

# IOWA READERS SEEK HEALTHCARE



**2.1 MILLION OR  
82% OF IOWA  
ADULTS READ A  
PRINT OR DIGITAL  
NEWSPAPER**

**75%**  
TOTAL  
DIGITAL

**53%**  
TOTAL PRINT  
& DIGITAL

**65%**  
TOTAL  
PRINT



**550,000 IOWA  
ADULTS OR FAMILY  
MEMBERS MOVED TO  
A RETIREMENT HOME  
OR ASSISTED LIVING  
FACILITY IN THE  
PAST YEAR.**



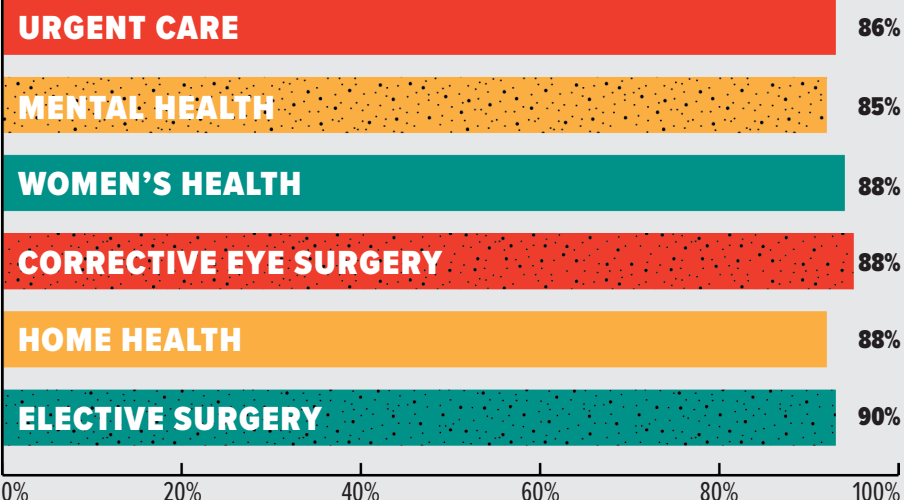
**REACH 92% OF  
THESE IOWANS  
WITH NEWSPAPER  
ADVERTISING IN  
PRINT & ONLINE!**



**45% OF IOWANS FIND NEWSPAPERS IN PRINT AND  
DIGITAL A PRIMARY SOURCE FOR INFORMATION ABOUT  
HEALTHCARE AND MEDICAL SERVICES.**



**AMONG THE MORE THAN  
1.9 MILLION IOWANS WHO  
PLAN TO USE SPECIALIZED  
MEDICAL SERVICES IN THE  
NEXT YEAR, NEWSPAPER  
READERSHIP IS  
OVER 80%!**



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Iowa Market Research Study 2025  
Coda Ventures