

PRINTED MEDIA SUB-PANEL (November 2014)

This sub-panel is based on Single-choice and Multiple-choice question types with a total of 4,746 respondents (which 2,356 respondents read printed media (newspaper/ magazine) in the last 3 month) from Nusaresearch Panel. Statistical result includes tables in following content:

1. Number of printed media reader
2. The type of media that is read in the last 3 months
3. Frequency of reading in the last 3 months
4. Brands of newspaper which be read within last 3 month
5. Brands of magazine which be read within last 3 month

1. Number of printed media reader [SA] (n=4,746)

	Frequency	Percent
Total	4,746	100.0%
Read newspaper / magazine	2,356	49.6%
Didn't read newspaper / magazine	2,390	50.4%

2. The type of media that is read in the last 3 months [MA] (n=2,356)

	Frequency	Percent
Total	2,356	100.0%
Newspaper	2,032	86.2%
Magazine	1,371	58.2%

3. Frequency of reading in the last 3 months [Matrix SA] (n=2,356)

	Total	Very often		Often		Occasionally	
	Frequency	Frequency	Percent	Frequency	Percent	Frequency	Percent
Newspaper	2,032	594	29.2%	828	40.7%	610	30.0%
Magazine	1,371	192	14.0%	538	39.2%	641	46.8%

4. Brands of newspaper which be read within last 3 month [MA] (n=2,032)

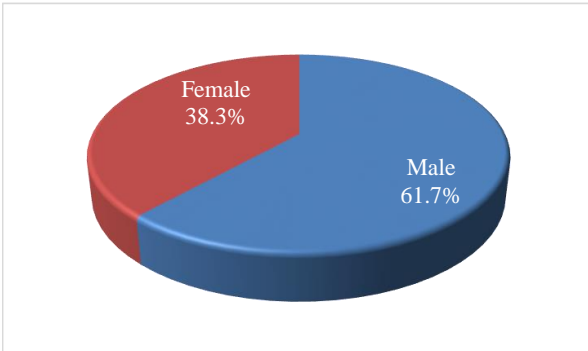
	Frequency	Percent
Total	2,032	100.0%
Kompas	1,363	67.1%
Jawa Pos	735	36.2%
Tribun	639	31.4%
Tempo	618	30.4%
Seputar Indonesia (Sindo)	588	28.9%
Media Indonesia	472	23.2%
Republika	415	20.4%
Pikiran Rakyat	283	13.9%
The Jakarta Post	211	10.4%
Warta Kota	180	8.9%
Kedaulatan Rakyat	154	7.6%
Suara Pembaruan	141	6.9%
Koran Jakarta	94	4.6%
Waspada	82	4.0%
Sinar Harapan	60	3.0%
Warta Jateng	52	2.6%
Gala Media	52	2.6%
Kaltim Pos	51	2.5%
Bali Post	44	2.2%
Serambi Indonesia	43	2.1%
Banjarmasin Post	38	1.9%
Metro Banjar	30	1.5%
Others	354	17.4%

5. Brands of magazine which be read within last 3 month [MA] (n=1,371)

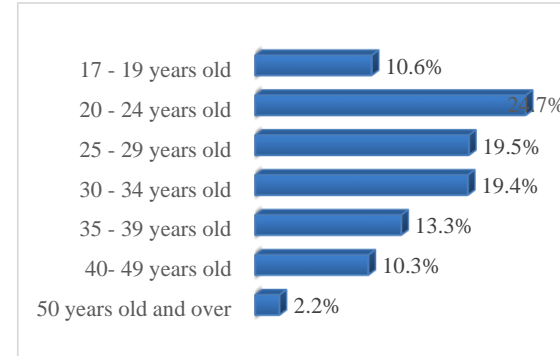
	Frequency	Percent
Total	1,371	100.0%
Tempo	561	40.9%
Gadget	427	31.1%
Femina	424	30.9%
Otomotif	398	29.0%
Female	273	19.9%
Gadis	223	16.3%
Trubus	208	15.2%
Aneka	186	13.6%
Gatra	174	12.7%
Forbes Indonesia	167	12.2%
Chip	157	11.5%
Marketing	153	11.2%
Hai	142	10.4%
Bazaar	128	9.3%
Griya ASRI	121	8.8%
Parenting	115	8.4%
iDEA	108	7.9%
Trust	108	7.9%
Gogirl!	106	7.7%
SWA	105	7.7%
Suara Hidayatullah	91	6.6%
Horison	76	5.5%
Sabili	71	5.2%
Annida	69	5.0%
Majalah Konstruksi	62	4.5%
Agro farm	37	2.7%
Others	110	8.0%

Respondent's Profile

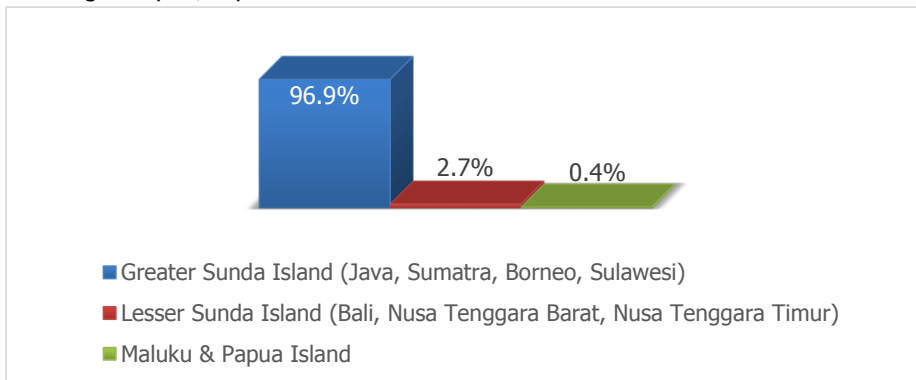
1. Gender (n=2,356)



2. Age (n=2,356)



3. Living Area (n=2,356)



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