

The SNA Suburban Market Study & SNAF Community Web Sites Study



LOCAL NEWS.
ENGAGED AUDIENCE.
IN PRINT & ONLINE.

Conducted for:



By:



Methodology

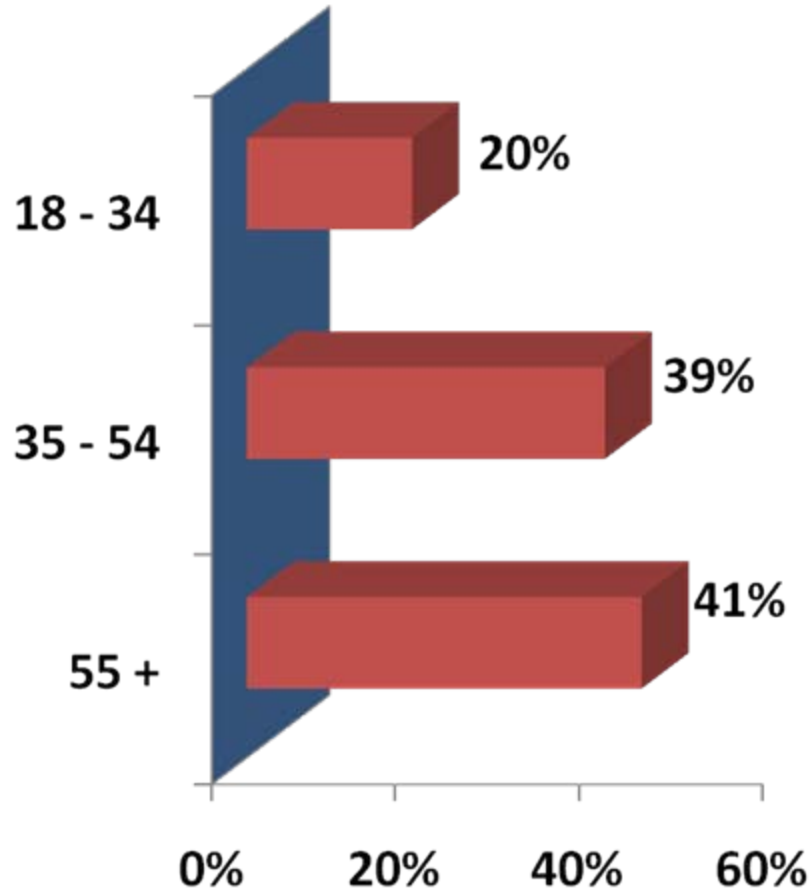
- *Purpose:* To examine suburban adults' readership of various newspapers, use of advertising information, shopping habits, purchasing decisions, and local online behaviors & interests.
- 2,615 adults were interviewed via random digit dialing telephone surveys in suburban areas of 11 DMAs across the United States
- The markets included Baltimore, Boston, Chicago, Columbus, Dallas, Detroit, Houston, Minneapolis, Philadelphia, Seattle, & Washington D.C.
- Conducted by Center for Advanced Social Research of the Reynolds Journalism Institute at the University of Missouri, June through October 2009

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DEMOGRAPHICS

Key demographics in suburbs

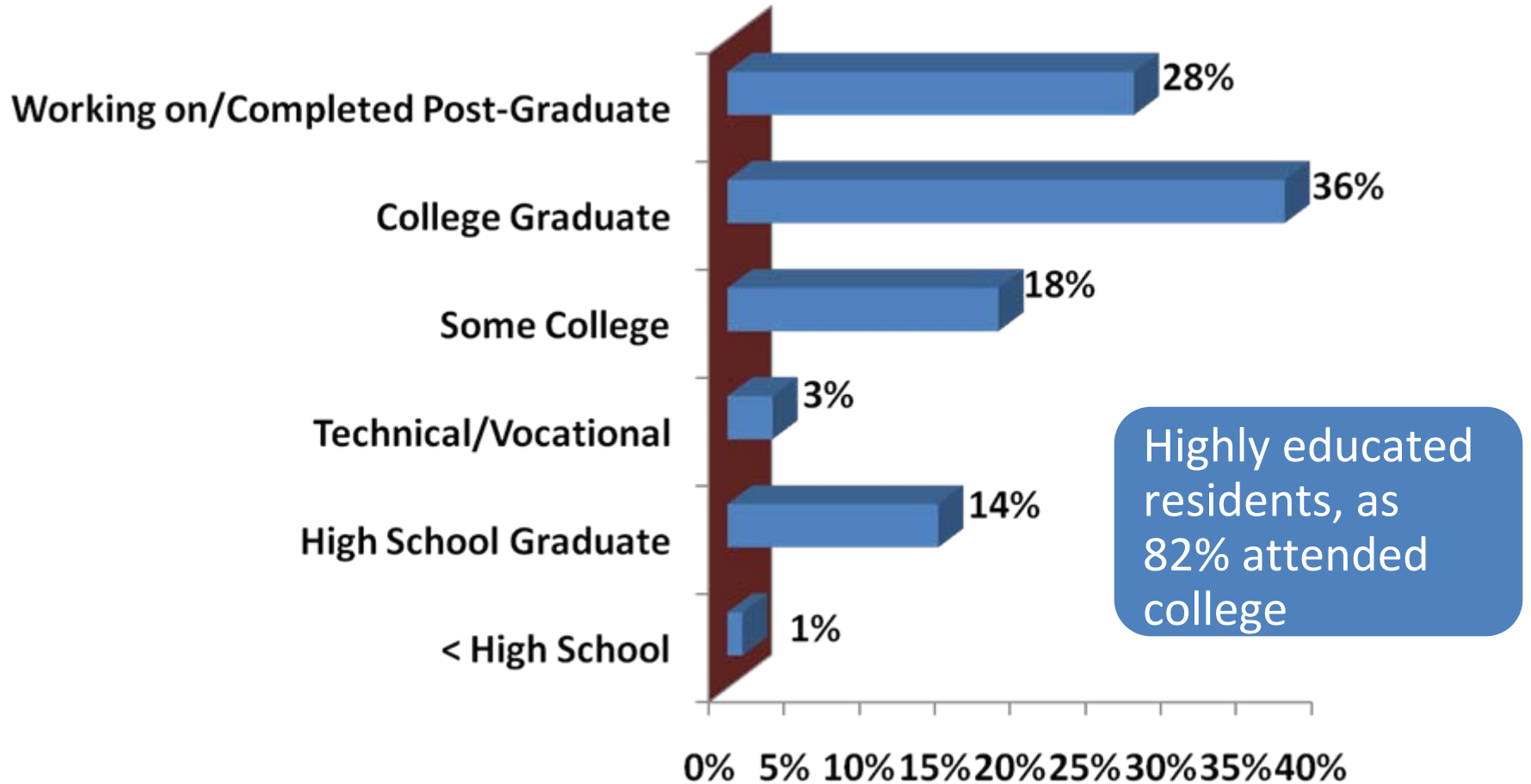
Age



- Average age = 50.7
- 31% had children under 18 at home
- 50.5% of sample were male, and 49.5% female

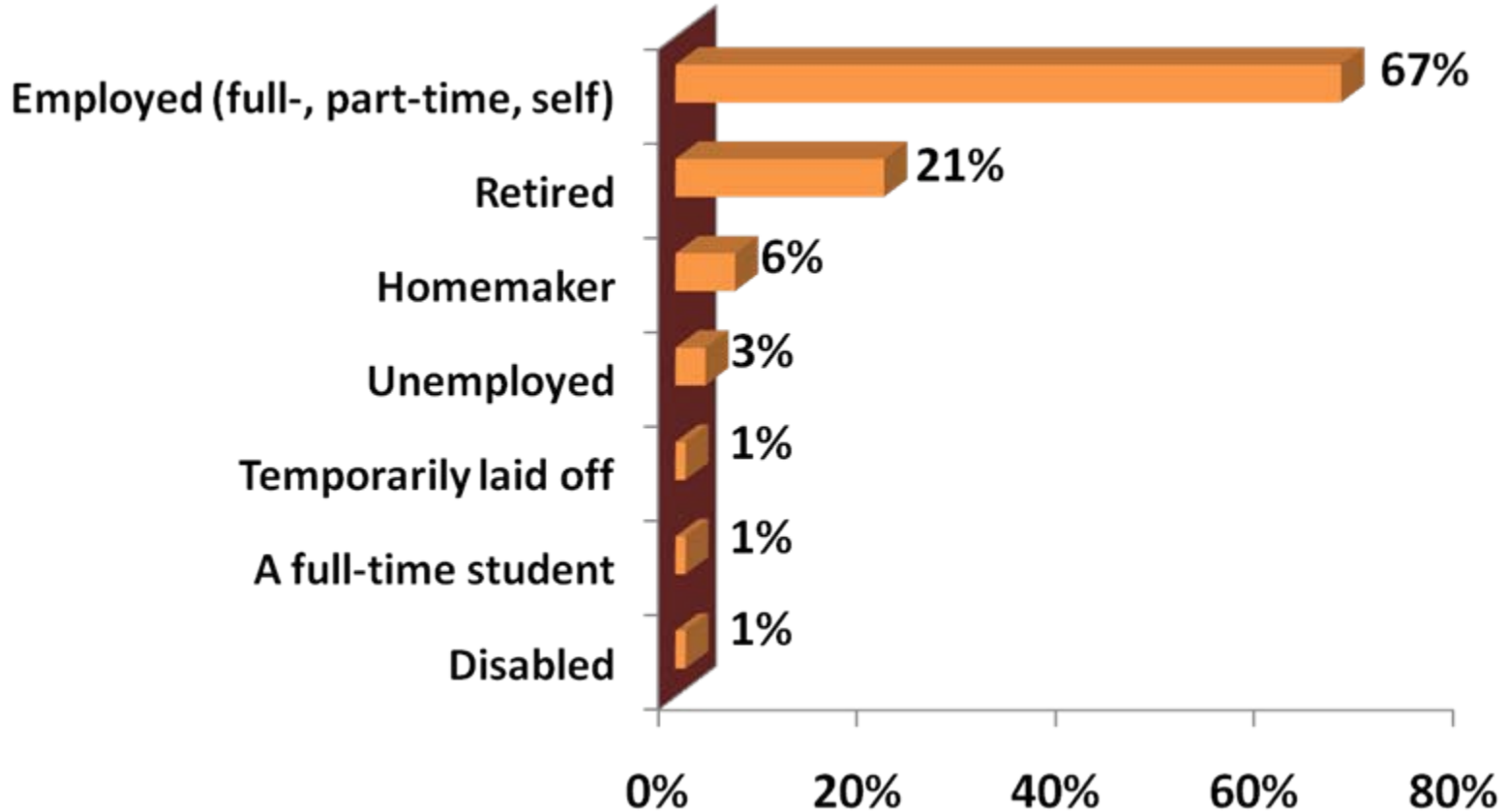
Key demographics in suburbs

Education Level



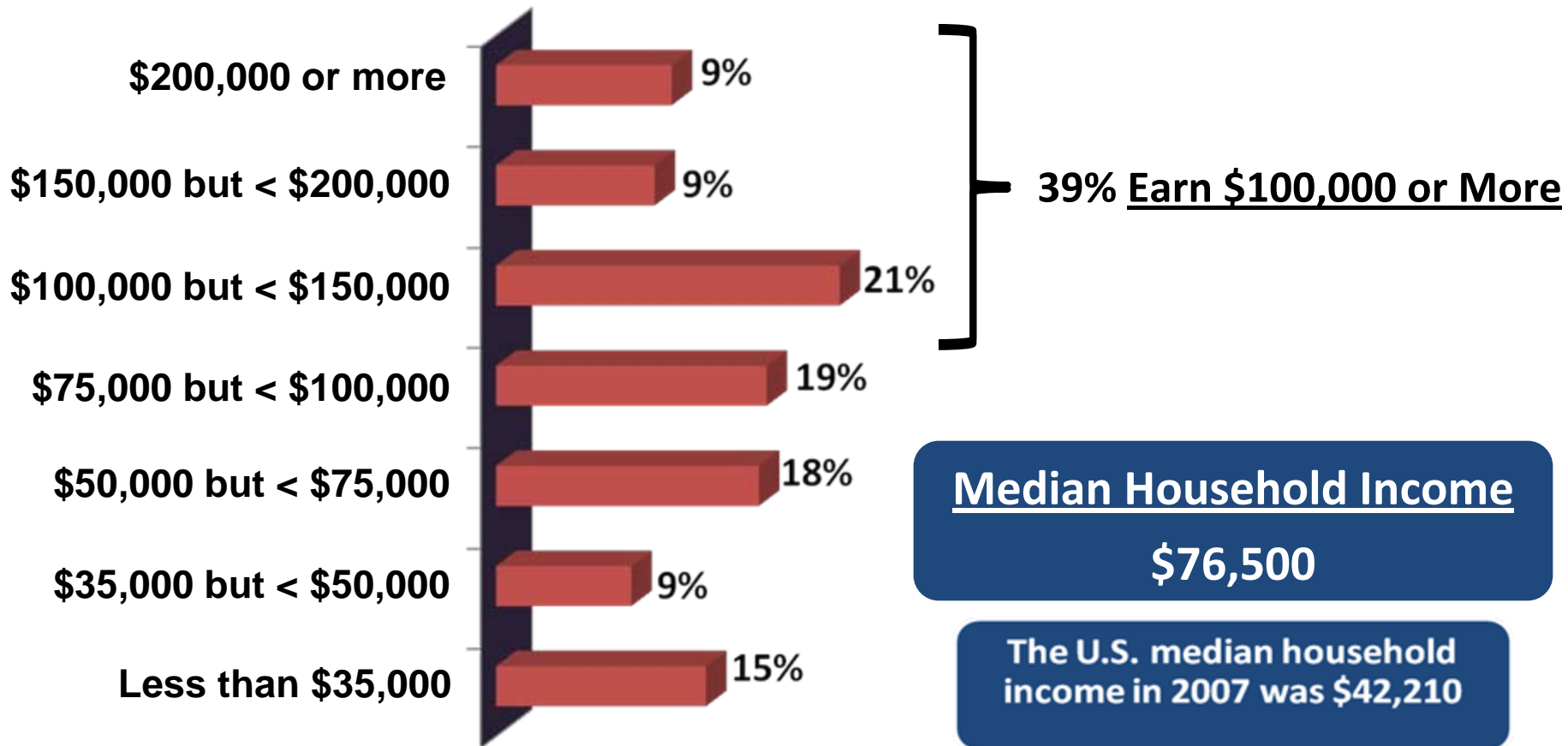
Key demographics in suburbs

Employment Status



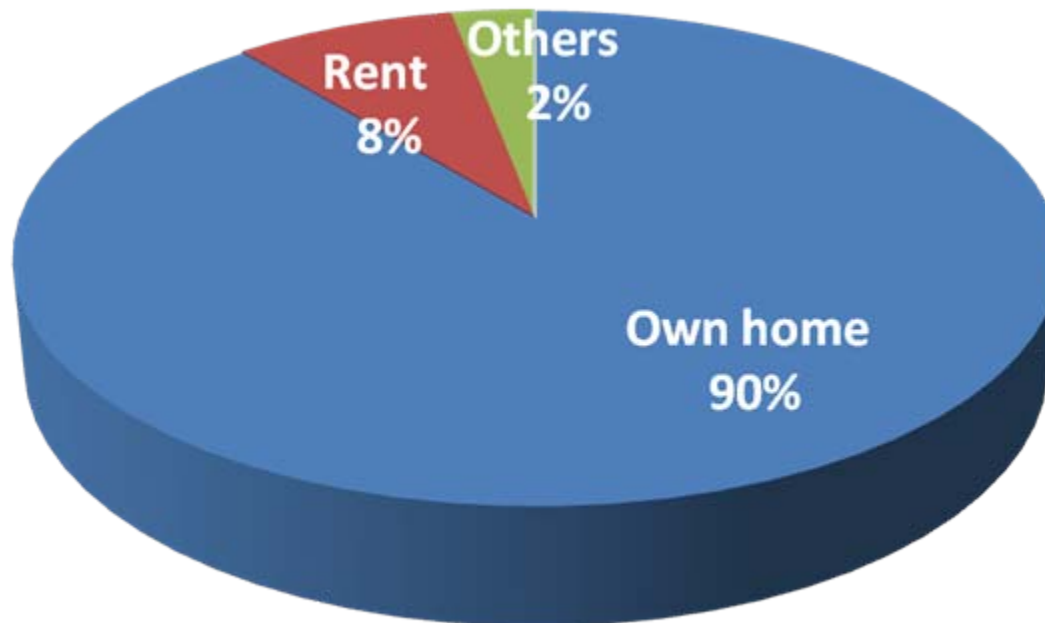
Key demographics in suburbs

**Total annual household income was
81% higher than the U.S. average**



Key demographics in suburbs

Home ownership – 9 out of 10 own their home



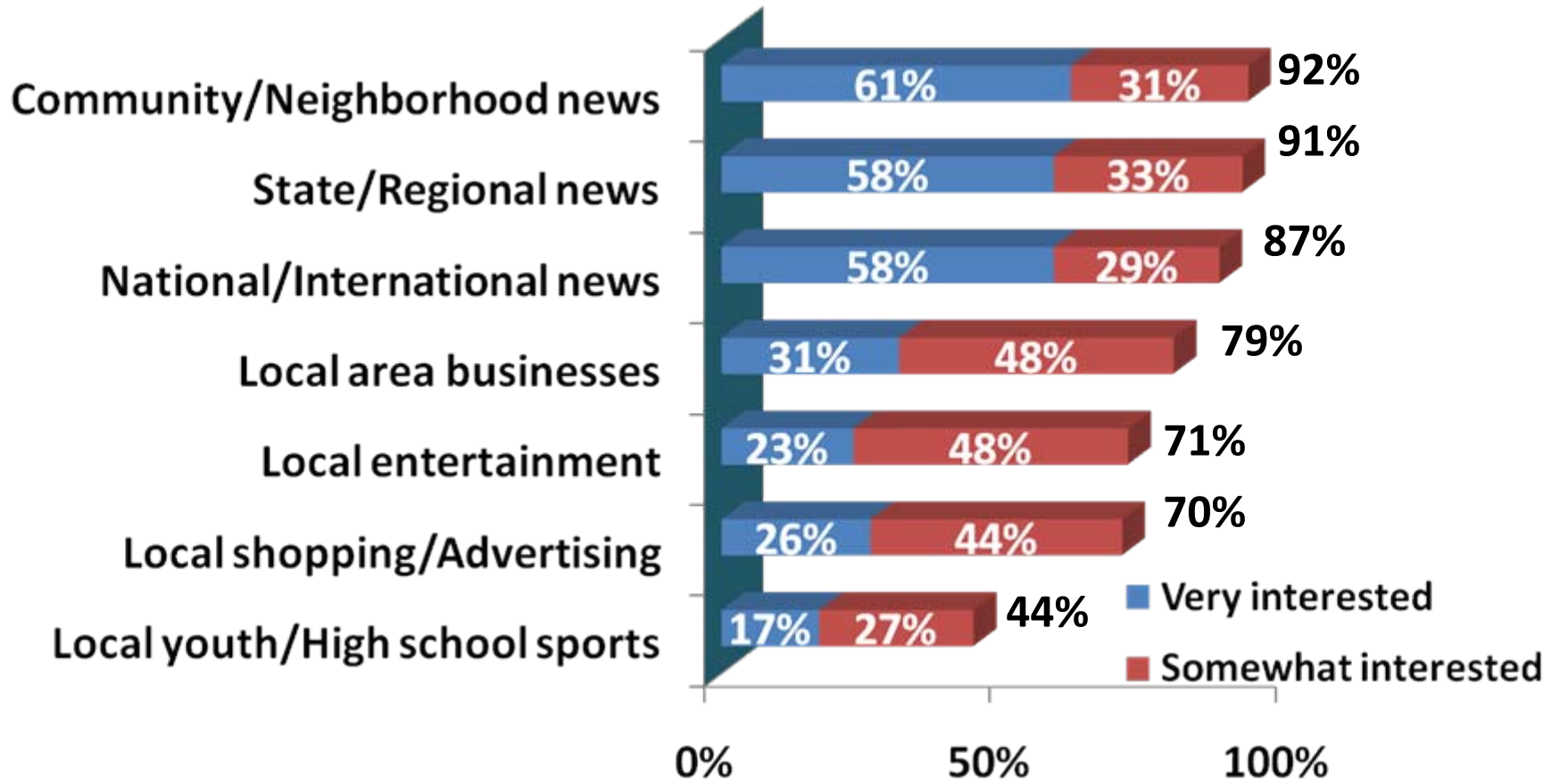
Average year of residence = 14.5 yrs
82% live in single family home

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READERSHIP

News Interests

Local news remains most important focus for 9 out of 10 adults



Suburban papers continue to be the primary source for all things local

Where would you turn if you were looking for ...

	Suburban Newspapers	Metro Newspaper	Television	Internet	Radio
Community/Neighborhood News	66%	20	18	22	9
Local Youth/High School Sports	64%	18	7	14	3
Local Business News	55%	39	11	26	7
Local Shopping/Advertising	53%	40	7	22	4
Local Entertainment News	53%	35	9	34	7
State/Regional News	35%	47	41	36	18
National/International News	15%	34	51	50	22

Views about suburban newspapers

Nearly 8 of 10 rate editorial quality of suburban newspapers as 'good to excellent'

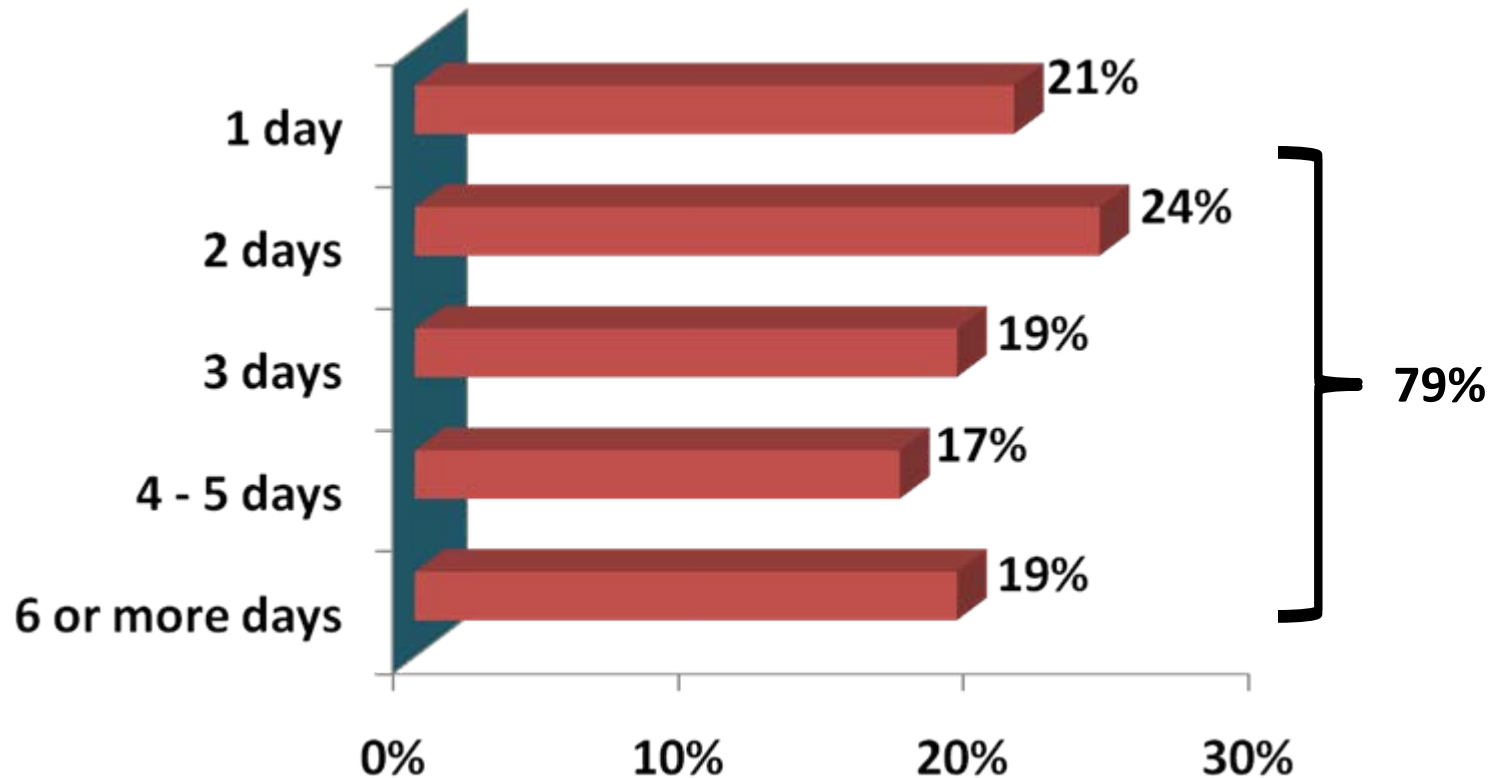


83% agree that their suburban newspaper keeps them informed

More than 6 of 10 agree that their suburban newspaper provides valuable shopping & advertising information

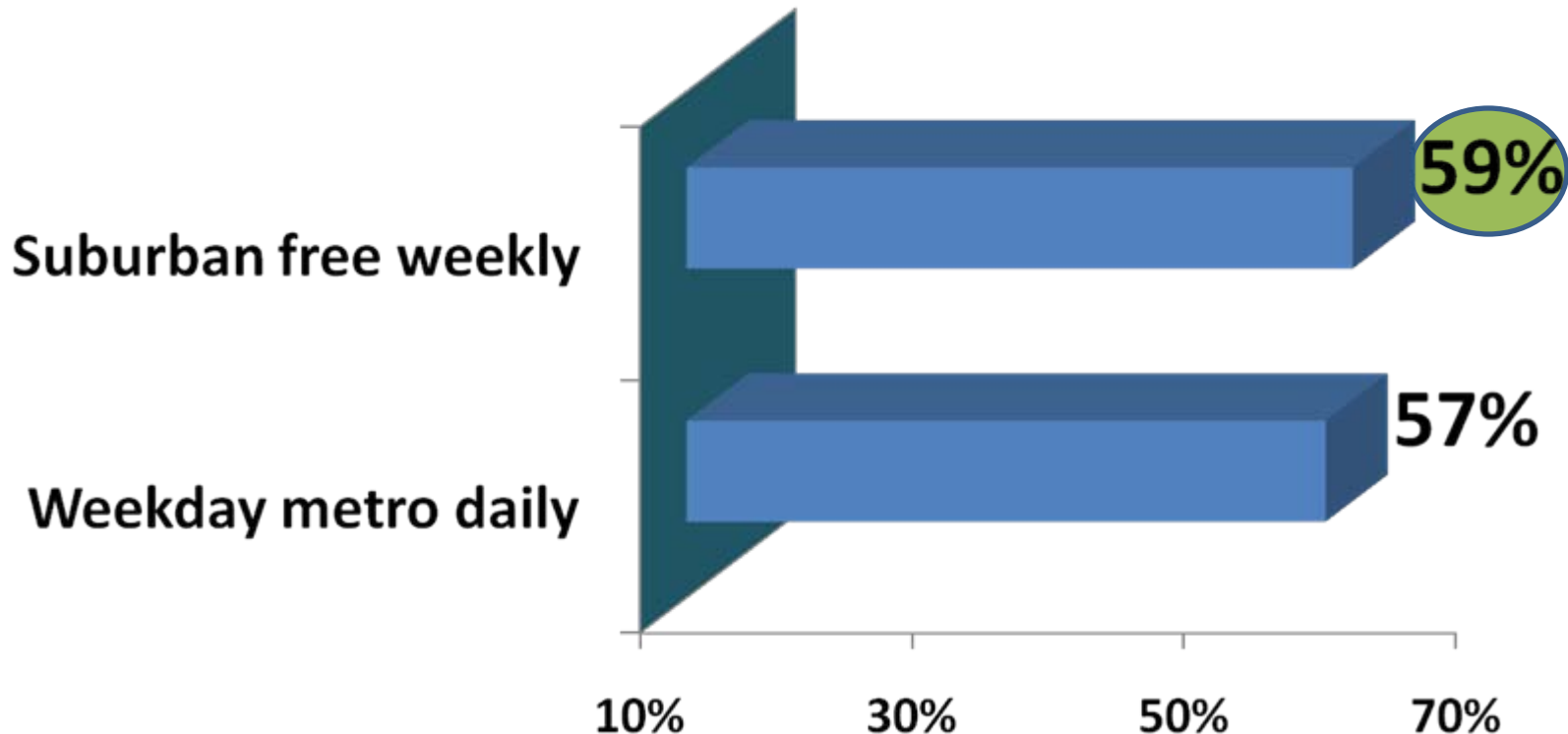
Views about suburban newspapers

**Weekly newspapers are kept for multiple days
in 8 of 10 households**



Views about suburban newspapers

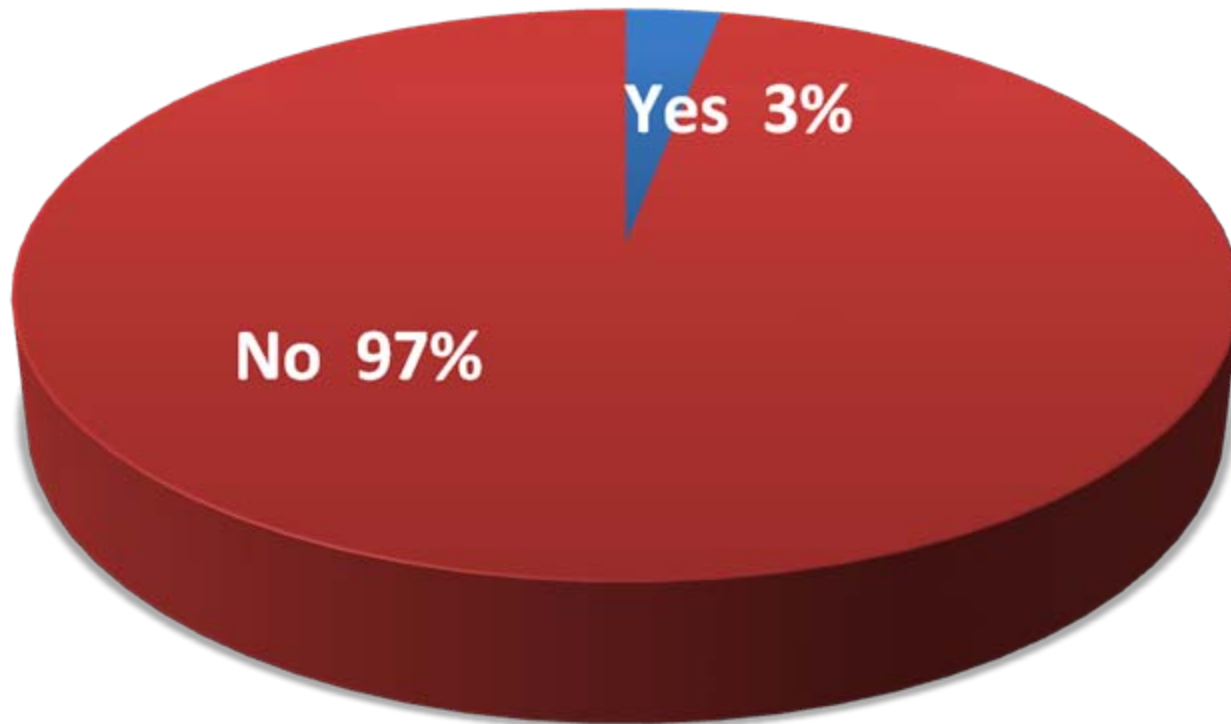
**In markets with free weeklies,
readership surpasses mid-week metro dailies**



Views about suburban newspapers

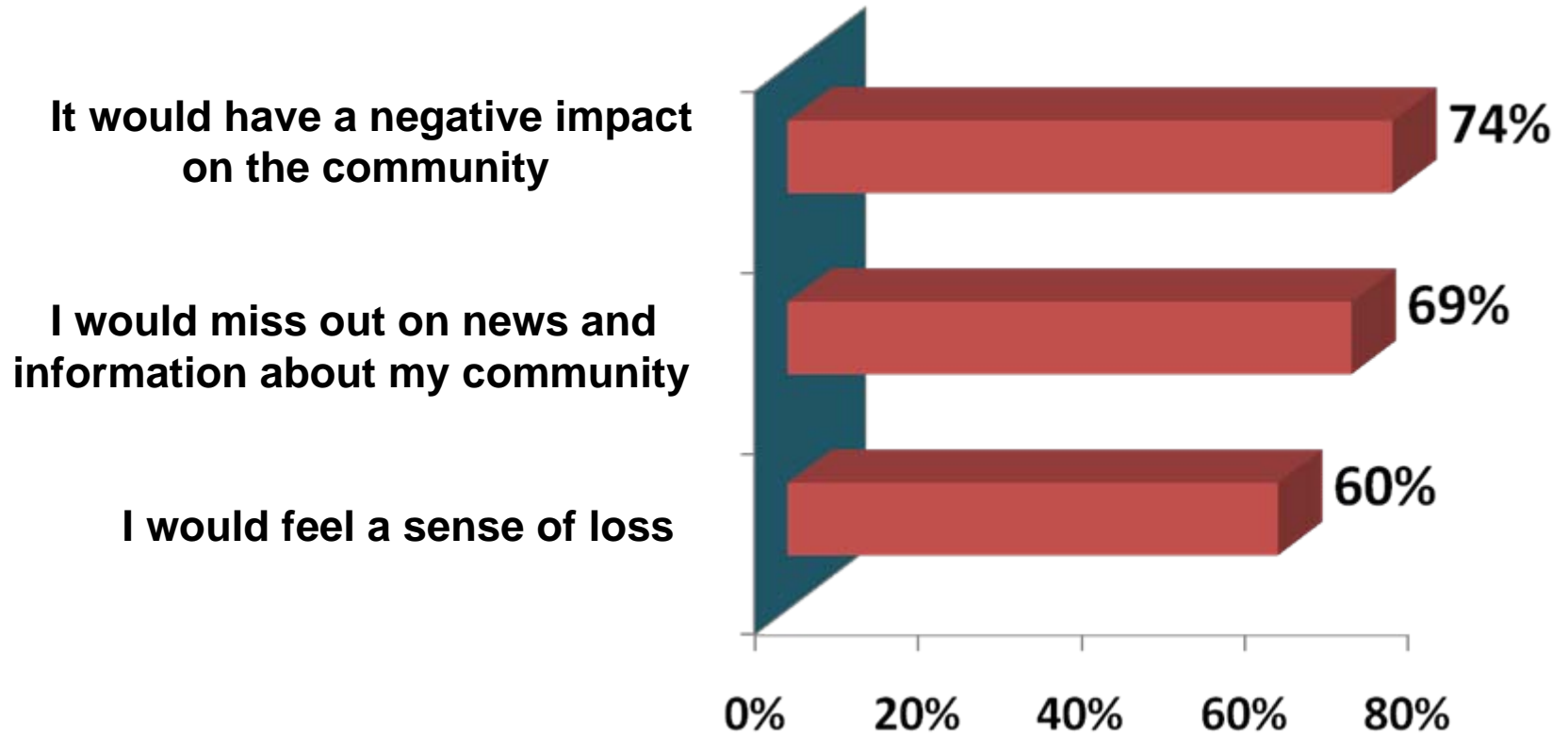
Being a free product does not diminish readers' feelings about quality

[Name of SNA free weekly paper] happens to be a free product – meaning that you do not have to pay to purchase it or buy a subscription. Does this in any way diminish your feelings about the quality of the paper?



Newspaper reliance

There would be negative consequences if local newspapers stop publishing

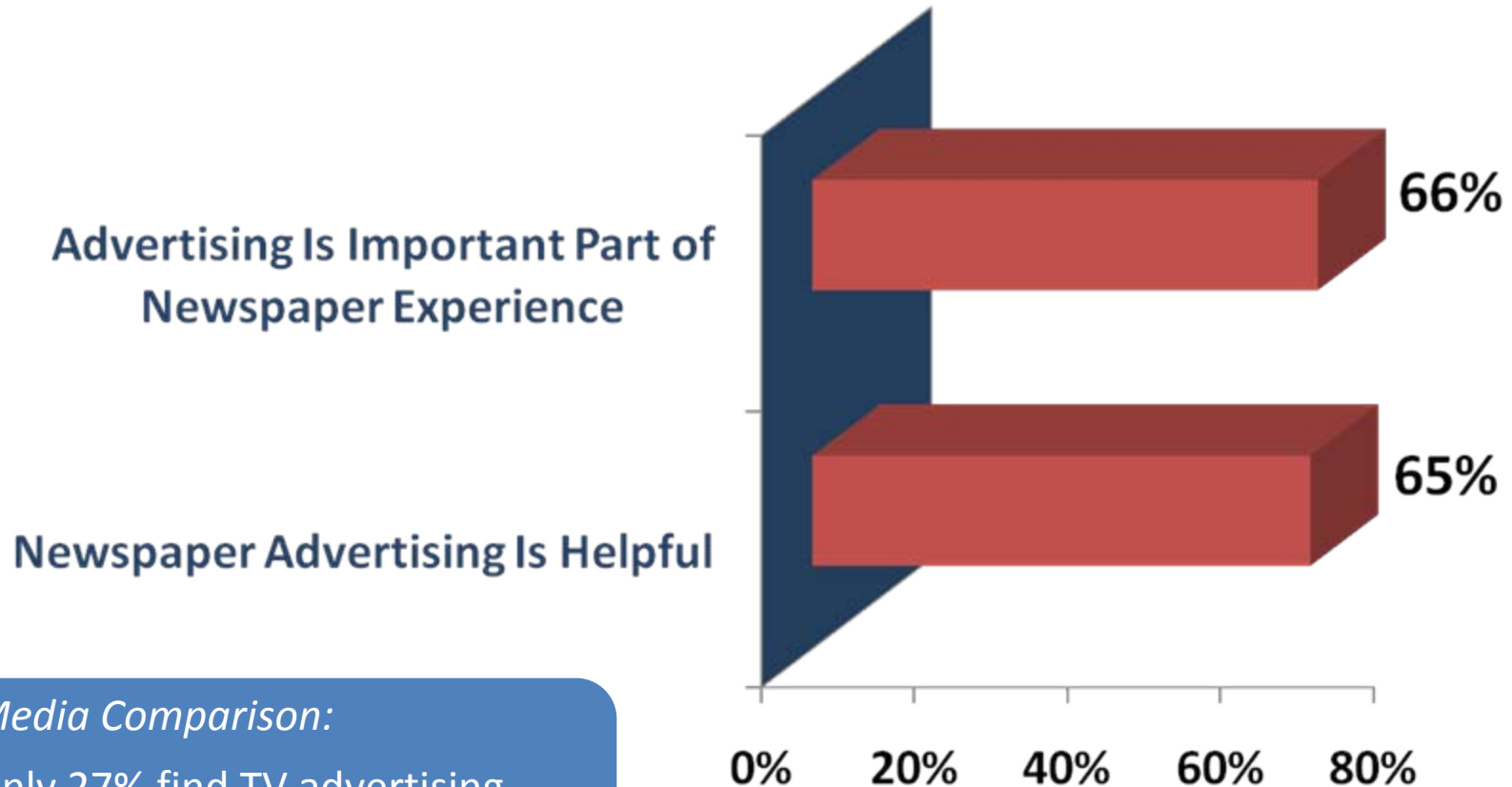


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ADVERTISING USAGE

Use of newspaper advertisements

Two-thirds find advertising in the newspaper to be useful and/or helpful

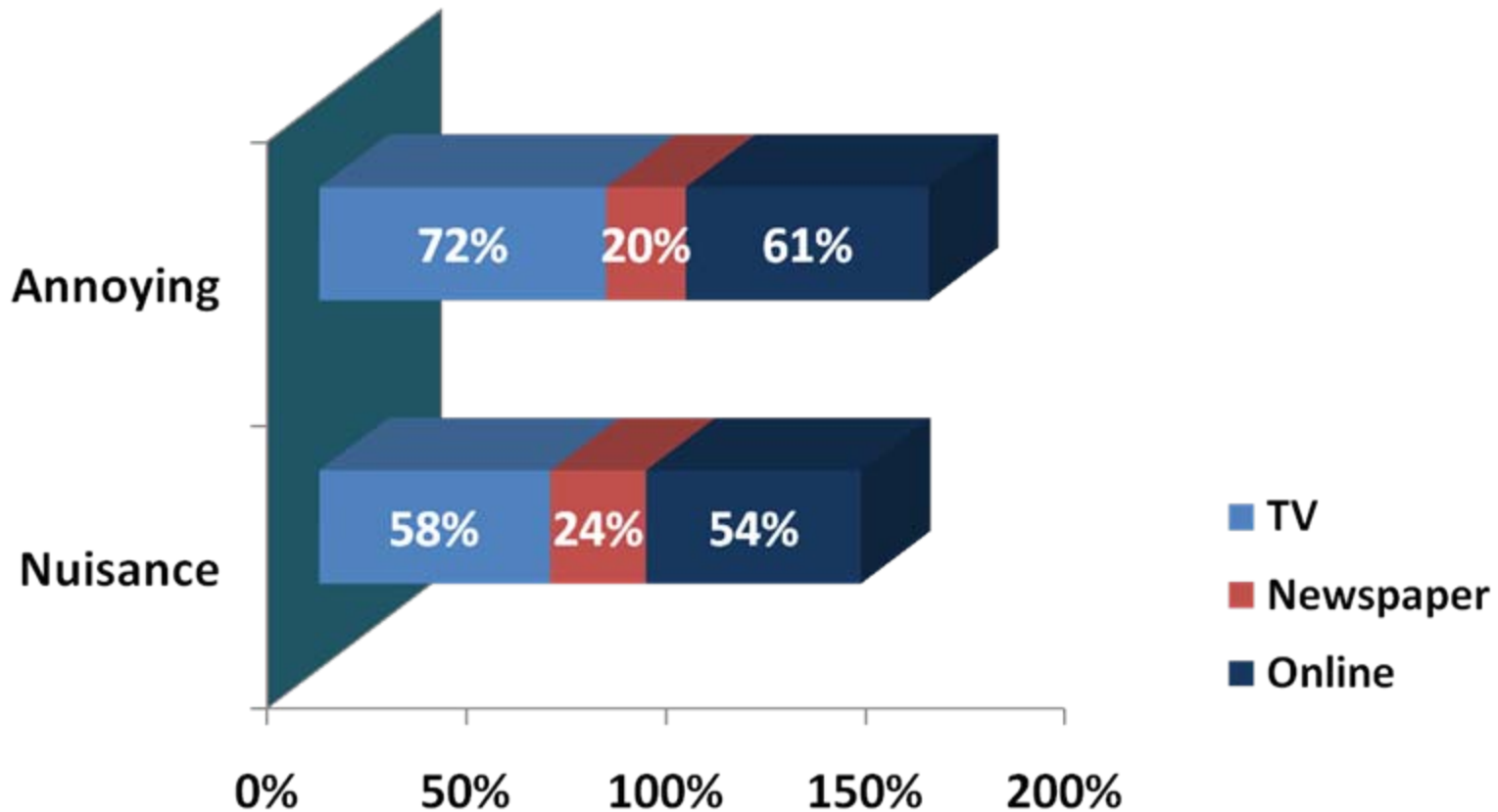


Media Comparison:

Only 27% find TV advertising to be helpful; 23% find online advertising to be helpful

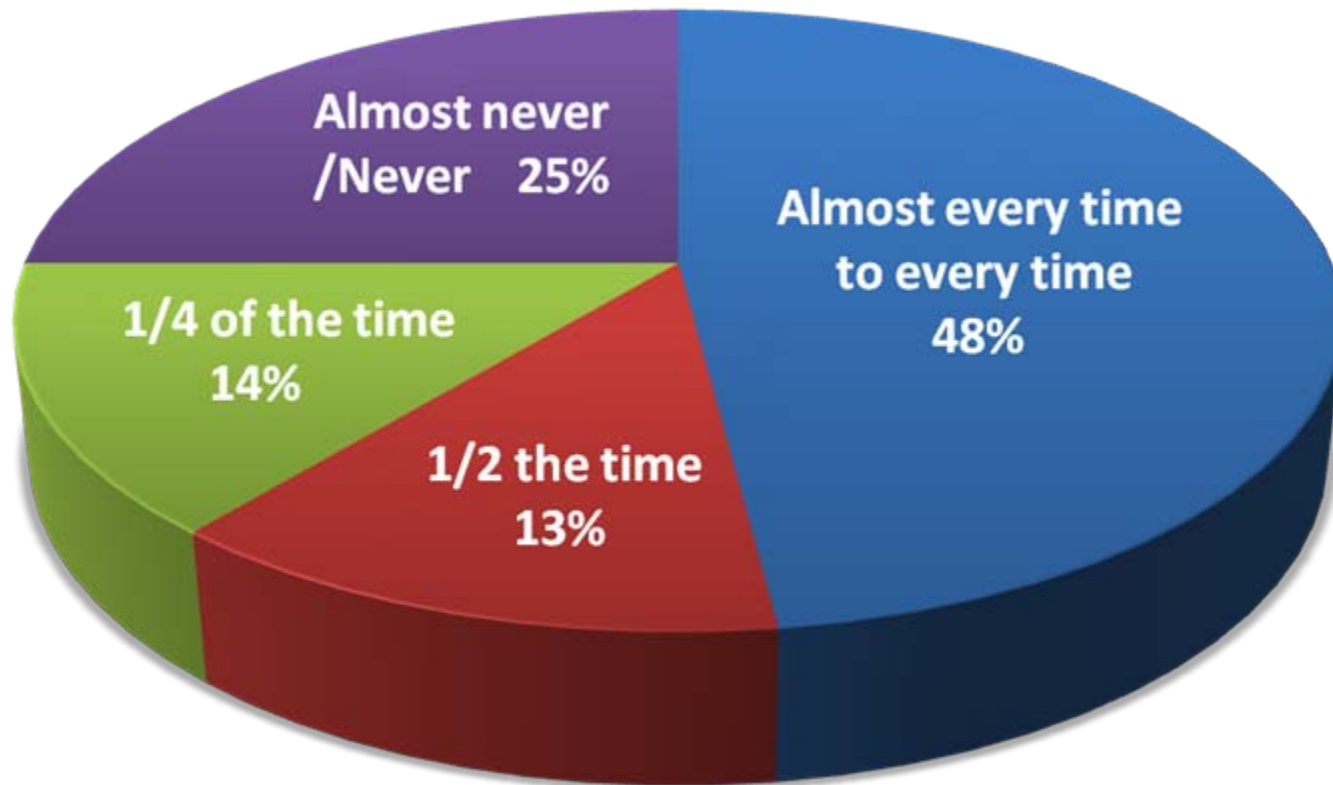
Attitudes toward advertisements

Television and Internet advertising are viewed less favorably



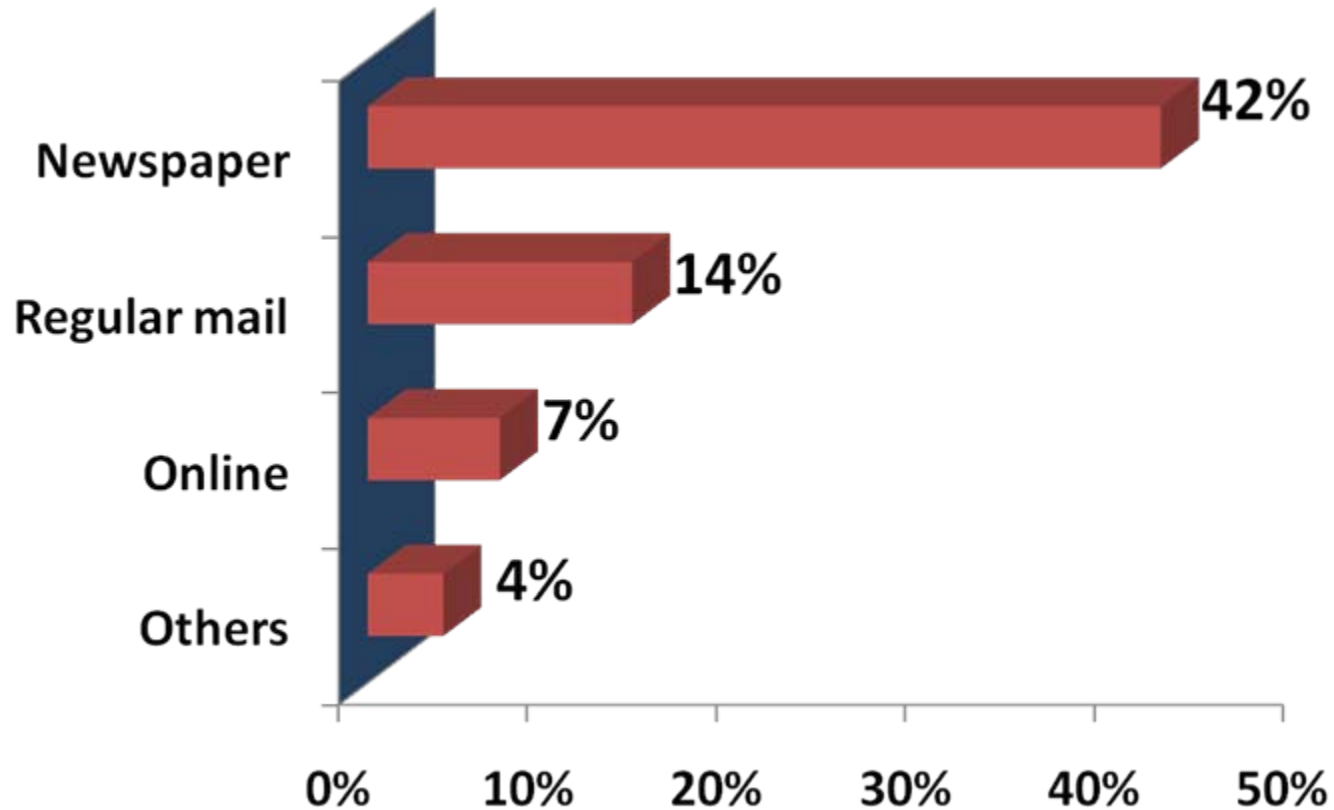
Use of newspaper advertisements

Advertising circulars/preprints in newspapers are read by 75% of suburban adults



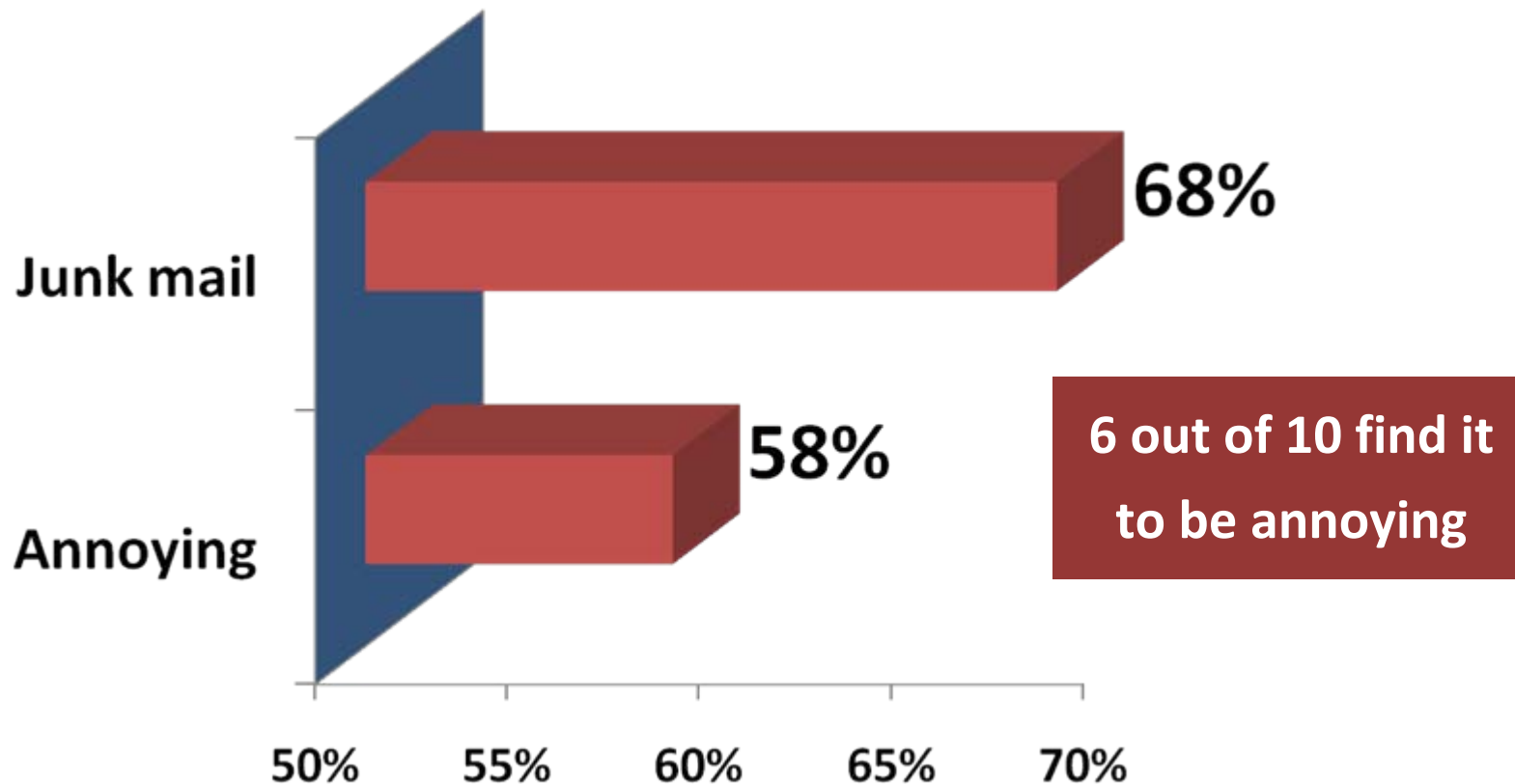
Use of newspaper advertisements

Consumers prefer advertising circulars in the newspaper over mail by a 3 – 1 margin



Attitudes toward advertisements

7 out of 10 find advertising that comes in the mail to be “junk”



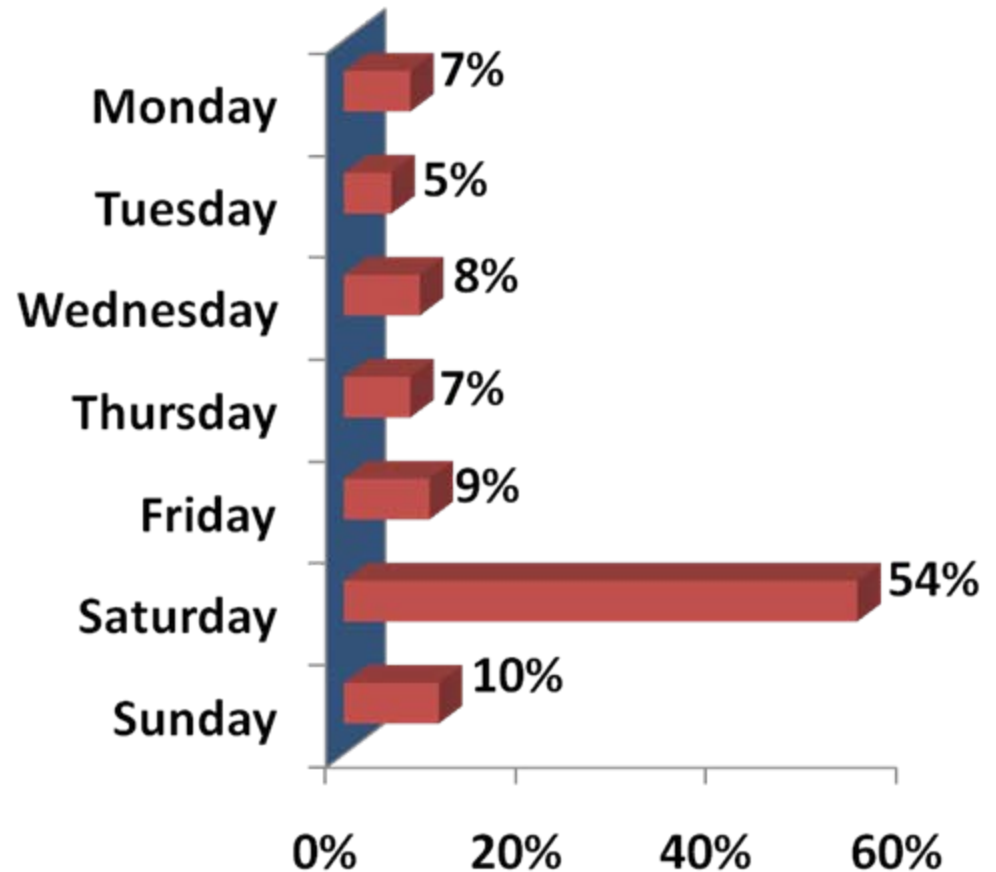
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SHOPPING HABITS

Shopping patterns

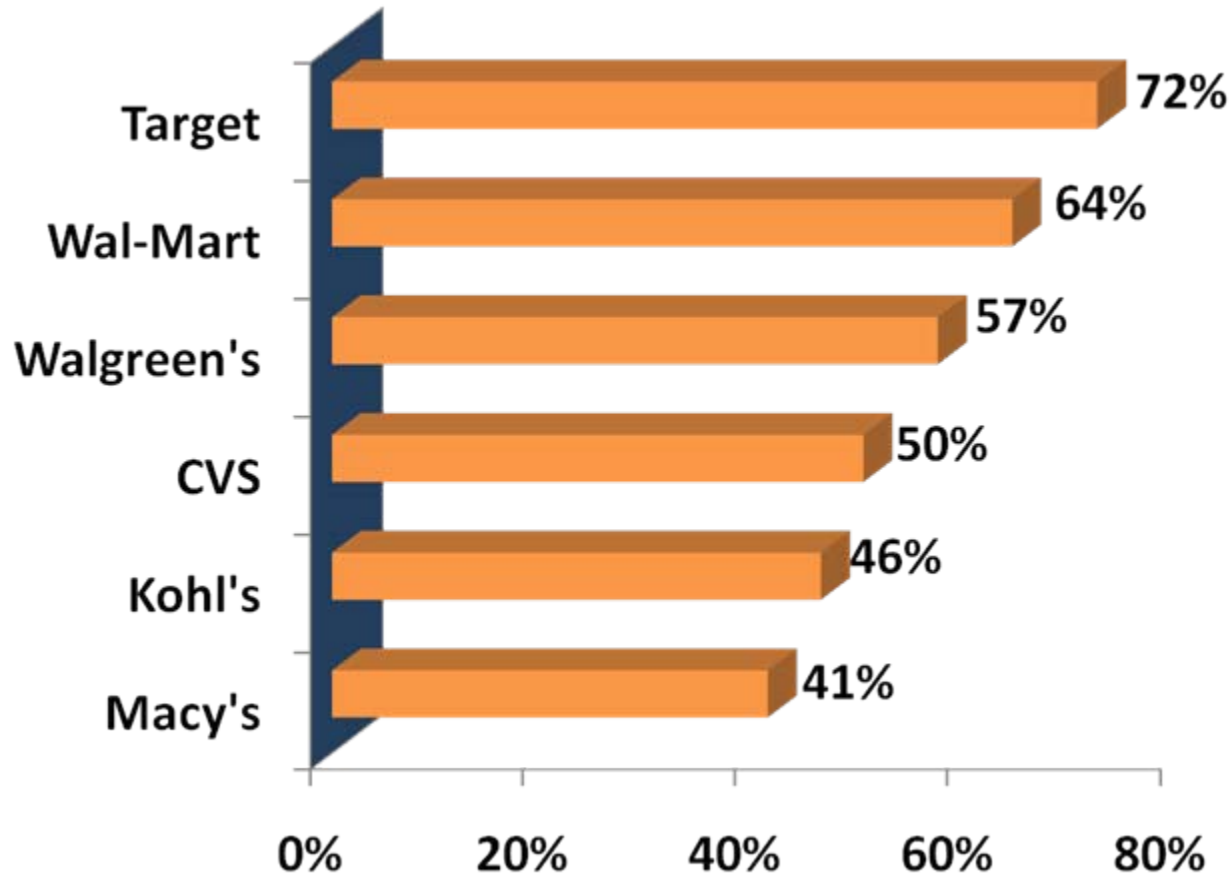
Suburban residents are primarily Saturday shoppers

- ✓ Results were identical to the 2006 findings
- ✓ More households with annual income of \$50K + (86%) than those making less (14%) shop on Saturday



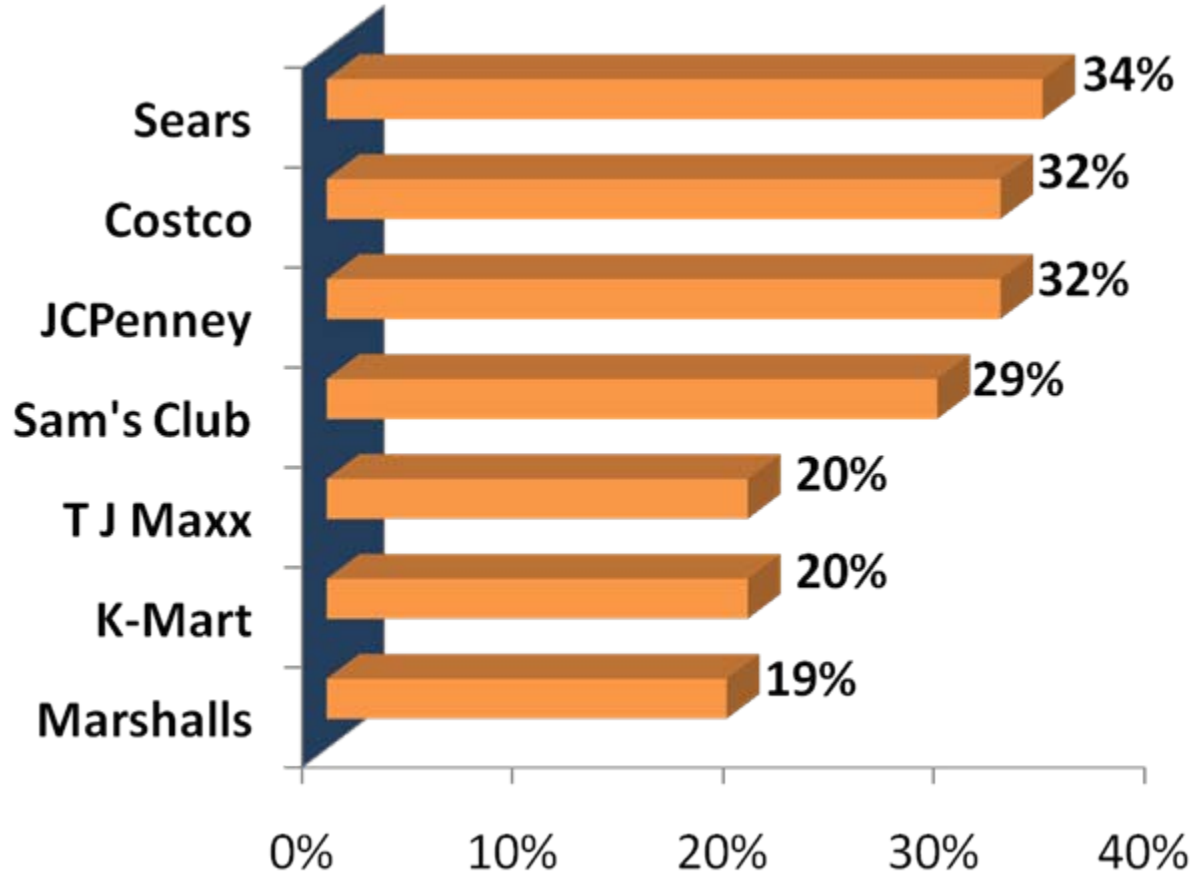
Shopping patterns

Stores shopped – past three months



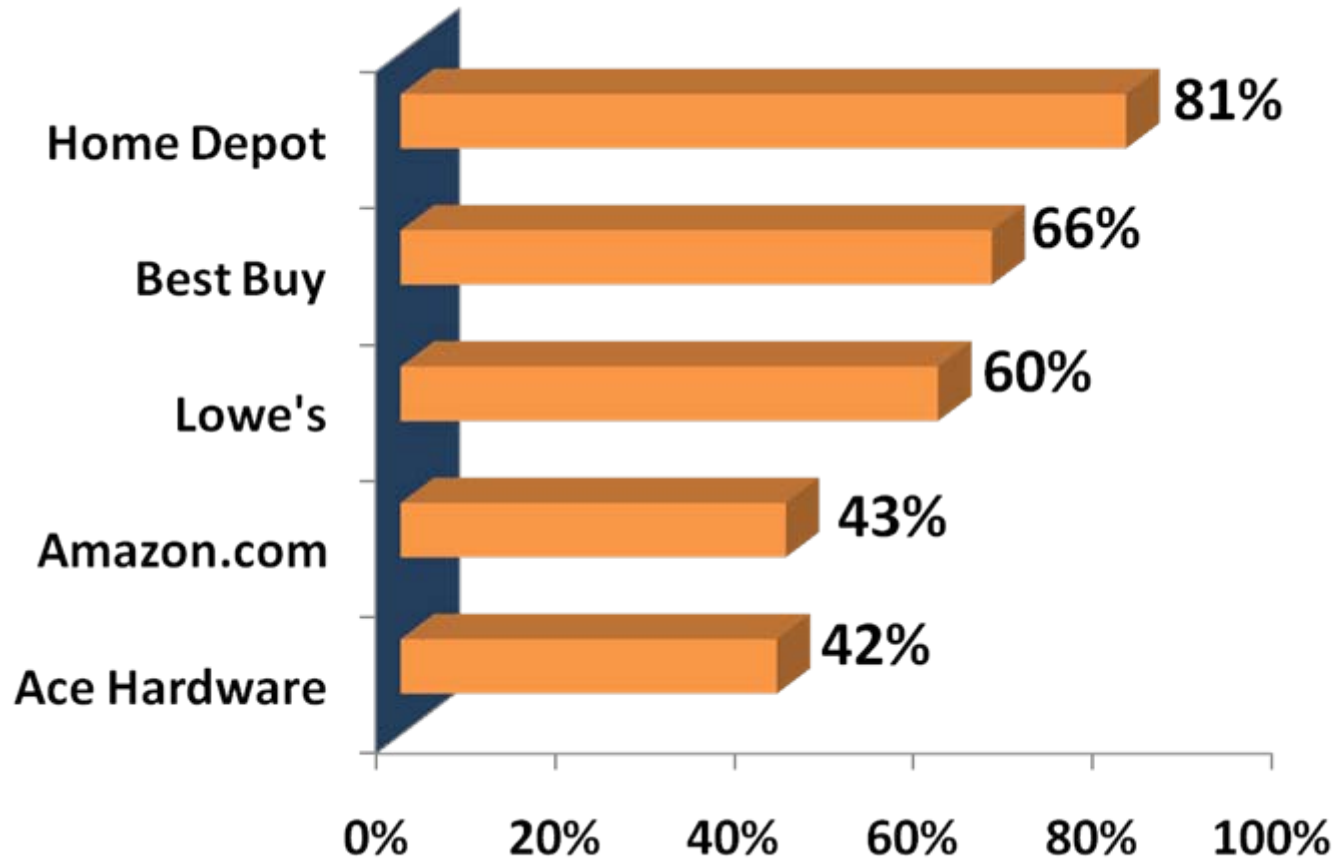
Shopping patterns

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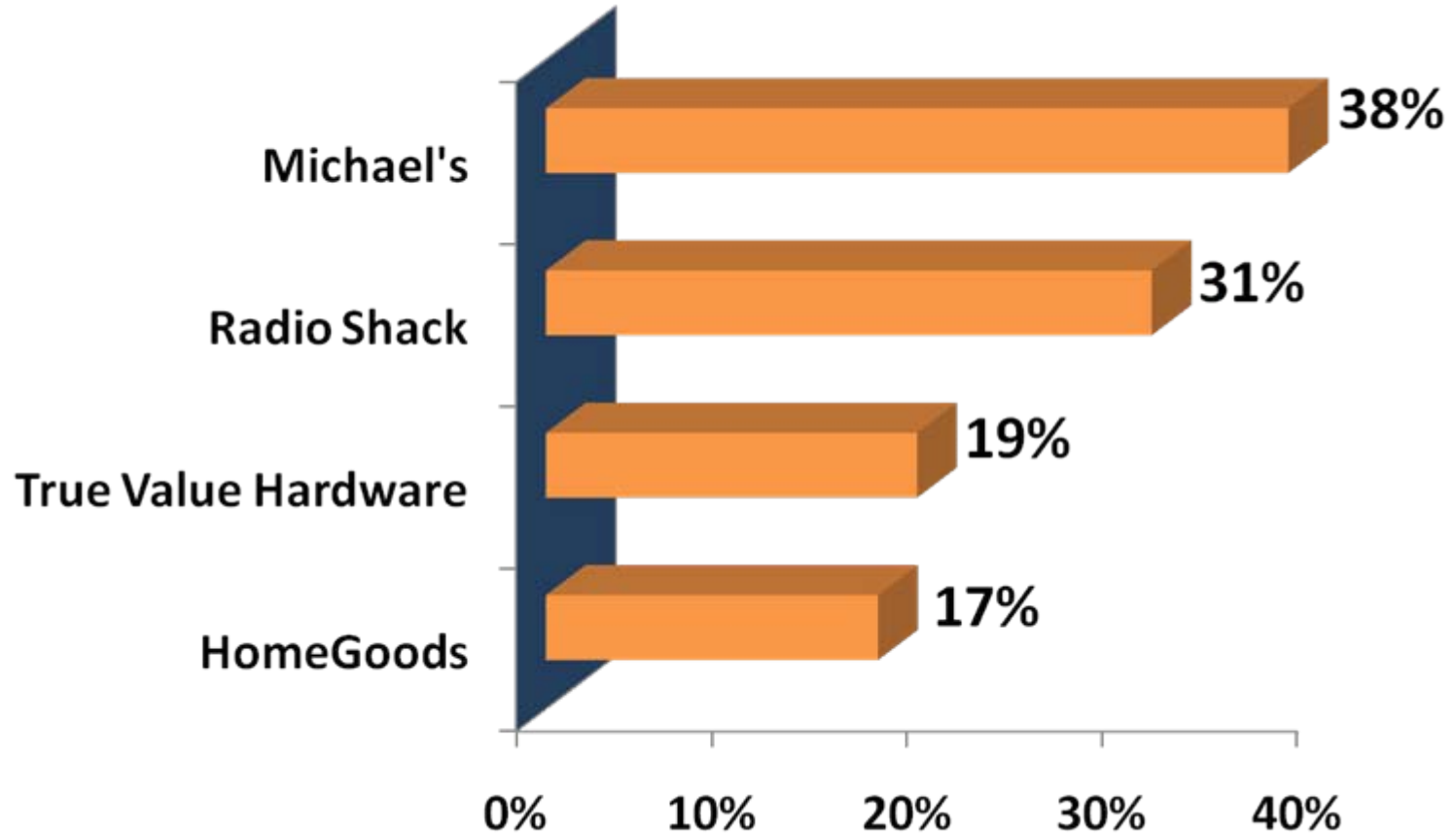
Shopping patterns

Stores shopped – past 12 months



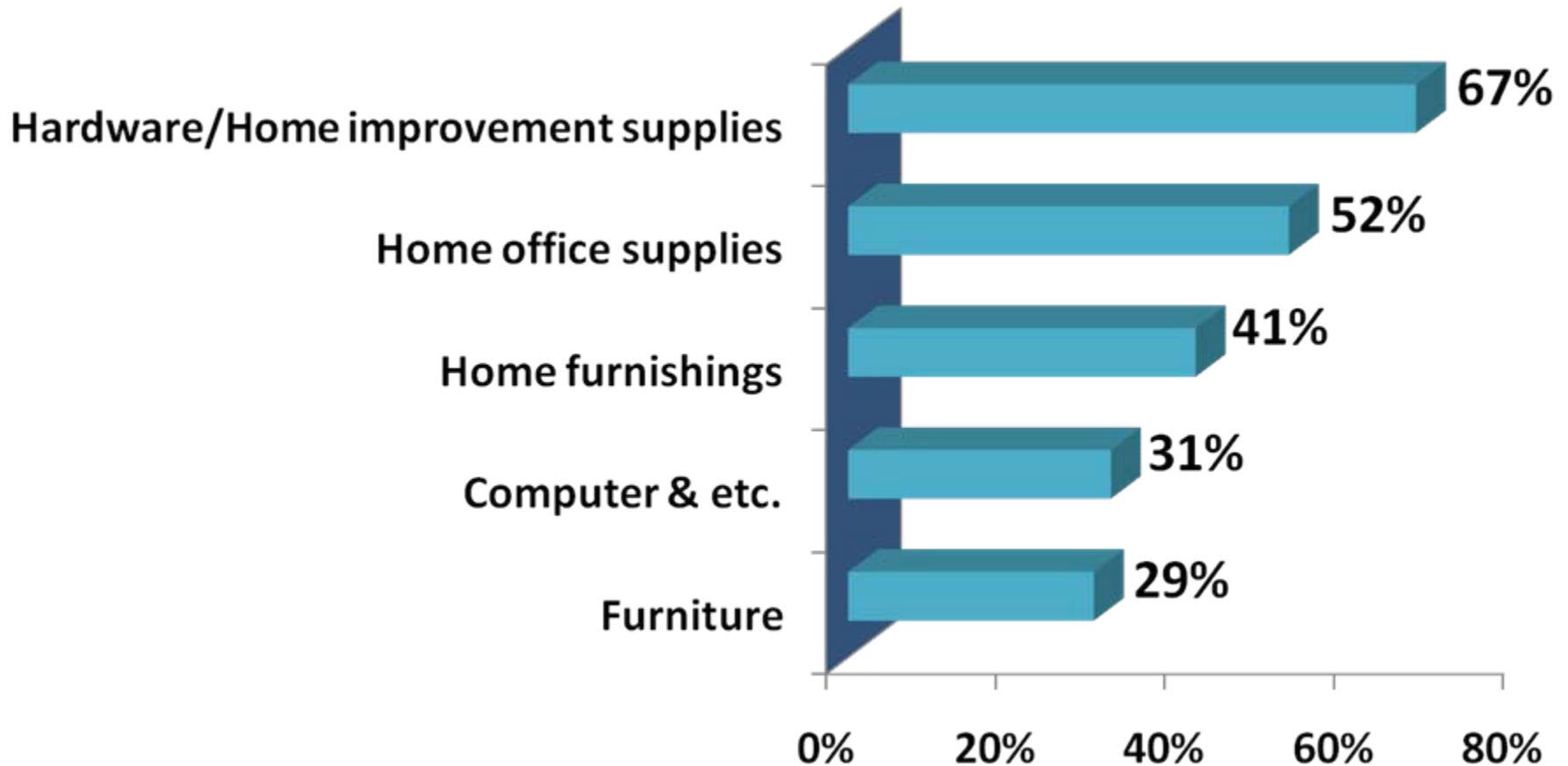
Shopping patterns

Stores shopped – past 12 months



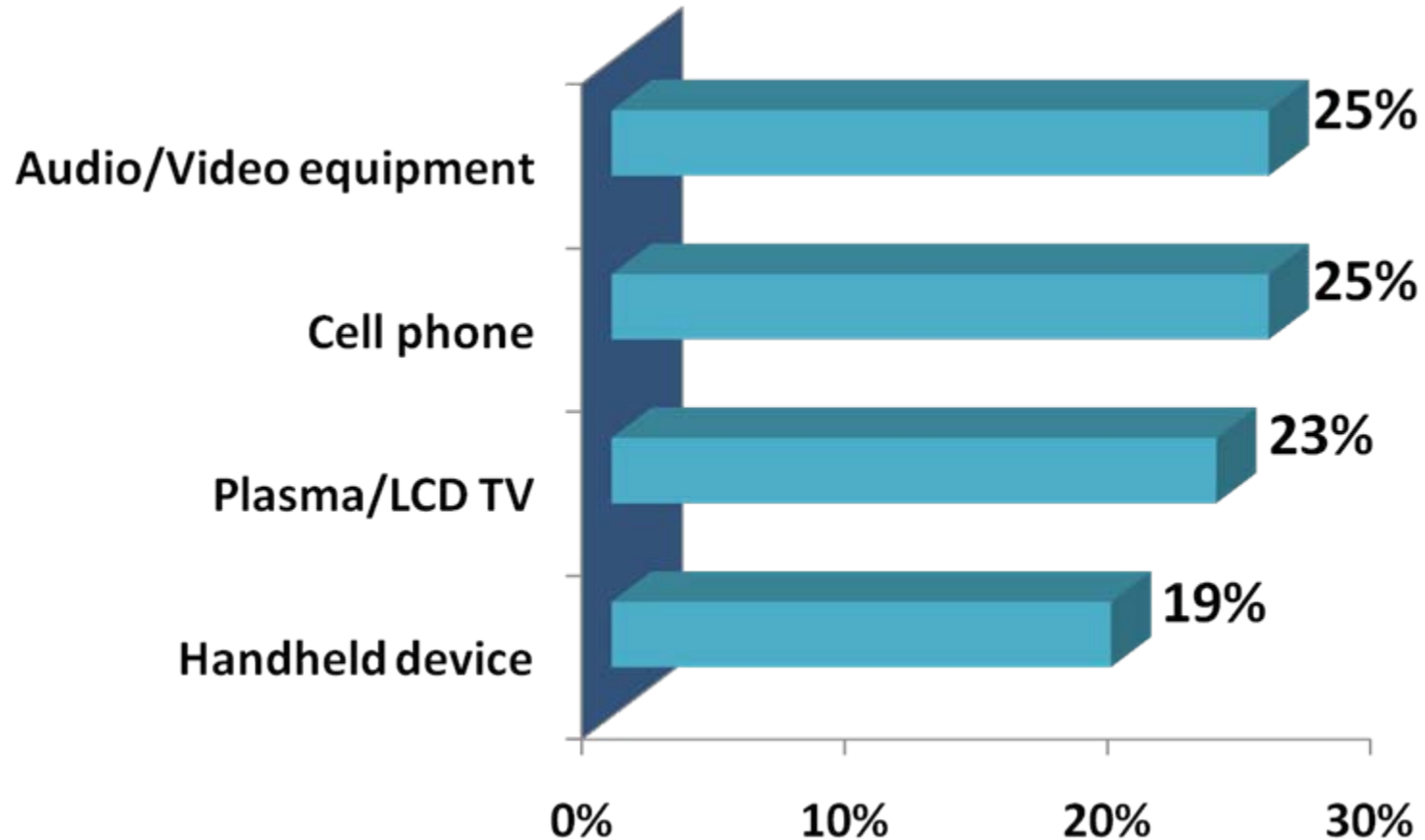
Shopping patterns

Intent to purchase is strong in the next 12 months



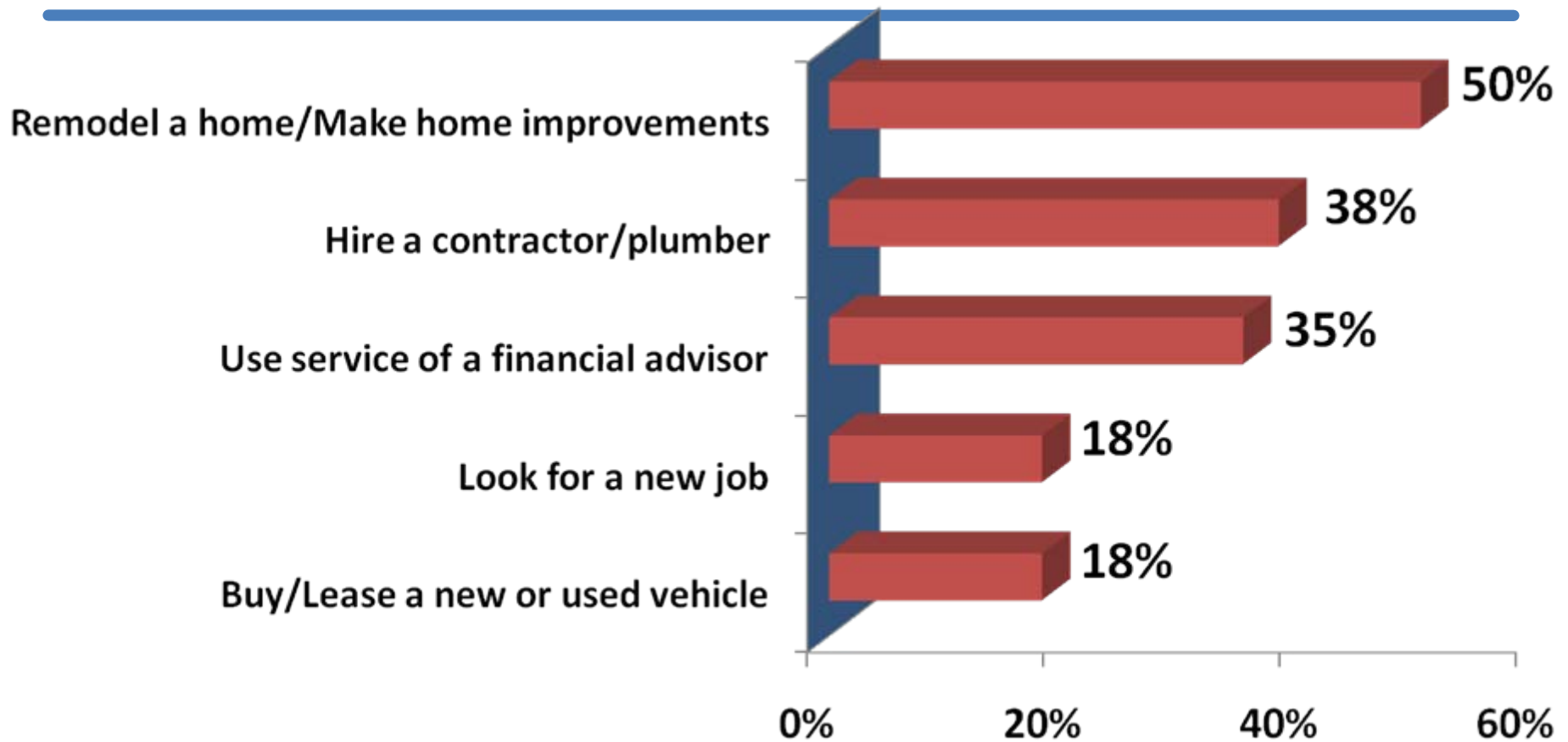
Shopping patterns

Intent to purchase – next 12 months



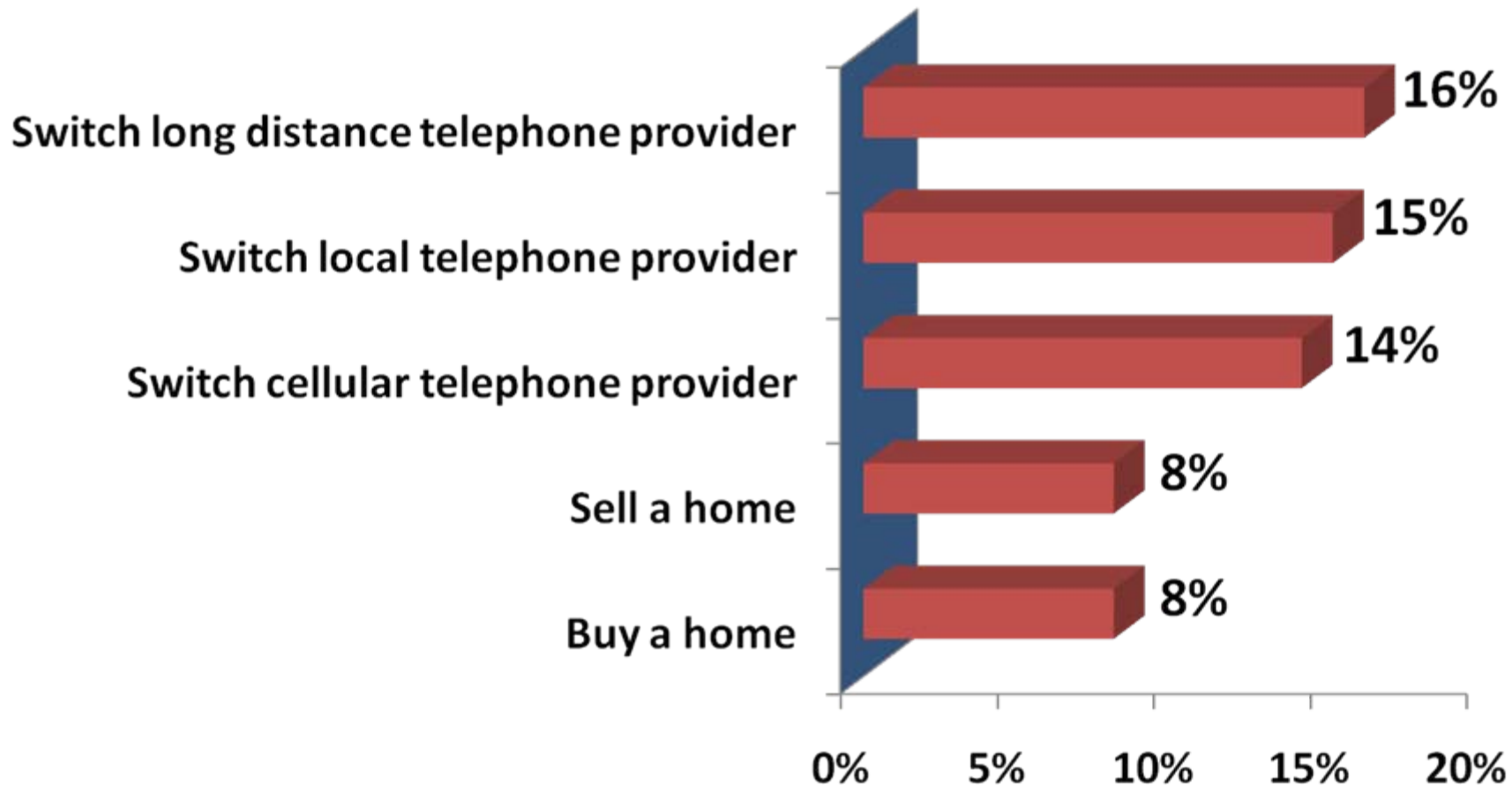
Shopping patterns

Future Plans – next 12 months



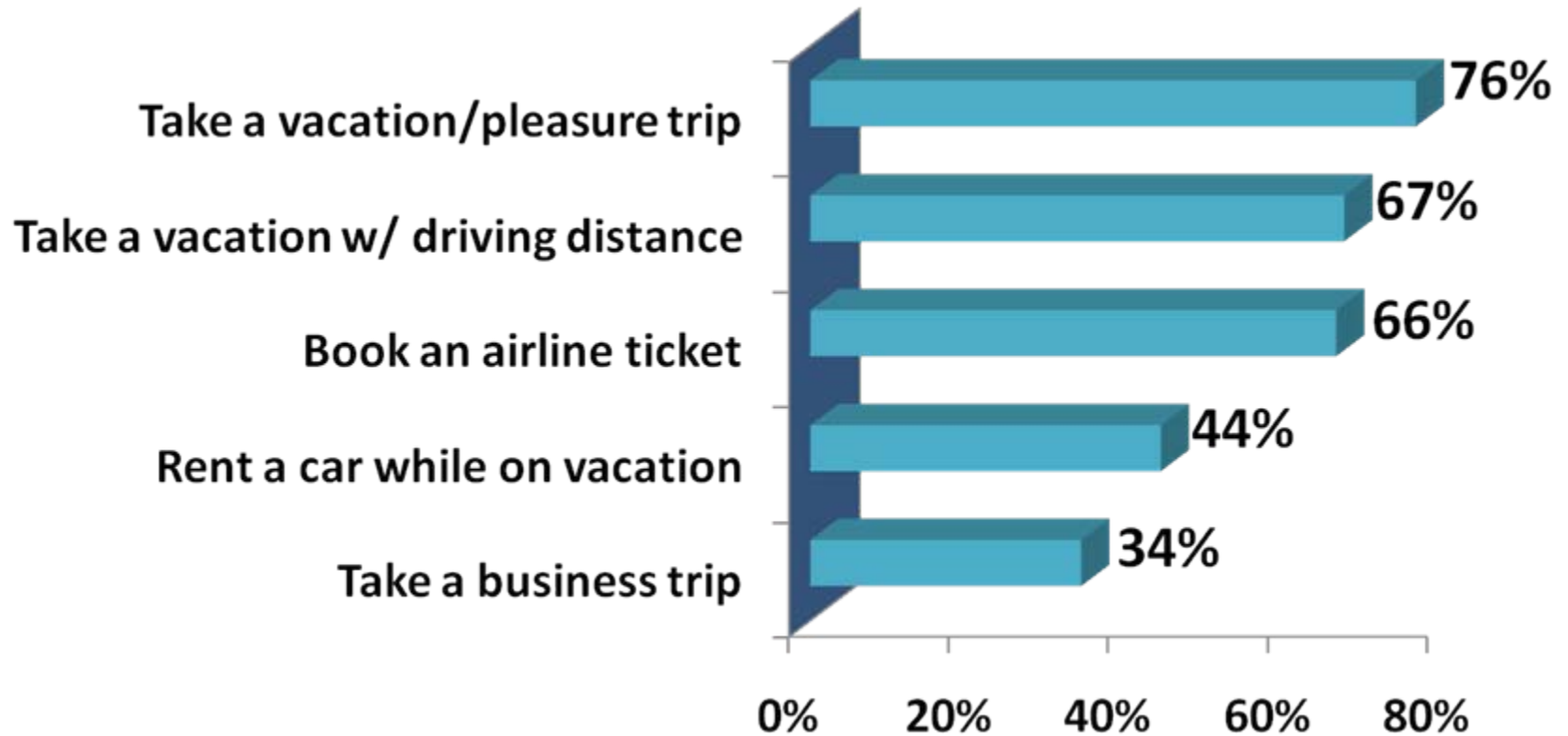
Shopping patterns

Future Plans – next 12 months

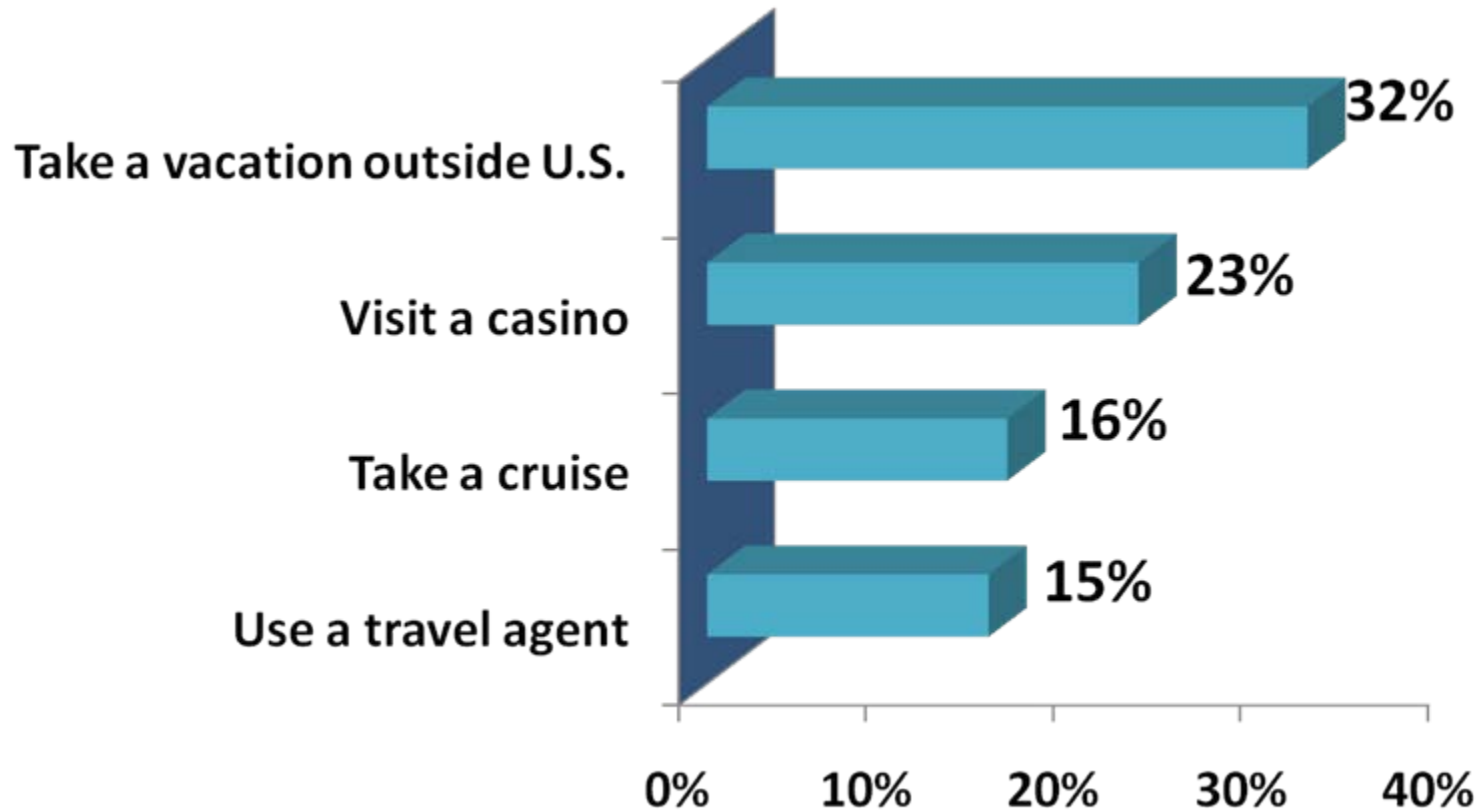


Shopping patterns

Nearly 8 out of 10 planning a vacation in next 12 months



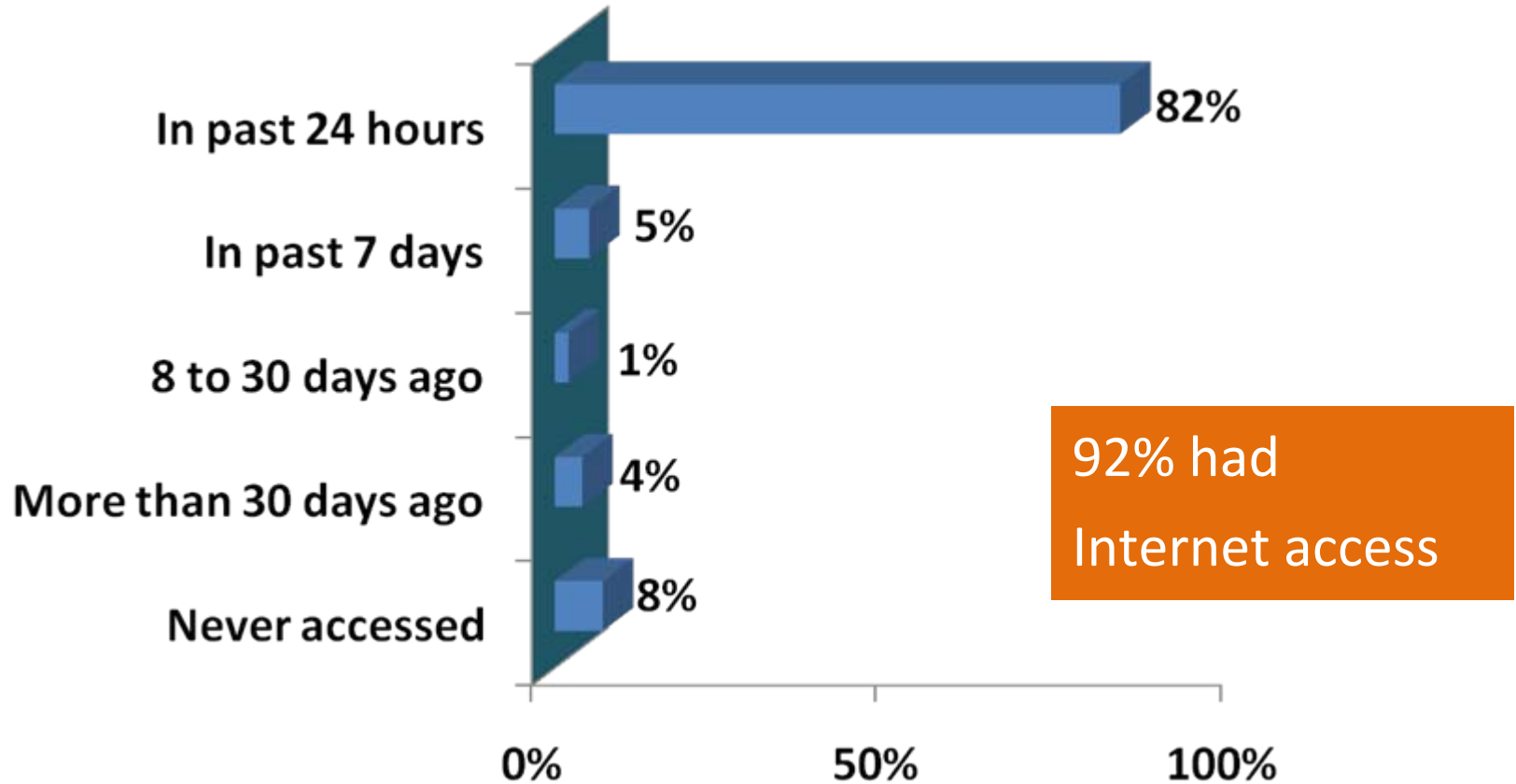
Vacation plans include many destinations & activities



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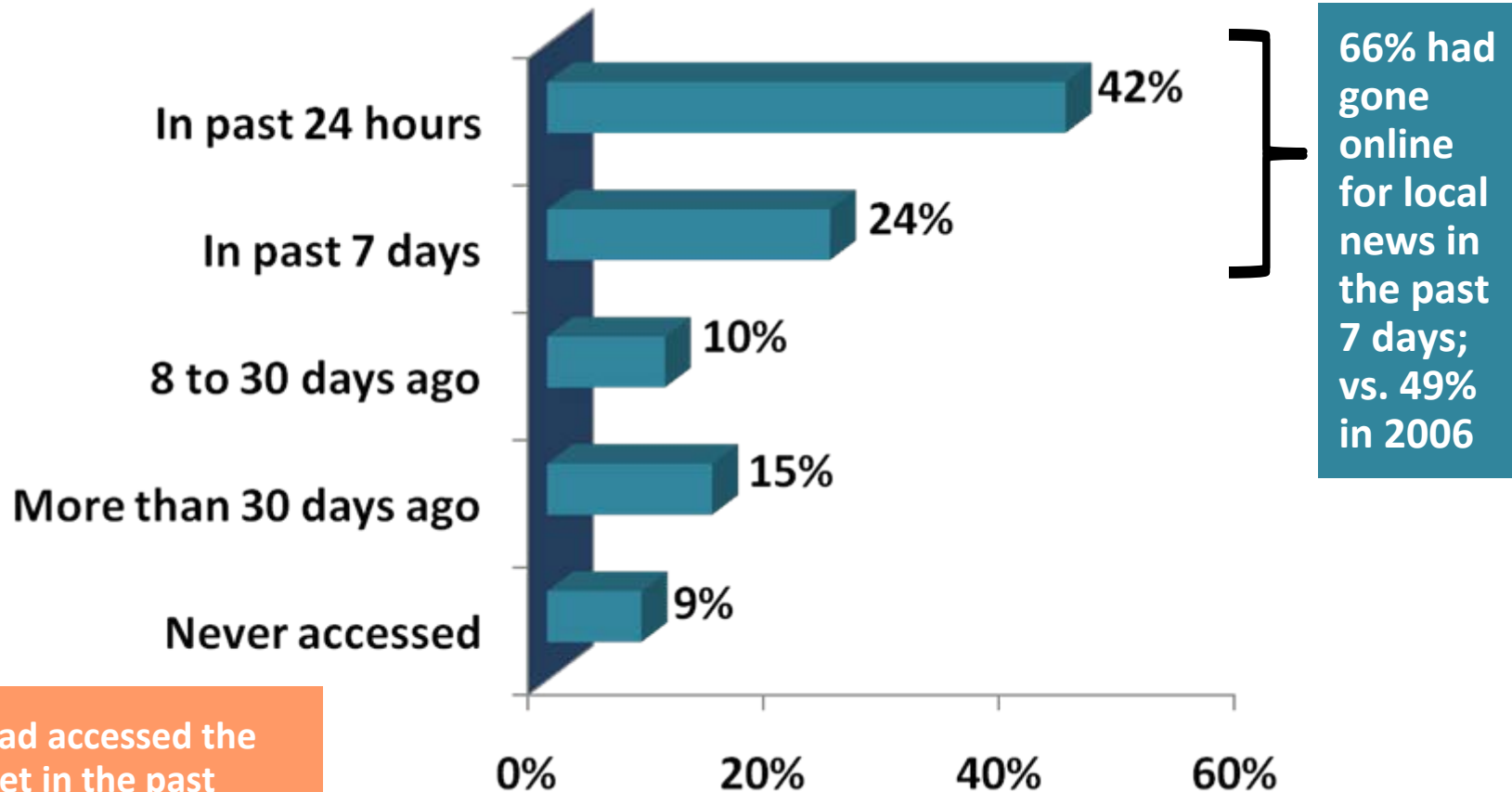
USE OF DIGITAL MEDIA

Last time accessed the Internet



Use of online media

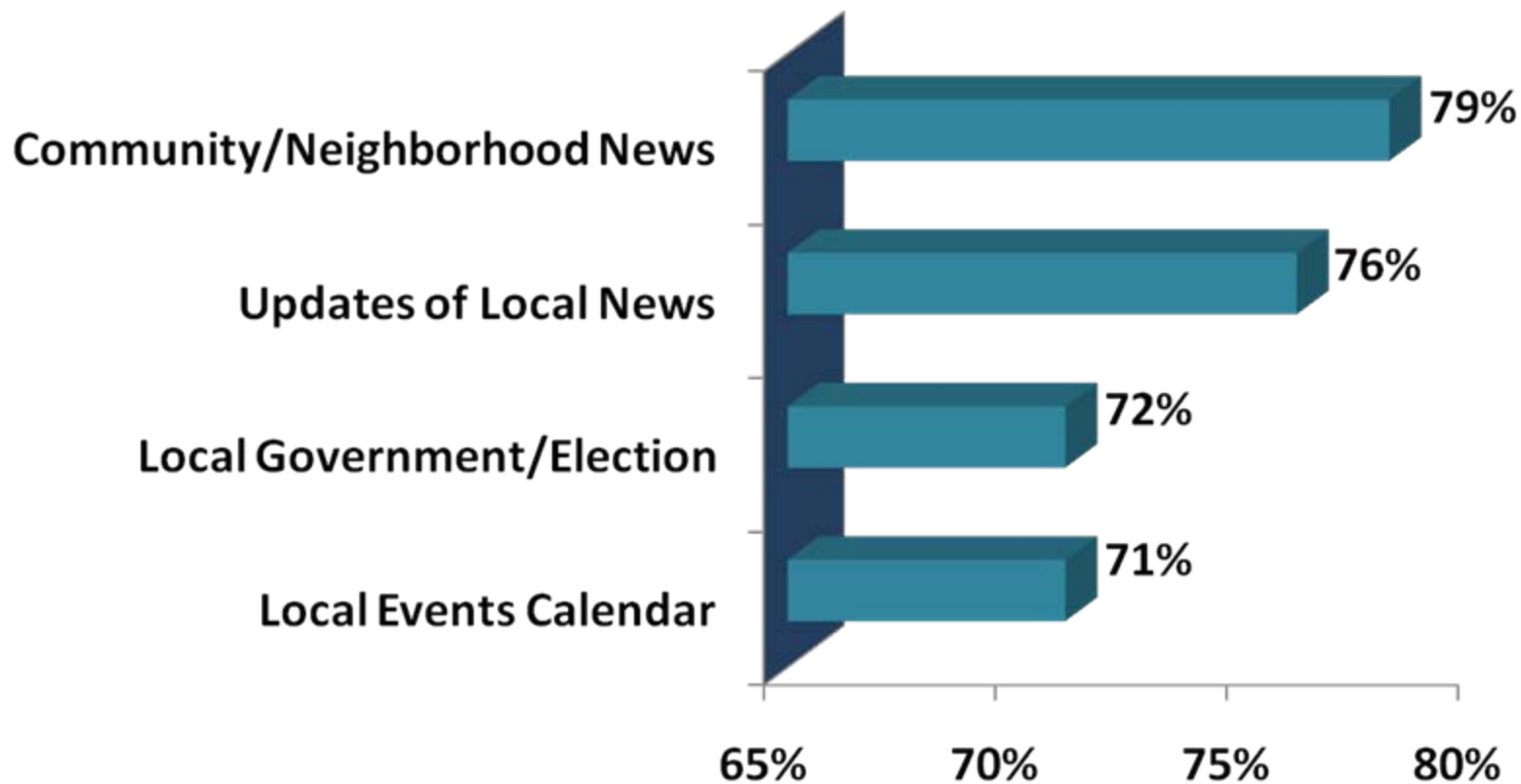
Last time used the Internet for local news



87% had accessed the Internet in the past 7 days

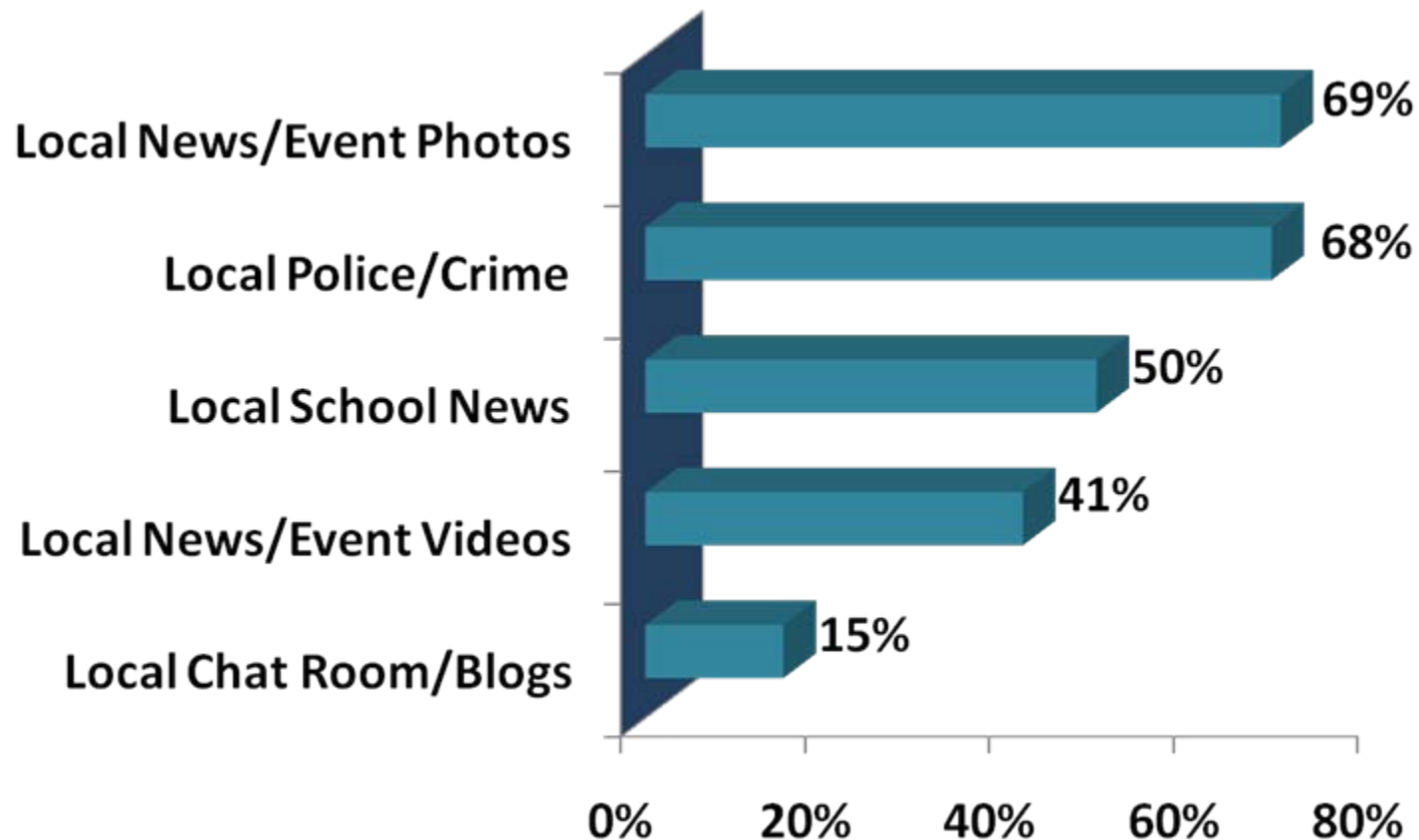
Content items very useful on a local community site

Please tell me which of the following content items you would find VERY useful on a local community Web site. [Check all that apply]



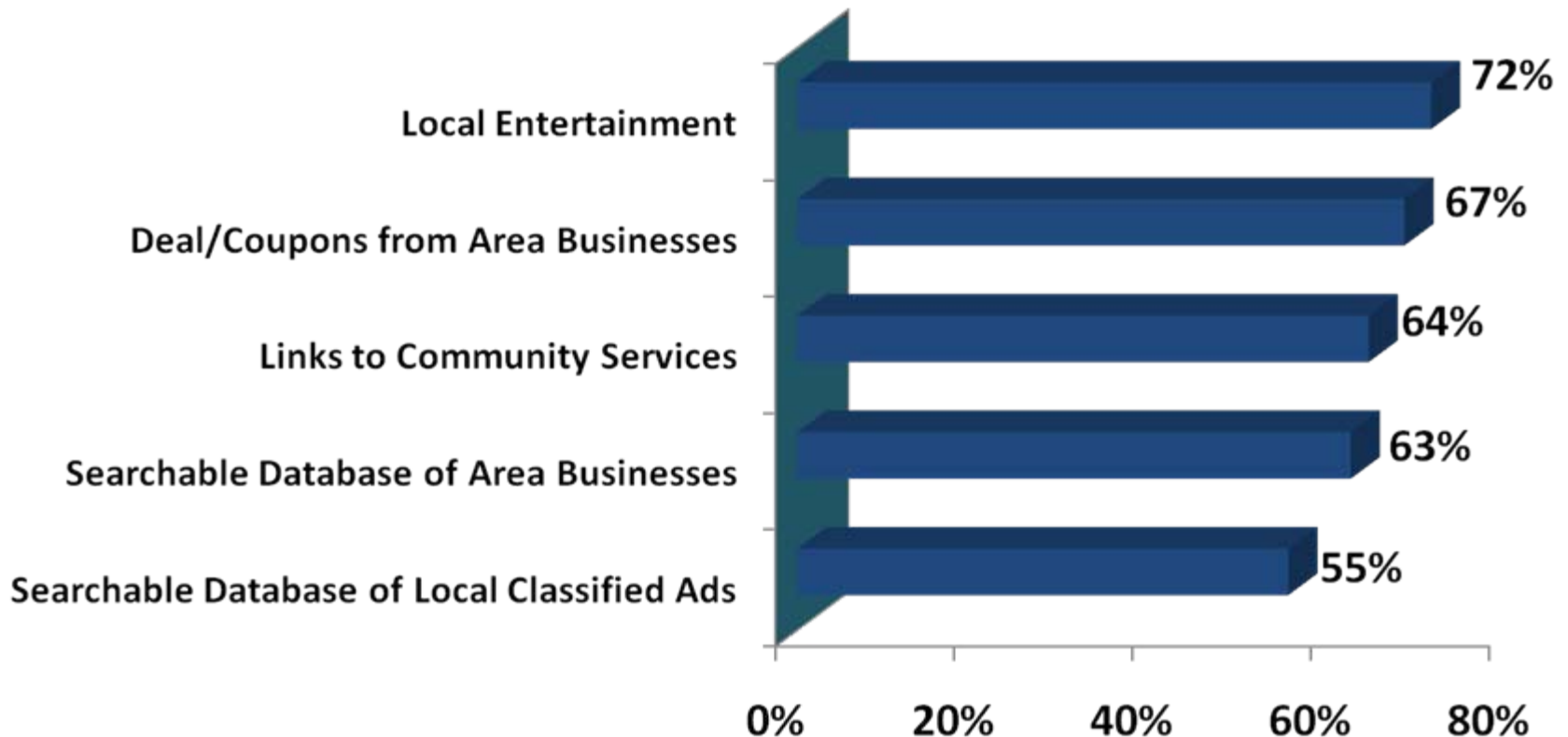
Content items very useful on a local community site

[Continued]



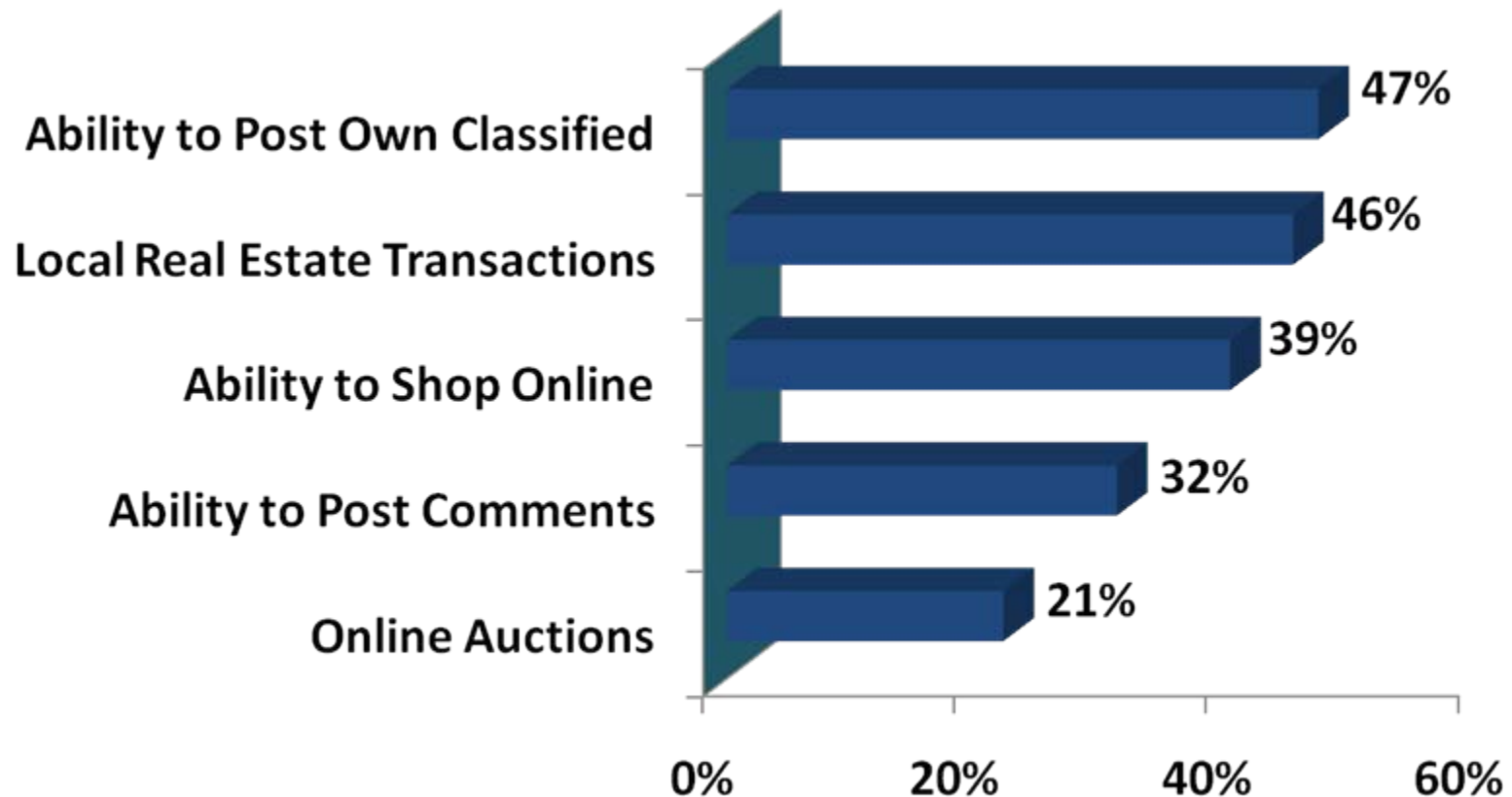
Features very useful on a local community site

Please tell me which of the following other things you would find VERY useful on a local community Web site. [Check all that apply]



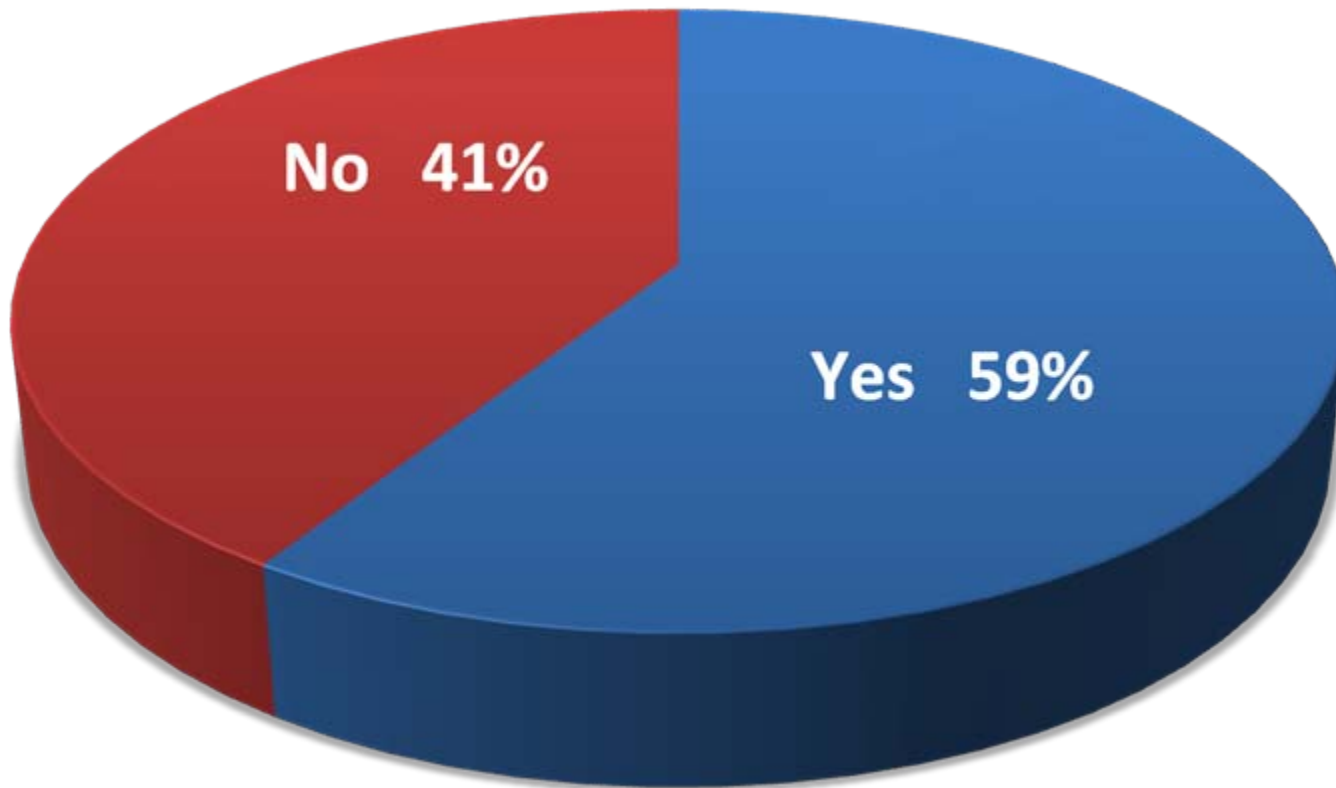
Features very useful on a local community site

[Continued]

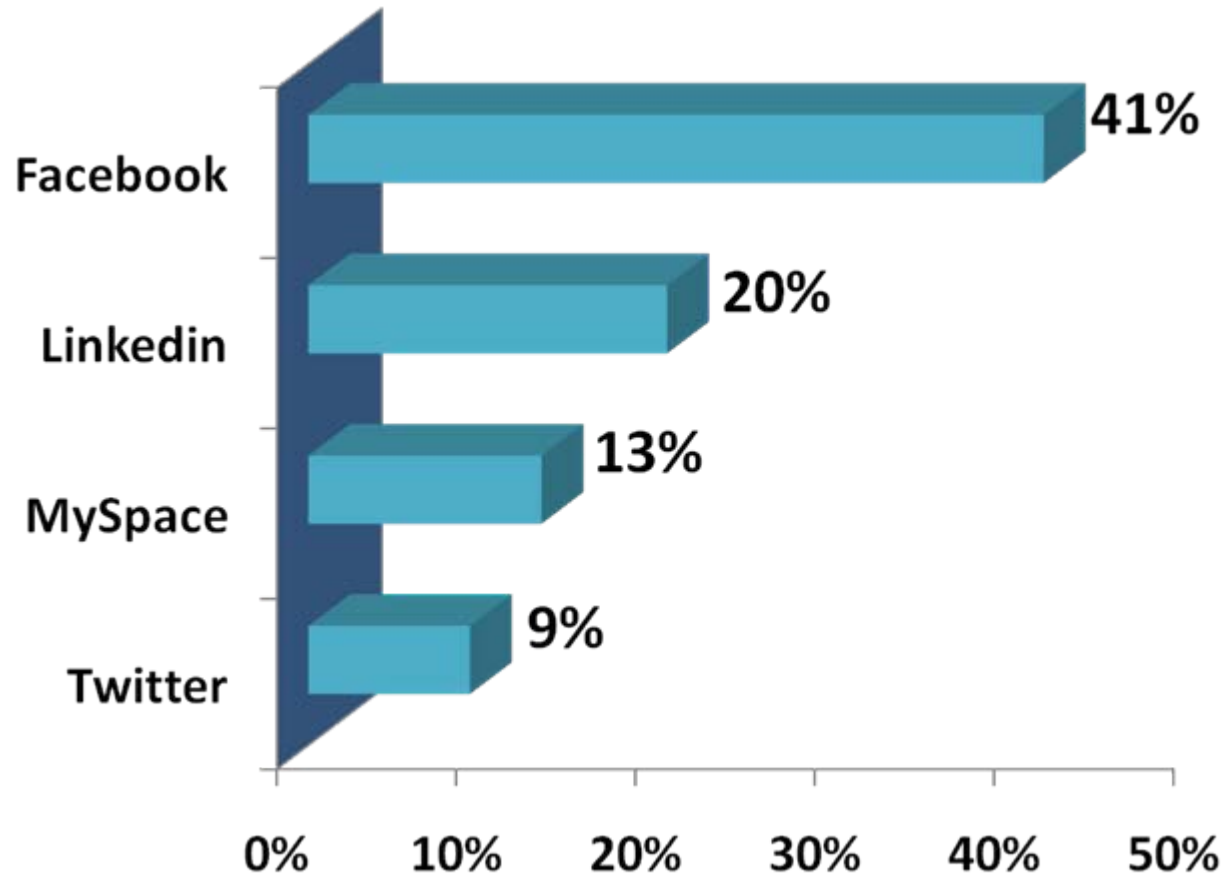


Use of online media

Made a purchase online in past 30 days



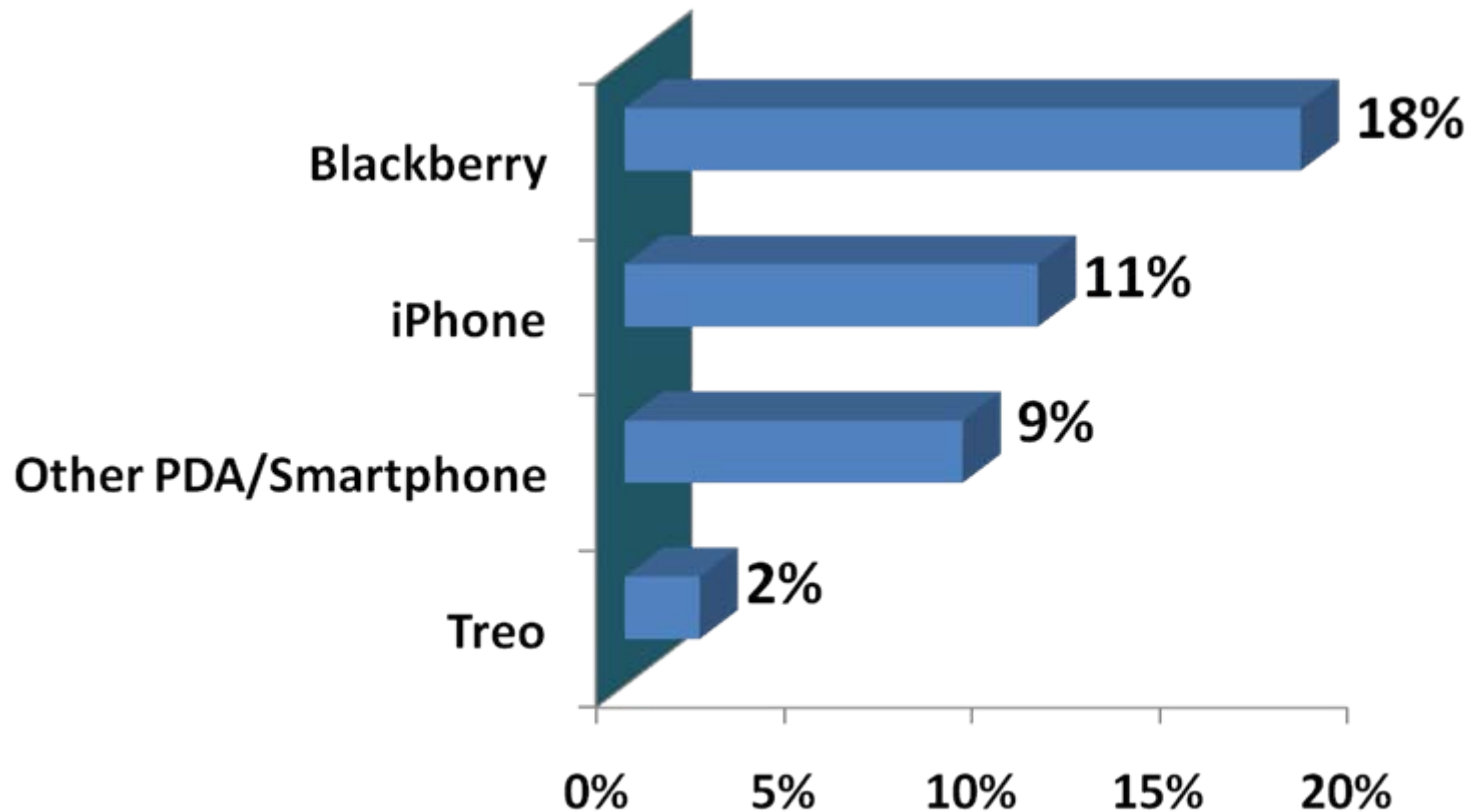
Use of social networking sites



Use of handheld devices

More than one in four own one or more handheld devices

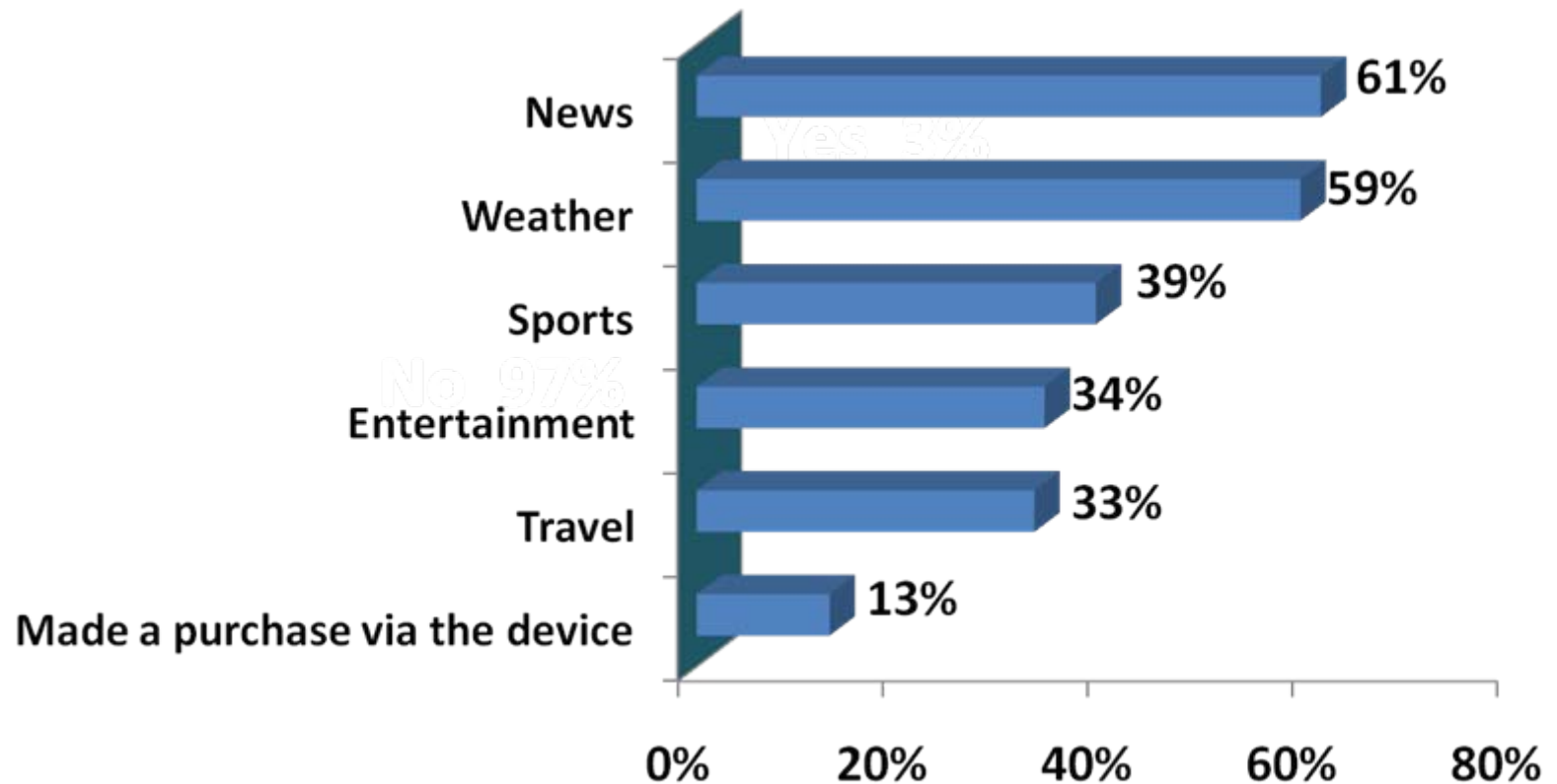
(multiple responses allowed)



And, 19% plan to purchase a handheld device in next 12 months

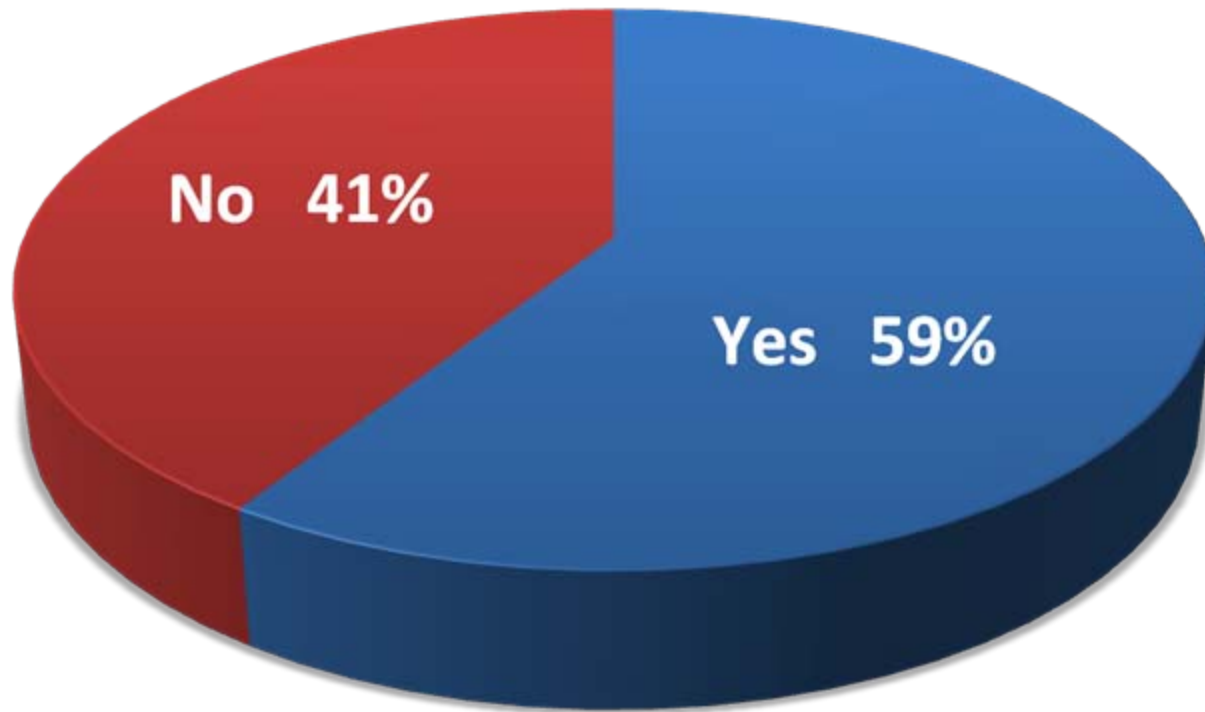
Use of handheld devices

6 out of 10 handheld device owners access news & weather on their mobile devices



Use of handheld devices

**6 out of 10 handheld device owners
feel mobile text alerts will be useful to them**



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SUMMARY

Suburban markets are highly desirable

Suburban newspapers are...

#1 Source for All Things Local – Suburban newspapers surpass metro newspapers, television, radio and the internet as the top source for community and neighborhood news, local youth and high school sports, local business news, local shopping and advertising, and local entertainment news

Valued – Nearly 8 of 10 adults rate editorial quality as ‘good to excellent’

Informative – More than 8 of 10 adults say their suburban newspaper ‘informs them’

Suburban markets are highly desirable

Suburban adults are...

Affluent – Median household income is \$76,500, with 39% earning over \$100,000

Educated – 82% have attended college; 64% have completed a 4-year degree or more

Homeowners – 90% own a home, with 14.5 average years of residence

Most Interested in Local News – 92% interested in community & neighborhood news

Suburban markets are highly desirable

Suburban adults are...

Positive About Newspaper Advertising – Two-thirds find it to be useful and an equal number find it helpful; three-quarters read newspaper pre-prints

End-of-Week Shoppers – 63% are inclined to shop Friday or Saturday

Interested in Finding Deals Online – Two-thirds would find Deals/Coupons from Area Businesses to be a very useful feature on a community Web site.

Shopping Online – Nearly 6 of 10 have made a purchase online in the past month.

Suburban markets are highly desirable

Suburban adults are...

Interested in Local News Online – Two-thirds had gone online for local news in the past week, and nearly 8 of 10 would find Community/Neighborhood News to be very useful content on a community Web site.

Interested in Various Items on a Community Web Site – More than 60% say they would find the following online content and features to be very useful:

- community/neighborhood news
- local news updates
- local government/election information
- local events calendar
- local photos

- local police/crime information
- local entertainment
- deals/coupons from area businesses
- links to community services
- searchable database of area businesses

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Questions?

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