

# Community Newspapers Continue to Show Strong Readership, Community Reliance

These results are reported by the National Newspaper Association, which has just completed its readership survey on the patterns of community newspaper readers.

The survey shows that community newspapers remain popular.

- 73% of those surveyed read a local newspaper each week
- Those readers, on average, share their paper with 3.34 persons
- They spend about 37.5 minutes reading their local newspapers
- 78% read most or all of their community newspapers
- 62% of readers read local news very often in their community newspapers
- 30% read sports news in their newspapers very often
- 35% read editorials or letters to the editor very often

The local community newspaper is the primary source of information about the local community for 49.3% of respondents. Readers are nearly seven times more likely to get their local news from their community newspapers than from the Internet. Less than 6% say their primary local news source is radio.

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