

DECEMBER 14, 2011

A Closer Look

Where people get information about restaurants and other local businesses

The internet is the source that people most rely on for material about the local business scene and search engines are particularly valued. Newspapers and word of mouth also rank high as sources.

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Overview

People looking for information about local restaurants and other businesses say they rely on the internet, especially search engines, ahead of any other source.

Newspapers, both printed copies and the websites of newspaper companies, run second behind the internet as the source that people rely on for news and information about local businesses, including restaurants and bars.

And word of mouth, particularly among non-internet users, is also an important source of information about local businesses.

Some 55% of adults say they get news and information about local **restaurants, bars, and clubs**. When they seek such information, here are the sources they say they rely on most:

- 51% turn to the internet, including:
 - search engines - 38% rely on them
 - specialty websites - 17% rely on them
 - social media - 3% rely on social networking sites or Twitter¹
- 31% rely on newspapers, including
 - printed copies - 26% rely on them
 - newspaper websites - 5% rely on them
- 23% rely on word of mouth
- 8% rely on local TV, either broadcasts or websites

Some 60% of adults say they get news and information about **local businesses** other than restaurants and bars. When they do:

- 47% say they rely most on the internet, including:
 - search engines - 36% rely on them
 - specialty websites - 16% rely on them
 - social media - 1% rely on social network sites or Twitter
- 30% rely most on newspapers, including:
 - printed newspapers - 29% rely most on that
 - newspaper websites - 2% rely on them
- 22% rely on word of mouth from family and friends
- 8% rely on local TV, either broadcasts or the websites of local stations

¹ The figures for these sources listed in the bullets sometimes exceed the total because respondents were allowed to give multiple responses.

- 5% rely on local radio

People who seek out information and news about local businesses and restaurants are a diverse and somewhat upscale group. As distinct populations, they are more likely to live in relatively well-off households – those earning \$75,000 or more – and have college educations.

In addition, the 55% of adults who get information about restaurants, bars, and clubs are more likely to be women, young adults, urban, and technology adopters.

The 60% of adults who get information about other local businesses are also more likely to be tech users.

Background on this report

Together, these subjects are among the most popular of 16 local topics explored in a national survey by the Pew Research Center’s Project for Excellence in Journalism and Internet & American Life Project, produced in association with the John S. and James L. Knight Foundation. The survey probed how people learn about their communities in a new way, asking about specific subjects and discovered that people use a complex range of different sources.

Last September, we issued an overview report on this survey called [“How people learn about their local community.”](#) In broad terms, it covered on the sources that people rely on for news and information about their communities on a host of different topics.

This report offers a more in-depth examination of two closely-related topics that were part of that survey. It expands on that earlier work by 1) looking at the people who get information about local businesses and restaurants; 2) looking at *all* the sources they use; and 3) examining which sources of information are most relied upon by which people.

The survey was conducted on January 12-25, 2011. In the part of the survey that dealt with those who get information about local businesses and restaurants, 1,087 adults (age 18 and older) were interviewed by landline and cell phones, in English and Spanish. The margin of error for the full sample is 3.3 percentage points. For the subpopulation of people who say they get information about restaurants, bars, and clubs the number of respondents (which we label as “n”) is 592 and the margin of error for that sample is 4.4 percentage points. For the group who get information about local

businesses other than restaurants, bars, and clubs is 667 and the margin of error for that sample is 4.2 percentage points.

Part 1: Restaurants, bars, and clubs

We asked separately about restaurants, bars, and clubs versus *other* local businesses because we thought entertainment establishments such as eateries and bars were a distinct category of local business that might draw a different audience and might show different patterns of information seeking. That proved to be the case.

The 55% of all adults who get information about restaurants, bars, and clubs are disproportionately young, female, tech adaptive and upscale in educational attainment, urban.

Who gets information about local restaurants, bars, and clubs

% of adults in each group who say they get such information

		% who get information about restaurants, bars, and clubs
All adults		55%
Gender		
Men		50
Women		59*
Age		
18-29		65*
30-49		55
50-65		50
65+		51
Race/Ethnicity		
White, non-Hispanic		54
Black, non-Hispanic		47
Hispanic (English- and Spanish-speaking) [n=92]		58
Household Income		
Less than \$30,000		40
\$30,000-\$49,999		62*
\$50,000-\$74,999		65*
\$75,000+		60*
Education level		
Less than high school [n=94]		38
High school grad or less		47
Some college		64*
College grad		63*

% who get information about restaurants, bars, and clubs	
Family status	
Parent of minor child	54
Non-parent of minor	56
Community type	
Urban	59*
Suburban	57*
Rural	43
Tech profile	
Internet status	
Internet user	58*
Non-user	44
Cell phone	
Cell user	57*
Non-user	45
Tablet owners	
Tablet owner	64
Non-user	54

* indicates significant difference between rows in a demographic group.

We note the groups for which a relatively small number of cases were collected by noting the N (number) of cases in several instances

Source: The Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. n=1,015 adults ages 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone.

Those who get news and information about local restaurants, bars, and clubs are also likely to be avid local news consumers who enjoy following the local scene, pay for local news in some form, and use multiple platforms to get the local information.

Those who are heavy local news junkies are considerably more likely than others to get material about local restaurants. We asked people about their use of 14 different kinds of sources to get local news and their frequency of using those platforms.² When it comes to restaurant information, 71% of those who used at least six platforms monthly

² The list of sources was: 1) print version of local newspaper; 2) website of local newspaper; 3) local TV broadcasts; 4) website of local TV station; 5) local radio; 6) website of local radio station; 7) other websites that are dedicated to their communities; 8) blogs about their community; 9) people and organizations that respondents follow on social networking sites; 10) people and organizations that respondents follow on Twitter; 11) email newsletters and listservs; 12) printed newsletters; 13) word of mouth from friends; 14) search engines.

got news and information about local restaurants, compared with 34% of those who relied on just one or two sources.

Additionally, we asked people if they got local news and information their cell phones, and 47% of all adults said they did.³ These mobile consumers, who were younger and more upscale in terms of their household income and educational levels, were even more likely than others to get material about local restaurants: 62% of mobile local news consumers got information about local businesses, compared with 48% of others.

The platforms people use to get information about local restaurants, bars, and clubs

We asked the 55% of adults who said they got information about local restaurants what sources they relied on for such information.

- ***Internet:*** 51% of those who get information about local entertainment businesses rely most on some kind of online source for that material.
- ***Newspaper:*** 31% of them say they rely on newspaper material either in printed form or the website of their local newspaper for information about restaurants, bars, and clubs
- ***Word of mouth:*** 23% of them say they rely on other people most of all for news and information about for information about restaurants, bars, and clubs
- ***Local TV:*** 8% of them say they rely on TV for news about for information about restaurants, bars, and clubs – either broadcasts or the stations’ websites

³ “How mobile devices are changing community information systems” March 14, 2011. Available at: <http://www.pewinternet.org/Reports/2011/Local-mobile-news.aspx>

The sources that people rely on to get news and information about local restaurants, bars, and clubs

55% of adults get material about local restaurants, bars, and clubs. This table reports the % of that group who rely on different communications channels for that material. Figures may exceed totals because respondents were allowed to give multiple answers.

Source	% of adults who get info about restaurants, bars, and clubs who rely on this source (n=592)	The groups most likely to rely on this source
Internet – Overall, 51% of those who get information about restaurants, bars, and clubs say they rely on online sources for that information		
Search engine	38%	Those ages 18-39, parents with minor children, urban and suburban residents, those who have lived in their community less than five years, those who get local news on mobile devices, those who use social networking sites, those who don't pay for local news content
Other websites like topical specialty sites	17%	College graduates, those ages 18-39, urban residents, those who have lived in their community less than five years, those who get local news on mobile devices
Social networking site or Twitter	3%	<i>(too small a group to give reliable statistics)</i>
Newspapers – Overall, 31% of those who get information about restaurants, bars, and clubs say they rely on newspapers for that information		
Print newspaper	26%	Those over age 40 (especially those over age 65), non-internet users, rural residents, those who have lived in their community more than five years, those who enjoy getting local news and avidly follow it, those who pay for local news content
Local newspaper website	5%	<i>(too small a group to give reliable statistics)</i>
Word of Mouth	23%	Rural residents, non-internet users
Local TV – Overall, 8% of those who get information about restaurants, bars, and clubs say they rely on TV for that information		
Local broadcast	7%	Those over age 65, those living in households earning less than \$30,000, non-internet users
Website of local station	*	<i>(too small a group to give reliable statistics)</i>
Local radio	3%	<i>(too small a group to give reliable statistics)</i>
Printed newsletter	3%	<i>(too small a group to give reliable statistics)</i>
Mobile phone	2%	<i>(too small a group to give reliable statistics)</i>

* Answers added up to less than 1%

Source: The Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. n=1,015 adults ages 18 and older and for the population who get information about restaurants, bars, and clubs n=592. Interviews were conducted in English and Spanish, by landline and cell phone.

When it comes to getting information about local restaurants, bars, and clubs 12% of the respondents in this category cited other sources beyond the main categories that we used.⁴ These answers were not specifically recorded, but might have included such things as advertising messaging via such things as billboards, signs, or phone directories; stranger recommendations; observations of foot traffic to stores; and general awareness of the local scene that didn't arise from any particular information source.

⁴ We asked this as an open-ended question allowing respondents to declare whatever sources they felt they relied upon most. We created these categories for their answers and everything else was coded as an "other" source: 1) local print newspaper; 2) local newspaper website; 3) local TV news broadcast; 4) local TV station website; 5) radio (AM/FM or satellite); 6) local government website; 7) 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); 8) internet search engine/search portal; 9) social networking site (such as Facebook or MySpace) or Twitter; 10) mobile phone "app"; 11) mobile phone email or text alert; 12) mobile phone: non-specific (includes search internet on phone); 13) call local government office; 14) word of mouth/friends and family; 15) print news bulletin/newsletter.

Part 2: Local businesses other than restaurants, bars, and clubs

Those who get information about local businesses that are not tied to eating or socializing are a diverse and somewhat upscale group. Those who get this information are more likely to have college or advanced degrees, live in relatively high-earning households, use the internet and own cell phones. They are not distinct by gender or race and ethnicity.

Who gets information about local businesses (not including restaurants, bars, clubs)

% of adults in each group who say they get such information

	% who get information about local businesses
All adults	60%
Gender	
Men	59
Women	61
Age	
18-29	52
30-49	63*
50-65	64*
65+	57
Race/Ethnicity	
White, non-Hispanic	63
Black, non-Hispanic	52
Hispanic (English- and Spanish-speaking) [n=92]	56
Household Income	
Less than \$30,000	50
\$30,000-\$49,999	61*
\$50,000-\$74,999	69*
\$75,000+	72**
Education level	
Less than high school [n=94]	48
High school grad or less	54
Some college	60
College grad	72*

% who get information about local businesses	
Family status	
Parent of minor child	61
Non-parent of minor	59
Community type	
Urban	63
Suburban	60
Rural	60
Tech profile	
Internet status	
Internet user	62*
Non-user	51
Cell phone	
Cell user	61
Non-user	53
Tablet owner	
Tablet user	64
Non-user	60

* indicates significant difference between rows in a demographic group.

Source: The Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. n=1,015 adults ages 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone.

They are also likely to be local news and information junkies. Those who get news and information from at least six different local news platforms monthly are considerably more likely than others to get material about local businesses.

We asked people about their use of 14 different kinds of sources to get local news and their frequency of using those platforms.⁵ Some 72% of those who used at least six platforms monthly got news and information about local businesses, compared with 39% of those who relied on just one or two sources.

⁵ The list of sources was: 1) print version of local newspaper; 2) website of local newspaper; 3) local TV broadcasts; 4) website of local TV station; 5) local radio; 6) website of local radio station; 7) other websites that are dedicated to their communities; 8) blogs about their community; 9) people and organizations that respondents follow on social networking sites; 10) people and organizations that respondents follow on Twitter; 11) email newsletters and listservs; 12) printed newsletters; 13) word of mouth from friends; 14) search engines.

Additionally, we asked people if they got local news and information their cell phones and 47% of all adults said they did.⁶

Those mobile consumers were also more likely than others to get material about local businesses: 65% of mobile local news consumers got information about local businesses, compared with 55% of others.

The platforms people use to get information about local businesses

We asked the 60% of adults who said they got information about local businesses what sources they relied on for such information. In broad terms:

- ***Internet:*** 47% say some kind of online source is the one they most rely upon.
- ***Newspaper:*** 30% say they most rely on newspaper material either in printed form or the website of their local newspaper for local business information
- ***Word of mouth:*** 22% say they rely on other people most of all for news and information about local businesses
- ***Local TV:*** 8% say they rely on TV for news about local businesses – either broadcasts or the stations’ websites
- ***Local radio:*** 5% of adults say they rely on local radio

⁶ “How mobile devices are changing community information systems” March 14, 2011. Available at: <http://www.pewinternet.org/Reports/2011/Local-mobile-news.aspx>

The sources that people rely on to get news and information about local businesses (other than restaurants, bars, and clubs)

60% of adults get material about local businesses. This table reports what % of all adults who rely on each source and then notes which groups are particularly likely to rely on that source for such information

Source	% of adults who get info about local businesses who rely on this source (n=667)	The groups most likely to rely on this source
Internet – Overall, 47% of those who get information about local businesses other than restaurants, bars, and clubs say they rely on online sources for that information		
Search engine	36%	Those ages 18-39, parents with minor children, urban and suburban residents, those who have lived in their community less than five years, those who get local news on mobile devices, those who use social networking sites, those who don't pay for local news content
Other websites like topical specialty sites	16%	College graduates, those ages 18-39, urban residents, those who have lived in their community less than five years, those who get local news on mobile devices
Social networking site or Twitter	1%	<i>(too small a group to give reliable statistics)</i>
Newspapers – Overall, 30% of those who get information about local businesses other than restaurants, bars, and clubs say they rely on newspapers for that information		
Print newspaper	29%	Those over age 40 (especially those over age 65), non-internet users, rural residents, those who have lived in their community more than five years, those who enjoy getting local news and avidly follow it, those who pay for local news content
Local newspaper website	2%	<i>(too small a group to give reliable statistics)</i>
Word of Mouth	22%	Rural residents, non-internet users
Local TV – Overall, 8% of those who get information about local businesses other than restaurants, bars, and clubs say they rely on TV for that information		
Local broadcast	7%	Those over age 65, those living in households earning less than \$30,000, non-internet users
Website of local station	1%	<i>(too small a group to give reliable statistics)</i>
Local radio	5%	No meaningful statistical differences among groups
Printed newsletter	4%	<i>(too small a group to give reliable statistics)</i>
Mobile phone	1%	<i>(too small a group to give reliable statistics)</i>

* Answers added up to less than 1%

Source: The Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project in partnership with the Knight Foundation, January 12-25, 2011 Local Information Survey. n=1,015 adults ages 18 and older. Interviews were conducted in English and Spanish, by landline and cell phone.

When it comes to getting information about local businesses, some 11% of the respondents who get this kind of information cited other sources beyond the main categories that we used.⁷ These answers were not specifically recorded, but might have included such things as advertising messaging via such things as billboards, signs, or phone directories; salesclerk or stranger recommendations; observations of foot traffic to stores; and general awareness of brands or merchants that didn't arise from any particular information source.

⁷ We asked this as an open-ended question allowing respondents to declare whatever sources they felt they relied upon most. We created these categories for their answers and everything else was coded as an "other" source: 1) local print newspaper; 2) local newspaper website; 3) local TV news broadcast; 4) local TV station website; 5) radio (AM/FM or satellite); 6) local government website; 7) 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); 8) internet search engine/search portal; 9) social networking site (such as Facebook or MySpace) or Twitter; 10) mobile phone "app"; 11) mobile phone email or text alert; 12) mobile phone: non-specific (includes search internet on phone); 13) call local government office; 14) word of mouth/friends and family; 15) print news bulletin/newsletter.

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.⁸

Following is the full disposition of all sampled telephone numbers:

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

⁸ Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2010. National Center for Health Statistics. December 2010.

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

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

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

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

Survey Questions

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]

INTUSE Do you use the internet, at least occasionally?

EMLOCC Do you send or receive email, at least occasionally?⁹

	USES INTERNET	DOES NOT USE INTERNET
Current	79	21
December 2010	77	23
November 2010 ⁱ	74	26
September 2010 ⁱⁱ	74	26
May 2010 ⁱⁱⁱ	79	21
January 2010 ^{iv}	75	25
December 2009 ^v	74	26
September 2009 ^{vi}	77	23
April 2009 ^{vii}	79	21
December 2008 ^{viii}	74	26
November 2008 ^{ix}	74	26

INTUSE/EMLOCC continued...

INTUSE/EMLOCC continued...

	USES INTERNET	DOES NOT USE INTERNET
August 2008	75	25
July 2008 ^x	77	23

⁹ 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?"

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May 2008 ^{xi}	73	27
April 2008 ^{xii}	73	27
January 2008 ^{xiii}	70	30
December 2007 ^{xiv}	75	25
September 2007 ^{xv}	73	27
February 2007 ^{xvi}	71	29
December 2006 ^{xvii}	70	30
November 2006 ^{xviii}	68	32
August 2006 ^{xix}	70	30
April 2006 ^{xx}	73	27
February 2006 ^{xxi}	73	27
December 2005 ^{xxii}	66	34
September 2005 ^{xxiii}	72	28
June 2005 ^{xxiv}	68	32
February 2005 ^{xxv}	67	33
January 2005 ^{xxvi}	66	34
Nov 23-30, 2004 ^{xxvii}	59	41
November 2004 ^{xxviii}	61	39
June 2004 ^{xxix}	63	37
February 2004 ^{xxx}	63	37
November 2003 ^{xxxi}	64	36
August 2003 ^{xxxii}	63	37
June 2003 ^{xxxiii}	62	38
May 2003 ^{xxxiv}	63	37
March 3-11, 2003 ^{xxxv}	62	38
February 2003 ^{xxxvi}	64	36
December 2002 ^{xxxvii}	57	43
November 2002 ^{xxxviii}	61	39
October 2002 ^{xxxix}	59	41
September 2002 ^{xl}	61	39
July 2002 ^{xli}	59	41
March/May 2002 ^{xlii}	58	42
January 2002 ^{xliii}	61	39
December 2001 ^{xliv}	58	42
November 2001 ^{xlv}	58	42
October 2001 ^{xlvi}	56	44
September 2001 ^{xlvii}	55	45
August 2001 ^{xlviii}	59	41
February 2001 ^{xliv}	53	47

INTUSE/EMLOCC continued...

INTUSE/EMLOCC continued...

USES INTERNET	DOES NOT USE INTERNET
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How People Get Information About Restaurants and Other Local Businesses

December 2000 ⁱ	59	41
November 2000 ^{li}	53	47
October 2000 ^{lii}	52	48
September 2000 ^{liii}	50	50
August 2000 ^{liv}	49	51
June 2000 ^{lv}	47	53
May 2000 ^{lvi}	48	52

HOME3NW Do you ever use the internet or email from HOME?¹⁰

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	*	--

¹⁰ 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.

Q12 Do you ever... [ROTATE ITEMS]?¹¹

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 ¹²					
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 ¹³					
Current	17	n/a	83	1	0
September 2010	4	1	96	*	0
May 2010	5	2	95	*	0

¹¹ 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.

¹² 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”

¹³ 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]

Note: Those in highlighted line were the ones who are the focus of this report.

	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 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=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...

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)?¹⁴

	<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	--	--

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 ¹⁵				
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	*	--

¹⁴ 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?"

¹⁵ Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

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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 ¹⁶				
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

¹⁶ 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.

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

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

Endnotes

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

ⁱⁱ 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].

ⁱⁱⁱ 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].

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

^v 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].

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

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

^{viii} 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.

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

^x 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]

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- ^{xi} May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251].
- ^{xii} 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].
- ^{xiii} January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252].
- ^{xiv} December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews].
- ^{xv} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xvi} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xvii} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xviii} 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.
- ^{xix} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xx} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xxi} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xxii} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxiii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct. 13, 2005 [N=2,251].
- ^{xxiv} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxv} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxvi} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb. 9, 2005 [N=2,201].
- ^{xxvii} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxviii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxix} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxx} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xxxi} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xxxii} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xxxiii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xxxiv} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xxxv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xxxvi} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xxxvii} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xxxviii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xxxix} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xl} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ^{xli} July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{xlii} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{xliii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{xliv} 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.
- ^{xlvi} 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.
- ^{xlv} 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.

^{xlvi} 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.

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

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

^l December 2000 trend^s based on a daily tracking survey conducted December 2-22, 2000 [N=2,383].

^{li} November 2000 trend^s based on a daily tracking survey conducted November 2, 2000 – December 1 [N=6,322].

^{lii} October 2000 trend^s based on a daily tracking survey conducted October 2 - November 1, 2000 [N=3,336].

^{liii} September 2000 trend^s based on a daily tracking survey conducted September 15 - October 1, 2000 [N=1,302].

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

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

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