



NEWSPAPER ASSOCIATION OF AMERICA



## **How America Shops and Spends 2014** *Consumers, Advertising & Media*

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## Executive Briefing

Below are the key highlights from this 2014 national study of consumers, advertising and media usage.

- Almost nine in 10 adults (88%) used one of 21 types of advertising media tested in this study to help plan any shopping or make purchasing decisions in the past seven days.
- Eight in 10 (79%) of adults have taken action as a result of reading or seeing an ad in a print newspaper in the past 30 days.
- Newspaper media, combining the print newspaper and newspaper websites, are used by 57% of adults in the past seven days for shopping planning and purchase decisions. More than half (52%) use the print newspaper and one in five (21%) use newspaper websites.
- Four in 10 adults have taken an action online as a result of reading or seeing an ad in a print newspaper in the past 30 days.
- For print newspaper advertising, consumer benefits are most apparent for bringing sales to consumers' attention (28%), for being believable and trustworthy (26%), advertising that consumers look forward to (22%), for being something that few try to avoid (9%) and for having advertising that few consider annoying (4%).
- One-quarter (26%) of those who say they have not "read" the newspaper in the past week report using the newspaper for a variety of purposes.
- Preprints in the weekday and Sunday newspaper move consumers—not just self-described newspaper readers—to act in a variety of ways. Nearly eight in 10 (78%) adults have taken some action in the past 30 days from an ad in a circular appearing in the newspaper package.
- Newspapers are the leading medium consumers use for coupons. Seven in 10 (69%) cite the Sunday or weekday editions as coupon sources.
- More than half (55%) of those who used various online ads also used print newspaper ads in the past week for the shopping planning and decision-making process. In the course of a month, nearly nine in 10 of those using online advertising took action as a result of a print newspaper ad (86%) or a newspaper preprint (84%).
- Of the 51% who sought out circulars online in the past 30 days, more than eight in 10 of them (86%) took some action in the same time period as a result of a print ad circular delivered in the newspaper.

# Advertising, Shopping & Purchasing

## Use of Advertising in the Past 7 Days

There is no shortage of advertising information for consumers. In fact, consumers sometimes can feel overwhelmed by the volume and frequency of advertising messages, since their own use of more media platforms for purposes other than shopping exposes them to more messages. Nevertheless, nearly all consumers rely on advertising when making plans to shop and making decisions on what to buy.

Almost nine in 10 adults (88%) used one of 21 types of advertising media tested in this study to help plan any shopping or make purchasing decisions in the past seven days.

### Demographic Summary of Adults Using Advertising Past 7 Days

<b>Total Adults</b>	<b>88%</b>
<i>Men</i>	<i>87%</i>
<i>Women</i>	<i>89%</i>
<b>Age Group</b>	
<i>18-34</i>	<i>82%</i>
<i>35-54</i>	<i>91%</i>
<i>Age 55+</i>	<i>92%</i>
<b>Household Income</b>	
<i>Less than \$25K</i>	<i>83%</i>
<i>\$25K-\$49K</i>	<i>90%</i>
<i>\$50K-\$74K</i>	<i>90%</i>
<i>\$75K-\$99K</i>	<i>88%</i>
<i>\$100K-\$149K</i>	<i>93%</i>
<i>\$150K or more</i>	<i>90%</i>
<b>Education</b>	
<i>High school or less</i>	<i>89%</i>
<i>Some college</i>	<i>86%</i>
<i>College graduate</i>	<i>89%</i>
<i>Graduate degree or more</i>	<i>88%</i>
<b>Family Status</b>	
<i>Families with Children</i>	<i>89%</i>

*Base = total adults*

Use of advertising to help plan and purchase is so pervasive that there is little substantial difference in the demographics of those using advertising during the week.

## Media & Usage of Advertising

The table below (split into two parts) depicts the variety of advertising channels that consumers use in a typical week to assist their shopping plans and buying decisions. The column on the left lists mostly non-digital platforms. The column on the right details 10 specific digital advertising types.

### Media Used in Past 7 Days for Shopping Planning and Purchase Decisions

<b>Newspapers, Print &amp; Online (net)</b>	<b>57%</b>	<b>Online (net) including newspaper websites</b>	<b>58%</b>
<i>Print newspapers, including ads in regular news and classified pages and inserted circulars</i>	52%	<b>Online (net) without newspaper websites</b>	<b>55%</b>
<b>Local Newspaper Website</b>	21%	<i>Store or product advertising that comes in email</i>	39%
<b>Product displays in a regular store</b>	<b>52%</b>	<i>Online ads that appear sometime after you viewed that product online</i>	27%
<b>Printed circular that you picked up inside the store where you were shopping/ad circulars provided in stores</b>	<b>49%</b>	<i>Advertising that appears on your newspaper's website</i>	21%
<b>Advertising that comes in the mail</b>	<b>48%</b>	<i>Advertising displays on general interest websites such as Yahoo!, MSN, AOL or similar sites</i>	20%
<b>Television</b>	<b>41%</b>	<i>Ads on social networking sites such as Facebook, LinkedIn, Twitter or similar sites</i>	19%
<b>Magazines</b>	<b>24%</b>	<i>Advertising that appears on the right side or the top of the screen when you use search engine online</i>	17%
<b>Radio</b>	<b>22%</b>	<i>Advertising that appears on your smartphone such as iPhone, Android, BlackBerry or similar device</i>	16%
<b>Advertising that is left at or near your front door, porch or driveway (but not in the mail)</b>	<b>19%</b>	<i>Commercial that appears just before an online video</i>	14%
<b>Advertising videos shown in shopping malls or inside retail stores</b>	<b>18%</b>	<i>Advertising that appears on your tablet, such as an iPad, Kindle or similar device</i>	13%
<b>Billboards</b>	<b>14%</b>	<i>Ads shown in video games</i>	7%
<b>Yellow Pages book</b>	<b>12%</b>		

Base = total adults

Newspaper media, combining the print newspaper and newspaper websites, are used by 57% of adults in the past seven days for shopping planning and purchase decisions. More than half (52%) use the print newspaper and more than one in five (21%) use newspaper websites.

In-store product displays are also used by a majority of consumers (52%). Half of them use in-store circulars (49%) and ads delivered to them by mail (48%). Less than half cite television (41%), magazines (24%) or radio (22%) as providing advertisement they use in a typical week. One in five (19%) use advertising delivered to their residence but not put in the mailbox and nearly the same proportion (18%) cite videos ads in malls or stores.

Smaller numbers report billboards (14%) or the printed Yellow Pages book (12%) as sources they use.

It comes as no surprise that a large number of adults use some type of online advertising during the course of a week (58%) for shopping planning and purchasing. Yet this online advertising is fragmented across ten different types probed in this study, ranging from email advertising (39%) to ads shown in video games (7%). Advertising on general interest websites are used by one-fifth of consumers during the week, and the same number (19%) cite social media. Advertising on smartphones are used by less than one in five (16%) of adults, and fewer cite ads appearing on their tablets (13%).

## Advertising Benefits

For consumers, each medium has a particular set of advantages.

For the print newspaper advertising, consumer benefits are most apparent for bringing sales to consumers' attention (28%), for being believable and trustworthy (26%), advertising that consumers look forward to (22%), for being something that few try to avoid (9%) and for having advertising that few consider annoying (4%).

Print newspapers also demonstrate competitive strength vis-à-vis the Internet where consumers check for regular shopping (30% newspapers vs. 32% Internet), being most valuable in planning shopping (29% vs. 33%), and having ads they consult from stores they regularly shop (27% vs. 28%).

Advertising Benefit	Newspapers	Internet	TV	Radio	Magazines	Catalogs	Mail
You check for regular shopping	30%	32%	5%	1%	2%	3%	16%
Is most valuable in planning shopping	29%	33%	5%	1%	2%	3%	16%
Is the best for bringing sales to your attention	28%	24%	18%	2%	2%	3%	16%
Has advertising that you consult from stores that you regularly shop	27%	28%	6%	1%	2%	3%	19%
Is the most believable and trustworthy	26%	18%	9%	2%	4%	4%	15%
You look forward to this type of advertising	22%	19%	10%	1%	5%	5%	17%
Is most convenient to use	21%	44%	10%	2%	2%	2%	12%
You prefer it for receiving advertising information	20%	31%	11%	3%	3%	4%	17%
Is the most up-to-date	20%	45%	14%	2%	1%	2%	10%
Makes it easy to compare prices of different stores	19%	53%	4%	1%	1%	1%	11%
You try to avoid this kind of advertising	9%	17%	19%	9%	3%	5%	19%
Has the most annoying advertising	4%	20%	36%	14%	2%	1%	13%

Base = Total Sample

## Newspaper Print Ads Drive Action

The power of newspaper print ads to drive consumers to action is clear. Eight in 10 adults (79%) took some action as a result of seeing an ad in a print newspaper in the past 30 days, and half (51%) made a purchase. Four in 10 took an action online.

Type of Actions, Past 30 Days (total adults)	Actions Taken
<b>Any action taken on a newspaper print ad (net)</b>	<b>79%</b>
Became aware of a sale	61%
Clipped a coupon	51%
Bought something advertised	48%
Visited a retail store or showroom	42%
Discussed or mentioned the product advertised with a friend or family member	40%
Picked up shopping ideas	37%
Checked a website to learn more about an advertised product or service advertised in the newspaper	33%
Tried something for the first time	29%
Used the search function on the Internet to get more information about an ad in the paper	28%
Called for more information	16%
Bought something at an Internet advertising website that you saw advertised in the newspaper	14%
<b>Purchased (net)</b>	<b>51%</b>
Bought something advertised	48%
Bought something at an Internet advertising website that you saw advertised in the newspaper	14%
<b>Online (net)</b>	<b>40%</b>
Checked an Internet website to learn more about an advertised product or service advertised in the newspaper	33%
Used the search function on the Internet to get more information about an ad in the paper	28%
Bought something at an Internet advertising website that you saw advertised in the newspaper	14%
Contacted (net)	48%
Visited a retail store or showroom	42%
Called for more information	16%



Newspaper print ads drive action regardless of age and gender, though there are some differences particular to certain actions.

Type of Actions , Past 30 Days	Men	Women	18-34	35-54	55+
<b>Any action taken (net)</b>	<b>78%</b>	<b>81%</b>	<b>74%</b>	<b>79%</b>	<b>84%</b>
Became aware of a sale	60%	61%	59%	61%	61%
Clipped a coupon	42%	59%	48%	52%	52%
Bought something advertised	45%	50%	42%	50%	51%
Visited a retail store or showroom	43%	41%	38%	45%	43%
Discussed or mentioned the product advertised with a friend or family member	38%	42%	42%	40%	38%
Picked up shopping ideas	37%	38%	40%	40%	33%
Checked a website to learn more about an advertised product or service advertised in the newspaper	34%	31%	42%	34%	24%
Tried something for the first time	31%	28%	30%	27%	31%
Used the search function on the Internet to get more information about an ad in the paper	29%	27%	36%	30%	20%
Called for more information	16%	16%	17%	15%	16%
Bought something at a website that you saw advertised in the newspaper	16%	13%	18%	17%	8%
<b>Purchased (net)</b>	<b>48%</b>	<b>53%</b>	<b>47%</b>	<b>53%</b>	<b>52%</b>
Bought something advertised	45%	50%	42%	50%	51%
Bought something at a website that you saw advertised in the newspaper	16%	13%	18%	17%	8%
<b>Online (net)</b>	<b>41%</b>	<b>38%</b>	<b>51%</b>	<b>42%</b>	<b>28%</b>
Checked a website to learn more about an advertised product or service advertised in the newspaper	34%	31%	42%	34%	24%
Used the search function on the Internet to get more information about an ad in the paper	29%	27%	36%	30%	20%
Bought something at a website that you saw advertised in the newspaper	16%	13%	18%	17%	8%
<b>Contacted (net)</b>	<b>48%</b>	<b>47%</b>	<b>44%</b>	<b>48%</b>	<b>50%</b>
Visited a retail store or showroom	43%	41%	38%	45%	43%
Called for more information	16%	16%	17%	15%	16%

Base = total adults

For example, there is virtually no difference in terms of age or gender in reference to newspaper ads driving awareness of a sale.

But women are more likely to have clipped a coupon (59%) than men (42%) and also to have bought something that was advertised in the newspaper (50% vs. 45%).

There are some differences in actions taken by certain age groups. Those ages 35-54 (79%) and 55 or older (84%) are more likely to have taken an action than those 18-34 (74%), but the aggregate numbers are impressively large nonetheless

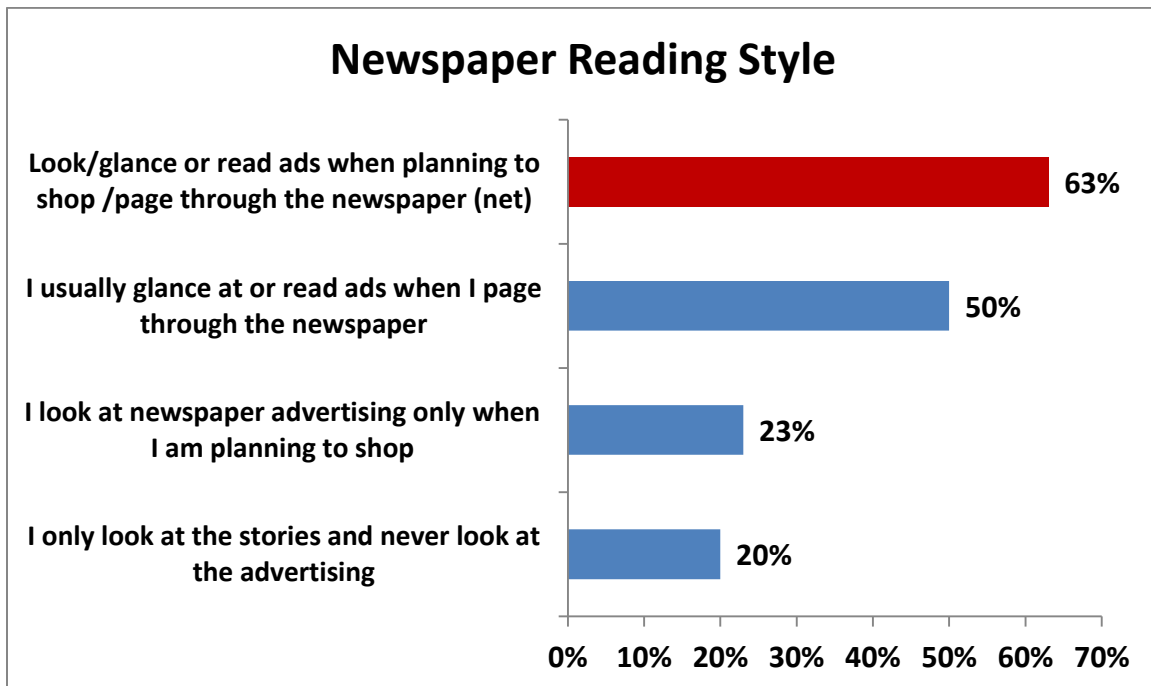
Predictably, the 18-34 age group is driven to more online actions from newspaper print advertising than the older groups. Half of the 18-34 age group (51%) took at least one online action as a result of a newspaper print ad in the past month. This contrasts with over four in 10 (42%) of the 35-54 group and less than three in 10 (28%) of the oldest group.

For each of three specific online actions prompted by newspaper print advertising, 18-34 year olds are more likely than older groups to have:

- Checked an Internet website to learn more about an advertised product or service advertised in the newspaper (42%),
- Used the search function on the Internet to get more information about an ad in the paper (36%), and
- Bought something on an Internet advertising website that you saw advertised in the newspaper (18%).

### Newspaper Reading Style & Advertising Exposure

Nearly two-thirds (63%) of consumers look at or read advertisements as they go through the newspaper or when they are planning their shopping. Half (50%) glance at or read ads during their typical newspaper reading. About one-quarter (23%) look at newspaper ad when they are actively planning a shopping activity. Twenty percent report only looking at editorial material and not the advertising.



Base =newspaper readers

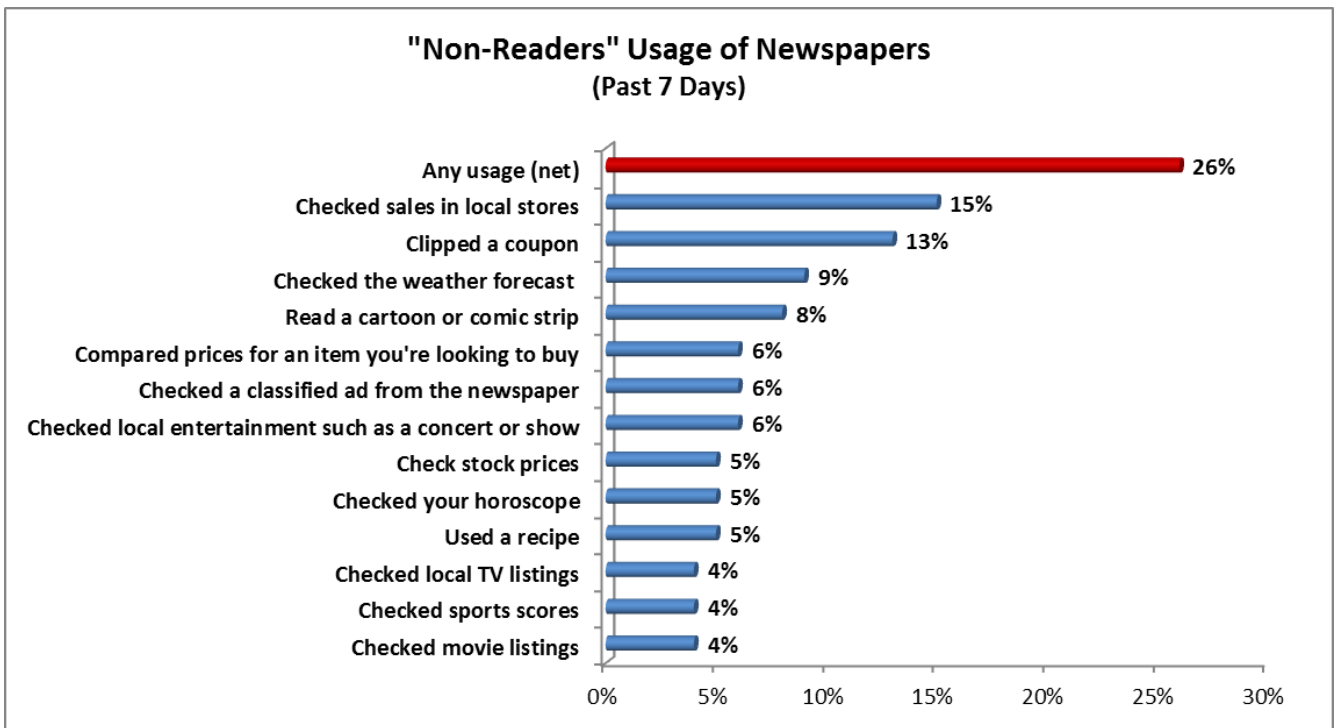
# Non-Readers & Newspapers

## Usage by “Non-Readers”

The conventional way of asking about newspaper print readership is to probe whether the respondent “read or looked into” the newspaper. This study used that conventional method for the data in this report.

Those who did not say they read or looked into the newspaper in the past week were asked an additional question, that is, whether they *used* the printed newspaper for an one of 13 uses listed in the table below.

One-quarter of survey respondents (26%) who reported they did not “read or look into” the newspaper in the past seven days acknowledged usage of the newspaper.



Base = Non-readers in past 7 days.

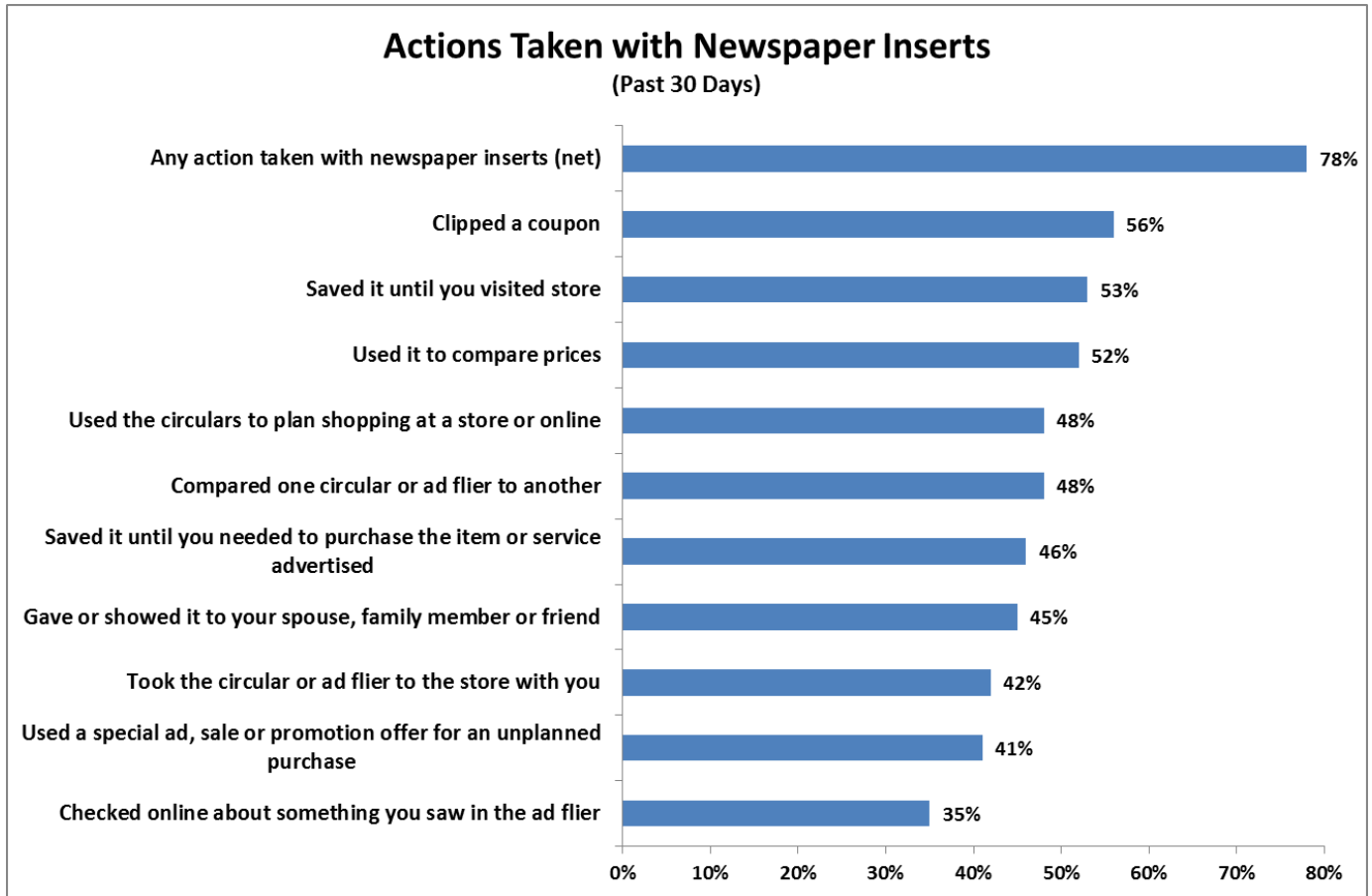
The top half of the newspaper uses for non-readers are mainly related to advertising, from checking sales in local stores (15%), clipping coupons (13%), comparing prices (6%) or checking the classifieds (6%).

This conventionally uncounted set of newspapers users constitutes a “silent minority” of consumers for which advertisers need to be made aware.

# Preprints & Consumers

## Preprints Drive Consumers to Act

Preprints in the weekday and Sunday newspaper move consumers—not just self-described newspaper readers—to act in a variety of ways. Eight in 10 (78%) adults have taken some action in the past 30 days from an ad in a circular appearing in the newspaper package.



Base = total adults

Clear majorities use newspaper inserts by clipping coupons (56%), saving them for store visits (53%), and comparing prices (52%). Nearly half use them for planning shopping either at a brick-and-mortar store or online (48%), comparing inserts from different stores (48%) or saving them until they need to purchase an item advertised (46%). About four in 10 share them with family and friends (42%), take them to the store when shopping (42%), use them for an unplanned purchase (41%). Over one-third (35%) went online for more information.

Women are more likely than men to have used inserts for nearly all these actions:

- Clipped a coupon (65% vs. 47%),
- Saved it until a store visit (59% vs. 47%),
- Compare prices (57% vs. 47%),

- Compared one circular or flier to another (51% vs. 45%),
- Used it to plan shopping at a store or online (53% vs. 42%),
- Saved it until needed to purchase item advertised (53% vs. 39%),
- Showed it to family or friends (48% vs. 42%),
- Took it to the store (48% vs. 36%), or
- Used a special ad, sale or promotion for an unplanned purchase (44% vs. 37%).

The only action with inserts where men edge out women is in checking out something online after seeing an insert (36% vs. 33%).

Newspaper inserts drive actions in all age groups, for those 18-34 (73%), for 35-54 (80%) and those 55 or older (80%). Generally, both the 35-54 and the 55 or older age groups are somewhat more likely to engage in each of the actions listed, with the exception of checking things out online after looking at an insert. For that action, the 18-34 group (39%) and the 35-54 group (40%) are more prone to do that than the 55 or older crowd (25%).

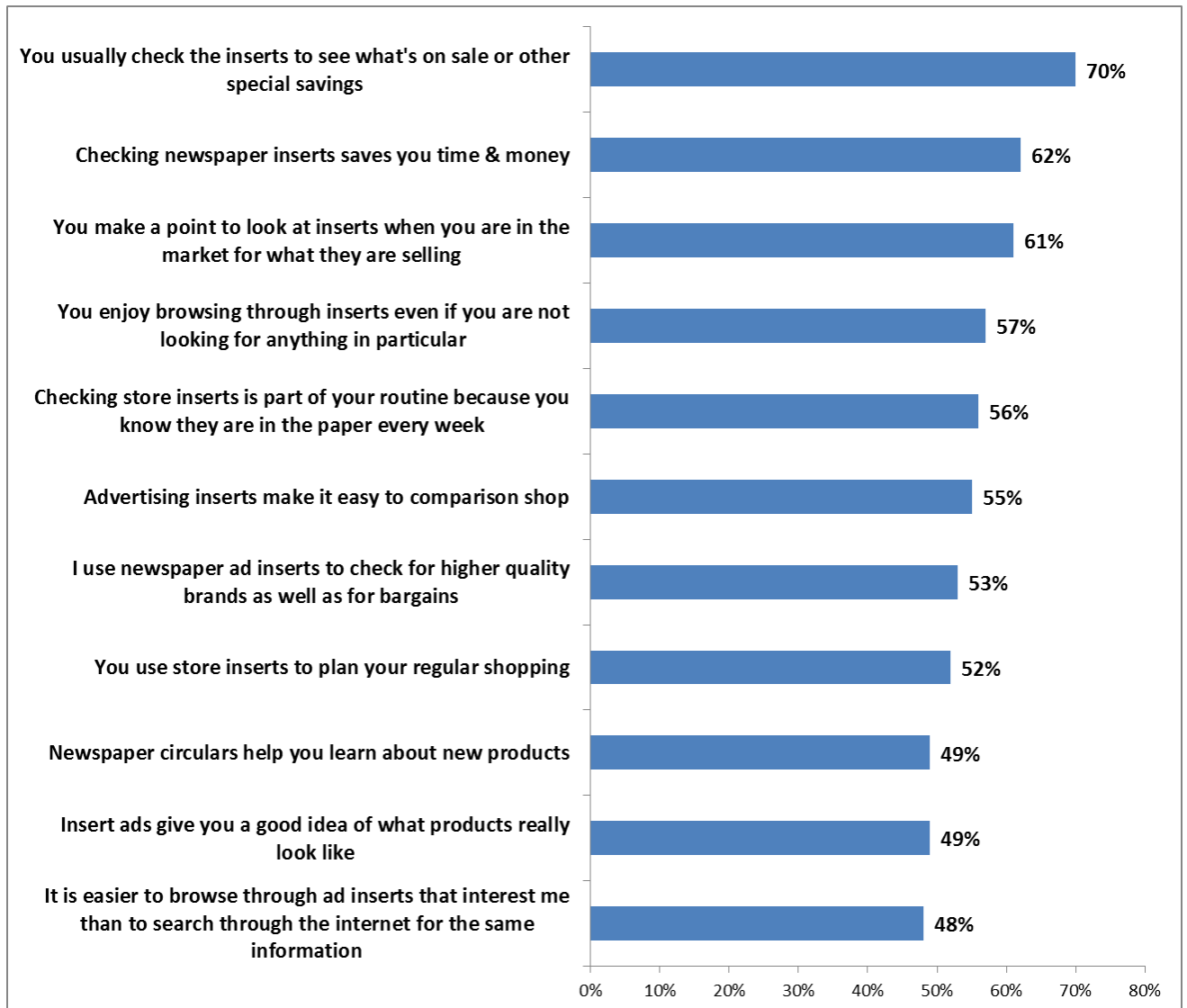
Newspaper inserts also drive consumers to act across all income groups. Higher income level groups are more likely than the lowest income groupings to go online after looking at a newspaper insert.

Actions Taken Past 30 Days by Household Income	Less than \$25K	\$25K- \$49K	\$50K- \$74K	\$75K- \$99K	\$100K- \$149K	\$150K+
<b>Any action taken (net)</b>	<b>76%</b>	<b>81%</b>	<b>80%</b>	<b>77%</b>	<b>77%</b>	<b>74%</b>
Clipped a coupon	53%	60%	58%	56%	54%	51%
Saved it until you visited store	55%	53%	58%	52%	50%	44%
Used it to compare prices	51%	56%	58%	54%	50%	34%
Compared one circular or ad flier to another	49%	51%	52%	46%	48%	32%
Used the circulars to plan shopping at a store or online	45%	48%	50%	55%	44%	45%
Saved it until you needed to purchase the item or service advertised	49%	46%	50%	39%	43%	43%
Gave or showed it to your spouse, family member or friend	40%	45%	54%	48%	43%	41%
Took the circular or ad flier to the store with you	44%	43%	44%	46%	34%	40%
Used a special ad, sale or promotion offer for an unplanned purchase	41%	40%	47%	41%	36%	34%
Checked online about something you saw in the ad flier	29%	34%	38%	34%	40%	36%

Base = total adults

## Benefits of Newspaper Inserts

Respondents in this study were asked to rate statements about newspapers inserts on a 5-point scale, where 1 is “strongly disagree” and 5 is “strongly agree”. The table below combines those who rated the statements as 4 or 5.



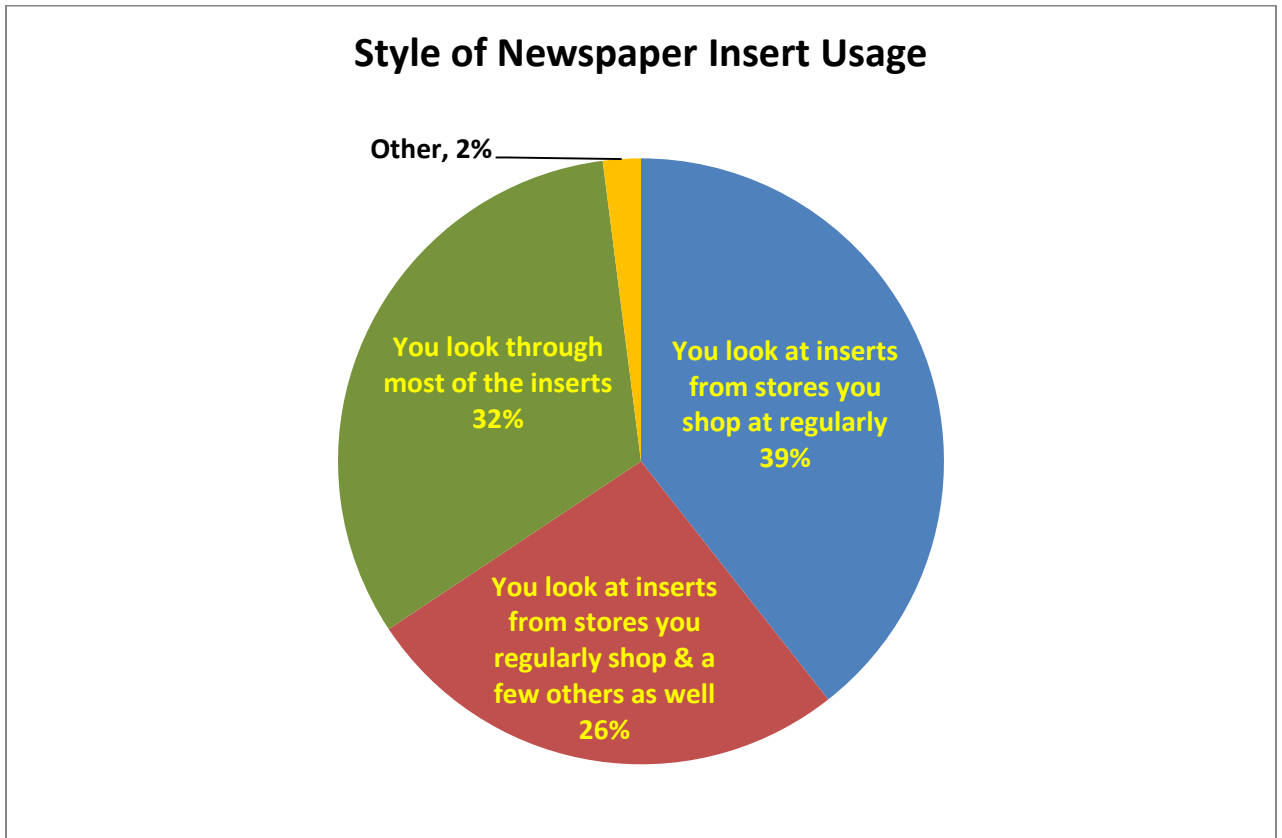
*Base = Used newspaper inserts*

Newspaper insert users undoubtedly see the benefit of inserts for sales and special savings purchases (70%). Saving time and money is also an important benefit for insert users (62%) as well as usage when they are looking for an item the advertiser happens to be selling (61%).

Beside the very practical benefits of newspaper inserts, a significant proportion of insert users simply enjoy browsing through them even if they are not looking for specific things to buy (57%). Nearly two-thirds of female insert users (64%) engage with inserts that manner.

## Style of Using Newspaper Preprints

Most users of newspaper inserts read them in a relatively deliberate manner.

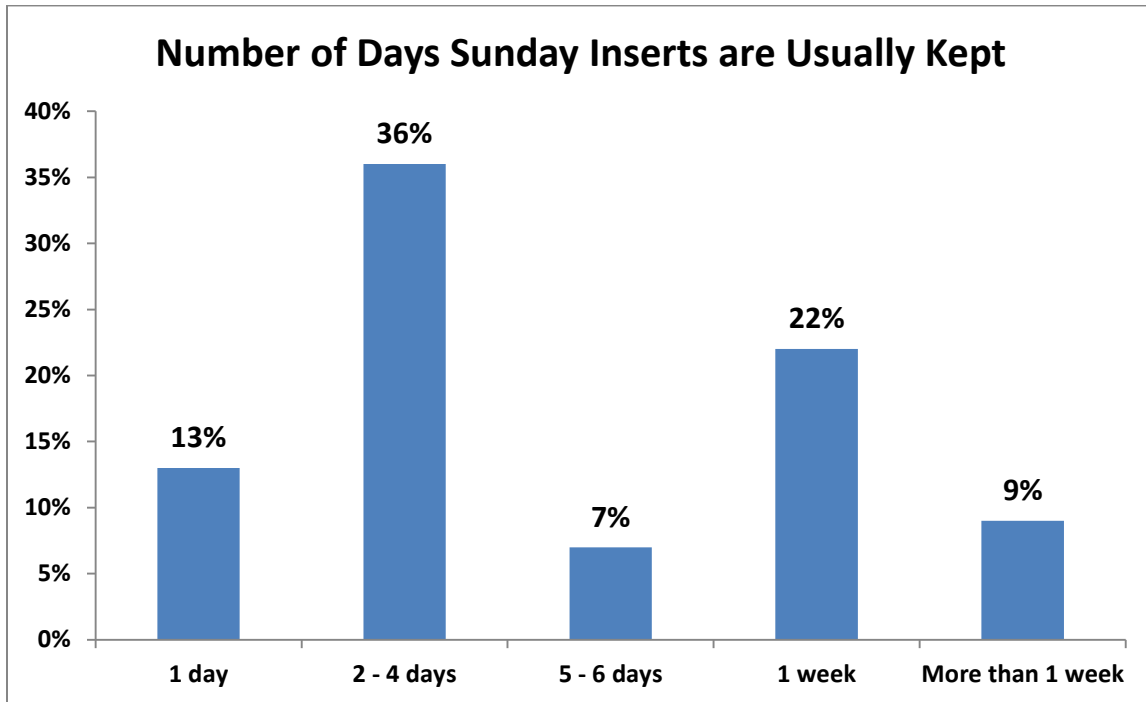


*Base = Used newspaper inserts*

One-third (32%) of insert readers look through most of the inserts as part of their normal usage pattern. Thirty-nine percent of insert users look at the inserts from stores where they shop at regularly. One-fourth (26%) look at the inserts from stores where they regularly shop and a few others.

## Shelf Life of Sunday Newspaper Preprints

Newspaper preprints have a considerable shelf life in the American home during the week.



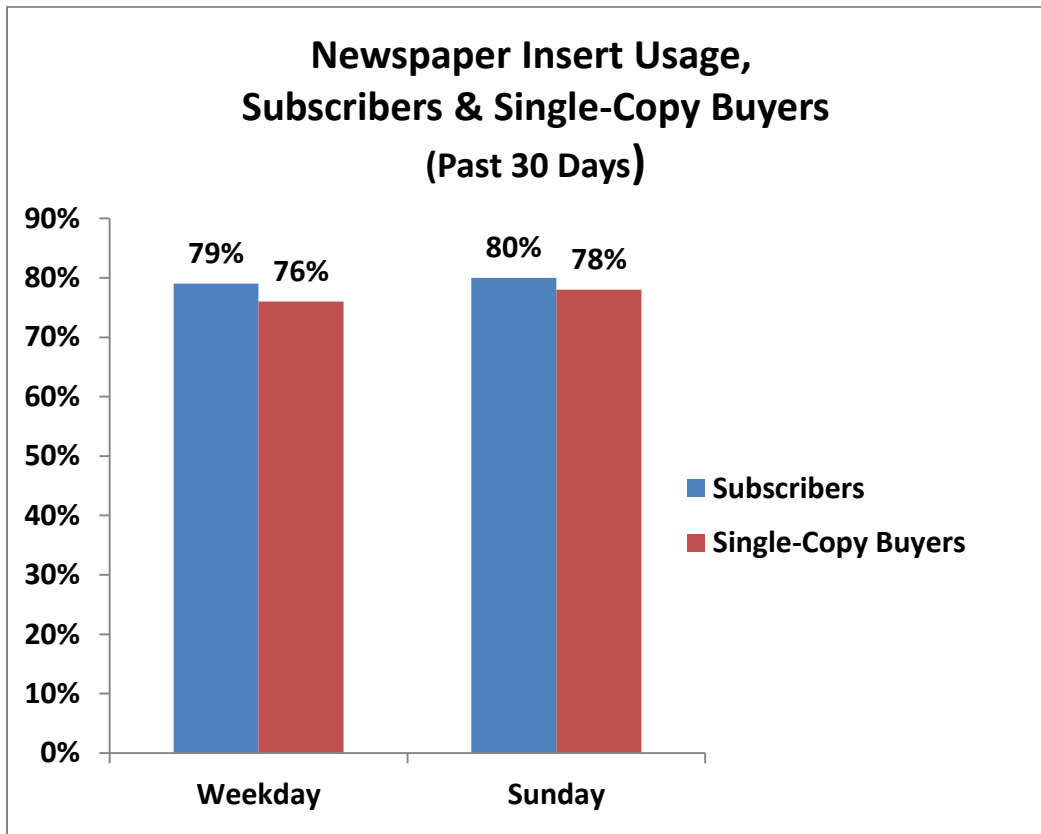
*Base = Used newspaper inserts*

Three-fourths (74%) of those who use inserts in the Sunday newspaper keep them for more than one day. More than one-fifth (22%) keep the inserts at for a full week, and nearly one in 10 (9%) keep them for more than one week. The mean number of days the Sunday preprints are kept is 4.9; the median number of days they are kept is 3.0.



## Subscribers & Single-Copy Buyers

One myth about newspaper inserts is that single-copy buyers are substantially different than home-delivery subscribers.



The data collected in this study demonstrates that there is no significant difference between subscribers and single-copy buyers in their usage of newspaper inserts to plan shopping or make purchasing decisions.

Eight in 10 (79%) subscribers to weekday editions have used inserts in the past month compared to 76% of weekday single copy buyers. Similarly, 80% of subscribers to Sunday editions used newspaper inserts compared to 78% of Sunday single-copy buyers.

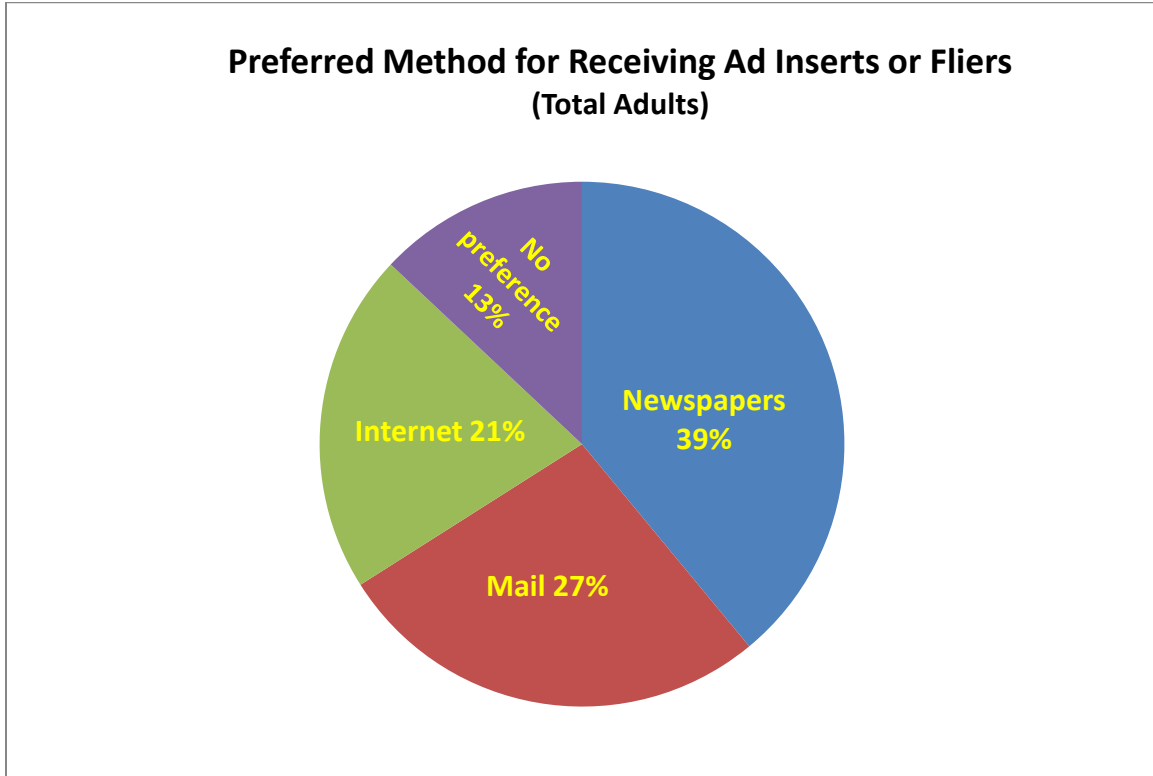
One interesting difference concerns the trend in insert usage over the past few years. One-third (32%) of Sunday single-copy buyers say they are using inserts more often compared to 24% of Sunday subscribers. That further demonstrates the importance of Sunday single-copy buyers for advertisers.

Trend in Usage	Weekday Subscribers	Weekday Single-Copy Buyers	Sunday Subscribers	Sunday Single-Copy Buyers
More often	30%	26%	24%	32%
About the same	54%	52%	59%	51%
Less often	16%	22%	17%	17%

*Base = Used newspaper inserts*

## Preferred Method of Receiving Ad Inserts

Among the 84% of the adult population who are online, a plurality (39%) stated a preference for receiving ad inserts or fliers in the printed newspaper. Mail was the second preferred method (27%), followed by the Internet (21%), and 13% had no preference.

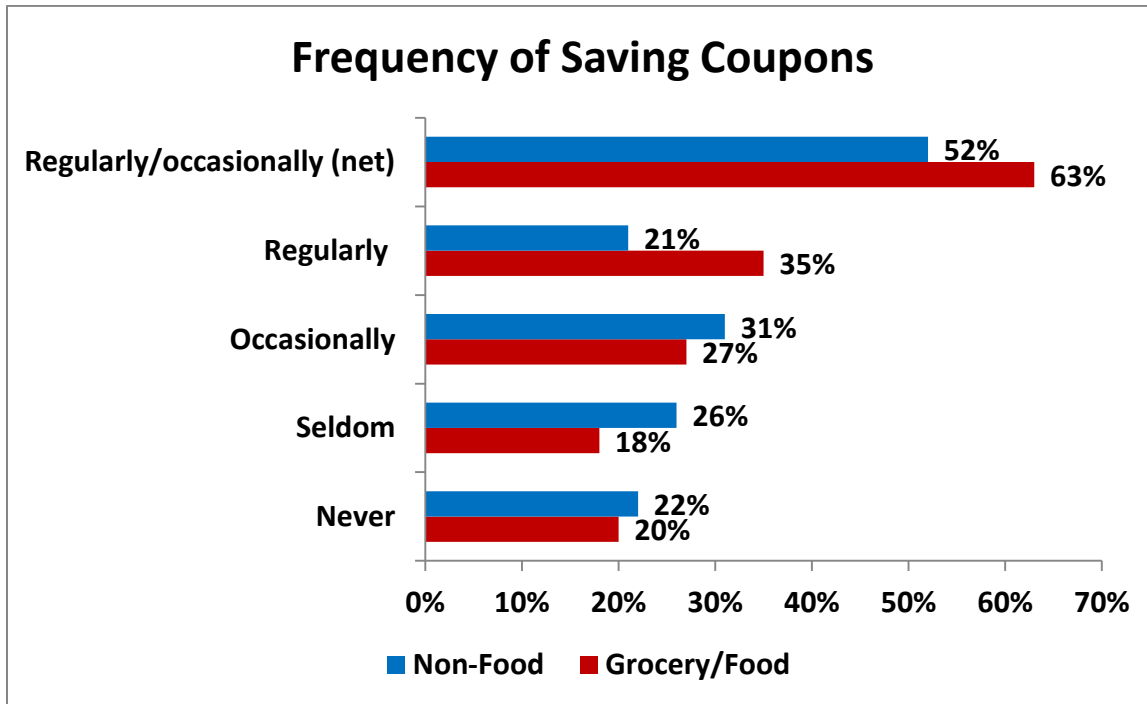


There is little difference between genders in terms of preference for newspapers (males 39%, females 35%), but age difference exists as one might expect. The 18-34 age group prefers Internet over newspapers (34% to 23%) and prefers mail (26%). In the middle group, ages 35-54, newspapers edge out Internet (37% vs. 36%) with mail trailing (27%). Those age 55 or older show a clear newspaper preference (54%) compared with mail (21%) and the Internet (14%).

# Coupons

## Frequency of Saving

The majority of consumers save coupons regularly or occasionally, both for grocery (63%) and non-grocery merchandise (52%).



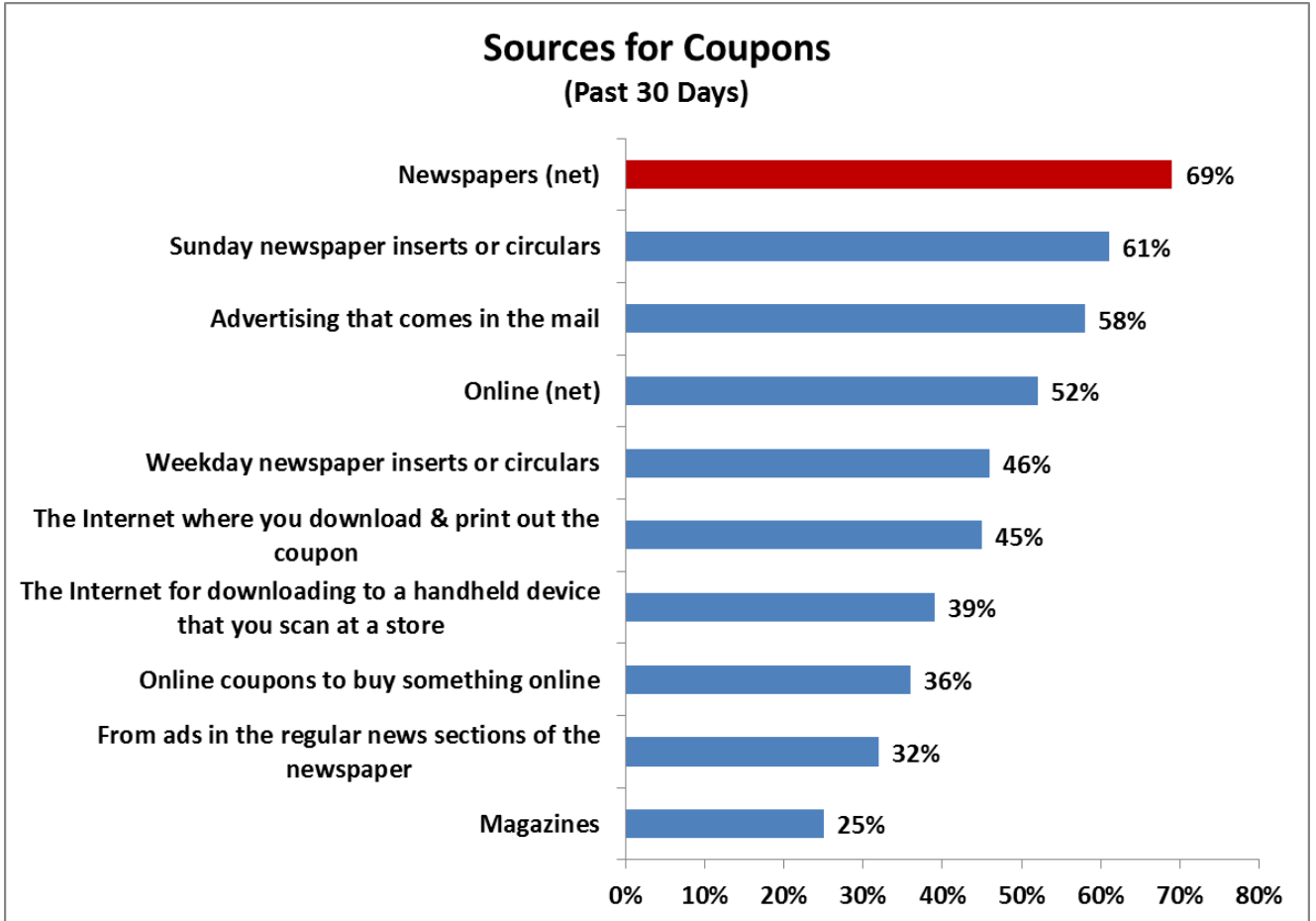
Base = total adults

Women are especially engaged in coupon saving regularly or occasionally, both for groceries (70%) and for non-food items (61%). More than two-thirds (67%) of those ages 35-49 regularly or occasionally save coupons for groceries and more than half (55%) of them save non-food coupons.

Adults with annual household incomes in the \$100K-\$150K range are the strongest users of non-food coupons, with 57% using them regularly or occasionally. Just over six in 10 of them (62%) also use grocery coupons.

## Coupon Sources

Newspapers are the leading medium consumers use for coupons. Seven in 10 (69%) cite the Sunday or weekday editions as coupon sources. Sunday newspaper inserts in particular are the leading source, with 61% of adults using them for coupons in the past month, while nearly half (46%) cite the weekday newspaper. Coupons in the run-of-press sections are cited by one-third (32%) of consumers.



*Base = if ever use coupons*

Coupons in the mail are the second source by a majority of consumers (58%). Just over half (52%) mention a set of online sources for coupons. These include coupons that are downloaded and printed out (45%), coupons scanned at the store from a mobile device (39%), and online coupons used for online purchases (36%).

Women lead men in using newspapers as a coupon source (71% vs. 66%). Newspaper as a coupon source rates highly across age groups, with more than six in ten (62%) of the 18-34 age group using newspapers and more than seven in ten for both the 35-54 group (71%) and the 55 or older group (73%) also using newspapers for that purpose.

## Online Activity

### Shopping & Purchasing

Almost two-thirds of adults (63%) have taken an action online, either for shopping or making purchases in the past 30 days.

Online Shopping or Purchasing	Actions Taken Past 30 Days
<b>Any actions taken (net)</b>	<b>63%</b>
Researched or shopped for a product or service or store online	53%
Used the Internet to get more information about advertising you saw in the newspaper	27%
Used the Internet to get more information about advertising you saw on television	27%
While in a store checked your mobile phone or tablet to compare prices or other product information	25%
Used a shopping app on your mobile device	21%
shopped at home using your mobile phone	20%
Go online to obtain coupons for discounts (net)	39%
Go online to obtain coupons for discounts on purchases at online stores	31%
Go online to obtain coupons for discounts on purchases at regular brick and mortar stores	28%
<b>Any mobile actions (net)</b>	<b>35%</b>
While in a store checked your mobile phone or tablet to compare prices or other product information	25%
Used a shopping app on your mobile device	21%
Shopped at home using your mobile phone	20%
<b>Purchased (net)</b>	<b>61%</b>
Purchased something online	53%
Bought something at a local store after checking the Internet for that product	35%
Bought something on the Internet after checking local stores for that product	29%
None of these	16%

*Base = total adults*

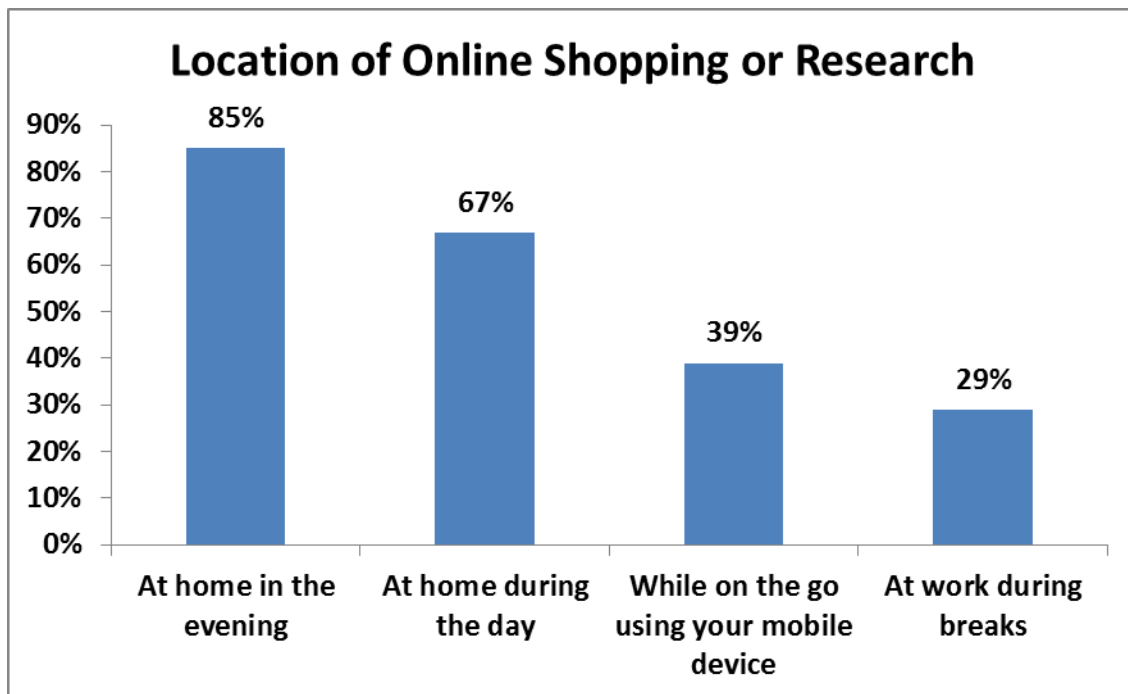
Six in 10 (61%) made actual online purchases and 53% have done research or shopping online for a product or service. More than one-third (35%) have used a mobile device in some way, and one in five (21%) used an app on their device.

Online actions related to shopping and buying on a past 30 day basis show essentially no gender difference (males 64%, females 62%). Significant age differences in this regard are hardly a surprise. Eight in 10 (80%) of the 18-34-year-olds took some action, as did nearly seven in 10 (69%) of the 35-54 age group. Less than a majority (42%) of the 55 or older group took an action online related to shopping or buying.

The age difference is even greater when using a mobile device for shopping. Almost six in 10 (57%) of the 18-34-year-old-group took an action with their mobile device for shopping. Four in 10 (39%) of the 35-54 age group used mobile for that purpose and a mere 12% of the 55 or older age group used mobile for shopping.

### Shopping Online at Home

Most online shopping activity takes place mostly at home, either during the evening (85%) or some other time during the day (67%).



Base = shopped online

## Online Ad Users Also Take Action with Newspaper Advertising

Recall that earlier in this report that 58% of adults overall used at least one of several online methods to plan shopping or make purchasing decisions in the past seven days (see below).

		<i>Percentage Who Used Online Source Who Also Engaged with Newspaper Advertisements</i>		
<b>Online Method</b>	<b>Used Online to Plan Shopping or Mark Purchase Decisions Past 7 Days</b>	<b>Used Newspaper Ads Past 7 Days</b>	<b>Acted on Newspaper Ads Past 30 Days</b>	<b>Acted on Preprint Ads Past 30 Days</b>
<b>Online (net, any platform)</b>	<b>58%</b>	<b>55%</b>	<b>86%</b>	<b>84%</b>
<i>Store or product advertising that comes in email</i>	39%	54%	84%	84%
<i>Online ads that appear sometime after you viewed that product online</i>	27%	53%	86%	86%
<i>Advertising that appears on your newspaper's website</i>	21%	79%	98%	97%
<i>Advertising displays on general interest websites such as Yahoo!, MSN, AOL or similar sites</i>	20%	63%	90%	87%
<i>Ads on social networking sites such as Facebook, LinkedIn, Twitter or similar sites</i>	19%	56%	88%	86%
<i>Advertising that appears on the right side or the top of the screen when you use search engine online</i>	17%	59%	87%	86%
<i>Advertising that appears on your smartphone such as iPhone, Android, BlackBerry or similar device</i>	16%	59%	90%	92%
<i>Commercial that appears just before an online video</i>	14%	58%	92%	94%
<i>Advertising that appears on your tablet, such as an iPad, Kindle or similar device</i>	13%	58%	86%	88%
<i>Advertising shown in video games</i>	7%	62%	95%	93%

It may be surprising to some to consider that those who used the various types of online advertising are also very engaged with print newspaper ads. More than half (55%) of those who used various online ads also used print newspaper ads in the past week for the same planning and decision-making process (see table on previous page). In the course of a month, nearly nine in 10 took action as a result of a print newspaper ad (86%) or a newspaper preprint (84%).

Regardless of the specific type of online ad usage, a majority of each type also used newspaper print ads in the past week, ranging from 53% of those who saw an online ad after viewing the product online to 79% of those who used ads on newspaper websites.

Spanning the course of 30 days for these weekly online ad users, newspaper print advertising also spurred extremely large numbers of them to some form of action. The proportions for each type of online ad user are either slightly below or somewhat above the 90% level.

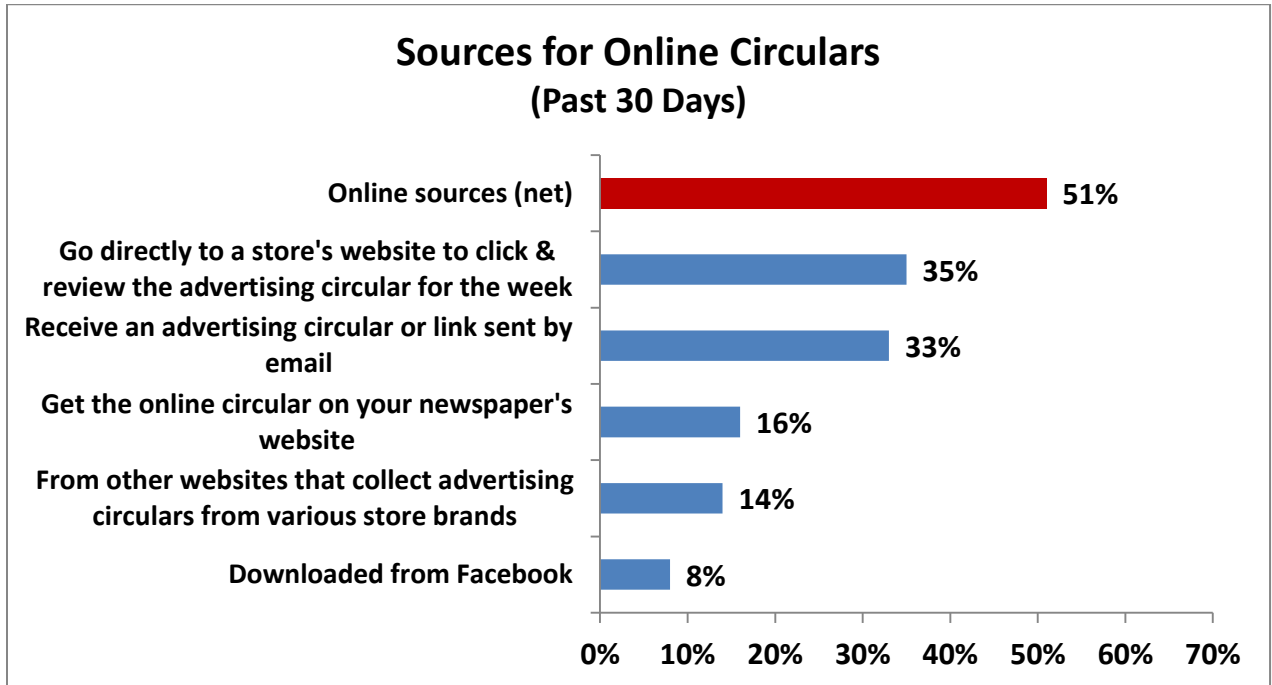
An especially interesting aspect of this data concerns the behavior of those who used ads appearing on mobile devices—smartphones or tablets—to plan shopping and buying and their newspaper ad engagement. Overall, less than one in five used mobile ads either on their smartphones (16%) or tablets (13%) in the past week for shopping or buying.

However, more than half of smartphone ad users (59%) and tablet ad users (58%) also used print newspaper ads in the same time period. Moreover, overwhelming proportions of them acted upon print newspaper advertising in the past month—90% of smartphone mobile ad users and 86% of tablet ad users. Additionally, newspaper preprints stimulated action in the past 30 days for more than nine in 10 smartphone ad users (92%) and nearly that many tablet ad users (88%).



## Online Circulars

Half of adults (51%) have looked at online circulars in the past 30 days. More than one-third (35%) go to a store's website to look at the circular, while a nearly equal number (33%) received an electronic circular or a link to the online circular.



*Base = total adults*

Less than one in five (16%) review online circulars on the website of their local newspaper. Slightly fewer (14%) visit websites that aggregate electronic circulars from a variety of store brands. Less than one in ten (8%) have downloaded online circulars from Facebook.

## Online Circular Users are Highly Engaged with Newspaper Preprints

An important fact about the 51% who sought out circulars online in the past 30 days: more than eight in 10 of them (86%) took some action in the same time period as a result of a print ad circular delivered in the newspaper. The newspaper insert action numbers are strong for each of the online circular sources sought out, whether it be going to a store's website (88% acted on newspaper preprints) or downloading from Facebook (93% acted on newspaper preprints).

## Families with Children in the Household

For many advertisers, the target audience for their products and services are families with children in their household.

- Nine in 10 (89%) of adults with children in the household used advertising to help plan shopping or make purchasing decisions in the past seven days. And six in 10 of those (59%) used print newspapers for that purpose. Combined with using local newspaper websites, the net reach of newspaper media for that group is 66%.
- Eighty percent of adults with children in the household took action in the past 30 days as a result of advertising in the print newspaper. This includes 63% who became aware of a sale, 57% who bought something advertised and 55% who clipped a coupon.
- 70% of adults with children in the household report regularly or occasionally reading advertising inserts in the newspaper.
- 86% of adults with children in the household check inserts in the Sunday newspaper for grocery or food stores. Some other categories: department stores (67%), discount stores (61%), home electronics or computer stores (59%), drug stores (51%).
- 62% of adults with children in the household agree with the statement, “Checking newspaper advertising inserts saves you time and money.” 73% agree that they “usually check the inserts to see what’s on sale or other special savings.” 59% “enjoy browsing through inserts even if they are not looking to anything in particular.”
- Adults with children in the household the household keep the Sunday store inserts in their household for an average of 4 days.
- 57% of adults with children in the household say newspaper inserts are easier to deal with coupons than online circulars.
- 73% of adults with children in the household have used newspapers for coupons in the last 30 days.

## Appendix: Methodology

The Newspaper Association of America (NAA) contracted with Frank N. Magid Associates, based in Minneapolis, to conduct the research described in this report. Magid produced similar studies in this series in 1999, 2005, 2009, 2011 and 2013. NAA gratefully acknowledges the expert guidance of Brent Stahl, vice president, Frank N. Magid Associates, in the execution of this study.

The latest edition of *How America Shops and Spends* is based on a national telephone and online survey conducted in English from May 20, 2014 to May 31, 2014. Data collection and processing were very similar to recent studies in this series.

Two data collection formats were used in order to reach a wider range of respondents (including those without landline telephones) than would be possible with one technique. The survey involved 1,527 English-speaking adult (age 18+) respondents, including 1,000 by landline telephone and 527 online. The online respondents were screened for using cell phones exclusively or primarily for personal telephone calls. The sample was balanced by the population distributions of the four Census regions (Northeast, South, Midwest and West). The telephone sample was random digit dial (RDD) in format, while the online interviews were obtained via national panels. Two online panels were employed to balance potential biases that might be present from using just one.

The data set was weighted initially by number of adults in the household, and then post-stratification weights were calculated simultaneously for minor adjustments for age by gender categories, race (white, African-American and other), Hispanic ethnicity, household income, Internet access, and cell phone reliance. Weighting targets were taken from recent updates from the U.S. Census Bureau and the Centers for Disease Control and Prevention.