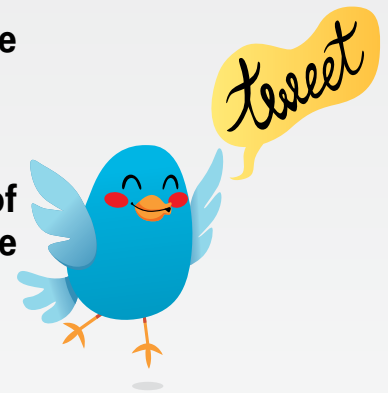



 Photo courtesy of Metro Creative Graphics

Tweetable Truths about Pennsylvania Newspapers

Tweet any of these facts showcasing the vitality of newspapers in Pennsylvania and beyond using 140 characters or less. Happy tweeting!

- 82 percent of Pennsylvania adults read a print or digital **#newspaper** in the past week¹
- **#Newspapers** attract Millennials – 77% of PA adults age 18-34 read a print or digital **#newspaper** in the past week¹
- 86 percent of media consumers use **#newspaper** inserts, compared to direct mailers.²
- 82 percent of all consumers use coupons received through **#newspaper** inserts³
- Eight in 10 **#newspaper** readers took action as a result of reading a **#newspaper** ad in the past month⁴
- PA **#newspapers** rate highest for explaining the most important local news and information – 20% higher than television⁵
- 87 percent of PA **#newspaper** readers have read public notice advertising⁵
- 87 percent of PA adults say keeping the public informed of government activities through public notices is a worthwhile use of government funds⁵



SOURCES:

¹2016 Release 2 Nielsen Scarborough Report. Copyright 2017 Scarborough Research. All rights reserved.

²RAM Inserts Study

³2K16 Valassis Coupon Intelligence Report

⁴NAA

⁵American Opinion Research

*Twitter bird image from Deposit Photos


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