

## Six in 10 Consumers Still Use Newspaper Ads

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U.S. consumers say they rely on newspaper advertisements more than ads in any other medium when they are planning, shopping and making purchase decisions, according to early results from a study commissioned by the Newspaper Association of America (NAA), conducted by MORI Research.

Other media, including the internet, trailed newspapers by 20 percentage points as the primary medium for checking advertising.

The research, part of the American Consumer Insights series, also examined the effect newspaper advertising has on consumer shopping and spending patterns. It found that 59% of adults identify newspapers as the medium they use to help plan shopping or make purchase decisions.

Among respondents who say they “took action” as a result of newspaper advertising:

- § 61% clipped a coupon
- § 50% bought something
- § 27% tried something for the first time

In addition, 73% of adults regularly or occasionally read newspaper inserts, and 82% have been spurred to action by a newspaper insert in the past month, according to the survey (via Marketing Charts).

“Newspaper advertising remains the most powerful tool for advertisers who want to motivate consumers to take action,” said NAA President and CEO John Sturm.

In contrast, a recent study by Harris Interactive put newspaper ads behind TV ads as the most helpful to consumers making purchase decisions.

Another survey, commissioned by Google, found that newspaper ads actually drive consumers to the web.

