

## Printed Advertising

According to a 2017 Nielsen Homescan study, about 80% of U.S. household still use circulars and other traditional, printed sources for product information.

### Where do customers find product information and sales?

- Circular via Home Delivery – **85%**
- Circular via In-Store – **79%**

### Local Newspaper Facts: Nationwide <sup>1</sup>

- *Engagement* – **39 Minutes** (average reading time)
- *Loyalty* – **73%** of people read all (or most) of their local newspaper
- *Trust* – **75%** of people believe their local paper provides good to excellent coverage

### Local Newspapers Facts: Homegrown <sup>2</sup>

- **68%** of people read their local newspaper
- **30%** of people have been reading the local paper for 30+ years
- **82%** of people share their local paper with **AT LEAST** one other person

### Todd County Facts <sup>3</sup>

**Population:** 24,466

**Median Age:** 43

**Average Commute Time:** 21.7 Minutes

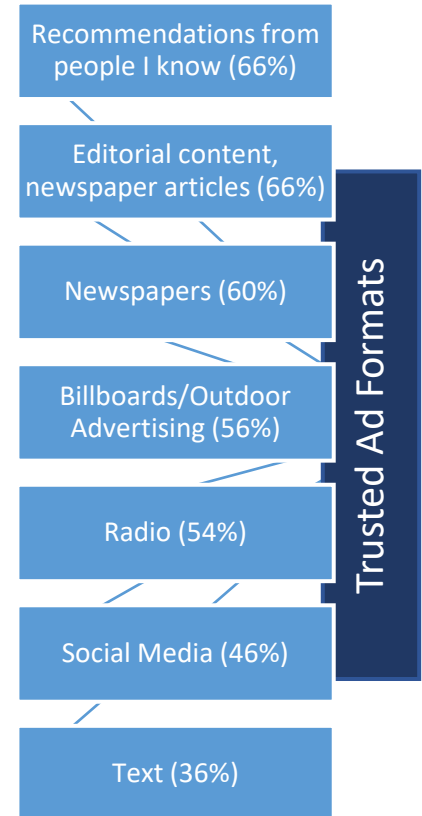
**Homeownership:** 81.6%

- 69% Family Led Homes

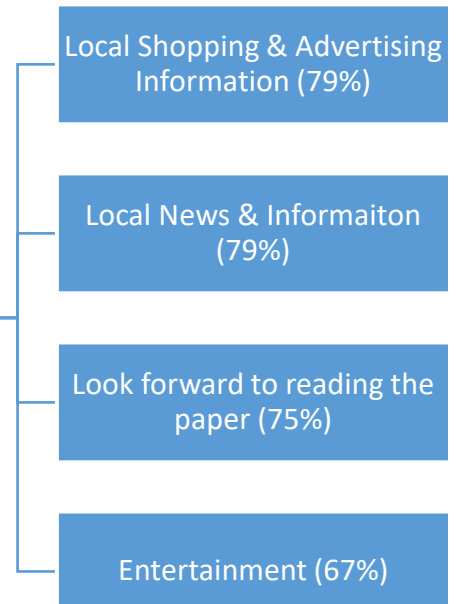
**Marital Status:**

- 51% Never Married
- 27% Married

## Local Readership



Nielsen Global Trust in Advertising Survey (2015)



NNA Survey<sup>2</sup>

<sup>1</sup> NNA/Reynolds Journalism Institute Annual Readership Research (2011)

<sup>2</sup> NNA Survey: Newspapers still top choice for local news (2017)

<sup>3</sup> <https://datausa.io/profile/geo/todd-county-mn/> (2015)