

NEWSPAPERS

Outperform Cable Television in Michigan

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More adults in Michigan read a newspaper than watch news networks* on cable television.¹

 Nearly **7 in 10**

 Less than **4 in 10**

Newspapers are the most trusted media source.²

Adults, across all generations, identify newspapers as their most trusted source of news and information – ahead of television.

Newspapers are the preferred source of shopping information over television.³

47% of adults in Michigan choose newspapers for shopping information.



Michigan adults make more purchases as the result of newspaper ads than television ads.³

43.3% Only 43.3% of U.S. adults purchased or sought out information about a product as the result of a television ad⁶

65% of U.S. adults say television ads are intrusive, and **42%** feel unfavorably about them³

Cord Cutting is Increasing.

25% of all U.S. households have eliminated cable or satellite television services.⁴

61% of new cord cutters will be married.⁵

56% of new cord cutters still have children under 18 in their home.⁵

54% of new cord cutters will have household income over \$75,000.⁵



Top 5 Frustrations Driving Cord Cutting⁶

1. Not getting competitive, reasonable rates/pricing
2. Having to pay for channels/content not watched
3. Being nickel and dimed with multiple fees and charges
4. Can no longer afford paid television/it was too expensive
5. New customers get better deals than existing ones