Getting News & Information in Pinellas County

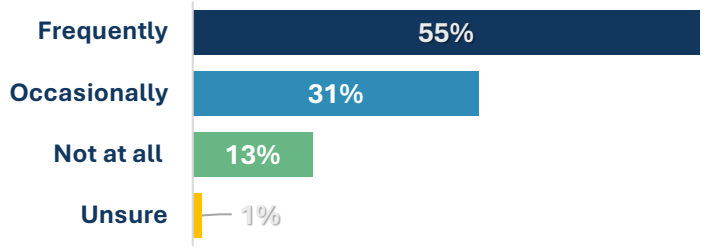
At this time, which of the following is your primary source of information for local news? *(forced choice battery question with response options rotated)*

37% Television or radio news
8% Reading print or online newspapers
20% Social media
19% Internet news sites
5% Talking with friends or family
3% Other sources
6% Do not follow local news
2% Unsure

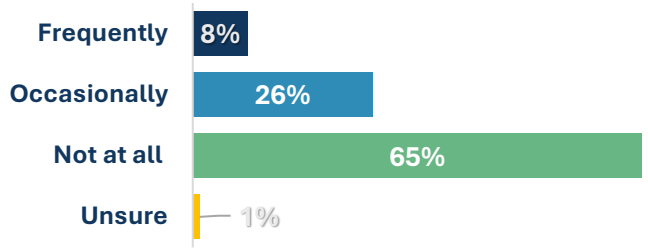
What It Means

As has been observed in many of the other media markets where Fallon Research conducts opinion research, news and information consumption habits are now dominated by electronic mediums. While traditional news sources may still play outsized roles in influencing policy decisions, a strong digital presence is essential to reach the public and voters.

SPLIT SAMPLE VERSION A: ***How often do you use social media, such as Facebook, Twitter X or Instagram?***



SPLIT SAMPLE VERSION B: ***Including the online version that is available over the Internet, how often would you say that you read the Tampa Bay Times newspaper?***



SPLIT SAMPLE TESTING EXPLAINED: Respondents were randomly assigned to receive one of the two different versions of the question about the same concept, in order to test for differences based on the wording of the questions or the scope of inquiry.

This opinion research data was gathered through secure SMS/text-to-web surveys completed by 607 voters registered in Pinellas County, Florida who had valid cellular telephone numbers. The surveys were completed during the period of March 6, 2025 through March 10, 2025. The overall estimated margin of sampling error is +/- 3.97 percent, based on a confidence level of 95 percent, although it varies for each individual question. This means that if this survey were repeated, 95 times out of 100 the results would be within plus or minus 3.97 percent of those provided herein. Some adjustments were made to weight the results toward estimates of demographic and geographic characteristics of the county's electorate, in order to account for under- and over-sampling that normally occurs as a result of the random selection process, and to ensure that all major sub-groups are represented in proportion to their actual percentages. Like all polls, this opinion survey research is subject to other possible sources of error, such as unintentional bias in the wording of questions, data-entry error and nonresponse bias.

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Please note that this survey question was not funded or commissioned by any organization or committee. Permission is granted for distribution to share this information with any interested parties.

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