NORC at the University of Chicago

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The Evolving News Landscape: Comparing Media Habits and Trust Between Teens and Adults

Presented by:
NORC at the University of Chicago

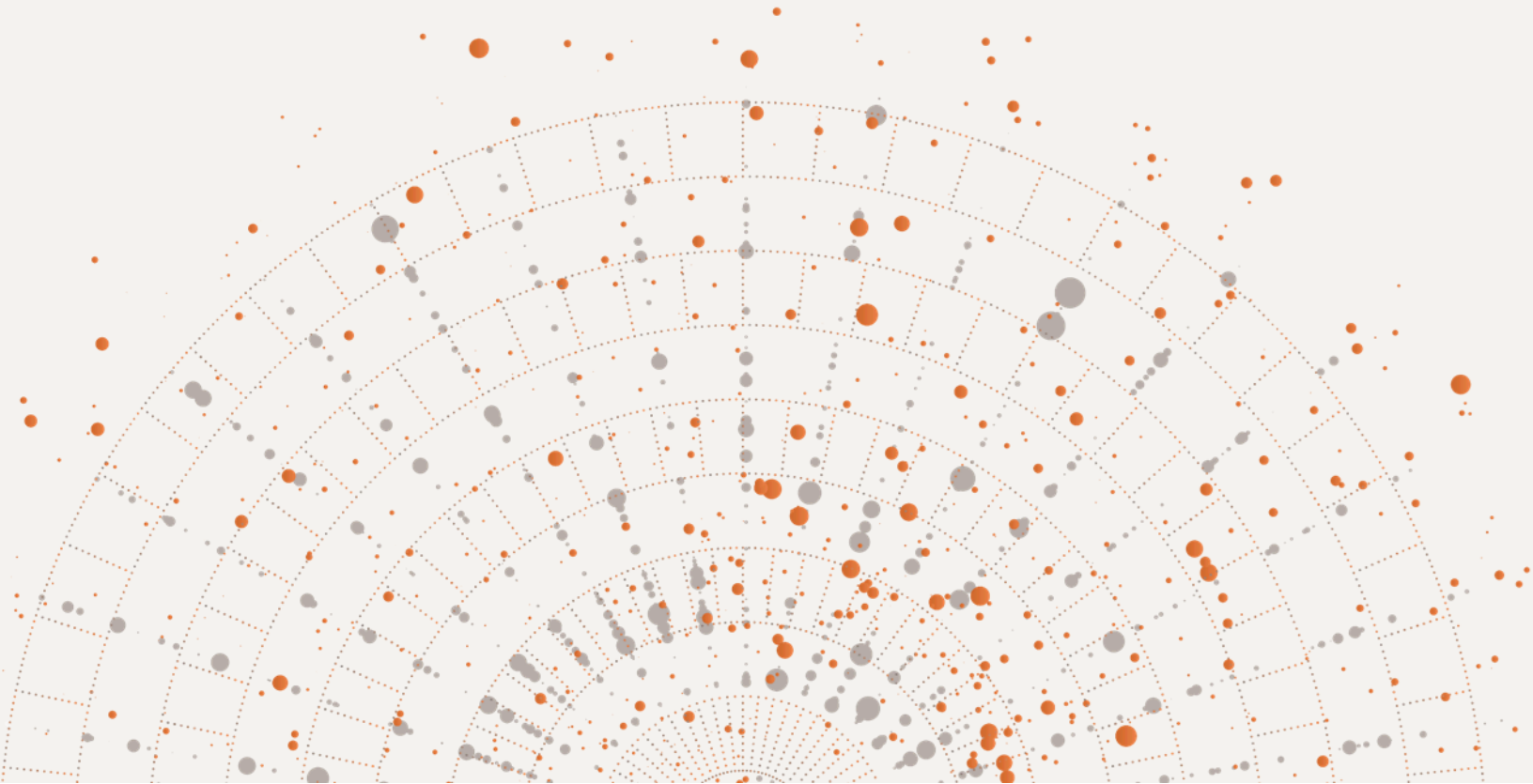


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Study Methodology

This survey was conducted by the Media Insight Project, an initiative of the American Press Institute, The Associated Press-NORC Center for Public Affairs Research, the Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University, and the University of Maryland's Philip Merrill College of Journalism. The survey was funded by API, Northwestern University Medill School of Journalism and the Philip Merrill College of Journalism at the University of Maryland. And staff from all partners collaborated on all aspects of the study.

Data were collected using two probability sample sources. Interviews for the two surveys used in this study were conducted February 5-8, 2026, with respondents ages 18 and February 2-16, 2026, with respondents ages 13-17, both representing the 50 states and the District of Columbia.

The first probability source is AmeriSpeak Teen Omnibus®, a quarterly multi-client survey using NORC's probability-based panel designed to be representative of the U.S. teenagers ages 13 to 17. 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 email and telephone via standard text message. 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. Parents or guardians provide consent for their teenager's participation.

Interviews for this survey were conducted between February 2-16, 2026, with respondents ages 13-17, representing the 50 states and the District of Columbia. Panel members were drawn from AmeriSpeak Teen, and 1,009 completed the survey. Respondents were offered a small monetary incentive for completing the survey. Panel members were invited by email or by phone via standard text message. Interviews were conducted in English on the web only. The weighted household panel response rate is 24.9 percent, and the survey completion rate is 44.4 percent, for a cumulative response rate of 8.6 percent. The overall margin of sampling error is +/-4.3 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

The second probability sample source is 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 National Sample Frame provides coverage of approximately

97 percent of the U.S. household population. The U.S. Postal Service delivery-sequence file (DSF) and National Consumer Address File have been used in a subset of years as a supplemental sample during AmeriSpeak panel recruitment for low coverage states. 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 February 5-8, 2026, with respondents ages 18 representing the 50 states and the District of Columbia. Panel members were drawn from AmeriSpeak, and 1,092 completed the survey — 1,021 via the web and 71 via telephone. Panel members were invited by email or by phone via standard text message. Interviews were conducted in English on the web only. Respondents were offered a small monetary incentive for completing the survey. The weighted household panel response rate is 24.9 percent, and the survey completion rate is 29 percent, for a cumulative response rate of 7.2 percent. The overall margin of sampling error is +/-4.1 percentage points at the 95 percent confidence level, including the design effect. The margin of sampling error may be higher for subgroups.

Quality assurance checks were conducted to ensure data quality. In total, 93 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 raking process is used to adjust for any survey nonresponse in the probability sample, as well as any noncoverage or under and oversampling in probability samples resulting from the study specific sample design. Poststratification variables included age, gender, census division, race/ethnicity, education, and the 2024 presidential vote for the adult sample. The weighted data reflect the U.S. population of people ages 13 and older.

The overall margin of error for the combined sample is +/- 3.9 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.

Complete questions and results are available at https://apnorc.org/projects/the-media-insight-project/

Details about the Media Insight Project can be found at: https://apnorc.org/projects/the-media-insight-project/
For more information, please email info@apnorc.org.

About the Media Insight Project

The Media Insight Project is a collaboration of The Associated Press-NORC Center for Public Affairs Research, the American Press Institute, Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications, and the Local News Network at the University of Maryland's Philip Merrill College of Journalism with the objective of conducting high-quality, innovative research meant to inform the news industry and the public about various important issues facing journalism and the news business. The Media Insight Project brings together the expertise of the organizations and their respective partners and involves collaborations among key staff at the American Press Institute, Northwestern University Medill School, the University of Maryland's Philip Merrill College of Journalism, NORC at the University of Chicago, and The Associated Press. https://apnorc.org/projects/the-media-insight-project/

About the American Press Institute

The American Press Institute supports local and community-based media through research, programs and products that foster healthy, responsive and resilient news organizations. API envisions an inclusive democracy and society, where communities have the news and information they need to thrive. API is a 501©(3) nonprofit educational organization, and its parent organization is the News/Media Alliance.
http://www.pressinstitute.org

About Northwestern University Medill School of Journalism, Media, Integrated Marketing, Communications

The Medill School of Journalism, Media, Integrated Marketing Communications at Northwestern University is a leading journalism school offering undergraduate and graduate programs that combine enduring journalistic values with innovation, data-driven strategies and global perspectives. Founded in 1921, Medill emphasizes real-world reporting, media entrepreneurship, and leadership in media's digital transformation.
https://www.medill.northwestern.edu/

About Philip Merrill College of Journalism at University of Maryland

The University of Maryland's Philip Merrill College of Journalism is one of the world's premier journalism schools. One of only a handful of programs in the country devoted exclusively to journalism, Merrill College emphasizes immersive, hands-on learning to prepare students for success across today's — and tomorrow's — information ecosystem. Guided by a faculty of accomplished journalists and researchers, students work on data-driven national investigations through the Howard Center for Investigative Journalism, a 2025 Pulitzer Prize finalist. They report from Washington and Annapolis with Capital News Service, cover sports beyond the playing field at The Shirley Povich Center for Sports Journalism, report on issues vital to Maryland communities through the Local News Network, and contribute to building innovative artificial intelligence-based tools that strengthen journalism. They also pursue international reporting opportunities across the globe. https://merrill.umd.edu/

About the Associated Press-NORC Center for Public Affairs Research

- 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. Learn more at www.apnorc.org.

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

#	Variable	Question	Type	Length	Label
1	SU_ID	N/A	Num	8	SU_ID: CaseID
2	FINALWT	N/A	Num	8	FINALWT: Post-stratification weights - 13+ general population (N=2,101)
3	SURV_MODE	N/A	Num	8	SURV_MODE: Survey interview mode (online or phone)
4	SURV_LANG	N/A	Num	8	SURV_LANG: Survey interview language
5	Q4A	Q4	Num	8	Q4A: [Local print or digital newspapers or magazines] How often, if at all, do you get news and information from each of the following?
6	Q4B	Q4	Num	8	Q4B: [National print or digital newspapers or magazines] How often, if at all, do you get news and information from each of the following?
7	Q4C	Q4	Num	8	Q4C: [Television or streaming] How often, if at all, do you get news and information from each of the following?

#	Variable	Question	Type	Length	Label
8	Q4D	Q4	Num	8	Q4D: [Radio] How often, if at all, do you get news and information from each of the following?
9	Q4E	Q4	Num	8	Q4E: [Digital news sites and apps] How often, if at all, do you get news and information from each of the following?
10	Q4F	Q4	Num	8	Q4F: [Podcasts] How often, if at all, do you get news and information from each of the following?
11	Q4G	Q4	Num	8	Q4G: [Email or digital newsletters] How often, if at all, do you get news and information from each of the following?
12	Q4H	Q4	Num	8	Q4H: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] How often, if at all, do you get news and information from each of the following?
13	Q4I	Q4	Num	8	Q4I: [Search engines] How often, if at all, do you get news and information from each of the following?

#	Variable	Question	Type	Length	Label
14	Q4J	Q4	Num	8	Q4J: [Social media] How often, if at all, do you get news and information from each of the following?
15	Q3A	Q3	Num	8	Q3A: [Local print or digital newspapers or magazines] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.
16	Q3B	Q3	Num	8	Q3B: [National print or digital newspapers or magazines] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

#	Variable	Question	Type	Length	Label
17	Q3C	Q3	Num	8	Q3C: [Television or streaming] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.
18	Q3D	Q3	Num	8	Q3D: [Public radio like NPR, PBS, or affiliates] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.
19	Q3E	Q3	Num	8	Q3E: [Digital news sites and apps] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

#	Variable	Question	Type	Length	Label
20	Q3F	Q3	Num	8	Q3F: [Podcasts] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.
21	Q3G	Q3	Num	8	Q3G: [Email newsletters or digital newsletters] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.
22	Q3H	Q3	Num	8	Q3H: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

#	Variable	Question	Type	Length	Label
23	TOPICSALL_1	TOPICSALL	Num	8	TOPICSALL_1: [National politics or government] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
24	TOPICSALL_2	TOPICSALL	Num	8	TOPICSALL_2: [State or local politics or government] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
25	TOPICSALL_3	TOPICSALL	Num	8	TOPICSALL_3: [Social issues, such as abortion, gun policy, or LGBTQ issues] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
26	TOPICSALL_4	TOPICSALL	Num	8	TOPICSALL_4: [Schools and education] Here are some news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
27	TOPICSALL_5	TOPICSALL	Num	8	TOPICSALL_5: [Business and the economy] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
28	TOPICSALL_6	TOPICSALL	Num	8	TOPICSALL_6: [The environment] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
29	TOPICSALL_7	TOPICSALL	Num	8	TOPICSALL_7: [Crime and public safety] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
30	TOPICSALL_8	TOPICSALL	Num	8	TOPICSALL_8: [Celebrities, music, TV, movies, or entertainment] Here are some news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
31	TOPICSALL_9	TOPICSALL	Num	8	TOPICSALL_9: [Sports] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
32	TOPICSALL_10	TOPICSALL	Num	8	TOPICSALL_10: [Gaming or puzzles] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
33	TOPICSALL_11	TOPICSALL	Num	8	TOPICSALL_11: [Health, mental health, wellness, or self-care] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
34	TOPICSALL_12	TOPICSALL	Num	8	TOPICSALL_12: [Information on traffic, transportation, or weather] Here are some news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
35	TOPICSALL_13	TOPICSALL	Num	8	TOPICSALL_13: [Information related to your job, industry, or profession] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
36	TOPICSALL_14	TOPICSALL	Num	8	TOPICSALL_14: [Other, please specify] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
37	TOPICSALL_15	TOPICSALL	Num	8	TOPICSALL_15: [I don't follow any topics regularly] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
38	TOPICSALL_DK	TOPICSALL	Num	8	TOPICSALL_DK: [DON'T KNOW] Here are some news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
39	TOPICSALL_SKP	TOPICSALL	Num	8	TOPICSALL_SKP: [SKIPPED] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
40	TOPICSALL_REF	TOPICSALL	Num	8	TOPICSALL_REF: [REFUSED] Here are some news and information topics. Which of these topics, if any, do you follow regularly?
41	SW1A	SW1	Num	8	SW1A: [National news outlets either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?
42	SW1B	SW1	Num	8	SW1B: [Local news outlets either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?

#	Variable	Question	Type	Length	Label
43	SW1C	SW1	Num	8	SW1C: [Independent creators or influencers either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?
44	SW1D	SW1	Num	8	SW1D: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] How much confidence do you have in the news and information you get from each of the following sources?
45	SW2A	SW2	Num	8	SW2A: [Help people understand the world around them] If you had to choose one news source that does each of the following best, which one would you choose?
46	SW2B	SW2	Num	8	SW2B: [Verify and get the facts right] If you had to choose one news source that does each of the following best, which one would you choose?

#	Variable	Question	Type	Length	Label
47	SW2C	SW2	Num	8	SW2C: [Treat all sides fairly] If you had to choose one news source that does each of the following best, which one would you choose?
48	SW2D	SW2	Num	8	SW2D: [Give people useful information] If you had to choose one news source that does each of the following best, which one would you choose?
49	LN1A	LN1	Num	8	LN1A: [Local news outlets like TV, newspapers, or radio] How often do you get local news and information from each of the following types of sources?
50	LN1B	LN1	Num	8	LN1B: [Local organizations like churches, school groups, or community groups] How often do you get local news and information from each of the following types of sources?

#	Variable	Question	Type	Length	Label
51	LN1C	LN1	Num	8	LN1C: [Local people you do not know personally, like independent creators or influencers] How often do you get local news and information from each of the following types of sources?
52	LN1D	LN1	Num	8	LN1D: [Local people you know personally including friends, family, or neighbors] How often do you get local news and information from each of the following types of sources?
53	LN2_1	LN2	Num	8	LN2_1: [Local crime and public safety] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
54	LN2_2	LN2	Num	8	LN2_2: [Local government or politics] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
55	LN2_3	LN2	Num	8	LN2_3: [Local weather or traffic] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
56	LN2_4	LN2	Num	8	LN2_4: [Local arts and culture like concerts, restaurants, or other community activities] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
57	LN2_5	LN2	Num	8	LN2_5: [Local sports] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
58	LN2_6	LN2	Num	8	LN2_6: [Local economy like businesses, jobs, and unemployment] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
59	LN2_7	LN2	Num	8	LN2_7: [Local schools or school events] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
60	LN2_8	LN2	Num	8	LN2_8: [Other, please specify] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
61	LN2_9	LN2	Num	8	LN2_9: [I don't follow any local news topics regularly] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
62	LN2_DK	LN2	Num	8	LN2_DK: [DON'T KNOW] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
63	LN2_SKP	LN2	Num	8	LN2_SKP: [SKIPPED] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

#	Variable	Question	Type	Length	Label
64	LN2_REF	LN2	Num	8	LN2_REF: [REFUSED] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?
65	LN3A	LN3	Num	8	LN3A: [Verifying and getting the facts right] How well do you think local news organizations are doing each of the following?
66	LN3B	LN3	Num	8	LN3B: [Covering the most important events and issues in your community] How well do you think local news organizations are doing each of the following?
67	LN3C	LN3	Num	8	LN3C: [Being transparent about their reporting] How well do you think local news organizations are doing each of the following?

#	Variable	Question	Type	Length	Label
68	LN3D	LN3	Num	8	LN3D: [Offering different opinions and viewpoints about what's happening in your community] How well do you think local news organizations are doing each of the following?
69	INF0A	INF0	Num	8	INF0A: [Information about local issues or events] How often, if at all, do you get each of the following from independent creators or influencers?
70	INF0B	INF0	Num	8	INF0B: [Information about national issues or events] How often, if at all, do you get each of the following from independent creators or influencers?
71	INF0C	INF0	Num	8	INF0C: [Information about culture, entertainment, sports, or celebrities] How often, if at all, do you get each of the following from independent creators or influencers?

#	Variable	Question	Type	Length	Label
72	INF0D	INF0	Num	8	INF0D: [Information about health and fitness, personal wellness, or self-care] How often, if at all, do you get each of the following from independent creators or influencers?
73	INF1A	INF1	Num	8	INF1A: [Verifying and getting the facts right] Think of all the independent creators or influencers you follow. How well do you think they are…
74	INF1B	INF1	Num	8	INF1B: [Being transparent about how they gather the information they share] Think of all the independent creators or influencers you follow. How well do you think they are…
75	INF1C	INF1	Num	8	INF1C: [Offering opinions and different viewpoints about what's happening] Think of all the independent creators or influencers you follow. How well do you think they are…

#	Variable	Question	Type	Length	Label
76	INF2	INF2	Num	8	Choose the statement that best describes you, even if it is not exactly right. Would you say that the opinions and perspectives on news you see from independent creators or influencers are…?
77	INF3A	INF3	Num	8	INF3A: [The tone of the content they share] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?
78	INF3B	INF3	Num	8	INF3B: [Seeing people that you relate to featured or visible in the content] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?

#	Variable	Question	Type	Length	Label
79	INF3C	INF3	Num	8	INF3C: [The number of followers the account has] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?
80	INF3D	INF3	Num	8	INF3D: [Knowing that people you know have followed or shared content from the account] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?

#	Variable	Question	Type	Length	Label
81	INF3E	INF3	Num	8	INF3E: [Being able to easily find information about the account's mission or who runs it] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?
82	INF3F	INF3	Num	8	INF3F: [Being transparent in their sponsored content or advertising] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?
83	INF3G	INF3	Num	8	INF3G: [They have similar values or views as you] People turn to independent creators or influencers for different reasons. Thinking about the reasons you personally get news and information from them, how important is each of the following?

#	Variable	Question	Type	Length	Label
84	Q22A	Q22	Num	8	Q22A: [Social media users] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
85	Q22B	Q22	Num	8	Q22B: [Social media companies such as Facebook or Meta, X, and YouTube] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
86	Q22C	Q22	Num	8	Q22C: [Independent creators or influencers] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

#	Variable	Question	Type	Length	Label
87	Q22D	Q22	Num	8	Q22D: [Local news media] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
88	Q22E	Q22	Num	8	Q22E: [National news media] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
89	Q22F	Q22	Num	8	Q22F: [AI companies that create and develop AI chatbots such as ChatGPT, Claude, Google Gemini, Microsoft Copilot] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

#	Variable	Question	Type	Length	Label
90	Q22G	Q22	Num	8	Q22G: [AI users] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
91	Q22H	Q22	Num	8	Q22H: [Politicians] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?
92	FT2A	FT2	Num	8	FT2A: [News in general] How often do you find yourself actively trying to avoid...
93	FT2B	FT2	Num	8	FT2B: [News stories about national government and politics] How often do you find yourself actively trying to avoid...
94	FT2C	FT2	Num	8	FT2C: [News stories about local government and politics] How often do you find yourself actively trying to avoid...

#	Variable	Question	Type	Length	Label
95	FT2D	FT2	Num	8	FT2D: [News stories about celebrities] How often do you find yourself actively trying to avoid...
96	FT2E	FT2	Num	8	FT2E: [News stories about U.S. President Donald Trump] How often do you find yourself actively trying to avoid...
97	FT2F	FT2	Num	8	FT2F: [News when on your phone] How often do you find yourself actively trying to avoid...
98	FT2G	FT2	Num	8	FT2G: [News when on social media] How often do you find yourself actively trying to avoid...
99	FT2H	FT2	Num	8	FT2H: [News when talking with friends or family] How often do you find yourself actively trying to avoid...
100	FT3A	FT3	Num	8	FT3A: [I can find news that relates to my interests] How well do the following statements describe how you feel about the news and media landscape?

#	Variable	Question	Type	Length	Label
101	FT3B	FT3	Num	8	FT3B: [Most of the time, I can easily determine what information is trustworthy] How well do the following statements describe how you feel about the news and media landscape?
102	FT3C	FT3	Num	8	FT3C: [The amount of news I encounter makes me feel overwhelmed and want to disengage] How well do the following statements describe how you feel about the news and media landscape?
103	FT3D	FT3	Num	8	FT3D: [The news these days is too stressful to read or watch] How well do the following statements describe how you feel about the news and media landscape?

#	Variable	Question	Type	Length	Label
104	FT3E	FT3	Num	8	FT3E: [I would be excited if news organizations experimented with new ways of communicating the news] How well do the following statements describe how you feel about the news and media landscape?
105	FT3F	FT3	Num	8	FT3F: [I'm trying to create boundaries around how much I'm on my phone and online] How well do the following statements describe how you feel about the news and media landscape?
106	FT3G	FT3	Num	8	FT3G: [The news I consume gives me a hopeful view of the world] How well do the following statements describe how you feel about the news and media landscape?

#	Variable	Question	Type	Length	Label
107	FT3H	FT3	Num	8	FT3H: [I am confident in my ability to distinguish AI-generated content from human-generated content] How well do the following statements describe how you feel about the news and media landscape?
108	FT4	FT4	Num	8	FT4: How important is it to you that the sources you use to get news and information align with your values or views?
109	FT5	FT5	Num	8	FT5: Would you say the sources you use to get news and information generally are?
110	POLITICS	N/A	Num	8	POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?
111	AGEGRP	N/A	Num	8	AGEGRP: Age
112	MARITAL	N/A	Num	8	MARITAL: Marital status
113	EDUCATION	N/A	Num	8	EDUCATION: Educational attainment

#	Variable	Question	Type	Length	Label
114	RACETH	N/A	Num	8	RACETH: Race/ethnicity
115	GENDER	N/A	Num	8	GENDER: Gender
116	HHINCOME	N/A	Num	8	HHINCOME: Household income
117	HOUSING	N/A	Num	8	HOUSING: Home ownership
118	EMPSTATUS	N/A	Num	8	EMPSTATUS: Employment status
119	CENSUS_REGION	N/A	Num	8	CENSUS_REGION: Census region

Variables #110-119 are AmeriSpeak Omnibus® profile variables. These variables are collapsed or recoded to minimize the risk of disclosing respondent privacy.

Details of Variables

- **“.”:** logic skip, respondent is not applicable to a specific question
- **99:** question non-response

SURV_MODE: Survey interview mode (online or phone)			
SURV_MODE	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) Phone interview	71	127	6
(2) Web interview	2030	1,974	94
Total	2,101	2,101	100

SURV_LANG: Survey interview language			
SURV_LANG	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) English	2101	2,101	100
Total	2,101	2,101	100

Q4A: [Local print or digital newspapers or magazines] How often, if at all, do you get news and information from each of the following?			
Q4A	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) Nearly constantly throughout the day	49	38	2
(2) Several times a day	139	150	7
(3) Once a day	196	197	9
(4) Several times a week	196	162	8
(5) Once a week	201	201	10
(6) Less than once a week	378	359	17
(7) Never	930	982	47
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	12	11	1
Total	2,101	2,101	100

Q4B: [National print or digital newspapers or magazines] How often, if at all, do you get news and information from each of the following?			
Q4B	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	43	33	2
(2) Several times a day	150	145	7
(3) Once a day	150	136	6
(4) Several times a week	203	193	9
(5) Once a week	193	196	9
(6) Less than once a week	371	358	17
(7) Never	978	1,022	49
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	13	17	1
Total	2,101	2,101	100

Q4C: [Television or streaming] How often, if at all, do you get news and information from each of the following?			
Q4C	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	196	163	8
(2) Several times a day	437	346	16
(3) Once a day	395	454	22
(4) Several times a week	370	343	16
(5) Once a week	174	157	7
(6) Less than once a week	238	240	11
(7) Never	283	385	18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	8	13	1
Total	2,101	2,101	100

Q4D: [Radio] How often, if at all, do you get news and information from each of the following?			
Q4D	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	57	44	2
(2) Several times a day	238	242	12
(3) Once a day	233	231	11
(4) Several times a week	329	287	14
(5) Once a week	168	143	7
(6) Less than once a week	339	316	15
(7) Never	722	815	39
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	23	1
Total	2,101	2,101	100

Q4E: [Digital news sites and apps] How often, if at all, do you get news and information from each of the following?			
Q4E	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	167	155	7
(2) Several times a day	424	418	20
(3) Once a day	293	290	14
(4) Several times a week	356	341	16
(5) Once a week	176	159	8
(6) Less than once a week	235	234	11
(7) Never	434	486	23
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	18	1
Total	2,101	2,101	100

Q4F: [Podcasts] How often, if at all, do you get news and information from each of the following?			
Q4F	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	51	40	2
(2) Several times a day	110	85	4
(3) Once a day	150	142	7
(4) Several times a week	261	215	10
(5) Once a week	157	110	5
(6) Less than once a week	340	317	15
(7) Never	1016	1,171	56
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	16	22	1
Total	2,101	2,101	100

Q4G: [Email or digital newsletters] How often, if at all, do you get news and information from each of the following?			
Q4G	Frequency	Weighted Frequency	Weighted Percent
(1) Nearly constantly throughout the day	72	44	2
(2) Several times a day	208	184	9
(3) Once a day	231	256	12
(4) Several times a week	243	201	10
(5) Once a week	195	185	9
(6) Less than once a week	320	269	13
(7) Never	811	926	44
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	21	36	2
Total	2,101	2,101	100

Q4H: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] How often, if at all, do you get news and information from each of the following?			
Q4H	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) Nearly constantly throughout the day	62	37	2
(2) Several times a day	162	89	4
(3) Once a day	111	79	4
(4) Several times a week	240	205	10
(5) Once a week	137	87	4
(6) Less than once a week	218	169	8
(7) Never	1153	1,410	67
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	18	26	1
Total	2,101	2,101	100

Q4I: [Search engines] How often, if at all, do you get news and information from each of the following?			
Q4I	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) Nearly constantly throughout the day	115	59	3
(2) Several times a day	367	305	15
(3) Once a day	220	175	8
(4) Several times a week	442	436	21
(5) Once a week	198	165	8
(6) Less than once a week	262	294	14
(7) Never	475	639	30
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	29	1
Total	2,101	2,101	100

Q4J: [Social media] How often, if at all, do you get news and information from each of the following?			
Q4J	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(1) Nearly constantly throughout the day	265	149	7
(2) Several times a day	551	449	21
(3) Once a day	215	189	9
(4) Several times a week	384	386	18
(5) Once a week	120	113	5
(6) Less than once a week	137	167	8
(7) Never	404	606	29
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	42	2
Total	2,101	2,101	100

Q3A: [Local print or digital newspapers or magazines] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.			
Q3A	**Frequency**	**Weighted Frequency**	**Weighted Percent**
.	942	993	47
(1) I pay for it	199	202	10
(2) Someone else pays for it	177	91	4
(3) I have donated to it or became a member	48	33	2
(4) Someone else has donated to it or became a member	45	52	2
(5) I have not paid for or donated to this service	572	616	29
(77) Not sure	111	105	5
(99) SKIPPED ON WEB/REFUSED (VOL)	7	10	0
Total	2,101	2,101	100

Q3B: [National print or digital newspapers or magazines] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a memb

Q3B	Frequency	Weighted Frequency	Weighted Percent
.	991	1,039	49
(1) I pay for it	145	173	8
(2) Someone else pays for it	161	63	3
(3) I have donated to it or became a member	47	54	3
(4) Someone else has donated to it or became a member	65	61	3
(5) I have not paid for or donated to this service	573	624	30
(77) Not sure	114	83	4
(99) SKIPPED ON WEB/REFUSED (VOL)	5	3	0
Total	2,101	2,101	100

Q3C: [Television or streaming] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Q3C	Frequency	Weighted Frequency	Weighted Percent
.	291	398	19
(1) I pay for it	661	903	43
(2) Someone else pays for it	628	250	12
(3) I have donated to it or became a member	61	82	4
(4) Someone else has donated to it or became a member	71	55	3
(5) I have not paid for or donated to this service	281	285	14
(77) Not sure	94	117	6
(99) SKIPPED ON WEB/REFUSED (VOL)	14	11	1
Total	2,101	2,101	100

Q3D: [Public radio like NPR, PBS, or affiliates] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Q3D	Frequency	Weighted Frequency	Weighted Percent
.	737	838	40
(1) I pay for it	120	130	6
(2) Someone else pays for it	163	50	2
(3) I have donated to it or became a member	94	108	5
(4) Someone else has donated to it or became a member	57	50	2
(5) I have not paid for or donated to this service	705	716	34
(77) Not sure	215	201	10
(99) SKIPPED ON WEB/REFUSED (VOL)	10	8	0
Total	2,101	2,101	100

Q3E: [Digital news sites and apps] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Q3E	Frequency	Weighted Frequency	Weighted Percent
.	450	503	24
(1) I pay for it	182	207	10
(2) Someone else pays for it	217	84	4
(3) I have donated to it or became a member	47	30	1
(4) Someone else has donated to it or became a member	45	50	2
(5) I have not paid for or donated to this service	952	1,027	49
(77) Not sure	195	177	8
(99) SKIPPED ON WEB/REFUSED (VOL)	13	23	1
Total	2,101	2,101	100

Q3F: [Podcasts] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Q3F	Frequency	Weighted Frequency	Weighted Percent
.	1032	1,192	57
(1) I pay for it	113	109	5
(2) Someone else pays for it	150	47	2
(3) I have donated to it or became a member	44	57	3
(4) Someone else has donated to it or became a member	53	34	2
(5) I have not paid for or donated to this service	608	570	27
(77) Not sure	96	86	4
(99) SKIPPED ON WEB/REFUSED (VOL)	5	5	0
Total	2,101	2,101	100

Q3G: [Email newsletters or digital newsletters] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or joined as a member.

Q3G	Frequency	Weighted Frequency	Weighted Percent
.	832	962	46
(1) I pay for it	114	144	7
(2) Someone else pays for it	144	64	3
(3) I have donated to it or became a member	69	53	3
(4) Someone else has donated to it or became a member	48	36	2
(5) I have not paid for or donated to this service	757	733	35
(77) Not sure	127	102	5
(99) SKIPPED ON WEB/REFUSED (VOL)	10	7	0
Total	2,101	2,101	100

Q3H: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] For each one, please select whether you pay for the product or service yourself, someone else pays for it, or, in the case of a nonprofit, whether you or someone else have donated or			
Q3H	**Frequency**	**Weighted Frequency**	**Weighted Percent**
.	1171	1,436	68
(1) I pay for it	106	131	6
(2) Someone else pays for it	149	49	2
(3) I have donated to it or became a member	36	33	2
(4) Someone else has donated to it or became a member	33	34	2
(5) I have not paid for or donated to this service	519	341	16
(77) Not sure	77	72	3
(99) SKIPPED ON WEB/REFUSED (VOL)	10	5	0
Total	2,101	2,101	100

TOPICSALL_1: [National politics or government] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.			
TOPICSALL_1	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(0) No	1069	1,060	50
(1) Yes	1032	1,041	50
Total	2,101	2,101	100

TOPICSALL_2: [State or local politics or government] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.			
TOPICSALL_2	**Frequency**	**Weighted Frequency**	**Weighted Percent**
(0) No	1285	1,228	58
(1) Yes	816	873	42
Total	2,101	2,101	100

TOPICSALL_3: [Social issues, such as abortion, gun policy, or LGBTQ issues] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_3	Frequency	Weighted Frequency	Weighted Percent
(0) No	1439	1,545	74
(1) Yes	662	556	26
Total	2,101	2,101	100

TOPICSALL_4: [Schools and education] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_4	Frequency	Weighted Frequency	Weighted Percent
(0) No	1367	1,525	73
(1) Yes	734	576	27
Total	2,101	2,101	100

TOPICSALL_5: [Business and the economy] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_5	Frequency	Weighted Frequency	Weighted Percent
(0) No	1473	1,366	65
(1) Yes	628	735	35
Total	2,101	2,101	100

TOPICSALL_6: [The environment] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_6	Frequency	Weighted Frequency	Weighted Percent
(0) No	1472	1,511	72
(1) Yes	629	590	28
Total	2,101	2,101	100

TOPICSALL_7: [Crime and public safety] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_7	Frequency	Weighted Frequency	Weighted Percent
(0) No	1338	1,322	63
(1) Yes	763	779	37
Total	2,101	2,101	100

TOPICSALL_8: [Celebrities, music, TV, movies, or entertainment] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_8	Frequency	Weighted Frequency	Weighted Percent
(0) No	1315	1,569	75
(1) Yes	786	532	25
Total	2,101	2,101	100

TOPICSALL_9: [Sports] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_9	Frequency	Weighted Frequency	Weighted Percent
(0) No	1341	1,533	73
(1) Yes	760	568	27
Total	2,101	2,101	100

TOPICSALL_10: [Gaming or puzzles] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_10	Frequency	Weighted Frequency	Weighted Percent
(0) No	1531	1,743	83
(1) Yes	570	358	17
Total	2,101	2,101	100

TOPICSALL_11: [Health, mental health, wellness, or self-care] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_11	Frequency	Weighted Frequency	Weighted Percent
(0) No	1447	1,451	69
(1) Yes	654	650	31
Total	2,101	2,101	100

TOPICSALL_12: [Information on traffic, transportation, or weather] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_12	Frequency	Weighted Frequency	Weighted Percent
(0) No	1340	1,238	59
(1) Yes	761	863	41
Total	2,101	2,101	100

TOPICSALL_13: [Information related to your job, industry, or profession] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_13	Frequency	Weighted Frequency	Weighted Percent
(0) No	1798	1,743	83
(1) Yes	303	358	17
Total	2,101	2,101	100

TOPICSALL_14: [Other, please specify] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_14	Frequency	Weighted Frequency	Weighted Percent
(0) No	2067	2,069	98
(1) Yes	34	32	2
Total	2,101	2,101	100

TOPICSALL_15: [I don't follow any topics regularly] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_15	Frequency	Weighted Frequency	Weighted Percent
(0) No	1827	1,676	80
(1) Yes	274	425	20
Total	2,101	2,101	100

TOPICSALL_DK: [Don't know] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_DK	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(0) No	1092	1,947	93
Total	2,101	2,101	100

TOPICSALL_SKP: [Skipped] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_SKP	Frequency	Weighted Frequency	Weighted Percent
(0) No	2087	2,082	99
(1) Yes	14	19	1
Total	2,101	2,101	100

TOPICSALL_REF: [Refused] Here are some news and information topics. Which of these topics, if any, do you follow regularly? Please select all that apply.

TOPICSALL_REF	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(0) No	1092	1,947	93
Total	2,101	2,101	100

SW1A: [National news outlets either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?

SW1A	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal of confidence	405	299	14
(2) Only some confidence	1017	976	46
(3) Hardly any confidence at all	400	485	23
(4) I don’t get news and information from this source	259	302	14
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	20	39	2
Total	2,101	2,101	100

SW1B: [Local news outlets either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?

SW1B	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal of confidence	455	352	17
(2) Only some confidence	1049	1,051	50
(3) Hardly any confidence at all	324	351	17
(4) I don’t get news and information from this source	258	316	15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	15	31	1
Total	2,101	2,101	100

SW1C: [Independent creators or influencers either in print, digital, TV, radio, or through social media] How much confidence do you have in the news and information you get from each of the following sources?

SW1C	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal of confidence	228	137	7
(2) Only some confidence	899	841	40
(3) Hardly any confidence at all	489	499	24
(4) I don’t get news and information from this source	465	585	28
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	20	39	2
Total	2,101	2,101	100

SW1D: [AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot] How much confidence do you have in the news and information you get from each of the following sources?

SW1D	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal of confidence	189	102	5
(2) Only some confidence	628	517	25
(3) Hardly any confidence at all	444	425	20
(4) I don’t get news and information from this source	823	1,011	48
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	17	47	2
Total	2,101	2,101	100

SW2A: [Help people understand the world around them] If you had to choose one news source that does each of the following best, which one would you choose?

SW2A	Frequency	Weighted Frequency	Weighted Percent
(1) National news outlets either in print, digital, TV, radio, or through social media	733	689	33
(2) Local news outlets either in print, digital, TV, radio, or through social media	600	634	30
(3) Independent creators or influencers either in print, digital, TV, radio, or through social media	506	508	24
(4) AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	195	152	7
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	67	118	6
Total	2,101	2,101	100

SW2B: [Verify and get the facts right] If you had to choose one news source that does each of the following best, which one would you choose?

SW2B	Frequency	Weighted Frequency	Weighted Percent
(1) National news outlets either in print, digital, TV, radio, or through social media	699	660	31
(2) Local news outlets either in print, digital, TV, radio, or through social media	658	674	32
(3) Independent creators or influencers either in print, digital, TV, radio, or through social media	413	458	22
(4) AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	260	200	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	71	108	5
Total	2,101	2,101	100

SW2C: [Treat all sides fairly] If you had to choose one news source that does each of the following best, which one would you choose?

SW2C	Frequency	Weighted Frequency	Weighted Percent
(1) National news outlets either in print, digital, TV, radio, or through social media	570	584	28
(2) Local news outlets either in print, digital, TV, radio, or through social media	649	624	30
(3) Independent creators or influencers either in print, digital, TV, radio, or through social media	483	526	25
(4) AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	306	227	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	93	140	7
Total	2,101	2,101	100

SW2D: [Give people useful information] If you had to choose one news source that does each of the following best, which one would you choose?

SW2D	Frequency	Weighted Frequency	Weighted Percent
(1) National news outlets either in print, digital, TV, radio, or through social media	575	497	24
(2) Local news outlets either in print, digital, TV, radio, or through social media	762	860	41
(3) Independent creators or influencers either in print, digital, TV, radio, or through social media	449	424	20
(4) AI chatbots like ChatGPT, Claude, Google Gemini, Microsoft Copilot	249	216	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	66	104	5
Total	2,101	2,101	100

LN1A: [Local news outlets like TV, newspapers, or radio] How often do you get local news and information from each of the following types of sources?

LN1A	Frequency	Weighted Frequency	Weighted Percent
(1) Often	566	552	26
(2) Sometimes	851	803	38
(3) Rarely	420	427	20
(4) Never	236	261	12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	58	3
Total	2,101	2,101	100

LN1B: [Local organizations like churches, school groups, or community groups] How often do you get local news and information from each of the following types of sources?

LN1B	Frequency	Weighted Frequency	Weighted Percent
(1) Often	181	125	6
(2) Sometimes	618	491	23
(3) Rarely	580	562	27
(4) Never	695	866	41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	57	3
Total	2,101	2,101	100

LN1C: [Local people you do not know personally, like independent creators or influencers] How often do you get local news and information from each of the following types of sources?

LN1C	Frequency	Weighted Frequency	Weighted Percent
(1) Often	209	142	7
(2) Sometimes	634	554	26
(3) Rarely	571	568	27
(4) Never	659	777	37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	28	60	3
Total	2,101	2,101	100

LN1D: [Local people you know personally including friends, family, or neighbors] How often do you get local news and information from each of the following types of sources?

LN1D	Frequency	Weighted Frequency	Weighted Percent
(1) Often	481	337	16
(2) Sometimes	938	873	42
(3) Rarely	405	499	24
(4) Never	253	337	16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	55	3
Total	2,101	2,101	100

LN2_1: [Local crime and public safety] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_1	Frequency	Weighted Frequency	Weighted Percent
(0) No	1122	1,075	51
(1) Yes	979	1,026	49
Total	2,101	2,101	100

LN2_2: [Local government or politics] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_2	Frequency	Weighted Frequency	Weighted Percent
(0) No	1298	1,271	61
(1) Yes	803	830	39
Total	2,101	2,101	100

LN2_3: [Local weather or traffic] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_3	Frequency	Weighted Frequency	Weighted Percent
(0) No	774	734	35
(1) Yes	1327	1,367	65
Total	2,101	2,101	100

LN2_4: [Local arts and culture like concerts, restaurants, or other community activities] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_4	Frequency	Weighted Frequency	Weighted Percent
(0) No	1424	1,480	70
(1) Yes	677	621	30
Total	2,101	2,101	100

LN2_5: [Local sports] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_5	Frequency	Weighted Frequency	Weighted Percent
(0) No	1424	1,610	77
(1) Yes	677	491	23
Total	2,101	2,101	100

LN2_6: [Local economy like businesses, jobs, and unemployment] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_6	Frequency	Weighted Frequency	Weighted Percent
(0) No	1646	1,578	75
(1) Yes	455	523	25
Total	2,101	2,101	100

LN2_7: [Local schools or school events] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_7	Frequency	Weighted Frequency	Weighted Percent
(0) No	1389	1,602	76
(1) Yes	712	499	24
Total	2,101	2,101	100

LN2_8: [Other, please specify] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_8	Frequency	Weighted Frequency	Weighted Percent
(0) No	2086	2,089	99
(1) Yes	15	12	1
Total	2,101	2,101	100

LN2_9: [I don't follow any local news topics regularly] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_9	Frequency	Weighted Frequency	Weighted Percent
(0) No	1761	1,705	81
(1) Yes	340	396	19
Total	2,101	2,101	100

LN2_DK: [Don't know] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_DK	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(0) No	1092	1,947	93
Total	2,101	2,101	100

LN2_SKP: [Skipped] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_SKP	Frequency	Weighted Frequency	Weighted Percent
(0) No	2077	2,058	98
(1) Yes	24	43	2
Total	2,101	2,101	100

LN2_REF: [Refused] Here are some local news and information topics. Which of these topics, if any, do you follow regularly?

LN2_REF	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(0) No	1092	1,947	93
Total	2,101	2,101	100

LN3A: [Verifying and getting the facts right] How well do you think local news organizations are doing each of the following?

LN3A	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	141	90	4
(2) Very well	506	418	20
(3) Somewhat well	1025	1,055	50
(5) Not very well	247	275	13
(6) Not well at all	146	209	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	36	53	3
Total	2,101	2,101	100

LN3B: [Covering the most important events and issues in your community] How well do you think local news organizations are doing each of the following?

LN3B	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	165	106	5
(2) Very well	559	456	22
(3) Somewhat well	963	995	47
(5) Not very well	245	301	14
(6) Not well at all	133	187	9
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	36	56	3
Total	2,101	2,101	100

LN3C: [Being transparent about their reporting] How well do you think local news organizations are doing each of the following?

LN3C	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	136	94	4
(2) Very well	423	390	19
(3) Somewhat well	992	998	47
(5) Not very well	341	351	17
(6) Not well at all	171	219	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	50	2
Total	2,101	2,101	100

LN3D: [Offering different opinions and viewpoints about what's happening in your community] How well do you think local news organizations are doing each of the following?

LN3D	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	126	93	4
(2) Very well	393	328	16
(3) Somewhat well	987	977	46
(5) Not very well	379	413	20
(6) Not well at all	178	229	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	61	3
Total	2,101	2,101	100

INF0A: [Information about local issues or events] How often, if at all, do you get each of the following from independent creators or influencers?

INF0A	Frequency	Weighted Frequency	Weighted Percent
(1) Often	210	160	8
(2) Sometimes	690	573	27
(3) Rarely	534	473	23
(4) Never	643	857	41
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	37	2
Total	2,101	2,101	100

INF0B: [Information about national issues or events] How often, if at all, do you get each of the following from independent creators or influencers?

INF0B	Frequency	Weighted Frequency	Weighted Percent
(1) Often	338	281	13
(2) Sometimes	739	652	31
(3) Rarely	454	418	20
(4) Never	545	709	34
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	41	2
Total	2,101	2,101	100

INF0C: [Information about culture, entertainment, sports, or celebrities] How often, if at all, do you get each of the following from independent creators or influencers?

INF0C	Frequency	Weighted Frequency	Weighted Percent
(1) Often	378	241	11
(2) Sometimes	752	618	29
(3) Rarely	417	439	21
(4) Never	535	770	37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	19	34	2
Total	2,101	2,101	100

INF0D: [Information about health and fitness, personal wellness, or self-care] How often, if at all, do you get each of the following from independent creators or influencers?

INF0D	Frequency	Weighted Frequency	Weighted Percent
(1) Often	295	212	10
(2) Sometimes	739	596	28
(3) Rarely	464	489	23
(4) Never	581	768	37
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	35	2
Total	2,101	2,101	100

INF1A: [Verifying and getting the facts right] Think of all the independent creators or influencers you follow. How well do you think they are…

INF1A	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Extremely well	112	85	4
(2) Very well	302	239	11
(3) Somewhat well	851	749	36
(5) Not very well	332	309	15
(6) Not well at all	93	96	5
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	23	1
Total	2,101	2,101	100

INF1B: [Being transparent about how they gather the information they share] Think of all the independent creators or influencers you follow. How well do you think they are…

INF1B	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Extremely well	120	80	4
(2) Very well	298	224	11
(3) Somewhat well	779	689	33
(5) Not very well	366	367	17
(6) Not well at all	132	124	6
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	20	17	1
Total	2,101	2,101	100

INF1C: [Offering opinions and different viewpoints about what's happening] Think of all the independent creators or influencers you follow. How well do you think they are…

INF1C	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Extremely well	159	111	5
(2) Very well	342	259	12
(3) Somewhat well	796	763	36
(5) Not very well	296	247	12
(6) Not well at all	100	101	5
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	22	20	1
Total	2,101	2,101	100

Choose the statement that best describes you, even if it is not exactly right. Would you say that the opinions and perspectives on news you see from independent creators or influencers are…?

INF2	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Mostly similar to your own	357	324	15
(2) An even mix of similar and different to your own	1133	928	44
(3) Mostly different than your own	200	211	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	39	2
Total	2,101	2,101	100

INF3A: [The tone of the content they share] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3A	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	88	133	6
(2) Not very important	146	164	8
(3) Somewhat important	767	718	34
(4) Very important	523	378	18
(5) Extremely important	165	80	4
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	29	1
Total	2,101	2,101	100

INF3B: [Seeing people that you relate to featured or visible in the content] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3B	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	164	242	11
(2) Not very important	284	283	13
(3) Somewhat important	742	649	31
(4) Very important	384	251	12
(5) Extremely important	116	44	2
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	25	33	2
Total	2,101	2,101	100

INF3C: [The number of followers the account has] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3C	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	346	411	20
(2) Not very important	430	386	18
(3) Somewhat important	636	526	25
(4) Very important	195	113	5
(5) Extremely important	82	31	1
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	34	2
Total	2,101	2,101	100

INF3D: [Knowing that people you know have followed or shared content from the account] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3D	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	263	318	15
(2) Not very important	382	381	18
(3) Somewhat important	680	543	26
(4) Very important	267	184	9
(5) Extremely important	96	43	2
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	32	2
Total	2,101	2,101	100

INF3E: [Being able to easily find information about the account's mission or who runs it] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3E	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	71	111	5
(2) Not very important	142	137	6
(3) Somewhat important	698	633	30
(4) Very important	519	413	20
(5) Extremely important	258	168	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	40	2
Total	2,101	2,101	100

INF3F: [Being transparent in their sponsored content or advertising] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3F	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	55	66	3
(2) Not very important	123	127	6
(3) Somewhat important	601	522	25
(4) Very important	581	527	25
(5) Extremely important	328	226	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	34	2
Total	2,101	2,101	100

INF3G: [They have similar values or views as you] Thinking about the reasons you personally get news and information from them, how important is each of the following?

INF3G	Frequency	Weighted Frequency	Weighted Percent
.	386	599	29
(1) Not at all important	75	93	4
(2) Not very important	203	195	9
(3) Somewhat important	783	712	34
(4) Very important	448	375	18
(5) Extremely important	176	93	4
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	30	34	2
Total	2,101	2,101	100

Q22A: [Social media users] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22A	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	658	706	34
(2) Quite a bit	519	437	21
(3) A moderate amount	590	558	27
(4) Only a little	166	153	7
(5) None at all	126	173	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	42	74	4
Total	2,101	2,101	100

Q22B: [Social media companies such as Facebook or Meta, X, and YouTube] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22B	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	714	740	35
(2) Quite a bit	501	418	20
(3) A moderate amount	554	534	25
(4) Only a little	172	181	9
(5) None at all	124	164	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	36	64	3
Total	2,101	2,101	100

Q22C: [Independent creators or influencers] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22C	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	497	521	25
(2) Quite a bit	500	393	19
(3) A moderate amount	714	730	35
(4) Only a little	221	226	11
(5) None at all	130	165	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	39	67	3
Total	2,101	2,101	100

Q22D: [Local news media] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22D	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	415	427	20
(2) Quite a bit	369	316	15
(3) A moderate amount	646	610	29
(4) Only a little	473	487	23
(5) None at all	164	202	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	34	59	3
Total	2,101	2,101	100

Q22E: [National news media] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22E	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	633	683	33
(2) Quite a bit	404	395	19
(3) A moderate amount	583	519	25
(4) Only a little	303	285	14
(5) None at all	140	160	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	59	3
Total	2,101	2,101	100

Q22F: [AI companies that create and develop AI chatbots such as ChatGPT, Claude, Google Gemini, Microsoft Copilot] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22F	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	604	669	32
(2) Quite a bit	408	373	18
(3) A moderate amount	624	552	26
(4) Only a little	244	234	11
(5) None at all	176	200	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	45	72	3
Total	2,101	2,101	100

Q22G: [AI users] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22G	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	540	602	29
(2) Quite a bit	441	419	20
(3) A moderate amount	621	547	26
(4) Only a little	261	249	12
(5) None at all	191	211	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	47	72	3
Total	2,101	2,101	100

Q22H: [Politicians] How much responsibility do you think each of the following has for the spread of misinformation about events and important issues?

Q22H	Frequency	Weighted Frequency	Weighted Percent
(1) A great deal	873	950	45
(2) Quite a bit	470	436	21
(3) A moderate amount	432	368	17
(4) Only a little	140	111	5
(5) None at all	149	176	8
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	37	61	3
Total	2,101	2,101	100

FT2A: [News in general] How often do you find yourself actively trying to avoid...

FT2A	Frequency	Weighted Frequency	Weighted Percent
(1) Often	353	438	21
(2) Sometimes	770	698	33
(3) Rarely	609	545	26
(4) Never	348	384	18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	21	37	2
Total	2,101	2,101	100

FT2B: [News stories about national government and politics] How often do you find yourself actively trying to avoid...

FT2B	Frequency	Weighted Frequency	Weighted Percent
(1) Often	414	477	23
(2) Sometimes	783	712	34
(3) Rarely	533	525	25
(4) Never	347	350	17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	24	38	2
Total	2,101	2,101	100

FT2C: [News stories about local government and politics] How often do you find yourself actively trying to avoid...

FT2C	Frequency	Weighted Frequency	Weighted Percent
(1) Often	368	423	20
(2) Sometimes	732	687	33
(3) Rarely	616	594	28
(4) Never	359	359	17
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	26	39	2
Total	2,101	2,101	100

FT2D: [News stories about celebrities] How often do you find yourself actively trying to avoid...

FT2D	Frequency	Weighted Frequency	Weighted Percent
(1) Often	656	795	38
(2) Sometimes	725	694	33
(3) Rarely	435	319	15
(4) Never	262	253	12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	23	39	2
Total	2,101	2,101	100

FT2E: [News stories about U.S. President Donald Trump] How often do you find yourself actively trying to avoid...			
FT2E	Frequency	Weighted Frequency	Weighted Percent
(1) Often	632	637	30
(2) Sometimes	660	662	32
(3) Rarely	409	385	18
(4) Never	367	371	18
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	33	45	2
Total	2,101	2,101	100

FT2F: [News when on your phone] How often do you find yourself actively trying to avoid...			
FT2F	Frequency	Weighted Frequency	Weighted Percent
(1) Often	499	606	29
(2) Sometimes	763	686	33
(3) Rarely	500	439	21
(4) Never	302	312	15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	37	59	3
Total	2,101	2,101	100

FT2G: [News when on social media] How often do you find yourself actively trying to avoid...			
FT2G	Frequency	Weighted Frequency	Weighted Percent
(1) Often	577	706	34
(2) Sometimes	762	715	34
(3) Rarely	420	332	16
(4) Never	294	281	13
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	48	66	3
Total	2,101	2,101	100

FT2H: [News when talking with friends or family] How often do you find yourself actively trying to avoid...			
FT2H	Frequency	Weighted Frequency	Weighted Percent
(1) Often	452	540	26
(2) Sometimes	815	772	37
(3) Rarely	497	408	19
(4) Never	304	333	16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	33	48	2
Total	2,101	2,101	100

FT3A: [I can find news that relates to my interests] How well do the following statements describe how you feel about the news and media landscape?			
FT3A	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	206	174	8
(2) Very well	517	414	20
(3) Somewhat well	918	938	45
(5) Not very well	287	303	14
(6) Not well at all	135	209	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	64	3
Total	2,101	2,101	100

FT3B: [Most of the time, I can easily determine what information is trustworthy] How well do the following statements describe how you feel about the news and media landscape?			
FT3B	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	167	137	7
(2) Very well	487	447	21
(3) Somewhat well	1032	1,000	48
(5) Not very well	265	290	14
(6) Not well at all	112	157	7
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	38	70	3
Total	2,101	2,101	100

FT3C: [The amount of news I encounter makes me feel overwhelmed and want to disengage] How well do the following statements describe how you feel about the news and media landscape?

FT3C	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	266	283	13
(2) Very well	390	391	19
(3) Somewhat well	791	790	38
(5) Not very well	399	332	16
(6) Not well at all	221	237	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	34	69	3
Total	2,101	2,101	100

FT3D: [The news these days is too stressful to read or watch] How well do the following statements describe how you feel about the news and media landscape?

FT3D	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	329	337	16
(2) Very well	419	405	19
(3) Somewhat well	797	746	35
(5) Not very well	348	325	15
(6) Not well at all	173	219	10
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	35	69	3
Total	2,101	2,101	100

FT3E: [I would be excited if news organizations experimented with new ways of communicating the news] How well do the following statements describe how you feel about the news and media landscape?

FT3E	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	153	108	5
(2) Very well	343	310	15
(3) Somewhat well	928	853	41
(5) Not very well	393	443	21
(6) Not well at all	231	308	15
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	53	78	4
Total	2,101	2,101	100

FT3F: [I'm trying to create boundaries around how much I'm on my phone and online] How well do the following statements describe how you feel about the news and media landscape?

FT3F	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	248	259	12
(2) Very well	410	357	17
(3) Somewhat well	857	808	38
(5) Not very well	338	360	17
(6) Not well at all	201	248	12
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	47	69	3
Total	2,101	2,101	100

FT3G: [The news I consume gives me a hopeful view of the world] How well do the following statements describe how you feel about the news and media landscape?

FT3G	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	95	81	4
(2) Very well	180	130	6
(3) Somewhat well	649	597	28
(5) Not very well	645	657	31
(6) Not well at all	489	565	27
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	43	71	3
Total	2,101	2,101	100

FT3H: [I am confident in my ability to distinguish AI-generated content from human-generated content] How well do the following statements describe how you feel about the news and media landscape?

FT3H	Frequency	Weighted Frequency	Weighted Percent
(1) Extremely well	195	129	6
(2) Very well	371	283	13
(3) Somewhat well	869	822	39
(5) Not very well	396	470	22
(6) Not well at all	231	336	16
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	39	62	3
Total	2,101	2,101	100

FT4: How important is it to you that the sources you use to get news and information align with your values or views?			
FT4	Frequency	Weighted Frequency	Weighted Percent
(1) Not at all important	89	150	7
(2) Not very important	232	246	12
(3) Somewhat important	978	965	46
(4) Very important	507	474	23
(5) Extremely important	268	225	11
(99) DON'T KNOW/SKIPPED ON WEB/REFUSED (VOL)	27	41	2
Total	2,101	2,101	100

FT5: Would you say the sources you use to get news and information generally are?			
FT5	Frequency	Weighted Frequency	Weighted Percent
(1) Liberal	340	300	14
(2) Moderate	588	547	26
(3) Conservative	455	403	19
(4) Not political	221	240	11
(77) Not sure	461	573	27
(99) SKIPPED ON WEB/REFUSED (VOL)	36	39	2
Total	2,101	2,101	100

POLITICS: Do you consider yourself a Democrat, a Republican, an independent or none of these?			
POLITICS	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(-1) Unknown	4	18	1
(1) Strong Democrat	198	278	13
(2) Not so strong Democrat	168	241	11
(3) Lean Democrat	140	221	10
(4) Independent/None – Don’t lean	198	508	24
(5) Lean Republican	90	162	8
(6) Not so strong Republican	142	251	12
(7) Strong Republican	152	268	13
Total	2,101	2,101	100

AGEGRP: Age			
AGEGRP	Frequency	Weighted Frequency	Weighted Percent
(1) 13-17	1009	154	7
(2) 18 to 29	144	389	19
(3) 30 to 39	188	344	16
(4) 40 to 59	334	608	29
(5) 60 to 64	111	153	7
(6) 65 or older	315	452	22
Total	2,101	2,101	100

MARITAL: Marital status			
MARITAL	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(1) Married	543	857	41
(2) Widowed	54	81	4
(3) Divorced	137	239	11
(4) Separated	35	74	4
(5) Never married	323	696	33
Total	2,101	2,101	100

EDUCATION: Educational attainment			
EDUCATION	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(1) Less than a high school diploma	59	178	8
(2) High school graduate or equivalent	203	552	26
(3) Some college	417	510	24
(4) Bachelor's degree	241	442	21
(5) Post grad study/professional degree	172	265	13
Total	2,101	2,101	100

RACETH: Race/ethnicity			
RACETH	Frequency	Weighted Frequency	Weighted Percent
(1) White, non-Hispanic	1212	1,242	59
(2) Black or African American, non-Hispanic	281	254	12
(3) Hispanic	419	400	19
(4) Other, non-Hispanic	189	205	10
Total	2,101	2,101	100

GENDER: Gender			
GENDER	Frequency	Weighted Frequency	Weighted Percent
(1) Male	1033	1,029	49
(2) Female	1068	1,072	51
Total	2,101	2,101	100

HHINCOME: Household income			
HHINCOME	Frequency	Weighted Frequency	Weighted Percent
(1) Under $10,000	78	126	6
(2) $10,000 to under $20,000	141	214	10
(3) $20,000 to under $30,000	164	200	10
(4) $30,000 to under $40,000	137	161	8
(5) $40,000 to under $50,000	143	136	6
(6) $50,000 to under $75,000	380	372	18
(7) $75,000 to under $100,000	297	244	12
(8) $100,000 to under $150,000	404	338	16
(9) $150,000 or more	357	310	15
Total	2,101	2,101	100

HOUSING: Home ownership			
HOUSING	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(1) Owned or being bought by you or someone in your household	763	1,279	61
(2) Rented for cash	290	582	28
(3) Occupied without payment of cash rent	39	86	4
Total	2,101	2,101	100

EMPSTATUS: Employment status			
EMPSTATUS	Frequency	Weighted Frequency	Weighted Percent
.	1009	154	7
(1) Working - as a paid employee	578	995	47
(2) Working - self employed	75	146	7
(3) Not working - on temporary layoff from job	5	17	1
(4) Not working - looking for work	32	79	4
(5) Not working - retired	283	384	18
(6) Not working - disabled	76	207	10
(7) Not working - other	43	120	6
Total	2,101	2,101	100

CENSUS_REGION: Census region			
CENSUS_REGION	Frequency	Weighted Frequency	Weighted Percent
(1) Northeast	314	360	17
(2) Midwest	594	427	20
(3) South	709	815	39
(4) West	484	499	24
Total	2,101	2,101	100

Map of Census Regions

