

Media Use and Shopping Behavior in

# MICHIGAN



A Research Study Conducted by  
American Opinion Research  
Princeton, NJ



# Reaching Michiganders

More than seven million adults (7.6) share the rich heritage of being Michiganders.

Michigan is a diverse region, known not only for its large cities but also for rich farms and the serenity of its rural Upper Peninsula.

Detroit may be the car capital of the world, but no more than Battle Creek is the cereal capital of the world. Michigan also boasts a growing biotechnology industry and attractions that draw millions of tourists yearly.

Michigan leads the USA in, among other things, the number of public golf courses, snowmobiles, registered hunters and boats.

It is also home to an affluent, vibrant marketplace of buyers of every conceivable product and service.

How effectively do various media and advertising sources reach this diverse mix of consumers?

The 2008 Michigan Consumer Study, conducted by the national market research firm American Opinion Research, answers these questions.

Following is a summary of the results of this research.



# Methodology

The results of this study are based on 500 telephone interviews among adults randomly selected throughout Michigan between December 5<sup>th</sup> and December 18<sup>th</sup>, 2007.

The data is projected to the estimated number of adults in the survey area. All estimates were derived from the 2007 Demographics USA County and Zip Editions, published by Market Statistics.

The results have an overall margin of error of plus or minus 4.5 percentage points.

The sample of respondents was designed using a systematic random selection of telephone households and respondents within each household. Telephone numbers were generated to include both listed and unlisted numbers. The sample of respondents was drawn in proportion to household population.

American Opinion Research (AOR) is a nationally recognized, full-service research firm. AOR has conducted research for some of the nation's largest media companies. In addition, AOR also has conducted research for a wide variety of clients in the commercial, retailing and manufacturing sectors, including: General Motors, IBM, Procter & Gamble, Novartis, General Electric, Mattel, Coca Cola, Agfa, Siemens and many others.



# Here's Just Some Of What AOR Found:

- **Newspapers are more used than other media for all types of advertising and for local news.**
  - 54 percent of Michigan adults say printed newspapers have the best news coverage about where they live, higher than for television and radio combined
  - 60 percent say printed newspapers provide the best information where to shop, double television and the Internet together
  - 60 percent say newspapers have the best information about items for sale
  - 73 percent say newspapers have the best information about places to go and things to do in their area
- **Newspapers are easily the main source consumers use for shopping information.**
  - 72 percent say printed newspapers are their main source of local shopping information compared with nine percent for the Internet and seven percent for television
  - Printed newspapers rate No. 1 among all age and income groups

# Here's Just Some Of What AOR Found:

- **Newspapers are the primary source consumers use when planning shopping trips.**
  - Almost two in three adult consumers (64%) look at ads *before shopping*; only about one in three wait to get to the store
  - Three in four consumers (75%) say printed newspapers are the source they rely on most for sales information before shopping
- **Newspaper ads are considered by consumers to be the most useful.**
  - 85 percent of all Michigan consumers cite advertising inserts and circulars as a very useful source of shopping information
  - 83 percent say retail ads printed on newspaper pages are very useful
  - These percentages are much higher than those who consider television, the Internet or radio to be “very useful”

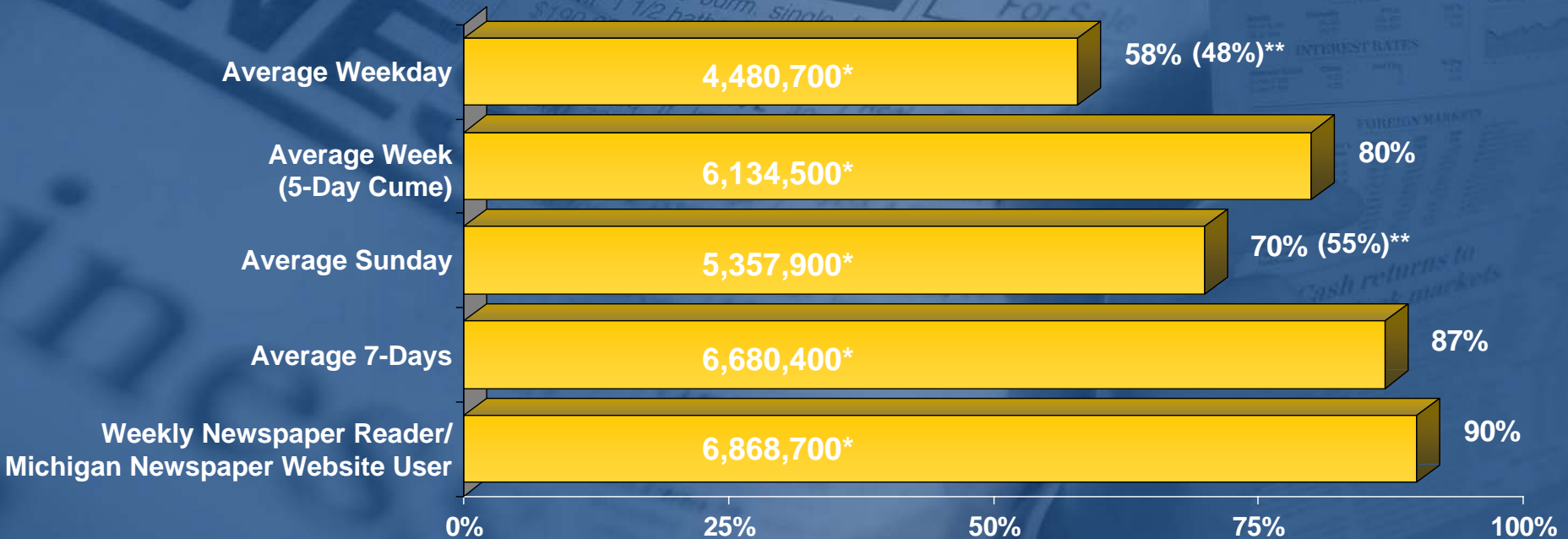
# Here's Just Some Of What AOR Found:

- **Newspaper advertising motivates buying behavior.**
  - 53 percent of all Michigan consumers (equal to more than four million adults) have made a purchase in the past 12 months as a direct result of advertising they saw, heard or read
  - 87 percent of these consumers say these ads were in a printed newspaper

# Michigan: A State of Newspaper Readers

Newspaper readership on an average weekday or Sunday is significantly higher than the national average; in fact, almost nine in 10 Michigan adults read a printed daily or Sunday newspaper during an average week, and an even high percentage read a printed newspaper or use a Michigan newspaper website.

Percent of Michiganders Who Read a Newspaper



\*(Number of Adults)

\*\* (National Average; Newspaper Association of America)

Source: 2008 American Opinion Research



# Michigan: A State of Newspaper Readers

Newspapers have high weekday and Sunday reach among all age groups.

	Newspaper Reach					
	% Market	Average Weekday	Average Week (5-Day Cume)	Average Sunday	Average 7-Day Week	7-Day Print/Michigan Website
<b>GENDER</b>						
Male	49	% 57	80	64	85	87
Female	52	% 60	80	76	89	92
<b>AGE</b>						
18-29	20	% 61	87	89	95	95
30-39	20	% 49	70	55	77	83
40-54	29	% 59	82	75	91	93
55+	31	% 63	80	66	85	87

Source: 2008 American Opinion Research



# Michigan: A State of Newspaper Readers

Newspapers readership is high among all income and educational groups.

## Newspaper Reach

	% Market	Average Weekday	Average Week (5-Day Cume)	Average Sunday	Average 7-Day Week	7-Day Print/ Michigan Website
<b>HOUSEHOLD INCOME</b>						
Under \$25,000	21	% 54	78	63	85	87
\$25,000-\$49,999	32	% 62	86	70	93	93
\$50,000-\$74,999	20	% 54	74	66	82	92
\$75,000-\$99,999	14	% 59	85	78	88	89
\$100,000 or higher	13	% 61	76	81	87	89
<b>EDUCATION</b>						
Less than high school	2	% 62	73	73	84	84
High school grad	32	% 56	81	72	89	90
Some college/ Technical school	30	% 60	85	66	89	91
College grad	36	% 62	78	73	86	91

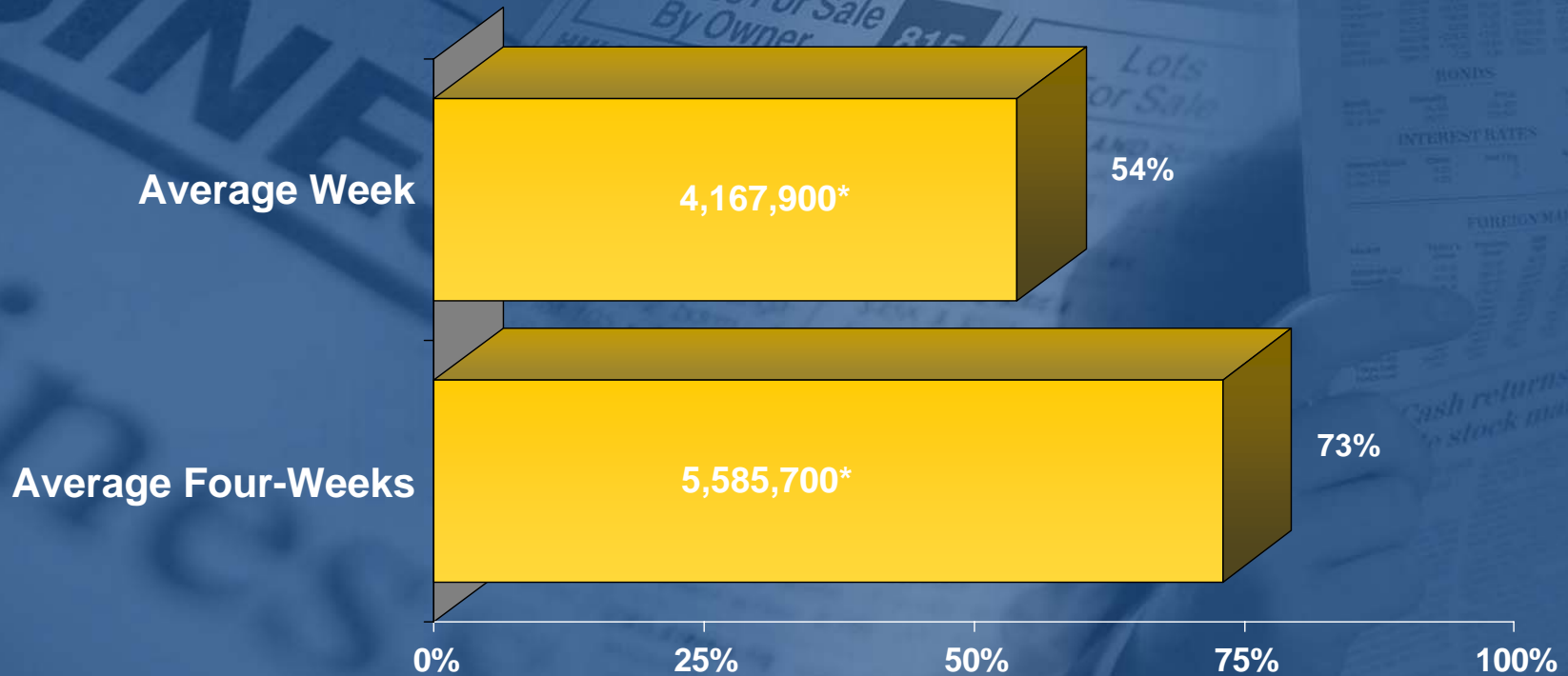
Source: 2008 American Opinion Research



# Michigan Adults Are Avid Weekly Readers

Most adults read a weekly/community newspaper.

### Percentage of Michiganders Who Read a Weekly Newspaper



\*(Number of Adults)

Base: Total Adults in Michigan (7,668,600)

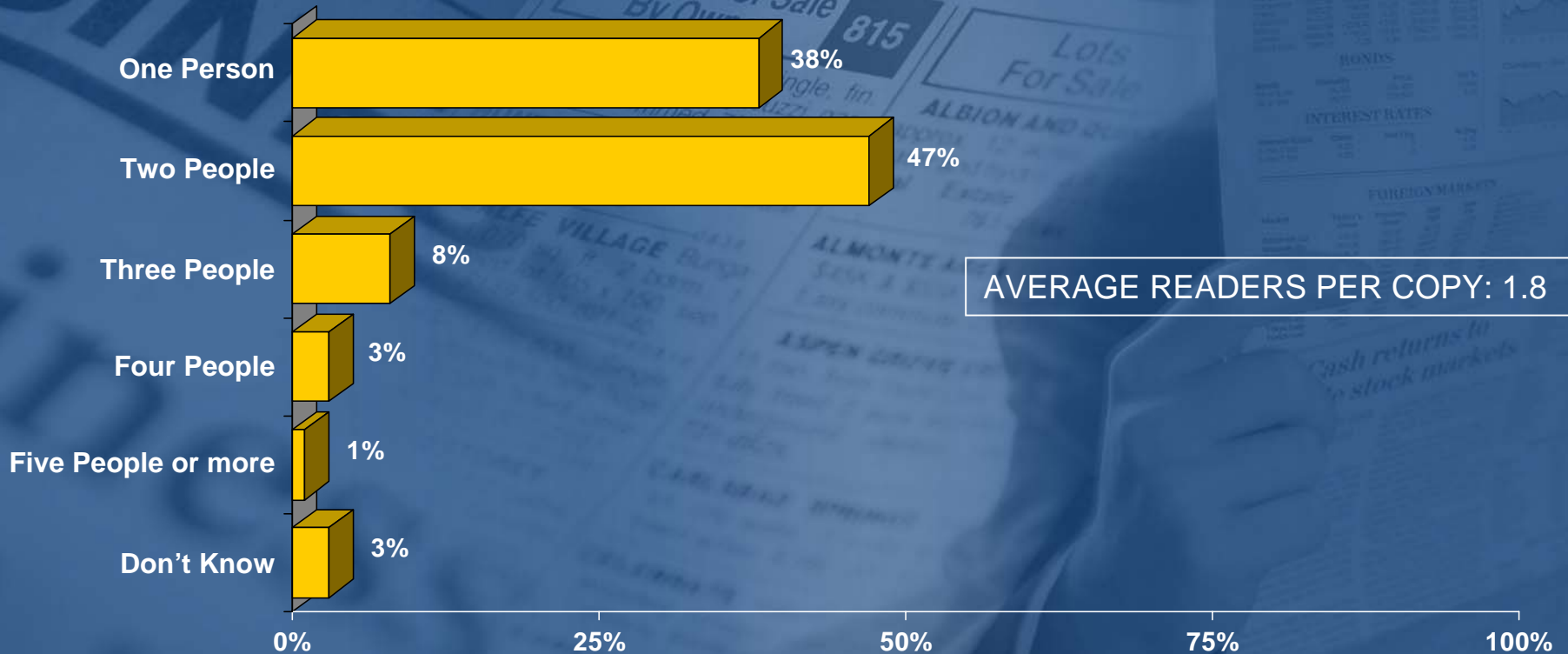
Source: American Opinion Research



# Weekly Newspapers Have Multiple Readers

In almost six out of ten weekly newspaper households, newspapers are read by more than one person.

Number of Adults Reading Average Weekly Newspaper



Base: Weekly/Community Newspaper Readers (5,585,700)

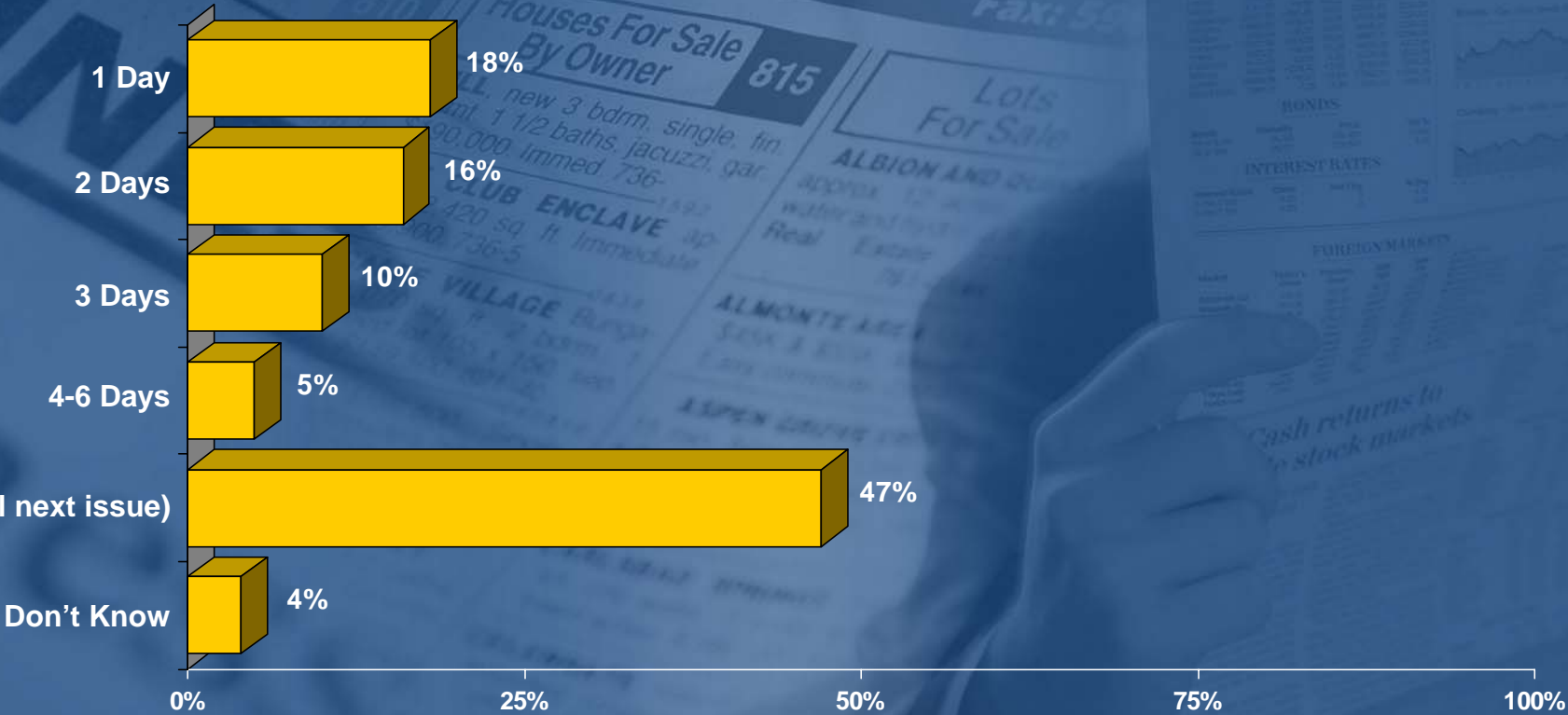
Source: American Opinion Research



# Weeklies Have Long Shelf Life

Almost half of all weekly readers keep their newspaper the entire week or until the next issue arrives.

### No. of Days Newspapers are Retained in Home



Base: Weekly/Community Newspaper Readers (5,585,700)

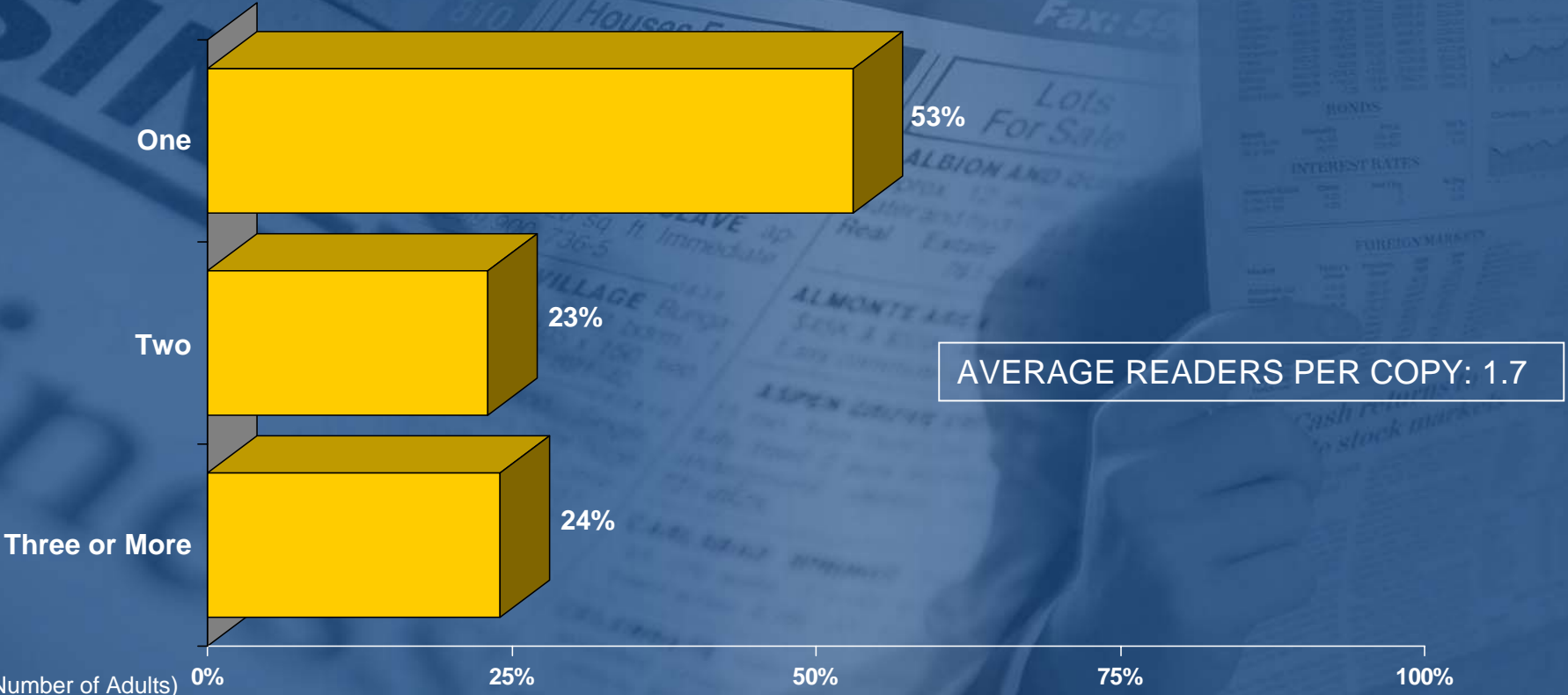
Source: American Opinion Research



# Many Read More Than One Weekly

Weekly readers read an average of almost two different newspapers.

### Number of Different Weekly Newspapers Read During An Average Month



\*(Number of Adults)

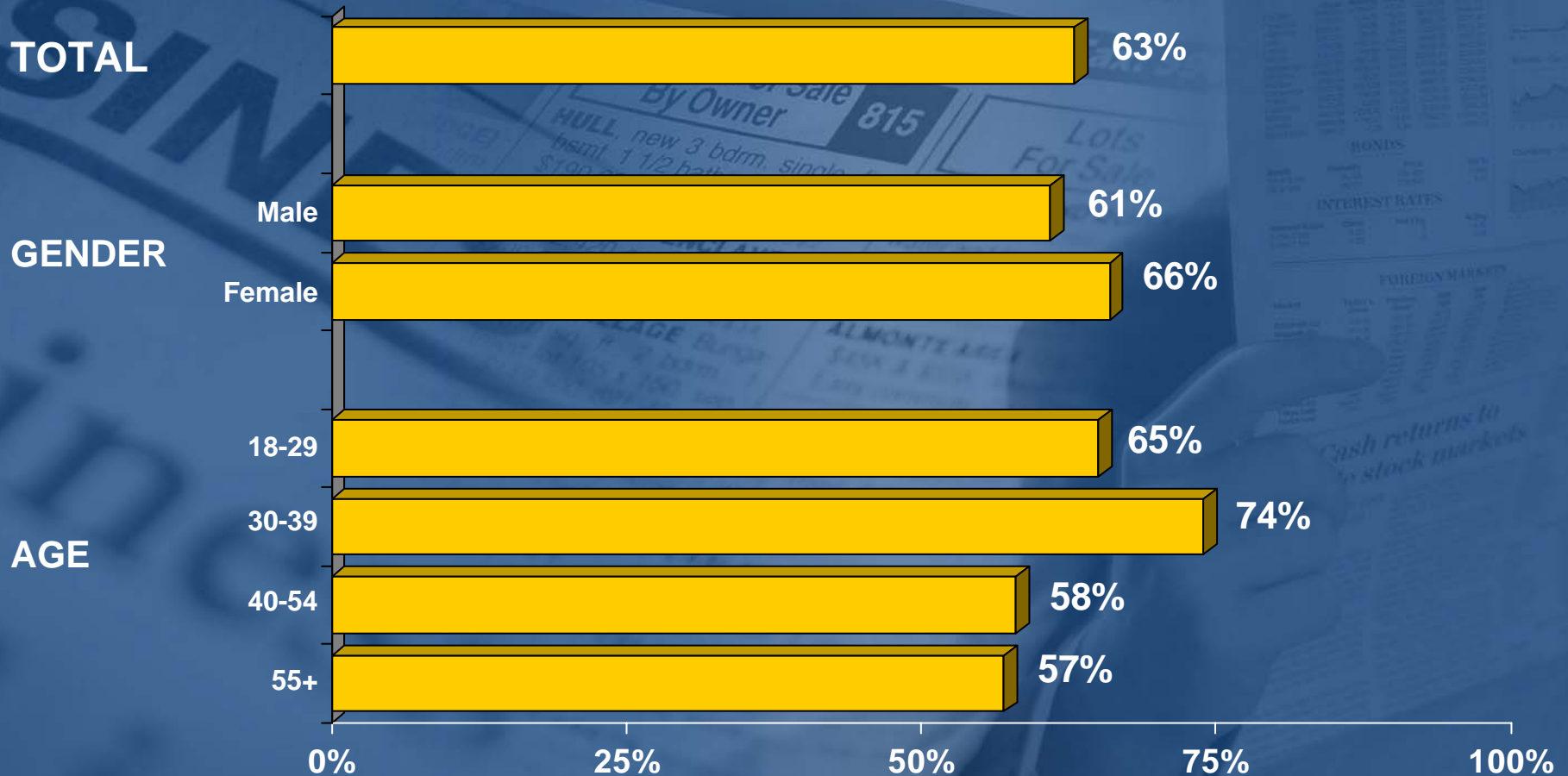
Base: Weekly/Community Newspaper Readers (5,585,700)

Source: American Opinion Research



# Newspaper Websites Reach Younger Consumers

PERCENT OF INTERNET USERS USING NEWSPAPER WEBSITES:



# Newspaper Top Medium For All Topics

Primary Source for:

	<u>Best News Coverage About Where You Live</u>	<u>Best Information On Where To Shop</u>	<u>Information About Items On Sale &amp; Prices</u>	<u>Best Information On Places To Go And Things To Do</u>
	%	%	%	%
Newspapers	54	60	59	73
Television	39	10	7	9
Radio	5	1	*	5
Internet	2	21	29	10
Mail	*	1	1	*
Billboards	*	3	*	*
Magazines	*	3	2	3

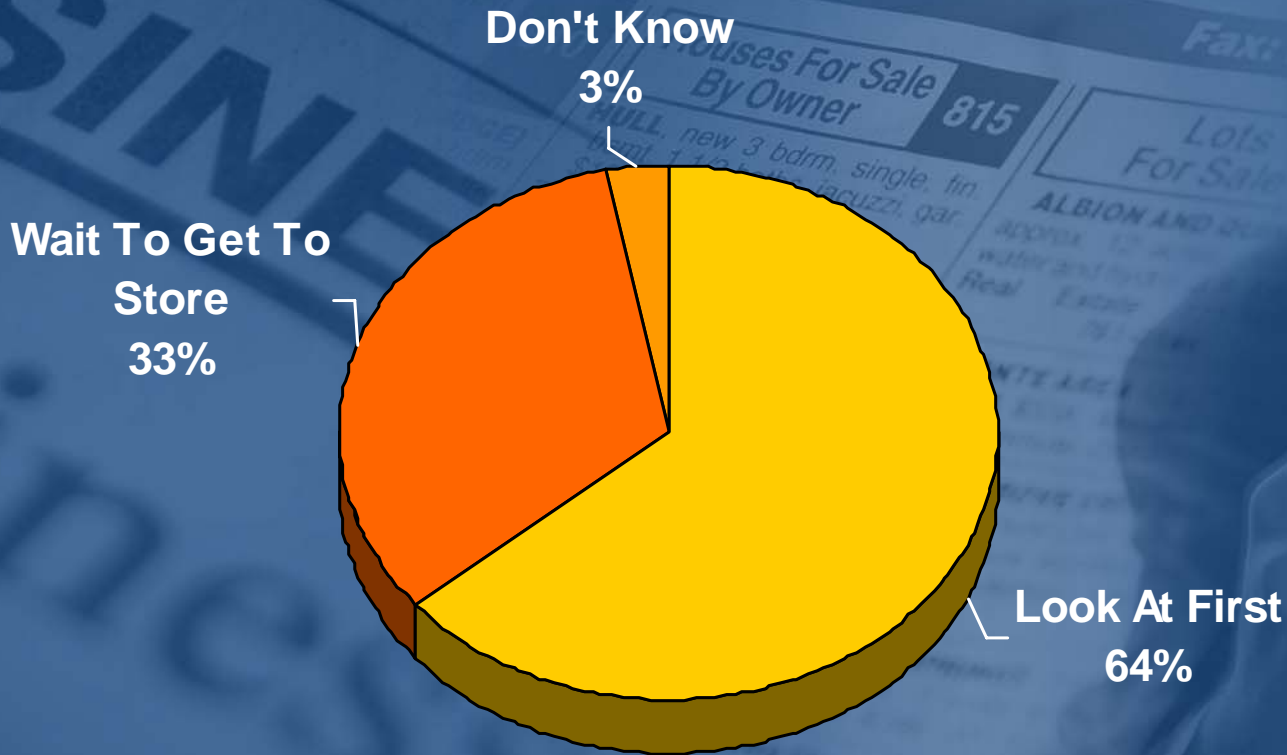
\*(Less than .05 percent)

Source: American Opinion Research



# Most Consumers Look At Ads Before Shopping

Retailers relying on in-store promotion may be losing sales.



## USING ADVERTISING BEFORE SHOPPING

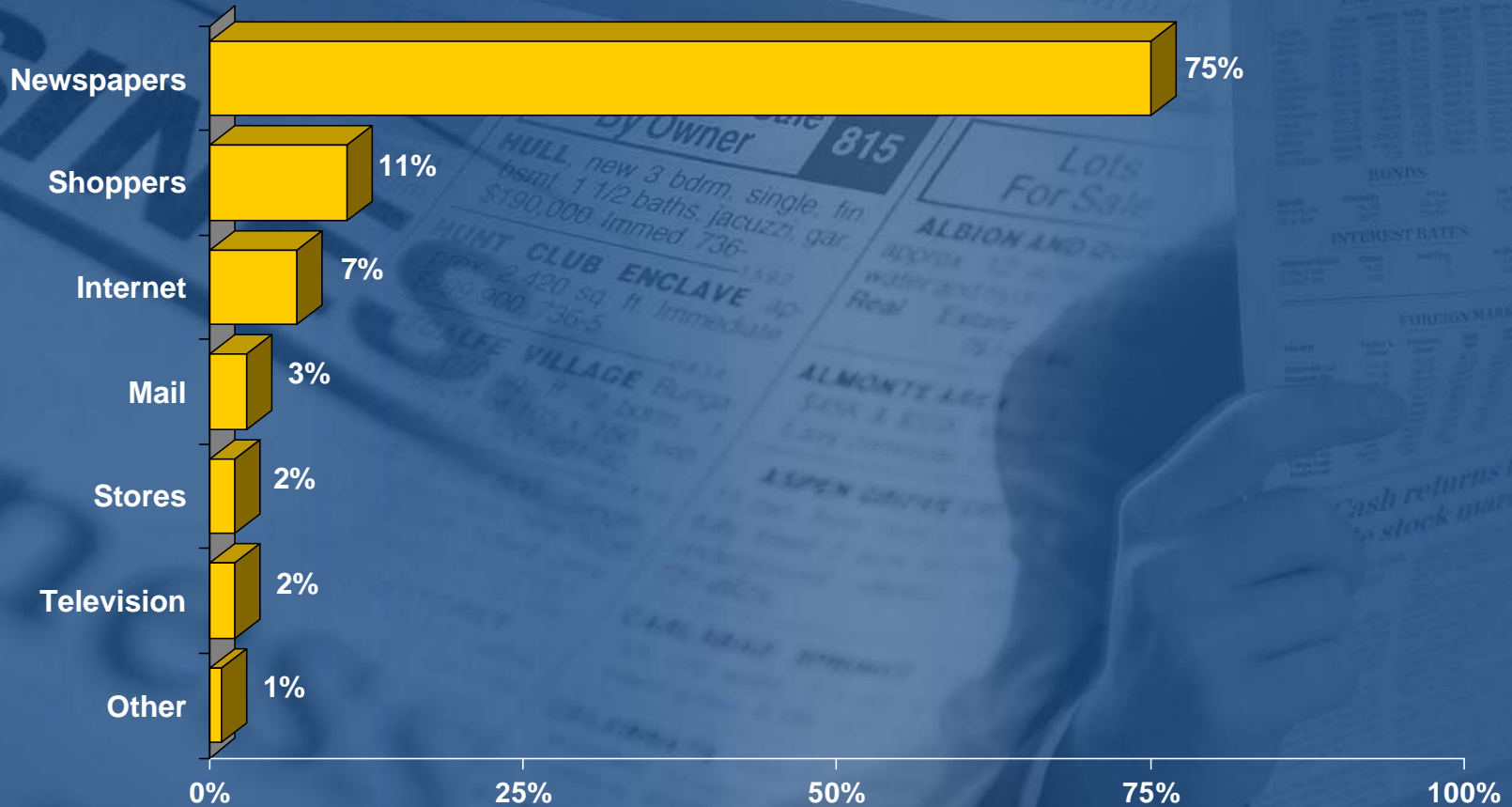
	%
<b>TOTAL</b>	<b>64</b>
<b>GENDER</b>	
Male	52
Female	75
<b>AGE</b>	
18-29	57
30-39	62
40-54	67
55+	67

Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research



# Newspapers Are The Top Shopping Source

Where consumers look before shopping.



Base: Adults Using Any Advertising (7,101,900)

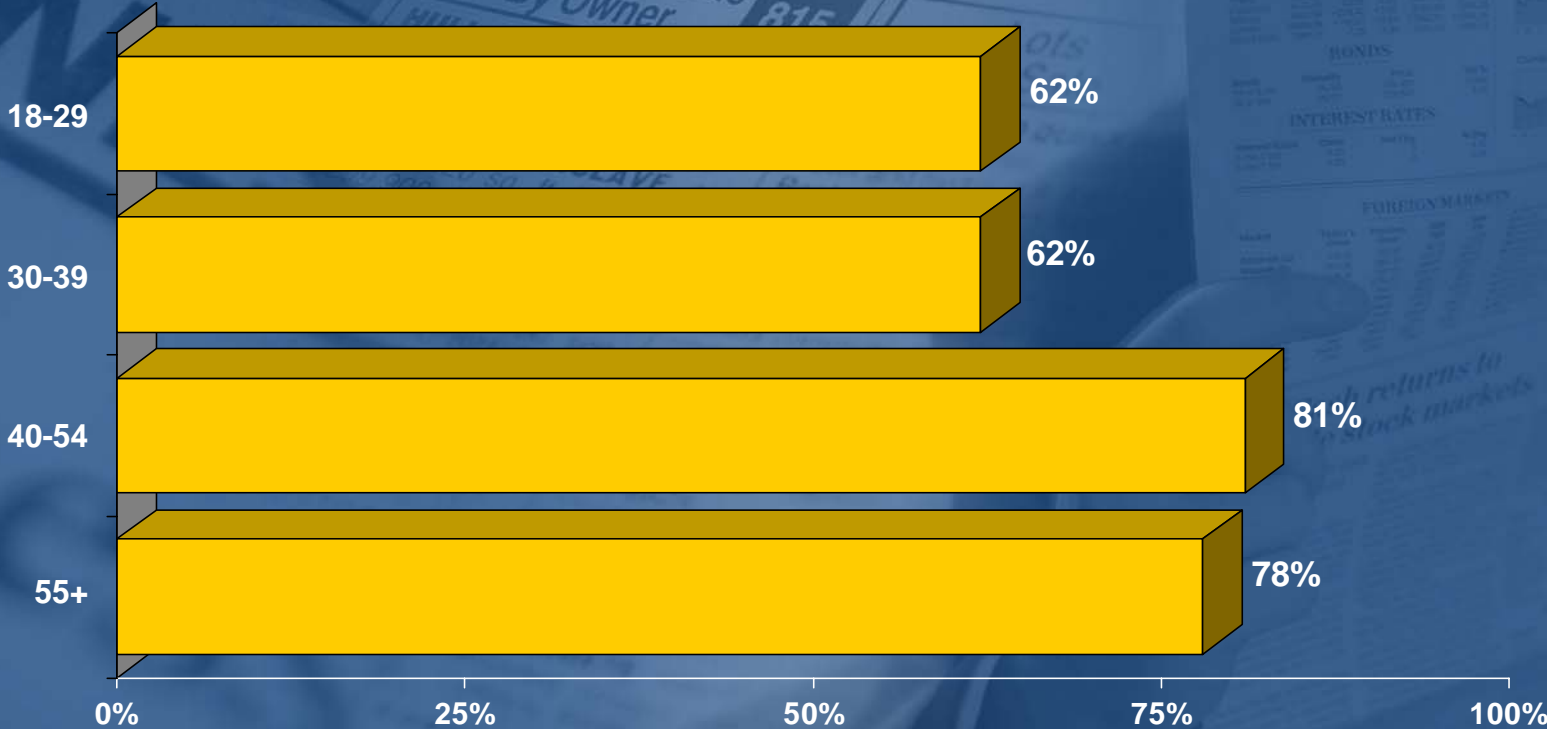
Source: American Opinion Research



# Newspapers: Top Source For Shopping Among All Groups

Newspapers beat all other media as Michigan's main source of information before shopping. This holds true even among the youngest adults.

### Newspapers Main Source of Local Shopping Information



Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research

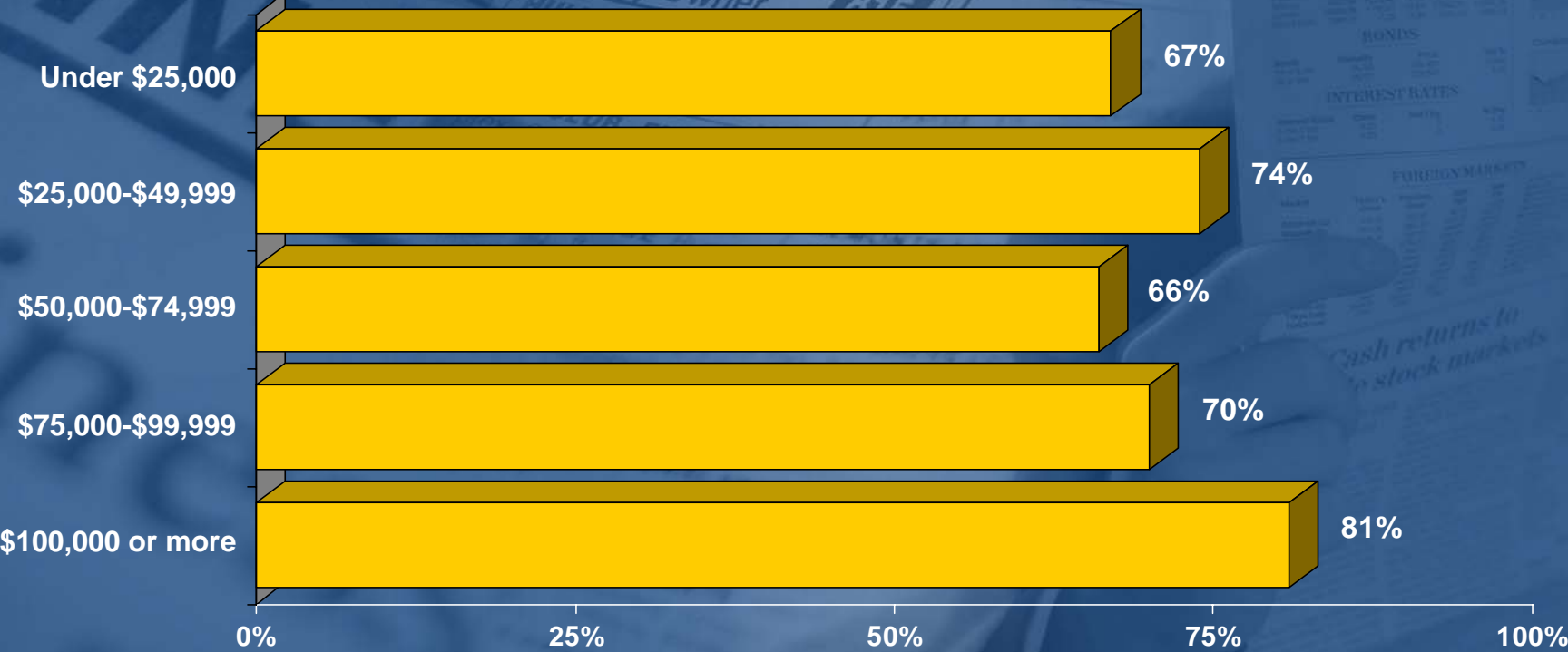


# Newspapers: Top Choice Among All Groups

Newspapers beat all other media as Michigan's main source of shopping information among all income groups.

### Newspapers Main Source of Local Shopping Information

Household Income:



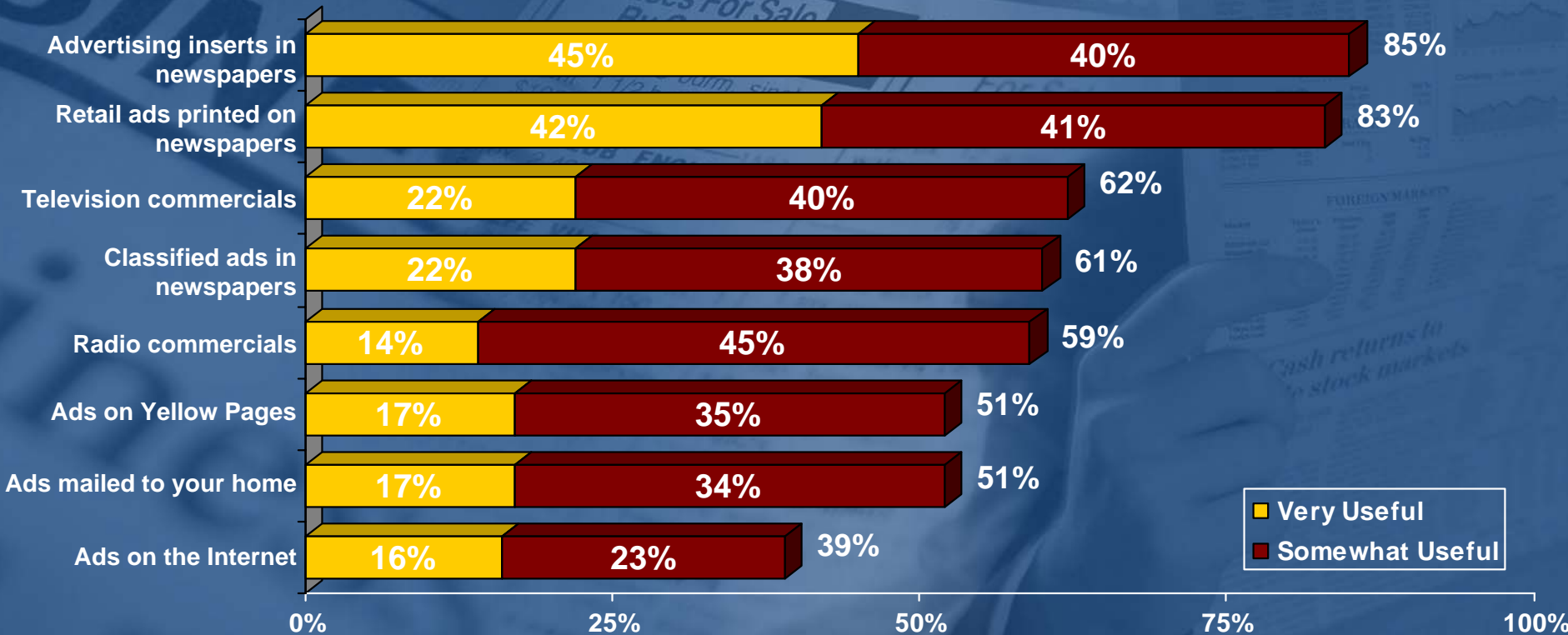
Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research



# Newspapers Most Useful Advertising Source

When it comes to the usefulness of different media in the shopping decision, Michigan adults place newspaper products at the top of the list.

Rating Usefulness of Advertising Sources



Base: Total Adults in Michigan (7,668,600)  
 Source: American Opinion Research



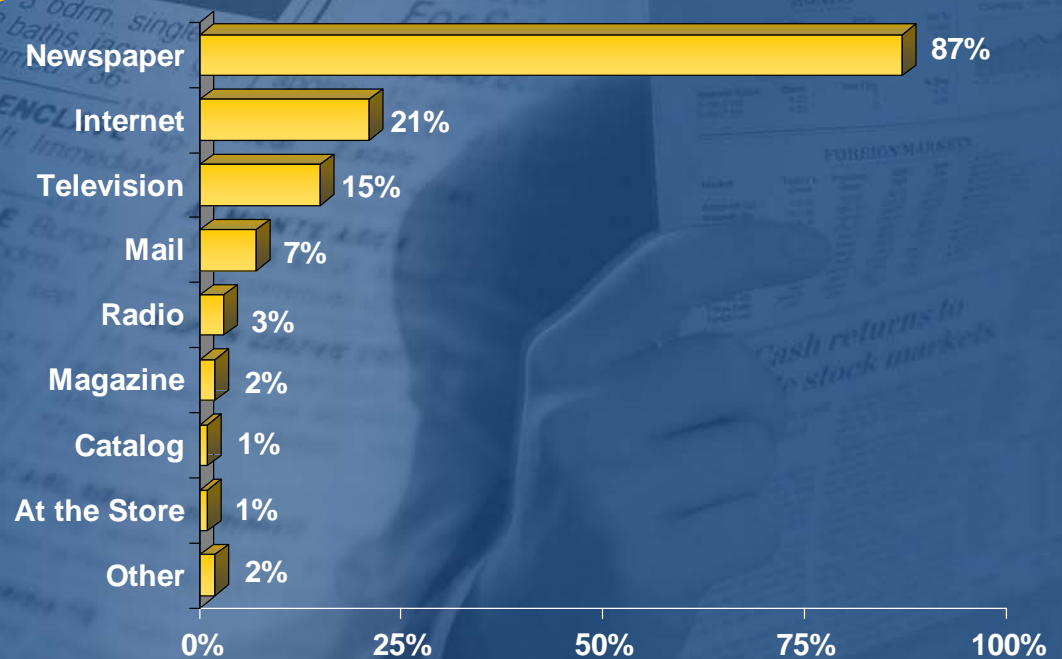
# Newspapers Prompt Purchases

More than 4 million Michiganders make a purchase each year as a result of advertising; mostly in newspapers.

## 4.1 Million

Michigan adults make at least one purchase annually as a direct result of advertising.

And where did you see or hear the ad?\*



Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research

\*Base: Adults Who Made a Purchase As A Direct Result of Advertising



# Newspaper Top Ad Source For All Types of Products

Primary Source for:

	Groceries	Major Appliances	New Cars, Trucks, Vans	Used Cars, Trucks, Vans	Hardware, Home Improvement Supplies
	%	%	%	%	%
Newspapers	75	55	40	53	59
Internet	3	24	31	23	13
Television	*	2	7	2	2
Advertising in the mail	4	1	1	1	2
Free shopper	6	2	3	5	4
Radio	*	*	1	1	*
Magazines	*	1	1	2	*
Yellow Pages	*	2	1	1	3
All other sources	12	14	17	13	17

\*(Less than .05 percent)

Source: American Opinion Research



# Newspaper Top Ad Source For All Types of Products

Primary Source for:

	<u>A New or Different Home</u>	<u>Furniture</u>	<u>Jobs or Employment</u>	<u>Consumer Electronics</u>	<u>Local Entertainment Places To Go</u>
	%	%	%	%	%
Newspapers	46	55	58	51	73
Internet	37	17	36	29	14
Television	1	5	*	3	3
Advertising in the mail	*	3	*	1	*
Free shopper	2	2	*	3	1
Radio	*	1	1	*	3
Magazines	2	*	*	1	2
Yellow Pages	*	2	*	1	*
All other sources	12	16	5	11	4

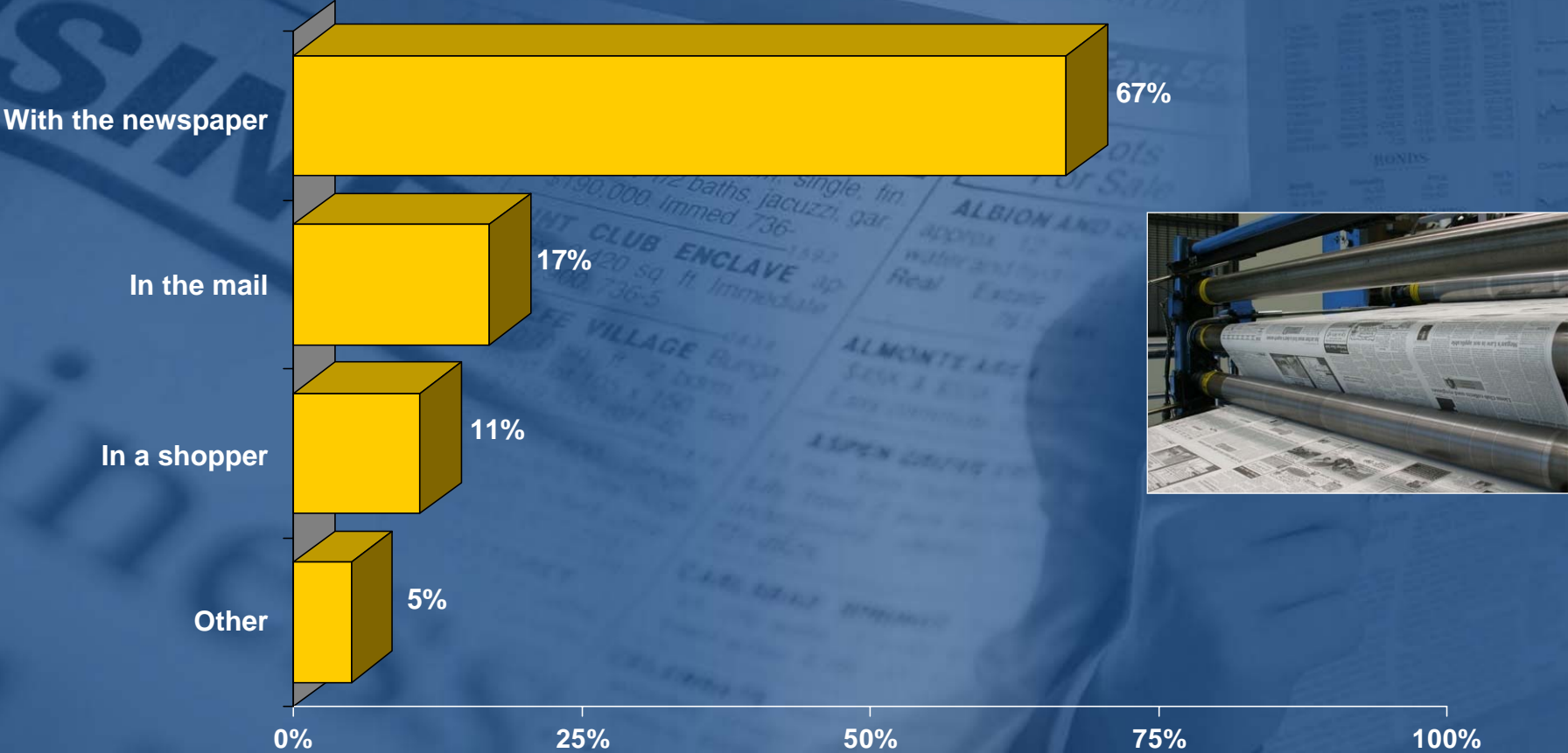
\*(Less than .05 percent)

Source: American Opinion Research



# Consumers Prefer Inserts & Circulars To Be In Newspapers

Preferred source among users:



Base: 7,232,600 Adults Who Use Advertising Inserts, Supplements and Circulars

Source: American Opinion Research



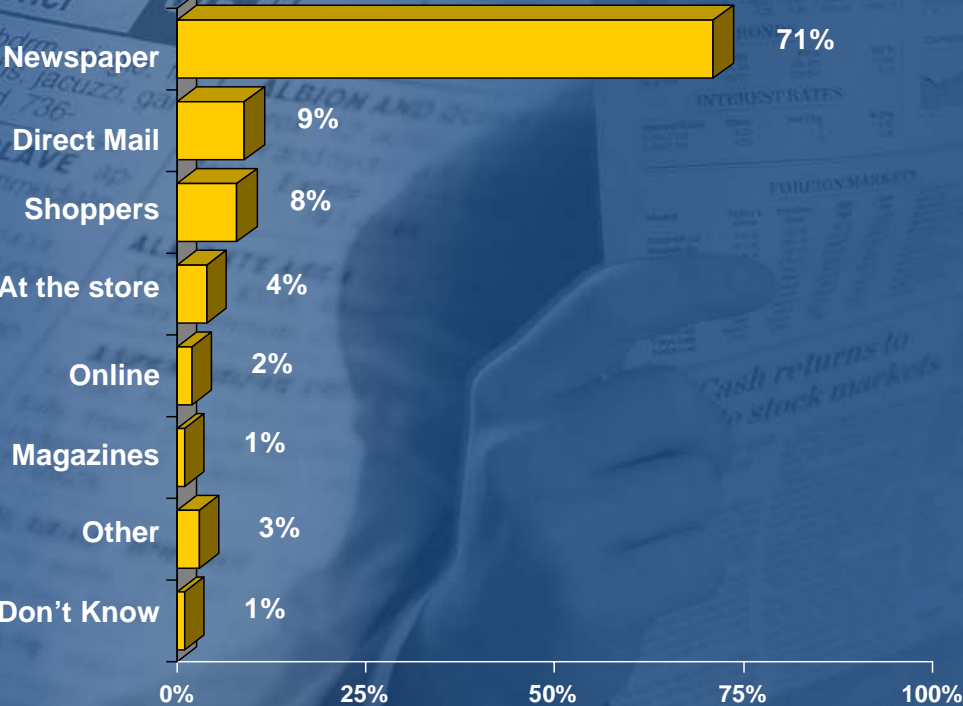
# Consumers Rely On Newspapers For Coupons

Most consumers use coupons and mostly from newspapers.

**64%**

or 4,911,200 adults use coupons at least once a month or more.

And where do you get the coupons you use? (among monthly coupon users)\*



Base: Total Adults in Michigan (7,168,600)  
Source: American Opinion Research

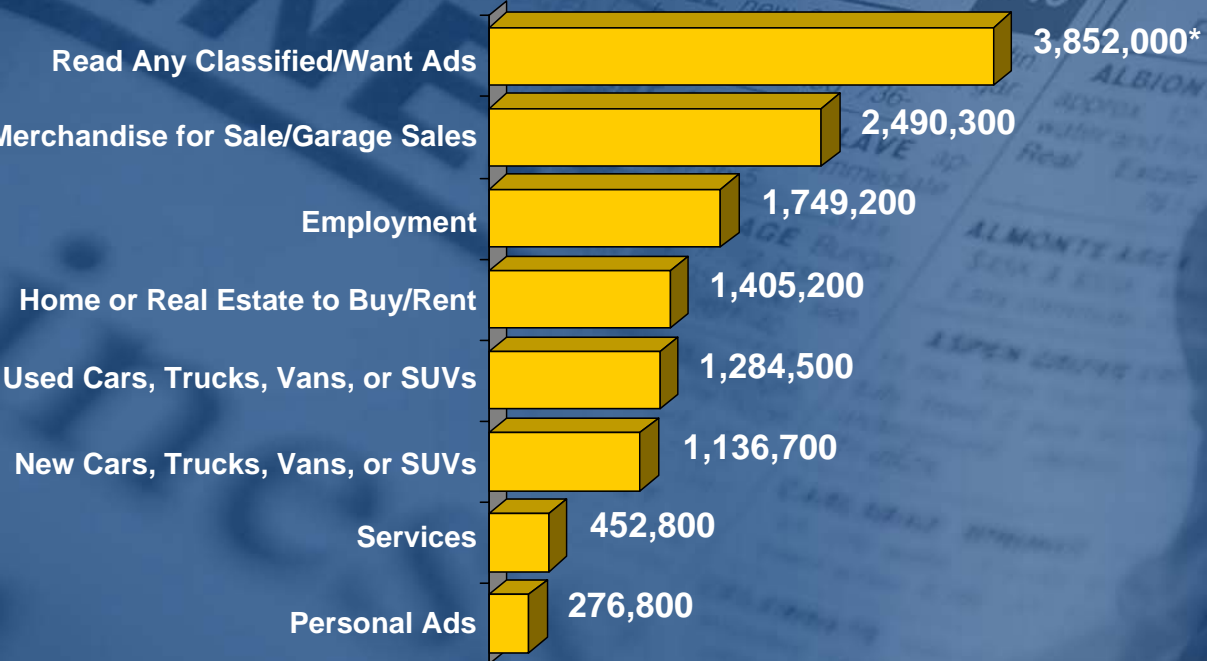
Adults who use coupons once a month or more (4,911,200)



# Millions Of Consumers Read Daily/Sunday Classifieds

More than 3.8 million Michigan adults read classified advertising in daily or Sunday newspapers during a typical thirty-day period; many read more than one category.

## Michigan Adults Are Active Classified Readers



# 2.2 Million

Michigan adults responded to a classified ad by calling, sending a letter, or going to a garage sale, purchased something or obtained a job or service as a result of answering a classified ad in a daily or Sunday newspaper in the past twelve months.

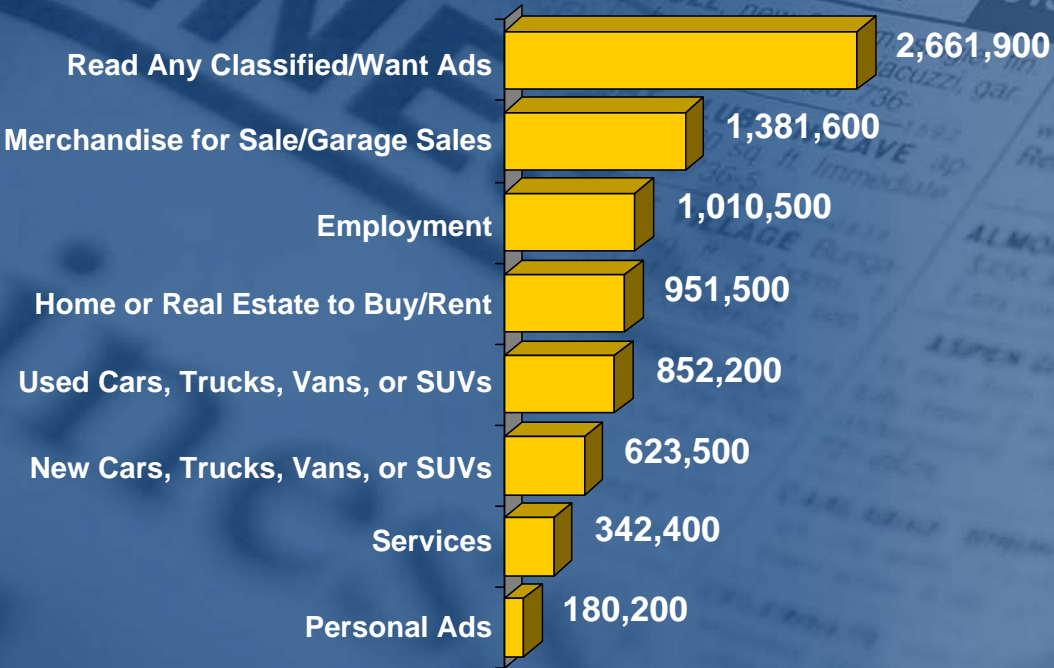
\*(Number of Adults)  
Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research



# Weekly Classified Advertising Attracts Millions

More than 2.6 million Michiganders have read classified ads in a weekly/community newspaper in the past thirty days, and more than one million adults have responded to classified ads they saw in a community newspaper in the past twelve months.

## Michiganders Are Active Weekly Classified Readers



# 1.4 Million

Michigan adults responded to a classified ad in a weekly newspaper by calling, sending a letter, or going to a garage sale, purchased something or obtained a job or service as a result of answering a classified ad in the past twelve months.

\*(Number of Adults)

Base: Total Adults in Michigan (9,548,600)

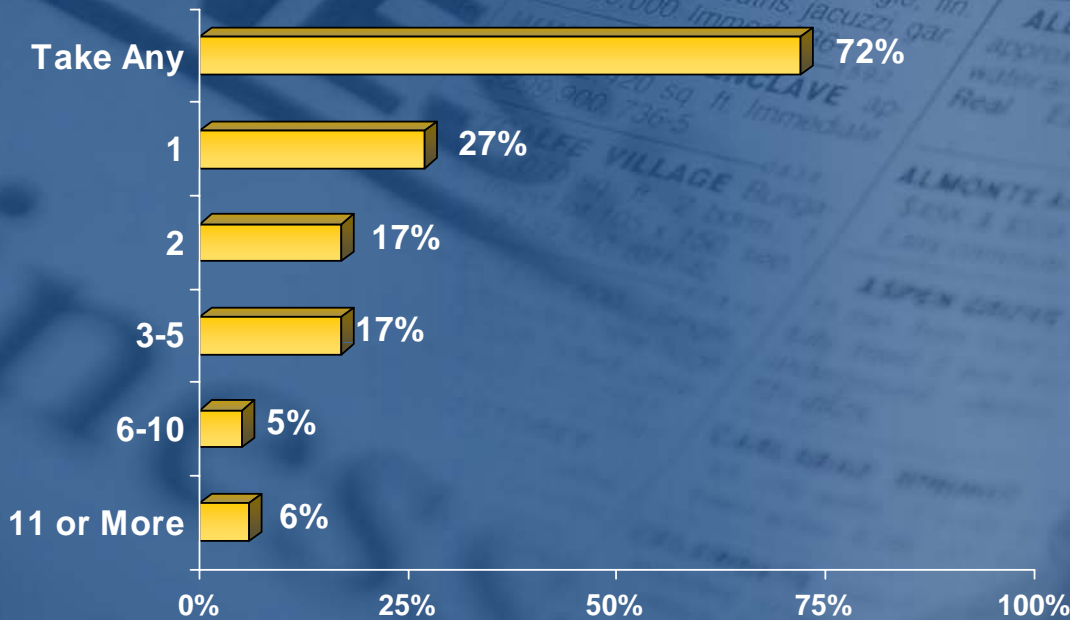
Source: American Opinion Research



# Most Adults Travel In State

Seven in ten Michiganders (5,547,100 adults) take vacations or pleasure trips in Michigan during an average year. Many take more than one, an average of 3.8 trips.

How often do you or members of your household take vacations or pleasure trips to places within Michigan?



Among Vacationers:

**91%**

read a daily or Sunday newspaper at least weekly.

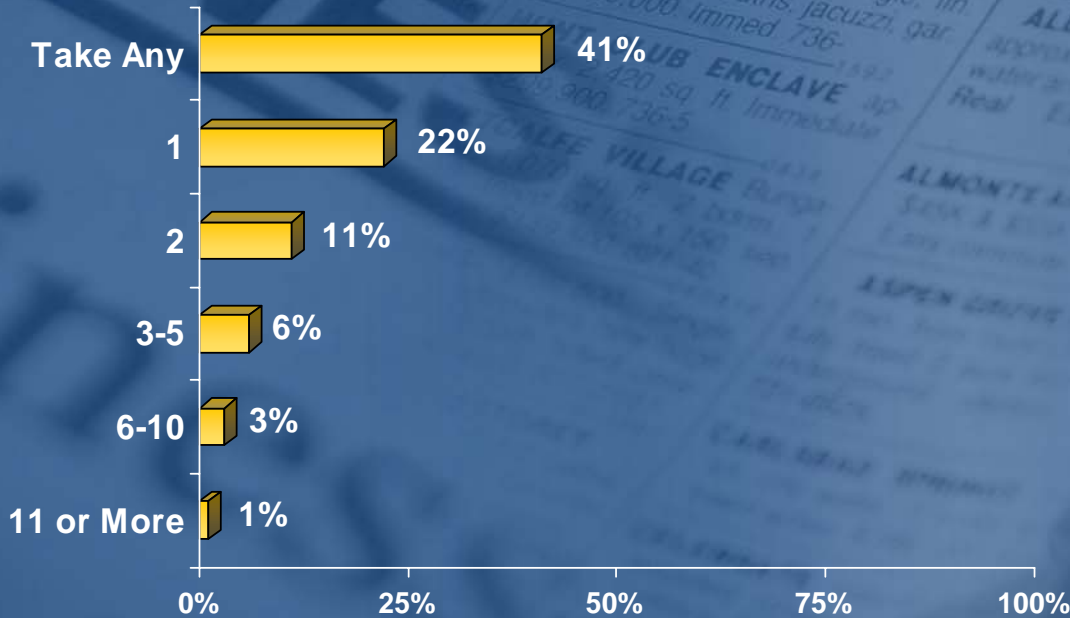
Base: Total Adults in Michigan (7,668,600)

Source: American Opinion Research

# Many Adults Travel In The Region

More than four in 10 Michigan adults (3,151,600) take vacations or pleasure trips in the Midwest outside of Michigan during an average year, averaging 2.4 trips annually.

How often do you or members of your household take vacations or pleasure trips to such parts of the region as Illinois, Ohio, Indiana, Wisconsin or Minnesota?



Among Vacationers:

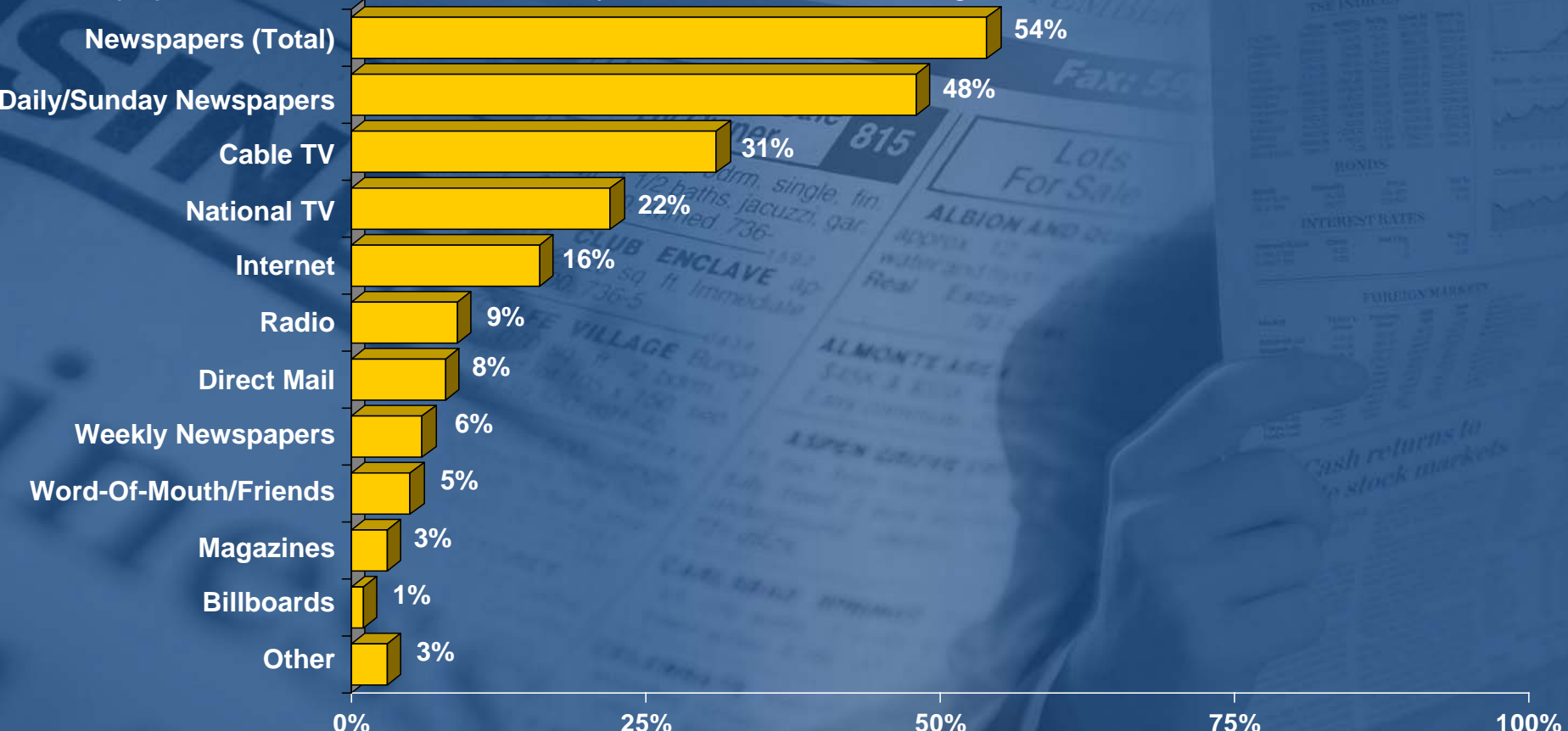
**93%**

read a daily or Sunday newspaper at least weekly.

Base: Total Adults in Michigan (7,668,600)  
Source: American Opinion Research

# Newspapers Top Source of Voting Information

Newspapers are the source voters rely on most when deciding for which candidate to vote,

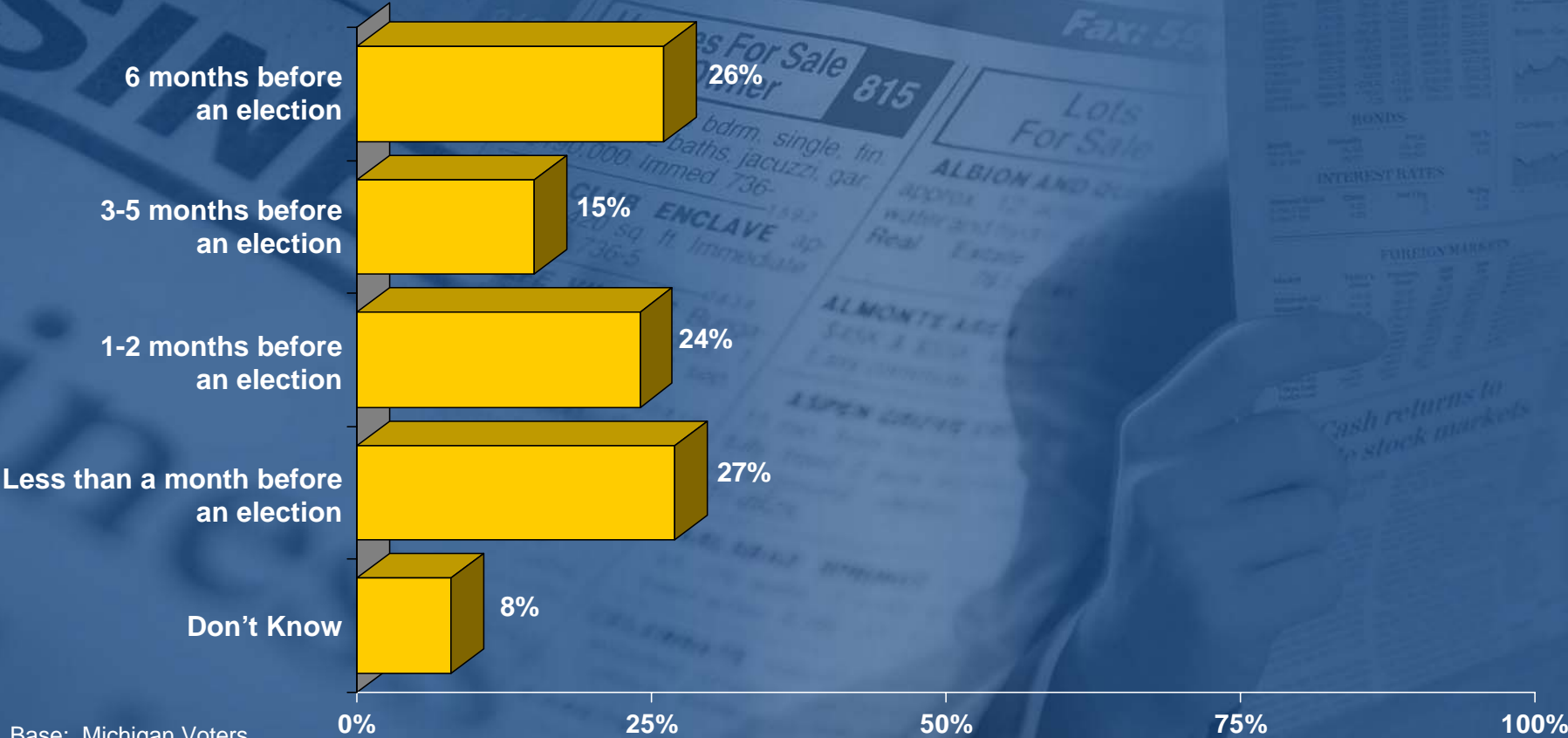


Base: Voters in Michigan Using Any Information Source  
\*Totals to more than 100% due to multiple responses  
Source: American Opinion Research



# Most Voters Wait to Select Candidate

More than half of Michigan voters wait until the final two months before an election to decide for whom to vote; one in four in the last month.



Base: Michigan Voters  
Source: American Opinion Research

