



The 2023 Mississippi State Study

Proving the Power of Local Newspaper Media

From the Gulf coast to its north Delta, Mississippi is a state with a landscape that is as unique as its history. Long known for its music and literature, the state also boasts a diverse economy. Agriculture, forestry, fisheries, advanced manufacturing and transportation are just a few of Mississippi's leading industry sectors.

While Mississippi's residents are just as diverse, the majority have one thing in common – they rely on Mississippi newspaper media for the local community news, information and advertising that directly impact their daily lives.



MISSISSIPPI
press
ASSOCIATION

Mississippians Love Their Newspapers

Almost **2 Million**, or **85%** of Mississippi Adults, Read Print or Digital **Newspapers** Every Month



78%

Digital Newspapers
(1.8 million)



66%

Print Newspapers
(1.5 million)



59%

Print & Digital Newspapers
(1.3 million)



WHO Are These LOCAL NEWSPAPER READERS?

78%

are under
the age of 65

40%

of HH earn
\$50k+ annually

60%

are home
owners

58%

are college
educated

72%

have lived in the
community 5+ years

Community newspapers are the primary source of information for a host of local issues – over TV, radio and non-newspaper websites

Local schools
Local government
High school sports
Candidates & ballot issues
Local entertainment
Healthcare/Medical information



Newspaper Readers are actively involved in their **Communities**
(% Agree)

91%

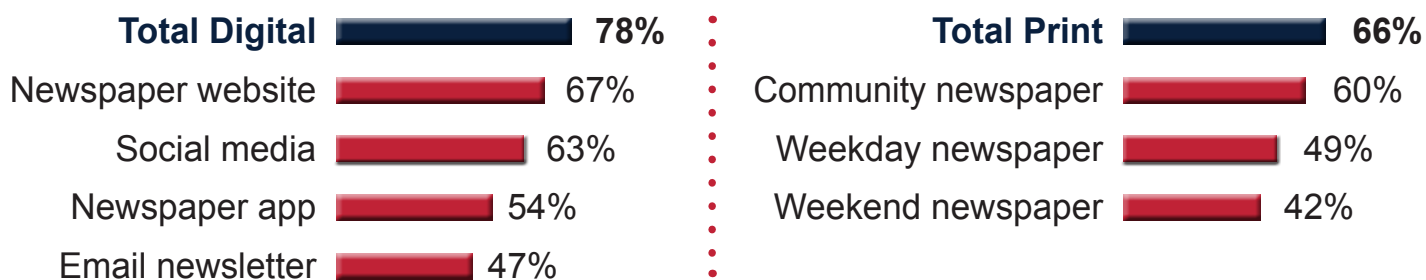
“ I feel that I have a responsibility to help shape the future of my community. ”

70%

“ I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc. ”



Mississippians Access Newspapers Through a Variety of **Print & Digital** Platforms



66% of Mississippi newspaper readers **VOTE** frequently in **LOCAL ELECTIONS**
(Non-newspaper readers – 31%)

76% of Mississippi newspaper readers **VOTE** in **NATIONAL/STATE ELECTIONS**
(Non-newspaper readers – 50%)



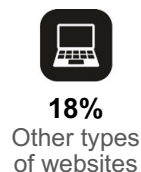
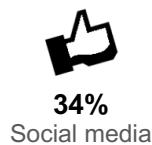
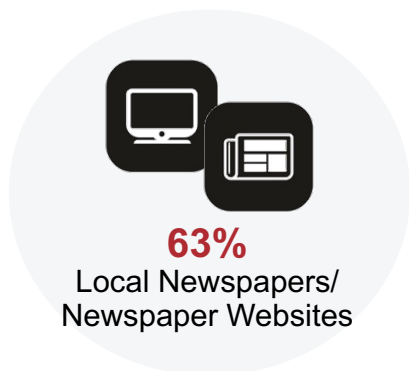
Consumer Buying *Power*

Mississippi newspaper readers plan to shop for a variety of local products and services in the next 12 months...

	<i># of Readers</i>		<i># of Readers</i>
Appliances	773,400	Home improvement	657,000
Automobiles, trucks, SUVs	639,400	Home services	512,100
Banking/financial services	873,300	Jewelry, watches	310,000
Boats & RVs	127,300	Liquor, wine, beer	650,000
Drug store products	1,152,200	Mobile phones/service	970,000
Educational opportunities	331,300	Outdoor/Farm equipment	640,000
Electronic equipment	850,000	Restaurants & bars	1,100,000
Groceries	1,623,300	Sporting goods	365,000
Gyms, health clubs	367,400	TV/video services	789,000
Home furnishings	714,000	Vehicle maintenance	1,033,000

Advertising in Mississippi Newspapers **WORKS!**

Consumers read ads in Mississippi newspapers (print and digital) to help them decide which brands or services to purchase



Why?

Almost **9 out of 10** Mississippians believe that

86%

“Newspaper advertising is important!”

Mississippi newspaper readers **take action** after reading print or digital newspaper advertisements

	Mississippi Adults
Search online for more information	47%
Visit a store, dealer, or other location	43%
Save ad for future reference	37%
Visit the advertiser’s website	36%
Purchase the product or service	28%
Ask someone about the product or service	26%
Share/recommend the product or service	25%
Share or post about it on social media	14%



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Source: 2023 Mississippi State Study; conducted by Coda Ventures