Who Visits NorthCountryNow.com?

87% Live in St. Law. County

33.0%	Potsdam Area
18.0%	Massena Area
16.3%	Canton Area
13.1%	Ogdensburg Area
6.2%	Gouverneur Area
12.9%	Outside St. Law. County

78% Are Age 25 - 64

2.5%	Age 24 and under
10.4%	Age 25 - 34
15.0%	Age 35 - 44
24.4%	Age 45 - 54
28.5%	Age 55 - 64
14.7%	Age 65 - 74
2.1%	Age 75 and above

Sex

48.3%	Male
51.7%	Female

84% Visit 1 or More Times Daily

50.1%	Visit 1 - 2 times/day
33.8%	Visit 3 or more times/day
13.5%	Visit 3 - 6 times/week
2.6%	Visit once per week or less

Results from NorthCountryNow.com viewership survey conducted in Jan. 2013. Survey was unscientific and represents the views of visitors who chose to participate.

Higher than Average Income

	NorthCountryNow viewers	St. Law. Co. residents
Under $25,000	11.3%	31%
$25,001 - $49,999	26.2%	29%
$50,000 - $74,999	27.5%	18%
$75,000 - $99,999	18.5%	12%
$100,000 - $149,999	12.3%	8%
Over $150,000	4.3%	2%

Employment

39.6%	Professional, managerial or sales
31.0%	Retired
11.7%	Secretarial, retail, food service, laborer
9.1%	Educator
7.9%	Homemaker or unemployed
1.7%	Student

Primary Source for News

Survey participants were asked, "What is your primary source for St. Lawrence County news and information?"

80.0%	Internet
10.8%	Newspaper
5.4%	Television
2.9%	Radio

78% Don't Subscribe to Daily Paper

78.1%	Don't have home-delivered daily newspaper
21.9%	Have home-delivered daily newspaper

A Service of North Country This Week
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