



WISCONSIN CONSUMER MEDIA USAGE RESEARCH STUDY

Scarborough 2013



THE RESEARCH

- The market research study consists of **1,000 interviews** from adults in Wisconsin.
- **850 interviews were conducted on a random-digit dial** basis to ensure unlisted telephone numbers are included in the sample.
- An additional **150 interviews were conducted with cell-phone** owners to ensure representation from those who do not have landline telephones.
- Data from the survey was adjusted to recent census estimates of age, gender, education, household size, DMA, race, and ethnicity.
- Usual measure of newspaper readership were used that match standards used by the Association of Audited Media and the Media Ratings Council.
- The survey results are accurate to plus and minus 3 percent.



THE QUESTIONS

Readership

- Print, Online and Apps
- Advertising Circulars

Purchase Opportunities

- Fast Food
- New Cars or Trucks
- Cable Providers
- Financial Institutions
- Health Care
- Casinos
- Agriculture
- Travel

Community Information by Source

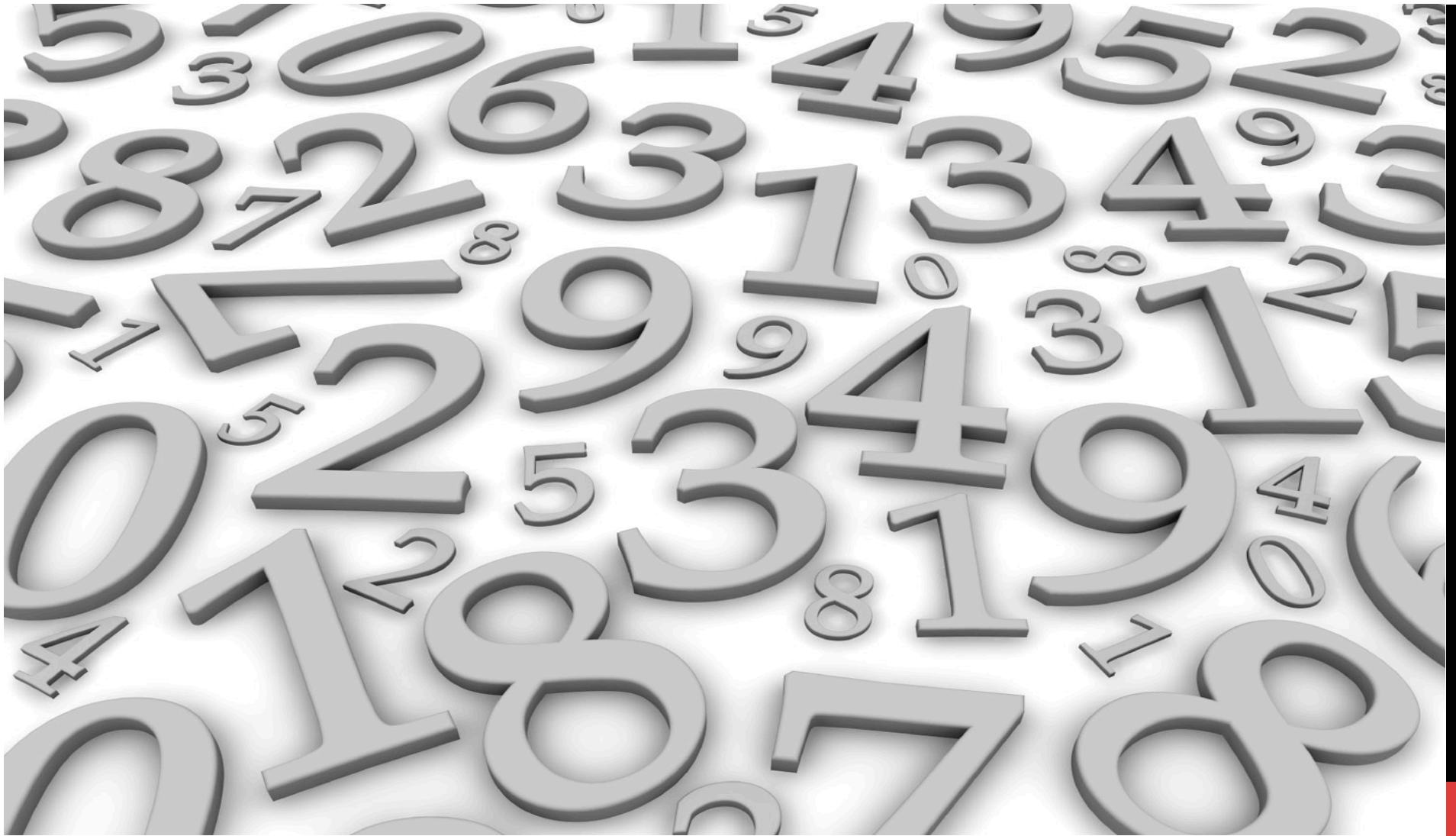
- Schools
- Sports
- Entertainment
- Crime and Personal Safety

Political and Advocacy

- Voting Decisions and History
- Interaction with Elected Officials
- Fiscal and Social Issues

Demographics





IMPRESSIVE NUMBERS!



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study

**WISCONSIN CONSUMER MEDIA USAGE
RESEARCH STUDY**

READERSHIP



77%

**Of adults read
newspapers in print
or digitally!**

Source: 2013 Scarborough Research– CNA Consumer Media Usage Study



3.4

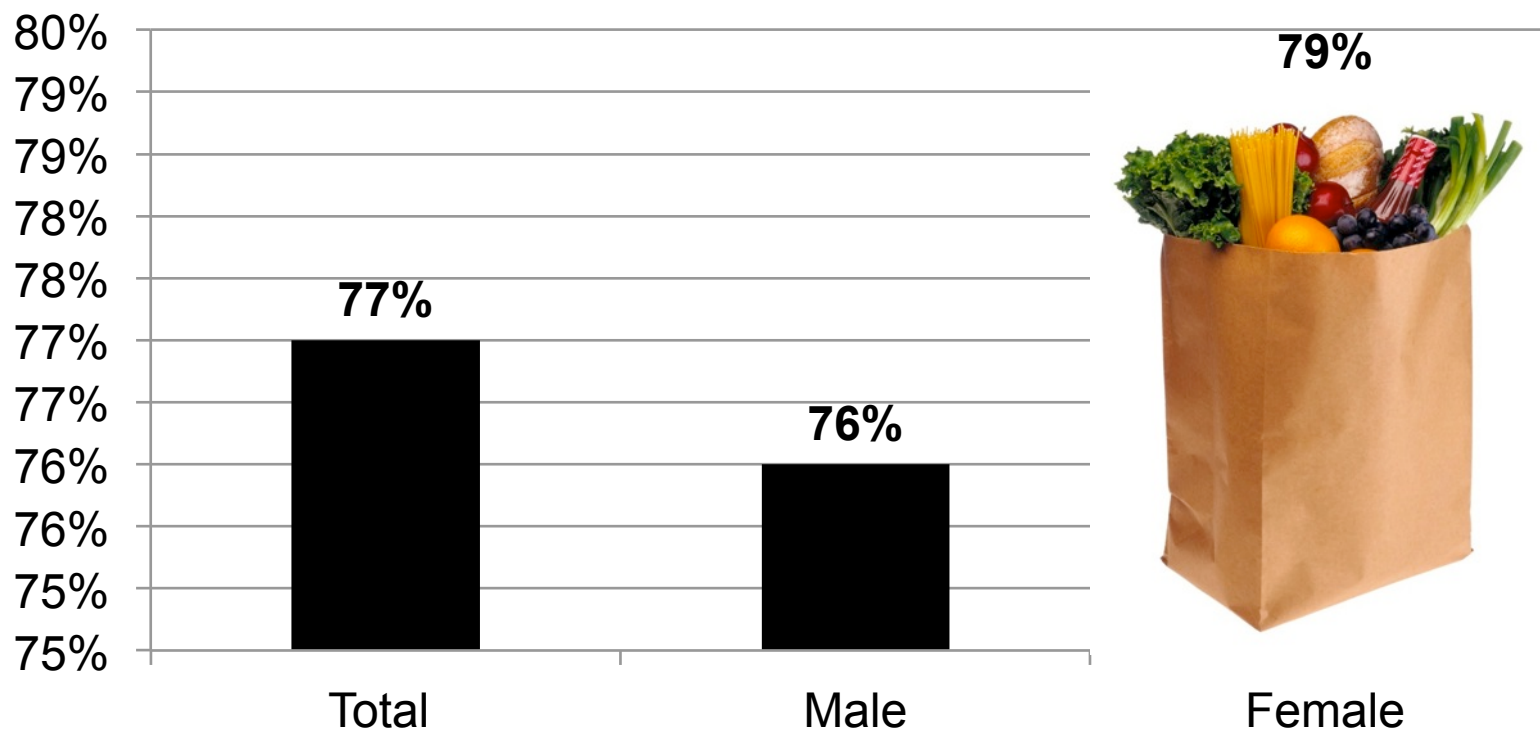
**Million adults read
newspapers in print
or digitally!**

Source: 2013 Scarborough Research– CNA Consumer Media Usage Study



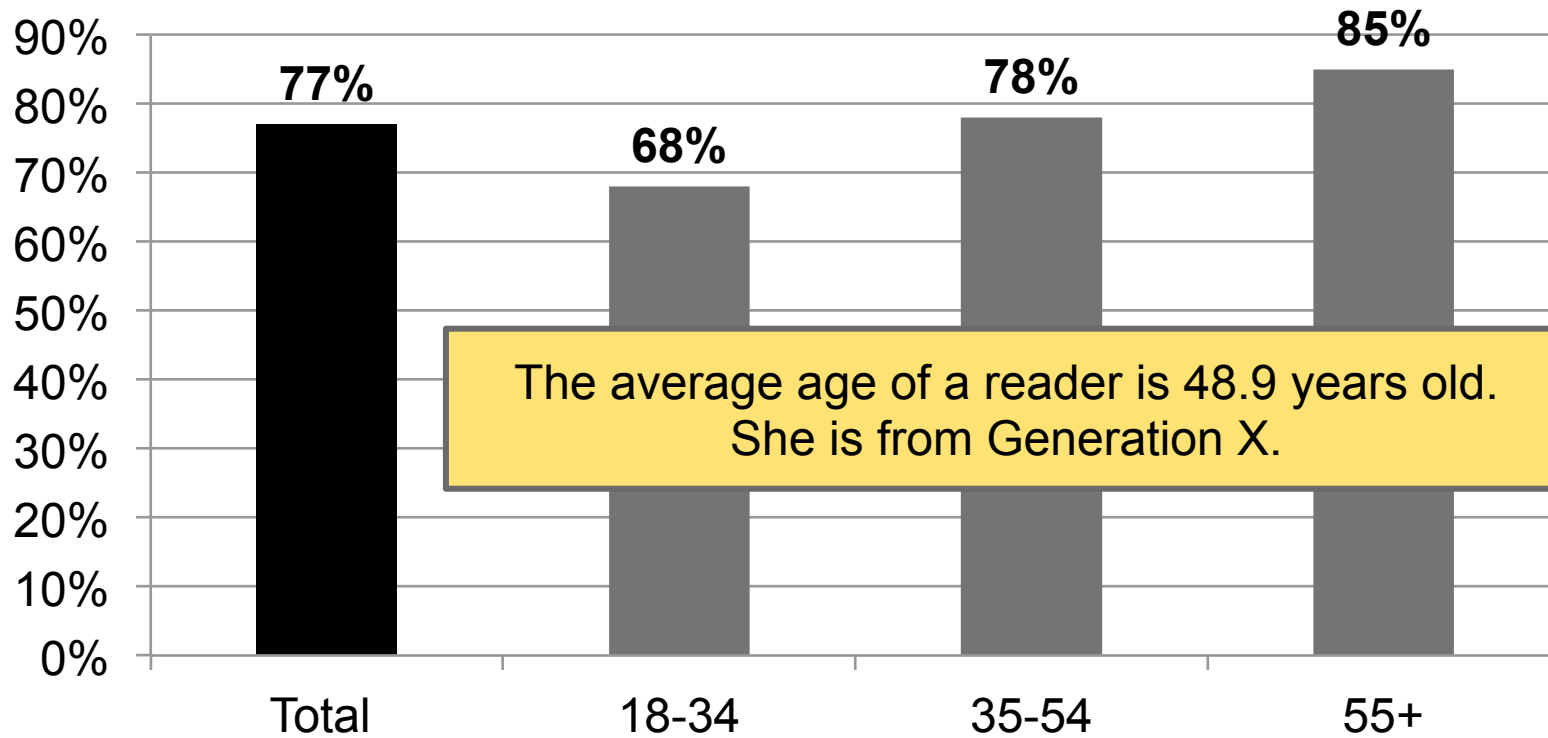
READERSHIP BY GENDER

Integrated Newspaper Readership - Newspaper + Digital



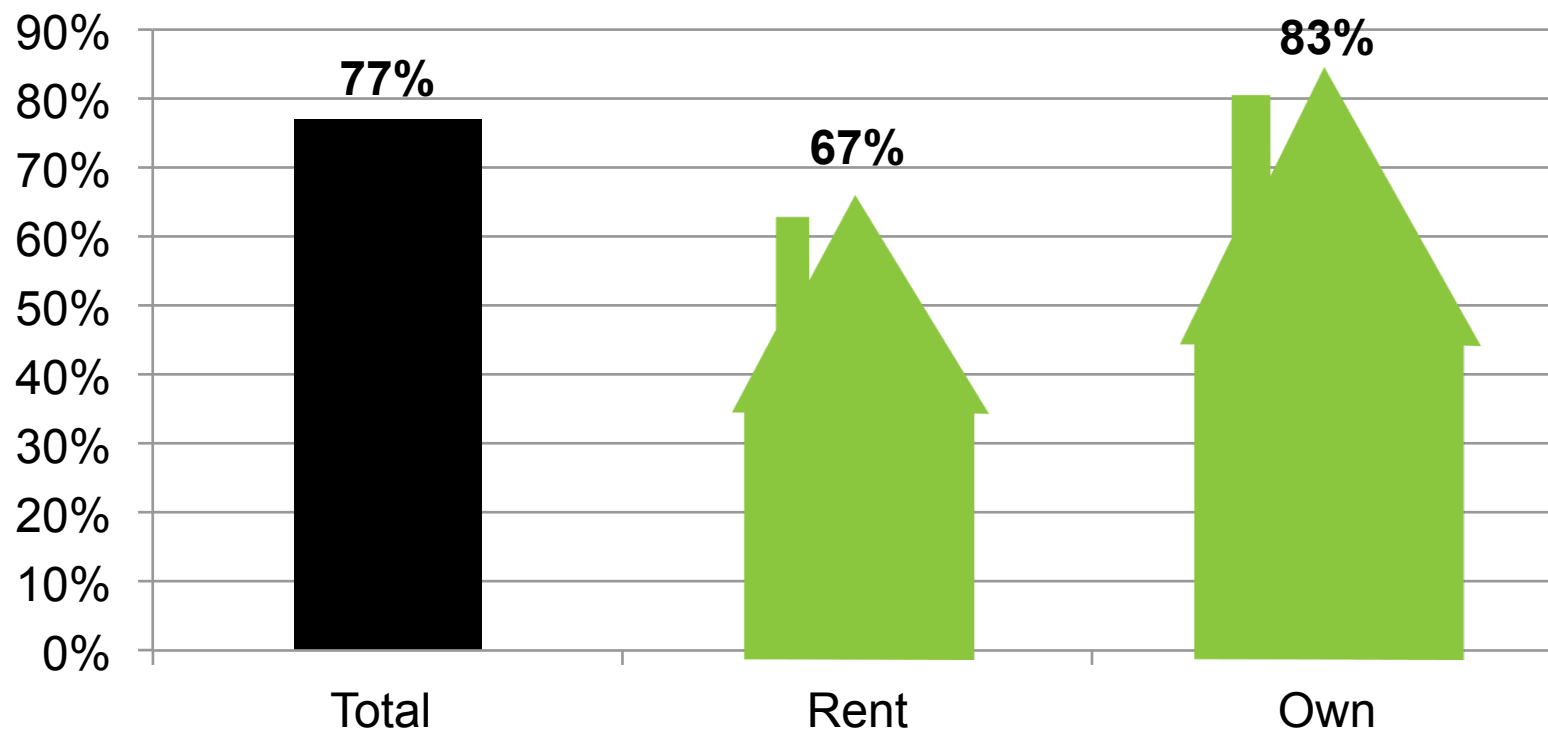
READERSHIP BY AGE

Integrated Newspaper Readership - Newspaper + Digital



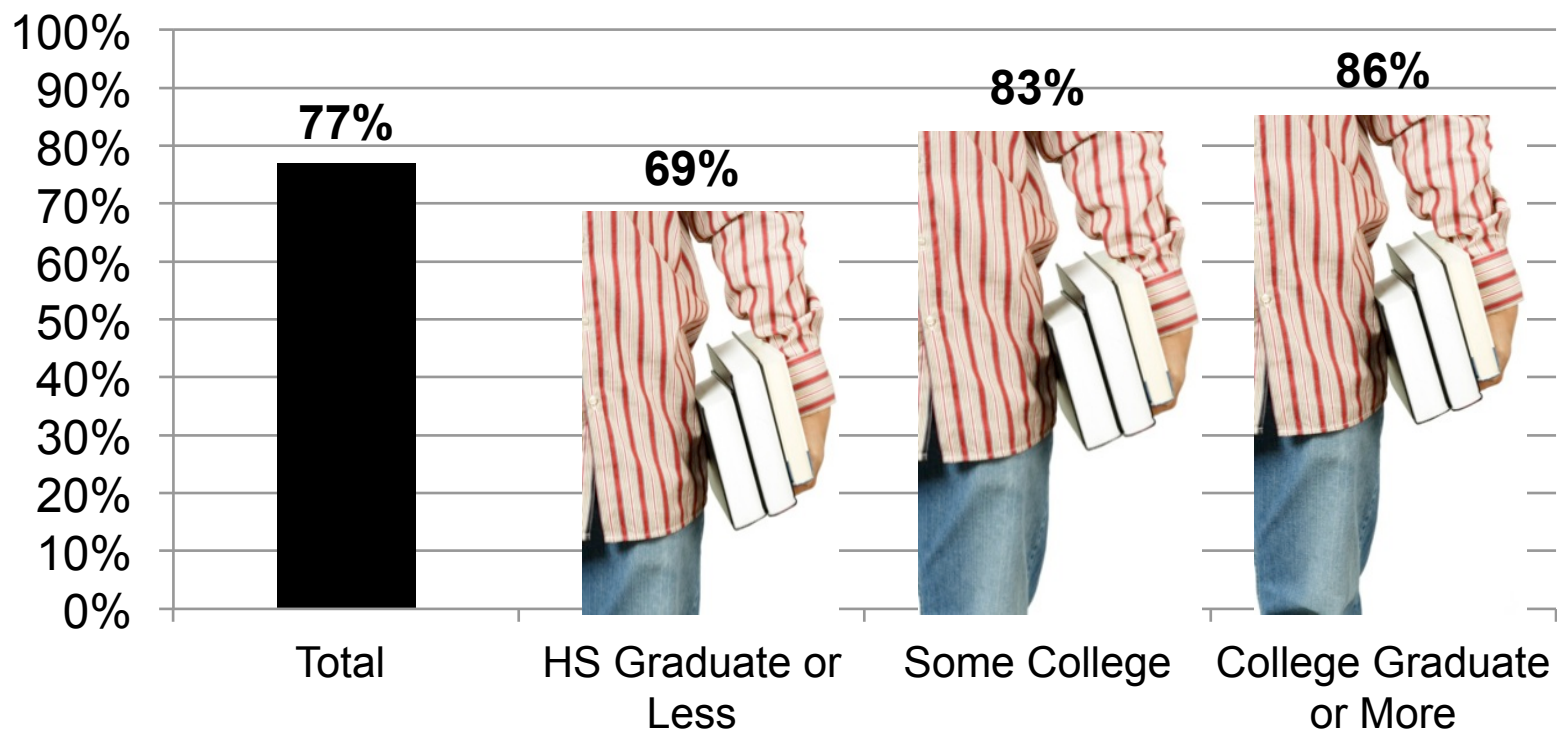
READERSHIP BY HOME OWNERSHIP

Integrated Newspaper Readership - Newspaper + Digital



READERSHIP BY EDUCATION

Integrated Newspaper Readership - Newspaper + Digital



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study



**WISCONSIN CONSUMER MEDIA USAGE
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BUYING HABITS



#1

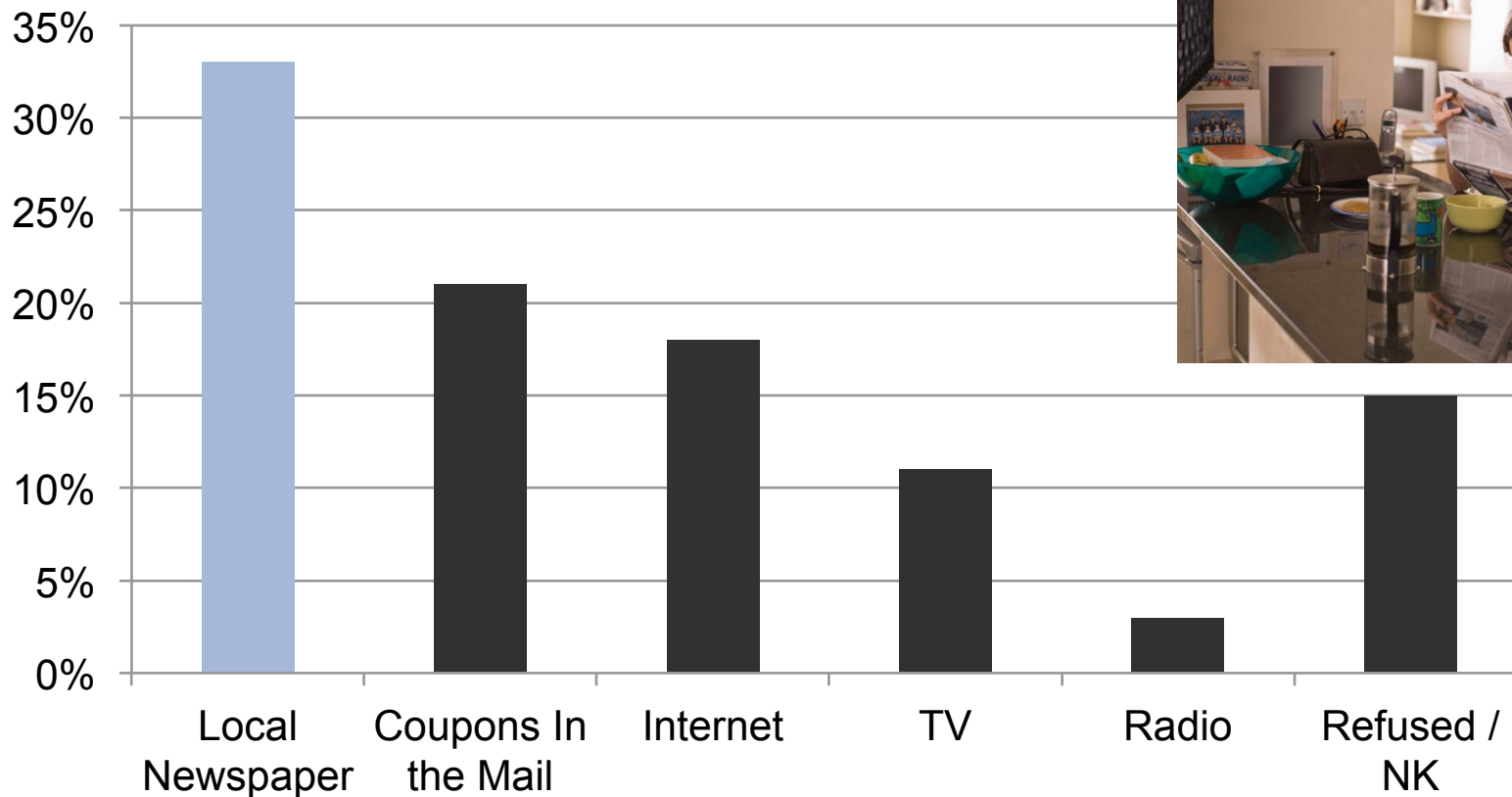
WHEN CONSUMERS ARE SHOPPING THEY LOOK TO NEWSPAPERS!

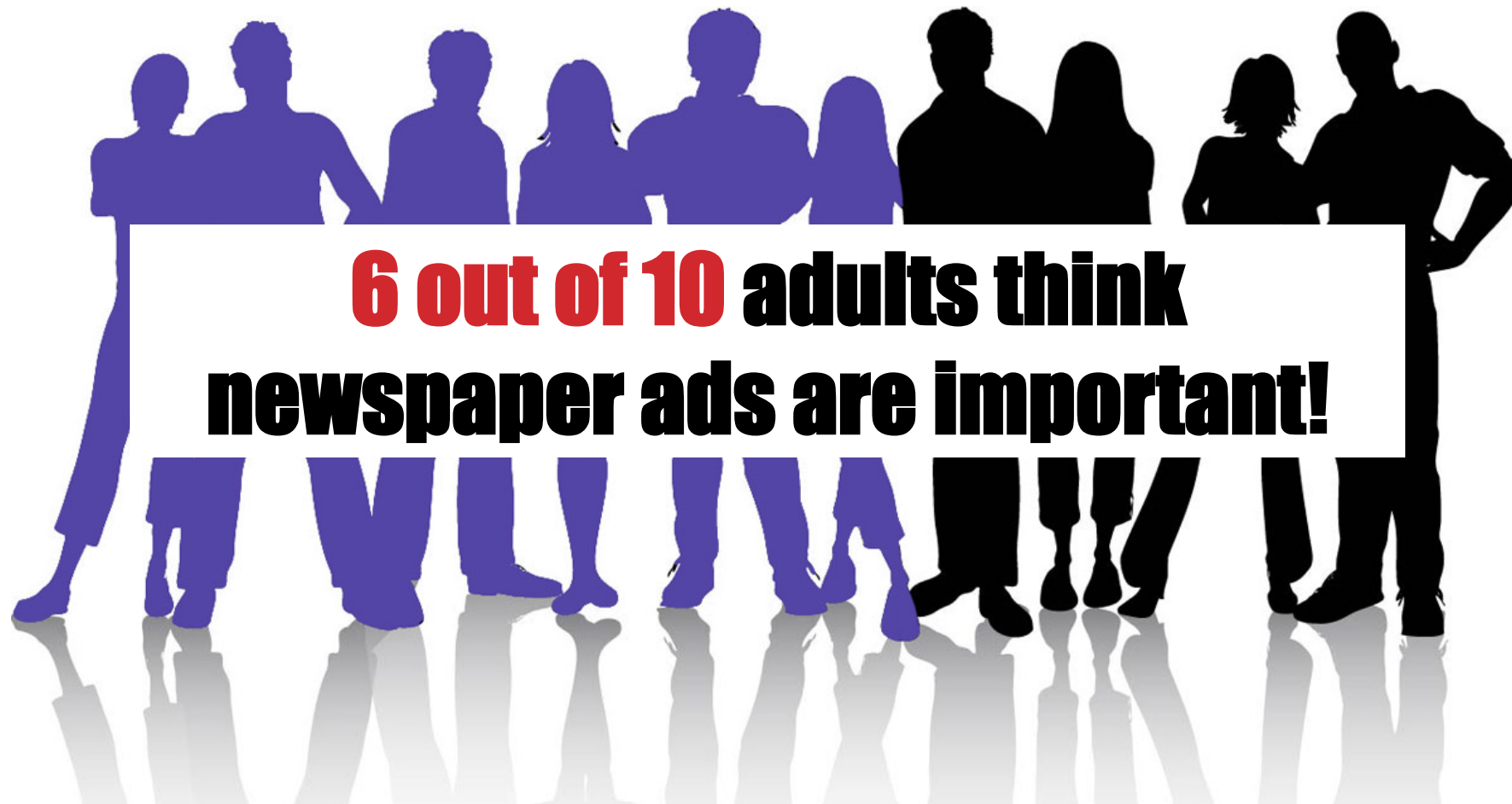
When shopping for a good deal on merchandise consumers ranked newspapers and newspaper websites as **the most useful source of information** over direct mail, television, radio or websites such as Groupon!



NEWSPAPERS ARE PREFERRED!

When shopping for a good deal on merchandise, consumers ranked newspapers and newspaper websites as **the most useful source of information** over direct mail, television, radio or websites such as Groupon!





6 out of 10 adults think
newspaper ads are important!

Consumers find newspaper ads worthwhile. **61%** of Wisconsin adults say advertising that appears in newspapers is important or very important!



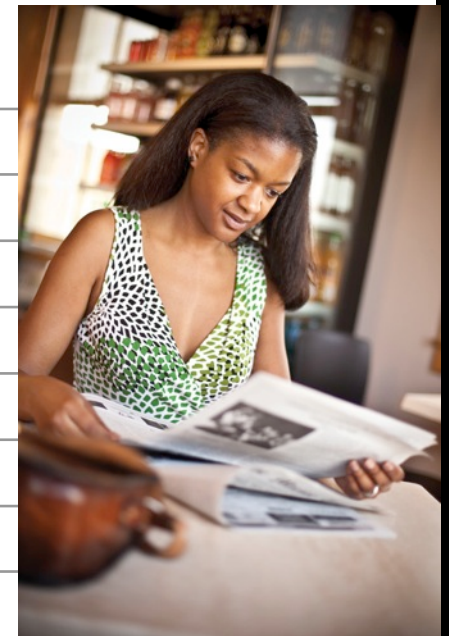
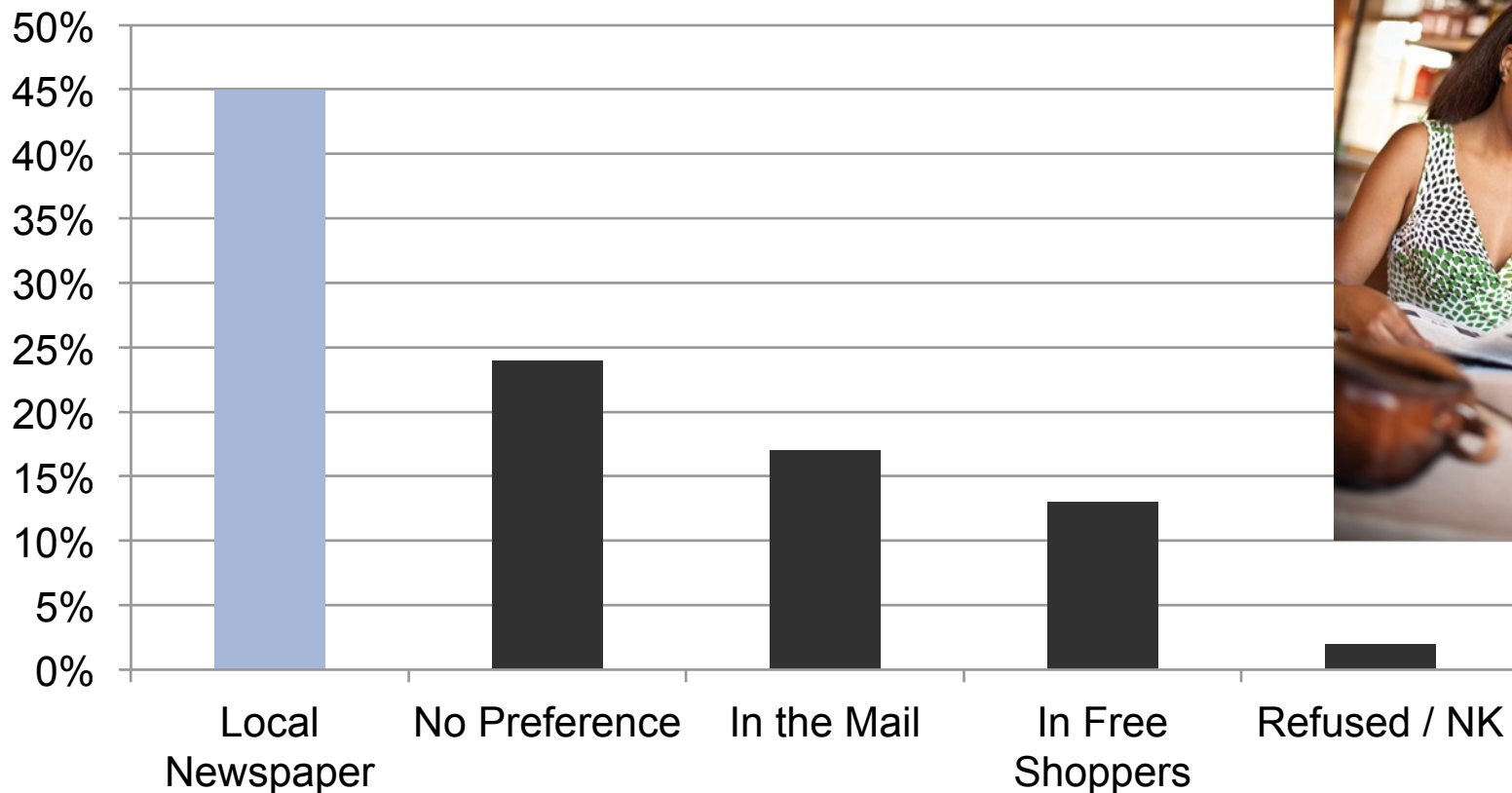
NEWSPAPER READERS PAY ATTENTION TO AD INSERTS!



More than half of newspaper readers view the **advertising circulars or flyers** included with their newspaper nearly every time or very often.

NEWSPAPERS ARE PREFERRED!

When **receiving advertising circulars or flyers**, consumers want to receive them in newspapers — 45% prefer to receive ad inserts in newspapers compared to only 17% who prefer direct mail and 13% free shoppers.





**Reach nearly 8 out of 10 adults
who ate fast food last week!**

If you want to reach hungry consumers, you can't miss with Wisconsin newspapers and their digital content – together they reach **79%** adults who ate at least once at a fast food restaurant in the past week.



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study. Base: 66% of adults eat at a fast-food restaurant in a typical week.

297,500

Wisconsin adults are considering changing their **financial institution** in the next year.

REACH

83%

of them with newspapers in print and digitally.





924,900

Wisconsin adults are interested in receiving information about new **health care insurance options.**

REACH

85% of them with newspapers in print and digitally.



WISCONSIN

1,030,100

Wisconsin adults **visited a casino** in the past 12 months!

REACH

86% of them with newspapers in print and digitally.



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study. Base: 23% of adults visited a casino.





569,400

Wisconsin adults are considering adding, changing or **dropping** their cable or satellite provider in the next year.

REACH

92% of them with newspapers in print and digitally.



484,700

Wisconsin adults plan to **buy**
a new vehicle in the next 12
months!

REACH

92% of them with
newspapers in
print and digitally.



951,500

Wisconsin adults have influence
on **agriculture purchases!**

REACH

83% of them with
newspapers in
print and digitally.





Reach **4 out of 5** adults who influence agricultural purchases!

If you want to reach farmers, you can't miss with Wisconsin newspapers and their digital content – together they reach **83%** of adults influential in the purchase of goods and services used on farms.





317,200

Wisconsin adults have influence
on **farm equipment purchases!**

REACH

80% of them with
newspapers in
print and digitally.





215,500

Wisconsin adults have influence
on **farm fertilizer purchases!**

REACH

83% of them with
newspapers in
print and digitally.



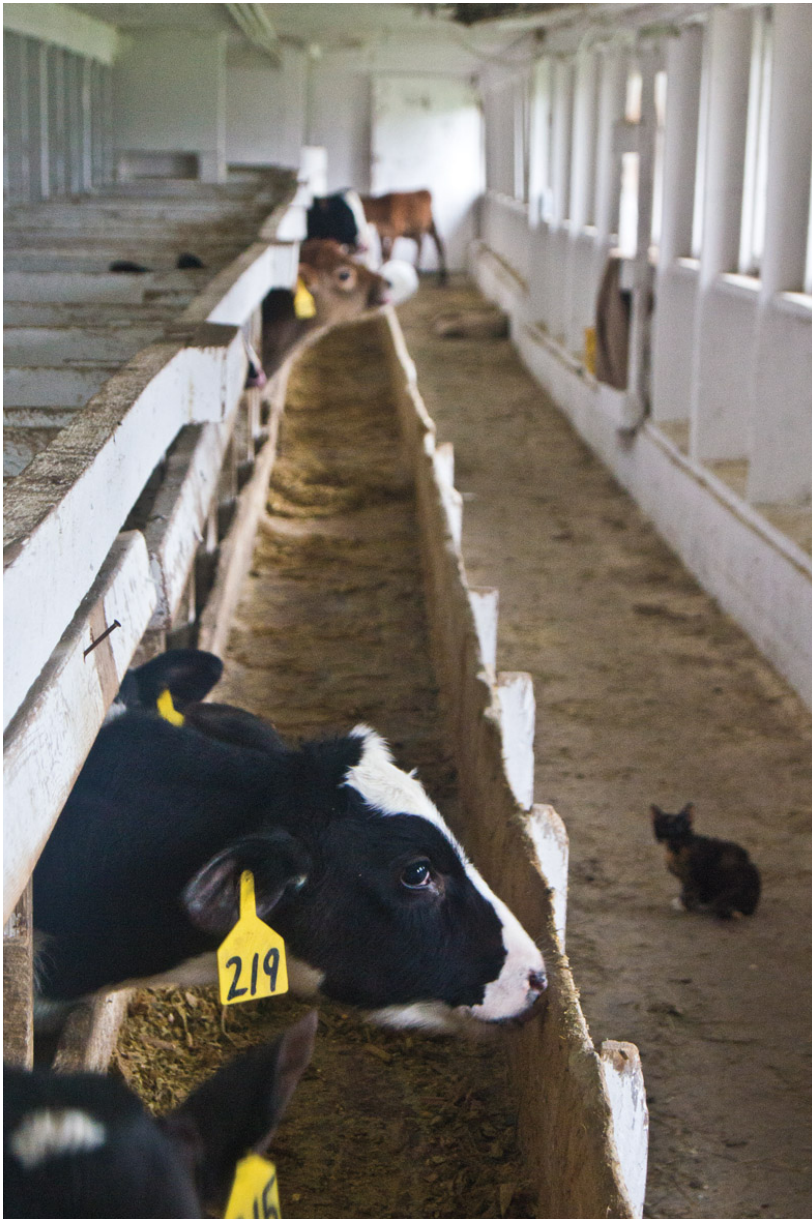
319,100

Wisconsin adults have influence on the purchase of **livestock feed and supplies!**

REACH

81%

of them with newspapers in print and digitally.



365,500

Adults have influence on the purchase of **agricultural seed!**

REACH

78% of them with newspapers in print and digitally.



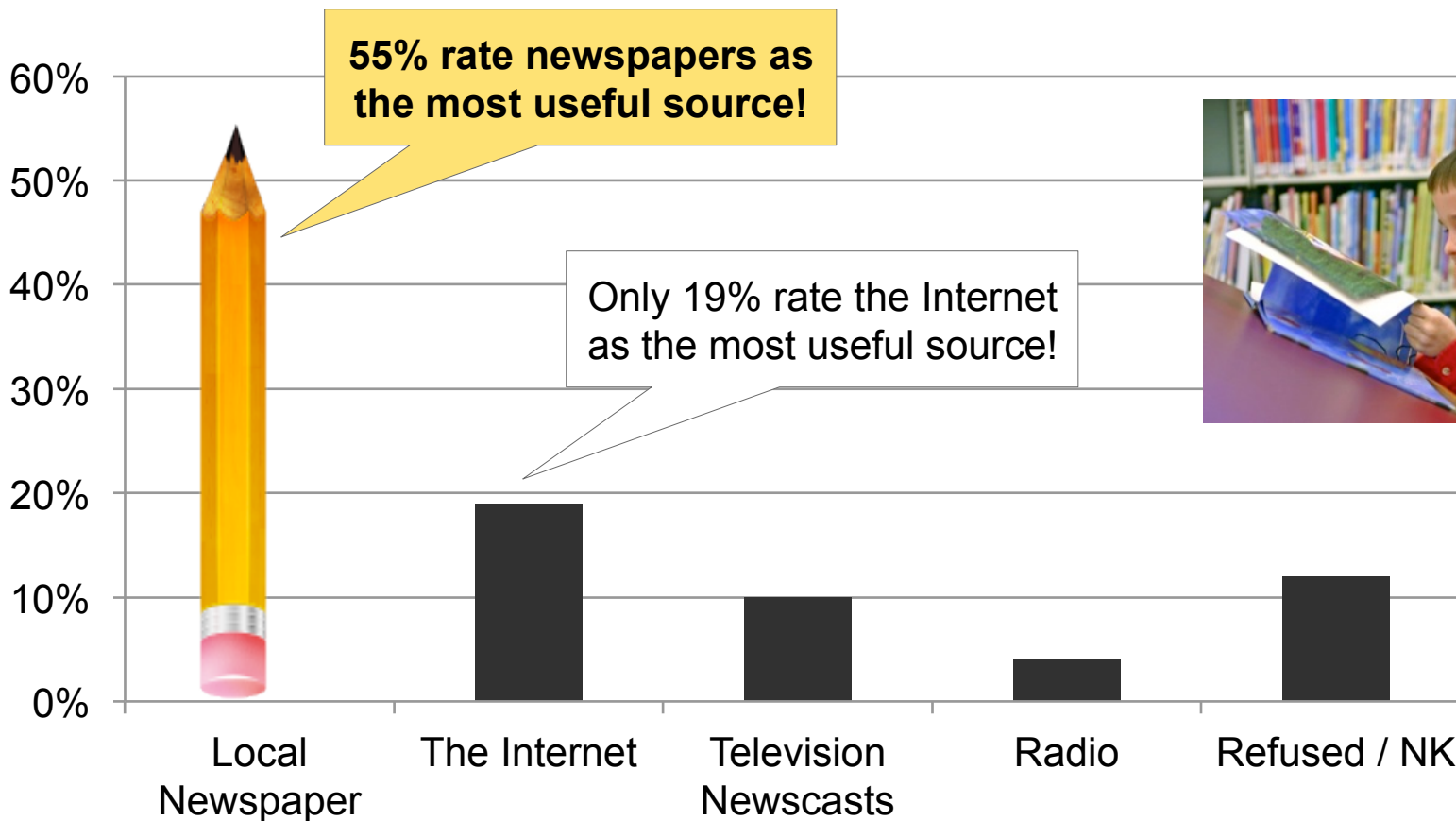
**WISCONSIN CONSUMER MEDIA USAGE
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COMMUNITY INFORMATION



NEWSPAPERS ARE THE MOST USEFUL SOURCE!

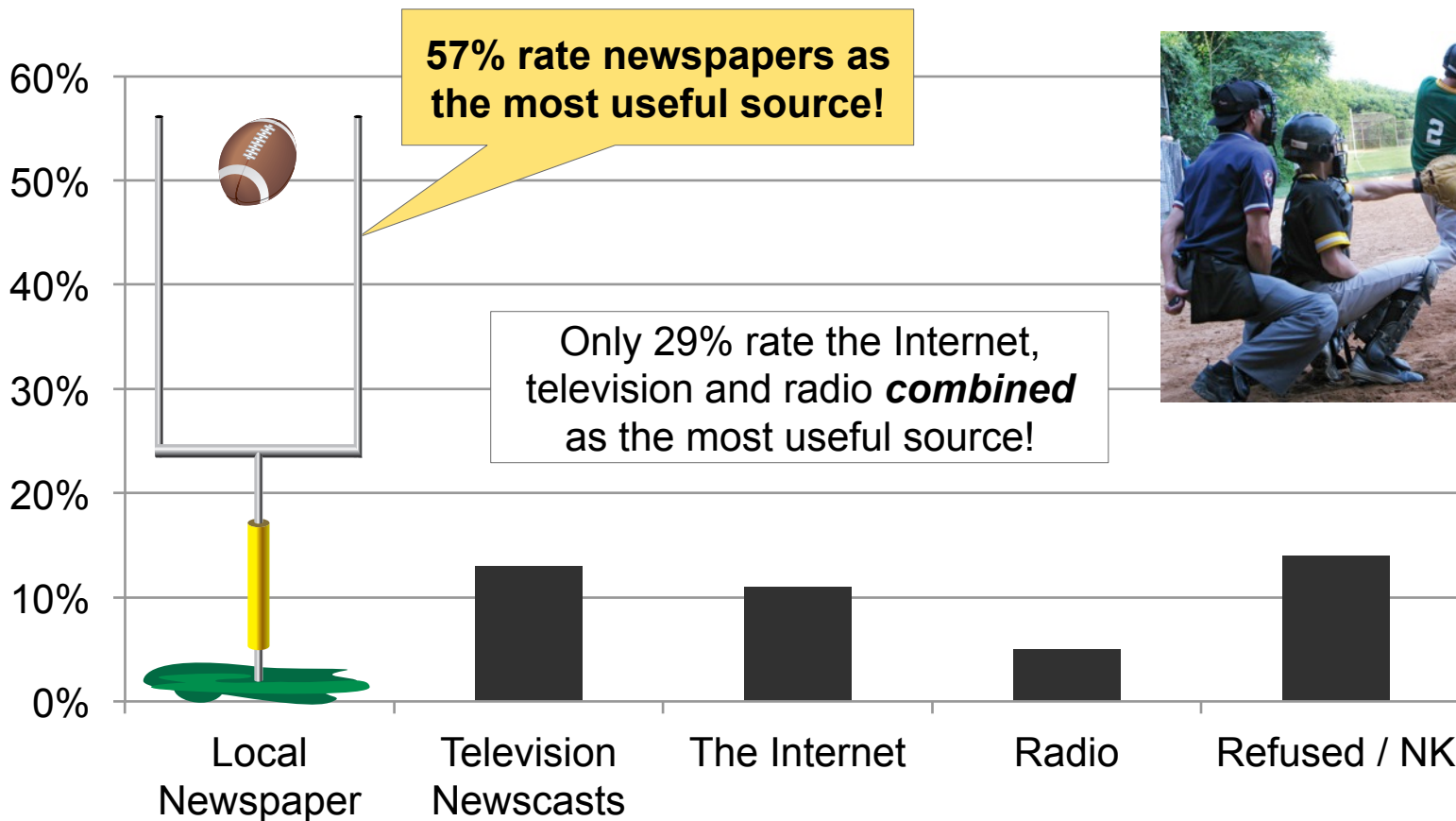
When looking for information about **schools in the community**, consumers rank newspapers as **the most useful source of information** — nearly triple the next closest source.



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study

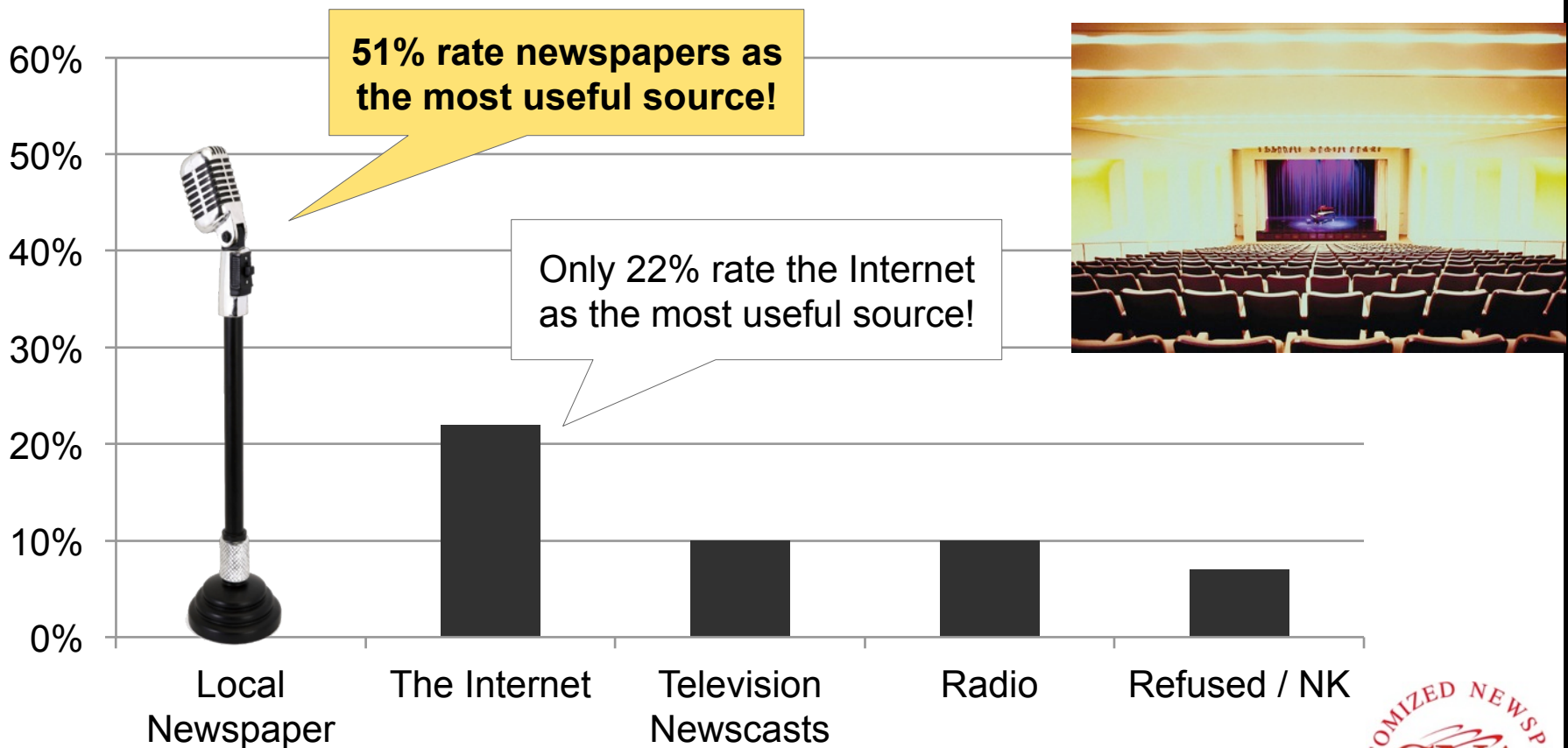
NEWSPAPERS ARE THE MOST USEFUL SOURCE!

When looking for information about **local high school sports**, consumers rank newspapers as **the most useful source of information** — nearly double all other sources *combined*.



NEWSPAPERS ARE THE MOST USEFUL SOURCE!

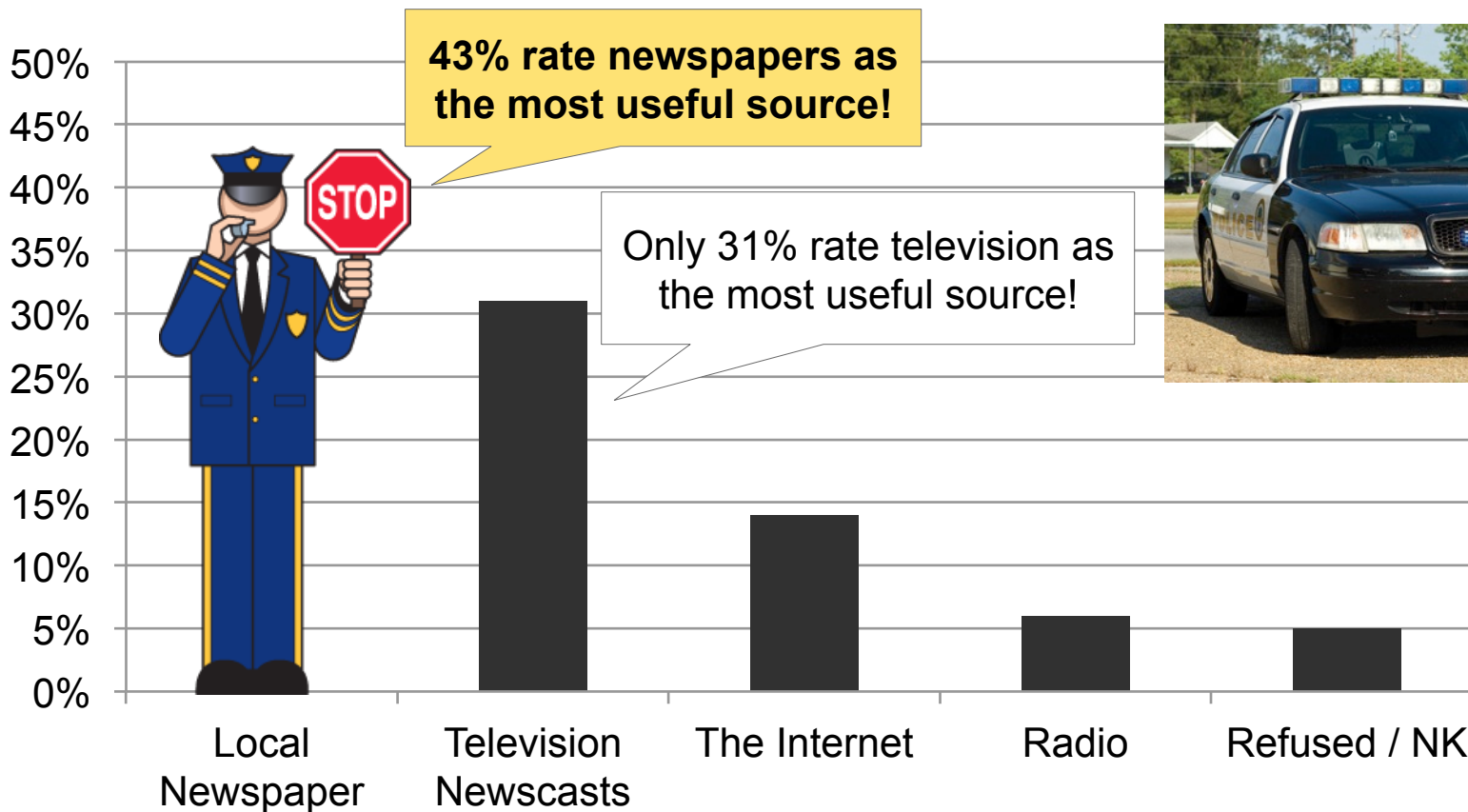
When looking for information about **local things to do**, consumers rank newspapers as **the most useful source of information** — more than double the next closest source.



Source: 2013 Scarborough Research– CNA Consumer Media Usage Study

NEWSPAPERS ARE THE MOST USEFUL SOURCE!

When looking for information about **crime and personal safety**, consumers rank newspapers as **the most useful source of information!**



**WISCONSIN CONSUMER MEDIA USAGE
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ENGAGEMENT





NEWSPAPERS GIVE YOU THE OPPORTUNITY TO CONTROL YOUR MESSAGE BEYOND A SOUND BITE

REACH WISCONSINITES ENGAGED IN THEIR COMMUNITIES!

Wisconsin adults care about their communities. Nearly 1 in 4 is a member of a club or organization that works on issues that are important to them.



REACH

86%

of them with
newspapers in
print and digitally.



TARGET THOSE WHO ENGAGE WITH THEIR ELECTED OFFICIALS!

Fewer than one-third of adults contacted an elected official in the past 12 months.

REACH

89%

of them with newspapers in print and digitally.



TARGET VOTERS

WHO CARE ABOUT STATE AND NATIONAL ISSUES!

Wisconsin adults are voters — those who stated they had voted in the state and national election in November of 2012...



REACH

83%

of them with newspapers
in print and digitally.



REACH VOTERS

WHO CARE ABOUT LOCAL ISSUES!

Wisconsin adults are voters — those who stated that they vote most of the time or nearly every time in local, school board or other county elections...



REACH

85%

of them with newspapers
in print and digitally.

Source: 2013 Scarborough Research– CNA Consumer Media Usage Study



CUSTOMIZED NEWSPAPER ADVERTISING
QUESTIONS



CUSTOMIZED NEWSPAPER ADVERTISING

THANK YOU

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CNA Sales and Marketing Director

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