



The 2023 Alabama State Study

Proving the Power of Local Newspapers

From the Tennessee Valley to the Mobile Bay, Alabama is a state with a landscape that is as unique as its Southern culture. Home to more than 300,000 small businesses and almost 5,000 major manufacturing firms, Alabama's economy is thriving – from aerospace to automakers, technology to tourism, electronics to education.

While its more than 5 million residents are diverse, the majority of these consumers have one thing in common – they rely on Alabama newspapers for the local community news, information and advertising that directly impact their daily lives.



Alabamians Love Their Newspapers

More than **3.2 Million**, or **81%** of Alabama Adults, Read Print or Digital **Newspapers** Every Month



73%

Digital Newspapers
(2.9 million)



60%

Print Newspapers
(2.4 million)



52%

Print & Digital Newspapers
(2.1 million)



WHO Are These LOCAL NEWSPAPER READERS?

80%
are under
the age of 65

43%
of HH earn
\$50k+ annually

61%
are home
owners

61%
are college
educated

68%
have lived in the
community 5+ years

Community newspapers are the primary source of information for a host of local issues – over TV, radio and non-newspaper websites

Local schools
Local government
High school sports
Candidates & ballot issues
Local entertainment



Newspaper Readers are actively involved in their **Communities**

84%

“ I feel that I have a responsibility to help shape the future of my community. ”

70%

“ I often voice my concerns about local community issues like education, traffic, taxes, economic development, etc. ”



PUBLIC NOTICES

73%

of Alabamians read **public notices** in local print and digital newspapers

51%

believe local newspapers/newspaper websites are **more reliable** than State websites (22%) or City/County websites (27%)

65%

believe that government should be **required to publish** public notices in newspapers



64%

of Alabama newspaper readers **VOTE** frequently in **LOCAL ELECTIONS**
(Non-newspaper readers – 34%)

79%

of Alabama newspaper readers **VOTE** in **NATIONAL/STATE ELECTIONS**
(Non-newspaper readers – 57%)

55% of Alabamians rely on **newspapers/newspaper websites** for information about **local government** – over every other media measured:

Local TV/cable	35%	City newsletters	16%
Word-of-mouth/friends/relatives	33%	Public bulletin boards	13%
Local radio	23%	Non-government website	10%
Government websites	23%	Other	4%

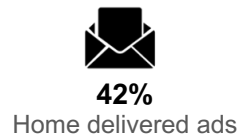
Ad Category *Spotlight*

Alabama newspaper readers plan to shop for a variety of local products and services in the next 12 months. Just a few examples...

	# of Readers		# of Readers
Automobiles, trucks, SUVs	1,071,000	Groceries	2,703,000
Auto insurance	1,028,000	Home furnishings	1,223,000
Banking/financial services	1,037,000	Home improvement	1,206,000
Drug store products	1,765,000	Liquor, wine, beer	1,133,000
Farm Equipment	1,008,000	Restaurants & bars	1,715,000
Home buyers/sellers (next 2 years)	676,000	Vehicle maintenance	1,716,000

Advertising in Alabama Newspapers **WORKS!**

Consumers read ads in Alabama newspapers (print and digital) to help them decide which brands or services to purchase



Why?

More than **8 out of 10** Alabamians believe that

82%

“Newspaper advertising is important!”

7 out of 10 Alabama consumers **take action** after reading a print or digital newspaper advertisement

	Alabama Adults
Visit a store, dealer, or other location	33%
Search online for more information	31%
Save ad for future reference	26%
Visit the advertiser’s website	25%
Purchase the product or service	21%
Ask someone about the product or service	17%
Share/recommend the product or service	15%
Share or post about it on social media	13%



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Source: 2022 Alabama State Study; conducted by Coda Ventures