

What is **black** and **white**

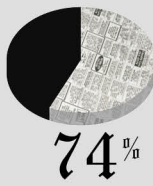
Paper Times

Well over two-thirds of Minnesotans, even some non-readers, feel newspaper advertising is important



Paper Times

Nearly three-quarters of Minnesotans are likely to be coupon users. Where are they likely to get them?



Paper Times

No Matter What Consumers Purchase, Newspapers Have About 90% of Shoppers Covered.



Paper Times

89% of Minnesotans have accessed a newspaper in print and/or digital format in the past month



Paper Times

90% of overnight travelers in Minnesota read the newspaper



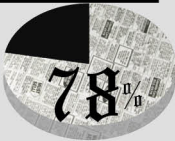
Paper Times

61% of Minnesota adults vote nearly every time



Paper Times

72% of Minnesotans believe keeping citizens informed by publishing public notices in the newspaper is an important requirement



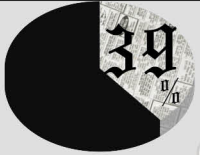
Paper Times

Newspaper is the most preferred source of advertising circulars and 46% of Minnesotans read through the circulars in the Sunday newspaper every time or very often



Paper Times

39% of Minnesotans say that newspapers and/or newspaper websites are most useful when searching for a good deal



Paper Times

Potentially, over one-fourth of Minnesota residents could lose the ability to access public notices if they are exclusively placed on government websites.



Source: Scarborough Custom Minnesota Newspaper Readership Survey, 2013.

AND READ ALL OVER

