

You said it,  
Minnesota!

**NOTHING WORKS  
LIKE NEWSPAPER  
ADVERTISING.**

A survey of Minnesota consumers and newspaper readers

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Minnesota Newspaper Association

# Minnesota Statewide Survey 2005

**“You said it, Minnesota!”**

*1200 Minnesota adults in randomly selected households were interviewed in late 2005 about their media usage and shopping habits. The responses they gave are detailed here.*

“Minnesotans say 86.9% of adults read a local newspaper each week...”

...and more ads reach more people, more often.”

## Newspaper Readership

86.9% of Minnesota adults read a local newspaper.  
 Percent of households reading a local newspaper yesterday – 65.9%  
 Percent of additional households reading at least one issue of a local newspaper in the past week – 21.0%

## Newspaper Readership

58.0% of Minnesota adults read a local daily newspaper.

- Daily Newspapers
- 5.6 average issues read per week
  - 1.8 average readers per copy

44.5% of Minnesota adults read a local weekly newspaper.

- Weekly Newspapers
- 3.8 average issues read per month
  - 1.7 average readers per copy

### Newspaper cumulative reach of households

Advertisements per week	1	2	3	4	5	6	7
Daily newspapers	50.5	57.9	65.9	70.2	75.3	79.6	86.9

Advertisements per month	1	2	3	4
Weekly newspapers	76.3	79.7	83.7	86.9

## Demographics

33.4% of Minnesota households have at least one child living at home.

	YES	% reading local paper
	33.4	85.0

### Age groups

		% reading local paper
18-24	3.1	78.4
25-34	11.1	78.2
35-44	17.7	84.9
45-54	21.9	87.8
55-64	27.4	91.2
65-74	10.1	90.9
75+	7.7	84.8
No response	1.1	84.6

### Education level

		% reading local paper
Some high school	3.6	90.7
High school graduate	24.0	85.8
Some college	27.8	86.8
College graduate	27.9	87.8
Post graduate	12.6	88.1
Other training	3.5	83.3
No response	.6	

### Marital status

		% reading local paper
Married	66.9	88.7
Single	21.8	81.7
Widowed	10.8	86.0
No response	.5	

“Minnesotans say all age groups read the newspaper...”

“...and readership is high regardless of education and marital status.”

“Minnesotans say newspaper readership is highest among those with the highest income...”

“...male and female both...”

## Household income

		% reading local
Under \$25,000	13.1	82.2
\$25-49,999	24.9	85.6
\$50-74,999	23.0	88.8
\$75-100,000	12.0	86.1
Over \$100,000	11.5	89.9
No response	15.5	88.7

## Gender of survey respondent

		% reading local
Male	45.4	86.2
Female	54.6	87.5

## Newspaper inserts

82% of Minnesota adults always or sometimes read advertising inserts in the local newspaper.

58% of adults say they prefer to receive inserts in their local newspaper.

“...and they like to receive newspaper inserts & circulars.”

## Purchasing

Likelihood of buying within the next 12 months:

Item	% planning to buy	% reading local paper
Subscribe to new long distance telephone, Internet or cable/satellite service.....	24.9	89.3
Change or subscribe to a wireless phone service	18.1	88.1
Refinance a home mortgage.....	6.8	84.1
Buy a new home.....	7.6	82.4
Purchase or change auto, home, life or health insurance	22.2	84.2
Buy or trade stocks, bonds, mutual funds or CDs	33.1	89.9
Buy a lawn mower or yard tractor.....	8.4	88.1
Buy a camper or recreational vehicle.....	4.8	82.8
Buy a new or used automobile or pickup.....	31.4	88.6
Buy new home furniture.....	39.7	89.5
Buy a new home appliance.....	34.3	92.0
Buy a high-definition TV or entertainment equipment.....	26.4	89.2
Purchase \$200 or more in jewelry.....	16.4	88.3
Plan a building or home remodeling project.....	31.5	88.4
Purchase ethanol blended gasoline when available	36.4	87.6

	% buying	avg. \$ spent	% reading local paper
Prescriptions and medicines.....	82.2	\$82.27	87.8
Healthcare insurance not paid by an employer .....	55.8	\$172.38	87.2

## Food

- Percent eating out during a typical month = 97.7%
- Average eating-out occasions per month = 6.7
- Percent of those eating out who read a local newspaper = 87.4%

“Minnesotans say they look to the newspaper before they make purchases...”

“...of both big ticket items and every day essentials.”

“Minnesotans say they take lots of in-state vacations and weekend trips...”

“...and they enjoy visiting casinos, too.”

## Vacations

Percent taking in-state vacations = 65.5%

Average amount spent per in-state vacation = \$335.95

Percent of vacationers reading a local newspaper = 89.6%

60.5% of Minnesota households plan to take an out-of-state vacation within the next 12 months.

88.7% of these households read a local newspaper.

## Leisure activities

Participation in the past 12 months:

	YES	% reading local paper
Hiking or camping.....	41.9	88.3
Fishing or hunting.....	47.3	88.9
Golfing.....	28.5	90.6
Snow skiing.....	11.9	88.8
Water skiing or boating for pleasure.....	36.6	88.2
Attended a professional sporting event.....	45.0	91.7
Attended a musical concert, symphony or theatrical performance.....	57.3	88.5
Attended an art museum or arts exhibit.....	39.0	89.1
Visited a family attraction like a zoo or theme park	48.9	86.4
Enrolled in an adult education class.....	20.4	89.0

## Casinos

Percent visiting a state casino within the past 12 months = 40.6%

Average number of times = 3.9

Percent of casino players reading a local newspaper = 89.6%

## Voting

80.7% of Minnesota households had at least one member of the family vote in a recent national, state or local election.

88.9% of these adults read a local newspaper.

Voters use newspapers as their primary source of information on political candidates over every other medium.

Source of information on...

	Newspaper	TV	Word of mouth	Internet	Radio	Direct mail	Outdoor	DK/NR
Local candidates	50.6	28.1	8.1	4.6	4.5	3.0	.1	.9
State office candidates	43.9	36.5	5.7	5.6	4.0	2.9	.1	1.3
Congressional candidates	42.6	38.2	5.5	6.0	3.2	2.7	.1	1.8

56.5% of Minnesota's voters read political ads in their local newspapers.

## Legal or public notices

45.0% of Minnesota households often read legal or public notices in their newspaper.

75.0% believe that state and local governments should be required to publish such notices in newspapers.

“Minnesotans say they rely on newspaper as their primary source of information on candidates ...

...and they want public notices printed where they can find them... in the newspaper.”

## Minnesota Newspaper Association

### Statewide Survey 2005-2006

#### Survey Methodology

**SAMPLING:** The survey sample was selected through a random selection of households throughout the State of Minnesota. Only telephone numbers drawn in the random sampling were contacted, and a minimum of three attempts were made during the survey period for each telephone number selected in the sample.

**INTERVIEWING:** All interviews were conducted by telephone. A team of trained interviewers worked from 5 p.m. to 9 p.m., Monday through Friday, and on Saturday afternoons, during the survey period of November 1 through December 12, 2005. The work of all interviewers was monitored and supervised during the entire period. A total of 1200 interviews were completed with adults 18 years or older.

**VERIFICATION:** All interviews were monitored during the interview process. Call-backs were made on randomly selected, completed interviews to confirm that the interviews had actually taken place and to confirm the response to at least one question as an accuracy check. No invalid interviews were detected.

**DATA PROCESSING:** The questionnaires were coded and encoded by experienced staff members. All data were listed and proofread for encoding errors. If internal inconsistencies were detected during the encoding or proofreading, call-backs were made to respondents to check answers. The data was processed using SPSS computer software (Statistical Package for the Social Sciences).

**SAMPLING ERROR:** In a survey based on random selection of respondents, it is possible to estimate the margin of error from sampling. As sample size increases, the margin of error decreases. The following table shows the margin of error by sample size and ratio of responses at the 95% confidence level. (The 95% confidence level means that if the survey were to be conducted 100 times with 100 different random samples, the actual results obtained would fall within the limits of error at least 95 times.)  
Ratio of “yes” to “no” answers: (+/- margin of error)

Sample Size	90/10	80/20	70/30	60/40	50/50
1200	1.8	2.4	2.7	2.9	3.0
1000	1.9	2.6	2.9	3.1	3.2
800	2.2	2.8	3.2	3.4	3.6
600	2.5	3.3	3.8	4.0	4.2
500	2.7	3.6	4.2	4.4	4.5
400	3.0	4.1	4.6	5.0	5.1
300	3.5	4.6	5.4	5.6	5.8
200	4.3	5.8	6.6	7.0	7.2
150	5.1	6.9	7.9	8.4	8.6
100	6.0	8.0	9.2	9.8	10.0
50	8.3	11.1	12.7	13.6	14.0

As sample size decreases, the margin of error increases. Therefore, reliance should be placed on total results.

## Survey Limitations:

1. Only individuals with a telephone are included in the survey. Thus, individuals or households without telephones are excluded.
2. Persons who refused to be interviewed, terminated the interview, or could not be contacted after three attempts may or may not have different characteristics than persons who completed the interview.
3. Errors in interviewing, recording responses, encoding and computer processing are possible. However, validation and verification procedures minimize these errors.

## Using this information in a local market:

First, determine the number of occupied households and the population of your market area.

### EXAMPLE:

Crow Wing County

Occupied housing units equals 22,250

Total population equals 55,099

- 39.7% of households plan to purchase new furniture within the next 12 months.

39.7% times 22,250 households equals 8833 purchase occasions.

8833 purchases times \$1,200 average purchase equals \$10,599,600 in potential sales.

89.5% of these buyers read their local newspaper.

- 40.6% of households visit casinos over a 12 month period.

40.6% times 22,250 households equals 9,033.

9,033 times 3.9 average visits per year equals 35,231 casino visits.

89.6% of these casino visitors read their local newspaper.

## Notes

# Minnesota Newspaper Association

12 South Sixth Street, Suite 1120  
Minneapolis, Minnesota 55402-1502

612/332-8844 or 800/279-2979 (MN only) tel  
612/342-2958 or 612/342-2064 fax

e-mail: [mna@mna.org](mailto:mna@mna.org)  
[advertising@mna.org](mailto:advertising@mna.org)  
[www.mna.org](http://www.mna.org)