

**Shared Service:** Consumer Market Research | Content Strategy & Audience Development Consulting

The Medill Local News Accelerator shared services hub includes producing bespoke market research intended to help Chicago's local news organizations better understand their engaged audience and potential customer base.

This shared service is meant for news organizations who are seeking to better understand their improved audience, expand their audience base, grow their number of audiences and/ or improve their content strategy and audience engagement.

**Description of service:**

Consumer market research reports produced by Medill can collect insight relating to their reader's

- News consumption habits
- Content preferences
- Consumer / spending habits
- Familiarity with outlet brand
- Competitor/ landscape analysis

Insights are primarily collected via quantitative methods. There is a potential for insights to be collected in a qualitative format. This service is free of charge; there is no associated cost for the participating news organization.

With the support of our vendors, we can target potential survey takers based on zip codes, race, age, income, and characteristics germane to how they live their lives, how they spend their time and how they allocate their money.

**Process:**

An intake call will be scheduled to better understand your news organization's goals. In consultation with the client, our team of experts will draft and design a survey. In collaboration with several vendors the survey is fielded, and data is collected. The Local News Accelerator conducts the data analysis. Once complete, the report will present consumer market insights that outlets can use to make strategic decisions related to their business, content, and operations. A final report is shared with the client and a final meeting is scheduled to discuss insights and actionable steps.

Consumer market research reports Medill x LNA produces are intended to equip our news partners with data-driven insights that will improve their business operations, content strategy and audience engagement decision making.

[Use this link to signal your interest](#) in benefiting from this service.