Most readers turn to their community newspaper for news before turning to other media.

Newspaper: 52%
Radio & Internet: 13%
Television: 13%
Other Sources: 22%

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011
Readers are 7 times more likely to get their news from their community newspaper than from the Internet (7.4%).

Less than 6% say their primary local news source is radio.

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011
Take Notice
Readers want notice in the newspaper

80% of the public believe governments should be required to publish public notices in newspapers.

The message is clear. People want the notices in their newspapers.

Source: National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism, 2011