

THE PERSONAL NEWS CYCLE

The Associated Press-NORC Center for Public Affairs Research

Public Use File Codebook

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Study Methodology

This survey 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 survey was conducted from January 9 through February 16, 2014. The survey was funded by API and the McCormick Foundation. The API, NORC at the University of Chicago, and AP staff, along with the McCormick Foundation, the Maynard Institute and New America Media, collaborated on all aspects of the study.

This random-digit-dial (RDD) survey of the 50 states and the District of Columbia was conducted via telephone with 1,492 adults age 18 and older. In households with more than one adult, we used a process that randomly selected which adult would be interviewed. The sample included 1,006 respondents on landlines and 486 respondents on cell phones. The sample also included oversamples of African American and Hispanic adults. The sample includes 358 Hispanic adults and 318 non-Hispanic African American adults. Cell phone respondents were offered a small monetary incentive for participating, as compensation for telephone usage charges. Interviews were conducted in both English and Spanish, depending on respondent preference. All interviews were completed by professional interviewers who were carefully trained on the specific survey for this study.

The RDD sample was provided by a third-party vendor, Marketing Systems Group. The final response rate was 23 percent, based on the Council of American Survey Research Organizations (CASRO) method. Under this method, our response rate is calculated as the product of the resolution rate (57 percent), the screener rate (92 percent), and the interview completion rate (43 percent).

The sample design aimed to ensure the sample representativeness of the population in a time- and cost-efficient manner. The sampling frame utilizes the standard dual telephone frames (landline and cell), with a supplemental sample of landline numbers targeting households with African American and Hispanic adults. The targeted sample was provided by Marketing Systems Group and was pulled from a number of different commercial consumer databases and demographic data at the telephone exchange level. Sampling weights were appropriately adjusted to account for potential bias introduced by using the targeted sample. Sampling weights were calculated to adjust for sample design aspects (such as unequal probabilities of selection) and for nonresponse bias arising from differential response rates across various demographic groups. Poststratification variables included age, sex, race, region, education, and landline/cell phone use. The weighted data, which thus reflect the U.S. population, were used for all analyses. The overall margin of error was +/- 3.6 percentage points, including the design effect resulting

from the complex sample design. The margin of error for the African American sample is +/- 7.9 percentage points, and for the Hispanic sample it is +/- 8.5 percentage points.

About the Study

Many traditional surveys about media consumption are tied to using questions that were designed in the 1960s and 1970s, a time when television was emerging to challenge print. While these questions are helpful for tracking change over time, they were designed in an era when people tended to have a primary source for news they relied on. Those traditional questions also struggle with trying to sort out whether Americans, when they use a medium like social media or the internet, distinguish between the technology device they are using (phone or tablet), the platform or means of discovery (such as search or social media), and the source (the organization or reporting body that they are seeking out). Do people notice, for instance, when they are online, whose content they are consuming? When they use social media, to what extent, if at all, do they discriminate which links they click on?

This survey was designed to probe these questions and others.

When do people consume news today? Do they consume breaking news differently than they do slower-moving trend topics? After people hear about something happening, to what extent do they try to learn more? If they do, where do they go and how do they navigate there?

And to what extent does the topic of the news—say weather versus technology—alter how people consume news now that the consumer is largely in control?

To address these questions, the survey utilized a unique approach to investigating news-gathering habits. For each news topic (e.g., business news vs. traffic and weather) or type (e.g., breaking news, slow-moving trends, and news people feel passionately about), we asked respondents to tell us how they generally follow news about that topic. All verbatim responses were collected and then coded by the research team. Every response was coded along three dimensions:

- Device categorized the coded mentions of the device or technology the respondent used to get news. For example, watching TV, listening to the radio, reading the print version of a newspaper, or reading an article on a smartphone.
 1. Television
 2. Radio
 3. Print newspaper
 4. Computer
 5. Cell phone
 6. Tablet
 7. E-Reader
 8. Smart TV

9. Internet/Online unspecified
 10. Print magazines
 44. Don't follow (used for STY5 only)
 55. Non-Specific
 66. Other
 77. Don't know
 88. No specific mention
 99. Refused
- Discovery method categorized the coded mentions of how the respondent found the news regardless of the device used. For example, hearing it directly from a news organization, seeing it on social media, or hearing about it through word-of-mouth.
 1. Directly from a news organization that reports the news (newspaper, TV newscast, website, news wires)
 2. Talk show (for tv: the View, Today Show, Daily Show, etc. for radio: Rush Limbaugh)
 3. Websites (news organization not specified)
 4. Mobile app
 5. News alerts (email or push notification or SMS)
 6. Online news organizations that combine news from other sources
 7. Social media
 8. Search engine
 9. Word of mouth
 10. Sharing news with friends
 11. Directly from a specialty news organization that reports the news (ESPN, Weather, etc.)
 44. Don't follow (used for STY5 only)
 55. Non-Specific
 66. Other
 77. Don't Know
 88. No specific mention
 99. Refused
 - Source categorized the coded mentions of the organization that gathered the information and did the news reporting. For example, reporting done by local TV news stations, newspapers, online-only news sites like The Huffington Post, or magazines like Time.
 1. Local news station (e.g., NBC4)
 2. National broadcast TV news program (e.g., NBC Nightly News)
 3. 24 hour news (e.g., CNN, MSNBC, FOX, BBC, Al Jazeera)
 4. Online-only sources (e.g., HuffPost, Yahoo News, AOL, Gawker, other Blogs)
 5. Newspapers (e.g., NY Times, Boston Globe)
 6. News wires (e.g., AP)
 7. Radio Programming (e.g., NPR)
 8. Specialty (e.g., TMZ, ESPN, Nature)

9. African-American or Hispanic community specific news
10. Unspecified TV Station (e.g., NBC only)
11. Friend, family, colleague
12. None
13. Magazines (e.g., Economist, New Yorker)
14. Journals
44. Don't follow
55. Non-Specific
66. Other
77. Don't Know
88. No specific mention
99. Refused

Additionally, if a respondent did not mention one of these dimensions in their response about how they generally follow news, the dimension was coded as “no specific mention.” This coding scheme allowed the research team not only to quantify how people do get their news, but also to describe how people think about the news consumption and what dimensions are most salient in different news contexts.

One of the reasons for this approach is that it is less clear, now that people have so many choices, what consumers pay attention to when seeking out news. This has led to confusion in past data about what was meant by a news source versus a news platform, and it has made interpreting the data more difficult.

These distinctions are not only important for trying to understand behavior. They also are important to publishers who are trying to find the best ways to reach their audiences. They also matter to brand advertisers trying to figure out how to reach customers.

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press is the world's essential news organization, bringing fast, unbiased news to all media platforms and formats.
- NORC at the University of Chicago is one of the oldest and most respected, objective social science research institutions in the world.

The two organizations have established the AP-NORC Center to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of the AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of The Associated Press. All work conducted by the AP-NORC Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the AP-NORC Center is subject to review by its advisory committee to help ensure it meets these standards. The AP-NORC Center publicizes the results of all studies and makes all datasets and study documentation available to scholars and the public.

About the Media Insight Project

The Media Insight Project is a new collaboration between the American Press Institute (API) and the Associated Press-NORC Center for Public Affairs Research with the objective of conducting high-quality, innovative research meant to inform the news industry and the public about various important issues facing journalism and the news business. The Media Insight Project brings together the expertise of both organizations and their respective partners, and involves collaborations among key staff at the API, NORC at the University of Chicago, and the AP.

About the American Press Institute

The American Press Institute (API) conducts research and training, convenes thought leaders, and creates tools to help chart a path ahead for journalism in the 21st century. The API is an educational non-advocacy 501(c)(3) nonprofit organization affiliated with the Newspaper Association of America. It aims to help the news media, especially local publishers and newspaper media, advance in the digital age.

Index of Variables: *Listed in the order they appear on the file*

#	Variable	Question	Type	Length	Label
1	SU_ID	N/A	Num	8	Case ID
2	FINALWT	N/A	Num	8	Final weight
3	LST_RDD_CELL	N/A	Num	8	Screeners: Is this survey conducted through landline or cell phone?
4	COM1	COM1	Num	3	COM1 Overall, how would you rate your community as a place to live?
5	COM2	COM2	Num	3	COM2 How much impact do you think people like you can have in making your community a better place to live?
6	EMPSTATUS	D4	Num	8	EMPSTATUS Are you, yourself, currently employed?
7	AGEGRP	D8	Num	8	AGEGRP In what year were you born?
8	RACETH	D12, D13, D14	Num	3	RACETH Race/ethnicity
9	HAB1	HAB1	Num	3	HAB1 How much do you enjoy keeping up with the news?
10	HAB2	HAB2	Num	3	HAB2 Overall, compared to five years ago, do you think it is easier today or harder today to keep up with the news, or is there no real difference compared to five years ago?
11	HAB3	HAB3	Num	3	HAB3 Overall, compared to five years ago, do you think it is easier today or harder today to keep up with the news about the African-American/Hispanic community, or is there no real difference compared to five years ago?
12	CONS1	CONS1	Num	3	CONS1 Next, how often do you watch, read, or hear the news?

#	Variable	Question	Type	Length	Label
13	CONS2	CONS2	Num	3	CONS2 Next, thinking about the types of news that you do pay attention to, what is a topic that you are really passionate about?
14	CONS2_TOPIC1	CONS2	Num	3	CONS2_TOPIC1 What is a topic that you are really passionate about? First mention
15	CONS2_TOPIC2	CONS2	Num	3	CONS2_TOPIC2 What is a topic that you are really passionate about? Second mention
16	CONS3_DEVICE	CONS3	Num	3	CONS3_DEVICE How do you generally follow news about that topic? Device dimension
17	CONS3_DISCOVERY	CONS3	Num	3	CONS3_DISCOVERY How do you generally follow news about that topic? Discovery dimension
18	CONS3_SOURCE	CONS3	Num	3	CONS3_SOURCE How do you generally follow news about that topic? Source dimension
19	DEV1	DEV1	Num	3	DEV1 Do you use the Internet or email for any purpose, or not?
20	DEV2	DEV2	Num	3	DEV2 Next, do you own a cell phone, or not?
21	DEV3	DEV3	Num	3	DEV3 Do you own a cell phone that connects to the Internet, or does your phone only receive calls and text messages?
22	DEV4	DEV4	Num	3	DEV4 Do you own or use a tablet, such as an iPad or GalaxyTab, or not?
23	DEV5	DEV5	Num	3	DEV5 Do you ever get news alerts sent to you by text, email, or app notifications, or not?
24	DEV6A	DEV6	Num	3	DEV6A Did you use a television to get news in the last week or not?

#	Variable	Question	Type	Length	Label
25	DEV6B	DEV6	Num	3	DEV6B Did you use a radio to get news in the last week or not?
26	DEV6C	DEV6	Num	3	DEV6C Did you use paper versions of print publications such as newspapers or magazines to get news in the last week or not?
27	DEV6D	DEV6	Num	3	DEV6D Did you use a desktop or laptop computer to get news in the last week or not?
28	DEV6E	DEV6	Num	3	DEV6E Did you use a cell phone to get news in the last week or not?
29	DEV6F	DEV6	Num	3	DEV6F Did you use a tablet, such as an iPad or GalaxyTab to get news in the last week or not?
30	DEV6G	DEV6	Num	3	DEV6G Did you use an e-reader, such as a Kindle or Sony Reader to get news in the last week or not?
31	DEV6H	DEV6	Num	3	DEV6H Did you use a smart TV, or other devices like Xbox or PlayStation that link to the Internet to your TV to get news in the last week or not?
32	DEV7_TELEVISION	DEV7	Num	3	DEV7_TELEVISION Is there a device or technology you prefer for getting news? Television
33	DEV7_RADIO	DEV7	Num	3	DEV7_RADIO Is there a device or technology you prefer for getting news? Radio
34	DEV7_PAPER	DEV7	Num	3	DEV7_PAPER Is there a device or technology you prefer for getting news? Paper versions of print publications such as newspapers or magazines
35	DEV7_COMPUTER	DEV7	Num	3	DEV7_COMPUTER Is there a device or technology you prefer for getting news? Computer

#	Variable	Question	Type	Length	Label
36	DEV7_CELLPHONE	DEV7	Num	3	DEV7_CELLPHONE Is there a device or technology you prefer for getting news? Cell phone
37	DEV7_TABLET	DEV7	Num	3	DEV7_TABLET Is there a device or technology you prefer for getting news? Tablet
38	DEV7_EREADER	DEV7	Num	3	DEV7_EREADER Is there a device or technology you prefer for getting news? E-Reader
39	DEV7_SMARTTV	DEV7	Num	3	DEV7_SMARTTV Is there a device or technology you prefer for getting news? Smart TV
40	DEV7_INTERNET	DEV7	Num	3	DEV7_INTERNET Is there a device or technology you prefer for getting news? Internet
41	DEV7_OTHER	DEV7	Num	3	DEV7_OTHER Is there a device or technology you prefer for getting news? Other
42	DEV7_NOPREFERENCE	DEV7	Num	3	DEV7_NOPREFERENCE Is there a device or technology you prefer for getting news? No preference
43	DEV7_DONTKNOW	DEV7	Num	3	DEV7_DONTKNOW Is there a device or technology you prefer for getting news? Don't know
44	DEV7_REFUSED	DEV7	Num	3	DEV7_REFUSED Is there a device or technology you prefer for getting news? Refused
45	DISC1_A	DISC1	Num	3	DISC1_A Did you find news through social media such as Facebook, Twitter, or Instagram in the last week?
46	DISC1_B	DISC1	Num	3	DISC1_B Did you find news directly from a news organization that reports the news such as a newspaper, TV newscast, websites, or news wires in the last week?

#	Variable	Question	Type	Length	Label
47	DISC1_C	DISC1	Num	3	DISC1_C Did you find news through search engines in the last week?
48	DISC1_D	DISC1	Num	3	DISC1_D Did you find news from online news organizations that mostly combine news from other sources in the last week?
49	DISC1_E	DISC1	Num	3	DISC1_E Did you find news through word of mouth in person or over the phone in the last week?
50	DISC1_F	DISC1	Num	3	DISC1_F Did you find news by sharing news with friends through email or text messaging or other ways online in the last week?
51	DISC1_G	DISC1	Num	3	DISC1_G Did you find news from electronic news alerts or subscriptions you've signed up for in the last week?
52	DISC2_A	DISC2	Num	3	DISC2_A How much do you trust the information you get through social media?
53	DISC2_B	DISC2	Num	3	DISC2_B How much do you trust the information you get directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires?
54	DISC2_C	DISC2	Num	3	DISC2_C How much do you trust the information you get through search engines?
55	DISC2_D	DISC2	Num	3	DISC2_D How much do you trust the information you get from online news organizations that mostly combine news from other sources?
56	DISC2_E	DISC2	Num	3	DISC2_E How much do you trust the information you get through word of mouth?

#	Variable	Question	Type	Length	Label
57	DISC2_F	DISC2	Num	3	DISC2_F How much do you trust the information you get by sharing news with friends through email or text messaging or other ways online?
58	DISC2_G	DISC2	Num	3	DISC2_G How much do you trust the information you get through electronic news alerts or subscriptions you've signed up for?
59	DISC3	DISC3	Num	3	DISC3 Of these ways that you find news, which way do you prefer the most?
60	SORC1_A	SORC1	Num	3	SORC1_A Did you watch, read, or hear news from local TV news programs, either TV or online in the last week, or not?
61	SORC2_A	SORC2	Num	3	SORC2_A How much do you trust the information you get from local TV news programs, either on TV or online?
62	SORC1_B	SORC1	Num	3	SORC1_B Did you watch, read, or hear news from national network news such as NBC, CBS, or ABC, or not?
63	SORC2_B	SORC2	Num	3	SORC2_B How much do you trust the information you get from national network news such as NBC, CBS, or ABC?
64	SORC1_C	SORC1	Num	3	SORC1_C Did you watch, read, or hear news from 24-hour TV news channels such as Fox News, CNN, or MSNBC, or not?
65	SORC2_C	SORC2	Num	3	SORC2_C How much do you trust the information you get from 24-hour TV news channels such as Fox News, CNN, or MSNBC?
66	SORC1_D	SORC1	Num	3	SORC1_D Did you watch, read, or hear news from radio news organizations, or not?

#	Variable	Question	Type	Length	Label
67	SORC2_D	SORC2	Num	3	SORC2_D How much do you trust the information you get from radio news organizations?
68	SORC1_E	SORC1	Num	3	SORC1_E Did you watch, read, or hear news from newspapers, either in print or online, or not?
69	SORC2_E	SORC2	Num	3	SORC2_E How much do you trust the information you get from newspapers, either in print or online?
70	SORC1_F	SORC1	Num	3	SORC1_F Did you watch, read, or hear news from magazines, either in print or online, or not?
71	SORC2_F	SORC2	Num	3	SORC2_F How much do you trust the information you get from magazines, either in print or online?
72	SORC1_G	SORC1	Num	3	SORC1_G Did you watch, read, or hear news from online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or blogs, or not?
73	SORC2_G	SORC2	Num	3	SORC2_G How much do you trust the information you get from online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or blogs?
74	SORC1_H	SORC1	Num	3	SORC1_H Did you watch, read, or hear news from news wires such as the Associated Press or Reuters, or not?
75	SORC2_H	SORC2	Num	3	SORC2_H How much do you trust the information you get from news wires such as the Associated Press or Reuters?
76	STY1	STY1	Num	3	STY1 First, what is the last breaking news story that you watched, read, or heard about as it unfolded?

#	Variable	Question	Type	Length	Label
77	STY2_DEVICE	STY2	Num	3	STY2_DEVICE Thinking about that breaking news story, how did you first find out about it? Device dimension
78	STY2_DISCOVERY	STY2	Num	3	STY2_DISCOVERY Thinking about that breaking news story, how did you first find out about it? Discovery dimension
79	STY2_SOURCE	STY2	Num	3	STY2_SOURCE Thinking about that breaking news story, how did you first find out about it? Source dimension
80	STY3	STY3	Num	3	STY3 Did you try to find out more about that breaking news story, or not?
81	STY4_DEVICE	STY4	Num	3	STY4_DEVICE Where did you go for more information? Device dimension
82	STY4_DISCOVERY	STY4	Num	3	STY4_DISCOVERY Where did you go for more information? Discovery dimension
83	STY4_SOURCE	STY4	Num	3	STY4_SOURCE Where did you go for more information? Source dimension
84	STY5_DEVICE	STY5	Num	3	STY5_DEVICE Generally, where do you go to follow slower-moving news? Device dimension
85	STY5_DISCOVERY	STY5	Num	3	STY5_DISCOVERY Generally, where do you go to follow slower-moving news? Discovery dimension
86	STY5_SOURCE	STY5	Num	3	STY5_SOURCE Generally, where do you go to follow slower-moving news? Source dimension
87	TOP1_A	TOP1	Num	3	TOP1_A Do you, personally, try to keep up with the news about your local town or city?

#	Variable	Question	Type	Length	Label
88	TOP2_A_DEVICE	TOP2	Num	3	TOP2_A_DEVICE Where do you usually go for news about your local town or city? Device dimension
89	TOP2_A_DISCOVERY	TOP2	Num	3	TOP2_A_DISCOVERY Where do you usually go for news about your local town or city? Discovery dimension
90	TOP2_A_SOURCE	TOP2	Num	3	TOP2_A_SOURCE Where do you usually go for news about your local town or city? Source dimension
91	TOP1_B	TOP1	Num	3	TOP1_B Do you, personally, try to keep up with the news about science and technology?
92	TOP2_B_DEVICE	TOP2	Num	3	TOP2_B_DEVICE Where do you usually go for news about science and technology? Device dimension
93	TOP2_B_DISCOVERY	TOP2	Num	3	TOP2_B_DISCOVERY Where do you usually go for news about science and technology? Discovery dimension
94	TOP2_B_SOURCE	TOP2	Num	3	TOP2_B_SOURCE Where do you usually go for news about science and technology? Source dimension
95	TOP1_C	TOP1	Num	3	TOP1_C Do you, personally, try to keep up with the news about traffic and weather?
96	TOP2_C_DEVICE	TOP2	Num	3	TOP2_C_DEVICE Where do you usually go for news about traffic and weather? Device dimension
97	TOP2_C_DISCOVERY	TOP2	Num	3	TOP2_C_DISCOVERY Where do you usually go for news about traffic and weather? Discovery dimension
98	TOP2_C_SOURCE	TOP2	Num	4	TOP2_C_SOURCE Where do you usually go for news about traffic and weather? Source dimension

#	Variable	Question	Type	Length	Label
99	TOP1_D	TOP1	Num	3	TOP1_D Do you, personally, try to keep up with the news about schools and education?
100	TOP2_D_DEVICE	TOP2	Num	3	TOP2_D_DEVICE Where do you usually go for news about schools and education? Device dimension
101	TOP2_D_DISCOVERY	TOP2	Num	3	TOP2_D_DISCOVERY Where do you usually go for news about schools and education? Discovery dimension
102	TOP2_D_SOURCE	TOP2	Num	3	TOP2_D_SOURCE Where do you usually go for news about schools and education? Source dimension
103	TOP1_E	TOP1	Num	3	TOP1_E Do you, personally, try to keep up with the news about social issues like abortion, race, and gay rights?
104	TOP2_E_DEVICE	TOP2	Num	3	TOP2_E_DEVICE Where do you usually go for news about social issues like abortion, race, and gay rights? Device dimension
105	TOP2_E_DISCOVERY	TOP2	Num	3	TOP2_E_DISCOVERY Where do you usually go for news about social issues like abortion, race, and gay rights? Discovery dimension
106	TOP2_E_SOURCE	TOP2	Num	3	TOP2_E_SOURCE Where do you usually go for news about social issues like abortion, race, and gay rights? Source dimension
107	TOP1_F	TOP1	Num	3	TOP1_F Do you, personally, try to keep up with the news about national government and politics?
108	TOP2_F_DEVICE	TOP2	Num	3	TOP2_F_DEVICE Where do you usually go for news about national government and politics? Device dimension

#	Variable	Question	Type	Length	Label
109	TOP2_F_DISCOVERY	TOP2	Num	3	TOP2_F_DISCOVERY Where do you usually go for news about national government and politics? Discovery dimension
110	TOP2_F_SOURCE	TOP2	Num	3	TOP2_F_SOURCE Where do you usually go for news about national government and politics? Source dimension
111	TOP1_G	TOP1	Num	3	TOP1_G Do you, personally, try to keep up with the news about entertainment and celebrities?
112	TOP2_G_DEVICE	TOP2	Num	3	TOP2_G_DEVICE Where do you usually go for news about entertainment and celebrities? Device dimension
113	TOP2_G_DISCOVERY	TOP2	Num	3	TOP2_G_DISCOVERY Where do you usually go for news about entertainment and celebrities? Discovery dimension
114	TOP2_G_SOURCE	TOP2	Num	3	TOP2_G_SOURCE Where do you usually go for news about entertainment and celebrities? Source dimension
115	TOP1_H	TOP1	Num	3	TOP1_H Do you, personally, try to keep up with the news about the environment and natural disasters?
116	TOP2_H_DEVICE	TOP2	Num	3	TOP2_H_DEVICE Where do you usually go for news about the environment and natural disasters? Device dimension
117	TOP2_H_DISCOVERY	TOP2	Num	3	TOP2_H_DISCOVERY Where do you usually go for news about the environment and natural disasters? Discovery dimension
118	TOP2_H_SOURCE	TOP2	Num	3	TOP2_H_SOURCE Where do you usually go for news about the environment and natural disasters? Source dimension

#	Variable	Question	Type	Length	Label
119	TOP1_I	TOP1	Num	3	TOP1_I Do you, personally, try to keep up with the news about lifestyle topics such as food, exercise, or parenting?
120	TOP2_I_DEVICE	TOP2	Num	3	TOP2_I_DEVICE Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Device dimension
121	TOP2_I_DISCOVERY	TOP2	Num	3	TOP2_I_DISCOVERY Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Discovery dimension
122	TOP2_I_SOURCE	TOP2	Num	3	TOP2_I_SOURCE Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Source dimension
123	TOP1_J	TOP1	Num	3	TOP1_J Do you, personally, try to keep up with the news about health and medicine?
124	TOP2_J_DEVICE	TOP2	Num	3	TOP2_J_DEVICE Where do you usually go for news about health and medicine? Device dimension
125	TOP2_J_DISCOVERY	TOP2	Num	3	TOP2_J_DISCOVERY Where do you usually go for news about health and medicine? Discovery dimension
126	TOP2_J_SOURCE	TOP2	Num	3	TOP2_J_SOURCE Where do you usually go for news about health and medicine? Source dimension
127	TOP1_K	TOP1	Num	3	TOP1_K Do you, personally, try to keep up with the news about crime and public safety?
128	TOP2_K_DEVICE	TOP2	Num	3	TOP2_K_DEVICE Where do you usually go for news about crime and public safety? Device dimension
129	TOP2_K_DISCOVERY	TOP2	Num	3	TOP2_K_DISCOVERY Where do you usually go for news about crime and public safety? Discovery dimension

#	Variable	Question	Type	Length	Label
130	TOP2_K_SOURCE	TOP2	Num	3	TOP2_K_SOURCE Where do you usually go for news about crime and public safety? Source dimension
131	TOP1_L	TOP1	Num	3	TOP1_L Do you, personally, try to keep up with the news about foreign or international news?
132	TOP2_L_DEVICE	TOP2	Num	3	TOP2_L_DEVICE Where do you usually go for news about foreign or international news? Device dimension
133	TOP2_L_DISCOVERY	TOP2	Num	3	TOP2_L_DISCOVERY Where do you usually go for news about foreign or international news? Discovery dimension
134	TOP2_L_SOURCE	TOP2	Num	3	TOP2_L_SOURCE Where do you usually go for news about foreign or international news? Source dimension
135	TOP1_M	TOP1	Num	3	TOP1_M Do you, personally, try to keep up with the news about business and the economy?
136	TOP2_M_DEVICE	TOP2	Num	3	TOP2_M_DEVICE Where do you usually go for news about business and the economy? Device dimension
137	TOP2_M_DISCOVERY	TOP2	Num	3	TOP2_M_DISCOVERY Where do you usually go for news about business and the economy? Discovery dimension
138	TOP2_M_SOURCE	TOP2	Num	3	TOP2_M_SOURCE Where do you usually go for news about business and the economy? Source dimension
139	TOP1_N	TOP1	Num	3	TOP1_N Do you, personally, try to keep up with the news about art and culture?
140	TOP2_N_DEVICE	TOP2	Num	3	TOP2_N_DEVICE Where do you usually go for news about art and culture? Device dimension

#	Variable	Question	Type	Length	Label
141	TOP2_N_DISCOVERY	TOP2	Num	3	TOP2_N_DISCOVERY Where do you usually go for news about art and culture? Discovery dimension
142	TOP2_N_SOURCE	TOP2	Num	3	TOP2_N_SOURCE Where do you usually go for news about art and culture? Source dimension
143	TOP1_O	TOP1	Num	3	TOP1_O Do you, personally, try to keep up with the news about sports?
144	TOP2_O_DEVICE	TOP2	Num	3	TOP2_O_DEVICE Where do you usually go for news about sports? Device dimension
145	TOP2_O_DISCOVERY	TOP2	Num	3	TOP2_O_DISCOVERY Where do you usually go for news about sports? Discovery dimension
146	TOP2_O_SOURCE	TOP2	Num	3	TOP2_O_SOURCE Where do you usually go for news about sports? Source dimension
147	TOP1_P	TOP1	Num	3	TOP1_P Do you, personally, try to keep up with the news about news about the African-American/Hispanic community?
148	TOP2_P_DEVICE	TOP2	Num	3	TOP2_P_DEVICE Where do you usually go for news about the African-American/Hispanic community? Device dimension
149	TOP2_P_DISCOVERY	TOP2	Num	3	TOP2_P_DISCOVERY Where do you usually go for news about the African-American/Hispanic community? Discovery dimension
150	TOP2_P_SOURCE	TOP2	Num	3	TOP2_P_SOURCE Where do you usually go for news about the African-American/Hispanic community? Source dimension

#	Variable	Question	Type	Length	Label
151	TOP1_Q	TOP1	Num	3	TOP1_Q Do you, personally, try to keep up with the news about immigration?
152	TOP2_Q_DEVICE	TOP2	Num	3	TOP2_Q_DEVICE Where do you usually go for news about immigration? Device dimension
153	TOP2_Q_DISCOVERY	TOP2	Num	3	TOP2_Q_DISCOVERY Where do you usually go for news about immigration? Discovery dimension
154	TOP2_Q_SOURCE	TOP2	Num	3	TOP2_Q_SOURCE Where do you usually go for news about immigration? Source dimension
155	TIME1	TIME1	Num	3	TIME1 Next, in the last week, did you watch, read, or hear any in-depth news stories, beyond the headlines, or not?
156	TIME2	TIME2	Num	3	TIME2 Would you say you mostly watch, read or hear in-depth stories, beyond the headlines in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?
157	TIME3	TIME3	Num	3	TIME3 In general, would you say you prefer to watch, read or hear news in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?
158	ETH1	ETH1	Num	3	ETH1 How regularly do you think African-American/Hispanic people and issues are covered in the news media?
159	ETH2_DEVICE	ETH2	Num	3	ETH2_DEVICE Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Device dimension

#	Variable	Question	Type	Length	Label
160	ETH2_DISCOVERY	ETH2	Num	3	ETH2_DISCOVERY Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Discovery dimension
161	ETH2_SOURCE	ETH2	Num	3	ETH2_SOURCE Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Source dimension
162	ETH3	ETH3	Num	3	ETH3 How accurately do you think the news you watch, read or hear portrays African-American/Hispanic people and issues?
163	ETH4_DEVICE	ETH4	Num	3	ETH4_DEVICE Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Device dimension
164	ETH4_DISCOVERY	ETH4	Num	3	ETH4_DISCOVERY Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Discovery dimension
165	ETH4_SOURCE	ETH4	Num	3	ETH4_SOURCE Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Source dimension
166	PAY1	PAY1	Num	3	PAY1 Do you currently pay for any news subscriptions, or not?
167	PAY2A	PAY2	Num	3	PAY2A How about a PAID subscription that includes access to a print-only newspaper, or not?

#	Variable	Question	Type	Length	Label
168	PAY2B	PAY2	Num	3	PAY2B How about a PAID subscription that includes access to a newspaper's online website, or not?
169	PAY2C	PAY2	Num	3	PAY2C How about a PAID subscription that includes access to a print magazine, or not?
170	PAY2D	PAY2	Num	3	PAY2D How about a PAID subscription that includes access to a magazine's website, or not?
171	PAY2E	PAY2	Num	3	PAY2E How about a PAID subscription that includes access to any app on a cell phone that helps you get news or from a news organization or news provider, or not?
172	PAY2F	PAY2	Num	3	PAY2F How about a PAID subscription that includes access to any app on a tablet computer that helps you get news or from a news organization or news provider, or not?
173	PAY2G	PAY2	Num	3	PAY2G How about a PAID subscription that includes access to any other online news source, or not?
174	PAY2H	PAY2	Num	3	PAY2H (VOL) Other PAID subscription, specified: cable/Internet subscription
175	PAY2I	PAY2	Num	3	PAY2I (VOL) Other general news PAID subscription, unspecified
176	POLITICS	D1	Num	3	POLITICS Do you consider yourself a Democrat, a Republican, an independent or none of these?
177	DEMO	D2D	Num	3	DEMO Do you consider yourself a strong or moderate Democrat?
178	REPUB	D2R	Num	3	REPUB Do you consider yourself a strong or moderate Republican?

#	Variable	Question	Type	Length	Label
179	INDEP	D2I	Num	8	INDEP Do you lean more toward the Democrats or the Republicans?
180	IDEOLOGY	D3	Num	3	IDEOLOGY Generally speaking, do you consider yourself a liberal, moderate, or conservative?
181	MARITAL	D6	Num	8	MARITAL What is your marital status?
182	PARENT	DPARENT	Num	3	PARENT Are you the parent or guardian of a child under 18 years of age or not?
183	EDUCATION	D7	Num	3	EDUCATION What is the last grade of school you completed?
184	NUMCELL	D16	Num	3	NUMCELL How many different cell-phone numbers, if any, could I have reached you for this call?
185	NUMLAND	D17	Num	3	NUMLAND How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call?
186	TELETYPE	D18	Num	3	TELETYPE Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?
187	CELLUSE	D19	Num	3	CELLUSE How many adults, in addition to you, carry and use this cell phone at least once a week or more?
188	HHINCOME	D20, D21, D22	Num	3	HHINCOME In which group does your total household income fall?
189	GENDER	D24	Num	3	GENDER Are you male or female?
190	CENSUS_REGION	N/A	Num	8	Census Region (4 regions)

To minimize the risk of disclosing respondent privacy, the following actions are taken:

1. Variables #7, 8, 180, 181, 184, 185, 187, 188 & 190 are collapsed or recoded from original data, making the coding frame of these variables different from the survey questionnaire. Some of them are derived from more than one question, for example, variable #188, HHIncome, is derived from questions D20, D21, and D22.

Details of Variables

- “.” Or space: missing, survey non-respondent
- -99: logic skip, respondent is not applicable to a specific question
- For questions that were coded using the device, discovery, and source dimensions, categories without responses are omitted from the frequency tables.

Screener: Is this survey conducted through landline or cell phone?			
LST_RDD_CELL	Frequency	Weighted Frequency	Weighted Percent
(1) Landline	1,006	125,044,668	52.89
(2) Cell	486	111,390,687	47.11
Total	1,492	236,435,355	100.00

COM1 Overall, how would you rate your community as a place to live?			
COM1	Frequency	Weighted Frequency	Weighted Percent
.	2	291,312	0.12
(1) Excellent	497	76,860,906	32.51
(2) Good	661	108,705,389	45.98
(3) Fair	268	41,660,847	17.62
(4) Poor	62	8,540,285	3.61
(66) Terrible (VOL)	2	376,616	0.16
Total	1,492	236,435,355	100.00

COM2 How much impact do you think people like you can have in making your community a better place to live?			
COM2	Frequency	Weighted Frequency	Weighted Percent
.	23	5,171,108	2.19
(1) Big impact	464	67,412,557	28.51
(2) Moderate impact	620	99,160,264	41.94
(3) Small impact	288	50,585,866	21.40
(4) No impact at all	97	14,105,560	5.97
Total	1,492	236,435,355	100.00

EMPSTATUS Are you, yourself currently employed?			
EMPSTATUS	Frequency	Weighted Frequency	Weighted Percent
.	5	1,000,144	0.42
(1) Full-time	600	102,560,897	43.38
(2) Part-time	159	26,537,773	11.22
(3) Not employed	728	106,336,540	44.97
Total	1,492	236,435,355	100.00

AGEGRP In what year were you born?			
AGEGRP	Frequency	Weighted Frequency	Weighted Percent
.	53	10,470,120	4.43
(1) 18 to 29 years old	146	51,828,642	21.92
(2) 30 to 39 years old	143	26,346,442	11.14
(3) 40 to 49 years old	234	45,391,201	19.20
(4) 50 to 64 years old	479	60,575,367	25.62
(5) 65 years or older	437	41,823,583	17.69
Total	1,492	236,435,355	100.00

RACETH Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Weighted Percent
.	19	3,727,542	1.58
(1) Non-Hispanic white	683	145,879,204	61.70
(2) Non-Hispanic black	318	26,359,008	11.15
(3) Hispanic	358	34,833,903	14.73
(4) Other	114	25,635,699	10.84
Total	1,492	236,435,355	100.00

HAB1 How much do you enjoy keeping up with the news?			
HAB1	Frequency	Weighted Frequency	Weighted Percent
.	2	383,402	0.16
(1) A lot	891	130,852,989	55.34
(2) Some	426	76,210,147	32.23
(3) Not much	122	20,234,901	8.56
(4) Not at all	51	8,753,916	3.70
Total	1,492	236,435,355	100.00

HAB2 Overall, compared to five years ago, do you think it is easier today or harder today to keep up with the news, or is there no real difference compared to five years ago?			
HAB2	Frequency	Weighted Frequency	Weighted Percent
.	12	2,091,196	0.88
(1) Much easier today	640	96,907,241	40.99
(2) Somewhat easier today	221	44,059,300	18.63
(3) No real difference	397	63,987,105	27.06
(4) Somewhat harder today	126	17,026,033	7.20
(5) Much harder today	96	12,364,480	5.23
Total	1,492	236,435,355	100.00

HAB3 Overall, compared to five years ago, do you think it is easier today or harder today to keep up with the news about the African-American/Hispanic community, or is there no real difference compared to five years ago?			
HAB3	Frequency	Weighted Frequency	Weighted Percent
.	21	3,828,295	1.62
-99	796	173,944,300	73.57
(1) Much easier today	216	17,260,552	7.30
(2) Somewhat easier today	99	7,690,083	3.25
(3) No real difference	282	25,542,777	10.80
(4) Somewhat harder today	36	3,461,286	1.46
(5) Much harder today	42	4,708,062	1.99
Total	1,492	236,435,355	100.00

CONS1 Next, how often do you watch, read, or hear the news?			
CONS1	Frequency	Weighted Frequency	Weighted Percent
.	1	342,789	0.15
(1) At least once a day	1,214	179,788,566	76.04
(2) Several times a week	169	33,369,666	14.11
(3) Weekly	68	13,408,146	5.67
(4) Less often	27	7,116,723	3.01
(5) Never	13	2,409,465	1.02
Total	1,492	236,435,355	100.00

CONS2_topic1 Next, thinking about the types of news that you do pay attention to, what is a topic that you are really passionate about? First mention			
CONS2_topic1	Frequency	Weighted Frequency	Weighted Percent
.	59	8,815,661	3.73
(1) Local stories/my town or city	135	25,204,064	10.66
(2) My region	6	504,348	0.21
(3) Politics and government-general	323	47,523,387	20.10
(4) Social issues (abortion/gay marriage, etc.)	22	2,678,866	1.13
(5) International news	92	15,316,611	6.48
(6) Business, financial, and economic news	126	20,002,542	8.46
(7) News about entertainment and celebrities	14	1,697,967	0.72
(8) Health and medical news	25	2,723,047	1.15
(9) News about schools and education	31	4,090,434	1.73
(10) Art and culture news	8	1,446,741	0.61
(11) Sports	100	17,896,242	7.57
(12) Science and technology	24	5,993,959	2.54
(13) Traffic and weather	132	22,869,084	9.67
(14) Public safety and crime	57	7,657,425	3.24
(15) Healthcare issues	31	5,537,581	2.34
(16) Immigration issues	15	3,390,350	1.43
(17) Marijuana/drug issues	5	1,573,058	0.67
(18) Environmental news	40	6,880,618	2.91
(19) Gun issues	7	1,389,077	0.59
(20) Civil rights/civil liberties	23	3,745,848	1.58
(21) 'Positive news'/human interest	12	1,841,092	0.78
(22) Religious news	10	854,927	0.36
(23) Non-specific/all news	60	8,584,465	3.63
(24) Other	17	3,147,340	1.33
(25) National news- general	28	2,913,787	1.23
(26) Current events- general	35	4,840,895	2.05
(28) News about respondent's racial/ethnic community	10	1,056,518	0.45
(29) National security/military/terrorism	20	2,804,373	1.19

(55) None	25	3,455,050	1.46
Total	1,492	236,435,355	100.00

CONS2_topic2 Next, thinking about the types of news that you do pay attention to, what is a topic that you are really passionate about? Second mention			
CONS2_topic2	Frequency	Weighted Frequency	Weighted Percent
.	1,157	183,776,182	77.73
(1) Local stories/my town or city	36	4,950,414	2.09
(2) My region	8	1,311,367	0.55
(3) Politics and government-general	63	11,166,840	4.72
(4) Social issues (abortion/gay marriage, etc.)	7	747,282	0.32
(5) International news	29	3,476,828	1.47
(6) Business, financial, and economic news	40	6,389,176	2.70
(7) News about entertainment and celebrities	5	1,702,441	0.72
(8) Health and medical news	5	943,127	0.40
(9) News about schools and education	11	2,044,640	0.86
(10) Art and culture news	4	724,146	0.31
(11) Sports	34	5,944,338	2.51
(12) Science and technology	0	0	0.00
(13) Traffic and weather	26	3,641,555	1.54
(14) Public safety and crime	13	1,669,590	0.71
(15) Healthcare issues	8	607,602	0.26
(16) Immigration issues	3	63,324	0.03
(17) Marijuana/drug issues	1	54,716	0.02
(18) Environmental news	11	1,350,535	0.57
(19) Gun issues	3	584,182	0.25
(20) Civil rights/civil liberties	3	386,488	0.16
(21) 'Positive news'/human interest	3	368,306	0.16
(22) Religious news	2	60,818	0.03
(23) Non-specific/all news	3	841,865	0.36
(24) Other	1	220,548	0.09
(25) National news- general	8	2,011,750	0.85
(26) Current events- general	4	944,540	0.40

(28) News about respondent's racial/ethnic community	2	149,379	0.06
(29) National security/military/terrorism	2	303,376	0.13
Total	1,492	236,435,355	100.00

CONS3_DEVICE How do you generally follow news about that topic? Device dimension			
CONS3_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	5	876,991	0.37
-99	84	12,270,711	5.19
(1) Television	727	102,697,306	43.44
(2) Radio	113	17,468,040	7.39
(3) Print newspaper	17	2,756,595	1.17
(4) Computer	12	2,353,013	1.00
(5) Cell phone	29	7,822,827	3.31
(6) Tablet	3	732,118	0.31
(7) E-reader	1	101,583	0.04
(8) Smart TV	1	84,963	0.04
(9) Internet/online unspecified	328	63,111,823	26.69
(10) Print magazines	1	221,036	0.09
(55) Non-specific	3	705,440	0.30
(66) Other	1	408,669	0.17
(88) No specific mention	167	24,824,240	10.50
Total	1,492	236,435,355	100.00

CONS3_DISCOVERY How do you generally follow news about that topic? Discovery dimension			
CONS3_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	5	876,991	0.37
-99	84	12,270,711	5.19
(1) Directly from a news organization that reports the news	865	127,586,890	53.96
(2) Talk show	20	3,054,149	1.29
(3) Websites, news organization not specified	120	23,471,990	9.93
(4) Mobile app	17	3,804,699	1.61
(5) News alerts	5	834,193	0.35

(6) Online news organizations that combine news from other sources	74	14,482,424	6.13
(7) Social media	33	7,730,483	3.27
(8) Search engine	21	4,144,863	1.75
(9) Word of mouth	9	1,718,452	0.73
(10) Sharing news with friends	2	94,370	0.04
(11) Directly from a specialty news organization that reports the news	93	15,475,621	6.55
(55) Non-specific	4	821,424	0.35
(66) Other	4	342,213	0.14
(88) No specific mention	136	19,725,881	8.34
Total	1,492	236,435,355	100.00

CONS3_SOURCE How do you generally follow news about that topic? Source dimension			
CONS3_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	5	876,991	0.37
-99	84	12,270,711	5.19
(1) Local news station	227	36,827,237	15.58
(2) National broadcast TV news program	20	2,947,028	1.25
(3) 24 hour news	232	34,630,737	14.65
(4) Online-only sources	68	12,919,864	5.46
(5) Newspapers	166	25,394,156	10.74
(6) News wires	8	840,938	0.36
(7) Radio programming	109	17,544,952	7.42
(8) Specialty	103	17,360,639	7.34
(9) Ethnic media	65	7,107,386	3.01
(10) Unspecified TV station	260	37,603,536	15.90
(11) Friend, family, colleague	9	1,707,970	0.72
(13) Magazines	11	1,792,936	0.76
(55) Non-specific	4	821,424	0.35
(66) Other	7	1,530,100	0.65
(88) No specific mention	114	24,258,750	10.26
Total	1,492	236,435,355	100.00

DEV1 Do you use the Internet or email for any purpose, or not?			
DEV1	Frequency	Weighted Frequency	Weighted Percent
(1) Yes	1,174	198,584,244	83.99
(2) No	318	37,851,111	16.01
Total	1,492	236,435,355	100.00

DEV2 Next, do you own a cell phone, or not?			
DEV2	Frequency	Weighted Frequency	Weighted Percent
-99	486	111,390,687	47.11
(1) Yes	844	113,930,153	48.19
(2) No	162	11,114,515	4.70
Total	1,492	236,435,355	100.00

DEV3 Do you own a cell phone that connects to the Internet, or does your phone only receive calls and text messages?			
DEV3	Frequency	Weighted Frequency	Weighted Percent
.	3	518,709	0.22
-99	162	11,114,515	4.70
(1) Cell phone connects to the Internet	854	155,370,401	65.71
(2) Cell phone only receives calls and text messages	473	69,431,730	29.37
Total	1,492	236,435,355	100.00

DEV4 Do you own or use a tablet, such as an iPad or GalaxyTab, or not?			
DEV4	Frequency	Weighted Frequency	Weighted Percent
.	1	30,406	0.01
(1) Yes	561	93,158,051	39.40
(2) No	930	143,246,899	60.59
Total	1,492	236,435,355	100.00

DEV5 Do you ever get news alerts sent to you by text, email, or app notifications, or not?			
DEV5	Frequency	Weighted Frequency	Weighted Percent
.	5	946,737	0.40
-99	109	6,696,537	2.83
(1) Yes	650	107,687,537	45.55
(2) No	728	121,104,543	51.22
Total	1,492	236,435,355	100.00

DEV6A Did you use a television to get news in the last week or not?			
DEV6A	Frequency	Weighted Frequency	Weighted Percent
.	1	35,610	0.02
(1) Yes	1,360	205,096,385	86.75
(2) No	131	31,303,360	13.24
Total	1,492	236,435,355	100.00

DEV6B Did you use a radio to get news in the last week or not?			
DEV6B	Frequency	Weighted Frequency	Weighted Percent
(1) Yes	975	153,853,171	65.07
(2) No	517	82,582,184	34.93
Total	1,492	236,435,355	100.00

DEV6C Did you use paper versions of print publications such as newspapers or magazines to get news in the last week or not?			
DEV6C	Frequency	Weighted Frequency	Weighted Percent
(1) Yes	975	143,594,587	60.73
(2) No	517	92,840,768	39.27
Total	1,492	236,435,355	100.00

DEV6D Did you use a desktop or laptop computer to get news in the last week or not?			
DEV6D	Frequency	Weighted Frequency	Weighted Percent
(1) Yes	976	163,685,740	69.23
(2) No	516	72,749,615	30.77
Total	1,492	236,435,355	100.00

DEV6E Did you use a cell phone to get news in the last week or not?			
DEV6E	Frequency	Weighted Frequency	Weighted Percent
-99	162	11,114,515	4.70
(1) Yes	745	133,333,092	56.39
(2) No	585	91,987,748	38.91
Total	1,492	236,435,355	100.00

DEV6F Did you use a tablet, such as an iPad or GalaxyTab to get news in the last week or not?			
DEV6F	Frequency	Weighted Frequency	Weighted Percent
-99	931	143,277,304	60.60
(1) Yes	401	67,641,585	28.61
(2) No	160	25,516,466	10.79
Total	1,492	236,435,355	100.00

DEV6G Did you use an e-reader, such as a Kindle or Sony Reader to get news in the last week or not?			
DEV6G	Frequency	Weighted Frequency	Weighted Percent
.	1	33,239	0.01
(1) Yes	154	22,789,967	9.64
(2) No	1,337	213,612,149	90.35
Total	1,492	236,435,355	100.00

DEV6H Did you use a smart TV, or other devices like Xbox or PlayStation that link to the Internet to your TV to get news in the last week or not?			
DEV6H	Frequency	Weighted Frequency	Weighted Percent
.	1	26,823	0.01
(1) Yes	178	25,693,901	10.87
(2) No	1,313	210,714,631	89.12
Total	1,492	236,435,355	100.00

DEV7_TELEVISION Is there a device or technology you prefer for getting news? Television			
DEV7_TELEVISION	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,080	180,759,563	76.45
(1) Yes	412	55,675,792	23.55
Total	1,492	236,435,355	100.00

DEV7_RADIO Is there a device or technology you prefer for getting news? Radio			
DEV7_RADIO	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,396	222,017,040	93.90
(1) Yes	96	14,418,315	6.10
Total	1,492	236,435,355	100.00

DEV7_PAPER Is there a device or technology you prefer for getting news? Paper versions of print publications such as newspapers or magazines			
DEV7_PAPER	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,382	221,341,717	93.62
(1) Yes	110	15,093,638	6.38
Total	1,492	236,435,355	100.00

DEV7_COMPUTER Is there a device or technology you prefer for getting news? Computer			
DEV7_COMPUTER	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,334	207,077,508	87.58
(1) Yes	158	29,357,847	12.42
Total	1,492	236,435,355	100.00

DEV7_CELLPHONE Is there a device or technology you prefer for getting news? Cell phone			
DEV7_CELLPHONE	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,381	209,106,174	88.44
(1) Yes	111	27,329,181	11.56
Total	1,492	236,435,355	100.00

DEV7_TABLET Is there a device or technology you prefer for getting news? Tablet			
DEV7_TABLET	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,434	226,964,617	95.99
(1) Yes	58	9,470,738	4.01
Total	1,492	236,435,355	100.00

DEV7_EREADER Is there a device or technology you prefer for getting news? E-Reader			
DEV7_EREADER	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,487	235,745,544	99.71
(1) Yes	5	689,811	0.29
Total	1,492	236,435,355	100.00

DEV7_SMARTTV Is there a device or technology you prefer for getting news? Smart TV			
DEV7_SMARTTV	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,485	235,155,870	99.46
(1) Yes	7	1,279,485	0.54
Total	1,492	236,435,355	100.00

DEV7_OTHER Is there a device or technology you prefer for getting news? Other			
DEV7_OTHER	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,483	235,259,084	99.50
(1) Yes	9	1,176,271	0.50
Total	1,492	236,435,355	100.00

DEV7_NOPREFERENCE Is there a device or technology you prefer for getting news? No preference			
DEV7_NOPREFERENCE	Frequency	Weighted Frequency	Weighted Percent
(0) No	804	129,008,415	54.56
(1) Yes	688	107,426,940	45.44
Total	1,492	236,435,355	100.00

DEV7_INTERNET Is there a device or technology you prefer for getting news? Internet			
DEV7_INTERNET	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,478	233,687,953	98.84
(1) Yes	14	2,747,402	1.16
Total	1,492	236,435,355	100.00

DEV7_DONTKNOW Is there a device or technology you prefer for getting news? Don't know			
DEV7_DONTKNOW	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,491	236,026,686	99.83
(1) Yes	1	408,669	0.17
Total	1,492	236,435,355	100.00

DEV7_REFUSED Is there a device or technology you prefer for getting news? Refused			
DEV7_REFUSED	Frequency	Weighted Frequency	Weighted Percent
(0) No	1,491	236,223,189	99.91
(1) Yes	1	212,166	0.09
Total	1,492	236,435,355	100.00

DISC1_A Did you find news through social media such as Facebook, Twitter, or Instagram in the last week?			
DISC1_A	Frequency	Weighted Frequency	Weighted Percent
.	2	140,141	0.06
(1) Yes	546	104,609,719	44.24
(2) No	944	131,685,495	55.70
Total	1,492	236,435,355	100.00

DISC2_A How much do you trust the information you get through social media such as Facebook, Twitter, or Instagram?			
DISC2_A	Frequency	Weighted Frequency	Weighted Percent
.	1	203,166	0.09
-99	946	131,825,636	55.76
(1) Not at all	32	3,501,484	1.48
(2) Slightly	185	34,875,655	14.75
(3) Moderately	245	50,227,076	21.24
(4) Very much	60	9,952,653	4.21
(5) Completely	23	5,849,684	2.47
Total	1,492	236,435,355	100.00

DISC1_B Did you find news directly from a news organization that reports the news such as a newspaper, TV newscast, websites, or news wires in the last week?			
DISC1_B	Frequency	Weighted Frequency	Weighted Percent
.	2	379,716	0.16
(1) Yes	1,326	208,548,505	88.21
(2) No	164	27,507,134	11.63
Total	1,492	236,435,355	100.00

DISC2_B How much do you trust the information you get directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires?			
DISC2_B	Frequency	Weighted Frequency	Weighted Percent
.	3	723,508	0.31
-99	166	27,886,850	11.79
(1) Not at all	24	3,914,253	1.66
(2) Slightly	150	23,070,617	9.76
(3) Moderately	580	91,538,258	38.72
(4) Very much	451	68,269,113	28.87
(5) Completely	118	21,032,757	8.90
Total	1,492	236,435,355	100.00

DISC1_C Did you find news through search engines in the last week?			
DISC1_C	Frequency	Weighted Frequency	Weighted Percent
.	2	128,790	0.05
(1) Yes	697	120,050,988	50.78
(2) No	793	116,255,577	49.17
Total	1,492	236,435,355	100.00

DISC2_C How much do you trust the information you get through search engines?			
DISC2_C	Frequency	Weighted Frequency	Weighted Percent
.	4	631,282	0.27
-99	795	116,384,367	49.22
(1) Not at all	9	1,390,517	0.59
(2) Slightly	85	13,953,011	5.90
(3) Moderately	378	65,492,111	27.70
(4) Very much	179	29,464,714	12.46
(5) Completely	42	9,119,354	3.86
Total	1,492	236,435,355	100.00

DISC1_D Did you find news from online news organizations that mostly combine news from other sources in the last week?			
DISC1_D	Frequency	Weighted Frequency	Weighted Percent
.	19	1,797,668	0.76
(1) Yes	689	121,208,686	51.27
(2) No	784	113,429,001	47.97
Total	1,492	236,435,355	100.00

DISC2_D How much do you trust the information you get from online news organizations that mostly combine news from other sources?			
DISC2_D	Frequency	Weighted Frequency	Weighted Percent
-99	803	115,226,669	48.74
(1) Not at all	15	3,063,835	1.30
(2) Slightly	113	19,544,752	8.27
(3) Moderately	388	68,953,662	29.16
(4) Very much	144	25,590,024	10.82
(5) Completely	29	4,056,414	1.72
Total	1,492	236,435,355	100.00

DISC1_E Did you find news through word of mouth in person or over the phone in the last week?			
DISC1_E	Frequency	Weighted Frequency	Weighted Percent
.	3	382,832	0.16
(1) Yes	942	153,662,321	64.99
(2) No	547	82,390,201	34.85
Total	1,492	236,435,355	100.00

DISC2_E How much do you trust the information you get through word of mouth in person over the phone?			
DISC2_E	Frequency	Weighted Frequency	Weighted Percent
.	4	713,881	0.30
-99	550	82,773,034	35.01
(1) Not at all	36	6,671,205	2.82
(2) Slightly	264	43,690,949	18.48
(3) Moderately	434	69,953,113	29.59
(4) Very much	155	24,675,276	10.44
(5) Completely	49	7,957,898	3.37
Total	1,492	236,435,355	100.00

DISC1_F Did you find news by sharing news with friends through email or text messaging or other ways online in the last week?			
DISC1_F	Frequency	Weighted Frequency	Weighted Percent
.	3	151,051	0.06
(1) Yes	613	107,893,597	45.63
(2) No	876	128,390,707	54.30
Total	1,492	236,435,355	100.00

DISC2_F How much do you trust the information you get by sharing news with friends through email or text messaging or other ways online?			
DISC2_F	Frequency	Weighted Frequency	Weighted Percent
.	2	296,337	0.13
-99	879	128,541,758	54.37
(1) Not at all	14	2,575,394	1.09
(2) Slightly	116	18,504,242	7.83
(3) Moderately	321	57,842,802	24.46
(4) Very much	125	21,131,170	8.94
(5) Completely	35	7,543,652	3.19
Total	1,492	236,435,355	100.00

DISC1_G Did you find news from electronic news alerts or subscriptions you've signed up for in the last week?			
DISC1_G	Frequency	Weighted Frequency	Weighted Percent
.	5	541,640	0.23
(1) Yes	454	74,231,974	31.40
(2) No	1,033	161,661,741	68.37
Total	1,492	236,435,355	100.00

DISC2_G How much do you trust the information you get from electronic news alerts or subscriptions you've signed up for?			
DISC2_G	Frequency	Weighted Frequency	Weighted Percent
.	1	31,089	0.01
-99	1,038	162,203,381	68.60
(1) Not at all	5	1,171,091	0.50
(2) Slightly	49	6,601,895	2.79
(3) Moderately	179	28,970,648	12.25
(4) Very much	166	26,245,104	11.10
(5) Completely	54	11,212,147	4.74
Total	1,492	236,435,355	100.00

DISC3 Of these ways that you find news, which way do you prefer the most?			
DISC3	Frequency	Weighted Frequency	Weighted Percent
.	35	5,174,479	2.19
(1) Through social media such as Facebook, Twitter or Instagram	44	9,937,976	4.20
(2) Directly from a news organization that reports the news, such as a newspaper, TV newscast, websites, or news wires	972	144,898,444	61.28
(3) Through search engines	87	17,679,892	7.48
(4) From online news organizations that mostly combine news from other sources	71	16,204,639	6.85
(5) Through word of mouth in person over the phone	33	5,481,688	2.32
(6) By sharing news with friends through email or text messaging or other ways online	12	2,582,896	1.09
(7) From electronic news alerts or subscriptions you've signed up for	39	7,536,690	3.19
(8) Other	7	699,658	0.30
(9) TV	76	7,803,391	3.30
(10) Internet/Online (general mention)	31	5,041,728	2.13
(11) Computer (general mention)	7	1,373,617	0.58
(12) Radio (general mention)	43	5,655,132	2.39
(13) Cell phone (general mention)	5	1,663,222	0.70
(14) iPad/tablet (general mention)	6	588,327	0.25
(66) None	14	2,757,215	1.17
(67) All	10	1,356,361	0.57
Total	1,492	236,435,355	100.00

SORC1_A Did you watch, read, or hear news from local TV news programs, either TV or online in the last week, or not?			
SORC1_A	Frequency	Weighted Frequency	Weighted Percent
.	1	17,318	0.01
(1) Yes	1,276	193,086,512	81.67
(2) No	215	43,331,524	18.33
Total	1,492	236,435,355	100.00

SORC2_A How much do you trust the information you get from local TV news programs, either on TV or online?			
SORC2_A	Frequency	Weighted Frequency	Weighted Percent
-99	216	43,348,843	18.33
(1) Not at all	9	1,070,721	0.45
(2) Slightly	128	17,420,787	7.37
(3) Moderately	517	73,330,066	31.01
(4) Very much	498	78,422,819	33.17
(5) Completely	124	22,842,120	9.66
Total	1,492	236,435,355	100.00

SORC1_B Did you watch, read, or hear news from national network news such as NBC, CBS, or ABC, or not?			
SORC1_B	Frequency	Weighted Frequency	Weighted Percent
.	6	876,856	0.37
(1) Yes	1,124	172,823,371	73.10
(2) No	362	62,735,129	26.53
Total	1,492	236,435,355	100.00

SORC2_B How much do you trust the information you get from national network news such as NBC, CBS, or ABC?			
SORC2_B	Frequency	Weighted Frequency	Weighted Percent
.	2	281,804	0.12
-99	368	63,611,984	26.90
(1) Not at all	15	2,997,167	1.27
(2) Slightly	128	22,376,296	9.46
(3) Moderately	441	65,273,397	27.61
(4) Very much	420	60,131,164	25.43
(5) Completely	118	21,763,542	9.20
Total	1,492	236,435,355	100.00

SORC1_C Did you watch, read, or hear news from 24-hour TV news channels such as Fox News, CNN, or MSNBC, or not?			
SORC1_C	Frequency	Weighted Frequency	Weighted Percent
.	8	890,971	0.38
(1) Yes	942	146,115,614	61.80
(2) No	542	89,428,770	37.82
Total	1,492	236,435,355	100.00

SORC2_C How much do you trust the information you get from 24-hour TV news channels such as Fox News, CNN, or MSNBC?			
SORC2_C	Frequency	Weighted Frequency	Weighted Percent
.	11	1,402,154	0.59
-99	550	90,319,741	38.20
(1) Not at all	22	4,159,627	1.76
(2) Slightly	111	15,144,511	6.41
(3) Moderately	397	61,347,216	25.95
(4) Very much	303	46,156,260	19.52
(5) Completely	98	17,905,846	7.57
Total	1,492	236,435,355	100.00

SORC1_D Did you watch, read, or hear news from radio news organizations, or not?			
SORC1_D	Frequency	Weighted Frequency	Weighted Percent
.	5	995,445	0.42
(1) Yes	838	132,679,502	56.12
(2) No	649	102,760,407	43.46
Total	1,492	236,435,355	100.00

SORC2_D How much do you trust the information you get from radio news organizations?			
SORC2_D	Frequency	Weighted Frequency	Weighted Percent
.	4	417,532	0.18
-99	654	103,755,853	43.88
(1) Not at all	8	672,404	0.28
(2) Slightly	73	11,113,170	4.70
(3) Moderately	365	56,150,617	23.75
(4) Very much	329	53,312,700	22.55
(5) Completely	59	11,013,079	4.66
Total	1,492	236,435,355	100.00

SORC1_E Did you watch, read, or hear news from newspapers, either in print or online, or not?			
SORC1_E	Frequency	Weighted Frequency	Weighted Percent
.	2	379,435	0.16
(1) Yes	1,017	156,785,929	66.31
(2) No	473	79,269,991	33.53
Total	1,492	236,435,355	100.00

SORC2_E How much do you trust the information you get from newspapers, either in print or online?			
SORC2_E	Frequency	Weighted Frequency	Weighted Percent
.	4	475,676	0.20
-99	475	79,649,426	33.69
(1) Not at all	7	1,165,428	0.49
(2) Slightly	91	12,775,539	5.40
(3) Moderately	453	68,437,950	28.95
(4) Very much	387	60,956,281	25.78
(5) Completely	75	12,975,054	5.49
Total	1,492	236,435,355	100.00

SORC1_F Did you watch, read, or hear news from magazines, either in print or online, or not?			
SORC1_F	Frequency	Weighted Frequency	Weighted Percent
.	1	99,350	0.04
(1) Yes	603	87,355,737	36.95
(2) No	888	148,980,267	63.01
Total	1,492	236,435,355	100.00

SORC2_F How much do you trust the information you get from magazines, either in print or online?			
SORC2_F	Frequency	Weighted Frequency	Weighted Percent
-99	889	149,079,618	63.05
(1) Not at all	6	1,104,155	0.47
(2) Slightly	71	9,142,179	3.87
(3) Moderately	282	42,028,535	17.78
(4) Very much	209	28,920,076	12.23
(5) Completely	35	6,160,793	2.61
Total	1,492	236,435,355	100.00

SORC1_G Did you watch, read, or hear news from online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or blogs, or not?			
SORC1_G	Frequency	Weighted Frequency	Weighted Percent
.	6	497,228	0.21
(1) Yes	611	111,285,997	47.07
(2) No	875	124,652,130	52.72
Total	1,492	236,435,355	100.00

SORC2_G How much do you trust the information you get from online-only sources such as Yahoo! News, BuzzFeed, and Huffington Post, or blogs?			
SORC2_G	Frequency	Weighted Frequency	Weighted Percent
.	1	52,084	0.02
-99	881	125,149,358	52.93
(1) Not at all	16	2,000,399	0.85
(2) Slightly	123	20,067,464	8.49
(3) Moderately	320	61,575,881	26.04
(4) Very much	118	19,801,810	8.38
(5) Completely	33	7,788,358	3.29
Total	1,492	236,435,355	100.00

SORC1_H Did you watch, read, or hear news from news wires such as the Associated Press or Reuters, or not?			
SORC1_H	Frequency	Weighted Frequency	Weighted Percent
.	7	1,379,498	0.58
(1) Yes	508	77,779,068	32.90
(2) No	977	157,276,789	66.52
Total	1,492	236,435,355	100.00

SORC2_H How much do you trust the information you get from news wires such as the Associated Press or Reuters?			
SORC2_H	Frequency	Weighted Frequency	Weighted Percent
-99	984	158,656,287	67.10
(1) Not at all	8	1,272,478	0.54
(2) Slightly	42	5,272,322	2.23
(3) Moderately	185	31,215,163	13.20
(4) Very much	225	33,040,836	13.97
(5) Completely	48	6,978,269	2.95
Total	1,492	236,435,355	100.00

STY1 First, what is the last breaking news story that you watched, read, or heard about as it unfolded?			
STY1	Frequency	Weighted Frequency	Weighted Percent
.	222	35,738,141	15.12
(1001) Plane landing at wrong airport	4	1,096,399	0.46
(1002) West Virginia chemical spill	27	6,777,141	2.87
(1003) West Texas explosion	1	316,535	0.13
(1004) Young woman brain dead from tonsil surgery	2	237,190	0.10
(1005) Car crashes in Florida and California involving cars going the wrong way	5	67,272	0.03
(1066) National General Other	44	6,582,228	2.78
(2001) School shooting in New Mexico	23	2,989,871	1.26
(2002) Missing child in Memphis	2	328,342	0.14
(2003) Theater shooting in Florida	14	1,834,088	0.78
(2004) School shooting (general)	54	9,220,312	3.90
(2005) Boston Bombings	14	2,448,368	1.04
(2006) Shooting in Maryland Mall	18	1,831,556	0.77
(2007) Florida boy shot for playing rap music	9	352,471	0.15
(2066) National Crime Other	87	13,801,453	5.84
(3001) Chris Christie scandal	157	26,107,651	11.04
(3002) Affordable Care Act	16	2,570,727	1.09
(3003) Budget Passing	2	348,359	0.15

(3005)	Benghazi Attacks	21	3,863,814	1.63
(3006)	State of the Union Address	6	604,291	0.26
(3007)	Raising minimum wage	1	327,136	0.14
(3066)	Politics Other	78	13,148,101	5.56
(4001)	Thailand riots	1	410,750	0.17
(4002)	Syria	12	2,924,364	1.24
(4003)	Israeli Prime minister death	6	750,980	0.32
(4004)	International Space Station	1	175,246	0.07
(4005)	Nelson Mandela death	5	866,244	0.37
(4006)	Amanda Knox Case	3	164,354	0.07
(4007)	Security in Russia	5	836,059	0.35
(4066)	International Other	53	9,900,589	4.19
(5001)	Crime	82	12,479,385	5.28
(5002)	Politics	4	585,224	0.25
(5003)	Local General	19	2,993,440	1.27
(5066)	Local Other	49	6,744,982	2.85
(5555)	None	5	825,989	0.35
(6001)	Polar vortex/snow storm	124	15,774,956	6.67
(6002)	Hurricane	3	524,608	0.22
(6003)	Tornado	2	400,027	0.17
(6004)	Flood	3	332,437	0.14
(6005)	California Fires	22	4,392,642	1.86
(6066)	Weather Other	96	12,215,092	5.17
(6666)	Other General	44	7,871,618	3.33
(7001)	Football playoffs	8	916,635	0.39
(7002)	Alex Rodriguez	5	1,683,111	0.71
(7003)	Dennis Rodman	2	675,937	0.29
(7004)	Sporting Event	10	1,829,876	0.77
(7005)	The Olympics	50	7,611,386	3.22
(7006)	The Super Bowl	9	1,696,130	0.72
(7007)	Michael Sam comes out as gay	4	190,985	0.08
(7066)	Sports Other	15	2,772,925	1.17
(8001)	New Years Eve	1	75,262	0.03
(8002)	Paul Walker death	2	778,256	0.33
(8003)	Justin Bieber arrest	8	1,815,861	0.77
(8004)	Philip Seymour Hoffman death	15	2,992,190	1.27
(8066)	Entertainment Other	17	1,636,368	0.69
Total		1492	236,435,355	100

STY2_DEVICE Thinking about that breaking news story, how did you first find out about it? Device dimension			
STY2_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	13	1,261,213	0.53
-99	227	36,564,130	15.46
(1) Television	683	98,776,342	41.78
(2) Radio	100	17,612,893	7.45
(4) Computer	8	856,212	0.36
(5) Cell phone	51	9,698,848	4.10
(6) Tablet	2	808,938	0.34
(7) E-reader	1	53,010	0.02
(8) Smart TV	1	11,311	0.00
(9) Internet/online unspecified	144	29,035,024	12.28
(66) Other	13	2,010,924	0.85
(88) No specific mention	249	39,746,512	16.81
Total	1,492	236,435,355	100.00

STY2_DISCOVERY Thinking about that breaking news story, how did you first find out about it? Discovery dimension			
STY2_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	13	1,261,213	0.53
-99	227	36,564,130	15.46
(1) Directly from a news organization that reports the news	734	103,267,469	43.68
(2) Talk show	18	3,294,993	1.39
(3) Websites, news organization not specified	26	3,714,773	1.57
(4) Mobile app	17	4,991,983	2.11
(5) News alerts	34	5,432,113	2.30
(6) Online news organizations that combine news from other sources	38	5,426,277	2.30
(7) Social media	42	11,377,945	4.81
(8) Search engine	11	2,989,862	1.26
(9) Word of mouth	86	14,945,816	6.32
(10) Sharing news with friends	8	1,225,479	0.52
(11) Directly from a specialty news organization that reports the news	32	6,088,980	2.58
(66) Other	17	3,345,992	1.42
(88) No specific mention	189	32,508,329	13.75
Total	1,492	236,435,355	100.00

STY2_SOURCE Thinking about that breaking news story, how did you first find out about it? Source dimension			
STY2_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	13	1,261,213	0.53
-99	227	36,564,130	15.46
(1) Local news station	286	44,643,842	18.88
(2) National broadcast TV news program	19	2,124,800	0.90
(3) 24 hour news	202	29,420,864	12.44
(4) Online-only sources	43	7,043,327	2.98
(5) Newspapers	36	5,913,462	2.50
(6) News wires	3	636,322	0.27
(7) Radio programming	103	17,756,285	7.51
(8) Specialty	35	5,991,273	2.53
(9) Ethnic media	40	4,787,093	2.02
(10) Unspecified TV station	251	36,750,960	15.54
(11) Friend, family, colleague	87	14,441,987	6.11
(66) Other	15	3,031,052	1.28
(88) No specific mention	132	26,068,744	11.03
Total	1,492	236,435,355	100.00

STY3 Did you try to find out more about that breaking news story, or not?			
STY3	Frequency	Weighted Frequency	Weighted Percent
.	1	7,383	0.00
-99	240	37,825,343	16.00
(1) Yes	607	97,476,144	41.23
(2) No	644	101,126,485	42.77
Total	1,492	236,435,355	100.00

STY4_DEVICE Where did you go for more information? Device dimension			
STY4_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	3	1,220,388	0.52
-99	885	138,959,211	58.77
(1) Television	162	17,416,582	7.37
(2) Radio	23	3,842,540	1.63
(3) Print newspaper	1	235,751	0.10
(4) Computer	12	2,415,220	1.02
(5) Cell phone	18	4,039,283	1.71
(6) Tablet	3	560,336	0.24
(9) Internet/online unspecified	257	49,310,492	20.86
(66) Other	2	30,058	0.01
(88) No specific mention	126	18,405,493	7.78
Total	1,492	236,435,355	100.00

STY4_DISCOVERY Where did you go for more information? Discovery dimension			
STY4_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	3	1,220,388	0.52
-99	885	138,959,211	58.77
(1) Directly from a news organization that reports the news	275	38,018,249	16.08
(2) Talk show	9	1,185,013	0.50
(3) Websites, news organization not specified	66	11,948,358	5.05
(4) Mobile app	10	3,121,823	1.32
(5) News alerts	4	492,930	0.21
(6) Online news organizations that combine news from other sources	49	9,556,508	4.04
(7) Social media	10	2,662,734	1.13
(8) Search engine	58	11,656,318	4.93
(9) Word of mouth	22	4,891,096	2.07
(11) Directly from a specialty news organization that reports the news	42	6,193,518	2.62
(66) Other	10	1,272,667	0.54
(88) No specific mention	49	5,256,542	2.22
Total	1,492	236,435,355	100.00

STY4_SOURCE Where did you go for more information? Source dimension			
STY4_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	3	1,220,388	0.52
-99	885	138,959,211	58.77
(1) Local news station	87	12,463,768	5.27
(2) National broadcast TV news program	5	705,651	0.30
(3) 24 hour news	80	11,871,126	5.02
(4) Online-only sources	49	9,537,295	4.03
(5) Newspapers	58	8,805,194	3.72
(6) News wires	5	991,081	0.42
(7) Radio programming	20	2,725,103	1.15
(8) Specialty	48	8,042,683	3.40
(9) Ethnic media	9	1,009,897	0.43
(10) Unspecified TV station	77	10,140,709	4.29
(11) Friend, family, colleague	19	4,856,960	2.05
(13) Magazines	1	89,897	0.04
(66) Other	10	1,485,488	0.63
(88) No specific mention	136	23,530,903	9.95
Total	1,492	236,435,355	100.00

STY5_DEVICE Generally, where do you go to follow slower-moving news? Device dimension			
STY5_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	96	15,045,903	6.36
(1) Television	499	73,270,681	30.99
(2) Radio	77	11,629,293	4.92
(3) Print newspaper	5	449,697	0.19
(4) Computer	14	1,845,999	0.78
(5) Cell phone	11	1,886,237	0.80
(6) Tablet	4	443,021	0.19
(7) E-reader	1	53,202	0.02
(9) Internet/online unspecified	317	62,742,655	26.54
(10) Print magazines	3	470,567	0.20
(44) Don't follow	78	12,199,119	5.16
(55) Non-specific	1	10,340	0.00
(66) Other	6	628,722	0.27
(88) No specific mention	380	55,759,918	23.58
Total	1,492	236,435,355	100.00

STY5_DISCOVERY Generally, where do you go to follow slower-moving news? Discovery dimension			
STY5_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	96	15,045,903	6.36
(1) Directly from a news organization that reports the news	855	129,651,098	54.84
(2) Talk show	14	2,315,470	0.98
(3) Websites, news organization not specified	56	10,850,996	4.59
(4) Mobile app	6	1,497,359	0.63
(5) News alerts	6	1,848,849	0.78
(6) Online news organizations that combine news from other sources	91	16,214,590	6.86
(7) Social media	16	4,435,531	1.88
(8) Search engine	69	12,644,603	5.35
(9) Word of mouth	25	3,399,643	1.44
(10) Sharing news with friends	1	216,384	0.09
(11) Directly from a specialty news organization that reports the news	29	3,934,576	1.66
(44) Don't follow	78	12,199,119	5.16
(55) Non-specific	1	10,340	0.00
(66) Other	16	1,905,003	0.81
(88) No specific mention	133	20,265,889	8.57
Total	1,492	236,435,355	100.00

STY5_SOURCE Generally, where do you go to follow slower-moving news? Source dimension			
STY5_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	96	15,045,903	6.36
(1) Local news station	167	24,885,176	10.53
(2) National broadcast TV news program	24	3,613,408	1.53
(3) 24 hour news	222	35,312,370	14.94
(4) Online-only sources	101	17,682,329	7.48
(5) Newspapers	216	33,785,445	14.29
(6) News wires	6	1,031,544	0.44
(7) Radio programming	70	10,761,876	4.55
(8) Specialty	27	4,025,898	1.70
(9) Ethnic media	47	5,087,903	2.15
(10) Unspecified TV station	208	30,876,019	13.06
(11) Friend, family, colleague	22	3,094,862	1.31
(13) Magazines	30	5,236,291	2.21
(14) Journals	1	211,628	0.09
(44) Don't follow	78	12,199,119	5.16
(55) Non-specific	1	10,340	0.00
(66) Other	15	2,149,382	0.91
(88) No specific mention	161	31,425,860	13.29
Total	1,492	236,435,355	100.00

TOP1_A Do you, personally, try to keep up with the news about your local town or city?			
TOP1_A	Frequency	Weighted Frequency	Weighted Percent
-99	1,012	164,190,033	69.44
(1) Yes	393	54,310,100	22.97
(2) No	87	17,935,222	7.59
Total	1,492	236,435,355	100.00

TOP2_A_DEVICE Where do you usually go for news about your local town or city? Device dimension			
TOP2_A_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,099	182,125,255	77.03
(1) Television	161	19,173,085	8.11
(2) Radio	19	2,866,995	1.21
(3) Print newspaper	2	200,917	0.09
(5) Cell phone	2	173,113	0.07
(9) Internet/online unspecified	44	7,970,195	3.37
(66) Other	12	2,129,444	0.90
(88) No specific mention	153	21,796,352	9.22
Total	1,492	236,435,355	100.00

TOP2_A_DISCOVERY Where do you usually go for news about your local town or city? Discovery dimension			
TOP2_A_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,099	182,125,255	77.03
(1) Directly from a news organization that reports the news	292	39,599,483	16.75
(3) Websites, news organization not specified	13	2,036,683	0.86
(4) Mobile app	2	680,274	0.29
(5) News alerts	3	646,203	0.27
(6) Online news organizations that combine news from other sources	3	395,338	0.17
(7) Social media	2	120,986	0.05
(8) Search engine	2	235,410	0.10
(9) Word of mouth	13	2,111,779	0.89
(66) Other	20	2,449,929	1.04
(88) No specific mention	43	6,034,015	2.55
Total	1,492	236,435,355	100.00

TOP2_A_SOURCE Where do you usually go for news about your local town or city? Source dimension			
TOP2_A_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,099	182,125,255	77.03
(1) Local news station	123	16,302,005	6.89
(2) National broadcast TV news program	2	446,132	0.19
(3) 24 hour news	2	282,305	0.12
(4) Online-only sources	4	519,839	0.22
(5) Newspapers	134	20,289,849	8.58
(7) Radio programming	19	2,866,995	1.21
(8) Specialty	1	70,010	0.03
(9) Ethnic media	10	912,235	0.39
(10) Unspecified TV station	46	5,054,572	2.14
(11) Friend, family, colleague	6	775,167	0.33
(13) Magazines	1	53,135	0.02
(66) Other	15	2,178,486	0.92
(88) No specific mention	30	4,559,372	1.93
Total	1,492	236,435,355	100.00

TOP1_B Do you, personally, try to keep up with the news about science and technology?			
TOP1_B	Frequency	Weighted Frequency	Weighted Percent
-99	1,005	157,877,768	66.77
(1) Yes	289	45,698,520	19.33
(2) No	198	32,859,068	13.90
Total	1,492	236,435,355	100.00

TOP2_B_DEVICE Where do you usually go for news about science and technology? Device dimension			
TOP2_B_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,736,835	80.67
(1) Television	77	9,900,426	4.19
(2) Radio	9	1,291,149	0.55
(4) Computer	3	458,035	0.19
(5) Cell phone	2	63,507	0.03
(6) Tablet	1	31,055	0.01
(8) Smart TV	2	296,864	0.13
(9) Internet/online unspecified	99	20,981,207	8.87
(10) Print magazines	2	229,908	0.10
(55) Non-specific	2	291,350	0.12
(66) Other	2	19,307	0.01
(88) No specific mention	90	12,135,710	5.13
Total	1,492	236,435,355	100.00

TOP2_B_DISCOVERY Where do you usually go for news about science and technology? Discovery dimension			
TOP2_B_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,736,835	80.67
(1) Directly from a news organization that reports the news	116	14,284,653	6.04
(3) Websites, news organization not specified	24	4,585,476	1.94
(4) Mobile app	4	491,616	0.21
(5) News alerts	1	85,110	0.04
(6) Online news organizations that combine news from other sources	17	4,320,933	1.83
(7) Social media	5	1,567,424	0.66
(8) Search engine	34	7,167,176	3.03
(9) Word of mouth	6	565,676	0.24
(11) Directly from a specialty news organization that reports the news	40	7,599,080	3.21
(55) Non-specific	2	291,350	0.12
(66) Other	7	1,365,544	0.58
(88) No specific mention	33	3,374,481	1.43
Total	1,492	236,435,355	100.00

TOP2_B_SOURCE Where do you usually go for news about science and technology? Source dimension			
TOP2_B_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,736,835	80.67
(1) Local news station	22	2,383,359	1.01
(2) National broadcast TV news program	6	484,319	0.20
(3) 24 hour news	29	4,270,624	1.81
(4) Online-only sources	21	4,586,498	1.94
(5) Newspapers	33	4,160,378	1.76
(6) News wires	2	543,040	0.23
(7) Radio programming	9	1,291,149	0.55
(8) Specialty	22	4,652,019	1.97
(9) Ethnic media	5	740,845	0.31
(10) Unspecified TV station	29	2,792,224	1.18
(11) Friend, family, colleague	5	552,726	0.23
(13) Magazines	29	4,252,043	1.80
(14) Journals	1	140,826	0.06
(55) Non-specific	2	291,350	0.12
(66) Other	3	363,474	0.15
(88) No specific mention	71	14,193,643	6.00
Total	1,492	236,435,355	100.00

TOP1_C Do you, personally, try to keep up with the news about traffic and weather?			
TOP1_C	Frequency	Weighted Frequency	Weighted Percent
-99	1,010	156,802,519	66.32
(1) Yes	423	66,976,958	28.33
(2) No	59	12,655,878	5.35
Total	1,492	236,435,355	100.00

TOP2_C_DEVICE Where do you usually go for news about traffic and weather? Device dimension			
TOP2_C_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,069	169,458,397	71.67
(1) Television	230	31,883,888	13.49
(2) Radio	59	8,141,623	3.44
(3) Print newspaper	1	203,166	0.09
(4) Computer	2	232,356	0.10
(5) Cell phone	36	9,880,089	4.18
(8) Smart TV	2	179,943	0.08
(9) Internet/online unspecified	61	12,873,986	5.45
(66) Other	2	345,600	0.15
(88) No specific mention	30	3,236,307	1.37
Total	1,492	236,435,355	100.00

TOP2_C_DISCOVERY Where do you usually go for news about traffic and weather? Discovery dimension			
TOP2_C_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,069	169,458,397	71.67
(1) Directly from a news organization that reports the news	206	27,318,767	11.55
(2) Talk show	1	25,654	0.01
(3) Websites, news organization not specified	20	4,018,483	1.70
(4) Mobile app	25	6,312,137	2.67
(5) News alerts	2	293,485	0.12
(6) Online news organizations that combine news from other sources	2	11,707	0.01
(7) Social media	1	310,635	0.13
(8) Search engine	5	775,745	0.33
(9) Word of mouth	1	215,715	0.09
(11) Directly from a specialty news organization that reports the news	62	13,126,531	5.55
(66) Other	3	53,181	0.02
(88) No specific mention	95	14,514,919	6.14
Total	1,492	236,435,355	100.00

TOP2_C_SOURCE Where do you usually go for news about traffic and weather? Source dimension			
TOP2_C_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,069	169,458,397	71.67
(1) Local news station	149	21,580,579	9.13
(2) National broadcast TV news program	3	243,533	0.10
(3) 24 hour news	8	558,658	0.24
(4) Online-only sources	2	11,707	0.01
(5) Newspapers	12	2,231,982	0.94
(7) Radio programming	59	8,305,539	3.51
(8) Specialty	79	17,758,040	7.51
(9) Ethnic media	14	842,401	0.36
(10) Unspecified TV station	47	6,015,159	2.54
(11) Friend, family, colleague	1	215,715	0.09
(66) Other	1	31,089	0.01
(88) No specific mention	48	9,182,556	3.88
Total	1,492	236,435,355	100.00

TOP1_D Do you, personally, try to keep up with the news about schools and education?			
TOP1_D	Frequency	Weighted Frequency	Weighted Percent
-99	991	162,181,061	68.59
(1) Yes	311	44,511,516	18.83
(2) No	190	29,742,779	12.58
Total	1,492	236,435,355	100.00

TOP2_D_DEVICE Where do you usually go for news about schools and education? Device dimension			
TOP2_D_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	4	195,493	0.08
-99	1,181	191,923,839	81.17
(1) Television	113	15,241,315	6.45
(2) Radio	15	1,810,741	0.77
(3) Print newspaper	2	478,425	0.20
(6) Tablet	1	136,232	0.06
(8) Smart TV	1	235,751	0.10
(9) Internet/online unspecified	58	10,279,613	4.35
(10) Print magazines	1	154,943	0.07
(55) Non-specific	1	23,613	0.01
(66) Other	13	1,282,984	0.54
(88) No specific mention	102	14,672,406	6.21
Total	1,492	236,435,355	100.00

TOP2_D_DISCOVERY Where do you usually go for news about schools and education? Discovery dimension			
TOP2_D_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	4	195,493	0.08
-99	1,181	191,923,839	81.17
(1) Directly from a news organization that reports the news	173	26,018,867	11.00
(2) Talk show	2	265,303	0.11
(3) Websites, news organization not specified	14	1,963,705	0.83
(5) News alerts	3	555,031	0.23
(6) Online news organizations that combine news from other sources	7	1,440,031	0.61
(7) Social media	5	797,805	0.34
(8) Search engine	16	2,874,121	1.22
(9) Word of mouth	14	1,433,130	0.61
(55) Non-specific	1	23,613	0.01
(66) Other	33	4,557,630	1.93
(88) No specific mention	39	4,386,787	1.86
Total	1,492	236,435,355	100.00

TOP2_D_SOURCE Where do you usually go for news about schools and education? Source dimension			
TOP2_D_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	4	195,493	0.08
-99	1,181	191,923,839	81.17
(1) Local news station	62	8,776,135	3.71
(2) National broadcast TV news program	5	701,269	0.30
(3) 24 hour news	18	3,029,441	1.28
(4) Online-only sources	7	1,455,492	0.62
(5) Newspapers	59	9,392,703	3.97
(7) Radio programming	15	1,810,741	0.77
(9) Ethnic media	7	591,328	0.25
(10) Unspecified TV station	38	4,890,017	2.07
(11) Friend, family, colleague	12	1,340,765	0.57
(13) Magazines	2	179,563	0.08
(55) Non-specific	1	23,613	0.01
(66) Other	26	3,719,103	1.57
(88) No specific mention	55	8,405,853	3.56
Total	1,492	236,435,355	100.00

TOP1_E Do you, personally, try to keep up with the news about social issues like abortion, race, and gay rights?			
TOP1_E	Frequency	Weighted Frequency	Weighted Percent
.	1	280,344	0.12
-99	992	156,370,680	66.14
(1) Yes	270	44,826,077	18.96
(2) No	229	34,958,255	14.79
Total	1,492	236,435,355	100.00

TOP2_E_DEVICE Where do you usually go for news about social issues like abortion, race, and gay rights? Device dimension			
TOP2_E_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	2	450,853	0.19
-99	1,222	191,609,278	81.04
(1) Television	76	11,472,726	4.85
(2) Radio	11	1,523,548	0.64
(3) Print newspaper	2	312,576	0.13
(4) Computer	1	213,868	0.09
(5) Cell phone	2	177,525	0.08
(9) Internet/online unspecified	87	17,687,706	7.48
(10) Print magazines	3	335,502	0.14
(55) Non-specific	2	430,984	0.18
(66) Other	5	303,884	0.13
(88) No specific mention	79	11,916,906	5.04
Total	1,492	236,435,355	100.00

TOP2_E_DISCOVERY Where do you usually go for news about social issues like abortion, race, and gay rights? Discovery dimension			
TOP2_E_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	2	450,853	0.19
-99	1,222	191,609,278	81.04
(1) Directly from a news organization that reports the news	162	28,457,422	12.04
(2) Talk show	1	30,451	0.01
(3) Websites, news organization not specified	23	3,846,165	1.63
(4) Mobile app	1	51,616	0.02
(5) News alerts	2	348,359	0.15
(6) Online news organizations that combine news from other sources	9	779,188	0.33
(7) Social media	9	2,910,002	1.23
(8) Search engine	20	3,324,268	1.41
(9) Word of mouth	4	824,280	0.35
(11) Directly from a specialty news organization that reports the news	1	166,214	0.07
(55) Non-specific	2	430,984	0.18
(66) Other	6	744,286	0.31
(88) No specific mention	28	2,461,989	1.04
Total	1,492	236,435,355	100.00

TOP2_E_SOURCE Where do you usually go for news about social issues like abortion, race, and gay rights? Source dimension			
TOP2_E_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	2	450,853	0.19
-99	1,222	191,609,278	81.04
(1) Local news station	22	4,537,542	1.92
(2) National broadcast TV news program	6	991,008	0.42
(3) 24 hour news	58	10,902,016	4.61
(4) Online-only sources	21	2,943,534	1.25
(5) Newspapers	34	4,294,400	1.82
(7) Radio programming	11	1,523,548	0.64
(8) Specialty	2	217,830	0.09
(9) Ethnic media	7	1,088,304	0.46
(10) Unspecified TV station	34	4,963,831	2.10
(11) Friend, family, colleague	2	125,245	0.05
(13) Magazines	4	345,712	0.15
(55) Non-specific	2	430,984	0.18
(66) Other	5	957,073	0.40
(88) No specific mention	60	11,054,197	4.68
Total	1,492	236,435,355	100.00

TOP1_F Do you, personally, try to keep up with the news about national government and politics?			
TOP1_F	Frequency	Weighted Frequency	Weighted Percent
.	2	642,400	0.27
-99	935	142,858,169	60.42
(1) Yes	409	66,924,989	28.31
(2) No	146	26,009,796	11.00
Total	1,492	236,435,355	100.00

TOP2_F_DEVICE Where do you usually go for news about national government and politics? Device dimension			
TOP2_F_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,083	169,510,366	71.69
(1) Television	152	22,390,108	9.47
(2) Radio	23	3,909,749	1.65
(3) Print newspaper	5	828,834	0.35
(5) Cell phone	1	633,070	0.27
(6) Tablet	1	129,718	0.05
(9) Internet/online unspecified	84	16,891,712	7.14
(10) Print magazines	1	191,158	0.08
(55) Non-specific	3	472,021	0.20
(66) Other	2	75,789	0.03
(88) No specific mention	137	21,402,830	9.05
Total	1,492	236,435,355	100.00

TOP2_F_DISCOVERY Where do you usually go for news about national government and politics? Discovery dimension			
TOP2_F_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,083	169,510,366	71.69
(1) Directly from a news organization that reports the news	285	44,453,985	18.80
(2) Talk show	7	1,817,458	0.77
(3) Websites, news organization not specified	19	2,741,487	1.16
(4) Mobile app	1	169,927	0.07
(5) News alerts	1	7,691	0.00
(6) Online news organizations that combine news from other sources	16	3,808,211	1.61
(7) Social media	5	1,439,293	0.61
(8) Search engine	15	3,765,977	1.59
(9) Word of mouth	5	828,778	0.35
(11) Directly from a specialty news organization that reports the news	1	21,995	0.01
(55) Non-specific	3	472,021	0.20
(66) Other	2	105,365	0.04
(88) No specific mention	49	7,292,801	3.08
Total	1,492	236,435,355	100.00

TOP2_F_SOURCE Where do you usually go for news about national government and politics? Source dimension			
TOP2_F_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,083	169,510,366	71.69
(1) Local news station	31	4,391,305	1.86
(2) National broadcast TV news program	21	2,900,005	1.23
(3) 24 hour news	114	18,649,778	7.89
(4) Online-only sources	25	5,644,429	2.39
(5) Newspapers	54	9,163,890	3.88
(6) News wires	2	64,334	0.03
(7) Radio programming	23	3,909,749	1.65
(8) Specialty	2	96,265	0.04
(9) Ethnic media	12	768,004	0.32
(10) Unspecified TV station	73	12,063,511	5.10
(11) Friend, family, colleague	2	638,963	0.27
(13) Magazines	1	70,064	0.03
(55) Non-specific	3	472,021	0.20
(66) Other	3	113,056	0.05
(88) No specific mention	43	7,979,615	3.38
Total	1,492	236,435,355	100.00

TOP1_G Do you, personally, try to keep up with the news about entertainment and celebrities?			
TOP1_G	Frequency	Weighted Frequency	Weighted Percent
-99	981	157,655,607	66.68
(1) Yes	192	29,017,560	12.27
(2) No	319	49,762,188	21.05
Total	1,492	236,435,355	100.00

TOP2_G_DEVICE Where do you usually go for news about entertainment and celebrities? Device dimension			
TOP2_G_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,300	207,417,795	87.73
(1) Television	88	11,297,207	4.78
(2) Radio	6	416,678	0.18
(3) Print newspaper	1	382,316	0.16
(4) Computer	1	342,789	0.15
(6) Tablet	1	81,610	0.03
(8) Smart TV	1	60,417	0.03
(9) Internet/online unspecified	61	11,166,325	4.72
(10) Print magazines	2	700,731	0.30
(55) Non-specific	1	14,502	0.01
(66) Other	2	254,818	0.11
(88) No specific mention	28	4,300,166	1.82
Total	1,492	236,435,355	100.00

TOP2_G_DISCOVERY Where do you usually go for news about entertainment and celebrities? Discovery dimension			
TOP2_G_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,300	207,417,795	87.73
(1) Directly from a news organization that reports the news	56	6,584,014	2.78
(2) Talk show	2	225,308	0.10
(3) Websites, news organization not specified	18	2,272,148	0.96
(6) Online news organizations that combine news from other sources	13	3,130,084	1.32
(7) Social media	7	1,871,500	0.79
(8) Search engine	13	2,966,833	1.25
(11) Directly from a specialty news organization that reports the news	51	7,450,397	3.15
(55) Non-specific	1	14,502	0.01
(66) Other	2	254,818	0.11
(88) No specific mention	29	4,247,957	1.80
Total	1,492	236,435,355	100.00

TOP2_G_SOURCE Where do you usually go for news about entertainment and celebrities? Source dimension			
TOP2_G_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,300	207,417,795	87.73
(1) Local news station	20	2,315,689	0.98
(2) National broadcast TV news program	3	224,940	0.10
(3) 24 hour news	4	584,376	0.25
(4) Online-only sources	15	3,411,099	1.44
(5) Newspapers	9	1,293,612	0.55
(7) Radio programming	6	416,678	0.18
(8) Specialty	44	6,342,055	2.68
(9) Ethnic media	14	1,435,609	0.61
(10) Unspecified TV station	24	2,939,530	1.24
(13) Magazines	9	1,892,425	0.80
(55) Non-specific	1	14,502	0.01
(66) Other	2	254,818	0.11
(88) No specific mention	41	7,892,227	3.34
Total	1,492	236,435,355	100.00

TOP1_H Do you, personally, try to keep up with the news about the environment and natural disasters?			
TOP1_H	Frequency	Weighted Frequency	Weighted Percent
.	1	73,947	0.03
-99	949	151,009,154	63.87
(1) Yes	435	66,287,296	28.04
(2) No	107	19,064,958	8.06
Total	1,492	236,435,355	100.00

TOP2_H_DEVICE Where do you usually go for news about the environment and natural disasters? Device dimension			
TOP2_H_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	2	411,062	0.17
-99	1,057	170,148,059	71.96
(1) Television	195	27,337,593	11.56
(2) Radio	12	1,483,246	0.63
(3) Print newspaper	1	37,135	0.02
(4) Computer	1	75,262	0.03
(5) Cell phone	5	721,614	0.31
(9) Internet/online unspecified	83	15,244,067	6.45
(10) Print magazines	2	164,538	0.07
(55) Non-specific	8	1,754,871	0.74
(66) Other	2	246,091	0.10
(88) No specific mention	124	18,811,817	7.96
Total	1,492	236,435,355	100.00

TOP2_H_DISCOVERY Where do you usually go for news about the environment and natural disasters? Discovery dimension			
TOP2_H_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	2	411,062	0.17
-99	1,057	170,148,059	71.96
(1) Directly from a news organization that reports the news	268	39,311,774	16.63
(2) Talk show	2	357,449	0.15
(3) Websites, news organization not specified	26	4,353,637	1.84
(4) Mobile app	2	109,732	0.05
(5) News alerts	6	745,226	0.32
(6) Online news organizations that combine news from other sources	16	2,852,542	1.21
(7) Social media	3	1,191,177	0.50
(8) Search engine	12	2,255,401	0.95
(9) Word of mouth	6	1,469,307	0.62
(11) Directly from a specialty news organization that reports the news	20	2,102,686	0.89
(55) Non-specific	8	1,754,871	0.74
(66) Other	4	484,025	0.20
(88) No specific mention	60	8,888,407	3.76
Total	1,492	236,435,355	100.00

TOP2_H_SOURCE Where do you usually go for news about the environment and natural disasters? Source dimension			
TOP2_H_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	2	411,062	0.17
-99	1,057	170,148,059	71.96
(1) Local news station	59	7,657,694	3.24
(2) National broadcast TV news program	19	2,452,615	1.04
(3) 24 hour news	74	12,095,944	5.12
(4) Online-only sources	21	3,534,760	1.50
(5) Newspapers	45	6,896,048	2.92
(7) Radio programming	11	1,474,427	0.62
(8) Specialty	16	1,841,790	0.78
(9) Ethnic media	15	1,359,444	0.58
(10) Unspecified TV station	97	15,398,491	6.51
(11) Friend, family, colleague	4	1,058,464	0.45
(13) Magazines	6	387,005	0.16
(55) Non-specific	8	1,754,871	0.74
(66) Other	3	462,476	0.20
(88) No specific mention	55	9,502,204	4.02
Total	1,492	236,435,355	100.00

TOP1_I Do you, personally, try to keep up with the news about lifestyle topics such as food, exercise, or parenting?			
TOP1_I	Frequency	Weighted Frequency	Weighted Percent
.	1	45,398	0.02
-99	1,001	158,762,361	67.15
(1) Yes	239	34,609,623	14.64
(2) No	251	43,017,972	18.19
Total	1,492	236,435,355	100.00

TOP2_I_DEVICE Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Device dimension			
TOP2_I_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	4	373,431	0.16
-99	1,253	201,825,732	85.36
(1) Television	73	8,290,044	3.51
(2) Radio	3	488,700	0.21
(4) Computer	2	366,912	0.16
(6) Tablet	1	228,106	0.10
(9) Internet/online unspecified	75	12,330,752	5.22
(10) Print magazines	4	427,126	0.18
(55) Non-specific	1	30,406	0.01
(66) Other	6	569,134	0.24
(88) No specific mention	70	11,505,013	4.87
Total	1,492	236,435,355	100.00

TOP2_I_DISCOVERY Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Discovery dimension			
TOP2_I_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	4	373,431	0.16
-99	1,253	201,825,732	85.36
(1) Directly from a news organization that reports the news	65	8,611,109	3.64
(2) Talk show	8	826,788	0.35
(3) Websites, news organization not specified	25	4,721,172	2.00
(5) News alerts	3	344,057	0.15
(6) Online news organizations that combine news from other sources	11	1,823,017	0.77
(7) Social media	5	1,034,909	0.44
(8) Search engine	25	3,941,103	1.67
(9) Word of mouth	4	1,200,516	0.51
(11) Directly from a specialty news organization that reports the news	39	5,769,245	2.44
(55) Non-specific	1	30,406	0.01
(66) Other	14	2,386,831	1.01
(88) No specific mention	35	3,547,041	1.50
Total	1,492	236,435,355	100.00

TOP2_I_SOURCE Where do you usually go for news about lifestyle topics such as food, exercise, or parenting? Source dimension			
TOP2_I_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	4	373,431	0.16
-99	1,253	201,825,732	85.36
(1) Local news station	8	727,377	0.31
(2) National broadcast TV news program	13	1,214,314	0.51
(3) 24 hour news	6	960,306	0.41
(4) Online-only sources	18	3,415,751	1.44
(5) Newspapers	31	4,555,287	1.93
(7) Radio programming	3	488,700	0.21
(8) Specialty	33	4,826,089	2.04
(9) Ethnic media	6	735,821	0.31
(10) Unspecified TV station	24	2,339,514	0.99
(11) Friend, family, colleague	2	230,674	0.10
(13) Magazines	24	3,967,303	1.68
(55) Non-specific	1	30,406	0.01
(66) Other	8	1,588,293	0.67
(88) No specific mention	58	9,156,359	3.87
Total	1,492	236,435,355	100.00

TOP1_J Do you, personally, try to keep up with the news about health and medicine?			
TOP1_J	Frequency	Weighted Frequency	Weighted Percent
.	1	63,434	0.03
-99	1,052	167,004,962	70.63
(1) Yes	303	45,581,164	19.28
(2) No	136	23,785,795	10.06
Total	1,492	236,435,355	100.00

TOP2_J_DEVICE Where do you usually go for news about health and medicine? Device dimension			
TOP2_J_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	3	803,408	0.34
-99	1,189	190,854,191	80.72
(1) Television	102	13,847,006	5.86
(2) Radio	8	1,264,070	0.53
(3) Print newspaper	2	430,444	0.18
(4) Computer	1	328,616	0.14
(5) Cell phone	1	278,940	0.12
(9) Internet/online unspecified	98	17,920,022	7.58
(10) Print magazines	3	274,010	0.12
(55) Non-specific	2	114,719	0.05
(66) Other	3	434,071	0.18
(88) No specific mention	80	9,885,857	4.18
Total	1,492	236,435,355	100.00

TOP2_J_DISCOVERY Where do you usually go for news about health and medicine? Discovery dimension			
TOP2_J_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	3	803,408	0.34
-99	1,189	190,854,191	80.72
(1) Directly from a news organization that reports the news	122	18,626,113	7.88
(2) Talk show	14	1,967,771	0.83
(3) Websites, news organization not specified	30	4,402,415	1.86
(4) Mobile app	1	145,805	0.06
(5) News alerts	4	521,789	0.22
(6) Online news organizations that combine news from other sources	12	2,524,660	1.07
(7) Social media	1	328,325	0.14
(8) Search engine	29	6,059,721	2.56
(9) Word of mouth	6	1,238,926	0.52
(11) Directly from a specialty news organization that reports the news	33	4,451,966	1.88
(55) Non-specific	3	209,378	0.09
(66) Other	6	639,634	0.27
(88) No specific mention	39	3,661,252	1.55
Total	1,492	236,435,355	100.00

TOP2_J_SOURCE Where do you usually go for news about health and medicine? Source dimension			
TOP2_J_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	3	803,408	0.34
-99	1,189	190,854,191	80.72
(1) Local news station	29	5,406,781	2.29
(2) National broadcast TV news program	16	2,402,107	1.02
(3) 24 hour news	20	4,009,763	1.70
(4) Online-only sources	30	5,465,434	2.31
(5) Newspapers	32	3,399,870	1.44
(7) Radio programming	9	1,540,353	0.65
(8) Specialty	12	738,211	0.31
(9) Ethnic media	13	762,747	0.32
(10) Unspecified TV station	41	5,194,231	2.20
(11) Friend, family, colleague	5	925,887	0.39
(13) Magazines	21	2,337,055	0.99
(14) Journals	5	692,322	0.29
(55) Non-specific	3	209,378	0.09
(66) Other	6	887,836	0.38
(88) No specific mention	58	10,805,781	4.57
Total	1,492	236,435,355	100.00

TOP1_K Do you, personally, try to keep up with the news about crime and public safety?			
TOP1_K	Frequency	Weighted Frequency	Weighted Percent
.	1	5,465	0.00
-99	1,031	165,421,178	69.96
(1) Yes	321	48,082,915	20.34
(2) No	139	22,925,796	9.70
Total	1,492	236,435,355	100.00

TOP2_K_DEVICE Where do you usually go for news about crime and public safety? Device dimension			
TOP2_K_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,171	188,352,440	79.66
(1) Television	174	26,442,965	11.18
(2) Radio	12	1,555,018	0.66
(3) Print newspaper	1	502,378	0.21
(4) Computer	2	162,149	0.07
(5) Cell phone	1	130,394	0.06
(9) Internet/online unspecified	39	6,170,229	2.61
(88) No specific mention	92	13,119,782	5.55
Total	1,492	236,435,355	100.00

TOP2_K_DISCOVERY Where do you usually go for news about crime and public safety? Discovery dimension			
TOP2_K_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,171	188,352,440	79.66
(1) Directly from a news organization that reports the news	248	38,500,827	16.28
(3) Websites, news organization not specified	10	871,208	0.37
(5) News alerts	2	296,629	0.13
(6) Online news organizations that combine news from other sources	5	1,152,891	0.49
(7) Social media	4	642,241	0.27
(8) Search engine	5	740,643	0.31
(9) Word of mouth	6	653,591	0.28
(11) Directly from a specialty news organization that reports the news	1	20,681	0.01
(66) Other	4	531,050	0.22
(88) No specific mention	36	4,673,154	1.98
Total	1,492	236,435,355	100.00

TOP2_K_SOURCE Where do you usually go for news about crime and public safety? Source dimension			
TOP2_K_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,171	188,352,440	79.66
(1) Local news station	119	19,105,046	8.08
(2) National broadcast TV news program	3	628,562	0.27
(3) 24 hour news	26	5,558,578	2.35
(4) Online-only sources	6	1,228,153	0.52
(5) Newspapers	58	8,155,165	3.45
(7) Radio programming	12	1,555,018	0.66
(8) Specialty	2	64,172	0.03
(9) Ethnic media	10	1,296,704	0.55
(10) Unspecified TV station	50	6,383,334	2.70
(11) Friend, family, colleague	4	573,907	0.24
(13) Magazines	1	41,844	0.02
(66) Other	3	179,225	0.08
(88) No specific mention	27	3,313,209	1.40
Total	1,492	236,435,355	100.00

TOP1_L Do you, personally, try to keep up with the news about foreign or international news?			
TOP1_L	Frequency	Weighted Frequency	Weighted Percent
-99	1,047	166,065,537	70.24
(1) Yes	311	47,369,394	20.03
(2) No	134	23,000,424	9.73
Total	1,492	236,435,355	100.00

TOP2_L_DEVICE Where do you usually go for news about foreign or international news? Device dimension			
TOP2_L_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	1	196,084	0.08
-99	1,181	189,065,961	79.97
(1) Television	120	14,687,019	6.21
(2) Radio	17	3,233,478	1.37
(3) Print newspaper	2	208,643	0.09
(4) Computer	1	11,555	0.00
(5) Cell phone	2	246,296	0.10
(6) Tablet	2	545,933	0.23
(9) Internet/online unspecified	62	12,286,201	5.20
(55) Non-specific	1	14,502	0.01
(88) No specific mention	103	15,939,683	6.74
Total	1,492	236,435,355	100.00

TOP2_L_DISCOVERY Where do you usually go for news about foreign or international news? Discovery dimension			
TOP2_L_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	1	196,084	0.08
-99	1,181	189,065,961	79.97
(1) Directly from a news organization that reports the news	221	32,377,992	13.69
(2) Talk show	4	831,863	0.35
(3) Websites, news organization not specified	14	2,129,089	0.90
(4) Mobile app	4	955,339	0.40
(6) Online news organizations that combine news from other sources	12	1,427,053	0.60
(7) Social media	5	1,272,592	0.54
(8) Search engine	12	3,297,896	1.39
(9) Word of mouth	1	60,417	0.03
(55) Non-specific	1	14,502	0.01
(88) No specific mention	36	4,806,566	2.03
Total	1,492	236,435,355	100.00

TOP2_L_SOURCE Where do you usually go for news about foreign or international news? Source dimension			
TOP2_L_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	1	196,084	0.08
-99	1,181	189,065,961	79.97
(1) Local news station	17	1,425,051	0.60
(2) National broadcast TV news program	18	2,494,409	1.06
(3) 24 hour news	93	14,723,437	6.23
(4) Online-only sources	16	2,139,394	0.90
(5) Newspapers	37	6,167,133	2.61
(6) News wires	2	311,316	0.13
(7) Radio programming	17	3,233,478	1.37
(8) Specialty	1	113,003	0.05
(9) Ethnic media	14	1,975,655	0.84
(10) Unspecified TV station	54	6,758,593	2.86
(11) Friend, family, colleague	1	60,417	0.03
(13) Magazines	2	447,411	0.19
(55) Non-specific	1	14,502	0.01
(88) No specific mention	37	7,309,511	3.09
Total	1,492	236,435,355	100.00

TOP1_M Do you, personally, try to keep up with the news about business and the economy?			
TOP1_M	Frequency	Weighted Frequency	Weighted Percent
.	1	91,547	0.04
-99	1,080	170,943,383	72.30
(1) Yes	289	46,223,901	19.55
(2) No	122	19,176,523	8.11
Total	1,492	236,435,355	100.00

TOP2_M_DEVICE Where do you usually go for news about business and the economy? Device dimension			
TOP2_M_DEVICE	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,211,454	80.45
(1) Television	92	14,498,595	6.13
(2) Radio	25	3,714,116	1.57
(3) Print newspaper	2	48,875	0.02
(4) Computer	1	243,043	0.10
(5) Cell phone	1	328,616	0.14
(9) Internet/online unspecified	62	12,493,527	5.28
(55) Non-specific	3	99,752	0.04
(88) No specific mention	103	14,797,376	6.26
Total	1,492	236,435,355	100.00

TOP2_M_DISCOVERY Where do you usually go for news about business and the economy? Discovery dimension			
TOP2_M_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,211,454	80.45
(1) Directly from a news organization that reports the news	198	30,085,938	12.72
(2) Talk show	2	273,085	0.12
(3) Websites, news organization not specified	19	3,980,358	1.68
(4) Mobile app	1	169,927	0.07
(6) Online news organizations that combine news from other sources	9	749,228	0.32
(7) Social media	1	310,635	0.13
(8) Search engine	13	3,216,016	1.36
(11) Directly from a specialty news organization that reports the news	7	1,740,773	0.74
(55) Non-specific	4	107,215	0.05
(66) Other	2	306,158	0.13
(88) No specific mention	33	5,284,568	2.24
Total	1,492	236,435,355	100.00

TOP2_M_SOURCE Where do you usually go for news about business and the economy? Source dimension			
TOP2_M_SOURCE	Frequency	Weighted Frequency	Weighted Percent
-99	1,203	190,211,454	80.45
(1) Local news station	27	4,495,888	1.90
(2) National broadcast TV news program	7	1,444,437	0.61
(3) 24 hour news	60	9,834,108	4.16
(4) Online-only sources	10	765,513	0.32
(5) Newspapers	52	6,881,751	2.91
(6) News wires	1	133,650	0.06
(7) Radio programming	25	3,714,116	1.57
(8) Specialty	17	4,276,137	1.81
(9) Ethnic media	8	712,246	0.30
(10) Unspecified TV station	38	4,643,832	1.96
(13) Magazines	2	480,775	0.20
(55) Non-specific	4	107,215	0.05
(66) Other	1	85,595	0.04
(88) No specific mention	37	8,648,637	3.66
Total	1,492	236,435,355	100.00

TOP1_N Do you, personally, try to keep up with the news about art and culture?			
TOP1_N	Frequency	Weighted Frequency	Weighted Percent
-99	1,058	169,299,807	71.61
(1) Yes	180	23,452,412	9.92
(2) No	254	43,683,137	18.48
Total	1,492	236,435,355	100.00

TOP2_N_DEVICE Where do you usually go for news about art and culture? Device dimension			
TOP2_N_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	1	71,702	0.03
-99	1,312	212,982,943	90.08
(1) Television	48	4,769,677	2.02
(2) Radio	4	543,156	0.23
(3) Print newspaper	2	416,408	0.18
(4) Computer	1	313,040	0.13
(5) Cell phone	1	180,491	0.08
(9) Internet/online unspecified	45	8,483,481	3.59
(66) Other	3	178,911	0.08
(88) No specific mention	75	8,495,547	3.59
Total	1,492	236,435,355	100.00

TOP2_N_DISCOVERY Where do you usually go for news about art and culture? Discovery dimension			
TOP2_N_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	1	71,702	0.03
-99	1,312	212,982,943	90.08
(1) Directly from a news organization that reports the news	98	11,594,899	4.90
(3) Websites, news organization not specified	9	910,365	0.39
(4) Mobile app	2	428,389	0.18
(5) News alerts	1	30,840	0.01
(6) Online news organizations that combine news from other sources	7	1,935,713	0.82
(7) Social media	5	1,405,107	0.59
(8) Search engine	13	2,141,271	0.91
(9) Word of mouth	5	402,070	0.17
(11) Directly from a specialty news organization that reports the news	16	2,020,704	0.85
(66) Other	4	338,078	0.14
(88) No specific mention	19	2,173,275	0.92
Total	1,492	236,435,355	100.00

TOP2_N_SOURCE Where do you usually go for news about art and culture? Source dimension			
TOP2_N_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	1	71,702	0.03
-99	1,312	212,982,943	90.08
(1) Local news station	10	1,384,289	0.59
(2) National broadcast TV news program	12	1,076,027	0.46
(3) 24 hour news	4	449,929	0.19
(4) Online-only sources	8	2,068,360	0.87
(5) Newspapers	54	6,617,794	2.80
(7) Radio programming	4	543,156	0.23
(8) Specialty	14	1,597,934	0.68
(9) Ethnic media	7	512,445	0.22
(10) Unspecified TV station	12	1,326,226	0.56
(11) Friend, family, colleague	3	249,107	0.11
(13) Magazines	17	2,490,601	1.05
(66) Other	3	250,424	0.11
(88) No specific mention	31	4,814,417	2.04
Total	1,492	236,435,355	100.00

TOP1_O Do you, personally, try to keep up with the news about sports?			
TOP1_O	Frequency	Weighted Frequency	Weighted Percent
-99	1,091	170,909,307	72.29
(1) Yes	205	30,364,584	12.84
(2) No	196	35,161,463	14.87
Total	1,492	236,435,355	100.00

TOP2_O_DEVICE Where do you usually go for news about sports? Device dimension			
TOP2_O_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	1	310,635	0.13
-99	1,287	206,070,771	87.16
(1) Television	100	14,195,454	6.00
(2) Radio	7	1,166,217	0.49
(3) Print newspaper	1	142,957	0.06
(5) Cell phone	4	633,138	0.27
(9) Internet/online unspecified	31	6,575,881	2.78
(55) Non-specific	1	38,736	0.02
(88) No specific mention	60	7,301,566	3.09
Total	1,492	236,435,355	100.00

TOP2_O_DISCOVERY Where do you usually go for news about sports? Discovery dimension			
TOP2_O_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	1	310,635	0.13
-99	1,287	206,070,771	87.16
(1) Directly from a news organization that reports the news	84	11,752,095	4.97
(2) Talk show	2	332,885	0.14
(3) Websites, news organization not specified	7	1,391,353	0.59
(4) Mobile app	2	115,138	0.05
(6) Online news organizations that combine news from other sources	5	691,405	0.29
(8) Search engine	3	653,621	0.28
(9) Word of mouth	2	370,008	0.16
(11) Directly from a specialty news organization that reports the news	72	10,795,749	4.57
(55) Non-specific	2	365,872	0.15
(88) No specific mention	25	3,585,825	1.52
Total	1,492	236,435,355	100.00

TOP2_O_SOURCE Where do you usually go for news about sports? Source dimension			
TOP2_O_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	1	310,635	0.13
-99	1,287	206,070,771	87.16
(1) Local news station	37	5,438,827	2.30
(2) National broadcast TV news program	2	101,495	0.04
(3) 24 hour news	6	1,046,588	0.44
(4) Online-only sources	3	400,055	0.17
(5) Newspapers	23	3,087,817	1.31
(7) Radio programming	6	1,145,929	0.48
(8) Specialty	76	11,280,068	4.77
(9) Ethnic media	7	716,797	0.30
(10) Unspecified TV station	27	3,802,882	1.61
(11) Friend, family, colleague	2	370,008	0.16
(13) Magazines	2	180,936	0.08
(55) Non-specific	2	365,872	0.15
(88) No specific mention	11	2,116,676	0.90
Total	1,492	236,435,355	100.00

TOP1_P Do you, personally, try to keep up with the news about news about the African-American/Hispanic community?			
TOP1_P	Frequency	Weighted Frequency	Weighted Percent
.	1	43,436	0.02
-99	796	173,944,300	73.57
(1) Yes	452	37,885,212	16.02
(2) No	243	24,562,407	10.39
Total	1,492	236,435,355	100.00

TOP2_P_DEVICE Where do you usually go for news about the African-American/Hispanic community? Device dimension			
TOP2_P_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	2	225,762	0.10
-99	1,040	198,550,143	83.98
(1) Television	224	18,456,765	7.81
(2) Radio	18	587,440	0.25
(3) Print newspaper	3	421,290	0.18
(5) Cell phone	1	268,712	0.11
(6) Tablet	1	15,420	0.01
(9) Internet/online unspecified	72	8,226,370	3.48
(55) Non-specific	3	139,377	0.06
(66) Other	8	662,515	0.28
(88) No specific mention	120	8,881,560	3.76
Total	1,492	236,435,355	100.00

TOP2_P_DISCOVERY Where do you usually go for news about the African-American/Hispanic community? Discovery dimension			
TOP2_P_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	2	225,762	0.10
-99	1,040	198,550,143	83.98
(1) Directly from a news organization that reports the news	273	22,854,966	9.67
(2) Talk show	3	102,311	0.04
(3) Websites, news organization not specified	16	1,271,964	0.54
(4) Mobile app	2	134,957	0.06
(5) News alerts	2	207,679	0.09
(6) Online news organizations that combine news from other sources	7	974,894	0.41
(7) Social media	10	1,454,088	0.62
(8) Search engine	22	2,279,840	0.96
(9) Word of mouth	26	2,194,579	0.93
(11) Directly from a specialty news organization that reports the news	29	2,313,733	0.98
(55) Non-specific	4	409,688	0.17
(66) Other	4	218,575	0.09
(88) No specific mention	52	3,242,176	1.37
Total	1,492	236,435,355	100.00

TOP2_P_SOURCE Where do you usually go for news about the African-American/Hispanic community? Source dimension			
TOP2_P_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	2	225,762	0.10
-99	1,040	198,550,143	83.98
(1) Local news station	84	6,406,093	2.71
(2) National broadcast TV news program	4	344,432	0.15
(3) 24 hour news	19	1,423,581	0.60
(4) Online-only sources	8	1,081,151	0.46
(5) Newspapers	54	4,368,992	1.85
(7) Radio programming	18	657,716	0.28
(8) Specialty	2	455,263	0.19
(9) Ethnic media	126	11,943,419	5.05
(10) Unspecified TV station	50	2,861,536	1.21
(11) Friend, family, colleague	15	1,270,613	0.54
(13) Magazines	2	337,413	0.14
(55) Non-specific	4	409,688	0.17
(66) Other	5	250,328	0.11
(88) No specific mention	59	5,849,226	2.47
Total	1,492	236,435,355	100.00

TOP1_Q Do you, personally, try to keep up with the news about immigration?			
TOP1_Q	Frequency	Weighted Frequency	Weighted Percent
.	1	223,092	0.09
-99	840	152,106,470	64.33
(1) Yes	344	36,193,051	15.31
(2) No	307	47,912,742	20.26
Total	1,492	236,435,355	100.00

TOP2_Q_DEVICE Where do you usually go for news about immigration? Device dimension			
TOP2_Q_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	2	271,290	0.11
-99	1,148	200,242,304	84.69
(1) Television	170	17,456,606	7.38
(2) Radio	23	2,181,049	0.92
(3) Print newspaper	1	228,595	0.10
(5) Cell phone	1	258,462	0.11
(9) Internet/online unspecified	40	4,732,728	2.00
(55) Non-specific	5	344,193	0.15
(88) No specific mention	102	10,720,128	4.53
Total	1,492	236,435,355	100.00

TOP2_Q_DISCOVERY Where do you usually go for news about immigration? Discovery dimension			
TOP2_Q_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	2	271,290	0.11
-99	1,148	200,242,304	84.69
(1) Directly from a news organization that reports the news	235	24,716,907	10.45
(2) Talk show	3	97,331	0.04
(3) Websites, news organization not specified	20	2,205,367	0.93
(4) Mobile app	2	534,745	0.23
(6) Online news organizations that combine news from other sources	8	879,849	0.37
(8) Search engine	4	444,323	0.19
(9) Word of mouth	6	771,087	0.33
(11) Directly from a specialty news organization that reports the news	2	420,145	0.18
(55) Non-specific	5	344,193	0.15
(66) Other	3	181,795	0.08
(88) No specific mention	54	5,326,017	2.25
Total	1,492	236,435,355	100.00

TOP2_Q_SOURCE Where do you usually go for news about immigration? Source dimension			
TOP2_Q_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	2	271,290	0.11
-99	1,148	200,242,304	84.69
(1) Local news station	40	2,836,699	1.20
(2) National broadcast TV news program	7	779,249	0.33
(3) 24 hour news	59	6,879,277	2.91
(4) Online-only sources	11	1,273,262	0.54
(5) Newspapers	43	3,993,833	1.69
(6) News wires	3	460,965	0.20
(7) Radio programming	21	2,151,567	0.91
(8) Specialty	1	409,463	0.17
(9) Ethnic media	64	7,401,698	3.13
(10) Unspecified TV station	58	6,104,558	2.58
(11) Friend, family, colleague	4	749,185	0.32
(13) Magazines	1	98,500	0.04
(55) Non-specific	5	344,193	0.15
(66) Other	1	23,757	0.01
(88) No specific mention	24	2,415,555	1.02
Total	1,492	236,435,355	100.00

TIME1 Next, in the last week, did you watch, read, or hear any in-depth news stories, beyond the headlines, or not?			
TIME1	Frequency	Weighted Frequency	Weighted Percent
.	18	2,788,615	1.18
(1) Yes	667	97,673,904	41.31
(2) No	807	135,972,837	57.51
Total	1,492	236,435,355	100.00

TIME2 Would you say you mostly watch, read or hear in-depth stories, beyond the headlines in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?			
TIME2	Frequency	Weighted Frequency	Weighted Percent
.	1	8,642	0.00
-99	825	138,761,451	58.69
(1) In the morning	158	21,506,189	9.10
(2) In the afternoon	34	4,567,036	1.93
(3) In the evening	186	28,091,197	11.88
(4) The last thing at night	41	7,683,359	3.25
(5) All throughout the day	222	32,931,418	13.93
(6) It varies so much day to day I can't say (VOL)	14	1,945,012	0.82
(7) Other (VOL)	11	941,050	0.40
Total	1,492	236,435,355	100.00

TIME3 In general, would you say you prefer to watch, read or hear news in the morning, in the afternoon, in the evening, the last thing at night, or all throughout the day?			
TIME3	Frequency	Weighted Frequency	Weighted Percent
.	1	8,642	0.00
(1) In the morning	375	57,601,695	24.36
(2) In the afternoon	74	10,215,195	4.32
(3) In the evening	362	60,978,636	25.79
(4) The last thing at night	116	21,364,469	9.04
(5) All throughout the day	500	78,151,262	33.05
(6) It varies so much day to day I can't say (VOL)	38	4,757,669	2.01
(7) Other (VOL)	26	3,357,788	1.42
Total	1,492	236,435,355	100.00

ETH1 How regularly do you think African-American/Hispanic people and issues are covered in the news media?			
ETH1	Frequency	Weighted Frequency	Weighted Percent
.	17	1,311,641	0.55
-99	796	173,944,300	73.57
(1) Very regularly	150	13,698,445	5.79
(2) Somewhat regularly	199	17,442,145	7.38
(3) Occasionally	300	28,233,924	11.94
(4) Never	30	1,804,900	0.76
Total	1,492	236,435,355	100.00

ETH2_DEVICE Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Device dimension			
ETH2_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	82	7,789,985	3.29
-99	796	173,944,300	73.57
(1) Television	290	25,013,782	10.58
(2) Radio	41	2,706,224	1.14
(3) Print newspaper	2	77,277	0.03
(5) Cell phone	1	130,394	0.06
(9) Internet/online unspecified	47	5,055,051	2.14
(10) Print magazines	1	80,388	0.03
(55) Non-specific	3	128,989	0.05
(66) Other	34	3,906,437	1.65
(88) No specific mention	195	17,602,528	7.45
Total	1,492	236,435,355	100.00

ETH2_DISCOVERY Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Discovery dimension			
ETH2_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	82	7,789,985	3.29
-99	796	173,944,300	73.57
(1) Directly from a news organization that reports the news	384	33,065,407	13.99
(2) Talk show	11	711,973	0.30
(3) Websites, news organization not specified	19	2,572,285	1.09
(5) News alerts	1	108,508	0.05
(6) Online news organizations that combine news from other sources	5	566,532	0.24
(7) Social media	12	1,969,912	0.83
(8) Search engine	9	817,253	0.35
(9) Word of mouth	9	1,580,328	0.67
(11) Directly from a specialty news organization that reports the news	22	1,626,064	0.69
(55) Non-specific	4	137,131	0.06
(66) Other	20	1,085,654	0.46
(88) No specific mention	118	10,460,020	4.42
Total	1,492	236,435,355	100.00

ETH2_SOURCE Out of the sources you use for getting news, which most regularly covers African-American/Hispanic people and issues? Source dimension			
ETH2_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	82	7,789,985	3.29
-99	796	173,944,300	73.57
(1) Local news station	108	8,069,891	3.41
(2) National broadcast TV news program	3	369,554	0.16
(3) 24 hour news	38	4,037,859	1.71
(4) Online-only sources	7	671,206	0.28
(5) Newspapers	53	4,680,215	1.98
(7) Radio programming	35	2,239,868	0.95
(8) Specialty	2	106,759	0.05
(9) Ethnic media	180	16,463,044	6.96
(10) Unspecified TV station	25	2,135,807	0.90
(11) Friend, family, colleague	8	1,359,584	0.58
(12) None	12	964,021	0.41
(13) Magazines	4	410,938	0.17
(55) Non-specific	4	137,131	0.06
(66) Other	13	582,186	0.25
(88) No specific mention	122	12,473,008	5.28
Total	1,492	236,435,355	100.00

ETH3 How accurately do you think the news you watch, read or hear portrays African-American/Hispanic people and issues?			
ETH3	Frequency	Weighted Frequency	Weighted Percent
.	13	1,072,082	0.45
-99	796	173,944,300	73.57
(1) Not at all	47	4,386,561	1.86
(2) Slightly	171	14,695,933	6.22
(3) Moderately	287	24,384,577	10.31
(4) Very much	125	10,915,167	4.62
(5) Completely	53	7,036,735	2.98
Total	1,492	236,435,355	100.00

ETH4_DEVICE Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Device dimension			
ETH4_DEVICE	Frequency	Weighted Frequency	Weighted Percent
.	102	8,759,360	3.70
-99	796	173,944,300	73.57
(1) Television	201	17,698,494	7.49
(2) Radio	39	2,205,962	0.93
(3) Print newspaper	2	154,765	0.07
(9) Internet/online unspecified	53	6,304,580	2.67
(10) Print magazines	1	409,429	0.17
(55) Non-specific	6	187,263	0.08
(66) Other	34	2,589,146	1.10
(88) No specific mention	258	24,182,055	10.23
Total	1,492	236,435,355	100.00

ETH4_DISCOVERY Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Discovery dimension			
ETH4_DISCOVERY	Frequency	Weighted Frequency	Weighted Percent
.	102	8,759,360	3.70
-99	796	173,944,300	73.57
(1) Directly from a news organization that reports the news	296	24,304,673	10.28
(2) Talk show	7	734,714	0.31
(3) Websites, news organization not specified	12	1,673,954	0.71
(4) Mobile app	1	148,545	0.06
(6) Online news organizations that combine news from other sources	6	363,512	0.15
(7) Social media	11	1,243,779	0.53
(8) Search engine	8	1,004,800	0.43
(9) Word of mouth	6	458,265	0.19
(11) Directly from a specialty news organization that reports the news	28	1,951,652	0.83
(55) Non-specific	6	187,263	0.08
(66) Other	33	2,336,008	0.99
(88) No specific mention	180	19,324,529	8.17
Total	1,492	236,435,355	100.00

ETH4_SOURCE Out of the sources you use for getting news, which most accurately portrays African-American/Hispanic people and issues? Source dimension			
ETH4_SOURCE	Frequency	Weighted Frequency	Weighted Percent
.	102	8,759,360	3.70
-99	796	173,944,300	73.57
(1) Local news station	77	6,022,502	2.55
(2) National broadcast TV news program	2	230,758	0.10
(3) 24 hour news	48	3,750,515	1.59
(4) Online-only sources	5	300,558	0.13
(5) Newspapers	57	4,116,840	1.74
(7) Radio programming	26	1,557,283	0.66
(8) Specialty	1	9,618	0.00
(9) Ethnic media	186	19,225,043	8.13
(10) Unspecified TV station	17	1,402,168	0.59
(11) Friend, family, colleague	6	458,265	0.19
(12) None	44	4,781,783	2.02
(13) Magazines	6	345,391	0.15
(55) Non-specific	6	187,263	0.08
(66) Other	23	1,844,626	0.78
(88) No specific mention	90	9,499,082	4.02
Total	1,492	236,435,355	100.00

PAY1 Do you currently pay for any news subscriptions, or not?			
PAY1	Frequency	Weighted Frequency	Weighted Percent
(1) Yes	466	60,449,870	25.57
(2) No	1,026	175,985,485	74.43
Total	1,492	236,435,355	100.00

PAY2A How about a PAID subscription that includes access to a print-only newspaper, or not?			
PAY2A	Frequency	Weighted Frequency	Weighted Percent
-99	1,026	175,985,485	74.43
(1) Yes	311	38,520,552	16.29
(2) No	155	21,929,318	9.28
Total	1,492	236,435,355	100.00

PAY2B How about a PAID subscription that includes access to a newspaper's online website, or not?			
PAY2B	Frequency	Weighted Frequency	Weighted Percent
.	1	145,642	0.06
-99	1,026	175,985,485	74.43
(1) Yes	179	24,467,601	10.35
(2) No	286	35,836,627	15.16
Total	1,492	236,435,355	100.00

PAY2C How about a PAID subscription that includes access to a print magazine, or not?			
PAY2C	Frequency	Weighted Frequency	Weighted Percent
.	1	20,681	0.01
-99	1,026	175,985,485	74.43
(1) Yes	210	26,593,621	11.25
(2) No	255	33,835,569	14.31
Total	1,492	236,435,355	100.00

PAY2D How about a PAID subscription that includes access to a magazine's website, or not?			
PAY2D	Frequency	Weighted Frequency	Weighted Percent
.	3	249,397	0.11
-99	1,026	175,985,485	74.43
(1) Yes	102	13,755,622	5.82
(2) No	361	46,444,851	19.64
Total	1,492	236,435,355	100.00

PAY2E How about a PAID subscription that includes access to any app on a cell phone that helps you get news or from a news organization or news provider, or not?			
PAY2E	Frequency	Weighted Frequency	Weighted Percent
.	4	586,354	0.25
-99	1,074	180,441,408	76.32
(1) Yes	66	8,559,032	3.62
(2) No	348	46,848,561	19.81
Total	1,492	236,435,355	100.00

PAY2F How about a PAID subscription that includes access to any app on a tablet computer that helps you get news or from a news organization or news provider, or not?			
PAY2F	Frequency	Weighted Frequency	Weighted Percent
.	1	20,681	0.01
-99	1,294	208,748,510	88.29
(1) Yes	37	4,435,385	1.88
(2) No	160	23,230,779	9.83
Total	1,492	236,435,355	100.00

PAY2G How about a PAID subscription that includes access to any other online news source, or not?			
PAY2G	Frequency	Weighted Frequency	Weighted Percent
.	8	283,088	0.12
-99	1,026	175,985,485	74.43
(1) Yes	6	921,848	0.39
(2) No	452	59,244,934	25.06
Total	1,492	236,435,355	100.00

PAY2H (VOL) Other PAID subscription, specified: cable/Internet subscription			
PAY2H	Frequency	Weighted Frequency	Weighted Percent
-99	1,026	175,985,485	74.43
(1) Yes	9	1,779,336	0.75
(2) No	457	58,670,534	24.81
Total	1,492	236,435,355	100.00

PAY2I (VOL) Other general news PAID subscription, unspecified			
PAY2I	Frequency	Weighted Frequency	Weighted Percent
-99	1,026	175,985,485	74.43
(1) Yes	13	1,315,460	0.56
(2) No	453	59,134,410	25.01
Total	1,492	236,435,355	100.00

POLITICS Do you consider yourself a Democrat, a Republican, an independent or none of these?			
POLITICS	Frequency	Weighted Frequency	Weighted Percent
.	28	3,859,403	1.63
(1) Democrat	623	70,243,020	29.71
(2) Republican	263	52,436,824	22.18
(3) Independent	321	59,180,925	25.03
(4) None of these	257	50,715,183	21.45
Total	1,492	236,435,355	100.00

DEMO Do you consider yourself a strong or moderate Democrat?			
DEMO	Frequency	Weighted Frequency	Weighted Percent
.	4	436,102	0.18
-99	869	166,192,335	70.29
(1) Democrat - strong	334	36,783,500	15.56
(2) Democrat - moderate	285	33,023,418	13.97
Total	1,492	236,435,355	100.00

RE PUB Do you consider yourself a strong or moderate Republican?			
RE PUB	Frequency	Weighted Frequency	Weighted Percent
.	3	251,221	0.11
-99	1,229	183,998,531	77.82
(1) Republican - strong	113	22,125,691	9.36
(2) Republican - moderate	147	30,059,912	12.71
Total	1,492	236,435,355	100.00

INDEP Do you lean more toward the Democrats or the Republicans?			
INDEP	Frequency	Weighted Frequency	Weighted Percent
.	46	8,720,958	3.69
-99	886	122,679,844	51.89
(1) Independent - lean Democrat	228	39,217,587	16.59
(2) Independent - don't lean	142	30,311,406	12.82
(3) Independent - lean Republican	147	27,487,631	11.63
(4) Other (VOL)	43	8,017,929	3.39
Total	1,492	236,435,355	100.00

IDEOLOGY Generally speaking, do you consider yourself a liberal, moderate, or conservative?			
IDEOLOGY	Frequency	Weighted Frequency	Weighted Percent
.	113	16,756,706	7.09
(1) Liberal - strongly	202	27,494,412	11.63
(2) Liberal - somewhat	196	32,338,712	13.68
(3) Moderate	510	80,122,792	33.89
(4) Conservative - somewhat	250	39,644,618	16.77
(5) Conservative - strongly	221	40,078,115	16.95
Total	1,492	236,435,355	100.00

MARITAL What is your marital status?			
MARITAL	Frequency	Weighted Frequency	Weighted Percent
.	13	1,501,766	0.64
(1) Married/Living as Married/Co-habiting	777	131,468,926	55.60
(2) Separated	39	5,789,645	2.45
(3) Divorced	196	22,565,019	9.54
(4) Widowed	170	15,197,923	6.43
(5) Never married	297	59,912,075	25.34
Total	1,492	236,435,355	100.00

PARENT Are you the parent or guardian of a child under 18 years of age or not?			
PARENT	Frequency	Weighted Frequency	Weighted Percent
.	3	402,850	0.17
(1) Yes	412	74,638,632	31.57
(2) No	1,077	161,393,873	68.26
Total	1,492	236,435,355	100.00

EDUCATION What is the last grade of school you completed?			
EDUCATION	Frequency	Weighted Frequency	Weighted Percent
.	10	1,263,835	0.53
(1) Less than high school graduate	162	26,157,776	11.06
(2) High school graduate	308	70,508,477	29.82
(3) Technical/trade school	25	4,419,314	1.87
(4) Some college	302	52,327,613	22.13
(5) College graduate [Associates/community college, BA, or BS]	420	52,523,905	22.21
(6) Some graduate school	22	2,491,288	1.05
(7) Graduate school [PhD, MD, JD, Master's Degree]	243	26,743,147	11.31
Total	1,492	236,435,355	100.00

NUMCELL How many different cell-phone numbers, if any, could I have reached you for this call?			
NUMCELL	Frequency	Weighted Frequency	Weighted Percent
.	7	654,234	0.28
(0) 0	257	21,439,713	9.07
(1) 1	1,023	186,946,031	79.07
(2) 2 or more	205	27,395,377	11.59
Total	1,492	236,435,355	100.00

NUMLAND How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call?			
NUMLAND	Frequency	Weighted Frequency	Weighted Percent
.	6	586,080	0.25
(0) 0	298	91,662,959	38.77
(1) 1	1,092	136,748,165	57.84
(2) 2 or more	96	7,438,152	3.15
Total	1,492	236,435,355	100.00

TELETYPE Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?			
TELETYPE	Frequency	Weighted Frequency	Weighted Percent
.	1	321,235	0.14
-99	542	109,748,753	46.42
(1) Landline	253	34,170,032	14.45
(2) Cell phone	407	54,617,803	23.10
(3) Both equally	289	37,577,532	15.89
Total	1,492	236,435,355	100.00

CELLUSE How many adults, in addition to you, carry and use this cell phone at least once a week or more?			
CELLUSE	Frequency	Weighted Frequency	Weighted Percent
.	4	732,790	0.31
-99	1,006	125,044,668	52.89
(0) No other people	273	66,513,779	28.13
(1) One or more other people	209	44,144,118	18.67
Total	1,492	236,435,355	100.00

HHINCOME In which group does your total household income fall?			
HHIncome	Frequency	Weighted Frequency	Weighted Percent
.	209	39,049,958	16.52
(1) Under \$10,000	104	16,736,863	7.08
(2) \$10,000 to under \$20,000	141	18,878,485	7.98
(3) \$20,000 to under \$30,000	151	21,492,947	9.09
(4) \$30,000 to under \$40,000	122	18,686,001	7.90
(5) \$40,000 to under \$50,000	106	15,368,817	6.50
(6) \$50,000 to under \$75,000	227	40,754,202	17.24
(7) \$75,000 to under \$100,000	147	23,450,379	9.92
(8) \$100,000 to under \$150,000	173	24,774,183	10.48
(9) \$150,000 or more	112	17,243,520	7.29
Total	1,492	236,435,355	100.00

GENDER Are you male or female?			
GENDER	Frequency	Weighted Frequency	Weighted Percent
.	1	84,396	0.04
(1) Male	682	114,103,280	48.26
(2) Female	809	122,247,679	51.70
Total	1,492	236,435,355	100.00

Census Region (4 regions)			
CENSUS_REGION	Frequency	Weighted Frequency	Weighted Percent
(1) Northeast	218	43,003,151	18.19
(2) Midwest	317	50,638,787	21.42
(3) South	564	87,787,281	37.13
(4) West	393	55,006,136	23.26
Total	1,492	236,435,355	100.00

Map of Census Regions

