

You said it, Iowa

**NOTHING WORKS LIKE
NEWSPAPER ADVERTISING.**

A survey of Iowa consumers and newspaper readers

Iowa Newspaper Association



“You said it, Iowa!”

1246 Iowa adults in randomly selected households were interviewed* in 2010 about their media usage and shopping habits.

The responses they gave are detailed here.

1246 completed interviews with adults 18+
Margin of error +/- 3.0% at the 95% confidence level
Interviews conducted January 5, 2010 through February 25, 2010

Data ©2010 Customized Newspaper Advertising



Iowa Statewide Survey 2010

Newspaper Readership

86.0% of Iowa adults read a local newspaper

74% subscribe to their local newspaper

26% buy it from a rack or store or other source

An average of two people per household read their local newspaper

42.7% of Iowa's adults have accessed a newspaper Web site for news or information within the past 30 days.

Iowans say 86% of adults read a local newspaper each week...

...and, on average, ads reach several people in each household.

Demographics

Age Groups

| | <u>% of respondents</u> | <u>% reading local paper</u> |
|-------|-------------------------|------------------------------|
| 18-24 | 1.5 | 87.0 |
| 25-34 | 6.5 | 70.8 |
| 35-44 | 13.3 | 79.5 |
| 45-54 | 21.5 | 88.2 |
| 55-64 | 35.1 | 85.1 |
| 65-74 | 9.1 | 89.0 |
| 75+ | 9.7 | 85.4 |

Education Level

| | <u>% of respondents</u> | <u>% reading local paper</u> |
|------------------|-------------------------|------------------------------|
| Some high school | 3.5 | 76.9 |
| High school grad | 31.1 | 84.1 |
| Some college | 22.5 | 86.4 |
| College grad | 28.9 | 84.0 |
| Post graduate | 11.4 | 85.4 |
| Other training | 1.6 | 95.7 |
| No response | 1.0 | --- |

Marital Status

| | <u>% of respondents</u> | <u>% reading local paper</u> |
|-------------|-------------------------|------------------------------|
| Married | 73.1 | 87.4 |
| Single | 17.1 | 74.9 |
| Widowed | 8.8 | 80.3 |
| No response | 1.0 | -- |

lowans say that all age groups read the newspaper...

...and readership is high regardless of education.

Demographics

Household income

| | <u>% of respondents</u> | <u>% reading local paper</u> |
|----------------|-------------------------|------------------------------|
| Under \$25,000 | 12.1 | 75.3 |
| \$25-49,999 | 23.4 | 85.3 |
| \$50-74,999 | 19.5 | 88.1 |
| \$75-100,000 | 11.5 | 86.5 |
| Over \$100,000 | 13.1 | 88.8 |
| No response | 20.3 | 81.3 |

lowans say newspaper readership is high among all income brackets...

Newspaper Inserts

78% of lowans regularly read advertising inserts in their local newspaper.

50% of adults say they prefer to receive inserts in their local newspaper

...they prefer to receive shopping inserts in their newspaper...

Readership of Content

Usually or Sometimes read:

| | |
|------------------------------------|------|
| Main section | 95.0 |
| Sports | 66.6 |
| Local community news | 94.3 |
| Business and financial news | 70.6 |
| Agriculture and farm news | 55.0 |
| Lifestyle news..... | 77.7 |
| Travel or entertainment news | 75.6 |
| Classified or want ads..... | 60.9 |
| Display advertisements..... | 72.2 |
| Special sections..... | 76.9 |

...and readership is high throughout the paper.

Media Usage

Iowans shop their local newspapers when they are ready to buy!

| | <u>% of adults buying in past 2 weeks</u> |
|--|---|
| Purchased from a newspaper advertisement | 51.9 |
| Purchased an item or service over the Internet | 21.1 |
| Purchased from a television ad or shopping program | 15.3 |
| Purchased from a radio commercial | 4.9 |

***52% of Iowans
purchased from
a newspaper ad in
the last 2 weeks!***

Newspaper is where Iowans turn first for information on local shopping.

| | <u>Where to shop</u> | <u>Cost of products</u> |
|--------------------------|----------------------|-------------------------|
| Newspaper | 50.9 | 42.2 |
| Radio | 1.2 | .8 |
| TV/cable | 3.3 | 1.7 |
| Free publication/shopper | 5.3 | 5.3 |
| Internet | 18.1 | 31.5 |
| Friends/word of mouth | 6.3 | 3.2 |
| Other source | 10.7 | 11.3 |
| Not sure/no response | 4.3 | 4.0 |

***And, for local
shopping information,
newspaper beats other
media by a mile!***

Purchasing

Likelihood of buying within the next 12 months

Automobiles

15.2% of Iowans plan to purchase a used auto or pickup and 11.9% plan to buy a new auto or pickup within the next 12 months.

When Iowans shop for an automobile, they turn to newspapers when deciding WHERE to buy.

Media source

| | <u>Very or somewhat useful</u> | <u>% reading local paper</u> |
|---------------------------|--------------------------------|------------------------------|
| Newspaper advertising | 52.2 | 91.3 |
| Television advertising | 37.6 | 85.9 |
| Web sites on the Internet | 47.9 | 83.6 |
| Radio advertising | 28.4 | 86.3 |
| Direct mail advertising | 26.4 | 89.1 |

Travel

46.1% of Iowa's households take vacations or pleasure trips within the state each year.

And, on these trips...

- 65.1% like to attend community festivals
- 77.3% like to shop

88% of these travelers read their local newspaper.

When Iowans consider a vehicle purchase they turn to the newspaper!

It's a very effective way to reach Iowa's travelers too!

Voting

89% of Iowa households had at least one member of the family vote in a recent national, state or local election.

85.6% of these adults read a local newspaper.

Voters use newspapers as an important source of information for local and state political candidates and issues that affect their lives.

Iowans rely on newspapers for information about political candidates and issues.

(N=1200)

| | <u>Newspaper</u> | <u>TV</u> | <u>Radio</u> | <u>Outdoor</u> | <u>Direct Mail</u> | <u>Internet</u> | <u>Visit/Word of Mouth</u> | <u>DK/NR</u> |
|----------------------------|------------------|-----------|--------------|----------------|--------------------|-----------------|----------------------------|--------------|
| Local political candidates | 32.9 | 32.4 | 7.1 | .1 | 3.7 | 7.6 | 11.9 | 4.3 |
| State office candidates | 33.8 | 35.0 | 6.7 | .1 | 3.6 | 8.3 | 6.3 | 6.3 |
| Issue advertising | 30.0 | 31.2 | 4.9 | .3 | 5.0 | 9.3 | 6.1 | 13.2 |

45% of Iowa's voters read political ads in their local newspaper.

Iowa Newspaper Association

Statewide Survey 2010

Survey Methodology

SAMPLING: The survey sample was selected through a random selection of households throughout the state of Iowa. Only telephone numbers drawn in the random sampling were contacted, and a minimum of three attempts was made during the survey period for each telephone number selected in the sample.

INTERVIEWING: All interviews were conducted by telephone. A team of trained interviewers worked from 5 p.m. to 9 p.m., Monday through Friday, during the survey period of January 5 through February 25, 2010. The work of all interviewers was monitored and supervised during the entire period. A total of 1246 interviews was completed with adults 18 years or older.

VERIFICATION: All interviews were monitored during the interview process. Call-backs were made on randomly selected, completed interviews to confirm that the interviews had actually taken place and to confirm the response to at least one question as an accuracy check. No invalid interviews were detected.

DATA PROCESSING: The questionnaires were coded and encoded by experienced staff members. All data were listed and proofread for encoding errors. If internal inconsistencies were detected during the encoding or proofreading, call-backs were made to respondents to check answers. The data was processed using SPSS computer software (Statistical Package for the Social Sciences).

SAMPLING ERROR: In a survey based on random selection of respondents, it is possible to estimate the margin of error from sampling. As sample size increases, the margin of error decreases. The following table shows the margin of error by sample size and ratio of responses at the 95% confidence level. (The 95% confidence level means that if the survey were to be conducted 100 times with 100 different random samples, the actual results obtained would fall within the limits of error at least 95 times.)

Ratio of “yes” to “no” answers:
(+/- margin of error)

Sample Size

| | <u>90/10</u> | <u>80/20</u> | <u>70/30</u> | <u>60/40</u> | <u>50/50</u> |
|------|--------------|--------------|--------------|--------------|--------------|
| 1200 | 1.8 | 2.4 | 2.7 | 2.9 | 3.0 |
| 1000 | 1.9 | 2.6 | 2.9 | 3.1 | 3.2 |
| 800 | 2.2 | 2.8 | 3.2 | 3.4 | 3.6 |
| 600 | 2.5 | 3.3 | 3.8 | 4.0 | 4.2 |
| 500 | 2.7 | 3.6 | 4.2 | 4.4 | 4.5 |
| 400 | 3.0 | 4.1 | 4.6 | 5.0 | 5.1 |
| 300 | 3.5 | 4.6 | 5.4 | 5.6 | 5.8 |
| 200 | 4.3 | 5.8 | 6.6 | 7.0 | 7.2 |
| 150 | 5.1 | 6.9 | 7.9 | 8.4 | 8.6 |
| 100 | 6.0 | 8.0 | 9.2 | 9.8 | 10.0 |
| 50 | 8.3 | 11.1 | 12.7 | 13.6 | 14.0 |

As sample size decreases, the margin of error increases. Therefore, reliance should be placed on total results.

Survey Limitations:

1. Only individuals with a telephone in-use are included in the survey. Thus, individuals or household without telephones are excluded.
2. Persons who refused to be interviewed, terminated the interview, or could not be contacted after three attempts may or may not have different characteristics than persons who completed the interview.
3. Errors in interviewing, recording responses, encoding and computer processing are possible. However, validation and verification procedures should minimize these errors.