

“My” Media Versus “The” Media: Trust
in News Depends on Which News Media
You Mean

The Associated Press-NORC Center for Public Affairs Research

Public Use File Codebook

:

PRESENTED BY:

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at the UNIVERSITY of CHICAGO

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Study Methodology

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute (API) and The Associated Press-NORC Center for Public Affairs Research. The survey was conducted from March 8 through March 27, 2017. The survey was funded by API. Staff from API and The AP-NORC Center collaborated on all aspects of the study.

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 2,036 completed the survey — 1,702 via the web and 334 via telephone. The final stage completion rate is 35.6 percent, the weighted household panel response rate is 34.4 percent, and the weighted household panel retention rate is 94.7 percent, for a cumulative response rate of 11.6 percent.

The overall margin of sampling error is +/- 3.0 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error for experimental Condition A is +/- 4.2 percentage points. The margin of sampling error for experimental Condition B is +/- 4.0 percentage points.

Respondents were offered a small monetary incentive for completing the survey. All interviews were conducted in English 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 2016 Current Population Survey.

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

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

#	Variable	Question	Type	Length	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT	N/A	Num	8	FINALWT: Final weight
3	WEIGHTPOP	N/A	Num	8	WEIGHTPOP: Post-stratification weights - 18+ general population (N=2,036)
4	SURV_MODE	N/A	Num	8	SURV_MODE: Survey mode
5	MEDIA_FILL	N/A	Num	8	MEDIA_FILL: Randomized text fill for questions - 'news media' or 'news media you use most often'
6	Q1	Q1	Num	8	Q1: How often do you watch, read, hear, or see news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means. Do you generally watch, read, hear, or see news ...?
7	Q2	Q2	Num	8	Q2: Thinking of the [news media/news media you use most often], how much, if at all, do you trust the information you get?
8	Q3_VALID	Q3	Num	8	Q3_VALID: Provided any response to open-ended question at Q3
9	Q3_LOCAL	Q3	Num	8	Q3_LOCAL: [Local news of any kind (TV, radio, newspaper)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?

#	Variable	Question	Type	Length	Label
10	Q3_OMNIVORE	Q3	Num	8	Q3_OMNIVORE: [Mentioned 5 or more sources] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
11	Q3_CABLETV	Q3	Num	8	Q3_CABLETV: [Cable TV (e.g., Fox, CNN, or MSNBC)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
12	Q3_BROADCASTTV	Q3	Num	8	Q3_BROADCASTTV: [Broadcast TV (e.g., ABC, NBC, CBS, PBS)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
13	Q3_LOCALTV	Q3	Num	8	Q3_LOCALTV: [Local TV] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
14	Q3_LOCALPAPER	Q3	Num	8	Q3_LOCALPAPER: [Local newspaper] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?

#	Variable	Question	Type	Length	Label
15	Q3_NATIONALPAPER	Q3	Num	8	Q3_NATIONALPAPER: [National newspaper (e.g., NYT, WaPo, USA Today, WSJ)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
16	Q3_MAGAZINE	Q3	Num	8	Q3_MAGAZINE: [Magazine] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
17	Q3_SPECIALTY	Q3	Num	8	Q3_SPECIALTY: [Specialty media (e.g. ESPN)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
18	Q3_SOCIALMEDIA	Q3	Num	8	Q3_SOCIALMEDIA: [Social media] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
19	Q3_NEWSSITE	Q3	Num	8	Q3_NEWSSITE: [News website (e.g., Politico, Breitbart) or general internet] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?

#	Variable	Question	Type	Length	Label
20	Q3_RADIO	Q3	Num	8	Q3_RADIO: [Radio] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
21	Q3_NEWSWIRE	Q3	Num	8	Q3_NEWSWIRE: [News wire (e.g., AP, Reuters, BBC)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
22	Q3_FOX	Q3	Num	8	Q3_FOX: [Fox News TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
23	Q3_CNN	Q3	Num	8	Q3_CNN: [CNN TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
24	Q3_MSNBC	Q3	Num	8	Q3_MSNBC: [MSNBC TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
25	Q3_NBC	Q3	Num	8	Q3_NBC: [NBC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?

#	Variable	Question	Type	Length	Label
26	Q3_CBS	Q3	Num	8	Q3_CBS: [CBS] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
27	Q3_ABC	Q3	Num	8	Q3_ABC: [ABC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
28	Q3_NYT	Q3	Num	8	Q3_NYT: [New York Times] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
29	Q3_NPR	Q3	Num	8	Q3_NPR: [National Public Radio] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
30	Q3_BBC	Q3	Num	8	Q3_BBC: [BBC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
31	Q3_WAPO	Q3	Num	8	Q3_WAPO: [Washington Post] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?

#	Variable	Question	Type	Length	Label
32	Q3_ALL	Q3	Num	8	Q3_ALL: [Answers like "anything" or "all"] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
33	Q3_NOTHING	Q3	Num	8	Q3_NOTHING: [Answers like "nothing" or "none"] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
34	Q3_OTHER	Q3	Num	8	Q3_OTHER: [Other media] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?
35	Q3_DK	Q3	Num	8	Q3_DK: [Answers like "do not know" or "not sure"]
36	Q4	Q4	Num	8	Q4: In general, how well do the [news media/news media you use most often] keep you informed of the most important stories of the day?
37	Q5	Q5	Num	8	Q5: Would you say the news from the [news media/news media you use most often] is...?
38	Q6	Q6	Num	8	Q6: In presenting the news dealing with political and social issues, do you think that [news media/news media you use most often] deal fairly with all sides, or do they tend to favor one side?

#	Variable	Question	Type	Length	Label
39	Q7	Q7	Num	8	Q7: Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?
40	Q8	Q8	Num	8	Q8: Do you think the [news media/news media you use most often] are too liberal, just about right, or too conservative?
41	Q9A	Q9	Num	8	Q9A: Would you say the [news media/news media you use most often] care about the people they report on, don't care about the people they report on, or neither applies?
42	Q9B	Q9	Num	8	Q9B: Would you say the [news media/news media you use most often] are willing to admit their mistakes, try to cover up their mistakes, or neither applies?
43	Q9C	Q9	Num	8	Q9C: Would you say the [news media/news media you use most often] are moral, are immoral, or neither applies?
44	Q9D	Q9	Num	8	Q9D: Would you say the [news media/news media you use most often] protect democracy, hurt democracy, or neither applies?

#	Variable	Question	Type	Length	Label
45	Q10	Q10	Num	8	Q10: How easy or difficult is it for you to tell the difference between the opinion content and news reporting in the [news media/news media you use most often], or does it not matter to you?
46	IDEO	IDEO	Num	8	IDEO: Generally speaking, do you consider yourself to be liberal, moderate or conservative?
47	POLITICS	PID1	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
48	DEMO	PIDA	Num	8	DEMO: Do you consider yourself a strong Democrat or a moderate Democrat?
49	RE PUB	PIDB	Num	8	RE PUB: Do you consider yourself a strong Republican or a moderate Republican?
50	INDEP	PIDI	Num	8	INDEP: Do you lean more toward the Democrats or the Republicans?
51	AGEGRP	N/A	Num	8	AGEGRP: Age
52	RACETH	N/A	Num	8	RACETH: Race/ethnicity
53	MARITAL	N/A	Num	8	MARITAL: Marital status
54	HHINCOME	N/A	Num	8	HHINCOME: Household income
55	EMPSTATUS	N/A	Num	8	EMPSTATUS: Employment status
56	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment
57	GENDER	N/A	Num	8	GENDER: Gender
58	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region (4 regions)

Variables #51-58 are AmeriSpeak® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

Details of Variables

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

SURV_MODE: Survey mode			
SURV_MODE	Frequency	Weighted Frequency	Percent
(1) Phone interview	334	40,367,960	16.49
(2) Web interview	1,702	204,438,576	83.51
Total	2,036	244,806,535	100.00

MEDIA_FILL: Randomized text fill for questions - 'news media' or 'news media you use most often'			
MEDIA_FILL	Frequency	Weighted Frequency	Percent
(0) News media	1,018	126,272,202	51.58
(1) News media you use most often	1,018	118,534,333	48.42
Total	2,036	244,806,535	100.00

Q1: How often do you watch, read, hear, or see news? By news, we mean any kind of news, including sports, traffic, weather, stocks, politics, lifestyle, or any other kind of news, by any means. Do you generally watch, read, hear, or see news ...?			
Q1	Frequency	Weighted Frequency	Percent
.	2	93,633	0.04
(1) Several times a day	1,286	141,788,821	57.92
(2) Once a day	400	51,974,704	21.23
(3) Several times a week	152	20,251,831	8.27
(4) Weekly	79	11,635,776	4.75
(5) Less often	87	15,230,703	6.22
(6) Never	20	2,492,617	1.02
(77) Don't know	10	1,338,449	0.55
Total	2,036	244,806,535	100.00

Q2: Thinking of the [news media/news media you use most often], how much, if at all, do you trust the information you get?			
Q2	Frequency	Weighted Frequency	Percent
(1) A lot	461	51,094,429	20.87
(2) Some	1,173	140,936,189	57.57
(3) Not too much	345	45,717,052	18.67
(4) Not at all	57	7,058,866	2.88
Total	2,036	244,806,535	100.00

Q3_VALID: Provided any response to open-ended question at Q3			
Q3_VALID	Frequency	Weighted Frequency	Percent
(0) Did not give a valid response	103	16,089,855	6.57
(1) Gave a valid response	1,933	228,716,680	93.43
Total	2,036	244,806,535	100.00

Q3_LOCAL: [Local news of any kind (TV, radio, newspaper)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_LOCAL	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,653	199,687,866	81.57
(1) Gave this response	383	45,118,669	18.43
Total	2,036	244,806,535	100.00

Q3_OMNIVORE: [Mentioned 5 or more sources] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_OMNIVORE	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,884	231,197,091	94.44
(1) Gave this response	152	13,609,444	5.56
Total	2,036	244,806,535	100.00

Q3_CABLETV: [Cable TV (e.g., Fox, CNN, or MSNBC)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_CABLETV	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,167	143,536,917	58.63
(1) Gave this response	869	101,269,618	41.37
Total	2,036	244,806,535	100.00

Q3_BROADCASTTV: [Broadcast TV (e.g., ABC, NBC, CBS, PBS)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_BROADCASTTV	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,371	171,229,735	69.94
(1) Gave this response	665	73,576,800	30.06
Total	2,036	244,806,535	100.00

Q3_LOCALTV: [Local TV] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_LOCALTV	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,850	219,636,336	89.72
(1) Gave this response	186	25,170,199	10.28
Total	2,036	244,806,535	100.00

Q3_LOCALPAPER: [Local newspaper] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_LOCALPAPER	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,949	235,775,361	96.31
(1) Gave this response	87	9,031,174	3.69
Total	2,036	244,806,535	100.00

Q3_NATIONALPAPER: [National newspaper (e.g., NYT, WaPo, USA Today, WSJ)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NATIONALPAPER	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,725	213,000,271	87.01
(1) Gave this response	311	31,806,264	12.99
Total	2,036	244,806,535	100.00

Q3_MAGAZINE: [Magazine] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_MAGAZINE	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,990	240,042,117	98.05
(1) Gave this response	46	4,764,418	1.95
Total	2,036	244,806,535	100.00

Q3_SPECIALTY: [Specialty media (e.g. ESPN)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_SPECIALTY	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,961	237,031,592	96.82
(1) Gave this response	75	7,774,943	3.18
Total	2,036	244,806,535	100.00

Q3_SOCIALMEDIA: [Social media] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_SOCIALMEDIA	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,975	237,273,296	96.92
(1) Gave this response	61	7,533,239	3.08
Total	2,036	244,806,535	100.00

Q3_NEWSSITE: [News website (e.g., Politico, Breitbart) or general internet] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NEWSSITE	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,751	214,014,926	87.42
(1) Gave this response	285	30,791,609	12.58
Total	2,036	244,806,535	100.00

Q3_RADIO: [Radio] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_RADIO	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,813	225,552,546	92.14
(1) Gave this response	223	19,253,989	7.87
Total	2,036	244,806,535	100.00

Q3_NEWSWIRE: [News wire (e.g., AP, Reuters, BBC)] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NEWSWIRE	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,930	234,567,180	95.82
(1) Gave this response	106	10,239,355	4.18
Total	2,036	244,806,535	100.00

Q3_FOX: [Fox News TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_FOX	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,639	199,343,340	81.43
(1) Gave this response	397	45,463,195	18.57
Total	2,036	244,806,535	100.00

Q3_CNN: [CNN TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_CNN	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,476	180,261,111	73.63
(1) Gave this response	560	64,545,424	26.37
Total	2,036	244,806,535	100.00

Q3_MSNBC: [MSNBC TV station] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_MSNBC	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,864	226,268,591	92.43
(1) Gave this response	172	18,537,944	7.57
Total	2,036	244,806,535	100.00

Q3_NBC: [NBC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NBC	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,802	218,120,417	89.10
(1) Gave this response	234	26,686,118	10.90
Total	2,036	244,806,535	100.00

Q3_CBS: [CBS] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_CBS	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,845	225,578,023	92.15
(1) Gave this response	191	19,228,512	7.85
Total	2,036	244,806,535	100.00

Q3_ABC: [ABC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_ABC	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,837	224,100,443	91.54
(1) Gave this response	199	20,706,092	8.46
Total	2,036	244,806,535	100.00

Q3_NYT: [New York Times] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NYT	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,875	228,548,642	93.36
(1) Gave this response	161	16,257,893	6.64
Total	2,036	244,806,535	100.00

Q3_NPR: [National Public Radio] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NPR	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,904	233,451,294	95.36
(1) Gave this response	132	11,355,241	4.64
Total	2,036	244,806,535	100.00

Q3_BBC: [BBC] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_BBC	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,961	237,866,476	97.17
(1) Gave this response	75	6,940,059	2.83
Total	2,036	244,806,535	100.00

Q3_WAPO: [Washington Post] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_WAPO	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,949	236,774,968	96.72
(1) Gave this response	87	8,031,567	3.28
Total	2,036	244,806,535	100.00

Q3_ALL: [Answers like "anything" or "all"] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_ALL	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,981	238,711,347	97.51
(1) Gave this response	55	6,095,188	2.49
Total	2,036	244,806,535	100.00

Q3_NOTHING: [Answers like "nothing" or "none"] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_NOTHING	Frequency	Weighted Frequency	Percent
(0) Did not give this response	2,007	239,100,914	97.67
(1) Gave this response	29	5,705,621	2.33
Total	2,036	244,806,535	100.00

Q3_OTHER: [Other media] When you think of the [news media/news media you use most often], what media outlets or organizations do you have in mind?			
Q3_OTHER	Frequency	Weighted Frequency	Percent
(0) Did not give this response	1,979	236,476,254	96.60
(1) Gave this response	57	8,330,281	3.40
Total	2,036	244,806,535	100.00

Q3_DK: [Answers like "do not know" or "not sure"]			
Q3_DK	Frequency	Weighted Frequency	Percent
(0) Did not give this response	2,022	242,261,437	98.96
(1) Gave this response	14	2,545,098	1.04
Total	2,036	244,806,535	100.00

Q4: In general, how well do the [news media/news media you use most often] keep you informed of the most important stories of the day?			
Q4	Frequency	Weighted Frequency	Percent
.	4	1,325,296	0.54
(1) Very well	627	70,379,848	28.75
(2) Fairly well	1,128	138,034,784	56.39
(3) Not too well	243	29,963,072	12.24
(4) Not at all well	34	5,103,536	2.08
Total	2,036	244,806,535	100.00

Q5: Would you say the news from the [news media/news media you use most often] is...?			
Q5	Frequency	Weighted Frequency	Percent
.	3	464,367	0.19
(1) Very accurate	552	61,703,917	25.21
(2) Somewhat accurate	1,223	149,121,994	60.91
(3) Not too accurate	215	27,055,838	11.05
(4) Not at all accurate	43	6,460,418	2.64
Total	2,036	244,806,535	100.00

Q6: In presenting the news dealing with political and social issues, do you think that [news media/news media you use most often] deal fairly with all sides, or do they tend to favor one side?			
Q6	Frequency	Weighted Frequency	Percent
.	16	2,730,056	1.12
(1) Deal fairly with all sides	826	95,501,577	39.01
(2) Tend to favor one side	1,194	146,574,903	59.87
Total	2,036	244,806,535	100.00

Q7: Some people think that by criticizing leaders, news organizations keep political leaders from doing their job. Others think that such criticism is worth it because it keeps political leaders from doing things that should not be done. Which position is closer to your opinion?			
Q7	Frequency	Weighted Frequency	Percent
.	54	7,747,324	3.16
(1) Keeps political leaders from doing their job	633	80,050,159	32.70
(2) Keeps political leaders from doing things that shouldn't be done	1,349	157,009,052	64.14
Total	2,036	244,806,535	100.00

Q8: Do you think the [news media/news media you use most often] are too liberal, just about right, or too conservative?			
Q8	Frequency	Weighted Frequency	Percent
.	24	2,341,407	0.96
(1) Too liberal	596	71,691,558	29.29
(2) Just about right	1,194	143,284,792	58.53
(3) Too conservative	222	27,488,779	11.23
Total	2,036	244,806,535	100.00

Q9A: Would you say the [news media/news media you use most often] ...			
Q9A	Frequency	Weighted Frequency	Percent
.	8	577,731	0.24
(1) Care about the people they report on	668	75,830,760	30.98
(2) Don't care about the people they report on	603	74,400,951	30.39
(3) Neither applies	757	93,997,093	38.40
Total	2,036	244,806,535	100.00

Q9B: Would you say the [news media/news media you use most often] ...			
Q9B	Frequency	Weighted Frequency	Percent
.	18	3,091,591	1.26
(1) Are willing to admit their mistakes	810	90,198,054	36.84
(2) Try to cover up their mistakes	875	110,673,609	45.21
(3) Neither applies	333	40,843,281	16.68
Total	2,036	244,806,535	100.00

Q9C: Would you say the [news media/news media you use most often] ...			
Q9C	Frequency	Weighted Frequency	Percent
.	18	2,977,909	1.22
(1) Are moral	802	93,386,841	38.15
(2) Are immoral	446	56,432,465	23.05
(3) Neither applies	770	92,009,321	37.58
Total	2,036	244,806,535	100.00

Q9D: Would you say the [news media/news media you use most often] ...			
Q9D	Frequency	Weighted Frequency	Percent
.	24	3,300,510	1.35
(1) Protect democracy	921	99,999,147	40.85
(2) Hurt democracy	480	61,045,910	24.94
(3) Neither applies	611	80,460,968	32.87
Total	2,036	244,806,535	100.00

Q10: How easy or difficult is it for you to tell the difference between the opinion content and news reporting in the [news media/news media you use most often], or does it not matter to you?			
Q10	Frequency	Weighted Frequency	Percent
.	4	479,473	0.20
(1) Very easy	524	56,486,007	23.07
(2) Somewhat easy	704	84,703,178	34.60
(3) Somewhat difficult	408	53,068,792	21.68
(4) Very difficult	129	16,163,932	6.60
(5) It doesn't matter to me	267	33,905,154	13.85
Total	2,036	244,806,535	100.00

IDEO: Generally speaking, do you consider yourself to be liberal, moderate or conservative?			
IDEO	Frequency	Weighted Frequency	Percent
.	29	3,614,767	1.48
(1) Liberal	479	53,712,576	21.94
(2) Moderate	984	119,176,902	48.68
(3) Conservative	544	68,302,290	27.90
Total	2,036	244,806,535	100.00

POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?			
POLITICS	Frequency	Weighted Frequency	Percent
.	8	548,285	0.22
(1) Democrat	732	87,941,603	35.92
(2) Republican	482	59,135,415	24.16
(3) Independent	530	61,736,090	25.22
(4) None of these	284	35,445,142	14.48
Total	2,036	244,806,535	100.00

DEMO: Do you consider yourself a strong Democrat or a moderate Democrat?			
DEMO	Frequency	Weighted Frequency	Percent
.	2	244,816	0.10
-99	1,304	156,864,932	64.08
(1) Strong Democrat	286	32,939,764	13.46
(2) Moderate Democrat	444	54,757,024	22.37
Total	2,036	244,806,535	100.00

RE PUB: Do you consider yourself a strong Republican or a moderate Republican?			
RE PUB	Frequency	Weighted Frequency	Percent
.	1	37,136	0.02
-99	1,554	185,671,120	75.84
(1) Strong Republican	168	19,276,480	7.87
(2) Moderate Republican	313	39,821,799	16.27
Total	2,036	244,806,535	100.00

INDEP: Do you lean more toward the Democrats or the Republicans?			
INDEP	Frequency	Weighted Frequency	Percent
.	9	710,659	0.29
-99	1,214	147,077,018	60.08
(1) Lean Democrat	264	26,684,502	10.90
(2) Lean Republican	223	25,377,075	10.37
(3) Don't lean	326	44,957,282	18.36
Total	2,036	244,806,535	100.00

AGEGRP: Age			
AGEGRP	Frequency	Weighted Frequency	Percent
(1) 18 to 29	332	52,225,132	21.33
(2) 30 to 39	403	41,716,294	17.04
(3) 40 to 49	313	40,296,676	16.46
(4) 50 to 64	542	63,021,888	25.74
(5) 65 or older	446	47,546,545	19.42
Total	2,036	244,806,535	100.00

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Percent
(1) White, non-Hispanic	1,379	157,590,876	64.37
(2) Black, non-Hispanic	204	28,982,949	11.84
(3) Hispanic	296	38,549,118	15.75
(4) Other	157	19,683,592	8.04
Total	2,036	244,806,535	100.00

MARITAL: Marital status			
MARITAL	Frequency	Weighted Frequency	Percent
(1) Married/living with partner	1,150	137,841,632	56.31
(2) Widowed	114	12,983,935	5.30
(3) Divorced	268	28,539,181	11.66
(4) Separated	35	3,269,832	1.34
(5) Never married	469	62,171,954	25.40
Total	2,036	244,806,535	100.00

HHINCOME: Household income			
HHINCOME	Frequency	Weighted Frequency	Percent
(1) Under \$10,000	112	14,523,700	5.93
(2) \$10,000 to under \$20,000	184	20,591,841	8.41
(3) \$20,000 to under \$30,000	251	30,951,291	12.64
(4) \$30,000 to under \$40,000	212	26,645,072	10.88
(5) \$40,000 to under \$50,000	187	21,629,041	8.84
(6) \$50,000 to under \$75,000	385	43,004,455	17.57
(7) \$75,000 to under \$100,000	285	33,994,834	13.89
(8) \$100,000 to under \$150,000	283	36,030,685	14.72
(9) \$150,000 or more	137	17,435,616	7.12
Total	2,036	244,806,535	100.00

EMPSTATUS: Employment status			
EMPSTATUS	Frequency	Weighted Frequency	Percent
(1) Employed	1,218	143,622,028	58.67
(2) Not employed	818	101,184,507	41.33
Total	2,036	244,806,535	100.00

EDUCATION: Educational attainment			
EDUCATION	Frequency	Weighted Frequency	Percent
(1) Less than high school graduate	109	28,653,227	11.70
(2) High school graduate	366	70,882,009	28.95
(3) Some college	863	79,970,629	32.67
(4) College graduate [Associates/community college, BA, or BS]	698	65,300,670	26.67
Total	2,036	244,806,535	100.00

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Percent
(1) Male	927	118,467,419	48.39
(2) Female	1,109	126,339,116	51.61
Total	2,036	244,806,535	100.00

CENSUS_REGION: Census region (4 regions)			
CENSUS_REGION	Frequency	Weighted Frequency	Percent
(1) Northeast	291	43,910,884	17.94
(2) Midwest	553	51,389,875	20.99
(3) South	677	91,683,574	37.45
(4) West	515	57,822,202	23.62
Total	2,036	244,806,535	100.00

Map of Census Regions

