Journalism Values Research

Survey 1

Conducted by the Media Insight Project
An initiative of the American Press Institute and The Associated Press-NORC
Center for Public Affairs Research

Interviews: 10/22/2019-11/15/2019
2,727 respondents
Margin of error: +/- 2.3 percentage points at the 95% confidence level among all adults

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

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

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

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

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

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

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

[ITEMS RANDOMIZED]

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

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

N = 2,727

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

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Bot NET	Not at all important	Not very important	Moderately important	Very important	SKP/REF
Helps me talk to friends, family and colleagues about what's going on in the news.	**90**	**65**	7	17	41	25	10
Helps me find places to go and things to do.	**92**	**71**	9	22	40	21	8
Helps me care for myself or my family.	**86**	**56**	6	13	37	30	14

N = 2,727

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

N = 2,727

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

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

N = 2,727

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

AP-NORC 10/22/2019-11/15/2019	Top NET	Not at all relevant (this consideration has nothing to do with my judgments of right and wrong)	Not very relevant	Slightly relevant	Bot NET	Somewhat relevant	Very relevant	Extremely relevant (this is one of the most important factors when i judge right and wrong)	DON'T KNOW/ WEB/R
Whether or not someone suffered emotionally	**25**	4	5	15	**54**	22	23	9	
Whether or not some people were treated differently than others	**16**	2	4	10	**63**	19	28	15	
Whether or not someone's action showed love for his or her country	**33**	7	12	14	**45**	19	18	8	
Whether or not someone showed a lack of respect for authority	**26**	4	7	14	**53**	21	21	10	

N = 2,727

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

N = 2,727

	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree
Whether or not someone conformed to the traditions of society	**49**	10	19	20	**29**	18	9	2
Whether or not someone did something disgusting	**29**	5	9	16	**49**	20	20	8

N = 2,727

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

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

N = 2,727

AP-NORC 10/22/2019-11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DON KNOW/SI ON WEB/REI
When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.	**6**	1	2	3	**72**	10	18	45	22
I am proud of my country's history.	**22**	7	7	9	**56**	15	20	21	22
Respect for authority is something all children need to learn.	**7**	2	2	3	**72**	12	17	43	22
People should not do things that are disgusting, even if no one is harmed.	**19**	5	7	8	**59**	18	18	23	22
It is better to do good than to do bad.	-	-	-	-	**78**	5	11	62	22

N = 2,727

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

N = 2,727

AP-NORC 10/22/2019-11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DON KNOW/SI ON WEB/REI
I would call some acts wrong on the grounds that they are unnatural.	**28**	8	9	11	**50**	21	17	12	22

N = 2,727

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

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

N = 2,727

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

N = 2,727

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

N = 2,727

AP-NORC 10/22/2019-11/15/2019	Top NET	Strongly disagree	Moderately disagree	Slightly disagree	Bot NET	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
Inequalities will always exist and you can't eliminate them	**23**	6	7	10	**56**	22	20	14	2
We need to put a spotlight on problems in society in order to solve them	**6**	1	1	4	**72**	18	27	27	2
Too much focus on what's wrong can make things worse	**28**	8	9	12	**50**	21	17	12	2
The way to make a society stronger is through criticizing what's wrong	**35**	8	11	15	**43**	19	15	9	2
The way to make a society stronger is through celebrating what's right	**11**	1	2	7	**67**	24	25	18	2

N = 2,727

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

N = 2,727

EACH RESPONDENT WAS SHOWN HALF OF THE STORIES BELOW AND THEIR CORRESPONDING QUESTIONS.

VALUE1A_Q1. Mayor directed city contracts to family members for years

The mayor funneled more than $30 million dollars to companies controlled by his family

using a network of fake foundations, according to a new investigation.

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	36
Very likely	29
Somewhat likely	21
Not very likely	7
SKIPPED/REFUSED	7
N = 1,360	

If least somewhat likely in VALUE1A_Q1

VALUE1AQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

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

N = 1,167

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	**14**	4	10	**16**	**70**	23	47	*
Stories like this make me want to learn more	**67**	31	36	**25**	**8**	7	2	*
These kinds of stories make me angry and I want to know the details	**71**	41	30	**22**	**7**	5	2	*
N = 1,167								

If not too well or not well at all in VALUE1A_Q1

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

[ITEMS RANDOMIZED]

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

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

N = 149

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

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

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

N = 1,373

If least somewhat likely in VALUE1B_Q1
VALUE1BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

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

N = 1,022

If not too well or not well at all in VALUE1B_Q1

VALUE1BQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

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

N = 308

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

N = 308

VALUE1C_Q1. <u>City Council discusses plan to significantly alter historic downtown</u>
The city council heard heated debates Tuesday about plans to renovate the downtown in a way that would dramatically alter the historic district, but also add open space to the city that environmentalists have advocated.

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	17
Very likely	26
Somewhat likely	33
Not very likely	13
SKIPPED/REFUSED	11

N = 1,365

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

[ITEMS RANDOMIZED]

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

N = 1,050

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

[ITEMS RANDOMIZED]

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

N = 281

VALUE1D_Q1. <u>City Council considers budget cuts to animal shelter despite reports of unsafe conditions</u>

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

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

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

	AP-NORC 10/22/2019-11/15/2019
Not very likely	12
SKIPPED/REFUSED	9
N = 1,356	

If least somewhat likely in VALUE1D_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,064

If not too well or not well at all in VALUE1D_Q1

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

[ITEMS RANDOMIZED]

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

N = 256

VALUE2A_Q1. <u>New study shows planet warming much faster than previously estimated, leaving coastal communities at risk</u>
A new study by an international group of climate scientists finds that global temperature change is accelerating at nearly double the rate the same group estimated three years earlier, putting seaside communities at far greater risks than planned for.

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

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

If least somewhat likely in VALUE2A_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,013

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

N = 1,013

If not too well or not well at all in VALUE2A_Q1

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

[ITEMS RANDOMIZED]

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

N = 317

VALUE2B_Q1. <u>While region is booming economically, some are being left behind, new study shows</u>
Newly released data on consumer spending, tax collection and household income shows that the region is booming, but city polices are benefitting some neighborhoods more than others.

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

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

If least somewhat likely in VALUE2B_Q1
VALUE2BQ2. How well does each of the following statements describe why you would pay attention to this type of story?

[ITEMS RANDOMIZED]

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

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

N = 1,011

If not too well or not well at all in VALUE2B_Q1

VALUE2BQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	**42**	22	20	**23**	**34**	17	17	1
Stories like this seem unimportant and not worth my time	**28**	13	15	**31**	**39**	25	14	1

N = 316

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

N = 316

VALUE2C_Q1. <u>Governor says 'petty' criticism of his statements on air quality misses 'larger' truth of what he said</u>
The governor disputed criticisms from fact checkers that he exaggerated how much his policies have improved the state's air quality, arguing that he was "substantially right" about the "larger truth" and dismissing the stories as "people looking to criticize any progress the state has made."

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	10
Very likely	21
Somewhat likely	31
Not very likely	22
SKIPPED/REFUSED	15

N = 1,365

If least somewhat likely in VALUE2C_Q1

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

[ITEMS RANDOMIZED]

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

N = 857

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

[ITEMS RANDOMIZED]

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

N = 462

VALUE2D_Q1. <u>**Ambassador says statistics prove U.S. has done more than rivals to reduce pollution and improve worker safety worldwide**</u>
An American diplomat, citing statistics from the World Bank, argued yesterday that America has made greater strides in mitigating pollution and improving working conditions than both Russia and China.

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

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

	AP-NORC 10/22/2019-11/15/2019
Not very likely	16
SKIPPED/REFUSED	11
N = 1,356	

If least somewhat likely in VALUE2D_Q1

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

[ITEMS RANDOMIZED]

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

N = 990

If not too well or not well at all in VALUE2D_Q1

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

[ITEMS RANDOMIZED]

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

N = 334

VALUE3A_Q1. <u>Homeless face growing challenges as city's economy booms</u>
Homeless residents are increasingly ending up in local emergency rooms as they are finding fewer places to take shelter from the heat and cold. The report comes as the city's vacant buildings are being replaced by new office buildings and condominiums.

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	20
Very likely	28
Somewhat likely	34
Not very likely	12
SKIPPED/REFUSED	7
N = 1,360	

If least somewhat likely in VALUE3A_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,097

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

N = 1,097

If not too well or not well at all in VALUE3A_Q1

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

[ITEMS RANDOMIZED]

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

N = 230

VALUE3B_Q1. <u>Local nonprofit seeking donations to provide textbooks for special education classes</u>

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

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

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

If least somewhat likely in VALUE3B_Q1

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

[ITEMS RANDOMIZED]

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

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

N = 1,112

If not too well or not well at all in VALUE3B_Q1

VALUE3BQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

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

N = 222

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

N = 222

VALUE3C_Q1. <u>Citizens group demands resignation of police officer who shot local youth, accuses police chief of racism</u>
The Downtown Rights Committee yesterday demanded that the mayor fire a police officer who mistakenly shot and killed a local youth last month and criticized the police chief's defense of the officer as "a blatant case of white officials protecting white officers."

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

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

N = 1,365

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

[ITEMS RANDOMIZED]

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

N = 1,165

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

[ITEMS RANDOMIZED]

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

N = 164

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

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

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	19
Very likely	25
Somewhat likely	30

N = 1,356

	AP-NORC 10/22/2019-11/15/2019
Not very likely	15
SKIPPED/REFUSED	11
N = 1,356	

If least somewhat likely in VALUE3D_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,012

If not too well or not well at all in VALUE3D_Q1

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

[ITEMS RANDOMIZED]

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

N = 312

VALUE4A_Q1. <u>Greenville has many fewer parks than neighboring communities</u>
Greenville has significantly fewer parks than similarly sized communities in its region, and the problem is worsening, according to a new study by independent researchers.

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

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	6
Very likely	13
Somewhat likely	28
Not very likely	29
SKIPPED/REFUSED	24
N = 1,360	

If least somewhat likely in VALUE4A_Q1

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

[ITEMS RANDOMIZED]

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

N = 635

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

N = 635

If not too well or not well at all in VALUE4A_Q1

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

[ITEMS RANDOMIZED]

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

N = 682

VALUE4B_Q1. <u>Local group suggests new plan for Chesterton festival to cut trash in half</u>

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

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

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

If least somewhat likely in VALUE4B_Q1

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

[ITEMS RANDOMIZED]

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

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

N = 962

If not too well or not well at all in VALUE4B_Q1

VALUE4BQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	**43**	23	20	**20**	**36**	17	19	1
Stories like this seem unimportant and not worth my time	**33**	14	18	**27**	**39**	22	17	2

N = 373

	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I think stories like this are often exaggerated or even made up	**12**	6	6	**21**	**66**	36	30	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	**17**	7	9	**20**	**62**	34	28	1
N = 373								

VALUE4C_Q1. <u>Community celebrates Sister Mary Ellen for 60 years of "amazing grace" with orphaned children</u>

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

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

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

If least somewhat likely in VALUE4C_Q1
VALUE4CQ2. How well does each of the following statements describe why you

would pay attention to this type of story?

[ITEMS RANDOMIZED]

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

If not too well or not well at all in VALUE4C_Q1

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

[ITEMS RANDOMIZED]

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

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

N = 351

VALUE4D_Q1. <u>Legendary local coach turned down offers from big-time schools</u>
This fall Coach Matt Hazeltine begins his 30th season with the Fairfield women's soccer team. In a new interview, he says he turned down offers to coach Division 1 college teams, saying "nothing ever could feel as home as Fairfield and this community."

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

	AP-NORC 10/22/2019-11/15/2019
Extremely likely	8
Very likely	15
Somewhat likely	29
Not very likely	23

N = 1,356

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

If least somewhat likely in VALUE4D_Q1

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

[ITEMS RANDOMIZED]

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

If not too well or not well at all in VALUE4D_Q1

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

[ITEMS RANDOMIZED]

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

N = 621

VALUE5A_Q1. <u>How police are using facial recognition to solve crimes</u>
The city's police department is now matching pictures from social media platforms with its new facial recognition software to identify suspects in crimes in Fairview township, but some argue it sets a dangerous precedent.

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

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

AP-NORC 10/22/2019-11/15/2019	
Extremely likely	27
Very likely	33
Somewhat likely	27
Not very likely	7
SKIPPED/REFUSED	6
N = 1,360	

If least somewhat likely in VALUE5A_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,179

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

N = 1,179

If not too well or not well at all in VALUE5A_Q1

VALUE5AQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	**31**	18	13	**28**	**40**	18	22	*
Stories like this seem unimportant and not worth my time	**24**	10	14	**30**	**45**	29	16	*
I think stories like this are often exaggerated or even made up	**19**	7	13	**20**	**60**	39	21	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	**19**	8	10	**23**	**58**	32	27	*

N = 141

VALUE5B_Q1. <u>Marion restaurants score near bottom in state health and safety rankings</u>

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

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

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

If least somewhat likely in VALUE5B_Q1

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

[ITEMS RANDOMIZED]

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

N = 1,069

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

N = 1,069

If not too well or not well at all in VALUE5B_Q1

VALUE5BQ3. How well does each of the following statements describe why you would not pay attention to this type of story?

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I don't often talk about stories like this with my friends or family	**32**	13	18	**22**	**46**	25	20	1
Stories like this seem unimportant and not worth my time	**33**	12	21	**31**	**35**	22	14	*

N = 261

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

N = 261

VALUE5C_Q1. <u>Churches sharing more personal and professional information about their leaders</u>

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

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

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

N = 1,365

If least somewhat likely in VALUE5C_Q1

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

[ITEMS RANDOMIZED]

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	Not well at all	DON'T KNOW/SKIPPED ON WEB/REFUSED
I often talk about stories like this with my friends or family	**31**	10	21	**34**	**33**	23	10	1
Stories like this are important for people to know	**54**	20	34	**37**	**9**	7	2	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	**21**	7	14	**32**	**46**	25	21	1
Stories like this make me want to learn more	**46**	15	30	**40**	**14**	12	2	1
These kinds of stories make me angry and I want to know the details	**26**	10	17	**32**	**41**	26	15	*
N = 944								

If not too well or not well at all in VALUE5C_Q1

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

[ITEMS RANDOMIZED]

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

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

N = 382

VALUE5D_Q1. <u>Middleton teen builds website revealing how much every household pays in taxes</u>

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

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

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

If least somewhat likely in VALUE5D_Q1

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

[ITEMS RANDOMIZED]

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

N = 890

If not too well or not well at all in VALUE5D_Q1

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

[ITEMS RANDOMIZED]

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

N = 413

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

	AP-NORC 10/22/2019-11/15/2019
Top NET	**43**
Very trustworthy	8
Bot NET	**57**
Somewhat trustworthy	35

N = 2,727

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

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

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

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

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

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

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

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

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

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

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

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

PID7. PID1. Do you consider yourself a Democrat, a Republican, an Independent or none of these?
If Democrat:
PIDA. Do you consider yourself a strong or moderate Democrat?

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

If independent, none of these, don't know, skipped, or refused:
PIDI. Do you lean more toward the Democrats or the Republicans?

Combines PID1, PIDI, PIDA, and PIDB.

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

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

IDEO. D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?
If liberal:
D4. Do you consider yourself:

If conservative:
D5. Do you consider yourself:

If moderate, don't know, skipped, or refused:
D6. Do you consider yourself:

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

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

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

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

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

R1. How important is religion in your life?

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

REL2. How often do you attend religious services?

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

Study Methodology

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

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

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

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

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

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

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

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

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

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

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

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

For more information, email info@norc.org