



Thank you for your interest in the Pulse of America (POA) findings. Consider these our "tip of the iceberg" suggestions for using this intelligence to **engage** more prospects and **sell** more business. We've selected "examples" we hope illustrate how all-encompassing this report can be. If we collectively do our jobs right, these "examples" will help again and again. All the numbers refer to the regional POA data you have (or will) received from the West Virginia Press Association. Let me know if you need it to be resent AND how well you fare! Keep in mind "our" goal with all such data is to show customers and prospects how much they are missing by not considering or investing in YOU!

Each number below refers to the question in the report you received:

**#2.** In this question you'll find the percent of households (HH's) you reach who made a purchase decision related to local newspaper (41.7%), television (22.3%) or radio station (14.7%) in the last month.

Several actions come to mind. Audit competing radio and television channels in your community; identify the advertisers on air; then systematically approach them with this intelligence and get them to consider one of your solutions. **Audit and Attack!** Of course, you'll take the high road and say something like, "*...if radio is working for you, by all means, keep it up. However, with newspaper-media driving almost three times the purchasing behavior, we should be in your media mix, too!*"

Certainly, these findings should be used in collateral materials and perhaps systematically published for promotional purposes.

**#4 - 104.** This extensive list of shopping questions (535 types of businesses!) is the heart of the POA survey. From **automotive** and **arts** and **crafts** to **restaurants** and **real-estate** you are guaranteed to find hundreds of types of businesses you currently do not work with. What a prospecting gold mine!!

Consider this example of how to use these findings -

**Question #26** (partially copied and pasted here):

26. Which of the following types of HOME SERVICE CONTRACTORS & BUSINESSES do you or the members of your household plan to use in the NEXT 12 MONTHS? (Check all that apply.)

Value	Percent	Responses
Air Duct Cleaning Service	8.8%	130
Appliance Repair Service	12.0%	177
Asphalt / Paving Contractor	4.3%	63
Carpenter or Woodworker	11.5%	169
Carpet Installation Contractor	4.3%	63
Concrete Contractor	5.4%	79
Countertop Contractor	5.1%	75

Use Pulse (or Google) to identify ALL the **air duct cleaning** businesses in your community and approach each one with this proposition: *"Nearly 9% of the households in your hometown/zip/geography plan on buying YOUR services, can we help you reach them?"*

As you've seen from the session at the West Virginia Press Association conference this can be further quantified. Let's say your e-edition/web and print distribution totals 15,000. Then you'd say, *"We reach 1,320 households who are in the market for what you sell, let us help them become YOUR customers!"* (8.8% X 15,000 = 1,320)

**Knowing exactly how many are going to buy what a business sells is media sales magic!**

You cannot tell since only seven businesses are copied and pasted here, but there are **40 types** of businesses in this question alone! Including "none of the above/does not apply" which might also help you sell longer-term or Top of Mind Awareness campaigns!

Duplicate this across all questions from **#4 to #104** and you will have a virtually endless prospect pool to pursue. Good luck!

*As the saying goes, "but wait, there's more!"*

Other questions which will be helpful –

What might be characterized as LIFESTYLE or BEHAVIOR questions begin at **#105**. Activities and choices like "buying season tickets", "go to a concert" or "take a hike" are asked about. All sorts of businesses (and solutions you sell) can benefit from this intelligence.

Also note topics we call Digital Behaviors starting at **#107** (112, 113). Not just traffic metrics, but "...do you use Google (and others) to help you find \_\_\_\_\_?" Valuable whether you are selling or offering to help.

**#108 – 111**. The findings from this series of these questions will tell you how many HH's are entertaining a change of employment and plans for second jobs, etc. Better still, you'll have additional intelligence like *what categories* of employment will be pursued and the channels searched to find work. Not only will this be helpful in your employment and recruitment efforts, but *also* it should help you provide guidance to customers as they seek talent!

Worth noting there are two questions (114 – 115) capturing streaming usage and three (117 - 119) questions about intention to vote in different types of elections. With an interesting political year coming up, NOW is the time to pursue these dollars!

The final sequence of questions - **#126 - #132** – capture the demographics of newspaper readers and users. These will firmly support what you already know; we deliver a very upscale and affluent audience. Combine that with the shopping intelligence you have for 500+ categories and you will immediately be more valuable to your

customers than ever. Plus, in all likelihood, you'll be the only media representative with this information, so a valuable differentiator!

**Methodology:** A word about how we captured this sample. Press Associations, clients, prospects and the News Media Alliance/America's Newspapers either promoted or encouraged membership to run ads, email blasts or post on social media an invitation to complete an online survey. If respondents completed the very lengthy instrument and shared their email address, they were enrolled in a \$1,000 contest. Thanks to the significant incentive we captured more than 7,700 completed surveys nationwide and have regional and state subsets. West Virginia is in a region with KY, VA and NC and the sample is 1,411. You now know **MORE** about what newspaper readers and related users intend to do and what they "look like" than you've EVER known before.

Thanks very much ~ please reach out if you need more or if there's anything we can do to help.

Good luck!