



NEWSPAPER ASSOCIATION OF AMERICA



**Single Copy Snapshot**  
*NAA Member Survey: First Quarter 2016*

**By John Murray, VP, Audience Development, NA**

Over the last three years, NAA has executed a number of “quick and easy” snapshot surveys in an effort to track the trends in single copy sales and the operational changes that continue to evolve. A number of factors affected weekday and Sunday single copy sales during that time. First, there were dramatic increases in the retail prices for newspapers. At the same time, there was a focus on reducing promotional and distribution costs.

Newspapers also made great strides in that period in increasing the usage and popularity of digital offerings and mobile apps, particularly for breaking news and updated information.

Coupon usage and the popularity of the Sunday insert package remains strong, though the value proposition is challenged by more modest insert packages and competition from digital sources for shopping information. The newspaper’s digital channels are increasingly used for providing late sports results and, in some cases, newspaper deadlines have been advanced due to more remote printing sites and shared distribution operations.



This latest installment of the survey was intended to capture the level of sales after the holidays and provide early benchmarking data for audience/circulation executives. The findings also provide insight into how the second quarter may begin, compared to the same period in 2015.

**Research Methodology**

This survey was conducted using an online survey tool. Responses were collected from early March 2016 through March 18, 2016. The results include responses from more than 180 newspaper companies that are members of the Newspaper Association of America (NAA). Several survey questions were repeated from previous studies, in an effort to capture sales and operational trends.

Included in this report are the answers to all questions, sorted by circulation size, when the sample was sufficient. Cross tabs were applied to identify correlations, such as changes in sales and pricing actions.

If you have questions regarding the survey, please contact John Murray, NAA’s VP of Audience Development at [john.murray@naa.org](mailto:john.murray@naa.org).

## Summary:

- Approximately one-third of the newspapers reported small gains or losses of less than 5 percent in daily sales. Another third are down 6 to 10 percent. The balance of newspapers are experiencing declines in weekday sales greater than 10 percent. The declines are greatest among the newspapers that are priced at more than \$1.00 per copy.
- Sunday sales are also down a similar amount and the losses also correlate to higher prices. Both daily and Sunday sales declines are likely pervasive, regardless of recent price increases or price points, but the declines would be significantly less.
- The participants documented that single copy sales are now a smaller slice of the total circulation pie. Even at lower volumes, the sales channel remains an important contributor to total revenue and the newspaper's total audience. Newspapers have not retrenched dramatically in the number of retail outlets.
- Newspapers are retaining their sales networks, despite of the challenge of distributing fewer newspapers over the same number of outlets. Newsrack locations are less viable with the industry's higher prices and over-the-counter retail locations are increasingly important.
- The general merchandise category remains important and Walmart is the number one Sunday sales location in smaller markets.

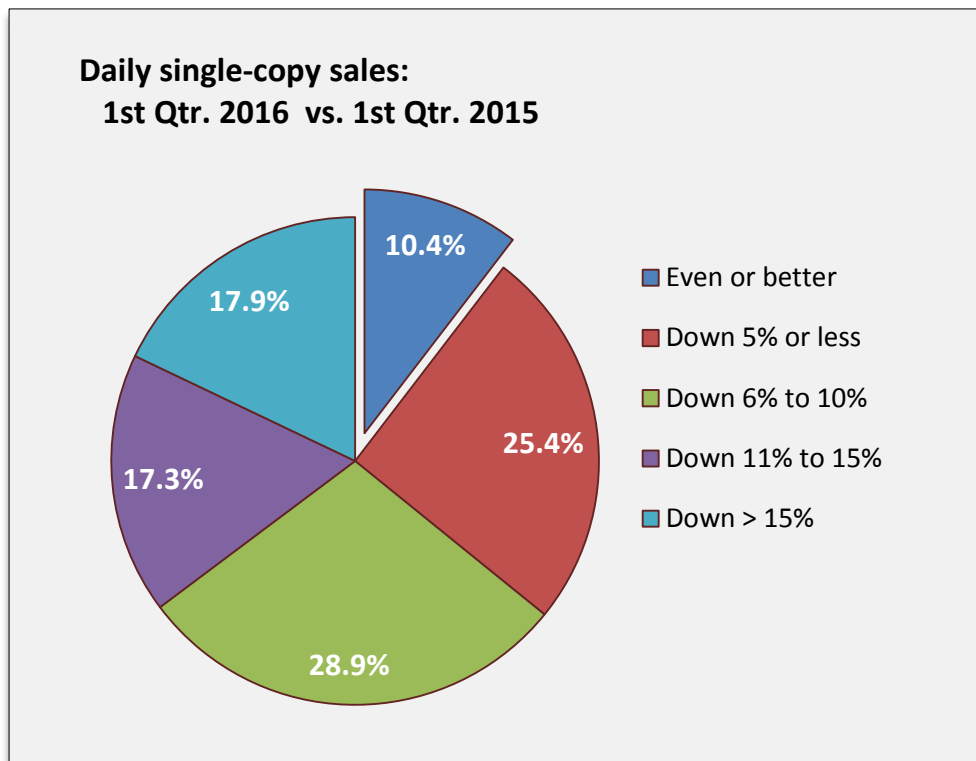


## In-Depth Analysis:

1. **Daily single copy sales are lower at most newspapers.** Just one of 10 newspapers reported equivalent or better sales at the beginning of the year, and more than half reported sales declines ranging from five percent or less to ten percent. More than one-third of the newspapers reported double-digit declines, compared to the same period a year earlier.

### Weekday Single Copy Sales: 1st Qtr. 2016 projected. Vs 1st Qtr. 2015

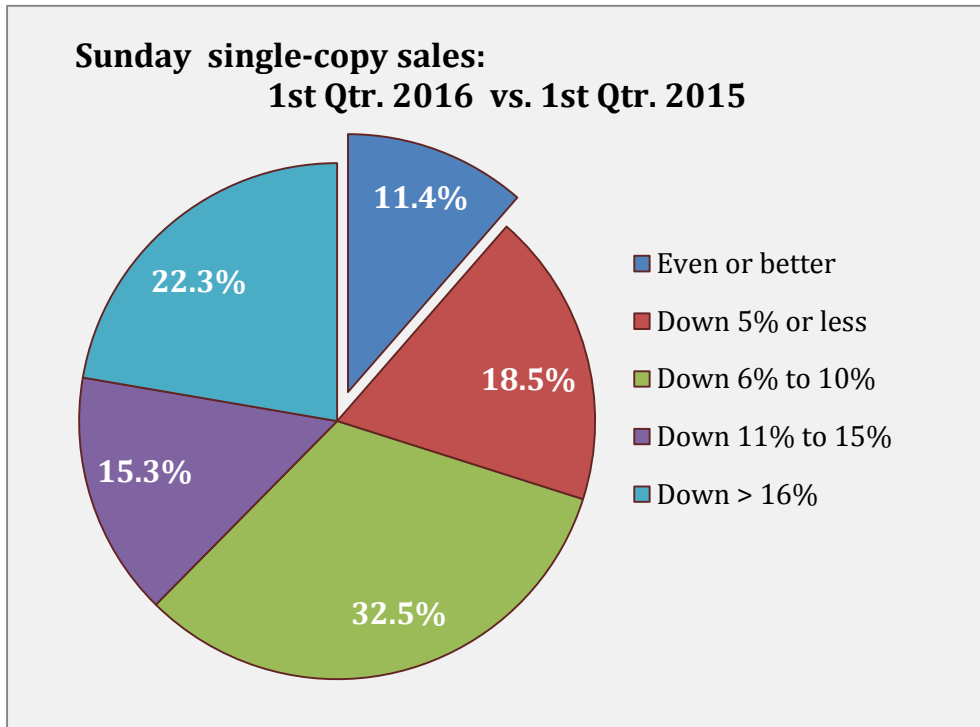
Even or better	10.4%
Down 5% or less	25.4%
Down 6% to 10%	28.9%
Down 11% to 15%	17.3%
Down > 15%	17.9%



2. **Most newspapers also reported lower Sunday sales.** About half of the newspapers reported declines in unit sales of five percent or less to 10 percent. Just over one in 10 reported they were up in sales, and the balance reported sales were down in double digits. On Sundays, smaller newspapers perform better. Newspapers with total circulations less than 50,000 perform better than newspapers with circulation greater than 50,000. Among the smaller newspapers, more than two-thirds (68.6 percent) were up in sales or down 10 percent or less. More than half of the larger newspapers reported Sunday single copy volume as down more than 10 percent.

**Sunday Single Copy Sales: 1st Qtr. 2016 projected vs 1st Qtr. 2015**

Even or better	11.4%
Down 5% or less	18.5%
Down 6% to 10%	32.5%
Down 11% to 15%	15.3%
Down > 16% to 20%	22.3%



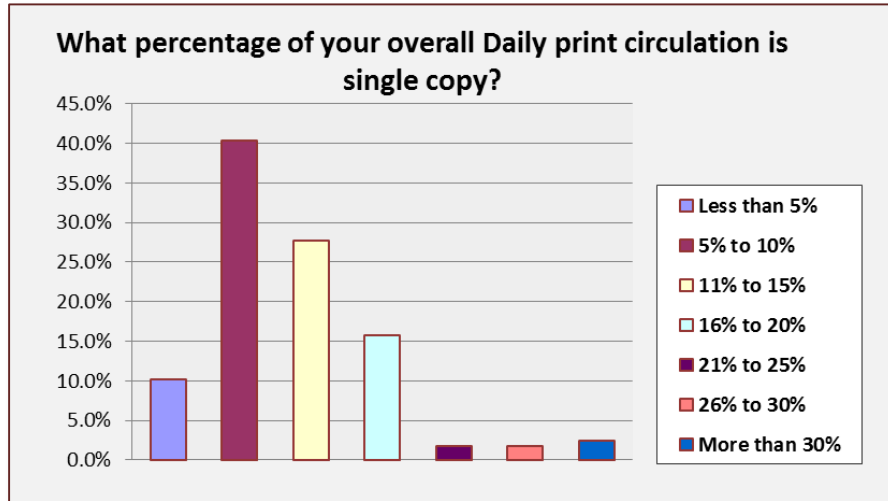
3. **Newspapers are getting more expensive.** Almost half (46.9%) of the newspapers participating in the survey are charging a dollar for a daily newspaper. Seventy-five cents remains the second most-popular price point. One in six newspapers charges more than a dollar for a daily newspaper.

Forty percent charge \$2.00 for a copy of the Sunday newspaper and twenty-five percent charge \$1.50 per copy. Fourteen percent charge more than two dollars.

**Current Sunday single copy price:**

Answer Options	Response Percent
25 cents	0.0%
35 cents	0.0%
50 cents	0.0%
75 cents	0.6%
1.00 dollar	1.9%
1.25 dollars	4.3%
1.50 dollars	25.5%
1.75 dollars	10.6%
2.00 dollars	39.8%
2.25 dollars	1.2%
2.50 dollars	5.0%
2.75 dollars	0.6%
3.00 dollars	7.5%
More than 3.00 dollars	3.1%
	Total 100%

4. **Single copy sales are becoming a smaller component of total print circulation.** Half of the newspapers surveyed report that single copy sales now comprise more than 10 percent of their total print circulation. The change has been apparent regardless of the circulation size of the newspaper. Single copy sales remain a larger component of Sunday circulation. Sixty percent of the newspapers report that Sunday retail sales comprise more than 16 percent of Sunday circulation.



- **Newspapers are replacing their newsracks with retail locations and the sales are following.** Three out of four newspapers reduced their number of newsracks on the street, while only 27 percent have fewer retail locations than the same time last year.

The move away from coin-operated newsracks in favor of over-the-counter retail sales locations has progressed, as newspapers have become more aggressive marketers and the price of the papers has increased. The higher prices demand unreasonable coin combinations, but are not high enough to justify credit card-equipped newsracks. Lower overall sales volumes, the availability of 24-hour retail locations and the increasingly ubiquitous convenience store are also fundamental to the evolution.

Trend in the total number of locations this year compared to the same time last year:			
Answer Options	Inside Retail Locations	Answer Options	Newsracks
Up more than 10%	1.7%	Up more than 10%	0.0%
Up 6% to 10%	8.1%	Up 6% to 10%	0.6%
Flat to up 5%	24.3%	Flat to up 5%	4.1%
Flat with last year	38.2%	Flat with last year	22.1%
Down less than 5%	19.7%	Down less than 5%	23.8%
Down 5% to 9%	4.6%	Down 5% to 9%	14.5%
Down 10% or more	3.5%	Down 10% to 15%	11.0%
		Down 16% to 25%	8.1%
		Down more than 25%	15.7%

5. **The impact of higher prices for the weekday editions is evident in the survey responses.** Separating the responding newspapers by price points shows marked differences in the sales trends. Almost half of the newspapers priced at less than \$1.00 are either up in sales or down by no more than 5 percent. Among the newspapers priced above \$1.00, 62 percent are down by double digits.
- Newspapers priced less than \$1.00: 49 percent of the newspapers are up in sales or down less than 5 percent, and 28 percent are down 11 percent or more
  - Newspapers priced at \$1.00: 35 percent of the newspapers are up in sales or down less than 5 percent, and 31 percent are down 11 percent or more
  - Newspapers priced more than \$1.00: 17 percent of the newspapers are up in sales or down less than 5 percent, and 62 percent are down 11 percent or more.
- Nineteen percent of the newspapers reported raising the price of the weekday editions since July 1, 2015. Among this group, 66 percent had sales losses of 16 percent or more. Among newspapers that did not raise the price in that time period, only 32 percent had losses of 16 percent or greater.
6. **The correlation between Sunday price points and Sunday sales trends is also evident.** The newspapers that provided their current newsstand price and their Sunday sales trend are almost evenly divided into three groups. For sales in the first quarter compared to last year: approximately one-third are up in sales, or down no more than 5 percent; one-third report sales are down 6-10 percent; and one-third are down by 11 percent or more. But there is a divergence by price point:
- Newspapers priced less than \$2.00: 49 percent of the newspapers are up in sales or down less than 5 percent, and 27 percent are down 11 percent or more.
  - Newspapers priced at \$2.00: 23 percent of the newspapers are up in sales or down less than 5 percent, and 44 percent are down 11 percent or more.
  - Newspapers priced more than \$2.00: 18 percent of the newspapers are up in sales or down less than 5 percent, and 41 percent are down 11 percent or more.
7. **Sales per outlet have declined for weekday and Sunday editions** – Only 16 percent of the newspapers reported average sales of more than 10 copies per location. Among the newspapers with over 100k circulation, 92 percent reported average sales per location of 10 or fewer copies per weekday. Four in 10 of all the newspapers reported average sales per outlet at five or less per weekday.

For Sunday single copy sales, 37 percent of the newspapers reported their average sales per outlet at 10 or fewer copies and 35 percent reported average sales per outlet between 11 and 15 copies. The remaining 28 percent reported averaging 16 or more sales per outlet. By comparison, in 2014, 43 percent of the newspapers reported selling 16 or more copies per outlet.



The lower sales per outlet speaks well to the newspaper maintaining their retail base of locations, despite the lower volumes, but also raises the challenge of efficiently spreading fewer newspapers over the same network of outlets.

8. **Walmart remains an important location.** Walmart was again included in the survey because it has stores in almost all of the newspaper markets and, for many newspapers, it is the top-selling Sunday location. Nine of 10 respondents report their newspaper is available for sale inside the Walmart stores in their market and 62 percent reported having two or more locations inside the store.

Fifty-five percent of the newspapers reported selling more than 10 copies per location daily and more than half reported selling more than 30 copies per location on Sunday. The sales are down compared to a year ago, but not more than the overall sales trends.

9. **Two-thirds of the newspapers indicated that “convenience stores” are the best-performing retail sales category for weekday sales.** The responses were split almost evenly between convenience stores and grocery stores when asked what is “the best performing category” for Sunday sales. Nineteen percent stated general merchandise are the best-performing Sunday outlets.

The newspapers also reported that their biggest sales losses, weekday and Sunday, are in convenience stores.

10. **Operationally, scan-based sales impact remains a big issue.** Less than half of the newspapers would “welcome more accounts to be converted to a scan-based accounting system.” This is a shift downward from the last survey. But the majority of the newspapers with circulation fewer than 25,000 and more than 250,000 would welcome more accounts to be converted, with the dissenting newspapers being those in between.

Sixty percent of the newspapers reported that more than 25 percent of their single copy transactions are scan-based. The percentage of copy loss due to scan-based trading, the variance between copies scanned and physical accounts, is managed to less than five percent at 29 percent of the newspapers. One-third of the newspapers reported losses between 6 to 10 percent, and 36 percent reported variances of more than 10 percent of their sales.

The following pages include the responses to all of the questions, including a breakdown by circulation size. There are also charts included by price point for the questions regarding sales trends.

# Single Copy Snapshot Responses

Q1

Please fill in your contact information:

Q2

What was your total weekday circulation reported in the December 2015 AAM Quarterly Report? (if you did not report a daily average, indicate the circulation of your highest weekday)

Answer Options	Response Percent	Response Count
Less than 25,000	60.9%	106
25,000 to 49,999	16.7%	29
50,000 to 99,999	8.0%	14
100,000 to 249,999	10.3%	18
250,000 or more	4.0%	7
<i>answered question</i>		<b>174</b>
<i>skipped question</i>		<b>8</b>

Q3

What was your daily single-copy sales trend for 2016 year-to-date compared to the same period 2015?

Answer Options	Response Percent	Response Count
Increased 5% or more	2.3%	4
Even to up 5%	8.1%	14
Down 5% or less	25.4%	44
Down 6% to 10%	28.9%	50
Down 11% to 15%	17.3%	30
Down 16% to 20%	9.8%	17
Down 20% or more	8.1%	14
<i>answered question</i>		<b>173</b>
<i>skipped question</i>		<b>9</b>

What was your daily single-copy sales trend for 2016 year-to-date compared to the same period 2015?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Increased 5% or more	3	0	1	0	0	2.3%	4
Even to up 5%	10	3	0	1	0	8.1%	14
Down 5% or less	34	3	1	4	2	25.6%	44
Down 6% to 10%	26	12	6	4	2	29.1%	50
Down 11% to 15%	17	7	2	3	0	16.9%	29
Down 16% to 20%	7	2	2	5	1	9.9%	17
Down 20% or more	7	2	2	1	2	8.1%	14
<i>answered question</i>							<b>172</b>
<i>skipped question</i>							<b>2</b>

Q3/Q15

The current single copy price for your Daily newspaper is:

Answer Options	What was your daily single-copy sales trend for 2016 year-to-date compared to the same period 2015?							Response Percent	Response Count
	Increased 5% or more	Even to up 5%	Down 5% or less	Down 6% to 10%	Down 11% to 15%	Down 16% to 20%	Down 20% or more		
25 cents	0	0	0	0	0	0	0	0.0%	0
35 cents	0	0	0	0	0	0	0	0.0%	0
50 cents	0	0	6	0	1	0	0	4.1%	7
75 cents	4	9	11	14	8	5	3	31.6%	54
1.00 dollar	0	4	24	28	15	3	7	47.4%	81
1.25 dollars	0	0	0	1	0	0	0	0.6%	1
1.50 dollars	0	1	2	5	2	7	1	10.5%	18
1.75 dollars	0	0	0	0	0	0	0	0.0%	0
2.00 dollars	0	1	0	0	3	2	3	5.3%	9
2.50 dollars	0	0	1	0	0	0	0	0.6%	1
<i>answered question</i>									171
<i>skipped question</i>									3

Q28/Q3

What was your daily single-copy sales trend for 2016 year-to-date compared to the same period 2015?

Answer Options	Have you increased the retail price of the Daily		Response Percent	Response Count
	Yes	No		
Increased 5% or more	1	2	1.8%	3
Even to up 5%	3	12	9.1%	15
Down 5% or less	7	36	26.2%	43
Down 6% to 10%	5	41	28.0%	46
Down 11% to 15%	5	23	17.1%	28
Down 16% to 20%	5	11	9.8%	16
Down 20% or more	5	8	7.9%	13
<i>answered question</i>				164
<i>skipped question</i>				5

Q4

What was your total Sunday circulation reported in the December 2015 AAM Quarterly Report?

Answer Options	Response Percent	Response Count
Less than 25,000	54.7%	87
25,000 - 49,999	17.0%	27
50,000 - 99,999	10.7%	17
100,000 - 249,999	8.8%	14
250,000 or more	8.8%	14
<i>answered question</i>		159
<i>skipped question</i>		23

Q5

What was your Sunday circulation single-copy sales trend for 2016 year-to-date compared to the same period 2015?

Answer Options	Response Percent	Response Count
Increased 5% or more	2.5%	4
Even to up 5%	8.9%	14
Down 5% or less	18.5%	29
Down 6% to 10%	32.5%	51
Down 11% to 15%	15.3%	24
Down 16% to 20%	9.6%	15
Down 20% or more	12.7%	20
<i>answered question</i>		157
<i>skipped question</i>		25

Q5

What was your Sunday circulation single-copy sales trend for 2016 year-to-date compared to the same period 2015?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Increased 5% or more	3	0	1	0	0	2.6%	4
Even to up 5%	12	1	0	1	0	9.0%	14
Down 5% or less	20	4	1	3	1	18.6%	29
Down 6% to 10%	28	13	3	5	2	32.7%	51
Down 11% to 15%	10	6	3	4	1	15.4%	24
Down 16% to 20%	7	2	1	2	2	9.0%	14
Down 20% or more	9	3	4	3	1	12.8%	20
<i>answered question</i>							156
<i>skipped question</i>							18

Q5/Q16

The current single copy price of your Sunday newspaper is:

Answer Options	What was your Sunday circulation single-copy sales trend for 2016 year-to-date compared to the same period 2015?							Response Percent	Response Count
	Increased 5% or more	Even to up 5%	Down 5% or less	Down 6% to 10%	Down 11% to 15%	Down 16% to 20%	Down 20% or more		
25 cents	0	0	0	0	0	0	0	0.0%	0
35 cents	0	0	0	0	0	0	0	0.0%	0
50 cents	0	0	0	0	0	0	0	0.0%	0
75 cents	0	0	0	0	0	0	1	0.6%	1
1.00 dollar	0	0	1	0	1	0	0	1.3%	2
1.25 dollars	0	1	1	2	0	1	1	3.9%	6
1.50 dollars	1	6	10	12	3	3	5	25.8%	40
1.75 dollars	1	2	5	4	1	1	1	9.7%	15
2.00 dollars	2	4	9	21	14	7	7	41.3%	64
2.25 dollars	0	0	0	1	1	0	0	1.3%	2
2.50 dollars	0	0	3	4	1	0	0	5.2%	8
2.75 dollars	0	0	0	1	0	0	0	0.6%	1
3.00 dollars	0	0	0	5	2	1	3	7.1%	11
More than 3.00 dollars	0	1	1	0	1	0	2	3.2%	5
<i>answered question</i>									155
<i>skipped question</i>									3

Q6

What percentage of your overall Daily print circulation is single copy?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Less than 5%	10	1	2	3	1	10.3%	17
5% to 10%	38	11	6	8	3	40.0%	66
11% to 15%	27	13	2	3	1	27.9%	46
16% to 20%	16	3	3	2	2	15.8%	26
21% to 25%	2	0	0	1	0	1.8%	3
26% to 30%	2	1	0	0	0	1.8%	3
More than 30%	4	0	0	0	0	2.4%	4
<i>answered question</i>							165
<i>skipped question</i>							9

Q7

What percentage of your overall Sunday print circulation is single copy?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Less than 5%	6	0	0	1	0	4.5%	7
5% to 10%	13	5	3	3	4	17.8%	28
11% to 15%	15	6	4	3	1	18.5%	29
16% to 20%	26	13	4	7	1	32.5%	51
21% to 25%	15	4	1	2	1	14.6%	23
26% to 30%	5	0	1	0	0	3.8%	6
More than 30%	10	1	0	2	0	8.3%	13
answered question							157
skipped question							17

Q8

What is the average number of Daily single copies sold per location?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
1 to 5 per day	42	6	6	6	5	39.6%	65
5 to 10 per day	40	15	6	9	2	43.9%	72
11 to 15 per day	12	6	1	1	0	12.2%	20
16 to 20 per day	4	0	0	0	0	2.4%	4
21 or more per day	1	1	0	1	0	1.8%	3
answered question							164
skipped question							10

Q9

What is the average number of Sunday single copies sold per location?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
1 to 5 per day	13	2	0	0	4	12.1%	19
5 to 10 per day	25	5	4	5	0	24.8%	39
11 to 15 per day	31	12	5	5	2	35.0%	55
16 to 20 per day	9	4	3	5	1	14.0%	22
21 to 25 per day	10	5	1	1	0	10.8%	17
26 to 30 per day	1	0	0	1	0	1.3%	2
31 or more per day	1	1	0	1	0	1.9%	3
answered question							157
skipped question							17

Q10

Is your newspaper available inside the Wal-Mart stores in your market?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Yes	95	24	12	16	5	89.4%	152
No	9	4	1	2	2	10.6%	18
answered question							170
skipped question							4

Q11

For the Wal-Mart stores, where inside is your newspaper made available for sales? (Check all that apply)

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Over the counter	81	24	8	14	5	100.0%	132
At a vending machine	2	0	0	1	0	2.3%	3
Other (please specify)							23
answered question							132
skipped question							42

Q12

How many inside locations/displays do you usually have in those Wal-Mart stores?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
One	38	10	4	4	3	39.1%	59
Two	45	13	3	11	2	49.0%	74
Three	4	2	0	1	0	4.6%	7
More than Three	8	0	3	0	0	7.3%	11
answered question							151
skipped question							23

Q13

What is the average number of Daily copies sold per store at those Wal-Mart stores?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
1 to 10 per day	35	9	7	12	4	45.0%	67
11 to 20 per day	33	12	2	3	0	33.6%	50
21 to 30 per day	15	3	1	1	0	13.4%	20
31 to 40 per day	8	0	0	0	0	5.4%	8
41 or more	3	1	0	0	0	2.7%	4
answered question							149
skipped question							25

Q14

What is the average number of Sunday copies sold per store at those Wal-Mart stores?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
1 to 10 per day	9	2	1	2	2	11.6%	16
11 to 20 per day	15	2	3	5	0	18.1%	25
21 to 30 per day	11	9	2	0	0	15.9%	22
31 to 40 per day	8	3	0	5	1	12.3%	17
41 to 50 per day	14	4	1	0	0	13.8%	19
51 to 74 per day	10	1	2	4	1	13.0%	18
75 or more per day	16	4	1	0	0	15.2%	21
answered question							138
skipped question							36

Q15

The current single copy price for your Daily newspaper is:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
25 cents	0	0	0	0	0	0.0%	0
35 cents	0	0	0	0	0	0.0%	0
50 cents	6	1	0	0	0	4.1%	7
75 cents	44	6	2	2	0	31.8%	54
1.00 dollar	48	16	7	7	2	47.1%	80
1.25 dollars	0	1	0	0	0	0.6%	1
1.50 dollars	6	2	2	5	3	10.6%	18
1.75 dollars	0	0	0	0	0	0.0%	0
2.00 dollars	0	3	1	4	1	5.3%	9
2.50 dollars	0	0	0	0	1	0.6%	1
<i>answered question</i>							170
<i>skipped question</i>							4

Q16

The current single copy price of your Sunday newspaper is:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
50 cents	0	0	0	0	0	0.0%	0
75 cents	1	0	0	0	0	0.6%	1
1.00 dollar	3	0	0	0	0	1.9%	3
1.25 dollars	6	1	0	0	0	4.5%	7
1.50 dollars	34	4	1	0	1	25.6%	40
1.75 dollars	13	1	0	1	0	9.6%	15
2.00 dollars	29	14	9	8	2	39.7%	62
2.25 dollars	1	1	0	0	0	1.3%	2
2.50 dollars	2	2	0	3	1	5.1%	8
2.75 dollars	0	0	0	1	0	0.6%	1
3.00 dollars	2	6	1	3	0	7.7%	12
More than 3.00 dollars	0	0	1	2	2	3.2%	5
<i>answered question</i>							156
<i>skipped question</i>							18

Q17

Please indicate the inside retail sales category that has performed best for your Daily newspaper this year:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Convenience Stores	61	23	8	11	6	65.3%	109
Grocery/Supermarket	26	5	3	6	1	24.6%	41
WalMart and Other General Merchandise stores	15	1	1	0	0	10.2%	17
Dining/Restaurant/Fast Food	0	0	0	0	0	0.0%	0
Drug Stores	0	0	0	0	0	0.0%	0
Other (please specify)							3
<i>answered question</i>							167
<i>skipped question</i>							7

Q18

Please indicate the inside retail sales category that has performed best for your Sunday newspaper this year:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Convenience Stores	42	14	3	4	3	42.3%	66
Grocery/Supermarket	27	13	6	12	4	39.7%	62
WalMart and Other General Merchandise stores	21	2	2	2	0	17.3%	27
Dining/Restaurant/Fast Food	0	0	0	0	0	0.0%	0
Drug Stores	0	0	1	0	0	0.6%	1
Other (please specify)							4
answered question							156
skipped question							18

Q19

Please indicate the inside retail sales category that has posted the largest Daily losses:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Convenience Stores	20	9	5	10	1	29.2%	45
Grocery/Supermarket	18	7	1	2	2	19.5%	30
WalMart and Other General Merchandise stores	21	1	2	1	1	16.9%	26
Dining/Restaurant/Fast Food	15	6	1	2	0	15.6%	24
Drug Stores	20	5	0	2	2	18.8%	29
Other (please specify)							8
answered question							154
skipped question							20

Q20

Please indicate the inside retail sales category that has posted the largest Sunday losses:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Convenience Stores	22	7	2	8	1	28.0%	40
Grocery/Supermarket	15	7	1	5	2	21.0%	30
WalMart and Other General Merchandise stores	16	4	3	0	1	16.8%	24
Dining/Restaurant/Fast Food	14	4	1	1	0	14.0%	20
Drug Stores	16	6	2	3	2	20.3%	29
Other (please specify)							10
answered question							143
skipped question							31



Q21

Please indicate the trend in the total number of retail/inside locations this year compared to the same time last year:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Up more than 10%	2	0	0	1	0	1.8%	3
Up 6% to 10%	9	2	2	0	1	8.3%	14
Flat to up 5%	23	7	5	5	2	24.9%	42
Flat with last year	47	9	2	5	1	37.9%	64
Down less than 5%	18	7	1	5	2	19.5%	33
Down 5% to 9%	4	2	0	1	0	4.1%	7
Down 10% or more	2	2	1	1	0	3.6%	6
answered question							169
skipped question							5

Q22

Please indicate the trend in the total number of coin operated newsrack locations compared to the same time last year:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Up more than 10%	0	0	0	0	0	0.0%	0
Up 6% to 10%	1	0	0	0	0	0.6%	1
Flat to up 5%	2	4	1	0	0	4.2%	7
Flat with last year	29	6	2	0	1	22.6%	38
Down less than 5%	30	3	3	4	0	23.8%	40
Down 5% to 9%	14	5	1	2	1	13.7%	23
Down 10% to 15%	12	2	1	1	2	10.7%	18
Down 16% to 25%	8	2	0	3	1	8.3%	14
Down more than 25%	9	7	3	7	1	16.1%	27
answered question							168
skipped question							6

Q23

Do you welcome more accounts to be converted to a scan-based accounting system?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Yes	58	8	5	6	6	48.5%	83
No	48	21	7	12	1	52.0%	89
answered question							171
skipped question							3

Q24

What percent of your total single copy circulation is sold/billed on a scan basis?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
None - does not apply	0	0	0	0	0	0.0%	0
Less than 5%	7	0	0	2	0	5.6%	9
5% to 10%	10	2	1	0	0	8.0%	13
11% to 15%	7	0	0	0	0	4.3%	7
16% to 19%	10	1	1	0	0	7.4%	12
20% to 25%	18	5	1	1	1	16.0%	26
26% to 49%	34	12	2	8	1	35.2%	57
50% to 74%	16	7	4	4	3	21.0%	34
75% or more	3	0	0	2	0	3.1%	5
answered question							162
skipped question							12

Q25

Do you charge a higher wholesale rate for scan-based accounts?							
Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Yes	11	6	2	7	0	15.5%	26
No	93	21	8	9	6	81.5%	137
Does not apply	2	2	1	1	0	3.6%	6
answered question							168
skipped question							6

Q26

Which of the following do you find effective ways to manage shrink? (Check all that apply)							
Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Working with the retailer to coach	48	16	4	11	6	55.2%	85
Working with the retailer to change display	25	6	5	8	2	29.9%	46
Conducting store level visits/audits	59	20	6	12	4	65.6%	101
Working with SBT vendor	25	7	2	5	1	26.0%	40
Requiring local retailer to share losses as a result of shrink	5	2	0	4	1	7.8%	12
Other (please specify)							18
answered question							154
skipped question							20

Q27

What is the percentage copy loss due to SBT variance between copies scanned and physical accounts?							
Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Does Not Apply - No SBT	4	0	0	0	0	2.4%	4
Less than 5%	38	6	3	1	0	28.4%	48
6% to 10%	31	11	2	7	5	33.1%	56
11% to 15%	7	4	3	6	0	11.8%	20
16% to 20%	11	3	0	2	1	10.1%	17
More than 20%	5	2	0	0	0	4.1%	7
Don't Know	10	3	3	2	0	10.7%	18
answered question							169
skipped question							5

Q28

Have you increased the retail price of the Daily newspaper since July 1, 2015?							
Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Yes	17	5	0	6	3	19.0%	31
No	85	22	10	12	3	81.0%	132
answered question							163
skipped question							11

### Q29

Have you increased the retail price of the Sunday newspaper since July 1, 2015?

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Percent	Response Count
Yes	8	2	0	4	3	11.3%	17
No	81	25	10	14	3	88.7%	133
answered question							150
skipped question							24

### Q30

Please fill in the percentage of your total Daily single copy sales from each of these categories:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Average	Response Total	Response Count
Newsracks/Vending machines	97	27	9	16	3	20.2%	3078	152
Over-the-counter outlets (stores, newsstands, retail locations, etc.)	97	27	9	17	3	76.1%	11638	153
Hawkers	40	16	4	9	2	0.08%	53	71
Other	27	12	3	7	0	4.7%	231	49
answered question							153	
skipped question							21	

### Q31

Please fill in the percentage of your total Sunday single copy sales from each of these categories:

Answer Options	Less than 25,000	25,000 to 49,999	50,000 to 99,999	100,000 to 249,999	250,000 or more	Response Average	Response Total	Response Count
Newsracks/Vending machines	84	27	9	16	3	17.3%	2404	139
Over-the-counter outlets (stores, newsstands, retail locations, etc.)	84	27	9	17	3	79.6%	11139	140
Hawkers	37	16	4	10	3	3.1%	214	70
Other	24	13	3	7	0	3.3%	156	47
answered question							140	
skipped question							34	

## About NAA

NAA is a nonprofit organization representing nearly 2,000 newspapers and their multiplatform businesses in the United States and Canada. NAA members include daily newspapers, as well as nondailies, other print publications and online products. Headquartered near Washington, D.C., in Arlington, Va., the association focuses on the major issues that affect today's newspaper industry: public policy/legal matters, advertising revenue growth and audience development across the medium's broad portfolio of products and digital platforms. Information about NAA and the industry also may be found at [www.naa.org](http://www.naa.org).