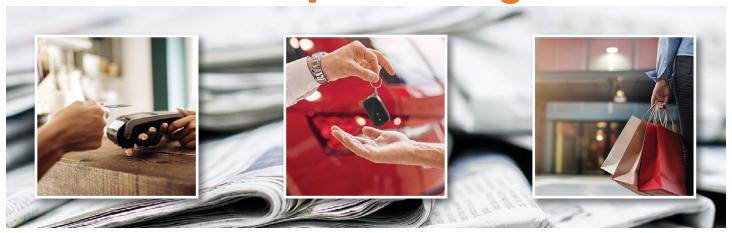
## **PURCHASING TRENDS**

# Newspapers top the list of traditional media used for purchasing decisions



Pulse Research recently surveyed over 7,000 respondents for its **2023 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. Coupon book
- 5. Local newspaper website
- 6. Local radio station
- 7. Local television station
- 8. Local publication
- 9. Billboards
- 10. 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. Google Maps
- 5. Facebook Marketplace
- 6. Facebook (from following a local business)
- 7. Online article
- 8. YouTube
- 9. Pinterest
- 10. Instagram
- 11. Nextdoor
- 12. TikTok
- 13. LinkedIn
- 14. Twitter
- 15. Whatsapp



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