



New York State Community Newspaper Readership Survey 2010

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Methodology

- Random Digit Dial Telephone Survey
- 830 New York State Residents
- Conducted May 12 through June 6, 2010

Nature of the Sample	
Region	
NYC	43%
Suburbs	19%
Upstate	38%
Age	
18-34	27%
35-49	18%
50-64	30%
65+	15%
Gender	
Male	48%
Female	52%

Local Community Newspapers...

82%

- The best way to know what is going on right here in my community

Sources of Information

Do you use any of the following sources to learn about local news and events?

- Community Newspapers



55%

Community Newspapers at Home

One

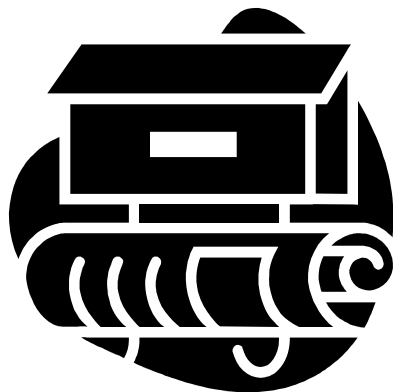
- 34%

Two

- 13%

More than
two

- 4%



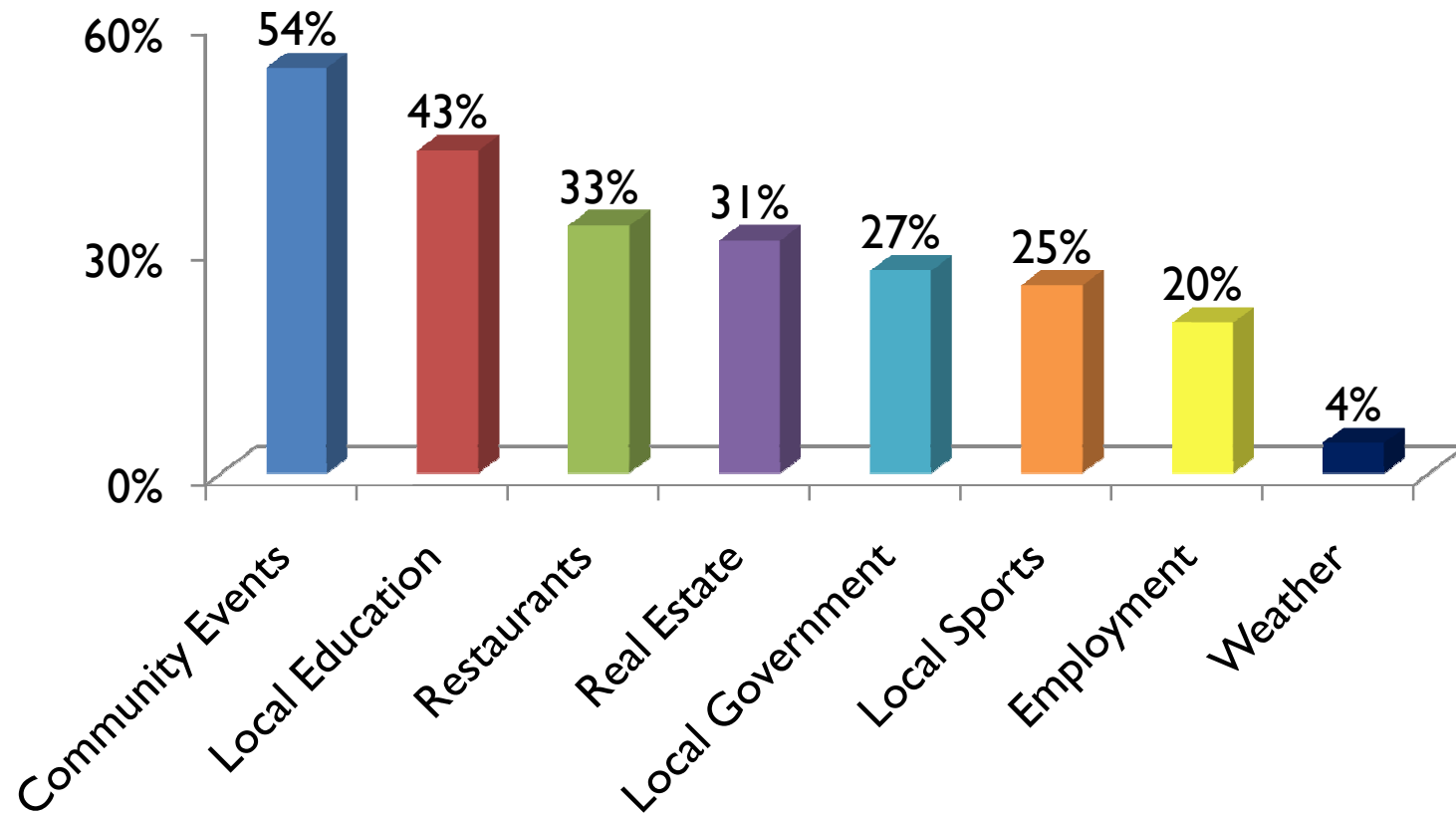
Get Community Newspaper



Receive community newspaper at home or
pick it up

Best Way to Get Information

Community Newspaper



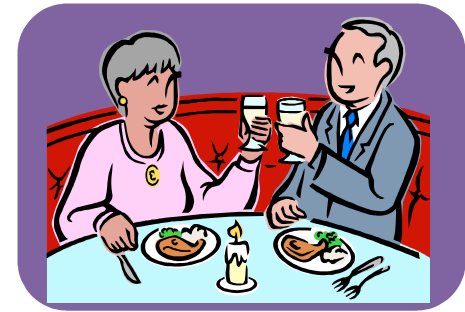
Community Newspaper: Top Information Source



Community
Events



Education



Restaurants



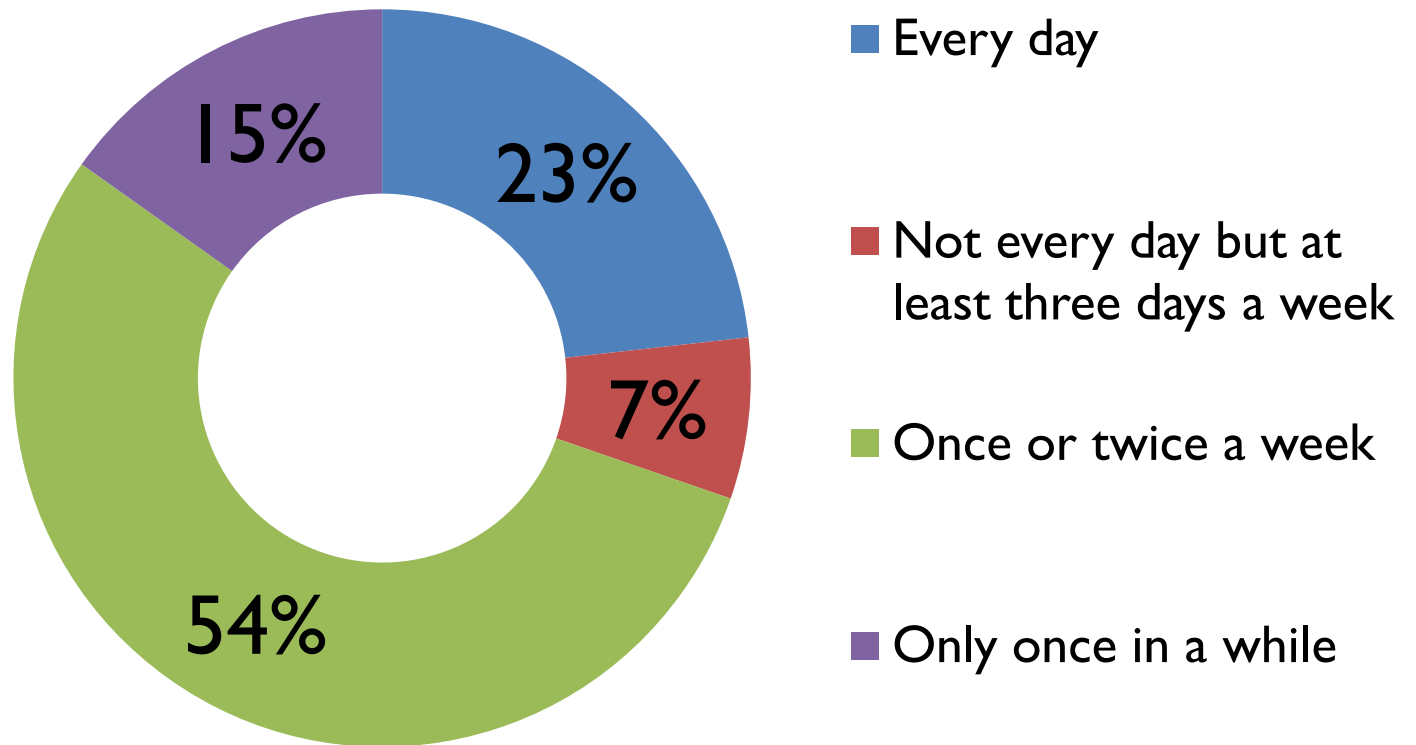
Real Estate



Local
Government

Frequency of Using Sources

Community Newspaper



Time Spent Reading Community Newspapers

< 1 hour:
47%

1-3 hours:
24%

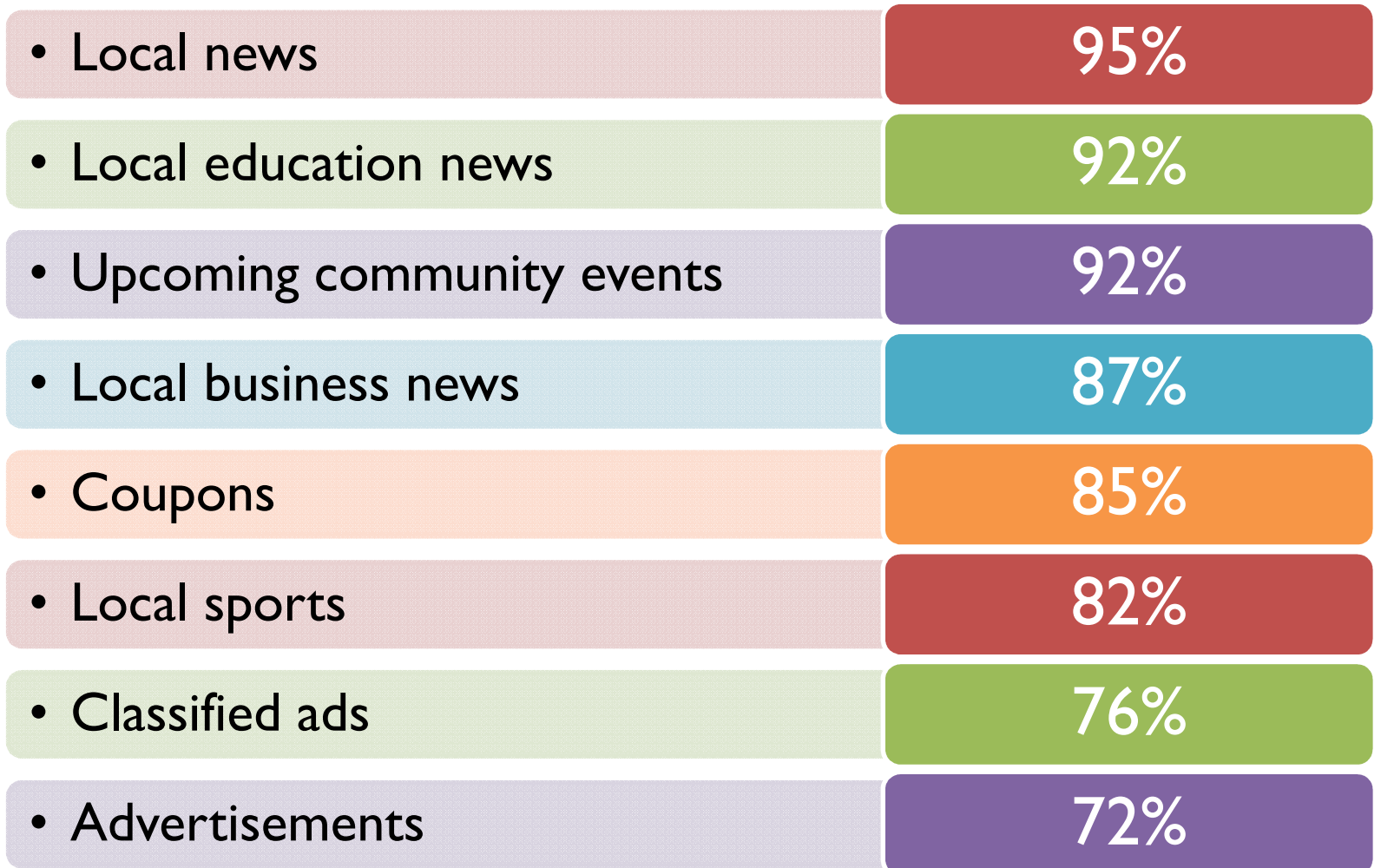
3+ hours:
9%



Sections of Community Newspaper



Importance of Sections of Community Newspapers



Quality of Community Newspapers



Languages Other than English

Top 4

Spanish

Yiddish/Hebrew

Chinese/Mandarin/Cantonese

Russian/Ukrainian

Local Community Newspapers...

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- The best way to know what is going on right here in my community



Profile of Community Newspaper Readers

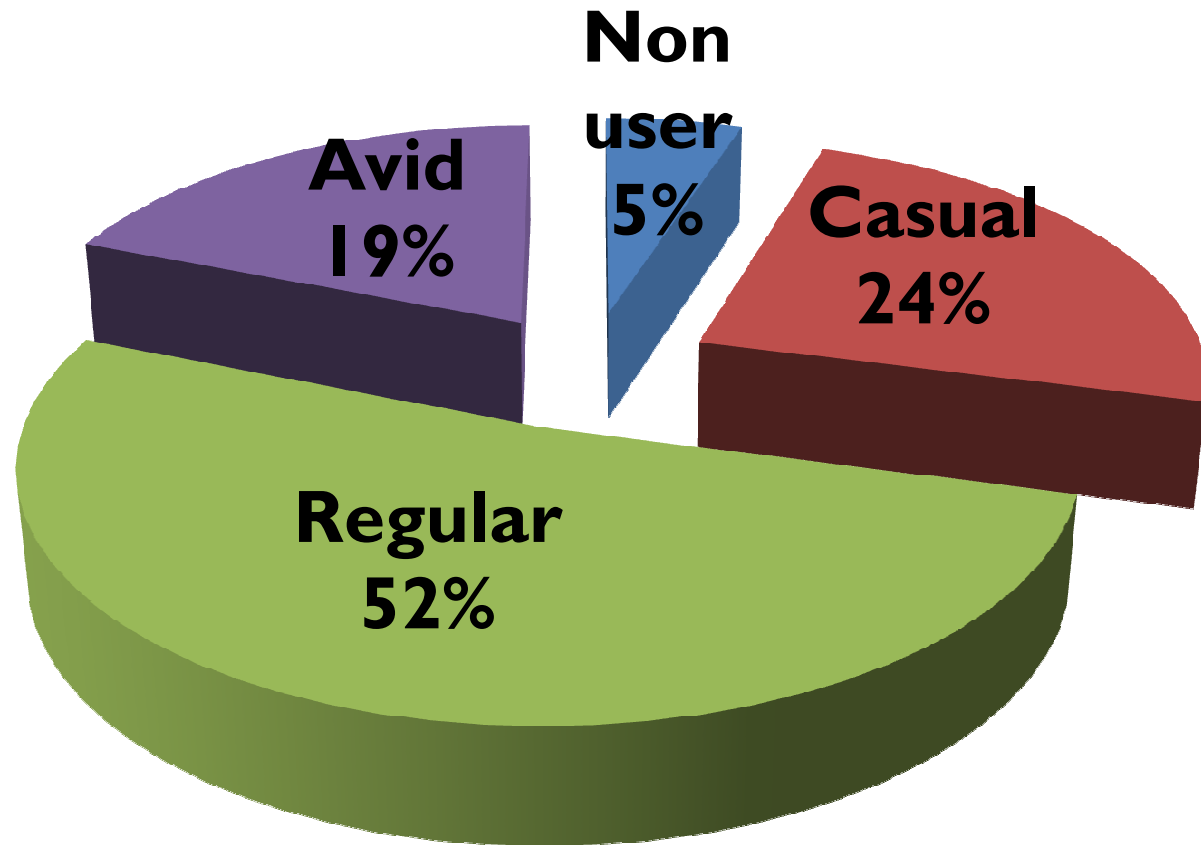
- SRI developed an index of Community Newspaper Readers based simultaneously on six of the survey questions:
 1. Tell me whether during an average week you use a community newspaper to learn about local news and events?
 2. Do you receive a local community newspaper that focuses primarily on local issues at home? Or ...How many different community newspapers do you receive at your home each week?
 3. Do you think a community newspaper is the best way for you to get information on either local government news, the weather, community events, local sports, news about restaurants, real estate news, career or employment news or local education news?
 4. Do you regularly pick up a community newspaper that is available in your area?
 5. Do you spend time each week reading local community newspapers?
 6. Have you visited a community newspaper website?
- Each affirmative response was awarded one point



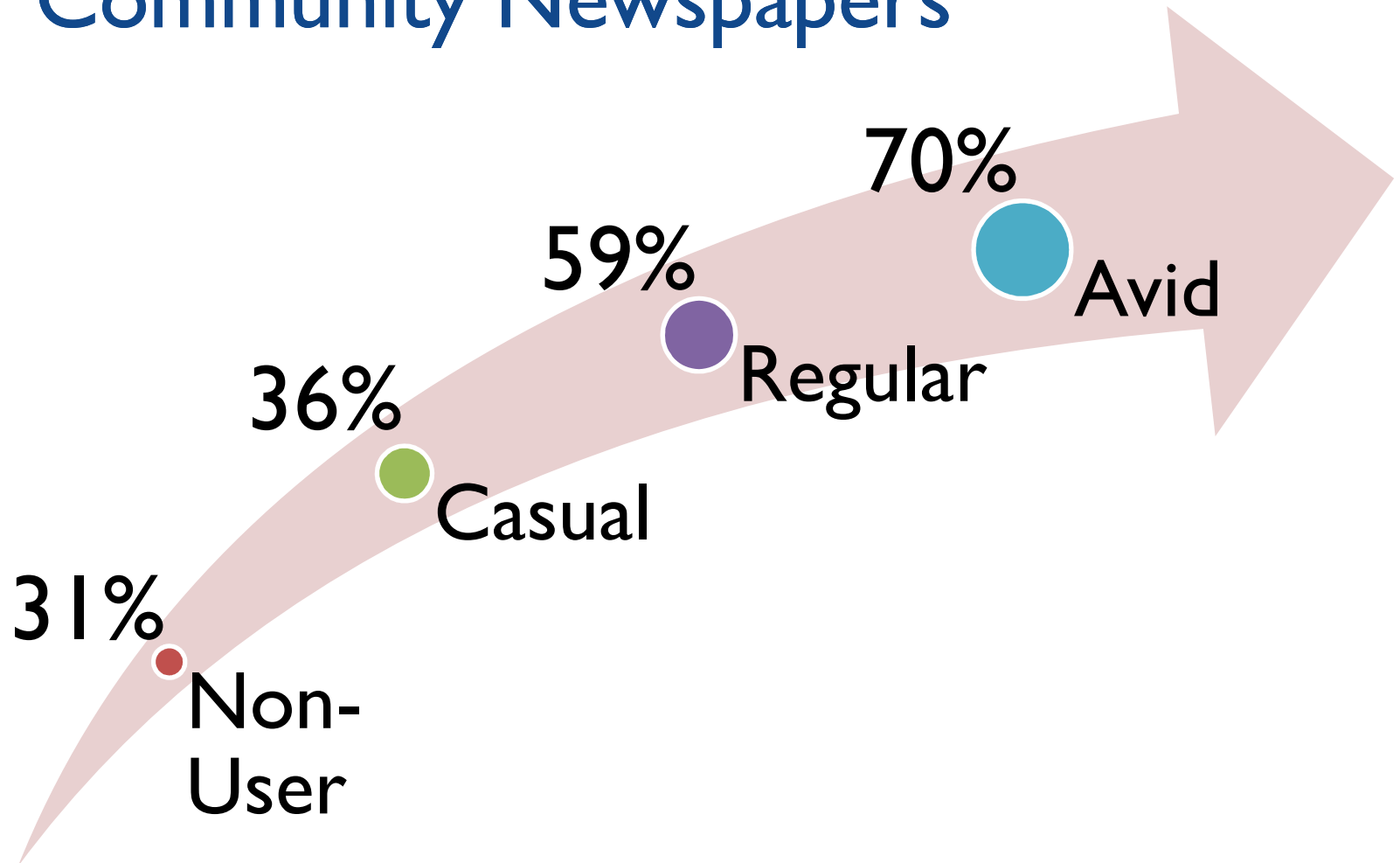
Profile of Community Newspaper Readers

- Respondents were categorized as follows:
 - 0 points – Non-User
 - 1 or 2 points – Casual User
 - 3 or 4 points – Regular User
 - 5 or 6 points – Avid User

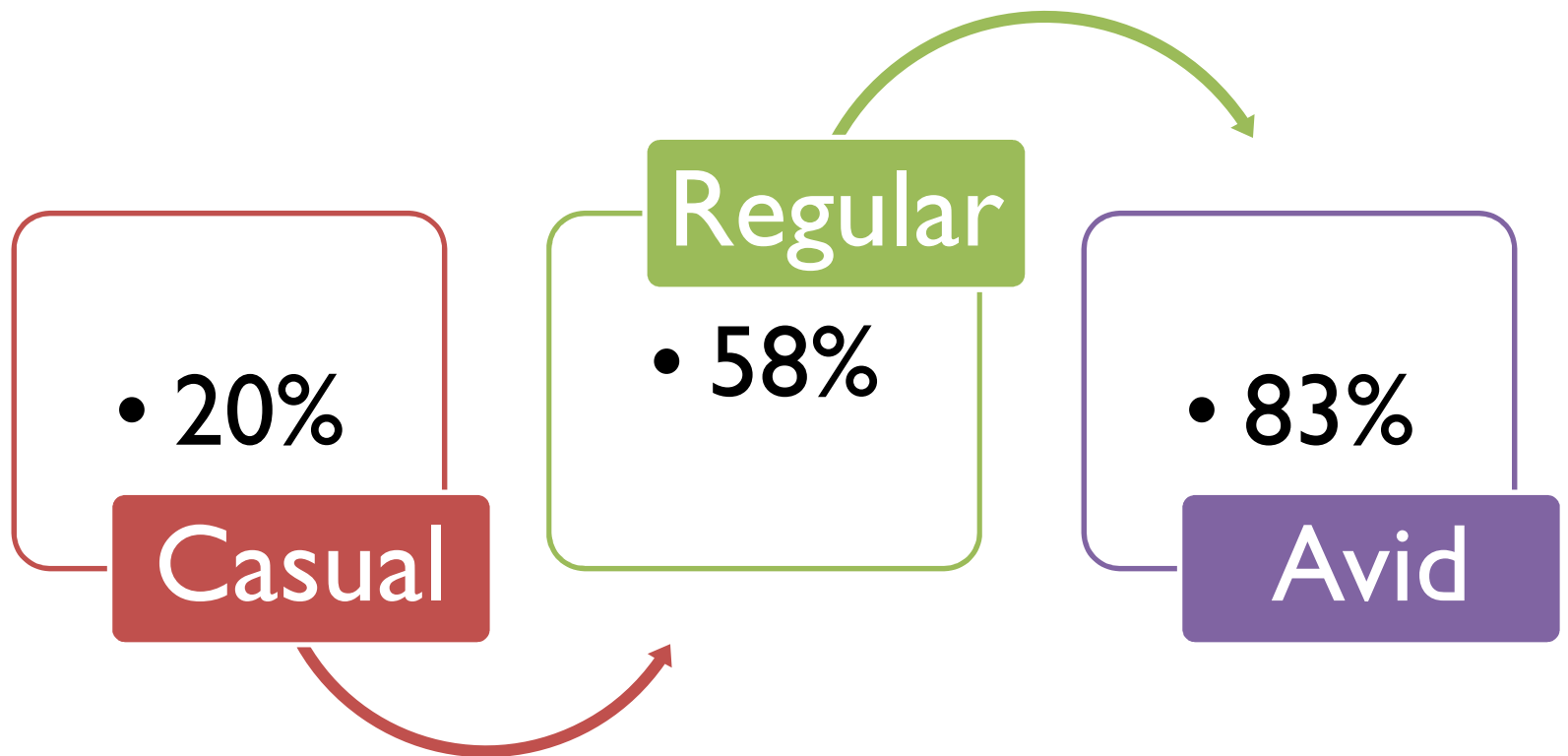
Profile of Community Newspaper Readers



Best Way to Learn about Community Events: Community Newspapers



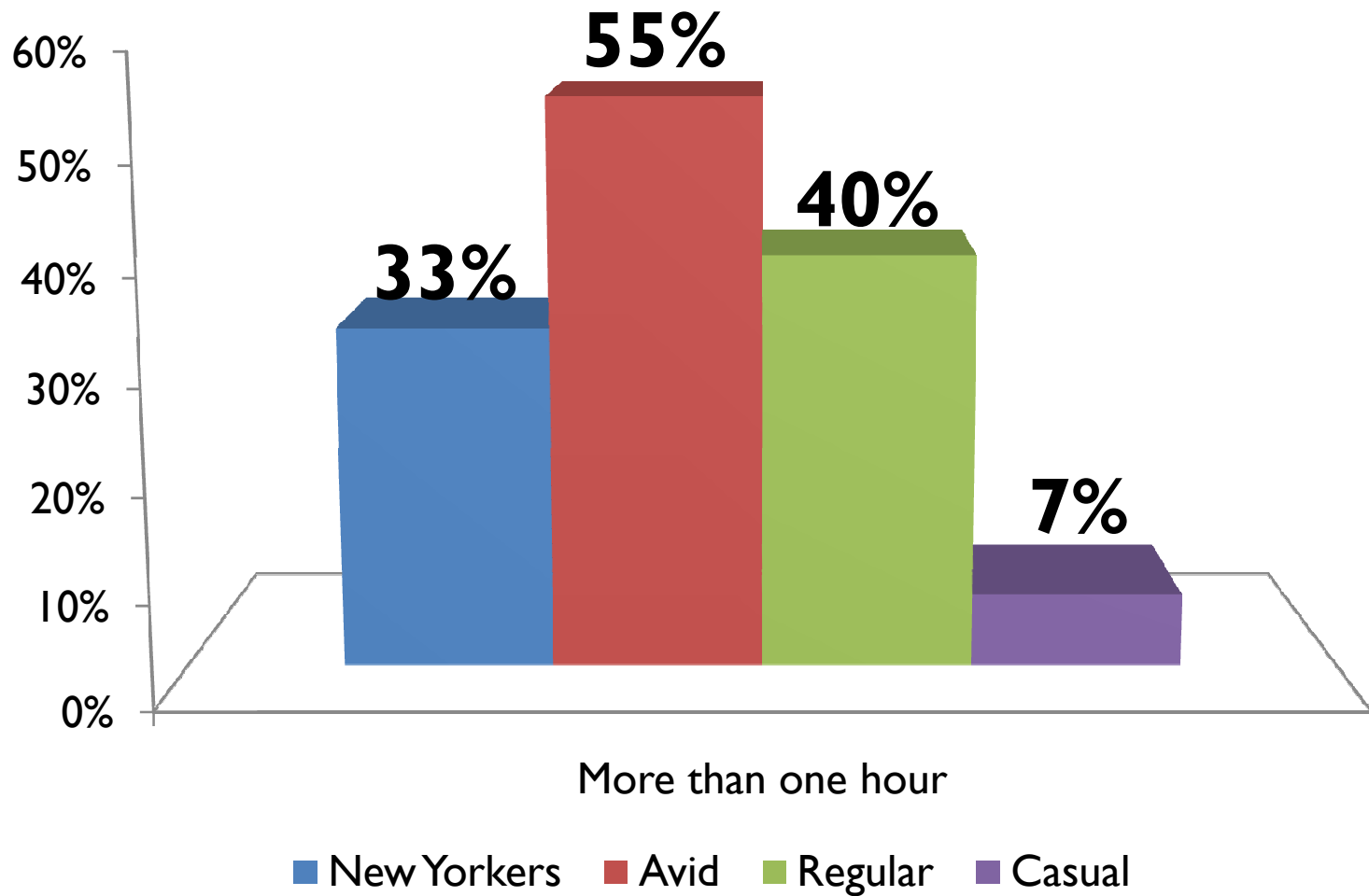
Receive Community Newspaper at Home



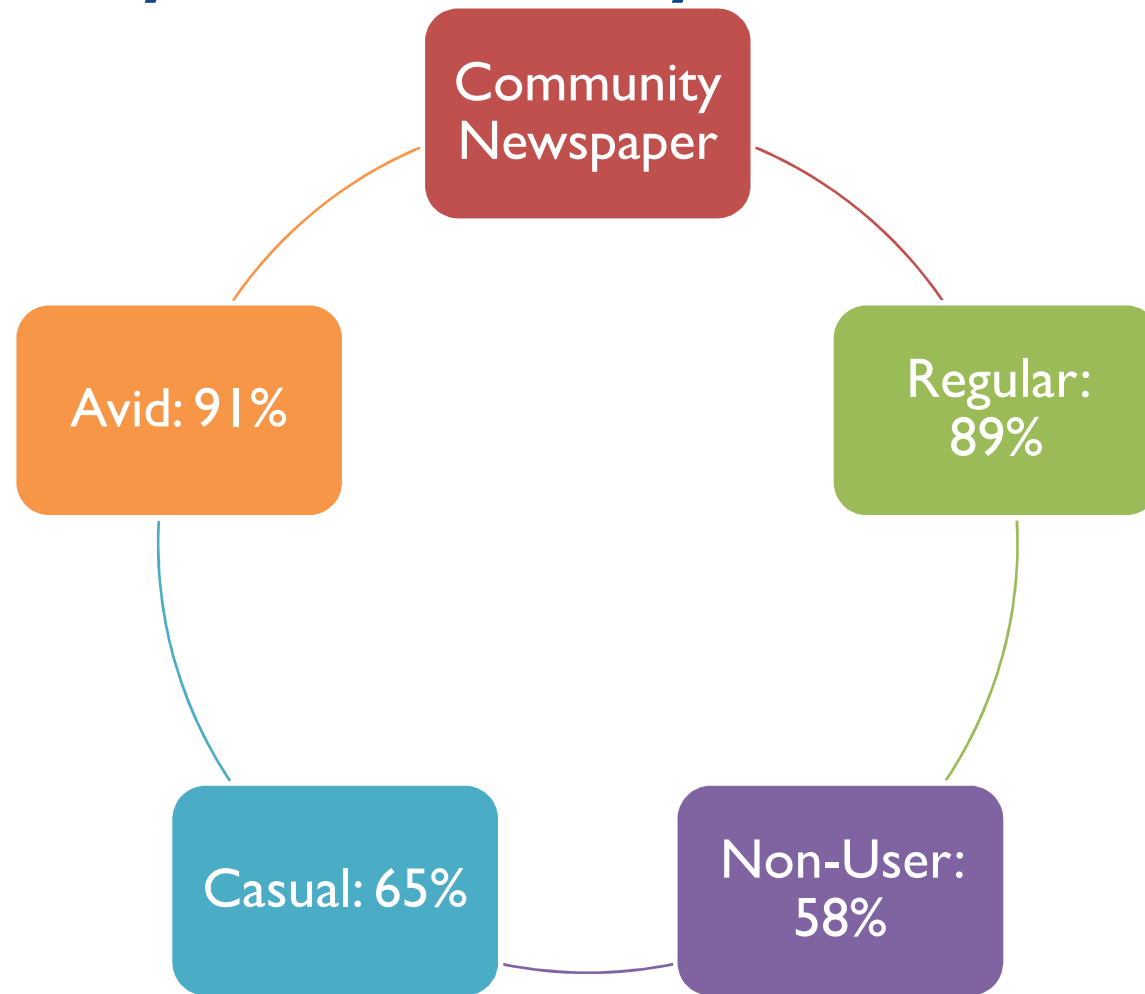
Pick Up Community Newspaper



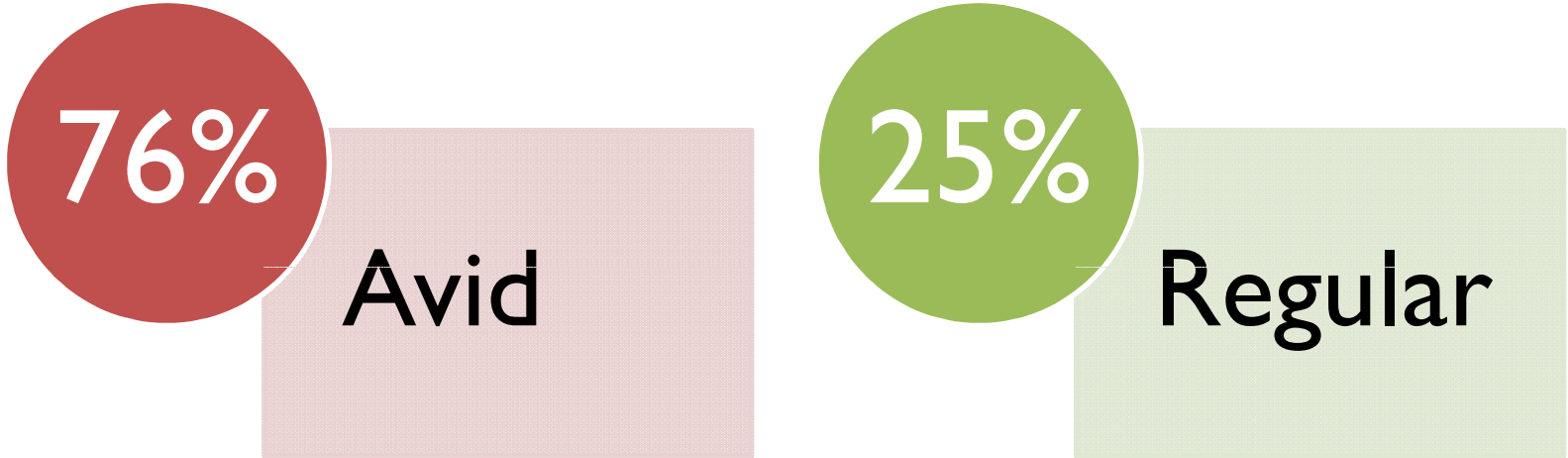
How Much Time Spent with Community Newspaper



Best Way to Know What is Going on in My Community



Visited Community Newspaper Website





Internet Usage

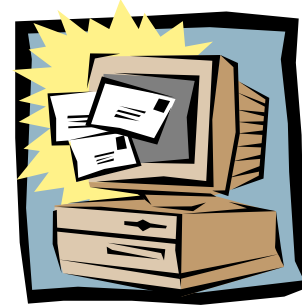
- More than 2/3 of New Yorkers personally access the internet
- 78% use the internet to read stories about international, national or state news
- 60% use the internet to keep track of local news and events in the community

Email Alerts



Currently subscribe to email alerts

Community Events Email Alerts

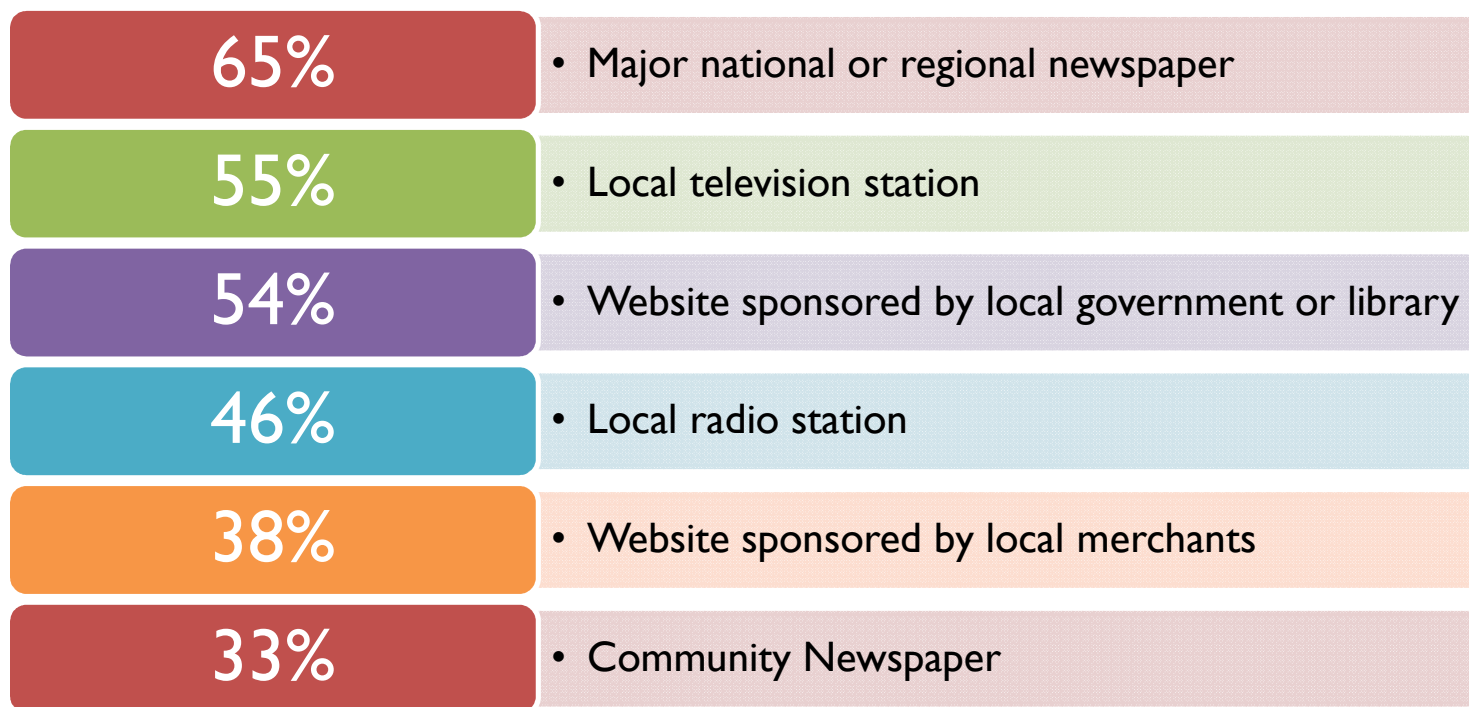


55% Likely to Subscribe to
Community Events Email
Alert

Internet Destinations

- Only 1/3 of those that access the internet have visited a community newspaper website

Ever visited any of the following websites?





Internet Destinations Reader Groups

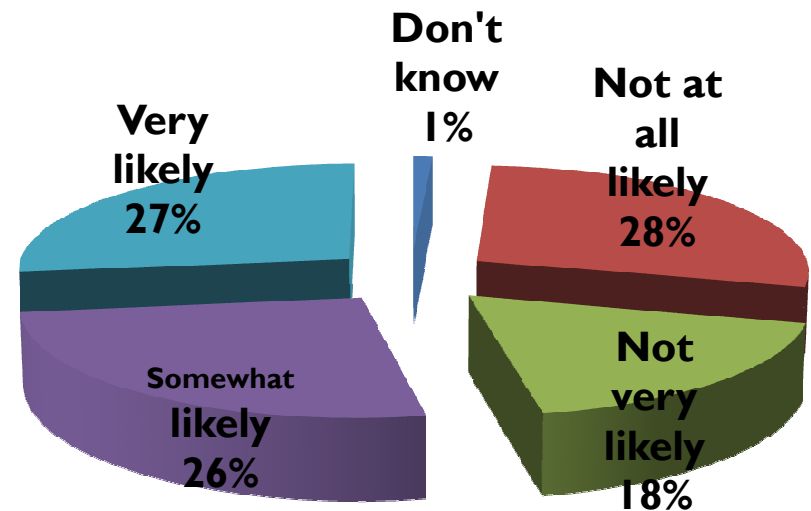
Percentage of Reader Groups that visit a
community newspaper website

76% of Avid
Readers

25% of
Regular
Readers

Smartphone Application

- 47% of households have a Smartphone
- Of those with a Smartphone, 53% would add an application with local area information



How likely would you be to add an application that provides information about your local area?



Recommendations

- Move people from one reader group to another
- Tell your story
- Promote your website/use all your assets
- Build partnerships
- Become part of the story
- Build a multidimensional platform