

78%

of Minnesotans believe keeping citizens informed by publishing public notices in the newspaper is an important requirement

89%

of Minnesotans have accessed newspaper in print and/or digital format in the past month

No matter what consumers purchase, newspapers have about

90%

of shoppers covered

Nearly three-quarters

74%

of Minnesotans are likely to be coupon users...

and

55%

are likely to get them from newspapers

Well over two-thirds

69%

of Minnesotans, even some non-readers, feel newspaper advertising is very important

**WE ASKED
MINNESOTA
ABOUT
NEWSPAPERS
AND THIS IS
WHAT YOU
HAD TO SAY...**

90%

of overnight travelers in Minnesota read the newspaper

Newspaper is the most preferred source of advertising circulars and

46%

of Minnesotans read through circulars in the Sunday newspaper every time or very often

39%

of Minnesotans say that newspaper and/or newspaper websites are most useful when searching for a good deal

Newspaper websites are especially popular among ages

35-49

& apps among adults ages

18-34