

Australia's biggest local news survey show readers' passion for print










The largest national survey of local news audiences in Australia reveals the passion people have for their local newspaper and has found they want a much bigger say about its future

The survey asked almost 4200 Australian country press newspaper readers in rural, regional and outer suburban areas about the role of local newspapers within their communities

The Australia Research Council project involves researchers from Deakin and RMIT universities with support of Country Press Australia

A number of results reveal...

-  Readers **overwhelmingly** view a printed copy of their newspaper as an **essential service** for the community
-  There is continued **strong demand** (and passion) for the **printed product** in rural and regional Australia
-  Readers are **2.6 times more** likely to read their local newspaper in print than in a digital format
-  Readers are **FIVE times** more likely to go directly to a local news website rather than Google or facebook and **10 times** more likely than a council website
-  The **majority of audiences** prefer a printed newspaper with younger generations also part of this trend
-  **59%** of readers believe the role of a local newspaper is to act as a **community hub**
-  **52%** of readers have read the same local newspaper between 11 years and 30+ years

More reasons why your local newspaper is the best way to connect your business with the community

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