



I Read Louisiana: *Just the Facts*

General Facts

- **3/4** of all U.S. adults have read a newspaper in print or online in the past week.
- **41%** say that newspaper is the medium used most to check out ads.
- **82%** took some action as a result of a print newspaper in the past 30 days. (Scarborough 2008)
- Newspapers own the #1 local sites in 22 of the top 25 markets. (Scarborough Research 2007, Release 2, Top 50 Report)

Who reads newspapers?

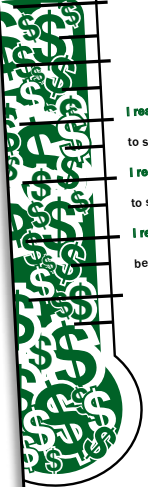
- **81%** of Louisiana adults read their local newspaper. (2008 Newton Research)
- Community newspaper readers spend an average of 39 minutes with the newspaper.
- **73%** of community newspaper readers read all or most of the paper and 76% read the public notices. (NNA 2009)
- Newspapers deliver the most affluent and educated customers.
54% make over \$50K/year – **64%** have earned a post-graduate degree. (Scarborough Research, 2008)
- **75%** of adults read a printed newspaper or visited a newspaper website in the past week. (Scarborough Research, 2008)

Who reads newspaper websites?

- **74 million** unique visitors went to newspaper websites in Sept. 2009. (Nielsen Online)
- **3.4 billion** visitors spent 43 million hours on newspaper sites in Q3 2009. (Nielsen Online)
- Online newspaper audience continues to grow and is up 77%. (Unique users, January 2005 – March 2009)(Nielsen Online – Adults 18+)
- **62%** say the top reason they visit their newspaper site is for advertising information.

Does newspaper advertising deliver results?

- **82%** of readers took some action as a result of advertising seen in a newspaper.
- **50%** of readers bought something advertised in a newspaper.
- **61%** of readers clipped a coupon from a newspaper.
- **52%** of readers went to a store as a result of a newspaper ad.
- Consumers rank newspapers first as the source most used to check ads, most valuable in planning shopping, best for bringing sales to “my attention” and most believable. (How America Uses Advertising 2009)



I read
to see who attended the fundraiser.

I read
to see where I can help.

I read
because I'm part of my community.

I read

Why do you read? Tell us at iReadLouisiana.com.

Brought to you by the Louisiana Press Association.



I read
to stay on top of the issues.


I read
to see if my candidate won.

I read
because I'm part of my community.

I read

Why do you read? Tell us at iReadLouisiana.com.

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I read
because my daughter's on page 4A.

I read
because her team made the playoffs.

I read
because I'm part of my community.

I read

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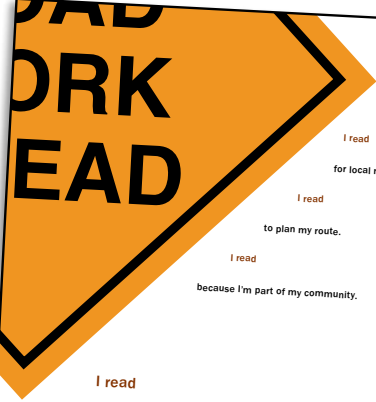
I read
to see if it's going to rain tomorrow.

I read
to see how much it rained yesterday.

I read
because I'm part of my community.

I read

Why do you read?
Brought to you by read



I read
for local road closures.


I read
to plan my route.

I read
because I'm part of my community.

I read

Why do you read? Tell us at iReadLouisiana.com.

Brought to you by the Louisiana Press Association.



I read
to find out who won District 4A.

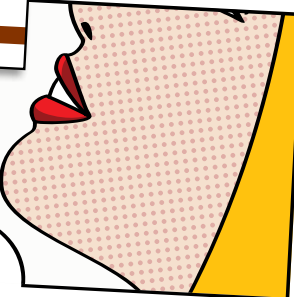
I read
to see if the calls were as bad as I thought.

I read
because I'm part of my community.

I read

Why do you read? Tell us at iReadLouisiana.com.

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I read
because I love the comics.

I read
because it makes my day.

I read
because I'm part of my community.

I read

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