

**PEW RESEARCH CENTER
THE LOCAL NEWS ECOSYSTEM SURVEY
FINAL TOPLINE
JULY 8–AUGUST 18, 2014
DENVER N=1,043
MACON N=1,387
SIOUX CITY N=1,191**

ASK ALL:

Q.1 Overall, how would you rate the [Denver/Macon/Sioux City] area as a place to live?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Excellent	49	9	24
Good	44	48	57
Only Fair	6	33	15
Poor	1	10	4
Refused (Vol.)	*	1	*

ASK ALL:

Q.2 How much impact do you think people like you can have in making the [Denver/Macon/Sioux City] area a better place to live?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
A big impact	26	23	17
A moderate impact	42	37	40
A small impact	27	28	32
No impact at all	5	11	9
Refused (Vol.)	*	*	1

ASK ALL:

Q.3 In general, how much do you enjoy keeping up with news about the [Denver/Macon/Sioux City] area?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
A lot	45	50	48
Some	46	36	41
Not much	8	11	8
Not at all	1	3	3
Refused (Vol.)	*	*	*

ASK ALL:

Q.4 How closely do you follow...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. International news			
Very closely	27	27	21
Somewhat closely	48	48	51
Not very closely	19	18	19
Not at all closely	5	5	9
Refused (Vol.)	1	2	*
b. National news			
Very closely	33	38	33
Somewhat closely	52	42	49
Not very closely	10	12	13
Not at all closely	3	3	4
Refused (Vol.)	2	5	2

Q.4 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
c. News about the [Denver/Macon/Sioux City] area			
Very closely	46	53	47
Somewhat closely	42	33	40
Not very closely	9	11	9
Not at all closely	3	1	2
Refused (Vol.)	1	1	1
d. News about your neighborhood			
Very closely	41	58	49
Somewhat closely	35	25	32
Not very closely	17	11	12
Not at all closely	7	3	5
Refused (Vol.)	1	2	2

ASK ALL:

Q.5 Regardless of how closely you follow news about the [Denver/Macon/Sioux City] area, how good of a job do you think the local news media do in meeting the needs of your local community?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Excellent	18	21	28
Good	52	48	54
Only Fair	24	26	14
Poor	6	4	3
Refused (Vol.)	*	*	*

ASK ALL:

Q.6 Below is a list of possible sources for local news issues and events. For each, please answer two questions:

- How often do you use that source for local news issues and events?
- If you use it, how do you access it?

[Denver's/Macon's/Sioux City's] daily newspaper, [The Denver Post/The Telegraph/Sioux City Journal]

ASK ALL:

Q.6a How often do you use it for news?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Often	23	36	40
Sometimes	20	29	27
Hardly Ever	23	19	20
Never	33	15	13
Refused (Vol.)	1	*	*

Q.6 CONTINUED...**ASK IF USES DAILY NEWSPAPER (Q.6a=1-3):**Q.6b How do you access it? [CHECK ALL THAT APPLY]¹

	Denver <u>N=743</u>	Macon <u>N=1,196</u>	Sioux City <u>N=1,065</u>
Print	63	65	71
Website, app, or email	47	43	37
Social networking site (e.g., Facebook)	13	18	18

Other local newspapers or magazines (such as [Denver: Aurora Sentinel, Denver Westword or La Voz/Macon: Macon Magazine or The 11th Hour/Sioux City: Dakota County Star or Leader-Courier])

ASK ALL:

Q.6c How often do you use them for news?

	Denver	Macon	Sioux City
Often	8	10	11
Sometimes	29	25	16
Hardly Ever	28	26	20
Never	35	40	54
Refused (Vol.)	*	1	*

ASK IF USES LOCAL NEWSPAPER OR MAGAZINES (Q.6c=1-3):Q.6d How do you access them? [CHECK ALL THAT APPLY]²

	Denver <u>N=693</u>	Macon <u>N=863</u>	Sioux City <u>N=564</u>
Print	77	68	74
Website, app, or email	24	26	22
Social networking site (e.g., Facebook)	11	17	13

Local TV (such as [Denver: KCNC, KMGH, or KUSA/Macon: WMAZ, WGXA or MaconBibbTV/Sioux City: KCAU, KMEG, or KTIV])

ASK ALL:

Q.6e How often do you use it for news?

	Denver	Macon	Sioux City
Often	58	66	68
Sometimes	21	21	20
Hardly Ever	10	7	7
Never	10	3	4
Refused (Vol.)	1	2	1

ASK IF USES LOCAL TV (Q.6e=1-3):Q.6f How do you access it? [CHECK ALL THAT APPLY]³

	Denver <u>N=943</u>	Macon <u>N=1,314</u>	Sioux City <u>N=1,148</u>
TV	94	93	97
Website, app, or email	32	33	24
Social networking site (e.g., Facebook)	10	17	13

¹ Numbers do not add up to 100% because of multiple responses.² Numbers do not add up to 100% because of multiple responses.³ Numbers do not add up to 100% because of multiple responses.

Q.6 CONTINUED...**Local radio (such as [Denver: KOA or KGNU/Macon: WMUM/Sioux City: KSCJ])****ASK ALL:**

Q.6g How often do you use it for news?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Often	23	19	25
Sometimes	26	30	30
Hardly Ever	25	20	23
Never	25	29	21
Refused (Vol.)	1	2	1

ASK IF USES LOCAL RADIO (Q.6g=1-3):Q.6h How do you access it? **[CHECK ALL THAT APPLY]**⁴

	<u>Denver</u> <u>N=767</u>	<u>Macon</u> <u>N=970</u>	<u>Sioux City</u> <u>N=933</u>
Radio	94	89	95
Website, app, or email	11	12	7
Social networking site (e.g., Facebook)	5	10	6

Local digital-only outlets (such as [Denver: Denver Direct and DenverUrbanism/Macon: the City-Data message board and individual bloggers/Sioux City: Sioux City Now or individual bloggers])**ASK ALL:**

Q.6i How often do you use them for news?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Often	2	4	2
Sometimes	5	9	7
Hardly Ever	11	16	13
Never	79	67	76
Refused (Vol.)	2	4	2

ASK IF USES LOCAL DIGITAL-ONLY OUTLETS (Q.6i=1-3):Q.6j How do you access it? **[CHECK ALL THAT APPLY]**⁵

	<u>Denver</u> <u>N=163</u>	<u>Macon</u> <u>N=380</u>	<u>Sioux City</u> <u>N=271</u>
Website, app, or email	67	57	54
Social networking site (e.g., Facebook)	26	41	34

Local government agencies or officials (such as the office of mayor)**ASK ALL:**

Q.6k How often do you use them for news?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Often	2	6	2
Sometimes	12	17	12
Hardly Ever	20	20	23
Never	65	54	61
Refused (Vol.)	2	2	2

⁴ Numbers do not add up to 100% because of multiple responses.⁵ Numbers do not add up to 100% because of multiple responses.

Q.6 CONTINUED...**ASK IF USES LOCAL GOVERNMENT AGENCIES OR OFFICIALS (Q.6k=1-3):**Q.6l How do you access them? [CHECK ALL THAT APPLY]⁶

	Denver <u>N=372</u>	Macon <u>N=620</u>	Sioux City <u>N=475</u>
Print	32	52	55
Website, app, or email	61	35	29
Social networking site (e.g., Facebook)	16	20	15

Neighborhood associations or listservs**ASK ALL:**

Q.6m How often do you use them for news?

	Denver	Macon	Sioux City
Often	7	7	3
Sometimes	19	18	9
Hardly Ever	18	16	18
Never	53	56	68
Refused (Vol.)	3	3	2

ASK IF USES NEIGHBORHOOD ASSOCIATIONS OR LISTSERVS (Q.6m=1-3):Q.6n How do you access them? [CHECK ALL THAT APPLY]⁷

	Denver <u>N=499</u>	Macon <u>N=573</u>	Sioux City <u>N=336</u>
Print	59	53	50
Website, app, or email	43	33	23
Social networking site (e.g., Facebook)	12	25	20

ASK ALL:

Q.7 How often do you get news about the [Denver/Macon/Sioux City] area from other local residents, such as friends, neighbors and co-workers?

	Denver	Macon	Sioux City
Often	23	37	28
Sometimes	51	43	51
Hardly Ever	18	12	16
Never	6	6	4
Refused (Vol.)	1	2	2

⁶ Numbers do not add up to 100% because of multiple responses.⁷ Numbers do not add up to 100% because of multiple responses.

ASK ALL:

- Q.8 Below is a list of news topics. For each, please indicate:
- How closely you follow it.
 - Your main source for information about it. Enter the number from your Source Card [LEAVE BLANK IF YOU DO NOT FOLLOW THAT TOPIC]

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
a. The local economy					
<i>How closely do you follow news about...</i>					
Very closely	22		29		23
Somewhat closely	50		45		48
Not very closely	23		18		24
Refused (Vol.)	5		8		6
<i>What is your main source?</i>	<u>Denver N=778</u>		<u>Macon N=1065</u>		<u>Sioux City N=891</u>
The Denver Post	23	The Telegraph	35	Sioux City Journal	35
KUSA NBC Ch. 9	22	WMAZ CBS Ch. 13	27	KTIV NBC Ch. 4	24
KMGH ABC Ch. 7	9	WGXA Fox Ch. 24	8	KCAU ABC Ch. 9	9
KCNC CBS Ch. 4	6	Other local newspapers and magazines	5	KMEG CBS Ch. 14	5
KDVR Fox Ch. 31	6	Monroe County Reporter	2	Other local newspaper or magazine	4
Other local newspapers and magazines	6	Other digital-only	2	KSCJ AM 1360	2
KCFR FM 90.1	2	WPGA Macon TV Ch. 58.1	2	Siouxland Business Journal	2
Other local radio	3	Other local TV	1	Other digital-only	2
KOA AM 850	2	Other local radio	1	Other local TV	2
Search engines (e.g. Google or Bing)	2	Other local agencies and officials	1	Other local radio	2
Denver Business Journal	2	Other	1	Other local government agencies	*
Other local TV	2	Refused (Vol.)	15	Other	2
Other digital-only	2			Refused (Vol.)	12
Other local government agencies	1				
Other	2				
Refused (Vol.)	11				

Q.8 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>	
b. Local education & schools						
<i>How closely do you follow news about...</i>						
Very closely	19		33		25	
Somewhat closely	39		39		44	
Not very closely	35		20		24	
Refused (Vol.)	7		8		6	
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>	
	<u>N=619</u>		<u>N=1011</u>		<u>N=827</u>	
<i>What is your main source?</i>						
	KUSA NBC Ch. 9	19	The Telegraph	27	Sioux City Journal	28
	The Denver Post	17	WMAZ CBS Ch. 13	25	KTIV NBC Ch. 4	23
	KMGH ABC Ch. 7	7	WGXA Fox Ch. 24	6	Other local newspaper or magazine	9
	KDVR Fox Ch. 31	6	Local area schools	5	KCAU ABC Ch. 9	7
	KCNC CBS Ch. 4	5	Other local newspaper or magazine	4	Local area schools	7
	Other local newspaper or magazine	5	Monroe County Reporter	3	KMEG CBS Ch. 14	3
	Other community newspaper or magazine	4	Other local TV	2	Other local radio	2
	Local area schools	4	Social networking site (e.g. Facebook or Twitter)	2	Search engines (e.g. Google or Bing)	2
	KCEC Univision Ch. 51	3	The Jones County News	2	Local residents you know, whether in person or online	2
	Other Local Radio	3	MaconBibbTV	2	Other digital-only	1
	Arvada Press	2	Other digital-only	1	Other local TV	1
	KOA AM 850	2	Other local radio	1	Other local government agencies	*
	Search engines (e.g. Google or Bing)	2	Other local government agencies	*	Other	2
	Aurora Sentinel	2	Other	3	Refused (Vol.)	13
	Other digital-only	2	Refused (Vol.)	17		
	Other local TV	1				
	Other local government agencies	1				
	Other	3				
	Refused (Vol.)	12				

Q.8 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
c. Local crime					
<i>How closely do you follow news about...</i>					
Very closely	31		51		37
Somewhat closely	45		31		47
Not very closely	18		9		11
Refused (Vol.)	6		8		6
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
	<u>N=792</u>		<u>N=1149</u>		<u>N=995</u>
<i>What is your main source?</i>					
KUSA NBC Ch. 9	27	WMAZ CBS Ch. 13	35	KTIV NBC Ch. 4	29
The Denver Post	16	The Telegraph	25	Sioux City Journal	26
KMGH ABC Ch. 7	10	WGXA Fox Ch. 24	9	KCAU ABC Ch. 9	10
KDVR Fox Ch. 31	8	Other local newspaper or magazine	3	Other local newspaper or magazine	6
KCNC CBS Ch. 4	7	WPGA Macon TV Ch. 58.1	2	KMEG CBS Ch. 14	4
Other local newspaper or magazine	4	Monroe County Reporter	2	Social networking site (e.g. Facebook or Twitter)	4
Other digital-only	3	WMGT NBC Ch. 41	2	KPTH Fox Ch. 44	2
Other community newspaper or magazine	2	Social networking site (e.g. Facebook or Twitter)	2	Other local radio	2
KCEC Univision Ch. 51	2	Other digital-only	1	Other digital-only	1
Arvada Press	2	Other local government agencies	1	Other local government agencies	1
KWGN CW Ch. 2	2	Other local radio	1	Other local TV	1
KOA AM 850	2	Other local TV	*	Other	2
Other local radio	2	Other	2	Refused (Vol.)	14
Other local government agencies	1	Refused (Vol.)	16		
Other local TV	*				
Other	2				
Refused (Vol.)	11				

Q.8 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
d. Local government & politics					
<i>How closely do you follow news about...</i>					
Very closely	20		28		21
Somewhat closely	47		44		43
Not very closely	27		18		28
Refused (Vol.)	6		10		8
	<u>Denver N=734</u>		<u>Macon N=1022</u>		<u>Sioux City N=800</u>
<i>What is your main source?</i>					
The Denver Post	21	WMAZ CBS Ch. 13	28	Sioux City Journal	32
KUSA NBC Ch. 9	19	The Telegraph	28	KTIV NBC Ch. 4	25
KDVR Fox Ch. 31	7	WGXA Fox Ch. 24	8	KCAU ABC Ch. 9	9
KMGH ABC Ch. 7	7	Other local newspaper or magazine	4	Other local newspaper or magazine	5
KCNC CBS Ch. 4	6	Other digital-only	3	Other digital-only	4
Other local newspaper or magazine	4	Monroe County Reporter	2	KMEG CBS Ch. 14	4
KOA AM 850	3	Offices of local government leaders (e.g. mayor's office)	2	Other local radio	2
KCFR FM 90.1	3	Other local TV	2	KSCJ AM 1360	2
Other community newspaper or magazine	3	WPGA Macon TV Ch. 58.1	2	Offices of local government leaders (e.g. mayor's office)	2
Other digital-only	3	Other local radio	2	Other local TV	1
Other local radio	2	Other local government agencies	*	Other local government agencies	*
Other local TV	2	Other	2	Other	1
KCEC Univision Ch. 51	2	Refused (Vol.)	16	Refused (Vol.)	12
Arvada Press	2				
KHOW AM 630	2				
Other local government agencies	2				
Other	2				
Refused (Vol.)	12				

Q.8 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>		
e. Local arts & culture					
<i>How closely do you follow news about...</i>					
Very closely	12	12	9		
Somewhat closely	40	32	36		
Not very closely	39	43	46		
Refused (Vol.)	9	13	9		
	<u>Denver</u> <u>N=578</u>	<u>Macon</u> <u>N=663</u>	<u>Sioux City</u> <u>N=569</u>		
<i>What is your main source?</i>					
The Denver Post	17	The Telegraph	28	Sioux City Journal	34
KUSA NBC Ch. 9	15	WMAZ CBS Ch. 13	21	KTIV NBC Ch. 4	16
Denver Westword	9	The 11 th Hour	5	The Weekender	10
Other local newspaper or magazine	7	WGXA Fox Ch. 24	4	KCAU ABC Ch. 9	6
KMGH ABC Ch. 7	5	Other local newspaper or magazine	4	Social networking site (e.g. Facebook or Twitter)	4
5280 Magazine	5	Social networking site (e.g. Facebook or Twitter)	4	Other local newspaper or magazine	3
KDVR Fox Ch. 31	4	Macon Magazine	3	KMEG CBS Ch. 14	3
KCFR FM 90.1	3	Other local TV	2	Search engines (e.g. Google or Bing)	2
KCNC CBS Ch. 4	3	Local residents you know, whether in person or online	2	Siouxland Magazine	2
Other local TV	3	Other local radio	2	KWIT FM 90	2
Other community newspaper or magazine	2	Georgia Informer	2	Other local radio	3
Search engines (e.g. Google or Bing)	2	Monroe County Reporter	2	Other local TV	1
Arvada Press	2	Other digital-only	*	Other local government agencies	1
KWGN CW Ch. 2	2	Other local government agencies	1	Other digital-only	*
Other local radio	2	Other	1	Other	2
Social networking site (e.g. Facebook or Twitter)	2	Refused (Vol.)	17	Refused (Vol.)	15
Other digital-only	1				
Other local government agencies	*				
Other	3				
Refused (Vol.)	13				

Q.8 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
f. Local development & real estate					
<i>How closely do you follow news about...</i>					
Very closely	12		12		11
Somewhat closely	36		35		39
Not very closely	44		42		41
Refused (Vol.)	9		11		9
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
	<u>N=505</u>		<u>N=651</u>		<u>N=612</u>
<i>What is your main source?</i>					
The Denver Post	23	The Telegraph	33	Sioux City Journal	41
KUSA NBC Ch. 9	15	WMAZ CBS Ch. 13	17	KTIV NBC Ch. 4	12
Other local newspaper or magazine	8	Other local newspaper or magazine	8	Other local newspaper or magazine	10
Search engines (e.g. Google or Bing)	6	WGXA Fox Ch. 24	5	KCAU ABC Ch. 9	6
KDVR Fox Ch. 31	5	Search engines (e.g. Google or Bing)	4	Search engines (e.g. Google or Bing)	3
Other community newspaper or magazine	5	Other local TV	3	Social networking site (e.g. Facebook or Twitter)	3
Other digital-only	5	Monroe County Reporter	2	The Weekender	2
KMGH ABC Ch. 7	4	Local residents you know, whether in person or online	2	KMEG CBS Ch. 14	2
KCNC CBS Ch. 4	4	Other digital-only	2	Local residents you know, whether in person or online	2
Denver Business Journal	2	WPGA Macon TV Ch. 58.1	2	Other digital-only	1
Other local TV	2	Other local radio	*	Other local radio	1
Local residents you know, whether in person or online	2	Other local government agencies	*	Other local TV	1
Other local radio	2	Other	2	Other local government agencies	*
Other local government agencies	*	Refused (Vol.)	21	Other	1
Other	3			Refused (Vol.)	15
Refused (Vol.)	14				

ASK ALL:

Q.9 And which of these topics do you often discuss with others? **[CHECK ALL THAT APPLY]**⁸

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
The local economy	50	55	53
Local education & schools	39	54	47
Local crime	55	80	69
Local government & politics	45	48	43
Local arts & culture	28	19	23
Local development & real estate	33	22	29

ASK ALL:

Q.10 And for these news topics, please indicate:

- How closely you follow it.
- Your main source for information about it. Enter the number from your Source Card
[LEAVE BLANK IF YOU DO NOT FOLLOW THAT TOPIC]

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. Local businesses, such as restaurants			
<i>How closely do you follow news about...</i>			
Very closely	13	20	15
Somewhat closely	47	41	42
Not very closely	31	28	33
Refused (Vol.)	9	11	10

⁸ Numbers do not add up to 100% because of multiple responses.

Q. 10 CONTINUED...

	Denver N=637		Macon N=857		Sioux City N=742
<i>What is your main source?</i>					
The Denver Post	12	The Telegraph	28	Sioux City Journal	34
KUSA NBC Ch. 9	10	WMAZ CBS Ch. 13	19	KTIV NBC Ch. 4	14
5280 Magazine	8	Other local newspaper or magazine	5	Social networking site (e.g. Facebook or Twitter)	6
Other local newspaper or magazine	7	WGXA Fox Ch. 24	5	KCAU ABC Ch. 9	6
Denver Westword	6	Local residents you know, whether in person or online	5	The Weekender	6
Other community newspaper or magazine	5	Social networking site (e.g. Facebook or Twitter)	4	Other local newspaper or magazine	5
Search engines (e.g. Google or Bing)	5	Search engines (e.g. Google or Bing)	4	Local residents you know, whether in person or online	5
Local residents you know, whether in person or online	5	Other local TV	3	Search engines (e.g. Google or Bing)	3
KDVR Fox Ch. 31	5	The 11 th Hour	3	Other local radio	2
KMGH ABC Ch. 7	4	Macon Magazine	3	KMEG CBS Ch. 14	2
KCNC CBS Ch. 4	4	Monroe County Reporter	2	KSCJ AM 1360	2
User-generated review sites like Yelp or Angie's list	4	Other local radio	1	Other digital-only	1
Social networking site (e.g. Facebook or Twitter)	3	Other digital-only	1	Other local TV	*
Arvada Press	2	Other local government agencies	0	Other local government agencies	0
Other local radio	2	Other	1	Other	1
Other local TV	2	Refused (Vol.)	17	Refused (Vol.)	11
Other digital-only	2				
Other local government agencies	*				
Other	3				
Refused (Vol.)	13				

Q. 10 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
b. Local weather					
<i>How closely do you follow news about...</i>					
Very closely	63		69		70
Somewhat closely	27		21		21
Not very closely	3		4		3
Refused (Vol.)	7		6		6
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
	<u>N=948</u>		<u>N=1240</u>		<u>N=1092</u>
<i>What is your main source?</i>					
KUSA NBC Ch. 9	28	WMAZ CBS CH. 13	49	KTIV NBC Ch. 4	44
KMGH ABC Ch. 7	12	WGXA Fox Ch. 24	11	KCAU ABC Ch. 9	15
Other digital-only	10	The Telegraph	8	KMEG CBS Ch. 14	7
KCNC CBS Ch. 4	9	Other digital-only	5	Sioux City Journal	6
KDVR Fox Ch. 31	8	Other local TV	3	Other digital-only	4
Search engines (e.g. Google or Bing)	6	Search engines (e.g. Google or Bing)	3	Search Engines (e.g. Google or Bing)	4
The Denver Post	6	WPGA Macon TV Ch. 58	2	Other local radio	3
KOA AM 850	2	Other local radio	1	Other local TV	3
KCEC Univision Ch. 51	2	Other local newspaper or magazine	1	Other local newspaper or magazine	2
Other local radio	2	Other local government agencies	*	Social networking site (e.g. Facebook or Twitter)	2
KWGN CW Ch. 2	2	Other	3	Other local government agencies	*
Other local newspaper or magazine	2	Refused (Vol.)	14	Other	1
Other Local TV	1			Refused (Vol.)	9
Other local government agencies	*				
Other	1				
Refused (Vol.)	11				

Q. 10 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
c. Local traffic or transportation					
<i>How closely do you follow news about...</i>					
Very closely	32		24		17
Somewhat closely	38		33		32
Not very closely	20		30		37
Refused (Vol.)	10		12		14
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
	<u>N=721</u>		<u>N=778</u>		<u>N=612</u>
<i>What is your main source?</i>					
KUSA NBC Ch. 9	23	WMAZ CBS Ch. 13	38	KTIV NBC Ch. 4	31
KMGH ABC Ch. 7	11	The Telegraph	13	Sioux City Journal	21
Other local radio	9	WGXA Fox Ch. 24	7	KCAU ABC Ch. 9	9
KDVR Fox Ch. 31	8	Other local radio	6	Other local radio	8
KCNC CBS Ch. 4	7	WPGA Macon TV Ch. 58.1	3	KMEG CBS Ch. 14	4
KOA AM 850	7	Other local newspaper or magazine	3	Other digital-only	3
The Denver Post	6	WMGT NBC Ch. 41	2	Social networking site (e.g. Facebook or Twitter)	2
Search engines (e.g. Google or Bing)	5	Local transportation agency	2	Other local newspaper or magazine	2
Other digital-only	5	Search engines (e.g. Google or Bing)	2	Local transportation agency	2
Other Local TV	3	Social networking site (e.g. Facebook or Twitter)	2	KSCJ AM 1360	2
KWGN CW Ch. 2	2	Other digital-only	1	Other local TV	1
Other local newspaper or magazine	2	Other local TV	*	Other local government agencies	1
Other local government agencies	1	Other local government agencies	*	Other	1
Other	1	Other	2	Refused (Vol.)	14
Refused (Vol.)	12	Refused (Vol.)	18		

Q. 10 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
d. Community events, such as block parties			
<i>How closely do you follow news about...</i>			
Very closely	8	13	9
Somewhat closely	30	31	28
Not very closely	50	44	50
Refused (Vol.)	12	12	13

Q. 10 CONTINUED...

	Denver N=382		Macon N=589		Sioux City N=430	
<i>What is your main source?</i>						
KUSA NBC Ch. 9	9	10	The Telegraph	21	Sioux City Journal	23
Other community newspaper or magazine	9		WMAZ CBS Ch. 13	20	KTIV NBC Ch. 4	20
The Denver Post	8		Social networking site (e.g. Facebook or Twitter)	6	The Weekender	7
Other local newspaper or magazine	7		Neighborhood group or association	5	Other local newspaper or magazine	6
Neighborhood group or association	7		WGXA Fox Ch. 24	4	Local residents you know, whether in person or online	6
Social networking site (e.g. Facebook or Twitter)	6		Other local newspaper or magazine	3	Social Networking Site (e.g. Facebook or Twitter)	6
Denver Westword	6		Local residents you know, whether in person or online	3	KCAU ABC Ch. 9	4
KDVR Fox Ch. 31	5		The 11 th Hour	3	KLEM AM 1410	3
KMGH ABC Ch. 7	3		WPGA Macon TV Ch. 58.1	3	Other local radio	3
KCNC CBS Ch. 4	3		Monroe County Reporter	2	Chamber of Commerce/neighborhood group or association	2
Local residents you know, whether in person or online	3		Other local radio	2	KMEG CBS Ch. 14	2
Arvada Press	3		Georgia Informer	2	Other digital-only	1
Other local radio	3		Other local TV	2	Other local government agencies	1
Other digital-only	2		Other digital-only	1	Other local TV	*
KCEC Univision Ch. 51	2		Other local government agencies	*	Other	1
Search engines (e.g. Google or Bing)	2		Other	2	Refused (Vol.)	14
Other local TV	2		Refused (Vol.)	19		
Other local government agencies	1					
Other	2					
Refused (Vol.)	16					

Q. 10 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
e. Local sports			
<i>How closely do you follow news about...</i>			
Very closely	29	20	18
Somewhat closely	31	32	33
Not very closely	30	36	38
Refused (Vol.)	11	12	11
	<u>Denver N=618</u>	<u>Macon N=703</u>	<u>Sioux City N=641</u>
<i>What is your main source?</i>			
KUSA NBC Ch. 9	22	WMAZ CBS Ch. 13	35
The Denver Post	14	The Telegraph	19
KMGH ABC Ch. 7	9	WGXA Fox Ch. 24	7
KDVR Fox Ch. 31	7	WPGA Macon TV Ch. 58.1	6
		Other local newspaper or magazine	7
KCNC CBS Ch. 4	6	Other local newspapers and magazines	3
KOA AM 850	4	Other local TV	3
Other digital-only	4	Social networking site	3
		Other local radio	4
Root Sports Rocky Mountain	4	Monroe County Reporter	2
Search engines	3	Other local radio	1
Other local radio	3	Other digital-only	1
		Other local government agencies	1
Altitude Sports/Ent.	2	Other local government agencies	1
Other local newspapers and magazines	2	Other	2
Other local TV	2	Refused (Vol.)	17
Social networking site	2		
KCEC Univision Ch. 51	2		
Local residents you know, whether in person or online	2		
Other local agencies or officials	*		
Other	1		
Refused (Vol.)	10		

Q. 10 CONTINUED...

	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
f. Local jobs and unemployment					
<i>How closely do you follow news about...</i>					
Very closely	12		25		17
Somewhat closely	28		30		33
Not very closely	48		34		39
Refused (Vol.)	12		11		11
	<u>Denver</u>		<u>Macon</u>		<u>Sioux City</u>
	<u>N=405</u>		<u>N=715</u>		<u>N=542</u>
<i>What is your main source?</i>					
The Denver Post	19	The Telegraph	26	Sioux City Journal	45
KUSA NBC Ch. 9	16	WMAZ CBS Ch. 13	23	KTIV NBC Ch. 4	11
Search engines (e.g. Google or Bing)	8	Search engines (e.g. Google or Bing)	6	KCAU ABC Ch. 9	4
Other digital-only	7	WGXA Fox Ch. 24	6	Search engines (e.g. Google or Bing)	4
Other local newspaper or magazine	5	Other local government agencies	5	Other local newspaper or magazine	4
KMGH ABC Ch. 7	5	Other local newspaper or magazine	5	Other digital-only	4
KCNC CBS Ch. 4	4	Other digital-only	3	Siouxland Business Journal	3
KDVR Fox Ch. 31	3	Local residents you know, whether in person or online	2	Social networking site (e.g. Facebook or Twitter)	2
KCEC Univision Ch. 51	3	WPGA Macon TV Ch. 58.1	2	Other local radio	2
KOA AM 850	2	WMGT NBC Ch. 41	2	The Weekender	2
Other local radio	2	Other local TV	1	KMEG CBS Ch. 14	2
Social networking site (e.g. Facebook or Twitter)	2	Other local radio	1	Other local government agencies	1
Other community newspaper or magazine	2	Other	2	Other local TV	1
Other local TV	2	Refused (Vol.)	17	Other	1
Other local government agencies	1			Refused (Vol.)	14
Other	3				
Refused (Vol.)	16				

ASK ALL:

Q.11 And which of these topics do you often discuss with others? **[CHECK ALL THAT APPLY]**⁹

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Local businesses, such as restaurants	52	52	52
Local weather	75	78	85
Local traffic or transportation	44	32	36
Community events, such as block parties	28	29	25
Local sports	48	36	38
Local jobs and unemployment	27	44	32

ASK ALL:

Q.12 Using your Source Card, if there are any other sources important to you for local news that you did not already list, please write them below. List up to 3.

<u>Denver</u> <u>N=1,043</u>		<u>Macon</u> <u>N=1,387</u>		<u>Sioux City</u> <u>N=1,191</u>	
Other local newspaper or magazine	17	WGXA Fox Ch. 24	14	KCAU ABC Ch. 9	17
KUSA NBC Ch. 9	12	Social networking site (e.g. Facebook or Twitter)	11	KMEG CBS Ch. 14	14
Other local radio	11	Other local radio	11	KTIV NBC Ch. 4	13
KMGH ABC Ch. 7	10	WMGT NBC Ch. 41	10	Other local radio	10
KDVR Fox Ch. 31	10	WMAZ CBS Ch. 13	9	KPTH Fox Ch. 44	10
KCNC CBS Ch. 4	8	Local residents you know, whether in person or online	9	Social networking site (e.g. Facebook or Twitter)	9
Search engines (e.g. Google or Bing)	8	Search engines (e.g. Google or Bing)	8	Other local newspaper or magazine	8
Social networking site (e.g. Facebook or Twitter)	7	The Telegraph	7	Search engines (e.g. Google or Bing)	7
Altitude	6	WPGA Macon TV Ch. 58.1	6	The Weekender	6
Sports/Ent. 5280 Magazine	6	Other local newspaper or magazine	5	Local residents you know, whether in person or online	6
KOA AM 850	5	Other digital-only	4	Sioux City Journal	5
The Denver Post	5	Other local TV	3	KSCJ AM 1360	5
Denver Westword	5	Macon Magazine	3	Siouxland Magazine	3
Other digital-only	4	Neighborhood group or association	3	Chamber of commerce/Neighborhood group or association	3
KWGN CW Ch. 2	4	Local area schools	3	Other digital-only	3
Other local government agencies	4	Other local government agencies	2	Dakota County Star	3
Other local TV	4	WMAC AM 940	2	Local area schools	2
KCFR FM 90.1	4	Georgia Informer	2	Local area public libraries	2

⁹ Numbers do not add up to 100% because multiple responses were allowed.

Q.12 CONTINUED...

	Denver N=1,043		Macon N=1,387		Sioux City N=1,191	
Other community newspaper or magazine	3	Monroe County Reporter	2	Other local TV	2	
Local residents you know, whether in person or online	3	The Jones County News	2	KLEM AM 1410	2	
User-generated review sites like Yelp or Angie's List	3	The 11th Hour	2	Sioux City Catholic Globe	2	
Root Sports Rocky Mountain	3	Offices of local government leaders (e.g. mayor's office)	2	WNAX AM 570	2	
Local area public libraries	2	MaconBibbTV	2	Other local government agencies	1	
Aurora Sentinel	2	Local area public libraries	2	Other	3	
KCEC Univision Ch. 51	2	Other	9	Refused (Vol.)	41	
Neighborhood group or association	2	Refused (Vol.)	44			
Huffington Post Denver	2					
Other	3					
Refused (Vol.)	37					

ASK ALL:

Q.13 How often do you discuss local news issues and events...

	Denver	Macon	Sioux City
a. In person			
Nearly every day	25	29	30
A few times a week	42	39	37
A few times a month	21	15	18
Less often	9	13	13
Refused (Vol.)	3	3	2
b. By phone			
Nearly every day	6	12	6
A few times a week	19	25	20
A few times a month	20	19	21
Less often	47	35	44
Refused (Vol.)	9	8	9
c. By text or instant message			
Nearly every day	4	8	7
A few times a week	13	12	13
A few times a month	19	12	19
Less often	51	51	50
Refused (Vol.)	13	17	11

Q.13 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
d. Over email			
Nearly every day	2	4	1
A few times a week	11	8	6
A few times a month	20	10	11
Less often	55	59	67
Refused (Vol.)	12	18	14
e. On a social networking site			
Nearly every day	6	8	6
A few times a week	13	10	12
A few times a month	14	12	14
Less often	54	52	55
Refused (Vol.)	14	18	14

ASK ALL:

Q.14 How long have you lived in the [Denver/Macon/Sioux City] area?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Less than 1 year	3	3	2
1-4 years	10	10	8
5-10 years	12	10	9
11-20 years	19	11	17
More than 20 years	55	64	63
Refused (Vol.)	1	3	2

ASK IF RESPONDENT LIVES IN THE AREA 5 OR MORE YEARS (Q.14=3-5):

Q.15 Compared with 5 years ago...

a. Are your sources for local news mostly... **[CIRCLE ONE]**

	<u>Denver</u> <u>N=905</u>	<u>Macon</u> <u>N=1,199</u>	<u>Sioux City</u> <u>N=1,084</u>
The same	63	65	72
Different	34	31	26
Refused (Vol.)	3	3	2

b. Do you think the quality of local news is... **[CIRCLE ONE]**

	<u>Denver</u> <u>N=905</u>	<u>Macon</u> <u>N=1,199</u>	<u>Sioux City</u> <u>N=1,084</u>
Better	29	38	40
About the same	55	53	52
Worse	14	8	6
Refused (Vol.)	2	1	1

c. Do you think keeping up with local news issues and events is... **[CIRCLE ONE]**

	<u>Denver</u> <u>N=905</u>	<u>Macon</u> <u>N=1,199</u>	<u>Sioux City</u> <u>N=1,084</u>
Easier	42	44	44
About the same	49	51	51
Harder	7	5	4
Refused (Vol.)	3	1	2

ASK ALL:

Q.16 Have you ever spoken with or been interviewed by a local journalist or reporter?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Yes	16	23	29
No	84	76	71
Refused (Vol.)	*	1	*

ASK ALL:

Q.17 Overall, would you say that local journalists in [Denver/Macon/Sioux City] are mostly in touch or out of touch with your local community?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
In touch	71	69	83
Out of touch	26	28	15
Refused (Vol.)	3	3	3

ASK ALL:

Q.18 How much would you say you rely on each of the following to stay informed about news in the [Denver/Macon/Sioux City] area?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. Local news organizations, reporters, or commentators			
A lot	46	50	51
Some	36	30	33
Not much	11	9	9
Not at all	7	8	5
Refused (Vol.)	1	2	1
b. Local groups such as a church, PTA or political group			
A lot	6	15	8
Some	20	27	22
Not much	27	26	32
Not at all	44	27	35
Refused (Vol.)	3	5	4
c. Local leaders or government offices			
A lot	5	12	8
Some	21	27	25
Not much	35	27	33
Not at all	36	28	30
Refused (Vol.)	3	6	4
d. Local residents			
A lot	20	27	21
Some	45	41	48
Not much	21	19	18
Not at all	11	9	10
Refused (Vol.)	2	4	3

ASK ALL:

Q.19 Below is a list of ways people might discuss or share information about local news issues and events. Please indicate whether you have done any of the following in the past year.

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. Shared a local news story with someone in hard copy			
Yes	26	28	32
No	73	70	67
Refused (Vol.)	1	2	1
b. Shared a local news story with someone digitally			
Yes	54	36	40
No	45	62	58
Refused (Vol.)	1	2	1
c. Commented on a local news website or blog			
Yes	24	22	21
No	74	75	77
Refused (Vol.)	2	3	2
d. Commented on a local government website or blog			
Yes	10	13	9
No	89	85	89
Refused (Vol.)	2	2	2
e. Submitted a letter to the editor			
Yes	5	7	7
No	94	91	90
Refused (Vol.)	2	3	3
f. Called into a live radio or TV show			
Yes	11	14	10
No	88	84	88
Refused (Vol.)	2	2	2
g. Submitted your own content about local news to a news outlet or website			
Yes	5	10	6
No	94	88	91
Refused (Vol.)	1	3	2
h. Posted or submitted your own content about local news to a group newsletter, listserv or online forum			
Yes	9	10	7
No	89	87	91
Refused (Vol.)	2	3	2

ASK ALL:

Q.20 Do you use the internet, at least occasionally?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Yes	89	76	80
No	11	22	18
Refused (Vol.)	1	2	2

ASK IF INTERNET USER (Q.20=1):

Q.21 How important, if at all, is the internet in your ability to keep up with local news issues and events?

	<u>Denver</u> <u>N=936</u>	<u>Macon</u> <u>N=1,080</u>	<u>Sioux City</u> <u>N=965</u>
Very	51	50	41
Somewhat	30	27	34
Not very	12	13	16
Not at all	5	7	7
Refused (Vol.)	3	3	3

ASK IF INTERNET USER (Q.20=1):

Q.22 How often, if ever, do you get local news on...

	<u>Denver</u> <u>N=936</u>	<u>Macon</u> <u>N=1,080</u>	<u>Sioux City</u> <u>N=965</u>
a. A desktop or laptop computer			
Often	42	36	28
Sometimes	27	32	32
Hardly Ever	14	13	18
Never	13	15	18
Refused (Vol.)	4	3	5
b. A smartphone			
Often	34	34	34
Sometimes	26	20	17
Hardly Ever	11	9	11
Never	25	30	35
Refused (Vol.)	4	6	5
c. A tablet computer			
Often	21	19	16
Sometimes	19	19	15
Hardly Ever	12	12	14
Never	42	43	47
Refused (Vol.)	6	6	8

ASK IF INTERNET USER (Q.20=1):

Q.23 Below is a list of social networking sites. For each, indicate if you...

	Denver <u>N=936</u>	Macon <u>N=1,080</u>	Sioux City <u>N=965</u>
a. Facebook			
Use this site and use it for local news	28	34	31
Use this site, but not for local news	37	31	38
Never use this site	31	31	27
Refused (Vol.)	4	4	3
b. Twitter			
Use this site and use it for local news	6	6	5
Use this site, but not for local news	12	11	9
Never use this site	74	75	77
Refused (Vol.)	8	8	9
c. Other [SPECIFY]			
Use this site and use it for local news	4	4	3
Use this site, but not for local news	5	3	2
Never use this site	2	5	5
Refused (Vol.)	89	88	90

ASK IF GETS LOCAL NEWS ON ANY SOCIAL NETWORKING SITE (Q.21a-c=1):

Q.24 On social networking sites, do you follow any...

	Denver <u>N=237</u>	Macon <u>N=339</u>	Sioux City <u>N=300</u>
a. Local news organizations, reporters, or commentators			
Yes	65	67	74
No	26	24	19
Refused (Vol.)	8	9	8
b. Local leaders or government offices			
Yes	28	44	26
No	62	46	67
Refused (Vol.)	10	10	8
c. City departments, such as the park and recreations department			
Yes	39	38	42
No	53	52	51
Refused (Vol.)	8	10	7
d. Local groups such as a PTA or church group			
Yes	28	46	27
No	63	45	65
Refused (Vol.)	9	9	8

ASK IF GETS LOCAL NEWS ON ANY SOCIAL NETWORKING SITE (Q.21a-c=1):

Q.25 On social networking sites, how often, if ever, do you...

	<u>Denver</u> N=237	<u>Macon</u> N=339	<u>Sioux City</u> N=300
a. Click on links to local news stories			
Often	55	54	55
Sometimes	34	33	34
Hardly Ever	1	3	4
Never	2	1	1
Refused (Vol.)	8	10	6
b. Share or re-post local news stories, images, or videos			
Often	30	28	30
Sometimes	39	37	42
Hardly Ever	16	16	16
Never	8	9	6
Refused (Vol.)	7	10	6
c. Post photos or videos you took of a local news event			
Often	16	15	15
Sometimes	16	16	20
Hardly Ever	32	23	30
Never	29	35	30
Refused (Vol.)	7	10	6

ASK IF GETS LOCAL NEWS ON ANY SOCIAL NETWORKING SITE (Q.21a-c=1):

Q.26 Which of the following statements best describes you? Social networking sites are...

	<u>Denver</u> N=237	<u>Macon</u> N=339	<u>Sioux City</u> N=300
The most important way I get news about the [Denver/Macon/Sioux City] area	28	31	28
An important way I get news about the [Denver/Macon/Sioux City] area, but not the most important	51	46	53
Not a very important way I get news about the [Denver/Macon/Sioux City] area	13	13	13
Refused (Vol.)	9	10	7

ASK ALL:

Q.27 Please indicate whether you are currently active in or a member of any of the groups or organizations listed below.

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. Community groups or neighborhood associations			
Yes	20	21	15
No	79	77	84
Refused (Vol.)	1	2	1

Q.27 CONTINUED...

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
b. Church groups or other religious or spiritual organizations			
Yes	28	51	41
No	71	47	59
Refused (Vol.)	1	2	*
c. Sports or recreation leagues, whether for yourself or for your child			
Yes	26	20	25
No	73	77	74
Refused (Vol.)	1	3	1
d. Social groups or clubs, such as a book club or dinner club			
Yes	18	11	11
No	81	87	88
Refused (Vol.)	1	2	1
e. Performance or arts groups			
Yes	7	5	6
No	91	89	91
Refused (Vol.)	3	6	3
f. Parent groups or organizations, such as the PTA or local parent support group			
Yes	9	16	7
No	91	82	91
Refused (Vol.)	1	2	1
g. Youth groups, such as the Scouts, YMCA or 4-H			
Yes	5	8	10
No	94	90	89
Refused (Vol.)	1	2	1
h. Charitable or service organizations, such as Habitat for Humanity or the Rotary Club			
Yes	15	14	13
No	84	84	86
Refused (Vol.)	1	2	1
i. Other group [SPECIFY] :			
Yes	8	6	7
No	86	87	81
Refused (Vol.)	6	7	12

ASK ALL:

Q.28 The next list offers ways people can participate in what is happening in their local area. Please indicate if you have done any of the following in the past year.

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
a. Attended public hearings or town/city council meetings			
Yes	17	23	21
No	83	77	79
Refused (Vol.)	1	1	*
b. Attended neighborhood meetings			
Yes	22	26	14
No	77	72	85
Refused (Vol.)	1	1	1
c. Organized or participated in rallies or protests			
Yes	7	8	5
No	93	90	93
Refused (Vol.)	1	3	2
d. Started or participated in discussion groups focused on local issues, offline or online			
Yes	12	15	12
No	88	84	87
Refused (Vol.)	*	1	1
e. Attended ethnic or cultural meetings			
Yes	10	11	9
No	89	87	90
Refused (Vol.)	1	2	2
f. Contacted elected officials offline or online			
Yes	15	17	18
No	85	82	81
Refused (Vol.)	1	1	1

ASK ALL:

Q.29 Have you ever served on a city board or commission?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Yes, currently serve	*	1	2
Yes, but do not currently serve	2	2	4
No, have never served	97	96	94
Refused (Vol.)	*	*	-

ASK ALL:

Q.30 Do you happen to know the names of your neighbors who live close by to you or no?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Yes, know all of them	23	31	29
Yes, know some of them	63	56	60
No, do not know any of them	14	13	11
Refused (Vol.)	*	1	*

ASK ALL:

Q.31 In general, how attached do you feel to the [Denver/Macon/Sioux City]area?

	<u>Denver</u>	<u>Macon</u>	<u>Sioux City</u>
Very	50	30	39
Somewhat	38	42	43
Not very	8	20	13
Not at all	3	7	5
Refused (Vol.)	*	1	*