

TWEETABLE TRUTHS

ABOUT FLORIDA NEWSPAPERS



Promote the power of Florida newspapers with the following Tweetable Truths in 140 characters or less!

- More than 10 million Florida adults (64%) read a **#newspaper** in print or online in the past week.¹
- More than 8 million Florida adults (51%) read a print **#newspaper** in the past week.¹
- More than 4.5 million Florida adults read **#newspaper** online via a website, e-Edition or mobile device.¹
- For nearly 7 million Florida adults, **#newspaper** are the place they usually find their coupons.¹
- More Florida adults (44%) find their coupons in **#newspaper** than anywhere else, even more than in-store coupons.¹
- Nearly 2 million Millennials (57%) read Florida **#newspaper** in print or online.¹
- Millennials are much more likely to read **#newspaper** online than Florida adults as a whole (38% vs 29%).¹
- More than 1 million Florida Millennials say they usually find their coupons in **#newspaper**.¹
- Eight in 10 (79%) of adults have taken action as a result of reading or seeing an ad in a print **#newspaper** in the past 30 days.²
- In print and online, **#newspapers** were used by 57% of adults in the past 7 days for shopping, planning and purchase decisions.²



Sources:

¹ Nielsen Scarborough 2016, R1 (multimarket)

² News Media Alliance (formerly Newspaper Association of America): How America Shops and Spends, 2014



FLORIDA PRESS ASSOCIATION
610 CRESCENT EXECUTIVE COURT, STE. 112
LAKE MARY, FL 32746
WWW.FLPRESS.COM