

Pulse Research

REPRESENTATIVE ONLINE READER SURVEY CLIENTS:

Summary:

Pulse has completed over 200 online reader surveys for a wide range of publishing clients. The statistical results of the online reader surveys mirror the results of traditional research.

National Newspaper Association – Summer 2001

Pulse Research completed over 110 online reader surveys for NNA member publications. The results were aggregated and weighted into a national community newspaper reader profile. Many NNA participants are of similar circulation to the newspapers in the Wall Street Journal content partner network.

"NNA and our member publications are very pleased with the Pulse Research online member reader survey. Some board members were skeptical of doing the reader survey on the Internet, but the results proved that the Internet is an accurate and fast means of getting reader information."

Ms. Diane Everson, President, National Newspaper Assoc. (608-884-3367)

Chieftain, Pueblo, CO

The Chieftain is a 50,000 plus daily paper. Pulse Research did an online reader survey for the paper in the spring of 2001. The demographic results of the online survey mirrored the results of an earlier phone survey done by Pulse Research for the Pueblo Chieftain. Mr. Jack Wyss is the contact 719-544-3520. Note: key demographic online results follow.

Schurz Communications, South Bend, IN

The South Bend Tribune is a 85,000+ circulation daily. In late spring of 2001, Pulse Research completed an extensive online survey to validate web-based methodology compared to a phone survey conducted at the same time by another research firm. Mr. Chuck Lynds, Research Director, did a comprehensive comparative analysis of the Internet based survey results to the phone survey results.

"My comparisons of the results of online research to phone survey results, affirms that web-based research is a valid, viable and quick research methodology. The databases are close enough to substantiate this conclusion."
Mr. Chuck Lynds, Research Director, Schurz Communications. (508-822-3001)

The Daily Beacon, University of Tennessee, Knoxville, TN

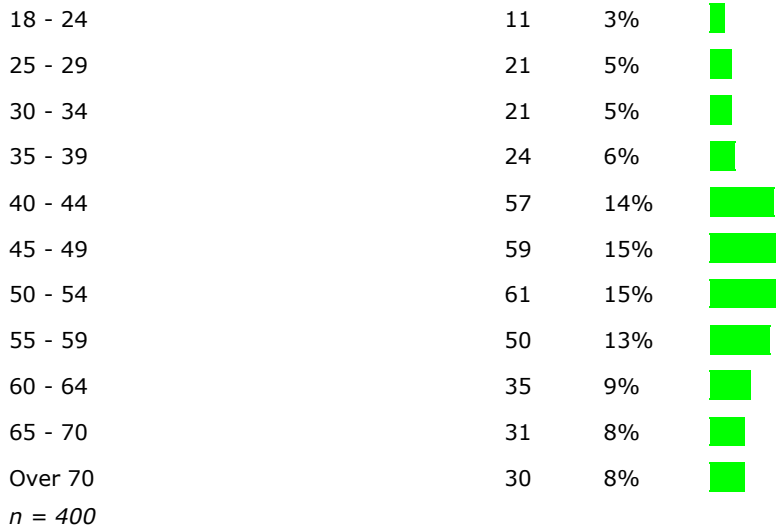
The Daily Beacon is a 16,000 plus M-F college paper.

"This is a great research bargain that all collegiate papers should take advantage of!" Lynne Nennstiel, University of Tennessee, Advertising Director (865-974-5206)

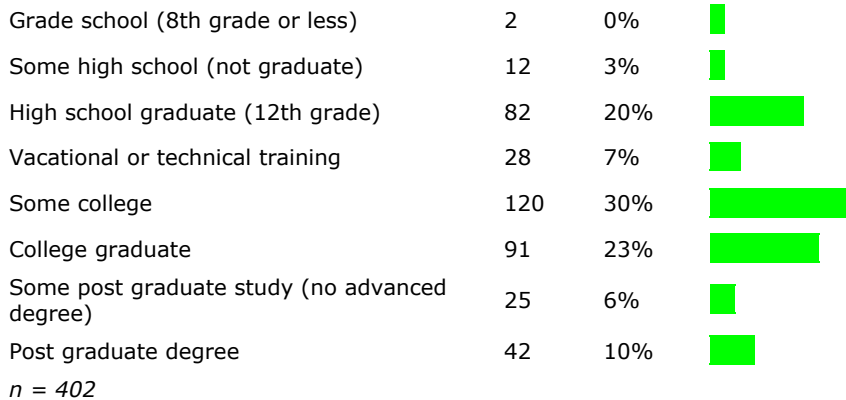
We would be pleased to supply additional online reader survey references and statistical result examples if desired.

Chieftain, Pueblo, CO ONLINE READER SURVEY RESULTS

86 What is your age?



87 What is the highest grade of education you have completed?



88 Approximately, what was your total household income before taxes in 2000?

Under \$10,000	20	5%	<div></div>
\$10,000 - \$14,999	23	6%	<div></div>
\$15,000 - \$19,999	17	4%	<div></div>
\$20,000 - \$24,999	37	9%	<div></div>
\$25,000 - \$29,999	32	8%	<div></div>
\$30,000 - \$34,999	39	10%	<div></div>
\$35,000 - \$39,999	24	6%	<div></div>
\$40,000 - \$44,999	28	7%	<div></div>
\$45,000 - \$49,999	38	9%	<div></div>
\$50,000 - \$74,999	86	21%	<div></div>
\$75,000 - \$100,000	35	9%	<div></div>
More than \$100,000	23	6%	<div></div>

n = 402

89 What type of home do you live in?

Own single family house	321	80%	<div></div>
Rent single family house	24	6%	<div></div>
Rent apartment or condo	22	5%	<div></div>
Rent or own mobile home	13	3%	<div></div>
Other	21	5%	<div></div>

n = 401

90 Do you have any kids under 18 living in your home?

Yes	135	34%	<div></div>
No	267	66%	<div></div>

n = 402

Phone survey – Internet survey comparison
South Bend, IN Market
Key Demographic Characteristics
GENDER, AGE, EDUCATION, INCOME

Loyal Tribune Readers with Internet Access

<i>Base:</i>	<i>South Bend market</i>	<i>Web survey respondents</i>
Male	49	46
Female	51	53
Age 18-34	19	16
35-54	41	46
55+	40	36
Some high school or less	5	1
High school grad	23	21
Some college/tech/voc.	26	30
College grad +	46	49
Less than \$24999	9	14
\$25,000-34,999	8	12
\$35,000-49,999	25	17
\$50,000-74,999	29	23
\$75,000+	29	24

Sources: SCI Strategic Research Study 2001, Pulse Interactive web survey 2001.