

Nationwide Quantitative Survey of the Specialized and Regional Press

Readership, Influence, and Role in Informing the Public



**MEDIA &
MAGAZINE
DAYS 2026**

**ΕΝΩΣΗ ΔΗΜΟΣΙΟΓΡΑΦΩΝ
ΙΔΙΟΚΤΗΤΩΝ ΠΕΡΙΟΔΙΚΟΥ ΤΥΠΟΥ**

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Contents

- Research Overview
- The Modern Information Environment
- The Value of Specialized Press
- The Role of the Regional Press Today
- Key Findings

Research Overview

Survey Profile

- **Target Population:** Men and Women, aged 18 and over across Greece
- **Reference Population:** 8,746,069 individuals (ELSTAT, data updated in 2021)
- **Sample Target:** 1,500 respondents, representative by gender, age group, and geographic region
- **Final Sample Size:** 1,504 respondents
- **Survey Methodology:** C.A.W.I. (Computer-Assisted Web Interviews)
- **Sampling:** Online interviews conducted through the YouGov Panel using quotas for gender, age group, and region of residence
- **Maximum sampling error:** $\pm 2.5\%$ at a 95% confidence level (assuming $p=50\%$, which is the most conservative estimate)
- Data **weighted** by gender, age group, and geographic region to adjust for any deviations in the sample from the actual proportions of the target population
- **Average Questionnaire Completion Time:** 7.5 min
- **Survey Dates:** February 19–March 2, 2026

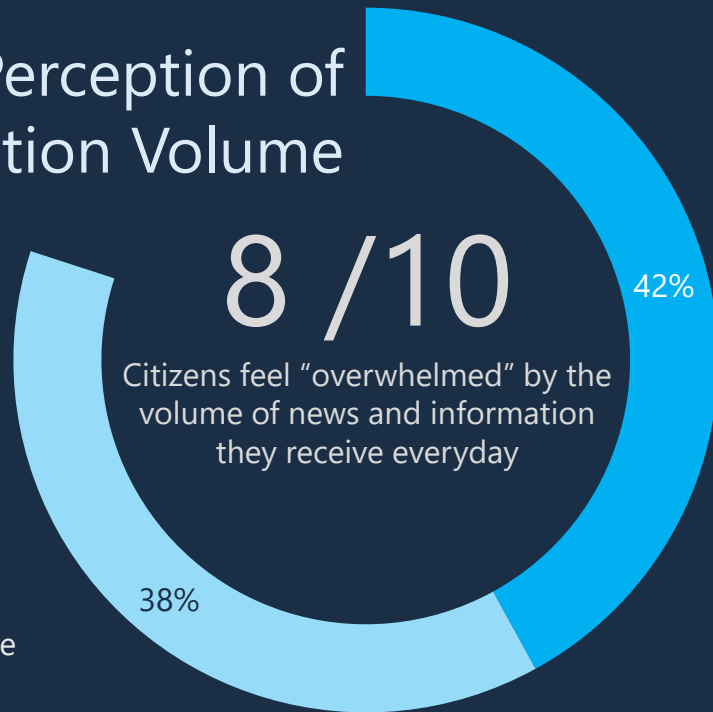
The Modern Information Environment

The Media Landscape

Perception of information Volume

8 / 10

Citizens feel "overwhelmed" by the volume of news and information they receive everyday



Questioning Credibility

9 / 10

say they frequently question the credibility of the news and information they receive



Very large Quite large

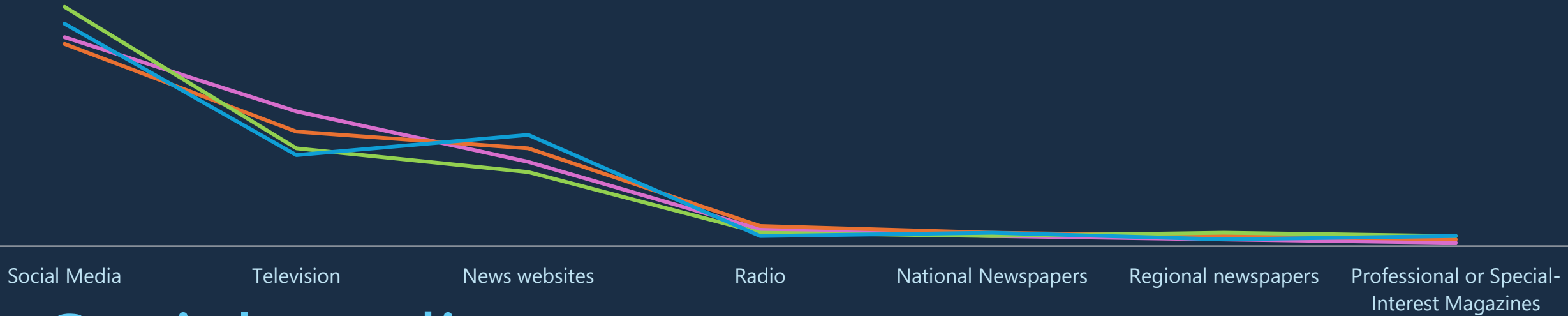
Very often

Quite often

Information Overload & Skepticism

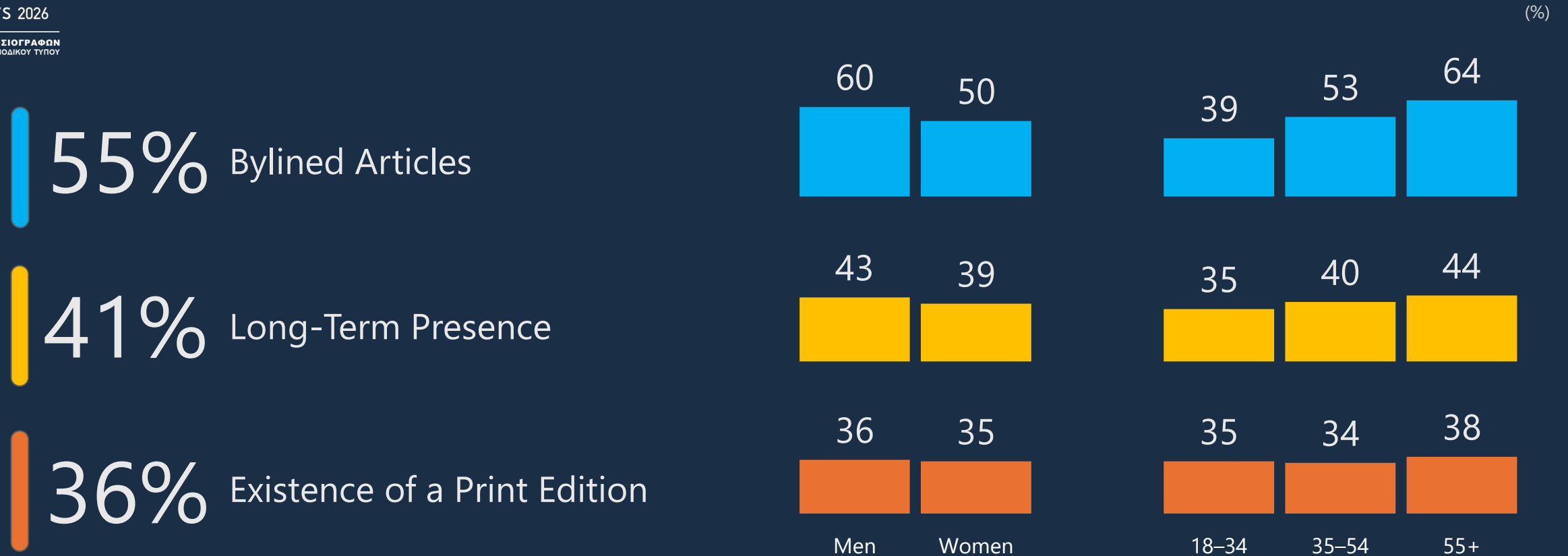
Most Common Sources of Misinformation

— Unreliability of News & Information
 — Conflicting Information
 — Fake News
 — Misleading headlines



Social media is perceived as the primary source of misleading and inaccurate information, as well as the main channel through which the public is exposed to it.

Factors Affecting Media Credibility



Media credibility is primarily associated with **byline journalism** and a **long-standing presence**, while having a **print edition** further strengthens public trust

The Value of Specialized Press

The Value of the Specialized Press

8 in 10

Greeks read specialized periodicals (regardless of reading frequency)



1 in 2

readers of trade publications recognize **their journalistic professionalism and credibility**

Specialized periodicals enjoy **broad reach** and **high credibility** among their audience

The Value of Trade Publications

69% of trade publication readers say they find **valuable content** in these publications

54% of readers use trade publications as **a practical tool** in their daily work



65% of professionals consider trade publications to be the **most reliable source** of information for their industry.

Investing in Quality



50%: support for independent, high-quality journalism

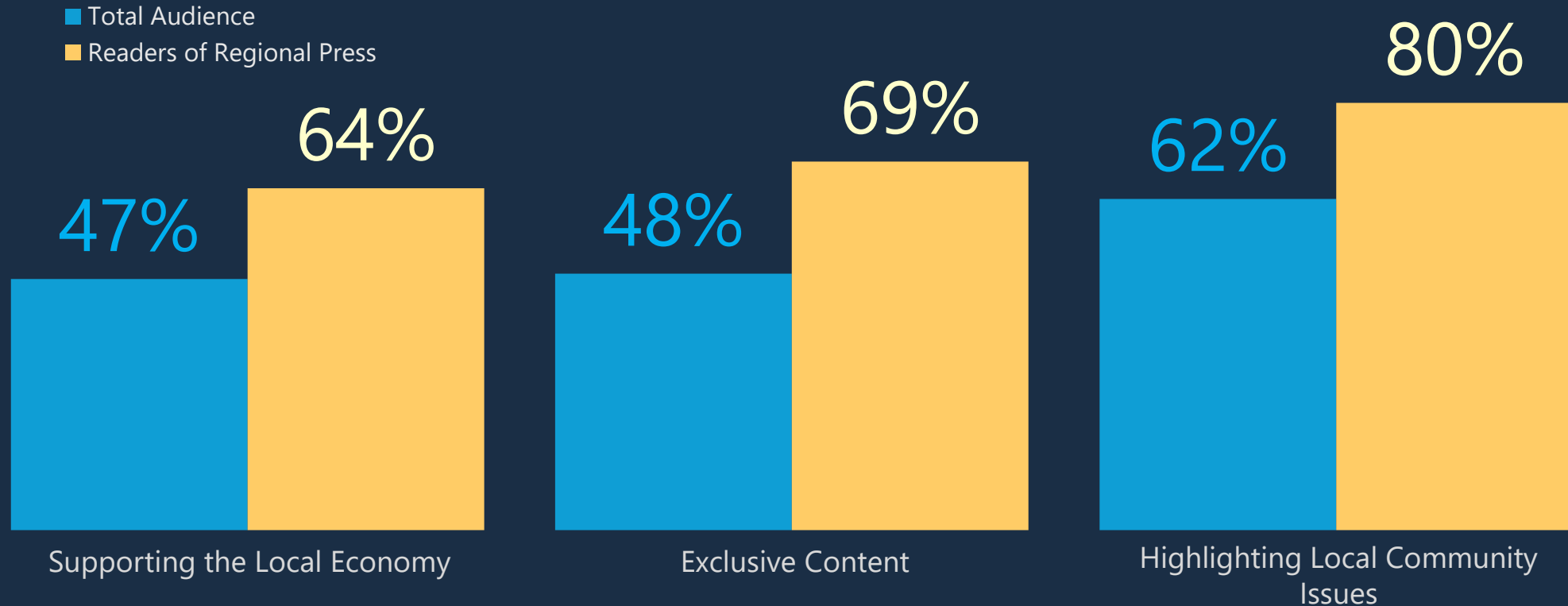
39%: access to content not available elsewhere

37%: reliability and fact-checking

37%: depth, analysis, and expert interpretation

The Role of the Regional Press Today

The Role of the Regional Press

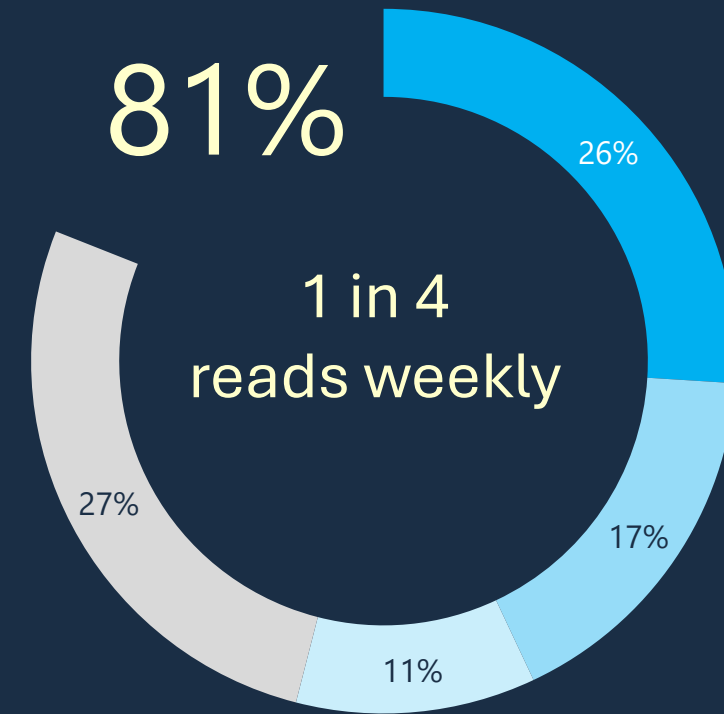
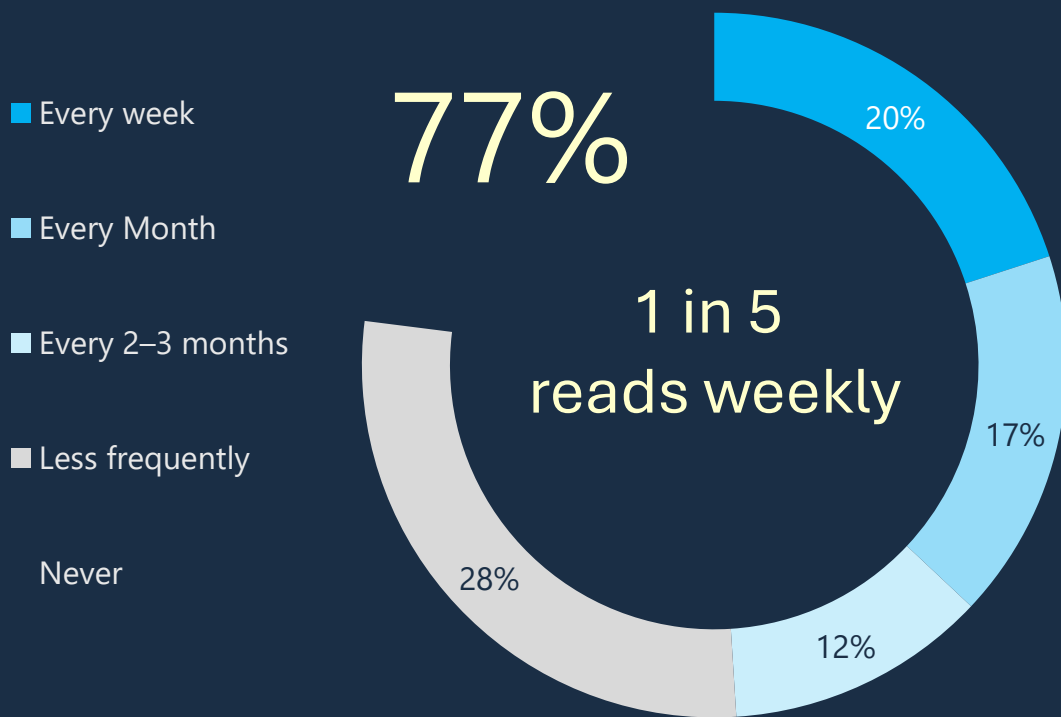


The regional press is widely recognized as **an important institution** within local community by everyone, and especially by local residents

Readership of the Regional Press

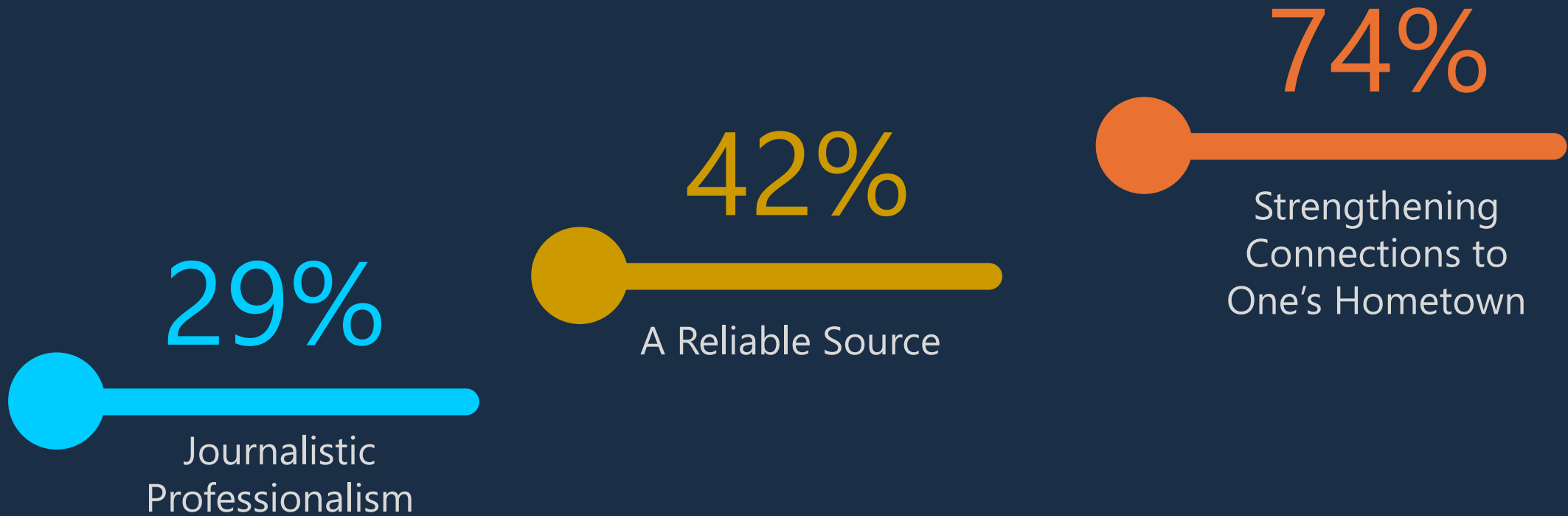
Greece as a Whole

Regional Greece



Strong and Consistent Audience Reach

The State of the Regional Press



The regional press serves as **a bridge, connecting people** with reliable information and their local community



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Key Findings

Summary of Findings

The Broader Information Environment: Between Information Overload and Misinformation

- Today's information environment is characterized by information overload and low levels of trust. 80% of citizens feel overwhelmed by the volume of information they receive every day, while 89% frequently question the credibility of news and information.
- Social media is widely perceived as the primary source of misinformation, followed at a considerable distance by television and news websites.
- Print media are far less likely to be perceived as sources of misinformation.
- Media credibility is driven primarily by bylined journalism and a long-standing presence, while around four in ten respondents also view the existence of a print edition as an important indicator of credibility.

Summary of Findings

The Role of Specialized Periodicals

- Specialized periodicals play a distinct and essential role in the media ecosystem, offering content with greater depth and expertise. Overall, 78% of the population reads or engages with specialized publications.
- Readers in this category value these publications for their specialized knowledge and in-depth analysis, with 69% stating that they provide valuable content, 65% considering them a reliable source of information, and 54% using them as a practical tool in their daily work.
- This value becomes even more practical when 54% of readers state that they use specialized publications as a tool for work or personal interests, highlighting them as a key source of knowledge and professional information.

The Role of the Regional Press

- The regional press plays a significant role in connecting readers with the local community, serving as a key vehicle for highlighting issues related to daily life and the development of local communities.
- Overall, about 8 in 10 citizens come into contact with regional newspapers (77%), while 20% read them at least once a week, indicating that they hold a stable place in the public's news consumption habits.
- The public recognizes their role primarily in highlighting issues affecting the local community (62%), while nearly half of citizens believe they help support the local economy. At the same time, they also serve as a means of strengthening citizens' connection to their local community—a fact acknowledged by 50% of the public and even more so by their own readers (74%)—highlighting the regional press as a vital pillar of local news and social cohesion.

Thank you!



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