

who is reading newspapers?¹

Research demonstrates the following categories of business have strong sales performance during the spring season.

- Automotive dealers
- Banks and Credit Unions
- Bathroom remodelers
- Boat dealers
- Dermatologists
- Dry cleaners
- Florists
- Funeral Homes
- Furniture stores
- Landscapers
- Paint and Wallpaper stores
- Roofers

90%

of newspaper readers plan to shop for or purchase home improvement services or products in the next year.

90%

of newspaper readers plan to shop for or purchase home furnishings in the next year.

92%

of newspaper readers plan to shop for or purchase a new vehicle in the next year.

91%

of newspaper readers plan to shop for or purchase home services products or services.

88%

of newspaper readers plan to shop for or purchase bank or credit union products or services.

spring

Nearly **6 in 10** Americans use newspaper advertising to help decide what brands, products and local services to buy.

Newspapers are the **#1 source** of local shopping information.¹



Source: 'America's Newspaper Local Newspaper Study