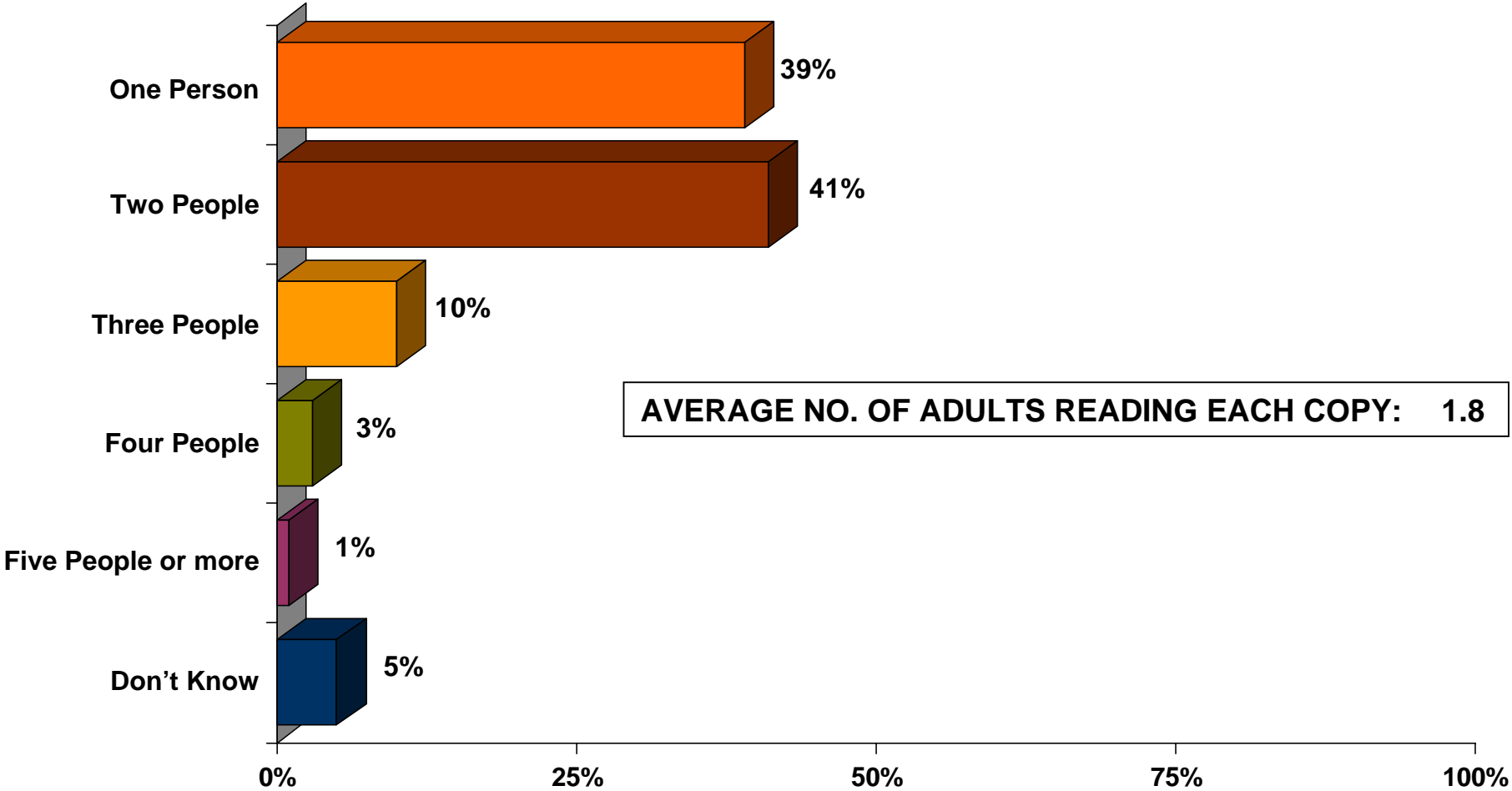
Weekday newspaper readership is strong among all income and educational groups.

Daily & Sunday Newspaper Readership

Newspapers Read By Multiple Household Members

Base: Weekday Newspaper Readers (6,134,520)

Q12. How many total members of your household, including yourself, adults 18 and older, read an average copy of your daily, Monday to Friday newspaper?

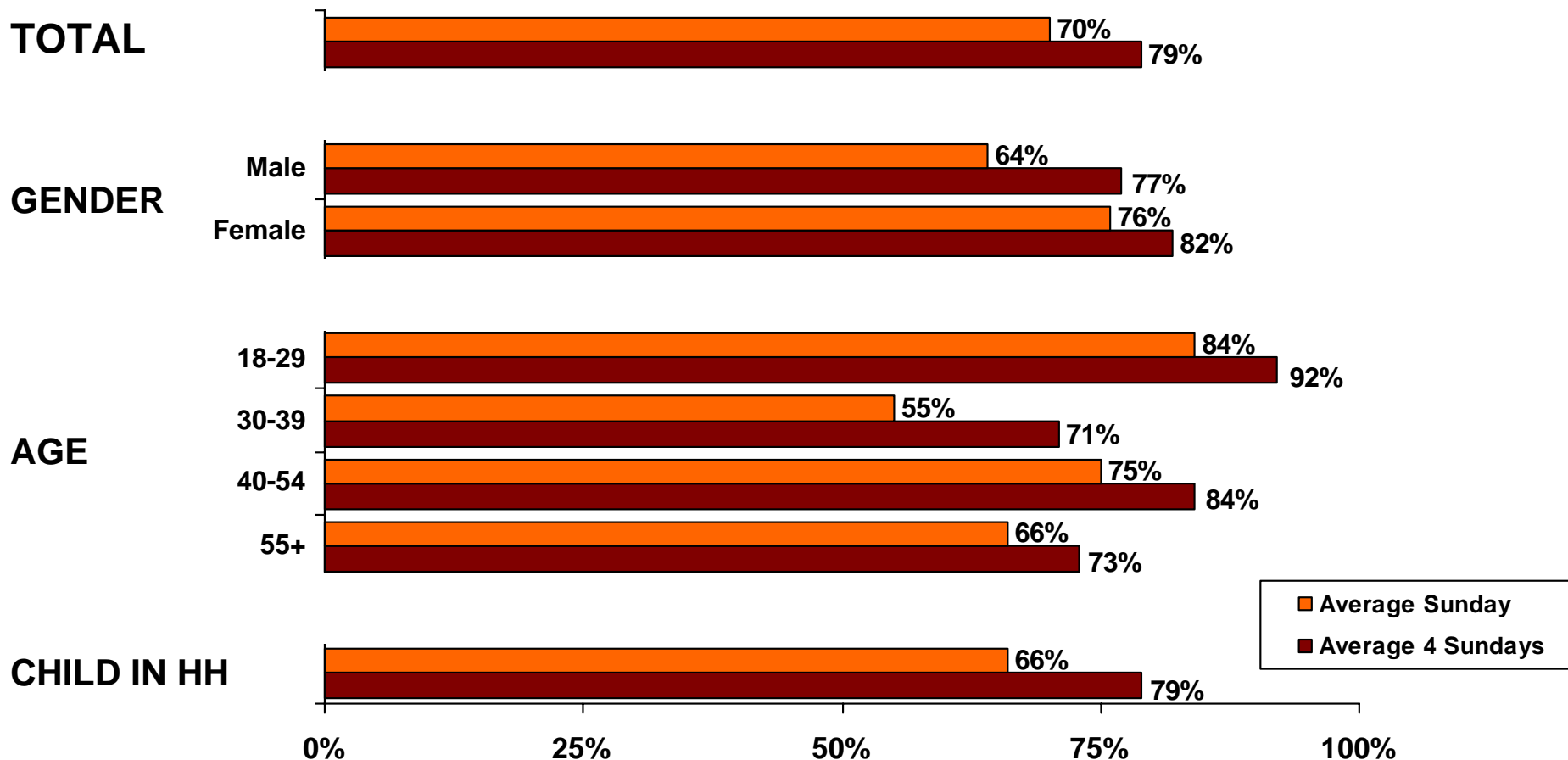


KEY POINT — Almost two Michiganders on average read each copy of a weekday newspaper.

Daily & Sunday Newspaper Readership

Monthly And Average Sunday Newspaper Readership

Base: Total Michigan Adults (7,668,600)



(Table Continues)

KEY POINT

As on weekdays, the vast majority of all demographic groups are avid Sunday print newspaper readers. Also as on weekdays, readership is lower among adults age 30 to 39, which is true nationally.

Daily & Sunday Newspaper Readership

Comparing Average Week And Average Day, continued

Base: Total Michigan Adults (7,668,600)

TOTAL



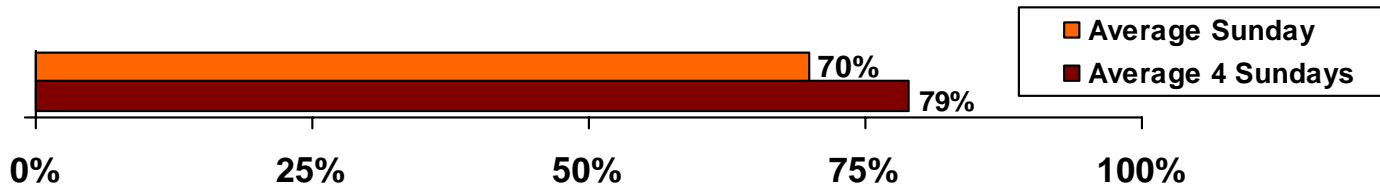
INCOME



EDUCATION



REGISTERED VOTER



KEY POINT

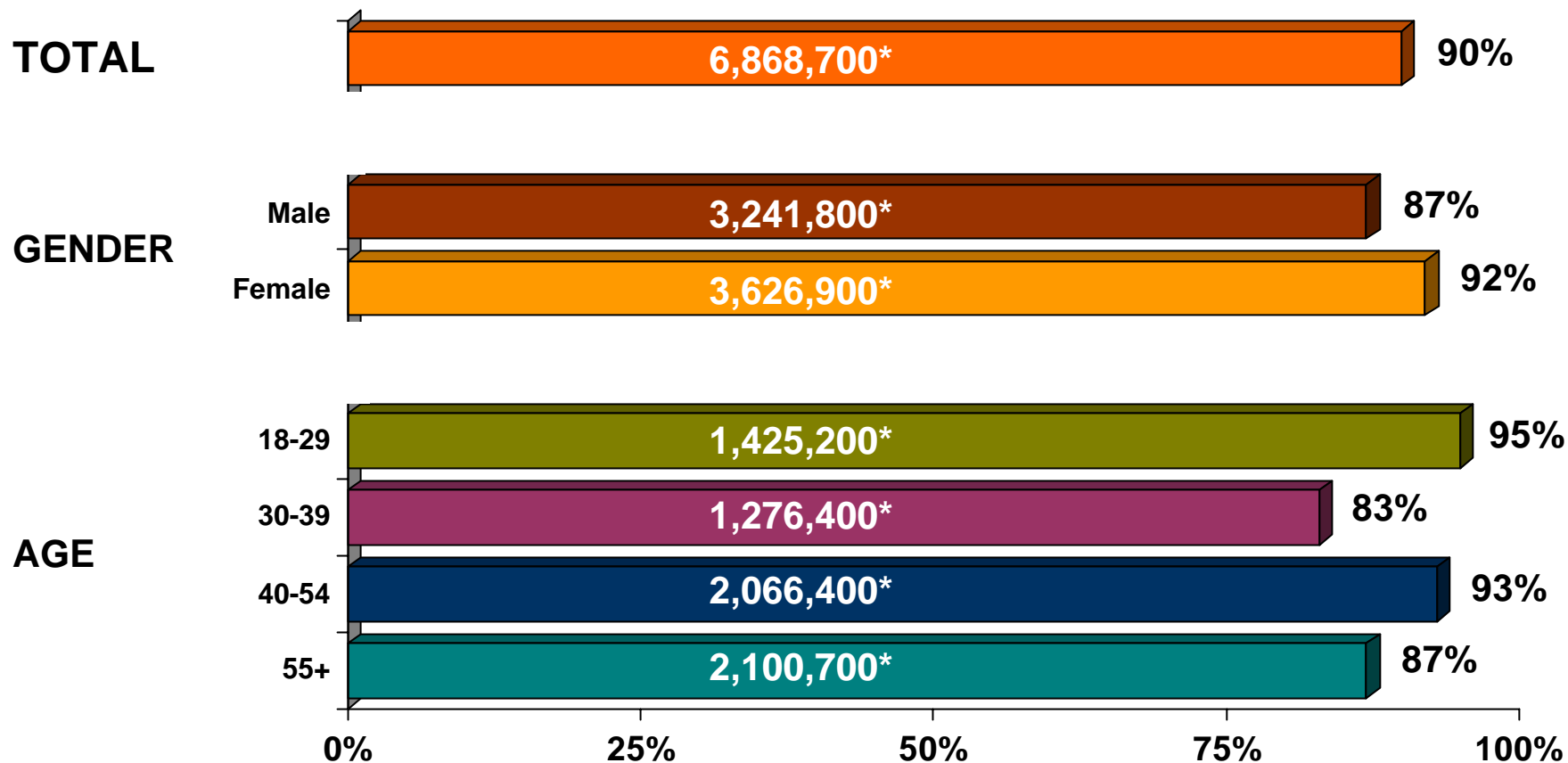
As on weekdays, reach of Sunday printed newspapers is high among all demographic groups.

Daily & Sunday Newspaper Readership

Comparing Unduplicated Aggregate Reach

Base: Total Michigan Adults (7,668,600)

NEWSPAPER PRINT/ONLINE AGGREGATE 7-DAY REACH



*(Number of Adults)

This and the following table show the total **unduplicated** aggregate print and online reach for Michigan newspapers and their websites among key demographic groups. This is the percentage who read printed Michigan newspapers or use a Michigan newspaper's website. Newspaper websites particularly increase reach among adults age 30 to 39.

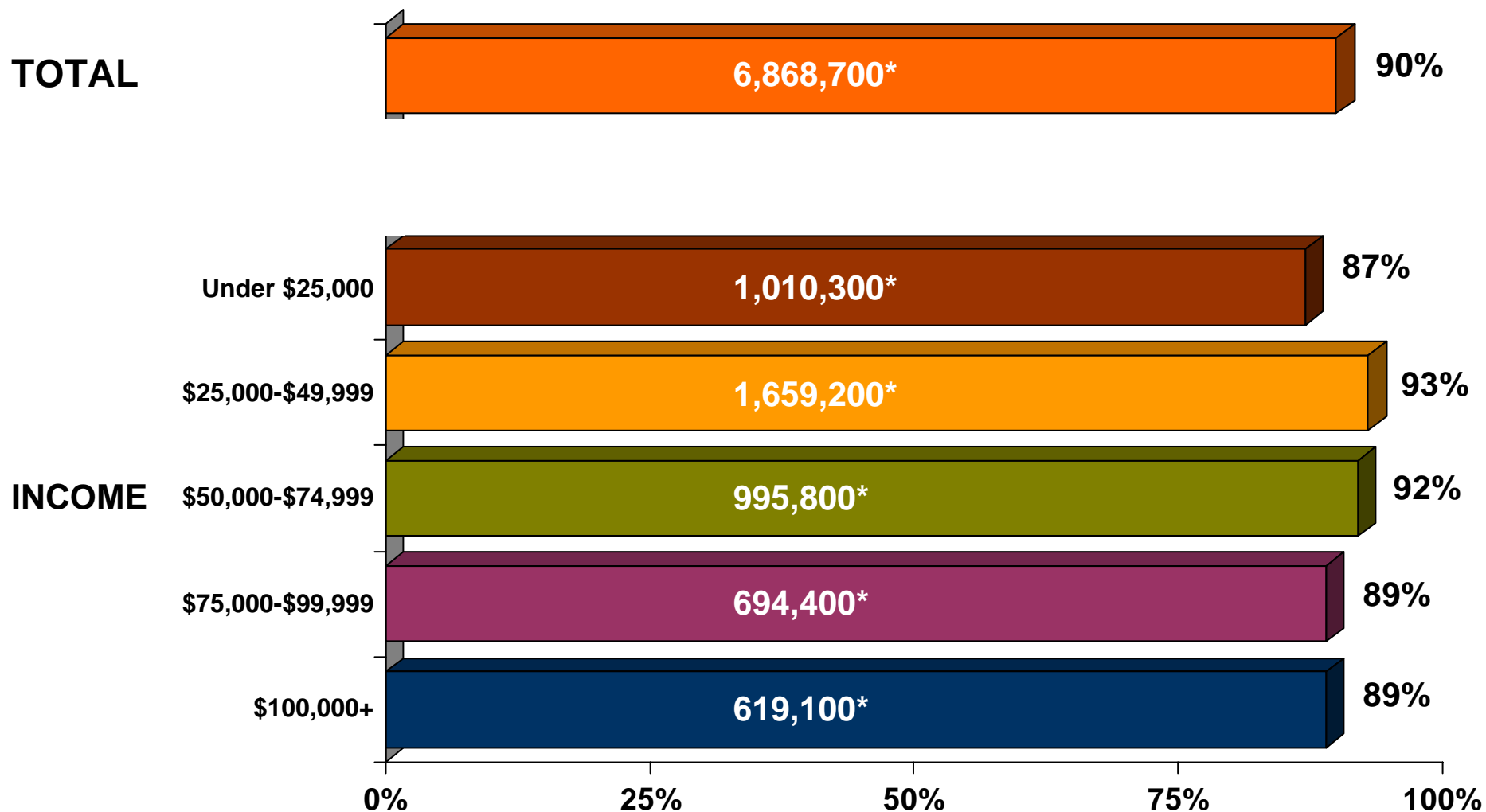
KEY POINT

Daily & Sunday Newspaper Readership

Comparing Unduplicated Aggregate Reach

Base: Total Michigan Adults (7,668,600)

NEWSPAPER PRINT/ONLINE AGGREGATE 7-DAY REACH



*(Number of Adults)

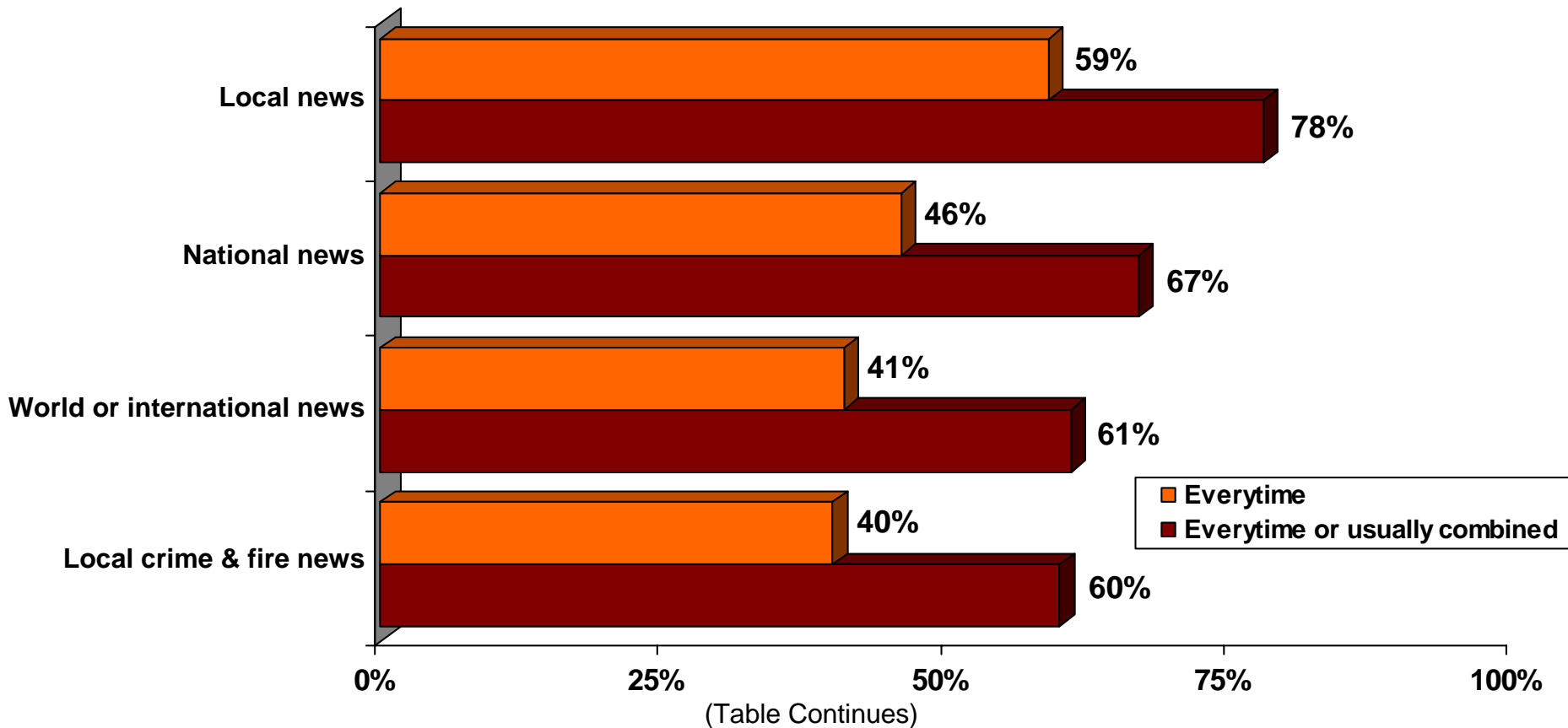
Daily & Sunday Newspaper Readership

Reading Newspaper Sections

Base: Total Newspaper Readers (6,998,000)

Q17. Following are some sections and features that appear in most daily or Sunday newspapers. For each, please tell me if you read it every time you pick up a daily or Sunday newspaper even if you don't read one regularly, usually when you pick one up, sometimes, rarely or never. How often do you read:

PERCENT WHO READ:



KEY POINT

Local news is clearly the best-read newspaper coverage among weekday or Sunday newspaper readers in Michigan. National and world news come next, followed closely by local crime and fire news. As shown on the following pages, however, readership does vary among different groups.

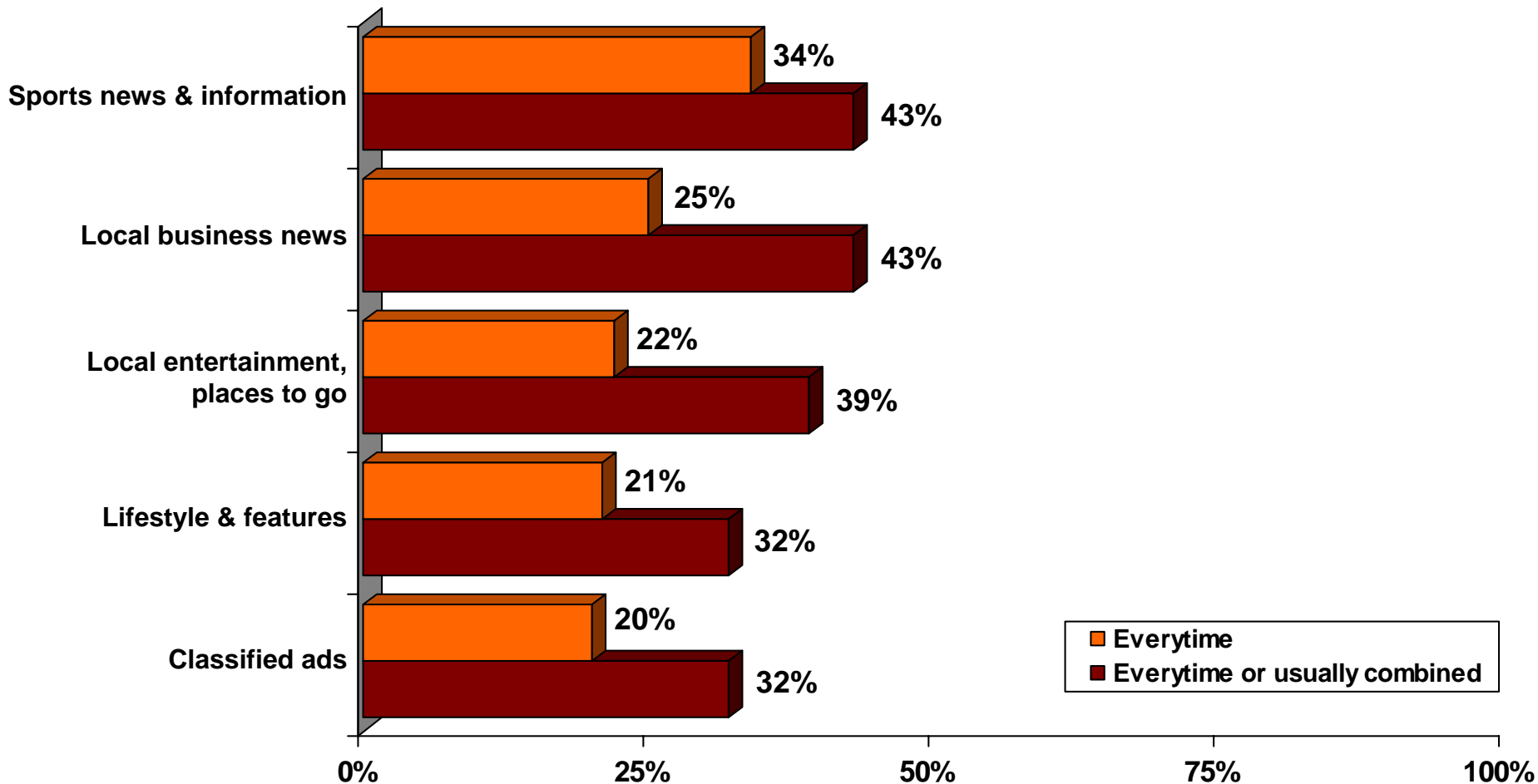
Daily & Sunday Newspaper Readership

Reading Newspaper Sections, continued

Base: Total Newspaper Readers (6,998,000)

Q17. Following are some sections and features that appear in most daily or Sunday newspapers. For each, please tell me if you read it every time you pick up a daily or Sunday newspaper even if you don't read one regularly, usually when you pick one up, sometimes, rarely or never. How often do you read:

PERCENT WHO READ:



Daily & Sunday Newspaper Readership

Comparing Readership of Newspaper Sections

Base: Total Newspaper Readers (6,998,000)

Q17. Following are some sections and features that appear in most daily or Sunday newspapers. For each, please tell me if you read it every time you pick up a daily or Sunday newspaper even if you don't read one regularly, usually when you pick one up, sometimes, rarely or never. How often do you read:

PERCENT WHO READ EVERYTIME OR USUALLY:

	<u>GENDER</u>		<u>AGE</u>				
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-29</u>	<u>30-39</u>	<u>40-54</u>	<u>55+</u>
	%	%	%	%	%	%	%
Local news	78	74	82	66	81	77	86
National news	67	68	66	62	67	62	76
World or international news	61	60	62	50	64	56	72
Local crime & fire news	60	56	63	56	57	56	67
Sports news & information	43	58	30	44	47	40	44
Local business news	43	46	41	32	45	44	49
Local entertainment	39	37	41	50	48	33	32
Lifestyles & features	32	19	45	29	28	33	36
Classified ads	32	33	30	36	36	36	21

KEY POINT

As is true nationally, females are more interested in reading various types of local news along with lifestyle and feature news while males are more interested in sports. Younger adults are less interested in most news topics, with the exception of local entertainment such as places to go and things to do. Classifieds are also a draw for younger adults.

4. Weekly Newspaper Readership

- Weekly newspaper readership is also strong in Michigan.
- More than seven in 10 Michigan adults read a weekly or community newspaper.
- More than half (54%) of all adults read on an average week, equal to more than 4.1 million weekly readers.
 - Weekly newspaper readership is high among all demographic groups, particularly females who make most consumer decisions
 - Weekly readership is also high among adults with the highest household incomes
- Almost two Michigan adults (1.8) on average read each copy of a weekly or community newspaper
- Readership of weekly newspapers is actually even more wide spread.
 - Weekly newspaper readers read an average of 1.7 different weekly newspapers
 - More than four in 10 read two or more different weekly newspapers.

Weekly Newspaper Readership

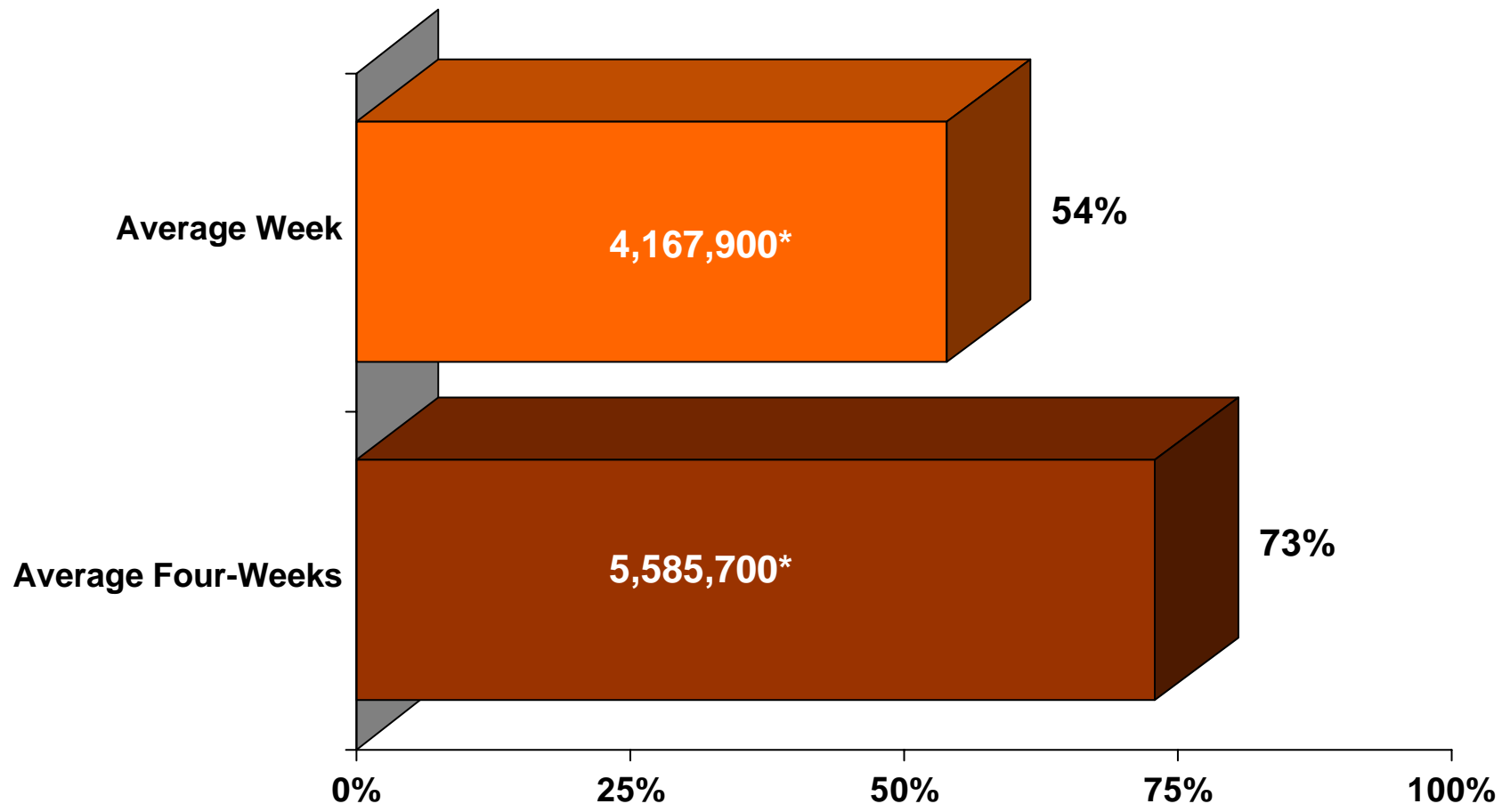
- Weekly newspapers have long shelf life, an important consideration in advertising sales.
 - Only one in five are read and thrown away the same day it arrives
 - Almost half (47%) are kept the entire week, or until the next issue arrives
 - More than half stay in the home four days or longer

Weekly Newspaper Readership

Most Consumers Read Weekly Newspapers

Base: Total Michigan Adults (7,668,600)

PERCENT WHO READ WEEKLY COMMUNITY NEWSPAPERS:



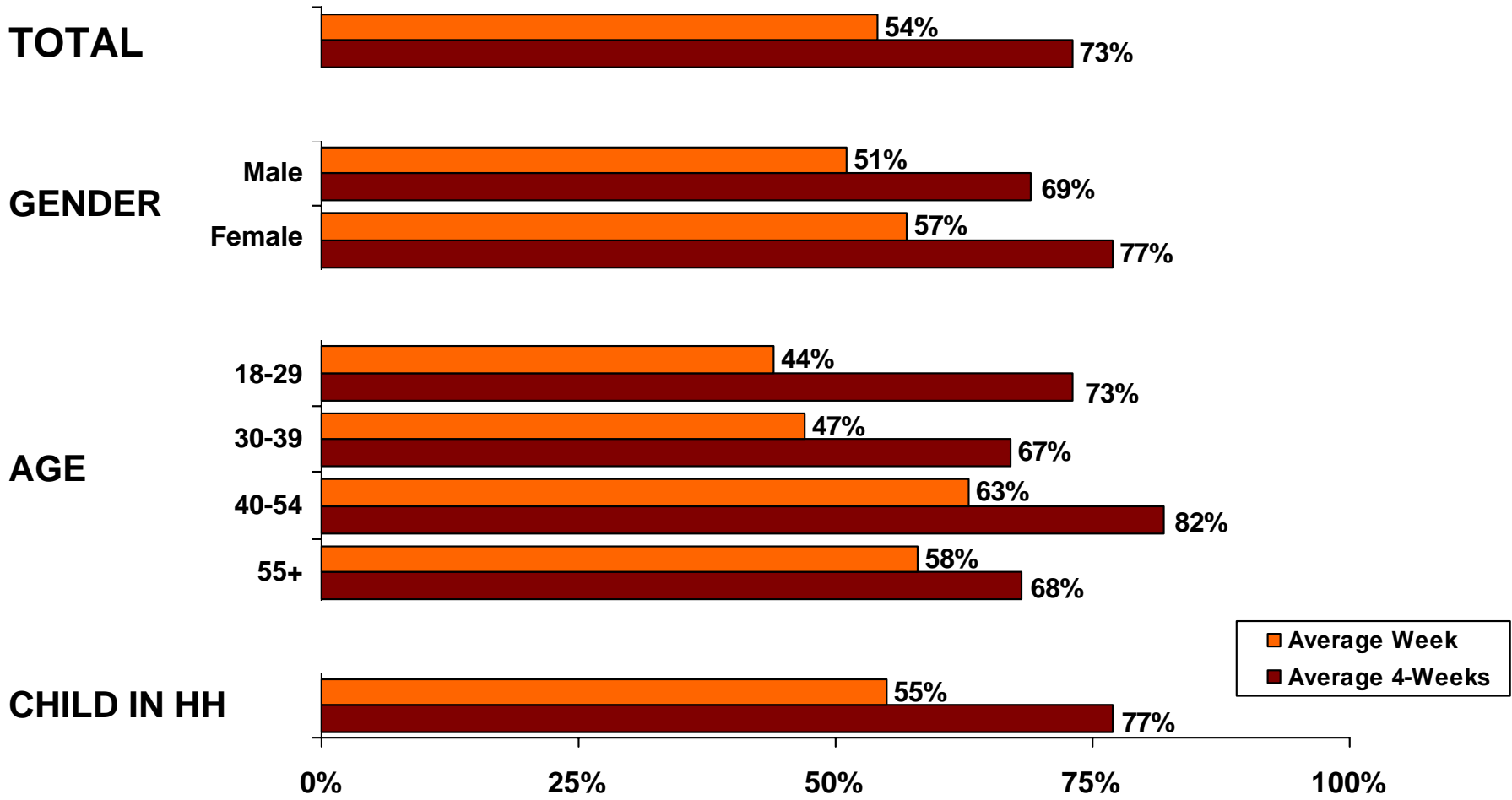
*(Number of Adults)

KEY POINT More than seven in 10 Michigan adults read a weekly or community newspaper; more than half (54%) read on an average week. This is equal to more than 4.1 million weekly readers.

Weekly Newspaper Readership

Profiling Weekly/Community Newspaper Readership

Base: Total Michigan Adults (7,668,600)



(Table Continues)

KEY POINT Weekly newspaper readership is high among all demographic groups, particularly females who make most consumer decisions.

Weekly Newspaper Readership

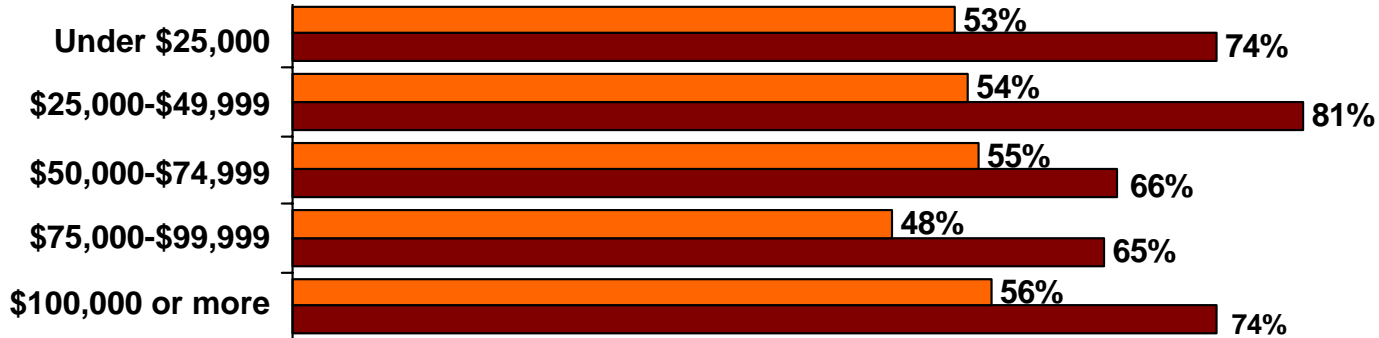
Profiling Weekly/Community Newspaper Readership, continued

Base: Total Michigan Adults (7,668,600)

TOTAL



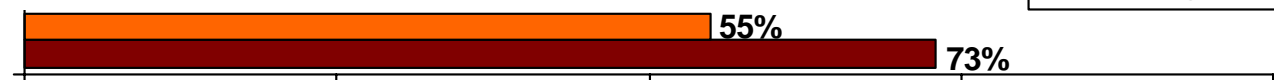
INCOME



EDUCATION



REGISTERED VOTER



■ Average Week
■ Average 4-Weeks

0% 25% 50% 75% 100%

KEY POINT

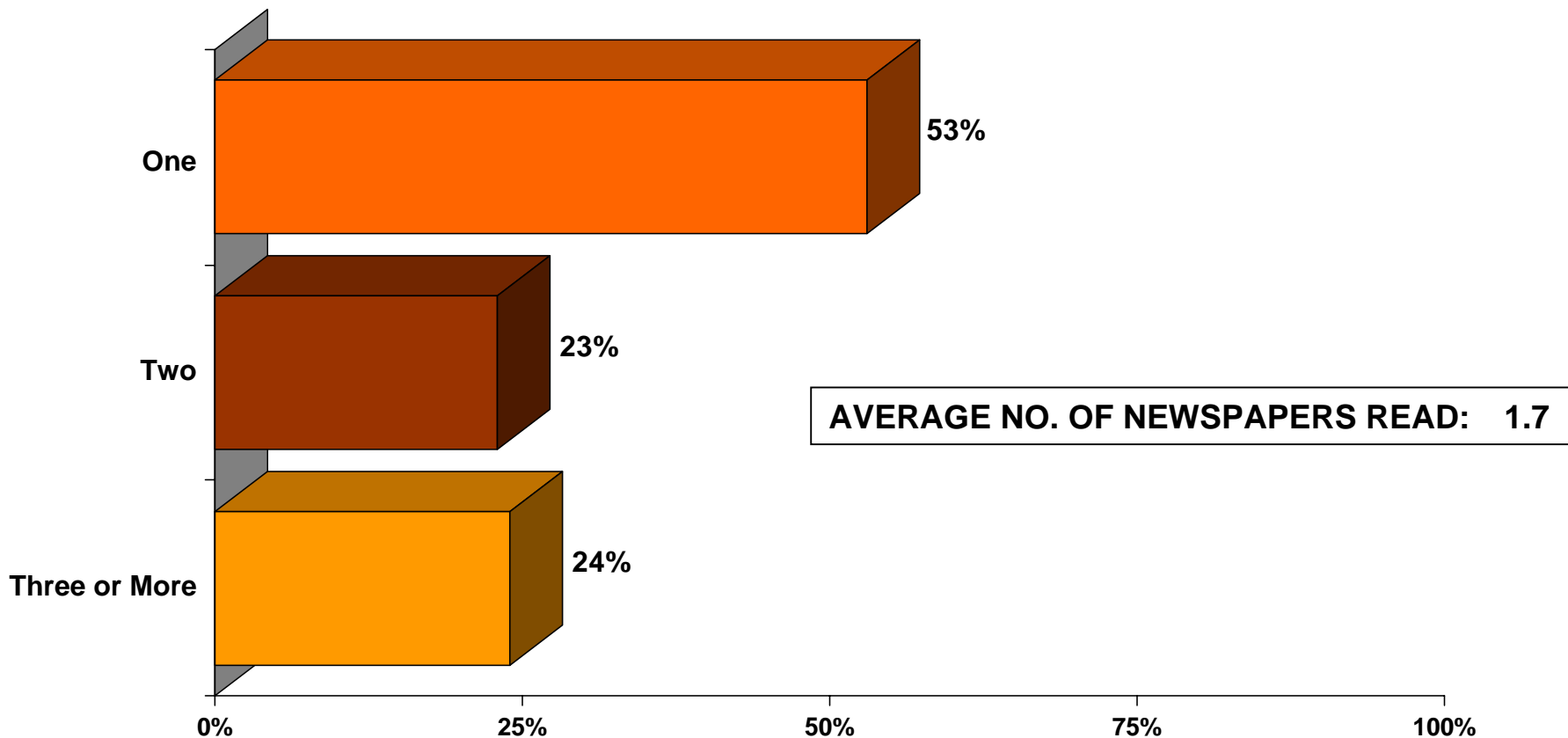
Weekly readership is also high among adults with the highest household incomes.

Weekly Newspaper Readership

Many Read More Than One Weekly

Base: Weekly Newspaper Readers (5,585,700)

Q21. How many different local weekly community neighborhood newspapers have you read at any time during the past four weeks; that is, a weekly community newspaper with local news and ads? Again, I mean different weekly newspapers, not different editions of the same weekly newspaper.



KEY POINT

Weekly newspaper readers read an average of 1.7 weekly newspapers. More than four in 10 read two or more different weekly newspapers.

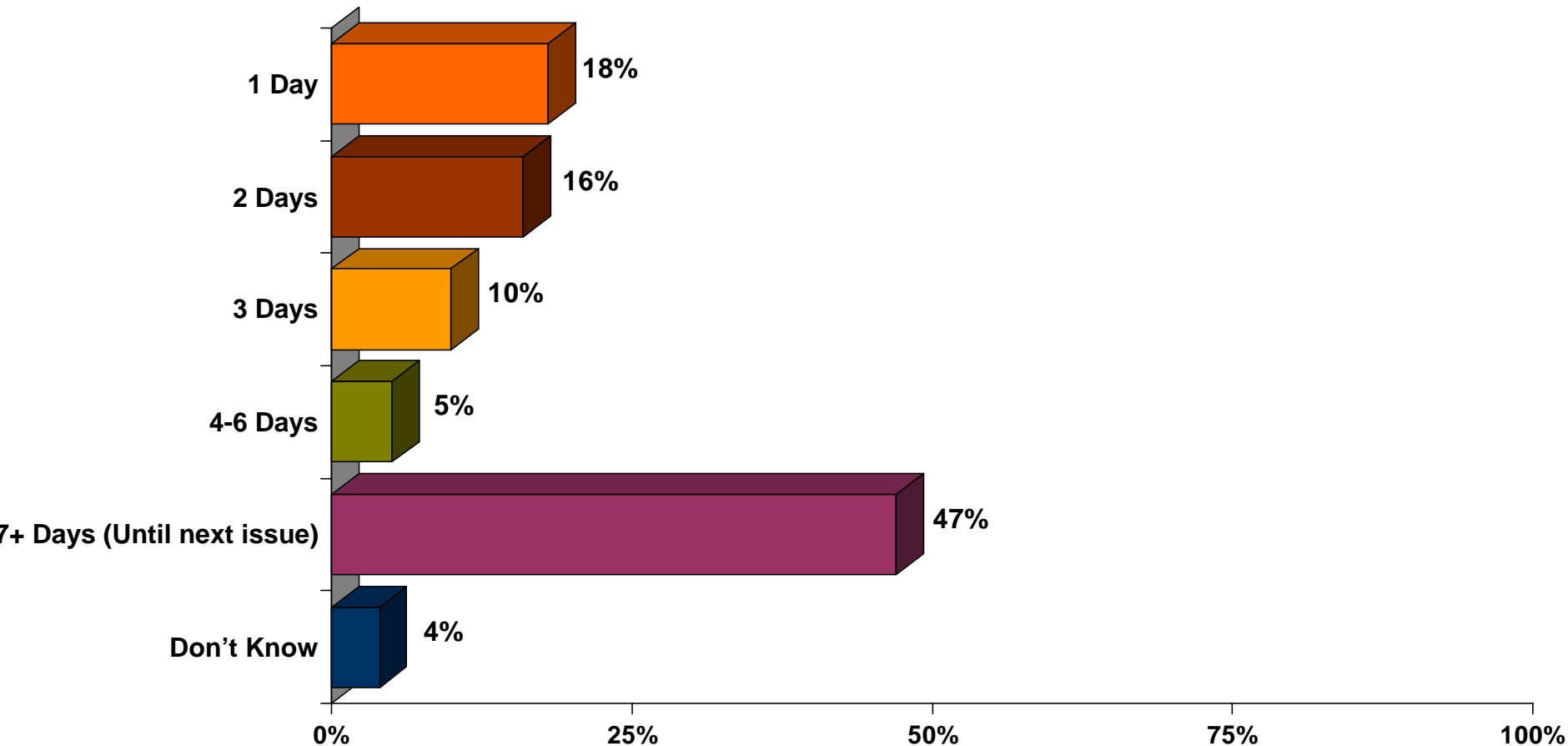
Weekly Newspaper Readership

Weeklies Have A Long Shelf Life

Base: Weekly Newspaper Readers (5,585,700)

Q22. Generally speaking, how many days does an issue of a weekly community newspaper remain in your home during an average week, or, do you keep it until the next issue arrives?

NO. OF DAYS NEWSPAPER KEPT:



KEY POINT

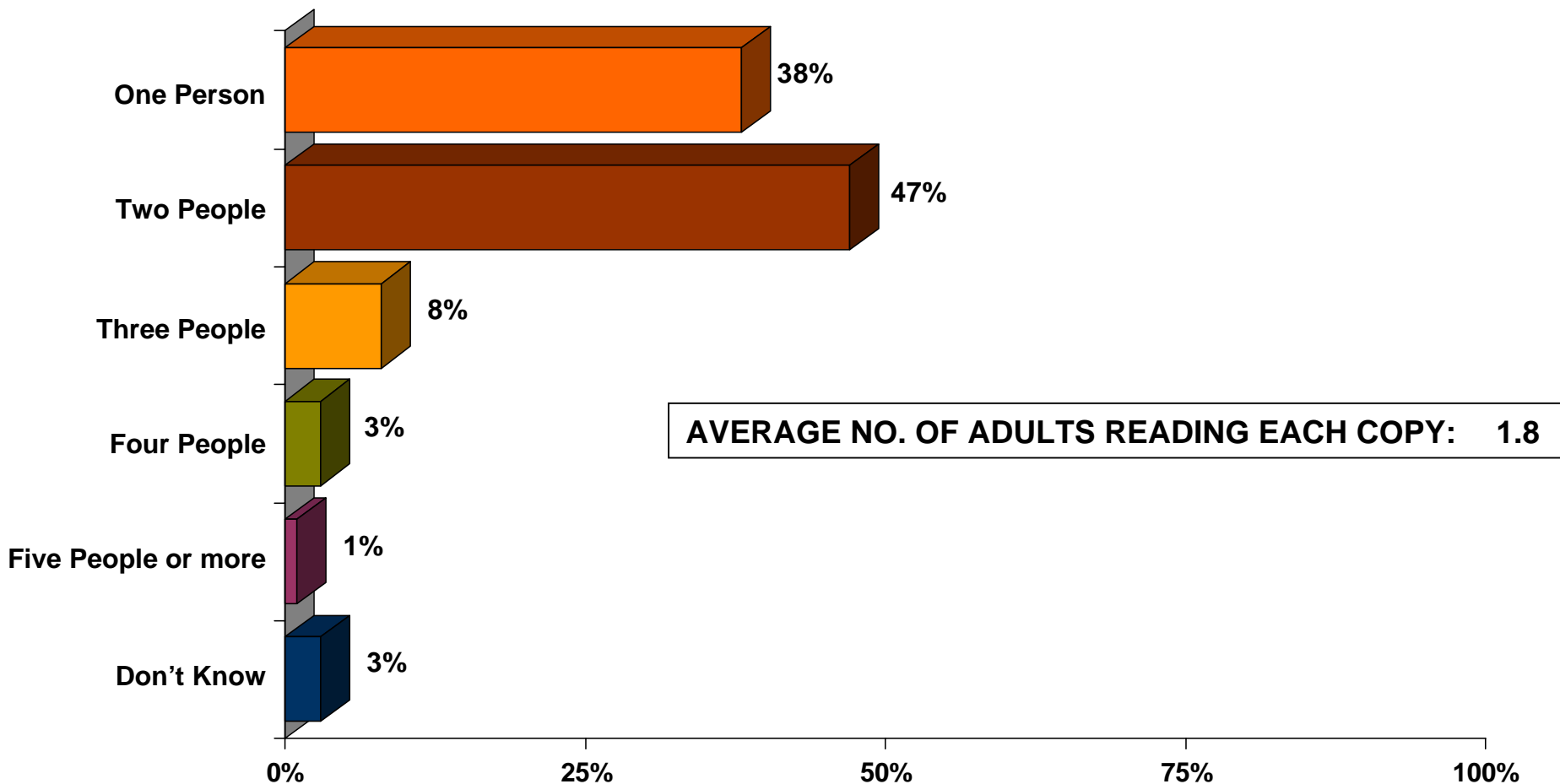
Weekly newspapers have high shelf life, an important consideration in advertising sales. Only one in five are read and thrown away the same day they arrive. Almost half are kept the entire week, or until the next issue arrives. More than half stay in the home four days or longer

Weekly Newspaper Readership

Weeklies Read By Multiple Household Members

Base: Weekly Newspaper Readers (5,585,700)

Q23. How many total members of your household, including yourself, adults 18 and older, read an average copy of a community weekly newspaper?



KEY POINT

Almost two Michigan adults on average read each copy of a weekly or community newspaper.

5. Advertising Use

- Newspaper advertising is well used and important to Michigan consumers.
- Almost two-thirds of Michigan consumers look at advertising and circulars to find out what's for sale **before shopping**; higher among females who make most consumer purchases.
- This means retailers who rely on in-store promotions may miss a large percentage of consumers.
- Newspapers are, by far, the advertising source adult Michigan consumers rely on most to find out for sales before going shopping.
- Three in four adults cite printed newspapers as the source they rely on most to find out what's for sales.
 - This is true among adults of all ages and income groups
 - All other sources are highly fragmented

Advertising Use

- Various types of newspaper advertising are also easily considered the most useful by Michigan adult consumers.
 - Almost nine in 10 (85%) say inserts and circulars in newspapers are useful
 - Almost as many (83%) say retail ads in newspapers are useful
- Females, who make most consumer decisions, are most likely to rate newspaper ads and inserts and circulars as useful.
- Younger adults are more likely than other adults to use the Internet, however, usage is still much lower than for newspapers.

Advertising Use

- Newspapers are the primary source of advertising information for all types of products and services, including for:
 - Groceries
 - Major appliances
 - Automotive
 - Hardware
 - Real estate
 - Jobs and employment
 - Consumer electronics
 - Local entertainment, places to go and things to do

- The Internet is growing, but still trails newspapers as an advertising source for every product and service measured.

- More than half of all adults have made a purchase as a result of advertising they have seen, heard or read, and newspapers are the source they use most.

- Almost nine in 10 (87%) of these consumers say they saw this advertising message in a printed newspaper.

Advertising Use

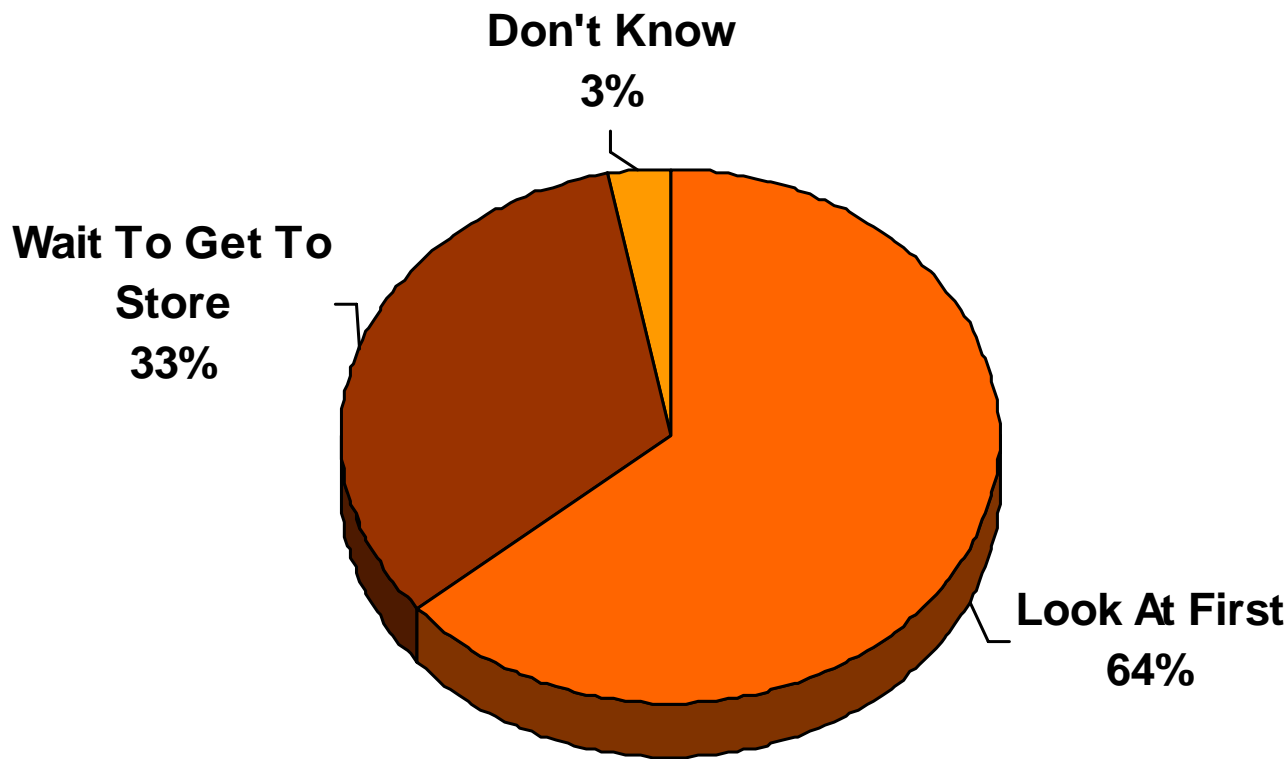
- Two thirds of adults also prefer to receive their advertising supplements with a newspaper, more than three times the percentage who prefer to receive them in the mail.
- Almost eight in 10 adults use coupons when purchasing household items or food products, and more than seven in 10 coupon users say newspapers are their primary source of coupons.

Advertising Use

Consumers Look At Ads Before They Shop

Base: Total Michigan Adults (7,668,600)

Q6. When planning shopping trips, including for groceries, do you usually look at advertising and circulars to find out what's for sale before shopping, or do you wait to get to the store?



PERCENT USING ADVERTISING BEFORE

	%
TOTAL	64
GENDER	
Male	52
Female	75
AGE	
18-29	57
30-39	62
40-54	67
55+	67

KEY POINT

Almost two thirds of Michigan consumers look at advertising and circulars to find out what's for sale before shopping; higher among females who make most consumer purchases. This means retailers who rely on in-store promotions may miss a large percentage of consumers.

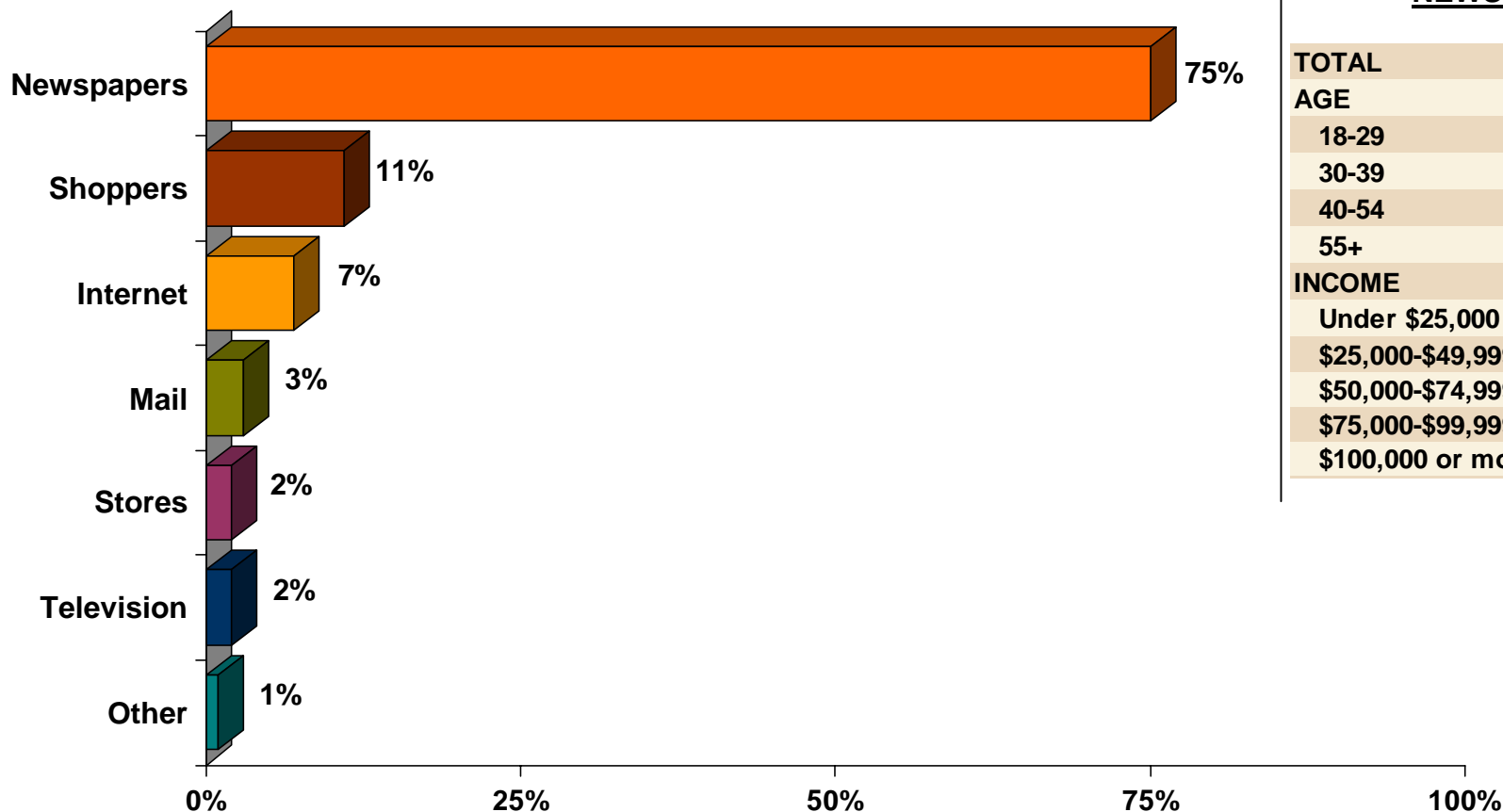
Advertising Use

Newspapers Top Ad Source Before Shopping

Base: Michigan Adults Using Any Advertising (7,101,900)

Q7. Which one advertising source do you rely on most for advertising to find out what's for sale before going shopping?

PERCENT WHO RELY ON:



PERCENT CHOOSING NEWSPAPERS

	%
TOTAL	75
AGE	
18-29	72
30-39	64
40-54	83
55+	76
INCOME	
Under \$25,000	79
\$25,000-\$49,999	81
\$50,000-\$74,999	68
\$75,000-\$99,999	72
\$100,000 or more	86

KEY POINT

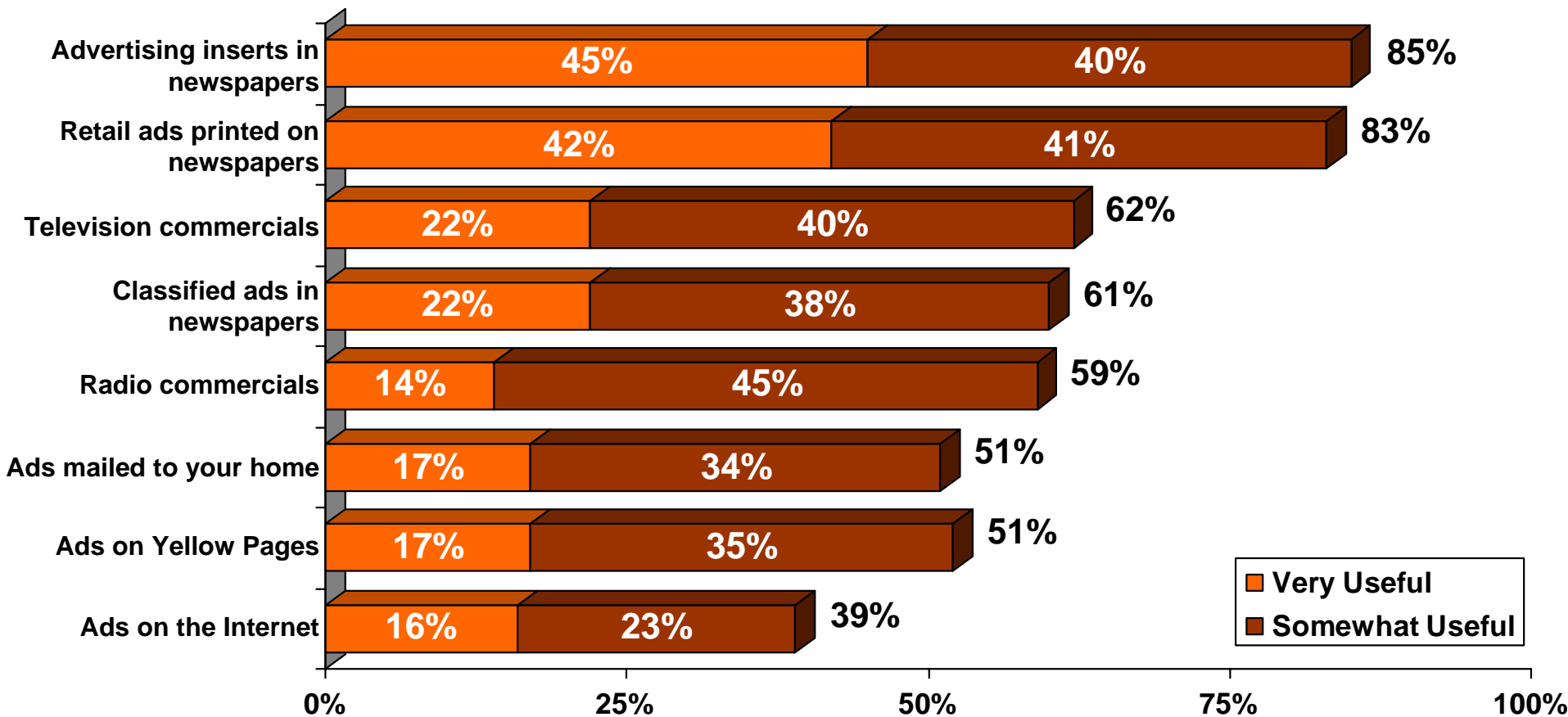
Newspapers are, by far, the advertising source adults Michigan consumers rely on most to find out about sales before going shopping. This is true among adults of all ages and income groups. This question was asked open-ended; that is, without prompting responses.

Advertising Use

Newspaper Ads Most Useful

Base: Total Adults in Michigan (7,668,600)

Q5. I'll mention some sources of shopping information. For each, please tell me if it is very useful to you as a source of shopping information, somewhat useful, not very useful or not at all useful. How useful is...?



KEY POINT Newspaper advertising features are easily considered the most useful by Michigan adult consumers. Almost nine in 10 (85%) say newspaper advertising inserts are useful and almost as many (83%) say retail ads are useful. Classified newspaper ads and television advertising are statistically equal followed by radio, mail and other sources.

Advertising Use

Comparing Utility of Sources

Base: Total Adults in Michigan (7,668,600)

Q5. I'll mention some sources of shopping information. For each, please tell me if it is very useful to you as a source of shopping information, somewhat useful, not very useful or not at all useful. How useful is...?

PERCENT USEFUL (Percent "Very" Useful)

	<u>Total</u>	<u>GENDER</u>		<u>AGE</u>			
		<u>Male</u>	<u>Female</u>	<u>18-29</u>	<u>30-39</u>	<u>40-54</u>	<u>55+</u>
	%	%	%	%	%	%	%
Advertising inserts in newspapers	45	34	56	42	44	54	41
Retail store ads on newspaper pages	42	29	55	44	33	50	40
Newspaper classifieds	22	21	24	28	16	26	19
Television commercials	22	19	26	30	24	25	15
Mail advertising	17	10	25	29	15	16	13
Ads in the Yellow Pages	17	20	13	14	26	16	12
Ads on the Internet	16	17	15	29	24	8	10
Radio commercials	14	12	16	16	15	18	9

(Table Continues)

KEY POINT

Females, who make most consumer decisions, are most likely to rate newspaper advertising features as useful. Younger adults are more likely to rate the Internet as useful, however, ratings are still much lower than for newspapers.

Advertising Use

Comparing Advertising Sources

Base: Adults Using Any Advertising For Each

Q8. Which of the following sources of advertising information would you turn to first if you were looking for...?

PERCENT WHO WOULD TURN TO:

	<u>Groceries</u>	<u>Major Appliances</u>	<u>New Cars, Trucks, Vans</u>	<u>Used Cars, Trucks, Vans</u>	<u>Hardware, Home Improvement Supplies</u>
	%	%	%	%	%
Newspapers	75	55	40	53	59
Internet	3	24	31	23	13
Television	*	2	7	2	2
Advertising in the mail	4	1	1	1	2
Free Shopper	6	2	3	5	4
Radio	*	*	1	1	*
Magazines	*	1	1	2	*
Yellow Pages	*	2	1	1	3
All other sources	12	14	17	13	17

*(Less than .05 percent)

(Table Continues)

KEY POINT

Newspapers are the primary source of advertising information for all types of products and services, ranging from groceries to hardware. The Internet is growing as a source particularly for automotive; however, newspapers clearly rank No. 1.

Advertising Use

Comparing Advertising Sources, continued

Base: Adults Using Any Advertising For Each

Q8. Which of the following sources of advertising information would you turn to first if you were looking for...?

PERCENT WHO WOULD TURN TO:

	<u>A New or Different Home</u>	<u>Furniture</u>	<u>Jobs or Employment</u>	<u>Consumer Electronics</u>	<u>Local Entertainment Places To Go</u>
	%	%	%	%	%
Newspapers	46	55	58	51	73
Internet	37	17	36	29	14
Television	1	5	*	3	3
Advertising in the mail	*	3	*	1	*
Free Shopper	2	2	*	3	1
Radio	*	1	1	*	3
Magazines	2	*	*	1	2
Yellow Pages	*	2	*	1	*
All other sources	12	16	5	11	4

*(Less than .05 percent)

KEY POINT

Newspapers are the primary source of advertising information for real estate, furniture, jobs and consumer electronics. Almost three in four adults (73%) rely primarily on newspapers for local entertainment, places to go and things to do, a very important topic among younger adults.

Advertising Use

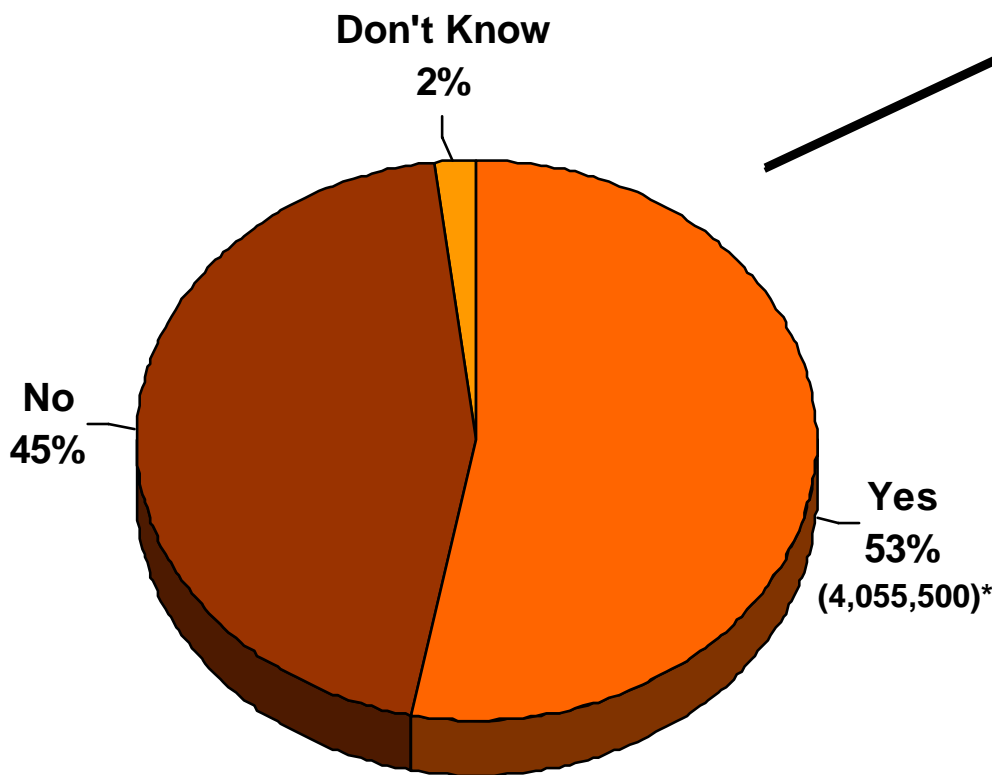
Newspaper Advertising Motivates Buying Behavior

Base: Total Adult Consumers In Michigan (7,668,600)

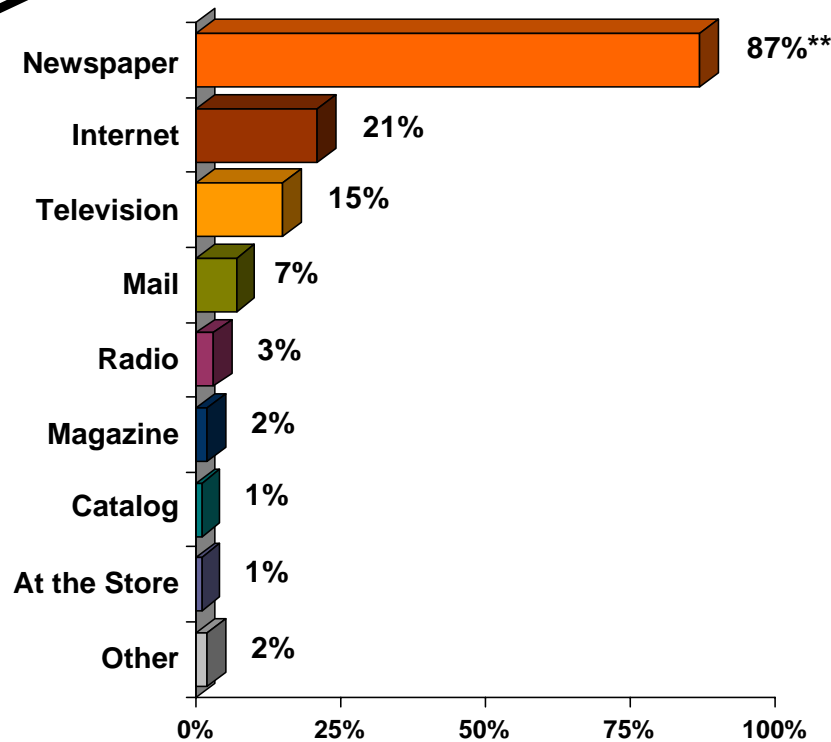
Q29. During the 12 months, did you make any purchases as a direct result of advertising you saw, heard or read from any advertising source?

Q30. (If Yes) Where did you see or hear the ad?

PERCENT MAKING A PURCHASE



ADVERTISING SOURCES



** (Totals to more than 100% due to multiple responses)

*(Number of consumers)

KEY POINT

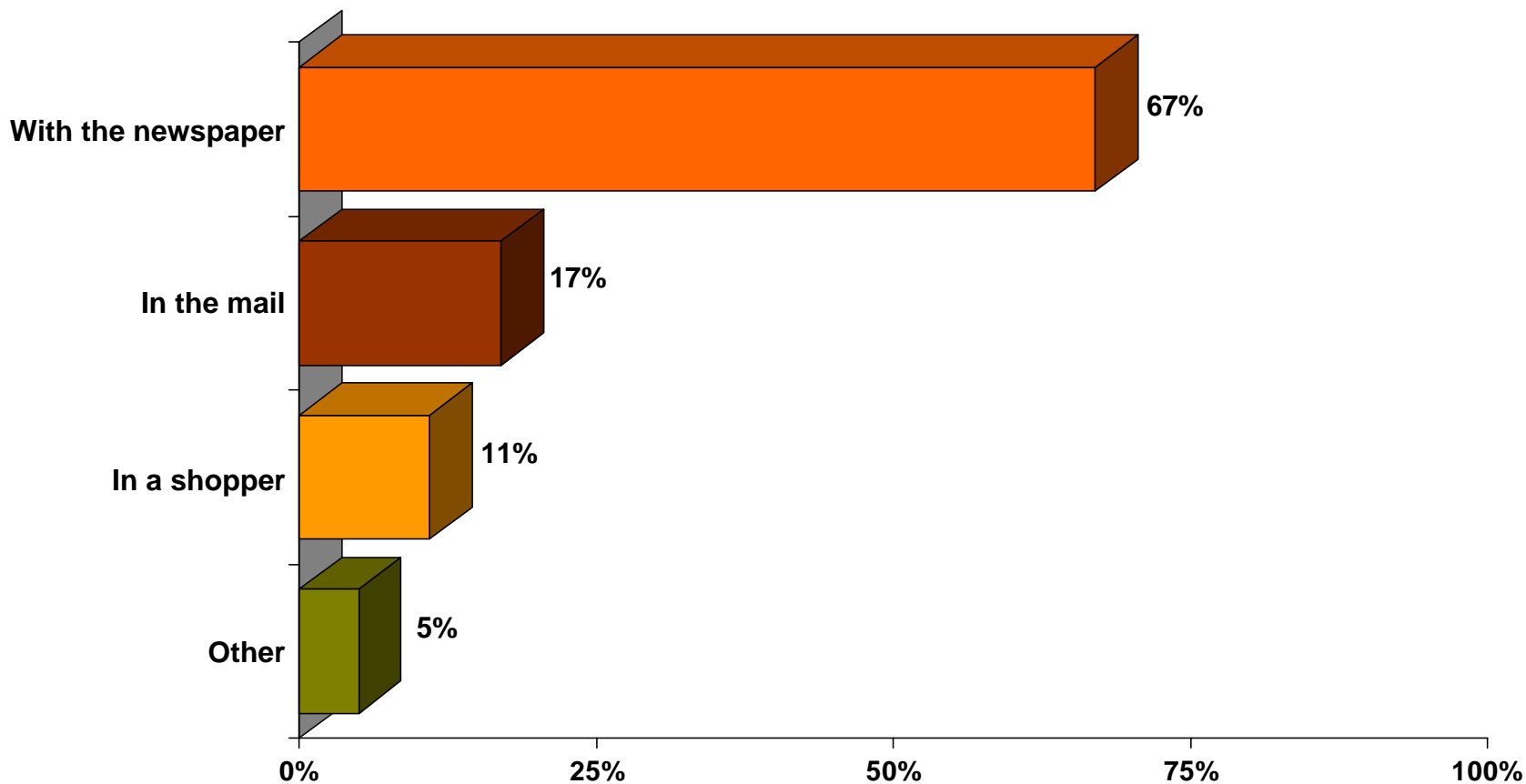
More than half of all adults have made a purchase as a result of advertising they have seen, heard or read equaling more than four million adults. Almost nine in 10 (87%) of these consumers say they saw this advertising message in a newspaper.

Advertising Use

Consumers Prefer Inserts In Newspaper

Base: Adults Who Sue Advertising Circulars (7,232,600)

Q24. How would you prefer to receive advertising supplements, inserts and circulars? Would you prefer to receive them...?



KEY POINT

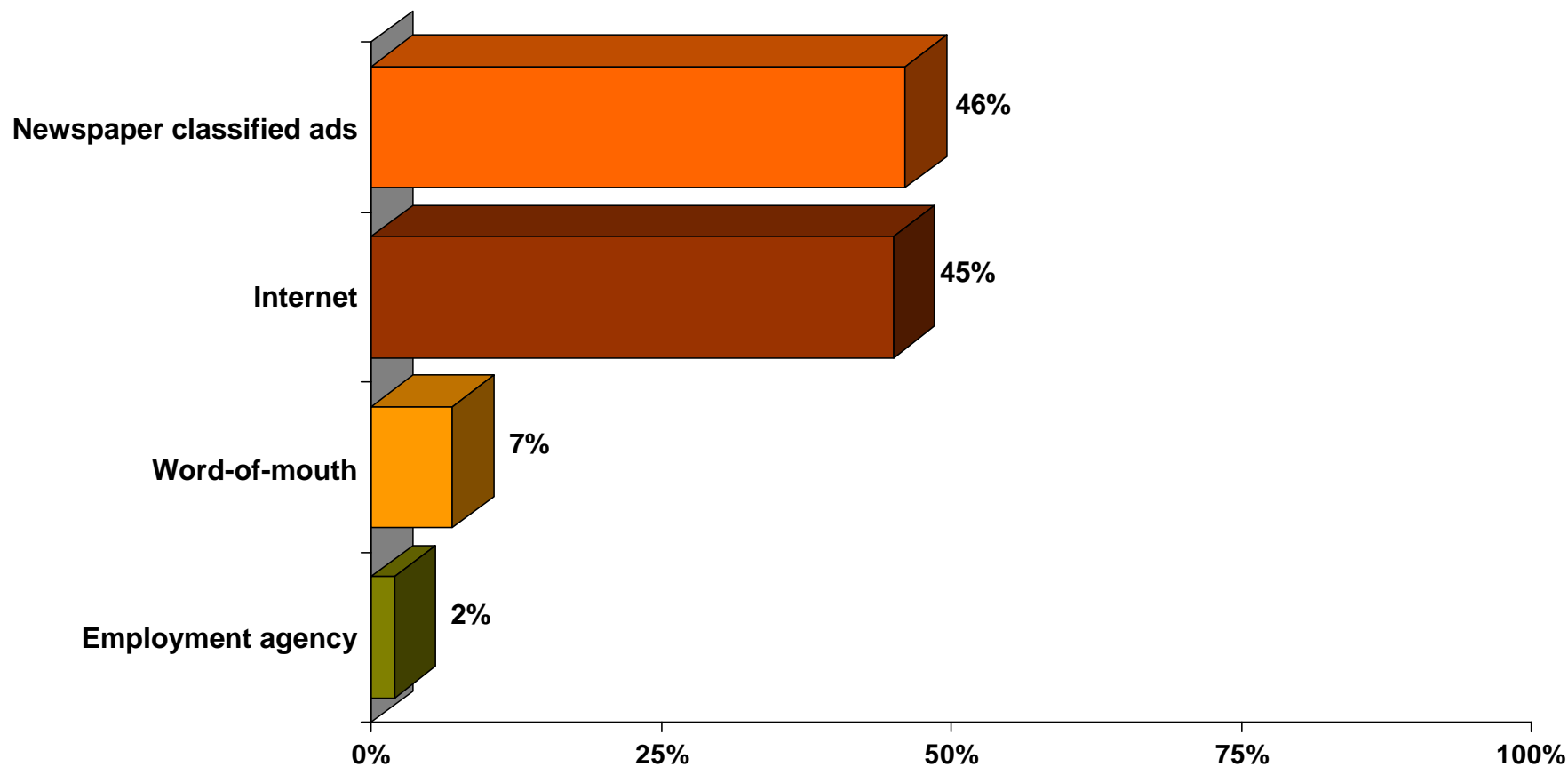
Two thirds of adults prefer to receive their advertising supplements with the newspaper, more than three times the percentage who prefer to receive them in the mail.

Advertising Use

Comparing Sources of Employment Information

Base: Total Employed Adults (2,800,700)*

Q43. What is the main source you use when looking for a job?



*(Excludes employed adults who say they "don't look" for jobs)

KEY POINT

Job applicants are evenly split between newspaper and the Internet, although some websites are generally newspaper related. These results are based on adults employed full-time.

Advertising Use

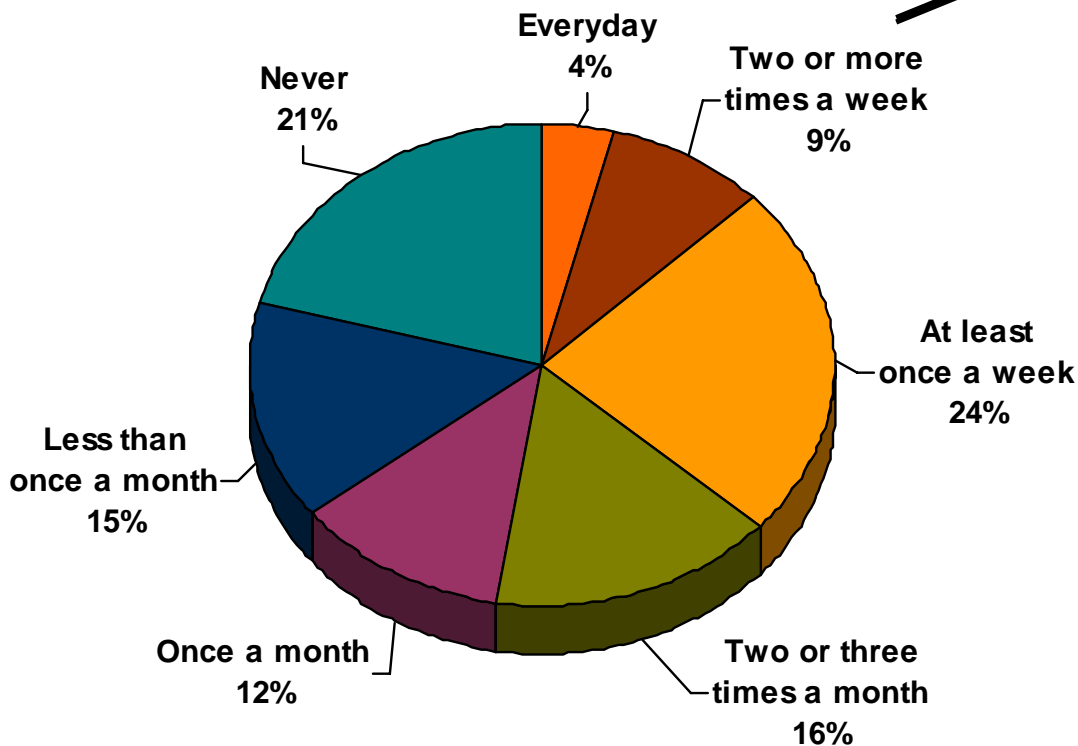
Newspapers Primary Coupon Source

Base: Total Adults In Michigan (7,668,600)

Q31. How often do you use coupons when purchasing household items or food products?

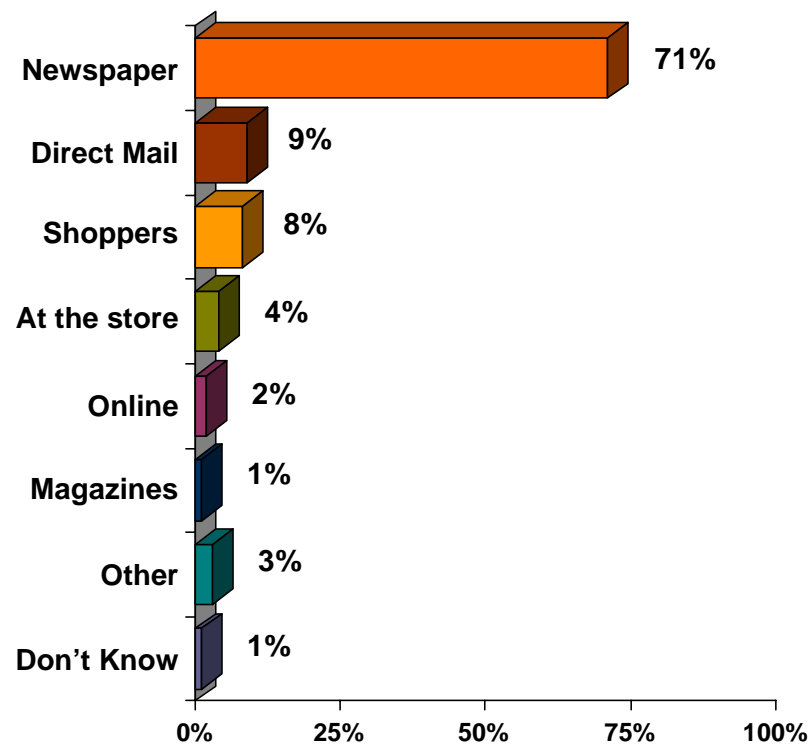
Q32. What is the primary source of the coupons you use?

How often do you use coupons?



And where do you get the coupons you use?*

Base: Coupon Users (6,045,100)



*(Based on coupon users)

KEY POINT

Almost eight in 10 adults use coupons when purchasing household items or food products. More than seven in 10 coupon users say newspapers are their primary source of coupons.

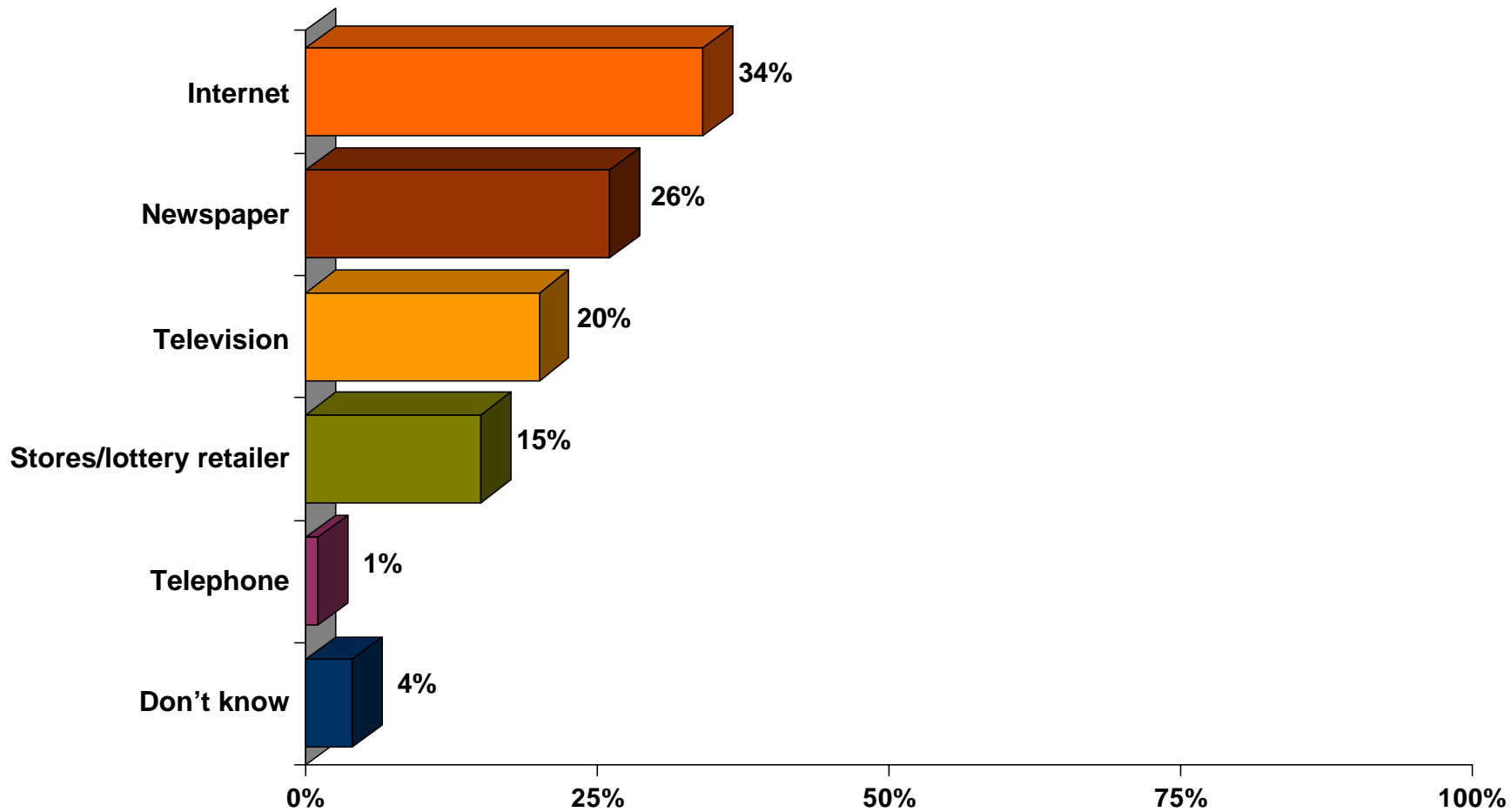
Advertising Use

Checking Lottery Numbers

Base: Adults Who Buy Lottery Tickets (3,490,600)

Q9. Where do you generally look to check on winning lottery numbers?

PERCENT WHO USE EACH:



KEY POINT — The Internet is the primary source adults look for winning lottery tickets followed by newspapers.

6. Classified Advertising

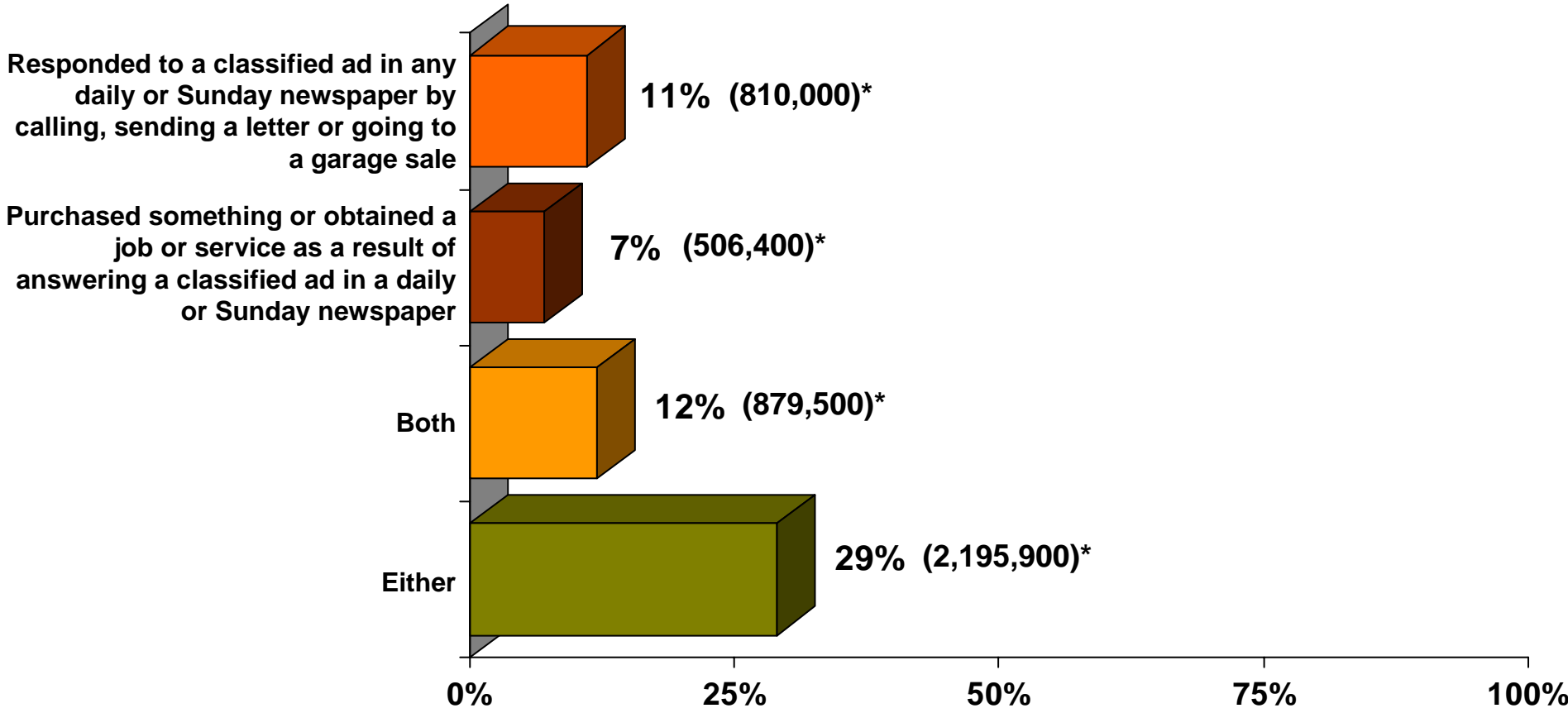
- Classified newspaper ads are still well used by Michigan adults.
- Almost three in 10 Michigan adults, totaling almost 2.2 million people, have responded to a classified ad in a daily Sunday newspaper, made a purchase, used a service or obtained a job as a result of classified ads in a daily or Sunday newspaper
- Half of all Michigan adults read classified or want ads in daily or Sunday newspapers during an average month, equal to more than 3.8 million adults
 - One in three read a classified ad for merchandise for sales, about 2.5 million adults
 - Almost one in four looked at employment ads, 1.7 million adults
 - Many read more than one type of ad
- Almost a million and a half Michigan adults responded to a classified ad they saw in a weekly community newspaper in the past 12 months; either responding to a classified ad, making a purchase, hiring a service or obtaining a job.
- More than 2.6 million adults read classified ads in a weekly community newspaper during an average 30-day period.

Classified Advertising

Using Newspaper Classifieds

Base: Total Adult Michigan Consumers (7,668,600)

Q25. Now, thinking only about daily or Sunday newspapers, during the past 12 months have you...?



*(Number of Adults)

KEY POINT

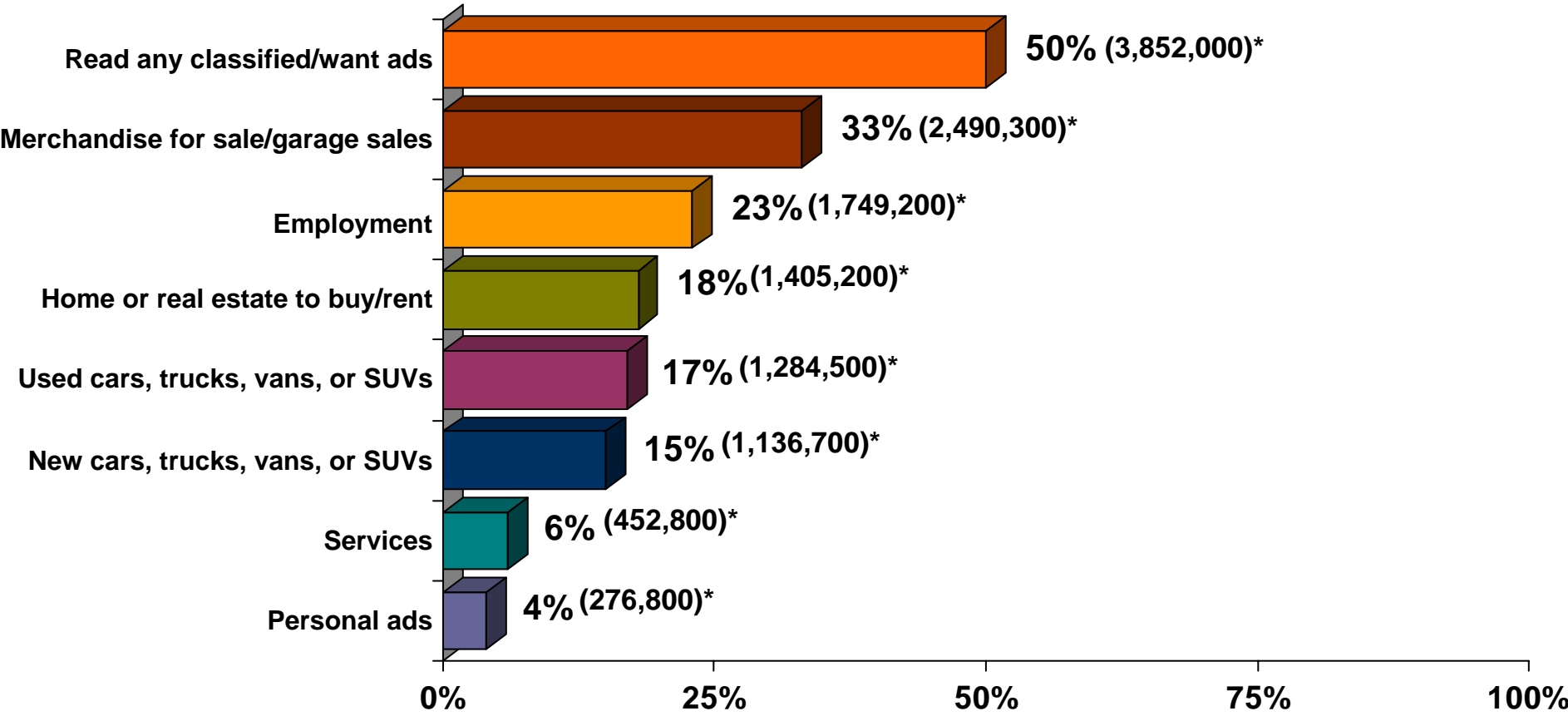
Almost three in 10 Michigan adults, totaling almost 2.2 million people, have responded to a classified ad in a daily Sunday newspaper or made a call or purchased something, used a service or obtained a job as a result of a newspaper classified ad.

Classified Advertising

Most Read Newspaper Classifieds

Base: Total Adults In Michigan (7,668,600)

Q26. During the past 30 days, have you read classified or want ads in a daily or Sunday newspaper for...?



*(Number of Adults)

KEY POINT

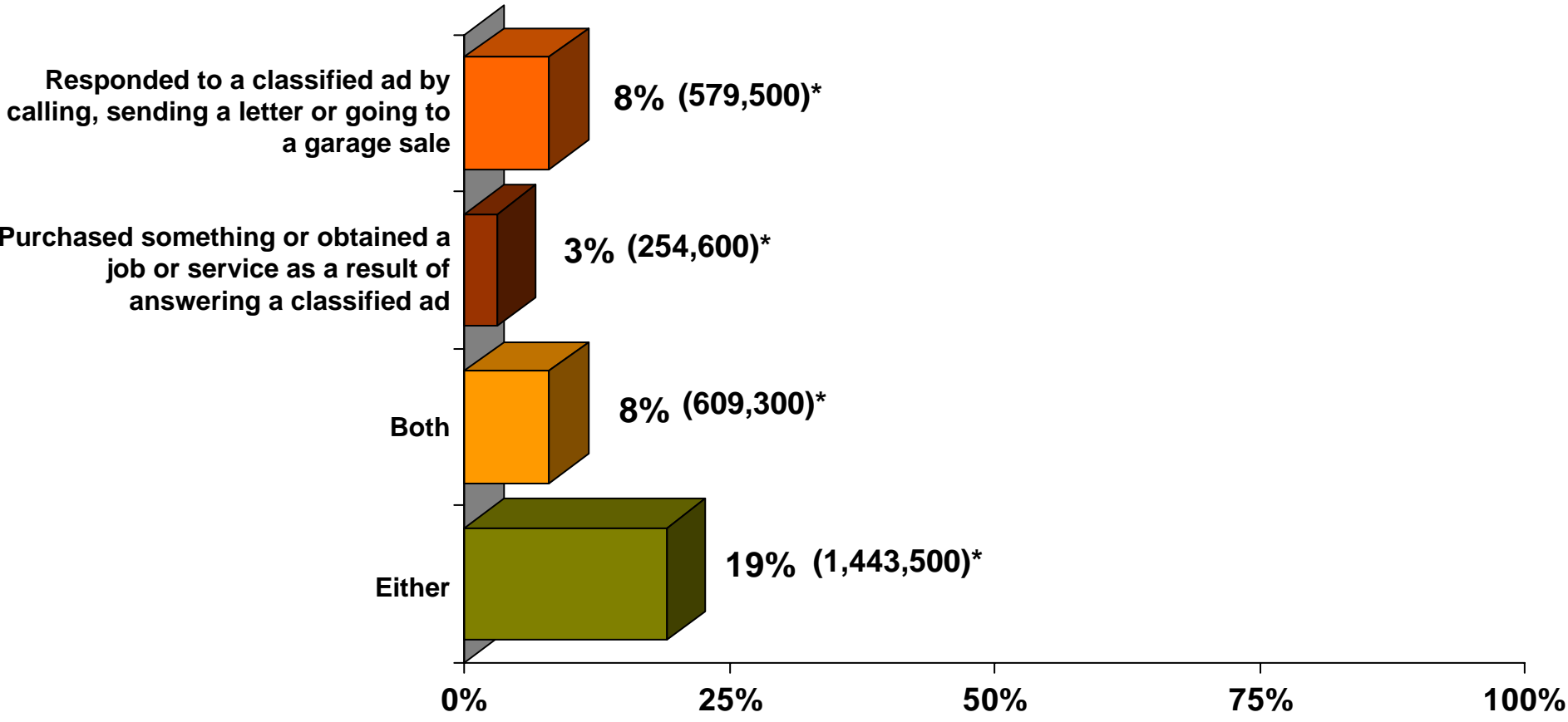
Half of all Michigan adults read classified or want ads in daily or Sunday newspapers during an average month. This is equal to more than 3.8 million adults. One in three read a classified ad for merchandise for sale; almost one in four looked at employment ads. Many read more than one ad.

Classified Advertising

Classified Ads In Weekly Community Newspaper Prompt Purchases

Base: Total Adults In Michigan (7,668,600)

Q27. Thinking only about weekly community newspapers, during the past 12 months have you...?



*(Number of Adults)

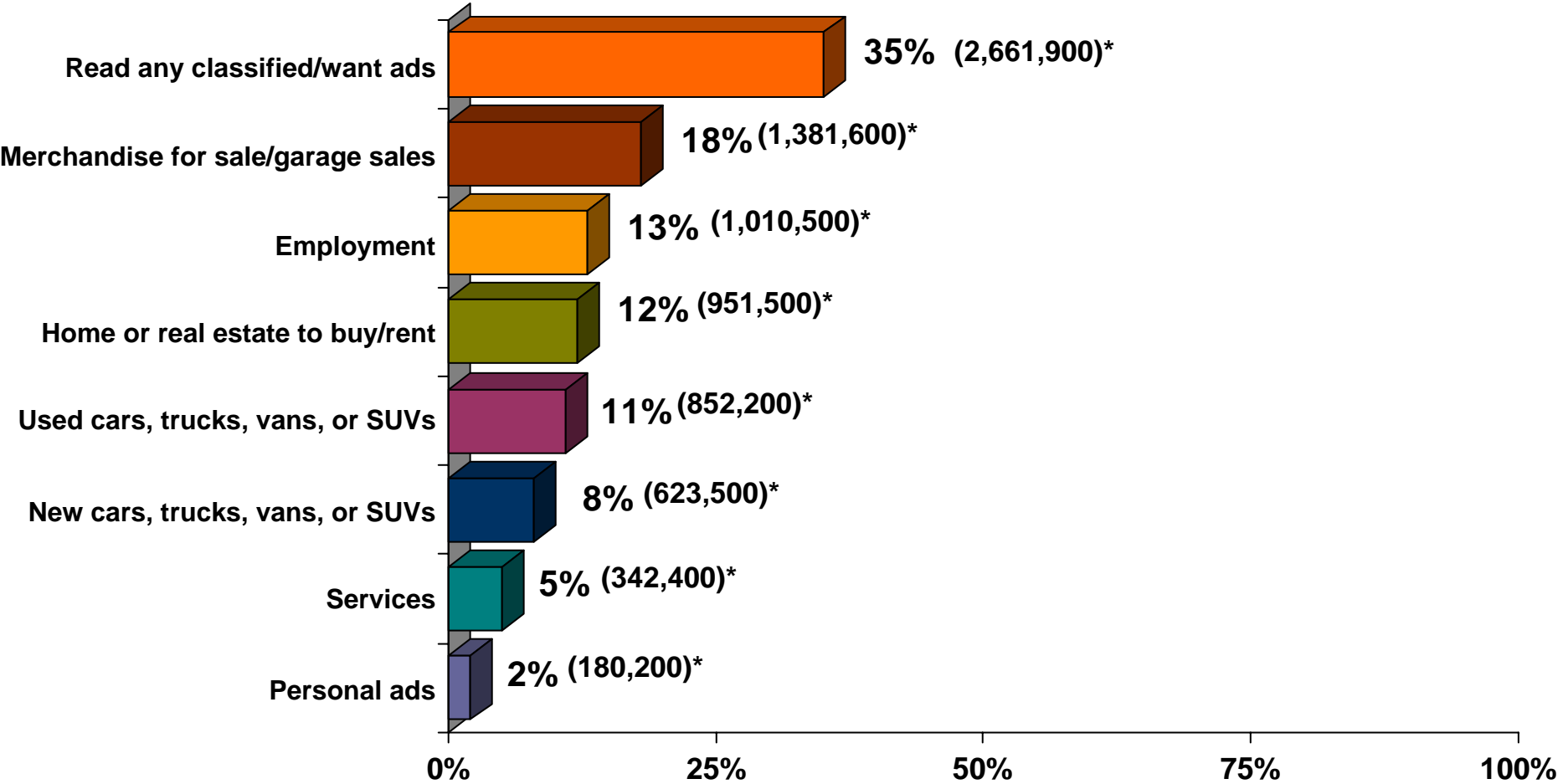
KEY POINT Almost a million and a half Michigan adults responded to a classified ad they saw in a weekly community newspaper in the past 12 months. They either responded to a classified ad, made a purchase, hired a service or obtained a job.

Classified Advertising

Millions Use Weekly Classified

Base: Total Adults In Michigan (7,668,600)

Q28. During the past 30 days, have you read any classified or want ads in a weekly community newspaper for...?



*(Number of Adults)

KEY POINT Four in 10 adults read classified ads in a weekly community newspaper during an average 30-day period.

7. Internet Use

- Michigan adults are heavy Internet users.
- Almost seven in 10 (68%) use the Internet or online services (other than for email) weekly.
- More than half (52%) use the Internet on an average weekday.
 - Only among adults age 55 and over do fewer than half use online services weekly
 - Usage is particularly high among adults with the highest household incomes
- Almost two thirds (63%) of adults Internet users in Michigan access a newspaper website; almost four in 10 (38%) access one weekly.
- Use of newspaper websites is not, however, higher than average among newspaper readers who are Internet users, which should be the case.
- Most newspaper websites accessed (71%) are from Michigan newspapers.
 - Just over one in four newspaper website users (27%) access a website from a newspaper outside of Michigan

- Among Michigan *newspaper readers* who use newspaper websites, 72 percent use a Michigan newspaper website, about average for all Internet users across the state.
 - In many areas, use of newspaper websites among newspaper readers who are Internet users is higher than average

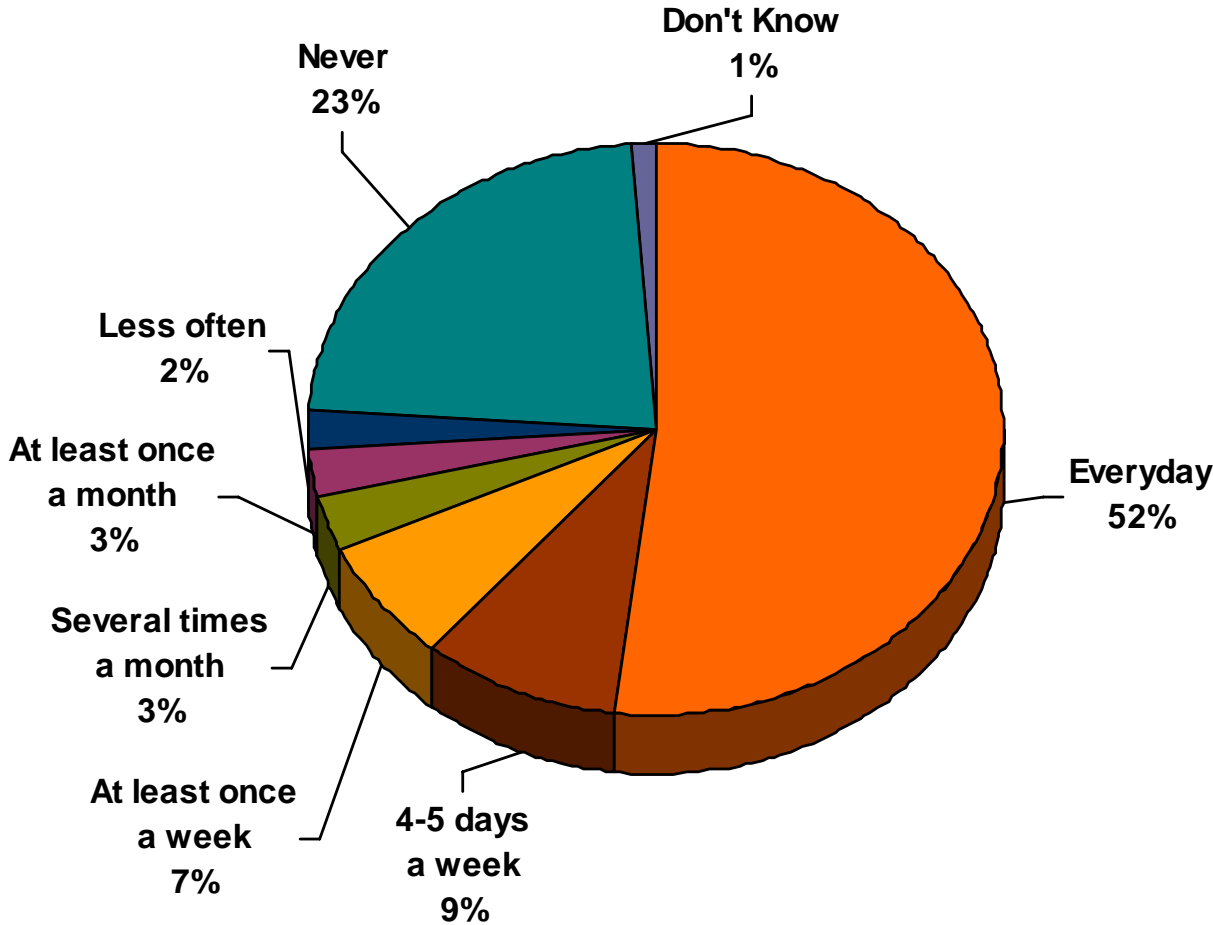
Internet Use

Internet Use Among Michigan Adults

Base: Total Adults In Michigan (7,668,600)

Q35. Other than for email, how often do you use the Internet or online service?

PERCENT WHO USE THE INTERNET:



PERCENT WHO ACCESS INTERNET WEEKLY

	%
TOTAL	68
AGE	
18-29	76
30-39	86
40-54	71
55+	46
INCOME	
Under \$25,000	44
\$25,000-\$49,999	71
\$50,000-\$74,999	70
\$75,000-\$99,999	87
\$100,000+	93
NEWSPAPER READER	68

KEY POINT

Michigan adults are heavy Internet users. Almost seven in 10 (68%) use the Internet of online services (other than for email) weekly; more than half (52%) access on an average weekday. Only among adults age 55 and over do fewer than half use online services weekly. Usage is particularly high among adults with the highest household incomes.

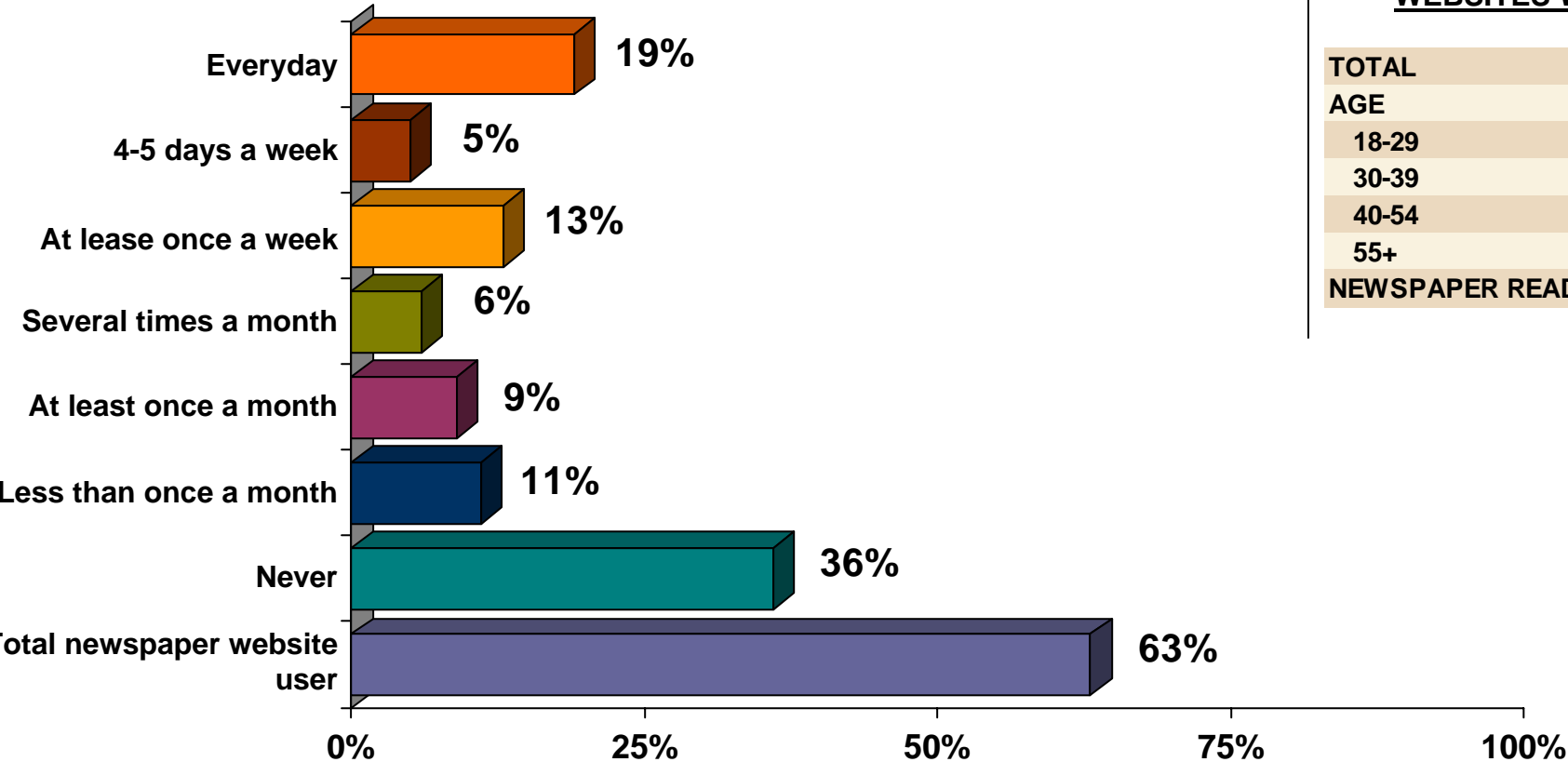
Internet Use

Accessing Newspaper Websites

Base: Total Internet Users (5,799,700)

Q36. Most printed newspapers also provide websites for online users or reproduce the newspaper online. How often do you look at any newspaper website or newspaper online, whether its from your local newspaper or not?

PERCENT WHO USE NEWSPAPER WEBSITES



PERCENT USING NEWSPAPER WEBSITES WEEKLY

	%
TOTAL	38
AGE	
18-29	45
30-39	45
40-54	29
55+	35
NEWSPAPER READER	38

KEY POINT

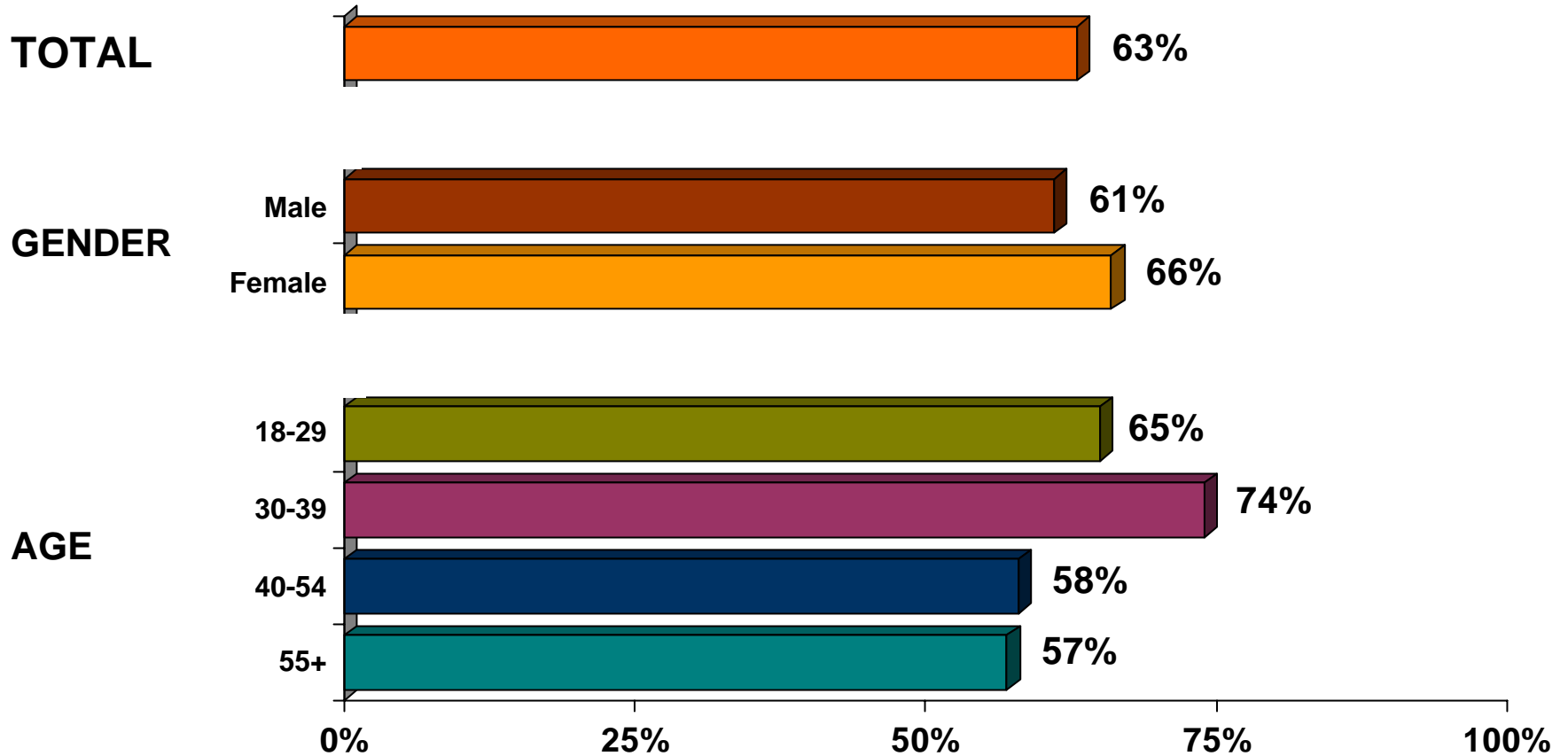
Almost two thirds (63%) of adult Internet users in Michigan use a newspaper website; almost four in 10 (38%) access weekly. Use of newspaper websites is not, however, higher than average among newspaper readers who are Internet users, which should be the case. Use of newspaper websites is slightly higher among younger adults.

Internet Use

Profiling Newspaper Website Users

Base: Total Internet Users (5,799,700)

PERCENT OF INTERNET USERS USING NEWSPAPER WEBSITES:



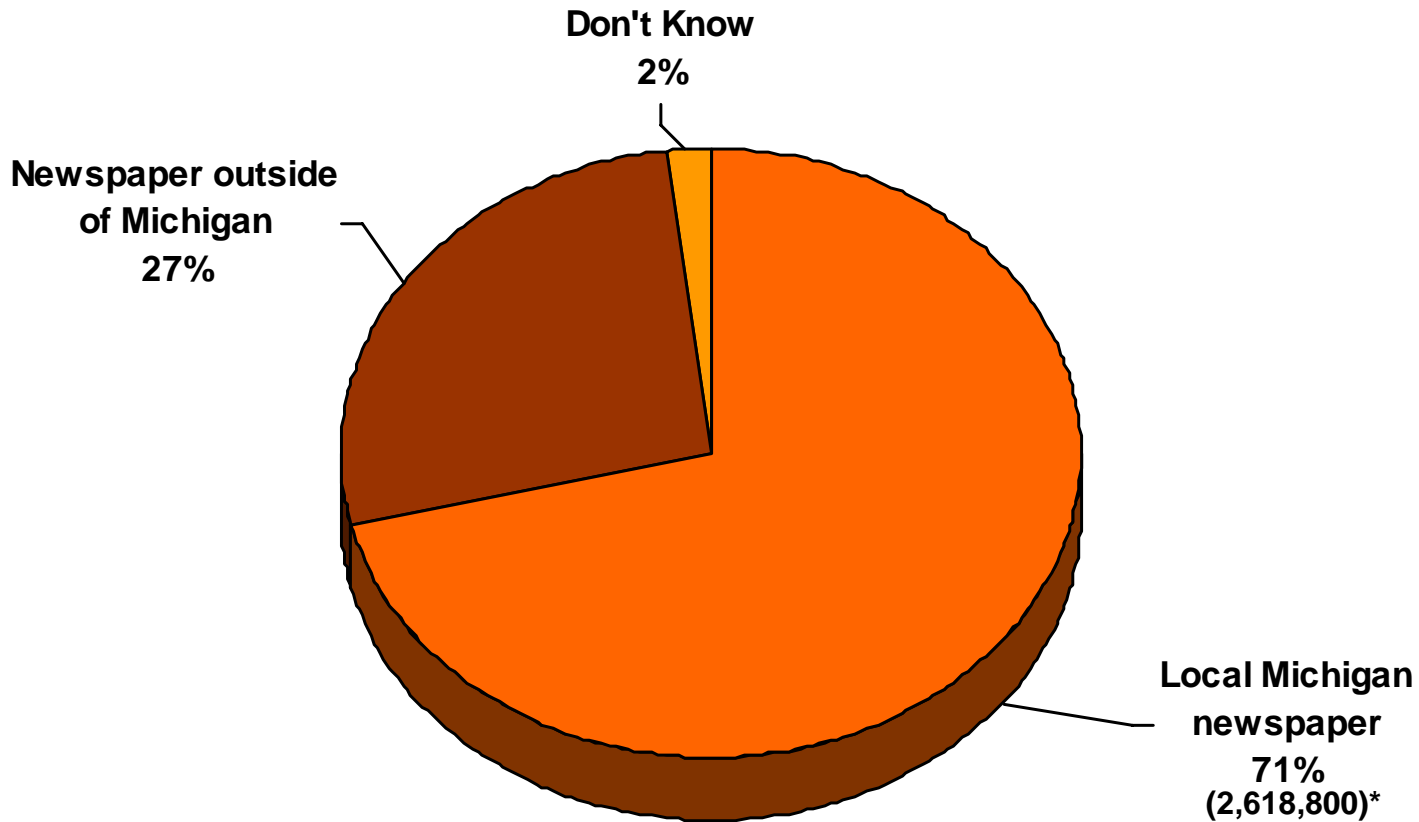
KEY POINT

Newspaper website use is highest among Internet users age 30 to 39, who are least likely to read printed newspapers.

Using Michigan Newspaper Websites

Base: Total Newspaper Website Users (3,670,200)

Q37. Was this website from your local newspaper or another newspaper in Michigan or was it from a newspaper outside of Michigan?



*(Number of Adults)

KEY POINT

Most newspaper websites accessed (71%) are from Michigan newspapers. Just over one in four newspaper website users (27%) access a website from a newspaper outside of Michigan. Among Michigan newspaper readers who use newspaper websites, 72 percent use a Michigan newspaper website, not statistically higher than average.

8. Vacation Travel

- Michigan is a popular vacation spot among state residents.
- More than seven in 10 adults or someone in their immediate household (equaling more than 5.5 million adults) take vacations or pleasure trips to other places within Michigan during an average year.
 - They average almost four trips (3.8) a year
- Other locations in the Midwest are also popular travel destinations.
- More than four in 10 adults or someone in their immediate household takes a vacation during an average year in such locations as Illinois, Ohio, Indiana, Wisconsin or Minnesota.
 - They average more than two (2.4) trips a year

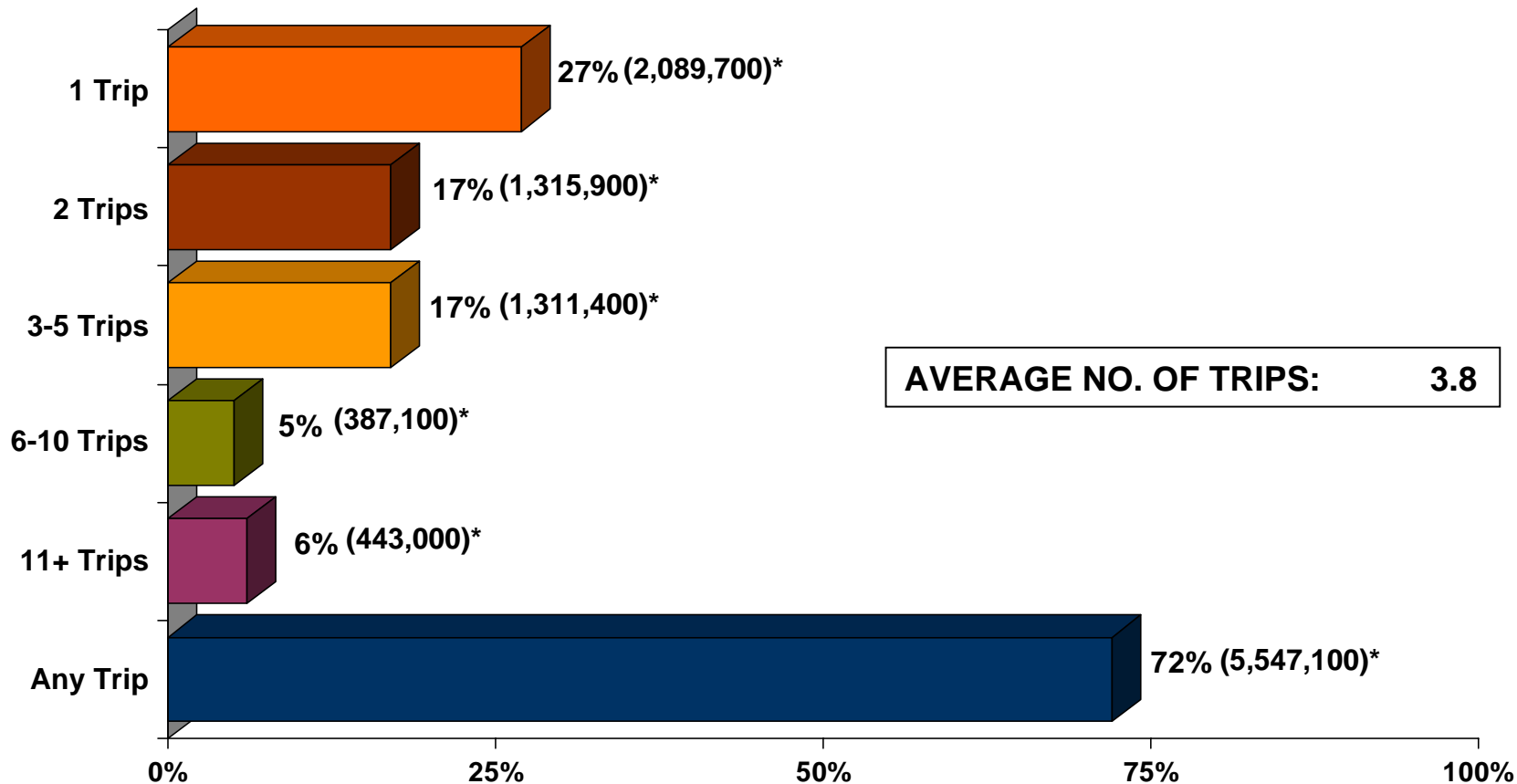
Vacation Travel

Traveling In Michigan

Base: Total Adults In Michigan (7,668,600)

Q33. During an average year, how often do you or members of your household take vacations or pleasure trips to other places within Michigan?

NUMBER OF TRIPS:



*(Number of Adults)

KEY POINT

Michigan is a popular vacation spot among its residents. More than seven in 10 adults or someone in their immediate household (equaling more than 5.5 million adults) take vacations or pleasure trips to other places within Michigan during an average year. They average almost four trips (3.8) a year.

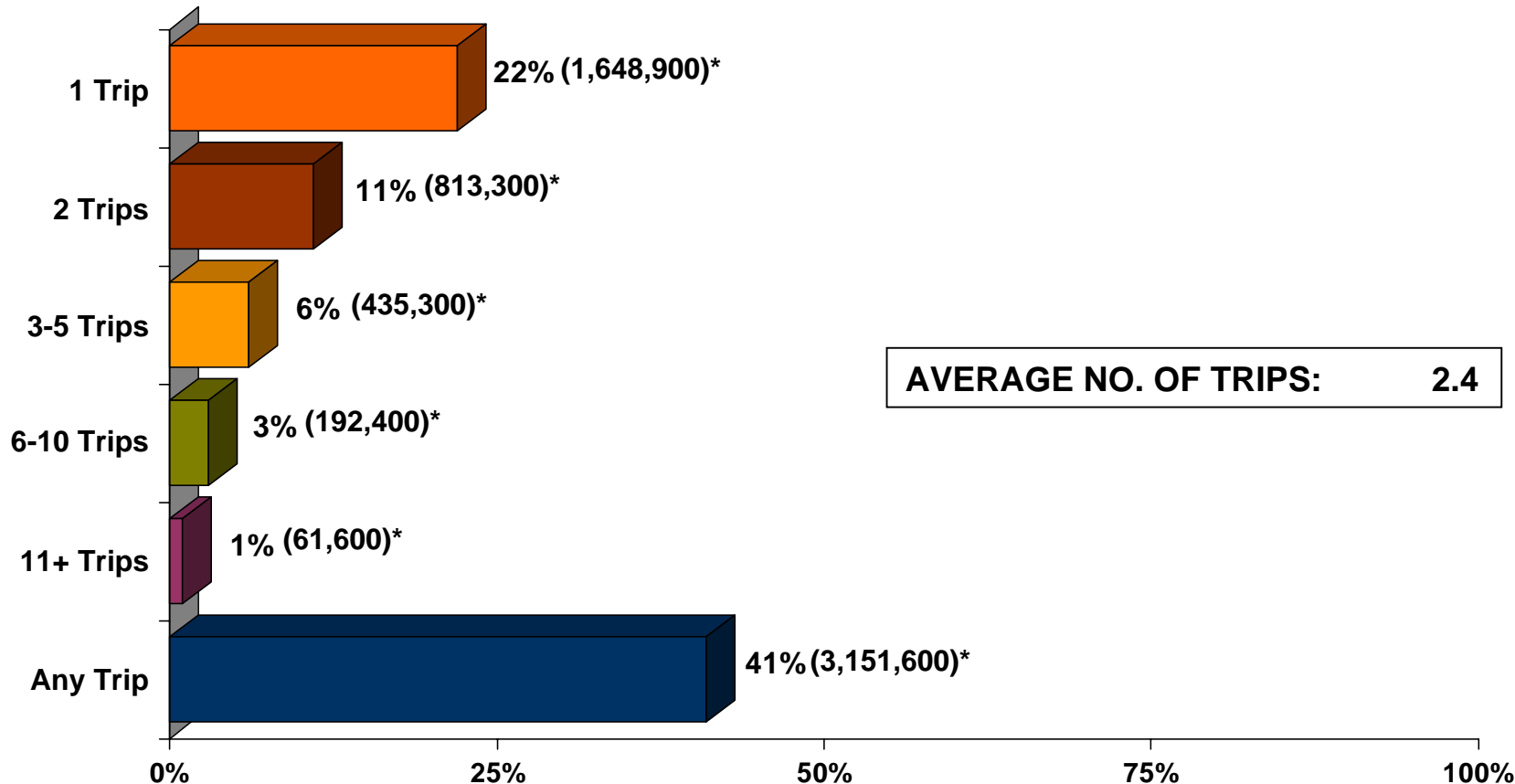
Vacation Travel

Traveling In The Region

Base: Total Adults In Michigan (7,668,600)

Q34. How often during an average year do you or members of your household take vacations or pleasure trips to such other parts of the region as Illinois, Ohio, Indiana, Wisconsin, or Minnesota?

NUMBER OF TRIPS:



*(Number of Adults)

KEY POINT

Other locations in the Midwest are also popular travel destinations. More than four in 10 adults or someone in their immediate household vacations during an average year in such locations as Illinois, Ohio, Indiana, Wisconsin or Minnesota. They average more than two (2.4) trips a year.

9. Voting Patterns

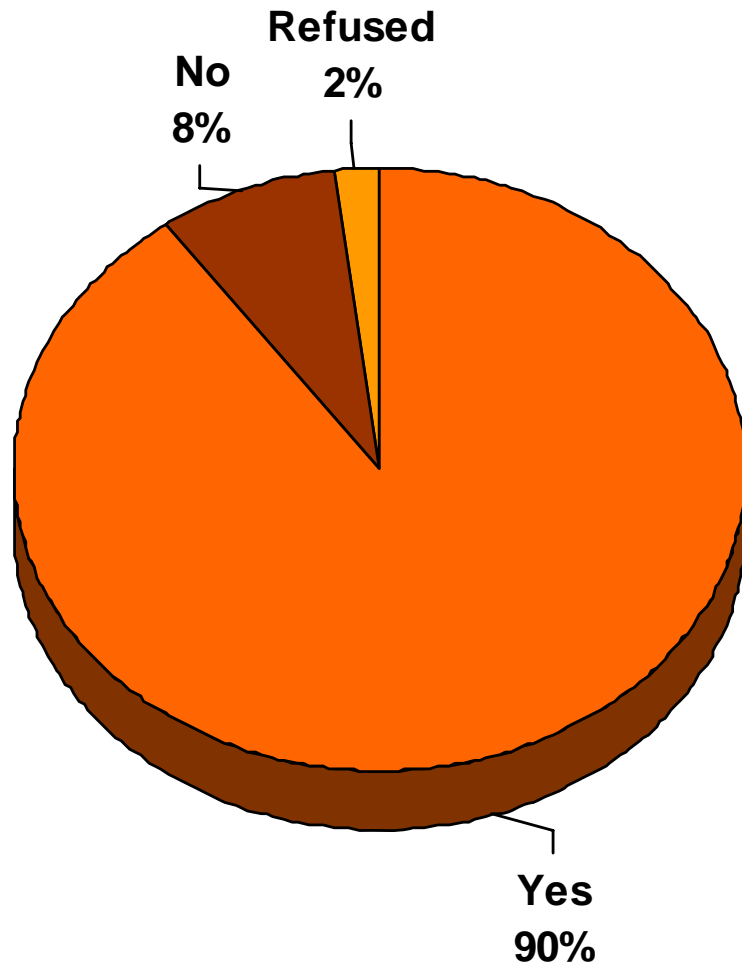
- The vast majority of adults in Michigan (90%) say they are registered to vote.
- In addition:
 - More than eight in 10 (84%) say they voted in the 2004 presidential election
 - 92 percent say they plan to vote in the 2008 presidential election
 - 61 percent say they voted in the last election for state and local office
- In each case, the percentage voting is slightly higher among Internet users who use a Michigan newspaper website.
- When do voters choose a candidate?
- More than half of Michigan voters (51%) generally wait until the final two months to decide for whom to vote.
- More than one in four decided less than a month before the election, enough to sway most elections.
- Voters are most likely (54%) to get candidate information from newspapers, particularly daily or Sunday newspapers. Other sources are more fragmented, including television which is split between cable and national (network) TV.

Voting Patterns

Nine in 10 Readers Registered To Vote

Base: Total Adults In Michigan (7,668,600)

Q46. Are you registered to vote in Michigan?



NEWSPAPER READERS MORE LIKELY TO BE REGISTERED

	Registered To Vote %
TOTAL	90
DAILY NEWSPAPER READERS	
Past Week	92
Average Day	92
WEEKLY NEWSPAPER READERS	
Community Newspaper Reader	90
Average Week	91
MICHIGAN NEWSPAPER WEBSITE USER	95

KEY POINT

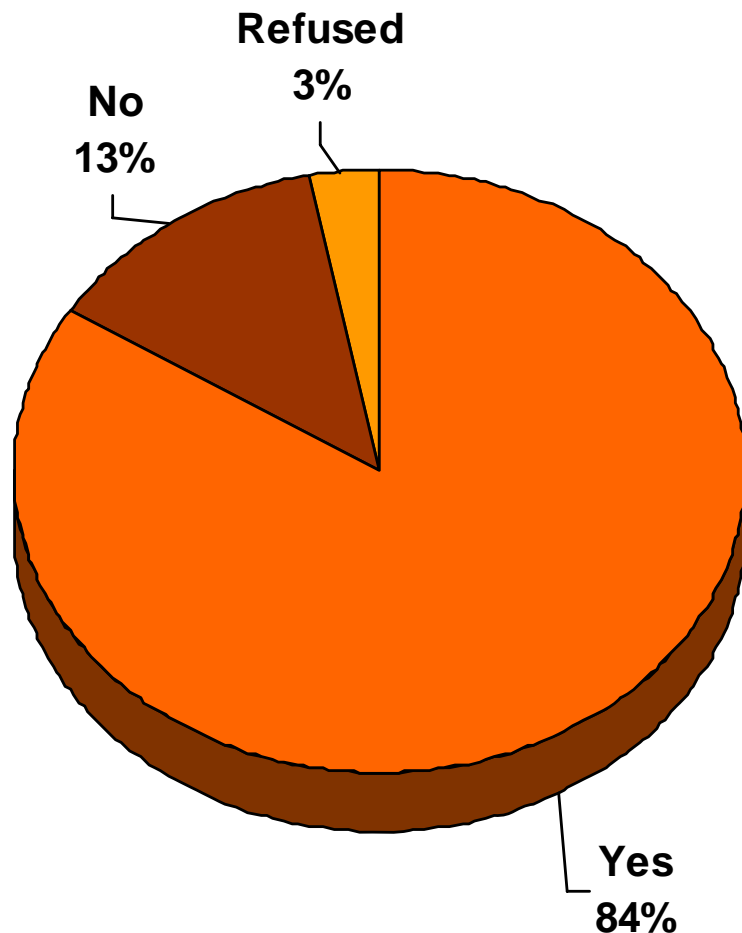
The vast majority of adults in Michigan say they are registered to vote, slightly higher among Internet users who use a Michigan newspaper website.

Voting Patterns

Almost Nine In 10 Voters Read Newspapers

Base: Total Adults In Michigan (7,668,600)

Q47. Did you vote in the 2004 presidential election?



READERSHIP AMONG ADULTS WHO VOTED

	Percent of Voters Who Read %
DAILY NEWSPAPER READERS	
Past Week	85
Average 7-Days	84
COMMUNITY NEWSPAPER READER	
MICHIGAN NEWSPAPER WEBSITE USER	
	87

KEY POINT

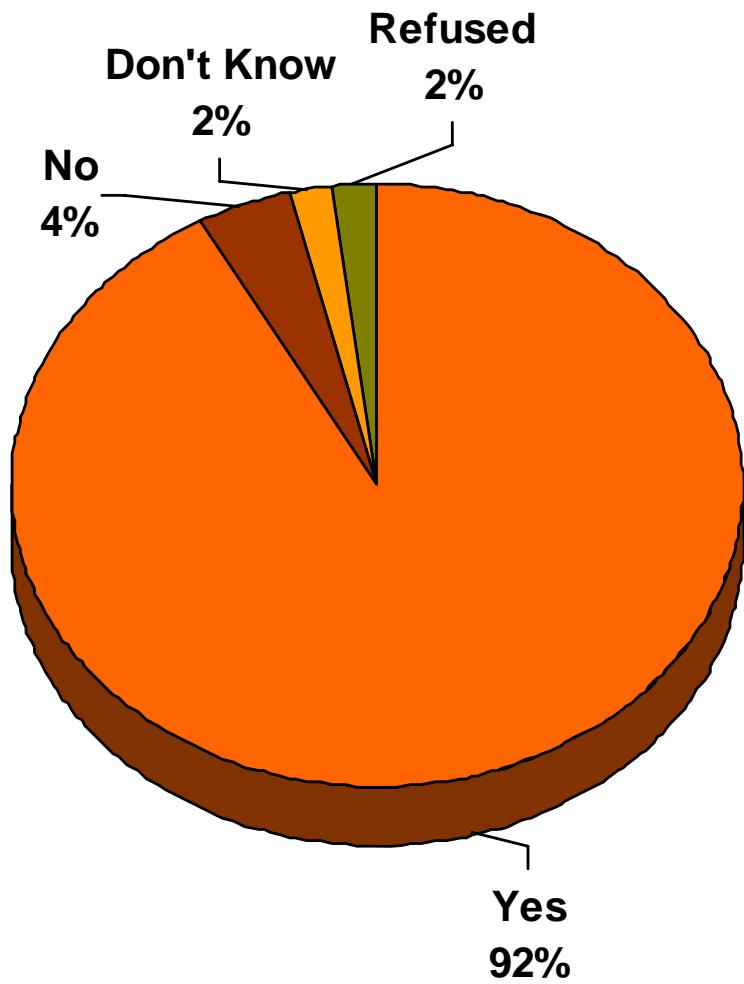
Most Michigan adults say they voted in the 2004 presidential election; again, slightly higher among Internet users who use a Michigan newspaper website.

Voting Patterns

Planning To Vote This Year

Base: Total Adults In Michigan (7,668,600)

Q48. Do you plan to vote in the 2008 president election?



KEY POINT

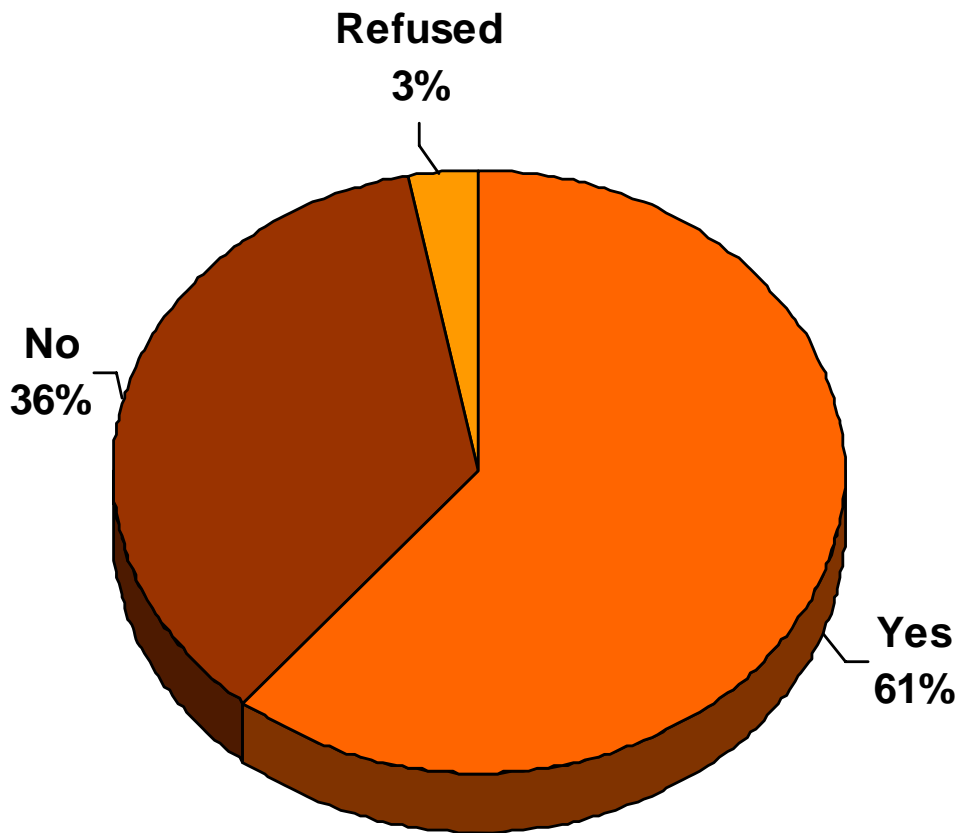
Nine in 10 adults also say they are likely to vote in the 2008 presidential election.

Voting Patterns

Most “Local” Voters Read Newspapers

Base: Total Adults In Michigan (7,668,600)

Q49. Did you vote in the most recent elections for state and local offices?



VOTING IN RECENT ELECTIONS

	Percent of Voters Who Read %
DAILY NEWSPAPER READERS	
Past Week	64
Average 7-Days	64
COMMUNITY NEWSPAPER READER	65
MICHIGAN NEWSPAPER WEBSITE USER	68

KEY POINT

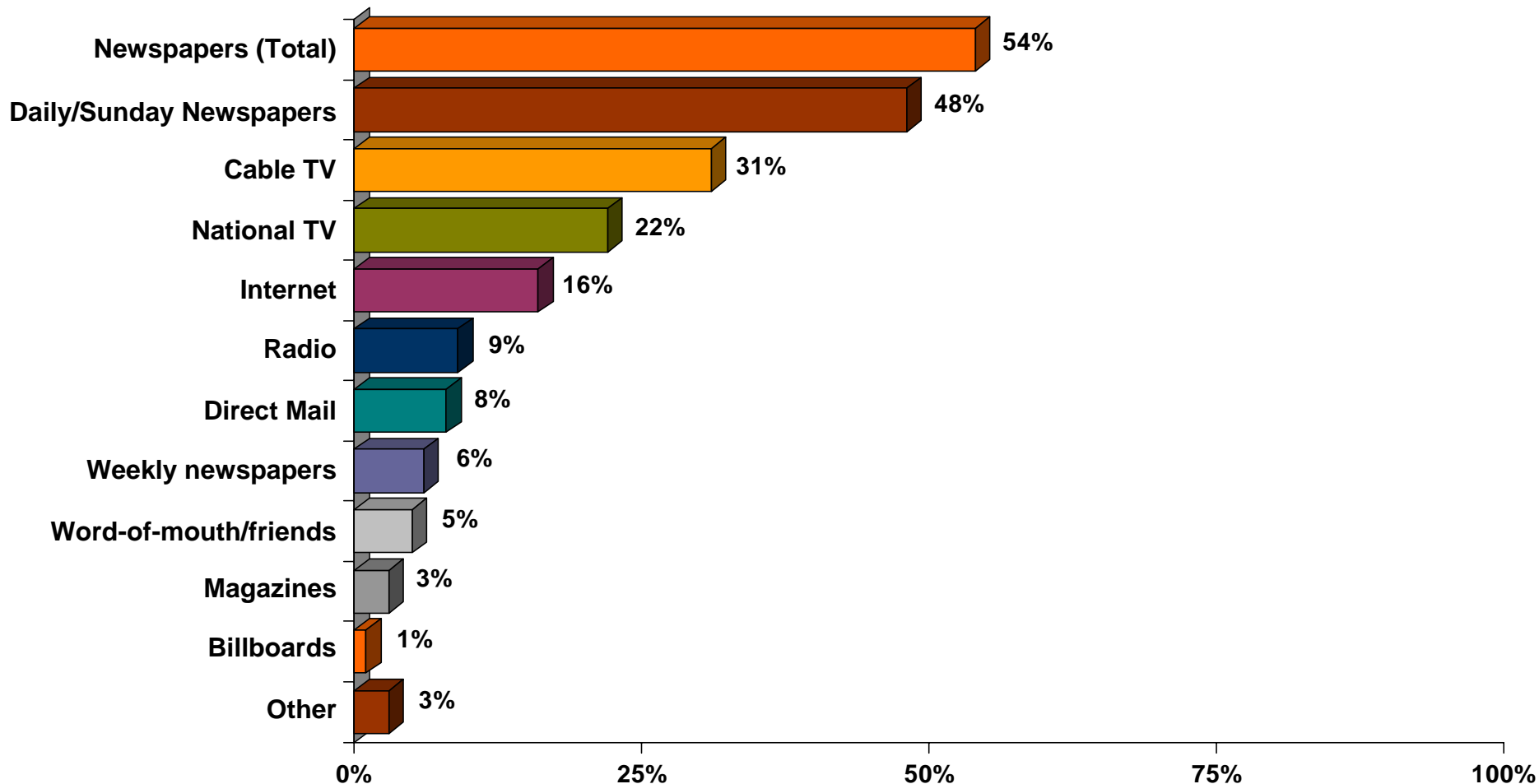
Almost two-thirds of Michigan adults say they voted in the most recent state and local elections. Again, this is higher among adults who use a Michigan newspaper website.

Voting Patterns

Newspapers Top Source Of Election Information

Q51. Where do you typically get the information you need to decide how to vote in state and local elections?

Base: Voters In Michigan Using Any Information Source



*(Totals to more than 100 percent due to multiple responses)

KEY POINT

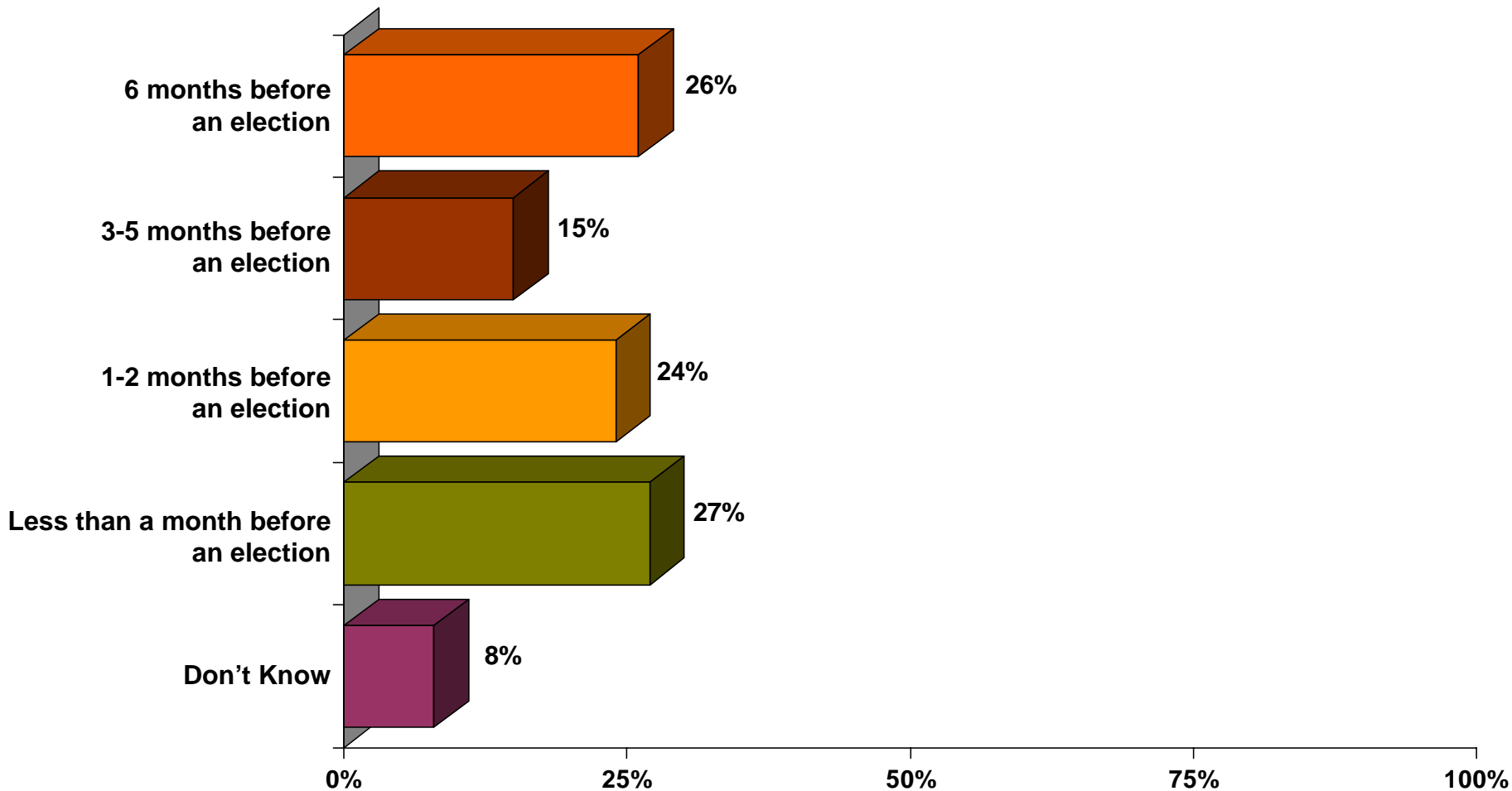
Voters are most likely to get candidate information from newspapers, particularly daily or Sunday newspapers. Other sources are more fragmented, including television which is split between cable and national (network) TV.

Voting Patterns

Most Voters Waited To Select Candidate

Base: Michigan Voters (7,150,300)

Q50. When do you generally decide for whom to vote?



KEY POINT

More than half of Michigan voters generally wait until the final two months before an election to decide for whom to vote. More than one in four decide less than a month before the election, enough to sway most contests.