



Newspaper Site Readers Spread the Word

DECEMBER 13, 2007

The well-informed make great evangelists.

Readers of newspaper Web sites are 52% more likely to share their opinions than those who do not visit newspaper sites, according to study conducted by Millward Brown and sponsored by the Newspaper National Network and Newspaper Association of America in September and October.

"There are billions of conversations every day, and newspapers and their Web sites are a powerful catalyst to word of mouth interactions," said Ed Keller, CEO of the Keller Fay Group and co-author of *The Influentials*.

Number of People with Whom US Newspaper Readers* Share Opinions, September 25-October 4, 2007

| | |
|--|----|
| Crossovers (read both print and online newspapers) | 18 |
| Newspaper Web site users** | 16 |
| Newspaper Web site non-users | 13 |

Note: n=1,501 ages 18-64; *with family members, friends, co-workers, business/professional associates, common interest groups and bloggers during a typical week; **includes crossovers plus newspaper website (only) users in equal proportions

Source: Newspaper National Network LP (NNN), "2007 Newspaper National Network Website Influencer Study" conducted by Millward Brown, provided to eMarketer, December 10, 2007

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Newspaper Web site visitors who were surveyed were also more apt to believe their newspaper Web sites had credible advertising, compared with users of non-newspaper Web sites.

Credibility is also a concern among those who get their news mainly from the Internet.

Internet users who got their news mainly from the Web had unfavorable views of national newspapers in particular, according to a study by the Pew Research Center for the People and the Press.

Attitudes of US Adults toward Select News Media, by Main News Source, July 2007 (% of respondents)

| | Television (main news source) | | Newspapers (main news source) | | Internet (main news source) | |
|---------------------|----------------------------------|-------------|----------------------------------|-------------|--------------------------------|-------------|
| | Favorable | Unfavorable | Favorable | Unfavorable | Favorable | Unfavorable |
| Local TV news | 84% | 16% | 78% | 22% | 68% | 32% |
| Cable TV news | 83% | 17% | 73% | 27% | 62% | 38% |
| Network TV news | 76% | 24% | 69% | 31% | 61% | 39% |
| Daily newspaper* | 80% | 20% | 82% | 18% | 71% | 29% |
| National newspapers | 62% | 38% | 63% | 37% | 60% | 40% |

Note: n=1,503; *daily newspaper that respondents are most familiar with
Source: Pew Research Center for People and the Press, Views of Press Values and Performance: 1985-2007, August 9, 2007

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"Despite the global reach of the Internet, it seems that users who rely on it for news tend to trust their local news media more than the national news outlets," said Lisa Phillips, senior analyst at eMarketer.

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