

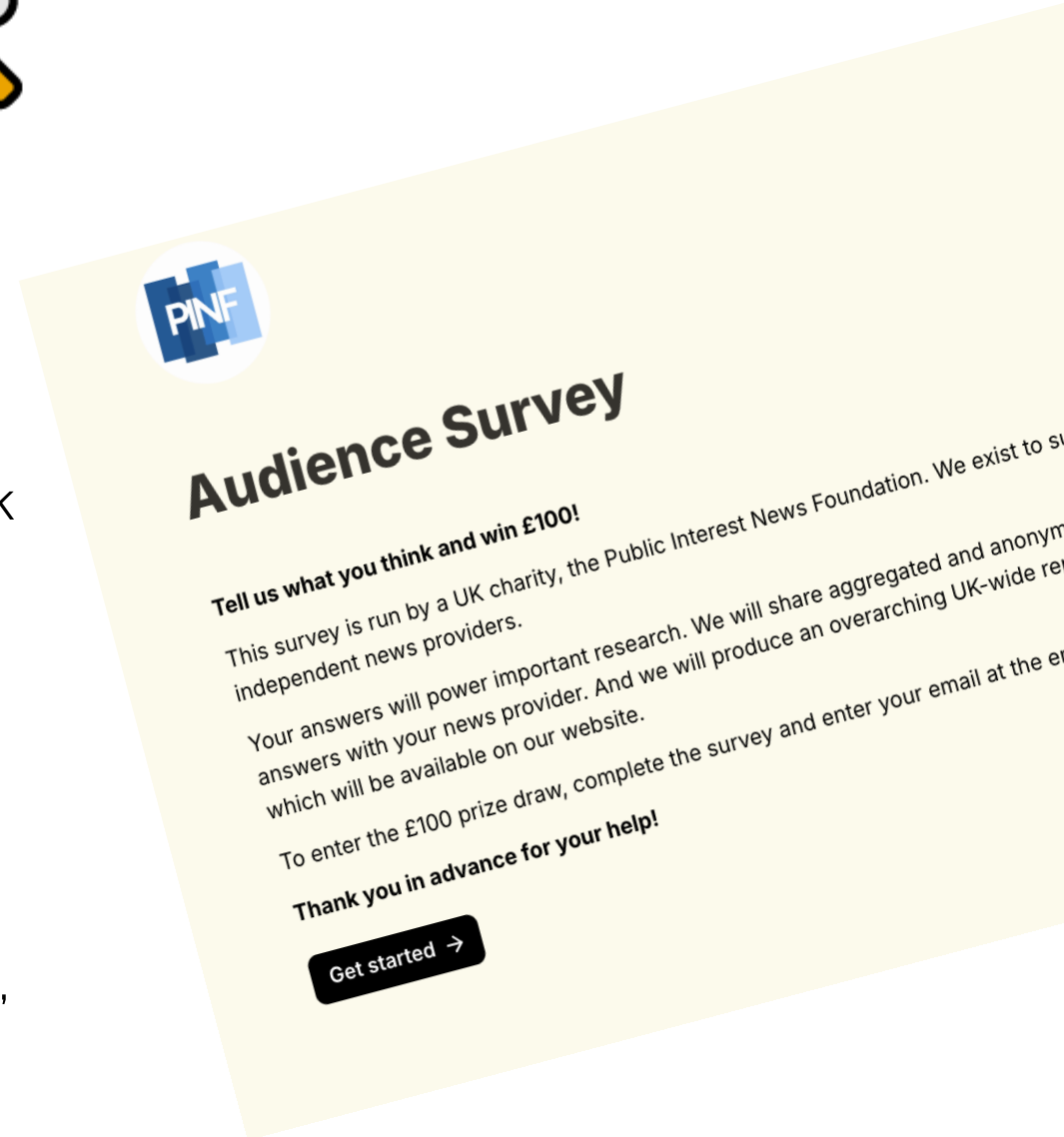


# **Survey of Indie News Audiences 2025**

**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



# 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 informed about their community

 **71%** 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 🕒

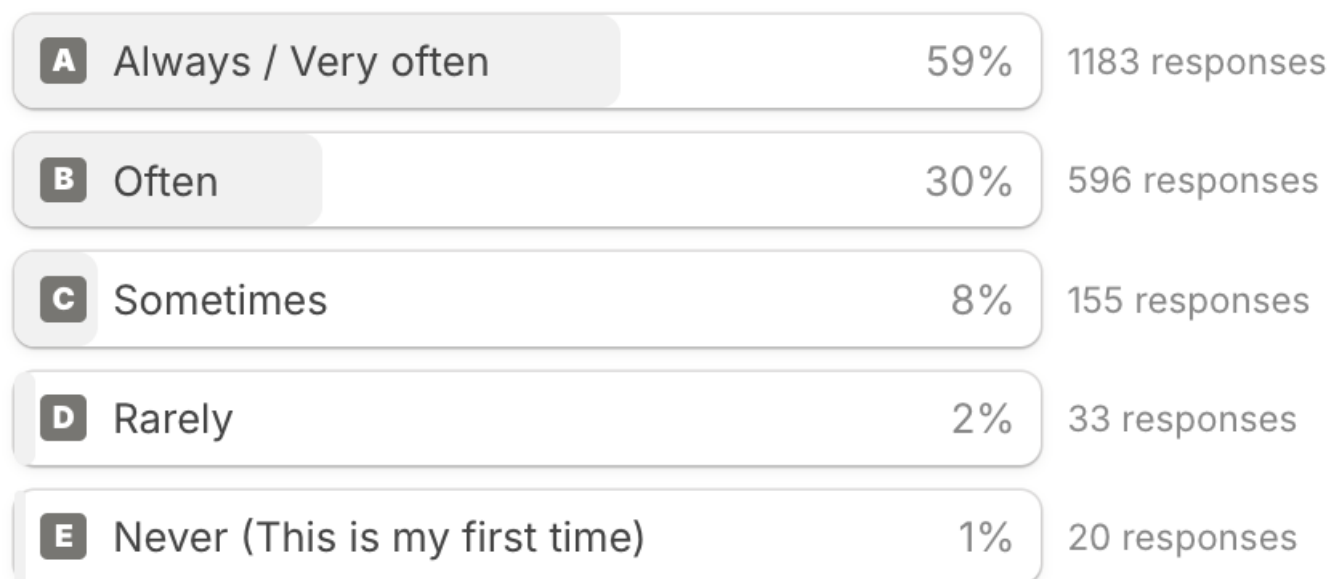
# Basics

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

“Why do you get news from this provider?”

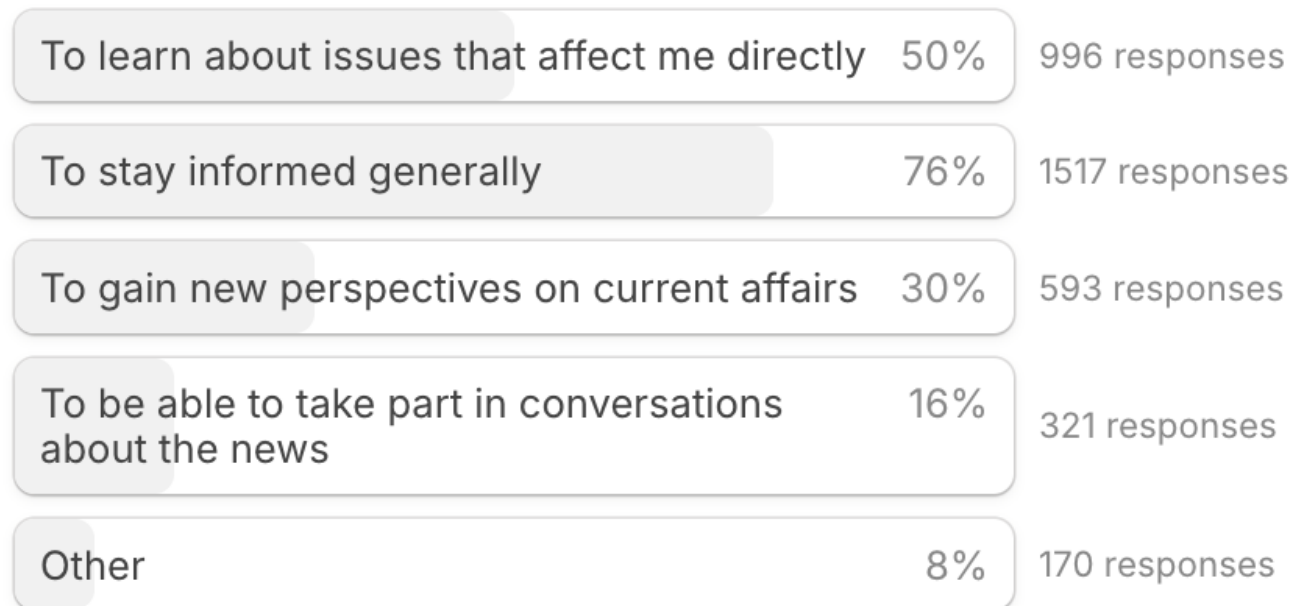
# How often do you get news from [this provider]?

1991 responses



# Why do you get news from this provider?

2001 responses



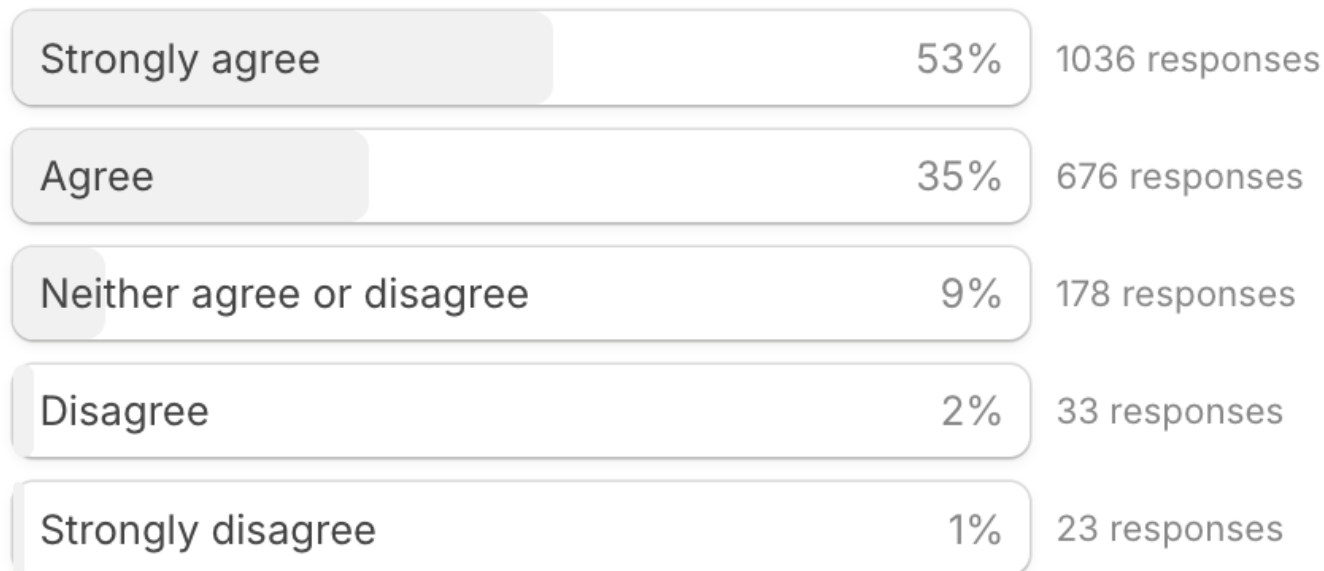
# Impact on thoughts and feelings

“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



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

1909 responses

Strongly agree

42%

793 responses

Agree

39%

750 responses

Neither agree or disagree

16%

296 responses

Disagree

2%

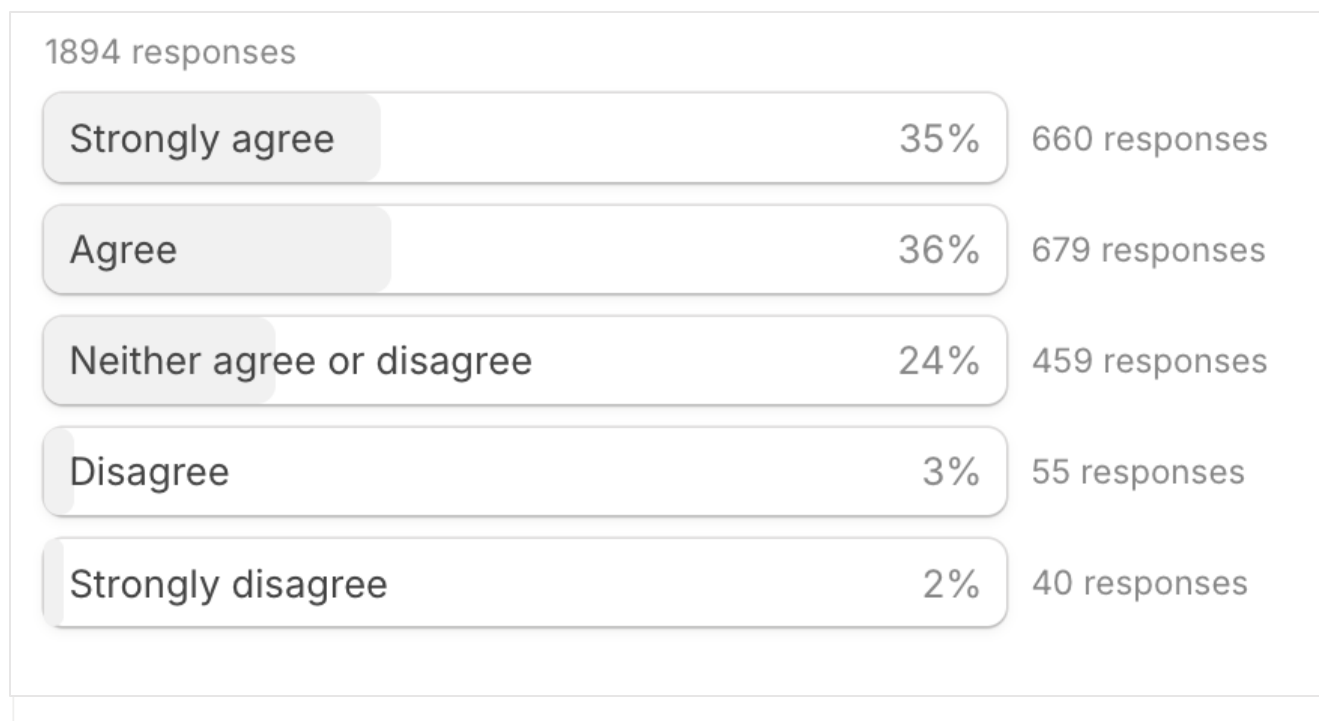
45 responses

Strongly disagree

1%

23 responses

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





# ...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

Strongly agree

34%

648 responses

Agree

45%

863 responses

Neither agree or disagree

16%

305 responses

Disagree

4%

84 responses

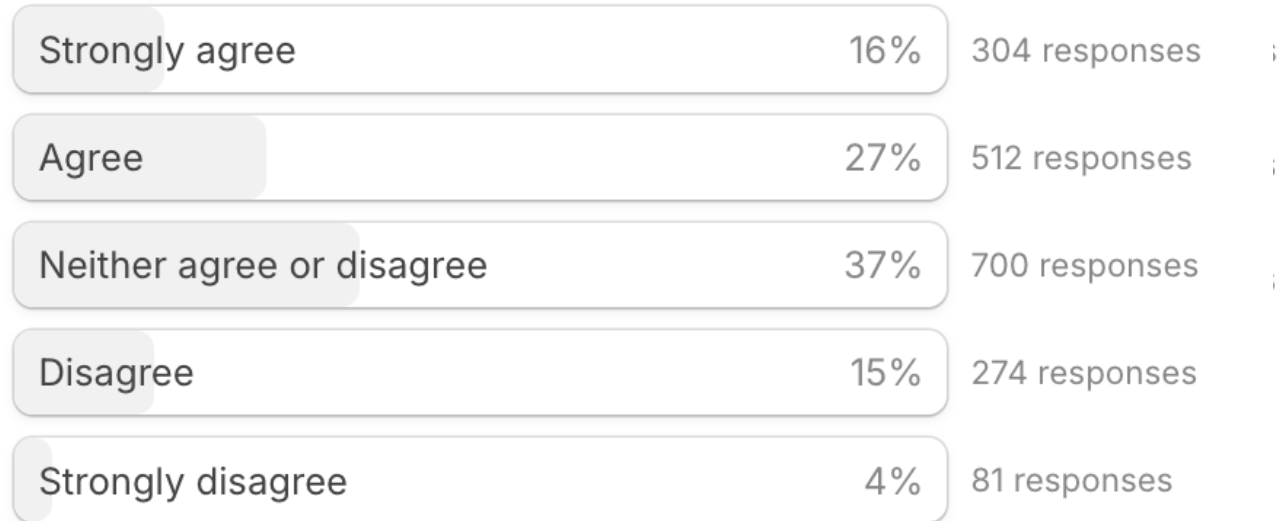
Strongly disagree

2%

33 responses

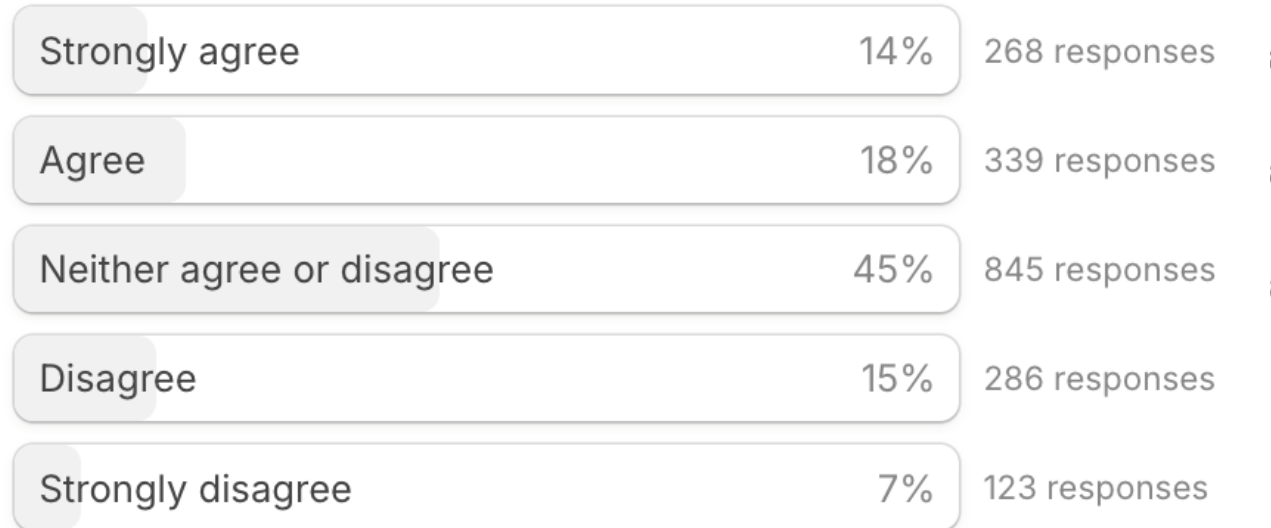
# ...I have attended more events

1874 responses



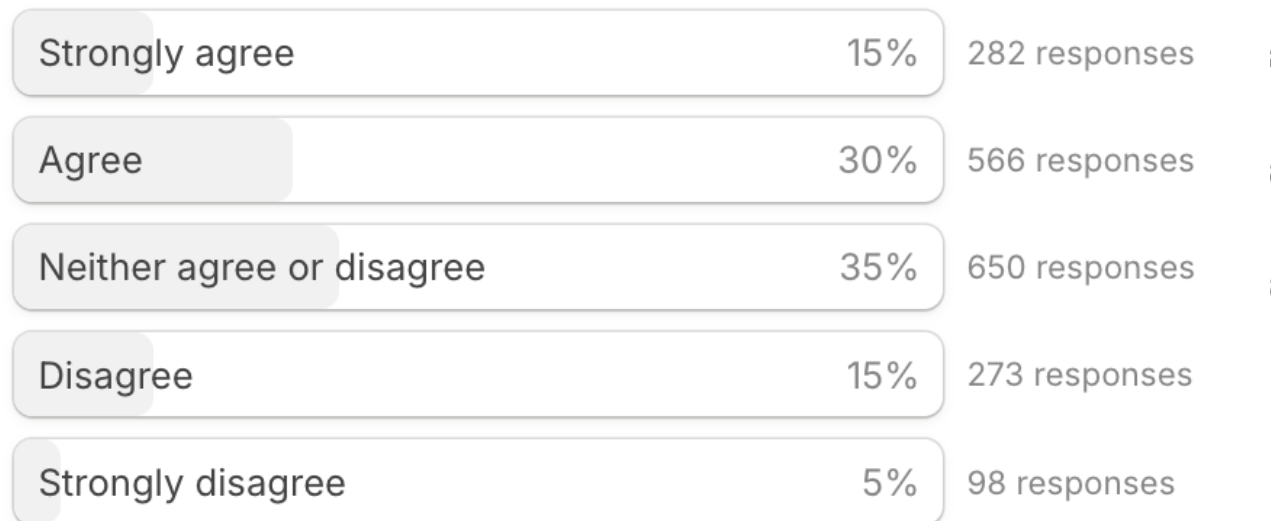
# ...I have taken part in voting or elections more

1866 responses



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

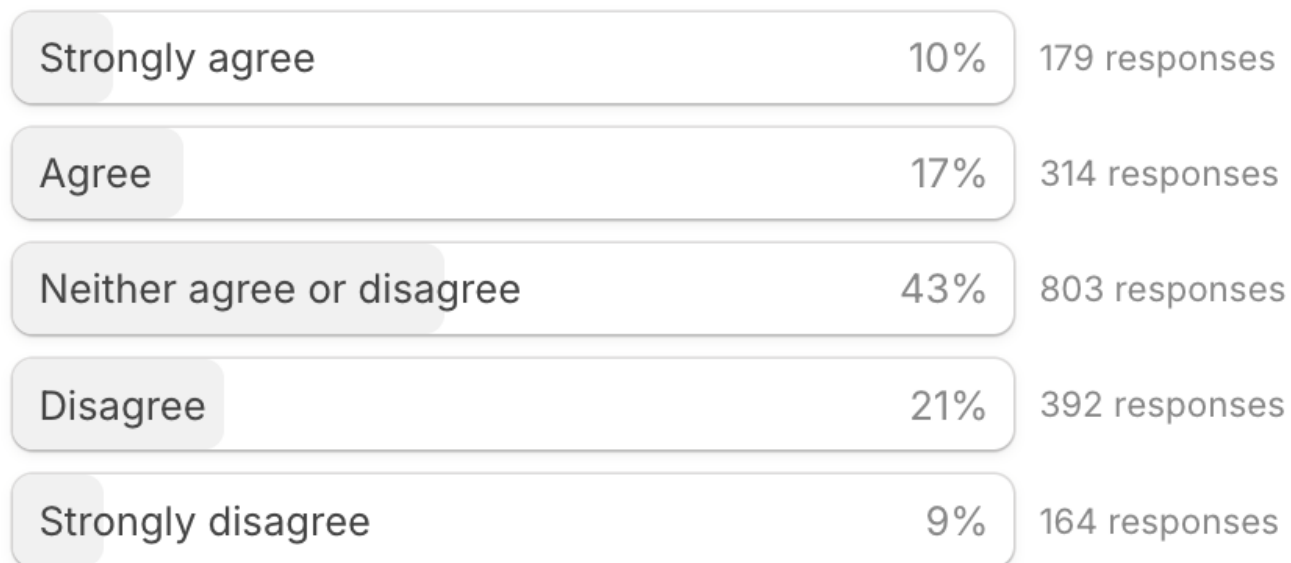
1871 responses





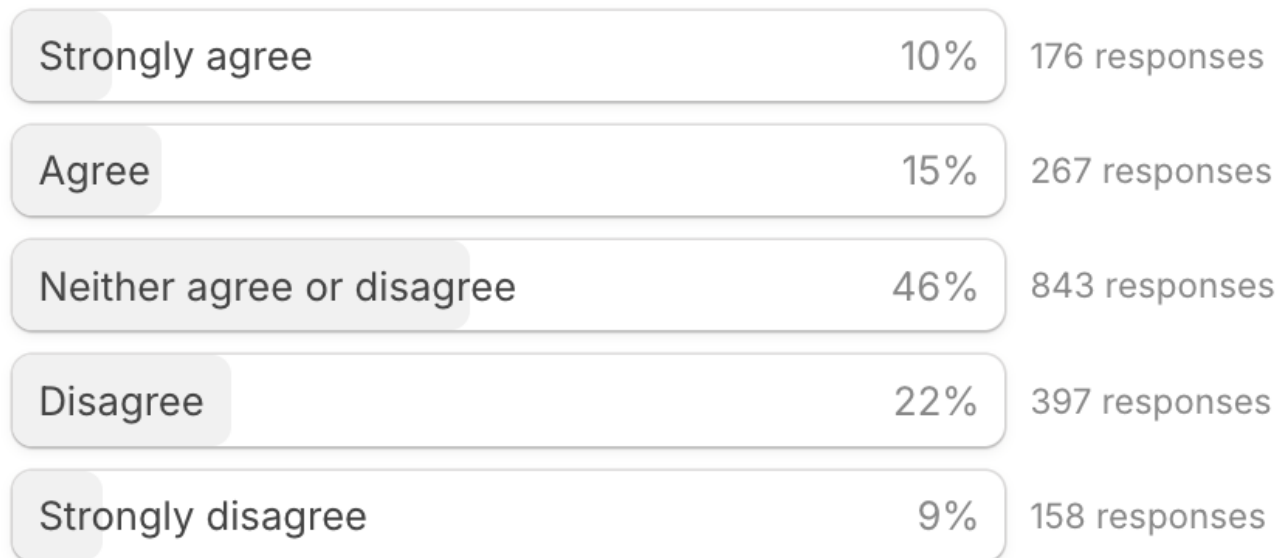
# ...I have more contact with someone in a position of power

1854 responses



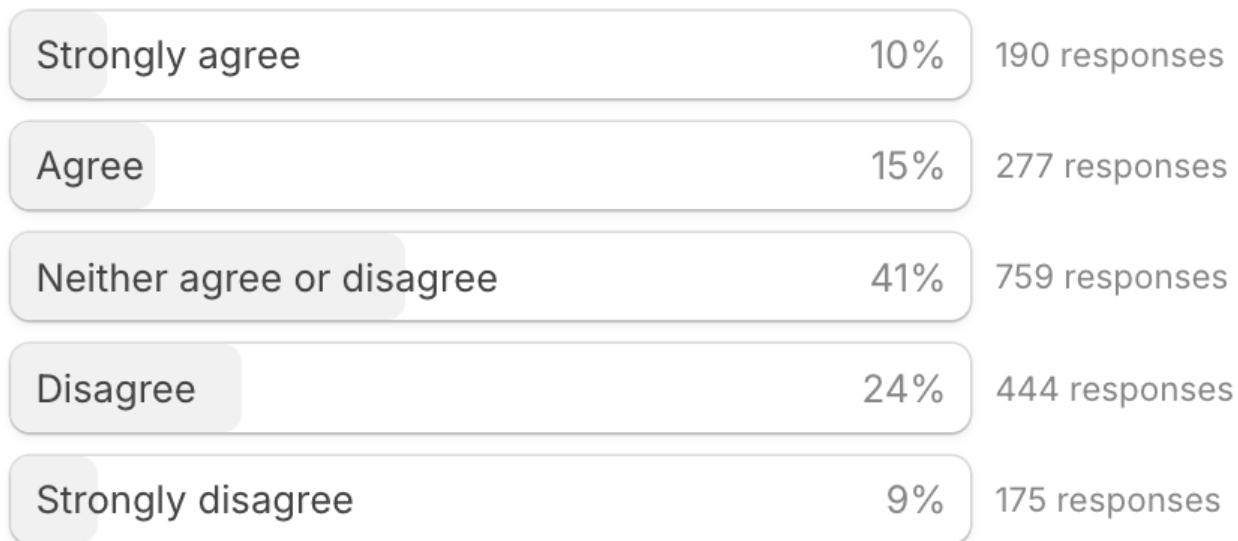
# ...I have volunteered in my community more

1846 responses



# ...I have joined a community organisation

1848 responses



# Recommend to a friend and reasons

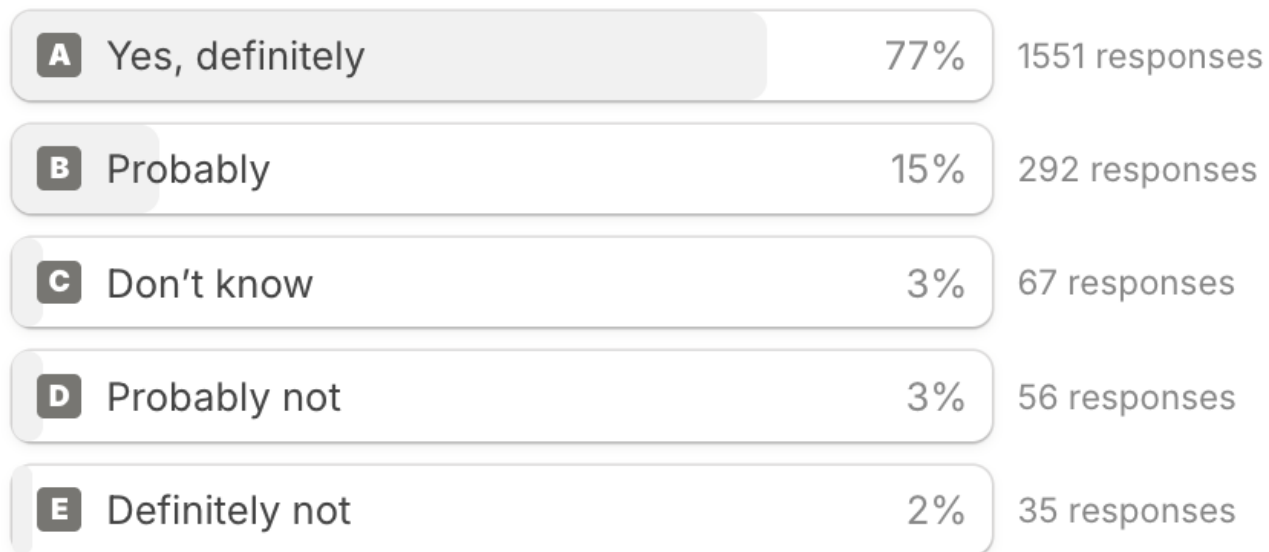


“Would you recommend [this provider] to a friend?”

“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

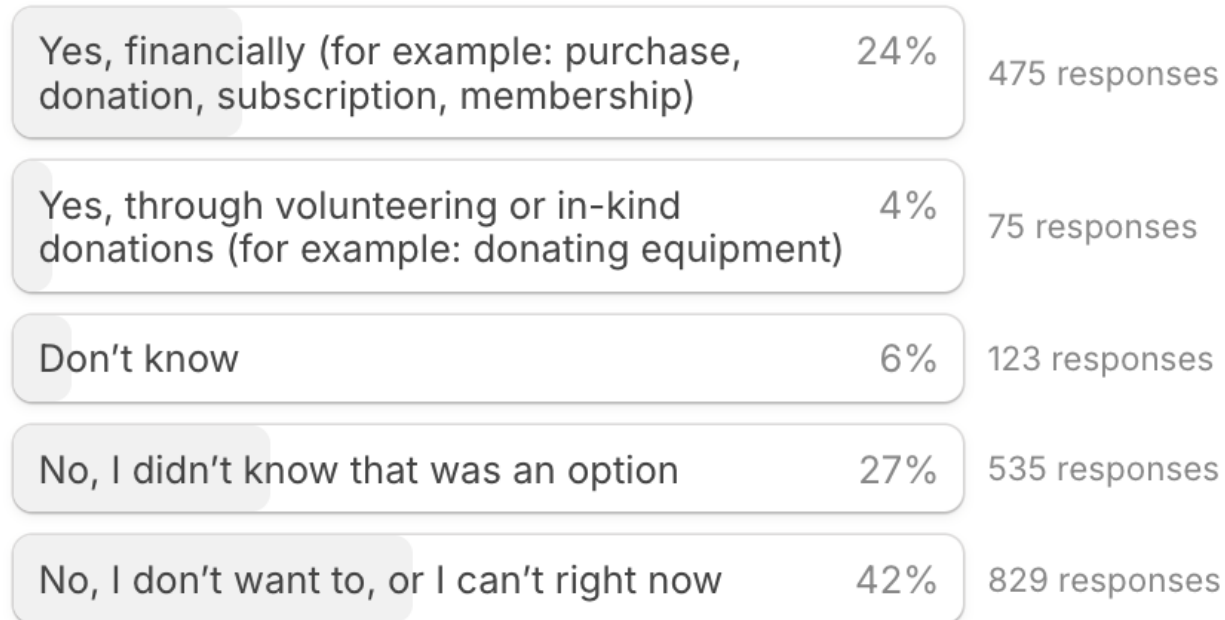
“Have you supported [this provider] financially, or in-kind in any way?”

“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





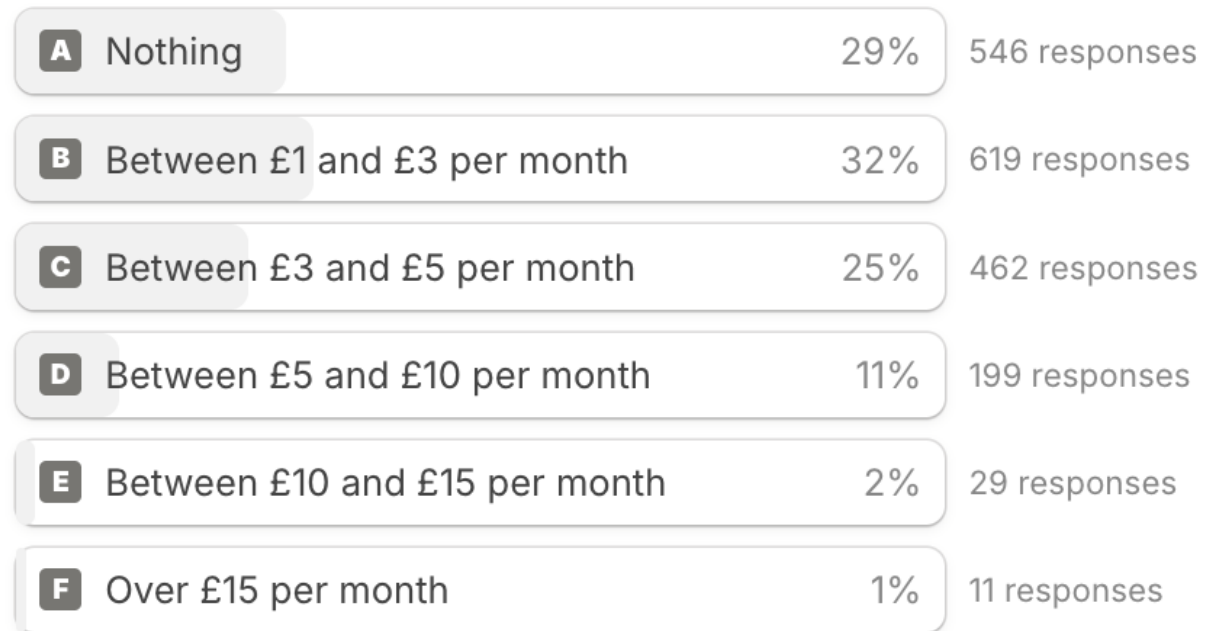
# If you have not yet supported [this provider] in any way, what might encourage you to do so in future?

**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



# 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



# Demographics

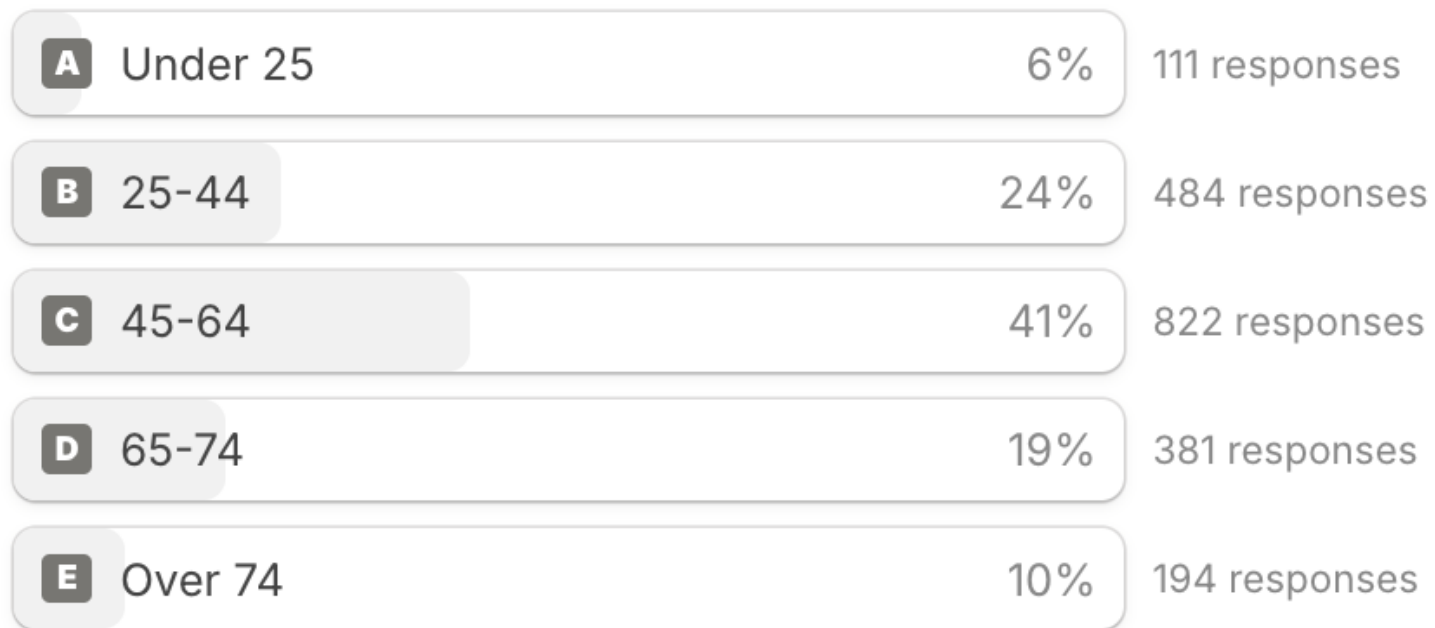
“Which age group are you in?”

“What is your gender identity?”

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

# Which age group are you in?

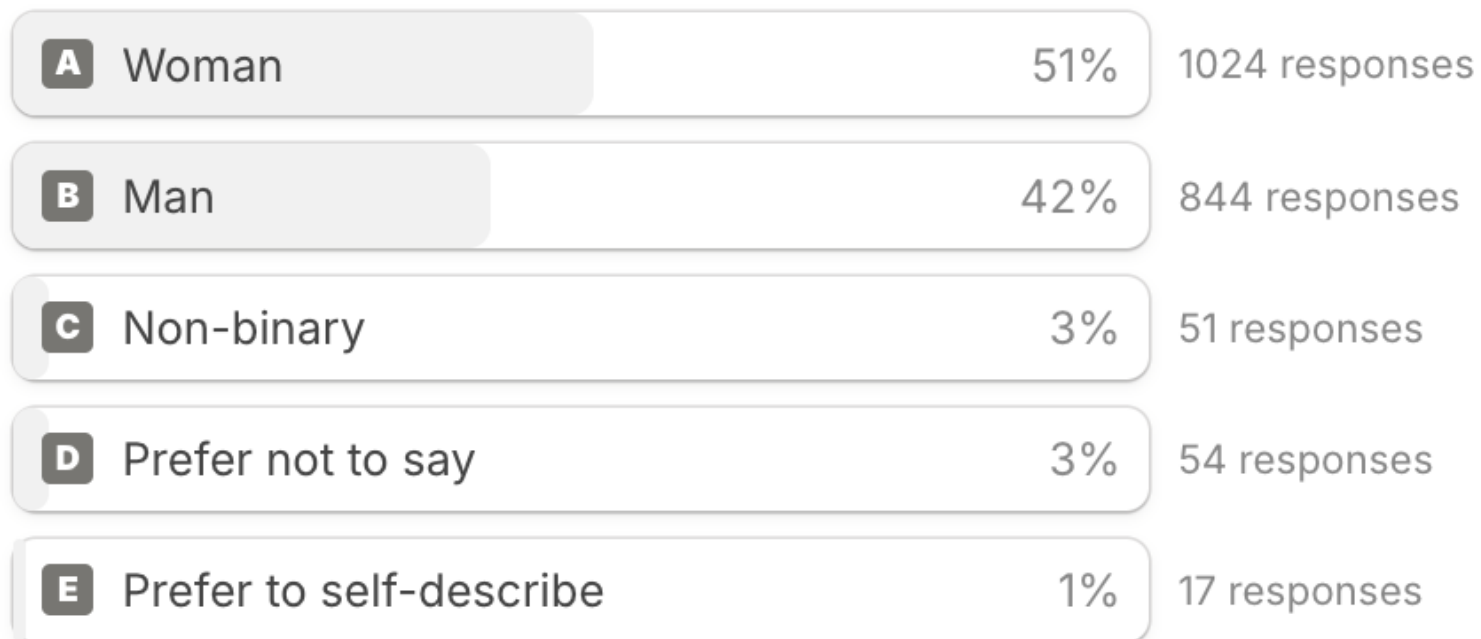
1996 responses



England  
and Wales,  
2021 census

# 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)**