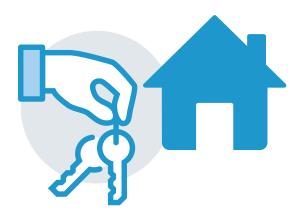


## Newspaper Readers Are Educated, Active Consumers Ready To Shop

67%
Own a home



Source: Aggregation of market studies conducted by the research firm Coda Ventures for newspapers associations in seven states (Iowa, Kansas, Louisiana, New Mexico, North Carolina, North Dakota and Tennessee).

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