



# 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	
<b>Top NET</b>	<b>94</b>
Several times an hour	6
Several times a day	66
Once a day	14
Several times a week	7
<b>Bot NET</b>	<b>7</b>
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	*

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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	*
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Whether or not someone conformed to the traditions of society	13	24	25	23	11	3	1
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Whether or not someone did something disgusting	6	11	20	26	26	10	1
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*N* = 2,142

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

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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
Compassion for those who are suffering is the most crucial virtue.	1	2	4	21	34	36	*

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*N* = 2,142

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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
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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>48</b>	19	28	<b>34</b>	<b>18</b>	13	5	1
Stories like this are important for people to know	<b>78</b>	47	31	<b>18</b>	<b>4</b>	3	1	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>14</b>	4	10	<b>16</b>	<b>70</b>	23	47	*
Stories like this make me want to learn more	<b>67</b>	31	36	<b>25</b>	<b>8</b>	7	2	*
<i>N = 1,560</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	<b>71</b>	41	30	<b>22</b>	<b>7</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I don't often talk about stories like this with my friends or family	<b>37</b>	16	21	<b>22</b>	<b>39</b>	16	23	1
Stories like this seem unimportant and not worth my time	<b>31</b>	12	29	<b>26</b>	<b>43</b>	27	16	-
I think stories like this are often exaggerated or even made up	<b>16</b>	11	6	<b>24</b>	<b>59</b>	41	18	-
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>31</b>	13	28	<b>33</b>	<b>36</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>38</b>	12	25	<b>33</b>	<b>29</b>	22	7	*
Stories like this are important for people to know	<b>55</b>	26	30	<b>30</b>	<b>14</b>	11	3	*
<i>N = 1,022</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	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	<b>15</b>	5	10	<b>18</b>	<b>66</b>	24	41	1
Stories like this make me want to learn more	<b>51</b>	18	33	<b>32</b>	<b>16</b>	12	5	1
These kinds of stories make me angry and I want to know the details	<b>50</b>	22	27	<b>34</b>	<b>17</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>43</b>	25	18	<b>18</b>	<b>38</b>	18	20	1
Stories like this seem unimportant and not worth my time	<b>43</b>	22	22	<b>24</b>	<b>32</b>	18	15	-
I think stories like this are often exaggerated or even made up	<b>26</b>	11	15	<b>26</b>	<b>48</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>39</b>	12	26	<b>37</b>	<b>24</b>	19	5	*
Stories like this are important for people to know	<b>61</b>	23	38	<b>32</b>	<b>7</b>	6	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>23</b>	7	17	<b>33</b>	<b>44</b>	28	16	*
Stories like this make me want to learn more	<b>58</b>	22	35	<b>34</b>	<b>8</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>28</b>	12	16	<b>29</b>	<b>42</b>	27	15	*
<i>N = 281</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
Stories like this seem unimportant and not worth my time	<b>37</b>	17	29	<b>32</b>	<b>30</b>	18	12	1
I think stories like this are often exaggerated or even made up	<b>14</b>	6	7	<b>27</b>	<b>59</b>	35	24	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>19</b>	9	10	<b>29</b>	<b>51</b>	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 = 1,068</i>	

*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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>42</b>	19	23	<b>34</b>	<b>24</b>	18	7	*
Stories like this are important for people to know	<b>67</b>	32	35	<b>27</b>	<b>6</b>	5	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>19</b>	9	10	<b>21</b>	<b>60</b>	23	37	*
Stories like this make me want to learn more	<b>62</b>	29	33	<b>30</b>	<b>7</b>	6	1	*
These kinds of stories make me angry and I want to know the details	<b>61</b>	33	28	<b>26</b>	<b>12</b>	9	3	*
<i>N = 1,064</i>								

*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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>27</b>	11	16	<b>35</b>	<b>35</b>	20	13	2
Stories like this seem unimportant and not worth my time	<b>27</b>	11	16	<b>35</b>	<b>35</b>	23	12	3
I think stories like this are often exaggerated or even made up	<b>16</b>	6	10	<b>27</b>	<b>56</b>	35	21	2
I have negative feelings about stories like this such as feeling annoyed, angry or bored	<b>19</b>	6	12	<b>31</b>	<b>49</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	No well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>46</b>	20	26	<b>32</b>	<b>21</b>	17	5	*
Stories like this are important for people to know	<b>71</b>	43	29	<b>23</b>	<b>6</b>	5	1	-
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>19</b>	8	12	<b>22</b>	<b>59</b>	27	32	*
Stories like this make me want to learn more	<b>66</b>	36	30	<b>27</b>	<b>7</b>	6	1	*

*N = 1,013*

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	No well at all	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	<b>44</b>	20	24	<b>31</b>	<b>24</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I don't often talk about stories like this with my friends or family	<b>43</b>	21	22	<b>21</b>	<b>35</b>	19	16	1
Stories like this seem unimportant and not worth my time	<b>41</b>	18	23	<b>26</b>	<b>32</b>	21	11	*
I think stories like this are often exaggerated or even made up	<b>51</b>	31	19	<b>22</b>	<b>27</b>	17	10	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>37</b>	17	20	<b>26</b>	<b>37</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I often talk about stories like this with my friends or family	<b>35</b>	11	25	<b>39</b>	<b>26</b>	18	7	*
Stories like this are important for people to know	<b>57</b>	22	35	<b>35</b>	<b>7</b>	6	2	*
<i>N = 1,011</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>20</b>	5	15	<b>27</b>	<b>53</b>	31	21	*
Stories like this make me want to learn more	<b>49</b>	16	33	<b>40</b>	<b>10</b>	8	2	*
These kinds of stories make me angry and I want to know the details	<b>34</b>	11	23	<b>36</b>	<b>29</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I don't often talk about stories like this with my friends or family	<b>42</b>	22	20	<b>23</b>	<b>34</b>	17	17	1
Stories like this seem unimportant and not worth my time	<b>28</b>	13	15	<b>31</b>	<b>39</b>	25	14	1
I think stories like this are often exaggerated or even made up	<b>28</b>	11	17	<b>23</b>	<b>48</b>	29	19	2
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>24</b>	9	16	<b>28</b>	<b>46</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
<i>N = 857</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>31</b>	11	20	<b>39</b>	<b>30</b>	23	8	*
Stories like this are important for people to know	<b>57</b>	20	37	<b>35</b>	<b>8</b>	7	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>17</b>	5	12	<b>28</b>	<b>56</b>	32	24	-
Stories like this make me want to learn more	<b>51</b>	17	34	<b>37</b>	<b>12</b>	11	1	*
These kinds of stories make me angry and I want to know the details	<b>36</b>	13	23	<b>39</b>	<b>25</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I don't often talk about stories like this with my friends or family	<b>44</b>	22	23	<b>24</b>	<b>30</b>	17	13	1
Stories like this seem unimportant and not worth my time	<b>35</b>	14	21	<b>32</b>	<b>31</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>31</b>	9	22	<b>39</b>	<b>30</b>	21	9	*
Stories like this are important for people to know	<b>60</b>	22	38	<b>32</b>	<b>7</b>	5	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>35</b>	11	24	<b>38</b>	<b>26</b>	18	9	1
Stories like this make me want to learn more	<b>52</b>	18	35	<b>37</b>	<b>9</b>	8	1	1
These kinds of stories make me angry and I want to know the details	<b>20</b>	7	12	<b>28</b>	<b>52</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
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AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>44</b>	23	21	<b>16</b>	<b>40</b>	22	18	*
Stories like this seem unimportant and not worth my time	<b>32</b>	12	19	<b>28</b>	<b>40</b>	26	13	1
I think stories like this are often exaggerated or even made up	<b>27</b>	13	14	<b>29</b>	<b>44</b>	30	14	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>22</b>	10	12	<b>27</b>	<b>50</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>37</b>	14	23	<b>35</b>	<b>27</b>	20	7	1
Stories like this are important for people to know	<b>64</b>	30	34	<b>30</b>	<b>6</b>	5	1	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>18</b>	7	11	<b>21</b>	<b>60</b>	27	33	1
Stories like this make me want to learn more	<b>54</b>	23	31	<b>36</b>	<b>10</b>	9	1	1
These kinds of stories make me angry and I want to know the details	<b>46</b>	20	26	<b>33</b>	<b>21</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I don't often talk about stories like this with my friends or family	<b>34</b>	16	18	<b>31</b>	<b>36</b>	21	15	-
Stories like this seem unimportant and not worth my time	<b>21</b>	7	15	<b>28</b>	<b>51</b>	36	15	-
I think stories like this are often exaggerated or even made up	<b>22</b>	9	13	<b>21</b>	<b>57</b>	34	23	-
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>21</b>	9	12	<b>27</b>	<b>51</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SJP/REF
I often talk about stories like this with my friends or family	<b>41</b>	15	26	<b>36</b>	<b>23</b>	18	6	*
Stories like this are important for people to know	<b>68</b>	30	38	<b>27</b>	<b>5</b>	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>53</b>	22	31	<b>28</b>	<b>18</b>	10	8	1
Stories like this make me want to learn more	<b>59</b>	24	35	<b>31</b>	<b>9</b>	8	1	1

*N = 1,112*

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SJP/REF
These kinds of stories make me angry and I want to know the details	<b>32</b>	14	18	<b>26</b>	<b>41</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I often talk about stories like this with my friends or family	<b>41</b>	15	26	<b>36</b>	<b>23</b>	18	6	*
Stories like this are important for people to know	<b>68</b>	30	38	<b>27</b>	<b>5</b>	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>53</b>	22	31	<b>28</b>	<b>18</b>	10	8	1
Stories like this make me want to learn more	<b>59</b>	24	35	<b>31</b>	<b>9</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>46</b>	19	27	<b>33</b>	<b>20</b>	14	6	1
Stories like this are important for people to know	<b>69</b>	39	30	<b>24</b>	<b>6</b>	5	1	1
<i>N = 1,165</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	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	<b>13</b>	6	7	<b>14</b>	<b>72</b>	25	48	1
Stories like this make me want to learn more	<b>64</b>	31	33	<b>26</b>	<b>8</b>	7	2	1
These kinds of stories make me angry and I want to know the details	<b>63</b>	33	30	<b>27</b>	<b>9</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>39</b>	25	14	<b>23</b>	<b>38</b>	21	17	1
Stories like this seem unimportant and not worth my time	<b>27</b>	15	12	<b>23</b>	<b>50</b>	28	22	1
<i>N = 164</i>								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	well at all	DK/SKP/REF
I think stories like this are often exaggerated or even made up	<b>32</b>	15	17	<b>24</b>	<b>43</b>	24	19	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>34</b>	19	15	<b>29</b>	<b>37</b>	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]**

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

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*N = 1,012*

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*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]**

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AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>32</b>	9	23	<b>37</b>	<b>30</b>	22	8	*
Stories like this are important for people to know	<b>44</b>	17	27	<b>45</b>	<b>10</b>	10	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>20</b>	6	13	<b>30</b>	<b>49</b>	28	21	1
Stories like this make me want to learn more	<b>38</b>	12	26	<b>46</b>	<b>15</b>	12	3	1
These kinds of stories make me angry and I want to know the details	<b>26</b>	9	16	<b>41</b>	<b>32</b>	24	9	1

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*N = 635*

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*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]**

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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	<b>41</b>	21	20	<b>19</b>	<b>40</b>	20	20	*
Stories like this seem unimportant and not worth my time	<b>35</b>	16	19	<b>33</b>	<b>30</b>	20	11	1
I think stories like this are often exaggerated or even made up	<b>15</b>	5	10	<b>20</b>	<b>64</b>	36	29	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>14</b>	4	10	<b>21</b>	<b>63</b>	35	28	1
<i>N = 682</i>								

### **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 = 1,061</i>	

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

*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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	98
I often talk about stories like this with my friends or family	<b>28</b>	9	20	<b>39</b>	<b>32</b>	25	7	*
Stories like this are important for people to know	<b>54</b>	19	35	<b>38</b>	<b>8</b>	6	2	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>40</b>	13	27	<b>40</b>	<b>19</b>	13	7	*
Stories like this make me want to learn more	<b>48</b>	15	33	<b>39</b>	<b>13</b>	10	2	*
These kinds of stories make me angry and I want to know the details	<b>24</b>	8	16	<b>26</b>	<b>50</b>	25	25	*
<i>N</i> = 962								

If not too well or not well at all in VALUE4B\_Q1

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

**[ITEMS RANDOMIZED]**

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>43</b>	23	20	<b>20</b>	<b>36</b>	17	19	1
Stories like this seem unimportant and not worth my time	<b>33</b>	14	18	<b>27</b>	<b>39</b>	22	17	2
I think stories like this are often exaggerated or even made up	<b>12</b>	6	6	<b>21</b>	<b>66</b>	36	30	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>17</b>	7	9	<b>20</b>	<b>62</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>32</b>	12	21	<b>38</b>	<b>29</b>	22	8	*
Stories like this are important for people to know	<b>58</b>	22	36	<b>34</b>	<b>8</b>	6	2	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>68</b>	33	35	<b>26</b>	<b>6</b>	4	2	*
Stories like this make me want to learn more	<b>44</b>	16	28	<b>41</b>	<b>15</b>	12	3	1
<i>N</i> = 975								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	<b>13</b>	4	8	<b>12</b>	<b>75</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>43</b>	27	17	<b>22</b>	<b>35</b>	16	19	*
Stories like this seem unimportant and not worth my time	<b>32</b>	17	15	<b>29</b>	<b>39</b>	26	12	*
I think stories like this are often exaggerated or even made up	<b>10</b>	4	5	<b>19</b>	<b>70</b>	37	33	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>11</b>	6	5	<b>19</b>	<b>69</b>	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?**

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	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>	

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*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]**

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

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*N = 697*

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

*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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>52</b>	32	20	<b>14</b>	<b>34</b>	16	18	*
<i>N = 621</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	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]**

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AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>42</b>	17	25	<b>33</b>	<b>25</b>	19	6	*
Stories like this are important for people to know	<b>68</b>	32	36	<b>27</b>	<b>5</b>	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>26</b>	9	17	<b>30</b>	<b>44</b>	25	19	1
Stories like this make me want to learn more	<b>66</b>	31	36	<b>27</b>	<b>6</b>	4	1	1
These kinds of stories make me angry and I want to know the details	<b>26</b>	12	14	<b>27</b>	<b>47</b>	28	19	*

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*N = 1,179*

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*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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>42</b>	15	27	<b>34</b>	<b>24</b>	18	6	*
Stories like this are important for people to know	<b>69</b>	32	37	<b>26</b>	<b>5</b>	4	1	*
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>17</b>	6	12	<b>23</b>	<b>60</b>	31	29	*
Stories like this make me want to learn more	<b>57</b>	23	34	<b>34</b>	<b>8</b>	6	2	1
These kinds of stories make me angry and I want to know the details	<b>39</b>	15	24	<b>36</b>	<b>25</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>32</b>	13	18	<b>22</b>	<b>46</b>	25	20	1
Stories like this seem unimportant and not worth my time	<b>33</b>	12	21	<b>31</b>	<b>35</b>	22	14	*
I think stories like this are often exaggerated or even made up	<b>14</b>	4	10	<b>29</b>	<b>58</b>	35	22	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>17</b>	5	12	<b>26</b>	<b>56</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>31</b>	10	21	<b>34</b>	<b>33</b>	23	10	1
Stories like this are important for people to know	<b>54</b>	20	34	<b>37</b>	<b>9</b>	7	2	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>21</b>	7	14	<b>32</b>	<b>46</b>	25	21	1
Stories like this make me want to learn more	<b>46</b>	15	30	<b>40</b>	<b>14</b>	12	2	1
<i>N</i> = 944								

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
These kinds of stories make me angry and I want to know the details	<b>26</b>	10	17	<b>32</b>	<b>41</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat likely</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>49</b>	21	28	<b>18</b>	<b>31</b>	16	15	1
Stories like this seem unimportant and not worth my time	<b>43</b>	19	24	<b>26</b>	<b>30</b>	20	10	1
I think stories like this are often exaggerated or even made up	<b>22</b>	9	14	<b>28</b>	<b>49</b>	30	19	1
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>25</b>	10	15	<b>30</b>	<b>44</b>	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]**

	<b>Top</b>	Extremely	Very	<b>Somewhat</b>	<b>Bot</b>	Not	Not	
	<b>NET</b>	well	well	<b>well</b>	<b>NET</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I often talk about stories like this with my friends or family	<b>37</b>	11	26	<b>33</b>	<b>30</b>	20	10	*
Stories like this are important for people to know	<b>51</b>	20	31	<b>34</b>	<b>14</b>	11	4	1
I have positive feelings about stories like this such as feeling inspired, happy, or entertained	<b>28</b>	9	19	<b>30</b>	<b>41</b>	24	18	1
Stories like this make me want to learn more	<b>52</b>	20	32	<b>37</b>	<b>10</b>	8	2	1
These kinds of stories make me angry and I want to know the details	<b>27</b>	10	17	<b>31</b>	<b>41</b>	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	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
I don't often talk about stories like this with my friends or family	<b>40</b>	19	21	<b>21</b>	<b>39</b>	22	17	*

*N = 413*

AP-NORC 10/22/2019-11/15/2019	<b>Top NET</b>	Extremely well	Very well	<b>Somewhat well</b>	<b>Bot NET</b>	Not too well	Not well at all	DK/SKP/REF
Stories like this seem unimportant and not worth my time	<b>36</b>	16	20	<b>30</b>	<b>33</b>	23	10	*
I think stories like this are often exaggerated or even made up	<b>19</b>	6	13	<b>26</b>	<b>55</b>	35	20	*
I have negative feelings about stories like this such as feeling annoyed, angry, or bored	<b>24</b>	7	18	<b>21</b>	<b>55</b>	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	
<b>Top NET</b>	<b>40</b>
Very trustworthy	6
Somewhat trustworthy	34
Neither trustworthy nor untrustworthy	22
<b>Bot NET</b>	<b>37</b>
Somewhat untrustworthy	20
Very untrustworthy	17
SKIPPED/REFUSED	*
<i>N = 2,124</i>	

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

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	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	*

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*N* = 2,124

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**Q8A. Here is a pair of opposite phrases. Which phrase do you feel better describes news media?**

**Would you say the news media...?**

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	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	*

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*N* = 2,124

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**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	
<b>Top NET</b>	<b>44</b>
1	15
2	17
3	11
4	20
<b>Bot NET</b>	<b>36</b>
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	
<b>Top NET</b>	<b>33</b>
1	9
2	15
3	9
4	25
<b>Bot NET</b>	<b>41</b>
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**

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

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## **Study Methodology**

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

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.

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