

NEW JERSEY NEWSPAPER NETWORK

Reach New Jersey Consumers with Newspapers in Print & Online!

New Jersey Newspaper Websites Reach Upscale Demographics

Demographic	NJ Newspaper Website Users	NJ Statewide Averages*
Median Income	\$89,600	\$65,216
Education, College Grad or better	54%	40%
Employed	79%	48%
Executive/Managerial	47%	32%
Gender	54% male	49% male
Median Age	48	38
Home Ownership	71%	61%
Permanent Residents	86%	n/a

New Jersey Newspaper Websites Reach Online Shoppers

Amount Spent in Online Purchases Last Year

Less than \$100	8%
\$100 - \$499	26%
\$500 - \$999	18%
\$1,000 - \$2,999	25%
\$3,000 - \$4,999	6%
\$5,000 or more	6%
Not sure	8%
Bought nothing online in the last 12 months	3%

New Jersey Newspaper Website Users are LOCAL CONSUMERS!

Behavior During the Last Year

Gone online to find information about products or services in your local area	90%
Gone online to compare prices from local businesses	61%
Used Internet to gather information before making an offline purchase	79%
Gone online to gather more information after seeing an advertisement offline	64%
None of these	4%

Base: 6,645,000 adults in New Jersey. Source: 4Q 2009 New Jersey Statewide Digital Audience Study, conducted by Belden Interactive; and *PCensus 2007.

For a PDF booklet of highlights from the 4Q 2009 NJ Statewide Digital Audience Study, email Brian Critchley – bcritchley@njpa.org

Loyalty + Frequency

96% of NJ newspaper website visitors use the site at least once per week with more than **4 in 10** using the site everyday.

Print + Web Synergy

77% of NJ newspaper website visitors also read a printed newspaper in the past week.

56% reported reading both a daily and a weekly newspaper in the past week.

Consumer Influence

86% of NJ newspaper website visitors searched the Internet for product/service information in the past week

46% reported searching for product or service information that same day



For more information about the power of newspaper & newspaper website advertising, please call the New Jersey Newspaper Network at 609-406-0600 or visit us on the web at www.njpa.org/njnn