Newspaper Ad Effectiveness Norms

	Ad Recall	Reader Actions	Ad Likability
All Display Ads	54%	66%	73%
Circulars	66%	71%	73%

CATEGORY	Ad Recall	Reader Actions	Ad Likability
Accessories	52%	69%	80%
Apparel	53%	67%	75%
Appliances	47%	62%	70%
Area Development	54%	69%	70%
Automotive	51%	65%	72%
Automotive Services	61%	65%	84%
Beauty Supplies	53%	62%	67%
Business Services	52%	66%	77%
Collectibles	61%	53%	65%
Computer & Technology	54%	73%	86%
Coupons	66%	84%	79%
Crafts	60%	72%	73%
Dental Services	52%	66%	63%
Drugs & Remedies	38%	67%	63%
Drug Stores	72%	73%	70%
Education	43%	59%	66%
Electronics	61%	71%	76%
Energy	49%	60%	71%
Eyewear	51%	64%	67%
Finance	48%	65%	72%
General Entertainment	60%	68%	75%
Government	56%	60%	58%
Grocery Stores	67%	80%	81%
Healthcare Services	46%	64%	69%

CATEGORY	Ad Recall	Reader Actions	Ad Likability
Home Furnishings	51%	63%	74%
Home Improvement	48%	65%	72%
Home Services	46%	63%	66%
Hospitals & Clinics	46%	64%	77%
Insurance	51%	63%	72%
Jewelry & Watches	52%	63%	78%
Lawn & Garden	50%	67%	78%
Liquor	59%	67%	71%
Medical Devices	43%	58%	61%
Office Supplies	62%	68%	71%
Professional Services	47%	68%	72%
Real Estate	52%	65%	80%
Residential Services	39%	55%	66%
Restaurants	58%	77%	85%
Retail	60%	71%	75%
Software	50%	70%	80%
Sporting Events	65%	70%	83%
Sporting Goods	57%	63%	69%
Telecommunication	54%	61%	72%
Theatre/Concerts	58%	69%	79%
Tools & Hardware	56%	71%	75%
Transportation & Shipping	53%	58%	66%
Travel	50%	66%	81%
TV & Movies	57%	65%	75%