

“Take anything, but just leave my TV” say young Australians

TV is still the preferred source of news and information amongst five times as many people as the Internet, according to a new study released by Ingenuity Research.

their news and information, while one-in-ten selected the Internet as their preferred source, although the Internet was nominated as the chosen media by 23% of people aged 18-24.

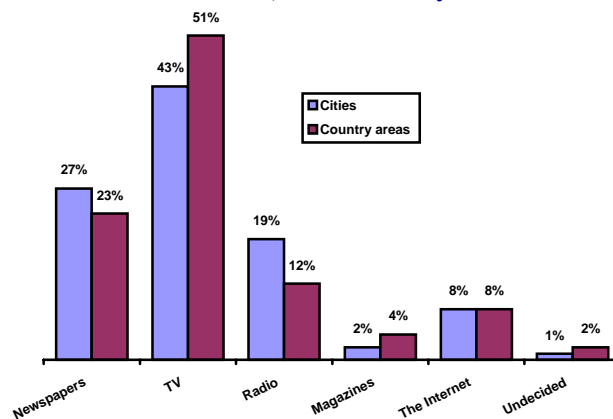
A broad cross-section of people throughout Australia were asked ‘if they could have only one media for their news and information, which media would they choose?’ Nearly half of the people in the survey said that under those circumstances they would choose TV, while a quarter nominated newspapers.

Regional Differences

While the majority of people living in regional Australia would pick TV if they only had one media available to them, this is not true of metropolitan Australians, where the combination of newspapers and magazines are more popular than TV. The Internet was equally likely to be nominated as the preferred medium by 8% of adults in both metropolitan and regional Australia.

A further 17% nominated radio as the one media they would choose for

Imagining you had to choose only one media for your news and information, which would you choose?



The survey also showed a strong correlation between employment circumstances and the media that people would pick if they only had one to choose from. For instance, white collar workers were the least likely (41%) to nominate TV as their preferred

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Introducing Ingenuity

Do you want the best quality and value for money from your market research? If so, then take a look at what we have to offer!

Ingenuity Research are a new market research firm with complete in-house resources to meet your every need. At the core of our quantitative division is a state-of-the-art computer assisted telephone interviewing centre offering fast turn-around of local, national and international telephone surveys. Our qualitative experts have the experience, understanding and sensitivity to provide rich insights into your products and services, whether that be amongst children or business executives.

But most of all, Ingenuity Research are about designing great research to solve your problems and answer your questions. We invest the time listening to your needs so that we can provide the right consulting solution and package the results of our research in a way that is easy for you to use immediately.

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Take anything, but just leave my TV cont.

media, and those looking after children at home were the most likely to choose TV (60%). People describing their occupation as 'home duties' were also twice as likely to choose magazines as their one media, although this still only constituted 6% of this group compared to 3% of the total population.

Unemployed people were also very likely to choose TV as their preferred media, and the least likely to choose newspapers.

Students were the most likely group to suggest on-line as their only media, with some 27% of this group nominating the Internet.

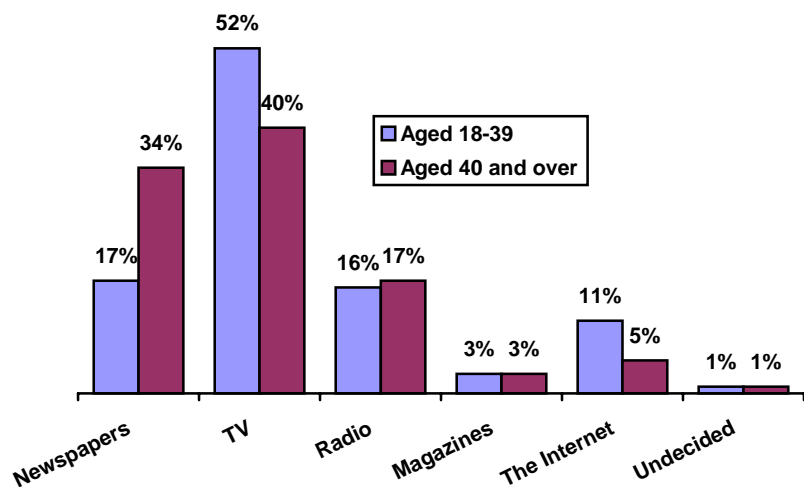
The Age Difference

The results of the survey show that young people are far more likely to nominate an electronic media such as TV or the Internet, although amongst people aged 40

and over, the difference is much less. In fact, young people were 30% more likely than older people to nominate TV as their one media, while older people were twice as likely to choose newspapers if they only had one media.

The survey was conducted by Ingenuity Research on Saturday 12th May 2001 amongst over 500 people aged 18 and over throughout every state and territory of Australia.

Imagining you had to choose only one media for your news and information, which would you choose?



The Individualisation of Telecommunications

A dramatic shift from household to individuals is changing the role of computers and telephones, according to recent qualitative research findings.

What started as a trend amongst young affluent Australians is rippling through every generation of Australians, causing major changes in how we think about, use and buy technology. While just a few years ago Australian families were content with one telephone and one 'family' computer, the proliferation of messaging software is driving both these devices to become personal

rather than shared. The evolution of personal computers towards communications devices, including microphones, cameras and instant messaging software means that members of a household are increasingly thinking of a computer as an individual device that they do not share with other household members. Concerns about privacy of communications means that young people living at home do not want their parents to see emails or instant message communications that they are having with friends. Instead they are buying their own computers

which are increasingly kept in bedrooms and studies rather than in the corner of the living room.

The same generation of people are also using their mobile phones for communicating with friends even when they're at home. SMS text messaging gives privacy to what was previously only achieved by whispered telephone conversations.

For more information about Ingenuity's social and qualitative research, call Matt Balogh on 02 9966 9133.

Introducing Ingenuity Research

Here are just some examples of the products and services that we have already launched:

ADHOC MARKET RESEARCH

Call us for tailored solutions to the most challenging research needs. We offer face-to-face and telephone interviewing anywhere in Australia.



OMNIBUS-ON-DEMAND

If budgets are tight, we can help. Our omnibus-on-demand gives the opportunity to share the cost of contacting consumers and thereby significantly reducing costs. Omnibus-on-demand gives the flexibility of adhoc research at the price of an omnibus.



INGENUITY 2001 KIDS OMNIBUS

The Ingenuity 2001 Kids omnibus is a shared-cost survey offering marketers and researchers the opportunity to ask questions amongst young children who are not usually included in market research. The survey is conducted in Sydney and Melbourne by making appointments through the parents to interview the children face-to-face. The Kids omnibus offers fun and interactive ways to do brand differentiation and advertising recall amongst young children.



BRAND & ADVERTISING TRACKING

Ingenuity's interviewing skills and processes mean that we can offer highly sophisticated brand and advertising tracking, including:

- High sensitivity to changes in brand image;
- Weekly, monthly or quarterly reporting within days of completion of each cycle; and
- Fast reporting in graphical summaries that highlight shifts in the competitive landscape.



SEGMENTATION & ADVANCED ANALYSIS

Ingenuity's in-house analysis team provide advanced statistical capabilities to support segmentation and 'usage and attitude' studies.



READER & CUSTOMER SURVEYS

Our consulting and analysis services provide the fastest and most economic design, data processing and reporting service in Australia for self-completion surveys.

MEDIA AUDIENCE SURVEYS

We offer a range of techniques from TV and radio diaries to readership surveys. Ingenuity Research can provide myriad media consumption data including reach and frequency software for advertising planning and scheduling.



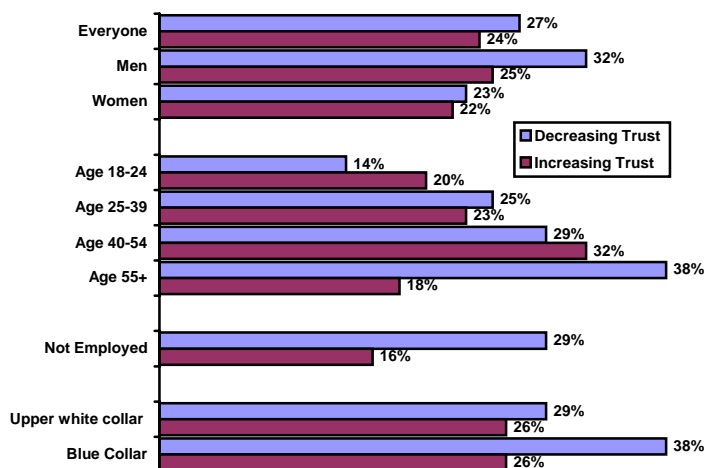


Community Divided on Trust in Police

A recent poll shows that trust in the NSW Police has declined compared to a few years ago. While 48% of people who participated in the survey said that their views hadn't changed in recent years, 27% expressed disagreement with the statement 'I trust the NSW police more than I did a few years ago'.

The decay in trust is most apparent amongst men, people in blue-collar employment and those aged over 55. Conversely, young people (aged 18-24) trust the police more now than they did a few years ago, as do their parents generation, people aged 40 to 54 years. Further analysis of the survey results confirm that the NSW police have an increasing rapport with the average Australian family, but decreasing trust amongst retirees and the unemployed.

Proportion of people agreeing with the statement 'I trust the NSW police more than I did a few years ago'



More Efficient Public Transport Would Lure Cars Off the Road

A recent survey shows that most people in Sydney would use public transport more if it ran more efficiently. The majority (53%) of people included in the study agreed that they 'would use public transport more if it ran as efficiently as it did during the Olympics'. Young people were even more inclined to agree with this statement, with nearly six-in-

ten people aged 18-24 indicating that they would use public transport around Sydney if it operated more efficiently.

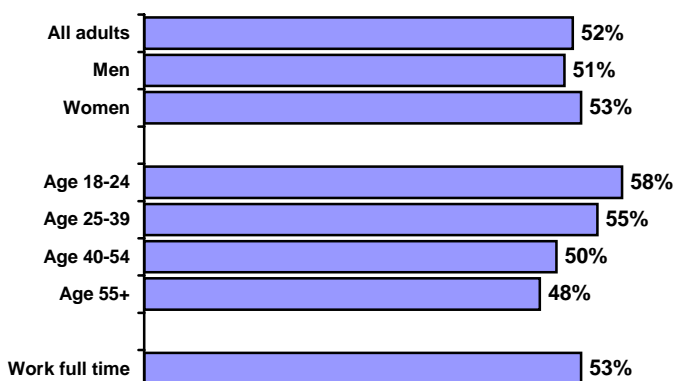
The survey also showed that women were slightly more likely

than men to increase their usage of public transport if it were improved, as would people working full-time, compared to those in part-time jobs or not working.

How This Research Was Conducted

The findings above are just one part of Ingenuity Research's ongoing social research program, **Australians Today**. This particular segment was conducted in Sydney amongst 300 people aged 18+ by telephone between Thursday 12th and Saturday 14th of July, 2001. The 300 respondents were selected randomly across Sydney.

Proportion of people agreeing that they would use public transport more if it 'ran as efficiently as it did during the Olympics'



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