

# summer



More than **6 in 10** PA consumers **make a purchase at least monthly** as a result of newspaper advertising.<sup>2</sup>

Newspapers are the **#1 source** of local shopping information.<sup>2</sup>

Advertising in newspapers is rated as **most useful** to PA consumers.<sup>2</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

Find category-specific sales sheets on the PNA website at [www.panewsmedia.org](http://www.panewsmedia.org).

*Member log-in is required.*

**77%**  
of Pennsylvanians who plan to purchase pest control services in the next year.

**72%**  
of Pennsylvanians who used a travel agent in the past year.

**69%**  
of Pennsylvanians who used a chiropractor in the past year.

**68%**  
of Pennsylvanians who plan to attend adult continuing education classes this year.

**76%**  
of Pennsylvanians who plan to repair or replace an HVAC system in the next year.

**71%**  
of Pennsylvanians who ate at a restaurant in the past month.

**70%**  
of Pennsylvanians who plan to buy or sell a home in the next year.

**68%**  
of Pennsylvanians who shopped at a grocery store in the past week.

**74%**  
of Pennsylvanians who purchased paint, lawn or garden items in the past year.

**71%**  
of Pennsylvanians who visited a bar or nightclub in the past year.

**69%**  
of Pennsylvanians who shopped at a sporting goods store in the past three months.

**64%**  
of Pennsylvanians who plan to purchase a pool, hot tub or spa in the next year.