

# summer



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.<sup>1</sup>

## who is reading newspapers?¹

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

- Bars and Nightclubs
- Chiropractors
- Continuing education providers
- Grocery stores
- Heating and cooling contractors
- Home supply stores
- Pest control services
- Pool supply services
- Real estate offices
- Restaurants
- Sporting goods stores
- Travel agents

**91%**

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

**90%**

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

**90%**

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

**87%**

of newspaper readers who plan to shop or purchase from a restaurant in the next year.

**92%**

of newspaper readers who plan to shop or purchase from a sporting goods store in the next year.

**95%**

of newspaper readers who plan to attend to shop or purchase education services in the next year.

**85%**

of newspaper shoppers who plan to shop or purchase from a grocery store in the next year.