

# AMERICANS RELY ON NEWSPAPER ADVERTISING AS ESSENTIAL SHOPPING TOOL

*When Consumers Read Newspaper Ads, They Take Action*

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**Arlington , Va.** - Newspaper advertising remains the leading advertising medium cited by consumers in planning, shopping and making purchasing decisions, according to early data from a MORI Research survey of more than 3,000 adults. The findings, announced today by the Newspaper Association of America, provide conclusive evidence of the ongoing value newspaper ads deliver for marketers trying to reach consumers who are ready to shop and spend.

"Newspaper advertising remains the most powerful tool for advertisers who want to motivate consumers to take action," said NAA President and CEO John Sturm. "While new technologies have their place in any total marketing program, initial findings from this important research demonstrate the enduring power of today's newspaper ads. We're looking forward to offering more comprehensive data on consumer motivation and the influence of newspaper advertising after a full analysis is completed in early fall."

This study, part of a series entitled "American Consumer Insights," examined the impact newspaper advertising has on consumer shopping and spending patterns. Early results indicate:

- Nearly six in 10 adults (59 percent) identify newspapers as the medium they use to help plan shopping or make purchase decisions
- 82 percent of those surveyed said they "took action" as a result of newspaper advertising, including:
  - Clipping a coupon (61 percent)
  - Buying something (50 percent)
  - Visiting Web sites to learn more (33 percent)
  - Trying something for the first time (27 percent)
- 73 percent of adults regularly or occasionally read newspaper inserts
- 82 percent have been spurred to action by a newspaper insert in the past month

Preliminary data also reveals that other media trailed well behind newspapers as the primary medium for checking advertising. The closest competitor - the Internet - trailed newspapers by 20 percentage points (41 percent vs. 21 percent). Direct mail only mustered a 14 percent response in the survey, and television was cited by only

eight percent of respondents. The numbers for other media trail off from that point (totals are displayed in the chart at the end of this release).

### New NAA Ad Touts Newspapers' Influence on [Consumer Behavior](#)

Putting its initial findings about the profound impact of newspaper advertising into practice, NAA separately [released a new advertisement](#) that describes engaged newspaper readers as "Action Figures." The ads, produced by Allied Advertising, are available to NAA member newspapers and use early results of the research to highlight the ways newspaper advertising drives consumers to action.

"This ad stems from the fact that readers are not simply exposed to newspaper advertising - these ads resonate and consumers use them to take action," said Randy Bennett, NAA's senior vice president of business development. "There is a connection readers feel with newspaper advertising that no other medium can match."

Mort Goldstrom, NAA's vice president of advertising, discusses the research and the new ad in the [latest NAA podcast](#).

Primary Medium for Checking Advertising	2009
Newspapers	41%
Internet	21%
Ads received in the mail (Direct mail)	14%
Television	8%
Catalogs	6%
Magazines	3%
Radio	2%
None of these	5%

MORI Research conducted this phone and Internet survey of more than 3,000 adults for the Newspaper Association of America. MORI Research is a division of Frank N. Magid Associates, a leading research-based consulting firm serving an international clientele from offices in Minneapolis, New York, Los Angeles, and Marion, IA. Engagements range from tactical and operational issues to strategic direction and are informed by the perspective gained from broad and deep experience over the past 50 years in all sectors of the media, communications and entertainment industries.