



# Annual Civic Information Needs Survey | January 2026

1765 registered voters nationwide from December 15-21, 2025.  
Modeled margin of error: 2.4%

**Q1. How important is it to you to stay informed about each of the following in your day-to-day life?**  
(Sorted descending by “Total Important”)

	<u>Important</u>				Total Important	Total Not important
	Very	Smwt	Not that	Not at all		
What’s happening in my state	69	28	2	1	97	3
What’s happening in my city/town	66	29	4	1	96	4
What’s happening nationally	67	28	3	1	96	4
What’s happening in my county	68	28	4	1	95	5
What’s happening in my neighborhood	68	25	5	2	93	7
What’s happening around the world	50	42	7	2	92	8

**Q2. How difficult is it for you to get information about each of the following in your day-to-day life?**  
(Sorted descending by “Total Difficult”)

	<u>Difficult</u>				Total Difficult	Total Not difficult
	Very	Smwt	Not that	Not at all		
What’s happening in my neighborhood	14	30	33	23	44	56
What’s happening in my city/town	10	32	35	23	42	58
What’s happening in my county	9	30	34	27	39	61
What’s happening in my state	8	26	42	25	33	67
What’s happening around the world	9	21	37	33	30	70
What’s happening nationally	8	19	37	37	26	74

Polling was conducted online from December 15-21, 2025. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 1765 registered voters nationwide Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR’s Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

**Q3. How often do you hear news or information that is specifically about your neighborhood, city, or town?**

19% Multiple times a day  
 13 Once a day  
 27 A few times a week  
 19 A few times a month  
 19 Very rarely  
 3 Never

**Q4. How important is it for you to get information about each of the following topics in your everyday life?** (Sorted descending by “Total Important”)

	<u>Important</u>				Total Important	Total Not important
	Very	Smwt	Not that	Not at all		
Local risks and emergencies (including crime/public safety and climate)	66	28	4	2	95	5
Local weather	63	30	5	2	93	7
Local political information (including voting, elected officials, and public policy initiatives)	53	37	7	3	90	10
Local environment (including air/water quality, sanitation, and access to recreation)	52	34	11	3	86	14
Local health and well-being (including access to quality care and community needs and trends)	47	36	13	4	83	17
Local community organizations and events (including churches, libraries, clubs, and cultural events)	30	46	19	5	76	24
Local economic opportunities (including jobs, personal finance, and business environment)	38	37	20	6	75	25
Local education (including school programs, curriculum, and quality)	41	33	18	7	74	26
Local housing (including property listings and housing assistance services)	29	32	27	12	61	39
Local transportation (including transit schedules, costs, and traffic)	26	30	28	17	55	45
Local sports	10	23	32	34	33	67

**Q5. When you seek out news and information about each of the following topics, how satisfied or unsatisfied are you with the information you are able to get?** (Sorted descending by “Total Satisfied”)

	<u>Satisfied</u>			<u>Unsatisfied</u>			<b>Total Satisfied</b>	<b>Total Unsatisfied</b>
	<b>Very</b>	<b>Somewhat</b>	<b>Neither</b>	<b>Somewhat</b>	<b>Very</b>			
Local weather	39	37	17	5	2	<b>76</b>	<b>7</b>	
Local risks and emergencies	20	38	24	12	6	<b>58</b>	<b>18</b>	
Local community organizations and events	13	33	35	13	5	<b>47</b>	<b>19</b>	
Local environment	13	33	33	15	6	<b>46</b>	<b>21</b>	
Local health and well-being	13	31	35	14	6	<b>45</b>	<b>20</b>	
Local political information	12	32	27	18	12	<b>44</b>	<b>30</b>	
Local education	12	28	37	14	9	<b>39</b>	<b>23</b>	
Local economic opportunities	9	27	40	16	9	<b>36</b>	<b>25</b>	
Local sports	15	20	58	4	3	<b>35</b>	<b>8</b>	
Local transportation	10	24	48	11	7	<b>34</b>	<b>18</b>	
Local housing	10	23	45	14	9	<b>32</b>	<b>23</b>	

**Q6. [If LOCAL SPORTS VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local sports? Select all that apply.**

- 71% Standings and games of major sports teams in my city, county, or state (e.g., MLB, NFL, NHL, ] College Football, etc.)
- 48 Standings and games for minor sports teams in my city, county, or state (e.g., minor league baseball, minor league hockey, etc.)
- 42 Information about youth sports clubs and leagues
- 30 Opportunities to play recreational sports or athletics
- 3 Something else ([please specify](#)):

**Q7. [If LOCAL EDUCATION VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local education? Select all that apply.**

- 73% Reports on school quality and educational outcomes in my school district
- 69 Changes to education policies or laws passed by my local school district
- 67 Changes to education policies or laws passed by my state
- 56 Reports on school quality and educational outcomes in my state
- 44 School schedules, calendars, and closures
- 33 Information about extracurricular activities or programs provided by local schools
- 17 Information about how to enroll your child(ren) into school
- 7 Something else ([please specify](#)):

**Q8. [If LOCAL HEALTH VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local health or well-being? Select all that apply.**

- 80% Public health alerts affecting my city or town
- 71 Public health alerts affecting my state
- 63 Available options for medical care in your area
- 41 Information about mental health resources in my city or town
- 5 Something else ([please specify](#)):

**Q9. [If LOCAL ECONOMY VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local economic opportunities? Select all that apply.**

- 71% Information about new local businesses
- 62 Job openings in my city or town
- 55 Information about local business closures
- 45 Information about adult education or training opportunities in my city or town
- 39 Job openings outside of my city or town, within my state
- 5 Something else ([please specify](#)):

**Q10. [If LOCAL POLITICS VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local political information? Select all that apply.**

- 82% Information about new laws or policies from local government
- 81 Information about who local elected leaders are and what they are doing
- 67 When elections are taking place
- 54 When and where town hall meetings or public forums are being held
- 51 Information about protests, demonstrations, or other political actions happening in your city or town
- 50 Where and how to vote in elections
- 4 Something else ([please specify](#)):

**Q11. [If LOCAL COMMUNITY VERY/SOMEWHAT IMPORTANT] What types of information do you look for when it comes to local community institutions and gatherings? Select all that apply.**

- 75% Information about fairs, festivals, or celebrations in my city or town
- 71 Social events or recreational activities in your city or town
- 63 Information about fairs, festivals, or celebrations in my state
- 63 What programs are offered by local institutions like libraries or community centers
- 42 Opportunities to volunteer
- 3 Something else ([please specify](#)):

**Q12. When you hear about news or information about your neighborhood, city/town, or county, do you mostly find out about them by:**

- 60% Actively seeking it out (e.g., reading the newspaper, scrolling for news on social media, turning on TV or radio news programs)
- 40 Running into it spontaneously (e.g. listening to a podcast, watching sports, talking to friends and family, scrolling for fun on social media)

**Q13. What source do you most frequently turn to for local news and information, and why? Please be as specific as possible. [\[See responses\]](#)**

**Q14. How are you seeing, hearing, or reading news about your neighborhood, city/town, or county most frequently? Select all that apply.**

- 43% Conversations with friends
- 43 Neighborhood or community groups (e.g. Nextdoor, local Facebook groups)
- 42 Local TV news programs
- 35 Posts, emails, or updates from local government (city, county, or state government)
- 30 Conversations with family
- 28 Local newspapers
- 27 Posts, emails, or updates from advocacy groups, campaigns, or issue-based creators
- 26 Short video clips on social media
- 24 Posts, emails, or updates from locally-based content creators or influencers
- 23 Radio (AM/FM or satellite like SiriusXM)
- 21 National TV news programs
- 18 Phone alerts or push notifications
- 16 Livestreams with news reporters or news content creators
- 14 Newsletters or blogs
- 12 Longer videos on platforms like YouTube
- 11 Podcasts or talk shows
- 11 Memes or screenshots shared online
- 11 From my church or faith community
- 11 National newspapers (e.g., New York Times, Washington Post) in print or online
- 10 Bulletin boards or flyers
- 6 Religious or faith-based media
- 2 None of the above
- 4 Other ([please specify](#))

**Q15. Which of the following sources are the most useful when it comes to getting high quality, local information? Select up to THREE.**

- 38% Local online groups or communities (e.g. Facebook Groups, Reddit, Nextdoor neighborhood)
- 31 Friends, family, colleagues and/or neighbors
- 30 Local TV stations
- 28 Local digital news (online-only news source, or associated with a newspaper or radio or TV broadcaster)
- 28 Online search (Google, Bing, etc)
- 19 Local radio stations
- 16 Local print newspapers
- 15 Government agencies (through their websites, phone services, or offices)
- 14 Content creators on social media (e.g. YouTube, TikTok, Instagram, etc.)
- 7 Local libraries or community centers
- 6 Email newsletters
- 5 Your religious leaders or congregation
- 4 Local podcasts
- 5 Other ([please specify](#))

**Q16. How satisfied or unsatisfied are you with your ability to get the information you need in the following situations?** (Sorted descending by “Total Satisfied”)

	<u>Satisfied</u>		Neither	<u>Unsatisfied</u>		Not applicable	<i>Total Satisfied</i>	<i>Total Unsatisfied</i>
	Very	Smwt		Smwt	Very			
During an emergency weather situation	31	38	15	8	5	2	<b>69</b>	<b>14</b>
When a crime occurs near you	14	33	19	16	15	3	<b>47</b>	<b>31</b>
Navigating road closures, road construction projects, or traffic incidents	15	29	21	18	13	4	<b>45</b>	<b>31</b>
For local social or community events	12	33	29	15	7	4	<b>45</b>	<b>21</b>
When making decisions about your health or accessing medical care	16	27	26	14	11	6	<b>43</b>	<b>26</b>
When there are changes in local and state policies or laws	11	28	19	22	17	2	<b>40</b>	<b>39</b>
When making decisions about choosing where to live	12	21	30	9	8	20	<b>32</b>	<b>17</b>
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	10	16	23	17	27	6	<b>26</b>	<b>45</b>
When making decisions about choosing where to work	8	12	31	12	7	30	<b>20</b>	<b>19</b>
Staying up to date on congestion pricing and public transportation costs	7	12	34	10	8	29	<b>19</b>	<b>18</b>
Staying up to date on train and subway schedules, construction, and incidents	8	10	29	8	6	39	<b>18</b>	<b>13</b>
When looking for resources in languages other than English	8	7	25	2	3	55	<b>14</b>	<b>6</b>

**Q17. Here is that same list again. How would you rate your local government on providing information in the following situations? For this question, your local government are officials in your city, town, or county.** (Sorted descending by “Total Satisfied”)

	<u>Satisfied</u>		Neither	<u>Unsatisfied</u>		Not applicable	Total Satisfied	Total Unsatisfied
	Very	Smwt		Smwt	Very			
During an emergency weather situation	26	34	18	12	9	2	<b>60</b>	<b>20</b>
For local social or community events	13	26	28	18	9	6	<b>39</b>	<b>27</b>
When a crime occurs near you	12	26	21	19	19	3	<b>38</b>	<b>38</b>
Navigating road closures, road construction projects, or traffic incidents	11	26	20	21	17	5	<b>37</b>	<b>38</b>
When making decisions about your health or accessing medical care	11	21	27	16	14	11	<b>32</b>	<b>30</b>
When there are changes in local and state policies or laws	10	21	21	24	21	2	<b>32</b>	<b>44</b>
Reporting local infrastructure issues such as potholes, broken streetlights, or sidewalk damage	9	19	21	21	26	5	<b>27</b>	<b>47</b>
When making decisions about choosing where to live	8	13	30	11	11	27	<b>21</b>	<b>22</b>
When making decisions about choosing where to work	6	11	27	12	10	34	<b>18</b>	<b>22</b>
Staying up to date on congestion pricing and public transportation costs	6	11	28	10	11	34	<b>17</b>	<b>21</b>
Staying up to date on train and subway schedules, construction, and incidents	6	11	24	8	10	41	<b>17</b>	<b>18</b>
When looking for resources in languages other than English	6	7	24	3	5	56	<b>12</b>	<b>8</b>

**Q18. How would you rate how your local government is doing on the following issues? For this question, your local government are officials in your city, town, or county.** (Sorted descending by “Total Excellent/Good”)

	Excellent	Good	Fair	Poor	Very poor	Total Excellent/Good	Total Poor/Very Poor
Public safety	10	33	33	14	10	43	24
Disaster management and preparedness	9	30	38	14	9	39	23
Infrastructure like parks and sidewalks	8	31	34	16	11	39	28
Education	5	28	34	19	14	33	34
Local business and economic development	7	26	36	18	13	32	31
Transportation	4	22	39	21	14	27	35
Managing budgets	5	17	36	24	18	22	42
Taxes	3	16	30	28	23	19	51
Issues related to housing	2	16	37	26	19	19	45

**Q19. How much do you trust each of the following?** (Sorted descending by “Total Trust”)

	Trust a lot	Trust somewhat	Trust only a little	Do not trust at all	Total Trust	Total Not Trust
Local businesses and business owners	21	56	18	5	77	23
Local police officers	28	42	18	12	70	30
Local schools and teachers	21	43	22	14	63	37
Local newspapers	11	43	27	19	54	46
Local TV stations	12	42	29	18	53	47
Local religious leaders	13	35	24	27	49	51
Your local government	7	38	30	25	45	55
National newspapers	7	29	30	33	37	63
National TV stations	8	26	30	37	34	66
Local politicians	3	28	33	35	32	68
Social media sites	4	27	44	24	31	69
The federal government	5	22	26	47	27	73

**Q20. Do you agree or disagree with the following statements?** (Sorted descending by “Total Agree”)

	<b>Strongly agree</b>	<b>Somewhat agree</b>	<b>Neither agree nor disagree</b>	<b>Somewhat disagree</b>	<b>Strongly disagree</b>	<b>Total Agree</b>	<b>Total Disagree</b>
I have at least one local news source in my community that I trust.	17	34	22	14	13	<b>51</b>	<b>27</b>
I feel there are news and information sources about local issues in my community.	14	35	26	15	9	<b>50</b>	<b>24</b>
I feel that I can make a difference in my community.	18	30	29	12	10	<b>49</b>	<b>22</b>

**Q21. What makes a news source trustworthy to you? Please be as specific as possible.** [[See responses](#)]

**Q22. Here is a list of some ways people get involved with and try to improve the community or state they live in. Which of the following, if any, have you done in the last 12 months? Select all that apply.**

- 47% Contacted an elected official (via email, phone call, letter, etc)
- 32 Volunteered with an association or organization (including a child’s school or youth organization)
- 27 Attended a town hall or community forum
- 25 Advocated for or worked on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- 21 Attended a demonstration for or against a candidate, person, or issue
- 21 Participated in a community organizing meeting or effort (separate from a town hall)
- 17 Participated in a mutual aid network or community support group
- 26 I have not done any of these

**Q23. Do you have any interest in getting involved in one of the following ways in your community? Select all that apply. If you have no interest, please indicate it.**

- 40% Contacting an elected official (via email, phone call, letter, etc)
- 38 Attending a town hall or community forum
- 36 Advocating for or working on positive changes in your city, county, or state, such as improving public services, local programs, or government policies.
- 33 Volunteering with an association or organization (including a child’s school or youth organization)
- 28 Participating in a community organizing meeting (separate from a town hall)
- 25 Attending a demonstration for or against a candidate, person, or issue
- 24 Participating in a mutual aid network or community support group
- 28 I have no interest in any of these

**Q24. [If volunteered in past 12 months] What type(s) of associations or organizations have you volunteered with in the past twelve months? Select all that apply.**

- 52% Food, clothing, or other supply distribution
- 42 Schools, children's education, or youth mentorship
- 34 Religious or faith-based
- 25 Advocacy for a cause or candidate
- 23 Senior services
- 22 Disaster relief or emergency services
- 21 Adult education or mentorship
- 20 Environmental protection or conservation
- 19 Military or veterans
- 18 Arts and culture
- 17 Sports related (coaching, mentorship)
- 16 Library or community center
- 14 Mental health
- 11 Pro-bono services (e.g., legal, medical, technical, etc.)
- 9 Healthcare access or aid
- 13 Something else ([please specify](#))
- 4 None of the above

**Q25. [If "advocated for or worked on..." in the past 12 months] In the past twelve months, what types of issues have you advocated for or worked on in your city, county, or state? Select all that apply.**

- 37% Healthcare
- 34 Environment or conservation
- 33 Infrastructure construction or development
- 31 K-12 Schools, youth education, or youth mentorship
- 31 Economic policies or development
- 28 Senior services
- 28 Crime reduction or community safety
- 27 Military or veterans
- 25 Racial equality
- 23 Religious or faith-based
- 21 Gender equality
- 20 LGBTQ+ equality
- 17 Adult education or mentorship
- 16 Arts and culture
- 11 Sports or recreation
- 15 Something else ([please specify](#))

**Q26. [If "advocated for or worked on..." in the past 12 months] Thinking about the ways you get involved in your city, county, or state, which of the following best describes you?**

- 16% Trying to improve local or state services, programs, or policies is a part of my job or career
- 33 I often get involved in efforts to improve local or state services, programs, or policies, but it is not part of my job or career
- 41 I sometimes get involved in efforts to improve local or state services, programs, or policies.
- 10 I rarely get involved in efforts to improve local or state services, programs, or policies.

**Q27. How satisfied are you with the information and tools you currently have to help you try to make positive changes in your city, county, or state?**

- 8% Very satisfied
- 29 Somewhat satisfied
- 32 Neither satisfied nor unsatisfied
- 17 Somewhat unsatisfied
- 14 Very unsatisfied

**D1. Are you:**

- 47% A man
- 52 A woman
- 1 Another identity

**D2. Age**

- 26% 18 to 34
- 24 35 to 49
- 23 50 to 64
- 27 65+

**D3. What is your race?**

- 63% White / Caucasian
- 13 Hispanic or Latino/a
- 12 Black or African American
- 8 Asian / Pacific Islander
- 1 American Indian or Alaska Native
- 4 Other

**D4. What is the highest level of education you have completed?**

- 16% High school diploma or less
- 27 Some college, but no degree
- 15 Associate's degree, or two-year college degree
- 27 Bachelor's degree, or four-year college degree
- 16 Graduate degree

**D5. How did you vote in the 2024 election for President, or for some reason were you unable to vote?**

- 43% Kamala Harris, the Democrat
- 45 Donald Trump, the Republican
- 4 A third party candidate
- 1 Not registered/Too young/Ineligible
- 6 Did not vote

**D6. Party Identification**

- 23% Strong Democrats
- 8 Weak Democrats
- 11 Independent lean Democrats
- 15 Pure independents
- 8 Independent lean Republicans
- 8 Weak Republicans
- 27 Strong Republicans

**Party Identification**

- 32% Base Democrats
- 34 Independents + Leaners
- 35 Base Republicans

**Party Identification**

42% Democrats  
15 Pure independents  
43 Republicans

**D7. What is your annual household income?**

10% Less than \$20,000  
11 \$20,000 to \$34,999  
9 \$35,000 to \$49,999  
15 \$50,000 to \$74,999  
13 \$75,000 to \$99,999  
14 \$100,000 to \$149,999  
7 \$150,000 to \$199,999  
6 \$200,000 or more  
15 Prefer not to say

**D8. Which of the following best describes where you currently live?**

25% Rural area  
18 Small town  
26 Suburb  
19 Small city  
12 Large city

**D9. 4 Point Census Regions**

22% midwest  
17 northeast  
38 south  
23 west