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# How people learn about their local community

## Overview

Contrary to much of the conventional understanding of how people learn about their communities, Americans turn to a wide range of platforms to get local news and information, and where they turn varies considerably depending and the subject matter and their age, according to a survey by the Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project, produced in association with the John S. and James L. Knight Foundation that asks about local information in a new way.

Most Americans, including adults under age 40, also use a blend of both new and traditional sources to get their information.

Overall, the picture revealed by the data is that of a richer and more nuanced ecosystem of community news and information than researchers have previously identified.

The survey echoes longstanding research that more Americans report watching local TV news than any other source—which has led to widely held idea that people go there for most of their community news and information. But it also finds that Americans tend to rely on the medium for just a few topics—mainly weather, breaking news, and to a lesser degree, traffic. These are the most widely followed local subjects. Yet consumers rely on other sources for most other local topics. Younger adults, moreover, rely on local television less, a fact that suggests more vulnerability for the medium in the future.

The survey also yields some striking findings for newspapers. Most Americans (69%) say that if their local newspaper no longer existed, it would *not* have a major impact on their ability to keep up with information and news about their community.

Yet the data show that newspapers play a much bigger role in people's lives than many may realize. Newspapers (both the print and online versions, though primarily print) rank first or tie for first as the source people rely on most for 11 of the 16 different kinds of local information

asked about—more topics than any other media source. But most of these topics—many of which relate to civic affairs such as government—taxes, etc., are ones followed by fewer Americans on a regular basis.

In other words, local TV draws a mass audience largely around a few popular subjects; local newspapers attract a smaller cohort of citizens but for a wider range of civically oriented subjects.

The survey also sheds light on the emerging role of the internet as people seek local news and information. The internet is defined here as web-only online destinations. For adults generally, the internet is a main source for information about restaurants and other local businesses, and it is tied with newspapers as a top source for material about housing, jobs and schools—all areas that place a special value on consumer input. Yet when one looks at the 79% of Americans who are online, the internet is the first or second most relied-upon source for 15 of the 16 local topics examined. For adults under 40, the web is first for 11 of the top 16 topics—and a close second on four others.

Figure 1

# Which Sources Top the List for 16 Different Local Topics?

**Newspapers**
- Top source for news on community events, crime, taxes, local government, arts and culture, social services, zoning and development
- Ties with internet as top source for news on housing, schools, and jobs
- Ties with TV as top source for local political news

**Television**
- Top source for weather and breaking news
- Ties with radio as top source for traffic news
- Ties with newspaper as top source for local political news

**Internet**
- Top source for information about restaurants and other local businesses
- Ties with newspaper as top source for news about housing, schools and jobs

**Radio**
- Ties with TV as top source for traffic news

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

At the same time, the survey finds both citizen-based information sources and some very old forms of media remain vital as well. Print newsletters, online listservs and old-fashioned word of mouth are important means by which people learn in particular about community events and local schools.

In all, the data in a new national survey show that the majority (64%) of American adults use at least three different types of media every week to get news and information about their local community—and 15% rely on at least six different kinds of media weekly.

And nearly half of all American adults, 45%, say they do *not* even have a favorite local news source. Instead, in the modern local news information system, different media outlets, and in many cases entire platforms, are gaining footholds for specific topic areas.

While this can help news sources establish an identity with audiences, it also raises a critical question: If a platform were to whither or disappear, would parts of the community go unmonitored?

## About the survey

The new survey was administered from January 12-25 among a nationally-representative sample of 2,251 adults age 18 and older on landline and cell phones. It has an overall margin of error of plus or minus 2 percentage points.

Conventional research has tended to ask people about local news and information generically with some variation of a simple question: Where do people turn most often for their news? Asked that way, the majority of people answer local TV, which has made it the most popular news source in America. That is reinforced by ratings data that shows that the combined ratings of local television news programs exceeds that of other local media. The biennial media consumption survey of the Pew Research Center for the People and the Press similarly finds that local TV news is the medium most people turn to for news and information of any type. And this new survey, too, finds that local TV is the most frequently used medium for news and information, with 74% watching local newscasts or visiting local TV websites at least weekly, compared with 50% who turn to newspapers and their websites, 51% to radio (on air and online) 47% who turn to web-only sources.

But this survey also took a new approach as well, asking people about the information sources they rely on to get material about 16 different specific local information areas.

The result is a more complex portrait of how people learn and exchange information about community. The new data explodes the notion, for instance, that people have a primary or single source for most of their local news and information.

Rather, Americans appear to discern significant differences in the strengths of different information sources. They recognize that there may be more information about their child's school on a parent-run listserv than on television or even their neighborhood weekly paper. They recognize that if they want information about zoning or local government, it may be more available in the newspaper they do not regularly buy than on the television station they watch many days for traffic and weather.

(For this survey, the "internet is defined as web-only sources such as search engines, specialty-topic websites, and social networking sites. If respondents said they relied on the website of a newspaper, it was considered reliance on the newspaper and was combined with references to the print version of the local newspaper.  Similarly, if respondents said a local television website was their preferred sources for a particular type of local news, it was combined with references to watching local news on television and considered reliance on the local TV news platform rather than the internet.)

## Other key themes

Other notable themes that emerge from the survey:

- The most popular local topics are weather (89% of people get it), breaking news (80%); local politics (67%) and crime (66%). The least popular on our list of topics are zoning and development information (30%), local social services (35%), job openings (39%) and local government activities (42%).

- Nearly half of adults (47%) use mobile devices to get local news and information. Not surprisingly, mobile is particularly popular for "out and about" categories of information, such as restaurants. And 41% of all adults can be considered "local news participators" because they contribute their own information via social media and other sources, add to online conversations, and directly contribute articles about the community. Both these groups are substantially more likely than others to use the internet to get local news and information on almost all topics.

- Social media is becoming a factor in how people learn about their local community, but it is not as popular as other digital forms. In all, 17% of adults say they get local information on social networking sites like Facebook at least monthly.

- Mobile phone applications, or "apps," have yet to emerge for most local topic areas. Even now, though, 5% of Americans say they rely on a mobile app for weather information.

- Old-fashioned word of mouth is still a factor in sharing local news and information, especially at the neighborhood level for information about local businesses, restaurants and schools. In all 55% of all adults get local news and information via word of mouth at least once a week. Word of mouth is particularly likely to be cited by younger residents as one of their top platforms for community events. Adults age 40 and older are more likely to prefer word of mouth as a source for local politics, local government activity, housing and real estate, zoning, and social services.

- The websites of newspapers and TV stations do not score highly as a relied-upon information source on any topics. They have gained modest footholds as sources that users rely upon for a variety of topics, including weather information, crime, politics, and breaking news, but overall they consistently score in the low single digits when it comes to being the source that people rely upon on any of the topics we queried.

## Age is the most influential demographic

While there are a variety of demographic dimensions that are linked to the way people get local news and information, the most striking is the difference between younger and older information consumers.  Simply put, one generation into the web, older consumers still rely more heavily on traditional platforms while younger consumers rely more on the internet. Among adults under age 40, the web ranks first or ties for first for 12 of the 16 local topics asked about.

If someone is under age 40, she tends to get the following kinds of local news and information from the following places:

- ***Internet:*** weather, politics, crime, arts/cultural events, local businesses, schools, community events, restaurants, traffic, taxes, housing, local government, jobs, social services, and zoning/development

- ***Newspapers:*** crime, arts/cultural events, community events, taxes, local government, jobs, social services, zoning/development

- ***TV stations:*** weather, breaking news, politics, crime, traffic, local government, and social services

- ***Radio:*** traffic

- ***Word of mouth:*** Community events

If she is 40 or older, she tends to get the following kinds of news in the following places:

- ***Newspapers:*** politics,  crime, arts/cultural events, local businesses, schools, community events, restaurants, taxes, housing and real estate, government activities, jobs, zoning/development, social services

- ***TV stations:*** weather, breaking news, politics, traffic, crime

- ***Internet:*** local businesses, restaurants

This move by younger users to rely on the internet for local information puts considerable pressure on traditional news organizations. Even though most have moved aggressively online with ambitious websites and social media strategies, there is evidence in the data that people find specialty websites and search engines a preferable way find the local material they want.

Figure 2

## The Top Sources for Local News and Information Vary by Age

*Percentage of adults in each age group who rely on source for each topic*

| | Weather | Restaurants/ Clubs | Politics | Community Events | Schools |
|---|---|---|---|---|---|
| **Age 18-39** | Television 44% <br> Internet 41% | Internet 41% | Internet 26% <br> Television 19% <br> Newspaper 16% | Internet 19% <br> Word of mouth 17% | Internet 24% <br> Newspaper 12% |
| **Age 40+** | Television 67% <br> Internet 26% | Newspaper 22% <br> Internet 21% | Newspaper 34% <br> Television 34% <br> Internet 12% | Newspaper 32% | Newspaper 27% <br> Internet 15% <br> Television 12% |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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# Part 2: The local topics people follow and the information sources they use

The local news and information environment is changing in ways that most people believe makes it easier for them to get the specific information they want about their communities. More than half of Americans (55%) say it is easier today to get the local information they want than it was five years ago. Just 12% say it is harder, and 30% say they have noticed no change over that time. Younger adults and those with the most access to technology (especially broadband and smartphones) express the most enthusiasm about the increased ease of using the local news and information ecosystem over the past five years.
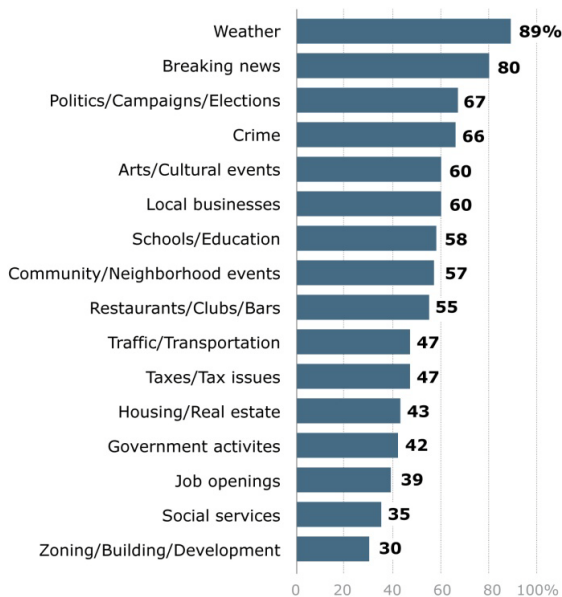
Despite that, people do not believe they are getting all the local news they need. Indeed, just 31% of adults say their local sources give them *all* of the local news and information that matters to them. The majority (58%) say they get only *some* of the news and information that matters, while 8% say they get *little* or *none*.

## Local topics people follow

Figure 3

**The Popularity of Different Local Topics**

*Percent of adults who get news or information about each topic*

| Topic | Percent |
| --- | --- |
| Weather | 89% |
| Breaking news | 80 |
| Politics/Campaigns/Elections | 67 |
| Crime | 66 |
| Arts/Cultural events | 60 |
| Local businesses | 60 |
| Schools/Education | 58 |
| Community/Neighborhood events | 57 |
| Restaurants/Clubs/Bars | 55 |
| Traffic/Transportation | 47 |
| Taxes/Tax issues | 47 |
| Housing/Real estate | 43 |
| Government activites | 42 |
| Job openings | 39 |
| Social services | 35 |
| Zoning/Building/Development | 30 |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

One of the newer realities of this environment is that people now have greater ability to get material on the subjects that most matter to them and not bother with those that don't. It is clear from this survey that not all local topics are equally popular. The survey asked a nationally-representative sample of adults whether they ever get news and information about 16 different local topics. Data show that while some local topics are followed by the large majorities of adults (weather, breaking news, politics and crime), others (zoning and development, social services, job openings) interest much smaller segments of adults.
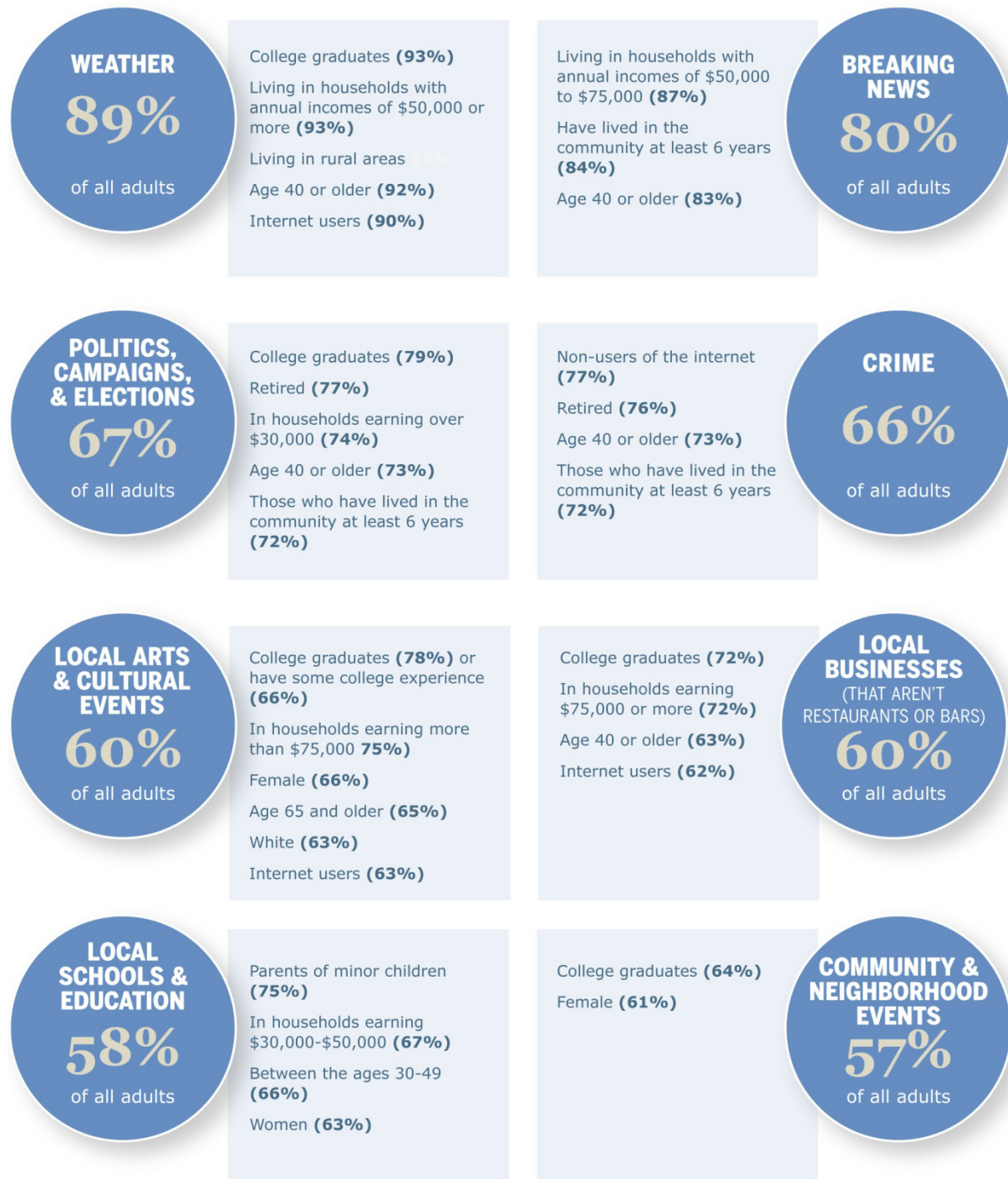
Moreover, the demographic portrait of the audience changes by topic, and often in turn reflects the platforms they rely on. For instance, if a subject is particularly appealing to older

consumers, traditional platforms such as television news and newspapers are often the primary sources. On the other hand, if the subject is particularly relevant to younger adults, then the internet is likely to be the top source for that information.

The figures on p. 11-12 indicate which adults are most likely to seek specific kinds of local information.

In addition to the topic-specific demographic patterns noted in these graphics, several broad local news consumption patterns emerged. As a rule, those with higher levels of education and higher levels of income are more likely to follow most of the local news topics asked about, particularly those with a civic dimension such as politics, government news, and community events.  In addition, those who are older and those who have lived in their communities longer are more likely than younger people and community newcomers to be tuning in to information about many local topics, including social services, tax issues, and local schools.

Figure 4

## Which Demographic Groups are Most Likely to Follow Each Topic?

**WEATHER**

**89%**

of all adults

College graduates **(93%)**

Living in households with annual incomes of $50,000 or more **(93%)**

Living in rural areas

Age 40 or older **(92%)**

Internet users **(90%)**

Living in households with annual incomes of $50,000 to $75,000 **(87%)**

Have lived in the community at least 6 years **(84%)**

Age 40 or older **(83%)**

**BREAKING NEWS**

**80%**

of all adults

**POLITICS, CAMPAIGNS, & ELECTIONS**

**67%**

of all adults

College graduates **(79%)**

Retired **(77%)**

In households earning over $30,000 **(74%)**

Age 40 or older **(73%)**

Those who have lived in the community at least 6 years **(72%)**

Non-users of the internet **(77%)**

Retired **(76%)**

Age 40 or older **(73%)**

Those who have lived in the community at least 6 years **(72%)**

**CRIME**

**66%**

of all adults

**LOCAL ARTS & CULTURAL EVENTS**

**60%**

of all adults

College graduates **(78%)** or have some college experience **(66%)**

In households earning more than $75,000 **75%**

Female **(66%)**

Age 65 and older **(65%)**

White **(63%)**

Internet users **(63%)**

College graduates **(72%)**

In households earning $75,000 or more **(72%)**

Age 40 or older **(63%)**

Internet users **(62%)**

**LOCAL BUSINESSES**

(THAT AREN'T RESTAURANTS OR BARS)

**60%**

of all adults

**LOCAL SCHOOLS & EDUCATION**

**58%**

of all adults

Parents of minor children **(75%)**

In households earning $30,000-$50,000 **(67%)**

Between the ages 30-49 **(66%)**

Women **(63%)**

College graduates **(64%)**

Female **(61%)**

**COMMUNITY & NEIGHBORHOOD EVENTS**

**57%**

of all adults

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**RESTAURANTS, CLUBS & BARS**

**55%**
of all adults

Those who have taken at least some college courses **(64%)** or have a college degree **(63%)**

Under age 40 **(60%)**

Female **(59%)**

Urban residents **(59%)** or suburban residents **(57%)**

Internet users **(58%)**

**TAXES & TAX ISSUES**

**47%**
of all adults

College graduates **(58%)**

In households earning over $50,000 **(54%)**

Age 40 and older **(53%)**

Living in the community for 20 years or more **(52%)**

Republicans **(55%)** and conservatives **(51%)**

**TRAFFIC & TRANSPORTATION**

**47%**
of all adults

Urban residents **(54%)**

In households earning $50,000-$75,000 **(54%)**

College graduates **(52%)**

Age 40 and older **(52%)**

**HOUSING & REAL ESTATE**

**43%**
of all adults

College graduates **(54%)**

In households earning more than $75,000 **(53%)**

Age 40 and older **(46%)**

**GOVERNMENT ACTIVITIES**

**42%**
of all adults

College graduates **(55%)**

In households earning over $75,000 **(54%)**

Age 40 and older **(53%)**

Rural residents **(49%)**

White **(45%)** and black **(44%)**

Residents of the community at least 6 years **(48%)**

**LOCAL JOBS**

**39%**
of all adults

Black **(50%)**

Under age 40 **(46%)**

In households earning under $30,000 **(45%)**

**SOCIAL SERVICES**

**35%**
of all adults

Non-users of the internet **(47%)**

Retired **(44%)**

In households earning under $50,000 **(43%)**

Female **(41%)**

Residents of urban areas **(40%)**

Age 40 and older **(40%)**

**ZONING**

**30%**
of all adults

Retired **(44%)**

Age 40 and older **(38%)**

College graduates **(36%)**

Residents of the community for at least 10 years **(36%)**

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## The sources people use to get local news and information

While the main focus of the survey were the questions in which respondents were asked which sources they *"rely on most"* when gathering news and information about 16 different local topics, it also included a broader question about the overall frequency with which people use various platforms for getting local news and information.

Figure 5 indicates the sources people use at least once a week to get "local news and information," in descending order.

Figure 5

# Local News Sources Used Most Frequently

*In descending order, the sources people use at least once a week to get local news and information*

**74%** **Local TV news** (includes broadcast and/or website)**:** 74% of American adults say they get local information at least weekly from a local TV news broadcast and/or the website of their local TV news station.  Broadcast watchers (71%) are disproportionately made up of women, African-Americans, those age 40 and older, and those in households earning less than $50,000 annually. In addition, female and African-American internet users are disproportionately likely to get local information at least weekly from the website of a local TV station (23% of adults).

**55%** **Word of mouth:**  55% of adults say they get local information weekly or more often via word of mouth, from family, friends, co-workers, and neighbors. Adults age 18-29 are the most likely to report this. For at least some, this reliance on word of mouth is likely tied to the use of online social networking sites, which are used by 61% of internet users – and 79% of the internet users under age 40.

**51%** **Radio** (includes broadcast and/or website)**:**  51% of U.S. adults say they get local information weekly or more often from radio broadcasts (50%) and/or from the website of their local radio station (9%). Middle-aged adults (those age 30-65) are most likely to use this source weekly.

**50%** **Local newspaper** (includes print and/or website)**:**  50% say they get local information weekly or more often from the print version of a local newspaper (40%) and/or a local newspaper website (25%). Most likely to read the print newspaper weekly are adults age 40 and older and suburbanites.  Those who get local information from the newspaper website tend to be under age 40, have college degrees, and live in households earning at least $75,000.

**47%** **Internet** (includes search, social networks, local blogs and/or sites): 47% of adults report getting local news weekly from the internet, whether through search engines (41%), social network sites like Facebook (11%) or Twitter (3%), or websites (10%) or blogs (4%) devoted to their community.  These adults tend to be under age 40 (and most are younger than 30), white, and have some college education.

**9%** **Print newsletter about their community:**  9% say they get local information weekly or more often from a print newsletter about their community. This source is most popular among African-American adults.

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# Part 3: The role of newspapers

The survey indicated that newspapers play a far more complex role in the civic life of communities than many Americans believe.

## Perceptions of the importance of local newspapers

On the surface, most people do not feel that their local newspaper is a key source that they rely on for local information.  For instance, when asked, "If your local newspaper no longer existed, would that have a major impact, a minor impact, or no impact on your ability to keep up with information and news about your local community?" a large majority of Americans, 69%, believe the death of their local newspaper would have *no* impact (39%) or only a *minor* impact (30%) on their ability to get local information.

Younger adults, age 18-29, were especially unconcerned. Fully 75% say their ability to get local information would not be affected in a major way by the absence of their local paper.  The same was true of heavier technology users: 74% of home broadband users say losing their paper would have no impact or only a minor impact on their ability to get local information.

Yet when asked about specific local topics and which sources they rely on for that information, it turns out that many adults are quite reliant on newspapers and their websites. Of the 16 specific local topics queried, newspapers ranked as the most, or tied as the most, relied upon source for 11 of the 16.

## Local newspapers continue to be a key information source

Among all adults, newspapers were cited as the most relied-upon source or tied for most relied upon for crime, taxes, local government activities, schools, local politics, local jobs, community/neighborhood events, arts events, zoning information, local social services, and real estate/housing.

This dependence on newspapers for so many local topics sets it apart from all other sources of local news.  The internet, which was cited as the most relied upon source for five of the 16 topics, was a distant second to newspapers in terms of widespread use and value.

This sense from the public that newspapers are a place where they can turn to for information on a wide range of local topics, more so than other sources, confirms findings from other Pew Research Center studies, particularly a report on which news organizations tend to break new

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information in local news reporting conducted in Baltimore and research on what news is available from different sources produced as part of the State of the News Media 2006 report.[i]

Figure 6

## The Topics for Which Newspapers are the Top Source

| **1** Percent of adults who rely on newspapers for these topics … | | On some topics newspapers tie for the lead with... | **2** Next most preferred source for each topic... | **3** Other important source for this topic |
|---|---|---|---|---|
| **Crime** | 36% | | TV news 29% | Internet 12% |
| **Local politics** | 26% | TV news 28% | Internet 17% | Word of mouth 7% |
| **Community events** | 25% | | Word of mouth 13% | Internet 12% |
| **Arts events** | 25% | | Internet 17% | TV news 13% |
| **Local taxes** | 22% | | TV news 9% | Internet 9% |
| **Schools** | 21% | Internet 18% | TV news 10% | Word of mouth 10% |
| **Housing** | 19% | Internet 17% | Word of mouth 4% | TV news 3% |
| **Government activities** | 19% | | TV news 12% | Internet 6% |
| **Local jobs** | 17% | Internet 16% | Word of mouth 3% | TV news 3% |
| **Zoning & development** | 17% | | TV news 6% | Internet 4% |
| **Social services** | 13% | | TV news 8% | Internet 6% |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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The problem for newspapers is that many of these topics are followed by a relatively small percentage of the public. As noted in Part 2 of this report, just 30% of adults get information about zoning, 35% about social services, 42% about local government, and 43% about real estate. Thus, overall, the total number of Americans who rely on newspapers for the local information that matters to them is smaller than is the case for other platforms such as television.

For instance, 48% of those who get information about taxes turn to newspapers, more than double the percentage who turn to the next most popular platforms, the internet (20%) and TV news (19%). But when translated as a percentage of all citizens, just 22% of Americans rely on newspapers for tax information. Thus, while newspapers command this subject area, most people simply do not seek out information about the subject of local taxes.

People may be making quite logical choices in this. Past PEJ studies have found that local newspapers typically have 70 to 100 stories a day. The typical half-hour local TV newscast is closer to 15. [1] So it is logical that newspapers would offer coverage of more topics in a community, while television might concentrate on a more limited number that attract the widest audience. Indeed, as PEJ found in a 2006 study, "In local metro dailies, citizens were far more likely to learn about things like taxes, education, zoning commissions and the activities of government than they would in most other media."[2]

This, however, also has implications about what could happen if a newspaper in town were to disappear. If television has focused on covering weather, traffic, and breaking news, and that is what people look to this platform for, will television begin to cover taxes and zoning and education if the local newspaper no longer exists? Would new digital sources emerge to cover the hole if a local newspaper cut back its coverage or vanished altogether? And would the approach of these new sources be fully journalistic in nature?

## Newspapers matter less to adults under age 40 as a local information source

Generational preferences add yet another layer of complexity. For adults under age 40, newspapers do not hold nearly the same appeal. Consider this stark difference: among all adults, newspapers are the clear top source for seven local topics (and tied with the internet as the top source for four other topics). Yet, among adults under 40 newspapers are the clear top choice for one topic, taxes, are tied with TV news for another topic, crime, and tie with the internet for four other topic areas. (The specifics of these differences are spelled out in Part 5 of this report.)

For all ages, the strength of newspapers comes from aggregating an audience by offering a wide range of information, even if each subject or story has limited audience. That model may be vital from a civic standpoint, but it is traditionally expensive and it is not clear what the incentive is to replicate it if newspapers were to disappear.

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[1] "A Day in the Life of the Media," Project for Excellence in Journalism, March 15, 2006, http://stateofthemedia.org/2006/a-day-in-the-life-of-the-media-intro/newspaper/
[2] Ibid

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# Part 4. The role of local TV news

For many years, polls have shown that local TV is the most popular medium in America for news. This survey, however, adds interesting and limiting dimensions to that finding.

## Local TV is a critical source for everyday news

Local TV (which for the purposes of this survey includes both televised broadcasts and local television websites) is the most popular source for the two topics that almost everyone is interested in—weather and breaking news. It has made itself essential in people's lives for events happening right now, though the survey also finds that the internet is creeping into those territories.

Figure 7

## The Topics for which Local TV is the Top Source

| ❶ Percent of adults who rely on local TV for these topics… | On some topics local TV ties for the lead with… | ❷ Next most preferred source for each topic… | ❸ Other important source for this topic |
|---|---|---|---|
| **Weather** 58% | | Internet 32% | Newspaper 10% |
| **Breaking news** 55% | | Internet 16% | Newspaper 14% |
| **Politics** 28% | Newspaper 26% | Internet 17% | Word of mouth 7% |
| **Traffic** 19% | Radio 15% | Internet 9% | Newspaper 8% |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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It is also striking and potentially significant for the future that local TV ranks relatively low on the list of key sources for other local topics that garner more limited interest but reflect much of the day-to-day activities of local civic life.

Overall, 89% of adults say they get information about local weather and 80% follow local breaking news. When asked what source they rely on most for this kind of news, local TV clearly ranks first.  Fully 58% of adults say they turn to local TV for weather information; 55%

named local TV as their top source for breaking news. The internet ranks second for both of these topics, but with a gap of more than 25 percentage points (32% turn to the internet for weather and 16% for breaking news).

## Local TV News is the Outlet of Choice for Weather, Breaking News and Traffic

*Percent of adults who get information about each topic from each source*
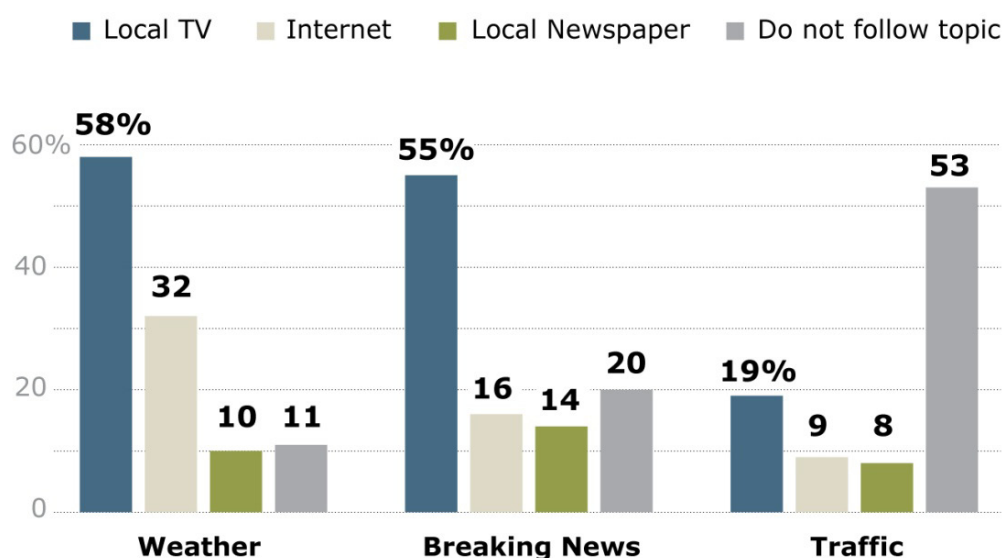
■ Local TV    ■ Internet    ■ Local Newspaper    ■ Do not follow topic



Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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Local television is also the outlet of choice for adults interested in traffic and transportation news and information, though less than half of those surveyed (47%) say they follow this topic at all.

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For breaking news, local television's dominance cuts across age groups.  Even among adults under 40, roughly twice as many turn to TV as turn to the internet, 47% versus 22%.

When it comes to weather updates, however, the under-40 audience is nearly split: 44% name local TV as their primary source and 41% cite internet sources other than local television or newspaper websites.  The same TV versus web divide occurs among social network users and mobile news consumers—two practices still most heavily used by younger generations.

Figure 9

**For Weather and Breaking News, Young Adults Are More Likely to Turn to the Internet and Less Likely to Turn to Local TV News**

*Percent of adults in each age group who get information about each topic from each source*
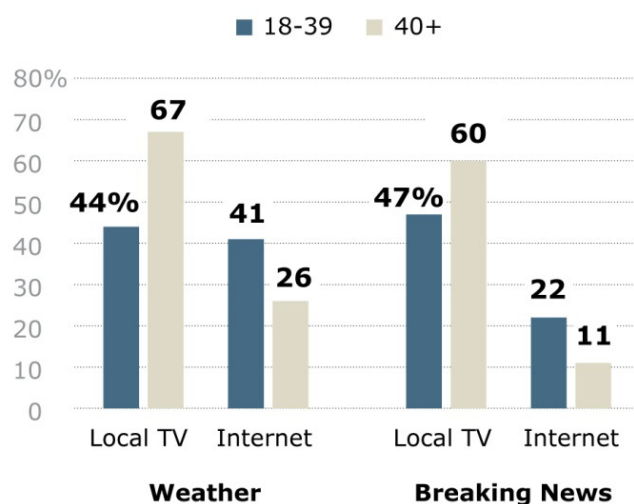


Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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 (Men seem to be making the switch to Web-based sources for local weather more than women. While most men, 55%, turn to local TV for weather, 36% rely on the internet as their top source. Just 28% of women say the internet is their top source for weather.)

## Local TV is just one of several key sources for political coverage

One area in which television finds itself in head-to-head competition with other platforms is local politics. Two-thirds of Americans follow news and information about local political matters, and roughly the same percentage turn to television newscasts (or television websites) for this information (28%) as turn to the local newspaper or its website (26%). The internet is third at 17%, and the data suggest over time its share of the audience will grow. Among adults under age 40, the internet is already the top source for local political information and news -- 26% of adults in this age group name the internet as their top source for this topic, while 19% name local TV news.

Where local politics are concerned, a clear boost for television news comes from minority populations. Hispanics are more than four times more likely to name local television as their top source for local politics as they are to name newspapers (38% versus 11%). African-American adults also prefer local TV over local newspapers as a source for this topic, though not quite to the same degree (38% versus 23%).

Figure 10

**For Some Groups, Local TV is the Preferred Source for Political News**

*Percent of adults in each group who get information about each topic from each source*
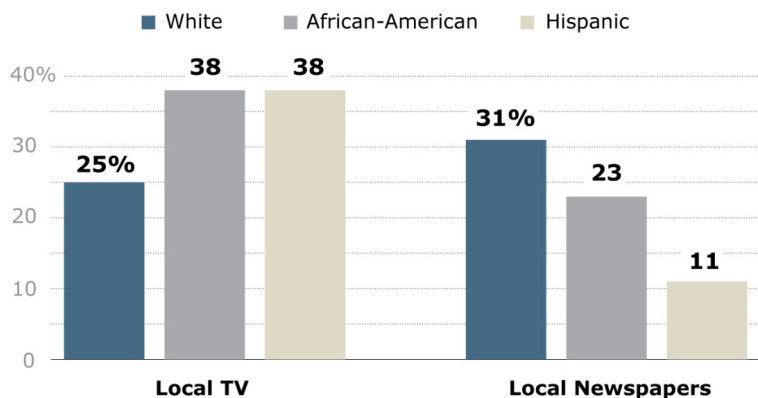


Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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Television also clearly beats out newspapers as a source for local political news among non-internet users (41% to 27%) and among the less educated and those with lower household incomes.

Beyond these four local topics, though, television news is rarely named as a primary source. In fact, in half of the topic areas asked about, fewer than 10% of adults name television as their primary source. This includes information about housing, jobs, community events and taxes.

In short, local TV news has thrived by developing a franchise around a handful of topics that have the widest appeal.

What does all this portend for the future of the medium? Local television still has a hold on some of the most sought-after local topics, and ones that people seek out most often. But these are also topics for which convenience and timeliness are key features, and television might easily be replaced by mobile platforms that are even more accessible than TV. For weather, this may already be happening—as roughly a third 32% cite the internet  as a primary source and 7% cite mobile devices. Weather apps and websites can often have as much or more information on local weather, and can localize it even more narrowly, than a local TV newscast might.

And for most of the local topics that require more deep reporting and analysis, such as taxes or zoning or local business, consumers already turn to platforms other than television.  As news outlets try to find their place in the evolving information ecosystem, then, local news may be in a vulnerable position. What television has that others do not is the force of personality of local anchors and reporters on camera.

# Part 5 – The role of the internet

The internet has already surpassed newspapers as a source Americans turn to for national and international news.[3] The findings from this survey now show its emerging role as a source for local news and information as well.

## The internet has become a significant local information source

Among all adults, the internet is either the most popular source or tied with newspapers as the most popular source for five of the 16 local topics in the survey—from restaurants and businesses to housing, schools and jobs.

Among the 79% of Americans who are online, the internet is an even more significant source for local news and information. Looking just at this group, the internet is the first or second most important source for 15 of the 16 local topics examined. The internet ran a distinct third place for local crime news, a category for which internet users are more likely to turn to newspapers and television. However, for most local information topics asked about—from local restaurants to weather to politics to local businesses—internet users have found online-only sources that they rely upon—and this does not include the websites of legacy media.[4]

Among adults under age 40, similarly, the internet rivals or surpasses other platforms on every single topic area except one (breaking local news). It is first or tied for first on 12 topics and a second choice for three others. This poses a major challenge to more traditional news providers, especially newspapers, which have often aspired to be a relatively comprehensive source of information on all of these topics.[5]

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[3] Pew Research Center, "Internet Gains on Television as Public's Main News Source." Available at: http://pewresearch.org/pubs/1844/poll-main-source-national-international-news-internet-television-newspapers
[4] The figures for those relying on the internet for particular topics do not include people who specified that they accessed the websites of local newspapers or television stations. For purposes of this report, these respondents are considered newspaper or television users, respectively. Those who cite the internet as their main source for a particular topic, then, are those who turn to the internet generally, use a search engine, or go to specialty websites for that topic. Social networking sites and mobile phone users were coded separately as well. Only very small percentages of adults said they turn to social networks for local news
[5] Social networking sites and mobile phone users were coded separately as well. Only very small percentages of adults said they turn to social networks for local news.

Figure 11

## The Local Topics for Which the Internet is the Top Source

| **①** Percent of adults who rely on the internet for these topics... | On some topics the internet ties for the lead with... | **②** Next most preferred source for each topic... | **③** Other important source for this topic |
|---|---|---|---|
| **Restaurants** 28% | | Newspaper 17% | Word of mouth 13% |
| **Other local businesses** 28% | | Newspaper 18% | Word of mouth 13% |
| **Schools** 18% | Newspaper 21% | TV news 10% | Word of mouth 10% |
| **Housing** 17% | Newspaper 19% | Word of mouth 4% | TV news 3% |
| **Local jobs** 16% | Newspaper 17% | TV news 3% | Word of mouth 3% |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cell phone interviews.

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Beyond the topics for which it is the top source, the internet is often the second-most important source of information on a variety of other topics. They include community events, weather, and local arts and cultural activities.

Interestingly, even as the web has gained traction, there is one major area where it still lags well behind—breaking news. Here, local television news (which includes local TV websites but is driven almost entirely by broadcasts) still well outpace online sources. Among all adults, 55% say they rely on local TV for breaking news, compared with 16% who say they rely on the internet and 14% who rely on newspapers.

## The internet is a key source for peer-generated information

The two local topics for which the internet already takes the clearest lead, even when including adults with no access to the web, are restaurants and local businesses. With its ability to sort data quickly and assimilate large numbers of consumer reviews, the internet is gaining as a way to give people information that is personal and particular, such as what kind of nearby restaurant might be widely praised and patronized for a certain kind of cuisine. At the same time, the internet has also become a place where locally-oriented content creators can share material directly with specific audience groups that traditional news organizations have not covered comprehensively. (It is worth noting that this survey did not take account of location-

based services that have just recently become available on mobile devices and are starting to be used by early adopters.[6])

In the past, reviews of restaurants and sometimes local businesses were provided by traditional news organizations – especially newspapers. At times, other companies provided guides that critiqued locale fare. Now, information services like Yelp, which offers citizen reviews and restaurant information, or Craigslist.com, which carries local classifieds, are mainstays of this information in many communities. Those services might have been developed by traditional news companies but were not and the audience has gravitated to the new platforms. The newer online services are also helped by the fact that their material is permanently searchable and therefore more comprehensively available to would-be patrons in ways that traditional newspapers and broadcasts are not.

Only small percentages of adults said they relied most on social networking websites like Facebook and Twitter for local information.  Those sites are included in the internet category, but within this category run a distant third behind search engine and special topic sites.

## The five topics for which the internet is the most relied upon source

Below is a detailed look at the local information topics where the internet is a primary source.

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[66] For more on these services, see "28% of American Adults Use Mobile and Social Location-Based Services," available at http://pewinternet.org/Reports/2011/Location.aspx .

**Restaurants, clubs and bars:** Some 55% of adults surveyed said they at least occasionally get information about local restaurants, clubs, or bars. As noted in Part 2 of this report, those who seek such information are disproportionately female, age 18-39, college-educated, urban or suburban, and internet users.

The internet has become the most popular source for this information in significant part because search engines outpace other sources for information about restaurants, clubs, or bars. Some 21% of adults say they rely on search engines for this information; that is particularly true for the young, the upscale, those who have lived in their communities a relatively short amount of time, and those who live in urban and suburban areas. In addition to search, some 9% of adults use websites specially focused on entertainment establishments like restaurants, such as Yelp or Trip Advisor; another 2% say they rely on social networking sites provide them such information. Here too young adults stand out as being more likely than their elders to rely on these internet sources, as are those who live in non-rural areas.

**Other local businesses:** Some 60% of all adults say they get information about local businesses other than restaurants and bars. In Part 2, we noted that the people who get such information are disproportionately those who have college experience, live in relatively well-off household, and are age 40 or older.

Overall, 28% of all adults say they rely on the internet to get this information versus 18% who turn most to newspapers and newspaper websites, 13% who rely on word of mouth referrals, and 5% who look to TV news broadcasts and websites.

And again, it is the search engines which are the biggest draw. Fully 21% of adults say they turn to search engines when seeking this information; and that is particularly true for those under age 40, those with some college education or college degrees, those who are parents, those who live in suburban and urban areas, and those who have relatively recently moved into a community. Some 10% of adults use websites with particular information about local businesses and just 1% social networking sites like Facebook and Twitter provide them such information.

**Local schools and education:** Fully 58% of American adults say they get information about local schools and education. As Part 2 noted, these users tend to be parents of minor children, ages 30-49, and more often female than male.

On this topic, newspapers and the internet share the lead as the source they rely on most. Some 21% of all adults say they rely on their local newspaper and its website for material about schools and education, while 18% say they rely on the internet. Those who turn to the newspaper are more likely to be 40 or older and more likely to be longtime residents of the community. Those who rely on the internet are more likely to be parents of minor children, women, Latinos, and college graduates.

When it comes to getting information about local schools on specific domains on the internet, 10% of adults say they rely on specialty sites and 9% rely on search engines.

**Local jobs:** In this survey, 39% said they seek information about local job openings and they are disproportionately African-American, under age 40, and living in lower income households.

Of those who seek local job information, the internet and newspapers are relied upon in roughly equal measure. Some 17% of adults say they rely most on newspapers for local jobs information, while 16% say they rely most on the internet. However, the profiles of the two groups differ markedly. Those who count on newspapers tend to be 40 or older, have no college education, and are longtime residents of the community. Those who count on the internet are likely to be under age 40, with some college education or a college degree, and to have lived in their community for less than 10 years.

For those who prefer the internet for job searches, specialty websites are particularly popular. One in ten adults (10%) get information about local job openings from specialty sites, while 8% rely on search engines and fewer than 1% say social networking sites are their primary source.

The role of the internet in getting local jobs information becomes more important among younger Americans (those under age 40). Some 24% of all those under age 40 rely most on the internet to get jobs information, compared with 17% who rely on newspapers.

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**Local housing and real estate:** Some 43% of all Americans say they get information about housing and real estate. Those who do are more likely to be relatively upscale in household income and educational levels.

Here, too, newspapers and the internet are statistically tied as the No. 1 source people rely upon. Among all adults, 19% say they rely on newspapers to get information about local housing and real estate and 17% say they rely on the internet. Those who turn to newspapers tend to be over age 40 and are longtime residents of the community. On the other hand, those who rely on the internet are under 40, suburbanites, and relatively newer arrivals in their communities.

For those who use the internet to get information on local housing, there is an even split between relying on search engines (9% of adults use them) and specialty sites (9% use them).

## The websites of local newspapers and TV stations do not rank highly

It is noteworthy that the websites of traditional local news platforms do not register at major levels on most of the subjects probed in the survey. It could be the case that those websites are not the most important source that people rely upon but they still see value in those sites as a supplemental resource or as a starting point for deeper research on a local topic that matters to them. According to online traffic data of news websites, for instance, legacy media—and particularly newspapers—tend to rank quite high relative to other sources.[7] Still, taking people at their word about legacy media online, there are some topics on our list that websites of news organizations *could conceivably* be even more potent than traditional newspapers or TV broadcasts and yet they are not. These include breaking news, weather, crime, and activities related to topics that are highly personalized like restaurants, housing and real estate, community events, and jobs.

In none of our topics did more than 6% of respondents say they depended on the website of a legacy news organization. Some 6% said they relied on a TV station's website for weather information and that was the high mark for any traditional news organization's web operation. In addition 5% said they relied on a TV station website when there was breaking news in their

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[7] In the top roughly 200 news web sites, an analysis of Nielsen Media Research data found 67% were from legacy media and nearly half (48%) newspapers, many of them local papers. Project for Excellence in Journalism, Nielsen Study, March 14, 2010; http://stateofthemedia.org/2010/special-reports-economic-attitudes/nielsen-analysis/

community, and 3% relied on local TV websites for local political news. After that, TV news websites barely registered.

Some 5% said the website of their local newspaper was the platform they most relied upon to get crime news. On that topic the printed newspaper was considerably ahead of other platforms as the most relied-upon resource. Newspaper websites had a small foothold on some other subjects, as well.  Four percent cited the newspaper site as their primary source for local political information, while 3% said it was their primary source for breaking news, local jobs, taxes, arts and cultural news, restaurants, and local taxes.

# Part 6. Mobile, social networks and apps in the local information landscape

Two other factors seem to drive people to the internet when it comes to getting information about local subjects: mobile connections via smartphones or tablet computers and participation in the digital environment by sharing or creating local material themselves.

## Mobile and participatory news consumers

This survey measured mobile local news and information access by asking questions about how people used smartphones and tablets. In all, 47% of adults get at least some local news and information via their smartphones or tablet computers.[8] Thus, while mobile does not top the list of preferred sources for any of the 16 topics asked about, it is clearly a widely used supplemental source. Specifically:

- 36% of all adults said they used a smartphone or tablet computer to check weather reports

- 31% of all adults said they used those mobile devices to find local restaurants or local businesses

- 25% of all adults said they used those mobile devices to get news about their local community

- 20% of all adults said they used those mobile devices to check local sports scores and get updates

- 19% of all adults said they used those mobile devices to get information about local traffic or public transportation

- 16% of all adults said they used those mobile devices to get or use coupons for discounts at local stores

In addition, 13% of adults say they get news alerts about their community sent to their phones by text messages or email. And 11% of adults say they get local news from apps for their smartphones.

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[8] "How mobile devices are changing community information environments." Available at:
http://www.pewinternet.org/Reports/2011/Local-mobile-news.aspx

On the participatory side, 41% of adults can be considered "local news participators." That means they said "yes" to at least one of the following:

- 25% of adults share links to local stories or videos online with others

- 16% of adults have commented on local news stories or blogs they read online

- 16% of adults have posted news or information about their local community on a social networking site like Facebook

- 8% of adults contribute to online discussions or message boards about their community

- 6% of adults have "tagged" or categorized online local news content

- 5% of adults have contributed articles, opinion pieces, photos or videos about their local community online

- 2% of adults have posted news or information about their local community on Twitter

Interestingly, though, online social networks have yet to become a main source for most areas of local information. Only very small percentages named social networks as the places they turn to most for any of the 16 topics areas. For instance, the topics on which social networks ranked highest were local restaurants and community events, with just 2% of adults naming these sites as a key source. For the other 14 types of community news and information, social networks were cited even less often.

If someone is interested in getting local information on a handheld device or participates in circulating local information, she is significantly more likely than others to say she relies on the internet for most of the topics we explored. This is particularly true for participators, who are enthusiastic news consumers with more wide-ranging appetites than other local information consumers.

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Figure 12

# Mobile Connectors and News Participators Are Special Classes of Local News Consumers

*Percent of adults in each group who use the internet to get information about each topic*

| | All adults | Mobile local news consumer | Local news participators |
|---|---|---|---|
| Weather | 32% | **44%** | **51%** |
| Restaurants | 28 | **41** | **46** |
| Other businesses | 28 | **38** | **46** |
| Schools / education | 18 | **26** | **29** |
| Housing | 17 | **24** | **25** |
| Politics | 17 | **25** | **32** |
| Arts / culture events | 17 | **28** | **28** |
| Breaking news | 16 | **24** | **27** |
| Jobs | 16 | **25** | **30** |
| Community events | 12 | **18** | **21** |
| Crime | 12 | **16** | **18** |
| Traffic / transportation | 9 | **13** | **15** |
| Taxes | 9 | **13** | **15** |
| Other gov activities | 6 | **8** | **12** |
| Social services | 6 | **10** | **11** |
| Zoning and development | 4 | **5** | **7** |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cellphone interviews.

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## The unknown direction of apps culture

One major unknown in the future is how powerful mobile device apps will become in delivering content that people want about their communities. At the moment, apps use barely registered on any subject in the survey.

The main indicator of the potential future of apps comes in getting the weather: 5% of adults say they rely most on a mobile app for getting such information. But in every other subject, 1% or less of the adult population cited apps as a key source. However, it is easy to imagine a scenario where apps become highly useful – and highly used – for several of these local topics in the future, including traffic, breaking news, restaurants, neighborhood events and local cultural events (on a topic-driven community calendar), schools and education, and even social services.

# Part 7. The role of other sources of local information

In addition to the three biggest media platforms—newspapers, television and the internet—the local news and information ecosystem involves a complex mix of other sources as well. And for several local topics, citizen-based systems such as word of mouth (which does not include online social networking), print newsletters and bulletins, and the local government itself make appearances as sources that some residents rely upon. At the same time, the survey finds that radio emerges as a local news and information source of fairly limited recognition.

## Word of mouth

"Word of mouth" through friends, family, neighbors and colleagues is a substantial source of community news and information. Overall, 55% of adults reported getting local news and information from this source at least weekly.  And for 14 of the 16 local topics asked about, the survey found that word of mouth was the fourth most cited source or higher—usually ahead of radio.

For information about community events, such as parades or block parties, word of mouth was tied with the internet as the second most relied upon source. Just over half of all U.S. adults (57%) say they get information about community or neighborhood events.  These adults most commonly cite local newspapers as their main source for information about this topic; one-quarter of all U.S. adults (25%) say local papers are the source they rely on most for this information.  Yet another 13% say they hear about community events most often through word of mouth.  Overall, word of mouth is cited as often as the internet (12%) as a key information source for community events, and is a particularly important source of information about community events for adults under age 40.

Among young adults, both word of mouth (17%) and the internet (19%) top local newspapers (13%) as a primary source of information about community events.  Among adults age 40 and older, just 11% cite word of mouth and 9% cite the internet as their main source, while 32% say they rely on their local newspaper for this information.

Figure 13

## Word of Mouth Ranks High as a Source of Information for Several Local Topics

| Percent of adults who rely most on word of mouth for these topics… | | Rank among all sources | Ranks below… |
|---|---|---|---|
| **Community events** | 13% | 2nd | Newspaper (25%), tied with internet (12%) |
| **Restaurants** | 13 | 3rd | Internet (28%), newspaper (17%) |
| **Other local businesses** | 13 | 3rd | Internet (28%), newspaper (18%) |
| **Schools and education** | 10 | 3rd | Newspaper (21%), internet (18%), ties with TV news (10%) |
| **Local political information** | 7 | 4th | TV news (28%), newspaper (26%), internet (17%) |

Source: Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. N=2,251 adults age 18 and older. Conducted in English and Spanish and included 750 cellphone interviews.

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Restaurants and local businesses are among the most followed local topics, with 55% and 60% of adults, respectively, reporting they get information about these topics. For information about both local restaurants and other local businesses, word of mouth is the third most popular source, in each case cited by 13% of adults as the source they rely on most. For each of these topics, word of mouth follows the internet and the local newspaper as the top two key sources, in order.

An equally high number of adults (58%) get information about their local schools, and for them, the local newspaper (21%) and the internet (18%) are the most commonly cited sources. Yet, one in ten adults cite word of mouth as the source they rely on most for this information, the same percent who cite local television news as their main source.

Word of mouth is also the fourth most-cited source for local politics, campaigns and elections, a topic about which two-thirds of adults (67%) report getting information. For 7% of adults, word of mouth is the source they rely on most for this information. This is driven mainly by adults age 40 and older, among whom 9% say this is their main source. Just 4% of younger adults say word of mouth is their top source for local political information, preferring the internet as a main source instead.

## Radio

Radio is a key information source for the most time-sensitive local news and information topics. Just under half of adults (47%) report getting information about local traffic and transportation. Along with local television news, radio tops the list of sources for this information, reflecting the widespread use of radio by those commuting to and from work. While 19% of adults say that local television is their main source for traffic and transportation news and information, 15% cite the radio as their main source.

Roughly one in ten adults (9%) cite the radio as a key source for breaking news and weather. This makes radio the fourth most popular source for breaking news (behind, in order, television, newspaper and the internet) and it follows only television and the internet as a primary source for weather information. In addition, 5% of adults cite radio as a main source for both local political and arts and cultural information, while 4% rely on radio for crime updates.

Yet on a range of other topics, only 3% or fewer adults rely on radio as a source. Those low-registering topics are: local businesses (3%), community events (2%), taxes (2%), schools (2%), government activities (2%), social services (2%), restaurants (1%), housing and real estate (1%), zoning (1%), and local jobs (1%).

## Print bulletins, newsletters and listservs

For the most part, print bulletins, newsletters and listservs are infrequently cited as a key source of local news. However, 7% of adults cite print bulletins and newsletters as their main source of information about both community events and local schools.

For community events, just as many adults rely on bulletins and newsletters as rely on local television news as their main source of information. Adults age 40 and older are slightly more reliant on print newsletters and bulletins for community event information than are younger adults, the latter preferring to learn about community events through the internet and word of mouth.

While local newspapers and the internet are far and away the most popular sources for information about local schools, cited by 21% and 18% of adults respectively, print bulletins and newsletters (preferred by 7% of adults) rival television (preferred by 10%) and word of mouth (also preferred by 10%).

## The local government as information source

In contrast to citizen produced information such as newsletters, or commercially produced online information (not to mention professionally produced journalism), the efforts by local government to communicate directly to citizens barely registers as a key source of information for the majority of local topics included in the survey.  Just 3% of adults say they rely on their local government (including both local government websites or visiting offices directly) as the main source of information for both taxes and for local social services, and even fewer cite their local government as a key source for other topics such as community events, zoning and development, and even local government activity.

Interestingly, in the case of local social services, non-internet users and older adults—populations generally more in need of such services—are more likely to rely on word of mouth as their key source of information about social services than to go directly to their local government.  For both of these groups, local newspapers and television news are the top sources, but word of mouth is the third most cited source.

# Methodology

This report is based on the findings of a survey on Americans' use of the Internet. The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from January 12 to 25, 2011, among a sample of 2,251 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (1,501) and cell phone (750, including 332 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based Internet users (n=1,762), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were selected with probabilities in proportion to their share of listed telephone households from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least five days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage weight is the product of two adjustments made to the data – a Probability of Selection Adjustment (PSA) and a Phone Use Adjustment (PUA). The PSA corrects for the fact that respondents in the landline sample have different probabilities of being sampled depending on how many adults live in the household. The PUA corrects for the overlapping landline and cellular sample frames.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced by form to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The White, non-Hispanic subgroup is also balanced on age, education and region. The basic weighting parameters came from a special analysis of the Census Bureau's 2010 Annual Social and Economic Supplement (ASEC) that included all households in the continental United States. The population density parameter was derived from Census 2000 data. The cell phone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey.[9]

Following is the full disposition of all sampled telephone numbers:

Table 2:Sample Disposition

| Landline | Cell | |
|---|---|---|
| 29,846 | 13,498 | Total Numbers Dialed |
| | | |
| 1,365 | 270 | Non-residential |
| 1,425 | 28 | Computer/Fax |
| 2 | ---- | Cell phone |
| 13,829 | 4,988 | Other not working |
| 1,664 | 152 | Additional projected not working |
| 11,561 | 8,060 | Working numbers |
| 38.7% | 59.7% | Working Rate |
| | | |
| 555 | 51 | No Answer / Busy |
| 2,815 | 1,943 | Voice Mail |
| 60 | 11 | Other Non-Contact |
| 8,131 | 6,055 | Contacted numbers |
| 70.3% | 75.1% | Contact Rate |

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[9] Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2010. National Center for Health Statistics. December 2010.

| | | |
|---|---|---|
| 514 | 780 | Callback |
| 6,018 | 3,995 | Refusal |
| 1,599 | 1,280 | Cooperating numbers |
| 19.7% | 21.1% | Cooperation Rate |
| | | |
| 53 | 36 | Language Barrier |
| ---- | 478 | Child's cell phone |
| 1,546 | 766 | Eligible numbers |
| 96.7% | 59.8% | Eligibility Rate |
| | | |
| 45 | 16 | Break-off |
| 1,501 | 750 | Completes |
| 97.1% | 97.9% | Completion Rate |
| | | |
| 13.4% | 15.5% | Response Rate |

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 13.4 percent. The response rate for the cellular sample was 15.5 percent.

# Survey Questions

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**Local News Survey 2011**

Data for January 12-25, 2011

Princeton Survey Research Associates International
for the Pew Research Center's Internet & American Life Project, the Project for Excellence in
Journalism, and the John S. and James L. Knight Foundation

Sample: n= 2,251 national adults, age 18 and older, including 750 cell phone interviews
Interviewing dates: 01.12-25.2011

Margin of error is plus or minus 2 percentage points for results based on Total [n=2,251]
Margin of error is plus or minus 3 percentage points for results based on internet users [n=1,762]
Margin of error is plus or minus 3 percentage points for results based on cell phone users [n=1,964]
Margin of error is plus or minus 3 percentage points for results based on Form A [n=1,087]
Margin of error is plus or minus 3 percentage points for results based on Form B [n=1,164]

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**Q1**    Overall, how would you rate YOUR COMMUNITY as a place to live? Would you say it is... (READ 1-4)[10]

| CURRENT | | DEC 2010[ii] | KNIGHT 2002[iii] | KNIGHT 1999[iv] |
|---|---|---|---|---|
| % | | | | |
| 38 | Excellent | 38 | 37 | 36 |
| 43 | Good | 45 | 47 | 46 |
| 14 | Only fair | 13 | 13 | 15 |
| 4 | Poor | 4 | 3 | 3 |
| * | (DO NOT READ) Don't know[11] | 1 | * | * |
| 1 | (DO NOT READ) Refused | * | -- | -- |

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[10] Knight trend question wording was: "Overall, how would you rate your (city/suburb/town/area) as a place to live? Would you say it is... excellent, good, only fair or poor?"

[11] For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. Beginning November 2008, DK and REF are reported separately where available.

**Q2** How much impact do you think people like you can have in making your community a better place to live — a big impact, a moderate impact, a small impact, or no impact at all?

| | CURRENT | | DECEMBER 2010 | AUGUST 2008 [v] | KNIGHT 2002 | KNIGHT 1999 |
|---|---|---|---|---|---|---|
| % | 31 | Big | 30 | 29 | 33 | 28 |
| | 41 | Moderate | 34 | 39 | 40 | 46 |
| | 18 | Small | 22 | 19 | 19 | 18 |
| | 7 | No impact at all | 10 | 10 | 5 | 7 |
| | 2 | Don't know | 2 | 3 | 3 | 2 |
| | 1 | Refused | 1 | -- | -- | -- |

**Q3** In general... How much do you enjoy keeping up with the news – a lot, some, not much, or not at all?

| | CURRENT | |
|---|---|---|
| % | 55 | A lot |
| | 30 | Some |
| | 10 | Not much |
| | 4 | Not at all |
| | * | Don't know |
| | 1 | Refused |

**[Questions 4 thru 6 were asked in order but responses 1-2 for each question were rotated in the same order within each interview.]** [12]

**Q4** Which of the following two statements best describes you... (READ 1-2)

| | CURRENT | | PEW SEPT 2009 [vi] | PEW APRIL 2008 [vii] | PEW APRIL 2006 [viii] | PEW APRIL 2004 [ix] | PEW APRIL 2002 [x] |
|---|---|---|---|---|---|---|---|
| % | 40 | I follow INTERNATIONAL news closely ONLY when something important is happening. | 34 | 56 | 58 | 47 | 61 |
| | 56 | I follow INTERNATIONAL news closely most of the time, whether or not something important is happening. | 62 | 39 | 39 | 52 | 37 |
| | 2 | (DO NOT READ) Don't know | 2 | 5 | 3 | 1 | 2 |
| | 3 | (DO NOT READ) Refused | 2 | -- | -- | -- | -- |

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[12] In April 2002 and earlier in the Pew Research Center for the People & the Press trends for Questions 4 through 6, the series included the words "...something important *or interesting* is happening."

**Q5** I'd like to ask the same question, but about NATIONAL news... Which best describes you... (READ 1-2)

|   | CURRENT |   | PEW APRIL 2008 | PEW APRIL 2006 | PEW APRIL 2004 | PEW APRIL 2002 |
|---|---|---|---|---|---|---|
| % | 29 | I follow NATIONAL news closely ONLY when something important is happening. | 41 | 43 | 43 | 45 |
|   | 68 | I follow NATIONAL news closely most of the time, whether or not something important is happening. | 55 | 55 | 55 | 53 |
|   | 1 | (DO NOT READ) Don't know | 4 | 2 | 2 | 2 |
|   | 2 | (DO NOT READ) Refused | -- | -- | -- | -- |

**Q6** And just once more about LOCAL news... Which best describes you... (READ 1-2)

|   | CURRENT |   | PEW APRIL 2008 | PEW APRIL 2006 | PEW APRIL 2004 | PEW APRIL 2002 |
|---|---|---|---|---|---|---|
| % | 25 | I follow LOCAL news closely ONLY when something important is happening. | 40 | 41 | 43 | 41 |
|   | 72 | I follow LOCAL news closely most of the time, whether or not something important is happening. | 57 | 57 | 55 | 56 |
|   | 1 | (DO NOT READ) Don't know | 3 | 2 | 2 | 3 |
|   | 2 | (DO NOT READ) Refused | -- | -- | -- | -- |

**Q7** Thinking about all of the different LOCAL news and information sources you use, both online and offline... Do you currently have a favorite local news or information source, or do you not have a favorite?

|   | CURRENT |   |
|---|---|---|
| % | 55 | Have favorite |
|   | 45 | Do not have favorite |
|   | * | (DO NOT READ) Don't know |
|   | * | (DO NOT READ) Refused |

**Q8** What is your favorite source for local news or information? [OPEN-END; RECORD FIRST RESPONSE ONLY]

Based on those who have a favorite local news source [N=1,313]

|   | CURRENT |   |
|---|---|---|
| % | 96 | Gave answer |
|   | 4 | Refused |

**Q8a** Thinking about ALL of the local news and information sources you use... How well do these sources give you the information you need? Would you say they cover... (READ 1-4)?

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 31 | ALL of the information that matters to you |
| | 58 | SOME of the information that matters to you |
| | 6 | NOT MUCH of the information that matters to you |
| | 3 | NONE of the information that matters |
| | 1 | (DO NOT READ) Don't know |
| | 1 | (DO NOT READ) Refused |

**Q9** Overall, compared to five years ago, do you think it is... [INSERT AND ROTATE: (EASIER today) or (HARDER today)] to keep up with information and news about your local community, or is there no real difference compared to five years ago?

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 55 | EASIER today |
| | 12 | HARDER today |
| | 30 | (DO NOT READ) No real difference |
| | 2 | (DO NOT READ) Don't know |
| | 1 | (DO NOT READ) Refused |

**Q10** Thinking now just about your local newspaper... If your local newspaper no longer existed, would that have a MAJOR impact, a MINOR impact, or NO impact on your ability to keep up with information and news about your local community?

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 28 | Would have MAJOR impact |
| | 30 | Would have MINOR impact |
| | 39 | Would have NO impact |
| | 1 | (DO NOT READ) No local newspaper |
| | 1 | (DO NOT READ) Don't know |
| | 1 | (DO NOT READ) Refused |

**Q11**   If the only way to get full access to your local newspaper ONLINE on your computer, cell phone or other device was to pay a [FORM A: $10 / FORM B: $5] monthly subscription fee, would you pay it or not?

|   | CURRENT | |
|---|---|---|
| % | 20 | Yes, would pay monthly subscription fee |
|   | 76 | No, would not |
|   | * | Already pay fee for local online newspaper (VOL.) |
|   | * | Already get print version and online access is included in cost (VOL.) |
|   | * | Local newspaper not available online (VOL.) |
|   | * | No local newspaper (VOL.) |
|   | 2 | Don't know |
|   | 1 | Refused |

**Q11b**   How much do you pay for online access to your local newspaper? [OPEN-END; RECORD DOLLAR AMOUNT AND WHETHER FEE IS PAID WEEKLY, MONTHLY, ANNUALLY]

Based on those who already pay a fee for a local online newspaper [N=5]

|   | CURRENT | |
|---|---|---|
| % | 100 | Gave answer |
|   | 0 | Refused |

**INTUSE** On a different topic... Do you use the internet, at least occasionally?

**EMLOCC** Do you send or receive email, at least occasionally?[13]

|   | USES INTERNET | DOES NOT USE INTERNET |
|---|---|---|
| Current | 79 | 21 |
| December 2010 | 77 | 23 |
| November 2010[xi] | 74 | 26 |
| September 2010[xii] | 74 | 26 |
| May 2010[xiii] | 79 | 21 |
| January 2010[xiv] | 75 | 25 |
| December 2009[xv] | 74 | 26 |
| September 2009[xvi] | 77 | 23 |
| April 2009[xvii] | 79 | 21 |
| December 2008[xviii] | 74 | 26 |
| November 2008[xix] | 74 | 26 |

**INTUSE/EMLOCC continued...**

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[13] Prior to January 2005, question wording was "Do you ever go online to access the Internet or World Wide Web or to send and receive email?"

**INTUSE/EMLOCC continued...**

| | USES INTERNET | DOES NOT USE INTERNET |
|---|---|---|
| August 2008 | 75 | 25 |
| July 2008[xx] | 77 | 23 |
| May 2008[xxi] | 73 | 27 |
| April 2008[xxii] | 73 | 27 |
| January 2008[xxiii] | 70 | 30 |
| December 2007[xxiv] | 75 | 25 |
| September 2007[xxv] | 73 | 27 |
| February 2007[xxvi] | 71 | 29 |
| December 2006[xxvii] | 70 | 30 |
| November 2006[xxviii] | 68 | 32 |
| August 2006[xxix] | 70 | 30 |
| April 2006[xxx] | 73 | 27 |
| February 2006[xxxi] | 73 | 27 |
| December 2005[xxxii] | 66 | 34 |
| September 2005[xxxiii] | 72 | 28 |
| June 2005[xxxiv] | 68 | 32 |
| February 2005[xxxv] | 67 | 33 |
| January 2005[xxxvi] | 66 | 34 |
| Nov 23-30, 2004[xxxvii] | 59 | 41 |
| November 2004[xxxviii] | 61 | 39 |
| June 2004[xxxix] | 63 | 37 |
| February 2004[xl] | 63 | 37 |
| November 2003[xli] | 64 | 36 |
| August 2003[xlii] | 63 | 37 |
| June 2003[xliii] | 62 | 38 |
| May 2003[xliv] | 63 | 37 |
| March 3-11, 2003[xlv] | 62 | 38 |
| February 2003[xlvi] | 64 | 36 |
| December 2002[xlvii] | 57 | 43 |
| November 2002[xlviii] | 61 | 39 |
| October 2002[xlix] | 59 | 41 |
| September 2002[l] | 61 | 39 |
| July 2002[li] | 59 | 41 |
| March/May 2002[lii] | 58 | 42 |
| January 2002[liii] | 61 | 39 |
| December 2001[liv] | 58 | 42 |
| November 2001[lv] | 58 | 42 |
| October 2001[lvi] | 56 | 44 |
| September 2001[lvii] | 55 | 45 |
| August 2001[lviii] | 59 | 41 |
| February 2001[lix] | 53 | 47 |

**INTUSE/EMLOCC continued...**

**INTUSE/EMLOCC continued...**

| | USES INTERNET | DOES NOT USE INTERNET |
|---|---|---|
| December 2000[lx] | 59 | 41 |
| November 2000[lxi] | 53 | 47 |
| October 2000[lxii] | 52 | 48 |
| September 2000[lxiii] | 50 | 50 |
| August 2000[lxiv] | 49 | 51 |
| June 2000[lxv] | 47 | 53 |
| May 2000[lxvi] | 48 | 52 |

**HOME3NW**   Do you ever use the internet or email from HOME?[14]

Based on all internet users [N=1,762]

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current | 89 | 11 | * | 0 |
| December 2010 | 95 | 4 | * | * |
| November 2010 | 95 | 4 | * | * |
| September 2010 | 95 | 5 | * | * |
| May 2010 | 94 | 6 | * | * |
| January 2010 | 94 | 6 | * | * |
| December 2009 | 93 | 6 | * | * |
| September 2009 | 92 | 6 | * | * |
| April 2009 | 91 | 8 | * | * |
| December 2008 | 92 | 6 | * | * |
| November 2008 | 93 | 7 | * | * |
| August 2008 | 93 | 7 | * | -- |
| July 2008 | 93 | 7 | * | -- |
| May 2008 | 95 | 6 | * | -- |
| December 2007 | 94 | 7 | * | -- |
| September 2007 | 93 | 6 | * | -- |
| February 2007 | 95 | 5 | * | -- |
| November 2006 | 93 | 7 | * | -- |
| February 2006 | 94 | 6 | * | -- |
| June 2005 | 90 | 10 | * | -- |
| July 2004 | 94 | 7 | * | -- |
| March 2004 | 92 | 8 | * | -- |

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[14] Trend wording was as follows: "About how often do you use the internet or email from... HOME – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

**WORK3NW**     Do you ever use the internet or email from WORK?[15]

Based on all internet users [N=1,762]

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current | 53 | 47 | * | * |
| December 2010 | 53 | 45 | * | * |
| November 2010 | 51 | 48 | 1 | 1 |
| September 2010 | 52 | 48 | * | 1 |
| May 2010 | 57 | 43 | * | * |
| January 2010 | 50 | 48 | * | * |
| December 2009 | 49 | 49 | * | * |
| September 2009 | 54 | 46 | * | * |
| April 2009 | 57 | 41 | * | 1 |
| December 2008 | 58 | 40 | * | * |
| November 2008 | 56 | 44 | * | * |
| August 2008 | 58 | 42 | 1 | -- |
| July 2008 | 50 | 48 | 2 | -- |
| May 2008 | 62 | 37 | 1 | -- |
| December 2007 | 59 | 40 | 1 | -- |
| September 2007 | 58 | 42 | * | -- |
| February 2007 | 62 | 38 | 1 | -- |
| November 2006 | 56 | 43 | 1 | -- |
| February 2006 | 60 | 40 | 1 | -- |
| June 2005 | 61 | 39 | * | -- |
| July 2004 | 55 | 44 | * | -- |
| March 2004 | 55 | 44 | * | -- |

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[15] Trend wording was as follows: "About how often do you use the internet or email from... WORK – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

**Q12**   Do you ever... [ROTATE ITEMS]?[16]

Based on all internet users [N=1,762]

| | TOTAL HAVE EVER DONE THIS | ---------- DID YESTERDAY | HAVE NOT DONE THIS | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|
| Use a social networking site like MySpace, Facebook or LinkedIn.com[17] | | | | | |
| Current | 61 | n/a | 39 | 0 | 0 |
| December 2010 | 62 | n/a | 38 | * | 0 |
| November 2010 | 61 | 37 | 39 | * | * |
| September 2010 | 62 | 39 | 38 | * | 0 |
| May 2010 | 61 | 38 | 39 | 0 | 0 |
| January 2010 | 57 | 32 | 43 | * | 0 |
| December 2009 | 56 | 33 | 44 | 0 | * |
| September 2009 | 47 | 27 | 52 | * | * |
| April 2009 | 46 | 27 | 54 | * | * |
| December 2008 | 35 | 19 | 65 | * | -- |
| November 2008 | 37 | 19 | 63 | 0 | 0 |
| July 2008 | 34 | n/a | 66 | * | -- |
| May 2008 | 29 | 13 | 70 | * | -- |
| August 2006 | 16 | 9 | 84 | * | -- |
| September 2005 | 11 | 3 | 88 | 1 | -- |
| February 2005 | 8 | 2 | 91 | 1 | -- |
| Use Twitter | | | | | |
| Current | 10 | n/a | 90 | * | * |
| December 2010 | 12 | n/a | 88 | * | 0 |
| November 2010 | 8 | 2 | 92 | 0 | * |
| Use a service or function such as Foursquare or Google Latitude to share your location with friends or to find others who are near you[18] | | | | | |
| Current | 17 | n/a | 83 | 1 | 0 |
| September 2010 | 4 | 1 | 96 | * | 0 |
| May 2010 | 5 | 2 | 95 | * | 0 |

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[16] Prior to January 2005, question wording was "Please tell me if you ever do any of the following when you go online.  Do you ever…?" Question wording for later surveys was "Next... Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...?" Unless otherwise noted, trends are based on all internet users for that survey.

[17] In December 2008, item wording was "Use a social networking site like MySpace or Facebook." In August 2006, item wording was "Use an online social networking site like MySpace, Facebook or Friendster".  Prior to August 2006, item wording was "Use online social or professional networking sites like Friendster or LinkedIn"

[18] Through September 2010, item wording was "Use a service such as Foursquare or Gowalla that allows you to share your location with friends and to find others who are near you"

**Q13** Next I'm going to read you some different sources where you might or might not get information about your local community.  Please tell me how often, if ever, you use each source. (First,/Next,) how about... [INSERT IN ORDER]? [READ FOR FIRST ITEM THEN AS NECESSARY: Do you get local information from this source every day, several times a week, several times a month, less often, or never?]

| | EVERY DAY | SEVERAL TIMES A WEEK | SEVERAL TIMES A MONTH | LESS OFTEN | NEVER | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|---|---|
| a.  The PRINT version of a local newspaper | 22 | 18 | 16 | 17 | 27 | * | * |
| *Item B: Based on all internet users [N=1,762]* | | | | | | | |
| b.  The website of a local newspaper | 11 | 14 | 14 | 23 | 38 | * | * |
| c.  A local television news broadcast | 49 | 22 | 8 | 10 | 11 | * | * |
| *Item D: Based on all internet users [N=1,762]* | | | | | | | |
| d.  The website of a local television news station | 10 | 13 | 16 | 23 | 37 | 1 | * |
| e.  A local radio broadcast | 33 | 16 | 8 | 13 | 29 | * | 1 |
| *Item F: Based on all internet users [N=1,762]* | | | | | | | |
| f.  The website of a local radio station | 5 | 6 | 8 | 17 | 64 | * | * |
| *Item G: Based on all internet users [N=1,762]* | | | | | | | |
| g.  Some other website that is dedicated to your local community | 5 | 8 | 11 | 18 | 57 | 1 | * |
| *Item H: Based on all internet users [N=1,762]* | | | | | | | |
| h.  A blog about your local community | 2 | 3 | 4 | 11 | 80 | 1 | * |
| *Item I: Based on SNS users [N=1,007]* | | | | | | | |
| i.  A person or organization you follow on a social networking site | 10 | 13 | 13 | 14 | 51 | * | * |
| *Item J: Based on Twitter users [N=153]* | | | | | | | |
| j.  A person or organization you follow on Twitter | 13 | 21 | 9 | 16 | 40 | 0 | 0 |
| *Item K: Based on all internet users [N=1,762]* | | | | | | | |
| k.  An e-mail newsletter or listserv about your local community | 3 | 6 | 12 | 14 | 64 | * | * |
| l.  A print newsletter about your local community | 3 | 6 | 15 | 20 | 55 | 1 | * |
| m.  Word of mouth from friends, family, co-workers and neighbors | 24 | 31 | 21 | 14 | 9 | * | * |
| *Item N: Based on all internet users [N=1,762]* | | | | | | | |
| n.  An internet search using a search engine such as Google or Bing | 28 | 25 | 17 | 12 | 18 | * | * |

**Q14** In addition to the sources you use for local information, we're interested in what kinds of local TOPICS you get information about.  As I read the following list of topics, please tell me if you, personally, ever get information about each topic. (First,/Next,) do you ever get information about... [INSERT ITEM; ALWAYS ASK ITEMS a/b FIRST N ORDER THEN RANDOMIZE REMAINING ITEMS]?

[IF YES, FOLLOW UP WITH Q15 BEFORE MOVING TO NEXT ITEM IN Q14]

Based on Form A respondents [N=1,087]

|  |  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|
| a. | Local restaurants, clubs or bars | 55 | 45 | * | 0 |
| b. | Other local businesses | 60 | 40 | * | 0 |
| c. | Local traffic or transportation | 47 | 53 | * | * |
| d. | Community or neighborhood events, such as parades or block parties | 57 | 43 | 0 | 0 |
| e. | Local crime | 66 | 33 | * | 0 |
| f. | Local taxes and tax issues | 47 | 53 | * | * |
| g. | Local housing and real estate | 43 | 56 | * | * |
| h. | Local schools and education | 58 | 42 | * | 0 |

**Q15** What sources do you rely on MOST for information about this topic? [PRECODED OPEN-END; RECORD ALL RESPONSES IN ORDER. IF ONLY ONE RESPONSE IS GIVEN, PROBE:  Do you rely on any other sources for this information?]

[If R says "internet" ask:  Where on the internet do you get this information?  Do you use a search engine or go to a particular website or both?  IF GO TO WEBSITE: What website do you go to? CODE ACCORDING TO TYPE OF WEBSITE ON LIST]

[If R says "newspaper" and is an internet user, ask: Is that the print version of a local newspaper or an online version?  If both, record 1 and 2 as first and second responses]

[If R says "television" and is an internet user, ask: Is that a local news television broadcast or the website of a local television news station? If both, record 3 and 4 as first and second responses]

[If R says "cell phone/mobile phone" ask:  Do you use an app, or receive alerts on your phone, or do you use your phone to search the internet? CODE ALL RESPONSES]

Based on Form A respondents who get information about this topic [N=592]

a.      Local restaurants, clubs or bars

| | CURRENT | |
|---|---|---|
| % | 38 | Internet search engine/Search portal |
| | 26 | Local PRINT newspaper |
| | 23 | Word of mouth/Friends and family |
| | 17 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 7 | Local TV news broadcast |
| | 5 | Local newspaper website |
| | 3 | Print news bulletin/Newsletter |
| | 3 | Radio (AM/FM or Satellite) |
| | 3 | Social networking site (such as Facebook or MySpace) or Twitter |
| | 1 | Mobile phone "app" |
| | 1 | Mobile phone email or text alert |
| | * | Call local government office |
| | * | Local government website |
| | * | Local TV station website |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | 12 | Other (SPECIFY) |
| | 2 | Don't know |
| | 1 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=667]

b.      Other local businesses

<u>CURRENT</u>

%   36      Internet search engine/Search portal

29      Local PRINT newspaper

22      Word of mouth/Friends and family

16      Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com)

7      Local TV news broadcast

5      Radio (AM/FM or Satellite)

4      Print news bulletin/Newsletter

2      Local newspaper website

1      Local TV station website

1      Mobile phone "app"

1      Social networking site (such as Facebook or MySpace) or Twitter

*      Call local government office

*      Mobile phone email or text alert

*      Mobile phone: Non-specific (includes search internet on phone)

0      Local government website

11      Other (SPECIFY)

2      Don't know

1      Refused

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=522]

c.      Local traffic or transportation

CURRENT

| % | | |
|---|---|---|
| | 39 | Local TV news broadcast |
| | 32 | Radio (AM/FM or Satellite) |
| | 16 | Local PRINT newspaper |
| | 10 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 9 | Internet search engine/Search portal |
| | 5 | Word of mouth/Friends and family |
| | 3 | Local TV station website |
| | 2 | Local government website |
| | 2 | Local newspaper website |
| | 1 | Mobile phone "app" |
| | 1 | Print news bulletin/Newsletter |
| | * | Mobile phone email or text alert |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | * | Social networking site (such as Facebook or MySpace) or Twitter |
| | 0 | Call local government office |
| | 4 | Other (SPECIFY) |
| | 1 | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=624]

d.  Community or neighborhood events, such as parades or block parties

CURRENT

%
| | |
|---|---|
| 41 | Local PRINT newspaper |
| 23 | Word of mouth/Friends and family |
| 12 | Internet search engine/Search portal |
| 12 | Local TV news broadcast |
| 12 | Print news bulletin/Newsletter |
| 9 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| 4 | Local newspaper website |
| 4 | Radio (AM/FM or Satellite) |
| 3 | Social networking site (such as Facebook or MySpace) or Twitter |
| 2 | Local government website |
| 1 | Local TV station website |
| 1 | Mobile phone email or text alert |
| * | Call local government office |
| 0 | Mobile phone "app" |
| 0 | Mobile phone: Non-specific (includes search internet on phone) |
| 12 | Other (SPECIFY) |
| 1 | Don't know |
| * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=748]

e.     Local crime

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 50 | Local PRINT newspaper |
| | 42 | Local TV news broadcast |
| | 12 | Word of mouth/Friends and family |
| | 10 | Internet search engine/Search portal |
| | 9 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 7 | Local newspaper website |
| | 7 | Radio (AM/FM or Satellite) |
| | 3 | Local TV station website |
| | 2 | Local government website |
| | 1 | Print news bulletin/Newsletter |
| | * | Call local government office |
| | * | Mobile phone "app" |
| | * | Mobile phone email or text alert |
| | * | Social networking site (such as Facebook or MySpace) or Twitter |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 3 | Other (SPECIFY) |
| | * | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=541]

f.  Local taxes and tax issues

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 44 | Local PRINT newspaper |
| | 18 | Local TV news broadcast |
| | 13 | Internet search engine/Search portal |
| | 9 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 9 | Word of mouth/Friends and family |
| | 8 | Print news bulletin/Newsletter |
| | 6 | Local newspaper website |
| | 5 | Radio (AM/FM or Satellite) |
| | 4 | Local government website |
| | 3 | Call local government office |
| | 1 | Local TV station website |
| | 0 | Mobile phone "app" |
| | 0 | Mobile phone email or text alert |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 0 | Social networking site (such as Facebook or MySpace) or Twitter |
| | 11 | Other (SPECIFY) |
| | 2 | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=485]

g.        Local housing and real estate

CURRENT

| % | | |
|---|---|---|
| | 42 | Local PRINT newspaper |
| | 22 | Internet search engine/Search portal |
| | 21 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 10 | Word of mouth/Friends and family |
| | 7 | Local TV news broadcast |
| | 7 | Print news bulletin/Newsletter |
| | 5 | Local newspaper website |
| | 1 | Local government website |
| | 1 | Local TV station website |
| | 1 | Radio (AM/FM or Satellite) |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Mobile phone "app" |
| | * | Mobile phone email or text alert |
| | 0 | Call local government office |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 14 | Other (SPECIFY) |
| | * | Don't know |
| | 0 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 continued...**

Based on Form A respondents who get information about this topic [N=632]

h.       Local schools and education

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 35 | Local PRINT newspaper |
| | 18 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 17 | Local TV news broadcast |
| | 17 | Word of mouth/Friends and family |
| | 15 | Internet search engine/Search portal |
| | 12 | Print news bulletin/Newsletter |
| | 4 | Radio (AM/FM or Satellite) |
| | 2 | Local government website |
| | 2 | Local newspaper website |
| | 1 | Call local government office |
| | 1 | Local TV station website |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Mobile phone email or text alert |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | 0 | Mobile phone "app" |
| | 9 | Other (SPECIFY) |
| | 1 | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q15 Summary Table**

| | RESTAU-RANTS | OTHER BUSI-NESSES | TRAFFIC / TRANSPOR-TATION | COMMUNITY EVENTS | CRIME | TAXES | HOUSING | SCHOOLS / EDUC. |
|---|---|---|---|---|---|---|---|---|
| | | | | QUESTION 14 TOPICS | | | | |
| Local PRINT newspaper | 26 | 29 | 16 | 41 | 50 | 44 | 42 | 35 |
| Local newspaper website | 5 | 2 | 2 | 4 | 7 | 6 | 5 | 2 |
| Local TV news broadcast | 7 | 7 | 39 | 12 | 42 | 18 | 7 | 17 |
| Local TV station website | * | 1 | 3 | 1 | 3 | 1 | 1 | 1 |
| Radio (AM/FM or Satellite) | 3 | 5 | 32 | 4 | 7 | 5 | 1 | 4 |
| Local government website | * | 0 | 2 | 2 | 2 | 4 | 1 | 2 |
| Other website (NOT a print or TV news organization site or government site, includes national sites that offer local information, such as weather.com, craigslist, or patch.com) | 17 | 16 | 10 | 9 | 9 | 9 | 21 | 18 |
| Internet search engine/Search portal | 38 | 36 | 9 | 12 | 10 | 13 | 22 | 15 |
| Social networking site (such as Facebook or MySpace) or Twitter | 3 | 1 | * | 3 | * | 0 | 1 | 1 |
| Mobile phone "app" | 1 | 1 | 1 | 0 | * | 0 | * | 0 |
| Mobile phone email or text alert | 1 | * | * | 1 | * | 0 | * | * |
| Mobile phone: Non-specific (includes search internet on phone) | * | * | * | 0 | 0 | 0 | 0 | * |
| Call local government office | * | * | 0 | * | * | 3 | 0 | 1 |
| Word of mouth/Friends and family | 23 | 22 | 5 | 23 | 12 | 9 | 10 | 17 |
| Print news bulletin/Newsletter | 3 | 4 | 1 | 12 | 1 | 8 | 7 | 12 |
| Other (SPECIFY) | 12 | 11 | 4 | 12 | 3 | 11 | 14 | 9 |
| Don't know | 2 | 2 | 1 | 1 | * | 2 | * | 1 |
| Refused | 1 | 1 | * | * | * | * | 0 | * |
| N= | [592] | [667] | [522] | [624] | [748] | [541] | [485] | [632] |

Note: Total for each topic may exceed 100% due to multiple responses.

Q16    In addition to the sources you use for local information, we're interested in what kinds of local TOPICS you might get information about.  As I read the following list of topics, please tell me if you, personally, ever get information about each topic. (First,/Next,) do you ever get information about... [INSERT ITEM; ALWAYS ASK ITEMS a/b FIRST IN ORDER, THEN RANDOMIZE REMAINING ITEMS]?

[IF YES, FOLLOW UP WITH Q17 BEFORE MOVING TO NEXT ITEM IN Q16]

Based on Form B respondents [N=1,164]

|  |  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|
| a. | Local politics, campaigns and elections | 67 | 32 | * | * |
| b. | Other local government activity, such as council meetings, hearings or local trials | 42 | 58 | * | 1 |
| c. | Local weather | 89 | 11 | * | 0 |
| d. | Local arts and cultural events, such as concerts, plays, and museum exhibits | 60 | 40 | 0 | * |
| e. | Local breaking news | 80 | 20 | * | 0 |
| f. | Local job openings | 39 | 61 | * | * |
| g. | Local zoning, building and development | 30 | 69 | * | * |
| h. | Local social services that provide assistance with things like housing, food, health care, and child care | 35 | 64 | * | * |

**Q17** What sources do you rely on MOST for information about this topic? [PRECODED OPEN-END; RECORD ALL RESPONSES IN ORDER. IF ONLY ONE RESPONSE IS GIVEN, PROBE:  Do you rely on any other sources for this information?]

 [If R says "internet" ask:  Where on the internet do you get this information?  Do you use a search engine or go to a particular website or both?  IF GO TO WEBSITE: What website do you go to? CODE ACCORDING TO TYPE OF WEBSITE ON LIST]

[If R says "newspaper" and is an internet user, ask: Is that the print version of a local newspaper or an online version?  If both, record 1 and 2 as first and second responses]

[If R says "television" and is an internet user, ask: Is that a local news television broadcast or the website of a local television news station? If both, record 3 and 4 as first and second responses]

[If R says "cell phone/mobile phone" ask:  Do you use an app, or receive alerts on your phone, or do you use your phone to search the internet? CODE ALL RESPONSES]

Based on Form B respondents who get information about this topic [N=830]

a.       Local politics, campaigns and elections

CURRENT

| % | | |
|---|---|---|
| | 38 | Local TV news broadcast |
| | 35 | Local PRINT newspaper |
| | 16 | Internet search engine/Search portal |
| | 12 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 11 | Word of mouth/Friends and family |
| | 8 | Radio (AM/FM or Satellite) |
| | 7 | Local newspaper website |
| | 4 | Local TV station website |
| | 4 | Print news bulletin/Newsletter |
| | 1 | Local government website |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Call local government office |
| | * | Mobile phone "app" |
| | * | Mobile phone email or text alert |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | 7 | Other (SPECIFY) |
| | 1 | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=559]

b.　　　　Other local government activity, such as council meetings, hearings or local trials

CURRENT

| % | | |
|---|---|---|
| | 44 | Local PRINT newspaper |
| | 29 | Local TV news broadcast |
| | 11 | Word of mouth/Friends and family |
| | 8 | Internet search engine/Search portal |
| | 7 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 6 | Radio (AM/FM or Satellite) |
| | 5 | Print news bulletin/Newsletter |
| | 4 | Local newspaper website |
| | 2 | Local government website |
| | 1 | Local TV station website |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Call local government office |
| | * | Mobile phone "app" |
| | * | Mobile phone email or text alert |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 8 | Other (SPECIFY) |
| | 2 | Don't know |
| | 1 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=1,058]

c.      Local weather

CURRENT

| % | | |
|---|---|---|
| | 61 | Local TV news broadcast |
| | 24 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 13 | Internet search engine/Search portal |
| | 10 | Radio (AM/FM or Satellite) |
| | 9 | Local PRINT newspaper |
| | 7 | Local TV station website |
| | 6 | Mobile phone "app" |
| | 2 | Local newspaper website |
| | 2 | Mobile phone: Non-specific (includes search internet on phone) |
| | 2 | Word of mouth/Friends and family |
| | 1 | Local government website |
| | * | Mobile phone email or text alert |
| | * | Print news bulletin/Newsletter |
| | * | Social networking site (such as Facebook or MySpace) or Twitter |
| | 0 | Call local government office |
| | 3 | Other (SPECIFY) |
| | * | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=736]

d.	Local arts and cultural events, such as concerts, plays, and museum exhibits

CURRENT

| % | | |
|---|---|---|
| | 38 | Local PRINT newspaper |
| | 20 | Local TV news broadcast |
| | 16 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 15 | Internet search engine/Search portal |
| | 10 | Word of mouth/Friends and family |
| | 9 | Radio (AM/FM or Satellite) |
| | 6 | Print news bulletin/Newsletter |
| | 5 | Local newspaper website |
| | 2 | Local TV station website |
| | 1 | Local government website |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Mobile phone "app" |
| | * | Mobile phone email or text alert |
| | 0 | Call local government office |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 13 | Other (SPECIFY) |
| | * | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=947]

e.      Local breaking news

CURRENT

| % | | |
|---|-----|---|
| | 65 | Local TV news broadcast |
| | 14 | Local PRINT newspaper |
| | 11 | Internet search engine/Search portal |
| | 11 | Radio (AM/FM or Satellite) |
| | 10 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 7 | Word of mouth/Friends and family |
| | 6 | Local TV station website |
| | 4 | Local newspaper website |
| | 1 | Mobile phone "app" |
| | 1 | Mobile phone email or text alert |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Local government website |
| | 0 | Call local government office |
| | 0 | Mobile phone: Non-specific (includes search internet on phone) |
| | 0 | Print news bulletin/Newsletter |
| | 2 | Other (SPECIFY) |
| | * | Don't know |
| | * | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=430]

f.       Local job openings

<u>CURRENT</u>

| % | | |
|---|---|---|
| | 37 | Local PRINT newspaper |
| | 26 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 20 | Internet search engine/Search portal |
| | 8 | Local newspaper website |
| | 8 | Word of mouth/Friends and family |
| | 7 | Local TV news broadcast |
| | 3 | Local government website |
| | 3 | Radio (AM/FM or Satellite) |
| | 1 | Mobile phone "app" |
| | 1 | Mobile phone email or text alert |
| | 1 | Print news bulletin/Newsletter |
| | 1 | Social networking site (such as Facebook or MySpace) or Twitter |
| | * | Call local government office |
| | * | Local TV station website |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | 10 | Other (SPECIFY) |
| | 1 | Don't know |
| | 1 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

Based on Form B respondents who get information about this topic [N=409]

g.      Local zoning, building and development

CURRENT

| % | | |
|---|---|---|
| | 50 | Local PRINT newspaper |
| | 19 | Local TV news broadcast |
| | 10 | Word of mouth/Friends and family |
| | 7 | Internet search engine/Search portal |
| | 7 | Print news bulletin/Newsletter |
| | 5 | Local newspaper website |
| | 5 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 3 | Radio (AM/FM or Satellite) |
| | 1 | Call local government office |
| | 1 | Local government website |
| | 1 | Local TV station website |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | * | Social networking site (such as Facebook or MySpace) or Twitter |
| | 0 | Mobile phone "app" |
| | 0 | Mobile phone email or text alert |
| | 10 | Other (SPECIFY) |
| | 0 | Don't know |
| | 0 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 continued...**

**Q17 continued...**
Based on Form B respondents who get information about this topic [N=430]

h. Local social services that provide assistance with things like housing, food, health care, and child care

CURRENT

| % | | |
|---|---|---|
| | 34 | Local PRINT newspaper |
| | 22 | Local TV news broadcast |
| | 14 | Word of mouth/Friends and family |
| | 13 | Internet search engine/Search portal |
| | 7 | Other website (NOT a print or TV news org. site or gov't site, includes nat'l sites that offer local info, such as weather.com, craigslist, or patch.com) |
| | 6 | Print news bulletin/Newsletter |
| | 5 | Call local government office |
| | 5 | Radio (AM/FM or Satellite) |
| | 3 | Local government website |
| | 3 | Local newspaper website |
| | * | Local TV station website |
| | * | Mobile phone: Non-specific (includes search internet on phone) |
| | 0 | Mobile phone "app" |
| | 0 | Mobile phone email or text alert |
| | 0 | Social networking site (such as Facebook or MySpace) or Twitter |
| | 13 | Other (SPECIFY) |
| | 1 | Don't know |
| | 2 | Refused |

Note: Total may exceed 100% due to multiple responses.

**Q17 Summary Table**

| | POLITICS | OTHER GOVT | WEATHER | ARTS EVENTS | BREAKING NEWS | JOBS | ZONING / DEVELOP- MENT | SOCIAL SERVICES |
|---|---|---|---|---|---|---|---|---|
| | | | | | | | | |
| Local PRINT newspaper | 35 | 44 | 9 | 38 | 14 | 37 | 50 | 34 |
| Local newspaper website | 7 | 4 | 2 | 5 | 4 | 8 | 5 | 3 |
| Local TV news broadcast | 38 | 29 | 61 | 20 | 65 | 7 | 19 | 22 |
| Local TV station website | 4 | 1 | 7 | 2 | 6 | * | 1 | * |
| Radio (AM/FM or Satellite) | 8 | 6 | 10 | 9 | 11 | 3 | 3 | 5 |
| Local government website | 1 | 2 | 1 | 1 | * | 3 | 1 | 3 |
| Other website (NOT a print or TV news organization site or government site, includes national sites that offer local information, such as weather.com, craigslist, or patch.com) | 12 | 7 | 24 | 16 | 10 | 26 | 5 | 7 |
| Internet search engine/Search portal | 16 | 8 | 13 | 15 | 11 | 20 | 7 | 13 |
| Social networking site (such as Facebook or MySpace) or Twitter | 1 | 1 | * | 1 | 1 | 1 | * | 0 |
| Mobile phone "app" | * | * | 6 | * | 1 | 1 | 0 | 0 |
| Mobile phone email or text alert | * | * | * | * | 1 | 1 | 0 | 0 |
| Mobile phone: Non-specific (includes search internet on phone) | * | 0 | 2 | 0 | 0 | * | * | * |
| Call local government office | * | * | 0 | 0 | 0 | * | 1 | 5 |
| Word of mouth/Friends and family | 11 | 11 | 2 | 10 | 7 | 8 | 10 | 14 |
| Print news bulletin/Newsletter | 4 | 5 | * | 6 | 0 | 1 | 7 | 6 |
| Other (SPECIFY) | 7 | 8 | 3 | 13 | 2 | 10 | 10 | 13 |
| Don't know | 1 | 2 | * | * | * | 1 | 0 | 1 |
| Refused | * | 1 | * | * | * | 1 | 0 | 2 |
| N= | [830] | [559] | [1,058] | [736] | [947] | [430] | [409] | [430] |

Note: Total for each topic may exceed 100% due to multiple responses.

**LIVE1** Thinking about your local community... Which of the following BEST describes the place where you now live? (READ 1-4)

| | CURRENT | | KNIGHT 2002 | KNIGHT 1999 |
|---|---|---|---|---|
| % | 22 | A large city | 22 | 23 |
| | 21 | A suburb near a large city | 21 | 21 |
| | 37 | A small city or town | 39 | 36 |
| | 20 | A rural area | 17 | 19 |
| | 1 | (DO NOT READ) Don't know | 1 | * |
| | * | (DO NOT READ) Refused | -- | -- |

**LIVE2** About how long have you lived in the neighborhood where you live now? Have you lived there... (READ 1-5)?[19]

| | CURRENT | | KNIGHT 2002 | KNIGHT 1999 |
|---|---|---|---|---|
| % | 9 | Less than one year | 7 | 5 |
| | 26 | One to five years | 23 | 21 |
| | 16 | Six to ten years | 13 | 14 |
| | 19 | 11 to 20 years | 19 | 18 |
| | 27 | More than 20 years | 38 | 42 |
| | 2 | (DO NOT READ) All my life | n/a | n/a |
| | * | (DO NOT READ) Don't know | * | 0 |
| | * | (DO NOT READ) Refused | -- | -- |

**Q18** Do you happen to know the names of your neighbors who live close to you, or not? [IF YES: All of them or only some of them?][20]

| | CURRENT | | DEC 2009 | JULY 2008 | KNIGHT 2002 | KNIGHT 1999 |
|---|---|---|---|---|---|---|
| % | 28 | Yes, know them all | 19 | 18 | 37 | 36 |
| | 48 | Yes, know only some | 53 | 51 | 46 | 46 |
| | 23 | No, do not know any | 28 | 29 | 16 | 17 |
| | * | (VOL.) Do not have neighbors close by | 1 | 1 | 1 | * |
| | * | Don't know | * | 1 | 1 | 0 |
| | 1 | Refused | * | 1 | -- | -- |

---

[19] Knight trend question wording was: "About how long have you lived in your (city/suburb/town/area) where you live now? Have you lived here... less than one year, one to five years, six to ten years, 11 to 20 years, OR more than 20 years?"

[20] Trend question wording was: "Do you know the names of your neighbors who live close to you, or not? [IF YES: Do you know all of them, most of them or only some of them?]" Trend results for "Yes, know only some" reflect combined "Yes, know most of them" and "Yes, know only some of them" responses.

**Q19**  As I read the following list of items, please tell me if you happen to have each one, or not.  Do you have... [INSERT ITEMS IN ORDER]?

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| a.  A laptop computer or netbook[21] | | | | |
| Current | 57 | 43 | * | * |
| December 2010 | 53 | 47 | * | * |
| November 2010 | 53 | 47 | * | * |
| September 2010 | 52 | 48 | * | * |
| May 2010 | 55 | 45 | * | 0 |
| January 2010 | 49 | 51 | * | * |
| December 2009 | 46 | 53 | * | * |
| September 2009 | 47 | 53 | * | * |
| April 2009 | 47 | 53 | * | * |
| April 2008 | 39 | 61 | * | -- |
| Dec 2007 | 37 | 63 | * | -- |
| April 2006 | 30 | 69 | * | -- |
| b.  A cell phone or a Blackberry or iPhone or other device that is also a cell phone[22] | | | | |
| Current | 84 | 16 | * | * |
| December 2010 | 81 | 19 | * | * |
| November 2010 | 82 | 18 | 0 | * |
| September 2010 | 85 | 15 | * | * |
| May 2010 | 82 | 18 | * | 0 |
| January 2010 | 80 | 20 | 0 | * |
| December 2009 | 83 | 17 | 0 | * |
| September 2009 | 84 | 15 | * | * |
| April 2009 | 85 | 15 | * | * |
| Dec 2008 | 84 | 16 | * | * |
| July 2008 | 82 | 18 | * | -- |
| May 2008 | 78 | 22 | * | 0 |
| April 2008 | 78 | 22 | * | -- |

**Q19 continued...**

---

[21] Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."
[22] Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

**Q19 continued...**

|  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| January 2008 | 77 | 22 | * | -- |
| Dec 2007 | 75 | 25 | * | -- |
| Sept 2007 | 78 | 22 | * | -- |
| April 2006 | 73 | 27 | * | -- |
| January 2005 | 66 | 34 | * | -- |
| November 23-30, 2004 | 65 | 35 | * | -- |

c. A tablet computer like an iPad

|  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current | 7 | 92 | * | * |
| November 2010 | 5 | 95 | * | * |
| September 2010 | 4 | 96 | * | * |
| May 2010 | 3 | 97 | * | 0 |

**Q20** Does anyone in your household have a working cell phone?

Based on non-cell phone users

|  | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current [N=287] | 36 | 61 | 1 | 1 |
| December 2010 [N=321] | 41 | 58 | * | * |
| November 2010 [N=339] | 38 | 61 | * | * |
| September 2010 [N=516] | 33 | 67 | * | * |
| May 2010 [N=335] | 35 | 64 | 1 | 0 |
| January 2010 [N=368] | 38 | 61 | * | * |
| December 2009 [N=339] | 31 | 68 | * | * |

**Q20a** Do you ONLY use your cell phone to make and receive phone calls, or do you sometimes use your cell phone for other things like texting, email, using apps, or using the internet?

Based on cell phone users [N=1,964]

| % | CURRENT | |
|---|---|---|
|  | 33 | Only use cell phone to make/receive calls |
|  | 66 | Use cell phone for other things |
|  | * | Don't know |
|  | * | Refused |

**Q21** Do you ever use your cell phone or tablet computer to... [INSERT; RANDOMIZE]?

Based on those who use their cell phone for more than just phone calls or have a tablet computer [N=1,181]

| | | YES, DO THIS | NO, DO NOT DO THIS | (VOL.) DEVICE CAN'T DO THIS | DON'T KNOW | REFUSED |
|---|---|---|---|---|---|---|
| a. | Go online for information or news about your local community | 45 | 55 | * | 0 | * |
| b. | Get information about local traffic or public transportation | 33 | 67 | * | 0 | 0 |
| c. | Check local sports scores or get local sports updates | 35 | 65 | 0 | 0 | 0 |
| d. | Check local weather reports | 62 | 37 | * | 0 | * |
| e. | Find local restaurants or other local businesses | 55 | 45 | * | * | 0 |
| f. | Get or use coupons or discounts from local stores or businesses | 28 | 71 | * | * | 0 |

**Q22** Do you ever get news alerts about your local community sent to your phone by text or email?

Based on those who use their cell phone for more than just phone calls [N=1,147]

CURRENT
| % | | |
|---|---|---|
| | 23 | Yes |
| | 77 | No |
| | * | Don't know |
| | * | Refused |

**Q23** On your cell phone or tablet computer, do you happen to have any software applications or "apps" that help you get information or news about your local community?

Based on those who use their cell phone for more than just phone calls or have a tablet computer [N=1,181]

CURRENT
| % | | |
|---|---|---|
| | 19 | Yes |
| | 79 | No |
| | 1 | Don't know |
| | * | Refused |

**Q24**  Have you PAID to download any apps that give you access to local information, or do you only have free local apps?

Based on those who have apps on their cell phone or tablet computer to get local information [N=218]

CURRENT

%    10      Paid for local app(s)
       89      Local app(s) free
       1       Don't know
       0       Refused

**Q25**  Do you currently have a PAID subscription for delivery of a local print newspaper?

CURRENT

%    32      Yes
       67      No
       *       Don't know
       *       Refused

**Q26**  Apart from a paid subscription for delivery of a local print newspaper, do you currently PAY to get local information or news from any other source, including a website, blog, or other online source?

CURRENT

%    5       Yes
       93      No
       1       Pay for internet access and get news online (VOL.)
       1       Pay for cable television (VOL.)
       *       Don't know
       *       Refused

**Q27**  Thinking about all the different ways you might get and share LOCAL information and news ONLINE, please tell me if you ever do the following things.  (First,/Next,) do you ever... [INSERT; RANDOMIZE], or not?

| | YES | NO | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| *Items A thru F: Based on all internet users [N=1,762]* | | | | |
| a.  Contribute to an online discussion or message board about your local community | 10 | 90 | 0 | 0 |
| b.  Customize your homepage to include your favorite local information or news sources or topics | 19 | 81 | * | * |
| c.  Email a link to a local news story or local news video to someone you know | 32 | 68 | * | * |
| d.  Tag or categorize online local news content | 7 | 92 | * | * |
| e.  Contribute your own article, opinion piece, picture or video about your local community to an online news site | 6 | 94 | * | 0 |
| f.  Comment on a local news story or local blog you read online | 20 | 80 | * | * |
| *Item G: Based on SNS users [N=1,007]* | | | | |
| g.  Post news or information about your local community on a social networking site like Facebook | 33 | 66 | * | 0 |
| *Item H: Based on Twitter users [N=153]* | | | | |
| h.  Post news or information about your local community on Twitter | 20 | 80 | 0 | 0 |

A few last questions for statistical purposes only...

**MODEM3** At home, do you connect to the internet through a dial-up telephone line, or do you have some other type of connection, such as a DSL-enabled phone line, a cable TV modem, a wireless connection, a fiber optic connection such as FIOS or a T-1?[23]

Based on those who use the internet from home

| | DIAL-UP | TOTAL HIGH SPEED | DSL | CABLE MODEM | WIRELESS | FIBER OPTIC[24] | T-1 | OTHER | DK | REF. |
|---|---|---|---|---|---|---|---|---|---|---|
| Current [N=1,610] | 4 | 88 | 28 | 33 | 22 | 5 | 1 | 2 | 4 | 1 |
| Dec 2010 [N=1,731] | 6 | 85 | 27 | 33 | 19 | 5 | * | 2 | 6 | 2 |
| Nov 2010 [N=1,560] | 6 | 86 | 28 | 33 | 20 | 5 | 1 | 2 | 4 | 2 |
| Sept 2010 [N=1,947] | 7 | 86 | 29 | 31 | 20 | 6 | 1 | 2 | 4 | 1 |
| May 2010 [N=1,659] | 7 | 86 | 27 | 33 | 20 | 5 | 1 | 2 | 4 | 1 |
| Jan 2010 [N=1,573] | 7 | 88 | 29 | 38 | 18 | 4 | * | 1 | 3 | 1 |
| Dec 2009 [N=1,582] | 9 | 86 | 28 | 37 | 17 | 3 | 1 | 2 | 4 | 1 |
| Sept 2009 [N=1,584] | 7 | 87 | 30 | 37 | 15 | 4 | * | 2 | 3 | 2 |
| April 2009 [N=1,567] | 9 | 86 | 29 | 36 | 15 | 4 | 1 | 2 | 3 | 1 |
| Dec 2008 [N=1,538] | 13 | 80 | 30 | 32 | 15 | 3 | * | 1 | 5 | -- |
| Nov 2008 [N=1,481] | 12 | 82 | 33 | 34 | 13 | 3 | * | 1 | 5 | -- |
| Aug 2008 [N=1,543] | 13 | 81 | 37 | 30 | 10 | 3 | 1 | 1 | 5 | -- |
| July 2008 [N=1,797] | 14 | 81 | 35 | 30 | 13 | 3 | 1 | 1 | 4 | -- |
| May 2008 [N=1,463] | 15 | 79 | 36 | 31 | 9 | 2 | * | 1 | 5 | -- |
| Dec 2007 [N=1,483] | 18 | 77 | 34 | 31 | 10 | 2 | 1 | 1 | 3 | -- |
| Sept 2007 [N=1,575] | 20 | 73 | 34 | 30 | 8 | 2 | n/a | 1 | 6 | -- |
| Feb 2007 [N=1,406] | 23 | 70 | 35 | 28 | 6 | 1 | n/a | 1 | 6 | -- |
| Aug 2006 [N=1,787] | 28 | 68 | 34 | 30 | 3 | 1 | n/a | 1 | 3 | -- |
| Dec 2005 [N=1,715] | 35 | 61 | 29 | 27 | 4 | 1 | n/a | 1 | 3 | -- |
| June 2005 [N=1,204] | 44 | 53 | 24 | 25 | 3 | 1 | n/a | 1 | 1 | -- |
| Feb 2005 [N=1,287] | 47 | 50 | 22 | 25 | 3 | 1 | n/a | 1 | 3 | -- |
| Jan 2005 [N=1,261] | 48 | 50 | 21 | 26 | 2 | 1 | n/a | 1 | 1 | -- |
| Feb 2004 [N=1,241] | 55 | 42 | 18 | 23 | 1 | 1 | n/a | 1 | 2 | -- |
| Nov 2003 [N=1,199] | 62 | 35 | 13 | 21 | 1 | * | n/a | 1 | 2 | -- |

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[23] From September 2009 thru January 2010, the question asking about type of home internet connection (MODEM) was form split. MODEMA was asked of Form A respondents who use the internet from home. MODEMB was asked of Form B respondents who use the internet from home. Trend results shown here reflect combined MODEMA and MODEMB percentages. Form B respondents who answered "satellite," fixed wireless provider," or "other wireless such as an Aircard or cell phone" have been combined in the "Wireless" column in the table.

[24] In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

**BBTYPE** Thinking about your high-speed internet service at home, do you subscribe to a basic broadband service, or do you pay extra for a premium service that promises faster speed?

Based on internet users who have high-speed internet at home

|  | SUBSCRIBE TO BASIC SERVICE | SUBSCRIBE TO PREMIUM SERVICE AT HIGHER PRICE | DON'T KNOW | REFUSED |
|---|---|---|---|---|
| Current [N=1,411] | 47 | 39 | 12 | 2 |
| December 2010 [N=1,470] | 50 | 36 | 12 | 1 |
| November 2010 [N=1,330] | 50 | 40 | 9 | 1 |
| September 2010 [N=1,657] | 49 | 37 | 13 | 2 |
| May 2010 [N=1,413] | 51 | 36 | 12 | 1 |
| January 2010 [N=1,376] | 49 | 39 | 9 | 2 |
| April 2009 [N=681] | 53 | 34 | 10 | 2 |
| May 2008 [N=1,119] | 54 | 29 | 16 | * |

THANK RESPONDENT:  That concludes our interview.  The results of this survey are going to be used by a non-profit research organization called the Pew Research Center's Internet & American Life Project, which is looking at the impact of the internet on people's lives.  A report on this survey will be issued by the project in a few months and you can find the results at its web site, which is www.pewinternet.org.  Thanks again for your time.  Have a nice day/evening.

# Endnotes

[i] The Baltimore study refers to "How News Happens," a study published by the Project for Excellence in Journalism on January 11, 2010. The study on news availability refers to "A Day in the Life of the Media," published by PEJ on March 13, 2006 as part of its State of the News Media report.

[ii] December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews].

[iii] Knight 2002 trends based on a John S. and James L. Knight Foundation "Community Indicators - National" survey, conducted January 2-27, 2002 [n=1,211 adults 18+].

[iv] Knight 1999 trends based on a John S. and James L. Knight Foundation "Community Indicators – National" survey, conducted October 11-November 14, 1999 [n=1,206 adults 18+].

[v] August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251].

[vi] Pew September 2009 trends based on the Pew Research Center for the People & the Press Global Attitudes Project, conducted September 10-15, 2009 [n=1,006].

[vii] Pew April 2008 trends based on the Pew Research Center for the People & the Press Biennial Media Consumption Survey, conducted April 30-June 1, 2008 [n=3,615].

[viii] Pew April 2006 trends based on a Pew Research Center for the People & the Press Survey, conducted April 27 - May 22, 2006 [n=3,204].

[ix] Pew April 2004 trends based on a Pew Research Center for the People & the Press Survey, conducted April 19 - May 12, 2004 [n=3,000].

[x] Pew April 2002 trends based on a Pew Research Center for the People & the Press Survey, conducted April 19 - May 12, 2002 [n=3,002].

[xi] November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews].

[xii] September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews].

[xiii] May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews].

[xiv] January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews].

[xv] December 2009 trends based on the Fall Tracking "E-Government" survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews].

[xvi] September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews].

[xvii] April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews].

[xviii] December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample.

[xix] November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254].

[xx] July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews]

[xxi] May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].

[xxii] April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134].

[xxiii] January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].

[xxiv] December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].

[xxv] September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].

[xxvi] February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].

[xxvii] December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].

[xxviii] November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.

[xxix] August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].

[xxx] April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].

[xxxi] February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].

[xxxii] December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].

[xxxiii] September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].

[xxxiv] June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].

[xxxv] February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].

[xxxvi] January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].

[xxxvii] November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].

[xxxviii] November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].

[xxxix] June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].

[xl] February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].

[xli] November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].

[xlii] August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].

[xliii] June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].

[xliv] May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].

[xlv] March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].

[xlvi] February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].

[xlvii] December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038].

[xlviii] November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].

[xlix] October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].

[l] September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].

[li] July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].

[lii] March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.

[liii] January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].

[liv] December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.

[lv] November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001.

[lvi] October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001.

[lvii] September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001.

[lviii] August 2001 trends represent a total tracking period of August 12-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001.

lix February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].

lx December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

lxi November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

lxii October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].

lxiii September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].

lxiv August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].

lxv June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].

lxvi May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].