



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	94
Several times an hour	6
Several times a day	66
Once a day	14
Several times a week	7
Bot NET	7
Weekly	3
Less often	3
Never	1
DON'T KNOW	-
SKIPPED ON WEB	-
REFUSED	-
<i>N = 2,124</i>	

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

AP-NORC	
10/22/2019-11/15/2019	Yes
National politics or government	45
Traffic and weather	40
Crime and public safety	20
Sports	22
Local politics or government	15
Science and technology	11
Health care and medical information	11
My particular town or neighborhood	22
Social issues like abortion, race, and gay rights	12
Foreign or international news	13
Business and the economy	14
The environment and natural disasters	15
Schools and education	7
My hobbies	10
Lifestyle topics such as food, beauty, exercise, or parenting	9
Entertainment and celebrities	11
Art and culture	3
<i>N = 2,124</i>	

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 you personally 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	No, I do not personally pay for it
Cable, satellite television, or streaming services	77	23
A print or digital version of a national newspaper	10	87
A print or digital version of a local newspaper	21	77
A print or digital version of a magazine	27	72
Print or digital newsletter	13	85
A digital-only news site, such as ESPN+, The Athletic, or Politico Pro	8	90
A podcast or YouTube channel through direct payments or funding platforms like Patreon	10	89
A public radio station or public television station such as NPR or PBS	15	84
<i>N = 2,124</i>		

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	Not at all important	Not very important	Moderately important	Very important	Extremely important
Helps me talk to friends, family and colleagues about what's going on in the news.	8	18	42	23	8
<i>N = 2,124</i>					

AP-NORC 10/22/2019-11/15/2019	Not at all important	Not very important	Moderately important	Very important	Extremely important
Helps me find places to go and things to do.	10	24	41	19	6
Helps me care for myself or my family.	6	14	38	30	12
Helps me save or manage my money.	11	23	38	21	7
Is enjoyable or entertaining.	7	17	43	25	8
Helps me stay informed to be a better citizen.	3	6	28	38	24
Helps me decide where I stand on things.	7	16	37	29	11
Shares my point of view.	12	26	43	15	4
Is very good at covering an issue or topic I care a lot about.	4	5	30	40	20
<i>N = 2,124</i>					

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	*
<i>N = 2,124</i>	

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	Not at all relevant (this consideration has nothing to do with my judgments of right and wrong)	Not very relevant	Slightly relevant	Somewhat relevant	Very relevant	Extremely relevant (this is one of the most important factors when i judge right and wrong)	DON'T KNOW/SKIPPED ON WEB/REFUSED
Whether or not someone suffered emotionally	6	7	19	28	29	11	*
Whether or not some people were treated differently than others	3	5	12	25	36	19	*
Whether or not someone's action showed love for his or her country	9	15	17	25	23	10	*

Whether or not someone showed a lack of respect for authority	5	9	18	27	27	13	*
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Whether or not someone violated standards of purity and decency	5	8	17	23	30	16	*
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Whether or not someone was good at math	49	35	66	-	-	-	*
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Whether or not someone cared for someone weak or vulnerable	3	6	14	27	32	17	*
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Whether or not someone acted unfairly	3	4	13	24	39	17	*
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Whether or not someone did something to betray his or her group	7	12	21	26	24	9	*
Whether or not someone conformed to the traditions of society	13	24	25	23	11	3	1
Whether or not someone did something disgusting	6	11	20	26	26	10	1
<i>N</i> = 2,142							

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

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
Compassion for those who are suffering is the most crucial virtue.	1	2	4	21	34	36	*
<i>N</i> = 2,142							

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
When the government makes laws, the number one principle should be ensuring that everyone is treated fairly.	2	3	4	12	23	57	*
I am proud of my country's history.	8	9	11	19	26	27	*
Respect for authority is something all children need to learn.	2	2	4	15	21	55	*
People should not do things that are disgusting, even if no one is harmed.	6	8	10	23	23	30	*
It is better to do good than to do bad.	-	-	-	6	14	80	*
One of the worst things a person could do is hurt a defenseless animal.	5	4	4	13	21	53	*

N = 2,142

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
Justice is the most important requirement for a society.	1	3	7	21	35	32	*
People should be loyal to their family members, even when they have done something wrong.	14	13	18	21	20	14	*
Men and women each have different roles to play in society.	24	12	11	23	21	18	1
I would call some acts wrong on the grounds that they are unnatural.	10	11	14	27	22	15	*
<i>N = 2,142</i>							

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

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
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AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
The powerful need to be monitored or they will be inclined to abuse their power	2	2	6	19	27	43	1
It's important to put some trust in authority figures so they can do their jobs	3	3	6	31	38	18	1
It's vital that the public know what government leaders are doing and saying each day	1	4	11	22	31	31	*
Leaders need to be able to do some things behind closed doors to fulfill their duties	11	10	15	30	22	13	-
The more facts people have, the more likely it is they will get to the truth	1	2	6	19	34	38	1

N = 2,142

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
A lot of the time you know enough about something and more facts don't help	17	20	23	19	15	6	-
For most things, knowing what's true is a matter of gathering evidence and proof	*	1	4	17	37	40	1
For a lot of things that matter, facts only get you so far	11	11	16	28	26	7	-
A society should be judged by how it treats its least fortunate	2	4	11	25	29	29	*
Sometimes favoring the least fortunate doesn't actually help them	7	10	16	31	24	12	-
It's important to offer a voice to the voiceless	1	1	4	17	30	47	1
<i>N = 2,142</i>							

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
Inequalities will always exist and you can't eliminate them	7	9	13	29	25	17	-
We need to put a spotlight on problems in society in order to solve them	1	2	5	23	35	35	*
Too much focus on what's wrong can make things worse	10	11	15	27	21	15	-
The way to make a society stronger is through criticizing what's wrong	11	14	20	24	20	12	-
The way to make a society stronger is through celebrating what's right	1	3	9	31	32	23	1
On balance, it's usually better for the public to know than for things to be kept secret	1	2	8	23	34	31	1

N = 2,142

AP-NORC 10/22/2019- 11/15/2019	Strongly disagree	Moderately disagree	Slightly disagree	Slightly agree	Moderately agree	Strongly agree	DON'T KNOW/SKIPPED ON WEB/REFUSED
Sometimes the need to keep a secret outweighs the public's right to know	11	12	14	31	21	12	-
Transparency is usually the best cure for what's wrong in the world	3	4	12	29	29	23	1
Most problems can be addressed without putting embarrassing facts out in the open	5	8	14	29	28	15	-
<i>N = 2,142</i>							

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	37
Very likely	28
Somewhat likely	20
Not very likely	7
Not at all likely	4
SKIPPED/REFUSED	3
<i>N = 1,041</i>	

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	DK/SKP/REF
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
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	*
<i>N = 1,560</i>								

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	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	71	41	30	22	7	5	2	*
<i>N = 1,560</i>								

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	98
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	29	26	43	27	16	-
I think stories like this are often exaggerated or even made up	16	11	6	24	59	41	18	-
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	31	13	28	33	36	20	16	*
<i>N = 149</i>								

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

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	19
Very likely	25
Somewhat likely	28
Not very likely	14
Not at all likely	11
SKIPPED/REFUSED	3
<i>N = 1,061</i>	

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	DK/SKP/REF
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>N = 1,022</i>								

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	DK/SKP/REF
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	*
<i>N = 1,022</i>								

If least somewhat likely 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	DK/SKP/REF
I often talk about stories like this with my friends or family	43	25	18	18	38	18	20	1
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>N = 308</i>								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	well at all	DK/SKP/REF
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	36	16	20	25	38	22	17	1
<i>N = 308</i>								

VALUE1C_Q1. City Council discusses plan to significantly alter historic downtown

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	16
Very likely	26
Somewhat likely	33
Not very likely	14
Not at all likely	9
SKIPPED/REFUSED	2
<i>N = 1,078</i>	

If least somewhat likely in VALUE1C_Q1

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	DK/SKP/REF
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
<i>N = 1,050</i>								

If least somewhat likely in VALUE1C_Q1

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	DK/SKP/REF
I don't often talk about stories like this with my friends or family	28	12	16	29	42	27	15	*
<i>N = 281</i>								

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	DK/SKP/REF
Stories like this seem unimportant and not worth my time	37	17	29	32	30	18	12	1
I think stories like this are often exaggerated or even made up	14	6	7	27	59	35	24	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	19	9	10	29	51	28	23	1
<i>N = 281</i>								

VALUE1D_Q1. City Council considers budget cuts to animal shelter despite reports of unsafe conditions

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
Not very likely	13
Not at all likely	6
<i>N = 1,068</i>	

AP-NORC 10/22/2019-11/15/2019	
SKIPPED/REFUSED	2
<i>N</i> = 1,068	

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	DK/SKP/REF
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	*
<i>N</i> = 1,064								

If least somewhat likely 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	DK/SKP/REF
I don't often talk about stories like this with my friends or family	27	11	16	35	35	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	*
<i>N = 256</i>								

VALUE2A_Q1. New study shows planet warming much faster than previously estimated, leaving coastal communities at risk

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	27
<i>N = 1,041</i>	

AP-NORC 10/22/2019-11/15/2019	
Very likely	21
Somewhat likely	24
Not very likely	15
Not at all likely	11
SKIPPED/REFUSED	3
<i>N = 1,041</i>	

If not too well or not well at all 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	No well at all	DK/SKP/REF
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	No well at all	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	44	20	24	31	24	16	8	1
<i>N = 1,013</i>								

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	98
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
<i>N = 317</i>								

VALUE2B_Q1. While region is booming economically, some are being left behind, new study shows

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	12
Very likely	22
Somewhat likely	37
Not very likely	16
Not at all likely	9
SKIPPED/REFUSED	4
<i>N = 1,061</i>	

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	98
I often talk about stories like this with my friends or family	35	11	25	39	26	18	7	*
Stories like this are important for people to know	57	22	35	35	7	6	2	*
<i>N = 1,011</i>								

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	98
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	*
<i>N = 1,011</i>								

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	98
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
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
<i>N = 316</i>								

VALUE2C_Q1. Governor says ‘petty’ criticism of his statements on air quality misses ‘larger’ truth of what he said

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	9
Very likely	20
Somewhat likely	32
Not very likley	23
Not at all likley	13
SKIPPED/REFUSED	4
<i>N = 1,078</i>	

If not too well or not well at all 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	DK/SKP/REF
<i>N = 857</i>								

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	DK/SKP/REF
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	17	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	98
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

N = 462

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	well at all	98
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
<i>N</i> = 462								

VALUE2D_Q1. Ambassador says statistics prove U.S. has done more than rivals to reduce pollution and improve worker safety worldwide

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	13
Very likely	27
Somewhat likely	33
Not very likely	18
Not at all likely	10
SKIPPED/REFUSED	-
<i>N</i> = 1,045	

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	DK/SKP/REF
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	*
<i>N = 990</i>								

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	DK/SKP/REF
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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	DK/SKP/REF
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	*
<i>N = 334</i>								

VALUE3A_Q1. Homeless face growing challenges as city's economy booms

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	18
Very likely	28
Somewhat likely	34
Not very likely	14
<i>N = 1,041</i>	

AP-NORC 10/22/2019-11/15/2019	
Not at all likley	5
SKIPPED/REFUSED	2
<i>N = 1,041</i>	

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	DK/SKP/REF
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
These kinds of stories make me angry and I want to know the details	46	20	26	33	21	15	6	1
<i>N = 1,097</i>								

If least somewhat likely 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	98
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
<i>N = 230</i>								

VALUE3B_Q1. Local nonprofit seeking donations to provide textbooks for special education classes

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 likley	24
<i>N = 1,061</i>	

AP-NORC 10/22/2019-11/15/2019	
Very likely	28
Somewhat likely	29
Not very likely	11
Not at all likely	6
SKIPPED/REFUSED	3
<i>N = 1,061</i>	

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	DK/SJP/REF
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

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	DK/SJP/REF
These kinds of stories make me angry and I want to know the details	32	14	18	26	41	19	22	*
<i>N = 1,112</i>								

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	98
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
<i>N = 1,112</i>								

VALUE3C_Q1. Citizens group demands resignation of police officer who shot local youth, accuses police chief of racism

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	30
Very likely	31
Somewhat likely	25
Not very likely	7
Not at all likely	5
SKIPPED/REFUSED	2
<i>N = 1,078</i>	

If least somewhat likely in VALUE3C_Q1

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	DK/SKP/REF
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>N = 1,165</i>								

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	DK/SKP/REF
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
<i>N = 1,165</i>								

If not too well or not well at all in VALUE3C_Q1

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	DK/SKP/REF
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>N = 164</i>								

AP-NORC 10/22/2019-11/15/2019	Top NET	Extremely well	Very well	Somewhat well	Bot NET	Not too well	well at all	DK/SKP/REF
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	34	19	15	29	37	19	18	1
<i>N = 164</i>								

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

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	17
Very likely	25
Somewhat likely	31
Not very likely	15
Not at all likely	9
SKIPPED/REFUSED	2
<i>N = 1,068</i>	

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	DK/SKP/REF
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	*
<i>N = 1,012</i>								

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	98
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
<i>N</i> = 312								

VALUE4A_Q1. Greenville has many fewer parks than neighboring communities

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
Extremely likely	3
Very likely	11
Somewhat likely	26
Not very likely	33
Not at all likely	23
SKIPPED/REFUSED	4
<i>N</i> = 1,041	

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	DK/SKP/REF
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
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	DK/SKP/REF
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
<i>N</i> = 682								

VALUE4B_Q1. Local group suggests new plan for Chesterton festival to cut trash in half

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 likley	11
Very likely	22
Somewhat likely	35
<i>N</i> = 1,061	

AP-NORC 10/22/2019-11/15/2019	
Not very likely	18
Not at all likely	12
SKIPPED/REFUSED	3
<i>N = 1,061</i>	

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	98
I often talk about stories like this with my friends or family	28	9	20	39	32	25	7	*
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	*
<i>N = 962</i>								

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	DK/SKP/REF
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
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
<i>N</i> = 373								

VALUE4C_Q1. Community celebrates Sister Mary Ellen for 60 years of “amazing grace” with orphaned children

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	13
Very likely	24
Somewhat likely	34
Not very likely	16
Not at all likely	10
SKIPPED/REFUSED	3
<i>N</i> = 1,078	

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	DK/SKP/REF
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
<i>N</i> = 975								

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	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	13	4	8	12	75	15	60	1
<i>N = 975</i>								

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	DK/SKP/REF
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
<i>N = 351</i>								

VALUE4D_Q1. Legendary local coach turned down offers from big-time schools

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	6
Very likely	14
Somewhat likely	29
Not very likely	24
Not at all likely	25
SKIPPED/REFUSED	3
<i>N = 1,068</i>	

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]

		Top	Extremely	Very	Somewhat	Bot	Not	Not	
		NET	well	well	well	NET	too	at	DK/SKP/REF
AP-NORC							well	all	
10/22/2019-11/15/2019									

N = 697

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	DK/SKP/REF
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	DK/SKP/REF
I don't often talk about stories like this with my friends or family	52	32	20	14	34	16	18	*

N = 621

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	DK/SKP/REF
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	*
<i>N = 621</i>								

VALUE5A_Q1. How police are using facial recognition to solve crimes

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
Extremely likely	26
Very likely	34
Somewhat likely	27
Not very likely	7
Not at all likely	3
SKIPPED/REFUSED	3
<i>N = 1,041</i>	

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	DK/SKP/REF
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
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	DK/SKP/REF
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	*
<i>N = 141</i>								

VALUE5B_Q1. Marion restaurants score near bottom in state health and safety rankings

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	20
Very likely	25
Somewhat likely	31
<i>N = 1,061</i>	

AP-NORC 10/22/2019-11/15/2019	
Not very likely	13
Not at all likely	9
SKIPPED/REFUSED	3
<i>N = 1,061</i>	

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	DK/SKP/REF
I often talk about stories like this with my friends or family	42	15	27	34	24	18	6	*
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
<i>N = 1,069</i>								

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	DK/SKP/REF
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	*
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	*
<i>N = 261</i>								

VALUE5C_Q1. Churches sharing more personal and professional information about their leaders

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	13
Very likely	25
Somewhat likely	29
Not very likely	19
Not at all likely	11
SKIPPED/REFUSED	3
<i>N</i> = 1,078	

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	DK/SKP/REF
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
<i>N</i> = 944								

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	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	26	10	17	32	41	26	15	*
<i>N = 944</i>								

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 likely	Bot NET	Not too well	Not well at all	DK/SKP/REF
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
<i>N = 382</i>								

VALUE5D_Q1. Middleton teen builds website revealing how much every household pays in taxes

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	13
Very likely	22
Somewhat likely	28
Not very likely	22
Not at all likely	12
SKIPPED/REFUSED	4
<i>N = 1,068</i>	

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]

	Top	Extremely	Very	Somewhat	Bot	Not	Not	
	NET	well	well	well	NET	too	at	DK/SKP/REF
AP-NORC 10/22/2019-11/15/2019						well	all	

N = 890

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	DK/SKP/REF
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	DK/SKP/REF
I don't often talk about stories like this with my friends or family	40	19	21	21	39	22	17	*

N = 413

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	DK/SKP/REF
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	*
<i>N = 413</i>								

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

AP-NORC 10/22/2019-11/15/2019	
Top NET	40
Very trustworthy	6
Somewhat trustworthy	34
Neither trustworthy nor untrustworthy	22
Bot NET	37
Somewhat untrustworthy	20
Very untrustworthy	17
SKIPPED/REFUSED	*
<i>N = 2,124</i>	

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

	AP-NORC 10/22/2019-11/15/2019
Very accurate	7
Somewhat accurate	60
Not too accurate	25
Not at all accurate	8
SKIPPED/REFUSED	*

N = 2,124

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	18
Don't care about people like me	37
Neither applies	45
SKIPPED/REFUSED	*

N = 2,124

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	23
Try to cover up their mistakes	60
Neither applies	16
SKIPPED/REFUSED	1
<i>N = 2,124</i>	

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	17
Are immoral	28
Neither applies	54
SKIPPED/REFUSED	*
<i>N = 2,124</i>	

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	
Protect democracy	30
<i>N = 2,124</i>	

AP-NORC 10/22/2019-11/15/2019	
Hurt democracy	30
Neither applies	39
SKIPPED/REFUSED	*
<i>N</i> = 2,124	

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
1	15
2	17
3	11
4	20
Bot NET	36
5	10
<i>N</i> = 2,124	

AP-NORC 10/22/2019-11/15/2019	
6	15
7	11
<i>N</i> = 2,124	

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	33
1	9
2	15
3	9
4	25
Bot NET	41
5	10
6	20
<i>N</i> = 2,107	

AP-NORC 10/22/2019-11/15/2019	
7	11
<i>N = 2,107</i>	

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

AP-NORC 10/22/2019-11/15/2019	
1	22
2	46
SKIPPED/REFUSED	32
<i>N = 2,124</i>	

R1. How important is religion in your life?

AP-NORC 10/22/2019-11/15/2019	
1	19
2	14
3	22
4	21
SKIPPED/REFUSED	23
<i>N = 2,124</i>	

REL2. How often do you attend religious services?

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

Top NET	60
1	35
2	16
3	8
Bot NET	18
4	10
5	3
6	4
7	6
SKIPPED/REFUSED	17
<hr/>	
<i>N = 723</i>	

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 nonprobability sample.

For more information, email info@norc.org (<mailto:info@norc.org>).



Journalism Values Research Survey 2

Conducted by the Media Insight Project

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

Interviews: 8/18-24/2020

1,155 respondents

Margin of error: +/- 4.1 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 8/18-24/2020
Several times an hour	6
Several times a day	63
Once a day	17
Several times a week	7
Weekly	3
Less often	4
Never	*
DON'T KNOW/SKIPPED ON WEB/REFUSED	-

N=

1,155

Q2. Next, we are interested in whether you paid to use any media in the last year. For each of the following types of media, please indicate whether you personally subscribe to, donate to, or regularly pay for any of the following or not.

AP-NORC 8/18-24/2020	Yes, I personally have a subscription or pay for it on a regular basis	No, I do not personally pay for it	DK/ SKP/ REF
Cable, satellite television, or streaming services	75	24	*
A print or digital version of a national newspaper	12	87	2
A print or digital version of a local newspaper	21	77	2
A print or digital version of a magazine	26	73	1
Print or digital newsletter	12	86	2
A digital-only news site, such as ESPN +, The Athletic, or Politico Pro	12	86	2
A podcast or YouTube channel through direct payments or funding platforms like Patreon	11	88	1
A public radio station or public television station such as NPR or PBS	15	85	1

N=1,155

Respondents were placed into 4 groups that each saw the 3 stories in different orders. Respondents never saw both versions of a story: DISPLAY_S1A or DISPLAY_S1B, DISPLAY_S2A or DISPLAY_S2B, DISPLAY_S3A or DISPLAY_S3B.

Respondents saw either DISPLAY_S1A or DISPLAY_S1B S3B and their follow-up questions.

DISPLAY_S1A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

At-risk neighborhood now facing new health threat from toxic drinking water

A toxic chemical has polluted drinking water at a local mobile home park, making it the latest low-income community to face a public health crisis due to the nation's deteriorating infrastructure.

Lab testing shows tap water at the mobile home park contains significant levels of a chemical known as PFOS, which is the same chemical found last year in an Air Force study of the water at the neighboring military base.

Since the study was published last year, state officials have said that local residents had no reason to be concerned with their drinking water.

However, public health officials are now warning residents of the low-income neighborhood about the potential health dangers for those who have been drinking the contaminated water.

DISPLAY_S1B.

Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

Local community at risk after state officials ignore military study

[REMOVE BOLD]After state officials failed to act on warnings from a military study last year, the local community is now facing a public health risk as a toxic chemical has been found in the community's drinking water.

Lab testing shows tap water at a mobile home park contains significant levels of a chemical known as PFOS, which is the same chemical found last year in an Air Force study of the water at the neighboring military base.

Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".

Since the study was published last year, state officials have said that local residents had no reason to be concerned with their drinking water.

However, public health officials are now warning residents of the low-income neighborhood about the potential health dangers for those who have been drinking the contaminated water.

If shown DISPLAY_S1A or DISPLAY_S1B

GEN1_S1. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Extremely/Very likely NET	56	57
Extremely likely	20	21
Very likely	36	36
Somewhat likely	35	33
Not very/Not at all likely NET	10	10
Not very likely	8	8
Not at all likely	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
<i>N=</i>	<i>573</i>	<i>582</i>

If shown DISPLAY_S1A or DISPLAY_S1B

GEN2_S1. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Angry	45	52
Pleased	*	2
Bored	6	6
Interested	47	47
Sad	41	36
Happy	2	*
None	5	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
<i>N=</i>	<i>573</i>	<i>582</i>

If shown DISPLAY_S1A or DISPLAY_S1B
GEN3_S1. Did this news story...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Deal fairly with all sides of the topic	64	60
Tend to favor one side of the topic	36	40
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	573	582

If shown DISPLAY_S1A or DISPLAY_S1B
GEN4_S1. Did this news story seem...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Very/Somewhat trustworthy NET	82	86
Very trustworthy	19	19
Somewhat trustworthy	63	67
Somewhat/Very untrustworthy NET	18	14
Somewhat untrustworthy	16	11
Very untrustworthy	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	*
N=	573	582

If shown DISPLAY_S1A or DISPLAY_S1B

GEN5_S1. After reading this news story, how likely are you to pay attention to other stories from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 1A	Story 1B
Extremely/Very likely NET	32	37
Extremely likely	8	10
Very likely	24	27
Somewhat likely	55	52
Not very/Not at all likely NET	13	11
Not very likely	11	9
Not at all likely	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	573	582

Respondents are shown the lede from their story above.

DIS_LEDE1A. At risk neighborhood now facing new health threat from toxic drinking water

A toxic chemical has polluted drinking water at a local mobile home park, making it the latest low-income community to face a public health crisis due to the nation’s deteriorating infrastructure.

DIS_LEDE1B. Local community at risk after state officials ignore military study

How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

If shown DISPLAY_S1A or DISPLAY_S1B

LEDE1_1. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
Extremely/Very well NET	62	59
Extremely well	21	21
Very well	41	38
Somewhat well	30	28
Not very/Not well at all NET	7	12
Not very well	6	9
Not at all well	1	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	573	582

If shown DISPLAY_S1A or DISPLAY_S1B

LEDE2_1. How much did the headline and first sentence make you want to read the rest of the story?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
A great deal/Quite a bit NET	58	58
A great deal	18	22
Quite a bit	40	36
A moderate amount	35	31
Only a little/Not at all NET	6	11
Only a little	4	9
Not at all	2	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	573	582

If shown DISPLAY_S1A or DISPLAY_S1B

LEDE3_1. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A	Story/Lede 1B
Extremely/Very well NET	39	40
Extremely well	8	8
Very well	30	33
Moderately well	46	47
Not very/Not well at all NET	15	12
Not very well	12	9
Not at all well	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1

N=

573

582

Respondents who saw story 1B are shown the added sentence from the story.

DIS_EXPLICIT1A. Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".

If shown DISPLAY_S1B

EXP1. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	62
Helped a lot	33
Helped a little	29
Neither helped nor hurt	33
Hurt a little/Hurt a lot NET	5
Hurt a little	3
Hurt a lot	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1

N=

582

If shown DISPLAY_S1B

EXP2. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	66
Helped a lot	24
Helped a little	42
Neither helped nor hurt	28
Hurt a little/Hurt a lot NET	5
Hurt a little	4
Hurt a lot	*
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	582

If shown DISPLAY_S1B

EXP3. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Extremely/Very well NET	41
Extremely well	10
Very well	31
Somewhat well	43
Not very/Not well at all NET	15
Not very well	13
Not at all well	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	582

If shown DISPLAY_S1A

EXP4. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

Army officials say they repeatedly warned state officials about the concern but that the officials did little to minimize the impact on the community. The contamination, the army study warned, "could endanger lives as well as lead to declines in home values and business across the city".

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1A
Much/Somewhat more trustworthy NET	72
Much more trustworthy	34
Somewhat more trustworthy	38
Neither more nor less trustworthy	23
Somewhat less/Much less trustworthy NET	5
Somewhat less trustworthy	4
Much less trustworthy	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1

N=

573

Respondents saw either DISPLAY_S2A or DISPLAY_S2B S3B and their follow-up questions.

DISPLAY_S2A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

New recreation center for low-income neighborhood a casualty of parks scandal

A project aimed at helping the city's most marginalized, low-income neighborhood has been abandoned in the wake of a misuse of city funds by the Parks Director, according to documents obtained by a local media investigation.

The Mayor had designated the money for a recreation center in the city's poorest district, but the director funneled the money to a series of unauthorized projects.

The documents show the director misled city officials about how the funds were being spent, and the city no longer has the money to build the recreation center to help both low-income seniors and at-risk youth.

DISPLAY_S2B. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

Parks boss deceived Mayor, misused taxpayer money

The city's Parks Director intentionally defied the orders of the Mayor and diverted city money from a key recreation project to businesses owned by his friends and family, according to documents obtained by a local media investigation.

The Mayor had designated the money for a recreation center in the city’s poorest district, but the director funneled the money to a series of unauthorized projects.

The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor’s office about the funds and the project that residents voted to fund.

The documents show the director misled residents and other top city officials about how the funds were being spent, and the city no longer has the money to build the recreation center to help both low-income seniors and at-risk youth.

If shown DISPLAY_S2A or DISPLAY_S2B

GEN6_S2. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Extremely/Very likely NET	42	50
Extremely likely	11	17
Very likely	31	32
Somewhat likely	46	38
Not very/Not at all likely NET	12	12
Not very likely	11	9
Not at all likely	1	2
DON’T KNOW/SKIPPED ON WEB/REFUSED	-	*
<i>N=</i>	<i>557</i>	<i>598</i>

If shown DISPLAY_S2A or DISPLAY_S2B

GEN7_S2. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Angry	55	67
Pleased	1	*1
Bored	7	7
Interested	32	32
Sad	36	29
Happy	1	*
None	6	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	557	598

If shown DISPLAY_S2A or DISPLAY_S2B

GEN8_S2. Did this news story...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Deal fairly with all sides of the topic	61	54
Tend to favor one side of the topic	38	46
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	1
N=	557	598

If shown DISPLAY_S2A or DISPLAY_S2B
GEN9_S2. Did this news story seem...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Very/Somewhat trustworthy NET	84	87
Very trustworthy	14	17
Somewhat trustworthy	70	70
Somewhat/Very untrustworthy NET	15	13
Somewhat untrustworthy	13	10
Very untrustworthy	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	-
N=	557	598

If shown DISPLAY_S2A or DISPLAY_S2B

GEN10_S2. After reading this news story, how likely are you to pay attention to other stories from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 2A	Story 2B
Extremely/Very likely NET	27	33
Extremely likely	5	8
Very likely	22	25
Somewhat likely	60	53
Not very/Not at all likely NET	13	14
Not very likely	11	11
Not at all likely	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	*
N=	557	598

Respondents are shown the lede from their story above.

DIS_LEDE2A. New recreation center for low-income neighborhood a casualty of parks scandal

A project aimed at helping the city's most marginalized, low-income neighborhood has been abandoned in the wake of a misuse of city funds by the Parks Director, according to documents obtained by a local media investigation.

DIS_LEDE2B. Parks boss deceived Mayor, misused taxpayer money

The city's Parks Director intentionally defied the orders of the Mayor and diverted city money from a key recreation project to businesses owned by his friends and family, according to documents obtained by a local media investigation.

If shown DISPLAY_S2A or DISPLAY_S2B

LEDE4_2. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
Extremely/Very well NET	57	66
Extremely well	16	22
Very well	41	43
Somewhat well	32	25
Not very/Not well at all NET	11	9
Not very well	9	6
Not at all well	2	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	557	598

If shown DISPLAY_S2A or DISPLAY_S2B

LEDE5_2. How much did the headline and first sentence make you want to read the rest of the story?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
A great deal/Quite a bit NET	53	56
A great deal	15	22
Quite a bit	37	34
A moderate amount	32	29
Only a little/Not at all NET	15	14
Only a little	12	11
Not at all	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	1
N=	557	598

If shown DISPLAY_S2A or DISPLAY_S2B

LEDE6_2. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A	Story/Lede 2B
Extremely/Very well NET	36	42
Extremely well	4	10
Very well	32	33
Moderately well	48	40
Not very/Not well at all NET	15	18
Not very well	13	14
Not at all well	2	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	557	598

Respondents who saw story 2B are shown the added sentence from the story.

DIS_EXPLICIT2A. The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor's office about the funds and the project that residents voted to fund.

If shown DISPLAY_S2B

EXP5. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	64
Helped a lot	32
Helped a little	32
Neither helped nor hurt	29
Hurt a little/Hurt a lot NET	6
Hurt a little	4
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	598

If shown DISPLAY_S2B

EXP6. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Helped a lot/Helped a little NET	66
Helped a lot	20
Helped a little	46
Neither helped nor hurt	25
Hurt a little/Hurt a lot NET	8
Hurt a little	7
Hurt a lot	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	598

If shown DISPLAY_S2B

EXP7. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 1B
Extremely/Very well NET	45
Extremely well	11
Very well	35
Somewhat well	41
Not very/Not well at all NET	13
Not very well	8
Not at all well	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	1
N=	598

If shown DISPLAY_S2A

EXP8. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

The Parks Director bypassed protocols in order to send money to businesses with close connections to his family and friends, the investigation finds. Emails from the Parks Director reveal that he repeatedly disregarded instructions from the Mayor's office about the funds and the project that residents voted to fund.

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 2A
Much/Somewhat more trustworthy NET	62
Much more trustworthy	26
Somewhat more trustworthy	36
Neither more nor less trustworthy	31
Somewhat less/Much less trustworthy NET	7
Somewhat less trustworthy	5
Much less trustworthy	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*

N=

573

Respondents saw either DISPLAY_S3A or DISPLAY_S3B and their follow-up questions.

DISPLAY_S3A. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

New law will make voting easier, could boost participation by minorities, poor residents

State legislators narrowly approved a new law designed to make voting more fair and accessible to all residents.

The law will allow all people to vote on Election Day without having to register in advance or show a photo ID. The law is expected to increase voter turnout, especially among those groups of residents including racial minorities and poor residents who have tended to not participate in elections in the past.

Supporters of the new law say it will allow everyone an equal opportunity to participate in democratic process while opponents of the law say voter identification laws do not impact voter turnout.

DISPLAY_S3B. Please carefully read the following headline, first few paragraphs of the news story, and all of the information provided about it.

New law removes some of state's traditional voting rules

State legislators narrowly approved a new law designed to reduce long-standing voting requirements to verify the identity of all voters before they participate in an election.

The law will allow all people to vote on Election Day without having to register in advance or show a photo ID. The law is expected to increase voter turnout, especially among those groups of residents including racial minorities and poor residents who have tended to not participate in elections in the past.

Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections.

Supporters of the new law say it will allow everyone an equal opportunity to participate in democratic process while opponents of the law say voter identification laws do not impact voter turnout.

If shown DISPLAY_S3A or DISPLAY_S3B

GEN11_S3. How likely are you to pay attention to a news story like this?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Extremely/Very likely NET	54	55
Extremely likely	21	22
Very likely	32	33
Somewhat likely	35	31
Not very/Not at all likely NET	11	13
Not very likely	8	10
Not at all likely	3	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B

GEN12_S3. When reading this news story, which of the following best describe how you felt?

Select all that apply.

[RESPONSE OPTIONS RANDOMIZE]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Angry	24	27
Pleased	20	9
Bored	10	12
Interested	58	53
Sad	5	7
Happy	11	2
None	7	12
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	-
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B

GEN13_S3. Did this news story...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Deal fairly with all sides of the topic	44	62
Tend to favor one side of the topic	55	38
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	1
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B
GEN14_S3. Did this news story seem...

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Very/Somewhat trustworthy NET	70	78
Very trustworthy	14	13
Somewhat trustworthy	56	64
Somewhat/Very untrustworthy NET	30	22
Somewhat untrustworthy	22	17
Very untrustworthy	87	5
DON'T KNOW/SKIPPED ON WEB/REFUSED	-	*
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B

GEN15_S3. After reading this news story, how likely are you to pay attention to other stories from the same news source?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story 3A	Story 3B
Extremely/Very likely NET	27	31
Extremely likely	8	6
Very likely	19	24
Somewhat likely	50	53
Not very/Not at all likely NET	22	16
Not very likely	19	14
Not at all likely	4	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*	-
N=	598	557

Respondents are shown the lede from their story above.

DIS_LEDE3A. New law will make voting easier, could boost participation by minorities, poor residents
 State legislators narrowly approved a new law designed to make voting more fair and accessible to all residents.

DIS_LEDE3B. New law removes some of state's traditional voting rules
 State legislators narrowly approved a new law designed to reduce long-standing voting requirements to verify the identity of all voters before they participate in an election.

If shown DISPLAY_S3A or DISPLAY_S3B

LEDE7_3A. How well do you think the headline and first sentence of this news story, displayed above, focus on the most important point about this issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
Extremely/Very well NET	48	44
Extremely well	13	11
Very well	34	32
Somewhat well	33	42
Not very/Not well at all NET	18	14
Not very well	14	11
Not at all well	5	3
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	-
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B

LEDE8_3A. How much did the headline and first sentence make you want to read the rest of the story?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
A great deal/Quite a bit NET	52	46
A great deal	16	10
Quite a bit	36	36
A moderate amount	31	37
Only a little/Not at all NET	17	16
Only a little	13	12
Not at all	4	4
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*
N=	598	557

If shown DISPLAY_S3A or DISPLAY_S3B

LEDE9_3. Based on the headline and first sentence, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A	Story/Lede 3B
Extremely/Very well NET	28	22
Extremely well	8	5
Very well	20	17
Somewhat well	36	53
Not very/Not well at all NET	35	25
Not very well	21	18
Not at all well	14	7
DON'T KNOW/SKIPPED ON WEB/REFUSED	1	*

N=

598

557

Respondents who saw story 3B are shown the added sentence from the story.

DIS_EXPLICIT3A.Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections

If shown DISPLAY_S3B

EXP9. Did the sentence displayed above help, hurt, or neither help nor hurt your understanding of the topic?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Helped a lot/Helped a little NET	40
Helped a lot	14
Helped a little	26
Neither helped nor hurt	50
Hurt a little/Hurt a lot NET	10
Hurt a little	7
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*

N=

557

If shown DISPLAY_S3B

EXP10. How important to the story is the information provided by this sentence?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Helped a lot/Helped a little NET	44
Helped a lot	16
Helped a little	28
Neither helped nor hurt	43
Hurt a little/Hurt a lot NET	13
Hurt a little	11
Hurt a lot	2
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	557

If shown DISPLAY_S3B

EXP11. Based on this sentence, displayed above, how well do you feel like the story reflected the views of people like you on the issue?

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3B
Extremely/Very well NET	28
Extremely well	6
Very well	22
Somewhat well	46
Not very/Not well at all NET	26
Not very well	19
Not at all well	6
DON'T KNOW/SKIPPED ON WEB/REFUSED	*
N=	557

If shown DISPLAY_S3A

EXP12. Do you think the news story would have been more trustworthy, less trustworthy or it would have made no difference if it included the following information?

Some state legislators critical of the law feared the change could lead to an increase in voter fraud, noting that all residents have an interest in rules that support fair and secure elections.

[HALF ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC 8/18-24/2020	Story/Lede 3A
Much/Somewhat more trustworthy NET	55
Much more trustworthy	24
Somewhat more trustworthy	31
Neither more nor less trustworthy	37
Somewhat less/Much less trustworthy NET	7
Somewhat less trustworthy	6
Much less trustworthy	1
DON'T KNOW/SKIPPED ON WEB/REFUSED	1

N=

598

MISSION. Some local news outlets ask people to pay to support their operations. If each of the following was a message asking you to support a local news organization you read regularly, how likely would you be to pay after seeing the message?

AP-NORC 8/18-24/2020	Extremely/ Very likely NET	Extremely likely	Very likely	Somewhat likely	Not very/ Not at all likely NET	Not very likely	Not at all likely	DK/ SKP/ REF
We keep our leaders accountable. Support us today.	13	3	9	37	50	27	23	1
We've served our community since 1906. Support us today.	11	3	8	33	56	33	23	1
We look out for our most vulnerable. Support us today.	12	3	9	36	51	29	22	1
Financial support from those who can afford it makes our news and information available to those who can't. Support us today.	21	6	14	35	44	24	19	*
Our community needs a watchdog. Support us today.	11	2	8	31	58	36	21	1
People must know the facts for communities to thrive. Support us today.	18	5	13	36	45	28	17	1

Stay informed. Support us today.	14	4	10	29	57	34	22	1
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N= 1,155

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 8/18-24/2020
Democrat NET	47
Strong Democrat	16
Moderate Democrat	19
Lean Democrat	12
Independent/None – Don't lean	19
Republican NET	34
Lean Republican	12
Moderate Republican	13
Strong Republican	9

N=

1,155

D3. Generally speaking, do you consider yourself to be a liberal, moderate, or conservative?

If liberal:

D4. Do you consider yourself very liberal or somewhat liberal?

If conservative:

D5. Do you consider yourself very conservative or somewhat conservative?

Combines D3, D4, D5:

	AP-NORC 8/18-24/2020
Liberal NET	25
Very liberal	10
Somewhat liberal	15
Closer to liberal	12
Neither liberal nor conservative	24
Conservative NET	28
Closer to conservative	10
Somewhat conservative	17
Very conservative	11

N= 1,155

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

	AP-NORC 8/18-24/2020
Urban	25
Suburban	45
Rural	29
DON'T KNOW/SKIPPED ON WEB/REFUSED	*

N= 1,155

AGE

	AP-NORC 8/18-24/2020
18-29	23
30-44	26
45-59	25
60+	26

N= 1,155

GENDER

	AP-NORC 8/18-24/2020
Male	48
Female	52
<i>N=</i>	<i>1,155</i>

RACE/ETHNICITY

	AP-NORC 8/18-24/2020
White	63
Black or African American	12
Hispanic	17
Other	9
<i>N=</i>	<i>1,155</i>

MARITAL STATUS

	AP-NORC 8/18-24/2020
Married	55
Not married	45
<i>N=</i>	<i>1,155</i>

EDUCATION

	AP-NORC 8/18-24/2020
No college	38
Some college	28
BA or more	34
<i>N=</i>	<i>1,155</i>

INCOME

	AP-NORC 8/18-24/2020
Under \$10,000	6
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	11
\$30,000 to under \$40,000	11
\$40,000 to under \$50,000	7
\$50,000 to under \$75,000	22
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	13
\$150,000 or more	6

N=

1,155

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 August 18 and August 24, 2020, with 1,155 adults age 18 and older who completed survey 1 and did not skip any of the main grid questions. Respondents who skipped all of MFT1, MFT2, or JVALUE in survey 1 were not invited to the second wave.

The probability interviews were conducted using AmeriSpeak®, NORC's probability-based panel designed to be representative of the U.S. household population.

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 in survey 1, and 1,707 completed the first survey. 2,124 members were invited to complete survey 2. Interviews for both surveys were conducted online. Interviews were conducted in English. The final stage completion rate is 68%, the weighted household panel response rate is 24%, and the weighted household panel retention rate is 86%, for a cumulative response rate of 14%.

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 resulting from the study-specific sample design. Raking variables for the probability sample included age, gender, census division, race/ethnicity, and education. Population control totals for the raking variables were obtained from the 2020 Community Population Survey (CPS). The weighted data reflect the U.S. population of adults age 18 or older.

The overall margin of error for the sample is +/- 4.1 percentage points at the 95% confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

For more information, email info@norc.org.