

You said it,  
North Dakota!

**NOTHING WORKS  
LIKE NEWSPAPER  
ADVERTISING.**

A survey of North Dakota consumers and newspaper readers  
North Dakota Newspaper Association

# ***“You said it, North Dakota!”***

*500 North Dakota adults in randomly selected households were interviewed in early 2008 about their media usage and shopping habits.*

*The responses they gave are detailed here.*

# North Dakota Statewide Survey 2007

## Newspaper Readership

88.8% of North Dakota adults read a local newspaper.

70.2% read a North Dakota newspaper yesterday and an additional 18.6% have read a local newspaper in the past week.

North Dakota newspapers reach more than 241,850 households each week.

### **Daily newspapers**

1.9 average readers per copy

68.0% subscribe

11.2% purchase from a news rack or store

20.9% read a newspaper at work or other pass-along copy

### **Weekly newspapers**

2.1 average readers per copy

69.7% subscribe

17.2% purchase from a news rack or store

13.1% read a newspaper at work or other pass-along copy.

“North Dakotans  
say 88.8% of adults  
read a local  
newspaper...”

...and, on  
average, each  
copy... along with  
its ads... reach  
several readers.”

# Age Group Readership

	Age 18-34	Age 35-54	Age 55+
Total percentage reading a local newspaper	83	89	90
Percent reading yesterday	52	66	81
Additional percent reading in the past week	31	23	9
Readers per copy	2.0	2.1	1.9
Subscribe to a local newspaper	37	62	85
Purchase one from a news rack or store	27	16	5
Get a copy at work or other pass-along copy	36	22	10
Regularly read newspaper inserts/circulars	78	86	77
Percent who have visited a newspaper web site in the past 30 days	68	53	32

“North Dakotans say that all age groups read the newspaper...”

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

# Household Characteristics

“ North Dakotans say newspaper readership is high among all incomes levels...

..but it is highest in the highest income levels...

...both male and female.”

## Age categories

(N=500)	% of sample	% reading local paper
18-24.....	2.8	92.9
25-34.....	11.4	80.7
35-44.....	17.0	90.6
45-54.....	27.2	88.2
55-64.....	25.8	86.8
65-74.....	8.4	95.2
75+.....	6.0	100.0
No response	1.4	85.7

## Household income

(N=500)	% of sample	% reading local paper
Under \$25,000...	6.2	90.3
\$25-49,999.....	21.0	86.7
\$50-74,999.....	29.4	89.1
\$75-100,000.....	15.8	89.9
Over \$100,000...	10.4	94.2
No response.....	17.2	86.0

## Children in household

(N=500)	% of sample	% reading local paper
YES.....	40.4	86.6
NO.....	59.6	90.3

## Gender of respondent

(N=500)	% of sample	% reading paper
Male.....	44.6	87.9
Female.....	55.4	89.5

# Readership of Newspaper Content

“When North Dakotans want information they turn to their newspaper...

for national news, for community news... and everything in between...

## Percent usually or sometimes read

Main news section.....	96
Sports news.....	62
Local or community news.....	97
Business and financial news.....	74
Agriculture and farm news.....	65
Lifestyle news or articles.....	79
Travel or entertainment news.....	74
Classified ads.....	74
Display advertisements.....	79
Special sections such as holiday gift guides community progress editions or high school graduation sections.....	77

...and that includes the display advertising.”

# Purchasing

## Primary source of information about products and services

(N=500)	TV	Radio	Nwsp	Shopper	Internet	DM	Other source	DK NR
Information on where to shop.....	5.2	2.2	53.8	5.2	15.4	2.4	11.0	4.8
Information on the cost of products	1.6	.8	45.0	5.2	31.0	3.0	11.0	2.4

Households that have purchased an item they saw or heard advertised in the past two weeks

have purchased

From a television commercial or shopping program	16.8
From a radio commercial.....	6.2
From a newspaper advertisement.....	51.4
On the Internet.....	22.4

“When North Dakotans want to know where to shop and how much things cost...

...the other media can't come close.

That is the *power* of newspaper!”

**When asked to choose an advertising source for products or services, North Dakotans said:  
Newspaper, Television, Radio, Direct mail, Yellow Pages, Magazines, the Internet or some other source  
(don't intent to buy or don't know)**

(N=500)	Nwsp	TV	Radio	DM	YP	Mag	Net	Other	DK
Groceries.....	70.0	.4	.2	5.2	0.0	0.0	1.8	21.6	.8
Major appliances.....	29.0	.8	0.0	4.2	2.8	4.0	21.0	34.8	3.4
New car, truck or van.....	29.8	1.0	.2	.6	.4	2.2	23.8	37.4	4.6
Used car, truck or van.....	33.6	.4	.2	.6	.2	1.6	22.6	35.8	5.0
Hardware or home improvement supplies.....	31.6	1.4	.2	8.0	.6	.6	7.2	47.6	2.8
A new or different home.....	35.6	.8	0.0	.6	.2	2.2	22.2	14.2	24.2
Furniture.....	32.4	1.2	.2	7.6	.6	.4	6.8	44.8	6.0
Job or employment opportunity	49.2	0.0	0.0	0.0	0.0	0.0	30.4	8.8	11.6
Electronics like TVs, CDs or DVD players.....	27.8	.8	.2	5.6	.4	1.6	22.0	37.6	4.0
Entertainment like places to go and things to do.....	62.0	2.0	2.2	1.0	.8	.4	17.2	8.2	6.2
State lottery information.....	18.8	4.8	.6	0.0	.4	0.0	19.6	7.6	48.2

## Household buying characteristics

	% Buying	% Reading local paper
New home entertainment equipment.....	41.2	89.8
New home furniture.....	32.8	90.8
A new household appliance like a refrigerator or washer & dryer.....	29.8	88.6
Home computer.....	17.0	89.4
New heating or cooling system.....	9.4	89.4
Home remodeling and building supplies..	53.6	89.9
Camper or recreational vehicle.....	8.8	81.8
Used automobile/van or pickup.....	27.2	89.7
New automobile/van or pickup.....	22.0	92.7
Purchase a health maintenance insurance plan	5.2	80.8
Purchase a dental insurance plan	3.8	78.9
Purchase new, home/life or auto insurance	8.6	83.7

# Household leisure activities

N=500)	%Participating	Avg. # times	% Reading paper
Attended musical concerts.....	62.0	3.1	89.7
Visited a casino.....	38.8	3.3	91.2
Purchased state lottery tickets.....	47.0	7.2	91.1
Visited state parks/recreational areas.....	70.0	4.0	88.9
Visited museums and cultural centers.....	53.2	3.1	90.3

# North Dakota farming community

- 30.4% of North Dakota’s households derive at least some income from farming or ranching
- 88.8% of these households read a local community newspaper

Read a daily newspaper	54.1
Read a weekly newspaper	30.4
Read both a daily and weekly	15.6

	Usually or sometimes read
Classified ads.....	73
Display advertisements.....	78
Special sections such as holiday gift guides community progress editions or high school graduation sections.....	82
Newspaper inserts/circulars.....	78

- 59% of these household prefer to receive advertising circulars in their local newspaper

“North Dakota newspaper readers enjoy concerts, casinos, the lottery, travel & entertainment.”

“And our farmers and ranchers are heavy readers of their local newspaper.”

# Voting in North Dakota

- 74% of North Dakota households had at least one person in the household who voted in a recent election
- 91% of North Dakota voters read their local, community newspaper
- 56% of voters usually or sometimes read political advertisements in their local newspaper
- 50% of voters have accessed a newspaper web site within the past 30 days

## North Dakota Newspaper Association

Statewide Survey  
2008

“Newspaper readers go to the poll on election day... and cast their ballot.”

“And, when they want information about state government, they look to the newspaper.”

### When North Dakota voters look for information about government, they turn to newspapers first!

Voter (N=369)	TV	Radio	Nwsp	Shppr	Internet	DM	Other source	DK NR
News about local events.....	24.4	7.6	57.2	0.0	10.3	0.0	.3	.3
News about state government...	30.1	4.1	40.1	0.0	22.0	.3	1.4	2.2

# Survey Methodology

**SAMPLING:** The survey sample was selected through a random selection of households throughout the state of North Dakota, 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 February 4 through February 21, 2008. The work of all interviewers was monitored and supervised during the entire period. A total of 500 North Dakota 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.)

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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