

# **The 2021 Minnesota Statewide Readership Survey**

Consumer Insights from the  
Minnesota Newspaper Association






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# Newspaper Readership



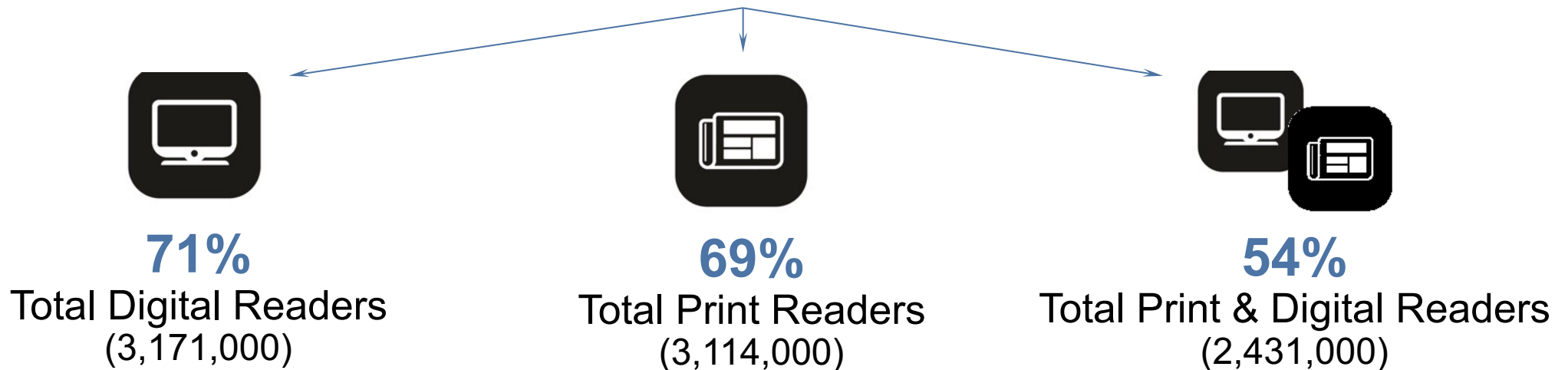
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# Newspaper Readership

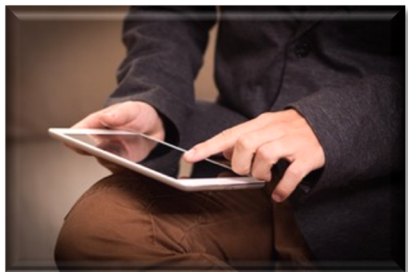


Every Month, Almost **3.9 Million** Active Consumers – or **86%** of Minnesota Adults – Read Local Print or Digital **Newspapers**

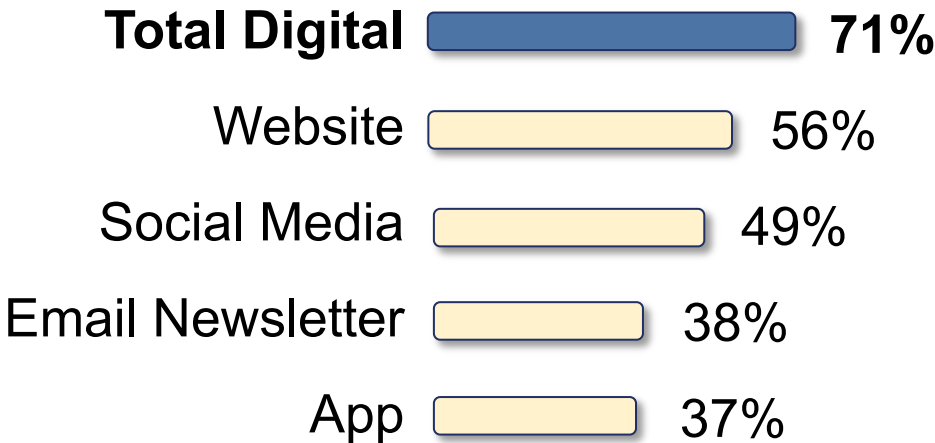




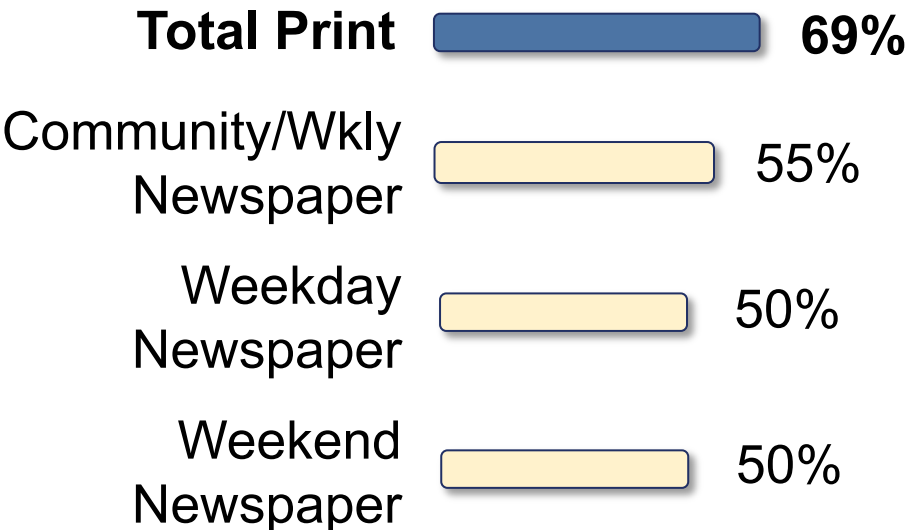
# Print & Digital Audience by Source



## Digital Readership



## Print Readership



# Digital Readership by Device

Almost **six out of ten** Minnesota adults  
(**55%**) access local digital newspaper  
content through a **smartphone**



*Minnesota adults also access digital newspaper content through...*

**41%**

Desktop/Laptop  
Computer

**19%**

iPad/Tablet  
Device

**8%**

Other Internet  
Device





# Newspaper Reader Profile



## The Typical Minnesota Newspaper Reader Is... **Anything But Typical**

- **51%** are **female**, **49%** are **male**
- **78%** are **under** the age of 65
- **68%** of households earn **\$50k+** annually
- **68%** are **homeowners**
- **67%** are **employed**
- **37%** are **college grads** or higher
- **34%** have **children** in the home
- **72%** have lived in the community **5+ years**



# Personal Activities



## Activities participated in on a regular basis

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Walking, jogging, running	2,777,300	62%	90%
Gardening, lawn/other yard work	2,268,400	51%	89%
Hunting, fishing, camping, backpacking	1,396,000	31%	90%
Bicycling	1,326,100	30%	91%
Exercising at a gym or health club	1,279,000	29%	90%
Swimming	891,000	20%	88%
Team sports (basketball, soccer, etc.)	749,400	17%	94%
Volunteer work	719,000	16%	91%
Golfing	676,000	15%	90%
Yoga or Pilates	623,000	14%	87%
Water sports	370,200	8%	91%
Snow skiing or snow boarding	350,100	8%	88%





# Planned Events



## Plan to attend specific events (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Local festival or fair	1,811,300	40%	92%
Bar, night club, comedy club	1,573,000	35%	91%
Zoo, circus, other animal attraction	1,485,200	33%	91%
Music concert	1,384,000	31%	92%
Professional sporting event	1,095,000	24%	94%
High school sporting event	965,000	22%	92%
Art, other museum	890,400	20%	94%
College sporting event	780,000	17%	92%
Stage play, opera, symphony, ballet, etc.	720,300	16%	94%



# **Public Notices & Community Involvement**



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# Public Notices

71%

Of Minnesotans read **public notices** in print or digital **newspapers**



61%

Of Minnesotans believe that publishing **public notices** in newspapers should be **required**

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Yes	61%
Not sure/depends	26%
No	13%

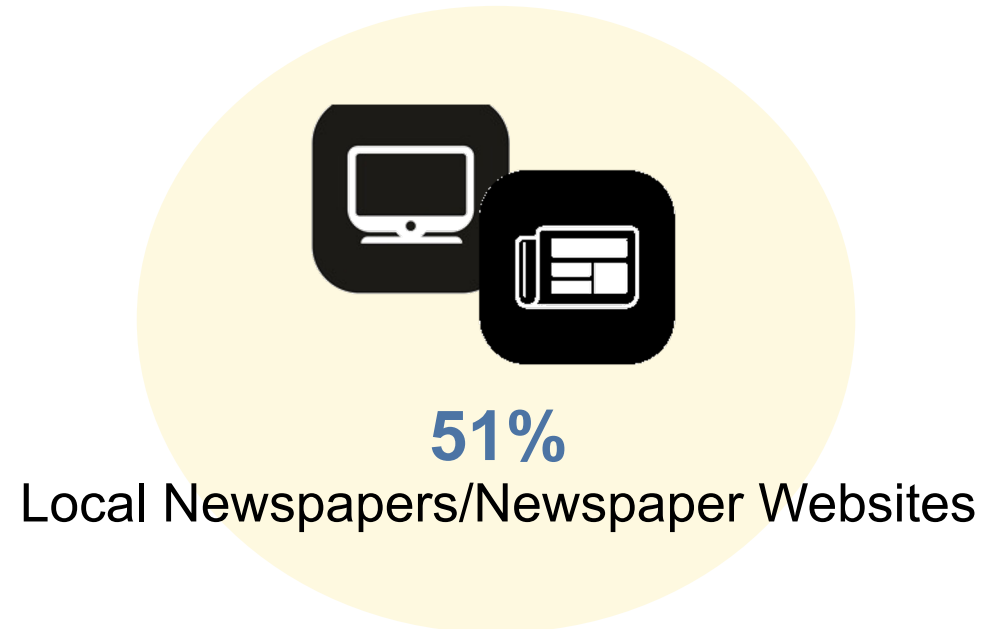
How often do you or other members of your household read public notices in a newspaper or on a newspaper website, such as public notices on tax increases, zoning changes or minutes of local government meetings?

Do you believe that the state and local government should be required to publish such notices in the newspaper on a regular basis as a service to the community?



# Most Relied on Media

**Local newspapers/newspaper websites are relied on more than any other media for information about local government**



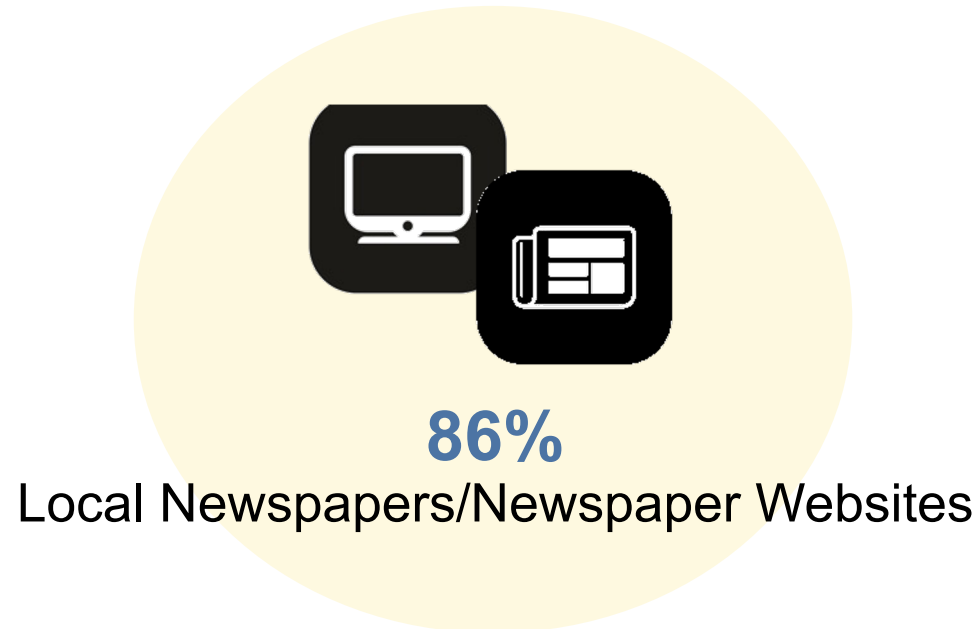
When you are seeking information on city council meetings, public meetings and public notices on such issues as tax increases, zoning changes or minutes of local government meetings, which of the following sources do you most often rely on?





# Most Trusted Source

**Local newspapers/newspaper websites are the most trusted source of information for public notices**



How would you rate your level of trust for each of the sources listed below when it comes to publishing public notices?



# Use of Local Media by Topic

**Minnesota adults** use local newspapers and their websites as a primary source of information about their communities

	Local Newspapers/ Newspaper Websites	Local TV News/ TV Websites	Local Radio/ Radio Websites	Other Online Sources
Schools in the community	40%	27%	9%	24%
Local entertainment & things to do	38%	27%	10%	25%
Local government	37%	34%	8%	21%
Local high school sports	36%	33%	10%	21%
Candidates & ballot issues	34%	38%	9%	19%
Crime & personal safety issues	32%	38%	11%	19%
Healthcare & medical information	25%	34%	10%	31%

We would like to understand which media provides the most useful source of information for various local topics. Please indicate which of the media listed is your primary source for information for each of the topics.



# Community Newspaper Readers Use of Media

**Community newspaper readers use of local newspapers and their websites as a primary source of information about their communities**

	Local Newspapers/ Newspaper Websites	Local TV News/ TV Websites	Local Radio/ Radio Websites	Other Online Sources
Schools in the community	51%	26%	7%	16%
Local government	47%	36%	5%	12%
Local high school sports	47%	29%	9%	15%
Local entertainment & things to do	46%	25%	8%	21%
Candidates & ballot issues	42%	37%	9%	12%
Crime & personal safety issues	42%	38%	9%	11%
Healthcare & medical information	30%	36%	9%	25%

We would like to understand which media provides the most useful source of information for various local topics. Please indicate which of the media listed is your primary source for information for each of the topics.





# Community Involvement

## Newspaper readers are more engaged than the average Minnesotan in their communities

	Minnesota Adults	Newspaper Readers	Newspaper Reach
I feel that I have a responsibility to help shape the future of my community	72%	77%	92%
I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc.	49%	54%	95%
People often turn to me for information about our local community	39%	43%	95%
For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	38%	41%	92%



# Voting & Elected Officials

**Almost 8 out of 10 newspaper readers vote in local elections**



	Minnesota Adults	Newspaper Readers	Newspaper Reach
<b>Vote in state/national elections</b>	81%	84%	88%
<b>Vote in local/school board/city elections</b>	74%	77%	91%

**Newspapers reach more than 9 out of 10 adults who contacted officials**



	Minnesota Adults	Newspaper Readers	Newspaper Reach
<b>Contacted an elected official/ community leader (past 2 years)</b>	35%	39%	91%



# Newspaper Advertising



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# Advertising Importance

**80% of Minnesota adults report that  
“Newspaper advertising is important”**



Minnesota Adults	
Very/Important/Somewhat	80%
Very important	25%
Important	23%
Somewhat important	32%

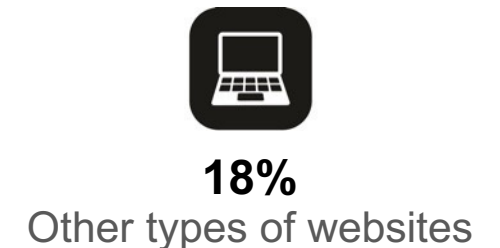
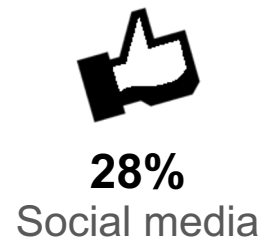
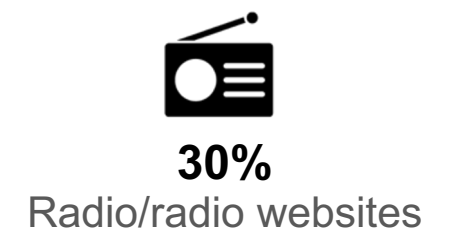
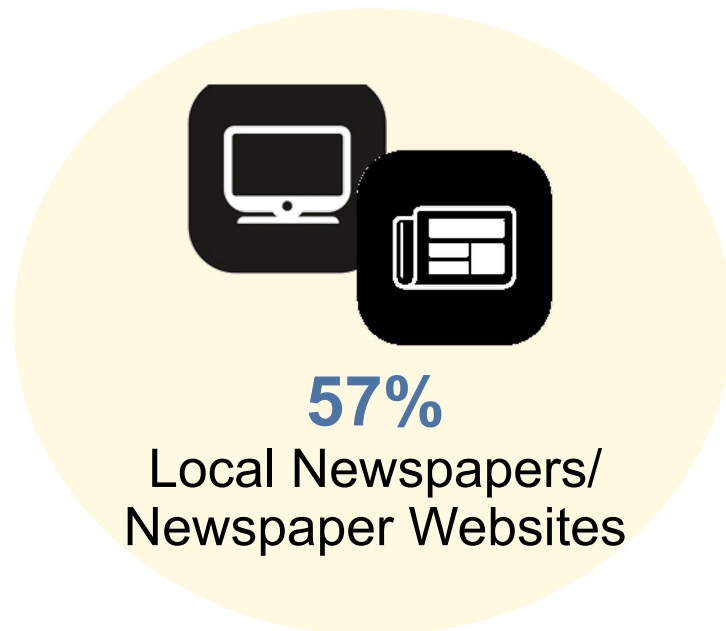
How important is the advertising, including circulars and coupons, that appears in newspapers?





# Advertising Utility

**Almost 6 out of 10 Minnesotans use newspaper advertising to help them decide what brands, products and local services to buy**



We would like to ask you about advertising. Specifically, which of the following types of advertising, if any, help you decide what products/brands to buy, local stores to shop at, or local companies to use for their services?



# Consumer Buying Behavior



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# Key Advertising Categories

## Businesses/products/services plan to visit/shop for/purchase (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Appliances	1,073,800	24%	93%
Automobiles, trucks, SUVs	1,243,100	28%	90%
Banking/financial services	1,924,800	43%	92%
Boats/RVs	344,200	8%	93%
Drug stores	2,198,200	49%	90%
Educational opportunities	590,700	13%	93%
Electronic equipment	1,711,800	38%	90%
Groceries	3,459,400	77%	88%
Gyms/health clubs	890,900	20%	95%
Home furnishings (furniture, rugs, mattresses, etc.)	1,683,700	38%	91%
Home improvement products/services	1,445,700	32%	91%
Home services (pest control, HVAC, cleaning, etc.)	878,400	20%	95%
Jewelry/Watches	592,700	13%	89%
Liquor/wine/beer	2,029,200	45%	91%
Mobile phones/service	1,522,500	34%	89%
Outdoor power equipment (rent or purchase)	1,169,600	26%	92%
Restaurants & bars	2,636,300	59%	88%
Sporting goods	873,800	19%	94%
TV service (cable, satellite, streaming, etc.)	1,522,500	34%	88%



# Professional Services



## Professional services planning to change/shop for (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Auto insurance	1,130,400	25%	92%
Medical/health insurance	867,400	19%	94%
Home insurance	811,400	18%	95%
Dental insurance	647,200	14%	95%
Life insurance	641,400	14%	92%
Financial/investment service	501,900	11%	94%
Legal services	297,000	7%	90%
Mortgage/refinance service	297,000	7%	88%
Income tax provider	189,400	4%	93%

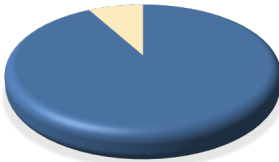




# Home Buyers



**24%** consumers in the market plan to shop for or purchase a home in the next 2 years



**92%** of these potential home buyers are newspaper readers



# Healthcare



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# Medical Specialists

**Medical specialists used by household (past 12 months)  
or plan to use (next 12 months)**

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
<b>Any medical specialist</b>	<b>3,565,000</b>	<b>79%</b>	<b>89%</b>
Dentist/orthodontist	2,398,100	53%	89%
Optometrist/ophthalmologist	1,686,500	38%	88%
Chiropractor	972,800	22%	92%
Dermatologist/skin doctor	885,900	20%	95%
Physical therapist	826,900	18%	93%
Orthopedist/sports medicine doctor	505,800	11%	84%
Hearing specialist/ENT	412,800	9%	94%



# Medical Services



## Health services used by household (past 12 months) or plan to use (next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
<b>Any medical service</b>	<b>3,648,000</b>	<b>81%</b>	<b>88%</b>
Eyeglasses/contacts	2,275,600	51%	86%
Urgent care clinic	1,070,700	24%	90%
Mental health/wellness services	930,100	21%	90%
Hospital overnight stay	595,300	13%	91%
Weight management/nutrition program	406,600	9%	92%
Elective surgery (cosmetic, weight, etc.)	283,200	6%	92%
Hearing aids	262,700	6%	84%
Home health nurse/therapist	258,700	6%	94%
Corrective eye surgery/Lasik	219,300	5%	94%
Other healthcare/medical service	1,703,800	38%	88%





# Retirement/Assisted Living

**Self or Family Member Moved to Retirement Community or Assisted Living Facility (past 12 months)**

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Assisted living facility	306,500	7%	91%
Retirement/senior community	306,400	7%	95%



# COVID Vaccinations

## Vaccination status of self and immediate family members

Yes, I have been vaccinated  
I am planning on getting vaccinated  
Not sure  
No

Minnesota  
Adults (#)

3,209,000  
307,300  
288,100  
681,000

Minnesota  
Adults (%)

72%  
7%  
6%  
15%

Newspaper  
Reach

86%  
97%  
72%  
84%





# Travel Profile



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# Travel Within & Outside Minnesota



## Travel within Minnesota (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
1 or more trips	66%	90%
3 or more trips	28%	89%

## Travel outside Minnesota (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
1 or more trips	64%	88%
3 or more trips	24%	89%



# Reasons for Travel



## Reasons for Travel (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
Visit family/friends	58%	88%
Vacation	50%	88%
Shopping	37%	87%
State and National Parks	23%	89%
Tourist/historical attractions	22%	88%
Theme park, water park, etc.	20%	87%
Sporting event(s)	18%	95%
Concert(s)	16%	94%
Hunting/fishing trip	15%	88%
Stay at a lake resort	14%	92%
Business	10%	96%





# State Destinations



## Specific States Traveled to/Plan to Travel to (past/next 12 months)

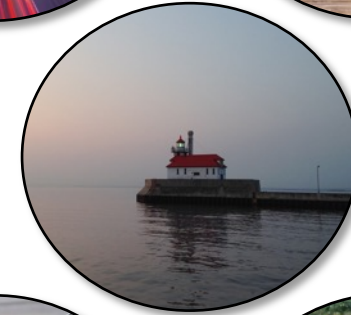
	Minnesota Adults (%)	Newspaper Reach
Wisconsin	40%	88%
Iowa	19%	88%
South Dakota	18%	87%
North Dakota	17%	92%
Illinois	16%	93%
Colorado	13%	85%
Nebraska	10%	83%



# Local Destinations

## Local Destinations Traveled to/Plan to Travel to (past/next 12 months)

	Minnesota Adults (%)	Newspaper Reach
Minneapolis	49%	90%
St. Paul	39%	91%
Duluth	37%	91%
St. Cloud	25%	90%
Rochester	18%	92%
Brainerd/Crosslake	17%	85%
Mankato	14%	83%
Fargo/Moorhead	14%	89%





# Casinos & Lottery

## Visited, or Plan to Visit, a Casino Entertainment Venue (past/next 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Yes, in the past 12 months	1,539,000	34%	90%
Yes, in the next 12 months	978,900	22%	90%

## Purchased Scratch Cards/Played the State Lottery/ Played Electronic Pull Tabs (past 12 months)

	Minnesota Adults (#)	Minnesota Adults (%)	Newspaper Reach
Purchased scratch cards	1,631,000	36%	88%
Played the state lottery	1,546,300	34%	89%
Played electronic pull tabs	616,000	14%	91%



# Survey Methodology



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# Survey Methodology

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- The Minnesota Newspaper Association commissioned Coda Ventures, an independent research and consulting firm, to conduct a survey among Minnesota adults, age 18+
- The survey was designed to measure the demographics, media behavior and purchase intentions of respondents for specific product categories
- The survey was fielded online and respondents were screened by zip code to ensure an accurate representation of urban and rural communities. Additional quotas were set for age and gender to match the demographic composition of the population. The data were weighted and projected to the most recent ESRI census estimates.
- The survey was fielded from September 24 – October 12, 2021
- At the close of the survey, a total of 600 adults participated (Margin of Error: +/- 4%)





# Contact



**For more information about the Minnesota Statewide Readership Survey:**

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