

NATIONAL NEWSPAPER ASSOCIATION NEWS & POLICY

SURVEY: Readership levels are also holding over the years

trustworthy scale where our newspapers rank about even with national news programs, but far ahead of the rest of the pack.”

Both readers and non-readers also think it is important for the public to have access to public notices from local governments — community newspaper readers more so with an average rating 8.23 on a scale of 1 to 10 (with 10 representing the highest) and 7.88 for non-readers.

Community newspapers are also the leading source for shopping decisions and advertising content. For instance, 79% of respondents agree community newspapers “provide valuable local shopping and advertising information.” Further, 24% of respondents rate community newspapers as their go-to source for local purchasing decisions, beating out all other mediums:

Social media platforms: 17%
Direct mailings: 14%
In store promotions: 12%
Local TV stations 10%
Radio ads: 4%
Cable TV ads: 2%
Metro newspapers: 1%

It’s important to note that the results were mixed among respondents when polled about the effectiveness of online advertising: “How often do you notice Google ads or other advertising banners when you are reviewing content on websites — always, some of the time, occasionally or not at all?” “Not at all” was the most popular answer from 28% of respondents, followed by “always” from 26%, 22% “some of the time” and 21% “occasionally.”

Readership levels are also holding over the years. Static with last year, 64% of survey respondents said they

read a community newspaper either in print (43%) or online (6%) (15% reading both). Last year’s data was a small decline from 67% in 2017.

To help members determine if the online pay-per-article method might be effective, the survey asked, “Would you be willing to pay per article, for instance 50 cents per article, to have access to news stories on your favorite internet websites or newspapers?” Eighty-nine percent of respondents said no, 5% said yes, 5% were undecided and 1% declined to answer.

House ads for NNA member newspapers, as well as survey results, can be downloaded at nna.org.

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- Community newspapers rated as the most trusted source of information about candidates running for public office — topping all other mediums
- 85% of community newspaper readers are “very likely” to vote in an election this year
- 92% of community newspaper readers say their paper informs them
- 64% of community newspaper readers share their paper with up to 5 other people
- 61% of survey respondents turn to their local community newspaper for information about candidates for public office at the federal, state or local level



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