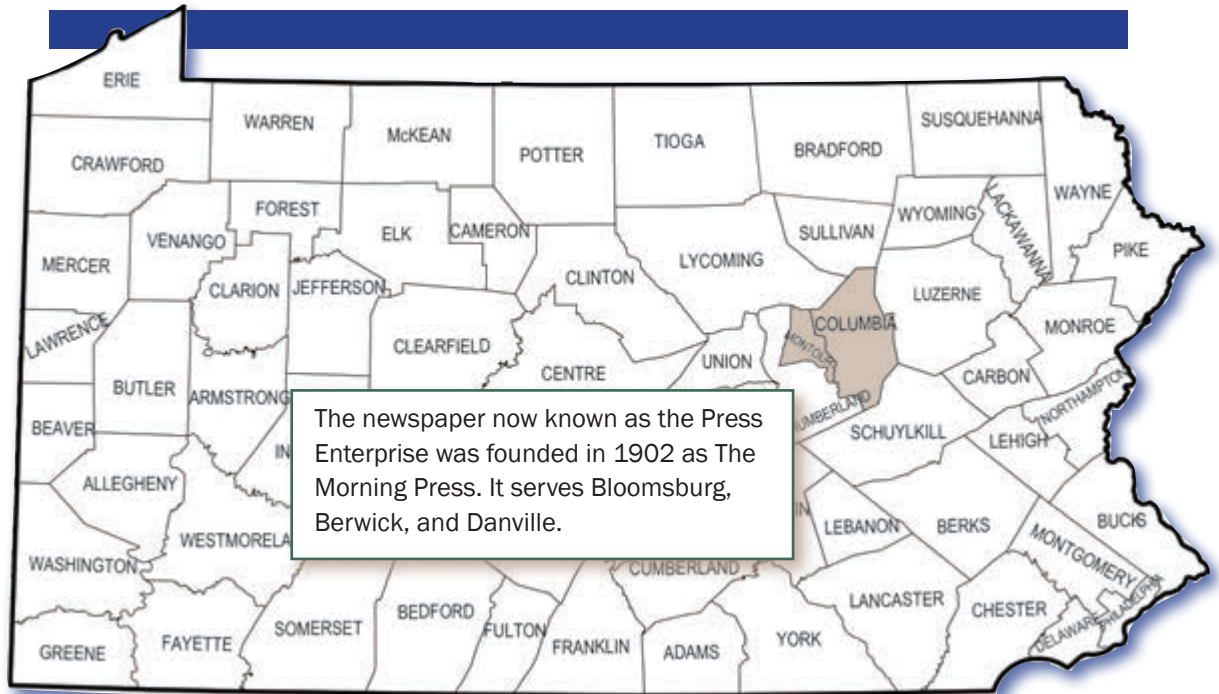


# PRESS ENTERPRISE



## In the market area highlighted above, newspaper readers are...

### gender

Male	47.3%	25,473
Female	52.7%	28,363

### age

Adults 18-34	25.1%	13,511
Adults 35-54	29.5%	15,865
Adults 55-69	29.9%	16,089
Adults 70+	15.5%	8,371

### marital status

Married	63.2%	34,032
Not married	36.8%	19,804

### presence of children by age

Under age 2	0.0%	0
Age 2-5	7.8%	4,224
Age 6-11	6.6%	3,542
Age 12-17	12.0%	6,449

### household income

Less than \$35,000	25.4%	13,676
\$35,000 - \$49,999	26.0%	14,009
\$50,000 - \$74,999	10.5%	5,668
\$75,000 - \$99,999	22.6%	12,158
\$100,000 - \$249,999	15.5%	8,325
\$250,000 or more	0%	0

### education

Grade school	0.6%	297
Some high school	1.3%	676
High school graduate	43.0%	23,124
Some college	42.7%	22,963
College graduate	8.6%	4,635
Some post graduate	0.5%	269
Post graduate degree	3.5%	1,872

### own or rent residence

Own	76.2%	41,035
Rent	16.5%	8,878
Other	7.3%	3,923

# Newspapers Engage and Educate

Newspapers are the **most used media** in the Columbia and Montour County market.

More than  
**8 in 10**  
adults 18+  
**read a newspaper**  
each week.<sup>1</sup>



More than  
**2 adults**  
read  
**each copy**  
of a newspaper.<sup>2</sup>

## Newspapers Reach a Desirable Audience

### millennials age 18-34

More than **1/4 of newspaper readers**  
in the market are Millennials.<sup>1</sup>



- ▶ Millennials are the largest population cohort the U.S. has ever seen.
- ▶ 74% of millennials take action after reading a newspaper ad.<sup>6</sup>
- ▶ Millennials rank newspapers as their most trusted source of news and information.<sup>4</sup>
- ▶ Newspapers are the No. 1 coupon source for millennials.<sup>6</sup>

### genX age 35-54



Nearly **1/3 of newspaper readers**  
in the market are part of Gen X.<sup>1</sup>

- ▶ Gen Xers are devoted consumers who boast the highest amount of brand loyalty.<sup>3</sup>
- ▶ 75% of Gen Xers read newspapers to learn about products with which they are not familiar.<sup>3</sup>
- ▶ Gen Xers rank newspapers as the most trusted source of news and information.<sup>4</sup>
- ▶ 59% of Gen Xers trust paid news and information more than free media.<sup>4</sup>

# baby boomers age 55+

## Nearly 1/2 of newspaper readers in the market are Baby Boomers.<sup>1</sup>

- ▶ Baby Boomers are highly valuable consumers who control 70% of all disposable income in the U.S.<sup>5</sup>
- ▶ 84% of Baby Boomers have taken action as a result of seeing an ad in a print newspaper in the past 30 days.<sup>6</sup>
- ▶ 80% of Baby Boomers have taken some action in the past month from a circular appearing in the newspaper package.<sup>6</sup>
- ▶ 73% of Baby Boomers use newspapers as their coupon source.<sup>6</sup>
- ▶ Baby Boomers rank newspapers as the most trusted source of news and information.<sup>4</sup>



# market mavens

## Newspapers are widely read by Market Mavens.

- ▶ “Market Mavens” are women ages 25-54 who are responsible for making the majority of purchasing decisions for their household.<sup>7</sup>
- ▶ 64% of women made a local purchase in the past month as the result of seeing a newspaper ad.<sup>2</sup>
- ▶ Market Mavens are early adopters who try new products before her friends, and tells everyone about them.<sup>7</sup>

## Newspaper Advertising Generates Results

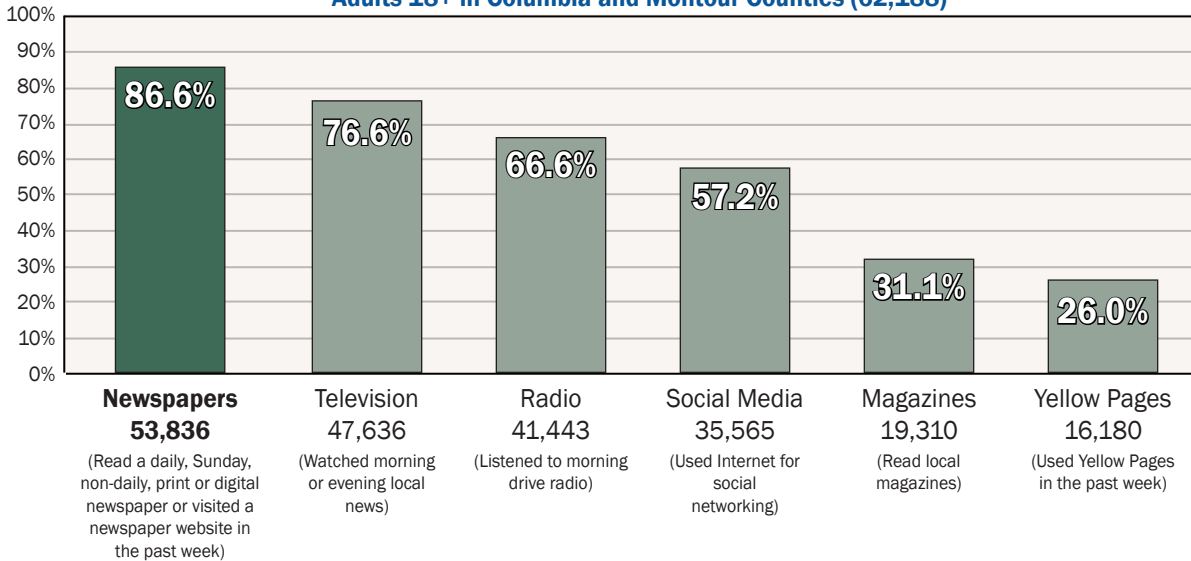


- Newspapers are rated the **No. 1 source** of shopping information.<sup>2</sup>
- Newspapers are the **most useful source** of shopping information.<sup>2</sup>
- Consumers identify newspapers as the **best medium** for bringing sales to their attention.<sup>2</sup>
- More than **6-in-10 (61%) Pennsylvania adults** make a purchase at least monthly as a result of a newspaper product.<sup>2</sup>
- **53% of consumers** visited a store or advertiser’s website after seeing an ad in a print newspaper or on a newspaper website.<sup>2</sup>
- **Nine out of 10 newspaper readers (91%)** report that they take action after reading or looking at inserts.<sup>4</sup>

# Newspapers Outperform Competitive Media

Adults 18+ in Columbia and Montour counties **prefer newspapers** to all other media.

**Adults 18+ in Columbia and Montour Counties (62,188)<sup>1</sup>**



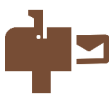
## Competitive Media Fails to Deliver



- Only 17% of consumers in Pennsylvania watch television commercials.<sup>2</sup>



- A mere 20% of Pennsylvania consumers listen to radio ads.<sup>2</sup>



- Just 27% of Pennsylvania consumers read direct mail advertising; most just glance at it or throw it away.<sup>2</sup>

All of the Press Enterprise circulation area falls within the Wilkes-Barre/Scranton DMA.



### Top 10 DMAs by newspaper readership<sup>1</sup>

(percentage of population who read a daily or Sunday, print or digital newspaper, in the past week)

- |                       |                                  |
|-----------------------|----------------------------------|
| 1. Hartford/New Haven | 7. Harrisburg-Lancaster          |
| 2. Honolulu           | -Lebanon-York                    |
| 3. Cleveland/Akron    | 8. New York                      |
| 4. Philadelphia       | 9. Washington, D.C.              |
| 5. Boston             | <b>10. Wilkes-Barre/Scranton</b> |
| 6. Syracuse           |                                  |

Sources: <sup>1</sup>2017 Release 1 Nielsen Scarborough Report. Copyright 2017 Scarborough Research. All rights reserved.

<sup>2</sup>American Opinion Research

