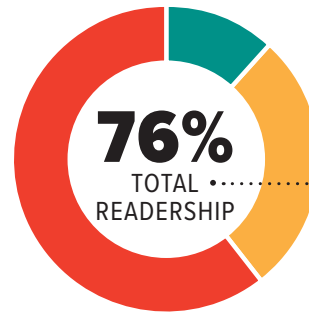


IOWA NEWSPAPER READERSHIP

ENGAGEMENT ON MULTIPLE PLATFORMS

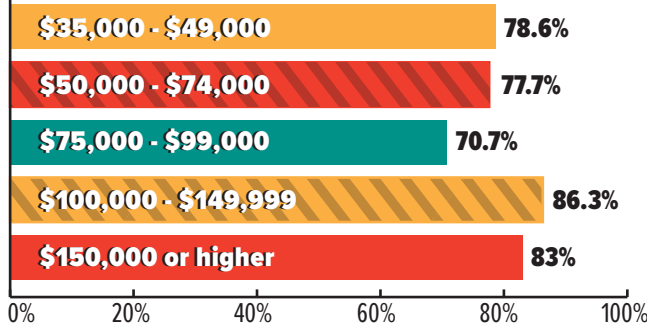


- PRINT EXCLUSIVELY
- PRINT / DIGITAL
- DIGITAL

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

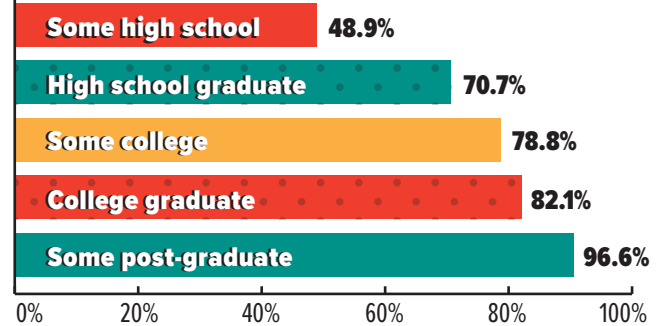
INCOME

READERSHIP IS HIGH AMONG ALL INCOMES



EDUCATION

READERSHIP INCREASES WITH EDUCATION LEVEL

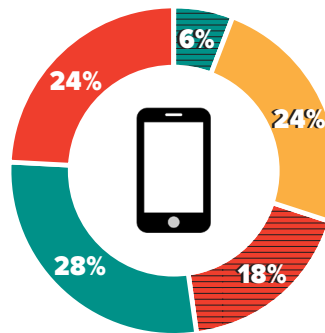


FREQUENCY OF IOWANS ACCESSING NEWS ON MOBILE DEVICES

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.



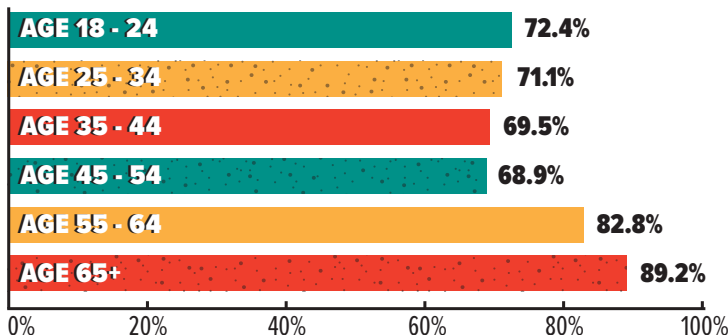
PER DAY READERSHIP

- < 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



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