

Local news dynamics in Phoenix-Mesa-Scottsdale, AZ

This area includes the cities of Phoenix, Mesa and Scottsdale, and the nearby counties that are economically and socially linked to them in the state of Arizona. It has a population of about 4.5 million. In this area, 71% of residents feel at least somewhat attached to their community, and 71% follow local news very or somewhat closely. Explore residents' local news habits and attitudes below.

How Phoenix area residents get local news

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

	%	National %
TV	43	41
News website/app	25	23
Social media	14	15
Print	10	13
Radio	9	8

*% of adults in the Phoenix area who **often** get local news from each type of provider ...*

	%	National %
TV stations	37	38
Radio stations	16	20
Online forums	13	12
Daily newspapers	11	17
Newsletters/listservs	9	8
Online-only sources	7	5
Local orgs.	6	8
Non-daily newspapers	6	7
Local govt. agencies	5	5

*% of adults in the Phoenix area who **often** get local news from ...*

	%	National %
News websites/apps	26	26
Social media	21	25

Among adults in the Phoenix area who get local news online, % who primarily get it on ...

	%	National %
A mobile device	54	51
A desktop/laptop	30	27
Both equally	17	19

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

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

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Local news topics important to people in Phoenix

% of adults in the Phoenix area who say each local news topic is important for daily life

	%	National %
Weather	62	70
Crime	45	44
Traffic & transportation	43	41
Prices	37	37
Govt. and politics	24	24
Schools	18	19
Jobs & unemployment	14	15
Community activities	12	14
Sports	11	10
Arts & culture	10	10
Restaurants, clubs & bars	9	8

Among adults in the Phoenix area who say each local news topic is important or interesting, % who say it is very easy to stay informed about it

	%	National %
Weather	75	76
Sports	58	52
Traffic & transportation	50	46
Crime	30	37
Govt. & politics	30	30
Restaurants, clubs & bars	28	28
Schools	27	30
Community activities	26	28
Prices	25	25
Arts & culture	25	27
Jobs & unemployment	20	21

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

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The local news media's connection to the community in Phoenix

% of adults in the Phoenix area who say ...

	%	National %
Local journalists are in touch with the community	57	63
Local journalists are out of touch with the community	43	34
Local news media have a lot of influence	34	37
Local news media do not have much influence	66	61
They have spoken with a local journalist	17	21
They have not spoken with a local journalist	83	78
Local news media mostly cover the area where you live	51	51
Local news media mostly cover another area	49	47
They have paid for local news in the past year	8	14
They have not paid for local news in the past year	92	84

% of adults in the Phoenix area who say their local news media do each of the following well

	%	National %
Keep an eye on local political leaders	68	66
Report news accurately	66	71
Provide news that you use daily	65	67
Cover news stories thoroughly	62	65
Deal fairly with all sides	58	62
Are transparent about their reporting	57	62
Include people like you in their stories	53	58

% of adults in the Phoenix area who say their local news media do ___ at keeping them informed of the most important local stories of the day

	%	National %
Very well	18	24
Fairly well	59	56
Not too well	17	13
Not at all well	6	4

% of adults in the Phoenix area who are ___ confident their main source for local news can get them the information they need

	%	National %
Very	28	30
Somewhat	55	52
Not very	13	12
Not at all	4	4

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

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