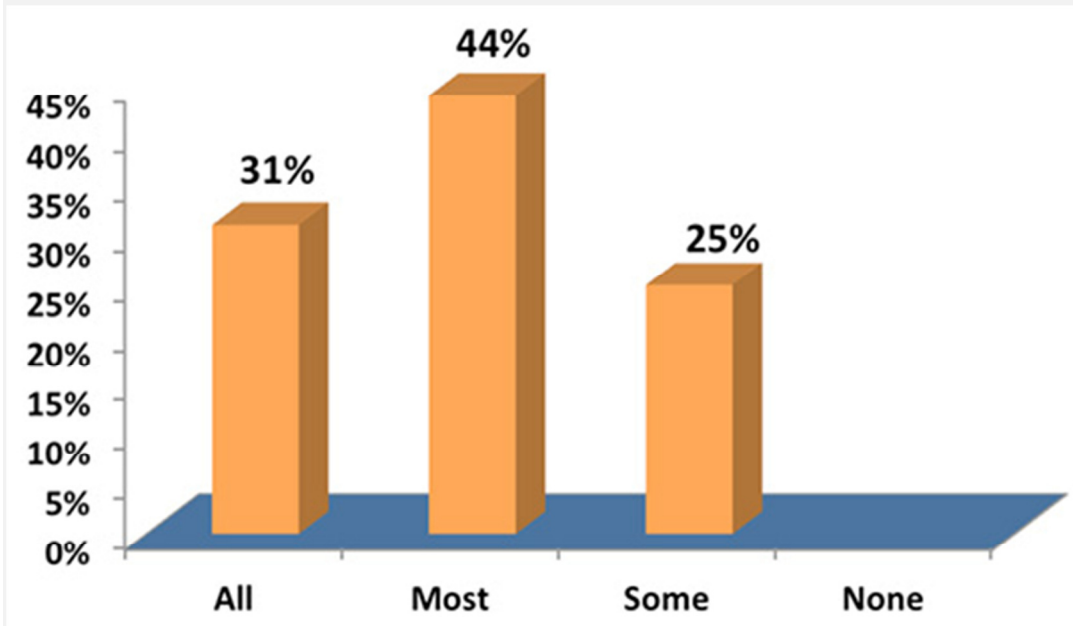


Newspaper industry trends

Strong readership at community newspapers

May 19, 2013 | Author [Edhenninger](#)



75% of community newspaper readers read all or most of their newspaper.

COMMUNITY NEWSPAPER READERS still prefer their local papers for getting their news and information.

That's the key finding of a recent survey, conducted in small towns across the U.S. where the circulation size of the newspaper was 15,000 or less.

Merle Baranczyk, president of the National newspaper Assn., said the survey shows that without a doubt, people read their community newspapers.

"The numbers are self-evident. They indicate the level of connectedness people have with their community newspaper," Baranczyk said. "From year to year, the studies have shown that people believe in their local papers, for the news they need and the advertising they rely on."

The trend for readership of community newspapers is consistent with earlier surveys.

If you'd like to be sent the full report, please email info@promedmgt.com

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