

Valentine's Day

Detailed tables

TG14_1. (On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper										
Strongly agree	193 14%	74 11%	120 16% A	40 10%	86 15% C	68 15% C	17 11%	71 14%	82 15%	24 11%
Somewhat agree	754 53%	354 51%	400 54%	182 46%	314 55% C	259 56% C	94 60% I	275 56% I	288 51%	97 44%
Somewhat disagree	307 22%	166 24% B	141 19%	113 28% DE	112 20%	82 18%	28 18%	92 19%	131 23%	56 25%
Strongly disagree	173 12%	97 14% B	76 10%	64 16% D	55 10%	54 12%	18 11%	53 11%	60 11%	43 20% GH
Summary										
Top2Box - Agree	947 66%	428 62%	519 70% A	221 55%	400 71% C	327 71% C	111 71% I	346 70% I	369 66% I	121 55%
Low2Box - Disagree	481 34%	263 38% B	217 30%	177 45% DE	167 29%	136 29%	46 29%	145 30%	190 34%	99 45% FGH

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TG14. 2. (I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area										
Strongly agree	319 22%	126 18%	194 26% A	65 16%	139 25% C	116 25% C	34 22%	132 27% HI	113 20%	40 18%
Somewhat agree	675 47%	343 50%	332 45%	173 43%	281 50% C	221 48%	83 53% I	225 46%	281 50% I	86 39%
Somewhat disagree	283 20%	144 21%	139 19%	103 26% DE	96 17%	84 18%	30 19%	85 17%	114 20%	54 25% G
Strongly disagree	151 11%	79 11%	72 10%	59 15% DE	50 9%	41 9%	10 6%	49 10%	52 9%	40 18% FGH
Summary										
Top2Box - Agree	995 70%	469 68%	526 71%	237 60%	420 74% C	337 73% C	118 75% I	357 73% I	394 70% I	126 57%
Low2Box - Disagree	433 30%	222 32%	211 29%	161 40% DE	146 26%	125 27%	40 25%	134 27%	166 30%	94 43% FGH

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TG14_3. (If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV										
Strongly agree	300 21%	129 19%	171 23% A	71 18%	120 21%	109 24% C	41 26%	94 19%	120 21%	45 21%
Somewhat agree	570 40%	291 42%	280 38%	147 37%	227 40%	196 42%	52 33%	205 42%	224 40%	89 40%
Somewhat disagree	372 26%	180 26%	192 26%	110 28%	150 26%	112 24%	42 26%	133 27%	142 25%	55 25%
Strongly disagree	186 13%	92 13%	94 13%	71 18% DE	70 12%	45 10%	22 14%	60 12%	73 13%	31 14%
Summary										
Top2Box - Agree	871 61%	419 61%	451 61%	218 55%	346 61% C	305 66% C	94 60%	299 61%	344 61%	134 61%
Low2Box - Disagree	557 39%	272 39%	286 39%	180 45% DE	220 39%	157 34%	63 40%	192 39%	216 39%	86 39%

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TG14_4. (I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special										
Strongly agree	339 24%	134 19%	206 28% A	79 20%	156 27% C	104 23%	42 27%	124 25%	132 24%	42 19%
Somewhat agree	570 40%	290 42%	280 38%	147 37%	234 41%	188 41%	67 42%	207 42% I	224 40%	72 33%
Somewhat disagree	269 19%	129 19%	140 19%	82 20%	97 17%	91 20%	27 17%	92 19%	106 19%	44 20%
Strongly disagree	249 17%	138 20% B	111 15%	90 23% D	79 14%	80 17%	21 13%	69 14%	97 17%	62 28% FGH
Summary										
Top2Box - Agree	910 64%	424 61%	485 66%	227 57%	390 69% C	292 63%	109 69% I	331 67% I	357 64% I	114 52%
Low2Box - Disagree	518 36%	267 39%	251 34%	172 43% D	176 31%	171 37%	49 31%	160 33%	203 36%	106 48% FGH

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TG14_5. (When there are special holidays or weekends I specifically look through the newspapers to make sure I know where to get the best sales) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
When there are special holidays or weekends I specifically look through the newspapers to make sure I know where to get the best sales										
Strongly agree	379 27%	148 21%	232 31% A	90 23%	159 28% C	131 28%	43 27%	145 30%	136 24%	55 25%
Somewhat agree	596 42%	283 41%	313 42%	161 41%	236 42%	198 43%	72 46%	195 40%	246 44%	82 37%
Somewhat disagree	279 20%	172 25% B	107 15%	81 20%	110 19%	88 19%	31 20%	91 19%	116 21%	42 19%
Strongly disagree	174 12%	89 13%	85 11%	66 16% DE	61 11%	46 10%	12 7%	59 12%	62 11%	42 19% FGH
Summary										
Top2Box - Agree	975 68%	430 62%	545 74% A	251 63%	395 70% C	329 71% C	115 73% I	341 69%	383 68%	137 62%
Low2Box - Disagree	453 32%	261 38% B	192 26%	147 37% DE	171 30%	134 29%	42 27%	151 31%	177 32%	83 38% F

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TG14_6. (I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary										
Strongly agree	142 10%	53 8%	89 12% A	34 9%	55 10%	52 11%	15 9%	55 11%	56 10%	16 7%
Somewhat agree	565 40%	267 39%	298 40%	147 37%	231 41%	187 40%	68 43% I	197 40% I	235 42% I	65 30%
Somewhat disagree	455 32%	242 35% B	214 29%	126 32%	184 32%	146 32%	50 32%	159 32%	172 31%	74 34%
Strongly disagree	266 19%	129 19%	136 19%	92 23% DE	96 17%	77 17%	24 15%	80 16%	96 17%	65 30% FGH
Summary										
Top2Box - Agree	707 49%	320 46%	387 52% A	181 45%	286 51%	239 52%	83 53% I	252 51% I	291 52% I	81 37%
Low2Box - Disagree	721 51%	371 54% B	350 48%	217 55%	280 49%	223 48%	74 47%	239 49%	269 48%	139 63% FGH

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TG14_7. (There are some days when I read the newspaper as much for the ads as for the content) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
There are some days when I read the newspaper as much for the ads as for the content										
Strongly agree	135 9%	55 8%	79 11%	37 9%	56 10%	41 9%	19 12%	43 9%	57 10%	15 7%
Somewhat agree	503 35%	228 33%	275 37%	122 31%	232 41%	150 32%	65 41%	196 40%	180 32%	61 28%
Somewhat disagree	448 31%	226 33%	222 30%	131 33%	164 29%	152 33%	39 24%	154 31%	189 34%	66 30%
Strongly disagree	343 24%	182 26%	161 22%	109 27%	115 20%	119 26%	35 22%	97 20%	133 24%	77 35%
Summary				D		D				FGH
Top2Box - Agree	637 45%	283 41%	355 48%	158 40%	288 51%	191 41%	84 53%	240 49%	237 42%	77 35%
Low2Box - Disagree	791 55%	408 59%	382 52%	240 60%	278 49%	272 59%	74 47%	251 51%	322 58%	143 65%
		B		D		D			FG	FG

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TG14. (Top2box - Agree Summary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper	947	428	519	221	400	327	111	346	369	121
	66%	62%	70% A	55%	71% C	71% C	71% I	70% I	66% I	55%
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area	995	469	526	237	420	337	118	357	394	126
	70%	68%	71%	60%	74% C	73% C	75% I	73% I	70% I	57%
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV	871	419	451	218	346	305	94	299	344	134
	61%	61%	61%	55%	61% C	66% C	60%	61%	61%	61%
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special	910	424	485	227	390	292	109	331	357	114
	64%	61%	66%	57%	69% C	63%	69% I	67% I	64% I	52%
When there are special holidays or weekends - such as Christmas and Boxing Day, Valentines Day and Easter - I specifically look through the newspapers to make sure I know where to get the best sales	975	430	545	251	395	329	115	341	383	137
	68%	62%	74% A	63%	70% C	71% C	73% I	69%	68%	62%
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary	707	320	387	181	286	239	83	252	291	81
	49%	46%	52% A	45%	51%	52%	53% I	51% I	52% I	37%
There are some days when I read the newspaper as much for the ads as for the content	637	283	355	158	288	191	84	240	237	77
	45%	41%	48% A	40%	51% CE	41%	53% HI	49% HI	42%	35%

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TG14. (Low2box - Disagree Summary) And finally, as you know, printed newspapers carry advertisements from various organizations, companies, individuals or governments on almost every conceivable product and service. Also, printed newspapers often have inserts of product and service flyers that come with them. Please indicate the extent to which you agree or disagree with the following statements:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I
Overlap formulae used.

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
On the whole, I enjoy the page advertising and product/service inserts that come with a newspaper	481	263	217	177	167	136	46	145	190	99
	34%	38% B	30%	45% DE	29%	29%	29%	30%	34%	45% FGH
I often go looking through advertisements in the newspaper that give me information on the latest offerings and sales available in my area	433	222	211	161	146	125	40	134	166	94
	30%	32%	29%	40% DE	26%	27%	25%	27%	30%	43% FGH
If I had a choice, I'd rather look through the ads in the newspaper than watch advertisements on TV	557	272	286	180	220	157	63	192	216	86
	39%	39%	39%	45% DE	39%	34%	40%	39%	39%	39%
I often keep the inserts and flyers around for a few days so I can reread what's being offered for sale or what's on special	518	267	251	172	176	171	49	160	203	106
	36%	39%	34%	43% D	31%	37%	31%	33%	36%	48% FGH
When there are special holidays or weekends - such as Christmas and Boxing Day, Valentines Day and Easter - I specifically look through the newspapers to make sure I know where to get the best sales	453	261	192	147	171	134	42	151	177	83
	32%	38% B	26%	37% DE	30%	29%	27%	31%	32%	38% F
I look through the advertising in newspapers to get ideas about what to buy people for special occasions like their birthday, engagement, wedding or anniversary	721	371	350	217	280	223	74	239	269	139
	51%	54% B	48%	55%	49%	48%	47%	49%	48%	63% FGH
There are some days when I read the newspaper as much for the ads as for the content	791	408	382	240	278	272	74	251	322	143
	55%	59% B	52%	60% D	49%	59% D	47%	51%	58% FG	65% FG