**LOCAL NEWS SURVEY**

**OCTOBER 15-NOVEMBER 8, 2018**

**QUESTIONNAIRE**[[1]](#footnote-1)

**ASK ALL:**

LOCALRATINGOverall, how would you rate your community as a place to live?

1. Excellent
2. Good
3. Only fair
4. Poor

**ASK ALL:**

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

1. Very
2. Somewhat
3. Not very
4. Not at all

**ASK IF KNOWLEDGEPANEL OR ATP AND F\_USR\_SELFID=MISSING:**

COMTYPE2 How would you describe the community WHERE YOU CURRENTLY LIVE?

**[FLIP ANSWER SCALE TO DISPLAY 3-1 FOR RANDOM HALF OF SAMPLE]**

1 Urban

2 Suburban

3 Rural

**ASK ALL:**

INFLUENCE Thinking about local news media in your community, would you say they have…

**[RANDOMIZE]**

1. A lot of influence on your community

2 Not much of an influence on your community

**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?

1. In touch
2. Out of touch

**ASK ALL:**

NEWS\_LEVEL How closely do you follow…

1. International news
2. Very closely
3. Somewhat closely
4. Not very closely
5. Not at all closely
6. National news
7. Very closely
8. Somewhat closely
9. Not very closely
10. Not at all closely
11. Local news
12. Very closely
13. Somewhat closely
14. Not very closely
15. Not at all closely
16. News about your neighborhood
17. Very closely
18. Somewhat closely
19. Not very closely
20. Not at all closely

**ASK ALL:**

LOCNEWSWEB Now we are going to ask you some questions about local news and information. By this we mean information about events and issues in your local area that involve more than just your friends or family.

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

1. A news website or app
2. Often
3. Sometimes
4. Hardly ever
5. Never
6. A social media site (such as Facebook, YouTube or Snapchat)
7. Often
8. Sometimes
9. Hardly ever

4 Never

**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?

1 Yes

2 No

**ASK ALL:**

LOCAL\_PREFER Which of the following would you say you prefer for getting local news and information? **[RANDOMIZE]**

1. A print newspaper
2. Radio
3. Television
4. A social media site (such as Facebook, YouTube or Snapchat)

5 A news website or app

**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; ITEM C ALWAYS AFTER ITEM B; ITEM I ALWAYS LAST; SPLIT OVER 3 SCREENS]**

* + 1. Local TV news station

1. Often
2. Sometimes
3. Hardly ever
4. Never
   * 1. Local daily newspaper
5. Often
6. Sometimes
7. Hardly ever
8. Never
   * 1. Other community or specialized newspaper (beyond the daily newspaper)
9. Often
10. Sometimes
11. Hardly ever
12. Never
    * 1. Local radio station
13. Often
14. Sometimes
15. Hardly ever
16. Never
    * 1. Community or neighborhood newsletter or listserv
17. Often
18. Sometimes
19. Hardly ever
20. Never
    * 1. Local government agencies or officials, such as city council offices or libraries
21. Often
22. Sometimes
23. Hardly ever
24. Never
    * 1. Local organizations, such as churches, school groups or political groups
25. Often
26. Sometimes
27. Hardly ever
28. Never
    * 1. Local online forums or discussion groups, such as community Facebook groups or Nextdoor

1 Often

2 Sometimes

3 Hardly ever

4 Never

* + 1. A news source that publishes online ONLY, and is not included in any of the previous categories (Please specify)

1 Often

2 Sometimes

3 Hardly ever

4 Never

**ASK IF GETS NEWS FROM ANY IN PROVIDER [ANSWERS 1-3 for ANYOF PROVIDERA-PROVIDERI]:**

PROV\_PLATFORM When you get local news and information from each of the following types of sources, HOW do you primarily get that news?

**[ONLY SHOW THOSE THEY GOT NEWS FROM IN PROVIDER [PROVIDER A-I = 1-3]; RANDOMIZE IN SAME ORDER AS IN PROVIDER; SPLIT INTO 2 SCREENS IF MORE THAN 4 ITEMS, SPLIT INTO 3 SCREENS IF MORE THAN 8 ITEMS]**

1. **[IF PROVIDERA=1-3]** Local TV news station
   1. The station on TV
   2. The station’s website, app or email
   3. The station’s social media posts
2. **[IF PROVIDERB=1-3]** Local daily newspaper
   1. The newspaper’s print version
   2. The newspaper’s website, app or email
   3. The newspaper’s social media posts
3. **[IF PROVIDERC=1-3]** Other community or specialized newspaper (beyond the daily newspaper)
   1. The newspaper’s print version
   2. The newspaper’s website, app or email
   3. The newspaper’s social media posts
4. **[IF PROVIDERD=1-3]** Local radio station
   1. The station on the radio
   2. The station’s website, app or email
   3. The station’s social media posts
5. **[IF PROVIDERE=1-3]** Community or neighborhood newsletter or listserv
   1. A print newsletter
   2. A digital newsletter or listserv’s website, app or email
   3. The community’s social media posts
6. **[IF PROVIDERF=1-3]** Local government agencies or officials, such as city council offices or libraries
   1. In print
   2. By word of mouth, either in person or on the phone
   3. The agency or official’s website, app or email
   4. The agency or official’s social media posts
7. **[IF PROVIDERG=1-3]** Local organizations, such as churches, school groups or political groups
   1. In print
   2. By word of mouth, either in person or on the phone
   3. The organization’s website, app or email
   4. The organization’s social media posts
8. **[IF PROVIDERH=1-3]** Local online forums or discussion groups, such as community Facebook groups or Nextdoor

1 A website, app or email

2 Social media

1. **[IF PROVIDERI=1-3]** A news source that publishes online ONLY, and is not included in any of the previous categories

1 A website, app or email

2 Social media

**ASK ALL:**

PROV\_PEOPLE1 How often do you get local news and information from other local residents, such as family, friends and neighbors?

1. Often
2. Sometimes
3. Hardly ever
4. Never

**ASK IF GETS NEWS FROM OTHER RESIDENTS [PROV\_PEOPLE1=1-3]:**

PROV\_PEOPLE2 When you get local news from other local residents, how do you primarily get that news?

* 1. By word of mouth, either in person or on the phone
  2. By text or email
  3. Through social media

**ASK ALL:**

LOCNEWS\_COVERAGE1 Would you say the local news media in your area…

1. Mostly cover the area where you live
2. Mostly cover another area, such as a nearby city

**ASK ALL:**

ROLEVALUES1 Which of the following do you value most? That your local news media…

**[RANDOMIZE]**

1. Deal fairly with all sides
2. Keep an eye on local political leaders
3. Are transparent about their reporting
4. Include people like you in their stories
5. Report news accurately
6. Cover news stories thoroughly
7. Provide news that you use daily

**ASK ALL:**

ROLEVALUES2 And which of the remaining do you value most? That your local news media…

**[RANDOMIZE IN SAME ORDER AS ROLEVALUES1, HIDE OPTION CHECKED IN ROLEVALUES1]**

1. Deal fairly with all sides
2. Keep an eye on local political leaders
3. Are transparent about their reporting
4. Include people like you in their stories
5. Report news accurately
6. Cover news stories thoroughly
7. Provide news that you use daily

**ASK ALL:**

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

**[RANDOMIZE; SPLIT OVER TWO SCREENS]**

1. Deal fairly with all sides
2. Well
3. Not well
4. Keep an eye on local political leaders
5. Well
6. Not well
7. Are transparent about their reporting
8. Well
9. Not well
10. Include people like you in their stories
11. Well
12. Not well
13. Report news accurately
14. Well
15. Not well
16. Cover news stories thoroughly
17. Well
18. Not well
19. Provide news that you use daily
20. Well
21. Not well

**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.

**[OPEN-END]**

**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?

1. Very confident
2. Somewhat confident
3. Not very confident
4. Not at all confident

**ASK ALL:**

TOPICIMPORT Now thinking about local news topics, how important is it for you to know about each of the following? **[RANDOMIZE ITEMS A-K; SPLIT OVER 4 SCREENS]**

1. Local crime
2. Important for my daily life
3. Important to know about, but I don’t need to keep up with it daily
4. Interesting, but not important to me
5. Neither important nor interesting
6. Local government and politics
7. Important for my daily life
8. Important to know about, but I don’t need to keep up with it daily
9. Interesting, but not important to me
10. Neither important nor interesting
11. Local weather
12. Important for my daily life
13. Important to know about, but I don’t need to keep up with it daily
14. Interesting, but not important to me
15. Neither important nor interesting
16. Local arts and culture, such as museums, concerts and theater
17. Important for my daily life
18. Important to know about, but I don’t need to keep up with it daily
19. Interesting, but not important to me
20. Neither important nor interesting
21. Local restaurants, night clubs and bars
22. Important for my daily life
23. Important to know about, but I don’t need to keep up with it daily
24. Interesting, but not important to me
25. Neither important nor interesting
26. Local traffic and transportation
27. Important for my daily life
28. Important to know about, but I don’t need to keep up with it daily
29. Interesting, but not important to me
30. Neither important nor interesting
31. Local sports
32. Important for my daily life
33. Important to know about, but I don’t need to keep up with it daily
34. Interesting, but not important to me
35. Neither important nor interesting
36. Local jobs and unemployment
37. Important for my daily life
38. Important to know about, but I don’t need to keep up with it daily
39. Interesting, but not important to me
40. Neither important nor interesting
41. Local community activities and gatherings, such as festivals and recreational clubs
42. Important for my daily life
43. Important to know about, but I don’t need to keep up with it daily
44. Interesting, but not important to me
45. Neither important nor interesting
46. Local schools, school events and students
47. Important for my daily life
48. Important to know about, but I don’t need to keep up with it daily
49. Interesting, but not important to me
50. Neither important nor interesting
51. Changing prices for local goods and services, such as gas, tolls and food
52. Important for my daily life
53. Important to know about, but I don’t need to keep up with it daily
54. Interesting, but not important to me
55. Neither important nor interesting

**ASK ALL:**

TOPICINFO How easy is it to stay informed about each topic?

**[ONLY SHOW TOPICS THEY ARE AT LEAST INTERESTED IN (TOPICIMPORT1A-L=1-3); [RANDOMIZE IN SAME ORDER AS TOPICIMPORT; SPLIT OVER TWO SCREENS IF MORE THAN 4 ITEMS SELECTED; SPLIT OVER 3 SCREENS IF MORE THAN 8 ITEMS SELECTED]]**

1. **[IF TOPICIMPORTA=1-3]** Local crime
2. Very easy
3. Somewhat easy
4. Somewhat hard
5. Very hard
6. **[IF TOPICIMPORTB=1-3]** Local government and politics
7. Very easy
8. Somewhat easy
9. Somewhat hard
10. Very hard
11. **[IF TOPICIMPORTC=1-3]** Local weather
12. Very easy
13. Somewhat easy
14. Somewhat hard
15. Very hard
16. **[IF TOPICIMPORTD=1-3]** Local arts and culture, such as museums, concerts and theater
17. Very easy
18. Somewhat easy
19. Somewhat hard
20. Very hard
21. **[IF TOPICIMPORTE=1-3]** Local restaurants, night clubs and bars
22. Very easy
23. Somewhat easy
24. Somewhat hard
25. Very hard
26. **[IF TOPICIMPORTF=1-3]** Local traffic and transportation
27. Very easy
28. Somewhat easy
29. Somewhat hard
30. Very hard
31. **[IF TOPICIMPORTG=1-3]** Local sports
32. Very easy
33. Somewhat easy
34. Somewhat hard
35. Very hard
36. **[IF TOPICIMPORTH=1-3]** Local jobs and unemployment
37. Very easy
38. Somewhat easy
39. Somewhat hard
40. Very hard
41. **[IF TOPICIMPORTI=1-3]** Local community activities and gatherings, such as festivals and recreational clubs
42. Very easy
43. Somewhat easy
44. Somewhat hard
45. Very hard
46. **[IF TOPICIMPORTJ=1-3]** Local schools, school events and students
47. Very easy
48. Somewhat easy
49. Somewhat hard
50. Very hard
51. **[IF TOPICIMPORTK=1-3]** Changing prices for local goods and services, such as gas, tolls and food
52. Very easy
53. Somewhat easy
54. Somewhat hard
55. Very hard

**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?

1. Yes
2. No

**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?

1. The most important way
2. An important way, but not the most important
3. Not an important way

**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?

1. The most important way
2. An important way, but not the most important
3. Not an important way

**ASK IF GETS LOCAL NEWS ON SOCIAL MEDIA [LOCNEWSWEBb=1-3]:**

SOCMEDIA\_ATTN Thinking about the sources of local news and information you get on social media, would you say you… **[RANDOMIZE]**

1 Pay attention to the specific sources you see there

2 Do not pay attention to the specific sources you see there

**ASK IF GETS LOCAL NEWS ONLINE [LOCNEWSWEBa=1-3 OR LOCNEWSWEBb=1-3]:**

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; SPLIT OVER TWO SCREENS]**

1. Videos
2. Yes, important
3. No, not important
4. Ability to comment on stories
5. Yes, important
6. No, not important
7. Social media accounts that are updated regularly
8. Yes, important
9. No, not important
10. Being able to customize the news you get at the site
11. Yes, important
12. No, not important
13. An easy-to-use website
14. Yes, important
15. No, not important
16. A schedule of local events
17. Yes, important
18. No, not important

**ASK IF GETS LOCAL NEWS ONLINE [LOCNEWSWEBa=1-3 OR LOCNEWSWEBb=1-3]:**

LOCAL\_DEVICE When you get local news and information online, do you primarily get it on a…

1. Mobile device (such as a smartphone or tablet)
2. Desktop or laptop computer
3. I get it on a mobile device or desktop or laptop computer about equally

**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?

1. Very well
2. Fairly well
3. Not too well
4. Not at all well

**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]**

1. Be personally engaged in the local community
2. Very important
3. Somewhat important
4. Not very important
5. Not at all important
6. Understand the history of the community
7. Very important
8. Somewhat important
9. Not very important
10. Not at all important
11. Be active on social media
12. Very important
13. Somewhat important
14. Not very important
15. Not at all important

**ASK ALL:**

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

1. Yes
2. No

**ASK ALL:**

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

1. Express their views on local issues
2. Not express their views on local issues

**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 ITEMS A-F; SPLIT OVER TWO SCREENS]**

1. Attended public hearings or town/city council meetings
2. Yes, in the past year
3. No, not in the past year
4. Attended neighborhood meetings
5. Yes, in the past year
6. No, not in the past year
7. Organized or participated in rallies or protests
8. Yes, in the past year
9. No, not in the past year
10. Started or participated in discussion groups focused on local issues, either offline or online
11. Yes, in the past year
12. No, not in the past year
13. Contacted elected officials, either offline or online
14. Yes, in the past year
15. No, not in the past year

**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?

1. Very well
2. Somewhat well
3. Not too well
4. Not at all well

**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?

1. Yes
2. No

**ASK IF NO IN LOCAL\_NEWS\_PAY [LOCAL\_NEWS\_PAY = 2]:**

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]**

1. I’m not interested enough in local news to pay for it
2. I can find plenty of free local news so I don’t need to pay
3. It’s too expensive
4. The news provided is not good enough to pay for

**ASK ALL:**

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

**[RANDOMIZE ITEMS A-I, ITEM I ALWAYS LAST; SPLIT OVER 2 SCREENS]**

1. Community groups or neighborhood associations
2. Yes, currently active
3. No, not currently active
4. Religious or spiritual groups or organizations
5. Yes, currently active
6. No, not currently active
7. Sports or recreation leagues, for yourself or for your child
8. Yes, currently active
9. No, not currently active
10. Social groups or clubs, such as a book club or dinner club
11. Yes, currently active
12. No, not currently active
13. Parent groups or organizations, such as the PTA or local parent support group
14. Yes, currently active
15. No, not currently active
16. Youth groups, such as the Scouts, YMCA or 4-H, for yourself or for your child
17. Yes, currently active
18. No, not currently active
19. Charitable or service organizations, such as Habitat for Humanity or the Rotary Club
20. Yes, currently active
21. No, not currently active
22. Other group (Please specify)
23. Yes, currently active
24. No, not currently active

**ASK IF KNOWLEDGEPANEL:**

REG Which of these statements best describes you?

1 You are ABSOLUTELY CERTAIN that you are registered to vote at your current address

2 You are PROBABLY registered, but there is a chance your registration has lapsed

3 You are NOT registered to vote at your current address

**ASK IF KNOWLEDGEPANEL:**

PARTY In politics today, do you consider yourself a…

1 Republican

2 Democrat

3 Independent

4 Something else

**ASK IF NOT REPUBLICAN OR DEMOCRAT IN PARTY [PARTY = 3,4, SKIPPED]:**

PARTYLN As of today do you lean more to…

1 The Republican Party

2 The Democratic Party

**ASK IF KNOWLEDGEPANEL:**

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

1 Very conservative

2 Conservative

3 Moderate

4 Liberal

5 Very liberal

**ASK IF KNOWLEDGEPANEL:**

INCOME Last year, that is in 2017, what was your total family income from all sources, before taxes?

1. Less than $10,000
2. $10,000 to less than $20,000
3. $20,000 to less than $30,000
4. $30,000 to less than $40,000
5. $40,000 to less than $50,000
6. $50,000 to less than $75,000
7. $75,000 to less than $100,000
8. $100,000 to less than $150,000

9          $150,000 or more

**ASK ALL:**

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

* + - 1. Yes, by paying a cell phone company or internet service provider
      2. Yes, without paying a cell phone company or internet service provider
      3. No access to the internet at my house, apartment, or mobile home

**ASK IF KNOWLEDGEPANEL:**

VOL1 We are interested in volunteer activities for which people are not paid, except perhaps expenses. We only want you to include volunteer activities that you did through or for an organization, even if you only did them once in a while.

In the last 12 months that is since **[CURRENT MONTH]** of last year, have you done any volunteer activities through or for an organization?

1. Yes
2. No

**ASK IF NO OR DID NOT ANSWER IN VOL1 [VOL1=2, SKIPPED]:**

VOL2 Sometimes people don’t think of activities they do infrequently or activities they do for children’s schools or youth organizations as volunteer activities. Since **[CURRENT MONTH]** of last year, have you done any of these types of volunteer activities?

1. Yes
2. No

1. Open-end responses are excluded from public datasets to protect respondent confidentiality [↑](#footnote-ref-1)