

SOUTH DAKOTANS LOVE THEIR NEWSPAPER

83% of South Dakotan adults (574,000) read newspapers in print or online every month.



69% Read PRINT Newspapers (477,000)



76% Read DIGITAL Newspapers (530,000)



62% Read PRINT & DIGITAL Newspapers (432,000)

Who Are These Readers?

- 79% are under the age of 65
- 63% of households earn \$50k annually
- 63% are homeowners
- 71% in community 5+ years



85% of South Dakota newspaper readers vote in state, national and local elections.



Newspapers reach **90%** of adults who engage with their elected officials.

COMMUNITY INVOLVEMENT

Newspaper readers are more engaged in their communities.

81% of South Dakotans who read newspapers feel they have a responsibility to shape the future of their community.



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