NEWSPAPER INSERTS INFLUENCE SHOPPING AND DRIVE NEWSPAPER CONSUMPTION HABITS

75% of Americans take advantage of coupons "at least once a month"

38% look for coupons, advertisements, or offers as their first action when receiving a paper (subscription or single issue)

55% have purchased a single issue to access offers

56% "somewhat" or "strongly" agree with the statement "I use the ads inserted into a newspaper to learn about new products"

"Print newspaper subscribers are **twice as likely** to say their "primary reason" for subscribing is to "Get deals and coupons" than to "Stay informed about sports and weather" or to "Stay informed about international news."

HOLIDAY INSERT NUMBERS:

66% "strongly" or "somewhat" agree with the statement "I make sure to check coupons/ads in a newspaper when I am shopping for a special event such as Thanksgiving"

52% anticipated using inserts for 2017 holiday shopping – 49% used them

58% anticipated saving at least 11% by using inserts

49% were relying on inserts/ads to help them stick to a specific budget while shopping for 2017 holidays. 43% say that inserts helped after the fact

44% purchased something for holiday 2017 they did not otherwise anticipate spending on due to an insert

38% have learned about a product from a newspaper ad and then purchased it

68% would remove an insert they were planning to use and physically bring it to the store, rather than look for the same offer in-store

66% "somewhat" or "strongly" agree with the statement "I am more willing to try new products if I have a coupon from a newspaper or saw an ad in a newspaper"

32% would be most likely to take advantage of a clippable coupon promoting a specific product (Only 7% would be most likely to take advantage of a full-page ad promoting a specific product)

NEWS MEDIA ALLIANCE