

EVERY
MONTH



percent

of Minnesota Adults – Read Local Print or Digital Newspapers



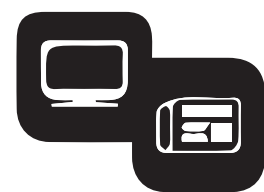
<https://mna.org/readership-survey/>



71%
Total Digital
Readers
(3,171,000)



69%
Total Print
Readers
(3,114,000)



54%
Total Print & Digital
Readers
(2,431,000)



SOURCE: THE MINNESOTA MARKET STUDY, 2021; CONDUCTED BY CODA VENTURES.