NEWSPAPERS MUST REACH OUT TO YOUNGER CONSUMERS WHERE THEY BUY THE PAPER SAYS NEW NAA STUDY

Vienna, Va. – According to a new study by the Newspaper Association of America, younger consumers' buying decisions are more heavily influenced by in-store, point-of-purchase displays and the content on the front-page than those of their older counterparts.

One third (33 percent) of respondents said their newspaper purchasing decision is influenced by front-page content, and 18 percent are influenced by point-of-purchase material. Of those who are influenced by POP material, 45 percent were in the 18-to-34 age range and 44 percent were in the 35-to-54 age range. Only 11 percent were over 55. Similarly, of those that indicated being influenced by the paper's front page, 47 percent were in the 18-to-34 range, 41 percent in the 35-to-54 and again, only 11 percent were over 55.

"Clearly, this represents an opportunity for the newspaper industry to reach younger readers and prime consumers," said John E. Kimball, NAA senior vice president and chief marketing officer. "The results of this study show that younger consumers tend to make their decision about buying the paper on the spot, and that is where newspapers have to reach out to them."

Among the survey's other findings:

- If a local newspaper isn't available in the first place a customer looks, many single-copy buyers will give up looking or buy a competitor's edition. Fifty percent reported encountering sellouts in the past month. Twenty-three percent said they usually don't' bother looking further. Twelve percent usually buy another newspaper.
- Fifty-six percent of respondents reported being annoyed that their paper was sold out.
- Seventy-five percent consider the daily paper a good value at 50 cents or less.
- The median household income for daily buyers is $48,700; on Sunday, it's $49,900.
- On average, consumers spend an additional $8.05 on other products when buying the daily paper and $17.26 on Sunday. Grocery store averages were higher than convenience stores in both cases, with totals of $18 for daily purchases and $24.27 on Sunday.
- Men lead women as weekday purchasers by a 3-2 margin, while women lead men by the same 3-2 factor on Sundays.
- Sunday single-copy buyers are regular readers. Seventy-one percent said they usually buy four issues every month; another 13 percent typically buy three out of four.

MORI Research, of Minneapolis, conducted the survey for NAA in five markets: Dayton, Ohio; Jacksonville, Fla.; Hartford; Oklahoma City; and Reno, Nev. In Each market, the study looked at buying behavior on one Sunday and one weekday. On Sunday, the survey focused on grocery-store sales and during the weekday, it looked mainly at convenience store sales. More than 50,000 questionnaires were inserted directly in single-copy newspapers. Over 4,300 customers sent in the completed form.