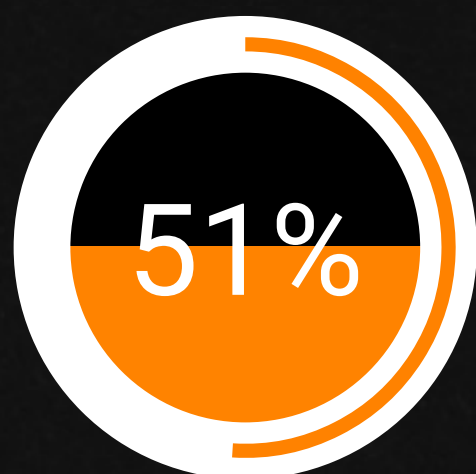




SCARY GOOD FACTS ABOUT THE NEWS

PRINT IS ALIIIVE!

51 percent of news readers still prefer print newspapers over digital*



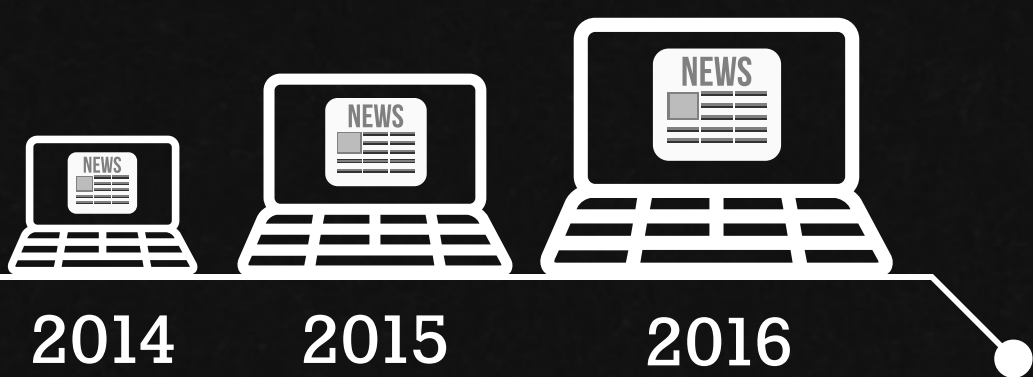
*via January 2017 Nielsen survey

11,734,536

The average monthly viewers of the top 50 news websites in the U.S. in 2016, up more than 2 million people per month since 2015*

*via Pew's State of the News Media

DIGITAL-FIRST NEWS TRAFFIC



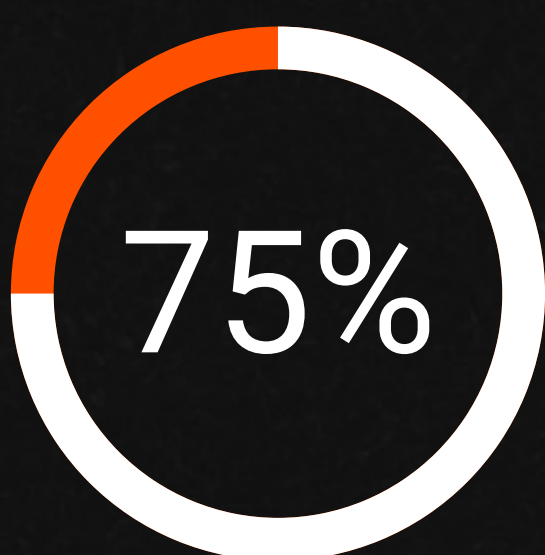
22,805,209

From 2014 to 2016, digital-first news websites saw their monthly traffic grow by nearly 3 million unique views*

*via Pew's State of the News Media

READERS' TRUST IN AMERICAN NEWS ORGANIZATIONS

KEEPING POLITICIANS IN LINE
75 percent of Americans think news organizations keep politicians from doing things they shouldn't be doing*



*via Pew's Analysis of the Modern News Consumer



51%

The number of people who say they are loyal to their favorite news outlet*

*via Pew's Analysis of the Modern News Consumer

76%

The number of people who say they consistently turn to the same outlets for news*



*via Pew's Analysis of the Modern News Consumer

HOW PEOPLE SHARE THE NEWS

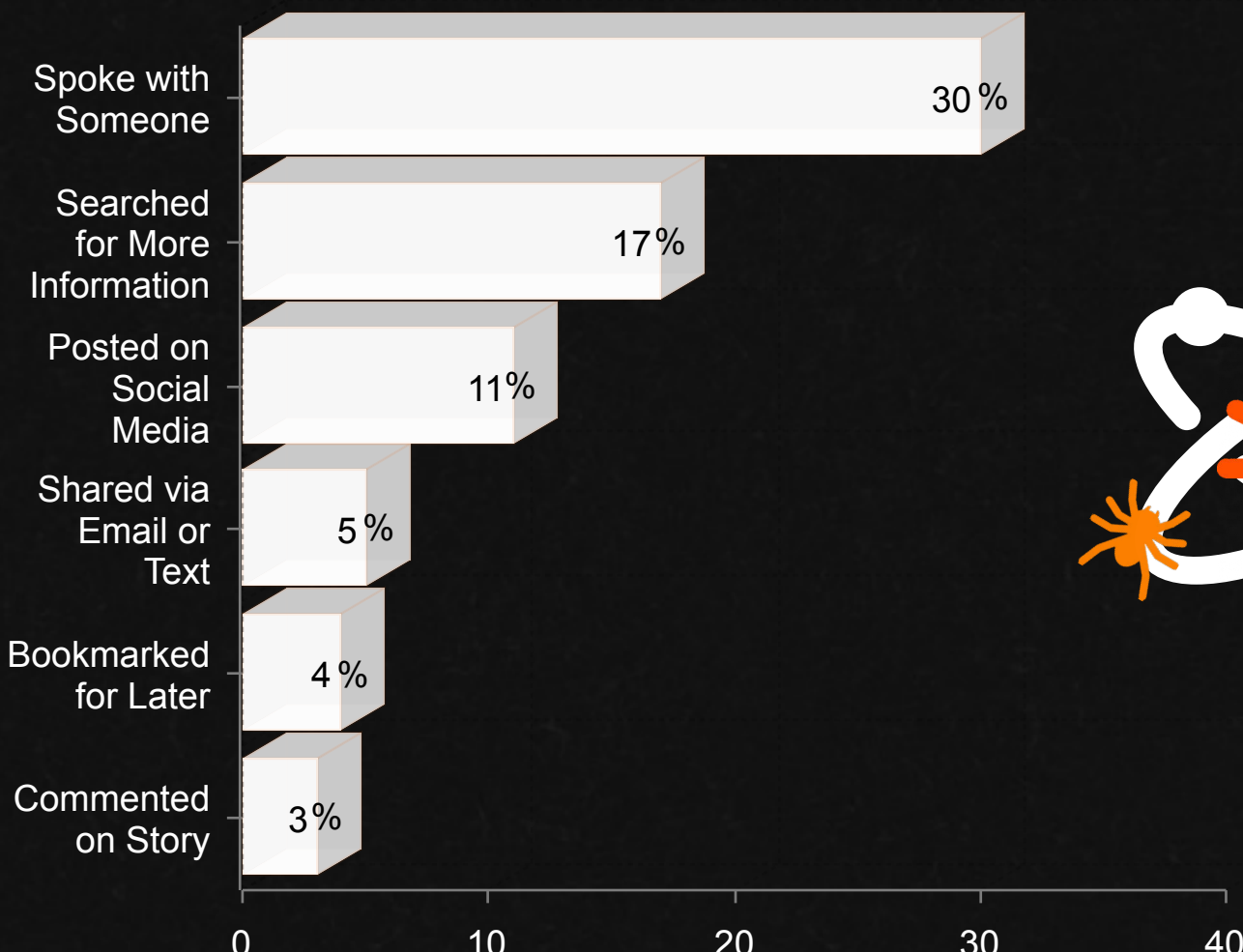
85%

Number of people who prefer to share news by word of mouth*

13%

Number of people who prefer to share the news digitally, via text, email or social media

THE WEBS WE WEAVE AFTER READING THE NEWS



*via Pew's Analysis of the Modern News Consumer

