
Local News Survey 2011

Revised Final Topline 3/16/11

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]

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

	CURRENT		DEC 2010 ⁱ	KNIGHT 2002 ⁱⁱ	KNIGHT 1999 ⁱⁱⁱ
%	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 ²	1	*	*
	1	(DO NOT READ) Refused	*	--	--

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 ^{iv}	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	--	--	--

¹ 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?"

² 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.

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

	<u>CURRENT</u>	
%	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.]³

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

	<u>CURRENT</u>		<u>PEW SEPT 2009^v</u>	<u>PEW APRIL 2008^{vi}</u>	<u>PEW APRIL 2006^{vii}</u>	<u>PEW APRIL 2004^{viii}</u>	<u>PEW APRIL 2002^{ix}</u>
%	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	--	--	--	--

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

	<u>CURRENT</u>		<u>PEW APRIL 2008</u>	<u>PEW APRIL 2006</u>	<u>PEW APRIL 2004</u>	<u>PEW APRIL 2002</u>
%	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	--	--	--	--

³ 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."

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

	<u>CURRENT</u>		<u>PEW APRIL 2008</u>	<u>PEW APRIL 2006</u>	<u>PEW APRIL 2004</u>	<u>PEW APRIL 2002</u>
%	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?

	<u>CURRENT</u>	
%	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]

	<u>CURRENT</u>	
%	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?

	<u>CURRENT</u>	
%	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]

	<u>CURRENT</u>	
%	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?⁴

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2010	77	23
November 2010 ^x	74	26
September 2010 ^{xi}	74	26
May 2010 ^{xii}	79	21
January 2010 ^{xiii}	75	25
December 2009 ^{xiv}	74	26
September 2009 ^{xv}	77	23
April 2009 ^{xvi}	79	21
December 2008 ^{xvii}	74	26
November 2008 ^{xviii}	74	26
August 2008	75	25
July 2008 ^{xix}	77	23
May 2008 ^{xx}	73	27
April 2008 ^{xxi}	73	27
January 2008 ^{xxii}	70	30
December 2007 ^{xxiii}	75	25
September 2007 ^{xxiv}	73	27
February 2007 ^{xxv}	71	29
December 2006 ^{xxvi}	70	30
November 2006 ^{xxvii}	68	32
August 2006 ^{xxviii}	70	30
April 2006 ^{xxix}	73	27
February 2006 ^{xxx}	73	27
December 2005 ^{xxxi}	66	34
September 2005 ^{xxxii}	72	28
June 2005 ^{xxxiii}	68	32
February 2005 ^{xxxiv}	67	33
January 2005 ^{xxxv}	66	34
Nov 23-30, 2004 ^{xxxvi}	59	41
November 2004 ^{xxxvii}	61	39
June 2004 ^{xxxviii}	63	37
February 2004 ^{xxxix}	63	37
November 2003 ^{xl}	64	36
August 2003 ^{xli}	63	37
June 2003 ^{xlii}	62	38
May 2003 ^{xliii}	63	37
March 3-11, 2003 ^{xliv}	62	38
February 2003 ^{xlv}	64	36

INTUSE/EMLOCC continued...

⁴ 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
December 2002 ^{xlvi}	57	43
November 2002 ^{xlvii}	61	39
October 2002 ^{xlviii}	59	41
September 2002 ^{xlix}	61	39
July 2002 ^l	59	41
March/May 2002 ^{li}	58	42
January 2002 ^{lii}	61	39
December 2001 ^{liii}	58	42
November 2001 ^{liv}	58	42
October 2001 ^{lv}	56	44
September 2001 ^{lvi}	55	45
August 2001 ^{lvii}	59	41
February 2001 ^{lviii}	53	47
December 2000 ^{lix}	59	41
November 2000 ^{lx}	53	47
October 2000 ^{lxi}	52	48
September 2000 ^{lxii}	50	50
August 2000 ^{lxiii}	49	51
June 2000 ^{lxiv}	47	53
May 2000 ^{lxv}	48	52

HOME3NW Do you ever use the internet or email from HOME?⁵

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	*	--

⁵ 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?⁶

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	*	--

⁶ 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]?⁷

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 ⁸					
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 ⁹					
Current	17	n/a	83	1	0
September 2010	4	1	96	*	0
May 2010	5	2	95	*	0

⁷ 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.

⁸ 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"

⁹ 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	*	*
<i>Item B: Based on all internet users [N=1,762]</i>							
b. The website of a local newspaper	11	14	14	23	38	*	*
c. A local television news broadcast	49	22	8	10	11	*	*
<i>Item D: Based on all internet users [N=1,762]</i>							
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
<i>Item F: Based on all internet users [N=1,762]</i>							
f. The website of a local radio station	5	6	8	17	64	*	*
<i>Item G: Based on all internet users [N=1,762]</i>							
g. Some other website that is dedicated to your local community	5	8	11	18	57	1	*
<i>Item H: Based on all internet users [N=1,762]</i>							
h. A blog about your local community	2	3	4	11	80	1	*
<i>Item I: Based on SNS users [N=1,007]</i>							
i. A person or organization you follow on a social networking site	10	13	13	14	51	*	*
<i>Item J: Based on Twitter users [N=153]</i>							
j. A person or organization you follow on Twitter	13	21	9	16	40	0	0
<i>Item K: Based on all internet users [N=1,762]</i>							
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	*	*
<i>Item N: Based on all internet users [N=1,762]</i>							
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

	<u>CURRENT</u>	
%	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.

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

c. Local traffic or transportation

	<u>CURRENT</u>	
%	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...

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

	<u>CURRENT</u>	
%	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.

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...

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.

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

g. Local housing and real estate

	<u>CURRENT</u>	
%	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...

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

	QUESTION 14 TOPICS							
	RESTAURANTS	OTHER BUSINESSES	TRAFFIC / TRANSPORTATION	COMMUNITY EVENTS	CRIME	TAXES	HOUSING	SCHOOLS / EDUC.
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

	<u>CURRENT</u>	
%	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...

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

	<u>CURRENT</u>	
%	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.

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

c. Local weather

	<u>CURRENT</u>	
%	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...

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

	<u>CURRENT</u>	
%	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.

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

e. Local breaking news

	<u>CURRENT</u>	
%	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.

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

g. Local zoning, building and development

	<u>CURRENT</u>	
%	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

	<u>CURRENT</u>	
%	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

	QUESTION 16 TOPICS							
	POLITICS	OTHER GOVT	WEATHER	ARTS EVENTS	BREAKING NEWS	JOBS	ZONING / DEVELOPMENT	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)

	<u>CURRENT</u>		<u>KNIGHT 2002</u>	<u>KNIGHT 1999</u>
%	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)?¹⁰

	<u>CURRENT</u>		<u>KNIGHT 2002</u>	<u>KNIGHT 1999</u>
%	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?]¹¹

	<u>CURRENT</u>		<u>DEC 2009</u>	<u>JULY 2008</u>	<u>KNIGHT 2002</u>	<u>KNIGHT 1999</u>
%	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	--	--

¹⁰ 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?"

¹¹ 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 ¹²				
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 ¹³				
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	*	--
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	*	--

Q19 continued...

¹² Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

¹³ 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
c. A tablet computer like an iPad				
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]

<u>CURRENT</u>		
%	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]

	<u>CURRENT</u>	
%	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]

	<u>CURRENT</u>	
%	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]

	<u>CURRENT</u>	
%	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?

	<u>CURRENT</u>	
%	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?

	<u>CURRENT</u>	
%	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
<i>Items A thru F: Based on all internet users [N=1,762]</i>				
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	*	*
<i>Item G: Based on SNS users [N=1,007]</i>				
g. Post news or information about your local community on a social networking site like Facebook	33	66	*	0
<i>Item H: Based on Twitter users [N=153]</i>				
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?¹⁴

Based on those who use the internet from home

	DIAL-UP	TOTAL HIGH SPEED	----- DSL	----- CABLE MODEM	----- WIRELESS	----- FIBER OPTIC ¹⁵	----- 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	--

¹⁴ 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.

¹⁵ 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.

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.¹⁶

¹⁶ 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.

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
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.

Endnotes

ⁱ 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].

ⁱⁱ 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+].

ⁱⁱⁱ 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+].

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

^v 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].

^{vi} 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].

^{vii} 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].

^{viii} 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].

^{ix} 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].

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

^{xi} 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].

^{xii} 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].

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

^{xiv} 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].

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

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

^{xvii} 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.

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

^{xix} 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].

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

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- ^{xxi} 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].
- ^{xxii} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xxiii} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xxiv} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xxv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xxvi} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xxvii} 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.
- ^{xxviii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xxix} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xxx} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xxxi} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxxii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- ^{xxxiii} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxxiv} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxxv} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- ^{xxxvi} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxxvii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxxviii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxxix} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xl} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xli} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xlii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xliii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xliv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xlv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xlvi} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xlvii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xlviii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xliv} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ⁱ July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{li} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{lii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{liii} 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.

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- ^{liv} 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.
- ^{lvi} 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.
- ^{lvii} 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.
- ^{lviii} February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096].
- ^{lix} December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].
- ^{lx} November 2000 trends based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].
- ^{lxi} October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336].
- ^{lxii} September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302].
- ^{lxiii} August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109].
- ^{lxiv} June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606].
- ^{lxv} May 2000 trends based on a daily tracking survey conducted April 1 – May 1, 2000 [N=2,503].