

Thanks for the **HIGH SCORES**

Where do local newspapers get high marks these days?

According to the National Newspaper Association's 2022 readership survey*, **the local newspaper:**

- * **"Informs me"** — 93 percent say so.
- * **"Provides valuable local shopping and advertising info"** — 81 percent agree.
- * **"Is relied on by "my household ... for local news"** — 83 percent said that.
- * **"Is used to "research candidates running for local office"** — 66 percent agree, which is significantly up from the 46 percent reported in the 2017-2019 survey.



*Survey of 1,000 adults from communities across the United States conducted by Susquehanna Polling and Research Inc.

Relevance Project



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