VENDIGITAL

The **newspaper** retail market **in numbers**

Vendigital commissioned a survey of over 2000 UK adults, to assess the current state of newspaper demand. When the survey results are combined with our data analysis we can map the newspaper retail market against 5 key factors.

Loyalty

41% of people always read the same newspaper

33% who buy newspapers do so three or more times a week

32% of newspapers are bought on impulse

Only **32%** would travel to another store to get their favourite newspaper if not in stock

5 mins

50% of these are willing to walk or drive up to five minutes

Sold Out

89% chance of **lost sale** if newspaper is not in stock

Cross Sell

22% of newspaper purchases resulted in an impulse buy of something else

56% of people who bought a newspaper also bought other items as well

Store Types

57% want to read a physical newspaper

38% purchased in supermarkets

62% purchased in other stores

Newspaper purchases **before 8am**:

9% in supermarkets

20% in other stores

Coverage & Availability

Distance between newspaper stores

1 mile	3 miles
87%	**96%**

10,000+ Retailers selling less than five copies of each national title per day

1,600,000+ unsold newspapers per day

Pricing

For every **5-10p** increase over the last three years...

...there has been a **4-9%** decrease in volume.

23% would now not tolerate more than a 5p increase.