


DID YOU KNOW?

ND Newspapers work for YOU!

- ▶ Every month, **86%** of North Dakota adults read a newspaper
- ▶ **88%** of adults in North Dakota read public notices in newspapers
 - **76%** of North Dakotans believe they should STAY in newspapers
 - **94%** of adults in North Dakota feel newspapers are the most trusted source for public notices
- ▶ Newspapers reach **88%** of voters in North Dakota
- ▶ Local newspapers are relied on more than any other media for information on local government
- ▶ **90%** who are shopping or intending to buy a new vehicle in North Dakota read newspapers

- ▶ Of those North Dakotans planning to purchase goods and services, here's how many read newspapers:
 - Boats and other RV's 93%
 - Home Appliances 92%
 - Real Estate 92%
 - Jewelry/watches 92%
 - Automobiles 90%
 - Health/Medical Services 90%
 - Restaurants/bars 87%
 - Sporting Goods 87%
- ▶ Almost two-thirds of North Dakotans traveled on vacation in the past 12 months, here is where they went:
 - Visit family 50%
 - Business trip 39%
 - State or national parks 24%
 - Shopping 26%
 - Historical attraction 25%
 - Sporting event 28%
- ▶ **88%** of these vacationers read newspapers



NDNA
NORTH DAKOTA NEWSPAPER ASSOCIATION

NEWSPAPERS: Yesterday, Today, & Tomorrow

Source: Coda Ventures Market Study 2020