

From MONROE MENDELSON RESEARCH

**The Third Year of
A New Syndicated Service
Focusing on Media Engagement**

**2006
PRESS**



MMR PReSS Survey

The Marketplace

PReSS measures the opinions and behavior of adults, 18 years and older, in the 50 states and Washington, D.C. Responses from 16,000+ adults, including 9,000+ adults of all household incomes and a supplemental sample of 7,000+ households with incomes of \$85,000 or more (the market segment that the Mendelsohn Affluent Survey measures), will provide results that can be projected to all adults in the United States.

The Measurement

The 2006 Survey, to be released in November 2006, is a syndicated measurement of adults — mass market as well as affluent — throughout the United States. PReSS, now in its third year, has been designed specifically to measure individual media vehicles as brands. It also addresses the issue of engagement of major print publications and their websites, cable television networks, and major websites by examining the nature and depth of consumers' relationships with the media brands they use. Topics addressed at the individual brand level include consumers' perceptions of the media brand overall and of specific qualitative attributes. Survey measures are detailed on the next panel of this brochure.

The Databases

The PReSS databases allow for comprehensive brand-based profiles of an extensive list of media brands, plus marketing analysis and strategic planning on a brand-specific basis.

Basic Subscription

- Top-line report of basic measures in PDF format;
- One copy of codebook and description of methodology;
- Excel spreadsheets of basic data;
- Permission for data access. Subscriber computer access is available through individual agreements with authorized third-party data-access providers.

2006 Survey Measures

Media Brand-Specific Data

For each publication (130+ measured) that is released:

Have read in past 6 months —

- Frequency of reading publication;
- How usually obtain copy (subscription, newsstand, other);
- How much of copy usually read (all of it, most of it, some of it);
- Time spent reading issue on average.

Publication ratings/attributes:

- Overall title rating;
- Differs from other publications of the same type;
- I look forward to reading every issue;
- Is enjoyable to read;
- Is entertaining;
- Is trustworthy;
- Is informative;
- Is authoritative;
- Has eye-catching covers;
- Has quality photos/illustrations;
- Contains useful ads;
- Contains attention-getting ads;
- Contains ads that I trust.

New In 2006

For each website (150+ measured) that is released:

Have visited in past 30 days and yesterday —

Website ratings/attributes:

- Overall rating;
- I look forward to visiting the website;
- Is entertaining;
- Is trustworthy;
- Is informative;
- Is authoritative.

For each cable network (50+ measured) that is released:

Have viewed in past 30 days and in past 7 days —

Cable network ratings/attributes:

- Overall rating;
- I look forward to viewing the network;
- Is entertaining;
- Is trustworthy;
- Is informative;
- Is authoritative.

2006 Survey Measures (continued)

Respondent Data

- Personal interests and activities (number of days participated in 40 activities in past 12 months);
- Products used (number of beverage/tobacco servings in past seven days for six product categories);
- Internet usage;
- Major search engine usage at home and at work;
- Lifestyle plans (plans for 14 major expenditures in next 12 months);
- Reading, viewing, and website preferences (whether/how often view or read about 55 different topics);
- Expenditures (past-year expenditures for 67 product/service categories);
- Financial products;
- Motor vehicle ownership (including leasing);
- Demographics.



MONROE MENDELSON RESEARCH

Monroe Mendelsohn Research has conducted custom and syndicated research since 1957. It possesses acknowledged expertise in many areas of research, among affluent as well as non-affluent populations.

This new syndicated service (now in its third year), while entirely independent, draws on years of methodological experience measuring the hard-to-interview affluent population.

Monroe Mendelsohn Research's expertise is also available for custom media research projects. We offer a full range of readership surveys, subscriber studies, and other proprietary research using all survey methodologies.

For more information:

Monroe Mendelsohn Research, Inc.
841 Broadway
New York, NY 10003

Tel: 212-677-8100
Fax: 212-677-8833

Robert Shullman, Senior Vice President
bob.shullman@mmlrsurveys.com

Walter McCullough, President
walter.mccullough@mmlrsurveys.com

