



behavior research center's

Rocky Mountain Poll

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USE OF INTERNET FOR NEWS COMMON IN HALF OF ARIZONA HOUSEHOLDS

Phoenix, Arizona (May 14, 2001). Forty-seven percent of Arizona consumers log on to the Internet each week for news and 25 percent do so almost daily. In some population segments, daily use of the Internet for news approaches 40 percent.

While reliance on more traditional news media, such as newspapers, television and radio is still more widespread, use of the Internet is nonetheless very impressive and reflects both growing consumer familiarity with how to use the Internet for this purpose and the growing sources available to consumers to access. Reliance on the Internet is well above average for men, younger adults and among those in the highest income brackets.

Television remains the most widely and frequently used news source, with 93 percent saying they watch TV news an average of five days a week. Newspapers are in second place, with 82 percent, but only 3.9 days a week, while radio is listened to for news by 72 percent of the public, also on an average of 3.9 days a week. Magazines are weekly news sources for 56 percent of the population.

The findings outlined in this report are based on interviews with a random sample of 709 adults throughout Arizona conducted in April by the Behavior Research Center's independent and non-partisan Rocky Mountain Poll series. For more information you may visit www.brcpolls.com.

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EDITOR'S NOTE: This Rocky Mountain Poll - Arizona (2001-II-05), is based on 709 interviews with adult heads of household throughout Arizona between April 4 and 15, 2001. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with 95 percent certainty that the results have a statistical precision of plus or minus 3.75 percent of what they would have been had the entire adult population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

ENCLOSED: Statistical tables.

STATISTICAL DATA

Behavior Research Center
Rocky Mountain Poll - Arizona
RMP 2001-II-05

USE OF INTERNET FOR NEWS

	<u>Any Use At All</u>	<u>Use 5+ Days A Week</u>
Income: \$55,000 +	65%	37%
College degree	62	35
Age: Under 35	56	30
Men	52	29
Hispanics	50	21
Age: 35 to 54	50	24
Average statewide	47	25
Attended college, no degree	42	22
Women	41	20
Income: \$25,000 to \$54,999	32	21
Retirees	30	19
Income: Under \$35,000	30	14

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USE OF MEDIA FOR NEWS

|                    | <u>Any Use<br/>At All</u> | <u>Average # Of<br/>Days Per Week</u> |
|--------------------|---------------------------|---------------------------------------|
| Television news    | 93%                       | 5.2                                   |
| Newspaper          | 82                        | 3.9                                   |
| Radio news         | 72                        | 3.9                                   |
| Magazines for news | 56                        | 1.7                                   |
| Internet for news  | 47                        | 2.1                                   |

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