

Latest Impact Media Research Study Shows the Royal Gazette as the Most Trusted Media Source

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With a general election impending, the latest Impact Media Research Survey conducted in March 2007 by independent market research specialist, Research.bm asked respondents to name their one most trusted media source. 33% mention a newspaper, 21% a TV station, 19% a radio station, 6% a website, and 2% a magazine.

The Royal Gazette (31%) and ZBM TV (14%) had the highest percentage of individual media citations. Those citing The Royal Gazette as their most trusted media source are most likely to do so because *newspapers always print corrections, it is the only paper they read*, and because they believe *it is more accurate*. Those citing ZBM TV are most likely to do so because *you can see what they are reporting for yourself*, because *I always watch them*, and because they believe *it is more accurate*.

The Impact Media Research Survey is conducted bi-annually by Research.bm in order to track and evaluate the effectiveness of their client's advertising. A sample of 400+ individuals aged 18+ are polled on their choices and trends with regards to magazines, radio, television, Internet, direct marketing material and event attendance. The polled sample is reflective of the population breakdown as released by the Department of Statistics and is weighted with a margin of error +/-4.9%. The results were analyzed by age, gender race and socio-economic information.

With regard to the PLP's announcement that they are to field white candidates at the next election, the survey found that 78% of Bermudian residents aged between 18-24 years old saw this as a political man oeuvre. Whilst the majority of Bermudian residents (53%) feel that the fielding of a white candidate by the PLP is a political gesture, 29% see it as a positive sign. Further analysis shows that there is no significant difference between whites and blacks on the issue with 32% of blacks and 31% of whites viewing it as a positive move.

In addition, the survey asked respondents some general interest questions regarding the dump fire, the use of spas and the six year work ruling. Results to these can be found on the company's website on www.research.bm. In addition to asking questions on behalf of their clients, the March survey polled residents on the market research industry. When asked if they were more likely to participate in a telephone survey if conducted by a local interviewer, 62% said yes, whilst 57% indicated that they are more likely to open up to a local interviewer.

"The research reaffirms the approach that we took three years ago, when, instead of outsourcing surveys to Canada, we set up the island's first local call centre" says Office Manager Tina Lima. "Our belief has always been that a place as unique as Bermuda needs its data collected by those who understand it. As well as ensuring quality data for our clients, we provide excellent training and experience for our callers and are helping to put back into the local economy by providing a useful second income".

For further information about the Impact Media Survey and Research.bm go to: www.research.bm.

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