



Advertising & Media Use In Ohio

A Report For:



May 2011



**AMERICAN OPINION
RESEARCH**

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I. Executive Summary

Printed newspapers are unusually well read in Ohio. They are also the primary source for shopping and advertising information in Ohio and this is particularly true for legal advertising.

Having the ability to easily access legal advertising is important to Ohioans.

- The vast majority of Ohio adults (almost nine in 10) say keeping the public informed through legal advertising is an important requirement for government agencies
- Almost eight in 10 adults in Ohio say keeping the public informed of government activities through legal ads is a worthwhile use of government funds
- Newspapers are the preferred sources for this type of advertising
- Moving legal ads from printed newspapers to government websites would result in a significant drop in readership

In addition, almost half of all Ohio adults who **use any** advertising say newspapers are their primary source of local sales and shopping information, true of all groups including young adults.

These are just some of the findings of a research study conducted for the Ohio Press Association by the independent research firm of American Opinion Research (AOR), based in Princeton, NJ.

These results are based on interviews (conducted through cell phones and landlines) with 800 Ohio residents age 18 and older across the state. These results have a margin of error of plus or minus 3.46 percentage points. (A more complete explanation of the methodology for this study is included in Appendix A of this report.)

Executive Summary

ADVERTISING SOURCES

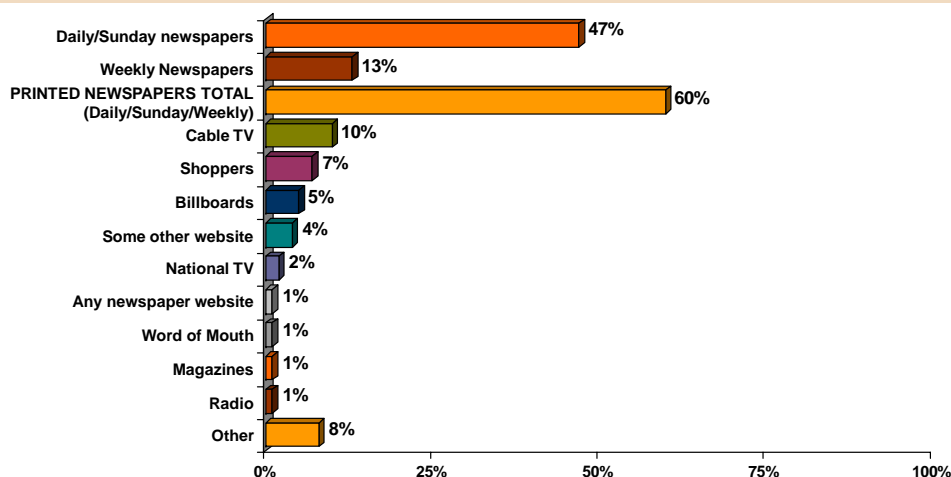
Printed newspapers remain Ohioans top source of local sales and shopping information.

As shown in the adjoining chart, almost half of Ohio adults (47%) who use **any** advertising say daily or Sunday newspapers are their primary source. Another 13 percent rely on weekly newspapers. This means printed newspapers (daily/Sunday/weekly) are the primary advertising source for six in 10 adults (60%), with no other source close. This is true even among younger adults; 44 percent of those between ages 18 and 34 say newspapers are their primary source of advertising compared with 18 percent who choose cable television and 11 percent who say any website.

Newspaper Top Source For Shopping Information

Base: Adults Using Any Advertising Source (7,980,200)

Q1a. What is your main source of local sales and shopping information?



Executive Summary

NEWSPAPER READERSHIP

As shown in the adjoining chart, almost six in 10 adults (59%, equal to more than 5.2 million) read a daily newspaper at least once during an average week, Monday through Friday. This is slightly higher than the national average (57%).

- Four in 10 read on an average weekday
- Over half (53%) read on an average Sunday, significantly higher than the national average of 45 percent

More than eight in 10 (81%) read a daily, Sunday, weekly newspaper or access a newspaper website during an average week, equal to more than 7.2 million adults.

Accessing a newspaper website on a mobile phone adds one percentage point, bringing the overall newspaper reach to 82 percent.

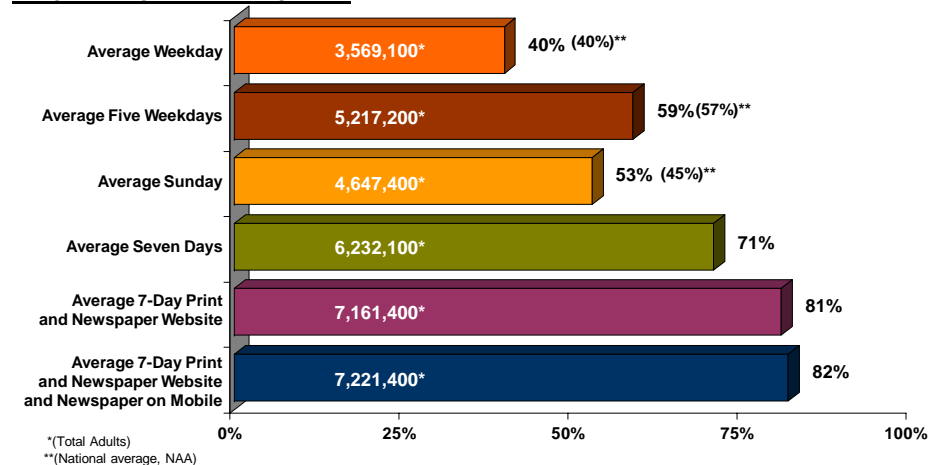
Weekday readership is strong among all groups in Ohio. Among younger adults (age 18 to 34) more than four in 10 (41%) read a newspaper during an average week, Monday through Friday, and almost six in 10 read a daily or Sunday newspaper during an average 7-day week.

Newspaper websites add 14 percent reach among the youngest adults, and accessing newspapers on their mobile phone adds another two percent reach among this group.

Newspaper Readership in Ohio

Base: Total Ohio Adults (8,828,300)

PERCENT WHO READ A NEWSPAPER



Executive Summary

Ohio weekday newspapers reach an average of 1.76 readers per copy, including the reader interviewed.

Weekly Newspaper Readership

Weekly or community newspapers are also well read in Ohio.

As shown in the adjoining chart, almost six in 10 adults (59%) read a weekly newspaper. Almost half (45%) read a weekly or community newspaper during an average week, equal to more than four million adults.

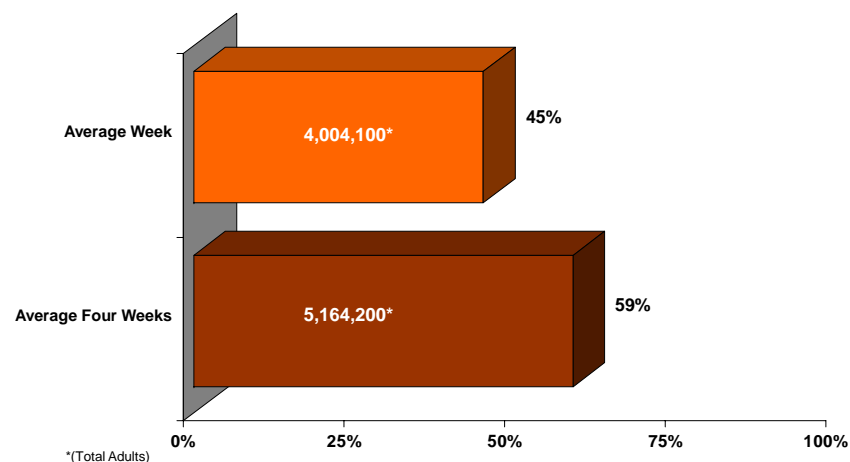
LEGAL ADVERTISING

Almost nine in 10 Ohioans (88% or equal to almost 7.8 million adults) say keeping the public informed through legal advertising is an important requirement for government agencies. This is true among all types of adults.

Ohio Weeklies Widely Read

Base: Total Ohio Adults (8,828,300)

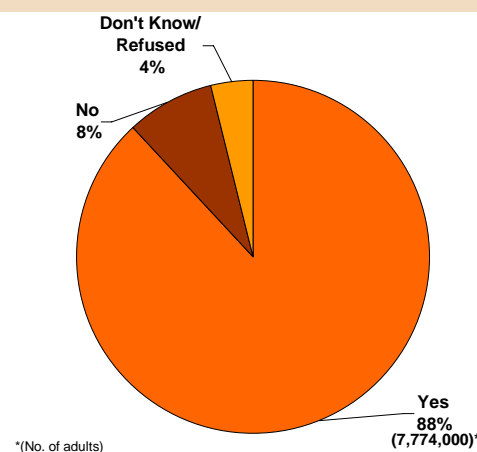
PERCENT WHO READ WEEKLY/COMMUNITY NEWSPAPERS



Most Ohioans Support Legal Advertising

Base: Total Ohio Adults (8,828,300)

Q17. Do you believe that keeping the public informed in this way is an important requirement for government agencies?



TOTAL SUPPORTING PUBLIC SERVICE ADVERTISING

	%
TOTAL	88
AGE	
18-34	92
35-44	86
45-54	87
55-64	87
65+	87

Executive Summary

In addition, as shown in the adjoining chart, adults who have seen legal advertising are more likely to prefer receiving them in a printed newspaper than any other source. More than half (53%) say newspapers are their preferred source, more than double the percentage who would like to receive them online.

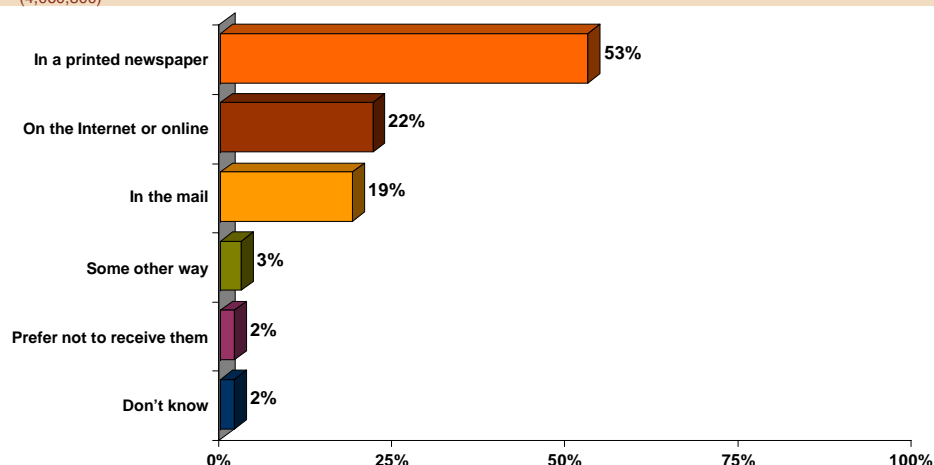
Moving legal advertising online would also result in significant loss of readership.

Over half (53%) said they would **read legal ads less** often if they were eliminated from newspapers and put online on government websites, compared with only 18 percent who would read them more often. Adults who actually read public notice advertising are even less likely (66% would read less) to read them online.

Newspapers Preferred Source For Legal Advertisements

Base: Ohioans Who Have Ever Seen Public Notice Advertising (4,060,800)

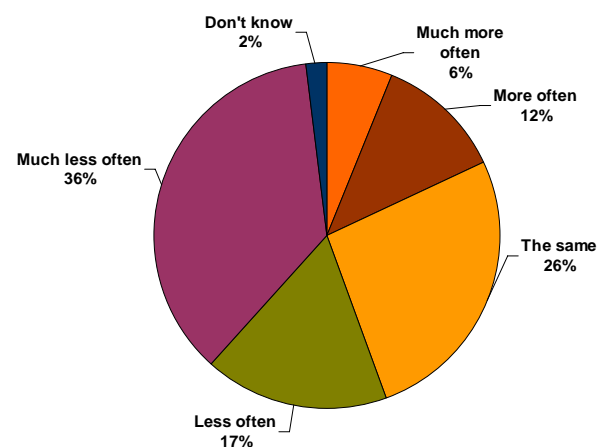
Q20. How would you prefer to receive legal advertisements, including proposed budgets, notice of public hearings, taxation, etc.? Would you prefer to receive them...?



Fewer Would Read Legal Ads Online

Base: Total Ohio Adults (8,828,300)

Q21. Some government officials have suggested dropping legal advertisements in newspapers in favor of putting them on government websites. If legal advertisements were made available only online on government websites, would you read them:



PERCENT WHO WOULD READ LESS

	%
TOTAL	53
HAVE READ PUBLIC NOTICES	66
AGE	
18-34	38
35-44	51
45-54	59
55-64	57
65+	68

Executive Summary

As shown in the adjoining chart, trust or credibility is higher for legal ads placed in newspapers than on government websites; 34 percent say they trust legal ads printed in newspapers compared with 29 percent who trust them posted on government websites.

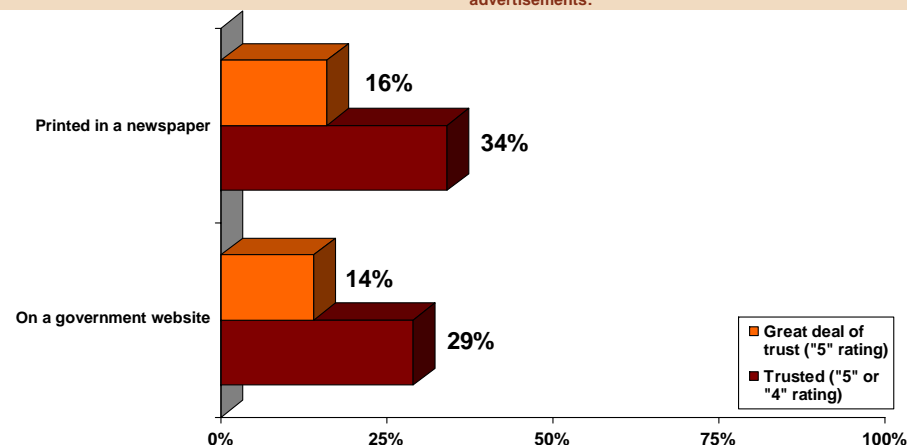
The same question, analyzed by adults **who have read** legal ads, shows credibility is even higher for legal ads placed in newspapers; almost half (47%) say they trust legal ads placed in newspapers compared with 37 percent for government websites.

Ohioans are also more likely to read legal advertising printed in newspapers than they are to read them on a government website; 29 percent are likely to read them in newspapers compared with 13 percent on government websites. Almost half (48%) of Ohio adults **who have read** legal advertising say they are likely to use newspapers for these ads, higher than the percentage who would use government websites.

Legal Ads In Newspapers More Credible

Base: Total Ohio Adults (8,828,300)

Q22. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in legal advertisements:



Executive Summary

DIGITAL USE

More than eight in 10 Ohio adults are Internet users.

Three in four adults (75%) access the Internet at least once a week, 61 percent every day or almost every day. Internet use is very high among younger adults (91%) but unusually low among those ages 65 and older (36%).

More than half of all Internet users (54%) access a newspaper website during an average month.

Almost four in 10 Internet users (38%) access a newspaper website at least weekly, and one in six (16%) access a newspaper website every day or almost every day.

Newspaper websites reach an audience that has higher than average income and education.

- 60 percent of college graduates access a newspaper website at least monthly
- 64 percent of adults with household incomes of \$100,000 or more access newspaper websites

Almost three in 10 adults in Ohio currently use a smartphone; higher among males and younger adults. Younger adults are more likely to own a smartphone; over four in 10 adults between 18 to 34 currently have one.

One in five Ohio adults who have mobile phones (21%) use them to get news on a weekly basis.

- Younger adults are more likely to say they get news on their mobile phones weekly (39%)
- Among those Ohioans who get news on their mobile phone, almost half (45%) access newspaper websites on their phone
- 26 percent access newspaper websites on a weekly basis



II. Specific Findings

1. News & Advertising Sources

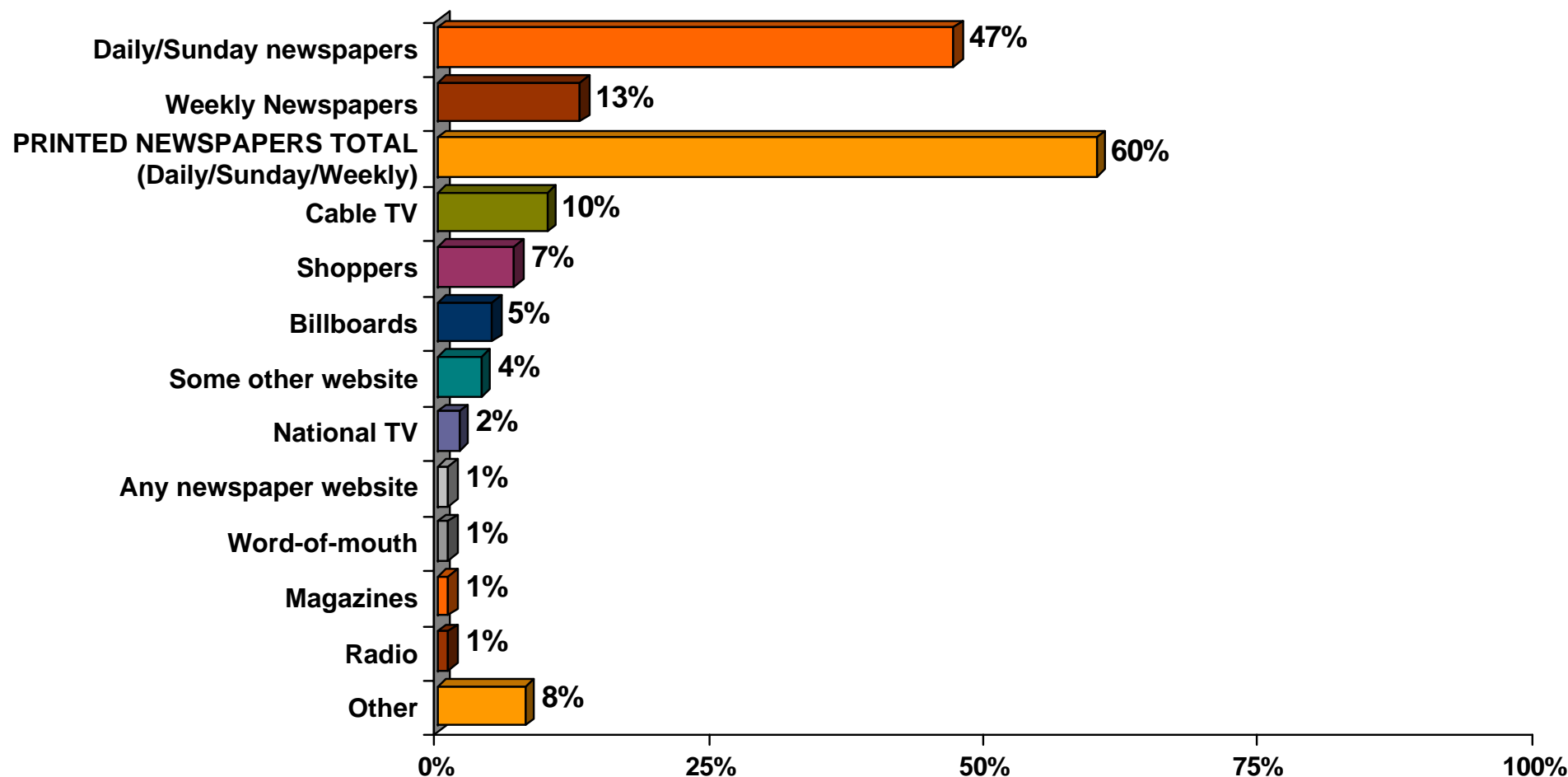
- Printed newspapers remain Ohioans top source of local sales and shopping information.
 - Almost half of Ohio adults (47%) who use **any** advertising say daily/Sunday newspapers are their primary source; weekly newspapers rate second at 13 percent
 - This means printed newspapers in general (daily/Sunday/weekly) are the primary advertising source for six in 10 adults (60%); with no other source close
 - This is true even among younger adults; 44 percent of those between ages 18 and 34 say printed newspapers are their primary source compared with 18 percent who choose cable television and 11 percent who say any website
- Printed newspapers follow cable television as the single most relied upon source for local news and information; television is, however, generally very fragmented and the local newspaper typically rates higher than any individual station.
 - Older adults cite daily/Sunday newspapers in about equal numbers as cable television as their primary source
 - Younger adults choose newspapers behind cable as their primary source with 19 percent; only 10 percent mention websites

News & Advertising Sources

Newspapers Top Source For Shopping Information

Base: Adults Using Any Advertising Source (7,980,200)

Q1a. What is your main source of local sales and shopping information?



KEY POINT

Almost half of the Ohioans who use any advertising for local sales and shopping information say daily/Sunday newspapers are their primary source. When combined with weekly newspapers, six in 10 consumers (60%) cite printed newspapers as their primary ad source. Newspaper websites add another one percent to the reach of newspapers. All other sources, including television and the Internet are much farther back.

News & Advertising Sources

Comparing Sources Of Shopping Information

Base: Adults Using Any Advertising Source (7,980,200)

Q1a. What is your main source of local sales and shopping information?

	<u>TOTAL</u>	<u>GENDER</u>		<u>AGE</u>				
		<u>Male</u>	<u>Female</u>	<u>18-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
	%	%	%	%	%	%	%	%
Daily/Sunday newspapers	47	47	47	35	40	52	51	66
Weekly newspapers	13	10	16	9	17	13	13	14
Cable TV	10	10	10	18	9	7	5	6
Shoppers	7	7	6	9	5	9	6	3
Billboards	5	7	3	7	6	4	5	*
Some other website	4	5	3	9	2	3	4	1
National TV	2	1	2	*	3	2	2	2
Any newspaper website	1	2	1	2	3	1	1	*
Word-of-mouth	1	2	1	1	*	2	2	2
Magazines	1	*	2	2	3	*	*	1
Radio	1	2	*	*	*	2	2	1
Other	8	7	9	9	11	5	8	6

*(Less than .05 percent)

KEY POINT

Daily and Sunday newspapers are the primary source for local sales and shopping information among all Ohioan adults. This is true even among younger adults; 44 percent of those between ages 18 and 34 cite printed newspapers as their primary source compared with 18 percent who choose cable television and 11 percent who say any website. Newspapers rate even stronger among other age groups.

2. Newspaper Readership

- Ohio adults are avid newspaper readers.
 - Almost six in 10 (59%, equal to more than 5.2 million adults) read a daily newspaper at least once during an average week, Monday through Friday, slightly higher than the national average (57%)
 - Four in 10 read on an average weekday
 - Over half (53%) read on an average Sunday, significantly higher than the national average of 45 percent
- More than eight in 10 (81%) read a daily, Sunday, a weekly newspaper or access a newspaper website during an average week, equal to more than 7.1 million adults.
- Adults accessing newspaper websites on their mobile phone adds another one percentage point to overall newspaper reach bringing total reach to 82 percent.
- Weekday readership (not including weekly newspapers) is relatively strong among all groups in Ohio.
 - Among younger adults (18 to 34) more than four in 10 (41%) read a newspaper during an average week, Monday through Friday, and almost six in 10 (58%) read a daily or Sunday newspaper during an average 7-day week

Newspaper Readership

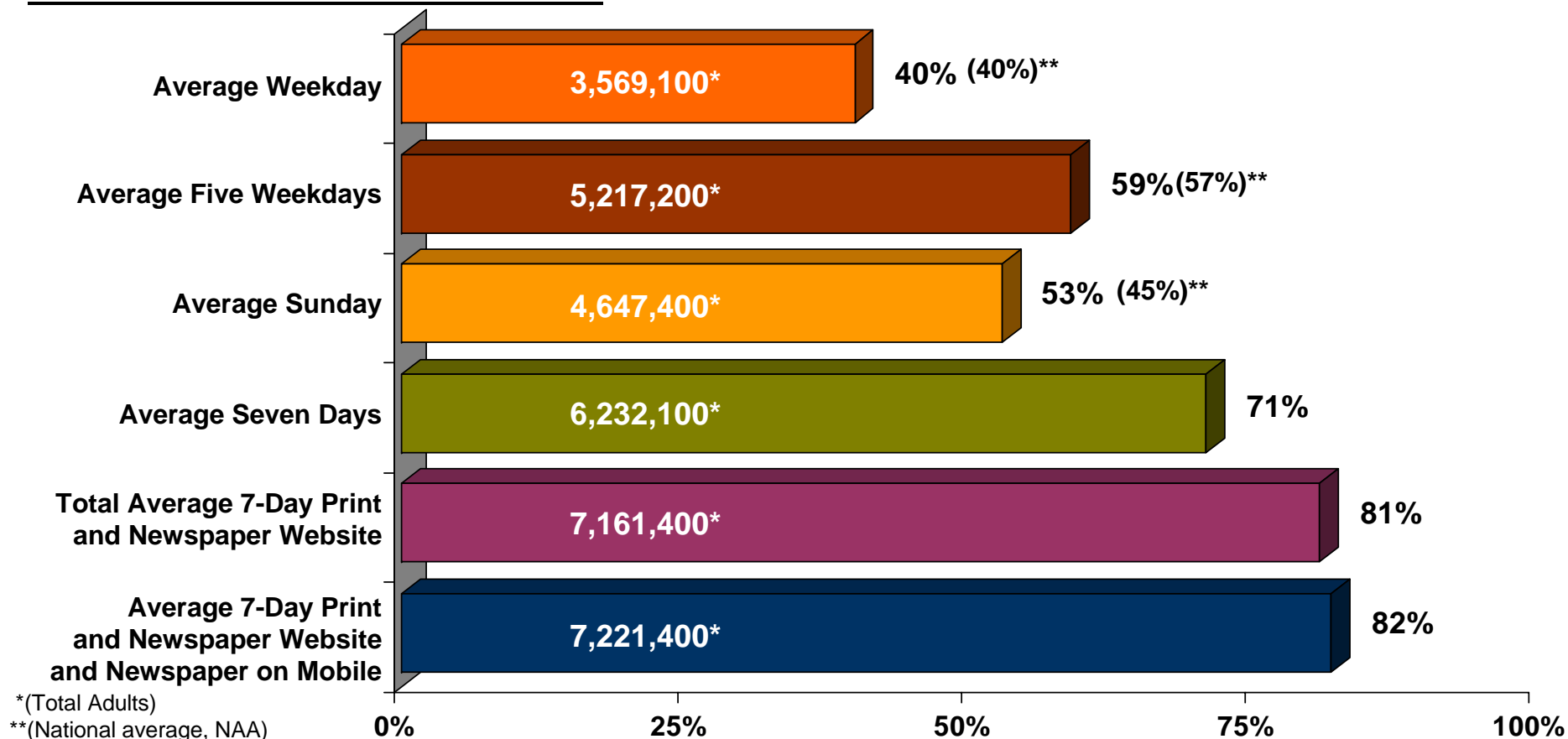
- Newspaper websites add 14 percent reach among the youngest adults, and accessing newspapers on their mobile phone adds another two percent reach among this age group.
- Ohio weekday newspapers reach an average of 1.76 readers per copy, including the reader interviewed.
- Weekly or community newspapers are also well read in Ohio.
- Almost six in 10 adults (59%) read a weekly newspaper; 45 percent read during an average week.

Newspaper Readership

Newspaper Readership in Ohio

Base: Total Ohio Adults (8,828,300)

PERCENT WHO READ A NEWSPAPER



KEY POINT

Ohio adults are avid newspaper readers. Almost six in 10 (59%) read a daily newspaper during an average week, Monday through Friday, and four in 10 read on an average weekday. Over half (53%) read on an average Sunday, significantly higher than the national average of 45 percent. An even higher percentage (81%) read a daily, Sunday, a weekly newspaper or access a newspaper website during an average week, equal to more than 7.1 million adults. Reading newspapers on their mobile phone adds one percentage point to overall newspaper reach.

Newspaper Readership

Comparing Readership in Ohio

Base: Total Ohio Adults (8,828,300)

	<u>% of Population</u>	<u>NEWSPAPER READERSHIP</u>					<u>Average 7-Day Print/ Newspaper Website/ Newspaper Mobile</u>
		<u>Average Weekday</u>	<u>Average 5-Days</u>	<u>Average Sunday</u>	<u>Average 7-Day Print</u>	<u>Total Average 7-Day Print/ Newspaper Website</u>	
TOTAL	100	40%	59%	53%	71%	81%	82%
GENDER							
Male	48	43%	57%	53%	69%	82%	82%
Female	52	38%	61%	53%	72%	80%	81%
AGE							
18-34	29	19%	41%	41%	58%	72%	74%
35-44	17	35%	61%	48%	71%	84%	84%
45-54	20	43%	59%	53%	70%	79%	79%
55-64	16	54%	69%	65%	80%	89%	89%
65+	18	66%	78%	65%	82%	89%	89%
HOUSEHOLD INCOME							
Under \$35,000	31	35%	57%	46%	62%	68%	70%
\$35,000 to \$49,999	18	40%	61%	45%	66%	85%	85%
\$50,000 to \$74,999	21	31%	60%	55%	77%	91%	91%
\$75,000 to \$99,999	13	35%	57%	54%	70%	86%	86%
\$100,000 or more	17	48%	59%	61%	82%	92%	92%

KEY POINT

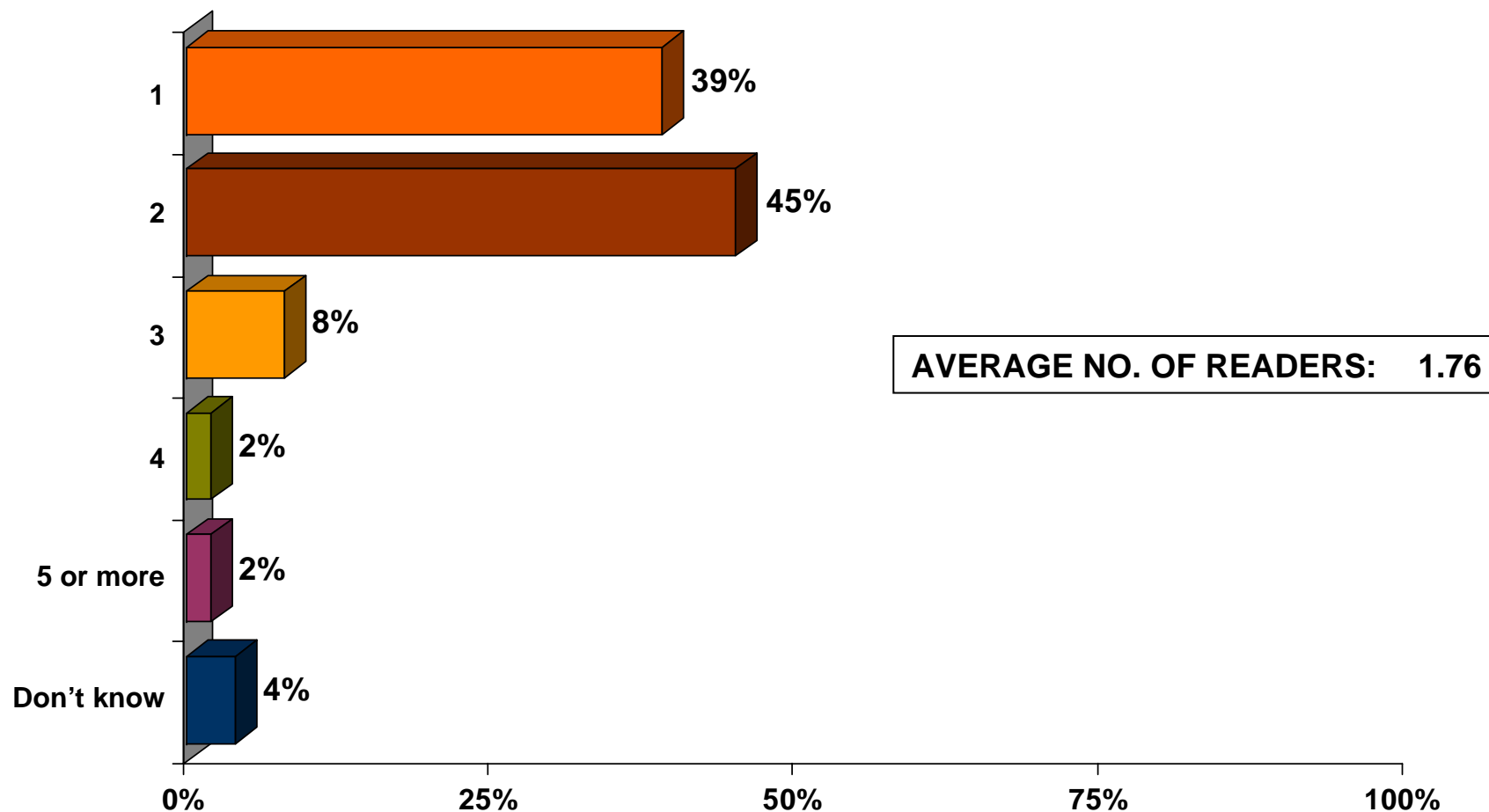
Weekday readership is relatively strong among most groups in Ohio. Among younger adults (18 to 34) more than four in 10 (41%) read a newspaper during an average week, Monday through Friday and 58 percent read a daily or Sunday newspaper during an average 7-day week. Newspaper websites add 14 percent reach among the youngest adults, and accessing newspapers on their mobile phone adds another two percent reach for newspapers among young adults.

Newspaper Readership

Readers Per Copy

Base: Weekday Newspaper Readers (5,217,200)

Q4. 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

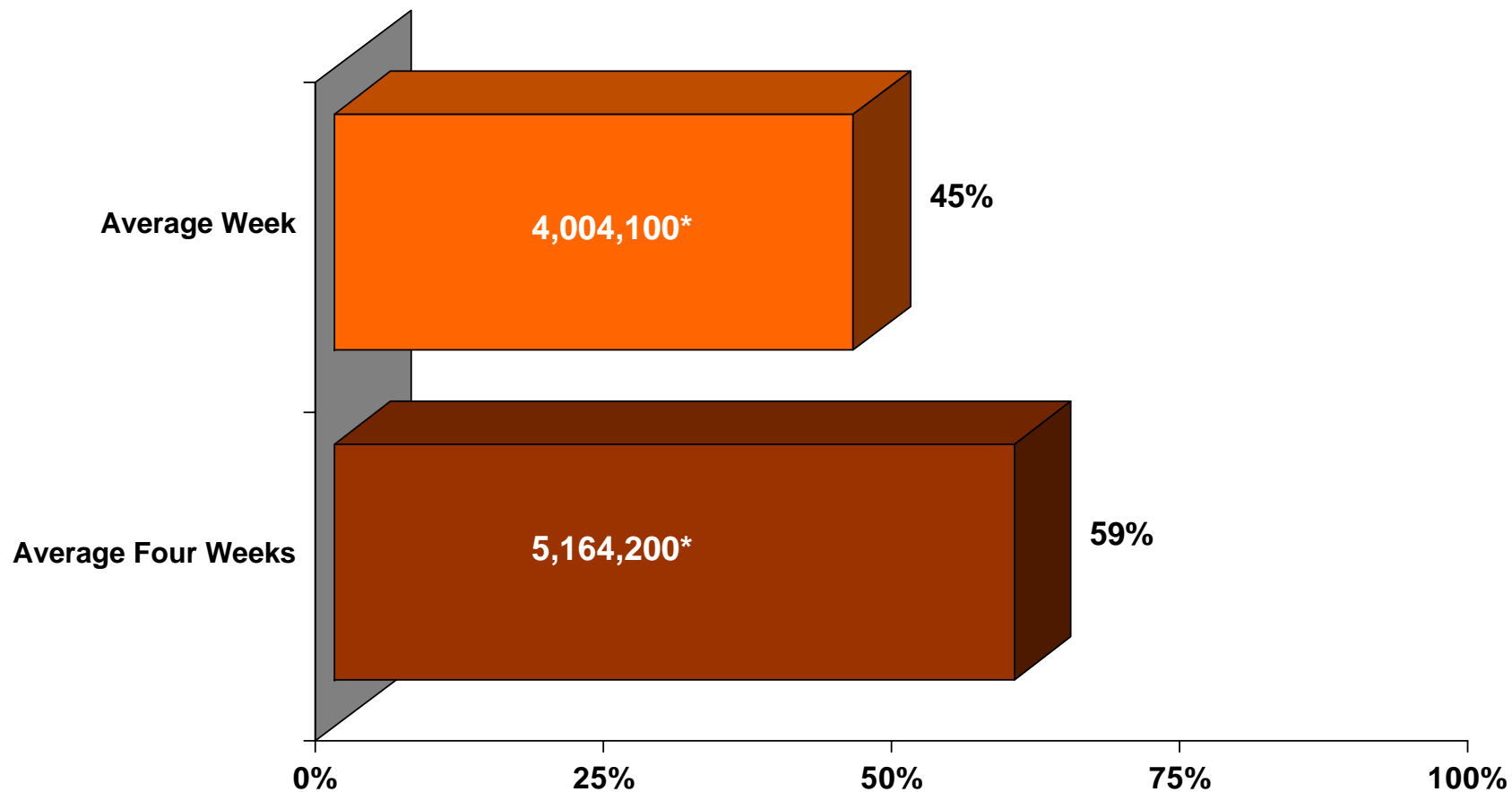
Ohio newspapers reach an average of 1.76 adults per copy, including the reader interviewed.

Newspaper Readership

Ohio Weeklies Widely Read

Base: Total Ohio Adults (8,828,300)

PERCENT WHO READ WEEKLY/COMMUNITY NEWSPAPERS



*(Total Adults)

KEY POINT

Weekly or community newspapers are also well read in Ohio. Almost six in 10 adults (59%) read a weekly newspaper; 45 percent read during an average week.

Newspaper Readership

Total Newspaper Readership in Ohio

Base: Total Ohio Adults (8,828,300)

TOTAL NEWSPAPER READERSHIP DURING AN AVERAGE 7-DAY PERIOD

TOTAL	%	75
GENDER		
Male	%	73
Female	%	76
AGE		
18-34	%	61
35-44	%	77
45-54	%	74
55-64	%	83
65+	%	86
HOUSEHOLD INCOME		
Under \$35,000	%	64
\$35,000 to \$49,999	%	75
\$50,000 to \$74,999	%	79
\$75,000 to \$99,999	%	74
\$100,000 or more	%	88

KEY POINT

Ohio newspapers (weekday, Sunday and weekly) have high combined reach. Almost eight in 10 adults (75%) read at least one during an average week. Over six in 10 younger adults (61%) also read at least one newspaper on an average week.

3. Legal Advertising

- Having the ability to access legal advertising is important to Ohio adults.
- The vast majority of Ohioans (almost nine in 10) say keeping the public informed through legal advertising is an important requirement for government agencies.
- Almost eight in 10 adults in Ohio (78%) say keeping the public informed of government activities through legal ads is a worthwhile use of government funds.
- Newspapers are the preferred sources for this type of advertising.
 - Over half of all adults who have seen legal advertising (53%) would prefer to receive them in a printed newspaper
 - This is more than double the percentage who would prefer to receive them online
- Moving legal ads from printed newspapers to government websites would result in a significant drop in readership.
 - Over half of all Ohioans (53%) say they would read legal ads **less often** if they were placed online on government websites compared with 18 percent who would read more often online
 - Adults who actually read legal notices are even less likely than average to read them online as are adults age 45 and over

Legal Advertising

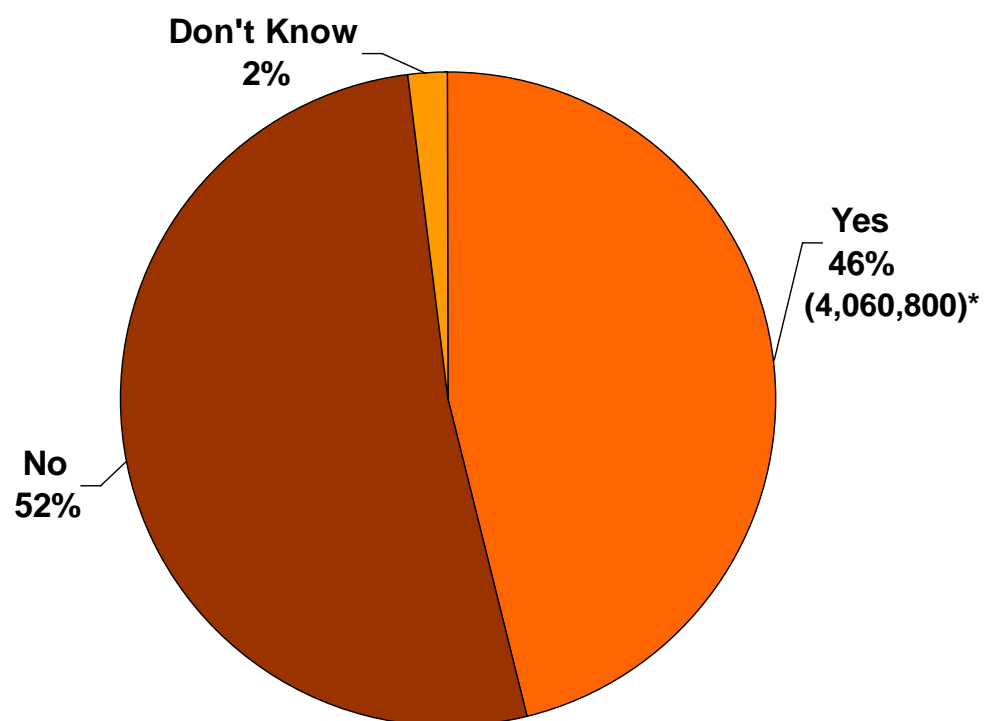
- More than eight in 10 Ohio adults who have ever seen legal advertising (84%) have actually read these ads, true even of younger adults and higher-income households.
- Trust or credibility is higher for legal advertising placed in newspapers than on government websites.
 - 34 percent say they trust legal ads printed in newspapers compared with 29 percent who trust them posted on government websites
 - The same question, analyzed by adults **who have read** legal advertising, shows credibility is even higher for legal ads placed in newspapers; almost half (47%) say they trust legal ads placed in newspapers compared with 37 percent for government websites
- Ohioans are also more likely to read legal advertising printed in newspapers than they are to read them on a government website.
 - 29 percent are likely to read them in newspapers compared with 13 percent on government websites
- Almost half (48%) of Ohio adults **who have read** legal advertising say they are likely to use newspapers for these ads, much higher than the percentage (16%) who would use government websites.

Legal Advertising

Seeing Legal Advertising

Base: Total Ohio Adults (8,828,300)

Q16. Ohio state and local laws require governmental agencies to publish legal advertising in newspapers where the citizens may be affected by the actions of those agencies. These notices include information on zoning changes, proposed budgets, notices of public hearings, proposed taxes and other important government actions. Do you recall reading or seeing legal advertising in any newspaper?



*(No. of adults)

PERCENT SEEING LEGAL ADVERTISING

	%
TOTAL	46
NEWSPAPER READERS	67
INCOME	
Under \$35,000	37
\$35,000-\$49,999	58
\$50,000-\$74,999	47
\$75,000-\$99,999	41
\$100,000+	61

KEY POINT

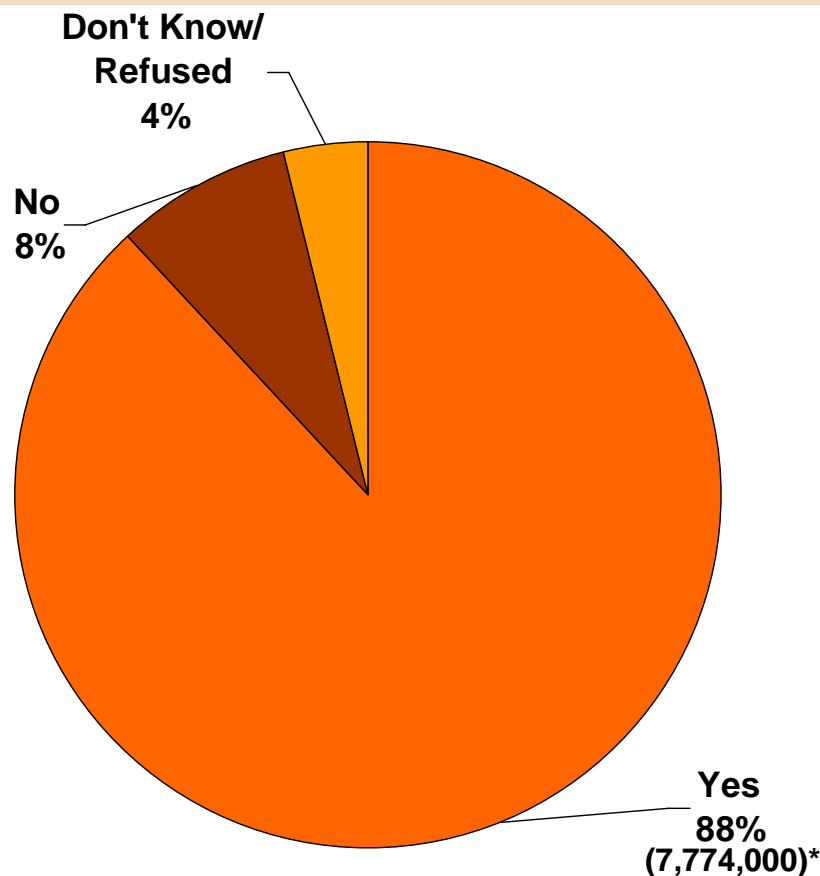
Slightly less than half of all Ohio adults (46%) recall seeing or reading legal advertising in a newspaper, approximately 4.1 million adults. The percent who recall seeing legal ads is higher among newspaper readers and, contrary to the perception of some adults, higher income Ohioans.

Legal Advertising

Most Ohioans Support Legal Advertising

Base: Total Ohio Adults (8,828,300)

Q17. Do you believe that keeping the public informed in this way is an important requirement for government agencies?



TOTAL SUPPORTING PUBLIC SERVICE ADVERTISING

	%
TOTAL	88
AGE	
18-34	92
35-44	86
45-54	87
55-64	87
65+	87

*(No. of adults)

KEY POINT

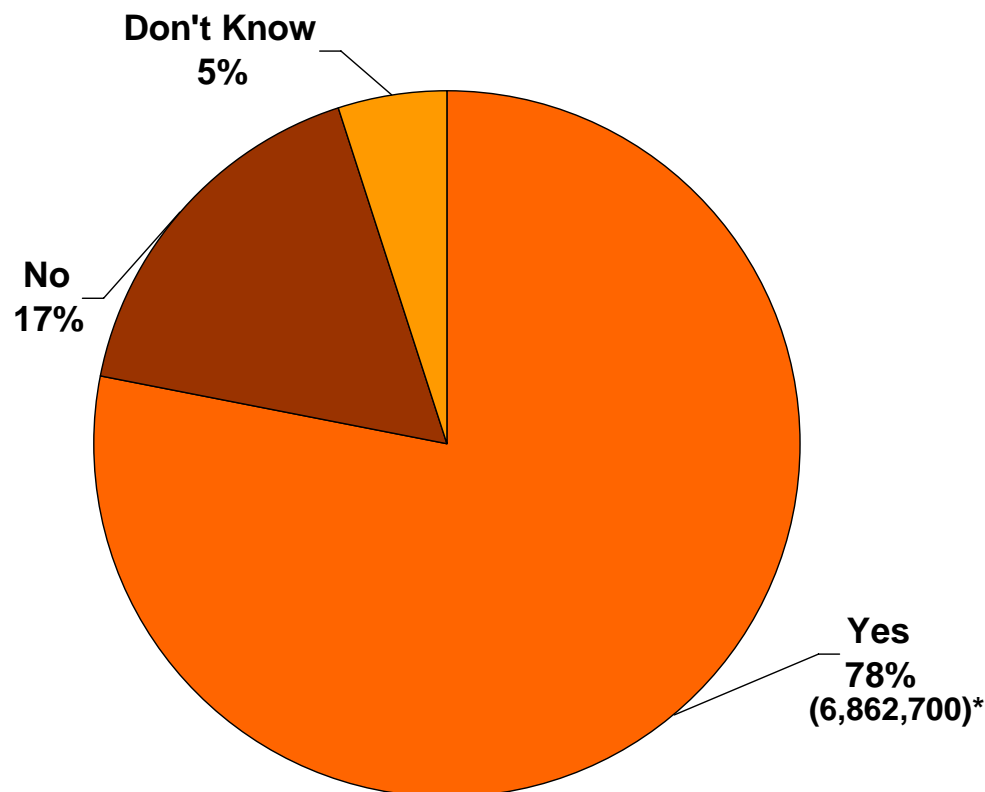
Almost nine in 10 Ohioans (88% or equal to almost 7.8 million adults) say keeping the public informed through legal advertising is an important requirement for government agencies. This is true among all types of adults.

Legal Advertising

Most Ohioans Support Funding Legal Advertising

Base: Total Ohio Adults (8,828,300)

Q18. Is keeping the public informed of government activities through legal and public notices a worthwhile use of government funds?



PERCENT SAYING LEGAL NOTICES "WORTHWHILE" EXPENSE

	%
TOTAL	78
AGE	
18-34	88
35-44	74
45-54	76
55-64	76
65+	68

*(No. of adults)

KEY POINT

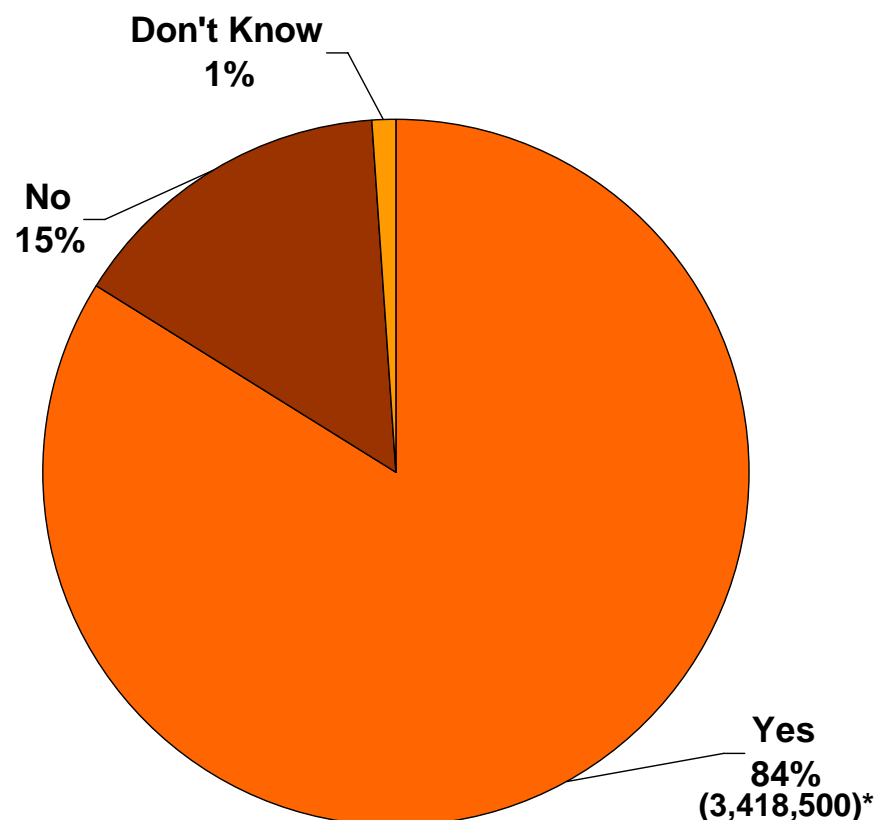
Almost eight in 10 Ohioans (78% or almost 6.9 million adults) say keeping the public informed of government activities through legal and public notices are a worthwhile use of government funds. Younger adults were more likely to say it is a worthwhile expense than are older adults but a wide majority of every group agreed.

Legal Advertising

Many Ohioans Actually Read Legal Ads

Base: Ohioans Who Have Ever Seen Public Notice Advertising
(4,060,800)

Q19. Have you ever read legal advertisements?



*(No. of adults)

KEY POINT

More than eight in 10 Ohio adults who have ever seen legal advertising (84%) have actually read these ads, true even of younger adults and higher-income households. Males were slightly more likely than females to say they have read legal advertisements.

PERCENT WHO HAVE READ LEGAL ADVERTISEMENTS*

	%
TOTAL	84
GENDER	
Male	89
Female	80
AGE	
18-34	85
35-44	91
45-54	83
55-64	86
65+	78
INCOME	
Under \$35,000	80
\$35,000-\$49,999	86
\$50,000-\$74,999	91
\$75,000-\$99,999	76
\$100,000+	80

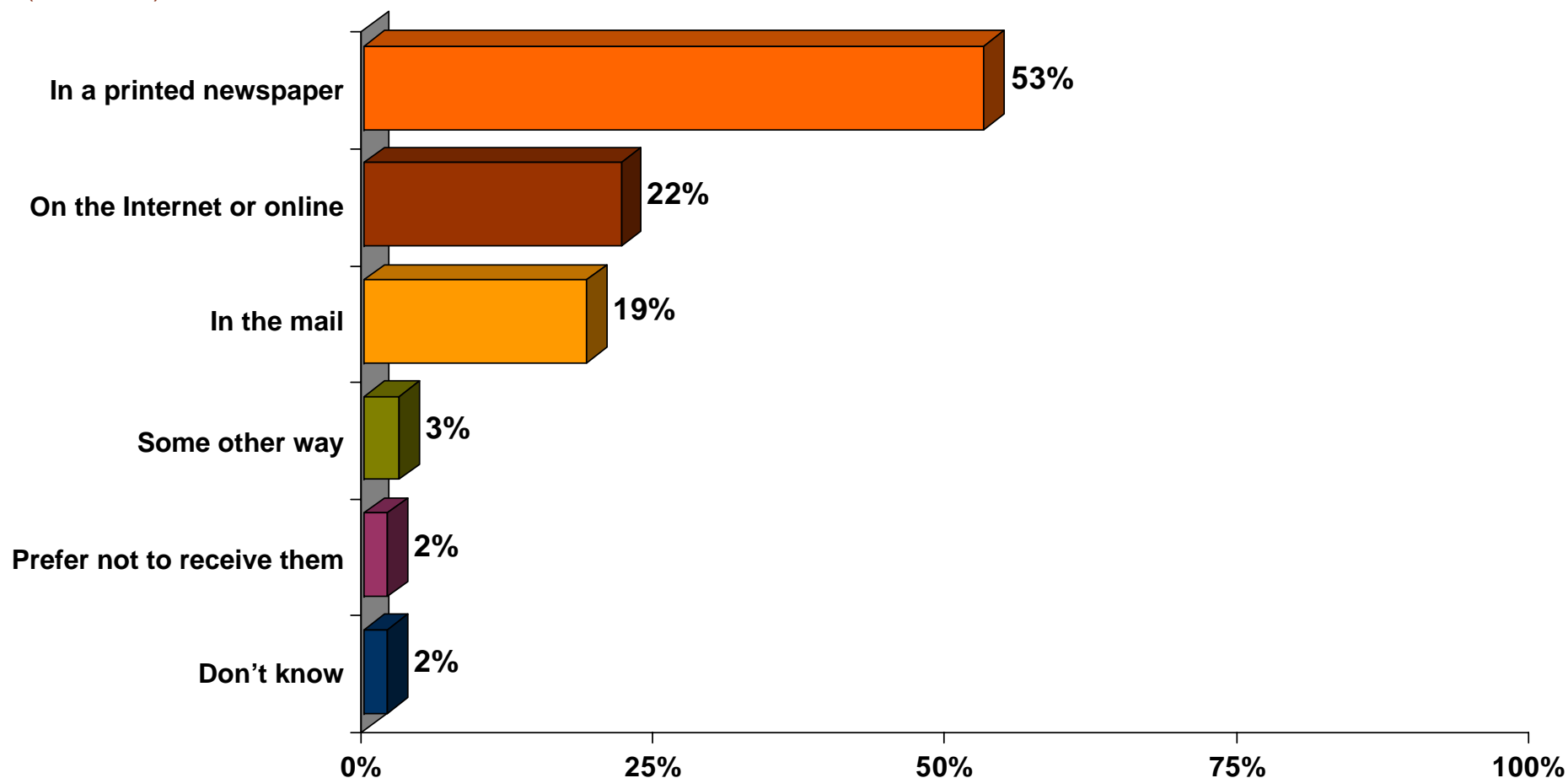
*(Among adults who have ever seen legal advertising)

Legal Advertising

Newspapers Preferred Source For Legal Advertisements

Base: Ohioans Who Have Ever Seen Public Notice Advertising
(4,060,800)

Q20. How would you prefer to receive legal advertisements, including proposed budgets, notice of public hearings, taxation, etc.? Would you prefer to receive them...?



KEY POINT

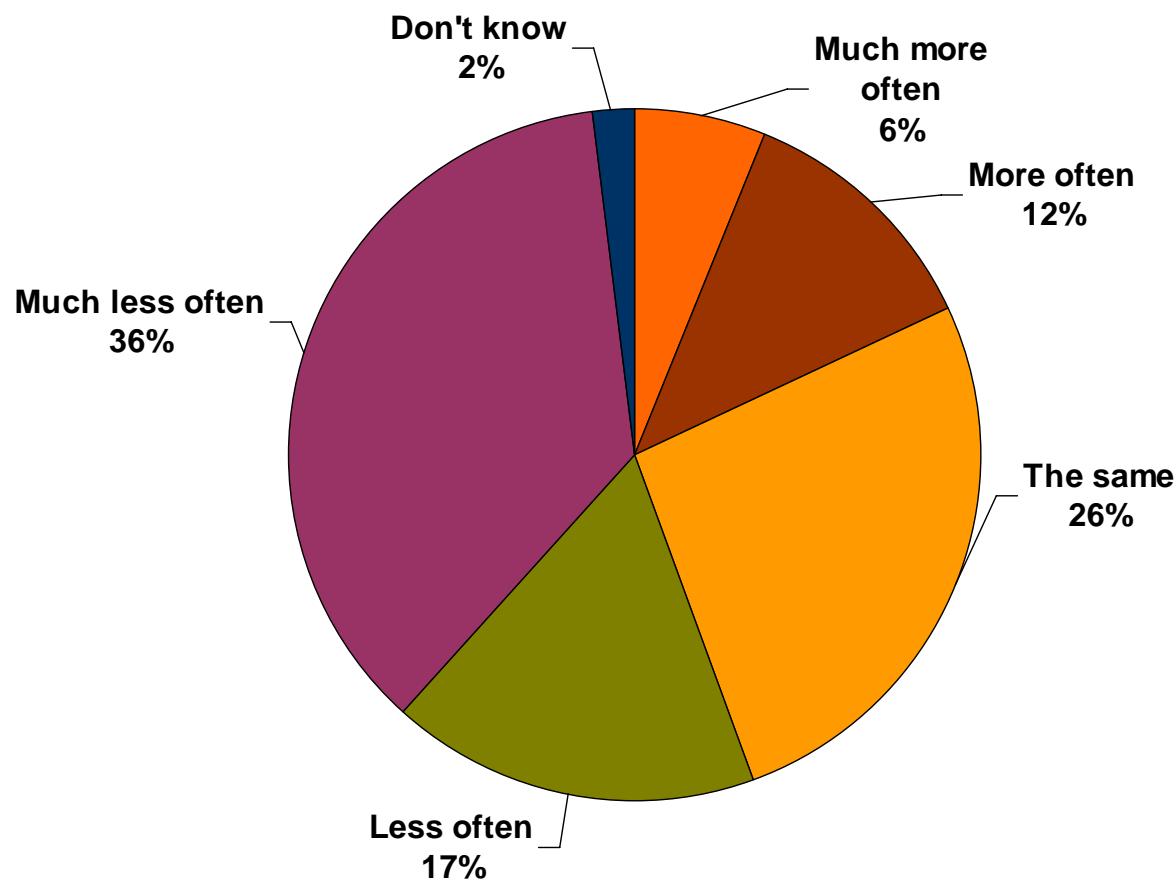
Over half (53%) of Ohio adults who have seen legal advertising prefer receiving them in a printed newspaper, more than double any other source, including the Internet.

Legal Advertising

Fewer Would Read Legal Ads Online

Base: Total Ohio Adults (8,828,300)

Q21. Some government officials have suggested dropping legal advertisements in newspapers in favor of putting them on government websites. If legal advertisements were made available only online on government websites, would you read them:



PERCENT WHO WOULD READ LESS	
	%
TOTAL	53
HAVE READ PUBLIC NOTICES	66
AGE	
18-34	38
35-44	51
45-54	59
55-64	57
65+	68
REGISTERED TO VOTE	53

KEY POINT

Moving legal advertising online to government websites would result in significant loss of readership. Over half of Ohioans (53%) said they would read legal ads less often if they were eliminated from newspapers and moved online to government websites compared with only 18 percent who say they would read them more often. Adults who actually read public notice advertising are even less likely (66%) to read them online as are adults over age

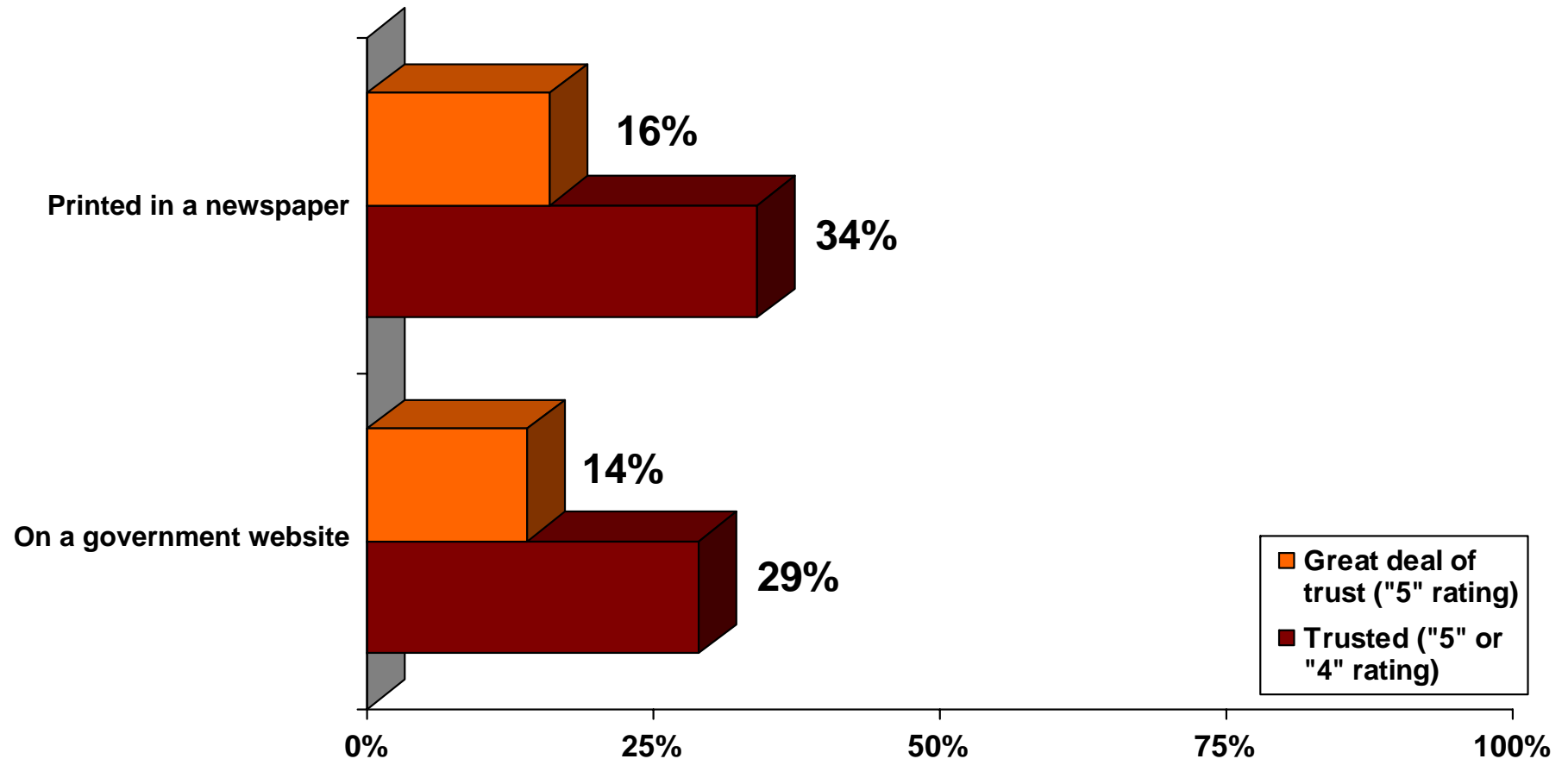
45

Legal Advertising

Legal Ads In Newspapers More Credible

Base: Total Ohio Adults (8,828,300)

Q22. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in legal advertisements:



KEY POINT

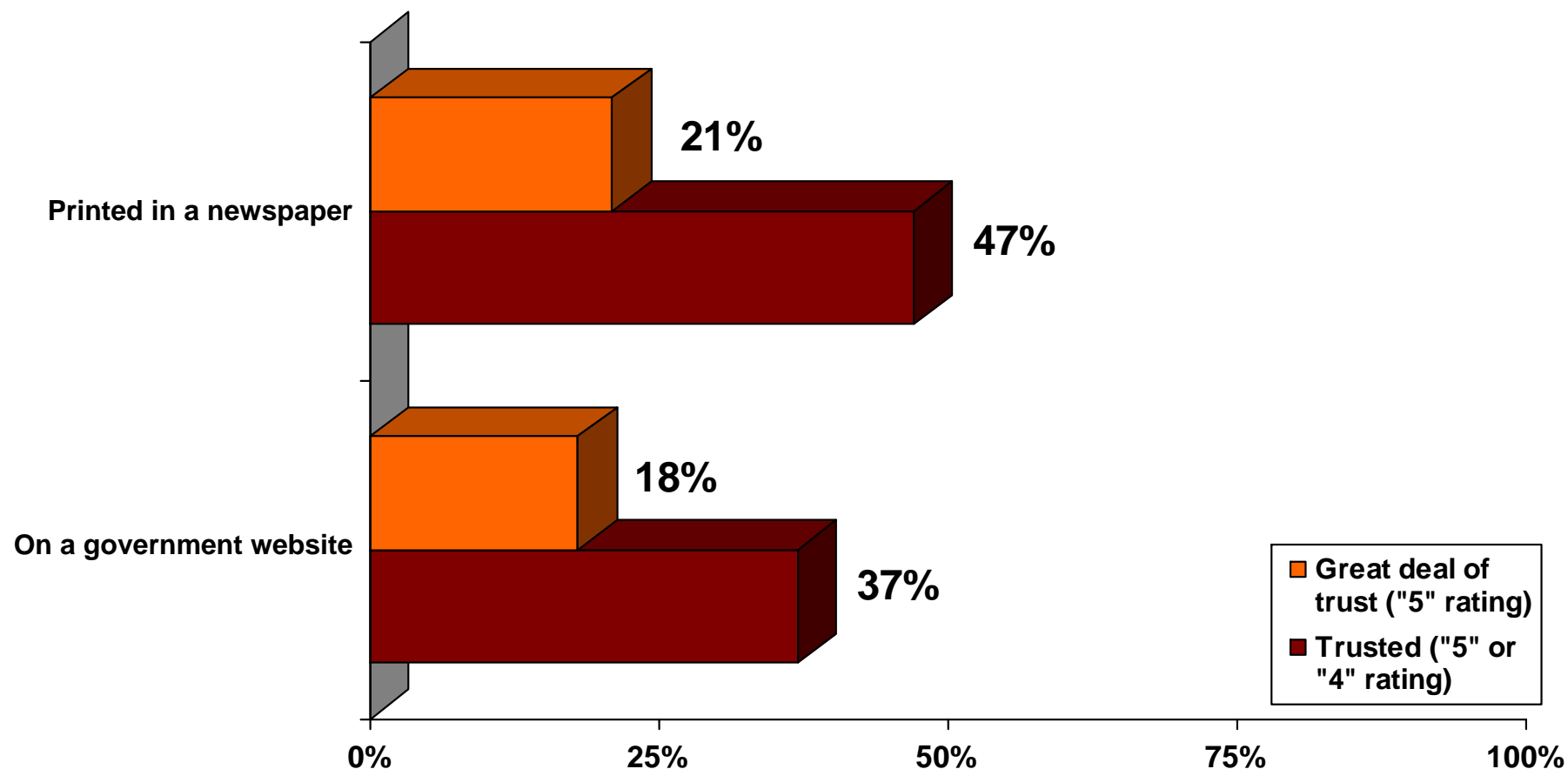
Trust or credibility is higher for legal advertising placed in newspapers than on government websites.

Legal Advertising

Comparing Credibility Among Legal Advertisement Readers

Base: Total Ohio Adults Who Have Read Legal Advertisements (3,418,500)

Q22. Using a scale of 5 to 1 where 5 means you have a great deal of trust or credibility and 1 means little or no credibility or trust, how much credibility or trust do you have in legal advertisements:



KEY POINT

The same question, analyzed by adults **who have read** legal advertisements, shows credibility is even higher for legal advertising placed in newspapers; almost half (47%) say they trust legal advertisements placed in newspapers.

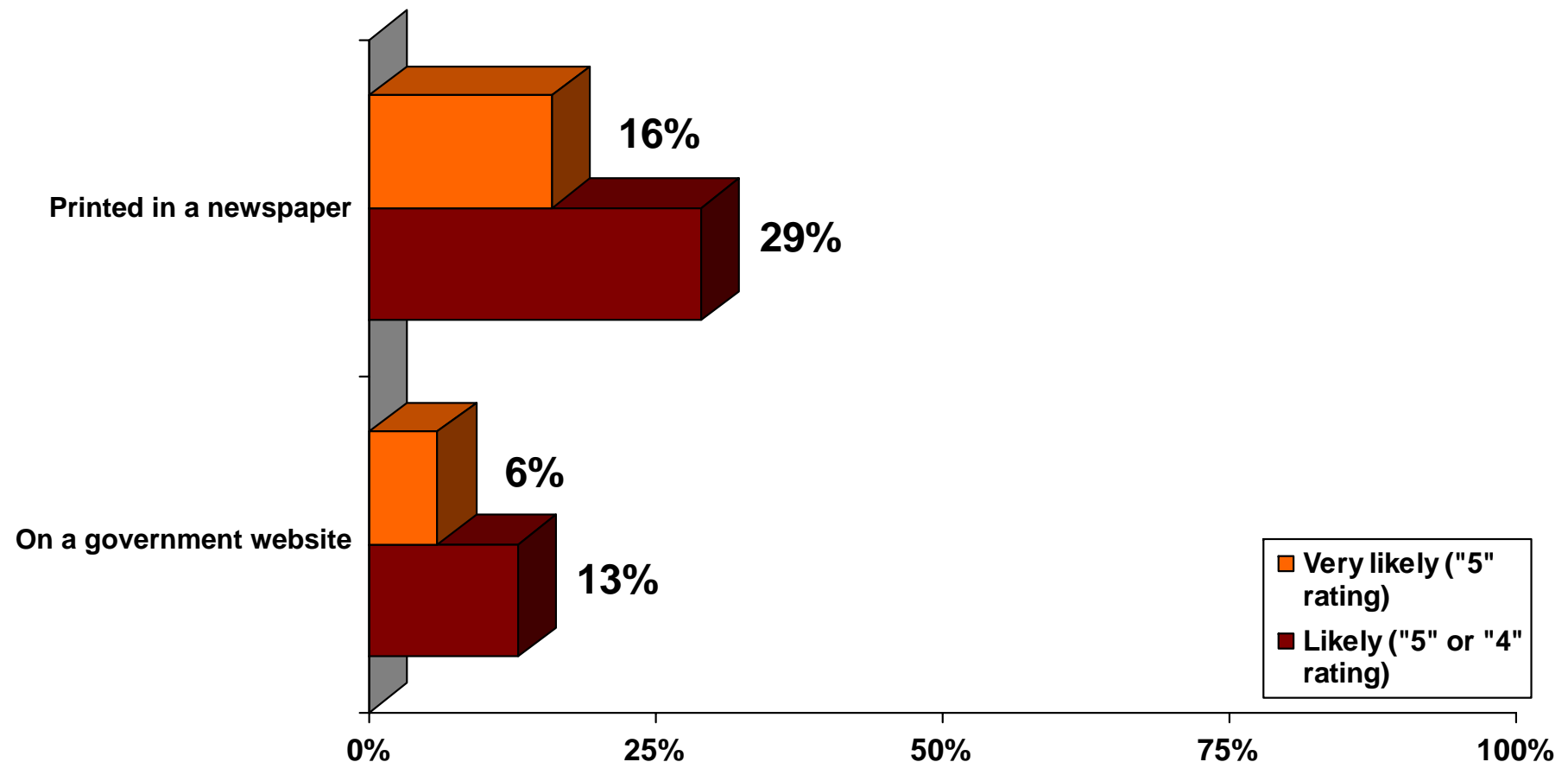
Legal Advertising

Newspaper Legal Advertising More Likely To Be Read

Base: Total Ohio Adults (8,828,300)

Q23. Using a scale of 5 to 1 where five means you would be very likely to use this source and 1 means not likely at all, how likely are you to read legal advertising:

PERCENT LIKELY TO USE EACH:



KEY POINT

Ohioans are more likely to read legal advertising printed in newspapers than they are to read them on a government website.

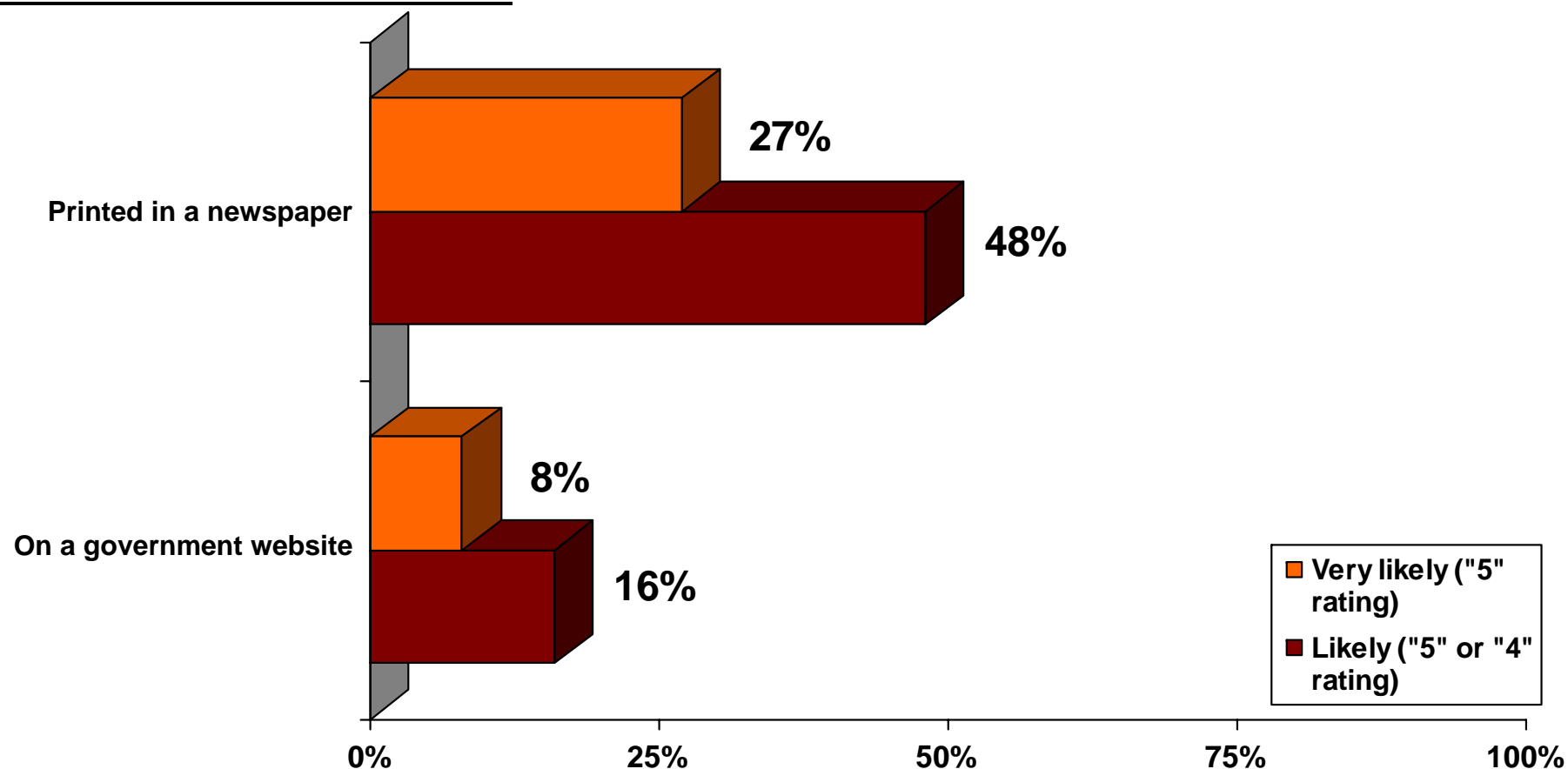
Legal Advertising

Readership Higher In Newspapers

Base: Total Ohio Adults Who Have Read Legal Advertising (3,418,500)

Q23. Using a scale of 5 to 1 where five means you would be very likely to use this source and 1 means not likely at all, how likely are you to read legal advertising:

PERCENT LIKELY TO USE EACH:



KEY POINT

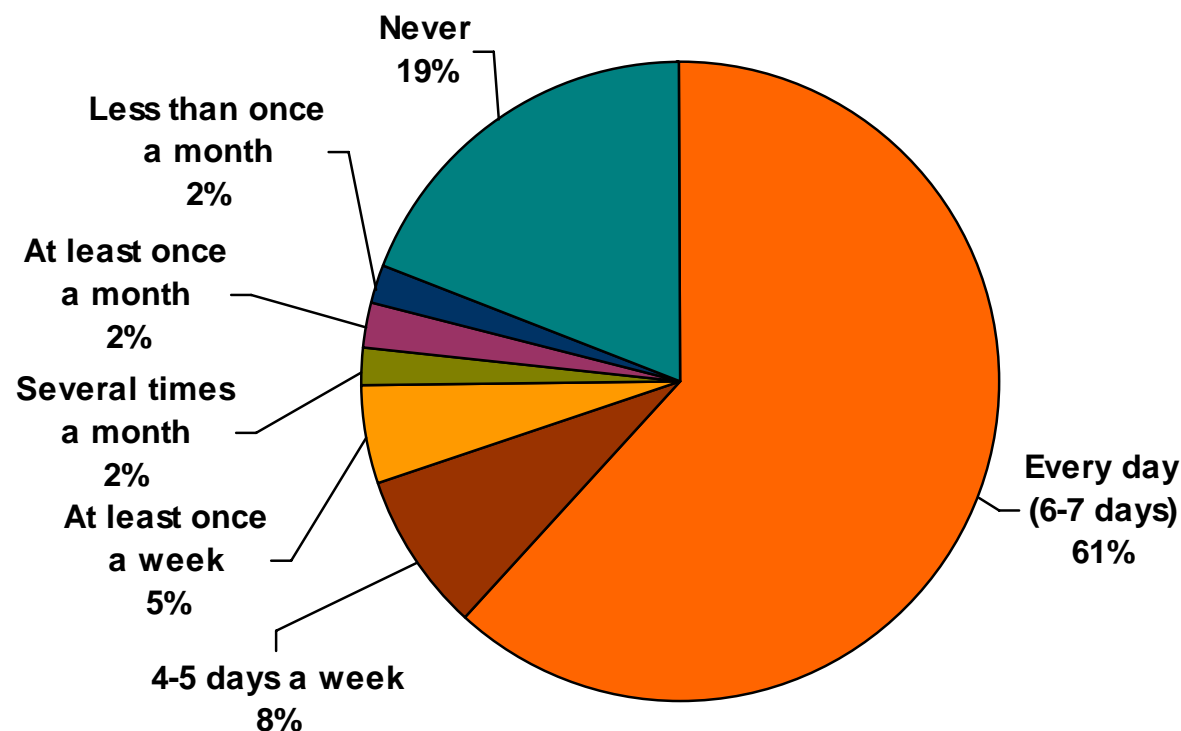
Almost half (48%) of Ohio adults **who have read** legal advertising say they are likely to use newspapers for these ads, much higher than the percentage (16%) who would use government websites.

Digital Use

Internet Use

Base: Total Ohio Adults (8,828,300)

Q11. Other than for email, how often do you use the Internet or online services?



PERCENT USING THE INTERNET WEEKLY

	%
TOTAL	75
AGE	
18-34	91
35-44	87
45-54	76
55-64	75
65+	36
NEWSPAPER READER*	70

*(Read a printed newspaper on an average day)

KEY POINT

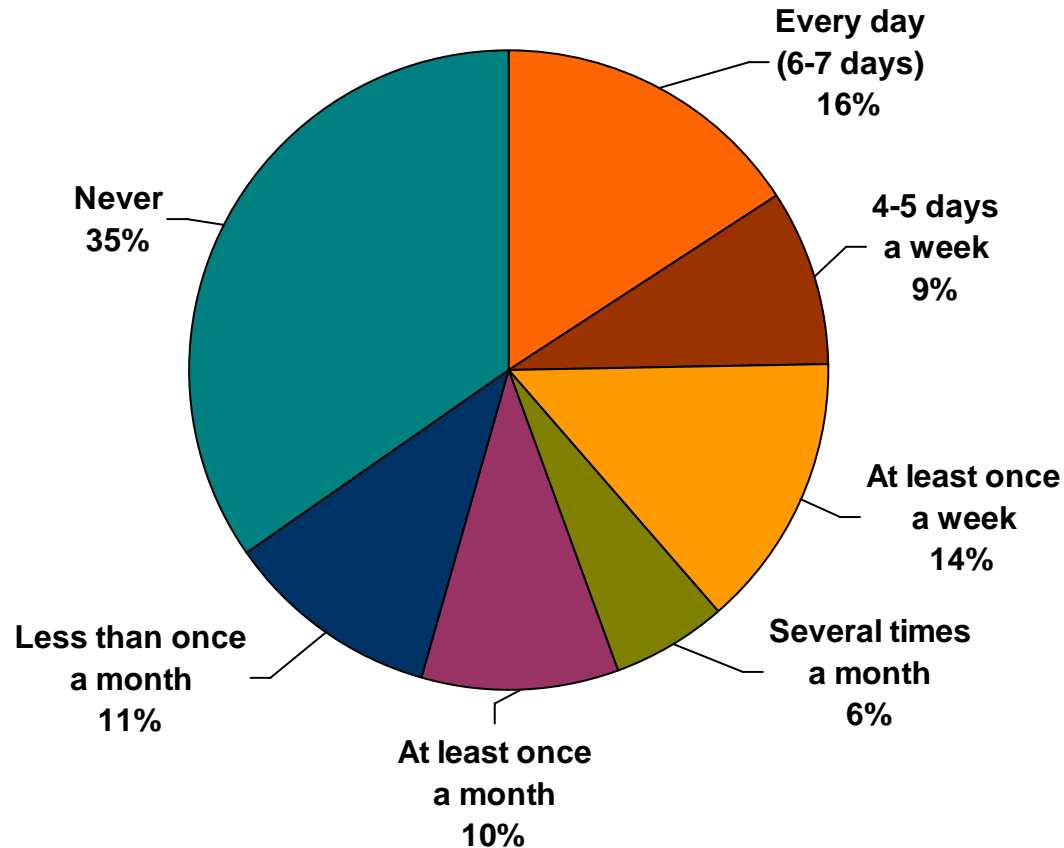
More than eight in 10 adults (81%) are Internet users. Three in four adults (75%) access the Internet at least once a week, 61 percent every day or almost every day. Internet use is much higher among younger adults but unusually low among those ages 65 and older.

Digital Use

Accessing Newspaper Websites

Base: Ohio Adults Who Use The Internet (7,126,900)

Q12. 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 it's from your local newspaper or not?



% ACCESSING NEWSPAPER WEBSITES MONTHLY

	%
TOTAL	54
EMPLOYED FULL-TIME	56
COLLEGE GRADUATE	60
H.H. INCOME \$100,000+	64

KEY POINT

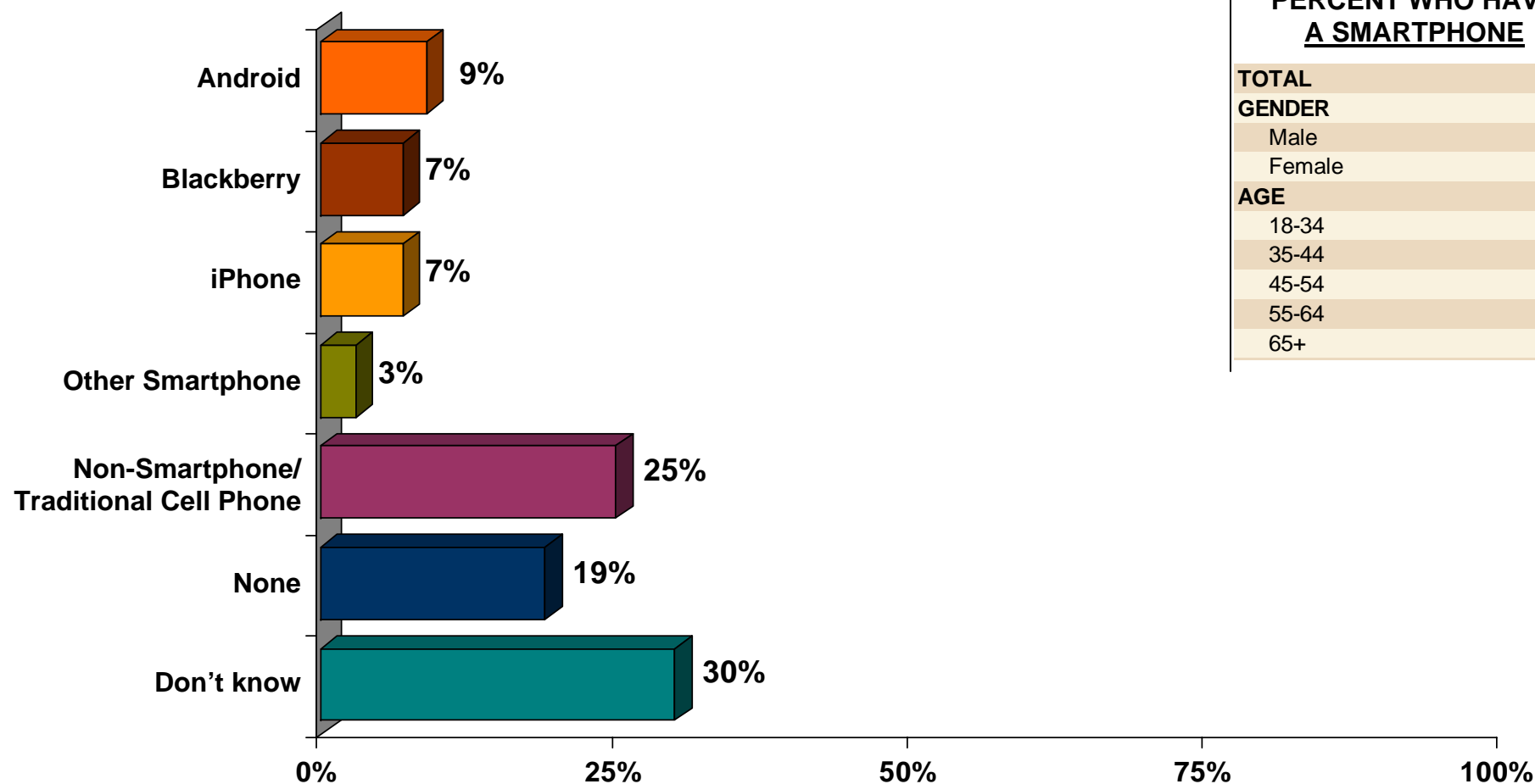
More than half of Internet users (54%) visit a newspaper website during an average month. Almost four in 10 Internet users (38%) access a newspaper website at least weekly, higher than we see in most markets. Almost one in five (16%) access a newspaper website every day or almost every day. Newspaper websites reach a higher income, highly educated audience.

Digital Use

Smartphone Usage Growing

Base: Total Ohio Adults (8,828,300)

Q13. What type of cell phone, if any, do you have:



KEY POINT

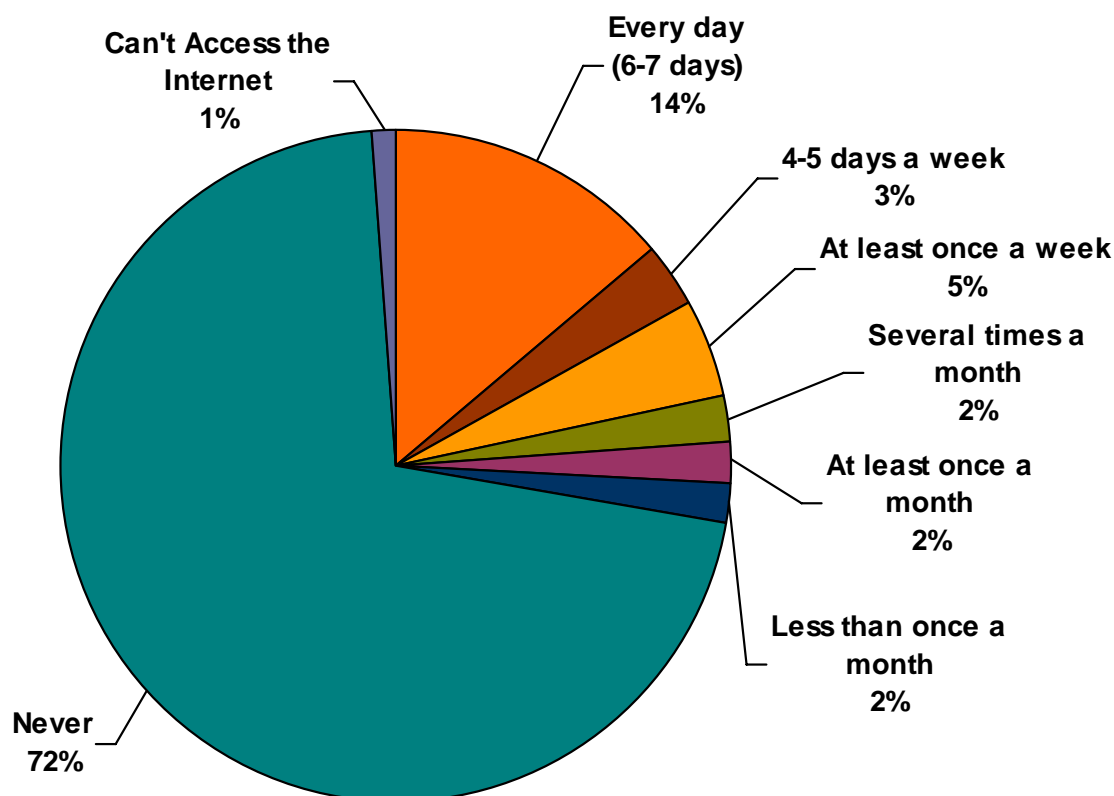
Almost three in 10 adults in Ohio currently use a smartphone; higher among males and younger adults. Over four in 10 adults between 18 to 34 currently have a smartphone.

Digital Use

Using Mobile Phones To Get News

Base: Ohio Adults Who Have Mobile Phones (7,135,600)

Q14. How often do you use your mobile phone to get news?



KEY POINT

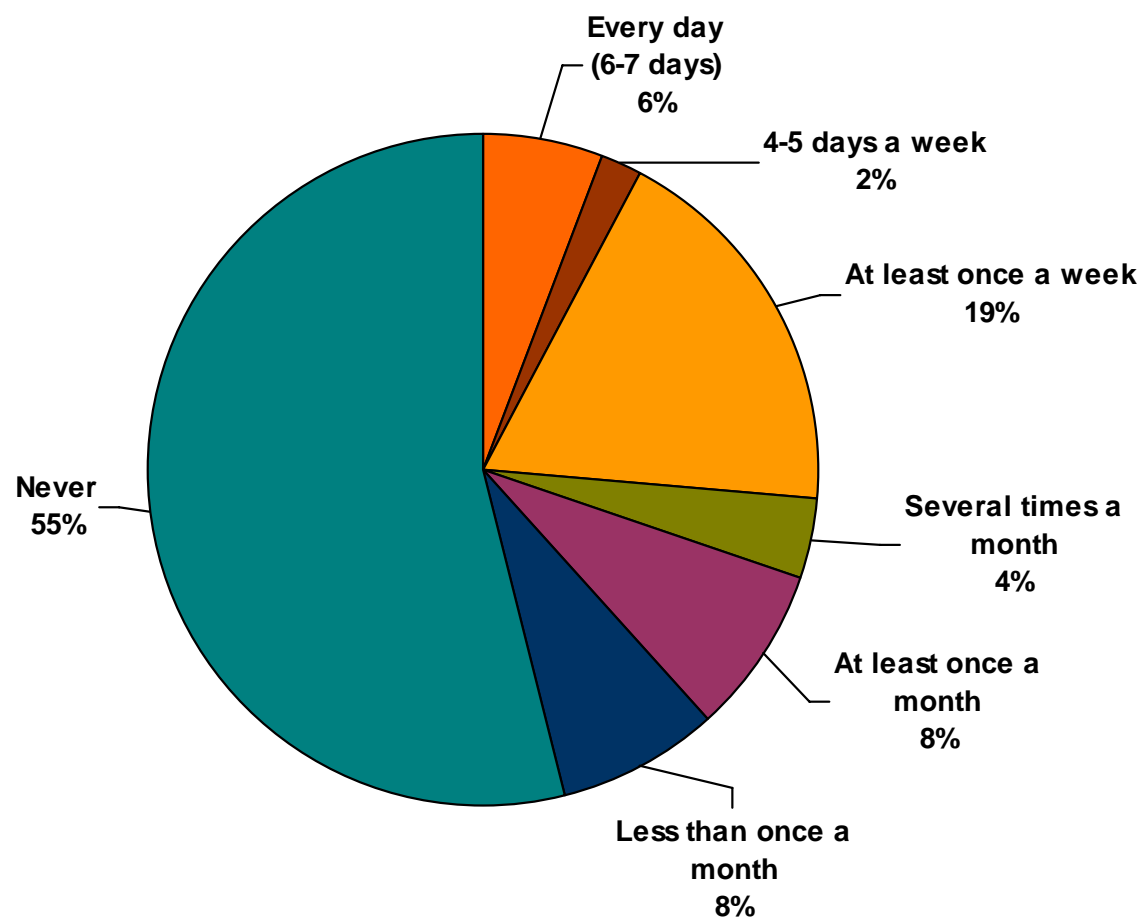
One in five Ohio adults who have mobile phones (21%) use them to get news on a weekly basis; 14 percent use their mobile phone to get news every day or almost every day. Younger adults (18-34) are much more likely to say they get news on their mobile phone at least weekly (39%).

Digital Use

Accessing Newspaper Websites On Mobile Phones

Base: Ohio Adults Who Get News On Their Cell Phones (1,994,000)

Q15. How often do you access a newspaper website on your mobile phone?



KEY POINT

Among those Ohioans who use their mobile phone to get news, almost half access newspaper websites. Almost three in 10 (26%) access newspaper websites on their mobile phone weekly.

Appendix A: Methodology

A total of 800 interviews were conducted among adults who live throughout the State of Ohio. Telephone numbers were generated to include both listed and unlisted numbers and included “cell phone only” respondents as well as those reached on landlines. The sample of respondents was drawn in proportion to adult population.

Results have a margin of error of plus or minus 3.46 percentage points.

Interviewing was conducted between April 20th and May 3rd, 2011.

The data are projected to the estimated number of adults in the state.

American Opinion Research (AOR) is a nationally recognized, full-service research firm. AOR has conducted research for some of the nation’s largest media companies including The New York Times Company, Chicago Tribune, Los Angeles Times, Newsday, Boston Globe and many others. In addition, AOR also has a number of clients in the commercial, retailing and manufacturing sectors including: AGFA, GE Healthcare, Siemens, General Motors, Ford, Chrysler, Procter and Gamble, S.C. Johnson Wax, Berlitz, Mattel, Apple and many others.