



Data-Driven Revenue

Marianne Grogan • Coda Ventures

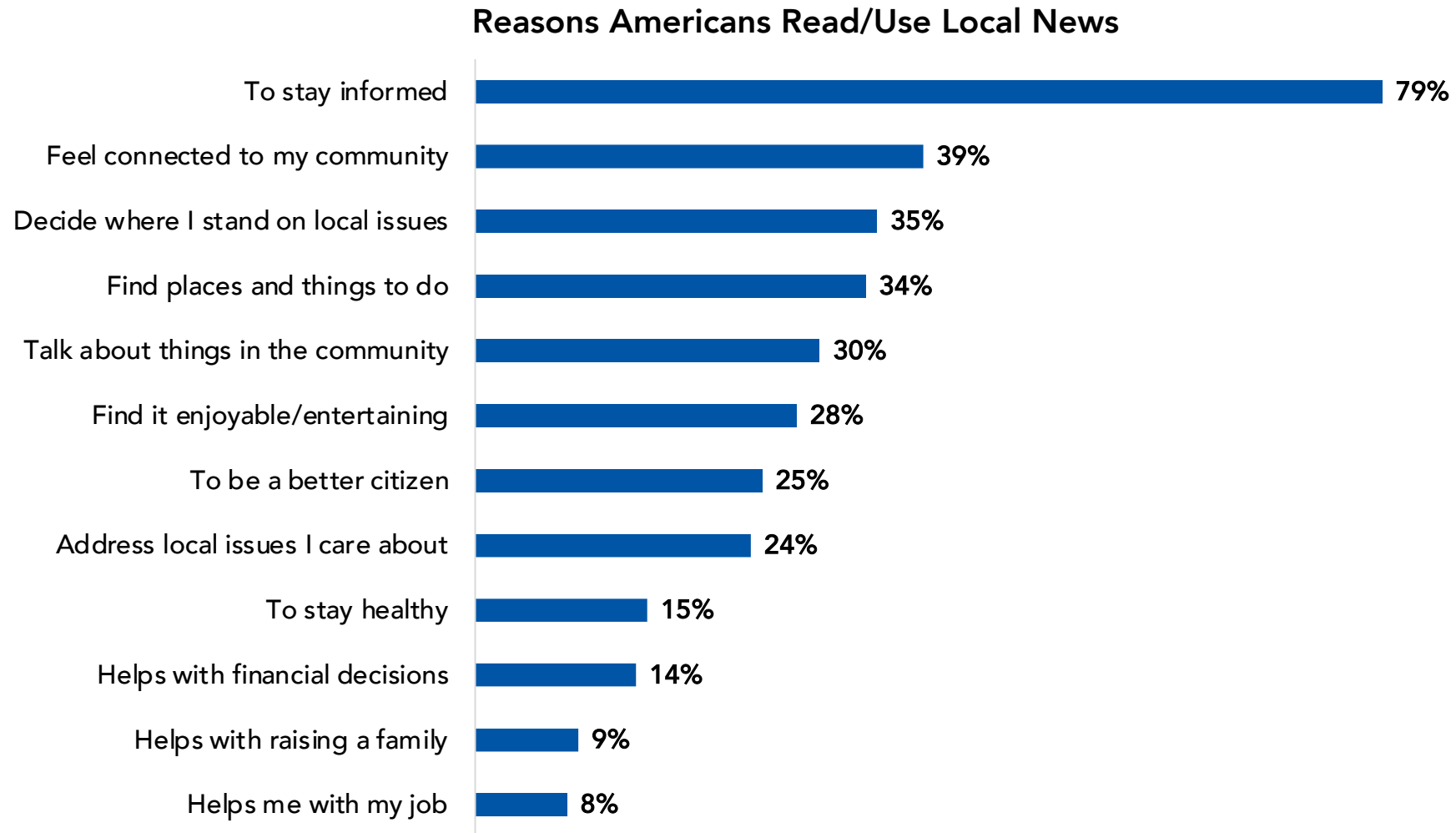
2023 Local Newspaper Study

*A National Survey
Commissioned by*

America's 
Newspapers



Americans overwhelmingly rely on local news "to stay informed" about their local communities



The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z
(18-24)

- #1 To stay informed (70%)
- #2 To feel connected to my community (34%)

Millennials
(25-39)

- #1 To stay informed (78%)
- #2 To feel connected to my community (34%)

Gen X
(40-59)

- #1 To stay informed (81%)
- #2 To feel connected to my community (44%)

Boomers
(60-74)

- #1 To stay informed (82%)
- #2 To feel connected to my community (40%)

Silent Gen
(75+)

- #1 To stay informed (80%)
- #3 To feel connected to my community (38%)

"To be a better citizen"

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z
(18-24)

- #1 To stay informed (70%)
- #2 To feel connected to my community (34%)
- #3 **To be a better citizen (32%)**

Millennials
(25-39)

- #1 To stay informed (78%)
- #2 To feel connected to my community (34%)

Gen X
(40-59)

- #1 To stay informed (81%)
- #2 To feel connected to my community (44%)

Boomers
(60-74)

- #1 To stay informed (82%)
- #2 To feel connected to my community (40%)

Silent Gen
(75+)

- #1 To stay informed (80%)
- #3 To feel connected to my community (38%)

"To be a better citizen"

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #3 To feel connected to my community (38%)

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%) #3 Talk about things in the community (32%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #3 To feel connected to my community (38%)

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%) #3 Talk about things in the community (32%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #2 Decide where I stand on local issues (46%) #3 To feel connected to my community (38%)

**"Decide where I stand
on local issues"**



8 out of 10 Americans (218 million)

Access news and information from
their **local newspapers** every month



What is a newspaper?



The community newspaper keeps the town **informed** on elected officials' **meetings**, local acts of **heroism**, and, of course, the high school **sports** teams.

Inside each issue is a **beautiful microcosm** of the **culture** of any town – large or small.

Your local newspaper also keeps the citizenry informed on the **critical** happenings of local government. ”

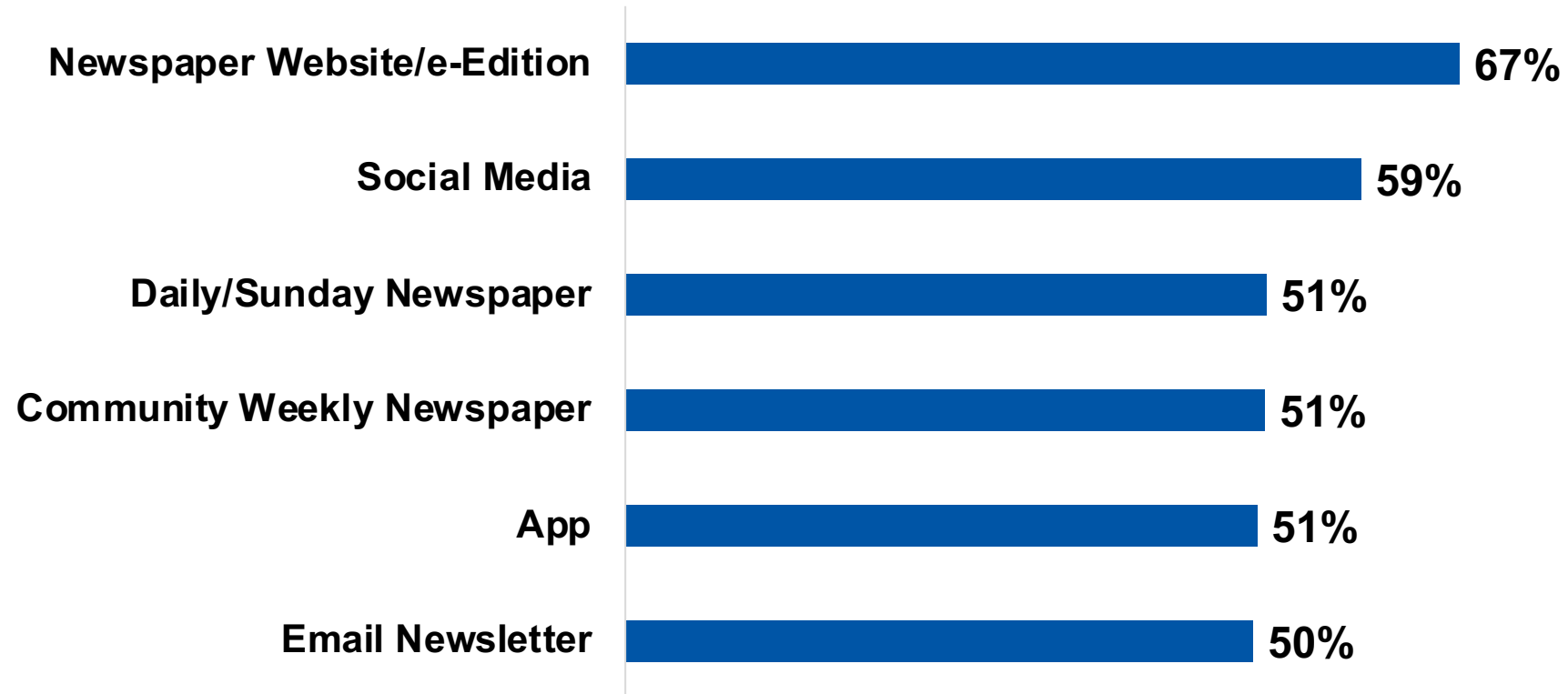


Americans define a **"newspaper"** as the media they rely on for important community news and information that directly impact their lives.

They do not define a newspaper by how they "deliver" the news.



How Americans **access** newspaper content



How Americans access newspaper content

- 1 Newspaper website
- 2 Social media
- 3 Daily/Sunday newspaper
- 4 App
- 5 Weekly newspaper
- 6 Email newsletter

How Americans prefer to access newspaper content

- 1 Website with daily news updates
- 2 Breaking news email/text alerts
- 3 Social media
- 4 Daily/Sunday newspaper
- 5 Daily email newsletter
- 6 Weekly newspaper

**#1 preferred platform
for newspaper content
by generational group**

Gen Z
(18-24)

Social media

Millennials
(25-39)

Social media

Gen X
(40-59)

*Website with daily
local news*

Boomers
(60-74)

*Website with daily
local news*

Silent Generation
(75+)

*Home delivered daily
newspaper*

Local newspapers and newspaper websites are relied on over other media for a broad range of local news content

Newspapers/Newspaper Websites Rank #1 for...

- Community news
- Local events
- Local things to do
- Local businesses
- Local schools
- Local high school/college sports
- Local announcements
- Local job postings
- Local religion/churches

Local TV/TV Websites Rank #1 for...

- Local crime/personal safety
- Local government
- Local weather forecasts
- Local candidates and ballot issues
- Local medical/health information

Social Media Ranks #1 for...

- Local restaurants and bars

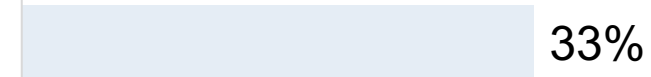
**Local radio/radio websites – no top-ranking local news topics*

Newspapers are trusted as American's "**most accurate and reliable source of original news reporting**"

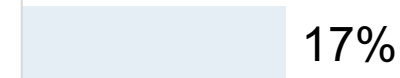
Local newspaper/newspaper websites



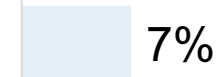
Local TV/TV websites



Social media



Local radio/radio websites



74% of Americans believe that it is **very important** to have a **local newspaper** provide them with community news and information

"I can't answer that because we don't have a newspaper anymore. I wish we did. I liked having one."

- Allegan County



Newspaper Readers Speak Out

Americans believe that local newspapers play a critical role in the **vitality** and **wellbeing** of their communities, and they want even **more local news**.

"We live in a small town so not much goes on. I would like information on the businesses that are moving in and information about the new ones that have opened."

St. Joseph County

Americans want their newspaper content delivered **digitally** – via timely, updated **websites**, email/text **alerts**, and most importantly, **social media**.

“Provide more information through websites and social media and provide news of what’s happening. Also tell us what needs to happen to make the community better.” Wayne County

Americans believe that local newspapers
need to **market themselves better!**

*“I feel like our local newspaper is pretty popular.
They need a better social media presence.”*

Livingston County

Newspapers make a *difference*.

The study shows that while local newspapers have challenges, they are **uniquely positioned** to deliver the local news and information that Americans want... and in the ways they want it.



Community News and Small Business Support Act

H.R. 4756 • 118th Congress

Sponsored by Rep. Claudia Tenney (R-NY) and Rep. Suzan DelBene (D-WA)

Tenney-DelBene Bill

Two components

- Allows local news-journalist employers a **payroll credit** for wages paid to local news journalists.
- Allows small businesses (<50 employees) a **tax credit** for amounts paid for advertising in a local newspaper or through a radio or television station serving a local community.

Tenney-DelBene Bill

The bill is Bipartisan!

Republican Sponsor

10 Republican Cosponsors

11 Democrat Cosponsors



Tenney-DelBene Bill

The bill will provide significant support!

Local Newspapers

Year one: Receive up to \$25,000 per newsroom employee (half of first \$50,000 of compensation)

- Years 2 – 5: Receive up to \$15,000 per newsroom employee
- Total value: Up to \$85,000

Local Businesses (<50 employees)

- Year one: Receive a \$5000 advertising credit
- Year 2-5: Receive a \$2500 advertising credit



The Health of Local Newspapers Study

Directional research study to take a snapshot of the current, and near term, outlook for local newspapers.

Completely Confidential

Directional information

Results used in the industry's advocacy effort

Go to newspapers.org to take the survey

The Michigan State Study

Consumer Insights from the Michigan Press Association



Survey Methodology

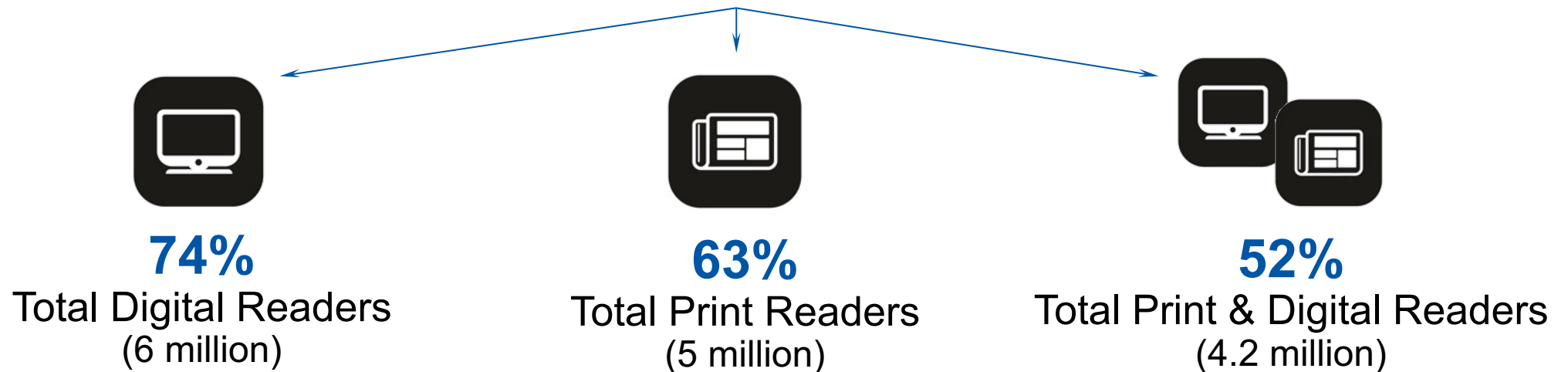
- The Michigan Press Association commissioned Coda Ventures, an independent research and consulting firm, to conduct a survey among Michigan adults, age 18+.
- The survey was designed to measure the demographics, media behavior and purchase intentions of respondents for specific product categories.
- The survey was fielded online and respondents were screened by zip code to ensure an accurate representation of urban, suburban and rural communities. Additional quotas were set for age, gender, education and race to match the demographic composition of the population. The data were weighted and projected to the most recent ESRI census estimates.
- The survey was fielded from June 21 – July 16, 2023.
- At the close of the survey, a total of 605 adults participated. (Margin of Error: +/- 4%)



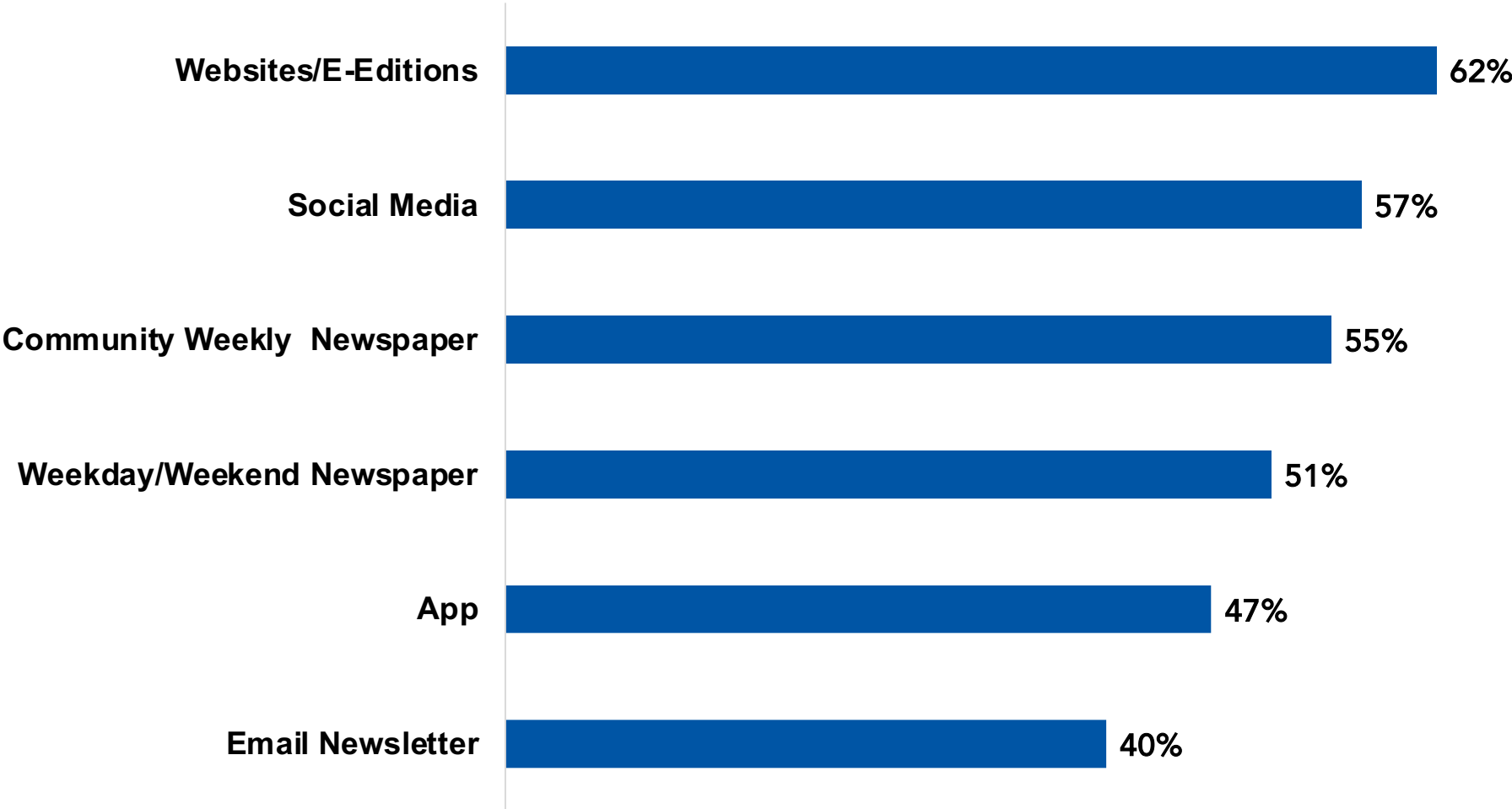
Newspaper Readership



Every Month, **85%** of Michigan Adults Read Local Print or Digital **Newspapers**

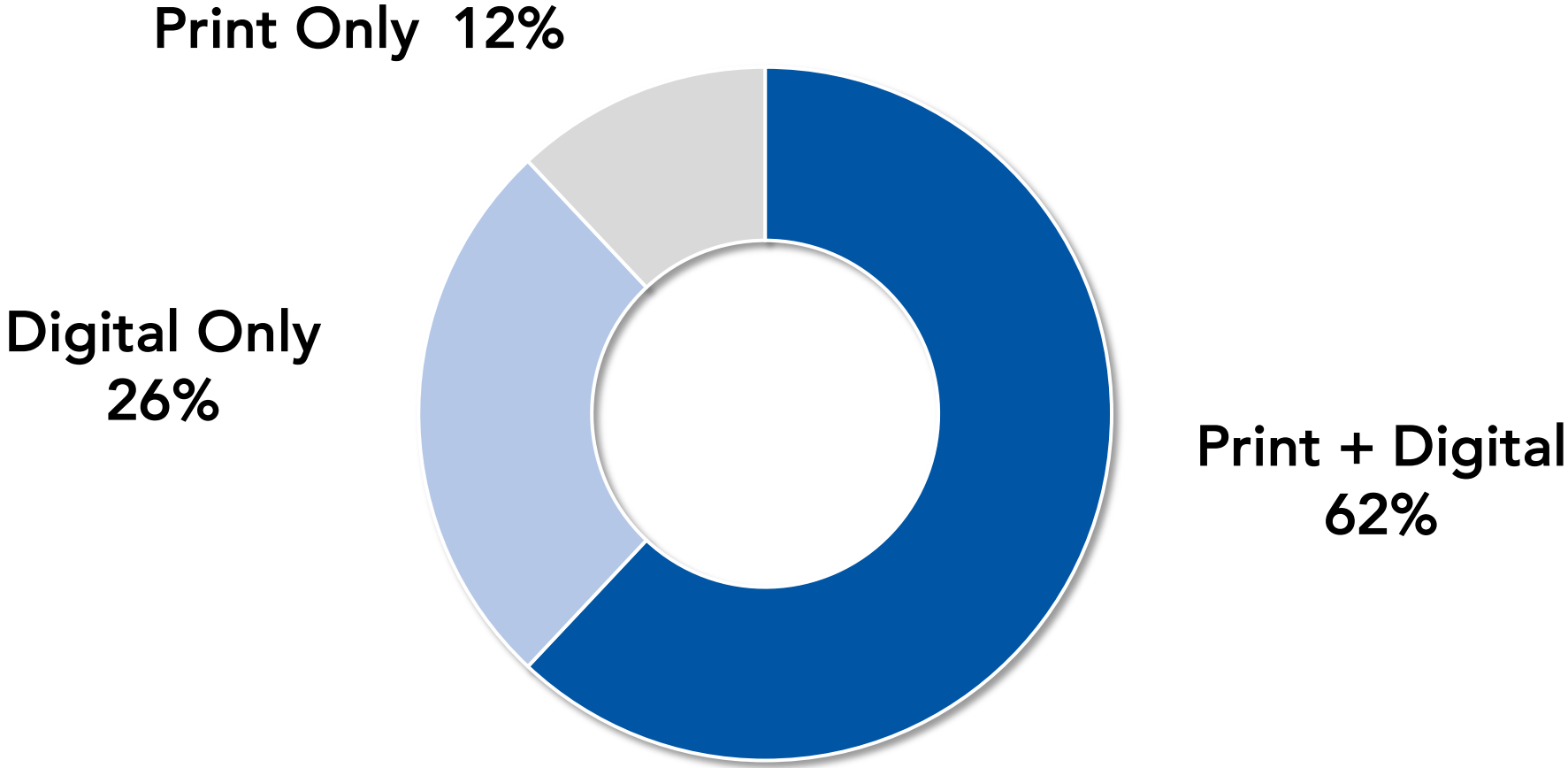


Platforms Accessed for Newspaper Information



Source: The Michigan State Study, 2023; Conducted by Coda Ventures Base: Total adults; multiple responses

How Newspaper Readers Access Content



Digital Readership by Device

More than **6 out of 10** Michigan adults (**64%**) access local digital newspaper content through a **smartphone**



Michigan adults also access digital newspaper content through...

39%

Desktop/Laptop
Computer

19%

iPad/Tablet
Device

7%

Other Internet
Device

Newspaper Reader Profile



The Typical Michigan Newspaper Reader Is... **Anything But Typical**

- **47%** are male, **53%** are female
- **77%** are under the age of 65
- **51%** of households earn **\$50k+** annually
- **63%** are homeowners
- **56%** are employed
- **64%** are college educated
- **31%** have children in the home
- **70%** have lived in the community **5+ years**

Community Newspaper Readers Use of Media

Community weekly newspaper readers use local newspapers and their websites as a primary source of information about their communities

	Local Newspapers/ Newspaper Websites	Local TV News/ TV Websites	Local Radio/ Radio Websites	Other Online Sources
Local government	58%	27%	7%	8%
Local entertainment & things to do	57%	22%	12%	9%
Local high school sports	57%	27%	9%	7%
Schools in the community	55%	28%	8%	9%
Candidates & ballot issues	50%	34%	4%	12%
Crime & personal safety issues	45%	40%	7%	8%
Healthcare & medical information	34%	35%	6%	25%

We would like to understand which media provides the most useful source of information for various local topics. Please indicate which of the media listed is your primary source for information for each of the topics.

Community Involvement

Newspaper readers are more engaged in their communities than non-newspaper readers

	Newspaper Readers	Non-Newspaper Readers
I feel that I have a responsibility to help shape the future of my community	91%	71%
I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc.	65%	40%
For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	46%	28%
People often turn to me for information about our local community	43%	18%

Voting & Elected Officials

More than 9 out of 10 newspaper readers vote in local elections



	Michigan Adults	Newspaper Readers	Non-Newspaper Readers
Vote in state/national elections	80%	82%	69%
Vote in local/school board/city elections	91%	93%	78%

Newspapers reach almost 9 out of 10 adults who contacted officials



	Michigan Adults	Newspaper Readers	Non-Newspaper Readers
Contacted an elected official/ community leader (past 2 years)	38%	42%	17%

Voting Information Sources

Local newspapers/newspaper websites are relied on and trusted by Michigan adults for information about voting and elections

	Used Often	Used Somewhat	Did Not Use
Local newspapers/newspaper websites	34%	40%	26%
Word of mouth (family, friends, co-workers, etc.)	30%	46%	24%
Local TV	27%	40%	34%
Social media	29%	31%	40%
State/county/city election websites	22%	38%	40%
Local radio	14%	28%	58%
Direct mail (delivered to your home)	17%	38%	45%
Podcasts	10%	18%	72%

Public Notices



88%

Believe that publishing **public notices** in newspapers should be **required**

Do you believe that the state and local government should be required to publish such notices in the newspaper on a regular basis as a service to the community?

Citizens Speak Out about Public Notices

*“Local newspapers are a very **reliable** source of information, and one that many people still regularly use... **not everyone uses the internet.**”*

*“I think public notices should be published in **multiple locations** in print and online to give citizens the best chance of accessing them in the media that they **trust.**”*

*“People should have the **right** to get this information freely, quickly and easily. I think the paper is a **great place** for information like this and the **newspaper websites** too. Most people won’t know what website to go to for their local government.”*

*”I simply **trust** the **local newspaper** more than my local government. Not to mention, this is how it’s been done for over 200 years. It makes **no sense to change it.**”*

*“Newspapers should **continue** to provide public notice information. Only having government sites post the news makes me **uneasy.**”*

Newspaper Advertising





**“In God We Trust...
All Others Must Bring Data.”**

W. Edwards Deming
American Author, Statistician, Management Consultant

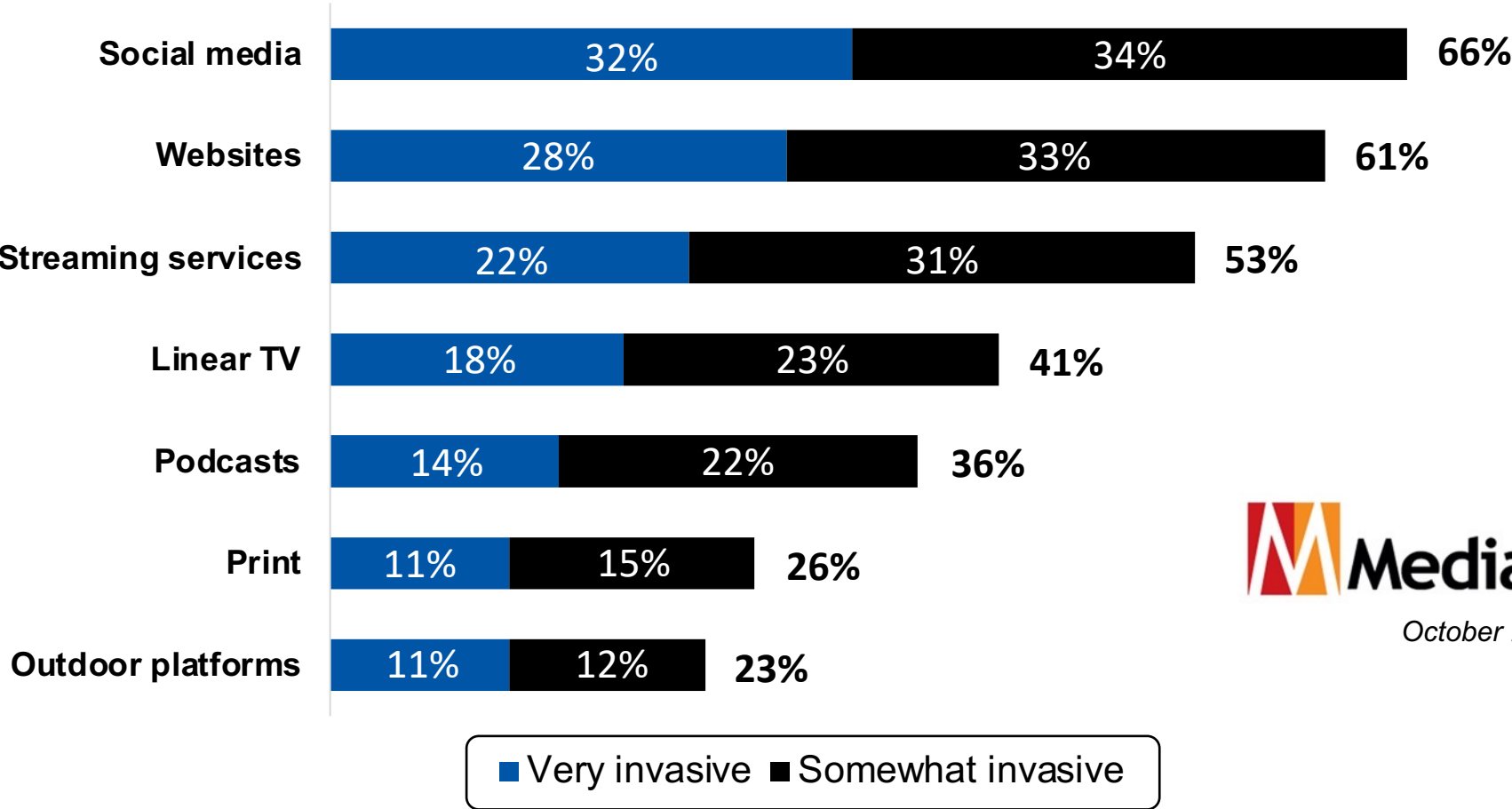
Advertising Importance



80% of Michigan adults report that
“Newspaper advertising is important”

How important is the advertising, including circulars and coupons, that appears in newspapers?

Invasiveness of Advertising by Media



October 22, 2021

Reasons for Reading Newspaper Advertising

Almost 8 out of 10 Michigan adults (76%) read advertisements in local newspapers

	Michigan Adults
I am interested in information about a product or service	42%
I think these advertisements are informative and relate to my needs and interests	36%
I am interested in purchasing the product or service	28%

Why do you look at/read the advertising in your local newspaper?



Advertising Actions Taken



Specific actions taken as a result of reading advertising in a print or digital edition of a Michigan local newspaper

Newspaper Readers

Visit a store, dealer or other location	46%
Search online for more information	45%
Save ad for future reference	42%
Visit the advertiser's website	38%
Purchase the product or service	30%
Share/recommend the product or service	22%
Ask someone about the product or service	19%
Share or post about it on social media	11%

Advertising Utility

More than 6 out of 10 Michigan adults use newspaper advertising to help them decide what brands, products and local services to buy



58%

TV/TV websites



46%

Home delivered ads



33%

Social media



33%

Radio/radio
websites



22%

Magazines/
magazine websites

We would like to ask you about advertising. Specifically, which of the following types of advertising, if any, help you decide what products/brands to buy, local stores to shop at, or local companies to use for their services?

Key Advertising Categories

Businesses/products/services plan to visit/shop for/purchase (next 12 months)



	Michigan Adults (#)	Newspaper Readers	Non-Newspaper Readers
Appliances	2,415,000	33%	12%
Automobiles, trucks, SUVs	2,048,000	28%	15%
Banking/financial services	3,581,100	46%	38%
Boats and RVs	360,000	4%	5%
Drug stores	4,843,000	63%	46%
Educational opportunities	1,001,000	13%	9%
Electronic equipment	3,185,300	43%	23%
Groceries	6,985,000	89%	80%
Gyms/health clubs	1,527,100	21%	8%
Home furnishings (furniture, rugs, mattresses, etc.)	2,831,000	38%	22%
Home improvement products/services	2,884,400	39%	19%
Home services (pest control, HVAC, cleaning, etc.)	1,614,000	22%	11%
Jewelry/Watches	1,008,000	14%	3%
Liquor/wine/beer	3,041,000	40%	29%
Mobile phones/service	3,823,000	52%	27%
Outdoor farm/power equipment (rent or purchase)	1,847,000	25%	10%
Restaurants & bars	4,892,000	64%	47%
Sporting goods	1,687,000	22%	16%
TV service (cable, satellite, streaming, etc.)	3,639,000	47%	35%
Vehicle maintenance (tires, batteries, oil change, etc.)	4,224,000	55%	42%

Professional Services



Professional services planning to change/shop for (next/past 12 months)

	Michigan Adults (#)	Newspaper Readers	Non-Newspaper Readers
Auto insurance	1,991,000	25%	25%
Medical/health insurance	1,297,000	18%	8%
Home insurance	1,221,100	16%	9%
Dental insurance	1,163,000	15%	9%
Life insurance	1,037,000	14%	9%
Financial/investment service	822,000	11%	4%
Income tax provider	686,100	9%	7%
Mortgage/refinance service	542,000	7%	3%
Legal services	358,300	5%	2%

Medical Specialists

Medical specialists used by household (past 12 months) or plan to use (next 12 months)

	Michigan Adults (#)	Newspaper Readers	Non-Newspaper Readers
Dentist/orthodontist	5,025,000	64%	55%
Optometrist/ophthalmologist	3,039,000	39%	32%
Dermatologist/skin doctor	1,538,000	21%	9%
Physical therapist	1,314,300	18%	8%
Chiropractor	1,271,000	17%	10%
Hearing specialist/ENT	683,000	9%	8%
Orthopedist/sports medicine doctor	671,200	9%	7%



Turning Local Market Insights Into Ad Revenue for Your Newspaper

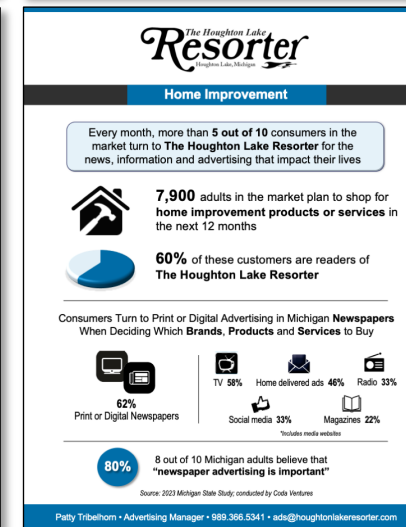
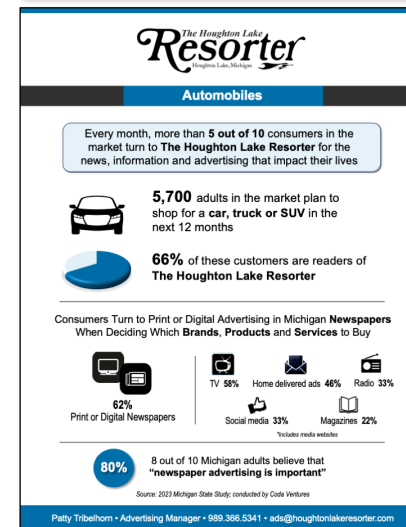
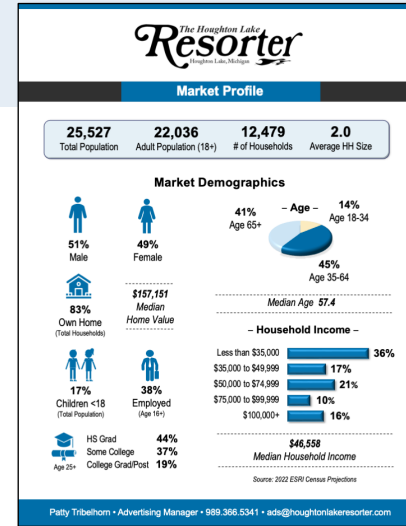




Custom Sales Sheets for MPA Members

Newspaper Sales Sheets

- Market Profile
- Audience Profile
- Category Sales Sheets
(5 categories that you choose)





Custom Sales Sheets for MPA Members

Market Profile

- Market size
- Demographic composition

Market Profile

25,527 <small>Total Population</small>	22,036 <small>Adult Population (18+)</small>	12,479 <small># of Households</small>	2.0 <small>Average HH Size</small>
--	--	---	--

Market Demographics

51%
 Male

49%
 Female

83%
 Own Home
(Total Households)

17%
 Children <18
(Total Population)

38%
 Employed
(Age 16+)

HS Grad **44%**
 Some College **37%**
 College Grad/Post **19%**
Age 25+

\$157,151
 Median
 Home Value

– Age –

41% Age 65+ **45%** Age 35-64 **14%** Age 18-34

Median Age 57.4

– Household Income –

Less than \$35,000		36%
\$35,000 to \$49,999		17%
\$50,000 to \$74,999		21%
\$75,000 to \$99,999		10%
\$100,000+		16%

\$46,558
 Median Household Income

Source: 2022 ESRI Census Projections

Patty Tribelhorn • Advertising Manager • 989.366.5341 • ads@houghtonlakeresorter.com



Custom Sales Sheets for MPA Members

Audience Profile

- Total newspaper reach
- Breakout of print and digital delivery channels
- Target reach for key demos
- Reliance and importance of newspaper advertising

The infographic for The Houghton Lake Resorter provides a detailed audience profile. It features a blue header with the newspaper's name and logo. Below this, a dark blue bar contains the title 'Audience Profile'. The main content is white with blue text and icons. It starts with a key message about the newspaper's reach, followed by a summary of total reach. A row of five icons represents different platforms: Print Readers (8,000), E-Edition Subscribers (715), Unique Monthly Website Visitors (28,000), Social Media Followers (10,000), and e-Newsletter Subscribers (2,150). Another section highlights that the print and digital editions reach advertising prospects, with a row of six icons representing demographic groups: Age 18-34 (56%), Age 35-64 (54%), Age 65+ (51%), Homeowners (57%), HHI \$50k+ (59%), Children at Home (58%), and In Community 5+ Years (54%). Two circular callouts at the bottom show that 80% of people believe newspaper advertising is important and 62% use newspaper ads to make buying decisions. The source is cited as a 2023 Michigan State Study by Coda Ventures. The footer includes contact information for Patty Tribelhorn, Advertising Manager.

The Houghton Lake Resorter
Houghton Lake, Michigan

Audience Profile

The Houghton Lake Resorter is the market's go-to source for local news and information, reaching more than **5 out of 10** consumers every month

The Houghton Lake Resorter reaches **11,240** active and engaged consumers across the newspaper's print or digital platforms

8,000 Print Readers	715 E-Edition Subscribers	28,000 Unique Monthly Website Visitors	10,000 Social Media Followers	2,150 e-Newsletter Subscribers
-------------------------------	-------------------------------------	--	---	--

The print and digital editions of The Houghton Lake Resorter **reach** your most lucrative **advertising prospects**

56% Age 18-34	54% Age 35-64	51% Age 65+	57% Homeowners	59% HHI \$50k+	58% Children at Home	54% In Community 5+ Years
-------------------------	-------------------------	-----------------------	--------------------------	--------------------------	--------------------------------	-------------------------------------

80% Believe that "newspaper advertising is important"

62% Use newspaper ads to make important buying decisions

Source: 2023 Michigan State Study, conducted by Coda Ventures

Patty Tribelhorn • Advertising Manager • 989.366.5341 • ads@houghtonlakeresorter.com



Custom Sales Sheets for MPA Members


5 Category Sales Sheets


- Individual category focus
- Potential size of buyers
- Targeted reach of prospects
- Reliance and importance of newspaper advertising

The Houghton Lake Resorter
Houghton Lake, Michigan







Automobiles

Every month, more than **5 out of 10** consumers in the market turn to **The Houghton Lake Resorter** for the news, information and advertising that impact their lives

 **5,700** adults in the market plan to shop for a **car, truck or SUV** in the next 12 months

 **66%** of these customers are readers of **The Houghton Lake Resorter**

Consumers Turn to Print or Digital Advertising in Michigan Newspapers When Deciding Which **Brands, Products** and **Services** to Buy

 62% Print or Digital Newspapers	 TV 58%	 Home delivered ads 46%	 Radio 33%
	 Social media 33%	 Magazines 22%	

*Includes media websites

80% 8 out of 10 Michigan adults believe that **"newspaper advertising is important"**


Source: 2023 Michigan State Study, conducted by Coda Ventures


Patty Tribelhorn • Advertising Manager • 989.366.5341 • ads@houghtonlakeresorter.com

The Houghton Lake Resorter
Houghton Lake, Michigan







Home Improvement

Every month, more than **5 out of 10** consumers in the market turn to **The Houghton Lake Resorter** for the news, information and advertising that impact their lives

 **7,900** adults in the market plan to shop for **home improvement products or services** in the next 12 months

 **60%** of these customers are readers of **The Houghton Lake Resorter**

Consumers Turn to Print or Digital Advertising in Michigan Newspapers When Deciding Which **Brands, Products** and **Services** to Buy

 62% Print or Digital Newspapers	 TV 58%	 Home delivered ads 46%	 Radio 33%
	 Social media 33%	 Magazines 22%	

*Includes media websites

80% 8 out of 10 Michigan adults believe that **"newspaper advertising is important"**

Source: 2023 Michigan State Study, conducted by Coda Ventures

Patty Tribelhorn • Advertising Manager • 989.366.5341 • ads@houghtonlakeresorter.com

Summary

Print and digital newspapers provide **broad reach** of your **local market**

Newspaper readers are local **opinion leaders** and **community influencers**

Newspapers deliver **active consumers** that **advertisers** want to reach

Newspaper readers like and expect to see **newspaper ads...** especially in **print**





Data-Driven Revenue

Marianne Grogan • Coda Ventures