

Topline questionnaire

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	device 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