

# Think Local Regional News Media Study 2016 - Full Report

The Newspaper Works commissioned Research Now to conduct a study on local newspaper reading in regional and metropolitan Australia.

The aim of the study was to better understand the roles regional newspapers play in readers' lives, and to compare this with how the same readers use other media.

The study was conducted online from 26 November to 14 December 2015, and collected data from 1,440 respondents.

The results clearly shows that regional newspapers play a unique role in their communities. They're the key source of local information, including information on local businesses, well ahead of any other media.

This report presents key findings on why regional newspapers are such an effective media for helping advertisers build brands in regional Australia.

*Read Part 1 of Think Local: Regional News Media report [here](#).*

*Read Part 2 of Think Local: Regional News Media report [here](#).*

*Read Part 3 of Think Local: Regional News Media report [here](#).*

*Read Part 4 of Think Local: Regional News Media report [here](#).*

*Read Part 5 of Think Local: Regional News Media report [here](#).*