

# NEWSPAPERS

## Outperform Cable Television

Newspapers  
are the  
**most trusted**  
media source.<sup>1</sup>

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.



Newspaper ads result in  
**more purchases**  
than cable television.<sup>2</sup>

**Traditional media used** to find information to make a purchase in the past 30 days.  
(ranked from most used to least used)

- |                                   |                             |
|-----------------------------------|-----------------------------|
| <b>1. Local newspaper</b>         | 6. Local radio station      |
| 2. Email newsletter               | 7. Local television station |
| 3. Direct mail                    | 8. Local publication        |
| 4. Coupon book                    | 9. Billboards               |
| <b>5. Local newspaper website</b> | 10. Yellow Pages directory  |

### Cord Cutting is Increasing.

There will be **80 million** cord cutting U.S. households by 2026.<sup>3</sup>

**30% of Americans** who currently have cable television subscriptions say they are likely to cancel.<sup>4</sup>

**52% of cord cutters** say they do not miss anything about cable television.<sup>3</sup>



### Top 5 Frustrations

#### Driving Cord Cutting

1. Not getting competitive, reasonable rates/pricing
2. Having to pay for channels/content not watched
3. Being nickel and dimed with multiple fees and charges
4. Can no longer afford paid television/it was too expensive
5. New customers get better deals than existing ones

\*CNBC, CNN, FOX Business Network, FOX News, HLN, or MSNBC

Sources: <sup>1</sup>Triad/Coda Ventures The Newspaper Generation Study; <sup>2</sup>Pulse Research, <sup>3</sup>eMarketer, <sup>4</sup>YouGov