

National Newspaper Reader Survey Results Find Newspapers Are Delivering Customers

Pulse Research has released the results of the just concluded Third Quarter, 2011 Pulse of America readership and consumer shopping survey, with over 5,000 samples from all 50 states. Key measures such as believability, advertising source, classified results and reader purchasing plans prove that community newspapers remain strong and viable. When many institutions have lost respect in recent years, local newspapers remain credible with 88% of respondents stating they believe what they read in their local newspaper. Craigslist has not eroded the ability of local newspapers to deliver classified ad results. Of respondents who ran a classified ad in a local newspaper, 79% stated they got "results", with 40% selling what they advertised and another 39% stating they got many calls. Local newspapers are the primary source of automotive purchasing information of 44% of respondents compared to 22% who stated the Internet. Even though there has been a significant shift to the Internet for most information, 58% of respondents prefer legal notices in their local newspaper compared to 36% who prefer legal notices on a government website.

Consumer confidence in the economy has decreased 30% from the last quarter to the current quarter. Consistent with lowered consumer confidence, plans to open a savings account has increased 30%, possibly due to consumer frustration and confusion with banking fees and new regulations.

During the last 90 days, there are some interesting planned purchasing increases; tablets like an iPad up 65%, smart phones increased 25%, plan to attend college or university up 14%, plan to use a tax advisor up 12% and bedroom furniture purchasing plans are up 19%. The complete copy of the Pulse of America survey with over 120 readership and consumer shopping questions is available at www.pulseresearch.com/press. Options for national and regional statistics are available. Businesses can get a copy of current quarter purchasing plans for over 462 business types and over a thousand products and services. Quarterly trending is also available. Pulse of America is an ongoing, quarterly publication readership and consumer shopping survey first launched in early 2008. Over 200 publications, corporate publishing groups and press associations participate in the quarterly Pulse of America survey. Pulse Research, founded in 1985 is the host and sponsor of the Pulse of America survey.