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Top Line Survey Results
NNA Select Community Research Survey
Telephone Interviews Conducted March 6 – April 5, 2017
Sample Size: 1,000 Household Interviews

Good morning/afternoon/evening, my name is (YOUR FIRST NAME). I am calling on behalf of Susquehanna Polling and Research, a public opinion research firm. May I speak with (NAME ON LIST), or another adult at least 18 years of age or older in the household?

INTRO: We are conducting a survey of attitudes and opinions concerning local issues impacting local communities today. May we please have a few minutes of your time to complete the survey? Great, thank you....

F1: Are you, or is anyone in your household employed by a television or radio station, or work in the public relations field on behalf of any media entity?

- 1. If Yes SORRY, BUT YOU DO NOT QUALIFY FOR THE INTERVIEW. HAVE A GOOD DAY/EVENING
- 2. If No 1,000 100%

F2: Are you, or is anyone in your household employed by, or work for a newspaper or internet news service?

- 1. If Yes SORRY, BUT YOU DO NOT QUALIFY FOR THE INTERVIEW. HAVE A GOOD DAY/EVENING
- 2. If No 1,000 100%

Q1. Generally speaking, what is the *primary* source of information you rely on for news and information about your local community? (DO NOT READ CHOICES – ONE ANSWER ONLY)

1. Newspaper	332	33%	
2. Newspaper’s website	13	01%	
3. Television (Cable/Local Stations)	299	30%	
4. Nationwide TV Channels (CNN, FoxNews, MSNBC, etc.)	52	05%	
5. Television’s website	6	01%	
6. Radio (AM/FM)	51	05%	
7. Satellite Radio	1	00%	
8. Internet	107	11%	
9. Friends/relatives	25	02%	
10. Co-workers	4	00%	
11. Word of mouth	41	04%	
12. Social media (Facebook, Twitter, etc.)	48	05%	
13. Magazine	7	01%	
14. Other (verbatim)	5	00%	
15. Undecided	8	01%	SKIP TO Q3

Q2. Are there any other sources you rely on for news and information about your community? (CHECK ALL THAT APPLY)

[N=991]

1. Newspaper	180	18%
2. Newspaper's website	13	01%
3. Television (Cable/Local Stations)	236	24%
4. Nationwide TV Channels (CNN, FoxNews, MSNBC, etc.)	41	04%
5. Television's website	2	00%
6. Radio (AM/FM)	97	10%
7. Satellite Radio	1	00%
8. Internet	158	16%
9. Friends/relatives	38	04%
10. Co-workers	4	00%
11. Word of mouth	69	07%
12. Social media (Facebook, Twitter, etc.)	51	05%
13. Magazine	3	00%
14. Other	27	03%
15. No/None	191	19%
16. Undecided	6	01%

Q3. Do you read any newspaper(s) that cover your community specifically? When we refer to a community newspaper we mean a publication that focuses primarily upon news and information for a local community, often published weekly or less than daily. (If yes, probe for print or online/electronic...)

1. Yes, print only	563	56%	PROCEED
2. Yes, online/website version only	44	04%	PROCEED
3. Yes, both	73	07%	PROCEED
Total Yes	679	68%	
4. No	320	32%	SKIP TO Q13
5. Not sure	1	00%	SKIP TO Q13

Q4. How many years have you been reading this newspaper that covers your community (online or in print)?

[N=679]

1. Less than 5 years	93	14%
2. More than five but less than 10	107	16%
3. More than 10 but less than 20	148	22%
4. More than 20 but less than 30	121	18%
5. 30 or more	204	30%
6. Not sure	7	01%

Q5. What is the primary reason you read this community newspaper? (ONE ANSWER ONLY - DO NOT READ CHOICES)

[N=679]

1. Local news, information, obituaries	572	84%
2. State and federal news	17	02%
3. Advertisements and classified ads	11	02%
4. Specialized topics of interest (e.g., healthy living, cartoons, etc.)	25	04%
5. Other (verbatim)	35	05%
6. Not sure	20	03%

Q6. About how many friends, colleagues, co-workers or those in your household do you share the newspaper with?

[N=679]

1. One additional person	311	46%
2. Two people	84	12%
3. Three people	67	10%
4. Four people	39	06%
5. Five or more	56	08%
6. No one else	117	17%
7. Not Sure	5	01%

(ROTATE Q7-Q11)

Q7. How often do you read *local news* in the community newspaper? (Where 1 = never and 7 = very often)

[N=679]

1. 1	10	02%
2. 2	32	05%
3. 3	41	06%
4. 4	41	06%
5. 5	65	10%
6. 6	86	13%
7. 7	398	59%
8. Not sure	6	01%

Mean Score	5.92	

Q8. How often do you read local *school news* in the community newspaper? (Where 1 = never and 7 = very often)

[N=679]

1. 1	96	14%
2. 2	80	12%
3. 3	81	12%
4. 4	49	07%
5. 5	88	13%
6. 6	54	08%
7. 7	224	33%
8. Not sure	8	01%

Mean Score		4.51

Q9. How often do you read local *sports news* in the community newspaper? (Where 1 = never and 7 = very often)

[N=679]

1. 1	198	29%
2. 2	84	12%
3. 3	73	11%
4. 4	34	05%
5. 5	55	08%
6. 6	44	06%
7. 7	183	27%
8. Not sure	7	01%

Mean Score		3.79

Q10. How often do you read *editorials or letters to the editor* in the community newspaper? (Where 1 = never and 7 = very often)

[N=679]

1. 1	123	18%
2. 2	66	10%
3. 3	76	11%
4. 4	69	10%
5. 5	70	10%
6. 6	58	09%
7. 7	214	31%
8. Not sure	4	01%

Mean Score		4.37

Q11. How often do you read *public notices* in the community newspaper? (Where 1 = never and 7 = very often)

[N=]

1. 1	121	18%
2. 2	105	15%
3. 3	93	14%
4. 4	72	11%
5. 5	91	13%
6. 6	44	06%
7. 7	146	21%
8. Not sure	7	01%

Mean Score		3.93

Q12. Thinking about your local community newspaper, please tell me if each of the following applies to you personally. (ROTATE A-G)

[N=679]

A) I/my household couldn't live without it.

1. Yes/Applies	146	22%
2. No/Doesn't apply	449	66%
3. Not sure	83	12%
4. Prefer not to answer	1	00%

[N=679]

B) I/my household look forward to reading it.

1. Yes/Applies	510	75%
2. No/Doesn't apply	114	17%
3. Not sure	55	08%

[N=679]

C) It entertains me.

1. Yes/Applies	453	67%
2. No/Doesn't apply	157	23%
3. Not sure	69	10%

[N=679]

D) It informs me.

1. Yes/Applies	607	89%
2. No/Doesn't apply	39	06%
3. Not sure	33	05%

[N=679]

E) It provides valuable local shopping and advertising information.

1. Yes/Applies	477	70%
2. No/Doesn't apply	155	23%
3. Not sure	48	07%

[N=679]

F) I/my household relies on it for local news and information.

1. Yes/Applies	535	79%
2. No/Doesn't apply	113	17%
3. Not sure	31	04%

[N=679]

G) I use it to help make up my mind about candidates and elections.

1. Yes/Applies	275	40%
2. No/Doesn't apply	346	51%
3. Not sure	55	08%
4. Prefer not to answer	3	01%

Regardless of whether you read the community newspaper, on a scale from 1 to 7, please indicate how you would rate your community newspaper on each of the following statements (where 1 means it does not describe your community newspaper at all, and 7 means it does describe your community newspaper extremely well). (ROTATE Q13-Q19)

Q13. My community newspaper is a newspaper I trust more than other sources of news.

	All [N=1,000]		Readers Only [N=679]	
1. 1	201	20%	93	14%
2. 2	118	12%	86	13%
3. 3	151	15%	121	18%
4. 4	129	13%	101	15%
5. 5	132	13%	108	16%
6. 6	82	08%	68	10%
7. 7	114	11%	90	13%
8. Not sure	54	05%	12	02%
9. Prefer not to answer	19	02%	--	--

Mean Score		3.62		3.91

Q14. My community newspaper really understands the things that are of special interest and importance to people who live in the area.

	All [N=1,000]		Readers Only [N=679]	
1. 1	83	08%	30	04%
2. 2	67	07%	47	07%
3. 3	98	10%	73	11%
4. 4	107	11%	78	11%
5. 5	210	21%	153	23%
6. 6	156	16%	124	18%
7. 7	187	19%	160	24%
8. Not sure	74	07%	13	02%
9. Prefer not to answer	17	02%	--	--

Mean Score		4.66		4.94

Q15. My community newspaper has stories for people with my particular interests.

	All [N=1,000]		Readers Only [N=679]	
1. 1	103	10%	44	06%
2. 2	74	07%	40	06%
3. 3	139	14%	114	17%
4. 4	149	15%	112	17%
5. 5	198	20%	167	25%
6. 6	120	12%	95	14%
7. 7	113	11%	86	13%
8. Not sure	85	09%	20	03%
9. Prefer not to answer	19	02%	--	--

Mean Score		4.20		4.44

Q16. My community newspaper does a better job than any other news source of helping me understand the news.

	All [N=1,000]		Readers Only [N=679]	
1. 1	181	18%	81	12%
2. 2	174	17%	139	20%
3. 3	168	17%	134	20%
4. 4	123	12%	96	14%
5. 5	121	12%	99	15%
6. 6	63	06%	54	08%
7. 7	75	08%	62	09%
8. Not sure	75	08%	14	02%
9. Prefer not to answer	19	02%	1	00%

Mean Score		3.35		3.60

Q17. My community newspaper provides more background and depth than any other news source.

	All [N=1,000]		Readers Only [N=679]	
1. 1	192	19%	111	16%
2. 2	160	16%	119	18%
3. 3	156	16%	113	17%
4. 4	148	15%	119	18%
5. 5	120	12%	96	14%
6. 6	62	06%	52	08%
7. 7	62	06%	51	08%
8. Not sure	81	08%	18	03%
9. Prefer not to answer	19	02%	1	00%

Mean Score		3.31		3.50

Q18. My community newspaper is extremely useful to me personally.

	All [N=1,000]		Readers Only [N=679]	
1. 1	185	19%	61	09%
2. 2	109	11%	64	09%
3. 3	89	09%	66	10%
4. 4	127	13%	112	17%
5. 5	160	16%	134	20%
6. 6	101	10%	96	14%
7. 7	156	16%	135	20%
8. Not sure	56	06%	12	02%
9. Prefer not to answer	18	02%	--	--

Mean Score		3.96		4.53

Q19. My community newspaper gives me the information I need to hold government, civic and business leaders to a high level of accountability.

	All [N=1,000]		Readers Only [N=679]	
1. 1	194	19%	97	14%
2. 2	93	09%	65	10%
3. 3	173	17%	132	19%
4. 4	118	12%	92	13%
5. 5	154	15%	135	20%
6. 6	86	09%	82	12%
7. 7	85	08%	62	09%
8. Not sure	78	08%	16	02%
9. Prefer not to answer	18	02%	--	--

Mean Score		3.60		3.90

Q20. How often do you read local news either on the internet or using mobile devices? (1 = Never and 7 = very often)

1. Never	322	32%	SKIP TO Q24
2. 2	122	12%	PROCEED TO Q21
3. 3	76	08%	PROCEED TO Q21
4. 4	61	06%	PROCEED TO Q21
5. 5	125	12%	PROCEED TO Q21
6. 6	56	06%	PROCEED TO Q21
7. 7	235	24%	PROCEED TO Q21
8. Not sure	3	00%	SKIP TO Q24

Mean Score		3.65	

Q21. During the past month have you visited the website of the community newspaper?

[N=678]

1. No	441	65%	SKIP TO Q23
2. Yes	230	34%	PROCEED TO Q22
3. Not sure	4	01%	SKIP TO Q23
4. Prefer not to answer	3	00%	SKIP TO Q23

Q22. Do you pay to view the content on the website for the online newspaper you viewed?

[N=230]

1. No	188	82%	PROCEED TO Q23
2. Yes	28	12%	SKIP TO Q24
3. Not sure	14	06%	SKIP TO Q24

Q23. How likely is it that you would be willing to pay for access to the news if your community newspaper told you it was necessary to charge for internet news to support its newsgathering? (Where 1 = very unlikely, and 5 = very likely)

[N=636]

1. 1	410	64%
2. 2	59	09%
3. 3	72	11%
4. 4	34	05%
5. 5	42	07%
6. Not sure	15	02%
7. Prefer not to answer	4	01%

Mean Score		1.77

Q24. How often do you visit local government websites (Where 1=never and 7 = very often)?

1. 1	462	46%
2. 2	187	19%
3. 3	101	10%
4. 4	88	09%
5. 5	79	08%
6. 6	28	03%
7. 7	46	05%
8. Not sure	10	01%

Mean Score		2.40

We have a few remaining questions for demographic purposes and we'll be through...thank you for your patience and cooperation in completing this survey....

Q25. How long have you lived at your primary residence?

1. < 1 year	54	05%
2. 1-4 years	205	20%
3. 5-9 years	125	12%
4. 10-19 years	274	27%
5. 20-29 years	164	16%
6. 30+ years	173	17%
7. Not Sure	7	01%

Q26. What type of phone(s) do you have: simple cell, smartphone, or landline? (CHECK ALL THAT APPY)

1. Simple cell phone	247	25%
2. Smartphone	644	64%
3. Landline	593	59%
4. Prefer not to answer	4	01%

Q27. What is your age – 18 to 24, 25 to 34, 35 to 44, 45 to 54, 55 to 64, 65 or older?

1. 18-24	80	08%
2. 25-34	130	13%
3. 35-44	200	20%
4. 45-54	200	20%
5. 55-64	160	16%
6. 65+	230	23%

Q28. What residential setting best describes where you live – on a farm, in a rural area, in a small town, in a medium size town or in a city?

1. Farm	109	11%
2. Rural area	236	24%
3. Small town	355	35%
4. Medium town	155	15%
5. City	141	14%
6. Prefer not to answer	4	01%

Q29. Do you have children under the age of 18 living in your home?

1. Yes	359	36%
2. No	636	64%
3. Prefer not to answer	5	01%

Q30. Do you have internet access at home?

1. Yes	849	85%
2. No	145	14%
3. Prefer not to answer	6	01%

Q31. What is your highest level of formal education?

1. Less than high school	62	06%
2. High school diploma/GED	228	23%
3. Vocational/Technical School/CC	80	06%
4. Some college	198	20%
5. 4-year college degree	189	19%
6. Some graduate work, but no graduate degree	33	03%
7. Master, doctoral degree or J.D.	190	19%
8. Prefer not to answer	20	02%

Q32. Are you currently employed full or part time, are you retired, are you a homemaker, or are you a student? (Check All That Apply)

1. Employed full time	462	46%
2. Employed part time	99	10%
3. Retired	270	27%
4. Homemaker	80	08%
5. Student	12	01%
6. Unemployed	30	03%
7. Other	62	06%
8. Prefer not to answer	18	02%

Q33. Did you vote in the most recent Presidential election held last November 8th, 2016?

1. Yes	822	82%
2. No	159	16%
3. Don't recall	--	--
4. Prefer not to answer	20	02%

Q34. Is your main racial heritage of Caucasian, African-American, Hispanic, Asian American or another background? (CHECK ALL THAT APPLY)

1. Non-Hispanic White	826	83%
2. African American	42	04%
3. Hispanic/Latino	16	02%
4. Native American/Eskimo	16	02%
5. Asian or Indian	20	02%
6. Arabic	--	--
7. Native Hawaiian/Pacific Islander	--	--
8. Other	54	05%
9. Prefer not to answer	46	05%

Q35. What was your approximate total household income for 2016? (READ BRACKETS IF REQUESTED)

1. < \$10,000	81	08%
2. \$10,000-\$24,999	110	11%
3. \$25,000-\$49,999	118	12%
4. \$50,000-\$74,999	151	15%
5. \$75,000 - \$99,999	61	06%
6. \$100,000 or more	192	19%
7. Not Sure	95	09%
8. Prefer not to answer	192	19%

Thank you for your participation in this survey. Have a great day.

Gender (from observation):

1. Male	475	47%
2. Female	506	51%
3. Non-response	19	02%

Phone Type:

1. Landline	752	75%
2. Cellular	248	25%

Mode of Data Collection:

1. Live Agent Interview	766	77%
2. Automated/IVR (Interactive Voice Response)	234	23%

Composite Area (from record):

61	(06%)	1. CT, MA, ME, NH, NJ, NY, RI, VT
191	(19%)	2. DC, DE, KY, MD, NC, TN, VA, WV
125	(12%)	3. AL, FL, GA, MS, SC
154	(15%)	4. IL, IN, MI, OH, PA
152	(15%)	5. MN, ND, SD, WI
104	(10%)	6. IA, KS, MO, NE
99	(10%)	7. AR, LA, OK, TX
42	(04%)	8. AK, ID, MT, OR, WA
26	(03%)	9. CO, NM, UT, WY
46	(05%)	10. AZ, CA, NV

Methodology

This poll was conducted by Susquehanna Polling and Research¹ on behalf of the National Newspaper Association. Interviews were conducted March 6-April 5 between 9AM-9PM, Mondays through Fridays and at weekend times as prescribed by law. The sample frame was constructed and designed using a list of zip codes (supplied by Client) representing those areas in the continental USA where community newspapers are either available or commercially

¹Susquehanna Polling and Research, Inc. is a nationally respected survey research and polling firm representing corporate and political clients in PA, NY, NJ, MD, IN, AZ, DE, FL, NC, SC and numerous other states. SP&R's polling and key findings have been featured on the Rush Limbaugh Radio Show, FOX News Channel, The O'Reilly Factor, the Bill Maher Show and MSNBC's Hardball with Chris Matthews, as well as quoted in the Wall Street Journal, the New York Times, the Washington Post and USA Today. The internet news service *Sunshine State News* of Florida referred to SP&R as "one of the most prominent pollsters in the country" for its accuracy and polling in the 2010 Florida Gubernatorial Republican Primary.

sold. Using these zip codes, a listed sample of telephone records is purchased using a random selection of households represented by these zip codes from Pollster's preferred list vendor². The amount of telephone records acquired for each zip code is proportionate to the population of each zip code's unique area, with all zip codes ultimately combined into a composite universe so population parameters could be estimated and a list of pre-assigned quotas could be generated. The number of interviews conducted within each geographic region or unit of measurement (i.e., zip code) is then monitored to ensure zip codes are sampled accordingly, thus not over or under sampled in relationship to their overall weight in the composite universe. Statistical weighting is then performed to ensure the demographic balance of the sample for 1000n is a "representative sample" of the composite universe based on age, ethnicity and other unique demographic characteristics for the population universe of the all zip codes combined. Zip codes are also grouped into ten regional groupings with all states represented within a region of the USA to serve as a cross-check on balance.

The margin of error for a sample size of 1,000 interviews is +/-3.1% at the 95% confidence level.

² Marketing Systems Group, 755 Business Center Drive, Suite 200, Horsham, PA 19044