

Print Outscores Other Media with Bargain Hunters

January 2010 -- A recent AdweekMedia/Harris Poll asked consumers their thoughts about the advertising vehicles most likely to assist them in searching out bargains and sales.

As reported by Adweek, "**print outscored other media as a venue for ads that would help a person find bargains.** Twenty-three percent of respondents said they think ads in newspapers and magazines are the most likely to help them do so. Online ads came next (at 18%), followed by direct mail/catalogs (12%), TV commercials (11%), and radio commercials (2%)."

Advertising Most Likely to Help Find Bargain (Base: All U.S. adults; % of Category Respondents)					
	<i>Age</i>				
	<i>Total</i>	<i>18-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55+</i>
Newspaper/Magazine Advertisements	23%	15%	16%	24%	33%
Online Advertisements	18%	22%	26%	17%	12%
Direct Mail and Catalogs	12%	13%	13%	14%	10%
Television Commercials	11%	17%	12%	8%	7%
Radio	2%	2%	3%	< .5%	1%
None (type of ad makes no difference)	34 %	31%	31%	36%	36%

Source: Harris Polls, January 2010

Adweek states, "Online ads fared best among the poll's 35-44-year-olds, with 26% picking that category. TV was strongest among the 18-34-year-olds, as 17% said it's the medium whose ads are most likely to help them find bargains" and, "consistent with their general fidelity to print, 55-plusers (33%) were the most likely to cite newspaper and magazine ads" as most helpful. ■

Source: Adweek, *Which Ad Medium Helps Bargain Hunters Most?*, January 18, 2010.

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