

“THIN”

For any general merchandise item in any given week, the market of shoppers is very small (thin).



4.9% shopped for women's shoes

Technological innovation and the economic downturn has changed the way that U.S. consumers shop. Consumers have become more destination shoppers, making more considered purchases and doing their homework before heading to the store. Three-quarters of all U.S. adults read a newspaper in print or online in the past week; over 170 million adults. For shoppers, newspaper advertising is an opt-in medium in an opt-out world.

95% of U.S. adults report that the recession has impacted their shopping in some way. 76% report doing fewer shopping trips. Adults also plan purchases more (67%). Actual purchases continue to be predominantly made in stores (79%) though shopping information channels have dramatically expanded.

59% of adults rank newspapers first as the media used to help plan shopping or make purchasing decisions in the past 7 days. 80% of newspaper readers report looking at advertising when reading the paper.

41% say newspapers are the medium used most to check out ads, more than all electronic media combined. (TV, radio, Internet)

77% of newspaper readers took an action as a result of a print newspaper ad in the past 30 days. 59% clipped a coupon, 52% bought something advertised and 45% visited a store.

60% of newspaper readers followed up a newspaper ad online in some way. 44% went to a website after seeing a print newspaper ad and 28% conducted an online search after seeing a newspaper ad.

82% of readers used a preprinted insert in the past 30 days. On average, adults keep inserts 4.4 days. 59% used to compare prices, 55% used to compare one circular to another, 52% saved until visiting the store and 43% used to make an unplanned purchase.

Scarborough Research 2008
How America Shops and Spends/ MORI Research 2009

**Newspaper advertising.
A destination, not a distraction.**
www.newspapermedia.com

