

## **NNA Releases Results of 2011 Community Newspaper Readership Survey**

The Study from the National Newspaper Association and the research arm of the Reynolds Journalism Institute at the Missouri School of Journalism found that readers in areas served by community newspapers continue to prefer the community newspaper as their source of local news and advertising

- The study shows that 74% of people in communities served by a newspaper with circulations under 15,000 read a local newspaper each week. They prefer the printed copy to the online version, with 48% saying they never read the local news online.
- They prefer to receive advertising through the newspaper (51%) instead of on the Internet (11%). And only about a quarter of respondents said they had found local news through a mobile device in the past 30 days. Slightly more (38 percent) said they had received local shopping information by mobile device.
- 74% of those surveyed read a local newspaper each week.
- Those readers, on average, share their paper with 2.33 persons.
- They spend about 38.95 minutes reading their local newspaper.
- 61% of readers read local news very often in their community newspaper, while 48% say they never read local news online (only 11% say they read local news very often online).
- Of those going online for local news, 52% found it on the local newspaper's website, compared to 20% for sites such as Yahoo, MSN or Google, and 25% for the website of a local TV station.
- 33% of those surveyed read local education (school) news very often in their newspaper, while 68% never read local education news online.
- 27% read local sports news very often in their newspaper, while 70% never read local sports online.
- 40% read editorials or letters to the editor very often in their newspaper, while 64% never read editorials or letters to the editor online.
- 70% have Internet access in the home, but 80% never visit the Web site of their local chamber of commerce.
- Of those with Internet access at home, 89% have broadband access.
- The local community newspaper is the primary source of information about the local community for 51.8% of respondents compared to seeking information from friends and relatives (16%) and TV (13.2%). Readers are seven times more likely to get their news from their community newspaper than from the Internet (7.4%). Less than 6 % say their primary local news source is radio. –  
NNA