

PURCHASING TRENDS

Newspapers top the list of traditional media used for purchasing decisions



Pulse Research recently surveyed over 7,000 respondents for its **2025 Pulse of America** shopping survey. Along with questions about this year's purchase intentions, consumers were asked about the media they use to make purchase decisions.

TRADITIONAL MEDIA USED TO FIND INFORMATION TO MAKE A PURCHASE IN THE LAST 30 DAYS

(ranked from most used to least used)

1. Local newspaper
2. Email newsletter
3. Direct mail
4. Local radio station
5. Local television station
6. Local newspaper website
7. Coupon book
8. Local publication
9. Billboards
10. Digital billboard
11. Yellow Pages directory

DIGITAL MEDIA USED TO FIND INFORMATION TO MAKE A PURCHASE IN THE LAST 30 DAYS

(ranked from most used to least used)

1. Amazon
2. Facebook
3. Email (direct from local business)
4. Facebook Marketplace
5. Google Maps
6. Facebook (from following a local business)
7. Online article
8. YouTube
9. Instagram
10. Pinterest
11. TikTok
12. Nextdoor
13. LinkedIn
14. Reddit
15. X
16. Whatsapp