



**Information Valet Research
By Mizzou student marketing group (draft)**

AUDIO DISCUSSION:

<http://newshare.typepad.com/mgpaudio/2009/03/audio-infovalet-survey-research-findings-reported.html>

Are consumers willing to pay for information online? Do they truly value privacy? What kind of information are consumers looking for online? These are just a few of the things that a group of five University of Missouri strategic communication students researched for Information Valet.

The research involved three parts. The first was an online survey that collected 220 results. The second was two focus groups. The third was individual interviews with newspaper stakeholders.

One key finding was a difference in what consumers say they want and what newspapers think they want. Overwhelmingly people said they would be willing to pay for content. A focus group of 6 college students all said they would be willing to pay for information tailored to their interest that was provided to them online. In the survey the majority also said they would be willing to pay for content online. Newspaper executives, however, seemed to doubt that consumers would sign up.

A second key is simply that people seemed willing to pay for information. Initially in the focus group participants seemed reluctant to pay for information. As they said why pay for information that you can get for free. However when they found out about the way Information Valet worked and how you could provide information to get rewards each participant said they would be interested in signing up.

A third key is the issue of privacy. While some college students seemed concerned about privacy, the older participants of the survey seemed much more concerned about their privacy and giving out information about their preferences.

Overall the impression that the research gives is that consumers are willing to give Information Valet a try. The goal now is to convince newspaper executives that their consumers want to join and that the newspaper can have an online model that makes money by partnering with Information Valet.

Key Findings:

Willingness to pay for content online:

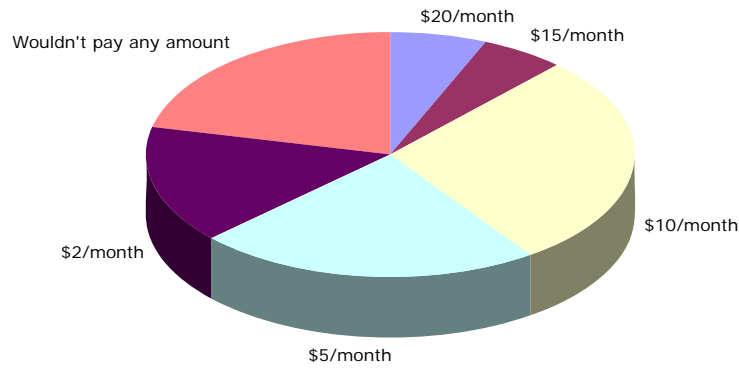
* People are more willing to pay for subscriptions than on a per story basis. Of those surveyed, 32.6% said they would not be willing to pay anything on a per story basis, but only 21.5% said they would not be willing to pay anything on a subscription basis.

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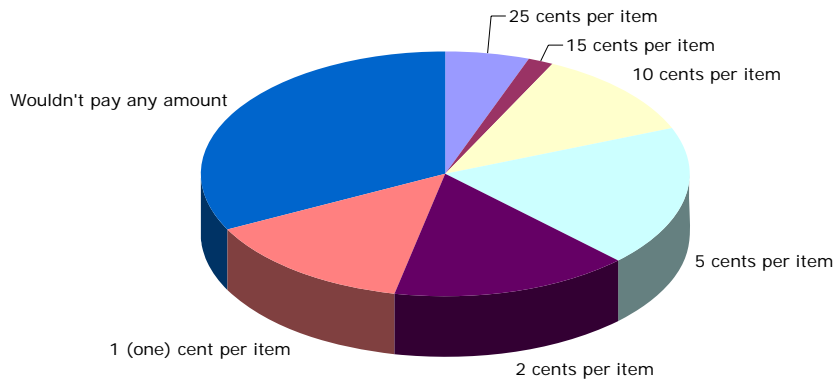
*Micro payments are a hard sell. Survey results showed that consumers are more willing to pay for subscriptions than micro payments. Rob Weir of the Columbia Missourian also said it would be more complicated for the newspaper to have micro payments.

*Younger consumers are more willing to pay for online content.

Willingness to pay for a subscription



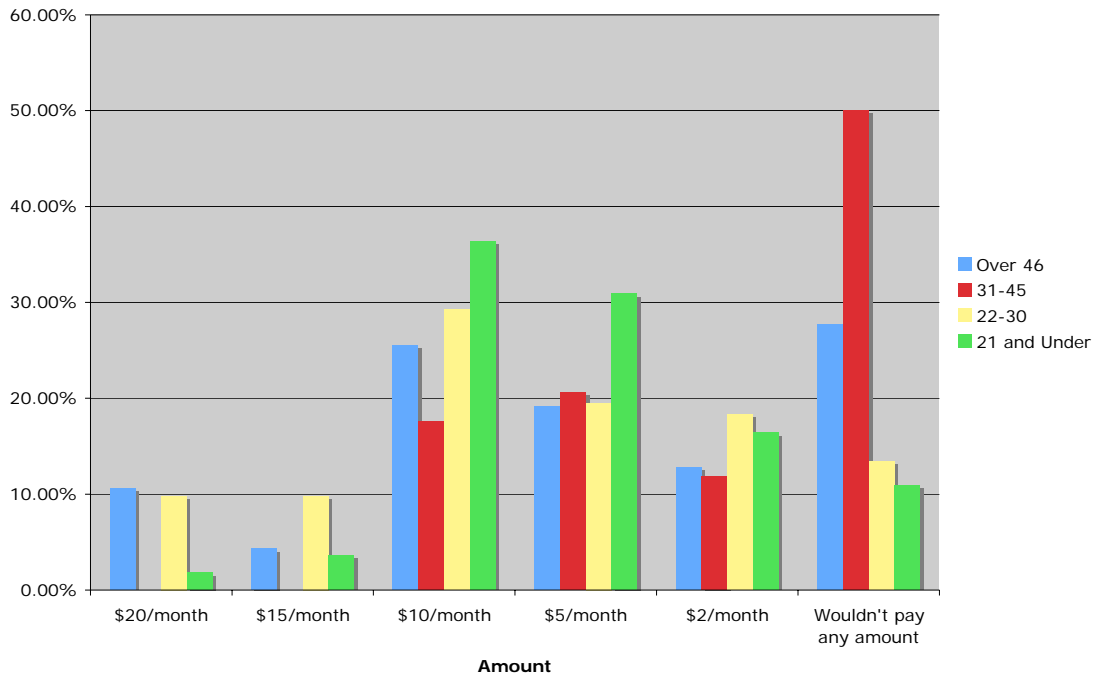
Willingness to pay per story



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*The majority of people do not currently pay for subscriptions. Of those surveyed, 64.2% said they had no paid subscriptions. However older consumers overwhelmingly have newspaper subscriptions.

Willingness to pay for subscription



The Importance of news:

*News is important to consumers. For both national news and news on topical interests consumers ranked the importance on average around a 7 on a 10 point scale with 10 being extremely important.

*Types of news read online differ a lot by the person and their topical interests.

Privacy:

*Permission is key. When asked if they minded being targeted for their interests, 31.2% had a major problem with marketers using information gathered about a consumer without permission. However, 17.5% had no problem whatsoever with being targeted based on a profile that they created.

*Younger consumers are willing to give up information about them if they are willing to get something in return. Older consumers are more skeptical. Of those over 46, 40.4% gave a ranking of 1 or 2 to the question of whether they would be willing to give up some demographic information in return for services online. This was on a scale of 1-10 with 1 being never willing. For consumers between 22 and 30, 30.8% gave a score of 5 or 6 to the same question. Our focus group gave a similar response with college students saying they were willing to give up information in return for services.

Newspapers are skeptical:

*Newspapers are skeptical the idea will work. Bernard Re of the Berkshire Eagle said, "When Yahoo and Google start charging for content newspapers should charge for content. Let me put it that way, and that will never happen."

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Response Summary

Total Started Survey: 220
Total Completed Survey: 220 (100%)

Page: Default Section

1. How do you receive most of your world and national news?

	Response Percent	Response Count
Print publications <input type="checkbox"/>	5.5%	12
Online newspaper sites <input type="checkbox"/>	26.4%	58
Other online news sites <input type="checkbox"/>	24.1%	53
Blogs <input type="checkbox"/>	0.9%	2
Social networks <input type="checkbox"/>	2.3%	5
Television <input type="checkbox"/>	30.5%	67
Public radio <input type="checkbox"/>	8.2%	18
Other radio <input type="checkbox"/>	0.5%	1
view Other source (please specify) <input type="checkbox"/>	1.8%	4
answered question		220
skipped question		0

2. How do receive most of your news about your town, neighborhood, family or friends?

	Response Percent	Response Count
Print publications <input type="checkbox"/>	20.4%	44
Online newspaper sites <input type="checkbox"/>	14.8%	32
Other online news sites <input type="checkbox"/>	4.2%	9
Blogs <input type="checkbox"/>	1.4%	3
Social networks <input type="checkbox"/>	24.1%	52
Television <input type="checkbox"/>	21.3%	46
Public radio <input type="checkbox"/>	3.7%	8
Other radio <input type="checkbox"/>	0.9%	2
view Other source (please specify) <input type="checkbox"/>	0.3%	0

specify) <input type="text"/>	9.5%	20
answered question		216
skipped question		4

3. Do you pay for a subscription to any of the following (check all that apply)?

	Response Percent	Response Count
Print newspaper subscription <input type="text"/>	31.0%	67
Satellite-delivered news service <input type="checkbox"/>	2.8%	6
Online news website subscription (such as Wall Street Journal) <input type="text"/>	7.4%	16
Other online or e-newsletter subscription (including non-news) <input type="checkbox"/>	3.7%	8
None <input type="text"/>	63.9%	138
<input type="button" value="view"/> Other source (please specify) <input type="checkbox"/>	3.7%	8
answered question		216
skipped question		4

4. Are you a registered (non-paid) user/subscriber to any of the following (check all that apply)?

	Response Percent	Response Count
Print newspaper recipient (non-paid) <input type="text"/>	22.4%	48
Satellite-delivered news service <input type="checkbox"/>	5.6%	12
Online news website registered user (Wall Street Journal or other) <input type="text"/>	28.0%	60
Other online or e-newsletter subscription (including non-news) <input type="text"/>	27.1%	58
None <input type="text"/>	51.4%	110
Other sources(please specify) <input type="button" value="view"/>		3
answered question		214
skipped question		6

5. How often do you view world/national news online?

	Response Percent	Response Count
Very Often (more than twice a day) <input type="text"/>	28.6%	63
Often (once a day) <input type="text"/>	26.8%	59
Sometimes (more than once a week) <input type="text"/>	22.7%	50
Rarely (less than once a week) <input type="text"/>	19.1%	42
Never <input type="checkbox"/>	2.7%	6
answered question		220

skipped question 0

6. How often do you view news about your special topical interests, town, neighborhood, family or friends online?

	Response Percent	Response Count
Very Often (more than twice a day) <input type="checkbox"/>	25.1%	55
Often (once a day) <input type="checkbox"/>	24.7%	54
Sometimes (more than once a week) <input type="checkbox"/>	31.5%	69
Rarely (less than once a week) <input type="checkbox"/>	14.6%	32
Never <input type="checkbox"/>	4.1%	9
answered question		219
<i>skipped question</i>		1

7. If the only way you could receive limitless news about your special topical interests, town, neighborhood, family or friends online was to pay for it as part of a month subscription, how much would you be willing to pay (similar to unlimited cell texting):

	Response Percent	Response Count
\$20/month <input type="checkbox"/>	6.8%	15
\$15/month <input type="checkbox"/>	5.5%	12
\$10/month <input type="checkbox"/>	28.2%	62
\$5/month <input type="checkbox"/>	22.7%	50
\$2/month <input type="checkbox"/>	15.5%	34
Wouldn't pay any amount <input type="checkbox"/>	21.4%	47
answered question		220
<i>skipped question</i>		0

8. If the only way you could receive the best news about your topical interests, town, neighborhood, family or friends online was to pay for it on a per-item basis with no hassle other than clicking on it, how much you be willing to pay (similar to per-minute cell charges)?

	Response Percent	Response Count
25 cents per item <input type="checkbox"/>	5.5%	12
15 cents per item <input type="checkbox"/>	2.3%	5
10 cents per item <input type="checkbox"/>	11.4%	25
5 cents per item <input type="checkbox"/>	18.7%	41
2 cents per item <input type="checkbox"/>	15.5%	34
1 (one) cent per item <input type="checkbox"/>	14.2%	31
Wouldn't pay any amount <input type="checkbox"/>	32.4%	71
answered question		219
<i>skipped question</i>		1

9. On a scale of 1 to 10, where 10 is "sure" and 1 is "never", how likely is it that you would be will to exchange some demographic information about you, your information preferences or buying habits, for services and offers on the web:

	1	2	3	4	5	6	7	8	9	10	Rating Average	Response Count
Willingness Scale	13.7% (30)	11.9% (26)	11.0% (24)	5.9% (13)	13.7% (30)	9.1% (20)	11.9% (26)	10.0% (22)	5.0% (11)	7.8% (17)	5.04	219
<i>answered question</i>												219
<i>skipped question</i>												1

10. On a scale of 1 to 10, where 10 is "vital" and 1 is "unnecessary" please answer the following two question: a) How important to your life is general national/international news? b) How important to you life is news about your special topical interests, town, neighborhood, family or friends?

	1	2	3	4	5	6	7	8	9	10	Rating Average	Response Count
National/International News	0.5% (1)	2.3% (5)	6.4% (14)	4.1% (9)	10.9% (24)	10.0% (22)	15.9% (35)	21.8% (48)	13.6% (30)	14.5% (32)	7.09	220
Topical Interests/Town/Neighborhood/Family/Friends	0.9% (2)	1.8% (4)	4.6% (10)	4.1% (9)	11.0% (24)	9.1% (20)	20.1% (44)	19.2% (42)	16.4% (36)	12.8% (28)	7.14	219
<i>answered question</i>												220
<i>skipped question</i>												0

11. On a scale of 1-10, where 10 is "major objection" and 1 is "little objection", please tell us: Do you object to web sites and marketers showing you advertisements, valuable offers and news information based upon: a) A profile of you built upon their assembly of where you go on the web, without your permission? b) A profile of you which you have supplied voluntarily and temporarily, which you control?

	1	2	3	4	5	6	7	8	9	10	Rating Average	Response Count
Without Permission	4.6% (10)	2.3% (5)	5.1% (11)	5.6% (12)	10.2% (22)	7.9% (17)	10.6% (23)	12.5% (27)	10.2% (22)	31.0% (67)	7.21	216
With Control	17.4% (38)	13.8% (30)	13.3% (29)	10.6% (23)	15.6% (34)	5.0% (11)	6.4% (14)	7.3% (16)	3.2% (7)	7.3% (16)	4.41	218
<i>answered question</i>												218
<i>skipped question</i>												2

12. How often do you click on online advertisements?

	Response Percent	Response Count
Very often (every time I see one that interests me)	0.5%	1
Often (more often than not)	0.9%	2
Sometimes (only if the message is compelling)	18.2%	40
Rarely (only if I am familiar with the company)	42.7%	94
Never	37.7%	83
<i>answered question</i>		220
<i>skipped question</i>		0

13. What types of articles do you read online? (check all that apply)

	Response Percent	Response Count
General world news <input type="checkbox"/>	71.2%	156
General U.S. national news <input type="checkbox"/>	73.1%	160
Political/government/public-policy news <input type="checkbox"/>	59.4%	130
Sports/recreation <input type="checkbox"/>	68.9%	151
Economy/business/financial/money <input type="checkbox"/>	50.7%	111
Education/learning <input type="checkbox"/>	31.5%	69
Entertainment/celebrity <input type="checkbox"/>	62.1%	136
Environmental/energy/science <input type="checkbox"/>	36.1%	79
Medicine/health/lifestyle <input type="checkbox"/>	48.4%	106
<input type="button" value="view"/> Other (please specify) <input type="checkbox"/>	5.9%	13
answered question		219
skipped question		1

14. Would you use a free online service which automatically showed you stories related to your interests based upon information you have voluntarily shared about yourself?

	Response Percent	Response Count
Yes <input type="checkbox"/>	82.5%	179
No <input type="checkbox"/>	17.5%	38
answered question		217
skipped question		3

15. Would you use a free online service that automatically offers you deals on products and services that may interest you based upon information you have voluntarily shared about yourself?

	Response Percent	Response Count
Yes <input type="checkbox"/>	65.3%	141
No <input type="checkbox"/>	34.7%	75
answered question		216
skipped question		4

16. Do you consider yourself Internet savvy?

	Response Percent	Response Count
Yes <input type="checkbox"/>	88.1%	192
No <input type="checkbox"/>	11.9%	26
answered question		218

skipped question 2

17. Which of the following social networks have you used in the last 6 months? (check all that apply)

	Response Percent	Response Count
Facebook <input type="checkbox"/>	92.8%	180
MySpace <input type="checkbox"/>	23.7%	46
Twitter <input type="checkbox"/>	30.4%	59
LinkedIn <input type="checkbox"/>	33.0%	64
Digg <input type="checkbox"/>	9.8%	19
<input type="button" value="view"/> Other (please specify) <input type="checkbox"/>	9.8%	19
answered question		194
skipped question		26

18. What is your gender?

	Response Percent	Response Count
Male <input type="checkbox"/>	45.4%	98
Female <input type="checkbox"/>	54.6%	118
answered question		216
skipped question		4

19. What is your age?

	Response Percent	Response Count
21 and under <input type="checkbox"/>	25.1%	55
Between 22 and 30 years old <input type="checkbox"/>	37.4%	82
Between 31 and 45 years old <input type="checkbox"/>	15.5%	34
Over 46 years old <input type="checkbox"/>	21.9%	48
answered question		219
skipped question		1

20. What is your education level?

	Response Percent	Response Count
Some High School <input type="checkbox"/>	1.4%	3
High School Grad/GED <input type="checkbox"/>	0.5%	1
Some College <input type="checkbox"/>	45.4%	99
College Degree <input type="checkbox"/>	37.2%	81
Advanced Degree <input type="checkbox"/>	15.6%	34

answered question 218

skipped question 2

21. What is your annual income ?

	Response Percent	Response Count
Less than \$20,000 <input type="text"/>	37.9%	83
Between \$20,000 and \$40,000 <input type="text"/>	11.4%	25
Between \$40,000 and \$70,000 <input type="text"/>	12.3%	27
Between \$70,000 and \$100,000 <input type="text"/>	11.4%	25
Between \$100,000 and \$200,000 <input type="text"/>	8.2%	18
More than \$200,000 <input type="text"/>	1.4%	3
Rather not say <input type="text"/>	17.4%	38
<i>answered question</i>		219
<i>skipped question</i>		1

22. To give us an idea of the type of place you live in, please answer the following 3 questions: Guess about how many people live within 25 miles of you




	Response Percent	Response Count
More than one million (urban/suburban) <input type="text"/>	40.4%	88
Around 250,000 (small city/suburban) <input type="text"/>	31.2%	68
Fewer than 100,000 (suburban/rural) <input type="text"/>	17.9%	39
Fewer than 50,000 (small city/rural) <input type="text"/>	8.3%	18
Under 10,000 (rural) <input type="text"/>	2.3%	5
<i>answered question</i>		218
<i>skipped question</i>		2

23. What type of Internet connection do you use at home:

	Response Percent	Response Count
Fast-broadband (cable, satellite or phone) <input type="text"/>	91.6%	197
Fast, phone (3G, iPhone, wireless phonecard, etc.) <input type="text"/>	7.0%	15
Slow (dialup or other) <input type="text"/>	1.4%	3
<i>answered question</i>		215
<i>skipped question</i>		5

24. What type of Internet connection do you use at work:

Response *Response*

		response Percent	response Count
Fast-broadband (cable, satellite or phone)		88.6%	186
Fast, phone (3G, iPhone, wireless phonecard, etc.)		10.5%	22
Slow (dialup or other)		1.0%	2
		answered question	210
		skipped question	10

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Online Media Use Survey

1. How do you receive most of your world and national news?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Print publications	3.6% (2)	1.2% (1)	2.9% (1)	16.7% (8)	5.5% (12)
Online newspaper sites	21.8% (12)	28.0% (23)	29.4% (10)	25.0% (12)	26.0% (57)
Other online news sites	27.3% (15)	26.8% (22)	32.4% (11)	10.4% (5)	24.2% (53)
Blogs	0.0% (0)	1.2% (1)	2.9% (1)	0.0% (0)	0.9% (2)
Social networks	1.8% (1)	2.4% (2)	2.9% (1)	2.1% (1)	2.3% (5)
Television	43.6% (24)	35.4% (29)	14.7% (5)	18.8% (9)	30.6% (67)
Public radio	0.0% (0)	3.7% (3)	11.8% (4)	22.9% (11)	8.2% (18)
Other radio	0.0% (0)	0.0% (0)	2.9% (1)	0.0% (0)	0.5% (1)
Other source (please specify)	1.8% (1)	1.2% (1)	0.0% (0)	4.2% (2)	1.8% (4)
<i>answered question</i>	55	82	34	48	219
<i>skipped question</i>					0

2. How do receive most of your news about your town, neighborhood, family or friends?

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Print publications	16.7% (9)	12.3% (10)	23.5% (8)	37.0% (17)	20.5% (44)
Online newspaper sites	13.0% (7)	19.8% (16)	14.7% (5)	6.5% (3)	14.4% (31)
Other online news sites	3.7% (2)	4.9% (4)	8.8% (3)	0.0% (0)	4.2% (9)
Blogs	1.9% (1)	0.0% (0)	5.9% (2)	0.0% (0)	1.4% (3)
Social networks	29.6% (16)	28.4% (23)	20.6% (7)	13.0% (6)	24.2% (52)
Television	24.1% (13)	23.5% (19)	8.8% (3)	23.9% (11)	21.4% (46)
Public radio	0.0% (0)	1.2% (1)	11.8% (4)	6.5% (3)	3.7% (8)
Other radio	0.0% (0)	0.0% (0)	5.9% (2)	0.0% (0)	0.9% (2)
Other source (please specify)	11.1% (6)	9.9% (8)	0.0% (0)	13.0% (6)	9.3% (20)
<i>answered question</i>	54	81	34	46	215
<i>skipped question</i>					4

3. Do you pay for a subscription to any of the following (check all that apply)?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Print newspaper subscription	9.3% (5)	20.0% (16)	33.3% (11)	72.9% (35)	31.2% (67)
Satellite-delivered news service	0.0% (0)	6.3% (5)	0.0% (0)	2.1% (1)	2.8% (6)
Online news website subscription (such as Wall Street Journal)	1.9% (1)	12.5% (10)	0.0% (0)	10.4% (5)	7.4% (16)
Other online or e-newsletter subscription (including non-news)	0.0% (0)	3.8% (3)	0.0% (0)	10.4% (5)	3.7% (8)
None	88.9% (48)	70.0% (56)	66.7% (22)	22.9% (11)	63.7% (137)
Other source (please specify)	0.0% (0)	3.8% (3)	0.0% (0)	10.4% (5)	3.7% (8)
<i>answered question</i>	54	80	33	48	215
<i>skipped question</i>					4

4. Are you a registered (non-paid) user/subscriber to any of the following (check all that apply)?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Print newspaper recipient (non-paid)	3.8% (2)	26.3% (21)	20.6% (7)	39.1% (18)	22.5% (48)
Satellite-delivered news service	3.8% (2)	6.3% (5)	8.8% (3)	4.3% (2)	5.6% (12)
Online news website registered user (Wall Street Journal or other)	24.5% (13)	25.0% (20)	23.5% (8)	41.3% (19)	28.2% (60)
Other online or e-newsletter subscription (including non-news)	17.0% (9)	25.0% (20)	20.6% (7)	47.8% (22)	27.2% (58)
None	66.0% (35)	47.5% (38)	61.8% (21)	32.6% (15)	51.2% (109)
Other sources(please specify)	1	2	0	0	3
<i>answered question</i>	53	80	34	46	213
<i>skipped question</i>					6

5. How often do you view world/national news online?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Very Often (more than twice a day)	18.2% (10)	29.3% (24)	32.4% (11)	37.5% (18)	28.8% (63)
Often (once a day)	16.4% (9)	25.6% (21)	35.3% (12)	33.3% (16)	26.5% (58)
Sometimes (more than once a week)	32.7% (18)	24.4% (20)	26.5% (9)	6.3% (3)	22.8% (50)
Rarely (less than once a week)	30.9% (17)	19.5% (16)	5.9% (2)	14.6% (7)	19.2% (42)
Never	1.8% (1)	1.2% (1)	0.0% (0)	8.3% (4)	2.7% (6)
<i>answered question</i>	55	82	34	48	219
<i>skipped question</i>					0

6. How often do you view news about your special topical interests, town, neighborhood, family or friends online?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Very Often (more than twice a day)	18.2% (10)	31.7% (26)	23.5% (8)	23.4% (11)	25.2% (55)
Often (once a day)	20.0% (11)	23.2% (19)	32.4% (11)	25.5% (12)	24.3% (53)
Sometimes (more than once a week)	32.7% (18)	34.1% (28)	29.4% (10)	27.7% (13)	31.7% (69)
Rarely (less than once a week)	27.3% (15)	8.5% (7)	8.8% (3)	14.9% (7)	14.7% (32)
Never	1.8% (1)	2.4% (2)	5.9% (2)	8.5% (4)	4.1% (9)
<i>answered question</i>	55	82	34	47	218
<i>skipped question</i>					1

7. If the only way you could receive limitless news about your special topical interests, town, neighborhood, family or friends online was to pay for it as part of a month subscription, how much would you be willing to pay (similar to unlimited cell texting):

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
\$20/month	1.8% (1)	9.8% (8)	0.0% (0)	12.5% (6)	6.8% (15)
\$15/month	3.6% (2)	9.8% (8)	0.0% (0)	4.2% (2)	5.5% (12)
\$10/month	36.4% (20)	29.3% (24)	17.6% (6)	25.0% (12)	28.3% (62)
\$5/month	30.9% (17)	19.5% (16)	20.6% (7)	18.8% (9)	22.4% (49)
\$2/month	16.4% (9)	18.3% (15)	11.8% (4)	12.5% (6)	15.5% (34)
Wouldn't pay any amount	10.9% (6)	13.4% (11)	50.0% (17)	27.1% (13)	21.5% (47)
<i>answered question</i>	55	82	34	48	219
<i>skipped question</i>					0

8. If the only way you could receive the best news about your topical interests, town, neighborhood, family or friends online was to pay for it on a per-item basis with no hassle other than clicking on it, how much you be willing to pay (similar to per-minute cell charges)?

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
25 cents per item	1.8% (1)	9.8% (8)	0.0% (0)	6.4% (3)	5.5% (12)
15 cents per item	3.6% (2)	2.4% (2)	0.0% (0)	2.1% (1)	2.3% (5)
10 cents per item	14.5% (8)	12.2% (10)	2.9% (1)	10.6% (5)	11.0% (24)
5 cents per item	23.6% (13)	20.7% (17)	11.8% (4)	14.9% (7)	18.8% (41)
2 cents per item	16.4% (9)	14.6% (12)	8.8% (3)	21.3% (10)	15.6% (34)
1 (one) cent per item	14.5% (8)	20.7% (17)	11.8% (4)	4.3% (2)	14.2% (31)
Wouldn't pay any amount	25.5% (14)	19.5% (16)	64.7% (22)	40.4% (19)	32.6% (71)
<i>answered question</i>	55	82	34	47	218
<i>skipped question</i>					1

9. On a scale of 1 to 10, where 10 is "sure" and 1 is "never", how likely is it that you would be will to exchange some demographic information about you, your information preferences or buying habits, for services and offers on the web:

		What is your age?				
		21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Willingness Scale	1	7.3% (4)	12.3% (10)	17.6% (6)	20.8% (10)	
	2	10.9% (6)	6.2% (5)	17.6% (6)	18.8% (9)	
	3	10.9% (6)	12.3% (10)	11.8% (4)	6.3% (3)	
	4	5.5% (3)	3.7% (3)	11.8% (4)	6.3% (3)	
	5	7.3% (4)	18.5% (15)	14.7% (5)	12.5% (6)	
	6	10.9% (6)	12.3% (10)	2.9% (1)	6.3% (3)	
	7	12.7% (7)	9.9% (8)	8.8% (3)	16.7% (8)	
	8	18.2% (10)	8.6% (7)	11.8% (4)	2.1% (1)	
	9	5.5% (3)	6.2% (5)	2.9% (1)	4.2% (2)	
	10	10.9% (6)	9.9% (8)	0.0% (0)	6.3% (3)	
rating average		5.78 (55)	5.36 (81)	4.09 (34)	4.35 (48)	5.05 (218)
answered question		55	81	34	48	218
skipped question						1

10. On a scale of 1 to 10, where 10 is "vital" and 1 is "unnecessary" please answer the following two question: a) How important to your life is general national/international news? b) How important to you life is news about your special topical interests, town, neighborhood, family or friends?

		What is your age?				
		21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
National/International News	1	0.0% (0)	1.2% (1)	0.0% (0)	0.0% (0)	
	2	5.5% (3)	0.0% (0)	2.9% (1)	2.1% (1)	
	3	10.9% (6)	3.7% (3)	8.8% (3)	4.2% (2)	
	4	3.6% (2)	4.9% (4)	2.9% (1)	2.1% (1)	
	5	10.9% (6)	8.5% (7)	17.6% (6)	10.4% (5)	
	6	9.1% (5)	12.2% (10)	14.7% (5)	4.2% (2)	
	7	16.4% (9)	20.7% (17)	11.8% (4)	10.4% (5)	
	8	21.8% (12)	20.7% (17)	23.5% (8)	22.9% (11)	
	9	7.3% (4)	17.1% (14)	8.8% (3)	18.8% (9)	
	10	14.5% (8)	11.0% (9)	8.8% (3)	25.0% (12)	
rating average		6.67 (55)	7.22 (82)	6.59 (34)	7.77 (48)	7.11 (219)
Topical Interests/Town/Neighborhood/Family/Friends	1	1.8% (1)	1.2% (1)	0.0% (0)	0.0% (0)	
	2	1.8% (1)	0.0% (0)	5.9% (2)	2.1% (1)	
	3	5.5% (3)	1.2% (1)	8.8% (3)	6.4% (3)	
	4	5.5% (3)	4.9% (4)	0.0% (0)	2.1% (1)	

	5	10.9% (6)	6.1% (5)	11.8% (4)	19.1% (9)	
	6	10.9% (6)	8.5% (7)	11.8% (4)	6.4% (3)	
	7	14.5% (8)	26.8% (22)	20.6% (7)	14.9% (7)	
	8	25.5% (14)	19.5% (16)	11.8% (4)	17.0% (8)	
	9	7.3% (4)	23.2% (19)	20.6% (7)	12.8% (6)	
	10	16.4% (9)	8.5% (7)	8.8% (3)	19.1% (9)	
rating average		6.98 (55)	7.44 (82)	6.79 (34)	7.13 (47)	7.16 (218)
answered question		55	82	34	48	219
skipped question						0

11. On a scale of 1-10, where 10 is "major objection" and 1 is "little objection", please tell us: Do you object to web sites and marketers showing you advertisements, valuable offers and news information based upon: a) A profile of you built upon their assembly of where you go on the web, without your permission? b) A profile of you which you have supplied voluntarily and temporarily, which you control?

		What is your age?				
		21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Without Permission	1	1.8% (1)	7.6% (6)	3.0% (1)	4.2% (2)	
	2	3.6% (2)	1.3% (1)	3.0% (1)	2.1% (1)	
	3	9.1% (5)	5.1% (4)	0.0% (0)	4.2% (2)	
	4	5.5% (3)	5.1% (4)	3.0% (1)	6.3% (3)	
	5	10.9% (6)	13.9% (11)	6.1% (2)	6.3% (3)	
	6	12.7% (7)	8.9% (7)	6.1% (2)	2.1% (1)	

	7	7.3% (4)	15.2% (12)	9.1% (3)	8.3% (4)	
	8	14.5% (8)	13.9% (11)	9.1% (3)	10.4% (5)	
	9	5.5% (3)	8.9% (7)	21.2% (7)	10.4% (5)	
	10	29.1% (16)	20.3% (16)	39.4% (13)	45.8% (22)	
rating average		6.96 (55)	6.68 (79)	8.09 (33)	7.83 (48)	7.23 (215)
With Control	1	21.8% (12)	10.0% (8)	20.6% (7)	22.9% (11)	
	2	14.5% (8)	13.8% (11)	11.8% (4)	14.6% (7)	
	3	18.2% (10)	15.0% (12)	8.8% (3)	8.3% (4)	
	4	5.5% (3)	15.0% (12)	8.8% (3)	10.4% (5)	
	5	10.9% (6)	21.3% (17)	11.8% (4)	12.5% (6)	
	6	7.3% (4)	2.5% (2)	8.8% (3)	4.2% (2)	
	7	9.1% (5)	2.5% (2)	8.8% (3)	8.3% (4)	
	8	9.1% (5)	6.3% (5)	8.8% (3)	6.3% (3)	
	9	0.0% (0)	5.0% (4)	2.9% (1)	4.2% (2)	
	10	3.6% (2)	8.8% (7)	8.8% (3)	8.3% (4)	
rating average		3.98 (55)	4.64 (80)	4.65 (34)	4.35 (48)	4.41 (217)
answered question		55	80	34	48	217
skipped question						2

12. How often do you click on online advertisements?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Very often (every time I see one that interests me)	0.0% (0)	1.2% (1)	0.0% (0)	0.0% (0)	0.5% (1)
Often (more often than not)	0.0% (0)	1.2% (1)	0.0% (0)	2.1% (1)	0.9% (2)
Sometimes (only if the message is compelling)	23.6% (13)	13.4% (11)	17.6% (6)	20.8% (10)	18.3% (40)
Rarely (only if I am familiar with the company)	32.7% (18)	46.3% (38)	35.3% (12)	54.2% (26)	42.9% (94)
Never	43.6% (24)	37.8% (31)	47.1% (16)	22.9% (11)	37.4% (82)
<i>answered question</i>	55	82	34	48	219
<i>skipped question</i>					0

13. What types of articles do you read online? (check all that apply)

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
General world news	60.0% (33)	74.1% (60)	85.3% (29)	70.8% (34)	71.6% (156)
General U.S. national news	67.3% (37)	76.5% (62)	82.4% (28)	68.8% (33)	73.4% (160)
Political/government/public-policy news	47.3% (26)	59.3% (48)	70.6% (24)	64.6% (31)	59.2% (129)
Sports/recreation	69.1% (38)	79.0% (64)	76.5% (26)	45.8% (22)	68.8% (150)
Economy/business/financial/money	27.3% (15)	51.9% (42)	67.6% (23)	62.5% (30)	50.5% (110)
Education/learning	29.1% (16)	25.9% (21)	29.4% (10)	45.8% (22)	31.7% (69)
Entertainment/celebrity	80.0% (44)	74.1% (60)	38.2% (13)	39.6% (19)	62.4% (136)
Environmental/energy/science	20.0% (11)	37.0% (30)	44.1% (15)	47.9% (23)	36.2% (79)
Medicine/health/lifestyle	43.6% (24)	43.2% (35)	41.2% (14)	68.8% (33)	48.6% (106)
Other (please specify)	3.6% (2)	1.2% (1)	11.8% (4)	12.5% (6)	6.0% (13)
<i>answered question</i>	55	81	34	48	218
<i>skipped question</i>					1

14. Would you use a free online service which automatically showed you stories related to your interests based upon information you have voluntarily shared about yourself?

		What is your age?				
		21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Yes		87.0% (47)	90.2% (74)	76.5% (26)	69.6% (32)	82.9% (179)
No		13.0% (7)	9.8% (8)	23.5% (8)	30.4% (14)	17.1% (37)
answered question		54	82	34	46	216
skipped question						3

15. Would you use a free online service that automatically offers you deals on products and services that may interest you based upon information you have voluntarily shared about yourself?

		What is your age?				
		21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Yes		64.2% (34)	74.4% (61)	50.0% (17)	61.7% (29)	65.3% (141)
No		35.8% (19)	25.6% (21)	50.0% (17)	38.3% (18)	34.7% (75)
answered question		53	82	34	47	216
skipped question						3

16. Do you consider yourself Internet savvy?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Yes	90.7% (49)	90.2% (74)	88.2% (30)	81.3% (39)	88.1% (192)
No	9.3% (5)	9.8% (8)	11.8% (4)	18.8% (9)	11.9% (26)
answered question	54	82	34	48	218
skipped question					1

17. Which of the following social networks have you used in the last 6 months? (check all that apply)					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Facebook	98.1% (53)	100.0% (81)	81.5% (22)	75.0% (24)	92.8% (180)
MySpace	20.4% (11)	28.4% (23)	25.9% (7)	15.6% (5)	23.7% (46)
Twitter	20.4% (11)	25.9% (21)	40.7% (11)	50.0% (16)	30.4% (59)
LinkedIn	11.1% (6)	28.4% (23)	59.3% (16)	59.4% (19)	33.0% (64)
Digg	7.4% (4)	9.9% (8)	3.7% (1)	18.8% (6)	9.8% (19)
Other (please specify)	0.0% (0)	6.2% (5)	18.5% (5)	28.1% (9)	9.8% (19)
answered question	54	81	27	32	194
skipped question					25

18. What is your gender?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Male	22.2% (12)	51.9% (42)	67.6% (23)	44.7% (21)	45.4% (98)
Female	77.8% (42)	48.1% (39)	32.4% (11)	55.3% (26)	54.6% (118)
answered question	54	81	34	47	216
skipped question					3

19. What is your age?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
21 and under	100.0% (55)	0.0% (0)	0.0% (0)	0.0% (0)	25.1% (55)
Between 22 and 30 years old	0.0% (0)	100.0% (82)	0.0% (0)	0.0% (0)	37.4% (82)
Between 31 and 45 years old	0.0% (0)	0.0% (0)	100.0% (34)	0.0% (0)	15.5% (34)
Over 46 years old	0.0% (0)	0.0% (0)	0.0% (0)	100.0% (48)	21.9% (48)
answered question	55	82	34	48	219
skipped question					0

20. What is your education level?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Some High School	5.6% (3)	0.0% (0)	0.0% (0)	0.0% (0)	1.4% (3)
High School Grad/GED	0.0% (0)	0.0% (0)	0.0% (0)	2.1% (1)	0.5% (1)
Some College	79.6% (43)	39.0% (32)	23.5% (8)	33.3% (16)	45.4% (99)
College Degree	13.0% (7)	53.7% (44)	50.0% (17)	27.1% (13)	37.2% (81)
Advanced Degree	1.9% (1)	7.3% (6)	26.5% (9)	37.5% (18)	15.6% (34)
<i>answered question</i>	54	82	34	48	218
<i>skipped question</i>					1

21. What is your annual income?					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Less than \$20,000	81.8% (45)	43.9% (36)	2.9% (1)	2.1% (1)	37.9% (83)
Between \$20,000 and \$40,000	0.0% (0)	23.2% (19)	2.9% (1)	10.4% (5)	11.4% (25)
Between \$40,000 and \$70,000	0.0% (0)	6.1% (5)	38.2% (13)	18.8% (9)	12.3% (27)
Between \$70,000 and \$100,000	0.0% (0)	7.3% (6)	23.5% (8)	22.9% (11)	11.4% (25)
Between \$100,000 and \$200,000	1.8% (1)	1.2% (1)	14.7% (5)	22.9% (11)	8.2% (18)
More than \$200,000	0.0% (0)	0.0% (0)	2.9% (1)	4.2% (2)	1.4% (3)
Rather not say	16.4% (9)	18.3% (15)	14.7% (5)	18.8% (9)	17.4% (38)
<i>answered question</i>	55	82	34	48	219
<i>skipped question</i>					0

22. To give us an idea of the type of place you live in, please answer the following 3 questions: Guess about how many people live within 25 miles of you

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
More than one million (urban/suburban)	16.4% (9)	43.9% (36)	38.2% (13)	63.8% (30)	40.4% (88)
Around 250,000 (small city/suburban)	34.5% (19)	35.4% (29)	29.4% (10)	21.3% (10)	31.2% (68)
Fewer than 100,000 (suburban/rural)	34.5% (19)	14.6% (12)	17.6% (6)	4.3% (2)	17.9% (39)
Fewer than 50,000 (small city/rural)	14.5% (8)	4.9% (4)	11.8% (4)	4.3% (2)	8.3% (18)
Under 10,000 (rural)	0.0% (0)	1.2% (1)	2.9% (1)	6.4% (3)	2.3% (5)
answered question	55	82	34	47	218
skipped question					1

23. What type of Internet connection do you use at home:

	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Fast-broadband (cable, satellite or phone)	89.1% (49)	92.6% (75)	87.9% (29)	95.7% (44)	91.6% (197)
Fast, phone (3G, iPhone, wireless phonecard, etc.)	9.1% (5)	7.4% (6)	12.1% (4)	0.0% (0)	7.0% (15)
Slow (dialup or other)	1.8% (1)	0.0% (0)	0.0% (0)	4.3% (2)	1.4% (3)
answered question	55	81	33	46	215
skipped question					4

24. What type of Internet connection do you use at work:					
	What is your age?				
	21 and under	Between 22 and 30 years old	Between 31 and 45 years old	Over 46 years old	Response Totals
Fast-broadband (cable, satellite or phone)	87.0% (47)	85.4% (70)	93.9% (31)	92.7% (38)	88.6% (186)
Fast, phone (3G, iPhone, wireless phonecard, etc.)	13.0% (7)	13.4% (11)	6.1% (2)	4.9% (2)	10.5% (22)
Slow (dialup or other)	0.0% (0)	1.2% (1)	0.0% (0)	2.4% (1)	1.0% (2)
<i>answered question</i>	54	82	33	41	210
<i>skipped question</i>					9