

Restaurant delivery service customers are **NEWSPAPER ENTHUSIASTS**



According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, more than two-thirds of adults who use restaurant delivery services such as DoorDash, Grubhub and Uber Eats read a newspaper each week.*

Of those who used a restaurant delivery service in the past month, 68% read a newspaper each week.¹

GRUBHUB USERS ARE

49% more likely than all U.S. adults to have **taken action in the past month** as the result of a newspaper ad.²

UBER EATS USERS ARE

16% more likely than all U.S. adults to **read a newspaper 6-7 days** of the week.²

DOORDASH USERS ARE

16% more likely than all U.S. adults to **read newspaper advertising circulars.**²

RESTAURANT DELIVERY SERVICE CUSTOMERS **ARE AVID AND ENGAGED** NEWSPAPER READERS WHO ARE:

22% more likely than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**²

48% more likely than all U.S. adults to **visit their local newspaper's website.**²

35% more likely than all U.S. adults to **say that newspapers are a valuable source of content they cannot find elsewhere.**²



Target restaurant delivery service customers by advertising in the newspaper sections they read the most:¹

- Main News
- Local News
- National News
- Food and Cooking
- Entertainment



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