

Topline

**2018 LOCAL NEWS SURVEY
OCTOBER 15–NOVEMBER 8, 2018
FINAL TOPLINE
TOTAL N=34,897**

ASK ALL:
LOCALRATING Overall, how would you rate your community as a place to live?

Oct 15-Nov 8 <u>2018</u>		Jan 12-Feb 8 <u>2016</u>
31	Excellent	29
55	Good	56
12	Only fair	13
2	Poor	3
1	No answer	*

ASK ALL:
COMATTACH In general, how attached do you feel to your local community?

Oct 15-Nov 8 <u>2018</u>		Jan 12-Feb 8 <u>2016</u>
23	Very	19
48	Somewhat	47
23	Not very	25
6	Not at all	8
1	No answer	1

ASK ALL:
INFLUENCE Thinking about local news media in your community, would you say they have...
[RANDOMIZE]

Oct 15-Nov 8 <u>2018</u>	
37	A lot of influence on your community
61	Not much of an influence on your community
2	No answer

ASK ALL:
LOCMED_INTOUCH Overall, would you say that local journalists in your area are mostly in touch or out of touch with your local community?

Oct 15-Nov 8 <u>2018</u>		Jan 12-Feb 8 <u>2016</u>
63	In touch	63
34	Out of touch	34
3	No answer	3

ASK ALL:

NEWS_LEVEL

How closely do you follow...

	<u>Very closely</u>	<u>Somewhat closely</u>	<u>Not very closely</u>	<u>Not at all closely</u>	<u>No answer</u>
a. International news					
Oct 15-Nov 8, 2018	15	43	28	13	1
Mar 13-Mar 27, 2017	17	49	27	6	*
Jan 12-Feb 8, 2016	19	46	25	9	*
b. National news					
Oct 15-Nov 8, 2018	31	43	17	8	1
Mar 13-Mar 27, 2017	40	43	14	4	*
Jan 12-Feb 8, 2016	33	44	16	6	*
c. Local news					
Oct 15-Nov 8, 2018	31	42	19	7	1
Mar 13-Mar 27, 2017	33	45	18	3	*
Jan 12-Feb 8, 2016	37	41	16	6	*
d. News about your neighborhood					
Oct 15-Nov 8, 2018	31	38	20	10	1
Mar 13-Mar 27, 2017	30	39	22	9	*
Jan 12-Feb 8, 2016	33	37	20	10	*

ASK ALL:

LOCNEWSWEB

How often do you get local news and information from **[RANDOMIZE]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
a. A news website or app					
Oct 15-Nov 8, 2018	26	33	22	18	1
b. A social media site (such as Facebook, YouTube, or Snapchat)					
Oct 15-Nov 8, 2018	25	28	20	27	1

ASK ALL:

NEWSALERTS

Do you ever get news alerts about your local area – that is, a type of push notification that appears on your cellphone’s main screen?

Oct 15-Nov 8

2018

42

Yes

57

No

1

No answer

ASK ALL:

LOCAL_PREFER

Which of the following would you say you prefer for getting local news and information? **[RANDOMIZE]**Oct 15-Nov 8
2018

13	A print newspaper
8	Radio
41	Television
15	A social media site (such as Facebook, YouTube or Snapchat)
23	A news website or app
1	No answer

ASK ALL:

PROVIDER

How often do you get local news and information from each of the following types of sources, regardless of whether you access them digitally or not? **[RANDOMIZE; B ALWAYS BEFORE C; I ALWAYS LAST]**

	<u>Often</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No answer</u>
a. Local TV news station Oct 15-Nov 8, 2018	38	32	16	13	1
b. Local daily newspaper Oct 15-Nov 8, 2018	17	26	25	31	1
c. Other community or specialized newspaper (beyond the daily newspaper) Oct 15-Nov 8, 2018	7	26	28	38	1
d. Local radio station Oct 15-Nov 8, 2018	20	36	23	20	1
e. Community or neighborhood newsletter or listserv Oct 15-Nov 8, 2018	8	25	26	41	1
f. Local government agencies or officials, such as city council offices or libraries Oct 15-Nov 8, 2018	5	25	34	35	1
g. Local organizations, such as churches, school groups or political groups Oct 15-Nov 8, 2018	8	27	29	35	1
h. Local online forums or discussion groups, such as community Facebook groups or Nextdoor Oct 15-Nov 8, 2018	12	26	22	40	1
i. A news source that publishes online ONLY, and is not included in any of the previous categories Oct 15-Nov 8, 2018	5	9	8	70	7

ASK ALL:

PROVIDERi_OE

How often do you get local news and information from each of the following types of sources, regardless of whether you access them digitally or not?

A news source that publishes online ONLY, and is not included in any of the previous categories

[This question asks about sources for residents' local area; national-level estimates not shown here]

ASK IF GETS NEWS FROM ANY IN PROVIDER (PROVIDERa-i=1-3):

PROV_PLATFORM When you get local news and information from each of the following types of sources, HOW do you primarily get that news? **[SHOW IN SAME ORDER AS PROVIDER]**

a. Local TV news station

Oct 15-Nov 8

2018

N=30,895

76	The station on TV
13	The station's website, app or email
9	The station's social media posts
2	No answer

b. Local daily newspaper

Oct 15-Nov 8

2018

N=25,081

54	The newspaper's print version
30	The newspaper's website, app or email
13	The newspaper's social media posts
3	No answer

c. Other community or specialized newspaper (beyond the daily newspaper)

Oct 15-Nov 8

2018

N=23,217

50	The newspaper's print version
27	The newspaper's website, app or email
17	The newspaper's social media posts
7	No answer

d. Local radio station

Oct 15-Nov 8

2018

N=28,458

81	The station on the radio
8	The station's website, app or email
7	The station's social media posts
3	No answer

e. Community or neighborhood newsletter or listserv

Oct 15-Nov 8

2018

N=22,313

46	A print newsletter
24	A digital newsletter or listerv's website, app or email
25	The community's social media posts
5	No answer

f. Local government agencies or officials, such as city council offices or libraries

Oct 15-Nov 8

2018

N=24,771

33	In print
23	By word of mouth, either in person or on the phone
25	The agency or official's website, app or email
16	The agency or official's social media posts
4	No answer

PROV_PLATFORM CONTINUED...

g. Local organizations, such as churches, school groups or political groups

Oct 15-Nov 8

2018

N=24,573

27	In print
34	By word of mouth, either in person or on the phone
19	The organization's website, app or email
16	The organization's social media posts
4	No answer

h. Local online forums or discussion groups, such as community Facebook groups or Nextdoor

Oct 15-Nov 8

2018

N=21,051

36	A website, app or email
59	Social media
5	No answer

i. A news source that publishes online ONLY, and is not included in any of the previous categories

Oct 15-Nov 8

2018

N=8,146

56	A website, app or email
38	Social media
6	No answer

ASK ALL:

PROV_PEOPLE1

How often do you get local news and information from other local residents, such as family, friends and neighbors?

Oct 15-Nov 8

2018

17	Often
49	Sometimes
24	Hardly ever
9	Never
1	No answer

ASK IF GETS NEWS FROM OTHER RESIDENTS IN PROV_PEOPLE1 (PROV_PEOPLE1=1-3)

[N=32,446]:

PROV_PEOPLE2

When you get local news from other local residents, how do you primarily get that news?

Oct 15-Nov 8

2018

71	By word of mouth, either in person or on the phone
11	By text or email
17	Through social media
1	No answer

ASK ALL:

LOCNEWS_COVERAGE1 Would you say the local news media in your area...

Oct 15-Nov 8

2018

51	Mostly cover the area where you live
47	Mostly cover another area, such as a nearby city
2	No answer

ASK ALL:

ROLEVALUES1

Which of the following do you value most? That your local news media...
[RANDOMIZE]

	<u>Selected</u>	<u>Not selected/ No answer</u>
a. Deal fairly with all sides Oct 15-Nov 8, 2018	12	88
b. Keep an eye on local political leaders Oct 15-Nov 8, 2018	5	95
c. Are transparent about their reporting Oct 15-Nov 8, 2018	7	93
d. Include people like you in their stories Oct 15-Nov 8, 2018	3	97
e. Report news accurately Oct 15-Nov 8, 2018	43	57
f. Cover news stories thoroughly Oct 15-Nov 8, 2018	13	87
g. Provide news that you use daily Oct 15-Nov 8, 2018	13	87

ASK ALL:
ROLEVALUES2

And which of the remaining do you value most? That your local news media...
**[SHOW IN SAME ORDER AS ROLEVALUES1; HIDE ITEM SELECTED IN
 ROLEVALUES1]**

	<u>Selected</u>	<u>Not selected/ No answer</u>
a. Deal fairly with all sides Oct 15-Nov 8, 2018	18	82
b. Keep an eye on local political leaders Oct 15-Nov 8, 2018	6	94
c. Are transparent about their reporting Oct 15-Nov 8, 2018	12	88
d. Include people like you in their stories Oct 15-Nov 8, 2018	4	96
e. Report news accurately Oct 15-Nov 8, 2018	22	78
f. Cover news stories thoroughly Oct 15-Nov 8, 2018	22	78
g. Provide news that you use daily Oct 15-Nov 8, 2018	12	88

ASK ALL:
JOBVALUES

Would you say your local news media do each of the following well, or not well?
[RANDOMIZE]

	<u>Well</u>	<u>Not well</u>	<u>No answer</u>
a. Deal fairly with all sides Oct 15-Nov 8, 2018	62	35	4
b. Keep an eye on local political leaders Oct 15-Nov 8, 2018	66	30	4
c. Are transparent about their reporting Oct 15-Nov 8, 2018	62	33	4
d. Include people like you in their stories Oct 15-Nov 8, 2018	58	38	5
e. Report news accurately Oct 15-Nov 8, 2018	71	25	4
f. Cover news stories thoroughly Oct 15-Nov 8, 2018	65	31	4
g. Provide news that you use daily Oct 15-Nov 8, 2018	67	30	4

ASK ALL:

MAINSOURCE_LOC

What news source do you turn to most often for local news? Please list the name of the specific news organization or source.

[This question asks about sources for residents' local area; national-level estimates not shown here. See the interactive tool accompanying this report for individual CBSA estimates.]

ASK ALL:

MAIN_CONF

Thinking about the source you get most of your local news from, how confident are you that this source can get you the local news and information you need?

Oct 15-Nov 8

2018

30	Very confident
52	Somewhat confident
12	Not very confident
4	Not at all confident
2	No answer

ASK ALL:
TOPICIMPORT

Now thinking about local news topics, how important is it for you to know about each of the following? **[RANDOMIZE]**

	<u>Important for my daily life</u>	<u>Important to know about, but I don't need to keep up with it daily</u>	<u>Interesting, but not important to me</u>	<u>Neither important nor interesting</u>	<u>No answer</u>
a. Local crime Oct 15-Nov 8, 2018	44	41	9	5	2
b. Local government and politics Oct 15-Nov 8, 2018	24	50	13	11	2
c. Local weather Oct 15-Nov 8, 2018	70	20	5	4	2
d. Local arts and culture, such as museums, concerts and theater Oct 15-Nov 8, 2018	10	40	32	16	2
e. Local restaurants, night clubs and bars Oct 15-Nov 8, 2018	8	33	36	21	2
f. Local traffic and transportation Oct 15-Nov 8, 2018	41	33	14	11	2
g. Local sports Oct 15-Nov 8, 2018	10	24	30	34	1
h. Local jobs and unemployment Oct 15-Nov 8, 2018	15	37	29	17	2
i. Local community activities and gatherings, such as festivals and recreational clubs Oct 15-Nov 8, 2018	14	45	28	11	2
j. Local schools, school events and students Oct 15-Nov 8, 2018	19	31	28	20	2
k. Changing prices for local goods and services, such as gas, tolls and food Oct 15-Nov 8, 2018	37	41	12	8	2

ASK IF AT LEAST INTERESTED IN TOPICIMPORT (TOPICIMPORTA-K=1-3):
 TOPICINFO How easy is it to stay informed about each topic? **[SHOW IN SAME ORDER AS TOPICIMPORT]**

	<u>Very easy</u>	Somewhat <u>easy</u>	Somewhat <u>hard</u>	<u>Very hard</u>	<u>No answer</u>
a. Local crime Oct 15-Nov 8, 2018 [N=33,633]	37	48	12	2	1
b. Local government and politics Oct 15-Nov 8, 2018 [N=32,316]	30	51	15	2	1
c. Local weather Oct 15-Nov 8, 2018 [N=33,808]	76	20	2	*	1
d. Local arts and culture, such as museums, concerts and theater Oct 15-Nov 8, 2018 [N=30,797]	27	54	15	2	1
e. Local restaurants, night clubs and bars Oct 15-Nov 8, 2018 [N=28,198]	28	54	14	2	1
f. Local traffic and transportation Oct 15-Nov 8, 2018 [N=31,524]	46	43	9	1	1
g. Local sports Oct 15-Nov 8, 2018 [N=23,435]	52	39	6	1	1
h. Local jobs and unemployment Oct 15-Nov 8, 2018 [N=28,843]	21	53	21	3	2
i. Local community activities and gatherings, such as festivals and recreational clubs Oct 15-Nov 8, 2018 [N=31,923]	28	55	14	2	1
j. Local schools, school events and students Oct 15-Nov 8, 2018 [N=28,492]	30	53	14	2	1
k. Changing prices for local goods and services, such as gas, tolls and food Oct 15-Nov 8, 2018 [N=32,282]	25	49	21	3	1

ASK ALL:

NEWSCONTRIB

Do you ever post or submit your own local news content, such as articles, videos or photos, to a news outlet, listserv or social media group?

Oct 15-Nov 8

2018

10	Yes
89	No
1	No answer

ASK IF GETS LOCAL NEWS ONLINE (LOCNEWSWEBa=1-3 OR LOCNEWSWEBb=1-3)

INTERNET_IMPT

How important to you, if at all, is the internet as a way of keeping up with local news and information?

Oct 15-Nov 8

2018

Based on total

N=34,897

32	The most important way
46	An important way, but not the most important
10	Not an important way
11	Does not get local news online
1	No answer

Based on those asked

N=31,651

36
51
12
-
1

ASK IF GETS LOCAL NEWS ON SOCIAL MEDIA (LOCNEWSWEBb=1-3)

SOCMEDIA_IMPT

How important to you, if at all, are social media sites as a way of keeping up with local news and information?

Oct 15-Nov 8

2018

Based on total

N=34,897

14	The most important way
40	An important way, but not the most important
17	Not an important way
27	Does not let local news on social media
2	No answer

Based on those asked

N=24,614

20
55
23
-
2

ASK IF GETS LOCAL NEWS ON SOCIAL MEDIA (LOCNEWSWEBb=1-3) [N=24,614]:

SOCMEDIA_ATTN

Thinking about the sources of local news and information you get on social media, would you say you...

[RANDOMIZE]

Oct 15-Nov 8

2018

64	Pay attention to the specific sources you see there
34	Do not pay attention to the specific sources you see there
3	No answer

ASK IF GETS LOCAL NEWS ONLINE (LOCNEWSWEBa=1-3 OR LOCNEWSWEBb=1-3) [N=31,651]:
 DIG_FEATURES In deciding where to get your local news online, is each of these features important to you, or is it not important to you? **[RANDOMIZE]**

	Yes, <u>important</u>	No, <u>not important</u>	<u>No answer</u>
a. Videos Oct 15-Nov 8, 2018	43	55	2
b. Ability to comment on stories Oct 15-Nov 8, 2018	31	68	2
c. Social media accounts that are updated regularly Oct 15-Nov 8, 2018	51	47	2
d. Being able to customize the news you get at the site Oct 15-Nov 8, 2018	45	53	2
e. An easy-to-use website Oct 15-Nov 8, 2018	82	17	2
g. A schedule of local events Oct 15-Nov 8, 2018	59	40	2

ASK IF GETS LOCAL NEWS ONLINE (LOCNEWSWEBa=1-3 OR LOCNEWSWEBb=1-3) [N=31,651]:
 LOCAL_DEVICE When you get local news and information online, do you primarily get it on a...

Oct 15-Nov 8
2018

51	Mobile device (such as a smartphone or tablet)
27	Desktop or laptop computer
19	I get it on a mobile device or desktop or laptop computer about equally
2	No answer

ASK ALL:

LOCALMEDIA_JOB Regardless of how closely you follow news about your local community, how well do the local news media keep you informed of the most important local stories of the day?

Oct 15-Nov 8
2018

24	Very well
56	Fairly well
13	Not too well
4	Not at all well
2	No answer

ASK ALL:

ROLECONNECTED

Thinking about the role of local journalists, how important do you think it is for local journalists to do each of the following?

[RANDOMIZE]

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not very important</u>	<u>Not at all important</u>	<u>No answer</u>
a. Be personally engaged in the local community Oct 15-Nov 8, 2018	42	40	11	5	2

NO ITEM B

c. Understand the history of the community Oct 15-Nov 8, 2018	48	37	8	4	2
d. Be active on social media Oct 15-Nov 8, 2018	21	40	23	14	2

ASK ALL:

TALKJOUR

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

<u>Oct 15-Nov 8 2018</u>		<u>Jan 12-Feb 8 2016</u>	
21	Yes	26	
78	No	74	
1	No answer	*	

ASK ALL:

LOCALOPINIONS

Which of the following comes closest to your view, even if neither is exactly right? Local journalists should... **[RANDOMIZE]**

<u>Oct 15-Nov 8 2018</u>	
36	Express their views on local issues
61	Not express their views on local issues
3	No answer

ASK ALL:

LOCALACTIVITY

Here are some 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.

[RANDOMIZE]

	Yes, in the <u>past year</u>	No, not in the <u>past year</u>	<u>No answer</u>
a. Attended public hearings or town/city council meetings Oct 15-Nov 8, 2018	13	85	2
b. Attended neighborhood meetings Oct 15-Nov 8, 2018	17	81	2
c. Organized or participated in rallies or protests Oct 15-Nov 8, 2018	9	90	2
d. Started or participated in discussion groups focused on local issues, either offline or online Oct 15-Nov 8, 2018	15	83	2

NO ITEM E

f. Contacted elected officials, either offline or online Oct 15-Nov 8, 2018	22	77	2
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ASK ALL:

FINANCE

Thinking about the financial state of your local news media, how well do you think your local news outlets are doing financially?

Oct 15-Nov 8 <u>2018</u>	
19	Very well
51	Somewhat well
19	Not too well
6	Not at all well
5	No answer

ASK ALL:

LOCAL_NEWS_PAY

In the past year, have you directly paid or given money to any local news sources by subscribing, donating or becoming a member?

Oct 15-Nov 8 <u>2018</u>	
14	Yes
84	No
2	No answer

ASK IF NO IN LOCAL_NEWS_PAY (LOCAL_NEWS_PAY=2) [N=26,549]:

LOCAL_NEWS_DONT_PAY What is the main reason you haven't directly paid or given money to any local news sources in the past year? **[RANDOMIZE]**

Oct 15-Nov 8

2018

26	I'm not interested enough in local news to pay for it
49	I can find plenty of free local news so I don't need to pay for it
12	It's too expensive
10	The news provided is not good enough to pay for
3	No answer

ASK ALL:

LOCALGROUPS

Please indicate whether you are currently active in or a member of any of the groups or organizations listed below. **[RANDOMIZE; I ALWAYS LAST]**

	<u>Yes, currently active</u>	<u>No, not currently active</u>	<u>No answer</u>
a. Community groups or neighborhood associations Oct 15-Nov 8, 2018	14	84	2
b. Religious or spiritual groups or organizations Oct 15-Nov 8, 2018	27	71	2
c. Sports or recreation leagues, for yourself or for your child Oct 15-Nov 8, 2018	13	85	2
d. Social groups or clubs, such as a book club or dinner club Oct 15-Nov 8, 2018	11	87	2
NO ITEM E			
f. Parent groups or organizations, such as the PTA or local parent support group Oct 15-Nov 8, 2018	7	90	2
g. Youth groups, such as the Scouts, YMCA or 4-H, for yourself or for your child Oct 15-Nov 8, 2018	7	91	2
h. Charitable or service organizations, such as Habitat for Humanity or the Rotary Club Oct 15-Nov 8, 2018	11	87	2
i. Other group Oct 15-Nov 8, 2018	6	80	15

ASK ALL:

PARTY

In politics today, do you consider yourself a...

Oct 15-Nov 8

2018

26	Republican
31	Democrat
27	Independent
13	Something else
3	No answer

ASK IF DID NOT SELECT REPUBLICAN OR DEMOCRAT AT PARTY [N=12,679]:

PARTYLN

As of today do you lean more to...

Oct 15-Nov 8

2018

36	The Republican Party
47	The Democratic Party
18	No answer

ASK ALL:

IDEO

In general, would you describe your political views as... **[REVERSE ORDER FOR HALF OF RESPONDENTS]**

Oct 15-Nov 8

2018

8	Very conservative
22	Conservative
41	Moderate
17	Liberal
7	Very liberal
5	No answer

ASK ALL:

ACS_WEB

At your house, apartment or mobile home, do you or any member of this household have access to the internet?

Oct 15-Nov 8

2018

83	Yes, by paying a cell phone company or internet service provider
9	Yes, without paying a cell phone company or internet service provider
6	No access to the internet at my house, apartment, or mobile home
2	No answer