

# 10

reasons why you should

# ADVERTISE

with

# COMMUNITY NEWSPAPERS



## **2009 Community Newspaper Readership Survey**

**Based on a nationwide telephone survey of adults in markets served by newspapers of less than 25,000 circulation, NNA examined the relationship between Main Street American and their newspapers**



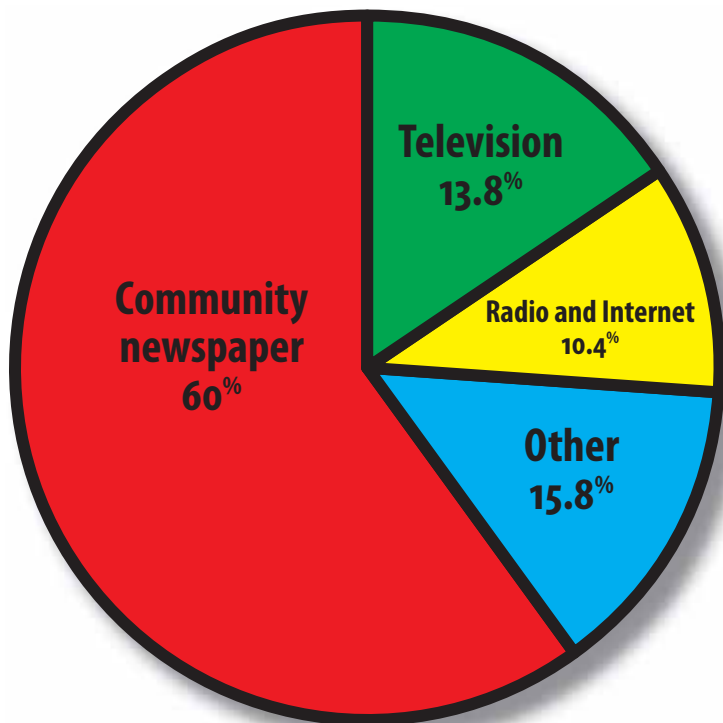
Center for Advanced Social Research  
Reynolds Journalism Institute  
The Missouri School of Journalism

**1** Community newspapers are read by a majority of the community



**81%**  
of adults read community newspapers each week

**73%**  
of those readers read most or all of their paper

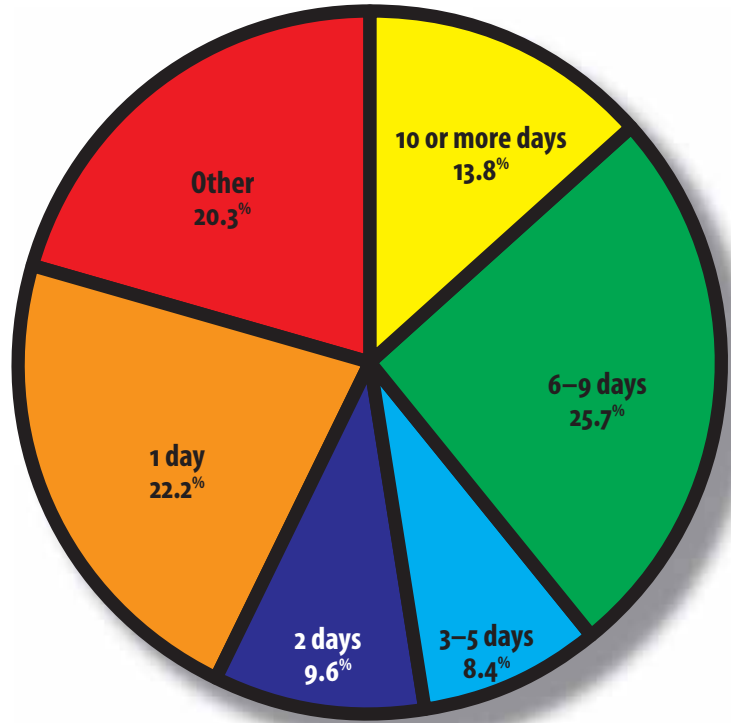


**2**  
Most readers turn to their community newspaper for news before turning to other media

**3** Community newspapers readers spend considerable time with their papers

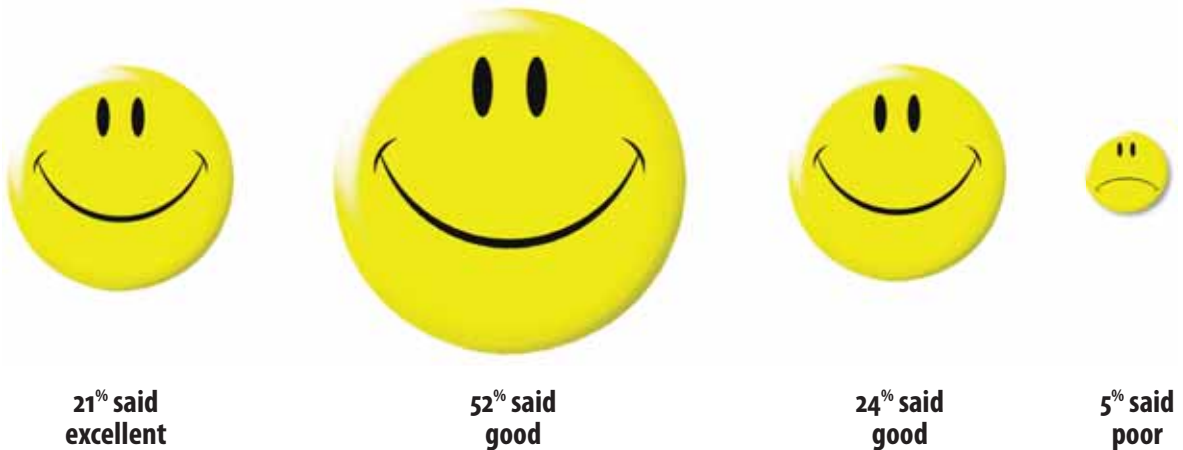
**39 minutes**

average amount of time readers spend with their newspapers



Nearly 70 percent subscribe to their community newspaper  
The other 30 percent buy it from a newsrack

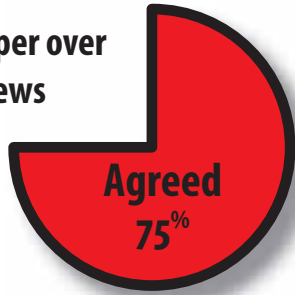
**4** Readers rate the quality of local news in community newspapers very high



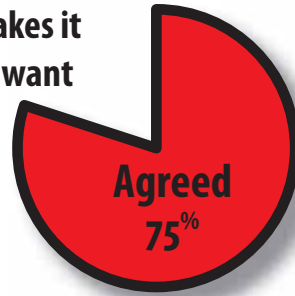
5

Community newspaper readers trust their newspapers

I trust my newspaper over other sources of news



My newspaper makes it easy to find info I want



6

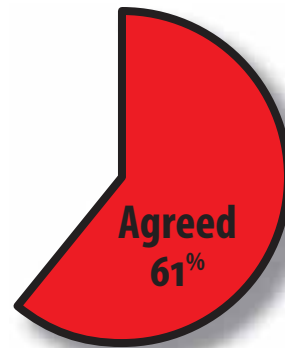
Community newspapers are easy to navigate

7

Community newspapers are handy sources of information



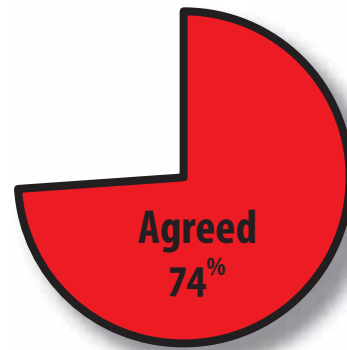
My newspaper is extremely useful to me personally



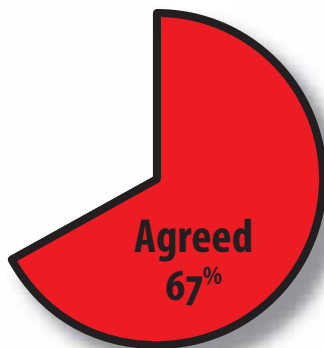
# 8 Community newspapers connect with their readers



**My newspaper understands what is important to people who live in the area**



**My newspaper has stories for people with my particular interests**



**9** Readers rely on community newspapers to be their primary source of information...

**... for making home improvement purchases**



**Newspapers 26%**



**In store 13%**



**Internet 9%**



**Television 3%**



**Word of mouth 16%**



**Unsure 17%**

Other sources listed included Yellow Pages, direct mail and other, all at 3 percent or less

**... for major appliances**



**Newspapers 26%**



**In store 21%**



**Internet 16%**



**Unsure 12%**



**Word of mouth 7%**

Other sources listed included magazines, shoppers, and catalogs, all at 3 percent or less

## ... for grocery shopping

Other sources listed included television, radio and Internet, all at 2 percent or less



Newspaper 49%



In store 25%



Unsure 8%



Direct mail 6%

## ... for buying furniture



Newspaper 26%



In store 26%



Unsure 18%



Internet 8%



Word of mouth 4%

Other sources listed included catalogs, radio and magazines, all at 3 percent or less

# 10 Community papers are better at helping readers make purchasing decisions

**Local newspapers are the primary source that readers rely on for grocery shopping information, by a 2–1 margin. Below is a comparison to the NNA surveys from 2005, 2007 and 2008.**

