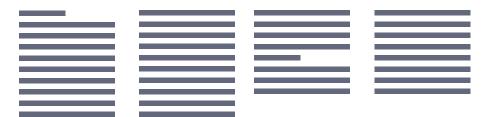
Thanks	for the SCORES
HIGH	SCORES

Where do local newspapers get high marks these days? According to the National Newspaper Association's 2022 readership survey<sup>\*</sup>, **the local newspaper:** 

\* "Informs me" — 93 percent say so.

- \* "Provides valuable local shopping and advertising info" 81 percent agree.
- \* "Is relied on by "my household ... for local news" 83 percent said that.
- \* "Is used to "research candidates running for local office" 66 percent agree, which is significantly up from the 46 percent reported in the 2017-2019 survey.



\*Survey of 1,000 adults from communities across the United States conducted by Susquehanna Polling and Research Inc.





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