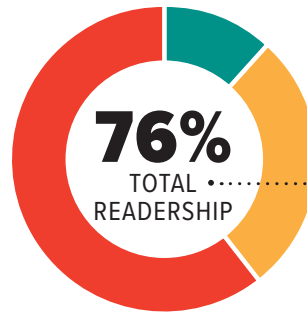


# IOWA NEWSPAPER READERSHIP

## ENGAGEMENT ON MULTIPLE PLATFORMS

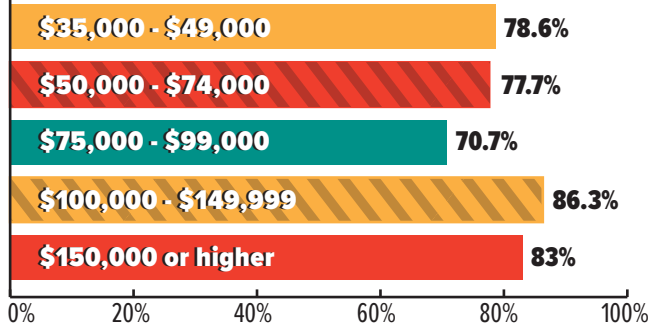


- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

of iowans read their local newspaper in print along with other platforms

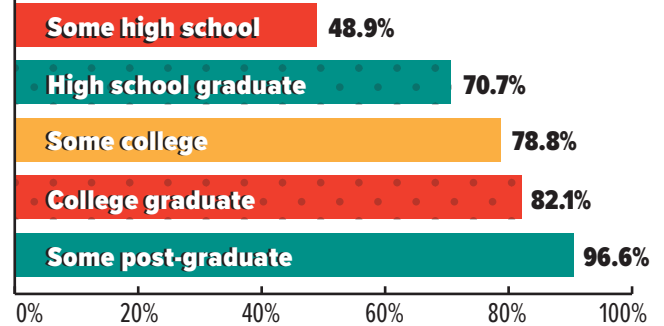
### INCOME

#### READERSHIP IS HIGH AMONG ALL INCOMES



### EDUCATION

#### READERSHIP INCREASES WITH EDUCATION LEVEL



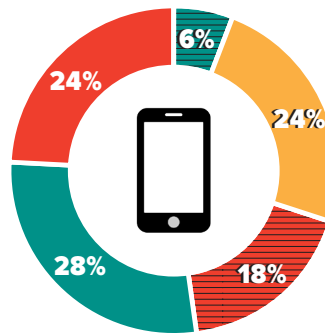
## FREQUENCY OF IOWANS ACCESSING NEWS ON MOBILE DEVICES

**21%**

ARRIVE AT A NEWSPAPER WEBSITE AFTER ANOTHER WEBSITE RE-DIRECTS THEM.

12% OF IOWANS READ THEIR LOCAL NEWSPAPER ON THEIR PHONE EVERY DAY OF THE WEEK!

↓  
38% ARE BETWEEN AGES 18-34.



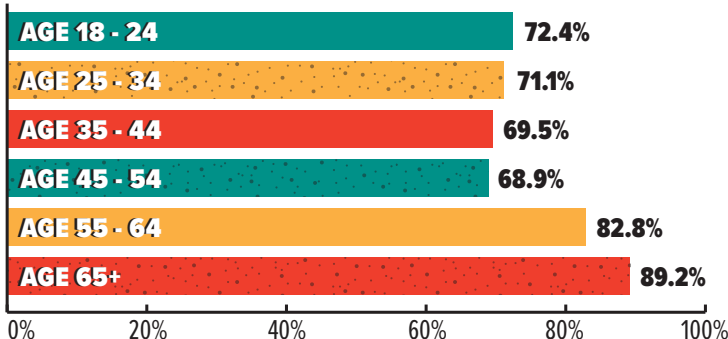
#### PER DAY READERSHIP

- < ONCE A DAY
- ONCE A DAY
- TWICE A DAY
- 3-4 TIMES A DAY
- ≥ 5 TIMES A DAY

**13%**

OF IOWANS SUBSCRIBE TO NEWSPAPERS TO RECEIVE ONLINE CONTENT.

## IOWA NEWSPAPER READER DEMOGRAPHICS



NEWSPAPER WEEKLY READERSHIP IN PRINT AND DIGITAL IS HIGH AMONG ALL AGE GROUPS