

America's Newspapers

Newspapers
make a *difference.*

PRINT • DIGITAL • LOCAL

2023

LOCAL

NEWSPAPER

STUDY

Local newspapers are a direct reflection of the communities they serve. Accessed every day by millions, consumers rely on a diversity of print and digital newspaper platforms to deliver the local news, information and advertising that impacts their lives.

America's Newspapers is committed to meeting the needs of our members and of the industry. We are proud to present the 2023 Local Newspaper Study, a research project dedicated specifically to measuring the difference local newspapers make. The study, conducted by the independent research firm Coda Ventures, provides compelling evidence of the importance, relevance and vitality of today's newspapers in the American media landscape.

The following pages provide a snapshot of the study and the story it tells about the critical role local newspapers play in society. From print to digital to social, **Americans are consuming local news more than ever before**, and they are looking to local newspapers as the **most accurate and reliable source of original news reporting**.

For more information about the 2023 Local Newspaper Study, stay connected to www.newspapers.org, including how your market can receive custom sales collateral that applies the results specifically to your market.

The 2023 Local Newspaper Study was made possible by America's Newspapers and the continued support of the Inland Press Foundation and the SNPA Foundation. Additional support was provided by Adams Publishing Group, Clarity Media Group, EO Media Group, Gannett Company, Inc., Press Publications, Ogden Newspapers, Paxton Media Group, Seyfarth Shaw LLP, Shaw Media, Southern Newspapers, Inc., The Seattle Times, The Times-Picayune | The New Orleans Advocate, WEHCO Media, Inc., and Wick Communications. Special thanks also to our partners at Coda Ventures and Editor & Publisher.

AMERICA'S NEWSPAPERS AND THIS RESEARCH STUDY
ARE GENEROUSLY SUPPORTED BY:

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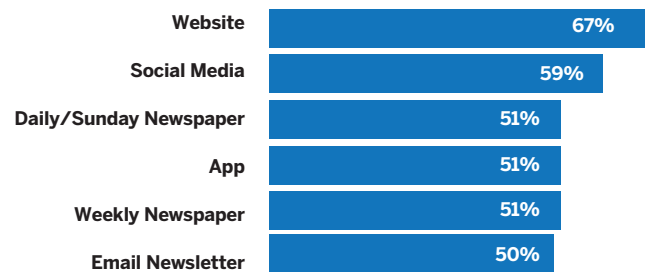
Newspaper Readers

218 MILLION AMERICANS

access news and information from their **local newspapers** every month

Newspaper Readers are actively involved in their communities. When Americans say that they “read the local newspaper,” that means that they access any number of print or digital platforms where newspaper content is easily and conveniently available.

Platforms Americans use to access newspaper content



8 out of **10** Americans read print or digitally accessed newspaper content every month.



63% of readers access local news through both **print and digital** newspaper platforms.



66% of Americans access newspaper content from a smartphone.

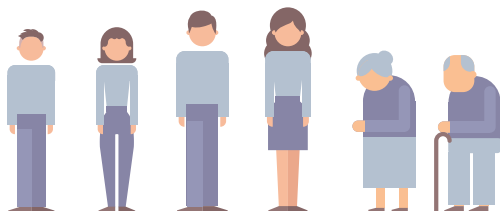
- Desktop/laptop **43%**
- iPad/tablet **25%**
- Other internet device **10%**

Today's “typical” 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%** lived in the community 5+ years



The ways that different **generational groups** would like to have newspaper content **delivered.**



Gen Z (18-24)

- Social media54%
- Daily news website.....45%
- Breaking news emails33%

Millennials (25-39)

- Social media48%
- Daily news website.....45%
- Breaking news emails37%

Gen X (40-59)

- Daily news website.....47%
- Breaking news emails41%
- Home delivered daily paper.....37%

Boomers (60-74)

- Daily news website.....43%
- Breaking news emails38%
- Home delivered daily paper.....31%

Silent Gen (75+)

- Home delivered daily paper.....40%
- Daily news website.....38%
- Breaking news email.....36%

Public Notices



Public Notices have been featured in newspapers since the birth of the nation. Today, local newspapers have dramatically expanded the print and digital channels that Americans use to access these important announcements.

66% of Americans believe that publishing **public notices** in newspapers **should be required.**

57% of Americans report that newspapers and newspaper websites are **“more reliable”** than city, county or state websites for accessing public notices.

63% of Americans believe that newspapers and newspaper websites are **“more concerned about the community”** than city/county websites (26%) or state websites (11%).

87% of newspaper readers feel they have a **“responsibility to help shape the future of their communities.”**

Local newspapers and their websites are **relied on more** than any other source for information about **public notices** and **government.**

Local newspapers/ newspaper websites

55%

Local TV 36%

Social media 32%

Government websites 24%

Word-of-mouth/friends/relatives 21%

Local radio 19%

City newsletters 18%

Public bulletin boards 14%

Non-government website 8%

Local News




Local News is critical to the well-being of a community. Every day, Americans rely on local news to stay informed about important events affecting their lives. But local newspapers provide more than just the news. They are a catalyst that helps define the culture of a community.

TOP 5 REASONS

Americans seek out, access, read or use local news for information about their communities.

- 1 To stay informed
- 2 To feel connected to the community
- 3 Decide where they stand on local issues
- 4 Find places and things to do
- 5 Talk to other people about community news

Newspapers are the **MOST ACCURATE SOURCE** of original news reporting


43%
Local newspapers/
newspaper websites

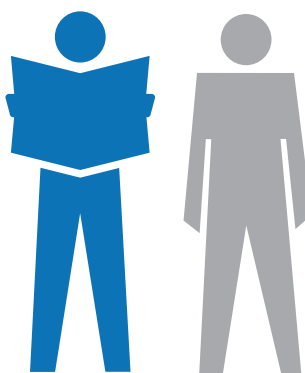
 **33%** Local TV/
TV websites

 **17%** Social
Media

 **7%** Local Radio/
Radio websites

Americans prefer local newspapers — more than TV, radio or social media — for news and information about a variety of important local topics.

- ✓ Local announcements
- ✓ Local things to do
- ✓ Community news
- ✓ Restaurants and bars
- ✓ Local events
- ✓ High school & college sports
- ✓ Local businesses
- ✓ Religion and churches
- ✓ Local job postings
- ✓ Local schools



1 OUT OF 2

Americans read or access information from their local weekly newspaper every month.

74%

of Americans believe that it is **important** to have a local newspaper provide community news & information.



Newspaper Advertising

Newspaper Advertising reaches advertisers' best customers and prospects. Millions of Americans rely on print and digital newspaper advertising to make regular buying decisions. For advertisers, newspaper readers represent an active and engaged audience of consumers.



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

LOCAL TV **58%**
(commercials, websites, apps, social media)

LOCAL NEWSPAPERS **56%**
(print, circulars, websites, apps, social media)

DELIVERED ADVERTISING **44%**
(mail, driveway, door)

LOCAL RADIO **33%**
(commercials, websites, apps, social media)

OTHER SOCIAL MEDIA ADS **29%**

LOCAL/REGIONAL MAGAZINES **26%**
(print, websites, apps, social media)

OTHER WEBSITE ADS **17%**

NEWSPAPER READERS ARE ACTIVE CONSUMERS

Newspaper readers are actively in the market for a variety of goods and services. Percentage of newspaper readers that plan to shop or purchase products in the next 12 months:

Category	Newspaper Reach
Appliances	91%
Automobiles, trucks, SUVs	92%
Auto maintenance (tires, oil changes, etc.)	89%
Banking/financial services	88%
Drug stores	88%
Educational opportunities	95%
Electronic equipment	89%
Groceries	85%
Home furnishings (furniture, rugs, etc.)	90%
Home improvement products/services	90%
Home services (pest control, HVAC, etc.)	91%
Jewelry/Watches	92%
Liquor/wine/beer	90%
Mobile phones/service	89%
Restaurants & bars	87%
Sporting goods	92%

84% of American adults – or **218 million** – can be reached through print or digital newspapers every month.

ABOUT THIS SURVEY



America's Newspapers commissioned Coda Ventures to conduct a national survey to quantify the readership of local newspapers and to document the role they play in delivering local news, public notices and advertising.

A nationally representative sample of American adults, age 18+, received an online survey in Q4 2022. At the close of the survey, 5,000 respondents had participated.

CUSTOM SALES COLLATERAL FOR YOUR MARKET

Find out how to get custom sales sheets developed specifically for your market.

Email Greg Watson, Chief Marketing Officer at America's Newspapers, for more information
gwatson@newspapers.org