

Survey Questions

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 ^{xlvi} | 64 | 36 |
| December 2002 ^{xlvi} | 57 | 43 |
| November 2002 ^{xlvi} | 61 | 39 |
| October 2002 ^{xlvi} | 59 | 41 |

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?"

| | | |
|--------------------------------|----|----|
| 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 |

| | USES INTERNET | DOES NOT USE INTERNET |
|--------------------------------|---------------|-----------------------|
| 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 | * | -- |

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.

| | | | | |
|------------|----|----|---|----|
| June 2005 | 90 | 10 | * | -- |
| July 2004 | 94 | 7 | * | -- |
| March 2004 | 92 | 8 | * | -- |

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 <i>Item B: Based on all internet users</i> [N=1,762] | 22 | 18 | 16 | 17 | 27 | * | * |
| b. The website of a local newspaper | 11 | 14 | 14 | 23 | 38 | * | * |
| c. A local television news broadcast <i>Item D: Based on all internet users</i> [N=1,762] | 49 | 22 | 8 | 10 | 11 | * | * |
| d. The website of a local television news station | 10 | 13 | 16 | 23 | 37 | 1 | * |
| e. A local radio broadcast <i>Item F: Based on all internet users</i> [N=1,762] | 33 | 16 | 8 | 13 | 29 | * | 1 |
| f. The website of a local radio station <i>Item G: Based on all internet users</i> [N=1,762] | 5 | 6 | 8 | 17 | 64 | * | * |
| g. Some other website that is dedicated to your local community <i>Item H: Based on all internet users</i> [N=1,762] | 5 | 8 | 11 | 18 | 57 | 1 | * |
| h. A blog about your local community <i>Item I: Based on SNS users [N=1,007]</i> | 2 | 3 | 4 | 11 | 80 | 1 | * |
| i. A person or organization you follow on a social networking site <i>Item J: Based on Twitter users [N=153]</i> | 10 | 13 | 13 | 14 | 51 | * | * |
| j. A person or organization you follow on Twitter <i>Item K: Based on all internet users</i> [N=1,762] | 13 | 21 | 9 | 16 | 40 | 0 | 0 |
| 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 <i>Item N: Based on all internet users</i> [N=1,762] | 24 | 31 | 21 | 14 | 9 | * | * |
| 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.

Q15 continued...

Q15 continued...

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.

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 |

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...

Q15 continued...

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 |

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 | | | | | | | |
|--|--------------------|--------------------------|----------------------------------|---------------------|-------|-------|---------|--------------------|
| | RESTAU- RANTS | OTHER BUSI- NESSES | TRAFFIC / TRANSPOR- TATION | 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.

Q17 continued...

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.

Q17 continued...

Q17 continued...

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.

Q17 continued...

Q17 continued...

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)

| | 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)?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 | -- | -- |

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]?

| | <u>YES</u> | <u>NO</u> | <u>DON'T KNOW</u> | <u>REFUSED</u> |
|---|------------|-----------|-------------------|----------------|
| 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 | * | * |

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.

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

| | | | | |
|---|----|----|---|----|
| 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 | * | -- |

Q19 continued...

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 | | | | |
| 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

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.

| | 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]

| | <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 |

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.

| | | | | | | | | | | |
|----------------------|----|----|----|----|----|---|-----|---|---|----|
| 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 | -- |

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

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- 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].
- ^{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].

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