



## Local Media Industry Facts and Figures

- There are 1,000 local media titles in the UK (Local Media Works Database 2017).
- Local newspapers in print and digital are read by 42 million GB adults (YouGov 2018).
- Local press in print and digital is the most trusted source for local news and information. Local press in print and digital – 74%, local commercial TV – 73%, local commercial radio 73%, search engines 43%, social media 22% and other websites 39% (YouGov 2018).
- 65% of people who read a newspaper every day read a local newspaper (TGI 2017).
- Local newspapers in print and digital (74%) are more than three times more trusted for local news and information than social media platforms such as Facebook and LinkedIn (22%) (YouGov 2018).
- 52% of local news brand readers are ABC1s (TGI 2017).
- Local newspapers reach more 15-24-year olds than commercial radio (TGI 2017).
- 51% of local media site users took an action as a result of seeing an advertisement in the last month (Comscore/1XL 2015).

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