

PUBLIC USE FILE CODEBOOK

Americans and the News Media: What they do  
— and don't — understand about each  
other

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## Study Methodology

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

Details about the Media Insight Project can be found at: [www.mediainsight.org](http://www.mediainsight.org). For more information, please contact [info@apnorc.org](mailto:info@apnorc.org).

### General Population Survey

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The survey was conducted from March 21 through April 17, 2018. Data were collected using the AmeriSpeak® Panel, which is NORC's probability based panel designed to be representative of the U.S. household population. During the initial recruitment phase of the panel, randomly selected U.S. households were sampled with a known, nonzero probability of selection from the NORC National Sample Frame and then contacted by U.S. mail, email, telephone, and field interviewers (face to face). The panel provides sample coverage of approximately 97 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted with adults age 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from the AmeriSpeak Panel, and 2,019 completed the survey — 1,847 via the web and 172 via telephone. The final stage completion rate is 30.2 percent, the weighted household panel response rate is 33.7 percent, and the weighted household panel retention rate is 88.1 percent, for a cumulative response rate of 9.0 percent. The overall margin of sampling error is +/- 3.0 percentage points at the 95 percent confidence level, including the design effect.

Respondents were offered a small monetary incentive for completing the survey. Interviews were conducted in English or Spanish, depending on respondent preference. Phone interviews were conducted by professional interviewers who were carefully trained on the specific survey for this study.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or under- and over-sampling resulting from the study specific sample design. Poststratification variables included age, gender, Census region, race/ethnicity, and education. Weighting variables were obtained

from the 2017 Current Population Survey. The weighted data, which reflect the U.S. population of adults age 18 and over, were used for all analyses.

## Journalist Survey

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The survey was conducted from March 1 through April 12, 2018. The study was designed to reach a representative sample of newsroom personnel with editorial or reporting responsibilities. To reach this target population, we drew a sample across different types of outlets and job titles, using a database of media contacts maintained by Cision Media Research (available to the public through a paid account). The sample was drawn along three dimensions — job title, outlet type, and whether the outlet was a national or local organization. The Cision Media Research database may not include some members of the target population, including new journalists or those working at certain outlets not covered by the database. Contacts from the following job titles were included in the sample:

- Assignment editor
- Calendar Editor
- Editor
- Editorial Coordinator
- Host/Anchor
- News Director
- Producer
- Program Director
- Public Service/Community Affairs Director
- Reporter/Writer
- Station Manager
- Web Content Producer

Contacts with those job titles were then narrowed down to include only those who worked at outlet categories in the following groups:

- Cable/satellite – network/station
- Cable/satellite program
- Magazine, consumer
- Magazine, news and business
- Newspaper
- Newspaper Publisher
- Newspaper, community
- Newspaper, neighborhood/classified
- Online, consumer (includes some news sites)
- Online, news and business
- Radio network
- Radio program
- Radio program, national

- Radio program, regional
- Radio station
- TV network
- TV program
- TV program, national
- TV program, regional
- TV station
- Wire service

Journalists in this database were classified as working for either “major national outlets” or “minor national outlets or local outlets.” Major national outlets include the following, with all others classified as minor national outlets or local outlets.

Newspapers:

- The New York Times
- The Washington Post
- USA Today
- The Wall Street Journal

Magazines (Circulation of 2 million or greater based on Alliance for Audited Media 2017 data)<sup>1</sup>:

- Better Homes and Gardens
- Game Informer
- Good Housekeeping
- Family Circle
- People
- Woman’s Day
- National Geographic
- Sports Illustrated
- Time
- Reader’s Digest
- Cosmopolitan
- Southern Living
- Taste of Home
- Shape
- O, The Oprah Magazine
- Glamour
- Parents
- Redbook
- ESPN The Magazine
- American Rifleman
- FamilyFun

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<sup>1</sup> <http://abcas3.auditedmedia.com/ecirc/magtitlesearch.asp>

- Martha Stewart Living
- Real Simple
- Seventeen

Television:

- ABC
- CBS
- NBC
- PBS
- CNN
- C-SPAN
- MSNBC/CNBC
- FOX Cable News/FOX Business News
- Telemundo
- Univision
- ESPN/ESPN2

Newswires:

- Associated Press
- McClatchy Newspapers
- Bloomberg News
- Reuters

In total, 5,022 sample lines were classified as major national outlets, and 72,514 sample lines were classified as minor national/local outlets. Of these 77,536 sample lines, 75,488 contained working email addresses. These 75,488 journalists from U.S. major national, minor national, and local outlets with working email addresses were mainly from the United States (all 50 states and territories) with some sample lines in Canada. They were all contacted by email to participate in the survey, and interviews were conducted online using the Qualtrics platform. The survey confirmed eligibility (adults working for an organization that reports on the news). Respondents were offered a small monetary incentive (\$15) for completing the survey. All interviews were conducted in English.

The final sample is made up of 1,127 completed interviews with journalists, including 1,120 in the United States and seven in Canada. The response rate is 1.5 percent. The overall margin of sampling error is +/- 3.5 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Once the sample was selected and fielded, and all the study data had been collected and made final, a poststratification process was used to adjust for any survey nonresponse as well as any noncoverage or

under- and over-sampling resulting from the study specific sample design. Poststratification variables included the type of media outlet the respondent worked for (television, radio, newspaper, magazine, online/digital, news wire, or other) and whether the outlet the respondent worked for was considered a national or local organization. The weighted data, which reflect the drawn sample of newsroom personnel, were used for all analyses.

## 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 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) advances an innovative and sustainable local news industry by helping publishers understand and engage audiences, grow revenue, improve public-service journalism, and succeed at organizational change. API is a national 501©3 nonprofit educational organization affiliated with the News Media Alliance. It works with and draws on the best ideas from technology, business, and publishing.

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

#	Variable	Question	Type	Length	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - 18+ general population (N=2,019)
3	WEIGHTPOP	N/A	Num	8	WEIGHTPOP: Post-stratification weights - 18+ general population
4	SURV_MODE	N/A	Num	8	SURV_MODE: Survey mode
5	SURV_LANG	N/A	Num	8	SURV_LANG: Survey language
6	Q1	Q1	Num	8	Q1: How often do you watch, read, or hear news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth.
7	Q2	Q2	Num	8	Q2: How important is it to you personally to keep up with news and information?
8	Q3	Q3	Num	8	Q3: What is the name of the news organization you use most frequently? If there is more than one, pick one. [Coded open-ended response]
9	Q4	Q4	Num	8	Q4: Choose the statement that best describes you, even if it is not exactly right. In general...
10	Q5A	Q5	Num	8	Q5A: [I scan the headlines of a lot of stories] Everyone has a different way of consuming news. How often do you do each of the following?

#	Variable	Question	Type	Length	Label
11	Q5B	Q5	Num	8	Q5B: [I watch, read, or listen closely to the details of a story] Everyone has a different way of consuming news. How often do you do each of the following?
12	Q5C	Q5	Num	8	Q5C: [I focus on opinion pieces more than news reporting] Everyone has a different way of consuming news. How often do you do each of the following?
13	Q6A	Q5	Num	8	Q6A: [Cable or satellite television] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
14	Q6B	Q6	Num	8	Q6B: [Streaming services for video such as Hulu or Netflix] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
15	Q6C	Q6	Num	8	Q6C: [A print or digital version of a magazine] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
16	Q6D	Q6	Num	8	Q6D: [A print or digital version of a newspaper] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.

#	Variable	Question	Type	Length	Label
17	Q6E	Q6	Num	8	Q6E: [Print or digital newsletter] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
18	Q6F	Q6	Num	8	Q6F: [A digital-only news site, such as ESPN Insider or Politico Pro] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
19	Q6G	Q6	Num	8	Q6G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
20	Q6H	Q6	Num	8	Q6H: [A public radio station or public television station such as NPR or PBS] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.
21	Q7A	Q7	Num	8	Q7A: [Act as a watchdog of powerful institutions and people] Next, how important do you think each of the following is for the news media to try to do?
22	Q7B	Q7	Num	8	Q7B: [Verify and get the facts right] Next, how important do you think each of the following is for the news media to try to do?

#	Variable	Question	Type	Length	Label
23	Q7C	Q7	Num	8	Q7C: [Be fair to all sides] Next, how important do you think each of the following is for the news media to try to do?
24	Q7D	Q7	Num	8	Q7D: [Be neutral] Next, how important do you think each of the following is for the news media to try to do?
25	Q7E	Q7	Num	8	Q7E: [Provide diverse points of view] Next, how important do you think each of the following is for the news media to try to do?
26	Q7F	Q7	Num	8	Q7F: [Make it easier to find important civic information] Next, how important do you think each of the following is for the news media to try to do?
27	Q7G	Q7	Num	8	Q7G: [Make the news entertaining so people will pay attention to it] Next, how important do you think each of the following is for the news media to try to do?
28	Q7H	Q7	Num	8	Q7H: [Help people understand communities unlike their own] Next, how important do you think each of the following is for the news media to try to do?
29	Q7I	Q7	Num	8	Q7I: [Report on possible solutions to problems in society] Next, how important do you think each of the following is for the news media to try to do?
30	Q7J	Q7	Num	8	Q7J: [Provide forums for community discussions] Next, how important do you think each of the following is for the news media to try to do?

#	Variable	Question	Type	Length	Label
31	Q8	Q8	Num	8	Q8: Next, thinking about when you watch, read, or hear the news, which of the following best describes what you find most useful...
32	Q9	Q9	Num	8	Q9: Now, we'd like to ask you about the content of news coverage specifically. Putting aside pure commentary and opinion pieces, which of the following do you think best describes news coverage these days?
33	Q10A	Q10	Num	8	Q10A: [Journalists as a group] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
34	Q10B	Q10	Num	8	Q10B: [News organizations in general] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
35	Q10C	Q10	Num	8	Q10C: [NEWS SOURCE NAMED IN Q3] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
36	Q10D	Q10	Num	8	Q10D: [Your local newspaper] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

#	Variable	Question	Type	Length	Label
37	Q10E	Q10	Num	8	Q10E: [National newspapers] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
38	Q10F	Q10	Num	8	Q10F: [Local TV News] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
39	Q10G	Q10	Num	8	Q10G: [National cable TV news such as Fox News, CNN, or MSNBC] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
40	Q10H	Q10	Num	8	Q10H: [Broadcast TV news such as NBC, CBS, or ABC] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
41	Q10I	Q10	Num	8	Q10I: [Online-only news websites, such as Vox or Yahoo News] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
42	Q10J	Q10	Num	8	Q10J: [Public radio such as NPR] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

#	Variable	Question	Type	Length	Label
43	Q10K	Q10	Num	8	Q10K: [Talk radio] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
44	Q10L	Q10	Num	8	Q10L: [Social media platforms such as Facebook or Twitter] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
45	Q10M	Q10	Num	8	Q10M: [PBS] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
46	Q10N	Q10	Num	8	Q10N: [Individual journalists you read or follow] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
47	Q11A	Q11	Num	8	Q11A: [The news media in general] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
48	Q11B	Q11	Num	8	Q11B: [NEWS SOURCE NAMED IN Q3] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?

#	Variable	Question	Type	Length	Label
49	Q11C	Q11	Num	8	Q11C: [National cable TV news such as Fox News, CNN, or MSNBC] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
50	Q11D	Q11	Num	8	Q11D: [Broadcast TV news such as NBC, CBS, or ABC] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
51	Q11E	Q11	Num	8	Q11E: [Your local newspaper] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
52	Q11F	Q11	Num	8	Q11F: [National newspapers] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
53	Q11G	Q11	Num	8	Q11G: [Online-only news websites] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
54	Q11H	Q11	Num	8	Q11H: [PBS] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
55	Q11I	Q11	Num	8	Q11I: [Public radio such as NPR] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?

#	Variable	Question	Type	Length	Label
56	Q11J	Q11	Num	8	Q11J: [Talk radio] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
57	Q11K	Q11	Num	8	Q11K: [Local TV News] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?
58	Q11AA	Q11A	Num	8	Q11AA: Now thinking about news you see on social platforms such as Facebook or Twitter, how easy or difficult is it for you to tell the difference between opinion content and news reporting?
59	Q12A	Q12	Num	8	Q12A: [The difference between an analyst and a commentator] How familiar are you with each term or concept?
60	Q12B	Q12	Num	8	Q12B: [The difference between an editorial and a news story] How familiar are you with each term or concept?
61	Q12C	Q12	Num	8	Q12C: [What an Op-Ed is] How familiar are you with each term or concept?
62	Q12D	Q12	Num	8	Q12D: [The difference between a reporter and a columnist] How familiar are you with each term or concept?
63	Q12E	Q12	Num	8	Q12E: [What attribution means] How familiar are you with each term or concept?
64	Q12F	Q12	Num	8	Q12F: [What breaking news means] How familiar are you with each term or concept?
65	Q12G	Q12	Num	8	Q12G: [What native advertising is] How familiar are you with each term or concept?

#	Variable	Question	Type	Length	Label
66	Q12H	Q12	Num	8	Q12H: [The difference between a news story and a press release] How familiar are you with each term or concept?
67	Q12I	Q12	Num	8	Q12I: [What a political endorsement is] How familiar are you with each term or concept?
68	Q13A	Q13	Num	8	Q13A: [Explain how the reporting for a story was done] How important do you think it is for journalists to do each of the following?
69	Q13B	Q13	Num	8	Q13B: [Offer more information about the sources or evidence cited in a story] How important do you think it is for journalists to do each of the following?
70	Q13C	Q13	Num	8	Q13C: [Explain more about the news organization and its policies] How important do you think it is for journalists to do each of the following?
71	Q13D	Q13	Num	8	Q13D: [Offer more information about the background and experience of reporters] How important do you think it is for journalists to do each of the following?
72	Q13E	Q13	Num	8	Q13E: [Explain why stories are chosen in the first place] How important do you think it is for journalists to do each of the following?
73	Q14	Q14	Num	8	Q14: Which of the following best describes your understanding of how journalists use 'anonymous sources' in their reporting?
74	Q15	Q15	Num	8	Q15: Thinking of [NEWS SOURCE NAMED IN Q3], how well does that news organization explain its uses of anonymous sources?

#	Variable	Question	Type	Length	Label
75	Q16	Q16	Num	8	Q16: How often do you think journalists pay sources for their information?
76	Q17A	Q17	Num	8	Q17A: [How many people will pay attention to the story] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?
77	Q17B	Q17	Num	8	Q17B: [How many people are affected by the story] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?
78	Q17C	Q17	Num	8	Q17C: [The personal biases or political views of the journalist] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?
79	Q17D	Q17	Num	8	Q17D: [A desire to help people make up their minds on issues] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?
80	Q17E	Q17	Num	8	Q17E: [A desire to help solve problems in society] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?
81	Q18	Q18	Num	8	Q18: Choose the statement that best describes how you view the news, even if it is not exactly right. In general...

#	Variable	Question	Type	Length	Label
82	Q19A	Q19	Num	8	Q19A: [Issues around race and ethnicity] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?
83	Q19B	Q19	Num	8	Q19B: [Issues around religion] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?
84	Q20A	Q20	Num	8	Q20A: [Women] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
85	Q20B	Q20	Num	8	Q20B: [Men] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
86	Q20C	Q20	Num	8	Q20C: [Republicans] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
87	Q20D	Q20	Num	8	Q20D: [Democrats] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
88	Q20E	Q20	Num	8	Q20E: [Political independents] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
89	Q20F	Q20	Num	8	Q20F: [Liberals] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?

#	Variable	Question	Type	Length	Label
90	Q20G	Q20	Num	8	Q20G: [Conservatives] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
91	Q20H	Q20	Num	8	Q20H: [People in rural areas] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
92	Q20I	Q20	Num	8	Q20I: [People in urban areas] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
93	Q20J	Q20	Num	8	Q20J: [The political establishment] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
94	Q20K	Q20	Num	8	Q20K: [Grass-roots political movements] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
95	Q20L	Q20	Num	8	Q20L: [Wealthy people] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
96	Q20M	Q20	Num	8	Q20M: [Lower-income people] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?

#	Variable	Question	Type	Length	Label
97	Q20N	Q20	Num	8	Q20N: [The middle-class] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?
98	Q21A	Q21	Num	8	Q21A: [Written a letter to the editor] In general, how often have you done or experienced each of the following?
99	Q21B	Q21	Num	8	Q21B: [Commented on a news organization's website] In general, how often have you done or experienced each of the following?
100	Q21C	Q21	Num	8	Q21C: [Commented on a news organization's social media post] In general, how often have you done or experienced each of the following?
101	Q21D	Q21	Num	8	Q21D: [Contacted a journalist with story ideas or feedback] In general, how often have you done or experienced each of the following?
102	Q21E	Q21	Num	8	Q21E: [Were interviewed by a journalist for a news story] In general, how often have you done or experienced each of the following?
103	Q21F	Q21	Num	8	Q21F: [Had a conversation with a journalist on social media] In general, how often have you done or experienced each of the following?
104	Q21G	Q21	Num	8	Q21G: [Had your social media post included in a story] In general, how often have you done or experienced each of the following?

#	Variable	Question	Type	Length	Label
105	Q21H	Q21	Num	8	Q21H: [Participated in a public event held by a news organization] In general, how often have you done or experienced each of the following?
106	Q21I	Q21	Num	8	Q21I: [Known a journalist personally] In general, how often have you done or experienced each of the following?
107	Q21J	Q21	Num	8	Q21J: [Read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] In general, how often have you done or experienced each of the following?
108	Q21K	Q21	Num	8	Q21K: [Witnessed or experienced something that was covered by a news organization] In general, how often have you done or experienced each of the following?
109	Q22A_A	Q22A	Num	8	Q22A_A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?
110	Q22A_B	Q22A	Num	8	Q22A_B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?
111	Q22A_C	Q22A	Num	8	Q22A_C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?

#	Variable	Question	Type	Length	Label
112	Q22A_D	Q22A	Num	8	Q22A_D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?
113	Q22A_1A	Q22A_1	Num	8	Q22A_1A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?
114	Q22A_1B	Q22A_1	Num	8	Q22A_1B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?
115	Q22A_1C	Q22A_1	Num	8	Q22A_1C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?
116	Q22A_1D	Q22A_1	Num	8	Q22A_1D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?
117	Q22B_A	Q22B	Num	8	Q22B_A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting the most recent time when...?

#	Variable	Question	Type	Length	Label
118	Q22B_B	Q22B	Num	8	Q22B_B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting the most recent time when...?
119	Q22B_C	Q22B	Num	8	Q22B_C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting the most recent time when...?
120	Q22B_D	Q22B	Num	8	Q22B_D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting the most recent time when...?
121	Q22B_1A	Q22B_1	Num	8	Q22B_1A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?
122	Q22B_1B	Q22B_1	Num	8	Q22B_1B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?
123	Q22B_1C	Q22B_1	Num	8	Q22B_1C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?

#	Variable	Question	Type	Length	Label
124	Q22B_1D	Q22B_1	Num	8	Q22B_1D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?
125	Q23A	Q23	Num	8	Q23A: [Participated in a school newspaper, or school television or radio station] People have different ways of learning about how the media works. Have you ever done any of the following, or not?
126	Q23B	Q23	Num	8	Q23B: [Took a general class about the media or news literacy] Have you ever done any of the following, or not?
127	Q23C	Q23	Num	8	Q23C: [Had a teacher assign reading and discussion of news and current events] Have you ever done any of the following, or not?
128	Q23D	Q23	Num	8	Q23D: [Started a blog or social media account to create news or non-personal content] Have you ever done any of the following, or not?
129	Q23E	Q23	Num	8	Q23E: [Took a class about journalism] Have you ever done any of the following, or not?
130	Q24	Q24	Num	8	Q24: Now, generally speaking, would you say the news industry is headed in the...
131	Q25	Q25	Num	8	Q25: Next, how trustworthy do you think the news media in general is ...
132	Q26	Q26	Num	8	Q26: How trustworthy do you think [NEWS SOURCE NAMED IN Q3] is...
133	Q27	Q27	Num	8	Q27: In the last year, has your level of trust in the news media in general...

#	Variable	Question	Type	Length	Label
134	Q28	Q28	Num	8	Q28: In the last year, has your level of trust in [NEWS SOURCE NAMED IN Q3]...
135	Q29	Q29	Num	8	Q29: Would you say the news media in general...
136	Q30	Q30	Num	8	Q30: Do you think the news media is too liberal, just about right, or too conservative?
137	Q31_1	Q31	Num	8	Q31_1: [Satire or comedy about current events] Which of the following would you call 'fake news'?
138	Q31_2	Q31	Num	8	Q31_2: [Journalists from real news organizations making stuff up] Which of the following would you call 'fake news'?
139	Q31_3	Q31	Num	8	Q31_3: [Made-up stories from news outlets that don't exist] Which of the following would you call 'fake news'?
140	Q31_4	Q31	Num	8	Q31_4: [News stories from real organizations that are unfair or sloppy] Which of the following would you call 'fake news'?
141	Q31_5	Q31	Num	8	Q31_5: [Media outlets that pass on conspiracy theories and unsubstantiated rumors] Which of the following would you call 'fake news'?
142	Q32A	Q32	Num	8	Q32A: [Satire or comedy about current events] How big of a problem do you think each of the following is today?
143	Q32B	Q32	Num	8	Q32B: [Journalists from real news organizations making stuff up] How big of a problem do you think each of the following is today?
144	Q32C	Q32	Num	8	Q32C: [Made-up stories from news outlets that don't exist] How big of a problem do you think each of the following is today?

#	Variable	Question	Type	Length	Label
145	Q32D	Q32	Num	8	Q32D: [News stories from real organizations that are unfair or sloppy] How big of a problem do you think each of the following is today?
146	Q32E	Q32	Num	8	Q32E: [Media outlets that pass on conspiracy theories and unsubstantiated rumors] How big of a problem do you think each of the following is today?
147	POLITICS	PID1	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
148	DEMO	PIDA	Num	8	DEMO: Do you consider yourself a strong Democrat or a moderate Democrat?
149	RE PUB	PIDB	Num	8	RE PUB: Do you consider yourself a strong Republican or a moderate Republican?
150	INDEP	PIDI	Num	8	INDEP: Do you lean more toward the Democrats or the Republicans?
151	CUR2	CUR2	Num	8	CUR2: Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?
152	URBAN	DM5	Num	8	URBAN: Which of the following best describes where you live?
153	RELIGION	DM6	Num	8	RELIGION: What is your religious preference?
154	AGEGRP	N/A	Num	8	AGEGRP: Age
155	RACETH	N/A	Num	8	RACETH: Race/ethnicity
156	MARITAL	N/A	Num	8	MARITAL: Marital status
157	HHINCOME	N/A	Num	8	HHINCOME: Household income
158	EMPSTATUS	N/A	Num	8	EMPSTATUS: Employment status
159	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
160	GENDER	N/A	Num	8	GENDER: Gender
161	STATE	N/A	Char	2	STATE: State

#	Variable	Question	Type	Length	Label
162	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region (4 regions)

Variables #154-162 are AmeriSpeak® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

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

#	Variable	Question	Type	Length	Label
1	SU_ID	N/A	Num	8	SU_ID: Case ID
2	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - sample of newsroom personnel (N=1,127)
3	Q1A	Q1	Num	8	Q1A: [They rarely read beyond the headline] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.
4	Q1B	Q1	Num	8	Q1B: [They read deeply into the details of stories] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.
5	Q1C	Q1	Num	8	Q1C: [They focus on opinion and mostly skip over news reporting] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.
6	Q2	Q2	Num	8	Q2: Choose the statement that you think best describes news consumers in the United States, even if neither is exactly right. In general...
7	Q3A	Q3	Num	8	Q3A: [Act as a watchdog of powerful institutions and people] Next, indicate how important you think each item is for the news media to try to do.
8	Q3B	Q3	Num	8	Q3B: [Verify and get the facts right] Next, indicate how important you think each item is for the news media to try to do.

#	Variable	Question	Type	Length	Label
9	Q3C	Q3	Num	8	Q3C: [Be fair to all sides] Next, indicate how important you think each item is for the news media to try to do.
10	Q3D	Q3	Num	8	Q3D: [Be neutral] Next, indicate how important you think each item is for the news media to try to do.
11	Q3E	Q3	Num	8	Q3E: [Provide diverse points of view] Next, indicate how important you think each item is for the news media to try to do.
12	Q3F	Q3	Num	8	Q3F: [Make it easier to find important civic information] Next, indicate how important you think each item is for the news media to try to do.
13	Q3G	Q3	Num	8	Q3G: [Make the news entertaining so people will pay attention to it] Next, indicate how important you think each item is for the news media to try to do.
14	Q3H	Q3	Num	8	Q3H: [Help people understand communities unlike their own] Next, indicate how important you think each item is for the news media to try to do.
15	Q3I	Q3	Num	8	Q3I: [Report on possible solutions to problems in society] Next, indicate how important you think each item is for the news media to try to do.
16	Q3J	Q3	Num	8	Q3J: [Provide forums for community discussions] Next, indicate how important you think each item is for the news media to try to do.
17	Q4A	Q4	Num	8	Q4A: [Explain how the reporting for a story was done] How important do you think it is for journalists to do each of the following?

#	Variable	Question	Type	Length	Label
18	Q4B	Q4	Num	8	Q4B: [Offer more information about the sources or evidence cited in a story] How important do you think it is for journalists to do each of the following?
19	Q4C	Q4	Num	8	Q4C: [Explain more about the news organization and its policies] How important do you think it is for journalists to do each of the following?
20	Q4D	Q4	Num	8	Q4D: [Offer more information about the background and experience of reporters] How important do you think it is for journalists to do each of the following?
21	Q4E	Q4	Num	8	Q4E: [Explain why stories were chosen in the first place] How important do you think it is for journalists to do each of the following?
22	Q4F	Q4	Num	8	Q4F: [Explain any controversial decisions made during reporting] How important do you think it is for journalists to do each of the following?
23	Q5	Q5	Num	8	Q5: Next, in your opinion, which of the following best describes what most Americans want from the news these days...
24	Q6	Q6	Num	8	Q6: Which of the following do you think best describes the content news reporters publish these days?
25	Q7A	Q7	Num	8	Q7A: [Journalists as a group] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

#	Variable	Question	Type	Length	Label
26	Q7B	Q7	Num	8	Q7B: [News organizations in general] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
27	Q7C	Q7	Num	8	Q7C: [Local newspapers] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
28	Q7D	Q7	Num	8	Q7D: [National newspapers] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
29	Q7E	Q7	Num	8	Q7E: [Local TV news] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
30	Q7F	Q7	Num	8	Q7F: [Cable TV news such as Fox News, CNN, or MSNBC] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

#	Variable	Question	Type	Length	Label
31	Q7G	Q7	Num	8	Q7G: [Broadcast TV news such as NBC, CBS, or ABC] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
32	Q7H	Q7	Num	8	Q7H: [Digital-only news websites, such as Vox or Texas Tribune] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative view of that item.
33	Q7I	Q7	Num	8	Q7I: [Public radio such as NPR] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
34	Q7J	Q7	Num	8	Q7J: [Talk radio] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
35	Q7K	Q7	Num	8	Q7K: [Social media platforms such as Facebook or Twitter] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.

#	Variable	Question	Type	Length	Label
36	Q7L	Q7	Num	8	Q7L: [PBS] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
37	Q7M	Q7	Num	8	Q7M: [Individual journalists they read or follow] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.
38	Q8	Q8	Num	8	Q8: Next, how much influence do you think the news media has in shaping public opinion?
39	Q9A	Q9	Num	8	Q9A: [People write a letter to the editor about your story] In general, how often do you experience each of the following?
40	Q9B	Q9	Num	8	Q9B: [People post comments about your stories on your news organization's website] In general, how often do you experience each of the following?
41	Q9C	Q9	Num	8	Q9C: [People post comments about your stories on your news organization's social media posts] In general, how often do you experience each of the following?
42	Q9D	Q9	Num	8	Q9D: [People contact you with story ideas] In general, how often do you experience each of the following?
43	Q9E	Q9	Num	8	Q9E: [You interview a member of the public] In general, how often do you experience each of the following?

#	Variable	Question	Type	Length	Label
44	Q9F	Q9	Num	8	Q9F: [You engage with audiences on social media] In general, how often do you experience each of the following?
45	Q9G	Q9	Num	8	Q9G: [You include a person's social media post in a story] In general, how often do you experience each of the following?
46	Q9H	Q9	Num	8	Q9H: [You participate in a public event held by your news organization] In general, how often do you experience each of the following?
47	Q10A	Q10	Num	8	Q10A: [What the term 'source' means] How well do you think most Americans understand each of the following concepts of journalism?
48	Q10B	Q10	Num	8	Q10B: [How journalists gather information for a story] How well do you think most Americans understand each of the following concepts of journalism?
49	Q10C	Q10	Num	8	Q10C: [What 'fact-checking journalism' means] How well do you think most Americans understand each of the following concepts of journalism?
50	Q10D	Q10	Num	8	Q10D: [The editing process at most news organizations] How well do you think most Americans understand each of the following concepts of journalism?
51	Q10E	Q10	Num	8	Q10E: [The First Amendment rights of the press] How well do you think most Americans understand each of the following concepts of journalism?

#	Variable	Question	Type	Length	Label
52	Q10F	Q10	Num	8	Q10F: [What 'anonymous sources' means] How well do you think most Americans understand each of the following concepts of journalism?
53	Q10G	Q10	Num	8	Q10G: [The difference between news content and opinion content] How well do you think most Americans understand each of the following concepts of journalism?
54	Q11A	Q11	Num	8	Q11A: [Analyst vs. Commentator] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
55	Q11B	Q11	Num	8	Q11B: [Editorial vs. news story] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
56	Q11C	Q11	Num	8	Q11C: [Op-Ed] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
57	Q11D	Q11	Num	8	Q11D: [Reporter vs. Columnist] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
58	Q11E	Q11	Num	8	Q11E: [Attribution] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.

#	Variable	Question	Type	Length	Label
59	Q11F	Q11	Num	8	Q11F: [Breaking news] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
60	Q11G	Q11	Num	8	Q11G: [Native advertising] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
61	Q11H	Q11	Num	8	Q11H: [News story vs. press release] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
62	Q11I	Q11	Num	8	Q11I: [Political endorsement] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.
63	Q12	Q12	Num	8	Q12: Which of the following statements comes closest to describing how you think most Americans view the news?
64	Q13A	Q13	Num	8	Q13A: [Issues around race and ethnicity] Thinking about news coverage, how accurately do you think news organizations portray each of the following topics?
65	Q13B	Q13	Num	8	Q13B: [Issues around religion] Thinking about news coverage, how accurately do you think news organizations portray each of the following topics?

#	Variable	Question	Type	Length	Label
66	Q14A	Q14	Num	8	Q14A: [Women] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
67	Q14B	Q14	Num	8	Q14B: [Men] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
68	Q14C	Q14	Num	8	Q14C: [Republicans] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
69	Q14D	Q14	Num	8	Q14D: [Democrats] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
70	Q14E	Q14	Num	8	Q14E: [Political independents] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
71	Q14F	Q14	Num	8	Q14F: [Liberals] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
72	Q14G	Q14	Num	8	Q14G: [Conservatives] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
73	Q14H	Q14	Num	8	Q14H: [People in rural areas] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
74	Q14I	Q14	Num	8	Q14I: [People in urban areas] Thinking about news coverage, how accurately do you think news organizations portray each of the following?

#	Variable	Question	Type	Length	Label
75	Q14J	Q14	Num	8	Q14J: [The political establishment] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
76	Q14K	Q14	Num	8	Q14K: [Grassroots political movements] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
77	Q14L	Q14	Num	8	Q14L: [Wealthy people] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
78	Q14M	Q14	Num	8	Q14M: [Lower-income people] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
79	Q14N	Q14	Num	8	Q14N: [The middle class] Thinking about news coverage, how accurately do you think news organizations portray each of the following?
80	Q15	Q15	Num	8	Q15: Now, generally speaking, would you say the news industry is headed in the...
81	Q16	Q16	Num	8	Q16: Next, in general, do you think the news media is...
82	Q17	Q17	Num	8	Q17: In the last year, do you think most Americans' level of trust in the news media has...
83	Q18	Q18	Num	8	Q18: Which phrase do you feel better describes the news media in general. Would you say the news media in general...
84	Q19	Q19	Num	8	Q19: Do you think the news media is too liberal, just about right, or too conservative?

#	Variable	Question	Type	Length	Label
85	Q20	Q20	Num	8	Q20: Do you think the issue of fake news and misinformation is a major problem, a minor problem, or not a problem at all for the news media today?
86	Q21A	Q21	Num	8	Q21A: [Make the difference between news stories and opinion pieces more distinct] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?
87	Q21B	Q21	Num	8	Q21B: [Write more stories that educate the public about fake news and misinformation] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?
88	Q21C	Q21	Num	8	Q21C: [Be clearer about the identity and credentials of our sources] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?
89	Q21D	Q21	Num	8	Q21D: [Be more transparent about the reporting process] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?

#	Variable	Question	Type	Length	Label
90	Q21E	Q21	Num	8	Q21E: [Spend more resources to engage audiences on social media platforms and elsewhere] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?
91	Q21F	Q21	Num	8	Q21F: [Seek change in policies from the social media platforms to fight fake news and misinformation] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?
92	LENGTH1	LENGTH1	Num	8	LENGTH1: How many years have you worked in the news media industry?
93	LENGTH2	LENGTH2	Num	8	LENGTH2: How many years have you worked for your current news organization?
94	OUTLET	OUT1	Num	8	OUT: Which of the following best describes the media outlet type of your current news organization?
95	NATLOC1	NATLOC1	Num	8	NATLOC1: Is the news organization you work for primarily considered a national organization or a local organization?
96	JOB	JOB1	Num	8	JOB: Which of the following best describes your current job title?
97	AGEGRP	AGE	Num	8	AGEGRP: Age
98	RACETH	LATINO, RACE	Num	8	RACETH: Race/ethnicity
99	GENDER	GENDER	Num	8	GENDER: Gender

Variables #94, 96, and 98 are collapsed or recoded from original data, making the coding frame of these variables different from the survey questionnaire.

## General Population Details of Variables

- “.” Or space: logic skip, respondent is not applicable to a specific question
- 99: missing, survey non-respondent

SURV_MODE: Survey mode			
SURV_MODE	Frequency	Weighted Frequency	Percent
(1) Phone interview	172	21,538,995	8.74
(2) Web Interview	1,847	224,785,991	91.26
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

SURV_LANG: Survey language			
SURV_LANG	Frequency	Weighted Frequency	Percent
(1) English	1,933	238,227,624	96.71
(2) Spanish	86	8,097,362	3.29
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

Q1: How often do you watch, read, or hear news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other topic, that you may get in print, on television, radio, social media, or through word of mouth.			
Q1	Frequency	Weighted Frequency	Percent
(1) Several times an hour	114	13,576,525	5.51
(2) Several times a day	1,219	145,489,087	59.06
(3) Once a day	375	45,232,815	18.36
(4) Several times a week	140	17,505,712	7.11
(5) Weekly	73	10,911,029	4.43
(6) Less often	77	10,730,468	4.36
(7) Never	20	2,519,465	1.02
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	1	359,886	0.15
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q2: How important is it to you personally to keep up with news and information?</b>			
<b>Q2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	33	3,037,670	1.23
(2) Not very important	166	22,822,014	9.27
(3) Moderately important	807	103,143,943	41.87
(4) Very important	748	84,201,506	34.18
(5) Extremely important	264	33,029,298	13.41
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	1	90,556	0.04
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q3: What is the name of the news organization you use most frequently? If there is more than one, pick one. [Coded open-ended response]</b>			
<b>Q3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Local newspaper	79	9,687,950	3.93
(2) National newspaper	83	9,661,188	3.92
(3) Cable news	609	78,322,126	31.80
(4) Network news	310	34,025,474	13.81
(5) Radio	160	18,561,881	7.54
(6) Magazine	4	647,414	0.26
(7) Local TV	366	47,137,852	19.14
(8) Internet/online source	214	25,589,254	10.39
(9) Other	160	18,213,357	7.39
(99) NONE/SKIPPED/REFUSED (VOL)	34	4,478,491	1.82
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q4: Choose the statement that best describes you, even if it is not exactly right. In general...</b>			
<b>Q4</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) I actively seek out news and information	1,292	155,111,693	62.97
(2) I mostly bump into news and information as I do other things	720	90,402,755	36.70
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	810,538	0.33
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q5A: [I scan the headlines of a lot of stories] Everyone has a different way of consuming news. How often do you do each of the following?</b>			
<b>Q5A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Several times an hour	63	7,810,567	3.17
(2) Several times a day	766	87,464,849	35.51
(3) Once a day	563	73,090,285	29.67
(4) Several times a week	217	27,142,894	11.02
(5) Weekly	123	15,189,171	6.17
(6) Less often	192	22,342,876	9.07
(7) Never	85	12,136,771	4.93
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	10	1,147,574	0.47
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q5B: [I watch, read, or listen closely to the details of a story] Everyone has a different way of consuming news. How often do you do each of the following?</b>			
<b>Q5B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Several times an hour	58	7,574,803	3.08
(2) Several times a day	770	88,404,231	35.89
(3) Once a day	546	71,571,433	29.06
(4) Several times a week	258	30,411,219	12.35
(5) Weekly	171	21,247,494	8.63
(6) Less often	178	22,674,203	9.21
(7) Never	31	3,833,622	1.56
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	607,981	0.25
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q5C: [I focus on opinion pieces more than news reporting] Everyone has a different way of consuming news. How often do you do each of the following?</b>			
<b>Q5C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Several times an hour	21	2,820,433	1.15
(2) Several times a day	186	22,280,390	9.05
(3) Once a day	308	40,763,711	16.55
(4) Several times a week	250	28,137,084	11.42
(5) Weekly	210	25,499,064	10.35
(6) Less often	818	96,299,390	39.09
(7) Never	207	26,700,863	10.84
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	19	3,824,050	1.55
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q6A: [Cable or satellite television] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	1,246	151,297,046	61.42
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	766	94,350,891	38.30
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	7	677,049	0.27
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6B: [Streaming services for video such as Hulu or Netflix] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	1,117	128,959,878	52.35
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	880	114,621,577	46.53
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	22	2,743,531	1.11
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6C: [A print or digital version of a magazine] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	526	60,913,647	24.73
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,471	182,022,994	73.90
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	22	3,388,345	1.38
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6D: [A print or digital version of a newspaper] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	568	70,540,945	28.64
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,436	173,710,983	70.52
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	15	2,073,059	0.84
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6E: [Print or digital newsletter] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	390	49,932,222	20.27
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,618	195,062,503	79.19
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	11	1,330,261	0.54
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6F: [A digital-only news site, such as ESPN Insider or Politico Pro] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	200	24,712,027	10.03
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,805	220,169,544	89.38
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	14	1,443,415	0.59
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6G: [A podcast or YouTube channel through direct payments or funding platforms like Patreon] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	218	26,402,758	10.72
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,785	217,772,948	88.41
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	16	2,149,279	0.87
<b>Total</b>	2,019	246,324,986	100.00

<b>Q6H: [A public radio station or public television station such as NPR or PBS] For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following, or not.</b>			
<b>Q6H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes, I personally subscribe to, donate to, or regularly pay for it</b>	513	58,821,612	23.88
<b>(2) No, I do not personally subscribe to, donate to, or regularly pay for it</b>	1,496	185,955,711	75.49
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,547,663	0.63
<b>Total</b>	2,019	246,324,986	100.00

<b>Q7A: [Act as a watchdog of powerful institutions and people] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Not at all important</b>	112	13,166,969	5.35
<b>(2) Not very important</b>	193	24,580,069	9.98
<b>(3) Somewhat important</b>	571	73,898,568	30.00
<b>(4) Very important</b>	628	72,656,799	29.50
<b>(5) Extremely important</b>	503	59,664,078	24.22
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	12	2,358,502	0.96
<b>Total</b>	2,019	246,324,986	100.00

<b>Q7B: [Verify and get the facts right] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	22	4,447,675	1.81
(2) Not very important	45	5,798,077	2.35
(3) Somewhat important	153	20,377,369	8.27
(4) Very important	468	57,085,473	23.17
(5) Extremely important	1,321	157,527,473	63.95
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	10	1,088,919	0.44
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7C: [Be fair to all sides] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	37	3,086,163	1.25
(2) Not very important	67	8,336,691	3.38
(3) Somewhat important	325	41,012,579	16.65
(4) Very important	763	92,606,500	37.60
(5) Extremely important	819	100,401,718	40.76
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	8	881,335	0.36
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7D: [Be neutral] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	53	5,249,996	2.13
(2) Not very important	101	14,810,005	6.01
(3) Somewhat important	464	58,084,530	23.58
(4) Very important	682	81,248,037	32.98
(5) Extremely important	708	86,062,000	34.94
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	11	870,417	0.35
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7E: [Provide diverse points of view] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	68	9,231,563	3.75
(2) Not very important	117	15,059,587	6.11
(3) Somewhat important	510	68,930,083	27.98
(4) Very important	792	88,332,265	35.86
(5) Extremely important	514	62,258,465	25.27
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	18	2,513,023	1.02
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7F: [Make it easier to find important civic information] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	43	4,456,330	1.81
(2) Not very important	136	18,218,037	7.40
(3) Somewhat important	746	96,228,668	39.07
(4) Very important	804	90,394,725	36.70
(5) Extremely important	279	35,721,939	14.50
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	11	1,305,286	0.53
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7G: [Make the news entertaining so people will pay attention to it] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	242	28,500,068	11.57
(2) Not very important	585	69,033,720	28.03
(3) Somewhat important	741	89,237,930	36.23
(4) Very important	325	43,360,364	17.60
(5) Extremely important	119	15,051,740	6.11
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	1,141,165	0.46
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7H: [Help people understand communities unlike their own] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	59	6,698,507	2.72
(2) Not very important	171	21,186,331	8.60
(3) Somewhat important	741	90,248,381	36.64
(4) Very important	756	92,662,953	37.62
(5) Extremely important	285	34,737,076	14.10
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	791,739	0.32
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7I: [Report on possible solutions to problems in society] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	67	8,057,802	3.27
(2) Not very important	174	21,829,804	8.86
(3) Somewhat important	690	85,860,280	34.86
(4) Very important	774	92,038,407	37.36
(5) Extremely important	308	37,833,743	15.36
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	6	704,950	0.29
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q7J: [Provide forums for community discussions] Next, how important do you think each of the following is for the news media to try to do?</b>			
<b>Q7J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	86	8,429,073	3.42
(2) Not very important	305	39,544,543	16.05
(3) Somewhat important	849	103,941,657	42.20
(4) Very important	597	70,182,540	28.49
(5) Extremely important	172	23,078,862	9.37
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	10	1,148,311	0.47
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q8: Next, thinking about when you watch, read, or hear the news, which of the following best describes what you find most useful...</b>			
<b>Q8</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) News coverage that mostly just reports the facts</b>	533	66,313,836	26.92
<b>(2) News coverage that mostly includes facts with some background and analysis</b>	1,320	155,290,842	63.04
<b>(3) News coverage that is mostly analysis</b>	79	11,613,579	4.71
<b>(4) Instead of news coverage, I find commentary and opinion content more useful</b>	77	11,827,010	4.80
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,279,719	0.52
<b>Total</b>	2,019	246,324,986	100.00

<b>Q9: Now, we'd like to ask you about the content of news coverage specifically. Putting aside pure commentary and opinion pieces, which of the following do you think best describes news coverage these days?</b>			
<b>Q9</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Most news coverage includes just the facts</b>	149	18,333,942	7.44
<b>(2) Most news coverage includes the facts with some background and analysis</b>	677	80,745,298	32.78
<b>(3) Most news coverage includes too much analysis</b>	327	41,987,180	17.05
<b>(4) Most news coverage seems like commentary and opinion</b>	856	103,391,001	41.97
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,867,565	0.76
<b>Total</b>	2,019	246,324,986	100.00

**Q10A: [Journalists as a group] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10A	Frequency	Weighted Frequency	Percent
(1) Very positive	237	28,176,085	11.44
(2) Somewhat positive	604	71,960,581	29.21
(3) Neither positive nor negative	619	77,090,935	31.30
(4) Somewhat negative	396	49,740,068	20.19
(5) Very negative	156	18,615,403	7.56
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	741,914	0.30
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10B: [News organizations in general] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10B	Frequency	Weighted Frequency	Percent
(1) Very positive	157	18,649,602	7.57
(2) Somewhat positive	589	70,708,035	28.71
(3) Neither positive nor negative	554	68,801,187	27.93
(4) Somewhat negative	515	64,162,694	26.05
(5) Very negative	191	22,892,591	9.29
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	13	1,110,876	0.45
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10C: [NEWS SOURCE NAMED IN Q3] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10C	Frequency	Weighted Frequency	Percent
.	10	1,271,039	0.52
(1) Very positive	718	87,903,771	35.69
(2) Somewhat positive	765	91,424,240	37.12
(3) Neither positive nor negative	378	45,055,154	18.29
(4) Somewhat negative	118	16,941,303	6.88
(5) Very negative	22	3,142,045	1.28
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	8	587,435	0.24
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10D: [Your local newspaper] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10D	Frequency	Weighted Frequency	Percent
(1) Very positive	228	28,615,410	11.62
(2) Somewhat positive	711	86,332,055	35.05
(3) Neither positive nor negative	723	86,769,364	35.23
(4) Somewhat negative	242	30,822,589	12.51
(5) Very negative	87	10,005,325	4.06
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	28	3,780,242	1.53
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10E: [National newspapers] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10E	Frequency	Weighted Frequency	Percent
(1) Very positive	185	22,374,241	9.08
(2) Somewhat positive	626	75,717,915	30.74
(3) Neither positive nor negative	689	82,106,597	33.33
(4) Somewhat negative	352	44,460,801	18.05
(5) Very negative	123	14,809,528	6.01
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	44	6,855,904	2.78
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10F: [Local TV News] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10F	Frequency	Weighted Frequency	Percent
(1) Very positive	273	31,596,215	12.83
(2) Somewhat positive	835	105,238,899	42.72
(3) Neither positive nor negative	614	73,212,428	29.72
(4) Somewhat negative	221	26,136,198	10.61
(5) Very negative	56	7,217,582	2.93
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	20	2,923,663	1.19
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10G: [National cable TV news such as Fox News, CNN, or MSNBC] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10G	Frequency	Weighted Frequency	Percent
(1) Very positive	183	25,534,989	10.37
(2) Somewhat positive	547	63,494,880	25.78
(3) Neither positive nor negative	568	70,426,908	28.59
(4) Somewhat negative	490	58,775,636	23.86
(5) Very negative	212	25,746,135	10.45
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	19	2,346,438	0.95
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10H: [Broadcast TV news such as NBC, CBS, or ABC] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10H	Frequency	Weighted Frequency	Percent
(1) Very positive	226	29,927,963	12.15
(2) Somewhat positive	756	89,921,963	36.51
(3) Neither positive nor negative	533	65,634,317	26.65
(4) Somewhat negative	308	36,646,914	14.88
(5) Very negative	181	22,589,135	9.17
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	15	1,604,694	0.65
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10I: [Online-only news websites, such as Vox or Yahoo News] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10I	Frequency	Weighted Frequency	Percent
(1) Very positive	82	9,497,290	3.86
(2) Somewhat positive	385	49,002,878	19.89
(3) Neither positive nor negative	1,010	120,208,923	48.80
(4) Somewhat negative	351	42,039,128	17.07
(5) Very negative	118	15,844,686	6.43
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	73	9,732,080	3.95
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10J: [Public radio such as NPR] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10J	Frequency	Weighted Frequency	Percent
(1) Very positive	371	43,154,047	17.52
(2) Somewhat positive	513	60,925,271	24.73
(3) Neither positive nor negative	761	95,184,553	38.64
(4) Somewhat negative	224	28,277,577	11.48
(5) Very negative	89	10,912,980	4.43
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	61	7,870,558	3.20
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10K: [Talk radio] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10K	Frequency	Weighted Frequency	Percent
(1) Very positive	118	13,141,003	5.33
(2) Somewhat positive	474	58,088,431	23.58
(3) Neither positive nor negative	802	100,824,064	40.93
(4) Somewhat negative	382	44,584,845	18.10
(5) Very negative	201	24,546,478	9.97
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	42	5,140,164	2.09
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

**Q10L: [Social media platforms such as Facebook or Twitter] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q10L	Frequency	Weighted Frequency	Percent
(1) Very positive	60	8,159,737	3.31
(2) Somewhat positive	280	37,241,773	15.12
(3) Neither positive nor negative	658	81,893,813	33.25
(4) Somewhat negative	586	68,921,615	27.98
(5) Very negative	378	43,050,381	17.48
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	57	7,057,667	2.87
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q10M: [PBS] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q10M</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Very positive	478	56,376,611	22.89
(2) Somewhat positive	633	72,416,261	29.40
(3) Neither positive nor negative	679	88,964,406	36.12
(4) Somewhat negative	133	16,062,460	6.52
(5) Very negative	67	9,049,705	3.67
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	29	3,455,543	1.40
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q10N: [Individual journalists you read or follow] Please indicate whether you have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q10N</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Very positive	242	29,915,221	12.14
(2) Somewhat positive	647	76,045,323	30.87
(3) Neither positive nor negative	900	113,081,495	45.91
(4) Somewhat negative	152	18,195,777	7.39
(5) Very negative	42	4,745,580	1.93
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	36	4,341,590	1.76
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q11A: [The news media in general] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Very easy	332	37,867,234	15.37
(2) Somewhat easy	798	98,609,735	40.03
(3) Neither difficult nor easy	422	49,531,489	20.11
(4) Somewhat difficult	350	46,199,549	18.76
(5) Very difficult	105	12,558,834	5.10
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	12	1,558,145	0.63
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q11B: [NEWS SOURCE NAMED IN Q3] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	10	1,271,039	0.52
<b>(1) Very easy</b>	700	81,124,791	32.93
<b>(2) Somewhat easy</b>	824	101,725,152	41.30
<b>(3) Neither difficult nor easy</b>	313	38,977,898	15.82
<b>(4) Somewhat difficult</b>	123	16,908,805	6.86
<b>(5) Very difficult</b>	26	3,007,103	1.22
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	23	3,310,197	1.34
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11C: [National cable TV news such as Fox News, CNN, or MSNBC] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	427	51,560,492	20.93
<b>(2) Somewhat easy</b>	645	80,590,323	32.72
<b>(3) Neither difficult nor easy</b>	460	54,542,178	22.14
<b>(4) Somewhat difficult</b>	313	39,378,057	15.99
<b>(5) Very difficult</b>	144	16,344,585	6.64
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	30	3,909,351	1.59
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11D: [Broadcast TV news such as NBC, CBS, or ABC] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	402	45,300,094	18.39
<b>(2) Somewhat easy</b>	744	95,710,577	38.86
<b>(3) Neither difficult nor easy</b>	492	57,394,487	23.30
<b>(4) Somewhat difficult</b>	244	31,507,002	12.79
<b>(5) Very difficult</b>	112	13,288,874	5.39
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	25	3,123,952	1.27
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11E: [Your local newspaper] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	420	46,929,586	19.05
<b>(2) Somewhat easy</b>	710	88,508,678	35.93
<b>(3) Neither difficult nor easy</b>	573	70,944,357	28.80
<b>(4) Somewhat difficult</b>	192	23,926,089	9.71
<b>(5) Very difficult</b>	66	8,653,192	3.51
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	58	7,363,083	2.99
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11F: [National newspapers] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	314	34,001,066	13.80
<b>(2) Somewhat easy</b>	650	81,898,138	33.25
<b>(3) Neither difficult nor easy</b>	594	75,266,636	30.56
<b>(4) Somewhat difficult</b>	280	33,972,597	13.79
<b>(5) Very difficult</b>	101	12,061,537	4.90
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	80	9,125,011	3.70
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11G: [Online-only news websites] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	275	30,786,749	12.50
<b>(2) Somewhat easy</b>	576	75,247,768	30.55
<b>(3) Neither difficult nor easy</b>	641	77,124,854	31.31
<b>(4) Somewhat difficult</b>	331	39,144,887	15.89
<b>(5) Very difficult</b>	101	12,205,272	4.95
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	95	11,815,455	4.80
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11H: [PBS] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	488	56,798,332	23.06
<b>(2) Somewhat easy</b>	677	79,848,208	32.42
<b>(3) Neither difficult nor easy</b>	600	75,909,806	30.82
<b>(4) Somewhat difficult</b>	154	20,140,293	8.18
<b>(5) Very difficult</b>	55	7,039,247	2.86
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	45	6,589,099	2.68
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11I: [Public radio such as NPR] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	443	49,859,056	20.24
<b>(2) Somewhat easy</b>	557	65,323,161	26.52
<b>(3) Neither difficult nor easy</b>	678	83,736,405	33.99
<b>(4) Somewhat difficult</b>	210	29,347,893	11.91
<b>(5) Very difficult</b>	67	8,655,153	3.51
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	64	9,403,318	3.82
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11J: [Talk radio] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very easy</b>	416	46,116,474	18.72
<b>(2) Somewhat easy</b>	618	77,207,053	31.34
<b>(3) Neither difficult nor easy</b>	559	69,543,055	28.23
<b>(4) Somewhat difficult</b>	268	35,664,314	14.48
<b>(5) Very difficult</b>	102	10,726,353	4.35
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	56	7,067,737	2.87
<b>Total</b>	2,019	246,324,986	100.00

<b>Q11K: [Local TV News] How easy or difficult is it for you to tell the difference between the opinion content and news reporting in each of the following?</b>			
<b>Q11K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Very easy	444	52,063,539	21.14
(2) Somewhat easy	817	104,248,174	42.32
(3) Neither difficult nor easy	518	60,902,361	24.72
(4) Somewhat difficult	172	20,319,055	8.25
(5) Very difficult	37	5,044,669	2.05
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	31	3,747,187	1.52
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q11AA: Now thinking about news you see on social platforms such as Facebook or Twitter, how easy or difficult is it for you to tell the difference between opinion content and news reporting?</b>			
<b>Q11AA</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Very easy	347	42,473,119	17.24
(2) Somewhat easy	520	64,160,605	26.05
(3) Neither difficult nor easy	445	52,624,761	21.36
(4) Somewhat difficult	369	46,484,353	18.87
(5) Very difficult	262	31,421,642	12.76
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	76	9,160,505	3.72
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12A: [The difference between an analyst and a commentator] How familiar are you with each term or concept?</b>			
<b>Q12A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	208	25,218,016	10.24
(2) A little familiar	343	45,309,507	18.39
(3) Somewhat familiar	628	77,357,560	31.40
(4) Very familiar	568	66,080,680	26.83
(5) Completely familiar	266	31,824,580	12.92
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	6	534,643	0.22
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12B: [The difference between an editorial and a news story] How familiar are you with each term or concept?</b>			
<b>Q12B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	177	24,818,641	10.08
(2) A little familiar	326	40,699,232	16.52
(3) Somewhat familiar	523	67,036,842	27.21
(4) Very familiar	570	67,286,349	27.32
(5) Completely familiar	413	45,699,322	18.55
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	10	784,599	0.32
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12C: [What an Op-Ed is] How familiar are you with each term or concept?</b>			
<b>Q12C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	722	90,758,846	36.85
(2) A little familiar	269	33,187,306	13.47
(3) Somewhat familiar	396	50,128,879	20.35
(4) Very familiar	314	35,555,709	14.43
(5) Completely familiar	291	33,137,896	13.45
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	27	3,556,350	1.44
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12D: [The difference between a reporter and a columnist] How familiar are you with each term or concept?</b>			
<b>Q12D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	177	24,595,568	9.99
(2) A little familiar	343	43,200,392	17.54
(3) Somewhat familiar	592	75,116,610	30.49
(4) Very familiar	562	66,321,662	26.92
(5) Completely familiar	340	36,390,749	14.77
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	5	700,005	0.28
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12E: [What attribution means] How familiar are you with each term or concept?</b>			
<b>Q12E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	447	56,749,148	23.04
(2) A little familiar	382	49,143,117	19.95
(3) Somewhat familiar	531	62,045,994	25.19
(4) Very familiar	375	44,032,101	17.88
(5) Completely familiar	260	30,825,123	12.51
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	24	3,529,504	1.43
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12F: [What breaking news means] How familiar are you with each term or concept?</b>			
<b>Q12F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	39	6,383,297	2.59
(2) A little familiar	128	20,005,317	8.12
(3) Somewhat familiar	296	33,924,244	13.77
(4) Very familiar	831	99,095,801	40.23
(5) Completely familiar	719	86,196,810	34.99
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	6	719,517	0.29
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12G: [What native advertising is] How familiar are you with each term or concept?</b>			
<b>Q12G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	811	96,382,033	39.13
(2) A little familiar	349	44,503,884	18.07
(3) Somewhat familiar	486	60,264,604	24.47
(4) Very familiar	216	25,252,682	10.25
(5) Completely familiar	148	18,821,618	7.64
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	9	1,100,165	0.45
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12H: [The difference between a news story and a press release] How familiar are you with each term or concept?</b>			
<b>Q12H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	120	15,932,219	6.47
(2) A little familiar	272	36,410,105	14.78
(3) Somewhat familiar	529	63,056,250	25.60
(4) Very familiar	619	74,346,628	30.18
(5) Completely familiar	472	55,777,307	22.64
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	802,478	0.33
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q12I: [What a political endorsement is] How familiar are you with each term or concept?</b>			
<b>Q12I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all familiar	116	17,326,281	7.03
(2) A little familiar	226	28,262,958	11.47
(3) Somewhat familiar	384	47,828,661	19.42
(4) Very familiar	677	81,282,549	33.00
(5) Completely familiar	609	71,039,381	28.84
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	585,157	0.24
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q13A: [Explain how the reporting for a story was done] How important do you think it is for journalists to do each of the following?</b>			
<b>Q13A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	46	7,652,439	3.11
(2) Not very important	256	31,831,048	12.92
(3) Somewhat important	719	86,431,534	35.09
(4) Very important	734	89,481,396	36.33
(5) Extremely important	257	29,966,934	12.17
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	961,635	0.39
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q13B: [Offer more information about the sources or evidence cited in a story] How important do you think it is for journalists to do each of the following?</b>			
<b>Q13B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	29	4,060,024	1.65
(2) Not very important	99	13,935,636	5.66
(3) Somewhat important	524	58,046,117	23.56
(4) Very important	866	107,421,080	43.61
(5) Extremely important	488	60,989,218	24.76
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	13	1,872,910	0.76
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q13C: [Explain more about the news organization and its policies] How important do you think it is for journalists to do each of the following?</b>			
<b>Q13C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	65	9,923,870	4.03
(2) Not very important	286	35,227,435	14.30
(3) Somewhat important	793	91,448,147	37.13
(4) Very important	652	77,167,440	31.33
(5) Extremely important	210	30,216,627	12.27
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	13	2,341,467	0.95
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q13D: [Offer more information about the background and experience of reporters] How important do you think it is for journalists to do each of the following?</b>			
<b>Q13D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	83	11,503,682	4.67
(2) Not very important	383	44,493,631	18.06
(3) Somewhat important	823	100,935,907	40.98
(4) Very important	560	67,507,930	27.41
(5) Extremely important	162	20,755,260	8.43
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	8	1,128,576	0.46
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q13E: [Explain why stories are chosen in the first place] How important do you think it is for journalists to do each of the following?</b>			
<b>Q13E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	68	10,911,981	4.43
(2) Not very important	309	36,494,655	14.82
(3) Somewhat important	838	100,166,346	40.66
(4) Very important	596	74,063,040	30.07
(5) Extremely important	201	23,646,503	9.60
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	7	1,042,462	0.42
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q14: Which of the following best describes your understanding of how journalists use 'anonymous sources' in their reporting?</b>			
<b>Q14</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Journalists take information from unknown people and publish it	210	29,371,652	11.92
(2) Journalists get information from unknown people, see if they can confirm it, and then publish it	321	41,638,497	16.90
(3) Journalists know a source's identity and check their information, but do not include a source's name in their news report	1,263	143,770,009	58.37
(77) Don't know	221	31,095,604	12.62
(99) SKIPPED/REFUSED (VOL)	4	449,225	0.18
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q15: Thinking of [NEWS SOURCE NAMED IN Q3], how well does that news organization explain its uses of anonymous sources?</b>			
<b>Q15</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	10	1,271,039	0.52
(1) Extremely well	204	26,891,234	10.92
(2) Very well	456	57,787,244	23.46
(3) Somewhat well	593	69,713,020	28.30
(4) Not too well	238	29,948,530	12.16
(5) Not well at all	119	14,342,557	5.82
(77) Don't know	389	45,720,327	18.56
(99) SKIPPED/REFUSED (VOL)	10	651,035	0.26
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q16: How often do you think journalists pay sources for their information?</b>			
<b>Q16</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) All of the time	110	14,402,592	5.85
(2) Most of the time	458	57,624,778	23.39
(3) Occasionally	949	112,087,690	45.50
(4) Rarely	321	40,694,438	16.52
(5) Never	145	17,834,419	7.24
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	36	3,681,069	1.49
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q17A: [How many people will pay attention to the story] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?</b>			
<b>Q17A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	70	9,793,296	3.98
(2) Not very important	140	18,407,618	7.47
(3) Somewhat important	542	64,968,796	26.38
(4) Very important	752	91,787,335	37.26
(5) Extremely important	510	60,707,793	24.65
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	5	660,147	0.27
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q17B: [How many people are affected by the story] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?</b>			
<b>Q17B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	71	9,766,486	3.96
(2) Not very important	180	24,011,387	9.75
(3) Somewhat important	690	84,396,675	34.26
(4) Very important	764	90,393,042	36.70
(5) Extremely important	302	35,727,487	14.50
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	12	2,029,909	0.82
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q17C: [The personal biases or political views of the journalist] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?</b>			
<b>Q17C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	194	23,769,477	9.65
(2) Not very important	330	42,571,212	17.28
(3) Somewhat important	719	85,416,156	34.68
(4) Very important	520	64,986,862	26.38
(5) Extremely important	243	28,302,115	11.49
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	13	1,279,164	0.52
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q17D: [A desire to help people make up their minds on issues] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?</b>			
<b>Q17D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	109	13,709,791	5.57
(2) Not very important	307	36,324,054	14.75
(3) Somewhat important	862	102,734,469	41.71
(4) Very important	550	71,511,427	29.03
(5) Extremely important	182	21,083,822	8.56
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	9	961,422	0.39
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q17E: [A desire to help solve problems in society] When journalists are deciding which stories to cover, how important do you think each of the following is in their decision making?</b>			
<b>Q17E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	135	17,065,620	6.93
(2) Not very important	332	42,389,859	17.21
(3) Somewhat important	805	97,318,153	39.51
(4) Very important	530	64,113,868	26.03
(5) Extremely important	205	23,956,947	9.73
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	12	1,480,539	0.60
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q18: Choose the statement that best describes how you view the news, even if it is not exactly right. In general...</b>			
<b>Q18</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Most news reports are fairly inaccurate, I have to check multiple sources to verify the information</b>	773	99,214,011	40.28
<b>(2) Most news reports are fairly accurate, I don't have to check multiple sources to verify the information</b>	1,219	144,876,141	58.82
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	27	2,234,834	0.91
<b>Total</b>	2,019	246,324,986	100.00

<b>Q19A: [Issues around race and ethnicity] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?</b>			
<b>Q19A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	90	11,152,196	4.53
<b>(2) Very</b>	341	45,094,849	18.31
<b>(3) Moderately</b>	905	107,076,234	43.47
<b>(4) Slightly</b>	433	51,402,038	20.87
<b>(5) Not at all</b>	238	30,128,961	12.23
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	12	1,470,707	0.60
<b>Total</b>	2,019	246,324,986	100.00

<b>Q19B: [Issues around religion] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following topics?</b>			
<b>Q19B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	71	10,845,073	4.40
<b>(2) Very</b>	241	32,815,736	13.32
<b>(3) Moderately</b>	943	110,626,454	44.91
<b>(4) Slightly</b>	489	58,751,328	23.85
<b>(5) Not at all</b>	259	31,615,733	12.84
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	16	1,670,663	0.68
<b>Total</b>	2,019	246,324,986	100.00

<b>Q20A: [Women] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	100	12,675,527	5.15
(2) Very	354	49,064,621	19.92
(3) Moderately	1,010	119,186,027	48.39
(4) Slightly	390	44,425,567	18.04
(5) Not at all	145	18,456,407	7.49
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	20	2,516,837	1.02
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20B: [Men] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	123	13,738,791	5.58
(2) Very	457	56,849,747	23.08
(3) Moderately	958	114,872,483	46.63
(4) Slightly	301	37,030,210	15.03
(5) Not at all	164	22,068,035	8.96
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	16	1,765,720	0.72
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20C: [Republicans] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	128	16,002,678	6.50
(2) Very	380	49,265,659	20.00
(3) Moderately	832	101,133,994	41.06
(4) Slightly	366	41,575,510	16.88
(5) Not at all	290	35,817,512	14.54
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	23	2,529,633	1.03
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20D: [Democrats] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	168	21,397,839	8.69
<b>(2) Very</b>	433	55,936,645	22.71
<b>(3) Moderately</b>	891	106,641,228	43.29
<b>(4) Slightly</b>	300	35,778,550	14.52
<b>(5) Not at all</b>	212	24,386,795	9.90
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	15	2,183,930	0.89
<b>Total</b>	2,019	246,324,986	100.00

<b>Q20E: [Political independents] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	69	8,168,091	3.32
<b>(2) Very</b>	231	32,913,770	13.36
<b>(3) Moderately</b>	889	107,720,110	43.73
<b>(4) Slightly</b>	539	61,929,234	25.14
<b>(5) Not at all</b>	270	33,209,996	13.48
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	21	2,383,786	0.97
<b>Total</b>	2,019	246,324,986	100.00

<b>Q20F: [Liberals] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	133	16,050,626	6.52
<b>(2) Very</b>	355	44,310,867	17.99
<b>(3) Moderately</b>	934	113,333,966	46.01
<b>(4) Slightly</b>	371	43,644,712	17.72
<b>(5) Not at all</b>	197	24,685,304	10.02
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	29	4,299,510	1.75
<b>Total</b>	2,019	246,324,986	100.00

<b>Q20G: [Conservatives] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	87	12,035,958	4.89
(2) Very	304	38,495,531	15.63
(3) Moderately	905	110,235,514	44.75
(4) Slightly	450	51,482,260	20.90
(5) Not at all	244	30,708,835	12.47
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	29	3,366,888	1.37
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20H: [People in rural areas] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	54	7,606,488	3.09
(2) Very	172	22,673,682	9.20
(3) Moderately	863	102,361,671	41.56
(4) Slightly	663	80,398,239	32.64
(5) Not at all	241	30,379,332	12.33
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	26	2,905,574	1.18
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20I: [People in urban areas] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	93	11,074,079	4.50
(2) Very	401	52,358,483	21.26
(3) Moderately	953	111,927,256	45.44
(4) Slightly	385	47,765,227	19.39
(5) Not at all	156	19,254,875	7.82
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	31	3,945,067	1.60
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20J: [The political establishment] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	174	19,660,339	7.98
(2) Very	441	56,847,571	23.08
(3) Moderately	772	94,030,080	38.17
(4) Slightly	394	46,216,586	18.76
(5) Not at all	216	27,183,136	11.04
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	22	2,387,274	0.97
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20K: [Grass-roots political movements] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	69	7,448,529	3.02
(2) Very	240	29,370,968	11.92
(3) Moderately	875	111,964,050	45.45
(4) Slightly	555	62,948,374	25.56
(5) Not at all	245	30,302,349	12.30
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	35	4,290,715	1.74
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20L: [Wealthy people] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely	216	26,561,265	10.78
(2) Very	516	67,531,994	27.42
(3) Moderately	708	83,375,590	33.85
(4) Slightly	368	41,660,932	16.91
(5) Not at all	187	23,814,552	9.67
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	24	3,380,654	1.37
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20M: [Lower-income people] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20M</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	75	11,369,863	4.62
<b>(2) Very</b>	180	24,810,662	10.07
<b>(3) Moderately</b>	732	88,223,922	35.82
<b>(4) Slightly</b>	715	84,886,806	34.46
<b>(5) Not at all</b>	298	34,805,501	14.13
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	19	2,228,232	0.90
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q20N: [The middle-class] Thinking about news coverage in general, how accurately do you think news organizations portray each of the following?</b>			
<b>Q20N</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely</b>	52	6,264,077	2.54
<b>(2) Very</b>	259	36,342,236	14.75
<b>(3) Moderately</b>	1,007	121,992,915	49.53
<b>(4) Slightly</b>	507	59,578,449	24.19
<b>(5) Not at all</b>	170	19,287,577	7.83
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	24	2,859,732	1.16
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21A: [Written a letter to the editor] In general, how often have you done or experienced each of the following?</b>			
<b>Q21A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,280	157,380,725	63.89
<b>(2) Once</b>	240	25,809,626	10.48
<b>(3) More than once</b>	257	30,441,316	12.36
<b>(66) Not applicable</b>	226	30,273,087	12.29
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	16	2,420,232	0.98
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21B: [Commented on a news organization's website] In general, how often have you done or experienced each of the following?</b>			
<b>Q21B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,119	138,391,218	56.18
<b>(2) Once</b>	217	24,542,608	9.96
<b>(3) More than once</b>	446	51,501,334	20.91
<b>(66) Not applicable</b>	224	30,359,890	12.33
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	13	1,529,935	0.62
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21C: [Commented on a news organization's social media post] In general, how often have you done or experienced each of the following?</b>			
<b>Q21C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,018	126,440,090	51.33
<b>(2) Once</b>	232	29,966,383	12.17
<b>(3) More than once</b>	539	61,206,607	24.85
<b>(66) Not applicable</b>	213	25,996,208	10.55
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	17	2,715,699	1.10
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21D: [Contacted a journalist with story ideas or feedback] In general, how often have you done or experienced each of the following?</b>			
<b>Q21D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,336	158,439,691	64.32
<b>(2) Once</b>	215	27,311,404	11.09
<b>(3) More than once</b>	216	24,756,896	10.05
<b>(66) Not applicable</b>	236	33,793,412	13.72
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	16	2,023,582	0.82
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21E: [Were interviewed by a journalist for a news story] In general, how often have you done or experienced each of the following?</b>			
<b>Q21E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Never	1,127	138,185,547	56.10
(2) Once	372	44,083,952	17.90
(3) More than once	315	35,769,307	14.52
(66) Not applicable	190	26,049,722	10.58
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	15	2,236,458	0.91
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21F: [Had a conversation with a journalist on social media] In general, how often have you done or experienced each of the following?</b>			
<b>Q21F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Never	1,449	173,267,029	70.34
(2) Once	188	24,766,510	10.05
(3) More than once	154	17,718,661	7.19
(66) Not applicable	213	28,566,411	11.60
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	15	2,006,375	0.81
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21G: [Had your social media post included in a story] In general, how often have you done or experienced each of the following?</b>			
<b>Q21G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Never	1,496	177,252,060	71.96
(2) Once	114	15,867,504	6.44
(3) More than once	159	20,239,456	8.22
(66) Not applicable	236	30,714,699	12.47
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	14	2,251,266	0.91
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21H: [Participated in a public event held by a news organization] In general, how often have you done or experienced each of the following?</b>			
<b>Q21H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,361	162,604,103	66.01
<b>(2) Once</b>	220	27,714,548	11.25
<b>(3) More than once</b>	237	30,030,127	12.19
<b>(66) Not applicable</b>	190	24,166,097	9.81
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	11	1,810,110	0.73
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21I: [Known a journalist personally] In general, how often have you done or experienced each of the following?</b>			
<b>Q21I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	1,138	137,771,835	55.93
<b>(2) Once</b>	345	42,320,859	17.18
<b>(3) More than once</b>	349	41,395,504	16.81
<b>(66) Not applicable</b>	177	23,670,307	9.61
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,166,482	0.47
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21J: [Read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] In general, how often have you done or experienced each of the following?</b>			
<b>Q21J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Never</b>	363	47,730,531	19.38
<b>(2) Once</b>	252	31,618,195	12.84
<b>(3) More than once</b>	1,278	148,407,085	60.25
<b>(66) Not applicable</b>	116	16,686,150	6.77
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,883,025	0.76
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q21K: [Witnessed or experienced something that was covered by a news organization] In general, how often have you done or experienced each of the following?</b>			
<b>Q21K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Never	598	76,212,221	30.94
(2) Once	429	53,117,939	21.56
(3) More than once	849	95,380,093	38.72
(66) Not applicable	134	19,995,486	8.12
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	9	1,619,246	0.66
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,647	202,241,034	82.10
(1) The reporting was entirely accurate	137	16,350,150	6.64
(2) The reporting got the important facts right, despite some minor inaccuracies	166	20,067,332	8.15
(3) The reporting was mostly inaccurate	36	4,439,380	1.80
(4) The reporting was never published	33	3,227,090	1.31
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,905	230,457,481	93.56
(1) The reporting was entirely accurate	33	3,589,114	1.46
(2) The reporting got the important facts right, despite some minor inaccuracies	47	7,592,708	3.08
(3) The reporting was mostly inaccurate	22	2,822,263	1.15
(4) The reporting was never published	10	1,640,227	0.67
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	2	223,191	0.09
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,767	214,706,791	87.16
<b>(1) The reporting was entirely accurate</b>	41	4,310,359	1.75
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	150	18,414,360	7.48
<b>(3) The reporting was mostly inaccurate</b>	46	5,954,603	2.42
<b>(4) The reporting was never published</b>	11	1,885,226	0.77
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	4	1,053,647	0.43
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,590	193,207,047	78.44
<b>(1) The reporting was entirely accurate</b>	88	10,411,837	4.23
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	247	31,158,279	12.65
<b>(3) The reporting was mostly inaccurate</b>	68	8,910,721	3.62
<b>(4) The reporting was never published</b>	19	1,893,120	0.77
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	7	743,982	0.30
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_1A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,680	205,468,123	83.41
<b>(1) The reporting was unbiased and fair</b>	288	33,657,841	13.66
<b>(2) The reporting was biased and unfair</b>	48	6,614,651	2.69
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	3	584,371	0.24
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_1B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,917	232,320,900	94.31
(1) The reporting was unbiased and fair	63	6,615,117	2.69
(2) The reporting was biased and unfair	36	6,054,550	2.46
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	3	1,334,418	0.54
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_1C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,782	217,645,664	88.36
(1) The reporting was unbiased and fair	154	18,341,619	7.45
(2) The reporting was biased and unfair	80	10,183,913	4.13
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	3	153,790	0.06
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22A_1D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22A_1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,616	195,844,148	79.51
(1) The reporting was unbiased and fair	290	34,441,464	13.98
(2) The reporting was biased and unfair	111	15,955,310	6.48
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	2	84,065	0.03
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting the most recent time when...?</b>			
<b>Q22B_A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,704	210,555,679	85.48
<b>(1) The reporting was entirely accurate</b>	89	9,367,489	3.80
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	174	20,484,030	8.32
<b>(3) The reporting got important facts wrong</b>	36	4,343,222	1.76
<b>(4) The reporting was never published</b>	16	1,574,566	0.64
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting the most recent time when...?</b>			
<b>Q22B_B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,860	226,085,529	91.78
<b>(1) The reporting was entirely accurate</b>	30	3,473,546	1.41
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	77	9,920,140	4.03
<b>(3) The reporting got important facts wrong</b>	25	3,576,243	1.45
<b>(4) The reporting was never published</b>	22	2,809,371	1.14
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	5	460,157	0.19
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting the most recent time when...?</b>			
<b>Q22B_C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	741	97,917,901	39.75
<b>(1) The reporting was entirely accurate</b>	232	26,447,959	10.74
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	832	98,467,096	39.97
<b>(3) The reporting got important facts wrong</b>	189	20,624,248	8.37
<b>(4) The reporting was never published</b>	17	2,113,241	0.86
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	8	754,541	0.31
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting the most recent time when...?</b>			
<b>Q22B_D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,170	150,944,893	61.28
<b>(1) The reporting was entirely accurate</b>	176	21,228,291	8.62
<b>(2) The reporting got the important facts right, despite some minor inaccuracies</b>	553	59,435,795	24.13
<b>(3) The reporting got important facts wrong</b>	88	10,453,228	4.24
<b>(4) The reporting was never published</b>	22	2,622,709	1.06
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	10	1,640,071	0.67
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_1A: [You were interviewed by a journalist for a news story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22B_1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,720	212,130,245	86.12
<b>(1) The reporting was unbiased and fair</b>	245	27,065,418	10.99
<b>(2) The reporting was biased and unfair</b>	52	6,673,909	2.71
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	2	455,415	0.18
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_1B: [You had your social media post included in a story] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22B_1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,887	229,355,057	93.11
<b>(1) The reporting was unbiased and fair</b>	89	11,221,149	4.56
<b>(2) The reporting was biased and unfair</b>	43	5,748,780	2.33
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q22B_1C: [You read, watched, or heard a news report on a topic you know a lot about, such as your hobby, company, town, or profession] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22B_1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	766	100,785,683	40.92
<b>(1) The reporting was unbiased and fair</b>	924	108,237,558	43.94
<b>(2) The reporting was biased and unfair</b>	322	36,478,055	14.81
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	7	823,690	0.33
<b>Total</b>	2,019	246,324,986	100.00

<b>Q22B_1D: [You witnessed or experienced something that was covered by a news organization] Which of the following comes closest to what you observed about the reporting when...?</b>			
<b>Q22B_1D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,202	155,207,672	63.01
<b>(1) The reporting was unbiased and fair</b>	627	70,530,755	28.63
<b>(2) The reporting was biased and unfair</b>	186	20,346,422	8.26
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	4	240,136	0.10
<b>Total</b>	2,019	246,324,986	100.00

<b>Q23A: [Participated in a school newspaper, or school television or radio station] People have different ways of learning about how the media works. Have you ever done any of the following, or not?</b>			
<b>Q23A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes</b>	513	63,525,653	25.79
<b>(2) No</b>	1,497	181,834,476	73.82
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	9	964,856	0.39
<b>Total</b>	2,019	246,324,986	100.00

<b>Q23B: [Took a general class about the media or news literacy] Have you ever done any of the following, or not?</b>			
<b>Q23B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes</b>	343	40,273,062	16.35
<b>(2) No</b>	1,667	205,169,577	83.29
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	9	882,347	0.36
<b>Total</b>	2,019	246,324,986	100.00

<b>Q23C: [Had a teacher assign reading and discussion of news and current events] Have you ever done any of the following, or not?</b>			
<b>Q23C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes</b>	1,245	149,532,947	60.71
<b>(2) No</b>	761	95,034,411	38.58
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	13	1,757,628	0.71
<b>Total</b>	2,019	246,324,986	100.00

<b>Q23D: [Started a blog or social media account to create news or non-personal content] Have you ever done any of the following, or not?</b>			
<b>Q23D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes</b>	164	21,193,121	8.60
<b>(2) No</b>	1,844	223,949,944	90.92
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	11	1,181,922	0.48
<b>Total</b>	2,019	246,324,986	100.00

<b>Q23E: [Took a class about journalism] Have you ever done any of the following, or not?</b>			
<b>Q23E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Yes</b>	309	34,766,288	14.11
<b>(2) No</b>	1,699	210,137,470	85.31
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	11	1,421,228	0.58
<b>Total</b>	2,019	246,324,986	100.00

<b>Q24: Now, generally speaking, would you say the news industry is headed in the...</b>			
<b>Q24</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Right direction</b>	855	103,095,884	41.85
<b>(2) Wrong direction</b>	1,140	139,017,383	56.44
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	24	4,211,720	1.71
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q25: Next, how trustworthy do you think the news media in general is ...</b>			
<b>Q25</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very trustworthy</b>	123	16,048,435	6.52
<b>(2) Somewhat trustworthy</b>	745	92,100,824	37.39
<b>(3) Neither trustworthy nor untrustworthy</b>	412	48,668,196	19.76
<b>(4) Somewhat untrustworthy</b>	478	55,922,213	22.70
<b>(5) Very untrustworthy</b>	252	32,280,302	13.10
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	9	1,305,015	0.53
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q26: How trustworthy do you think [NEWS SOURCE NAMED IN Q3] is...</b>			
<b>Q26</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	10	1,271,039	0.52
<b>(1) Very trustworthy</b>	600	69,987,972	28.41
<b>(2) Somewhat trustworthy</b>	871	109,670,038	44.52
<b>(3) Neither trustworthy nor untrustworthy</b>	344	41,281,598	16.76
<b>(4) Somewhat untrustworthy</b>	127	15,391,154	6.25
<b>(5) Very untrustworthy</b>	47	6,520,906	2.65
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	20	2,202,278	0.89
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q27: In the last year, has your level of trust in the news media in general...</b>			
<b>Q27</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Increased a lot	86	9,293,910	3.77
(2) Increased a little	241	31,412,766	12.75
(3) Neither increased nor decreased	792	95,717,834	38.86
(4) Decreased a little	510	62,107,613	25.21
(5) Decreased a lot	376	46,218,796	18.76
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	14	1,574,068	0.64
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q28: In the last year, has your level of trust in [NEWS SOURCE NAMED IN Q3]...</b>			
<b>Q28</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	10	1,271,039	0.52
(1) Increased a lot	231	28,976,451	11.76
(2) Increased a little	376	48,987,748	19.89
(3) Neither increased nor decreased	1,099	131,244,346	53.28
(4) Decreased a little	209	24,012,501	9.75
(5) Decreased a lot	74	8,831,176	3.59
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	20	3,001,725	1.22
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q29: Would you say the news media in general...</b>			
<b>Q29</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Protects democracy	604	68,705,121	27.89
(2) Hurts democracy	597	73,102,450	29.68
(3) Neither applies	803	101,657,300	41.27
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	15	2,860,114	1.16
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q30: Do you think the news media is too liberal, just about right, or too conservative?</b>			
<b>Q30</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Too liberal	710	90,461,763	36.72
(2) Just about right	932	112,165,566	45.54
(3) Too conservative	341	39,362,339	15.98
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	36	4,335,318	1.76
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q31_1: [Satire or comedy about current events] Which of the following would you call 'fake news'?</b>			
<b>Q31_1</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(0) No</b>	1,494	185,833,385	75.44
<b>(1) Yes</b>	525	60,491,601	24.56
<b>Total</b>	2,019	246,324,986	100.00

<b>Q31_2: [Journalists from real news organizations making stuff up] Which of the following would you call 'fake news'?</b>			
<b>Q31_2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(0) No</b>	713	92,805,524	37.68
<b>(1) Yes</b>	1,306	153,519,462	62.32
<b>Total</b>	2,019	246,324,986	100.00

<b>Q31_3: [Made-up stories from news outlets that don't exist] Which of the following would you call 'fake news'?</b>			
<b>Q31_3</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(0) No</b>	598	71,052,190	28.84
<b>(1) Yes</b>	1,421	175,272,796	71.16
<b>Total</b>	2,019	246,324,986	100.00

<b>Q31_4: [News stories from real organizations that are unfair or sloppy] Which of the following would you call 'fake news'?</b>			
<b>Q31_4</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(0) No</b>	1,123	139,740,681	56.73
<b>(1) Yes</b>	896	106,584,305	43.27
<b>Total</b>	2,019	246,324,986	100.00

<b>Q31_5: [Media outlets that pass on conspiracy theories and unsubstantiated rumors] Which of the following would you call 'fake news'?</b>			
<b>Q31_5</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(0) No</b>	717	91,723,860	37.24
<b>(1) Yes</b>	1,302	154,601,126	62.76
<b>Total</b>	2,019	246,324,986	100.00

<b>Q32A: [Satire or comedy about current events] How big of a problem do you think each of the following is today?</b>			
<b>Q32A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,494	185,833,385	75.44
(1) Major problem	130	15,782,335	6.41
(2) Minor problem	177	20,220,424	8.21
(3) Not a problem at all	164	16,770,745	6.81
(77) Don't know	52	7,493,047	3.04
(99) SKIPPED/REFUSED (VOL)	2	225,050	0.09
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q32B: [Journalists from real news organizations making stuff up] How big of a problem do you think each of the following is today?</b>			
<b>Q32B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	713	92,805,524	37.68
(1) Major problem	606	76,478,680	31.05
(2) Minor problem	487	51,259,651	20.81
(3) Not a problem at all	130	16,702,284	6.78
(77) Don't know	78	8,607,549	3.49
(99) SKIPPED/REFUSED (VOL)	5	471,299	0.19
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q32C: [Made-up stories from news outlets that don't exist] How big of a problem do you think each of the following is today?</b>			
<b>Q32C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	598	71,052,190	28.84
(1) Major problem	813	99,151,408	40.25
(2) Minor problem	389	49,042,786	19.91
(3) Not a problem at all	94	9,840,384	3.99
(77) Don't know	117	16,317,786	6.62
(99) SKIPPED/REFUSED (VOL)	8	920,432	0.37
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q32D: [News stories from real organizations that are unfair or sloppy] How big of a problem do you think each of the following is today?</b>			
<b>Q32D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,123	139,740,681	56.73
<b>(1) Major problem</b>	592	71,238,162	28.92
<b>(2) Minor problem</b>	230	26,343,284	10.69
<b>(3) Not a problem at all</b>	26	2,921,020	1.19
<b>(77) Don't know</b>	47	6,007,516	2.44
<b>(99) SKIPPED/REFUSED (VOL)</b>	1	74,324	0.03
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>Q32E: [Media outlets that pass on conspiracy theories and unsubstantiated rumors] How big of a problem do you think each of the following is today?</b>			
<b>Q32E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	717	91,723,860	37.24
<b>(1) Major problem</b>	868	104,472,395	42.41
<b>(2) Minor problem</b>	315	35,523,692	14.42
<b>(3) Not a problem at all</b>	36	3,734,865	1.52
<b>(77) Don't know</b>	77	10,155,372	4.12
<b>(99) SKIPPED/REFUSED (VOL)</b>	6	714,802	0.29
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?</b>			
<b>POLITICS</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Democrat</b>	710	85,439,044	34.69
<b>(2) Republican</b>	459	58,136,279	23.60
<b>(3) Independent</b>	494	59,065,124	23.98
<b>(4) None of these</b>	342	40,997,405	16.64
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	14	2,687,134	1.09
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>DEMO: Do you consider yourself a strong Democrat or a moderate Democrat?</b>			
<b>DEMO</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,309	160,885,942	65.31
<b>(1) Strong Democrat</b>	288	33,321,532	13.53
<b>(2) Moderate Democrat</b>	421	51,869,959	21.06
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	1	247,553	0.10
<b>Total</b>	2,019	246,324,986	100.00

<b>REPub: Do you consider yourself a strong Republican or a moderate Republican?</b>			
<b>REPub</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,560	188,188,706	76.40
<b>(1) Strong Republican</b>	137	17,201,019	6.98
<b>(2) Moderate Republican</b>	319	40,767,102	16.55
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	3	168,159	0.07
<b>Total</b>	2,019	246,324,986	100.00

<b>INDEP: Do you lean more toward the Democrats or the Republicans?</b>			
<b>INDEP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	1,169	143,575,323	58.29
<b>(1) Lean Democrat</b>	225	24,244,627	9.84
<b>(2) Lean Republican</b>	203	25,191,107	10.23
<b>(3) Don't lean</b>	410	50,769,475	20.61
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	12	2,544,454	1.03
<b>Total</b>	2,019	246,324,986	100.00

<b>CUR2: Overall, do you approve or disapprove of the way Donald Trump is handling his job as president?</b>			
<b>CUR2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Approve</b>	711	90,169,269	36.61
<b>(2) Disapprove</b>	1,275	149,050,800	60.51
<b>(99) DON'T KNOW/SKIPPED/REFUSED (VOL)</b>	33	7,104,917	2.88
<b>Total</b>	2,019	246,324,986	100.00

<b>URBAN: Which of the following best describes where you live?</b>			
<b>URBAN</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Urban area	598	59,719,901	24.24
(2) Suburban area	899	116,767,118	47.40
(3) Rural area	505	66,441,157	26.97
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	17	3,396,810	1.38
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>RELIGION: What is your religious preference?</b>			
<b>RELIGION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Protestant	603	75,054,279	30.47
(2) Catholic	441	52,352,094	21.25
(3) Mormon	27	2,674,342	1.09
(4) Jewish	32	4,601,260	1.87
(5) Muslim	15	2,093,003	0.85
(6) Other religion	55	5,162,959	2.10
(7) No religion	600	68,662,580	27.87
(8) Christian, other	229	32,785,528	13.31
(99) DON'T KNOW/SKIPPED/REFUSED (VOL)	17	2,938,940	1.19
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>AGEGRP: Age</b>			
<b>AGEGRP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) 18-29	329	52,148,682	21.17
(2) 30-39	458	42,278,618	17.16
(3) 40-59	670	83,136,053	33.75
(4) 60-64	186	19,487,781	7.91
(5) 65+	376	49,273,853	20.00
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>RACETH: Race/ethnicity</b>			
<b>RACETH</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) White, non-Hispanic	1,341	157,736,336	64.04
(2) Black, non-Hispanic	210	29,038,559	11.79
(3) Hispanic	294	39,170,374	15.90
(4) Other	174	20,379,717	8.27
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>MARITAL: Marital status</b>			
<b>MARITAL</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Married/Living with partner	1,152	139,643,400	56.69
(2) Widowed	81	10,503,178	4.26
(3) Divorced	258	29,300,263	11.90
(4) Separated	52	5,976,228	2.43
(5) Never married	476	60,901,917	24.72
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>HHINCOME: Household income</b>			
<b>HHINCOME</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) \$0-\$9,999	126	15,735,338	6.39
(2) \$10,000-\$19,999	209	23,883,811	9.70
(3) \$20,000-\$29,999	256	31,487,553	12.78
(4) \$30,000-\$39,999	212	27,297,310	11.08
(5) \$40,000-\$49,999	188	21,157,771	8.59
(6) \$50,000-\$74,999	353	42,340,570	17.19
(7) \$75,000-\$99,999	278	32,274,172	13.10
(8) \$100,000-\$149,999	256	31,791,474	12.91
\$150,000 or more	141	20,356,988	8.26
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>EMPSTATUS: Employment status</b>			
<b>EMPSTATUS</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Employed	1,238	143,439,728	58.23
(2) Not employed	781	102,885,258	41.77
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>EDUCATION: Educational attainment</b>			
<b>EDUCATION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Less than high school graduate	125	27,182,345	11.04
(2) High school graduate or equivalent	381	71,170,497	28.89
(3) Some college	872	70,515,111	28.63
(4) College graduate	641	77,457,032	31.45
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>GENDER: Gender</b>			
<b>GENDER</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Male	981	119,169,652	48.38
(2) Female	1,038	127,155,334	51.62
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>STATE: State</b>			
<b>STATE</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(AK) Alaska	1	48,532	0.02
(AL) Alabama	18	2,078,862	0.84
(AR) Arkansas	7	1,271,994	0.52
(AZ) Arizona	50	3,949,462	1.60
(CA) California	221	29,254,710	11.88
(CO) Colorado	53	6,521,633	2.65
(CT) Connecticut	11	1,489,359	0.60
(DC) District of Columbia	2	206,522	0.08
(DE) Delaware	16	1,630,348	0.66
(FL) Florida	172	17,405,365	7.07
(GA) Georgia	55	6,366,965	2.58
(HI) Hawaii	5	562,180	0.23
(IA) Iowa	27	2,049,206	0.83
(ID) Idaho	26	1,998,384	0.81
(IL) Illinois	104	8,557,772	3.47
(IN) Indiana	52	4,846,159	1.97
(KS) Kansas	13	1,166,423	0.47
(KY) Kentucky	19	3,739,948	1.52
(LA) Louisiana	35	4,239,181	1.72
(MA) Massachusetts	42	6,360,711	2.58
(MD) Maryland	25	2,669,275	1.08
(ME) Maine	15	1,713,632	0.70

(MI) Michigan	59	5,952,657	2.42
(MN) Minnesota	43	3,330,281	1.35
(MO) Missouri	50	6,012,691	2.44
(MS) Mississippi	8	1,356,086	0.55
(MT) Montana	1	69,489	0.03
(NC) North Carolina	66	9,369,986	3.80
(NE) Nebraska	24	1,959,325	0.80
(NH) New Hampshire	3	365,118	0.15
(NJ) New Jersey	66	9,028,219	3.67
(NM) New Mexico	19	2,445,925	0.99
(NV) Nevada	16	1,538,681	0.62
(NY) New York	91	12,581,097	5.11
(OH) Ohio	87	9,813,937	3.98
(OK) Oklahoma	27	3,475,382	1.41
(OR) Oregon	23	4,092,878	1.66
(PA) Pennsylvania	67	10,482,474	4.26
(RI) Rhode Island	5	446,932	0.18
(SC) South Carolina	14	2,704,395	1.10
(SD) South Dakota	10	1,221,848	0.50
(TN) Tennessee	40	7,305,383	2.97
(TX) Texas	135	20,025,985	8.13
(UT) Utah	10	1,341,162	0.54
(VA) Virginia	54	6,727,639	2.73
(VT) Vermont	6	1,291,456	0.52
(WA) Washington	47	6,632,251	2.69
(WI) Wisconsin	62	6,439,633	2.61
(WV) West Virginia	16	2,127,894	0.86
(WY) Wyoming	1	59,558	0.02
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

<b>CENSUS_REGION: Census region (4 regions)</b>			
<b>CENSUS_REGION</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Northeast	306	43,758,998	17.76
(2) Midwest	531	51,349,933	20.85
(3) South	709	92,701,210	37.63
(4) West	473	58,514,845	23.76
<b>Total</b>	<b>2,019</b>	<b>246,324,986</b>	<b>100.00</b>

## Journalist Details of Variables

- “.” Or space: logic skip, respondent is not applicable to a specific question
- 99: missing, survey non-respondent

<b>Q1A: [They rarely read beyond the headline] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.</b>			
<b>Q1A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) A lot</b>	460	469	41.58
<b>(2) A little</b>	575	552	48.98
<b>(3) Not at all</b>	88	103	9.18
<b>(99) SKIPPED/REFUSED</b>	4	3	0.26
<b>Total</b>	1,127	1,127	100.00

<b>Q1B: [They read deeply into the details of stories] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.</b>			
<b>Q1B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) A lot</b>	118	114	10.14
<b>(2) A little</b>	859	854	75.82
<b>(3) Not at all</b>	148	157	13.96
<b>(99) SKIPPED/REFUSED</b>	2	1	0.08
<b>Total</b>	1,127	1,127	100.00

<b>Q1C: [They focus on opinion and mostly skip over news reporting] For each of the following statements, please indicate whether it describes news consumers a lot, a little, or not at all.</b>			
<b>Q1C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) A lot</b>	287	302	26.83
<b>(2) A little</b>	674	676	59.96
<b>(3) Not at all</b>	159	144	12.81
<b>(99) SKIPPED/REFUSED</b>	7	5	0.40
<b>Total</b>	1,127	1,127	100.00

<b>Q2: Choose the statement that you think best describes news consumers in the United States, even if neither is exactly right. In general...</b>			
<b>Q2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Most news consumers actively seek out news and information</b>	317	315	27.95
<b>(2) Most news consumers bump into news and information as they do other things or hear about it from others</b>	804	808	71.67
<b>(99) SKIPPED/REFUSED</b>	6	4	0.38
<b>Total</b>	1,127	1,127	100.00

<b>Q3A: [Act as a watchdog of powerful institutions and people] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Not at all important</b>	9	9	0.76
<b>(2) Not very important</b>	13	12	1.09
<b>(3) Somewhat important</b>	60	63	5.55
<b>(4) Very important</b>	234	251	22.23
<b>(5) Extremely important</b>	811	793	70.37
<b>Total</b>	1,127	1,127	100.00

<b>Q3B: [Verify and get the facts right] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Not at all important</b>	2	0	0.04
<b>(3) Somewhat important</b>	7	5	0.41
<b>(4) Very important</b>	51	47	4.18
<b>(5) Extremely important</b>	1,066	1,073	95.21
<b>(99) SKIPPED/REFUSED</b>	1	2	0.15
<b>Total</b>	1,127	1,127	100.00

<b>Q3C: [Be fair to all sides] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	6	3	0.28
(2) Not very important	16	14	1.20
(3) Somewhat important	132	124	10.99
(4) Very important	276	285	25.31
(5) Extremely important	695	698	61.91
(99) SKIPPED/REFUSED	2	3	0.31
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3D: [Be neutral] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	14	10	0.92
(2) Not very important	38	35	3.12
(3) Somewhat important	235	226	20.04
(4) Very important	294	285	25.33
(5) Extremely important	544	567	50.33
(99) SKIPPED/REFUSED	2	3	0.27
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3E: [Provide diverse points of view] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	9	12	1.03
(2) Not very important	18	15	1.35
(3) Somewhat important	146	146	12.96
(4) Very important	394	394	34.98
(5) Extremely important	559	559	49.62
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3F: [Make it easier to find important civic information] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	3	2	0.21
(2) Not very important	30	23	2.04
(3) Somewhat important	244	267	23.65
(4) Very important	466	476	42.21
(5) Extremely important	383	359	31.82
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3G: [Make the news entertaining so people will pay attention to it] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	59	69	6.15
(2) Not very important	241	233	20.64
(3) Somewhat important	547	552	48.99
(4) Very important	211	209	18.52
(5) Extremely important	69	64	5.70
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3H: [Help people understand communities unlike their own] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	10	11	1.00
(2) Not very important	64	65	5.75
(3) Somewhat important	258	269	23.83
(4) Very important	462	466	41.38
(5) Extremely important	333	316	28.05
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3I: [Report on possible solutions to problems in society] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	11	10	0.93
(2) Not very important	39	38	3.36
(3) Somewhat important	261	277	24.60
(4) Very important	500	493	43.75
(5) Extremely important	315	308	27.33
(99) SKIPPED/REFUSED	1	0	0.02
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q3J: [Provide forums for community discussions] Next, indicate how important you think each item is for the news media to try to do.</b>			
<b>Q3J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	22	19	1.67
(2) Not very important	119	115	10.23
(3) Somewhat important	399	427	37.93
(4) Very important	366	362	32.12
(5) Extremely important	221	204	18.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4A: [Explain how the reporting for a story was done] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	24	24	2.14
(2) Not very important	132	140	12.39
(3) Somewhat important	486	487	43.18
(4) Very important	346	348	30.86
(5) Extremely important	139	129	11.43
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4B: [Offer more information about the sources or evidence cited in a story] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	8	4	0.40
(2) Not very important	60	63	5.63
(3) Somewhat important	325	313	27.74
(4) Very important	466	483	42.84
(5) Extremely important	266	262	23.21
(99) SKIPPED/REFUSED	2	2	0.18
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4C: [Explain more about the news organization and its policies] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	26	21	1.90
(2) Not very important	110	111	9.81
(3) Somewhat important	426	451	39.97
(4) Very important	395	389	34.48
(5) Extremely important	170	156	13.84
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4D: [Offer more information about the background and experience of reporters] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	49	45	3.98
(2) Not very important	287	287	25.46
(3) Somewhat important	531	534	47.37
(4) Very important	185	181	16.07
(5) Extremely important	74	79	7.05
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4E: [Explain why stories were chosen in the first place] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	55	55	4.91
(2) Not very important	277	278	24.68
(3) Somewhat important	497	499	44.32
(4) Very important	225	227	20.12
(5) Extremely important	72	67	5.91
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q4F: [Explain any controversial decisions made during reporting] How important do you think it is for journalists to do each of the following?</b>			
<b>Q4F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Not at all important	22	18	1.59
(2) Not very important	93	88	7.84
(3) Somewhat important	370	367	32.57
(4) Very important	437	457	40.55
(5) Extremely important	204	196	17.38
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q5: Next, in your opinion, which of the following best describes what most Americans want from the news these days...</b>			
<b>Q5</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) They mostly want news coverage that just reports the facts	143	153	13.60
(2) They mostly want news coverage that reports the facts but includes some context and analysis	749	742	65.80
(3) They mostly want news analysis since they've already seen the headlines	85	78	6.96
(4) They mostly want commentary and opinion	148	149	13.26
(99) SKIPPED/REFUSED	2	4	0.38
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q6: Which of the following do you think best describes the content news reporters publish these days?</b>			
<b>Q6</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Most news reports include just the facts</b>	112	117	10.35
<b>(2) Most news reports include the facts with some appropriate context and analysis</b>	602	594	52.73
<b>(3) Most news reports include a little too much analysis</b>	128	135	11.96
<b>(4) Most news reports cross a line into commentary and opinion</b>	284	279	24.77
<b>(99) SKIPPED/REFUSED</b>	1	2	0.19
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q7A: [Journalists as a group] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q7A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very positive</b>	13	9	0.83
<b>(2) Somewhat positive</b>	127	119	10.56
<b>(3) Neither positive nor negative</b>	155	150	13.33
<b>(4) Somewhat negative</b>	639	648	57.53
<b>(5) Very negative</b>	192	200	17.70
<b>(99) SKIPPED/REFUSED</b>	1	1	0.05
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q7B: [News organizations in general] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q7B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very positive</b>	5	3	0.27
<b>(2) Somewhat positive</b>	137	122	10.86
<b>(3) Neither positive nor negative</b>	150	152	13.48
<b>(4) Somewhat negative</b>	682	693	61.51
<b>(5) Very negative</b>	151	155	13.79
<b>(99) SKIPPED/REFUSED</b>	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7C: [Local newspapers] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7C	Frequency	Weighted Frequency	Percent
(1) Very positive	130	116	10.30
(2) Somewhat positive	550	516	45.81
(3) Neither positive nor negative	197	219	19.47
(4) Somewhat negative	222	247	21.94
(5) Very negative	27	28	2.46
(99) SKIPPED/REFUSED	1	0	0.01
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7D: [National newspapers] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7D	Frequency	Weighted Frequency	Percent
(1) Very positive	32	28	2.52
(2) Somewhat positive	276	273	24.25
(3) Neither positive nor negative	204	205	18.22
(4) Somewhat negative	472	478	42.45
(5) Very negative	142	141	12.50
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7E: [Local TV news] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7E	Frequency	Weighted Frequency	Percent
(1) Very positive	63	58	5.14
(2) Somewhat positive	483	479	42.50
(3) Neither positive nor negative	230	223	19.76
(4) Somewhat negative	296	303	26.89
(5) Very negative	54	64	5.69
(99) SKIPPED/REFUSED	1	0	0.02
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7F: [Cable TV news such as Fox News, CNN, or MSNBC] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7F	Frequency	Weighted Frequency	Percent
(1) Very positive	16	11	1.02
(2) Somewhat positive	138	136	12.04
(3) Neither positive nor negative	85	80	7.06
(4) Somewhat negative	575	582	51.64
(5) Very negative	311	317	28.14
(99) SKIPPED/REFUSED	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7G: [Broadcast TV news such as NBC, CBS, or ABC] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7G	Frequency	Weighted Frequency	Percent
(1) Very positive	28	22	1.97
(2) Somewhat positive	320	317	28.10
(3) Neither positive nor negative	256	246	21.83
(4) Somewhat negative	413	428	37.97
(5) Very negative	108	113	10.03
(99) SKIPPED/REFUSED	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7H: [Digital-only news websites, such as Vox or Texas Tribune] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative view of that item.**

Q7H	Frequency	Weighted Frequency	Percent
(1) Very positive	19	15	1.37
(2) Somewhat positive	252	261	23.16
(3) Neither positive nor negative	541	551	48.88
(4) Somewhat negative	269	259	22.96
(5) Very negative	39	35	3.12
(99) SKIPPED/REFUSED	7	6	0.50
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7I: [Public radio such as NPR] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7I	Frequency	Weighted Frequency	Percent
(1) Very positive	186	187	16.62
(2) Somewhat positive	537	531	47.12
(3) Neither positive nor negative	226	235	20.84
(4) Somewhat negative	135	131	11.66
(5) Very negative	41	41	3.66
(99) SKIPPED/REFUSED	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7J: [Talk radio] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7J	Frequency	Weighted Frequency	Percent
(1) Very positive	51	53	4.74
(2) Somewhat positive	299	296	26.25
(3) Neither positive nor negative	252	240	21.33
(4) Somewhat negative	389	412	36.53
(5) Very negative	129	120	10.65
(99) SKIPPED/REFUSED	7	6	0.50
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

**Q7K: [Social media platforms such as Facebook or Twitter] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.**

Q7K	Frequency	Weighted Frequency	Percent
(1) Very positive	72	79	7.00
(2) Somewhat positive	383	376	33.36
(3) Neither positive nor negative	209	217	19.28
(4) Somewhat negative	374	366	32.52
(5) Very negative	86	86	7.60
(99) SKIPPED/REFUSED	3	3	0.25
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q7L: [PBS] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q7L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very positive</b>	204	205	18.19
<b>(2) Somewhat positive</b>	530	505	44.79
<b>(3) Neither positive nor negative</b>	286	304	26.94
<b>(4) Somewhat negative</b>	84	93	8.24
<b>(5) Very negative</b>	19	17	1.50
<b>(99) SKIPPED/REFUSED</b>	4	4	0.35
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q7M: [Individual journalists they read or follow] Please indicate whether you think most Americans have a very positive, somewhat positive, neither positive nor negative, somewhat negative, or very negative view of that item.</b>			
<b>Q7M</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very positive</b>	315	299	26.49
<b>(2) Somewhat positive</b>	661	658	58.36
<b>(3) Neither positive nor negative</b>	114	135	11.97
<b>(4) Somewhat negative</b>	31	29	2.54
<b>(5) Very negative</b>	4	6	0.56
<b>(99) SKIPPED/REFUSED</b>	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q8: Next, how much influence do you think the news media has in shaping public opinion?</b>			
<b>Q8</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) A great deal</b>	392	382	33.90
<b>(2) Quite a bit</b>	525	545	48.34
<b>(3) Some</b>	185	174	15.45
<b>(4) A little</b>	19	19	1.71
<b>(5) None</b>	4	4	0.34
<b>(99) SKIPPED/REFUSED</b>	2	3	0.25
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9A: [People write a letter to the editor about your story] In general, how often do you experience each of the following?</b>			
<b>Q9A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	53	53	4.67
(2) Weekly	158	135	12.02
(3) Monthly	186	154	13.70
(4) A few times a year	405	399	35.43
(5) Never	129	146	13.00
(6) Not applicable	195	237	21.03
(99) SKIPPED/REFUSED	1	2	0.15
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9B: [People post comments about your stories on your news organization's website] In general, how often do you experience each of the following?</b>			
<b>Q9B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	327	330	29.31
(2) Weekly	218	198	17.56
(3) Monthly	129	120	10.64
(4) A few times a year	161	168	14.87
(5) Never	49	57	5.04
(6) Not applicable	243	254	22.58
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9C: [People post comments about your stories on your news organization's social media posts] In general, how often do you experience each of the following?</b>			
<b>Q9C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	493	487	43.20
(2) Weekly	255	257	22.77
(3) Monthly	122	126	11.16
(4) A few times a year	140	140	12.44
(5) Never	27	26	2.33
(6) Not applicable	89	91	8.04
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9D: [People contact you with story ideas] In general, how often do you experience each of the following?</b>			
<b>Q9D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	402	392	34.79
(2) Weekly	393	397	35.24
(3) Monthly	169	163	14.49
(4) A few times a year	128	134	11.88
(5) Never	16	19	1.66
(6) Not applicable	18	21	1.88
(99) SKIPPED/REFUSED	1	1	0.05
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9E: [You interview a member of the public] In general, how often do you experience each of the following?</b>			
<b>Q9E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	280	303	26.92
(2) Weekly	410	397	35.26
(3) Monthly	171	161	14.32
(4) A few times a year	146	149	13.21
(5) Never	34	30	2.70
(6) Not applicable	85	85	7.52
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9F: [You engage with audiences on social media] In general, how often do you experience each of the following?</b>			
<b>Q9F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	488	529	46.95
(2) Weekly	279	281	24.97
(3) Monthly	94	87	7.71
(4) A few times a year	108	91	8.04
(5) Never	99	83	7.34
(6) Not applicable	57	53	4.70
(99) SKIPPED/REFUSED	2	3	0.31
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9G: [You include a person's social media post in a story] In general, how often do you experience each of the following?</b>			
<b>Q9G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	74	73	6.48
(2) Weekly	172	179	15.84
(3) Monthly	189	180	15.99
(4) A few times a year	359	364	32.31
(5) Never	259	254	22.51
(6) Not applicable	72	75	6.69
(99) SKIPPED/REFUSED	2	2	0.18
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q9H: [You participate in a public event held by your news organization] In general, how often do you experience each of the following?</b>			
<b>Q9H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Daily	11	14	1.26
(2) Weekly	52	57	5.08
(3) Monthly	161	190	16.88
(4) A few times a year	560	571	50.68
(5) Never	180	146	12.93
(6) Not applicable	162	147	13.03
(99) SKIPPED/REFUSED	1	2	0.14
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10A: [What the term 'source' means] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	31	36	3.22
(2) Very well	126	128	11.35
(3) Somewhat well	459	475	42.16
(4) Not too well	363	345	30.65
(5) Not well at all	148	142	12.62
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10B: [How journalists gather information for a story] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	3	1	0.12
(2) Very well	22	23	2.03
(3) Somewhat well	220	208	18.45
(4) Not too well	609	624	55.39
(5) Not well at all	271	270	23.92
(99) SKIPPED/REFUSED	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10C: [What 'fact-checking journalism' means] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	13	16	1.43
(2) Very well	75	75	6.66
(3) Somewhat well	331	338	29.95
(4) Not too well	491	490	43.46
(5) Not well at all	215	205	18.20
(99) SKIPPED/REFUSED	2	3	0.31
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10D: [The editing process at most news organizations] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	5	5	0.42
(2) Very well	10	6	0.52
(3) Somewhat well	84	92	8.17
(4) Not too well	545	550	48.77
(5) Not well at all	483	475	42.12
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10E: [The First Amendment rights of the press] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	19	24	2.14
(2) Very well	112	103	9.13
(3) Somewhat well	375	371	32.96
(4) Not too well	416	417	37.04
(5) Not well at all	204	210	18.66
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10F: [What 'anonymous sources' means] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	31	39	3.47
(2) Very well	133	132	11.73
(3) Somewhat well	345	358	31.76
(4) Not too well	414	402	35.64
(5) Not well at all	202	194	17.19
(99) SKIPPED/REFUSED	2	2	0.22
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q10G: [The difference between news content and opinion content] How well do you think most Americans understand each of the following concepts of journalism?</b>			
<b>Q10G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Extremely well	7	12	1.04
(2) Very well	38	38	3.38
(3) Somewhat well	231	240	21.33
(4) Not too well	543	531	47.14
(5) Not well at all	307	305	27.05
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11A: [Analyst vs. Commentator] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	467	464	41.15
<b>(2) A little understanding</b>	476	468	41.55
<b>(3) Moderate understanding</b>	150	166	14.76
<b>(4) Mostly understand</b>	25	20	1.78
<b>(5) Completely understand</b>	7	6	0.50
<b>(99) SKIPPED/REFUSED</b>	2	3	0.26
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11B: [Editorial vs. news story] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	156	158	14.05
<b>(2) A little understanding</b>	531	512	45.46
<b>(3) Moderate understanding</b>	311	321	28.47
<b>(4) Mostly understand</b>	118	126	11.14
<b>(5) Completely understand</b>	11	10	0.87
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11C: [Op-Ed] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	165	157	13.95
<b>(2) A little understanding</b>	473	477	42.35
<b>(3) Moderate understanding</b>	320	321	28.47
<b>(4) Mostly understand</b>	151	154	13.65
<b>(5) Completely understand</b>	15	12	1.11
<b>(99) SKIPPED/REFUSED</b>	3	5	0.48
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11D: [Reporter vs. Columnist] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	241	238	21.11
<b>(2) A little understanding</b>	502	492	43.63
<b>(3) Moderate understanding</b>	284	304	26.97
<b>(4) Mostly understand</b>	91	84	7.49
<b>(5) Completely understand</b>	9	9	0.81
<b>Total</b>	1,127	1,127	100.00

<b>Q11E: [Attribution] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	206	192	17.07
<b>(2) A little understanding</b>	494	503	44.61
<b>(3) Moderate understanding</b>	312	321	28.46
<b>(4) Mostly understand</b>	97	91	8.12
<b>(5) Completely understand</b>	11	13	1.18
<b>(99) SKIPPED/REFUSED</b>	7	6	0.56
<b>Total</b>	1,127	1,127	100.00

<b>Q11F: [Breaking news] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	16	19	1.66
<b>(2) A little understanding</b>	113	120	10.67
<b>(3) Moderate understanding</b>	241	249	22.08
<b>(4) Mostly understand</b>	517	498	44.22
<b>(5) Completely understand</b>	238	237	21.01
<b>(99) SKIPPED/REFUSED</b>	2	4	0.36
<b>Total</b>	1,127	1,127	100.00

<b>Q11G: [Native advertising] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	662	674	59.78
<b>(2) A little understanding</b>	318	306	27.12
<b>(3) Moderate understanding</b>	110	118	10.47
<b>(4) Mostly understand</b>	28	26	2.34
<b>(5) Completely understand</b>	9	3	0.29
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11H: [News story vs. press release] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	216	214	19.01
<b>(2) A little understanding</b>	457	464	41.21
<b>(3) Moderate understanding</b>	333	327	29.00
<b>(4) Mostly understand</b>	110	104	9.21
<b>(5) Completely understand</b>	11	18	1.57
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q11I: [Political endorsement] For each one, please rate how well you think most Americans understand the difference between the terms or the meaning of the concept.</b>			
<b>Q11I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) No understanding</b>	47	44	3.94
<b>(2) A little understanding</b>	302	299	26.55
<b>(3) Moderate understanding</b>	392	410	36.40
<b>(4) Mostly understand</b>	330	321	28.45
<b>(5) Completely understand</b>	56	53	4.67
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q12: Which of the following statements comes closest to describing how you think most Americans view the news?</b>			
<b>Q12</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) They think most news reports are fairly inaccurate and they need to check multiple sources to verify information</b>	418	405	35.90
<b>(2) They think most news reports are fairly accurate and they don't need to check multiple sources to verify information</b>	702	714	63.39
<b>(99) SKIPPED/REFUSED</b>	7	8	0.71
<b>Total</b>	1,127	1,127	100.00

<b>Q13A: [Issues around race and ethnicity] Thinking about news coverage, how accurately do you think news organizations portray each of the following topics?</b>			
<b>Q13A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	5	6	0.50
<b>(2) Very accurately</b>	148	151	13.38
<b>(3) Moderately accurately</b>	584	586	52.03
<b>(4) Slightly accurately</b>	290	277	24.57
<b>(5) Not at all accurately</b>	99	106	9.45
<b>(99) SKIPPED/REFUSED</b>	1	1	0.06
<b>Total</b>	1,127	1,127	100.00

<b>Q13B: [Issues around religion] Thinking about news coverage, how accurately do you think news organizations portray each of the following topics?</b>			
<b>Q13B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	5	5	0.41
<b>(2) Very accurately</b>	144	138	12.28
<b>(3) Moderately accurately</b>	587	600	53.27
<b>(4) Slightly accurately</b>	303	289	25.60
<b>(5) Not at all accurately</b>	85	92	8.15
<b>(99) SKIPPED/REFUSED</b>	3	3	0.30
<b>Total</b>	1,127	1,127	100.00

<b>Q14A: [Women] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	5	3	0.28
<b>(2) Very accurately</b>	173	181	16.09
<b>(3) Moderately accurately</b>	618	621	55.10
<b>(4) Slightly accurately</b>	268	265	23.51
<b>(5) Not at all accurately</b>	61	56	4.93
<b>(99) SKIPPED/REFUSED</b>	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14B: [Men] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	19	14	1.25
<b>(2) Very accurately</b>	293	297	26.34
<b>(3) Moderately accurately</b>	583	590	52.33
<b>(4) Slightly accurately</b>	175	171	15.16
<b>(5) Not at all accurately</b>	53	52	4.58
<b>(99) SKIPPED/REFUSED</b>	4	4	0.35
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14C: [Republicans] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	19	14	1.22
<b>(2) Very accurately</b>	208	210	18.63
<b>(3) Moderately accurately</b>	526	502	44.56
<b>(4) Slightly accurately</b>	261	289	25.68
<b>(5) Not at all accurately</b>	110	110	9.75
<b>(99) SKIPPED/REFUSED</b>	3	2	0.16
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14D: [Democrats] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely accurately	14	11	0.96
(2) Very accurately	222	224	19.85
(3) Moderately accurately	571	567	50.31
(4) Slightly accurately	235	240	21.30
(5) Not at all accurately	82	84	7.43
(99) SKIPPED/REFUSED	3	2	0.16
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14E: [Political independents] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely accurately	2	1	0.09
(2) Very accurately	128	125	11.09
(3) Moderately accurately	539	532	47.23
(4) Slightly accurately	357	372	33.03
(5) Not at all accurately	98	95	8.44
(99) SKIPPED/REFUSED	3	1	0.11
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14F: [Liberals] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Completely accurately	14	13	1.15
(2) Very accurately	171	163	14.43
(3) Moderately accurately	540	535	47.51
(4) Slightly accurately	298	308	27.37
(5) Not at all accurately	100	103	9.10
(99) SKIPPED/REFUSED	4	5	0.45
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14G: [Conservatives] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14G</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	17	14	1.22
<b>(2) Very accurately</b>	170	170	15.05
<b>(3) Moderately accurately</b>	479	476	42.28
<b>(4) Slightly accurately</b>	330	335	29.72
<b>(5) Not at all accurately</b>	129	132	11.67
<b>(99) SKIPPED/REFUSED</b>	2	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14H: [People in rural areas] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14H</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	8	6	0.55
<b>(2) Very accurately</b>	85	83	7.36
<b>(3) Moderately accurately</b>	365	376	33.37
<b>(4) Slightly accurately</b>	456	450	39.97
<b>(5) Not at all accurately</b>	211	211	18.68
<b>(99) SKIPPED/REFUSED</b>	2	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14I: [People in urban areas] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14I</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	13	11	0.93
<b>(2) Very accurately</b>	231	210	18.62
<b>(3) Moderately accurately</b>	540	565	50.15
<b>(4) Slightly accurately</b>	253	246	21.85
<b>(5) Not at all accurately</b>	88	93	8.26
<b>(99) SKIPPED/REFUSED</b>	2	2	0.18
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14J: [The political establishment] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14J</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	28	24	2.14
<b>(2) Very accurately</b>	260	247	21.89
<b>(3) Moderately accurately</b>	446	458	40.65
<b>(4) Slightly accurately</b>	281	283	25.07
<b>(5) Not at all accurately</b>	108	112	9.94
<b>(99) SKIPPED/REFUSED</b>	4	4	0.32
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14K: [Grassroots political movements] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14K</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	6	7	0.59
<b>(2) Very accurately</b>	126	115	10.19
<b>(3) Moderately accurately</b>	488	492	43.62
<b>(4) Slightly accurately</b>	400	407	36.09
<b>(5) Not at all accurately</b>	105	106	9.40
<b>(99) SKIPPED/REFUSED</b>	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14L: [Wealthy people] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14L</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	21	20	1.80
<b>(2) Very accurately</b>	227	218	19.32
<b>(3) Moderately accurately</b>	453	474	42.10
<b>(4) Slightly accurately</b>	307	307	27.21
<b>(5) Not at all accurately</b>	114	104	9.19
<b>(99) SKIPPED/REFUSED</b>	5	4	0.39
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14M: [Lower-income people] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14M</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	2	1	0.13
<b>(2) Very accurately</b>	84	83	7.41
<b>(3) Moderately accurately</b>	385	399	35.41
<b>(4) Slightly accurately</b>	472	452	40.10
<b>(5) Not at all accurately</b>	181	187	16.58
<b>(99) SKIPPED/REFUSED</b>	3	4	0.39
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q14N: [The middle class] Thinking about news coverage, how accurately do you think news organizations portray each of the following?</b>			
<b>Q14N</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Completely accurately</b>	6	4	0.37
<b>(2) Very accurately</b>	197	197	17.50
<b>(3) Moderately accurately</b>	511	515	45.67
<b>(4) Slightly accurately</b>	318	318	28.18
<b>(5) Not at all accurately</b>	93	92	8.18
<b>(99) SKIPPED/REFUSED</b>	2	1	0.09
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q15: Now, generally speaking, would you say the news industry is headed in the...</b>			
<b>Q15</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Right direction</b>	456	439	38.97
<b>(2) Wrong direction</b>	668	686	60.89
<b>(99) SKIPPED/REFUSED</b>	3	2	0.14
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q16: Next, in general, do you think the news media is...</b>			
<b>Q16</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Very trustworthy</b>	188	181	16.03
<b>(2) Somewhat trustworthy</b>	639	628	55.72
<b>(3) Neither trustworthy nor untrustworthy</b>	132	139	12.37
<b>(4) Somewhat untrustworthy</b>	125	140	12.46
<b>(5) Very untrustworthy</b>	42	38	3.39
<b>(99) SKIPPED/REFUSED</b>	1	0	0.03
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q17: In the last year, do you think most Americans' level of trust in the news media has...</b>			
<b>Q17</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Strongly increased</b>	12	12	1.07
<b>(2) Somewhat increased</b>	128	120	10.68
<b>(3) Neither increased nor decreased</b>	129	127	11.26
<b>(4) Somewhat decreased</b>	571	572	50.75
<b>(5) Strongly decreased</b>	287	296	26.24
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q18: Which phrase do you feel better describes the news media in general. Would you say the news media in general...</b>			
<b>Q18</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Protects democracy</b>	826	799	70.87
<b>(2) Hurts democracy</b>	118	135	11.99
<b>(3) Neither</b>	183	193	17.14
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q19: Do you think the news media is too liberal, just about right, or too conservative?</b>			
<b>Q19</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Too liberal</b>	332	334	29.61
<b>(2) Just about right</b>	612	604	53.56
<b>(3) Too conservative</b>	175	183	16.20
<b>(99) SKIPPED/REFUSED</b>	8	7	0.63
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q20: Do you think the issue of fake news and misinformation is a major problem, a minor problem, or not a problem at all for the news media today?</b>			
<b>Q20</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Major problem	869	858	76.13
(2) Minor problem	220	235	20.85
(3) Not a problem	38	34	3.02
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21A: [Make the difference between news stories and opinion pieces more distinct] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21A</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
(1) Not at all important	14	16	1.43
(2) Not very important	43	47	4.13
(3) Somewhat important	171	170	15.06
(4) Very important	410	411	36.46
(5) Extremely important	451	450	39.91
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21B: [Write more stories that educate the public about fake news and misinformation] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21B</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
(1) Not at all important	31	35	3.13
(2) Not very important	117	123	10.94
(3) Somewhat important	329	345	30.57
(4) Very important	351	349	30.99
(5) Extremely important	261	241	21.35
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21C: [Be clearer about the identity and credentials of our sources] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21C</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
<b>(1) Not at all important</b>	7	6	0.53
<b>(2) Not very important</b>	31	34	3.04
<b>(3) Somewhat important</b>	229	249	22.12
<b>(4) Very important</b>	496	486	43.13
<b>(5) Extremely important</b>	326	317	28.16
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21D: [Be more transparent about the reporting process] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21D</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
<b>(1) Not at all important</b>	8	6	0.55
<b>(2) Not very important</b>	68	72	6.39
<b>(3) Somewhat important</b>	318	319	28.34
<b>(4) Very important</b>	450	456	40.50
<b>(5) Extremely important</b>	244	237	21.03
<b>(99) SKIPPED/REFUSED</b>	1	2	0.16
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21E: [Spend more resources to engage audiences on social media platforms and elsewhere] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21E</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
<b>(1) Not at all important</b>	34	29	2.53
<b>(2) Not very important</b>	189	184	16.29
<b>(3) Somewhat important</b>	442	453	40.20
<b>(4) Very important</b>	291	291	25.78
<b>(5) Extremely important</b>	133	137	12.18
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>Q21F: [Seek change in policies from the social media platforms to fight fake news and misinformation] To address the issue of fake news and misinformation, how important do you think each of the following actions is for your news organization?</b>			
<b>Q21F</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
.	38	34	3.02
<b>(1) Not at all important</b>	22	14	1.25
<b>(2) Not very important</b>	94	94	8.38
<b>(3) Somewhat important</b>	238	258	22.88
<b>(4) Very important</b>	372	372	33.05
<b>(5) Extremely important</b>	363	354	31.42
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>LENGTH1: How many years have you worked in the news media industry?</b>			
<b>LENGTH1</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) 1-9 years</b>	288	278	24.70
<b>(2) 10-19 years</b>	279	286	25.37
<b>(3) 20-29 years</b>	237	244	21.68
<b>(4) 30+ years</b>	320	315	27.98
<b>(99) SKIPPED/REFUSED</b>	3	3	0.27
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>LENGTH2: How many years have you worked for your current news organization?</b>			
<b>LENGTH2</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) 1-4 years</b>	435	429	38.09
<b>(2) 5-9 years</b>	228	244	21.65
<b>(3) 10-19 years</b>	239	237	21.02
<b>(4) 20+ years</b>	219	208	18.44
<b>(99) SKIPPED/REFUSED</b>	6	9	0.80
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>OUTLET: Which of the following best describes the media outlet type of your current news organization?</b>			
<b>OUTLET</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) TV	151	254	22.54
(2) Radio	155	250	22.21
(3) Newspapers	532	356	31.59
(4) Magazines	139	128	11.36
(5) Digital-only	112	120	10.68
(6) Other	38	18	1.61
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>NATLOC1: Is the news organization you work for primarily considered a national organization or a local organization?</b>			
<b>NATLOC1</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) National	261	73	6.48
(2) Local	866	1,054	93.52
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>JOB: Which of the following best describes your current job title?</b>			
<b>JOB</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) Editor	445	362	32.15
(2) Reporter/writer	329	291	25.80
(3) Other	352	473	42.00
(99) SKIPPED/REFUSED	1	1	0.06
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>AGEGRP: Age</b>			
<b>AGEGRP</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
(1) 18-29	187	174	15.41
(2) 30-44	301	321	28.48
(3) 45-59	380	375	33.25
(4) 60+	236	233	20.64
(99) SKIPPED/REFUSED	23	25	2.22
<b>Total</b>	<b>1,127</b>	<b>1,127</b>	<b>100.00</b>

<b>RACETH: Race/ethnicity</b>			
<b>RACETH</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) White, non-Hispanic</b>	920	915	81.19
<b>(2) Black, non-Hispanic</b>	47	55	4.84
<b>(3) Hispanic</b>	76	80	7.14
<b>(4) Other</b>	67	60	5.33
<b>(99) SKIPPED/REFUSED</b>	17	17	1.50
<b>Total</b>	1,127	1,127	100.00

<b>GENDER: Gender</b>			
<b>GENDER</b>	<b>Frequency</b>	<b>Weighted Frequency</b>	<b>Percent</b>
<b>(1) Male</b>	625	609	54.02
<b>(2) Female</b>	496	511	45.37
<b>(99) SKIPPED/REFUSED</b>	6	7	0.60
<b>Total</b>	1,127	1,127	100.00

### Map of Census Regions

