### 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

### Higher than Average Income

<table>
<thead>
<tr>
<th>Income Range</th>
<th>NorthCountryNow viewers</th>
<th>St. Law. Co. residents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $25,000</td>
<td>11.3%</td>
<td>31%</td>
</tr>
<tr>
<td>$25,001 - $49,999</td>
<td>26.2%</td>
<td>29%</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>27.5%</td>
<td>18%</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>18.5%</td>
<td>12%</td>
</tr>
<tr>
<td>$100,000 - $149,999</td>
<td>12.3%</td>
<td>8%</td>
</tr>
<tr>
<td>Over $150,000</td>
<td>4.3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

### 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?”

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet</td>
<td>80.0%</td>
</tr>
<tr>
<td>Newspaper</td>
<td>10.8%</td>
</tr>
<tr>
<td>Television</td>
<td>5.4%</td>
</tr>
<tr>
<td>Radio</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

**78% Don’t Subscribe to Daily Paper**
- 78.1% .......................... Don’t have home-delivered daily newspaper
- 21.9% .......................... Have home-delivered daily newspaper

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