

# The Minnesota Market Study

Consumer Insights from the  
Minnesota Newspaper Association



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# Newspaper Readership



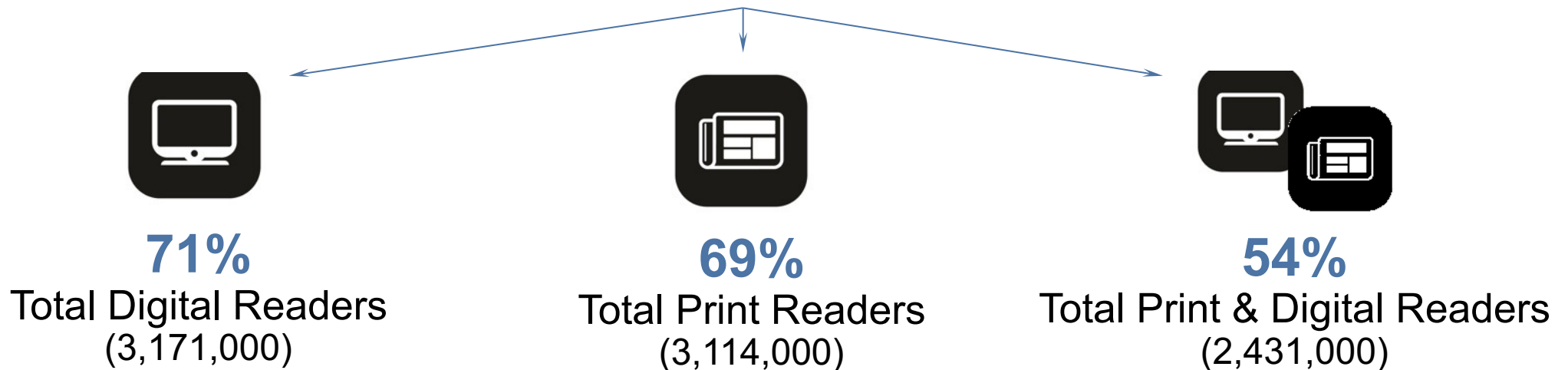
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# Newspaper Readership



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



# 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**



# Newspaper Reliability & Engagement

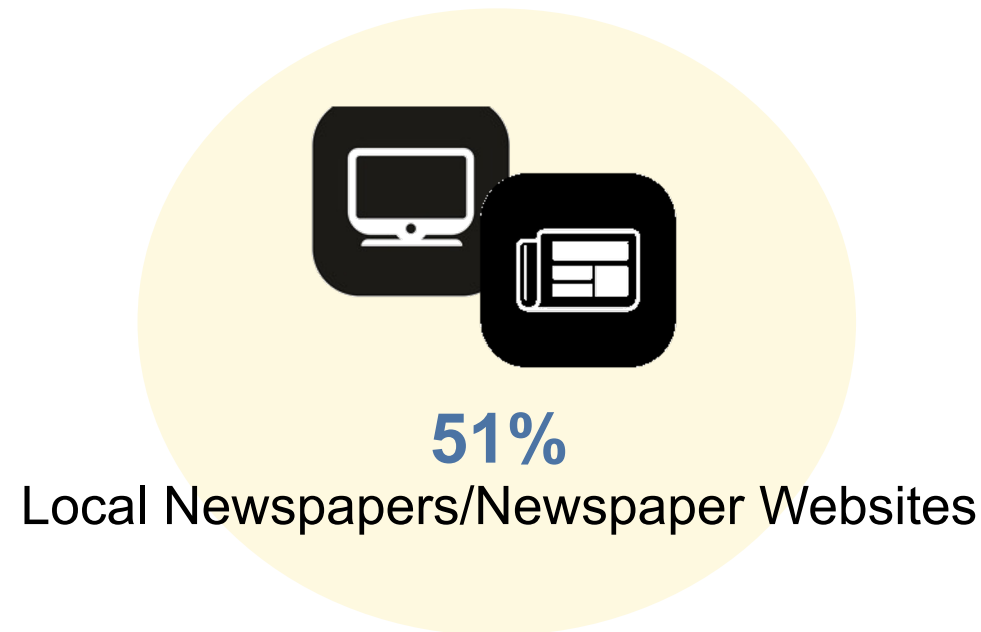


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# Most Relied on Media

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

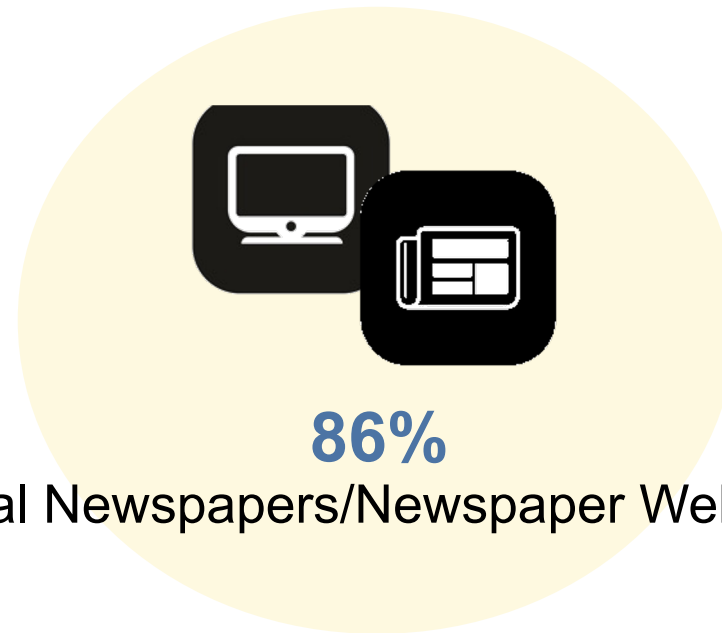


When you are seeking information on city council meetings, public meetings and public notices on such issues as tax increases, zoning changes or minutes of local government meetings, which source do you most often rely on?



# Most Trusted Source

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



Local Newspapers/Newspaper Websites

How would you rate your level of trust for 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%

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%

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%

