



Journalism Values Research

Survey 1

Conducted by the Media Insight Project

An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research

*Interviews: 10/22/2019-11/15/2019
2,727 respondents*

Margin of error: +/- 2.3 percentage points at the 95% confidence level among all adults

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Q1. How often do you watch, read, hear, or see news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth.

	AP-NORC 10/22/2019-11/15/2019
Top NET	92
Several times an hour	8
Several times a day	62
Once a day	15
Several times a week	7
Bot NET	8
Weekly	3
Less often	3
Never	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
<i>N = 2,727</i>	

Q2. Here are some common news and information topics. Which of these news topics do you follow most often or closely?

AP-NORC 10/22/2019-11/15/2019	Yes
National politics or government	40
Traffic and weather	38
<i>N = 2,727</i>	

AP-NORC	
10/22/2019-11/15/2019	Yes
Crime and public safety	21
Sports	23
Local politics or government	16
Science and technology	11
Health care and medical information	11
My particular town or neighborhood	21
Social issues like abortion, race, and gay rights	11
Foreign or international news	12
Business and the economy	14
The environment and natural disasters	15
Schools and education	7
My hobbies	11
Lifestyle topics such as food, beauty, exercise, or parenting	10
Entertainment and celebrities	11
Art and culture	4
<i>N</i> = 2,727	

Q3. Next, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following or not.

[ITEMS RANDOMIZED]

AP-NORC	Yes, i personally have a subscription	
10/22/2019-11/15/2019	or pay for it on a regular basis	SKP/REF
<i>N</i> = 2,727		

AP-NORC 10/22/2019-11/15/2019	Yes, i personally have a subscription or pay for it on a regular basis	SKP/REF
Cable, satellite television, or streaming services	76	24
A print or digital version of a national newspaper	13	87
A print or digital version of a local newspaper	23	77
A print or digital version of a magazine	29	71
Print or digital newsletter	16	84
A digital-only news site, such as ESPN+, The Athletic, or Politico Pro	12	88
A podcast or YouTube channel through direct payments or funding platforms like Patreon	14	86
A public radio station or public television station such as NPR or PBS	18	82
N = 2,727		

Q4S. People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that the news...

[ITEMS RANDOMIZED]

[illegible]

AP-NORC 10/22/2019-11/15/2019	Top NET	Bot NET	Not at all important	Not very important	Moderately important	Very important	SKP/REF
Helps me save or manage my money.	91	68	10	21	38	23	9
Is enjoyable or entertaining.	90	65	6	16	42	25	10
Helps me stay informed to be a better citizen.	76	38	3	7	28	38	24
Helps me decide where I stand on things.	88	58	7	15	36	30	12
Shares my point of view.	93	76	11	24	42	17	7
Is very good at covering an issue or topic I care a lot about.	79	40	4	5	31	40	21
<i>N</i> = 2,727							

Q5. Choose the statement that best describes you, even if it is not exactly right. In general...

	AP-NORC 10/22/2019- 11/15/2019
I actively seek out news and information	64
I mostly bump into news and information as I do other things or hear about it from others	35
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
<i>N</i> = 2,727	

MFT1. When you decide whether something is right or wrong, to what extent are the following considerations relevant to your thinking?

Whether or not someone violated standards of purity and decency	23	4	6	13	55	18	24	13
Whether or not someone was good at math	78	38	28	12	-	-	-	-
Whether or not someone cared for someone weak or vulnerable	18	2	4	11	60	21	25	13
Whether or not someone acted unfairly	16	2	3	10	63	19	30	13
Whether or not someone did something to betray his or her group	32	5	10	17	47	20	19	7

Whether or not someone conformed to the traditions of society	49	10	19	20	29	18	9	2
Whether or not someone did something disgusting	29	5	9	16	49	20	20	8
<i>N</i> = 2,727								

MFT2. Please read the following sentences and indicate your agreement or disagreement:

AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DOM KNOW/ST ON WEB/REI
Compassion for those who are suffering is the most crucial virtue.	6	1	2	3	72	17	27	29	22

N = 2,727

AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DON KNOW/ST ON WEB/REI
One of the worst things a person could do is hurt a defenseless animal.	10	4	3	3	68	10	16	41	22
Justice is the most important requirement for a society.	9	1	2	5	70	17	28	25	22
People should be loyal to their family members, even when they have done something wrong.	36	11	11	14	43	16	16	11	22
Men and women each have different roles to play in society.	29	11	10	8	49	18	17	14	22

									DOMESTIC KNOW/STAY ON WEB/REVIEW
AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	
I would call some acts wrong on the grounds that they are unnatural.	28	8	9	11	50	21	17	12	22
<i>N = 2,727</i>									

AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DO KNOW/SE C WEB/RE
The powerful need to be monitored or they will be inclined to abuse their power	8	1	2	5	70	15	21	34	2
It's important to put some trust in authority figures so they can do their jobs	9	2	3	5	68	24	30	14	2

N = 2,727

AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DO KNOW/£ C WEB/RE
It's vital that the public know what government leaders are doing and saying each day	12	1	3	8	66	17	24	24	2
Leaders need to be able to do some things behind closed doors to fulfill their duties	27	8	8	11	50	23	17	10	2
The more facts people have, the more likely it is they will get to the truth	7	1	2	4	71	15	26	30	2
A lot of the time you know enough about something and more facts don't help	48	14	16	18	31	15	12	4	2

AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DO KNOW/EN C WEB/RE
For most things, knowing what's true is a matter of gathering evidence and proof	4	*	1	3	74	13	29	31	2
For a lot of things that matter, facts only get you so far	30	9	9	13	48	22	20	6	2
A society should be judged by how it treats its least fortunate	13	2	3	8	65	20	22	23	2
Sometimes favoring the least fortunate doesn't actually help them	26	6	8	13	52	24	19	10	2
It's important to offer a voice to the voiceless	4	1	1	3	74	13	24	37	2

$N = 2,727$

									DO NOT KNOW/SEEN ON TV/WEB/RECORD
AP-NORC 10/22/2019- 11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	
On balance, it's usually better for the public to know than for things to be kept secret	9	1	2	6	69	18	27	25	2
Sometimes the need to keep a secret outweighs the public's right to know	29	9	9	11	49	24	16	9	2
Transparency is usually the best cure for what's wrong in the world	15	3	3	9	63	23	23	18	2
Most problems can be addressed without putting embarrassing facts out in the open	22	4	6	11	57	23	22	12	2
N = 2,727									

VALUE1A Q1. Mayor directed city contracts to family members for years

How likely are you to pay attention to a news story like this?

If least somewhat likely in VALUE1A Q1

[ITEMS RANDOMIZED]

AP-NORC	Top	Extremely	Very	Somewhat	Bot	Not	Not	DON'T
10/22/2019-11/15/2019	NET	well	well	well	NET	too	well	KNOW/SKIPPED
						well	at	ON
							all	WEB/REFUSED
I often talk about stories like this with my friends or family	48	19	28	34	18	13	5	1
Stories like this are important for people to know	78	47	31	18	4	3	1	1
N = 1,167								

VALUE1AQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	37	16	21	22	39	16	23	1
Stories like this seem unimportant and not worth my time	31	12	19	26	43	27	16	-
I think stories like this are often exaggerated or even made up	16	11	6	24	59	41	18	-
N = 149								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not	Not	DON'T	
						too	well	KNOW/SKIPPED	
						well	at	ON	
							all	WEB/REFUSED	
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	31	13	18	33	36	20	16	*	
N = 149									

VALUE1B_Q1. Plainview mayor and councilwoman used city resources to carry on affair, emails show

The mayor misused security resources and manipulated low-level staff to pursue an affair with a Councilwoman, including at City Hall, according to records obtained by reporters.
How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	20
Very likely	26
Somewhat likely	28
Not very likely	13
SKIPPED/REFUSED	14
N = 1,373	

If least somewhat likely in VALUE1B_Q1

VALUE1BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	38	12	25	33	29	22	7	*
Stories like this are important for people to know	55	26	30	30	14	11	3	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	15	5	10	18	66	24	41	1
Stories like this make me want to learn more	51	18	33	32	16	12	5	1
These kinds of stories make me angry and I want to know the details	50	22	27	34	17	12	4	*
N = 1,022								

						Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET			
I don't often talk about stories like this with my friends or family	43	25	18	18	38	18	20	1
N = 308								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not well at all		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well		
Stories like this seem unimportant and not worth my time	43	22	22	24	32	18	15	-
I think stories like this are often exaggerated or even made up	26	11	15	26	48	29	19	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	36	16	20	25	38	22	17	1
<i>N</i> = 308								

VALUE1C_Q1. City Council discusses plan to significantly alter historic downtown

The city council heard heated debates Tuesday about plans to renovate the downtown in a way that would dramatically alter the historic district, but also add open space to the city that environmentalists have advocated.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	17
Very likely	26
Somewhat likely	33
Not very likely	13
SKIPPED/REFUSED	11
<i>N</i> = 1,365	

If least somewhat likely in VALUE1C_Q1

VALUE1CQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	39	12	26	37	24	19	5	*
Stories like this are important for people to know	61	23	38	32	7	6	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	23	7	17	33	44	28	16	*
Stories like this make me want to learn more	58	22	35	34	8	7	1	1
These kinds of stories make me angry and I want to know the details	28	12	16	29	42	27	15	*
N = 1,050								

If not too well or not well at all in VALUE1C_Q1

VALUE1CQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	38	20	18	21	41	19	22	-
Stories like this seem unimportant and not worth my time	37	17	20	32	30	18	12	1
I think stories like this are often exaggerated or even made up	14	6	7	27	59	35	24	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	19	9	10	29	51	28	23	1
N = 281								

VALUE1D_Q1. City Council considers budget cuts to animal shelter despite reports of unsafe conditions

The city council heard heated arguments Tuesday about plans to cut spending for the city's main animal shelter in order to reduce the budget deficit even after new reports earlier in the week that a lack of funding is leading to unsafe conditions for the animals.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	27
Very likely	25
Somewhat likely	27
N = 1,356	

	AP-NORC 10/22/2019-11/15/2019
Not very likely	12
SKIPPED/REFUSED	9

N = 1,356

If least somewhat likely in VALUE1D_Q1

VALUE1DQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	42	19	23	34	24	18	7	*
Stories like this are important for people to know	67	32	35	27	6	5	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	19	9	10	21	60	23	37	*
Stories like this make me want to learn more	62	29	33	30	7	6	1	*
These kinds of stories make me angry and I want to know the details	61	33	28	26	12	9	3	*

N = 1,064

If not too well or not well at all in VALUE1D_Q1

VALUE1DQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	40	22	18	25	33	20	13	2
Stories like this seem unimportant and not worth my time	27	11	16	35	35	23	12	3
I think stories like this are often exaggerated or even made up	16	6	10	27	56	35	21	2
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	19	6	12	31	49	31	17	2
N = 256								

VALUE2A_Q1. New study shows planet warming much faster than previously estimated, leaving coastal communities at risk

A new study by an international group of climate scientists finds that global temperature change is accelerating at nearly double the rate the same group estimated three years earlier, putting seaside communities at far greater risks than planned for.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	29
Very likely	22
Somewhat likely	24
Not very likely	13
SKIPPED/REFUSED	12
<i>N</i> = 1,360	

If least somewhat likely in VALUE2A_Q1

VALUE2AQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	46	20	26	32	21	17	5	*
Stories like this are important for people to know	71	43	29	23	6	5	1	-
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	19	8	12	22	59	27	32	*
Stories like this make me want to learn more	66	36	30	27	7	6	1	*

N = 1,013

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
These kinds of stories make me angry and I want to know the details	44	20	24	31	24	16	8	1
N = 1,013								

If not too well or not well at all in VALUE2A Q1

VALUE2AQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	43	21	22	21	35	19	16	1
Stories like this seem unimportant and not worth my time	41	18	23	26	32	21	11	*
I think stories like this are often exaggerated or even made up	51	31	19	22	27	17	10	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	37	17	20	26	37	22	14	1

N = 317

Newly released data on consumer spending, tax collection and household income shows that the region is booming, but city polices are benefitting some neighborhoods more than others.

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	14
Very likely	24
Somewhat likely	35
Not very likely	15
SKIPPED/REFUSED	12
<i>N</i> = 1,373	

VALUE2BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
I often talk about stories like this with my friends or family	35	11	25	39	26	18	7	*
<i>N = 1,011</i>								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
Stories like this are important for people to know	57	22	35	35	7	6	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	20	5	15	27	53	31	21	*
Stories like this make me want to learn more	49	16	33	40	10	8	2	*
These kinds of stories make me angry and I want to know the details	34	11	23	36	29	21	8	*

N = 1,011

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	well at all	
I think stories like this are often exaggerated or even made up	28	11	17	23	48	29	19	2
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	24	9	16	28	46	26	20	1
N = 316								

VALUE2C_Q1. Governor says ‘petty’ criticism of his statements on air quality misses ‘larger’ truth of what he said

The governor disputed criticisms from fact checkers that he exaggerated how much his policies have improved the state’s air quality, arguing that he was “substantially right” about the “larger truth” and dismissing the stories as “people looking to criticize any progress the state has made.”

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	10
Very likely	21
Somewhat likely	31
Not very likely	22
SKIPPED/REFUSED	15
N = 1,365	

If least somewhat likely in VALUE2C_Q1

VALUE2CQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not well		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	at all	
I often talk about stories like this with my friends or family	31	11	20	39	30	23	8	*
Stories like this are important for people to know	57	20	37	35	8	7	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	16	5	12	28	56	32	24	-
Stories like this make me want to learn more	51	17	34	37	12	11	1	*
These kinds of stories make me angry and I want to know the details	36	13	23	39	25	19	6	*
N = 857								

If not too well or not well at all in VALUE2C_Q1
VALUE2CQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	44	22	23	24	30	17	13	1
Stories like this seem unimportant and not worth my time	35	14	21	32	31	21	10	2
I think stories like this are often exaggerated or even made up	33	13	20	30	37	25	12	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	32	12	20	31	36	24	12	1
N = 462								

VALUE2D_Q1. Ambassador says statistics prove U.S. has done more than rivals to reduce pollution and improve worker safety worldwide

An American diplomat, citing statistics from the World Bank, argued yesterday that America has made greater strides in mitigating pollution and improving working conditions than both Russia and China.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	14
Very likely	26
Somewhat likely	32
N = 1,356	

AP-NORC 10/22/2019-11/15/2019	
Not very likely	16
SKIPPED/REFUSED	11

N = 1,356

If least somewhat likely in VALUE2D_Q1

VALUE2DQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	31	9	22	39	30	21	9	*
Stories like this are important for people to know	60	22	38	32	7	5	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	35	11	24	38	26	18	9	1
Stories like this make me want to learn more	52	18	35	37	9	8	1	1
These kinds of stories make me angry and I want to know the details	20	7	12	28	52	30	22	*

N = 990

If not too well or not well at all in VALUE2D_Q1

VALUE2DQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	44	23	21	16	40	22	18	*
Stories like this seem unimportant and not worth my time	32	12	19	28	40	26	13	1
I think stories like this are often exaggerated or even made up	27	13	14	29	44	30	14	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	22	10	12	27	50	31	19	*
N = 334								

VALUE3A_Q1. Homeless face growing challenges as city's economy booms

Homeless residents are increasingly ending up in local emergency rooms as they are finding fewer places to take shelter from the heat and cold. The report comes as the city's vacant buildings are being replaced by new office buildings and condominiums.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	20
Very likely	28
Somewhat likely	34
Not very likely	12
SKIPPED/REFUSED	7

If least somewhat likely in VALUE3A_Q1

VALUE3AQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	37	14	23	35	27	20	7	1
Stories like this are important for people to know	64	30	34	30	6	5	1	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	18	7	11	21	60	27	33	1
Stories like this make me want to learn more	54	23	31	36	10	9	1	1

N = 1,097

							Not too well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	6	1
These kinds of stories make me angry and I want to know the details	46	20	26	33	21	15	6	1
<i>N = 1,097</i>								

If not too well or not well at all in VALUE3A Q1

VALUE3AQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	34	16	18	31	36	21	15	-
Stories like this seem unimportant and not worth my time	21	7	15	28	51	36	15	-
I think stories like this are often exaggerated or even made up	22	9	13	21	57	34	23	-
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	21	9	12	27	51	34	17	1

N = 230

After the elementary school ran out of textbooks for its special education classes and was forced to have some students purchase them on their own, a local nonprofit is looking to help make sure students do not have to pay for textbooks that others received for free.

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	24
Very likely	29
Somewhat likely	28
Not very likely	10
SKIPPED/REFUSED	9
<i>N</i> = 1,373	

VALUE3BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
<hr/>								
<i>N = 1,112</i>								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	41	15	26	36	23	18	6	*
Stories like this are important for people to know	68	30	38	27	5	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	53	22	31	28	18	10	8	1
Stories like this make me want to learn more	59	24	35	31	9	8	1	1
These kinds of stories make me angry and I want to know the details	32	14	18	26	41	19	22	*
N = 1,112								

						Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET			
I don't often talk about stories like this with my friends or family	41	19	22	18	41	21	20	*
N = 222								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	well at all	
Stories like this seem unimportant and not worth my time	25	13	12	30	44	32	12	1
I think stories like this are often exaggerated or even made up	15	8	7	20	64	36	28	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	11	6	5	27	61	34	27	*
N = 222								

VALUE3C_Q1. Citizens group demands resignation of police officer who shot local youth, accuses police chief of racism

The Downtown Rights Committee yesterday demanded that the mayor fire a police officer who mistakenly shot and killed a local youth last month and criticized the police chief's defense of the officer as "a blatant case of white officials protecting white officers."

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	31
Very likely	30
Somewhat likely	25
Not very likely	7
SKIPPED/REFUSED	7
N = 1,365	

If least somewhat likely in VALUE3C_Q1

VALUE3CQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	46	19	27	33	20	14	6	1
Stories like this are important for people to know	69	39	30	24	6	5	1	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	13	6	7	14	72	25	48	1
Stories like this make me want to learn more	64	31	33	26	8	7	2	1
These kinds of stories make me angry and I want to know the details	63	33	30	27	9	8	2	1
N = 1,165								

If not too well or not well at all in VALUE3C_Q1

VALUE3CQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	39	25	14	23	38	21	17	1
Stories like this seem unimportant and not worth my time	27	15	12	23	50	28	22	1
I think stories like this are often exaggerated or even made up	32	15	17	24	43	24	19	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	32	12	20	31	36	24	12	1
N = 164								

VALUE3D_Q1. Local woman makes it her mission to eradicate cockroach infestation in the city's poorest neighborhoods

After discovering a severe cockroach problem has been devastating the city's poorest neighborhoods, one resident took it upon herself to help those who couldn't afford to eradicate their homes of the infestation.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	19
Very likely	25
Somewhat likely	30
N = 1,356	

	AP-NORC 10/22/2019-11/15/2019
Not very likely	15
SKIPPED/REFUSED	11

N = 1,356

If least somewhat likely in VALUE3D_Q1

VALUE3DQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	34	13	21	33	33	22	10	*
Stories like this are important for people to know	57	22	34	33	10	8	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	50	19	31	30	19	13	6	1
Stories like this make me want to learn more	50	18	32	37	13	10	3	*
These kinds of stories make me angry and I want to know the details	27	9	18	24	49	23	26	*
N = 1,012								

If not too well or not well at all in VALUE3D_Q1

VALUE3DQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	38	22	15	21	40	20	20	1
Stories like this seem unimportant and not worth my time	31	16	16	29	39	24	15	1
I think stories like this are often exaggerated or even made up	22	11	11	26	51	28	23	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	17	8	9	22	60	34	26	1
N = 312								

VALUE4A_Q1. Greenville has many fewer parks than neighboring communities

Greenville has significantly fewer parks than similarly sized communities in its region, and the problem is worsening, according to a new study by independent researchers.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	6
Very likely	13
Somewhat likely	28
Not very likely	29
SKIPPED/REFUSED	24

N = 1,360

If least somewhat likely in VALUE4A_Q1

VALUE4AQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	32	9	23	37	30	22	8	*
Stories like this are important for people to know	44	17	27	45	10	10	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	20	6	13	30	49	28	21	1
Stories like this make me want to learn more	38	12	26	46	15	12	3	1

N = 635

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
These kinds of stories make me angry and I want to know the details	26	9	16	41	32	24	9	1
N = 635								

If not too well or not well at all in VALUE4A Q1

VALUE4AQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	41	21	20	19	40	20	20	*
Stories like this seem unimportant and not worth my time	35	16	19	33	30	20	11	1
I think stories like this are often exaggerated or even made up	15	5	10	20	64	36	29	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	14	4	10	21	63	35	28	1

N = 682

The large crowds that attend Middleton's Chesterton's annual summer festival leave behind trash that covers the city in filth for weeks, but a local group has proposed a plan to improve the festival with a better strategy for waste disposal.

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	12
Very likely	23
Somewhat likely	35
Not very likely	16
SKIPPED/REFUSED	13
<i>N</i> = 1,373	

VALUE4BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
I often talk about stories like this with my friends or family	28	9	20	39	32	25	7	*
N = 962								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
Stories like this are important for people to know	54	19	35	38	8	6	2	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	40	13	27	40	19	13	7	*
Stories like this make me want to learn more	48	15	33	39	13	10	2	*
These kinds of stories make me angry and I want to know the details	24	8	16	26	50	25	25	*

N = 962

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not	Not	DON'T
						too	well	KNOW/SKIPPED ON WEB/REFUSED
I think stories like this are often exaggerated or even made up	12	6	6	21	66	36	at all	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	17	7	9	20	62	34	28	1
N = 373								

VALUE4C_Q1. Community celebrates Sister Mary Ellen for 60 years of “amazing grace” with orphaned children

Mary Ellen Cafferty, a Catholic nun, retired this week from St. Francis School in Springview after teaching 10,000 orphaned children, more than half of whom went on to college.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	14
Very likely	25
Somewhat likely	33
Not very likely	15
SKIPPED/REFUSED	13
N = 1,365	

If least somewhat likely in VALUE4C_Q1

VALUE4CQ2. How well does each of the following statements describe why you

would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	32	12	21	38	29	22	8	*
Stories like this are important for people to know	58	22	36	34	8	6	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	68	33	35	26	6	4	2	*
Stories like this make me want to learn more	44	16	28	41	15	12	3	1
These kinds of stories make me angry and I want to know the details	13	4	8	12	75	15	60	1
N = 975								

If not too well or not well at all in VALUE4C_Q1

VALUE4CQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
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AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	well at all	
I don't often talk about stories like this with my friends or family	43	27	17	22	35	16	19	*
Stories like this seem unimportant and not worth my time	32	17	15	29	39	26	12	*
I think stories like this are often exaggerated or even made up	10	4	5	19	70	37	33	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	11	6	5	19	69	32	37	1
<i>N</i> = 351								

VALUE4D_Q1. Legendary local coach turned down offers from big-time schools

This fall Coach Matt Hazeltine begins his 30th season with the Fairfield women's soccer team. In a new interview, he says he turned down offers to coach Division 1 college teams, saying "nothing ever could feel as home as Fairfield and this community."

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	8
Very likely	15
Somewhat likely	29
Not very likely	23
<i>N</i> = 1,356	

AP-NORC 10/22/2019-11/15/2019	
SKIPPED/REFUSED	25
N = 1,356	

If least somewhat likely in VALUE4D_Q1

VALUE4DQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	31	9	22	36	33	23	10	*
Stories like this are important for people to know	41	14	26	41	18	14	4	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	54	21	33	36	9	7	2	1
Stories like this make me want to learn more	37	11	25	40	22	17	5	1
These kinds of stories make me angry and I want to know the details	15	6	9	19	66	19	46	1
N = 697								

If not too well or not well at all in VALUE4D_Q1

VALUE4DQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not well		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	at all	
I don't often talk about stories like this with my friends or family	52	32	20	14	34	16	18	*
Stories like this seem unimportant and not worth my time	51	28	23	24	25	15	10	1
I think stories like this are often exaggerated or even made up	10	5	5	20	69	36	33	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	16	8	7	18	66	32	34	*
N = 621								

VALUE5A_Q1. How police are using facial recognition to solve crimes

The city’s police department is now matching pictures from social media platforms with its new facial recognition software to identify suspects in crimes in Fairview township, but some argue it sets a dangerous precedent.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019
N = 1,360

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	27
Very likely	33
Somewhat likely	27
Not very likely	7
SKIPPED/REFUSED	6

N = 1,360

If least somewhat likely in VALUE5A_Q1

VALUE5AQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	42	17	25	33	25	19	6	*
Stories like this are important for people to know	68	32	36	27	5	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	26	9	17	30	44	25	19	1
Stories like this make me want to learn more	66	31	36	27	6	4	1	1

N = 1,179

							Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET				
These kinds of stories make me angry and I want to know the details	26	12	14	27	47	28	19		*
<i>N = 1,179</i>									

[ITEMS RANDOMIZED]

Local restaurants on average are performing worse on health and safety requirements than those in nearly all state towns, but the mayor contends that's because the town's inspection standards are higher.

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	21
Very likely	26
Somewhat likely	30
Not very likely	12
SKIPPED/REFUSED	11
<i>N = 1,373</i>	

VALUE5BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

							Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET				
I often talk about stories like this with my friends or family	42	15	27	34	24	18	6		*
N = 1,069									

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
Stories like this are important for people to know	69	32	37	26	5	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	17	6	12	23	60	31	29	*
Stories like this make me want to learn more	57	23	34	34	8	6	2	1
These kinds of stories make me angry and I want to know the details	39	15	24	36	25	19	6	1
N = 1,069								

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	well at all	
I think stories like this are often exaggerated or even made up	14	4	10	29	58	35	22	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	17	5	12	26	56	36	21	*
N = 261								

VALUE5C_Q1. Churches sharing more personal and professional information about their leaders

A growing number of churches are beginning to make publicly available the personal and professional records of their leaders, including any complaints against them.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	14
Very likely	25
Somewhat likely	29
Not very likely	18
SKIPPED/REFUSED	13
N = 1,365	

If least somewhat likely in VALUE5C_Q1

VALUE5CQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	31	10	21	34	33	23	10	1
Stories like this are important for people to know	54	20	34	37	9	7	2	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	21	7	14	32	46	25	21	1
Stories like this make me want to learn more	46	15	30	40	14	12	2	1
These kinds of stories make me angry and I want to know the details	26	10	17	32	41	26	15	*

N = 944

If not too well or not well at all in VALUE5C_Q1

VALUE5CQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

							Not well	DON'T KNOW/SKIPPED ON WEB/REFUSED
AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	too well	at all	
<i>N</i> = 382								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not	Not	DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	well at all	
I don't often talk about stories like this with my friends or family	49	21	28	18	31	16	15	1
Stories like this seem unimportant and not worth my time	43	19	24	26	30	20	10	1
I think stories like this are often exaggerated or even made up	22	9	14	28	49	30	19	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	25	10	15	30	44	27	17	1
<i>N</i> = 382								

VALUE5D_Q1. Middleton teen builds website revealing how much every household pays in taxes

A Middleton high-schooler is working to develop a website that would publicize how much everyone pays in local taxes.

How likely are you to pay attention to a news story like this?

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	15
Very likely	23
Somewhat likely	28
Not very likely	20
<i>N</i> = 1,356	

AP-NORC 10/22/2019-11/15/2019	
SKIPPED/REFUSED	14
N = 1,356	

If least somewhat likely in VALUE5D_Q1

VALUE5DQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	37	11	26	33	30	20	10	*
Stories like this are important for people to know	51	20	31	34	14	11	4	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	28	9	19	30	41	24	18	1
Stories like this make me want to learn more	52	20	32	37	10	8	2	1
These kinds of stories make me angry and I want to know the details	27	10	17	31	41	22	19	1
N = 890								

If not too well or not well at all in VALUE5D_Q1

VALUE5DQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not well		DON'T KNOW/SKIPPED ON WEB/REFUSED
						too well	at all	
I don't often talk about stories like this with my friends or family	40	19	21	21	39	22	17	*
Stories like this seem unimportant and not worth my time	36	16	20	30	33	23	10	*
I think stories like this are often exaggerated or even made up	19	6	13	26	55	35	20	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	24	7	18	21	55	34	21	*
N = 413								

Q6. Next, how trustworthy do you think the news media in general is?

AP-NORC 10/22/2019-11/15/2019	
Top NET	43
Very trustworthy	8
Bot NET	57
Somewhat trustworthy	35
N = 2,727	

AP-NORC 10/22/2019-11/15/2019	
Neither trustworthy nor untrustworthy	22
Somewhat untrustworthy	19
SKIPPED/REFUSED	16
<i>N</i> = 2,727	

Q7. Would you say the news from the media is...?

AP-NORC 10/22/2019-11/15/2019	
Very accurate	9
Somewhat accurate	59
Not too accurate	24
SKIPPED/REFUSED	8
<i>N</i> = 2,727	

Q8A. Here is a pair of opposite phrases. Which phrase do you feel better describes news media?

Would you say the news media...?

AP-NORC 10/22/2019-11/15/2019	
Care about people like me	21
Don't care about people like me	36
SKIPPED/REFUSED	42
<i>N</i> = 2,727	

Q8B. Here is a pair of opposite phrases. Which phrase do you feel better describes news media?

Would you say the news media...?

AP-NORC 10/22/2019-11/15/2019	
Are willing to admit their mistakes	25
Try to cover up their mistakes	59
SKIPPED/REFUSED	16
<i>N = 2,727</i>	

Q8C. Here is a pair of opposite phrases. Which phrase do you feel better describes news media?

Would you say the news media...?

AP-NORC 10/22/2019-11/15/2019	
Are moral	19
Are immoral	29
SKIPPED/REFUSED	52
<i>N = 2,727</i>	

Q8D. Here is a pair of opposite phrases. Which phrase do you feel better describes news media?

Would you say the news media...?

AP-NORC 10/22/2019-11/15/2019	

AP-NORC 10/22/2019-11/15/2019	
Protect democracy	30
Hurt democracy	30
SKIPPED/REFUSED	39
<i>N</i> = 2,727	

PID7. PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?

If Democrat:

PIDA. Do you consider yourself a strong or moderate Democrat?

If Republican:

PIDB. Do you consider yourself a strong or moderate Republican?

If independent, none of these, don't know, skipped, or refused:

PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

AP-NORC 10/22/2019-11/15/2019	
Top NET	44
Strong Democrat	16
Moderate Democrat	17
Lean Democrat	11
Don't Lean	20
Bot NET	36
Lean Republican	10
<i>N</i> = 2,727	

AP-NORC 10/22/2019-11/15/2019	
Moderate Republican	14
Strong Republican	12
<i>N</i> = 2,727	

IDEO. D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself:

If conservative:

D5. Do you consider yourself:

If moderate, don't know, skipped, or refused:

D6. Do you consider yourself:

Combines D3, D4, D5, and D6. IDEO. ideo

AP-NORC 10/22/2019-11/15/2019	
Top NET	32
Very liberal	10
Somewhat liberal	13
Lean liberal	9
Neither liberal nor conservative	27
Lean Conservative	10
Bot NET	31
Somewhat conservative	19
<i>N</i> = 2,727	

AP-NORC 10/22/2019-11/15/2019	
Very conservative	11
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
<i>N</i> = 2,727	

DM5. How would you describe the community you live in now?

AP-NORC 10/22/2019-11/15/2019	
Urban	23
Suburban	46
SKIPPED/REFUSED	31
<i>N</i> = 2,727	

R1. How important is religion in your life?

AP-NORC 10/22/2019-11/15/2019	
Not at all important	18
Not very important	14
Somewhat important	23
Very important	21
SKIPPED/REFUSED	23
<i>N</i> = 2,727	

REL2. How often do you attend religious services?

AP-NORC 10/22/2019-11/15/2019	
Top NET	55
Never	31
Less than once per year	14
About once or twice a year	10
Several times a year	11
Bot NET	15
About once a month	5
2-3 times a month	5
Nearly every week	6
Every week	13
SKIPPED/REFUSED	5
<i>N = 1,034</i>	

Study Methodology

This study was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press NORC Center for Public Affairs Research. The study was funded by API. Staff from API and The AP NORC Center collaborated on all aspects of the study.

Interviews were conducted between November 22nd, and December 15, 2019, with 2,727 adults age 18 and older representing the 50 states and the District of Columbia.

The survey combined interviews from both probability and nonprobability sample sources. The probability interviews were conducted using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population, and nonprobability interviews were provided by Dynata, an opt-in panel.

During the initial recruitment phase of the AmeriSpeak Panel, randomly selected U.S. households were sampled with a known, non-zero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face-to-face). The panel provides sample coverage of approximately 97% of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Panel members were randomly drawn from AmeriSpeak, and 1,707 completed the survey. Interviews were conducted online. Interviews were conducted in English. The final stage completion rate is 26.8%, the weighted household panel response rate is 24.1%, and the weighted household panel retention rate is 85.6%, for a cumulative response rate of 5.5%.

Dynata provided 1,020 nonprobability interviews. The Dynata sample was derived based on quotas related to age, race and ethnicity, and gender. Interviews were conducted in English and via the web only. For panel recruitment, Dynata uses invitations of all types including email invitations, phone alerts, banners, and messaging on panel community sites to include people with a diversity of motivations to take part in research. Because nonprobability panels do not start with a frame where there is a known probability of selection, standard measures of sampling error and response rates cannot be calculated.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a raking process is used to adjust for any survey nonresponse in the probability sample as well as any noncoverage or under- and oversampling in both probability and nonprobability samples resulting from the study-specific sample design. Raking variables for both the probability and nonprobability samples included age, gender, census division, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2019 American Community Survey (ACS). The weighted data reflect the U.S. population of adults age 18 or older.

In order to incorporate the nonprobability sample with the probability sample, NORC used TrueNorth®, a calibration approach developed at NORC that features small domain estimation methods to account for potential bias associated with the nonprobability sample. The purpose of TrueNorth calibration is to adjust the weights for the nonprobability sample so as to bring weighted distributions of the nonprobability sample in line with the population distribution for characteristics correlated with the survey variables. Such calibration adjustments help to reduce potential bias, yielding more accurate population estimates.

A small domain model was used with the combined samples to generate estimates at the domain level, where the domains were defined by race/ethnicity, age, and gender. The dependent variables for the models were key survey variables derived from a gradient boosted tree model, and the small domain model included covariates and domain-level random effects. The covariates were external data available from other national surveys such as health insurance, internet access, and housing type from the ACS. The final combined AmeriSpeak and nonprobability sample weights were derived so the weighted estimates of the combined sample were consistent with the small domain model estimates derived for key survey variables.

Respondents who skipped all of MFT1, MFT2, or JVALUE were coded as missing to better the data quality for analysis.

The overall margin of error for the sample is +/- 2.3 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups. Although there is no statistically agreed upon approach for calculating margins of error for nonprobability samples, these margins of error were estimated using a calculation called the root mean squared

error, along with other statistical adjustments. A mean square error is a measure of uncertainty that incorporates the variability associated with the estimates, as well as the bias associated with the estimates derived from a nonprobability sample.

For more information, email info@norc.org