

again
You said it,
Louisiana!

absolutely

**NOTHING WORKS
LIKE NEWSPAPER
ADVERTISING WORKS.**

new
A survey of Louisiana consumers and newspaper readers

Louisiana Press Association

again
“**You said it, Louisiana!**”

*In 2004 the Louisiana Press Association
commissioned a statewide survey of
adults to determine newspaper readership habits.*

*Almost 75% of adults said
they regularly read a local newspaper.*

*We commissioned another survey in 2008 of
1203 Louisiana adults on media
usage and shopping habits.*

*Adults responded, again, and
here's what you said.*

Louisiana Statewide Survey 2008

Newspaper Readership

- 81% of Louisiana adults read their local newspaper

58.4% of adults read a newspaper yesterday and an additional 20.9% of adults have read a local newspaper in the past week.

1.9 adults on average read each copy of a Louisiana newspaper

Louisiana newspapers reach an average of more than 1,321,000 households each week.

“Louisianans say
81% of adults read
a local
newspaper...

That's a lot

...and, on
average, each
copy... along with
its ads... reaches
more than one
reader.”

Age Group Readership

“Louisianans say that *all age groups* read the newspaper ...

Across the board!

... and readership is very high for inserts and circulars.”

	Age 18-34	Age 35-54	Age 55+
Total percentage reading a local newspaper	77	80	84
Average readers per copy	2.2	2.1	1.8
Readership of Content (usually or sometimes read)			
National and state news	71.5	86.9	90.8
Local and community news	94.3	95.0	95.8
Sports news and articles	64.3	65.1	68.2
Business and financial news	69.1	70.5	78.0
Travel and entertainment articles	72.4	73.3	73.5
Classified ads	78.0	71.5	67.5
Special sections like gift guides	70.7	72.9	78.3
<ul style="list-style-type: none"> 71% of Louisiana adults with Internet access have visited a newspaper web site 			
Of these adults...			
Visited yesterday	22.0	19.2	22.3
Within the past week	29.4	26.1	21.9
Within the past month	47.7	54.2	54.4

Household Characteristics

Age categories

(N=1203)	% of sample	% reading local paper
18-24	5.5	84.8
25-34	7.8	71.3
35-44	11.0	82.6
45-54	18.1	78.9
55-64	36.4	84.7
65-74	5.5	84.8
75+	10.1	78.5
NR	5.7	72.1

Household income

(N=1203)	% of sample	% reading local paper
Under \$25,000	20.9	68.7
\$25-49,999	20.5	86.2
\$50-74,999	12.8	87.7
\$75-100,000	9.4	90.3
Over \$100,000	11.2	85.2
No response	25.1	78.5

Education level

(N=1203)	% of sample	% reading local paper
Some high school	11.2	62.2
High school graduate	30.5	80.7
Some college/associate	25.6	85.7
College graduate	17.2	82.6
Post graduate degree	11.7	87.9
Other training	2.0	91.7
No response	1.7	66.7

Gender of respondent

(N=1203)	% of sample	% reading local paper
Male	39.9	79.2
Female	60.1	82.3

“Louisianans say newspaper readership is highest for the highest income levels ...

with the highest education!

... both male and female.”

Media Usage

Louisiana adults were asked what media source they would use if seeking different types of information. Here's what they said.

(Television, Radio, Direct Mail, Newspaper or Newspaper Web Site, Internet, or some other source) * DK = not looking, don't intent to buy, don't know

	TV	Radio	DM	Newspaper or Web	Net	Other Source	DK
Job openings	1.8	.2	.3	47.8	26.4	10.0	13.4
Real estate sales/new home	1.6	0.0	.5	47.6	20.8	17.0	12.6
Automobiles for sale	2.7	.3	.7	37.2	18.5	32.8	7.8
Information on where to shop	4.4	.3	2.6	40.7	20.1	26.1	5.7
Information on the cost of products	2.0	0.0	3.4	36.7	28.7	22.4	6.8

“When Louisianans want info they turn to their newspaper more.”

a whole lot more!

“Job searches, real estate sales, auto information, shopping and dining out...”

“...people turn to the newspaper more.”

it's natural!

Media Usage

Readership of advertising inserts

(N=1203)	% of sample	% reading local paper
Usually	49.0	94.7
Sometimes	22.9	88.8
Seldom	9.0	73.1
Never	13.1	56.7
NR	6.0	--

Preference in receiving advertising inserts

(N=1203)	% of sample	% reading local paper
In the newspaper	39.9	96.9
In the mail	9.1	82.7
In a shopper/free pub	2.3	67.9
Prefer not to receive	16.1	84.0
No preference	22.9	81.8
No response	9.6	--

“When Louisianans want info on where to shop and how much things cost... they prefer to find it in newspaper inserts.”

“Other distribution methods?”

“They don’t even come close.”

That is the POWER of newspaper!

Household buying characteristics

Likelihood of purchasing within the next 12 months

Buy a new or different home	12.5	82.0
Purchase or change life, health, home or automobile insurance	21.5	83.7
Buy or trade stocks, bonds or mutual funds	28.1	88.7
Buy a new or used automobile or truck	28.1	86.7

Leisure activities

- 61% of Louisiana households take day trips which are within 8 hours drive from their homes
- 42% of households take several day trips each year
- Households spend an average of \$263 per trip

Households are planning these activities within the next 12 months

(N=1203)	YES	% reading local paper
Visit a casino, riverboat or race track.....	36.5	85.4
Play the Louisiana lottery.....	43.1	84.2
Take a cruise ship vacation.....	16.6	86.5
Visit a beach or vacation near the ocean.....	43.3	85.8
Visit an amusement park.....	31.3	87.5

Financial Matters

- 87% of Louisiana households use a local bank for checking, savings or investments

When asked how they would invest for retirement, Louisiana adults said...

(N=1203)	YES	% reading local paper
Invest money with a local bank or credit union that you are acquainted with.....	58.3	83.0
Invest money with a regional bank.....	20.4	84.9
Invest money with a national bank offering Internet financial services.....	17.6	86.3
Use a financial brokerage house or mutual fund company.....	34.9	88.1

“Louisiana newspaper readers make big-ticket purchases ...

They shop, then buy!

... they travel, take vacations and make investments.”

Voting in Louisiana

- 90% of Louisiana households have an adult who is registered to vote

Party affiliation of registered voters

(N=1079)	% of sample	% reading local paper
Democrat	45.6	83.9
Republican	25.9	84.9
Independent	14.4	81.3
No response	14.2	77.1

Likelihood of voting in upcoming elections

(N=1203)	% of sample	% reading local paper
Very likely	84.6	84.7
Somewhat likely	4.7	64.9
Not likely	5.8	58.6
Don't know	4.0	62.5
No response	.8	--

Readership of political advertising in a local newspaper

(N=1203)	% of sample
Usually	30.8
Sometimes	20.0
Seldom	18.2
Never	27.3
NR	3.7

“Louisiana newspaper readers follow the political scene ...

All. party affiliation!

... and when Election Day comes, they go to the polls.”

Survey Methodology

SAMPLING: The survey sample was selected through a random selection of households throughout the state of Louisiana, proportionate to each county's household population. 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 April 21 through May 30, 2008. The work of all interviewers was monitored and supervised during the entire period. A total of 1203 Louisiana adults were interviewed.

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.)

Louisiana
Newspaper
Association

Statewide Survey
2008

Thank a lot,
Louisiana!

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

Sample Size	90/10	80/20	70/30	60/40	50/50
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 households 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.

Survey conducted by Newton Marketing & Research

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