

APTA 2019 Transit CEOs seminar

Americans' local news habits

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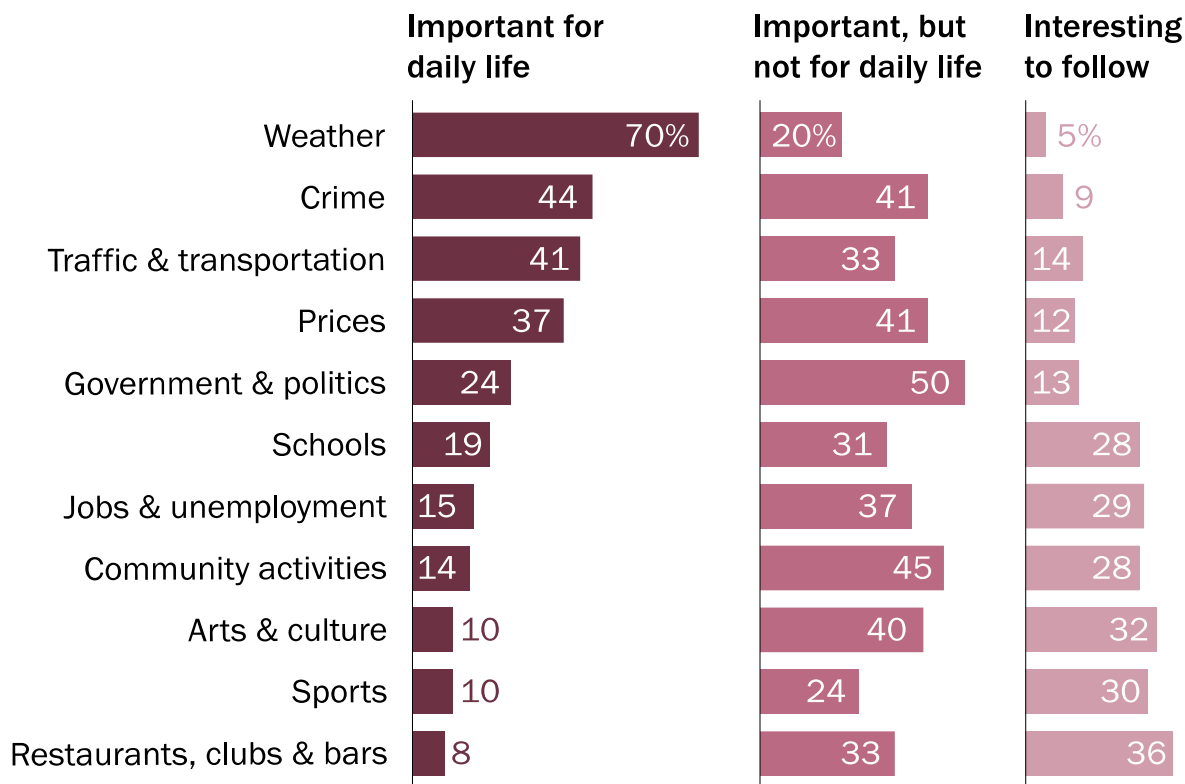
- U.S. politics and policy
- Journalism and media
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- Hispanic trends
- Global attitudes and trends
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Traffic & transportation is highly ranked as important for daily life

% of U.S. adults who say each local news topic is ...



Note: Those who think each local news topic is neither important nor interesting are not shown.

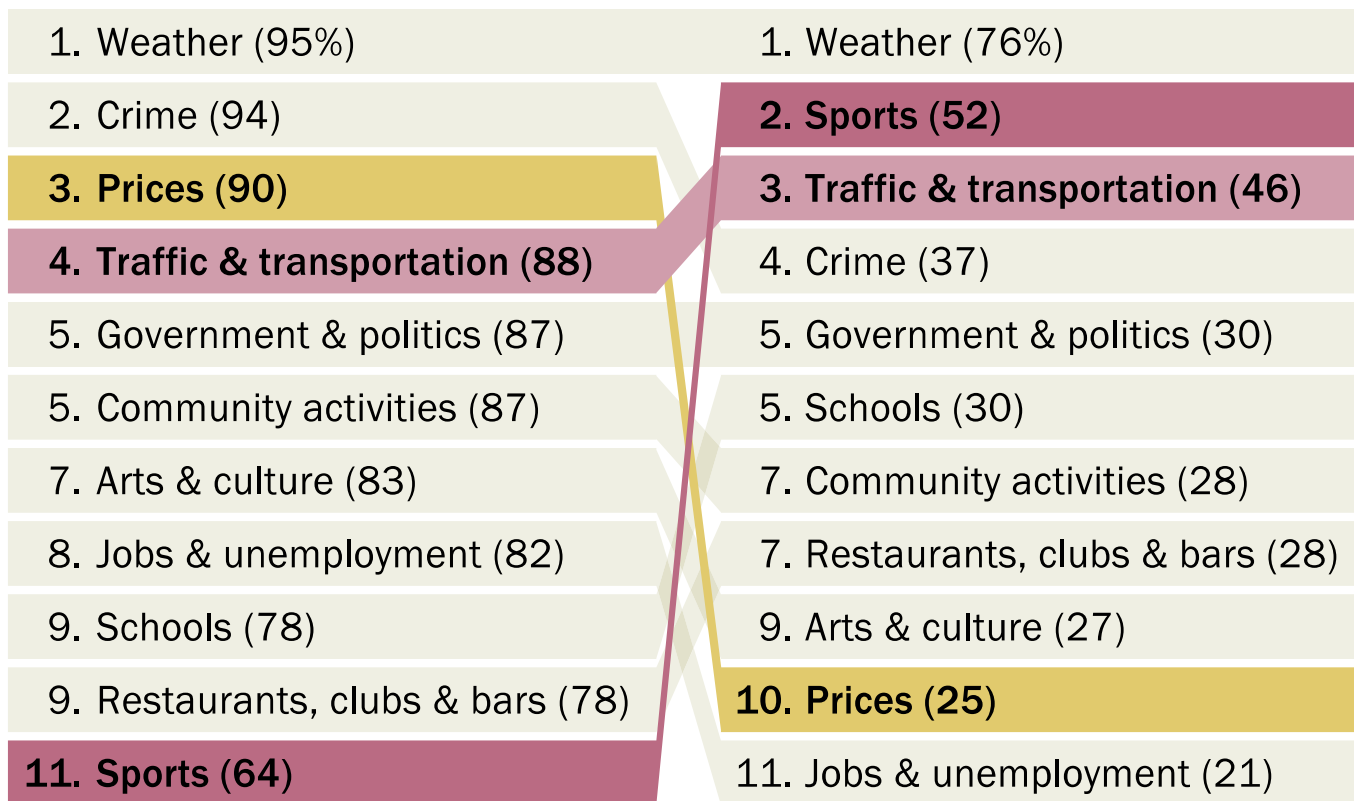
Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Americans' desire for local news topics sometimes doesn't align with how easy it is to find information about them

*% of U.S. adults who say each local news topic **is important or interesting***

*Among those who say each local news topic is important or interesting, % who say it is **very easy to stay informed about it***

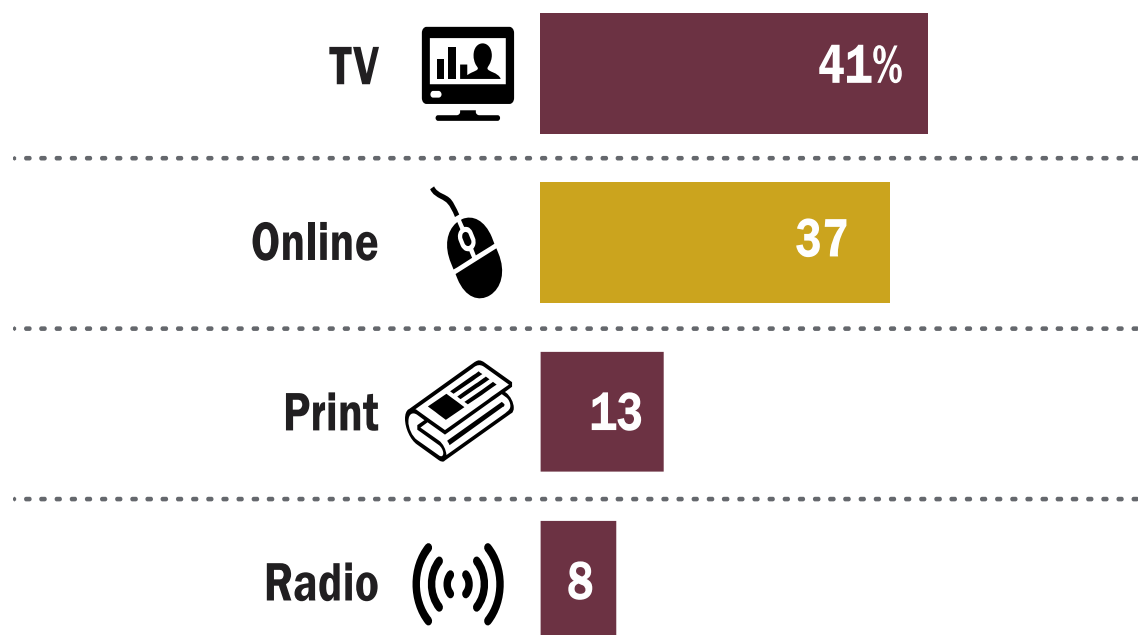


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Nearly the same share of Americans prefer to get local news online as the television set

% of U.S. adults who prefer to get their local news via ...

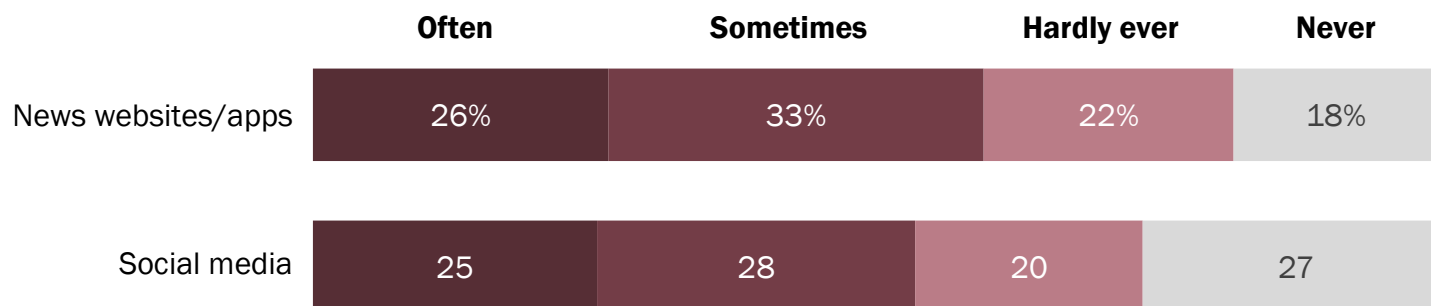


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

An overwhelming majority of Americans get at least some local news online

% of U.S. adults who get local news from ...



89%

Ever get news from either
news websites/apps or social media

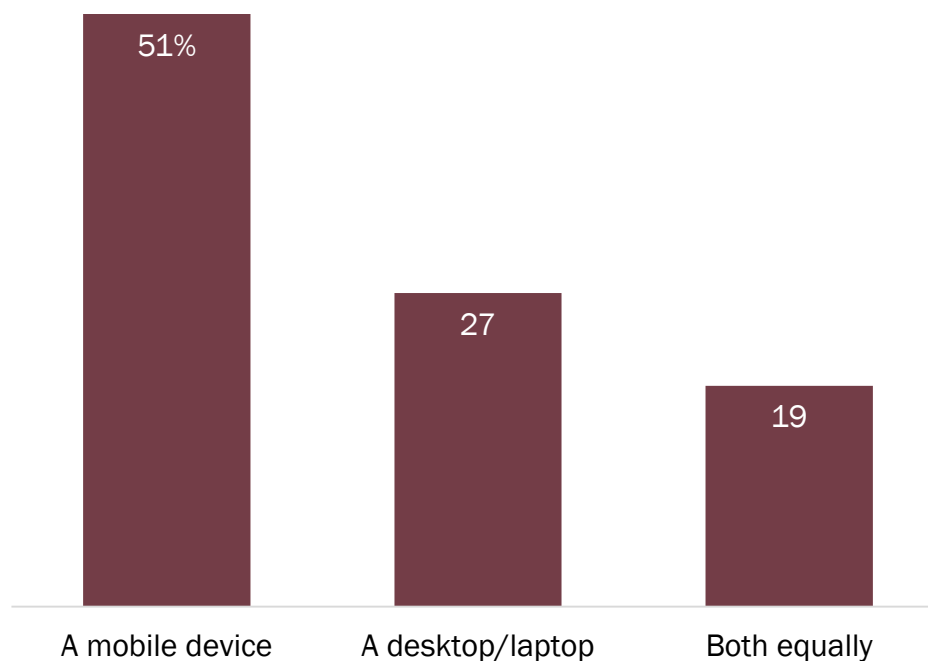
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

About half of local online news consumers primarily get that news on mobile devices

Among those who get local news online, % who primarily get it on ...

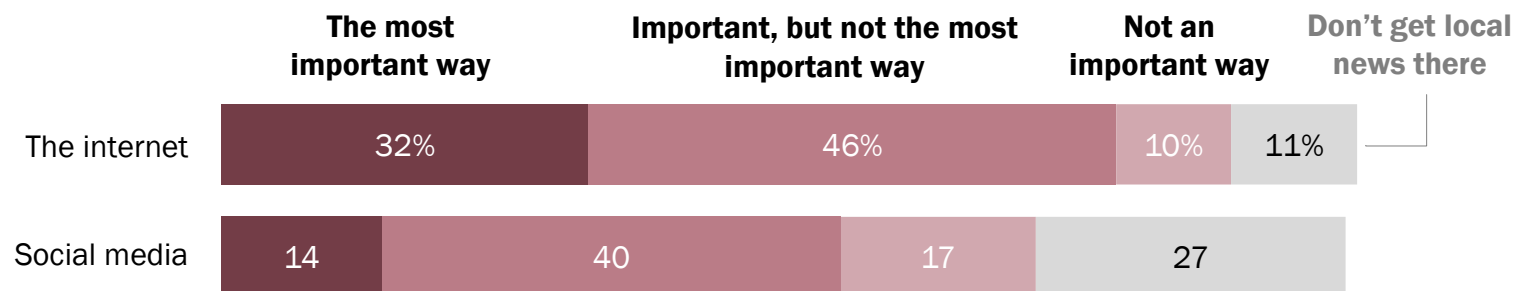


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

About a third say the internet is the most important way they get local news

% of U.S. adults who say the internet/social media is ___ they get local news



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Few Americans are digital-only or analog-only when it comes to local news

When asked how they primarily access each type of local news provider, % of U.S. adults who ...



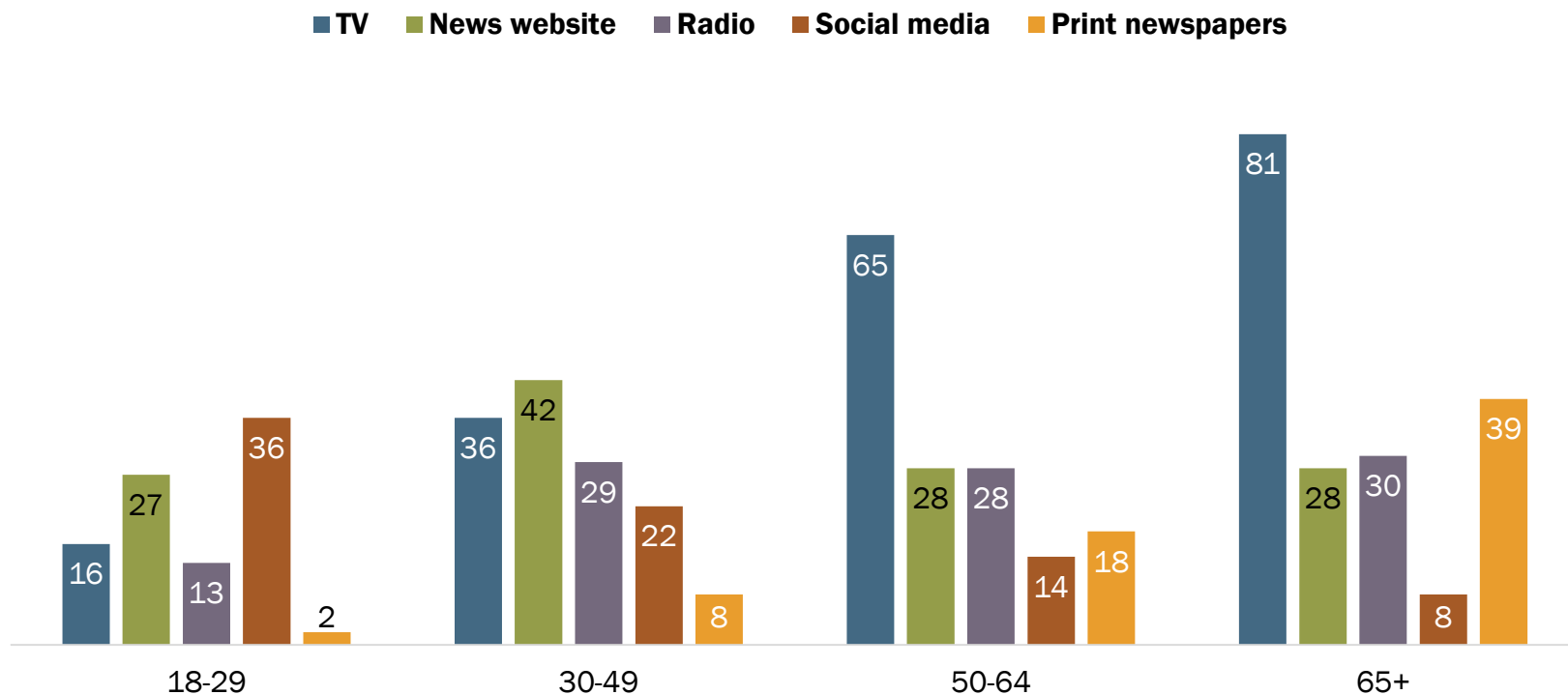
Note: Those who do not get local news from any type of provider and those who refused to answer not shown.

Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Platform preference by age (for news generally, not local news specifically)

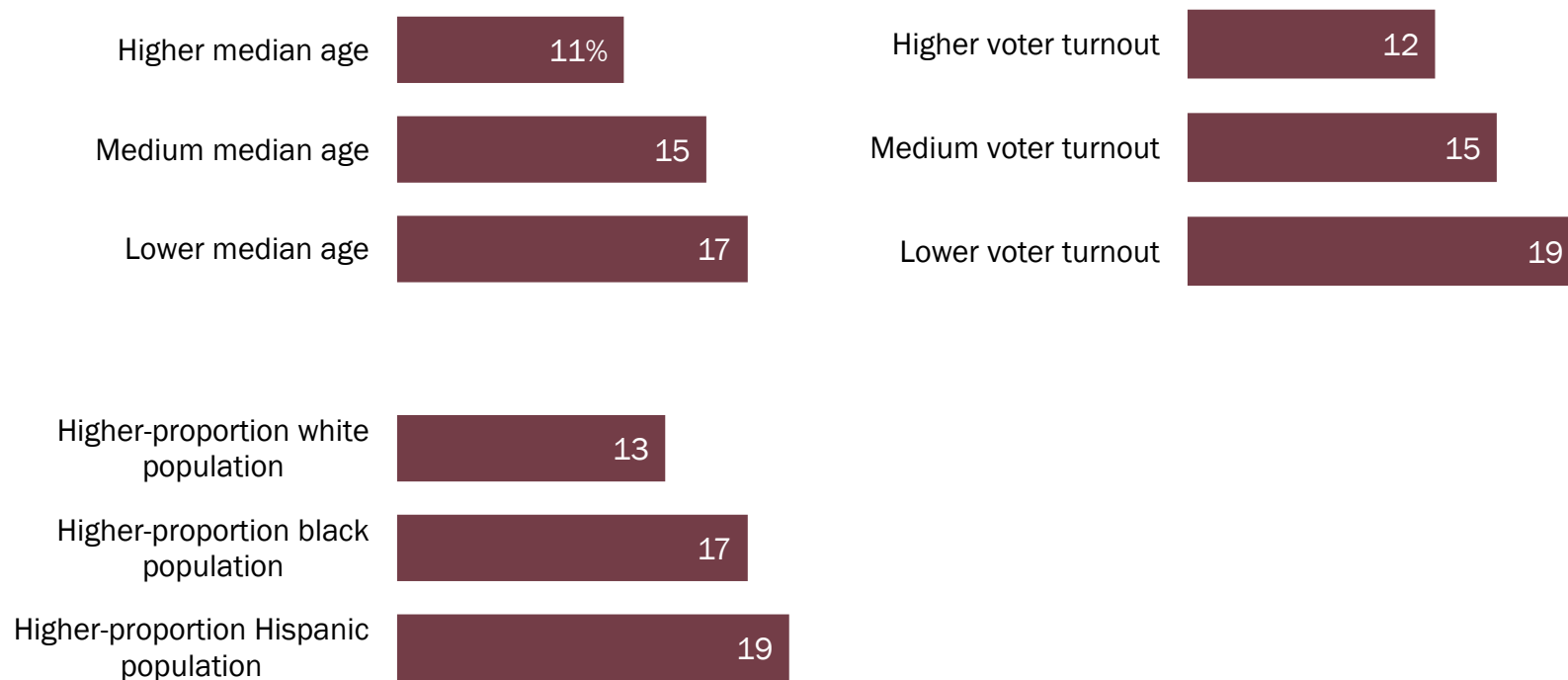
% of each age group who often get news on each platform



Source: Survey of U.S. adults conducted July 30-Aug. 12, 2018.
“Social media outpaces print newspapers in the U.S. as a news source”

Preference for social media varies based on community characteristics

Among U.S. adults in areas with ____, % who prefer to get their local news via social media

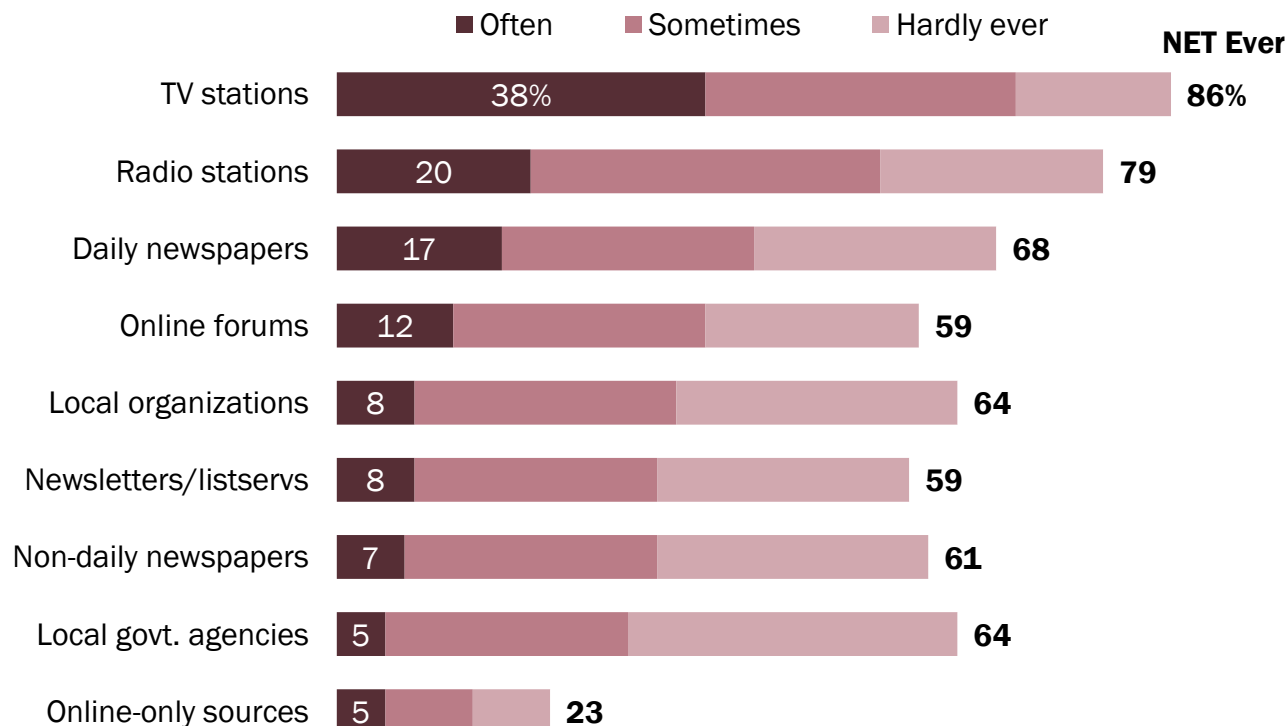


Note: Respondents are grouped based on the characteristics of their CBSA. The 5% of survey respondents who live outside a CBSA are not included here. For more information, including the criteria for each group, see the report's Methodology.

Source: Survey conducted Oct. 15-Nov. 8, 2018; Pew Research Center analysis of American Community Survey data and data from Dave Leip's Atlas of U.S. Presidential Elections. "For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Among providers of local news, local TV stations are turned to most

% of U.S. adults who get local news from each type of provider

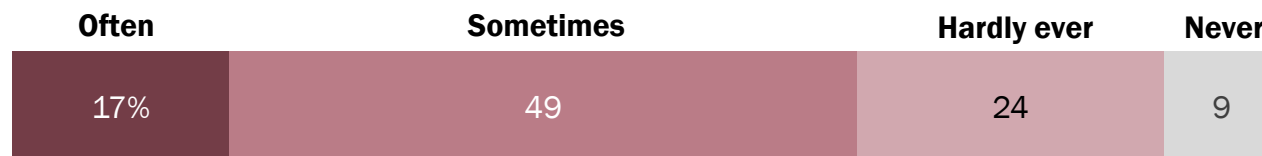


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Large majority gets local news from other people, mostly by word of mouth

% of U.S. adults who get local news from other local residents ...



90% ever get news from other local residents

Among the 90% who ever get news from other local residents, % who primarily get it via ...



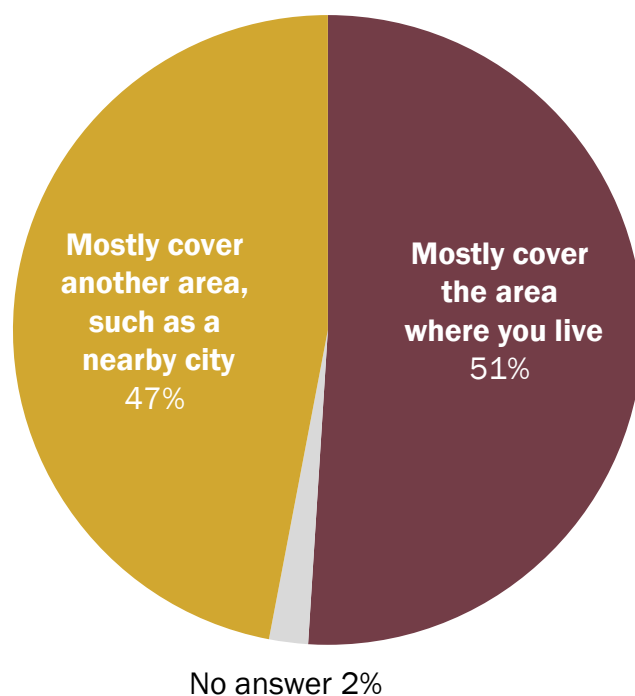
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Nearly half of Americans say their local news media cover an area other than where they live

% of U.S. adults who say their local news media ...

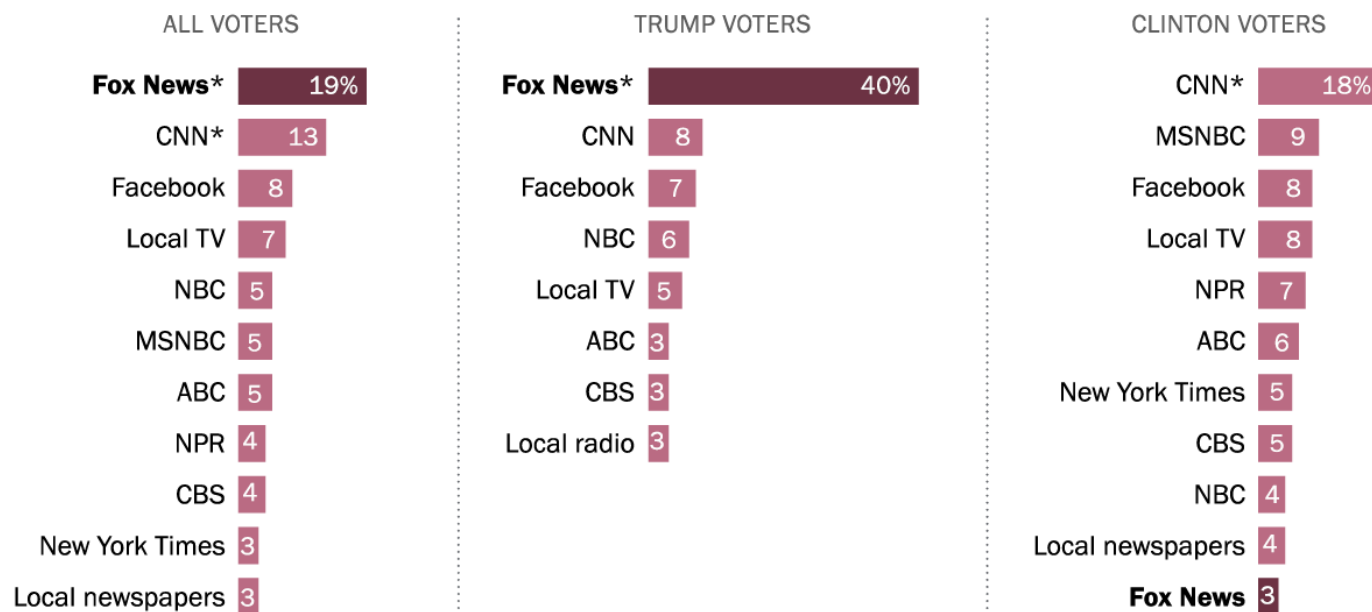


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Fox News dominated as main campaign news source for Trump voters; no single source as pronounced among Clinton voters

% of voters who named _____ as their “main source” for news about the 2016 campaign



* Among this group of voters, this source was named at significantly higher rates than the source below it. Significance of any other relationships provided upon request.

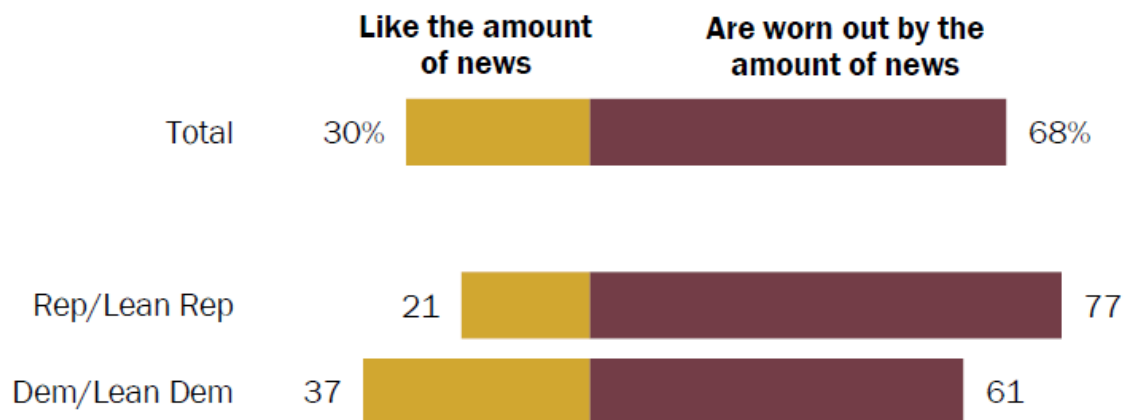
Note: Sources shown are only those that were named by at least 3% of each group. Results are based on responses to open-ended questions; respondents could write in any source they chose.

Source: Survey conducted Nov. 29-Dec. 12, 2016.

“Trump, Clinton Voters Divided in Their Main Source for Election News”

Almost seven-in-ten Americans are exhausted by the news – Republicans more so than Democrats

% of U.S. adults who ___ these days



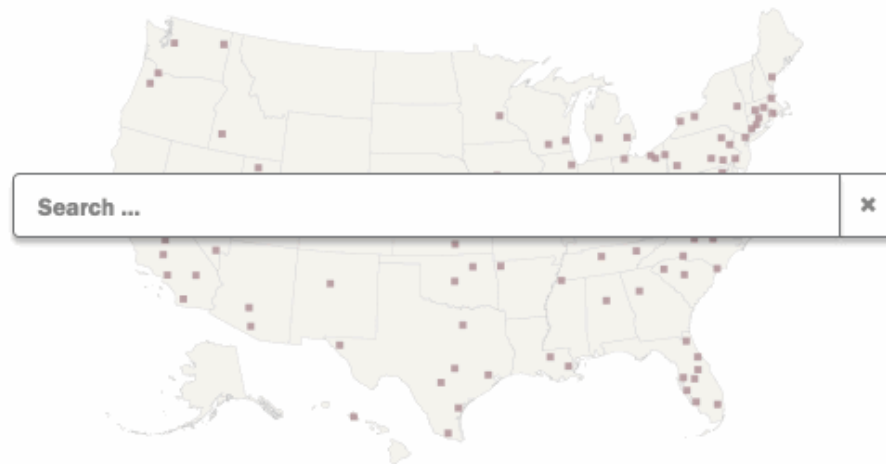
Source: Survey conducted Feb. 22-March 4, 2018.

What are the local news dynamics in your city?

Every day, Americans turn to their local news media to learn about the news in their communities. But how they get the news, which topics they prioritize and how they evaluate their local outlets can vary from one community to the next. To better understand these differences, [Pew Research Center surveyed about 35,000 U.S. adults](#), allowing for local news profiles of individual communities.

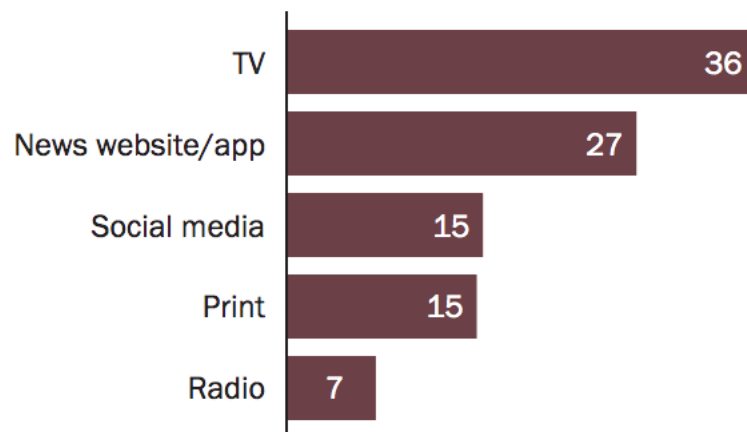
Local results are available for 99 large CBSAs, which are geographic areas that include at least one urban center ([see the Methodology](#)). Results for smaller CBSAs are grouped together based on their similarity across factors such as income, race and ethnicity, and voter turnout.

To see a profile of your area, begin typing the name of your city in the search bar below.



Local news platform preference in Chicago

% of adults in the Chicago area who prefer to get their local news via ...

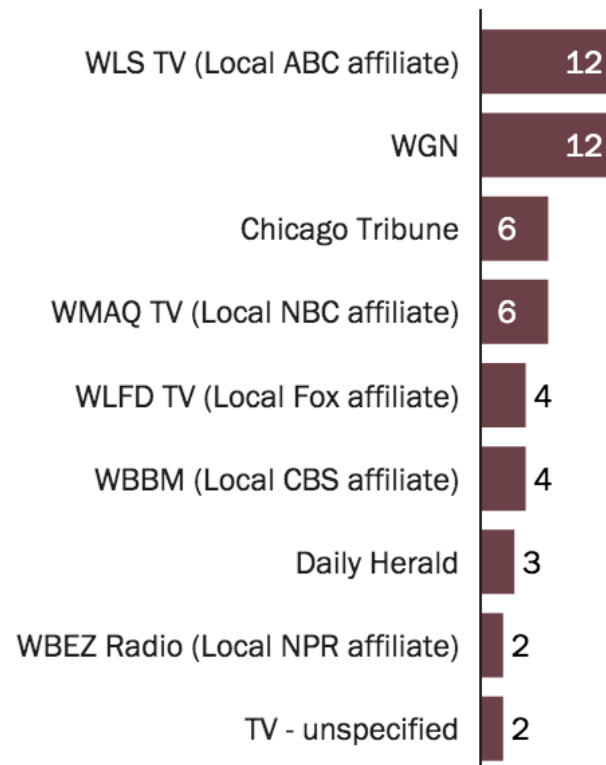


Source: Survey conducted Oct. 15-Nov. 8, 2018.

"For Local News, Americans Embrace Digital but Still Want Strong Community Connection"

Main source for local news in Chicago

Based on responses to an open-ended question, % of adults in the Chicago area who most often get local news from ...



Note: Only sources named by multiple respondents and by at least 2% of this CBSA's residents are shown. Respondents were asked to volunteer their main source for local news; in some cases responses reflect outlets outside of the respondent's CBSA. When respondents did not provide a specific source name, or it was unclear, these are shown as "unspecified." All other sources not named by 2% or more are included in "Other." To see how answers were analyzed, [see the report Methodology](#).

Source: Survey conducted Oct. 15-Nov. 8, 2018.

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