PRINT READERSHIP IN A DIGITAL WORLD

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Introduction

For almost 20 years, print readership in France has been measured by two different surveys. At the end of 2009, all press editors grouped within AudiPresse, the company in charge of readership measurement, decided to combine these two surveys into one large common one.

Simple as this may seem, many problems had to be overcome in order to implement this new survey. The main difficulty involved finding a new methodology which could harmonize previous approaches without totally upsetting the balance between individual publications and press categories for the advertising market.

We intend to demonstrate in this document how thorough tests carried out over a whole year have enabled us to put an innovative survey into place, using mainly digital techniques.

The second reason for this new survey was the increasing use of digital ways of reading the press. We had to find a way of taking these new reading habits into consideration and prepare readership measurement for the digital revolution.

I- <u>Context and objectives</u>

I-1 Harmonizing two different surveys

Historically, readership measurement in France has been based on two independent surveys, each one carrying out around 25,000 interviews. This situation was not only the result of policy decisions but was also due to differing survey techniques and measurement targets.

- Daily Press : the weight of the regions

The study of the daily press concerns all the news publications in the country. Whereas organising measurements for the 15 or so national daily papers is easy, as they are sold nationwide, it is different for the regional daily press (70 papers), the free daily press (3 networks) and the regional weekly papers (around 250 of them) where the circulation is limited to - bigger or smaller parts of the country.

The measurement method adopted at the time corresponded to the diversity of the measured items. The interview was carried out by telephone thus allowing interviews to be spread out all over the country and enabling all readership, even very local, to be represented. The lack of visual stimulus in this approach was not too detrimental thanks to the close relationship between the readers and the daily press, particularly the regional press.

- Magazines : a study up to world standards

The study of the periodical press which included around 170 magazines had progressively evolved over the last 20 years. The methodology corresponded to the best world standards in terms of measurement of readership: use of a Double Screen CAPI, presentation of logos ...

Visual stimuli were particularly important for this study because of the similarity of the analyzed magazines, especially for the automotive, house - decoration and TV guide categories.

Our decision to combine these two studies meant including the requirements of both of them into the new method of survey.

I-2 A willingness to modernize

Beyond the policy decision to combine both studies, the launch of this project was intended to meet several objectives :

- To provide the advertising market with easier access to press media by unifying the media planning tools and allowing the evaluation of plans to include both magazines and daily papers
- To strengthen the image of the press in a context of growing electronic audience measurements or, at least, passive ones
- To improve the reliability of measurements thanks to larger samples
- To reinforce the links with web measurements and cross media evaluation tools by measuring the habits of digital access to the press from a basis going beyond the internet sites (applications, tablet computers, PDF...)
- If possible, to reduce measurement costs.

<u>I-3 Innovative approaches</u>

After a tender won by Ipsos, it quickly became evident that the best way to meet our targets whilst preserving the best of the previous measurements was to resort to a multimodal study :

I-3-a A method of enquiry with successive phases

Study ONE follows three main phases:

- The objective of the recruitment phase is to contact potential interviewees, determine their socio-demographic profile and convince them to participate in the main survey.
- During the second phase, all interviewees' reading habits are collected. This is the main phase in readership measurement.
- Finally, the interviewees are questioned on their consumer habits in a number of sectors.

By dissociating these three phases, the efficiency of each one is optimized, both in terms of method and expected returns. Obtaining a maximum number of replies is proof of the quality of the sample, and particularly its representativeness.

I-3-b Multimodal recruitment

For the recruitment of interviewees, study ONE uses several different techniques and channels. The main recruitment channel is by telephone and represents 90% of interviews. However, within this channel, several sub-categories can be determined:

- Ordinary telephone numbers: obtained from address databanks bought from France Telecom, they constitute the traditional telephone interview.
- Ex-directory : extrapolated from the numbers of the previous lists, i.e. by changing the last digit of the number, they enable contacts with people not included in any database.
- Unbundled access : numbers with special prefixes (09xxx) or more traditional prefixes (01xx, 02xx, ...) attributed by operators offering a joint internet telephone rental.
- Mobile only : some households decide to give up a fixed line telephone and only use their mobile phone. A few quick questions enables us to identify these people and ask them to participate in study ONE as well.

In parallel, the remaining 10% of interviewees are directly selected in face-to-face situations where recruiters are sent to sampling points and have to carry out four interviews per day on the basis of precise quotas.

The multiplication of recruitment sources considerably increases the quality of the study. It enables an accurate representation of the whole population living in France, whatever their telephone access. The face-to-face complementary approach also improves the representativeness of the sample by enabling contacts with people who are less often at home at the time of telephone recruitment or unwilling to answer questions over the telephone.

I-3-c Multimodal interview process

In study ONE, the main interview which enables the collection of information on interviewees' reading habits is conducted in a different way depending on individuals:

Internet users are given the possibility of answering questions via an online questionnaire; the institute sends the interviewee a unique link to a questionnaire which includes the person's details previously gathered at the recruitment stage. This personal interview can be filled in from any computer, in one or more sessions; the link gives access to the questionnaire back to where the interviewee previously stopped.

This type of questionnaire with a "virtual interviewer" offers a lively presentation of the survey, audio prompts of the questions at regular intervals, and instruction reminders which appear according to the interviewee's behaviour (in particular the speed at which they fill in the questionnaire) just as a real interviewer would do. This approach represents 80% of interviews.

The remaining 20% of interviews concern non-web users. These people answer a questionnaire put to them in their own home by an interviewer who uses a double screen CAPI, i.e. a double screen computer : the first screen enables the interviewer to enter the interviewee's answers; the second screen enables the interviewee to follow the progress of the questionnaire and, in particular, to visualize the logos of the publications he is being interviewed about, as well as the range of possible answers. Half of these non-web users are recruited by telephone and an interview in their own home is proposed; the other half are recruited directly via face-to-face contact at their home.

Both questionnaire approaches are totally identical in their format so as to avoid any bias in the collection of information.

In addition to allowing information collection to be adapted to the ability of individuals to answer, such interview techniques also provide obvious advantages:

- The speed of information collection on internet enables us to follow the rate of return, the quotas and the quality of response to the questionnaire for the majority of the sample.
- Gathering information without the presence of an interviewer enables bias to be reduced, particularly the effects of shame / pride resulting from the declared reading of certain publications.

On a more general level, this global multimodal structure for recruitment/implementation enables us to get the best of both worlds:

- Recruitment enabling optimal spread of interviews whilst ensuring that all layers of the population are represented
- Implementation of the questionnaire allowing the presentation of logos whilst guaranteeing the fair treatment of all publications thanks to the rotation of titles and press categories which ensures equal probability of presence at the top of the questionnaire.



II- Designing an on-line questionnaire

Such a global approach, mainly based on telephone recruitment and online interviews, is sufficiently different from previous methods to justify in-depth testing. The year 2010 was entirely dedicated to 4 successive rounds of both qualitative and quantitative tests.

II-1 Many questions remain

The objective of these tests was to provide as many answers as possible to the numerous questions we had :

- How do interviewees react to an online questionnaire?
- Is the understanding of questions as good ?
- Are all logos viewed with the same level of concentration ?
- Does being alone in front of a questionnaire create weariness ?
- Simplicity ? Modernity ? Innovation ? What are the limits ?
- How do you show a maximum number of visuals whilst maintaining adequate concentration?
- How do you ensure that each publication benefits from equal exposure ?
- How much should we assist people to answer questions ? Virtual interviewer ?
- Can poll organizations convince interviewees to fill in an online questionnaire sent subsequently ?
- What are the response rates for readership questionnaires ?
- How can the daily response rate be balanced ?
- Does the method provide an unbiased level of readership measurement ?
- ...

II-2 The testing process

The process consisted of a sequence of four tests designed to create and then refine the best possible questionnaire, to check its efficiency both in terms of operational use (recruitment, technical approach, interviewee participation) and readership measurement itself (neutrality towards press categories, consistency with previous measurements)

II-3 Constructing the test of the questionnaire design

Creating questionnaire prototypes that concentrate exclusively on the main readership questions. Presenting the various screen layouts. Observing the interviewees' attitude whilst completing the questionnaire. Evaluating interviewees' feelings via thorough qualitative discussions at the end of the questionnaire. Using an eye-tracking system in order to compare interviewees' statements with their actual behaviour whilst completing the questionnaire.

40 qualitative interviews carried out in the offices of Ipsos on a varied sample, representative of the diversity of the population :

19 men / 21 women
12 under the age of 35 / 14 between the age of 35 and 59 and 14 over the age of 60
21 employed / 19 unemployed
18 « big » readers (at least 3 different publications per week) / 22 « light » readers
22 daily was ween / 12 accessional web weens / 6 non web weens

22 daily web-users / 12 occasional web-users / 6 non web-users

II-4 Main results

II-4-a General fill-in conditions

The questionnaires proposed in this phase were completed on average in 22 minutes. The average duration estimated by the interviewees is 17 minutes, which shows an absence of weariness. Likewise, whereas the number of titles shown is 190, the interviewees think they have only been exposed to about 100 different publications.

The questionnaire is considered « nice to fill in », « user-friendly » and even « fun ». The question about how laborious the questionnaire felt resulted in an average mark of 2.3 / 10 (10 corresponding to the highest level of laboriousness).

The questionnaire is introduced by a quick presentation animated by a voice-over describing the study and its objectives. Such an introduction grabs the interviewees' attention : most of them concentrated during the presentation.

The animated presentation is reassuring, shows that this is a serious survey, prepares for the next step, provides explanations on how to answer, gives instructions considered as useful.

II-4-b Role of the eye-tracking device

Using the eye-tracking technique has enabled us to demonstrate both the time spent on each element on the screen and therefore the level of attention given, and the order in which these elements are looked at on an average screen.

- o Transition and presentation screens
 - They are read in their entirety, interviewees spend on average about 12 seconds on each one.

	Time spent on the screen
Filter presentation screen	13 seconds
Habits questionnaire screen	11 seconds
Recent Reading questionnaire screen	13 seconds

Moreover, all the elements of the screen are generally read as shown on the eye-tracking graph below. In the same way, the visual elements illustrating the question and facilitating its comprehension are also seen (in this case which type of papers are read and where they are read).



o Features of standard questions

On the screens where the interviewees respond to questions, a few features which assist with answering are analysed.

	% of visibility	Average time
Questionnaire progress bar	10%	1.1 seconds
Question reminders	20%	1.3 seconds
Publication logos	100%	1.6 seconds

The percentage of visibility shows the part of the screens where the feature is watched. Whereas the progress bar is only useful to reassure the interviewees on the answering time left (only checked once every 10 screens), the rate of viewing of the reminders of the question being answered (one screen in 5) remains too low to ensure quality answers. This has lead us to include regular, more visible context reminders on the screens themselves.

Vos lectures au o

.0

Auiourd'hui

LETIGARO

Le Figar

0ui | Non

| Non

Finally, we noticed that the publication logos were systematically viewed. Moreover, the time spent on each one is acceptable (1.6 seconds on average).

II-4-c Tested scenarios

Filter question 0

des 12 derniers mois

la Croix

Le Monde

Le Mo

| Oui | Non

| Oui

| Non

Four screen tests were carried out for the filter question. Three presented logos in a mosaic format of 6, 8 or 9 logos. The fourth test grouped logos from the same category onto a table with a scroll bar.

Mosaic of 6 logos : Considered pleasant to fill in, it shows sharp, easy-to-read logos, large enough

to be seen easily.

The layout is perceived as structured and organized. Interviewees systematically use the same reading approach of the logos on each screen (generally from left to right, line by line).

On the other hand, the lower number of logos per screen increases the number of screens proposed and therefore the filling in time.

I Non

le Parisien

| Oui | Non

AUDPRESS

Vos lectures au cours des 12 derniers mois					
Avez-vous lu, parcouru ou consulté	, au cours des 12 derniers mois ?				
Gourhand Via Pratigue Gournand	Cuisine Actuelle	Guide Cuisine Guide Cuisine Out E Non	Cutsine et Vins Cutsine et Vins de France		
	Cuisine Maxi Cuisine	Gourmande Prina Cutine Gournande	Régal Régui		
	p. 10 0n 110 00 faire				

Mosaic of 8 logos : It is perceived as not very different from the previous version. The number of

logos on the screen is considered suitable : a good compromise of relatively easy-to-read logos and fewer screens compared to the previous scenario of 6 logos

As in the mosaic of 6, the layout is considered clear, pleasant and easy-to-read.

Mosaic of 9 logos : The number of logos presented on each screen saves time; however, the logos

Vos lec	Vos lectures au cours des 12 derniers mois						
Avez-vous lu, parcouru ou consulté, au cours des 12 derniers mois?							
rustica norma	Dumijagins Unina antini na sitem	M <u>ENTIMEN</u> No. Judio et ra Maan Dati (Non					
Système D _{Systeme} 0	AD Al Antonio Popul	ArtsDecoration And Description					
CAMPENE Groupe Dension	Com Com	järdin Dere sete					

do not seem clear enough to the interviewees.

The screen seems too crowded and therefore too tiring for the interviewee.

Weariness appears due to the time spent on each page.

More generally, with the mosaic options, some interviewees did not immediately understand that they also had to click on « no », and not just select the titles they read.

Avez-vous lu, parcouru ou c	onsulté, au cours des 12 derniers mois ?			
			4	
	Aujourd'hui Aujourd'hui en France	l Oui	Non	
	la Croix La Croix	Oui	(Non	
	LA TRIBUNE	Oui	(Non	
	LETTOARO Lefigaro	I Oui	I Non	
	Le Monde Le Monde	Oui	Non .	
	en 20% 60% 70%	100%		Sulvant 🗆

Table scenario : A greater number of titles shown on each screen than in the mosaic approach

enables a lower number of screens.

There are fewer mouse movements. It shows a global view of all the logos in the same category and gives the impression of progressing as it is less static than the mosaic version.

But, at the same time, logos are considered as less easy to read than in the mosaic version, less spread out. The use of scroll bars seems complex to interviewees less comfortable with computers (including occasional web users).

0	Questions about habits and recent	readi	ng
		-	

lpsos	Vos habitudes de lecture	AUD
Revenons aux journaux paraissant tou	us les jours.	
Avez-vous l'habitude de lire, parcourir o u	a consulter?	
	Aujourd'hui Aujourd'hui en France	Toos les jours 13-3 fois par envenire 13-2 fois par envenire 2-2 13 fois par mois Motres souvent

One logo / vertical answers approach : This enables a quick visualisation of the range of answers.

The interviewee feels a certain familiarity, the layout is the same from one page to the next.

It is perceived as consistent with the mosaic layout. It is also the most similar to the current title-by-title approach.

One logo / horizontal answers approach : the impression of order remains ; however, filling in

Ipsos	Vo	s habitudes de lecture	AUDPRESSE
Revenons aux journau	x paraissant tous les jours .		
ivez-vous l'habitude de li	ire, parcourir ou consulter ?		
		Aujourd'hui	
		Aujourd nui en France	
Tous les jours	a 3 5 fois par semaine	ar semaine	Moins souvent
			Subwent (2)
		n MPN 75% MPN	1.

becomes more tiring as a result of greater eye and hand movement. This generates a higher frequency of answers to the item most on the right, as it is situated closest to the « next » button. Unfortunately, this item systematically corresponds to the least frequent or the least recent reading...

Table approach : This presents the same difficulties as the filter question in a matrix. Interviewees

lpsos	Vos habitudes de	e lecture					AUDPRESSE
Revenons aux journaux pa	Revenons aux journaux paraissant tous les jours.						
Avez-vous l'habitude de lire, p	barcourir ou consulter ?						
		Tous les jours	3 à 5 fois par semaine	1 à 2 fois par sensaine	2 à 3 fois parmois	Moins souvent	
	Aujourd'hui en France	c	с	c	c	c	
	la Croix La Croix	с	c	с	с	с	
	LETTGARO Lefigare	с	с	с	с	с	
	feMonde LeMonde	с	с	c	с	c	
	0% 25% 50%	75%	100%			Sulv	ant 💷

often forget lines. The number of answers is considered too great for a table approach : need to re-read the answers several times. The interviewees have to « target » the answer, as opposed to clicking directly on the answer.

The answer items are less visible.

This approach requires a lot of concentration.

II-5 Conclusions of the exploratory phase :

- Maintain the animated presentation: reduce the duration to a maximum of one minute without stopping the presentation in order to guarantee identical viewing for all.
- Maintain the transition pages whilst optimizing their layout to make key words more prominent. Maintain and diversify the pictures. Impose a minimum of 12 second viewing with a voice-over reading the question.
- Reinforce filling-in assistance using reminders of conditions for answering (places and times of reading...)
- Withdraw « mosaic of 9 logos» and « tables » for filter questions, and « one logo / horizontal answers » and « table » for the other questions.

III- Role of the interviewer

III-1 : CAWI, a virtual interviewer

The role of the interviewer is crucial in a face-to-face interview. He gathers answers given by the interviewee, but above all he guarantees the consistency of the approach, he makes sure interviewees have understood the questions and follows up questions if necessary.

Moving to an on-line survey meant therefore the creation of a questionnaire capable of taking on the role of an interviewer.

III-1-a Animated presentation of the survey

The first contact an interviewee has with the survey is via an introductory animated screen which :

- Reassures the interviewee : via a professional introduction, he understands that he is being interviewed by a trustworthy company, and reassured that his answers will remain confidential.
- Presents the objective of the survey : description of the sponsoring companies and how the results are going to be used.
- Explains the process : how the questionnaire must be filled-in, what is expected of the interviewee.
- Motivates the interviewee : reasons why completing the questionnaire is important for the quality and representativeness of the survey.

This presentation relies on multimedia resources available on internet : the presentation is animated, it is supported by a recorded voice reading instructions, enabling the interviewee to remain alert in order to avoid too superficial an overview of the initial phase.

The same voice-over technique is used to introduce each important question (filter question, reading habits, recent reading ...). This ensures transition between the different parts of the questionnaire, allows a break in the filling-in process and reinforces the understanding of the subtleties of each question.

III-1-b Continuous presence

Besides presenting the questionnaire, the role of an interviewer is also to follow-up questions and ensure consistency of answers for the different publications. In order to simulate this, we have tested a system where information displays pop-up :

- To remind the interviewee about one of the essential elements of the question : reading conditions, period to take into account for the filter, reading places, reading regularity...



Merci de prendre en compte toutes vos lectures, qu'elles soient **régulières** occasionnelles ou même par hasard.



	Toutes les semaines	
Public	2 à 3 fois par mois	Attention!
	1 fois par mois	Changement dans le choix des réponses!
Public	5 à 6 fois par an	
	Moins souvent	

To warn of a change of scale of answers for habits or recent reading questions

- To encourage the interviewee to take his time if he has spent less than 5 minutes to complete the first part of the filter question.

These information displays of different colours are inserted in the middle of the response zone in order to attract the interviewee's attention.

III-1-c A still insufficient presence

The integration of the oral presentation and the survey animation displays were tested during a qualitative test :

- Constructing the test :

To program a complete readership questionnaire and have it assessed by interviewees.

Unlike the previous approach, interviewees are now dealing with a complete questionnaire. We recruited 60 interviewees for a survey held in a laboratory (3/4 of the sample), in three different regions. For the remaining quarter of the sample, we tested telephone recruitment and direct filling-in via internet.

32 men / 28 women

17 under the age of 35 / 18 between the age of 35 and 59, and 25 over the age of 60

- 24 employed / 36 unemployed
- 32 « big » readers (at least 3 different publications per week) / 28 « light » readers

45 interviews in the laboratory / 15 interviews at home via internet

- Main results
 - General filling in conditions

The questionnaires proposed in this phase were completed on average in 36 minutes. The perception of how many titles were proposed varies between 60 and 100 (in fact 190). The questionnaire therefore remains acceptable for the interviewees and filling in conditions are good.

The mark for weariness is 3.1 / 10. The slight decline in the mark can be explained by the transition to a complete questionnaire. It is worth noting that interviewees left to their own devices on internet find completing the questionnaire slightly more difficult (mark of 3.6) than those interviewed in the laboratory (average of 2.9).

The second test has enabled us to validate the assumptions concerning the assistance of the interviewees by a virtual interviewer : the animated presentation and the displays are liked, the redesigned graphic interface enables easier reading of the questions, the logos and the answering methods.

It was then decided to carry out a quantitative test with 4000 individuals, in parallel with traditional readership measurement surveys which will then serve as a measurement benchmark.

This quantitative test demonstrated that the readership measurement on internet had a filter question deficit of 15% compared with the standard measurement, whatever the frequency of issue of the publications. At the same time, we could show that the filter difference was associated with a slight increase in more recent reading (< 30 days) and a slight decrease in least recent reading (> 30 days). The consequence in terms of recent reading was therefore a stabilisation of readership of weeklies (filter decrease was compensated by recent reading), and a decrease for publications of other frequencies of issue (filter decrease not compensated, or even accentuated by recent reading).

Such differentials should however be kept in perspective; a 95% significance test demonstrates that 75% of publications showed no significant differences with the benchmark (i.e. 129 titles), whilst 17% were significantly lower (30 titles) and 8% significantly higher (13 titles).

There nevertheless remained a real filter problem that we assumed came from a lack of follow-up during the filter list.

We therefore introduced 3 complementary follow-up screens in the filter question, which include an audio reading of the question and are adapted to the category of publications to follow (newspapers or magazines). A second quantitative test with 4000 individuals enabled the filter question measurements to return to their usual level.

III-2 CASI or CAPI : role of the interviewer

III-2-a Looking for consistency

Given that France only has 70 to 75% of web users, it was imperative to complement the on-line surveying approach with more traditional interviews. We initially envisaged asking interviewers to take the questionnaire to interviewees without any other intervention from them.

We were proposing a CASI approach totally identical to CAWI; the interviewer would not intervene in the completion of the questionnaire. The benefit was to ensure consistency between the filling in approach of both parts of the sample and, specifically, to neutralize the valorisation impact of declaring a particular publication to a third party (the interviewer).

Tested by a qualitative test, the approach quickly showed its limitations as the non-web users were totally unable to answer questions on a computer on their own. The long time needed to complete the questionnaire, the stress created by the use of a computer, the concentration on manipulations rather than on the questions themselves made us reconsider the level of intervention of the interviewer.

III-2-b The interviewer used as a "filling-in tool"

It was then decided to use the interviewer as a "helping hand" to the non-web user. Instructions were that the interviewer should not intervene in the questionnaire except to click on the answers given by the interviewee. He was free to choose the answers at his own speed (as with CAWI) relying on the interviewer to validate these answers.

This approach which was implemented during the quantitative test also showed its limitations. The interviewees sometimes hesitated and tended to question the interviewer on their choice of answer. Interviewers, who were often experienced people used to the traditional double-screen CAPI survey, found it difficult to remain perfectly neutral when they realised that an interviewee had misinterpreted the question. In all cases, and despite clear instructions given to the interviewers, discrepancies appeared in the implementation.

III-2-c Back to CAPI for non-web users

The problems we faced convinced us to revert to a more traditional interview technique for non-web users : the double screen CAPI. The interviewer manages the questionnaire completely by asking the questions and entering the answers in the computer.

However, and in order to preserve minimum consistency with the CAWI questionnaire, we decided to show interviewees the same screens as those used by internet users. Reminders are therefore identical for both groups, as is the initial audio presentation of the survey which is also proposed to the internet users.

IV- Digital reading : in addition to paper reading

IV-1 Measurement approach

In addition to readership measurement of paper versions of newspapers and magazines, study ONE also measures reading habits of the digital versions of the same publications. For every press publication involved, interviewees are questioned on the various digital versions of the title. These can be :

- The publication's website
- The publication's mobile site
- The tablet application
- The Smartphone application
- Digital publication in a PDF format available on the internet, tablets or Smartphones

The survey consists of a very precise presentation about the boundaries of the press digital versions so that the interviewee understands what is expected of him in the clearest possible way.

Ipsos	Vos connexions au cours des 12 derniers mois
	 Il existe différents types de versions numériques de journaux ou de magazines : les sites internet des journaux et magazines accessibles depuis un ordinateur, un téléphone mobile ou une tablette tactile. les applications des journaux et magazines téléchargeables sur un téléphone mobile ou une tablette tactile
	 les éditions des journaux ou des magazines téléchargeables sur un ordinateur, un téléphone mobile, ou une tablette tactile (version digitale, numérique, PDF)
N	lous allons maintenant vous présenter une série de versions numériques de journaux et de magazines.
	Pour chacune d'entre elles, vous indiquerez, si vous vous y êtes connecté ou si vous l'avez consultée, au cours des 12 derniers mois , que ce soit depuis votre domicile, votre lieu de travail, dans les transports ou ailleurs
	Vous prendrez en compte l'ensemble de vos consultations, quelle que soit la manière d'y accéder : ordinateurs, téléphones mobiles ou tablettes tactiles
Votre avan	cement dans le questionnaire
0 25	50 73 100 %

This is followed by a general filter question about digital reading of each publication.



This question is then followed by a reminder about the various digital versions that exist for each publication.

Vos connexions a	u cours des 30 derniers jours
Quelles sont les versions nu vous êtes connecté(e) ou que vou merci de sélectionner toutes les réponses qu	umériques de journaux et magazines auxquelles vous us avez consultées ? ^{ui vous correspondent}
LAVOIX DU NORD	Le site internet accessible depuis un ordinateur La version PDF téléchargeable depuis un ordinateur Le site internet accessible depuis le navigateur internet de votre téléphone L'application que vous avez téléchargée sur votre téléphone Ne sait pas
Votre avancement dans le questionnaire	Surivant -

Finally, frequentation habits question is asked for all consulted digital versions in order to measure the reading frequency.

IV-2 A few results on digital reading

Digital reading of press publications concerns 49% of the French population. Amongst these "connected" people, 86% have had contact with a digital version of a newspaper and 69% with a digital version of a magazine.

On average, web-users have read 4.6 different titles of the digital press (2.1 magazines and 2.5 daily publications). Websites still represent the majority of digital reading (over 80%) but mobile connexions have started to grow : mobile phone connexions to press publications represent 14% of all connexions (applications and sites). Reading via tablets remains marginal (3%).



The duplication rate between paper and digital reading is around 25%. One in four people reading a paper-based publication also read, more or less regularly, at least one of the digital versions of that paper.

The rate varies according to the press category :

Regional weekly newspapers	24%
Regional Newspapers	25%
National Newspapers	36%
Magazines	12%

IV-3 Conclusion on digital reading

Study ONE represents a real innovation; this survey on reading habits of digital versions monitors the growing importance of the various sources of digital reading. It also provides the publishers with means of arbitrating between the various digital versions they offer, by identifying the profile of the readers of their different versions, as well as their specificities compared with readers of the paper version.

Eventually, we could even contemplate the publication of readership measurements, including all or part of the published digital versions.

Finally, the measurement of digital reading represents a major step forward in terms of cross-media readership measurement between the press (paper format), internet (via internet or tablets) and mobile phones whatever the support used (site, application or PDF).