

NEWSPAPERS WORK

NEWSPAPERS DRIVE PURCHASE DECISIONS

Study Findings

#1: Newspapers are the top ranked media source

Every stage: Newspapers hold considerable sway at every stage of the purchasing continuum: absorbing, planning and obtaining. All other media diminish in importance to the purchase decision, the closer the consumer gets to obtaining. The only exception is websites / going online (but online search is not all advertising making this an inconsistent comparison).

Every category: Results are remarkably consistent across key advertiser target groups and by category

Study Design

Research was undertaken with 1,000 Canadians adults online by Totum Research on behalf of Newspapers Canada to understand newspaper (print + digital) impact vs. other media on purchase decisions. It was in field June 2013 in English and French and was designed to be representative of the population. The results are based on share of mentions.

Definitions

- Absorbing: Occasionally see or hear information about suppliers or brands in media
- Planning: Use media to research suppliers or brands
- Obtaining: Ready to purchase and use media to decide where to go & which brand to buy
- Any Involvement: Use media to help make a purchase decision (is an aggregation of the three elements listed above)

Newspapers Show Consistent Strength

The media most used to help make purchase decisions is newspapers (see 'Any involvement' on Chart 1). Early in the purchasing process, in the absorbing stage, newspapers are also the dominant media. As Canadians move closer to purchasing, in the planning and obtaining stages, newspapers maintain their importance in the purchase decision process. *Note that 'websites not newspaper' may be over-stated as it had a wide definition including manufacturer & dealer websites, social media, blogs – the full gamut of the Internet.*

Chart 2 includes traditional media only. Amongst this set of media, newspapers stand out as dominant through each stage of the path to purchase.

Chart 1

Media used to Make Purchase Decisions

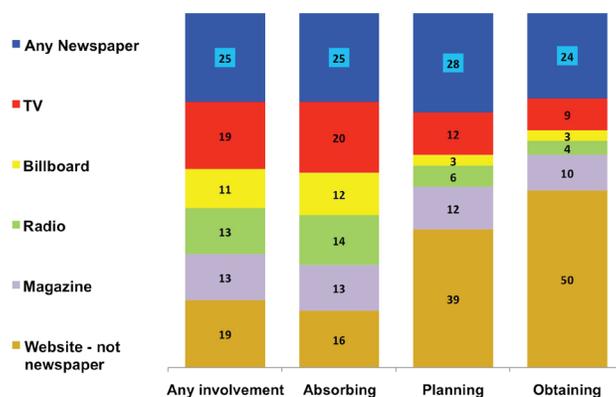
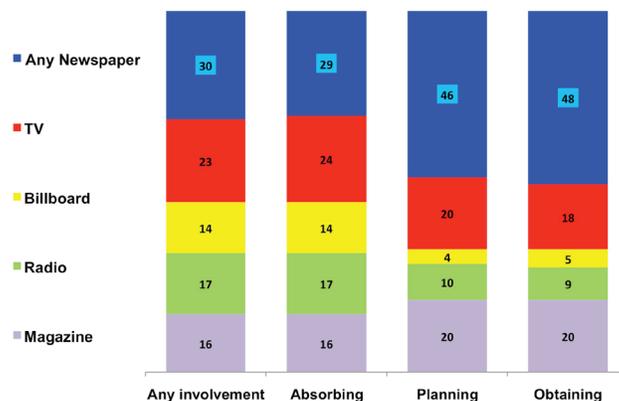


Chart 2

Media used to Make Purchase Decisions
Traditional Media



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By Region and Community Size

In reviewing, purchasing decisions by region, Chart 3 demonstrates newspapers powerful impact is the same in each region.

When the data is reviewed by community size (city = population over 100,000, town = 10,000 to 100,000 and rural <10,000), newspapers prove to be the top media for impacting consumer purchasing decisions across all communities – see Chart 4.

Chart 3

Media used to Make Purchase Decisions by Region

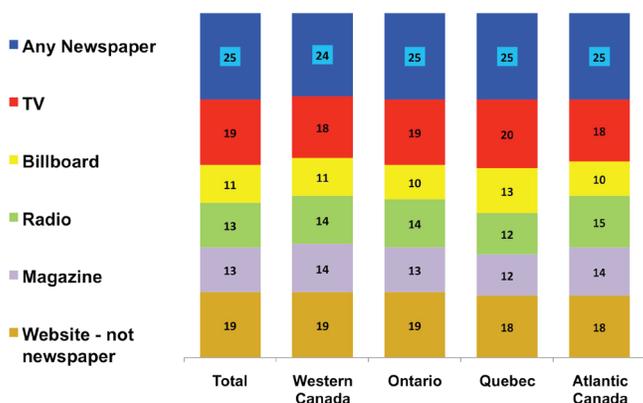
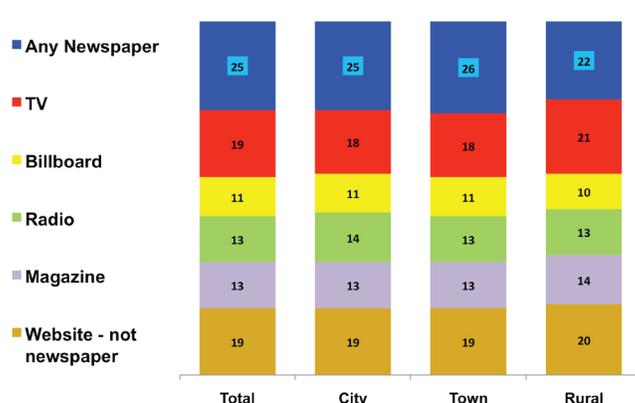


Chart 4

Media used to Make Purchase Decisions by Community Size



By Key Target Group

Men and women use newspapers equally for shopping decisions. Chart 5 shows that newspapers are the most significant medium for influencing purchasers among some very important targets:

- Boomers (those age 45-65)
- Young Adults (those age 18-34)
- Moms (those with children under 18 in the home)
- Influencers (those that recommend and share information more than others)
- High income (>\$100,000 household income)
- Business Decision Makers (BDM)

Chart 5

Media used to Make Purchase Decisions by Target Group

