



Robert F. Kennedy Human Rights/AP-NORC Poll

Conducted by the RFK Human Rights and The Associated Press-NORC Center for Public Affairs
Research
Funded by Robert F. Kennedy Human Rights

Interviews: 03/30-04/03/23 1,002 adults

Margin of error: +/- 4.4 percentage points at the 95% confidence level among all adults

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

AP1. Choose the statement that best describes you, even if it is not exactly right. In general, ...

	AP-NORC
	03/30-04/03/23
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/REFUSED	*
N=	1,002

AP2. How often do you get news and information from each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	Often/			Hardly ever /				
AP-NORC	Sometimes			Never	Hardly			SKP/
03/30-04/03/23	NET	Often	Sometimes	NET	ever	Never	DK	REF
National news media,								
including their								
websites or apps	75	43	32	24	16	8	-	1
Local news media,								
including their								
websites or apps	75	38	37	24	16	8	-	1
Social media	65	34	32	34	18	16	-	1

AP3. Which of the following best describes the news media you use most often? [RESPONDENTS SELECT ALL THAT APPLY]

	AP-NORC
	03/30-04/03/23
Social media such as Facebook, Twitter, or YouTube	45
A search engine	26
An online aggregator, such as Apple News or Google News,	
that combines news or information from other sources	26
A local TV station, its website, app, or news alert	52
A local newspaper, its website, app, or news alert	24
A radio station, local or national, its website, app, or news	
alert	27
A national TV network, its website, app or news alerts	45
A national or international newspaper, its website, app or	
news alert	17
Podcasts	13
An online-only publisher, such as Axios, BuzzFeed, or	
Huffington Post, its app, or news alerts	10
A blog, Substack, or website of someone you follow	7
Word of mouth from friends or family (including in person,	
by phone, email, text, or messaging apps)	34
DON'T KNOW	-
SKIPPED/REFUSED	*

N= 1,002

AP4. How well do you feel you understand each of the following?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

					Not very				
	Extremely			Some-	well / not	Not	Not		
AP-NORC	/very well	Extremely	Very	what	well at all	very	well		SKP/
03/30-04/03/23	NET	well	well	well	NET	well	at all	DK	REF
Issues facing your local									
community	31	7	24	53	16	13	3	-	*
Issues facing the United States	43	12	30	45	12	11	2	-	*
Issues facing the world	34	9	25	49	17	14	3	*	*

AP5. How well do the news media cover the issues you care about in each of the following? [GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

					Not very				
	Extremely			Some-	well / not	Not	Not		
AP-NORC	/ very	Extremely	Very	what	well at all	very	well		SKP/
03/30-04/03/23	well NET	well	well	well	NET	well	at all	DK	REF
In your local community	27	3	23	45	28	21	7	*	1
In the United States	29	6	23	43	27	20	8	*	1
Around the world	23	4	19	45	30	23	7	*	1

N=1,002

AP6. When trying to understand the issues you care about, how often do you do each of the following?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC		Some of the	Most of the	All of the		SKP/
03/30-04/03/23	Rarely	time	time	time	DK	REF
Read, listen, or watch the news headlines of						
the day	14	27	33	26	-	1
Read, listen, or watch the news beyond the						
headlines	13	36	34	16	*	1
Read, listen, or watch opinion pieces from						
experts on the issue	25	43	20	10	*	2
Read, listen, or watch in-depth or						
investigative reporting	23	42	24	9	*	2

Q7. When it comes to understanding the issues you care about, how helpful is each of the following types of journalism?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	Extremely				Not very / not at				
	/ very				all	Not			
AP-NORC	helpful	Extremely	Very	Somewhat	helpful	very	Not at all		SKP/
03/30-04/03/23	NET	helpful	helpful	helpful	NET	helpful	helpful	DK	REF
News stories that		-	-			-	-		
report the facts of									
the issue	64	29	35	29	5	3	3	-	1
Detailed news									
stories that report									
in-depth									
background									
information and									
analysis of the									
issues	57	21	35	33	9	6	3	*	1
Opinion pieces								_	
that provide the									
views of experts									
on the issue	23	6	17	48	28	19	8	*	1

Q8. The following are some examples of rights and freedoms listed in the Bill of Rights or that are protected under various American laws and court rulings. For each one, please select if you think the U.S. government is doing a good job, poor job, or neither a good nor poor job of protecting that particular right or freedom.

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

				Neither					
	Very /			a good	Very /				
	somewhat	Very		job nor	somewhat		Very		
AP-NORC	good job	good	Somewhat	poor	poor job	Somewhat	poor		SKP/
03/30-04/03/23	NET	job	good job	job	NET	poor job	job	DK	REF
The right to vote	49	21	28	24	26	17	8	*	1
The freedom of religion	47	16	30	25	26	16	10	*	2
The right of the people to									
assemble peacefully	42	11	31	28	29	17	12	-	1
The freedom of speech	42	12	30	26	31	17	14	*	1
The right to trial by an									
impartial jury	41	9	32	33	25	16	9	*	1
The freedom of the press	44	13	32	31	24	14	10	*	1
The right of everyone to									
equal protection under									
the law	31	7	24	22	46	26	20	-	1
The right to keep and									
bear arms	34	11	23	28	37	19	18	*	2

N=1,002

AP9. In general, how much trust and confidence do you have in the news media when it comes to reporting the news fully, accurately, and fairly?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	03/30-04/03/23
A great deal / a lot NET	16
A great deal	3
A lot	13
A moderate amount	39
A little / none NET	45
A little	29
None	16
DON'T KNOW	-
SKIPPED/REFUSED	*

AP10. Which phrase do you feel better describes the news media these days? Would you say the news media...

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	03/30-04/03/23
Is doing more to protect democracy	17
Is doing more to hurt democracy	40
Neither applies	42
DON'T KNOW	*
SKIPPED/REFUSED	1

N= 1,002

AP11. Is the news media doing more to increase political divisions in the United States, decrease political divisions, or does it not have any impact?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC 03/30-04/03/23
Increase a lot / a little NET	74
Increase a lot	42
Increase a little	31
No impact	18
Decrease a lot / a little NET	6
Decrease a little	4
Decrease a lot	3
DON'T KNOW	*
SKIPPED/REFUSED	1

AP12. How big of a problem do you think each of the following is in the United States today?

			Not a		
AP-NORC	Major	Minor	problem at		SKP/
03/30-04/03/23	problem	problem	all	DK	REF
Journalists having too much opinion in their					
stories	54	36	8	*	2
Journalists from real news organizations					
making stuff up	58	29	11	*	1
Made-up stories from fictional news outlets	61	28	9	*	2
News stories from real organizations that are					
unfair	49	41	8	*	1
Media outlets that spread conspiracy theories					
and unsubstantiated rumors	69	23	7	*	2
News stories that mostly create conflict rather					
than help address it	71	24	5	*	1

N=1,002

AP13. How much of an influence do each of the following have on the news media in the United States?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

AP-NORC	Major	Minor	No		SKP/
03/30-04/03/23	influence	influence	influence	DK	REF
The U.S. government	60	31	7	*	2
Corporations and their leaders	66	28	5	*	2
The political preferences of the audience	56	35	8	*	1
The political preferences of journalists themselves	58	35	5	*	2
The political preferences of the news					
organization's ownership	74	20	4	*	2
Foreign governments	32	51	15	*	1

AP14. How concerned are you about each of the following?

AP-NORC 03/30-04/03/23	Extremely / very concerned NET	Extremely concerned	Very concerned	Somewhat concerned	Not very concerned / not concerned at all NET	Not very	Not concerned at all	DK	SKP/ REF
Attacks on journalists Restrictions on press freedoms in	35	14	22	31	32	23	9	-	2
the United States	36	15	21	36	27	22	6	*	1
Restrictions on press freedoms in other countries	34	14	20	38	27	38	19	1	1

N=1,002

AP15. How helpful would each of the following be for strengthening the news media in the United States?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	Extremely				Not very /				
	/ very				not at all	Not	Not at		
AP-NORC	helpful	Extremely	Very	Somewhat	helpful	very	all		SKP/
03/30-04/03/23	NET	helpful	helpful	helpful	NET	helpful	helpful	DK	REF
Increase funding for independent news media	32	12	20	41	25	16	8	*	2
Strengthen legal protections for journalists	33	13	20	43	22	16	6	*	2
Strengthen civic education in schools	50	25	25	34	15	10	4	*	2
Increase diversity in newsrooms and media ownership	38	14	24	35	24	15	9	-	2

AP16. Do you think the news media does a good job, a poor job, or neither a good nor poor job covering each of the following topics in the United States?

				Neither					
	Very/		Some-	good	Very/	Some-			
	somewhat	Very	what	nor	somewhat	what	Very		
AP-NORC	good job	good	good	poor	poor job	poor	poor		SKP/
03/30-04/03/23	NET	job	job	job	NET	job	job	DK	REF
Freedom of speech and									
expression	26	4	23	39	33	19	14	*	2
Gender and LGBTQ+ issues	25	5	20	38	35	19	16	*	1
Abortion policy	27	5	22	32	39	21	18	*	1
Racial and ethnic									
discrimination	27	5	22	29	43	23	19	*	2
Elections and politics	38	8	31	25	35	18	16	*	2
Immigration	25	5	20	27	47	23	23	*	2
Government spending	24	4	20	26	49	24	25	-	2
Military and national									
defense	33	5	28	33	32	19	12	-	2
Crime and criminal justice	32	5	27	29	36	21	15	*	2
Environment and climate									
change	28	6	23	29	41	21	19	*	2
Healthcare	27	5	23	34	37	22	15	-	1
Education	24	4	20	30	44	26	18	*	2

N=1,002

AP17. When it comes to getting information about current events and important issues in the U.S. and around the world, do you think the spread of misinformation is a major problem, a minor problem or not a problem at all?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	03/30-04/03/23
Major problem	71
Minor problem	22
Not a problem at all	6
DON'T KNOW	*
REFUSED	*

AP18. About how often do you encounter the following?

		A few		A few				
AP-NORC		times a	Once a	times a	Once a			SKP/
03/30-04/03/23	Daily	week	week	month	month	Never	DK	REF
False claims from politicians in news stories	32	26	10	17	7	6	*	2
News headlines that are misleading	31	27	15	14	7	5	*	2
Conspiracy theories in news stories	19	18	16	22	14	8	*	2
Biased journalism	35	23	10	15	5	9	*	2

N=1,002

AP19. When you read, watch, or listen to a news story, how important is each of the following in deciding whether it is trustworthy?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	Extremely / very				Not very important / not at all				
AP-NORC	important	Extremely	Very	Somewhat	important	Not very	Not at all		SKP/
03/30-04/03/23	NET	important	important	important	NET	important	important	DK	REF
The news organization that publishes the story	60	29	31	30	9	7	3	-	1
The person, group, or organization who shares the story with									
me	48	20	28	35	16	11	5	-	1
The story has a lot of shares, comments or likes on social media	10	4	6	25	63	26	37	1	1
The sources that are cited in the story	66	27	39	25	8	5	2	-	1
The specific journalist who reported the story	40	14	27	37	22	16	6	-	1
My gut instinct about the story	41	11	29	41	17	13	4	*	2

AP20. When you see a news story on social media do you expect it will mostly be accurate or mostly be inaccurate?

[HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	03/30-04/03/23
Mostly be accurate	31
Mostly be inaccurate	65
DON'T KNOW	1
REFUSED	3
N=	1,002

AP21. Which of the following do you think is the bigger problem on social media these days? [HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	AP-NORC
	03/30-04/03/23
People being allowed to say	
harmful or misleading things	67
People being prevented from	
saying what they want	29
DON'T KNOW	1
REFUSED	3
N=	1,002

AP22. How much responsibility do you think each of the following has for the *spread* of misinformation about current events and important issues?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	A great				Only a				
	deal /	Α		Α	little /				
AP-NORC	quite a	great	Quite a	moderate	none at	Only a	None at		SKP/
03/30-04/03/23	bit NET	deal	bit	amount	all NET	little	all	DK	REF
Social media users	65	41	25	23	9	6	3	*	2
Social media companies									
such as Facebook or Meta,									
Twitter, and YouTube	65	40	25	22	11	7	4	*	1
Politicians in the U.S.	64	34	30	27	8	6	2	-	2
The news media	58	30	28	28	12	9	3	-	2
The U.S. government	48	24	24	34	17	14	3	-	1
Foreign governments	38	17	22	35	25	21	4	*	2

AP23. How much responsibility do you think each of the following has for *addressing* the spread of misinformation in the U.S.?

[GRID ITEMS RANDOMIZED, HALF SAMPLE ASKED RESPONSE OPTIONS IN REVERSE ORDER]

	A great				Only a				
	deal /	Α		Α	little /				
AP-NORC	quite a	great	Quite	moderate	none at all	Only a	None		SKP/
03/30-04/03/23	bit NET	deal	a bit	amount	NET	little	at all	DK	REF
Social media users	57	34	23	25	17	10	6	*	1
Social media companies									
such as Facebook or Meta,									
Twitter, and YouTube	59	36	23	24	16	10	6	-	1
Politicians in the U.S.	61	35	26	22	16	10	6	*	1
The news media	63	37	25	24	12	8	4	*	1
The U.S. government	52	32	20	28	18	11	6	*	1
Foreign governments	34	17	16	30	35	20	15	*	2

N=1,002

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 not so strong Democrat?

If Republican:

PIDB. Do you consider yourself a strong or not so strong 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
	03/30-04/03/23
Democrat NET	42
Strong Democrat	17
Not so strong Democrat	16
Lean Democrat	9
Independent/None – Don't lean	18
Republican NET	40
Lean Republican	11
Not so strong Republican	12
Strong Republican	17
<u> </u>	

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
	03/30-04/03/23
Liberal NET	21
Very liberal	11
Somewhat liberal	10
Moderate	46
Conservative NET	30
Somewhat conservative	15
Very conservative	14
DON'T KNOW	1
SKIPPED ON WEB/REFUSED	3
N/—	1 002

N= 1,002

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

	AP-NORC
	03/30-04/03/23
Urban area	24
Suburban area	48
Rural area	26
DON'T KNOW	*
SKIPPED ON WEB/REFUSED	1

RELIG. What is your present religion, if any?

N=

	AP-NORC
	03/30-04/03/23
Protestant	25
Roman Catholic	19
Mormon	2
Orthodox	*
Jewish	2
Muslim	1
Buddhist	1
Hindu	*
Atheist	6
Agnostic	6
Nothing in particular	15
Just Christian	17
Unitarian	1
Something else	3
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	-

If Religion is Protestant, Roman Catholic, Mormon, Orthodox, Christian, or something else: BORN. Would you describe yourself as a 'born-again' or evangelical Christian, or not?

1,002

	AP-NORC
	03/30-04/03/23
Yes	31
No	68
DON'T KNOW	-
SKIPPED ON WEB/REFUSED	1
N=	1.002

LGBT. This next question is about sexual orientation. Which of the following best represents how you think of yourself?

	AP-NORC
	03/30-04/03/23
Lesbian or Gay	2
Straight, that is not lesbian or gay	89
Bisexual	5
Something else	2
I don't know the answer	2
SKIPPED ON WEB/REFUSED	*

AGE

	AP-NORC
	03/30-
	04/03/23
18-29	19
30-44	26
45-59	24
60+	31
N=	1,002

GENDER

	AP-NORC
	03/30-
	04/03/23
Male	49
Female	51
N=	1,002

RACE/ETHNICITY

	AP-NORC
	03/30-
	04/03/23
White	62
Black or African American	12
Hispanic	17
Other	9
N=	1,002

MARITAL STATUS

	AP-NORC
	03/30-
	04/03/23
Married	50
Not married	50
N_	1 002

EMPLOYMENT STATUS

	AP-NORC
	03/30-
	04/03/23
Employed	61
Not employed	39
N=	1 002

EDUCATION

	AP-NORC
	03/30-
	04/03/23
Less than a high school diploma	9
High school graduate or equivalent	29
Some college	27
College graduate or above	20
Post grad study/professional degree	15
Λ/-	1 002

N= 1,002

CENSUS REGION

	AP-NORC
	03/30-
	04/03/23
Northeast NET	17
New England	5
Mid-Atlantic	13
Midwest NET	21
East North Central	14
West North Central	7
South NET	39
South Atlantic	20
East South Central	6
West South Central	12
West NET	23
Mountain	7
Pacific	16
N=	1,002

HOME OWNERSHIP

	AP-NORC
	03/30-
	04/03/23
Owned or being bought by you or	
someone in your household	74
Rented for cash	22
Occupied without payment of cash rent	4

N= 1,002

INCOME

	AP-NORC
	03/30-
	04/03/23
Under \$10,000	5
\$10,000 to under \$20,000	9
\$20,000 to under \$30,000	7
\$30,000 to under \$40,000	9
\$40,000 to under \$50,000	8
\$50,000 to under \$75,000	19
\$75,000 to under \$100,000	14
\$100,000 to under \$150,000	17
\$150,000 or more	12

Study Methodology

This study, funded by Robert F. Kennedy Human Rights, was conducted by The Associated Press-NORC Center for Public Affairs Research. Staff from NORC at the University of Chicago, The Associated Press, and Robert F. Kennedy Human Rights collaborated on all aspects of the study.

Data were collected using the AmeriSpeak Omnibus®, a monthly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. household population. The survey was part of a larger study that included questions about other topics not included in this report. During the initial recruitment phase of the 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 percent of the U.S. household population. Those excluded from the sample include people with P.O. Box only addresses, some addresses not listed in the USPS Delivery Sequence File, and some newly constructed dwellings.

Interviews for this survey were conducted between March 30 and April 3, 2023, with adults aged 18 and over representing the 50 states and the District of Columbia. Panel members were randomly drawn from AmeriSpeak, and 1,002 completed the survey—944 via the web and 58 by telephone. Panel members were invited by email or by phone from an NORC telephone interviewer. Interviews were conducted in English. Respondents were offered a small monetary incentive for completing the survey. The final stage completion rate is 14.5 percent, the weighted household panel response rate is 20.6 percent, and the weighted household panel retention rate is 79.9 percent, for a cumulative response rate of 2.4 percent. The overall margin of sampling error is +/- 4.4 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Sampling error is only one of many potential sources of error and there may be other unmeasured error in this or any other survey.

Quality assurance checks were conducted to ensure data quality. In total, 54 interviews were removed for nonresponse to at least 50% of the questions asked of them, for completing the survey in less than one-third the median interview time for the full sample, or for straight-lining all grid questions asked of them. These interviews were excluded from the data file prior to weighting.

Once the sample has been selected and fielded, and all the study data have been collected and made final, a poststratification process is used to adjust for any survey nonresponse as well as any noncoverage or under and oversampling resulting from the study specific sample design.

Poststratification variables included age, gender, census division, race/ethnicity, and education. Weighting variables were obtained from the 2022 Current Population Survey. The weighted data reflect the U.S. population of adults aged 18 and over.

Complete questions and results are available at: apnorc.org.

Additional information on the AmeriSpeak Panel methodology is available at: https://amerispeak.norc.org/about-amerispeak/Pages/Panel-Design.aspx.

For more information, email info@apnorc.org.

About the Robert F. Kennedy Human Rights

Robert F. Kennedy Human Rights advocates for human rights issues and pursues strategic litigation to hold governments accountable at home and around the world. We foster a social good approach to business, celebrate agents of change, and to ensure change that lasts, we educate millions of students about human rights, training the next generation of leaders. https://rfkhumanrights.org/

About the Associated Press-NORC Center for Public Affairs Research

The AP-NORC Center for Public Affairs Research taps into the power of social science research and the highest-quality journalism to bring key information to people across the nation and throughout the world.

- The Associated Press (AP) is an independent global news organization dedicated to factual reporting. Founded in 1846, AP today remains the most trusted source of fast, accurate, unbiased news in all formats and the essential provider of the technology and services vital to the news business. More than half the world's population sees AP journalism every day. www.ap.org
- NORC at the University of Chicago is one of the oldest objective and nonpartisan research institutions in the world. www.norc.org

The two organizations have established The AP-NORC Center for Public Affairs Research to conduct, analyze, and distribute social science research in the public interest on newsworthy topics, and to use the power of journalism to tell the stories that research reveals.

The founding principles of The AP-NORC Center include a mandate to carefully preserve and protect the scientific integrity and objectivity of NORC and the journalistic independence of AP. All work conducted by the Center conforms to the highest levels of scientific integrity to prevent any real or perceived bias in the research. All of the work of the Center is subject to review by its advisory committee to help ensure it meets these standards. The Center will publicize the results of all studies and make all datasets and study documentation available to scholars and the public.