

# Need to show businesses the value of your newspaper?

If you participated in the National Newspaper Association's Pulse of America survey in December you would have received a report on readers' buying plans and how newspapers influence buying decisions.

From the results of this most recent survey you could show local businesses that 28 percent of adults in the marketplace expect to increase their household spending in the next 12 months. If your town or market has an adult population of 10,000, it indicates that 2,800 people expect to spend more in 2010 than they did in 2009.

Here is a sampling of those results.

- 98 percent read retail ads in their local newspaper: 76 percent always or frequently read those retail ads.
- 95 percent read the ad inserts in their local newspaper: 71 percent always or frequently read those inserts.
- 94 percent read the classified ads in their local newspaper: 59 percent always or frequently read the classifieds.

Unless there is but one car dealer and/or one auto service center in town, there's competition for those car sales and brake replacement jobs.

## AUTOMOTIVE FOR 2010



+ 16% plan to buy a new or used vehicle (that's 1,600 car sales in a market of 10,000 adults)



+ 26% plan to change their car insurance (that's 2,600 in a market of 10,000 adults that will be looking for auto insurance options and alternatives).



+ 73% expect to have to replace their brakes (1,300 brake jobs in a market of 10,000 adults).

How better than the local newspaper to differentiate one from the others?

Favorite restaurants:

- 67 percent said pizza
- 52 percent said Mexican
- 38 percent said steak house

If there's more than one pizza parlor, more than one Mexican restaurant, more than one steak house in your market, they need to differentiate themselves from the others.

Just over half of the adults say they have a dog; 38 percent have a cat. That represents a lot of pet food, toys, beds, collars and accessories. If the local pet or department store wants to reach pet owners, they need your newspaper.

They won't reach as many buyers in any other media. Just think about it. Can you possibly see and remember every ad on television? You'd have to watch every local or regional channel all day and all night to see every ad. The same is true of radio. The Internet? Ask how many local businessmen have pop-up blockers enabled. And how many web sites would they have to buy to reach a fraction of your readership?

And would anybody be watching when that ad appeared in the rotation at 3 a.m.? Would they be adults with purchasing decision abilities?

Live in a small community? The local businesses figure everybody in town knows them so they don't need to advertise?

NNA's Pulse of America survey consistently shows that more than 35 percent of purchases are made out of market.

- 44 percent of clothing, apparel and accessory purchases, made by adults from the local market, are made outside the local market.
- 36 percent of restaurant purchases are made outside of the local market.
- 18 percent of personal care products are purchased outside of the local market.
- 49 percent have shopped or visited retail stores outside of the local market.
- 23 percent have shopped or visited outside of the local market for health and medical services and/or supplies
- 20 percent have shopped or visited automotive businesses outside of the local market.

Adults in local markets may know or be aware of local businesses, but that doesn't mean they shop or buy there. Local businesses need to constantly remind local buyers of their special offers, inventory, products and services. And the best, most effective way to do that is with local newspaper advertising.

How do we know that? The survey said:

- 59 percent said they selected a restaurant to dine at in the last 30 days because of an ad they saw in their local newspaper.
- 48 percent said they bought clothing in the last 30 days because of an ad they saw in their local newspaper.
- 17 percent said they obtained banking services in the last 30 days because of an ad they saw in their local newspaper.

- 15 percent said they sought health or medical services or supplies because of an ad they saw in their local newspaper.

Want to know more? Participate in NNA's Pulse of America survey and receive detailed quarterly reports. The numbers in this article are from the fourth quarter 2009.