

# Newspaper readers enjoy **CASINO ACTIVITIES**



According to the most recently released information from the multi-market Nielsen Scarborough U.S. Consumer Survey, newspaper enthusiasts\* are casino patrons.

**64%** of newspaper readers **plan to visit a casino** in the next year.<sup>1</sup>

More than **31,000,000** newspaper readers **visited a casino** in the past year.<sup>1</sup>

Casino guests are **46% MORE LIKELY** than all U.S. adults to say that **newspapers are a valuable source of content** they cannot find elsewhere.<sup>2</sup>

## CASINO GUESTS ARE AVID AND ENGAGED NEWSPAPER READERS

### CASINO GUESTS ARE:

**32%** more likely than all U.S. adults to **prefer reading a local daily or Sunday newspaper.**<sup>2</sup>

**40%** more likely than all U.S. adults to **read a newspaper six to seven days per week.**<sup>2</sup>



**MORE LIKELY TO RESPOND TO NEWSPAPER ADS.**

**53% of casino guests** have taken action in the past year as a result of a newspaper ad.<sup>2</sup>

MANSI Media is here to simplify all of your print and digital newspaper ad planning and placement needs. From market research and rate negotiation to flawless execution of multi-market campaigns, we streamline the media buying process to ensure that your campaign successfully reaches your target audience.

Get started today by contacting

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The Newspaper & Digital Advertising Authority

## NEWSPAPER READERS ACTIVELY PARTICIPATE IN A VARIETY OF CASINO ACTIVITIES

Most adults who partook in the following casino offerings in the past year read a newspaper each week.<sup>1</sup>

**69.3%** engaged in **sports betting.**

**68.5%** visited a **spa.**

**67.4%** attended a **stage show or concert** at a casino.

**67.3%** dined at an **upscale restaurant.**

**66.9%** visited a **bar or nightclub.**

**66.0%** played **table games.**

**61.3%** played **slot machines.**

