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New survey finds that Oakland Local audience is committed to shopping locally

May 2, 2011—Oakland, CA--Shopping locally and supporting local business is very important to more than 70% of the Oakland Local readers who participated in our latest online audience survey, and somewhat important to 26% of them.

"More than 40% of our audience are either entrepreneurs, small business people or self-employed, so it makes good sense they want to support business is Oakland," said Susan Mernit, OL's publisher and co-founder. "Their interest in shopping locally is a good match for our daily coverage of local communities, events and issues."

Oakland Local's latest reader survey, conducted online during April 2011, showed that OL 's 70,000 unique monthly readers are a tech-friendly crew-- 73% read Oakland Local on Facebook regularly, 34% rely on Twitter to track stories, 31% go straight to the web site and 7% track OL in their cell phone (results add up to more than 100%).

However, that doesn't make them all techies--more of them identified as progressive (52.5%), change-maker (29.3%), entrepreneur (22.2%), and organizer (17.2%) , rather than as Geek (2%).

"We can see from their comments that OL community members are engaged in making Oakland a better place for local residents," said Kwan Booth, co-founder and Senior Community Manager for Oakland Local. "The survey also shows just how much diversity our readership reflects."

Demographic questions on the OL survey showed that although 59% of OL's readers describe themselves as white, 21% say they are people of color and 14% identify as multi-racial. In addition, 8% say they are Asian, 7% self-describe as African-American. 4% Latino, 2% Native American, and 2% East Indian. In terms of sexuality, 15% said they identified as Queer, 13% as LBGTQ, and 16% as sex-positive.

Where do OL readers live and how old are they?

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92% of Oakland Local readers are from the city, with 52% living in the Flatlands, 15% in the hills, 12% in the Lake Merritt/Adam's Point area, and another 13% living in other areas. The 8% from outside Oakland say they live in San Leandro, Berkeley, and San Francisco.

Forty-six percent of Oakland Local readers are under 35,. 13% are 46-56, and 11% are over 57.

"Oakland Local is quickly become the go-to resource for people ages 25-55 looking for all things Oakland, especially coverage of issues, local events, and local arts and business," said publisher Susan Mernit. "Although traditional print media companies around the Bay may have a reach into an older, more suburban audience, Oakland Local is a must-read for thousands of younger, more diverse and more wired local residents."

Background

Oakland Local, a non-profit news and community site, was launched in October 2009 to be a go-to resource for a more diverse range of news, issues and information of interest to Oakland, and as a training and capacity-building organization to offer quality free training in telling their stories and using social media to local small non-profits, community groups and interested local people. The site received the 2011 Oaklandish Innovators Award and is a finalist for The Oakland Indie Awards for 2011. Oakland Local supports itself through a mix of sponsorships, ads, and grants; local funders and advertisers include The California Endowment, The City of Oakland marketing department, Farley's Coffee, the Lake Merritt/Downtown BID, and Zon26.

More details of the demographic survey are available from Oakland Local (email survey@oaklandlocal.com). Information on advertising on Oakland Local, their 2x month newsletter, and via their social network is available at oaklandlocal.com/advertise and from sales@oaklandlocal.com.

Sources: Data is from an April 2011 survey conducted by Oakland Local on Survey Monkey (surveymonkey.com) and from data provided by Google Analytics and Facebook Insights for Oakland Local.

For more external data on OL, our reach and our audience, go to Quantcast (<http://www.quantcast.com/oaklandlocal.com>) and Compete.com (<http://bit.ly/evIRFq>).

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In addition, make sure to follow us on Facebook (<http://facebook.com/oaklocal>) and on Twitter (@oaklandlocal).