

# The State of Newspapers in New Orleans Survey

Citizens' reactions to the loss of the daily *Times-Picayune*

Conducted by the

# LSU

## Public Policy Research Lab

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Sponsored by:

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**Reilly Center for Media & Public Affairs**

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# Executive Summary

From 07-31-12 to 08-26-12 the Public Policy Research Lab at Louisiana State University talked to 1,043 randomly selected residents of the greater New Orleans area concerning the *Times-Picayune*, *The Advocate*, residents thoughts on the loss of the local daily newspaper, and where residents get their news from.

## The Main Source of News:

- Television is the main source for local news for respondents, with 45% of residents turning to it.
  - Local Newspapers and the Internet come in second and third with 23% and 19% respectively.

## The *Times-Picayune*:

- 34.3% of NOLA area residents report that they have a paid subscription to the *Times-Picayune*
  - Interestingly respondents who have internet access at home (36.7%) are more likely than those without internet (23.8%) to have a paid subscription to the *Times-Picayune*.
- 4 out of 5 respondents (82%) were aware of the *Times-Picayune's* plans to move to 3 days a week.
  - Of course that means 1 out of 5, or 18% were unaware.
- More than 1 out of 5 (22%) of respondents think the loss of the daily *Times-Picayune* will cause a major increase in Government Corruption in the New Orleans area.
- 2 out of 5 (42%) of respondents think the loss of the daily *Times-Picayune* will have a major impact on their ability to keep up with information and news about their local community.
- When asked why they read the *Times-Picayune* in print 42% of respondents said they prefer reading news in print, and 24% said they want to support local business.

## The *Advocate*:

- After being informed of *The Advocate's* plans to publish a New Orleans edition, over 1 in 3 (36.2%) of respondents said they plan to buy it.
  - 1 in 2 (51.4%) of current *Times-Picayune* subscribers plan on buying *The Advocate's* New Orleans edition.
  - Though perhaps more interestingly nearly 1 in 3 (28.2%) of those who do not subscribe to the *Times-Picayune* said they plan to buy *The Advocate*.
- Before being informed of *The Advocate's* plan for a New Orleans edition, 2 out of 5 (40.8%) of respondents said they would consider buying a subscription to a different daily paper that was headquartered in New Orleans but is not the *Times-Picayune*.
  - However, less than 1 in 4 (23.3%) of respondents would consider buying a subscription to a New Orleans themed paper that was not headquartered elsewhere in Louisiana
- Respondents were also asked if they plan to read *The Advocate's* coverage online. Nearly 1 in 2 (45.6%) respondents said they planned on doing so.
- 41% of respondents said they were very interested in receiving local news in print on a daily basis.

Online:

- While 1 in 4 New Orleans area residents read a local paper everyday (25%) – 1 out of 3 residents do not read a local paper ever (33%).
- Only 1 in 10 (11%) New Orleans residents report reading NOLA.com everyday.
- Less than half of respondents (46%) were aware that NOLA.com and the *Times-Picayune* were one and the same.
  - 21% think they are separate entities, and 33% “don’t know” if they are connected or not.
- Only 11% of New Orleans area respondents said they would pay for online news.

## INTRODUCTION

In May 2012 it was announced that the *Times-Picayune*, the daily newspaper serving the greater New Orleans Louisiana area since 1837, would cease daily publication and switch to a 3-days a week Wednesday, Friday, Sunday schedule; with a supplemental sports paper printed on days after games played by the New Orleans Saints.

Tuesday Oct. 2<sup>nd</sup> 2012 is the first day that the city of New Orleans will not have a locally made daily printed newspaper. This move makes New Orleans the largest metropolitan area in the United States without a daily print paper. (The *Times-Picayune* will publish its final daily paper Sunday Sept. 30<sup>th</sup> 2012. However; the Saints play Sunday Sept. 30<sup>th</sup> 2012, which will result in a *Times-Picayune* sports edition printed on Monday Oct. 1<sup>st</sup>, making Oct. 2<sup>nd</sup> the first true day without a daily *Times-Picayune*.)

The Public Policy Research Lab at LSU, which is committed to providing relevant public opinion data to the state and the region overall, wrote a survey research proposal to gather data in regard to New Orleans area residents reactions to the loss of the daily *Times-Picayune*. As one of the leading Journalism schools in the country, the *Manship School at LSU* decided to fund the research. Funding was also generously provided by *The Reilly Center for Media & Public Affairs* and LSU professors Dr. Meghan Sanders, Dr. Andrea Miller, Dr. Amy Reynolds, and Dr. Lance Porter. Without the support of these parties, this data would not exist and their assistance is greatly appreciated.

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For more information on previous surveys, please visit: [www.survey.lsu.edu](http://www.survey.lsu.edu).

## ABOUT THE LAB



### Manship School Research Facility Public Policy Research Lab Media Effects Lab

The **Manship School's Research Facility building** houses the **Public Policy Research Lab (PPRL)** and the **Media Effects Lab (MEL)**. The **Public Policy Research Lab** is dedicated to quality public policy research through state-of-the-art survey technologies. It helps advance scholarly and practical research while playing a leadership role in state and national public policy development. The lab serves other units on campus, government agencies, non-profits, business and industry. National surveys have resulted in publication in both practical and scholarly journals.

The **Public Policy Research Lab** has 52 computer-assisted telephone interviewing (CATI) workstations, mail survey and web survey capability in addition to analytical services. The lab is dedicated to meeting the unique goals and objectives of each project by working closely with those seeking data, research expertise and analysis. The lab's projects benefit from the multiple disciplines and intellectual assets at LSU. One of the lab's core projects is the Reilly Center for Media & Public Affairs' annual **Louisiana Survey**, a longitudinal study of advancements and regressions of citizen views regarding state services and contemporary issues. Clients include: Louisiana Department of Health and Hospitals; Louisiana Department of Labor; Louisiana Recovery Authority; Stephenson Entrepreneurial Institute; and the Centers for Disease Control and Prevention.

The **Media Effects Lab** is one of the largest and most sophisticated of its kind within a mass communication program in the country. It is a state-of-the-art experimental lab equipped with 16 computer stations and a living room area for research in a more natural environment. Researchers can measure audiences' physical responses (heart rate, blood pressure, eye movement and brain activity) to various media messages as well as gather their attitudes toward those messages. Experiments and projects track people's responses to particular media content: what stimulates them; what does not, what images they pay attention to, which ones do not resonate. Specific software measures user interactivity and responses to news websites and social networking sites. Unconscious attitudes can also be measured. For example, one study looks at the effectiveness of product placement in television dramas by using the heart rate as a measure of attention. This enables researchers to connect the individual's involvement with the content, the product and the people using the product.

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### ***Survey Methodology***

*About the Survey:* The State of Newspapers in New Orleans Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The results presented here have been weighted to reflect current population demographics of age, gender, education, race, and parish as reflected in the most recently available census data.

The combined survey includes 1,043 respondents including 530 respondents selected from landline telephone numbers via random digit dialing and 513 respondents selected from available cell phone blocks. Interviews were conducted from 7-31-12 to 8-26-12. All respondents reside in the greater New Orleans area which we defined as the following 7 Parishes; Jefferson, Orleans, Plaquemines, St. Bernard, St. Charles, St. John the Baptist, and St. Tammany. The overall survey has a margin of error of +/- 3.03 percentage points.

In Table 1, we present the basic demographics for the population and the weighted sample as weighted by Age, Gender, Education, Race, and Parish.

Table 1: Selected Demographics of Louisiana Population and Sample Estimates

Characteristic	Raw Data %	2011 Census Estimates %	Weighted Survey Estimate %
<b>Gender</b>			
Male	39%	48%	48%
Female	61%	52%	52%
<b>Race</b>			
White	58%	61%	61%
Black	35%	32%	32%
Other	7%	7%	7%
<b>Education</b>			
Less than High School	5%	16%	16%
High School	21%	30%	30%
Some College	33%	22%	22%
College	40%	32%	32%
<b>Parish</b>			
Jefferson	32%	37%	37%
Orleans	41%	30%	28%
Plaquemines	2%	2%	2%
St. Bernard	2%	3%	3%
St. Charles	4%	4%	4%
St. John the Baptist	2%	4%	6%
St. Tammany	18%	19%	19%
<b>Age</b>			
18-24	6%	13%	13%
25-34	12%	19%	19%
35-44	10%	17%	17%
45-54	20%	20%	20%
55-64	24%	16%	16%
65 and over	28%	16%	16%

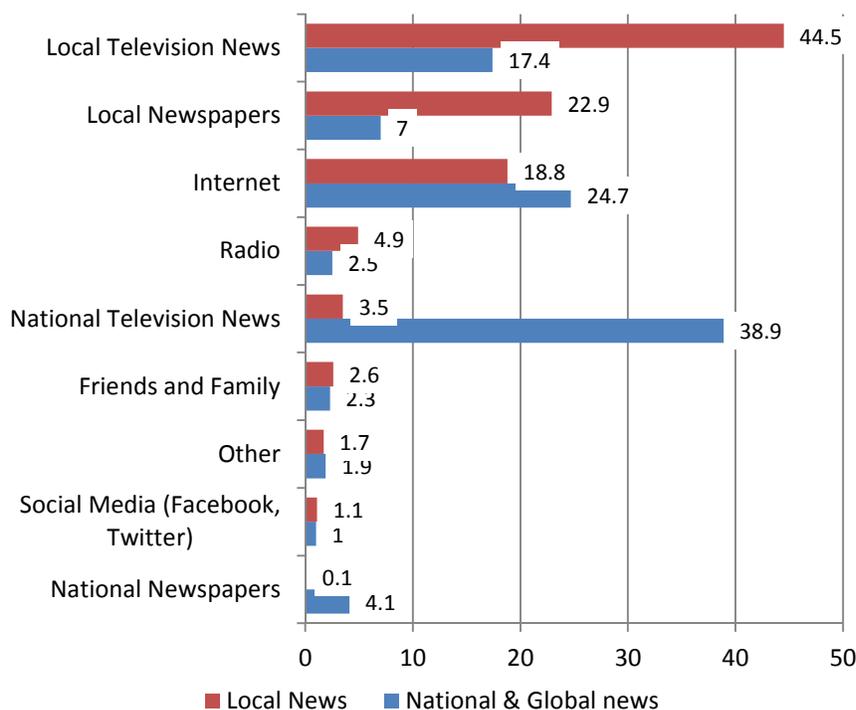
# The Main Source of News

## Local News:

For residents of the the greater New Orleans area, local television is the main source of of news and information about the local community, with nearly half (44.5%) of respondents reporting that they get most of their news from that source. This is followed up by local newspapers (22.9%) and the internet (18.8%).

- Interestingly among respondents who have a subscripoin to the *Times-Picayune*, local newspapers (44.2%) is relatively even with local television (41.5%) as the main source of news and information about the local community.
- When looking at education level higher education seems to relate to a decrease in reporting local television as the main source of news. Close to a third of those with at least a college degree (36.4%) report getting most of their local news from local television news. This group reports higher usage of local newspapers (22.9%) and the internet (22.8%).
- Women (49%) are more likely than men (39.7%) to get most of their local news from local television.

**Figure 1: Main Source of Local News & National/Global News (%)**



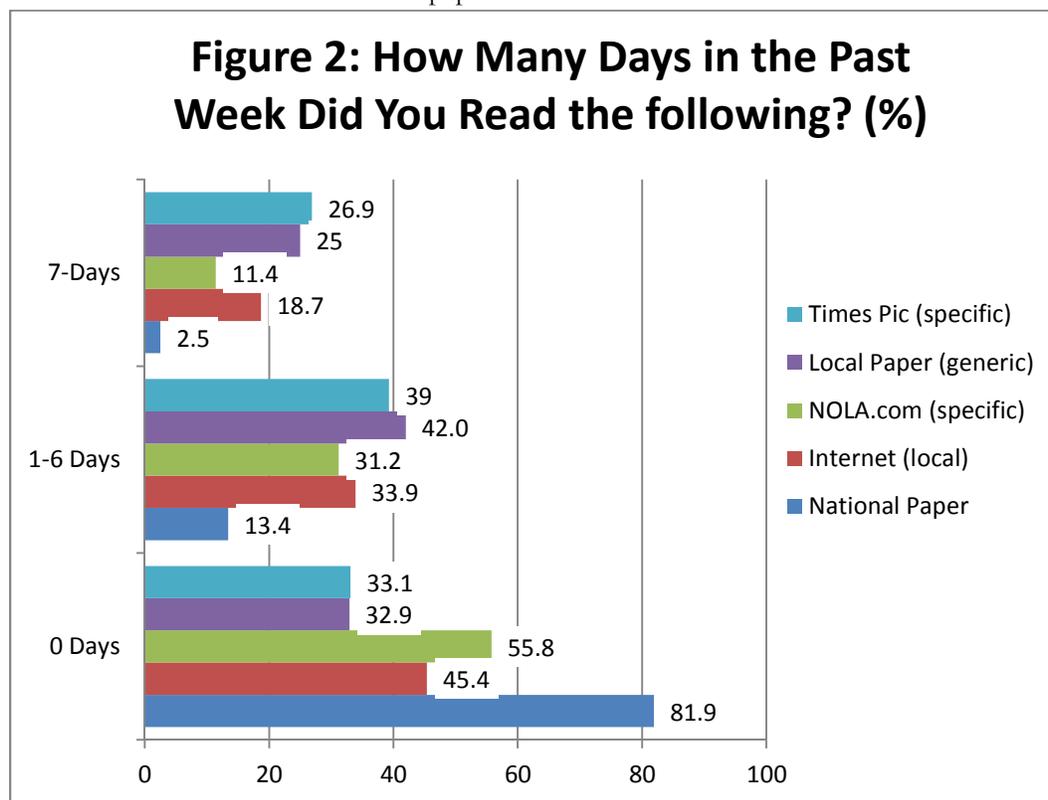
## National News:

For residents of the the greater New Orleans area, national television (38.9%) is the main soruce of information on national and global affairs; with the internet (24.7%) and local television news (17.4%) following behind. Worth noting is that few respondents rely on local newspapers (7%) or national newspapers (4.1%) as their main source.

### Daily Use:

A quarter of New Orleans residents report reading a local newspaper everyday in the past week. Interestingly this number jumps slightly when asked how many days in the past week the respondent read the *Times-Picayune* specifically, which perhaps suggests a slight overcompensation based on local brand loyalty. Though on the flip side a third of respondents report not looking at a local newspaper at all during the past week. Essentially while there is a core group who are heavy users of local print newspapers, there is a slightly larger group that do not interact with local newspapers at all.

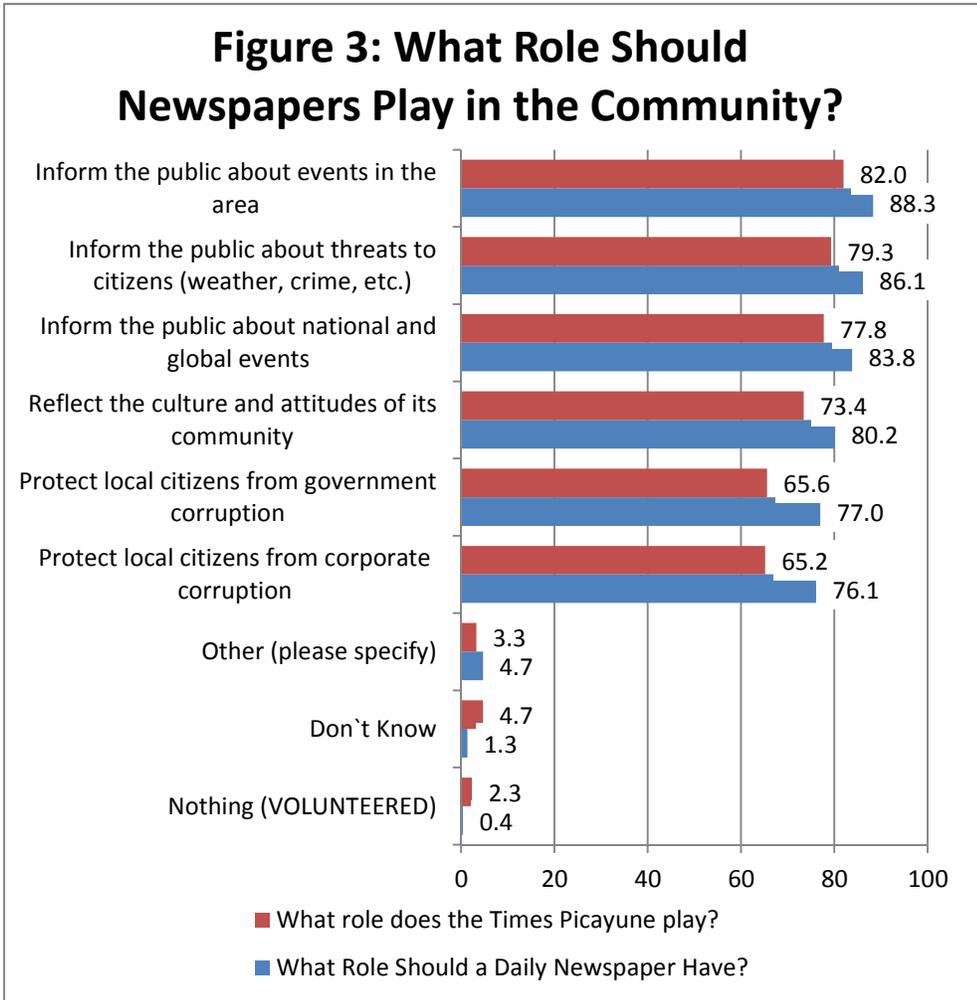
- Very interestingly about 3 out of 5 (62.6%) of users who have a paid subscription to the *Times-Picayune* report reading the *Times-Picayune* 7 days a week. (9 out of 10 paid subscribers to the *Times-Picayune* report having a 7 days a week subscription, so this is not caused solely by Sunday only delivery.) To put it another way, residents who receive the *Times-Picayune* everyday do not read it every day.
  - For reference; 7.3% of those with a paid subscription to the *Times-Picayune* report not reading the paper at all during the past week. This may suggest that their subscription is habitual rather than based on a need for information, but this is conjecture.
- The percentage of users who read news about their local community online everyday is noticeably higher than the percentage of users who specifically read NOLA.com everyday; NOLA.com being the web presence of the *Times-Picayune*. This suggests users are getting their local news online from a source other than local newspaper itself.



# The Perception of Newspapers

**Trust:**

When it comes to which media outlets are most trusted by New Orleans area residents, local television news is the most common answer with 46.1 percent. However, local print newspapers do come in second with 26.9 percent. Online sources are lowest with 7.6 percent, which suggests residents are more suspect of news they encounter online compared to traditional media.



**Role in the Community:**

Informing the public about events is one of the key roles citizens think a local newspaper should perform within a community. And, as detailed in Figure 3, New Orleans area residents report that the *Times-Picayune* fulfills most of the roles a print newspaper should.

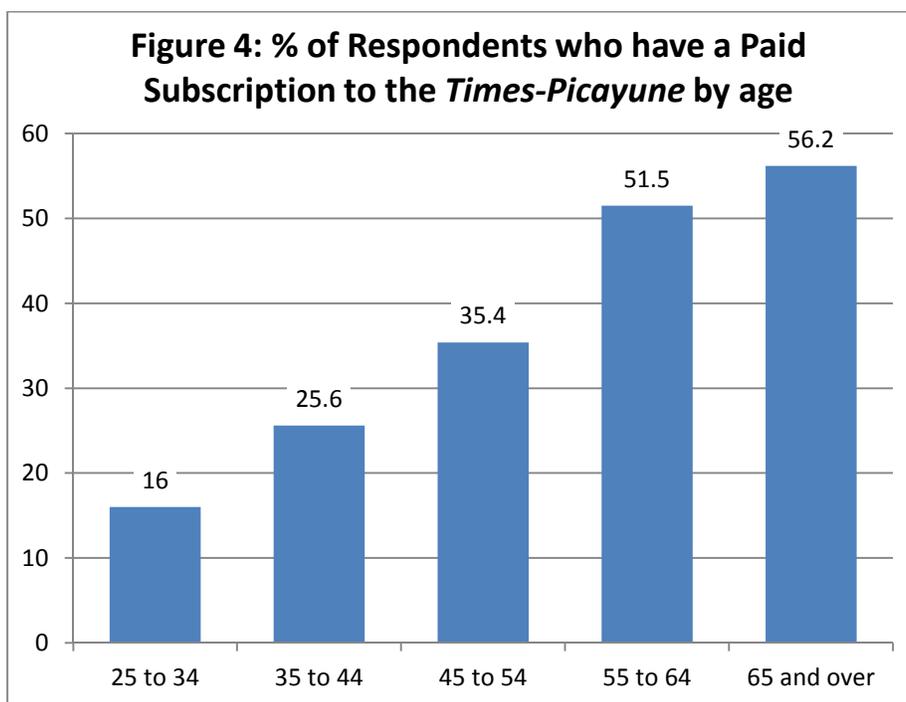
Interestingly the *Times-Picayune* may be lagging somewhat in protecting local citizens from Corporate and Government corruption.

# Times-Picayune Readers

## Subscriptions:

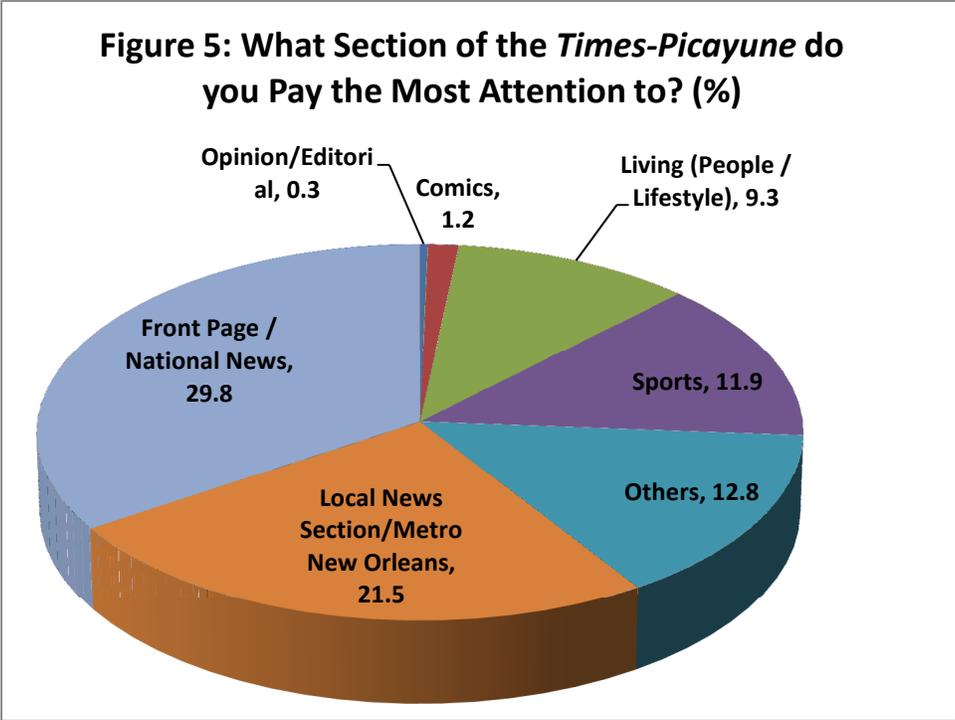
Slightly more than a third of New Orleans area residents (34.3%) currently have a paid subscription to the *Times-Picayune*. Of those with subscriptions, the vast majority (90.5%) have daily subscriptions.

- Interestingly respondents who have internet access at home (36.7%) are more likely than those without internet (23.8%) to have a paid subscription.
- Income is a factor, those with a higher income are much more likely to have a paid subscription to the *Times-Picayune*; 20.8% of those in the 30K-50K bracket have a subscription but that percentage increases to 46.5% for those with a house hold income of 100K-200K.
- Republicans are more likely (45.6%) to have a paid subscription; compared to Democrats (31.2%) and Independents (32.5%).
- Only 16% of 25 to 34 year olds have a paid subscription to the *Times-Picayune*; compared to over half of all respondents over the age of 55.



**Sections Read:**

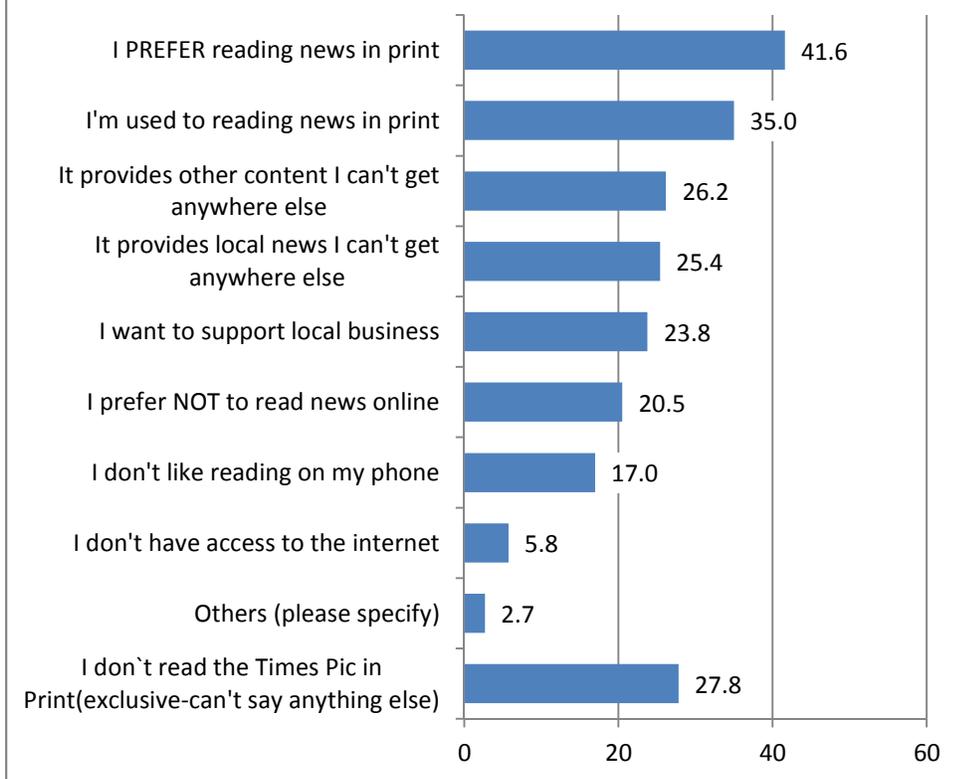
The Front Page/National news is the section that readers report paying the most attention to on days when they read the *Times-Picayune*; followed by Local News/Metro.



**Why Print?:**

Some respondents prefer reading news in print, and in fact 2 out of 5 respondents report that is one of the reasons they read the *Times-Picayune* regularly in print. The most interesting part of the reasons for why users read the *Times-Picayune* in print is that habitual reasons seem to out-weigh content reasons. Only 1 in 4 respondent's (25.4%) answer that provides local news that they can't get anywhere else and over 1 in 3 respondents (35%) report that they are 'used' to reading news in print.

**Figure 6: Why do you Read the *Times-Picayune* in Print? (%) [Check All]**



## Awareness of the Change

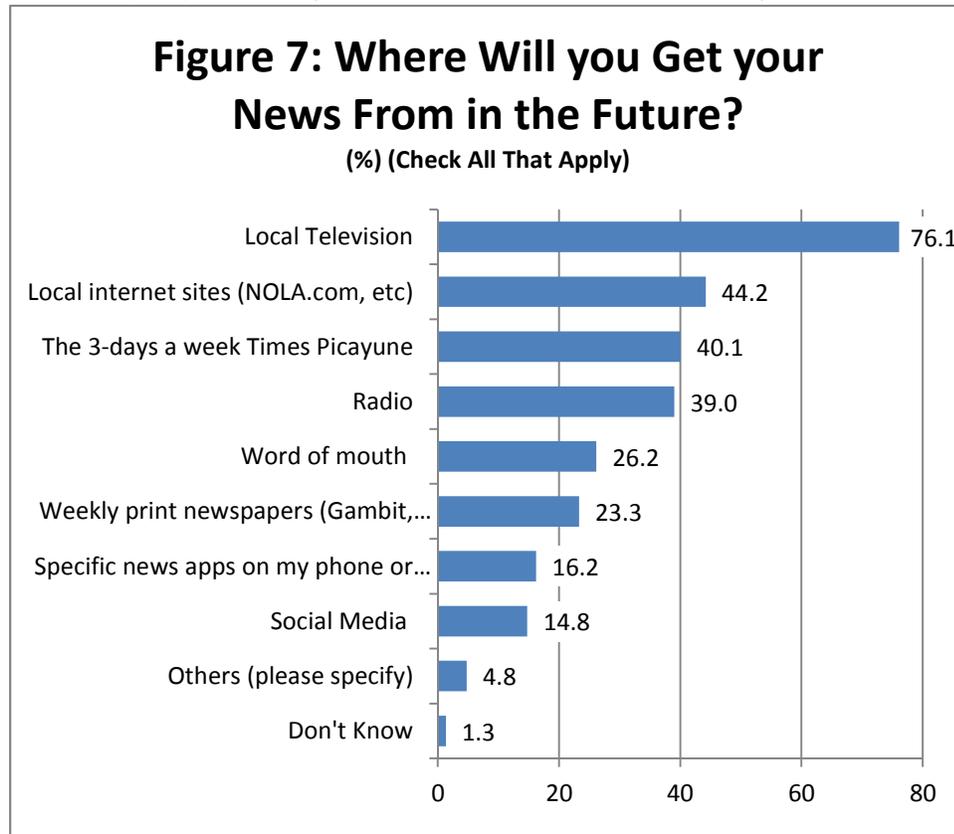
### **General Awareness:**

More than 4 out of 5 New Orleans area residents (82%) were aware that the *Times-Picayune* was moving to a 3-days a week publishing schedule. Of course that also means nearly 1 out of 5 residents were unaware.

- Interestingly 1 out of 10 residents (9.7%) who currently have a subscription to the *Times-Picayune* were unaware of the upcoming change.
- Awareness of the changes increases with Education level. Those with at least a college degree were most likely to be aware (95%), where as those who had only a high school diploma and no college were less aware (75%).
- In terms of political affiliation Republicans were more likely to be aware of the publication change (89%) than Democrats (76%).
- Perhaps unsurprisingly younger residents were less likely to be aware of the change; 18 to 24 year old (41%), 25 to 34 year olds (74%) compared to over 90 percent for everyone over the age of 35.

***Plans for the Future:***

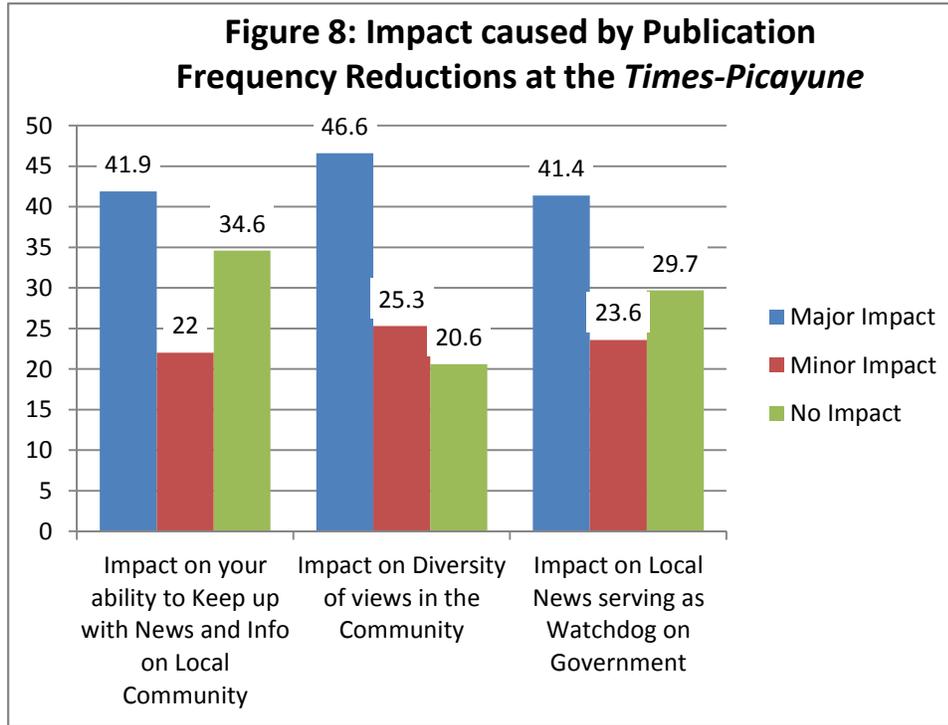
After being informed that the *Times-Picayune* was moving to a 3-days a week publishing schedule, respondents were then asked where they plan to get local news from in the future. 3 out of 4 respondents said local television (76%), followed by local internet sites (44%) and the 3-days a week *Times-Picayune* (40%).



# Impact of the Loss

## Major/Minor Impacts Issues:

New Orleans area residents report that the loss of the daily *Times-Picayune* will have a major impact on the community.

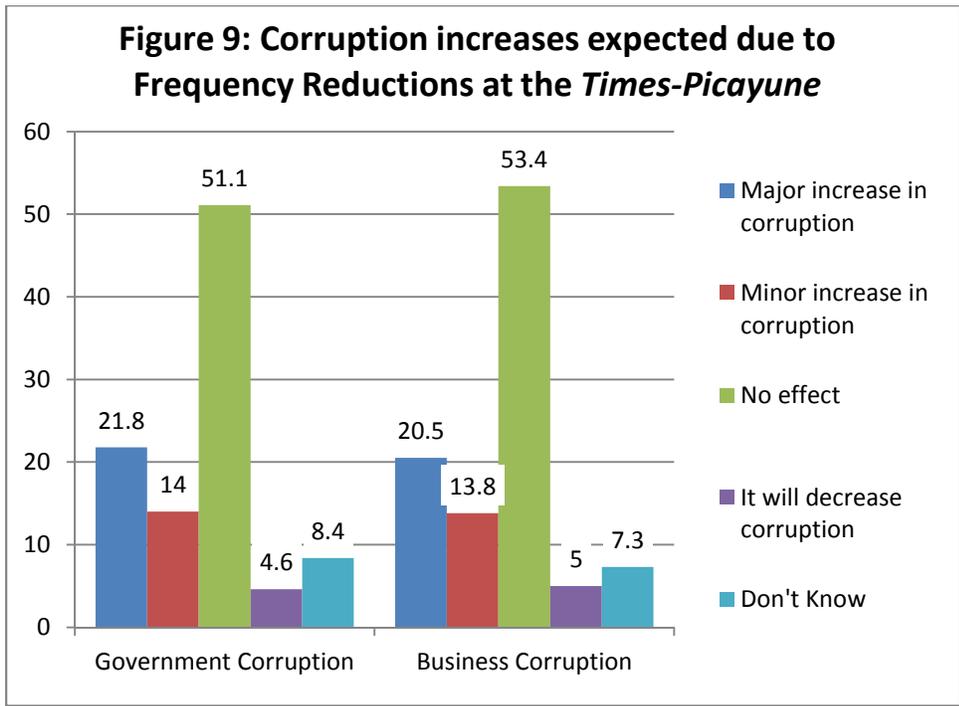


- More than 2 in 5 residents (42%) report that the loss of the daily *Times-Picayune* will have a major impact on their ability to keep up with news and information about their local community.
  - Those with a paid subscription to the *Times-Picayune* (58.5%) are much more likely to think it will have a major impact compared to those without a subscription (33%). It is interesting that 1 in 3 of those without a subscription still think the loss will have a major impact on their ability to stay informed; as they are not subscribers it would be logical to assume that the loss would have no effect on them.
  - On a parish level, 1 in 2 (50.6%) of Orleans parish residents report it will have a major impact. Jefferson and St. Tammany report 38.1% and 28.2% respectively for major impact.
  - Women (48.5) are much more likely than men (34.2%) to say it will have major impact on their ability to stay informed about the local community.
- Nearly 1 in 2 (46.6%) of residents think the loss of the daily *Times-Picayune* will have a major impact on the diversity of views represented in discussing community issues.
  - Again those with a paid subscription to the *Times-Picayune* are more likely to say it will have a major impact (60.3%) compared to those without (39.4%).
- And lastly 2 out of 5 (41.4%) said that the loss of the daily *Times-Picayune* would have major impact on the ability of local news media to serve as a watchdog over local government.

- As expected *Times-Picayune* subscribers (51.7%) are more likely than non-subscribers (35.9%) to think it will have a major impact.
- Orleans parish residents (52.9%) are much more likely than those in Jefferson (36%) and those in St. Tammany (41.3%) to think it will have a major impact.

**Corruption:**

Some New Orleans area residents believe that the loss of the daily *Times-Picayune* will cause increases in both Government and Business corruption. While the majority of respondents believe that the loss of the daily *Times-Picayune* will have no effect on corruption, roughly 1 in 5 respondents think the loss will cause a major increase in both Business (20.5%) and Government (21.8%) corruption.

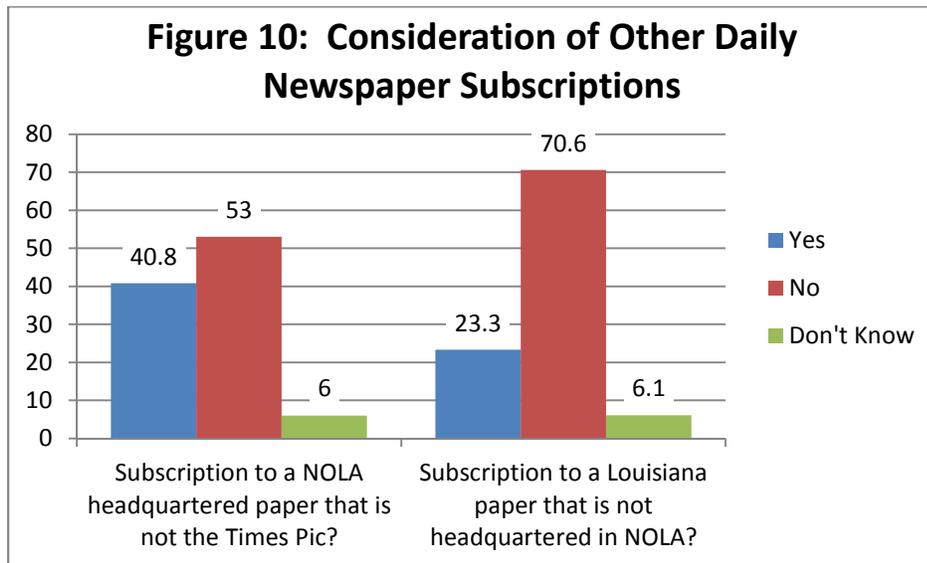


# The Advocate and Others

## Interest in Print:

Surprisingly 2 out of 5 (41.2%) New Orleans area residents report they are very interested in receiving local news in print on a daily basis; with another 19.3% saying they are moderately interested. This is slightly bizarre as only 1 in 3 New Orleans area residents (34.3%) have a subscription to the *Times-Picayune*. It may be evidence that there exists a habitual feeling among the community that there *should* be a daily print newspaper, though this is conjecture.

As for interest in another paper, 2 out of 5 (40.8%) of respondents said they would consider buying a subscription to a different daily paper that was headquartered in New Orleans but is not the *Times-Picayune*. However, less than 1 in 4 (23.3%) of respondents would consider buying a subscription to a paper that was not headquartered in New Orleans but elsewhere in Louisiana. This may be an issue for *The Advocate* as it is headquartered in Baton Rouge.



## General Awareness:

At the time this survey was conducted less than 1 in 4 (22.8%) New Orleans area residents were aware that *The Advocate* (the local Baton Rouge paper) would be publishing a special New Orleans edition daily.

- Republicans (31%) were more likely to be aware of *The Advocate's* plan for a New Orleans edition than Democrats (19.4%) and Independents (19.6%).
- Older respondents were also more likely to be aware of the plans; 1 in 10 (10.1%) 25 to 34 year olds were aware compared to roughly 3 in 10 of those 55 and older (31.4%).

### ***Intentions for The Advocate:***

After being informed of *The Advocate's* plans to publish a New Orleans edition, over 1 in 3 (36.2%) of respondents said they plan to buy it.

- 1 in 2 (51.4%) of current *Times-Picayune* subscribers plan on buying *The Advocate's* New Orleans edition.
  - Though perhaps more interestingly over 1 in 3 (28.2%) of those who do not subscribe to the *Times-Picayune* said they plan to buy *The Advocate*.
- Among the three most populous parishes, Orleans residents were most likely to plan to buy *The Advocate* at 42.7 percent; compared to roughly 1 in 3 residents in Jefferson (32.8%) and St. Tammany (30.6%).
- Purchase intent rates were nearly equal between those who have internet access at home (35.4%) and those who do not (39.9%).
- Older respondents were more likely to plan to buy *The Advocate*, with those 65 and over (53.5%) reporting the strongest purchase intent. Amongst 25 to 34 year olds 1 in 5 (21.7%) plan to buy *The Advocate*.

Respondents were also asked if they plan to read *The Advocate's* coverage online. Nearly 1 in 2 (45.6%) respondents said they planned on doing so.

- Younger respondents were much more likely to say they would read *The Advocate* online.
  - 18-24 years old = 65.7%
  - 25-24 years old = 59.9%
  - 35-44 years old = 51%
  - 45-54 years old = 43.9%
  - 55-64 years old = 33%
  - 65 and over = 21.6%

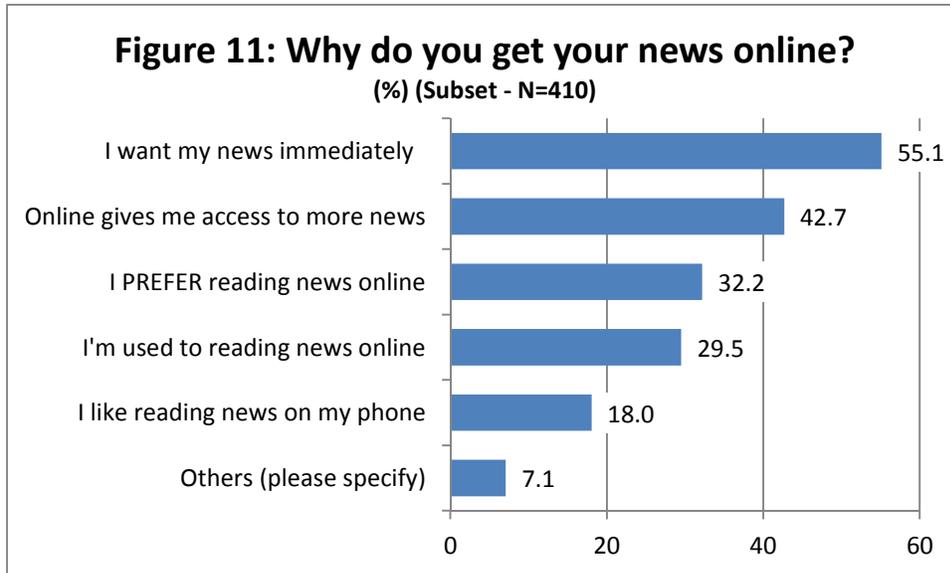
### ***Other Media:***

Respondents were asked specifically about other weekly papers and online news sites that serve the New Orleans area, as these outlets may represent potential alternate sources of news. However, all of them seemed to have low awareness and usage. For example; 9 out of 10 (91%) respondents report not visiting *Gambit Online* at all in the past week, and 9 out of 10 (94%) respondents report not visiting *TheLens.com* at all in the past week.

Though in print format this increases. For *Gambit* (a free weekly paper) nearly 1 in 4 (23%) of residents report reading it in the past month. *Louisiana Weekly* (another free weekly paper) does not fare well with only 1 in 8 (12%) of residents reporting that they read it in the past month.

### *Why Online?*

For the subset of respondents who get at least some of their news online (which is roughly 40% of New Orleans area residents) the main reasons for doing so included a desire for immediacy (55.1%), access to a greater variety of news (42.7%), and nearly 1 in 3 of these respondents (32.2%) said they prefer readings news online.



# Paywalls & Branding

## NOLA.Com

It is important to note that the *Times-Picayune* does have an online news outlet and has had one for some time. The website is *NOLA.com* and has its own unique branding that is separate from that of the *Times-Picayune*, though the two do share content. Interestingly when asked if there was a connection between the two, 1 out of 5 respondents (21%) firmly said there was not, and nearly a third of respondents (33%) did not know if there was. This suggests the branding of *Times-Picayune* and *NOLA.com* could be improved. Would more readers of the *Times-Picayune* go to *NOLA.com* if they knew there was a connection?

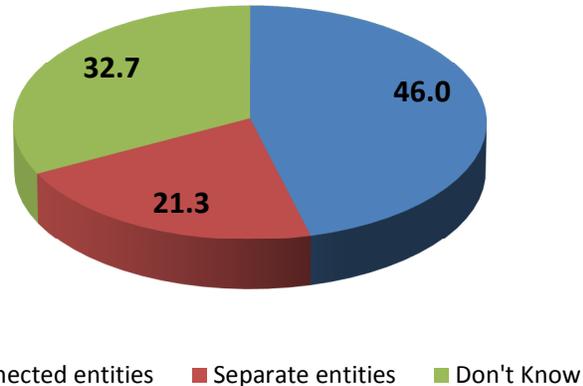
- Those with a paid subscription to the *Times-Picayune* or more likely (52%) than non-subscribers (43%) to be aware that there is a connection.

## Paywalls

Respondents were asked if they would pay a monthly subscription fee to receive local news online or on a mobile device, only 11 percent said they would be willing to do so. This suggests that in users view, charging for online news may not be the answer to profitability for publishers, as users report not being willing to pay for online services.

- On a parish level, residents in Orleans Parish are most likely to say they would pay for online content at 16.5%, this is compared to 8.9% and 7.9% for the other two populous parishes, Jefferson, and St. Tammany respectively (the other four less populous parishes lack a sufficient sample size to report parish level data.)
- Those with a paid subscription to the *Times-Picayune* are less likely (7.2%) than those without a paid subscription (13.3%) to say they would pay for local news online.
- It is worth noting that over 1 in 5 (22%) of respondents who report getting the majority of their local news online (as opposed to other outlets) are willing to pay for local news online.
- The younger the respondent the more likely they are to be willing to pay for local news online:
  - 18-24 years old = 17.1%
  - 25-24 years old = 14.1%
  - 35-44 years old = 12.4%
  - 45-54 years old = 9.9%
  - 55-64 years old = 8.6%
  - 65 and over = 6.1%

**Figure 12: To the Best of Your Knowledge are the *Times-Picayune* and *NOLA.com* Connected or Seperate? (%)**



Full-posted questionnaire & data removed for easy printing.

Full data is available at [www.survey.lsu.edu](http://www.survey.lsu.edu)



# The State of Newspapers in New Orleans

## Survey Questionnaire and Frequencies

*About the Survey:* The State of Newspaper in New Orleans Survey includes a traditional landline telephone survey combined with a survey of Louisiana cell phone users. The results presented here have been weighted to reflect current population demographics of age, gender, education, race, and parish as reflected in the most recently available census data.

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q1		
To begin with, would you say things are generally going in the right direction, or do you think things are going in the wrong direction in New Orleans?		
q1	Percent	N = 1,043
Right Direction	49.29	
Wrong Direction	35.66	
Don't Know	14.6	
Refused	0.45	

q2
In your opinion, what do you think is the SINGLE most important problem facing the greater New Orleans area? [OPEN ENDED]

q3
And to the best of your knowledge what is the name of your daily local print newspaper? [OPEN ENDED]

q4

Where do you get most of your news and information about your LOCAL community? [CHOOSE ONE]		
q4	Percent	N= 1,043
Local Television News	44.5	
Local Newspapers	22.9	
Internet	18.8	
Radio	4.9	
National Television News	3.5	
Friends and Family	2.6	
Others	1.7	
Social Media (Facebook, Twitter)	1.1	
National Newspapers	0.1	

q5		
Where do you get most of your news and information about NATIONAL AND GLOBAL AFFAIRS? [CHOOSE ONE]		
q5	Percent	N= 1,043
National Television News	38.9	
Internet	24.7	
Local Television News	17.4	
Local Newspapers	7	
National Newspapers	4.1	
Radio	2.5	
Others	1.9	
Friends and Family	2.3	
Social Media (Facebook, Twitter)	1	
Don't Know	0.2	
Refused	0.1	

q6

When it comes to trusting the information you get from media outlets about your local community, which of the following news outlets would you say you 'TRUST' the most?

q6	Percent	N= 1,016
Local Television News	46.1	
Local Print Newspapers	26.9	
Local Radio News	13.3	
Online Sources Devoted to Local News	7.6	
Don't Know	3.3	
Refused	0.3	

q7

How many days in the past week did you read news about your local community on the internet?

q7	Percent	N = 1,043
7	18.7	
6	1.3	
5	4.5	
4	3.2	
3	6.1	
2	11.7	
1	7.1	
0	45.4	
Not Available	1.5	
Don't Know	0.6	

q8

How many days in the past week did you read a local newspaper in print form?

q8	Percent	N = 1,043
7	25.0	
6	1.2	

5	3.2
4	3.1
3	9.0
2	11.2
1	14.2
0	32.9
Not Available	0.4
Don't Know	0.1

q9		
How many days in the past week did you read a NATIONAL newspaper in print form?		
q9	Percent	N = 1,043
7	2.5	
6	0.4	
5	1.1	
4	0.9	
3	1.9	
2	2.8	
1	6.3	
0	81.9	
Refused	1.83	
Don't Know	0.51	

q10		
How many days in the past week did you read the <i>Times Picayune</i> in print specifically?		
q10	Percent	N= 1,043
7	26.9	
6	1.3	
5	3.8	
4	2.9	
3	9.1	
2	8.5	
1	13.7	
0	33.1	

Refused	0.7
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q11		
How many days in the past week did you go online to NOLA.com specifically?		
q11	Percent	N= 1,043
7	11.4	
6	1.3	
5	3.8	
4	2.4	
3	5.9	
2	7.2	
1	10.6	
0	55.8	
Refused	1.5	
Don't Know	0.1	

q12		
How many days in the past week did you read Gambit online specifically?		
q12	Percent	N= 1,043
7	0.3	
6	0	
5	0.1	
4	0.2	
3	0.8	
2	1.8	
1	2.6	
0	90.7	
Refused	3.1	
Don't Know	0.3	

q13		
How many days in the past week did you read TheLENS.com online specifically?		

q13	Percent	N= 1,043
7	0.3	
6	0	
5	0.3	
4	0	
3	0.1	
2	1.3	
1	0.8	
0	93.9	
Not Available	3.2	
Don't Know	0.2	

q14		
In the past month, have you read the print edition of Gambit?		
q14	Percent	N= 1,043
Yes	22.8	
No	76.7	
Refused	0.5	

q15		
In the past month, have you read the print edition of Louisiana Weekly?		
q15	Percent	N= 1,043
Yes	11.9	
No	87.5	
Refused	0.3	
Don't Know	0.3	

q16		
On days when you read the <i>Times Picayune</i> in print what section of the paper, do you pay the most attention to? [RANDOMIZE]		
q16	Percent	N= 1,033
Front Page / National News	29.8	

Local News Section/Metro New Orleans	21.5
Others	12.8
Sports	11.9
Living (People / Lifestyle)	9.3
Comics	1.2
Opinion/Editorial	0.3
I don't read the Times Pic	12.4

q17		
To the best of your knowledge are the <i>Times Picayune</i> and NOLA.com connected publications that share stories, and are owned by the same company, or are they separate companies with no connection at all?		
q17	Percent	N= 1,043
Connected entities	46.0	
Separate entities	21.3	
Don't Know	32.7	

q18		
Do you currently have a PAID subscription for delivery of the <i>Times Picayune</i> ?		
q18	Percent	N= 1,043
Yes	34.3	
No	65.7	

**Note – Data is weighted. 34.3% of 1,043 is not 464. 464 is the un-weighted number of respondents who are subscribers.**

q19		
And is that subscription for daily delivery, or is it Sundays only, or other?		
q19	Percent	N= 464
Daily	90.4	

Sundays-Only	7.2
Other	2.1
Don't Know	0.3

q20		
Would you pay a monthly subscription fee in order to receive local news coverage online or on a mobile device?		
q20	Percent	N= 1,043
Yes	11.2	
No	87.2	
Don't Know	1.5	

q21		
Were you aware that the <i>Times Picayune</i> will soon cease daily print publication and will instead be published in print 3 times a week?		
q21	Percent	N= 1,043
Yes	81.9	
No	18.0	
Don't Know	0.1	

q22		
Do you think this change will have a MAJOR impact, a MINOR impact, or NO impact on your ability to keep up with information and news about your local community?		
q22	Percent	N=1,043
Major Impact	41.9	
Minor Impact	22	
No Impact	34.6	
Don't Know	1.6	

q23		
Do you think this change will have MAJOR impact, a MINOR impact, or NO impact on the diversity of views represented in public debates on community issues?		

q23	Percent	N= 1,043
Major Impact	46.6	
Minor Impact	25.3	
No Impact	20.6	
Don't Know	7.4	
Refused	0.1	

q24		
Do you think the loss of a daily print newspaper will increase or decrease GOVERNMENT corruption in the New Orleans area, or do you think it will have no effect?		
q24	Percent	N= 1,043
It will cause a major increase in corruption	21.8	
It will cause a minor increase in corruption	14	
No effect	51.1	
It will decrease corruption	4.6	
Don't Know	8.4	
Refused	0.2	

q25		
Do you think the loss of a daily print newspaper will increase or decrease BUSINESS corruption in the New Orleans area, or do you think it will have no effect?		
q25	Percent	N=1,043
It will cause a major increase in corruption	20.5	
It will cause a minor increase in corruption	13.8	
No effect	53.4	
It will decrease corruption	5	
Don't Know	7.3	

q26
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Do you think this change will have MAJOR impact, a MINOR impact, or NO impact on the ability of local news media to serve as a watchdog over local government?		
q26	Percent	N= 1,043
Major Impact	41.4	
Minor Impact	23.6	
No Impact	29.7	
Don't Know	5.2	
Refused	0.1	

q27		
In your opinion - How much do you think the reduction in staff will affect the accuracy of stories in the <i>Times-Picayune</i> ?		
q27	Percent	N= 1,042
Major Impact	58.9	
Minor Impact	26.8	
No Impact	9.4	
Don't Know	4.8	

q28		
In your opinion - How much do you think the reduction in staff will affect the <i>Times-Picayune's</i> credibility?		
q28	Percent	N= 1,043
Major Impact	54	
Minor Impact	26.9	
No Impact	13.6	
Don't Know	5.4	
Refused	0.1	

q29		
In your opinion - How much do you think the <i>Times-Picayune's</i> reduction in staff and publishing days will affect your ability to get information during a local disaster?		
q29	Percent	N= 1,043
Major Impact	41.4	

Minor Impact	25.9
No Impact	31.4
Don't Know	1.2

q30		
How much do you agree or disagree with the following statement: "The changes underway with the <i>Times-Picayune</i> will make it more difficult for ME to stay informed about current events"		
q30	Percent	N= 1,043
<b>AGREE - Overall</b>	<b>63.1</b>	
<b>DISAGREE - Overall</b>	<b>36.2</b>	
Strongly agree	39.8	
Somewhat agree	15.6	
Slightly agree	7.7	
Slightly disagree	8.1	
Somewhat disagree	8.4	
Strongly disagree	19.7	
Don't Know	0.8	

**NEXT 2 QUESTIONS WERE  
RANDOMIZED**

q31		
How much do you agree or disagree with the following statement: "The changes underway with the Times-Picayune will make it more difficult for PEOPLE to stay informed about current events"		
q31	Percent	N=551
Refused	0	
Don't Know	3	
Strongly agree	53.6	
Somewhat agree	15	
Slightly agree	6.7	
Slightly disagree	8.8	
Somewhat disagree	5.1	
Strongly disagree	7.8	

q32
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How much do you agree or disagree with the following statement: "The changes underway with the Times-Picayune will make it more difficult for PEOPLE IN ORLEANS PARISH to stay informed about current events"		
q32	Percent	
Refused	0.2	N=492
Don't Know	2	
Strongly agree	53	
Somewhat agree	18.1	
Slightly agree	6.8	
Slightly disagree	7.7	
Somewhat disagree	4.7	
Strongly disagree	7.5	

Q33		
Where do you plan to get local news from in the future? (Check All That Apply)		
Local Television	76.1	N= 1,043
Local internet sites (NOLA.com, etc.)	44.2	
The 3-days a week Times Picayune	40.1	
Radio	39.0	
Word of mouth	26.2	
Weekly print newspapers (Gambit, Louisiana Weekly)	23.3	
Specific news apps on my phone or tablet	16.2	
Social Media	14.8	
Others (please specify)	4.8	
Don't Know	1.3	
Refuse	0.8	

q36
If you currently read the <i>Times Picayune</i> regularly IN PRINT, why do you do so? (check all that apply)

q36	Percent	
I PREFER reading news in print	41.61	N= 1,043
I'm used to reading news in print	35.00	
It provides other content I can't get anywhere else	26.17	
It provides local news I can't get anywhere else	25.41	
I want to support local business	23.78	
I prefer NOT to read news online	20.52	
I don't like reading on my phone	16.97	
I don't have access to the internet	5.75	
Others (please specify)	2.68	
I don't read the Times Pic in Print(exclusive-can't say anything else)	27.80	
Don't Know	0.29	
Refuse	0.10	

q37		
How interested are you in receiving local news, IN PRINT, on a daily basis?		
q37	Percent	
Very interested	41.2	N= 1,043
Moderately interested	19.3	
Not very interested	16.2	
Not at all interested	23.1	
Don't Know	0.2	

q38
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Would you consider buying a daily print subscription to a daily newspaper that is head quartered in New Orleans but is NOT the <i>Times Picayune</i> ?		
q38	Percent	N= 1,043
Yes	40.8	
No	53	
Don't Know	6	
Refused	0.1	

q39		
Would you consider buying a daily print subscription to a daily newspaper that is NOT head quartered in New Orleans, but elsewhere in the state?		
q39	Percent	N= 1,043
Yes	23.3	
No	70.6	
Don't Know	6.1	

q40		
Were you aware that the local Baton Rouge daily print paper, <i>The Advocate</i> , is going to publish a daily New Orleans edition of their paper after the <i>Times Picayune</i> ceases daily publication?		
q40	Percent	N= 1,043
Yes	22.8	
No	76.7	
Don't Know	0.5	

q41		
Do you plan on buying <i>The Advocate's</i> New Orleans edition?		
q41	Percent	N= 1,043
Yes	36.2	
No	50.5	
Don't Know	13.3	

q42		
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Regardless of whether you buy in print, would you plan on reading <i>The Advocate's</i> New Orleans edition online?		
q42	Percent	N= 1,043
Yes	45.6	
No	50.7	
Don't Know	3.7	

q43		
In your opinion, what role SHOULD a daily newspaper play in its local community? [CHECK ALL THAT APPLY]		
q43	Percent	N= 1,043
Inform the public about events in the area		88.3
Inform the public about threats to citizens (weather, crime, etc.)		86.1
Inform the public about national and global events		83.8
Reflect the culture and attitudes of its community		80.2
Protect local citizens from government corruption		77.0
Protect local citizens from corporate corruption		76.1
Others (please specify)		4.7
Nothing (INTERVIEWER: Do not READ) - VOLUNTEERED		0.4
Don't Know		1.3
Refused		0.5

q44		
In your opinion, what role DOES the <i>Times Picayune</i> play in your local community?		
q44	Percent	N= 1,043

Inform the public about events in the area	82.0
Inform the public about threats to citizens (weather, crime, etc.)	79.3
Inform the public about national and global events	77.8
Reflect the culture and attitudes of its community	73.4
Protect local citizens from government corruption	65.6
Protect local citizens from corporate corruption	65.2
Others (please specify)	3.3
Nothing (INTERVIEWER: Do not READ) - VOLUNTEERED	2.3
Don't Know	4.7
Refused	0.4

q45		
If you currently receive most of your news online, why do you do so? [CHECK ALL THAT APPLY] <i>(sub-set of respondents who did not answer "I do not get most of my news online" to this question)</i>		
q45	Percent	N= 410
I want my news immediately		55.1
Online gives me access to more news		42.7
I PREFER reading news online		32.2
I'm used to reading news online		29.5
I like reading news on my phone		18.0
Others (please specify)		7.1
Don't Know		0.7
Refused		0.5

q46		
In your own words, do you have any other comments in relation to the <i>Times Picayune</i> moving to 3 days a week? [open ended]		
q46		N= 1,043

q47		
If you could use only 1 word to describe the <i>Times Picayune</i> , what word would you use? [open ended]		
q47		N= 1,043

q48		
And which of the following devices do you personally use to connect to the internet? [CHECK ALL THAT APPLY]		
q48	Percent	N= 1,043
Laptop computer		54.2
Desktop computer		49.4
Mobile phone		43.7
Tablet (iPad, etc.)		20.2
E-reader (Kindle, nook, etc.)		8.1
Video game system (Xbox, PS3, Wii, DS, etc.)		6.9
Nothing		16.2
Don't Know		0.2
Refused		0.1

q49		
Do you have internet access at home?		
q49	Percent	N= 1,043
Yes	82.5	
No	16.9	
Refused	0.6	
Don't Know	0.1	

q50		
Generally speaking, do you consider yourself a Democrat, Republican, Independent, or what?		
q50	Percent	N= 1,043
Democrat	37.7	
Republican	23.5	
Independent	26.1	
Other	7.8	
Refused	2.5	

Don't Know	2.4
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q51		
What year were you born? - [Calculated Age Groups after respondent answered]		
q51	Percent	N= 1,043
18 to 24	12.9	
25 to 34	18.5	
35 to 44	16.7	
45 to 54	19.7	
55 to 64	16.2	
65 and over	16.0	

q52		
How long have you lived in the New Orleans area? [IN YEARS]		
q52		N= 1,043

q53		
Were you living in the New Orleans area at the time of Hurricane Katrina?		
q53	Percent	N= 1,043
Yes	89.17	
No	10.16	
Refused	0.58	
Don't Know	0.10	

q54		
Are you of Hispanic, Latino, or Spanish origin, such as Mexican Puerto Rican, or Cuban?		
q54	Percent	N= 1,043
Yes	3.70	
No	96.10	
Refused	0.10	
Don't Know	0.10	

q55		
Which of the following best describes you? Are you White, African-American, Asian, or something else?		

q55	Percent	N= 1,043
White	61	
Black	32	
Other	7	

q56		
Do you own your own home, pay rent, or something else?		
q56	Percent	N= 1,043
Own Home	62	
Pay Rent	25.8	
Something else	11	
Don't Know	1	
Refused	0	

q57		
Are you currently employed full-time, employed part-time, retired, unemployed and looking for work, or not employed and not looking for work?		
q57	Percent	N= 1,043
Employed Full-time	47.60	
Employed Part-time	9.80	
Retired	17.20	
Unemployed and looking for work	8.30	
Not employed and not looking for work	11.80	
On Disability	4.70	
Refused	0.60	

q58		
We would like to know what your family income was last year before taxes. This information will remain strictly confidential and will only be used for statistical purposes. Please stop me when I get to the category that includes your family income.		
q58	Percent	N= 1,043
Refused	12.30	
Don't Know	4.60	
Under \$10,000	4.80	
\$10,000-\$29,999	12.20	
\$30,000-\$49,999	16.00	

\$50,000-\$74,999	16.10
\$75,000-\$99,999	14.90
\$100,000-\$199,999	15.60
\$200,000 or more	3.60

q59	
Which of the following categories best describes your level of education? Please stop me when I get to that category.	
q59	Percent
Less than 9th grade	4.30
9th through 11th grade	11.40
High School Diploma	29.90
Some college or vocational school	22.20
A 4-year college degree	19.30
Some graduate work	3.30
Advanced degree (M.A., M.S., J.D., Ph.D., M.D., etc.)	9.50
Refused	0.10
Don't Know	0.00

N= 1,043

q60	
GENDER - [INTERVIEWER - DO NOT ASK UNLESS UNSURE]	
q60	Percent
Male	48
Female	52

N= 1,043

q-PARISH	
What parish do you live in? [Parishes that were not in the 7 target NOLA area parishes were screened out]	
q-PARISH	Percent
Jefferson	37.5
Orleans	28.2
Plaquemines	2.0
St. Bernard	3.2
St. Charles	4.0
St. John the Baptist	5.8
St. Tammany	19.4

N= 1,043