THE NEWS PHILADELPHIANS USE:
ANALYZING THE LOCAL MEDIA LANDSCAPE

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SUMMARY

Local news is a democratic staple, and working to create a healthy local media ecosystem is a goal for many cities. Figuring out what gaps exist – whether certain areas receive less coverage relative to others or whether certain topics are of interest to the public but are rarely mentioned in the media – can be helpful in guiding new ideas. The Center for Media Engagement, with funding from The Lenfest Institute and Independence Public Media Foundation, analyzed over 60,000 local media articles across 86 sites and the perceptions 1,500 Philadelphians have about their local media. These two analyses, and the comparison between them, allowed us to examine where there are gaps in the news ecosystem.

We found that the most populous areas are not always covered most frequently. Issues like *crime and safety* or *sanitation and trash removal* emerged as consistently important topics for Philadelphians, yet these issues weren't always evaluated as being adequately covered. We hope that this report can help to guide new initiatives in Philadelphia's news landscape.

KEY TAKEAWAYS

The Center for Media Engagement, with support from The Lenfest Institute for Journalism and Independence Public Media Foundation, analyzed the Philadelphia media ecosystem from the perspective of the people who live there and the type of journalism that is produced. Just over 1,500 Philadelphians, distributed across the city, shared their thoughts about the most important issues facing their neighborhoods and how local media are covering these issues and their communities. Over 60,000 articles from 86 local news sites were analyzed for the topics covered and locations mentioned.

The results showed clear patterns of media use and beliefs about the media. Television and social media were the most used sources of information about Philadelphia, with 69% of Philadelphians mentioning television and 68% mentioning social media. Overall, Philadelphians thought that local media did slightly better than average in representing their neighborhoods.

In our analysis, we looked for signs of gaps in the media ecosystem that could be addressed in the years to come.

Coverage Gaps

Coverage gaps occur when the media cover a topic or region less often than expected. These gaps represent opportunities for more, or new, coverage. There was evidence of coverage gaps in Philadelphia:

- Based on Census data, the most populous regions are North Philly and Northeast Philly. Yet the most frequently mentioned locations in the news media were in South Philly / Center City and Northwest Philly.

- *Sanitation, trash removal, and cleanliness* were mentioned as important issues by 34% of Philadelphians and yet were mentioned in only 3% of the articles we reviewed.

Perceived Gaps

Perceived gaps occur when the public is dissatisfied with some aspect of media coverage. Several appeared in our analysis.

Philadelphia residents – regardless of where they lived – gave local media mediocre ratings on a wide range of questions about how well the media represent them and their neighborhoods. Some parts of Philly gave the media lower ratings:

- People in Southwest Philly, North Philly, Lower Northeast Philly, and West Philly were more likely than other parts of Philly to agree that stories about their neighborhoods were too negative.

- People in West and Southwest Philly had the most negative assessments of what they thought the media thought of their neighborhood. Yet those in Southwest Philly were also more likely to want to volunteer to report on a public meeting and expressed the greatest interest in talking to a journalist.

Across the city, people felt that there weren't local media organizations that *offer solutions to problems facing my community*. This sentiment was held more strongly by women, younger Philadelphians, and Republicans. In general, younger Philadelphians and Republicans felt less represented by the media.

Residents gave local media below average ratings for its issue coverage, with the following issues garnering the lowest performance ratings: *infrastructure, roads, and transportation*; *sanitation, trash removal, and cleanliness*; *the poor, poverty, and homelessness*; and *traffic and parking*. All of these issues were under-covered relative to the frequency with which Philadelphians identified them as issues facing their community.

Use Gaps

Several outlets that target particular areas or that highlight issues that the respondents said were important do not seem to be widely used, creating the presence of use gaps.

- For example, respondents rarely mentioned West Philly Local (a media source that more frequently referenced West Philly than other outlets) when given the opportunity to name local media outlets that they used. When asked if "there aren't enough stories about my neighborhood in the news media," West Philadelphians typically indicated only modest agreement.

- As another example, The Philadelphia Citizen covered a high percentage of issues that the public found important, yet was infrequently mentioned when people were given the opportunity to name additional media outlets that they used.

Targeted studies to understand these use gaps would be a useful next step. It could be that people use these outlets more frequently, but they weren't top of mind after people reported on their use of other Philadelphia sources. Or it could be that people are unfamiliar with these sources or for some reason don't use them.

IN-DEPTH FINDINGS

The Center for Media Engagement, supported by The Lenfest Institute and Independence Public Media Foundation, conducted a survey of 1,526 Philadelphians in partnership with survey firm SSRS and gathered over 60,000 digital articles from local Philadelphia media outlets in the summer of 2022.

To understand differences across the city, we divided Philadelphia into seven regions as pictured in the map below. We note here that the sample sizes for West Philly, Southwest Philly, Upper Northeast Philly, and Lower Northeast Philly are approximately half of the sample sizes for South Philly / Center City, North Philly, and Northwest Philly.[1] Smaller sample sizes mean that the margin of error is larger and differences between regions will be statistically significant less often. In the text, we note when there are significant differences across the regions.

Most Important Issues

Philadelphians were asked to report the most important issues facing their neighborhood. *Crime and safety* were mentioned by 70% of respondents – the most frequently mentioned issues.

Sanitation, trash removal, and cleanliness was the next most frequently mentioned category, with 34% of respondents stating that these were important issues facing their neighborhood. This was followed by *traffic and parking* (25%), *drugs* (19%), *infrastructure* (19%), and *poor, poverty, and homelessness* (13%).

Most Important Issues Facing Philadelphia Neighborhoods

Issue	% of Respondents
Crime and safety	70
Sanitation, trash removal, and cleanliness	34
Traffic and parking	25
Drugs	19
Infrastructure, roads, and transportation	19
Poor, poverty, and homelessness	13
Affordable housing and cost of living	10
Education and schools	9
Gentrification and neighborhood revitalization	7
Jobs and the economy	7
Noise pollution, loud vehicles or neighbors, and fireworks	7
Police reform, brutality, and defunding	7
Guns and gun control	6
Inflation, rising gas or food prices, and high interest rates	6
Property neglect, lack of maintenance, and upkeep	6
Taxes	5
Government functioning and corruption	4
Parks, green space, and recreational opportunities	4
Public services and resources	4
Youth services, programs, and curfew	3

Data from the Center for Media Engagement

Notes: Respondents were asked "What are the most important issues facing your neighborhood?" They could list up to five issues.[2]

The chart on the next page shows what issues people mentioned most frequently depending on where they lived.

Crime and safety were the most frequently mentioned issues regardless of where people lived. More people mentioned these issues in West Philly (79%), Southwest Philly (78%), and North Philly (75%) than in Upper Northeast Philly (60%) and Lower Northeast Philly (57%), but *crime and safety* dominated public concern throughout the city.

Sanitation, trash removal, and cleanliness were the next most commonly mentioned issues. Throughout most areas of Philly, *sanitation, trash removal, and cleanliness* were mentioned by between 38% and 41% of residents, with exceptions including Upper Northeast Philly (22%) and Northwest Philly (27%).

Traffic and parking were mentioned more often by those living in South Philly / Center City (32%) and Northwest Philly (31%) than by those living in West Philly (13%).

Drugs were mentioned most often by those in Lower Northeast Philly (37%) and least often by those in Northwest Philly (8%).

Most Important Neighborhood Issues by Philadelphia Region

(% of respondents in each region naming the issue)

	South / Center	Southwest	West	Lower Northeast	Upper Northeast	North	Northwest
Crime	67	78	79	57	60	75	70
Sanitation	41	41	38	39	22	38	27
Traffic	32	22	13	26	25	24	31
Drugs	15	13	16	37	10	21	8
Infrastructure	21	13	18	17	23	19	26
Poverty	28	16	7	12	7	10	10
Housing	11	18	15	11	4	8	14
Education	5	8	10	7	6	11	21
Gentrification	8	8	8	9	1	7	16
Jobs	7	13	7	12	2	7	9
Noise	16	6	4	5	11	7	3
Police	6	8	9	7	10	6	5
Guns	4	4	5	2	7	11	3
Inflation	5	14	3	2	10	4	5
Property	4	5	4	5	5	10	6
Taxes	9	4	2	2	9	2	8
Parks	3	9	3	5	0	3	6
Public service	3	6	6	2	3	6	8
Government	4	1	2	3	5	2	4
Youth	1	7	6	1	3	2	1

Data from the Center for Media Engagement

Notes: Respondents were asked "What are the most important issues facing your neighborhood?" They could list up to five issues. There were significant differences across at least two of the seven Philadelphia regions for all issues except *government, infrastructure, jobs, police, property,* and *public service.*

We also examined what additional factors, beyond where people lived, might have affected the issues they nominated as important. We looked at gender, age, race, education, income, years spent living in Philadelphia, years spent in the same neighborhood, living situation (rent, own, mortgage, or other), number of adults in the home, number of children in the home, and partisanship. Several of these other factors mattered, but none did a great job of helping to predict what issues people believed were important.[3] We summarize the results:

- **Crime and safety.** We asked Philadelphians whether they lived in a place where they paid rent, paid a mortgage, owned their home, or had some other living arrangement. Those with some other arrangement were more likely to say *crime and safety* were important issues facing their neighborhood compared to those renting.

- **Sanitation, trash removal, and cleanliness.** Other factors beyond where people lived did not help to predict whether people named these issues as important for their neighborhood.

- **Traffic and parking.** Those who spent fewer years in Philly, those who identified as white, and those who spent more years in their neighborhood were more likely to see *traffic and parking* as important issues facing their neighborhood.

- **Drugs.** Younger and Hispanic Philadelphians were more likely to identify *drugs* as an important issue facing their neighborhood. Those who rented their home, compared to those who had a mortgage or owned their home, also were more likely to name *drugs* as an important issue.

- **Infrastructure, roads, and transportation.** Other factors beyond where people lived did not help to predict whether people named *infrastructure, roads, and transportation* as important issues facing their neighborhood.[4]

- **Poor, poverty, and homelessness.** Stronger Democrats were more likely to name these issues as important and those identifying as Asian were less likely.

- **Affordable housing and cost of living.** Those paying a mortgage were less likely than renters to name *affordable housing and cost of living* as important issues facing their neighborhood.

- **Education.** Those with more education and those who had more children in their home were more likely to name *education* as an important issue facing their neighborhood.

- **Police reform, brutality, and defunding.** None of the variables, including where people lived, predicted whether people named *police reform, brutality, and defunding* as important issues facing their neighborhood.

- **Gentrification and neighborhood revitalization.** Those who had lived in their neighborhood longer and those with more adults in the home were more likely to name *gentrification and neighborhood revitalization* as important issues facing their neighborhood.

For the first three issues that they named, Philadelphians were asked to reflect on how good of a job the local media did in covering the issue from 1 (very poor job) to 5 (very good job). Local media coverage of *crime and safety* received the highest rating, earning a 2.8 out of 5 which is between an "acceptable job" and a "poor job." Other categories were closer to a "poor job."

Local Media Performance by Issue

Issue	Average Rating (1-5)
Crime and safety	2.8
Affordable housing and cost of living	2.3
Drugs	2.1
Infrastructure, roads, and transportation	1.9
Sanitation, trash removal, and cleanliness	1.9
Poor, poverty, and homelessness	1.8
Traffic and parking	1.8

Data from the Center for Media Engagement

Notes: Respondents were asked "How good of a job would you say that the Philadelphia news media do in covering each of the following issues?" from 1 (very poor job) to 5 (very good job) about the top three issues that they mentioned. Only those issues where at least 100 people responded are included in the table. If respondents mentioned an issue in multiple ways (e.g., "crime" and "safety"), they were asked to rate the media for each issue separately and we averaged their ratings.

We had sufficient sample size to analyze whether people's thoughts about media coverage of *crime and safety* varied depending on where they lived in the city. There were no differences. Regardless of where people lived, they gave similar ratings.

Other factors predicted what people thought about local coverage of crime: households with more kids and those paying a mortgage (vs. those renting) gave the media poorer ratings on its coverage of *crime and safety*.

Issues Mentioned in Local Media

We scraped 62,826 articles from 86 local media websites during the same time period as we surveyed Philadelphia residents. We analyzed whether the media talked about the same issues that our respondents did.

We first looked at the 49 news sites where we scraped 100 or more articles. We calculated the average percentage of articles per outlet that mentioned each issue. As articles often mentioned words related to more than one issue, the percentages add to more than 100.

In the media coverage, *crime and safety* was mentioned most often, appearing, on average, in 33% of the articles per outlet. This was followed by *government functioning and corruption* (31%), and *education and schools* (27%).

We compared the issues the public named as important to their neighborhoods to how often terms related to those issues were used in the media. We use this comparison to identify issues that the public thinks are important that are receiving little local media coverage.

Note that a one-to-one correspondence between the issues mentioned by the media and the issues prioritized by the public is not desirable. In Philadelphia, for instance, 70% of the public mentioned *crime and safety* as important issues facing their neighborhoods. It is unlikely, however, that the public would want 70% of the local news coverage to focus on these issues. A better standard, we propose, is to look at the relative prioritization of the issues by the public and by the media.

If the media cover an issue more frequently than the public response, it does not necessarily indicate that the media is over-prioritizing the issue. Residents were asked about important issues *facing their neighborhoods* and local media is responsible for covering issues beyond local neighborhoods. If neighborhood issues important to the public are rarely covered, however, this indicates that there are issues for which additional coverage could be helpful.

It also is important to note that media coverage can influence what the public thinks is important and that this report only examines the amount of coverage. Media coverage of *crime and safety*, for instance, could over-emphasize the danger to residents and make them think that the issue is more important than it should be. Some research suggests that this happens.[5] Nonetheless, the comparison provides some indication of issues that may warrant more coverage if they were frequently identified by the public as important for their neighborhoods and infrequently mentioned in coverage.

In the following table, *crime and safety* were most often mentioned as important issues facing people's neighborhoods (70% of Philadelphia survey respondents) and words related to *crime and safety* appeared more often than other issues in local media (on average, 33% of articles per outlet).

We identified several issues that were mentioned more frequently by Philadelphia residents than by local media, suggesting opportunities for more coverage.

- *Sanitation, trash removal, and cleanliness*, for instance, were mentioned as important issues by 34% of Philly residents. Related terms were used in an average of 3% of the articles per outlet. *Traffic and parking* were identified by 25% of residents and appeared in an average of 5% of articles per outlet.

- *Drugs* and *infrastructure, roads, and transportation* were each mentioned by 19% of residents and appeared in an average of 5% of articles per outlet.

- *Poor, poverty, and homelessness* was mentioned by 13% of residents and appeared in an average of 4% of articles per outlet.

Top Issues Mentioned in Philadelphia Media vs. Mentioned by Philadelphia Residents

	Media (%)	Residents (%)
Crime and safety	33	70
Government functioning and corruption	31	4
Education and schools	27	9
Healthcare, access to affordable healthcare, and mental healthcare	23	<3
COVID-19 impact	16	<3
Jobs and the economy	14	7
Guns and gun control	10	6
Inflation, rising gas or food prices, and high interest rates	10	6
Affordable housing and cost of living	5	10
Drugs	5	19
Infrastructure, roads, and transportation	5	19
Traffic and parking	5	25
Poor, poverty, and homelessness	4	13
Sanitation, trash removal, and cleanliness	3	34

Data from the Center for Media Engagement

Notes: Media percentages are the average percentage of articles per outlet that mention each issue for media outlets with >100 articles. As articles can mention words related to more than one issue, percentages add to more than 100.[6]

Some outlets in Philadelphia specialize in particular issues, giving the public places to turn for specific issues of interest. For the public's top issues, we analyzed how issue mentions varied across local outlets for sites where we scraped more than 100 articles.

Fox 29 (69% of articles) and Spotlight PA (59%) had the highest percentage of articles on their site that talked about *crime and safety*.

Articles using words related to *sanitation, trash removal, and cleanliness* were most commonly mentioned in Grid Magazine (42%).

Traffic and parking were mentioned most in Grid Magazine (19%) and Wooder Ice (13%) and *drugs* were discussed most in Philadelphia Gay News (14%) and Pennsylvania Capital-Star (14%).

Sites Offering the Most Coverage of Top Issues Named by Philadelphians as Important for their Neighborhoods

Issue	Source (% of articles mentioning issue)
Affordable housing and cost of living	The Phil. Citizen (20%) Spotlight PA (14%)
Crime and safety	Fox 29 WTFX (69%) Spotlight PA (59%)
Drugs	Phil. Gay News (14%) Penn. Capital-Star (14%)
Education and schools	The Daily Penn. (76%) The Phil. Citizen (61%)
Infrastructure, roads, and transportation	Grid Magazine (19%) The Phil. Citizen (16%)
Poor, poverty, and homelessness	The Phil. Citizen (42%) South Philly Review (11%)
Sanitation, trash removal, and cleanliness	Grid Magazine (42%) PHL17 WPHL (15%)
Traffic and parking	Grid Magazine (19%) Wooder Ice (13%)

Data from the Center for Media Engagement

Notes: Data for media outlets with >100 articles.

The table displays sites where we scraped more than 100 articles, yet there were some noteworthy patterns for sources publishing fewer articles. All articles scraped from The Philadelphia Obituary Project mentioned *crime and safety*. Around a fourth of Hidden City Philadelphia and Philadelphia Neighborhoods articles mentioned *sanitation, trash removal, and cleanliness*. A similar percentage of Uwishunu articles used words related to *traffic and parking*, nearly four in ten articles on the Kensington Voice mentioned *drugs*, and nearly a fifth of Naked Philly articles used words related to *infrastructure, roads, and transportation. Poor, poverty, and homelessness* were mentioned in a third of articles appearing on Chalkbeat Philadelphia and half of Love Now Media articles, although Love Now Media posted few articles during the time period. *Affordable housing and the cost of living* appeared in around three in ten articles posted by Hidden City Philadelphia and Temple News. Eight in ten articles from Temple News and every article from Chalkbeat Philly used words related to *education and schools.*

We also looked at patterns of coverage for issues mentioned as important by the public less frequently than those displayed in the table.

- Grid Magazine had a high percentage of articles using words related to *climate change, pollution, and the environment* (56%), and to *parks, green space, and recreational opportunities* (56%) relative to other media outlets in Philly.

- The Philadelphia Tribune had a higher percentage of articles related to *inequality* (33%) and *race* (41%).

- The Philadelphia Citizen had a higher percentage of articles using words related to *guns and gun control* (31%), *public services and resources* (17%), and *police reform* (5%).

We next examined how often various outlets mentioned the eight issues appearing most frequently throughout the Philly media. Here, the data are displayed in rows. In the first row, for example, 26% of articles from 100.3 WRNB included words related to *crime and safety*.

Issue Coverage by Outlet

(% of articles in each outlet mentioning terms related to the issue)

Outlet	Crime	Gov't	Edu.	Health	COVID	Economy	Guns	Inflation
100.3 WRNB	26	9	7	6	4	2	5	3
1210 WPHT	43	37	16	23	16	13	11	13
6ABC WPVI	50	24	20	32	12	6	16	6
94WIP	6	6	6	13	3	4	1	3
97.5 WPEN	7	9	13	1	3	4	2	8
Al Día	30	43	41	22	16	26	5	6
Barstool Philly	15	6	11	3	3	4	4	4
Billy Penn	36	49	40	24	32	21	14	12
Broad + Liberty	59	84	55	26	23	27	23	17
Catholic Philly	41	33	39	25	10	7	9	0
CBS Phil. KYW	39	23	12	21	11	6	14	6
Chestnut Hill Local	28	21	41	26	23	8	5	7
CW Philly 57 WPSG	12	3	1	2	1	0	1	1
El Sol Latino	41	40	19	24	18	15	10	6
Fox 29 WTFX	69	32	15	39	10	7	23	8
Grid Magazine	32	39	50	24	38	18	11	20
Impacto	44	46	23	25	18	17	13	8
Jewish Exponent	29	33	33	16	12	8	5	4
KYW Newsradio	45	35	24	32	17	10	17	9

Table continues on next page

| Outlet	Crime	Gov't	Edu.	Health	COVID	Economy	Guns	Inflation
Metro Phil.	46	41	23	29	26	15	19	10
NBC10 WCAU	31	16	9	13	8	8	9	8
Northeast Times	41	38	54	23	17	11	16	13
Penn. Capital-Star	58	90	41	50	23	30	28	16
Phil. Business Journal	11	25	29	31	45	43	1	25
Phil. Caller	10	8	10	8	5	7	3	15
Phil. Gay News	49	54	44	49	20	14	11	5
Phil. Inquirer	42	42	35	30	26	19	15	14
Phil. Magazine	8	7	12	13	15	4	3	15
Phil. Patch	55	13	17	26	6	18	13	5
Phil. Sports Nation	13	7	13	0	6	6	1	4
Phil. Sunday Sun	41	45	36	38	25	17	15	10
Phil. Tribune	33	32	23	24	15	11	9	7
PhillyVoice	32	23	26	25	21	15	7	8
PhillyBite Magazine	5	2	8	11	3	3	1	9
PHL17 WPHL	11	7	9	11	2	2	3	62
PlanPhilly WHYY	47	58	31	34	27	20	15	12
Scoop USA	34	48	41	29	18	23	12	9
South Philly Review	26	26	36	21	21	12	9	6
Spotlight PA	59	88	54	42	22	22	25	7
Technical.ly Philly	13	23	43	25	33	51	4	10
Telemundo 62 WWSI	39	22	8	15	7	5	6	5
The Daily Penn.	34	38	76	40	20	17	12	10
The Phil. Citizen	53	68	61	44	40	37	31	14
Times Herald/Roxborough	31	37	34	27	20	17	9	12
Univision 65 WUVP	35	12	8	13	5	5	5	3
WFMZ-TV 69 News	18	14	24	9	6	8	2	6
WHYY	53	66	35	37	31	22	18	12
Wooder Ice	5	4	11	6	10	5	2	6
WXPN	9	2	12	6	15	2	3	2

Data from the Center for Media Engagement

Places in Local Media

We analyzed Philadelphia places mentioned five or more times throughout all of the media we scraped. We examined how often places in each of the seven regions were mentioned. As seen in the image below, locations in South Philly / Center City were the most mentioned, followed by Northwest Philly and North Philly. One way to assess the amount of coverage is to compare it with the population of the region. Based on Census data, North Philly has the most residents, followed by Upper Northeast Philly and Lower Northeast Philly.

Based on the Census comparison, Northeast Philly is covered comparatively less relative to its population size and South Philly / Center City and Northwest Philly are covered comparatively more.

Philadelphia Locations Mentioned by Local Media Compared to the Philadelphia Population

(darker shades indicate a higher percentage of location mentions)
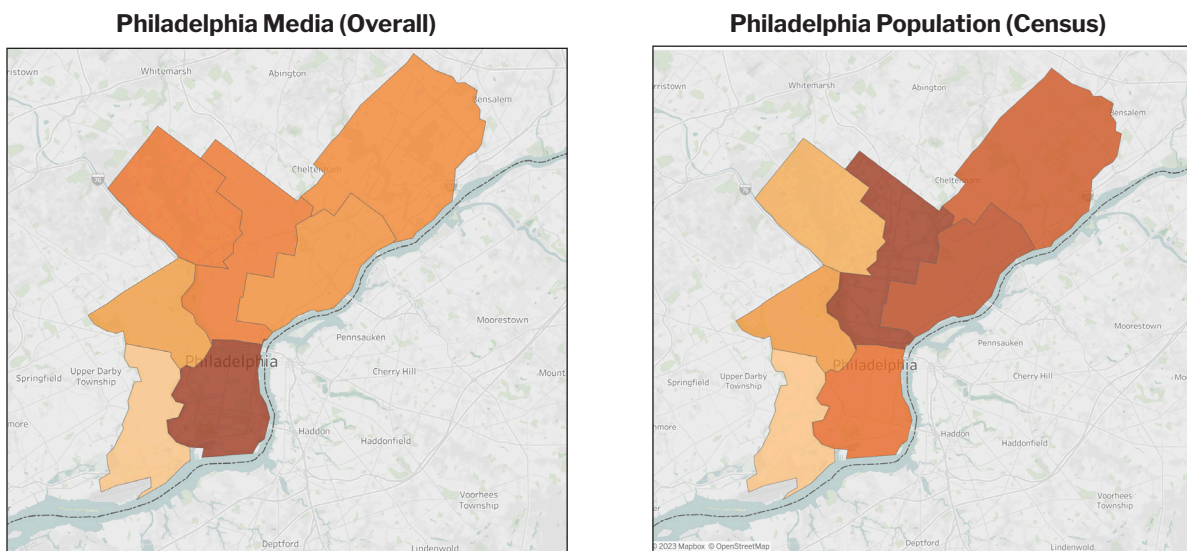
Next, we identified examples of different patterns of coverage. Catholic Philly, for example, mentioned locations in North Philly more often than other parts of the city. Kensington Voice mentioned Northwest Philly more often. West Philly Local mentioned West Philly and South Philly / Center City more often than other parts of the city. Coverage from the Northeast Times mentioned locations in North Philly, Lower Northeast Philly, and South Philly / Center City. The Local and El Sol Latino focused on Upper Northeast Philly and South Philly / Center City. Specific locations in Southwest Philly were infrequently mentioned across the outlets.
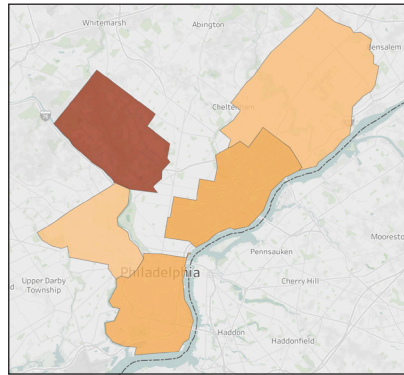
Philadelphia Locations Mentioned by Media Outlet

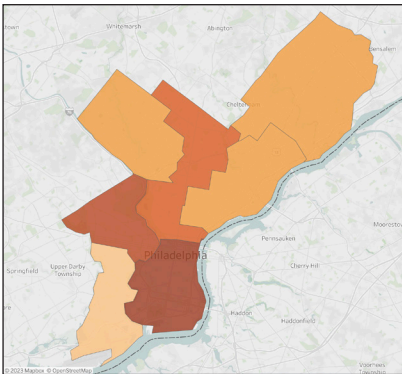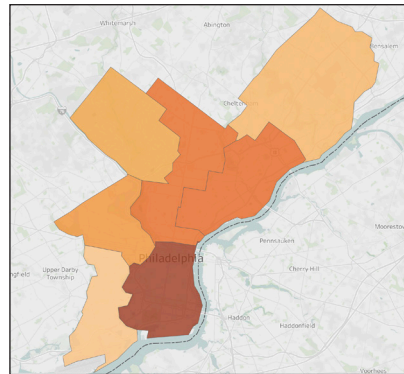(darker shades indicate a higher percentage of location mentions)
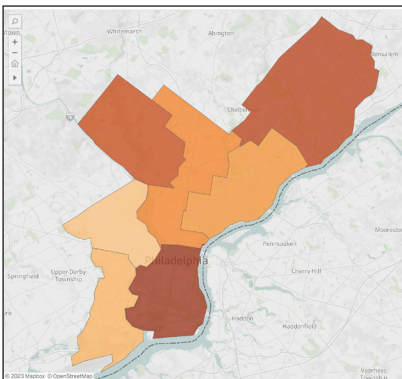
Catholic Philly
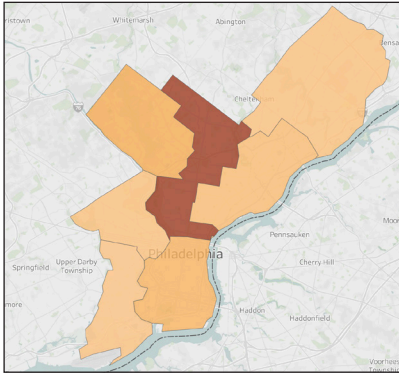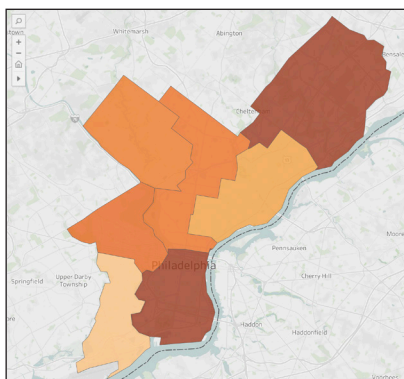
Kensington Voice

West Philly Local

Northeast Times

The Local

El Sol

Local Media Use

We next analyzed where Philadelphians turn to for information about Philadelphia. *Television* (69%) and *social media* (68%) were the most popular. These sources were followed by *family, friends, and colleagues* (59%), *websites or apps* (52%), *radio* (40%), and *print or digital newspapers* (30%). All other sources of information about which we asked were named by fewer than 30% of Philadelphians.

Philadelphians' Media Use by Medium

Medium	% of Respondents Naming the Medium
Television	69
Social media	68
Family, friends, and colleagues	59
Websites or apps	52
Radio	40
Print or digital newspapers	30
Search engines or news aggregators	28
Social groups, religious groups, or community organizations	28
Newsletters	19
Podcasts	11
Print magazines	8
I do not get information from any of these sources	1

Data from the Center for Media Engagement

Notes: Respondents were asked "Which of the following do you use to get information about Philadelphia?" They could choose as many responses as they wanted.

There were differences in where people got their news depending on where they lived for some, but not all, of these media types.

A similar percentage of people throughout Philadelphia got information about the city from *television* and *social media*; both were among the top three sources of information for all regions of Philadelphia.

There was more variation in the other sources. *Friends, family, and colleagues* were mentioned more frequently by those living in West Philly (69%) and South Philly / Center City (68%) and least frequently by those living in Lower Northeast Philly (47%).

People used *websites or apps* and *radio* with similar frequency regardless of where they lived.

Print or digital newspapers were named as frequent sources more often by those in Northwest Philly (40%) and in South Philly / Center City (36%) than by those in North Philly (24%). Those in other parts of the city fell somewhere in between.

Social groups, religious groups, or community organizations were mentioned less frequently by those in Lower Northeast Philly (12%) than those in other parts of Philly, where between 29% and 34% per region said that they used these sources.

Search engines or news aggregators were used more by those in South Philly / Center City (38%) than by those in West Philly (23%).

People used *newsletters* and *podcasts* with similar frequency regardless of where they lived. More people in South Philly / Center City reported using *magazines* (12%) than those in Southwest Philly (3%).

Philadelphians' Media Use by Region

(% of respondents in each region naming the medium)

	South / Center	Southwest	West	Lower Northeast	Upper Northeast	North	Northwest
Television	65	68	69	70	73	69	70
Social media	68	64	69	74	69	66	60
Friends	68	60	69	47	57	56	55
Web/apps	61	49	50	50	51	46	53
Radio	33	48	36	38	45	36	43
Newspaper	36	34	28	28	29	24	40
Groups	31	33	29	12	34	29	33
Search/agg	38	29	23	27	25	26	34
Newsletter	17	20	19	13	16	22	20
Podcasts	11	11	11	5	11	11	13
Magazines	12	3	9	4	10	7	11

Data from the Center for Media Engagement

Notes: Respondents were asked "Which of the following do you use to get information about Philadelphia?" They could choose as many responses as they wanted.

Internet and Device Use

Internet use was common in our study; 91% of our sample noted that they used the Internet or email at least occasionally. Internet use was highest among those living in South Philly / Center City (96%) and least common among those living in Upper Northeast Philly (85%).

Mobile device use for news, whether a smartphone or tablet, also was common in our sample, with 93% of Internet users reporting that they get news on these devices "sometimes" (21%) or "often" (72%).

Desktop and laptop use for news were less common, with 35% of Internet users reporting that they "often" get news from these devices and an additional 33% reporting that they "sometimes" get news from these devices. From 1 (never) to 4 (often), average desktop and laptop computer use for news was 2.8. There was some variation in desktop and laptop use for news by Philadelphia region. Internet users in Northwest Philly reported getting news on these devices an average of 3.1, followed by those in South Philly / Center City (3.0) whereas those in Lower Northeast Philly reported an average of 2.4.

Sources Used

Survey respondents were asked to indicate which sources they used in the past 30 days for news about Philadelphia. On average, respondents indicated that they used five different news sources. Local television outlets were the most used source for location information.

Sources Used for News about Philadelphia in the Last 30 Days

Source	% of Respondents
6ABC WPVI	65
Fox 29 WTXF	55
NBC10 WCAU-TV	55
CBS Phil. KYW	42
Phil. Inquirer	36
PHL17 WPHL	29
CW Philly 57 WPSG	27
KYW Newsradio	27
WHYY	27
Metro Phil.	21
Phil. Magazine	14
Northeast Times	13

Table continues on next page

Source	% of Respondents
Phil. Tribune	12
Billy Penn	10
Phil. Weekly	10
PhillyVoice	8
Telemundo 62 WWSI	7
South Philly Review	6
Phil. Business Journal	5
Univision 65 WUVP	5

Data from the Center for Media Engagement

Notes: Respondents were asked "Have you used any of the following sources for news about Philadelphia in the past 30 days?" The remaining outlets about which we asked, as detailed in the footnote, were checked by fewer than 5% of respondents.[7]

People used different sources depending on where they lived in the city. Fox 29, for example, was most used by those living in North Philly (64%) and Southwest Philly (63%) and least by those living in South Philly / Center City (40%).

Of the outlets shown in the table, two stand out for having geographically divided media use patterns. The Northeast Times had the most divided pattern: 38% of those living in Upper Northeast Philly and 16% of those living in Lower Northeast Philly used it. Fewer than five percent of those living in other regions used it.

The Philadelphia Inquirer had the second most geographically divided media use pattern. More people in South Philly / Center City (56%) and in Northwest Philly (49%) used the paper or website than in North Philly (28%), Upper Northeast Philly (28%), and Lower Northeast Philly (30%).

A similar percentage of respondents in each region used 6ABC, NBC10, and CBS Philadelphia.

News Sources Used in Last 30 Days by Philadelphia Region

(% of respondents naming the source)

	South / Center	Southwest	West	Lower Northeast	Upper Northeast	North	Northwest
6ABC WPVI	56	71	61	65	67	71	61
Fox 29 WTFX	40	63	55	55	47	64	43
NBC10 WCAU	51	69	53	57	52	56	55
CBS Phil. KYW	38	47	40	42	41	48	41
Phil. Inquirer	56	36	40	30	28	28	49
PHL17 WPHL	19	36	31	27	25	30	24
WHYY	35	37	34	22	22	23	36
CW Philly 57 WPSG	19	43	27	33	19	28	23
KYW Newsradio	25	34	30	14	30	26	30
Metro Phil.	20	36	24	21	17	21	18
Phil. Magazine	27	14	14	11	8	11	19
Northeast Times	2	3	3	16	38	5	2
Phil. Tribune	11	21	23	5	4	15	18
Phil. Weekly	8	14	14	5	3	12	11
Billy Penn	19	11	16	8	6	7	13
PhillyVoice	11	11	8	9	7	7	7
Telemundo 62 WWSI	3	2	6	15	5	9	3
South Philly Review	21	4	6	2	2	2	5
Phil. Business Journal	8	8	3	7	4	6	7
Univision 65 WUVP	3	2	1	15	4	10	2

Data from the Center for Media Engagement

Notes: Respondents were asked "Have you used any of the following sources for news about Philadelphia in the past 30 days?" There were significant differences across at least two of the seven Philadelphia regions for all sources except 6ABC, NBC10, CBS Phil., PHL17, KYW Newsradio, Metro Phil., Philly Voice, and Phil. Business Journal.

For the three sources they used most, survey respondents were asked to rate how good of a job the source was doing in covering their neighborhood from 1 (very poor job) to 5 (very good job).[8] The two publications that earned the highest scores were Telemundo 62 WWSI, which serves Spanish speakers in Philly, and the Northeast Times, which serves the Northeast region in Philly.

Local Media Performance by Source

Source	Average Rating (1-5)
Telemundo 62 WWSI	3.7
Northeast Times	3.6
PHL17 WPHL	3.3
CW Philly 57 WPSG	3.2
6ABC WPVI	3.1
CBS Phil. KYW	3.1
Fox29 WTXF	3.1
Phil. Inquirer	3.1
Billy Penn	3.0
KYW Newsradio	3.0
Metro Phil.	3.0
NBC10 WCAU	3.0
Phil. Magazine	3.0
WHYY	3.0

Data from the Center for Media Engagement

Notes: Respondents were asked "How good of a job would you say each of the following sources does in covering what's happening in your neighborhood?" from 1 (very poor job) to 5 (very good job). They were only asked about the top three sources that they used.[9] Sources named as a top three source by >40 people are shown.

Local Media Assessments

We asked people "If you were to describe the way that the Philadelphia news media thinks about your neighborhood, what two or three words would you use?" People's responses were categorized as positive (+1), negative (-1), or neutral (0) and then we computed the average for each Philadelphia region. Those in South Philly / Center City had slightly positive assessments.[10] These scores were followed by the assessments of those in Upper Northeast Philly and in Northwest Philly who had just slightly negative impressions. Those living in Southwest Philly, West Philly, Lower Northeast Philly, and North Philly perceived that the news media has a negative impression of their neighborhood.

Philadelphians' Impressions of What Local Media Think of Their Neighborhood

From negative (-1) to positive (+1)
- Slightly positive (+.03 to +.07)
- Slightly negative (-.15)
- Somewhat negative (-.25 to -.31)
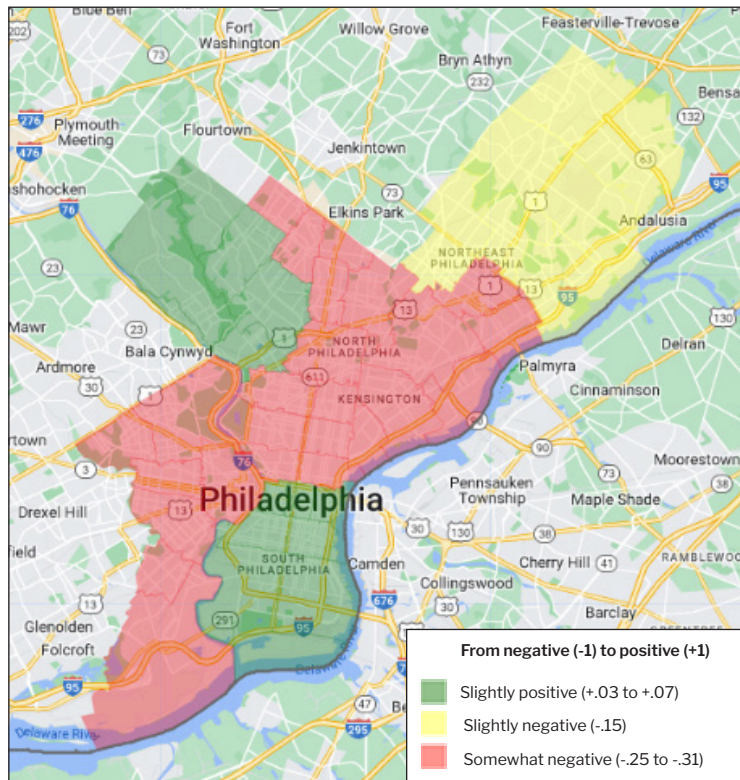
Data from the Center for Media Engagement

Notes: Green areas indicate that people in the region felt, on average, that the local news media had a slightly positive impression of their neighborhood (+.07 South / Center, +.03 Northwest). Yellow regions thought that the news media had slightly negative impressions of their neighborhood (-.15 Upper Northeast). Red regions believed that the local news media had somewhat negative impressions of their neighborhood (-.25 Lower Northeast, -.26 North, -.29 Southwest, -.31 West). Measure runs from -1 to +1.

We next look at Philadelphians' thoughts about specific aspects of the media. Philadelphians, in general, thought that local media do slightly above average in *representing their neighborhood.* As shown on the following table, ratings of the media tend to hover slightly above average from 1 (strongly disagree) to 5 (strongly agree).

Nearly half of Philly respondents agree that *there aren't enough stories about my neighborhood in the news media* (46%) and *people from my neighborhood aren't in the news* (45%). Only a quarter of respondents thought that *stories about my neighborhood quote the wrong people.*

Assessments of How Local Media Represent Neighborhoods

	% Agree	% Disagree	Average Rating (1-5)
There aren't enough stories about my neighborhood in the news media	46%	18%	3.4
People from my neighborhood aren't in the news	45%	21%	3.3
Stories about my neighborhood do a good job of showing what is going on	37%	30%	3.0
Stories about my neighborhood are too negative	32%	29%	3.0
There is a good balance of negative and positive stories about my neighborhood	32%	31%	3.0
Stories about my neighborhood quote the wrong people	25%	23%	3.0

Data from the Center for Media Engagement

Notes: Respondents were asked "Now thinking about the stories from all local sources that you've used, please indicate whether you agree or disagree with the following statements." Response options ranged from 1 (strongly disagree) to 5 (strongly agree). In the table above, "agree" indicates those that strongly or somewhat agreed with the statement and "disagree" indicates those that strongly or somewhat disagreed. Those saying that they "neither agree nor disagree" are not displayed.

For most of these questions, people didn't answer differently depending on the region where they lived. There are two exceptions.

- When asked whether *people from my neighborhood aren't in the news*, regional responses ranged from 55% of those from Upper Northeast Philly agreeing with the statement to 38% of those from West Philly agreeing.

- When asked whether *stories about my neighborhood are too negative*, those in Southwest Philly (43%), North Philly (39%), Lower Northeast Philly (38%), and West Philly (38%) were more likely to agree with the statement than those in South Philly / Center City (21%), Northwest Philly (20%), and Upper Northeast Philly (14%).

We also asked participants whether they thought that there were media organizations in Philly that represented them. Overall, the Philadelphia media earned average to slightly below average scores. People rated Philadelphia news organizations lowest on *offering solutions to problems facing my community* and only slightly higher on the other questions about representation. There were no differences by region in how represented people felt by news media organizations in Philly.

Assessments of Whether there are Local Media that Represent People

	% Agree	% Disagree	Average Rating (1-5)
Cover the issues that are important to me	39%	34%	3.0
Are in touch with the community	34%	38%	2.9
Include people like me in their stories	32%	37%	2.9
Do a good job of showing what is going on with people like me	29%	42%	2.7
Are focused on helping people like me	26%	43%	2.7
Offer solutions to problems facing my community	23%	50%	2.5

Data from the Center for Media Engagement

Notes: Respondents were asked "Please indicate whether you agree or disagree with the following statement. There are news media organizations in Philadelphia that ..." followed by each statement. Response options ranged from 1 (strongly disagree) to 5 (strongly agree). In the table above, "agree" indicates those that strongly or somewhat agreed with the statement and "disagree" indicates those that strongly or somewhat disagreed. Those saying that they "neither agree nor disagree" are not displayed.

Other factors beyond where people lived influenced their responses to questions about whether they believed that the media represent them. As before, we analyzed gender, age, race, education, income, years spent living in Philadelphia, years spent in the same neighborhood, living situation (rent, own, mortgage, or other), number of adults in the home, number of children in the home, and partisanship. We show those factors in the table below that predicted two or more of the representation questions.

Older Philadelphians and those who identify as Democrats believed that local media represented them better, which means there is an opportunity to reach younger Philadelphians (the younger the respondent, the lower the assessment on average) and Republicans (the more strongly one identifies as a Republican, the lower the assessment on average).

Hispanic respondents were more likely than other respondents to believe that there were news media organizations in Philly that represented them — perhaps a reflection of the comparatively high marks that Telemundo 62 WWSI received for covering what is happening in local neighborhoods from a few pages earlier.

Men, those living in Philly for fewer years, and those with more kids in their home felt better represented. This suggests some opportunity for reaching women, long-time residents, and those without kids.[11]

Characteristics Related to _Higher_ Assessments of Whether Local Media Represent Them

	Men	Older	Lived in Philly Less Time	More Kids in Home	Democrats	Hispanic
Cover the issues that are important to me		X			X	
Include people like me in their stories					X	X
Are in touch with the community		X	X		X	X
Do a good job of showing what is going on with people like me		X	X	X	X	X
Are focused on helping people like me	X	X		X	X	
Offer solutions to problems facing my community	X	X			X	

Data from the Center for Media Engagement

Notes: Respondents were asked "Please indicate whether you agree or disagree with the following statement. There are news media organizations in Philadelphia that …" followed by each statement. Response options ranged from 1 (strongly disagree) to 5 (strongly agree).

Interacting with Journalists

Around 20% of Philadelphians have _communicated with a journalist,_ whether in person, on the phone, or through the Internet. There's slight variation across the city, from 14% in Upper Northeast Philly to 31% of those in Southwest Philly indicating that they had done so.

Throughout Philly, 13% reported having _been to an event hosted by a news organization._ This did not vary by region.

When asked whether they would be _interested in talking with a journalist_ about issues facing their neighborhood from 1 (not at all interested) to 4 (very interested), Philadelphians' average interest was 2.3. There was some variation by region, with those in Southwest Philly expressing the greatest interest (2.7) and those in Upper Northeast Philly (2.1) and South Philly / Center City (2.2) expressing the least interest.

When asked about *volunteering to report on a public meeting* at the request of their local newsroom, such as at a City Council or School Board meeting from 1 (very unlikely) to 5 (very likely), the average response was 2.9. Those in Southwest Philly indicated the greatest likelihood (3.2) whereas those in Upper Northeast Philly indicated the lowest likelihood (2.5).

Efficacy and Impact

Survey respondents were asked to indicate how they felt about their abilities to participate in, understand, and affect Philadelphia politics and issues from 1 (strongly disagree) to 5 (strongly agree). The results show that Philadelphians expressed the greatest agreement with their ability to *understand important issues* (3.7) facing Philadelphia, but had less confidence in their qualifications to *participate in politics* (2.9) and in their ability to *influence government* (2.9).

There were differences across Philadelphia for beliefs about influencing government. Here, responses ranged from 2.7 in Upper Northeast Philly and South Philly / Center City to 3.2 in Southwest Philly.

Efficacy Perceptions

	Average Rating (1-5)
I have a good understanding of the important issues facing Philadelphia	3.7
I consider myself well-qualified to participate in Philadelphia politics	2.9
People like me can influence the government in Philadelphia	2.9

Data from the Center for Media Engagement

Notes: Respondents were asked to "Please indicate whether you agree or disagree with the following statements."

Respondents were asked how much impact they thought that people like them can have in *making their community a better place to live* from 1 (no impact at all) to 4 (a big impact). On average, people thought that they would have a small to moderate impact (2.8). Those in Upper Northeast Philly (2.5) and South Philly / Center City (2.6) rated their ability lower than those in the rest of Philadelphia.

Respondents were also asked how much impact they thought that local news media have on making their community a better place to live. People thought that the local news media had a small to moderate impact (2.7). There were no differences depending on where in Philadelphia people lived.

Paying for News

We asked half of the respondents to tell us if they would donate $10/month to support the mission of a local news organization providing news about their neighborhood online for free and for anyone to access. We asked the other half of the respondents to tell us if they would pay a fee of $10/month to access a local news organization that provided news about their neighborhood on their website. Respondents were asked to indicate how likely they would be to part with their money from 1 (very unlikely) to 5 (very likely).

On average, Philadelphians indicated that they were unlikely to pay for news. They were more likely, however, to say that they would donate their money to a local news site than they would be to pay a fee for local news. There were no differences in the responses by Philadelphia region.

News Funding
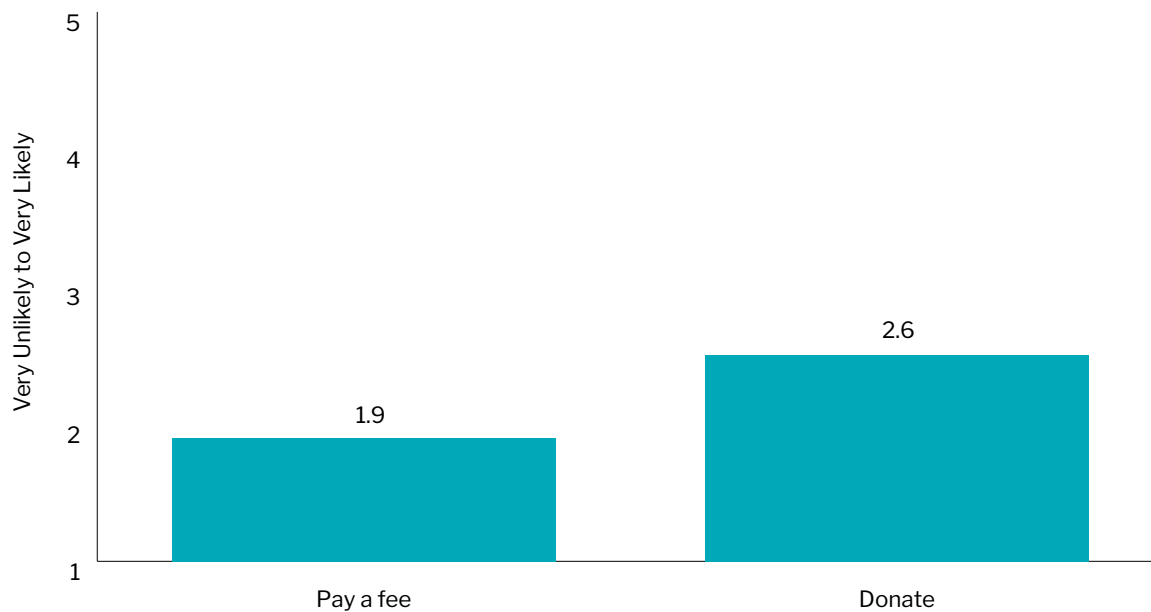
Data from the Center for Media Engagement

Notes: Half of respondents were asked "If a local news organization provided news about your neighborhood online for free and for anyone to access, how likely would you be to donate ten dollars a month to support their mission?" and the other half were asked "If a local news organization provided news about your neighborhood on their website, how likely would you be to pay a fee of ten dollars a month to access it?"

Overall, 12% of Philadelphians reported that they currently subscribe or donate to a news organization. There was variation by region. The highest rates of subscription and donation were in Northwest Philly (24%) and South Philly / Center City (19%). The lowest rates occurred in Lower Northeast Philly (10%), North Philly (9%), and Upper Northeast Philly (6%).

Several additional factors predicted subscribing or donating to news. Older, more educated Philadelphians with higher incomes and who owned their own home were more likely to subscribe or donate to news. Those living in Philly for more years were less likely to do so.

When asked to name the news organization(s) to which they currently subscribe or donate, 5% mentioned The Philadelphia Inquirer, 4% The New York Times, 2% WHYY, and 1% each mentioned The Wall Street Journal and The Washington Post. Other organizations were mentioned less often.

Who Funds Philly News Outlets

To analyze who funds news outlets in Philadelphia, we looked at the websites of the news organizations included in this report and contacted outlets that did not list their funding sources up to three times by email and up to three times by mail. We obtained funder information for 23 news outlets in Philadelphia. We shared this list with staff from The Lenfest Institute and the Independence Public Media Foundation, who added funders and removed those who were not regular funders in the space. We then reviewed the websites of the recommendations, resulting in the list of frequent media funders in the city shown below.

- Barra Foundation
- Bread & Roses Community Fund
- HealthSpark Foundation
- Independence Public Media Foundation
- Knight-Lenfest Local News Transformation Fund
- Lenfest Institute
- Miami Foundation
- Samuel S. Fels Fund
- Scattergood Foundation
- Stoneleigh Foundation
- The John S. and James L. Knight Foundation
- The Philadelphia Foundation
- William Penn Foundation
- Wyncote Foundation

Political Interest

Political interest in Philadelphia was mixed. Nine percent reported having "no interest" and an additional 13% said that they have "very little" interest. Thirty-six percent had "some," 26% "quite a bit," and 16% "a great deal." On average, from 1 (no interest) to 5 (a great deal of interest), Philadelphians reported a 3.3.

There is some variation by region with those in Northwest Philly (3.5) and South Philly / Center City (3.4) expressing the greatest interest in politics and those in Upper Northeast Philly expressing the least (3.0).

Civic and Political Participation

Philadelphians reported whether or not they had engaged in twelve civic and political activities. The most common activity in which they engaged was *voting in a local election* (55%) and the least common activities were *writing to a local news editor or calling in to a radio station* (5%) and *working for a local campaign* (4%).

Civic and Political Participation by Philadelphians

(% of respondents participating)

Voted in a local election	55
Donated money to a local cause	34
Done volunteer work	30
Signed a petition for a local candidate or issue	29
Gone to a community or neighborhood meeting	19
Contacted a local public official	17
Left a comment on a local news website or social media page	17
Attended a local protest	15
Worked on behalf of a social group or cause	14
Worked on a community project	12
Written to a local news editor or called in to a radio station	5
Worked for a local political campaign	4

Data from the Center for Media Engagement

Notes: Respondents were asked "In the past 12 months, which of the following have you done? Please check all that apply."

Participation in some of these civic and political activities varied by Philadelphia region. In general, when there were differences by region, those in South Philly / Center City and Northwest Philly tended to have the highest rates of civic and political participation and those in Lower Northeast Philly and Upper Northeast Philly had the lowest.

Civic and Political Participation by Philadelphia Region

(% of respondents participating)

	South / Center	Southwest	West	Lower Northeast	Upper Northeast	North	Northwest
Voted in a local election	62	57	58	39	52	52	62
Donated money to a local cause	44	28	31	24	30	37	43
Done volunteer work	38	34	35	20	21	33	38
Signed a petition for a local candidate or issue	32	33	28	20	18	26	44
Worked on behalf of a social group or cause	22	16	19	8	7	12	23
Attended a local protest	23	13	16	10	6	16	19
Worked on a community project	13	12	18	5	7	13	19

Data from the Center for Media Engagement

Notes: Respondents were asked "In the past 12 months, which of the following have you done? Please check all that apply."
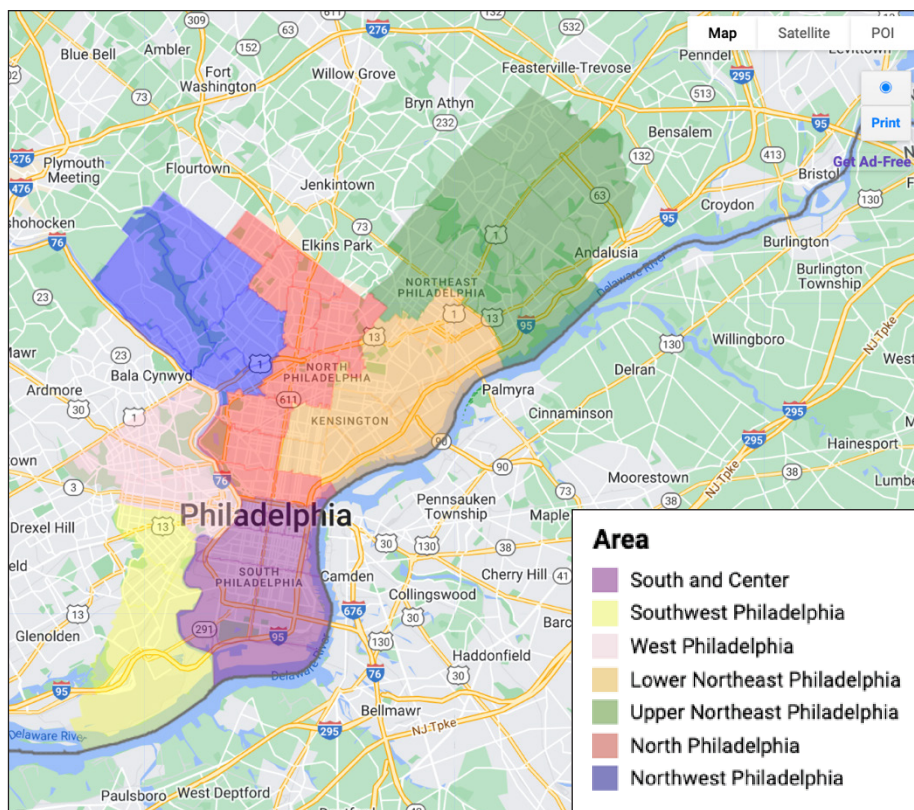
South Philly and Center City

South Philly and Center City were combined into one region in our analysis. After reviewing the results, however, we were curious whether there were meaningful differences between these two parts of Philadelphia.[16] We note that the sample sizes here are small, limiting our ability to detect significant differences. There are, however, some differences worth noting.

- In many instances, those in South Philly and Center City thought similar issues were important for their neighborhoods. Two exceptions stood out:
    - More people living in Center City named *poor, poverty, and homelessness* as important issues (52%) compared to those living in South Philly (17%)
    - More people living in Center City named *noise* as an important issue (27%) compared to those living in South Philly (10%).
- Those in South Philly and Center City used similar media to get information about Philadelphia; a similar percentage noted that they used mediums such as *television, social media*, and *family, friends, and colleagues*.
- A similar percentage of people in South Philly and Center City used the Internet at least occasionally and people in these parts of Philly used mobile devices to get news with similar frequency. Internet users in Center City, however, used a desktop or laptop computer to get news more often (3.3) than those in South Philly (2.9), measured from 1 (never) to 4 (often).
- Use of specific news sources, such as 6ABC and Fox 29, were similar for those living in South Philly and Center City with one exception – South Philly Review, where 28% of those living in South Philly said that they used the source for news about Philadelphia in the past 30 days compared to 5% of those living in Center City.
- People living in South Philly and Center City had similar impressions of how well local media represented them and their neighborhoods.
- There were no differences in whether people had, or would like to, interact with journalists depending on whether they lived in South Philly or Center City.
- There were no differences in civic and political participation depending on whether people lived in South Philly or Center City.

METHODOLOGY
Dividing Philadelphia into Regions

It was necessary to divide Philadelphia into regions in order to have sufficient sample size to conduct the analyses. To do this, we first reviewed the demographic make-up of the city and how others had categorized various neighborhoods to come up with an initial proposal. We then shared the proposed regions at a series of community workshops conducted in January of 2021. Based on these meetings, we made a number of changes to the regions. The final seven regions are pictured below.

We note here that the sample sizes for West Philly, Southwest Philly, Upper Northeast Philly, and Lower Northeast Philly are approximately half of the sample sizes for South Philly / Center City, North Philly, and Northwest Philly.[12] Smaller sample sizes mean that the margin of error is larger and differences between regions will be statistically significant less often. In the text, we highlight instances in which the differences between regions significantly differ.

Survey

We contracted with SSRS to conduct a survey of Philadelphians. Below, we share details from the methodology as reported by SSRS. The target population was non-institutionalized adults age 18 or older living in Philadelphia County, Pennsylvania. Sampling was stratified by region according to the following table:

Region	ZIP Code Definition	Goal Number of Completes	Actual Number of Completes
South / Center	19102, 19103, 19106, 19107, 19145, 19146, 19147, 19148	250	312
Southwest	19142, 19143, 19153	125	152
West	19104, 19131, 19139, 19151	125	159
Lower Northeast	19133, 19122, 19125, 19134, 19137, 19124, 19135, 19149	125	128
Upper Northeast	19111, 19152, 19136, 19114, 19115, 19116, 19154	125	166
North	19120, 19121, 19123, 19126, 19130, 19132, 19138, 19140, 19141, 19150	250	305
Northwest	19128, 19127, 19144, 19119, 19118, 19129	250	304
TOTAL		**1,250**	**1,526**

SSRS utilized an address-based sample (ABS) Mail to Web/Mail/Phone mixed-mode methodology, where SSRS mailed a representative sample of Philadelphia residents an invitation to log onto an online survey or complete and return a hard copy paper questionnaire. Respondents also had the option to make a toll-free, in-bound call to the SSRS call center if they preferred to respond that way. The number of completed interviews by mode is provided in the table below.

Mode of Completion	n	%
Web	1,368	89.7
In-bound telephone	80	5.2
Hard copy	78	5.1
TOTAL	**1,526**	**100.0**

The ABS was drawn from the U.S. Postal Service Delivery Sequence File. SSRS selected a simple random sample of addresses in Philadelphia County. The sample was first stratified by region. Then, within region, the sample was stratified by ZIP code, and ZIP codes with higher incidences of Hispanic and African American residents were oversampled. SSRS's experience informed them that hard-to-reach demographic groups such as Hispanics and African Americans are typically less likely to participate in similar studies. To account for the anticipated lower response from these groups, flags were appended to the sample frame and flagged records were sampled at higher rates to help increase sample representativeness.

Philadelphia Region	% African American Ethnicity	% African American Ethnicity in Sample	% Hispanic Surname	% Hispanic Surname in Sample
South / Center	10.4	16.7	3.3	8.0
Southwest	49.6	65.5	1.8	2.4
West	36.5	49.3	1.6	4.2
Lower Northeast	14.2	19.5	21.7	30.0
Upper Northeast	8.0	16.3	7.2	14.8
North	37.5	49.0	8.5	17.7
Northwest	26.5	28.7	2.2	6.4

ABS Mailing & Data Collection

To monitor yield and ensure quality, SSRS sent the ABS mail survey in batches. For this project, SSRS started the mailing protocol with Wave 1 batch of 25% of the sample. SSRS monitored the response to the first batch, ensured that the questionnaire and systems were working as intended, and then launched Wave 2 (remaining 75% of the sample) approximately four weeks later. This helped ensure that any critical issues were identified prior to having all the sample released. No major issues were identified when evaluating the Wave 1 sample.

Using the above design, all selected sample records were mailed a one-page study invitation letter. The text of the letter was printed in English and Spanish (two-sided). SSRS managed the Spanish translations of all study materials and the translations were checked by the

Center for Media Engagement. The study was branded as the 2022 Survey of Philadelphia Residents. The invitation letterhead contained a study logo and was addressed to "Philadelphia Resident." The text of the letter included a short web link for the survey (2022PhilaSurvey.com) and a personalized PIN to access the web survey. The letter included a $1 pre-incentive in cash (as an "exposed dollar" that respondents could see through the window in the envelope) and an offer for a $10 e-gift card payment upon completion of the survey. The $10 payment via an electronic code was disbursed immediately upon completion of the web survey and sent as cash via mail to respondents completing and returning the hard copy questionnaire or responding via in-bound telephone.

One week after mailing the initial invite letter, a reminder postcard was sent to target respondents. The postcard was fold-over style to allow for inclusion of the web link and the respondent's personal PIN while preserving respondent confidentiality. The postcard was bilingual English and Spanish.

Two weeks after the reminders were mailed, hard copy questionnaire packets were mailed via first-class pre-sorted USPS mail. This mailing contained the following materials:

- Personalized cover letter explaining the nature of the survey
- One 12-page questionnaire booklet in English or two 12-page questionnaire booklets (one English and one Spanish) for ABS records flagged with a Hispanic surname
- Postage-paid business reply envelope (BRE)

Mailing Volumes – ABS to Web/Mail/Phone	Wave 1 Quantity	Wave 1 Date of Mailing	Wave 2 Quantity	Wave 2 Date of Mailing
Mailing 1: Initial invitation	3,750	5/23/22	11,250	6/21/22
Mailing 2: Reminder postcard	3,750	6/1/22	11,250	6/28/22
Mailing 3: Final reminder w/ hard copy	3,750	6/14/22	1,792	7/12/22
Field Close Date		*7/27/22*		

Notes: The Wave 2 final reminder letter with hard copy survey was only sent to two regions that had not reached their target number of completed interviews at the time of mailing (Lower Northeast Philly and Upper Northeast Philly).

The following table displays the completes by mode across each wave and in total along with the completion rates.

	Wave 1	Wave 2	TOTAL
Sample sent	3,750	11,250	**15,000**
Web completes	401	967	**1,368**
In-bound telephone completes	17	63	**80**
Hard copy completes	53	25	**78**
TOTAL COMPLETES	471	1,055	**1,526**
Completion rate	12.6%	9.4%	**10.2%**

Notes: Wave 2 hard copy completes are lower than Wave 1 because the Wave 2 final reminder mailing which included the hard copy questionnaire was only sent to two regions (Lower Northeast Philly and Upper Northeast Philly), since all other regions had achieved their goal number of completes by that point.

The survey's margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample – the one around 50%. For example, the margin of error for the entire sample is ± 3.4 percentage points. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.4 percentage points away from their true values in the population. Margins of error for subgroups will be larger. Maximum margins of error for the regions are ± 6.9 percentage points for North Philly, 7.3 for Northwest Philly, 9.2 for South Philly, 9.4 for West Philly, 9.7 for Upper Northeast Philly, 10.6 for Southwest Philly, and 12.4 for Lower Northeast Philly and Center City.

It is important to remember that the sampling fluctuations captured in the margin of error are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording, and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

SSRS computed two sets of weights, one for the city of Philadelphia overall and second for each region. Data were weighted to be representative of residents aged 18 and older based on sex, age, education, race/ethnicity, and region. The weighted and unweighted sample demographics for Philadelphia overall are included in the table below.

Survey Demographics

	Unweighted %	Weighted %
Gender		
Female	63	54
Male	36	45
Other	1	1
Education		
Grade 8 or lower	2	5
Some high school	3	8
High school diploma or equivalent	19	27
Technical, vocational, some college, or associate degree	25	28
Four-year college degree	22	14
Post-college school	30	17
Race		
Asian	7	7
Black or African American	36	41
Hispanic or Latino	12	13
White or Caucasian	45	40
Living Situation		
Pay rent	48	49
Pay mortgage	30	28
Own home with no payments	16	16
Partisanship		
Democrat	66	67
Republican	10	18
Independent	24	15

	Unweighted Average	Weighted Average
Age	47 years	45 years
Number of kids (<18) in home	1 kid	1 kid
Number of adults (18+) in home	2 adults	2 adults
Years lived in Philly	29 years	30 years
Years lived in current neighborhood	15 years	15 years

Data from the Center for Media Engagement

Statistical analyses were conducted using Philadelphia weights or the regional weights, balanced to take the sample size into account, and the stratification of the sample by region.

Evaluating the Regional Classifications

Although we had input from the community on dividing Philadelphia into regions, we wanted to understand whether our categorizations had meaning to the study participants. Respondents were asked "What Philadelphia neighborhood do you live in?" We ordered their responses by region in order of how common they were. We only include terms mentioned by at least 10 people. For some parts of Philadelphia, there is a strong identity that matches our regional divisions, including South Philly / Center City, North Philly, West Philly, and Upper Northeast Philly. Although there was a Southwest Philly identity, there also were some in this region that identified as West Philadelphians. Those in Lower Northeast Philly did not consistently identify with this region and Northwest Philly was not a salient regional term.

South / Center	Southwest	West	Lower Northeast
South Philadelphia	Southwest Philadelphia	West Philadelphia	Port Richmond
Center City	West Philadelphia	University City	North Philadelphia (upper and lower)
Graduate Hospital		Overbrook	Fishtown
Rittenhouse			Mayfair
Society Hill			Frankford
Point Breeze			Northeast Philadelphia
			Juniata
			Kensington

North	Northwest	Upper Northeast
North Philadelphia (upper and lower)	Germantown	Northeast Philadelphia
Olney	Mt. Airy	Somerton
West Oak Lane	Roxborough	Mayfair
Strawberry Mansion	Manayunk	
Fairmount	Chestnut Hill	
Nicetown-Tioga		
Brewerytown		
Mt. Airy		
Hunting Park		
Northern Liberties		

Media Analysis

To analyze coverage in Philadelphia, we first created a list of Philadelphia media outlets. We began by combining lists that had been created by others. We are grateful to Dana Amihere, Victor Pickard, Rosemary Clark Parsons, Molly de Aguiar, Hannah Stonebreaker, and Lindsay Green-Barber for sharing. After combining these lists, we did our own search to see if we could identify additional outlets as well as consulted with others at The Lenfest Institute and in our community workshops to identify additional sources. In total, we identified 250 sources. We then reviewed this list, excluding news organizations that were not digital, were inactive (no articles between September 1 and December 7, 2021), had content that was not specific to Philadelphia or Pennsylvania, or was an organization that expanded beyond our definition of news. After this process, we had a list of 100 news sources.

We contracted with ScrapeHero, a web scraping company, to scrape articles posted to the websites between May 23, 2022 and July 28, 2022. They only scraped text from the sites. We monitored the ScrapeHero scraping by doing hand scraping and then examining whether the results matched. ScrapeHero ended up scraping data from 93 of the outlets, 10 of which did not have any articles during the study time period. We investigated the remaining seven sites; we were able to scrape three of them; one did not have any articles, and three were removed from the analysis for technical reasons.[13] Although we made efforts to scrape the content as it was being posted, some sites scraped later in the process had not archived their content for the entire time period and, based on looking at the volume of articles over the time period, we only have more recent articles for these sites.[14] In total, we have 62,826 articles scraped across 86 news sources.

Translation

We used Google Translate to translate news stories that were written in the Spanish language into English for eight news outlets: Impacto, Al Día, El Sol Latino, Kensington Voice, Pennsylvania Capital-Star, Telemundo 62 WWSI, Univision 65 WUVP, and WFMZ-TV 69 News. For validation, a Spanish native speaker manually reviewed a random subset of ten articles to see whether the stories translated by Google Translate would work for our purposes. The results of this analysis suggested that although Google Translate had errors in terms of the words chosen and the grammar of the sentence, it was able to translate words that conveyed the main topics of the articles, which is what we needed for our purposes. We decided to apply Google Translate for the news outlets that reported stories in Spanish because we did not have evidence that it changed the main topic(s) of the news articles.

We identified 14 other non-English articles: eight Chinese stories in Metro Chinese Weekly and four Russian and two German articles in Philadelphia Weekly. These were not included in the analysis.

Issues Mentioned

To analyze issue coverage in Philadelphia, we took two steps. First, we looked at which issues were mentioned by Philadelphians in response to the survey. The responses had been placed into categories by SSRS and validated by the Center for Media Engagement. We used these data to examine the media articles. First, we pre-processed the survey responses by removing stopwords, lowering cases, and lemmatizing.

We extracted words/phrases that were mentioned more than twice across the respondents. Although the issues of *parking, limited parking available, and illegally parked cars* were originally separated from *traffic concerns, accidents, and violations*, we combined them given the difficulty in parsing them. We combined these issues in the survey data and the media content data.

To identify words related to the issues, a language model was created using the CBOW (continuous bag of words) word embedding technique with uni- and bigrams in the news articles after the articles were processed in the same way as the survey responses. Words and phrases that had similarity scores exceeding 0.7 in the language model were collected for a manual review (n = 11,487). This revealed 2,213 words and phrases related to the 26 issues from the survey respondents.

We then did a second round. Using the 2,213 words and phrases, we used the same CBOW model to create another dataset of up to two similar words and phrases for each of the 2,213 words that had similarity scores higher than 0.7. We also chose the two most similar words among the 2,213 words and phrases identified in the first round. This procedure identified 1 to 4 similar words and phrases for each word or phrase used by two or more survey respondents to identify issues facing their neighborhoods.

We manually reviewed the words for whether they seemed related to the issues. After achieving reliability between coders (Krippendorff's alpha = 0.86) and manually reviewing 5,475 additional words and phrases, 972 words/phrases for 26 issues were identified.

For these 972 words, we randomly selected 10 sentences containing the words from the media coverage. Workers on Amazon's Mechanical Turk, an online service that allows requesters to pay people for doing small tasks, who passed a qualification task[15] were asked to evaluate whether the words were related to the overarching issues. They were told:

Below, you will be asked to read five sentences and evaluate whether certain words in the sentence are related to a specific topic. For example, in the sentence "President Biden signed an executive order today," the word "president" is used in a way that is related to the topic of *politics and government*. However, in the sentence "The company's president announced his retirement today," the word "president" is not related to politics and government.

Each word / sentence combination was rated by two mTurk workers. Words that were judged to be about the issue in at least 80% of the cases were included in the dictionaries. After manually reviewing the results, we determined that we had insufficient indicators for four topics: (1) property neglect, lack of maintenance, upkeep, (2) noise pollution, loud vehicles, neighbors, fireworks, (3) pest control, animal control, welfare, and (4) youth services, programs, curfew.

Below are example terms for each issue. We determined the issues included in each article by examining whether any of the issue-related terms appear in the articles. Each article could mention multiple issues.

Issue	Example Issue Terms
Affordable housing and cost of living	Affordable housing, cost of living, housing, mortgage rate, property tax
Climate change, environment, and pollution	Air pollution, clean energy, environmental protection, global warming, pollution
COVID-19	BA5, coronavirus, covid, omicron, pandemic
Crime and safety	Arrest, gunshot, harassment, murder, police
Drugs	Drug, DUI, fentanyl, methamphetamine, opiod
Education and schools	College, education, kindergarten, school board, teacher
Food desert, insecurity, and access to healthy food	Food insecurity, insecurity
Government functioning and corruption	City council, congress, corruption, election, impeachment
Guns and gun control	Ammunition, firearm, gun, NRA, semi-automatic
Healthcare, access to affordable healthcare, mental healthcare	Abortion, healthcare, hospital, mental health, pharmacist
Inequality	Disparity, inequality, racism
Inflation, rising gas or food prices, and high interest rates	Average price, inflation, price, regular gasoline, rise cost
Infrastructure, roads, and transportation	Amtrak, infrastructure, motor vehicle, public transport, roadway

Table continues on next page

Issue	Example Issue Terms
Jobs and the economy	Economic, job market, recession, salary, unemployment
Gentrification and neighborhood revitalization	Gentrification
Parks, green space, and recreational opportunities	Green space, park rec, Philadelphia zoo, public space, recreation
Police reform, brutality, and defunding	Defund police, police brutality, police reform, stop frisk
Poor, poverty, and homelessness	Homeless, homelessness, poverty
Public services and resources	Assistance program, federal funding, grant program, public education, subsidy
Race relations and racism	Asian Americans, Black Americans, people of color, racial, underrepresented
Trash removal and cleanliness	Cleaning, cleanup, landfill, recycle, trash
Taxes	Gas tax, income tax, property tax, sales tax, tax break
Traffic and parking	Car accident, car crash, motor vehicle, public transportation, road rage

Data from the Center for Media Engagement

Location Identification

We used the spaCy entity recognizer to identify location words and phrases in Philadelphia local media by examining named entities including 'FAC' (buildings, airports, highways, bridges, etc.), 'GPE' (countries, cities, states), and 'LOC' (non-GPE locations, mountain ranges, bodies of water). To validate, we pulled 200 random articles that contained place entities from the named entity recognizer (947 place items retrieved) and manually reviewed if the item was correctly identified as a place by spaCy and if any place words in the articles were not retrieved from the recognizer. The metrics achieved good performance of precision (0.85) and recall (0.95). Then we collected the place/location named entities that appeared in all news articles more than five times (n = 5,060).

Using the Google Maps API, we gathered geolocation information (e.g., longitudes and latitudes) and addresses on Maps of the identified entities. Then we selected places that contained the word 'Philadelphia' in the addresses (n = 566) and manually reviewed them to see if they were located in the Philadelphia area. In this process, we identified the zip codes of the addresses and matched those zip codes with seven Philadelphia regions. We excluded several streets that overlap across two Philadelphia regions (n = 27) due to their ambiguity. In total, we collected 426 location entities in Philadelphia and identified those place names on the news articles. Media outlets with more than 20 articles that mentioned the identified place entities were selected for mapping.

ENDNOTES

1 We originally proposed that West and Southwest Philly would be combined and that Upper and Lower Northeast Philly would be combined. At a series of community meetings, Philadelphia residents reported that these regions are meaningfully different (and, based on the data, they were right). In order to maintain the overall sample size, we sub-divided these regions.

2 On average, respondents named 2.9 issues. There was some variation by region in how many issues respondents named, from an average of 2.4 issues in Upper Northeast Philly to an average of 3.2 issues in Southwest Philly. The survey firm SSRS recorded the verbatim responses and then categorized them using the categories described in the main text. To check the coding, we randomly sampled 100 responses and coded them, finding substantial agreement (97% of cases). Upon review of the cases where there was disagreement, there was a clear rationale for the survey firm's coding in all of them. 15.5% of responses were categorized as "other" and not included in any of the substantive categories. We reviewed these cases and did not see a large percentage of cases that warranted a separate category. Other categories garnering fewer than 3% of respondents and having too few cases to look for differences across the regions in Philadelphia included: (1) climate change / environment / pollution, (2) COVID-19, (3) entertainment and nightlife / restaurants, (4) food desert / insecurity / access to healthy food, (5) health care / access to affordable healthcare / mental healthcare, (6) inequality, (7) pest control / animal control welfare, and (8) race relations / racism.

3 We used logistic regression and controlled for the region where people lived.

4 After controlling for the other factors, there is limited evidence that the region where one lived affects the probability of naming infrastructure, roads, and transportation.

5 This relationship has been identified in prior analyses of Philadelphia, see Romer, Daniel, Kathleen Hall Jamieson, and Sean Aday. "Television news and the cultivation of fear of crime." *Journal of Communication* 53, no. 1 (2003): 88-104.

6 The following issues were mentioned as important by fewer than 10% of residents and were mentioned in fewer than 10% of news articles: climate change, environment, and pollution; equality; food desert, insecurity, and access to healthy food; neighborhood revitalization and gentrification; parks, green space, and recreational opportunities; police reform, brutality, and defunding; public services and resources; race relations and racism; and taxes. We had insufficient media indicators for four topics: (1) property neglect, lack of maintenance, upkeep, (2) noise pollution, loud vehicles, neighbors, fireworks, (3) pest control, animal control, welfare, and (4) youth services, programs, curfew, all of which were mentioned by fewer than 10% of residents.

7 The remaining outlets that we asked about were checked by fewer than 5% of respondents, including: Al Día, Catholic Philly, Chalkbeat Philadelphia, Chestnut Hill Local, Dos Puntos, El Sol Latino, Generocity, Germantown Info Hub, Jewish Exponent, Juniata News, Kensington Voice, Metro Chinese Weekly, Philadelphia Gay News, Philadelphia Public Record, Philadelphia Sunday Sun, Philadelphia's AM 990 The Answer (WNTP), Philatinos Radio, PhillyCAM, Scoop USA, Southwest Globe Times, Technical.ly Philly, University City Review, and WURD. Five percent of people nominated a source other than those listed; a review of these responses did not reveal a source nominated by more than a few people.

8 Respondents who checked more than three sources were asked to indicate their top three.

9 Only those sources with 50 or more weighted data points are shown. We examined differences by region, but there were few meaningful differences and many regions where the sample size was notably small.

10 The survey firm recorded the words and then categorized them into positive, negative, or neutral categories. To check the coding, we randomly sampled 100 responses and coded them, finding substantial agreement (87% of cases). Upon review of the cases where there was disagreement, there was a clear rationale for the survey firm's coding in all of them.

11 Only 1% of respondents identified as a gender other than male or female, yielding insufficient sample size for analysis.

12 We originally proposed that West and Southwest Philly would be combined and that Upper and Lower Northeast Philly would be combined. At a series of community meetings, Philadelphia residents reported that these regions are meaningfully different (and, based on the data, they were right). In order to maintain the overall sample size, we sub-divided these regions.

[13] Eleven sites were included but had no articles available for scraping during the time period of our analysis: ¡Presente! Media, Dos Puntos, Drink Philly, Generocity, Juniata News, Kouvenda Media, The La Salle Collegian, The Vanguard, University City Review, WKDU and WQHS. We did not analyze data from three additional sites: the Associated Press, Broke in Philly, and Philadelphia Public Record because, respectively, the website content did not archive for the full time period and we assumed that most people accessed this content via local news sites reprinting AP articles, the article links redirected to other news sites, and the website was inaccessible at the time of data collection.

[14] Based on looking at the number of articles archived per day throughout the study period, we believe that this was the case for 1210 WPHT, Philadelphia Tribune, PhillyBite Magazine, The Times Herald, WRNB 100.3 RNB Philly, 97.5 The Fanatic and CBS Philadelphia.

[15] The qualification task asked workers to rate clear examples of words/phrases that were, and were not, indicative of particular issues. Anyone not rating all of the words correctly was not given the qualification.

[16] For Center City, we included 19102, 19103, 19106, and 19107 (n = 114) and for South Philly, we included 19145, 19146, 19147, and 19148 (n = 198).