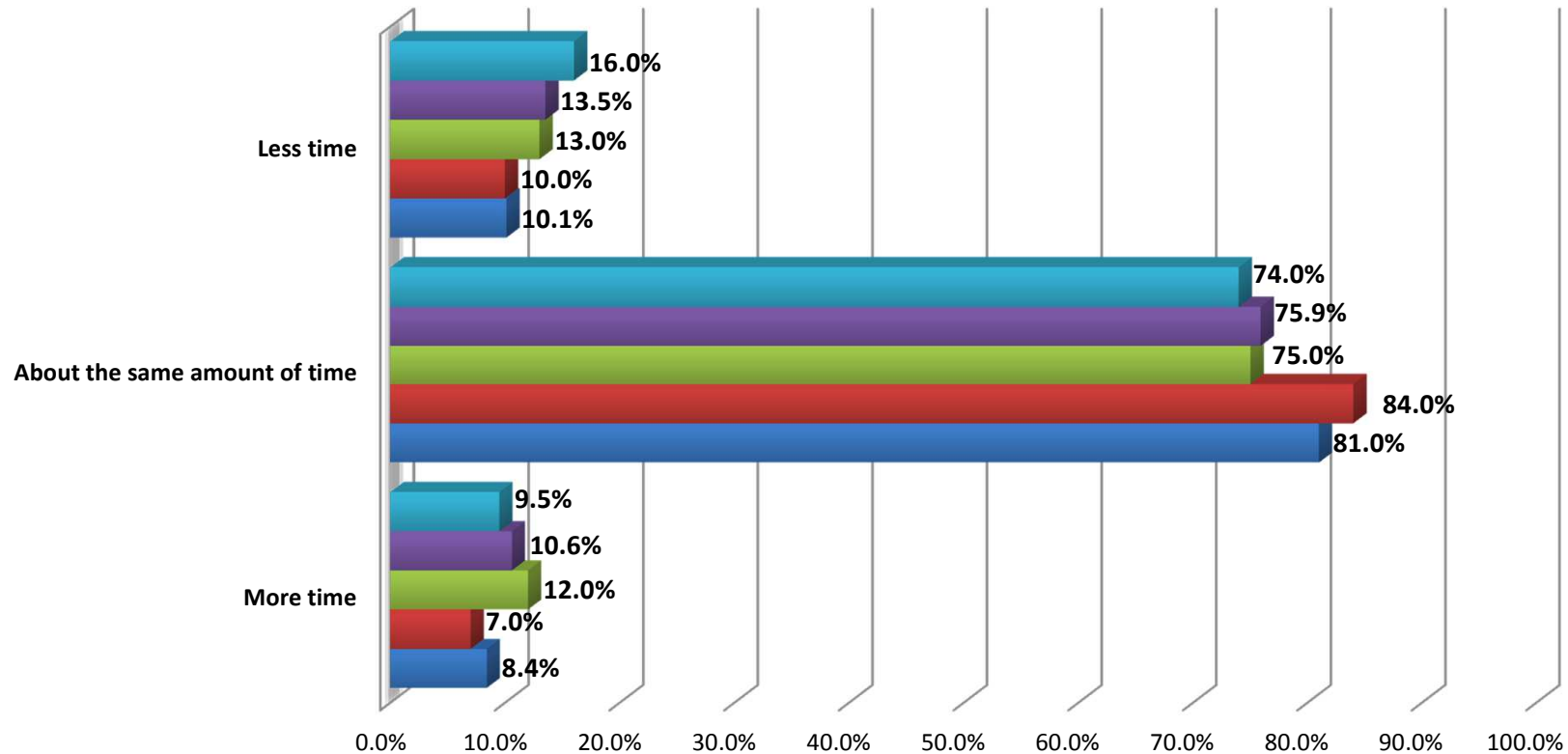


Three Quarters of Respondents Across All Community Sizes Report Spending as Much Time with the Community Newspaper as They Did 2 Years Ago.



■ Communities 100K+

■ Communities 50K -100K

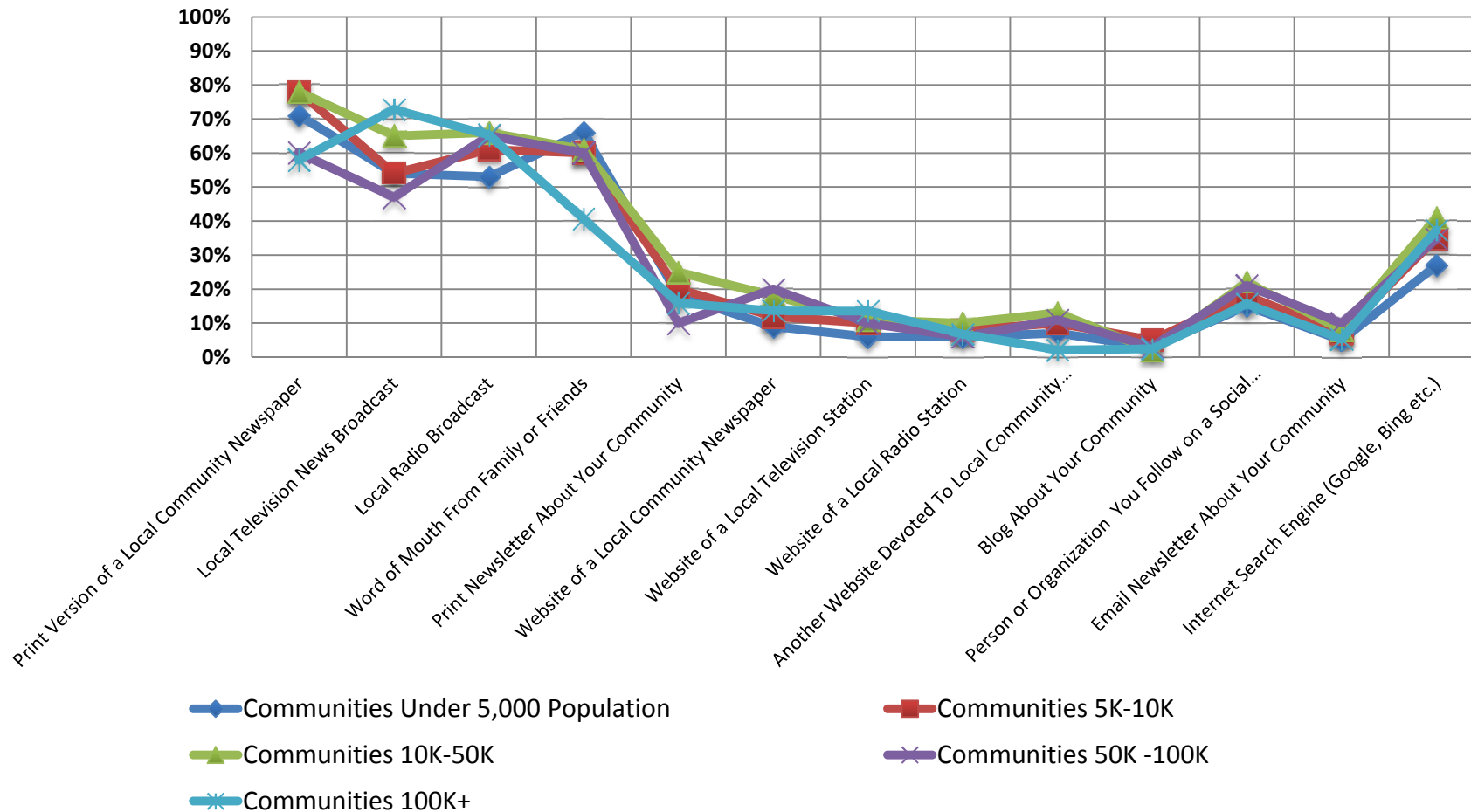
■ Communities 10K-50K

■ Communities 5K-10K

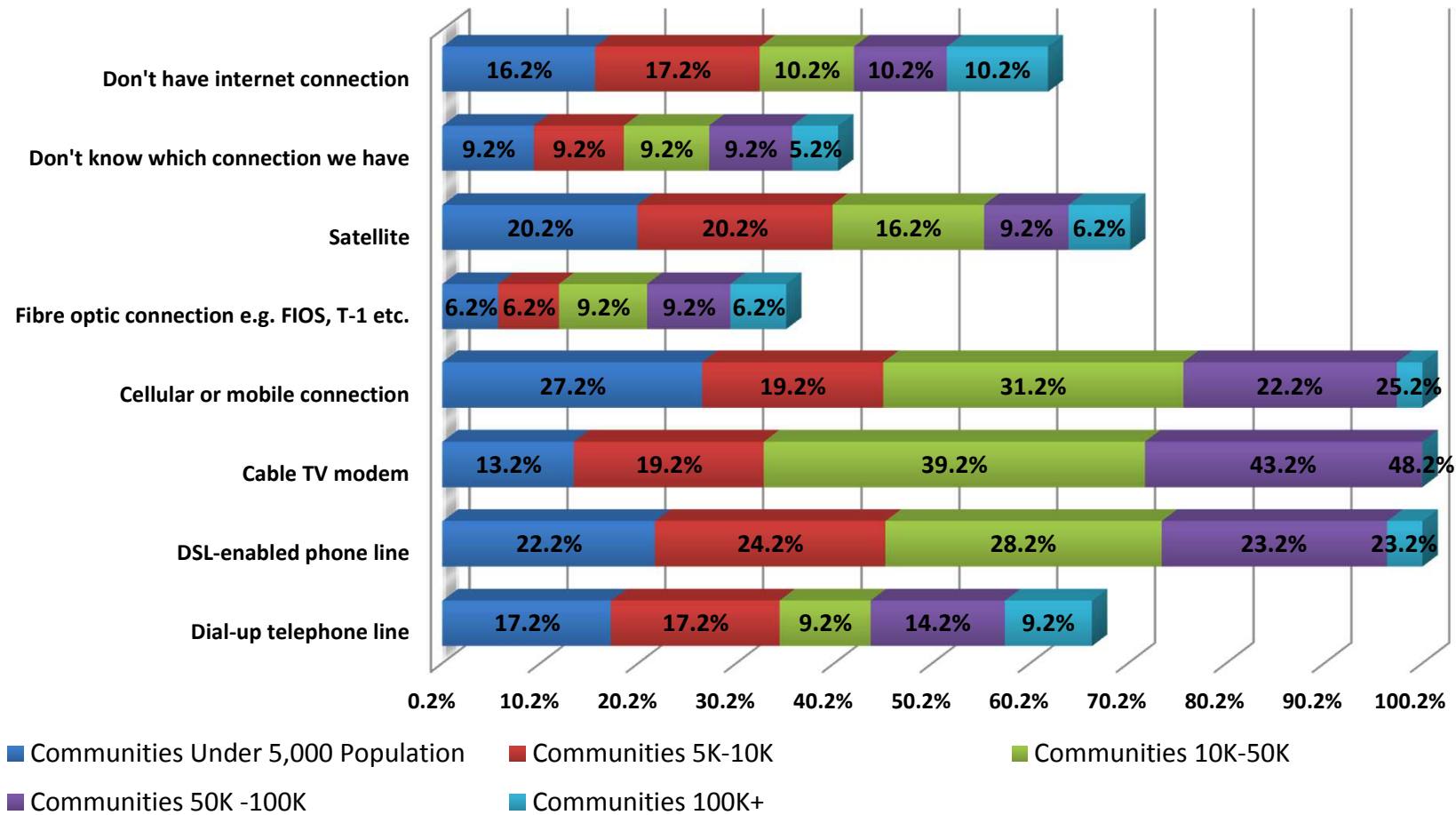
■ Communities Under 5,000 Population

TOTUM RESEARCH - Media Usage by  
Community Size and Type, Nov/Dec 2013

**In all but One Community Size, the Local Printed Community Newspaper was Reported by the Majority of Respondents as Being Used at Least Once Per Week to Consume Local News and Information**



**One-Third of Respondents in Communities Under 10,000 Population Either Don't Have an Internet Connection or are Served by Dial-Up Internet Service.**



**Respondents Were More Likely to Feel Inspired By, Trust and Share Information From and Notice Ads In the Local Printed Community Newspaper. The Majority Also Indicated They'd be Most Likely to be Inspired to Purchase by the Local Newspaper**

