



# **Partisanship and the Media: Personal Politics Affect Where People Go, What They Trust, and Whether They Pay**

**Conducted by the Media Insight Project**

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

## **Paying for News: Why People Subscribe and What it Says About the Future of Journalism**

*Interviews: 2/16-3/20/2017*

*2,199 adults*

*Margin of error: +/- 2.7 percentage points at the 95% confidence level among all adults*

## **'My' Media Versus 'The' Media: Trust in News Depends on Which News Media You Mean**

*Interviews: 3/8-27/2017*

*2,036 adults*

*Margin of error: +/- 3.0 percentage points at the 95% confidence level among all adults*

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

## Paying for News: Why People Subscribe and What it Says About the Future of Journalism<sup>1</sup>

### Technology

We would like to start by asking you about how you use technology.

**Q1. Do you use the Internet or email for any purpose, or not?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Yes	94	93	93	96
No	6	7	6	4
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	*	-	*	*
N=	2,199	799	866	534

**Q2. Next, do you own a cellphone, or not?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Yes	96	97	96	97
No	3	3	4	2
DON'T KNOW	*	*	-	-
SKIPPED ON WEB/REFUSED	*	*	*	1
N=	2,199	799	866	534

<sup>1</sup> Questions from the original study not used in this report are not presented here. A full topline for the original “Paying for News” study, without partisan breakdowns, can be found at: [http://www.mediainsight.org/PDFs/Pay%20for%20News/PayforNewsTopline\\_Final.pdf](http://www.mediainsight.org/PDFs/Pay%20for%20News/PayforNewsTopline_Final.pdf).

PARTISANSHIP AND THE MEDIA: PERSONAL POLITICS AFFECT WHERE PEOPLE GO, WHAT THEY TRUST, AND WHETHER THEY PAY

*If yes in Q2*

**Q3. Do you own a cellphone that connects to the Internet, or does your phone only receive calls and text messages?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Cellphone connects to the internet	86	85	87	86
Cellphone only receives calls and text messages	14	14	13	14
DON'T KNOW	*	*	*	-
SKIPPED ON WEB/REFUSED	*	*	*	-
N=	2,098	758	827	513

**Q4. Do you own or use a tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab, or not?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Yes	60	59	58	67
No	40	41	42	33
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	*	-	*	-
N=	2,199	799	866	534

## Following News

Now we have some questions about news and information. By news and information, we mean the information that you use to understand the world around you. This can include sports, traffic, weather, current events, stocks, politics, lifestyle, entertainment, or any other kinds of news or information that you need to understand the world around you.

Q6. How often do you watch, read, or hear news? Again, by news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means.

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>More than once a day NET</b>	<b>67</b>	<b>72</b>	<b>61</b>	<b>71</b>
Several times an hour	7	7	6	8
Several times a day	61	65	56	63
<b>Once a day</b>	<b>18</b>	<b>16</b>	<b>21</b>	<b>17</b>
<b>Less than once a day NET</b>	<b>15</b>	<b>13</b>	<b>17</b>	<b>12</b>
Several times a week	6	6	7	6
Weekly	3	2	3	3
Less often	5	5	6	3
Never	1	*	1	1
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	*	-	*	-
N=	2,199	799	866	534

**Q7. How important is it to you personally to keep up with news and information?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Not very/Not at all important NET</b>	<b>11</b>	<b>7</b>	<b>14</b>	<b>11</b>
Not very important	2	1	2	3
3Not at all important	9	5	12	8
<b>Moderately important</b>	<b>40</b>	<b>36</b>	<b>43</b>	<b>41</b>
<b>Extremely/Very important NET</b>	<b>49</b>	<b>57</b>	<b>43</b>	<b>48</b>
Very important	37	44	32	36
Extremely important	12	14	11	12
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-	-
N=	2,199	799	866	534

**QTopic.** Here are some common news and information topics. Which of these news topics do you follow most often or closely? Please select up to three of the following:

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
National politics or government	57	61	50	64
Traffic and weather	55	51	54	64
Crime and public safety	27	25	28	29
Sports	24	24	22	27
Local politics or government	14	15	12	13
Science and technology	13	14	16	9
Healthcare and medical information	10	10	12	7
My particular town or neighborhood	17	16	17	19
Social issues like abortion, race, and gay rights	7	11	6	5
Foreign or international news	9	10	11	8
Business and the economy	9	8	10	10
The environment and natural disasters	6	7	8	4
Schools and education	7	7	7	5
My hobbies	10	9	13	8
Lifestyle topics such as food, beauty, exercise, or parenting	7	8	7	6
Entertainment and celebrities	9	10	8	9
Art and culture	2	3	2	1
DON'T KNOW	*	*	*	-
SKIPPED ON WEB/REFUSED	*	*	*	*
N=	2,199	799	866	534

**Q8. Choose the statement that best describes you, even if it is not exactly right. In general...**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
I actively seek out news and information	63	68	57	65
I mostly bump into news and information as I do other things or hear about it from others	36	32	42	33
DON'T KNOW	*	*	*	-
SKIPPED ON WEB/REFUSED	1	*	1	1
N=	2,199	799	866	534

**Q9. Here are some different devices or technology that you might or might not use to get news and information.**

**Did you use each device or technology to get news and information in the last week, or did you not?**

**All adults**

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
A television (N=2,199)	82	18	-	1
<i>If yes to Q4</i> A tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab (N=1,323)	63	35	-	2
A desktop or laptop computer (N=2,199)	65	33	-	2
A radio (N=2,199)	60	38	*	3
Paper versions of print publications such as newspapers or magazines (N=2,199)	42	57	-	1
<i>If yes to Q3</i> A cellphone (N=1,796)	85	14	-	1
An E-reader, such as a Kindle or Sony Reader (N=2,199)	8	90	-	2



Q9 continued...

Democrats

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
A television (N=799)	84	16	-	*
<i>If yes to Q4</i> A tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab (N=471)	66	32	-	2
A desktop or laptop computer (N=799)	66	32	-	2
A radio (N=799)	57	40	-	3
Paper versions of print publications such as newspapers or magazines (N=799)	47	52	-	1
<i>If yes to Q3</i> A cellphone (N=656)	86	13	-	1
An E-reader, such as a Kindle or Sony Reader (N=799)	10	87	-	3

Q9 continued...

Independents

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
A television (N=866)	78	21	-	1
<i>If yes to Q4</i> A tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab (N=512)	62	35	-	2
A desktop or laptop computer (N=866)	63	35	-	2
A radio (N=866)	59	39	*	3
Paper versions of print publications such as newspapers or magazines (N=866)	37	61	-	1
<i>If yes to Q3</i> A cellphone (N=705)	85	14	-	1
An E-reader, such as a Kindle or Sony Reader (N=866)	8	90	-	2

Q9 continued...

Republicans

AP-NORC 2/16-3/20/2017	Yes	No	DK	SKP/ REF
A television (N=534)	85	15	-	*
<i>If yes to Q4</i> A tablet, such as an iPad, Microsoft Surface, Amazon Fire, or GalaxyTab (N=340)	62	37	-	2
A desktop or laptop computer (N=534)	65	33	-	2
A radio (N=534)	65	33	-	2
Paper versions of print publications such as newspapers or magazines (N=534)	43	56	-	*
<i>If yes to Q3</i> A cellphone (N=435)	84	15	-	1
An E-reader, such as a Kindle or Sony Reader (N=534)	6	92	-	2

**Q10. These days many people get their news and information from social media. Do you ever get any news from...?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Facebook	60	63	56	61
Twitter	15	17	13	13
Reddit	6	6	7	5
Instagram	14	18	12	12
Snapchat	10	11	9	8
YouTube	36	38	37	32
LinkedIn	10	10	11	10
Other social or chat platforms	10	11	12	6
N=	2,199	799	866	534

**Q5. People use news for many reasons. When it comes to the biggest reasons you use news, how important to you is it that it...?**

**All adults**

**[ITEMS RANDOMIZED]**

AP-NORC 2/16-3/20/2017	<b>Extremely/ Very impt. NET</b>	Extremely impt.	Very impt.	<b>Somewhat impt.</b>	<b>Not very/not at all impt. NET</b>	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	<b>35</b>	7	28	<b>43</b>	<b>22</b>	15	7	*	*
Helps me find places to go and things to do.	<b>24</b>	4	19	<b>43</b>	<b>33</b>	23	10	*	*
Helps me care for myself or my family.	<b>42</b>	11	31	<b>39</b>	<b>19</b>	12	6	*	*
Helps me save or manage my money.	<b>30</b>	8	22	<b>38</b>	<b>32</b>	21	11	*	*
Is enjoyable or entertaining.	<b>28</b>	5	23	<b>47</b>	<b>24</b>	16	8	*	*
Helps me stay informed to be a better citizen.	<b>54</b>	15	39	<b>33</b>	<b>12</b>	8	4	*	*
Helps me decide where I stand on things.	<b>39</b>	9	30	<b>40</b>	<b>21</b>	14	7	*	1
Shares my point of view.	<b>21</b>	4	17	<b>41</b>	<b>37</b>	27	10	*	1
Is very good at covering an issue or topic I care a lot about.	<b>53</b>	14	39	<b>35</b>	<b>11</b>	8	4	*	1

N=2,199

Q5 continued...

Democrats

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very impt. NET	Extremely impt.	Very impt.	Somewhat impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	41	8	33	42	16	10	6	-	*
Helps me find places to go and things to do.	26	5	21	43	30	21	9	-	*
Helps me care for myself or my family.	49	15	34	36	15	10	5	*	1
Helps me save or manage my money.	32	10	22	38	30	20	10	-	*
Is enjoyable or entertaining.	32	7	25	45	23	15	8	-	*
Helps me stay informed to be a better citizen.	62	21	41	30	9	5	4	-	-
Helps me decide where I stand on things.	46	12	34	37	17	12	5	-	*
Shares my point of view.	25	5	20	42	32	24	9	*	1
Is very good at covering an issue or topic I care a lot about.	61	17	43	32	7	4	3	*	*

N=799

Q5 continued...

Independents

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very impt. NET	Extremely impt.	Very impt.	Somewhat impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	32	7	25	43	25	18	7	*	*
Helps me find places to go and things to do.	22	4	18	44	34	24	10	-	*
Helps me care for myself or my family.	37	9	28	41	22	14	8	-	*
Helps me save or manage my money.	27	7	19	39	33	21	12	*	*
Is enjoyable or entertaining.	23	5	18	49	27	17	10	*	1
Helps me stay informed to be a better citizen.	48	13	36	36	15	11	4	*	1
Helps me decide where I stand on things.	33	8	25	43	24	16	8	*	*
Shares my point of view.	16	3	13	41	42	30	12	*	1
Is very good at covering an issue or topic I care a lot about.	44	12	32	40	15	10	5	-	1

N=866

Q5 continued...

Republicans

[ITEMS RANDOMIZED]

AP-NORC 2/16-3/20/2017	Extremely/ Very impt. NET	Extremely impt.	Very impt.	Somewhat impt.	Not very/not at all impt. NET	Not very impt.	Not at all impt.	DK	SKP/ REF
Helps me talk to friends, family and colleagues about what's going on in the news.	32	4	27	44	24	16	8	-	1
Helps me find places to go and things to do.	23	4	19	41	36	23	12	*	1
Helps me care for myself or my family.	41	10	32	39	19	13	6	-	*
Helps me save or manage my money.	32	6	26	36	32	22	10	-	*
Is enjoyable or entertaining.	30	3	27	48	22	15	7	*	1
Helps me stay informed to be a better citizen.	55	12	42	33	11	7	4	-	1
Helps me decide where I stand on things.	39	8	32	39	21	14	8	-	1
Shares my point of view.	24	5	19	40	35	26	9	*	1
Is very good at covering an issue or topic I care a lot about.	55	12	43	32	11	8	3	1	1

N=534



## Paying for News

**QPay2.** In the past year, please check whether you have donated money, someone else in your household has donated money, or you have not donated money to each of the following:

### All adults

AP-NORC 2/16-3/20/2017	I have donated	Someone in my household has donated	I have not donated	DK	SKP/ REF
A. Public television (A local PBS television station, for example)	10	4	86	*	*
B. Public radio (A local NPR radio station, for example)	7	5	88	*	*
C. Other non-profit journalism	8	4	89	*	*

*N=2,199*

### Democrats

AP-NORC 2/16-3/20/2017	I have donated	Someone in my household has donated	I have not donated	DK	SKP/ REF
A. Public television (A local PBS television station, for example)	13	5	83	-	*
B. Public radio (A local NPR radio station, for example)	10	6	85	*	*
C. Other non-profit journalism	8	3	89	*	1

*N=799*

**QPay2 continued...**

**Independents**

AP-NORC 2/16-3/20/2017	I have donated	Someone in my household has donated	I have not donated	DK	SKP/ REF
A. Public television (A local PBS television station, for example)	10	3	87	*	*
B. Public radio (A local NPR radio station, for example)	7	4	89	-	*
C. Other non-profit journalism	8	3	88	*	*

*N=866*

**Republicans**

AP-NORC 2/16-3/20/2017	I have donated	Someone in my household has donated	I have not donated	DK	SKP/ REF
A. Public television (A local PBS television station, for example)	9	3	88	-	*
B. Public radio (A local NPR radio station, for example)	4	4	92	-	*
C. Other non-profit journalism	6	5	89	-	*

*N=534*

**QPay.** 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 have a subscription or pay for it on a regular basis, or not.

**All adults**

AP-NORC 2/16-3/20/2017	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK	SKP/ REF
A. Cable or satellite television	65	35	-	*
B. Satellite radio such as SiriusXM	16	83	-	1
C. Music you download or stream	27	72	*	1
D. Movies or television shows you download, rent or stream	48	52	-	*
E. Video games or video game apps	19	81	-	1
F. News apps for your smartphone or tablet	15	84	*	1
G. Print version of a magazine	27	73	-	1
H. Digital-only version of a magazine	7	92	*	1
I. Both print and digital versions of a magazine	8	91	*	1
J. Print version of a newspaper	24	75	-	1
K. Digital-only version of a newspaper	8	91	-	1
L. Both print and digital version of a newspaper	11	88	*	1
M. Print or digital newsletter	9	90	-	1
N. Digital news site such as Yahoo News or MSN News	10	89	-	1

N=2,199

QPay continued...

Democrats

AP-NORC 2/16-3/20/2017	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK	SKP/ REF
A. Cable or satellite television	67	32	-	*
B. Satellite radio such as SiriusXM	16	83	-	1
C. Music you download or stream	30	70	-	1
D. Movies or television shows you download, rent or stream	48	52	-	*
E. Video games or video game apps	20	79	-	1
F. News apps for your smartphone or tablet	17	82	-	1
G. Print version of a magazine	29	70	-	1
H. Digital-only version of a magazine	8	90	-	1
I. Both print and digital versions of a magazine	12	87	-	1
J. Print version of a newspaper	28	71	-	1
K. Digital-only version of a newspaper	11	87	-	1
L. Both print and digital version of a newspaper	12	87	-	1
M. Print or digital newsletter	11	87	-	1
N. Digital news site such as Yahoo News or MSN News	11	88	-	1

N=799

QPay continued...

Independents

AP-NORC 2/16-3/20/2017	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK	SKP/ REF
A. Cable or satellite television	60	40	-	*
B. Satellite radio such as SiriusXM	13	87	-	*
C. Music you download or stream	26	74	*	*
D. Movies or television shows you download, rent or stream	48	52	-	*
E. Video games or video game apps	20	80	-	*
F. News apps for your smartphone or tablet	14	86	*	*
G. Print version of a magazine	22	77	-	*
H. Digital-only version of a magazine	6	93	*	1
I. Both print and digital versions of a magazine	6	93	*	1
J. Print version of a newspaper	19	81	-	*
K. Digital-only version of a newspaper	7	92	-	1
L. Both print and digital version of a newspaper	8	91	-=*	1
M. Print or digital newsletter	8	92	-	*
N. Digital news site such as Yahoo News or MSN News	9	91	-	*

N=866

QPay continued...

Republicans

AP-NORC 2/16-3/20/2017	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK	SKP/ REF
A. Cable or satellite television	71	29	-	*
B. Satellite radio such as SiriusXM	22	77	-	1
C. Music you download or stream	27	72	-	1
D. Movies or television shows you download, rent or stream	49	51	-	1
E. Video games or video game apps	15	84	-	1
F. News apps for your smartphone or tablet	15	84	-	1
G. Print version of a magazine	31	68	-	1
H. Digital-only version of a magazine	6	93	-	1
I. Both print and digital versions of a magazine	7	92	-	1
J. Print version of a newspaper	29	70	-	1
K. Digital-only version of a newspaper	5	94	-	1
L. Both print and digital version of a newspaper	14	85	-	1
M. Print or digital newsletter	8	91	-	1
N. Digital news site such as Yahoo News or MSN News	10	89	-	1

N=534

**QUseFree.** For each of the following types of media, please indicate whether you have used it for free in the last year, or not.

**All adults**

AP-NORC 2/16-3/20/2017	Yes, I have used it for free	No, I have not used it for free	DK	SKP/ REF
A. Cable or satellite television	15	84	*	*
O. Basic or broadcast television	32	67	*	*
B. Satellite radio such as SiriusXM	13	85	*	1
P. AM/FM radio	80	20	-	*
C. Music you download or stream	39	60	*	1
D. Movies or television shows you download, rent or stream	36	64	*	*
E. Video games or video game apps	25	74	-	1
F. News apps for your smartphone or tablet	39	60	*	*
G. Print version of a magazine	19	80	*	1
H. Digital-only version of a magazine	13	86	*	1
I. Both print and digital versions of a magazine	14	85	-	*
J. Print version of a newspaper	24	75	-	*
K. Digital-only version of a newspaper	20	80	-	1
L. Both print and digital version of a newspaper	14	85	-	1
M. Print or digital newsletter	23	76	-	1
N. Digital news site such as Yahoo News or MSN News	38	61	*	1
Q. Social media sites	54	45	*	1

N=2,199

QUseFree continued...

Democrats

AP-NORC 2/16-3/20/2017	Yes, I have used it for free	No, I have not used it for free	DK	SKP/ REF
A. Cable or satellite television	15	85	-	-
O. Basic or broadcast television	33	67	*	-
B. Satellite radio such as SiriusXM	12	87	*	1
P. AM/FM radio	80	20	-	*
C. Music you download or stream	38	61	*	1
D. Movies or television shows you download, rent or stream	34	65	-	*
E. Video games or video game apps	24	76	-	*
F. News apps for your smartphone or tablet	42	58	-	*
G. Print version of a magazine	20	79	-	1
H. Digital-only version of a magazine	14	86	-	1
I. Both print and digital versions of a magazine	12	88	-	*
J. Print version of a newspaper	24	76	-	*
K. Digital-only version of a newspaper	22	78	-	*
L. Both print and digital version of a newspaper	13	87	-	*
M. Print or digital newsletter	24	76	-	*
N. Digital news site such as Yahoo News or MSN News	40	60	-	*
Q. Social media sites	56	43	-	1

N=799



QUseFree continued...

Independents

AP-NORC 2/16-3/20/2017	Yes, I have used it for free	No, I have not used it for free	DK	SKP/ REF
A. Cable or satellite television	17	83	-	*
O. Basic or broadcast television	33	66	*	*
B. Satellite radio such as SiriusXM	13	86	*	1
P. AM/FM radio	78	21	-	*
C. Music you download or stream	41	59	*	*
D. Movies or television shows you download, rent or stream	36	64	*	*
E. Video games or video game apps	26	73	-	*
F. News apps for your smartphone or tablet	37	63	-	*
G. Print version of a magazine	19	80	-	*
H. Digital-only version of a magazine	13	87	-	*
I. Both print and digital versions of a magazine	16	84	-	*
J. Print version of a newspaper	25	75	-	*
K. Digital-only version of a newspaper	19	81	-	*
L. Both print and digital version of a newspaper	14	86	-	*
M. Print or digital newsletter	23	77	-	*
N. Digital news site such as Yahoo News or MSN News	36	64	*	1
Q. Social media sites	50	50	*	*

N=866

QUseFree continued...

Republicans

AP-NORC 2/16-3/20/2017	Yes, I have used it for free	No, I have not used it for free	DK	SKP/ REF
A. Cable or satellite television	13	85	1	1
O. Basic or broadcast television	30	69	1	1
B. Satellite radio such as SiriusXM	16	82	1	1
P. AM/FM radio	82	17	-	1
C. Music you download or stream	38	60	1	1
D. Movies or television shows you download, rent or stream	37	62	-	1
E. Video games or video game apps	25	74	-	1
F. News apps for your smartphone or tablet	40	59	*	1
G. Print version of a magazine	17	81	1	1
H. Digital-only version of a magazine	14	84	1	1
I. Both print and digital versions of a magazine	15	84	-	1
J. Print version of a newspaper	23	76	-	1
K. Digital-only version of a newspaper	18	80	-	2
L. Both print and digital version of a newspaper	15	84	-	1
M. Print or digital newsletter	22	77	-	1
N. Digital news site such as Yahoo News or MSN News	40	59	-	1
Q. Social media sites	59	40	-	1

N=534

*[The next series of questions asks about one item selected by the respondent in QPay or QPay2. The type of media was randomly chosen among QPay2\_A-QPay2\_C and QPay\_F-QPay\_K, but was prioritized in the following order: 1) print and/or digital versions of newspapers, personally subscribed; 2) news apps or print and/or digital versions of magazines, personally subscribed; 3) public TV, radio, or other nonprofit journalism, personally donated to; 4) print or digital newsletters or digital news sites, personally subscribed. Respondents were not asked about television, radio, social media, or entertainment sources (e.g. movies or video games), or media someone else pays for.]*

*If yes to any in QPay2 or QPay\_F-QPay\_K*

**Q11\_1. What is the name of [MEDIA IN QPAY2 OR QPAY] you pay for that you use most regularly?**

**[OPEN ENDED RESPONSE, NOT CODED]**

*If named a source in Q11\_1*

**Q18\_1. How reliable is the news and information you get from [SOURCE NAMED IN Q11\_1]?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Not at all/A little reliable NET</b>	<b>9</b>	<b>4</b>	<b>12</b>	<b>14</b>
Not at all reliable	3	2	5	1
A little reliable	7	2	7	12
<b>Moderately reliable</b>	<b>29</b>	<b>23</b>	<b>32</b>	<b>32</b>
<b>Very/Completely reliable NET</b>	<b>61</b>	<b>73</b>	<b>56</b>	<b>53</b>
Very reliable	49	58	44	44
Completely reliable	12	14	12	9
DON'T KNOW	*	-	*	-
SKIPPED ON WEB/REFUSED	1	*	1	1
N=	1,157	452	410	295

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*If named a source in Q11\_1*

**Q23\_2. Think about your satisfaction with [SOURCE NAMED IN Q11\_1] given the price you pay for it. Which statement comes closest to your opinion?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
It is a very good value for the price.	40	45	41	30
It is a fair value for what it gives me.	43	44	40	47
It is somewhat overpriced, and not a good value.	11	6	13	16
It is very overpriced compared to the value it gives me.	4	3	4	4
DON'T KNOW	*	*	*	1
SKIPPED ON WEB/REFUSED	1	1	1	3
N=	1,157	452	410	295

*If named a source in Q11\_1*

**Q24\_1. What benefits do you get from paying for [SOURCE NAMED IN Q11\_1]?**

*Please select all that apply.*

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
I get content that is only available to paying customers	36	35	38	34
I feel good about contributing to the news organization	30	37	27	24
I get access to print in addition to digital content	28	30	25	29
It gives me access to events sponsored by the news organization	17	18	17	16
I get access to giveaways or other benefits only available to subscribers	12	12	14	12
I like getting an unlimited number of digital stories	14	19	14	7
I like the coupons or discounts	33	27	35	40
DON'T KNOW	2	1	2	1
SKIPPED ON WEB/REFUSED	7	5	8	8
N=	1,157	452	410	295

## Sources for Non-Payers

*If does not pay for any type of media*

**QNOPAY.** What are the main reasons you why you haven't paid for a news or information subscription in the past year?

*Please select all that apply.*

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
I'm not interested enough in the content to pay for it	41	33	45	42
I can find plenty of free content so I don't need to pay	54	55	53	54
I'm too busy to use it	13	14	14	11
It's too expensive	24	21	29	18
I can get access to the paid content in other ways	17	14	20	15
I do not trust news and information from the media	15	5	17	23
DON'T KNOW	1	1	*	2
SKIPPED ON WEB/REFUSED	*	*	*	-
N=	1,005	333	442	230

*[The next series of questions asks about one item selected by the respondent in QUseFree. This type of media was randomly chosen, but was prioritized in the following order: 1) print and/or digital versions of newspapers, used for free; 2) news apps or print and/or digital versions of magazines, used for free; 3) any other type of media used for free.]*

**Q11\_2.** Now we want to ask you about the [MEDIA IN QUSEFREE] you mentioned you use for free. What is the name of the [MEDIA IN QUSEFREE] you use most regularly for free?

[OPEN ENDED RESPONSE, NOT CODED]

*If named a source in Q11\_2*

**Q18\_2. How reliable is the news and information you get from [SOURCE NAMED IN Q11\_2]?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Not at all/A little reliable NET</b>	<b>16</b>	<b>14</b>	<b>17</b>	<b>17</b>
Not at all reliable	7	6	8	6
A little reliable	9	8	9	11
<b>Moderately reliable</b>	<b>38</b>	<b>29</b>	<b>44</b>	<b>41</b>
<b>Very/Completely reliable NET</b>	<b>45</b>	<b>56</b>	<b>38</b>	<b>40</b>
Very reliable	38	47	32	33
Completely reliable	8	10	6	8
DON'T KNOW	*	*	*	*
SKIPPED ON WEB/REFUSED	1	1	1	2
N=	1,900	695	733	472

*If named a source in Q11\_2 and type of media selected from QUseFree is not TV, radio, social media, music, or other entertainment*

**Q26\_2. How likely is it that you would be willing to pay for news and information from [SOURCE NAMED IN Q11\_2] at some point?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Not at all/Not too likely</b>	<b>73</b>	<b>65</b>	<b>76</b>	<b>81</b>
Not at all likely	57	46	60	66
Not too likely	17	19	16	15
<b>Moderately likely</b>	<b>16</b>	<b>20</b>	<b>15</b>	<b>12</b>
<b>Very/Extremely likely</b>	<b>10</b>	<b>14</b>	<b>8</b>	<b>6</b>
Very likely	6	8	5	4
Extremely likely	3	5	3	2
DON'T KNOW	*	*	-	-
SKIPPED ON WEB/REFUSED	1	1	*	*
N=	1,237	469	457	311

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*If named a source in Q11\_2 and type of media selected from QUseFree is not TV, radio, social media, music, or other entertainment*

**Q27\_2. What if a subscription to [SOURCE NAMED IN Q11\_2] also included access to paid content from various other news and information sources, how likely is it that you would be willing to pay for news and information from [SOURCE NAMED IN Q11\_2] at some point?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Not at all/Not too likely</b>	<b>70</b>	<b>62</b>	<b>74</b>	<b>74</b>
Not at all likely	49	42	52	55
Not too likely	21	20	22	18
<b>Moderately likely</b>	<b>19</b>	<b>22</b>	<b>17</b>	<b>16</b>
<b>Very/Extremely likely</b>	<b>11</b>	<b>15</b>	<b>8</b>	<b>10</b>
Very likely	8	9	6	9
Extremely likely	3	6	2	1
DON'T KNOW	*	*	-	-
SKIPPED ON WEB/REFUSED	*	*	*	1
N=	1,237	469	457	311

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

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Democrat	34	100	-	-
Republican	25	-	-	100
Independent	24	-	59	-
None of these	16	-	39	-
DON'T KNOW	*	-	*	-
SKIPPED ON WEB/REFUSED	1	-	2	-
N=	2,199	799	866	534

*If Democrat in PID1*

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

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Strong Democrat	37	37	-	-
Moderate Democrat	63	63	-	-
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-	-
N=	799	799	-	-

*If Republican in PID1*

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

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Strong Republican	36	-	-	36
Moderate Republican	64	-	-	64
DON'T KNOW	-	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-	-
N=	534	-	-	534



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*If Independent, none of these, don't know, skipped, or refused in PID1*

**PIDi. Do you lean more toward the Democrats or the Republicans?**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Lean Democrat	26	-	26	-
Lean Republican	25	-	25	-
Don't lean	48	-	48	-
DON'T KNOW	*	-	*	-
SKIPPED ON WEB/REFUSED	1	-	1	-
N=	866		866	

**POLITICS. Combines PID1, PIDi, PIDA, and PIDB.**

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
<b>Democrat NET</b>	<b>45</b>	<b>100</b>	<b>26</b>	<b>-</b>
Strong Democrat	13	37	-	-
Moderate Democrat	22	63	-	-
Lean Democrat	11	*	26	-
<b>Independent/None – Don't lean</b>	<b>19</b>	<b>-</b>	<b>48</b>	<b>-</b>
<b>Republican NET</b>	<b>35</b>	<b>-</b>	<b>24</b>	<b>100</b>
Lean Republican	10	-	24	-
Moderate Republican	16	-	-	64
Strong Republican	9	-	-	36
Unknown	1	-	2	-
N=	2,199	799	866	534

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## GENDER

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Male	48	43	53	49
Female	52	57	47	51
N=	2,199	799	866	534

## EDUCATION

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
No high school diploma	12	10	13	12
High school graduate or equivalent	29	26	32	29
Some college	27	28	25	27
Bachelor's degree or above	33	36	29	33
N=	2,199	799	866	534

## AGE

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
18-34	30	29	35	25
35-49	25	26	25	22
50-64	26	25	24	30
65 and older	19	21	17	22
N=	2,199	799	866	534

## INCOME

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
Under \$10,000	5	6	6	3
\$10,000 to under \$20,000	9	10	11	5
\$20,000 to under \$30,000	12	12	13	11
\$30,000 to under \$40,000	11	12	11	10
\$40,000 to under \$50,000	9	11	7	7
\$50,000 to under \$75,000	17	15	17	20
\$75,000 to under \$100,000	13	11	13	14
\$100,000 to under \$150,000	16	15	15	16
\$150,000 or more	9	8	7	12
N=	2,199	799	866	534

## RACE/ETHNICITY

AP-NORC 2/16-3/20/2017	All adults	Democrats	Independents	Republicans
White	64	50	68	78
African American	12	21	9	3
Hispanic	16	20	14	13
Other	8	9	9	6
N=	2,199	799	866	534

## “My” Media Versus “The” Media: Trust in News Depends on Which News Media You Mean<sup>2</sup>

Respondents were randomly assigned to one of two conditions. In Condition A, 1,018 respondents were asked Q2-Q6 and Q8-Q10 with the phrase “the news media.” In Condition B, 1,018 respondents received those questions with the phrase “the news media you use most often.” The margin of sampling error for Condition A is +/- 4.2 percentage points. The margin of sampling error for Condition B is +/- 4.0 percentage points.

**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 kind of news, by any means. Do you generally watch, read, hear, or see news ...?**

AP-NORC 3/8-27/2017	All adults	Democrats	Independents	Republicans
<b>Several times/Once a day NET</b>	<b>79</b>	<b>81</b>	<b>77</b>	<b>80</b>
Several times a day	58	59	55	62
Once a day	21	23	22	18
<b>Several times a week</b>	<b>8</b>	<b>7</b>	<b>9</b>	<b>9</b>
<b>Weekly/Less often NET</b>	<b>12</b>	<b>11</b>	<b>13</b>	<b>11</b>
Weekly	5	4	6	4
Less often	6	6	6	7
Never	1	1	1	*
Don't know	1	*	1	*
SKIPPED ON WEB/REFUSED	*	-	*	*
N=	2,036	732	822	482

<sup>2</sup> A full topline for the original “My’ Media vs. ‘The’ Media” study, without partisan breakdowns, can be found at:  
[http://www.mediainsight.org/PDFs/Meaning%20of%20Media/APNORC\\_Trust\\_The\\_Media\\_Topline\\_final.pdf](http://www.mediainsight.org/PDFs/Meaning%20of%20Media/APNORC_Trust_The_Media_Topline_final.pdf).

**Q2. Thinking of [the news media/the news media you use most often] how much, if at all, do you trust the information you get?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
<b>A lot/Some NET</b>	<b>76</b>	<b>80</b>	<b>85</b>	<b>83</b>	<b>72</b>	<b>76</b>	<b>72</b>	<b>84</b>
A lot	17	24	30	30	12	17	8	27
Some	59	56	55	52	61	58	64	57
<b>Not too much/Not at all NET</b>	<b>23</b>	<b>20</b>	<b>15</b>	<b>17</b>	<b>28</b>	<b>24</b>	<b>28</b>	<b>16</b>
Not too much	20	17	14	14	24	20	24	15
Not at all	3	3	1	3	3	4	4	1
DON'T KNOW	-	-	-	-	-	-	-	-
SKIPPED ON WEB/REFUSED	-	-	-	-	-	-	-	-
N=	1,018	1,018	372	360	409	413	237	245

**Q3. The last question asked about trust in [the news media/the news media you use most often]. When you think of [the news media/the news media you use most often], what media outlets or organizations do you have in mind?<sup>3</sup>**

**[OPEN ENDED RESPONSE]**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Local news	18	22	20	25	16	20	16	21
Cited 5 or more specific sources or source types	9	3	9	3	11	4	5	1
Cable news	48	41	47	37	48	37	49	52
Broadcast TV	37	28	37	30	33	28	41	23
Local TV	11	11	13	13	9	10	10	11
Local newspaper	3	5	3	6	3	5	3	3
National newspaper	16	12	18	16	17	12	10	6
Magazine	3	1	3	2	3	1	2	0
Specialty media (e.g. ESPN)	3	3	5	3	3	3	2	4
Social media	3	4	1	2	5	5	2	4
News site/Internet	11	16	14	13	12	19	5	16
Radio	9	8	13	8	8	9	6	5
News wire	6	3	7	3	7	3	3	1
FOX	21	19	13	7	20	16	34	40
CNN	33	23	36	30	36	20	24	18
MSNBC	11	5	17	7	7	4	9	3
NBC	15	8	15	10	14	7	19	7
CBS	11	6	10	8	10	4	13	6

<sup>3</sup> Proportions are based on the 1,933 panelists who provided a valid response to the open-ended question.

PARTISANSHIP AND THE MEDIA: PERSONAL POLITICS AFFECT WHERE PEOPLE GO, WHAT THEY TRUST, AND WHETHER THEY PAY

ABC	12	6	11	7	13	5	13	6
The New York Times	8	6	10	12	8	4	3	2
NPR	6	4	10	5	4	6	2	1
BBC	4	2	5	3	5	2	1	1
The Washington Post	5	2	6	4	5	2	2	*
Anything/all	4	2	3	1	4	2	4	2
Nothing	2	3	1	5	3	4	1	*
Other	5	2	5	2	6	2	5	*
DON'T KNOW	1	1	2	1	*	2	*	-
N=	961	972	355	344	383	395	223	233

**Q4. In general, how well do [the news media/the news media you use most often] keep you informed of the most important stories of the day?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
<b>Very/Fairly well NET</b>	<b>84</b>	<b>87</b>	<b>93</b>	<b>88</b>	<b>76</b>	<b>83</b>	<b>83</b>	<b>91</b>
Very well	24	33	38	41	14	27	20	34
Fairly well	59	53	55	48	61	56	63	57
<b>Not too/Not at all well NET</b>	<b>16</b>	<b>13</b>	<b>7</b>	<b>12</b>	<b>22</b>	<b>17</b>	<b>17</b>	<b>9</b>
Not too well	14	11	7	8	19	14	14	8
Not at all well	2	2	*	3	3	2	2	1
DON'T KNOW	1	*	-	*	2	*	-	-
SKIPPED ON WEB/REFUSED	-	*	-	-	-	-	-	1
N=	1,018	1,018	372	360	409	413	237	245

**Q5. Would you say the news from [the news media/the news media you use most often] is...?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
<b>Very/Somewhat accurate NET</b>	<b>83</b>	<b>90</b>	<b>92</b>	<b>91</b>	<b>79</b>	<b>86</b>	<b>74</b>	<b>94</b>
Very accurate	17	34	31	38	9	27	8	40
Somewhat accurate	66	56	61	52	70	60	66	55
<b>Not too/Not at all accurate NET</b>	<b>17</b>	<b>10</b>	<b>8</b>	<b>9</b>	<b>20</b>	<b>14</b>	<b>26</b>	<b>6</b>
Not too accurate	13	9	8	6	14	13	22	5
Not at all accurate	4	2	*	3	7	1	4	1
DON'T KNOW	-	-	-	-	-	-	-	-
SKIPPED ON WEB/REFUSED	*	-	*	-	*	-	*	-
N=	1,018	1,018	372	360	409	413	237	245



**Q6. In presenting the news dealing with political and social issues, do you think that [the news media/the news media you use most often] deal fairly with all sides, or do they tend to favor one side?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Deal fairly with all sides	30	48	45	56	26	44	15	45
Tend to favor one side	69	50	55	44	73	54	83	54
DON'T KNOW	1	*	*	*	*	*	2	1
SKIPPED ON WEB/REFUSED	*	1	-	*	1	1	-	1
N=	1,018	1,018	372	360	409	413	237	245

**Q7. Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?**

AP-NORC 3/8-27/2017	All adults	Democrats	Independents	Republicans
Keeps political leaders from doing their job	33	17	31	59
Keeps political leaders from doing things that shouldn't be done	64	81	66	37
DON'T KNOW	2	1	2	4
SKIPPED ON WEB/REFUSED	1	1	1	1
N=	2,036	732	822	482

**Q8. Do you think [the news media/the news media you use most often] are too liberal, just about right, or too conservative?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Too liberal	36	22	15	9	36	26	69	33
Just about right	49	68	68	78	47	63	23	63
Too conservative	13	9	15	12	15	10	7	4
DON'T KNOW	*	*	1	*	*	1	-	-
SKIPPED ON WEB/REFUSED	1	*	1	*	1	*	1	-
N=	1,018	1,018	372	360	409	413	237	245

**Q9. Here are some pairs of opposite phrases. Which phrase do you feel better describes [the news media/the news media you use most often]?****Would you say [the news media/the news media you use most often]...**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Care about the people they report on	22	41	33	46	16	36	13	43
Don't care about the people they report on	36	24	22	16	38	26	57	31
Neither applies	42	35	45	38	46	38	29	25
DON'T KNOW	*	*	-	-	*	*	*	*
SKIPPED ON WEB/REFUSED	*	*	*	-	-	*	-	*
N=	1,018	1,018	372	360	409	413	237	245

Q9 continued...

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Are willing to admit their mistakes	27	47	47	55	20	43	8	43
Try to cover up their mistakes	58	32	39	25	63	37	80	33
Neither applies	14	20	14	19	15	19	12	22
DON'T KNOW	*	1	-	*	1	1	-	2
SKIPPED ON WEB/REFUSED	1	*	1	1	2	-	*	-
N=	1,018	1,018	372	360	409	413	237	245

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Are moral	24	53	41	59	15	44	14	57
Are immoral	30	15	18	12	32	18	48	16
Neither applies	44	31	41	28	50	37	37	26
DON'T KNOW	1	*	*	*	3	*	*	1
SKIPPED ON WEB/REFUSED	*	*	*	1	*	-	1	-
N=	1,018	1,018	372	360	409	413	237	245

Q9 continued...

Would you say [the news media/the news media you use most often]...

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Protect democracy	34	48	52	57	26	42	18	46
Hurt democracy	30	20	18	12	31	19	46	30
Neither applies	35	31	29	30	40	37	35	23
DON'T KNOW	1	*	*	*	2	*	*	*
SKIPPED ON WEB/REFUSED	*	1	1	-	-	1	1	1
N=	1,018	1,018	372	360	409	413	237	245

**Q10. Many news organizations produce opinion content as well as report the news. How easy or difficult is it for you to tell the difference between the opinion content and news reporting in [the news media/the news media you use most often], or does it not matter to you?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
<b>Very/Somewhat easy NET</b>	<b>54</b>	<b>62</b>	<b>63</b>	<b>65</b>	<b>53</b>	<b>57</b>	<b>42</b>	<b>64</b>
Very easy	21	26	28	30	18	23	14	24
Somewhat easy	33	36	36	34	34	34	28	40
<b>Very/Somewhat difficult NET</b>	<b>32</b>	<b>25</b>	<b>22</b>	<b>22</b>	<b>31</b>	<b>26</b>	<b>48</b>	<b>26</b>
Somewhat difficult	24	19	18	16	22	20	36	23
Very difficult	8	5	3	6	9	6	12	3
<b>It doesn't matter to me</b>	<b>14</b>	<b>14</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>17</b>	<b>10</b>	<b>10</b>
DON'T KNOW	-	-	-	-	-	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-	1	*	*	-	-
N=	1,018	1,018	372	360	409	413	237	245

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

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Liberal	24	20	41	40	19	14	4	3
Moderate	46	51	46	49	54	62	33	38
Conservative	29	26	12	10	25	21	63	58
DON'T KNOW	*	1	*	*	*	1	*	-
SKIPPED ON WEB/REFUSED	1	1	1	1	1	3	-	1
N=	1,018	1,018	372	360	409	413	237	245

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

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Democrat	37	35	100	100	-	-	-	-
Republican	23	25	-	-	-	-	100	100
Independent	26	24	-	-	64	62	-	-
None of these	14	15	-	-	35	37	-	-
DON'T KNOW	-	-	-	-	-	-	-	-
SKIPPED ON WEB/REFUSED	*	*	-	-	*	1	-	-
N=	1,018	1,018	372	360	409	413	237	245

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*If Democrat in PID1*

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

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Strong Democrat	39	36	39	36	-	-	-	-
Moderate Democrat	61	64	61	64	-	-	-	-
DON'T KNOW	-	-	-	-	-	-	-	-
SKIPPED ON WEB/REFUSED	*	*	*	*	-	-	-	-
N=	372	360	372	360	-	-	-	-

*If Republican in PID1*

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

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Strong Republican	32	33	-	-	-	-	32	33
Moderate Republican	68	67	-	-	-	-	68	67
DON'T KNOW	*	-	-	-	-	-	*	-
SKIPPED ON WEB/REFUSED	-	-	-	-	-	-	-	-
N=	237	245	-	-	-	-	237	245

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*If Independent, none of these, don't know, skipped, or refused in PID1*

**PIDi. Do you lean more toward the Democrats or the Republicans?**

AP-NORC 3/8-27/2017	All adults "The news media"	All adults "The news media you use most often"	Democrats "The news media"	Democrats "The news media you use most often"	Independents "The news media"	Independents "The news media you use most often"	Republicans "The news media"	Republicans "The news media you use most often"
Lean Democrat	29	25	-	-	29	25	-	-
Lean Republican	24	28	-	-	24	28	-	-
Don't lean	47	45	-	-	47	45	-	-
DON'T KNOW	1	*	-	-	1	*	-	-
SKIPPED ON WEB/REFUSED	-	1	-	-	-	1	-	-
N=	409	413	-	-	409	413	-	-



**POLITICS. Combines PID1, PIDi, PIDA, and PIDB.**

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
<b>Democrat NET</b>	<b>48</b>	<b>45</b>	<b>100</b>	<b>100</b>	<b>29</b>	<b>25</b>	-	-
Strong Democrat	14	13	39	36	-	-	-	-
Moderate Democrat	22	22	61	64	-	-	-	-
Lean Democrat	12	10	*	*	29	25	-	-
<b>Independent/None – Don’t lean</b>	<b>19</b>	<b>18</b>	-	-	<b>47</b>	<b>45</b>	-	-
<b>Republican NET</b>	<b>33</b>	<b>36</b>	-	-	<b>24</b>	<b>28</b>	<b>100</b>	<b>100</b>
Lean Republican	10	11	-	-	24	28	*	-
Moderate Republican	16	17	-	-	-	-	68	67
Strong Republican	7	8	-	-	-	-	32	33
Unknown	*	*	-	-	1	1	-	-
N=	1,018	1,018	372	360	409	413	237	245

**GENDER**

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
Male	50	47	46	36	49	57	59	46
Female	50	53	54	64	51	43	41	54
N=	1,018	1,018	372	360	409	413	237	245

## EDUCATION

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
No high school diploma	12	11	16	10	14	10	5	15
High school graduate or equivalent	30	28	31	28	26	27	36	28
Some college	32	33	30	30	35	37	30	33
Bachelor’s degree or above	25	28	23	32	25	26	30	25
N=	1,018	1,018	372	360	409	413	237	245

## AGE

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
18-24	13	11	11	16	16	11	10	6
25-34	18	19	18	18	20	21	17	17
35-49	24	24	24	20	25	28	23	25
50-64	24	27	26	26	24	26	22	31
65 and older	20	18	21	20	15	14	28	22
N=	1,018	1,018	372	360	409	413	237	245

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## INCOME

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
Under \$10,000	5	7	7	9	5	6	3	4
\$10,000 to under \$20,000	8	8	7	10	9	10	10	4
\$20,000 to under \$30,000	13	12	13	13	15	11	11	12
\$30,000 to under \$40,000	11	11	10	11	10	13	13	8
\$40,000 to under \$50,000	10	8	11	9	10	9	7	5
\$50,000 to under \$75,000	17	18	17	17	18	16	17	21
\$75,000 to under \$100,000	13	15	11	14	13	14	15	18
\$100,000 to under \$150,000	15	14	17	11	13	15	17	16
\$150,000 or more	7	7	8	6	7	6	7	11
N=	1,018	1,018	372	360	409	413	237	245

## RACE/ETHNICITY

AP-NORC 3/8-27/2017	All adults “The news media”	All adults “The news media you use most often”	Democrats “The news media”	Democrats “The news media you use most often”	Independents “The news media”	Independents “The news media you use most often”	Republicans “The news media”	Republicans “The news media you use most often”
White	63	66	52	50	63	66	79	88
African American	11	12	22	22	6	11	5	1
Hispanic	17	14	20	20	17	13	8	16
Other	8	8	5	8	14	11	4	3
N=	1,018	1,018	372	360	409	413	237	245

## Study Methodology

### Media Insight Project Poll – Partisanship and the Media: Personal Politics Affect Where People Go, What They Trust, and Whether They Pay

The data used in this report were drawn from two independent surveys 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 first survey, [Paying for News: Why People Subscribe and What It Says About the Future of Journalism](#), was conducted from February 16 through March 20, 2017. The second survey, [“My” Media Versus “The” Media: Trust in News Depends on Which News Media You Mean](#), was conducted from March 8 through March 27, 2017. Both surveys were funded by API. Staff from API and The AP-NORC Center collaborated on all aspects of the studies.

Data were collected using the AmeriSpeak Panel, which is NORC’s probability-based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero 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.

Interviews for these surveys were conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel.

In the paying for news study...

- 2,199 panelists completed the survey — 1,885 via the web and 314 via telephone. The sample includes 1,194 who pay for a news subscription and 1,005 who do not pay for any news. The final stage completion rate is 31.2 percent, the weighted household panel response rate is 34.4 percent, and the weighted household panel retention rate is 94.7 percent, for a cumulative response rate of 10.2 percent.
- The overall margin of sampling error is +/- 2.7 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

In the study of how people evaluate the media they use versus the media overall half of respondents were asked questions about “the news media” and the other half were asked the same questions about “the news media you use most often.” With this study...

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- 2,036 panelists completed the survey — 1,702 via the web and 334 via telephone. The final stage completion rate is 35.6 percent, the weighted household panel response rate is 34.4 percent, and the weighted household panel retention rate is 94.7 percent, for a cumulative response rate of 11.6 percent.
- The overall margin of sampling error is +/- 3.0 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error for experimental Condition A (“the news media”) is +/- 4.2 percentage points. The margin of sampling error for experimental Condition B (“the news media you use”) is +/- 4.0 percentage points.

Respondents were offered a small monetary incentive for completing these surveys. All interviews were conducted in English by professional interviewers who were carefully trained on the specific survey for this study.

Once the samples were selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and over- sampling resulting from the study-specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained from the 2016 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

Details about the Media Insight Project can be found at: [www.mediainsight.org](http://www.mediainsight.org).