

Newspaper publishers may want to use this information while considering decisions about whether to publish on Sunday. For newspapers without a Sunday edition, the average distance to the nearest intruder was 47 miles. For Sunday newspapers, the average intruder was nearly 60 miles away – more than 12 miles farther. A non-Sunday newspaper sitting within the radius of a large competitor may wish to prepare for an intrusion.

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The failure to confirm H<sub>2</sub> and H<sub>3</sub> is surprising. Given the low barrier to entry to publish on the Web and the relative cheapness of posting live news, no correlation between lack of Sunday edition and the existence of an online news site should appear.

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Any barrier to entry to a Sunday edition should be virtually nonexistent to publishing on the Web. The result may have been unduly influenced because no Sunday papers in the sample lacked a Web site. A correlation exists but likely doesn't indicate an unwillingness to compete on the Web due to a barrier to entry. The difference in size among papers with Web sites and those without is notable. Of the 14 papers without a

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Web site, the average circulation is 6,692. Average circulation at the other 288 papers is 20,130. The correlation probably reflects that their small size led to the decisions to both not publish on Sunday and not invest in a Web site. In fact, a post-hoc analysis shows circulation size better predicts the existence of a Web site than the lack of a Sunday paper. A Spearman's Rho correlation between circulation size and Web sites shows a correlation of .19 with a .01 significance level (see Figure 1).

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The results of H<sub>3</sub> are likely due to the same influences as H<sub>2</sub>.

The answers to the research questions provide some interesting fodder for discussion. That even 5 percent of the newspapers in the sample still don't have

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