Every month, **86%** of Minnesota adults turn to **local newspapers** for the news, information and advertising that impact their lives

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**878,000** Minnesotans plan to shop for **home services** (*HVAC, plumbing, pest control, etc.*) in the next 12 months

**95%** of these potential shoppers are readers of **Minnesota newspapers**

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**57%** of Consumers Turn to Print or Digital Advertising in Minnesota Newspapers When Deciding Which Brands, Products and Services to Buy

- **51%** TV/TV websites
- **43%** Home delivered ads
- **30%** Radio/radio websites
- **28%** Social media
- **24%** Magazines/magazine websites
- **18%** Other websites

**57%** Local Newspapers/Newspaper Websites

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**80%** **8 out of 10** Minnesota adults believe that **“newspaper advertising is important”**

Source: 2021 Minnesota Market Study conducted by Coda Ventures

For more information, please contact your local newspaper representative