Primary Source Local Sales & Shopping Information
Mississippi Statewide Market Research

- Local newspaper: 41%
- Facebook: 11%
- Cable TV: 6%
- National TV: 6%
- Shoppers: 6%
- Internet Search: 4%
- Any newspaper website: 4%
- Some other website: 4%
- Word of mouth: 3%
- Mail: 2%
- In-Store: 1%
- Twitter: 1%
- Texts to cell phone: 1%
- Radio: 1%

Summary:
- Local Mississippi newspapers are the primary source of sales/shopping information.
- Television: 94% of Mississippi households do not consider local television to be their primary local sales/shopping source.
- Radio: 99% of Mississippi households do not consider local radio to be their primary local sales/shopping source.
- Facebook: 89% of Mississippi households do not consider Facebook to be their primary local sales/shopping source.

SOURCE: PULSE RESEARCH, 2016