

online publishers association

Dedicated to representing the highest standards in Internet publishing

Local Online Media: From Advertising to Action

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Conducted in partnership with



www.online-publishers.org

Online Publishers Association

- The Online Publishers Association (OPA) is a not-for-profit trade organization dedicated to representing high-quality online content providers before the advertising community, the press, the government and the public
- OPA's membership has an unduplicated audience of 131.7 million unique visitors or 73% reach of the U.S. online population (comScore, July 2008)

Online Publishers Association



Objectives & Methodology

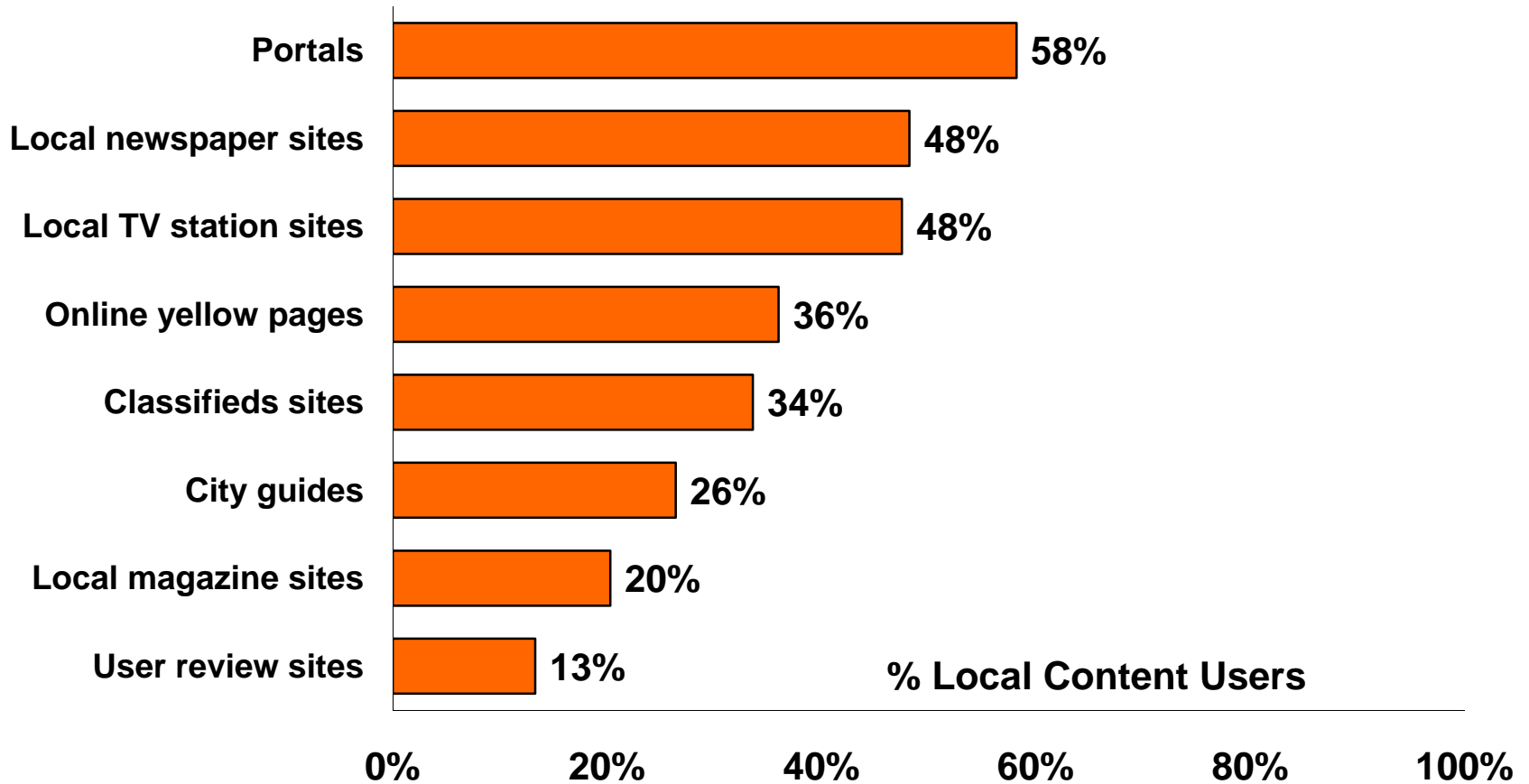
- In Spring 2008, JupiterResearch surveyed US online consumers selected randomly from NPD's online consumer panel
- 2,069 respondents qualified as "Local Online Content Users," by currently using online yellow pages, newspaper, TV, magazine, city guides, user review sites, portals or classifieds for local information
- Respondents were asked about their activities and attitudes towards local content sites in an effort to get a broader picture of their consideration as trusted media sources and the relative impact of advertising on these sites
- The report data is representative of the U.S. adult online population. Demographic weighting variables included age, gender, education, household income and geo (urban, suburban, rural)

Local Sites We Tracked

- **City Guides** – Online lifestyle guides covering local businesses and events, with professional and/or consumer reviews and ratings (e.g., CitySearch, Metromix)
- **Classified Sites** – Free or paid business and public listings of goods and services (Cars.com, Craigslist)
- **Magazines** – Online versions of magazines covering respondents' local communities (CapeCodLife.com, Phillymag.com)
- **Newspapers** – Online versions of newspapers covering respondents' local communities (Boston.com, LATimes.com)
- **Portals** – Local channels of national portals, offering news, directories, maps, etc (AOL Austin, Yahoo Chicago)
- **TV** – Local TV affiliates' online properties (KNBC.com, WCBSTV.com)
- **User Review Sites** – Online directories supplemented by consumer reviews/ratings (Angie's List, Yelp)
- **Yellow Pages** – Searchable online directories of local businesses and services, with free and/or paid listings (Yellow.com, YellowPages.com)

Portals, Newspaper and TV Sites Lead in Satisfaction with Local Coverage

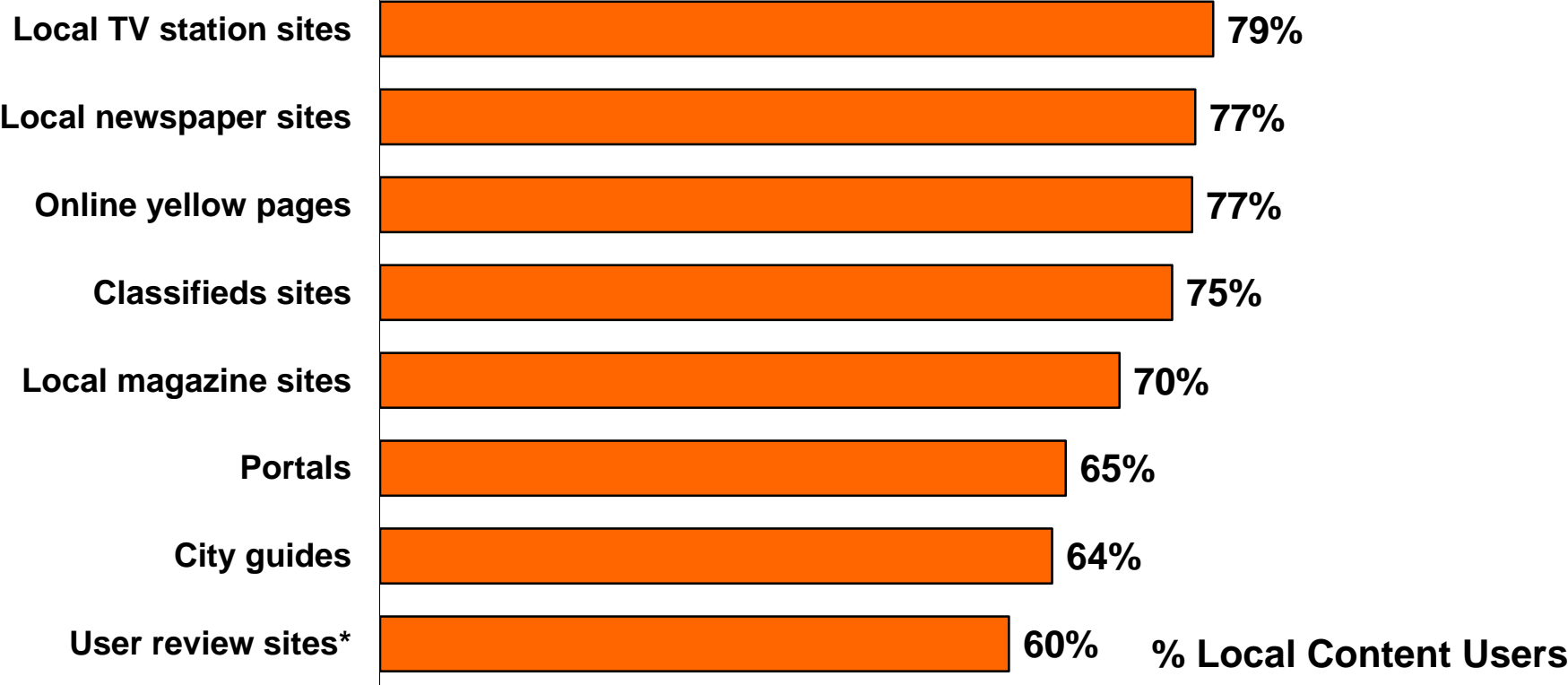
% Satisfied with Local Community Coverage (Top 2 Box)



Q: How satisfied are you with the way your local community is covered by the following Web sites? (Select one for each)

For Frequent Visitors, Local TV, Newspaper, Yellow Pages Visitors More Satisfied with Content

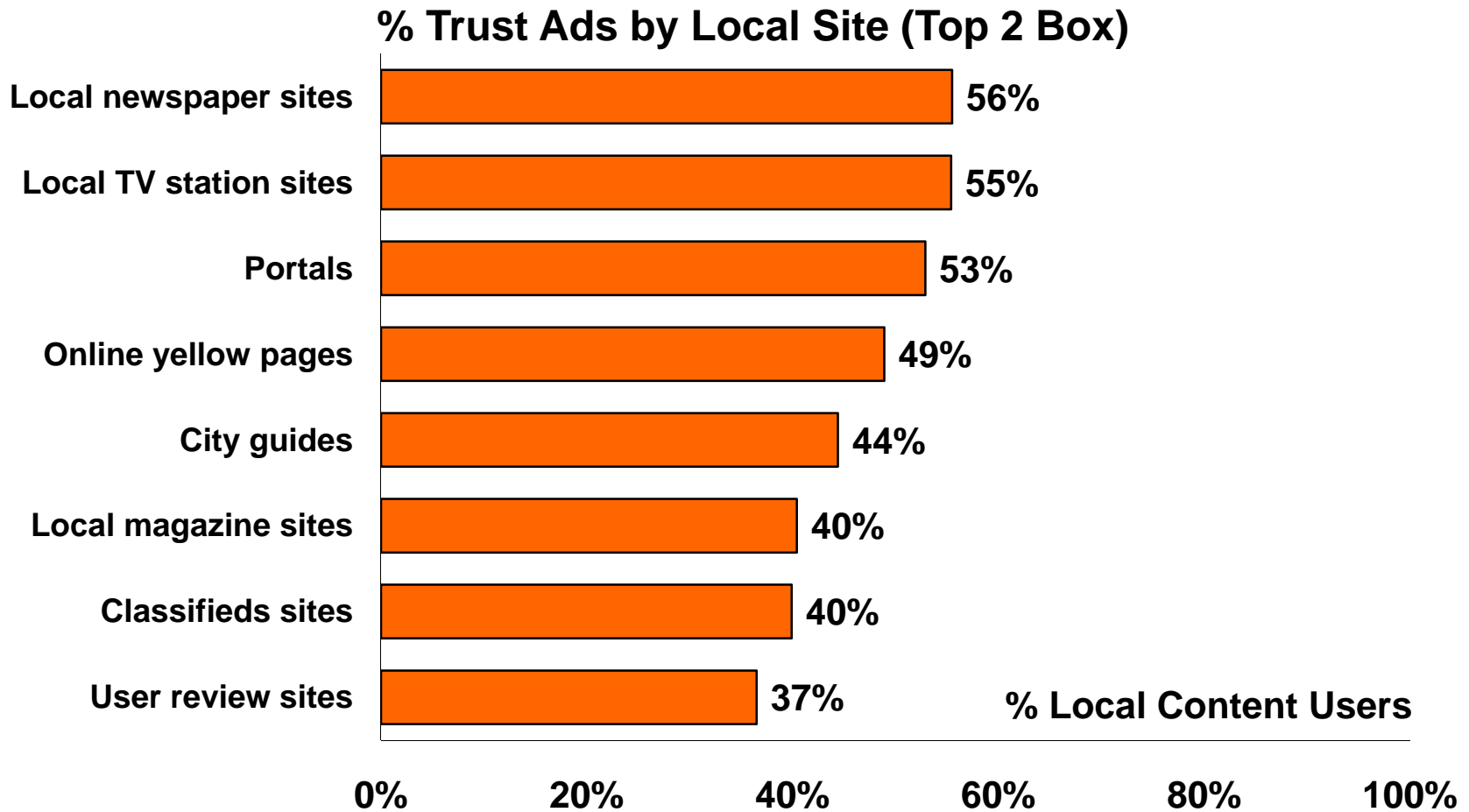
% Frequent Visitors (Weekly+) Satisfied with Local Community Coverage (Top 2 Box)



* Low Sample Size 0% 20% 40% 60% 80% 100%

Q: About how often do you visit the following sites? (Select One)
 Q: How satisfied are you with the way your local community is covered by the following Web sites? (Select one for each)

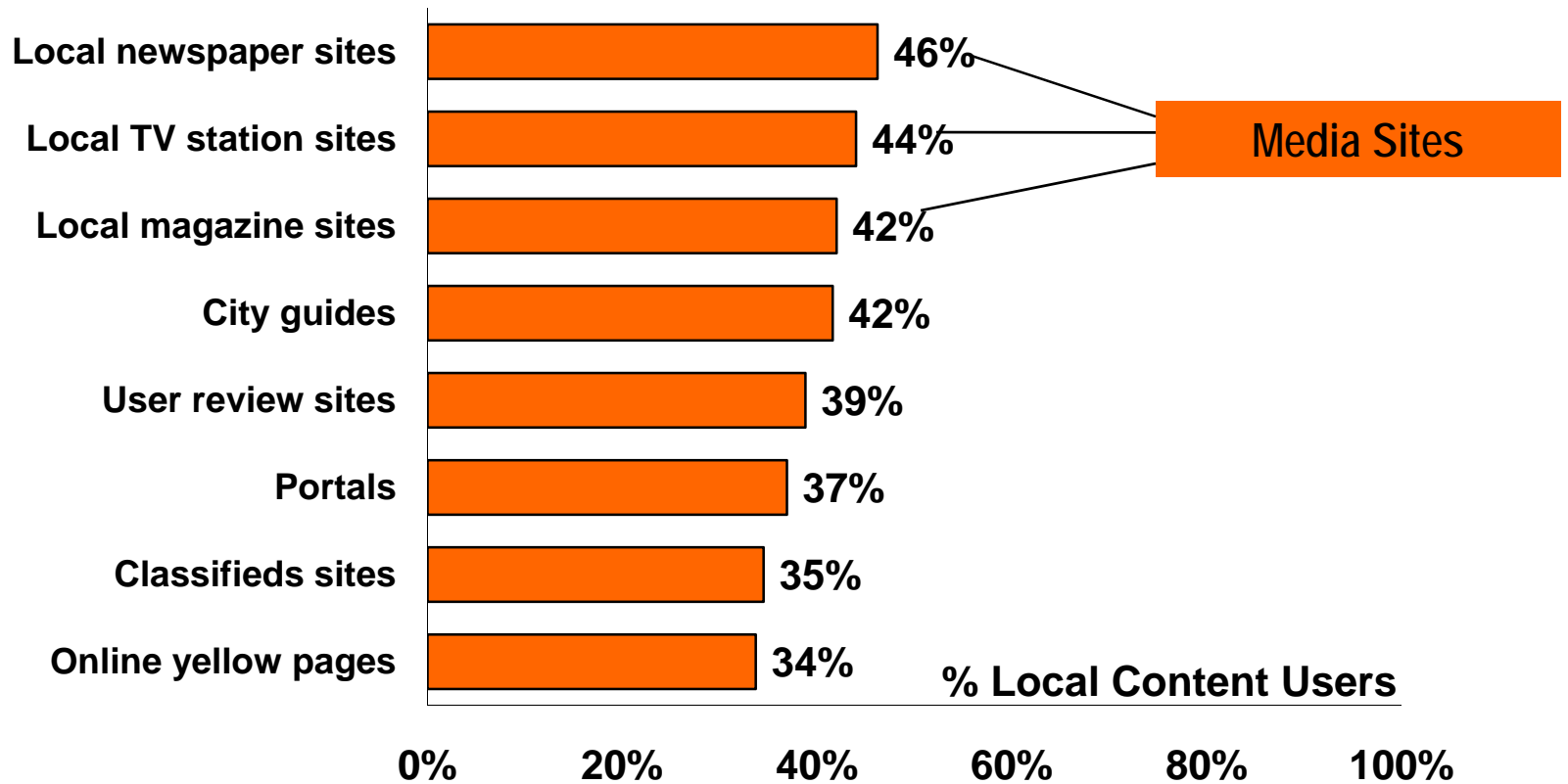
Newspaper and TV Sites Rank Highest for Trust in Advertising



Q: In general, how trustworthy do you find the local advertising on these sites? (Select one for each)

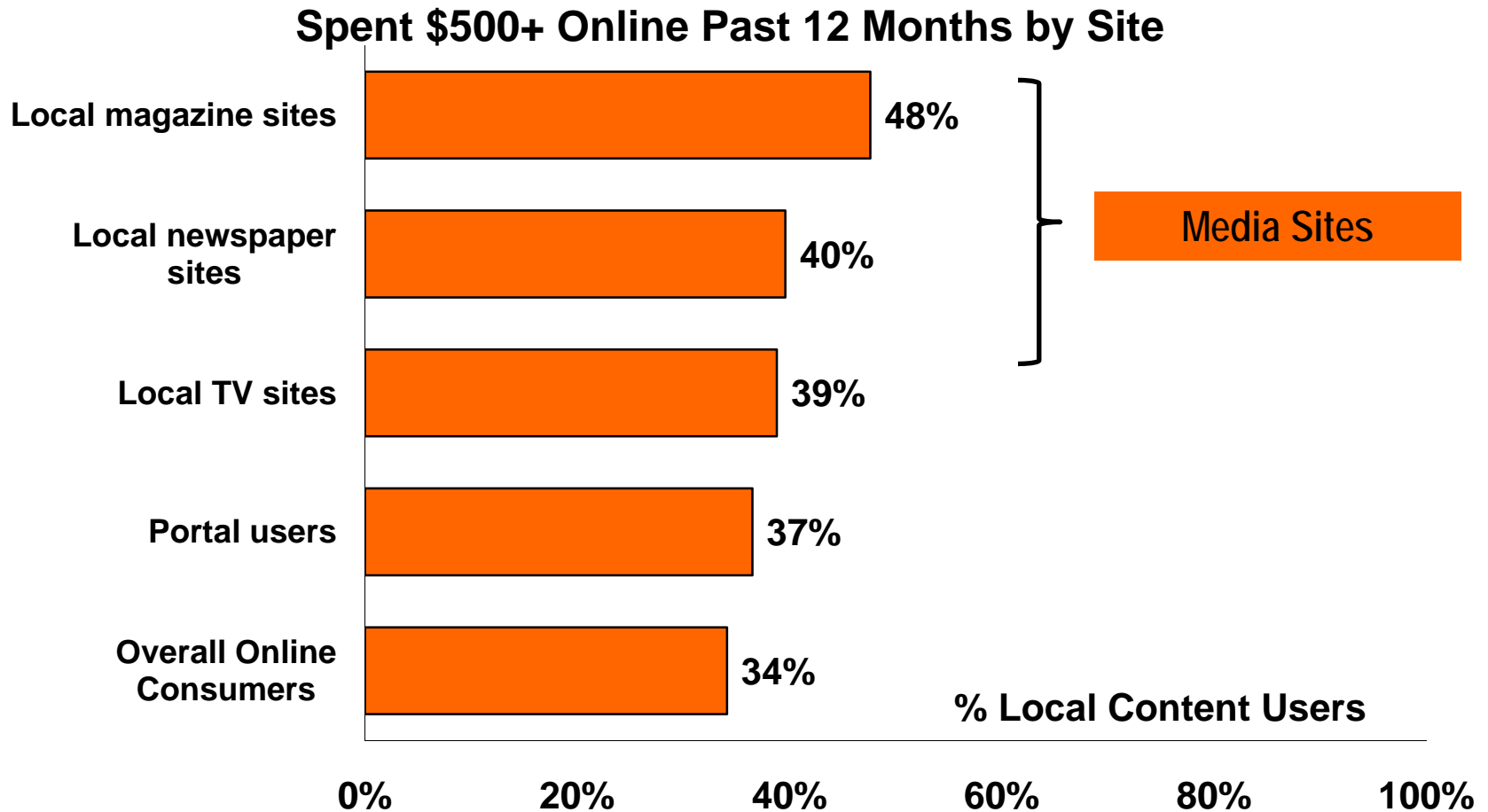
Local Advertising on Media Sites and City Guides More Likely to Generate Action

% Taking Action After Seeing Local Advertising by Site (Buy, Research, Visit Store, etc)



Q: Which of the following activities have you engaged in as a result of viewing local advertising on the following sites in the past 12 months? (Select all that apply)

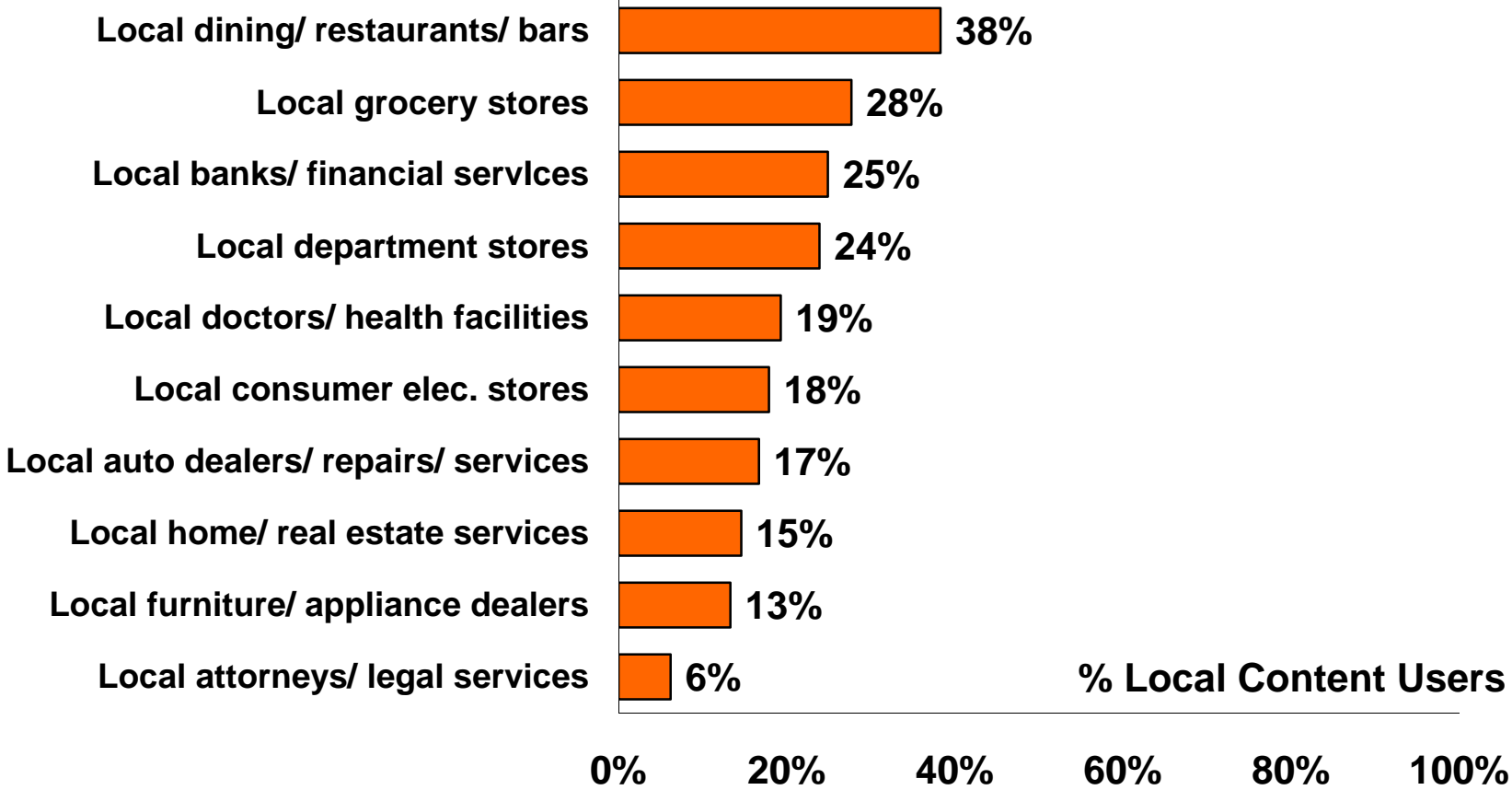
Local Media Sites Attract Consumers Who Spend More Money Online



Q: Approximately, how much have you spent shopping online in the past 12 months? (Select one)

Local Sites Relied on for Dining, Grocery Store, Financial Services and Department Store Information

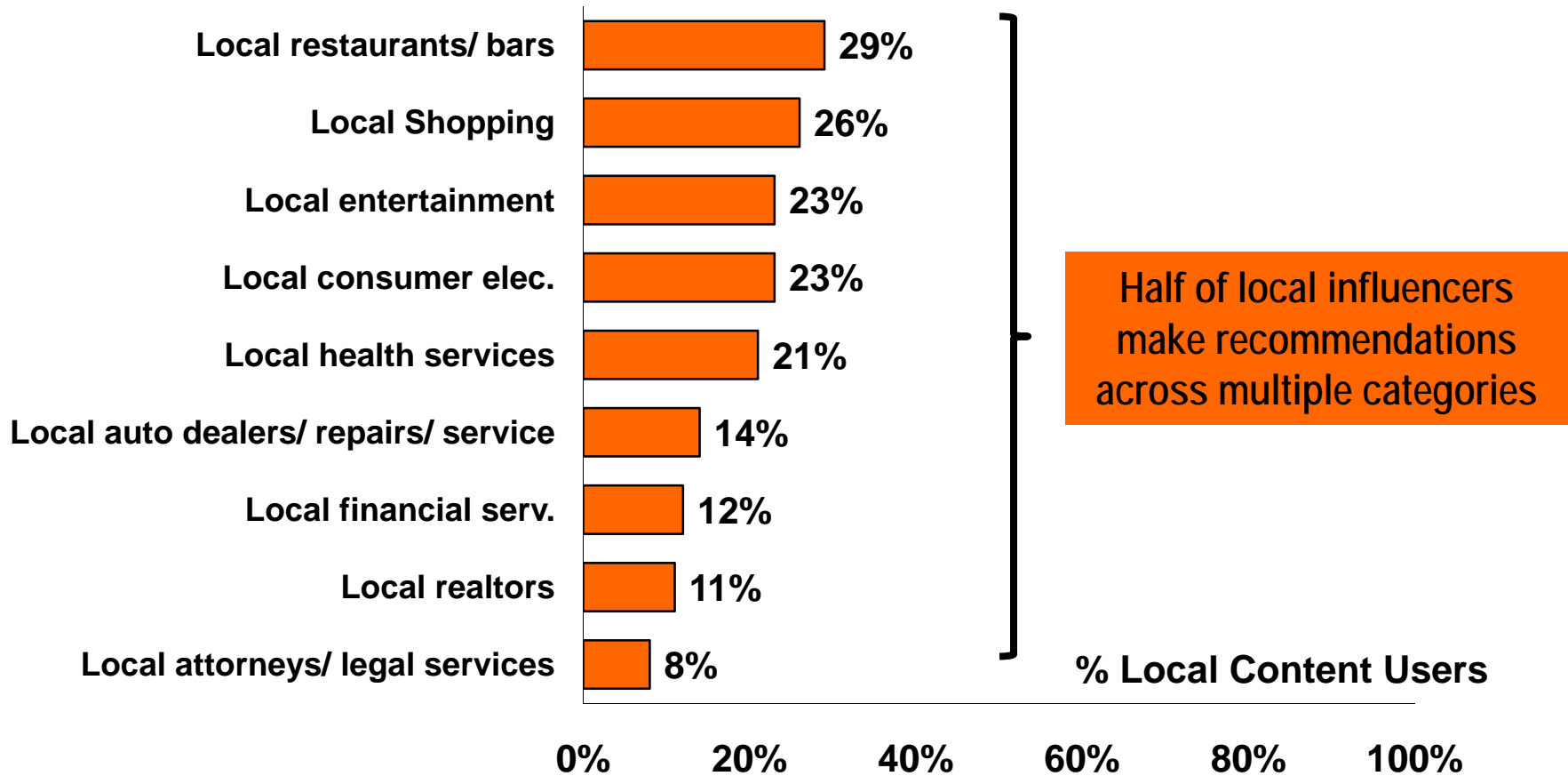
Local Product & Service Info Local Sites Relied On



Q: For which of the following products and services do you rely on local sites for information? (Select all that apply)

Local Content Sites Attract Local Influencers, Especially for Dining, Entertainment, Tech and Health Recommendations

“I am the first person people come to for recommendations about...”



Q: Please indicate to what extent each statement describes your attitudes. (Select one for each)

Local Online Media: Takeaways

- Visitors to local media sites – online newspapers, TV and magazines - are more likely than visitors to other sites to take action after seeing local ads: from making purchases to visiting sites and stores
- Local media sites attract valuable audiences who spend more money online than visitors to other local sites
- Local newspaper and TV sites lead all others in advertising trust
- Local content sites attract a high number of influencers – the first person others come to for local recommendations

For More Information, Contact

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