

Media Choices

A Multimedia Involvement Study *from* Erdos & Morgan



Connecting With Consumers *In an Age of Media Proliferation*

In today's cluttered marketplace, where consumers are bombarded by countless information sources, advertisers are looking for answers. What role should the Internet play in their overall marketing programs? Does a consumer's relationship with television justify the escalating costs? Is there affinity between their brand message and the content of a consumer's favorite magazine?

To quantify the relationships that consumers have with different media - and the impact of those relationships on an advertiser's message - *Erdos & Morgan* recently fielded a survey among 8,000 random consumers. **Media Choices 2000 - a Multimedia Involvement Study** reveals the role of different media in today's proliferated environment, suggesting that marketers reevaluate their media strategies to accommodate the evolving informational needs of consumers.

This brochure presents the topline findings of Media Choices 2000. For a detailed report, contact Magazine Publishers of America at 212-872-3746, or visit the MPA website at www.magazine.org

Media Choices 2000 *Executive Summary*

The Internet



- Consumers are spending more time and paying more attention to the Internet
- The Internet has become a leading information source for important categories like automotive, technology, financial and travel
- Despite dependence on the Internet as an information source, consumers demonstrated little affinity for web advertising

Magazines



- Magazines are considered the most "personal" and "relevant" medium
- Consumers are more likely to pay attention to an ad appearing in one of their favorite magazines than on their favorite TV shows or websites
- More consumers report that they purchase products as a direct result of magazine advertising than any other media measured

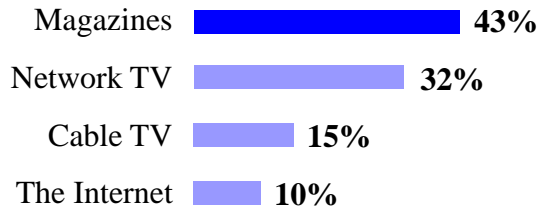
Television



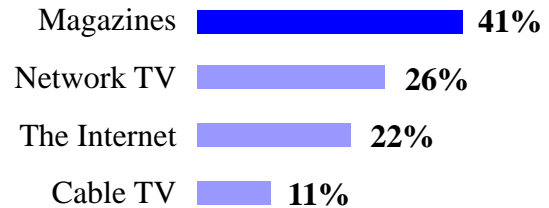
- Consumers are spending more time watching cable programs, but overall attentiveness levels are similar to network programming
- Cable offerings are considered more "personal" and "relevant" than network
- Television advertising is cited by consumers as the "most annoying" and the "easiest form of advertising to ignore"

Topline Findings *Among Total Respondents*

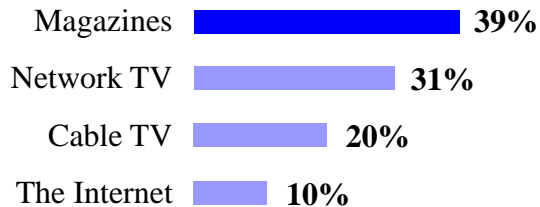
“I can usually trust and believe the advertising appearing in or on...”



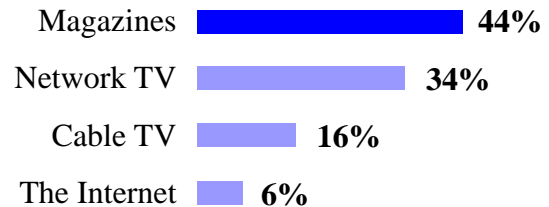
“The advertising can usually help me decide between two competitive products”



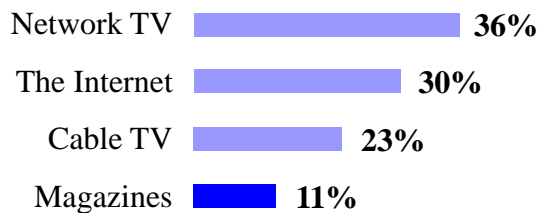
“The advertising usually complements the content or programming of the medium”



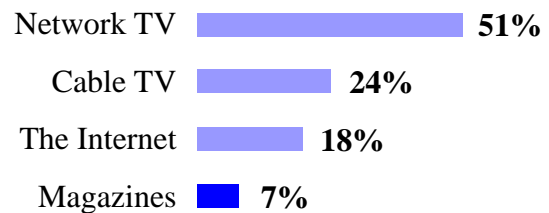
“I often purchase a product or service as a direct result of the advertising in or on...”



“I usually ignore the advertising appearing in or on...”



“I often find the advertising appearing in or on this medium annoying”



Base: total media users

Custom Reports Available *By Advertising Category*

Custom reports among consumers who purchase specific products are also available for the following categories.

Apparel
Automobiles
Beauty Products
Prescription Drugs
Over-the-Counter Medications
Fine Jewelry

Home Computers
Computer Software
Printers/Scanners
Internet Service Providers
Long Distance Services
Home Electronics

Home Furnishings
Mutual Funds/IRAs
Household Products
Sporting Equipment
Travel Services
Vacation Packages

ErDOS & Morgan

October 6, 1999

To whom it may concern:

In the Spring of 1999, ErDOS & Morgan was commissioned by the *Magazine Publishers of America* to conduct a survey among a sample of U.S. adults regarding their use of media and their attitudes toward media of various kinds.

The survey sample that ErDOS & Morgan purchased from Survey Sampling, Inc. was comprised of 8,000 adults in telephone households, selected in proportion to the distribution of males and females, by age, in each state. The U. S. Census was the source for the distribution pattern of the sample.


On June 17, 1999, an advance postcard was sent to the 8,000 members of the survey sample advising them that a questionnaire would be arriving in a matter of days, and soliciting their cooperation in the project. A six-page, two-color questionnaire (in two versions in order to minimize order bias in the lists used in several of the questions) was mailed to the survey sample during the period June 21 to June 29, 1999. The questionnaire packet also contained a cover letter, a BRE and a five-dollar incentive to respond. On July 27th and July 28th, a follow-up questionnaire, with no incentive, was sent to non-respondents,

Two-hundred and eighty-seven questionnaire packets were returned by the Post Office as undeliverable, leaving a net effective mail-out of 7,713. A net effective response rate of 57.2% was achieved in this undertaking since, by the close of field on August 23, 1999, 4,415 useable questionnaires were received at the offices of ErDOS & Morgan. All completed questionnaires received by that date, and none thereafter, form the basis for the tabular report of this study.

The distribution of the 4,415 useable returns in the survey sample was weighted to reflect the distribution of the survey sample by gender and state in a procedure more fully described in the table accompanying this letter of certification. Tables, percentages and other calculations were prepared by ErDOS & Morgan in accordance with accepted research practice.

The potential sampling error in a study of this size at the two-sigma (95% confidence level) is ± 1.5 percentage points. This means that the chances are nineteen in twenty that if every individual in the population had been measured, and using the same procedures as were used in the MPA survey of media usage, that any number reported in the study would fall within the two sigma tolerance for the study.

Sincerely,



John J. Bedell
Chief Executive Officer

**For topline or category-specific reports of Media Choices 2000
contact Magazine Publishers of America or visit
the MPA website at www.magazine.org**

MPA

Magazine Publishers *of* America

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