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A Closer Look

How people get local news and information in different communities

Depending on the topic, urban residents are more likely to use mobile and online sources; suburbanites are most heavily into social media; and rural residents are more inclined to word of mouth sources

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Summary of Findings

In January, 2011 the Pew Research Center's Project for Excellence in Journalism and Internet & American Life Project, in partnership with the Knight Foundation, conducted a nationally representative telephone survey of U.S. adults exploring local news consumption habits. Overall, the survey indicated that most adults follow what is happening in their local communities and that the local news ecosystem is complex. Rather than relying on one or two main sources of local news, most adults use a wide variety of both traditional and online sources depending on which local topic they are seeking information about.¹

This report reexamines those data with an eye toward how local news consumption practices vary by community type. Specifically, it focuses on the ways residents in large cities, suburbs, small towns and rural areas compare in their levels of interest in local news, the topics they are most interested in, and the sources they rely on to learn about those topics.

The results indicate that from large urban areas to rural communities, Americans often report similarly high levels of interest in news in general, in local news and information, and in national and international news. Moreover, similar percentages of adults report following the specific local topics asked about, regardless of the type of community in which they live.

Still, community differences do emerge in the number and variety of local news sources used, as well as the degree of "local news participation" and mobile news consumption. Many of the differences in local news consumption emerging from these data reflect the varying demographic composition of different community types in the U.S.

Some of the main differences include:

Urban residents: People who live in large cities rely on a wider combination of platforms for information than others and are more likely to get local news and information via a range of digital activities, including internet searches, Twitter, blogs and the websites of local TV stations and newspapers. Urbanites were also those least tied to their communities in terms of how long they lived in the community and how many people they know. They were the least interested of all groups in information about local taxes. At the same time, those who live in large cities, along with suburban residents, are the most likely to be digital "news participators" who email local stories to others, post material on social networking sites, comment on news stories online, or contribute to online discussions on message boards. Also along with suburbanites, they are more likely to get news via mobile devices. Additionally, they are the most likely to rely on local TV news for information about breaking news, weather, crime, politics, and traffic.

¹ See "How People Learn About Their Local Community," available at <http://www.pewinternet.org/Reports/2011/Local-news.aspx>.

Suburban residents: Those who live in suburban communities are more likely than others to rely on local radio as a platform (perhaps because of relatively longer commuting times); they are more interested than others in news and information about arts and cultural events; and they are particularly interested in local restaurants, traffic, and taxes. Like urbanites, they are heavy digital participators who comment and share the news. These suburban residents rely mainly on the internet for information about local restaurants, businesses, and jobs. They look to television news for weather and breaking news.

Small town residents: Along with rural residents, people who live in smaller towns are more likely to rely on traditional news platforms such as television and newspapers to get local news; newspapers are especially important to them for civic information. Small town Americans prefer the local newspaper for a long list of information—including local weather, crime, community events, schools, arts and culture, taxes, housing, zoning, local government and social services. Residents of smaller towns are also the most likely to worry about what would happen if the local newspaper no longer existed.

Rural residents: Those who live in rural communities generally are less interested in almost all local topics than those in other communities. The one exception is taxes. They are also more reliant on traditional platforms such as newspapers and TV for most of the topics we queried. And they are less likely than others to say it is easier now to keep up with local information.

It is important to note that the choices about information acquisition are not necessarily the same in all communities. For instance, it might be the case in rural areas that the local newspaper and broadcast outlets are not online or have a very limited online presence and that is a determinant in whether residents get local information online or not. Our survey asked what consumers do in terms of information acquisition and what sources they “rely on.” It did not ask what they *could* do—that is, what information and sources are available in their communities. In many respects— but not all respects— people generally want similar types of news and information. In some communities, they have many choices and are quite deliberate in which platform they use to get which kind of information. In other communities, they have fewer choices.

Across the four community types, residents report similarly high levels of general interest in news, attention to local news, and interest in most specific local topics

The percentage of Americans who indicate they enjoy keeping up with the news 'a lot' ranges from 53% to 60% across the four community types, and similar percentages follow international news closely regardless of what is happening (ranging from 54% to 58%). More residents in all community types follow local news this closely, with percentages ranging from 68% in large cities to 73% in rural areas. Interest in national news is highest among suburban residents, with three quarters (74%) following closely regardless of what is going on, compared with two-thirds (67%) of residents of other types of communities.

Across the four community types, residents also report similarly high levels of interest in most of the 16 specific local topics asked about

The survey asked a nationally representative sample of adults whether they ever get news and information about 16 different local topics.

For 11 of 16 local topics that we queried, there are no statistically significant differences in interest level across residents of different community types. The five local topics for which interest levels differ are arts and culture, restaurants, traffic, taxes, and housing. Residents of suburban communities show the highest interest level in all five of these topics, while rural residents show the lowest interest level on all but taxes. In the case of taxes and tax issues, residents of large cities are the least likely to say they follow the topic.

Residents of different community types differ in the sources they rely on for their local news

Residents of large cities, who on the whole skew younger and are more mobile than populations living in other community types, are most likely to stay informed about local topics that interest them through a combination of online and traditional sources. They are particularly likely to get local news through internet searches, Twitter, blogs, and websites of TV and newspapers. In contrast, small city (31%) and rural (34%) residents are more likely than those in larger cities (21%) and suburbs (16%) to rely solely on “traditional” forms of media for their local news such as local print newspapers and broadcast television.

Suburban residents are distinct in their higher dependence on local radio (likely due to longer commutes to work), while small city and rural residents stand out in their reliance on word of mouth for some types of local information.

Urban and suburban residents on average use more sources of local news than their small town and rural counterparts and are more likely to consume local news on mobile devices

In an average week, residents of large cities and suburbs use *more* sources of local information than others. On average, residents of large cities and suburbs use just under four sources per week (3.63 and 3.72, respectively) compared to those in small cities or towns and rural areas who use closer to three sources per week (3.31 and 3.28, respectively). In addition, more than half of urban (53%) and suburban (57%) residents get some kind of local news or information via cell phone or tablet computer compared with 45% of small city and 35% of rural residents.

The most active “local news participators” also tend to reside in suburban and urban communities

Suburban residents are more likely than any of the other groups (53% vs. 45% large city, 36% small city, 32% rural) to actively participate in local news and large city residents are more likely than small city or rural residents to be classified as local news participators, meaning they email local stories to others, post news or information about the local community on social networking sites or Twitter, comment on local stories they read online, contribute to online discussions on message boards about the local community, and the like.

Rural residents are the least likely to say it is “easier” to keep up with local news and information today than it was five years ago

Residents of large cities (59%), suburbs (60%) and small towns (55%) are more likely than those in rural communities (46%) to say it is “easier” to keep up with local news and information today than it was five years ago. Yet at the same time, residents of large cities are the least willing to pay for local news content through a paid subscription to a local newspaper (22% vs. 40% suburbs, 33% small towns, 37% rural).

These are just some of the findings about Americans from different communities as identified in a survey conducted by the Pew Research Center’s Project for Excellence in Journalism and Internet & American Life Project, in partnership with the Knight Foundation. The nationally representative phone survey of 2,251 adults ages 18 and older was conducted January 12-25, 2011 and included 750 cell phone interviews.

Community Profiles

Before examining in depth the local news consumption patterns in different types of communities, it is critical to describe the key demographic differences across their populations. Analysis shows that residents of different size communities differ on a variety of demographic, attitudinal, and behavioral measures included in the survey, many of which may be directly related to residents' interest in local news and how they use various media to keep up with local topics of interest to them. Thus, in order to put local news consumption findings in context, community profiles highlighting key demographic, attitudinal and technology-related behavioral differences across the four community types are presented below.

Distribution across community types

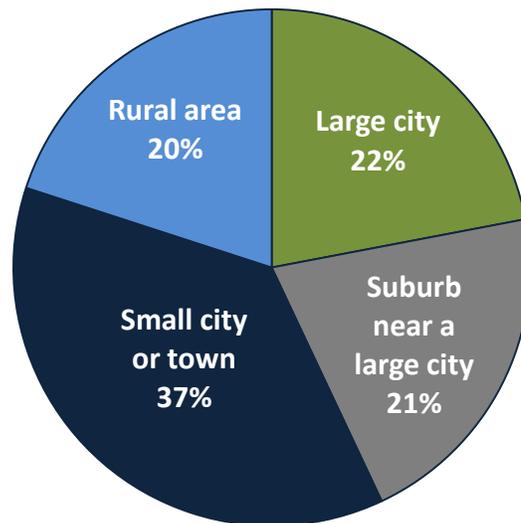
The community designations that form the basis of this report are self-reported by survey respondents. Specifically, the survey posed the following question:

Which of the following best describes the place where you now live...a large city, a suburb near a large city, a small city or town, or a rural area?

In response to this question, more than one-third (37%) describe their community as a small city or town while roughly two in 10 say they live in each of the other three community types.

What Type of Community Do You Live In?

% of adults who describe the place where they now live as a...



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points.

Significant demographic differences across community type

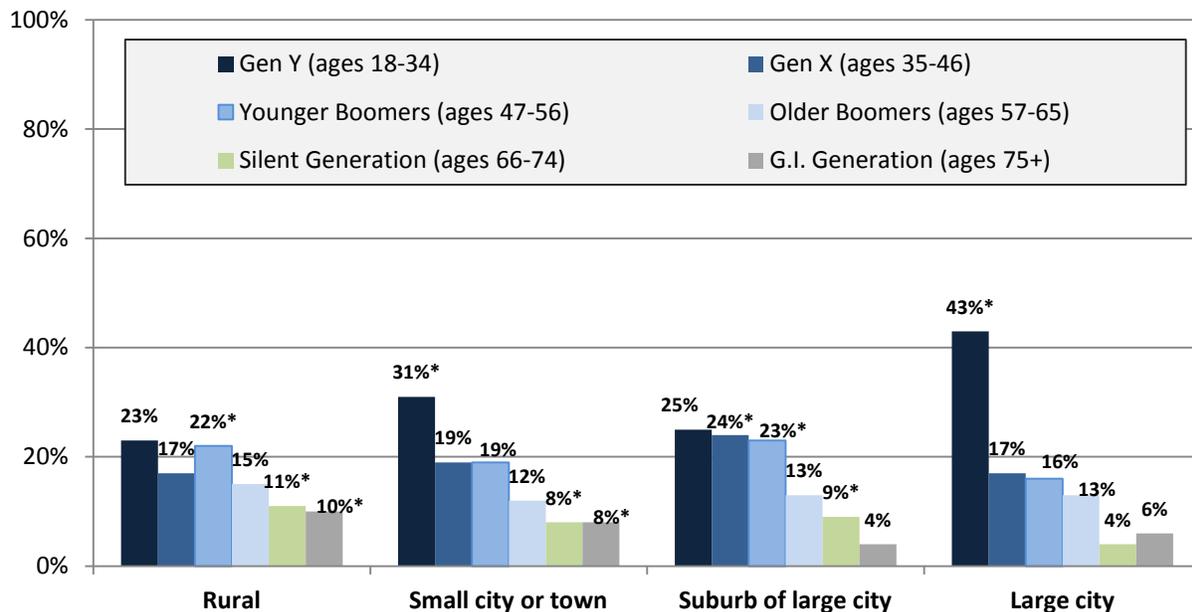
Age of the population is one of the most significant differences across community types. Urban populations skew much younger than those of other types of communities. One-third of urban residents are between 18 and 29 years of age, compared with two in 10 or fewer in each of the other types of communities. More than four in 10 large city residents are “Generation Y” (ages 18-34), which is significantly higher than the proportion of young adults living in other types of communities.

At the other end of the age spectrum, rural community residents tend to be older than those living in more populated areas. In rural areas, half (51%) of the residents are ages 50 or older, including 21% who are 65 or older. In other types of communities, the proportion of residents ages 50 and older is closer to 40% or less. In addition, 26% of rural residents are retired, compared with 20% or fewer residents of other types of communities.

Suburban and small town populations are more evenly distributed across age groups and generations, though populations of small cities and towns skew younger than suburban areas. Next to large cities, small cities and towns have the highest proportion of Generation Y residents.

Generation Y Predominates in Large Cities and Small Cities or Towns

% of each community type's population from each generation



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews conducted in English and Spanish. Margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Gender distinctions across community types are small, though urban and rural communities skew slightly male (52% and 53% male, respectively). Suburban and small city/town populations, on the other hand, are disproportionately female (53% and 55% female, respectively).

Suburban residents stand out in their higher education and income levels relative to other types of communities. Suburban residents are the most educated and have the highest reported household income of the four community types. Four in 10 (42%) have a four-year college degree or greater, compared with 30% or fewer in the other three community types. Moreover, 37% report an annual household income of \$75,000 or more, much higher than the 20% or fewer residents in other communities reporting that level of income.

In terms of the racial/ethnic makeup of the different populations, rural communities are disproportionately white (82%), while large cities have the highest proportion of both African-American (19%) and Hispanic (22%) residents.

Demographic makeup of different community types

<i>% of each population in each demographic category...</i>	Large City N=403	Suburb Near Large City N=475	Small City/Town N=865	Rural Area N=490
Gender				
Male	52%*	47%	45%	53%*
Female	48	53	55*	47
Race/Ethnicity				
White, non-Hispanic	49	73*	69*	82*
Black, non-Hispanic	19*	11*	10	7
Hispanic	22*	9*	14*	5
Other race, non-Hispanic	8*	6	5	4
Household Income				
Less than \$30,000	35*	18	36*	31*
\$30,000-\$49,999	18	13	14	16
\$50,000-\$74,999	11	17	10	12
\$75,000+	19	37*	18	20
Education level				
Less than high school	11*	6	17*	14*
High School graduate	31*	24	32*	41*
Some college	27	29*	23	26
College graduate+	30*	42*	27*	18

Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews conducted in English and Spanish. Margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Finally, while residents of each of the four types of communities report attending religious services with the same degree of regularity, their political makeup is quite varied. While large city residents are the most likely to describe themselves as Democrat and politically liberal, residents of small cities/towns are the most likely to identify themselves as politically Independent. Suburban populations skew Republican, as do rural communities. Rural residents are also most likely to say they are politically conservative.

Party Identification, Ideology and Religiosity

<i>% of population in each category...</i>	Large City N=403	Suburb Near Large City N=475	Small Town/City N=865	Rural Area N=490
Party ID				
Republican	21%	29%*	24%	31%*
Democrat	39*	31	28	27
Independent	30	30	37*	31
Political Ideology				
Total Conservative	33	33	36	46*
Moderate	31	38*	32	27
Total Liberal	27*	22	21	18
Religious Service Attendance				
Weekly or more	37	36	37	40
Monthly/Yearly	33	36	31	30
Seldom/Never	29	27	30	29

Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews conducted in English and Spanish. Margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Tech use among residents of different community types

Residents of suburban communities are the most technologically “plugged in.” They are most likely to have a computer, a tablet computer such as an iPad, or a cell phone, and along with urban residents have highest rates of internet and social network site use. Large city residents are second to suburban residents in their rates of computer and cell phone ownership, and are the most likely of all four community types to be Twitter users.

Small town populations fall behind urban and suburban populations but ahead of those living in rural areas in terms of tech gadget ownership and internet use. Not surprisingly, rural residents are the least technologically engaged of the four groups, being least likely to own a computer or cell phone, or to use the internet or social networking sites.

Urban and suburban dwellers are most likely to have electronic devices

<i>% of each group who....</i>	Large City N=403	Suburb Near Large City N=475	Small Town/City N=865	Rural Area N=490
Have a cell phone	88%*	92%*	81%	77%
Use the internet and/or email	82*	91*	74	71
Have a laptop or netbook computer	61*	68*	54*	45
Have a tablet computer	7	13*	6	5
<i>% of internet users in each group who....</i>	Large City N=325	Suburb Near Large City N=432	Small Town/City N=639	Rural Area N=354
Use social networking sites	66%*	64%*	60%	55%
Use a geo-location service	20	15	15	17
Use Twitter	16*	9	8	8

Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Community involvement across different community types

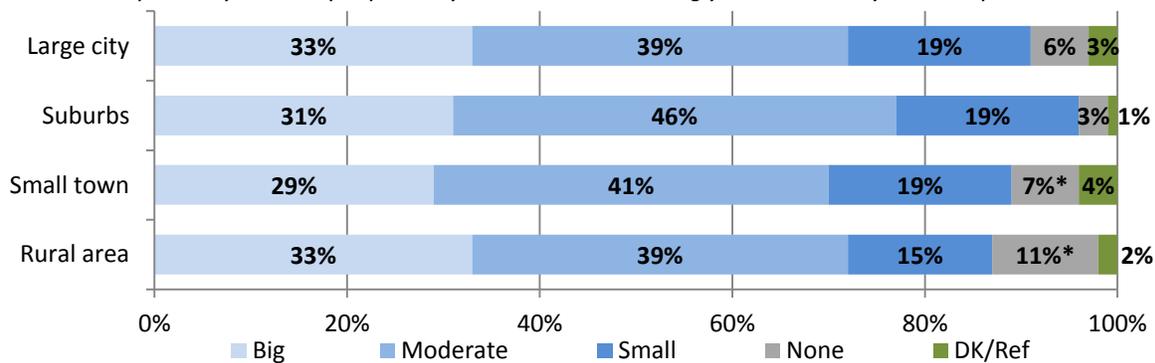
Residents of rural areas reveal the strongest community ties as measured by their longevity in the community and the fact that they report knowing “all” of their neighbors. They are more likely than residents of other community types to have been in the same community either “all of their lives” or more than 20 years (43% vs. 24% large city, 23% suburbs, 28% small town/city) and they are the most likely of the four groups to know “all” of their neighbors (40% vs. 19% large city, 27% suburban, 28% small town/city).

Large city residents are the least attached to their communities, and are most likely to have lived in their community only a short time and report knowing “none” of their neighbors. Large city residents are also the most likely to express ambivalence about where they live by describing their community as a 'fair' or 'poor' place to live.

Suburban residents are more positive about their communities and confident in their ability to impact their local area than some of the other community groups. Those living in the suburbs are most likely to rate their community as an “excellent” or “good” place to live, and to say they can have a “big” or “moderate” impact in making their community a better place to live. Rural residents are least likely to feel they can positively impact their community.

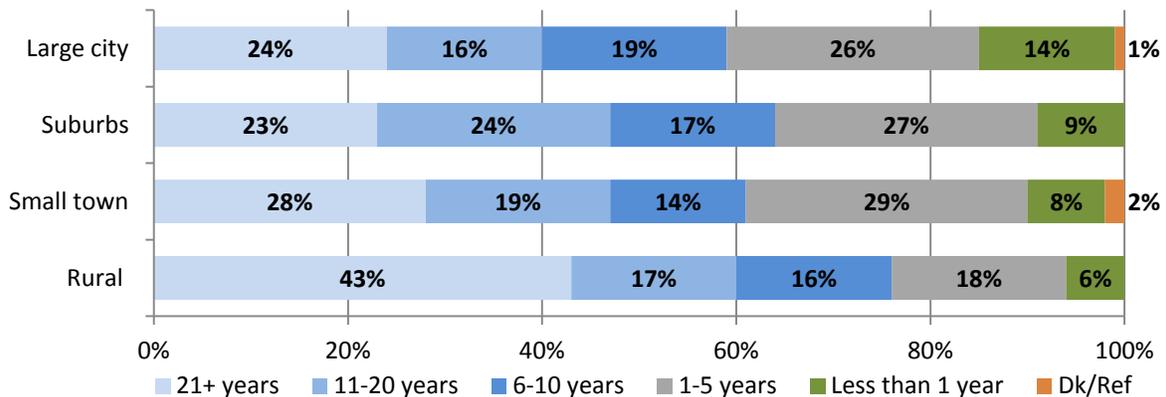
Suburban residents are most likely to believe they can have a positive impact on their community

How much impact do you think people like you can have in making your community a better place to live?



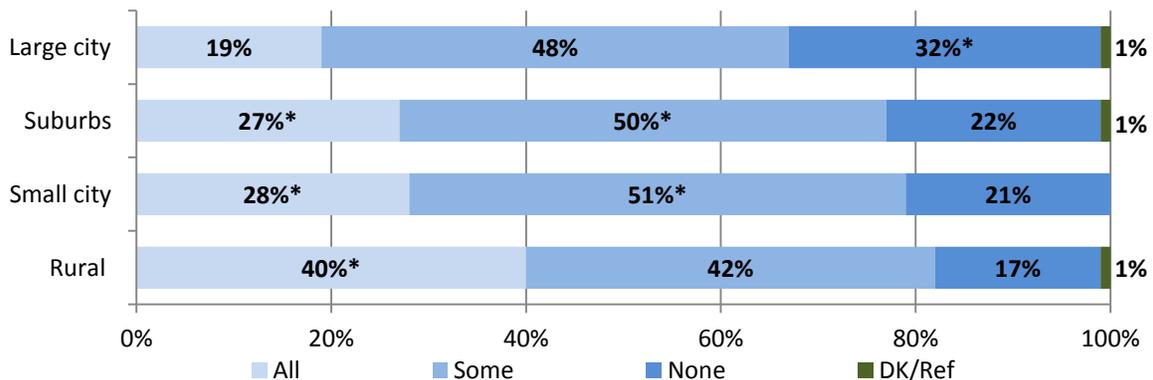
Rural residents are most likely to be long-term members of their community

About how long have you lived in the neighborhood where you live now?



Rural residents are most connected to their neighbors

Do you happen to know the names of your neighbors who live close to you, or not? Do you know all of them or only some of them?



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Snapshot: Community Profiles



Large City

- Population skews male
- One-third are between 18 and 29 years of age
- More than four in ten are Generation Y
- Highest proportion of African-American and Hispanic residents
- Tend to describe themselves as Democrat and liberal
- Most likely to rate their community a 'fair' or 'poor' place to live
- Most likely to have lived in their community less than one year
- Most likely to report knowing "none" of their neighbors
- Second to suburban residents in most tech use measures
- Most likely to use social network sites and Twitter
- More likely than all but suburban residents to get local news on a mobile device such as a cell phone or iPad



Suburb Near Large City

- Disproportionately female population
- Fairly evenly distributed across age groups
- Stand out with the highest education and income levels
- Most likely to have a college degree
- Most likely to have an annual household income of \$75,000 or more
- Tend to describe themselves as Republican and politically moderate
- Most confident in their ability to positively impact their community
- Most likely to rate their community an "excellent" or "good" place to live
- Most technologically "plugged in"
- Most likely to own a computer, tablet computer, or cell phone
- Highest rate of internet and social network site use
- Most likely to get local news on a mobile device



Small City or Town

- Very diverse in demographic characteristics, community connections and technology use
- Stand out on only a few measures
- Disproportionately female population
- More likely than those in larger communities to be 65 or older
- After large cities, have highest proportion of Gen Y residents
- Highest percentage of residents who describe themselves as political Independents
- Middle of the road in views of their community, connections to their community and perceived ability to make community change
- Fall behind larger communities but ahead of rural residents in ownership of tech gadgets, internet use, and use of mobile devices to get local news



Rural Area

- Disproportionately male population
- About half of the residents are age 50 or older, including 21% who are 65 or older
- One-quarter are retired
- Eight in ten residents are white, the largest percentage of any community type
- Tend to self-describe as Republican and politically conservative when compared with more populated communities
- Strongest community ties as evidenced
- Most likely to have lived in the community "all their lives" or more than 20 years
- Most likely to say they know "all" of their neighbors
- Least technologically engaged of the four groups
- Least likely to own a computer or cell phone
- Least likely to use the internet or social networking sites

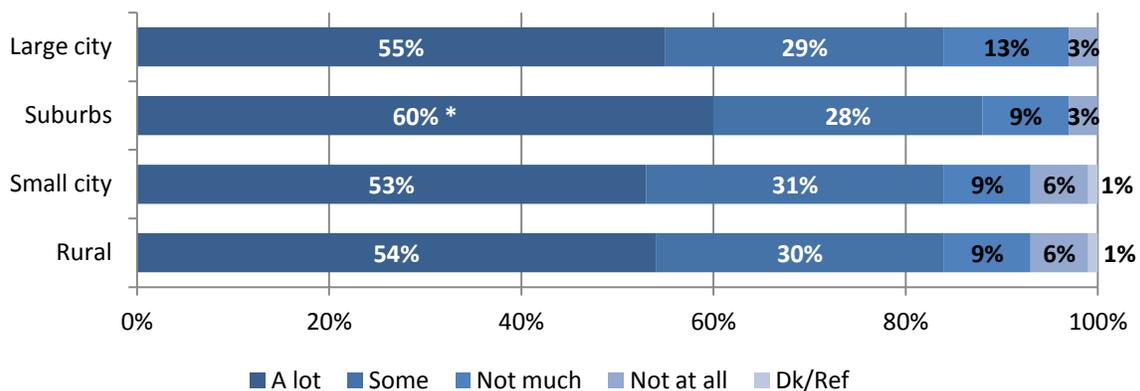
General news interest across different community types

Americans in different types of communities across the U.S. are similar in their overall interest in keeping up with the news, and show no significant differences in their interest in following local or international news specifically. More than half of Americans, across all communities, indicate they enjoy keeping up with the news 'a lot' (ranging from 53% in small cities to 60% in suburban communities). Similar percentages in all communities say they follow international news closely regardless of what is happening (ranging from a low of 54% in rural communities to 58% in large cities). Interest in national news is significantly higher among suburban residents than other populations, with three-quarters (74%) following national events closely regardless of what is going on, compared with 67% in all other communities.

Interest in local news is also consistently high across different community types. Two-thirds or more of the residents across all types of communities report following local news closely even when nothing important is happening. The lowest level of local news interest is in large cities, where 68% of residents say they keep up with local news regularly. The highest level is in rural areas, with 73% following local events.

Residents across all community types enjoy keeping up with the news

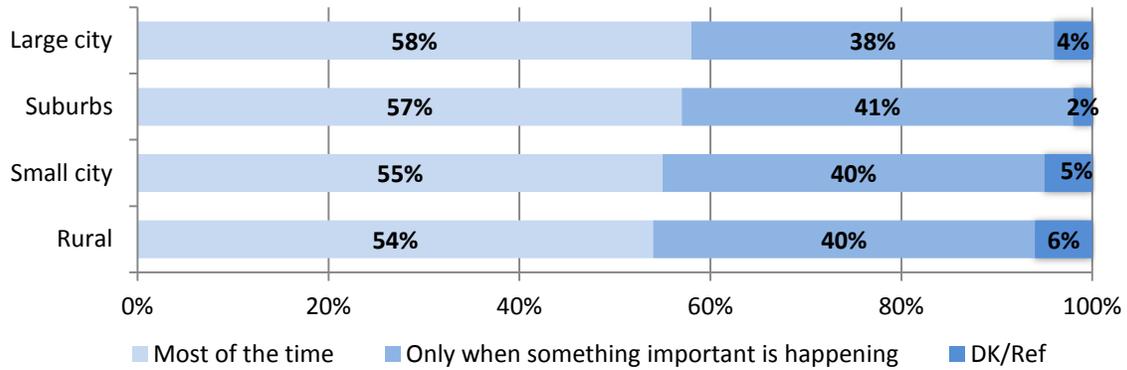
In general, how much do you enjoy keeping up with the news – a lot, some, not much, or not at all?



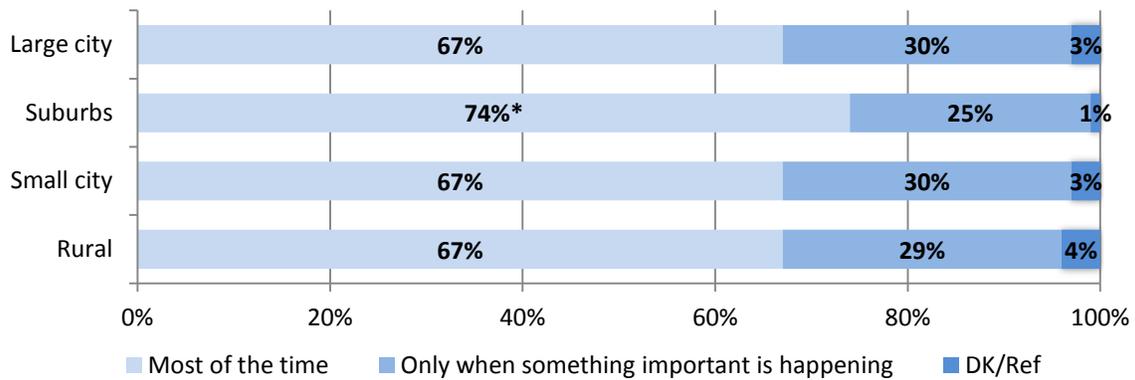
Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Suburban residents are most likely to follow national news, but on local and international news interest there is little difference across communities

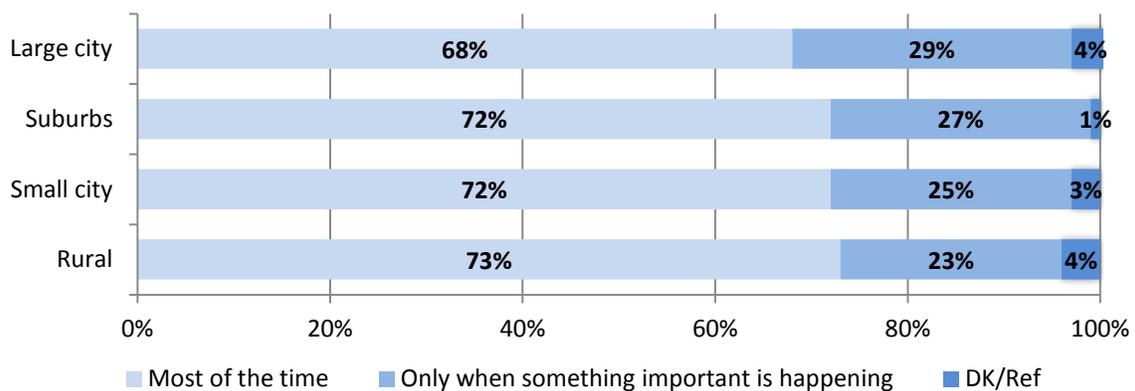
*I follow **international** news closely...*



*I follow **national** news closely...*



*I follow **local** news closely...*



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

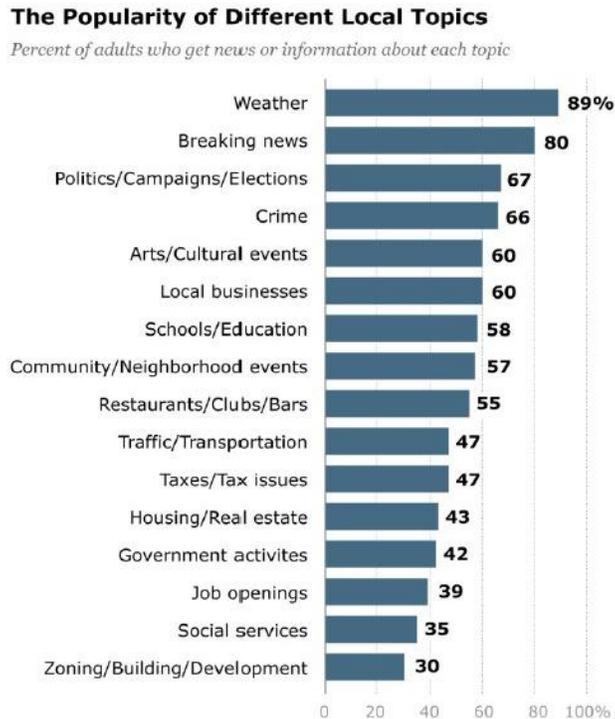
Moreover, residents of these different types of communities are similar in their broad views of the local news environment. There are no statistically significant differences across community types in residents' preference for a favorite source of local news or in perceptions of how well local news sources provide them with the information they need. Overall, more than half (55%) of adults have a favorite source of local news (this ranges from 53% of rural residents to 58% of urbanites).

On the whole, majorities of adults in all community types report that their local news sources provide all or most of the information that matter to them. Overall, among all adults, about one-third (31%) say local news sources provide *all* of the information that matters to them, with an additional 58% saying these sources provide at least *some* of the information they care about (total for the two response categories of 89%). Across different types of communities, results for these two responses combined vary very little, from a low of 87% in rural areas to a high of 91% in large cities, with no significant differences across community types.

However, while slight majorities of residents of large cities, suburbs and small towns all report finding it *easier* to keep up with local news and information today than it was five years ago, their rural counterparts are significantly less likely to hold this view. While slightly less than half of rural residents (46%) say it is easier today to keep up with local news, the same is true of 59% of large city residents, 60% of adults in the suburbs, and 55% of adults living in small cities and towns. This may be due, in part, to the rural Americans' reliance on traditional media for gathering news and information. And it might also reflect the relatively limited access their community has to broadband and/or the relative newness of broadband availability. This is discussed below.

Local topics of interest among residents of different communities

In this survey, we asked respondents about whether they followed 16 different news and information topics. The chart below shows their general interest in these topics:



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

Among all adults, survey data indicated that the most closely followed local topics are weather, breaking news, politics, and crime, all followed by a solid majority of two-thirds or higher. Slightly less popular, but still with a sizeable following of half or more of adults, are arts and culture, local businesses, schools and education, community and neighborhood events, restaurants, taxes, and traffic. Fewer survey respondents follow local news about housing, local government activity, job openings, social services, or zoning. Roughly four in 10 adults or fewer follow these latter local topics.²

In most cases, residents of the four different types of communities do not differ in the local topics they follow. For 11 of 16 local topics asked about, there were no statistically significant differences across community type in the percent of residents who follow each topic.

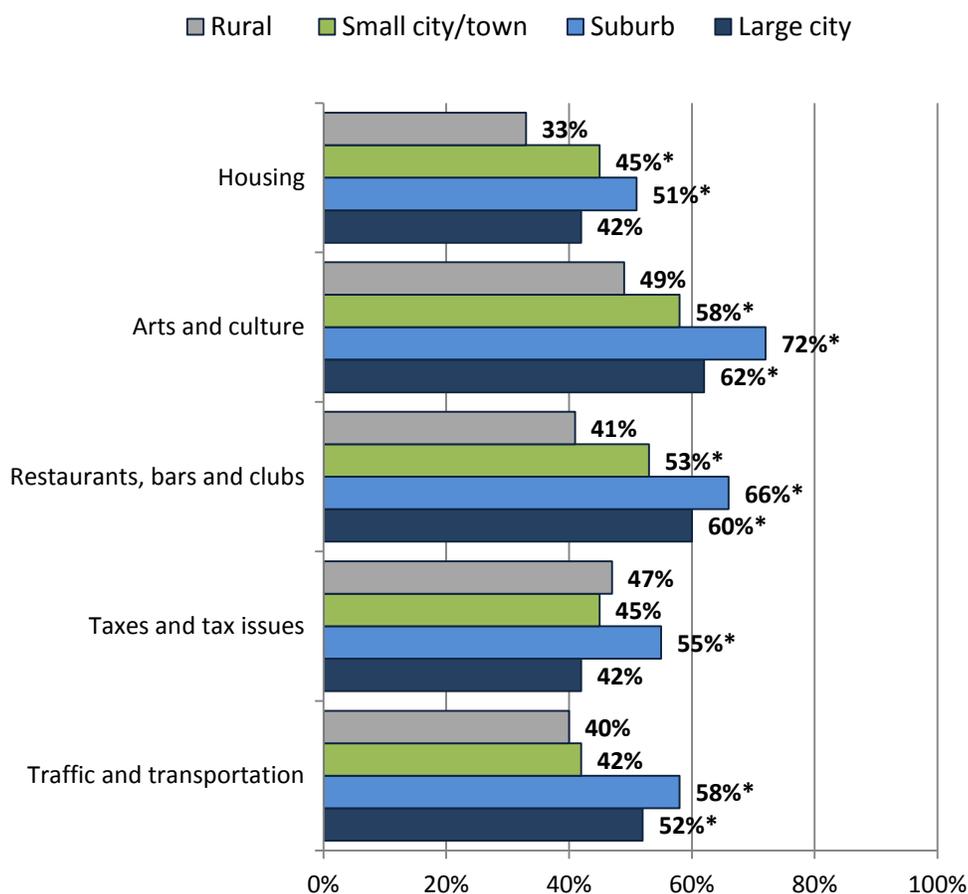
² See "How People Learn about Their Local Community" available at <http://pewinternet.org/Reports/2011/Local-news.aspx>.

But there are differences by community type in five of the local news topics we surveyed—arts and culture, local restaurants, traffic, taxes, and housing. With the exception of taxes, rural residents are less likely to follow all of these topics. What is unclear is whether rural residents are less likely to follow these topics because of less intrinsic interest or because these activities are less common or less relevant in their rural community than is the case in urban or suburban communities. Presumably, the latter would offer more choices in these arenas, and would garner more local coverage.

Suburban residents stand out as the most likely to follow news about local tax issues as well as local arts and culture.

Only five out of 16 local topics show different levels of interest by community type

% of each group who follow each topic...



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

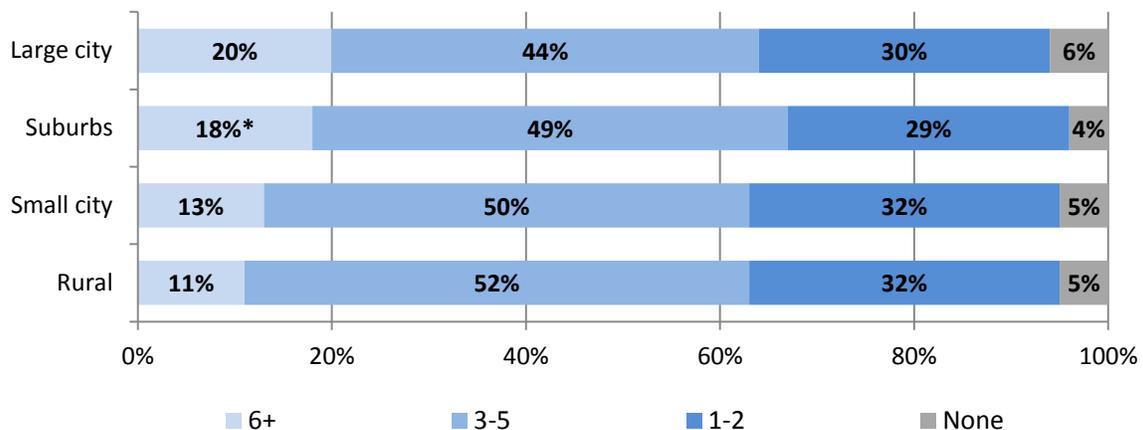
Local news sources used across different community types

Number of sources used to follow local topics

Residents of large cities and suburbs use more local news sources each week than do residents of other types of communities. Among suburban and urban populations, about two in 10 residents (20% large city, 18% suburbs) report using six or more sources of local information each week. That figure is about one in 10 among residents of small cities (13%) and rural areas (11%). Moreover, residents of large cities and suburbs use a higher number of local news sources per week (3.6 and 3.7 respectively) than those living in small cities/towns or rural areas (average of 3.3 for each).

Residents of large cities and suburbs use more local news sources each week

Number of local news sources used at least weekly...



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

Sources of local information used at least weekly

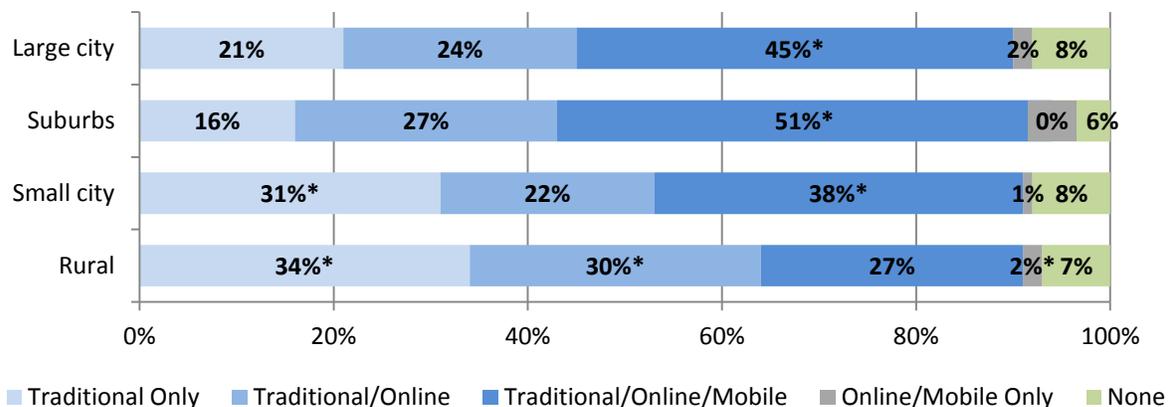
Urban and suburban residents also use a wider *variety* of local news sources on a regular basis. Close to half of urban (45%) and suburban (51%) residents use a combination of traditional, online *and* mobile local news media to get their local news, compared with 38% of those living in small cities and 27% of rural residents.

Taken together, small city/town and rural residents are more likely than those in larger cities and suburbs to rely solely on traditional forms of media for their local news. Roughly three in 10 residents in these less populated locales rely exclusively on traditional sources of information such as print newspaper and local television broadcasts (31% and 34%, respectively), compared with 21% of residents

of large cities and 16% of those living in suburban communities. This fact may be driven by the tastes of small city and rural residents and might also be affected by the fact that at least in some smaller communities the number of new information sources are limited.

Small town and rural residents more likely to stick with traditional media

Types of local news sources ever used...



Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

While overall, large city residents are among the most likely to use a combination of all three major types of local news media, they are at the same time the *least* likely to use some specific traditional sources of local information such as print newspapers and broadcast TV news. Instead, urban residents tend to use online sources of local information such as internet searches, Twitter, blogs, and websites of TV and newspapers. Rural residents, in contrast, are the *least* likely to look to online sources of local news, not surprising, given their lower tech use relative to other populations.

Urban residents' reliance on a greater number and diversity of local news sources may result from the fact that urbanites tend to be younger and more tech savvy than their rural counterparts, offering them more avenues through which to gather news and information. Although internet use is widespread across residents of all community types, residents of large cities and suburbs are more likely than those in small cities or rural areas to use the internet. Those in large cities are also more likely to use Twitter than others and rural residents are less likely than those in large cities or the suburbs to be social network users.

Among other findings of note, suburban residents get local information from the radio more than residents in smaller cities (55% vs. 46%). And word of mouth is a more widely used source of local information in both small cities and rural areas than in suburban communities.

Sources Used for Local Information at Least Weekly*

<i>% of each group who get local information from each source at least weekly...</i>	Large City N=403	Suburb Near Large City N=475	Small Town/City N=865	Rural Area N=490
Traditional sources				
Local television news broadcast	65%	75%*	72%*	72%*
Word of mouth from friends, family, co-workers, neighbors	53	50	58*	58*
Local radio broadcast	50	55*	46	50
The PRINT version of a local newspaper	34	40	42*	41
Print newsletter about your local community	8	9	10	9
Online sources				
An internet search using a search engine such as Google or Bing	58*	55	48	53
A person or organization you follow on twitter	42*	31	40*	11
Website of a local newspaper	31*	27*	22	20
Website of local television news station	27*	23	21	22
Person or organization you follow on a social networking site	22	25	19	28*
Some other website dedicated to your local community	17*	10	13*	8
Website of a local radio station	13	10	11	10
Email newsletter or listserv about your local community	10*	11*	8	5
Blog about your local community	9*	3	4	2

* Each of these calculations covers just the people who get this kind of news/information, not all the residents of these different community types

Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

How do local newspapers fare in different communities?

There is little difference across residents of different communities in their commitment to their local newspaper or in the impact they anticipate if their local newspaper did not exist. Small city/town residents are most likely (61%) and large city residents least likely (54%) to say there would be an impact

if their local newspaper no longer existed, with suburban (59%) and rural (56%) residents falling somewhere between. Large city residents also show less willingness than those in other communities to pay for local news content. They are less likely than residents of any other type of community to have a paid subscription to a local newspaper (22% vs. 40% suburbs, 33% small city, 37% rural), and currently have the lowest level of reported readership on a weekly basis (34% vs. 40% suburbs, 42% small city, 41% rural) . This might stem, in part, from the fact that urban residents have more choices for getting access to information and might need to depend less on a paid-for newspaper to get the material they want.

Putting it all together: How residents in different kinds of communities follow specific local news topics

Taking into account the fact that residents of different community types differ in the local news sources they use in general (with large city residents more likely to use non-traditional forms of media and those in rural areas relying more heavily on traditional forms such as local print newspapers and television broadcasts), this section explores which sources are used to follow specific local types in these different community types.

Large cities

Overall, large city residents prefer non-traditional online sources when getting information about four of the 16 local topics asked about. These urbanites prefer a combination of both traditional and non-traditional media for four additional topics, and for the remaining eight topics rely on more traditional forms of media like print newspapers and television broadcasts. Specifically:

- The Internet is large city residents' top local news source when getting information about local restaurants (40%), other local businesses (38%), housing issues (22%), and schools (28%)
- A combination of Internet and either print newspaper or television news are the top sources cited by urban residents for following news about local jobs, arts and culture, community events, and taxes
- Television news is urban residents' preferred source for information about local breaking news (55%), weather (54%), crime (30%), politics (30%), and traffic (21%)
- A combination of traditional forms of media is preferred by urban residents to track information on zoning, social services, and local government issues

Rural areas

In contrast to urban residents, those who live in rural areas are more tied to traditional forms of media for keeping up with local topics of interest. Rural residents follow 12 of 16 topics mainly via traditional media such as print newspapers and local television news, and the remaining four topics through a combination of traditional and non-traditional local news sources. Specifically:

- Print newspapers are the preferred source among rural residents for following community events (28%), crime (41%), taxes (22%), local government (26%), arts and culture (26%), jobs (21%), zoning (19%), and social services (18%)
- Television news is rural residents' preferred source for local breaking news (55%), weather (64%), politics (34%), and traffic (20%)
- Rural residents rely on a combination of traditional and non-traditional sources for gathering information about local restaurants, other businesses, housing, and schools

Suburbs of a large city

Residents of suburban areas rely on a variety of both traditional and non-traditional local news sources to keep up with local topics. Specifically:

- Suburban residents rely mainly on the internet for following local restaurants (38%), other businesses (30%), and local jobs (22%); they look to television news for weather (54%), and breaking news (62%)
- This group prefers to follow traffic news via television and radio
- Suburbanites rely mostly on local newspapers to follow local crime (35%), taxes (25%), schools (24%), local government (22%), community events (21%), zoning (18%), and housing (25%)
- Finally, this population relies equally on the local newspaper and local television for information about social services (9% television, 9% newspaper), arts and culture (newspaper 28%, television 24%), and politics (television 26%, newspaper 25%)

Small city/town

In small cities and towns, the sources used for following specific local topics are similar to that in rural areas, with fairly heavy preference for traditional sources such as local newspapers and television. These small town residents rely on local television and newspapers to follow 13 of the 16 topics asked about.

- This population prefers the local newspaper for information about the local weather (59%), crime (43%), community events (30%), schools (25%), arts and culture (25%), taxes (24%), housing (21%), zoning (18%), local government (19%), and social services (14%)
- They rely most on television news for local breaking news (53%)
- Small city/town residents rely fairly equally on a combination of traditional sources for traffic and local politics
- For the remaining three topics, small town residents prefer to use the internet (restaurants) or a combination of the internet and more traditional sources (local businesses, jobs)

Leading edge local news consumers: Digital “News participators” and mobile news consumers

Survey respondents were asked if they ever engaged in any of eight online activities related to the consumption of local news content. These items included:

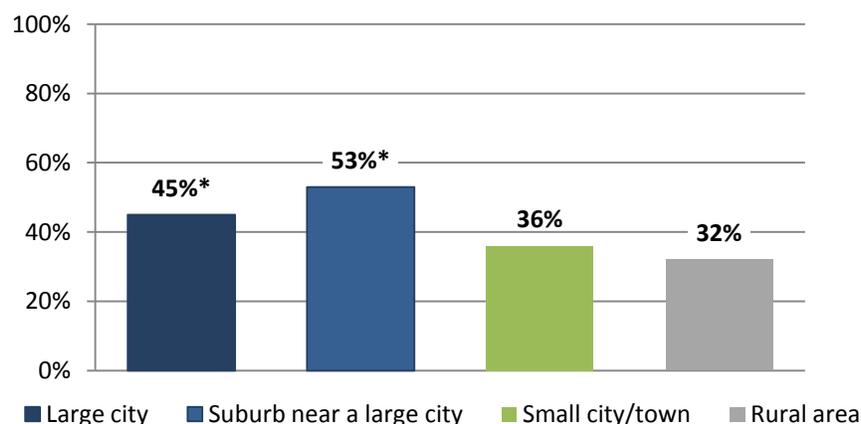
- emailing a link to a local news story or local news video to someone,
- posting news or information about the local community on a social networking site or Twitter,
- commenting on a local news story or local blog online,
- customizing a homepage to include favorite local information or news source or topic,
- contributing to online discussions or message boards about the local community,
- tagging local news content, or
- contributing an article, opinion piece, picture, or video about the local community to an online news site

Respondents who said yes to at least one of these activities are classified as a 'local news participator.' Fully 41% of all adults fall into this category.

Suburban residents are more likely than any of the other groups to actively participate in the local news environment, followed by residents of large cities. About half of suburban residents (53%) have participated in some way in sharing or creating local news or information, and 45% of large city residents have taken some action that classifies them as local news participators. In comparison, about one-third of small city or rural residents have participated in one of these activities.

Residents of large cities more likely to actively participate in local news

% of each group who are “news participators”...

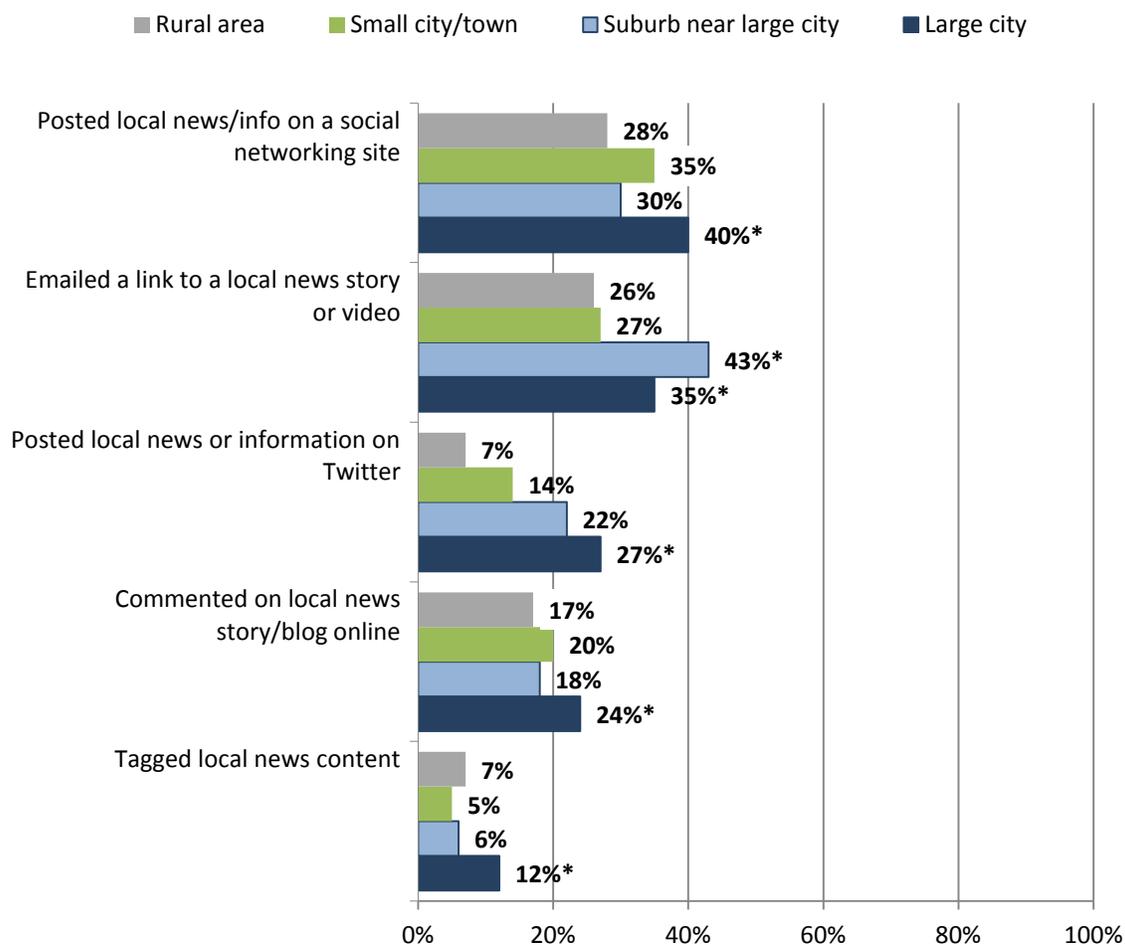


Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

On most of the individual items included in the local news participation measure, large city residents are the most likely to say they have engaged in the activity and rural residents are the least likely. Residents of different types of communities, however, do not differ in the extent to which they contribute their own articles, opinion pieces, or videos about local issues, in their participation in online discussions or message boards, or in customizing a homepage for local news content.

Residents of large cities are more likely to actively participate in local news

% of each group who have...



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Use of mobile devices (cell phones or tablet computers) to gather news or information online about the local community, local traffic, restaurants and the like is more common among large city and suburban

residents than among those in smaller cities or town or rural areas. Overall, more than half of urban (53%) and suburban (57%) residents use a cell phone or tablet computer to get some kind of local news or information online, compared with 45% of small city and 35% of rural residents.

Looking at specific types of mobile news consumption, six in 10 large city and suburban residents use mobile devices to find a local restaurant, compared with half or fewer residents of small cities/towns or rural areas. Those living in the suburbs are most likely to use mobile devices to get coupons or discounts for local stores, while large city residents are most likely to use their mobile devices to get information on local traffic or transportation.

Mobile local news consumption

<i>% of each group who use a cell phone or iPad to....</i>	Large City N=235	Suburb Near a Large City N=309	Small City/Town N=419	Rural Area N=211
Check local weather	63%	66%	60%	61%
Find local restaurants or other businesses	60*	63*	51	42
Go online for information or news about community	49*	45	44	38
Get information about local traffic or transportation	40*	34	29	29
Check local sports	37	39	33	33
Get or use coupons or discounts for local stores	25	37*	25	26
Get news alerts about local community	24	23	21	22
Have cell phone apps for local news/information	27*	21*	18*	9
Do any of the above	53*	57*	45*	35

Source: The Pew Research Center's Internet & American Life Project Local News Survey, January 12-25, 2011. N=2,251 adults, ages 18 and older, including 750 cell phone interviews. Interviews were conducted in English and Spanish. The margin of error for the total sample is plus or minus 2.4 percentage points. An asterisk (*) indicates a significant difference at the 95% confidence level.

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 on 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.³

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
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:

³ 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.

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

Final Topline

1/28/11

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)⁴

	<u>CURRENT</u>		<u>DEC 2010ⁱ</u>	<u>KNIGHT 2002ⁱⁱ</u>	<u>KNIGHT 1999ⁱⁱⁱ</u>
%	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 ⁵	1	*	*
	1	(DO NOT READ) Refused	*	--	--

⁴ 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?"

⁵ For this question and many others throughout the topline, results for "Don't know" often reflect combined "Don't know" and "Refused" percentages. Beginning November 2008, DK and REF are reported separately where available.

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

	<u>CURRENT</u>		<u>DECEMBER 2010</u>	<u>AUGUST 2008^{iv}</u>	<u>KNIGHT 2002</u>	<u>KNIGHT 1999</u>
%	31	Big	30	29	33	28
	41	Moderate	34	39	40	46
	18	Small	22	19	19	18
	7	No impact at all	10	10	5	7
	2	Don't know	2	3	3	2
	1	Refused	1	--	--	--

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

	<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.]⁶

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	--	--	--	--

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

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

	<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	--	--	--	--

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?⁷

	<u>USES INTERNET</u>	<u>DOES NOT USE INTERNET</u>
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

⁷ 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?"

February 2005 ^{xxxiv}	67	33
January 2005 ^{xxxv}	66	34
Nov 23-30, 2004 ^{xxxvi}	59	41
November 2004 ^{xxxvii}	61	39
June 2004 ^{xxxviii}	63	37
February 2004 ^{xxxix}	63	37
November 2003 ^{xl}	64	36
August 2003 ^{xli}	63	37
June 2003 ^{xlii}	62	38
May 2003 ^{xliii}	63	37
March 3-11, 2003 ^{xliv}	62	38
February 2003 ^{xlv}	64	36

INTUSE/EMLOCC continued...

INTUSE/EMLOCC continued...

	USES INTERNET	DOES NOT USE INTERNET
December 2002 ^{xlvi}	57	43
November 2002 ^{xlvii}	61	39
October 2002 ^{xlviii}	59	41
September 2002 ^{xlix}	61	39
July 2002 ^l	59	41
March/May 2002 ^{li}	58	42
January 2002 ^{lii}	61	39
December 2001 ^{liii}	58	42
November 2001 ^{liv}	58	42
October 2001 ^{lv}	56	44
September 2001 ^{lvi}	55	45
August 2001 ^{lvii}	59	41
February 2001 ^{lviii}	53	47
December 2000 ^{lix}	59	41
November 2000 ^{lx}	53	47
October 2000 ^{lxi}	52	48
September 2000 ^{lxii}	50	50
August 2000 ^{lxiii}	49	51
June 2000 ^{lxiv}	47	53
May 2000 ^{lxv}	48	52

HOME3NW Do you ever use the internet or email from HOME?⁸

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	*	--

⁸ Trend wording was as follows: "About how often do you use the internet or email from... HOME – several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often or never?" Results shown here for "YES" reflect combined "Several times a day," "About once a day," "3-5 days a week," "1-2 days a week," "Every few weeks," and "Less often" responses. Results shown here for "NO" reflect "Never" responses.

WORK3NW Do you ever use the internet or email from WORK?⁹

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	*	--

⁹ 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]?¹⁰

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 ¹¹					
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 ¹²					
Current	10	n/a	90	*	*
December 2010	12	n/a	88	*	0
November 2010	8	2	92	0	*
September 2010	24	13	76	*	0
May 2010	17	10	83	*	0
January 2010	19	9	81	*	*
December 2009	21	11	78	*	*
September 2009	19	9	80	*	0
April 2009	11	5	88	1	*
December 2008	11	4	89	1	--
November 2008	9	3	90	*	*
August 2008	6	2	93	1	--

Q12 continued...

¹⁰ 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.

¹¹ 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"

¹² In August 2008, item wording was "Use Twitter or another "micro-blogging" service to share updates about yourself or to see updates about others." From November 2008 thru September 2010, item wording was "Use Twitter or another service to share updates about yourself or to see updates about others". In November 2010, item wording was "Use Twitter".

Q12 continued...

	TOTAL HAVE EVER DONE THIS	----- DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
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

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	2	3	4	11	80	1	*

Q13 continued...

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 continued...

	EVERY DAY	SEVERAL TIMES A WEEK	SEVERAL TIMES A MONTH	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
<i>Item I: Based on SNS users [N=1,007]</i>							
i. A person or organization you follow on a social networking site	10	13	13	14	51	*	*
<i>Item J: Based on Twitter users [N=153]</i>							
j. A person or organization you follow on Twitter	13	21	9	16	40	0	0
<i>Item K: Based on all internet users [N=1,762]</i>							
k. An e-mail newsletter or listserv about your local community	3	6	12	14	64	*	*
l. A print newsletter about your local community	3	6	15	20	55	1	*
m. Word of mouth from friends, family, co-workers and neighbors	24	31	21	14	9	*	*
<i>Item N: Based on all internet users [N=1,762]</i>							
n. An internet search using a search engine such as Google or Bing	28	25	17	12	18	*	*

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

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

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

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

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

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

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

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

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

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

a. Local restaurants, clubs or bars

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

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

Q15 continued...

Q15 continued...

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

b. Other local businesses

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

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

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

c. Local traffic or transportation

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

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

Q15 continued...

Q15 continued...

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

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

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

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

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

e. Local crime

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

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

Q15 continued...

Q15 continued...

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

f. Local taxes and tax issues

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

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

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

g. Local housing and real estate

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

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

Q15 continued...

Q15 continued...

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

h. Local schools and education

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

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

Q15 Summary Table

	QUESTION 14 TOPICS							
	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.

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

c. Local weather

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

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

Q17 continued...

Q17 continued...

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

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

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

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

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

e. Local breaking news

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

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

Q17 continued...

Q17 continued...

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

f. Local job openings

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

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

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

g. Local zoning, building and development

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

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

Q17 continued...

Q17 continued...

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

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

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

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

Q17 Summary Table

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

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

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

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

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

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?]¹⁵

	<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	--	--

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

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

	YES	NO	DON'T KNOW	REFUSED
a. A laptop computer or netbook ¹⁶				
Current	57	43	*	*
December 2010	53	47	*	*
November 2010	53	47	*	*
September 2010	52	48	*	*
May 2010	55	45	*	0
January 2010	49	51	*	*
December 2009	46	53	*	*
September 2009	47	53	*	*
April 2009	47	53	*	*
April 2008	39	61	*	--
Dec 2007	37	63	*	--
April 2006	30	69	*	--
b. A cell phone or a Blackberry or iPhone or other device that is also a cell phone ¹⁷				
Current	84	16	*	*
December 2010	81	19	*	*
November 2010	82	18	0	*
September 2010	85	15	*	*
May 2010	82	18	*	0
January 2010	80	20	0	*
December 2009	83	17	0	*
September 2009	84	15	*	*
April 2009	85	15	*	*
Dec 2008	84	16	*	*
July 2008	82	18	*	--
May 2008	78	22	*	0
April 2008	78	22	*	--
January 2008	77	22	*	--
Dec 2007	75	25	*	--
Sept 2007	78	22	*	--
April 2006	73	27	*	--
January 2005	66	34	*	--
November 23-30, 2004	65	35	*	--

¹⁶ Through January 2010, item wording was "A laptop computer [IF NECESSARY: includes a netbook]."

¹⁷ Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. In January 2010, question wording was "Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone." In Dec 2008, Nov 2008, May 2008, January 2005 and Nov 23-30 2004, question wording was "Do you happen to have a cell phone?" In August 2008, July 2008 and January 2008, question wording was "Do you have a cell phone, or a Blackberry or other device that is also a cell phone?" In April 2008, Dec 2007, Sept 2007 and April 2006, question wording was "Do you have a cell phone?" Beginning December 2007, question/item was not asked of the cell phone sample, but results shown here reflect Total combined Landline and cell phone sample.

Q19 continued...

Q19 continued...

	YES	NO	DON'T KNOW	REFUSED
c. A tablet computer like an iPad				
Current	7	92	*	*
November 2010	5	95	*	*
September 2010	4	96	*	*
May 2010	3	97	*	0

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

Based on non-cell phone users

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

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

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

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

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

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

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

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

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

%	<u>CURRENT</u> 23	Yes
	77	No
	*	Don't know
	*	Refused

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

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

%	<u>CURRENT</u> 19	Yes
	79	No
	1	Don't know
	*	Refused

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

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

	<u>CURRENT</u>	
%	10	Paid for local app(s)
	89	Local app(s) free
	1	Don't know
	0	Refused

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

	<u>CURRENT</u>	
%	32	Yes
	67	No
	*	Don't know
	*	Refused

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

	<u>CURRENT</u>	
%	5	Yes
	93	No
	1	Pay for internet access and get news online (VOL.)
	*	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?¹⁸

Based on those who use the internet from home

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

¹⁸ 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.

¹⁹ In Sept. 2007 and before, "Fiber optic connection" and "T-1 connection" were collapsed into one category. Percentage for "Fiber optic connection" reflects the combined "Fiber-optic/T-1" group.

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

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

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

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

Endnotes

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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].

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- ^{xxiv} September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone interviews].
- ^{xxv} February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200].
- ^{xxvi} December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373].
- ^{xxvii} November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable.
- ^{xxviii} August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928].
- ^{xxix} April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001].
- ^{xxx} February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000].
- ^{xxxi} December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011].
- ^{xxxii} September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251].
- ^{xxxiii} June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001].
- ^{xxxiv} February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201].
- ^{xxxv} January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201].
- ^{xxxvi} November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914].
- ^{xxxvii} November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200].
- ^{xxxviii} June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200].
- ^{xxxix} February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204].
- ^{xl} November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013].
- ^{xli} August 2003 trends based on 'E-Government' survey conducted June 25-August 3, 2003 [N=2,925].
- ^{xlii} June 2003 trends based on 'Internet Spam' survey conducted June 10-24, 2003 [N=2,200].
- ^{xliii} May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632].
- ^{xliv} March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743].
- ^{xlv} February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611].
- ^{xlvi} December 2002 trends based on daily tracking survey conducted Nov. 25-Dec. 22, 2002 [N=2,038].
- ^{xlvii} November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745].
- ^{xlviii} October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677].
- ^{xliv} September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092].
- ⁱ July 2002 trends based on 'Sept. 11th-The Impact Online' survey conducted June 26-July 26, 2002 [N=2,501].
- ^{li} March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002.
- ^{lii} January 2002 trends based on a daily tracking survey conducted January 3-31, 2002 [N=2,391].
- ^{liii} December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001.
- ^{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].