



GANNETT

RESEARCH

**The PURPOSE of  
Research  
is to**

**Influence THINKING!**

**Thinking!**



**Decision**



**Action**



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**We Want - Action**

**Client - Decision**

**Research MUST influence**

**- Their Thinking!**



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



**“CLIENT”**



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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 Kennedy Space Center	Column 2 Indexed Against Base (Index)	Visted Sea, Dis, Un But NOT Kennedy Space	Column 4 Indexed Against Base (Index)	Visted Dis, Sea, Un or kennedy (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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## **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!**

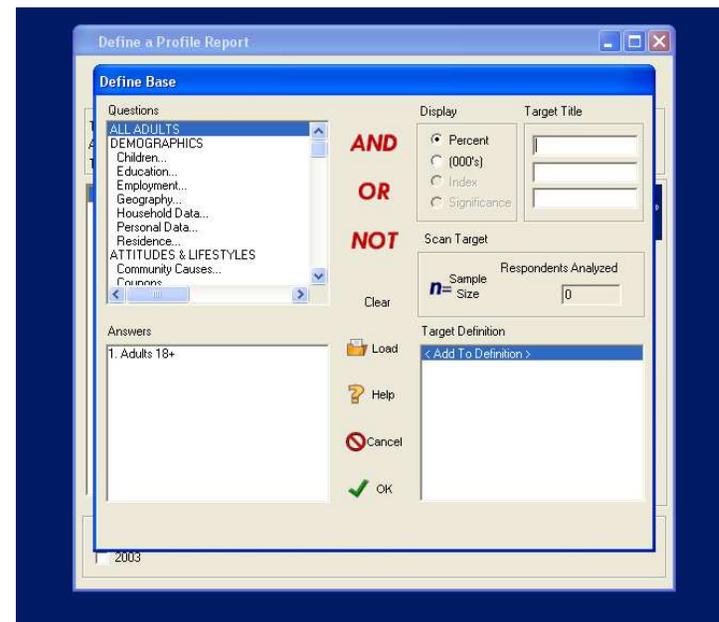
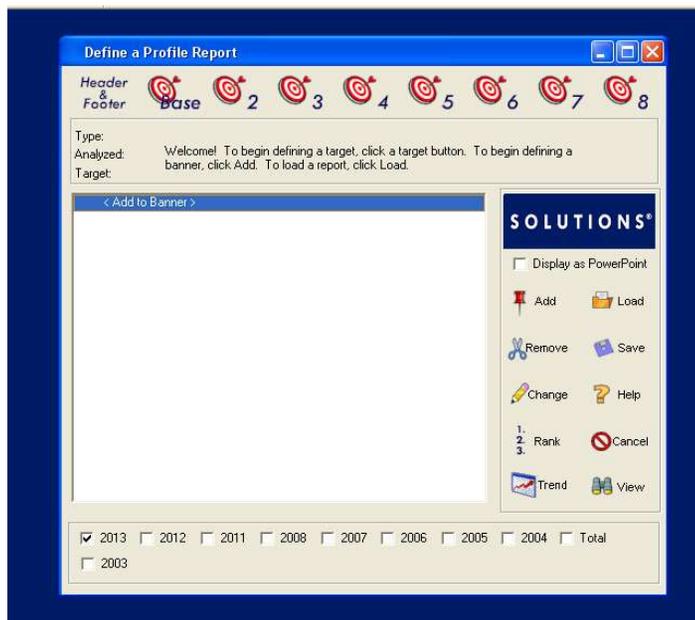


Questions:

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)
<b>Respondents Analyzed:</b>	n=1000	n=389	n=505	n=235	
<b>(%) Analyzed:</b>	100.0	38.9	50.5	23.5	
<b>(000's) Analyzed:</b>	3555	1383	1796	834	

**Define a Profile Report**

Header & Footer    Base    2    3    4    5    6    7    8

Type:	(%)	(%)	(%)	(Define Target 4)
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
	(%)	(%)	(%)	(%)	(Index)
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**Define a Profile Report**

Header & Footer    Base    2    3    4    5    6    7    8

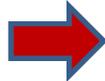
Type:    [%]    [%]    [%]    (Define Target 4)

Analyzed:    2000    810    1041    466

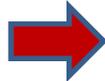
Target:    Adults 35+ and Income \$50K+ and House age 10+ yrs

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

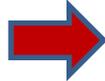
Is this important?  
If so, which Target?



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<b>(000's) Analyzed:</b>	3555	1383	1796	834	
<b>Home Ownership</b>					
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
<b>Time Lived In Area</b>					
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
<b>Age Of Home</b>					
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

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

Display  
 Percent  
 (000's)  
 Index  
 Significance

Target Title  
 Installed (past year)  
 Roofing/Siding

Scan Target  
 Respondents Analyzed  
 Sample Size n= 65

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

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

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

< Add to Banner >

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)
<b>Respondents Analyzed:</b>	n=1000	n=389	n=505	n=235		n=65	
<b>(%) Analyzed:</b>	100.0	38.9	50.5	23.5		6.5	
<b>(000's) Analyzed:</b>	3555	1383	1796	834		232	
<b>Age Of Home</b>							
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
<b>Age</b>							
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
<b>Household Income</b>							
\$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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<b>(%) Analyzed:</b>	100.0	38.9	50.5	23.5
<b>(000's) Analyzed:</b>	3555	1383	1796	834
<b>10 News Sports Programs</b>				
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
	(%)	(%)	(%)	(%)	(Index)
<b>Respondents Analyzed:</b>	n=1000	n=389	n=505	n=235	
<b>(%) Analyzed:</b>	100.0	38.9	50.5	23.5	
<b>(000's) Analyzed:</b>	3555	1383	1796	834	
<b>10 News Sports Programs</b>					
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)
<b>Respondents Analyzed:</b>	n=724	n=63		n=114		n=114	
<b>(%) Analyzed:</b>	72.4	6.3		11.4		11.4	
<b>(000's) Analyzed:</b>	2527	220		397		397	
<b>County</b>							
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
<b>Read Tampa Tribune Yesterday</b>							
Yes	16.9	17.0	101	13.2	78	13.2	78
<b>10 News Daily Programs (past week)</b>							
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**