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panel has been established since the beginning 2013 and continuously developing.

NEWSPAPER & MAGAZINE SUB-PANEL (March 2015)

This sub-panel is based on Single and Multiple-choice question types with a total of 4,442 respondents (which 3,434 respondents read newspaper / magazine in last 3 months) from Nusaresearch Panel. Statistical result includes tables in following content:

1. Reading statements toward Reading Activity within last 3 months
2. Media of Reading
3. Frequency of Reading Newspaper & Magazine
4. Brands of Newspaper reviewed within last 3 months
5. Brands of Magazine reviewed within last 3 months

1. Reading statements toward Reading Activity within last 3 months [SA] (n=4,442)

	Frequency	Percent
Total	4,442	100.0%
Didn't read newspaper / magazine	1,008	22.7%
Read newspaper / magazine	3,434	77.3%

2. Media of Reading [MA] (n=3,434)

	Frequency	Percent
Total	3,434	100.0%
Newspaper	3,071	89.4%
Magazine	1,539	44.8%

3. Frequency of Reading Newspaper & Magazine [SA] (n=3,434)

	Total	Very often	Often	Occasionally	Rarely	Never
Kompas	1993 100.0%	599 30.1%	848 42.5%	546 27.4%	0 0.0%	0 0.0%
Republika	520 100.0%	183 35.2%	229 44.0%	108 20.8%	0 0.0%	0 0.0%
Suara Pembaruan	155 100.0%	74 47.7%	61 39.4%	20 12.9%	0 0.0%	0 0.0%
Pelita	40 100.0%	17 42.5%	19 47.5%	4 10.0%	0 0.0%	0 0.0%
Waspada	90 100.0%	38 42.2%	37 41.1%	15 16.7%	0 0.0%	0 0.0%
Kedaulatan Rakyat	194 100.0%	75 38.7%	88 45.4%	31 16.0%	0 0.0%	0 0.0%
Gala Media	54 100.0%	20 37.0%	22 40.7%	12 22.2%	0 0.0%	0 0.0%
Serambi Indonesia	61 100.0%	22 36.1%	31 50.8%	8 13.1%	0 0.0%	0 0.0%
Kaltim Pos	49 100.0%	23 46.9%	17 34.7%	9 18.4%	0 0.0%	0 0.0%
Banjarmasin Post	46 100.0%	21 45.7%	13 28.3%	12 26.1%	0 0.0%	0 0.0%
Tribun	887 100.0%	283 31.9%	378 42.6%	226 25.5%	0 0.0%	0 0.0%
Bangka Pos	23 100.0%	13 56.5%	7 30.4%	3 13.0%	0 0.0%	0 0.0%
Warta Kota	244 100.0%	75 30.7%	102 41.8%	67 27.5%	0 0.0%	0 0.0%
Warta Jateng	64 100.0%	17 26.6%	28 43.8%	19 29.7%	0 0.0%	0 0.0%
Metro Banjar	39 100.0%	17 43.6%	16 41.0%	6 15.4%	0 0.0%	0 0.0%
Media Indonesia	522 100.0%	202 38.7%	228 43.7%	92 17.6%	0 0.0%	0 0.0%
Pikiran Rakyat	404 100.0%	130 32.2%	168 41.6%	106 26.2%	0 0.0%	0 0.0%
Sinar Harapan	66 100.0%	27 40.9%	26 39.4%	13 19.7%	0 0.0%	0 0.0%
Koran Jakarta	101 100.0%	46 45.5%	42 41.6%	13 12.9%	0 0.0%	0 0.0%
Transparan	21 100.0%	8 38.1%	10 47.6%	3 14.3%	0 0.0%	0 0.0%
Pos Kupang	20 100.0%	10 50.0%	7 35.0%	3 15.0%	0 0.0%	0 0.0%
Bali Post	59 100.0%	24 40.7%	23 39.0%	12 20.3%	0 0.0%	0 0.0%
Jawa Pos	946 100.0%	355 37.5%	373 39.4%	218 23.0%	0 0.0%	0 0.0%
Tempo	669 100.0%	263 39.3%	284 42.5%	122 18.2%	0 0.0%	0 0.0%
The Jakarta Post	220 100.0%	96 43.6%	96 43.6%	28 12.7%	0 0.0%	0 0.0%
Seputar Indonesia (Sindo)	779 100.0%	280 35.9%	337 43.3%	162 20.8%	0 0.0%	0 0.0%
Others	352 100.0%	87 24.7%	153 43.5%	112 31.8%	0 0.0%	0 0.0%

4. Brands of Newspaper reviewed within last 3 months [MA] (n=3,071)

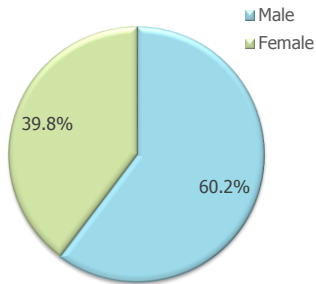
	Frequency	Percent
Total	3,071	100.0%
Kompas	1,993	64.9%
Jawa Pos	946	30.8%
Tribun	887	28.9%
Seputar Indonesia (Sindo)	779	25.4%
Tempo	669	21.8%
Media Indonesia	522	17.0%
Republika	520	16.9%
Pikiran Rakyat	404	13.2%
Warta Kota	244	7.9%
The Jakarta Post	220	7.2%
Kedaulatan Rakyat	194	6.3%
Suara Pembaruan	155	5.0%
Koran Jakarta	101	3.3%
Waspada	90	2.9%
Sinar Harapan	66	2.1%
Warta Jateng	64	2.1%
Serambi Indonesia	61	2.0%
Bali Post	59	1.9%
Gala Media	54	1.8%
Kaltim Pos	49	1.6%
Banjarmasin Post	46	1.5%
Pelita	40	1.3%
Metro Banjar	39	1.3%
Bangka Pos	23	0.7%
Transparan	21	0.7%
Pos Kupang	20	0.7%
Others	352	11.5%

5. Brands of Magazine reviewed within last 3 months [MA] (n=1,539)

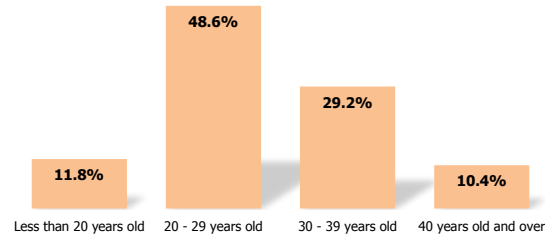
	Frequency	Percent
Total	1,539	100.0%
Tempo	583	37.9%
Gadget	480	31.2%
Femina	480	31.2%
Otomotif	392	25.5%
Female	281	18.3%
Gadis	273	17.7%
Trubus	209	13.6%
Aneka	198	12.9%
Chip	168	10.9%
Forbes Indonesia	146	9.5%
Marketing	140	9.1%
Gatra	137	8.9%
Hai	135	8.8%
Bazaar	127	8.3%
Parenting	119	7.7%
IDEA	119	7.7%
SWA	119	7.7%
Suara Hidayatullah	117	7.6%
Griya ASRI	107	7.0%
Gogirl!	100	6.5%
Annida	75	4.9%
Trust	74	4.8%
Sabili	71	4.6%
Majalah Konstruksi	69	4.5%
Horison	60	3.9%
Agro farm	34	2.2%
Others	112	7.3%

Respondent's Profile

1. Gender (n=4,442)



2. Age (n=4,442)



3. Monthly Household Income (n=4,442)



CONTACT INFORMATION

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