

NEWSPAPERS

Outperform Radio in Michigan

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More adults in Michigan read a newspaper than listen to morning drive time radio.¹



79% Eight in 10 newspaper readers took action as a result of reading a newspaper ad in the past 30 days⁵

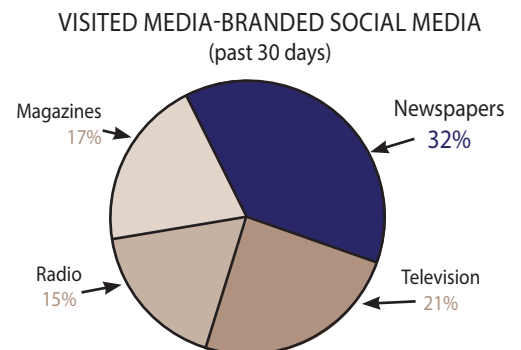
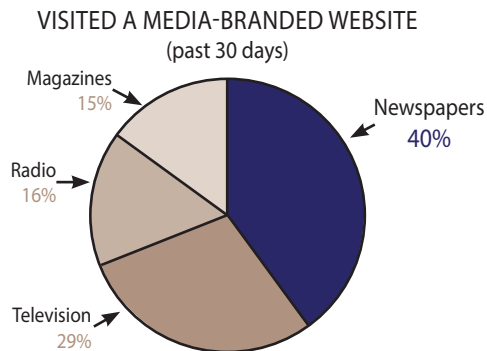
Newspapers are the most trusted media source.²

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

40.9% Only 40.9% of U.S. adults purchased or sought out information about a product as the result of a radio ad.⁶

66% of U.S. adults say music streaming ads are intrusive, and **40%** feel unfavorably about them.³

Digital media users rely on newspaper-branded websites and social media, over radio-branded properties, for local market news.⁴



Sources: ¹2017 Release 2 Nielsen Scarborough Report. Copyright 2018 Scarborough Research. All rights reserved; ²Triad/Coda Ventures - The Newspaper Generation Study; ³Morning Consult; ⁴AMG/Parade Local Knowledge Survey; ⁵NAA; ⁶Pulse of America 2018