Survey questions

Local News Survey 2011 Final Topline 1/28/11
Data for Jan. 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 cellphone 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]

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?

%	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?

%	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]

%	100	Gave answer
	0	Refused

Q21 Do you ever use your cellphone 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
Go online for information or news about your local community	45	55	*	0	*
Get information about local traffic or public transportation	33	67	*	0	0
Check local sports scores or get local sports updates	35	65	0	0	0
Check local weather reports	62	37	*	0	*
Find local restaurants or other local businesses	55	45	*	*	0
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 e-mail?

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

%	23	Yes
	77	No
	*	Don't know
	*	Refused

Q23 On your cellphone 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]

%	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 cellphone or tablet computer to get local information [N=218]

%	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?

%	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?

%	5	Yes
	93	No
	1	Pay for internet access and get news online (VOL.)
	1	Pay for cable television (VOL.)
	*	Don't know
	*	Refused

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 Jan. 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 cellphone (750, including 332 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.4 percentage points. For results based Internet users (n=1,762), the margin of sampling error is plus or minus 2.7 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys may introduce some error or bias into the findings of opinion polls.

A combination of landline and cellphone random digit dial (RDD) samples was used to represent all adults in the continental United States who have access to either a landline or cellphone. 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 cellphone 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 seven 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 cellphone 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. Cellphone 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 nonresponse 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 cellphone usage parameter came from an analysis of the January-June 2010 National Health Interview Survey.[1]

Following is the full disposition of all sampled telephone numbers:

Table 2:Sample Disposition

Landline	Cellphone	
29,846	13,498	Total Numbers Dialed
1,365	270	Nonresidential
1,425	28	Computer/Fax
2	----	Cellphone
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 cellphone
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:

[1] 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 cellphone sample was 15.5 percent.