

**“New Yorkers  
overwhelmingly say  
that  
community newspapers  
are their source  
for all things local.”**

*— Dr. Donald Levy, Director, Siena Research Institute*

# THE State of New York's Newspapers

## 2 0 1 0

The Siena College Research Institute, working on behalf of the New York Press Service, interviewed New York State residents selected through random digit dialing via telephone in May and June, 2010. Respondents were statistically weighted per industry standards to be representative of the state's population by region, gender and age. The survey included questions about where people look for information and news about their local community and which sources they think are best. Usage of the Internet and emerging technology was also measured. The survey also included questions about coupon usage, future purchases and travel plans, and preference in consumption — digital or print.

Simultaneously, Scarborough Research, a joint partnership of Arbitron and The Nielsen Company, measured newspaper readership nationally, in print and online.

This summary will outline the results of their research.



## Most households in New York State receive a weekly community newspaper



- **51%** of New York State households have at least one community newspaper delivered to their home each week
- In addition to home delivery, **42%** of New Yorkers pick up a community newspaper outside of the home

## Who are New York's community newspaper readers?

All New York Households

### Gender

Male.....	<b>53%</b>
Female.....	<b>56%</b>

### Education

Less than college.....	<b>55%</b>
College.....	<b>53%</b>

### Home

Own.....	<b>65%</b>
Rent.....	<b>48%</b>

### Age

18 - 34.....	<b>39%</b>
35 - 49.....	<b>56%</b>
50 - 64.....	<b>61%</b>
65 or over.....	<b>64%</b>

New York State residents who read community newspapers rate them highly

**63%** of New Yorkers say the quality of local news coverage in their local community newspaper is good or excellent



**71%**  
of adults nationwide  
read a newspaper  
in print,  
or online,  
last week





63%

of New Yorkers prefer  
to read a printed  
newspaper  
as opposed to  
reading news  
on a screen

**82%** of New Yorkers think local community newspapers are the best way to know what is going on in their own community



## A majority of New Yorkers say community newspapers are the best sources for...

- local education news
- local government news
- community events
- real estate
- restaurants





80%

of the New Yorkers  
who receive or pick up  
a community newspaper  
read it each week

**Community newspapers  
deliver a loyal, local,  
repeat audience**

**73%** of the households in the suburbs  
in Long Island and Westchester  
subscribe to a community newspaper;

In addition, **34%**  
of these  
suburban residents  
pick up a  
community newspaper  
outside the home



**65%** of the household in  
Upstate New York subscribe  
to a community newspaper;



In addition

**35%**

of Upstate residents  
pick up a  
community newspaper  
outside the home

While home delivery is not very popular in New York City, a majority

52%

of NYC residents pick up a community newspaper at least once each week



## Newspapers attract buying power

**80%** of households earning \$100,000  
or more read a newspaper in print,  
or online, each week

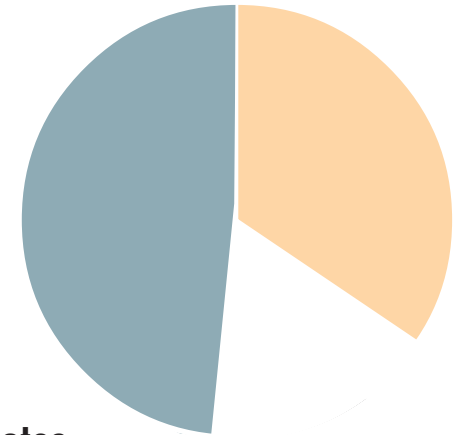


## Looking ahead to purchases planned for the coming year...

**61%** of New Yorkers plan to take a vacation —

● **48%**  
to another state;

● **32%**  
outside of the United States



For these New Yorkers, an average vacation budget is at least \$2,000

**45%** of New Yorkers plan to buy airline ticket

**45%** of New Yorkers plan to buy computer equipment or supplies

**40%** of New Yorkers plan to purchase lawn and garden supplies

## New York's community newspaper readers are...

**11%** more likely than all New Yorkers  
to purchase hardware and  
building supplies

**12%** more likely to purchase  
furniture or  
appliances

**10%** more likely to  
purchase computer  
equipment

**10%** more likely to  
purchase lawn and garden  
equipment and supplies

and **9%** more likely  
to purchase  
jewelry



## A high percentage of working women who shopped at the following stores during the past 30 days, read a newspaper in print or online each week



JC Penney .....	<b>75%</b>
Lord & Taylor.....	<b>87%</b>
Macy's.....	<b>77%</b>
Neiman Marcus.....	<b>76%</b>
Nordstrom's.....	<b>78%</b>
Kohl's .....	<b>76%</b>
Target .....	<b>75%</b>
TJ Maxx.....	<b>76%</b>
Walmart.....	<b>74%</b>



80%

of adults who  
spent more than \$500  
last month on business attire  
read a newspaper in print,  
or online, each week

76%

of adults who spent  
more than \$500  
on jewelry last month  
read a newspaper  
in print, or online,  
each week



## 70% of New York's community newspaper readers use coupons regularly



And **71%** of those coupon users say they are most likely to get their coupons from a newspaper...

Only **7%** report using coupons from the Internet

And only **6%** report using coupons they receive in the mail

**85%** of adults with advanced degrees  
read a newspaper in print,  
or online, each week





**85%**

**of women in professional occupations  
with household incomes of  
\$100,000 or more read a  
newspaper in print, or online,  
each week**

**More than 550,000 households in New York State have at least one household member who reads a community newspaper in a language other than English**

**30%**

**of these households read a Spanish community newspaper**



**Newspapers in New York and nationwide,  
continue to deliver the strongest audience  
and the most powerful consumers**

