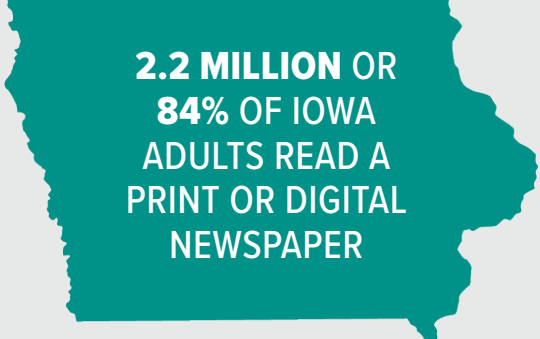


# IOWA READERS SEEK SERVICES



**2.2 MILLION OR  
84% OF IOWA  
ADULTS READ A  
PRINT OR DIGITAL  
NEWSPAPER**

**77%**  
TOTAL  
DIGITAL

**60%**  
TOTAL PRINT  
& DIGITAL

**71%**  
TOTAL  
PRINT

**566,500  
IOWANS**



**ARE CONSIDERING CHANGING THEIR HEALTH  
INSURANCE IN THE NEXT YEAR.**



**92%**

**READ NEWSPAPERS IN  
PRINT & DIGITAL**



**NEARLY 8 OUT OF  
10 IOWA ADULTS  
VALUE NEWSPAPER  
ADVERTISING.**



**83% OF IOWA  
NEWSPAPER READERS  
SAY NEWSPAPER  
ADVERTISING IS  
IMPORTANT.**



**187,500  
IOWANS**

**ARE CONSIDERING CHANGING  
FINANCIAL INSTITUTIONS IN  
THE NEXT YEAR**



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