



# Survey of Indie News Audiences 2025

**Public Interest News Foundation**

# Methodology

- First attempt at a shared audience survey
- Newsrooms were offered the chance to join in, 27 signed up to take part
- Survey designed to be short and quick to take - mostly single or multiple choice questions, two open-response questions
- Relied on news providers to push the survey, 21 did so, 13 got at least 20 responses
- This is the nationwide average picture, each newsroom that took part will be able to benchmark against this



## Audience Survey

**Tell us what you think and win £100!**

This survey is run by a UK charity, the Public Interest News Foundation. We exist to support independent news providers.

Your answers will power important research. We will share aggregated and anonymous answers with your news provider. And we will produce an overarching UK-wide report which will be available on our website.

To enter the £100 prize draw, complete the survey and enter your email at the end.

**Thank you in advance for your help!**

**Get started →**

# Summary



## Indie news boosts audiences' feelings about their communities

Q: To what extent do you agree that getting news from [news provider] has led to changes in the way you think or feel?

😊 **88%** Agree that they feel better about their community

😊 **81%** Agree they feel more closely connected to their community

📢 **70%** Agree they feel like their community has more of a voice

# Summary



## Indie news changes audiences' behaviour in positive ways

Q: To what extent do you agree that getting news from [news provider] has led to changes in things you do?

 **79%** Agree that they've discussed news with people more

 **55%** Agree that they support local businesses more

 **43%** Agree that they've attended more events

 **32%** Agree they've taken part in voting or elections more

 **25%** Agree they've volunteered in their community more

# Summary

## Indie news audiences are very keen to recommend providers

Q: Would you recommend [news-provider] to a friend?

 **77%** 'Yes definitely'

+

 **15%** 'Probably'

=

 **Total 92% approval rate**



# Summary

## Indie news meets a need often not met elsewhere

Q: What would your response be if [news-provider] was no longer able to provide news?

😞 **39%** "would access less news overall"

# Summary

## Less than a third of audiences are supporting indie news

Q: Have you supported [new-provider] financially, or in-kind in any way?

 **28%** Contribution in money or in-kind

 **27%** Didn't know that was an option

 **42%** Don't want to or can't right now

NB. The people who filled in the survey are highly engaged (89% often/very often/always) so they obviously do find value it's not as if they don't value it in some way

# Summary

**The willingness to contribute does exist — if only at relatively small amounts**

Q: What do you think is a fair monthly amount to contribute to [news-provider]?

 **29%** Nothing

 **32%** £1 - £3

 **25%** £3 - £5

 **11%** £5 - £10

NB. Indie news audiences skew towards lower incomes  
(30% of respondents reported earning less than £15,000 per year)





# Audience Survey 2025

Full analysis 🧐



# Basics

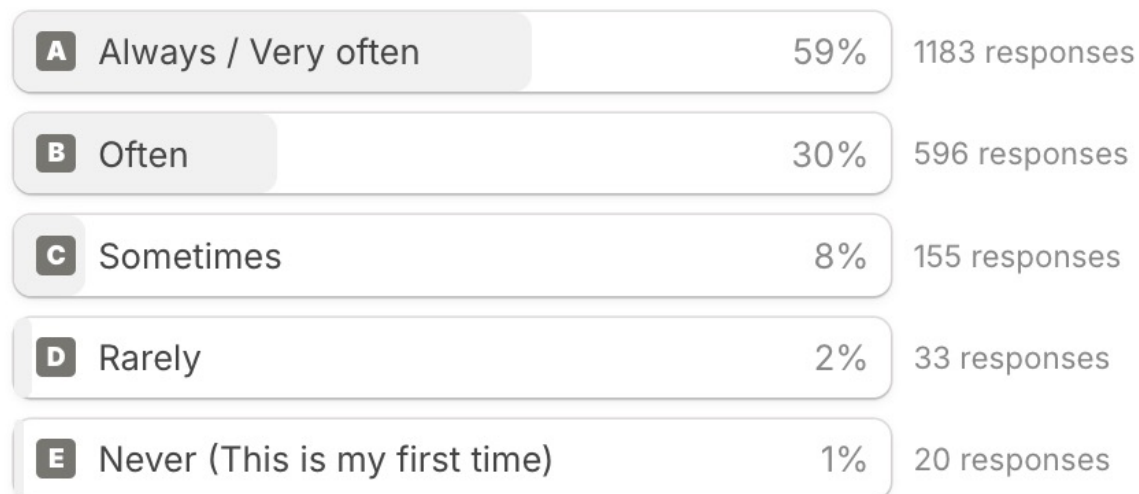
“How often do you get news from this provider?”

“Why do you get news from this provider?”



# How often do you get news from [this provider]?

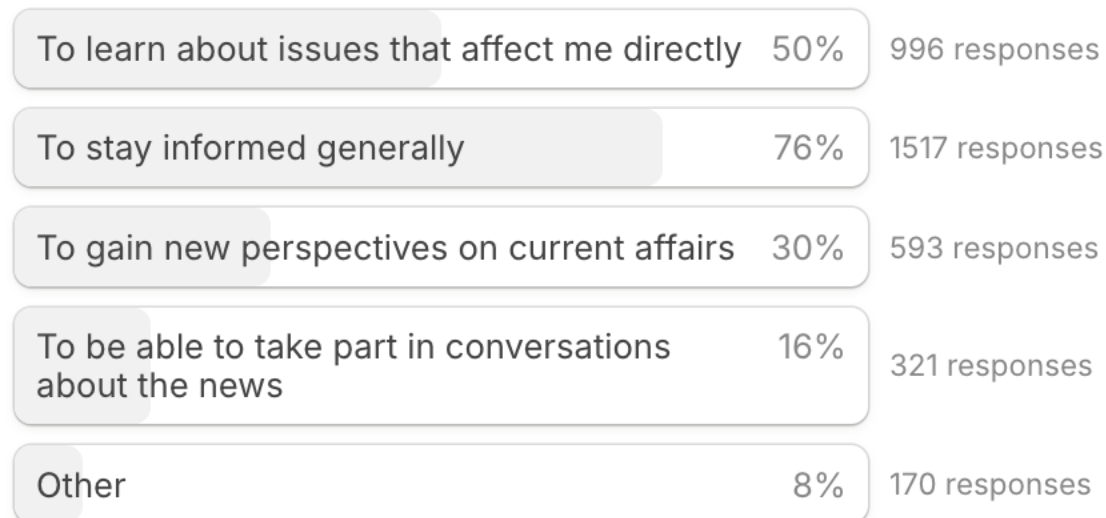
1991 responses





# Why do you get news from this provider?

2001 responses





# Impact on thoughts and feelings

“To what extent do you agree that getting news from [provider] has led to changes in the way you think or feel?”

- I feel better informed about my community
- I feel better informed about things that affect me
- I feel more closely connected to my community
- I feel like my community has more of a voice
- I feel more hopeful about my community



# ...I feel better informed about my community

1947 responses

Strongly agree

53%

1036 responses

Agree

35%

676 responses

Neither agree or disagree

9%

178 responses

Disagree

2%

33 responses

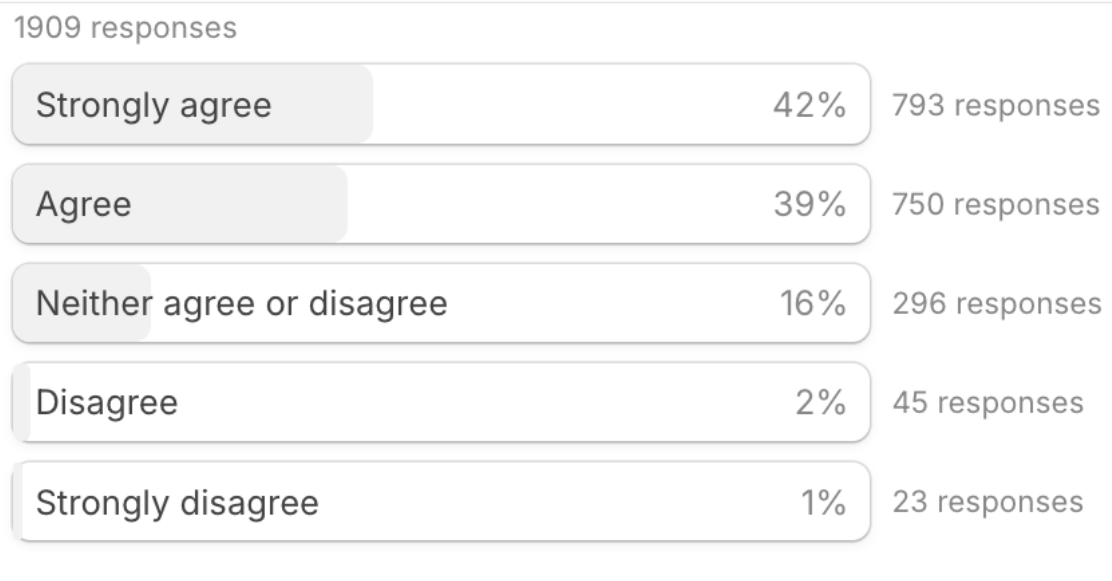
Strongly disagree

1%

23 responses



# ...I feel better informed about things that affect me





# ...I feel more closely connected to my community

1894 responses

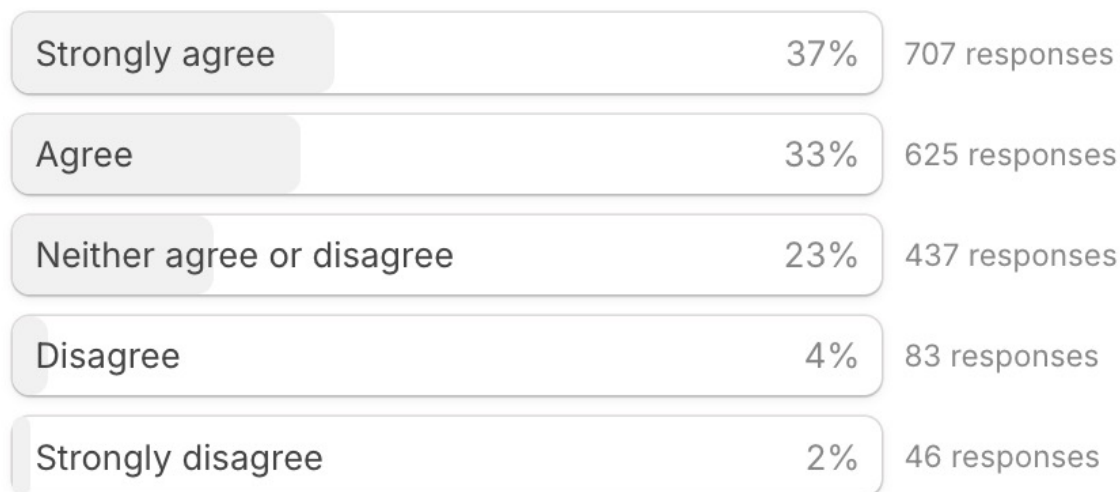
Strongly agree	35%	660 responses
Agree	36%	679 responses
Neither agree or disagree	24%	459 responses
Disagree	3%	55 responses
Strongly disagree	2%	40 responses





# ...I feel like my community has more of a voice

1900 responses





# ...I feel more hopeful about my community

1878 responses





# Impact on actions and behaviours



“To what extent do you agree that getting news from [provider] has led to changes in things you do?”

- I support local businesses more
- I have discussed news with people more
- I have attended more events
- I have taken part in voting or elections more
- I have taken part in more consultations affecting me
- I have more contact with someone in a position of power



# ...I support local businesses more

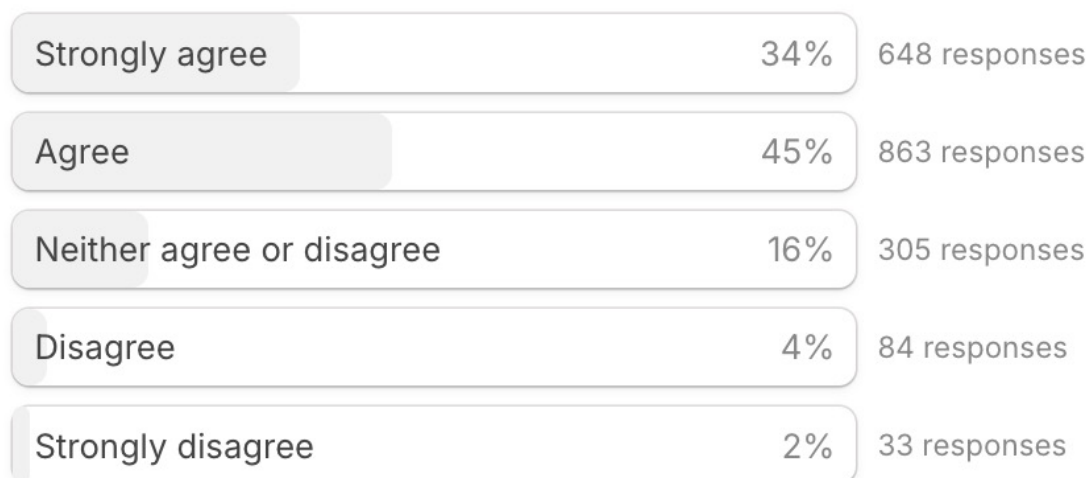
1906 responses





# ...I have discussed news with people more

1935 responses





# ...I have attended more events

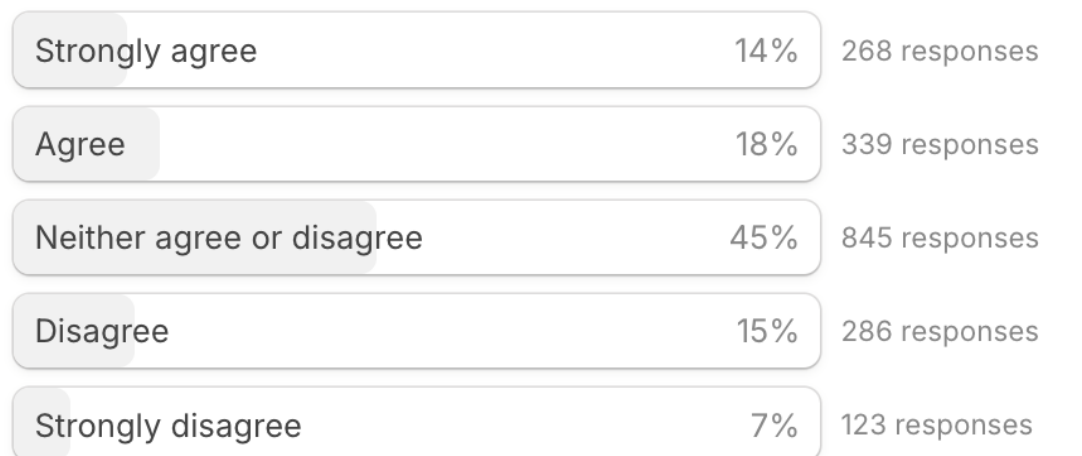
1874 responses





# ...I have taken part in voting or elections more

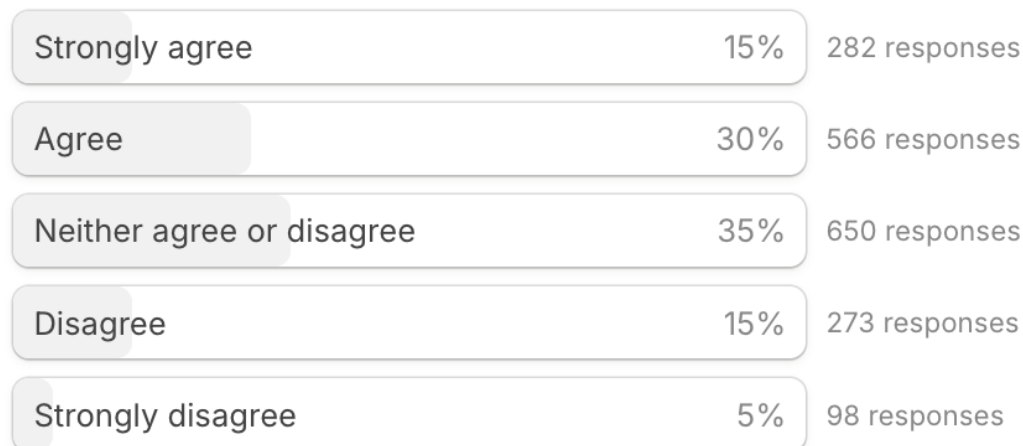
1866 responses





# ...I have taken part more in consultations affecting me

1871 responses

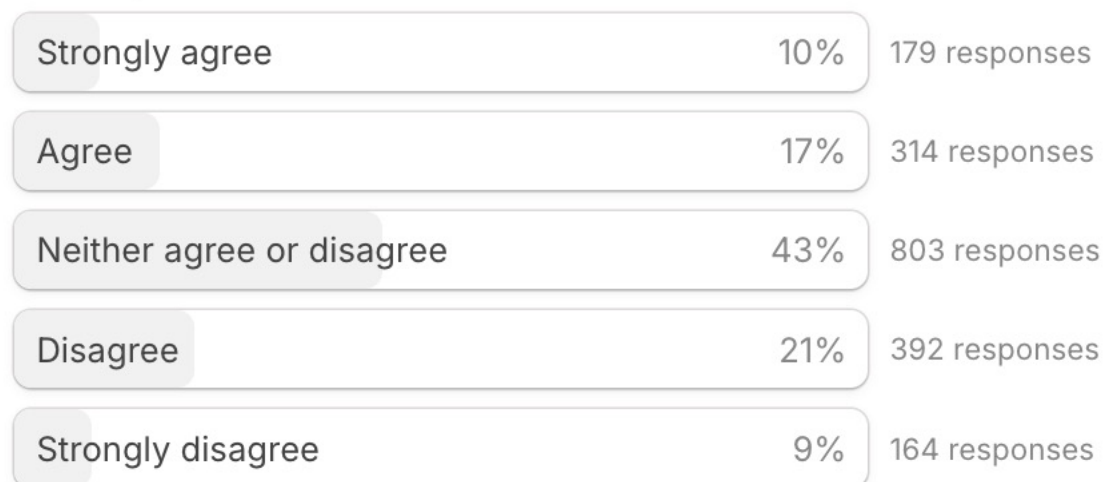






# ...I have more contact with someone in a position of power

1854 responses





# ...I have volunteered in my community more

1846 responses





# ...I have joined a community organisation

1848 responses





# Recommend to a friend and reasons

“Would you recommend [this provider] to a friend?”

“Why did you give the above answer?”



# Would you recommend [this provider] to a friend?

2001 responses



# Why did you give this answer? (Open responses)

1,841 responses

## **Examples from 'Yes definitely/probably' (92% of answers)**

- "Well informed/sourced well written news stories/analysis"
- "To stay informed"
- "It is a superbly produced magazine with a real community focus."
- "It's a personable, community-first news source that aligns with the best interests of people living in the area."
- "It's good to get an alternative perspective from the corporate media"

## **Examples from 'DK/Probably not/Definitely not' (8% of answers)**

- "Sometimes ill informed and posts damning photos of events that have happened"
- "Facebook is losing it's appeal"



# Financial or other support



“Have you supported [this provider] financially, or in-kind in any way?”

“If you have not yet supported [this provider] in any way, what might encourage you to do so in future?”

“What do you think is a fair monthly amount to contribute to [this provider]?”

# Have you supported [this provider] financially, or in-kind in any way?

1981 responses

Yes, financially (for example: purchase, donation, subscription, membership)	24%	475 responses
Yes, through volunteering or in-kind donations (for example: donating equipment)	4%	75 responses
Don't know	6%	123 responses
No, I didn't know that was an option	27%	535 responses
No, I don't want to, or I can't right now	42%	829 responses



# If you have not yet supported [this provider] in any way, what might encourage you to do so in future?

**1,056 responses. Examples:**

- "If I had more disposable income"
- "A smaller monthly subscription option"
- "I don't want to commit to a regular subscription but would be prepared to make the odd donation."
- "I wouldn't, news should be free"
- "If they needed help with a campaign or to gather money for a greater cause I'd probably support them."
- "Unsure about bias, eg puff piece from Council very proud of LTN project, Wicked sponsorship"
- "I didn't know there was an option"
- "Greater output, more media types (e.g. video, podcast)"



# What do you think is a fair monthly amount to contribute to [this provider]?

1869 responses

<b>A</b> Nothing	29%	546 responses
<b>B</b> Between £1 and £3 per month	32%	619 responses
<b>C</b> Between £3 and £5 per month	25%	462 responses
<b>D</b> Between £5 and £10 per month	11%	199 responses
<b>E</b> Between £10 and £15 per month	2%	29 responses
<b>F</b> Over £15 per month	1%	11 responses



# Without this provider 🕒

“What would your response be if [this provider] was no longer able to provide news?”

# What would your response be if [this provider] was no longer able to provide news?

1981 responses

I would access more news from other independent sources	39%	780 responses
I would access more news from mainstream sources (for example BBC News or MailOnline)	14%	278 responses
I would access more news from social media (for example: Facebook or WhatsApp)	19%	383 responses
I would access less news overall	39%	780 responses
There would be no change	11%	214 responses
Other	5%	99 responses



# Demographics

“Which age group are you in?”

“What is your gender identity?”

“Which of the following best describes your personal income last year?”



# Which age group are you in?

1996 responses

<b>A</b>	Under 25	6%	111 responses
<b>B</b>	25-44	24%	484 responses
<b>C</b>	45-64	41%	822 responses
<b>D</b>	65-74	19%	381 responses
<b>E</b>	Over 74	10%	194 responses

England  
and Wales,  
2021 census

29%

26.5%

25.9%

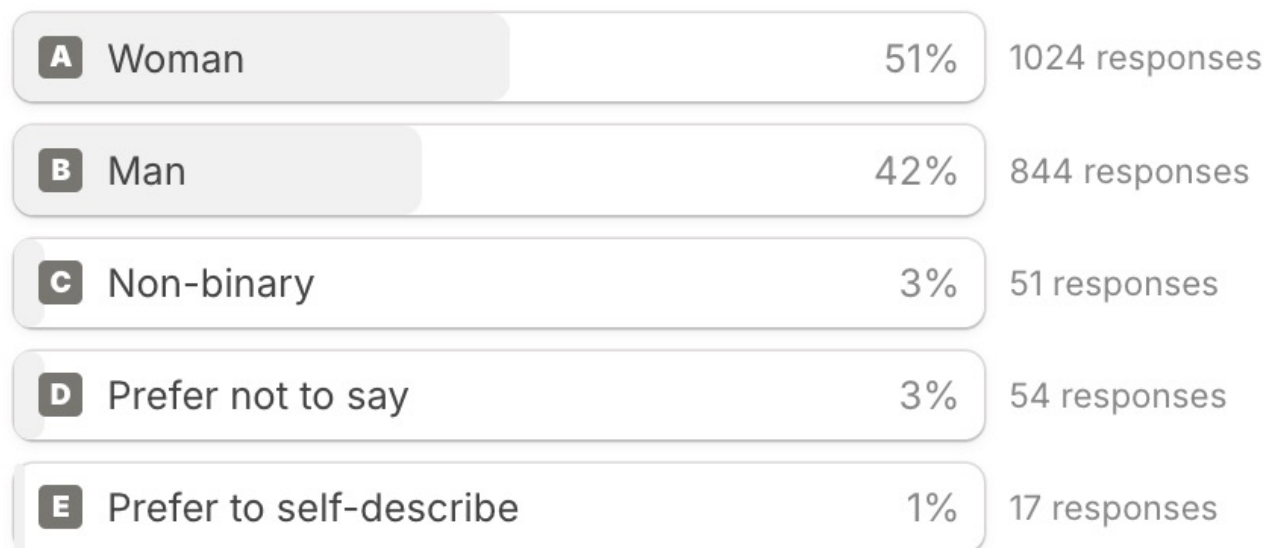
9.9%

8.6%



# What is your gender identity?

1992 responses





# Which of the following best describes your personal income last year?

1880 responses







# What's next?

This was a pilot survey. The approach could be repeated and developed in future years.

We welcome feedback on the methodology and on the questions we asked.

You can write to us at  
**[contact@publicinterestnews.org.uk](mailto:contact@publicinterestnews.org.uk)**