

America's Newspapers

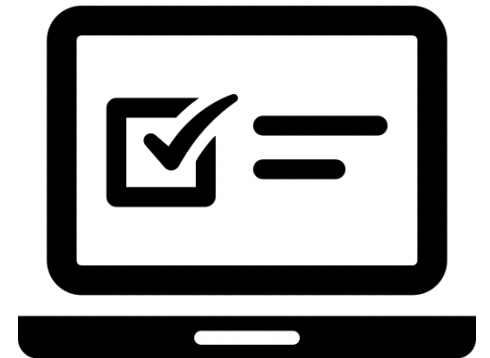
Newspapers
make a *difference.*

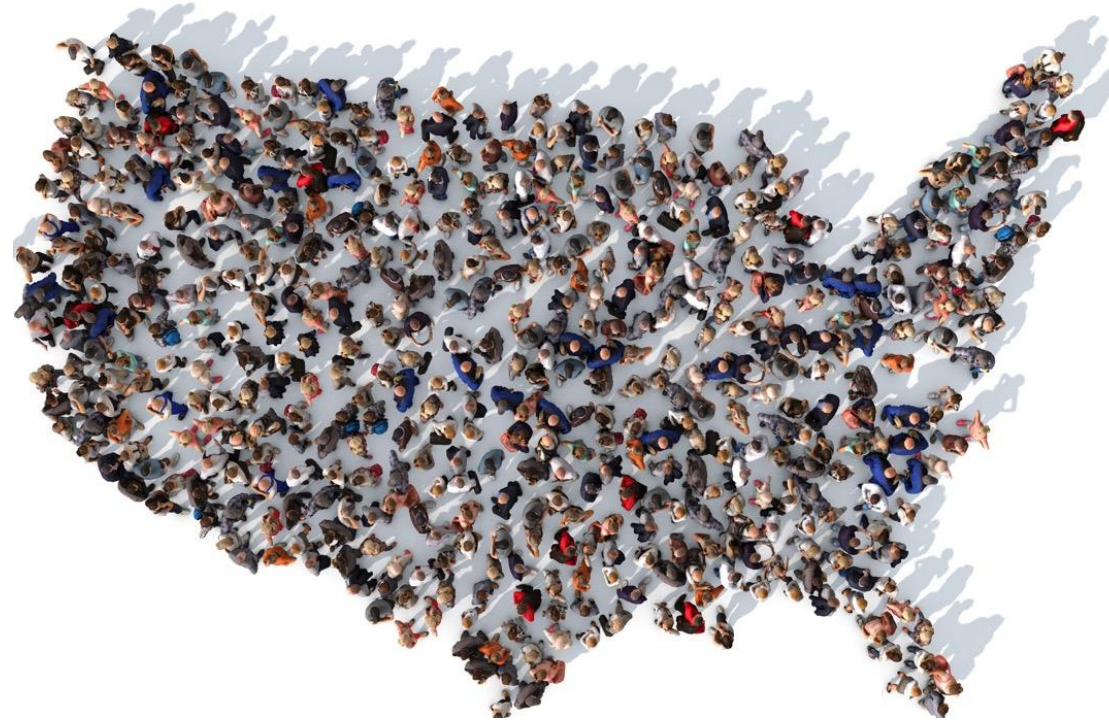
New Research
Proves It.



Survey Detail – By the Numbers

- **5,000 Americans**, age 18+, with quotas set to cover age, gender, education and race matching latest census
- **9 census regions** sectioned by urban, suburban and rural areas
- **12-minute online survey** covering 4 topic areas:
 - How Americans use and access local news
 - How Americans engage with newspapers
 - Public Notices
 - Consumer purchase behavior across 40+ advertising categories
- **20,000+ data points** covering 48 questions, with 422 responses options
- **3,750 comments** and feedback on what Americans want from newspapers





218 MILLION AMERICANS

access news and information from
their local newspapers every month



What is a Newspaper?

"The community newspaper keeps the town informed on elected officials' meetings, local acts of heroism, and, of course, the high school sports teams.

*Inside each issue is a **beautiful microcosm** of the culture of any town – large or small.*

Your local newspaper also keeps the citizenry informed on the critical happenings of local government."

Survey Respondent - Texas

Americans define a "**newspaper**" as the media they rely on for important community news and information that directly impacts their lives.

They do not define a newspaper by how they "**deliver**" the news.

Newspaper = Print, Digital, Newsletters, Social...

Platforms Accessed for Newspaper Information

Americans rely on a variety of **print** and **digital** platforms to access local news and information from their **newspapers**



Newspaper Readership



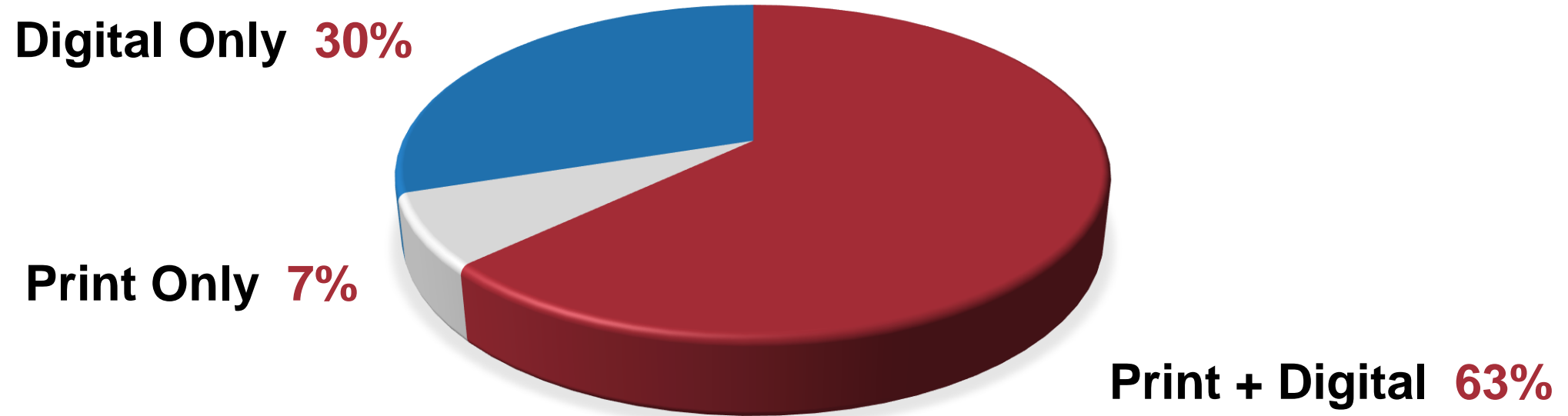
Total Newspaper	84%
Total Digital	78%
Total Print	58%
Total Print + Digital	52%



Almost **7 out of 10** American adults (**66%**) access local digital newspaper content through a **smartphone**

Platforms Accessed for Newspaper Information

Americans have made the move to **digital**



Current/Preferred Access to Newspaper Information

How Americans **access** newspaper content

- 1 Website/e-Edition
- 2 Social media
- 3 Daily/Sunday newspaper
- 4 App
- 5 Weekly newspaper
- 6 Email newsletter

How Americans **prefer to** access newspaper

- 1 Website with daily local news
- 2 Breaking news email/text alerts
- 3 Social media
- 4 Daily/Sunday newspaper
- 5 Daily email newsletter
- 6 Weekly newspaper

Preferred Access by Generation

**#1 preferred platform
for newspaper content
by generational group**

Gen Z (18-24)	<i>Social media</i>
Millennials (25-39)	<i>Social media</i>
Gen X (40-59)	<i>Website with daily local news</i>
Boomers (60-74)	<i>Website with daily local news</i>
Silent Generation (75+)	<i>Home delivered daily newspaper</i>

Americans want their newspaper content delivered **digitally** – via timely, updated **websites**, email/text **alerts**, and most importantly, **social media**.

"If they used more digital tools to get the information out to everyone, including social media, the newspaper will be doing a better job of providing news and information regarding my community and that would meet everyone's needs."

Survey Respondent – South Carolina



Local news: What Americans want and how they want to access it



Reasons Americans Read/Use Local News

**79% of Americans
read/use local news
"To stay informed"
about their cities,
counties and
communities**

Other top reasons...

To feel connected to my community	39%
To decide where I stand on local issues	35%
Find places and things to do	34%
Like to talk with people about things happening in the community	30%
Find it enjoyable/entertaining	28%
To be a better citizen	25%

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z
(18-24)

- #1 To stay informed (70%)
- #2 To feel connected to my community (34%)

Millennials
(25-39)

- #1 To stay informed (78%)
- #2 To feel connected to my community (34%)

Gen X
(40-59)

- #1 To stay informed (81%)
- #2 To feel connected to my community (44%)

Boomers
(60-74)

- #1 To stay informed (82%)
- #2 To feel connected to my community (40%)

Silent Gen
(75+)

- #1 To stay informed (80%)
- #3 To feel connected to my community (38%)

"To be a better citizen"

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%)
Silent Gen (75+)	#1 To stay informed (80%) #3 To feel connected to my community (38%)

"To be a better citizen"

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #3 To feel connected to my community (38%)

"Find places and things to do"

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks highest across generational groups

Top Reasons Generational Groups Read/Use Local News

Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%) #3 Talk about things in the community (32%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #3 To feel connected to my community (38%)

"Talk about things in the community"

"Decide where I stand on local issues"

The need "To stay informed" and "Feeling connected to their communities" ranks high across generational groups

Top Reasons Generational Groups Read/Use Local News

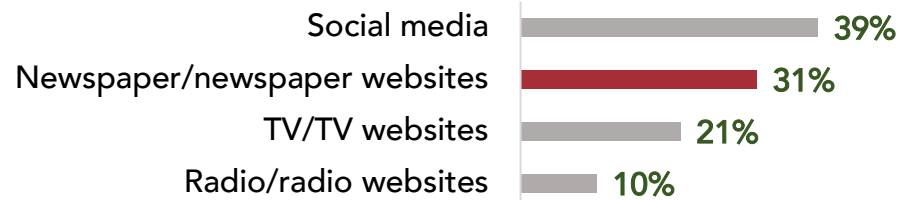
Gen Z (18-24)	#1 To stay informed (70%) #2 To feel connected to my community (34%) #3 To be a better citizen (32%)
Millennials (25-39)	#1 To stay informed (78%) #2 To feel connected to my community (34%) #3 Talk about things in the community (32%)
Gen X (40-59)	#1 To stay informed (81%) #2 To feel connected to my community (44%) #3 Find places and things to do (35%)
Boomers (60-74)	#1 To stay informed (82%) #2 To feel connected to my community (40%) #3 Find places and things to do (39%)
Silent Gen (75+)	#1 To stay informed (80%) #2 Decide where I stand on local issues (46%) #3 To feel connected to my community (38%)

**"Decide where I stand
on local issues"**

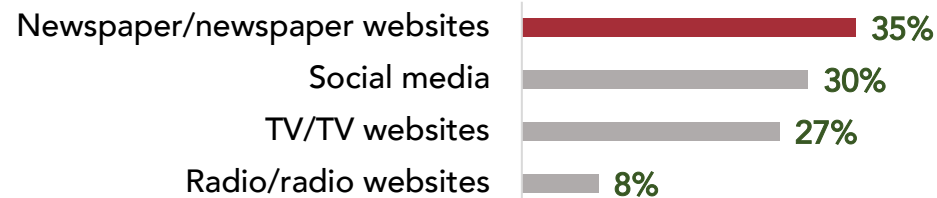
Media Used for Local News

All generations rely on newspapers and newspaper websites for local news

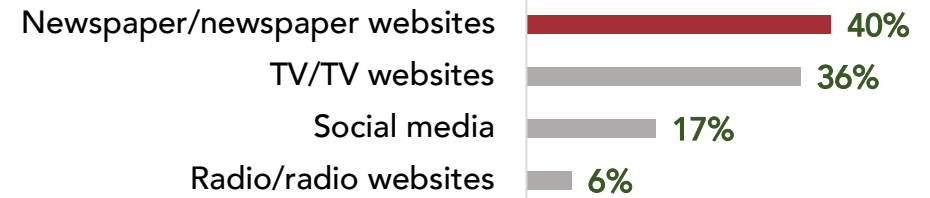
Gen Z (18-24)



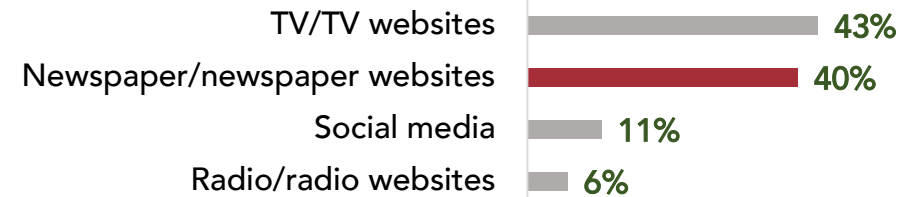
Millennials (25-39)



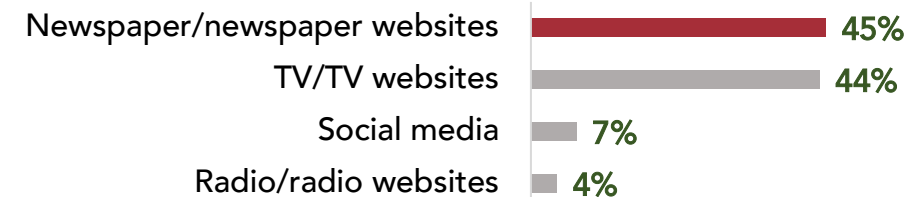
Gen X (40-59)



Boomers (60-74)



Silent Generation (75+)



Media Used for Specific News Content

Local newspapers and newspaper websites are **relied on** over other media for a broad range of **local news content**

Newspapers/Newspaper Websites Rank #1 for...

- Community news
- Local events
- Local things to do
- Local businesses
- Local schools
- Local high school/college sports
- Local announcements
- Local job postings
- Local religion/churches

Local TV/TV Websites Rank #1 for...

- Local crime/personal safety
- Local government
- Local weather forecasts
- Local candidates and ballot issues
- Local medical/health information

Social Media Ranks #1 for...

- Local restaurants and bars

**Local radio/radio websites – no top-ranking local news topics*

Americans believe that local newspapers play a critical role in the **vitality** and **wellbeing** of their communities, and they want even **more local news**.

"Our paper keeps getting smaller. I would like to see more news items, what's happening in town, what's new in politics, etc. And they need to be quicker to respond to breaking news."

Survey Respondent - California



Importance of Local News From Newspapers

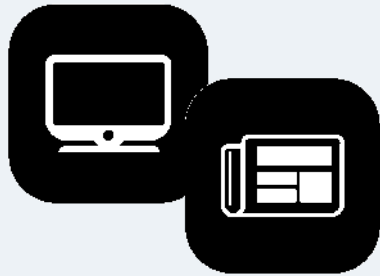
Importance of Americans having a local newspaper provide them with **community news** and **information**



74%
Very Important
or Important

Most Accurate & Reliable Local News Reporting

Consumers rank local newspapers/websites as the **most accurate** and **reliable** source of **original news reporting** for community issues, news and information



43%

Local Newspapers/
Newspaper Websites



33%

Local TV/
TV websites



17%

Social
Media



7%

Local radio/
radio websites

Americans consider **newspaper journalists** to be **experts** in community reporting.

"The newspaper journalists are more transparent and non-biased. You see their faces everyday - at the store in the bank, at the DMV. They answer directly to us because they see us every day."

Survey Respondent - Florida



**They see a reduction of journalists and are
concerned.**

"Hire more journalists to cover local issues on a wider scale, especially a staff to run an online media presence to create pages for local residents to follow for direct news from the source quickly."

Survey Respondent – New Jersey



**Americans believe that local newspapers
need to market themselves better.**

*"Folks easily forget about local newspapers because they
seldom advertise."*

*"I think the local newspaper does a good job of providing
news and information. However, they have to work on
their marketing to improve their readership numbers."*

Community involvement and the role of newspaper readers



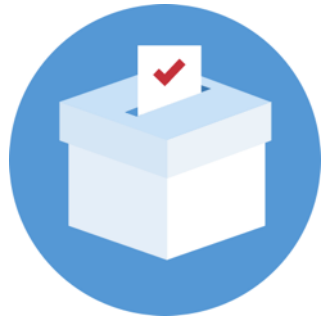
Community Involvement

Newspaper readers are more engaged than non-newspaper readers in their communities

	Newspaper Readers	Non-Newspaper Readers
I feel that I have a responsibility to help shape the future of my community	87%	70%
I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc.	72%	41%
People often turn to me for information about our local community	51%	20%
For important issues facing my community or the country, I often reach out to elected officials, political candidates or the media to express my opinions	49%	20%

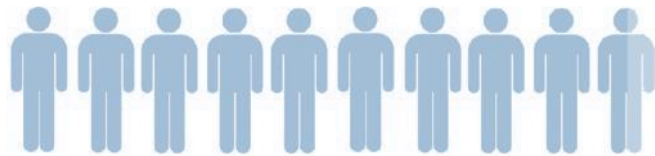
Voting & Elected Officials

Almost **8 out of 10** newspaper readers vote in **national** and **state** elections



	Newspaper Readers	Non-Newspaper Readers
Vote in state/national elections	79%	61%
Vote most/every time in local elections	66%	40%

Newspapers reach more than **9 out of 10** adults who **contacted officials**



	American Adults	Newspaper Readers	Non-Newspaper Readers
Contacted an elected official/ community leader (past 2 years)	36%	41%	10%

Newspapers reach 9 out of 10 adults who contact elected officials

Voting Information Sources

Local newspapers/newspaper websites are **relied on** and **trusted** by American adults for information about **voting** and **elections**

	Used Often	Used Sometimes	Did Not Use
Local TV/TV websites	36%	35%	29%
Local newspapers/newspaper websites	34%	32%	34%
Social media	34%	25%	41%
Word of mouth (family, friends, co-workers, etc.)	31%	38%	31%
State/county/city election websites	20%	34%	46%
Direct mail (delivered to your home)	20%	33%	47%
Local radio/radio websites	20%	33%	47%
Podcasts	12%	19%	69%

**Newspaper readers are an
advertiser's best prospects**



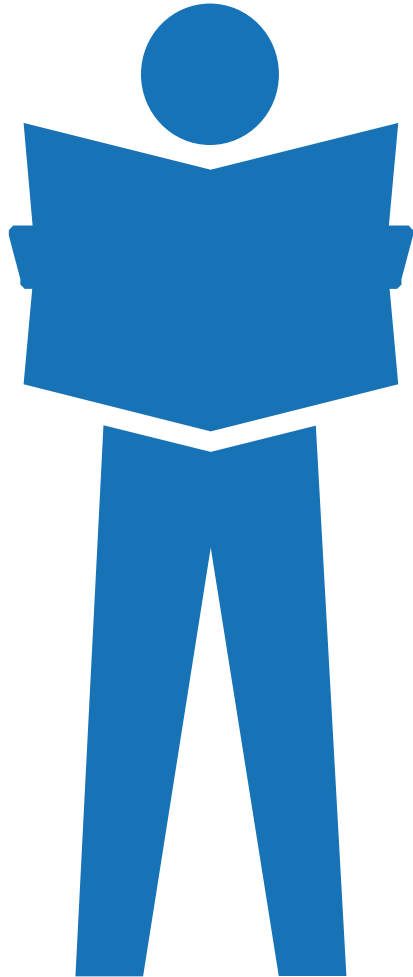
Upcoming Webinar:

Generating Results Using Research



- Review survey results to demonstrate how **newspaper readers** are active consumers – prime prospects for advertisers
- Show how **America's Newspapers** can provide customized sales sheets for your newspaper and individual market
- **Sales training** on how to effectively use the sales sheets when making calls on advertisers

Newspaper Reader Profile

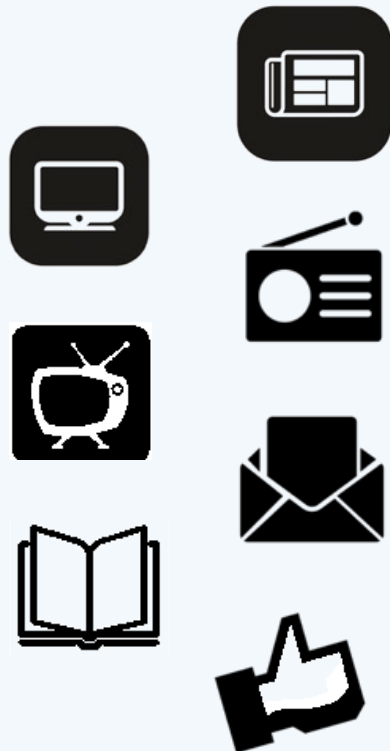


The Typical Local Newspaper Reader Is... **Anything But Typical**

- **49%** are male, **51%** are female
- **78%** are under the age of 65
- **67%** of households earn **\$50k+** annually
- **61%** are homeowners
- **57%** are employed
- **38%** are college grads or higher
- **35%** have children in the home
- **71%** have lived in the community **5+ years**

Advertising Utility

Almost **6 out of 10** American adults use newspaper advertising to help them decide what **brands, products** and **local services** to buy



- Local TV
(*commercials, websites, apps, social media*) 58%
- **Local newspapers**
(*print, circulars, websites, apps, social media*) **56%**
- Delivered advertising
(*mail/driveway/door*) 44%
- Local radio
(*commercials, websites, apps, social media*) 33%
- Ads on other types of social media 29%
- Local/regional/community lifestyle magazines
(*print, websites, apps, social media*) 26%
- Ads on other types of websites 17%

Newspaper Readers Are Active Shoppers

Newspapers deliver the consumers advertisers want to reach

	Newspaper Readers	Non-Newspaper Readers	Newspaper Reach
Automobiles (cars, trucks, SUVs)	26%	12%	92%
Home furnishings (furniture, rugs, mattresses, etc.)	32%	18%	90%
Home improvement products/services	30%	18%	90%
Home services (pest control, plumbing, heating, etc.)	23%	12%	91%

In fact, newspaper readers are **almost twice as likely to purchase** products from these important advertising categories than non-newspaper readers

Advertising Categories Measured

Consumer Products & Services

Appliances
Automobiles, trucks, SUVs
Auto maintenance
Banking/financial services
Drug stores
Educational opportunities
Electronic equipment
Groceries
Home furnishings
Home improvement products/services
Home services
Jewelry/Watches
Liquor/wine/beer
Mobile phones/service
Restaurants & bars
Sporting goods

Professional Services

Auto insurance
Medical/health insurance
Dental insurance
Home insurance
Life insurance
Financial/investment services
Income tax preparer
Mortgage/refinance service
Legal services

Medical Specialists

Dentist/orthodontist
Optometrist/ophthalmologist
Dermatologist/skin doctor
Chiropractor
Physical therapist
Orthopedist/sports medicine doctor
Hearing specialist/ENT

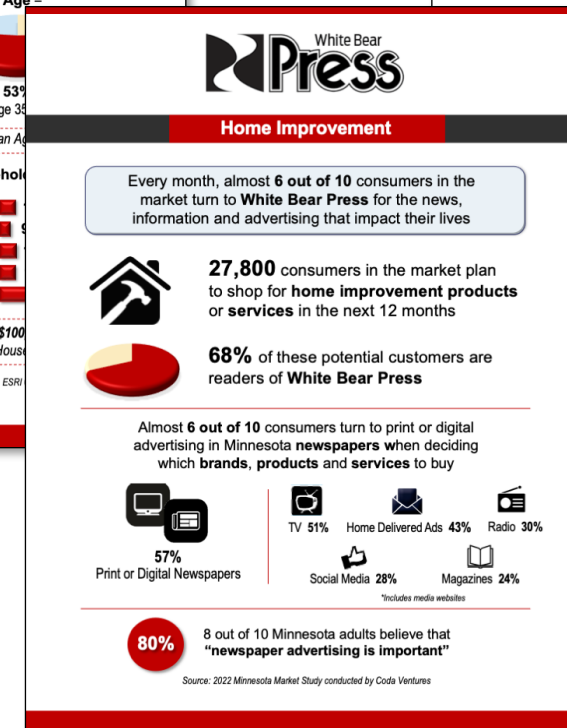
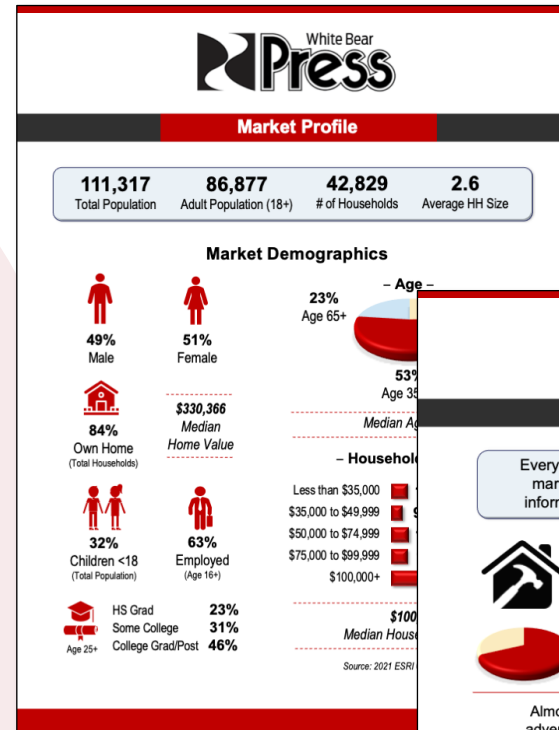
Medical Services

Eyeglasses/contacts
Urgent care clinic
Mental health/wellness services
Women's health services
Hospital overnight stay
Weight management/nutrition program
Hearing aids
Home health nurse/therapist
Corrective eye surgery/Lasik
Elective surgery (*cosmetic, weight, etc.*)

Custom Sales Sheets

Newspaper Sales Sheets

- Market Profile
- Audience Profile
- Category Sales Sheets (10)
(inc. latest spending estimates)
- Custom sales training session



Let the Research Be Your Guide...

Americans understand that local newspapers are important for the welfare of the **local community**.

Newspapers are recognized as being **more than print**.

Readers want **MORE** information, and they want it **digitally**.

Newspapers are **TRUSTED** and **RELIED** on to provide news that impacts readers lives.

Newspaper readers are **engaged consumers**.

Newspapers make a *difference*.

The study shows that while local newspapers have challenges, they are **uniquely positioned** to deliver the local news and information that Americans want... and in the ways they want it.

It is time to tell our story to advertisers with data that show how their brands will **benefit by adding newspapers** (print and digital) to their media plan.

Next Steps

Stay connected to newspapers.org/research for the latest information, updates and materials for the study.

- Customized Sales Sheets
- Sales Webinar
- Content Webinar
- Marketing Campaign (print and digital)

2023 Local Newspaper Study

**For more
information
about the study**

Greg Watson, CMO
847-282-9850, ext. 104
gwatson@newspapers.org

