

In a year like no other, your local news brand has been there with you, our **younger mobile readers**.

All **10.9 million** of you.

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Younger local news brand readers on mobile increased by **1.7 million** to a total readership of **10.9 million** a month, as more and more of you sought out your local news brands **on mobile** for the information, advice and analysis you knew you could trust.

JICREG | Life is local. Local news is a lifeline.

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To find out more about JICREG and the power of local news brands visit [www.jicreg.co.uk](http://www.jicreg.co.uk)

Local news media audience numbers from JICREG 2021. For more information visit [www.jicregonline.co.uk](http://www.jicregonline.co.uk) and follow @JICREG #jicreg #lifeislocal on Twitter. Younger mobile readers are people aged 15-34 who consume local news media content on their mobiles at least once a month.