



GANNETT

RESEARCH

**The PURPOSE of
Research
is to**

Influence THINKING!

Thinking!



Decision



Action



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RESEARCH

We Want - Action

Client - Decision

Research MUST influence

– Their Thinking!



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RESEARCH

**The BEST Research
Starts with
GREAT Questions!**



“CLIENT”



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RESEARCH

I need
some
research!





Donny
NUMBERS!!!!
Ugh, ###,

QUESTIONS --- Ways to Increase Your Business

- 1. Get more from your “Existing Customers.”**
- 2. Convert your “Competitors Customers”**
- 3. Bring in people from “Your Category.”**
- 4. Convert people “Outside Your Category”**

1. Get more from your “Existing Customers.”
2. Convert your “Competitors Customers”
3. Bring in people from “Your Category.”
4. Convert people “Outside Your Category”

Kennedy Space Center

1

2

2012	Adults 18+	Visted (last 12 Mont	Column 2 Indexed	Visted Sea, Dis, Un	Column 4 Indexed	Visted Dis, Sea, Un	
		Kennedy Space	Against Base	But NOT	Against Base	or kennedy	
		Center		Kennedy Space			
	(000's)	(000's)	(Index)	(000's)	(Index)	(000's)	
Respondents Analyzed:	n=1000	n=66		n=279		n=345	
(%) Analyzed:	100.0	6.6		27.9		34.5	
(000's) Analyzed:	3490	231		974		1205	



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RESEARCH

Ways to Increase Your Business Looking for Research

5. Buy is up ... Need to make our numbers look better!

6. Local Direct client – Need to get him on air!

7. Buy is up ... How can we look better than “XYZ”

8. Switch Pitch – Off Newspaper – On US!

Ways to Increase Your Business Looking for Research

6. Local Direct client – Need to get him on air!



Questions:

1. Who is their “Best” customer?
2. How do they consume media?

Do you want to count eyeballs,
or do you want
Eyeballs that COUNT!

Ways to Increase Your Business Looking for Research

6. Local Direct client – Need to get him on air!

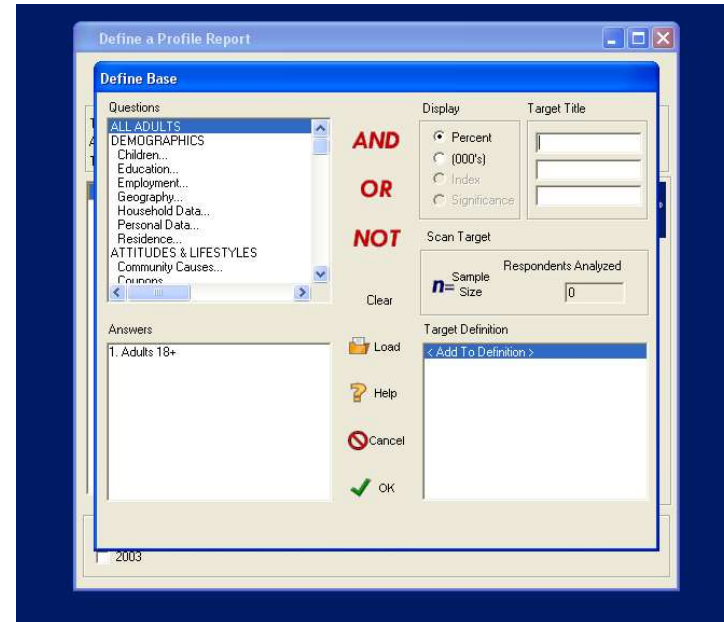
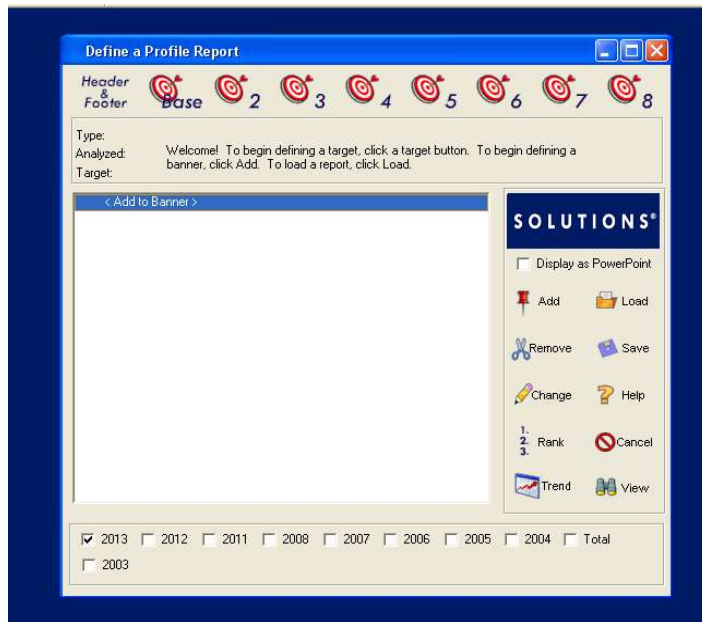


Questions:

1. Income?
2. Own Home?
3. Age of House?
4. HOH - Age?

Start with the end in mind ... BUT ... it is a process of: run – learn – run -learn

Step 1 – What is your base?



Start with the end in mind ... BUT ... it is a process of: run – learn – run -learn

Step 1 – What is your base?

2013	Adults 18+	Household Income	Age of Home	Adults 35+ and Income \$50K+ and House age 10+ yrs	Column 4 Indexed Against Base
	(%)	(%)	(%)	(%)	(Index)
Respondents Analyzed:	n=1000	n=389	n=505	n=235	
(%) Analyzed:	100.0	38.9	50.5	23.5	
(000's) Analyzed:	3555	1383	1796	834	

Define a Profile Report

Header & Footer
Base
2
3
4
5
6
7
8

Type: [%] [%] [%] (Define Target 4 x)

Analyzed: 2000 810 1041 466

Target: Adults 35+ and Income \$50K+ and House age 10+ yrs

Start with the end in mind ... BUT ... it is a process of: run – learn – run -learn

Step 1 – What is your base?

WHY?

2013	Adults 18+	Household Income	Age of Home	Adults 35+ and Income \$50K+ and House age 10+ yrs	Column 4 Indexed Against Base
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Define a Profile Report

Header & Footer
Base
2
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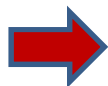
Type: [%] [%] [%] (Define Target 4)

Analyzed: 2000 810 1041 466

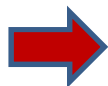
Target: Adults 35+ and Income \$50K+ and House age 10+ yrs

How do you read it? How do you explain it? What is important?

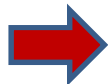
Is this important?
If so, which Target?



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Respondents Analyzed:	n=1000	n=389	n=505	n=235	
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Home Ownership					
Own	68.2	80.7	100.0	100.0	147
Rent	26.7	18.5	0.0	0.0	0
Refused	5.1	0.8	0.0	0.0	0
Time Lived In Area					
Under one year	5.1	3.0	1.9	1.6	32
1 to just under 3 years	7.4	7.4	3.6	4.5	60
3 to just under 5 years	5.3	4.3	3.3	2.2	42
5 to just under 10 years	12.3	14.5	9.1	10.6	86
10 to just under 20 years	23.2	25.9	24.6	26.7	115
20 years or more	41.7	42.7	53.7	51.9	125
Don't know/ Refused	4.9	2.3	3.8	2.5	51
Age Of Home					
Less than one year	0.7	1.0	0.0	0.0	0
1-5 years	3.5	5.5	0.0	0.0	0
6-10 years	11.4	16.1	0.0	20.7	181
11-20 years	13.9	15.4	27.4	20.0	144
21 years or more	36.6	42.0	72.6	59.4	162
Don't know/ Refused	2.0	0.7	0.0	0.0	0
Not asked question	31.8	19.3	0.0	0.0	0

Did we get it RIGHT? New Data as of 2013

Define Target 6

Questions
< Previous Menu >
Home Improvement/Remodeling Projects

Display
☒ Percent
☐ (000's)
☐ Index
☐ Significance

Target Title
 Installed (past year)
 Roofing/Siding

Scan Target
 Sample Size: 65
 Respondents Analyzed: 65

Target Definition
 QQ79. Home Improvement/Remodeling Projects
 14. Install roofing/ siding
 < Add To Definition >

Answers
 6. Landscaping/ lawn/ garden
 9. Add carpet/ flooring
 10. None/ Don't know/ Refused
 11. Remodel any rooms
 12. Add hurricane/ storm protection
 13. Add/ replace heating/ AC system
 14. Install roofing/ siding

AND
OR
NOT

Clear
Load
Help
Cancel
OK

Define a Profile Report

Header & Footer Base 2 3 4 5 6 7 8

Type: (%) (%) (%) (%) (Index) (%) (Index)
 Analyzed: 1000 389 505 235 65
 Target: Installed (past year) Roofing/Siding

< New Page >

Household Income
 Under \$10,000
 \$10K - \$14,999
 \$15K - \$19,999
 \$20K - \$24,999
 \$25K - \$29,999
 \$30K - \$39,999
 \$40K - \$49,999
 \$50K - \$74,999
 \$75K - \$99,999
 \$100K - \$149,999
 \$150,000 and over
 Refused/ Don't know
 Average

< Add to Banner >

SOLUTIONS®
☐ Display as PowerPoint
 Add Load
 Remove Save
 Change Help
 1. Rank 2. Rank 3. Rank
 Trend View

☒ 2013 ☐ 2012 ☐ 2011 ☐ 2008 ☐ 2007 ☐ 2006 ☐ 2005 ☐ 2004 ☐ Total
☐ 2003

Did we get it right?

2013	Adults 18+	Household Income	Age of Home	Adults 35+ and Income \$50K+ and House age 10+ yrs	Column 4 Indexed Against Base	Installed (past year) Roofing/Siding	Column 6 Indexed Against Base
	(%)	(%)	(%)	(%)	(Index)	(%)	(Index)
Respondents Analyzed:	n=1000	n=389	n=505	n=235		n=65	
(%) Analyzed:	100.0	38.9	50.5	23.5		6.5	
(000's) Analyzed:	3555	1383	1796	834		232	
Age Of Home							
11-20 years	13.9	15.4	27.4	20.0	144	24.4 74.4	176
21 years or more	36.6	42.0	72.6	59.4	162	50.0	136
Age							
35 - 39	7.1	7.2	4.3	7.4	103	6.6 81.0	93
40 - 44	7.8	8.1	5.6	7.4	95	13.2	170
45 - 49	7.7	12.1	7.1	15.4	199	0.0	0
50 - 54	9.6	12.7	11.7	17.9	186	9.6	100
55 - 59	7.4	8.6	7.9	11.3	152	9.8	133
60 - 64	9.4	10.7	12.1	15.8	168	11.1	118
65 - 69	7.4	5.8	9.1	8.3	113	5.0	68
70 - 74	6.8	4.7	11.0	7.0	104	9.0	133
75 and over	12.1	6.3	17.1	9.5	79	16.6	138
Household Income							
\$40K - \$49,999	13.3	0.0	15.4	0.0	0	21.8 67.3	164
\$50K - \$74,999	14.8	38.2	18.2	38.4	259	19.9 45.5	134
\$75K - \$99,999	10.2	26.2	9.7	22.8	224	13.0	128
\$100K - \$149,999	8.9	22.8	10.7	24.9	280	8.3	94
\$150,000 and over	5.0	12.9	5.6	13.9	277	4.2	85

How do you read it? How do you explain it? What is important?

2013	Adults 18+		Household Income		Age of Home		Adults 35+ and Income \$50K+ and House age 10+ yrs	
	(000's)		(000's)		(000's)		(000's)	
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(%) Analyzed:	100.0		38.9		50.5		23.5	
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10 News Sports Programs								
NFL games	2008		912		956		529	
NCAA football games	1080		522		564		295	
PGA golf	751		340		401		218	
Professional tennis	415		167		174		92	
NASCAR	855		312		433		203	
NBA Basketball	800		333		314		145	
Major League Baseball	1232		514		624		304	
NCAA March Madness games	813		365		377		216	
Other college basketball games	440		198		208		114	
None/ Don't know/ Refused	938		277		503		165	

Would you recommend sports?

If so, what sport and why?

Which would you recommend: PGA Golf or Major League Baseball – WHY?



How do you read it? How do you explain it? What is important?

2013	Adults 18+	Household Income	Age of Home	Adults 35+ and Income \$50K+ and House age 10+ yrs	Column 4 Indexed Against Base
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(%) Analyzed:	100.0	38.9	50.5	23.5	
(000's) Analyzed:	3555	1383	1796	834	
10 News Sports Programs					
NFL games	56.5		53.3	63.5	112
NCAA football games	30.4	37.7	31.4	35.4	117
PGA golf	21.1	24.6	22.3	26.1	124
Professional tennis	11.7	12.1	9.7	11.0	94
NASCAR	24.1	22.6	24.1	24.4	101
NBA Basketball	22.5	24.0	17.5	17.4	77
Major League Baseball	34.7	37.2	34.8	36.5	105
NCAA March Madness games	22.9	26.4	21.0	25.9	113
Other college basketball games	12.4	14.3	11.6	13.7	111
None/ Don't know/ Refused	26.4	20.0	28.0	19.8	75

Would you recommend sports?

If so, what sport and why?

Which would you recommend: PGA Golf or Major League Baseball – WHY?

8. Switch Pitch – Off Newspaper – On US!

“Storm Fitters”

2012	Own Home	Own Home & Lst Yr - Added Storm Protection	Column 2 Indexed Against Base	Own Home & Last Yr Added Windows/Doors	Column 4 Indexed Against Base	Own Home - Added Storm Protection, or Window or Door	Column 6 Indexed Against Base
	(%)	(%)	(Index)	(%)	(Index)	(%)	(Index)
Respondents Analyzed:	n=724	n=63		n=114		n=114	
(%) Analyzed:	72.4	6.3		11.4		11.4	
(000's) Analyzed:	2527	220		397		397	
County							
Citrus	4.0	0.0	0	4.9	122	4.9	122
Hardee/ Highlands	3.1	2.4	80	3.8	126	3.8	126
Hernando	4.9	0.7	15	3.7	74	3.7	74
Hillsborough	28.5	21.0	74	29.6	104	29.6	104
Manatee	7.8	8.8	113	4.3	55	4.3	55
Pasco	10.4	13.8	133	5.9	57	5.9	57
Pinellas	20.5	27.3	133	27.7	136	27.7	136
Polk	13.0	11.7	90	11.5	88	11.5	88
Sarasota	7.8	14.3	183	8.6	109	8.6	109
Read Tampa Tribune Yesterday							
Yes	16.9	17.0	101	13.2	78	13.2	78
10 News Daily Programs (past week)							
Dr. Phil, 4-5 PM	10.5	15.7	149	16.0	152	16.0	152
10 News, 5-5:30 PM	12.3	18.8	153	20.8	168	20.8	168
10 News, 5:30-6 PM	9.6	17.7	185	14.2	148	14.2	148
10 News, 6-6:30 PM	15.1	22.8	152	23.3	155	23.3	155
CBS Evening News, 6:30 PM	14.4	12.2	84	13.8	95	13.8	95
Late, Late Show, 12:35 AM	12.2	19.5	161	14.3	118	14.3	118
Wheel of Fortune, 7 PM	22.5	18.4	82	18.6	83	18.6	83
Jeopardy!, 7:30-8 PM	24.9	9.9	40	18.7	75	18.7	75



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The BEST Research Starts with GREAT Questions!

**Start with the end in mind ...
BUT ... it is a process of: run – learn – run -learn**