

Advertising & Media Use In Mississippi



A Research Report For:

MISSISSIPPI
press
ASSOCIATION

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AMERICAN OPINION
RESEARCH

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Executive Summary

Newspapers are the most powerful advertising medium in Mississippi, and they are read by the vast majority of adults.

Half of all adults read a printed daily or Sunday newspaper during an average week, and 56 percent read a printed newspaper or access a newspaper website.

Readership of weekly newspapers adds significantly to this reach.

More than seven in 10 Mississippi adults read a printed daily, Sunday or weekly newspaper during an average week or access a newspaper website. This is equal to more than 1.5 million consumers.

As stated previously printed newspapers are also the No. 1 advertising source.

- Almost half of all consumers say printed newspapers are their primary source of sales and shopping information
- All other sources are very fragmented; local television, which ranks second, is the primary source for only 13 percent of adults

In addition, more than half of all consumers (52 percent or more than 1.1 million adults) look at advertising to find out what's for sale before shopping. And, the primary source for almost six in 10 are printed newspapers.

The ability to easily access legal advertising is also important to Mississippians.

- The vast majority (almost nine in 10) say keeping the public informed through legal advertising is an important requirement for government agencies
- Newspapers are the preferred method of receiving legal advertisements
- Moving legal ads to government websites would result in a significant drop in readership

Executive Summary

These are just some of the findings of a research study conducted for the Mississippi 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 500 Mississippi residents age 18 and older across the state proportionate to population. These results have a margin of error of plus or minus 5 percentage points. (A more complete explanation of the methodology for this study is included in Appendix A of this report.)

We consider this report to be “preliminary.” We hope your reading of it will prompt additional questions we can use to develop even more actionable information.

Following is:

- An executive summary of the results
- Detailed findings of the research
- The methodology used in this research

Executive Summary

NEWSPAPER READERSHIP

As stated earlier, about half of Mississippi adults (49%) read a printed daily or Sunday newspaper during an average week.

Newspaper websites add to the reach of printed newspapers; among all adults:

- Almost six in 10 (56%) Mississippi adults access a daily or Sunday printed newspaper or a newspaper website at least during an average week

In addition, seven in 10 adults (71%) read a printed newspaper (daily, Sunday or weekly) or access newspaper website at least weekly.

Newspapers readership in Mississippi is stronger among younger adults (18-34) than we see in most states:

- More than seven in 10 (72%) younger adults access a printed newspaper or a newspaper website weekly

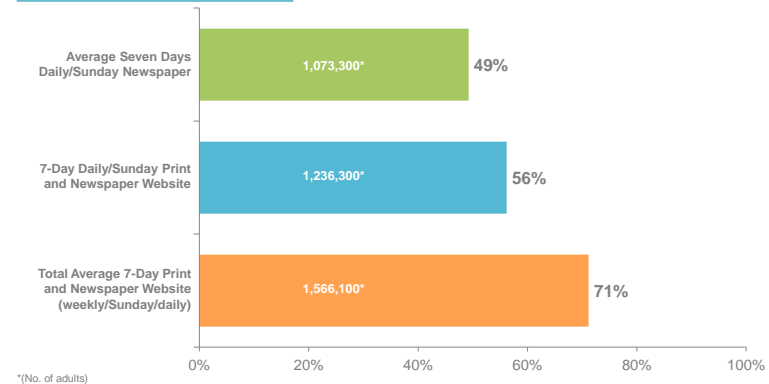
Printed weekly newspapers are widely read in Mississippi.

- More than half of adults (55%) read a weekly newspaper during an average week
- Almost seven in 10 (67%) read a weekly newspaper during an average month

Newspaper Readership In Mississippi

KEY POINT About half of Mississippi adults read a printed newspaper during an average week. Newspaper websites add to this reach (56%). More than seven in 10 consumers used a daily or weekly newspaper or visit a newspaper website weekly.

PERCENT WHO READ A NEWSPAPER:



*No. of adults

Base: Total Mississippi Adults (2,211,700)

Executive Summary

Weekly newspapers also have a long shelf. Six in 10 readers keep the newspaper in their homes three days or more, and a third keep their weekly newspaper until the next issue arrives.

Mississippi daily and weekly newspapers each reach an average of two readers per copy.

NEWS SOURCES

Newspapers and local cable TV are the most relied upon sources for local community news and information.

- Four in 10 adults (40%) rely on printed newspapers (daily or weekly) for local news
- Forty percent also rely on local cable television

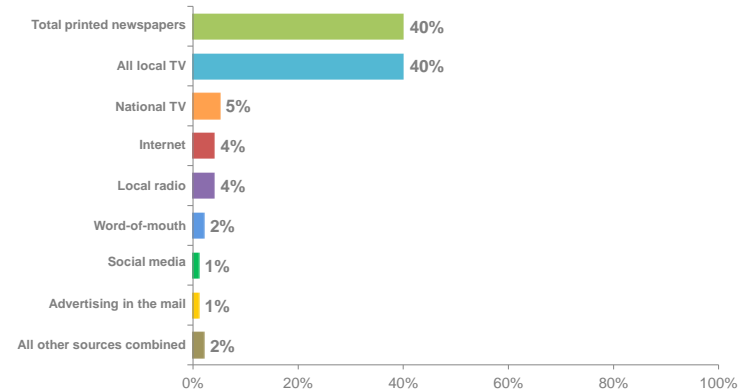
However, television is generally very fragmented.

Newspapers are a stronger local news source in Mississippi than we see in many states; nationally, television is perceived by adults to be a better source.

All other sources, including the Internet, are much further back.

Sources Of Local News

KEY POINT Two in 5 adults (40%) rely on printed newspapers (daily or weekly) for local news, equal to local cable television. Television is, however, generally very fragmented.



Q1b. What is your main local source of local community news and information?
Base: Adults Using Any News Source (2,131,100)

Executive Summary

ADVERTISING SOURCES

Newspapers are easily the top source for local sales and shopping information.

Almost half of Mississippi adults (45%) who use any advertising for local sales and shopping information say printed newspapers (daily or weekly) are their primary source.

- 31 percent use daily/Sunday newspapers
- 14 percent use weekly newspapers

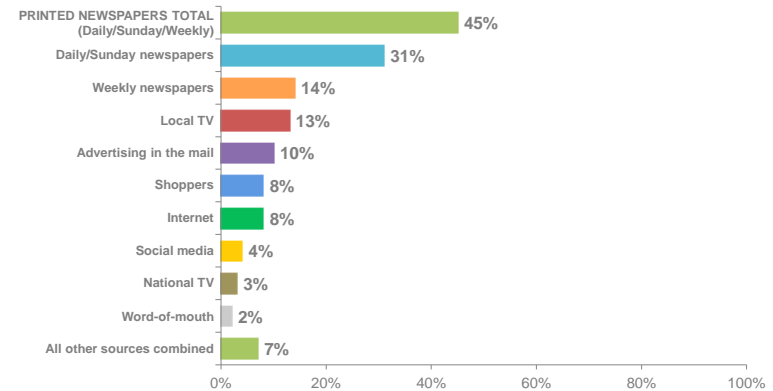
All other advertising sources are much further back. For example, local television is the next most used for sales and shopping information, but most used by only 13 percent.

More than half of all consumers (1,145,000 adults) look at advertising before shopping to see what's on sale. Almost six in 10 (57%) say printed newspapers are the one local advertising source they rely on most.

Newspapers are considered to be the most trustworthy advertising source by almost four in 10 adults (38%), more than double the percentage of any other source.

Newspapers Top Source For Shopping Information

KEY POINT Almost half of Mississippi adults (45%) who use any advertising source for local sales and shopping information say printed newspapers (daily or weekly) are their primary source. All other sources are much further back.



Q1a. What is your main local source of local sales and shopping information?
Base: Adults Using Any Advertising Source (1,908,200)

Executive Summary

Direct mail advertising is not well read by Mississippians.

- 38 percent of advertising received in the mail is just skimmed
- 34 percent is thrown away without being read
- Only 27 percent of the advertising received in the mail is read thoroughly

Almost half of Mississippi adults (46% or 1,012,000 consumers) make a purchase during an average month as a result of advertising in a printed newspaper.

Television commercials are not watched frequently by Mississippi consumers. Only one in four adults (25%) watch a commercial when it comes on television.

Most adults are doing other things, such as:

- Household chores (25%)
- Fast-forwarding through commercials (20%)
- Changing the channel (18%)
- Hitting the mute button or lowering the sound (14%)
- Leaving the room (12%)
- Doing something else (25%)

Executive Summary

RADIO USAGE

Radio listenership is not particularly high in Mississippi.

Fewer than half of Mississippi adults (44%) listen to the radio during morning drive time, and even fewer (35%) during the evening drive time.

A significant percentage of radio listeners also read a local newspaper on the same day.

As seen in the adjoining chart, fewer than three in 10 Mississippi adults (28%) listen to the commercial when it comes on the radio.

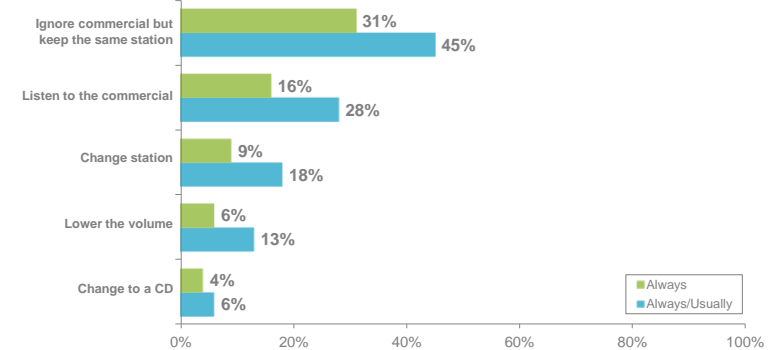
Most Mississippi adults do something else other than listen to the commercial.

- Almost half (45%) ignore the commercial
- About one in five (18%) change the station when they hear a commercial
- 13 percent lower the volume
- Six percent change to a CD

Many Ignore Radio Ads

KEY POINT Fewer than three in 10 Mississippi adults (28%) listen to the commercial when it comes on the radio. Almost half (45%) ignore the commercial, and almost one in five (18%) change the station entirely when they hear a commercial.

PERCENT WHO DID EACH:



Q18. When you are listening to [local](#) radio and commercials come on, how often do you:
Base: Total Mississippi Adults (2,211,700)

Executive Summary

PUBLIC NOTICE ADVERTISING

Half of Mississippi adults (1,105,600) recall reading or seeing legal advertising in a newspaper, higher among newspaper readers (63%).

Almost nine in 10 adults (87% or 1,916,800 adults) say keeping the public informed through legal advertising is an important requirement for government agencies.

The preferred method of receiving legal advertisements is in a printed newspaper (46%), followed by:

- In the mail (35%)
- On the Internet or online (12%)

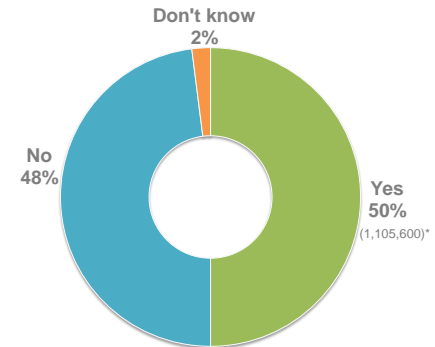
Mississippi adults would be much less likely to read legal notices if they were eliminated from newspapers and made available only online on government websites, as seen in the chart on the right.

More than six in 10 (61%) would read legal advertisements less; almost four in 10 (35%) would read them **much** less often.

Only 14 percent would legal advertising more often.

Half Recall Legal Advertising

KEY POINT Half of Mississippi adults (1,105,600) recall reading or seeing legal advertising in any newspaper, higher among print newspaper readers (63%).

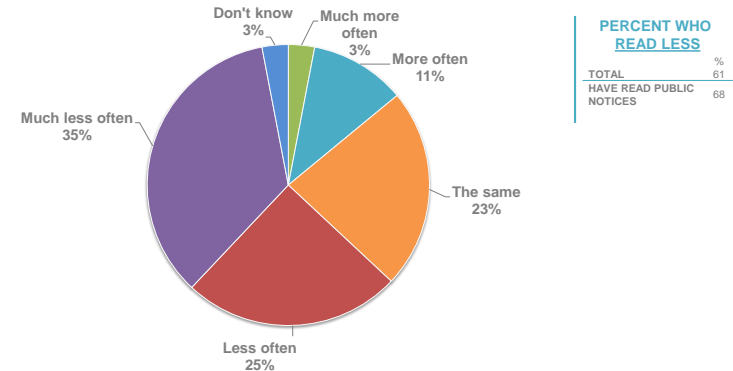


*(No. of adults)

Q26. Do you recall reading or seeing legal advertising in any newspaper?
Base: Total Mississippi Adults (2,211,700)

Fewer Would Read Notices Online

KEY POINT If legal ads were moved to government websites only, it would result in a significant loss of readership. About six in 10 Mississippians (61%) would read public notices less often if there were removed from printed newspapers and moved to government websites only. Only 14 percent would read them more often.



PERCENT WHO READ LESS

TOTAL	61%
HAVE READ PUBLIC NOTICES	68%

Q29. If legal ads were eliminated from newspapers and only made available online on government websites, would you read them?
Base: Total Mississippi Adults (2,211,700)

Executive Summary

Legal ads in printed newspapers have much higher credibility. Almost six in 10 (56%) say legal ads printed in newspapers are trustworthy or credible

- 40 percent say legal ads posted on government websites are credible

INTERNET USE

Almost eight in 10 adults in Mississippi (76%) are Internet users, and they do so frequently. Seven in 10 adults access the Internet at least weekly, about equal to the national average (74%).

- Younger adults are much more likely to access the Internet weekly (94%)
- Over half of adults age 55 or older also access the Internet weekly

Most Internet users in Mississippi (88%) have a computer, laptop or tablet at home with Internet access.

Almost half of Mississippi Internet users (45%) visit a local newspaper website during an average month.

- A third (33%) access a local newspaper website weekly
- Almost one in five (16%) access a local newspaper website daily

Most Mississippi adults who access local newspaper websites do not pay for the service (84%).

Computers (whether laptops or desktop computers) are most frequently used to read the local newspaper online.

- 35 percent use a laptop computer most frequently
- 32 percent use a desktop computer most frequently

Executive Summary

About one in five (22%) use a mobile phone most frequently; one in 10 (11%) use a tablet.

However, use of mobile phones to read a local newspaper online will clearly grow.

Among younger adults (18-34), a mobile phone is used more frequently than any other methods to access a newspaper website.

Newspaper Readership



Newspaper Readership

- About half of Mississippi adults (49%) read a printed daily or Sunday newspaper during an average week.
- Newspaper websites add to this reach; almost six in 10 (56%) Mississippi adults access a daily or Sunday printed newspaper or access a newspaper website during an average week.
 - This is particularly true among younger adults
- Weekly newspapers further add to this reach. Seven in 10 adults (71%) access a printed newspaper (daily, Sunday or weekly) or a newspaper website at least weekly.
- Newspaper readership in Mississippi is stronger among younger adults (18-34) than we see in most states.

Newspaper Readership

- Mississippi newspapers reach an average of two adults per copy.

- Weekly newspapers are widely read in Mississippi.
 - Almost seven in 10 (67%) read a weekly newspaper during an average month
 - More than half (55%) read a weekly newspaper during an average week

- Weekly newspapers also have a long shelf life.
 - Six in 10 keep their weekly newspaper in their homes three days or more
 - A third keep their weekly newspaper until the next issue arrive

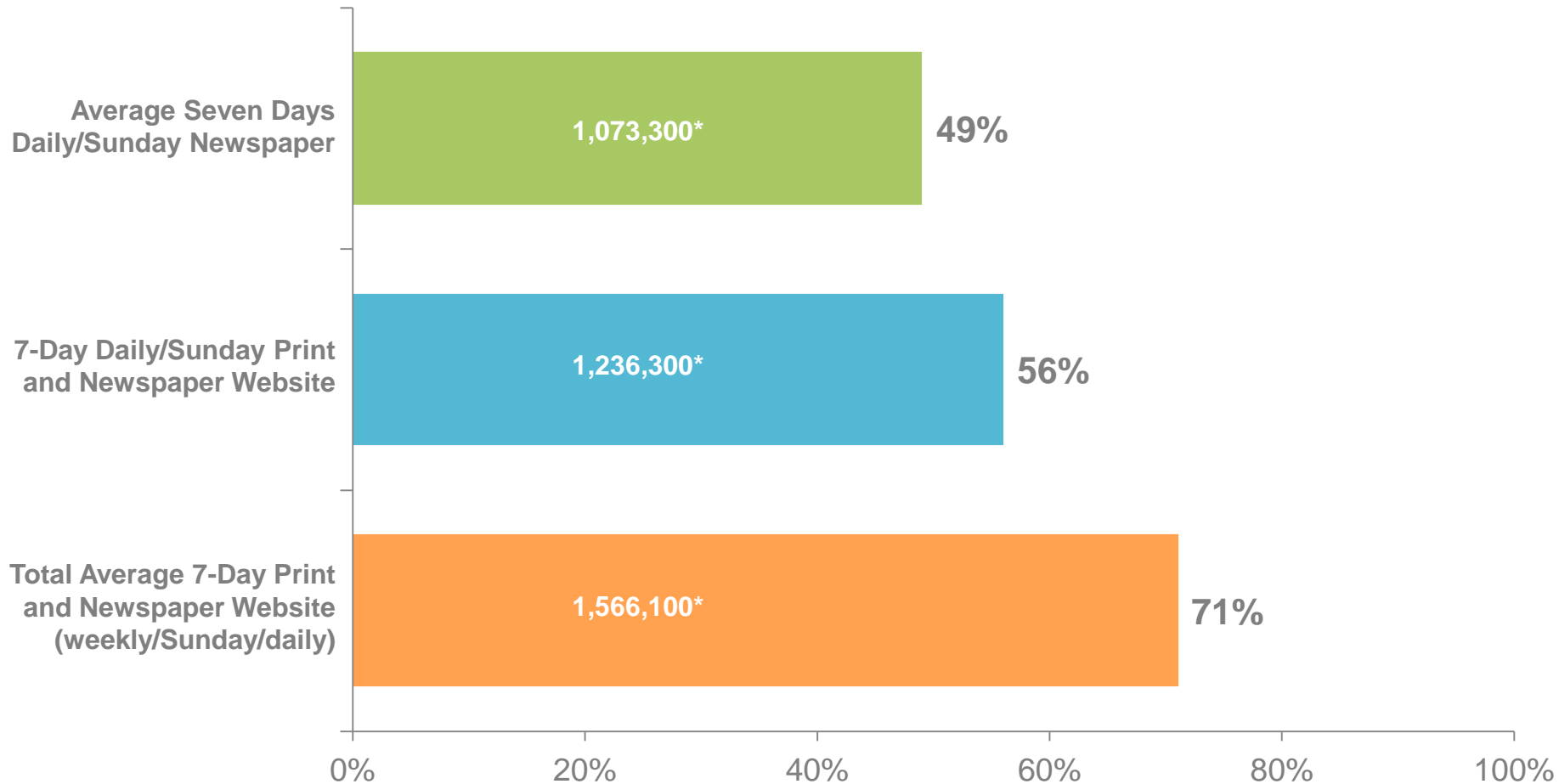
- Mississippi weekly newspapers also reach about two readers per copy.

Newspaper Readership In Mississippi

KEY POINT

About half of Mississippi adults read a printed newspaper during an average week. Newspaper websites add to this reach (56%). More than seven in 10 consumers read a daily or weekly newspaper or visit a newspaper website at least once weekly.

PERCENT WHO READ A NEWSPAPER:



*(No. of adults)

Base: Total Mississippi Adults (2,211,700)

Profiling Newspaper Readership In Mississippi

KEY POINT

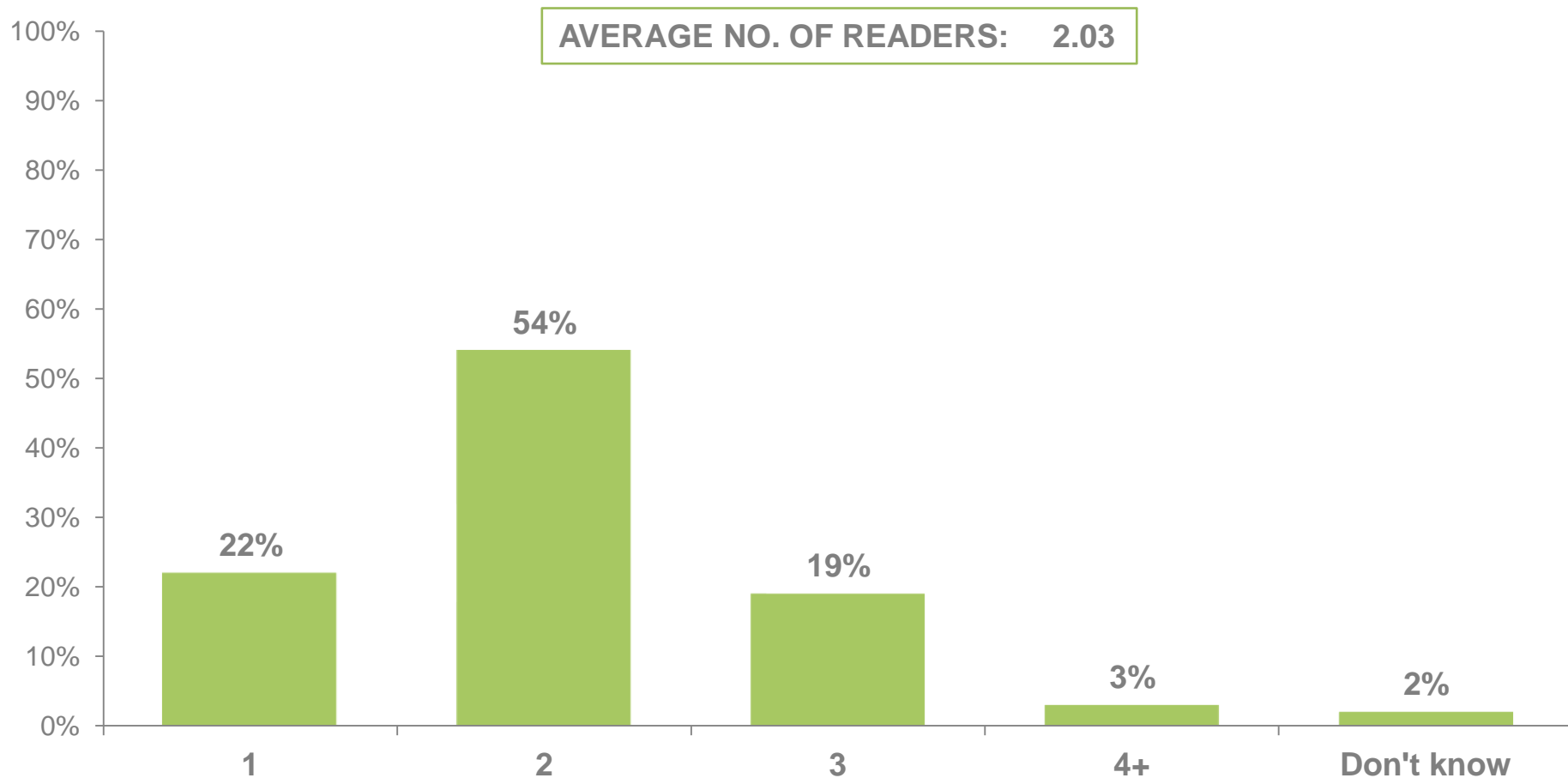
Readership of newspapers is stronger among younger adults (18-34) than in most states. Use of newspaper websites adds significantly to printed readership among all groups, particularly younger consumers.

	% of Population	Average 7-Day Print	7-Day Daily/Sunday Print/Newspaper Websites	Total Average 7-Day Print/Newspaper Website
TOTAL	100	49%	56%	71%
GENDER				
Male	48	40%	47%	63%
Female	52	56%	64%	78%
AGE				
18-34	26	54%	61%	72%
35-54	38	45%	53%	68%
55+	36	48%	55%	73%
INCOME				
Under \$35,000	34	42%	47%	63%
\$35,000 to \$49,999	14	61%	67%	80%
\$50,000 to \$74,999	11	60%	72%	78%
\$75,000 to \$99,999	7	64%	67%	78%
\$100,000 or more	13	50%	58%	79%

Base: Total Mississippi Adults (2,211,700)

Readers Per Copy For Local Newspapers

KEY POINT Mississippi newspapers reach an average of two adults per copy.

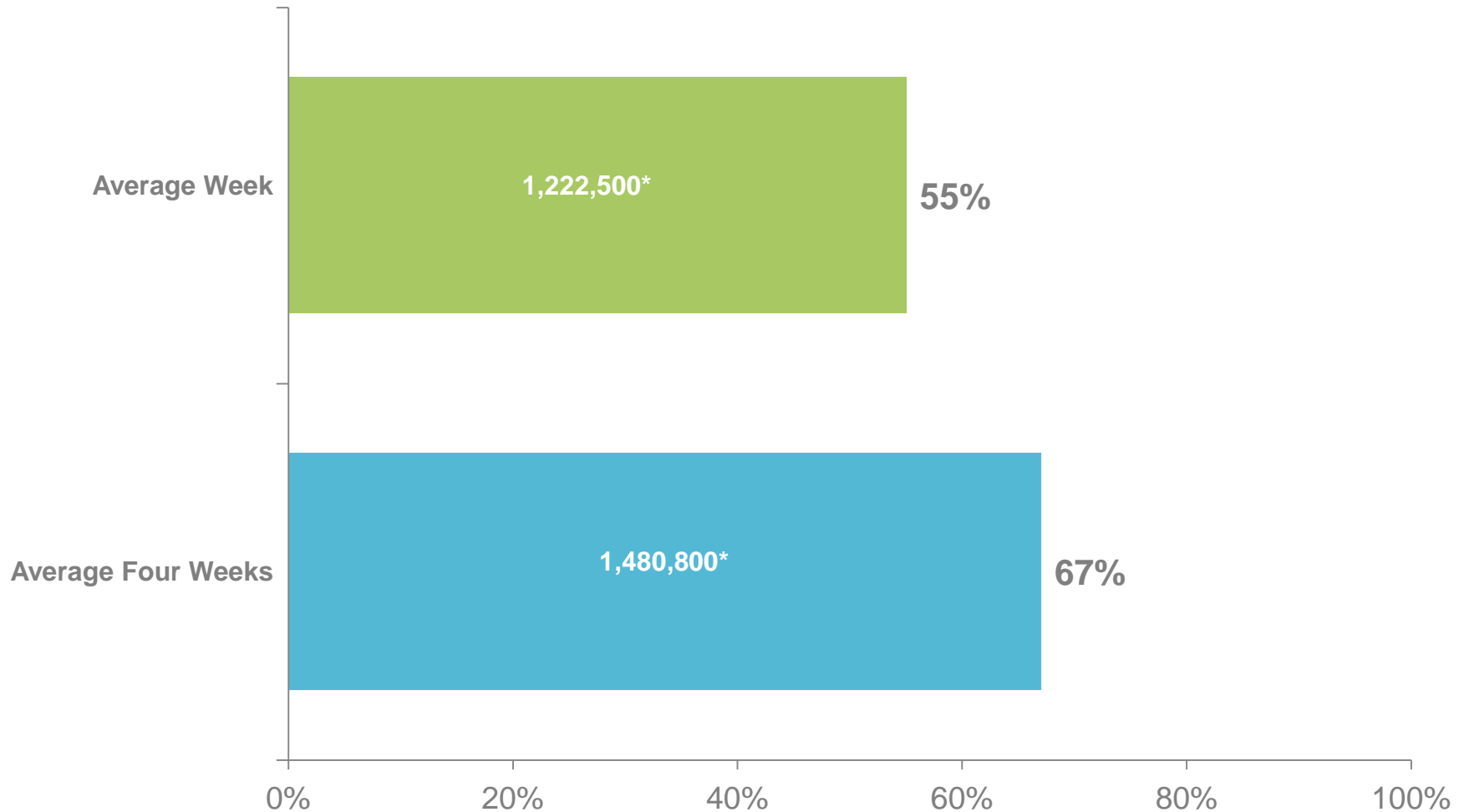


Q6. How many total members of your household, including yourself, age 18 & older, read an average copy of your local newspaper?
Base: Average Week Mississippi Newspaper Readers (1,073,300)

Mississippi Weeklies Widely Read

KEY POINT

Weekly newspapers are widely read in Mississippi. Almost seven in 10 adults (67%) read a weekly newspaper during an average month, and more than half (55%) read a weekly newspaper during an average week.



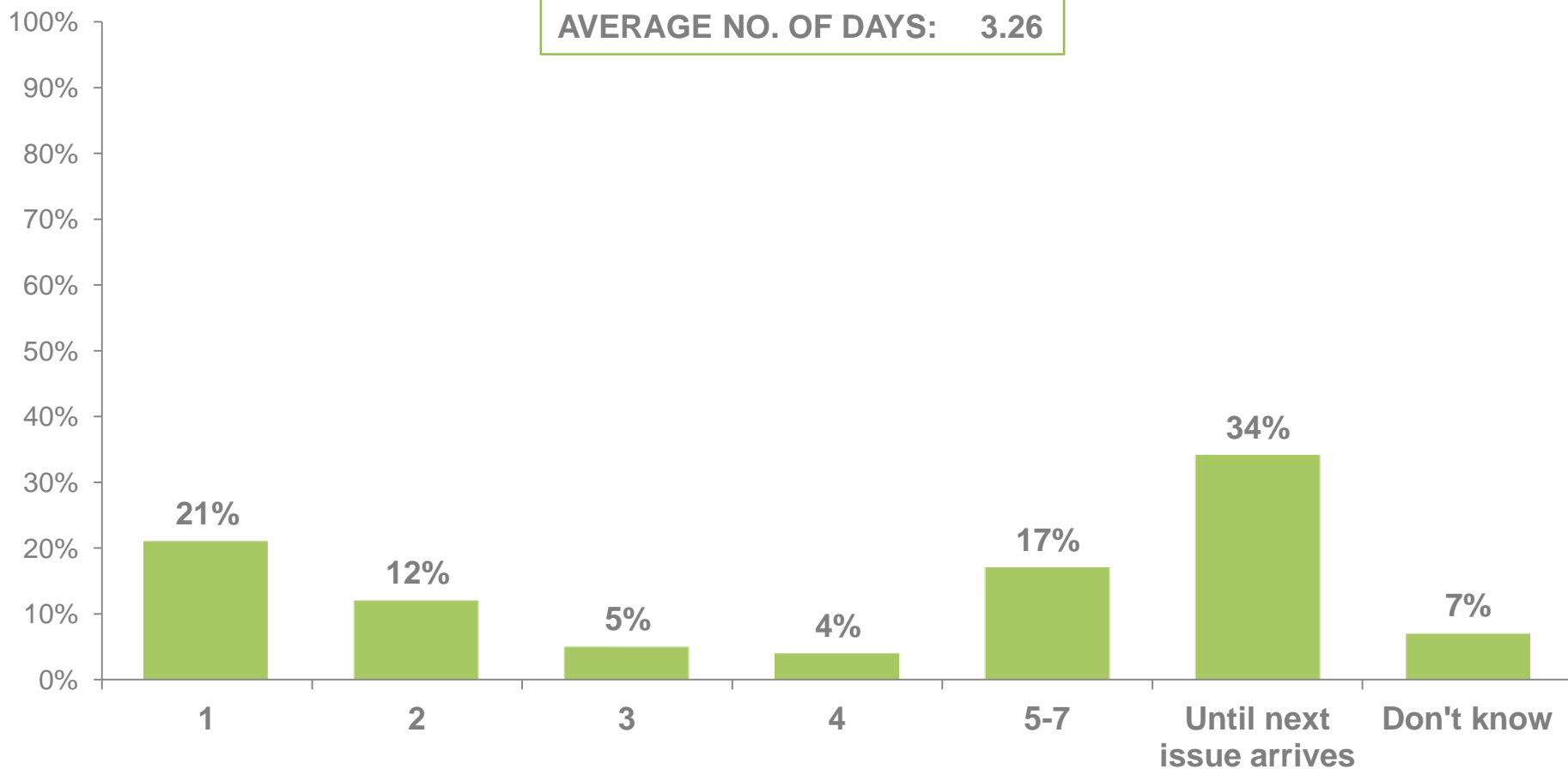
*(No. of adults)

Base: Total Mississippi Adults (2,211,700)

Weekly Newspapers Have Long Shelf-Life

KEY POINT

On average, a weekly newspaper is kept in the house more than three days. More than a third of readers (34%) keep their newspaper until the next issue arrives.

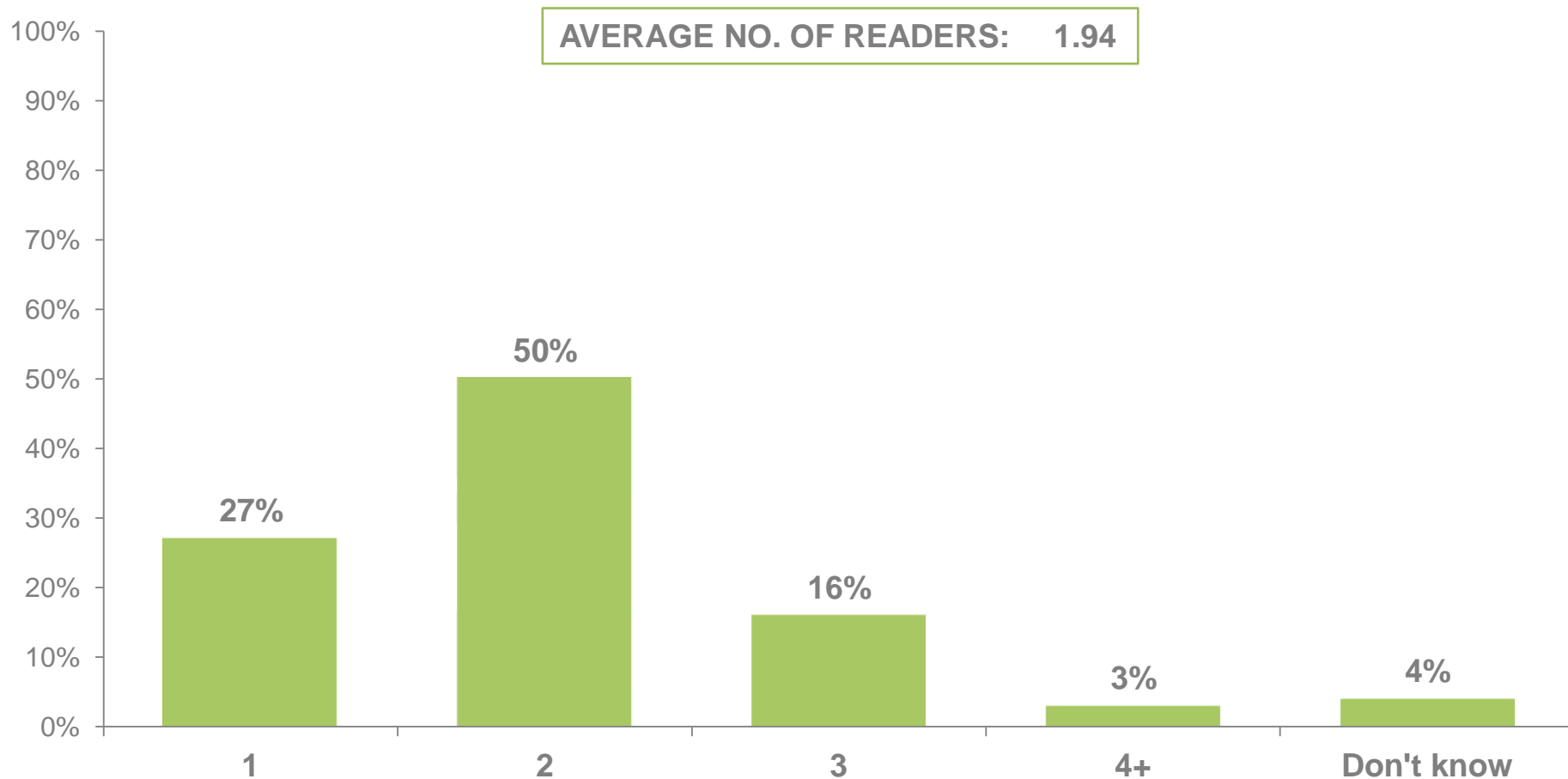


Q10. How many days does an issue of a local weekly newspaper remain in your home during an average week...?

Base: Average Month Mississippi Weekly Readers (1,480,800)

Readers Per Copy For Weekly Newspapers

KEY POINT Mississippi weekly newspapers reach almost two readers per copy.



Q11. How many total members of your household, age 18 and older, read an average copy of your weekly local newspaper?
Base: Average Month Mississippi Weekly Readers (1,480,800)

News Sources



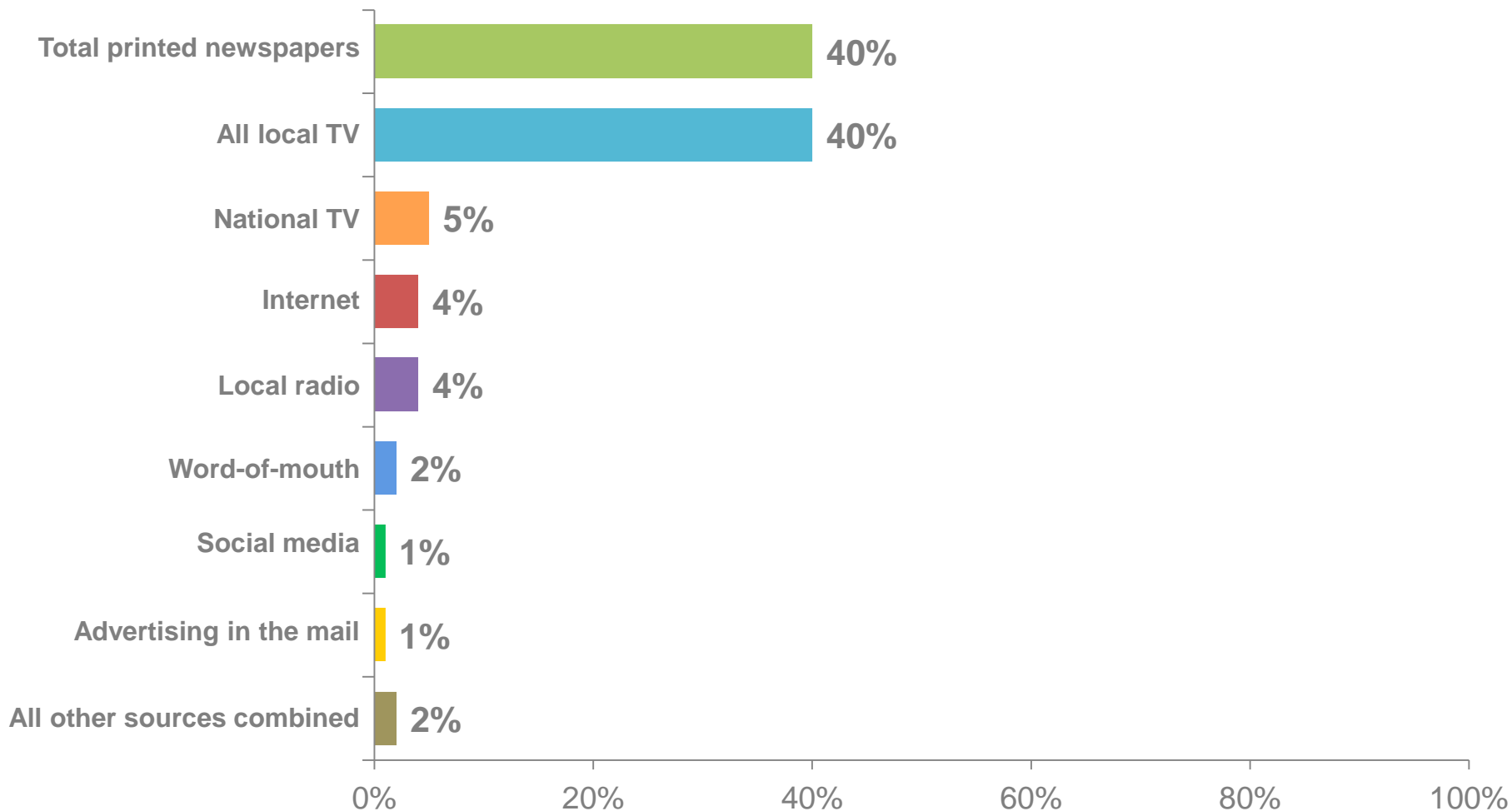
News Sources

- Newspapers and local cable TV are the most relied upon sources for local community news and information.
- Four in 10 adults (40%) rely on printed newspapers (daily or weekly) for local news.
- Forty percent rely on local cable television; however, television is generally very fragmented.
- (Newspapers are a stronger local news source in Mississippi than we see in many states; nationally, television is perceived by adults to be a better local news source.)
- All other sources, including the Internet, are much further back.

Sources Of Local News

KEY POINT

Four in 10 adults (40%) rely on printed newspapers (daily or weekly) for local news, equal to local cable television. Television is, however, generally very fragmented.



Q1b. What is your main local source of local community news and information?

Base: Adults Using Any News Source (2,131,100)

Advertising Sources



Advertising Sources

- Newspapers are easily the top source for local sales and shopping information.
- Almost half of Mississippi adults (45%) who use any advertising for local sales and shopping information say printed newspapers (daily or weekly) are their primary source.
 - 31 percent use daily/Sunday newspapers
 - 14 percent use weekly newspapers
- More than half of all consumers (52%) look at advertising before shopping to see what's on sale.
- Almost six in 10 adults (57%) say printed newspapers are the one local advertising source they rely on most to find out what's for sale before going shopping.
 - Most other sources are extremely fragmented

Advertising Sources

- Almost four in 10 adults (38%) consider newspapers to be the most trustworthy advertising source, more than double the percentage of any other source.
- Just over three in 10 Mississippi adults (36%) prefer to receive advertising supplements in the mail.
 - However, almost as many (30%) prefer to receive them in the newspaper
 - Significantly fewer (15%) prefer to receive them electronically
- Younger (18-34) and older adults (55+) are much more likely than those in the middle to prefer receiving advertising with the newspaper.

Advertising Sources

- Direct mail advertising is not well read by Mississippians.
 - 38 percent of advertising received in the mail is skimmed
 - 34 percent is thrown away without being read
 - Only 27 percent of the advertising received in the mail is read thoroughly
- Almost half of Mississippi adults (46%) make a purchase during an average month as a direct result of advertising in the newspaper, accounting for more than one million buyers.
- Television commercials are not watched frequently by Mississippi consumers.
- Only one in four adults (25%) watch a commercial when it comes on television.

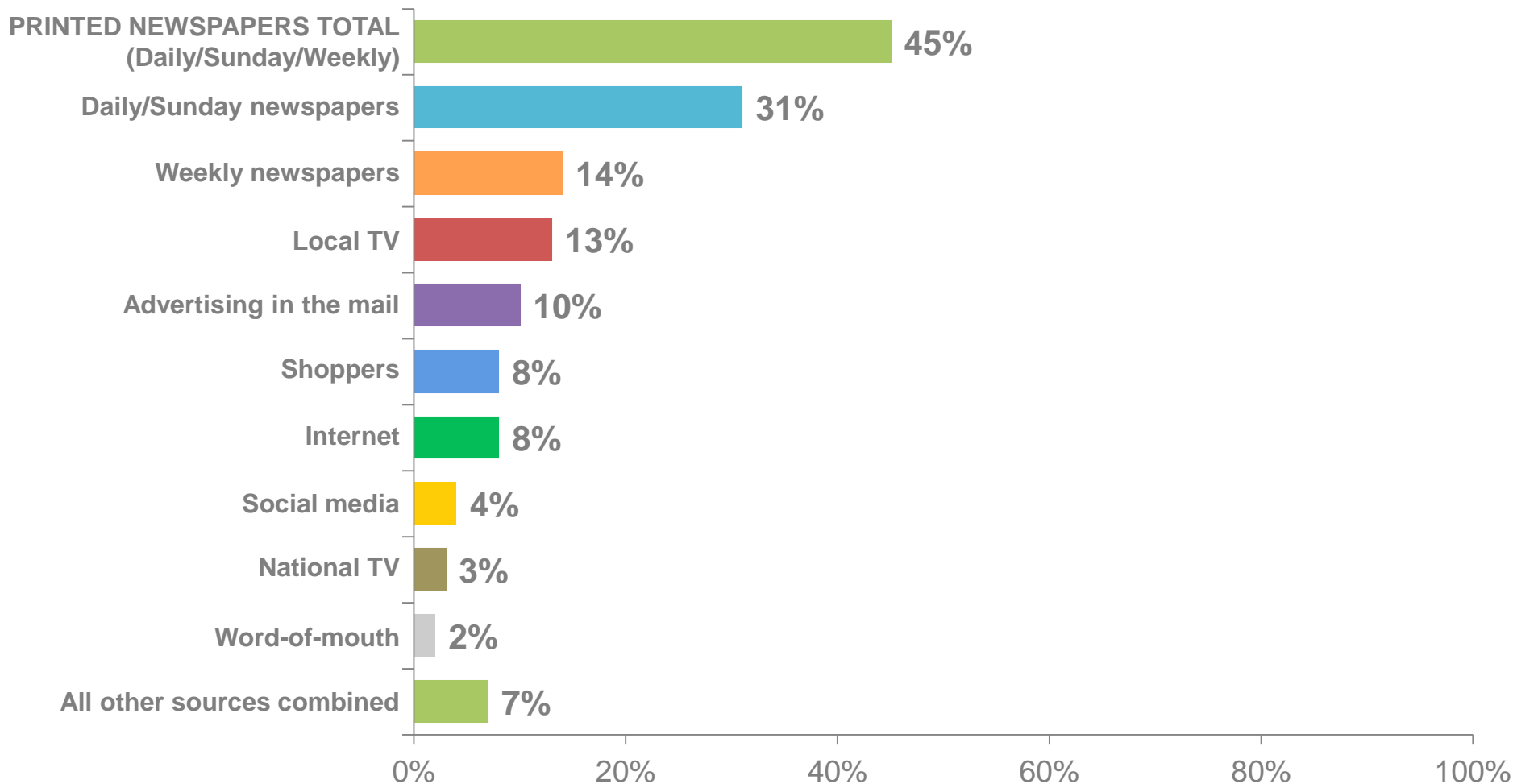
Advertising Sources

- Most adults do other things, such as:
 - Household chores (25%)
 - Fast-forwarding through commercials (20%)
 - Changing the channel (18%)
 - Hitting the mute button or lowering the sound (14%)
 - Leaving the room (12%)
 - Doing something else (25%)

Newspapers Top Source For Shopping Information

KEY POINT

Almost half of Mississippi adults (45%) who use any advertising source for local sales and shopping information say printed newspapers (daily or weekly) are their primary source. All other sources are much further back.

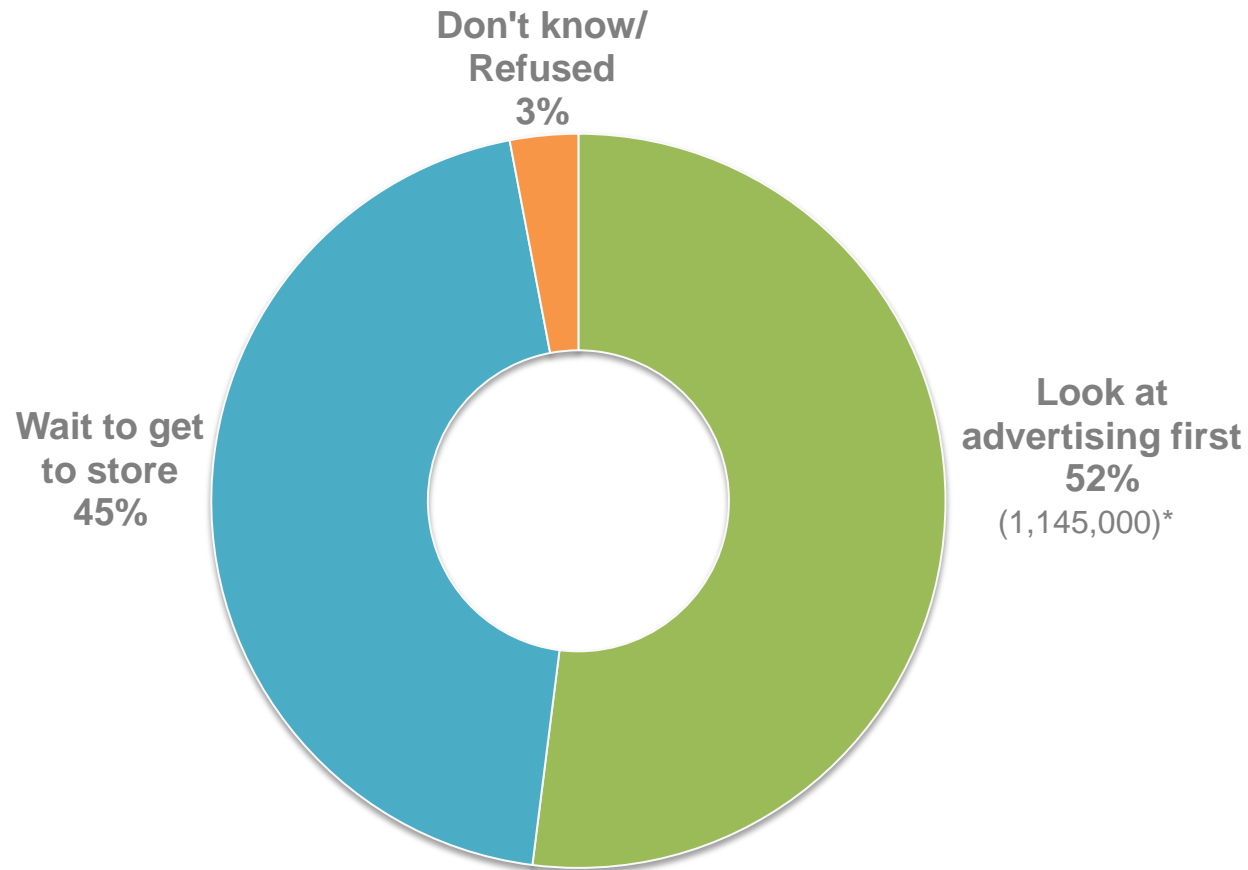


Q1a. What is your main local source of local sales and shopping information?

Base: Adults Using Any Advertising Source (1,908,200)

Most Look At Advertising Before Shopping

KEY POINT More than half of Mississippi adults look at advertising to find out what is on sale before shopping.



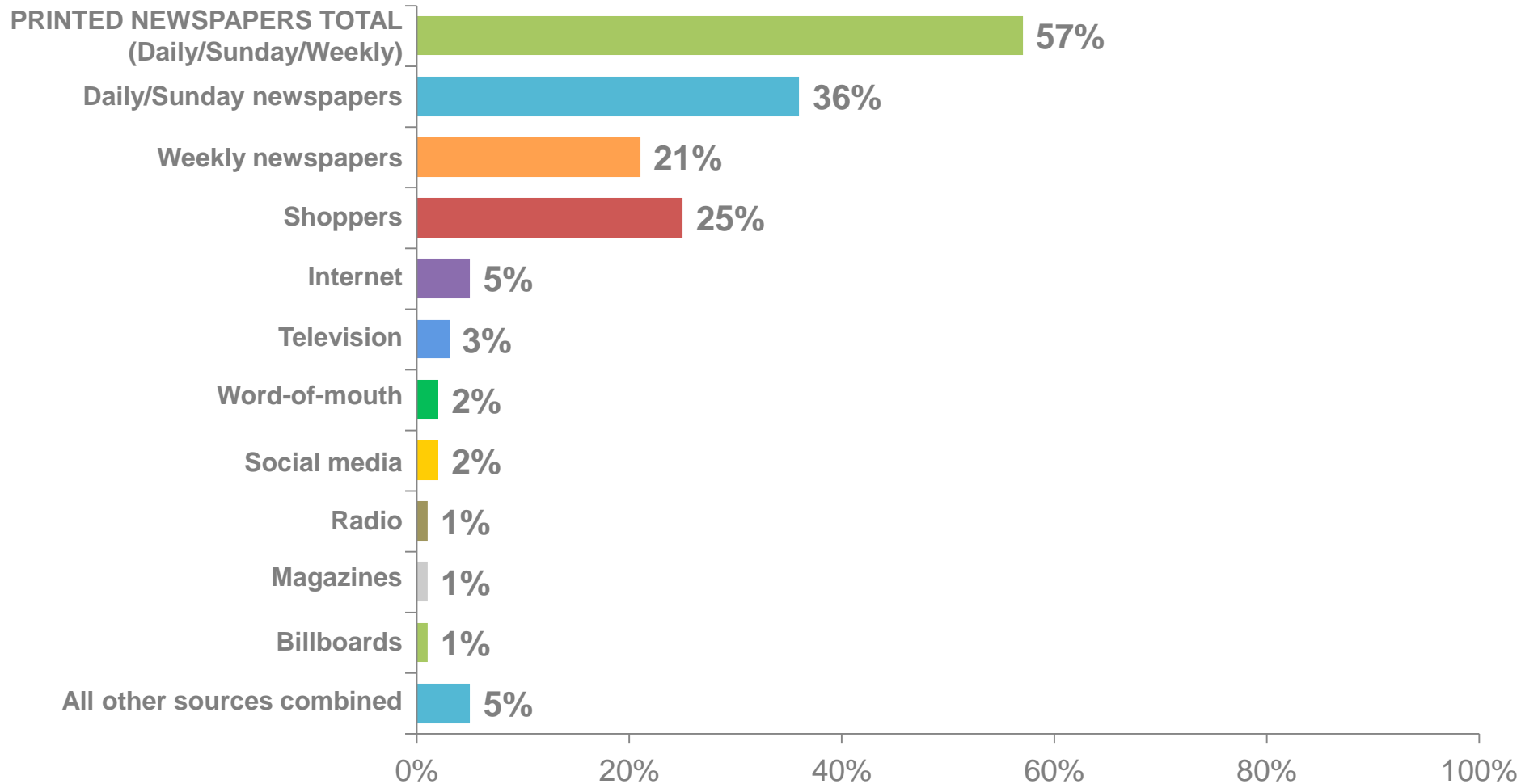
*(No. of adults)

Q21. When planning shopping trips, do you usually look at advertising and circulars to find out what's for sale before shopping?
Base: Total Mississippi Adults (2,211,700)

Newspapers Relied On Most For Ads

KEY POINT

Newspapers are the local advertising source Mississippi adults most rely on for advertising to determine what is on sale before shopping. Almost six in 10 consumers rely on a printed daily, Sunday or weekly newspaper.

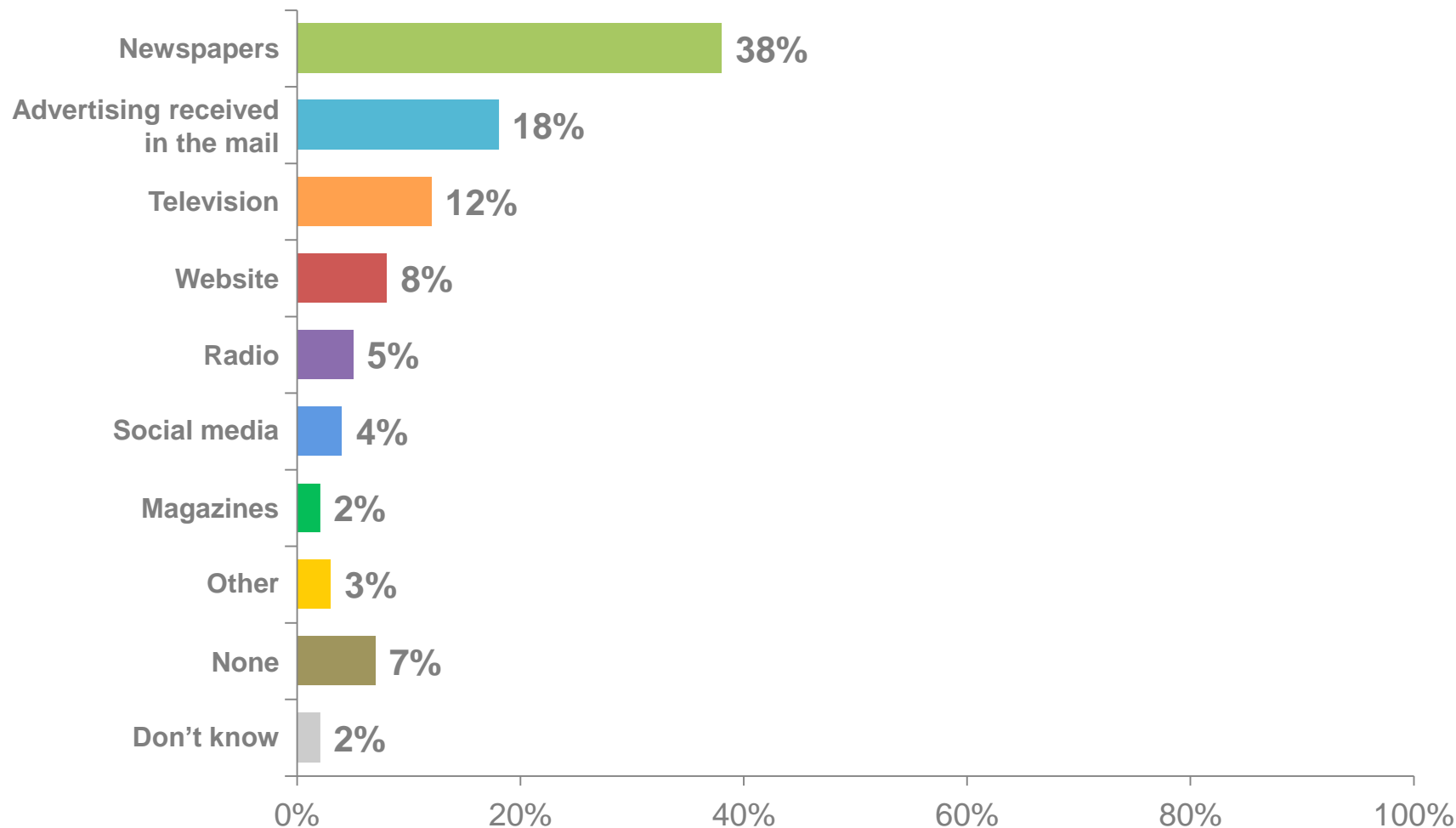


Q22. Which one local advertising source do you rely on most for advertising to find out what's for sale locally before going shopping?
Base: Adults Using An Advertising Source (1,916,800)

Newspapers Most Trustworthy Ad Source

KEY POINT

Almost four in 10 consumers (38%) consider newspapers to be the most trustworthy advertising source, double the credibility of direct mail. All other sources follow much further back.



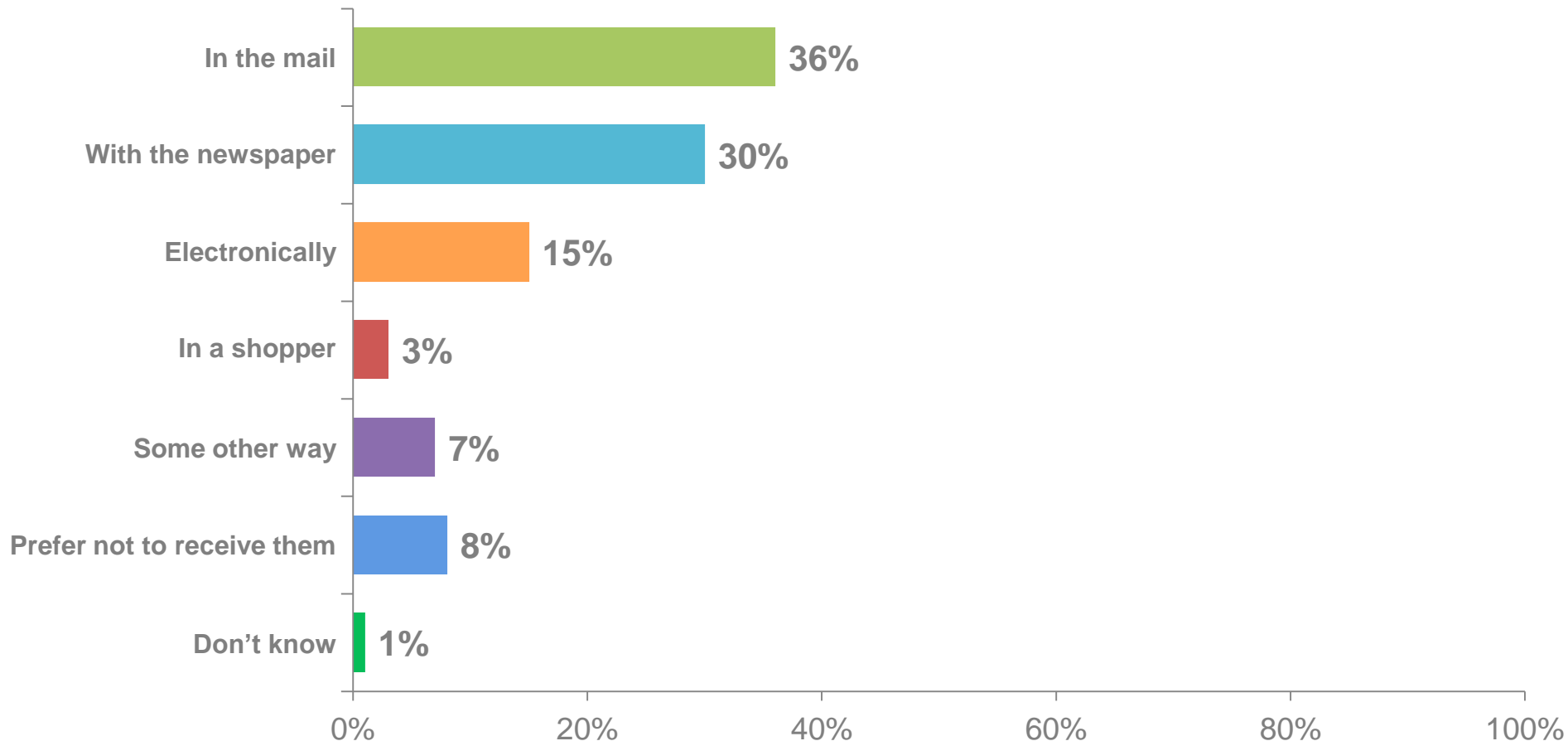
Q25. Which one advertising source do you consider to be most trustworthy?

Base: Total Mississippi Adults (2,211,700)

Preference For Receiving Advertising

KEY POINT

Just over one in three Mississippi adults (36%) prefer to receive advertising supplements in the mail, but almost as many (30%) prefer to receive them in the newspaper. Much fewer (15%) prefer to receive them electronically.



Q20. On a different topic, how would you **prefer** to receive advertising supplements, inserts and circulars?

Base: Total Mississippi Adults (2,211,700)

Comparing Preference For Receiving Advertising

KEY POINT Younger (18-34) and older adults (55+) prefer to receive advertising supplements with the newspaper.

	GENDER			AGE		
	Total	Male	Female	18-34	35-54	55+
	%	%	%	%	%	%
In the mail	36	30	41	24	46	33
With the newspaper	30	31	30	33	24	36
Electronically	15	17	13	30	12	7
In a shopper	3	4	2	2	2	4
Some other way	7	7	7	7	9	5
Prefer not to receive them	8	10	6	4	7	12
Don't know	1	2	1	*	*	3

*(Less than .05 percent)

Q20. On a different topic, how would you prefer to receive advertising supplements, inserts and circulars?

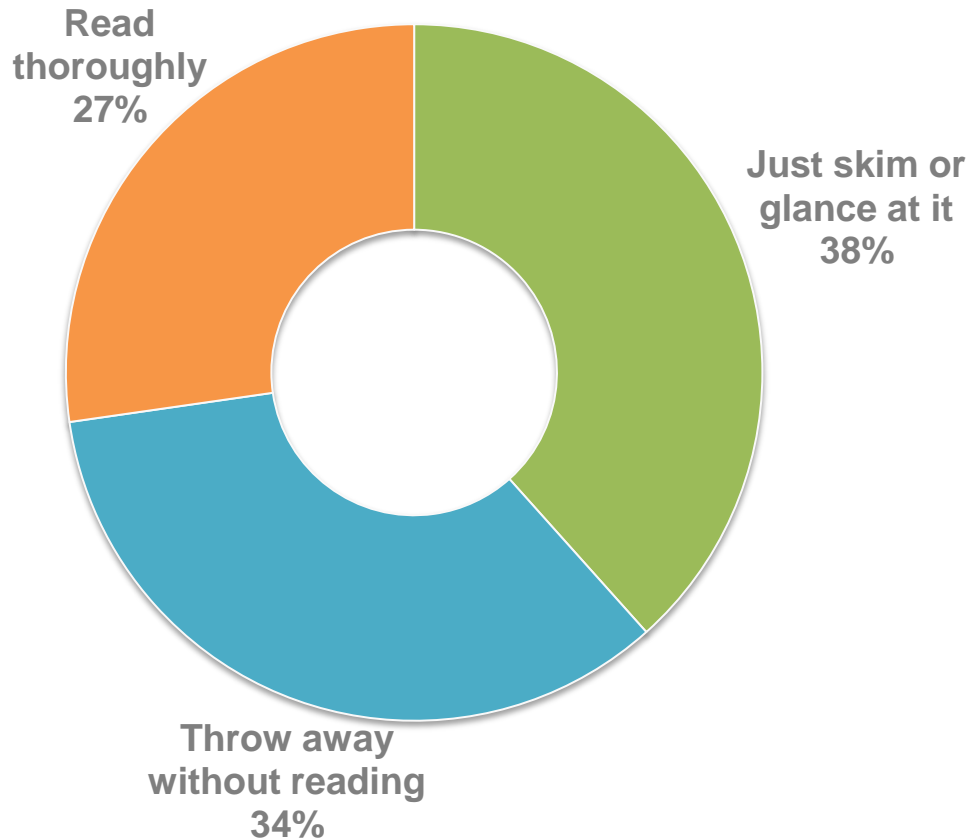
Base: Total Mississippi Adults (2,211,700)

Reading Advertising Received In The Mail

KEY POINT

Direct mail advertising is not well read; 38 percent of direct mail received in homes is just skimmed, and almost as much (34%) is thrown away without being read. Only 27 percent of the advertising received in the mail is read thoroughly.

PERCENT DOING EACH ON AVERAGE:



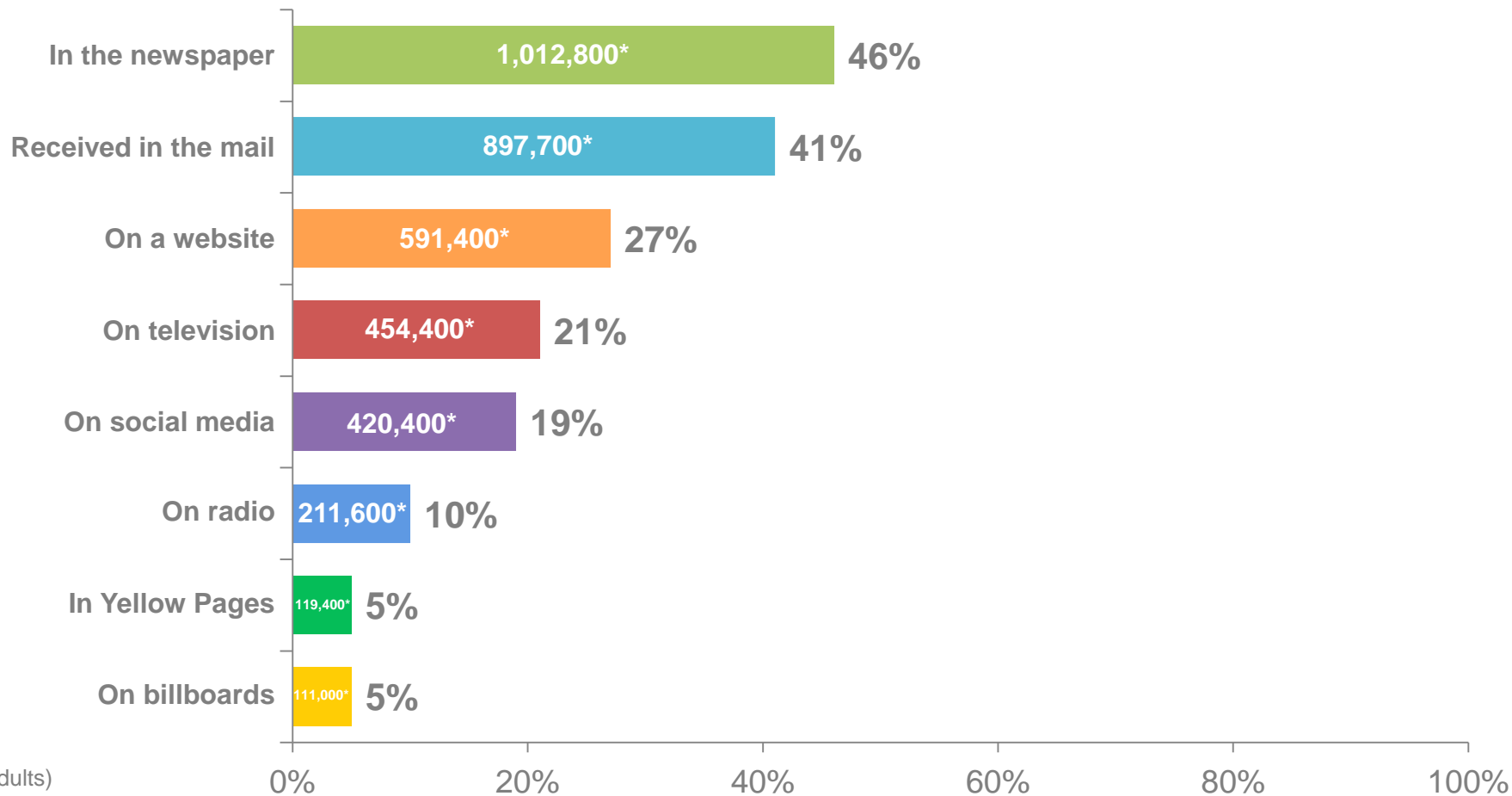
Q23. Thinking about advertising you receive in the mail, what percentage do you:
Base: Total Mississippi Adults (2,211,700)

Advertising Prompts Purchases

KEY POINT

Almost half of Mississippi adults (46%) make a purchase during an average month as a result of advertising in the newspaper, accounting for more than one million buyers.

PERCENT WHO MADE A PURCHASE AS A RESULT OF ADVERTISING IN EACH:



*(No. of adults)

Q24. In the past 30 days, have you made a local purchase as a result of advertising ?

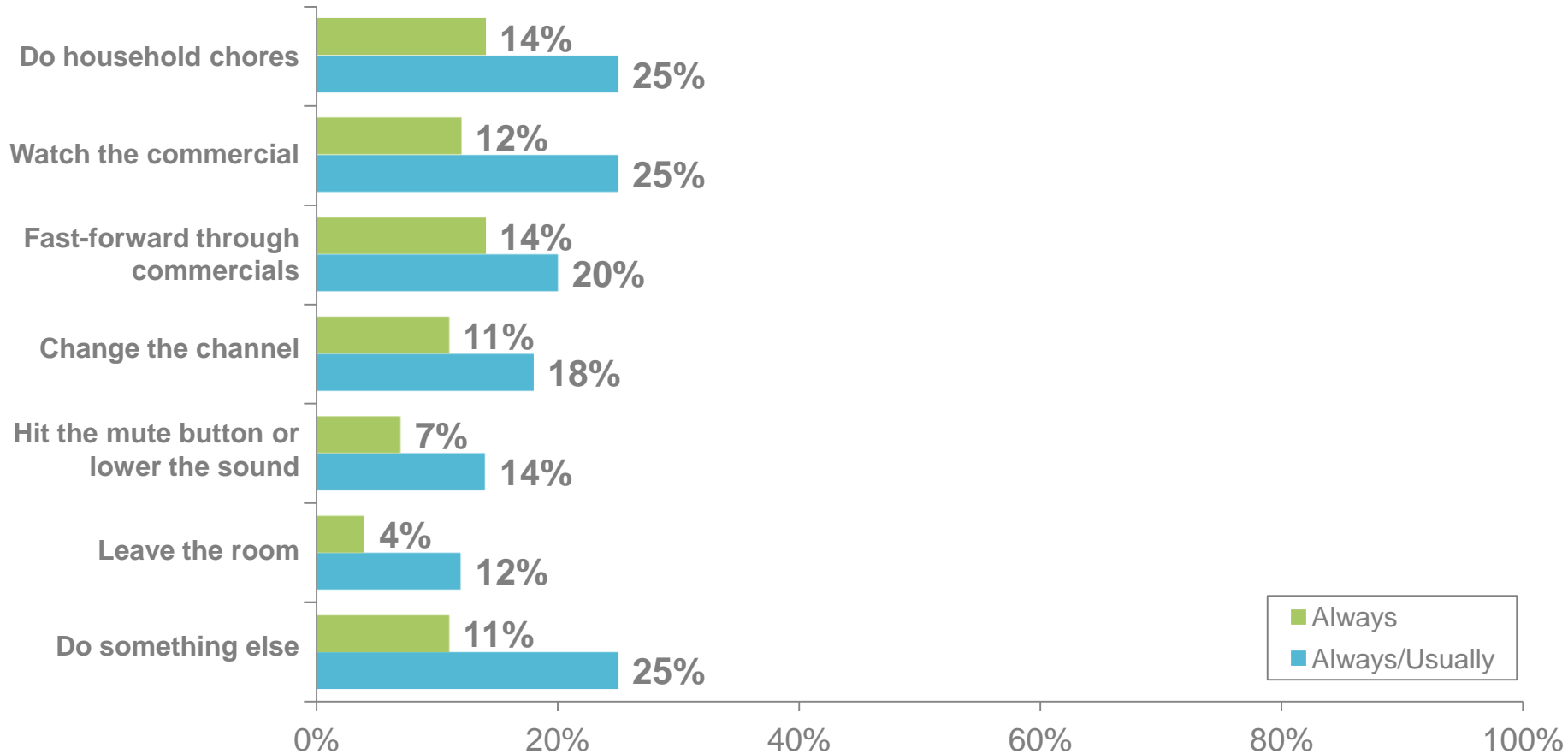
Base: Total Mississippi Adults (2,211,700)

Few watch Television Commercials

KEY POINT

Fewer than one in four adults (25%) watch a commercial when it comes on the television. Most adults are doing other things such as household chores (25%), fast-forwarding through commercials (20%), changing the channel (18%), and simply doing something else (25%).

PERCENT WHO DID EACH:



Q19. Thinking about when you watch local television and commercials come on, do you:

Base: Total Mississippi Adults (2,211,700)

Radio Usage



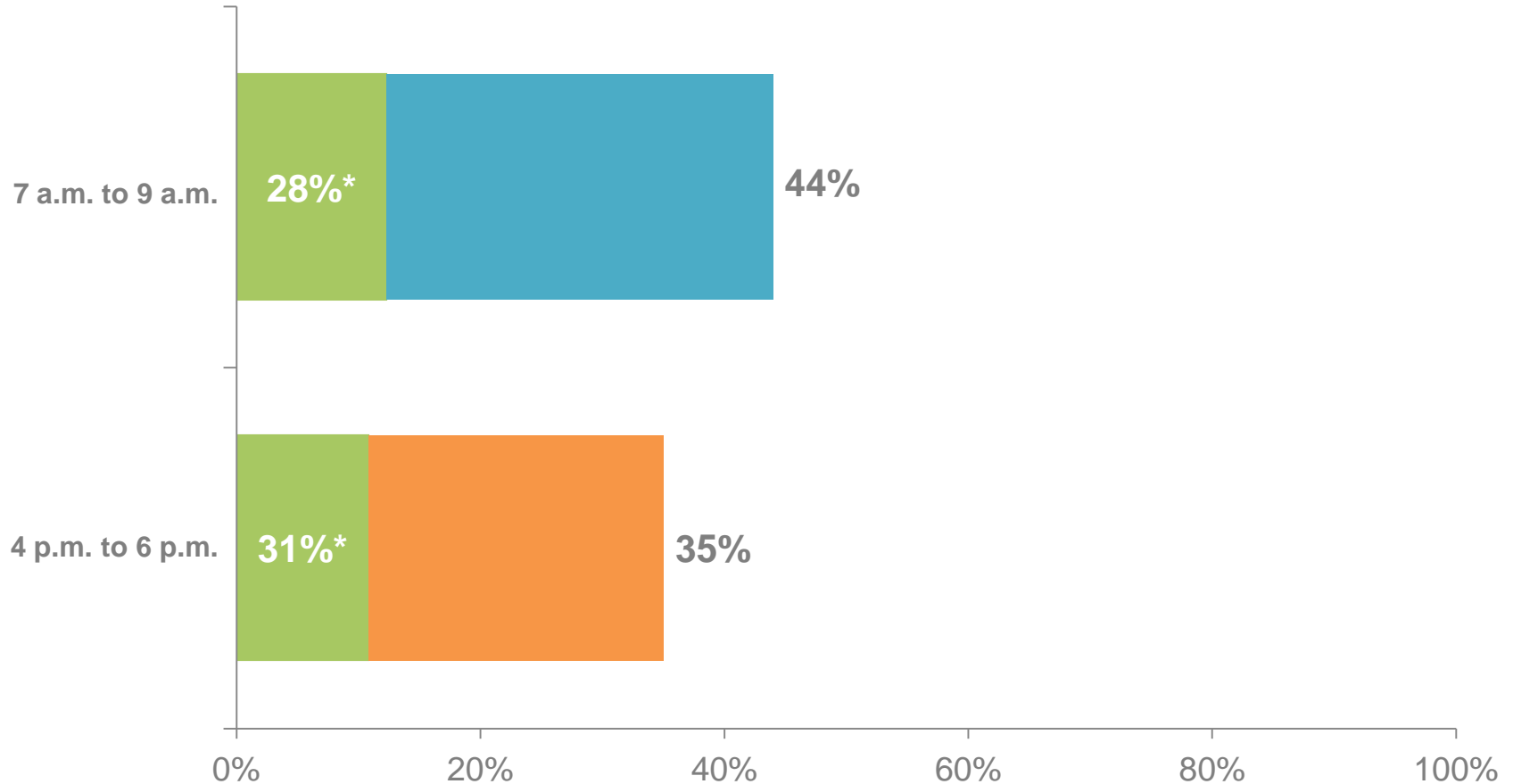
Radio Usage

- Radio listenership in Mississippi is not particularly high.
- Fewer than half of Mississippi adults (44%) listen to the radio during morning drive time, and even fewer (35%) during the evening drive time.
- In addition, a significant percentage of radio listeners also read a local newspaper on the same day.
- Fewer than three in 10 Mississippi adults (28%) listen to the commercial when it comes on the radio.
 - Almost half (45%) ignore the commercial
 - Fewer than one in five (18%) change the station when they hear a commercial
 - 13 percent lower the volume

Radio Usage

KEY POINT

Radio use is not particularly high; fewer than half of Mississippi adults (44%) listen to the radio during morning drive time, and even fewer during the evening drive time. A significant percentage of radio listeners also read a local newspaper on the same day.



*(Percent of readers who also read local newspapers on an average day)

Q17. Did you listen to local radio yesterday between...?

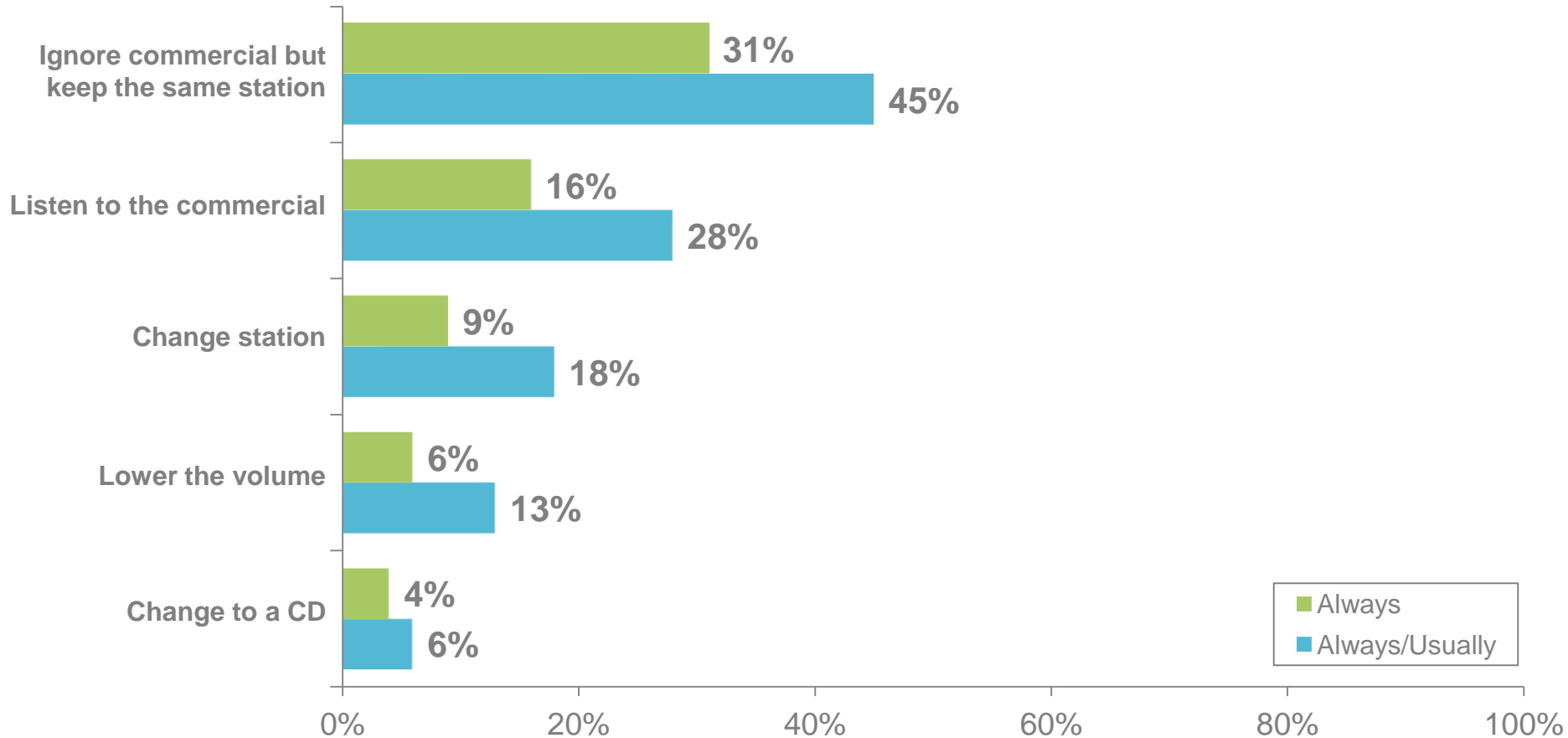
Base: Total Mississippi Adults (2,211,700)

Many Ignore Radio Ads

KEY POINT

Fewer than three in 10 Mississippi adults (28%) listen to the commercial when it comes on the radio. Almost half (45%) ignore the commercial, and almost one in five (18%) change the station entirely when they hear a commercial.

PERCENT WHO DID EACH:



Q18. When you are listening to local radio and commercials come on, how often do you:

Base: Total Mississippi Adults (2,211,700)

Public Notice Advertising



Public Notice Advertising

- Half of Mississippi adults (1,105,600) recall reading or seeing legal advertising in any newspaper, higher among print newspaper readers (63%).
- Most Mississippi adults (87% or 1,916,800 adults) say keeping the public informed through legal advertising is an important requirement for government agencies.
- The preferred method of receiving legal advertisements is in a printed newspaper (46%), followed by in the mail (35%).
- Few (12%) prefer to receive legal advertisements on the Internet or online.

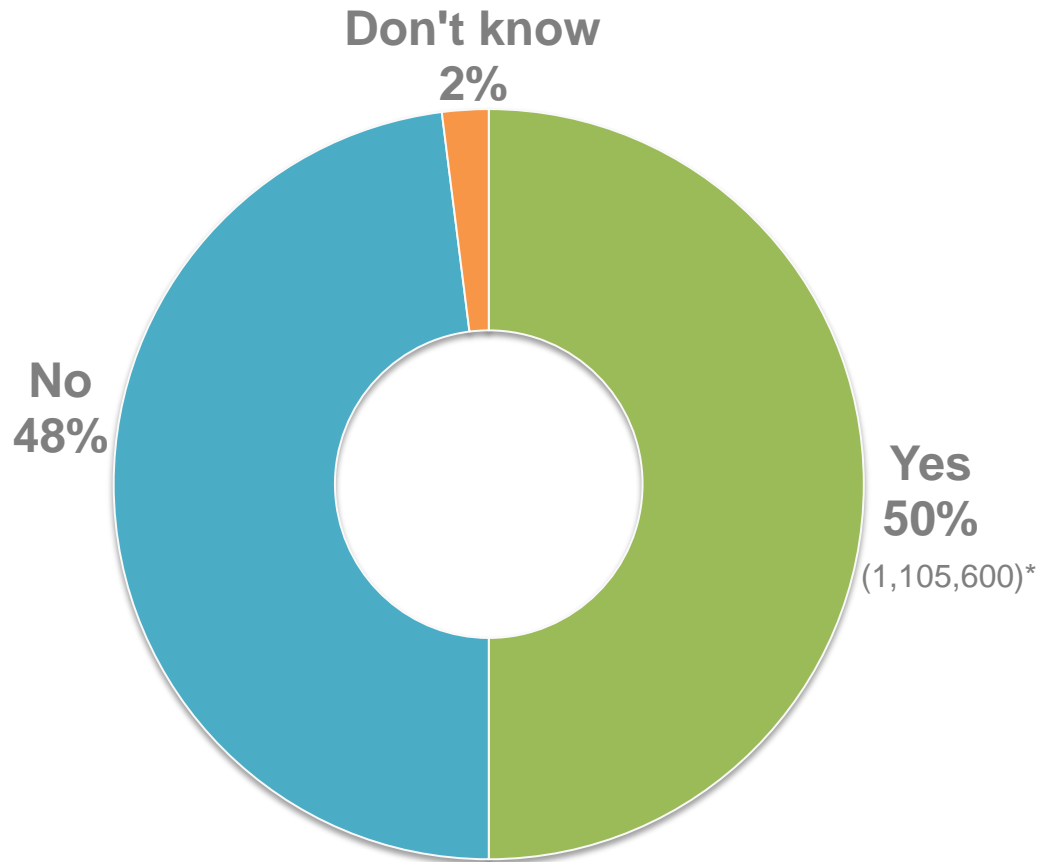
Public Notice Advertising

- Mississippi adults would be much less likely to read legal notices if they were eliminated from newspapers and made available only online on government websites. More than six in 10 (61%) would read legal advertisements less.
 - Almost four in 10 (35%) would read them much less often
 - Only 14 percent would read legal advertising more often
- Legal ads in printed newspapers also have much higher credibility.
 - Almost six in 10 (56%) say legal ads printed in a newspaper are trustworthy or credible
 - 40 percent say legal ads posted on government websites are credible

Half Recall Legal Advertising

KEY POINT

Half of Mississippi adults (1,105,600) recall reading or seeing legal advertising in any newspaper, higher among print newspaper readers (63%).



*(No. of adults)

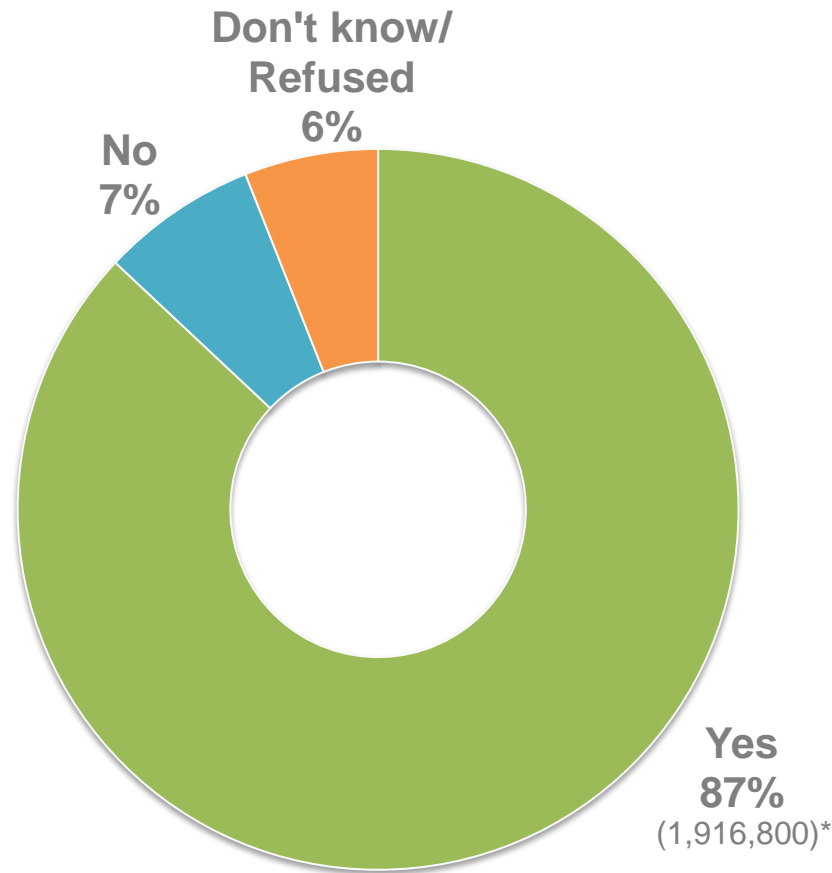
Q26. Do you recall reading or seeing legal advertising in any newspaper?

Base: Total Mississippi Adults (2,211,700)

Most Mississippi Adults Support Public Notice Advertising

KEY POINT

Almost nine in 10 Mississippi adults (87%) say keeping the public informed through legal advertising is an important requirement for government agencies. This is true among all adults, regardless of demographics.



*(No. of adults)

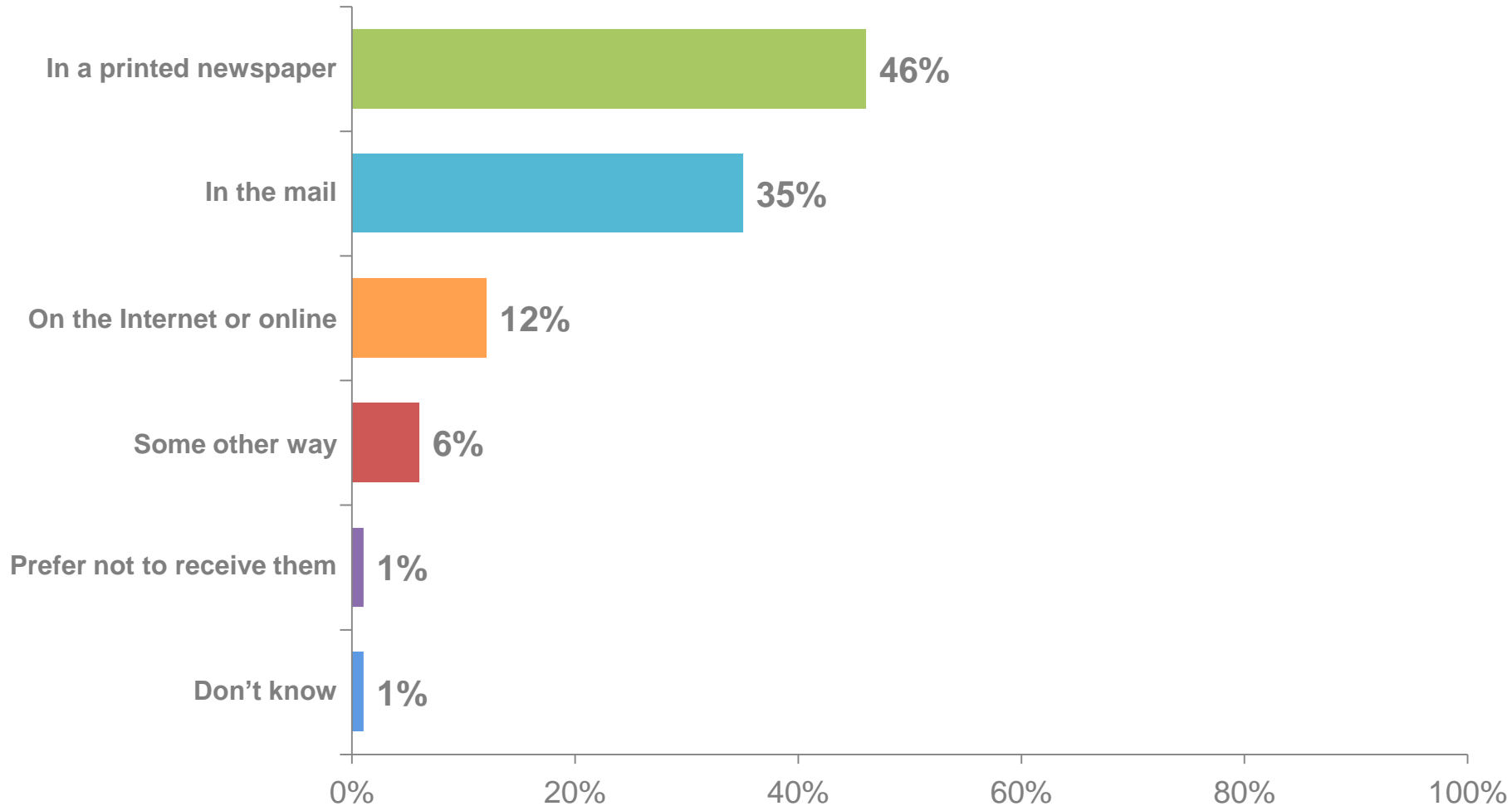
Q27. Do you believe that keeping the public informed in this way is an important requirement for government agencies?

Base: Total Mississippi Adults (2,211,700)

Newspapers Preferred Source For Public Notices

KEY POINT

Almost half (46%) of adults who have seen public notice advertising prefer to receive them in a printed newspaper, much higher than any other source. Few (12%) prefer to receive legal advertisements on the Internet or online.

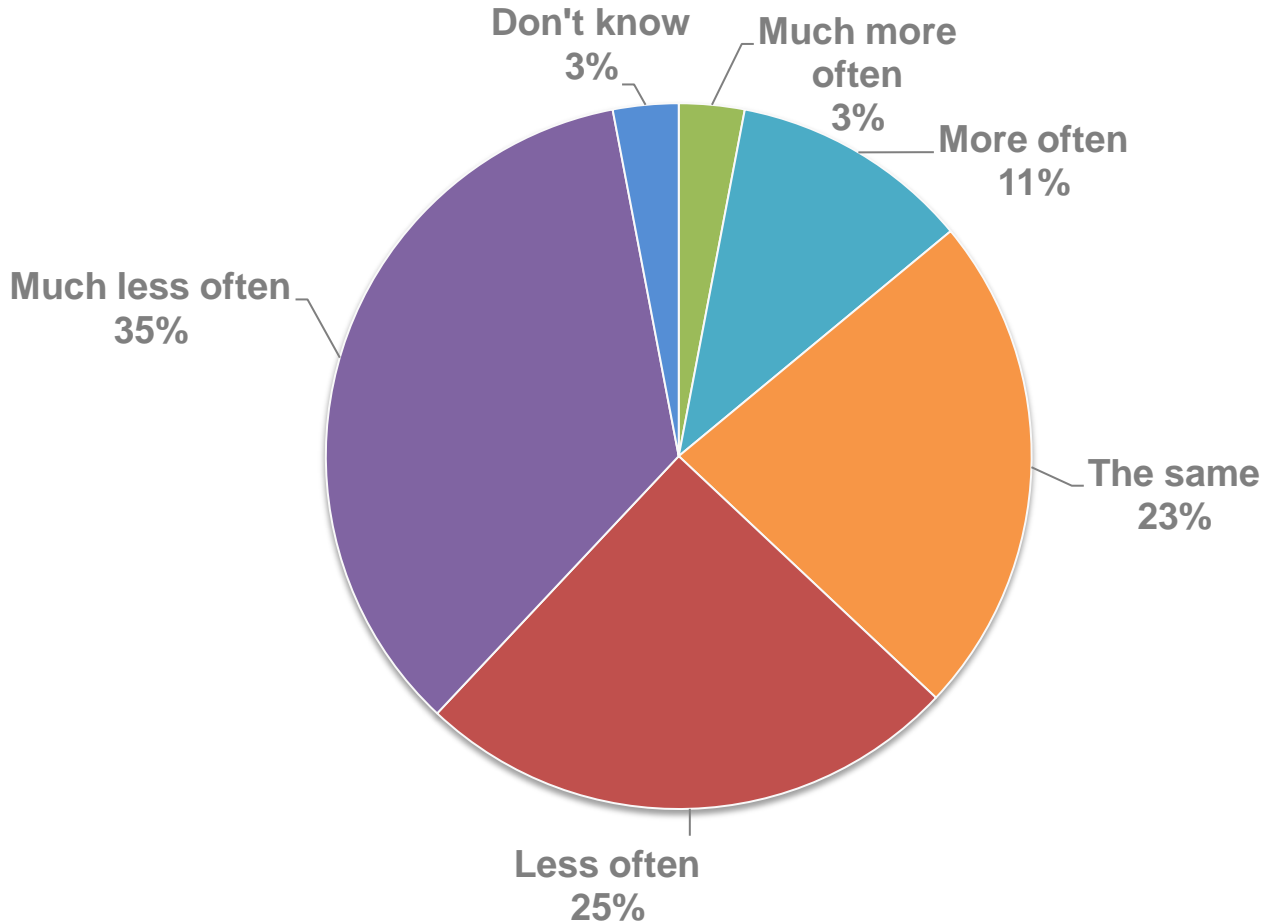


Q28. How would you prefer to receive legal advertisements, including proposed budgets, notice of public hearings, taxation, etc.?
Base: Mississippi Adults Who Recall Seeing Public Notice Advertising (1,105,600)

Fewer Would Read Notices Online

KEY POINT

If legal ads were moved to government websites only, it would result in a significant loss of readership. About six in 10 Mississippians (61%) would read public notices less often if they were removed from printed newspapers and moved to government websites. Only 14 percent would read them more often.



PERCENT WHO WOULD READ LESS

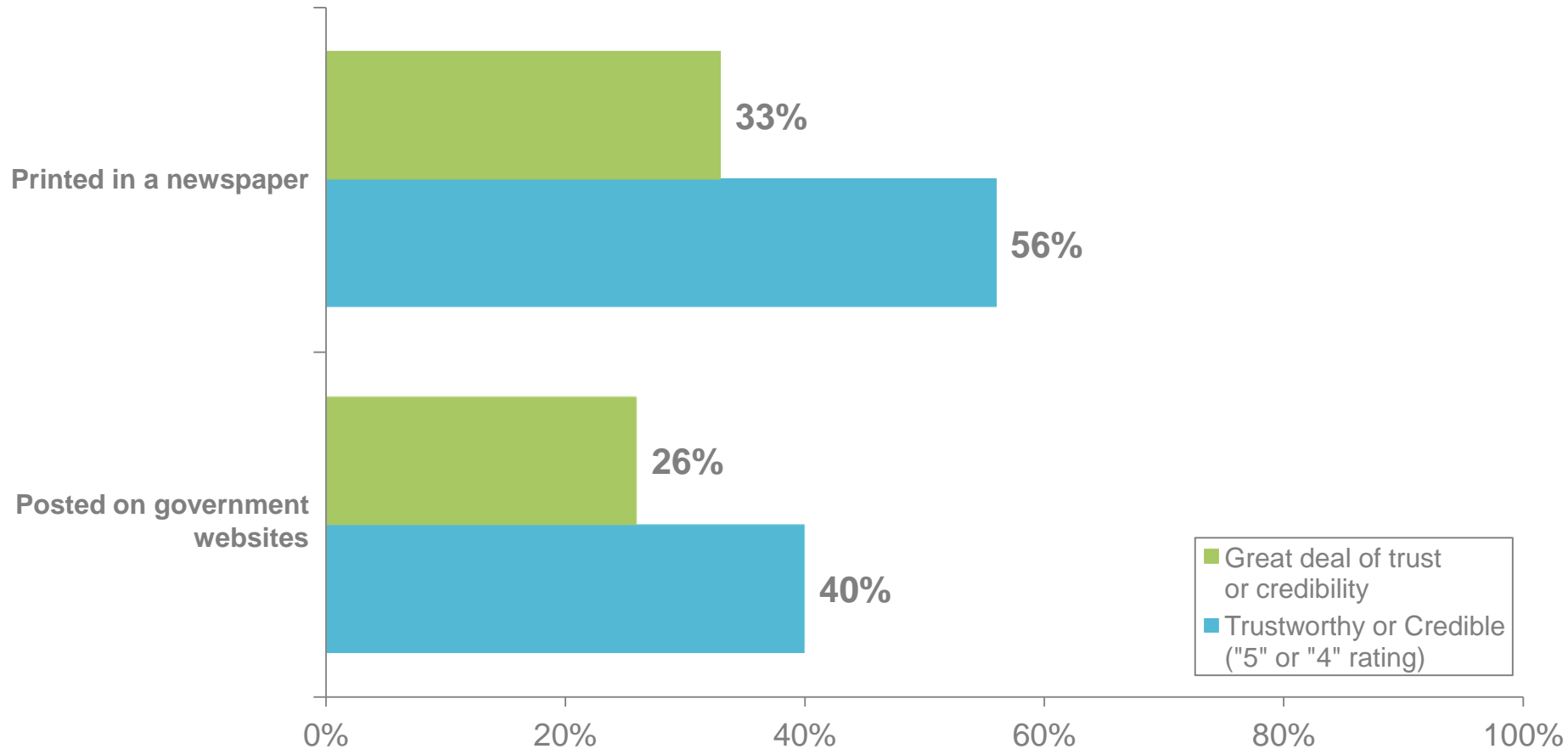
	%
TOTAL	61
HAVE READ PUBLIC NOTICES	68

Q29. If legal ads were eliminated from newspapers and only made available online on government websites, would you read them:
Base: Total Mississippi Adults (2,211,700)

Notices In Newspapers More Credible

KEY POINT

Mississippi adults are much more likely to trust legal advertisements in a printed newspaper than on government websites.



Q30. How much credibility or trust do you have in legal advertisements:

Base: Total Mississippi Adults (2,211,700)

Internet Use



Internet Use

- Almost eight in 10 adults in Mississippi (76%) are Internet users, and they do so frequently.
- Seven in 10 Mississippi adults access the Internet weekly, about equal to the national average (74%).
 - Younger adults are much more likely to access the Internet weekly (94%)
 - However, over half of adults over the age of 55 also access the Internet weekly
- Most Internet users in Mississippi (88%) have a computer, laptop or tablet at home with Internet access.
- Almost half of Mississippi Internet users (45%) visit a local newspaper website during an average month.
 - A third (33%) access a local newspaper website weekly
 - Almost one in five (16%) access a local newspaper website daily

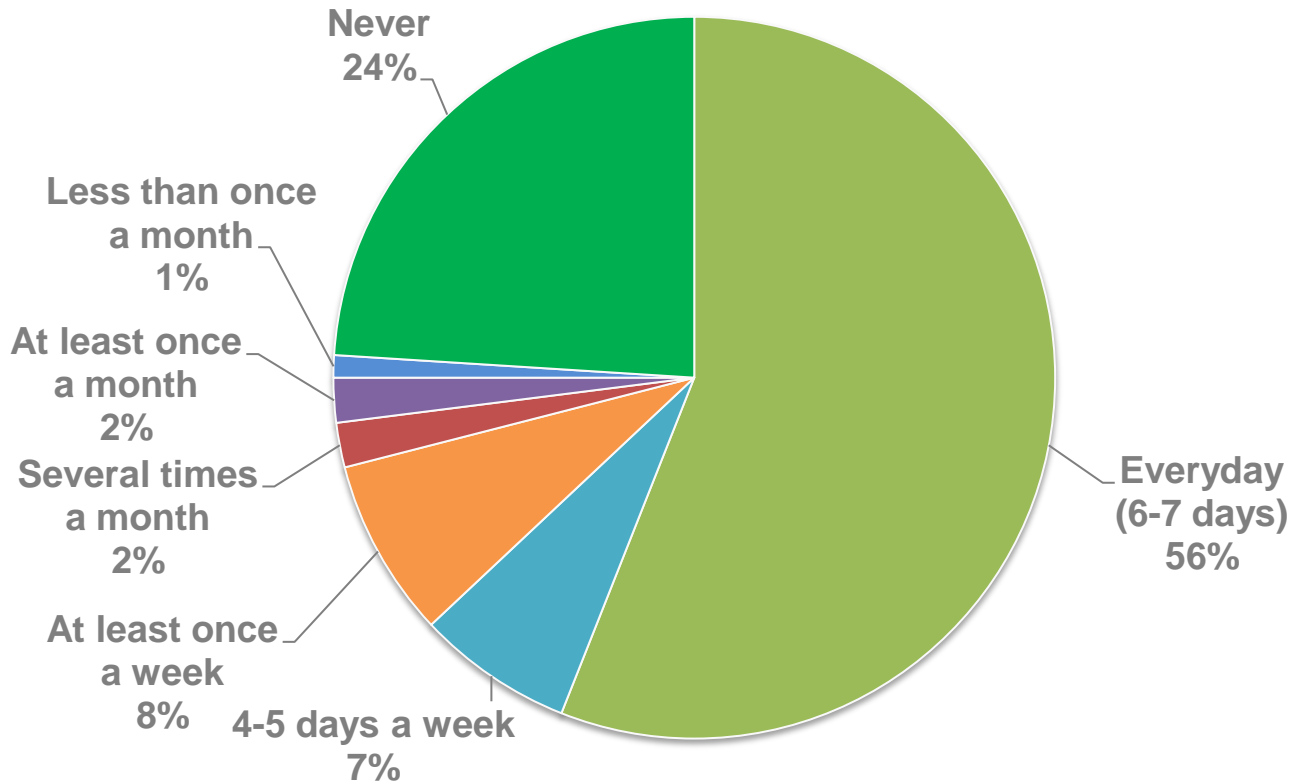
Internet Use

- Most Mississippi adults who access local newspaper websites do not pay for the service (84%).
- Computers (whether laptops or desktop computers) are most frequently used to read the local newspaper online.
 - 35 percent use a laptop computer most frequently
 - 32 percent use a desktop computer most frequently
- About one in five (22%) use a mobile phone most frequently, and one in 10 (11%) use a tablet.
- Among younger adults (18-34), a mobile phone is used more frequently than all other methods to access a newspaper website. This is a strong indication that the use of mobile phones to access newspaper websites will grow.

Internet Use

KEY POINT

Almost eight in 10 adults in Mississippi (76%) are Internet users. Seven in 10 access the Internet at least weekly, about equal to the national average (74%). More than nine in 10 adults under the age of 35 access the Internet at least weekly.



PERCENT USING INTERNET WEEKLY

	%
TOTAL	70
AGE	
18-34	94
35-54	71
55+	53
PAST WEEK NEWSPAPER READER	80

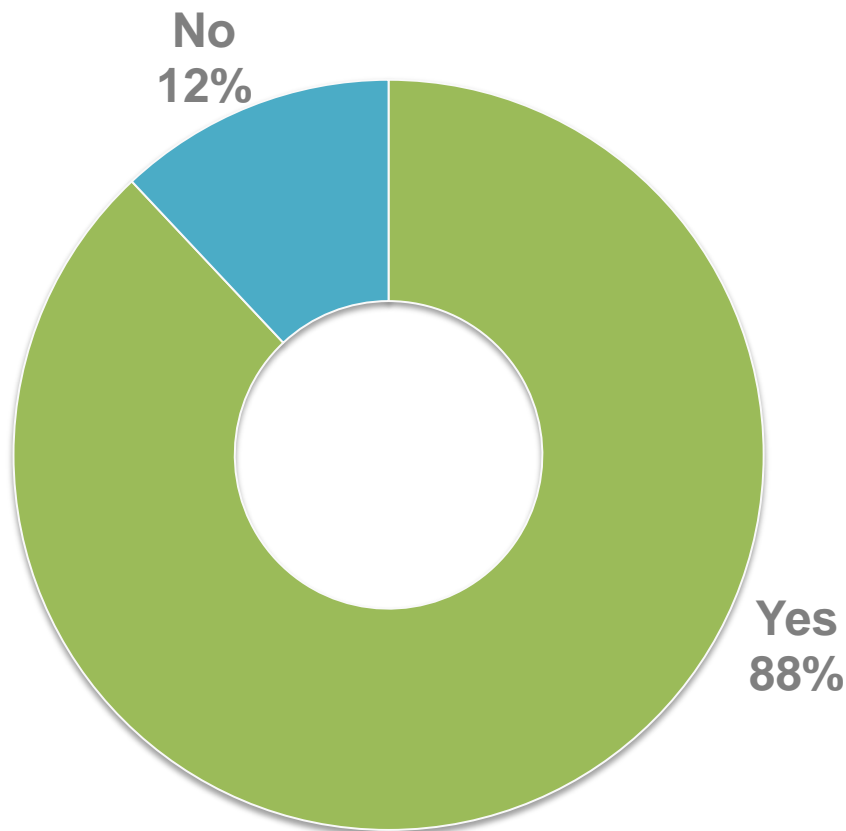
Q12. How often do you use the Internet or online service?

Base: Total Mississippi Adults (2,211,700)

Most Have Internet Access At Home

KEY POINT

Among Mississippi adults who access the Internet, most have a computer, laptop or tablet at home with Internet access.



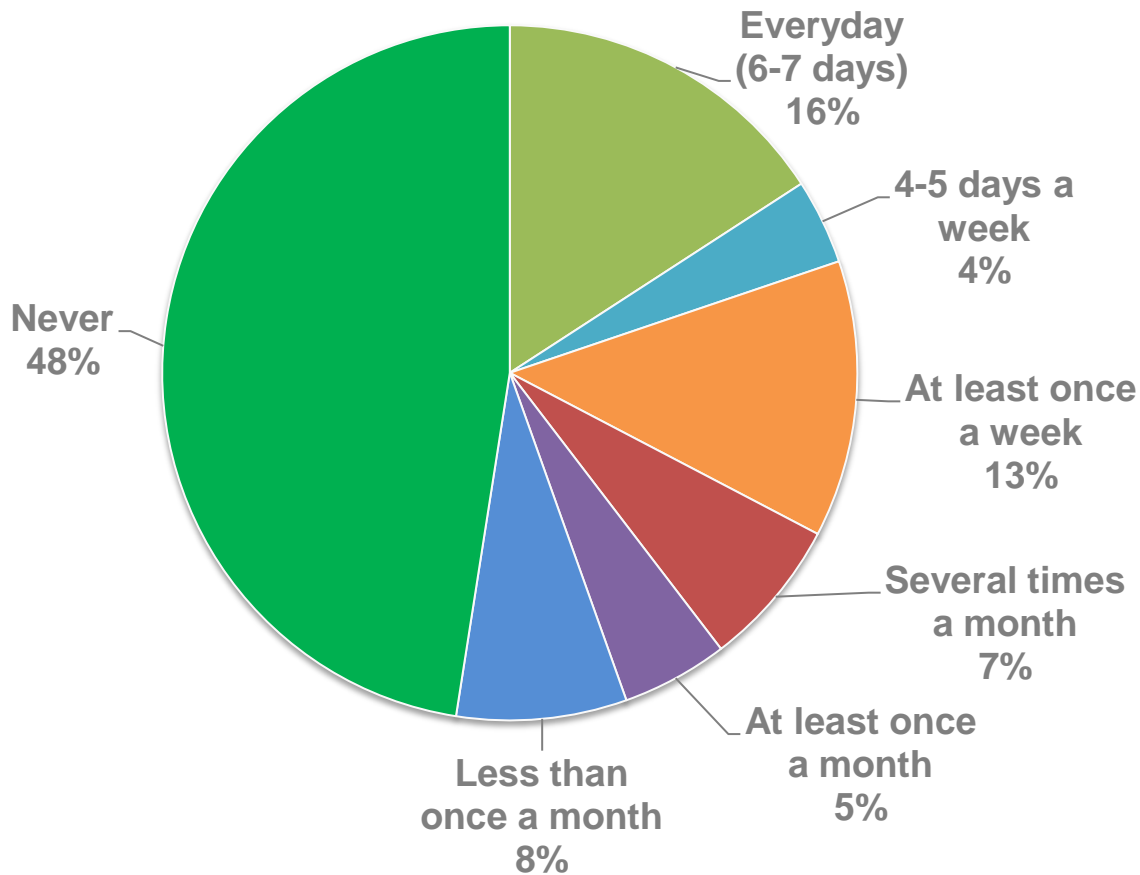
Q13. Do you have a computer, laptop or tablet in your home that has Internet access?

Base: Mississippi Adults Who Use The Internet (1,675,500)

Accessing Newspaper Websites

KEY POINT

Almost half of Mississippi Internet users (45%) visit a local newspaper website during an average month; a third (33%) access a local newspaper website at least weekly. Newspaper websites reach a higher income audience.



% ACCESSING NEWSPAPER WEBSITES MONTHLY

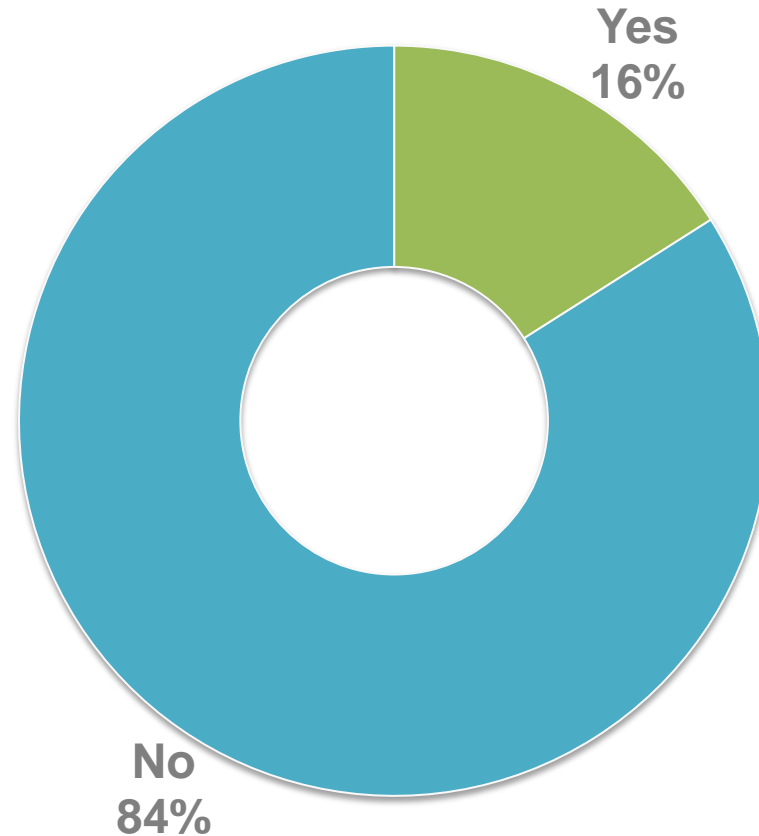
	%
TOTAL	45
GENDER	
Male	40
Female	49
AGE	
18-34	40
35-54	50
55+	43
HH income \$100,000+	55
PAST WEEK NEWSPAPER READER	54

Q14. How often do you look at your local newspaper website?

Base: Mississippi Adults Who Use The Internet (1,675,500)

Paying For A Local Newspaper Online

KEY POINT Most Mississippi adults who access local newspaper websites (84%) do not pay for the service.



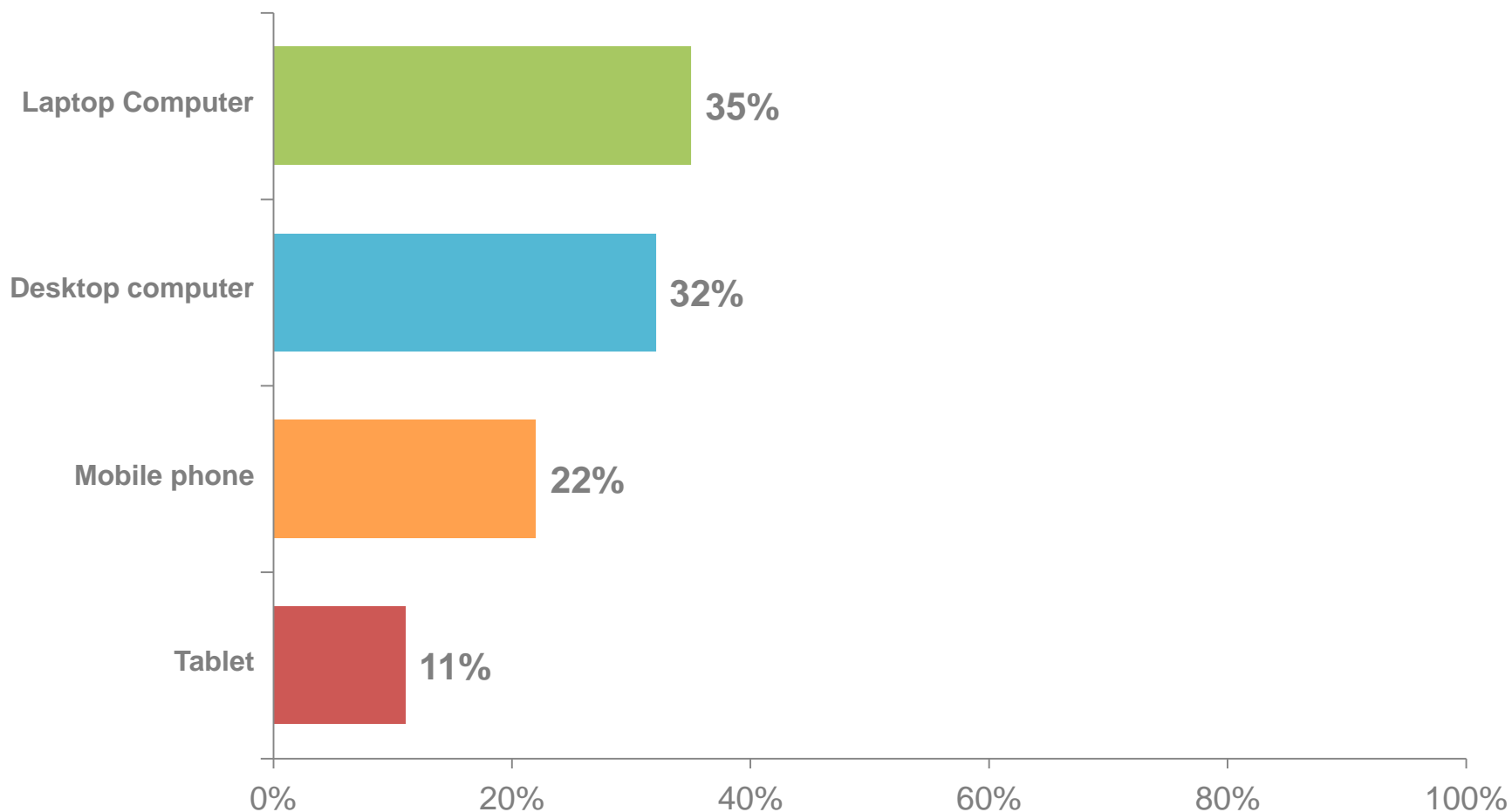
Q15. When reading your local newspaper online, do you pay for the service?

Base: Mississippi Adults Who Use Local Online Newspapers (876,800)

Computers Most Common Method Of Accessing Local Newspapers Online

KEY POINT

Computers (whether laptops or desktop computers) are most frequently used to read the local newspaper online. About one in five (22%) use a mobile phone most frequently, and one in 10 use a tablet.



Q16. Which one of the following do you most frequently use to read your local newspaper online?

Base: Mississippi Adults Who Use Local Online Newspapers (876,800)

Comparing Method Of Accessing Local Newspapers Online

KEY POINT

Females are more likely to use a laptop computer most frequently to access their local newspaper online. Males are more likely than females to use a tablet. Younger adults (18-34) use their mobile phone most frequently to access local newspaper websites.

PERCENT USING EACH:

	<u>GENDER</u>			<u>AGE</u>		
	<u>Total</u> %	<u>Male</u> %	<u>Female</u> %	<u>18-34</u> %	<u>35-54</u> %	<u>55+</u> %
Laptop computer	35	29	39	24	45	31
Desktop computer	32	30	34	19	32	47
Mobile phone	22	23	22	43	12	17
Tablet	11	19	4	14	12	6

Q16. Which one of the following do you most frequently use to read your local newspaper online?

Base: Mississippi Adults Who Use Local Online Newspapers (876,800)

Appendix A: Methodology

Results of this research are based on a telephone study of 500 adults age 18 and over randomly selected proportionate to population in Mississippi. Respondents were interviewed by cell phone and landlines. Results have a margin of error of plus or minus 5 percentage points.

Interviewing was conducted by American Opinion Research of Princeton, N.J. between April 9 and April 27, 2013.

American Opinion Research (AOR) is a nationally-recognized, full-service market research firm. AOR has conducted research for some of the nation's largest media companies including The New York Times Company, McClatchy Newspapers, the Los Angeles Times, Newsday, Buffalo News, Chicago Tribune and many others.

AOR has also served a number of clients in the commercial, retailing and manufacturing sectors including General Electric, Siemens, Johnson & Johnson, General Motors, Ford, Procter and Gamble, S.C. Johnson, Mattel, Apple, Agfa, Kohl's and many others.