



The 2023 Texas State Study

How Local Newspapers Impact the Lives of Texans

From the Coastal Plains to the Hill Country, the Rio Grande Valley to its sprawling metropolises, Texas is a state with a history and culture as distinctive as its topography. Home to the highest number of Fortune 500 company headquarters in the country, Texas boasts numerous thriving business sectors – from aerospace to agriculture, technology to tourism, energy to education.

While its population of more than 30 million residents is diverse, the majority of these consumers have one thing in common – they rely on Texas newspapers for the community news, information and advertising that directly impact their daily lives.



Texans Love Their Newspapers

More than **19 Million**, or **85%** of Texas Adults, Read Print or Digital **Newspapers** Every Month



79%
Digital Newspapers
(17.9 million)



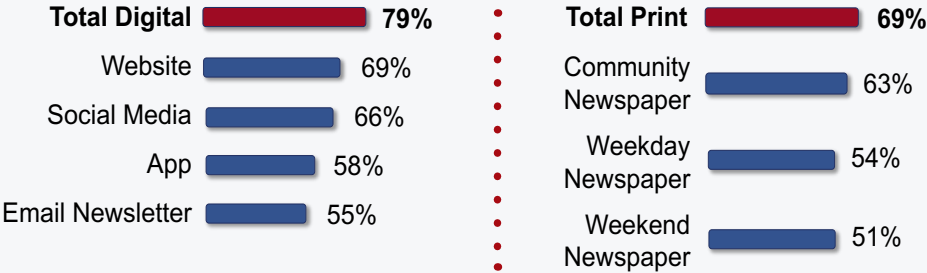
69%
Print Newspapers
(15.6 million)



63%
Print & Digital Newspapers
(14.3 million)



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



WHO Are These LOCAL NEWSPAPER READERS?



83%
are under
the age of 65

57%
of HH earn
\$50k+ annually

62%
are home
owners

63%
are college
educated

41%
children in the
household



PUBLIC Notices

80%

of Texans read **public notices** in local print and digital newspapers



89%

cite local newspapers and newspaper websites as their **most trusted source** of public notices



72%

believe that government should be **required to publish** public notices in newspapers

Consumer Buying *Power*



Texas 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	6,838,000	Home improvement	5,891,000
Automobiles, trucks, SUVs	6,315,000	Home services	4,571,000
Banking/financial services	7,347,000	Jewelry, watches	3,693,000
Boats & RVs	1,345,000	Liquor, wine, beer	6,743,000
Drug store products	8,939,000	Mobile phones/service	8,886,000
Educational opportunities	3,000,000	Restaurants & bars	9,980,000
Electronic equipment	8,190,000	Sporting goods	4,191,000
Groceries	14,104,000	TV/video services	7,313,000
Gyms, health clubs	5,036,000	Vehicle maintenance	8,687,000
Home furnishings	6,340,000		

community minded

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

- Local schools • Local entertainment
- Candidates & ballot issues • Local government
- Healthcare/Medical info
- HS sports • Crime/personal safety



Multi-Generational

Age 18-34



6,568,000

read newspapers

Age 35-64



9,460,000

read newspapers

Age 65+

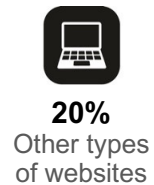
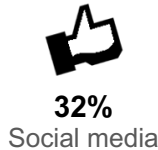
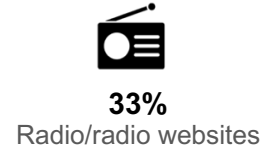
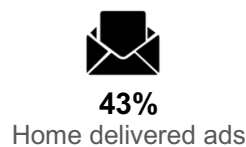


3,210,000

read newspapers

Advertising in Texas Newspapers **WORKS!**

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



Why?

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

88%

**“Newspaper advertising
is important!”**

More than **9 out of 10** consumers
take action after reading a print
or digital newspaper advertisement

	Texas Adults
Search online for more information	51%
Visit a store, dealer or other location	43%
Visit the advertiser's website	41%
Save ad for future reference	40%
Ask someone about the product or service	27%
Share/recommend the product or service	26%
Purchase the product or service	25%
Share or post about it on social media	18%



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Source: 2023 Texas Market Study; conducted by Coda Ventures
(1,000 respondents, margin of error +/- 3.1%)