

## 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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