J-MONITOR: Newspaper ad survey platform
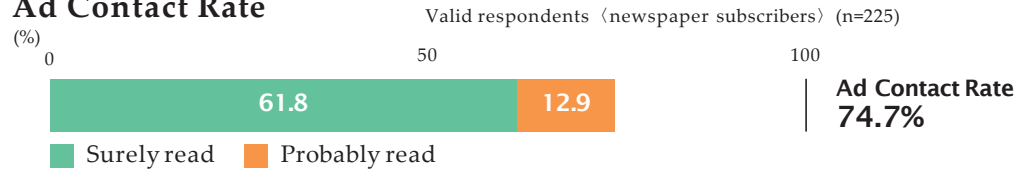
J-MONITOR

What is J-MONITOR ?

A panel survey system shared by newspaper companies is developing.
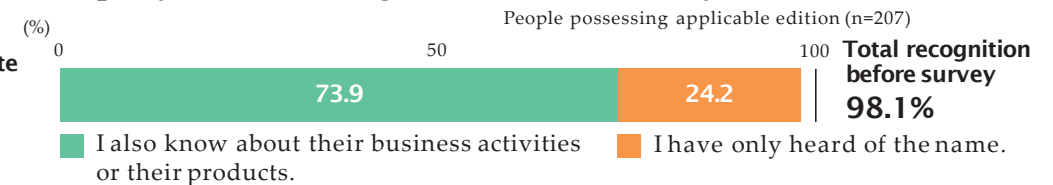
◆ **18 newspaper companies 19 newspapers join. (as of Dec. 2018)**
◆ **Common recruiting process**
◆ **Common panel management**
◆ **Common survey system operated by Video Research Ltd. (third party)**

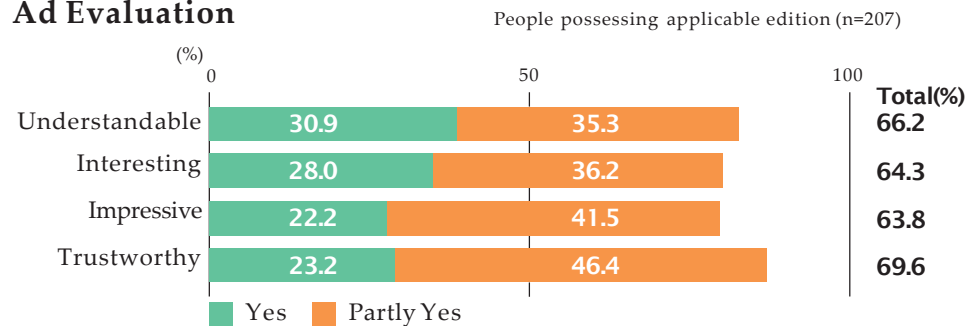# J-MONITOR Survey Result Summary Example (Fashion Brand)
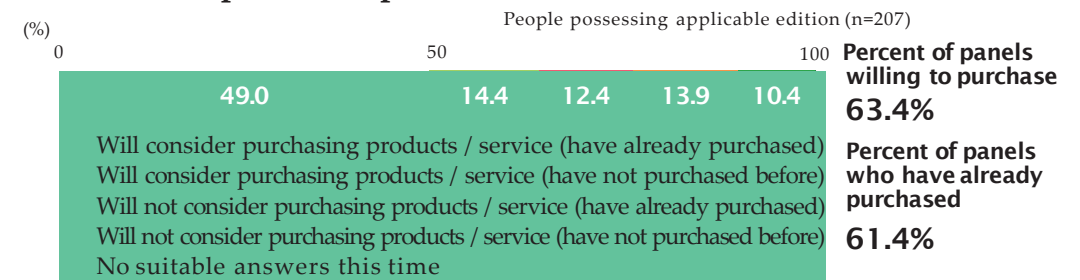
Ad Contact Rate

Valid respondents〈newspaper subscribers〉(n=225)

(%)

61.8	12.9

Surely read Probably read

Ad Contact Rate 74.7%

Ad Evaluation

People possessing applicable edition (n=207)

(%)

	Yes	Partly Yes	Total(%)
Understandable	30.9	35.3	66.2
Interesting	28.0	36.2	64.3
Impressive	22.2	41.5	63.8
Trustworthy	23.2	46.4	69.6

Impression of ad

People possessing applicable edition (n=207)

(%)

Design	Eye-catching	72.0
	Good sense	43.5
Copy	Readable text	4.3
	Suitably-sized letters	7.2
Psychological demand	Sympathetic	3.4
	Persuasive	6.3
	Nice ad	11.6
Involvement	Targeting us	2.9
	Useful	1.9
Originality	Unique	53.1
	Interesting	28.0
Timing	Timely	16.9
	Hot topic	16.4

Company (Brand) recognition before survey

People possessing applicable edition (n=207)

(%)

73.9	24.2

I also know about their business activities or their products. I have only heard of the name.

Total recognition before survey 98.1%

Intention to purchase products/service on the ad

People possessing applicable edition (n=207)

(%)

49.0	14.4	12.4	13.9	10.4

Will consider purchasing products / service (have already purchased)
Will consider purchasing products / service (have not purchased before)
Will not consider purchasing products / service (have already purchased)
Will not consider purchasing products / service (have not purchased before)
No suitable answers this time

Percent of panels willing to purchase 63.4%

Percent of panels who have already purchased 61.4%

Behavior and attitude affected by ad

People possessing applicable edition (n=207)

(%)

I have never heard of this Brand before	1.4
The ad reminded me of this Brand	40.1
I want to check the website of this Brand	7.2
I will compare the products / service on the Internet	3.4
I will check the products / service at stores	5.8
I will take up the product in conversation with others	6.3
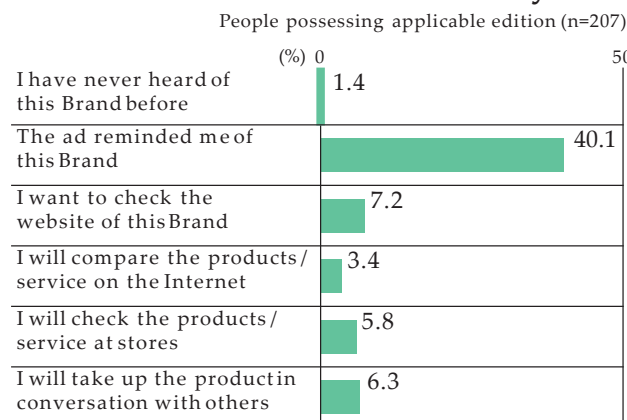
Ad contact rate in other media

People possessing applicable edition (n=207)

(%)

Newspaper article or other than this ad	6.8
Flyer	2.4
TV program or commercial	3.4
Radio program or commercial	0.0
Magazine article or ad	7.7
Outdoor	2.9
Internet	1.4
Others	7.2

Total reach : 22.2%

The Asahi Shimbun
Japan's Leading National Paper
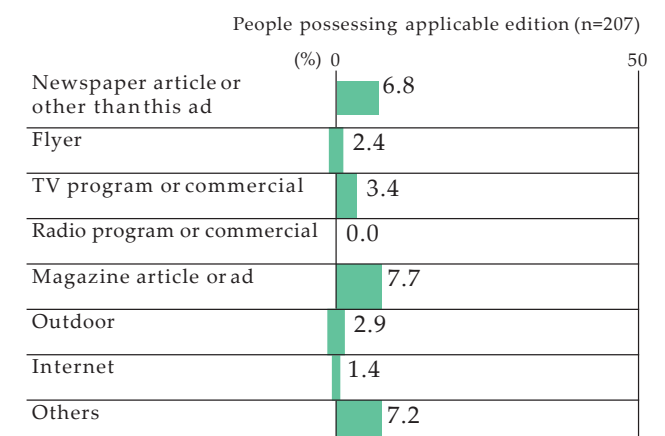
J-MONITOR Survey Outline

Survey Region	Tokyo Metropolitan Area (Tokyo, Kanagawa, Saitama and Chiba Prefecture)
Panels	Male and female aged 15 to 69 who live in the surveyed region and subscribe to both morning and evening editions of The Asahi Shimbun.
Recruiting Panels	Panels are publicly applied via newspaper ads. Applicants are categorized according to their living area and attributes such as genders, ages, occupations and family structure, which is all complied with J-READ* survey methods.
Survey Method	Web survey through PC
Sample Size	Multiple panels, about 300 monitors per panel, are operated.
Survey Date	from 0:00 to 24:00, day after the ad placement.
Letterhead and Fieldwork	Video Research Ltd.

*J-READ : Comprehesive National Newspaper Survey conducted by Video Research Ltd.