

# NEWSPAPER REACH

**89%** of MN residents have accessed newspapers or their websites during a typical month.



**WEEKDAY NEWSPAPERS** reach **47%** of those w/**\$100k +income** and **54%** of those **over age 65**

**78%** of MN residents access newspapers during a typical week!



**72%** of Minnesotans have web access to newspapers



**56%** have mobile access



**50%** have smart phone access

**WEB ACCESS to newspapers:**

**#1 IN GOOD DEALS**

**39%** named newspapers and their websites as the most useful media in finding good deals.

22% Groupon; 19% Mail; TV 13%; Radio 2%.



**55%** of coupon users expect to find their coupons in newspapers



**38%** of those age 35-49 use newspapers online

Source: Scarborough Custom Minnesota Newspaper Readership Survey, 2013.