



Two cities: Main paper and free paper in two Norwegian Cities

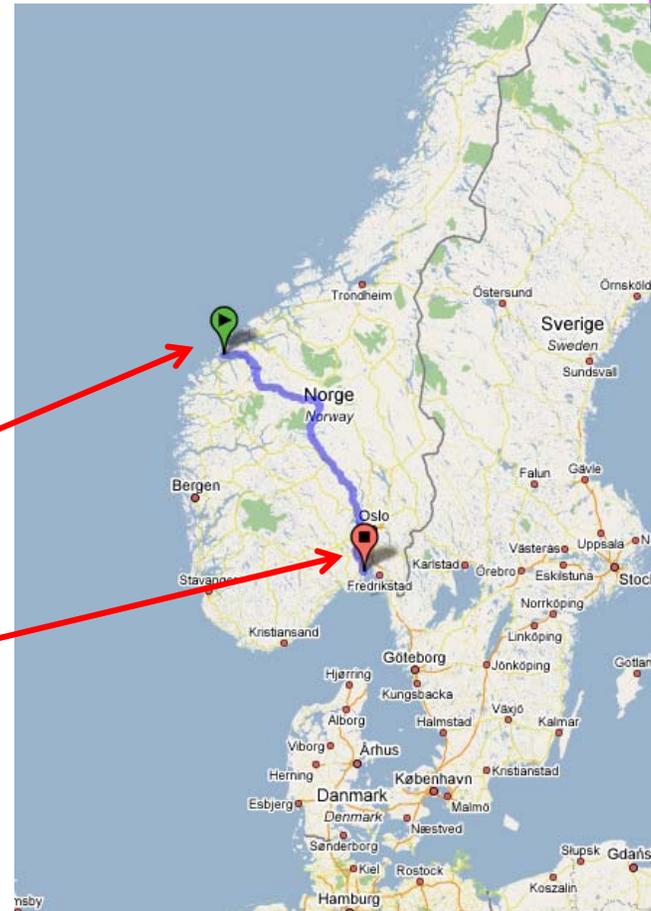
A study for the Norwegian Publishers
Association

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2007

Readers



- CATI interviewing in the two cities in the period 1-10 February 2007.
- N=500 in each city
- City 1 = Ålesund pop 41300
- City 2 = Tønsberg pop 37000



Advertisers



- Web survey to the most important advertisers locally in both papers.
- Sample for Sunnmørsposten = 182 customers (37 answers = 20%)
- Sample for Tønsbergs Blad = 93 customers (36 answers = 39%).

Objective of study

- To find out if there are any differences in media patterns and/or views of free papers in two cities with similar structure and where one city (Ålesund) has had a free paper for 20 years and the other (Tønsberg) has had a free paper for one year
- To measure the importance of the papers in the marketplace
 - Reader profile (six content areas)
 - Competitive profile for advertisers (which is best on certain criteria)
 - Reference value (recommend to others)

Readers

N=500 in both cities



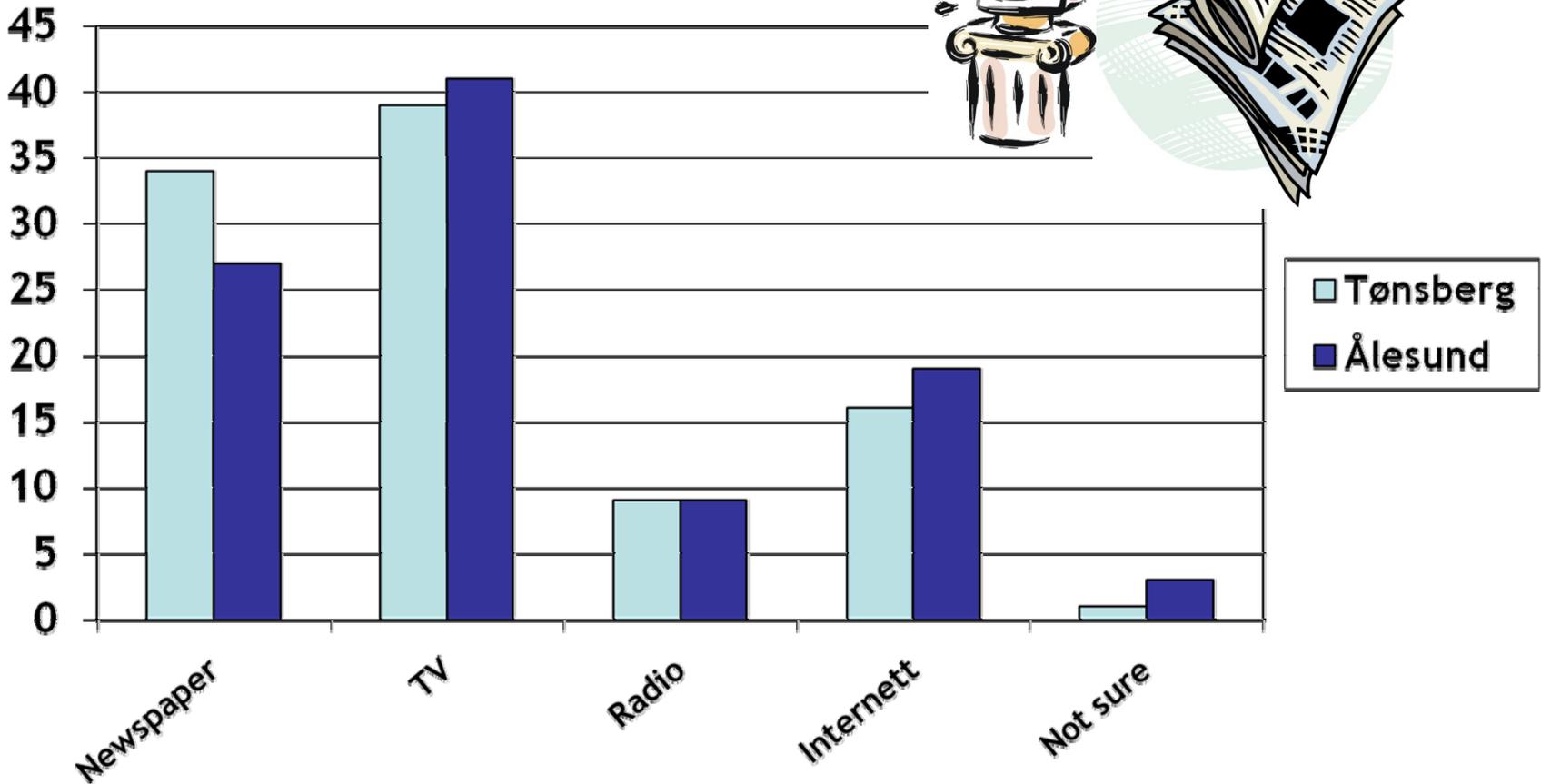
Ålesund



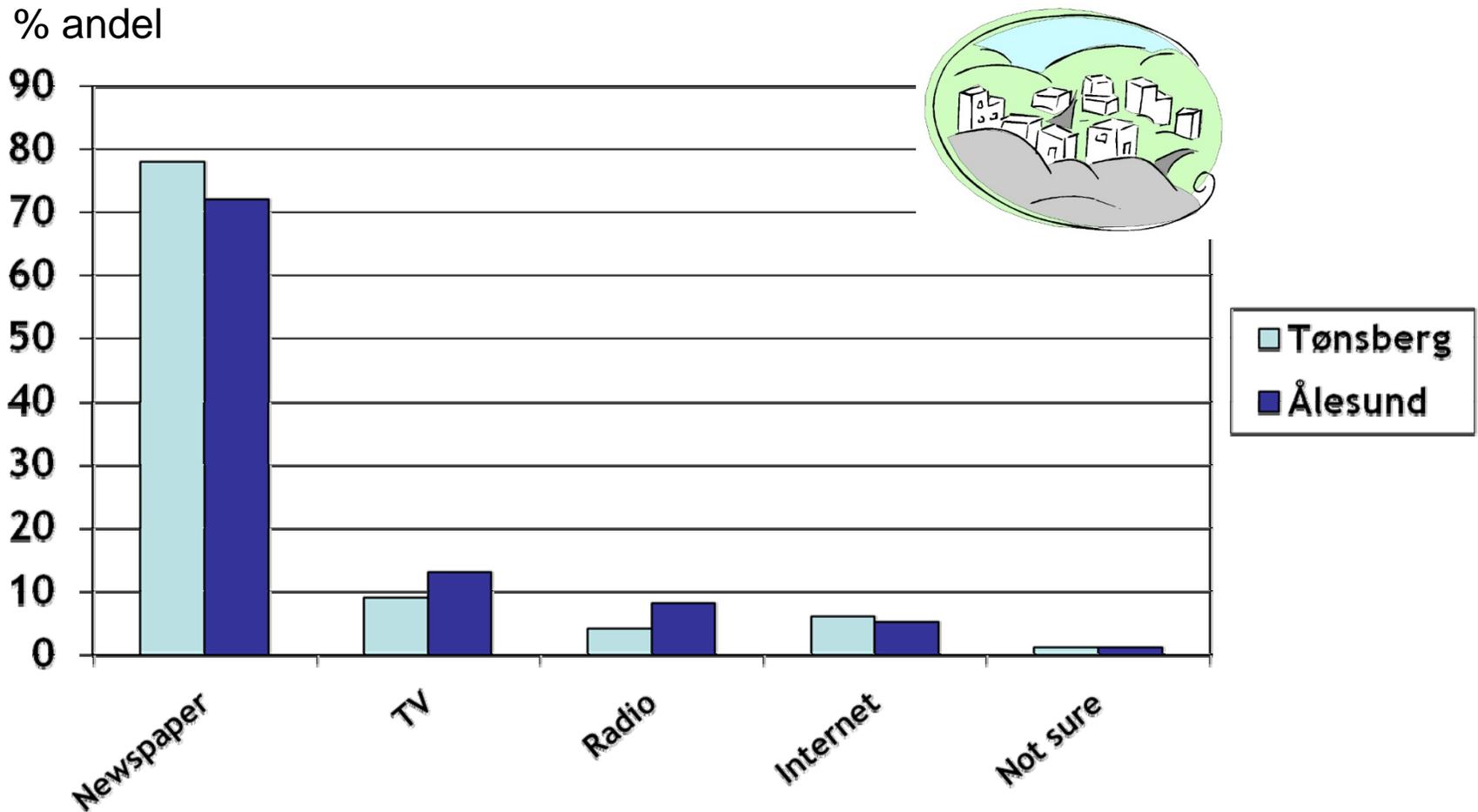
Tønsberg

Most important source of news in general

% answers

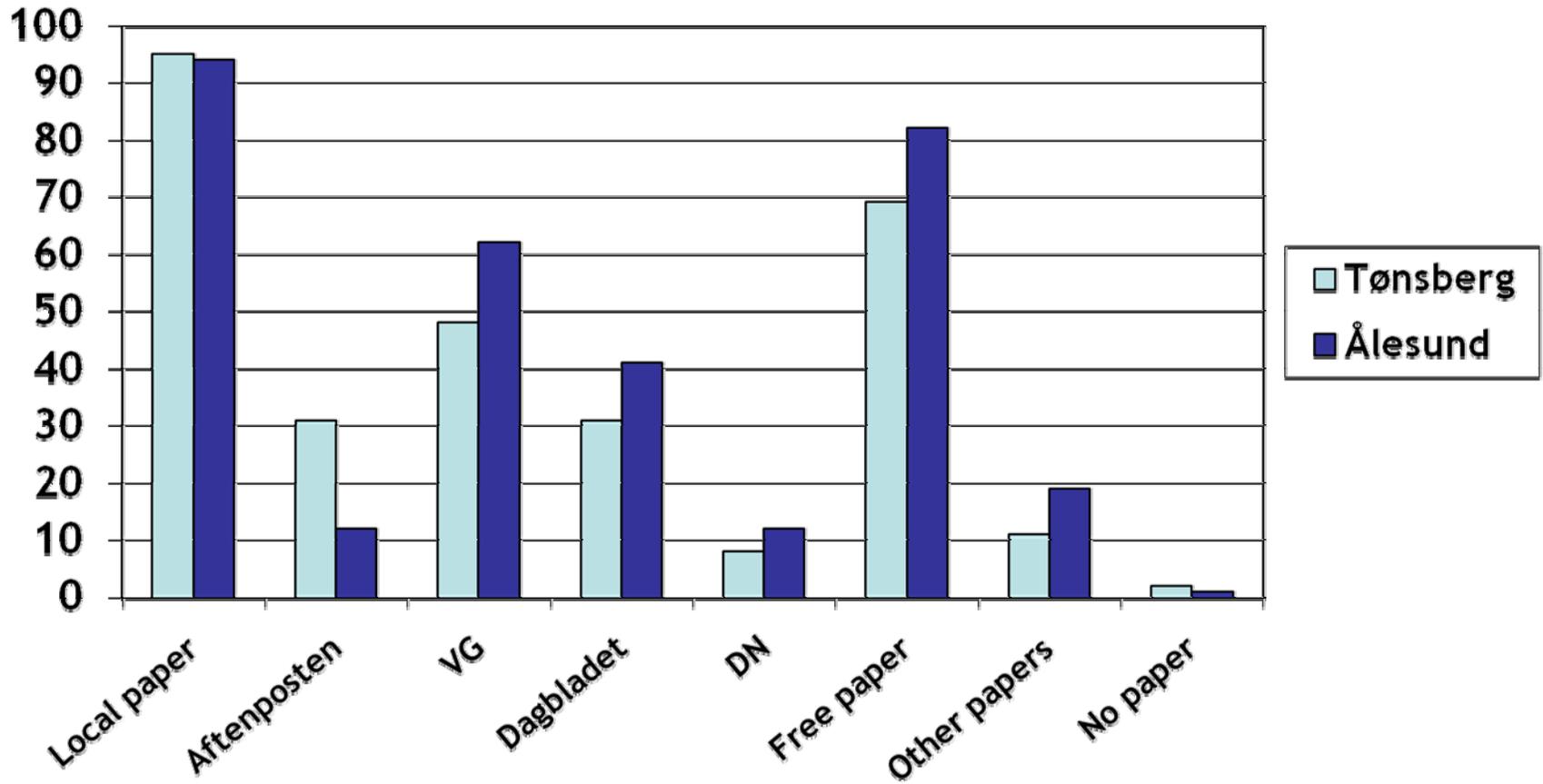


Most important source of local news

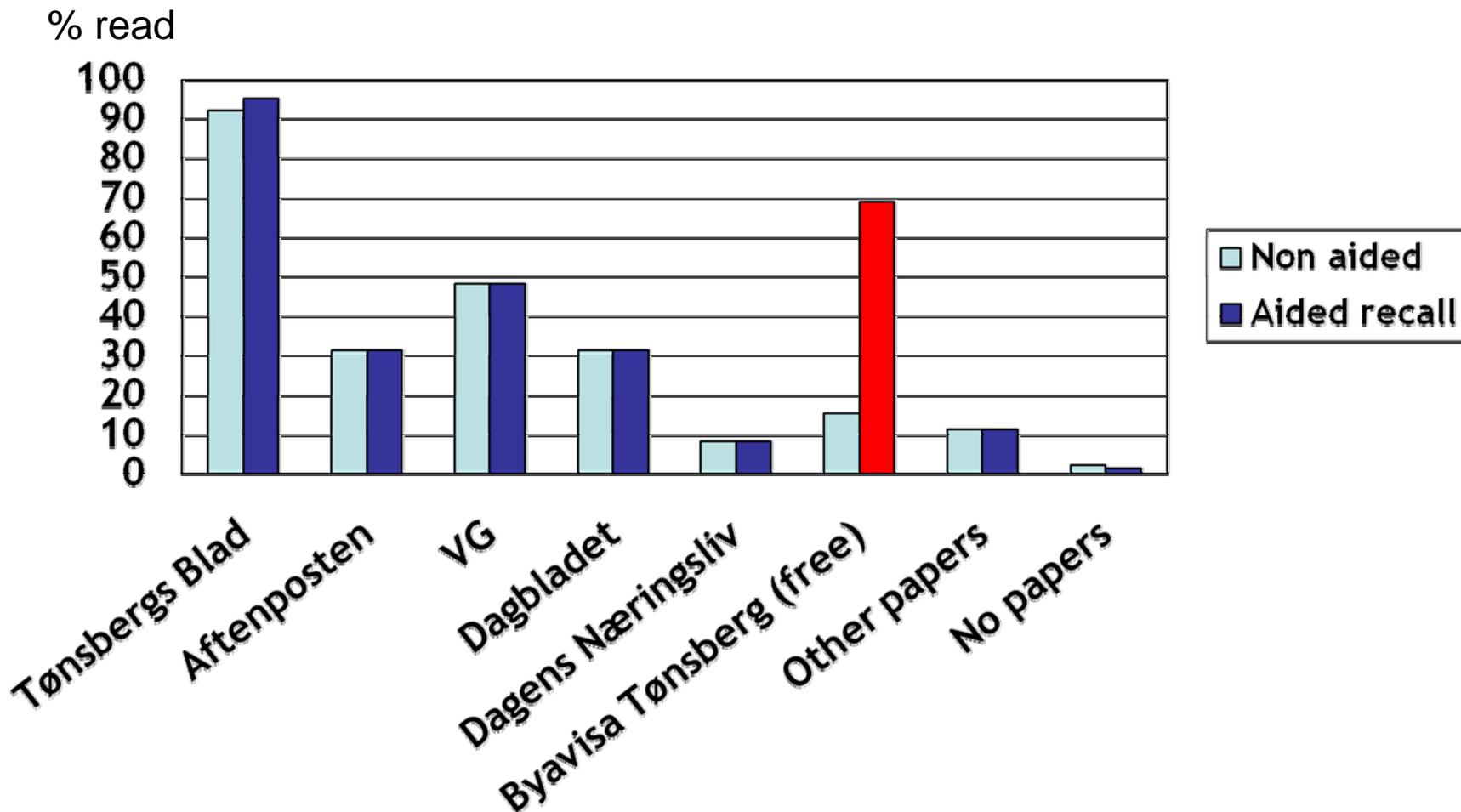


Newspaper profile per week

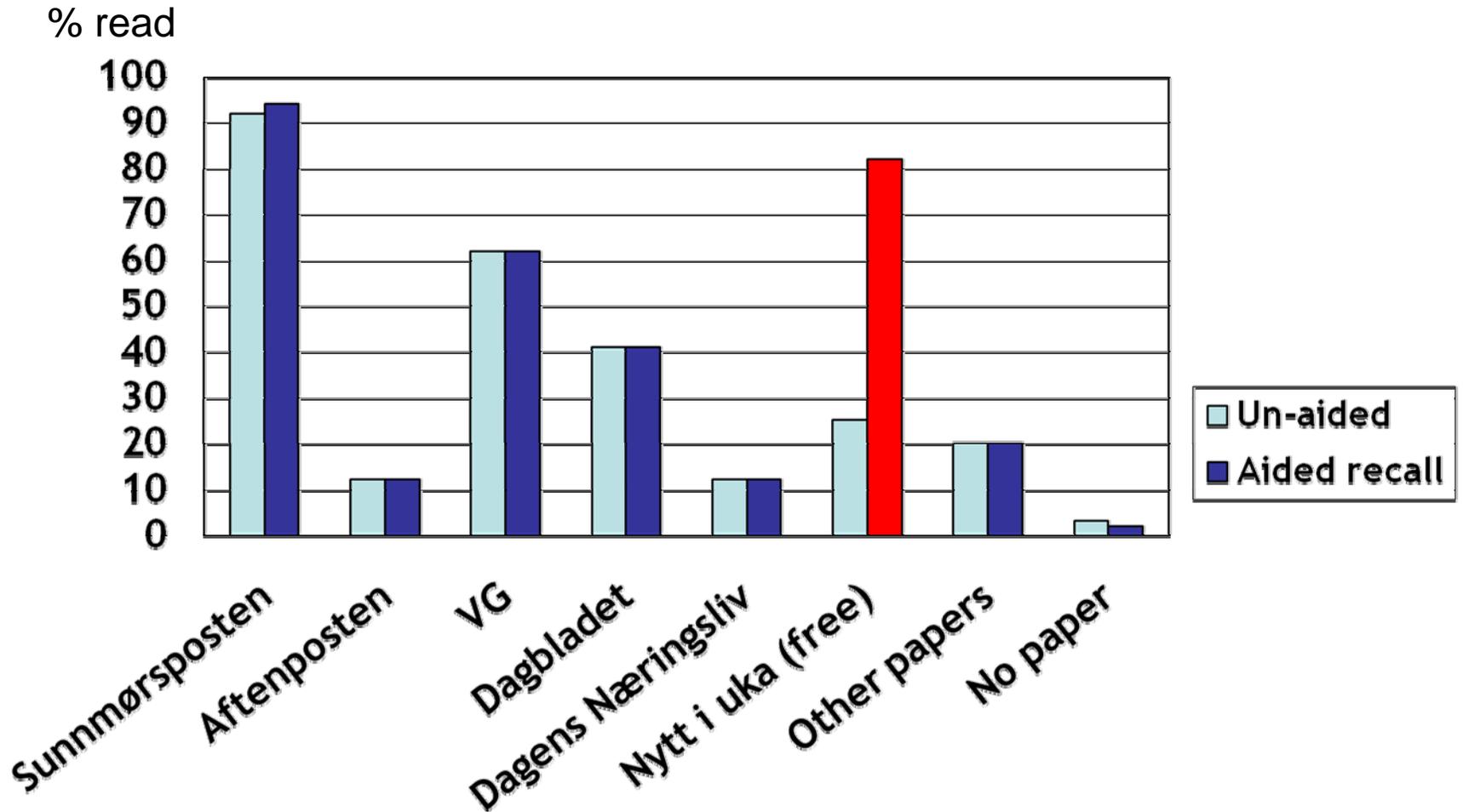
% read last week



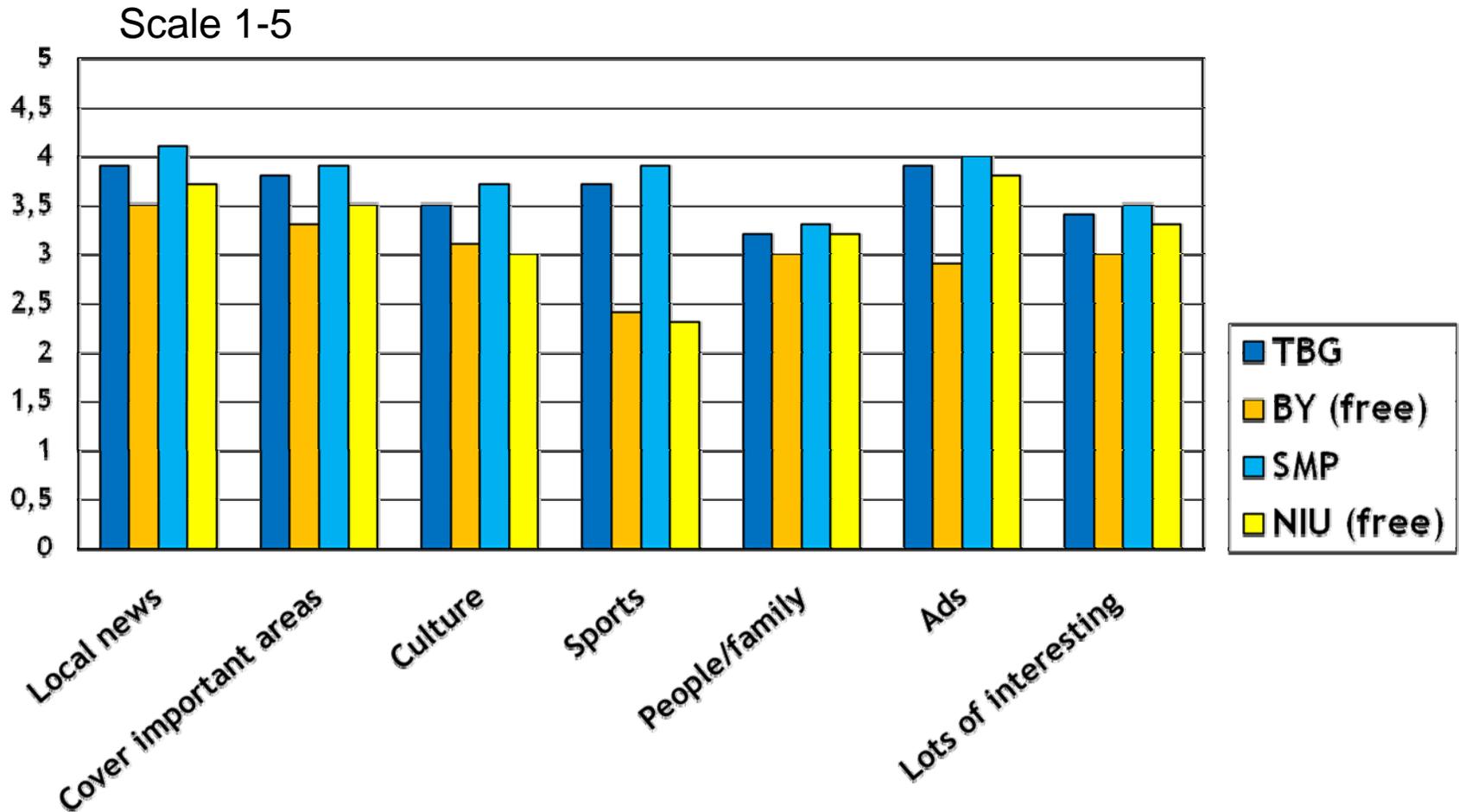
Papers read last week (Tønsberg)



Papers read last week (Ålesund)

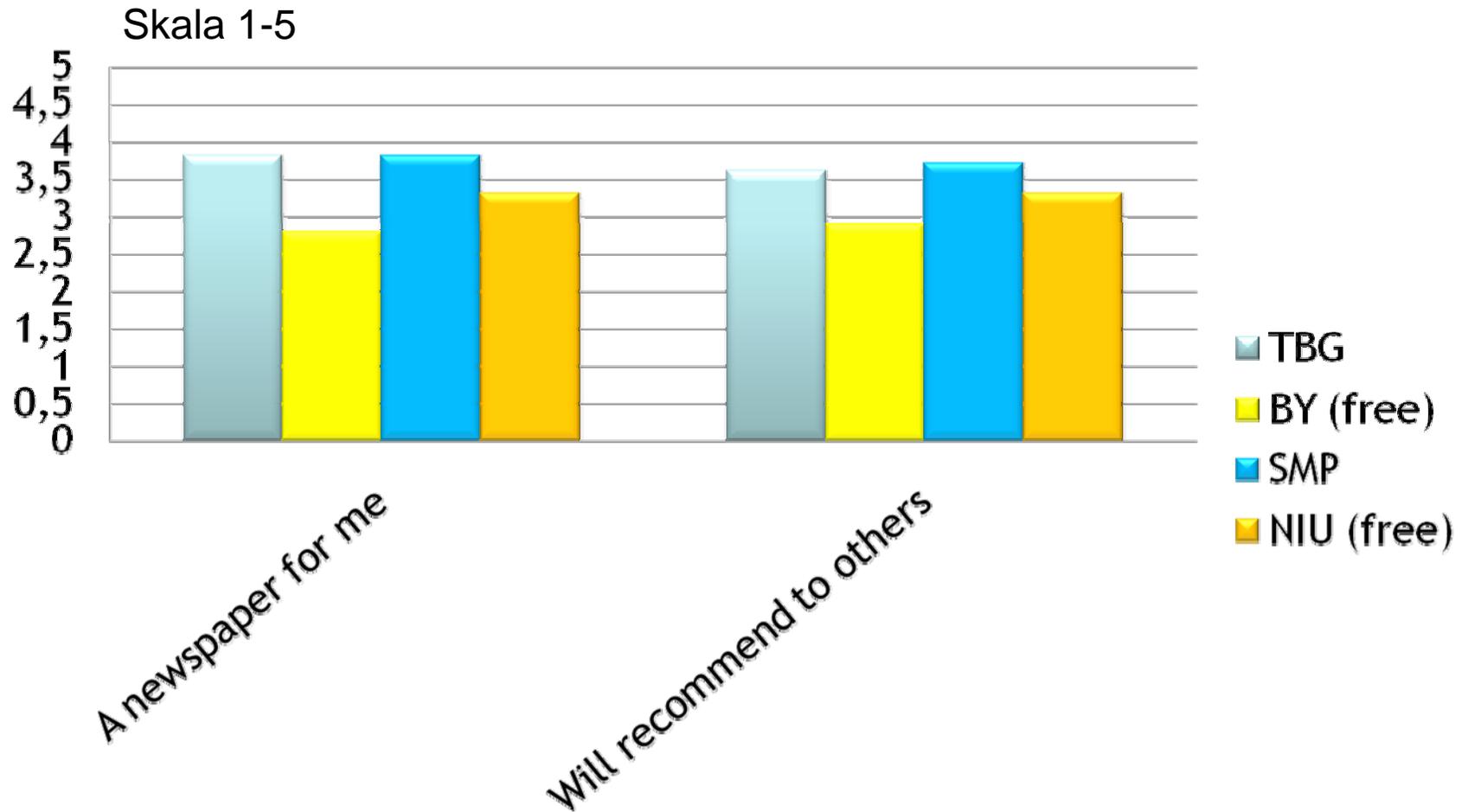


Newspaper profiles



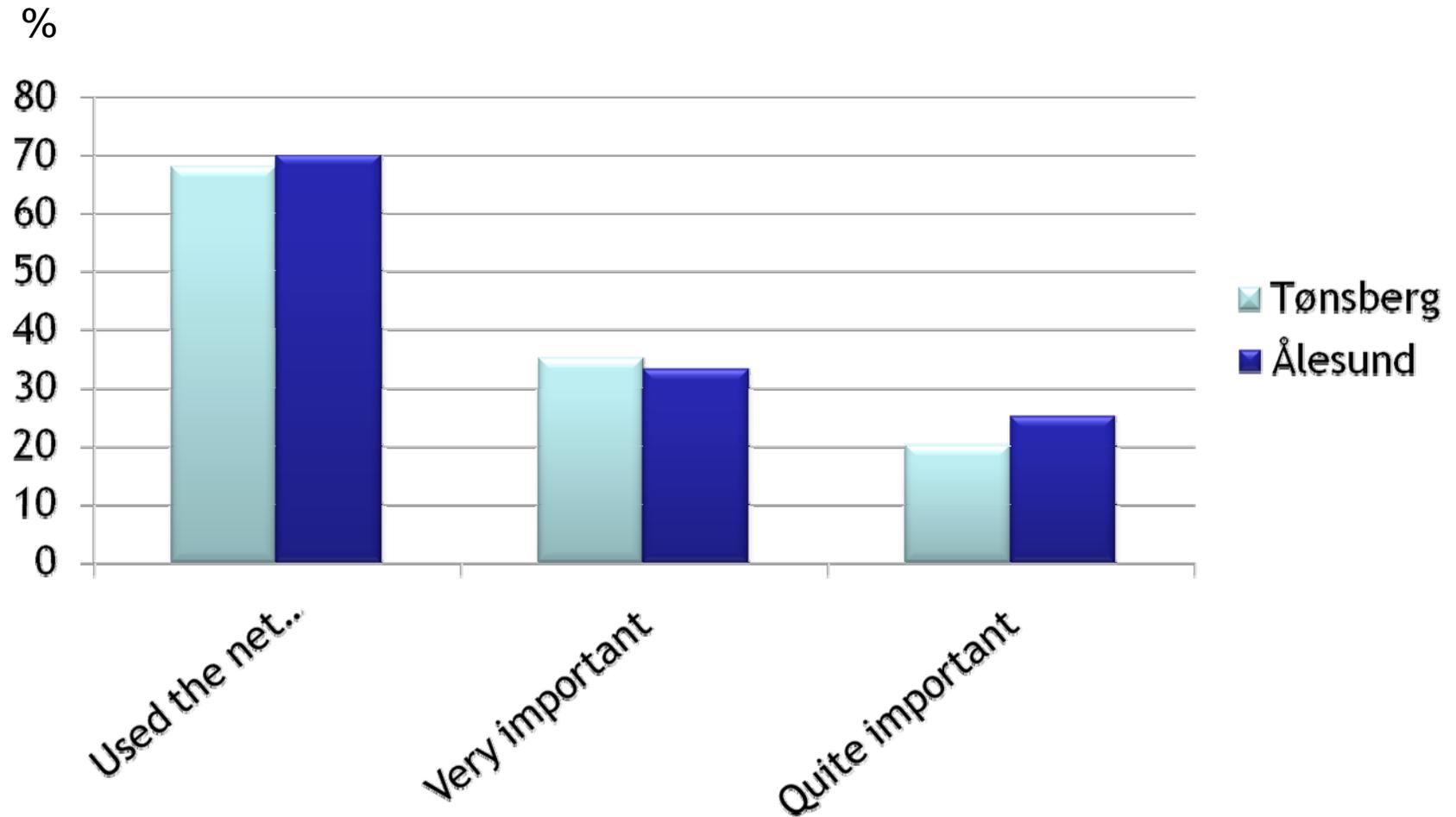
TBG=Tønsbergs Blad, BY=Byavisa Tønsberg
SMP=Sunnmørsposten, NIU= Nytt i Uka

Newspaper importance



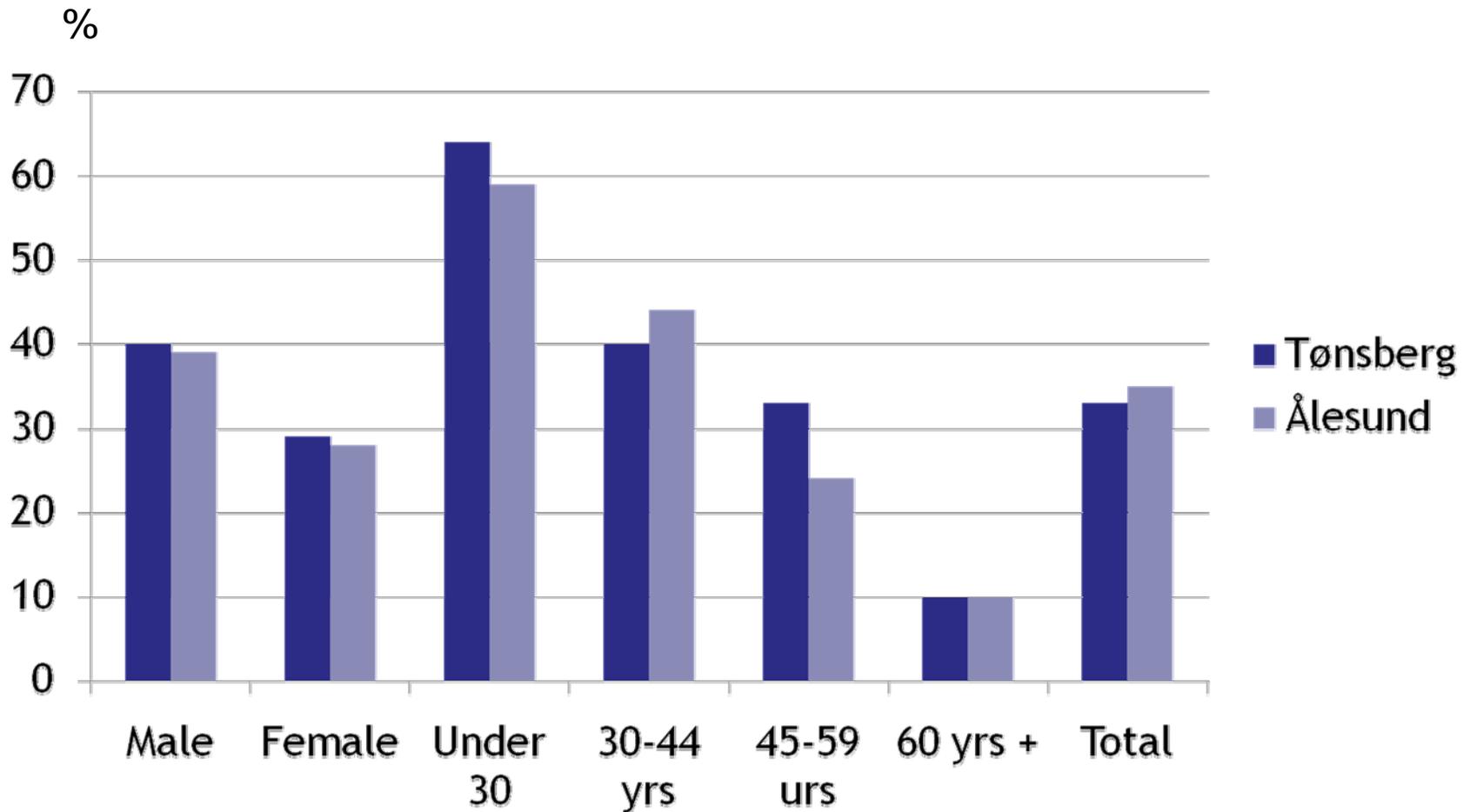
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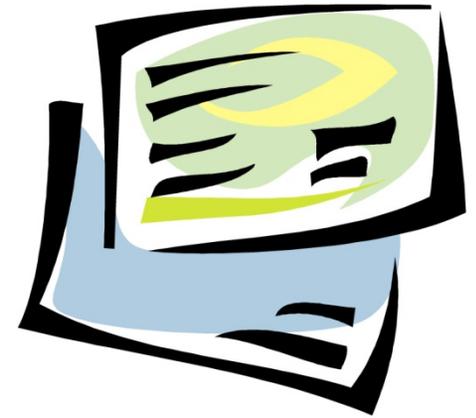
Internet profile



Internet as media channel

How important is the net as a media channel for you?? (% very important)





Advertisers

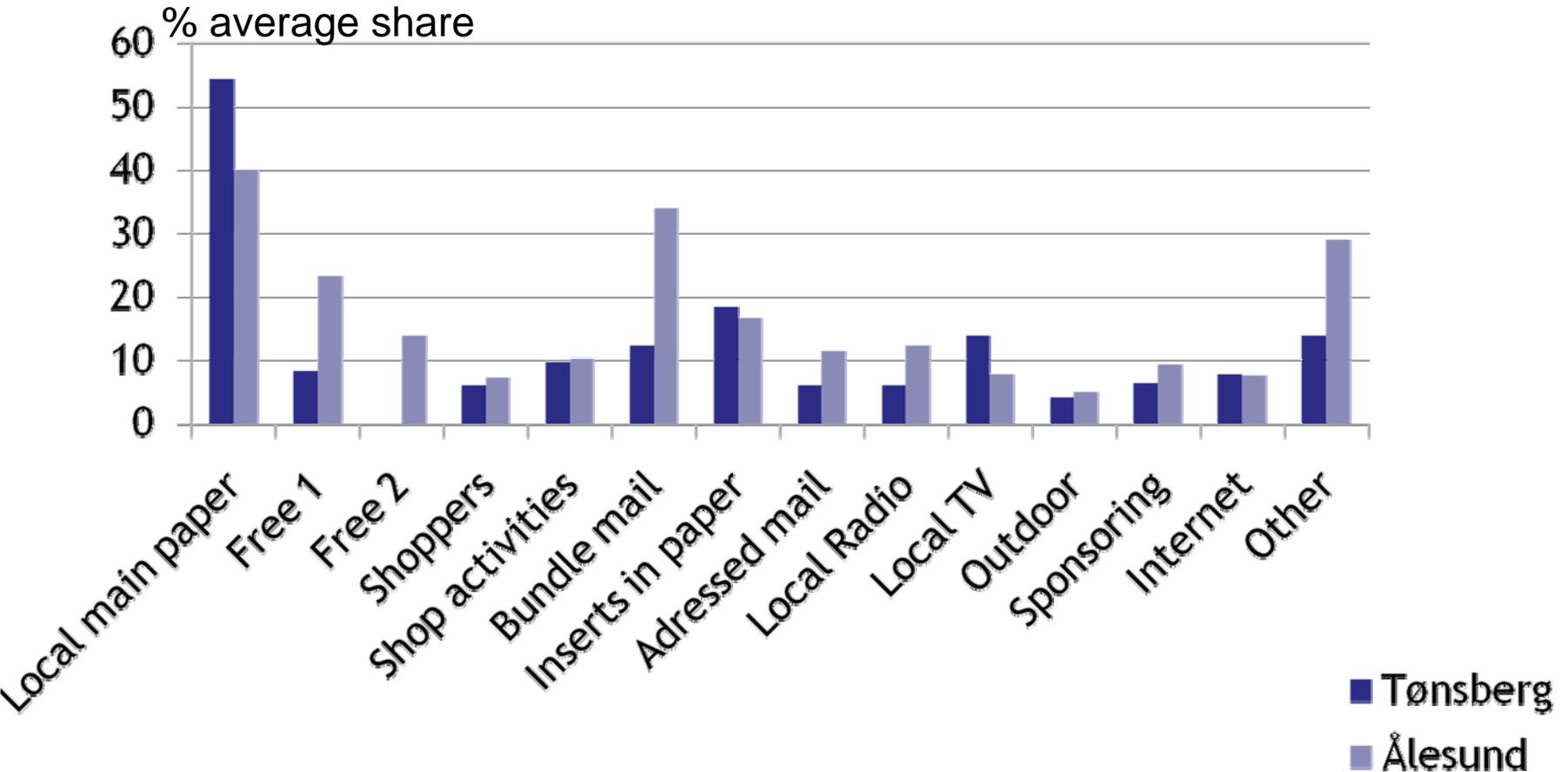
36 answers in Tønsberg

37 answers in Ålesund

On the advertiser survey

- Web survey i the two cities i 7. - 20. February 2007.
- Ålesund
 - 182 customers and 37 replies (= 20%)
- I Tønsberg ble det sendt ut til 93 kunder og vi fikk svar fra 36 kunder - noe som er en svarprosent på 38.
- Tønsberg
 - 93 customers and 38 replies (=38%)
- Most important local customers

Ad budget profile

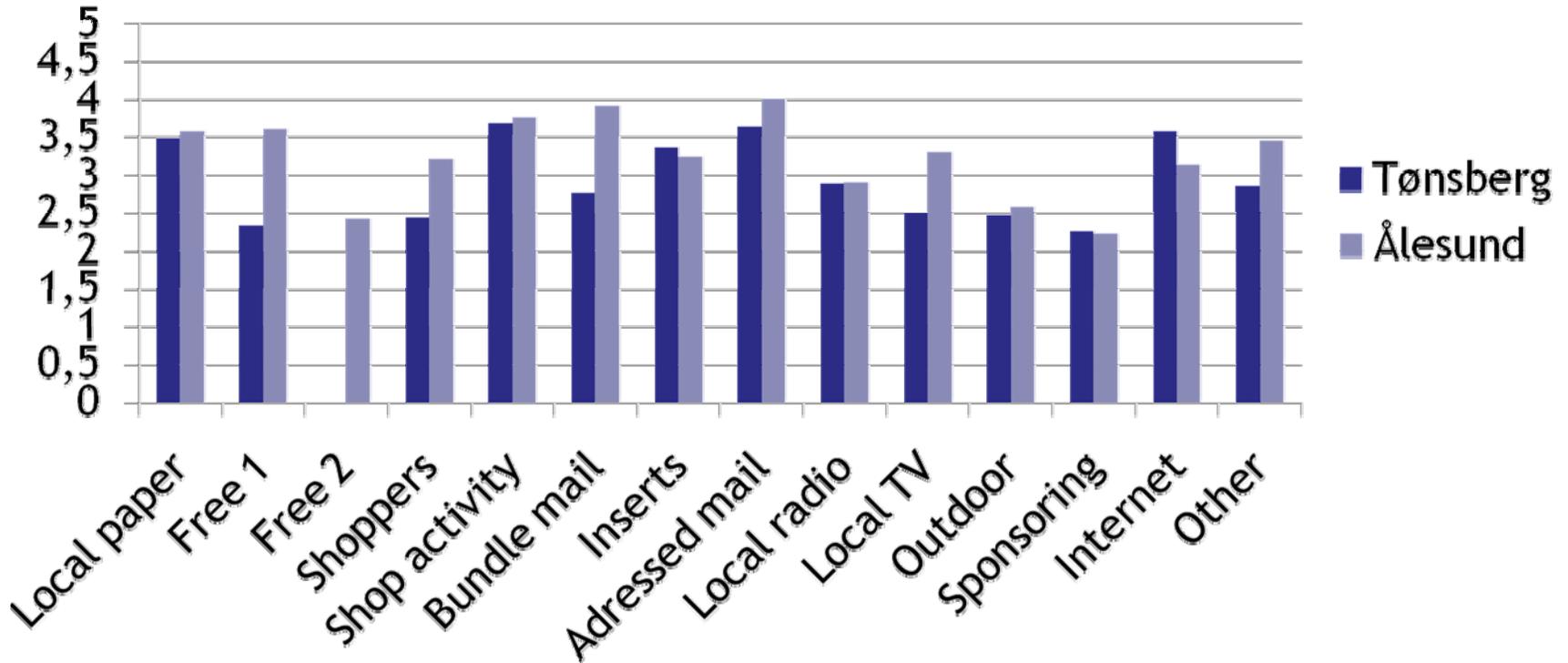


Tønsberg = 1,7 media, Ålesund = 2,3 media

Value for money

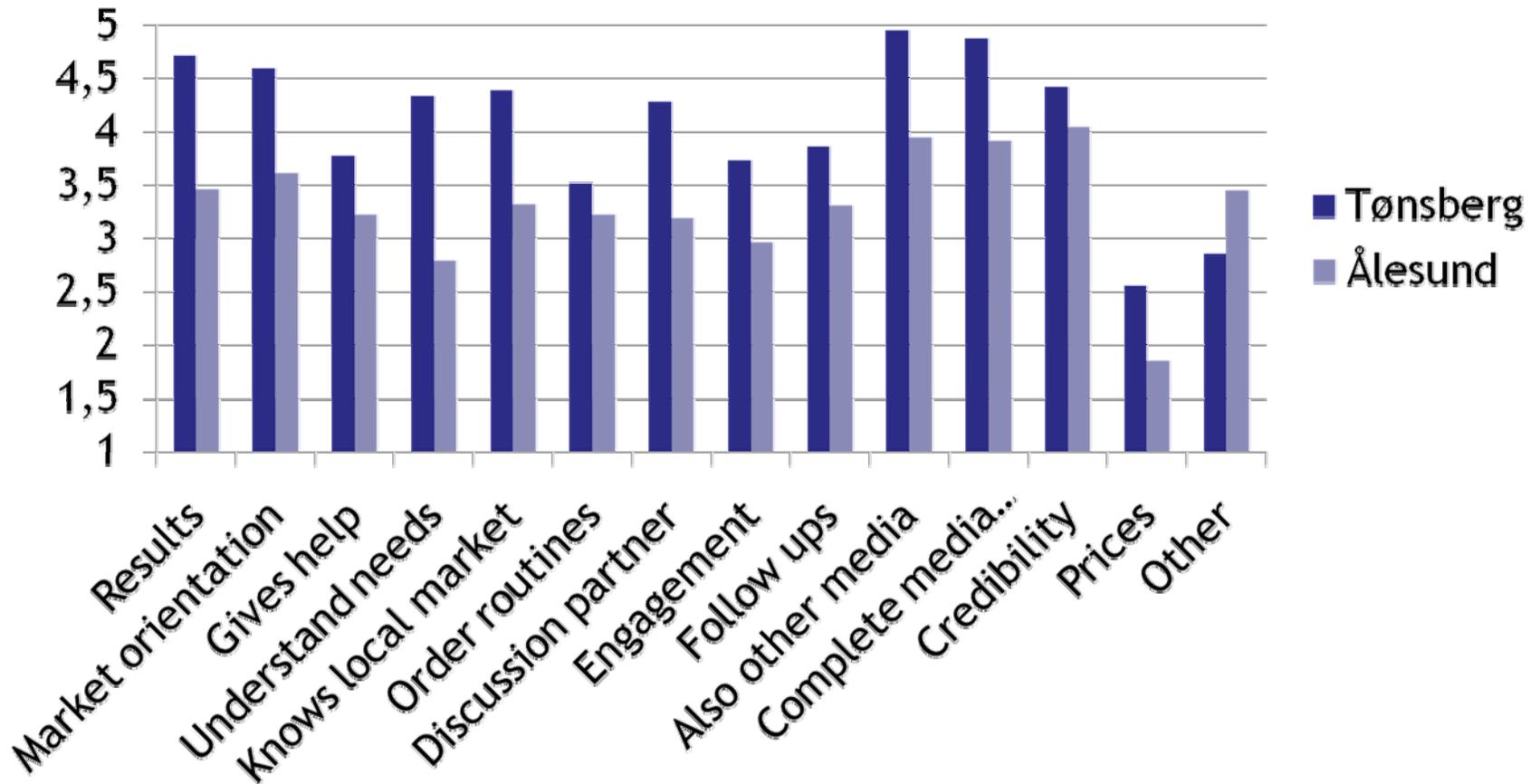
In each medium

1=Low ROI, 5=High ROI



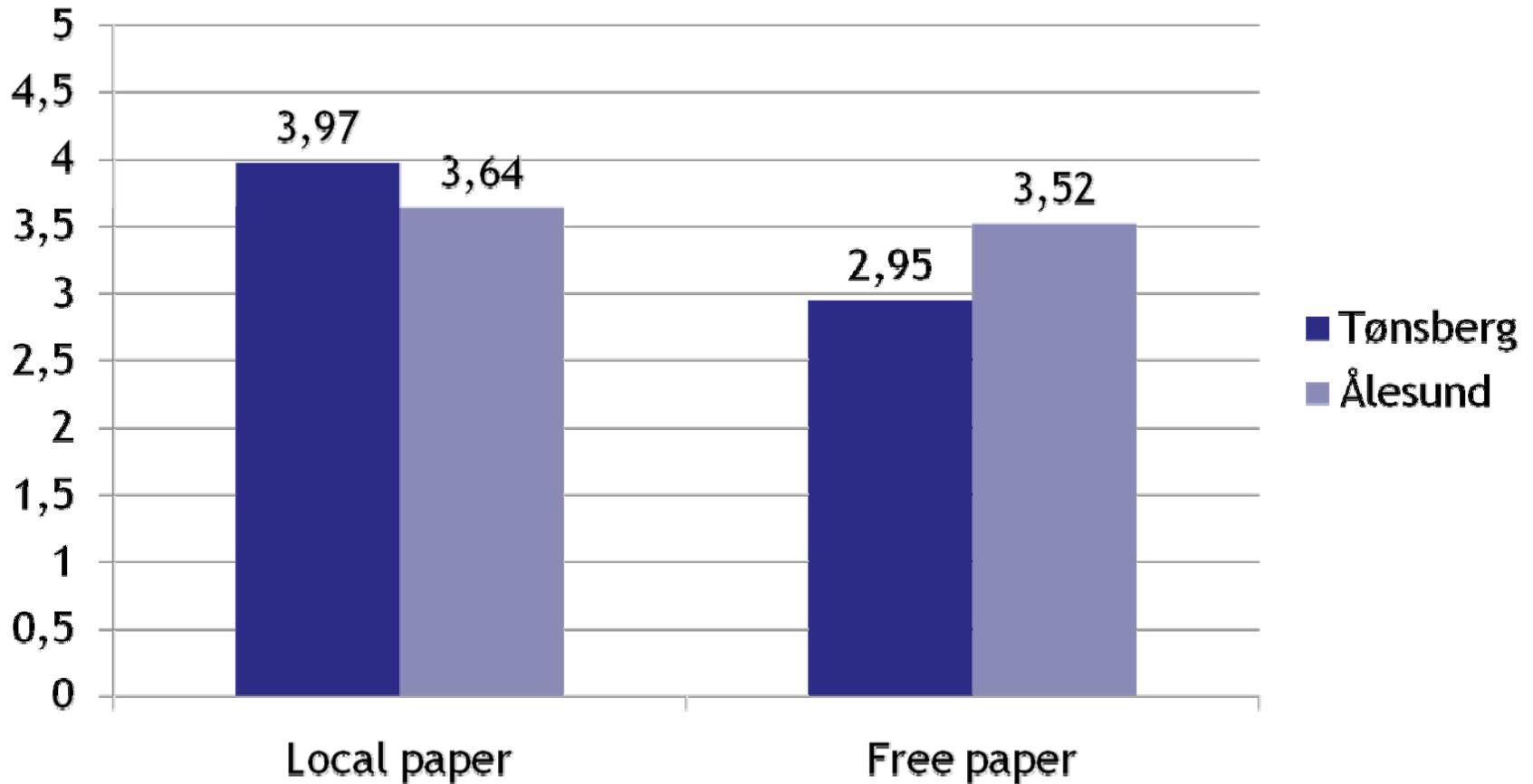
Competitive profile local paper vs free paper

1= Towards free paper, 5= Towards Local paper

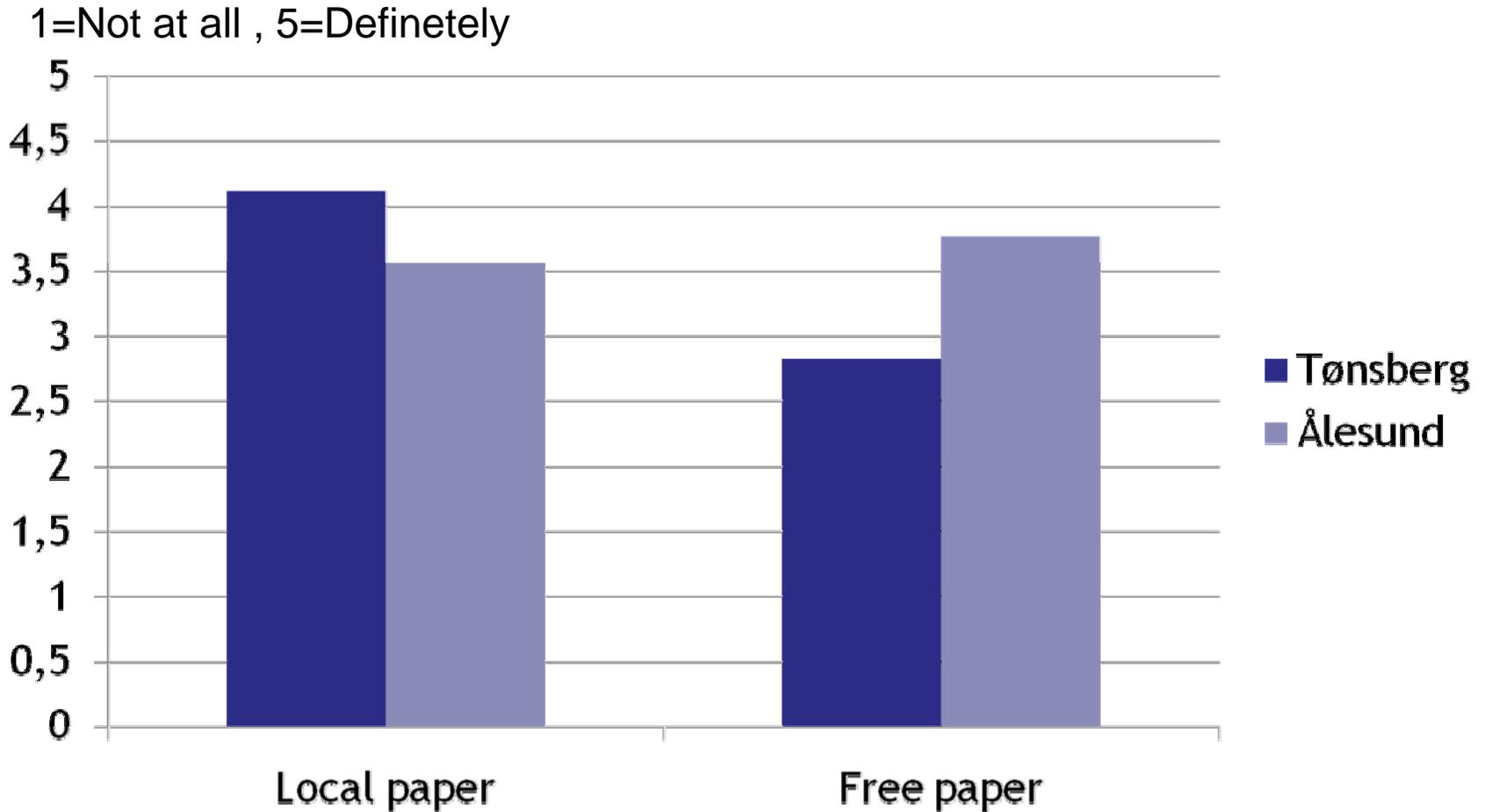


Customer satisfaction

1=Not at all satisfied, 5=Very well satisfied



Recommend to others?



Conclusions



- Reader markets:
 - The local paid for paper is the dominant brand
 - The free paper is supplementary and is read because it is there. But it is not a top of mind brand.
 - Internet is already strong as a general news source.
- Advertiser markets
 - Lokalavisen har høyest preferanse, men gratisavisen er ved siden av uadressert direkte reklame en stor utfordrer i Ålesund. Flere valgmuligheter i medier gjør også at synet på markedsføringsmulighetene er annerledes.
 - The local paper has highest preference, but the free paper is of greater importance in Ålesund. More choice gives more alternative opportunities.
 - Stronger competition in Ålesund
 - Media competition leaves its mark on customer satisfaction.