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AURORA COMMUNITY STUDY



UNIVERSITY OF NEBRASKA-LINCOLN
COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS

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Lincoln

A Study of Aurora Residents' News and Information Gathering
Conducted Spring 2010

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A Study of Aurora Residents' News and Information Gathering

In the spring of 2010, representatives from the UNL College of Journalism and Mass Communications met with a group of town leaders from Aurora, NE, to discuss the possibility of gathering information from community residents about how they keep up with what is going on in their community and elsewhere. The town leaders were interested in learning about what changes might have taken place in residents' use of the traditional mass media and what additional online and digital sources of information they might now be using to get information about what is happening locally, nationally and internationally.

In April of 2010, 600 letters were mailed to a random sample of Aurora residents asking them to provide information about how they get news and information about their local community, as well as the state, the nation and other parts of the world. Replies were received from 190 of those asked to take part in the study, providing a 32% return rate.

Findings of the Study

The analysis of the survey responses indicates that Aurora residents keep up with what is happening in town through a variety of both interpersonal and media sources. Many of the respondents indicate that they go online to get news and information about a variety of topics, but the traditional and local media remain a mainstay of their news and information seeking. They also regularly have conversations with other Aurora residents about what is happening in town and elsewhere. Their responses offer a look at how Aurora residents keep themselves informed about the people and the activities that are important to them.

Local Sources of News and Information

When asked how often they read the printed version of the Aurora paper, 84% of those taking part in the survey said they read it frequently. In addition, when asked about how they get news about their town on a typical day, 91% said they would be likely to read the local newspaper. More than four-fifths of the respondents (82%) also indicated they read a newspaper from other cities because those papers either frequently or sometimes carry news and information about events or people from the Aurora area. The most commonly named papers were from Grand Island (31%), Lincoln (21%), Omaha (21%) and York (8%). However, respondents indicated that on a typical day they were "not likely" to get news about

Aurora from the online version of either the local newspaper (60%) or a state newspaper (73%).

When asked what radio stations they were more likely to listen to for local news related to Aurora, respondents named 20 different stations, with the largest percentage being those located in Kearney and Grand Island. Respondents indicated that when they wanted to watch local news on television, they most frequently turned to KOLN/KGIN in Lincoln and Grand Island, KHAS in Hastings or KHGI, channel 13, serving Grand Island, Hastings and Kearney. When asked how often their local television station carries news and information about Aurora events or people, about two-thirds (64%) said “sometimes” but only 20% said “frequently.”

Residents also indicated that they talk with people they know about what is happening in Aurora on a regular basis. About half of the respondents indicated they would be “very likely” to have a conversation with someone who was a family member, friend or co-worker. Another third of the group said they would be “somewhat” likely to talk with others about local happenings. In addition, about a third of the survey participants said they would be “somewhat likely” to turn to the local radio or local television station or the Aurora website to learn about what was going on in town. The least likely places residents said they would seek out for information and news about Aurora were the website of a local television or radio station, and the online version of a state newspaper.

Computer and Phone Usage

Eight out of 10 of the respondents indicated they have a computer in their home and use it regularly. Nine out of 10 say they have Internet access on that home computer. Of the Aurora residents who have Internet access and participated in this study, broadband services is used by 80% and the other 20% have dial-up service. More than half of the Internet users say it works “very good” and about a third say it works “great.” When asked if they have computer access somewhere away from home, more than half (59%) said they did and four-fifths of those said they used it at work. The remainder indicated they used a computer at the library or at someone else’s home.

When asked about their computer usage related to retrieving information about a number of topics, the respondents indicated the level of frequency varied for different types of information. The most sought after information was about the weather with more than half of the respondents indicating they “frequently” search for it and another third saying they “sometimes” look for it. The next three topics sought most frequently on the computer by the respondents were national news, international news, and sports teams and scores. The topics most often put on the “never” end of the

frequency scale were arts and culture, famous people, and science and technology. However, when looking at topics that the respondents said they looked up “sometimes” on the computer, all of the topics on the list were sought out by at least one third of the participants. The highest “sometimes” topic was driving information (58%) followed closely by health or medical information (54%).

Although news about Nebraska (49%) and news about Aurora (40%) were high on the “sometimes” list for computer searches, only 8% of the respondents said they use the computer “frequently” to get news about Aurora and only 13% use the computer “frequently” to get news or information about Nebraska. It may be that because Aurora residents interact with each other on a regular basis and get local news from the newspaper, radio and television stations, they don’t find a need to go to a computer as often for additional information or news about their community or state. Based on the overall findings of the study, it would appear they keep up with what’s going on throughout the day by talking with people and getting the local news from various sources.

When asked what type of information and news they look for on the Aurora websites, nearly two-thirds (66%) said they look for school information and about half (44%) said they get information about upcoming city events. A little more than a third (37%) said they go to the website for contact information for city government people or offices and about a third (30%) said they get news about community service organizations. There were only a few who indicated they went to the website to get information about emergency services (19%), read the minutes from public meetings (14%), find out how to pay a bill, ticket or fine (12%), or get information about how to contact a county extension educator (8%).

When the computer users were asked how frequently they send emails to friends and relatives, about three-quarters (72%) said they send them “frequently” and another fifth (20%) said they did “sometimes.” Not quite half (43%) said they had posted something on Facebook and about one-fourth (26%) had posted a comment about something on a blog or website; however, only 2% indicated they have posted something on Twitter. They also indicated they “frequently” pay bills online (30%), play games (30%), and go to Facebook or MySpace (27%). In addition, they say that they “sometimes” order or buy things (50%), make reservations for a trip (49%), or order tickets for an event (42%), but are very unlikely to make restaurant reservations online (80%).

Almost all (90%) of the respondents indicated they have a land-line and a cell phone. However, only 17% reported that they can access the Internet on their smartphone. When asked what they look up on their smartphone, their most likely activity was sending text messages to friends and relatives

(83%) followed by getting weather information (57%), sending emails (49%), accessing driving information and maps (49%), and getting news about current events (37%) and sports (29%).

Gathering News and Information about Elsewhere

When respondents were asked about the sources they would use if they wanted to learn about what is happening throughout the state, the nation and other parts of the world, about two-thirds of the Aurora residents said their most likely source would be the local television station (68%) or a national network station (71%). The most likely network to be watched was CBS followed by ABC, CNN, NBC and Fox. The next most likely source of news about elsewhere for about half of the respondents (46%) was the print version of a local newspaper and a third listed a radio news program. Interpersonal sources such as family members and friends also were considered to be very likely sources of information for about a third of the respondents. And, co-workers were likely contacts for a fourth of the group. The most unlikely sources for Aurora residents to go to for news about other parts of the world were online newspapers, websites, national newspapers and news magazines.

Summary of the Findings

The results of this study indicate that the residents of Aurora have access to a large number and a wide variety of information and news sources. Their responses indicate that they like to keep themselves informed about what is happening not only in their local community, but their state, the nation and the world; and they like to share that information with friends, relatives and co-workers. Having access to a variety of information and viewpoints allows them to be informed citizens and play an active role in the development and improvement of the city. It also keeps them informed about what is happening in other parts of the world that might have an impact on their futures, and their children's futures.

The findings also show that their interest and need for getting news and information about a variety of topics hasn't lessened, but has become diffused. That is, they still want the content, but they have a much larger variety of sources from which to get that news and information. They have more options for getting information because there are increased opportunities through a variety of print, broadcast, online, digital and text sources. In addition, that news and information is available on demand. They don't have to wait for a certain time of day to get it, and they can save it for later if they can't watch or read it now.

Suggestions

Aurora residents take time to keep up with what is happening in their town and elsewhere. They show an interest in their community and the people who live there. This would appear to be an excellent environment in which to stimulate more interaction and discussion through various social media. For instance, blogging might help residents discuss their views of upcoming events or changes in regulations or the arrival of an item. Civic groups or churches could solicit new ideas for their projects. Any of the city's websites might encourage feedback through one of the social media options. Findings of the study indicate that Twitter is not being used by many residents, but that doesn't mean that other types of social media might not catch on if the topics being discussed were of interest and importance to the townspeople. We have attached copies of some articles that offer some suggestions you might find helpful in the appendices.

Appendices

In addition to this overview of how Aurora residents keep up with what is happening, there are several appendices to this report. One section contains a listing of statistically significant differences in media usage based on four demographic variables: age, gender, income and political leaning. Each section has a summary of the findings for each demographic group and a list of the statistically significant differences within that demographic group (chi square, $p = \leq .05$). Statistically significant differences were the most common for different age and income groups.

The second section contains charts that compare the results of the Aurora study with the results of a Pew Institute nation-wide study (see reference details in chart) conducted just a few months before this study was conducted in Aurora. Those comparisons show that several of the media usage patterns for Aurora and those found in the national study are quite similar. Those comparisons provide evidence that Aurora is keeping up with the media usage changes currently taking place in the United States.

A third section has articles that offer suggestions about how social media might be used in a small town. There also is an example of a blog being used by someone living in a rural area and a list of small Nebraska towns that have banded together to publicize what each town has to offer to visitors.

The fourth section is a copy of the survey form that was completed by the respondents. The percentage of participants who gave each possible answer to each question is listed on the form.

Note: This study was conducted as part of a graduate Mass Communication Research course taught in the College of Journalism and Mass Communications at the University of Nebraska-Lincoln by Dr. Linda Shipley during the spring semester of 2010. Analysis of the survey data was completed by Dr. Shipley and her graduate assistant, Sarah Van Dalsem.

Appendix 1

Summary of Gender Differences

Aurora Study

Summary of Gender Differences

For many of the media usage questions, there were no major differences between males and females. However, there were some statistically significant differences between the Aurora men and women when it comes to their preferences for getting certain kinds of information from particular types of sources.

Gender Categories of Survey Respondents:	Female	73%
	Male	27%

Listing of statistically significant differences by gender:

Over two-thirds of the women (70%) and half of the men (50%) indicate that they go to the Aurora website for school information. However, over 90% of the men and three-fourths of the women (75%) said that they do not go to the Aurora website to read the minutes from public meetings.

Women are more likely than men to get news about Aurora from the online local newspaper. But, less than half of both groups (females 43%, males 33%) say they get news from the online local paper.

Almost two-thirds of the men (63%) indicate that when they are on their computers they “frequently” or “sometimes” read news about business, finance and the economy, while less than half of the women (45%) say they read that type of news while on the computer.

More than half the women (59%) report they are “frequently” or “sometimes” looking for information about people they know when they are on their computers while half of the men (50%) say they “never” or “almost never” look for that information while on the computer.

Women are more likely than men to get news about Aurora from the online version of a state newspaper. But less than a third of both groups (females 31%, males 18%) report that they get their news from an online state paper.

Nearly half of the women (47%) say they “frequently” or “sometimes” go to Facebook or MySpace when they are using a computer while nearly three-quarters of men (73%) say they “never” visit those two sites.

Women are more likely to have posted something on Facebook (52%) than men (21%).

Appendix 2

Summary of Age Differences

Aurora Study

Summary of Age Differences

With the changes in the mass media and the introduction of digital media in the last several years, it is not surprising to find that age differences exist for a variety of information and news gathering tasks. The younger groups do report using the new media more than the older group, but a large percentage of all age groups are using their computers and cell phones. However, not many from any age group have moved to smart phones.

Age Groups for Survey Respondents:	45 or less	24%
	46-64	43%
	65+	33%

Listing of statistically significant differences related to age:

A smart phone isn't used much by any age group. Even 70% of the youngest group say they don't have one.

Those respondents with smart phones are in the youngest group and are the most likely to use it for email.

One third of the oldest group does look at minutes from public meetings.

The youngest group is the most likely to look up school information on the website.

Community service information on the website isn't accessed very often by any age group.

No age group is likely to get news about Aurora from a local television website.

No age group is likely to get news about Aurora from a local radio station website.

Older respondents are the most likely group to say they read a newspaper from another city.

Getting information about hobbies and interests is "sometimes" done by all ages.

The likelihood of getting news about the state/nation/world from print version of local newspaper goes up with age.

Likelihood of NOT getting news about the state/nation/world from local television station goes up with age.

Likelihood of NOT getting news about state/nation/world from national network television website goes up with age.

The youngest group is the most likely to have posted something on Facebook.

The youngest group is the most likely to pay bills online.

The younger groups are more likely to buy and order things online.

All three age groups email friends and relatives.

The highest percentage of respondents who have a computer in their home and say they use it regularly comes from the youngest age group. Of the youngest group, 95% reported they have a home computer. Of the oldest group, 63% have a home computer.

Only those respondents in the oldest group (55%) report using a dial-up service for their computer.

The younger respondents are more likely to have Internet access on a computer somewhere else, away from home.

The older respondents are more likely than the younger respondents to use a computer at the library.

The youngest group is most likely to report that the Internet service away from home works "great" for them.

Some of those in the older groups frequently read the printed version of a state newspaper and some do not. Those in the two younger age groups are unlikely to read a state newspaper.

The two younger groups are more likely than the older group to get news about Aurora from friends. The oldest group is split in the likelihood of getting news from friends.

The likelihood of getting news about Aurora from co-workers is greatest for the two youngest groups.

The likelihood of getting news about the state/nation/world from network television goes up with age.

The likelihood of NOT getting news about state/nation/world from Google or Yahoo goes up with age, but youngest group is split about evenly.

The likelihood of NOT getting news about state/nation/world from co-workers goes up with age.

More than one-third of the youngest group is very likely to get news from co-workers.

Facebook and MySpace are frequently used by the youngest group, but only by part of them.

Only the younger group orders tickets online for an event, but they only “sometimes” do that.

Half the youngest group looks for arts and culture information online, but only “sometimes.”

Appendix 3

Summary of Income Differences

Aurora Study

Summary of Income Differences

Most Aurora residents have cell phones and access to computers regardless of their income level so many of the major differences in media usage are related to how frequently they use certain media, not whether they have access to them.

Income Categories for Survey Respondents:	less than \$30,000	22%
	\$30,000 to 49,999	17%
	\$50,000 to 69,999	23%
	\$70,000 +	39%

Listing of statistically significant differences by income level:

The higher the income group, the more likely the residents are to have a computer in their home that they use regularly. However, more than 50% of all the respondents indicate they have a home computer.

More than three-fourths of those with a home computer indicated they have an Internet connection. Internet users in all income groups indicated their Internet service met their needs.

Those in all income groups use the computer to “sometimes” look up information about their hobbies and interests.

Not very many of the Aurora respondents say they “frequently” get news about Aurora online. Only about half of the three highest income groups report they get Aurora news from the computer “sometimes,” and about half of the lowest income group indicates they “almost never” get Aurora news online.

Two-thirds of all the respondents indicated they get school information from the website and an even higher percentage (75%) of the two highest income groups say they get school information from the website.

Respondents in the two lower income groups are much more likely on a typical day to get news about Aurora from the local television newscasts than those in the higher income groups.

Those in the middle income groups are the most likely to get news about Aurora from the local radio station on a typical day.

Those with higher incomes are more likely to discuss state news with their co-workers.

Income groups are split on being “very likely” or “not at all likely” on a typical day to read news about Aurora in a state newspaper.

Half or more of all four income groups use the computer to get weather information.

More than 90% of all the respondents indicate they have both a land line and a cell phone with the higher income groups having the highest percentages of cell phone users.

The higher the income, the more likely respondents are to email their friends and families.

The higher the income, the more likely they are to use the computer to get information on sports teams and scores.

In each income group, about half of the respondents say they “frequently” or “sometimes” play games on the computer and the other half indicate they “almost never” or “never” play computer games.

Those with higher incomes were most likely to have broadband rather than dial-up connections.

Those with higher incomes were more likely to have access to a computer away from home.

For all groups, the most likely place they had access to a computer away from home was at work.

Families with higher incomes order or buy things online more frequently than the other income groups.

Half or more of the top three income groups sometimes get driving information or a map online.

All but those in the lowest income group indicated that they “sometimes” use the computer to find information about business, finance and the economy.

Families with higher incomes are more likely to order tickets online for an event than those in other income groups.

Only about one-third of those in the two upper income groups say they access information about science and technology on their computer. The other groups say they rarely use their computers for accessing that kind of information.

Those in the two upper income groups are most likely to indicate that they do use their computers to get information about arts and culture with about 40% saying that they do that “sometimes.”

Those in the two upper income groups are more likely to use the computer when making reservations for a trip than those in the lower income groups.

Appendix 4

Summary of Differences in Political Views

Aurora Study

Summary of Differences in Political Views

Aurora residents taking part in the study were asked to indicate their political viewpoint on a scale ranging from conservative to moderate to liberal. Very few of the topics asked about in the survey led to statistically significant differences in the answers to the questions when making comparisons based on the political viewpoints.

Political Categories:	Conservative	58%
	Moderate	32%
	Liberal	11%

Three main differences based on political views found in this study:

1. A greater percentage of respondents indicating they have a conservative (88%) or moderate (87%) political viewpoint said they are “frequent” readers of the printed version of the Aurora newspaper than those indicating they hold a liberal point of view (58%).
2. Of those indicating they have a conservative political view, 40% said they were “very likely” to get their news about Aurora from a local radio station while 51% of moderates and 44% of liberals said they were “not likely” to get their local news from an Aurora radio station.
3. More than three-fourths of the conservatives (80%) and about two-thirds of the moderates (66%) indicated they use their computer to frequently email friends and relatives while less than half (47%) of the liberals said they emailed their personal contacts frequently.

Appendix 5

Media Usage Reported by Survey Respondents

Appendix 5

Media Usage Reported by Survey Respondents

Chart 1

We'd like to know what radio station(s) you are most likely to listen to for local news related to the Aurora area. You can just list the call letters, or the number on the radio dial.

Radio Station	Town - Type	Percentage
1430 - AM - KRGI	Grand Island - News Talk	15%
95.7 - KROA	Central Nebraska - Christian	11%
107.7 - The Island	Grand Island - Adult Hits	10%
105.9/106 - KQKY	Kearney - Pop	9%
98.9 - KKPR	Kearney - Oldies	7%
89.1 - KHNE	Hastings - Public/Classical	6%
97.3 - KRGY	Aurora - Classic Rock	5%
100.3 - KZEN	Central City - Country	5%
98.9 - KKPR	Kearney - Classic Hits	5%
880 - AM - KRVN	Lexington - Farm Radio	5%
750 - AM - KMMJ	Grand Island - Religious	5%
104.9 - KTMX	York - Contemporary	4%
1370 - AM - KAWL	York - Oldies	4%
102.3 - KRNY	Tri-Cities - Country	2%
96.5 - KRGI	Grand Island - Country	2%
98 - Froggy	Lincoln - Country	2%
1110 - AM - KFAB	Omaha - News talk	2%
103.1 - KKJK	Grand Island - Rock	1%
101.5 - KROR	Hastings - Rock	1%
1230 - AM - KHAS	Hastings - Talk	1%

*19 radio stations that were listed could not be identified.

Chart 2

When you want to watch the local news on television, which station(s) do you watch most often?

TV Station	City	Percentage
Ch. 10-11 (CBS affiliate)	KOLN-KGIN in Lincoln/ GI	31%
Ch. 5 (NBC affiliate)	KHAS - Hastings	28%
Ch. 13 (ABC affiliate)	KHGI - GI/Hastings/Kearney	28%
Ch. 8 (ABC affiliate)	KLKN in Lincoln	9%
Ch. 6 (NBC affiliate)	WOWT in Omaha	1%

Media Usage Reported by Survey Respondents

Chart 3

Which television networks do you regularly watch when you want to hear about national or international news?

Network/Station	Percentage
CBS	20%
ABC	17%
CNN	16%
NBC	13%
Fox	13%
MSNBC	6%
Ch. 10-11 (CBS affiliate)	3%
Don't trust the news/don't watch TV	3%
Ch. 13 (ABC affiliate)	2%
NET (PBS affiliate)	2%
CNN Headline News	2%
Ch. 5 (NBC affiliate)	2%
Ch. 6 (NBC affiliate)	1%
BBC	1%
Comedy Central	1%

Media Usage Reported by Survey Respondents

Chart 4

If you answered YES to reading a newspaper from another city, in what cities are those newspapers published?

City	Daily/Weekly	Percentage
Grand Island	Daily	31%
Lincoln	Daily	21%
Omaha	Daily	21%
York	Daily	8%
Hastings	Daily	3%
Davenport	Weekly	3%
Kearney	Daily	3%
Imperial	Weekly	1%
Beatrice	Daily	1%
Valentine	Weekly	1%
Out of state/Trade Publications		5%

Appendix 6

How Often Aurora Internet Users Seek Information About Specific Topics

Appendix 6 - Chart 1

How Often Aurora Internet Users Seek Information About Specific Topics

	Frequently	Sometimes	Almost Never	Never
How often do you use the computer to find news and information on health and medical information? [n=156]	16%	54%	17%	13%
How often do you use the computer to find news and information on news about Nebraska? [n=158]	13%	49%	25%	13%
How often do you use the computer to find news and information on news about Aurora? [n=157]	8%	40%	36%	17%
How often do you use the computer to find news and information on national news? [n=156]	25%	44%	17%	15%
How often do you use the computer to find news and information on famous people? [n=155]	10%	37%	25%	29%
How often do you use the computer to find news and information on international news? [n=155]	21%	36%	25%	19%
How often do you use the computer to find news and information on sports scores and teams? [n=155]	23%	35%	19%	23%
How often do you use the computer to find news and information on science and technology? [n=156]	5%	33%	35%	27%
How often do you use the computer to find news and information on business, finance and the economy? [n=156]	17%	33%	29%	22%
How often do you use the computer to find news and information on the weather? [n=159]	<u>53%</u>	33%	6%	8%
How often do you use the computer to find news and information on arts and culture? [n=154]	4%	31%	31%	35%

Notes: Percentages shown in the “sometimes” column are listed in order from top to bottom showing the highest to lowest percentages of respondents giving that response. The row percentages reflect the various responses for each question asked. Only those who had access to the Internet were asked to respond to these questions.

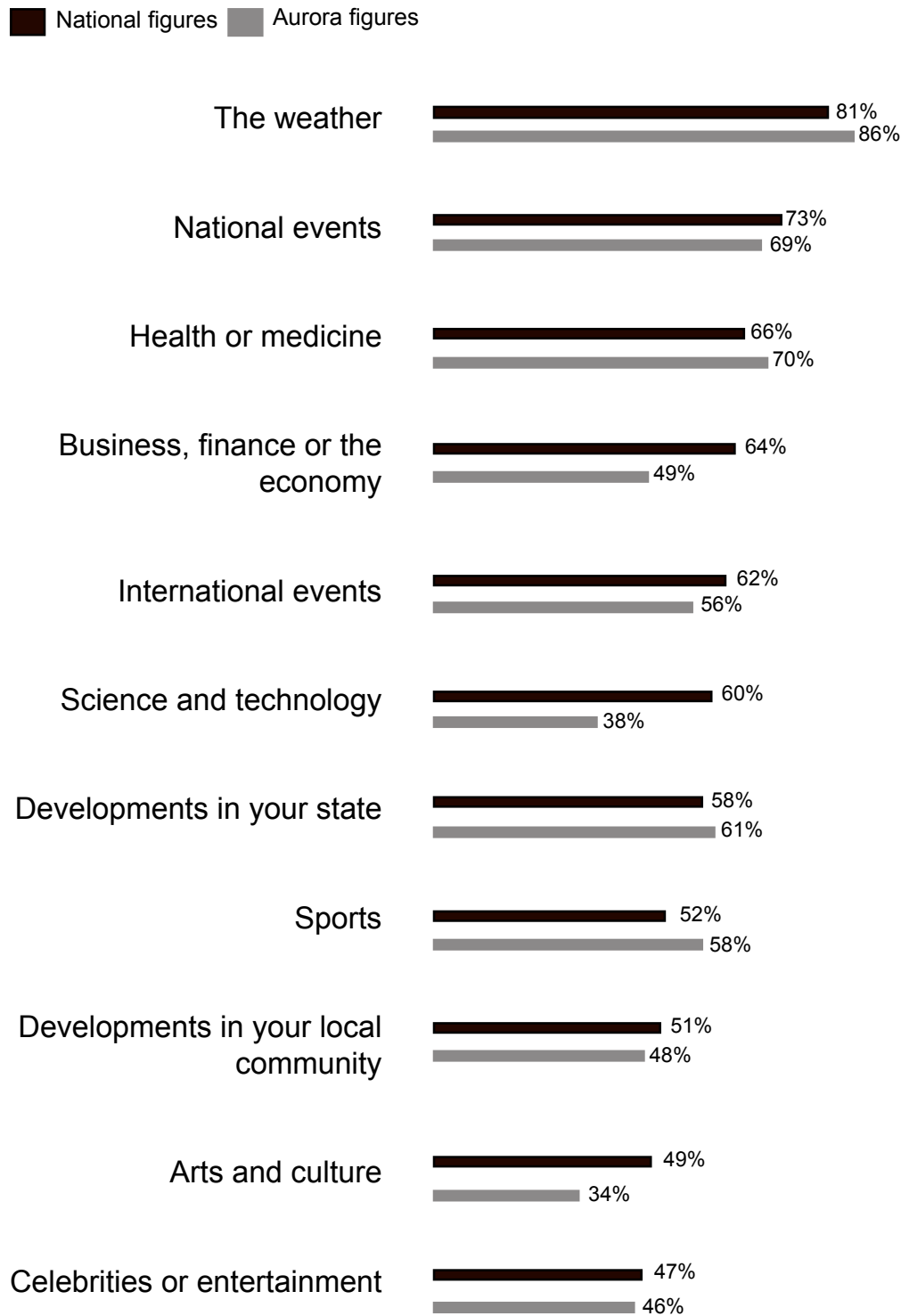
These questions were derived from a Pew Research Center report released on March 1, 2010, entitled “Understanding the Participatory News Consumer.” The full report, survey questions, and data set can be found at <http://www.pewinternet.org/Reports/2010/Online-News.aspx>.

Appendix 7

Aurora Media Usage Compared to National Data

Appendix 7 - Chart 1

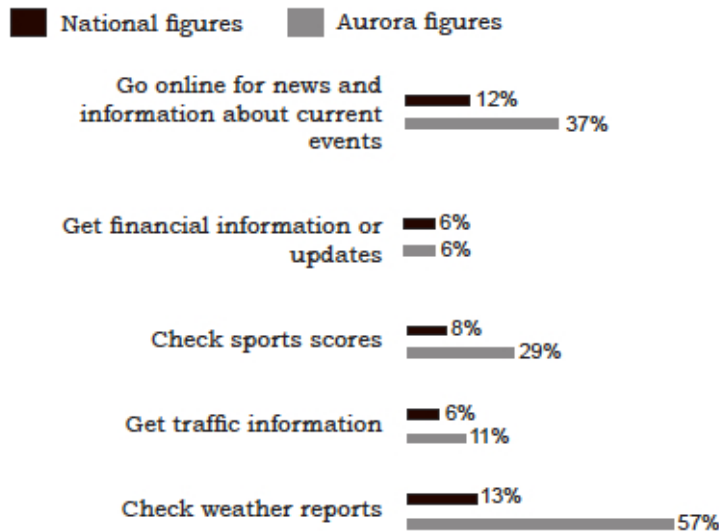
The percentage of Internet users who say they get news and information online about each topic:



Notes: Results based on “national figures” were derived from a Pew Research Center report released on March 1, 2010, “Understanding the Participatory News Consumer.” The full report, survey questions, and data set can be found at <http://www.pewinternet.org/Reports/2010/Online-News.aspx>. Results based on Aurora figures were derived from people who indicated that they had access to the Internet. The Aurora questions asked if people “frequently,” “sometimes,” “almost never,” or “never” carried out the activity, however the Aurora figures referred to in this chart are just those people who marked “frequently” or “sometimes” for each answer.

Appendix 7 - National Comparisons - Chart 2

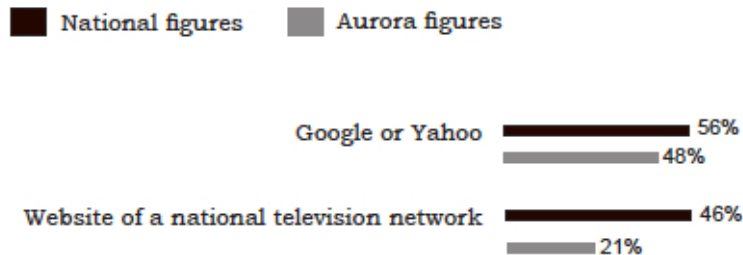
Percentage of people who indicated they use a smartphone for the following reasons:



Notes: Results based on “national figures” were derived from a Pew Research Center report released on March 1, 2010, “Understanding the Participatory News Consumer.” The full report, survey questions, and data set can be found at <http://www.pewinternet.org/Reports/2010/Online-News.aspx>. Aurora figures are based on responses from participants who indicated they had a smartphone and used it to access the Internet.

Appendix 7 - National Comparisons - Chart 3

On a typical day, how likely is it that you would go to these sources for news about the state, nation, and world?



Notes: Results based on “national figures” were derived from a Pew Research Center report released on March 1, 2010, “Understanding the Participatory News Consumer.” The full report, survey questions, and data set can be found at <http://www.pewinternet.org/Reports/2010/Online-News.aspx>.

Appendix 8

List of Survey Questions and Results

AURORA SURVEY OF MEDIA USAGE AND INFORMATION GATHERING

We are interested in learning about what media and other sources you use to get information and news about what's happening in Aurora and other places in the state, the nation or elsewhere in the world. We appreciate your taking time to answer our questions. Completing the questionnaire should take about 10-15 minutes.

1. To begin, we'd like to know what radio station(s) you are most likely to listen to for local news related to the Aurora area.

You can just list the call letters, or the number on the radio dial.

Responses shown in Chart 1 in Appendix 5.

2. In what city is that radio station located? Responses shown in Chart 1 in Appendix 5.

3. When you want to watch local news on television, which station(s) do you watch most often?

Responses shown in Chart 2 in Appendix 5.

4. In what city is that television station located?

Responses shown in Chart 2 in Appendix 5.

5. How often would you say that station carries news and information about events or people from the Aurora area?

Frequently- 20% Sometimes- 64% Almost Never- 15% Never- 1%

6. Which television networks do you regularly watch when you want to hear about national or international news?

Responses shown in Chart 3 in Appendix 5.

7. How often do you read the printed version of the Aurora newspaper?

Frequently- 84% Sometimes- 12% Almost Never- 4% Never- 1%

8. Do you read a newspaper from any another cities? Yes- 82% No- 18%

If YES, in what cities are those newspapers published?

Responses shown in Chart 4 in Appendix 5.

9. How often would you say those paper(s) carry news and information about events or people from the Aurora area?

Frequently- 46% Sometimes- 44% Almost Never- 10% Never- 1%

10. On a typical day, how likely is it that you would go to the sources listed below for news about what is happening in Aurora?

	Very Likely	Somewhat Likely	Not Likely
Print version of local newspaper	71%	20%	9%
Print version of a state newspaper	23%	25%	52%
Online version of local newspaper	16%	25%	60%
Online version of a state newspaper	9%	19%	73%
Local radio news program	28%	32%	40%
Local tv station newscast	51%	30%	19%
Website of a local television station	6%	23%	71%
Website of a local radio station	4%	8%	89%
Aurora website	12%	31%	57%
Family members	47%	30%	23%
Friends	57%	30%	13%
Co-workers at job	47%	21%	32%
Other (please specify) _____			

11. On a typical day, how likely is it that you would go to the sources listed below for news about what is happening throughout the state, the nation and other parts of the world?

	Very Likely	Somewhat Likely	Not Likely
Local tv station	68%	23%	10%
National tv network	71%	22%	7%
Radio news program	33%	37%	30%
Print version of a local newspaper	46%	21%	34%
Print version of a national newspaper (i.e., New York Times, USA Today)	10%	13%	76%
Online version of a local newspaper	7%	16%	77%
Online version of state newspaper	13%	17%	70%
Online version of national newspaper	9%	12%	80%
Website of a local television station	6%	21%	73%
Website of a local radio station	1%	12%	87%
Website national television network	9%	16%	75%
National news magazine (i.e., Time, Newsweek)	6%	17%	77%
Google or Yahoo for news	22%	26%	52%
Family members	32%	42%	26%
Friends	37%	38%	25%
Co-workers at job	25%	36%	39%
Other (please specify.) _____			

12. Do you have a computer in your home that you use on a regular basis?

Yes- 80% No- 20%

If yes: Do you have Internet access on that computer? Yes – 91% No- 9%

If you have Internet access: Do you have a dial-up service or do you use a broadband connection? Dial-up service- 20% Broadband connection- 80%

How well does your Internet service meet your needs?

Great- 30% Very good- 58% Not so good- 12% Doesn't meet my needs- 1%

13. Do you have Internet access on a computer somewhere else, away from home?

Yes- 59% No- 41%

If YES: Where is it that you use the computer?

Work – 79% Library- 10% Someone else's home- 7% Other- 4%

Does that computer have dial-up service or a broadband connection?

Dial-up service- 11% Broadband connection- 88%

How well does that Internet service meet your needs?

Great- 36% Very good- 51% Not so good- 11% Doesn't meet my needs- 3%

If you have computer access, please answer questions 14 to 19

If you do NOT have computer access, please skip to question 20

14. Have you ever posted a comment about something on a blog or on a website?

Yes- 26% No- 74%

If yes, about what issue did you make a comment?

15. Have you ever posted something on Facebook? Yes- 43% No- 57%

16. Have you ever posted something on Twitter? Yes- 2% No- 98%

17. How often do you do the following on a computer?

	Frequently	Sometimes	Almost Never	Never
Pay bills	30%	12%	8%	51%
Order and/or buy things	22%	50%	14%	13%
E-mail friends or relatives	72%	20%	0%	9%
Go to Facebook or My Space	27%	12%	7%	55%
Play games	30%	26%	15%	29%
Use Twitter	1%	3%	6%	90%
Make reservations for a trip	13%	49%	11%	27%
Make restaurant reservations	1%	9%	11%	80%
Order tickets for an event	9%	42%	15%	34%
Other (Please add to list.)	_____			

18. How often do you use the computer to find news and information about the following:

	Frequently	Sometimes	Almost Never	Never
People I know	18%	38%	19%	26%
Famous people	10%	37%	25%	29%
Weather	53%	33%	6%	8%
National news	25%	44%	17%	15%
International news	21%	36%	25%	19%
News about Nebraska	13%	49%	25%	13%
News about Aurora	8%	40%	36%	17%
Driving info for trip, map	30%	58%	6%	7%
Sports scores, teams	23%	35%	19%	23%
Health or medical info	16%	54%	17%	13%
Business, finance, economy	17%	33%	29%	22%
Info about hobbies, interests	16%	44%	22%	18%
Science and technology	5%	33%	35%	27%
Arts and culture	4%	31%	31%	35%

Other (Please specify.) _____

19. What type of information do you look for on the Aurora websites:

(Please check all that apply.)

- 37% a. contact information for a city government person or office
- 14% b. minutes from public meetings (city council, school board, etc.)
- 66% c. school information
- 19% d. emergency service information or contacts
- 30% e. community service organizations
- 12% f. contact information to pay a bill, ticket or fine
- 44% g. information about upcoming city events
- 8% h. contact information for county extension educator
- 14% i. other (Please specify) _____

20. Do you have a regular land-line phone, a cell phone or both?

Land-line phone- 9 % Cell phone- 1% Both- 90%

If you have a cell phone, are you able to access the Internet on your phone -- that is, do you have a smart phone, or an iPhone or Blackberry-type phone?

Yes- 17% No- 83%

21. If YES, you have a smart phone, what kinds of things do you do, or look up, on your phone? (Please check all those that apply.)

- 83% - Text message friends or relatives
- 49% - Answer, send e-mails
- 3% - Order and/or buy things
- 6% - Pay bills
- 3% - Make reservations for a trip
- 57% - Get weather information
- 49% - Driving info for trip, map for an address
- 29% - Sports scores and stories
- 37% - News and current events
- 11% - Traffic information
- 6% - Financial information
- _____ Other (Please list.) _____

22. Are there any children under age 18 currently living in your home?

Yes – 29% No- 71%

23. What is the highest level of education that you have completed?

- High school graduate or less – 20%
- Post high school education – 33%
- College graduate plus – 47%

24. If you were describing your political viewpoint, would you say you are a conservative, more conservative than liberal, a moderate, more liberal than conservative, or a liberal?

- Conservative – 58%
- Moderate - 32%
- Liberal - 11%

25. What is your age? 45 or less – 24% 46-64 – 43% 65 plus – 33%

26. Are you female or male? Female- 73% Male- 27%

27. In which category does your annual family income fall?

- Less than \$30,000- 22% Between \$30,000 and \$49,999 – 17%
- \$50,000 to \$69,999 - 23% \$70,000 or more - 39%