

Readers and Advertising: 2009 Community Newspaper Readership Survey

Conducted by the Center for Advanced Social
Research with the Reynolds Journalism Institute,
Missouri School of Journalism, University of Missouri
for the National Newspaper Association





Survey Methodology:

- Telephone surveys conducted in August and September 2009
- Stratified, random sample
- All respondents were 18 or older
- Examines public attitude, reading behavior and purchasing plans in relation to advertising
- Demographics of those surveyed were also documented



Information Collected

- Readers' perceptions of advertising in local newspapers
- Readers' purchasing plans for a variety of goods and services
- Readers' primary source of information about local communities
- Demographics (age, income, education, etc.)

Reader Engagement with local newspaper advertising

Community Newspaper Readership Survey 2009



Most readers proactively look through newspaper ads

70% of readers agree that they often go looking through advertisements in the newspaper



Annual **50% Off Sale**

The timing couldn't be better. With Christmas just four months away, Janni's Annual 50% Off Sale is your chance to get the jump on all those holiday gifts you need. Not to mention all the unique one-of-a-kind rings, necklaces, bracelets and earrings that made Janni the leader in handcrafted jewelry. You'll find something for everyone and even something for yourself at Janni's 50% off everything in the store sale in Arlington Village, August 10th to 21st. It's that time again. Don't miss it.

UNIQUELY | *Janni's*

In Arlington Village at 707 Red Bank Road, Greensboro, NC

Mon-Sat 10am-7pm, Sun 1-5pm
252.350.6714

Aug 10th-31st
(Aug 10th-12th, 9am-9pm)

Some restrictions apply. See store for details.

Readers prefer newspaper ads
to ads found on the internet

70% agree that if they had the choice
they would prefer to look through the ads in
the paper than on the internet



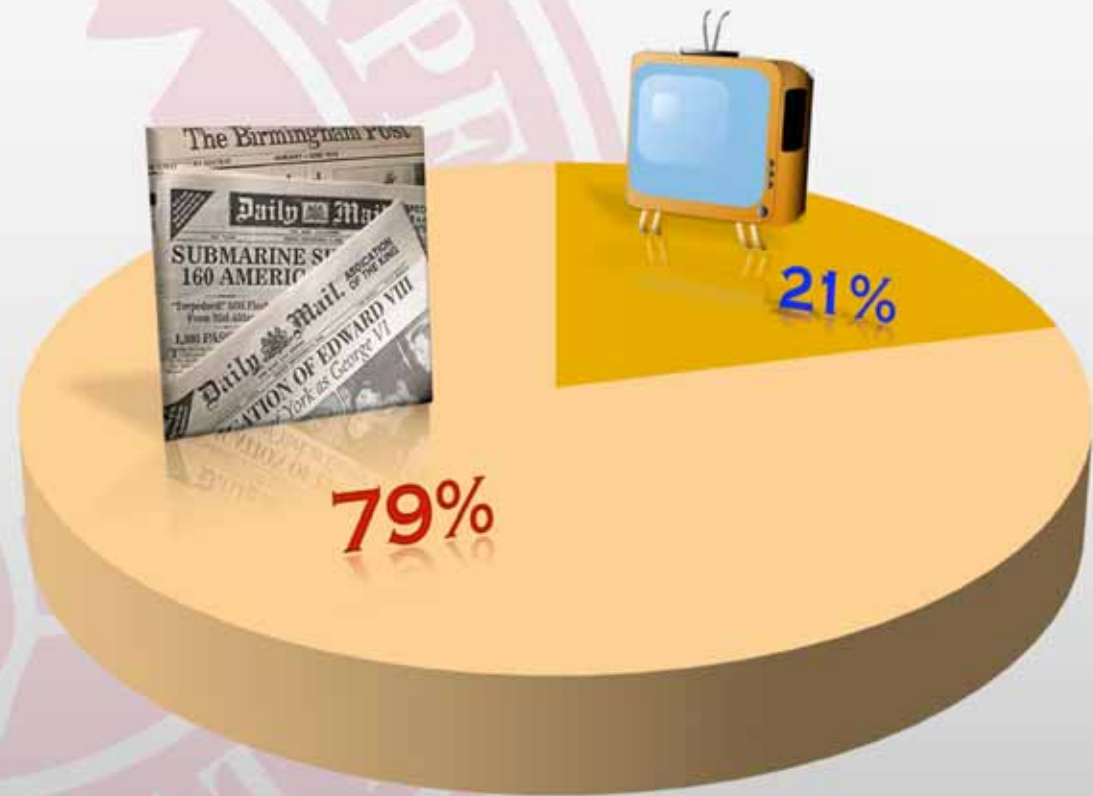
For many, advertising is often as important as news



47% agree that there are days when they read the newspaper as much for the advertising as for the news content

Readers prefer newspaper ads to television ads

79% agree that if they had the choice, they would prefer to look through the ads in the newspaper that watch advertising on TV



What readers read...

- 78% read classified ads in the local newspaper
- 44% do so somewhat to very often



EMPLOYMENT
 Director of Resource Management
 \$7,134 - \$11,772/month Plus Excellent Benefits
 Take charge of the budgeting, operational support, and financial management of the Seattle Department of Transportation's operating budget. Join the executive team and advise the Director, Deputy Director, and the City's Department of Finance. Lead SDoT's budgeting process including the presentation to City Council. In addition to high-level finance and management experience, this job requires excellent oral and written communication and presentation skills and the ability to influence and work collegially with others across a span of authority. For job description, complete requirements, and an Online Application Form, visit www.seattle.gov/jobs by 2/3/09. The City of Seattle is an Equal Opportunity Employer that values diversity in the workforce.

EMPLOYMENT
 HR Director - Provide support & guidance to employees & supervisors on HR matters; oversee resolution of grievances; negotiate union contracts; develop & administer policies & procedures and administer compensation plan. Req either 7 yrs HR exp w/5 yrs in senior mgmt OR BA w/5 yrs senior HR mgmt exp. Also requires SPHR, 3 yrs supervisory exp & thorough knowledge of HR mgmt & employment law. FT. \$5681.87/mo plus great benefits. Closes 2/3/09. Call (206) 694-6840, apply at 1501 N 45th, Seattle or www.solidground.org AA/EEO

FOR RENT
 \$9000 / 5433 sq ft - newer building across from park - 6181 sq ft in 1 floor 3rd FL of 6 yr old building, Chinatown/ Int'l Dist. New facility + kitchen area. Call George 206-223-0623 or george@minoritypublishing.com.

NOTICE
 KCHA will accept Proposals from Qualified General Contractors/Construction Managers (GC/CM) for the Sewer Project as the Valli Kee Apartments. Please see the KCHA Website for details at www.kcha.org.
 KCHA will accept Proposals from Qualified Firms for the Noise Assessment Services Term Contract. Please see the KCHA Website for details at www.kcha.org.

SERVICES
 Computer TUNE UP \$59 removes virus, spam, speed up performance. Call 206.380.0375. Visit us at 407 26th Avenue & Jackson.

ENGLISH WRITING HELP
 Do you need help with English - filling out forms, writing applications, and letters? Call 206-448-6000. Email writing@reason.com or hotmail@reason.com. Reason.com

The deadline to place a classified ad is...

What readers read...

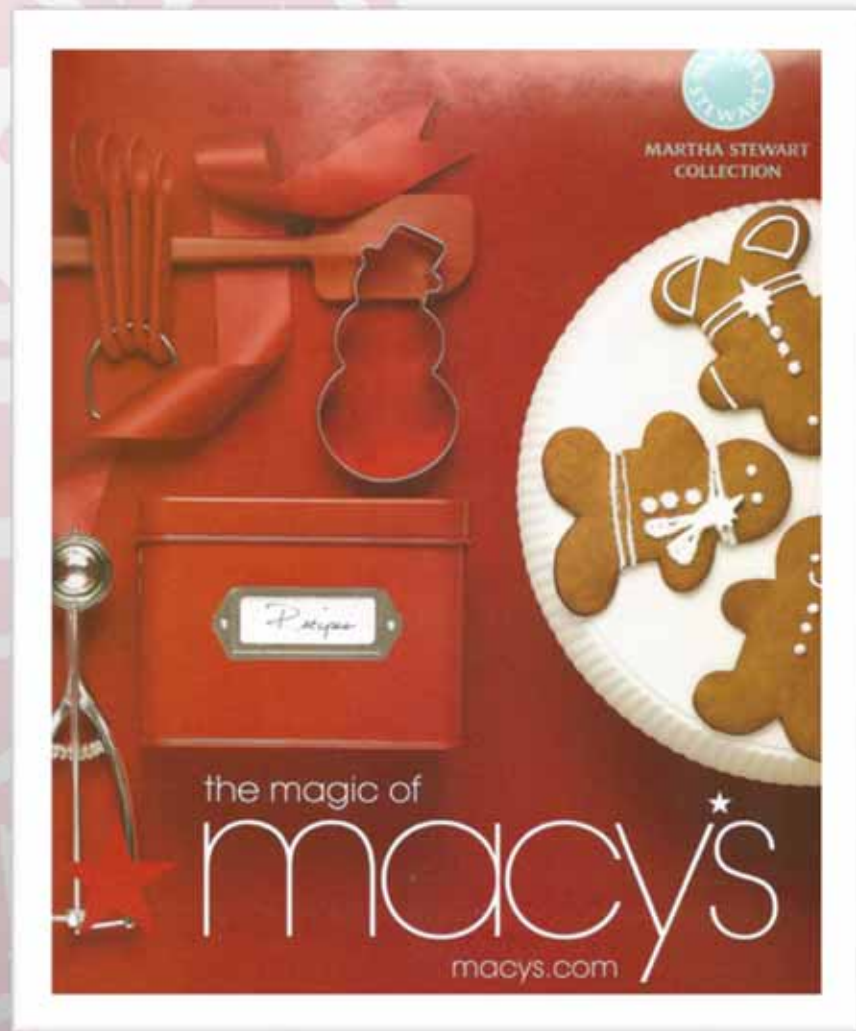
80% read grocery or supermarket ads or inserts in the local paper (7% increase from 2008)

51% do so somewhat to very often (4% increase from 2008)



What readers read...

- 75% read department store ads in local papers (9% increase)
- 30% do so somewhat to very often (1% increase)



What readers read...

72% read hardware
store ads in their local
paper

38% do so somewhat to
very often



What readers read...

- **67%** read discount store ads or inserts in the local paper (3% increase)
- 36% do so somewhat to very often (4% increase)



What readers read...

- 63% read public notice ads in the local newspaper
- 30% do so somewhat to very often

- When asked how often they visit the Web site of their local government, 68% of readers say "never"



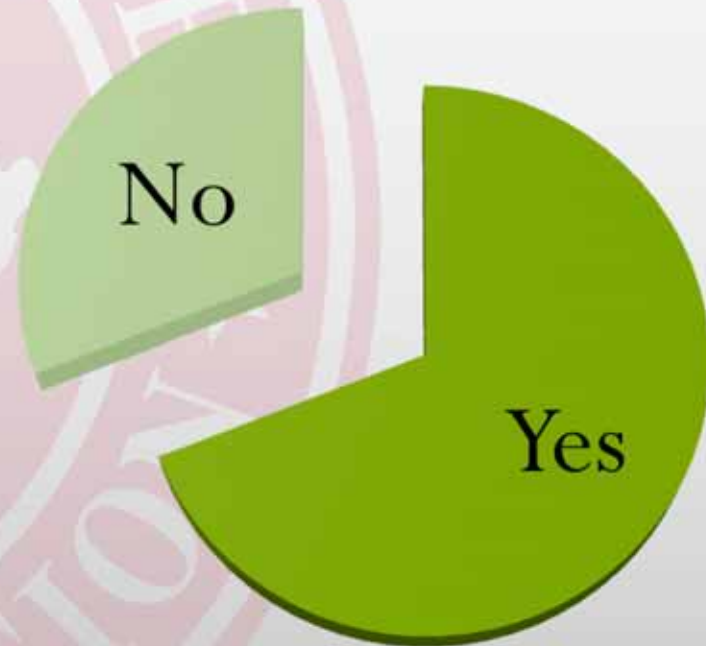
Reader Purchasing Plans

Community Newspaper Readership Survey 2009



Reader purchasing plans...

Nearly 70% of readers plan to purchase women's clothing in the next 12 months.



Reader purchasing plans...



Reader purchasing plans...

More than 70% plan to purchase medical products and services in the next 12 months



Reader purchasing plans...



More Than Half plan
to purchase men's clothing in the
next 12 months

Reader purchasing plans...

32%

PLAN TO
PURCHASE
FINANCIAL OR
INSURANCE
PRODUCTS IN
THE NEXT 12
MONTHS



Reader purchasing plans...

5% plan to purchase a house within the next 12 months



Reader purchasing plans...

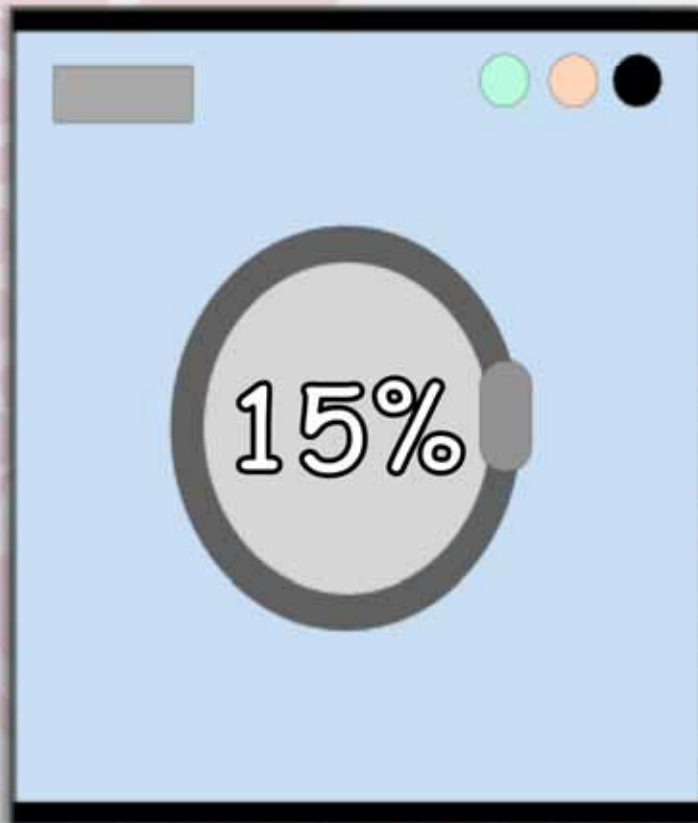


Plan to purchase lawn or garden supplies or services...

...in the next 12 months



Reader purchasing plans...

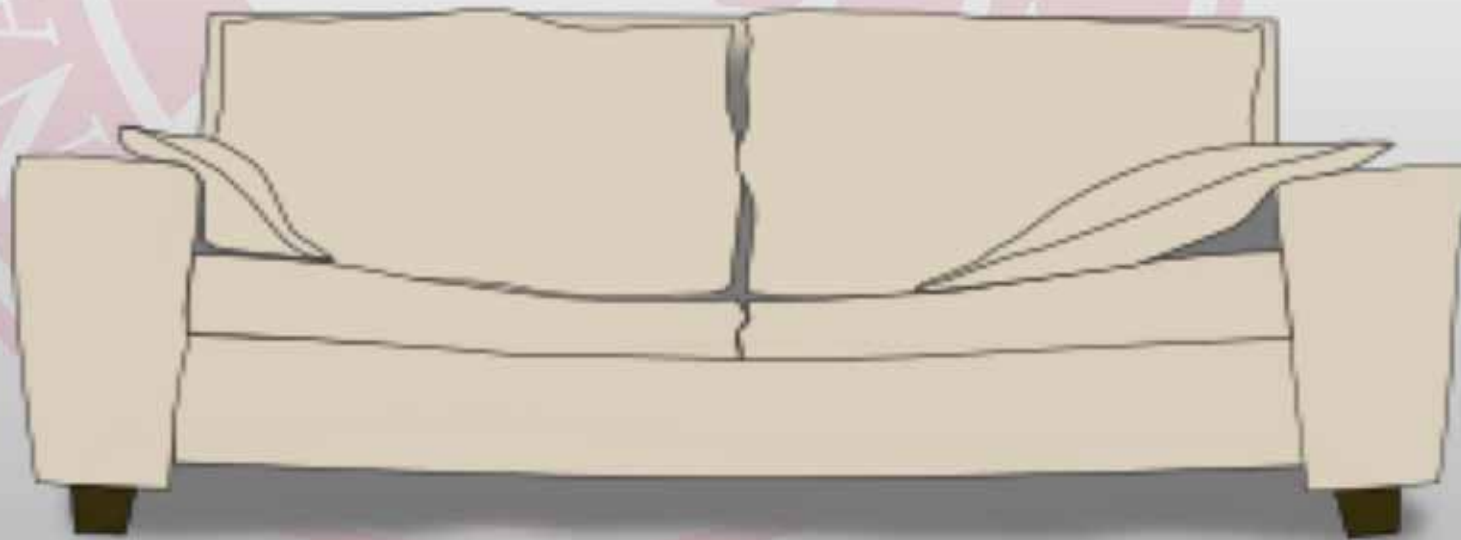


...of readers plan to purchase appliances in the next 12 months

Reader purchasing plans...

19%

plan to purchase
furniture in the next 12
months



Reader purchasing plans...



48%

**plan a travel purchase
in the next 12 months**

Reader purchasing plans...



12% plan to
purchase a used
vehicle in the
next 12 months!!!

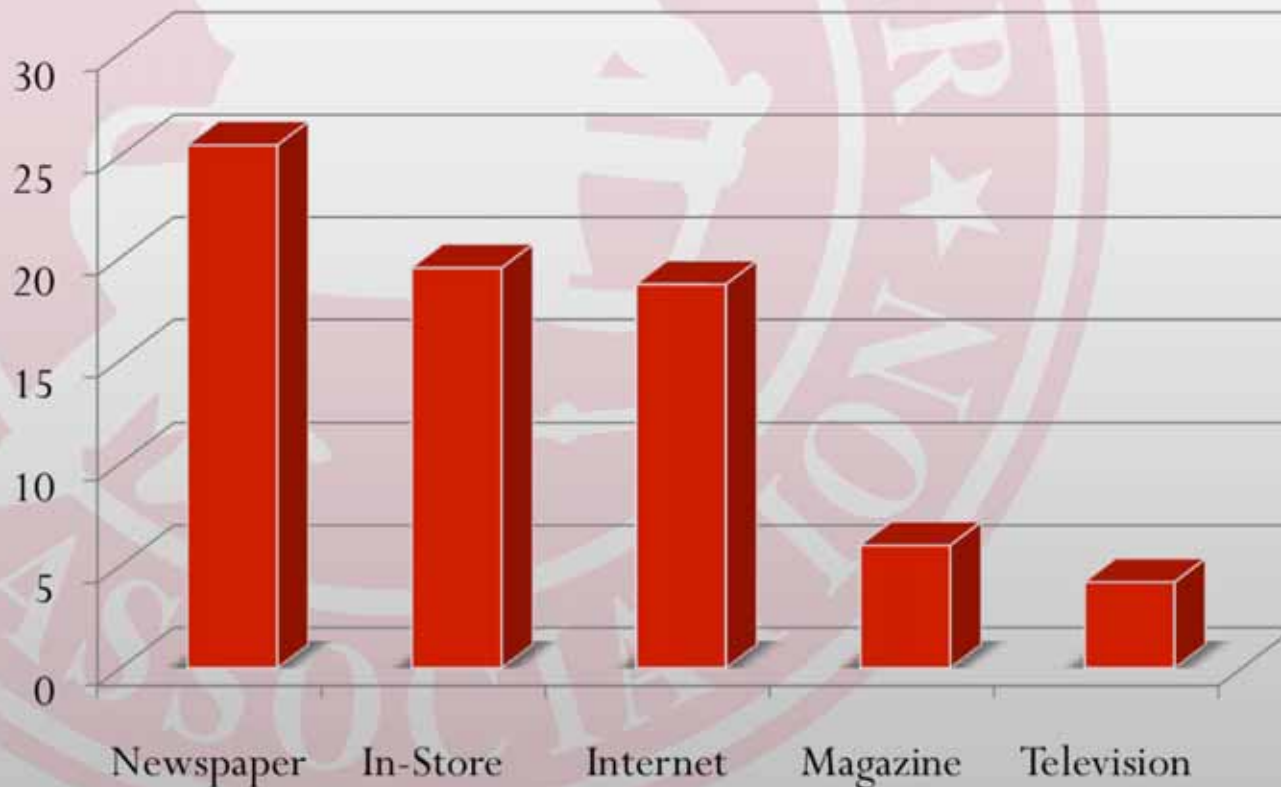
Readers rely on newspapers for shopping information...

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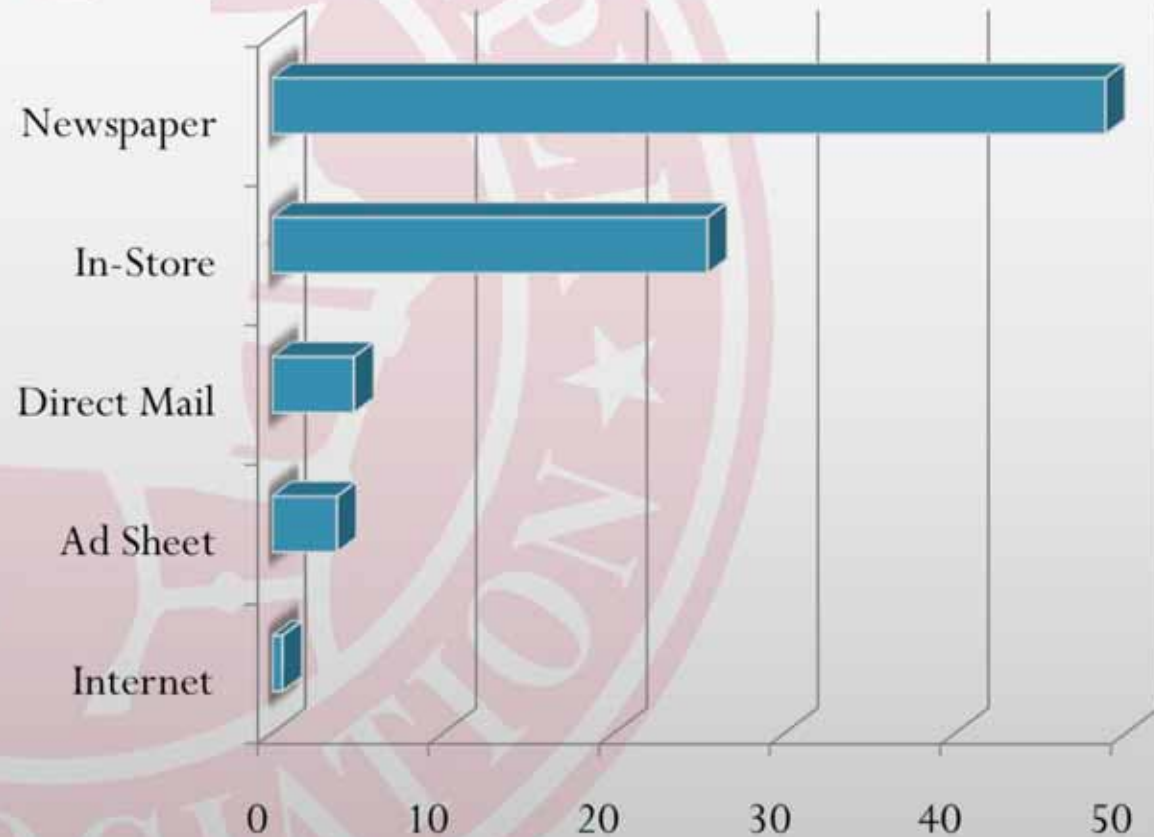
“Which source of information do you rely on most for major appliances shopping?”

For appliance shopping, readers still prefer newspaper to other types of media.



“Which source do you rely on most for grocery shopping information?”

Only .6% of readers rely on the internet for grocery shopping information, compared to 48.8% who rely on newspapers.



“Which source do you rely on most for building & home improvement information?”

Description of Source	Percent (%) 2008
Newspaper	28.3
In-Store	20.3
Internet	10.2
Word of Mouth	7.8
Relatives/Friends	2.6

Readers still look to newspapers as their main source of information about building and home improvement.

Questions?

Brian Steffens, NNA Executive Director

James Karabas, MU student

