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## A quantitative analysis of readership of inserts in the Omaha World-Herald

Sharan L. Wilson

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A QUANTITATIVE ANALYSIS OF READERSHIP  
OF INSERTS IN THE OMAHA WORLD-HERALD

A Thesis

Presented to the  
Department of Communication  
and the  
Faculty of the Graduate College  
University of Nebraska

In Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts  
University of Nebraska at Omaha

By

Sharan L. Wilson

November, 1978

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THESIS ACCEPTANCE

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Nebraska at Omaha.

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## CHAPTER I

### INTRODUCTION

According to the Newspaper Advertising Bureau, preprinted inserts are versatile, flexible, effective and growing faster than any other part of the newspaper. More advertisers than ever before are using inserts because they can tailor them to specific advertising needs and objectives. Preprints offer an unlimited variety of sizes, shapes and formats and provide the drama and impact of controlled color reproduction in what is essentially a black and white medium. Inserts are also delivered as part of the paid for and wanted newspaper. Thus, advertising inserts which appear in such a friendly environment share in this image and have at least the implied endorsement of the newspaper in which they are carried.

But, who is reading the preprints? Do the majority of newspaper readers use this type of advertising for obtaining shopping information or are they conveniently discarding the inserts as they fall out of the paper onto the floor? At the rate this ad category is growing, will there eventually be several in each day's paper? Is one insert per

day readable and tolerable? How about as many as six? Does the presence of several inserts in a paper reduce the noting of each individual insert? Little market research or information is available concerning this new entry into print advertising. This study was conducted to analyze preprint readership to provide needed information to advertisers, newspapers, agencies and readers, that will enable all involved to take a realistic look at preprint insert opportunities and limitations.

#### Definition of Terms

Preprinted insert. A preprinted insert is a newspaper advertising section printed by the advertiser, or for him, and forwarded to the newspaper, which inserts it in the paper.

Run-of-paper advertising. Run-of-paper advertising, frequently abbreviated ROP, refers to advertising placed anywhere within the regular sections of a newspaper.

Noting. Noting is defined as noticing the insert in the paper, even if the subject does not open any pages.

Readership. Readership is defined in this study as opening the pages of the insert, even if the subject does not stop to look at anything.

Cost per thousand. Cost per thousand (CPM) is used in comparing media costs and is defined as the cost per preprint to reach a thousand potential readers.

### Assumptions

(1) The first assumption is that subjects can recall what they have seen in a newspaper.

(2) The second assumption is that readership of preprints can make a significant difference in subsequent buying behavior.

(3) The third assumption is that the context of different types, or sizes or number of preprint inserts in a set of several makes no significant difference in the amount of people who read a given ad of the set.

(4) The fourth assumption is that there is a positive correlation between newspaper subscribers and the type of persons who join clubs.

### Survey of Literature

#### Reader Characteristics of Newspapers

Newspapers that convey advertising are familiar in most retail customer's homes. The editorial matter carried in a newspaper--news, features, comics and editorials--has high readership that has helped ensure that the maximum

number of people are also exposed to the advertising.<sup>1</sup>

Otto Kleppner, President of the Kleppner Company Advertising Agency, New York, reported a survey from which he claimed "yesterday's newspaper" was passed along and read by 2 1/3 readers per issue. With interviewing procedures he found that 65 percent of the readers spent approximately 40 minutes with their paper, and 30 percent spent up to 30 minutes.<sup>2</sup> Furthermore, the Newspaper Advertising Bureau (NAB) has noted that newspaper reading has been constant over the past decade, with 78 percent of adults 18 and over reading at least one newspaper on an average weekday.<sup>3</sup>

Advertising Professor Harry W. Hepner found that newspaper advertising has shared in this overall pattern of thorough readership and active use. He reported an interview survey in which he found that four out of every five

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<sup>1</sup>Newspaper Advertising Bureau, Newspapers: The Special Delivery Advertising Medium, (New York: Newspaper Advertising Bureau, 1975), p. 5.

<sup>2</sup>Otto Kleppner, Advertising Procedure, (Englewood Cliffs, New Jersey: Prentice-Hall, Inc., 1973), p. 193.

<sup>3</sup>Newspaper Advertising Bureau, Basic Facts About Newspapers (New York: Newspaper Advertising Bureau, 1975), p. 18.

newspaper readers said they paid attention to advertising, even when they were not planning to buy something.<sup>4</sup>

Newspaper readers also have their own demographic characteristics. The NAB reported in 1975 that newspaper readership goes up with education, from 77 percent of those who completed high school to 88 percent among college graduates.<sup>5</sup> Readership also increases with household income, from 69 percent of those with income of \$5,000-\$7,499 to 84 percent of those with income of \$10,000 or more.<sup>6</sup> Age is also a factor in newspaper readership, with 66 percent of those 18 to 24-years old having read newspapers on an average day, as compared to 85 percent of those 50 to 64-years old.<sup>7</sup> From the Hepner and NAB studies, we can conclude that a newspaper can reach a majority of the population of each demographic segment each day.

Phillip Burton and Robert Miller in their book, Advertising Fundamentals, claimed that newspaper readers are different from broadcast listeners and viewers in that

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<sup>4</sup> Harry W. Hepner, Advertising-Creative Communication With Consumers, (New York: McGraw-Hill Book Company, 1964), p. 258.

<sup>5</sup> Newspaper Advertising Bureau, Basic Facts About Newspapers, p. 17.

<sup>6</sup> Ibid.

<sup>7</sup> Ibid.

they have a voluntary interest in newspaper advertising in contrast to the forced viewing of broadcast commercials. This has been shown in their willingness to pay money for newspapers, and their seeking out of advertising that will help them make buying decisions.<sup>8</sup> John Crawford in his 1966 book on advertising claimed that the reader of newspaper advertising is seeking information to enable him/her to make a buying decision and is more likely to be ready to buy specific products and services than the audience of any other advertising medium.<sup>9</sup>

#### History of Preprinted Inserts

As shown by the literature on this subject, preprint advertising has grown rapidly since its inception in 1964. Editor and Publisher columnist Jerry Walker, Jr., stated in 1964 that newspapers were split over whether to accept store circulars for newspaper distribution.<sup>10</sup> But by 1970, the NAB's Newspaper Preprint Corporation reported that

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<sup>8</sup> Phillip W. Burton and J. Robert Miller, Advertising Fundamentals, (Scranton, Pennsylvania: International Text-book Company, 1970), p. 300.

<sup>9</sup> John W. Crawford, Advertising, (Boston: Allyn and Bacon, Inc., 1966), pp. 263-264.

<sup>10</sup> Jerry Walker, Jr., "Newspapers Are Split On Selling Pre-Prints," Editor and Publisher, October 24, 1964, p. 16.

7,057,000 preprints were inserted in newspapers.<sup>11</sup> This growth continued and by 1974, over 16,000,000 preprints were inserted in papers, more than twice the 1970 volume.<sup>12</sup> The NAB reported that in 1975, advertisers nationally spent \$750,000,000 to produce and run inserts in newspapers.<sup>13</sup> John Revett, in an article in Advertising Age, concluded that at least part of this steady growth was due to the increase in postal rates from the late 1960's to 1971.<sup>14</sup> D.L. Lionel, in Editor and Publisher, reported that when the postal rates went up, many heavy direct mail users moved over to newspaper preprints.<sup>15</sup> The paper shortage, increased newspaper rates and some legal snags encountered by insurance companies (heavy first users of preprints) had been expected to curtail the use of preprints nationally, but on the

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<sup>11</sup>Newspaper Advertising Bureau, Basic Facts About Newspapers, p. 12.

<sup>12</sup>"All This Advertising," Editor and Publisher, May 24, 1975, p. 6.

<sup>13</sup>Newspaper Advertising Bureau, The "IN" Medium--Newspaper Inserts, (New York: Newspaper Advertising Bureau, 1975), p. 6.

<sup>14</sup>John Revett, "Postal Rate Hike Is Triggering Newspaper Insert Stuffer Boomlet," Advertising Age, May 31, 1971, p. 2.

<sup>15</sup>Dan L. Lionel, "Researcher Finds TV Hypos Stuffer Results," Editor and Publisher, December 13, 1975, p. 20.

contrary, the newspaper insert business has continued to flourish.<sup>16</sup> In Omaha, preprint growth has been equally dramatic. Since inserts were first introduced in the World-Herald in 1969, the number has increased from 122 to an estimated 670 in 1978, an approximate 457 percent increase.

To ensure that this revenue continues, newspapers are looking at ways to improve their preprint services to advertisers. One method is the more efficient stuffing of multiple inserts into a wrap-around jacket section which contains feature stories and retail advertising.<sup>17</sup> Another future idea for keeping the newspaper preprint business growing is to prepare a computerized list of newspaper subscribers that would enable a paper to insert preprints in the home-delivered copies and mail preprints to non-subscribers for a package service to advertisers.<sup>18</sup> Even farther in the future is the possibility of inserting magazines into Sunday newspapers. Media Decisions explained that, "The newspaper would have an added feature to help justify rising Sunday prices; the magazine

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<sup>16</sup>"Expect Lower Insert Volume," Advertising Age, December 31, 1973, p. 26.

<sup>17</sup>Jerry Walker, Jr., "Loss of Inserts Blamed on Rate," Editor and Publisher, June 10, 1972, p. 11.

<sup>18</sup>Ibid.



would bypass the postal service, for only a negligible part of newspaper circulation is mail-delivered."<sup>19</sup> Some newspapers have expressed concern over these delivery services, wondering if at some future date, there may not be enough run-of-paper (ROP) advertising left to produce a product to insert the preprints into. But most newspapers see preprints as a vital part of the future of newspaper advertising because in order for newspapers to survive, they have to make money. Donald Selina, General Manager of the Bristol (Conn.) Press summed it up, "We're not forgetting that we're in the newspaper business," he said. "But the circulation department of a newspaper is in the distribution business and it doesn't hurt to use the expertise of the circulation department to improve the financial standing of the paper."<sup>20</sup> This improved financial standing could also be instrumental in keeping newspaper subscription rates down.

In summary, newspaper preprints were cautiously introduced in the early 1960's and since then have shown phenomenal growth. Part of this growth can be attributed to increased postal rates which brought previous direct mail

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<sup>19</sup>"Speaking of Stuffing," Media Decisions, August, 1974, p. 10.

<sup>20</sup>"Circulators Double As Ad Salesmen," Editor and Publisher, October 2, 1976, p. 23.

users into their ranks. Inserts have also proven to be a highly successful means of putting copy in the hands of prospective buyers and thus have an important position secured in future advertising planning.

### The Advantages and Disadvantages of Preprints

Surveys indicate there are advantages and disadvantages to preprinted inserts. Chaman Jain, Associate Professor at St. John's University contended that preprints are the basic and most effective advertising medium for reaching the general public.<sup>21</sup> Chicago Advertising Agency Vice President Joseph Furth reported preprints get better response than TV, radio, magazines, ROP and direct mail. He stated that dollar for dollar expenditure, results from preprints are two to eight times better than any competitor.<sup>22</sup> The NAB stated that it costs more than twice as much to distribute an eight-page booklet by mail as it does by inserting it in newspapers.<sup>23</sup> The Advertising Director for J.C. Penney Company stated that empirical data from an

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<sup>21</sup>Lionel, "Researcher (Jain) Finds TV," p. 20.

<sup>22</sup>Gerald B. Healey, "Inserts In Newspapers Produce Best Results Agency Says (Furth)," Editor and Publisher, March 14, 1970.

<sup>23</sup>Newspaper Advertising Bureau, The "IN" Medium--  
Newspaper Inserts, p. 7.

analysis of J.C. Penney Company inserts showed that there are four areas in which newspaper preprints excel over direct mail: 1. timing--the retailer knows exactly when the ad will reach the store's customers; 2. cost--newspaper distribution is less expensive than mail; 3. readership--preprints get more attention than unsolicited mailed advertising; and 4. response--newspaper circulation generally excludes low-income families who are least responsive to advertising.<sup>24</sup> The NAB suggested an added merchandising value for preprints: planning in advance to print extra copies, to enable local sales forces to use the extras to hand out to the public to aid them in their shopping and to encourage manufacturers to help cooperatively to pay for the section of the preprint which features their products.<sup>25</sup>

Preprints also offer an advantage to consumers in that one store's items are conveniently grouped together in an easily accessible package. This advertising package is in all probability easier to read than ROP advertising since preprints offer more flexibility as to paper quality, color and artistic freedom. Inserts are also convenient for

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<sup>24</sup>Clinton Thompson, "Penney's Circulars Await Lower Costs," Editor and Publisher, October 31, 1964, p. 20.

<sup>25</sup>Newspaper Advertising Bureau, The "IN" Medium--Newspaper Inserts, p. 7.

consumers in that they allow for isolating the advertising for price comparison shopping and they are easily taken along to the store.

A 1976 interview survey of 104 daily newspapers in New England conducted by Editor and Publisher's John Consoli reported the major advantage of preprints to the newspaper. He found newspapers receive comparable rates for inserting preprints to those for running a similar amount of space ROP, but when running preprints they were spared ink, typesetting, proof and press costs.<sup>26</sup> Also, preprints enable newspapers to handle extra advertising lineage that might be restricted by press limitations if run ROP.

Preprints also have potential disadvantages when compared to direct mail and ROP advertising. The chief disadvantages to retailers have been reported by Penney's Ad Director Thompson as: 1. lack of penetration--the prospective market is not adequately covered by some newspapers; 2. too much circulation--the cost of a full run is prohibitive; 3. non-effective circulation--too much circulation outside a store's trade area; and 4. high rates--newspapers are not competitive with other media.<sup>27</sup>

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<sup>26</sup>John Consoli, "Preprint Hike By Retailers Has Eroding Effect on ROP," Editor and Publisher, June 5, 1976, p. 68.

<sup>27</sup>Thompson, p. 20.

In an article in Editor and Publisher, writer Robert Brown pointed out that another possible disadvantage to the retailer is that a number of newspapers restrict the days of the week on which they will accept preprints for distribution.<sup>28</sup> Frank Stapleton, President, Branhan-Maloney, Inc., claimed his findings showed that running inserts from more than one company in the same product category also resulted in a lower response rate.<sup>29</sup>

A disadvantage of preprints for the newspaper reader is the possible inconvenience of all the inserts falling out of the total package and becoming more "junk mail" to be discarded. Also, if more and more advertisers move over into the preprint ranks, there is the possibility that newspapers will get smaller, thus limiting the amount of news that can be presented.

Preprints can also present disadvantages to the newspaper. The addition of inserts to the newspaper can result in major scheduling, handling and distribution problems. Also, some newspapers feel that they are in danger of becoming a distributor of advertising rather than a purveyor of news.

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<sup>28</sup>Robert W. Brown, "Circulation And Ad Problems Mounting," Editor and Publisher, April 24, 1971, p. 48c.

<sup>29</sup>"Exclusive Insert Dates Debated At Ad Workshop," Editor and Publisher, March 4, 1972, p. 16.

In summary, the advantages of preprints to advertisers, consumers and newspapers seem to be more significant than the disadvantages. The literature on the subject shows that preprints are an effective means of reaching the buying public and offer exact timing, a low cost-per-thousand, good readership and high response. They are convenient for consumers and very readable and enable newspapers to accept advertising they could not handle ROP.

## CHAPTER II

### PROBLEM

The survey of literature indicated that preprints are an established, yet growing part of newspaper advertising. However, market research on this particular segment of newspaper advertising has not kept pace with the rest of the field. Little empirical evidence exists concerning the readership of preprinted inserts. The purpose of this investigation was to provide basic research upon which further studies could be conducted. The specific research aim was to determine the variations in readership of preprints in the Omaha World-Herald by readers with differing demographic characteristics.

### Research Questions

Eight specific questions were posed in this study. They were: (1) What, if any, relationship exists between the number of inserts and the proportion of readers to potential readers? (2) What, if any, is the difference in the proportion of male and female readers of preprints? (3) What, if any, is the difference in the proportion of

readers in different age groups? (4) What, if any, is the difference in the proportion of readers in different income level groups? (5) What, if any, is the difference in the proportion of readers when differing numbers of persons work in their families? (6) What, if any, is the difference in the proportion of readers with different educational levels? (7) What, if any, is the difference in the proportion of readers depending on the assumed convenience of each store to their home? (8) What, if any, is the difference between the proportion of customers and non-customers who read preprints?

#### Parameters

This study was initiated to answer questions concerning preprints because little reserach has been done in the area. By the very nature of survey research, any investigation which relies on questionnaires for its data is limited by the structure of the instrument, and the techniques of sampling and interviewing of respondents. Specific parameters of this study include the following:

1. The period of readership observed was limited to October, 1977 through May, 1978.

2. The preprints observed were limited to 53 of the inserts appearing in the World-Herald during the aforementioned time period.



3. Preprints inserted on selected Sundays, Tuesdays, Wednesdays and Thursdays were used to obtain a representative sample of the preprint business.

4. The study is limited to different numbers of inserts ranging from one to six, six being the maximum number appearing in the World-Herald on the dates selected during the time period observed.

5. The study was limited to surveying the membership of clubs, associations, organizations and church groups in the metropolitan Omaha area which were selected partially subjectively according to the assumed demographics of sex, age, income and education and their availability for the interviews.

#### Study Design

The design for this investigation was patterned after a retail insert study done by Brehl & Associates Marketing Research Co., Inc. for the Newspaper Advertising Bureau (1976).

In line with the study's objective, group interviewing was used and limited to clubs, associations and church groups in the metropolitan Omaha market. This method admittedly skewed the sample by interviewing only those who belonged to a group, but was chosen because it afforded an

opportunity to increase the sample number, to complete the interviews in a reasonable amount of time and allowed a plausible means to show the exhibits needed to clarify what type of advertising was being discussed. A basic assumption that there is a correlation between newspaper subscribers and the type of persons who join clubs was also used since both seem to share similar demographic characteristics. After studying different techniques for data gathering, interviewing clubs was chosen in that it afforded the best means possible to reach a relatively large number of people with a minimum of personal contacts. However, due to the lack of cooperation met from some clubs, the sample was skewed to those who would allow the survey to be taken. This still afforded a good dispersion of male respondents, but also provided an abundance of women with above average education.

The cluster sample for this research was drawn non-randomly and designed to include persons that previous research has shown to be newspaper readers. For example, newspapers reach the majority of the population of each major demographic segment each day, but readership is highest among the better educated, middle age to older person with a higher income.

TABLE I

PERCENT WHO READ A DAILY NEWSPAPER "YESTERDAY" <sup>30</sup>

<u>EDUCATION</u>	<u>Total</u>	<u>8 Years or Less</u>	<u>9-11 Years</u>	<u>Completed High School</u>	<u>Beyond High School But Not College Graduate</u>	<u>Completed College and Beyond</u>
	77%	70%	72%	77%	84%	88%
<u>INCOME</u>						
		Under \$5,000	\$5,000-	\$7,500-	\$10,000 and over	
		67%	7,499	9,999		
			69%	81%	84%	
<u>AGE</u>						
		<u>18-24 Years</u>	<u>25-34 Years</u>	<u>35-49 Years</u>	<u>50-64 Years</u>	
		66%	68%	82%	85%	

Source: Audits and Surveys, 1971.

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<sup>30</sup>Newspaper Advertising Bureau, Basic Facts About Newspapers, p. 17.

These percentages correlate positively with the demographic information obtained from the clubs interviewed.

TABLE II

## TOTAL RESPONDENTS BY DEMOGRAPHICS

Total Respondents By Education

<u>Under High School</u>	<u>High School</u>	<u>Over High School</u>	<u>Total</u>
3.5%	20%	76.5%	100%

Total Respondents By Income

<u>\$5,000-10,000</u>	<u>\$10,001-20,000</u>	<u>Over \$20,000</u>	<u>Prefer Not To Say</u>	<u>Total</u>
16.2%	27.2%	45.4%	11.2%	100%

Total Respondents By Age

<u>18-34 Years</u>	<u>35-50 Years</u>	<u>Over 50 Years</u>	<u>Total</u>
30.2%	30.5%	39.3%	100%

Again, the majority of the club members who made up the population surveyed are the better educated, middle age to older persons with higher incomes. Since persons who are not good newspaper readers would probably not see the inserts, they could not be questioned about them. The clubs interviewed, then, provided the type of persons who are the best newspaper readers and also, in all probability, the retailers best customers. Thus, the research method employed in this

study seems appropriate and legitimate, but the sample is not generalizable to the entire metropolitan Omaha population.

### General Procedure

Copies of preprinted inserts were shown to groups meeting the night of or the day or two after the inserts appeared in the World-Herald. A general introduction explained the nature of the survey to prospective respondents and the questionnaires and pencils were then passed out to all club members. The entire interview procedure took between five and fifteen minutes, depending on the number of preprints that appeared in the newspaper issue being studied. These mass interviews continued until 580 questionnaires were completed.

The data obtained from the interviews were tabulated as follows:

- (1) Noting of inserts by number in paper (1, 2, 3, 4 or 6).
- (2) Noting of inserts by sex (M, F).
- (3) Noting of inserts by age of respondent, (18-34 years, 35-50 years, over 50 years old.)
- (4) Noting of inserts by family income (\$5,000-10,000; \$10,001-20,000, over \$20,000 per year).
- (5) Noting of inserts by number of persons working in family (1, 2, 3, 4 or more, retired).

- (6) Noting of inserts by education (under high school, high school, over high school).
- (7) Noting of inserts by proximity of store to home (located conveniently, not located conveniently).
- (8) Noting of inserts by frequency of store visits in last three months (5 or more visits, 1-4 visits, none).

The data obtained through the interviewing were computerized to facilitate handling. Each respondent's questionnaire answers were punched on a separate computer card and integrated into a Statistical Package for the Social Sciences (SPSS) program. Once the data were recorded, the next step was to prepare an overall description of what had been observed. The basic statistical procedure employed to analyze the collected data was the frequency distribution, which provided frequencies of occurrence and generalizations about what had been observed.

## CHAPTER III

### RESULTS

#### Noting By Demographics

Regardless of sex, age, family income, education or number working in the family, many of the newspaper readers looked at the retail preprints in their papers. Since almost none of the demographic segments consistently showed the highest or lowest incidence of noting for every store, it may be that the variations which occurred reflect differences in the customer mix of individual stores.

Both male and female readers appeared to be reading inserts, but a higher percentage of women noted preprints overall. The two exceptions were Wards and Sears, where male readership was more than double that of females. This may reflect the higher incidence of major-purchase items advertised in the study issues as opposed to the ready-to-wear lines advertised by the other retail stores.

Adult readers of all ages also were likely to notice the inserts in their papers. However, readers in the younger and middle age groups who noticed the preprints tended to show somewhat less awareness than did readers 50 years of age

or older. This pattern was in contrast to the findings of other studies which show that involvement with shopping and frequency of shopping are somewhat lower among people of retirement age. This may indicate a more interested and active older buying segment in the metropolitan Omaha market.

In general, even though all of the retailers advertising in study issues were either discount stores, department stores or chains catering to a mass market, (none were high-style retailers) the findings show that those who noticed the inserts were more prevalent in middle to upper income families. Richman Gordman was a notable exception to this general pattern.

Single-earner families were also dominant among the group of those who noticed the inserts. This may be because families with only one wage earner would tend to have a more limited budget and more time for the non-working member(s) to "shop" the newspaper. Again, the exception to this pattern was Richman Gordman, who seemed to attract the retired reader.

As collaborated by other studies, readership increases with education. In all the issues studied, preprint noting was highly correlated with increased education; the more the education, the higher the incidence of noting.



TABLE III  
NOTING OF INSERTS BY SEX

	<u>Total "Yes, Noticed"</u> <u>Respondents</u>	<u>Male</u>	<u>Female</u>
KMart	232*	41.4%	58.6%
Turnstyle	90	32.2%	67.8%
Wards	78	67.9	32.1%
Woolco	62	19.4%	80.6%
Target	95	36.8%	63.2%
Sears	67	70.1%	29.9%
Richman Gordman	32	34.4%	65.6%

\* One respondent did not answer this question.

TABLE IV

## NOTING OF INSERTS BY AGE

	<u>Total "Yes, Noticed" Respondents</u>	<u>18-34 Years</u>	<u>35-50 Years</u>	<u>Over 50 Years</u>
KMart	233	24.5%	30.5%	45.1%
Turnstyle	90	18.9%	22.2%	58.9%
Wards	78	43.6%	28.2%	28.2%
Woolco	62	25.8%	24.2%	50.0%
Target	95	22.1%	27.4%	50.5%
Sears	67	7.5%	28.4%	64.2%
Richman Gordman	32	6.3%	9.4%	84.4%

TABLE V  
NOTING OF INSERTS BY FAMILY INCOME

	<u>Total "Yes, Noticed" Respondents</u>	<u>\$ 5,000- 10,000</u>	<u>\$10,001- 20,000</u>	<u>Over \$20,000</u>	<u>Prefer Not To Say</u>
KMart	232*	18.5%	27.6%	41.8%	12.1%
Turnstyle	90	33.3%	35.6%	25.6%	5.6%
Wards	78	16.7%	35.9%	44.9%	2.6%
Woolco	62	19.4%	22.6%	38.7%	19.4%
Target	95	33.7%	35.8%	30.5%	---
Sears	67	7.5%	23.9%	59.7%	9.0%
Richman Gordman	32	53.1%	31.3%	15.6%	---

QUESTION: What is the total annual income of all persons living in your household?

\*One respondent did not answer this question.

TABLE VI  
NOTING OF INSERTS BY NUMBER WORKING IN FAMILY

	Total "Yes, Noticed" <u>Respondents</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4 or More</u>	<u>Retired</u>
KMart	233	42.9%	29.2%	3.4%	3.4%	21.0%
Turnstyle	90	45.6%	21.1%	4.4%	4.4%	24.4%
Wards	78	55.1%	20.5%	7.7%	9.0%	7.7%
Woolco	62	35.5%	32.3%	3.2%	3.2%	25.8%
Target	95	49.5%	12.6%	6.3%	6.3%	25.3%
Sears	67	43.3%	22.4%	7.5%	1.5%	25.4%
Richman Gordman	32	28.1%	12.5%	---	---	59.4%

QUESTION: What is the total number of persons working in your family?

TABLE VII  
NOTING OF INSERTS BY EDUCATION

	<u>Total "Yes, Noticed" Respondents</u>	<u>Under High School</u>	<u>High School</u>	<u>Over High School</u>
KMart	233	5.2%	23.6%	71.2%
Turnstyle	90	4.4%	27.8%	67.8%
Wards	78	2.6%	23.1%	74.4%
Woolco	62	1.6%	24.2%	74.2%
Target	95	7.4%	27.4%	65.3%
Sears	67	1.5%	16.4%	82.1%
Richman Gordman	32	9.4%	21.9%	68.8%

Number of Pages Opened

Once a person saw a retail insert in the daily newspaper, he/she usually took the time to leaf through it. For example, the KMart preprint, which was noticed by 233 respondents, was opened by approximately 97 percent of the readers who saw it. As is the case of noting, page opening was highest among those readers who are the store's best customers. Similar but less detailed findings on page opening were obtained for the six other preprints in this study. The information collected showed that approximately 89 percent of the readers opened one or more pages of these inserts, while approximately 51 percent reported opening "every page."

TABLE VIII

PAGE OPENING OF INSERTS

	Total "Yes Noticed" Respondents	Number of Pages Opened				Opened Every Page
		Did Not Open Any Pages	Opened 1-2 Pages	Opened 3-4 Pages	Opened Half the Pages or More	
KMart	233	2.5%	17.2%	7.3%	7.3%	65.7%
Turnstyle	90	12.2%	21.1%	8.9%	7.8%	50.0%
Wards	78	5.1%	26.9%	9.0%	9.0%	50.0%
Woolco	62	3.2%	19.4%	6.5%	4.8%	66.1%
Target	95	16.8%	21.1%	5.2%	9.5%	47.4%
Sears	67	9.0%	19.4%	14.9%	5.9%	50.8%
Richman Gordman	32	18.8%	34.4%	3.0%	9.4%	34.4%

QUESTION: About how many pages of this \_\_\_\_\_ (name of store) ad would you say you opened, even if you didn't stop to look at anything. . . would you say that you: didn't open any pages, opened only one or two pages, opened three or four pages, opened about half the pages or more, or opened every page?

### Convenience to Store

To those who noticed the insert, study findings indicate that how convenient the reader felt a store location was to his or her home did not make a notable difference in readership. KMart, with five store locations in the metropolitan Omaha market, was conceived as "located conveniently" by better than eight out of every ten people who noticed the KMart insert. However, the KMart preprint was also noticed by approximately 20 percent of those readers who did not feel they lived conveniently near a KMart location. Findings for the other six retailers studied reflect their fewer number of store locations. Overall, of the readers who noticed the preprints, 52 percent felt they were conveniently located to the retail outlet in question and 48 percent felt they were not.



TABLE IX

## NOTING OF INSERTS BY CONVENIENCE OF STORE

	<u>Total "Yes, Noticed" Responses</u>	<u>Located Conveniently</u>	<u>Not Located Conveniently</u>
KMart	231*	82.3%	17.7%
Turnstyle	89**	40.4%	59.6%
Wards	77**	41.6%	58.4%
Woolco	62	62.9%	37.1%
Target	94**	33.0%	67.0%
Sears	67	85.1%	14.9%
Richman Gordman	32	81.3%	18.8%

QUESTION: Is there a \_\_\_\_\_ (name of store) store  
located conveniently near your home?

\* Two invalid responses were given to this question.

\*\* One invalid response was given to each of these questions.

Customer of Store

The KMart insert, which appeared by itself and with one, two, three and five other retail preprints, was seen by 233 out of 438 readers. The readers who shop KMart were also most likely to notice the KMart ad. Among those who had visited KMart one to five times within the past three months, 85.4 percent reported seeing the KMart ad. However, the insert also attracted the attention of 15 percent of those who had not been in a KMart store within the past three months. While percentages varied from club to club and store to store, the same general pattern held for the other retailers with preprints in the newspaper issues studied, indicating that readers actively look for newspaper advertising announcing sales in their favorite stores.

TABLE X  
NOTING OF INSERTS BY FREQUENCY OF STORE VISITS

	<u>Total "Yes, Noticed" Respondents</u>	<u>Number of Visits Past Three Months</u>		
		<u>5 or More</u>	<u>1 - 4</u>	<u>None</u>
KMart	232*	34.0%	51.3%	14.7%
Turnstyle	89*	14.6%	40.5%	44.9%
Wards	78	16.7%	42.3%	41.0%
Woolco	62	9.7%	62.9%	27.4%
Target	95	10.5%	39.0%	50.5%
Sears	67	25.4%	59.7%	14.9%
Richman Gordman	32	21.9%	40.6%	37.5%

QUESTION: Did you notice the \_\_\_\_\_ (name of store) ad displayed at the front of the room when you looked at the paper?

\* One invalid response was given to each of these questions.

Number in Paper

Research studies indicate that television commercial "clutter" reduces the impact of any individual message. Does this clutter concept hold any implications for retail advertising inserts in newspapers? The findings of this study demonstrate that the presence of several competitive retail inserts in a single newspaper cannot be compared to TV commercial "clutter." Whether a newspaper contained one, two, three, four or six preprints, the number seemed to have no measurable effect on attention value or thoroughness of readings. There was no discernable, consistent pattern of decreased noting when the number of inserts increased. The main reason newspaper preprint advertising is not effected by "clutter" seemed to be that customers of a particular store actively look for the store's advertising in their newspapers. In the case of the KMart insert, which appeared in 75.5 percent of the interviews, 61.5 percent of the KMart customers with four inserts in their newspaper reported seeing the KMart insert, as compared with 52 percent of the customers having only the KMart insert in their paper. In other words, awareness of preprints seemed to be closely tied to the reader's level of personal involvement with the advertiser and his merchandise, regardless of the number of inserts in the issue.

TABLE XI

## NOTING OF INSERTS BY NUMBER OF INSERTS IN PAPER

<u>KMart</u>			
<u>Number in Paper</u>	<u>"Noticed" KMart</u>	<u>"Did Not Notice" KMart</u>	<u>Total Valid Interviews</u>
1	52.0%	48.0%	100
2	53.9%	46.1%	52
3	50.3%	49.7%	147
4	61.5%	38.5%	104
6	42.9%	57.1%	35

<u>Turnstyle</u>			
<u>Number in Paper</u>	<u>"Noticed" Turnstyle</u>	<u>"Did Not Notice" Turnstyle</u>	<u>Total Valid Interviews</u>
2	62.5%	37.5%	8
3	38.8%	61.2%	98
4	34.0%	66.0%	103
6	34.3%	65.7%	35

<u>Wards</u>			
<u>Number in Paper</u>	<u>"Noticed" Wards</u>	<u>"Did Not Notice" Wards</u>	<u>Total Valid Interviews</u>
1	36.7%	63.3%	30
2	36.8%	63.2%	19
3	40.6%	59.4%	64
4	26.1%	73.9%	69
6	45.7%	54.3%	35

<u>Woolco</u>			
<u>Number in Paper</u>	<u>"Noticed" Woolco</u>	<u>"Did Not Notice" Woolco</u>	<u>Total Valid Interviews</u>
2	50.8%	49.2%	61
3	28.6%	71.4%	84
4	16.7%	83.3%	42

<u>Target</u>			
<u>Number in Paper</u>	<u>"Noticed" Target</u>	<u>"Did Not Notice" Target</u>	<u>Total Valid Interviews</u>
2	52.6%	47.4%	19
3	64.6%	35.4%	65
4	48.4%	51.6%	62
6	37.1%	62.9%	35

<u>Sears</u>			
<u>Number in Paper</u>	<u>"Noticed" Sears</u>	<u>"Did Not Notice" Sears</u>	<u>Total Valid Interviews</u>
1	60.5%	39.5%	81
6	51.4%	48.6%	35

<u>Richman Gordman</u>			
<u>Number in Paper</u>	<u>"Noticed" Richman Gordman</u>	<u>"Did Not Notice" Richman Gordman</u>	<u>Total Valid Interviews</u>
4	58.3%	41.7%	36
6	31.4%	68.6%	35

## Summary of Results

### KMart

KMart preprints were noted equally well by both male and female readers, and were noted best by those over 50 years of age. Though a discount store, persons in the over \$20,000 income bracket were the best KMart readers; followed by those making \$10,000-20,000 per year. Nearly half the KMart insert readers had only one person working in the family and a higher educational level, which would correlate positively with the higher income demographic. Nearly two-thirds of the persons who noted the KMart insert opened every page, so it may be that the standardized graphics and KMart design are such to encourage readership. With five locations throughout the metropolitan Omaha market, KMart was thought to be conveniently located by better than eight out of ten of those readers who saw the KMart insert. Also, KMart insert noters seem to be active readers, since 85.4 percent of those who saw the advertisement had visited a KMart store recently. Noting of KMart inserts was highest when the preprint appeared with three other retail preprints (61.5 percent), but noting remained relatively constant no matter how many inserts were involved.

### Turnstyle

Female Turnstyle preprint readers tended to outnumber the males by about two to one. They also appear to be an older, middle income group. Nearly half have only one member working in the family, and one-fourth of Turnstyle insert readers were retired. Better than 95 percent have high school educations and beyond, and half the readers who noticed Turnstyle preprints reported opening every page. This readership was followed by nearly one-fourth of those who noticed the insert and opened one or two pages. Readers indicated Turnstyle, with one west and one north Omaha location, was not conveniently located. Six out of ten persons who noticed the Turnstyle inserts did not feel there was a Turnstyle store located conveniently to their home. Better than half, 55.1 percent, of the readers who saw the Turnstyle insert were regular Turnstyle customers. Turnstyle readership was highest when only one other preprint appeared with it.

### Wards

The number of males reading Wards inserts was double the number of female readers. Also, Wards showed the highest percentage of young readers, with nearly half being in the 18 to 34-year old category. Though Wards preprint readers were younger, they still showed higher incomes, with 45



percent reporting an annual income of over \$20,000. As with the previous stores mentioned, the majority of Wards preprint readers have only one person employed outside the home and have post-high school educations. Half the persons who saw the Wards inserts reported opening every page and 44.9 percent opened at least one or two pages. Even though Montgomery Ward has only one full line store in the metropolitan Omaha market, this Westroads location made it "convenient" to 41.6 percent of those who saw the Wards insert, and 59 percent of the noters had been in the Wards store at least once in the ninety-day time span preceding the interviews. Noting of Wards inserts was best when they appeared with five other preprints, but noting was consistent throughout.

### Woolco

Woolco preprint noters were primarily female and they showed the highest percentage of women noting their preprints (80.6 percent). The age distribution for Woolco insert readers was half in the over 50 category and the other half about equally distributed between the 18 to 34-year olds and the 35 to 50-year olds. Readers who noted the Woolco insert were more reluctant than those of any other store to reveal their income, with approximately

20 percent preferring not to disclose their annual income. This percentage was about the same as those in the \$5,000 to \$10,000 and \$10,001 to \$20,000 income categories. The remaining 40 percent reported earning over \$20,000 per year. Better than half of the Woolco preprint noters had one or two persons in the family working, and one-fourth were retired. Nearly 75 percent were educated beyond high school. More Woolco insert noters reported opening every page of the preprint than did readers who noticed inserts for any of the other stores. Nearly 97 percent of those respondents who said they noticed the Woolco insert reported opening at least one or two pages of the preprint. The two retail store locations in West and Northwest Omaha also received the "conveniently located" label from 62.9 percent of the respondents who saw the Woolco preprint. Store visits by those readers who noticed the insert were not exceptionally frequent. Over 27 percent of those noticing the insert had not been in a Woolco store in the previous three months; 62.9 percent had made one to four visits and 9.7 percent had visited Woolco five or more times. In contrast to the other retail outlets, Woolco's noting of inserts decreased with each preprint added to the study issues. Better than half those questioned remembered seeing a Woolco insert when it was one of two in the paper, while

only 16.7 percent reported seeing it when it was grouped with three others. This seems to be an exception to the general finding that noting levels remain constant when more than one insert appears in the same issue.

### Target

Target statistics reinforced the general finding that women are the better readers of inserts. Approximately 63.2 percent of the persons who noticed the Target preprint were female, while 36.8 percent were males. Half were over 50 years old and the remaining half were nearly evenly split between the 18 to 34-year old and 35 to 50-year old categories. Target's insert readers had the most even income distribution, with approximately one-third in each of the three categories used. Also, half of their readers have only one person employed outside the home, and consistent with the findings from the other stores, the majority of Target insert readers have completed high school and beyond. The survey found that, on the average, more than eight out of ten (83.2 percent) of the respondents noting the Target insert reported opening at least one or two pages. Nearly half (47.4 percent) reported opening every page. With two locations, only 33 percent of the insert readers thought there was a convenient Target location and half of them had not been in a Target store in the

past ninety days. At the time the survey was being conducted, Target was in the process of opening a third location in the Omaha market. This opening would be reinforced by the findings of this study. Noting was highest when the Target insert was included with two other preprints.

### Sears

Sears preprints were noted by approximately two and one half times as many men as women. Again, this is probably directly related to their hardlines content. Readers who noticed the Sears inserts were also older, had the highest percentage of over \$20,000 per year incomes, and the largest percentage of those with educations beyond high school. Nearly 50 percent came from single person working families and better than half those who saw the Sears insert opened every page. With three retail outlets in major shopping centers throughout the market, Sears had the highest percentage of noters who felt there was a Sears location convenient to them (85 percent). These noters were also viable shoppers, with 85.1 percent of them visiting a Sears store in the three months prior to the survey. Noting of inserts was relatively constant when Sears was the only insert and when it appeared with five others in the study issue.

Richman Gordman

As in most of the retail inserts studied, Richman Gordman preprints were noted by more females than males. They also had the highest percentage of readers over age 50, persons whose annual income was \$5,000 to \$10,000, retired persons and the highest percentage for any retail outlet studied, (nearly ten percent) of readers with less than a high school education. All of these demographic characteristics would appear to correlate positively. Also, of those subscribers who noticed the Richman Gordman preprint, 81.2 percent opened one to every page, while 18.8 percent did not open any pages. With four retail outlets, 81.3 percent of those noting the insert felt there was a convenient store location and nearly two thirds had been in a Richman Gordman store recently. The Richman Gordman insert appeared with three and five other inserts in the study issues. Noting was nearly twice as high when it was one of four preprints rather than when it was one of six. Richman Gordman was the only locally owned and operated retailer in the group studied, and perhaps that would account for the older clientele, who have watched it grow and remained customers over the years. This aged loyalty would not be apparent with any of the other merchants studied.

## CHAPTER IV

### DISCUSSION

This study has provided new readership information that should be helpful to those persons interested in pre-print advertising. In summary, a high percentage of readers in every major demographic segment notice the retail inserts in their daily newspapers. The level of noting varies somewhat with each demographic characteristic, but remains strong regardless of sex, age, income, number working in the family or education. In addition, the level of personal involvement is high. Most readers who see the retail inserts open at least one or two pages. The distance to the nearest retail outlet seems relatively insignificant since most readers feel that there is a store located "conveniently" to them. Readers who shop in a particular store are also most likely to notice advertising for that store, especially those who shop there frequently. Furthermore, this high level of interest in the multiple page inserts persists even when there are as many as six supplements in the same day's paper.

This study has begun to explore a vital part of print advertising, and has offered some information to advertisers, consumers and newspapers.

Merchants have a viable need for reliable information since advertising in inserts, though more costly than ROP, seems also to be more effective. Also, with all the avenues available for retailers to reach their prospective customers, there needs to be some market data as to the effectiveness of each medium.

For consumers, some readers are annoyed at the volume of advertising they are presented with daily, and need some basic information assuring them that inserts are a welcome and even sought-after part of the total newspaper package for some segments of the newspaper audience. Consumers might also find generalized information about their demographics and reading patterns of interest.

Newspapers also have an interest in the findings of the project. In the competitive world of advertising sales, readership information of the nature discussed in the study can enable newspapers to meet broadcasting head on and show their selling power and effectiveness. Also, good readership figures can be readily used to justify rising advertising rates.

Although unusually effective, inserts are still just another way of reaching prospective customers, and they should be subjected to the same market research and analysis that the other advertising media are. This research has

begun to explore a previously uncharted area, but many questions are still unanswered. Does an insert that concentrates on one particular store product area work best, or can differing products be combined and still perform? What kind of frequency patterns should be established? Should the inserts always be run on the same day of the week to establish continuity? What effect do creative techniques have on readers? Do hand-drawn product illustrations bring in more customers than photographs? What effect do the types of items or product lines advertised have on readers? Should the preprint be paperback book size, magazine size or standard newspaper size to be most effective? How many pages should be in an insert? Does using a higher quality paper and printing process raise reader awareness? What effect does the addition of color have? Does the weather on the day the insert is delivered help or hurt readership and sales? Is the time of the year a factor in preprint success? Are back-to-school and pre-Christmas time periods better for preprints than January or February? Or can preprints be adapted for year-round use? All these questions have very real answers, and in order to determine how to create the most effective inserts, further research and analysis should be undertaken. By determining who is reading inserts and



why, it should be possible to construct them better to reach and effect a particular audience.

## APPENDICES

APPENDIX A - QUESTIONNAIRE

1. Do you subscribe to the World-Herald?  
A. Yes      B. No.
2. Did you look at tonight's (last night's) World-Herald?  
A. Yes      B. No
3. In general, would you prefer to have only one store ad like the type displayed at the front of the room in your newspaper or have several of them grouped together in the paper?  
A. Only one      B. Several grouped together  
C. No preference  
  
Why? (Please use the attached sheet of paper to answer the question.)
4. Sex:      A. Male      B. Female
5. Age:      A. 18-34 years old      B. 35-50 years old  
C. Over 50 years old.
6. Income:      What is the total annual income of all persons living in your household?  
  
A. \$ 5,000-10,000 per year  
B. \$10,001-20,000 per year  
C. Over \$20,000 per year  
D. Prefer not to say
7. What is the total number of persons working in your family?  
A. 1      B. 2      C. 3      D. 4 or more      E. Retired
8. Education:      A. Under high school  
B. High school  
C. Over high school
9. Did you notice the \_\_\_\_\_ ad displayed at the front of the room when you looked at the paper?  
A. Yes      B. No

10. About how many pages of this \_\_\_\_\_ ad would you say you opened, even if you didn't stop to look at anything. . . would you say that you:
- A. Didn't open any pages
  - B. Opened only one or two pages
  - C. Opened three or four pages
  - D. Opened about half the pages or more
  - E. Opened every page
11. Is there a \_\_\_\_\_ store located conveniently near your home?
- A. Yes
  - B. No
12. In the past three months, about how many times would you say you have been in a \_\_\_\_\_ store, if at all?
- A. 5 or more times
  - B. 1 - 4 times
  - C. None

(NOTE: Questions 9-12 were repeated on the questionnaire for each insert.)

Answer Sheet for Question 3

3. In general, would you prefer to have only one store ad like the type displayed at the front of the room in your newspaper or have several of them grouped together in the paper? Why? \_\_\_\_\_

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APPENDIX B - TOTAL RESPONDENTS BY SUBSCRIPTION

<u>TOTAL</u>	<u>YES</u>	<u>NO</u>
580	473	107

Question: Do you subscribe to the World-Herald?

APPENDIX C - TOTAL RESPONDENTS BY "LOOKED AT PAPER"

<u>TOTAL</u>	<u>YES</u>	<u>NO</u>
580	445	135*

Question: Did you look at tonight's (last night's) World-Herald?

\* This number includes those who were interviewed early in the evening possibly before they had a chance to look at the evening paper.

APPENDIX D - TOTAL RESPONDENTS BY INSERT NUMBER PREFERENCE

<u>TOTAL</u>	<u>ONLY ONE</u>	<u>SEVERAL GROUPED TOGETHER</u>	<u>NO PREFERENCE</u>
580	119	225	236

Question: In general, would you prefer to have only one store ad like the type displayed at the front of the room in your newspaper or have several of them grouped together in the paper?

APPENDIX E - TOTAL RESPONDENTS BY SEX

<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>	<u>INVALID RESPONSE</u>
580	286	293	1

APPENDIX F - TOTAL RESPONDENTS BY AGE

<u>TOTAL</u>	<u>18-34 Years Old</u>	<u>35-50 Years Old</u>	<u>Over 50 Years Old</u>
580	175	177	228

APPENDIX G - TOTAL RESPONDENTS BY FAMILY INCOME

<u>TOTAL</u>	<u>\$ 5,000- 10,000 per year</u>	<u>\$10,001- 20,000 per year</u>	<u>Over \$20,000 per year</u>	<u>Prefer Not to Say</u>	<u>Invalid Response</u>
580	94	157	263	65	1

Question: What is the total annual income of all persons living in your household?

APPENDIX H - TOTAL RESPONDENTS BY NUMBER WORKING IN FAMILY

<u>TOTAL</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4 or More</u>	<u>Retired</u>
580	256	177	28	23	96

Question: What is the total number of persons working in your family?

APPENDIX I - TOTAL RESPONDENTS BY EDUCATION

<u>TOTAL</u>	<u>Under High School</u>	<u>High School</u>	<u>Over High School</u>
580	20	116	444

APPENDIX J - TOTAL RESPONDENTS BY NOTICE

	<u>Total Valid Interviews*</u>	<u>Noticed</u>	<u>Did Not Notice</u>
KMart	438	233	205
Turnstyle	244	90	154
Wards	217	78	139
Woolco	187	62	125
Target	181	95	86
Sears	116	67	49
Richman Gordman	71	32	39

Question: Did you notice the \_\_\_\_\_ ad displayed at the front of the room when you looked at the paper?

\* Excludes interview sessions where the store insert was not in that issue of the paper and invalid responses to the question.

APPENDIX K - TOTAL RESPONDENTS BY NUMBER OF PAGES OPENED

	<u>Total Valid</u> <u>Interviews*</u>	<u>0</u>	<u>1 or 2</u>	<u>3 or 4</u>	<u><math>\frac{1}{2}</math> or</u> <u>More</u>	<u>Every</u>
KMart	441	214	40	17	17	153
Turnstyle	247	168	19	8	7	45
Wards	218	144	21	7	7	39
Woolco	187	127	12	4	3	41
Target	182	103	20	5	9	45
Sears	116	55	13	10	4	34
Richman Gordman	71	45	11	1	3	11

Question: About how many pages of this \_\_\_\_\_ ad would you say that you opened, even if you didn't stop to look at anything. . . would you say that you: didn't open any pages, opened only one or two pages, opened three or four pages, opened about half the pages or more, opened every page?

\* Excludes interview sessions where the store insert was not in that issue of the paper.



APPENDIX L - TOTAL RESPONDENTS BY CONVENIENCE TO STORE

	<u>Number of Store Locations</u>	<u>Total Valid Interviews*</u>	<u>Yes</u>	<u>No</u>
KMart	5	439	327	112
Turnstyle	2	244	74	170
Wards**	2	216	86	130
Woolco	2	187	89	98
Target***	3	180	52	128
Sears	3	116	94	22
Richman Gordman	4	71	52	19

Question: Is there a \_\_\_\_\_ store located conveniently near your home?

\* Excludes interview sessions where the store insert was not in that issue of the paper and invalid responses to the question.

\*\* Council Bluffs Montgomery Ward store is a tire and catalog outlet.

\*\*\* Third Target location opened during survey period (October, 1977).

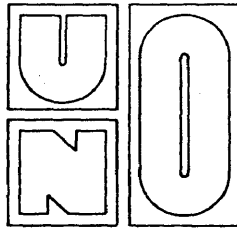
APPENDIX M - PERSONS NOTING INSERTS BY NUMBER OF STORE VISITS

	<u>Total Valid Interviews*</u>	<u>Store Visits Past 3 Months</u>		
		<u>5 or more</u>	<u>1 - 4</u>	<u>None</u>
KMart	440	108	197	135
Turnstyle	246	22	61	163
Wards	218	15	72	131
Woolco	187	11	80	96
Target	182	16	51	115
Sears	116	26	63	27
Richman Gordman	71	10	26	35

Question: In the past three months, about how many times would you say that you have been in a \_\_\_\_\_ store, if at all? Five or more times, 1 - 4 times, none?

\* Excludes interview sessions where the store insert was not in that issue of the paper and invalid responses to the question.

## APPENDIX N



The University of Nebraska at Omaha  
Box 688 Omaha, Nebraska 68101 402/554-2520

College of Arts and Sciences  
Department of Communication  
Broadcasting and Film  
Journalism  
Speech

## TO WHOM IT MAY CONCERN:

Sharan Wilson is a graduate student working under my direction and her project on advertising readership is both an interesting and valuable idea.

I would appreciate it very much if you would cooperate with her in gathering her survey data. She has this programmed very well, so you will not be spending much time in helping her out.

Many thanks.

A handwritten signature in cursive script, appearing to read 'R. T. Reilly', is written over a circular stamp.

Robert T. Reilly  
Associate Professor

APPENDIX O

<u>Club Name</u>	<u>Number Interviews</u>	<u>Number of Inserts</u>
1. Hawkeye Kiwanis	19	1
2. West End Optimists	27	4
3. West Omaha Cosmopolitan Club	30	1
4. Inner City Optimists	7	4
5. Benson Presbyterian Bible Study Group	17	1
6. Omaha Rotary Club	51	1
7. Flatland 4-Wheelers	19	1
8. Council Bluffs Jaycees	19	2
9. High Noon Optimist Club	12	1
10. North Omaha Federated Women's Club	13	1
11. Council Bluffs Optimist Club	35	4
12. Omaha Jaycees Board of Directors	12	2
13. Omaha Benson Women's Club	26	2
14. Offutt Officer's Wives Club	34	3
15. Service Guild to Goodwill Industries	14	3
16. Omaha Club	25	1
17. Center for Urban Education	9	2

18.	National Association of Parliamentarians	10	1
19.	South Omaha Federated Women's Club	36	4
20.	Brownell Talbot Alumni Association	2	3
21.	American Association of Retired Persons	10	6
22.	South Omaha Optimists	25	6
23.	Ralston Junior Women's League	11	3
24.	Mortar Board Alumnae Club	14	2
25.	American Association of University Women	71	3
26.	Kappa Kappa Iota Conclave	17	3
27.	Omaha Cosmopals	15	1

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