






## Could you sell more newspapers in your retail newsagency?





### 1. How do you treat newspapers?

		Response Percent	Response Count
Well, as an opportunity product - chasing extra sales.		33.3%	31
Poorly, as a chore or public service only.		9.7%	9
Average - neither exceptional nor poor.		57.0%	53
answered question			93
skipped question			0

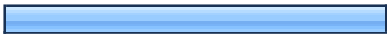


### 2. Would you chase more newspaper sales if publishers supported retail newsagents more?

		Response Percent	Response Count
Yes		86.0%	80
No		14.0%	13
answered question			93
skipped question			0

### 3. Would you chase more newspaper sales if you made more money from them?

		Response Percent	Response Count
Yes		97.8%	91
No		2.2%	2
answered question			93
skipped question			0

#### 4. Do you do anything to make more money from a newspaper customer than the sale of the newspaper itself?

		Response Percent	Response Count
Yes		61.3%	57
No		31.2%	29
Other (please specify)		7.5%	7
		<b>answered question</b>	<b>93</b>
		<b>skipped question</b>	<b>0</b>