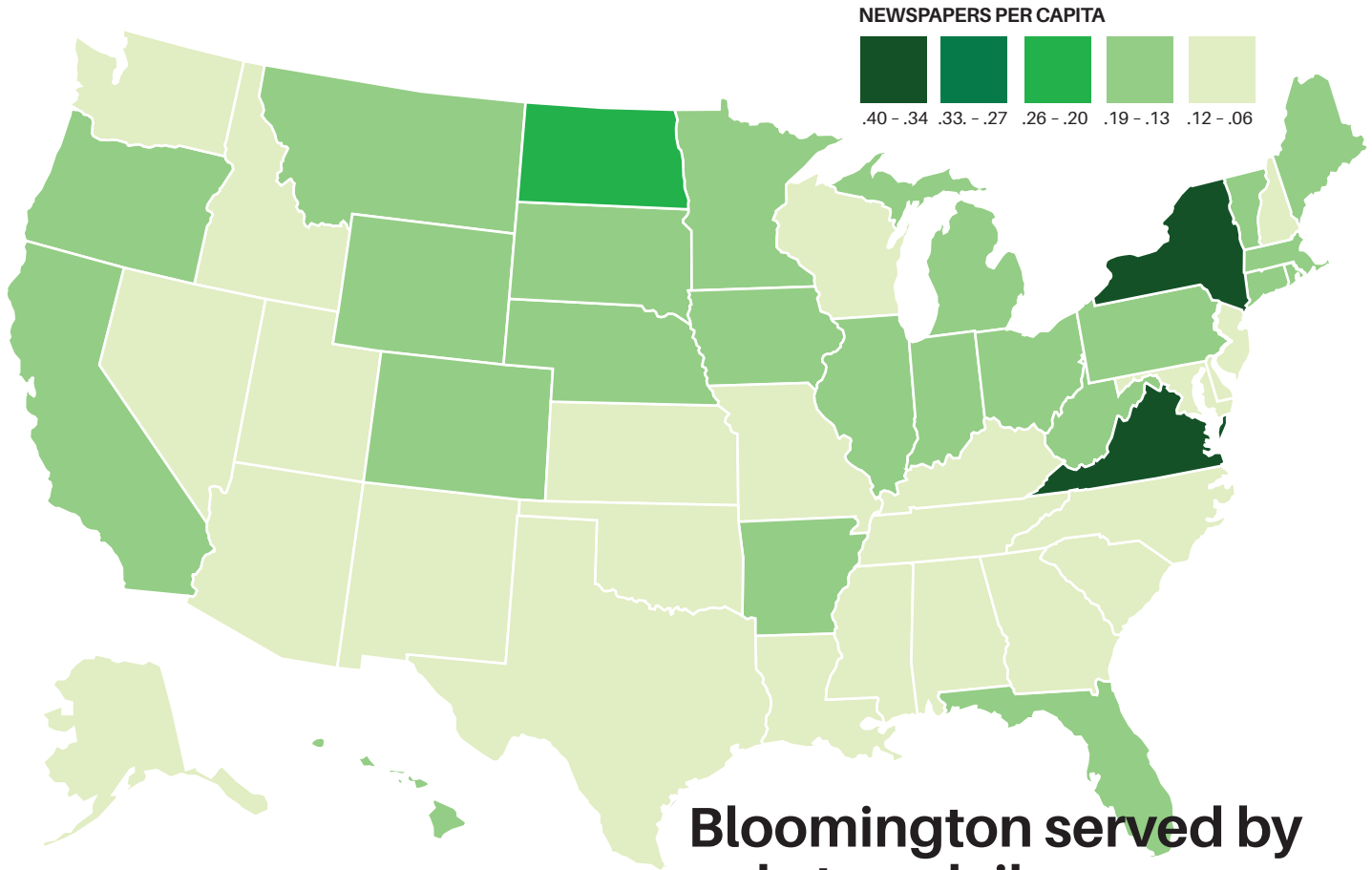


U.S. census tracking newspaper decline

In the past couple years, the newspaper industry has been rocked with economic woes. However, the census has actively been logging the decline of newspapers for decades. The most recent census data, collected in 2010, showed an average rate of 15 newspapers for every 100 people in a state. This rate has declined steadily from .24 newspapers per capita in 1991 through 2009. This map shows the 2009 census data on newspapers per capita in each state.

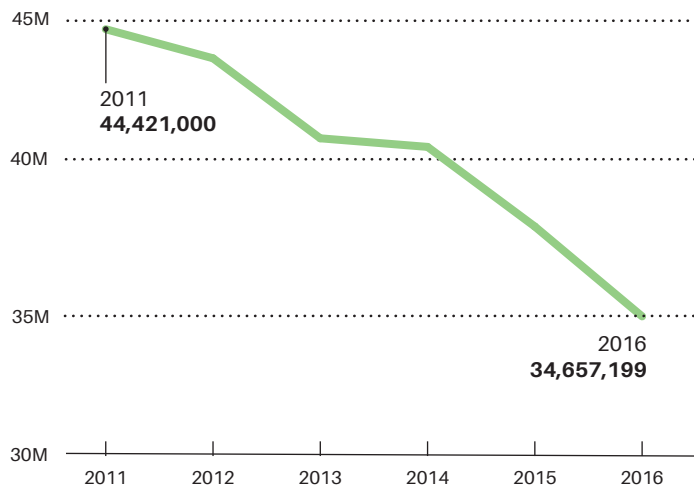


Bloomington served by only two daily papers

The Herald Times and Indiana Daily Student are the only two daily newspapers serving over 80,000 residents.

Circulation has continued to decline since 2010 census

Local newspapers have been closing their doors, not being able to stay afloat, partially due to a decline in print circulation since the early 1990s.



SOURCES Census.gov, Indiana Daily Student assistant director, Pew Research Center, Schurz Communications, inc. GRAPHIC BY Emily Abshire | J464

