

## COMMUNITY RESEARCH RESULTS

### LOCAL NEWS SOURCES IN LANE COUNTY

April 2024

#### Local News Sources in Lane County

We asked our community what their ideal platform is for learning about local news, what the local news is doing well and what they're missing, and how much respondents would be willing to pay for news content.

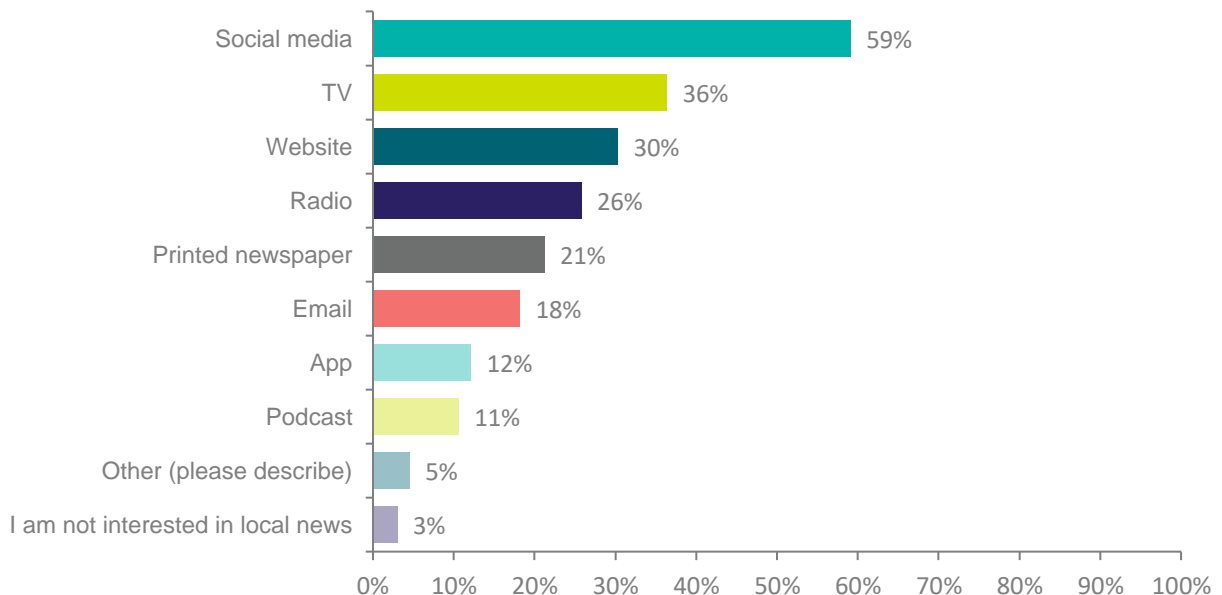
#### IDEAL LOCAL NEWS PLATFORM

Survey respondents were asked what their ideal local news platform is, and the top choice overall was social media at 45%, with 60% preferring Facebook and Twitter/X as their top source. Among website, TV, radio and print newspaper sources, the percentage of preference did not vary significantly, all between 31% and 36%. Newsletters/email alerts are an ideal news source for 26% of respondents.

The email platform preference may be a valuable way to reach these community members. Among Eugene respondents, radio tied with social media as the preferred news platform at 40%; email at 35%; this differs from Springfield respondents, who prefer radio, at 67%, above anything else; for Oakridge, 77% of respondents prefer social media, while only 26% rely on radio.

**Takeaway:** Social media stands as the ideal local news platform above the more traditional news platforms: TV, radio, newsprint.

#### What is your ideal platform for learning about local news? (Select all that apply.)



## WHAT LOCAL NEWS PLATFORMS ARE DOING WELL, WHAT'S MISSING

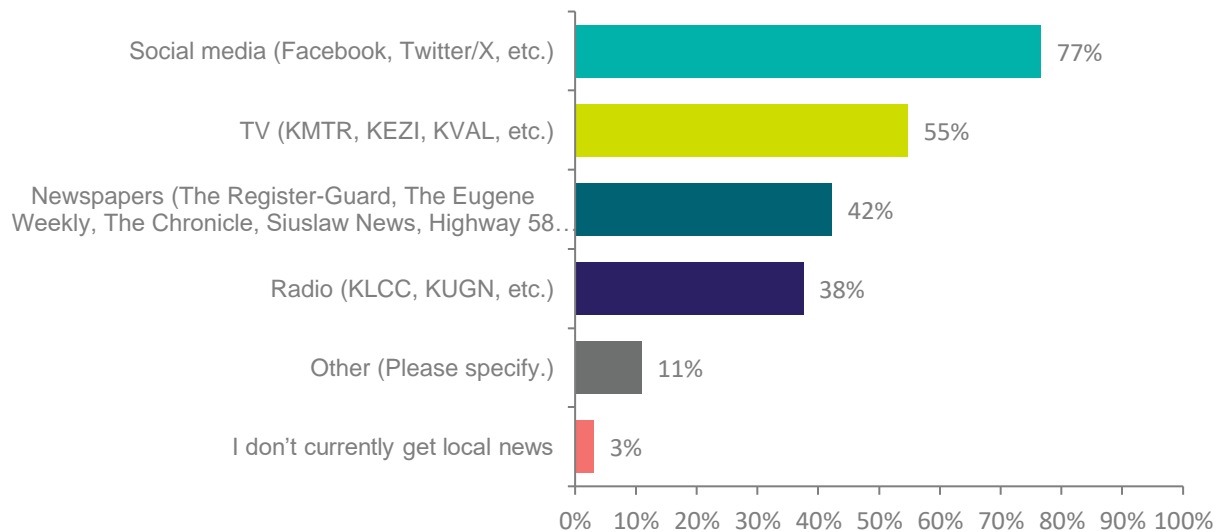
Best covered subject by current platforms is city/local government news across all sources at 47%, with sports following at 37%, while education coverage is found lacking, at 13%. Overall, respondents want more “good stories” (41%) and more community involvement coverage (39%). What’s missing did not vary significantly among entertainment, hyperlocal, education and local/state economy stories, all between 28% and 30%.

When asked for comment feedback about how local news is covered or delivered, many of the 85 write-in responses bemoaned the decline of print journalism in the local area, sharing that print journalism is still a preferred platform for in-depth stories and reporting on local government, etc.

Among Eugene respondents, coverage of community involvement stories is found wanting at 65%; in Springfield, business, community involvement, state/local economy are found wanting equally at 38%. Of local news sources doing a good job, KEZI is at top (25%) with KLCC just behind (22%), Eugene Weekly following at 20%.

**Takeaway:** Respondents want to learn more about their community and how they can be involved, and these stories are missing across news platforms.

### What sources do you currently get your local news from? Even if you access the information on a different format (website, app, etc.), please select the source of the information. (Select all of your typical sources.)

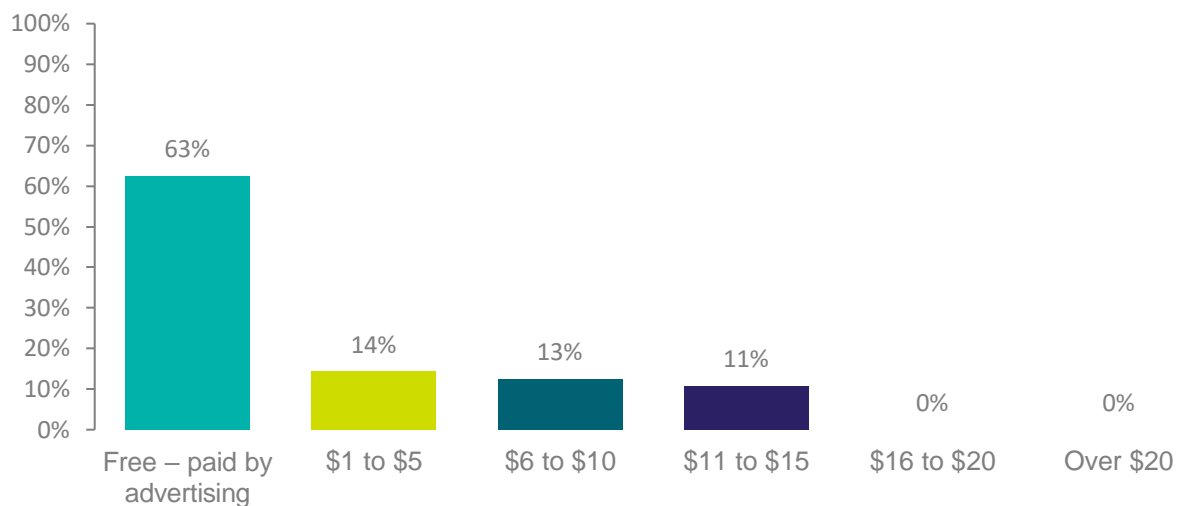


## WHAT PEOPLE ARE WILLING TO PAY FOR LOCAL NEWS

Overall, 52% of respondents don't want to pay for local news, with 71% of respondents from Eugene unwilling to pay. The overall percentage of people willing to pay \$1 to \$5 a month for local news is 17%. Those willing to pay more were the smallest percentages, 4% to 11%.

**Takeaway:** The majority of respondents want local news to be free, that is, paid by advertising, with a smaller number of people willing to pay a small/reasonable amount per month for local news.

## For you, what is a reasonable amount to pay per month for local news?



## METHODOLOGY

This survey was conducted in April and May, 2024, and received 200 completed surveys. Responses were solicited from people who indicated an interest in participating in Turell Group's community research and from people who were encouraged to take the survey by chambers of commerce within Lane County with an incentive of a \$1 donation per survey completed given to area chambers.

## TURELL GROUP

Turell Group is a full-service marketing and communications agency in Eugene, Oregon, that offers independent research as a service. The agency staff have been providing unbiased services for more than two decades. The agency is non-partisan, independent, and specializes in supporting organizations located within Oregon.