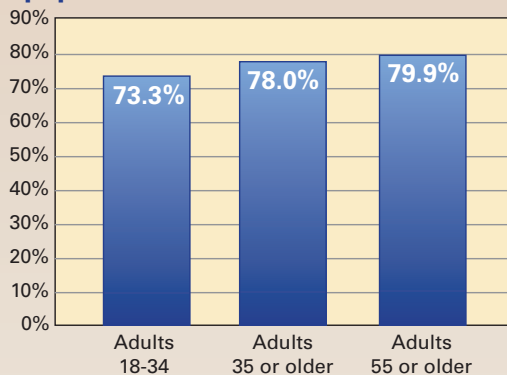


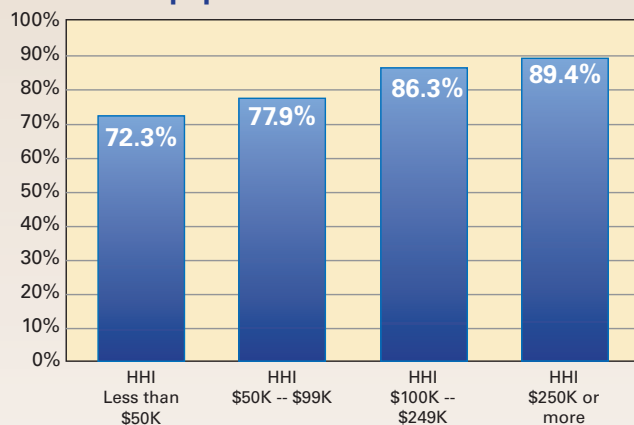
Consumers Connect with Michigan Newspapers

The manner in which consumers read a newspaper may vary from print and online to tablets and smartphones. Recent studies indicate that more than **7 in 10 Michigan adults** have read a newspaper in the past week, making newspapers, in any format, an important vehicle to reach a desirable audience.

Newspapers in MI Attract Readers of All Ages¹



Newspaper Readers in MI Are Affluent¹



NEWSPAPERS BY THE NUMBERS

- **77% of Michigan adults 18+** read a daily, Sunday, non-daily or e-edition newspaper, or visited a newspaper website in the past week.¹
- **Nine out of ten newspaper readers (91%)** report that they take action after reading or looking at inserts.²
- **Eight in ten (79%) of newspaper readers** took action as a result of reading a newspaper ad in the past 30 days.³

NEWSPAPERS CONNECT WITH CONSUMERS

- **Seven in ten adults 18 and older** cite the newspaper as their preferred source for coupons.³
- Consumers find newspapers **the best medium** for bringing sales to their attention.³
- **Adults 18+** identify newspapers as the most believable and trustworthy medium.³

For more information contact:

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Sources:

¹2016 Release 1 Nielsen Scarborough Research. Copyright 2016 Scarborough Research. All rights reserved;

²Coda/Triad Newspaper Insert Study

³NAA How America Shops and Spends