



The Wyoming Market Study

Proving the Power of Local Newspapers

Wyoming is a state where the untamed spirit of the west combines with unrivaled majestic beauty. It also boasts a diverse economy driven by mining, agriculture, manufacturing and a robust travel & tourism industry.

Plus, it's home to an active audience of consumers who rely on Wyoming's print and digital newspapers for the community news, information and advertising that impact their lives.



Wyoming Residents Love Their Newspapers

More than **402,000**, or **87%** of Wyoming Adults,
Read Print or Digital Newspapers Every Month



71%

Read **Digital**
Newspapers
(329,000)



69%

Read **Print**
Newspapers
(320,000)



53%

Read **Print & Digital**
Newspapers
(247,000)

WHO Are These READERS?



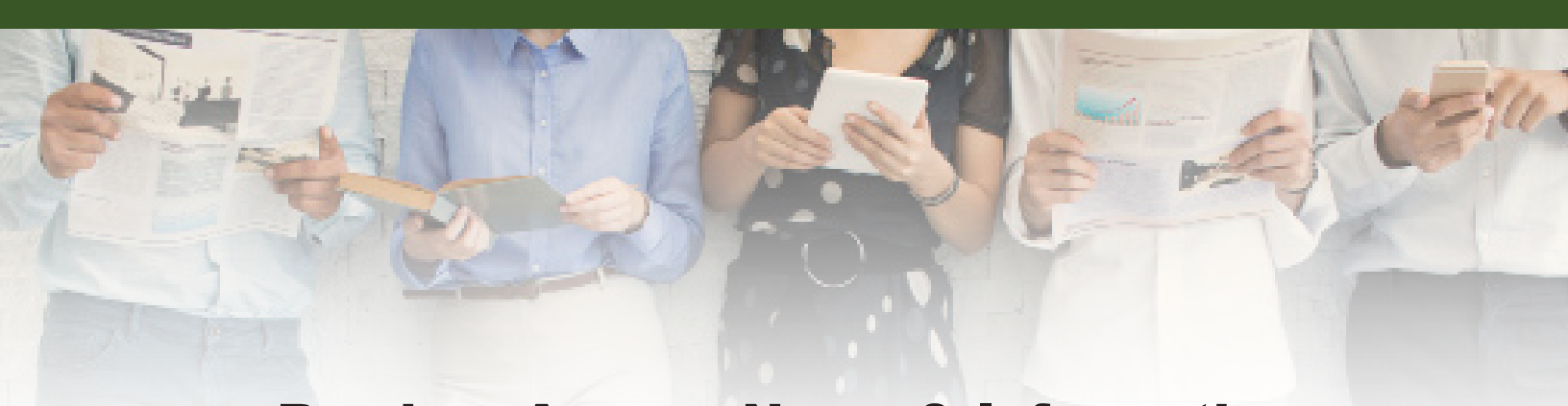
80%
are under
the age of 65

66%
of HH earn
\$50k+ annually

65%
are home
owners

65%
are college
educated

72%
in community
5+ years



Readers Access News & Information Across Multiple Newspaper Platforms



Consumer Buying *Power*



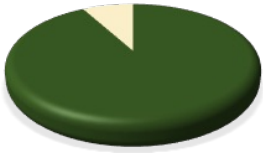
Wyoming newspaper readers plan to shop for a variety of local products and services in the next 12 months...

	<i># of Readers</i>		<i># of Readers</i>
Appliances	136,400	Home services	106,900
Auto insurance	123,000	Liquor, wine, beer	189,400
Automobiles, trucks, SUVs	102,600	Medical/health insurance	97,900
Banking/financial services	156,600	Mobile phones/service	162,500
Dentist	247,400	Other healthcare/ medical services	168,100
Drug store products	226,700	Optometrist	174,500
Electronic equipment	156,700	Physical therapist	103,700
Groceries	351,400	TV/video services	135,400
Home furnishings	166,900	Urgent care clinic	115,800
Home improvement	160,300		





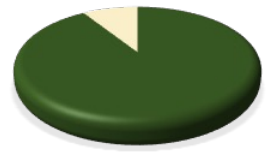
24% of consumers in the market plan to buy or sell a home in the next 2 years



92% of these potential home buyers/sellers are newspaper readers



75% of Wyoming adults actively travel within state

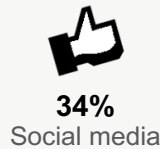
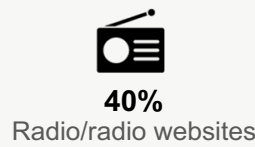


91% of these active travelers are newspaper readers

Advertising in Wyoming Newspapers **WORKS!**

Consumers rely on advertising in Wyoming newspapers when deciding what **brands, products and local services** to buy.

% of Wyoming adults who use specific media advertising



Why?

Almost **8 out of 10** Wyoming adults believe that **“Newspaper advertising is important!”**

77%



For more information about the study, please contact: Darcie Hoffland, Executive Director/WPA, 307.635.3905, wyopress@wyopress.org

Source: 2022 Wyoming Market Study, conducted by Coda Ventures