

Online readers favor newspaper websites...

- **47% of online users chose the newspaper's website as their favored source of information for local news**
- **73% of respondents in small towns & cities had Internet access at home**
- **56% provided a link to the newspaper's website or clipped a story from the print newspaper to save or send to a friend or family member**
- **31% of smartphone owners used their devices to access local news within the past 30 days**



Newspapers are the preferred source...

When asked about their preference for *the* source of information about local communities...

53%

of readers

preferred 'newspaper'
over other local media outlets

