

Research Insights from
America's Newspapers
2023 Local Newspaper Study

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2023 Local Newspaper Study

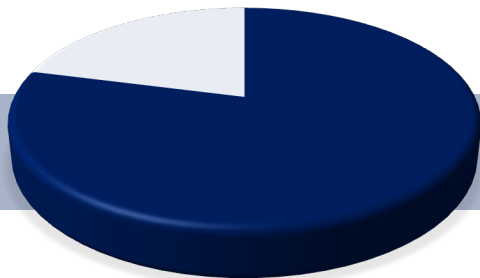
America's Newspapers, and its industry partners, sponsored a national study to identify the shifting dynamics of local news and how newspapers play an important role in providing news and information to their local communities

Survey Objectives

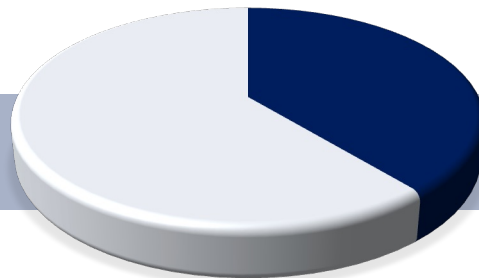
- Provide national audience estimates for readership/access of local newspapers (from large dailies to small local weeklies) across all platforms (print, websites, e-editions, social media, apps, and email newsletters).
 - Measure how newspapers compare to other media as a source that people use and depend on for news and information about their local communities.
 - Document the important role that newspapers play in publishing and providing access to public notices and records for the community.
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Reasons Consumers Read/Use Local News

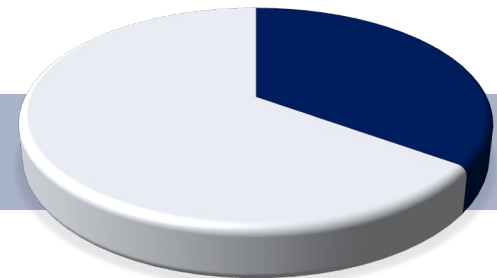
Top three reasons consumers seek out, access, read or use local news for information about their cities, counties and communities



79%
To stay informed



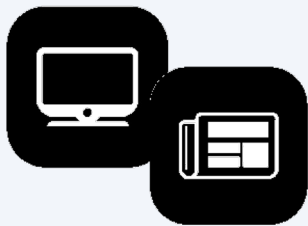
39%
To feel connected
to my community



35%
Helps me decide
where I stand on
local issues

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



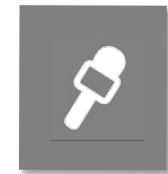
43%
Local Newspapers/
Newspaper Websites



33%
Local TV/
TV websites



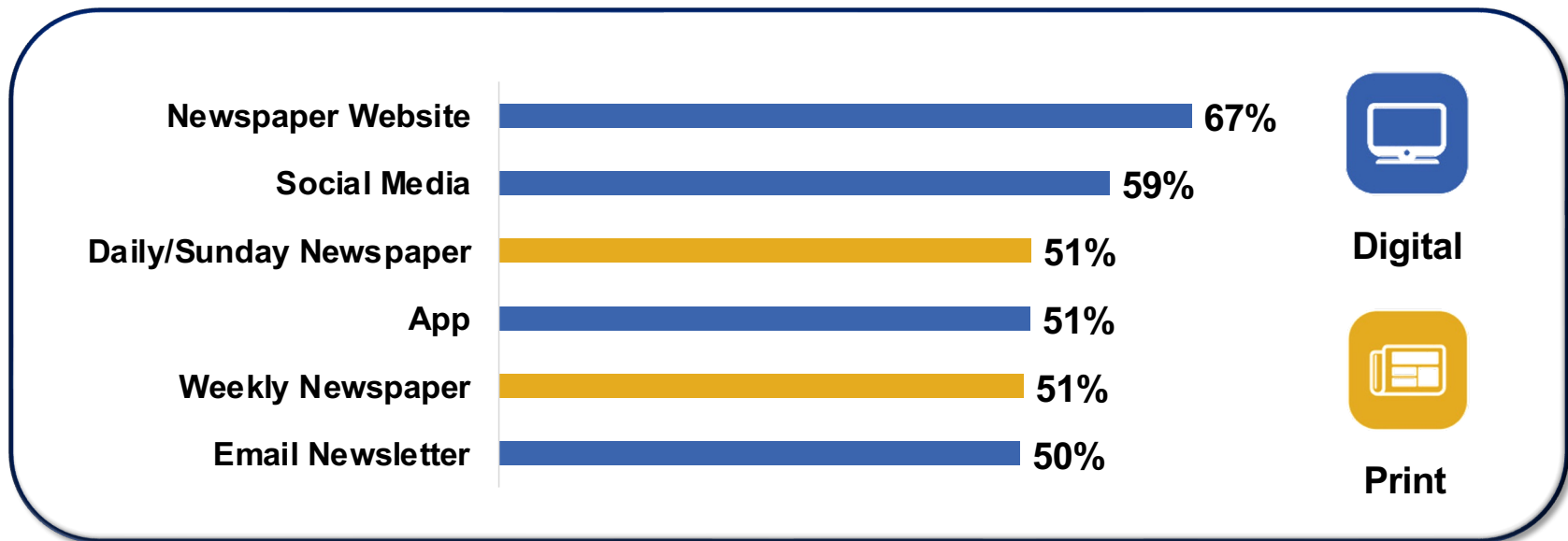
17%
Social
Media



7%
Local radio/
radio websites

Multi-Platform Newspaper Readership

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



Importance of Local News from Newspapers

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



74%

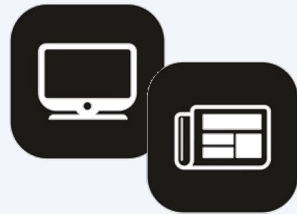
Very Important or Important



A research-driven "**Did You Know**" campaign can demonstrate the vitality of newspapers to **legislators** and **advertisers** in your own community

Advertising Utility

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



56%
Local Newspapers/
Newspaper Websites



56%
TV/TV websites



42%
Home delivered ads



34%
Social media



31%
Radio/radio
websites



25%
Magazines/
magazine websites



17%
Other types
of websites

For More Information



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