

CONSUMERS & MEDIA

"I can usually trust and believe the advertising appearing in or on..."

Magazines		43%
Network TV		32%
Cable TV		15%
The Internet		10%

"The advertising usually complements the content or programming of the medium"

Magazines		39%
Network TV		31%
Cable TV		20%
The Internet		10%

"I usually ignore the advertising appearing in or on..."

Network TV		36%
The Internet		30%
Cable TV		23%
Magazines		11%

"The advertising can usually help me decide between two competitive products"

Magazines		41%
Network TV		26%
The Internet		22%
Cable TV		11%

"I often purchase a product or service as a direct result of the advertising in or on..."

Magazines		44%
Network TV		34%
Cable TV		16%
The Internet		6%

"I often find the advertising appearing in or on this medium annoying"

Network TV		51%
Cable TV		24%
The Internet		18%
Magazines		7%

"Medium that provides the most useful information when I'm in the market for..."

CLOTHING

Magazines		64%
Network TV		23%
Cable TV		10%
The Internet		3%

NEW OR USED CAR

The Internet		34%
Magazines		30%
Network TV		25%
Cable TV		11%

FINE JEWELRY

Magazines		47%
Cable TV		27%
Network TV		18%
The Internet		8%

HOME COMPUTER

Magazines		50%
The Internet		36%
Network TV		8%
Cable TV		6%

HOME FURNISHINGS

Magazines		45%
Network TV		40%
Cable TV		9%
The Internet		6%

MUTUAL FUND/IRA

Magazines		55%
The Internet		31%
Network TV		8%
Cable TV		6%

Source: "Media Choices 2000"
ErDOS & Morgan survey of 8,000 random customers
Base: total media users

Rhode Island
MONTHLY

280 Kinsley Ave., Providence, RI 02903
www.rimonthly.com